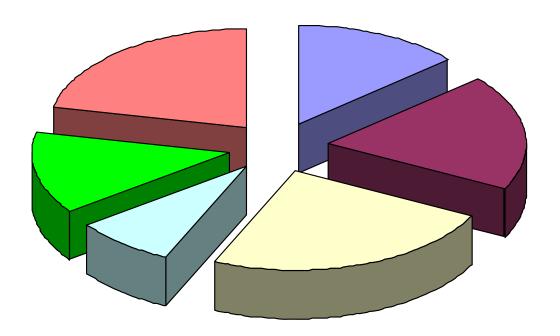
CENTRAL MASS MOSQUITO CONTROL PROJECT

www.cmmcp.org



RESIDENT SURVEY

2009

INTRODUCTION

Residents of our service area request service 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 accepts request for service 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 requested service in 2009 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005, 2007 and 2008. 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. We also compared 2009 with the 3 year average to determine if satisfaction levels were comparable.

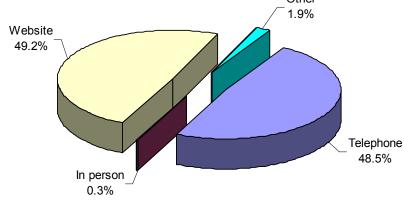
SURVEY METHODOLOGY

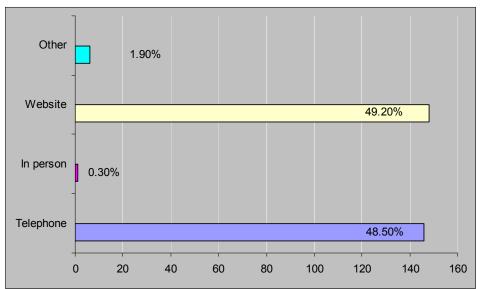
In 2009 we received 13,614 requests for service, ranging from adulticiding to larval control, a 28% increase in service requests from 2008. 8,012 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2009. 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 decided that 1.500 postcards would be a representative sample of the service calls received this year (this is an increase of 500 over the past 3 surveys). The survey was designed to be as easy as possible for residents to access and complete. An online survey was created, and the postcards would include unique identifiers that the residents would use. The postcards contained a blind weblink to the survey so that unauthorized 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 the three previous resident surveys.

From 1,500 postcards mailed, 306 responses were received (21%). 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	146	48.5%
Website	148	49.2%
In person	1	0.3%
Other	6	1.9%
Total	301	_



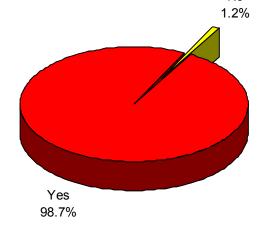


Comments: the website now equals the phone system as the most popular method of reaching our staff.

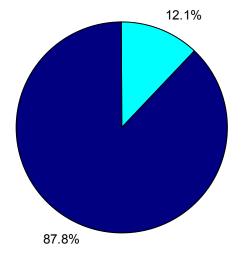
2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction? $$\rm N_{\rm O}$$

	Number	Percent
Yes	156	98.7%
No	2	1.2%
Total	158	

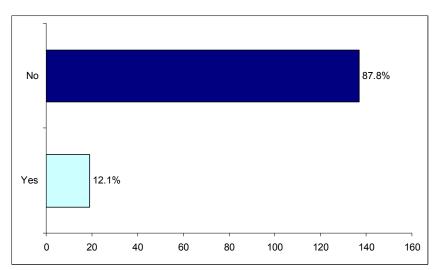
Comments: communication from the operators of the telephone system is clear and effective.



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



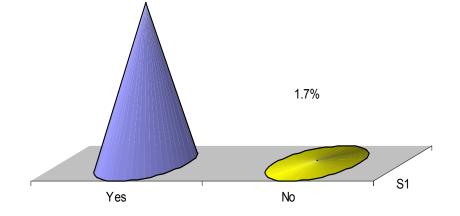
	Number	Percent
Yes	19	12.1%
No	137	87.8%
Total	156	



Comments: nearly 88% of residents polled did not experience any problems reaching our staff through the current system despite a 28% increase in requests.

4). If through the website or e-mail, did you find the information you needed in a satisfactory manner? $$_{98.2\%}$$

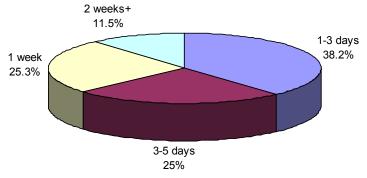
	Number	Percent
Yes	169	98.2%
No	3	1.7%
Total	172	



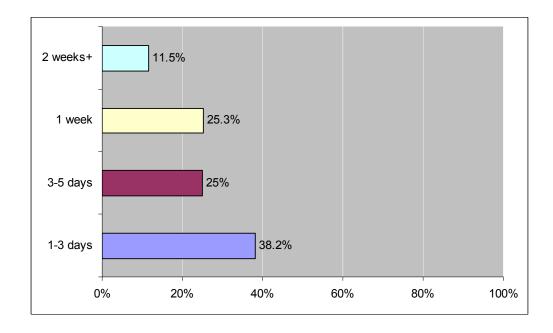
Comments: nearly all respondents found the information they required on the website without difficulty.

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

	Number	Percent	
1-3 days	116	38.2%	
3-5 days	76	25%	
1 week	77	25.3%	
2 weeks+	35	11.5%	
Total	304		



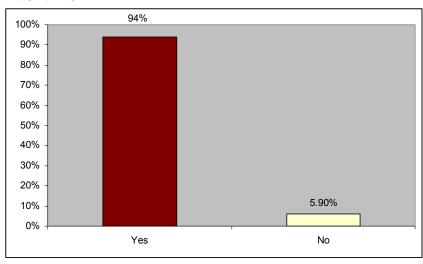
Comments: 88.5% were serviced within one week or less.



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

	Number	Percent
Yes	283	94%
No	18	5.9%
Total	301	

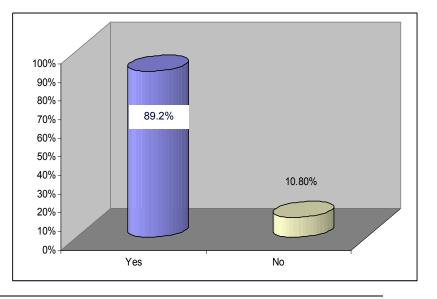
Comments: a majority thought that the response time was reasonable.



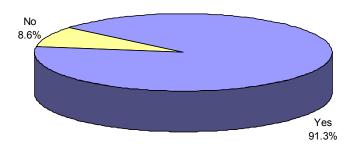
7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?

	Number	Percent
Yes	255	89.2%
No	31	10.8%
Total	286	

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	252	91.3%
No	24	8.6%
Total	276	

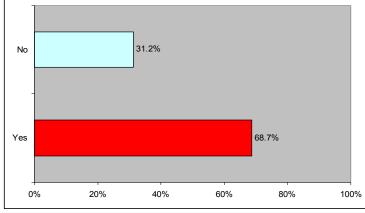
Comments: most residents polled thought our Technicians answered their questions to their satisfaction.

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

representative?

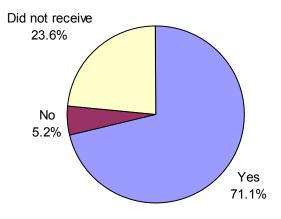
	Number	Percent
Yes	205	68.7%
No	93	31.2%
Total	298	

Comments: not enough residents received our written information but this number is improving.



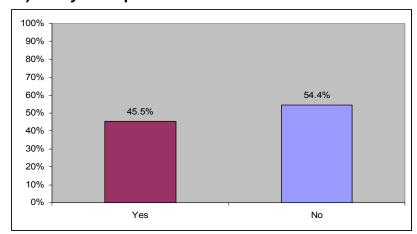
10). Did you find this information useful?

	Number	Percent
Yes	189	71.10%
No	14	5.20%
Did not receive	63	23.60%
Total	266	



Comments: our written PR material is useful to residents when they receive it.

11). Did you request service more than once in 2009?



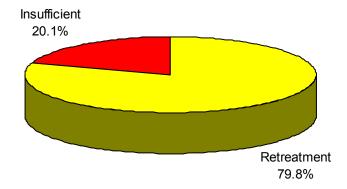
	Number	Percent
Yes	138	45.5%
No	165	54.4%
Total	303	

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

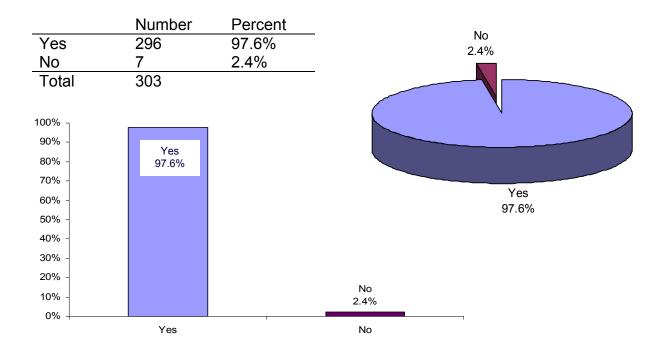
12). If you requested additional service in 2009, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?

	Number	Percent
Retreatment	119	79.8%
Insufficient	30	20.1%
Total	149	

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

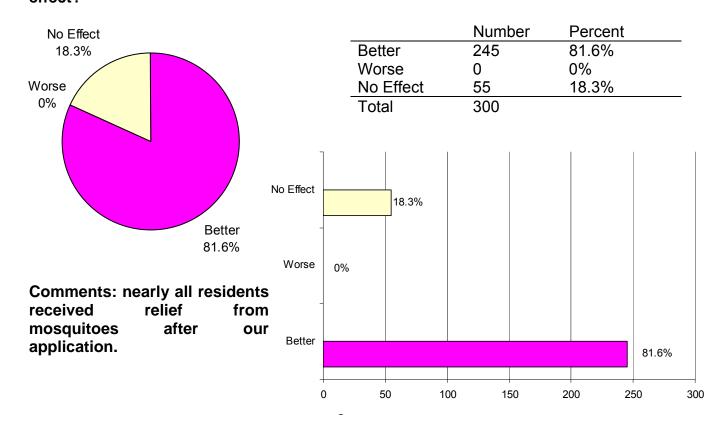


13). Would you/did you recommend our service to others in the future?

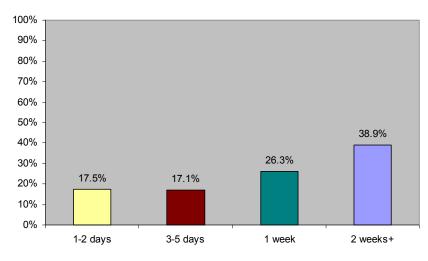


Comments: nearly all residents polled would recommend our services to others.

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



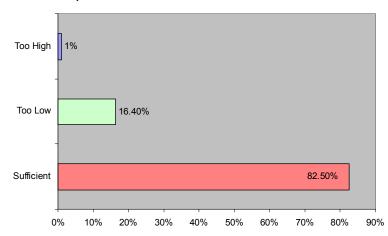
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-2 days	42	17.5%
3-5 days	41	17.1%
1 week	63	26.3%
2 weeks+	93	38.9%
Total	239	

Comments: 2/3 of residents polled reported relief of 1 week or more, 39% report more 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?

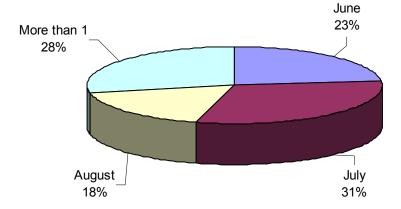


	Number	Percent
Sufficient	241	82.5%
Too Low	48	16.4%
Too High	3	1%
Total	292	

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

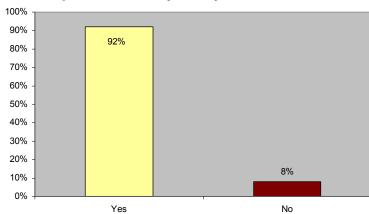
17). In which month or months do you recall receiving service?

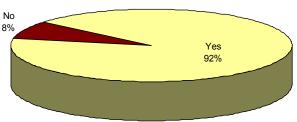
	Number	Percent
June	69	23.2%
July	92	30.9%
August	52	17.5%
More than 1	84	28.2%
Total	297	



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

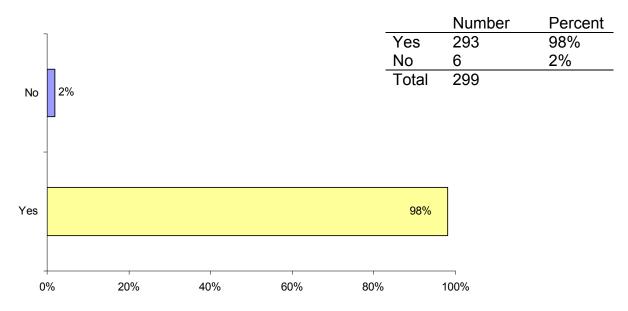
	Number	Percent
Yes	276	92%
No	24	8%
Total	300	





Comments: over 9 out of 10 residents were happy with the services provided by CMMCP in 2009.

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

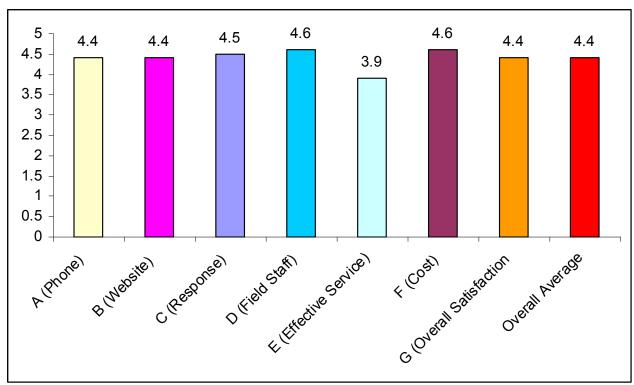


Comments: nearly all residents that used our service will do so again in the future.

Please rate our performance for 2009 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: 935 points from 1,050 (210 respondents) 4.44 average from 5
- **B.** The information on our website is easily available and helpful: 1,137 points from 1,285 (257 respondents) **4.4 average** from 5
- **C.** The response time for service is reasonable: 1,339 points out of 1,485 (297 respondents) **4.5** average from 5
- **D.** Our field staff that responded is knowledgeable and competent: 1,258 points out of 1,370 (274 respondents) **4.6 average** from 5
- E. The service provided was effective: 1,175 points out of 1,475 (295 respondents) 3.98 average from 5
- **F.** This service is reasonable compared to the cost: 1,342 points out of 1,470 (294 respondents) **4.6** average from 5
- **G. Please rate your overall satisfaction with the service received in 2009:** 1,301 points out of 1,475 (295 respondents) **4.4 average** from 5

Total satisfaction rating: 8,487 points out of 9,610 possible – 4.41 average



CONCLUSION

Overall satisfaction was 92%, and 98% would use our services again in the future. Answers to question #9 shows a marked increase over past years in regards to residents receiving public relations materials. This survey also documents the increase in website usage to register requests.

Overall this survey shows high satisfaction amongst the respondents, but some ratings were lower slightly than in past surveys. This was due in part to a higher volume of service requests, cooler than average nighttime temperatures in the early part of the spray season, and most notably significant rain events throughout most of the summer that negatively impacted spray operations and contributed to a constant hatch of new mosquito broods.



Reprints of this document are available by calling our office at (508) 393-3055 or sending an e-mail to 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 2009.