



Resident Opinion Survey Report

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1. Introduction

1.1 Background

The Kapiti Coast District Council (the Council) had requested UMR Research 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 last 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 4th to 10th October 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 October 2011 (previously listed as 2012 in the June 2011 report).

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

A full outline of the methodology is provided Appendix 1.

1.4 Overview of report structure

The structure of the report is explained below:

Section 2: Executive Summary	
Section 3: Appropriateness of services	<ul style="list-style-type: none"> • In this section, we have shown how Kapiti Coast residents view the overall appropriateness of the services provided by the Council.
Section 4: Overall performance	<ul style="list-style-type: none"> • 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.
Section 5: Detailed findings	<ul style="list-style-type: none"> • 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.
Section 6: Cycling	<ul style="list-style-type: none"> • In this section, information is provided on whether respondents cycle, which is their preferred route and why and whether they use the Council's off-road cycleways for walking.
Section 7: Public Places By-law	<ul style="list-style-type: none"> • Perceptions of Kapiti Coast residents on three Public Places By-laws are highlighted here. The three By-laws focused on are: <ul style="list-style-type: none"> - Only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations. - Making sure trees and shrubs do not create hazards in public places, for example, overhanging footpaths, and requiring owners to cut them back. - Limiting skateboarding in key public places like town centres so the skateboarders do not annoy the public.
Section 8: Performance: Findings by wards	<ul style="list-style-type: none"> • In this section, differences by wards are pointed out along with the critical action areas in each area.

2. Executive summary

Compared to previous studies, the residents of Kapiti Coast were less satisfied overall with the services selected to be tested in October 2011.

Kapiti Coast residents were most satisfied with these services:

- Active recreation, for example sports fields, walkways and swimming pools (59% total satisfied).
- Council's support for arts and culture (50% total satisfied).
- Council's work on restoring natural environments like streams, dunes, wetlands, river corridors and bush areas (50% total satisfied).
- Removal of litter (47% total satisfied).

However, they were least satisfied with:

- Housing for older persons (20% total satisfied, 43% unsure).
- The Council's food health and safety programmes (24% total satisfied, 45% unsure).
- Council's support for groups involved in health and wellbeing (25% total satisfied, 32% unsure).
- Level of Council's support for older persons (26% total satisfied, 30% unsure).
- Level of Council's support for youth (26% total satisfied, 27% unsure).
- Communication around Council meetings (27% total satisfied, 18% unsure).

Most of the above services had a high level of people unsure 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 two services, where residents' satisfaction was significantly lower than the importance placed on them:

- Level of Council support for youth (64% rated important, 26% satisfied).
- Level of Council support for older persons (70% rated important, 26% satisfied).

Half of all respondents from the Kapiti Coast reported that they or a member of their household cycled (52%). Of those, 44% preferred using all three cycle routes with 35% choosing their particular route because it was safer.

Equal numbers of respondents used the Council's off-road cycleways for walking (49%) as did not (49%).

Roughly half of all participants were satisfied with the 3 Public Places By-laws (Signs and Hoardings 44%, Trees and Shrubs 53% and Skateboarding 53%).

Over three-fifths of respondents thought that the Trees and Shrubs and Skateboarding By-laws were important (68% and 65% respectively) compared to only 47% who thought the Signs and Hoardings By-law was important.

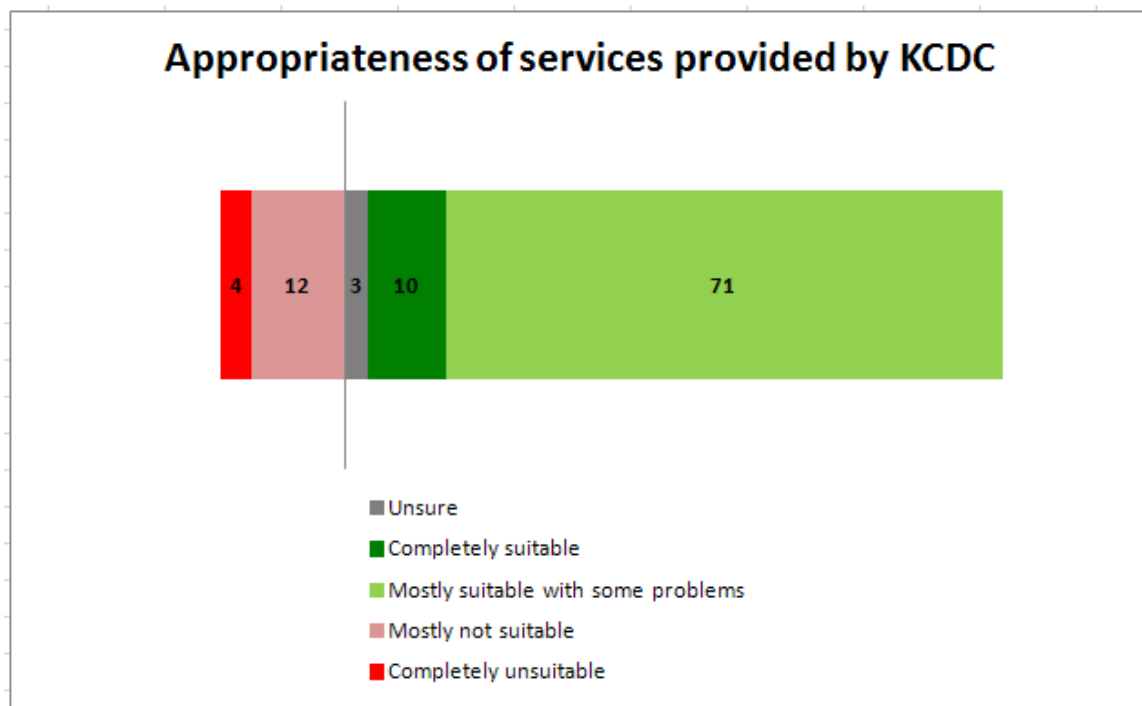
3. Appropriateness of services

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.

Survey participants were asked to rate how suitable they thought the services were on a four point scale. The participants selected whether 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 (81%) of the total respondents agreed that the services provided were suitable, although only 10% of the respondents mentioned that the services provided were completely suitable. The majority of the respondents, consisting of almost three quarters (71%) of survey participants mentioned that the services provided were mostly suitable with some problems.

Twelve percent of respondents mentioned that the services provided were mostly not suitable while only 4% mentioned that they were completely unsuitable. Three 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?

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.

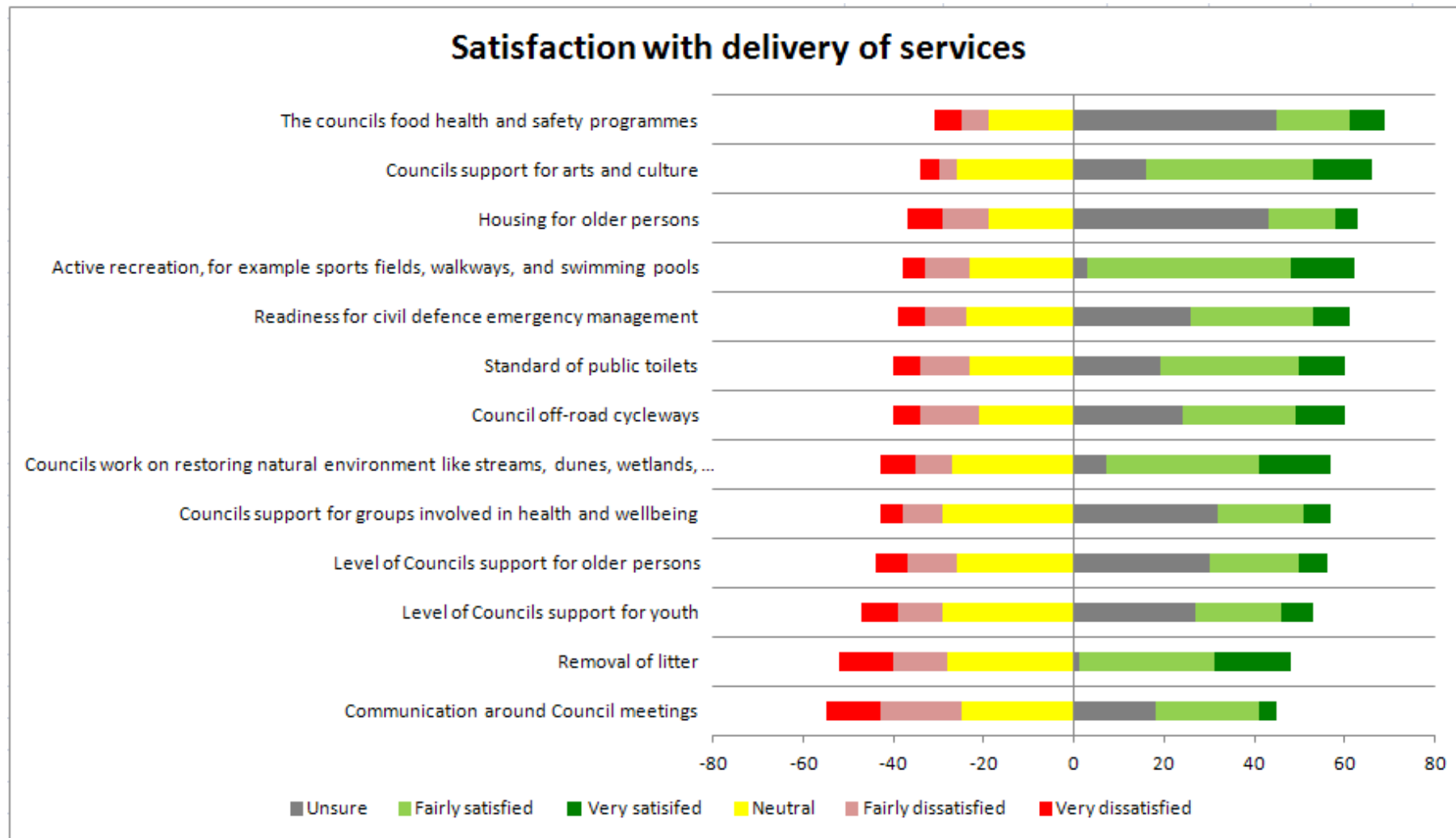
Kapiti Coast residents were largely satisfied with their active recreation, for example sports fields, walkways, and swimming pools (59% total satisfied).

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

- Council's work on restoring natural environments like streams, dunes, wetlands, river corridors and bush areas (50% total satisfied).
- Council's support for arts and culture (50% total satisfied).
- Removal of litter (47% total satisfied).
- Standard of public toilets (41% 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.

- Council off-road cycleways (36% total satisfied, 24% unsure).
- Readiness for civil defence emergency management (35% total satisfied, 26% unsure).
- Communication around Council meetings (27% total satisfied, 18% unsure).
- Level of Council's support for older persons (26% total satisfied, 30% unsure).
- Level of Council's support for youth (26% total satisfied, 27% unsure).
- Council's support for groups involved in health and wellbeing (25% total satisfied, 32% unsure).
- The Council's food health and safety programme (24% total satisfied, 45% unsure).
- Housing for older persons (20% total satisfied, 43% 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 the readiness for civil defence emergency management (84% mentioned as important with 57% rating very important) and removal of litter (81% mentioned as important with 45% rating very important).

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

- The Council's work on restoring natural environments like streams, dunes, wetlands, river corridors and bush areas (79% rated important with 41% rating very important).
- Active recreation, for example sports fields, walkways, and swimming pools (78% rated important with 37% rating very important).
- Standard of public toilets (72% rated important with 37% rating very important).

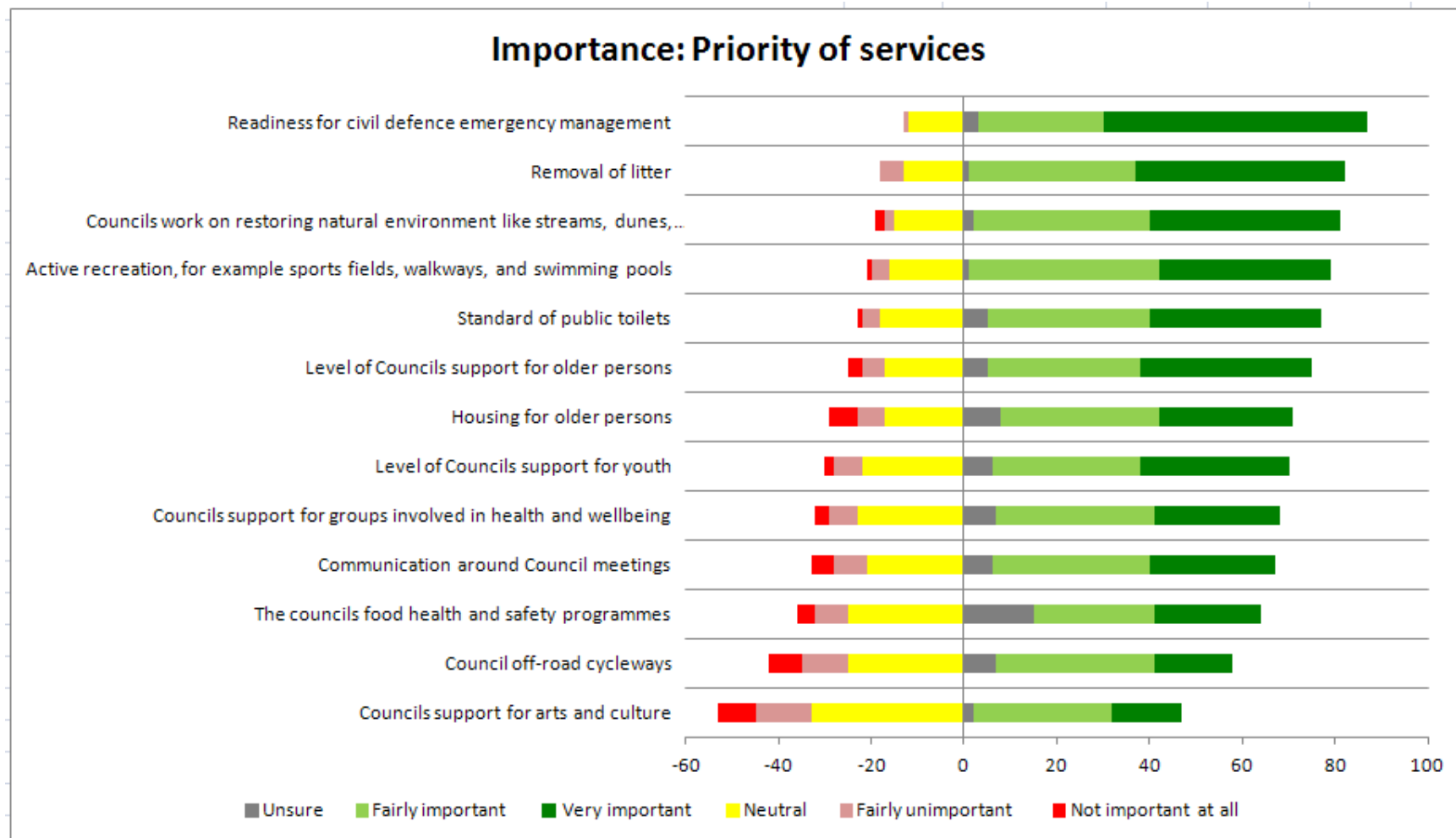
More than 60% of the respondents mentioned that the following areas were important (rated 1-2 on the scale) to them:

- Level of Council's support for older persons (70% rated important with 37% rating very important).
- Level of Council's support for youth (64% rated important with 32% rating very important).
- Housing for older persons (63% rated important with 29% rating very important).
- Communication around Council meetings (61% rated important with 27% rating very important).
- Council's support for groups involved in health and wellbeing (61% rated important with 27% rating very important).

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

- Council off-road cycleways (51% rated important with 17% rating very important).
- The Council's food health and safety programmes (49% rated important with 23% rating very important).
- Council's support for arts and culture (45% rated important with 15% rating very important).

A larger proportion of respondents were unsure about the importance of the Council's food health and safety programme (15%).



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 important (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 not important (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. The gridlines shown are the mean importance (3.90) and mean satisfaction (3.26) ratings of all the services together. A detailed explanation on how this analysis was done is given in Appendix 1. The satisfaction levels observed in this study are lower than those reported in the two previous surveys. Thus, the subsequent analysis refers to relatively higher satisfaction levels rather than high satisfaction levels.

■ 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. This quadrant represents the services that require the most attention. The following graph shows that two of the services tested in October 2011 had satisfaction ratings below the mean and importance ratings above the mean.

- Level of Council support for youth (64% rated important, 26% satisfied).
- Level of Council support for older persons (70% rated important, 26% 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 four services had satisfaction ratings below the average, but were also rated lower than average on importance.

- Communication around Council meetings (61% rated important, 27% satisfied)
- Housing for older persons (63% rated important, 20% satisfied; 43% unsure of their level of satisfaction).
- Council's support for groups involved in health and wellbeing (61% rated important, 25% satisfied; 32% unsure of their level of satisfaction).
- The Council's food health and safety programmes (49% rated important, 24% satisfied; 45% unsure of their level of satisfaction).

Several services had high percentages of respondents who were unsure (45% of respondents were unsure of their satisfaction with the Council's food health and safety programme, 43% were unsure of their satisfaction with housing for older persons and 32% were unsure of their satisfaction with Council's support for groups involved in health and wellbeing) which could indicate that rather than being unsatisfactory, these services are simply less well known.

■ Low Importance – Relatively Higher Satisfaction Levels

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.

- Council's off-road cycleways (51% rated important, 36% satisfied).
- Council's support for arts and culture (45% rated important, 50% satisfied).

Almost a quarter (24%) of residents said that they were unsure about how satisfied they were regarding the Council's off-road cycleways, therefore this low score may not mean that residents are unsatisfied, rather that they are unaware of this aspect of the Council's service.

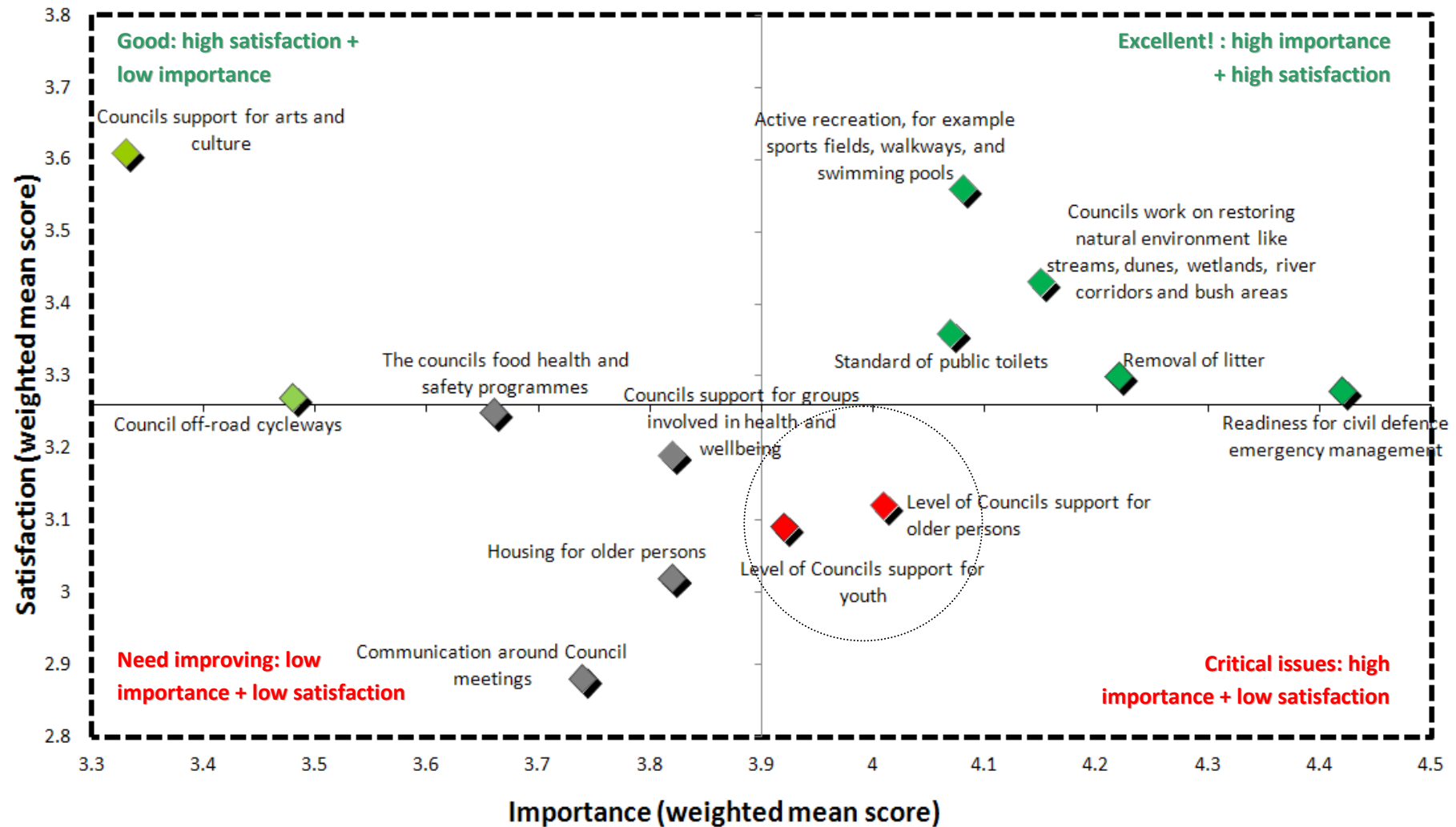
■ High Importance – Relatively Higher Satisfaction Levels

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 five services are featured in this quadrant:

- Readiness for civil defence emergency management (84% rated important, 35% satisfied).
- Removal of litter (81% rated important, 47% satisfied).
- Standard of public toilets (72% rated important, 41% satisfied).
- Council's work on restoring natural environments like streams, dunes, wetlands, river corridors and bush areas (79% rated important, 50% satisfied).
- Active recreation, for example sports fields, walkways and swimming pools (78% rated important, 59% satisfied).

Even though these services are in the high importance-high satisfaction quadrant, the overall satisfaction on most of these services is still under 50% showing that focus still needs to be on these areas.

Council's focus areas: A comparative analysis

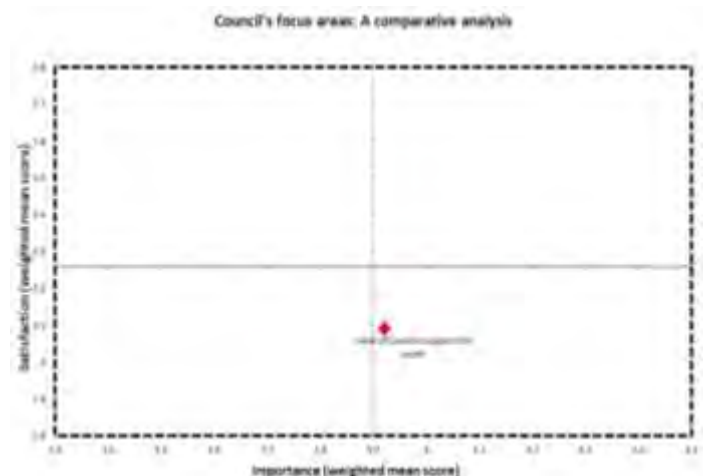


5. Detailed findings

LEVEL OF COUNCIL'S SUPPORT FOR YOUTH

Level of Council's support for youth 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 3.09), but placed high levels of importance (3.92) on this aspect.



This was one of the critical issues to be addressed with 32% of the respondents rating it as very important on the 5 point scale. Over half (64%) of the respondents rated the *level of Council's support for youth* to be important to them (rated 1-2 on the scale).

Twenty-one percent of respondents in Waikanae rated this service as very important compared to the average of 32%.

Satisfaction was low with only 26% of the respondents reporting that they were satisfied on this aspect. 29% of the respondents were neutral while 18% were dissatisfied with the *level of Council's support for youth* in Kapiti Coast.

Satisfaction was higher in Paekakariki-Raumati South (31% mentioning they were satisfied), somewhat lower in Otaki with 27% saying they were satisfied and lower still in Paraparaumu (26%) and Waikanae (20%).

Reasons for dissatisfaction:

Verbatim comments

Otaki

- They wander the street far too much. There is no place for youth, no facilities for them.
- Because we have problems and I don't see full support for them.

Waikanae

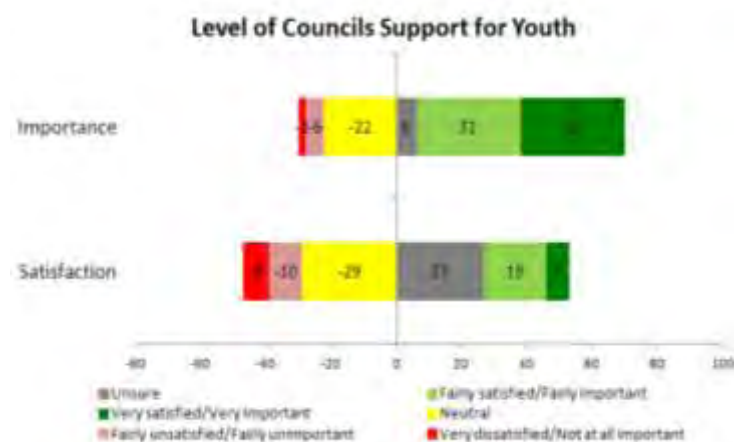
- Lack of activities for youth to do at their spare time.
- Unless you belong to a sports club, there is nothing.

Paraparaumu

- There's nothing for them to do. So they end up getting drunk and causing trouble. A community centre for the kids would be good.
- I just think there are kids on the roots. I think they should have something better to do. I also see a lot of graffiti around.

Paekakariki-Raumati

- I don't see anything happening here for the youth. There is not enough done here in Paekakariki.
- I hear a lot of youth say that there is not a lot to do.



LEVEL OF COUNCIL'S SUPPORT FOR OLDER PERSONS

Kapiti Coast residents attached a high degree of importance to the *level of council's support for older persons* and had below par satisfaction.

This aspect had an average importance score of 4.01 (higher than average) and an average satisfaction score of 3.12 (lower than average).

Reasons for dissatisfaction: Verbatim comments

Otaki

- Inadequate transport.
- No bus service facilities for older persons. It is difficult unless they have their own transport to get Paekakariki to Otaki.

Waikanae

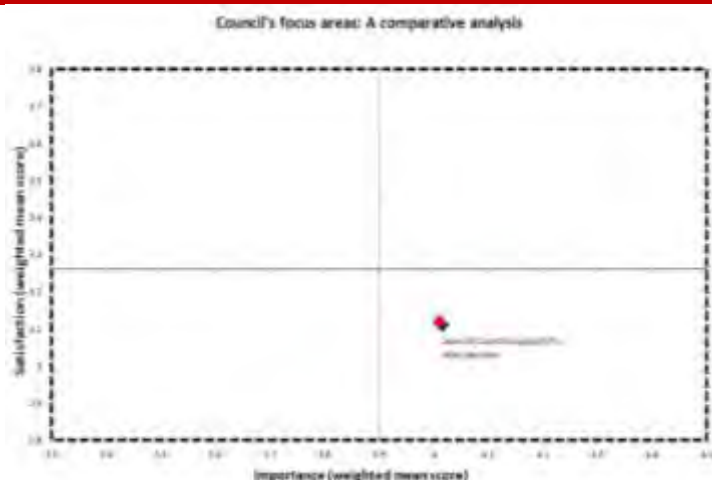
- Most events for older people. Transport to be improved.
- The increase in rates is a burden on old people.

Paraparaumu

- In the area that I live in there are a lot of elderly people who use the bus. So the access of public transport for elderly people is poor.
- There aren't a lot of facilities available for old people. The council buildings are not user friendly and the bus services are not routed to best serve the retired community.

Paekakariki-Raumati

- They don't have much input. And the council can't be bothered with them.
- Don't hear much about the councils support for older persons.

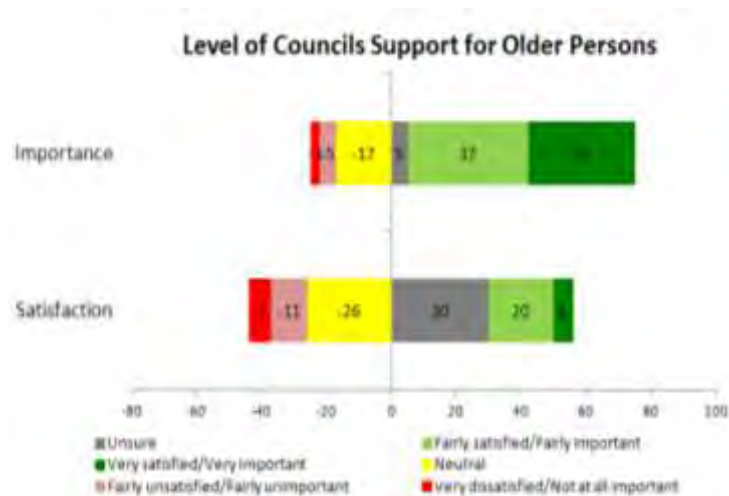


This was among the most critical issues that needed to be addressed with 37% of Kapiti Coast residents rating it as very important on the 1 to 5 scale. 70% of the respondents rated *level of council's support for older persons* to be important to them (rated 1-2 on the scale).

Satisfaction was very low with only 26% of the respondents reporting that they were satisfied with the *level of council's support for older persons* and 6% mentioned that they were very satisfied, 26% of the respondents were neutral while 30% were dissatisfied.

Satisfaction was lower in Otaki with only 20% of respondents being satisfied (rated 1-2 on the scale) compared to Paraparaumu (31% total satisfied).

Importance was higher in Otaki with 76% of respondents choosing 1-2 on the scale compared to Paekakariki-Raumati South (66% total importance).



COMMUNICATION AROUND COUNCIL MEETINGS

Satisfaction on *communication around council meetings*, when plotted, was one of the issues that had lower levels of importance among Kapiti Coast residents.

This service was in the bottom left quadrant. A lower than average importance score and a low satisfaction score indicated that this service did not need any critical attention immediately.

It had an average importance score of 3.74 and an average satisfaction score of 2.88.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- We do not know what they do and who are allowed to go and held. We do not know what they do and who are allowed to go for those meetings. They are held on work days when nobody can go.
- They don't give enough notification about the meetings.

Waikanae

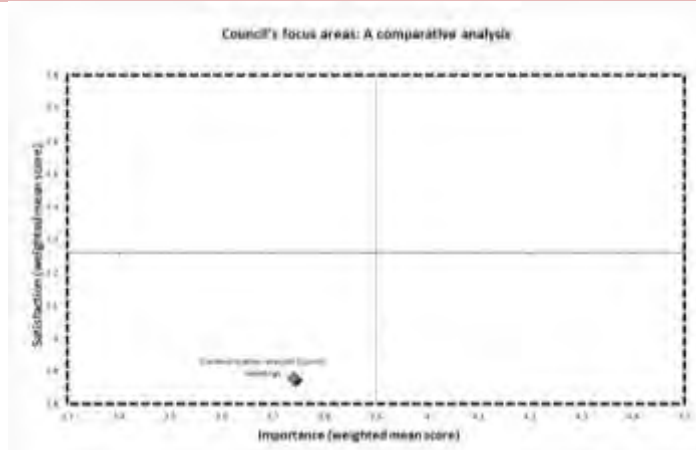
- They don't consult with the people; they don't quite understand that they were elected for the people and not for themselves.

Paraparaumu

- They have meetings but there is not any robust positions and leadership.
- We don't hear about things that have been finalised in council meetings.

Paekakariki-Raumati

- They don't seem to have the facility to include everyone and seem to have closed meetings.
- The lack of clarity. They don't seem to be strong decision making meetings.

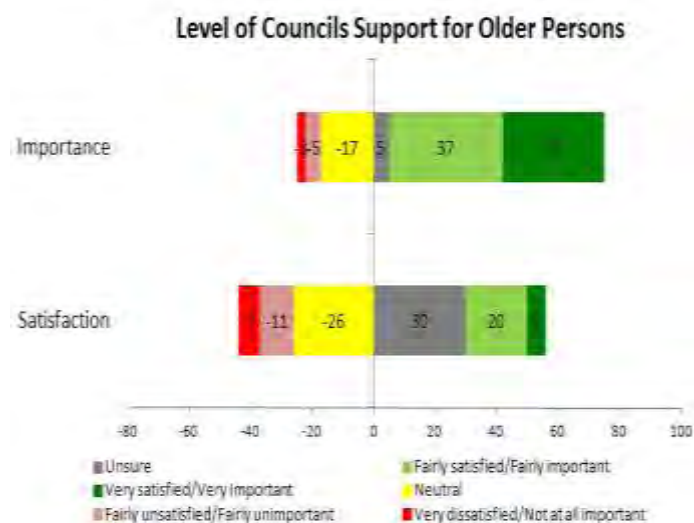


Sixty-one percent of the respondents rated the *communication around Council meetings* to be important to them (rated 1-2 on the scale). Out of them 27% of the respondents rated this aspect as very important.

In contrast, 27% 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 30% were dissatisfied with the *communication around Council meetings* in Kapiti Coast.

Satisfaction was lower among the 18-39 age group (20% total satisfied) compared to those in the 65 plus age group (35% satisfied).

Those personally earning \$30,000-\$40,000 per year were also more likely to be unsatisfied with this aspect (8% total satisfied).



HOUSING FOR OLDER PERSONS

The service *housing for older persons* was just under the mean importance score and below the mean satisfaction score placing it in the lower left quadrant. A large number of respondents were unsure about their satisfaction (43%) meaning the result could be due to a lack of knowledge about the service.

It had an average importance score of 3.82 and an average satisfaction score of 3.02.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- I don't think they should be in the business to provide it.

Waikanae

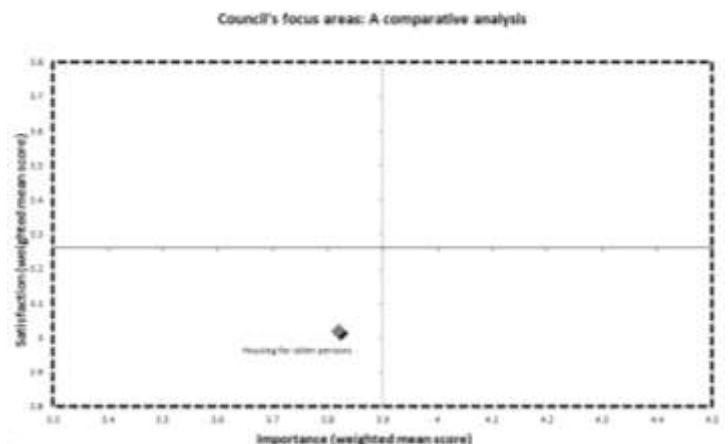
- Apart from the private sector, not enough information about the housing for older persons.
- I live in housing for old people where I have to pay for everything; the council provides very little. The Waikanae is mostly populated by older people and there is very little help for old people other than if the older people pay for themselves which is unaffordable for older people. There is very little help from the council.

Paraparaumu

- I don't think there is any.
- I know there are people who are handicapped and I have seen their house, the facilities are not good.
- It's not affordable; some people pay 70-80% of their income alone.

Paekakariki-Raumati

- I think they have very few. The only ones I know about are on one street and they are quite rundown. They might have more but I don't know about them.
- Not enough available.



Sixty-three percent of the respondents rated *housing for older persons* to be important to them (rated 1-2 on the scale). Out of them, 29% of the respondents rated this aspect as very important.

In contrast, only 20% of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 5% were very satisfied. 19% of the respondents were neutral while 18% were dissatisfied with the *housing for older persons* in Kapiti Coast.

Satisfaction was lower in Paekakariki-Raumati South (8% total satisfied) compared to Paraparaumu (28% total satisfied).

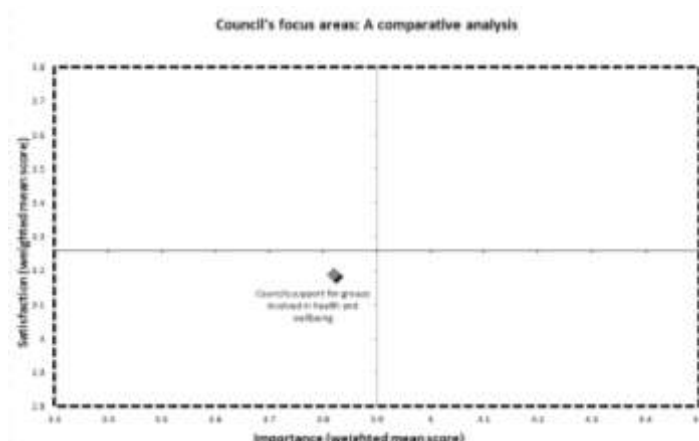


COUNCILS SUPPORT FOR GROUPS INVOLVED IN HEALTH AND WELLBEING

Satisfaction on *Council's support for groups involved in health and wellbeing*, when plotted, was one of the issues that had below average levels of importance among Kapiti Coast residents.

This service was near the centre of the diagram, just inside the bottom left quadrant. A slightly lower than average importance and 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

- I work on an ambulance and I have not seen much from the council to do with me or health in general.
- Never heard anything about any support.

Waikanae

- The disability group. Public transport for disabled needs to improve. Community has large older group. No response to my emails. The council not interested or the umbrella we come under.
- I did not know the council supported health. I thought the government did that.

Paraparaumu

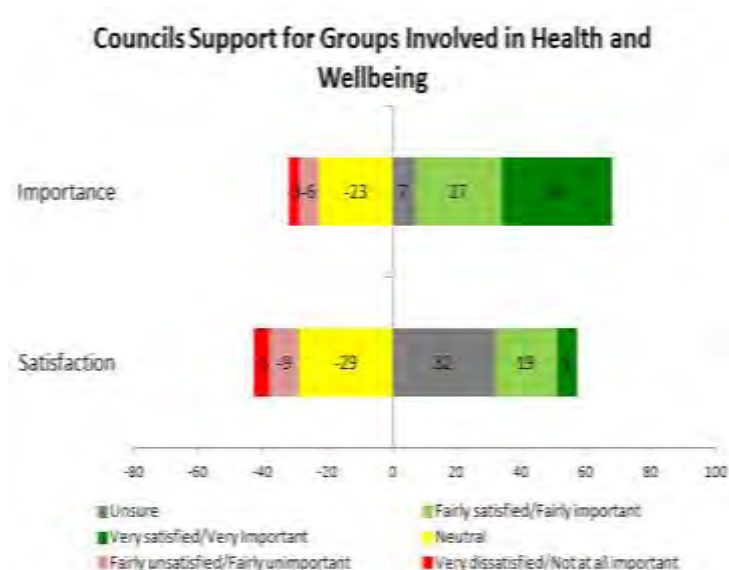
- Just cheaper houses for people, a free sexual clinic for 25 and over.
- They are not involved at all. I have never heard or read anywhere of a location they have got involved.

Paekakariki-Raumati

- I'm concerned with the cost of things and cutting down of services. Especially home health and cleaning.
- I think funding has dried up and the funding isn't there as it used to be.

Sixty-one percent of the respondents rated *Council's support for groups involved in health and wellbeing* to be important to them (rated 1-2 on the scale), with 27% rating this aspect as 1 (very important) and 34% rating it a 2.

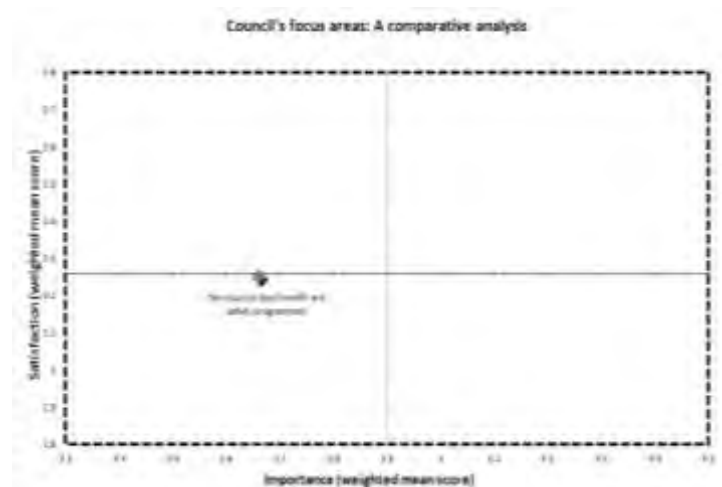
In contrast, only 25% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 6% were very satisfied. 29% of the respondents were neutral while 14% were dissatisfied with *Council's support for groups involved in health and wellbeing* in Kapiti Coast. Almost one-third (32%) were unsure about their satisfaction levels with *Council's support for groups involved in health and wellbeing*.



THE COUNCILS FOOD HEALTH AND SAFETY PROGRAMMES

With almost half (45%) of residents saying they are unsure of their satisfaction with *the Council's food health and safety programme* and below average mentioning it as an important aspect of council's services, it would seem that this aspect is more unknown than unsatisfied.

The Council's food health and safety programmes had an average importance score of 3.66 and an average satisfaction score of 3.25.



Reasons for dissatisfaction:

Verbatim comments

Otaki

- Because they are lacking in communication of such programmes. Would like more information about these services.
- They try to make money off people selling jams and stuff like that. Trying to stop people from selling homemade food on the ground that it was unhygienic.

Waikanae

- In their safety programme they should be supporting young children asking them what they want.
- More inspection required at food outlets.

Paraparaumu

- I don't see much happening.
- The tap water. I don't think its drinkable.

Paekakariki-Raumati

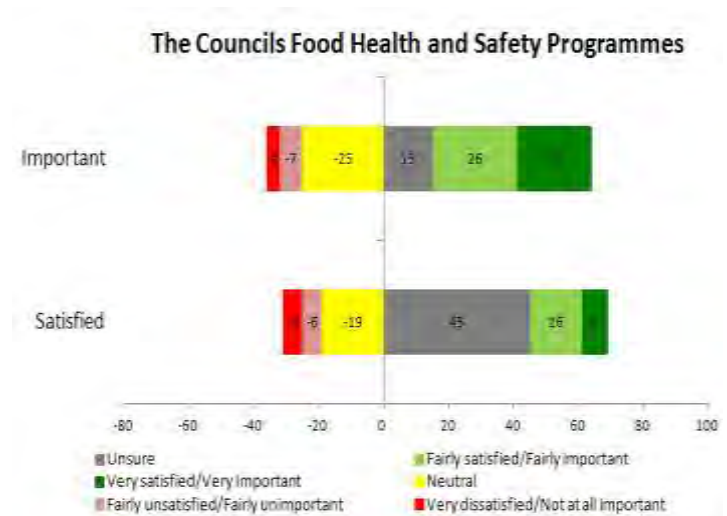
- I don't think it's top quality. A lot of information is missing.
- The difficulty for people working at the market. In getting a permit to sell their food. Also council food staff should deal with the people more. Rather than directing them to the websites.

Forty-nine percent of the respondents rated *the Council's food health and safety programmes* to be important to them (rated 1-2 on the scale).

Importance of the issue was lower among residents of Otaki (45% rated important).

Only 24% of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, only 8% were very satisfied. 19% of the respondents were neutral while 12% were dissatisfied with *the Council's food health and safety programmes* in Kapiti Coast.

Satisfaction was higher among males (27% total satisfied) compared to females (22% satisfied).



COUNCIL OFF-ROAD CYCLEWAYS

This service was in the borderline of the bottom left and top left quadrants. A lower than average importance score and 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 off-road cycleways*.

It had an average importance score of 3.48 and an average satisfaction score of 3.27.

Reasons for dissatisfaction: Verbatim comments

Otaki

- I am aware that the roads around here are very unsafe to cycle on. So if they had cycle ways it would be better for people.
- They don't tend to link up particularly well.
- They do not do enough for the development and encouragement to use the cycle ways.

Waikanae

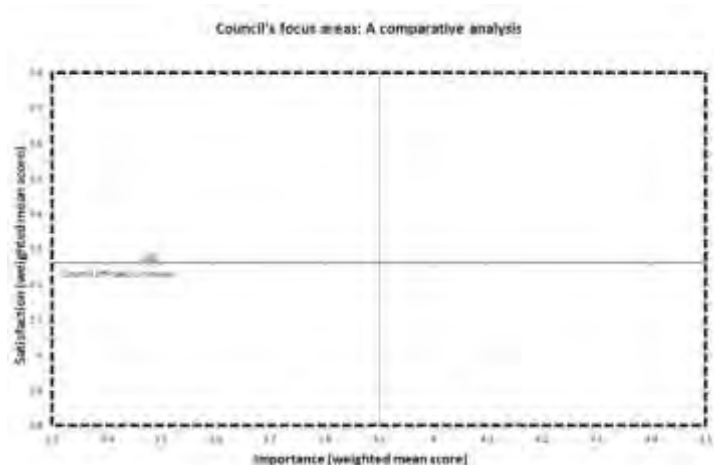
- I don't think there are enough of them.
- There isn't many at all. I do cycle around the area and I'm cycling quite close to the side of the road. I do believe there is only one long distance pass where I can only cycle which is on state high way one and I'm not satisfied.
- They need to take all the rubbish out of the roads.

Paraparaumu

- They just don't have very many off-road cycle ways.
- There are not enough of them. There is no signage for people to use cycle ways. There is no information for tourists.

Paekakariki-Raumati

- Where are they? I didn't know they had any.
- Stronger development of the cycle ways is required.
- The condition of the shoulder is atrocious, that is where they sweep the glass when there is a crash.



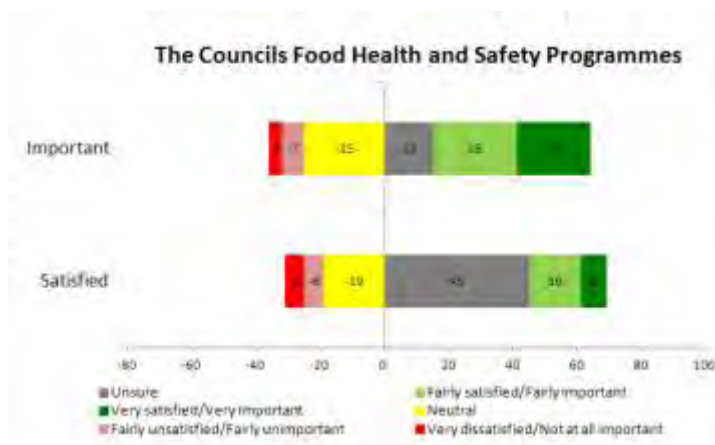
Fifty-one percent of the respondents rated *Council off-road cycleways* to be important to them (rated 1-2 on the scale). Out of them, 17% of the respondents rated this aspect as very important.

Importance of this issue was higher in Paekakariki-Raumati South (58% mentioned it as important) compared to Otaki (37% mentioned it as important).

However, close to a quarter (24%) of resident's reported that they are unsure of their satisfaction with *Council off-road cycleways*.

Thirty-six percent of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 11% were very satisfied. 21% of the respondents were neutral, while close to one in five (19%) were dissatisfied with the *Council off-road cycleways* in Kapiti Coast.

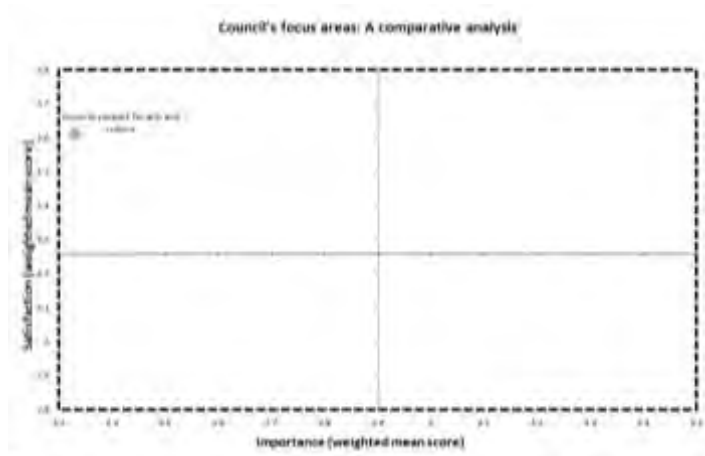
Satisfaction was higher in Waikanae (40% satisfied) and lower in Otaki (30% satisfied).



COUNCILS SUPPORT FOR ARTS AND CULTURE

When plotted, the *Council's support for arts and culture* was in the top left of the diagram. A lower than average importance score and a higher than average satisfaction score indicated that this service is not important to residents but it is being satisfied.

It had an average importance score of 3.33 and an average satisfaction score of 3.61.



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

Forty-five percent of the respondents rated the *Council's support for arts and culture* to be important to them (rated 1-2 on the scale). Out of them, only 15% of the respondents rated it as very important. A third (33%) of the respondents were neutral about their rating on importance.

Importance of this service was higher in Paekakariki-Raumati South (54% rated important) and was lower in Waikanae (39% rated important).

Half (50%) of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 13% were very satisfied. 26% of the respondents were neutral, while 8% were dissatisfied with the *Council's support for arts and culture* in Kapiti Coast.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- More likely to be supported in Paraparaumu.

Waikanae

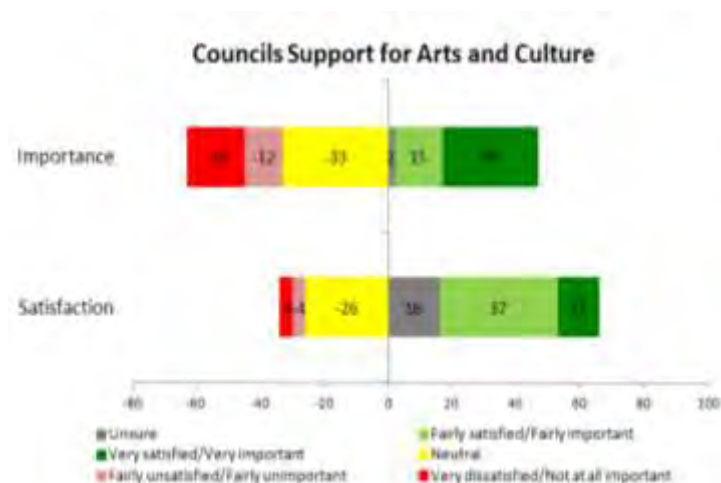
- They are paying too much money for that.

Paraparaumu

- I think they should advertise more of the activities going on in all areas.
- There is not much activity and honestly does not know.
- We seem to waste money on some things and completely ignore other things.

Paekakariki-Raumati

- There's only one small community funding and it's been that way for 15 years. The arts trail is only for visual artist, not any other artists; they should have a dedicated art website for the council.
- Spend too much money on these things, when we have bigger issues to worry about.



READINESS FOR CIVIL DEFENCE EMERGENCY MANAGEMENT

Readiness for civil defence emergency management was the service that respondents rated as the most important, possibly due to the recent earthquakes. With satisfaction just above average, this service is not critically important but could still be improved. Just over a quarter (26%) of residents said they are unsure of their satisfaction.

Readiness for civil defence emergency management had an average importance score of 4.42 and an average satisfaction score of 3.28.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- I am not aware of any arrangements by the council. We only what I have done personally for me and my wife.
- I don't think they are prepared as much as they should be.
- They have a team but it is not active. It's based in an office. In case of an emergency like a flood there is no-one trained on the ground.

Waikanae

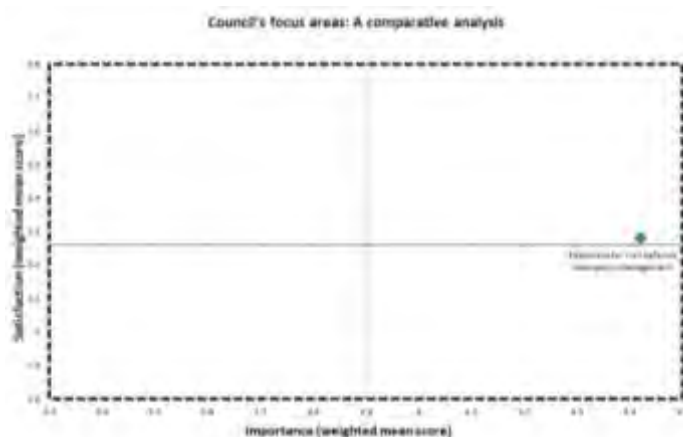
- Lack of communication.
- Tsunami area; don't know what procedures they have in place.

Paraparaumu

- The tsunami warning system. I don't believe it's adequate I don't believe there is enough publicity around civil defence for older people.
- I think there is very little information about what people should do in an emergency, where they should go to. There is no knowledge as to what needs to be done in an emergency. There is a lack of effective communication in that area.

Paekakariki-Raumati

- I have no idea about them.
- They should do more public drills and inform people more.

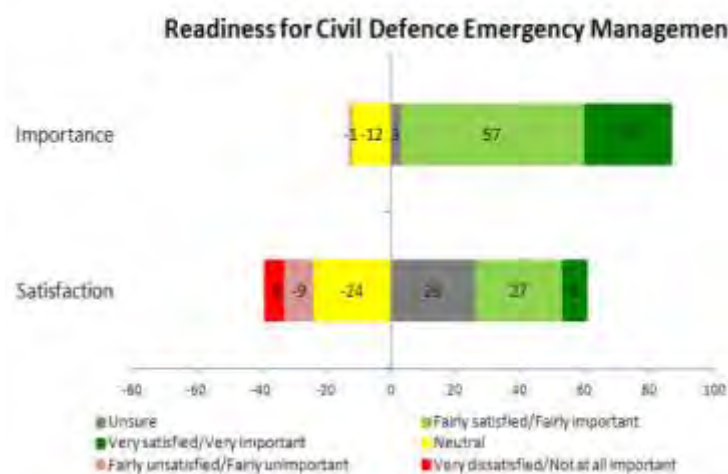


Almost a quarter (24%) of the Kapiti Coast residents said that they were neutral about their satisfaction of the *readiness for civil defence emergency management* and many were unsure (26%) how to rate their satisfaction.

Eight-four percent of the respondents rated the *readiness for civil defence emergency management* to be important to them (rated 1-2 on the scale) giving this service the lowest importance rating. 57% of the respondents rated this as very important (rated 1).

Respondents in the Otaki area were less satisfied (29%) than respondents in the Paekakariki-Raumati South area (40%).

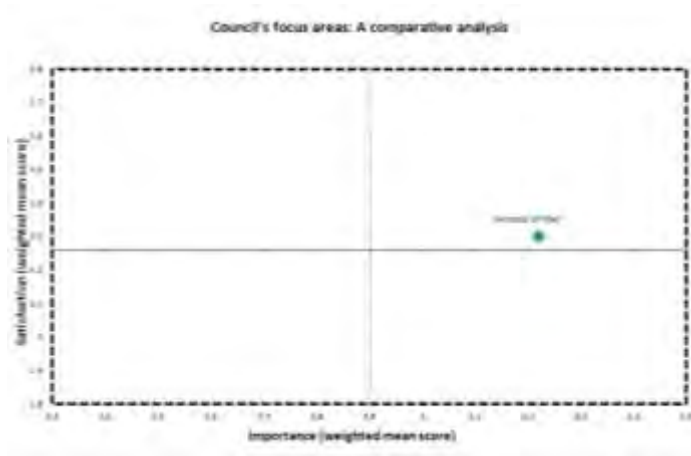
Thirty-five percent of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Fifteen percent were dissatisfied with the *readiness for civil defence emergency management* in Kapiti Coast.



REMOVAL OF LITTER

When plotted, *removal of litter* had higher than average importance and just over average satisfaction. This places it in the top right quadrant meaning it is not critical, but the Council should still aspire to improve this service.

Removal of litter had an average importance score of 4.42 and an average satisfaction score of 3.30.



Reasons for dissatisfaction:

Verbatim comments

Otaki

- I see half the rubbish flying around, blown in the street in my drive way.
- They don't actually remove any litter. They only recycle glass and paper they don't recycle steel.
- We don't get any rubbish removal and we have to pay for it.

Waikanae

- Failure to sweep road gutters regularly to remove fallen leaves. Failure to collect rubbish bins in public places in the weekends when they are most used and overflow.
- The manner in which they leave rubbish behind when they remove the bins. They totally disregard people and throw the bins on the footpaths in people's ways or in drive ways.

Paraparaumu

- The amount of rubbish that the rubbish men leave on the road on rubbish day. It's like the council doesn't care anymore.
- We have to pay extra for taking away the rubbish bags.
- Recycling outside, I put my stuff and do everything correctly and they don't take my rubbish.

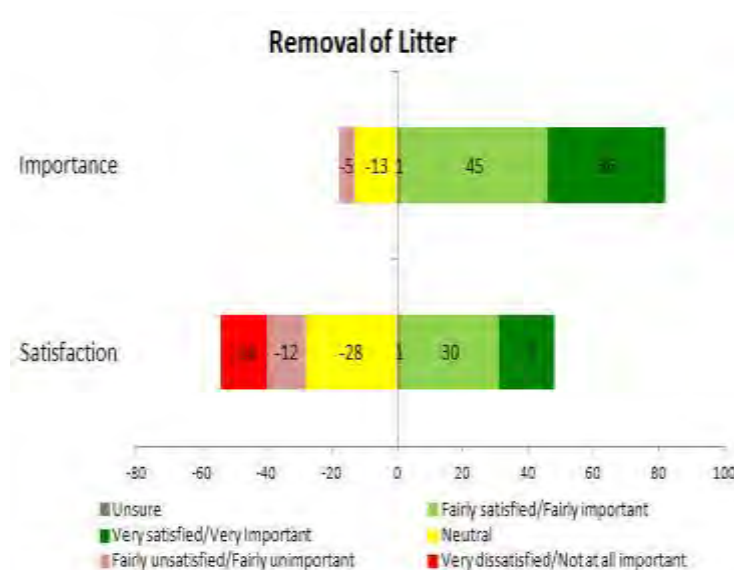
Paekakariki-Raumati

- The beaches are disgusting. And so are most of the parks. The skateboard area is disgusting it isn't good at all. There are a lot of full bins. I don't think they are emptied enough.

Eighty-one percent of the respondents rated the *removal of litter* to be important to them (rated 1-2 on the scale) while almost half (45%) rated the service as very important. Only 1% of participants were unsure of the importance of this service.

Overall, almost half of the respondents were satisfied (47%), 17% were very satisfied. 28% of the respondents were neutral while almost a quarter (24%) was dissatisfied with the *removal of litter* in Kapiti Coast. Only 1% of respondents were unsure of their satisfaction of this service.

Satisfaction was higher amongst males (53% total satisfied), compared to females (43% total satisfied).

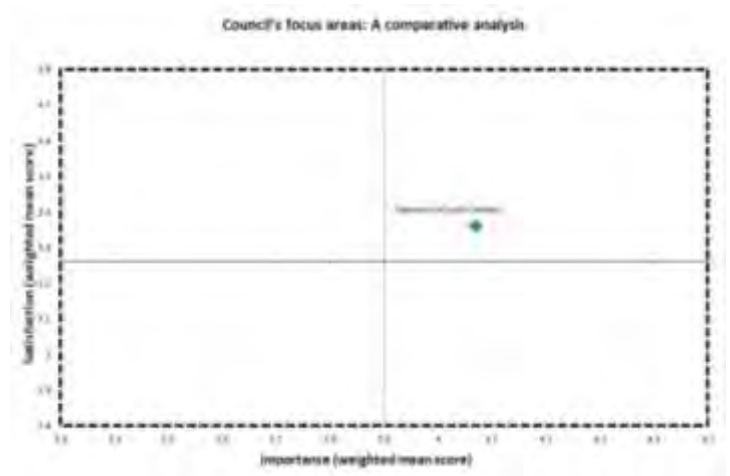


STANDARD OF PUBLIC TOILETS

Standard of public toilets is one of the services that were placed in the top right quadrant. Both the importance and satisfaction rating were above average.

Almost a fifth of respondents (19%) were unsure about their satisfaction of this service.

It has an average importance score of 4.07 and an average satisfaction score of 3.36.



Reasons for dissatisfaction:

Verbatim comments

Otaki

- Cleanliness. Stock such as toilet paper.
- Not sufficient amounts of them.
- They are old and disgusting.
- They are unclean.

Waikanae

- It's the Paraparaumu beach toilets that are gross.
- Don't use them because they don't seem clean and pleasing.
- They could be a lot better and cleaner because they smelly and disgusting.

Paraparaumu

- They are quite dirty.
- There are not a lot of public toilets and facilities around.
- Low standard of maintenance regarding hygiene.

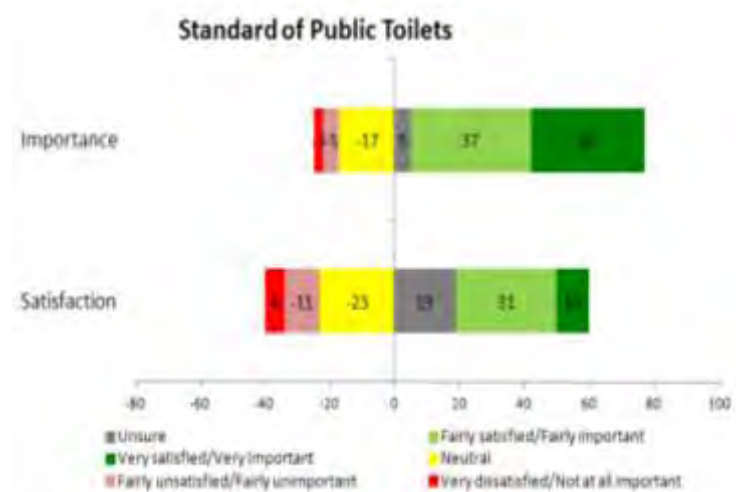
Paekakariki-Raumati

- The ones down at the Raumati beach and the swimming pools and marina gardens need a refresh and tidy up and need to be cleaned up more regularly.
- They aren't clean enough.

Seventy-two percent of the respondents rated the *standard of public toilets* service to be important to them (rated 1-2 on the scale). Out of them, about one in three (37%) rated this aspect as very important.

Forty-one percent of the respondents reported that they were satisfied (rated 1-2 on the scale) with this aspect. Out of them, 10% were very satisfied. Twenty-three percent of the respondents were neutral while almost a fifth (17%) of respondents were dissatisfied with the *standard of public toilets* in Kapiti Coast.

Satisfaction was higher in the Otaki area (49% total satisfied), and Paraparaumu (45% total satisfied) compared to Waikanae (41% total satisfied) and Paekakariki-Raumati South (33% total satisfied).



COUNCIL'S WORK ON RESTORING NATURAL ENVIRONMENTS

Council's work on restoring natural environments was placed in the top right quadrant, with above average satisfaction and importance.

Council's work on restoring natural environments had an average importance score of 4.15 and an average satisfaction score of 3.43.



Reasons for dissatisfaction: Verbatim comments

Otaki

- No plan for management of any of the ecosystems or environmentally sensitive areas.
- They are not doing very much. Only other groups are doing.
- Those areas are always last on the list when they should be first.

Waikanae

- Unhappy with the fact that they are putting four lane express ways in the middle of our coast community.
- A lot is done by volunteers, not much tie up between volunteers. Beaches are not satisfactory.
- They could do a lot more, they haven't.

Paraparaumu

- Water problem up here and they're not doing anything about it. Restrictions on water usage are poor, e.g. Flushing toilets.
- It kind of revolves around the whole idea of putting the new motorway. They're going to destroy the Waikanae River.

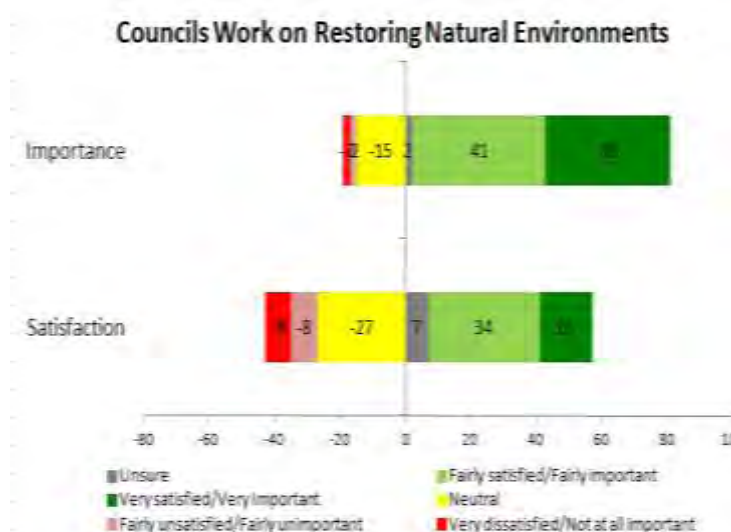
Paekakariki-Raumati

- The streams mainly. At least a dozen of streams or parts of the streams are overgrown and fill of weeds. There are many people in the community doing work that the council should take care of.

Seventy-nine percent of the respondents rated the *Council's work on restoring natural environments* to be important to them (rated 1-2 on the scale). Out of these 41% of the respondents rated this aspect as very important.

Half (50%) of the respondents reported that they were satisfied (rated 1-2 on the scale) on this aspect. Out of them, 16% were very satisfied. Twenty-seven percent of the respondents were neutral while 16% were dissatisfied with the *Council's work on restoring natural environments* in Kapiti Coast. Only 7% of the respondents were unsure about their rating on satisfaction.

More respondents in the Paekakariki-Raumati South area (84%) rated this service as being important than respondents in the Otaki area (80%).



ACTIVE RECREATION

The service *active recreation* was placed in the top right quadrant of the diagram with above average importance and high satisfaction.

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 4.08 and an average satisfaction score of 3.56.

Reasons for dissatisfaction:

Verbatim comments

Otaki

- Otaki swimming pool needs some work. Walkways around Otaki River need work.
- Because it has only been upgraded, they don't look after it as well as other areas.

Waikanae

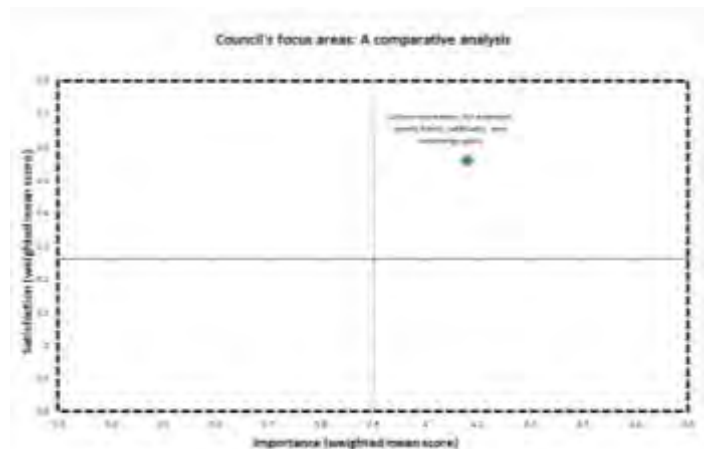
- Just swimming pools. I go swimming in the summer - they are building a pool at Raumati. Waikanae pool is very old and can be very grubby. Otaki though is ok.
- There is too much emphasis on swimming pools that we don't need.

Paraparaumu

- Well the swimming pool we have is ridiculous. Inadequate swimming pool. The council rely on the sports club to do a lot of work on the sports ground.
- The facilities. They don't provide parking. We had no netball courts during the beginning of the season. The pools are very old and crap and maintained well and it's not good enough.

Paekakariki-Raumati

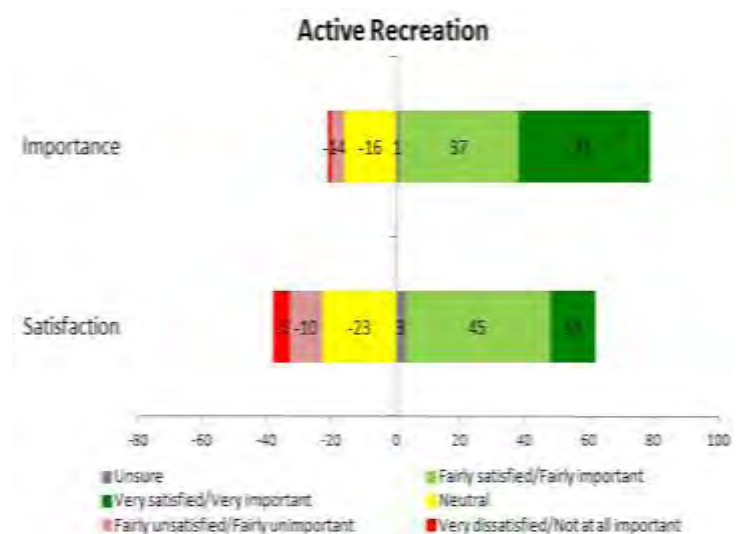
- I think the pools are old and crummy.



Seventy-eight percent of the respondents rated *active recreation* to be important to them (rated 1-2 on the scale). Just over a third (37%) 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, 14% were very satisfied, 23% of the respondents were neutral while 15% were dissatisfied with the *active recreation* in Kapiti Coast. Only 3% of the respondents were unsure about their rating on satisfaction.

Those living in both Paraparaumu and Paekakariki-Raumati South were more likely to be satisfied with this aspect than those living in Otaki or Waikanae (80% total satisfied compared to 71% and 76% respectively).



6. Cycling

6.1 Cycling Status

Residents of the Kapiti Coast were asked if they or any member of their family cycles. Over half (52%) of the respondents said that they did.

A higher percentage of residents in the Paekakariki-Raumati South region cycled (71%), followed by Waikanae (51%), Otaki (46%) and Paraparaumu (45%).

CYCLING STATUS	
<i>Do you or any member of your household cycle?</i>	
	%
Yes	52
No	48
Unsure	0
Base: All respondents (n=400)	

6.2 Preferred Route

If they responded yes to cycling, residents of the Kapiti Coast were asked which type of surface they preferred to cycle on.

Forty-three percent of the respondents said that they preferred to use all three routes while cycling, with 33% of the respondents saying that they preferred the road. Fifteen percent of the respondents said they preferred the Council off-road cycleways while 9% of the respondents said that they preferred to cycle on the footpath.

The highest percentage of residents from Waikanae, Paraparaumu and Paekakariki-Raumati South preferred to use all three (41%, 53%, 42% respectively), whereas the highest percentage of residents from Otaki preferred to use the road (41%).

PREFERRED ROUTE	
<i>Generally speaking, do you or the members of your household prefer to mainly use?</i>	
	%
All three	43
The road	33
Council off-road cycleways	15
The footpath	9
Base: Respondents and/or their household who cycles (n=209)	

6.3 Reason for Preferred Route

The residents that responded yes to the cycling question were then asked the reason why they chose that particular route as their preferred one.

Thirty-five percent of the respondents said that they preferred to use their route because it was safer, with 24% of the respondents saying that it was more convenient. Twenty-two percent of the respondents said they had no choice while 7% of the respondents said that it was more enjoyable. Five percent replied that it's less busy/quieter while 1% was unsure.

The highest percentage of residents from Otaki, Paraparaumu and Paekakariki-Raumati South preferred to use the route because it's safer (35%, 35%, and 40% respectively), whereas the highest percentage of residents from Waikanae preferred the route because it's more convenient and they have no choice (both 30%).

REASON FOR PREFERRED ROUTE	
<i>Can you tell me why you, or they, have that preference?</i>	
	%
It's safer	35
It's more convenient	24
I have no choice	22
It's more enjoyable	7
It's less busy/quieter	5
It's quicker	3
Unsure	1
Other	3
Base: Respondents and/or their household who cycles (n=209)	

6.4 Use of Off-Road Cycleways for Walking

All residents were asked whether they use the Council's off-road cycleways for walking. Equal numbers of respondents answered yes and no (49%). Two percent of the respondents were unsure.

Sixty-three percent of respondents from Waikanae use the Councils off-road cycleways to walk on compared to only 29% of respondents from Otaki. Roughly half of respondents from Paraparaumu and Paekakariki-Raumati South used the cycleways for walking (43% and 59% respectively).

USE OF OFF-ROAD CYCLEWAYS FOR WALKING	
<i>Do you use the Councils off-road cycleway to walk on?</i>	
	%
Yes	49
No	49
Unsure	2
Base: All respondents (n=400).	

7. Public Places By-Law

7.1 Satisfaction with Public Places By-Law

Kapiti Coast residents were asked to state their satisfaction on the following statements about the Public Places By-law. They rated each statement using a 1-5 scale where 1 meant very satisfied, and 5 meant very dissatisfied.

The ratings on all three of the statements were similar with the majority of the respondents reporting that they were satisfied (1 + 2) or giving a neutral rating:

- Only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations (44% total satisfied, 30% neutral).
- Making sure trees and shrubs do not create hazards in public places, for example, overhanging footpaths, and requiring owners to cut them back (53% total satisfied, 25% neutral).
- Limiting skateboarding in key public places like town centres so the skateboarders do not annoy the public (53% total satisfied, 22% neutral).

The percentage of respondents who were unsure ranged from 13% (signs and hoardings) to 7% (trees and shrubs) and 6% (skateboarding).

A higher proportion of residents in Paraparaumu (50%) were satisfied with only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations compared to those in Otaki (29%).

SATISFACTION WITH PUBLIC PLACES BY-LAW

The Council administers a number of by-laws to regulate activities. One of these is the Public Places By-law. Just as you did previously, can you rate this By-law using a 1-5 scale where, 1 means – very satisfied, and 5 means - very dissatisfied for regulating the following activities?. If you do not know enough to give a rating just say so.

	1 Very satisfied %	2 %	TOTAL 1 + 2 %	3 %	4 %	5 Very dissatisfied %	TOTAL 4 + 5 %	Unsure %
Only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations.	16	28	44	30	8	5	13	13
Making sure trees and shrubs do not create hazards in public places, for example, overhanging footpaths, and requiring owners to cut them back.	21	32	53	25	9	6	15	7
Limiting skateboarding in key public places like town centres so the skateboarders do not annoy the public.	26	27	53	22	10	9	19	6

Base: All respondents (n=400)

7.2 Importance of Public Places By-Law

Kapiti Coast residents were then asked to state how important they thought each of the three Public Place By-laws were. They rated each statement using a 1-5 scale where 1 meant very important, and 5 meant not important at all.

Most of the Kapiti Coast residents thought all of the By-laws were important or remained neutral to them. The ratings on two of the three statements were similar with significantly more than half of the residents agreeing that they were important:

- Making sure trees and shrubs do not create hazards in public places, for example, overhanging footpaths, and requiring owners to cut them back (68% thought the statement was important, 23% neutral).
- Limiting skateboarding in key public places like town centres so the skateboarders do not annoy the public (65% thought the statement was important, 18% neutral).

Just under half of the respondents thought that only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations was important (47% thought the statement was important, 30% neutral).

The percentage of respondents who were unsure was between 1% and 5% for the Public Places By-laws.

The percentage of residents who thought that the making sure trees and shrubs do not create hazards in public places By-law was not important was a lot higher in Otaki (14%) than it was in Waikanae (3%).

Females consistently rated the three Public Places By-laws as more important than males did:

- Only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations (Females 49%, Males 44%).
- Making sure trees and shrubs do not create hazards in public places, for example, overhanging footpaths, and requiring owners to cut them back (Females 75%, Males 61%).
- Limiting skateboarding in key public places like town centres so the skateboarders do not annoy the public (Females 70%, Males 60%).

IMPORTANCE OF PUBLIC PLACES BY-LAW

Now, we want to find out how much importance you place on the Public Places By-law to regulate those activities. Using a 1-5 scale where 1 means – very important and 5 means – not important at all, how important is this By-law for regulating these activities? If you do not know enough to give a rating just say so.

	1 Strongly agree %	2 %	TOTAL 1 + 2 %	3 %	4 %	5 Strongly disagree %	TOTAL 4 + 5 %	Unsure %
Only allowing signs and hoardings in certain places so they do not annoy the public and taking them down from unauthorised locations.	18	29	47	30	11	7	18	5
Making sure trees and shrubs do not create hazards in public places, for example, overhanging footpaths, and requiring owners to cut them back.	34	34	68	23	7	1	8	1
Limiting skateboarding in key public places like town centres so the skateboarders do not annoy the public.	39	26	65	18	9	6	15	2

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 public toilets (45% satisfied in Otaki compared to 41% overall).
- Level of Council's support for youth (27% satisfied in Otaki compared to 26% overall).

Satisfaction levels were somewhat lower on the effectiveness of Council's support for arts and culture (36% satisfied in Otaki compared to 50% overall), the Council's food health and safety programme (17% satisfied in Otaki compared to 24% overall), the readiness for civil defence emergency management (29% satisfied in Otaki compared to 35% overall), Council's work on restoring natural environments (44% satisfied in Otaki compared to 50% overall), the Council's support for older persons (20% satisfied in Otaki compared to 26% overall) and the Council off-road cycleways (30% satisfied in Otaki compared to 36% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Active recreation, for example sports fields, walkways, and	59	71
Standard of public toilets	45	67
Removal of litter	45	78
Councils work on restoring natural environment like streets	44	70
Councils support for arts and culture	36	45
Council off-road cycleways	30	37
Readiness for civil defence emergency management	29	82
Levels of Councils support for youth	27	60
Communication around Council meetings	24	61
Councils support for groups involved in health and wellbeing	20	63
Levels of Councils support for older persons	20	76
Housing for Older Persons	19	67
The Councils food health and safety programmes	17	45

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

- Level of Council's support for older people (76% rated important, 20% satisfied).
- Housing for older persons (67% rated important, 19% satisfied).
- Council's support for groups involved in health and wellbeing (63% rated important, 20% satisfied).
- Level of Council's support for youth (60% rated important, 27% satisfied).

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

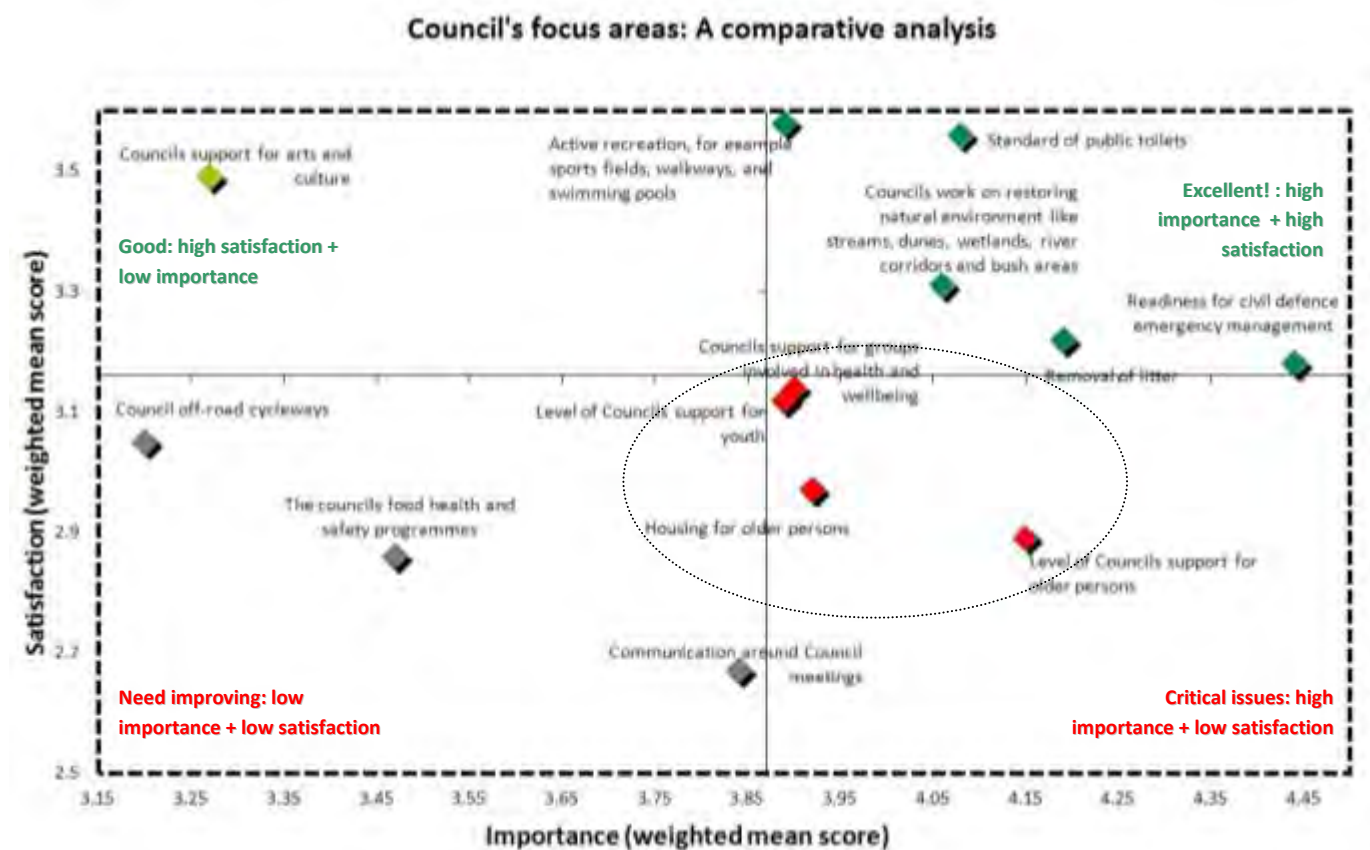
- Communication around Council meetings (61% rated important, 24% satisfied).
- The Council's food health and safety programmes (45% rated important, 17% satisfied).
- Council off-road cycleways (37% rated important, 30% satisfied).

In Otaki, only one service fell in the top left quadrant of high satisfaction and low importance.

- Council's support for arts and culture (45% rated important, 36% satisfied).

A lot of services fell in the top right quadrant of high satisfaction and high importance in Otaki:

- Readiness for civil defence emergency management (82% rated important, 29% satisfied).
- Removal of litter (78% rated important, 45% satisfied).
- Standard of public toilets (67% rated important, 45% satisfied).
- Council's work on restoring natural environment like streams, dunes, wetlands, river corridors and bush areas (70% rated important, 44% satisfied).
- Active recreation (71% rated important, 59% satisfied).



8.2 Waikanae (n=95)

Compared to overall, satisfaction levels in Waikanae was higher on the standard of public toilets (49% satisfied in Waikanae compared to 41% overall) and Active recreation (64% in Waikanae compared to 59% overall). Waikanae residents were also more likely to be satisfied with the readiness for civil defence emergency management (39% in Waikanae compared to 35% overall) although these three services are still below standard when compared to the level of importance placed on these aspects.

Dissatisfaction on services were most prominent when looking at the Council's level of support for youth (20% Waikanae residents compared to 26% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Removal of litter	60	82
Active recreation, for example sports fields, walkways, and	60	76
Councils work on restoring natural environment like streets	54	76
Council off-road cycleways	52	53
Councils support for arts and culture	50	39
Standard of public toilets	49	76
Readiness for civil defence emergency management	39	84
Level of Councils support for older persons	30	70
Councils support for groups involved in health and wellbeing	27	57
The councils food health and safety programmes	26	48
Communication around Council meetings	26	56
Housing for older persons	22	61
Level of Councils support for youth	20	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:

- Readiness for civil defence emergency management (84% rated important, 39% satisfied).
- Removal of litter (82% rated important, 49% satisfied).
- Level of Council's support for older persons (70% rated important, 30% satisfied).

The majority of services fell in the low satisfaction - low importance quadrant in Waikanae:

- Housing for older persons (61% rated important, 22% satisfied).
- Level of Council's support for youth (60% rated important, 20% satisfied).
- Communication around Council meetings (56% rated important, 26% satisfied).
- Council's support for groups involved in health and wellbeing (57% rated important, 27% satisfied).
- Council off-road cycleways (53% rated important, 40% satisfied).

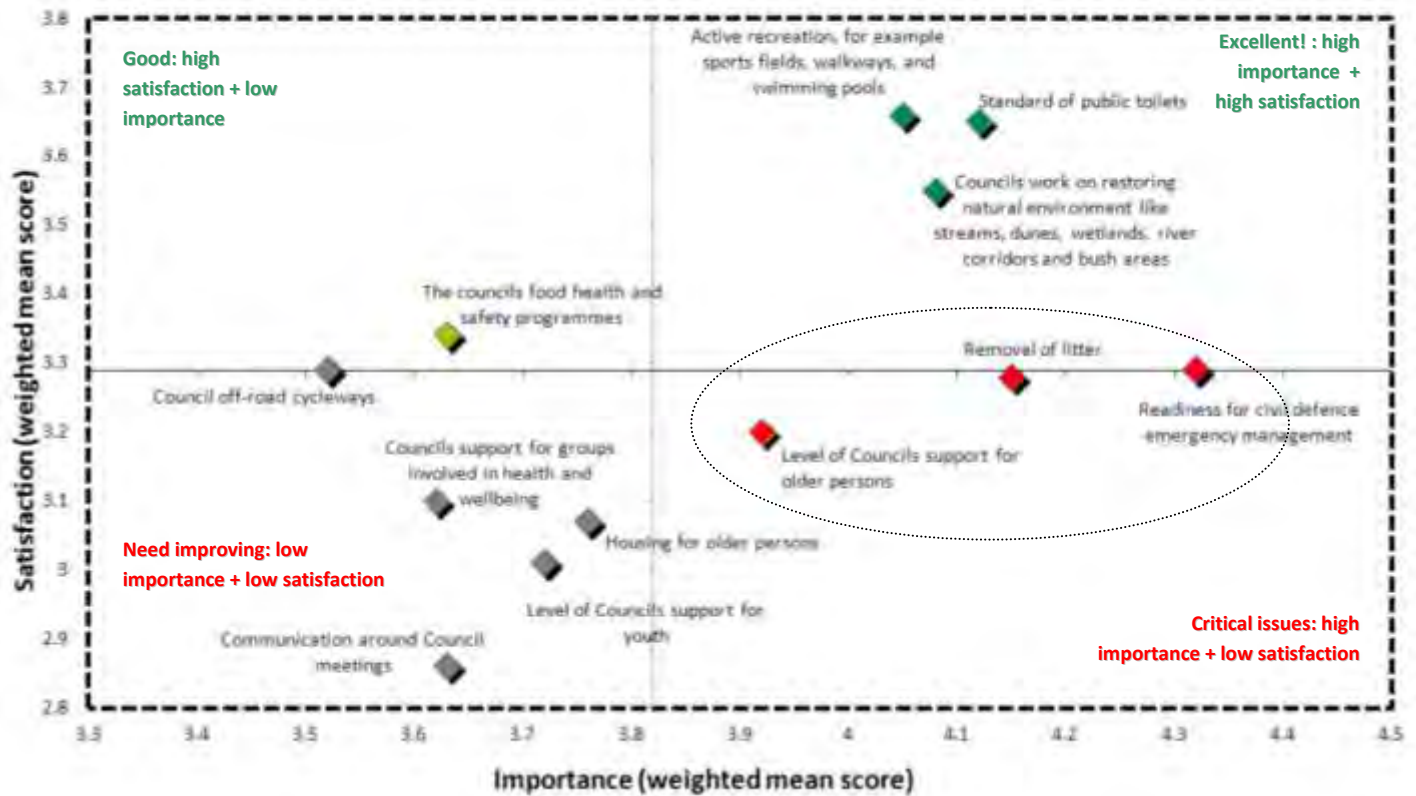
Only one service fell in the top left quadrant of high satisfaction and low importance.

- The Council's food health and safety programmes (48% rated important, 26% satisfied).

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

- Standard of public toilets (76% rated important, 49% satisfied).
- Council's work on restoring natural environments (76% rated important, 54% satisfied).
- Active recreation (76% rated important, 64% satisfied).

Council's focus areas: A comparative analysis



8.3 Paraparaumu (n=150)

Importance perceived by Paraparaumu residents were mostly in line with that seen at an overall level.

However, the satisfaction levels were higher for Housing for older persons (28% satisfied in Paraparaumu compared to 20% overall), the Council's food health and safety programmes (30% satisfied in Paraparaumu compared to 24% overall) and Level of Council's support for older persons (31% satisfied in Paraparaumu compared to 26% overall).

Satisfaction levels were lower on Standard of public toilets in Paraparaumu (33% satisfied in Paraparaumu compared to 41% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Active recreation, for example sports fields, walkways, and	56	80
Councils support for arts and culture	52	34
Councils work on restoring natural environment like stream	47	82
Removal of litter	45	84
Council off-road cycleways	36	53
Readiness for civil defence emergency management	33	83
Standard of public toilets	33	69
Level of Councils support for older persons	31	69
The councils food health and safety programmes	30	51
Communication around Council meetings	30	58
Housing for older persons	28	66
Councils support for groups involved in health and wellbeing	26	62
Level of Councils support for youth	26	67

There were several critical issues in Paraparaumu:

- Readiness for civil defence emergency management (83% rated important, 33% satisfied).
- Removal of litter (84% rated important, 45% satisfied).
- Level of Council's support for youth (67% rated important, 26% satisfied).
- Housing for older persons (66% rated important, 28% satisfied).
- Level of Council's support for older persons (69% rated important, 31% satisfied).

Three services fell in the low satisfaction - low importance quadrant in Paraparaumu:

- Council's support for groups involved in health and wellbeing (62% rated important, 26% satisfied).
- Standard of public toilets (69% rated important, 33% satisfied).
- Communication around council meetings (58% rated important, 30% satisfied).

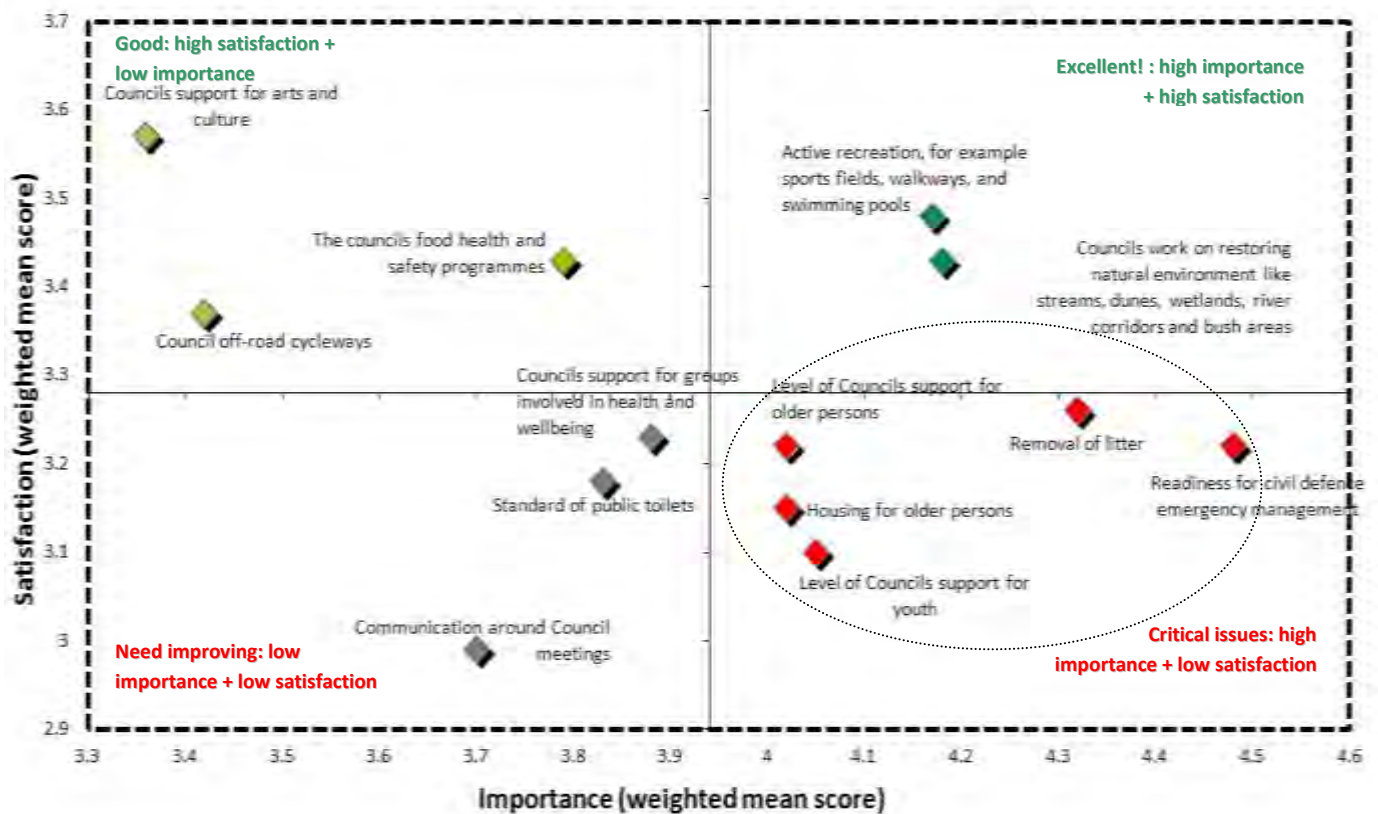
Services that fell in the top left quadrant of high satisfaction and low importance were:

- The Council's food health and safety programmes (51% rated important, 30% satisfied).
- Council off-road cycleways (53% rated important, 36% satisfied).
- Council's support for arts and culture (44% rated important, 52% satisfied).

Services that had high importance and satisfaction were:

- Councils work on restoring natural environments (82% rated important, 47% satisfied).
- Active recreation (80% rated important, 56% satisfied).

Council's focus areas: A comparative analysis



8.4 Paekakariki-Raumati South (n=87)

Satisfaction levels on Council's support for arts and culture (57% satisfied in Paekakariki-Raumati South compared to 50% overall) and Removal of litter (54% satisfied in Paekakariki-Raumati South compared to 47% overall) was higher than overall in Paekakariki-Raumati South.

Satisfaction was lower in Paekakariki-Raumati South than the overall average satisfaction with Housing for older persons (8% satisfied in Paekakariki-Raumati South compared to 20% overall) and the standard Council's food health and safety programmes (18% satisfied in Paekakariki-Raumati South compared to 24% overall).

Council's support for arts and culture was perceived as more important in this ward compared to overall (54% rated as important in Paekakariki-Raumati South compared to 45% overall) as was Council off-road cycleways (58% rated as important in Paekakariki-Raumati South compared to 51% overall).

Housing for older persons was less important in Paekakariki-Raumati South compared to overall (57% rated as important in Paekakariki-Raumati South compared to 63% overall).

Services evaluated	% Satisfied (rated 1-2)	% rated Important (rated 1-2)
Active recreation, for example sports fields, walkways, and	63	80
Councils support for arts and culture	57	54
Removal of litter	54	78
Councils work on restoring natural environment like streets	51	84
Standard of public toilets	44	75
Readiness for civil defence emergency management	40	85
Council off-road cycleways	37	58
Level of Councils support for youth	31	64
Councils support for groups involved in health and wellbeing	26	63
Communication around Council meetings	25	67
Level of Councils support for older persons	21	66
The councils food health and safety programmes	18	48
Housing for older persons	8	57

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

- Standard of public toilets (75% rated important, 44% satisfied).
- Level of Council's support for older persons (66% rated important, 21% satisfied).

Four services fell in the low satisfaction-low importance quadrant in Paekakariki-Raumati South.

- Level of Council's support for youth (64% rated important, 31% satisfied).
- Communication around Council meetings (67% rated important, 25% satisfied).
- Housing for older persons (57% rated important, 8% satisfied).
- The Council's food health and safety programmes (48% rated important, 18% satisfied).

Two services were on the border of mean satisfaction and had low importance.

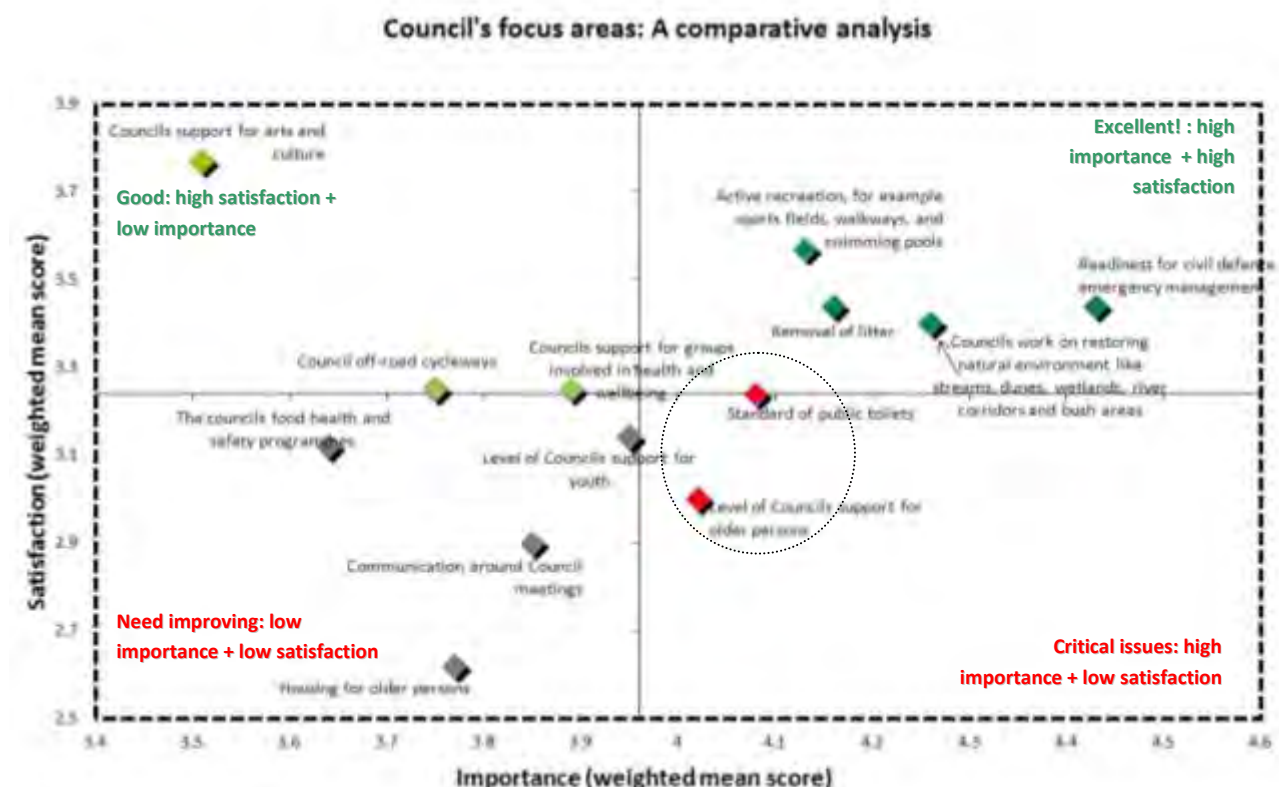
- Council's support for groups involved in health and wellbeing (63% rated important, 26% satisfied).
- Council off-road cycleways (58% rated important, 37% satisfied).

Only one service had high satisfaction and low importance.

- Council's support for arts and culture (54% rated important, 57% satisfied).

Services that had high importance and high satisfaction were:

- Readiness for civil defence emergency management (85% rated important, 40% satisfied).
- Council's work on restoring natural environments (84% rated important, 51% satisfied).
- Removal of litter (78% rated important, 54% satisfied).
- Active recreation (80% rated important, 63% 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 4th to 10^h October 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%
TOTAL	400	+4.85%

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 October 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	
	%
Sex	
Male	46
Female	54
Age	
18-39	27
40-64	43
65 plus	30

Base: All respondents (n=400)

SAMPLE INFORMATION/ DEMOGRAPHICS - WEIGHTED

	%
District	
Waikanae	24
Otaki	17
Paraparaumu	37
Paekakariki-Raumati South	22
Rate Payer	
Yes	82
No	16
Unsure	2
Home ownership	
I am renting and looking to buy	6
I am renting and not looking to buy	9
I own my home freehold	42
I own my home with a mortgage	37
I live at home with parents	3
Other	2
Refused	1
Dependent children	
Yes	32
No	67
Unsure	1
Household income	
\$20,000 or less	8
\$20,001-30,000	13
\$30,001-40,000	6
\$40,001-50,000	8
\$50,001-70,000	11
\$70,001-100,000	15
More than \$100,000	17
Refused	22
Personal income	
Less than \$15,000	11
\$15,001-25,000	14
\$25,001-30,000	8
\$30,001-40,000	8
\$40,001-50,000	8
\$50,001-70,000	11
More than \$70,000	15
Income was nil/ or made a loss	1
Refused	24
Ethnicity	
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 3.3 to 4.4 while that for satisfaction was between 2.9 and 3.6. 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 – Relatively Higher 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 – Relatively Higher 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.