

Annual Residents Survey 2013

Note: This report provides a summary of the findings of the Annual Residents Survey 2013. It has been compiled from selected information from the full report prepared by International Research Consultants Ltd. More detailed information is available in the full report. This is available from Council offices on request.

Introduction

The Whakatāne District Council Annual Residents Survey covers the community's views on a wide range of Council services and facilities. The survey is a valuable tool, providing insight into the performance of Council services and facilities from the community's point of view. The information captured by the survey is used alongside other data to inform the Council's performance frameworks. This lets us know what we are doing well and what areas we need to focus on for improvement in the future.

The survey also provides the Council with an opportunity to gain the community's views on specific projects and proposals. This can help the Council to determine a preferred approach or course of action often during the initial investigation stage or to help to reinforce whether or not we are on the right track. It does not remove or replace any requirements for direct community consultation on a project or proposal.

Methodology

The surveying follows a telephone interview format with the interviewing distributed across the wards of the District on a population pro rata basis. The interviews are conducted independently by DigiPoll, a leading CATI (computer aided telephone interviewing) company in New Zealand. Respondents were selected using DigiPoll's telephone sampling system developed specifically for New Zealand conditions which gives a random sample of the entire population that have telephones. Interviews were undertaken in June 2013. The response rate for the district wide survey was 46% with a total of 302 interviews completed.

Analysis and reporting was conducted on behalf of the Council by International Research Consultants (IRC). This Summarised report has been produced by the Whakatāne District Council based on analysis conducted by IRC.

Measurement Scales and Indexes

The Annual Residents Survey primarily presents findings as a CSI score. This essentially represents the average satisfaction score of respondents. The survey asks respondents to rank their level of satisfaction from 0-10, with 0 being very dissatisfied and 10 being very satisfied. If the average score provided by respondents was for example 7.7 then the score is 77 out of 100. This should not be mistaken for the proportion of respondents whom are satisfied, which is a common reporting style for customer satisfaction surveys.

Summary of findings

An overview of the results of the Whakatāne District Council Annual Residents' Survey 2013 are attached to this paper

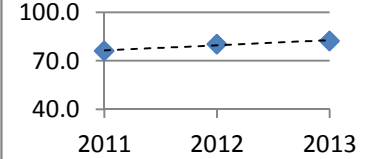
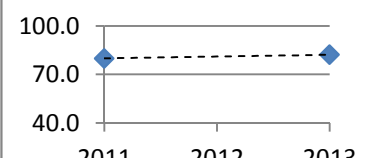
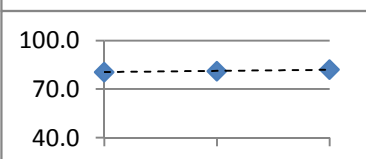
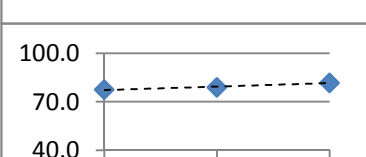
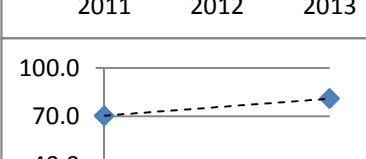
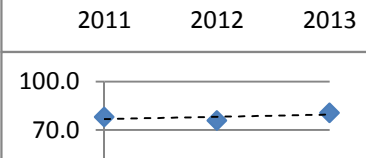
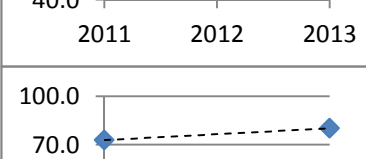
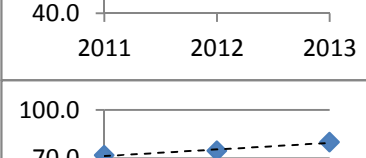
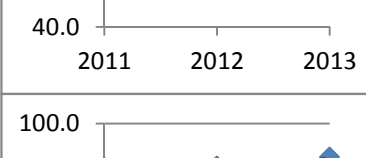
These results show a solid improvement in the community's perceptions of most Council services compared to the last available result (in most cases 2012, in some cases 2011). Of the 46 comparable questions for services and facilities, 41 have improved over the last available score, two results stayed the same and only three decreased. Six results were related to new questions that did not have a historical reference point for comparison. Performance is measured on a 100-point scale, where 0 = very dissatisfied and 100 = very satisfied.


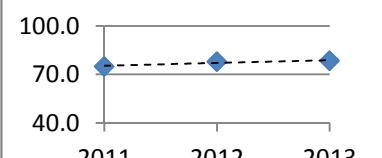
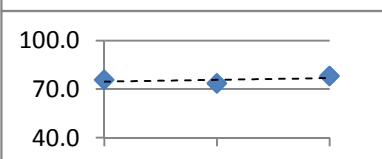
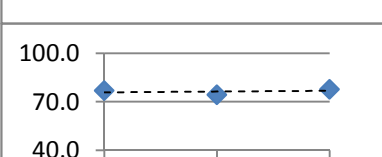
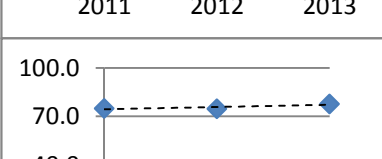

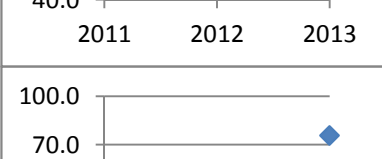
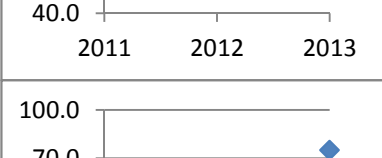
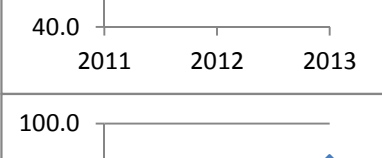
The highest performance rating (87) went to Te Kōputu – The Whakatāne Library and Exhibition Centre. Other activities showing satisfaction ratings of more than 80 included the water supply in Whakatāne (up 5.4 to 80.1); water supply reliability (86.1); overall satisfaction with wastewater services (up 10.6 to 81); kerbside greenwaste collections (up 3.2 to 86.9); residential refuse collections (up 4 to 86.8); cemeteries and crematorium (up 3.3 to 86.4) and harbour facilities in Whakatāne (up 2.1 to 82.3). Satisfaction with the Whakatāne District as a place to live also increased (up 2.6 to 86.5). The only area showing a significant decrease in satisfaction was street-lighting adequacy (down 3.0 to 66.8).

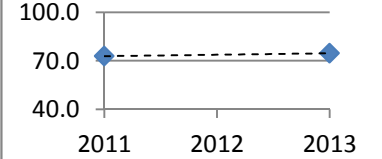
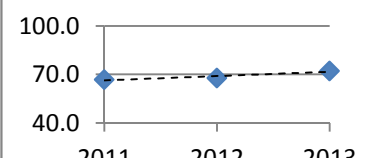
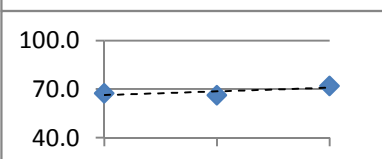
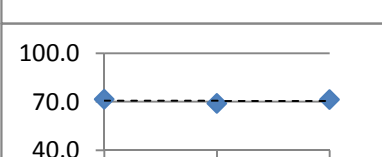

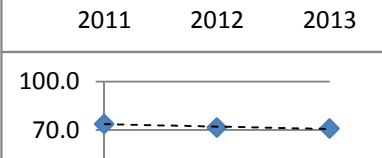
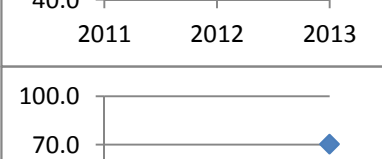
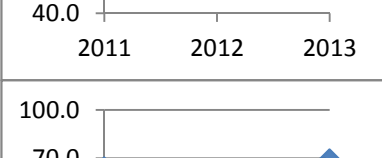
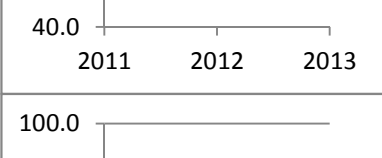
Other notable results were: satisfaction with the elected members of Council (unchanged at 60.7); Council's provision of information (up 3.3 to 67.6); opportunities for involvement in decision-making (unchanged at 59.8); making good long-term decisions (up 0.8 to 56.2); the quality of District roads (up 2.9 to 66.7); overall stormwater systems (up 4.7 to 60.8); and the value provided by residential rates (up 3.5 to 55.4). Satisfaction with sports grounds and parks and reserves remained high (78.8 and 78.4 respectively).

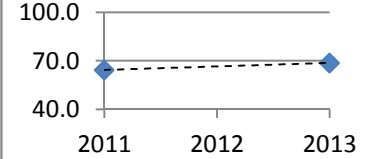
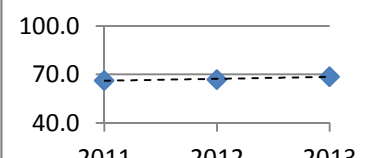
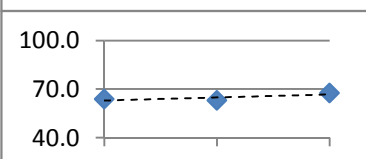
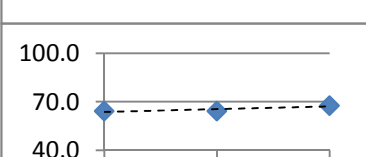
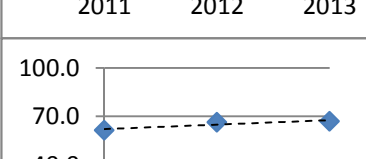

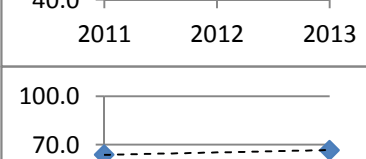
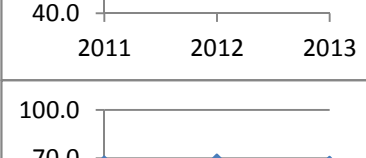
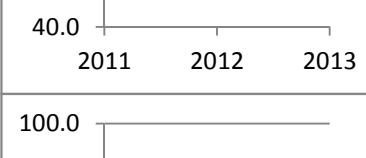
The survey was also used to gauge the level of public support for some specific projects. This included questions about options for waste collection services, representation arrangements and various economic development initiatives. The results of these questions are summarised in the attachment.

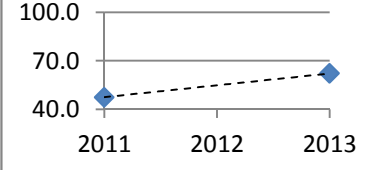
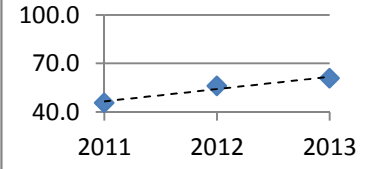
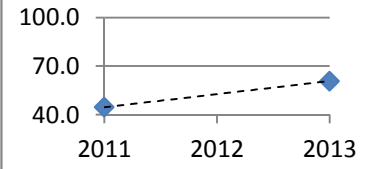



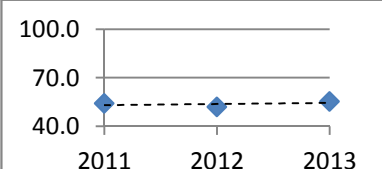
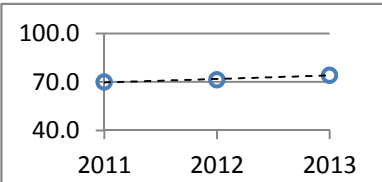
Facility / Service	2011	2012	2013	Change from last available result decrease ← → increase	3 Year Trend 2011 - 2013
Whakatane Library & Exhibition Centre			87.0	NA (new question)	
Kerbside greenwaste collection	83.7		86.9	3.2	
Residential refuse collection	84.6	82.9	86.8	4.0	
Safety in town centre during the day	84.6	85.8	86.6	0.8	
Whakatane District as a place to live	84.2	83.9	86.5	2.6	
Cemeteries and crematorium	83.7	83.1	86.4	3.3	
Reliable supply of water to home	84.1		86.1	2.0	
Kerbside recyclable collection	83.0	82.4	84.5	2.1	
Reliable disposal of wastewater	73.6	78.7	82.5	3.8	

Facility / Service	2011	2012	2013	Change from last available result decrease ← → increase	3 Year Trend 2011 - 2013		
					2011	2012	2013
Harbour facilities Whakatane CBD	76.1	80.2	82.3	2.1			
Mains water pressure in your home	79.9		82.2	2.3			
Council run recycling facilities	80.5	81.1	82.0	0.9			
Boat ramps in Whakatane town	77.4	78.9	81.7	2.8			
Overall wastewater	70.4		81.0	10.6			
Overall front desk staff	78.0	76.0	80.7	4.7			
Smells and odours from wastewater	72.9		80.2	7.3			
Overall mains water supply in Whakatane	72.0	74.7	80.1	5.4			
Facilities at Thornton Domain	72.9	73.7	79.3	5.6			

Facility / Service	2011	2012	2013	Change from last available result	3 Year Trend 2011 - 2013
				decrease ← → increase	
Sports grounds	74.6	76.6	78.8	2.2	
Parks and reserves	74.9	77.9	78.4	0.4	
Swimming pools	75.7	73.5	78.0	4.5	
Council staff overall	76.8	74.4	77.7	3.4	
Harbour facilities at Ohiwa Harbour	74.9	74.8	77.6	2.8	
Call centre during working hours	69.8	71.4	76.1	4.8	
Noise levels, odour and refuse			75.7	NA (new question)	
Healthy and safe operation of food premises, camp grounds, funeral directors and hairdressers			75.1	NA (new question)	
Whakatane Airport facilities			74.7	NA (new question)	

Facility / Service	2011	2012	2013	Change from last available result decrease ← → increase	3 Year Trend 2011 - 2013
Playgrounds	72.9		74.7	1.8	
Making environment a healthier place	66.8	67.9	72.2	4.2	
Councils Dog Control Service	67.5	66.2	72.0	5.9	
Public Halls	71.5	69.0	71.3	2.3	
Other Libraries			71.0	NA (new question)	
Council Parking in Whakatane	73.8	71.6	71.0	-0.6	
Land and water free from contamination			70.4	NA (new question)	
Vegetation on roadsides well maintained	64.9		69.8	4.9	
Public toilets	68.3	68.2	69.5	1.3	

Facility / Service	2011	2012	2013	Change from last available result decrease ← → increase	3 Year Trend 2011 - 2013		
					2011	2012	2013
Quality of drinking water	64.3		68.6	4.3			
Safety of our roads	66.3	66.9	68.6	1.7			
Council call centre after hours	63.9	63.1	67.6	4.5			
Council's provision of information	64.3	64.2	67.6	3.3			
Roads being well maintained	61.5	66.5	67.0	0.5			
Adequate street lighting	69.8		66.8	-3.0			
The quality of roads in the District	63.8		66.7	2.9			
Overall performance of Council	65.4	66.6	65.3	-1.3			
Safety in town centre after dark	63.0	64.4	65.2	0.8			

Facility / Service	2011	2012	2013	Change from last available result		3 Year Trend 2011 - 2013
				decrease←	→increase	
Maintenance of stormwater systems	47.5		62.2		14.7	
Overall stormwater systems	45.6	56.1	60.8		4.7	
Reliability of the stormwater systems	44.6		60.7		16.1	
Elected Members of Council	61.1	60.7	60.7		0.0	
Opportunities for involvement in decision making	57.5	59.8	59.8		0.0	
Good long term decisions	52.2	55.4	56.2		0.8	
Value from WDC residential rates	54.1	51.9	55.4		3.5	
<i>Average across all scores</i>	<i>70.0</i>	<i>71.4</i>	<i>74.2</i>		<i>2.8</i>	

Question	Result (CSI score)	Analysis
Representation arrangements		
Level of satisfaction with the current representation arrangements (where 0 = very dissatisfied and 100 = very satisfied)	62.5	Average score is 6.25 out of 10. Results generally range from 5-8, reasonably following bell curve. Ōhope and Rangitāiki ward more satisfied than other wards.
Level of support for the introduction of Māori seats on Council (where 0 = strongly disagree and 100 = strongly agree)	54.6	Average score is 5.46 out of 10. Views are polarised with the mode (most popular score) being 10 followed closely by 5 and 0. Results polarised by ward, ethnicity and age.
Potential waste management options		
Level of support for centralising recycling collection, rather than curbside recycling (where 0 = strongly disagree and 100 = strongly agree)	28.6	Average score is 2.86 out of 10. Very overwhelming response to suggest the community wants to retain (and continue to pay for) curbside recycling collection.
Level of support for centralising greenwaste collection, rather than curbside recycling (where 0 = strongly disagree and 100 = strongly agree)	27.2	Average score is 2.72 out of 10. Very overwhelming response to suggest the community wants to retain (and continue to pay for) curbside green waste collection.
Economic development initiatives		
Level of support for a lifestyle/ retirement development (where 0 = strongly disagree and 100 = strongly agree)	67.6	Average score is 6.76 out of 10. Reasonably well supported across the most demographic sectors, not as strong support from Murupara Ward (5.54)
Level of support for a Marina development (where 0 = strongly disagree and 100 = strongly agree)	60.5	Average score is 6.05 out of 10. Highest support from Ōhope (7.35). Notably less support from Tāneatua ward (2.94)
Level of support for a hotel conference facility (where 0 = strongly disagree and 100 = strongly agree)	55.5	Average score is 5.55 out of 10. Highest support from Ōhope ward (6.39) and those aged under 35 years (6.31). Notably less support from Murupara ward (4.66), 65+ years (4.88) and less than \$30,000 income (4.94).
Role that Council should take in encouraging the above development initiatives (where 0 = not proactive and 100 = very proactive)	65.0	Average score is 6.50 out of 10. Scores were generally high in the 7-10 range. The mode (most popular response) is 10. The average was lowered by a good number of fence sitters (score 5) and a smaller but notable portion opposed to strong council involvement (score 0).