

# 2017/18 RESIDENTS' OPINION SURVEY

Council presentation August 2018

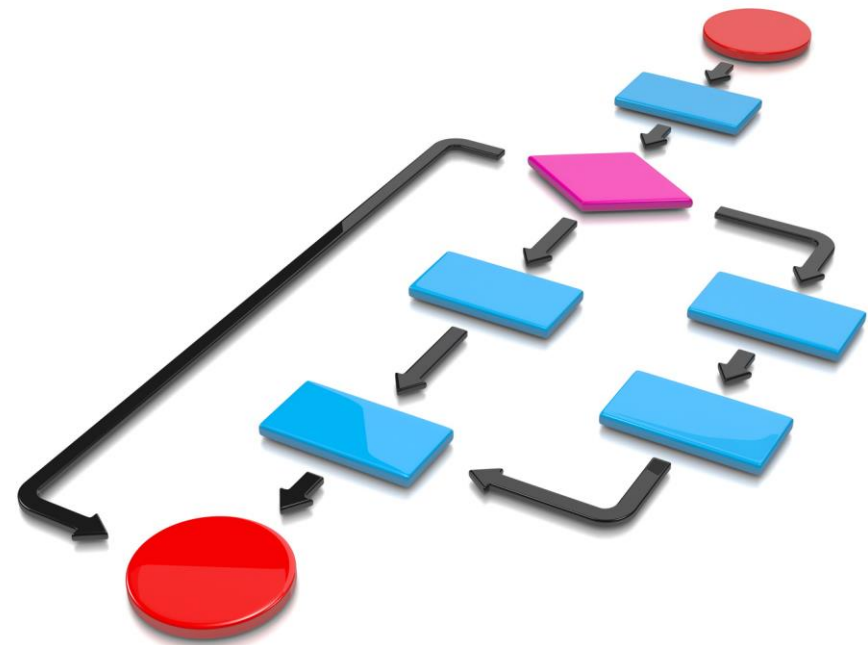
## Presentation flow



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1. Key findings
2. Overall satisfaction
3. Service KPI's
4. Council Perceptions
5. Council Interactions



# 1. Executive Summary

- Overall satisfaction with Council remains very high
  - Satisfaction has been increasing since 2014, and has stabilised this year with an Adjusted Satisfaction score of 80%
  - However, it has declined in Q4 which is likely to be reflective of broader dissatisfaction with recent rates increases



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# 1. Executive Summary

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  - Satisfaction has been increasing since 2014, and has stabilised this year with an Adjusted Satisfaction score of 80%
  - However, it has declined in Q4 which is likely to be reflective of broader dissatisfaction with recent rates increases
- Only four Long Term Plan targets have not been met:
  - Waste minimisation is significantly down, possibly due to general dissatisfaction over the lack of a plastic bag waste collection option
  - Roads allow for ease of movement, has improved year-on-year, but is still short of the target
  - Condition of footpaths, albeit it is only one point off the target which is not a statistically significant difference.
  - Satisfaction with availability and safety of cycle lanes has been consistently lower than the long term target all year



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# 1. Executive Summary

- Seasonally, while a lot of service levels are broadly consistent over time, there are some areas that are declining
  - Kerbside collection, public toilets, water supply and storm protection services all have good satisfaction levels, but have all declined since the start of the year
  - Satisfaction with Community support, Waste minimisation, Value for money, and recent interactions all see sharp declines in Q4. Whilst recent events go some way to explain these changes, they do need attention in case they do not recover in the next quarter.



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  - Satisfaction with Community support, Waste minimisation, Value for money, and recent interactions all see sharp declines in Q4. Whilst recent events go some way to explain these changes, they do need attention in case they do not recover in the next quarter.
- This is also the first time we are seeing some impact to wider perceptions of Council
  - Satisfaction with Value for Money has the highest levels of dissatisfaction in Q4 2017/18 which is likely impacting wider views. More residents have moved into the 'neutral' box earlier in the year and dropped into 'dissatisfied' after the recent rates changes. It is those aged 40-59 years old who are least satisfied.
  - In tandem, we also have higher levels of disagreement with trust in Council to do the right thing, belief that Council makes good decisions, and that views have improved over the last 12 months



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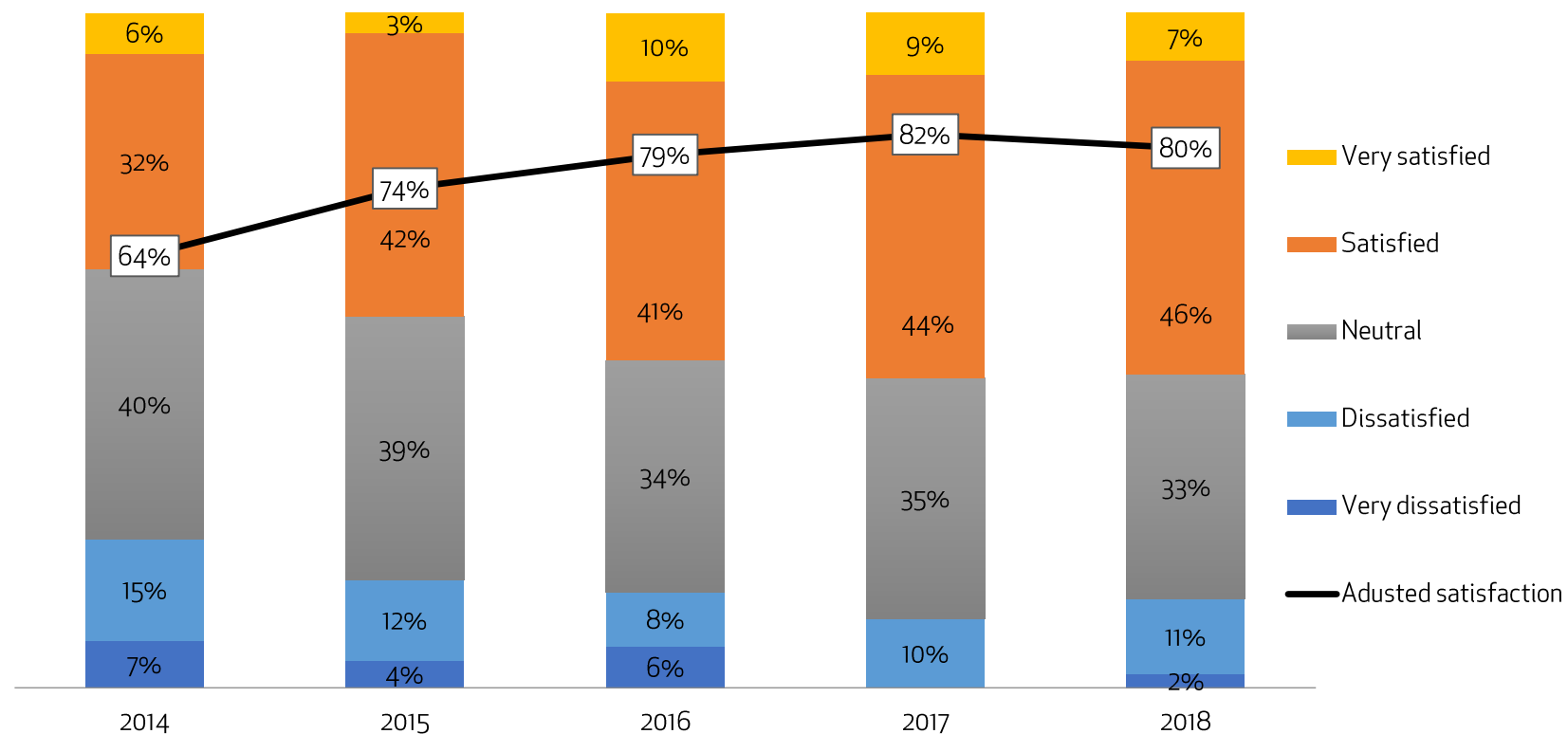


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## 2.1 Overall Satisfaction, Over Time

- Perceptions of Council performance have been continually improving since 2014.
- Overall proportion saying 'satisfied' or 'very satisfied' is the same as 2017.



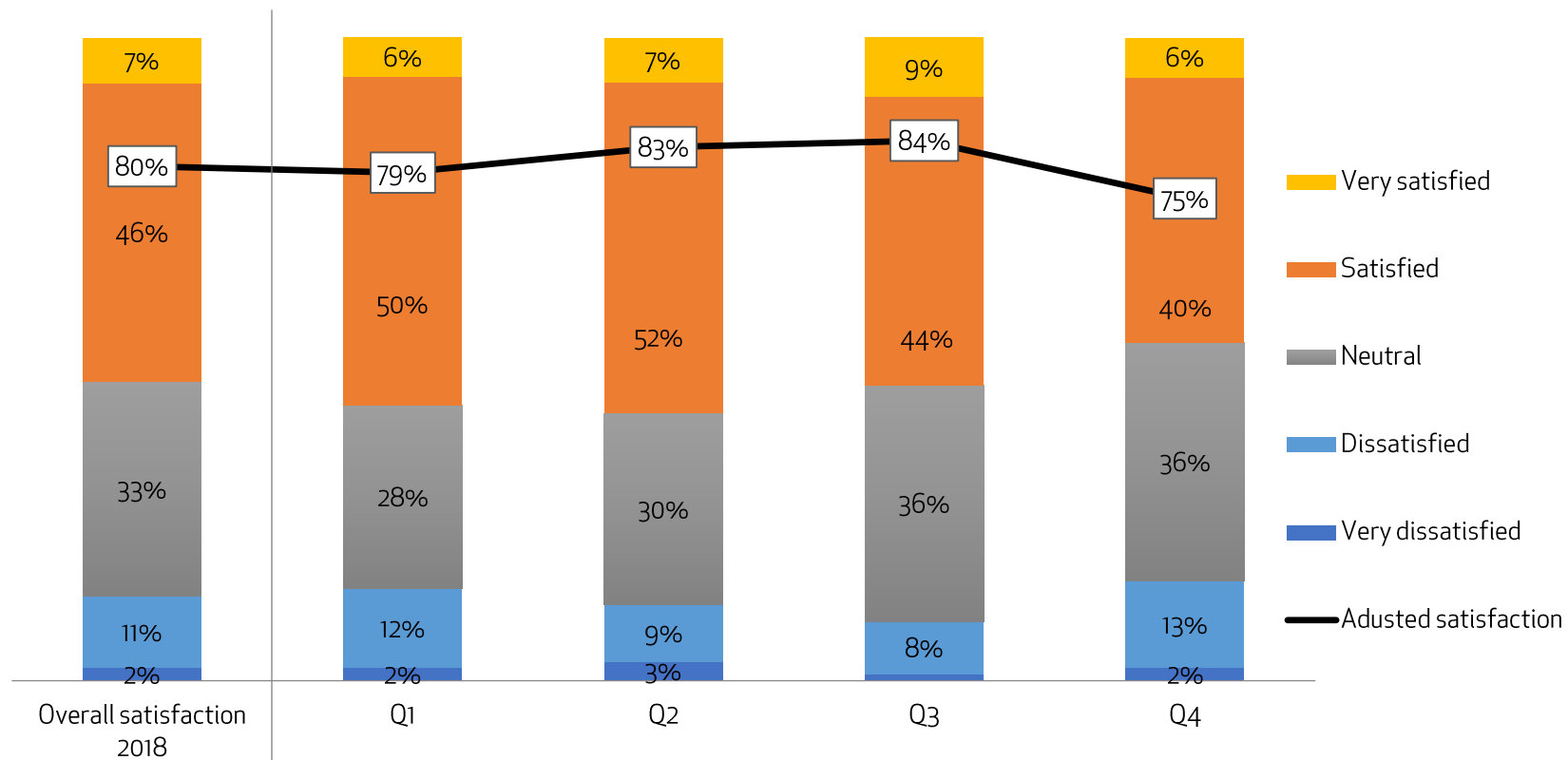


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## 2.2 Overall Satisfaction, 2017/18 by quarter

- The decline in 2018 is driven by a significant decline in Q4 this year.
- More residents have moved into being dissatisfied.
- Typically those aged 40+ who are least satisfied.





### 3.1 Long Term Plan targets that are being met:

Service level:	2018 achieved (Adjusted satisfaction %)	Vs. LTP target (%)
Condition of roads	80	70
Street lighting	86	85
Kerbside collection	88	85
Water supply	80	80
Swimming pools	93	85
Libraries	99	85
Public toilets	85	75
Access to beaches	91	85
Pathways	96	85
Community support	88	85
District development	82	75



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## 3.2 Long Term Plan targets not being met:

Service level:	2018 achieved (Adjusted satisfaction %)	Vs. LTP target (%)
Roads allow for easy movement	78	85
Condition of footpaths	69	70
Waste minimisation	71	75
Cycle lane safety and availability*	57	85



\* In 2017/18 this is reported as an average of two measures "Safety of cycle lanes" and "availability of cycle lanes"

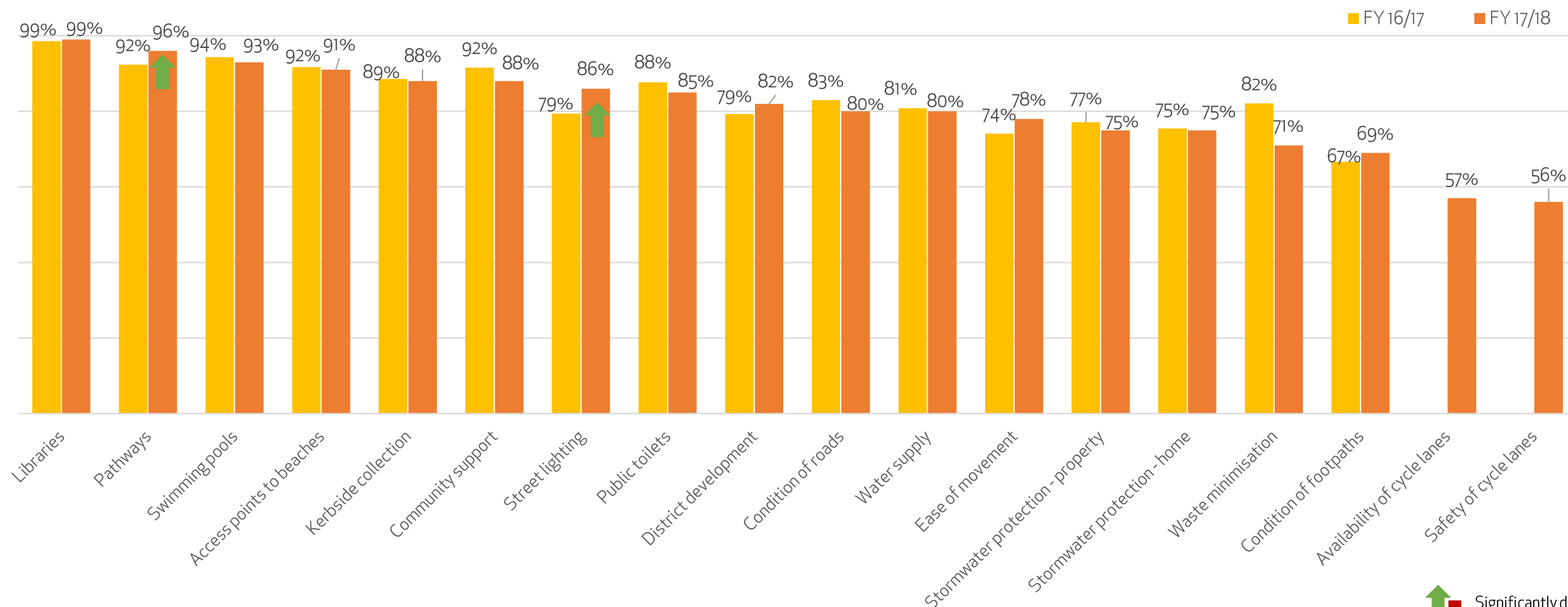


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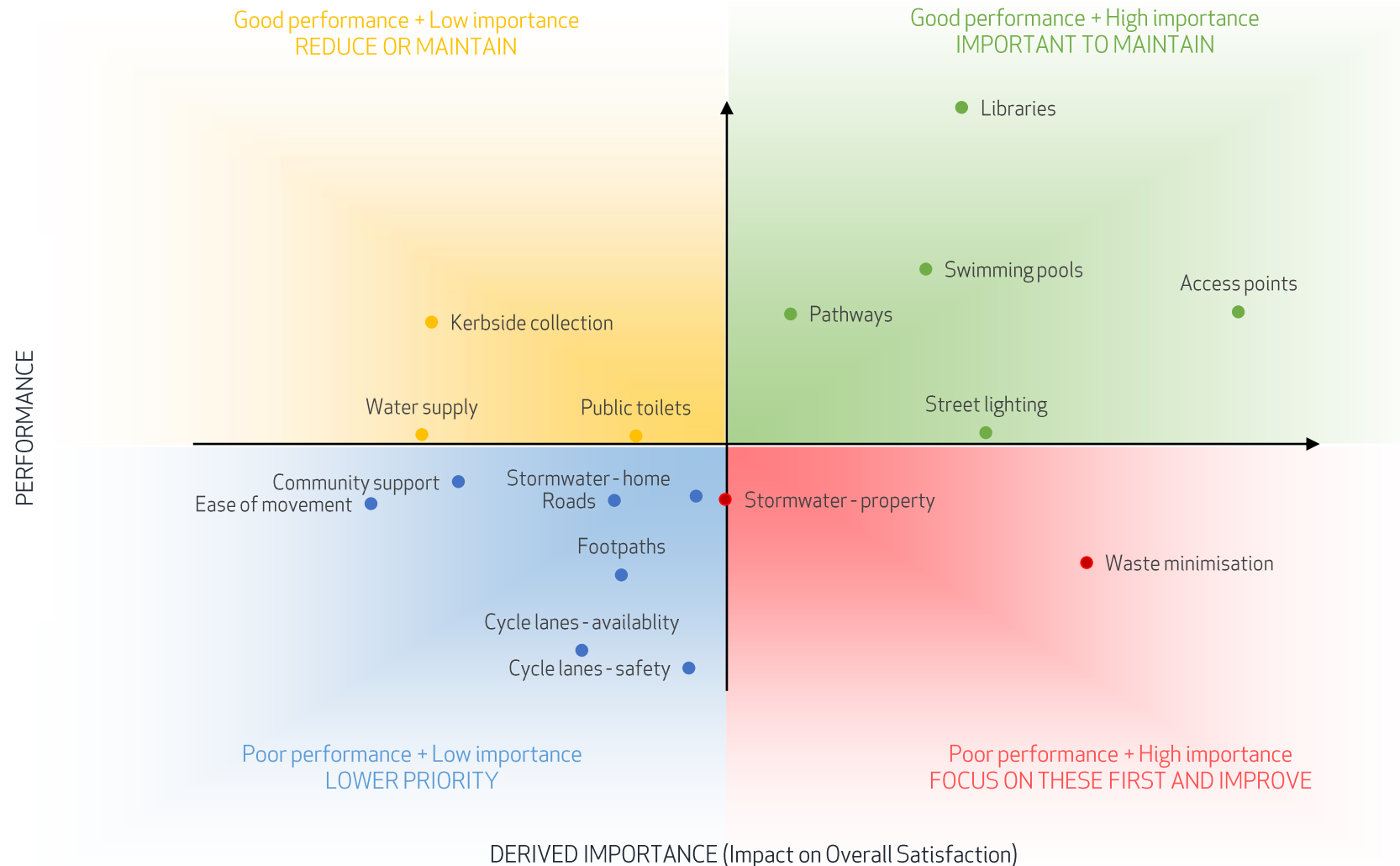
## 3.3 Adjusted Satisfaction Ratings - Services

- Year-on-year a number of service areas continue to have high adjusted satisfaction ratings.
- 'Pathways' and 'Street lighting' have significantly improved year-on-year.



Significantly different vs. 2017 at 95% confidence level

## 3.4 Derived Importance Matrix 2018



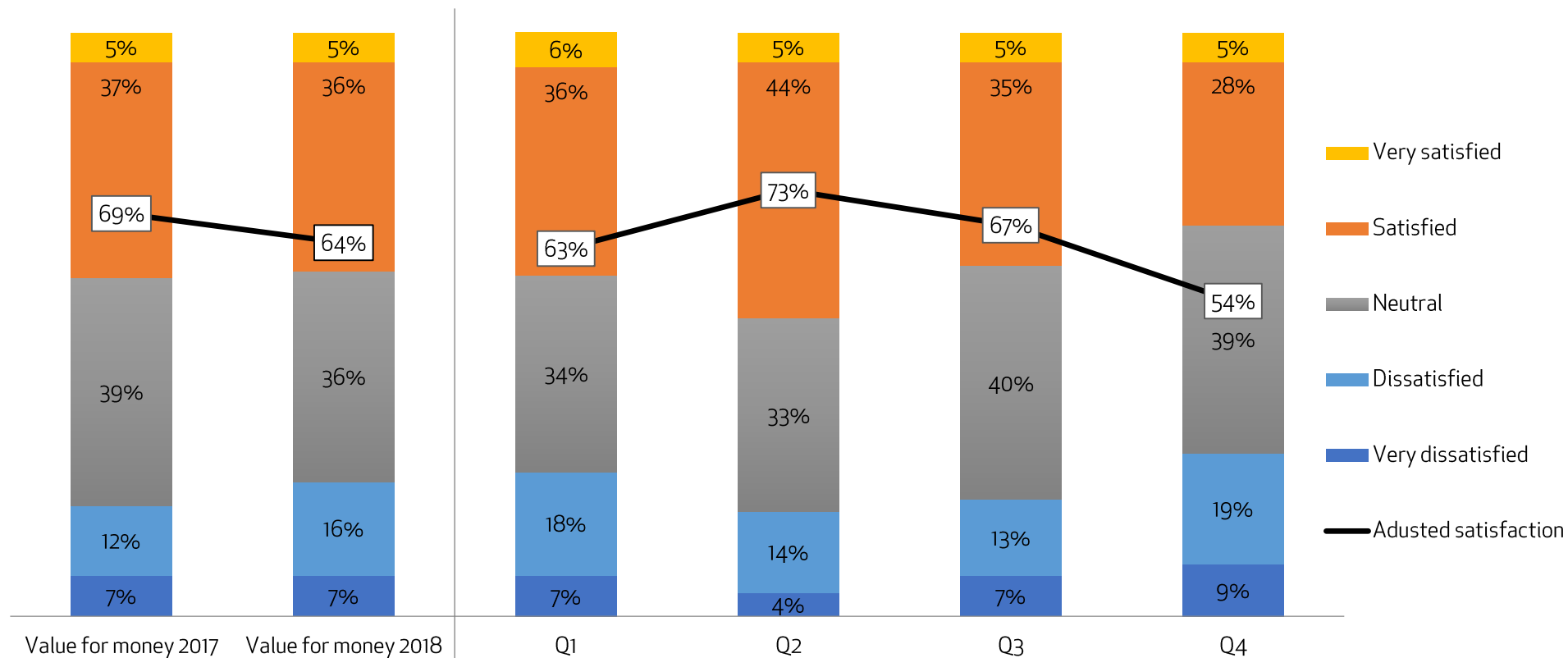


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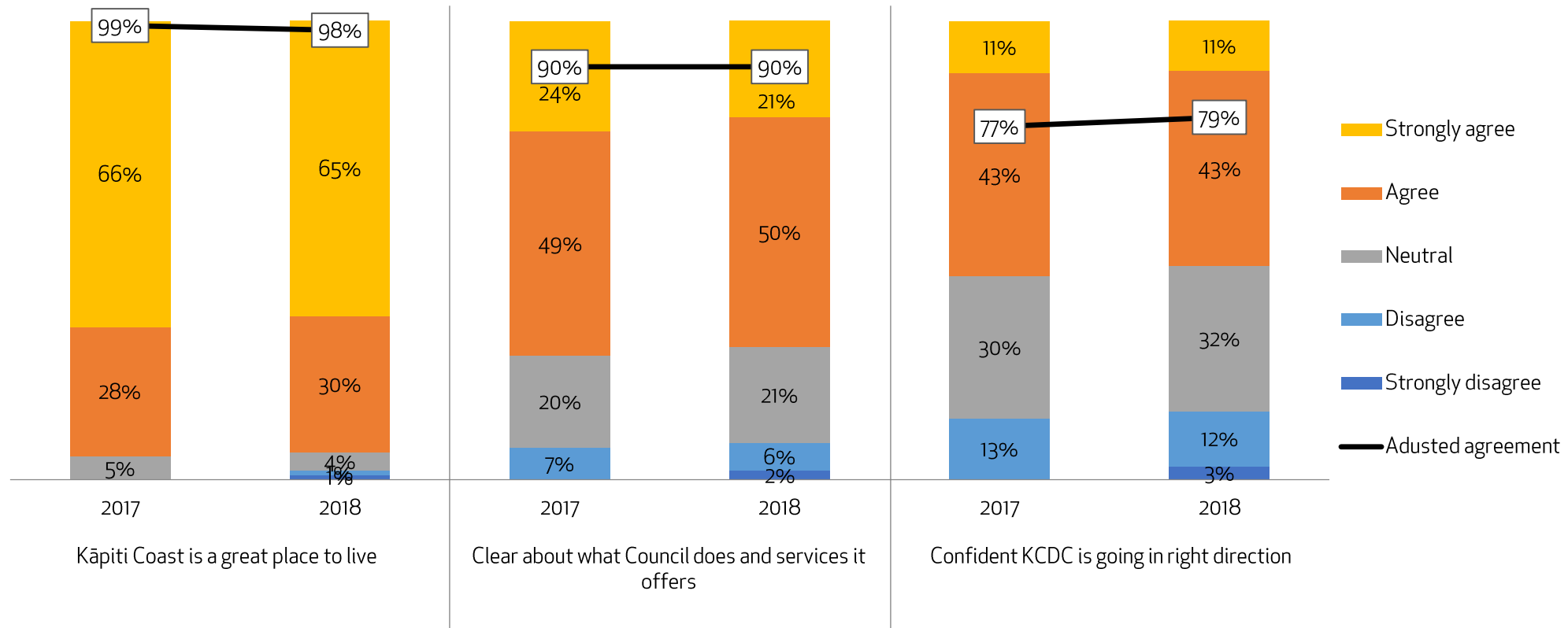
## 4.1 Council Perceptions - Value for Money, 2017/18 by quarter

- Local rates changes came out prior to the most recent quarter of interviewing.
- Q4 shows lowest levels of overall satisfaction this year, and the highest level of dissatisfaction. This may be influencing other wider perceptions of Council.



## 4.2 Wider Council Perceptions

- High clarity of understanding of what Council does in the district, and that Council is going in the right direction



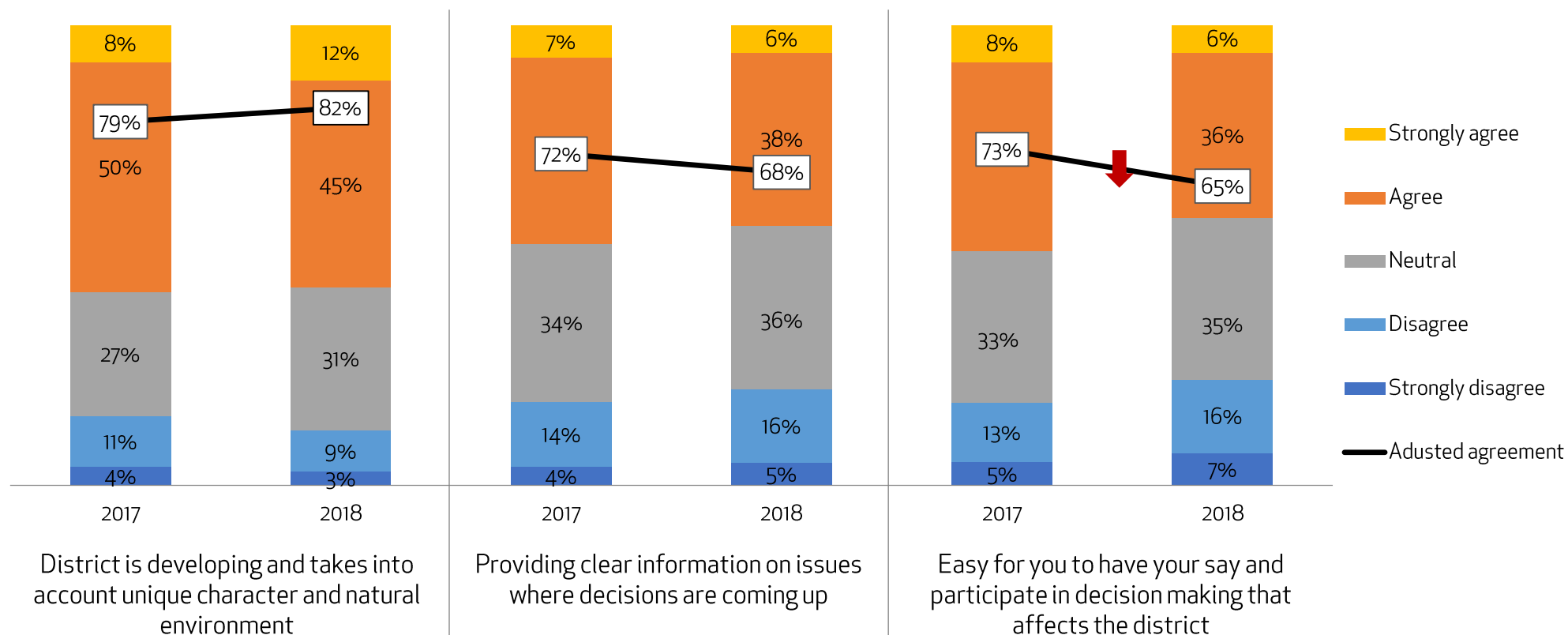


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## 4.3 Wider Council Perceptions

- While still positive about how the district is developing, there is declining satisfaction around how easily residents can participate in decision making



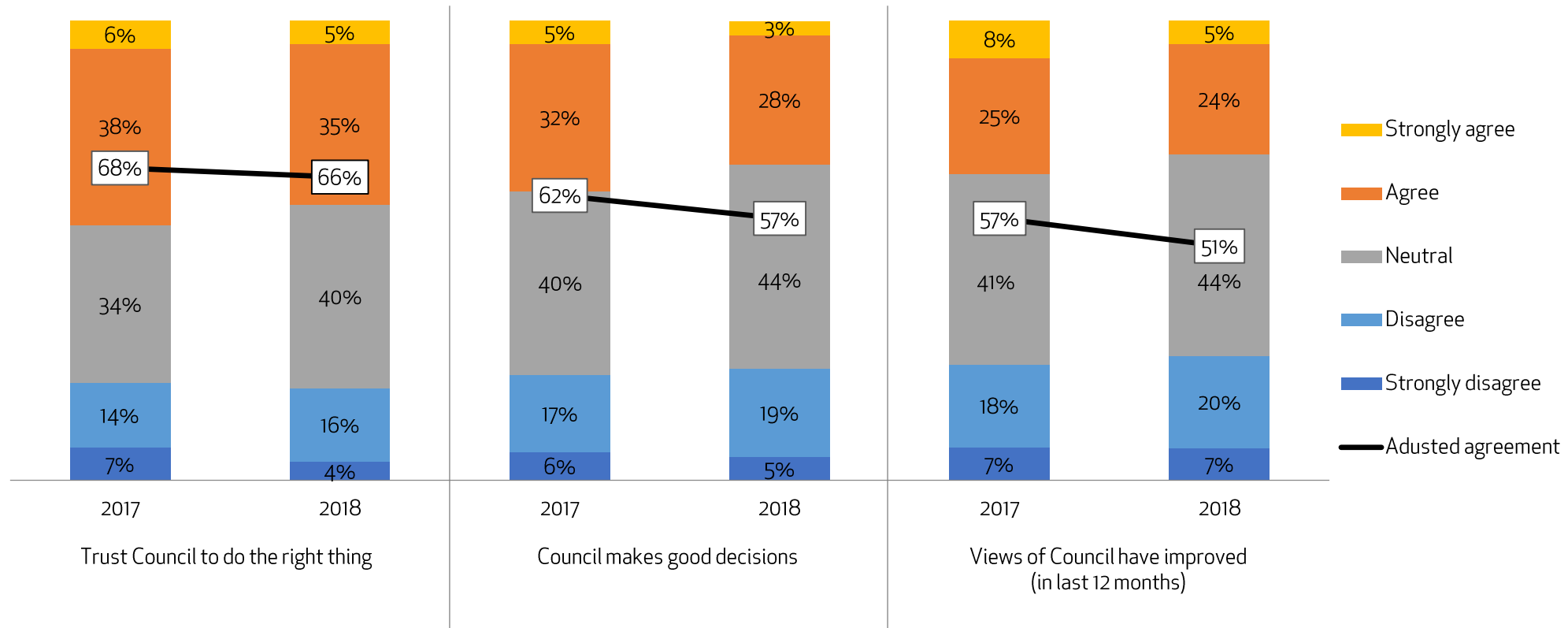


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## 4.4 Wider Council Perceptions

- Also seeing slight year-on-year declines in: levels of trust, belief Council make good decisions and that views of Council are improving.
- All have highest levels of disagreement in Q4

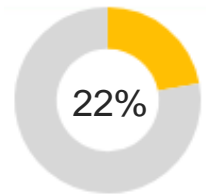
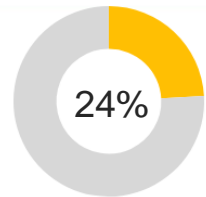




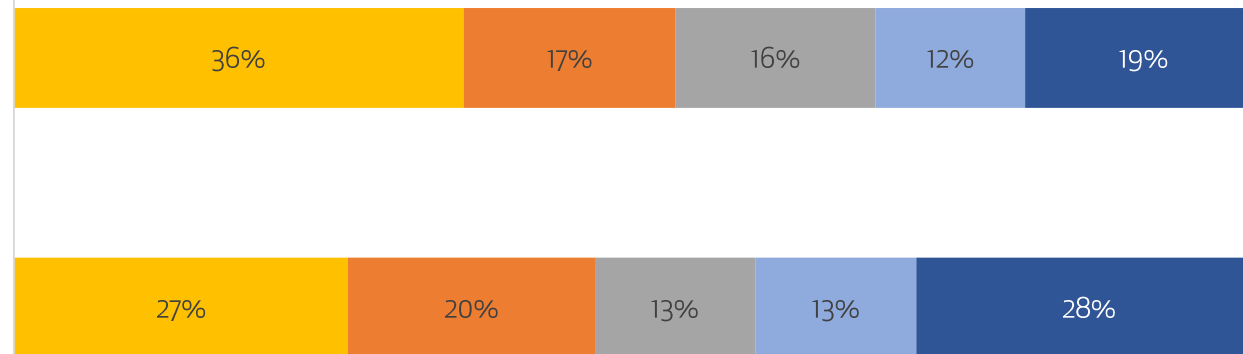
## 5.1 Interactions with Council, Overall

- Satisfaction with Council interactions have declined this year, with more residents expressing overall dissatisfaction than in 2017

### Service usage:



Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied



### Adjusted satisfaction:

2017  
63%

2018  
53%

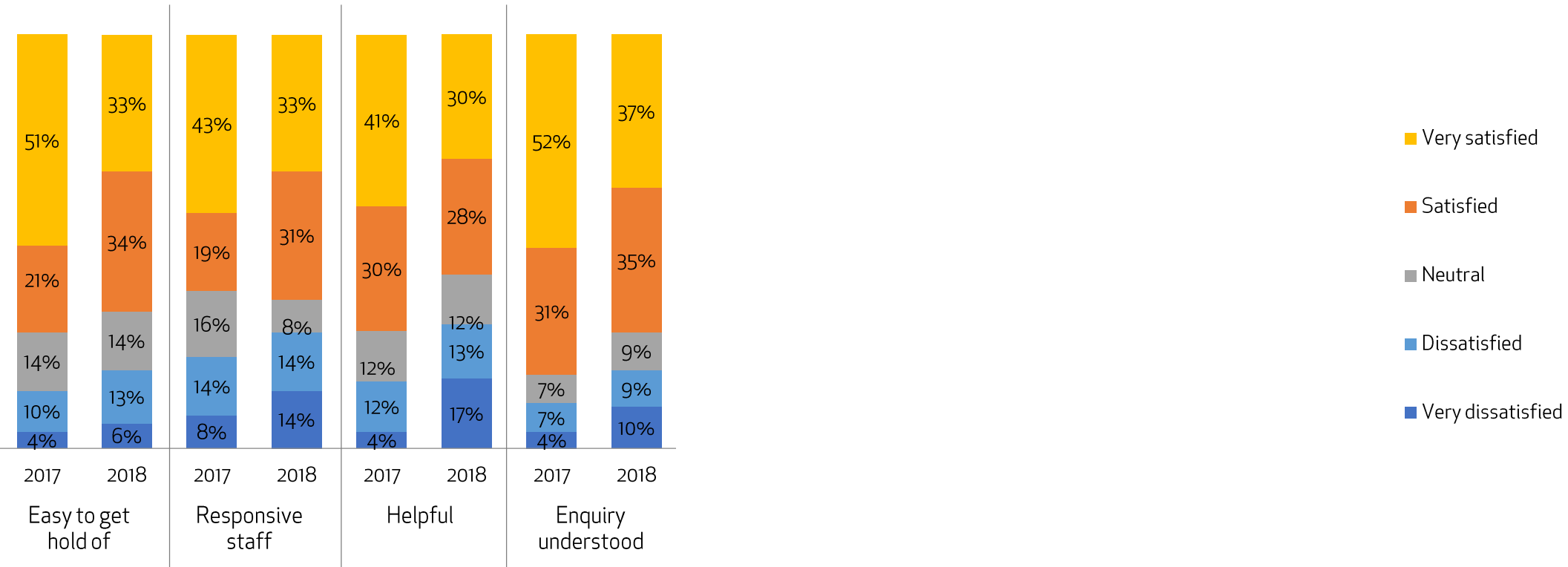
"I went into the council with an issue after emailing. Spoke to the front desk person, who said she would get the appropriate person to contact me and nothing has ever happened."

"They need to be more user friendly in terms of the people that are trying to access Council services and be more willing to try and help people instead of fobbing them off."

*Caution: Low base sizes when based on users of this service.  
For this measure, margin of error of +/- 7.4% at the 95% confidence.*

# 5.2 Interactions with Council, In Detail

- Whilst the enquiry was often well understood, and the person they dealt with was easy to get hold of, responsive and helpful, it is the process beyond this that is least satisfying.
- Increasing levels of dissatisfaction across the board since 2017



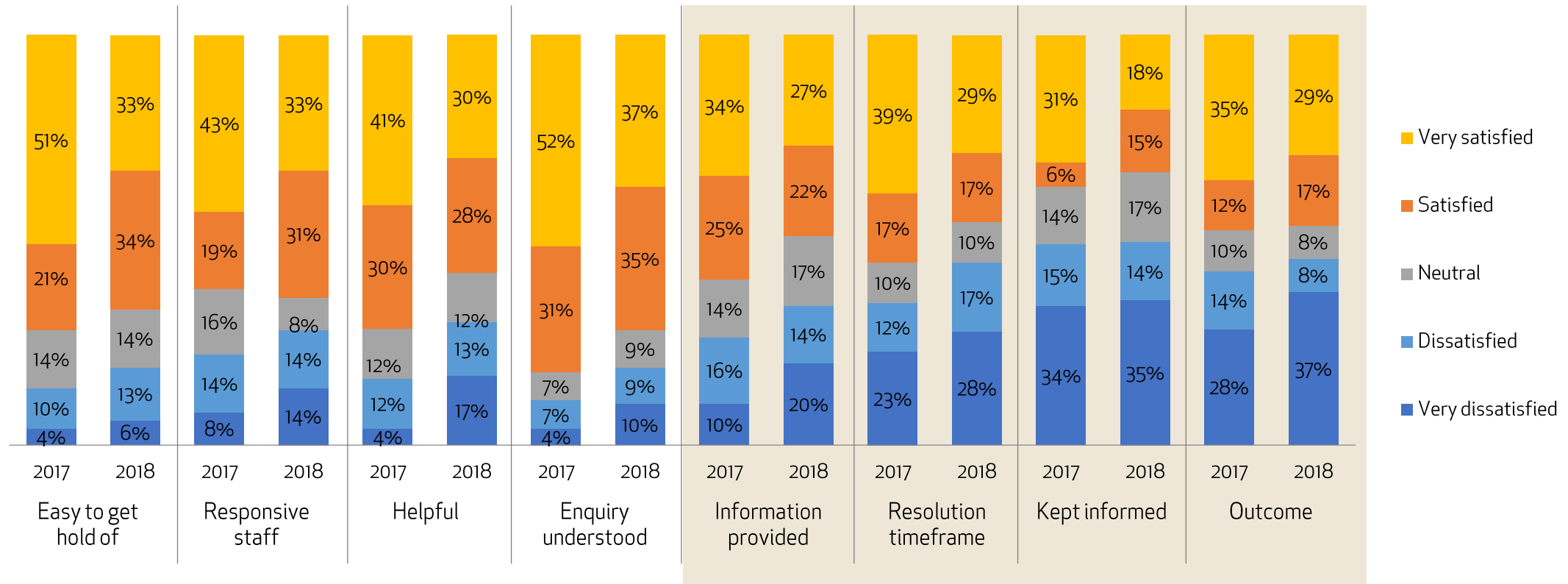


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## 5.3 Sources of Information

- Newspaper remains the most dominant source of information regarding Council
- Website and social media next most common sources

