



# Resident Opinion Survey Report

[ June 2011 ]



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# 1. Introduction

## 1.1 Background

The Kapiti Coast District Council (the Council) had requested UMR Research to implement an annual survey that measures customer satisfaction with services discussed in the Annual Plan, as well as the relative importance of the services provided. The results from this survey would enable the Council to make informed decisions on how to allocate its resources to meet residents' perceived needs while improving satisfaction with the provision of services.

This survey should influence the decisions that the Council makes in the future and help it to gauge how well the community feels that the Council is delivering services. Information from the survey can be used in enhancing long-term plans for the different Council divisions and also help decision-making around resources and budget.

The Council plans to continue this survey across three years. The results in this report are based on the second of the three surveys.

## 1.2 Research objectives

The research had two objectives. The primary objective was to:

- Measure resident satisfaction with key activities that the Council is responsible for, so that a baseline can be set and future surveys can measure residents' change of perception.

The secondary objective was to:

- Provide insights into how the Council can best invest its resources to improve service levels and resident satisfaction in the future, particularly for core activities.

## 1.3 Overview of approach

A telephone survey methodology was used to make sure that a representative sample was selected. A total sample size of n=400 was surveyed across the four wards of Otaki, Waikanae, Paraparaumu and Paekakariki-Raumati. Eligible respondents were residents of the Kapiti Coast (across the four wards) and aged over 18 years. Fieldwork was conducted from 13<sup>th</sup> to 16<sup>th</sup> June 2011.

The Council wished to work with a three year cycle that would allow the measurement of a large number of services. The following table lists services that will be evaluated every year. The current report details the results on the services listed for 2011.

2010	2011	2012
<ol style="list-style-type: none"> <li>1. Standard of roads other than SH1.</li> <li>2. Standard of footpaths.</li> <li>3. Standard of street lighting.</li> <li>4. The road safety programme.</li> <li>5. Standard of walkways and cycleways.</li> <li>6. Opening hours of pools.</li> <li>7. Standard of swimming pools.</li> <li>8. Management of dog and animal issues.</li> <li>9. General appearance and quality of district's parks.</li> <li>10. Availability of sports fields and facilities.</li> <li>11. Standard of playgrounds.</li> <li>12. Standard of wastewater treatment and disposal.</li> <li>13. Standard of urban kerbside recycling collection.</li> <li>14. Standard of stormwater management.</li> <li>15. Reliability of water supply.</li> <li>16. Quality of water supply.</li> </ol>	<ol style="list-style-type: none"> <li>1. Council's work on dune restoration and planting.</li> <li>2. Standard of beach access ways.</li> <li>3. Standard of beach signage.</li> <li>4. Council's support for planting and restoration projects.</li> <li>5. Availability of community halls.</li> <li>6. Standard of public toilets.</li> <li>7. Removal of litter.</li> <li>8. Council's level of support for community groups.</li> <li>9. Managing graffiti on public buildings.</li> <li>10. Standard of cemetery environment.</li> <li>11. Access to libraries.</li> <li>12. Standard of library services and book stocks.</li> <li>13. General rubbish collection services.</li> <li>14. Effectiveness of kerbside recycling collection.</li> <li>15. Council's support for business.</li> </ol>	<ol style="list-style-type: none"> <li>1. Housing for older persons.</li> <li>2. Council's food health and safety programme.</li> <li>3. Readiness for civil defence emergency management.</li> <li>4. By law enforcement.</li> <li>5. Communication around Council meetings.</li> <li>6. Council's support for arts and culture.</li> <li>7. Range of services Council provides to restore natural environments.</li> <li>8. Council's level of support for groups involved in health and wellbeing.</li> <li>9. Council's support for youth.</li> <li>10. Council's support for older persons.</li> </ol>

A full outline of the methodology is provided Appendix 1.

## 1.4 Overview of report structure

The structure of the report is explained below:

<b>Section 2:</b> <b>Executive Summary</b>	
<b>Section 3:</b> <b>Appropriateness of services</b>	<ul style="list-style-type: none"> <li>• In this section, we have shown how Kapiti Coast residents view the overall appropriateness of the services provided by the Council.</li> </ul>
<b>Section 4:</b> <b>Overall performance</b>	<ul style="list-style-type: none"> <li>• The perceived importance and satisfaction of the Kapiti Coast residents on each of the services are described in this section. The critical action areas for the Council are also highlighted here.</li> </ul>
<b>Section 5:</b> <b>Detailed findings</b>	<ul style="list-style-type: none"> <li>• Details about each of the individual services are provided in this section. Any differences seen across respondent groups are highlighted along with a sample of verbatim comments.</li> </ul>
<b>Section 6:</b> <b>Contact with Council</b>	<ul style="list-style-type: none"> <li>• In this section, information is provided on respondents contacting the Council, and how responsive they felt the Council was.</li> </ul>
<b>Section 7:</b> <b>Communication by the Council</b>	<ul style="list-style-type: none"> <li>• Perceptions of Kapiti Coast residents on communication from the Council are highlighted here. The three areas focused on are: <ul style="list-style-type: none"> <li>- Overall;</li> <li>- Libraries, Arts and Museums;</li> <li>- Sustainable environment.</li> </ul> </li> </ul>
<b>Section 8:</b> <b>Performance: Findings by wards</b>	<ul style="list-style-type: none"> <li>• In this section, differences by wards are pointed out along with the critical action areas in each area.</li> </ul>

## 2. Executive summary

Kapiti Coast residents were generally satisfied with most of the services tested. They were most satisfied with:

- Access to libraries (86% total satisfied).
- Standard of library services and book stocks (73% total satisfied).
- Standard of beach access ways (73% total satisfied).
- Effectiveness of kerbside recycling collection (62% total satisfied).
- General rubbish collection standards (61% total satisfied).
- Standard of beach signage (60% total satisfied).

However, they were least satisfied with:

- Council's support for business (20% total satisfied, 35% unsure).
- Council's level of support for community groups (37% total satisfied, 28% unsure).
- Standards of public toilets (42% total satisfied).

The standard of the cemetery environment also had low satisfaction scores, with 36% of residents satisfied with the Council's delivery of service in this area, however, 49% were unsure about this measure which indicates that many residents' do not have an opinion on this matter rather than being unsatisfied.

Critical attention needs to be placed on the following services, where residents' satisfaction was significantly lower than the importance placed on them:

- Effectiveness of kerbside recycling collection (85% rated important, 62% total satisfied).
- General rubbish collection services (88% rated important, 61% total satisfied).
- Standard of public toilets (82% rated important, 42% satisfied).
- Removal of litter (87% rated important, 53% satisfied).

Most residents (47%), (down from 58% in 2010) who have contacted the Council found it responsive to the service issues they raised.

Residents rated communication on Libraries, the Arts and Museums higher than council communications overall or on sustainable environment.

Newspapers were by far the most important news source for the residents about the Council with 72% stating this as their main source of news.

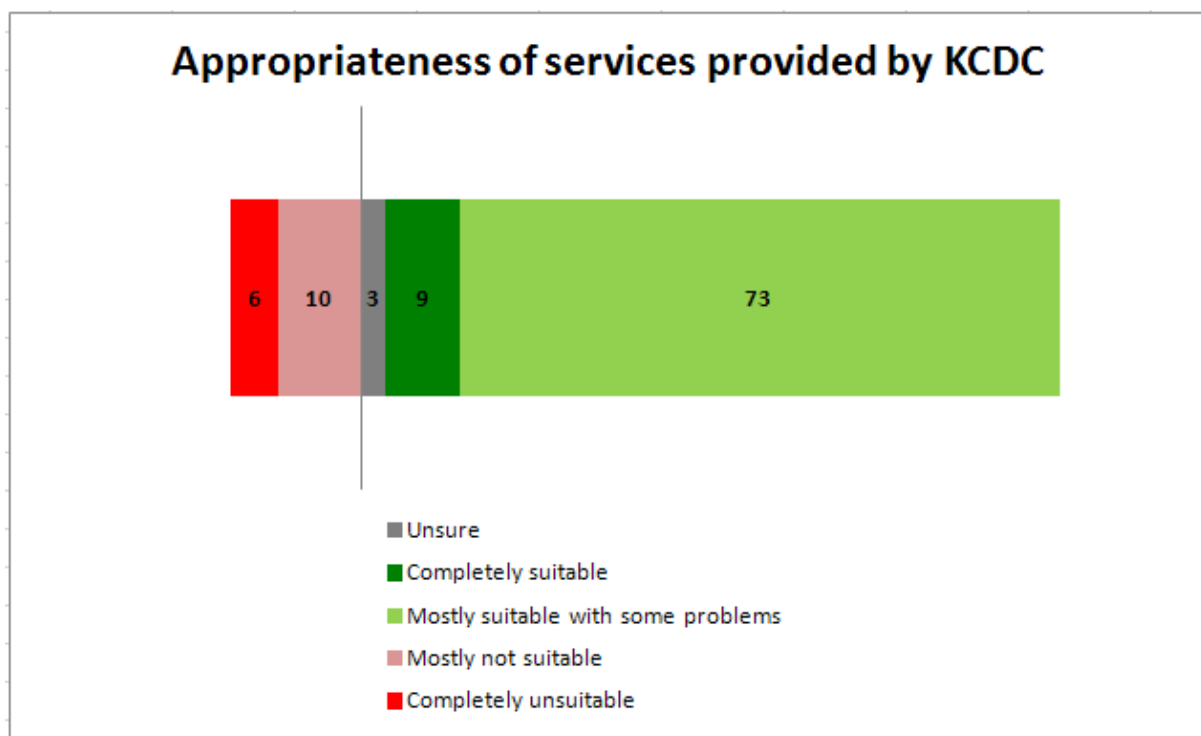
### 3. Appropriateness of services

In order to assess Kapiti Coast residents' overall view of the services provided by the Kapiti Coast District Council, survey participants were initially asked to indicate how suitable they thought that the services provided were. This is slightly different to the wording of the 2010 survey where the word *appropriate* was used instead of *suitable*.

Survey participants were asked if the services were completely suitable for their needs, or if they were mostly suitable with some problems, or if they were mostly not suitable or completely unsuitable.

Just over four-fifths (82%) of the total respondents agreed that the services provided were suitable, although only 9% of the respondents mentioned that the services provided were completely suitable. The majority of the respondents, consisting of about three quarters (73%) of survey participants mentioned that the services provided were mostly suitable with some problems.

One in ten respondents mentioned that the services provided were mostly not suitable while 6% mentioned that they were completely unsuitable. Two percent of the respondents were unsure of their rating.



Base: All respondents  
(n=400)

Question: In terms of meeting the needs of the residents of Kapiti, would you say the services provided by the Kapiti Coast District Council are completely suitable, mostly suitable with some problems, mostly not suitable or completely unsuitable?  
(Note: question wording changed since 2010).

## 4. Overall performance

### 4.1 Satisfaction with services provided

Residents of the Kapiti Coast were asked to rate their satisfaction with the delivery of different services in the last two years using a 1 to 5 scale where 1 meant very satisfied, and 5 meant very dissatisfied.

Kapiti Coast residents were highly satisfied with their access to libraries (86% total satisfied).

The other services in terms of high satisfaction were:

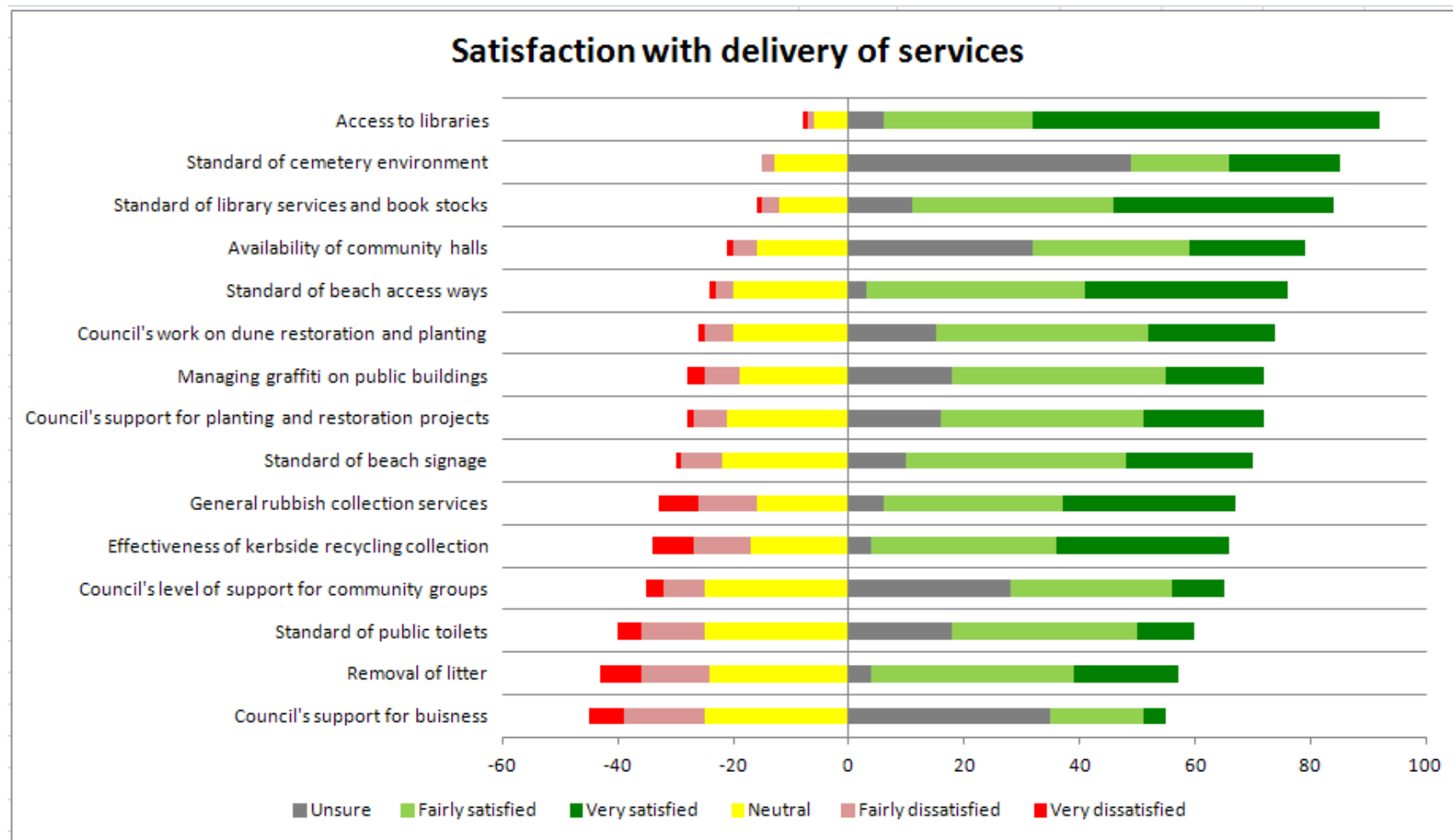
- Standard of library services and book stocks (73% total satisfied).
- Standard of beach access ways (73% total satisfied).
- Effectiveness kerbside recycling collection (62% total satisfied).
- General rubbish collection services (61% total satisfied).
- Standard of beach signage (60% total satisfied).
- Council's work on dune restoration and planting (59% total satisfied).

Satisfaction hovered around the 50% mark on the following services:

- Council's support for planting and restoration projects (56% total satisfied).
- Managing graffiti on public buildings (54% total satisfied).
- Removal of litter (53% total satisfied).

On all other services, satisfaction was lower, although for many of these services, a large proportion of respondents were unsure of their satisfaction rating. This issue should be investigated further as it could indicate lack of awareness, familiarity or usage of the service.

- Availability of community halls (47% total satisfied, 32% unsure).
- Standard of public toilets (42% total satisfied).
- Council's level of support for community groups (37% total satisfied, 28% unsure).
- Standard of cemetery environment (36% total satisfied, 49% unsure).
- Council's support for business (20% total satisfied, 35% unsure).



Base: All respondents (n=400) | Question: Using a 1 to 5 scale where 1 means, very satisfied, and 5 means, very dissatisfied, how satisfied or dissatisfied are you with the delivery of the following services in the last two years? If you do not know enough to give it a rating just say so.

*Note: Each bar in the above graph adds up to 100%. Length of the bar on the right of the axis indicates percentage total satisfied (rated 1 or 2 on the scale) and total unsure. Length of the bar on the left of the axis indicates percentage rating neutral or dissatisfied (rated 3 or 4 or 5 on the scale).*



## 4.2 Importance: Major priorities for the Council

For each of the services, residents of the Kapiti Coast were asked to mention what they thought were the major priorities for the Council. For this, they used a 1-5 scale where 1 meant very important, and 5 meant not important at all.

As can be expected, more respondents than not rated all services as important. However, the key priority areas emerged as general rubbish collection services (88% mentioned as important with 62% rating very important) and removal of litter (87% mentioned as important with 56% rating very important).

The other areas of high importance to the Kapiti Coast residents were:

- Effectiveness of kerbside recycling collection (85% rated important with 54% rating very important).
- Access to libraries (82% rated important with 52% rating very important).
- Standard of public toilets (82% rated important with 52% rating very important).

More than 70% of the respondents mentioned that the following areas were important (rated 1-2 on the scale) to them:

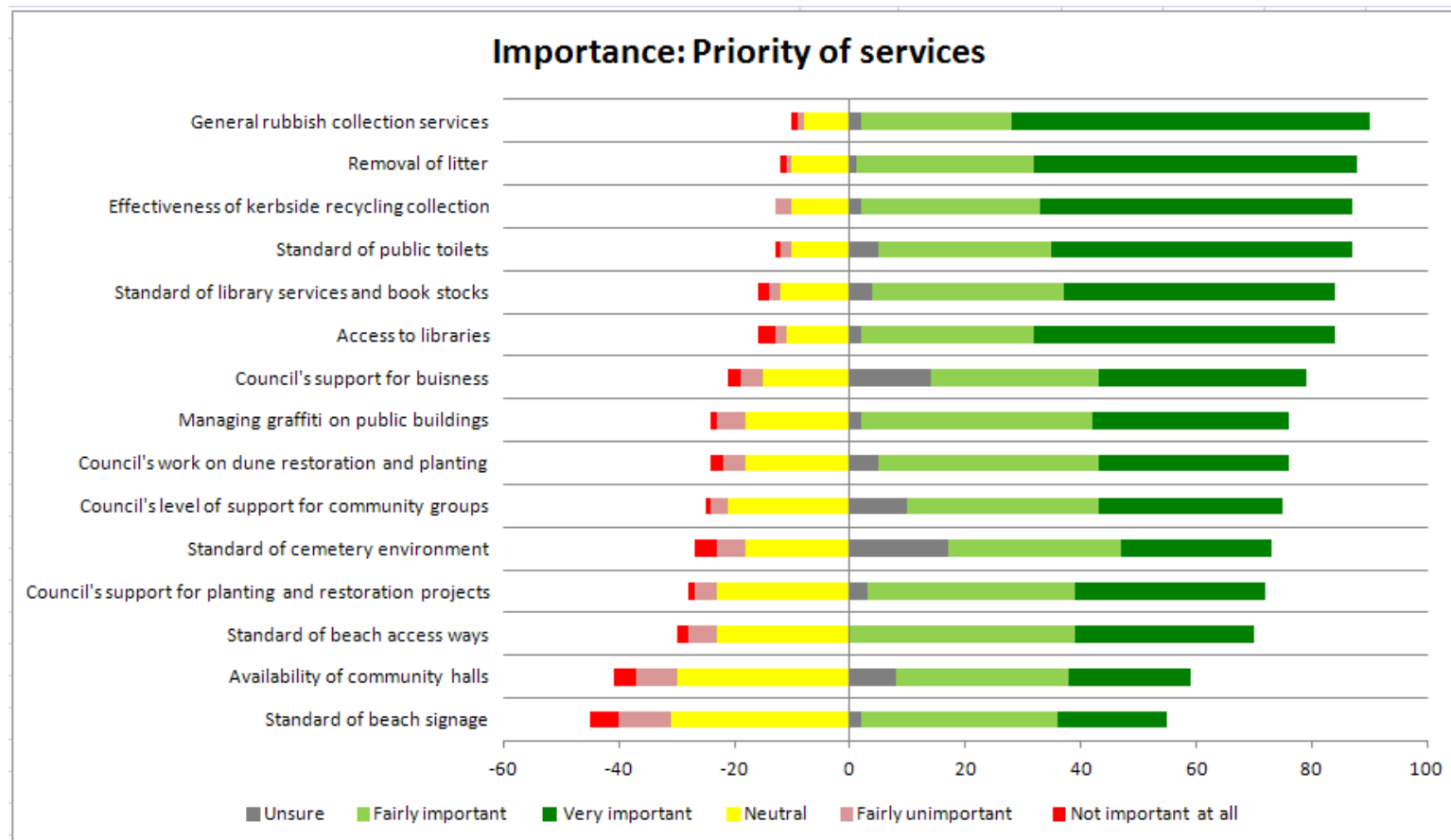
- Standard of library services and book stocks (80% rated important with 47% rating very important).
- Managing graffiti on public buildings (74% rated important with 34% rating very important).
- Council's work on dune restoration and planting (71% rated important with 33% rating very important).
- Standard of beach access ways (70% rated important with 31% rating very important).

The remaining areas were relatively less important to the Kapiti Coast residents:

- Council's support for planting and restoration projects (69% rated important with 33% rating very important).
- Council's support for business (65% rated important with 36% rating very important).
- Council's level of support for community groups (65% rated important with 32% rating very important).
- Standard cemetery environment (56% rated important with 26% rating very important).
- Standard of beach signage (53% rated important with 19% rating very important).
- Availability of community halls (51% rated important with 21% rating very important).

A larger proportion of respondents were unsure about the importance of the following services:

- Standard cemetery environment (17% unsure).
- Council's support for business (14% unsure).
- Council's level of support for community groups (10% unsure).



Base: All respondents  
(n=400)

Question: I'd now like to go through the same list again and find out which you see as major priorities for the Council. Again, if you do not know enough to give a rating, just say so. Using a 1-5 scale where 1 means, very important, and 5 means, not important at all, how important is the ..... to you?

*Note: Each bar in the above graph adds up to 100%. Length of the bar on the right of the axis indicates percentage total satisfied (rated 1 or 2 on the scale) and total unsure. Length of the bar on the left of the axis indicates percentage rating neutral or dissatisfied (rated 3 or 4 or 5 on the scale).*

## 4.3 Council's focus areas: A comparative analysis

The satisfaction measure in conjunction with the importance measure helped to isolate the issues that required more focus from the Council. For this, a four quadrant diagram was used, plotting average satisfaction against average importance of all the services provided by the Council. A detailed explanation on how this analysis was done is given in Appendix 1.

### ■ High Importance - Low Satisfaction

Attention needs to be given to the attributes in this quadrant because residents had lower levels of satisfaction with these services, but placed high levels of importance on them. The following graph shows that four of the services tested in 2011 had satisfaction ratings below the mean and above the mean on importance ratings.

- Standard of public toilets (82% rated important, 42% satisfied).
- Removal of litter (87% rated important, 53% satisfied).
- General rubbish collection services (88% rated important, 61% satisfied).
- Effectiveness of kerbside recycling collection (85% rated important, 62% satisfied).

### ■ Low Importance - Low Satisfaction

Some services were in need of somewhat less critical attention because, even though the respondents had a lower satisfaction with these services, they were also less important to them. These three services had satisfaction ratings below the average, but were also rated lower than average on importance.

- Council's support for business (65% rated important, 20% satisfied; 35% unsure of their level of satisfaction).
- Council's level of support for community groups (65% rated important, 37% satisfied; 28% unsure of their level of satisfaction).
- Managing graffiti on public buildings (74% rated important, 54% satisfied).

However, it should be noted that 35% of respondents were unsure of their satisfaction with Council's support for business and 28% were unsure of their satisfaction with Council's level of support for community groups; indicating that these services are less well known, rather than unsatisfactory.

### ■ Low Importance - High Satisfaction

Services falling in this quadrant were ones where the Council performed better than expected, with above average satisfaction scores. To better resource the critical services (in the bottom right quadrant), consideration could be given to re-allocating resources from these services, which were relatively less important to the Kapiti Coast residents, compared to some of the other services.

- Standard of beach access ways (70% rated important, 73% satisfied).
- Council's work on dune restoration and planting (71% rated important, 59% satisfied).
- Council's support for planting and restoration projects (69% rated important, 56% satisfied).
- Standard of cemetery environment (56% rated important, 36% satisfied, 49% unsure of their level of satisfaction).
- Availability of community halls (51% rated important, 47% satisfied; 32% unsure of their level of satisfaction).
- Standard of beach signage (53% rated important, 60% satisfied).

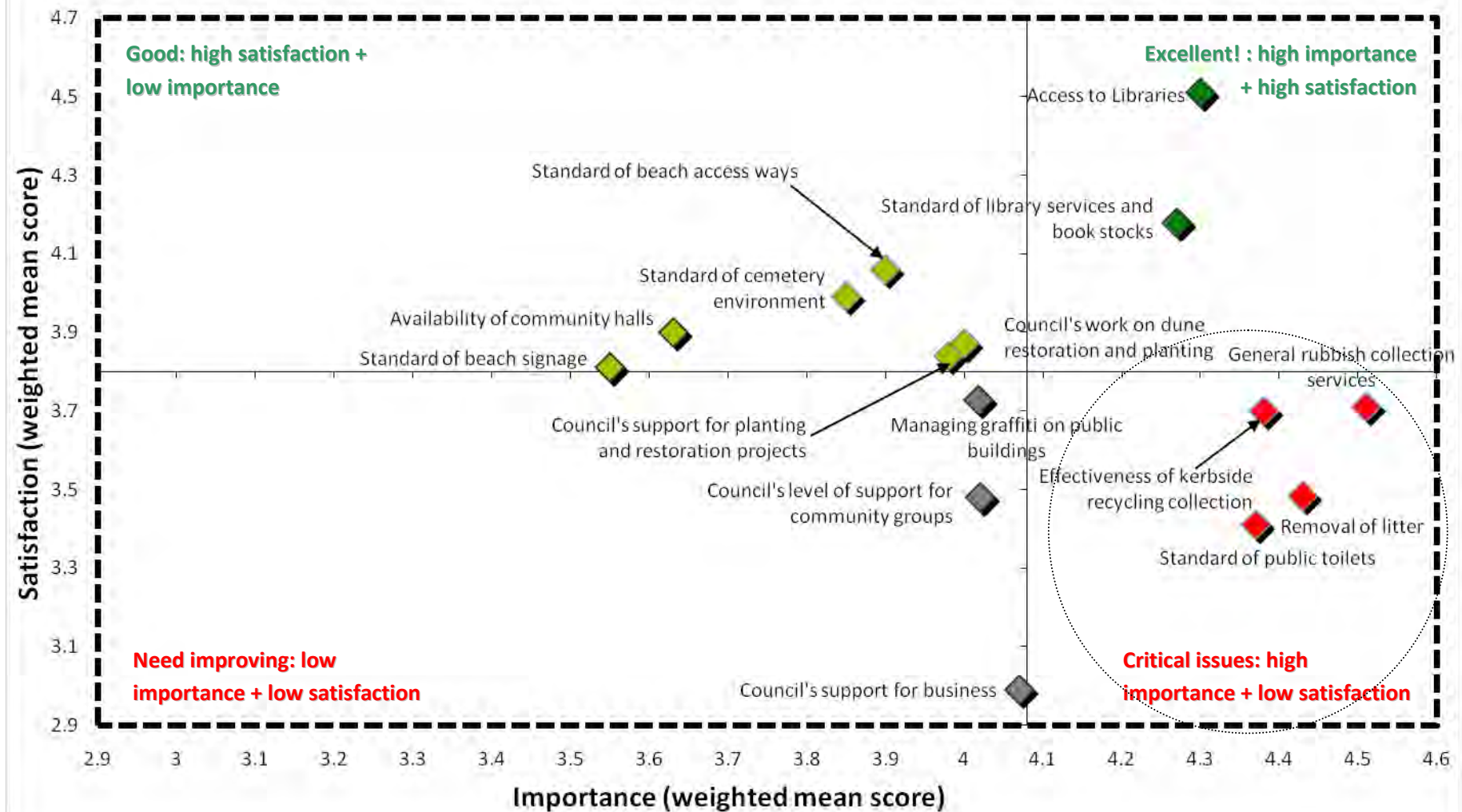
Almost half (49%) of residents said that they were unsure about how satisfied they were regarding the standard of cemeteries, therefore this low score does not mean that residents are unsatisfied, rather that they are unaware of this aspect of the Council's service.

#### ■ **High Importance - High Satisfaction**

This is the quadrant that the Council should aspire most of its services to be in because it means it is providing services that residents say are important to them and satisfied with. The Council should continue its emphasis on the services belonging to this quadrant. We see that only two services featured in this quadrant:

- Access to libraries (82% rated important, 86% satisfied).
- Standard of library services and book stocks (80% rated important, 73% satisfied).

## Council's focus areas: A comparative analysis



## 5. Detailed findings

### STANDARD OF PUBLIC TOILETS

*Standard of public toilets* was one of the critical issues that the Council needs to address with mean satisfaction rating below average and mean importance ratings higher than average. Residents had lower levels of satisfaction (an average score of 3.41), but placed high levels of importance (4.37) on this aspect.

#### Reasons for dissatisfaction: Verbatim comments

##### Otaki

- I don't remember seeing any public toilet signs in the Otaki area. So there is lack of public toilets.

##### Waikanae

- I don't think that there is enough and the ones that do exist are unmarked, there are no signs. The ones on the beach have no signs and no-one would even know it was a toilet.
- Just sometimes not as clean as they could be.

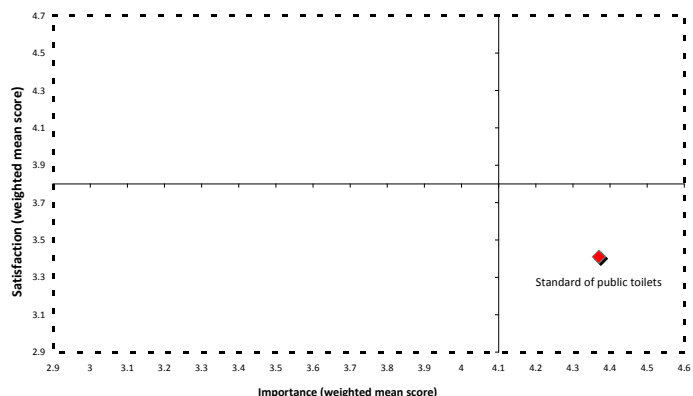
##### Paraparaumu

- Not enough of the toilets. The beach toilets are damp and dark and smelly at Paraparaumu beach.
- I guess it would be the number of toilets that is the problem. There aren't too many toilets available.

##### Paekakariki-Raumati

- Not aware of many facilities anywhere. There is no soap so the hand-washing facilities are very out dated. Older faucets and quite dark. The ones at Paraparaumu library are modern but always dirty and the ones at the beach are filthy and no one I know would use them. I treat them as a health hazard.

Council's focus areas: A comparative analysis



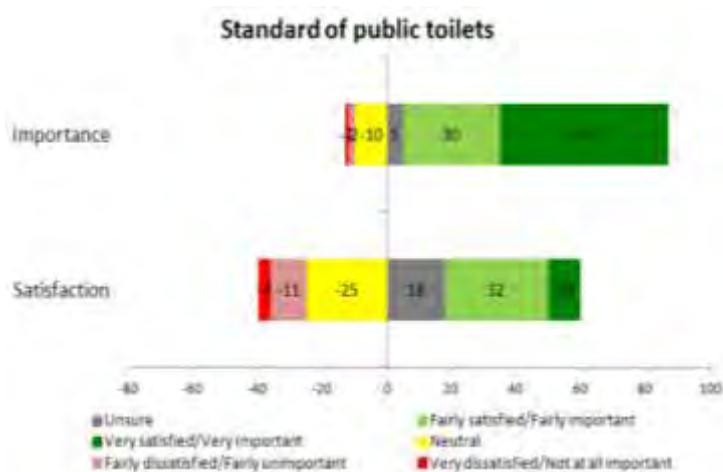
This was one of the critical issues to be addressed with 52% of the respondents rating it as very important on the 1 to 5 scale. Four-fifths (82%) of the respondents rated *Standard of public toilets* to be important to them (rated 1-2 on the scale).

Importance was very high in Waikanae (90% mentioning that this aspect was important) compared to 82% overall.

Satisfaction was low with only 42% of the respondents reporting that they were satisfied on this aspect. 25% of the respondents were neutral while 15% were dissatisfied with the *standard of public toilets* in Kapiti Coast.

Satisfaction was high in Paekakariki-Raumati South (80% mentioning they were satisfied), somewhat lower in Waikanae with 53% saying they were satisfied and lower still in Otaki (34%) and Paraparaumu (35%).

Satisfaction was higher among the older age groups (54% aged 65+ and 43% aged 40 -64) total satisfied).



## REMOVAL OF LITTER

Waste management issues; *removal of litter*, *general rubbish collection services* and the *effectiveness of kerbside recycling collection* also belonged to the critical issues quadrant with mean satisfaction rating below average and mean importance ratings higher than average on each of the services tested in 2011.

Kapiti Coast residents attached a high degree of importance to the *removal of litter* and had below par satisfaction.

This aspect had an average importance score of 4.43 (higher than average) and an average satisfaction score of 3.48 (lower than average).

### Reasons for dissatisfaction:

#### Verbatim comments

#### Otaki

- Down in our township area, the gutters are always filthy. It blocks up and floods the area and it looks unsightly. It has bits of paper and cigarettes, not an attractive look.
- It's left lying unattended. Public rubbish bins not being emptied frequently enough.

#### Waikanae

- There's lots of litter lying on the side of the road and they don't do anything about it.
- There is a lot of it around, so it also needs more attention.

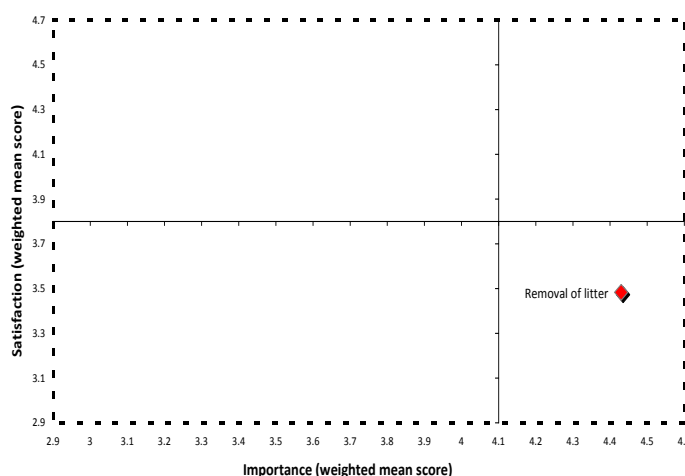
#### Paraparaumu

- See litter in the street. On a windy day the green bins cause the rubbish to fly.
- The rubbish guys - when they collect the rubbish - anything that blows off, they seem to leave.

#### Paekakariki-Raumati

- I keep on finding rubbish on the street especially at the train station.
- Because there is litter everywhere but not many rubbish bins.

Council's focus areas: A comparative analysis

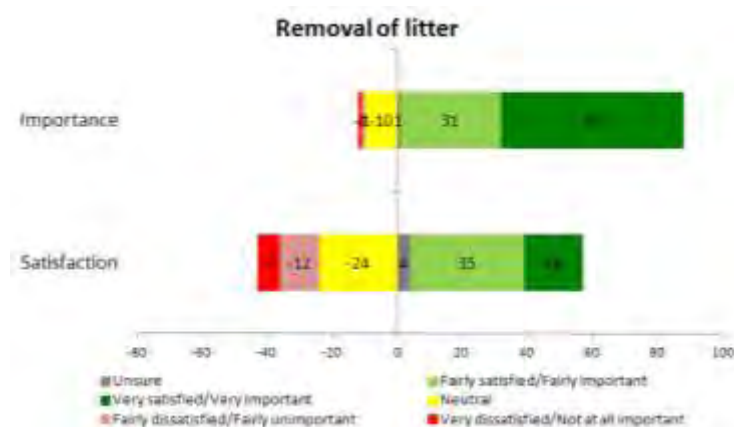


This was among the most critical issues that needed to be addressed with 56% of Kapiti Coast residents rating it as very important on the 1 to 5 scale. 87% of the respondents rated *Removal of litter* to be important to them (rated 1-2 on the scale).

Satisfaction was very low with only 53% of the respondents reporting that they were satisfied with the *Removal of litter* and 18% mentioned that they were very satisfied. 24% of the respondents were neutral while 19% were dissatisfied.

Satisfaction was lower in Otaki with only 47% of respondents being satisfied (rated 1-2 on the scale) compared to Paekakariki-Raumati South (58% total satisfied).

Satisfaction was lower among those who felt the Council was not responsive to the issue that they had raised (33% total satisfied) compared to those who thought the Council was responsive (59% satisfied).





## GENERAL RUBBLISH COLLECTION SERVICES

While satisfaction with *general rubbish collection services* was marginally close to the average satisfaction score at 3.71, Kapiti Coast residents rated this aspect much higher than average in terms of importance at 4.51.

### Reasons for dissatisfaction:

#### Verbatim comments

#### Otaki

- My rubbish never gets picked up, so I have to take it to the dump and use my own money.
- Well they are pretty much aimed at the recycling pick only.

#### Waikanae

- The way they put their empty bins back on the kerb - very often not on the kerb but on the road way and the wind can knock them over.

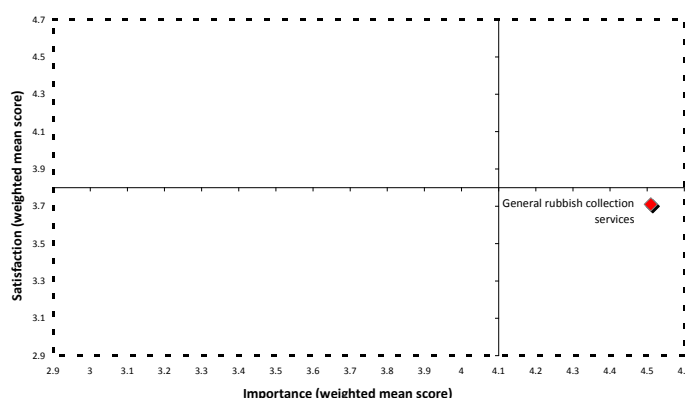
#### Paraparaumu

- It's not really the Council it's the private company that they use that I'm not happy with.
- State they leave everything, most of the rubbish misses the truck from the bins, makes the area full with rubbish so need to take their time and do it properly.

#### Paekakariki-Raumati

- I think they are expensive. Access to bag is quite difficult to get a hold of. Mostly everyone pays for private collection as rubbish bags are expensive.
- The amount of rubbish left lying around after the collection.

Council's focus areas: A comparative analysis



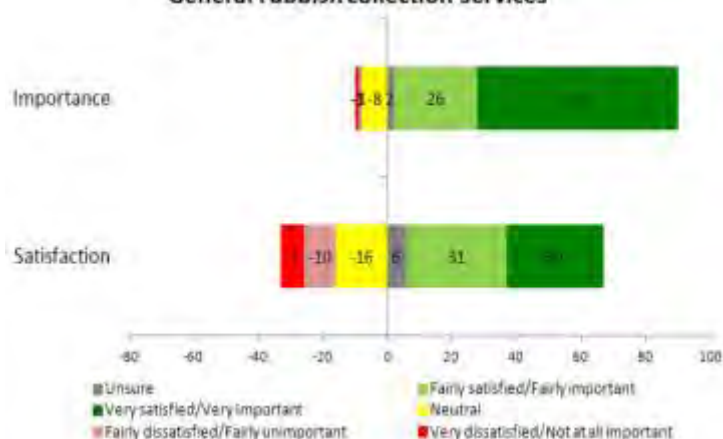
Eighty-eight percent of the respondents rated the *general rubbish collection services* to be important to them (rated 1-2 on the scale). Out of them 62% of the respondents rated this aspect as very important.

In contrast, 61% of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 30% were very satisfied. 16% of the respondents were neutral while 17% were dissatisfied with the *general rubbish collection services* in Kapiti Coast.

Satisfaction was lower among those who thought the Council was not responsive to their issues (45% total satisfied) compared to those who thought the Council was responsive (80% satisfied).

Those personally earning more than \$70,000 per year were also more likely to be unsatisfied with this aspect (46% total satisfied).

### General rubbish collection services





## EFFECTIVENESS OF KERBSIDE RECYCLING COLLECTION

The *effectiveness of kerbside recycling collection* belonged to the critical issues quadrant, with Kapiti Coast residents being less satisfied on this aspect (lower than average satisfaction scores), but giving higher than average importance scores.

It had an average importance score of 4.38 and an average satisfaction score of 3.7.

### Reasons for dissatisfaction:

#### Verbatim comments

#### Otaki

- Drop out in the morning, has not been collected until I get home from work, bad service.
- Drop rubbish on road and don't bother to pick it up. Lazy and slack.
- The Council [needs to give] a wheelie bin [that is] a lot bigger to fit a lot of rubbish in it. The recycling box overflows.

#### Waikanae

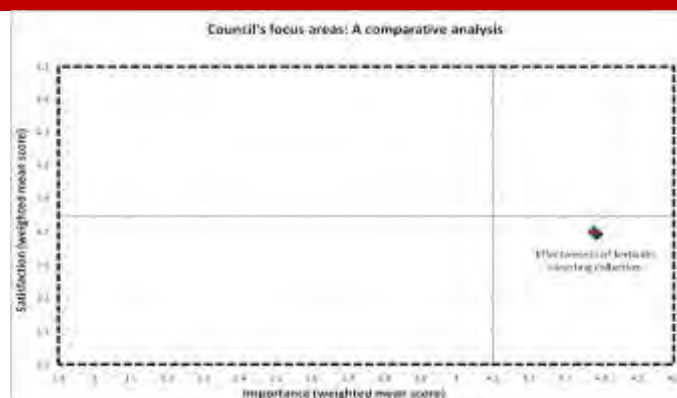
- The people who collect leave a mess and generally I have to pick up things that have fallen on the side of the road from out of the truck.
- They seem to be throwing the bins in the middle of the foot path not on the grass verge and they seem to be doing this all the time. I have to walk around them in our area when walking the dog.

#### Paraparaumu

- I have had a lot of glass on my driveway from broken bottles.
- If they drop bottles they never pick them up, they always throw the recycling bin in the driveway. If it's windy they don't pick up anything that is blown out of the bins. I am picking up my neighbours rubbish from my yard.
- Leaving behind a lot of the recycling with notes saying "we don't recycle it" - too many excuses.

#### Paekakariki-Raumati

- The size of the bins is nowhere near big enough and our bins are sometimes stolen. The actual bins are an environmental hazard because stuff gets blown down and blown out. They should have a wheelie bin and a fortnightly collection.

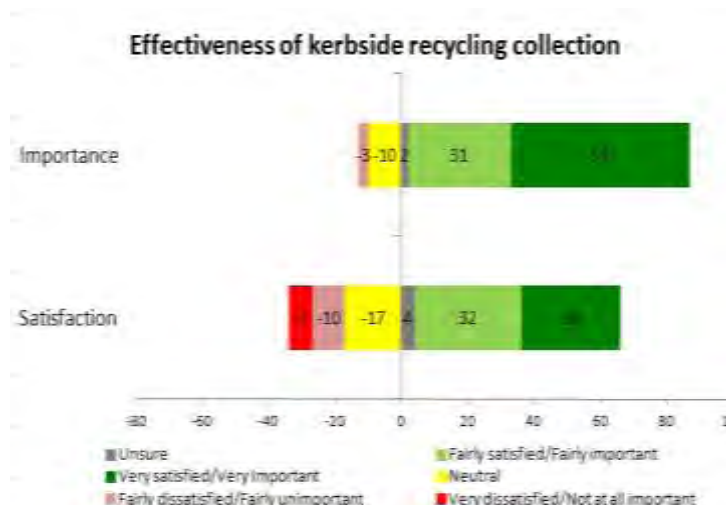


Eighty-five percent of the respondents rated the *effectiveness of kerbside recycling collection* to be important to them (rated 1-2 on the scale). Out of them, 54% of the respondents rated this aspect as very important.

This aspect was more likely to be seen as important by the younger age group (18 -39) (91% rated this as important).

In contrast, only 62% of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 30% were very satisfied. 17% of the respondents were neutral while 17% were dissatisfied with the *effectiveness of kerbside recycling collection* in Kapiti Coast.

Satisfaction was lower in Otaki (48% total satisfied) and among those who thought the Council was not responsive to issues they had raised (41% total satisfied) compared to those who did think the Council was responsive to their problem (75% satisfied).



## MANAGING GRAFFITI ON PUBLIC BUILDINGS

Satisfaction on *managing graffiti on public buildings*, when plotted, was one of the issues that had lower levels of importance among Kapiti Coast residents.

This service was in the borderline of the bottom left and top left quadrants. A lower than average importance score and an average satisfaction score indicated that this service did not need any critical attention immediately.

It had an average importance score of 4.02 and an average satisfaction score of 3.73.

### Reasons for dissatisfaction: Verbatim comments

#### Otaki

- It's there too long - I really hate graffiti, it makes the area look rough.
- Left too long without being fixed.

#### Waikanae

- I think the Council should use periodic detention individuals to remove graffiti as soon as possible.
- There is a heck of a lot of graffiti and it hasn't been removed.

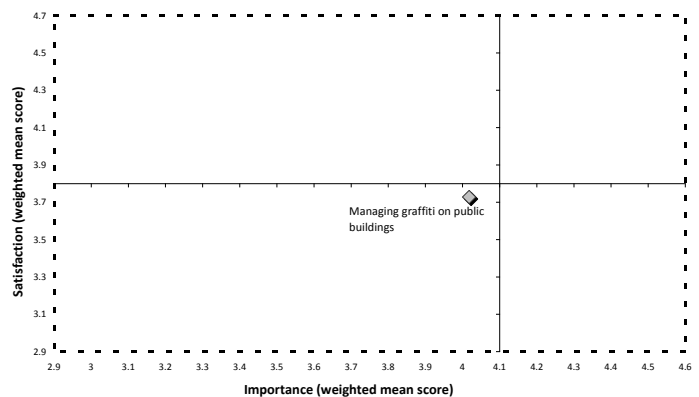
#### Paraparaumu

- Like to see more art work over it which might discourage the graffiti.
- The lack of approach or the effort to try to catch them, more cameras.

#### Paekakariki-Raumati

- In some places they aren't doing enough. Would like to see some of the buildings painted by the community as a deterrent.

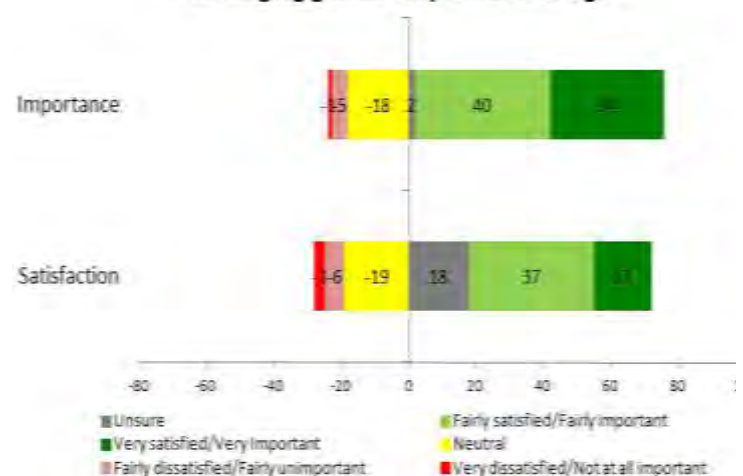
Council's focus areas: A comparative analysis



Seventy-four percent of the respondents rated *managing graffiti on public buildings* to be important to them (rated 1-2 on the scale), with 34% rating this aspect as 1 (very important) and two-fifths (40%) rating it a 2.

In contrast, only 54% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 17% were very satisfied. 19% of the respondents were neutral while 9% were dissatisfied with *managing graffiti on public buildings* in Kapiti Coast. Almost one-fifth (18%) were unsure about their satisfaction levels with *managing graffiti on public buildings*.

Managing graffiti on public buildings



## COUNCIL'S LEVEL OF SUPPORT FOR COMMUNITY GROUPS

With just over a quarter (28%) of residents saying they are unsure of their satisfaction with *Council's level of support for community groups* and below average mentioning it as an important aspect of council's services, it would seem that this aspect is more unknown than unsatisfied.

*Council's level of support for community groups* had an average importance score of 4.02 and an average satisfaction score of 3.48.

### Reasons for dissatisfaction:

#### Verbatim comments

#### Otaki

- It's sporadic. A lot of tokenism done. An advertisement was put by the Council that was not culturally right.
- Not enough visibility. Their funding is quite restricted. Has a narrow criteria, in other words hard to get funding.

#### Waikanae

- They didn't do as much as they could. All community groups should be supported in the same amount.
- Basically I don't think there is enough for the young people here.

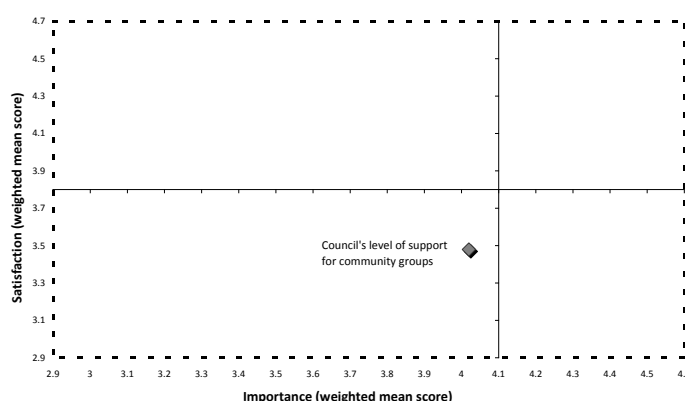
#### Paraparaumu

- The young people are little bit neglected, I just feel that there will be less naughty teenagers if there was more for them to do.
- I think some groups are getting more money than others.

#### Paekakariki-Raumati

- I know a few community groups that contacted the Council for help and they have been told they will get back to them. They never heard from the Council again.
- The money that they have they are not giving to the correct people and there is no follow up or reporting back with what has happened to the funds.

Council's focus areas: A comparative analysis



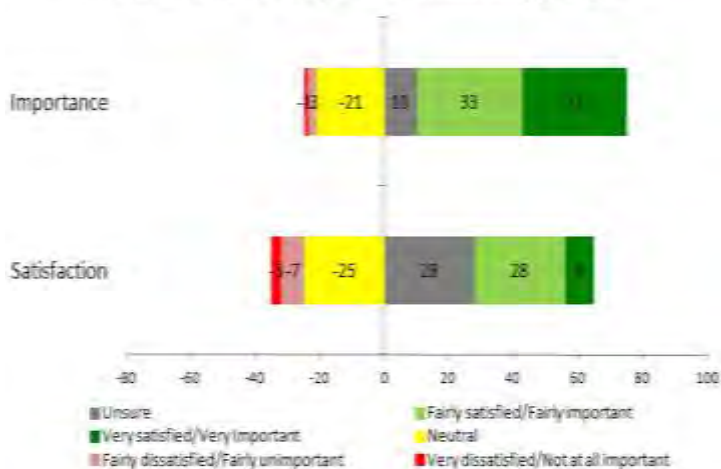
Sixty-five percent of the respondents rated *Council's level of support for community groups* to be important to them (rated 1-2 on the scale).

Importance of the issue was lower among residents of Waikanae (58% rated important).

Only 37% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 9% were very satisfied. 25% of the respondents were neutral while 10% were dissatisfied with the *Council's level of support for community groups* in Kapiti Coast.

Satisfaction was higher among those who mentioned that the Council was responsive (50% total satisfied) compared to those who did not think that the Council was very responsive at all (24% satisfied).

### Council's level of support for community groups



## COUNCIL'S SUPPORT FOR BUSINESS

This service was in the borderline of the bottom right and bottom left quadrants. A lower than average importance score and the lowest average satisfaction score indicated that this service did not need any critical attention immediately.

There are also indications that there is probably a lack of awareness of *Council's support for business*.

It had an average importance score of 4.07 and an average satisfaction score of 2.99.

### Reasons for dissatisfaction:

#### Verbatim comments

##### Otaki

- I think that nothing much has been done or support for Otaki, more have been done for Waikanae and Paraparaumu.
- More support for the businesses in town is required from the Council.
- There just seems to be a lot of obstacles in the way such as permits and bureaucracy. Too much red tape stopping people.

##### Waikanae

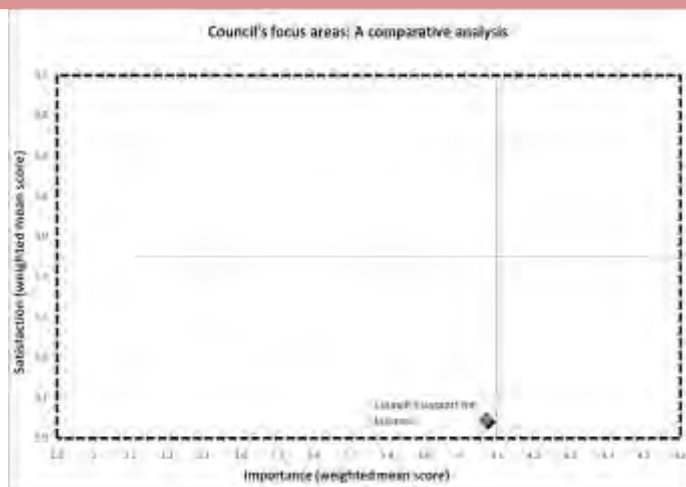
- They don't have the water supply to support the developments. Their priorities are directed in the wrong direction.
- I just don't think there is lot of thought put into it to encourage people to come here for new business. Not enough effort has been made for business development.
- Awful lot of talk and nothing much done. Roadways to name a few. We have wanted (needed) a bridge for the last 30 years across the river. There has just been talk but no action.

##### Paraparaumu

- Because this Council is so slow in their services.
- I don't think they are business friendly.

##### Paekakariki-Raumati

- Just that I think they should be encouraging more business development, less red tape and bureaucracy.
- They are random. They have no long term plan. They make decisions which are not good. They are seduced by the next big idea by people who have the sources to push the idea. The biggest industry in Kapiti is old age. So why would you put an airport and business park in the middle? There are decisions which are quick fixes. They need to have more coherent decisions and more community consensus around it.



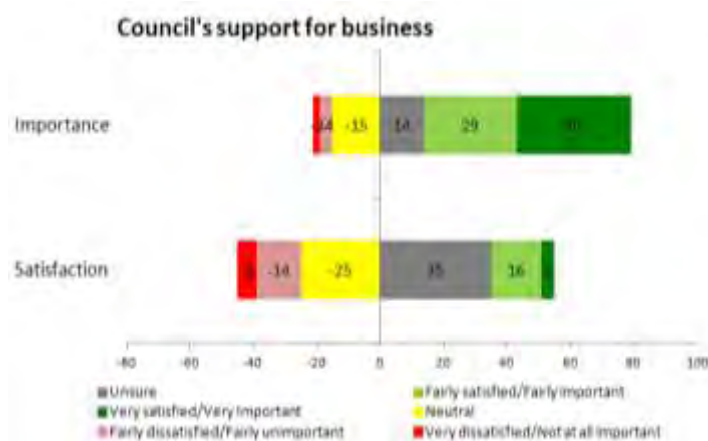
Sixty-five percent of the respondents rated *Council's support for business* to be important to them (rated 1-2 on the scale). Out of them, 36% of the respondents rated this aspect as very important.

Importance of this issue was higher in Paekakariki-Raumati South (74% mentioned it as important).

However, just over a third (35%) of resident's reported that they are unsure of their satisfaction with *Council's support for business*.

Only twenty percent of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, only 4% were very satisfied. 25% of the respondents were neutral, while one in five (20%) were dissatisfied with the *Council's support for business* in Kapiti Coast.

Satisfaction was higher in Otaki (31% satisfied) and lower in Waikanae (16% satisfied).



## STANDARD OF BEACH SIGNAGE

When plotted, the *standard of beach signage* was on the borderline of the top right and bottom right quadrants. A lower than average importance score and an average satisfaction score indicated that this service is not important to residents but it is being satisfied.

It had an average importance score of 3.55 and an average satisfaction score of 3.81.

### Reasons for dissatisfaction: Verbatim comments

#### Otaki

- Lack of signs. I have noticed there is hardly anything to indicate the swimming area etc.
- The big signage at the Kapiti beaches is under developed. It is not well promoted and is poor compared to other beaches in New Zealand. For a place well known for their beaches the signage is poor.
- You can't see the silly blue poles they just don't stand out.

#### Waikanae

- Its unsatisfactory especially people who want to walk their dogs on the beach.
- The amount of beach signage that indicates where animals and people can go is insufficient. Needs full signage in more locations.

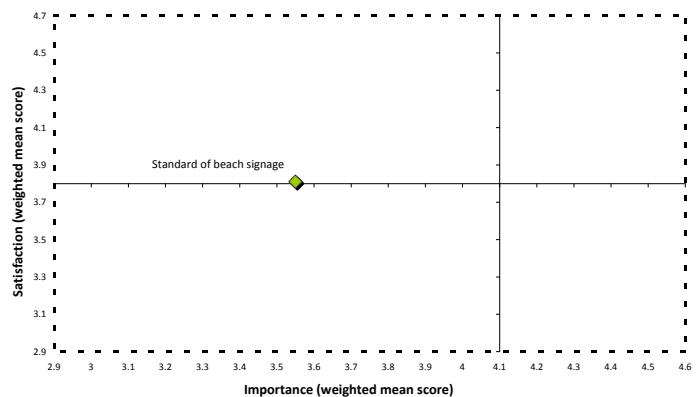
#### Paraparaumu

- Be a little bit clearer about beach access and dogs.
- The signs don't give a location indicator.

#### Paekakariki-Raumati

- The beach access signs are down on the beach instead of the road where the beach access is from.
- The beach access signs are quite small and hard to see.
- I think they could give more information on water safety, fishing and what you can or cannot do at a beach.

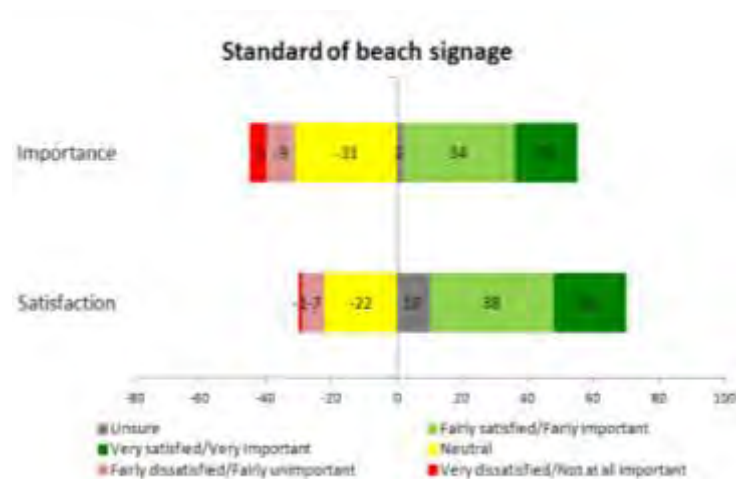
Council's focus areas: A comparative analysis



Fifty-three percent of the respondents rated the *standard of beach signage* to be important to them (rated 1-2 on the scale). Out of them, only 19% of the respondents rated it as very important. 31% of the respondents were neutral about their rating on importance.

Importance of this service was higher in Paraparaumu (59% rated important) and was lower in Paekakariki-Raumati South (45% rated important).

Three-fifths (60%) of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 22% were very satisfied. 22% of the respondents were neutral, while 8% were dissatisfied with the *standard of beach signage* in Kapiti Coast.

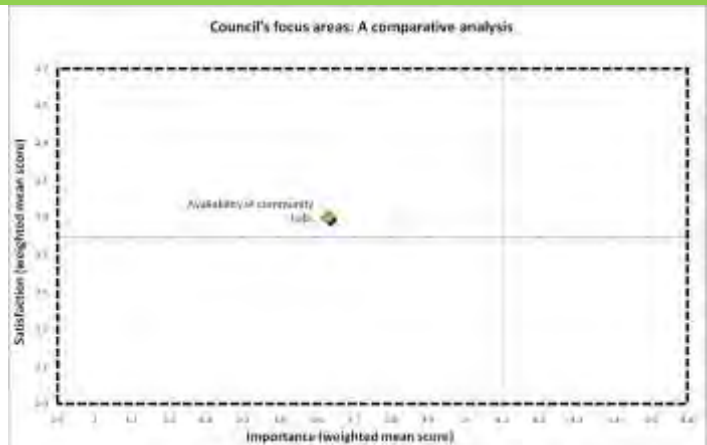




## AVAILABILITY OF COMMUNITY HALLS

With just under a third (32%) of residents saying they are unsure of their satisfaction with the *availability of community halls* and below average mentioning it as an important aspect of council's services, indications are that there was probably a lack of usage of this service.

*Availability of community halls* had an average importance score of 3.63 and an average satisfaction score of 3.9.



### Reasons for dissatisfaction: Verbatim comments

#### Otaki

- We have only got one here. There is a lack of communication in this area about everything to do with the Council. We don't know what to do to gain access to the hall.
- They need to do more to make people aware of their availability to use the hall.

#### Paraparaumu

- No nice halls they are run down.
- They are not open enough as to how to hire them.

#### Paekakariki-Raumati

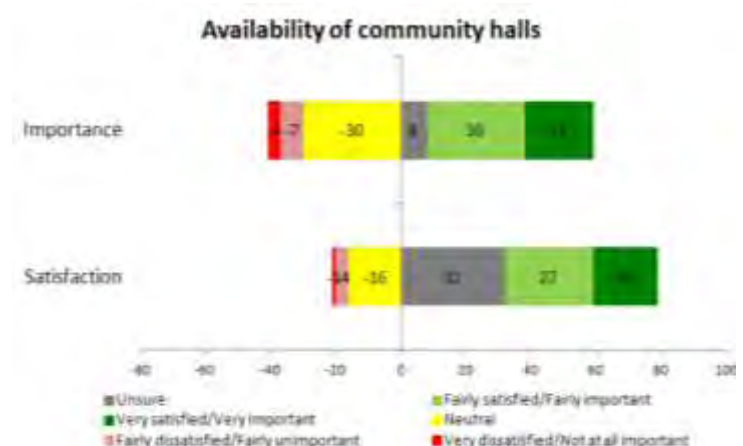
- We do not have a big hall like a real hall we have only got two or three small halls only which are useless.
- None were available, all being used.

Just under a fifth (16%) of the Kapiti Coast residents said that they were neutral about the importance of the availability of community halls and many were unsure how to rate their satisfaction, indicating that they did not make much use of the community halls.

Fifty-one percent of the respondents rated the availability of community halls to be important to them (rated 1-2 on the scale) giving this service the lowest importance rating. 21% of the respondents rated this as very important (rated 1).

Young people were less likely to rate this aspect as Important (41%).

Forty-seven percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. 16% of the respondents were neutral while 5% were dissatisfied with the availability of community halls in Kapiti Coast. 32% of the respondents were unsure.



## STANDARD OF CEMETERY ENVIRONMENT

With just under half (49%) of residents saying they are unsure of their satisfaction with the *standard of cemetery environment* and below average mentioning it as an important aspect of Council's services, indications are that there was probably a lack of awareness or usage of this service.

*Standard of cemetery environment* had an average importance score of 3.85 and an average satisfaction score of 3.99.

### Reasons for dissatisfaction: Verbatim comments

#### Waikanae

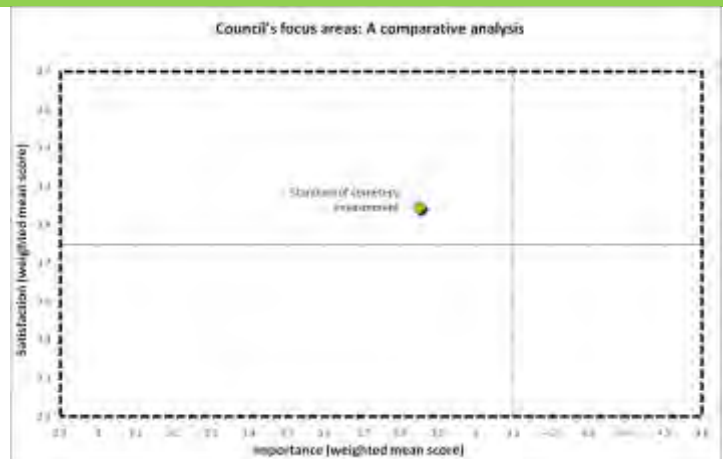
- The fence needs to be painted. Not enough controls over access to the cemetery. A monitoring system should be introduced.

#### Paraparaumu

- Over Christmas the lawns aren't mowed over that period of time and it gets really messy

#### Paekakariki-Raumati

- I think they are not maintained properly. Too mossy on plots. Too much rubbish and clutter around grave sites.

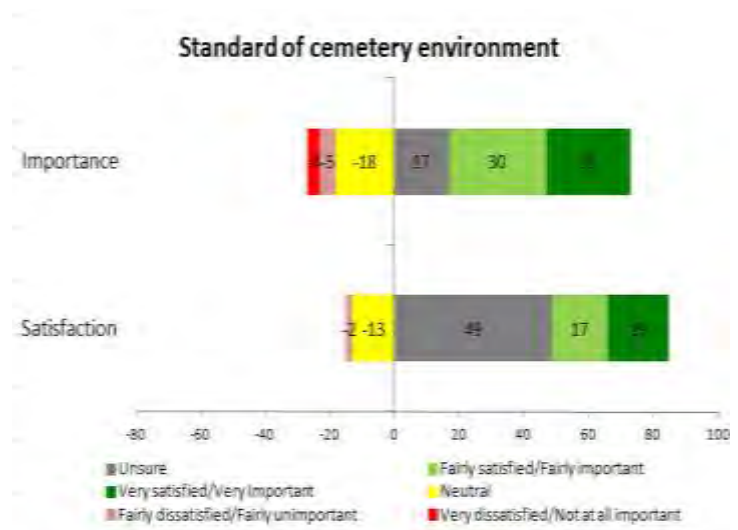


Fifty-six percent of the respondents rated the *standard of cemetery environment* to be important to them (rated 1-2 on the scale).

Although satisfaction was low with 36% of the respondents reporting satisfaction (rated 1-2 on the scale) on this aspect, almost half (49%) of respondents stated that they were unsure about their level of satisfaction with this area.

Overall, 19% were very satisfied. 13% of the respondents were neutral while only 2% were dissatisfied with the *standard of cemetery environment* in Kapiti Coast.

Satisfaction was higher in the older age group (65+) (51% total satisfied), compared to 36% total satisfied overall.



## STANDARD OF BEACH ACCESS WAYS

*Standard of beach access ways* is one of the services on which Kapiti Coast residents had high satisfaction, however, its importance score was below the average across different services.

It has an average importance score of 3.90 and an average satisfaction score of 4.06.

### Reasons for dissatisfaction: Verbatim comments

#### Otaki

- Combination of clear signage and improve physical access, sometimes they are very narrow, you hardly see them there.
- There is no boat ramp provided at the beach.

#### Waikanae

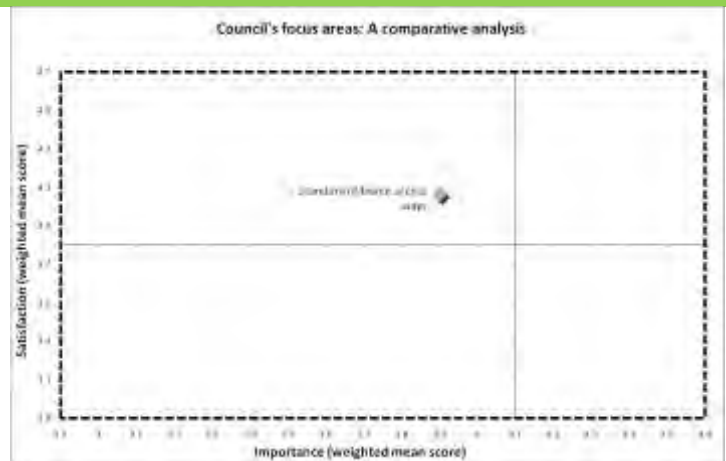
- The amount of logs on the beach. The amount of rubbish from the bins overflowing, glass for example.
- Being over 80 I can't get down the steps, they need more friendly access.

#### Paraparaumu

- The access way is too awkward to walk on.

#### Paekakariki-Raumati

- Awhile ago they built a nice pathway then left it to overgrow.

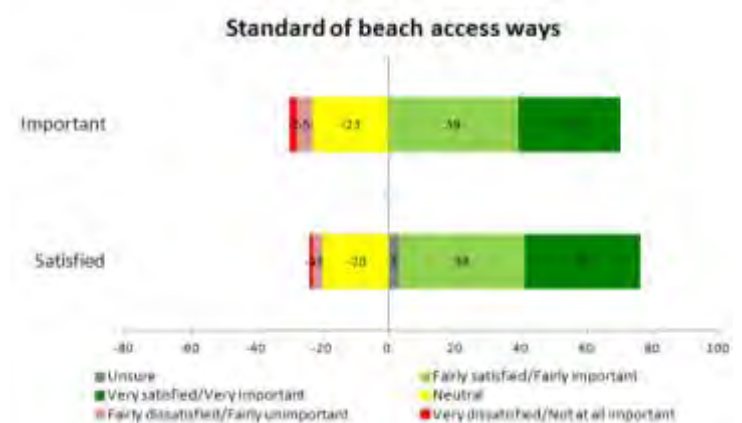


This is one of the few attributes in which the Kapiti Coast residents gave similar ratings to both satisfaction and importance.

Seventy percent of the respondents rated the *standard of beach access ways* to be important to them (rated 1-2 on the scale). Out of them, about one in three (31%) rated this aspect as very important.

Seventy-three percent of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 35% were very satisfied. 20% of the respondents were neutral while only 4% were dissatisfied with the *standard of beach access ways* in Kapiti Coast.

Satisfaction was higher in the Waikanae (78% total satisfied), and Paraparaumu (77% total satisfied) compared to Otaki (65% total satisfied) and Paekakariki-Raumati South (66% total satisfied).

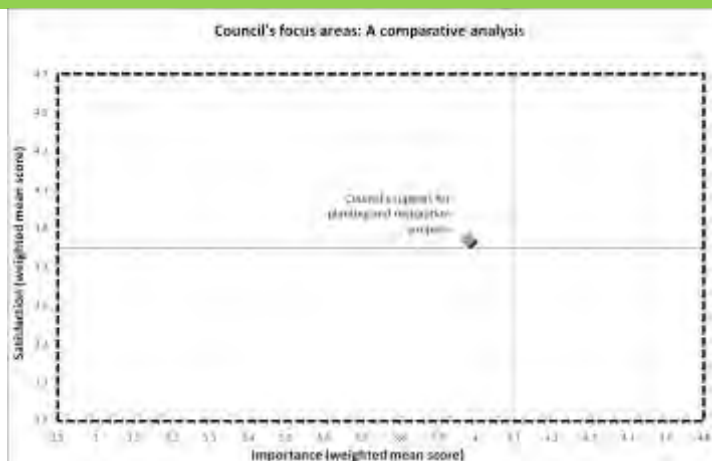




## COUNCIL'S SUPPORT FOR PLANTING AND RESTORATION PROJECTS

Moving closer towards the mean line of importance indicating this is one of the more important issues for Kapiti Coast resident's, *Council's support for planting and restoration* rated in the top left quadrant with average satisfaction.

*Council's support for planting and restoration* had an average importance score of 3.98 and an average satisfaction score of 3.84.



Kapiti Coast residents also gave similar ratings to both satisfaction and importance on *Council's work on dune restoration and planting* (next page).

### Reasons for dissatisfaction:

#### Verbatim comments

#### Otaki

- Inappropriate usage of plants. They plant plants to pull them out a few days later. They should plant longer lasting plants. They are a waste of money.

#### Waikanae

- I don't think they have a comprehensive plan. They should have one, but it should be a moderate plan. There is too much basic infrastructure while restoration is put on hold.
- Seems to be a lot of non-New Zealand trees being planted in the area.

#### Paraparaumu

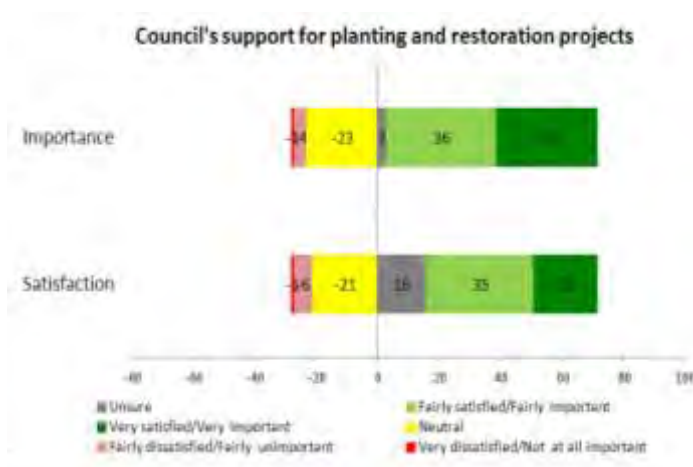
- Not promoted enough properly. A lot of areas need it and are not been done. I don't see, where the need is, anyone doing anything about it.
- I don't think they're focused in the right places - they're more concerned on development rather than restoring.

#### Paekakariki-Raumati

- I see a lot of planting through schools. I think more could be done around primary schools. It'll be nice to see the Council provide more funding for primary schools to grow their own plants instead of buying plants.

Sixty-nine percent of the respondents rated the *Council's support for planting and restoration* to be important to them (rated 1-2 on the scale). Out of these, a third (33%) of the respondents rated this aspect as very important.

Fifty-six percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 21% were very satisfied. 21% of the respondents were neutral while 7% were dissatisfied with the *Council's support for planting and restoration projects* in Kapiti Coast. 16% of the respondents were unsure about their rating on satisfaction, indicating that awareness of this service could be increased.



## COUNCIL'S WORK ON DUNE RESTORATION AND PLANTING

*Council's work on dune restoration and planting* also belonged to the top left quadrant with average satisfaction and close to average importance.

It had an average importance score of 4.00 and an average satisfaction score of 3.87.

### Reasons for dissatisfaction: Verbatim comments

#### Otaki

- Sometimes the funding of it - the process to get funding to get planting done could be easier.

#### Waikanae

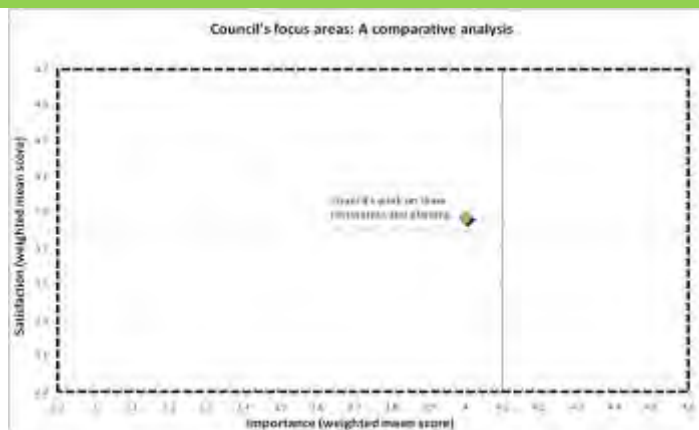
- The sand dunes are coming down because there is nothing to hold them up.

#### Paraparaumu

- Paraparaumu beach - they plant up and the tide comes in and washes it away; not a lot of thought in the planning.

#### Paekakariki-Raumati

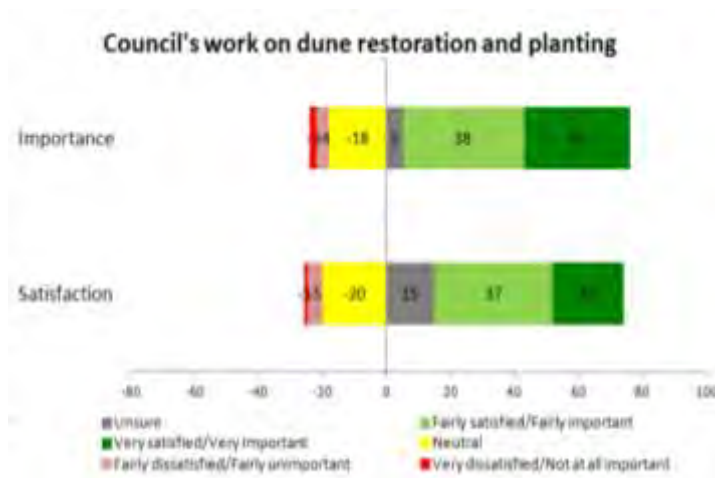
- I think that they do reasonably well with flowers but I'd like to see more trees. There has been an improvement but in general the development that has been going around especially in the North about flattening of the dunes is irreplaceable. I would like to see any remaining natural sand dunes to be protected, no more development like in the past where the dunes were flattened for development.



Seventy-one percent of the respondents rated the *Council's work on dune restoration and planting* to be important to them (rated 1-2 on the scale). Similar to *Council's support for planting and restoration projects*, a third (33%) of the respondents rated this aspect as very important, indicating that these services are very important to perhaps a segment of the residents.

Fifty-nine percent of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 22% were very satisfied. 20% of the respondents were neutral while 6% were dissatisfied with the *Council's work on dune restoration and planting* in Kapiti Coast. 15% of the respondents were unsure about their rating on satisfaction.

Those living in Paraparaumu were more likely to be satisfied with this aspect than those living elsewhere on the Kapiti Coast (68% total satisfied compared to 59% overall).



## STANDARD OF LIBRARY SERVICES AND BOOK STOCKS

The *standard of library services and book stocks* belonged to the top right quadrant with above average satisfaction and above average importance scores.

The Council should aspire to the success of the delivery of this service because it was both important to the Kapiti Coast residents and their satisfaction levels were also higher than average.

It had an average importance score of 4.27 and an average satisfaction score of 4.18.

### Reasons for dissatisfaction:

#### Verbatim comments

#### Otaki

- I think that the books in Otaki are a lot older than Waikanae and Paraparaumu.
- It's not satisfactory as compared to other libraries.

#### Waikanae

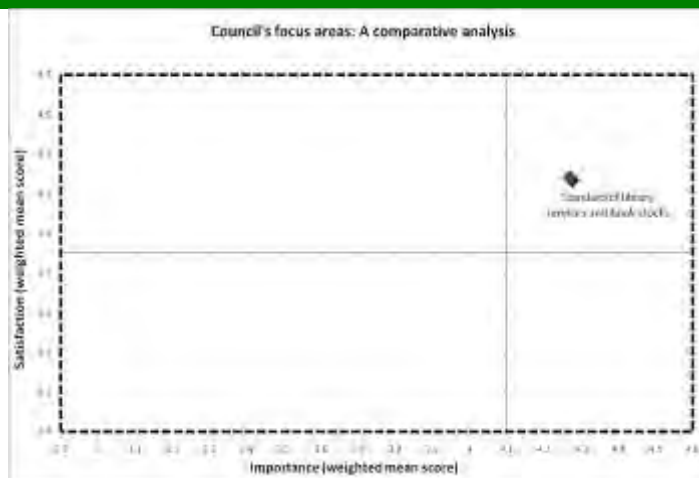
- The range of books available is dated.
- I think they are old and there's no technical books. I've been up to ask for many books and they don't have them. Many times they have said they have them but they are never available.

#### Paraparaumu

- The people there do a very good job but the library needs more books - it needs more budget to afford more books.
- We need more books.

#### Paekakariki-Raumati

- They do not have good variety of books in the library. They do not update the books for months. There is not enough up to date books in the stock and there are not enough books in the stock.
- It's like walking back into the last century.
- The level is very low. They rarely regularly have the books I want. Really poor selection of audio books. Not having the systems to text or email when books are overdue. Video prices are more expensive than video shops. They are not open in evenings or weekends, not enough hours.



Eighty percent of the respondents rated the *standard of library services and book stocks* to be important to them (rated 1-2 on the scale). Out of them, 47% of the respondents rated this aspect as very important.

Those in Paekakariki-Raumati South were slightly more likely to say that this aspect was important (87% compared to 80% overall).

Seventy-three percent of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 38% were very satisfied. 12% of the respondents were neutral while 4% were dissatisfied with the *standard of library services and book stocks* in Kapiti Coast. 11% of the respondents were unsure about their rating on satisfaction.

Satisfaction was higher among residents in Otaki (85% total satisfied) and those in Paekakariki-Raumati were least satisfied (66% satisfied).



## ACCESS TO LIBRARIES

*Access to libraries* was the most important and most satisfied service to Kapiti Coast residents.

This demonstrated that the Council provided a service that residents needed and has been successful in making them satisfied with it. The Council should continue its emphasis on this service.

It had an average importance score of 4.3 and an average satisfaction score of 4.51.

### Reasons for dissatisfaction:

#### Verbatim comments

#### Waikanae

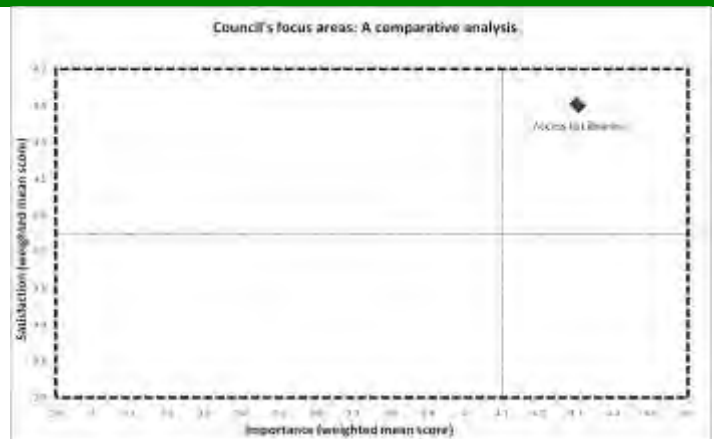
- The central library is fine. The suburban library can do with an upgrade. More electronic access. General reading/ browsing space required. The libraries are fun places and not solemn enclaves.

#### Paraparaumu

- They don't have enough books. You have to go to Wellington to get the books.

#### Paekakariki-Raumati

- Everything seems to be spread out that no one library has service.
- Open timings were inconvenient.

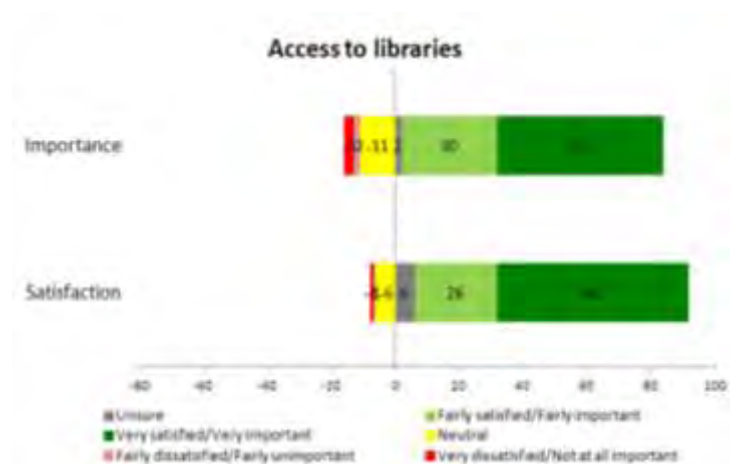


Eighty-two percent of the respondents rated the *access to libraries* as important to them (rated 1-2 on the scale), with just over half of residents (52%) rating this aspect very important.

Importance of this service increased with age with 92% of the 65 plus age group rating it as important compared to 69% of the 18-39 age group.

Eighty-six percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 60% were very satisfied. Only 6% of the respondents were neutral while only 2% were dissatisfied with the *access to libraries* in Kapiti Coast.

Satisfaction with access to libraries was most notable in those with dependent children (92% total satisfied) and those on a lower personal income (\$25,000 or less) (90% total satisfied).



## 6. Contact with Council

### 6.1 Contact with Council

Residents of the Kapiti Coast were asked if they had contacted the Council about any aspect of its services in the last 12 months. Almost half (47%) of the respondents said that they had contacted the Council (up from 39% in 2010) while the remaining did not.

COUNCIL CONTACT	
<i>Have you contacted the council about any aspect of its services in the last 12 months?</i>	
	%
Yes	47
No	51
Unsure	2
Base: All respondents (n=400)	

## 6.2 Responsiveness of the Council

If they had contacted the Council, residents of the Kapiti Coast were asked how responsive they felt the Council was towards the service issue or issues that they had raised.

Fifty-four percent of the respondents said that the Council was responsive (rated 1-2 on the five point scale), with 30% of the respondents saying that they were very responsive. 20% of the respondents gave a neutral rating to the Council's responsiveness while 25% of the respondents said that the Council was not responsive to the issues that they had raised.

RESPONSIVENESS OF COUNCIL	
<i>Using a 1-5 scale where 1 means, very responsive, and 5 means, not responsive at all, overall how responsive was the council to the service issue or issues you raised?</i>	
	%
1 Very responsive	30
2	24
<b>TOTAL 1 + 2</b>	<b>54</b>
<b>3</b>	<b>20</b>
4	14
5 Not responsive at all	11
<b>TOTAL 4 + 5</b>	<b>45</b>
Unsure	1

Base: Respondents who have contacted the Council (n=188)

## 7. Communication with the Council

### 7.1 Communication by the Council: Overall

Kapiti Coast residents were asked to state their agreement on the following statements about the communications, information and advice that the Council provided on its meetings, policies and democratic services. They rated each statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

The ratings on all four of the statements were similar with around one in seven of the respondents agreeing or giving a neutral rating:

- The communications encourage you to take part or get involved (43% total agreed, 28% neutral).
- The communications are easy to get (40% total agreed, 27% neutral).
- The communications are appropriate (41% total agreed, 28% neutral).
- The communications are timely (38% total agreed, 26% neutral).

The percentage of respondents who were unsure was between 19% (they are timely) to 14% (easy to get and appropriate) to 7% for encourage you to take part or get involved.

A higher proportion of residents in Waikanae (45%) agreed to the statement “The communications are easy to get” compared to those in Paekakariki-Raumati South (29%).

Responding to the statement “The communications encourage you to get involved” residents in Waikanae were more likely to agree (57%) compared to residents in Paekakariki-Raumati South (27%).

### STATEMENT TESTING – MEETINGS, POLICIES AND DEMOCRATIC SERVICES

*Using a 1-5 scale where, 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree with the following statements about the communications, information and advice the council provides on its meetings, policies and democratic services?*

	1 Strongly agree %	2 %	TOTAL 1 + 2 %	3 %	4 %	5 Strongly disagree %	TOTAL 4 + 5 %	Unsure %
The communications are easy to get	13	27	40	27	10	9	19	14
The communications are appropriate	14	27	41	28	10	7	17	14
The communications are timely	13	25	38	26	10	7	17	19
The communications encourage you to take part or get involved	13	30	43	28	12	10	17	7

Base: All respondents (n=400)



## 7.2 Communication by the Council: Libraries, the Arts and Museums

Kapiti Coast residents were asked to state their agreement on the following statements about the communications, information and advice that the Council provided on its Libraries, the Arts and Museums. They rated each statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

Most of the Kapiti Coast residents agreed or remained neutral to all the statements related to communication about its Libraries, the Arts and Museums. The ratings on two of the four statements were similar with just over half of the residents agreeing or giving a neutral rating:

- The communications are appropriate (57% total agreed, 24% neutral).
- The communications are easy to get (54% total agreed, 25% neutral).

The ratings on the other two statements were similar with just under half of the residents agreeing or giving a neutral rating:

- The communications are timely (50% total agreed, 25% neutral).
- The communications encourage you to take part or get involved (47% total agreed, 27% neutral).

The percentage of respondents who were unsure hovered between 9% to 15% across all the statements.

Agreement to the statement, 'The communications encourage you to take part or get involved' was higher among the older age group of 60 plus (57% agreed) compared to the middle age group of 40-64 (40% agreed).

### STATEMENT TESTING – LIBRARIES, THE ARTS AND MUSEUMS

*Using a 1-5 scale where 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree with the following aspects of the communications, information and advice the council provides on its Libraries, the Arts and Museums.*

	<b>1 Strongly agree</b> %	<b>2</b> %	<b>TOTAL 1 + 2</b> %	<b>3</b> %	<b>4</b> %	<b>5 Strongly disagree</b> %	<b>TOTAL 4 + 5</b> %	<b>Unsure</b> %
The communications are appropriate	23	34	<b>57</b>	24	4	3	<b>7</b>	12
The communications are easy to get	25	29	<b>54</b>	25	8	3	<b>11</b>	10
The communications are timely	17	33	<b>50</b>	25	6	4	<b>10</b>	15
The communications encourage you to take part or get involved	21	26	<b>47</b>	27	11	6	<b>17</b>	9

Base: All respondents (n=400)

## 7.3 Communication by the Council: Sustainable environment

Kapiti Coast residents were asked to state their agreement on the following statements about the communications, information and advice that the Council provided on supporting a sustainable environment. They rated each statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

The ratings on three of the four statements were similar with about two-fifths of the respondents agreeing or giving a neutral rating:

- The communications are easy to get (40% total agreed, 29% neutral).
- The communications encourage you to take part or get involved (41% total agreed, 30% neutral).
- The communications are timely (39% total agreed, 33% neutral).

Almost half of respondents agreed or gave a neutral rating to the following statement:

- The communications are appropriate (47% total agreed, 26% neutral).

The percentage of respondents who were unsure ranged between 9% to 13% across all statements.

### STATEMENT TESTING – SUSTAINABLE ENVIRONMENT

*Using a 1-5 scale where 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree with the following aspects of the communications and information the council provides on supporting a sustainable environment.*

	<b>1 Strongly agree</b> %	<b>2</b> %	<b>TOTAL 1 + 2</b> %	<b>3</b> %	<b>4</b> %	<b>5 Strongly disagree</b> %	<b>TOTAL 4 + 5</b> %	<b>Unsure</b> %
The communications are easy to get	12	28	<b>40</b>	29	13	7	<b>20</b>	11
The communications are appropriate	14	33	<b>47</b>	26	8	8	<b>14</b>	11
The communications encourage you to take part or get involved	13	28	<b>41</b>	30	12	8	<b>20</b>	9
The communications are timely	12	27	<b>39</b>	33	10	5	<b>15</b>	13

Base: All respondents (n=400)

## 7.4 Opportunity to participate in decision making

Kapiti Coast residents were asked to state their agreement on whether they felt the council gave them enough opportunities to participate in decision making. They rated this statement using a 1-5 scale where 1 meant strongly agree, and 5 meant strongly disagree.

- Just under two-fifths (37%) disagreed that the Council gave them enough opportunity to participate in decision making.
- Just under a third (32%) agreed that the Council did give them enough opportunity to participate in decision making.
- Almost a quarter (24%) of respondents gave a neutral rating.

### STATEMENT TESTING – OPPORTUNITIES TO PARTICIPATE IN DECISION MAKING

*Using a 1-5 scale where 1 means, strongly agree, and 5 means, strongly disagree, to what extent do you agree or disagree that the council gives you enough opportunities to participate in decision making?*

	1 Strongly agree %	2 %	TOTAL 1 + 2 %	3 %	4 %	5 Strongly disagree %	TOTAL 4 + 5 %	Unsure %
The council gives you enough opportunities to participate in decision making	10	22	32	24	21	16	37	7

Base: All respondents (n=400)

## 7.5 Sources of information about the Council

Respondents were asked to state their main sources of information about the Council. Information sources mentioned first by each respondent were recorded and reported separately. All information sources mentioned by respondents were also reported in aggregate.

Seventy-two percent of the Kapiti Coast residents mentioned that newspapers were their main source of information as their first mention response.

Council website, mails from the Council and printed newsletters were the other information sources for the Kapiti Coast residents.

SOURCES OF INFORMATION		
<i>What are your main sources of information about council?</i>		
	First mention %	Total mentions %
Newspaper	71.9	85.2
Council website	5.5	17.5
Print newsletters from the Council	5.3	20.8
Direct mail from the Council	3.0	11.8
Information in the rates bill	2.8	7.5
Council notices in public places, libraries, swimming-pools etc	2.5	10.5
Word of mouth	1.8	9.5
Email newsletters	1.5	3.0
Other information from Council	1.3	2.0
Public meetings	1.0	4.0
General knowledge/ Own experience	0.8	1.0
Phoning the council	0.5	1.8
Radio	0.5	10.5
TV/ Other media	0.5	1.0
Flyer/ Leaflets/ Pamphlets/ Circulars	0.3	1.3
Internet	-	1.0
Nil / Nothing else	1.0	-
Base: All respondents (n=400)		

## 8. Findings by wards

### 8.1 Otaki (n=68)

Compared to overall, satisfaction levels in Otaki were higher on certain services:

- Standard of library services and book stocks (85% satisfied in Otaki compared to 73% overall).
- Council's support for business (31% satisfied in Otaki compared to 20% overall).

Satisfaction levels were somewhat lower on the effectiveness of kerbside recycling collection (48% satisfied in Otaki compared to 62% overall) standard of beach access ways (65% satisfied in Otaki compared to 73% overall) and the standard of public toilets (34% satisfied in Otaki compared to 42% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Access to libraries	88	86
Standard of library services and book stocks	85	79
Standard of beach access ways	65	79
General rubbish collection services	56	81
Standard of beach signage	55	53
Availability of community halls	55	60
Council's work on dune restoration and planting	54	71
Managing graffiti on public buildings	51	75
Council's support for planting and restoration projects	50	70
Effectiveness of kerbside recycling collection	48	84
Removal of litter	47	93
Standard of cemetery environment	41	64
Council's level of support for community groups	40	63
Standard of public toilets	34	84
Council's support for business	31	64



The critical issues in Otaki were similar to those found in other wards. The services which required immediate attention were:

- Removal of litter (93% rated important, 47% satisfied).
- Standard of public toilets (84% rated important, 34% satisfied).
- Effectiveness of kerbside recycling collection (84% rated important, 48% satisfied).
- General rubbish collection services (81% rated important, 56% satisfied).

There were only three services that fell in the low satisfaction - low importance quadrant in Otaki:

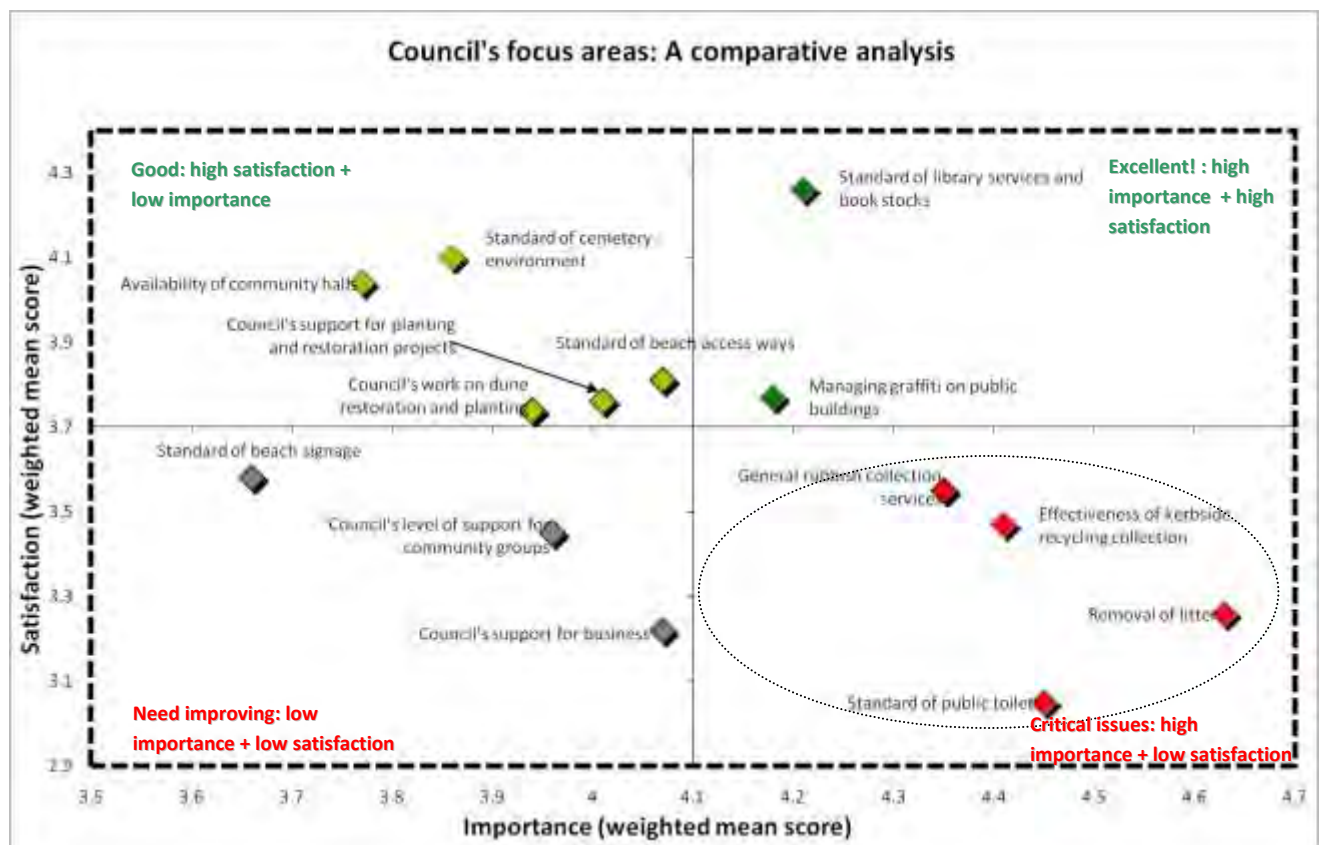
- Council's support for business (64% rated important, 31% satisfied).
- Council's level of support for community groups (63% rated important, 40% satisfied).
- Standard of beach signage (53% rated important, 55% satisfied).

In Otaki, a lot of services fell in the top left quadrant of high satisfaction and low importance.

- Standard of beach access ways (79% rated important, 65% satisfied).
- Managing graffiti on public buildings (75% rated important, 51% satisfied).
- Council's work on dune restoration and planting (71% rated important, 54% satisfied).
- Council's support for planting and restoration projects (70% rated important, 50% satisfied).
- Standard of cemetery environment (64% rated important, 41% satisfied).
- Availability of community halls (60% rated important, 55% satisfied).

Only two services belonged to the top right quadrant of high satisfaction and high importance in Otaki:

- Access to libraries (86% rated important, 88% satisfied).
- Standard of library services and book stocks (79% rated important, 85% satisfied).



## 8.2 Waikanae (n=95)

Compared to overall, satisfaction levels in Waikanae was higher on the effectiveness of kerbside recycling collection (73% satisfied in Waikanae compared to 62% overall) and general rubbish collection (68% in Waikanae compared to 61% overall). Waikanae residents were also more likely to be satisfied with the standard of public toilets (53% in Waikanae compared to 42% overall) although this is still below standard when compared to the level of importance placed on this aspect.

Dissatisfaction on services were most prominent when looking at the management of graffiti on public buildings (48% Waikanae residents compared to 54% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Access to libraries	87	84
Standard of beach access ways	78	69
Standard of library services and book stocks	76	79
Effectiveness of kerbside recycling collection	73	86
General rubbish collection services	68	89
Standard of beach signage	60	52
Council's work on dune restoration and planting	55	67
Council's support for planting and restoration projects	55	68
Removal of litter	53	85
Standard of public toilets	53	90
Managing graffiti on public buildings	48	79
Availability of community halls	45	55
Council's level of support for community groups	35	58
Standard of cemetery environment	33	58
Council's support for business	16	60

There were three issues that fell in the critical issues quadrant in Waikanae although these were all just under the mean score for satisfaction:

- Standard of public toilets (90% rated important, 53% satisfied).
- Removal of litter (87% rated important, 53% satisfied).
- Managing graffiti on public buildings (79% rated important, 48% satisfied).

Only two of the services fell in the low satisfaction - low importance quadrant in Waikanae:

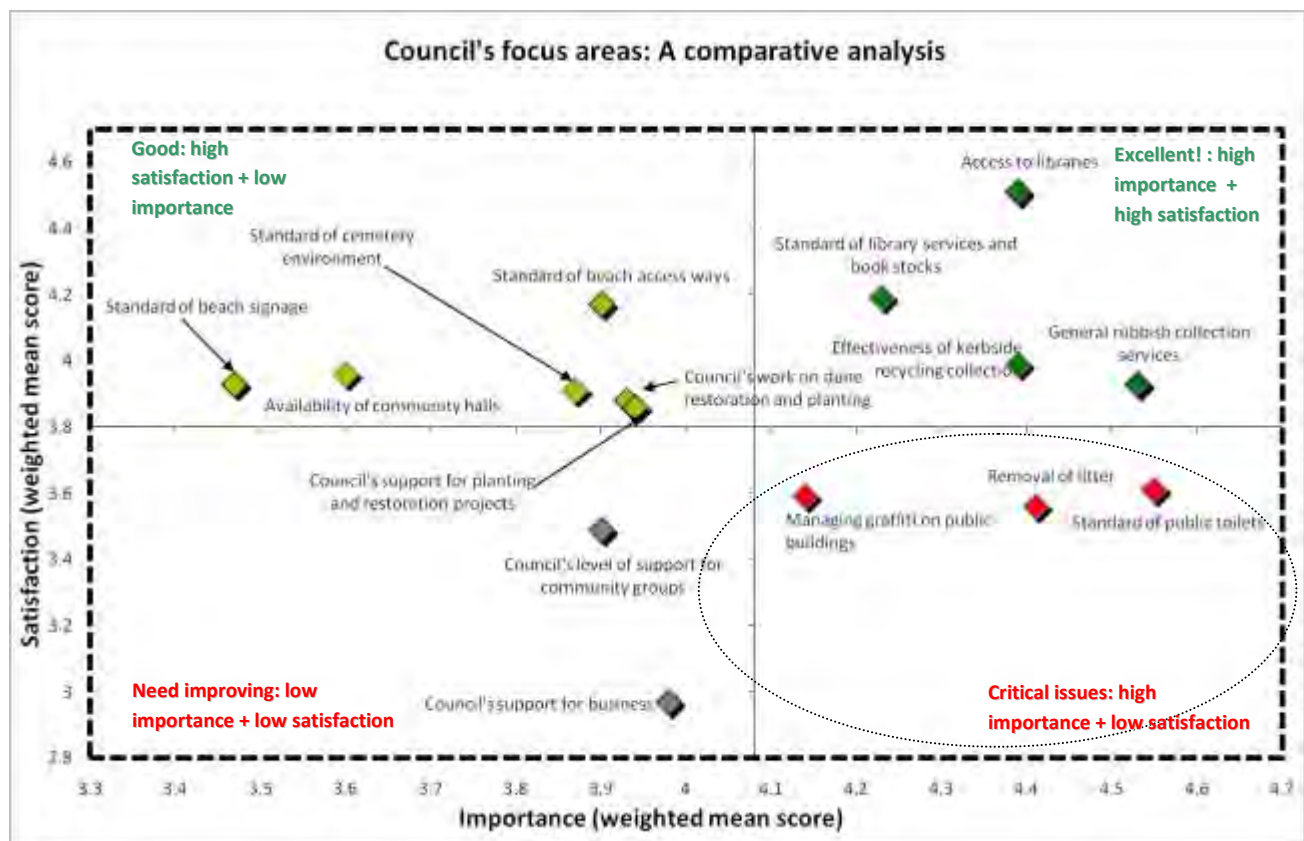
- Council's support for business (60% rated important, 16% satisfied).
- Council's level of support for community groups (58% rated important, 35% satisfied).

The majority of services fell in the top left quadrant of high satisfaction and low importance.

- Standard of beach access ways (69% rated important, 78% satisfied).
- Council's support for planting and restoration projects (68% rated important, 55% satisfied).
- Council's work on dune restoration and planting (67% rated important, 55% satisfied).
- Standard of cemetery environment (58% rated important, 33% satisfied).
- Availability of community halls (55% rated important, 45% satisfied).
- Standard of beach signage (52% rated important, 60% satisfied).

Four services belonged to the top right quadrant of high satisfaction and high importance in Waikanae:

- General rubbish collection services (89% rated important, 68% satisfied).
- Effectiveness of kerbside recycling collection (86% rated important, 73% satisfied).
- Access to libraries (84% rated important, 87% satisfied).
- Standard of library services and book stocks (79% rated important, 76% satisfied).



## 8.3 Paraparaumu (n=150)

Compared to overall, importance and satisfaction levels perceived by Paraparaumu residents were mostly in line with that seen at an overall level.

However, the standard of beach signage was perceived to be a more important issue here compared to overall (59% rated as important in Paraparaumu compared to 53% overall) and Council's support for planting and restoration projects were perceived to be less important (63% rated as important in Paraparaumu compared to 69% overall).

Satisfaction levels were higher on Council's work on dune restoration and planting in Paraparaumu (68% satisfied in Paraparaumu compared to 59% overall) and the management of graffiti on public buildings (60% compared to 54% overall).

Paraparaumu's residents were however, less satisfied with the availability of community halls (39% satisfied in Paraparaumu compared to 47% overall) and the standard of public toilets (35% satisfied in Paraparaumu compared to 42% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Access to libraries	88	81
Standard of beach access ways	77	71
Standard of library services and book stocks	71	79
Council's work on dune restoration and planting	68	68
Effectiveness of kerbside recycling collection	64	84
Standard of beach signage	62	59
Managing graffiti on public buildings	60	72
Council's support for planting and restoration projects	60	63
General rubbish collection services	59	90
Removal of litter	53	84
Availability of community halls	39	44
Standard of cemetery environment	37	53
Standard of public toilets	35	78
Council's level of support for community groups	35	68
Council's support for business	19	63

There were several critical issues in Paraparaumu:

- General rubbish collection services (90% rated important, 59% satisfied).
- Effectiveness of kerbside recycling collection (84% rated important, 64% satisfied).
- Removal of litter (84% rated important, 53% satisfied).
- Standard of public toilets (78% rated important, 35% satisfied).
- Council's support for business (63% rated important, 19% satisfied).

One issue was on the mean of being an important issue and was not satisfied in Paraparaumu:

- Council's level of support for community groups (68% rated important, 35% satisfied).

Only one service fell in the low satisfaction - low importance quadrant in Paraparaumu:

- Availability of community halls (44% rated important, 39% satisfied).

Services that fell in the top left quadrant of high satisfaction and low importance were:

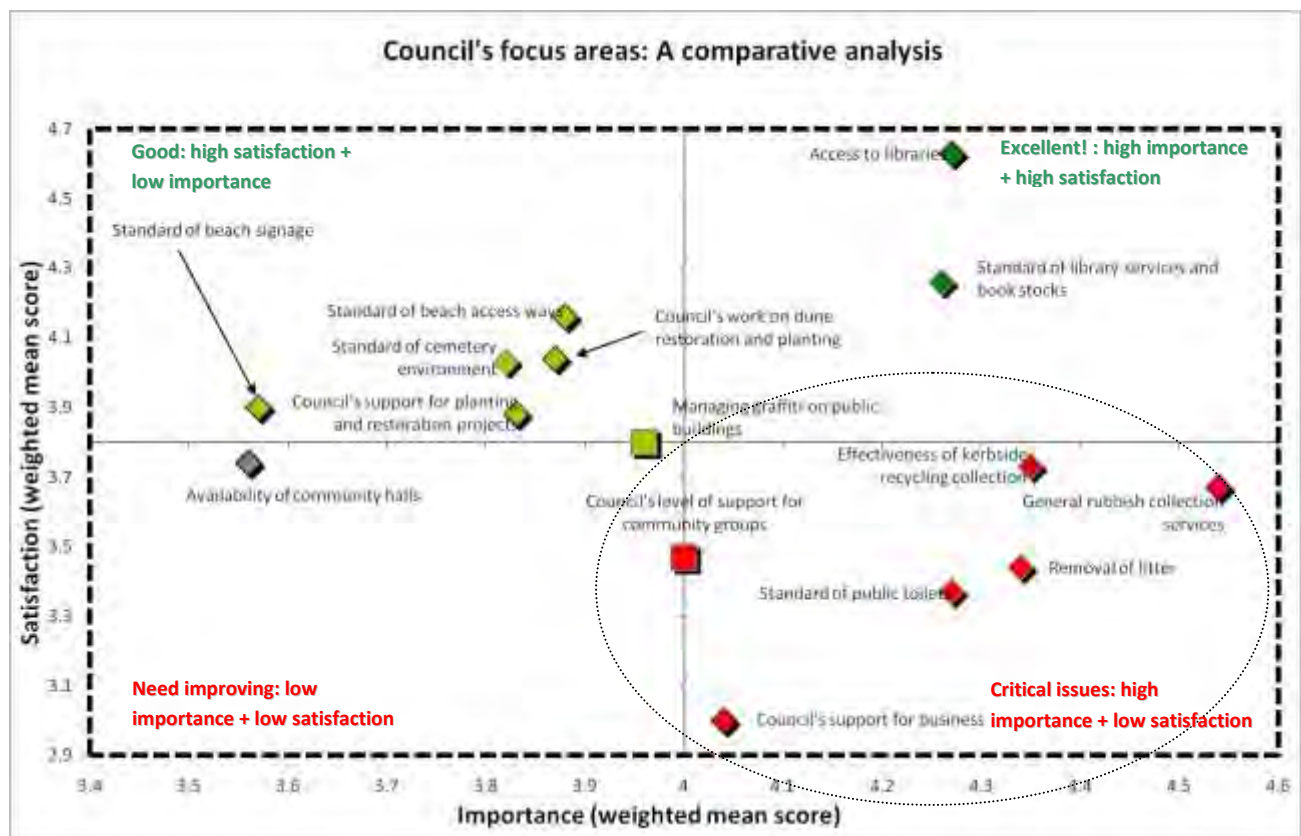
- Standard of beach access ways (71% rated important, 77% satisfied).
- Council's work on dune restoration and planting (68% rated important, 68% satisfied).
- Council's support for planting and restoration projects (63% rated important, 60% satisfied).
- Standard of beach signage (59% rated important, 62% satisfied).
- Standard of cemetery environment (53% rated important, 37% satisfied).

One issue was on the mean of being a satisfied issue and was close to being important to residents in Paraparaumu:

- Managing graffiti on public buildings (72% rated important, 60% satisfied).

Services that had high importance and satisfaction were:

- Access to libraries (81% rated important, 88% satisfied).
- Standard of library services and book stocks (79% rated important, 71% satisfied).



## 8.4 Paekakariki-Raumati South (n=87)

Satisfaction levels on availability of community halls (55% satisfied in Paekakariki-Raumati South compared to 47% overall) and Council's level of support for community groups (44% satisfied in Paekakariki-Raumati South compared to 37% overall) was higher than overall in Paekakariki-Raumati South.

Satisfaction was lower in Paekakariki-Raumati South than the overall average satisfaction with access to libraries (78% satisfied in Paekakariki-Raumati South compared to 86% overall) and the standard of library services and book stocks (66% satisfied in Paekakariki-Raumati South compared to 73% overall).

Council's support for planting and restoration projects was perceived as more important in this ward compared to overall (79% rated as important in Paekakariki-Raumati South compared to 69% overall) as was Council's support for business (74% rated as important in Paekakariki-Raumati South compared to 65% overall).

Standard of beach access ways was less important in Paekakariki-Raumati South compared to overall (62% rated as important in Paekakariki-Raumati South compared to 70% overall) as was the standard of beach signage (45% rated as important in Paekakariki-Raumati South compared to 53% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Access to libraries	78	80
Standard of beach access ways	66	62
Standard of library services and book stocks	66	87
Standard of beach signage	62	45
General rubbish collection services	62	90
Removal of litter	58	89
Council's support for planting and restoration projects	57	79
Effectiveness of kerbside recycling collection	57	88
Availability of community halls	55	52
Managing graffiti on public buildings	55	68
Council's work on dune restoration and planting	54	78
Standard of public toilets	45	80
Council's support for community groups	44	70
Standard of cemetery environment	30	55
Council's support for business	21	74



The majority of the issues tested in 2011 fell into the critical attention quadrant for Paekakariki-Raumati South:

- General rubbish collection services (90% rated important, 62% satisfied).
- Removal of litter (89% rated important, 58% satisfied).
- Effectiveness of kerbside recycling collection (88% rated important, 57% satisfied).
- Standard of public toilets (80% rated important, 45% satisfied).
- Council's work on dune restoration and planting (78% rated important, 54% satisfied).
- Council's support for business (74% rated important, 21% satisfied).
- Council's level of support for community groups (70% rated important, 44% satisfied).

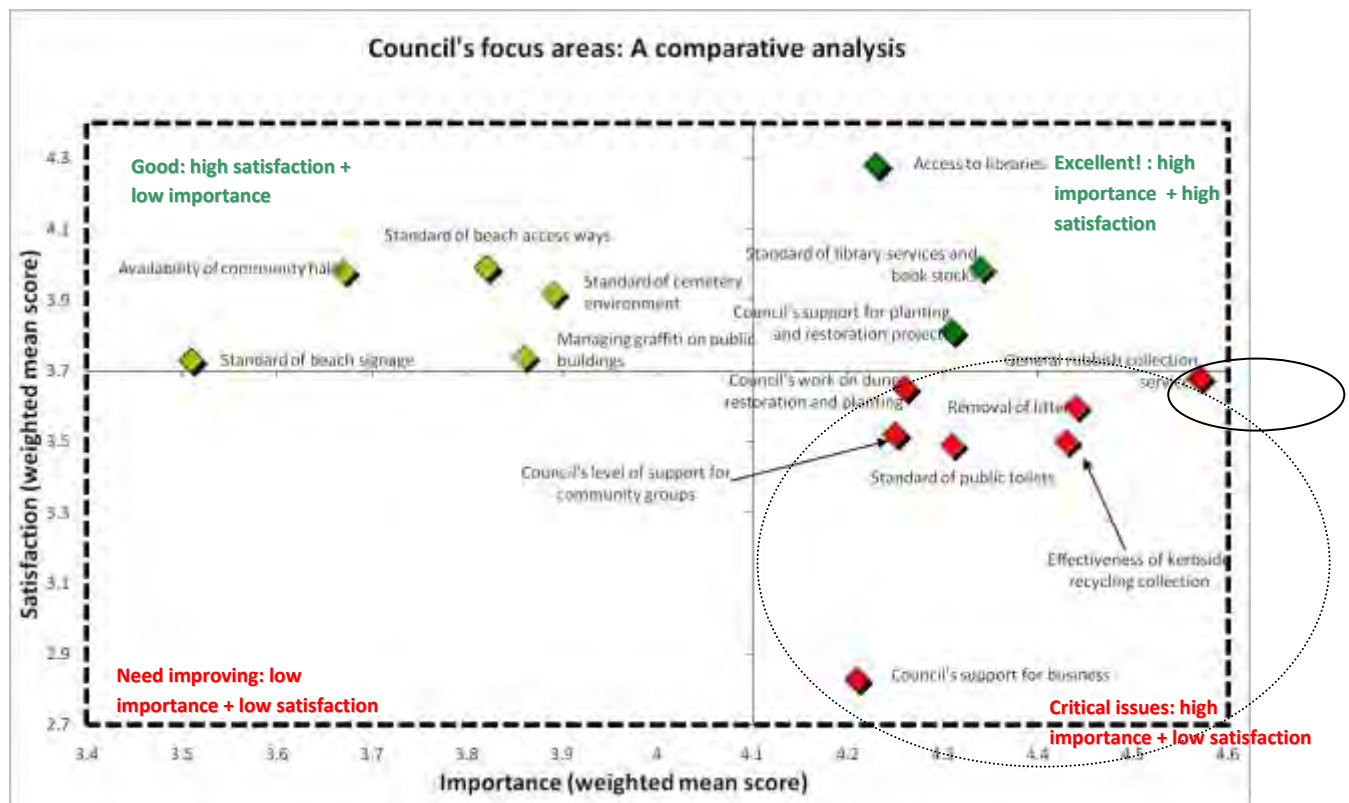
No services fell in the low satisfaction-low importance quadrant in Paekakariki-Raumati South.

A number of services fell in the top left quadrant of high satisfaction and low importance.

- Managing graffiti on public buildings (68% rated important, 55% satisfied).
- Standard of beach access ways (62% rated important, 66% satisfied).
- Standard of cemetery environment (55% rated important, 30% satisfied).
- Availability of community halls (52% rated important, 55% satisfied).
- Standard of beach signage (45% rated important, 62% satisfied).

Services that had high importance and high satisfaction were:

- Standard of library services and book stocks (87% rated important, 66% satisfied).
- Access to libraries (80% rated important, 78% satisfied).
- Council's support for planting and restoration projects (79% rated important, 57% satisfied).



## 9. Appendix 1: Methodology

### 9.1 Target audience and sample

A telephone survey methodology was used to make sure that a representative sample was selected. A total sample size of n=400 was surveyed across the four wards of Otaki, Waikanae, Paraparaumu and Paekakariki-Raumati. Eligible respondents were residents of the Kapiti Coast (across the four wards) and aged over 18 years. Fieldwork was conducted from 13<sup>th</sup> to 16<sup>th</sup> June 2011.

The sample sizes and the margins of error are mentioned below:

SAMPLE SIZE AND CONFIDENCE LEVELS		
KAPITI COAST DISTRICT	SAMPLE SIZE	MARGIN OF ERROR (at 95% confidence level)
Otaki	68	+11.77%
Waikanae	95	+9.94%
Paraparaumu	150	+7.92%
Paekakariki-Raumati South	87	+10.38%
<b>TOTAL</b>	<b>400</b>	<b>+4.85%</b>

Differences by age and wards have been pointed out in the report. Comments have not been provided on the Māori sample due to the small sample size (n=40).

It needs to be noted that some tables will not add to 100% due to rounding.

### 9.2 Sample demographics

A breakdown of all the respondents across various demographics who participated in this survey in 2011 is shown below. In order to ensure that the sample is representative of the Kapiti Coast, it has been weighted by age, gender, wards and Māori population.

SAMPLE INFORMATION/ DEMOGRAPHICS - WEIGHTED	
	%
<b>Sex</b>	
Male	46
Female	54
<b>Age</b>	
18-39	27
40-64	43
65 plus	30

Base: All respondents (n=400)



## SAMPLE INFORMATION/ DEMOGRAPHICS - WEIGHTED

	%
<b>District</b>	
Waikanae	24
Otaki	17
Paraparaumu	37
Paekakariki-Raumati South	22
<b>Home ownership</b>	
I am renting and looking to buy	6
I am renting and not looking to buy	11
I own my home freehold	44
I own my home with a mortgage	36
I live at home with parents	1
Other	1
Refused	1
<b>Dependent children</b>	
Yes	34
No	66
<b>Household income</b>	
\$20,000 or less	7
\$20,001-30,000	12
\$30,001-40,000	9
\$40,001-50,000	7
\$50,001-70,000	14
\$70,001-100,000	13
More than \$100,000	20
Refused	18
<b>Personal income</b>	
Less than \$15,000	10
\$15,001-25,000	19
\$25,001-30,000	8
\$30,001-40,000	8
\$40,001-50,000	7
\$50,001-70,000	8
More than \$70,000	15
Income was nil/ or made a loss	3
Refused	22
<b>Ethnicity</b>	
Māori	10
Non- Māori	90
Base: All respondents (n=400)	

## 9.3 Analysis

The satisfaction measure in conjunction with the importance measure helped to isolate the issues that required more focus from the Council.

The 5 point scale ratings for each of the satisfaction and the importance questions were attributed a number. A mean or average score was calculated to show, at an overall level, how satisfied and how important residents think each service is. In this case, the scales were reversed to calculate the mean score, i.e. 1 which meant very satisfied was given a weight of 5 while 5 which meant very dissatisfied was given a weight of 1.

These mean scores were plotted against each other to arrive at the critical focus areas for the Council. The higher the mean score, the more important or more satisfied respondents were towards that service. The quadrants were formed by the intersection of the average satisfaction and the average importance score.

It should be noted that the mean ratings for importance ranged from 3.0 to 5.0 while that for satisfaction was between 2.7 and 4.0. On a relative scale, individuals are usually inclined to rate higher on importance and lower on satisfaction.

The four quadrants that were formed can be explained as follows:

### ■ Bottom right quadrant (High Importance - Low Satisfaction)

Critical attention needs to be given to the attributes in this quadrant because these services are rated lower on satisfaction but have high levels of importance attached to them. All services in this quadrant have satisfaction ratings below average and importance ratings above average.

### ■ Bottom left quadrant (Low Importance - Low Satisfaction)

Some services are in need of somewhat less critical attention because even though the respondents have a lower satisfaction on these services, these are also less important to them. The services in this quadrant have satisfaction ratings below the average, but are also rated lower than average on importance.

### ■ Top left quadrant (Low Importance - High Satisfaction)

To better resource the critical services, consideration could be given to re-allocating resources from services in this quadrant as they have high level of satisfaction, but is rated lower on importance.

### ■ Top right quadrant (High Importance - High Satisfaction)

This is the quadrant that the Council should aspire most of its services to be in because it means it is providing services that residents say are important to them and satisfied with. The Council should continue its emphasis on the services belonging to this quadrant.