



Resident Opinion Survey Report

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1. Introduction

1.1 Background

The Kapiti Coast District Council (the Council) had requested UMR Research to implement an annual survey that measures customer satisfaction with services discussed in the Annual Plan, as well as the relative importance of the services provided. The results from this survey would enable the Council to make informed decisions on how to allocate its resources to meet residents' perceived needs while improving satisfaction with the provision of services.

This survey should influence the decisions that the Council makes in the future and help it to gauge how well the community feels that the Council is delivering services. Information from the survey can be used in enhancing long-term plans for the different Council divisions and also help decision-making around resources and budget.

The Council plans to continue this survey across three years. The results in this report are based on the first of the three surveys.

1.2 Research objectives

The research had two objectives. The primary objective was to:

- Measure resident satisfaction with key activities that the Council is responsible for, so that a baseline can be set and future surveys can measure residents' change of perception.

The secondary objective was 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.

1.3 Overview of approach

A telephone survey methodology was used to make sure that a representative sample was selected. A total sample size of n=400 was surveyed across the four wards of Otaki, Waikanae, Paraparaumu and Paekakariki-Raumati. Eligible respondents were residents of the Kapiti Coast (across the four wards) and aged over 18 years. Fieldwork was conducted from 13th to 18th July 2010.

The Council wished to work with a three year cycle that would allow the measurement of a large number of services. The table following lists services that will be evaluated every year. The current report details the results on the services listed for 2010.

2010	2011	2012
<ol style="list-style-type: none"> 1. Standard of roads other than SH1. 2. Standard of footpaths. 3. Standard of street lighting. 4. The road safety programme. 5. Standard of walkways and cycleways. 6. Opening hours of pools. 7. Standard of swimming pools. 8. Management of dog and animal issues. 9. General appearance and quality of district's parks. 10. Availability of sports fields and facilities. 11. Standard of playgrounds. 12. Standard of wastewater treatment and disposal. 13. Standard of urban kerbside recycling collection. 14. Standard of stormwater management. 15. Reliability of water supply. 16. Quality of water supply. 	<ol style="list-style-type: none"> 1. Council's work on dune restoration and planting. 2. Standard of beach access ways. 3. Standard of beach signage. 4. Council's support for planting and restoration projects. 5. Availability of community halls. 6. Standard of public toilets. 7. Removal of litter. 8. Council's level of support for community groups. 9. Managing graffiti on public buildings. 10. Standard of cemetery environment. 11. Access to libraries. 12. Standard of library services and book stocks. 13. General rubbish collection services. 14. Availability of recycling drop-off points. 15. Availability of greenwaste drop-off sites. 16. Promotion of water conservation. 	<ol style="list-style-type: none"> 1. Housing for older persons. 2. Council's support for business. 3. Council's food health and safety programme. 4. Readiness for civil defence emergency management. 5. By law enforcement. 6. Communication around Council meetings. 7. Council's support for arts and culture. 8. Range of services Council provides to restore natural environments. 9. Council's level of support for groups involved in health and wellbeing. 10. Council's support for youth. 11. Council's support for older persons.

A full outline of the methodology is provided Appendix 1.

1.4 Overview of report structure

The structure of the report is explained below:

Section 2: Executive Summary	
Section 3: Appropriateness of services	<ul style="list-style-type: none"> • In this section, we have shown how Kapiti Coast residents view the overall appropriateness of the services provided by the Council.
Section 4: Overall performance	<ul style="list-style-type: none"> • The perceived importance and satisfaction of the Kapiti Coast residents on each of the services are described in this section. The critical action areas for the Council are also highlighted here.
Section 5: Detailed findings	<ul style="list-style-type: none"> • Details about each of the individual services are provided in this section. Any differences seen across respondent groups are highlighted along with a sample of verbatim comments.
Section 6: Contact with Council	<ul style="list-style-type: none"> • In this section, information is provided on respondents contacting the Council, and how responsive they felt the Council was.
Section 7: Communication by the Council	<ul style="list-style-type: none"> • Perceptions of Kapiti Coast residents on communication from the Council are highlighted here. The three areas focused on are: <ul style="list-style-type: none"> - Overall; - Libraries, Arts and Museums; - Sustainable environment.
Section 8: Performance: Findings by wards	<ul style="list-style-type: none"> • In this section, differences by wards are pointed out along with the critical action areas in each area.

2. Executive summary

Kapiti Coast residents were generally satisfied with most of the services tested. They were most satisfied with:

- General appearance and quality of district's parks (70% total satisfied).
- Standard of urban kerbside recycling collection (60% total satisfied).
- Availability of sports fields and facilities (59% total satisfied).
- Standard of playgrounds (59% total satisfied).
- Standard of walkways and cycleways (52% total satisfied).

However, they were least satisfied with:

- Standard of wastewater treatment and disposal (39% total satisfied, 26% unsure).
- Quality of water supply (35% total satisfied).
- Opening hours of pools (33% total satisfied, 36% unsure).
- The road safety programme (28% total satisfied, 38% unsure).
- Standard of swimming pools (24% total satisfied, 25% unsure).

Critical attention needs to be placed on the following services, where residents' satisfaction was significantly lower than the importance placed on them:

- Quality of water supply (89% rated important, 35% satisfied).
- Reliability of water supply (91% rated important, 49% satisfied).
- Standard of wastewater treatment and disposal (79% rated important, 39% satisfied).
- Standard of stormwater management (77% rated important, 41% satisfied).
- Standard of roads other than State Highway One (82% rated important, 47% satisfied).
- Standard of footpaths (77% rated important, 44% satisfied).

Most residents (58%) who have contacted the Council found it responsive to the service issues they raised. The main issues were around recycling and rubbish, related to dog management, related to problems with roads and footpaths, stormwater blockage and water supply.

Residents rated communicating on its Libraries, the Arts and Museums higher than communication on Council meetings, policies and democratic services or on sustainable environment.

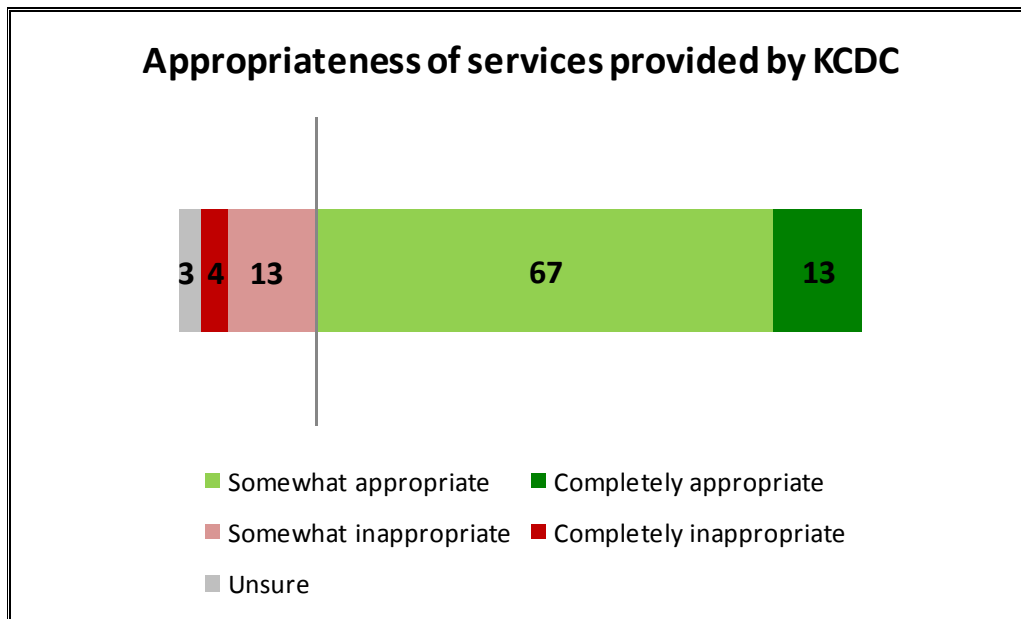
Newspapers were by far the most important news source for the residents about the Council with 75% stating this as their main source of news.

3. Appropriateness of services

In order to assess Kapiti Coast residents' overall view of the services provided by the Kapiti Coast District Council, survey participants were initially asked to indicate how appropriate they thought that the services provided were. They were asked if the services were completely appropriate for their needs, or if they were somewhat appropriate or somewhat inappropriate or completely inappropriate.

Four-fifth of the total respondents agreed that the services provided were appropriate, though only 13% of the respondents mentioned that the services provided were completely appropriate. The majority of the respondents consisting about two-thirds of survey participants mentioned that the services provided were only somewhat appropriate.

Thirteen percent of the respondents mentioned that the services provided were somewhat inappropriate while 4% mentioned that they were completely inappropriate. 3% of the respondents were unsure of their rating.



Base: All respondents (n=400)

Question: Generally, how appropriate would you say the services that the Kapiti Coast District Council provides are to the residents of Kapiti? Would you say they are completely appropriate for the needs of Kapiti Residents, they are somewhat appropriate, somewhat inappropriate or completely inappropriate?

4. Overall performance

4.1 Satisfaction with services provided

Residents of the Kapiti Coast were asked to rate their satisfaction with the delivery of different services in the last two years using a 1 to 5 scale where 1 meant very satisfied, and 5 meant very dissatisfied.

Kapiti Coast residents were highly satisfied with the general appearance and quality of district's parks (70% total satisfied).

The other services in terms of high satisfaction were:

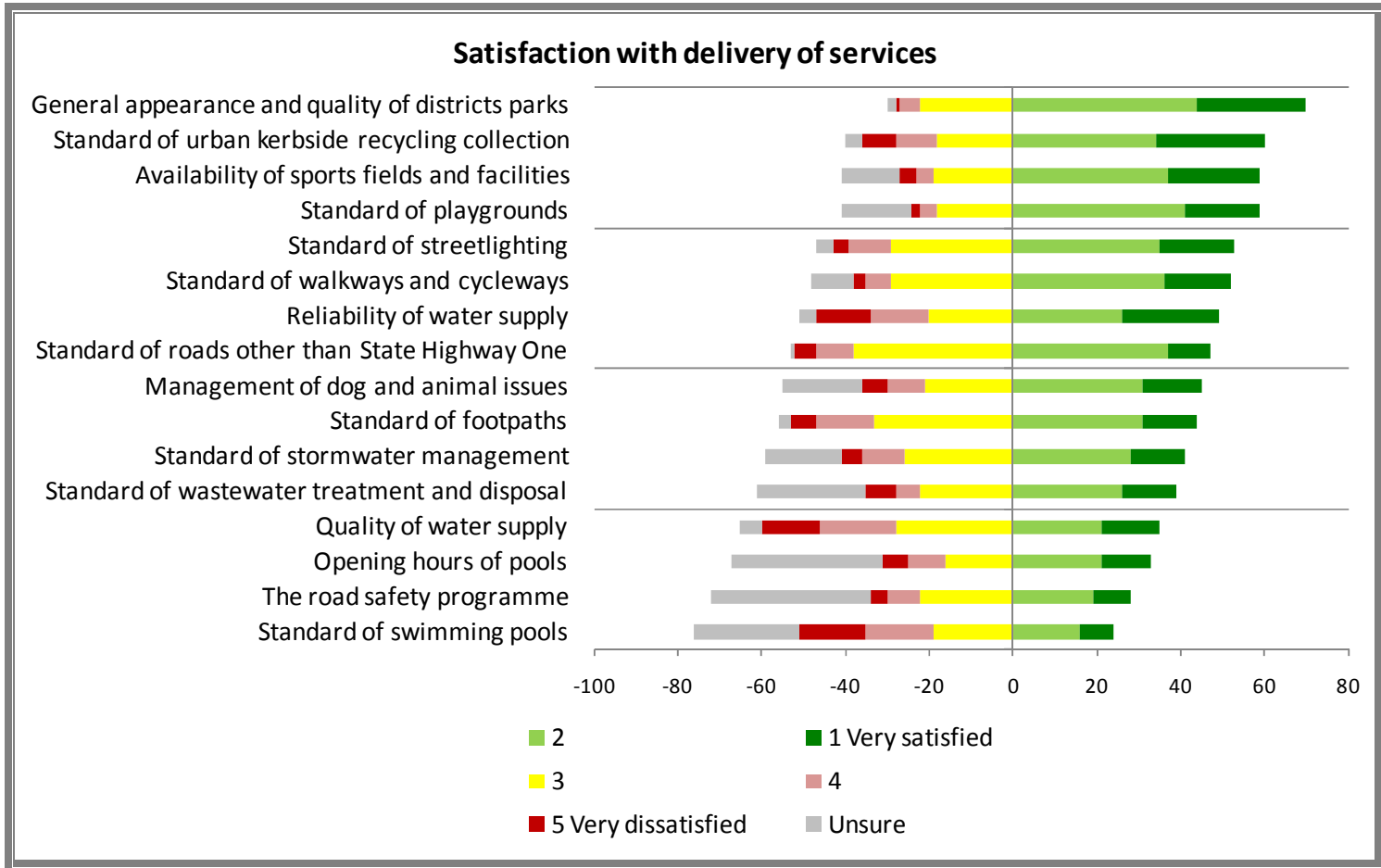
- Standard of urban kerbside recycling collection (60% total satisfied).
- Availability of sports fields and facilities (59% total satisfied).
- Standard of playgrounds (59% total satisfied).

Satisfaction hovered around the 50% mark on the following services:

- Standard of street lighting (53% total satisfied).
- Standard of walkways and cycleways (52% total satisfied).
- Reliability of water supply (49% total satisfied).
- Standard of roads other than State Highway One (47% total satisfied).

On all other services, satisfaction was lower. For many of these services, a large proportion of respondents were unsure of their satisfaction rating. This issue should be investigated further as it could indicate possible lack of awareness or familiarity or usage of the service.

- Management of dog and animal issues (45% total satisfied, 19% unsure).
- Standard of footpaths (44% total satisfied).
- Standard of stormwater management (41% total satisfied, 18% unsure).
- Standard of wastewater treatment and disposal (39% total satisfied, 26% unsure).
- Quality of water supply (35% total satisfied).
- Opening hours of pools (33% total satisfied, 36% unsure).
- The road safety programme (28% total satisfied, 38% unsure).
- Standard of swimming pools (24% total satisfied, 25% unsure).



Base: All respondents (n=400) | Question: Using a 1 to 5 scale where 1 means, very satisfied, and 5 means, very dissatisfied, how satisfied or dissatisfied are you with the delivery of the following services in the last two years? If you do not know enough just say so.

Note: Each bar in the above graph adds up to 100%. Length of the bar on the right of the axis indicates percentage total satisfied (rated 1 or 2 on the scale). Length of the bar on the left of the axis indicates percentage rating neutral or dissatisfied (rated 3 or 4 or 5 on the scale or is unsure of the rating).

4.2 Importance: Major priorities for the Council

For each of the services, residents of the Kapiti Coast were asked to mention what they thought were the major priorities for the Council. For this, they used a 1-5 scale where 1 meant very important, and 5 meant not important at all.

As can be expected, more respondents than not rated all services as important. However, the key priority areas emerged as reliability of water supply (91% mentioned as important with 79% rating very important) and quality of water supply (89% mentioned as important with 77% rating very important).

The other areas of high importance to the Kapiti Coast residents were:

- Standard of wastewater treatment and disposal (79% rated important with 57% rating very important).
- Standard of roads other than State Highway One (82% rated important with 37% rating very important).

More than 70% of the respondents mentioned that the following areas were important (rated 1-2 on the scale) to them:

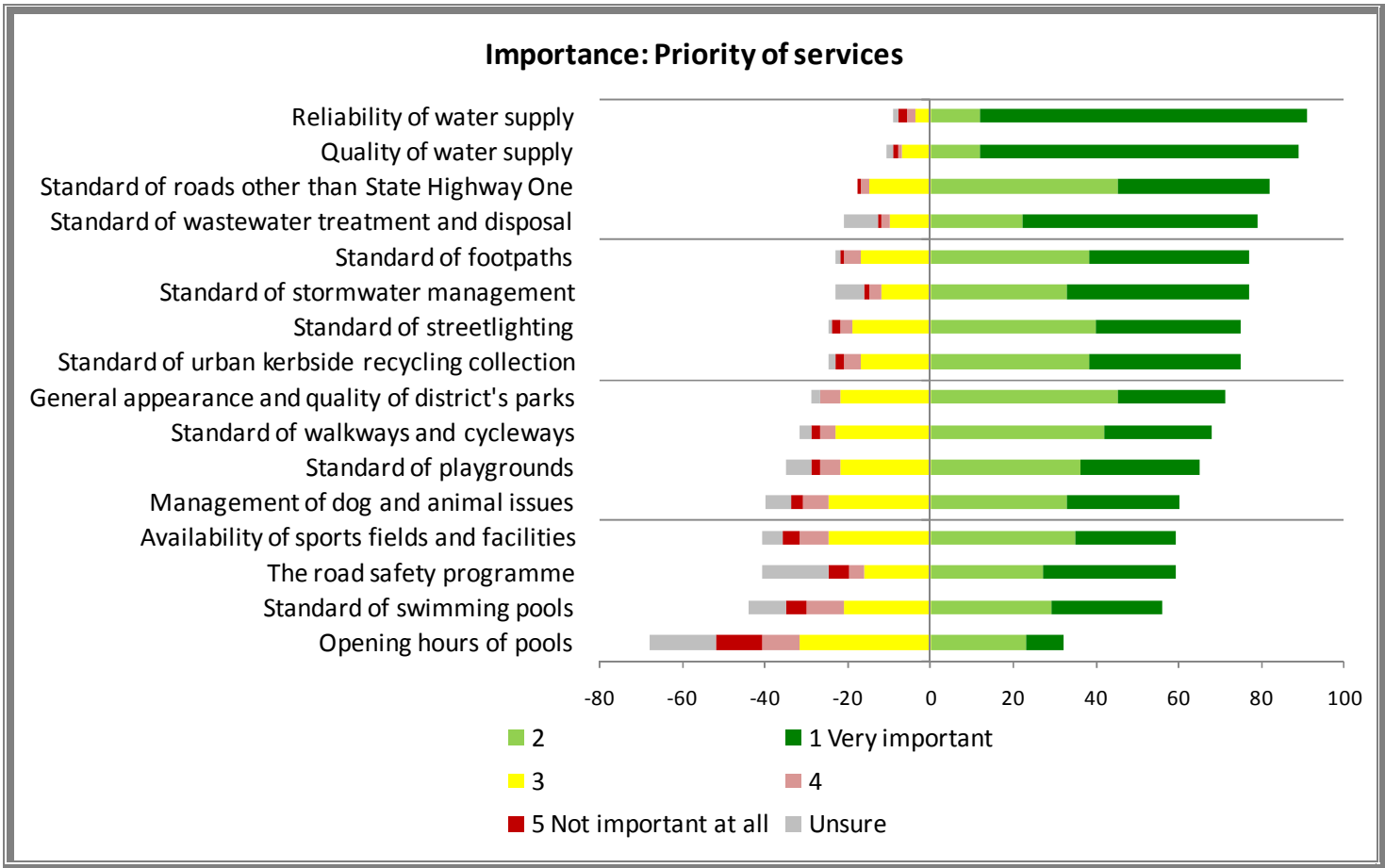
- Standard of footpaths (77% rated important with 39% rating very important).
- Standard of stormwater management (77% rated important with 44% rating very important).
- Standard of street lighting (75% rated important with 35% rating very important).
- Standard of urban kerbside recycling collection (75% rated important with 37% rating very important).
- General appearance and quality of district's parks (71% rated important with 26% rating very important).

The remaining areas were relatively less important to the Kapiti Coast residents:

- Standard of walkways and cycleways (68% rated important with 26% rating very important).
- Standard of playgrounds (65% rated important with 29% rating very important).
- Management of dog and animal issues (60% rated important with 27% rating very important).
- Availability of sports fields and facilities (59% rated important with 24% rating very important).
- The road safety programme (59% rated important with 32% rating very important).
- Standard of swimming pools (56% rated important with 27% rating very important).
- Opening hours of pools (32% rated important with 9% rating very important).

A larger proportion of respondents were unsure about the following services:

- The road safety programme (16% unsure).
- Opening hours of pools (16% unsure).



Base: All respondents
(n=400)

Question: Using the same list, which of these services do you see as major priorities for the Council, if you do not know enough, just say so. Please use a 1-5 scale where 1 means, very important, and 5 means, not important at all, how important is the to you?

Note: Each bar in the above graph adds up to 100%. Length of the bar on the right of the axis indicates percentage total satisfied (rated 1 or 2 on the scale). Length of the bar on the left of the axis indicates percentage rating neutral or dissatisfied (rated 3 or 4 or 5 on the scale or is unsure of the rating).



4.3 Council's focus areas: A comparative analysis

The satisfaction measure in conjunction with the importance measure helped to isolate the issues that required more focus from the Council. For this, a four quadrant diagram was used, plotting average satisfaction against average importance of all the services provided by the Council. A detailed explanation on how this analysis was done is given in Appendix 1.

■ High Importance-Low Satisfaction

Critical attention needed to be given to the attributes in this quadrant because residents had lower levels of satisfaction with these services, but placed high levels of importance on them. The following graph shows that all these services had satisfaction ratings below the mean and high importance ratings.

- Quality of water supply (89% rated important, 35% satisfied).
- Reliability of water supply (91% rated important, 49% satisfied).
- Standard of wastewater treatment and disposal (79% rated important, 39% satisfied).
- Standard of stormwater management (77% rated important, 41% satisfied).
- Standard of roads other than State Highway One (82% rated important, 47% satisfied).
- Standard of footpaths (77% rated important, 44% satisfied).

■ Low Importance-Low Satisfaction

Some services were in need of somewhat less critical attention because even though the respondents had a lower satisfaction on these services, they were also less important to them. These four services had satisfaction ratings below the average, but were also rated lower than average on importance.

- Management of dog and animal issues (60% rated important, 45% satisfied).
- The road safety programme (59% rated important, 28% satisfied).
- Opening hours of pools (32% rated important, 33% satisfied).
- Standard of swimming pools (56% rated important, 24% satisfied).

■ Low Importance-High Satisfaction

Services falling in this quadrant were ones where the Council performed better than expected, with above average satisfaction scores. To better resource the critical services (in the bottom right quadrant), consideration could be given to re-allocating resources from these services, which were relatively less important to the Kapiti Coast residents, compared to some of the other services.

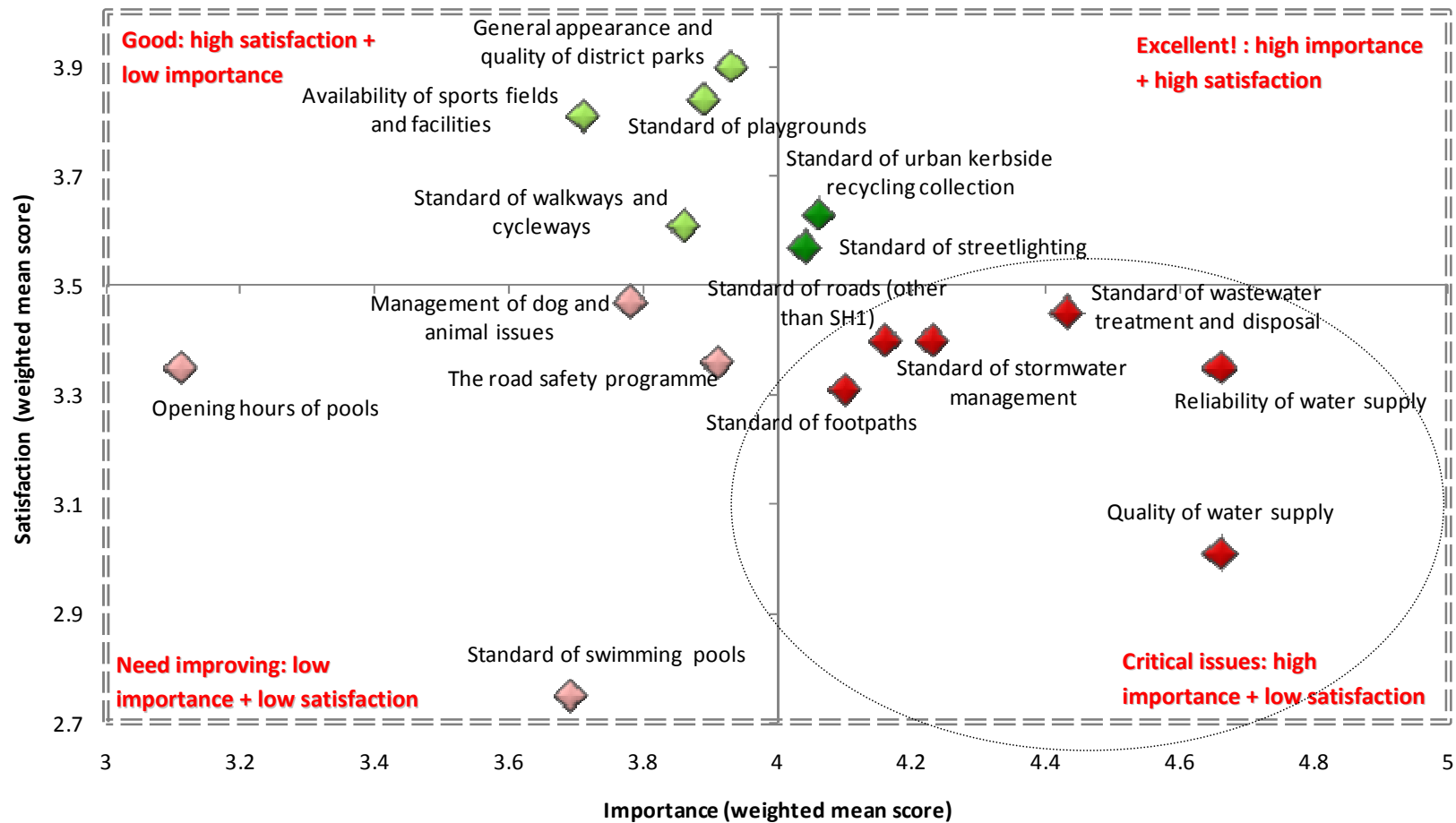
- General appearance and quality of district's parks (71% rated important, 70% satisfied).
- Availability of sports fields and facilities (59% rated important, 59% satisfied).
- Standard of walkways and cycleways (68% rated important, 52% satisfied).
- Standard of playgrounds (65% rated important, 59% satisfied).

■ High Importance-High Satisfaction

This is the quadrant that the Council should aspire most of its services to be in because it means it is providing services that residents say are important to them and satisfied with. The Council should continue its emphasis on the services belonging to this quadrant. We see that only two services featured in this quadrant:

- Standard of urban kerbside recycling collection (75% rated important, 60% satisfied).
- Standard of street lighting (75% rated important, 53% satisfied).

Council's focus areas: A comparative analysis



5. Detailed findings

QUALITY OF WATER SUPPLY

Quality of water supply was one of the critical issues that the Council needs to address. Kapiti Coast residents attached a high degree of importance to this aspect and had below par satisfaction.

It had an average importance score of 4.66 (higher than average) and an average satisfaction score of 3.01 (lower than average).

Reasons for dissatisfaction:

Verbatim comments

Otaki

- I had to put a filter on my tap because of the taste.
- Water quality is unpleasant/ public water storage contains fluoride.

Waikanae

- Can't drink it, it smells too much of chlorine.
- Just all the chemicals in the water are making it a bit nasty, tastes really bad.
- In summer, having to buy bottled water. In comparison to other regions, the water quality is not satisfactory.

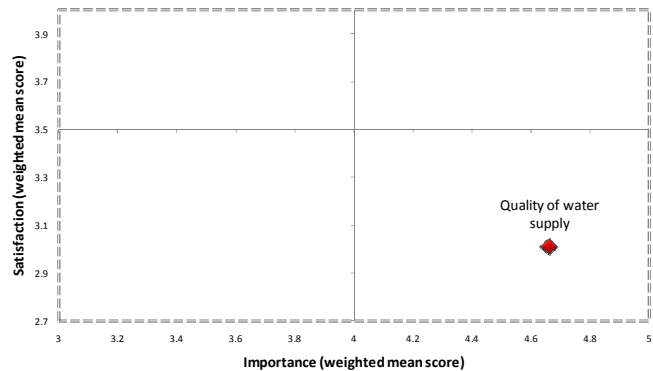
Paraparaumu

- Fluoride content in water.
- The water that comes from the bore is always brown – that's disgusting/ so we have to keep boiling it which is ridiculous.
- Short of water over summer/ taste of water is disgusting/ even though it says drinkable and it is not/ forces people to buy water/ it is unfair/ need to act quicker.

Paekakariki-Raumati

- The bore water tastes awful that we use in summer time/ the water supply issue has gone on for far too long without it getting resolved.
- In some cases we have water that is not that good at all, it is earthy tasting.

Council's focus areas: A comparative analysis



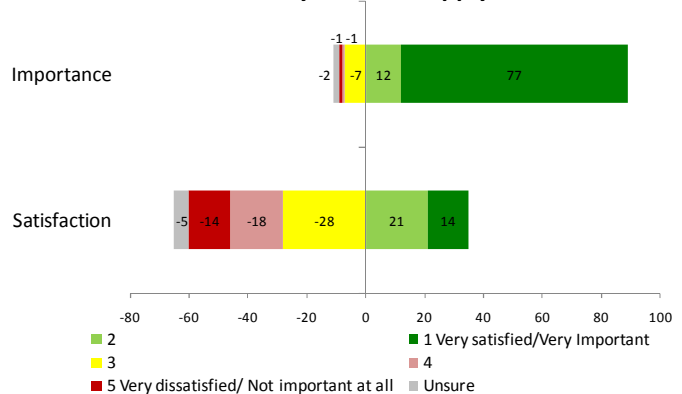
This was among the most critical issues that needed to be addressed with 77% of Kapiti Coast residents rating it as very important on the 1 to 5 scale. Almost 90% of the respondents rated *quality of water supply* to be important to them (rated 1-2 on the scale).

Satisfaction was very low with only 35% of the respondents reporting that they were satisfied with the *quality of water supply* and only 14% mentioning that they were very satisfied. 28% of the respondents were neutral while 32% were dissatisfied.

Satisfaction was lower in Waikanae with only 23% of respondents being satisfied (rated 1-2 on the scale) compared to Otaki region (54% total satisfied).

Satisfaction was lower among those who contacted the Council for any issue (27% total satisfied) compared to those who did not contact the Council (39% satisfied).

Quality of water supply



RELIABILITY OF WATER SUPPLY

Reliability of water supply also fell in the priority area for the Council because residents had lower levels of satisfaction, but placed high levels of importance on this aspect, showing that the water issue is one of the critical aspects that needed to be addressed by the Council.

Reliability of water supply had an average importance score of 4.66 and an average satisfaction score of 3.35.

Reasons for dissatisfaction:

Verbatim Comments

Otaki

- We have insufficient water supply to feed our animals and the water scheme needs an upgrade.
- Many people down the coast do not have a direct supply of water to the households/ they put too many chemicals into their water and there could be bacteria growth or bugs in the water.

Waikanae

- It is more how they are managing and giving us water in the summer months when we always run out/ they always go to bore water which is undrinkable and it damages electrical systems and boiling systems.
- There is no capacity to store water when we have it/ when we run out we go to bore water, when in winter we were supposed to save the water.

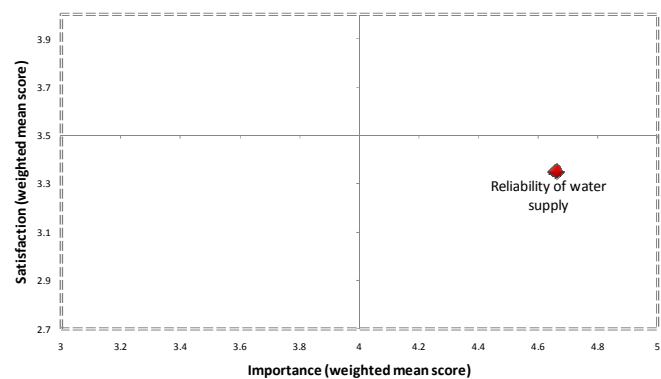
Paraparaumu

- There is no future planning, whether water will last or not, or if we will run out of it like we have before.
- The Council has no water storage plan/ we get these droughts/ they have arbitrary water restrictions/ they don't target where they could be targeting/ they are proposing a water metering by-law/ I am very unhappy about this law.

Paekakariki-Raumati

- Inadequate in summer/ there was a dam built 20 years ago and that's it.
- Well, my issue would be having not enough water to go around here; the Council are putting up more houses when they can't even cater for the residents here where I live.

Council's focus areas: A comparative analysis



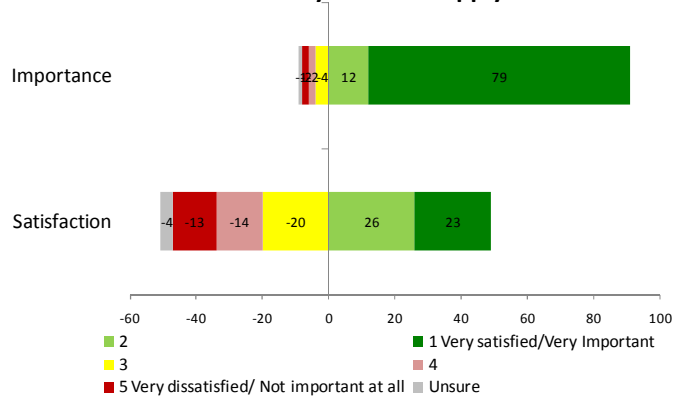
This was also one of the critical issues to be addressed with 79% of the respondents rating it as very important on the 1 to 5 scale. More than 90% of the respondents rated *reliability of water supply* to be important to them (rated 1-2 on the scale).

Importance was very high in Paraparaumu (94% mentioning important) and somewhat lower in Otaki with 82% rating it as important.

Satisfaction was low with only 49% of the respondents reporting that they were satisfied on this aspect. 20% of the respondents were neutral while 27% were dissatisfied with the *reliability of water supply* in Kapiti Coast.

Satisfaction was lower in Waikanae with only 37% of respondents being satisfied (rated 1-2 on the scale) compared to the Otaki region (65% total satisfied) and Paekakariki-Raumati South (56% total satisfied). Satisfaction was slightly higher among the younger age group (59% total satisfied).

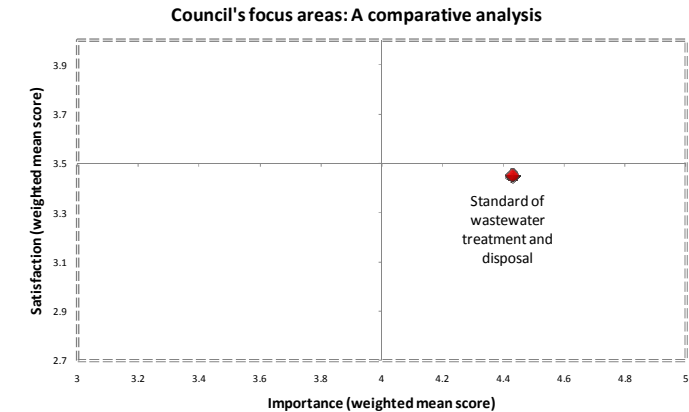
Reliability of water supply



STANDARD OF WASTEWATER TREATMENT AND DISPOSAL

Standard of wastewater treatment and disposal belonged to the critical issues quadrant with mean satisfaction rating on this aspect below average and mean importance ratings higher than average.

While satisfaction was marginally below the average satisfaction score at 3.45, Kapiti Coast residents rated this aspect much higher than average in terms of importance at 4.43.



Reasons for dissatisfaction:

Verbatim comments

Otaki

- Because we get flooded all the time/ we get a lot of rain water.
- It leaks, it's not right, it's years old, leaks all the time.

Waikanae

- It's not good, it stinks. Literally, we have wastewater ponds around houses or near houses and in summer it stinks. There has got to be a better way.
- The waste is put in open lakes in the Waikanae area/ I am not happy with that treatment.

Paraparaumu

- It's just that we don't get this at our place/ so we have made our own arrangements.
- The sheer cost of the current system they have got/ it's not working properly/ probably been in about 8 years but the fees to keep it running are expensive for the ratepayer.

Paekakariki-Raumati

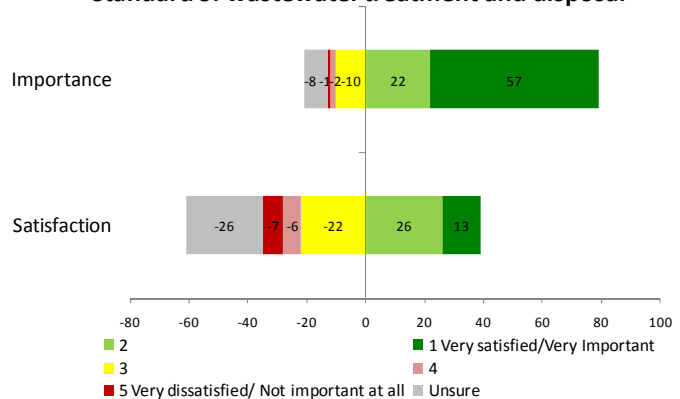
- I really think that we should have a sewage system in Paekakariki rather than having six septic tanks.
- My major concern is tomorrow. I don't think they seem to have long-term plan of the disposal of waste/ what we have at the moment is not a long-term project – it is short-term.

Seventy-nine percent of the respondents rated the *standard of wastewater treatment and disposal* to be important to them (rated 1-2 on the scale). Out of them 57% of the respondents rated this aspect as very important.

In contrast, 39% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 13% were very satisfied. 22% of the respondents were neutral while 13% were dissatisfied with the *standard of wastewater treatment and disposal in Kapiti Coast*. More than a quarter of the respondents (26%) were unsure about their rating on satisfaction indicating that there was probably a lack of awareness of this service.

Satisfaction was lower among those who lived in rented homes (23% satisfied), with a large proportion being unsure about their rating (45% unsure).

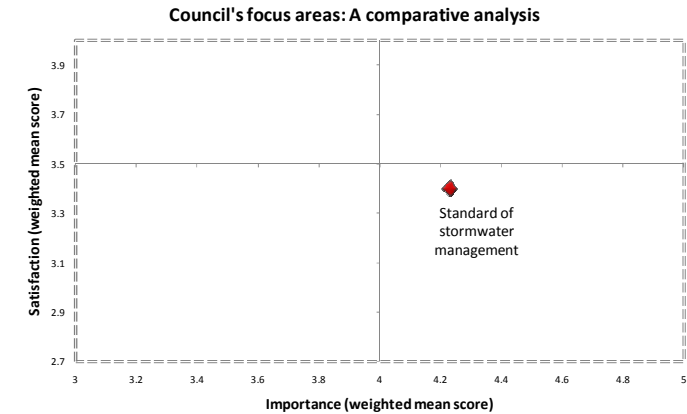
Standard of wastewater treatment and disposal



STANDARD OF STORMWATER MANAGEMENT

Standard of stormwater management belonged to the critical issues quadrant, with Kapiti Coast residents being less satisfied on this aspect (lower than average satisfaction scores), but giving higher than average importance scores.

It had an average importance score of 4.23 and an average satisfaction score of 3.40.



Seventy-seven percent of the respondents rated the *standard of stormwater management* to be important to them (rated 1-2 on the scale). Out of them, 44% of the respondents rated this aspect as very important.

In contrast, only 41% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 13% were very satisfied. 26% of the respondents were neutral while 15% were dissatisfied with the *standard of stormwater management* in Kapiti Coast. 18% of the respondents were unsure about their rating on satisfaction indicating that there is an issue about lack of awareness of this service.

Satisfaction was lower among the middle aged residents of the Kapiti Coast (40-64 age group) with 33% satisfied.

Reasons for dissatisfaction: Verbatim comments

Otaki

- Heavy downpour results in flooding/ probably due to a lack of proper drainage system.
- I live in an area which is between a river and the shore/ when it rains, there is no system for the gate to open automatically/ the officials either pull it up or down/ this actually leads to the occasional flooding in the area/ the gates should be automatic.

Waikanae

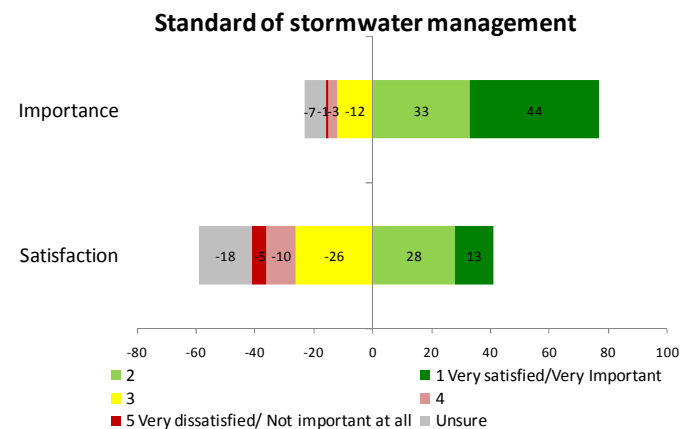
- In the small coastal area there is inadequate management for stormwater run-offs/ it has been a long-standing problem since this place was built.
- They don't clean regularly enough/ when there is heavy rainfall, they flood over.

Paraparaumu

- Our property keeps flooding because they can't manage the stormwater properly.
- The Council has never done anything to fix the issues where they have developed new areas on higher ground and now all their stormwater runs down to lower properties that sit below them. ... have continuously asked for something to be done about this and nothing is ever done, this is over a period of eight years, all the Council does is provide reports about flooding, but never fixes the issue.

Paekakariki-Raumati

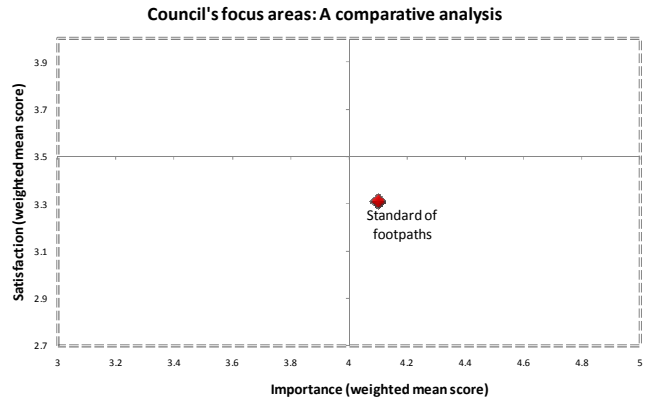
- Whenever we get a good amount of rain it runs straight to our place/ the drains are often blocked/ it takes a while to drain the water.



STANDARD OF FOOTPATHS

A comparative analysis showed that *standard of footpaths* also belonged to the critical issues quadrant, with lower than average satisfaction scores and higher than average importance scores.

It has an average importance score of 4.10 and an average satisfaction score of 3.31.



Seventy-seven percent of the respondents rated the *standard of footpaths* to be important to them (rated 1-2 on the scale), with proportions almost equally split between those who rated as 1 (very important) and those who rated 2.

In contrast, only 44% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 13% were very satisfied. 33% of the respondents were neutral while 20% were dissatisfied with the *standard of footpaths* in Kapiti Coast.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- In a lot of cases there are a lot of places where the footpaths have uneven surfaces, not very safe for the residents in the area.
- They dig up the footpaths and then don't put it back where it was before.
- I live in an area where there are no footpaths.

Waikanae

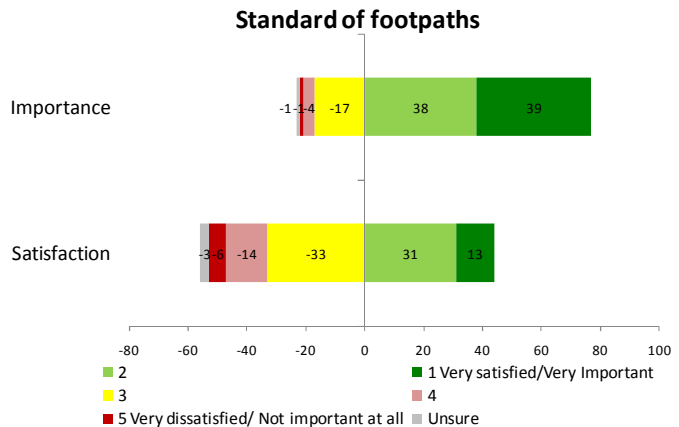
- Dangerous, especially when walking in the night/ cracks and holes/ they need to be checked up.
- Footpaths are on one side of the street, lot of cracked paths, the vegetation are on the paths, not very good for the paths.

Paraparaumu

- Footpaths in some areas are absolutely terrible; they are uneven, narrow and badly lit.
- They are not very user-friendly for prams, lots of bumps and you trip up over some of them.
- There are lots of streets that don't have footpaths on both sides of the roads.

Paekakariki-Raumati

- Uneven surface, cracks and broken footpaths in some places.
- Few places where there is only footpath on one side of the road/ cars park on them/ quite narrow.
- In many areas there is no footpath. In Raumati in particular, a large number of streets do not have footpaths/ in the newer subdivision areas there are new footpaths, but they are not made by the Council.



STANDARD OF ROADS OTHER THAN STATE HIGHWAY ONE

Critical attention needed to be given to *standard of roads other than State Highway 1* as Kapiti Coast residents attached higher than average importance, but had lower than average satisfaction on this aspect.

It had an average importance score of 4.16 and an average satisfaction score of 3.40.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- They don't maintain the roads properly. There are potholes around everywhere and we are paying a lot of money. They don't maintain the roads properly/ we pay so much still there is no use/ there are potholes everywhere on the roads.

Waikanae

- The amount of traffic on the roads, for locals especially during rush hours and holidays and weekends/ it's a real mission to travel the roads at times.
- The lack of what they are going to do with the link road.
- The volume of traffic/ Kapiti road and around the coast – it's pretty hard to get to.

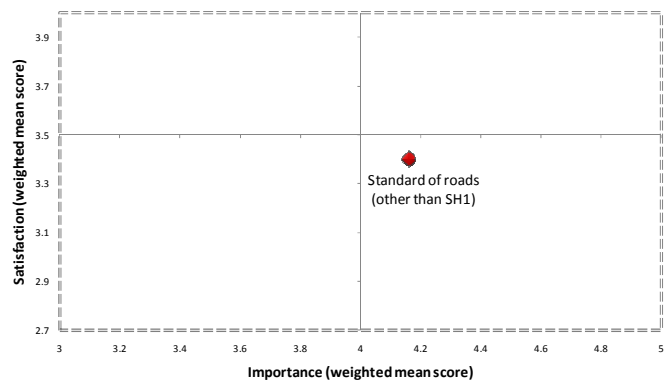
Paraparaumu

- Too many potholes.
- Because they only have one road there and its dangerous road.
- The road services are pretty bad, the light shingle gets in the tyres, footpaths, they don't do the roads properly. They get done every year because it's not done properly/ the job is done very badly and a lot of money is being wasted/ they need to look into the congestion problem.
- A lot of unnecessary road furniture e.g. island and signs.

Paekakariki-Raumati

- The Raumati road does not have good signals.

Council's focus areas: A comparative analysis



Eighty-two percent of the respondents rated *standard of roads other than State Highway 1* to be important to them (rated 1-2 on the scale).

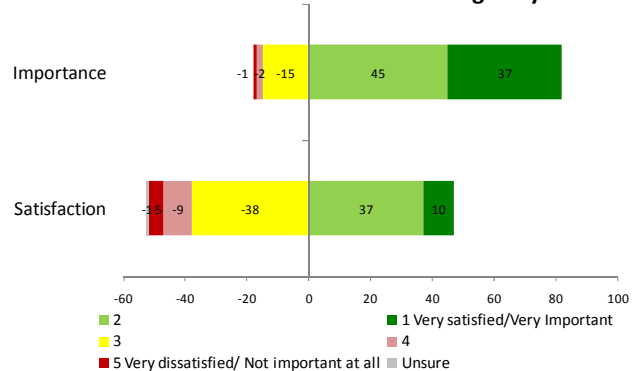
Importance of the issue was lower among the 18-39 age group (75% rated important).

Only 47% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 10% were very satisfied. 38% of the respondents were neutral while 14% were dissatisfied with the *standard of roads other than State Highway 1* in Kapiti Coast.

Satisfaction on this aspect was higher in Paekakariki-Raumati South (57% total satisfied) compared to Paraparaumu (41% satisfied).

Satisfaction was also higher among those who contacted the Council for any issue (55% total satisfied) compared to those who did not contact the Council (43% satisfied).

Standard of roads other than State Highway One



MANAGEMENT OF DOG AND ANIMAL ISSUES

Satisfaction on *management of dog and animal issues* was close to average but it was one of the issues that had lower levels of importance among Kapiti Coast residents.

When plotted, this service was in the borderline of the bottom left and top left quadrants. A lower than average importance score and an average satisfaction score indicated that this service did not need any critical attention immediately.

It had an average importance score of 3.78 and an average satisfaction score of 3.47.

Reasons for dissatisfaction: Verbatim comments

Otaki

- I think sometimes it is a wee bit over the top in terms of the restrictions.
- The cost of registration is too high - the cost of registration is too high for the animal issues.

Waikanae

- Because I see many people in the Waikanae area with dogs that are not properly controlled/ on one occasion I almost got bitten.
- Too much freedom for dogs running around the beach/ dogs not being kept inside properties.

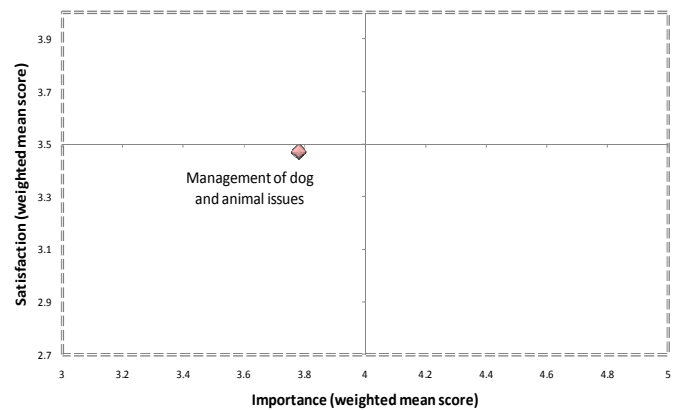
Paraparaumu

- Clean up dogs' waste and there are no bins, no places to walk dogs and unleash them.
- The Council is not very dog friendly.
- I don't like the rules where they have rules for dogs on leash and off leash. I'm a dog owner and think it's inconsistent.

Paekakariki-Raumati

- The rules of the Council to let the dog on the beach is a concern.
- A lot of dogs run wild, mess of foot paths, people not responsible of their dogs, not regulated enough.

Council's focus areas: A comparative analysis



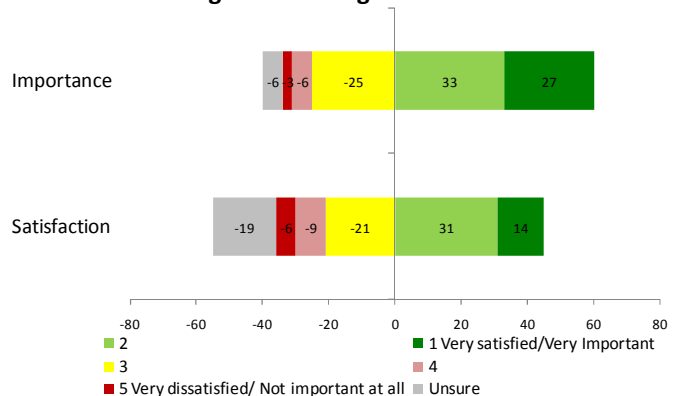
Sixty-percent of the respondents rated *management of dog and animal issues* to be important to them (rated 1-2 on the scale). Out of them, 27% of the respondents rated this aspect as very important.

Importance of this issue was higher in Paraparaumu (67% mentioned it as important) and lower in Paekakariki-Raumati South (50% mentioned important).

Forty-five percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 14% were very satisfied. 21% of the respondents were neutral, while 15% were dissatisfied with the *management of dog and animal issues* in Kapiti Coast. 19% of the respondents were unsure about their rating on satisfaction indicating that there is probably a lack of awareness of this service.

Satisfaction was relatively higher in Otaki (55% satisfied) and lower in Paraparaumu (37% satisfied).

Management of dog and animal issues



THE ROAD SAFETY PROGRAMME

The road safety programme belonged to the bottom left quadrant with both lower than average importance scores and lower than average satisfaction scores.

Services belonging to this quadrant are in need of somewhat less critical attention, but need to be addressed nevertheless.

It had an average importance score of 3.91 and an average satisfaction score of 3.36.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- I didn't even know that there was any road safety programme/ they have deficient communication strategies.
- The lack of lights on pedestrian crossings.

Waikanae

- They waste money on the advertising.

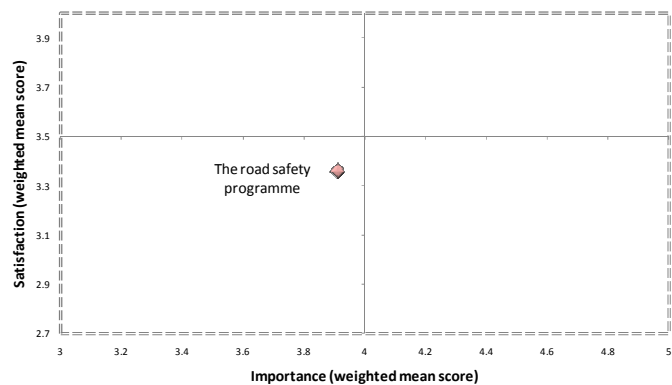
Paraparaumu

- I didn't know that such a programme existed.
- Road safety; you can't walk down, there are parts where you can't walk down and there is no pedestrian crossing.
- Wasn't aware of a road safety programme/ doesn't seem to be working.

Paekakariki-Raumati

- I haven't really heard about it, but there needs to be some action taken into making the programme more knowledgeable and out there for the general public to know.
- If the Council is going to add things to do with the safety of roads they should look at how expensive it is going to be and whether it is worth installing them/ they installed flashing lights outside the school which were expensive and now they don't work/ there is nothing there regarding safety of roads now.

Council's focus areas: A comparative analysis



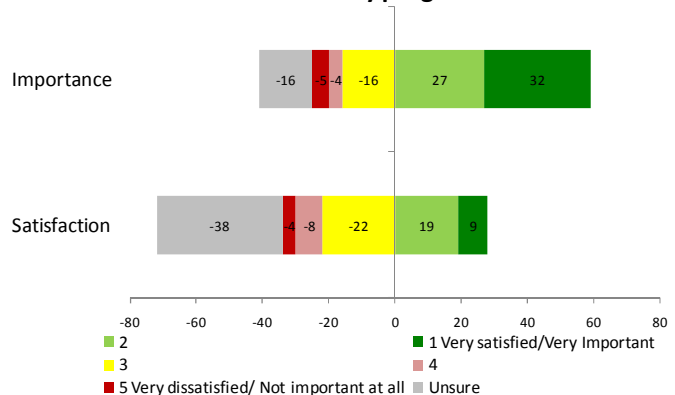
The road safety programme was perhaps not very well known among the Kapiti Coast residents with high proportions saying that they were unsure about both the importance and satisfaction ratings.

Fifty-nine percent of the respondents rated the *the road safety programme* to be important to them (rated 1-2 on the scale). Out of them, 32% of the respondents rated it as very important. 16% of the respondents were unsure about their rating on importance.

Importance of this service was higher in Paraparaumu (64% rated important) and was lower in Waikanae (48% rated important).

Twenty-eight percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 9% were very satisfied. 22% of the respondents were neutral, while 12% were dissatisfied with the *the road safety programme* in Kapiti Coast. 38% of the respondents were unsure about their rating on satisfaction.

The road safety programme



OPENING HOURS OF POOLS

Opening hours of pools belonged to the bottom left quadrant. Kapiti Coast residents ascribed a much lower importance score on this aspect in comparison to other services. The satisfaction score was somewhat below average.

This indicated that this service is not in need of critical attention, but should feature lower in the priority list for the Council.

It had an average importance score of 3.11 and an average satisfaction score of 3.35.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- I think they should be opened longer in the holidays; should be open at 6, and the weekend it is not open early in the morning for those who want an early swim.
- They should open at 9.00 instead of 11.00 especially in school holidays.

Waikanae

- I don't like the Raumati pool – it's horrible/ the pool at Waikanae is good - the outdoor pool; the only thing is that it should be open for longer depending how long the summer lasts and be flexible rather than just giving a date till when it will be open.
- The local Waikanae pool opens later than they normally do and closes too early.

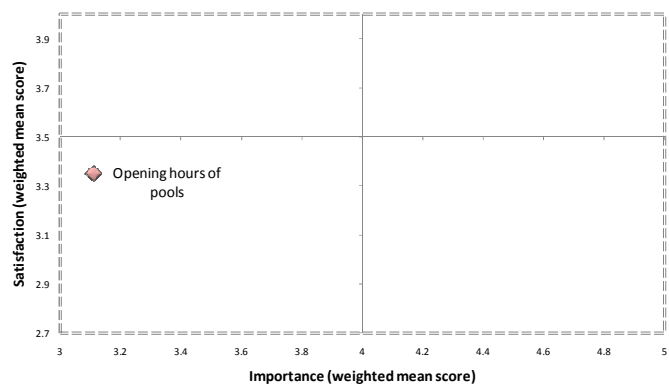
Paraparaumu

- There's only one pool here and it's not useful. It's not really the hours, it's the quality of pools.
- When they are open they are booked out with schools.

Paekakariki-Raumati

- It would be nice if it was open for longer and to all people.
- I don't like 10am opening on Saturday/ charging full price when the pool is rubbish/ quality is horrible/ the inside of the men's changing room is running with water/ the roof leaks.

Council's focus areas: A comparative analysis



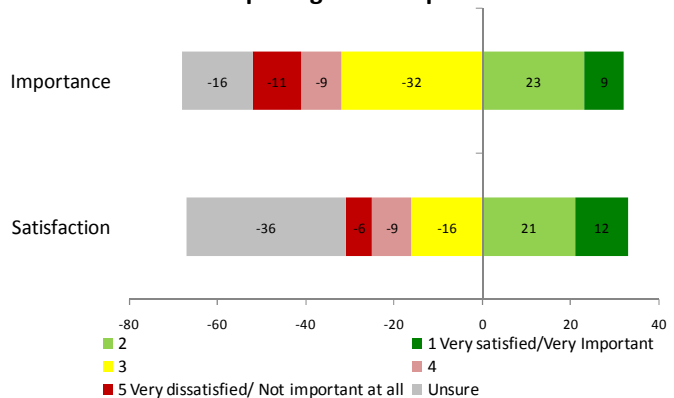
A large proportion of the Kapiti Coast residents said that they were unsure about both the importance and satisfaction ratings indicating that they did not probably avail much of the swimming pools.

Thirty-two percent of the respondents rated the *opening hours of pools* to be important to them (rated 1-2 on the scale) giving this service the lowest importance rating. 16% of the respondents were unsure about their rating on importance.

Thirty-three percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. 16% of the respondents were neutral while 15% were dissatisfied with the *opening hours of pools* in Kapiti Coast. 36% of the respondents were unsure.

Satisfaction was higher in Otaki (46% satisfied), and lower in Paraparaumu (27% satisfied). Satisfaction was higher in households with dependent children (41% satisfied) compared to others (28% satisfied).

Opening hours of pools



STANDARD OF SWIMMING POOLS

The service *standard of swimming pools* belonged to the bottom left quadrant.

Satisfaction on this service was the lowest among all services, making it a concern area. The fact that this service was rated lower than average on importance makes it a less critical issue. However, the very low satisfaction scores indicated that the issues with this service needed to be addressed soon.

It had an average importance score of 3.69 and an average satisfaction score of 2.75.

Reasons for dissatisfaction: Verbatim comments

Otaki

- They are not that clean looking/ the Raumati pool was never that great.
- Around here we only have one swimming pool and the chlorine in the pool is very high and it's very small.

Waikanae

- There is only one reasonable pool in Waikanae.
- Standard of the changing rooms is not good enough.

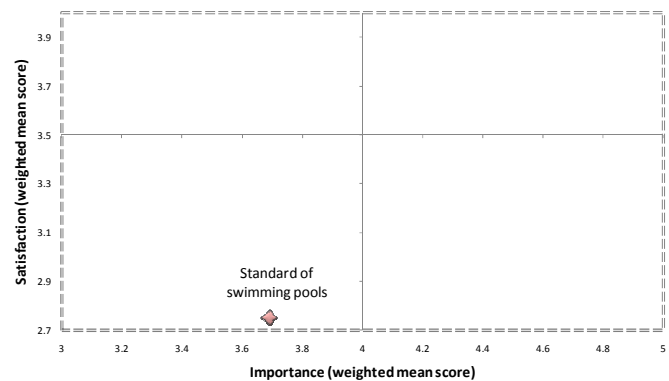
Paraparaumu

- It is a joke and it is very poor quality, Kapiti Council has had a plan for a new swimming pool for the past five years, but the new pool has still not come up and the present one is very poor quality.
- They need a new one/ the existing one is really old/ the one in Raumati is old and needs replacing.
- I am a school teacher and there is very limited availability for school children/ and the cost issues/ we have to go to Waikanae pools because of that and also the pools are too small.

Paekakariki-Raumati

- They need to do an aquatic centre for the area.
- The pool is just dreadful, specially the building.
- Because we need a new one and the old swimming pool leaks and the roof needs fixing as it is leaking as well.

Council's focus areas: A comparative analysis



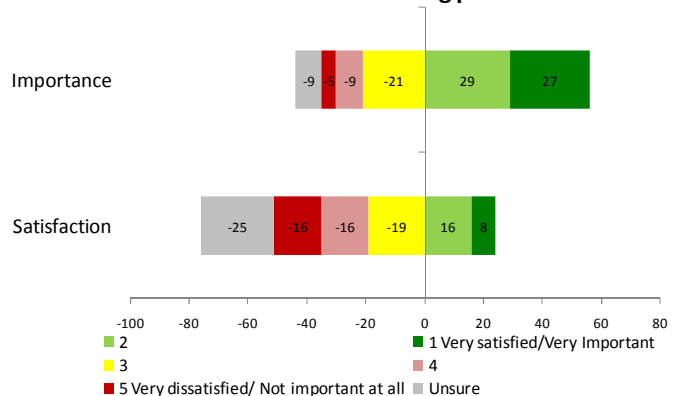
Fifty-six percent of the respondents rated the *standard of swimming pools* to be important to them (rated 1-2 on the scale).

Importance of this service was higher among those in the age group 40-64 (61% rated important) compared to those in the age group 65 plus (47% rated important). It was more important to those with dependent children (64% rated important), compared to others (50% rated important).

Satisfaction was low with 24% of the respondents reporting satisfaction (rated 1-2 on the scale) on this aspect. Out of them, only 8% were very satisfied. 19% of the respondents were neutral while 32% were dissatisfied with the *standard of swimming pools* in Kapiti Coast. 25% of the respondents were unsure about their rating on satisfaction.

Satisfaction was higher in Otaki (44% satisfied), and lower in Paraparaumu (16% satisfied) and Paekakariki-Raumati South (13% satisfied). Satisfaction increased with age with only 15% satisfied in the 18-39 age group and 31% satisfied in the 65+ age group.

Standard of swimming pools

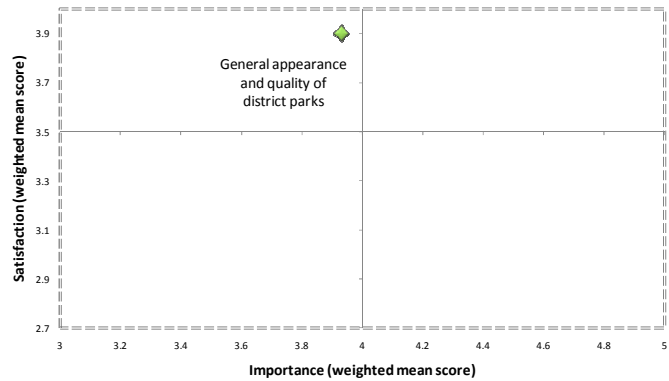


GENERAL APPEARANCE AND QUALITY OF DISTRICT'S PARKS

General appearance and quality of district's parks is one of the services on which Kapiti Coast residents had high satisfaction. However, its importance score was slightly below the average across different services.

It has an average importance score of 3.93 and an average satisfaction score of 3.90.

Council's focus areas: A comparative analysis



This is one of the few attributes in which the Kapiti Coast residents gave similar ratings to both satisfaction and importance.

Seventy-one percent of the respondents rated the *general appearance and quality of district's parks* to be important to them (rated 1-2 on the scale). Out of them, only about a quarter of the respondents (26%) rated this aspect as very important, indicating that though it was important to them, most of them would not rate this aspect as 'very' important.

Seventy percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 26% were very satisfied. 22% of the respondents were neutral while only 6% were dissatisfied with the *general appearance and quality of district's parks* in Kapiti Coast.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- My concerns are cleanliness and access.
- Well we have one, smallish playground area that is either full with overflowed rubbish, is generally unkempt.

Waikanae

- It should be cleaner.
- Maintenance over the last two years is not what it used to be.

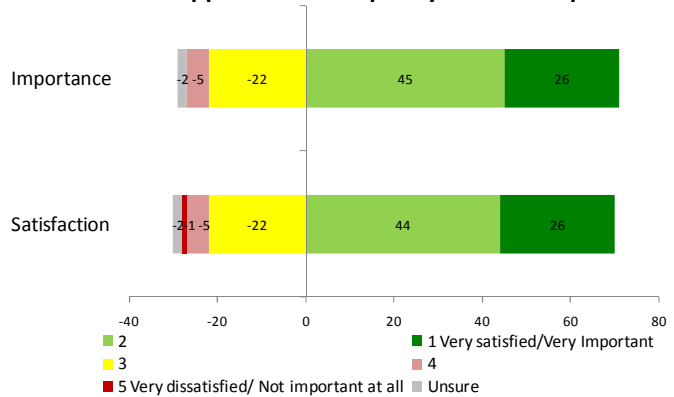
Paraparaumu

- The weeds grow very high/ it's about a foot high.
- Weeds and bushes not maintained.

Paekakariki-Raumati

- Vandalism and clean-up, placement of parks is bare, hidden away, should be more public.
- Number of playing fields is on the water table which causes flooding during rain, even in the summer months.

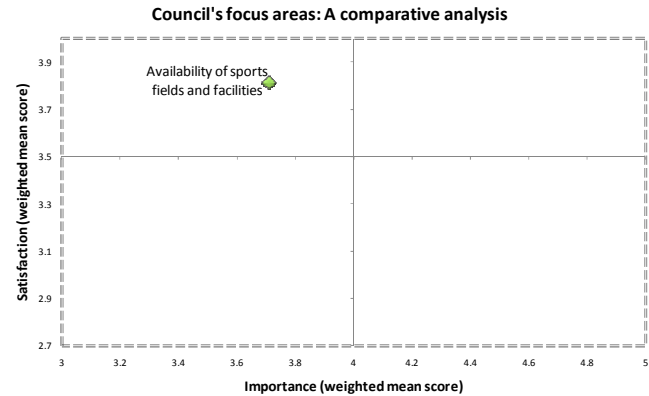
General appearance and quality of districts parks



AVAILABILITY OF SPORTS FIELDS AND FACILITIES

The *availability of sports fields and facilities* belonged to the top left quadrant with above average satisfaction; however, Kapiti Coast residents felt that this was of lower importance compared to many of the other services.

Availability of sports fields and facilities had an average importance score of 3.71 and an average satisfaction score of 3.81.



Kapiti Coast residents have also given similar ratings to both satisfaction and importance on *availability of sports fields and facilities*.

Fifty-nine percent of the respondents rated the *availability of sports fields and facilities* to be important to them (rated 1-2 on the scale). Out of them, only 24% of the respondents rated this aspect as very important.

This service was more important among those with dependent children (66% mentioned important) compared to others (54% mentioned important).

Fifty-nine percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 22% were very satisfied. 19% of the respondents were neutral while 8% were dissatisfied with the *availability of sports fields and facilities* in Kapiti Coast. 14% of the respondents were unsure about their rating on satisfaction, indicating that awareness of this service could be increased.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- I feel some of them are looking a bit tired/ they just need new seating and facilities.

Waikanae

- There should be more fields for the games like football and soccer.
- Husband in a soccer team and most of the time, they either can't train on the park and it is very difficult to find alternative venues especially indoor, so they end up going to the gym or nowhere else.

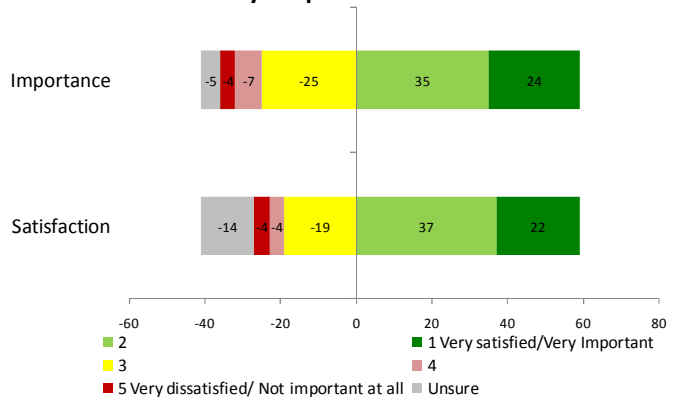
Paraparaumu

- They are always closed when the weather is wet/ drainage is poor.
- There are a limited number of parks/ there aren't many places to take a dog for a walk/ cycling around the district is very dangerous and the district walkways are linked badly.

Paekakariki-Raumati

- We need more, we only have one sports facility over here, more children would love to get more involved in indoor and outdoor sports and somewhere for recreation, but there is nothing there.

Availability of sports fields and facilities

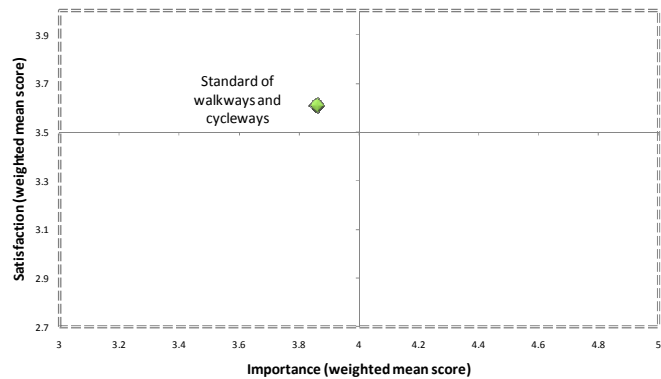


STANDARD OF WALKWAYS AND CYCLEWAYS

Standard of walkways and cycleways also belonged to the top left quadrant with above average satisfaction and lower than average importance.

It had an average importance score of 3.86 and an average satisfaction score of 3.61.

Council's focus areas: A comparative analysis



Sixty-eight percent of the respondents rated the *standard of walkways and cycleways* to be important to them (rated 1-2 on the scale). Out of them only 26% of the respondents rated this aspect as very important, indicating that this was very important to perhaps a segment of the residents.

Fifty-two percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 16% were very satisfied. 29% of the respondents were neutral while 9% were dissatisfied with the *standard of walkways and cycleways* in Kapiti Coast. 10% of the respondents were unsure about their rating on satisfaction.

Satisfaction was lower in Otaki (44% satisfied) and Paraparaumu (47% satisfied) but higher in Waikanae (65% satisfied).

Reasons for dissatisfaction: Verbatim comments

Otaki

- There is not enough of them/ and the ones that are there are badly marked.
- The path stops, it should go round instead, no signals at the school area.

Waikanae

- People get confused, cyclists use the footpaths not the cycleways.
- Could be better because of potholes in the footpath and it is rough - so harder to walk on.

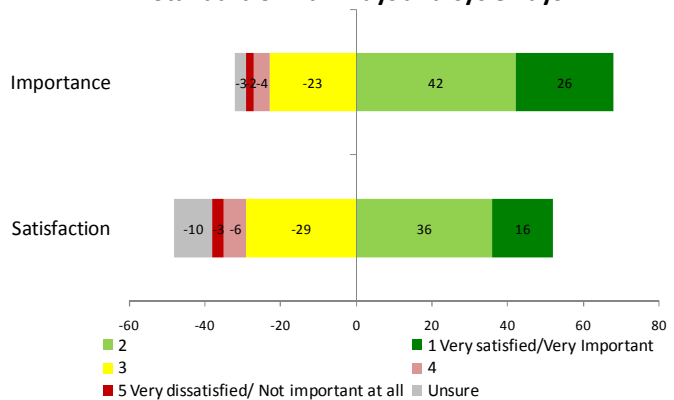
Paraparaumu

- Sometimes the walkway suddenly disappears, not completely there.
- I don't believe them to be too well marked, not very safe. The footpaths are also quite uneven in different areas.

Paekakariki-Raumati

- I don't see evidence of a cycle path.
- It's kind of hard, at places like parks - there is not a cleared footpath.
- There are not enough walkways and cycleways. They're not green enough; what's there is not user-friendly either.

Standard of walkways and cycleways



STANDARD OF PLAYGROUNDS

The *standard of playgrounds* also belonged to the top left quadrant. Kapiti Coast residents had high satisfaction with the playgrounds in the region. The importance score on this aspect was slightly lower than average.

It had an average importance score of 3.89 and an average satisfaction score of 3.84.

Reasons for dissatisfaction: Verbatim comments

Otaki

- I just think they need a bit of renovation at the moment/ the park near the pool is often dirty like rubbish around/ a bit old.
- Lack of playgrounds in the Rangiuuru area/ we have got big nature playgrounds beach and river but there is nowhere to take the kids in this area for a playground specifically/ the Council is out of touch with the needs of the community they haven't been approached or asked specifically, no research into it whatsoever, there are a number of sites available to do that and create a playground.

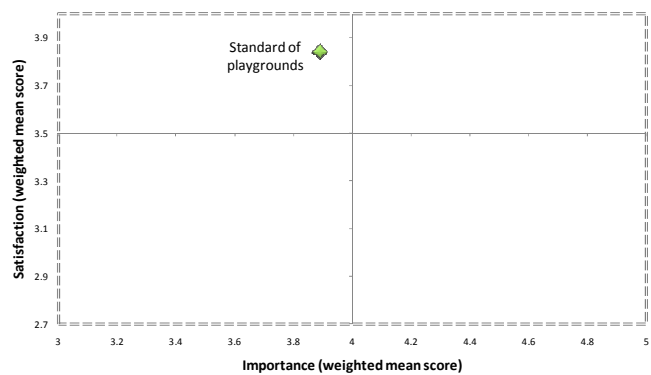
Paraparaumu

- There are too many dogs and the owners don't clean up after the dogs' mess.
- There aren't enough of them/ no recreation services for teenager and no indoor recreation services.

Paekakariki-Raumati

- There are a lot more they could do for them, provide more variety of equipment.

Council's focus areas: A comparative analysis



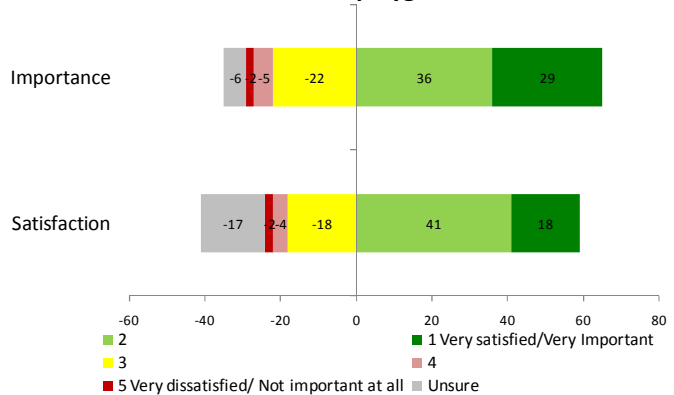
Sixty-five percent of the respondents rated the *standard of playgrounds* to be important to them (rated 1-2 on the scale). Out of them, 29% of the respondents rated this aspect as very important.

As can be expected, importance of this aspect decreased with age with 79% in the 18-39 age group rating it as important while 57% of the 65 plus age group rated it as important. Also, its importance was higher among those with dependent children (79% rated important) compared to others (57% rated important).

Fifty-nine percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 18% were very satisfied. 18% of the respondents were neutral while 6% were dissatisfied with the *standard of playgrounds* in Kapiti Coast. 17% of the respondents were unsure about their rating on satisfaction.

Satisfaction was higher among those with dependent children (69% satisfied) compared to others (54% satisfied).

Standard of playgrounds



STANDARD OF URBAN KERBSIDE RECYCLING COLLECTION

The *standard of urban kerbside recycling collection* belonged to the top right quadrant with above average satisfaction and above average importance scores.

The Council should leverage the success of the delivery of this service because it was both important to the Kapiti Coast residents and their satisfaction levels were also higher than average.

It had an average importance score of 4.06 and an average satisfaction score of 3.63.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- We have to pay extra on top/ we pay for the wheelie bin and extra for recycling.
- We have to pay for our private collection; the Council does not cover any in the rural area.
- They don't always take away all of the plastic material.

Waikanae

- At times not collected, boxes broken down, some items not collected, not sure what, what's not allowable.
- I'm not sure but when we put our recycling out things are left out in the bin.
- I don't get it where I live and that's the reason why I'm dissatisfied/ I feel they should have a wider collection or network.

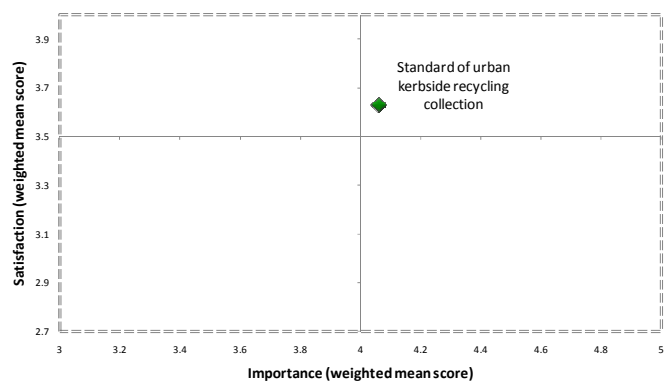
Paraparaumu

- Basically there is stuff in the bin that they don't still collect/ the rubbish collection is awful/ it's thrown over the street or the neighbours house/ the bin is not collected well.
- We don't get this service/ we pay rates and everything and still we don't get it and it's quite frustrating.

Paekakariki-Raumati

- They leave a lot of the rubbish behind/ I once left the pizza boxes and they didn't collect them the next day.
- The cost of recycling bins is too expensive.

Council's focus areas: A comparative analysis

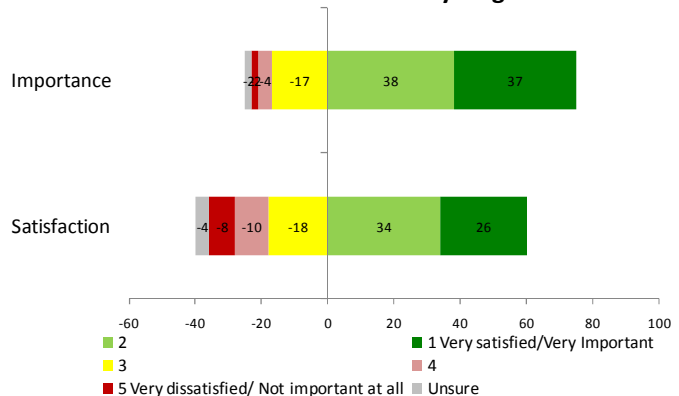


Seventy-five percent of the respondents rated the *standard of urban kerbside recycling collection* to be important to them (rated 1-2 on the scale), with proportions almost equally split between those who rated as 1 (very important) and those who rated 2.

Importance of this service increased with age with 80% of the 65 plus age group rating it as important compared to 70% of the 18-39 age group.

Sixty percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 26% were very satisfied. 18% of the respondents were neutral while 18% were dissatisfied with the *standard of urban kerbside recycling collection* in Kapiti Coast.

Standard of urban kerbside recycling collection

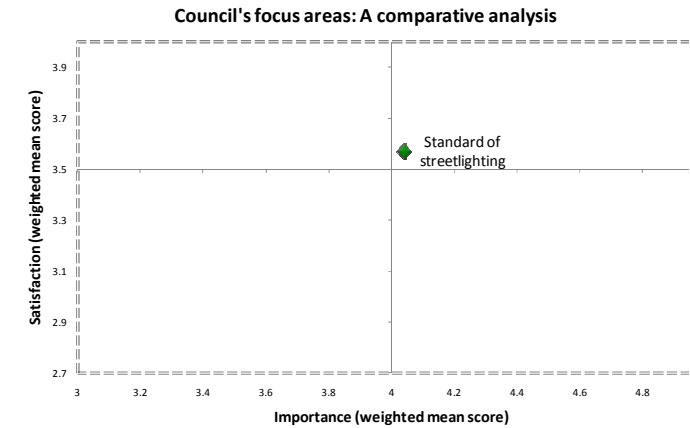


STANDARD OF STREET LIGHTING

The *standard of street lighting* also belonged to the top right quadrant. However, both average satisfaction and average importance were only slightly above average.

This demonstrated that the Council provided a service that residents needed and has been successful in making them satisfied with it. The Council should continue its emphasis on this service.

It had an average importance score of 4.04 and an average satisfaction score of 3.57.



Reasons for dissatisfaction: Verbatim comments

Otaki

- In some areas the lighting is not enough/ in some of the areas there is more lighting than required.
- Locally, the street lighting is not adequate, and sometimes you will find the lights are on one side and the footpath is on the other.

Waikanae

- The street is not well lit; there are a few other streets in the Waikanae beach area that are not well lit.
- Street lights have been out for a month; doesn't get fixed quickly.

Paraparaumu

- I was driving around the other night and there were quite a few out, I would say it was a maintenance issue.
- In some areas there is no lighting, making dark areas which are not very safe.

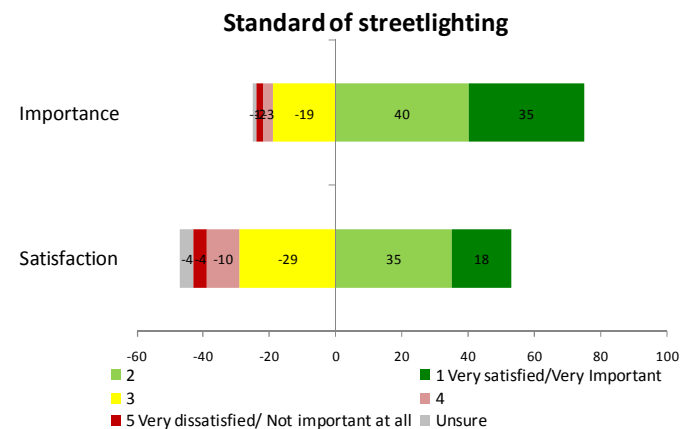
Paekakariki-Raumati

- I'm a cyclist and out early in the mornings and regularly notice that there are light bulbs out; would prefer that they are maintained a bit better.
- The lights stay out for quite a while before they are fixed, it happens a lot of time and people send emails about it but nothing happens.

Seventy-five percent of the respondents rated the *standard of street lighting* to be important to them (rated 1-2 on the scale). Out of them, 35% of the respondents rated this aspect as very important.

As can be expected, this issue was more important among the 65+ (83% rated important) compared to the other age groups.

Fifty-three percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 18% were very satisfied. 29% of the respondents were neutral while 14% were dissatisfied with the *standard of street lighting* in Kapiti Coast.



6. Contact with Council

6.1 Contact with Council











Residents of the Kapiti Coast were asked if they had contacted the Council about any aspect of its services in the last 12 months. 39% of the respondents said that they had contacted the Council while the remaining did not.

COUNCIL CONTACT	
<i>Have you contacted the council about any aspect of its services in the last 12 months?</i>	
	%
Yes	39
No	61

Base: All respondents (n=400)

6.2 Issue for which contacted

There was a variety of issues for which the Kapiti Coast residents had contacted the Council. The frequent issues for which the Council was contacted were recycling and rubbish, dog control, related to footpaths and expressways and blocked drains or flooding due to stormwater. Water supply was also one of the issues for which 10% of the residents had contacted the Council.

Issue for which contacted		%	Issue for which contacted		%
	Recycling and rubbish	17		Dog related e.g. Dog control	15
	Road related e.g. Footpaths, expressway	13		Stormwater related e.g. Blocked drain, flooding	11
	Water related e.g. Water supply	10		Licences/ permits e.g. Building consent, fire permit	8.7
	Street lighting	6.4		Noise control	5.8
	Tree trimming and lawn mowing	5.2		Swimming pool	3.4

Base: All respondents
(n=400)

Question: What was the issue?

ISSUE FOR WHICH COUNCIL CONTACTED

What was the issue?

	All	Otaki	Waikanae	Paraparaumu	Paekakariki- Raumati South
		%	%	%	%
	n=400	n=68	n=95	n=150	n=87
Recycling and Rubbish	16.9	7.6	23.2	16.2	19.9
Recycling	7.2	1.4	10.9	8.2	7.4
Rubbish	7.0	2.9	8.5	7.0	8.9
Rubbish tip/ Refuse station/ New bin	2.7	3.3	3.8	1.0	3.6
Dog related	15	7	15	21	16
Dogs/ Dog control	13.8	7.2	14.8	18.1	12.5
Dog registration	1.6	-	-	2.5	3.6
Road related	13	22	9	16	6
Road issues	5.9	12.4	3.6	5.0	3.9
Footpaths/ Footpath repairs	4.8	9.2	1.8	5.8	2.4
Proposed expressway	2.7	-	3.8	5.5	-
Stormwater related	11	12	12	15	1
Stormwater drains/ blocked drains/ broken stormwater drains/ sewage	7.9	7.4	9.1	12.1	1.4
Flooding	2.7	4.9	2.9	3.0	-
Water related	10	14	10	5	15
Water supply/ Water metre bylaw	9.7	13.7	9.5	3.5	15.1
Water quality	0.5	-	-	1.4	-
License/ Permits	8.7	13.1	12.7	7.3	2.6
Building consent/ Resource consent	5.1	7.1	5.6	5.3	2.6
Fire permit	2.8	4.2	5.3	2.0	-
Other permits	1.7	1.8	3.6	1.4	0.0
Street lighting	6.4	-	4.7	8.3	11.4
Noise/ Noise control	5.8	7.4	-	5.4	11.0
Tree trimming/ Mowing of grass verges	5.2	4.2	4.7	6.0	6.0
Swimming pool	3.4	3.5	6.3	3.5	-
Rates	2.5	4.0	2.0	1.0	3.7
Sub-division	1.9	4.9	1.8	1.5	-
Other	18.4	28.8	23.4	3.0	25.0
Unsure	4.7	3.4	8.3	3.5	4.0

Base: All respondents

6.3 Responsiveness of the Council

If they had contacted the Council, residents of the Kapiti Coast were asked how responsive they felt the Council was towards the service issue or issues that they had raised.

Fifty eight percent of the respondents said that the Council was responsive (rated 1-2 on the five point scale), with 41% of the respondents saying that they were very responsive. 15% of the respondents gave a neutral rating to the Council's responsiveness while 25% of the respondents said that the Council was not responsive to the issues that they had raised.

RESPONSIVENESS OF COUNCIL	
<i>Using a 1-5 scale where 1 means, very responsive, and 5 means, not responsive at all, overall how responsive was the council to the service issue or issues you raised?</i>	
	%
1 Very responsive	41
2	17
TOTAL 1 + 2	58
3	15
4	11
5 Not responsive at all	14
TOTAL 4 + 5	25
Unsure	2

Base: 60% of respondents who have contacted the Council (n=154)

7. Communication with the Council

7.1 Communication by the Council: Overall

Kapiti Coast residents were asked to state their agreement on the following statements about the communications and information that the Council provided on its meetings, policies and democratic services. They rated each statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

The ratings on three of the four statements were similar with more than three-quarters of the respondents agreeing or giving a neutral rating:

- The communications are easy to get (45% total agreed, 30% neutral).
- The communications are appropriate (45% total agreed, 30% neutral).
- The communications are timely (42% total agreed, 36% neutral).

On the aspect of 'The communications encourage you to take part or get involved', 35% of the respondents agreed to it and 31% rated it as neutral.

The percentage of respondents who were unsure was between 9% to 12% across all the statements.

A higher proportion of residents in Otaki (57%) agreed to the statement "The communications are easy to get" compared to those in Paraparaumu (39%).

STATEMENT TESTING – MEETINGS, POLICIES AND DEMOCRATIC SERVICES

Using a 1-5 scale where, 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree with the following statements about the communications and information the council provides on its meetings, policies and democratic services?

	1 Strongly agree %	2 %	TOTAL 1 + 2 %	3 %	4 %	5 Strongly disagree %	TOTAL 4 + 5 %	Unsure %
The communications are easy to get	17	28	45	30	9	5	14	11
The communications are appropriate	14	31	45	30	10	3	13	12
The communications are timely	15	27	42	36	8	4	12	10
The communications encourage you to take part or get involved	14	21	35	31	15	10	25	9

Base: All respondents (n=400)

7.2 Communication by the Council: Libraries, the Arts and Museums

Kapiti Coast residents were asked to state their agreement on the following statements about the communications and information that the Council provided on its Libraries, the Arts and Museums. They rated each statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

Most of the Kapiti Coast residents agreed or remained neutral to all the statements related to communication about its Libraries, the Arts and Museums. The ratings on all four statements were similar with almost four-fifth of the residents agreeing or giving a neutral rating:

- The communications are appropriate (60% total agreed, 22% neutral).
- The communications are easy to get (56% total agreed, 24% neutral).
- The communications are timely (52% total agreed, 26% neutral).
- The communications encourage you to take part or get involved (49% total agreed, 27% neutral).

The percentage of respondents who were unsure hovered between 8% to 15% across all the statements.

Agreement to the statement, 'The communications encourage you to take part or get involved' was higher among the older age group of 60 plus (55% agreed) compared to the younger age group of 18-39 (41% agreed).

STATEMENT TESTING – LIBRARIES, THE ARTS AND MUSEUMS

Using a 1-5 scale where 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree with the following aspects of the communications and information the council provides on its Libraries, the Arts and Museums.

	1 Strongly agree	2	TOTAL 1 + 2	3	4	5 Strongly disagree	TOTAL 4 + 5	Unsure
	%	%	%	%	%	%	%	%
The communications are appropriate	25	35	60	22	5	3	8	10
The communications are easy to get	25	31	56	24	8	3	11	9
The communications are timely	22	30	52	26	7	1	8	14
The communications encourage you to take part or get involved	20	29	49	27	10	5	15	9

Base: All respondents (n=400)

7.3 Communication by the Council: Sustainable environment

Kapiti Coast residents were asked to state their agreement on the following statements about the communications and information that the Council provided on supporting a sustainable environment. They rated each statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

The ratings on all the four statements were similar with about three-quarters of the respondents agreeing or giving a neutral rating:

- The communications are easy to get (48% total agreed, 27% neutral).
- The communications are appropriate (48% total agreed, 30% neutral).
- The communications encourage you to take part or get involved (46% total agreed, 27% neutral).
- The communications are timely (44% total agreed, 29% neutral).

The percentage of respondents who were unsure ranged between 7% to 12% across all statements.

Agreement was higher among residents in Paekakariki-Raumati South compared to those in Waikanae on the statements related to communications provided by the Council on sustainable environment:

- The communications are timely (54% of Paekakariki-Raumati South residents agreed to the statement compared to 38% in Waikanae).
- The communications are easy to get (62% of Paekakariki-Raumati South residents agreed to the statement compared to 36% in Waikanae).
- The communications encourage you to take part or get involved (62% of Paekakariki-Raumati South residents agreed to the statement compared to 39% in Waikanae).
- The communications are appropriate (59% of Paekakariki-Raumati South residents agreed to the statement compared to 41% in Waikanae).

STATEMENT TESTING – SUSTAINABLE ENVIRONMENT

Using a 1-5 scale where 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree with the following aspects of the communications and information the council provides on supporting a sustainable environment.

	1 Strongly agree %	2 %	TOTAL 1 + 2 %	3 %	4 %	5 Strongly disagree %	TOTAL 4 + 5 %	Unsure %
The communications are easy to get	16	32	48	27	12	5	17	8
The communications are appropriate	20	28	48	30	8	4	12	10
The communications encourage you to take part or get involved	16	30	46	27	12	8	20	7
The communications are timely	14	30	44	29	11	4	15	12

Base: All respondents (n=400)

7.4 Sources of information about the Council

Respondents were asked to state their main sources of information about the Council. Information sources mentioned first by each respondent were recorded and reported separately. All information sources mentioned by respondents were also reported in aggregate.

More than 75% of the Kapiti Coast residents mentioned that newspapers were their main source of information as their first mention response.

Council website, mails from the Council and printed newsletters were the other information sources for the Kapiti Coast residents.

SOURCES OF INFORMATION		
<i>What are your main sources of information about council?</i>		
	First mention %	Total mentions %
Newspaper	75.5	88.3
Council website	6.0	18.0
Direct mail from the Council	3.0	14.0
Print newsletters from the Council	3.0	11.5
Council notices in public places, libraries, swimming-pools etc	2.3	9.0
Word of mouth	2.3	7.3
Other information from Council (book/ community board member/ in person)	1.3	1.5
Internet	1.0	2.5
Public meetings	1.0	4.0
Radio	1.0	11.0
Information in the rates bill	0.8	3.0
Phoning the Council	0.8	3.5
Local directory/ Phone book	0.8	0.8
Billboards	0.3	1.0
Email newsletters	0.3	2.0
Flyer/ Leaflets/ Pamphlets/ Circulars	0.3	1.0
General knowledge	-	0.5
Library	-	0.8
TV	-	0.5
Nil/ Nothing else	0.8	-

Base: All respondents (n=400)

8. Findings by wards

8.1 Otaki (n=68)

Compared to overall, satisfaction levels in Otaki were higher on certain services. Otaki was the only ward in the Kapiti Coast where residents were not dissatisfied with the water supply:

- Quality of water supply (54% satisfied in Otaki compared to 35% overall).
- Reliability of water supply (65% satisfied in Otaki compared to 49% overall).

As expected, quality of water supply and reliability of water supply were perceived to be less important priorities for the Council by the residents of Otaki.

Since Otaki has its own well working swimming pool, residents had higher satisfaction levels on swimming pool related services:

- Standard of swimming pools (44% satisfied in Otaki compared to 24% overall).
- Opening hours of pools (46% satisfied in Otaki compared to 33% overall).

Residents of Otaki were also more satisfied on management of dog and animal issues compared to overall (55% satisfied in Otaki compared to 45% overall).

Satisfaction levels were somewhat lower on standard of walkways and cycleways (44% satisfied in Otaki compared to 52% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
General appearance and quality of district parks	71	70
Reliability of water supply	65	82
Availability of sports fields and facilities	60	58
Standard of playgrounds	58	67
Management of dog and animal issues	55	63
Standard of urban kerbside recycling collection	55	76
Quality of water supply	54	81
Standard of roads other than State Highway One	53	79
Standard of streetlighting	48	76
Opening hours of pools	46	38
Standard of wastewater treatment and disposal	45	72
Standard of walkways and cycleways	44	64
Standard of swimming pools	44	59
Standard of footpaths	39	77
Standard of stormwater management	36	72
The road safety programme	33	61

The critical issues in Otaki were fewer and somewhat different from other wards. Quality of water supply and reliability of water supply did not feature among the critical issues in Otaki. The services which required immediate attention were:

- Standard of stormwater management (72% rated important, 36% satisfied).
- Standard of roads other than State Highway One (79% rated important, 53% satisfied).
- Standard of footpaths (77% rated important, 39% satisfied).
- Standard of street lighting (76% rated important, 48% satisfied).

There were only two services that fell in the low satisfaction-low importance quadrant in Otaki:

- Standard of walkways and cycleways (64% rated important, 44% satisfied).
- The road safety programme (61% rated important, 33% satisfied).

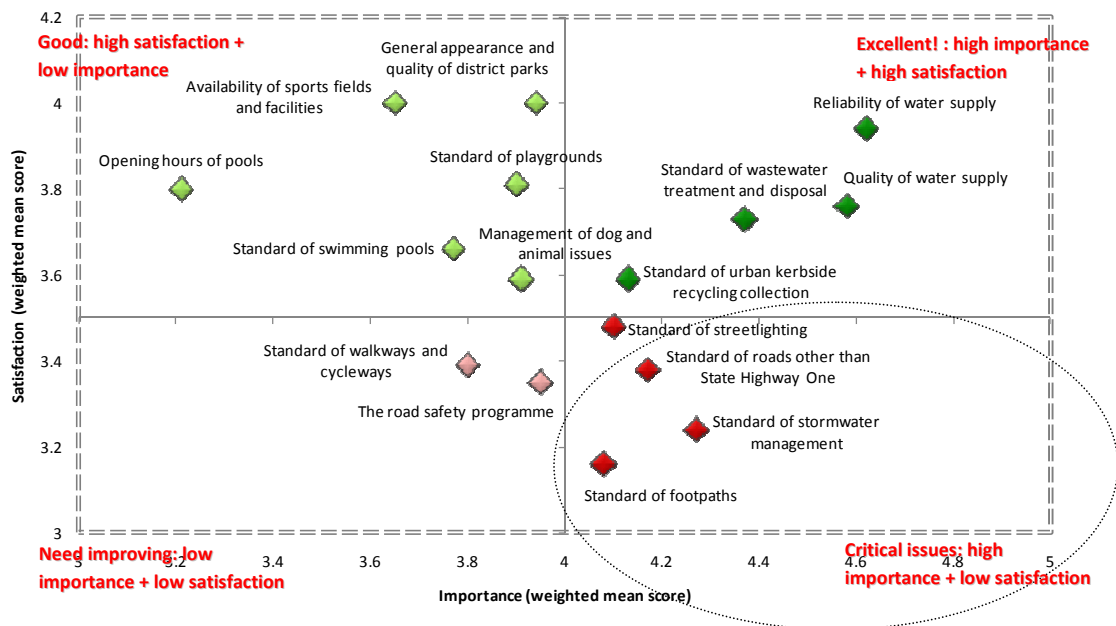
In Otaki, a lot of services fell in the top left quadrant of high satisfaction and low importance.

- General appearance and quality of district's parks (70% rated important, 71% satisfied).
- Availability of sports fields and facilities (58% rated important, 60% satisfied).
- Opening hours of pools (38% rated important, 46% satisfied).
- Standard of playgrounds (67% rated important, 58% satisfied).
- Standard of swimming pools (59% rated important, 44% satisfied).
- Management of dog and animal issues (63% rated important, 55% satisfied).

Four services belonged to the top right quadrant of high satisfaction and high importance in Otaki:

- Reliability of water supply (82% rated important, 65% satisfied).
- Quality of water supply (81% rated important, 54% satisfied).
- Standard of wastewater treatment and disposal (72% rated important, 45% satisfied).
- Standard of urban kerbside recycling collection (76% rated important, 55% satisfied).

Council's focus areas: A comparative analysis



8.2 Waikanae (n=95)

Compared to overall, satisfaction levels in Waikanae was higher on standard of walkways and cycleways (65% satisfied in Waikanae compared to 52% overall).

Dissatisfaction on services related to water was higher among Waikanae residents compared to overall:

- Quality of water supply (23% satisfied in Waikanae compared to 35% overall).
- Reliability of water supply (37% satisfied in Waikanae compared to 49% overall).

Due to an already existing swimming pool in this ward, standard of swimming pools was perceived as a less important service to the residents (48% rated as important in Waikanae compared to 56% overall). Other services that had lower importance compared to overall were:

- Availability of sports fields and facilities (51% rated as important in Waikanae compared to 59% overall)
- Standard of playgrounds (57% rated as important in Waikanae compared to 65% overall).
- The road safety programme (48% rated as important in Waikanae compared to 59% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
General appearance and quality of district parks	72	68
Standard of walkways and cycleways	65	67
Standard of urban kerbside recycling collection	59	70
Availability of sports fields and facilities	57	51
Standard of playgrounds	57	57
Standard of streetlighting	54	78
Management of dog and animal issues	47	56
Standard of roads other than State Highway One	44	87
Standard of footpaths	39	77
Standard of stormwater management	39	71
Reliability of water supply	37	93
Opening hours of pools	33	33
Standard of wastewater treatment and disposal	31	78
Standard of swimming pools	30	48
The road safety programme	24	48
Quality of water supply	23	90

There were several issues that fell in the critical issues quadrant in Waikanae:

- Quality of water supply (90% rated important, 23% satisfied).
- Reliability of water supply (93% rated important, 37% satisfied).
- Standard of wastewater treatment and disposal (78% rated important, 31% satisfied).
- Standard of footpaths (77% rated important, 39% satisfied).
- Standard of roads other than State Highway One (87% rated important, 44% satisfied).
- Standard of stormwater management (71% rated important, 39% satisfied).

Four of the services fell in the low satisfaction-low importance quadrant in Waikanae:

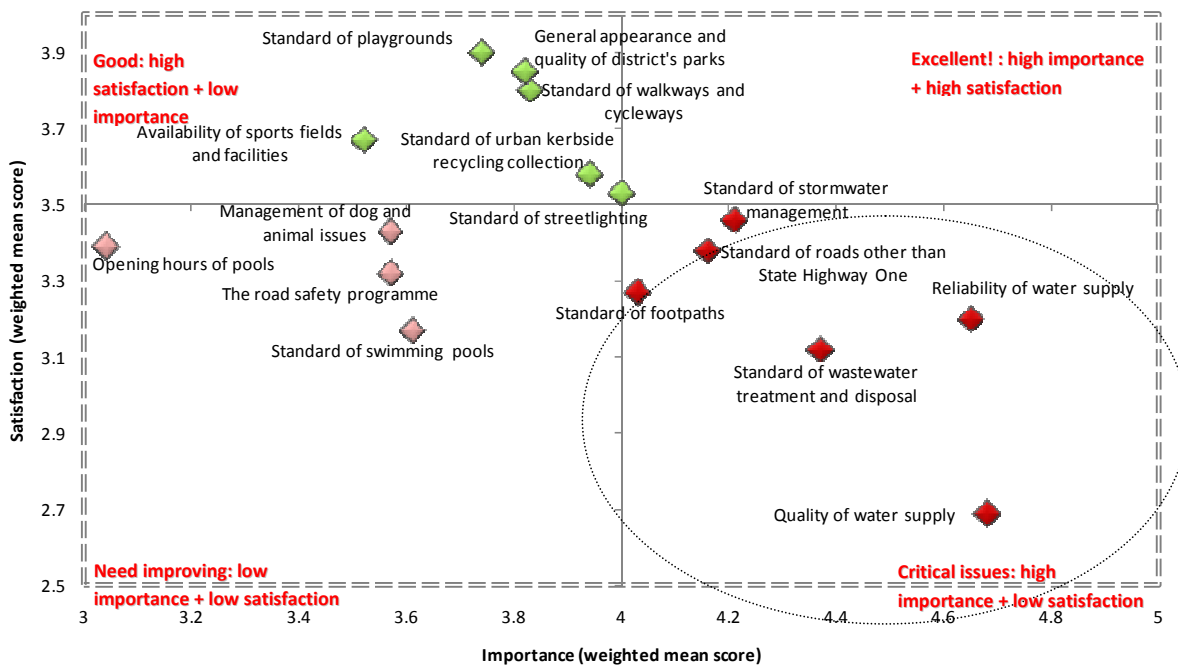
- Standard of swimming pools (48% rated important, 30% satisfied).
- The road safety programme (48% rated important, 24% satisfied).
- Opening hours of pools (33% rated important, 33% satisfied).
- Management of dog and animal issues (56% rated important, 47% satisfied).

A lot of services fell in the top left quadrant of high satisfaction and low importance.

- Standard of playgrounds (57% rated important, 57% satisfied).
- General appearance and quality of district's parks (68% rated important, 72% satisfied).
- Standard of walkways and cycleways (67% rated important, 65% satisfied).
- Availability of sports fields and facilities (51% rated important, 57% satisfied).
- Standard of urban kerbside recycling collection (70% rated important, 59% satisfied).
- Standard of street lighting (78% rated important, 54% satisfied).

There was no clear strength among the services tested emerging in Waikanae, i.e. no service was perceived as having both higher than average importance and higher than average satisfaction.

Council's focus areas: A comparative analysis



8.3 Paraparaumu (n=150)

Importance and satisfaction of services as perceived by Paraparaumu residents were mostly in line with that seen at an overall level.

However, management of dog and animal issues was perceived to be a more important issue here compared to overall (67% rated as important in Paraparaumu compared to 60% overall). Satisfaction levels were again lower on standard of swimming pools in Paraparaumu (16% satisfied in Paraparaumu compared to 24% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
General appearance and quality of district parks	67	70
Standard of playgrounds	62	69
Standard of urban kerbside recycling collection	61	73
Availability of sports fields and facilities	59	62
Standard of streetlighting	57	78
Reliability of water supply	48	94
Standard of walkways and cycleways	47	65
Standard of stormwater management	45	81
Standard of footpaths	44	78
Standard of wastewater treatment and disposal	43	81
Standard of roads other than State Highway One	41	81
Management of dog and animal issues	37	67
Quality of water supply	29	90
The road safety programme	28	64
Opening hours of pools	27	31
Standard of swimming pools	16	58

There were several critical issues in Paraparaumu:

- Quality of water supply (90% rated important, 29% satisfied).
- Reliability of water supply (94% rated important, 48% satisfied).
- Standard of roads other than State Highway One (81% rated important, 41% satisfied).
- Standard of footpaths (78% rated important, 44% satisfied).
- The road safety programme (64% rated important, 28% satisfied).
- Standard of stormwater management (81% rated important, 45% satisfied).

There were three services that fell in the low satisfaction-low importance quadrant in Paraparaumu:

- Standard of swimming pools (58% rated important, 16% satisfied).
- Opening hours of pools (31% rated important, 27% satisfied).
- Management of dog and animal issues (67% rated important, 37% satisfied).

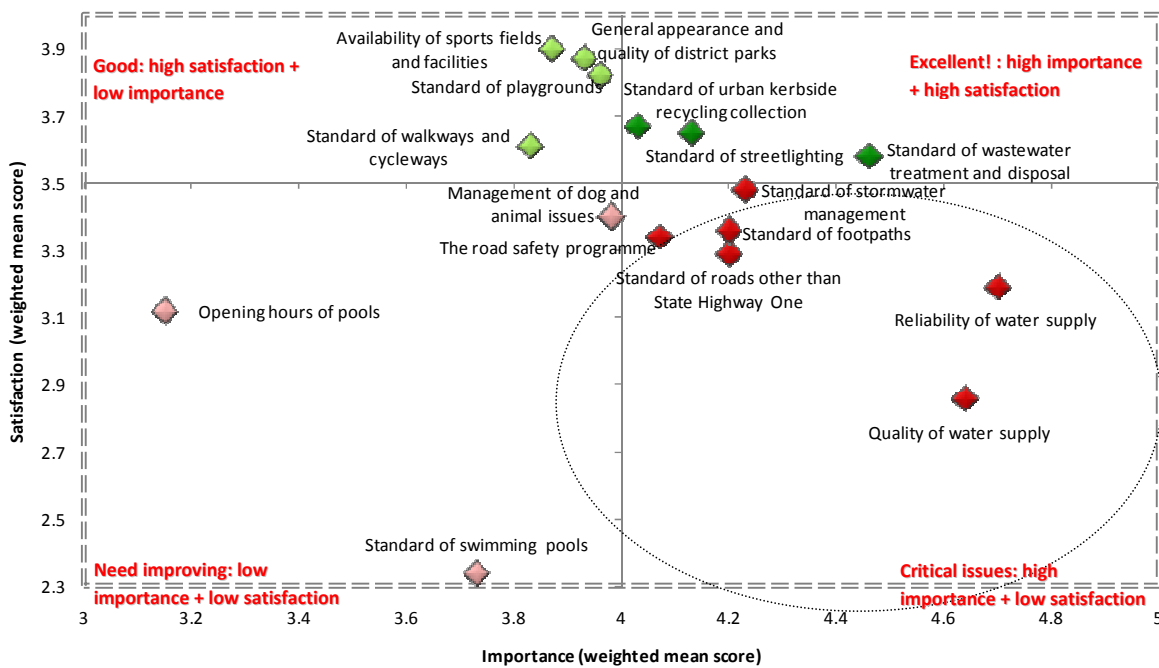
Services that fell in the top left quadrant of high satisfaction and low importance were:

- Availability of sports fields and facilities (62% rated important, 59% satisfied).
- General appearance and quality of district's parks (70% rated important, 67% satisfied).
- Standard of playgrounds (69% rated important, 62% satisfied).
- Standard of walkways and cycleways (65% rated important, 47% satisfied).

Services that had high importance and satisfaction were:

- Standard of urban kerbside recycling collection (73% rated important, 61% satisfied).
- Standard of street lighting (78% rated important, 57% satisfied).
- Standard of wastewater treatment and disposal (81% rated important, 43% satisfied).

Council's focus areas: A comparative analysis



8.4 Paekakariki-Raumati South (n=87)

Satisfaction levels on standard of roads other than State Highway One was higher than overall in Paekakariki-Raumati South (57% satisfied in Paekakariki-Raumati South compared to 47% overall). On standard of swimming pools, satisfaction was even lower in Paekakariki-Raumati South than the low overall average satisfaction (13% satisfied in Paekakariki-Raumati South compared to 24% overall).

Standard of urban kerbside recycling collection was perceived as more important in this ward compared to overall (83% rated as important in Paekakariki-Raumati South compared to 75% overall). Management of dog and animal issues was less important in Paekakariki-Raumati South compared to overall (50% rated as important in Paekakariki-Raumati South compared to 60% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
General appearance and quality of district parks	70	77
Standard of urban kerbside recycling collection	62	83
Availability of sports fields and facilities	60	62
Standard of playgrounds	58	67
Standard of roads other than State Highway One	57	81
Reliability of water supply	56	89
Standard of walkways and cycleways	53	74
Standard of streetlighting	51	69
Standard of footpaths	48	73
Management of dog and animal issues	46	50
Quality of water supply	41	93
Standard of stormwater management	37	77
Standard of wastewater treatment and disposal	36	83
Opening hours of pools	34	26
The road safety programme	30	59
Standard of swimming pools	13	57

There were four critical issues in Paekakariki-Raumati South:

- Quality of water supply (93% rated important, 41% satisfied).
- Reliability of water supply (89% rated important, 56% satisfied).
- Standard of wastewater treatment and disposal (83% rated important, 36% satisfied).
- Standard of stormwater management (77% rated important, 37% satisfied).

The services that fell in the low satisfaction-low importance quadrant in Paekakariki-Raumati South were:

- Standard of swimming pools (57% rated important, 13% satisfied).
- Opening hours of pools (26% rated important, 36% satisfied).
- Standard of footpaths (73% rated important, 48% satisfied).
- The road safety programme (59% rated important, 30% satisfied).

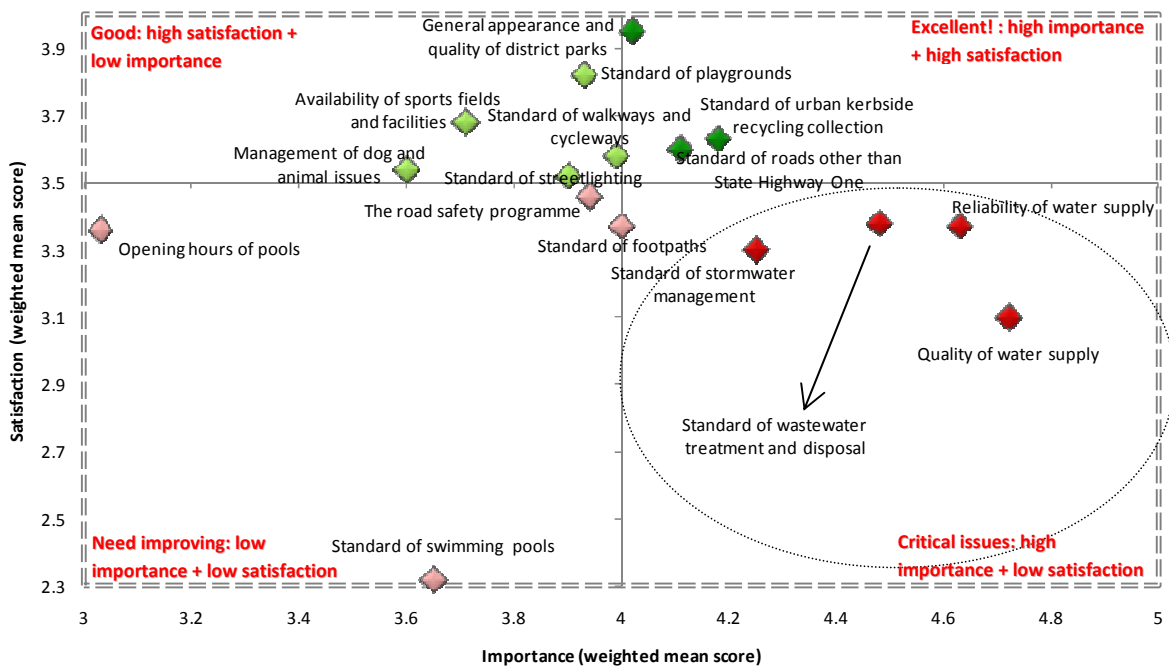
A lot of services fell in the top left quadrant of high satisfaction and low importance.

- Availability of sports fields and facilities (62% rated important, 60% satisfied).
- Standard of playgrounds (67% rated important, 58% satisfied).
- Management of dog and animal issues (50% rated important, 46% satisfied).
- Standard of walkways and cycleways (74% rated important, 53% satisfied).
- Standard of street lighting (69% rated important, 51% satisfied).

Services that had high importance and high satisfaction were:

- General appearance and quality of district's parks (77% rated important, 70% satisfied).
- Standard of urban kerbside recycling collection (83% rated important, 62% satisfied).
- Standard of roads other than State Highway One (81% rated important, 57% satisfied).

Council's focus areas: A comparative analysis



9. Appendix 1: Methodology

9.1 Target audience and sample

A telephone survey methodology was used to make sure that a representative sample was selected. A total sample size of n=400 was surveyed across the four wards of Otaki, Waikanae, Paraparaumu and Paekakariki-Raumati. Eligible respondents were residents of the Kapiti Coast (across the four wards) and aged over 18 years. Fieldwork was conducted from 13th July to 18th July 2010.

The sample sizes and the margins of error are mentioned below:

SAMPLE SIZE AND CONFIDENCE LEVELS		
KAPITI COAST DISTRICT	SAMPLE SIZE	MARGIN OF ERROR (at 95% confidence level)
Otaki	68	+11.77%
Waikanae	95	+9.94%
Paraparaumu	150	+7.92%
Paekakariki-Raumati South	87	+10.38%
TOTAL	400	+4.85%

Differences by age and wards have been pointed out in the report. Comments have not been provided on the Māori sample due to the small sample size (n=40).

It needs to be noted that some tables will not add to 100% due to rounding.

9.2 Sample demographics

A breakdown of all the respondents across various demographics who participated in this survey in 2010 is shown below. In order to ensure that the sample is representative of the Kapiti Coast, it has been weighted by age, gender, wards and Māori population.

SAMPLE INFORMATION/ DEMOGRAPHICS - WEIGHTED	
	%
Sex	
Male	46
Female	54
Age	
18-39	27
40-64	43
65 plus	30

Base: All respondents (n=400)

SAMPLE INFORMATION/ DEMOGRAPHICS - WEIGHTED

	%
District	
Waikanae	24
Otaki	17
Paraparaumu	37
Paekakariki-Raumati South	22
Home ownership	
I am renting and looking to buy	7
I am renting and not looking to buy	8
I own my home freehold	44
I own my home with a mortgage	36
I live at home with parents	2
Other	2
Refused	1
Dependent children	
Yes	37
No	63
Household income	
\$20,000 or less	7
\$20,001-30,000	13
\$30,001-40,000	9
\$40,001-50,000	9
\$50,001-70,000	16
\$70,001-100,000	12
More than \$100,000	18
Refused	16
Personal income	
Less than \$15,000	13
\$15,001-25,000	14
\$25,001-30,000	7
\$30,001-40,000	8
\$40,001-50,000	8
\$50,001-70,000	11
More than \$70,000	16
Income was nil/ or made a loss	3
Refused	20
Ethnicity	
Māori	10
Non- Māori	90

Base: All respondents (n=400)

9.3 Analysis

The satisfaction measure in conjunction with the importance measure helped to isolate the issues that required more focus from the Council.

The 5 point scale ratings for each of the satisfaction and the importance questions were attributed a number. A mean or average score was calculated to show, at an overall level, how satisfied and how important residents think each service is. In this case, the scales were reversed to calculate the mean score, i.e. 1 which meant very satisfied was given a weight of 5 while 5 which meant very dissatisfied was given a weight of 1.

These mean scores were plotted against each other to arrive at the critical focus areas for the Council. The higher the mean score, the more important or more satisfied respondents were towards that service. The quadrants were formed by the intersection of the average satisfaction and the average importance score.

It should be noted that the mean ratings for importance ranged from 3.0 to 5.0 while that for satisfaction was between 2.7 and 4.0. On a relative scale, individuals are usually inclined to rate higher on importance and lower on satisfaction.

The four quadrants that were formed can be explained as follows:

■ Bottom right quadrant (High Importance-Low Satisfaction)

Critical attention needs to be given to the attributes in this quadrant because these services are rated lower on satisfaction but have high levels of importance attached to them. All services in this quadrant have satisfaction ratings below average and importance ratings above average.

■ Bottom left quadrant (Low Importance-Low Satisfaction)

Some services are in need of somewhat less critical attention because even though the respondents have a lower satisfaction on these services, these are also less important to them. The services in this quadrant have satisfaction ratings below the average, but are also rated lower than average on importance.

■ Top left quadrant (Low Importance-High Satisfaction)

To better resource the critical services, consideration could be given to re-allocating resources from services in this quadrant as they have high level of satisfaction, but is rated lower on importance.

■ Top right quadrant (High Importance-High Satisfaction)

This is the quadrant that the Council should aspire most of its services to be in because it means it is providing services that residents say are important to them and satisfied with. The Council should continue its emphasis on the services belonging to this quadrant.