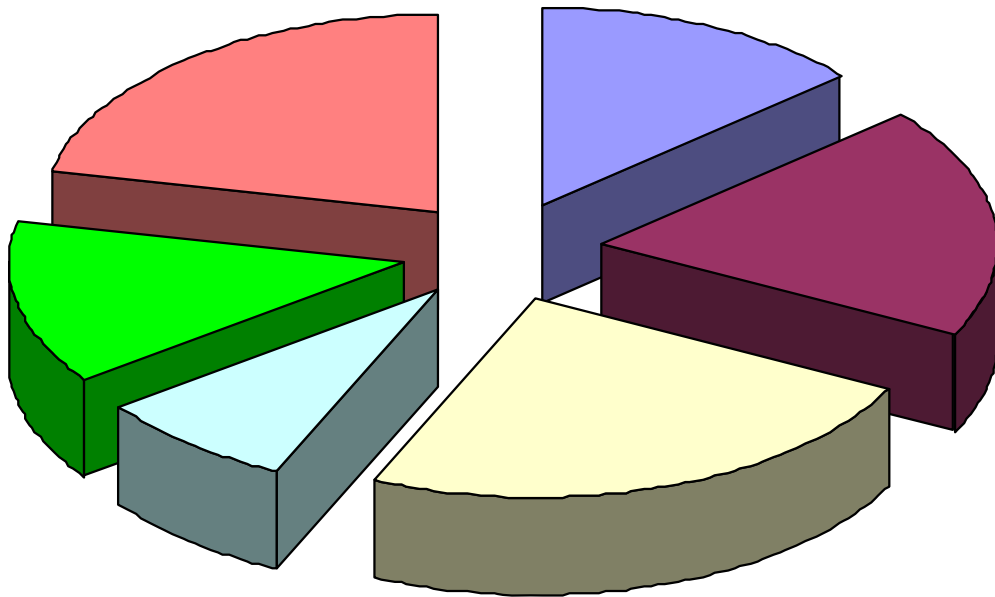


CENTRAL MASS MOSQUITO CONTROL PROJECT

www.cmmcp.org



RESIDENT SURVEY

2015

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 2015 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005-2014 (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

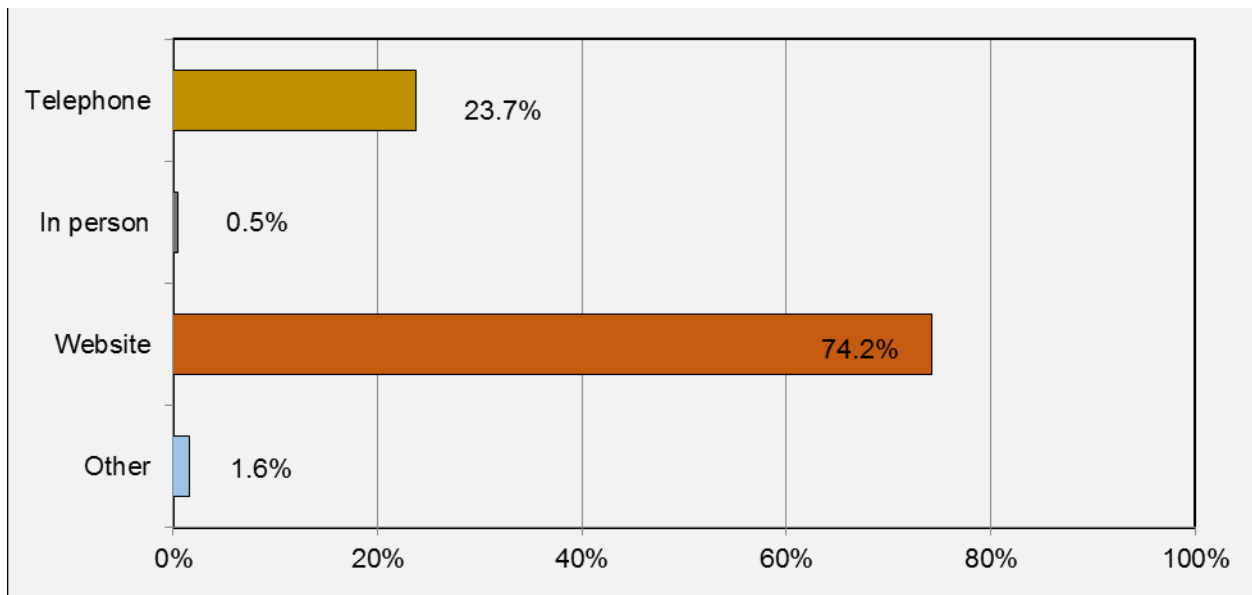
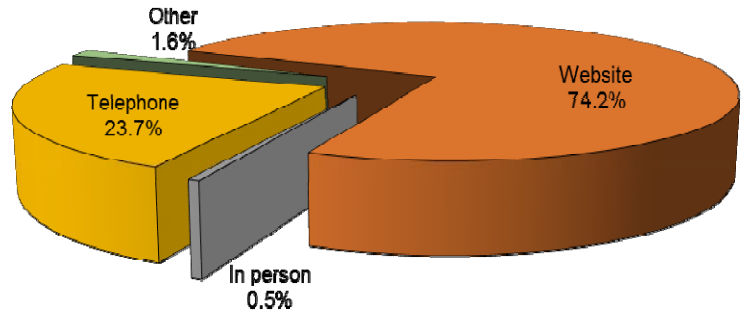
In 2015 we received 16,490 requests for service, ranging from adulticiding to larval control, an increase of 4.7% from 2014 (15,738). 11,051 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2015. 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 2009-2014). 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, 187 responses were received (12.4%). 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?

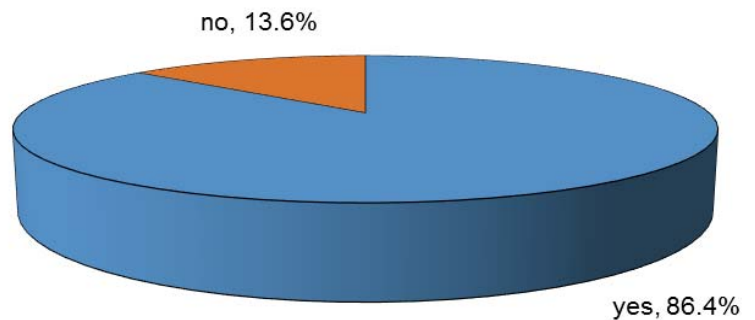
	Number	Percent
Telephone	44	23.7%
Website	138	74.2%
In person	1	0.5%
Other	3	1.6%
Total	186	



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

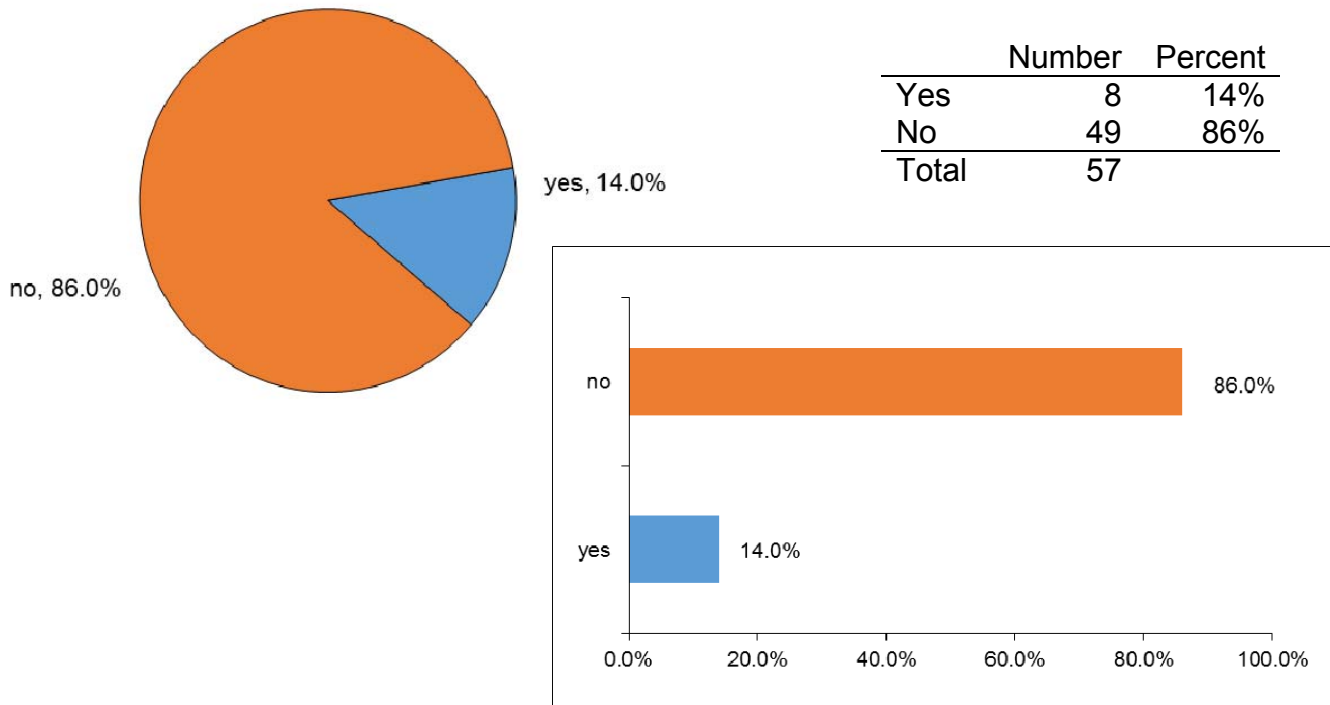
2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?

	Number	Percent
Yes	51	86.4%
No	8	13.6%
Total	59	



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

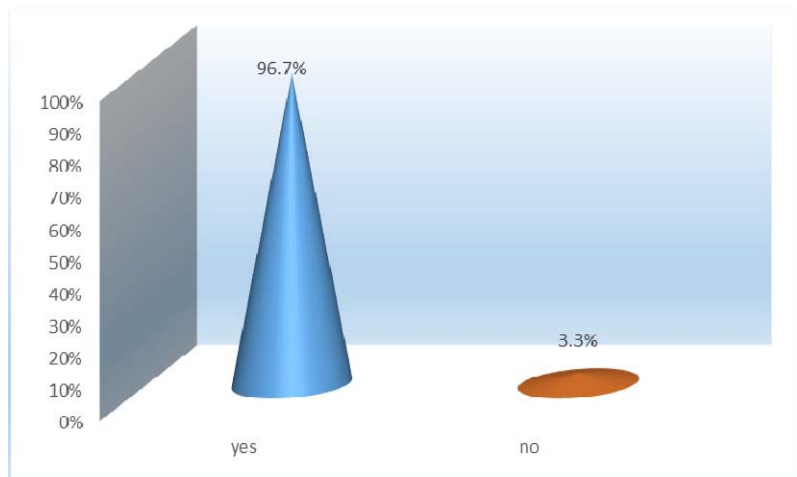
3). If by telephone, did you experience difficulty reaching our staff?



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?

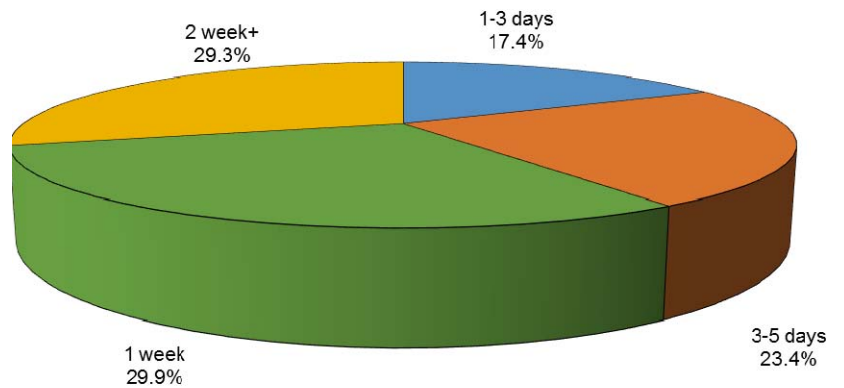
	Number	Percent
Yes	145	96.7%
No	5	3.3%
Total	150	



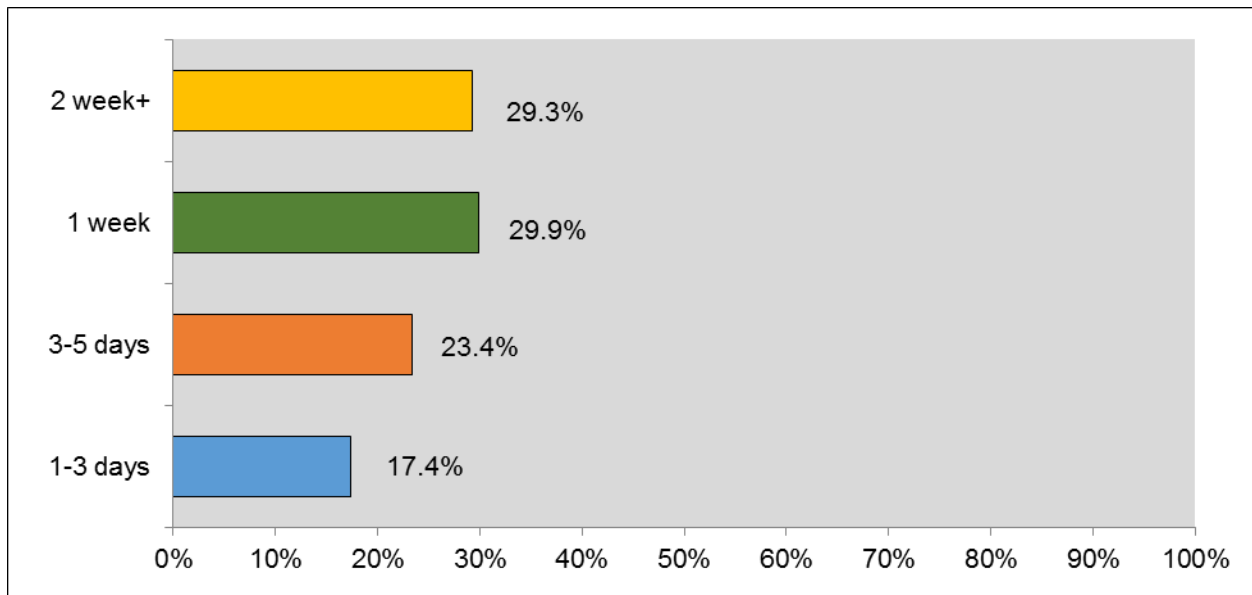
Comments: nearly all respondents found the information they required on the website without difficulty.

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

	Number	Percent
1-3 days	32	17.4%
3-5 days	43	23.4%
1 week	55	29.9%
2 weeks+	54	29.3%
Total	184	

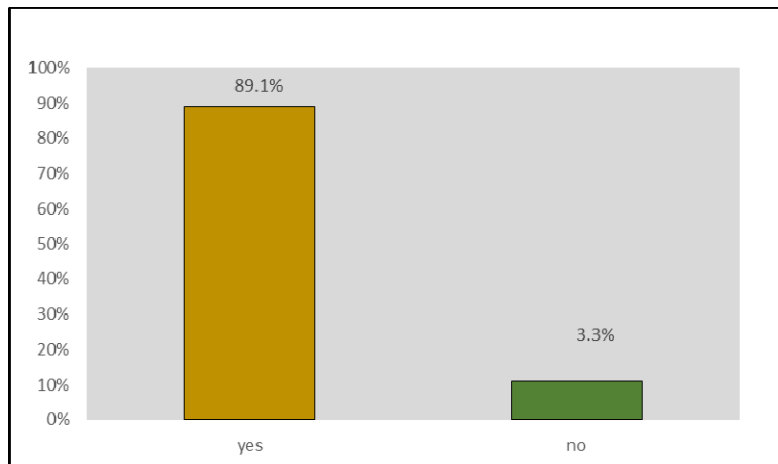


Comments: 70.7% were serviced within one week or less



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

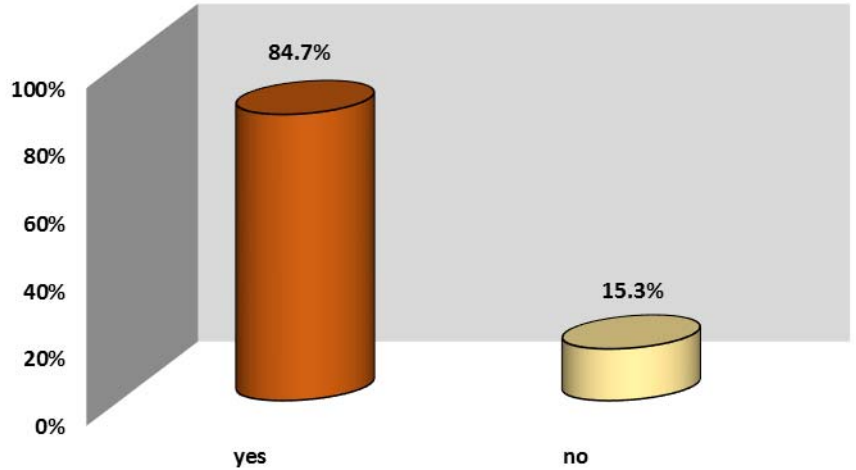
	Number	Percent
Yes	164	89.1%
No	20	10.9%
Total	184	



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

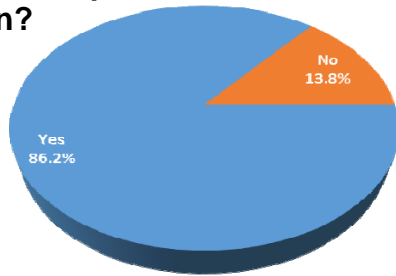
7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?

	Number	Percent
Yes	138	84.7%
No	25	15.3%
Total	163	



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?

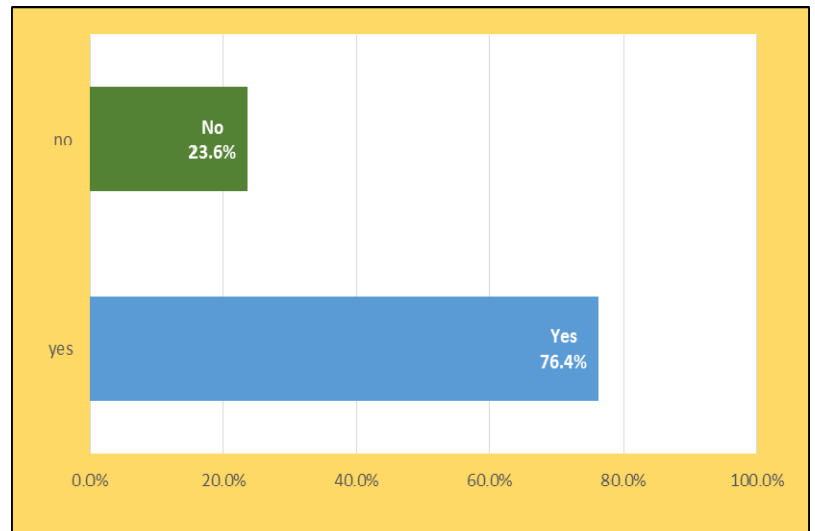


	Number	Percent
Yes	131	86.2%
No	21	13.8%
Total	152	

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?

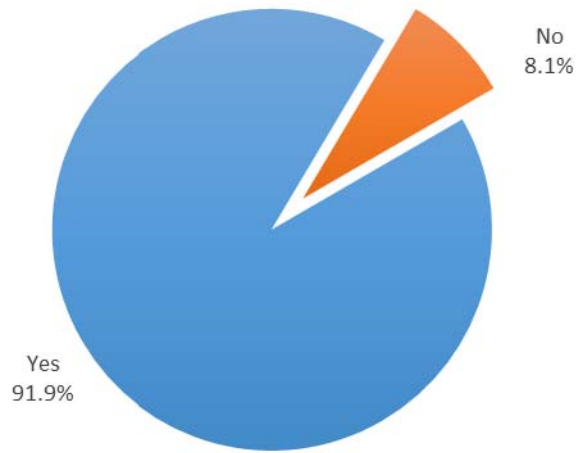
	Number	Percent
Yes	139	76.4%
No	43	23.6%
Total	182	



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

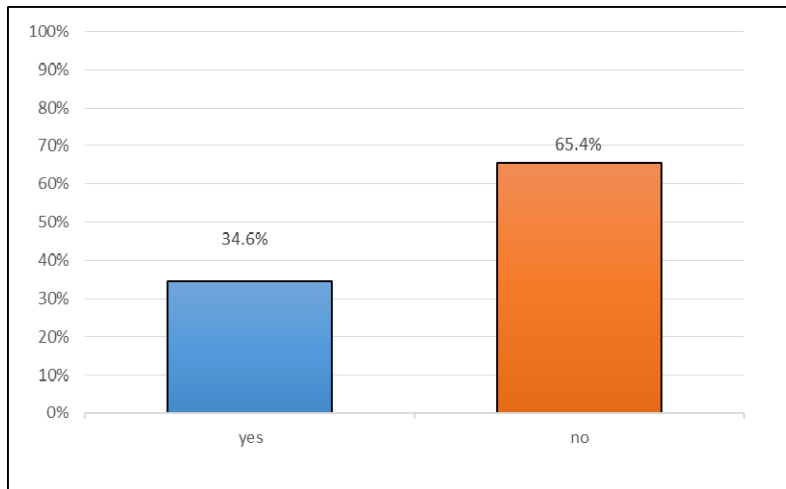
10). Did you find this information useful?

	Number	Percent
Yes	136	91.9%
No	12	8.1%
Total	148	



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

11). Did you request service more than once in 2015?



	Number	Percent
Yes	64	34.6%
No	121	65.4%
Total	185	

Comments: just over 1/3 of our service calls are repeat calls according to the residents polled.

12). If you requested additional service in 2015, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?

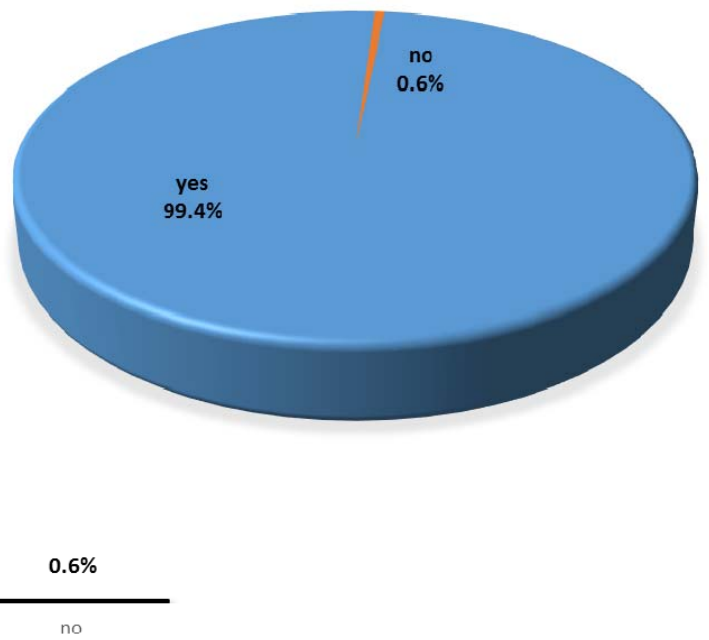
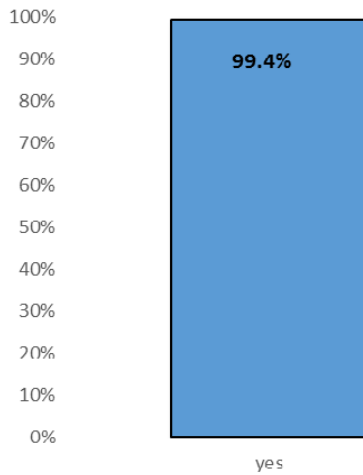
	Number	Percent
Retreatment	63	75%
Insufficient	21	25%
Total	84	



Comments: 3/4 of our repeat calls are for additional service, not because the first application didn't meet their needs.

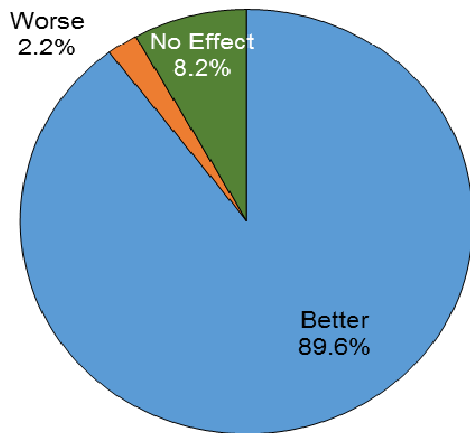
13). Would you/did you recommend our service to others in the future?

	Number	Percent
Yes	178	99.4%
No	1	0.6%
Total	179	

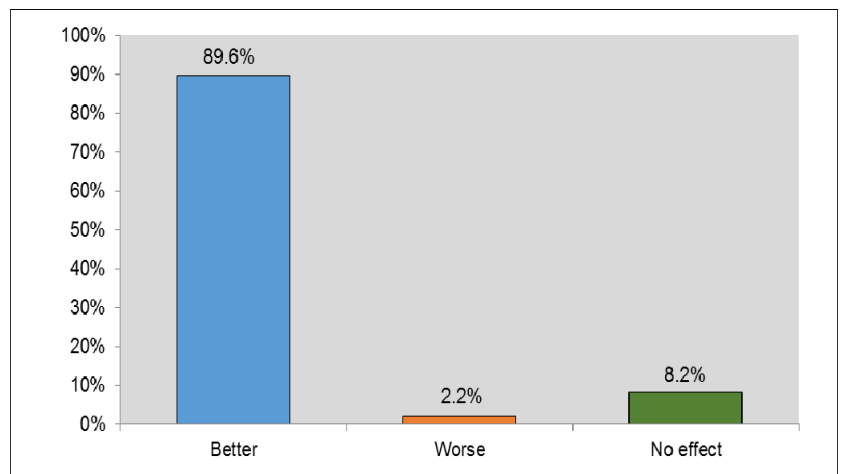


Comments: all residents polled but one would recommend our services to others.

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

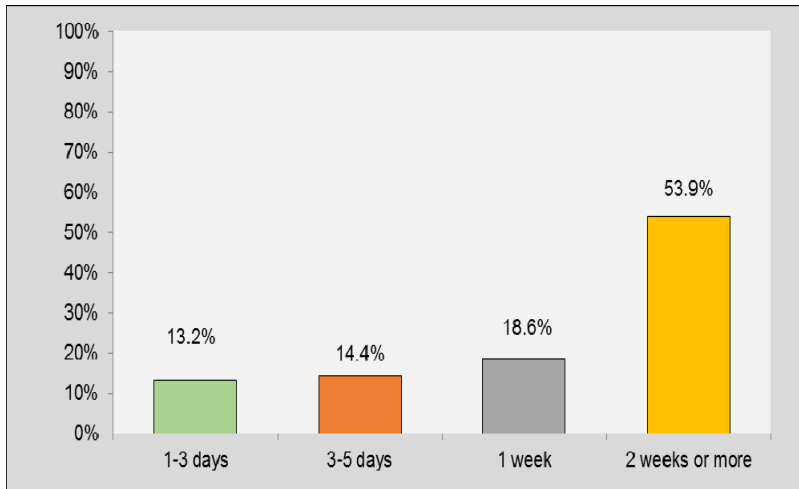


	Number	Percent
Better	163	89.6%
Worse	4	2.2%
No Effect	15	8.2%
Total	182	



Comments: 90% of all residents received relief from mosquitoes from our program.

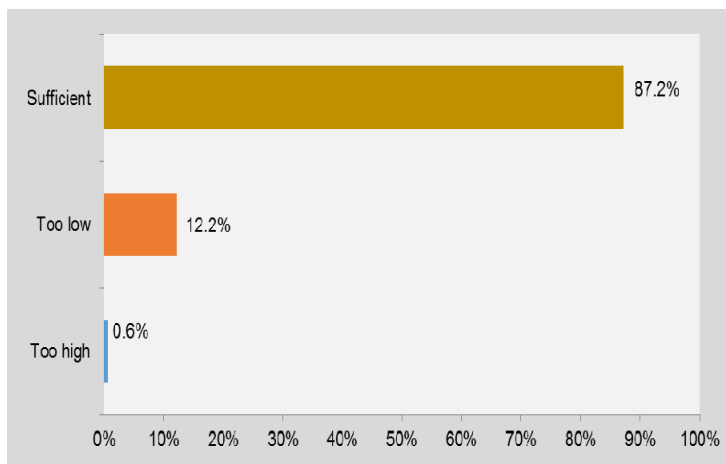
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-3 days	22	13.2%
3-5 days	24	14.4%
1 week	31	18.6%
2 weeks+	90	53.9%
Total	167	

Comments: over 2/3 of residents reported relief of 1 week or more, over 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?

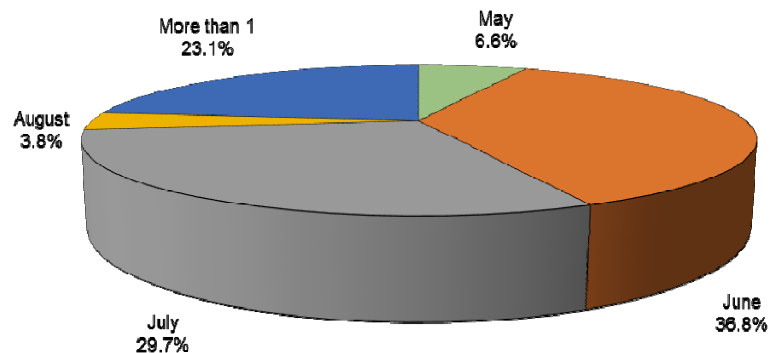


	Number	Percent
Sufficient	157	87.2%
Too Low	22	12.2%
Too High	1	0.6%
Total	180	

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

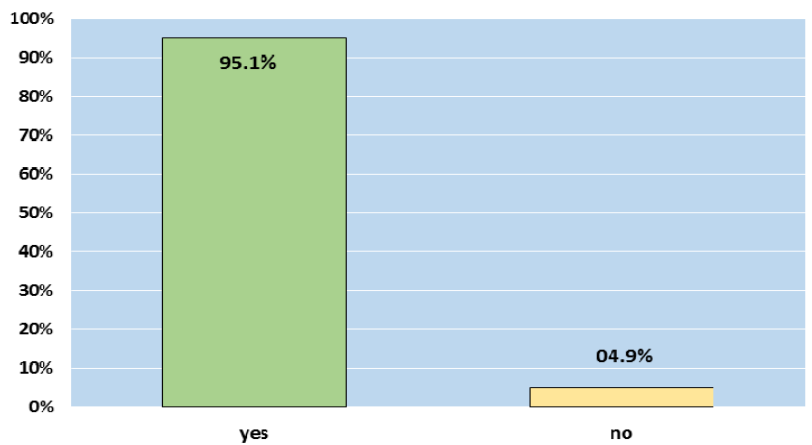
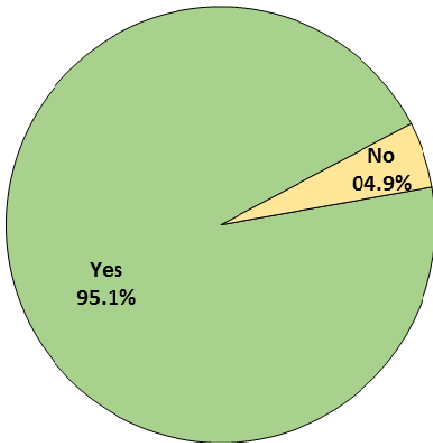
17). In which month or months do you recall receiving service?

	Number	Percent
May	12	6.6%
June	67	36.8%
July	54	29.7%
August	7	3.8%
More than 1	42	23.1%
Total	182	



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

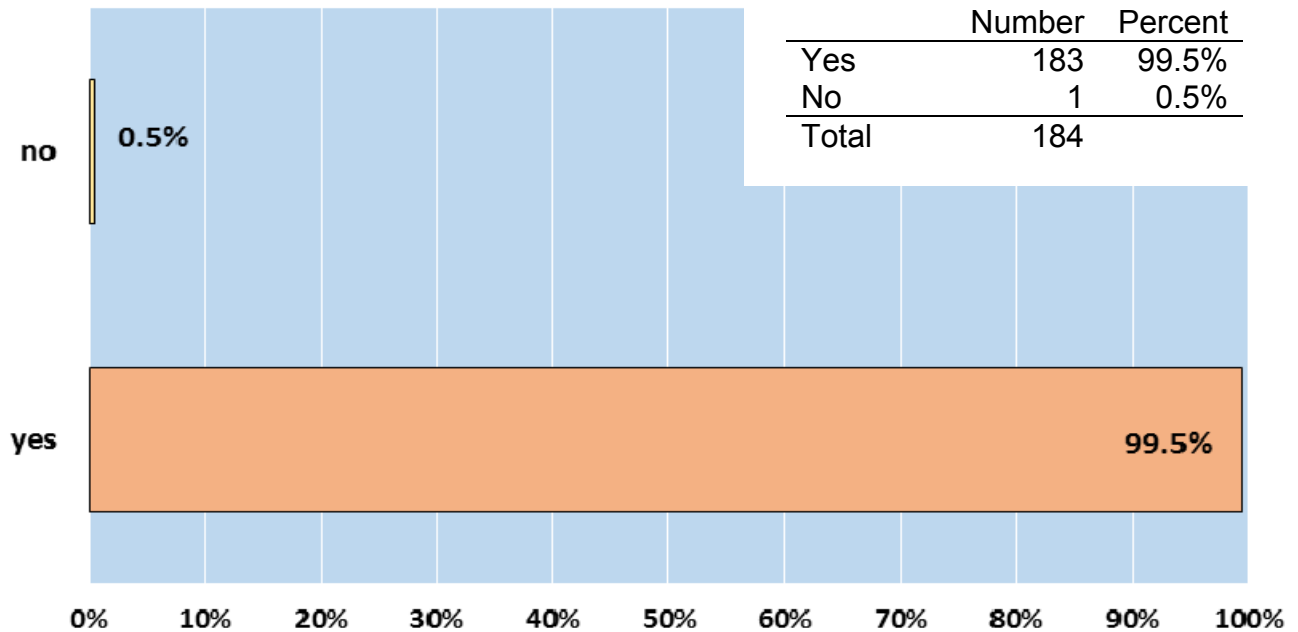
	Number	Percent
Yes	173	95.1%
No	9	4.9%
Total	182	



Comments: over 9 out of 10 residents were happy with the services provided by CMMCP in 2015.

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

	Number	Percent
Yes	183	99.5%
No	1	0.5%
Total	184	

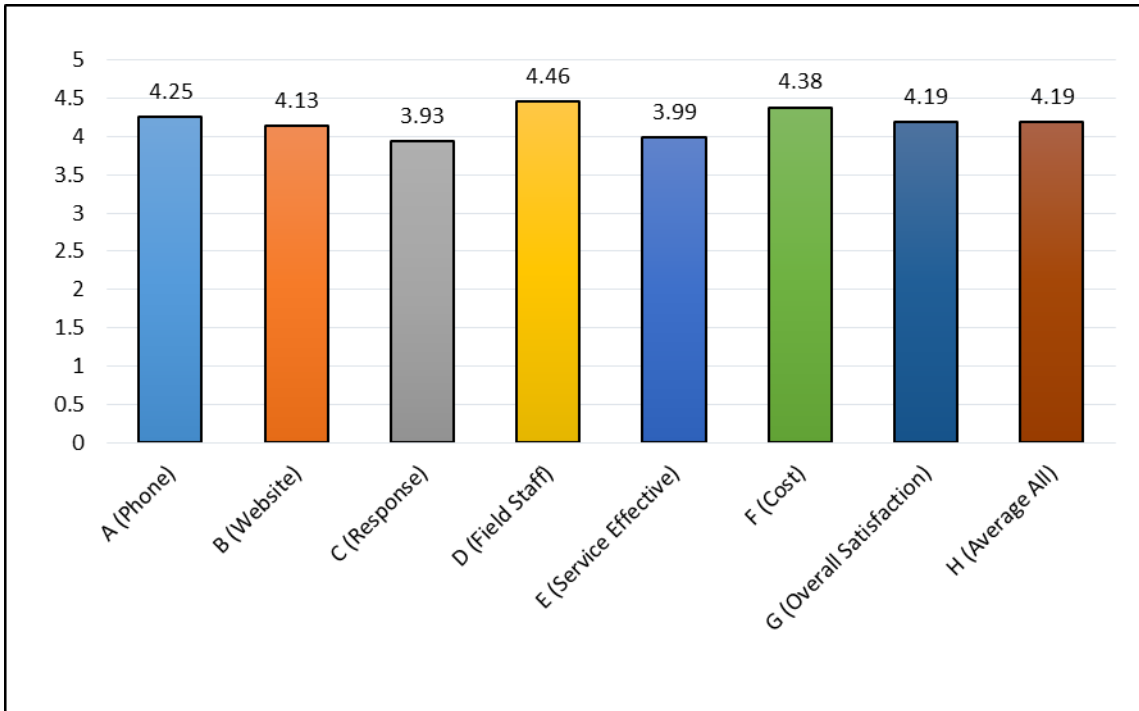


Comments: all residents except one that used our service will do so again in the future.

Please rate our performance for 2015 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: 255 points from 300 (60 respondents) – **4.25 average** from 5
- B. The information on our website is easily available and helpful: 663 points from 805 (161 respondents) – **4.13 average** from 5
- C. The response time for service is reasonable: 707 points out of 900 (180 respondents) – **3.93 average** from 5
- D. Our field staff that responded is knowledgeable and competent: 664 points out of 745 (148 respondents) – **4.46 average** from 5
- E. The service provided was effective: 714 points out of 895 (179 respondents) – **3.99 average** from 5
- F. This service is reasonable compared to the cost: 627 points out of 715 (143 respondents) – **4.38 average** from 5
- G. Please rate your overall satisfaction with the service received in 2015: 763 points out of 910 (182 respondents) – **4.19 average** from 5

Total satisfaction rating: 4,393 points out of 5,270 possible – 4.19 average
1,053 total responses to questions



CONCLUSION

Overall satisfaction was 95.1%, and 99.5% 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 2015.