



2017/18 RESIDENTS' OPINION SURVEY



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Contents



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Executive summary	3
Overall satisfaction	9
Results in Detail	
Service Results	12
Council Perceptions	30
Council Interactions	38
Appendix 1: Research Design	43
Appendix 2: Results by Demographics	48
Appendix 3: Overall Satisfaction Ratings	52
Appendix 4: Benchmarking	55

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Kāpiti Coast
DISTRICT COUNCIL
Ma Huri Whakamuri, Ka Tōro Whakamua

1 Executive Summary



This document reports the results of the 2017/18 Residents' Opinion Survey. The survey was conducted for Kāpiti Coast District Council by Research First over four quarters (September 2017, December 2017, March 2018 and June 2018) with approximately 200 residents surveyed in each quarter (806 in total).

Research is completed via telephone interviewed to be representative of age, gender and ward across the region.

The maximum margin of error for the sample of 806 respondents is +/- 3.5% at the 95% confidence interval. This means that Council can have confidence in the results for the sample as a whole, but the results for subsamples such as community board, age and gender are less precise.

For each service or facility, an 'adjusted satisfaction 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.

The key findings of this research are detailed in this Executive Summary and results are compared to the 2016/17 survey results.

- **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
- **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
- **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.
- **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



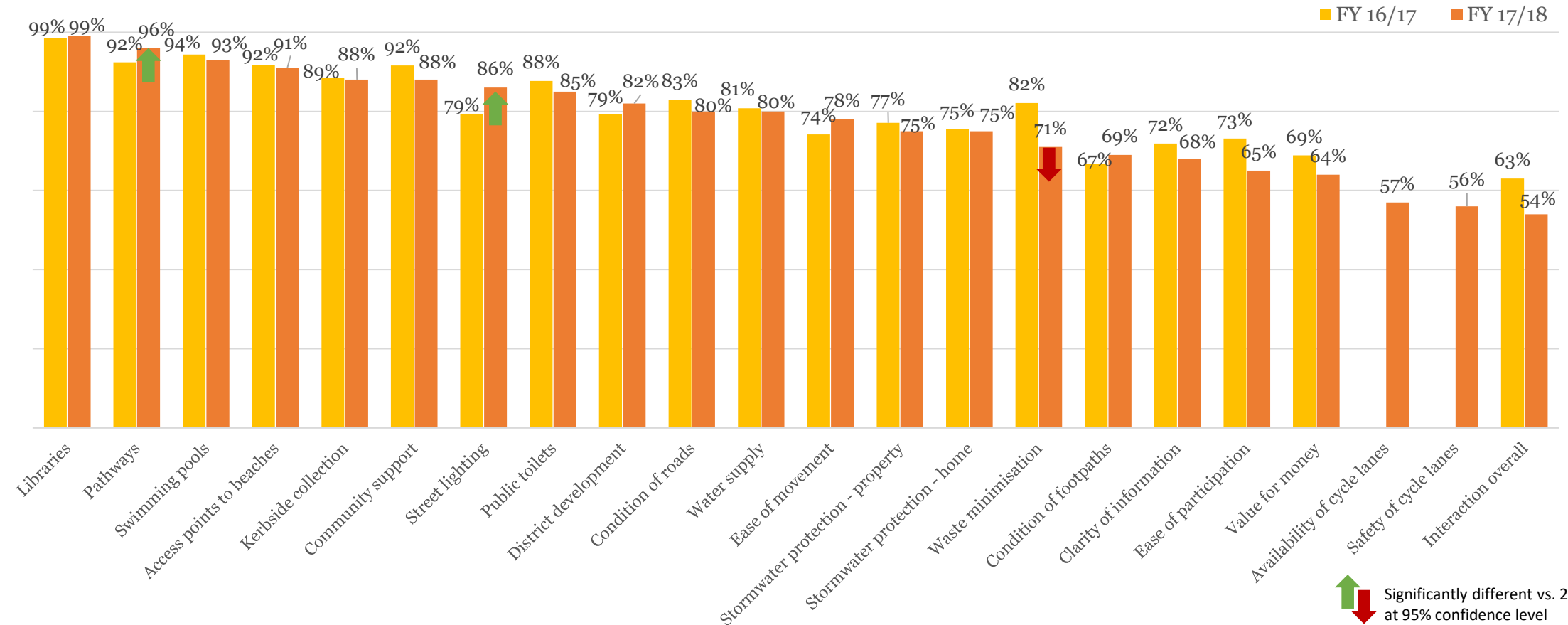
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This document reports the results of the 2018 Residents' Opinion Survey. The survey was conducted for Kāpiti Coast District Council by Research First on a quarterly basis and includes views and opinions of 806 Kāpiti residents.

1.3 Executive Summary, Adjusted Satisfaction Ratings

- Year-on-year a number of areas continue to have high adjusted satisfaction ratings.
- Key service areas show that 'Pathways' and 'Street lighting' have significantly improved year-on-year, while perceptions of 'Ease of participation' have declined significantly.
- All other changes are not statistically significant.



1.4 2018 Progress against Long Term Plan targets

Service level:	2018 achieved (Adjusted satisfaction %)	Vs. LTP target (%)
Libraries	99	85 
Pathways	96	85 
Condition of roads	80	70 
Public toilets	85	75 
Swimming pools	93	85 
District development	82	75 
Access to beaches	91	85 
Kerbside collection	88	85 
Community support	88	85 
Street lighting	86	85 
Water supply	80	80 
Condition of footpaths	69	70 
Waste minimisation	71	75 
Roads allow for easy movement	78	85 
Cycle lane safety and availability*	57	85 

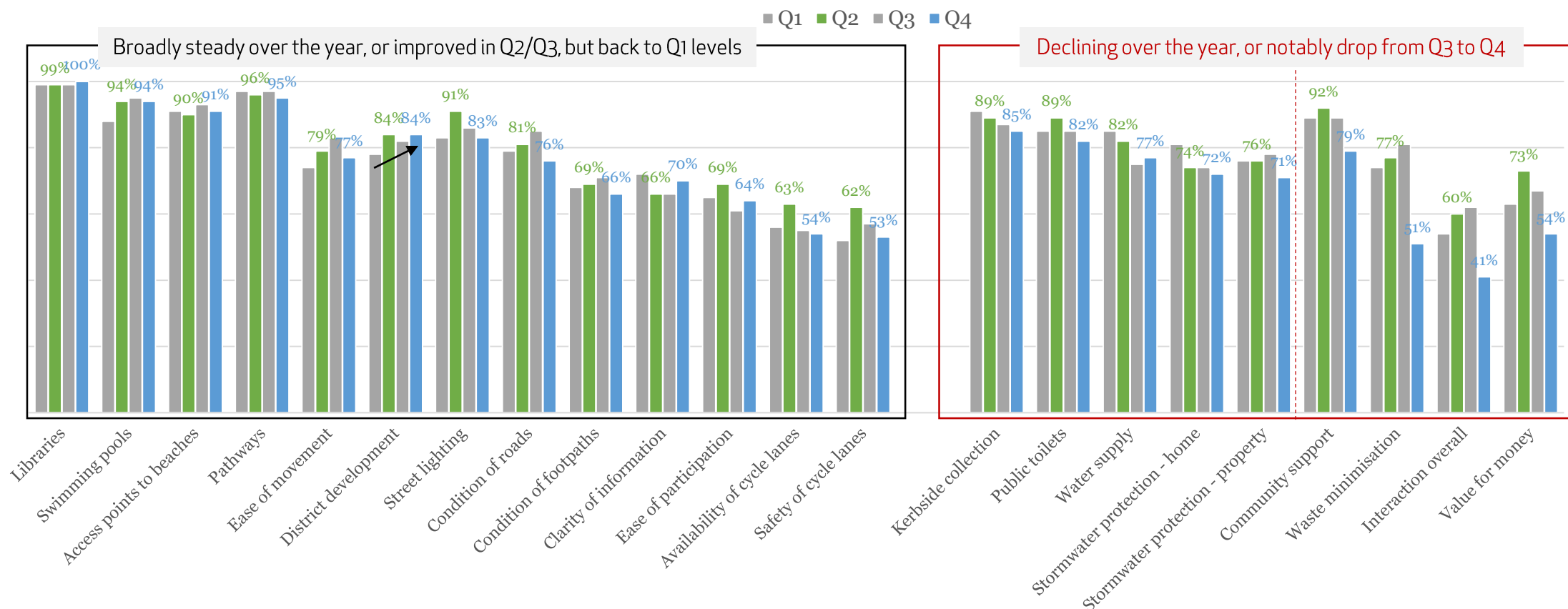
Only four long term plan targets have not been met:

- **Waste minimisation:** A significant decline since last year and now no longer meeting target – in all likelihood linked to the discontinuation of plastic bag rubbish collection by Envirowaste
- **Cycle lane safety & availability** has consistently been short of the LTP target
- **Roads allow for ease of movement:** An improvement on 2017 but still short of the target
- **Condition of footpaths:** Also a slight improvement on 2017 and just 1% short of the LTP target

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

1.5 Executive Summary, Adjusted Satisfaction Scores by Quarter 2018

- The seasonal picture generally shows that Q2 and Q3 were stronger periods in 2017/18
- There are a number of measures that have declined over time, with Q4 notably weaker since Q3. Whilst some of these can be explained due to recent changes (Envirowaste rubbish bag changes, rates changes, changes in social investment approach), the others are gradually declining over time and need to be monitored.





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2 Overall Satisfaction

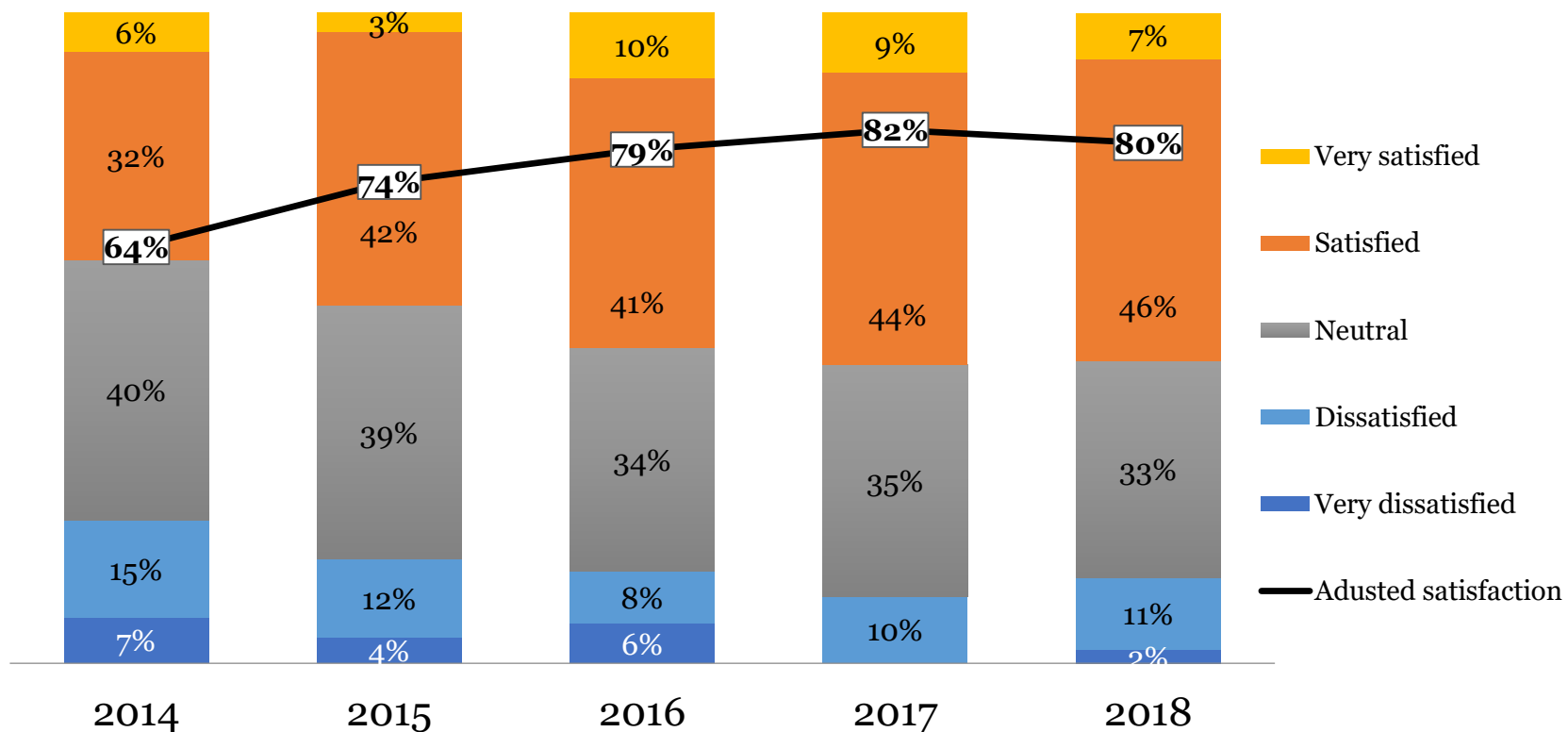
2.1 Overall Satisfaction, Over Time

Over time, results show that perceptions of Council performance have been continually improving since 2014.

While the adjusted satisfaction score is slightly down since 2017, the overall proportion saying they are 'satisfied' or 'very satisfied' is the same as 2017 with a declining number of people sitting in the 'neutral' box.



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2.2 Overall Satisfaction, 2017/18 by quarter

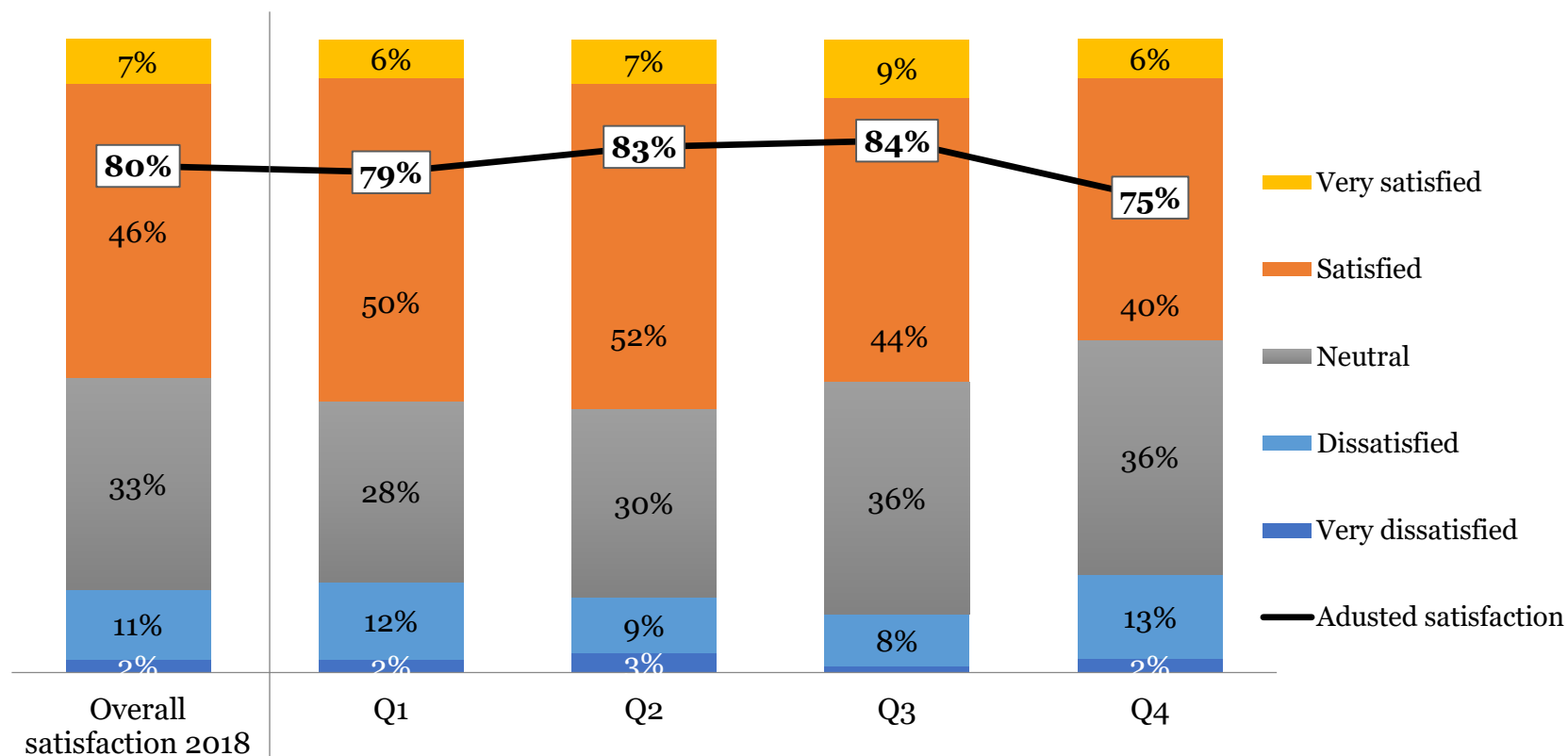


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The decline in satisfaction in 2018 is driven by a significant decline in satisfaction levels in Q4 this year.

More residents have moved out of satisfaction and into dissatisfaction, rather than neutrality, and it is those aged 40+ who are least satisfied.



Sub group analysis shows the residents who are least satisfied this quarter are:

- **40-59 years old** (37% overall satisfaction, 18% overall dissatisfaction)
- **60+** (45% overall satisfaction, 20% overall dissatisfaction)

The youngest audience are much more satisfied:

- **18-39 years old** (69% overall satisfaction, 4% overall dissatisfaction)

There is minimal variation by gender, and while regional analysis is limited by quarter, Otaki residents are indicatively more satisfied (although when rolled together for 2018, there is no regional variation in satisfaction).

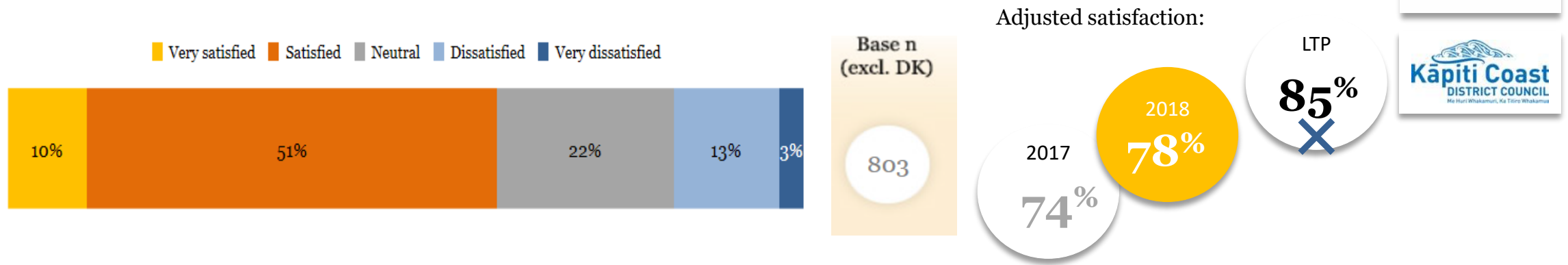


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3 Service results in Detail

3.1 Ease of Movement



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

Overall 61% are satisfied or very satisfied. The adjusted satisfaction score is 78%.

This is up vs. 2016/17, but remains short of the overall Long Term Plan target of 85%.



Because since the expressway went through it has been really easy, other roads are quiet so easy to use

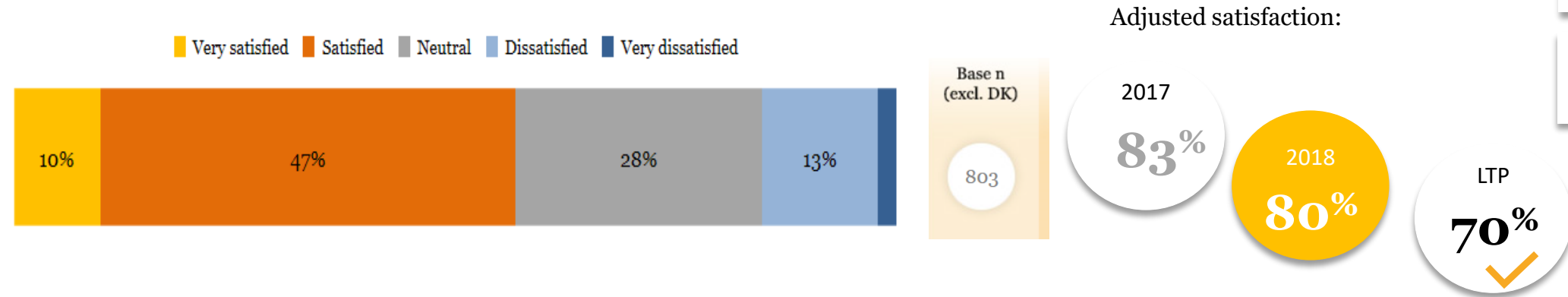
The roads that I use are in good condition. I know them well and don't see any barriers on the roads. Don't have any issues with getting from A to B and back to A.



... because as part of the planning with the expressway they didn't take into account the traffic loading that was going to be put onto Kapiti Road. That's why there are eight traffic lights on a 1.5 kilometre road.



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

57% are satisfied or very satisfied. The adjusted satisfaction score is 80%. While this is slightly down on 2017 it still remains significantly ahead of the Long Term Plan target.



*Because they are reasonably even without many cracks, and as soon as the cracks or broken surface happens, they are fixed in time
The road condition is really good. Good signage and they say when construction is happening over the radio.*

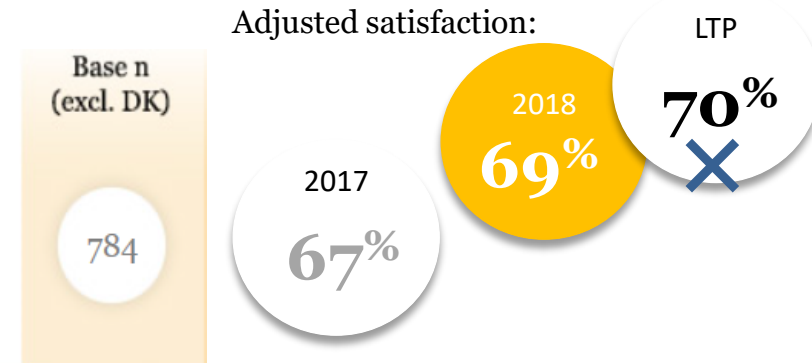
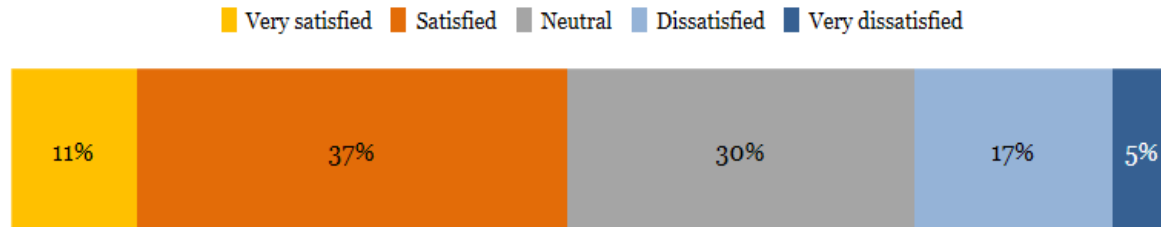


There are so many potholes and so many places where the verge meets the road that are roughed up because of the milk tankers and logging trucks. The roads are not suitable for these vehicles.

When the roads are corrugated and wear and tear and cracked and due to be re-done, they do patches of new asphalt or tarseal which makes the road uneven. There are many many roads like that, and are all over the place i.e., Manly Street, Marine Parade, and Michael Road are some examples.



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Residents were asked how satisfied were you with the condition of footpaths in the District?

48% are satisfied or very satisfied. The adjusted satisfaction score is 69%, slightly up on 2016/17 and 1 percentage point shy of the current Long Term Plan target of 70%.



I don't actually drive, I walk/run everywhere, so I am very familiar with the condition of the footpaths in my area and they are always in very good order.

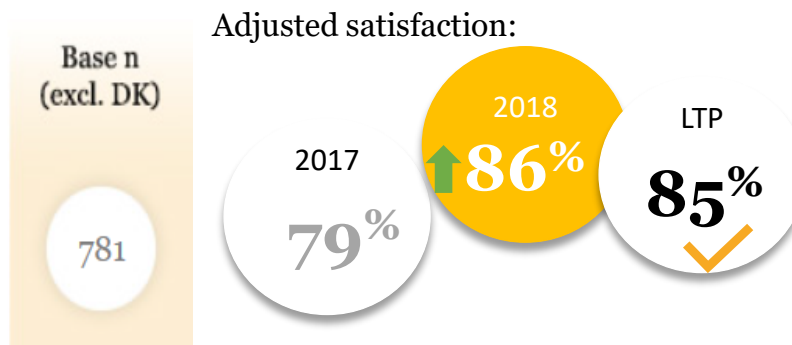
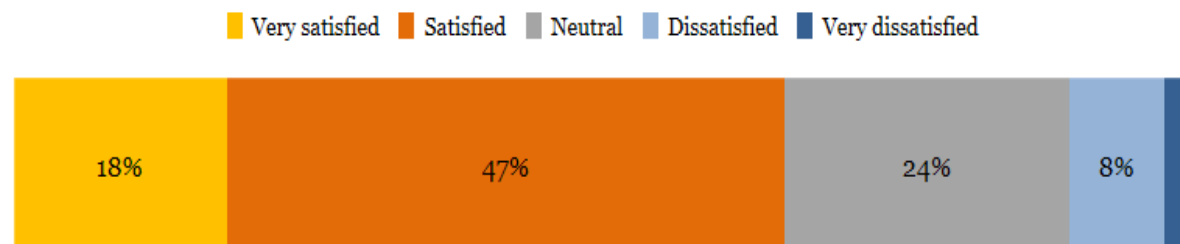
In our part of town they are mobility scooter friendly and are generally excellent.



As a rural resident, there are no footpaths and the ones that are there are also unsafe to walk on. There are no berms and some of them are unkept and very narrow

We have no footpath outside our place, so how can I be satisfied with what I don't have? There is one on the other side of the road, so I have to either walk along the kerb or cross the road in order to get to it.

3.4 Street Lighting



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

65% are satisfied or very satisfied. The adjusted satisfaction score is 86%, significantly improved since last year, pushing just ahead of the Long Term Plan target.



They've replaced all the street lights in our area with LED's and they're all very good.

Every time there is an outage or a bulb gone, it is quickly replaced. Out where I live near the beach, there is lighting every 50m or so

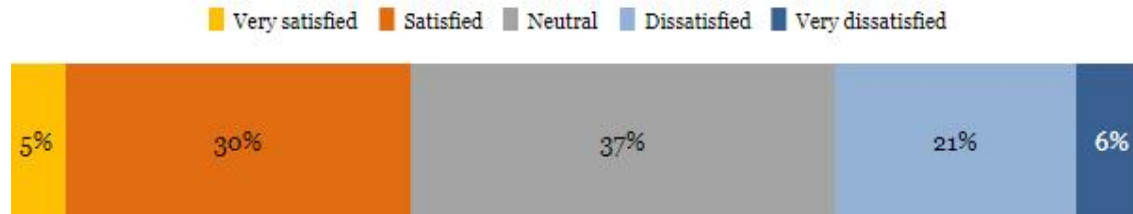


On far too many occasions the lights aren't even on at night. Matai Road and the Poplar Avenue end

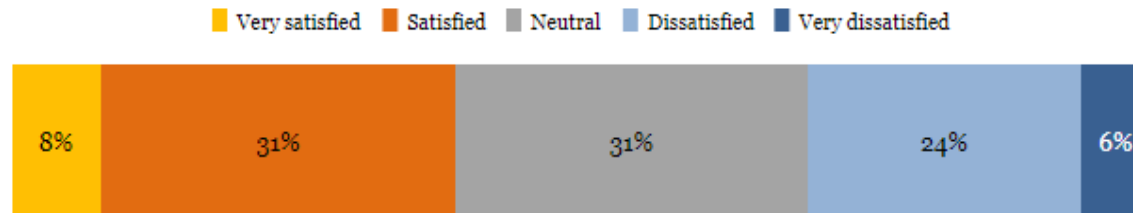
We have none and we pay for them

3.5 Cycle Lanes (availability and safety perceptions)

Safety of cycle lanes on Kāpiti roads:



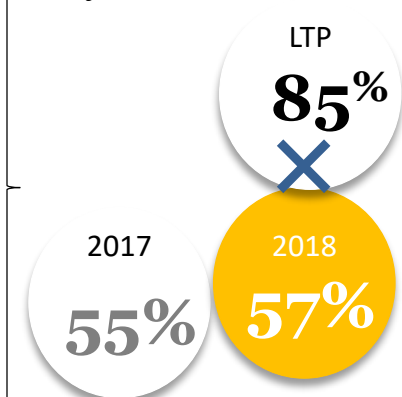
Availability of cycle lanes on Kāpiti roads:



Base n (excl. DK)	% Satisfied	Adjusted Satisfaction Score
675	35%	56%

Base n (excl. DK)	% Satisfied	Adjusted Satisfaction Score
680	39%	57%

Adjusted satisfaction:



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

More are satisfied overall with the availability, rather than safety of cycle lanes, however the adjusted satisfaction scores are nearly identical.



Safety: They are pretty well maintained, I've had no problems. Heaps of people use them.

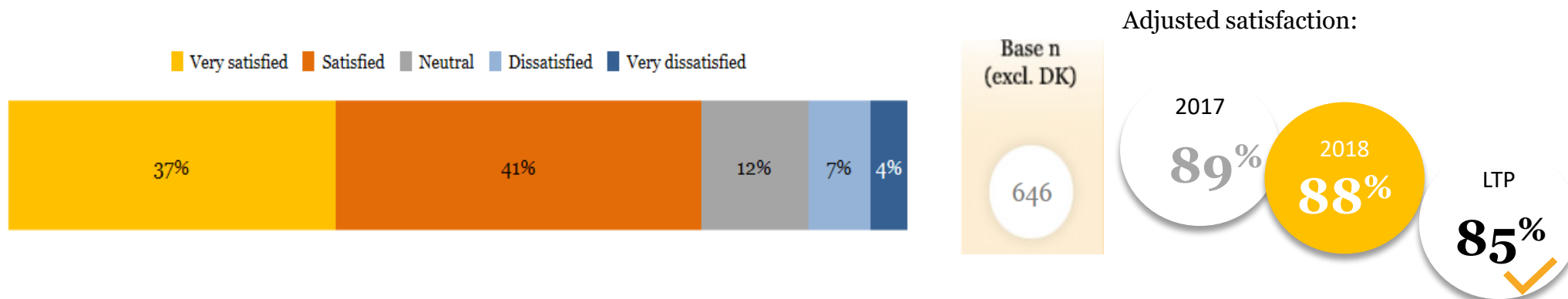
Availability: I believe that there's already more than enough needed.



Safety: I don't think there's enough of them. They're not wide enough where they are. Cyclists are forced to ride on the footpaths.

Availability: The lack of availability forces cyclists to share the road with cars and slows the traffic down.

3.6 Kerbside Collection



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

78% were satisfied or very satisfied. The adjusted satisfaction score is 88%, 1% below last year, but remaining ahead of the Long Term Plan target of 85%.



Basically because it meets our needs very well. The bin size. We know where we are - we know when it's going to be collected. It's very organised.

Because they always turn up when they are supposed to turn up. If you don't do something correctly then they will leave a note, so you can correct it for next time.



Because it doesn't reward recycling. The system rewards people who create lots of rubbish. The whole thing is a mess. When there is wind, the bins blow over.

Over Christmas they collected on a different day but did not notify us in writing as they only put a notification in the newspaper. I don't read the paper and I shouldn't be expected to. So my rubbish wasn't collected.

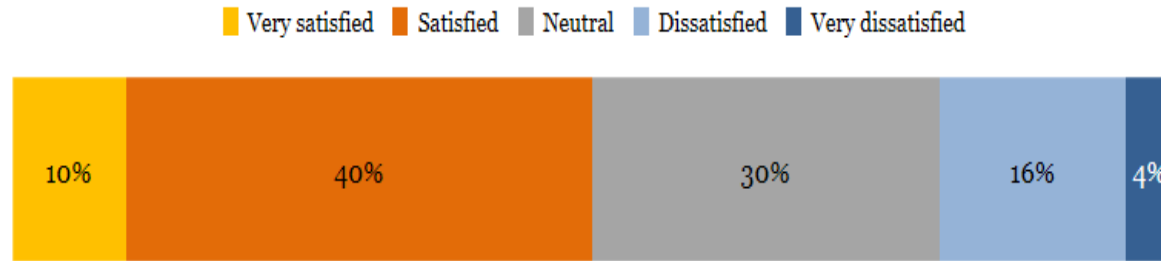
Caution: Low base sizes when based on those aware of service.
For this measure, margin of error of +/- 6.7% at the 95% confidence.
Results by subset are indicative only and not significant



Service
Awareness
27%



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Base n
(excl. DK)

210

Adjusted satisfaction:

2017

82%

2018

71%

LTP

75%

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

Overall 50% were satisfied or very satisfied. The adjusted satisfaction score is 71%, significantly down from last year, and now below the target. Envirowaste discontinued their plastic rubbish bag collection this year, in part explaining the decline in satisfaction on this measure.



We went to a gathering that was run by the Council, to talk about zero waste, and that was really good.

There is plenty of information on their website, my children regularly come home from school with ideas about recycling



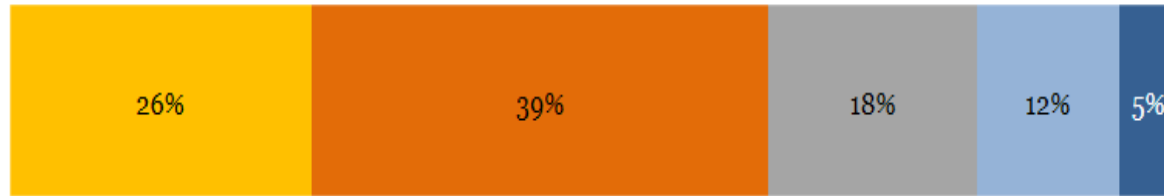
Kapiti Coast turn a blind eye to their contractors taking rubbish to illegal and refuse to do anything about it.

The previous changes were good, but now there are multiple contractors making it difficult. I think the system has gone backwards. Bins are too big and we shouldn't have open crates for recycling



Service Usage
88%

Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied



Base n
(excl. DK)

709

Adjusted satisfaction:

2017

81%

2018

80%

LTP

80%

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

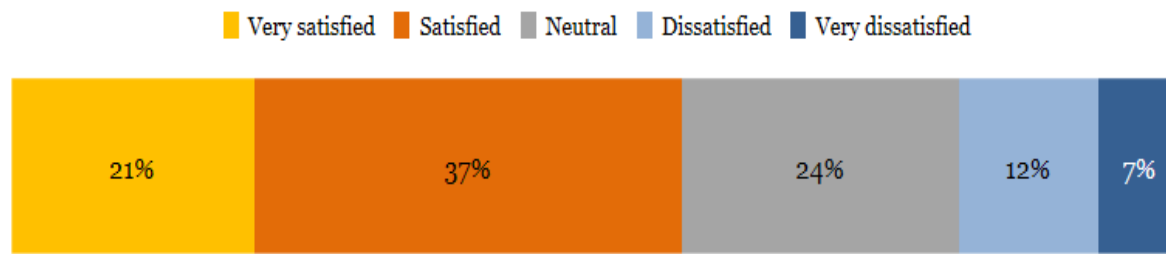
65% were satisfied or very satisfied. The adjusted satisfaction score is 80%, 1 point below 2017 and meeting the Long Term Plan target.



*Because I can actually drink water from the tap without having to boil it first. I don't have to buy bottles of treated water, I'm happy
I think Paekakariki is on a separate water supply to the rest of the Council. I think it's from Smith's Creek and it isn't fluoridated which I like*



*At certain times of the year the taste of the water is horrible and you have to buy water. It depends if we have had a dry summer and the level of the Otaki River and when it gets low we then get bore water which is disgusting
Because we live near the water treatment plant and you can immediately taste the chemicals within hours of them using them*

Base n
(excl. DK)

714

Adjusted satisfaction:

2017

77%

2018

75%

LTP

NA

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

Overall 58% were very satisfied or satisfied. The adjusted satisfaction score is 75%, slightly down on 2016/17.



Our subdivision has a swale system with virtually no run-off.

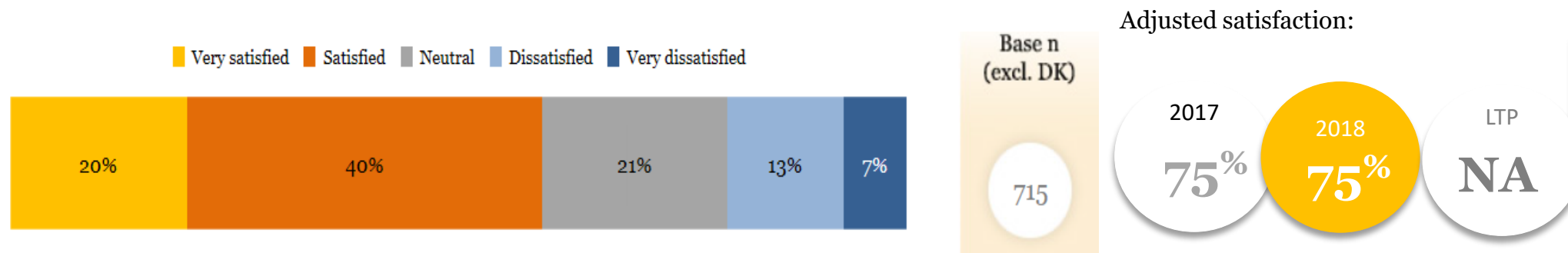
We're fairly near the beach and we can see the water taken out directly to the beach and it all looks pretty good to me.



The creek that runs through Te Aitiawa Park that runs through the park is polluted, terribly polluted. It never gets cleaned, always full of algae and rubbish. I have expectations that they should be maintaining those.

I called the Council officer to look at it. They said that it's not their fault but it is due to the new motorway

3.10 Stormwater, Protecting Homes



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

60% were satisfied or very satisfied. The adjusted satisfaction score is 75%, comparable with 2016/17.



*After the heavy rain we never had any problems and drains are cleared after an hour and run off the property quickly
Because I haven't had a flood in seven years so I can't complain*



*Because I don't have any stormwater outlets. I've offered to put in a stormwater outlet out on the street, but the Council won't allow it.
We don't have any stormwater on our property. The creek round the back floods and subsequently our property floods*

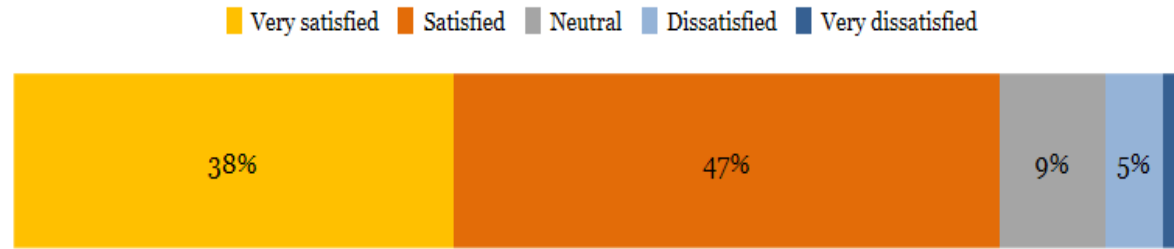


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Service Usage
53%



Base n
(excl. DK)

417

Adjusted satisfaction:

2017

94%

2018

93%

LTP

85%

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

85% were satisfied or very satisfied. The adjusted satisfaction score is 93%, comparable to 2016/17 and significantly ahead of the Long Term Plan target.

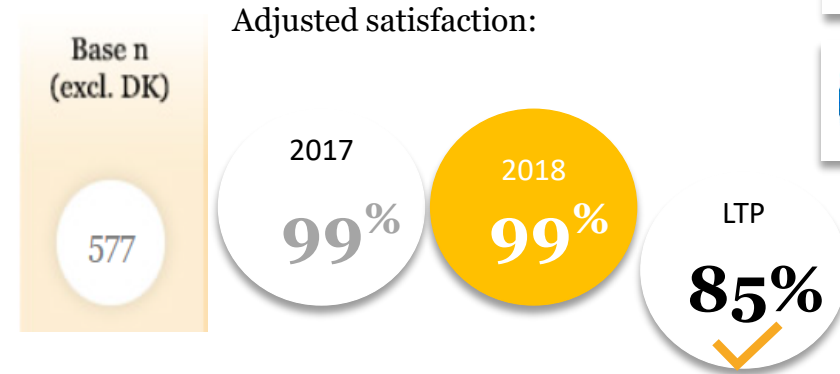
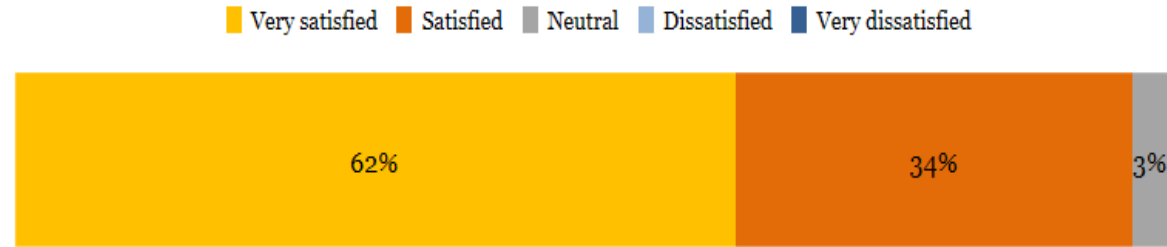
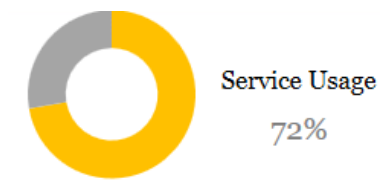


*Because all my grandkids when they visit, which is quite often, they go to Otaki and Waikanae swimming pools and they rave about them
Because the Otaki swimming pool just had a makeover about a year ago and it's great.*



*During the time of the extremely hot weather it was oppressive because of the chlorine and the extreme heat. The parking has become more difficult with the number of people using the place
If you take a kid or old person you have to watch them as life guards are not doing their job, too busy cleaning or managing the counter*

3.12 Libraries



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

Overall 96% were satisfied or very satisfied. The adjusted satisfaction score is 99%, which continues to be significantly above the Long Term Plan target



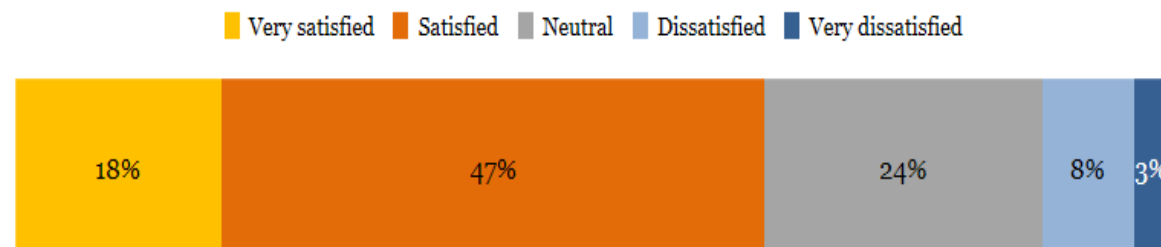
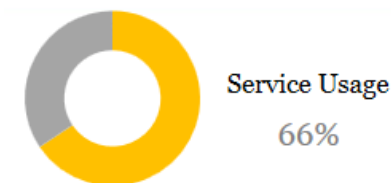
The staff are all very pleasant and helpful and a good range of reading options.

Requested special book and they go out of their way and if don't have it will get it in and then let me know when it is there.

My grandchild loves it, lots of activities through the school holidays, and displays. They organise a book club as well.

Because they have great online service for reserving books, reminder emails when things are overdue

3.13 Public Toilets



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

65% were satisfied or very satisfied. The adjusted satisfaction score is 85%, slightly down from last year but still significantly above the Long Term Plan target.



Because mainly they are kept clean and they are quite large and airy. They're good.

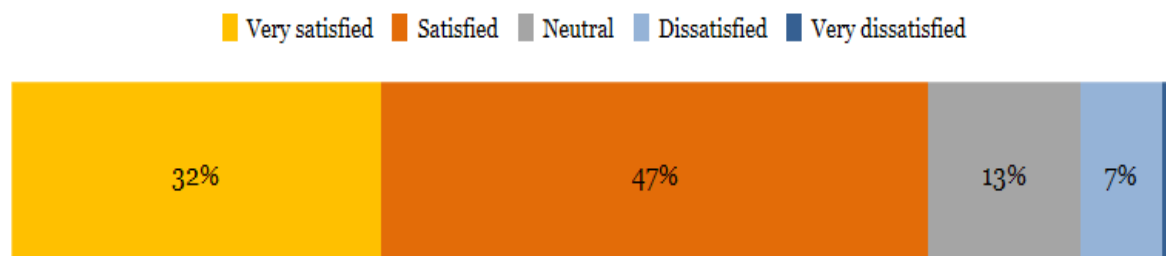
I think you have to be satisfied if you find them clean, always have toilet tissue, and they'll have a sign up on the wall of when they've been to clean so I know that they've been done.



They always seem to be dirty and out of toilet paper, the walls never seem to be cleaned. Out of three toilets only one is useable unless it's a weekend. There is a BMX track, a tennis club and netball courts so there are always people around

They're filthy and smelly. I was told by a cleaner for them that I wasn't allowed in it with my guide dog. No dogs allowed

3.14 Access Points to Beaches



Residents were asked how satisfied they were with access points to beaches in the District. 79% were satisfied or very satisfied. The adjusted satisfaction score is 91% which remains well above the Long Term Plan target.



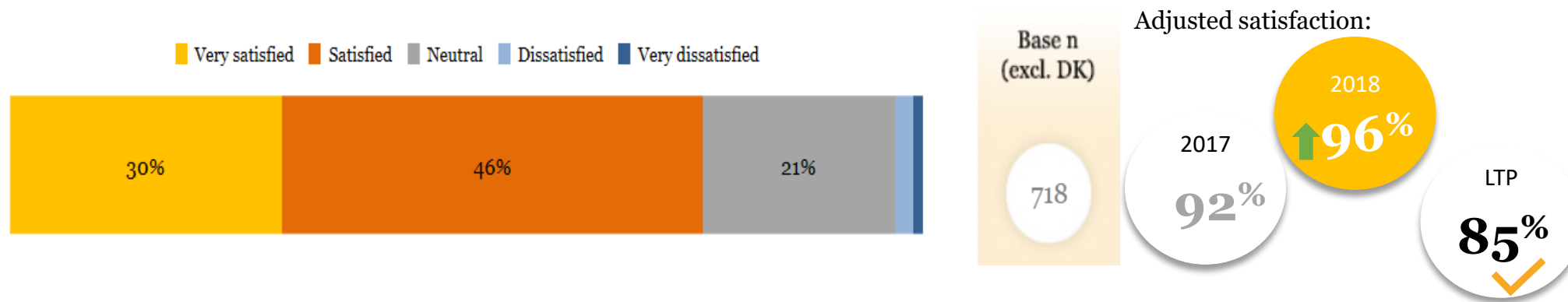
All the ones we go to are always clear. Drift wood is always cleared quick-smart. They are well signposted up here I can get my kayak down them happily, plenty of room, nice and tidy, and no big potholes and that stuff.



I think it must be very hard. The sea keeps washing the access ways away and breaks the wooden stairs. They are trying to fix it I know. But very unsafe.

Because we are supposed to be getting a new sea wall and access ways to the beaches are being destroyed by the storm surges

3.15 Pathways



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

76% were satisfied or very satisfied. The adjusted satisfaction score is 96%, an improvement on last year and still well ahead of the Long Term Plan target.



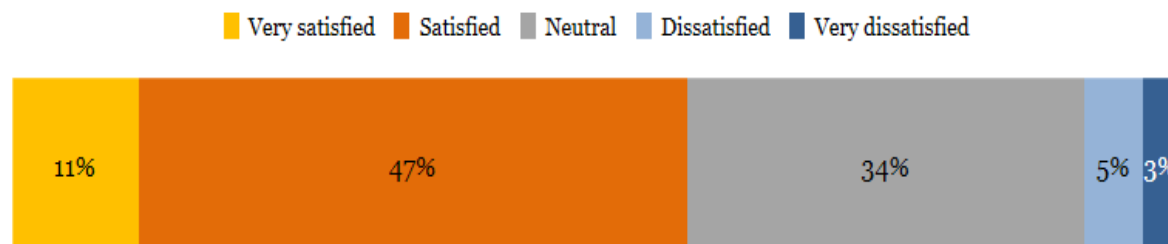
Because I use them regularly with a horse and a dog. There are lots of them and they are great. They have them all along next to the highway and it means I can get to places I could not otherwise go without riding on the road.

Because they go interesting routes and there is plenty of them and I use them quite a lot. I do quite a bit of walking, they go through interesting areas.



The Waikanae river walk should only be for pedestrians. The river walk is too narrow for cyclists as well as pedestrians. Cyclists should use designated cyclist tracks.

3.16 Community Support



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

Overall 58% were satisfied or very satisfied. The adjusted satisfaction score is 88%, slightly down on last year, but still above the Long Term Plan target. Some changes to the Social Investment approach in the last year mean some community groups no longer get funding, which may be slightly influencing the downward trend.



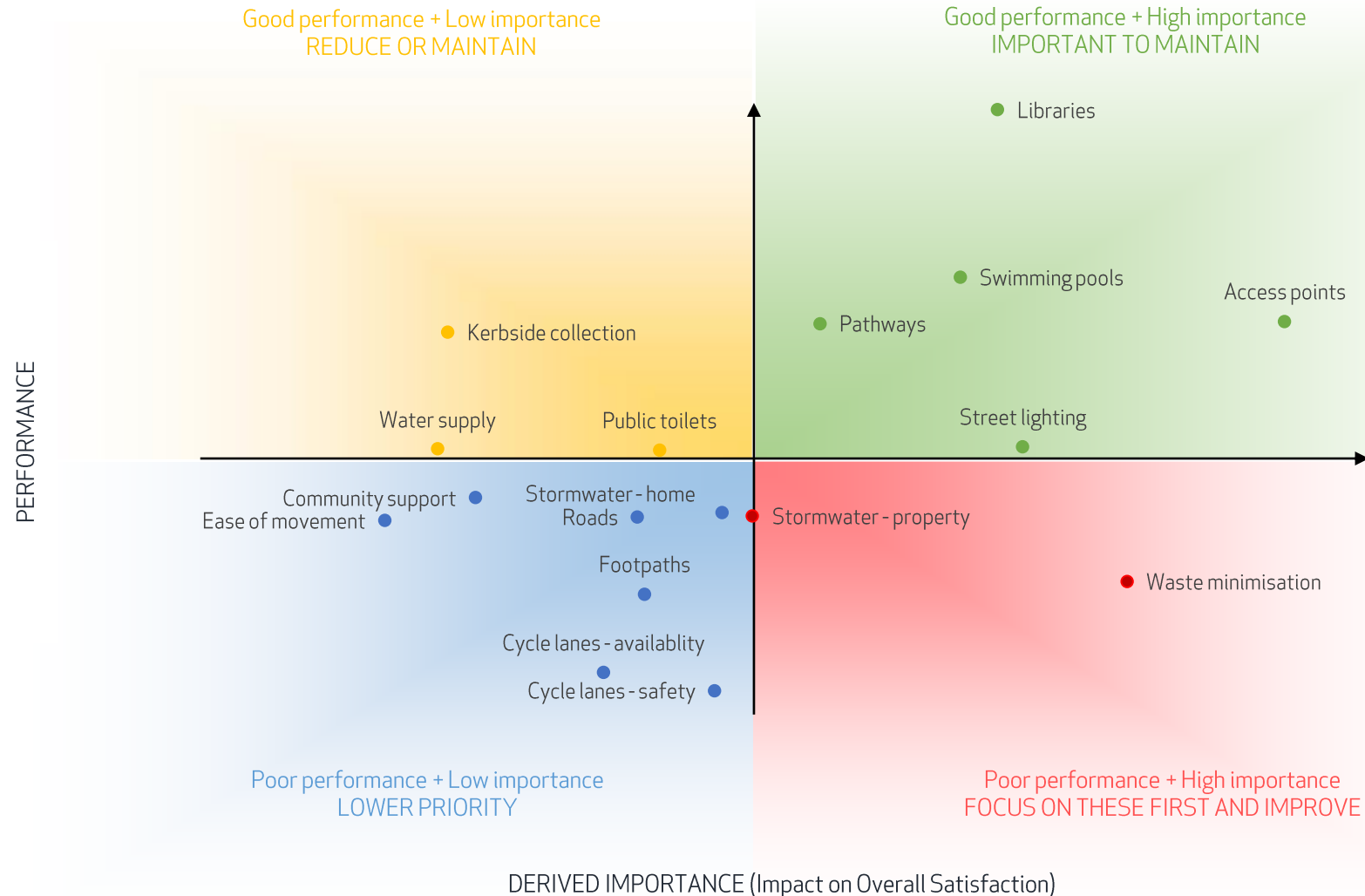
Because every time you call up they always know how to help you, and they are quick to respond.

I'm interested in the arts, and the District Council really support the arts, and the Kapiti Coast has lots of wonderful artists and the Council does support them very well. I hope the art support continues, and I think it will because it builds into the community



Because they don't support youth and they're very focussed on the elderly.

They haven't been very transparent and tight with funding when they allocate it. The allocations don't go where the people want and need and the Council decide where it goes. They seem to put funding towards new projects rather than help existing ones



Derived importance has been estimated using Key Driver Analysis. This is an analytical technique that looks which service level KPI's have the biggest impact on Overall Satisfaction.

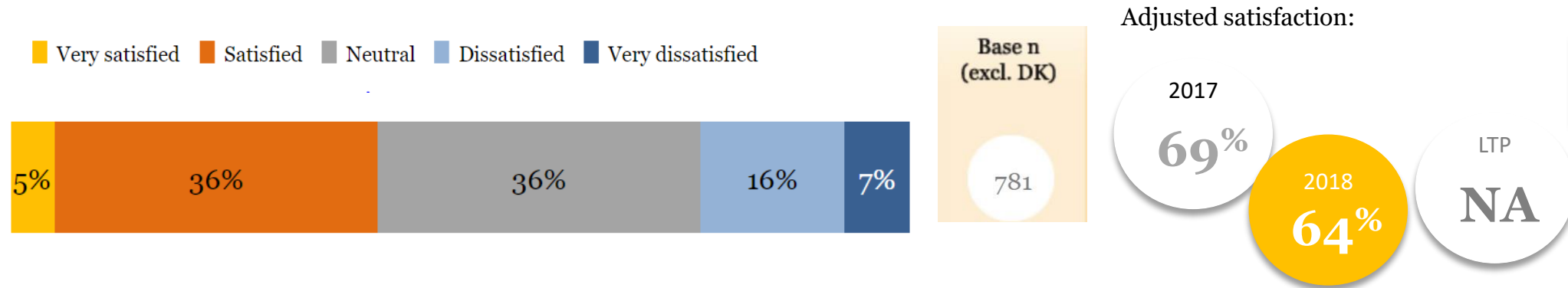
- The 2018 results show there are a number of services (in the green quadrant) that are very important at driving overall satisfaction that Council is already delivering very well on, so these are important to maintain.
- The two services in the red quadrant are important to residents in influencing their overall satisfaction, but Council need to improve on.



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4 Council Perceptions in Detail



Residents were asked how satisfied they were with the value for the money spent in rates and other fees, considering all the services Council provides.

41% were satisfied or very satisfied, and 23% were dissatisfied or very dissatisfied.

The adjusted satisfaction score is 64%, which is down on last year, but also hides the 36% who are 'neutral'.

The following page looks at this measure in more detail



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4.1 Value for Money, 2017/18 by quarter

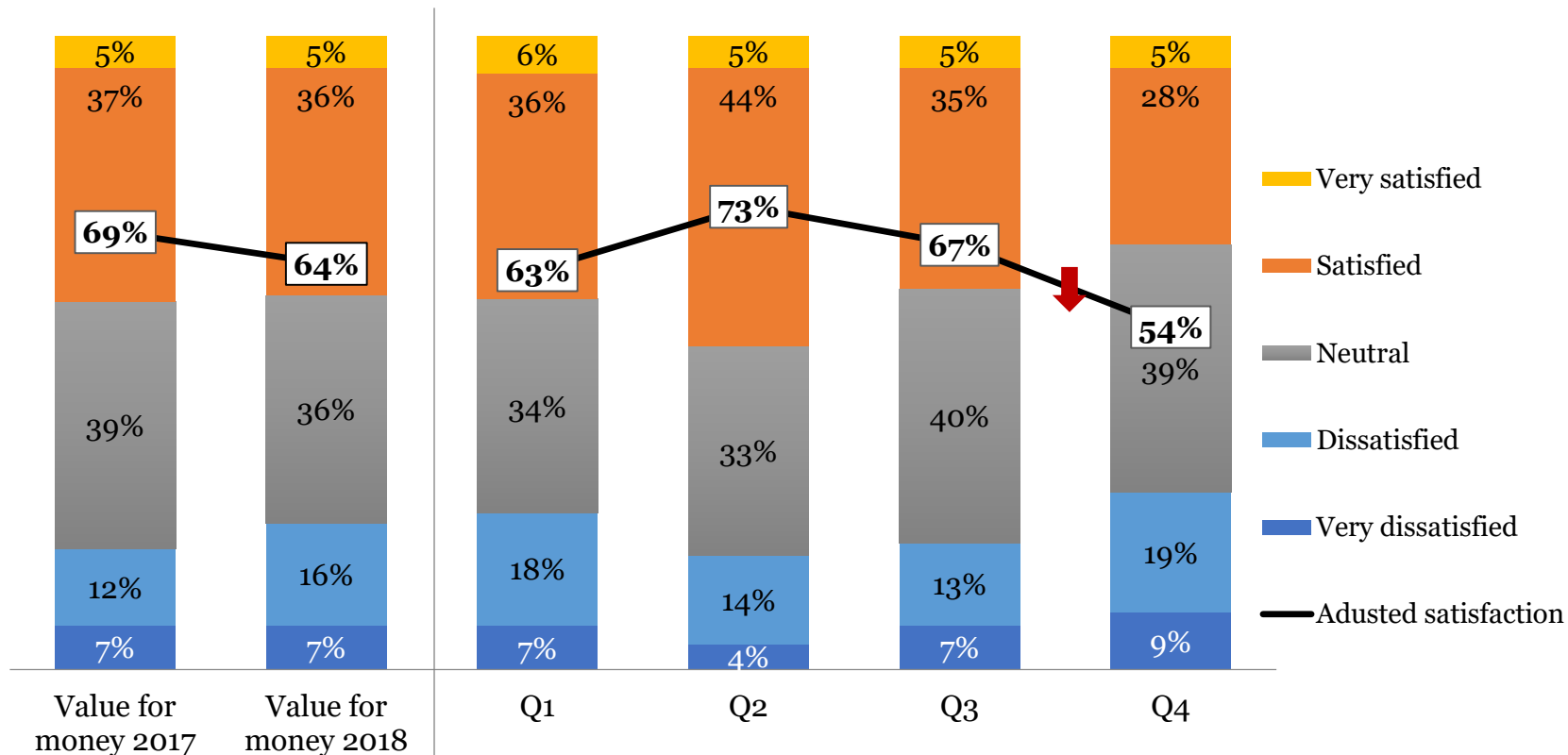


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Local rates changes came out prior to the most recent quarter of interviewing.

We can see that perceptions of value had declined before this, but this last quarter shows the lowest levels of overall satisfaction this year, and the highest level of dissatisfaction. This may be influencing other wider perceptions of Council.



Sub group analysis shows those who are 18-39 years old are most satisfied this quarter.

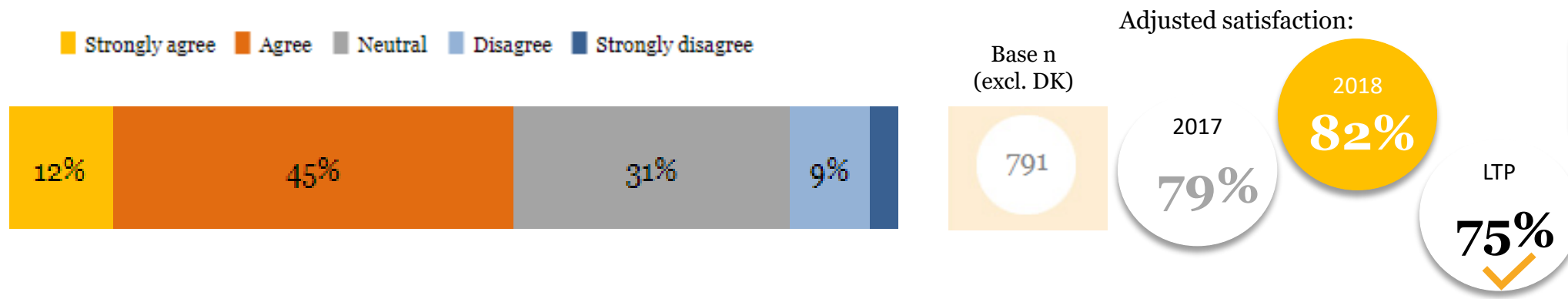
When looking at results over the entire FY 17/18, it is the 'squeezed middle' who are least satisfied:

- **40-59 years old** (26% overall satisfaction, 28% overall dissatisfaction). Almost half are 'neutral'.

The youngest audience are much more satisfied (57% of 18-39 year olds are satisfied overall), as are the oldest age group (44% overall satisfaction for those aged 60+):

There is minimal variation by gender and ward, although directionally, those in Paekakariki express greater dissatisfaction.

4.2 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, 57% agreed or strongly agreed.

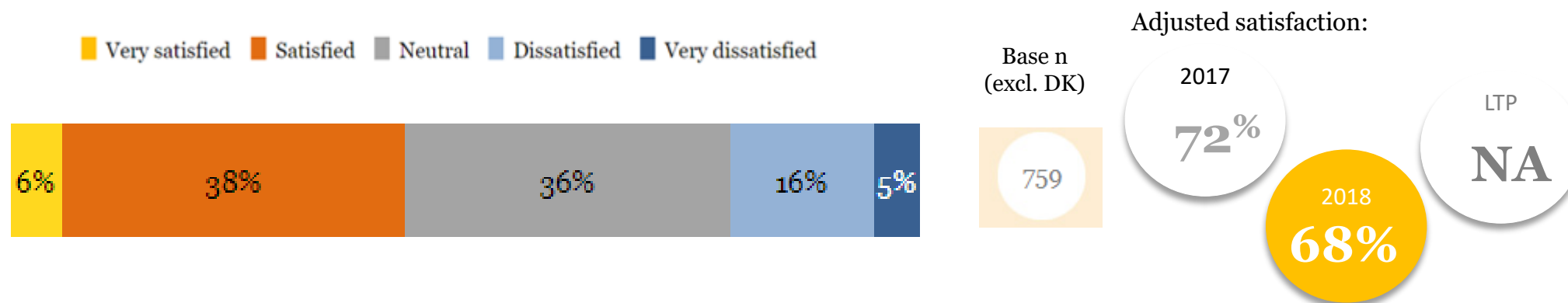
The adjusted agreement score is 82%, which is an improvement compared to 2017 and still ahead of the Long Term Plan target.



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4.3 Clarity of Information



Residents were asked how satisfied they were that Council provides clear information on issues where decisions are coming up.

Overall, 44% were satisfied or very satisfied.

The adjusted satisfaction score is 68%, which is a slight decline on 2017.

A bit more information about the proposals that are going through and reminders as we are getting close to a date that matters can be discussed and more advertising. I think they don't listen to the community as much as they should and could listen a bit more and [their] personal opinions affect their own.

— *Although I use the website, I find it difficult to find the relevant information easily. It's not a very good website quite frankly.*

Being given the information in the first place would be a good start. Actually getting asked before changes happen. They need to be more transparent.

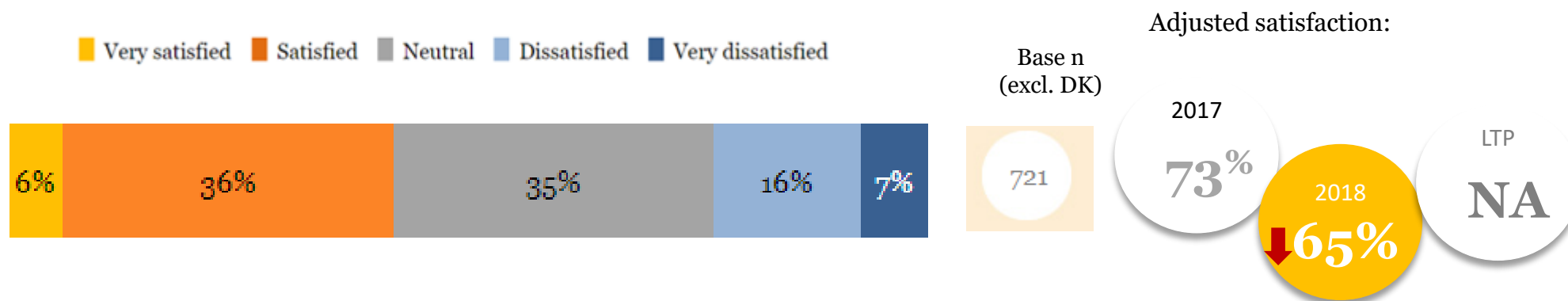
I use the internet, and pay my rates by automatic payment. I don't get the newspaper delivered, so there is no communication from the Council to my household.



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4.4 Ease of Participation



Residents were asked how satisfied they were that Council makes it easy for them to have their say and participate in decision-making that affects Kāpiti district.

Overall, 42% were satisfied or very satisfied.

The adjusted satisfaction score is 65%, which is a significant decline since 2017.

Although I use the website, I find it difficult to find the relevant information easily. It's not a very good website quite frankly.

It seems that certain issues that come up are not widely publicized especially when it comes to things Maori, e.g., we don't have a very strong voice when it comes to those issues and we seem to be advised of the "consultation process" after the meeting has occurred. For the lack of true Maori voice. They could improve by having better consultation with a Hapū representative.

Because there is only two or three petitions a year and that's about it. The public don't get asked anything, we just get told what's happening without being asked for our opinion.

I know there are public meetings but do they make them more accessible. Especially to a working family.

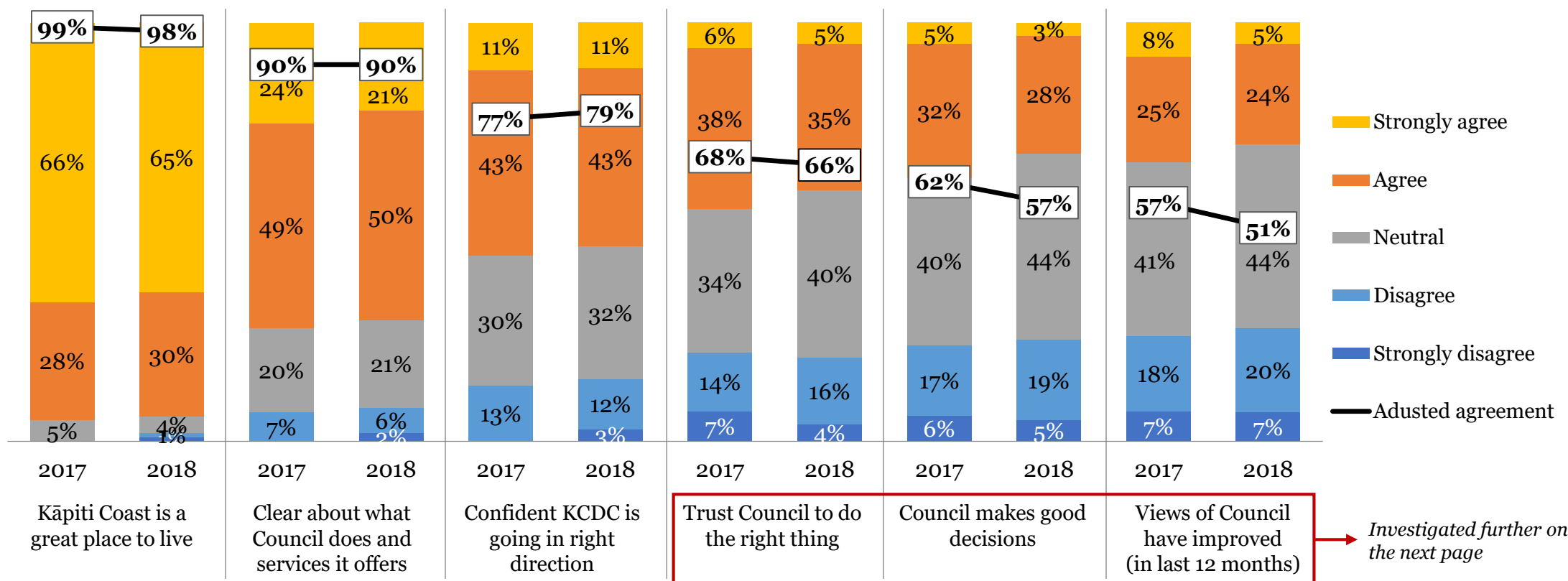
4.5 Wider Council Perceptions



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While there is high clarity in terms of what Council does in the district, there are some slight year-on-year declines in levels of trust, belief that Council make good decisions and that views of Council are improving.



4.5 Wider Council Perceptions



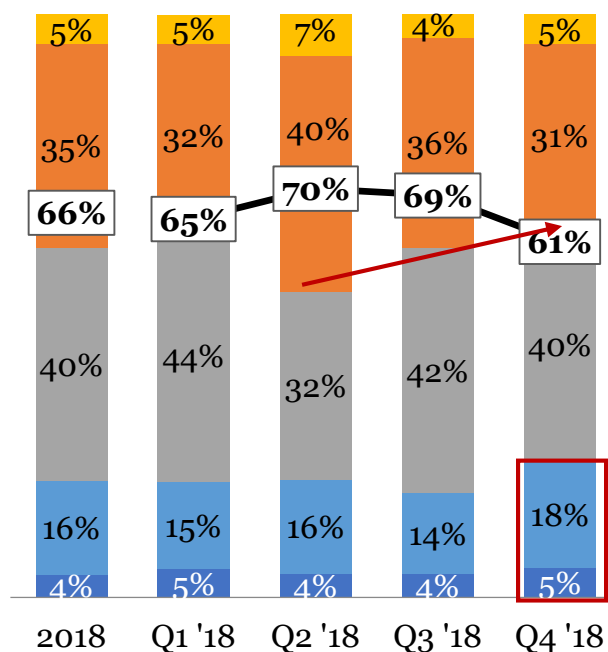
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These three areas have shown decline year-on-which is predominantly driven by higher disagreement in Q4.

Trust Council to do the right thing:

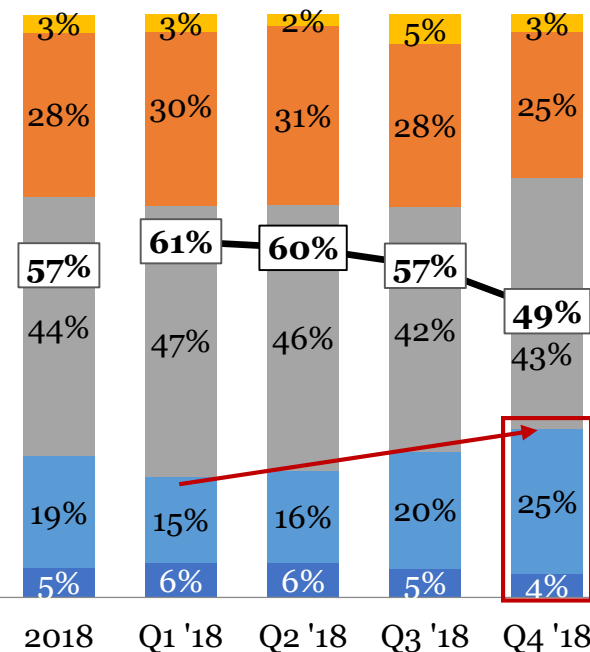
- Shifting from 'agree' to 'neutral' over the course of 2018.
- Highest level of disagreement in Q4.



Trust Council to do the right thing

Council makes good decisions:

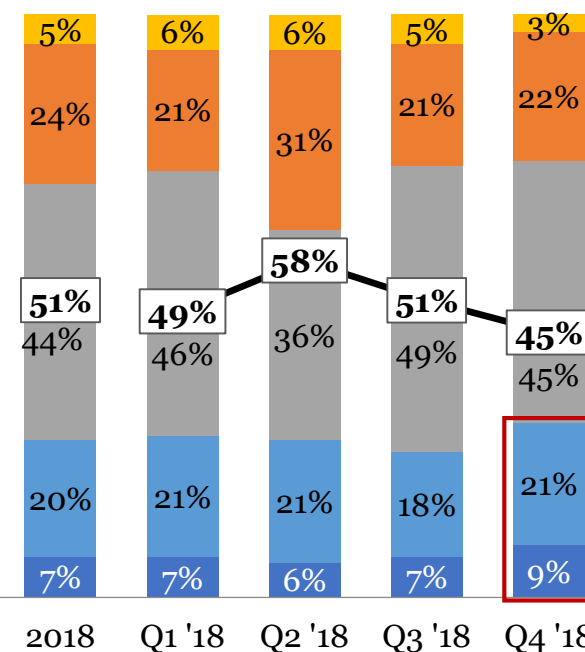
- Increasing levels of disagreement over the course of 2018.
- Highest level of disagreement in Q4.



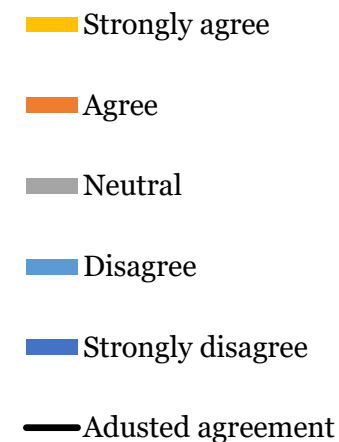
Council makes good decisions

Views of Council have improved:

- A high point in Q2, otherwise broadly consistent over time.
- Highest level of disagreement in Q4.



Views of Council have improved
(in last 12 months)





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5 Council Interactions in Detail

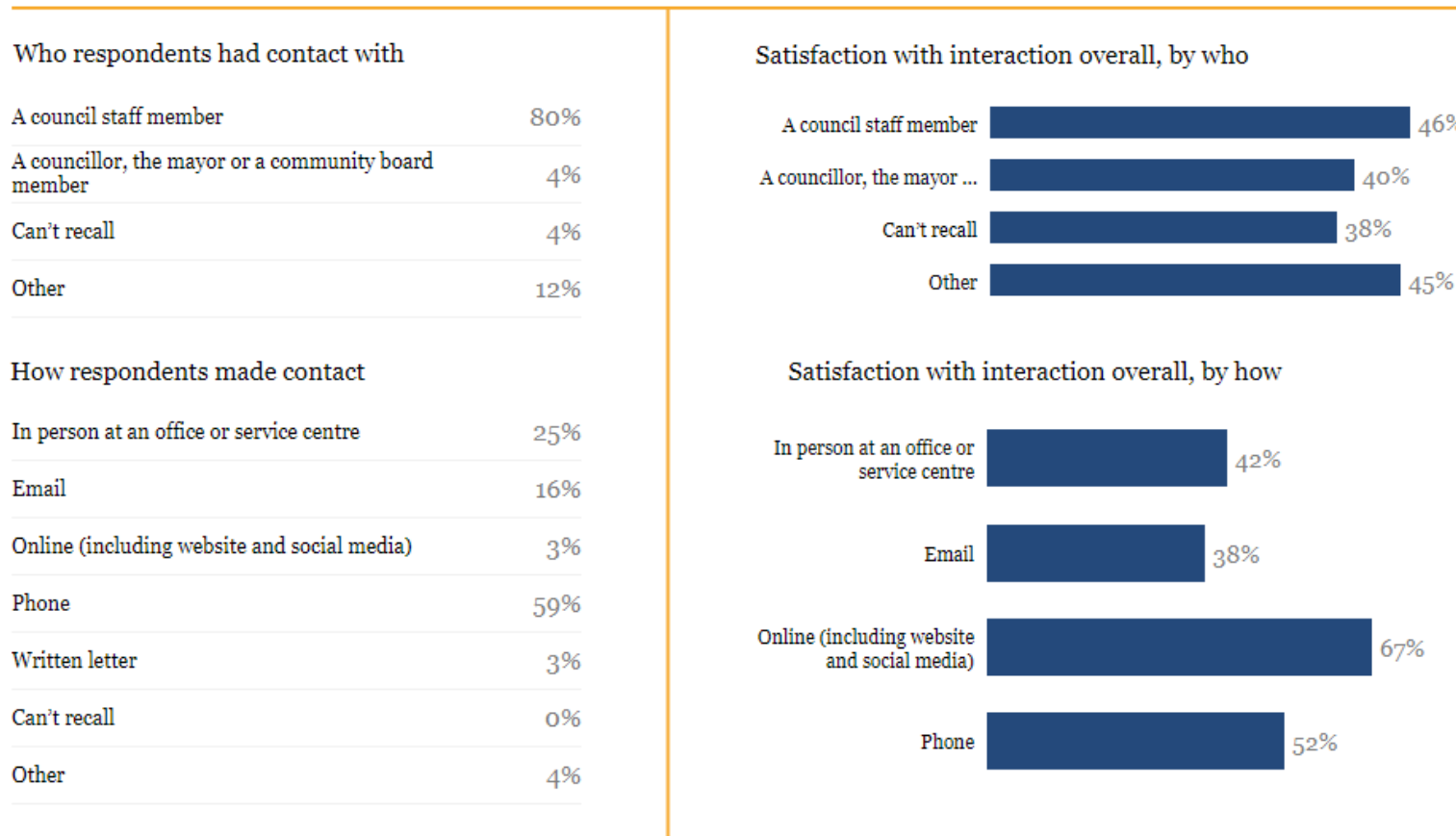
Caution: Low base sizes when based on users of this service.
For this measure, margin of error of +/- 7.4% at the 95% confidence.
Results by subset are indicative only and not significant



5.1 Interactions with Council

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

22% of residents had interacted with Council, and of these, most had interacted with Council staff over the phone.



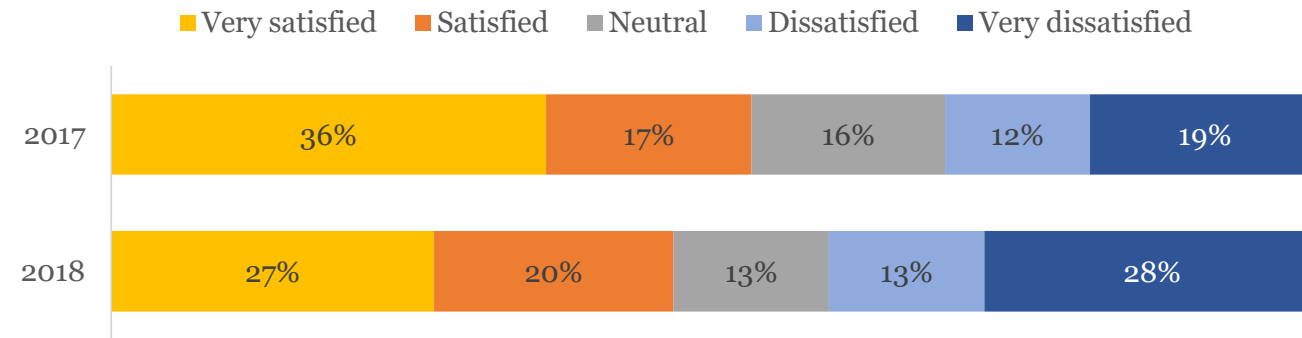
5.2

Interactions with Council, Overall

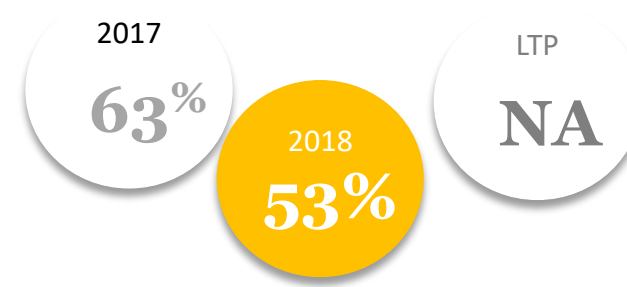
Caution: Low base sizes when based on users of this service.
For this measure, margin of error of +/- 7.4% at the 95% confidence.
Results by subset are indicative only and not significant



Service Usage
22%



Adjusted satisfaction:



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

47% were satisfied or very satisfied with the interaction, which is a decrease compared to 2017, due to more residents expressing dissatisfaction with the interaction.

This has resulted in a reduced adjusted satisfaction measure for 2018.

"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."

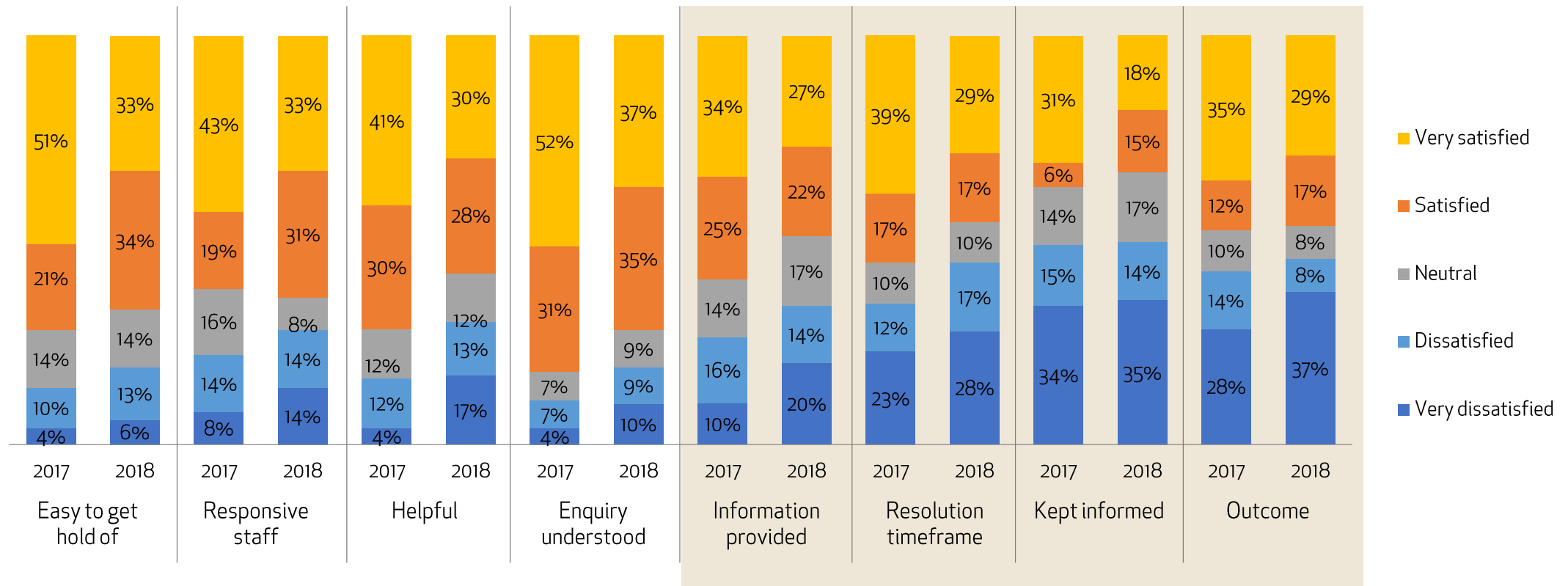
Caution: Low base sizes when based on users of this service.
For this measure, margin of error of +/- 7.4% at the 95% confidence.
Results by subset are indicative only and not significant



5.3 Interactions with Council, In Detail

Residents also rated aspects of their interaction with Council.

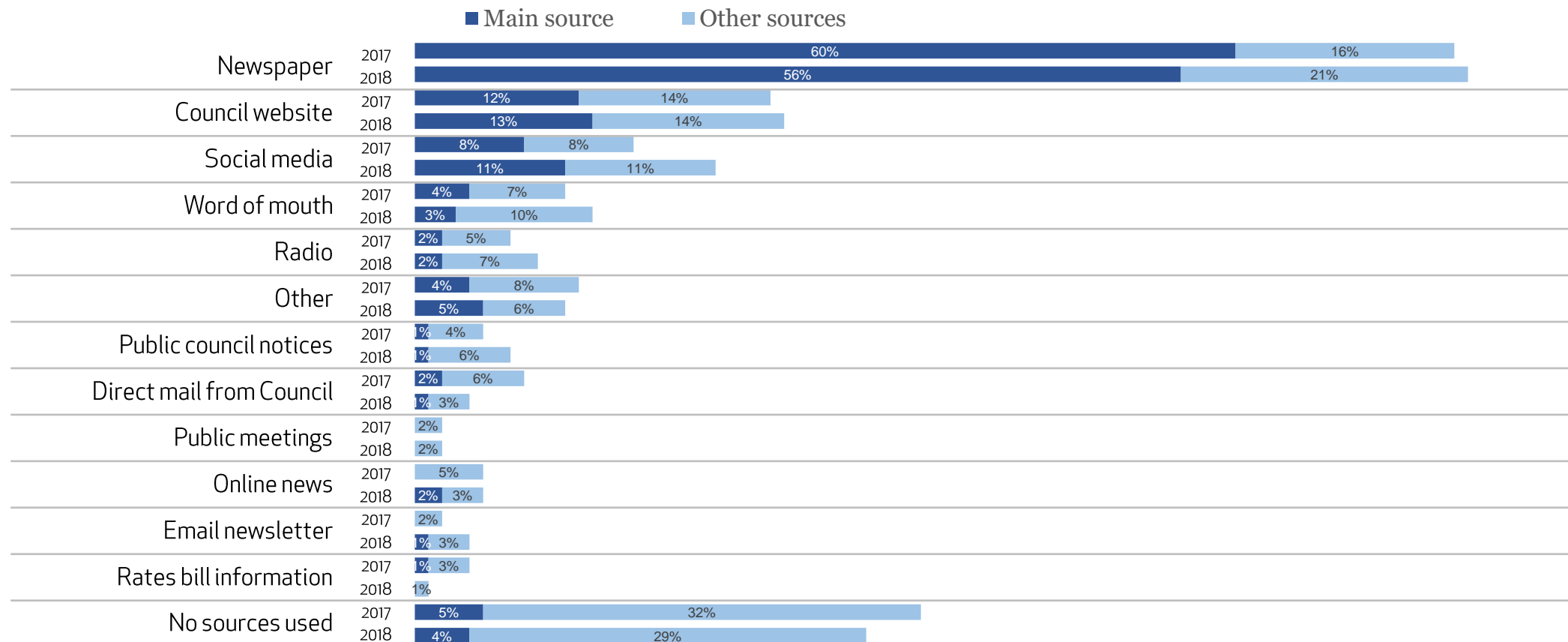
Whilst the enquiry was often well understood, and the person they dealt with was easy to get hold of, responsive and helpful, it is the process beyond this that is least satisfying. There are higher levels of dissatisfaction achieved for the information provided, timeframe, and being kept informed, all impacting on the overall interaction outcome.



5.4 Sources of Information

Residents were asked to name their main source of information about Council, and any other sources they used

The newspaper remains the most dominant source of information, followed by the social media pages and the Council website.



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Appendix One: Research Design



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 views and opinions of 806 Kāpiti residents.

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

- Q1 17/18: September 2017, N=201
- Q2 17/18: December 2017, N=196
- Q3 17/18: March 2018, N=206
- Q4 17/18: June 2018, N=203

Comparisons are made in this report to results in 2016/17 which includes 2 quarters of comparable results (conducted via telephone interviewing in Q3 and Q4 only, N=413)



When reading this report, it is important to consider:

- The maximum margin of error for the achieved sample of 806 respondents is $\pm 3.5\%$ at the 95% confidence interval. This means that Council can have confidence in the results for the sample as a whole, but the results for subsamples such as community board, age and gender are less precise;
- In some cases, respondents chose to answer 'don't know' rather than rate a service or facility. Where this is the case, these responses have been removed from the analysis and a subtotal of respondents calculated;
- For each service or facility, historically an 'adjusted satisfaction 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 recalculating the percentage of satisfied respondents from the reduced base;
- Where a result is significantly different from 2017, this is noted with a green (positive) ↑ or red (negative) ↓ arrow (at 95% confidence levels); and
- Results have also been analysed against Long Term Plan targets. An achieved score is denoted with a tick, while not achieved scores are denoted with a cross.

The demographics of the research sample in FY 2017/18 were matched to the population of Kāpiti as captured by the 2013 Census.

<i>Age Group</i>	n	%	Census 2013
18-29	94	12%	12%
30-39	85	11%	12%
40-49	134	17%	18%
50-59	140	17%	18%
60-64	67	8%	8%
65+	286	35%	32%
Total	806	100%	

<i>Gender</i>	n	%	Census 2013
Male	360	45%	46%
Female	446	55%	54%
Total	806	100%	

<i>Town</i>	n	%
Paraparaumu	214	27%
Waikanae	182	23%
Ōtaki	132	16%
Paekākāriki	61	8%
Paraparaumu Beach	73	9%
Raumati South	39	5%
Raumati Beach	44	5%
Waikanae Beach	28	3%
Te Horo	12	1%
Ōtaki Beach	7	1%
Reikorangi	2	0%
Otaihanga	4	0%
Peka peka	2	0%
Te Horo beach	5	1%
Total	806	100%

<i>Community Board</i>	n	%
Ōtaki	156	19%
Waikanae	214	27%
Paraparaumu	374	46%
Paekākāriki	61	8%
Total	806	100%



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);
- 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 starting September 2017. The total sample for this annual report is 806 respondents, based on the last four quarters of research.

Note that data was simultaneously collected online in Q3 and Q4 FY 16/17, with respondents accessing the survey through Council's social media and other communication channels. This increased engagement but the online results have been kept separate from the telephone results, and are not reported in this document. This is because the sample was self-selected rather than randomly-selected and the demographic does not match the profile of Kāpiti. The results therefore may not match the actual proportion of sentiment across the District. The feedback received from the online survey, with the telephone results, was disseminated across Council for use in Council's on-going efforts to improve how it delivers its services.



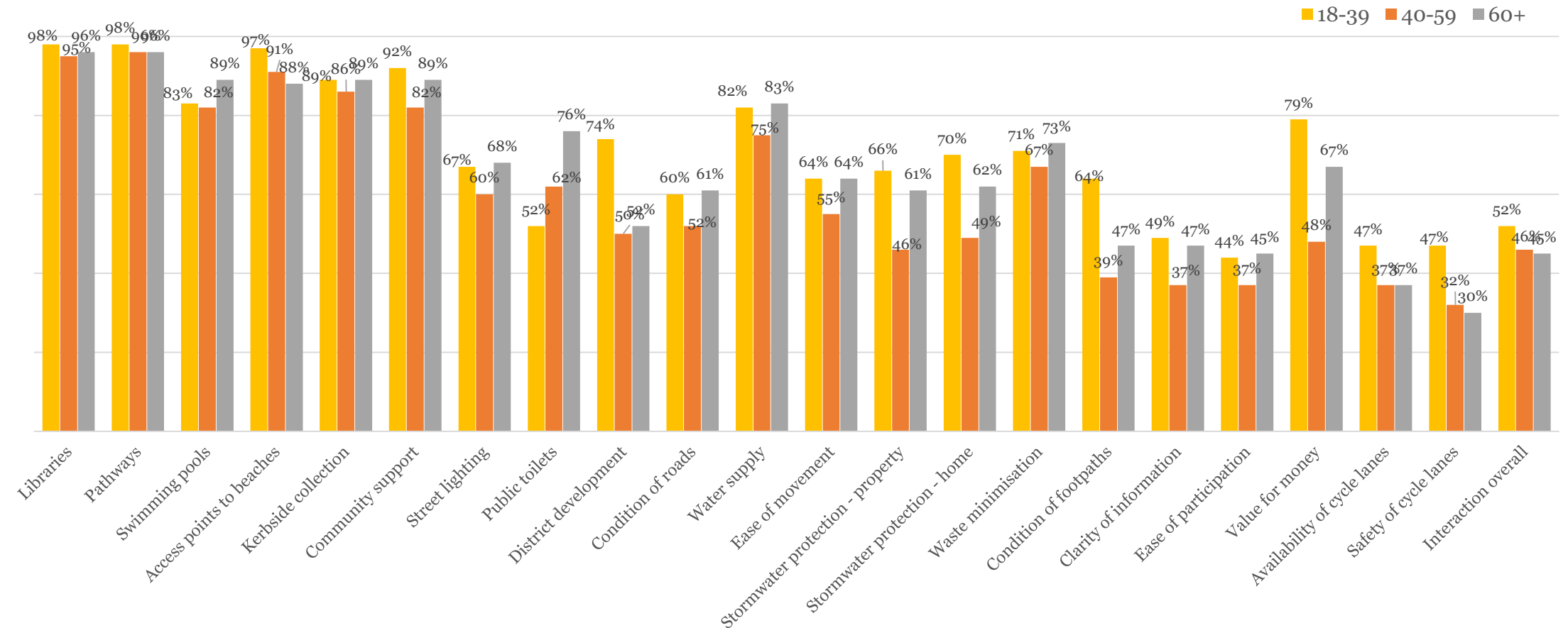
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Appendix Two: Results by Demographics

A2.1 2018 Results by Age (Adjusted satisfaction)

- Results by age show that generally those aged 30-59 are expressing the least satisfaction with Council services



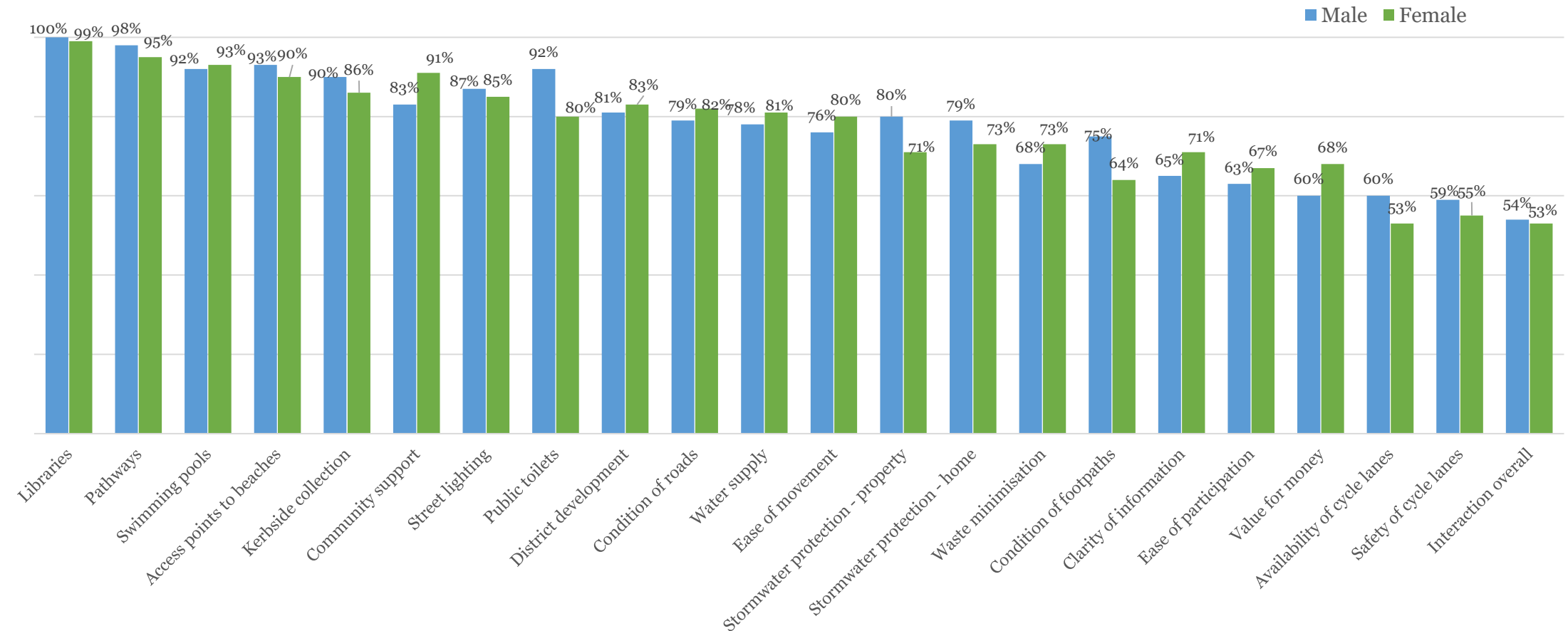
A2.2 2018 Results by Gender (Adjusted satisfaction)



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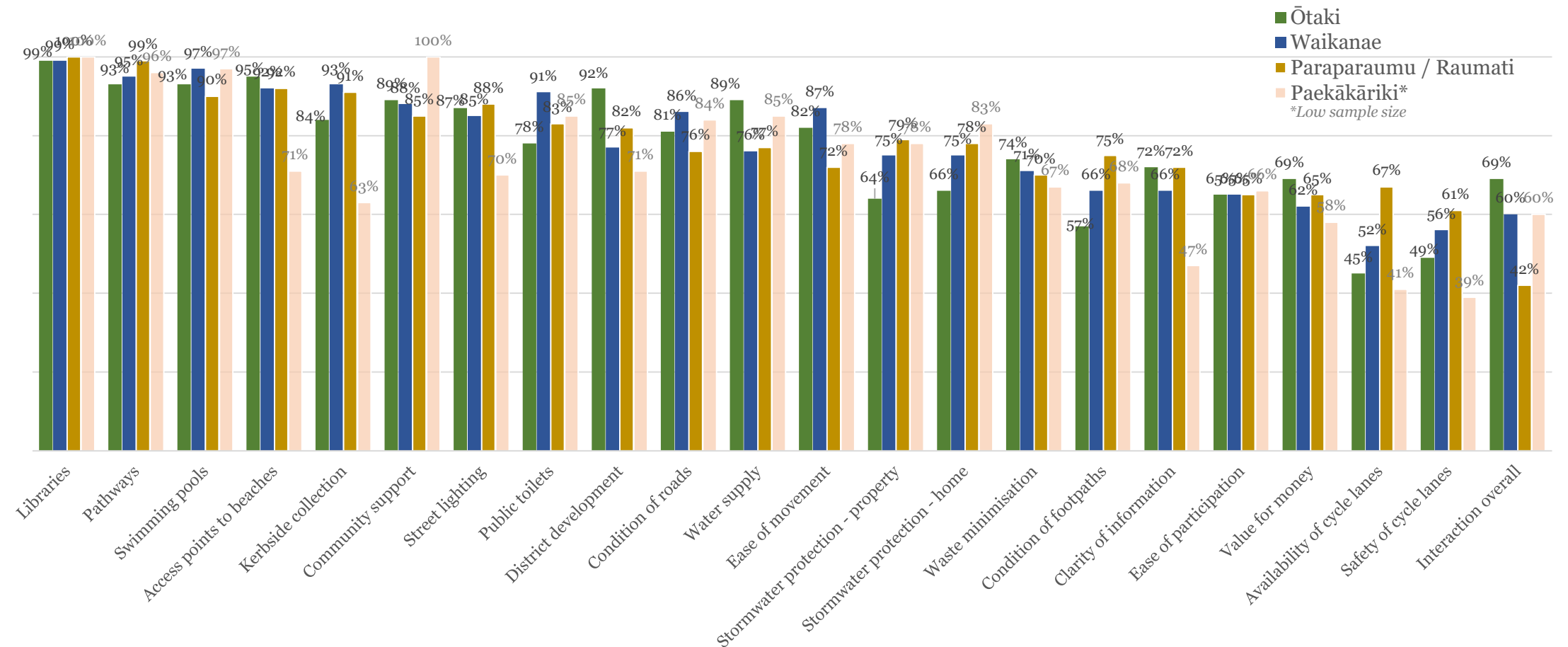


- Results by gender show little variation in satisfaction with Council services



A2.3 2018 Results by Community Board (Adjusted satisfaction)

- Results by community board show little variation in satisfaction with Council services
- *NB: Paekākāriki sample sizes are especially low (n=61 across the year) so adjusted satisfaction scores (removing neutral responses) means ratings are often based on sample scores of 50 or less. Results should be read with caution, as indicative only.*





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Appendix Three: Overall Satisfaction Ratings

A3.1 Adjusted versus Overall Satisfaction



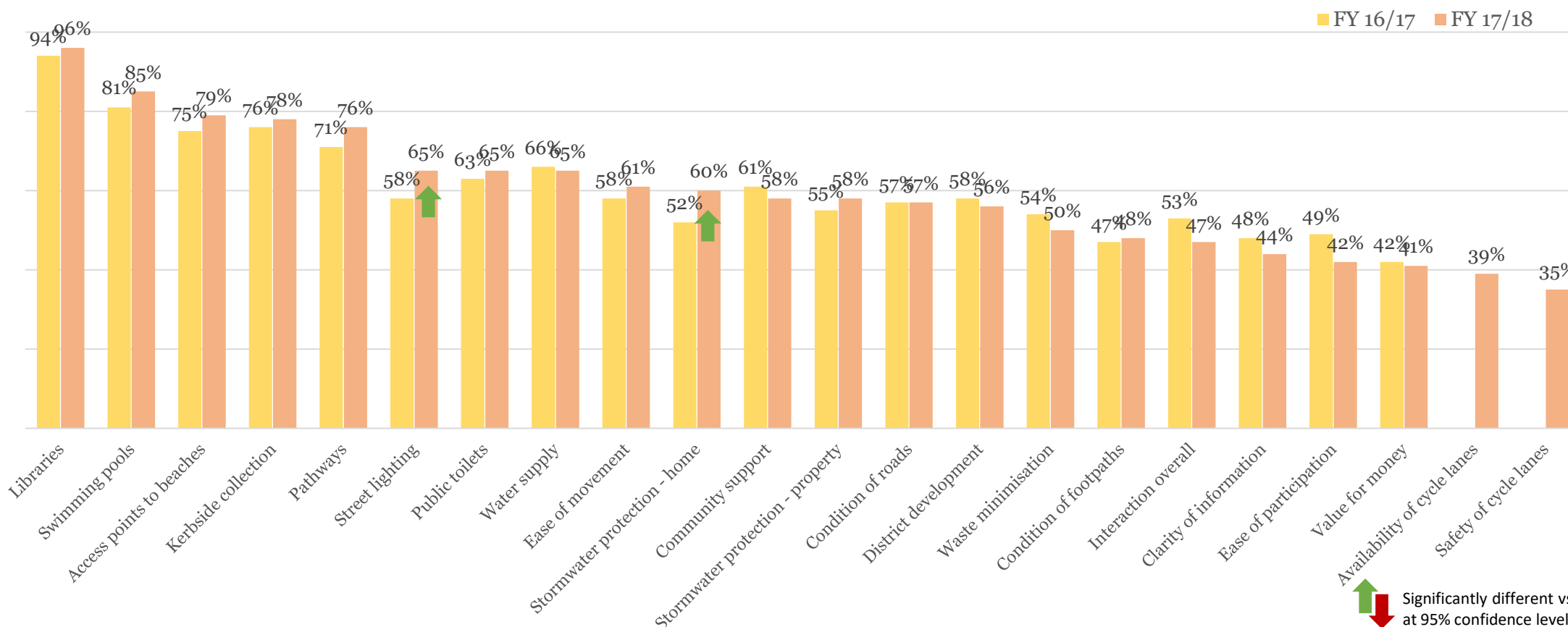
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- For each service or facility, historically an 'adjusted satisfaction score' has been calculated. This is in line with the way Council has previously analysed its satisfaction results. The adjusted satisfaction score is calculated by removing 'neutral' and 'don't know' responses, and recalculating the percentage of satisfied respondents from the reduced base;
- The following slides show 'overall satisfaction scores' which excludes the 'don't knows' but includes those that are 'neutral' to show the full breadth of response.
 - While further investigation can still be conducted, a 'neutral' response can still be valid e.g. if someone has minimal experience with the service, doesn't know enough to say they are definitely satisfied or not, thinks the Council is doing fine but not 'great', or if they have had a mixed service experience.
 - Furthermore, in some instances where there is a significant proportion of 'neutrals', removing them for the Adjusted Satisfaction score does reduce the robustness of that measure e.g. conditions of roads and footpaths have 28-30% claiming to be 'neutral'. This is further impacted on those services where we ask satisfaction of 'users' or just to those 'aware of the service'. While there is still confidence in results when combined over the full year, it does increase the margin of error when looking at results by quarter.
 - Overall Satisfaction scores have been reported in the following section to allow for comparative benchmarking versus other Councils
- Where a result is significantly different from 2017, this is noted with a green (positive) ↑ or red (negative) ↓ arrow (at 95% confidence levels)

A3.2 Overall Satisfaction Ratings

- Including 'neutrals' in the analysis, we see that year-on-year a number of areas have made directional **improvements** in their overall satisfaction ratings
- Both 'Street lighting' and 'Storm water protection of home' have improved significantly





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Appendix Four: Benchmarking



Comparisons between results recorded by Councils in similar areas are provided to add context to results. When viewing the results there are a number of factors to bear in mind that may influence recorded results:

- Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, district size, median age, population density, and population size. The districts are very different in other areas that may impact on results;
- Sample sizes and data collection methods differ slightly between Councils; and
- Question wording and response scales differ between Councils.
- Other Councils report on 'Overall Satisfaction' scores, not 'Adjusted Satisfaction' scores as standard. To allow more accurate comparisons, the 'Overall Satisfaction' and not the Adjusted Satisfaction Scores have been provided on the following slides for Kāpiti District Council.

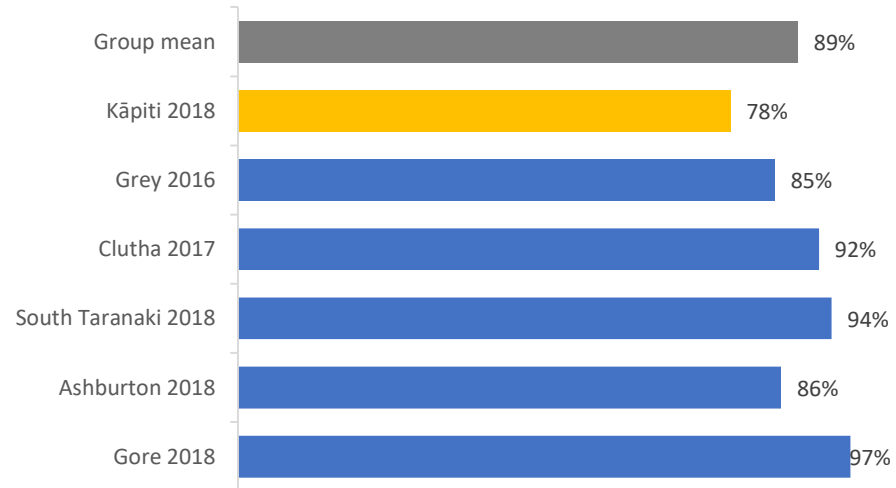
A4.2 Benchmarked Results, Waste & Water (Unadjusted satisfaction)



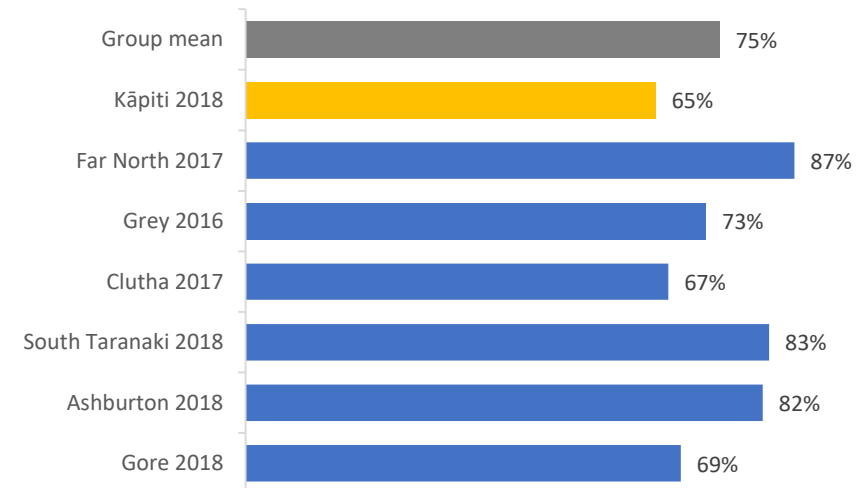
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Kerbside Recycling



Water Supply



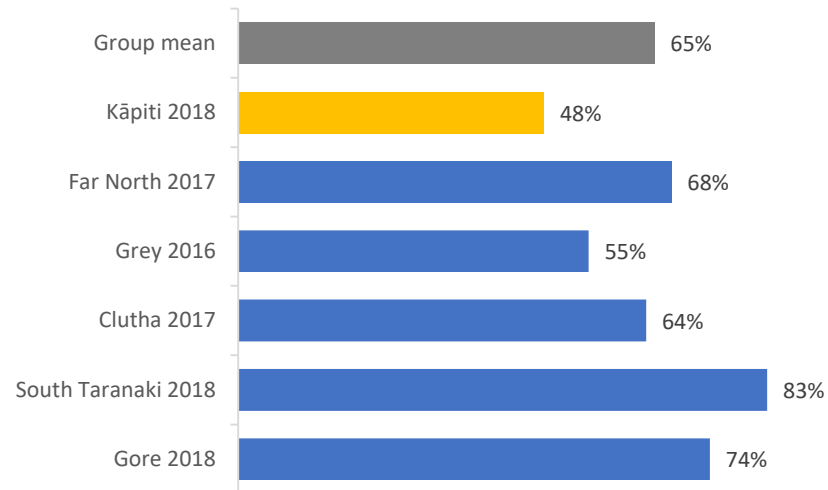
A4.3 Benchmarked Results, Footpaths & Toilets (Unadjusted satisfaction)



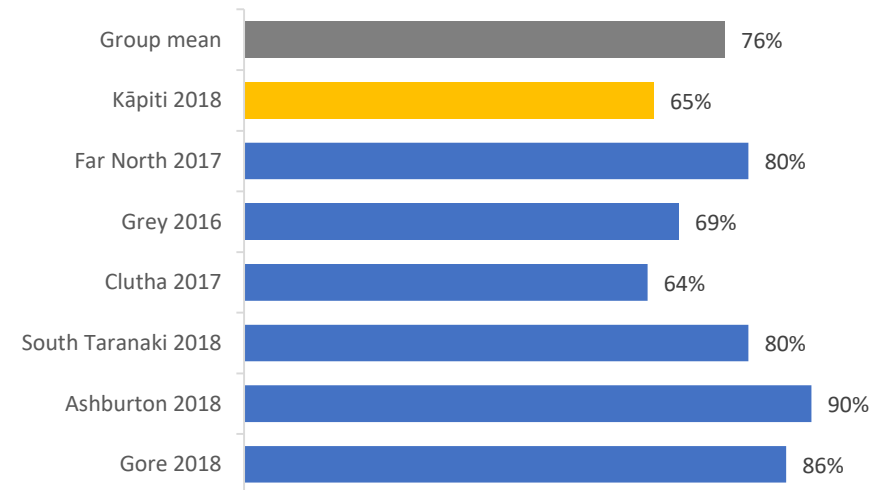
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Footpaths



Public Toilets



A4.4 Benchmarked Results, Facilities (Unadjusted satisfaction)



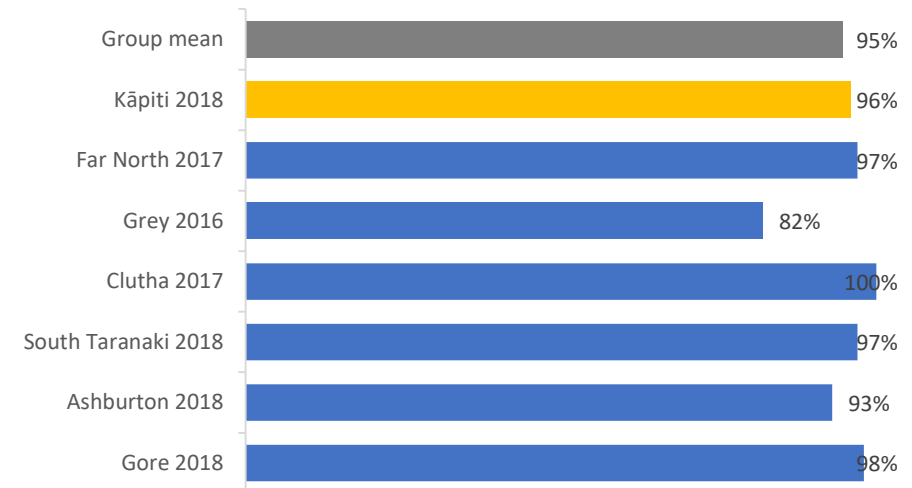
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Community Pools



Library



A4.5 Benchmarked Results, Great place to live (Unadjusted satisfaction)



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The district is a great place to live

