

**Chairperson and Committee Members**  
CORPORATE BUSINESS COMMITTEE

14 AUGUST 2014

Meeting Status: **Public**

Purpose of Report: For Information

## **RESIDENT OPINION SURVEY 2014 - OVERVIEW ANALYSIS**

### **PURPOSE OF REPORT**

- 1 This report provides the Council with an overview of results of the June 2014 Resident Opinion Survey. The full report of results on the survey are attached (see Appendix 5), as is the Additional Information Report (see Appendix 6), which includes verbatim comments from respondents.

### **SIGNIFICANCE OF DECISION**

- 2 This report does not trigger the Council's Significance Policy.

### **BACKGROUND**

- 3 Annual Resident Opinion Surveys were started in 2010 with the first three surveys done by UMR. Key Research were contracted in 2013 to undertake the subsequent three-year survey programme. This year's survey was undertaken in May 2014 (see Appendix 1 for this year's survey questions). The methodology of the survey remained the same as earlier surveys for comparison purposes. A total sample size of 400 residents aged over 18 years, were surveyed by telephone across the four wards of Ōtaki, Waikanae, Paraparaumu and Paekākāriki-Raumati.
- 4 The survey enables a representative sample of residents to provide feedback across a selected range of Council services. The focus is on levels of satisfaction with services and how they are delivered, as well as the relative importance of the services provided. In this way, the Council can make informed decisions on how to prioritise the allocation of its resources to meet residents' needs, while taking into account the priority residents themselves attach to the services in question. Please note that the survey covers a range, but not all, of council's activity areas as some are assessed in other ways.
- 5 The analysis of survey results was conducted in June 2014 and the report finalised by Key Research at the end of that month (Appendix 6). The survey report compares this year's results with previous surveys where applicable.
- 6 The direct contribution of the survey is to measure current performance, and allow a review of priorities within current budgets where necessary. The survey report also compares this year's results with previous surveys, where applicable, to allow measurement of perceived improvements, or reductions, in performance over time. Priorities are developed by considering importance of service with reported satisfaction levels.

## CONSIDERATIONS

### Outline of Considerations

- 7 There are a number of elements to the following discussion of the survey results to consider. This part of the report will present these as follows;
- i). Research Objectives
  - ii). Summary of Performance
  - iii). Council's Work Programme
  - iv). Other Considerations

### Research Objectives

- 8 The research has two objectives. The primary objective is to:
- Measure resident satisfaction with key activities that the Council is responsible for, so that residents' change of perception against existing baseline results can be measured.

The secondary objective is to:

- Provide insights into how the Council can best invest its resources to improve service levels and resident satisfaction in the future, particularly for core activities.

- 9 The Resident Opinion Survey provides a representation of public opinion on Council services. The results are formed both from actual experience of services and wider communications, including word of mouth. Satisfaction with particular aspects of Council service is also influenced by changing expectations of service delivery in addition to the effectiveness and efficiency of actual service delivery.<sup>1</sup>

### Summary of Performance

#### Overall Satisfaction

- 10 There are three Council-wide questions asked every year. The results for this year compared to the June 2013 survey are:

Overall satisfaction questions	2013	2014
<i>The suitability of services provided by the Council</i> <sup>2</sup>	85%	85%
<i>Overall satisfaction with the Council's performance</i> <sup>3</sup>	72%	63%
<i>Overall responsiveness of the Council to any service issue you have raised with them in the past 12 months</i> <sup>4</sup>	65%	48%

<sup>1</sup> There are limitations with phone surveys, not least the difficulty of getting a fully representative sample, especially by age category. In this survey 49% of respondents were over 60 years of age

<sup>2</sup> See Appendix 6, p11

<sup>3</sup> See Appendix 6, p12 – percentage results exclude 'Don't know' and 'Neither satisfied nor dissatisfied' responses.

<sup>4</sup> See Appendix 6, p52 – percentage results exclude 'Don't know' and 'Neither satisfied nor dissatisfied' responses.'

- 11 When looking into the detail of the survey it appears that the fall in Overall Satisfaction with Council's performance has been strongly contributed to by two key factors:
- the Ōtaki tree prosecution and the subsequent concern around trimming and removal of native trees in general.
  - the addition of bore water (in high percentages) to the Council water supply for three weeks immediately prior to the survey and the introduction of water meters.
- 12 The reported fall in satisfaction with responsiveness to service issues is more difficult to understand but may have been influenced by the level of dissatisfaction with the Council at the time the survey was carried out. Service responsiveness is being addressed through the priority being given to Council's 'Open for Business' policy.

### Satisfaction with Services and Activities

- 13 In the body of the survey proper there were a total of 31 service/activity specific questions asked (see Appendix 1). Only 29 of these were asked in terms of satisfaction with Council services/activities because two questions were structured as 'Yes/No' questions to meet particular requirements.
- 14 Of these 29 'satisfaction' questions, 14 showed satisfaction levels of 80% or above (see Appendix 2). The remaining 15 questions were below 80%, with 7 questions reporting satisfaction below 70%.
- 15 Comparing this year's survey results with previous surveys (in 2010, 2011 and 2013) the outcomes were:
- i). Four questions showed an improvement in satisfaction compared to the previous survey result for each. Only two of these were significant improvements at the 95% confidence level (i.e. above the 4.9% margin of error<sup>5</sup>).
  - ii). 13 questions showed a reduction in satisfaction (seven were significant at the 95% confidence level).
  - iii). 12 questions were new in 2014 so there was no comparative data.
- 16 In discussion of these results with Key Research they noted that if there is a general climate of dissatisfaction, frustration or annoyance with a local authority this can spill over to influence satisfaction ratings generally. Consequently, in such an environment, a deterioration in satisfaction for some services may not be solely the result of a deterioration in performance with regard to those services.

### Don't know' and 'neither' responses

- 17 Replies to 13 questions showed over one fifth (20%) of survey participants responding 'don't know' and were not prepared to evaluate the service. Similarly, seven questions had 25% or more of participants responding 'neither satisfied nor dissatisfied'.
- 18 These results do point to some challenges with the survey where there is possibly a lack of awareness, knowledge or experience of the service in question. For example, *Council's support for business* recorded a 65% 'Don't know' response. This service is provided to the business sector only and it is unsurprising that for many respondents neither they, nor

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<sup>5</sup> The margin of error for this survey is +/- 4.9% at the 95% confidence level.

anyone in their network, has had experience of that service. Only 17% of survey respondents were business owners.

- 19 The recorded verbatim comments (see Appendix 6) show that a number of respondents to some questions either did not understand the question<sup>6</sup> or did not understand Council's responsibility in the particular service/activity area in question. Consequently, the Council has been linked to dissatisfaction in some areas of service delivery not provided by them.
- 20 This is evident in the comments from respondents who disagreed that *The transport network contributes positively to your ability to be part of your community*. The dominant reasons given for disagreement were related to complaints about the bus service generally, the train service from Ōtaki and dissatisfaction with the new Expressway being built.

## Importance

- 21 The survey indicates that all Council services are important, and very few participants indicated a service was not important at all (see Appendix 5, p39). While satisfaction mean ratings (for both services and activities) ranged between 2.71 and 4.31 (on a scale of 1 to 5), importance mean ratings ranged from 3.49 to 4.76.
- 22 There have been significant trend increases in recent years in the importance of two activities. The importance mean rating for *The public's physical safety is safeguarded by the stormwater system during flooding events* has increased from just over 4.2 in the August 2010 survey through to just over 4.6 this year. The importance mean rating for *Council's road safety programme is improving the safety environment for your own and your children's travel* has increased from just over 3.9 to 4.4 over the same period.
- 23 The increase in the perceived importance of these two services may well be a major contributory factor to the reported reductions in satisfaction with regard to each of them. While not certain, there may be a causal relationship between heightened community awareness, increased importance and increased expectations of Council performance.

## Council's focus areas

- 22 The importance measures really are combined with the satisfaction measures to contribute to both the 'Summary of Performance' quadrant chart (Chart 1) and to the calculation of the 'Service Performance Index' (Appendix 3). These are summary tools that are particularly useful in meeting the second objective of the survey of providing insights into how the Council can best invest its resources in future.
- 23 In Chart 1 the satisfaction mean rating<sup>7</sup> is plotted against the importance mean rating<sup>5</sup> to help to identify the issues that may require more focus from the Council.

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<sup>6</sup> The Council will be working with the research company ahead of next year's survey to provide more contextual information on the role of the Council in the provision of some services.

<sup>7</sup> Both the satisfaction and importance mean ratings are calculated in the same way, by taking the weighted sum of the responses for each question on a scale of 1 to 5 and then dividing that by the total number of responses (excluding 'Don't knows'). This makes it a more complete measure of responses than the simple "percentage satisfied" in Appendix 2 as it includes a weighting for those who respond 'neither satisfied nor dissatisfied'.

24 The four quadrants in Chart 1 are defined in the table below:

<p><b>Good</b> (high satisfaction and low importance) The Council should continue emphasis on the services belonging to this quadrant as residents are indicating that these services are important and they are satisfied with them.</p>	<p><b>Excellent</b> (high importance and high satisfaction) The Council should continue emphasis on the services belonging to this quadrant as residents are indicating that these services are important and they are satisfied with them.</p>
<p><b>Need Improving</b> (low satisfaction and low importance) These services may need somewhat less attention because even though the respondents have a lower satisfaction, they are also rated less important.</p>	<p><b>Priorities for Improvement</b> (high importance and low satisfaction) All services in this quadrant have satisfaction ratings below average and importance ratings above average. This quadrant represents the services that require the most attention</p>

25 The services and activities in the *Excellent* quadrant of the quadrant chart (i.e. those with above average levels of satisfaction and importance) are:

- *That sportsgrounds and associated toilet/changing facilities are available at suitable times;*
- *The standard of urban kerbside rubbish and recycling collection services;*
- *The standard of library services and book stocks;*
- *The public's physical safety is safeguarded by the stormwater system during flooding events;*
- *The transport network contributes positively to your ability to be part of your community;*
- *Car drivers can freely choose the way they travel;*
- *Pedestrians can freely choose the way they travel; and*
- *The transport corridor meets your needs.*

26 The services and activities in the *Priorities for Improvement* quadrant (high importance and low satisfaction) requiring the most attention, are:

- *The reliability of Council's water supply;*
- *The water delivered by the Council is of an acceptable quality;*
- *Council's road safety programme is improving the safety environment for your own or your children's travel;*
- *That Town Centres have high quality public spaces and facilities; and*
- *Council's support for youth.*

27 The following service was also plotted in the 'Priorities for Improvement' quadrant but is only marginally below the mean satisfaction rating across all services.

- *That public toilets are well maintained and functional.*

Chart 1: Summary of Performance



<ul style="list-style-type: none"> <li>1. The network of pathways for cycling, walking and bridle ways</li> <li>2. The range, variety and character of Council-owned CWB facilities</li> <li>3. The range of different active recreation opportunities available in the CWB facilities</li> <li>4. That public toilets are well maintained and functional</li> <li>5. That Town Centres have high-quality public spaces and facilities</li> <li>6. That sportsgrounds and associated toilet/changing facilities are available at suitable times</li> <li>7. The opening hours of swimming pools</li> <li>8. The facilities and services provided by the Coastlands Aquatic Centre</li> <li>9. The range, variety and character of Council owned parks and open spaces</li> </ul>	<ul style="list-style-type: none"> <li>10. The reliability of Council's water supply</li> <li>11. The standard of urban kerbside rubbish and recycling collection services</li> <li>12. Council's support for business</li> <li>13. The range of services Council provides to restore natural environments</li> <li>14. The standard of beach signage</li> <li>15. Council's level of support for groups involved in health and wellbeing</li> <li>16. Council's support for youth</li> <li>17. The availability of community halls</li> <li>18. Bylaw enforcement</li> <li>19. The comfort and convenience of libraries</li> <li>20. The standard of library services and book stocks</li> </ul>	<ul style="list-style-type: none"> <li>21. The public's physical safety is safeguarded by the stormwater system during flooding events</li> <li>22. The water delivered by the Council supply is of an acceptable quality</li> <li>23. Council's road safety programme is improving the safety environment for your own or your children's travel</li> <li>24. The transport network contributes positively to your ability to be part of your community</li> <li>25. Car drivers can freely choose the way they travel</li> <li>26. Cyclists can freely choose the way they travel</li> <li>27. Pedestrians can freely choose the way they travel</li> <li>28. The transport corridor is designed to meet the needs of mobility scooter users including seating</li> <li>29. The transport corridor meets your needs</li> </ul>
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## Council's Work Programme

- 28 This section focuses attention on those service and activity attributes that have shown up in this survey as either being in the 'Priorities for Improvement' quadrant of Chart 1 or have shown statistically significant reductions in satisfaction (i.e. outside the margin of error of the survey, see Appendix 2).
- 29 The following section summarises the reasons for dissatisfaction given in response to particular service/activity questions and outlines the work that the Council has underway or is planning to undertake to address these concerns.

### Quality and Reliability of Water Supply

- 30 Reasons given by respondents for disagreement that *The water delivered by the Council supply is of an acceptable quality* and with *The reliability of Council's water supply* are dominated by comments about the taste, not liking the bore water and, as regards the latter question, dissatisfaction with the introduction of water meters (see Appendix 6, pp58-66 and pp109-115 for the verbatim comments).
- 31 Residents dissatisfaction in this area is not new as it was also low when surveyed in 2010, though had increased substantially when surveyed again in 2013 following several years when bore water had not been needed to be added to the water supply (see Appendix 5, p28 and p43). In regard to this survey, it is worth noting that for three weeks in April 2014 (immediately preceding the survey in May) there was an extended period of low flows in the Waikanae River and high percentages of bore water being added to the water supply.
- 32 The Council has been actively seeking a resolution to this issue and in late 2013 affirmed its commitment to the River Recharge with Groundwater project. That project received a rare 35 year resource consent earlier this year and works are now well underway following the contract award to Downer NZ. The project is scheduled for completion in June 2015.
- 33 This project is expected to resolve the security of supply issue for at least the next 50 years and will remove the necessity of adding bore water to the water supply. The project has received two major awards in the 2013/14 year;
- The NZ Planning Institute 'Rodney Davies Project Award' recognising innovative and creative excellence in development and delivery of planning projects with construction outcomes; and
  - The Infrastructure project of the Year at the Local Government NZ (LGNZ) Excellence awards at the inaugural LGNZ conference in July 2014. The title is awarded to the Council whose infrastructure project has led to improved efficiencies for local businesses, residents and visitors, and has contributed to an economic or environmental benefit for their region.
- 34 In addition, the Council has an ongoing work programme around identifying and resolving water leaks, targeting high water users with conservation advice and education, providing general water conservation advice through the green plumber and green gardener services, and encouraging adoption of household water storage options with a rates rebate scheme that provides funding for rainwater storage tank installations.

## Town Centres

- 35 Reasons given for dissatisfaction that *Town Centres have high-quality public spaces and facilities* included a wide range of factors (see Appendix 6, pp42-45). Part of the explanation for the reduced satisfaction may be related to the increased attention this issue has received recently as part of the Town Centres and Connectors Project, where the Council has attempted to get people thinking about what they want from their Town Centres prior to the start of the recent public engagement phase. As discussed above, there may be a causal relationship between heightened community awareness, increased importance and increased expectations of Council performance.
- 36 The Town Centres and Connectors Project is a major focus of the Council's current work programme. This project includes not only development of concept plans for the Town Centre upgrades but also incorporates the revocation of SH1 to a local road and the proposed future look and feel of Kāpiti Road. The project began in earnest recently with the launch of the public engagement phase to provide input into the initial Concept Plans. The work arising from that design phase will then feed in to the 2015 Long Term Plan process before going out for community consultation.

## Road Safety Programme

- 37 Reasons given for dissatisfaction with Councils road safety programme covered the whole spectrum from 'Council doesn't do anything' to 'Council shouldn't do anything' with occasional comments along the lines of 'What Council does is ineffective' (see Appendix 6, pp115-121).
- 38 The mix of verbatim comments received suggests this could be a hard area to get a good result on as the comments are coming from opposing perspectives on what Council is or should be doing. Any attempt to satisfy one end of that spectrum is likely to increase dissatisfaction at the other end.
- 39 The Council continues to receive plaudits from Kāpiti Police and NZTA for its road safety programme of work. Although this budget has been reduced in recent years there is still a significant amount of work done each year to improve road safety, particularly around schools.

## Support for Youth

- 40 Reasons given for dissatisfaction with *Council's support for youth* also covered both sides of the spectrum, with verbatim comments fairly evenly split between those who felt Council wasn't doing enough through to those who felt the Council shouldn't be doing anything (see Appendix 6, pp81-83).
- 41 Again it is hard for Council to work in a way that can satisfy both of these groups. It would appear that the dominance of the survey by people over 60<sup>8</sup> may be a factor in the strength of the latter view above.
- 42 The Council work programme for youth support includes a wide range of activities, initiatives and support including: Youth2UDollars grants; Youth 'Shout Out' Awards; major events such as the annual Youth Fest; the ThinkBIG projects initiative; youth engagement

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<sup>8</sup> As noted in Footnote 1, 49% of respondents in this year's survey were over 60 years old.

(hui and surveys); the youth 'Pathways to Employment' project; and the Youth Centre Project. The Council also gives support to and consults with the Youth Council.

### Public Toilets

- 43 Reasons given for dissatisfaction that *Public toilets are well maintained and functional* (see Appendix 6, pp38-42) were largely to do with the lack of cleanliness, although a few complained of a lack of toilet paper, poor lighting and poor maintenance. In contrast those respondents who were satisfied or very satisfied largely attributed that to their experiences of the toilets being clean and well stocked.
- 44 Public toilets are cleaned on a regular schedule, at least daily, with two or three cleans a day for toilets in high profile areas such as MacLean Park and in the townships. The cleaning schedules are on display at the entrance to all Council toilets showing when the toilets were cleaned last. They include an 0800 number so users can report incidents and/or situations that require urgent attention. The cleaning contractors are then alerted and are expected to respond within four hours where health and safety considerations are involved. The cleaning record for each toilet is audited every two weeks.
- 45 If an increased level of service was to be sought the approximate cost of each clean is \$15 (depending on location, travel etc.). This could be canvassed through the development of the Long Term Plan.

### Bylaw enforcement

- 46 Although the result for this question on *Bylaw enforcement* did not fall into the Priorities for Improvement quadrant (as it ranked below average importance) it is still notable as it reported the lowest percentage of respondents stating that they were satisfied or very satisfied (40%).
- 47 The dominant reason for dissatisfaction was the native tree prosecution in Ōtaki (55.8% of comments received) although a range of other factors were evident as well (see Appendix 6 pp86-89).
- 48 It should be noted in response to these concerns that, as Council is aware, a range of improvements are currently underway in the Regulatory Services Group. One of these improvements is the development of policies and guidelines for regulatory compliance, enforcement and prosecution decisions.

### Public safety during flooding

- 49 Reasons given for dissatisfaction that *The public's physical safety is safeguarded by the stormwater system during flooding events* (see Appendix 6, pp 103-109) included concerns about standard surface flooding (which generally clears away quite quickly) and concerns about service response in terms of drain clearing after surface flooding. There were no concerns expressed that seemed to relate directly to the question as to whether people felt their physical safety was at risk or even that their properties were.
- 50 Significant upgrades have taken place in recent years, not least of which was the Raumati Beach stormwater upgrade which saw regular six-monthly flooding of the shops stop. The Paraparaumu Beach stormwater upgrade this year has also successfully alleviated frequent flooding issues. The next major planned upgrade is to the Ōtaki Beach pump station which should alleviate repeated property flooding in the area.

### The network of CWB pathways

- 51 Satisfaction with *The network of pathways for cycling, walking and bridleways* has fallen in both satisfaction and importance terms since last year's survey.
- 52 It is apparent from the dissatisfied responses that there is some confusion about this question, in particular whether it relates to off-road CWB paths or to footpaths and on-road cycle lanes. Several respondents (see Appendix 6, pp28-32) expressed dissatisfaction with the state of footpaths and their suitability for mobility scooters. This question will be reviewed along with the others in the 2015 LTP process.
- 53 The fall in satisfaction reported in response to this question is hard to understand (80% in 2014, down from 89% last year) as there has been considerable ongoing investment in developing the cycling, walking and bridleways network over recent years. Kāpiti is becoming well known regionally for its network of off-road pathways and there is steadily growing usage of the network. Those who have responded that they are satisfied or very satisfied have much clearer and more relevant reasons for their opinion referring to personal experience including: 'They are well maintained'; 'The river walk in Waikanae is good'; 'I enjoy the pathways at the beach. It's accessible for people with wheelchairs'.
- 54 The CWB strategy (due for review in 2014/15) aims to provide more links throughout the District. The Expressway will provide a backbone for many of the required links.

### Financial Considerations

- 58 There are no financial considerations associated with this report.

### Legal Considerations

- 59 The Council has met its statutory obligations to measure the key activities it is responsible for (Local Government Act 2002).

### Consultation

- 60 There are no consultation requirements associated with this report.

### Policy Implications

- 61 The analysis in Appendix 1 to this report can be used when reviewing the Council's strategies and policies.

### Tāngata Whenua Considerations

- 62 There are no issues for consideration in relation to iwi associated with this report.

### Publicity Considerations

- 63 A media statement drafted for release after the CBC meeting on 14 August.

## RECOMMENDATIONS

- 64 That the Council note the results of the Resident Opinion Survey provided in Appendix 4 and incorporates those results into its consideration of Activity Management Plans later this year, which will be reviewed as part of the 2015 Long Term Plan process.
- 65 That the Council notes that it is intended that the approach to gathering information on Council performance will be reviewed in parallel with the 2015 Long Term Plan. This will include a review of the survey methodology, assessing alternative survey methods and refining the range of KPIs we seek to measure in this way.

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## ATTACHMENTS:

- Appendix 1: Resident Opinion Survey 2014 questions
- Appendix 2: Survey results for 2014 compared to previous years
- Appendix 3: Service Performance Index
- Appendix 4: Latest results for each question in past three surveys (*input to AMP/LTP process*)
- Appendix 5: Kāpiti Coast District Council, Resident Opinion Survey Report - June 2014
- Appendix 6: Kāpiti Coast District Council, Resident Opinion Survey, Additional Information Report – June 2014

## APPENDIX 1: Resident Opinion Survey 2014 questions

The survey programme comprises nine generic questions asked each year, with supplementary questions asked on a rotation basis over the three year period.

The generic questions are:

- Council's road safety programme is improving the safety environment for your own or your children's travel;
- The network of pathways for cycling, walking and bridle ways;
- Public toilets are well maintained and functional;
- The range, variety and character of Council owned parks and open spaces;
- Town Centres have a high quality public spaces and facilities that meet the community's needs for safety and functionality;
- Sportsgrounds and associated toilet/changing facilities are available at suitable times;
- Reliability of Councils' water supply; and
- The water delivered by the Council supply is of an acceptable quality..

The specific questions for this year were:

1. The range, variety and character of Council-owned CWB facilities;
2. The range of different active recreation opportunities available in CWB facilities;
3. Pedestrians agree they can freely choose the way they travel;
4. Car drivers agree they can freely choose the way they travel;
5. Cyclists agree they can freely choose the way they travel;
6. The transport corridor is designed to meet the needs of mobility scooter users including seating;
7. The transport corridor meets your transport needs;
8. The transport network contributes positively to your ability to be part of the community;
9. The standard of beach signage;
10. Availability of community halls;
11. Opening hours of swimming pools;
12. Facilities and services provided by the Coastlands Aquatic Centre;
13. Council's support for business;
14. Bylaw enforcement;
15. The comfort and convenience of libraries;
16. Standard of library services and book stocks;
17. Standard of urban kerbside rubbish and recycling collection;
18. Residents perceive that their physical safety is safeguarded by the stormwater system during flooding events;
19. Range of services Council provides to restore natural environment;
20. Councils level of support for groups involved in health and wellbeing; and
21. Councils support for youth..

Two further questions were asked as 'Yes/No' questions, separately from the 'satisfaction/importance set of questions above. These were:

- Does your household have an emergency plan and a kit that includes stored food, water and survival items sufficient to get you through three days following an emergency event?
- Are you adequately informed about waste minimisation, or do you know where you can easily get information that will enable your household to minimise waste?

There were some changes to survey questions this year compared to the original three year programme. The key changes were:

Previous question	Replaced by
Active recreation facilities such as sportsgrounds and swimming pools are available at suitable times	Sportsgrounds and associated toilet/changing facilities are available at suitable times
Standard or urban kerbside recycling	Standard of urban kerbside rubbish and recycling collection services
General rubbish collection services	
Access to Libraries	The comfort and convenience of Libraries

**APPENDIX 2:** The following table shows the overall satisfaction measures for the 29 relevant questions asked in the 2014 survey and compares these to the last time that issue was surveyed .

Service Attribute	Previous year Percentage satisfied/agreed (4-5) excluding Don't know and Neither	2014 Percentage satisfied/agreed (4-5) excluding Don't know and Neither	Percentage point increase/decrease (2014 – Previous year)
The comfort and convenience of libraries	-	98%	-
The standard of library services and book stocks	95%	97%	2%
The range, variety and character of Council owned parks and open spaces	96%	93%	-3%
The availability of community halls	90%	88%	-2%
The opening hours of swimming pools	69%	88%	19%
The transport corridor meets your needs	-	87%	-
Pedestrians can freely choose the way they travel	-	87%	-
That sportsgrounds and associated toilet/changing facilities are available at suitable times	-	87%	-
The standard of beach signage	88%	87%	-1%
The public's physical safety is safeguarded by the stormwater system during flooding events	92%	83%	-9%
The standard of urban kerbside rubbish and recycling collection services	87%	82%	-5%
Car drivers can freely choose the way they travel	-	82%	-
The range, variety and character of Council-owned cycling, walking and bridle ways facilities	89%	82%	-7%
The network of pathways for cycling, walking and bridle ways	89%	80%	-9%
The range of different active recreation opportunities available in the cycling, walking and bridle ways facilities	-	79%	-
The transport network contributes positively to your ability to be part of your community	-	75%	-
That public toilets are well maintained and functional	71%	74%	3%
The facilities and services provided by the Coastlands Aquatic Centre	-	74%	-
Council's level of support for groups involved in health and wellbeing	64%	72%	8%
The range of services Council provides to restore natural environments	76%	71%	-5%
That Town Centres have high-quality public spaces and facilities	81%	70%	-11%
Cyclists can freely choose the way they travel	-	69%	-
Council's road safety programme is improving the safety environment for your own or your children's travel	81%	67%	-14%
Council's support for youth	59%	58%	-1%
The water delivered by the Council supply is of an acceptable quality	88%	56%	-32%
Council's support for business	50%	53%	3%
The reliability of Council's water supply	82%	47%	-35%
The transport corridor is designed to meet the needs of mobility scooter users including seating	-	47%	-
Bylaw enforcement	-	40%	-

*Previous surveys were conducted in August 2010, June 2011, October 2011 and June 2013. The table above presents the percentage satisfied excluding don't know and neutral/neither. This provides a satisfaction measure that represents the proportion of residents who held a clear perception that they were satisfied with the service or activity, compared to those who were clearly dissatisfied.*

### APPENDIX 3: Service Performance Index

- 1 The Service Performance Index (SPI, see Table below) provides a slightly different method of ranking priority areas for improvement in Council services and activities. This index is calculated using the importance and performance<sup>9</sup> mean ratings where  $SPI = \text{Importance of X} / \text{Performance of X}$ . Thus the lower the performance relative to the importance the higher the index score and the greater the need for focus from Council.
- 2 This table provides a very similar list of services and activities as priority areas for improvement as shown in the 'Critical issues' list above. The key differences are that the SPI list includes the following two activities that are not in the 'Critical issues' quadrant:
  - *The transport corridor is designed to meet the needs of mobility scooter users, including seating*
  - *Bylaw enforcement*
- 3 The above two activities don't show in the 'Critical Issues' quadrant as although they show a very low satisfaction/agreement mean rating they also both have relatively low importance mean ratings. As they are both below the average importance rating they show in the 'Need improving' quadrant. Nevertheless, they both have relatively high SPI as this ranks performance relative to Importance for each service/activity, not as against the average importance rating for the survey as a whole.

#### Table 3: Service Performance Index

The Service Performance Index (SPI) prioritises all of the attributes in order of the focus for action to be taken by Council.

Service Attribute	Index Score
The reliability of Council's water supply	1.61
The water delivered by the Council supply is of an acceptable quality	1.56
Bylaw enforcement	1.42
The transport corridor is designed to meet the needs of mobility scooter users including seating	1.39
That Town Centres have high-quality public spaces and facilities	1.33
Council's road safety programme is improving the safety environment for your own or your children's travel	1.33
Council's support for youth	1.32
That public toilets are well maintained and functional	1.30
Council's support for business	1.25
The public's physical safety is safeguarded by the stormwater system during flooding events	1.25
The transport network contributes positively to your ability to be part of your community	1.23
The range of services Council provides to restore natural environments	1.23
Cyclists can freely choose the way they travel	1.21

<sup>9</sup> The 'Performance' mean rating is simply the generic term used to cover both the satisfaction and agreement mean ratings, as some survey questions are not asked in terms of satisfaction but rather asked in terms of "To what extent do you agree that ..."

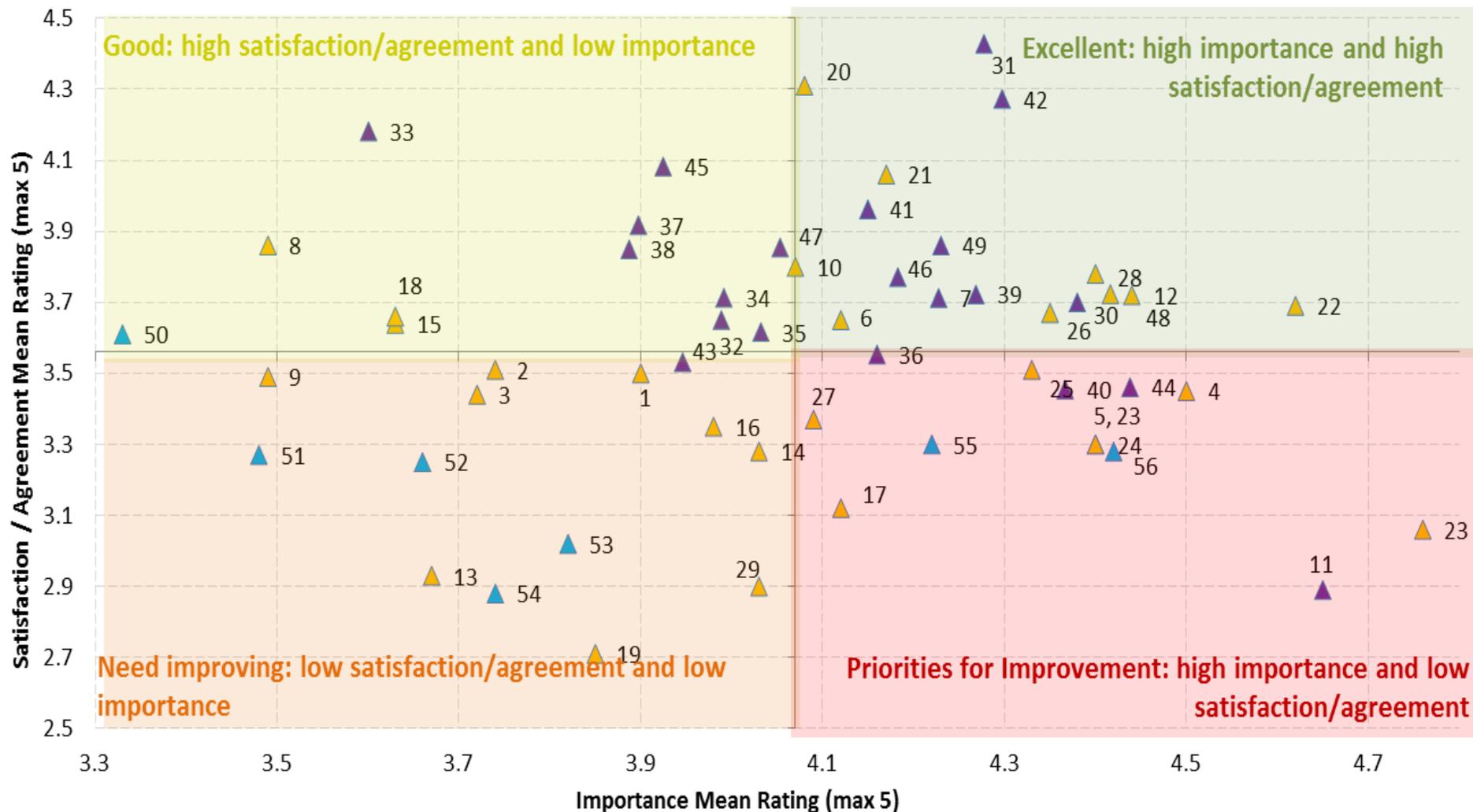
**Table 3: Service Performance Index (continued)**

Service Attribute	Index Score
The standard of urban kerbside rubbish and recycling collection services	1.19
Council's level of support for groups involved in health and wellbeing	1.19
Car drivers can freely choose the way they travel	1.19
The transport corridor meets your needs	1.18
Pedestrians can freely choose the way they travel	1.16
That sportsgrounds and associated toilet/changing facilities are available at suitable times	1.13
The network of pathways for cycling, walking and bridle ways	1.11
The range of different active recreation opportunities available in the cycling, walking and bridle ways facilities	1.08
The range, variety and character of Council owned parks and open spaces	1.07
The range, variety and character of Council-owned cycling, walking and bridle ways facilities	1.07
The standard of library services and book stocks	1.03
The facilities and services provided by the Coastlands Aquatic Centre	1.00
The standard of beach signage	1.00
The availability of community halls	0.99
The comfort and convenience of libraries	0.95
The opening hours of swimming pools	0.90

The Service Performance index was calculated using the importance mean ratings and performance (satisfaction and agreement) mean ratings.  $SPI = \text{Importance of X} / \text{Performance of X}$ . Thus, the higher the index score, the greater the need for focus from Council.

Key Research notes that an SPI score below 1 indicates that Council could be over delivering on the service or activity relative to other areas given that the level of satisfaction is greater than the level of importance of the service or activity.

APPENDIX 4: The most recent result for all questions (last 3 surveys)



**Note:** This chart is included here as advance information for framing some Activity Management Plan considerations and priority setting, scheduled for October/November. The key is overleaf.

#### APPENDIX 4: The most recent result for all questions – key to chart

- |  |  |   |
|--|--|---|
| 1. The network of pathways for cycling, walking and bridle ways  | 20. The comfort and convenience of libraries   | 39. Design and layout of transport network gives necessary access to council services and facilities, and business and social centres |
| 2. The range, variety and character of Council-owned CWB facilities  | 21. The standard of library services and book stocks   | 40. Footpath surfaces are appropriately maintained  |
| 3. The range of different active recreation opportunities available in the CWB facilities                  | 22. The public's physical safety is safeguarded by the stormwater system during flooding events                | 41. General appearance and quality of district parks  |
| 4. That public toilets are well maintained and functional  | 23. The water delivered by the Council supply is of an acceptable quality                                      | 42. Multiple uses of beach, such as walking dogs, swimming and fishing, don't spoil enjoyment of beach                                |
| 5. That Town Centres have high-quality public spaces and facilities  | 24. Council's road safety programme is improving the safety environment for your own or your children's travel | 43. Public toilets are well lit and well located  |
| 6. That sportsgrounds and associated toilet/changing facilities are available at suitable times            | 25. The transport network contributes positively to your ability to be part of your community                  | 44. Road surfaces, excl. State Highways, are appropriately maintained and provide a comfortable journey                               |
| 7. Active recreation facilities, such as sportsgrounds and swimming pools, are available at suitable times | 26. Car drivers can freely choose the way they travel  | 45. Standard of playgrounds   |
| 8. The opening hours of swimming pools   | 27. Cyclists can freely choose the way they travel   | 46. Standard of street lighting   |
| 9. The facilities and services provided by the Coastlands Aquatic Centre                                   | 28. Pedestrians can freely choose the way they travel  | 47. Standard of walkways and cycleways  |
| 10. The range, variety and character of Council owned parks and open spaces                                | 29. The transport corridor is designed to meet the needs of mobility scooter users including seating           | 48. Standard of wastewater treatment and disposal   |
| 11. The reliability of Council's water supply  | 30. The transport corridor meets your needs  | 49. Travel times are usually predictable  |
| 12. The standard of urban kerbside rubbish and recycling collection services                               | 31. Access to beach meets your needs   | 50. Councils support for the arts and culture   |
| 13. Council's support for business   | 32. Availability of pathways for cycling, walking and bridle ways  | 51. Council off-road cycleways  |
| 14. The range of services Council provides to restore natural environments                                 | 33. Condition of cemeteries  | 52. The council's food health and safety programme  |
| 15. The standard of beach signage  | 34. Council's level of support for community groups  | 53. Housing for older persons   |
| 16. Council's level of support for groups involved in health and wellbeing                                 | 35. Council's management of dog and animal issues  | 54. Communication around Council meetings   |
| 17. Council's support for youth  | 36. Council's support for older persons  | 55. Removal of litter   |
| 18. The availability of community halls  | 37. Council's support for planting and restoration projects  | 56. Readiness for civil defence emergency management  |
| 19. Bylaw enforcement  | 38. Council's work on dune restoration and   |   |