

# MEMBER SERVICES SURVEY REPORT



Connecticut Conference  
of Municipalities

collaborating for the common good

# Summary

How effective is CCM? On a scale of 1 - 10, over 85% of respondents gave CCM a score of 8 or higher, giving the average response a value of 8.3. The results of this survey were nearly universal in their positive response towards our organization and services.

Further questions about services that we might provide showed an interest in some of the common services that we are asked about, while respondents provided us with further options to look into.

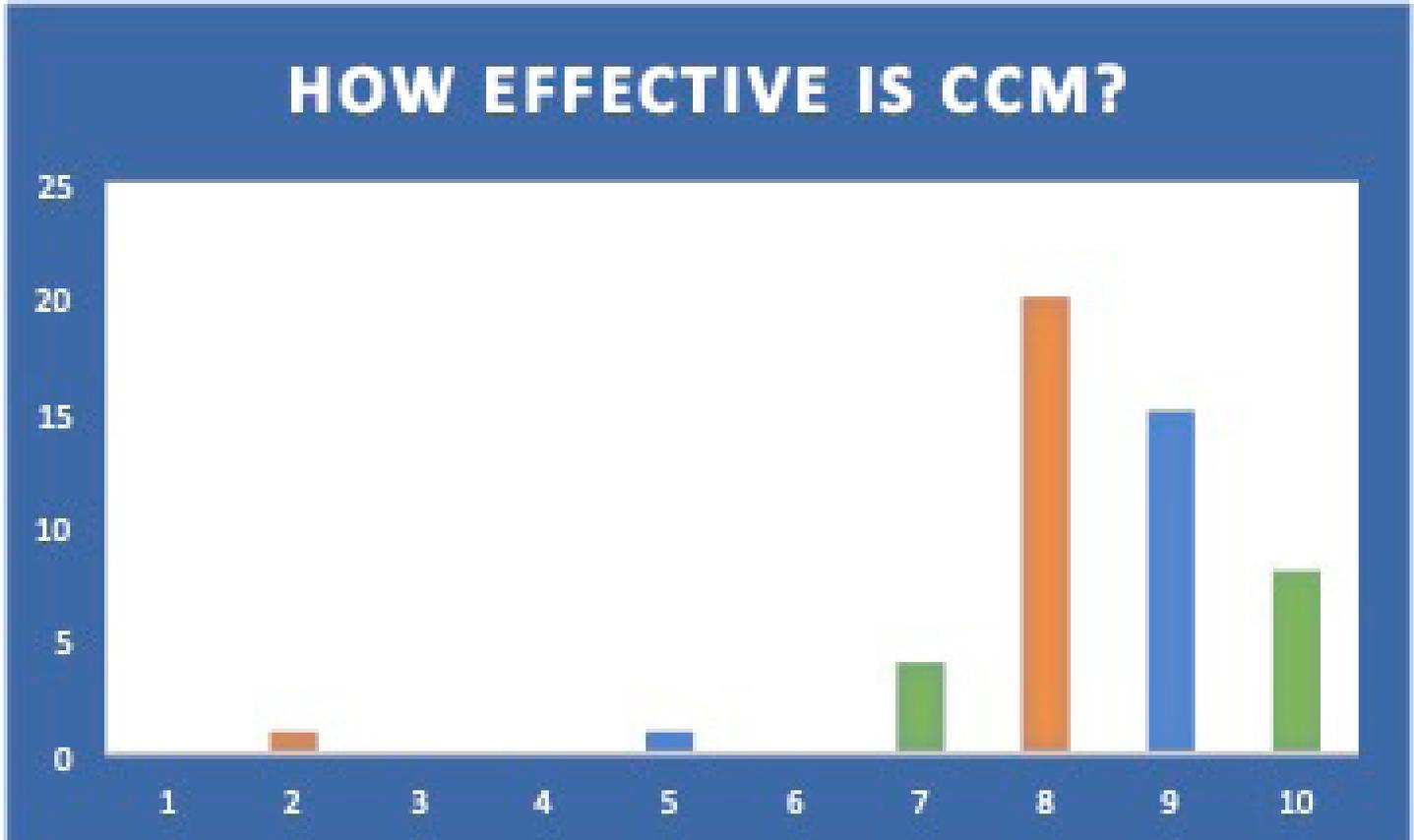
Overall, the important takeaway is that our core services remain as integral to our mission as ever. The following report will review the important findings from this survey.

## Question One

*On a scale of one through ten - with one being ineffective and ten being very effective - please indicate how effective CCM overall is in helping you meet your town's needs:*

As stated in the summary, our effectiveness as rated by our members is still very high. The below graph shows the distribution of responses, of which nearly all but one response is above a five.

While the lone dissenting negative response might be worrisome, looking at the full data, that same individual rated all services on a much lower scale than the rest. In fact, eliminating this one individual raises the scores of nearly every service. We can't ignore those who have lower opinions, we cannot also ignore the overwhelming universal support for CCM.

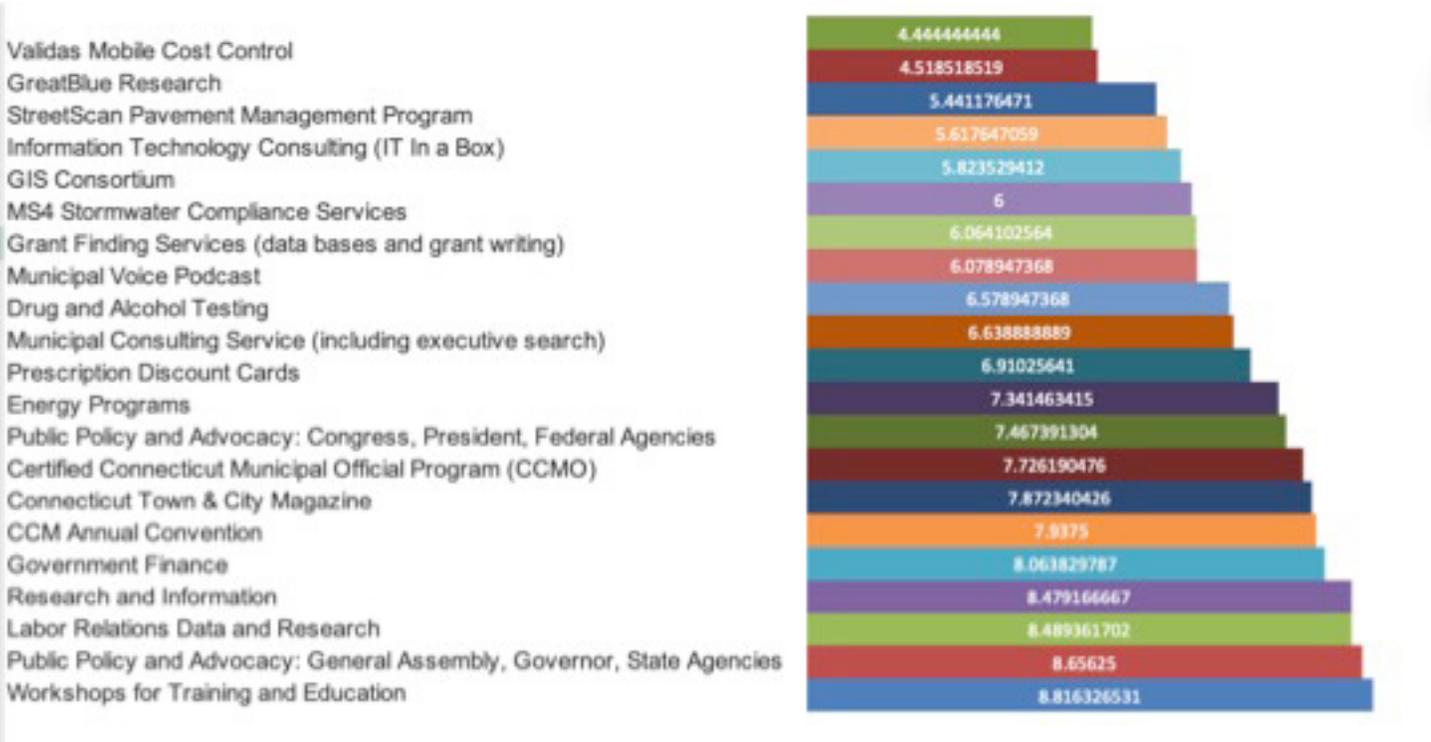


## Question Two

*Again, using the same scale of one through ten - indicate how helpful each present CCM service is in meeting your town's need in that area of your government's work:*

Getting into the services we offer, there is an interesting divide between what might be called our core services and the added benefit services.

The below chart shows the popularity of each service.



The results bear many similarities to the survey that was completed in 2019, both of which saw Workshops take the top spot. The good news is that workshops have grown in support from 8.13 to 8.81.

This growth is also seen in Public Policy & Advocacy, which went from 7.29 to 8.65; Labor Relations Data & Research, which went from 7.15 to 8.48; and Research and Information, which saw a growth from 7.78 to 8.47. Government Finance, CCM Annual Convention, Connecticut Town & City Magazine, the Certified Connecticut Municipal Official (CCMO) program and our Federal Advocacy round out the top half of our services.

Most services trended above a five. One respondent noted that they chose not to respond to any services they personally used - adding that they would tell other department heads to look into them. This is useful because it helps us understand the divide in responses. MS4 Stormwater Compliance Services is a good example where 80% of the responses were a five or above, but the few lower answers dragged the average down.

It's important to look at both Validas Mobile Cost Control and GreatBlue Research, which are two of our newest programs, both of which are at the bottom of the list.

Currently, their scores are below a five, which suggests that our respondents did not find them useful. But an alternate explanation could be that they just need more time to become familiar with them, and this can guide some of our marketing in the coming year.

## Question Three

*Using a scale of one through ten (with one being of little help and ten being very helpful) – please indicate how helpful these possible CCM service areas could be to your local government:*

In the 2019 Services Survey, we asked respondents which services they'd like to see in the future. Among them were Information Technology Services, Grant Writing Service, Revaluation Services, Health Benefits Administration, Pension Management & Consulting, and Group Purchasing. Some of those services, we in fact did implement – IT in a Box is a good example.

For this year's survey, we asked about Investment Pool, Legal Services, Health Benefits Administration, Equipment Financing, Revaluation Services, and Group Purchasing. Of those, Group Purchasing was the highest requested new service, with nearly 30% of respondents giving it a 10. It was also the highest requested service two years ago, suggesting that we need to look into this area.

As was said in the 2019 survey, we can use programs like IT in a Box as a yardstick in offering services. Information Technology Services scored a 6.34 in 2019, but IT in a Box scored a 5.61. If we were to use this as a metric, then Group Purchasing might be as popular as the Prescription Drug Card Program.

Interestingly, across the board, there were very few people who said that these services would not be helpful at all. Only around 10% of respondents for each service gave an answer lower than a five, meaning that most respondents think it would be helpful.



## Question 4

*Please indicate up to three new service areas that CCM should consider providing a dedicated service that would be most helpful to your local government:*

This question is the hardest one to quantify. Most responses were unique with very few duplicates, and where there were duplicates, they were restating the services from question three – Equipment Financing, Group Purchasing, and Legal Services. Others asked for training/workshops.

There were also requests for Human Resources, Annual Report Preparation, Waste Removal (MSW and recycling), as well as Diversity, Equity, and Inclusion.

A full list of responses will be included at the end of this report.

## Question 5

### *How should CCM pay for new service programs?*

In relation to the last two questions, we asked our respondents how we should pay for these new services should they be offered. Because this is a straightforward question with only two options, it would seem that the outcome would be obvious, but this was a much closer answer than expected. Only six more people answered that we should pay for new programs separately, or 57 percent.

This suggests that while the preference might be that we pay for services with only subscribing municipalities paying for the service, there is some appetite for new services to be included as part of dues. Of course, this can be entirely dependent on what service that was, how much the dues increased, and how useful and universal the program was.

