

Kāpiti District Council 2019/20 Residents' Opinion Survey

September 2020



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Introduction and Research Method




Introduction

- This document reports the results of the 2019/20 Residents' Opinion Survey. The survey was conducted for Kāpiti Coast District Council by Research First over four quarters (September 2019, December 2019, March 2020 and June 2020) with at least 200 residents surveyed in each quarter (824 in total). Research First has conducted this survey since 2017.
- The key findings of this research are detailed in the Executive Summary and results are compared to the 2017/18 and 2018/19 surveys.

Research Method

- Research is completed via telephone interviewing, including both landlines and mobile phones to ensure broad coverage of all residents.
- The main source of telephone sample is Research First's proprietary database of resident phone numbers.
- A technique called 'networking' is also used, whereby interviewers ask a respondent if they know anyone else who would be willing to participate in the survey. This technique is particularly successful for recruiting younger residents, who can be difficult to reach via landline.
- The typical duration of the survey is between 17-20 minutes.
- Each quarter, sample quotas are set for the number of permissible respondents by age, gender, and community board. These quotas are based on known proportions from Census data. At the start of the 2019/20 period, these quotas were re-set based on the 2018 Census. The achievement of these quotas means that the survey sample is representative of residents across the district.

Reporting Results

- The maximum margin of error for the sample of 824 respondents is +/- 3.5% at the 95% confidence interval. This means that, where the entire sample is used, Council can have confidence that the results for the sample as a whole are accurate within 3.5 percentage points. The results for sub-samples, such as by community board, age band, and gender are less precise.
- Since Q1 2018-19, each quarter's survey is now slightly different, with a number of non-core questions only asked in certain quarters. This means that for some questions the margin of error is higher.
- All results have been statistically tested for significance at a 95% confidence level compared to previous years, or between sub-groups. Statistical significance is a function of sample size, size of difference between results, and data variability. Significant (i.e. genuine and notable) differences are annotated with arrows like these: 
- For each Council service or facility, an 'adjusted satisfaction score' (or agreement score) has been calculated. This is in line with the way Council has previously analysed its satisfaction results. The adjusted satisfaction score is calculated by removing 'neutral' and 'don't know' responses and calculating the percentage of satisfied respondents from the reduced base size. The removal of these responses affects the robustness of the data.

Text Analytics

- New in 2020 is the use of an Artificial Intelligence-based text analytics tool, which is being used to analyse the verbatim answers given by respondents to the many open-answer questions asked in the survey.
 - After almost all questions about satisfaction with services, interactions, or perceptions of Council, those who are either very satisfied or very dissatisfied are asked a follow-up question asking them to give a reason for their answer.
- Previously, analysis of these comments was a laborious manual process undertaken by the Council, involving reading each comment and summarising key themes. The new tool was introduced to reduce this process by using AI to group comments semantically, quantify the themes, and objectively analyse their impact on satisfaction ratings.
- By exploring this relationship between open-field textual data and hard organisational KPIs, the Council will be able to focus its energy on the areas of greatest need, and that are most likely to improve overall satisfaction figures.
- It's also easy to see the areas where the Council is seen to be performing the best, in the words of its constituents.



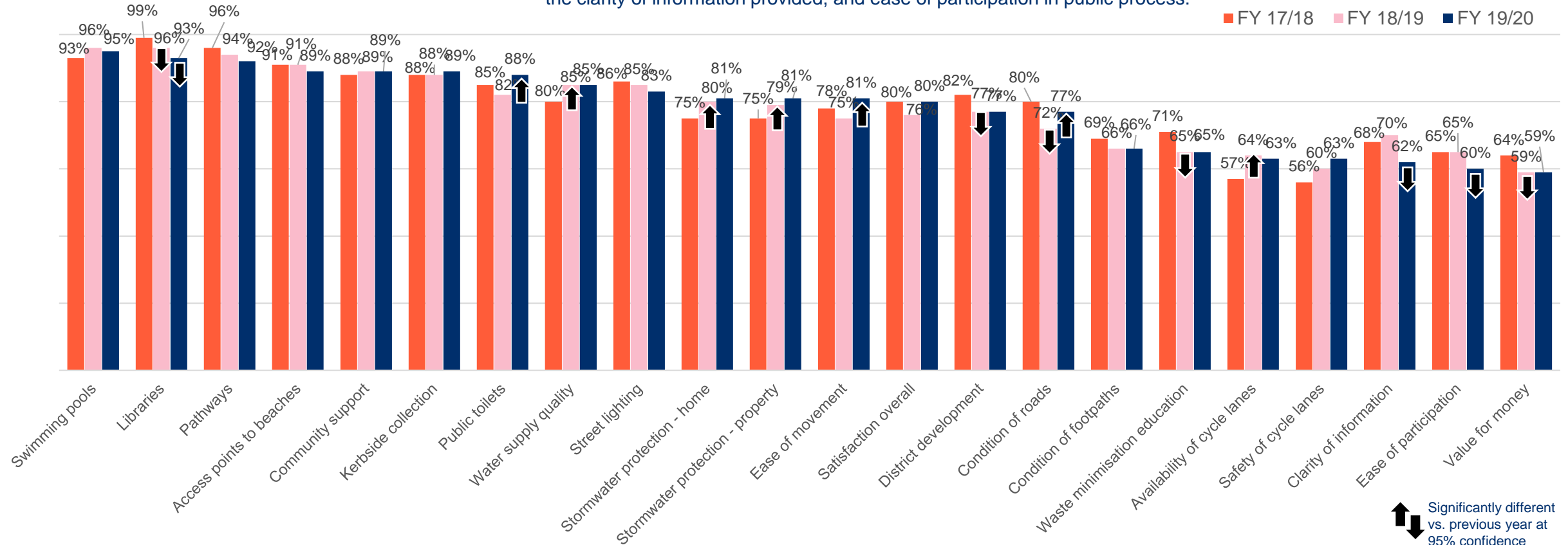
Executive Summary

Executive Summary

- Overall satisfaction with Council remains very high, and has increased year on year, although not significantly.
- The main drivers of satisfaction are the most visible, highly used Council facilities – **libraries** and **swimming pools** – as well as the condition of outdoor spaces such as **cycling, walking, and bridle paths**, and **beach access points**. These remain the highest-rated services.
- Significant increases have been seen in satisfaction with **public toilets**, **condition of roads**, and **ease of movement** around the district.
- Only two measures remain short of their LTP targets: **street lighting** and the consistently underperforming **waste minimisation education**.
- The main drivers of dissatisfaction with the Council do not relate to specific services; instead they concern a perceived lack of **clarity of information** and **ease of participation** in the democratic process. There are signs that these deteriorated during the COVID-19 lockdown in Q4.
- **Interaction with Council** (i.e. issue resolution) remains a sticking point for the 19% who do so each year. While satisfaction with interactions is improving, satisfaction with being kept informed, and the overall outcome continue to be the areas of highest dissatisfaction.
- Younger residents (aged 18-39) tend to rate the Council more positively. Residents of Waikanae are less likely to be satisfied with libraries, due to the closure of the local branch, but more likely to be satisfied with roading. Otherwise, there are few demographic differences of note.

Executive Summary: Adjusted Satisfaction Ratings Key service measures*

- Many Council service measures continue to have high adjusted satisfaction ratings, including libraries, despite a two-year decline. Swimming pools have the highest satisfaction levels.
- Ease of movement on the roads and road condition have seen significant improvement. The same is true of public toilets.
- Perceptions of Council governance remain the lowest-rated measures, with significant declines seen in perceptions of the clarity of information provided, and ease of participation in public process.



*Included in this summary are all measures with targets in the LTP, plus others which do not have LTP targets but have been identified as of interest.

2019/20 Progress against Long Term Plan targets

Service level:	2019/20 achieved (Adjusted satisfaction %)	Vs. LTP target (%)
Swimming pools	95	85 ✓
Libraries	93	85 ✓
Pathways	92	85 ✓
Access to beaches	89	85 ✓
Community support	89	85 ✓
Kerbside collection	89	85 ✓
Public toilets	88	75 ✓
Water supply	85	80 ✓
Street lighting	83	85 ✗
District development	77	75 ✓
Roads allow for easy movement	81	80 ✓
Condition of roads	77	70 ✓
Condition of footpaths	66	65 ✓
Waste minimisation education	65	75 ✗

Only two of the LTP targets are not being met:

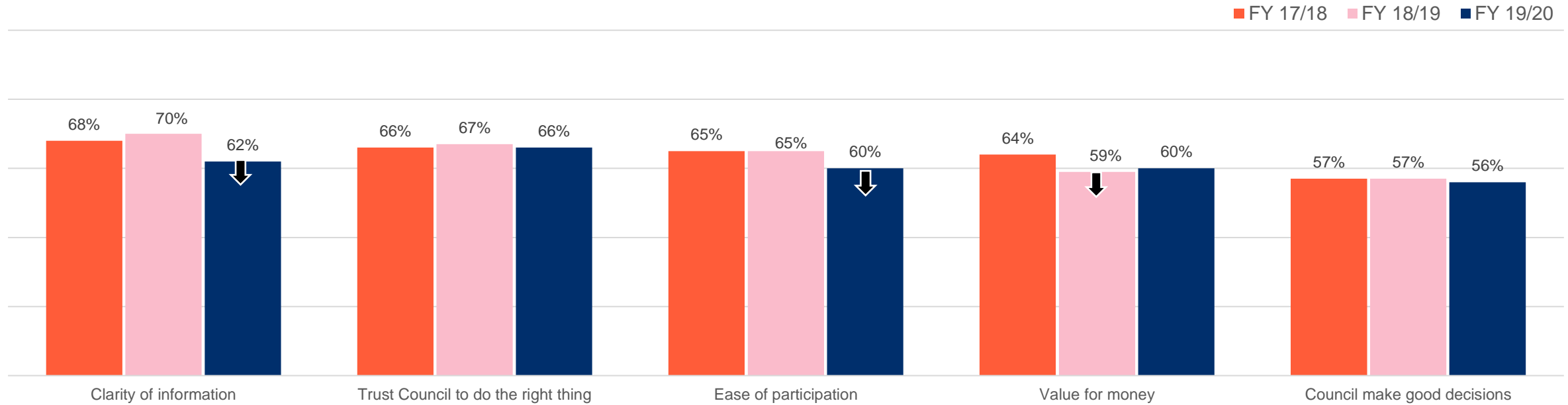
- **Waste minimisation education:** Remains behind target for the third year running.
- **Street lighting:** Falls just short despite no significant decline.


In addition, district development, ease of movement, and condition of footpaths are ahead of their targets, but only just.

NB. Measures relating to stormwater and cycle lanes, and other measures of Council governance seen in the previous chart, do not have LTP targets.

Executive Summary: Adjusted Satisfaction Ratings Perception measures

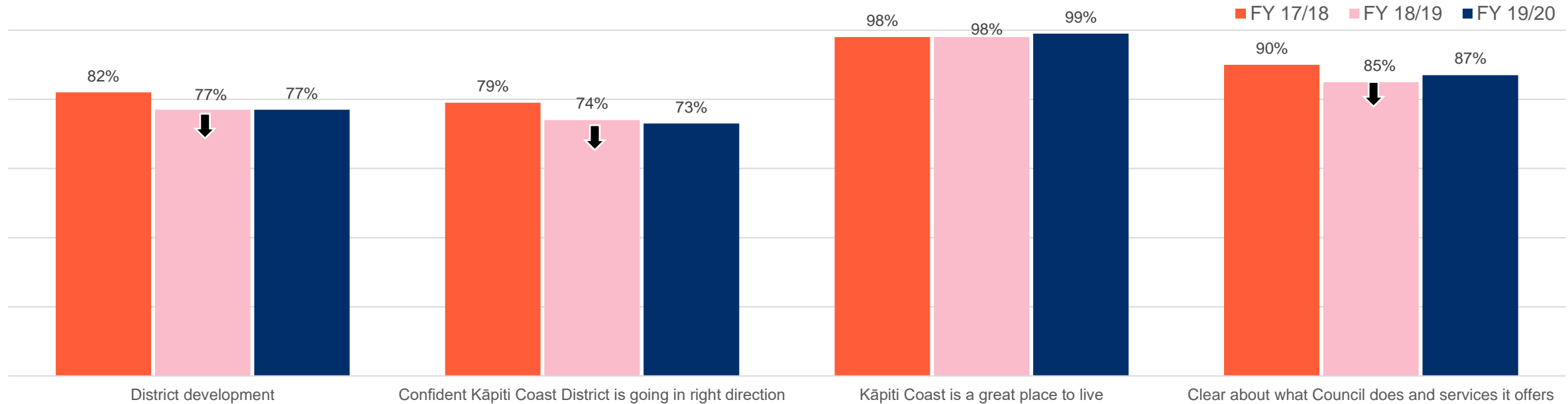
- Ratings of the Council for the clarity of information it provides on issues where decisions are coming up, and how easy it makes it for residents to have their say and participate in decision-making, have declined significantly in the last year.





 Significantly different
vs. previous year at
95% confidence

Executive Summary: Adjusted Agreement Ratings Perception measures

- Ratings of other measures about the District have stabilised after some significant drops in 2018-19.




 Significantly different
vs. previous year at
95% confidence

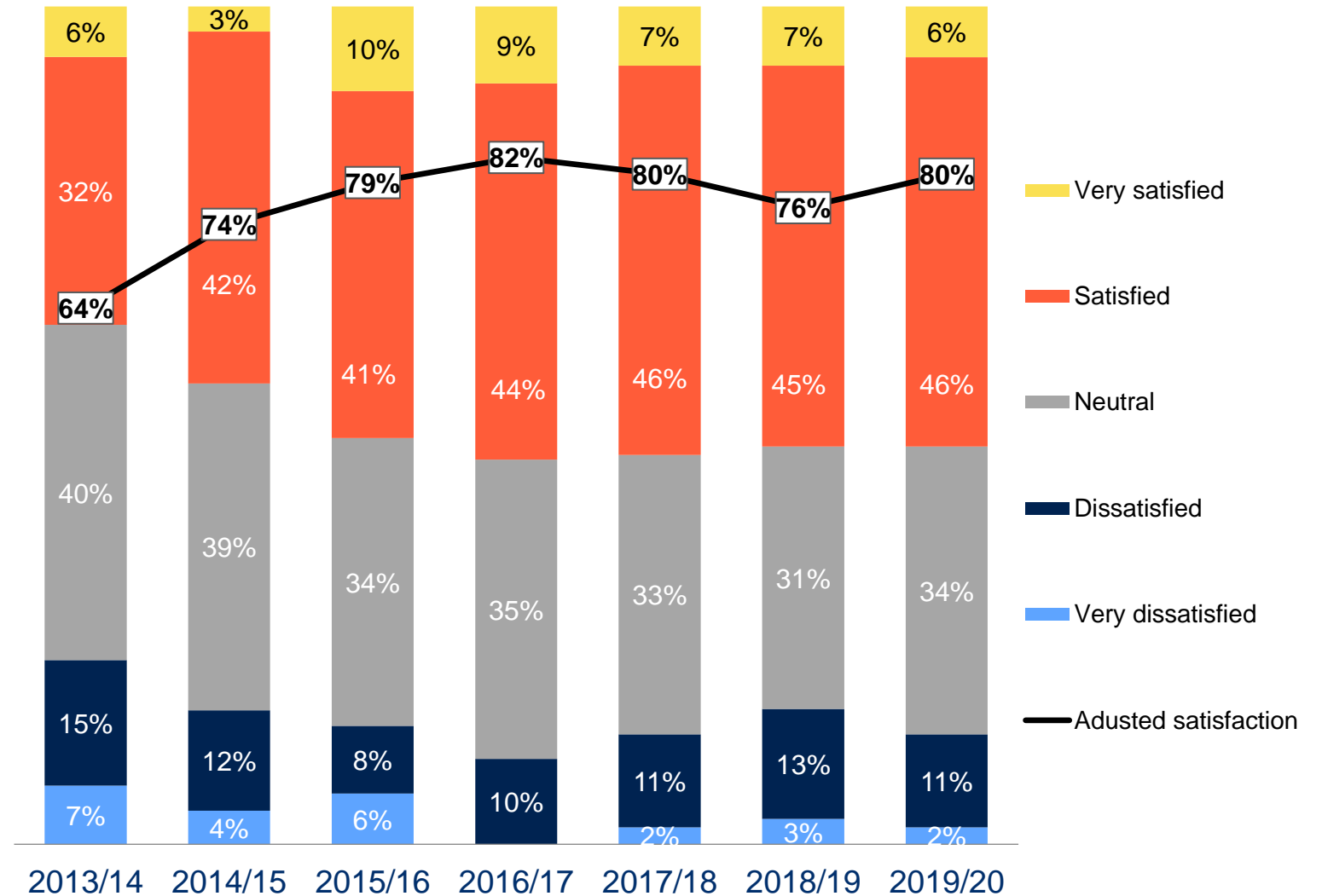


Overall Satisfaction



Overall Satisfaction Over Time

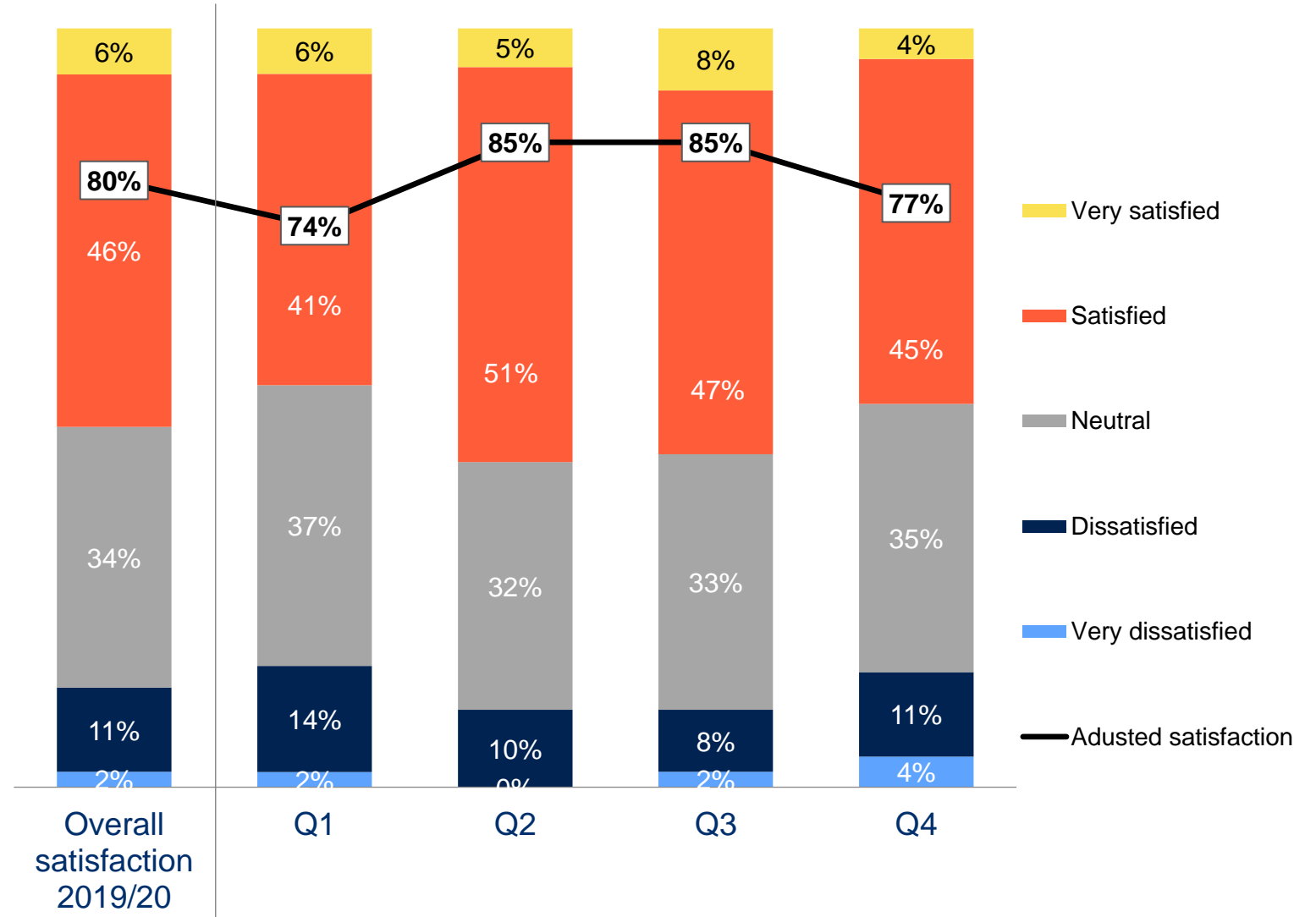
- The gradual decline in overall satisfaction seen over the previous two years has reversed, with the adjusted score increasing significantly year-on-year.
- The 2019-20 results are almost identical to 2017-18.





Overall Satisfaction 2019/20 by quarter

Satisfaction was highest in Q2 and Q3.

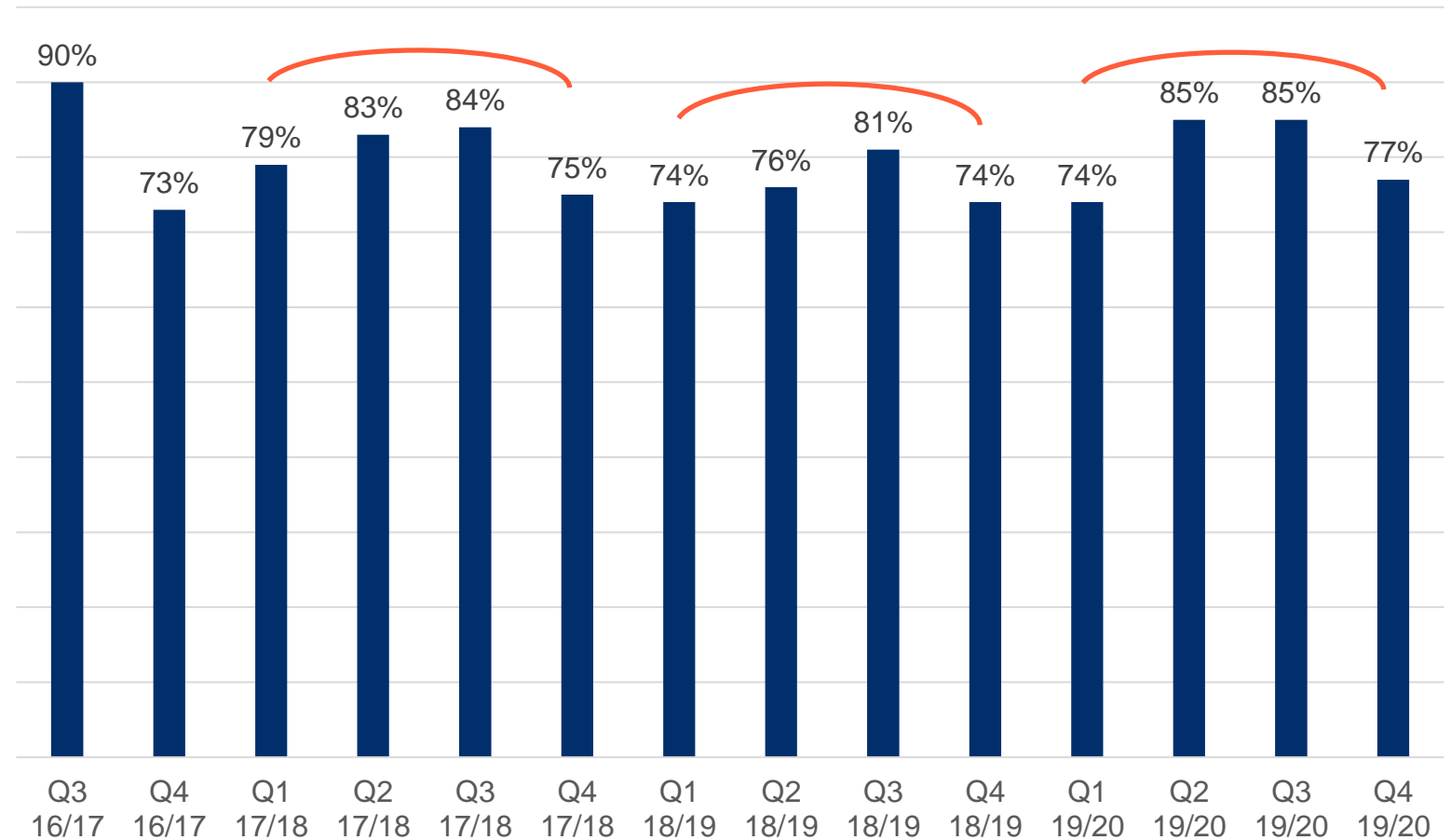




Overall Satisfaction – by quarter over time

- This pattern of higher scores over the middle quarters has been seen in previous years and is likely to simply be seasonal.
- The only individual service that follows this distinct pattern is street lighting, for obvious reasons.

NB. Only phone interviews have been included in historical data for consistency.

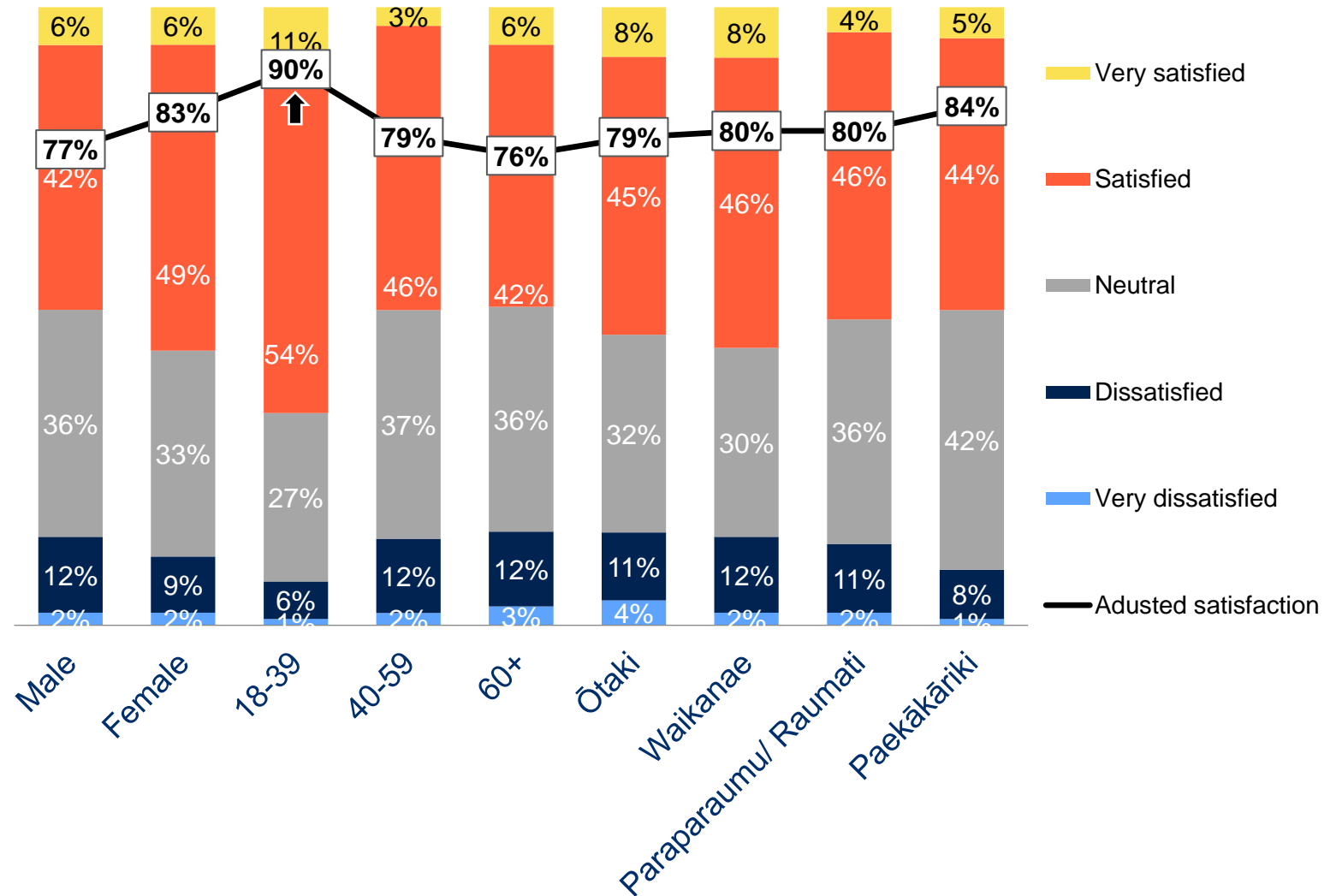




Overall Satisfaction – by demographic subgroup

Subgroup analysis indicates:

- People aged 18-39 are significantly more likely to be satisfied with Council performance.
- Females are slightly more satisfied than males.
- There is no significant variation by area.



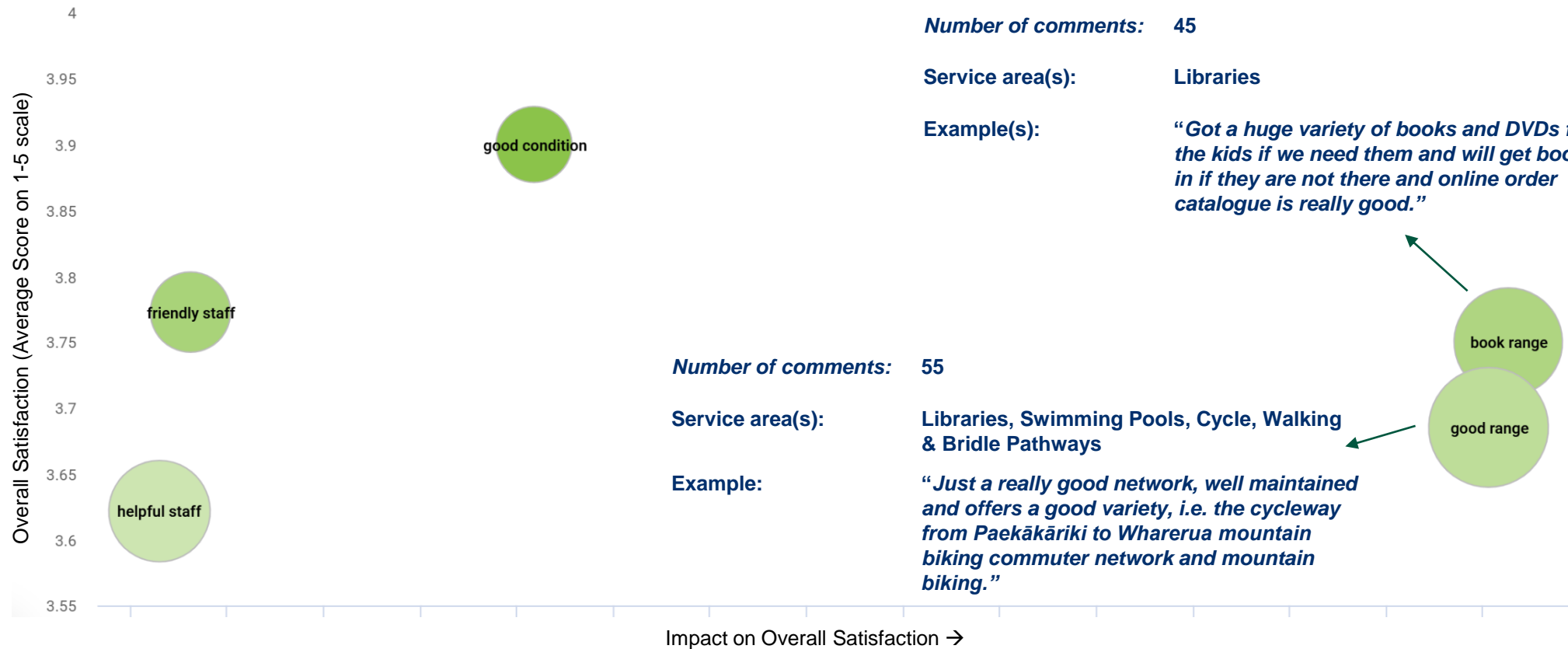


Drivers of Overall Satisfaction – from verbatim comments

- Text analytics shows that the top themes which are drivers of satisfaction are related to the provision of choice, especially at libraries.

Overall Performance (Average) by Themes

Top 5 with highest impact

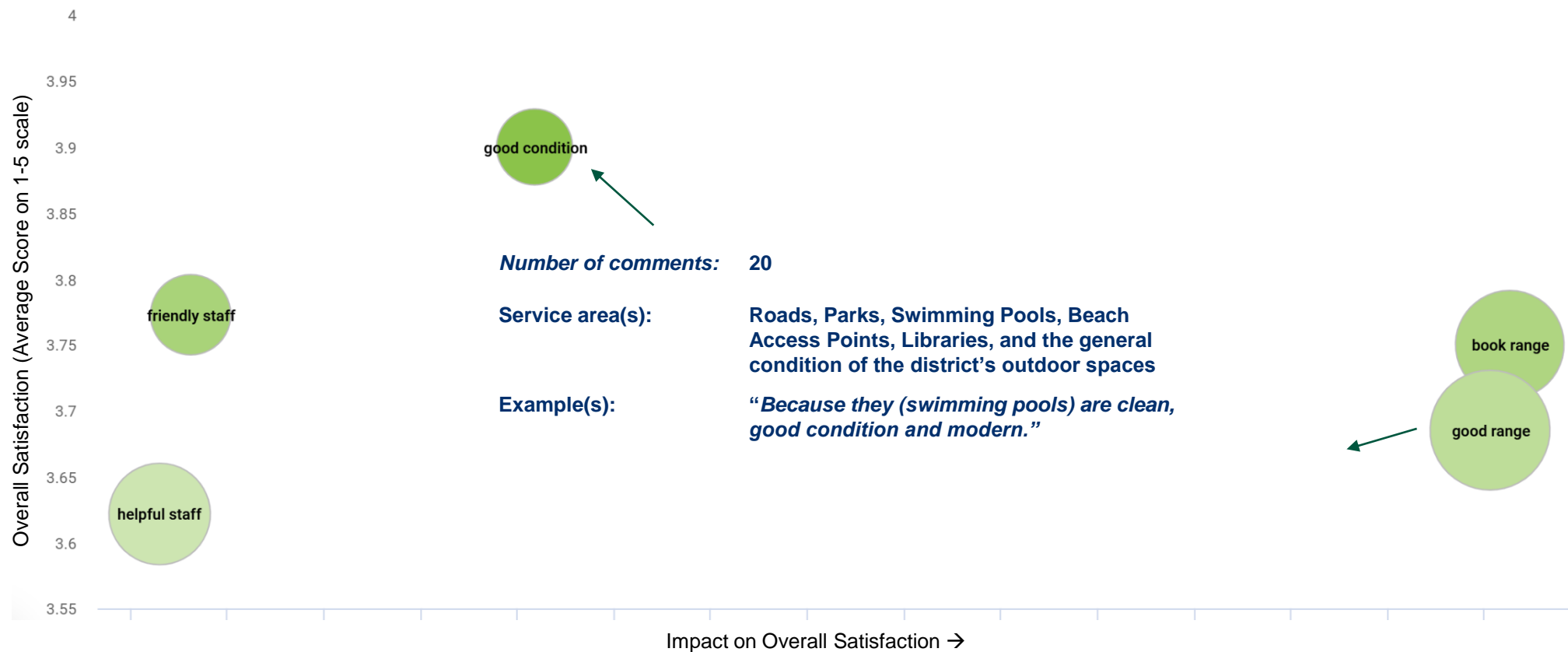


Drivers of Overall Satisfaction – from verbatim comments

- The theme mentioned by respondents with the highest satisfaction levels relates to the condition of various assets.
- Other impactful themes relate to helpful staff – once again, libraries featuring strongly.

Overall Performance (Average) by Themes

Top 5 with highest impact



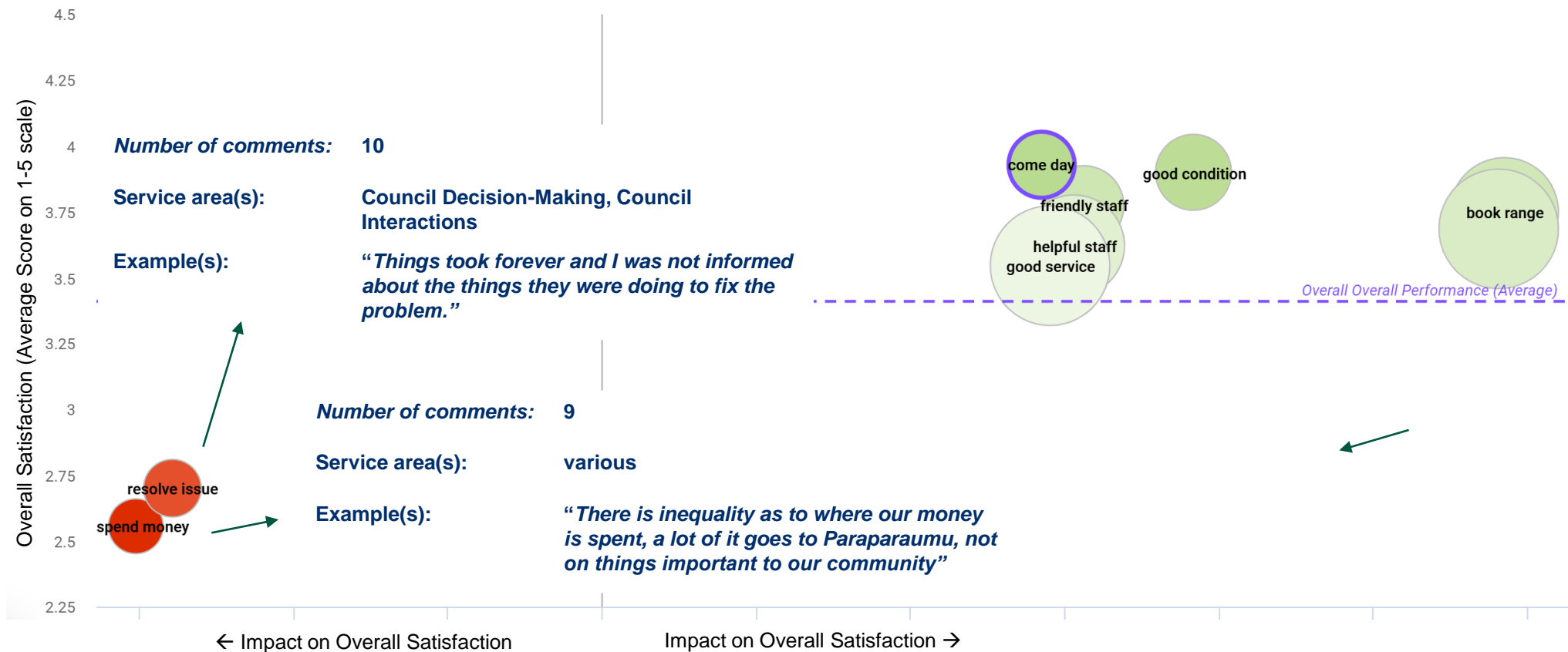


Drivers of Overall Satisfaction – from verbatim comments

- The themes with the largest negative impact on satisfaction – of which there are few – relate to interactions with Council and the investment of funds.

Overall Performance (Average) by Themes

Top 10 with largest impact





Service Results in Detail

Ease of movement

Residents were asked how satisfied or dissatisfied they are that Council roads allow for easy movement around the District.

Overall, 59% are satisfied or very satisfied that roads allow for easy movement. The adjusted satisfaction score is 81%.

This is a significant increase from 2019 and means the Council is now meeting its Long Term Plan target of 80%.

Residents of Waikanae (75%) are more likely to be satisfied/very satisfied than other areas (all 53%).

Adjusted satisfaction score		
2019	2020	Target
75%	81%	80% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 n=821



"I think the expressway has taken a lot of pressure off the local roads."

"We find it easy to walk around or drive. It's just good. We compare with Taupo, but we couldn't walk. It's so easy and comfortable to get around."



"Well you can't - there's insufficient access from the east to the west and there's insufficient access from the north to the south."

"The road that goes from north to south over the bridge is too congested. The other roads around Otaki are not so easy between 7am to 9am. That's when everyone's is off to work and school; then 1pm to 3pm and starts to get busy 3pm to 5pm."

Condition of roads

Residents were asked how satisfied they were with the condition of roads in the District.

Adjusted satisfaction score		
2019	2020	Target
72%	77%	70% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=821

53% are satisfied or very satisfied.

The adjusted satisfaction score improved to 77% compared to last year and achieves the Long Term Plan target.

Residents of Waikanae (68%) are more likely to be satisfied/very satisfied than the overall population (53%).



"Because from what I have noticed they maintain roads. There has been issues, but they do the repairs."

"There's minimal roadworks and I haven't noticed any potholes recently."



"It annoys me that they are resealed with the existing lumps and bumps without smoothing them out."

"They're broken and loads of road works between here and Paraparaumu, just ridiculous."

Condition of footpaths

Residents were asked how satisfied they were with the condition of footpaths in the District.

47% are satisfied or very satisfied with an adjusted satisfaction score of 66%.

This has remained stable since last year and sits just over the 65% target mark.

Those aged 18-39 (68%) are more likely to be satisfied/very satisfied than the overall population (47%).

Adjusted satisfaction score

2019	2020	Target
66%	66%	65% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=797

"Where I live they're widened so it's a shared footpath for cyclists and walkers in some parts. My opinion is they are nice and safe and in good nick as well."

"They have just done upgrading the footpaths. Are twice as wide, whether an elderly couple, or a scooter, or a cyclist, there is plenty of room."

"Pretty average foot pathing. Cheap asphalt used across the road compared to around the corner done in concrete. Do a job once, do it right."

"There are often places where there aren't any footpaths, and where they are, they are mostly damaged and not wheelchair friendly."


Street lighting

Residents were asked how satisfied they were with street lighting in the District.

64% are satisfied with the street lighting while the adjusted satisfaction score is 83%.

This now falls below the Long Term Plan target.

Residents of Paekākāriki (52%) are less likely to be satisfied/very satisfied than the overall population (64%).

Adjusted satisfaction score		
2019	2020	Target
85%	83%	85% 



 Very dissatisfied
  Dissatisfied
  Neutral
  Satisfied
  Very satisfied
 n=797

“If we have to go out at dark you can see where you're going. It's adequate for residents, it's safe.”

“Down our end of a cul-de-sac we trialled the new brighter lights and now they're changing all them over to these LED, so I am satisfied.”

“There is not enough lighting. Not all streets have lights and it is also the brightness. They need more lights. Park Avenue is not good enough.”

“There are streets that need street lights. Riverbank Road extension, Marine Parade, and Atkinson Avenue extension.”

Kerbside rubbish collection services

Residents were asked how satisfied they were with kerbside rubbish collection services.

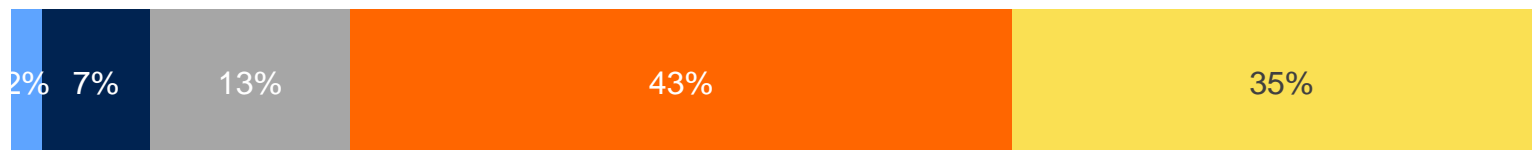
Overall satisfaction is at 78% and the adjusted satisfaction score is consistent with last year at 89%.

This continues to be ahead of the Long Term Plan target.

Residents of Paekākāriki (60%) and those aged 40-59 (69%) are less likely to be satisfied/very satisfied than the overall population (78%).

Adjusted satisfaction score

2019	2020	Target
88%	89%	85% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=611



"Because they always turn up and they always leave the rubbish bin neatly by my drive."

"They do a good job, they are always on time and do what they say they are going to do, pretty straight forward."



"I brought the rubbish out last week, after they went past my house and when I brought it out, they turned around, saw me and completely ignored me."

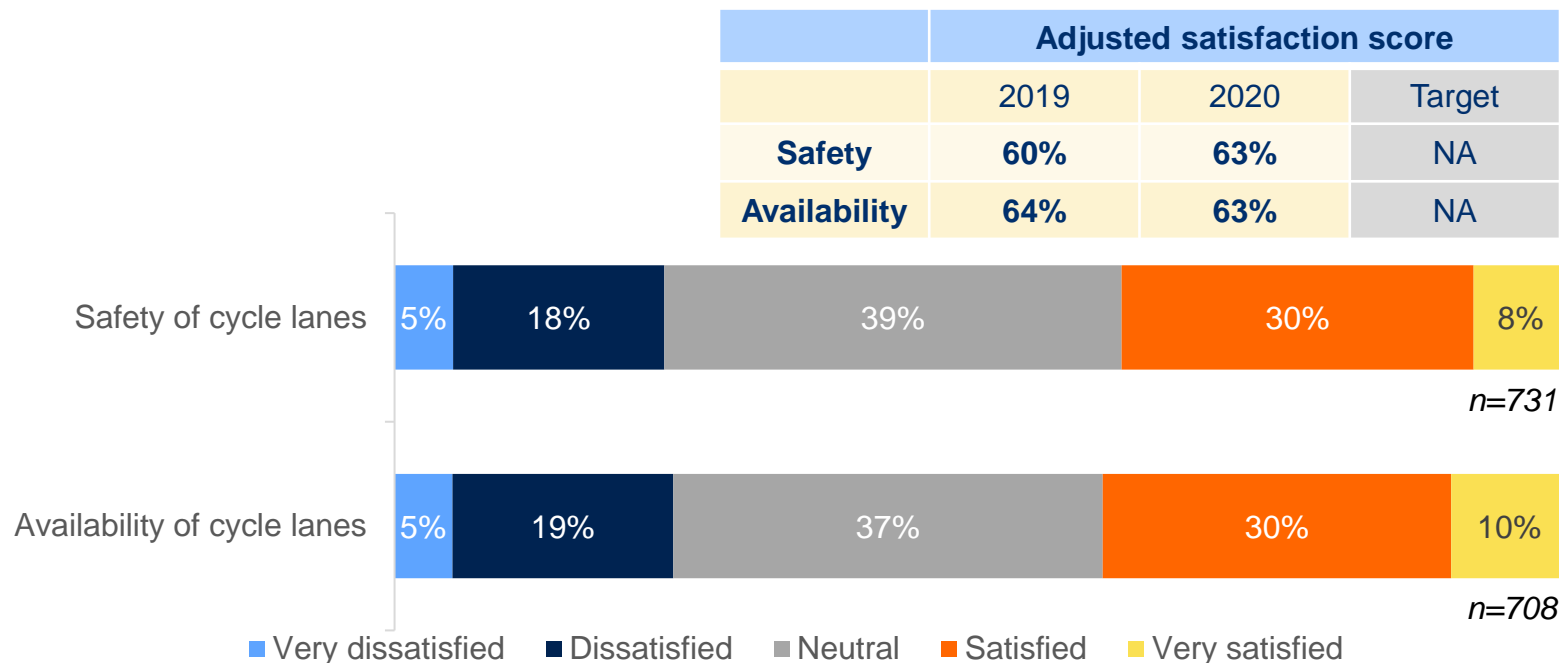
"You pay rates and then you have to pay for your rubbish collection as well."

Safety and availability of cycle lanes

Residents were asked how satisfied they were with both safety and availability, of cycle lanes.

People are similarly satisfied with the availability and safety of cycle lanes.

These scores are consistent with 2018/19 and are also consistent across demographic groups.



Safety: "They're clear, concise, and well marked. Some off them have that non-slip surface on them."

Availability: "I don't personally cycle anywhere, but I see a lot of people cycling, so I think it's fine."



Safety: "Because they are not separated from traffic, terrible crossings. Badly designed and dangerous."

Availability: "Because there are very few of them and only a few occasions where they are marked. My son cycles most of the way to school on the footpath because there's just not enough space on the roads."

Waste minimisation education


Residents were asked how satisfied they were with the Council's education, information and advice on waste minimisation programmes.

Overall in 2019/20, only 22% are aware of the waste minimisation programmes run by the Council.

Out of these, 39% are satisfied with the initiatives and the adjusted satisfaction score has remained at 65% since 2019.

This means the LTP target continues to not be met.



Adjusted satisfaction score		
2019	2020	Target
65%	65%	75% 



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 n=181

*Caution: Low base sizes when based on those aware of service.
 For this measure, margin of error of +/- 6.7% at the 95% confidence.
 Results by subset are indicative only and not significant*



"Because it's regular with the newsletter and [they] do a lot of local ads in local newspapers to make people aware of this matter"

"There is lots of information. There are recycling places for people who don't have kerbside pick up."



"The council needs to provide wheelie bins for recycling, bottles and plastics."

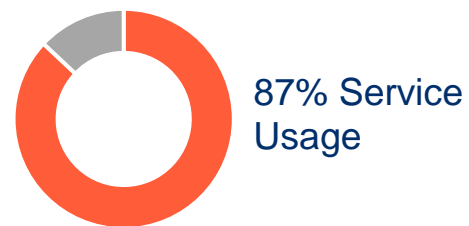
"Because they are not supplying me with a small bin that I desperately require. This is a bin on wheels. I am paying for my waste disposal."

Water supply quality

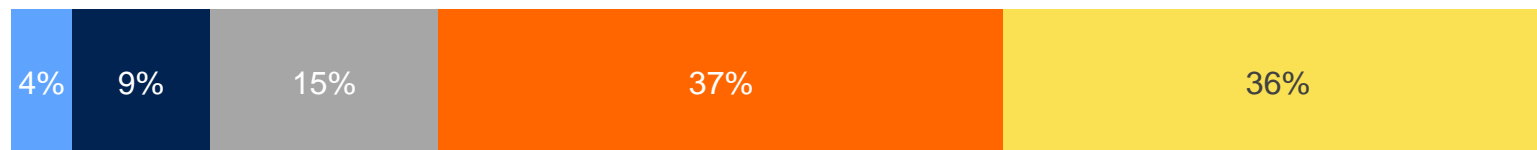
Residents who were provided with Council water supply were asked about their satisfaction with the quality of the water.

73% are satisfied with the quality of water supply, and the adjusted satisfaction score has maintained at 85%. This is ahead of the LTP target.

Satisfaction is consistent across all areas and demographics.



Adjusted satisfaction score		
2019	2020	Target
85%	85%	80% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=712



"I drink the water and make cups of tea and it's perfectly alright - no problems whatsoever."

"It's great, when I turn on the tap I get water. It's very reliable."



"Because they made us take our rain tank out and now we have to drink water with chlorine in it."

"They put fluoride in the water and they use chlorine and you can smell it, it's very strong and you can taste it and I have to use a filter."

Stormwater ability to protect homes from flooding

Residents were asked how satisfied they were with the ability of the stormwater system to protect their home from flooding.

Adjusted satisfaction score		
2019	2020	Target
80%	81%	NA



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=377

64% are satisfied overall.

The adjusted satisfaction score is 81%, which is similar to last year.



"Because I have not seen any sort of flooding around our house since living here, even in terrible weather. Just little puddles."

"It has coped with everything, as Waikanae is in a flood zone, and there has been a lot of rain and it hasn't flooded yet."



"The drains don't get cleaned enough, they're full of sand, and a lot of them don't even drain anywhere."

"It all comes into the stream behind our property and, in the floods, our property floods. Drain is not adequate to hold the water in flood."

Note: Asked only in Q1 & Q4

Stormwater ability to protect property and garden from flooding

Residents were asked how satisfied they were with the ability of the stormwater system to protect their property and garden from flooding.

Adjusted satisfaction score		
2019	2020	Target
79%	81%	NA

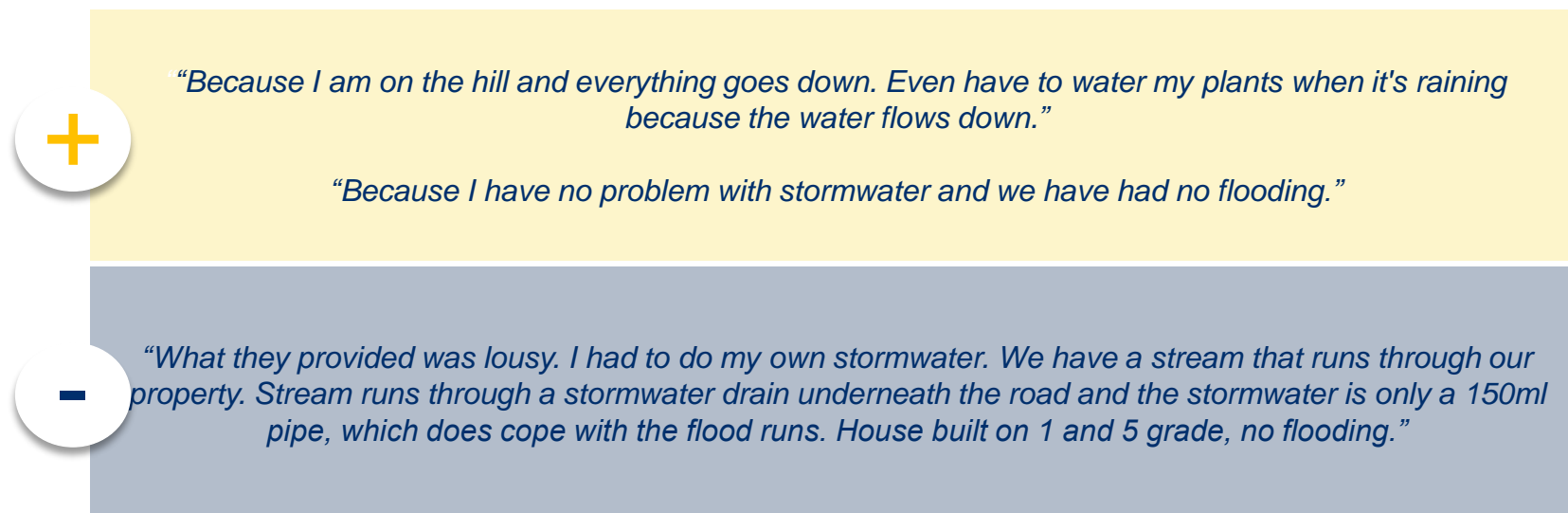


■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 n=377

Overall 62% are satisfied or very satisfied.

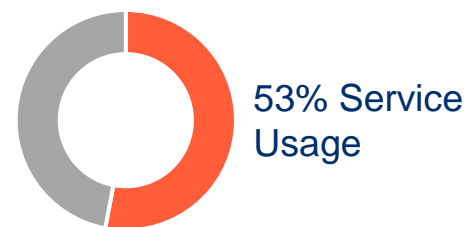
The adjusted satisfaction score rose to 81 from 79% in 2019 and 75% in 2018.

Note: Asked only in Q1 & Q4



Swimming pools

Residents who had used a Council-owned swimming pool were asked how satisfied they were with the services and facilities.



Adjusted satisfaction score		
2019	2020	Target
96%	95%	85% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=214

81% are satisfied or very satisfied.

The adjusted satisfaction rate remains stable at 95%, which is significantly ahead of the LTP target.



"Because the indoor facilities are marvellous, at the Aquatic Centre. They keep lanes open for lane swimmers and the outdoor pool at Waikanae, which I haven't been to for a while, absolutely delightful."

"So the one that we go to in Ōtaki has just been done up and that's included a flash pad for the kids. The kiddy pool is great, and the added facilities, they've added sauna. Also the outside design is really nice."



"Because the Aquatic Centre will allow only two lanes for swimmers. At peak time they allow one person to be taught swimming lessons and they have a whole lane to themselves."

"You go down there and it's closed and they have rented it out to a private function or the swimming club which is contrary."

Note: Asked only in Q2 & Q3

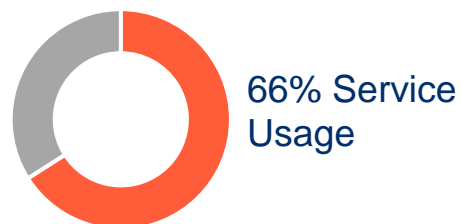
Libraries

Residents who had visited a Council-owned library were asked how satisfactory the service was.

Overall 84% are satisfied or very satisfied.

The adjusted satisfaction rate dropped slightly from last year but is still well above the LTP target.

People living in Waikanae are less satisfied with library facilities (64% vs 84%).



Adjusted satisfaction score		
2019	2020	Target
96%	93%	85% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=544

"Because we've got a huge network of library books available. And it's very quick, the books are delivered by courier, it's amazing, and it's free."

"When I needed to locate the JP to sign off on my divorce papers, the staff were really helpful in directing me towards the direction of the JP. All the services were done really well, just fantastic."

"The librarians are excellent. But they are underfunded with inadequate resources, internal aesthetics, buildings and the library stock.."

"The Waikanae library is no longer operating. I think there was black mould in the building."

Public toilets

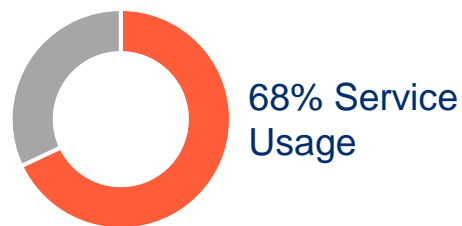
Residents who had used a public toilet in the District were asked how satisfied they were with public toilets.

68% are either satisfied or very satisfied.

The adjusted satisfaction score has increased slightly from 2019 and is ahead of the LTP target.

Results are consistent across all areas and demographics.

Note: Asked only in Q1 & Q3



Adjusted satisfaction score		
2019	2020	Target
82%	88%	75% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 n=279

"I think they are well maintained, tidy, and enough of them around to be useable."



"The Paraparaumu Beach toilets are regularly serviced, they're always clean and they never run out of toilet paper."



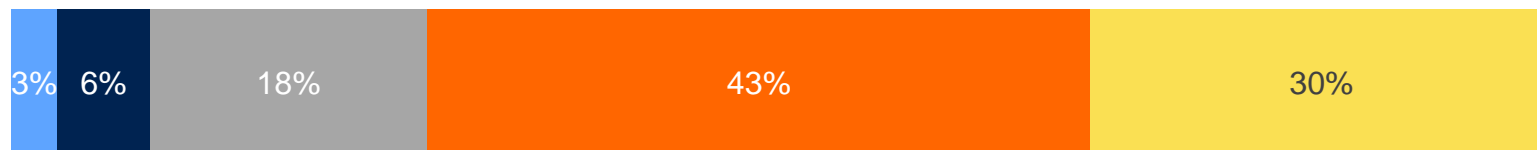
"The toilets at Otaki and Paraparaumu skate parks are consistently awful to go into them. They are manky and often I don't want my children to use them. My guess is that they have to deal with teenage boys."

"There is not enough of them. They're absolutely disgusting, filthy smelly and not maintained regularly enough and the lack of toilet paper."

Access points to beaches

Residents were asked how satisfied they were with access points to beaches in the District.

Adjusted satisfaction score		
2019	2020	Target
91%	89%	85% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 n=395

73% are satisfied or very satisfied

The adjusted satisfaction dropped slightly but remains higher than the Council's LTP target.



"Because there are so many of them. We go for a lot of beach walks all through the area."

"I think we have plenty and they are in very good condition, and very good signage."



"I think they are terrible. If you are in a wheelchair you can't get in. They are poorly maintained. There's not enough of them."

"I'm disappointed with boat ramp access. There's not many on the Kāpiti Coast in Paekākāriki."

Note: Asked only in Q2 & Q3

Pathways for cycling, walking and brideways

Residents were asked how satisfied they were with pathways for cycling, walking, and brideways.

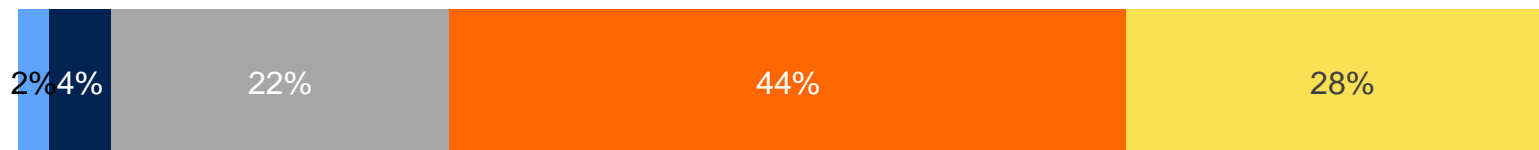
72% are satisfied or very satisfied.

The adjusted satisfaction dropped slightly to 92% but remains high and well above the Council's LTP target.

Note: Asked only in Q2 & Q4

Adjusted satisfaction score

2019	2020	Target
94%	92%	85% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=381



"We do use those, there's a nice network to get from Raumati Beach to Coastlands and we walk the dog on the track."

"Heaps of different of paths, whether you are cycling or walking and very accessible."



"Wellington Road, in Paekākāriki, is not safe for pedestrians on either side of the schools. There needs to be bus-friendly judder bars, a young mum was killed there a couple of years ago and nothing has been done about it."

"No one uses them."

Community support services

Residents who were aware of Council's community support services were asked how satisfied they were with them.

Overall 58% are either satisfied or very satisfied.

The adjusted satisfaction rate is in line with previous years and above the LTP target.

Females (65%) are more likely to be satisfied/very satisfied than males (51%).

Adjusted satisfaction score		
2019	2020	Target
89%	89%	85% ✓



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied

n=385

"They advertise everything that is available, and get together and great association in Paraparaumu."

"I think the mayor does a great job. The mayor gives financial support to community groups that wouldn't get funding otherwise."

"Don't think they should be involved in the community support services. They should be focusing on the main things like water, sewage, footpaths, parks and reserves and not giving rate payer money to groups and for grants."

"As a ratepayer, I don't want to fund that, I think that's the government's job."



Council Perceptions in Detail

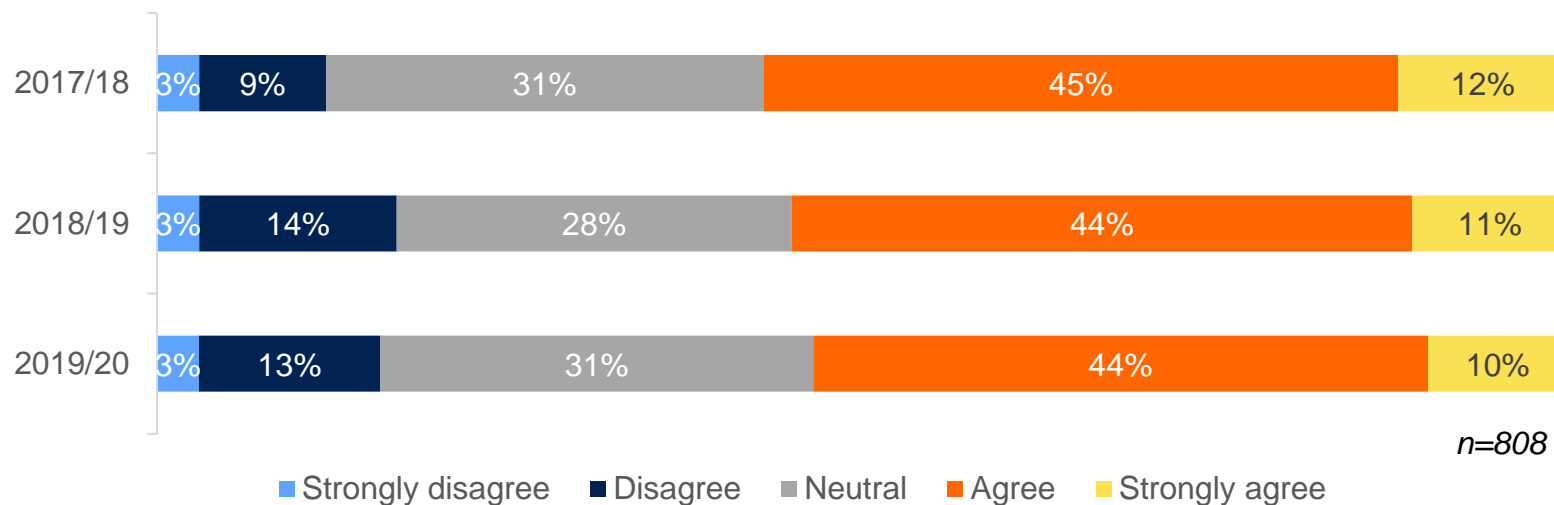
District development

Residents were asked if they agree or disagree that the District is developing in a way that takes into account its unique character and natural environment.

Overall 54% agree or strongly agree, and the adjusted satisfaction score remains 77%, above the LTP target.

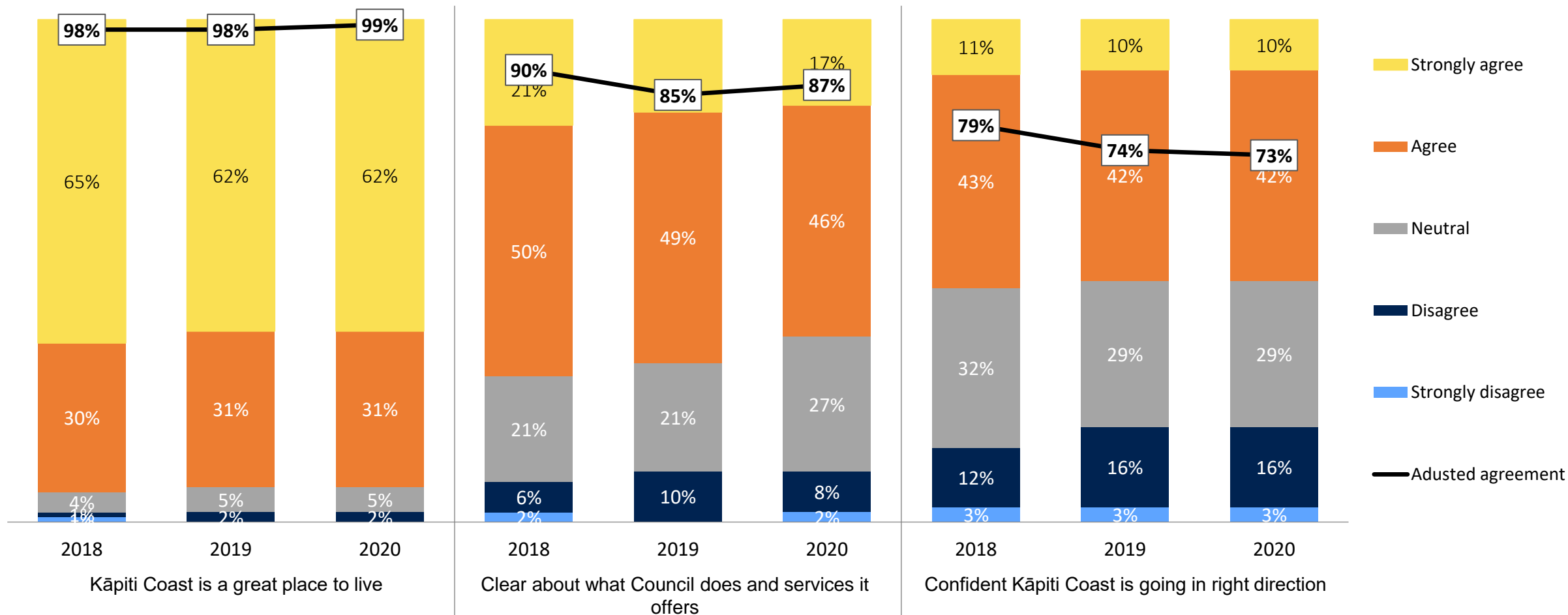
These results are consistent across all areas and demographics.

Adjusted satisfaction score			
2018	2019	2020	LTP
82%	77%	77%	75% ✓



Council perceptions - Agreement

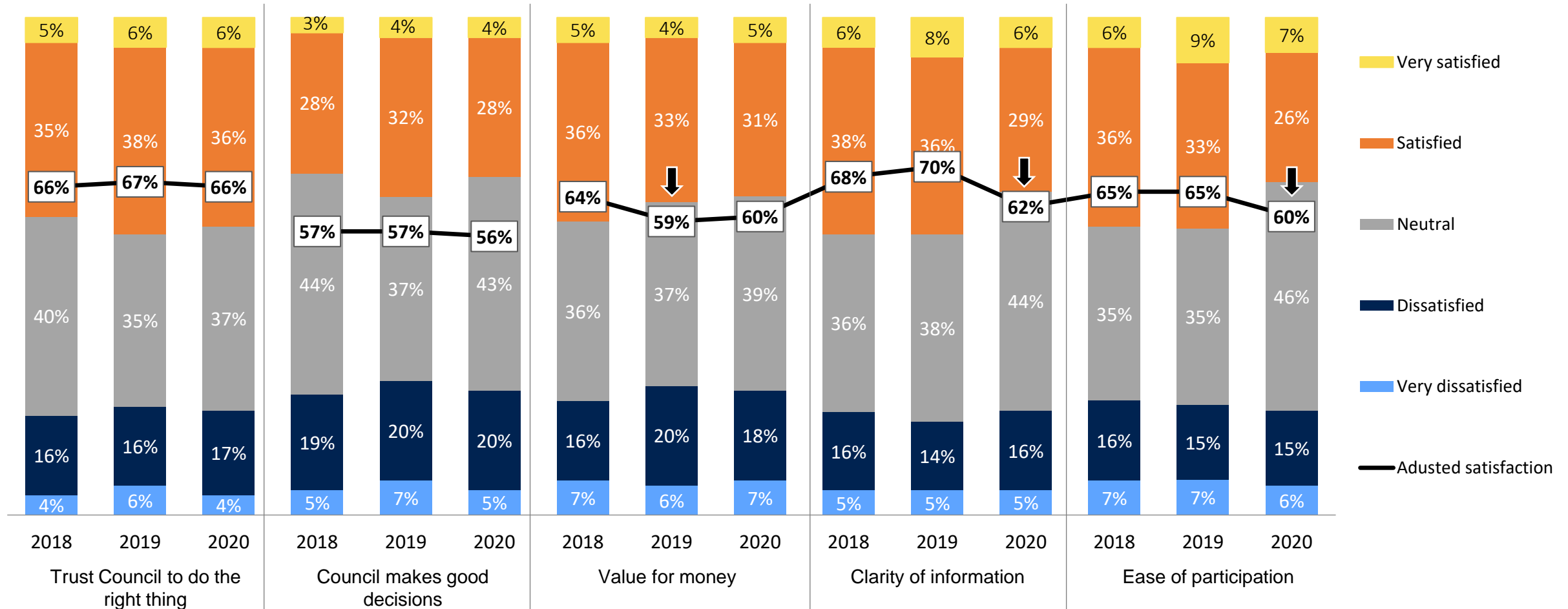
People aged 18-39 (80%) and residents of Waikanae (79%) are more likely to agree that Kāpiti Coast is going in the right direction.





Council perceptions - Satisfaction

People 18-39 are more likely to be satisfied with value for money, and more likely to believe that Council makes good decisions and trust them to do the right thing.





Council perceptions - verbatim comments

Respondents who were 'very satisfied', 'very dissatisfied', or who 'strongly agreed' or 'strongly disagreed' with any of the following:

- *Clarity of information*
- *Ease of participation*
- *Council makes good decisions*
- *Trust Council to do the right thing*

were asked to explain the reasons for their answers.

- Responses did not coalesce around any major themes, with most comments negative, and focusing on singular issues.
- Other themes raised include perceived profligacy/waste of Council resources, and opaque decision-making.



"One person can't decide what they will do, so good team and a range of different cultures across members of council."

"I'm feeling good about all the information I'm getting and feeling informed. If I need to approach the council, for any reason, I can."



"They spend our money on things that are totally unnecessary, they waste it. For example, when they were changing the name of the main road, it was a waste of everybody's time and money."

"I think CEO is running the council, not the elected representatives."

"I just don't think they make good decisions, were hugely in debt and they keep spending. I don't have a lot of confidence in them."

"They tend not to make any decisions and at the end of the day the tricky decisions are too much for them so they opt out."

"They have asked for our input for economic development strategy, and then have ignored everything community said."

"I think the council is wasting money and I think the mayor has no idea what is going on with the community and he tried to re-elect the leadership during the COVID-19 crisis."

COVID-19 response – verbatim comments

In Q4, respondents were asked specifically about the Council's services during the COVID-19 lockdown period.

- Most responses were negative, with residents highlighting
 - A lack of Council presence, responsiveness, and proactive communication
 - The loss of essential services such as recycling
 - The poor timing of a rates increase



"They have handled everything precisely, like how I would have handled it, everything was perfectly handled."



"I think the fact that they announced a rates rise during it was appalling."

"They were missing in action, I tried to phone a couple of times and there was no response. They left everything to the police. They didn't administer anything or monitor anything."

"Shouldn't be putting the rates up 2.5% after what has just gone on, when people are struggling, loss of jobs and houses."

"Scrapped the recycling, bad for environment by making us put it in the rubbish."

"Didn't hear anything from council about what they were doing."

"If you rang during the lockdown, no one would answer. They didn't help elderly people during that time, people had to do it privately."

"Shocking, they didn't close kids play areas and a private citizen had to use his own items to tape it off for community."

"There has been a real lack of leadership and lack of information from the council."

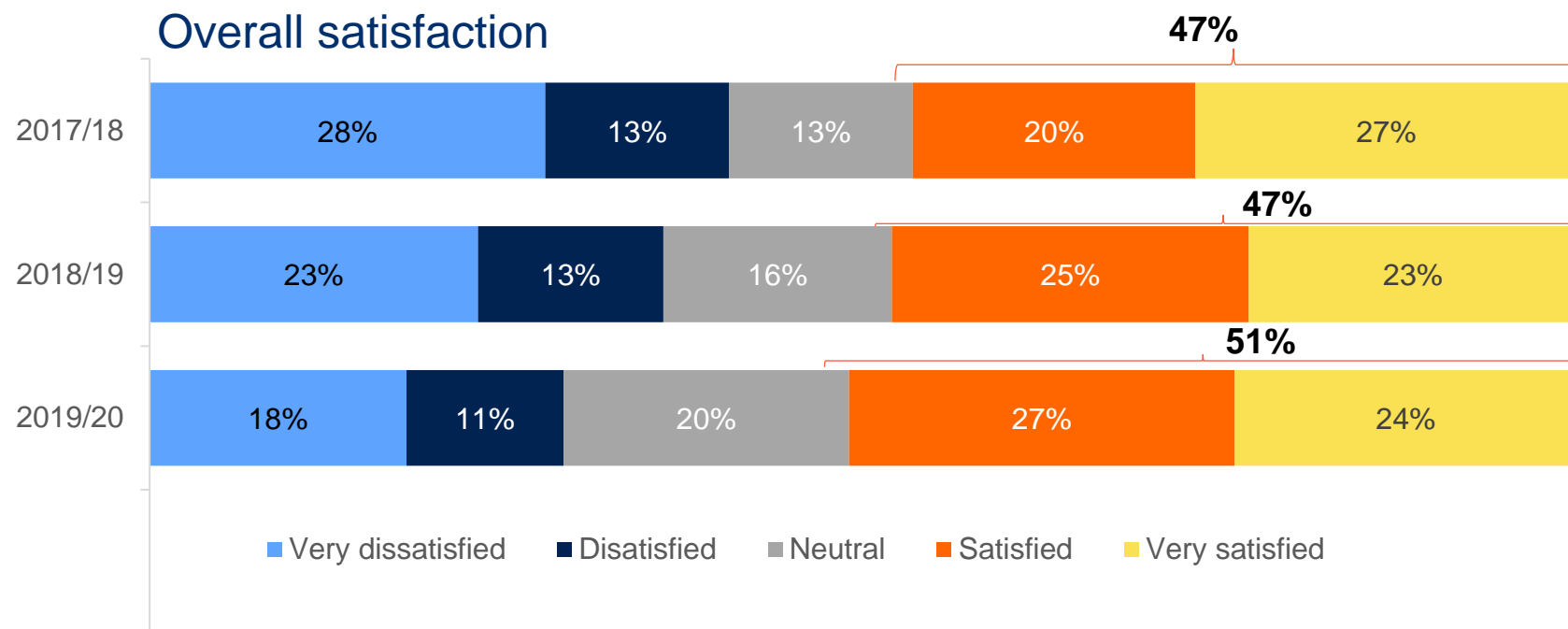
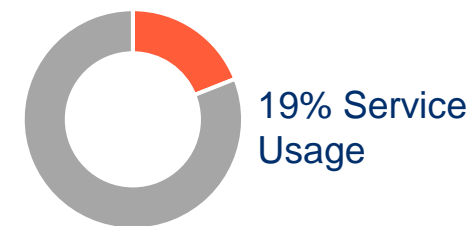


Council Interactions in Detail

Interactions with Council, overall

Residents were asked if they had made a request for service or a complaint about Council service in the past 12 months.

51% are satisfied or very satisfied with the interaction which is comparable to previous years. However the proportion of people who are 'very dissatisfied' is declining.

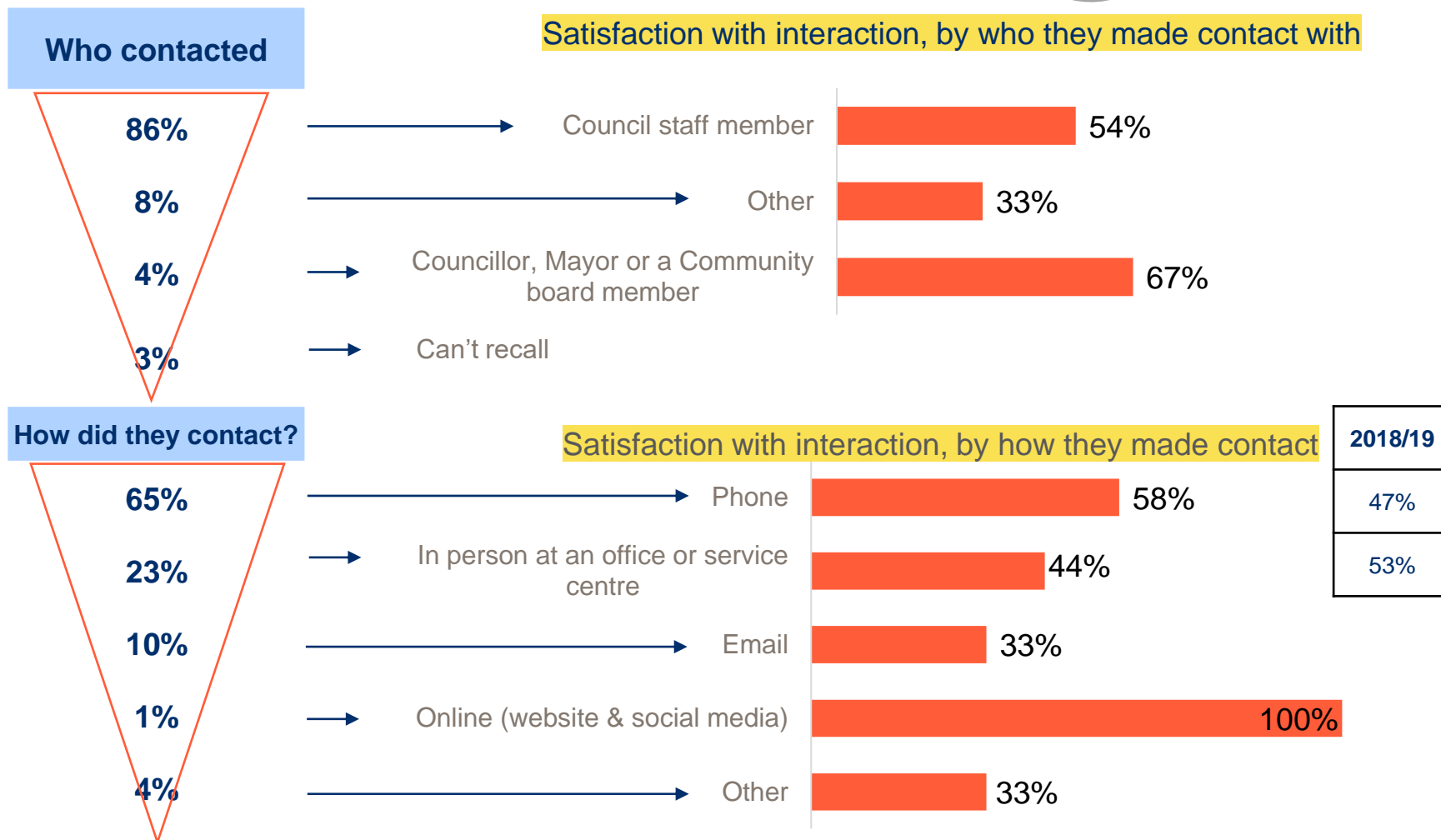
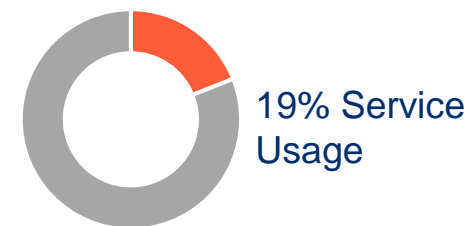


Interactions with Council, by channel

Respondents who had made a request for service or a complaint about Council service in the past 12 months were then asked who they had contacted, and how.*

The majority of interactions are with Council staff members over the phone. Satisfaction with these interactions has increased since 2018-19.

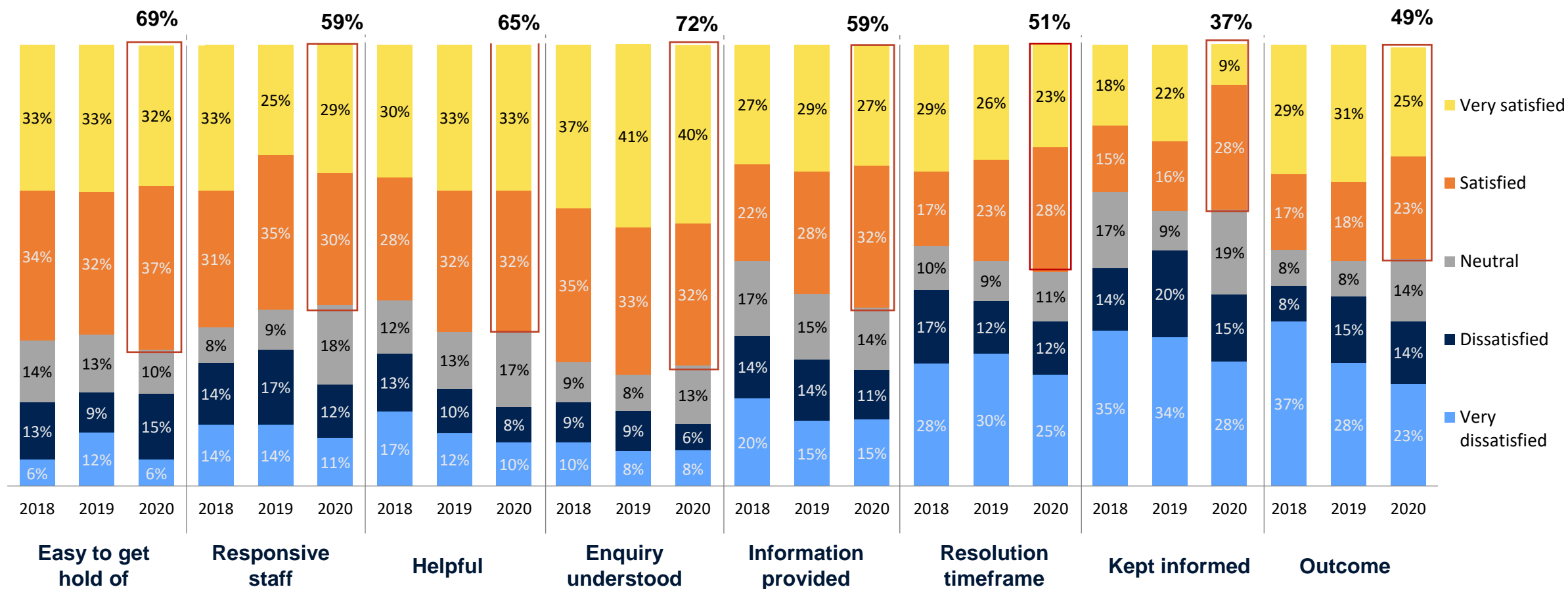
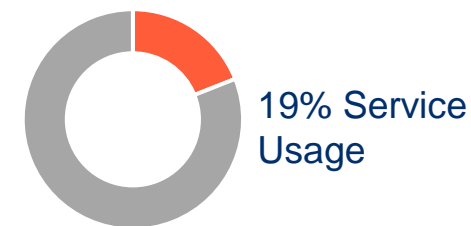
**Note. Only asked in Q1 and Q3 2019/20.*



Interactions with Council, in detail

Residents also rated aspects of their interaction with Council.

Results are very stable year on year, with the main pain point remaining being kept informed on the progress of the enquiry.





Interactions with Council – verbatim comments

Respondents were asked to provide an example relating to the score they gave on being “kept informed” on the progress of their enquiry.

- The common themes across all examples, both positive and negative, illustrate that both timely resolution, and timely communication about the process, are important drivers of satisfaction here.



“I called the contact centre, they immediately took her details and came out within the hour and took care of the problem and then they cleaned up all the mess. They were prompt and efficient.”

“I had a problem with water, about the water main outside, so I was quite impressed they said you could have called them on the Sunday, instead of waiting for the week.”

“My initial inquiry was by email and the response was via the telephone from the Council and I had a visit from the Council, happy.”



“The 20 day clause is used too frequently and it shouldn't be that long, if you make the effort to be an involved citizen and interact with council then you expect a response within 2 days at the most, the very most.”

“Not sure, COVID impacted what was going on. I had no idea... Would've just been nice to get a phone call back to see if they were handling it.”

“Unresponsive and several times we had to ask about it.”

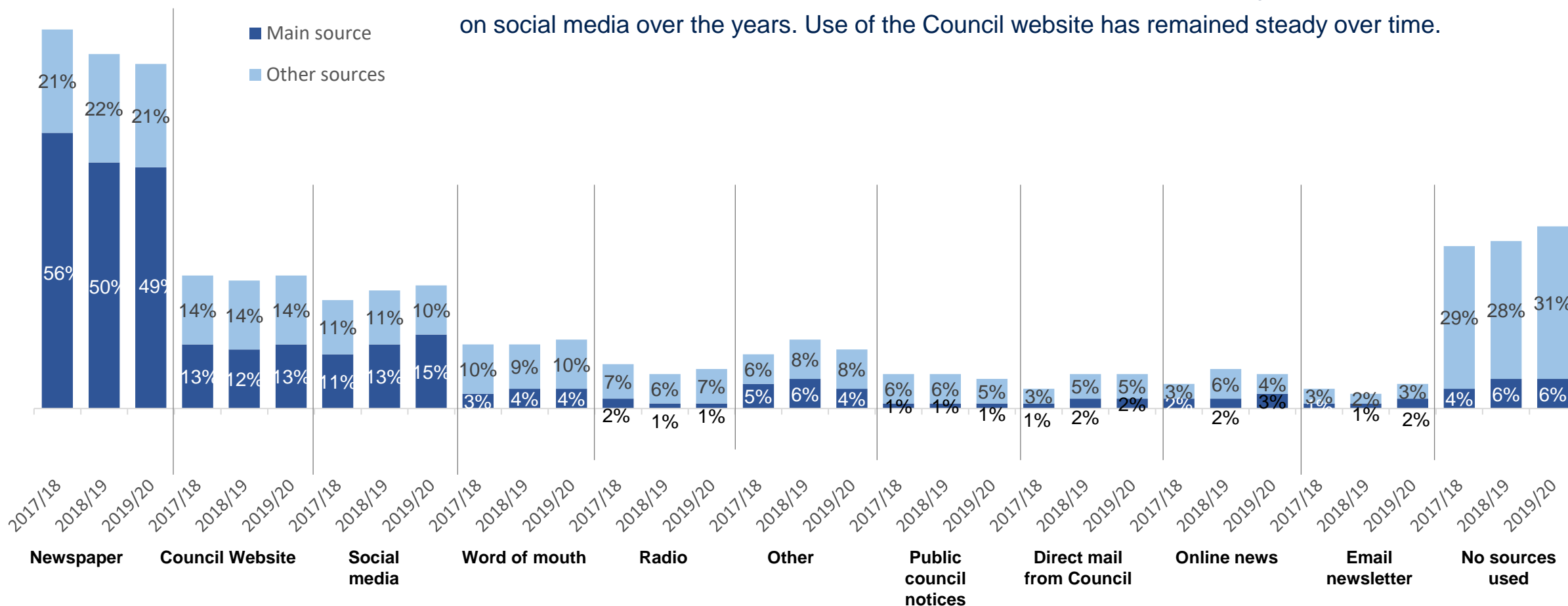
“Because I keep on ringing them regarding the issues and I'm told they will come and look at the issue, but it is forgotten and they don't contact me.”

“I made a request for information, that information was then made available on the website but nobody told me. A week went by and it was only when somebody else mentioned it to me.”

Main sources of information

Residents were asked to name their main source of information about Council, and any other sources they used. NB. Asked in Q1 and Q4 only.

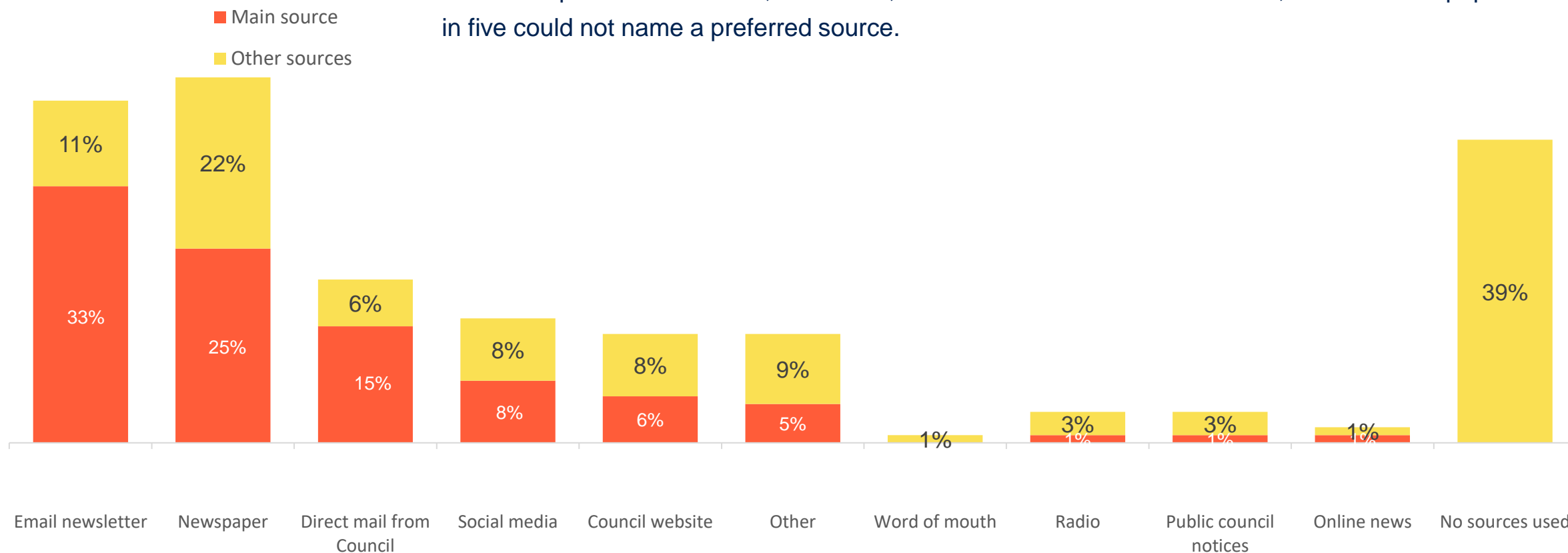
Newspaper remains the primary source of information however there is a gradual increase in reliance on social media over the years. Use of the Council website has remained steady over time.



Preferred sources of information

Residents were also asked to name their preferred source of information about Council. NB. Asked in Q2 and Q3 only.

Residents prefer to hear from, and about, Council via direct communications, or in the newspaper. Two in five could not name a preferred source.





Appendix One: Research Design

Research Context and Method

Kāpiti Coast District Council (Council) is the local government authority for Kāpiti Coast District. Each year Council surveys residents in Kāpiti about their opinions on a wide range of services delivered to the district.

The information provided by the survey results helps Council determine its work programme and budget priorities in the future.

The survey is conducted by Research First on a quarterly basis and this report includes the views and opinions of 824 Kāpiti residents.

Research is completed via telephone interviews to be representative of age, gender, and community board across the region.

- Q1 19/20: September 2019, N=208
- Q2 19/20: December 2019, N=205
- Q3 19/20: March 2020, N=201
- Q4 19/20: June 2020, N=210

The research was conducted using a telephone survey design. This method was the best choice because:

- It is the best way to reach the population of interest and provides results that are representative of the views of a geographically dispersed population; and
- It provides better quality results (because the presence of a telephone interviewer reduces errors and addresses potential biases resulting from interpretation problems on behalf of the participants); and
- It provides results that can be extrapolated to an audience with a high degree of accuracy (because of the use of probability samples).

The survey has been conducted on a quarterly basis by Research First since September 2017.

Research Sample

Age group	Participation	
	%	n
18-29	10%	85
30-39	11%	92
40-49	15%	124
50-59	19%	158
60-64	11%	89
65+	33%	276
Total		824

Gender	Participation	
	%	n
Male	47%	390
Female	53%	434
Total		824

Town	Participation	
	%	n
Waikanae	20%	167
Paraparaumu	19%	160
Ōtaki	15%	122
Paraparaumu Beach	13%	105
Paekākāriki	9%	77
Raumati Beach	7%	58
Raumati South	7%	58
Waikanae Beach	4%	35
Ōtaki Beach	2%	16
Te Horo	1%	12
Te Horo Beach	1%	8
Otaihanga	0%	2
Peka Peka	0%	2
Hautere	0%	1
Reikorangi	0%	1
Total		824

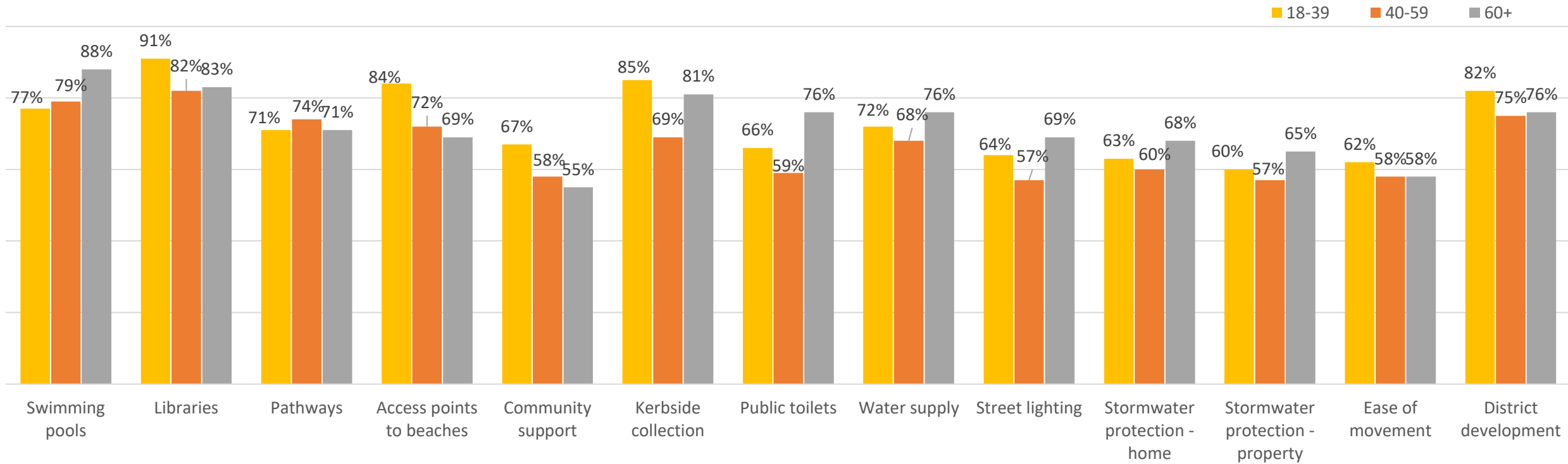
Community Board	Participation	
	%	n
Ōtaki	19%	159
Waikanae	25%	205
Paraparaumu/ Raumati	46%	383
Paekākāriki	9%	77
Total		824

Years of residence in Kāpiti	Participation	
	%	n
Less than a year	2%	13
1 to 5 years	7%	60
5 to 10 years	15%	125
More than 10 years	76%	624
Don't know	0%	2
Total		824

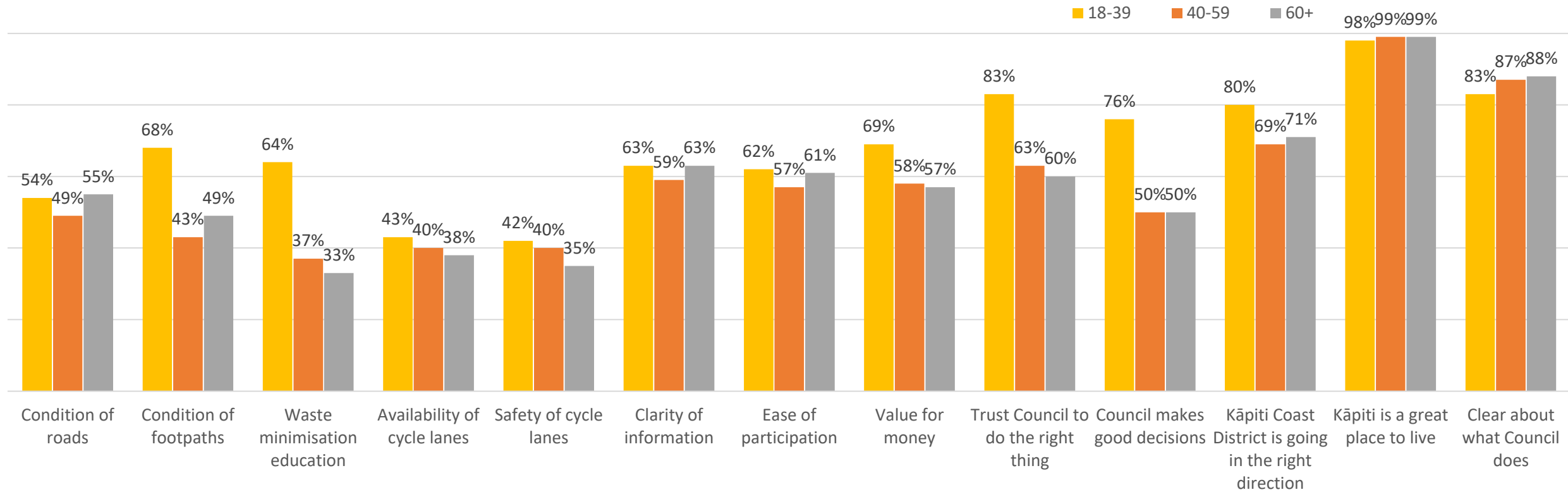


Appendix Two: Results by Quarter and Demographic Subgroups

2019/20 results by Age(1/2) (adjusted satisfaction)

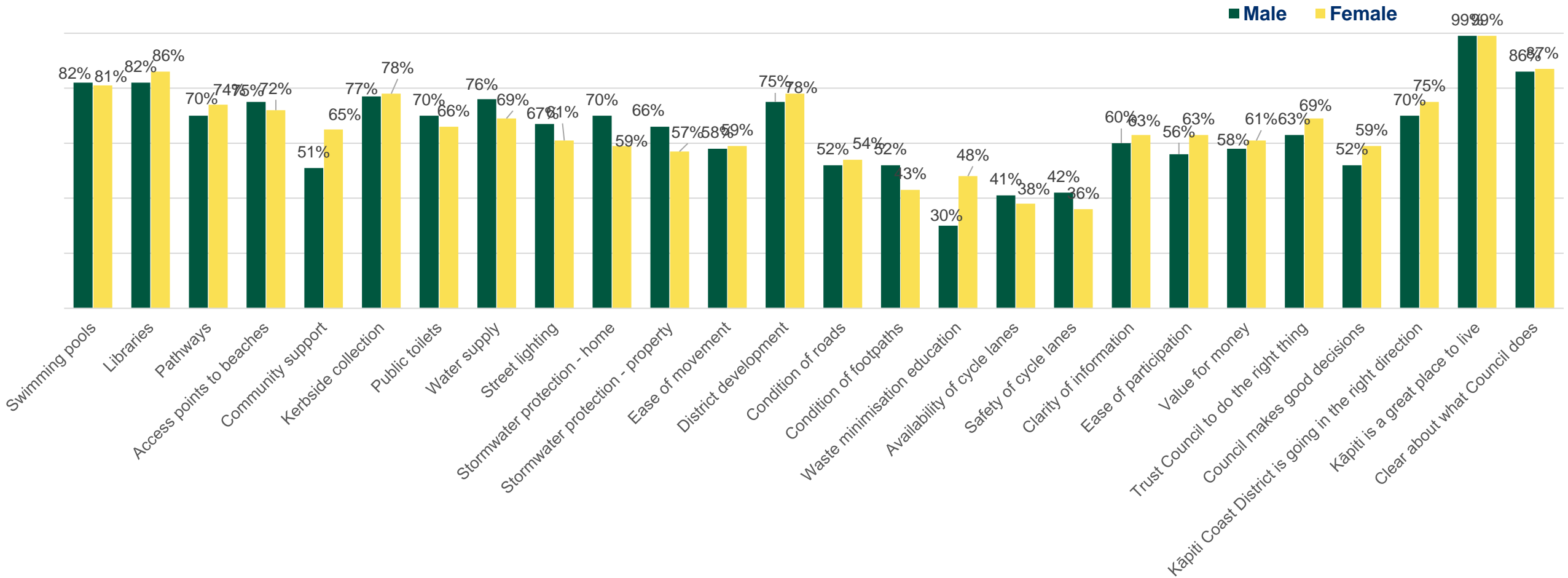


2019/20 results by Age (2/2) (adjusted satisfaction)



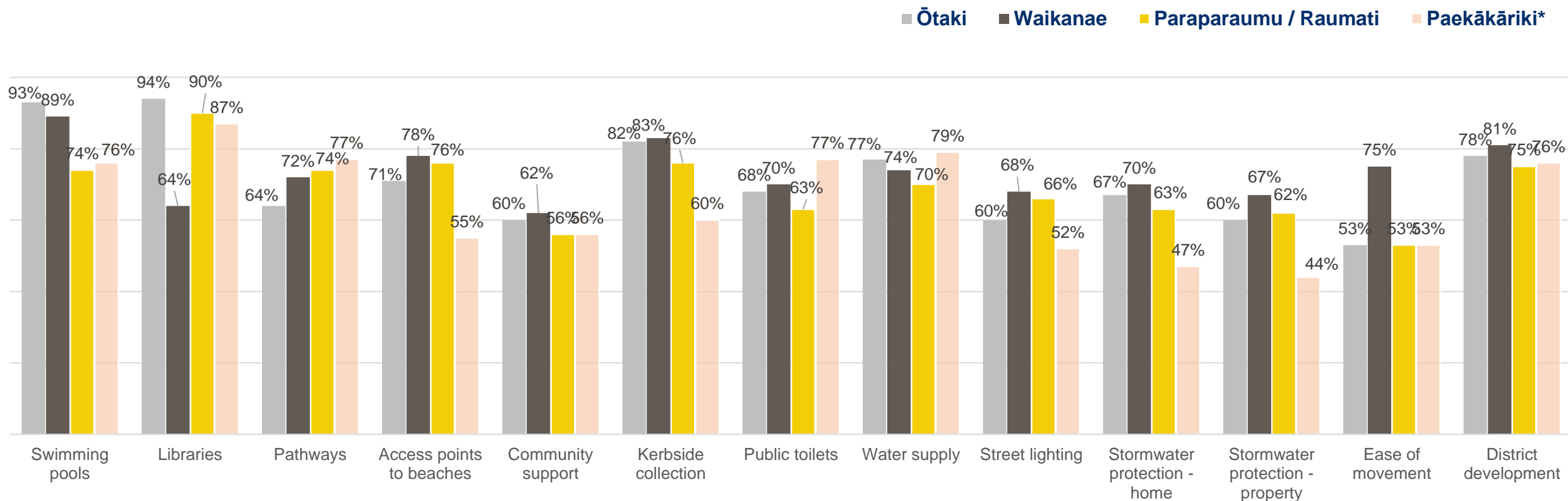


2019/20 results by Gender (adjusted satisfaction)



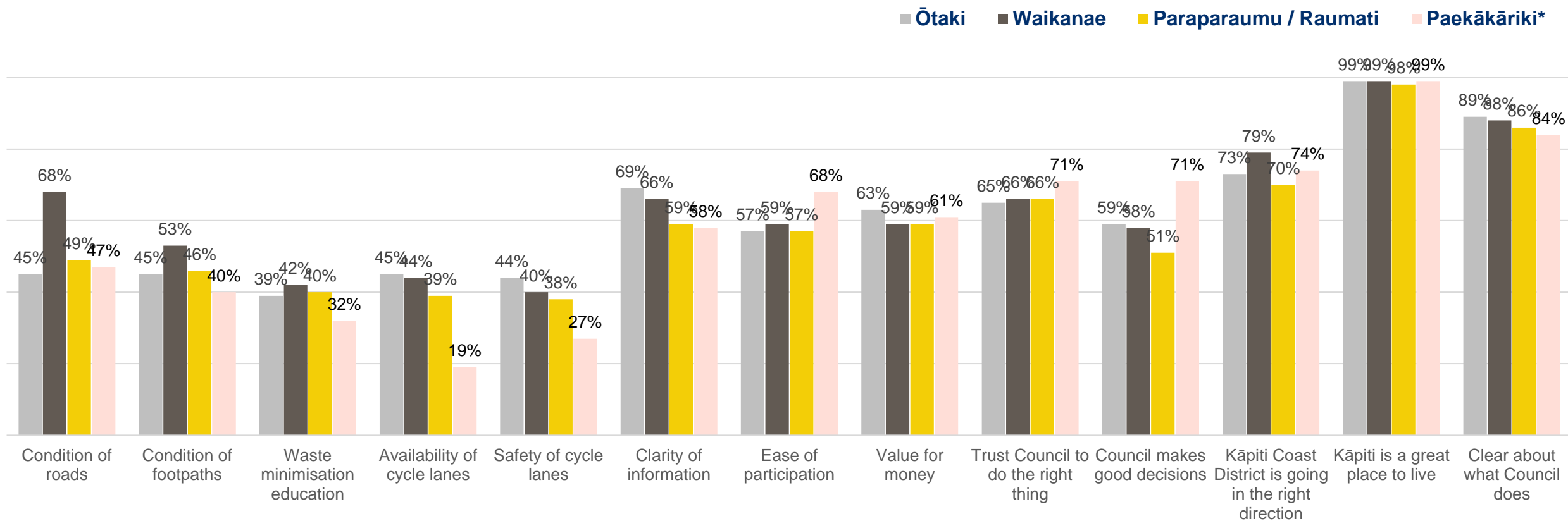
2019/20 results by Community board (1/2) (adjusted satisfaction)

Note: Paekākāriki sample sizes are especially low across the year, so adjusted satisfaction scores (removing neutral responses) are often based on a sample of less than 50 so should be read with caution, and as indicative only.

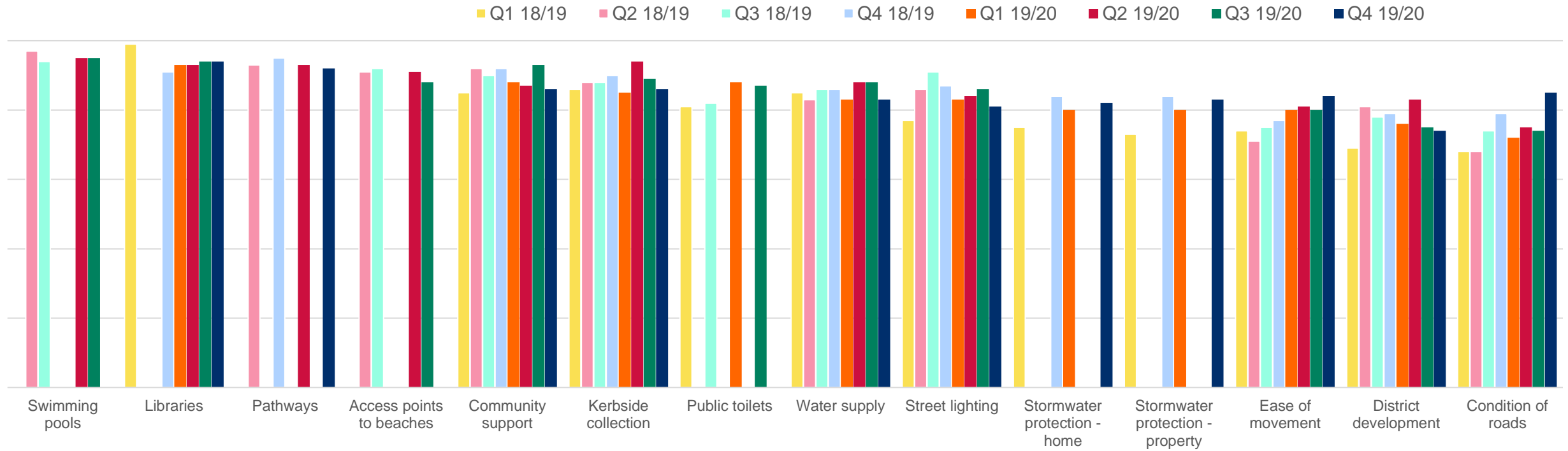


2019/20 results by Community board (2/2) (adjusted satisfaction)

Note: Paekākāriki sample sizes are especially low across the year, so adjusted satisfaction scores (removing neutral responses) are often based on a sample of less than 50 so should be read with caution, and as indicative only.

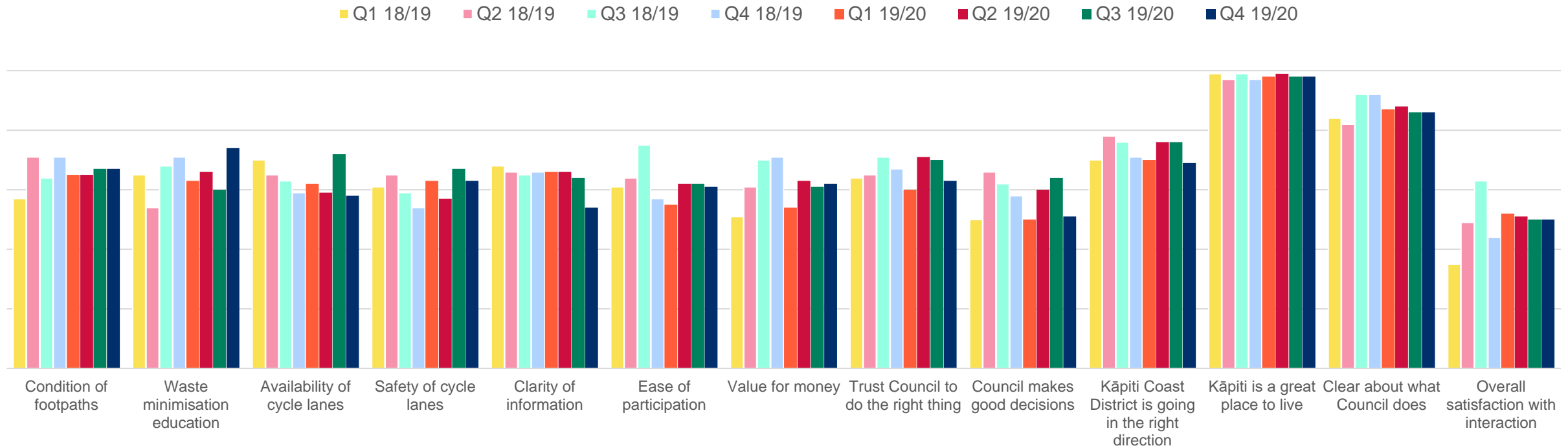


2019/20 Trend by Quarter (adjusted satisfaction) (1/2)





2019/20 Trend by Quarter (adjusted satisfaction) (2/2)





Appendix Three: Overall Satisfaction Ratings

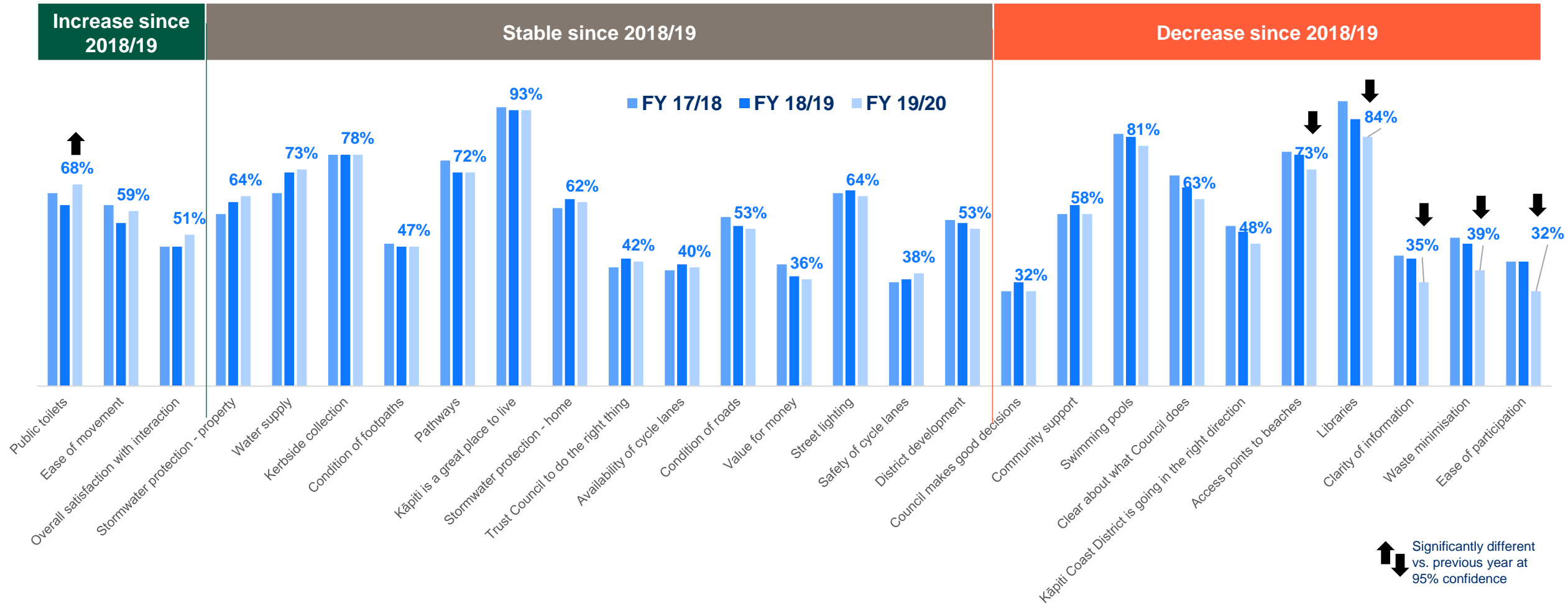


Adjusted versus overall satisfaction

- For each service or facility an 'adjusted satisfaction score' has been calculated. This is in line with the way the Council has previously analysed its satisfaction results. The adjusted satisfaction score is calculated by removing 'neutral' and 'don't know' responses, and recalculating the percentage of satisfied respondents from the reduced base.
- The following slide shows **overall** (unadjusted) satisfaction scores which exclude the 'don't knows' but **include** those that are 'neutral', to show the full breadth of response and to allow for comparative benchmarking versus other Councils.



Overall Satisfaction Ratings





Appendix Four: Emergency Preparedness

Emergency preparedness

Residents were asked if they had an emergency plan and kit that includes stored food, water and survival items sufficient to get them through three days following an emergency event.

80% have such a plan/kit on hand.

Note: Asked only in Q2 & Q4

