

Chairperson and Committee Members
CORPORATE BUSINESS COMMITTEE

19 SEPTEMBER 2013

Meeting Status: **Public**

Purpose of Report: For Information

RESIDENTS OPINION SURVEY 2013 - OVERVIEW ANALYSIS

PURPOSE OF REPORT

- 1 This report provides the Council with an overview of results of the June 2013 Resident Opinion Surveys.

SIGNIFICANCE OF DECISION

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

BACKGROUND

- 3 The Auditor-General has indicated her intent to audit local authorities on the systems used to gather data on non-financial performance that appear in annual reports.
- 4 The Council contracted Key Research to establish a three-year survey programme of research with residents to measure performance of services. The survey enables a representative sample of residents to provide feedback across a 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 allocate its resources to meet residents' needs, while improving satisfaction with the provision of services.
- 5 Building Control and Resource Consent have not been included as this Activity undertakes its own user-focused surveys. The Development Management Activity has also not been included as it provides services and programmes to the District (such as urban management strategies) not individual customers or specific consumer groups. Feedback on Development Management services and programmes is collected and processed through consultation procedures associated with its work programme.
- 6 Key Research undertook the Resident Opinion Survey in June 2013 and compared results with previous surveys where applicable. The methodology of the survey remained the same as earlier surveys for comparison purposes and because it has proved suitable in the past. 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.
- 7 The table on the next page outlines the focus areas of each survey for the three-year survey period.

Survey programme of residents

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 availability of pathways for cycling, walking and bridle ways;
- Public toilets are well lit and well located;
- Public toilets are well maintained and functional;
- The condition of cemeteries;
- Town Centres have a high quality, public space that meets the communities needs for safety, amenity and functionality;
- Active recreation facilities, such as sportsgrounds and swimming pools, are available at suitable times;
- The range, variety and character of Council owned parks and open spaces; and
- Residents and businesses agree that the water delivered by the Council supply is of an acceptable standard.

2013	2014	
1. Road surfaces are appropriately maintained	1. The range, variety and character of Council-owned CWB facilities	19. Councils level of support for groups involved in health and wellbeing
2. Footpath surfaces are appropriately maintained	2. The range of different active recreation opportunities available in CWB facilities.	20. Councils support for youth
3. The standard of street lighting	3. Pedestrians, car drivers and cyclists agree they can freely choose the way they travel	2015
4. The standard of walkways and cycleways	4. The transport corridor meets their transport needs	1. The CWB network makes a positive contribution to the character and quality of town centres and neighbourhoods
5. Travel times are usually predictable	5. Mobility users agree the corridor is designed to meet their needs including seating	2. Upgraded Town Centre streetscapes are well designed and enable an enjoyable travel experience
6. The design and layout of the transport network gives the necessary access to civic, economic and social centres	6. The transport network contributes positively to their ability to be part of their community	3. The transport corridor in your Town Centre reflects the particular character of the settlement
7. Access to the beach meets your needs	7. The standard of beach signage	4. Coastal environment is a source of pleasure and community pride
8. Multiple uses of the beach don't spoil enjoyment of the beach	8. Opening hours of pools	5. The standard of swimming pools
9. Council's management of dog and animal issues	9. Availability of community halls	6. Managing graffiti on public buildings
10. General appearance and quality of districts parks	10. Council's support for business	7. Housing for older persons
11. The standard of playgrounds	11. Readiness for civil defence emergency management	8. Cemetery appearance is appropriate and maintained
12. The standard of urban kerbside recycling collection	12. Bylaw enforcement	9. Council's food health and safety programme
13. Residents perceive that their physical safety is safeguarded by the stormwater system during design standard events	13. Access to libraries	10. Communications around meetings
14. Council's support for planting and restoration projects	14. Standard of library services and book stocks	11. Support for arts and culture
15. Council's level of support for community groups	15. General rubbish collection services	12. Facilities are fit for purpose
16. Councils support for older persons	16. Effectiveness of kerbside recycling collection	13. Parks and open space network makes a positive contribution to the character and quality of centres and neighbourhoods
17. Standard of wastewater treatment and disposal	17. Residents perceive that their physical safety is safeguarded by the stormwater system during design standard events	14. Removal of litter
18. Reliability of water supply	18. Range of services Council provides to restore natural environment	15. People are aware of waste minimisation [education].

- 8 At the conclusion of each survey, Key Research produce a report which is distributed to Elected Members, Senior Management and placed on the Council website. The results of the surveys provide input into the Council's activity and service performance and will be used for discussion in the Draft Long Term Plan process.

CONSIDERATIONS

Research Objectives

- 9 The research has two objectives. The primary objective is 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 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.

- 10 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.

Summary of Key Findings

Satisfaction

- 11 There was a total of 28 questions asked in the 2013 survey, 21 of which showed an improvement in the overall satisfaction measure from previous surveys in 2010 and 2011. The remaining eight questions were new to the 2013 survey so had no comparison available, however all eight questions established a high satisfaction benchmark for future years (refer to the table on page 4).
- 12 These results provide valuable insight into some of the Key Performance Indicators (KPIs) reported on in the Council's draft 2012/13 Annual Report. They reflect the participants' ranking in both satisfaction and importance, of some of the services provided through the 16 Activity categories of the Council. The increased satisfaction measures for the level of service indicate that the Council service performance in these areas during the 2012/13 year, improved overall and in some instances by 10% or more.
- 13 In the 2013 survey replies to ten questions (across seven activities) showed over one fifth (20%) of survey participants responding 'don't know' and not prepared to evaluate the service. Similarly, nine questions across seven activities had more than 25% of participants responding 'neutral'.
- 14 These results emerge from a lack of awareness, knowledge or use of the service on behalf of the participant. For example, Council's support for community groups, is provided to discrete sectors of the community and neither the survey respondent, nor anyone in their network, is a user of that service.

The following table shows the overall satisfaction measures for the 28 questions asked in the 2013 survey. Note, that the satisfaction level for the 20 questions with a comparison show an increase from earlier surveys, with eleven showing an increase of 10% or more. The eight questions with no comparison were new to the 2013 survey and will provide a benchmark for future trends.

Service Attribute	Previous Percentage satisfied/agreed (4-5) excluding Don't know and Neutral	2013 Percentage satisfied/agreed (4-5) excluding Don't know and Neutral	Percentage point increase/decrease (2013 - previous)
Access to the beach meets your needs	95%	99%	4%
The condition of cemeteries	95%	99%	4%
General appearance and quality of district parks	92%	99%	7%
Standard of playgrounds	91%	97%	6%
The standard of walkways and cycleways	85%	97%	12%
Range, variety and character of Council owned parks and open spaces	-	96%	-
Council's support for planting and restoration projects	89%	96%	7%
Multiple uses of the beach, such as walking dogs, swimming and fishing, don't spoil enjoyment of the beach	-	95%	-
The standard of wastewater treatment and disposal	75%	93%	18%
Council's work on dune restoration and planting	91%	92%	1%
Public's physical safety is safeguarded by the stormwater system during flooding events	-	92%	-
Council's level of support for community groups	79%	92%	13%
Travel times are usually predictable	-	91%	-
Design and layout of the transport network gives the necessary access to council services and facilities, and business and social centres	-	91%	-
Public toilets are well maintained and functional	71%	91%	20%
The standard of street lighting	79%	90%	11%
The availability of pathways for cycling, walking and bridle ways	-	89%	-
Water delivered by the Council supply is of an acceptable quality	52%	88%	36%
Council's support for older persons	59%	88%	29%
The standard of urban kerbside recycling	77%	87%	10%
Active recreation facilities, such as sportsgrounds and swimming pools, are available at suitable times	80%	87%	7%
Council's management of dog and animal issues	75%	85%	10%
Public toilets are well lit and well located	71%	83%	12%
Reliability of Council's water supply	64%	82%	18%
Council's road safety programme is improving the safety environment for your own or your children's travel	-	81%	-
Town Centres have high-quality public spaces and facilities	-	81%	-
Road surfaces, excl. State Highways, are appropriately maintained and provide a comfortable journey	77%	80%	3%
Footpath surfaces are appropriately maintained	69%	78%	9%

Previous surveys were conducted in August 2010, June 2011 and October 2011.

The table above presents the percentage satisfied excluding don't know and neutral. 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.

Importance

- 15 The survey indicates that all Council services are important, and very few participants indicated a service was not important at all. The quadrant on page six of this report shows the relationship between satisfaction and importance, with the services falling in the *Priorities for Improvement* quadrant (high importance and lower satisfaction) requiring the most attention.
- 16 The key priority areas (refer quadrant diagram on page 6) from the 2013 survey were:
- *Road surfaces (excluding State Highways) are appropriately maintained and provide a comfortable journey*
 - *Footpath surfaces are appropriately maintained*
 - *Reliability of Council's water supply*
 - *Town Centres have high-quality public spaces and facilities*
 - *The public's physical safety is safeguarded by the stormwater system during flooding events*
 - *The standard of wastewater treatment and disposal*

The following Council services and activities were also plotted in the *Priorities for Improvement* quadrant but they are less crucial than those above.

- *Active recreation facilities, such as sportsgrounds and swimming pools, are available at suitable times*
- *The standard of street lighting*
- *Design and layout of the transport network gives the necessary access to council services and facilities, and business and social centres*

Council's focus areas – a comparative analysis

- 17 The satisfaction measure in conjunction with the importance measure helps to identify the issues that may require more focus from the Council. The quadrant diagrams throughout the Report are used to plot average satisfaction against average importance.
- 18 The four quadrants are: Excellent – high importance and high satisfaction; Good – high satisfaction and low importance; Need Improving – low satisfaction and low importance; and Priorities for Improvement – high importance and lower satisfaction. A brief summary of each quadrant category is described below:

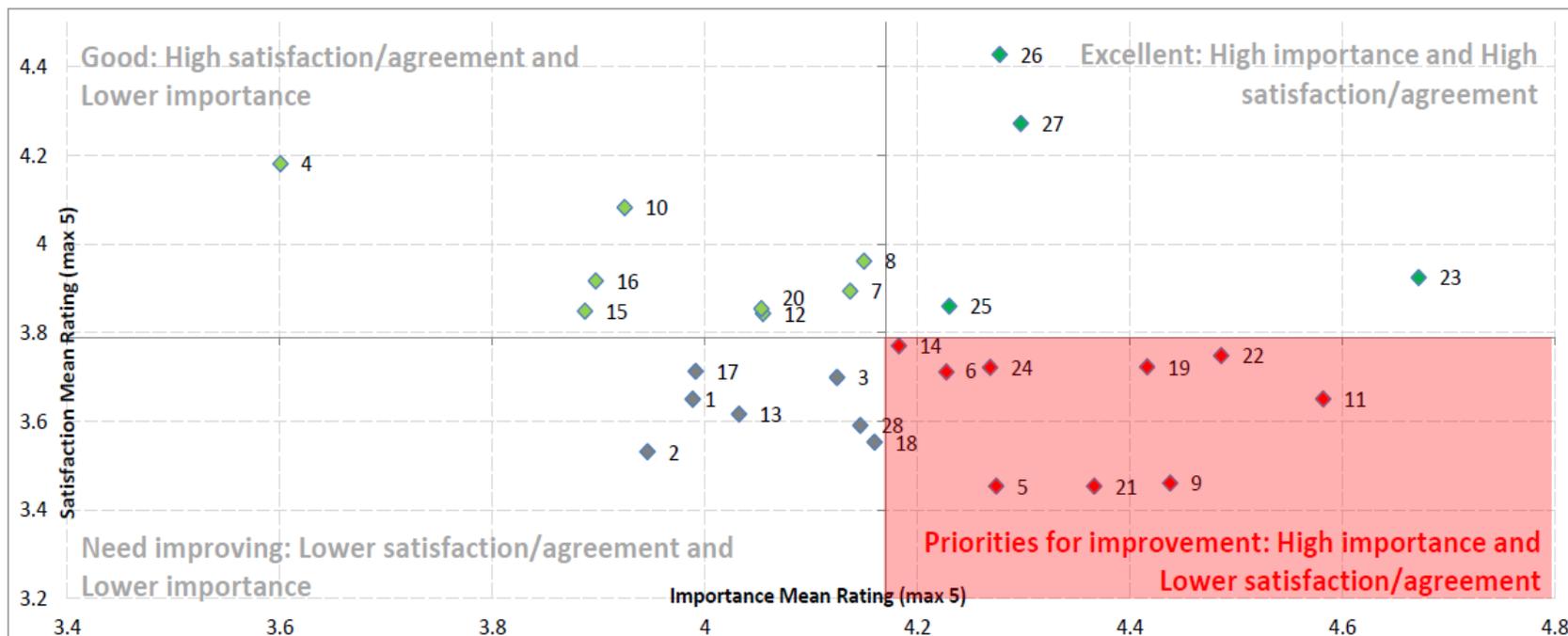
Excellent: The Council should continue emphasis on the services belonging to this quadrant as residents are indicating that these services are important and they are satisfied with them.

Good: When considering reallocating resources to better resource priority areas, this is an area which could be investigated as satisfaction is high but rated lower on importance.

Need Improving: These services may need somewhat less attention because even though the respondents have a lower satisfaction, they are also rated less important.

Priorities for Improvement: 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.

3. Summary of Performance



<ul style="list-style-type: none"> 1. The availability of pathways for cycling, walking and bridle ways 2. Public toilets are well lit and well located 3. Public toilets are well maintained and functional 4. The condition of cemeteries 5. Town Centres have high-quality public spaces and facilities 6. Active recreation facilities, such as sportsgrounds and swimming pools, are available at suitable times 7. Range, variety and character of Council owned parks and open spaces 8. General appearance and quality of district parks 9. Road surfaces, excl. State Highways, are appropriately maintained and provide a comfortable journey 	<ul style="list-style-type: none"> 10. Standard of playgrounds 11. Reliability of Council's water supply 12. The standard of urban kerbside recycling 13. Council's management of dog and animal issues 14. The standard of street lighting 15. Council's work on dune restoration and planting 16. Council's support for planting and restoration projects 17. Council's level of support for community groups 18. Council's support for older persons 19. The standard of wastewater treatment and disposal 20. The standard of walkways and cycleways 21. Footpath surfaces are appropriately maintained 22. Public's physical safety is safeguarded by the stormwater system during flooding events 	<ul style="list-style-type: none"> 23. Water delivered by the Council supply is of an acceptable quality 24. Design and layout of the transport network gives the necessary access to council services and facilities, and business and social centres 25. Travel times are usually predictable 26. Access to the beach meets your needs 27. Multiple uses of the beach, such as walking dogs, swimming and fishing, don't spoil enjoyment of the beach 28. Council's road safety programme is improving the safety environment for your own or your children's travel
--	--	--

Financial Considerations

19 There are no financial considerations associated with this report.

Legal Considerations

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

20 There were no consultation issues associated with this report.

Policy Implications

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

Tāngata Whenua Considerations

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

RECOMMENDATIONS

23 The Council note:

- The attached report and commentary provided on the survey results in Appendix 1.
- That the mechanism for addressing any issues arising from these results is the Long Term Plan process.
- That these surveys provide both a snapshot of residents' perception at the time of the survey, and a comparative tool to establish trends over time. They therefore provide a means of monitoring the opportunities, issues and risks in the delivery of Council services, which can then be included in its corporate planning programme.
- That the areas of dissatisfaction expressed by survey participants may reflect general dissatisfaction due to influences outside Council's control, rather than specific dissatisfaction with the services provided by Council.

Report prepared by:

Approved for submission by:

Clare McAloon-Balfour

Stephen Mc Arthur

Manager, Corporate Planning and Reporting

Group Manager, Strategy and Partnerships

Appendix 1: Kāpiti Coast District Council, Resident Opinion Survey, Final Report
June 2013