



**Customer Service
Survey**

JUNE 1998

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KAPITI COAST DISTRICT COUNCIL CUSTOMER SERVICE SURVEY

BACKGROUND

The residents' survey was commissioned to:

- Evaluate customer service at different contact points and areas of Council's operations, to assist in the development and monitoring of an effective customer service programme.
- Measure certain performance criteria as set out in the Annual Plan, to fulfil Audit requirements for responsible administration.
- Monitor the effectiveness of Council programmes of public awareness and public participation and to assist in further Council decision-making.

METHOD

A telephone survey was carried out as this was determined to be the best way of accessing the widest spread of population in the district. Telephone numbers were randomly selected from the local directory and thus the number of interviews in each area or ward was in proportion to the size of that area within the district. Householders were interviewed, including those who were not rate payers.

Briefings attended by all interviewers were held on Saturday 30 May. Interviewing was carried out on evenings and weekends, between Sunday, 31 May and 17th June.

500 interviews were obtained, and half of those interviewed chose to make extra comments for the interviewer to record at the end of the interview.

A copy of the questionnaire is included in the report.

Note: *The opinions expressed in the report are those of the residents, not the researchers.*

Note: *The maximum margin of error on a random sample of 500 is plus or minus 4.5%. When comparing smaller subgroups, e.g. residents of different areas, a larger margin will apply. Trends from the main findings have been commented on in the text. All figures in the report are shown as percentages.*

SUMMARY

SATISFACTION WITH SERVICE

Kapiti Coast District Council customer service has strengthened during the last 12 months, to provide a more consistently high standard.

In 1997 staff were noted as rating highly in most areas but with some contact elements needing to raise performance to be consistent with the service standards.

In 1998 with the exception of the *Building Control Office*, the number of customers saying they are *not very satisfied* has reduced for all services or service elements. With the exception of the *Building Control Office*, *Paraparaumu Depot*, *Litter Complaints*, *LIMS* and *Sportsfields*, the number of customers saying they are *very satisfied* has either increased, shown no change, or shown only a slight decrease offset by other more positive indicators.

The number of users for some services is small as they are specialised or localised services, so comparisons should be interpreted with this in mind. Three areas improved performance markedly for users – these were: *Libraries as a Reference Source*, the *Otaki Service Centre*, and the *Waikanae Service Centre*. However, the number of users for these latter two was fewer than one in 10 of the population.

Of 39 satisfaction measures taken in the survey, on 20 the most frequently chosen rating was *very satisfied* and for the remaining 19 it was *fairly satisfied*.

The *Taste of Water* remains as the only significant area of dissatisfaction among residents.

CONTACT

No Council services or contacts had shown a significant increase in use since the last 12 month's survey. Some had shown a significant decrease, with swimming pools being the Council service with the biggest decline in number of users. The lack of increased use was not related to service. Even areas (such as the swimming pools) which had achieved improved satisfaction ratings, had had decreased use.

STAFF STRENGTHS

Staff were also now seen as more consistent in their service attributes. Staff had maintained the strength of their positive attributes rather than increasing them. The exception to this was the previously weakest of their positive attributes, *showing initiative*, which was the attribute most improved in 1998. The other main changes in the perception of their service was a weakening of average ratings or negatives, and a stronger disagreement that they displayed any negative attributes.

COUNCIL PROGRAMMES OF PUBLIC AWARENESS

Measurement of three major Council initiatives to inform the public showed that a majority of residents had been successfully communicated with. The perceived relevance of the campaigns was clearly evident in the different response levels to each and the varying response levels among sub groups. As might be expected, non ratepayers and householders under 35 tended to be the groups where all three communication initiative had been less effective.

- The Vision 20/20 document had created awareness among just over half the population.
- The Water Conservation Campaign to create awareness of the need to conserve water had been effective in translating awareness into action, with only Otaki residents not being as conscious and active as the rest of the community in trying to conserve water.
- Civil Defence preparedness appeared to be above the National average, indicating residents were receptive to information about the need to plan for Civil Defence emergencies.

OBJECTIVES AND PERFORMANCE MEASURES

For some of the objectives of the Annual Plan, performance was to be measured by the survey results:

	<u>Target</u>	<u>Achieved</u>
➤ Satisfaction with the Taste of Water	70%	60%
➤ Community Awareness of Water Conservation Measures	90%	84%
➤ Customer Satisfaction with Resource Consent Service)	70%	81%
➤ Customer Satisfaction with Resource Consent Handling)		83%
➤ Building Control Services)	80%	74%
➤ Building Control Handling)		84%
➤ Satisfaction with Dog Control)	65%	81%
➤ Response to Dog Complaints)		79%
➤ Customer Satisfaction with Public Halls and Community Buildings	80%	94%
➤ Pool Users' Satisfaction with Pool Operation	82%	79%
➤ Park Users Satisfaction with Maintenance	87%	96%
➤ Sports Fields' Users Satisfaction with Maintenance	89%	98%
➤ Litter Control in Retail Areas	25%	91%
➤ Waikanae Service Centre User Satisfaction	90%	100%
➤ Otaki Service Centre User Satisfaction	90%	100%

<u>TELEPHONE SERVICE SATISFACTION</u>	<u>Target</u>	<u>Achieved</u>
➤ Callers Being Answered Promptly	90%	94%
➤ Providing Information or Connecting with)	90%	82%-90% (6 measures)
Right Person)		
➤ Taking Accurate Messages)		

	<u>National Average?</u>	
➤ Civil Defence Preparedness	30%	52%

CONTACT

There was still a high level of contact among residents with Kapiti Coast District Council staff. Over 8 out of 10 residents had had some form of contact during the past 12 months.

The total combined level of contact had dropped slightly (by 4%) since 1997. In 1997 nearly 9 out of 10 residents had had some contact.

Direct face to face contact was measured over a range of Council services and in total was the most significant contact between residents and the Council. Telephone contact had been made by just over 1 out of 3 residents during the past 12 months.

It appeared that the drop (of 8%) in those having telephone contact had been partly compensated by an increase in the number of residents having face to face contact.

As in 1997, the *Paraparaumu Library* was the single most used point of contact, followed by the *Rates Office* and the *Waikanae Library*. In 1998 results were within 1-2% of those in 1997 for these key contact points. All other contact points had been used by fewer residents.

However, even where there was not direct contact, most residents considered themselves as users of Council services, e.g. *dog*, or *noise control*, and rated Council on its handling of these services.

Council service was thus measured in three ways – by the service received at the points where the resident had contact – e.g. the *Rates Office* or the *Service Centre*, and by the services themselves even where no direct contact took place, e.g. *sportsfield* or *water supply*, and by the handling of specific procedures, e.g. *applications* or *complaints*. This latter group involved only a small minority of residents, but the different subgroups of 'users' provide valuable service comparisons in the section of the report on satisfaction with service delivery by the Council.

The use of some services had declined since 1997. The biggest decline was swimming pools, (presumably because of health concerns) and dog control (which was attracting more publicity as a concern in 1997).

<i>Contact during the last 12 months</i>	<i>Use of Services (% using)</i>	
	<i>1997</i>	<i>1998</i>
<i>Paraparaumu Library</i>	46	44
<i>Paraparaumu Rates Office</i>	29	30
<i>Waikanae Library</i>	22	23
<i>Otaki Library</i>	16	14
<i>Paraparaumu Building Control Office</i>	16	13
<i>Outside Field Staff</i>	18	12
<i>Waikanae Service Centre</i>	6	7
<i>Resource Consents Office</i>	NA	7
<i>Otaki Service Centre</i>	8	6
<i>Paraparaumu Depot</i>	4	5
<i>Environmental Health Office</i>	4	4

<i>Contact during the last 12 months</i>	<i>(% using)</i>	
	<i>1997</i>	<i>1998</i>
<i>Dog Control Complaint</i>	16	11
<i>Application for Building Consent</i>	11	11
<i>Application for Resource Consent</i>	NA	7
<i>Land Information Memorandum</i>	12	4
<i>Noise Complaint</i>	5	4
<i>Submission on Annual Plan</i>	4	4
<i>Application for Subdivision Consent</i>	3	3
<i>Litter Complaint</i>	2	2

<i>Contact during the last 12 months</i>	<i>Use of Services (% using)</i>	
	<i>1997</i>	<i>1998</i>
<i>Water Supply</i>	94	95
<i>Taste Water</i>	91	93
<i>Litter Control in Retail Areas</i>	NA	83
<i>Libraries for Borrowing Books</i>	75	69
<i>Libraries as a Reference Source</i>	70	62
<i>Passive Reserves</i>	69	61
<i>Dog Control</i>	70	60
<i>Environmental Health</i>	65	55
<i>Noise Control</i>	60	55
<i>Swimming Pools</i>	62	47
<i>Children's Playgrounds</i>	49	44
<i>Public Halls & Community Buildings</i>	38	38
<i>Sportsfields</i>	37	33

TELEPHONE CONTACT

A total of 1 out of 3 residents had had telephone contact with the Council. The handling of telephone calls was thus important for residents' perceptions of Council services.

The majority of residents who had called the Council were infrequent callers – fewer than 5 times in 12 months. 7% of residents had called 5 or more times.

Residents who were less likely to have telephoned, than other groups, were the elderly, the solo householders, Paekakariki/Raumati residents, and non-workers. All those trends were the same as in 1997.

It might be expected that level of telephone contact would be mainly based on need. Ratepayers had a higher level of contact than non ratepayers, though the difference in 1998 was not so marked as in 1997.

Q1	<i>During the last 12 months have you contacted the Council by telephone?</i>	<i>% with Telephone Contact 1997</i>	<i>% with Telephone Contact 1998</i>
	<i>Not at all</i>	<i>57</i>	<i>65</i>
	<i>Contact (Net)</i>	<i>(43)</i>	<i>(35)</i>
	<i>> Fewer than 5 times</i>	<i>32</i>	<i>27</i>
	<i>> 5-10 times</i>	<i>7</i>	<i>6</i>
	<i>> More than 10 times</i>	<i>4</i>	<i>1</i>

TELEPHONE SERVICE

Satisfaction with the telephone service was again very high, and had changed little. Only about 1 in 10 residents or fewer had found aspects of the service *not very satisfactory*. However the trend to find the service *fairly satisfactory*, rather than *very satisfactory* had increased rather than decreased. There was thus scope to improve the service so that more residents were *very satisfied*.

As in 1997 there were three aspects of service where *very satisfactory* service had been achieved for about half the residents. These were *getting to talk with staff rather than an answer phone*, *getting the information you needed* and *feeling you were listened to*.

Although numbers were small, Otaki and rural residents appeared to be less satisfied with *being dealt with without the need for follow-up*, *the waiting time before being answered* and *the number of staff you had to transfer to*. Residents in the highest income group (over \$50,000) tended to be less satisfied with all aspects of the telephone service than other residents.

Unlike the 1997 results, it now appeared that older residents (65 and over) were more satisfied with the telephone service.

Think about your telephone calls to the Council. Please tell me whether the service was very satisfactory, fairly satisfactory, or not very satisfactory (users only)

	Users Only							
	Very Satisfactory		Fairly Satisfactory		Not Very Satisfactory		Not Applicable	
	1997	1998	1997	1998	1997	1998	1997	1998
<i>Getting to talk with staff rather than an answerphone</i>	46	50	40	40	9	6	5	4
<i>Feeling you were listened to</i>	51	46	37	42	10	10	2	2
<i>Getting the information you needed</i>	52	43	31	39	13	13	4	5
<i>Being dealt with without the need for follow-up</i>	37	35	45	43	11	17	8	5
<i>The number of staff you had to transfer to before you got the right person</i>	37	34	51	51	9	12	3	3
<i>The waiting time before being answered</i>	38	33	56	61	5	5	1	1
<i>Being rung back or followed up</i>	31	32	27	25	11	12	31	31

TELEPHONE SERVICE COMPLAINTS

There were fewer dissatisfied residents in 1998 for the first four service elements listed on the previous page. However there was a significant increase (from 11% to 17%) in the number of residents saying that the telephone service of Council was *not very satisfactory* for *being dealt with without the need for follow-up*.

Residents who gave a *not very satisfactory* rating for Kapiti Coast District Council service, were asked what changes they would like to see in the handling of that service.

A summary of the comments are as follows:

- *"More staff taking calls at peak times"*
- *"Better awareness of job responsibility by telephonists"*
- *"More information available over the phone"*
- *"Need follow up policy"*
- *"Don't want answer phones – need people to answer questions straight away"*

COUNCIL SERVICES

Most services showed similar ratings to 1997. Some services which were already high use and high satisfaction had shown improvement.

The *libraries* and *service centres* were the contact services of Council with which a majority of residents were *very satisfied*. The *libraries* were services with which a larger number of residents had contact than the *service centres*, used by only 6% or 7% of residents.

Services which had improved their performance since 1997 were as follows:

<i>Waikanae and Otaki Service Centres</i>)
<i>Waikanae and Otaki Libraries</i>) <i>Performed well also in 1997</i>
<i>Libraries as a Reference Source</i>)
<i>Applications for Subdivision and Building Consent</i>)
<i>Noise Complaint</i>)
<i>Environmental Health Office</i>)

These latter services had low levels of use. They still had scope for further improvement in service delivery, in spite of improvement 1997-1998.

Services where performance was now perceived as *less satisfactory* than in 1997, were as follows:

Handling of Litter Complaints and Dog Control Complaints
Paraparaumu Depot
Paraparaumu Building Control Office
Handling of Land Information Memorandum
Sportsfields

The base number for calculating these satisfaction ratings which have declined in satisfaction is very small (see page 6). These results should thus be viewed as an indication of a likely trend, rather than an absolute response.

(USERS ONLY)

	1997	1998	1997	1998	1997	1998
(a) Contact during last 12 months – service:						
	Very Satisfactory		Fairly Satisfactory		Not Very Satisfactory	
Waikanae Service Centre	68	89	25	11	4	-
Otaki Service Centre	52	76	43	24	2	-
Otaki Library	66	74	33	26	1	-
Waikanae Library	65	73	32	25	3	2
Paraparaumu Library	69	69	29	28	2	3
Outside Field Staff	68	66	26	21	6	11
Paraparaumu Rates Office	63	60	34	38	2	2
Environmental Health Office	50	56	27	39	23	6
Paraparaumu Depot	68	38	32	54	-	8
Paraparaumu Building Control Office	41	32	41	42	19	26
Resource Consents Office	NA	31	NA	50	NA	19

(b) Contact during last 12 months – handling of these:						
	Very Satisfactory		Fairly Satisfactory		Not Very Satisfactory	
Noise Complaint	42	50	38	27	19	23
Application for Resource Consent	NA	46	NA	37	NA	17
Application for Building Consents	38	44	29	40	29	16
Dog Control Complaint	55	43	21	36	24	21
Application for Subdivision Consent	31	43	19	29	50	29
Submission for the Annual Plan	38	41	29	36	29	18
Land Information Memorandums	47	32	34	50	15	18
Litter Complaint	56	13	22	63	22	25

(c) Kapiti Coast District Council Services used:						
	Very Satisfactory		Fairly Satisfactory		Not Very Satisfactory	
Libraries for Borrowing Books	60	64	35	31	5	5
Libraries as a Reference	43	58	52	36	5	6
Sportsfields	57	44	36	55	7	2
Passive Reserves	33	38	57	58	10	4
Public Halls and Community Buildings	36	37	58	57	6	6
Children's Playgrounds	37	36	52	52	11	12
Water Supply	33	34	48	50	18	17
Swimming Pools	30	34	47	45	23	21
Noise Control	32	29	62	67	7	5
Litter Control in Retail Areas	NA	25	NA	66	NA	7
Environmental Health	22	22	65	65	12	13
Dog Control	26	21	49	60	24	19
Taste of Water	15	16	40	48	44	36

(% 's across page add to approximately 100%).

CUSTOMER SERVICE / CONTACT MATRIX

**NUMBER OF
RESIDENTS WITH
CONTACT
DURING LAST 12
MONTHS:**



High

- Paraparaumu Library
- Paraparaumu Rates Office
- Waikanae Library

Medium

- Outside Field Staff
- Otaki Library

Low

- Waikanae Service Centre
- Otaki Service Centre

SERVICE SATISFACTION

High

Medium

Low

- Paraparaumu Building Control

- Paraparaumu Depot
- Application for Building Consent
- Application for Subdivision Consent
- Submission Annual Plan
- Application for Resource Consent

- LIM's
- Litter Control Complaint
- Dog Control Complaint
- Environmental Health Office
- Noise Complaint

CUSTOMER SERVICE / GENERAL USE MATRIX

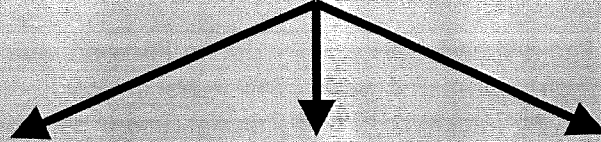
**NUMBER OF
RESIDENTS
REGARDING
THEMSELVES AS
USERS BUT WHO
DID NOT
NECESSARILY
HAVE CONTACT:**



High

- Libraries as a Reference
- Libraries for Borrowing Books

SERVICE SATISFACTION



High

Medium

Low

- Passive Reserves

- The Water Supply
- The Taste of Water
- Dog Control

Medium

-

- Noise Control
- Environmental Health

- Swimming Pools

Low

-

- Children's Playgrounds
- Public Halls
- Sports Fields

-

CUSTOMER SERVICES

LIBRARIES

In total, just under half the residents of the District had had contact with the *Paraparaumu Library* during the previous 12 months. There was a decrease in use of 2% since 1997.

The decrease was mainly due to Paraparaumu residents, 56% of whom now said they were users, compared with 62% users in 1997. There was now a higher proportion of users among Paekakariki and Raumati users, as their use level had remained at 62% using. Over a third of Waikanae residents were users, and one out of ten Otaki residents.

Use by rural residents had declined, as had use by solo households. Use by more recent residents had increased.

The *Paraparaumu Library* was rated *very satisfactory* by seven out of 10 residents who used it, the same as in 1997. In 1997 it was noted some users rated it less favourably – namely Otaki and rural residents, and residents under 35 years of age. These differences in satisfaction now appear to have been largely remedied, though residents with children are markedly less satisfied than those without children. Only a few percent in any group rated it *not very satisfactory*.

Seven out of 10 Waikanae residents had had contact with the *Waikanae Library* during the previous 12 months, and satisfaction had increased, in total, over half the Waikanae residents were *very satisfied*.

The *Waikanae Library* was now rated *very satisfactory* by more users, eight out of ten, than was the *Paraparaumu Library* rated by its users. For both these libraries, older people on low incomes living alone appeared to be the most satisfied customers.

Just over six out of 10 Otaki residents had had contact with the *Otaki Library* during the previous 12 months, a decrease from seven out of 10 in 1997.

However, satisfaction among users with the *Otaki Library* had increased to similar satisfaction levels to the *Paraparaumu Library*.

In total in the district, seven out of 10 residents were users of the Council's libraries for borrowing books, just over six out of 10 as a reference or information source. Usage had decreased slightly since the 1997 survey.

Satisfaction was high with most users being *very satisfied* and only a few *not very satisfied* – there had been no decrease in satisfaction among users.

As in 1997, use and satisfaction were high among all subgroups of residents with the lowest use rate being among non ratepayers still with five out of 10 being users, and the lowest *very satisfied* rate being among Otaki and rural residents, who also tended to be less likely to use libraries than other groups.

OTAKI SERVICE CENTRE

Three out of 10 Otaki residents had had contact with their Service Centre during the previous 12 months, a decrease from four out of 10 in 1997. Satisfaction among users had increased to three out of four being *very satisfied* and no one being *not very satisfied*.

WAIKANAЕ SERVICE CENTRE

One out of four Waikanae residents had had contact with their Service Centre during the previous 12 months, a slight increase over 1997. Of the small number who did use it, over nine out of 10 were *very satisfied*, no users were *not very satisfied*. Of the residents who had used it two thirds were over 65 years of age.

THE RATES OFFICE

Just over one in three residents had had contact with the *Paraparaumu Rates Office* during the previous 12 months, a similar number to 1997. Half of the residents from Paraparaumu South had had contact.

Few Otaki residents, rural residents and non ratepayers had had contact.

Six out of 10 users rated it as *very satisfactory*, again a similar number to 1997. Numbers were small but it appeared residents of rural areas were less well satisfied. However, few in any group were *not very satisfied*.

BUILDING CONTROL

There had been a slight increase 1997-1998 in both the use and perceived performance of the *Building Control Office*.

A total of 13% of residents had had contact with the *Building Control Office* in Paraparaumu during the previous 12 months.

As in 1997, there were very few of the residents who used the *Building Control Office* among non workers, non ratepayers, or over 65 years of age. Solo households and lower income groups were also less represented among users.

In total, just over three out of 10 users were *very satisfied*, four were *fairly satisfied*, and nearly three out of 10 users were *not very satisfied*. There were marked differences in satisfaction levels for different subgroups of residents.

Residents who were *not very satisfied* had a range of suggestions, including more staff, more friendly staff and quicker decision making.

Only one in 10 residents had had contact over *Applications for Building Consents* in the last 12 months, the same level of use as for the previous 12 months. The service which was not rated well in 1997 had improved markedly with over four out of 10 users *very satisfied* and a further four out of 10 users *fairly satisfied*.

OUTSIDE FIELD STAFF

Contact with *Outside Field Staff* appeared to have dropped, with now only one in eight residents saying they had had contact in the last 12 months. Contact was similar among all subgroups of residents. Nearly two thirds in total who had had contact were *very satisfied*. In all subgroups, a majority of residents were *very satisfied*, with the exception of the few rural users who were evenly divided.

PARAPARAUMU DEPOT

Only five out of 100 residents had had contact with the *Paraparaumu Depot*, (an increase from four out of 100 in 1997) and only two non ratepayers in 100.

It appeared that users were now less satisfied than users in 1997, however the number of users were so small. This apparent decline in service should be interpreted with caution.

ENVIRONMENTAL HEALTH OFFICE

Among the few who had had direct contact with the *Environmental Health Office* satisfaction had improved markedly since 1997.

However over half the residents (a decrease since 1997) regarded themselves as 'users' of this Council service. The satisfaction levels remained the same as when previously measured – two thirds were *fairly satisfied*, and most of the remainder were *very satisfied*.

LITTER CONTROL IN RETAIL AREAS

Over eight out of 10 residents said they used this service, and all but a very few were satisfied – one in four users were *very satisfied*.

DOG CONTROL

Dog Control was now a service which six (rather than seven) out of 10 residents claimed to have used in the previous 12 months. Users of the service were now more likely (six out of 10) to say they were *fairly satisfied* with the service. They were slightly less likely to think it was either *very satisfactory*, or that it was *not very satisfactory*, i.e. extreme opinions tended to have merged into a middle view.

LAND INFORMATION MEMORANDUM

Usage appeared to have dropped from 12% to 4%. With a base of 22 residents information on satisfactory levels should be interpreted with caution, however it appeared satisfaction had decreased markedly.

RESOURCE CONSENTS OFFICE

Use of the *Resource Consents Office* appeared to be on a par with use of the *Service Centres* and *Depot*, and below the level of the *Building Control Office* in terms of the number of residents (7%). However the number of contacts or visits may well have been higher than 7% of total contacts.

Among the few users, service was not as well rated as for other similar services of Council. Although only two out of 10 users were *not very satisfied*, users tended to find the service 'fairly' rather than 'very' *satisfactory*.

APPLICATIONS FOR RESOURCE CONSENT

The number of users at 7% was lower than that for *Building Consents*. Satisfaction was at a similar level to *Building Consents* processing, indicating a consistency of service between these two public contact points with both showing scope for users to be more satisfied.

SUBDIVISION CONSENTS

Use had remained the same, but satisfaction among users had increased.

APPLICATION FOR SUBDIVISION CONSENT

Only 14 out of 500 residents had had contact with Council over *Subdivision Consent* in the last 12 months. This was two fewer than in 1997. Perceptions of handling of subdivision applications had improved slightly – a majority of users were now satisfied.

NOISE CONTROL

Just over half the residents regarded themselves as users of this Council service, a slight decrease since 1997. Satisfaction had not improved since 1997. Of those who were users, few were *not very satisfied*, but most tended to be *fairly satisfied* rather than *very satisfied*.

NOISE COMPLAINT

Only 4% of residents had had contact over a noise complaint. These residents were not from any particular subgroup, although only two of the 22 who had had contact was a rural resident. Satisfaction levels varied with no particular discernible pattern. Satisfaction levels were generally favourable but with room for improvement with two out of 10 *not very satisfied*.

Satisfaction with the handling of noise complaints had not increased markedly but handling of noise complaints was now seen as the most satisfactory among users of a range of services.

PUBLIC HALLS AND COMMUNITY BUILDINGS

Over six out of 10 residents did not regard themselves as users of Council's *Public Halls and Community Buildings*. Use and satisfaction was identical to 1997.

Few of the users rated themselves *not very satisfied* at the handling of these services but the majority of users were *fairly satisfied*, rather than *very satisfied*.

SPORTS FIELDS

One in three residents used the *Sports Fields*, a slight decrease. Satisfaction among users had decreased markedly, with more users now being *fairly satisfied* rather than *very satisfied*.

CHILDREN'S PLAYGROUNDS

Just under half the residents surveyed regarded themselves as users of *Children's Playgrounds*. Two thirds of residents under 35 or with children were users.

More users (just over a half) were *fairly satisfied*, than *very satisfied*. The groups where more users were *very satisfied* included Otaki residents, residents living alone and those over 65 years old.

PASSIVE RESERVES

Six out of 10 residents regarded themselves as users of *Passive Reserves*. Among rural residents, the elderly, and residents living alone, a slight majority were non users.

More users tended to be *fairly satisfied* than *very satisfied*.

There were few users who were *not very satisfied*. Most tended to be *fairly* rather than *very satisfied*, but this varied by subgroup.

SWIMMING POOLS

Use of *swimming pools* had decreased with fewer than five out of 10 using, compared with six out of 10 residents regarding themselves as users of Council *Swimming Pools* in 1997.

Households with children were still major users, but the number of such households who were non users had increased from two out of 10 to three out of 10.

In spite of the decline in use, residents who were users were slightly more satisfied than in 1997.

KAPITI COAST DISTRICT COUNCIL STAFF – SERVICE STRENGTHS

Kapiti Coast District Council staff were well rated, as shown in the service 'wheel' (on page 21). They had improved their weaker attributes to give a more consistent pattern.

Staff were very much seen as being *polite, approachable, helpful, open, professional* and *technically competent*. The maximum score of *strongly like this* was given by four to five out of 10 residents, for these service attributes.

Ratings were marginally lower than in the survey in 1997 for four out of these six top attributes. However, slight decreases in the number of staff rated a '5' i.e. highest on an attribute, were compensated for by an increase in the number rated a '4'.

Staff were not seen as being *overly aggressive* or *decision avoiding*. The minimum score of *not at all like this* was given by half or more than half the residents, for these two attributes.

Staff did tend to be seen as *bureaucratic* by some residents, although opinions were divided and the most frequently chosen score was 0, i.e. *not at all bureaucratic*.

Ratings were higher than in the survey in 1997 for the four lower scoring attributes. Six out of 10 residents now rated staff a '5' or '4' for *showing initiative* (compared with fewer than five out of 10 giving these ratings in 1997). There was a marked increase in the number of residents saying staff were not at all like the negative attribute.

We are interested in how you would rate Kapiti Coast District Council staff in general for their service to you over the past 12 months. For each description of the staff I am going to read out, give a 5 if the staff were strongly like this, a 0 if they were not at all like this. Give 1, 2, 3 or 4 if they were somewhere in between.

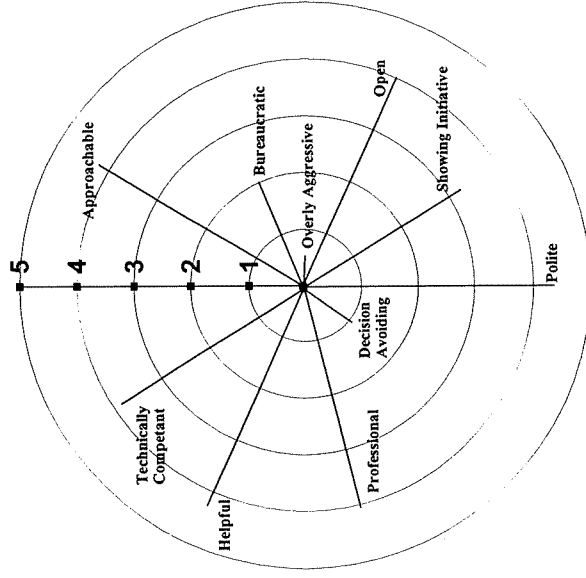
Users Only

	<i>Strongly</i>		<i>4</i>		<i>3</i>		<i>2</i>		<i>1</i>		<i>0</i>		<i>Don't Know</i>	
	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>
<i>Polite</i>	56	52	27	33	17	10	4	2	-	-	1	-	-	2
<i>Approachable</i>	49	50	27	36	20	10	2	1	1	1	-	-	-	2
<i>Helpful</i>	53	46	24	34	17	13	4	4	1	1	1	1	-	2
<i>Professional</i>	44	42	29	37	20	13	4	3	1	1	1	1	1	2
<i>Open</i>	45	42	28	34	21	16	2	5	2	2	2	-	-	2
<i>Technically Competent</i>	40	40	32	39	15	13	5	4	1	-	1	1	6	3
<i>Showing Initiative</i>	23	31	23	30	31	22	11	5	3	4	4	1	5	6
<i>Bureaucratic</i>	13	7	11	12	17	17	13	8	14	14	28	39	4	3
<i>Decision Avoiding</i>	5	4	6	6	11	9	7	6	14	14	50	58	7	4
<i>Overly Aggressive</i>	1	-	3	2	5	4	9	4	11	15	66	73	4	2

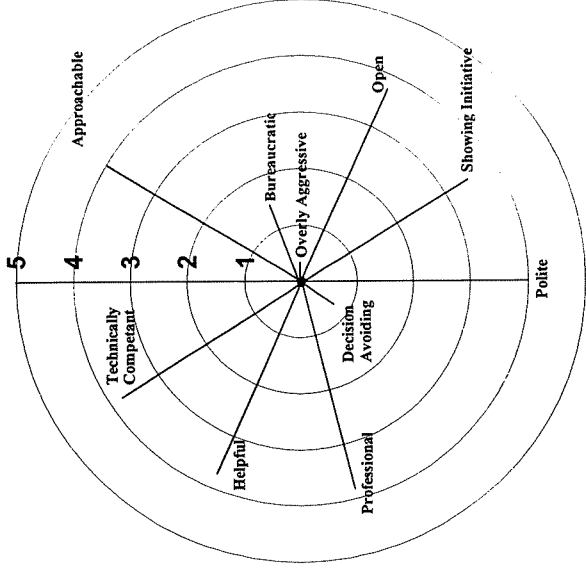
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KAPITI COAST DISTRICT COUNCIL STAFF SERVICE STRENGTHS

1997



1998



PUBLIC PARTICIPATION

SUBMISSION ON THE ANNUAL PLAN

A similar number of residents to 1997 had had contact with Council over submissions to the Annual Plan in 1998. Satisfaction with Council's handling of this had increased significantly, with eight out of 10 (rather than seven out of 10) now expressing satisfaction. Slight over half of these were *very satisfied*.

While only a very small number had contact in this way, a further question measured awareness.

Nearly half the residents said they were aware of the Vision 20/20 document. This compared favourably with the results of the 1996 NRB survey which indicated that 36% had seen or read about the Annual Plan.

Resident groups where awareness was significantly lower than 50% were – non ratepayers, residents under 35 years of age.

Q8. i) Council recently published a series of documents called Vision 2020 including the Draft Strategic Plan, Annual Plan, and Budget. Are you aware of these?

Yes	47
No	50
Don't know	3

Q8 ii) If 'yes', do you support or not support the direction Council is planning to take?

<i>Residents Aware</i>		<i>Total Residents</i>
<i>Base</i>	<i>237</i>	<i>500</i>
<i>Yes – Support</i>	<i>31%</i>	<i>15%</i>
<i>No – Don't Support</i>	<i>10%</i>	<i>5%</i>
<i>Don't Know</i>	<i>59%</i>	<i>28%</i>

Over half the residents who were aware of *Vision 20/20* were however unsure whether they supported the direction Council planned to take.

Of those who were not unsure, supporters outweighed non supporters three to one.

WATER CONSERVATION

The programme promoting *Water Conservation* had clearly been effective. Over eight out of 10 residents had heard of it, and had taken an average of two measures each, to save water. Fewer than two out of 10 residents in total had done nothing to save water.

The residents who were unaware of the *Water Conservation Programme* were also asked if they had done anything in the past year to save water.

Two out of three of these (unaware) residents had done nothing to save water in the past year.

Q6	i	<i>Last summer Council carried out a programme promoting Water Conservation. Were you aware of that programme?</i>	
			%
		<i>Yes</i>	84
		<i>No</i>	14
		<i>Unsure</i>	2

Q6	ii	<i>Have you done anything in the past year to save water?</i>	
			%
		<i>Keep to Water Restrictions</i>	65
		<i>Use Less Water in Garden</i>	51
		<i>Use Less Water in House</i>	35
		<i>Other</i>	10
			(82)
		<i>No – done nothing to save water</i>	18

While the *Water Conservation Programme* had successfully communicated to at least six out of 10 residents in all subgroups, there were some subgroups who were less aware than others.

Residents who were less aware of the *Water Conservation Programme* were:

- Otaki Residents
- Non Ratepayers
- Rural Residents
- Residents under 35 years of age

WATER TASTE

More residents are now satisfied with the *Taste of Water*. Residents of under five year's duration tend to be more *very satisfied* than other groups. Waikanae residents tended to be more satisfied than Paraparaumu residents though the supply is the same. This possibly reflects the trend for older residents to be more satisfied.

Results from this survey, compared with an earlier NRB survey, and with 1997 results, indicate there has been an improvement in perception of the taste of water in the district.

WATER SUPPLY

Fewer residents now said they did not use the water supply. Nearly three out of 10 Otaki residents claim they do not use the water supply, and nearly five out of 10 rural residents.

Among users about half saw the supply as *fairly satisfactory*, with most of the remainder seeing it as *very satisfactory*. However 16% of users in total were *not very satisfied*. Those results were similar to 1997.

PERFORMANCE MEASURE

The Annual Plan target for the 1998/99 was 70% of customers satisfied with the *taste of water*. This has not yet been achieved with 60% satisfaction.

The 1996 Communitrak Report was supplied by Kapiti Coast District Council to provide figures from a similar survey for comparison:

	<i>Taste of Water</i>			<i>Water Supply</i>		
	<i>NRB</i>	<i>DMB</i>	<i>DMB</i>	<i>NRB</i>	<i>DMB</i>	<i>DMB</i>
	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>
	%	%	%	%	%	%
<i>Very Satisfied</i>	22	14	15	36	31	32
<i>Fairly Satisfied</i>	38	37	45	56	46	47
<i>Not Very Satisfied</i>	39	40	34	8	17	16

CIVIL DEFENCE

Residents were divided approximately 50/50 with those who had/had not prepared for an emergency.

Residents who required further awareness/education (i.e. subgroups where a majority had made no preparations) were:

- Non ratepayers
- Residents of under 5 years duration in the district
- Residents under 35 years of age
- Residents with household incomes of up to \$20,000

Q7 (i) Now thinking about Civil Defence, has your household made any plans or preparations for a Civil Defence emergency?

Yes	52%
No	48%

(ii) If yes', which of these have you done?

<i>(Residents Who Have Made Plans)</i>		<i>(Total Residents)</i>
Base	258	500
	%	%
<i>Store Food</i>	68	35
<i>Store Water</i>	68	35
<i>Home Emergency Kit</i>	67	34
<i>Emergency Plan</i>	59	26
<i>Anything Else?</i>	4	2

DEMOGRAPHIC PROFILE OF KAPITI DISTRICT RESIDENTS

Kapiti data from the 1996 Census has just been released by the Statistics Department.

This provides a profile of all residents, compared with the total population of New Zealand.

For example, 27% of Kapiti residents are 60 or over, whereas in New Zealand in total 15% of people are 60 years of age or over (Census).

The Census data also provides some information on households, and this can be compared with the demographic data recorded in the residents survey. For example, 25% of Kapiti residents live in one person households (Census), whereas 22% of households in the residents survey were one person households.

Other comparisons are generally not appropriate, as the Census data e.g. on incomes, includes all adults over 15 years of age (i.e. includes working children) whereas the survey only includes householders.

The two tables of demographic analysis at the end of the tables in this report provide a detailed profile of the random sample of residents taking part in the survey. It is particularly important to note, when comparing results for different areas of the district, that the profiles of each area are different.

For example, five out of 10 Waikanae residents, four out of 10 Otaki residents, but only two out of 10 residents for the remainder of the district were aged 65 or over.

It should also be noted that within other subgroups, there were variations other than the differences that formed the subgroup. For example, between ratepayers and non ratepayers there were other differences – non ratepayers were more likely to have children and to have been in the area fewer than five years, than were ratepayers.

DEMOGRAPHICS

		<u>1996</u>	<u>1997</u>	<u>1998</u>
		%	%	%
Are you a Kapiti Coast District Council ratepayer?	Yes	90	86	86
	No	10	14	14
Is someone in your household in the workforce?	Yes	56	63	56
	No	44	37	44
Is your total household income:				
	Up to \$20,000	30	29	25
	Over \$20,000 to \$30,000	20	17	18
	Over \$30,000 to \$50,000	23	21	22
	Over \$50,000	22	24	25
Is this household: (read out)				
	One person only?	19	22	22
	Couple or family?	79	78	78
	Some other type of Household			
Do you have children under 20 living at home?	Yes	32	36	39
	No	68	64	61
Is your age group (read out)				
	Under 35	18	16	17
	35 to 49	26	31	24
	50 to 64	22	22	23
	65 and over	33	31	35
	Not answered			
How long have you lived in the district that is now part of the Kapiti Coast District Council? (read out)				
	Under 5 years	23	28	25
	5 to 10 years	25	25	25
	11 to 20 years	23	21	23
	More than 20 years	28	26	27
Where do you normally live (read out)				
	Paekakariki)			
	Raumati)	23	20	24
	Paraparaumu	29	29	32
	Waikanae	25	22	23
	Otaki	22	24	19
	Other			
Do you live in an				
	Urban area	87	88	90
	Rural area	13	12	10

FIELDWORK REPORT

The interviewers were supplied by Sensus NZ Limited, managed by Diana Clark.

A set questionnaire was used. Interviewing was carried out by telephone. Where there was no reply, three call-backs at different times were made. Interviewing was carried out evenings and weekends, and during the day when appointments had been made. Appointments were made to re-contact people who were too busy at the time of the initial contact.

Participants were given the opportunity to make any further comments following the structured questionnaire. These responses were recorded verbatim. The average interview length was a little over 13 minutes.

CALL ANALYSIS

The total number of calls were as follows:

	<i>1996</i>	<i>1997</i>	<i>1998</i>
<i>Number of Interviews</i>	<i>500</i>	<i>500</i>	<i>500</i>
➤ <i>Refusals</i>	<i>135</i>	<i>162</i>	<i>143</i>
➤ <i>No Reply</i>	<i>102</i>	<i>123</i>	<i>108</i>
➤ <i>Disconnected/Fax</i>	<i>53</i>	<i>47</i>	<i>25</i>
➤ <i>Non-Qualified (e.g. Council Workers, Business)</i>	<i>6</i>	<i>12</i>	<i>4</i>
➤ <i>Language (No English)</i>	<i>1</i>	<i>3</i>	<i>2</i>
➤ <i>Deaf</i>	<i>2</i>	<i>3</i>	<i>4</i>

Interviewers were monitored by Diana Clark, Field Manager, Sensus NZ Limited. Some respondents were re-contacted as a quality check.

The research was carried out in accordance with the Code of Ethics of the Market Research Society (New Zealand).

KCDC CUSTOMER SERVICE SURVEY

Hello, I'm from a company called Sensus NZ Limited which is carrying out a survey for the Kapiti Coast District Council.

Are you the householder whose birthday comes next? Is this a convenient time to obtain your confidential opinion on Customer Service issues? (If necessary arrange time to call back).

- Q1. i) **Thinking firstly about contacting KCDC by telephone. During the last 12 months, have you contacted the Council by telephone?**
(read out).

not at all	1 → Go To Question 2
fewer than 5 times	2
5 - 10 times	3
more than 10 times	4

- ii) **Think about your telephone calls to the Council. Please tell me whether the service was very satisfactory, fairly satisfactory or not very satisfactory – firstly** (read out).

	VS	FS	US	NA
a. the waiting time before being answered	1	2	3	4
b. the number of staff you had to transfer to before you got the right person	1	2	3	4
c. being dealt with without the need for follow-up	1	2	3	4
d. getting to talk with staff rather than an answer phone	1	2	3	4
e. feeling you were listened to	1	2	3	4
f. getting the information you needed	1	2	3	4
g. being rung back or followed up	1	2	3	4

- Q2. i) **Thinking now about all contact with KCDC including face to face contact. During the last 12 months have you had contact with** (read out). *If 'yes', was the service very satisfactory, fairly satisfactory or not very satisfactory?*

	Contact		Service			
	Yes	No	VS	FS	US	NA
a. the Paraparaumu Library	1	2	1	2	3	4
b. the Paraparaumu Rates Office	1	2	1	2	3	4
c. the Paraparaumu Building Control Office	1	2	1	2	3	4
d. Resource Consents Office	1	2	1	2	3	4
e. the Environmental Health Office	1	2	1	2	3	4
f. the Paraparaumu Depot	1	2	1	2	3	4
g. Outside Field Staff	1	2	1	2	3	4
h. the Waikanae Library	1	2	1	2	3	4
i. the Waikanae Service Centre	1	2	1	2	3	4
j. the Otaki Library	1	2	1	2	3	4
k. the Otaki Service Centre	1	2	1	2	3	4

- ii) **During the last 12 months did you have contact with KCDC over any of the following (read out). If 'yes' was the handling very satisfactory, fairly satisfactory or not very satisfactory?**

	<u>Contact</u>		<u>Service</u>			
	Yes	No	VS	FS	US	NA
a. Land Information Memorandum (LIMS)	1	2	1	2	3	4
b. applications for building consents	1	2	1	2	3	4
c. application for subdivision consent	1	2	1	2	3	4
d. application for resource consent	1	2	1	2	3	4
e. submission on the annual plan	1	2	1	2	3	4
f. noise complaint	1	2	1	2	3	4
g. dog control complaint	1	2	1	2	3	4
h. litter complaint	1	2	1	2	3	4

Q3. **(If any in Q 1 or Q 2 are 'not satisfactory')**

In the questions so far you've mentioned that some thing(s) was/were not satisfactory. What changes would you like to see in the handling of (read out unsatisfactory item).

	Q No.	Code Letter	Write Comments
i)	_____	_____	_____
ii)	_____	_____	_____
iii)	_____	_____	_____
iv)	_____	_____	_____

Q4. **(If 'no contact' in the previous questions go to Q 5).**

We are interested in how you would rate KCDC staff in general for their service to you over the past 12 months. For each description of the staff I am going to read out, give a 5 if the staff were strongly like this, a 0 if they were not at all like this. Give a 1, 2, 3, or 4 if they were somewhere in between.

	Strongly				Not At All	
a. approachable	5	4	3	2	1	0
b. technically competent	5	4	3	2	1	0
c. helpful	5	4	3	2	1	0
d. polite	5	4	3	2	1	0
e. open	5	4	3	2	1	0
f. professional	5	4	3	2	1	0
g. bureaucratic	5	4	3	2	1	0
h. decision avoiding	5	4	3	2	1	0
i. overly aggressive	5	4	3	2	1	0
j. showing initiative	5	4	3	2	1	0

- Q5. Now we'd like your opinion of some KCDC services. For each service I read out, please tell whether you are very satisfied, fairly satisfied, or not very satisfied with KCDC's handling of these services. If you don't use that service please tell me.

	VS	FS	US	DU
a. public halls and community buildings	4	3	2	1
b. sports fields	4	3	2	1
c. children's playgrounds	4	3	2	1
d. passive reserves	4	3	2	1
e. swimming pools	4	3	2	1
f. libraries as a reference or information source	4	3	2	1
g. libraries for borrowing books	4	3	2	1
h. the water supply	4	3	2	1
i. the taste of water	4	3	2	1
j. noise control	4	3	2	1
k. environmental health	4	3	2	1
l. dog control	4	3	2	1
m. litter control in retail areas	4	3	2	1

- Q6. i) Last summer Council carried out a programme promoting water conservation. Were you aware of that programme?

Yes	1
No	2
Unsure	3
Other _____	4 (Write in)

- ii) Have you done anything in the past year to save water?

No	1
Use less water in garden	2
Use less water in house	3
Keep to water restrictions	4
Other _____	5 (Write in)

- Q7. i) Now thinking about Civil Defence, has your household made any plans or preparations for a Civil Defence emergency?

Yes	1
No	2

- ii) If 'yes', which of these have you done? (read out)

Store Food	1
Store Water	2
Home emergency kit	3
Emergency Plan	4
Anything Else? _____	5 (Write in)

- Q8. i) Council recently published a series of documents called Vision 2020 including the Draft Strategic Plan, Annual Plan, and Budget. Are you aware of these?

Yes	1
No	2
Don't know	3

- ii) If 'yes', do you support or not support the direction Council is planning to take?

Yes - Support	1
No - Don't Support	2
Don't know	3

June 1998

DEMOGRAPHICS

	Yes	No
Q9. Are you a Kapiti Coast District Council ratepayer?	1	2
Q10. Is someone in your household in the workforce?	1	2
Q11. Is your total household income: <i>(read out)</i>		
Up to \$20,000	1	
Over \$20,000 to \$30,000	2	
Over \$30,000 to \$50,000	3	
Over \$50,000	4	
Not answered	5	
Q12. Is this household: <i>(read out)</i>		
One person only?	1	
Couple or family?	2	
Some other type of Household	3	
Q13. Do you have children under 20 living at home?	Yes 1	No 2
Q14. Is your age group <i>(read out)</i>		
Under 35	1	
35 to 49	2	
50 to 64	3	
65 and over	4	
Not answered	5	
Q15. How long have you lived in the district that is now part of the Kapiti Coast District Council? <i>(read out)</i>		
Under 5 years	1	
5 to 10 years	2	
11 to 20 years	3	
More than 20 years	4	
Q16. Where do you normally live <i>(read out)</i>		
Paekakariki	1	
Raumati	2	
Paraparaumu	3	
Waikanae	4	
Otaki	5	
Other	6	
Q17. Do you live in an		
Urban area	1	
Rural area	2	
Q18. Is there any other issue concerning KCDC you wish to comment on?		

Thank you very much.

Name: _____

Phone: _____