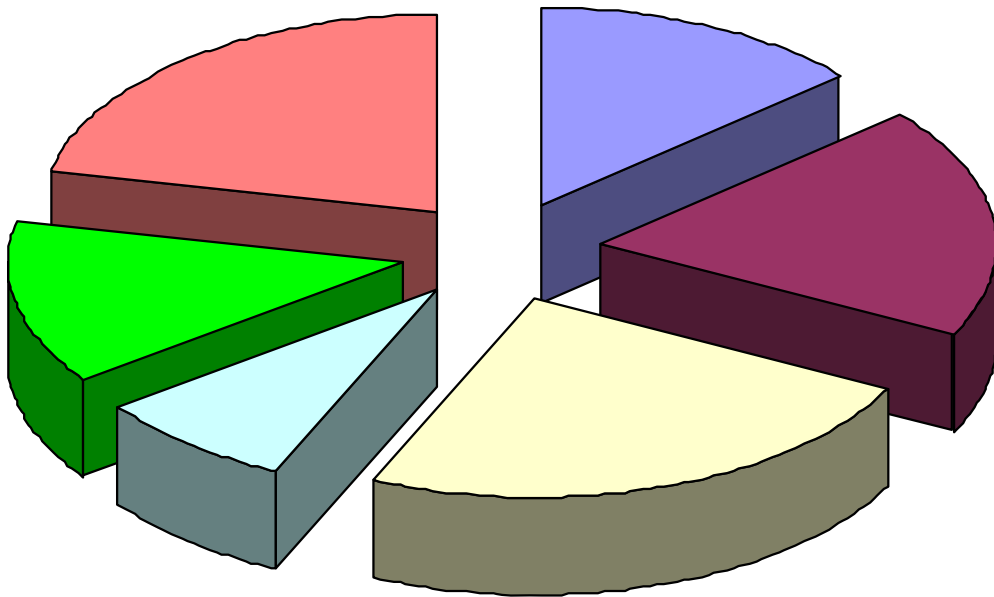


CENTRAL MASS MOSQUITO CONTROL PROJECT

www.cmmcp.org



RESIDENT SURVEY

2014

INTRODUCTION

Member residents request assistance from the menu of services offered to them by CMMCP. Requests for adulticiding (spraying) and larval control are the most common forms of service requests we receive. We accept these requests through a variety of means, primarily by telephone, but increasing more by the online service request form from the CMMCP website. Additional methods include personal visits to our office, phone calls on behalf of residents from town and/or state officials, and direct requests to our field staff. The CMMCP Commission requested a survey of resident who received service in 2014 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005-2013 (excluding 2006). After compiling these results, we find that a majority of residents in our service area were satisfied with our control efforts and methods, which mirrors our results from previous years.

SURVEY METHODOLOGY

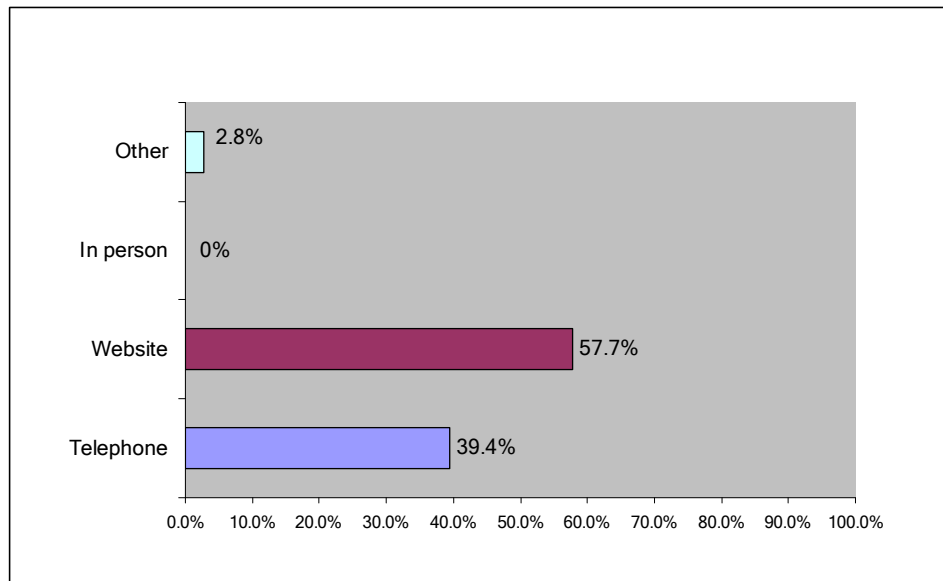
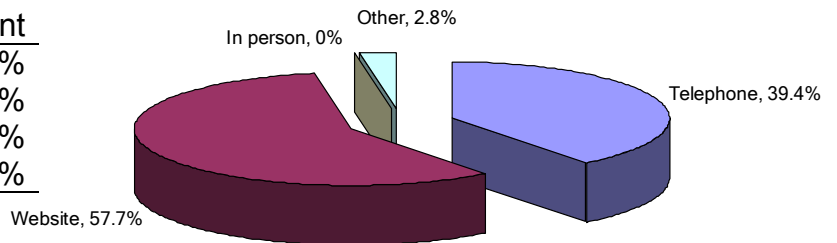
In 2014 we received 15,738 requests for service, ranging from adulticiding to larval control, an increase of 15.3% from 2013 (13,646). 9,091 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2014. These towns were then graphed to show which towns had the most calls. Each town was assigned a percentage according to this data. This percentage would determine the number of postcards sent to each town from the overall total. The CMMCP Commission has determined that 1,500 postcards would be a representative sample of the service calls received this year (this is an increase of 500 over the first 3 surveys but the same as 2009-2013). The survey was designed to be as easy as possible for residents to access and complete. An online survey was created through SurveyMonkey®, and the postcards would include unique identifiers that the residents would use. The postcards contained a blind weblink to the survey so that uninvited users would not be able to participate in the survey. Information such as how they contacted us, were the office and field staff helpful and informative, how long did they wait for service, was the service provided effective, and their overall satisfaction was measured. This study uses the same methodology as all previous resident surveys.

From 1,500 postcards mailed, 213 responses were received (14.2%). The results are outlined in this report.

TIMOTHY D. DESCHAMPS, Executive Director
Central Mass. Mosquito Control Project
111 Otis Street Northborough, Massachusetts 01532
www.cmmcp.org ♦ deschamps@cmmcp.org

1). In your most recent experience, how did you contact the Central Mass. Mosquito Control Project?

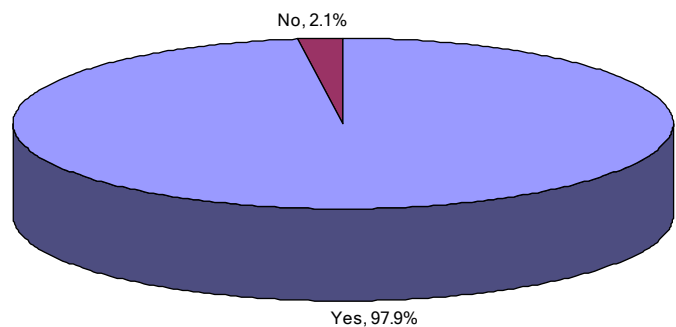
	Number	Percent
Telephone	84	39.4%
Website	123	57.7%
In person	0	0%
Other	6	2.8%
Total	213	



Comments: the website outpaces the phone system as the most popular method of reaching our staff.

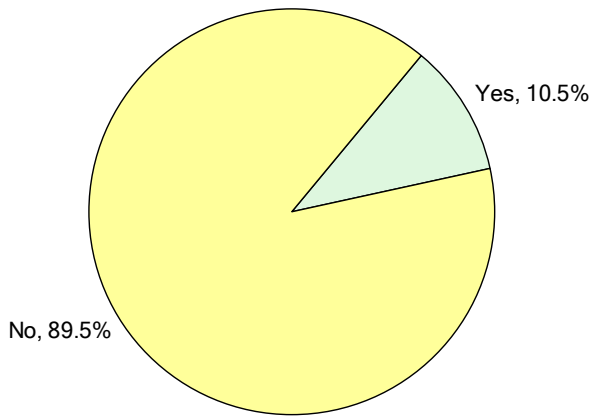
2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?

	Number	Percent
Yes	95	97.9%
No	2	2.1%
Total	97	

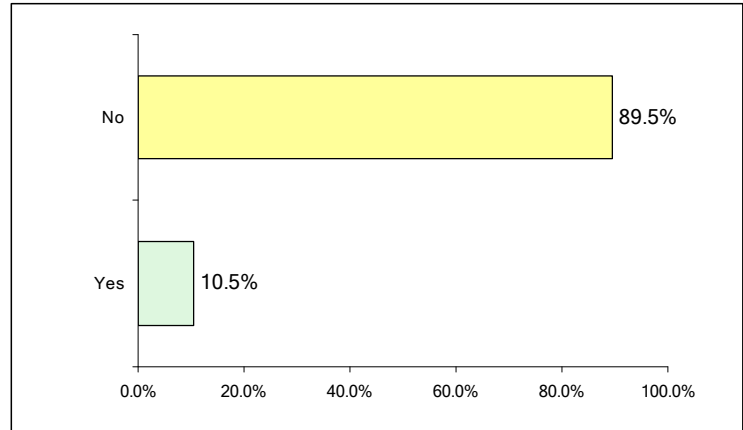


Comments: communication from the operators of the telephone system is clear and effective.

3). If by telephone, did you experience difficulty reaching our staff?



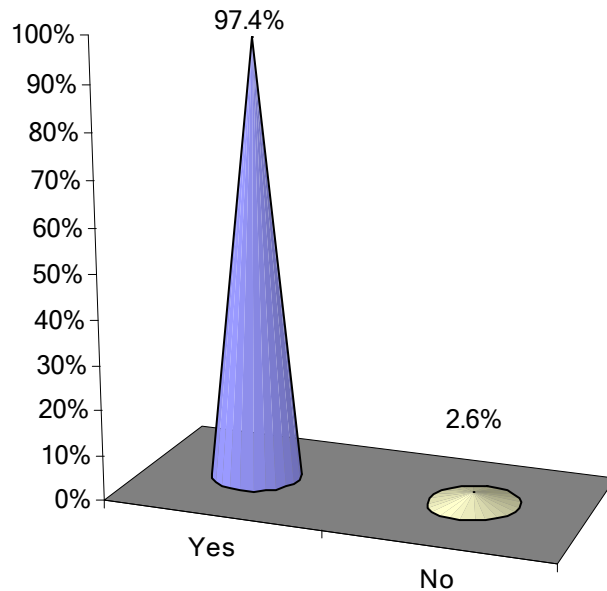
	Number	Percent
Yes	10	10.5%
No	85	89.5%
Total	95	



Comments: nearly 90% of residents polled did not experience any problems reaching our staff through the current system.

4). If through the website or e-mail, did you find the information you needed in a satisfactory manner?

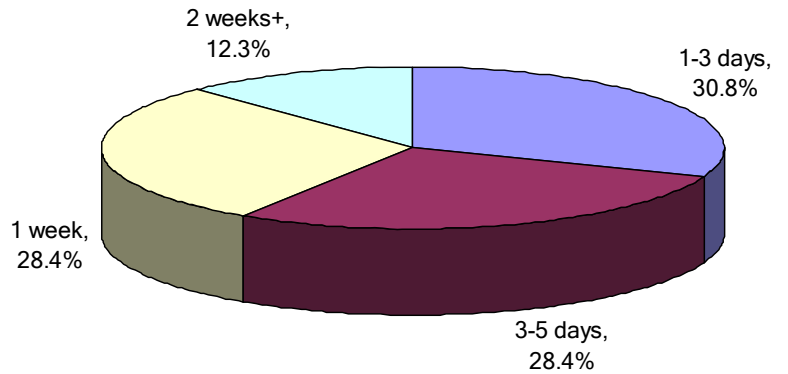
	Number	Percent
Yes	150	97.4%
No	4	2.6%
Total	154	



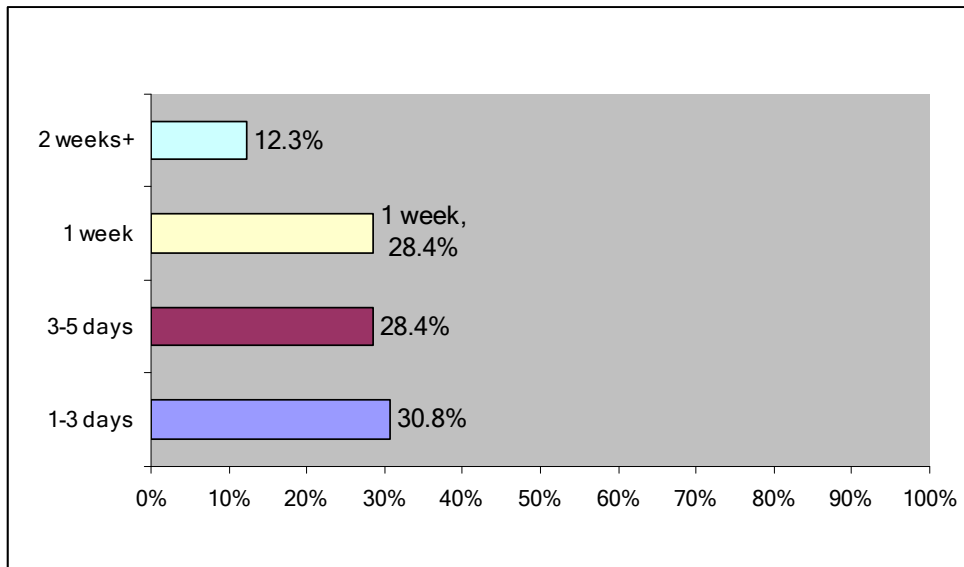
Comments: nearly all respondents found the information they required on the website without difficulty.

5). Please give the approximate time you waited for service from your initial request:

	Number	Percent
1-3 days	65	30.8%
3-5 days	60	28.4%
1 week	60	28.4%
2 weeks+	26	12.3%
Total	211	

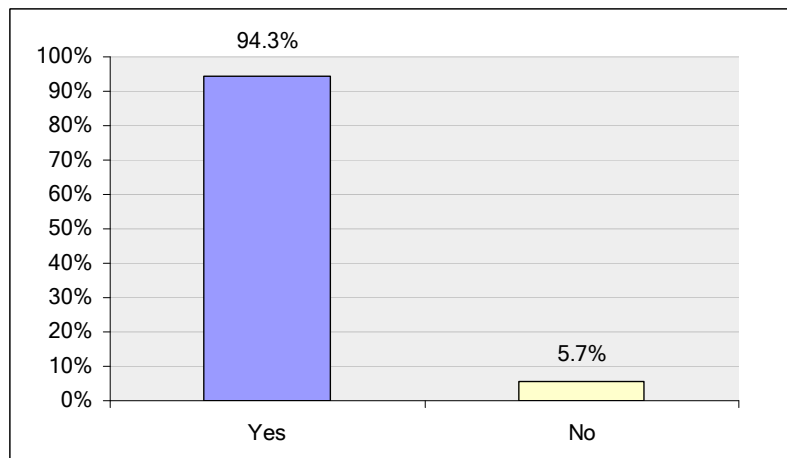


Comments: 87.7% were serviced within one week or less



6). Did you find our response from your initial request to when you received service within a reasonable amount of time?

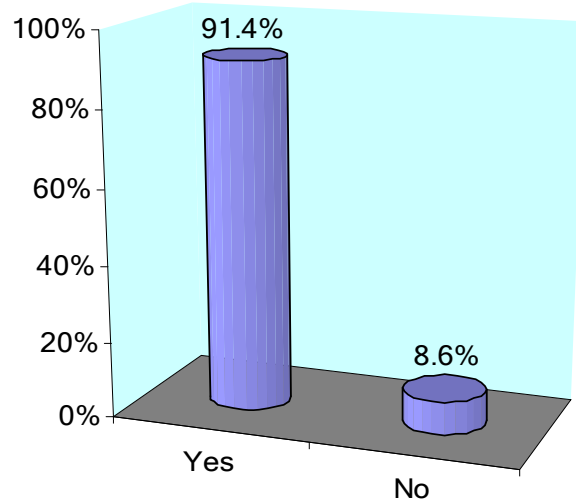
	Number	Percent
Yes	199	94.3%
No	12	5.7%
Total	211	



Comments: a majority thought that the response time was reasonable.

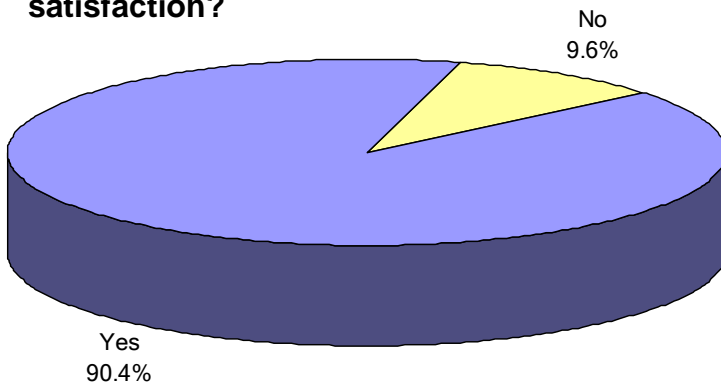
7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?

	Number	Percent
Yes	181	91.4%
No	17	8.6%
Total	198	



Comments: Our staff projects a positive and professional image to the public. Of the respondents that said no, many stated they did not speak to a rep. from CMMCP.

8). Were your questions and concerns answered by the Technician to your satisfaction?

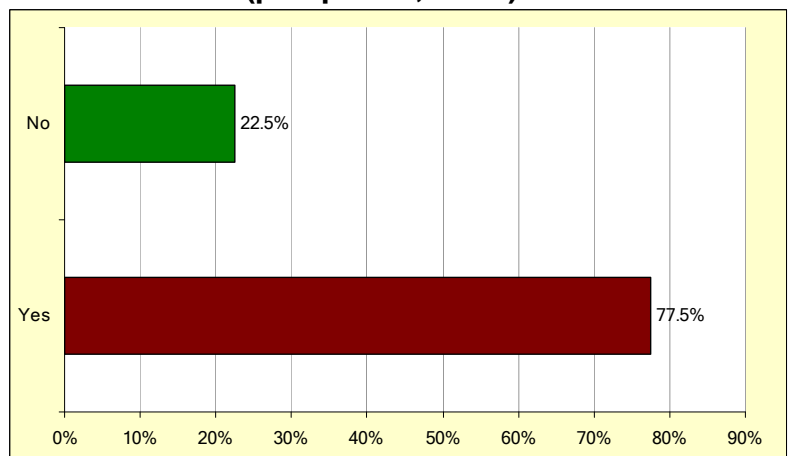


	Number	Percent
Yes	179	90.4%
No	19	9.6%
Total	198	

Comments: most residents polled thought our Technicians answered their questions to their satisfaction.

9). Did you receive any written information (pamphlets, etc.) from our representative?

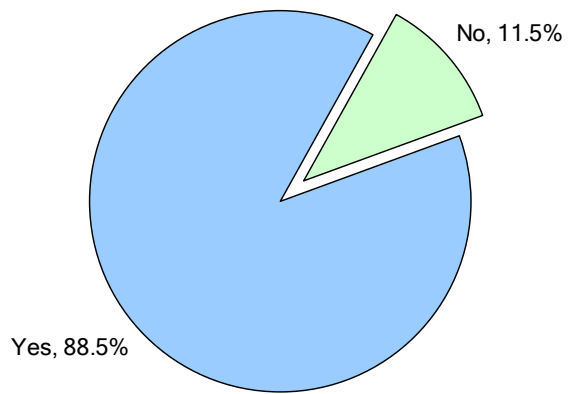
	Number	Percent
Yes	162	77.5%
No	47	22.5%
Total	209	



Comments: more residents are receiving our written information and this number has improved or held steady from year to year.

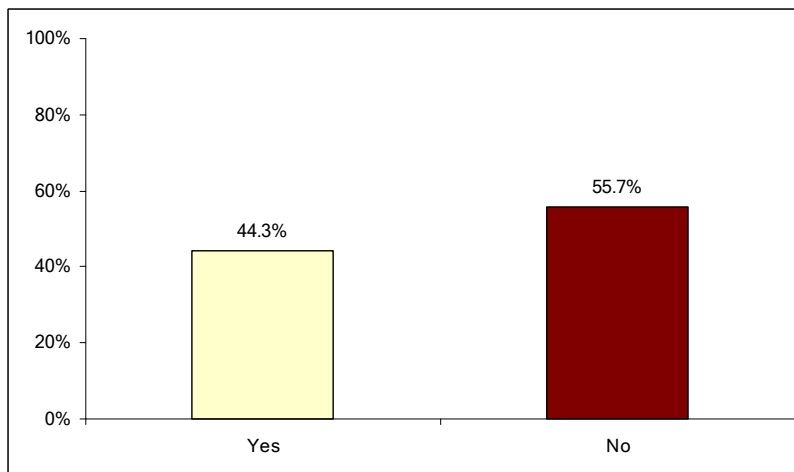
10). Did you find this information useful?

	Number	Percent
Yes	154	88.5%
No	20	11.5%
Total	174	



Comments: our written educational materials are useful to residents when they receive it.

11). Did you request service more than once in 2014?

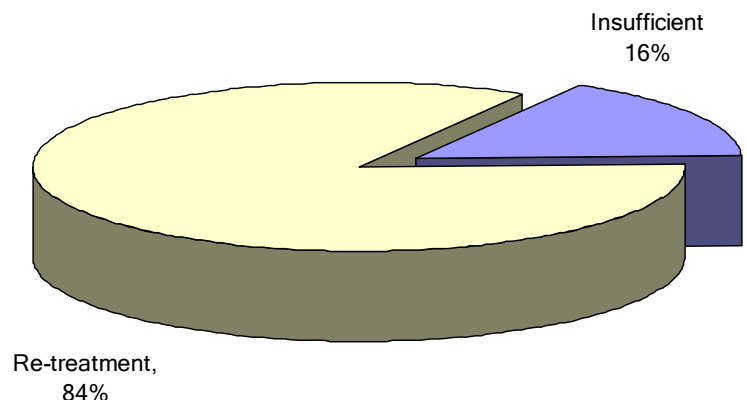


	Number	Percent
Yes	93	44.3%
No	117	55.7%
Total	251	

Comments: less than 1/2 of our service calls are repeat calls according to the residents polled.

12). If you requested additional service in 2014, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?

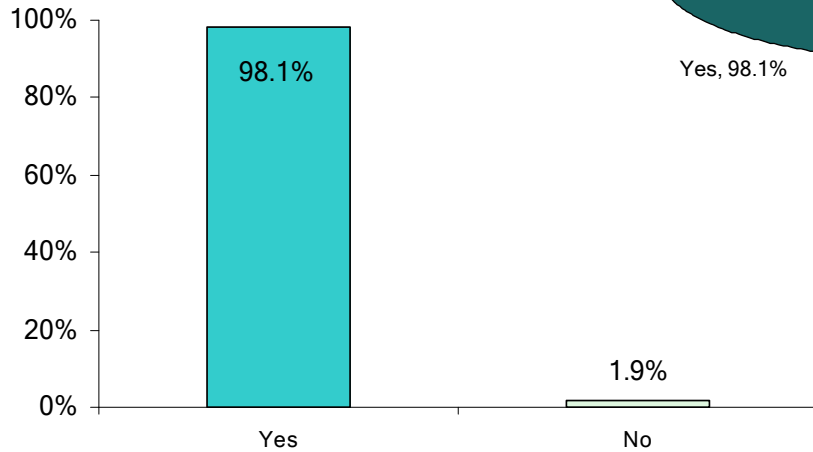
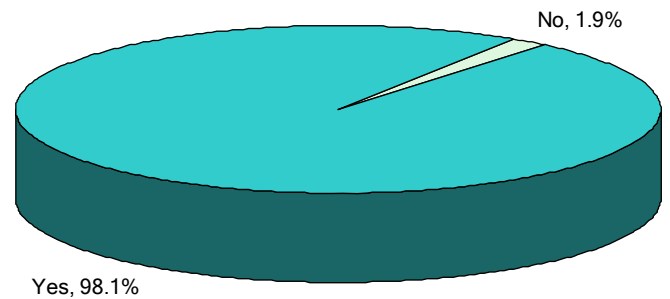
	Number	Percent
Retreatment	84	84%
Insufficient	16	16%
Total	100	



Comments: over 80% of our repeat calls are for additional service, not because the first application didn't meet their needs.

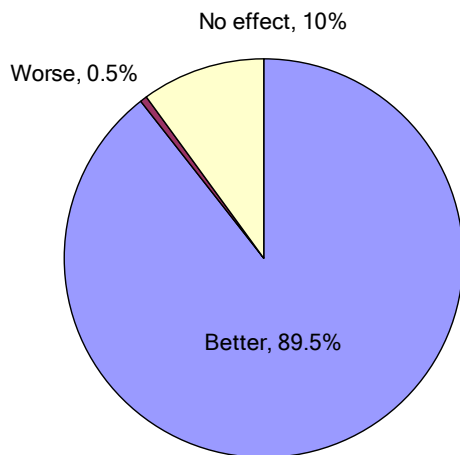
13). Would you/did you recommend our service to others in the future?

	Number	Percent
Yes	207	98.1%
No	4	1.9%
Total	211	

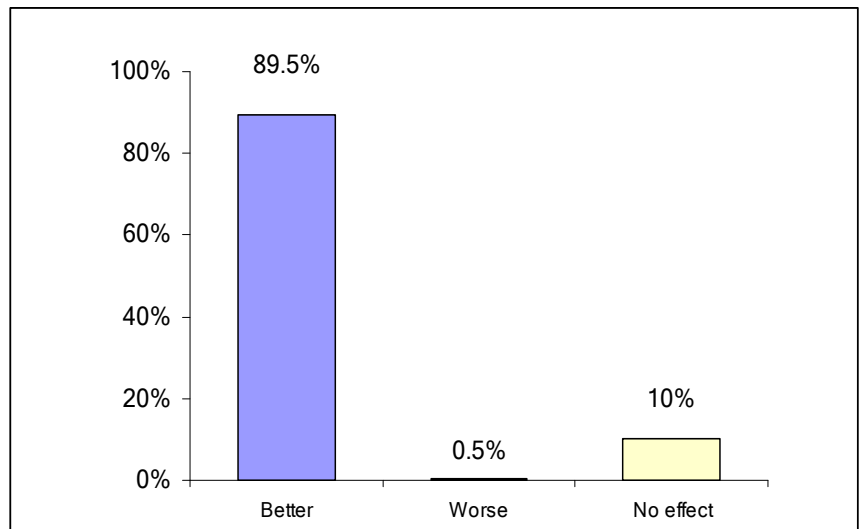


Comments: nearly all residents polled would recommend our services to others.

14). In your opinion, did our application made your area better, worse, or had no effect?

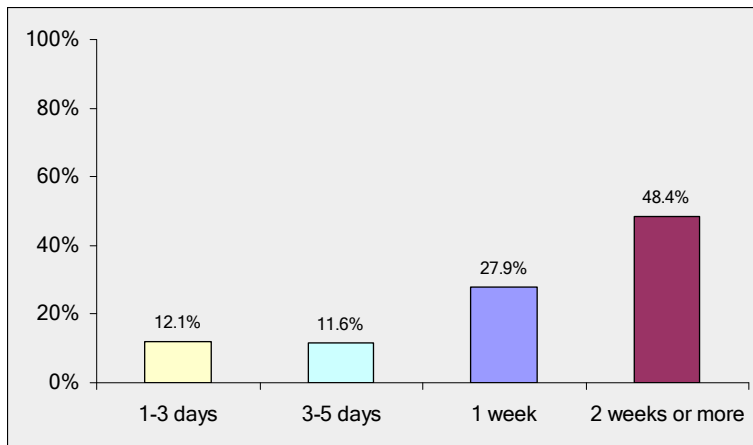


	Number	Percent
Better	188	89.5%
Worse	1	0.5%
No Effect	21	10%
Total	210	



Comments: nearly all residents received relief from mosquitoes from our program.

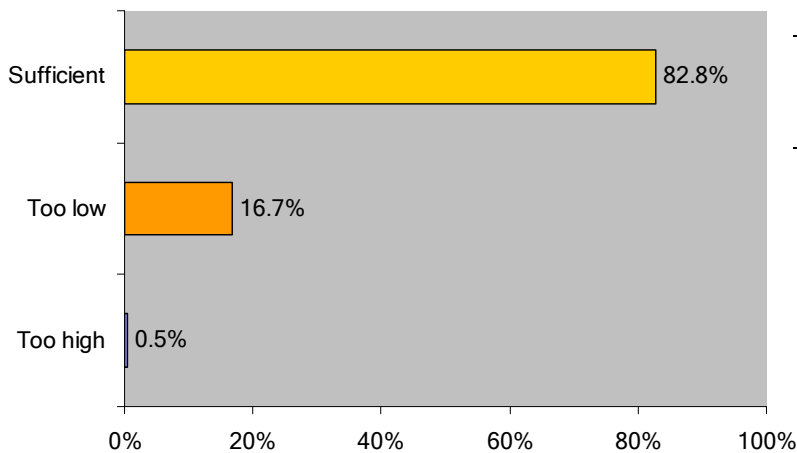
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-3 days	23	12.1%
3-5 days	22	11.6%
1 week	53	27.9%
2 weeks+	92	48.4%
Total	190	

Comments: over 2/3 of residents reported relief of 1 week or more, nearly half report greater than 2 weeks of relief.

16). On average, our services cost \$2.00 – \$4.00 per person each year (withheld from local aid rec'd from the State). In your opinion, is this amount too high, too low, or sufficient?

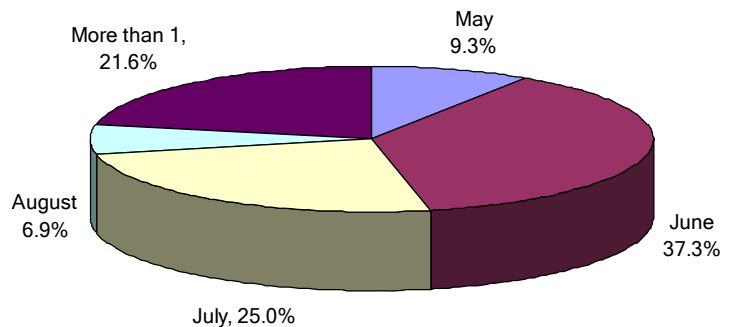


	Number	Percent
Sufficient	168	82.8%
Too Low	34	16.7%
Too High	1	0.5%
Total	203	

Comments: most residents are satisfied with the assessments paid from local taxes for our services.

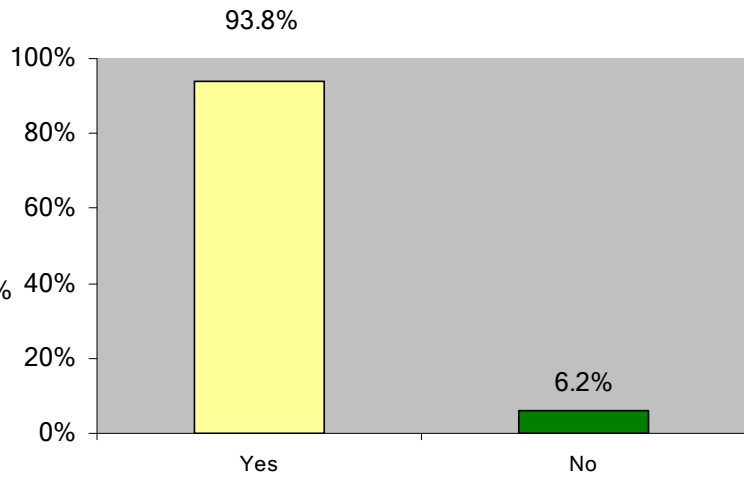
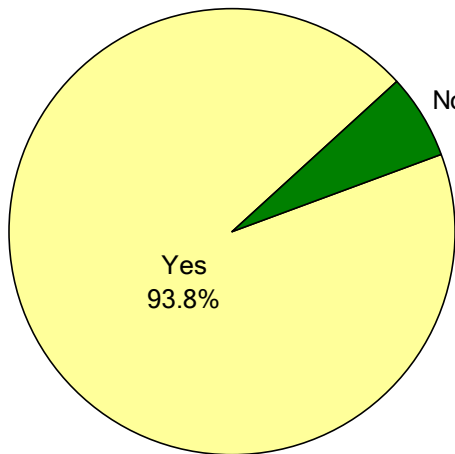
17). In which month or months do you recall receiving service?

	Number	Percent
May	19	9.3%
June	76	37.3%
July	51	25%
August	14	6.9%
More than 1	44	21.6%
Total	204	



18). Overall, are you happy with the service provided this year by CMMCP?

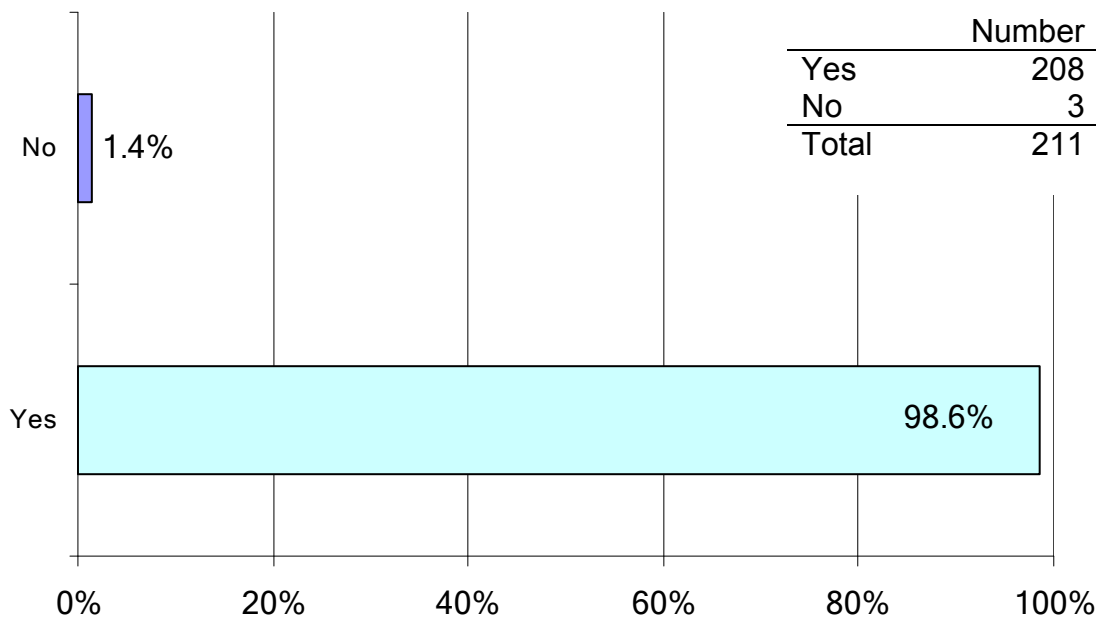
	Number	Percent
Yes	198	93.8%
No	13	6.2%
Total	211	



Comments: over 9 out of 10 residents were happy with the services provided by CMMCP in 2014.

19). Do you plan on using our service again in the future?

	Number	Percent
Yes	208	98.6%
No	3	1.4%
Total	211	

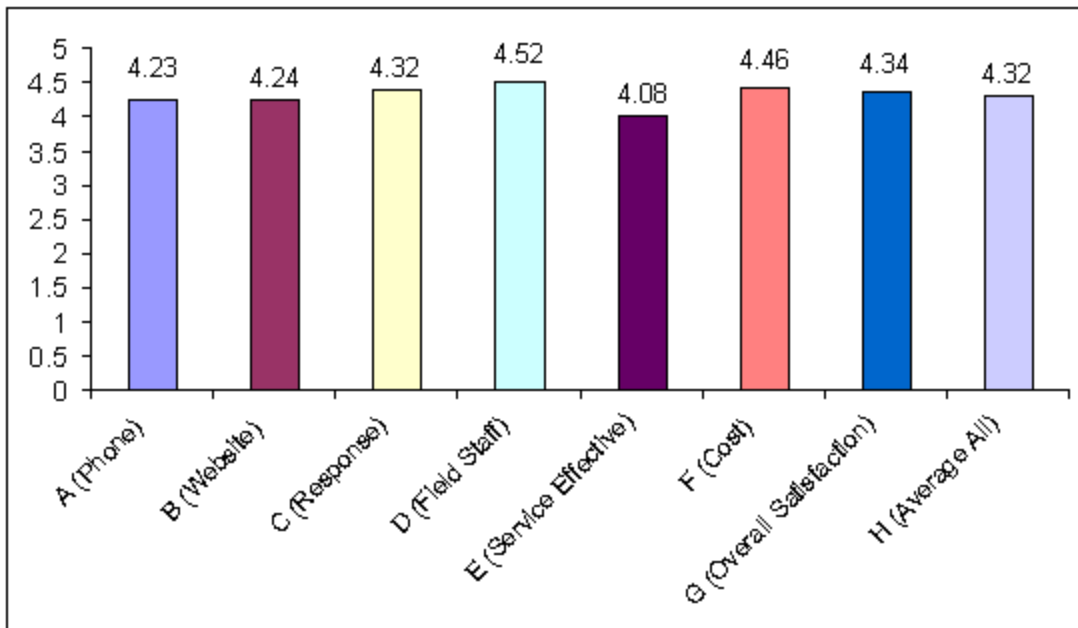


Comments: nearly all residents that used our service will do so again in the future.

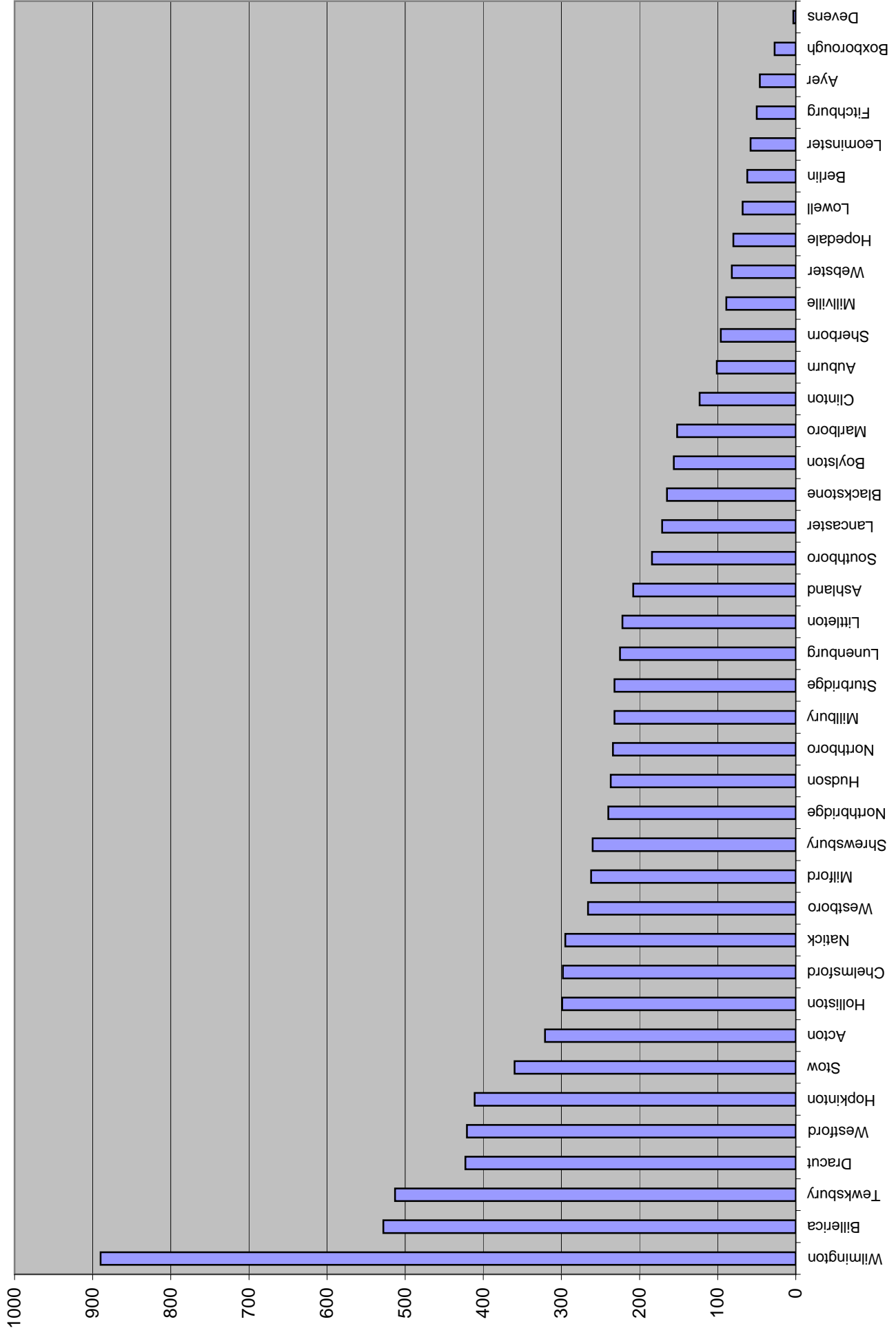
Please rate our performance for 2014 from 0 to 5, where 5 is the best rating, 0 is the worst rating:

- A. The information you received over the phone was informative & helpful: 419 points from 495 (99 respondents) – **4.23 average** from 5
- B. The information on our website is easily available and helpful: 751 points from 885 (177 respondents) – **4.24 average** from 5
- C. The response time for service is reasonable: 894 points out of 1,035 (207 respondents) – **4.32 average** from 5
- D. Our field staff that responded is knowledgeable and competent: 845 points out of 935 (187 respondents) – **4.52 average** from 5
- E. The service provided was effective: 845 points out of 1,035 (207 respondents) – **4.08 average** from 5
- F. This service is reasonable compared to the cost: 759 points out of 850 (170 respondents) – **4.46 average** from 5
- G. Please rate your overall satisfaction with the service received in 2014: 894 points out of 1,030 (206 respondents) – **4.34 average** from 5

Total satisfaction rating: 5,407 points out of 6,265 possible – 4.32 average
1,253 total responses to questions



2014 Service Requests by Town



CONCLUSION

Overall satisfaction was 93.8%, and 98.6% would use our services again in the future. Answer to question #9 shows a steady increase over past years in regards to residents receiving public relations materials. Overall this survey shows high satisfaction amongst the respondents, with some variability in some ratings than in past surveys.



Reprints of this document are available by calling our office at (508) 393-3055 or sending an e-mail to cmmcp@cmmcp.org. This survey has been sent to all cities and towns in our service area, as well as members of the State Reclamation & Mosquito Control Board. This has also been posted on our website on the "Research and Efficacy" link (from the "Our Services" page).

The author would like to thank the staff at CMMCP and the CMMCP Commission, and especially the residents and public officials in the member cities and towns we provided service to in 2014.