

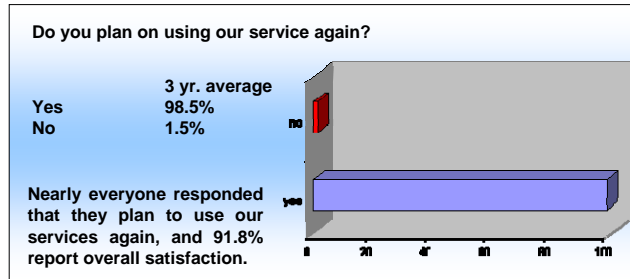
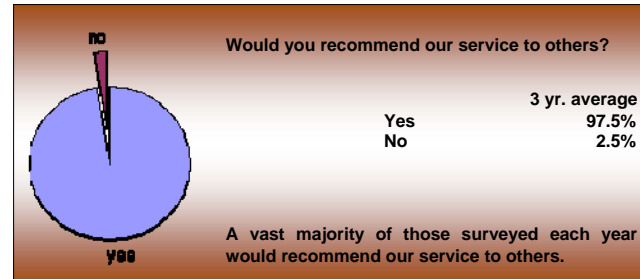
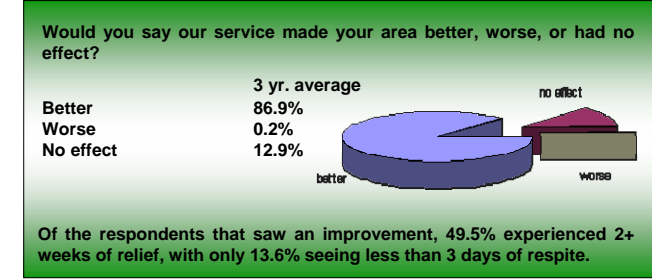
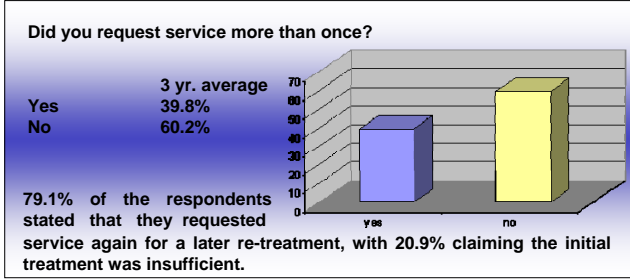
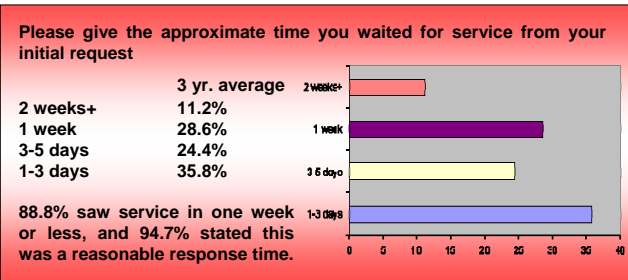
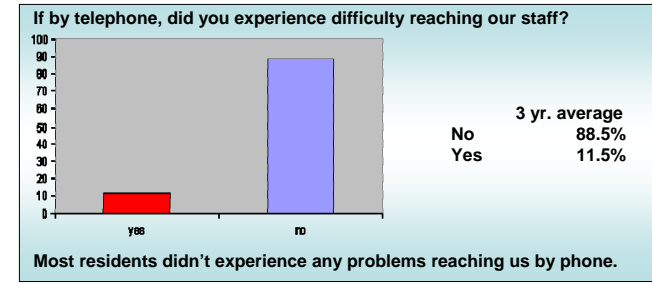
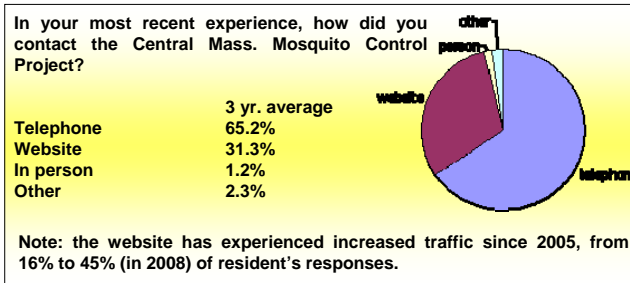
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METHODOLOGY:

For each survey, we filter the adulticide requests from the other type of requests we receive. Multiple requests from the same residents are removed, and then the requests are sorted by town. This data is graphed to show which towns had the most calls. From this graph we assign a percentage for each town. This percentage will determine the number of postcards sent to each town from the overall total of 1,000. Each year we send postcards to residents selected at random from this database. The survey was designed to be as easy as possible for residents to access and complete. An online survey of 20 questions was created, and the postcards 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. The average response over these three years is 22.76% (683 responses from 3,000).

Some types of questions developed are: how and when they contacted us, was it easy to do so and were we helpful, did our services work, were you satisfied with our service, and would you use it again. Some questions also had a field where residents could add specific comments. A numeric scale was also used to determine overall satisfaction. Results from some survey questions are included below. For detailed reports, please access this link: <http://www.cmmcp.org/research.htm>



On a scale of 1 to 5, 5 being the highest, here is the 3 year average ratings for the following questions:

★ The information on the phone was helpful:	4.3
★ The information on the website was helpful:	4.3
★ The response time was reasonable:	4.4
★ Our field staff is knowledgeable:	4.5
★ Our service is effective:	4.0
★ The cost of our service is reasonable:	4.5
★ Your overall satisfaction:	4.4



CONCLUSION: We find this information to be a valuable tool in our pursuit of cost effectiveness, program efficiency and resident satisfaction. Set up of the survey and postcards does take some time initially, but subsequent surveys are easier to execute. There are online surveys that are low cost or even free such as Survey Monkey (www.SurveyMonkey.com), and I contacted a company and requested a quote, and received a price tag of over \$8,000 – so you can see there is a wide range of options. No matter how you do it you will find some surprises, some affirmation, and some areas to improve upon.