

Rodney District Council Annual Residents Survey 2007

A survey of residents from
Rodney District

2007

Methodology

A telephone survey

- Of 483 people from Rodney District
- Fieldwork by DigiPoll using a structured questionnaire
- Mainly week nights after 5:00 p.m. and weekends 9:00 a.m. to 9:00 p.m.
- Aged 18 or older
- Randomly selected across the region
- Combination of rate-paying home owners and renters

CSI Scores

Customer Satisfaction Indexes (CSI Scores)

The Customer Satisfaction Index (CSI score) converts each respondents answer across the satisfaction scale to a score out of 100.

The CSI score is 10 times the individual score based on the 11 point satisfaction scale

Comparison of Rating Scores

Rating Scale	CSI Score
Very Satisfied 10	100
9	90
8	80
7	70
6	60
5	50
4	40
3	30
2	20
1	10
Very Dissatisfied 0	0

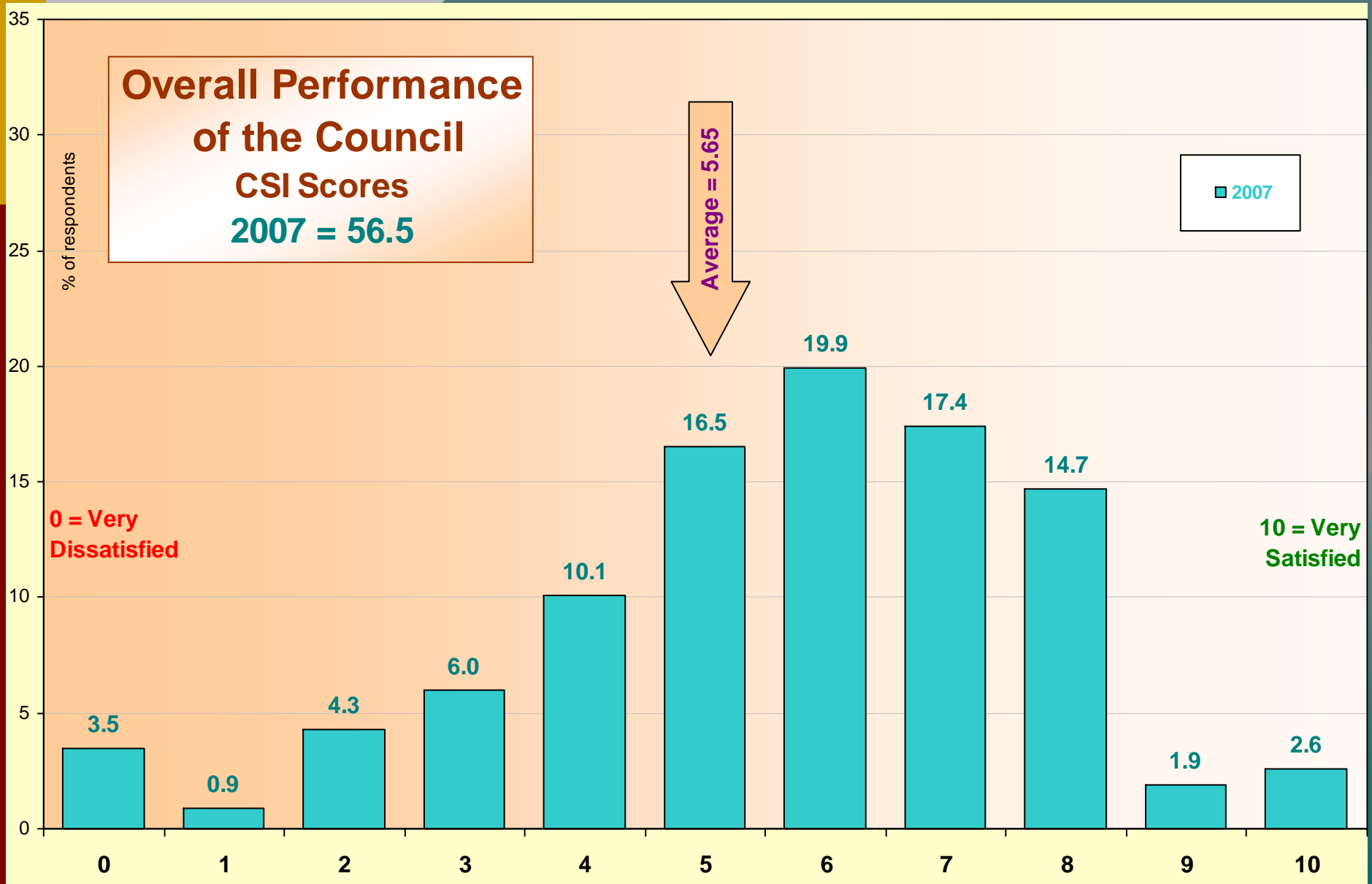
Need to define acceptable level of performance - CSI Scores

Definition of Acceptable Standards

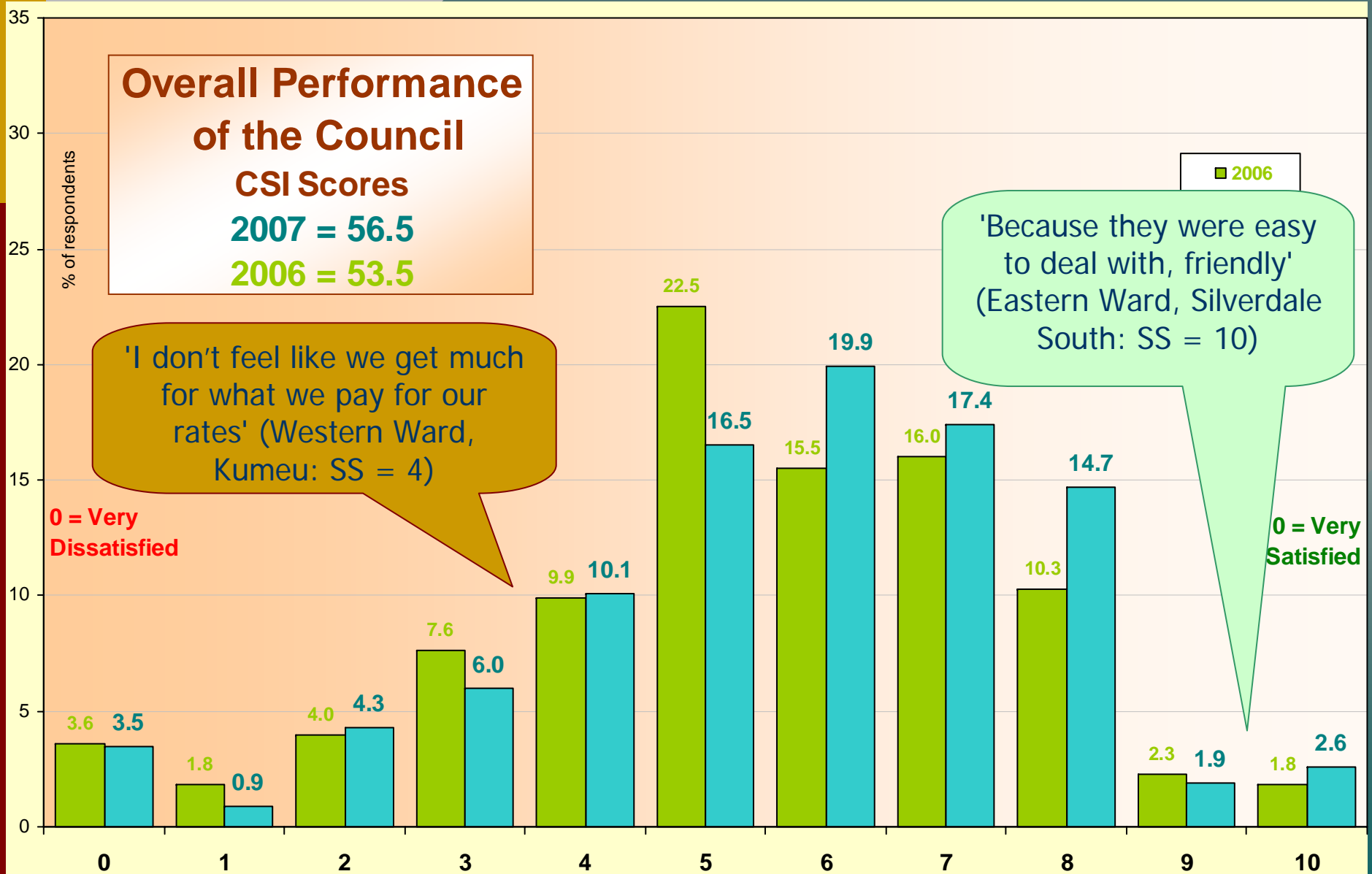
Customer Choice (Elective Services)	Corporate Standards for Customer Satisfaction	No Customer Choice (Non Elective Services / Internal)
84 or higher	Exceptional performance	79 or higher
82 - 83	Excellent performance	77 - 78
78 - 81	Very good performance	73 - 76
73 - 77	Good performance, but with potential for improvement	68 - 72
67 - 72	Fair: Needs improvement	62 - 67
66 or lower	Needs significant improvement	61 or lower

Overall Performance of Council in past year

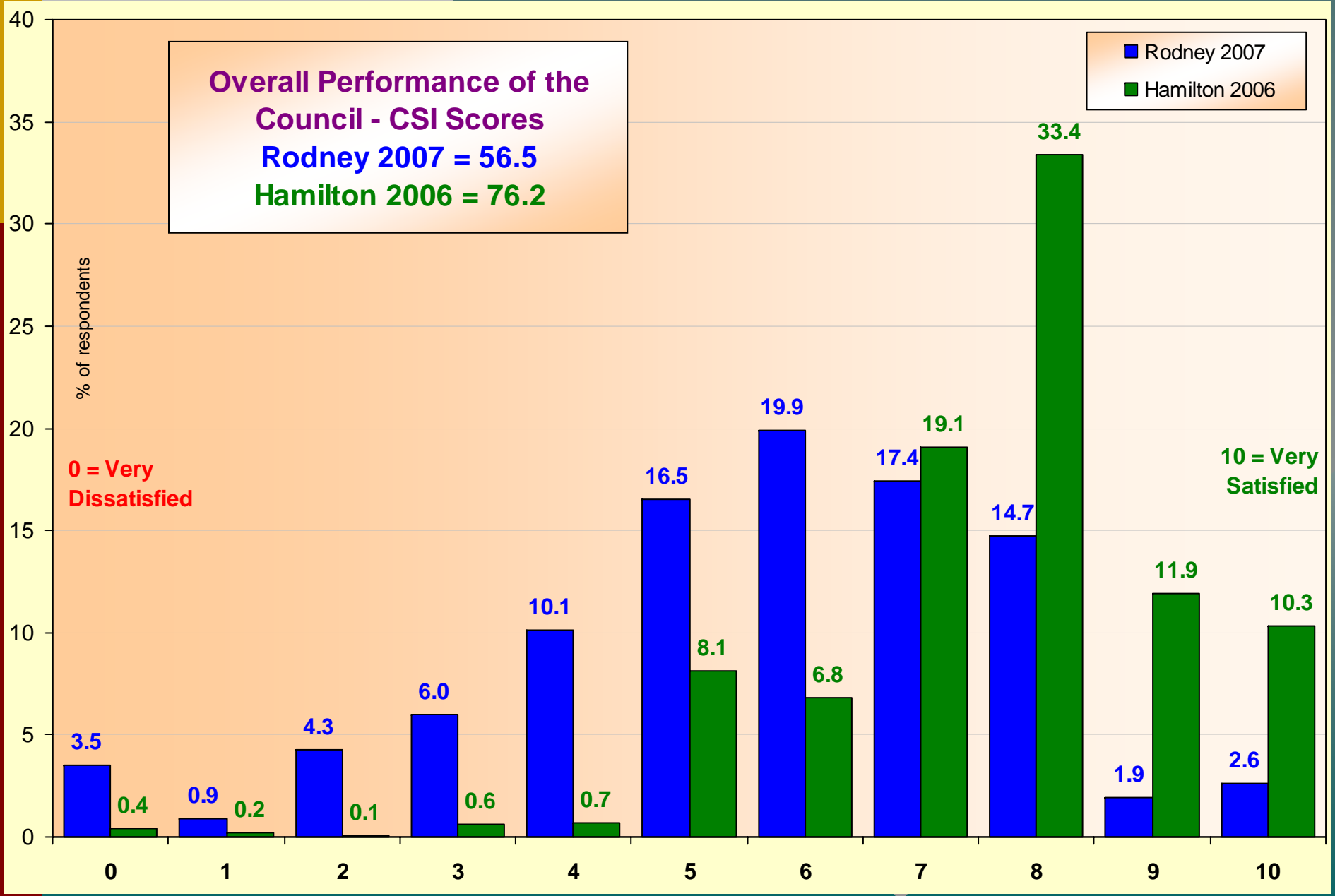
Overall Performance of Council



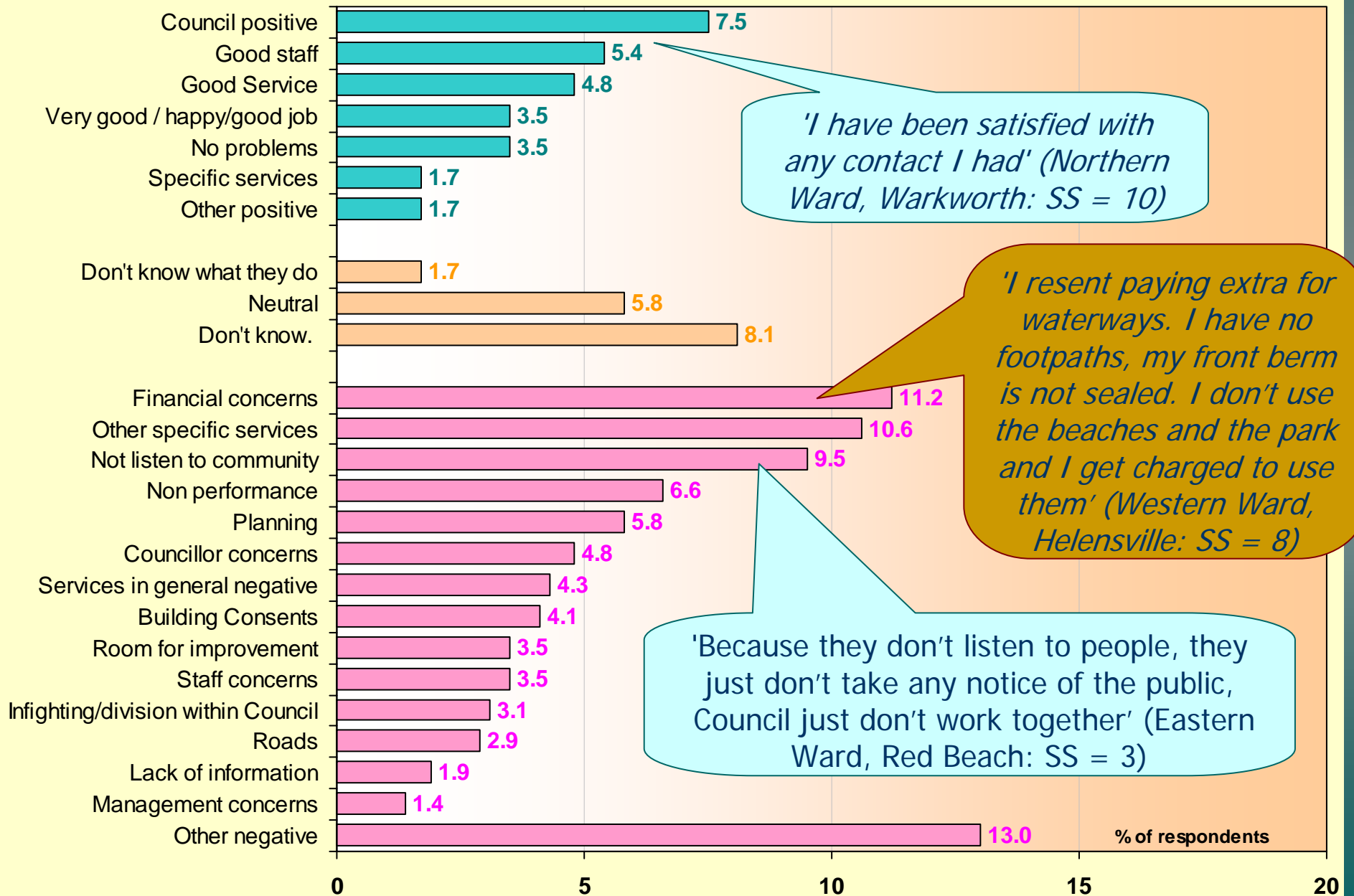
Overall Performance of Council



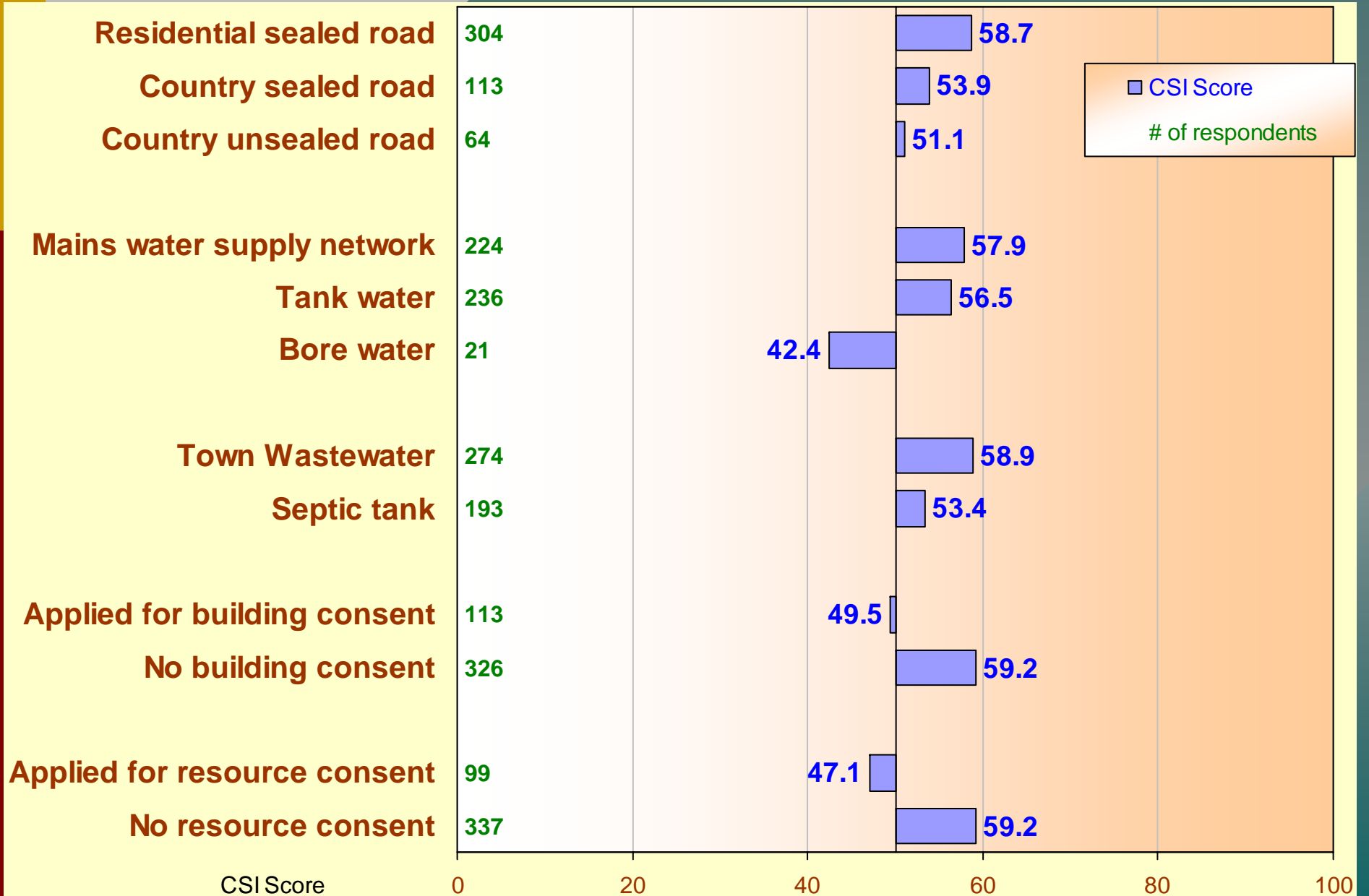
Performance of Council in Comparison to Hamilton



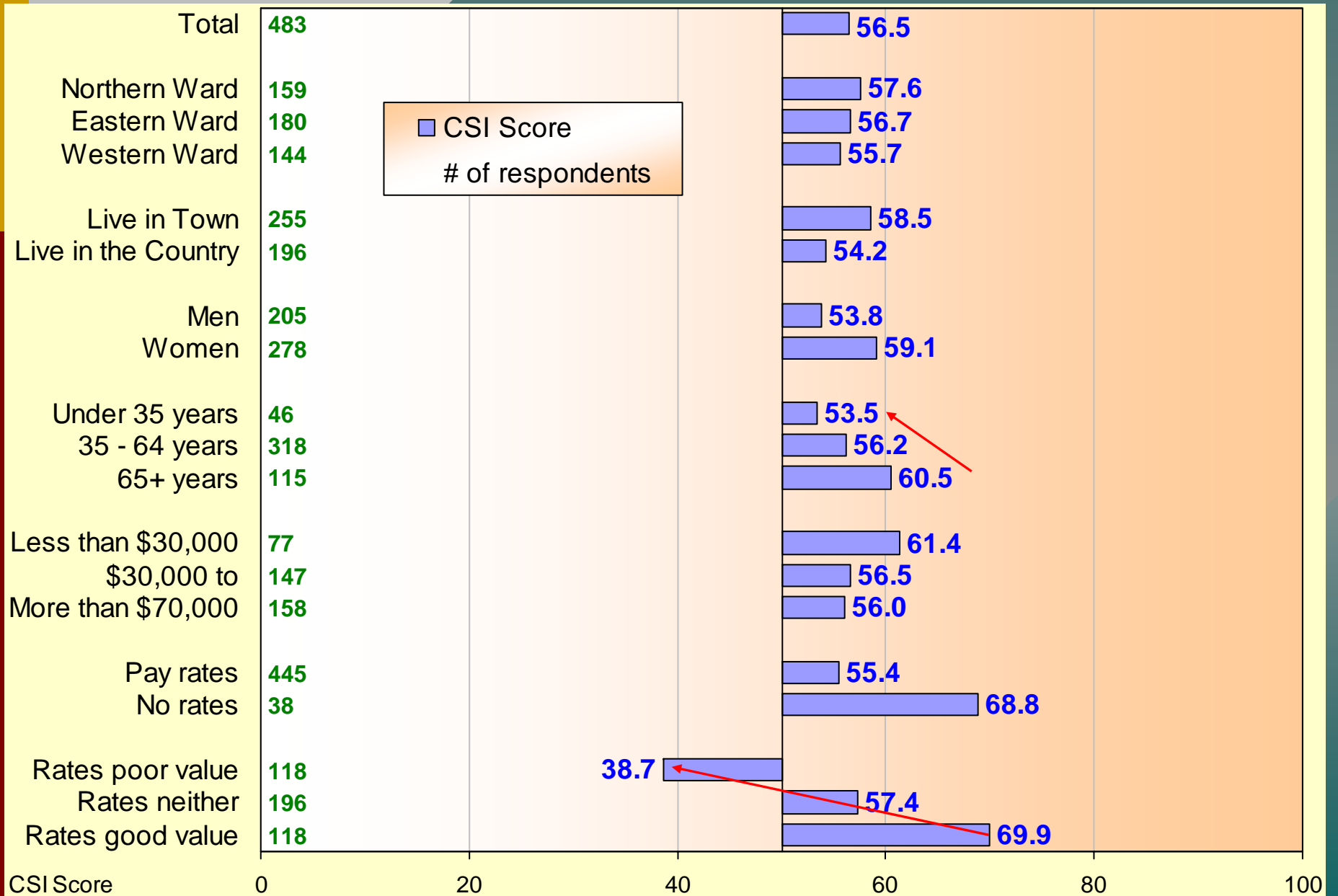
Overall Satisfaction: Reasons for Rating



Satisfaction by Services

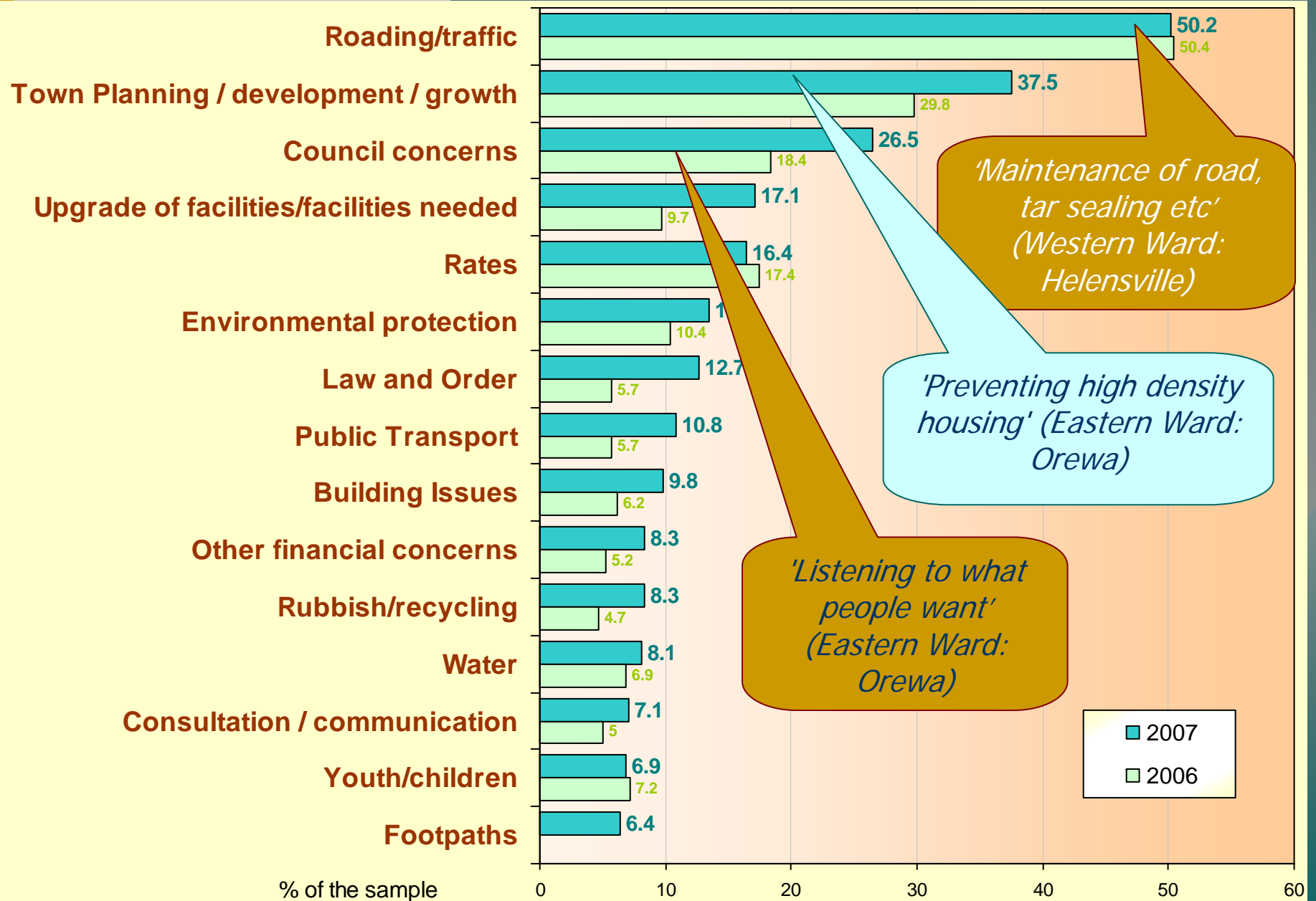


Overall Satisfaction by Key Variables



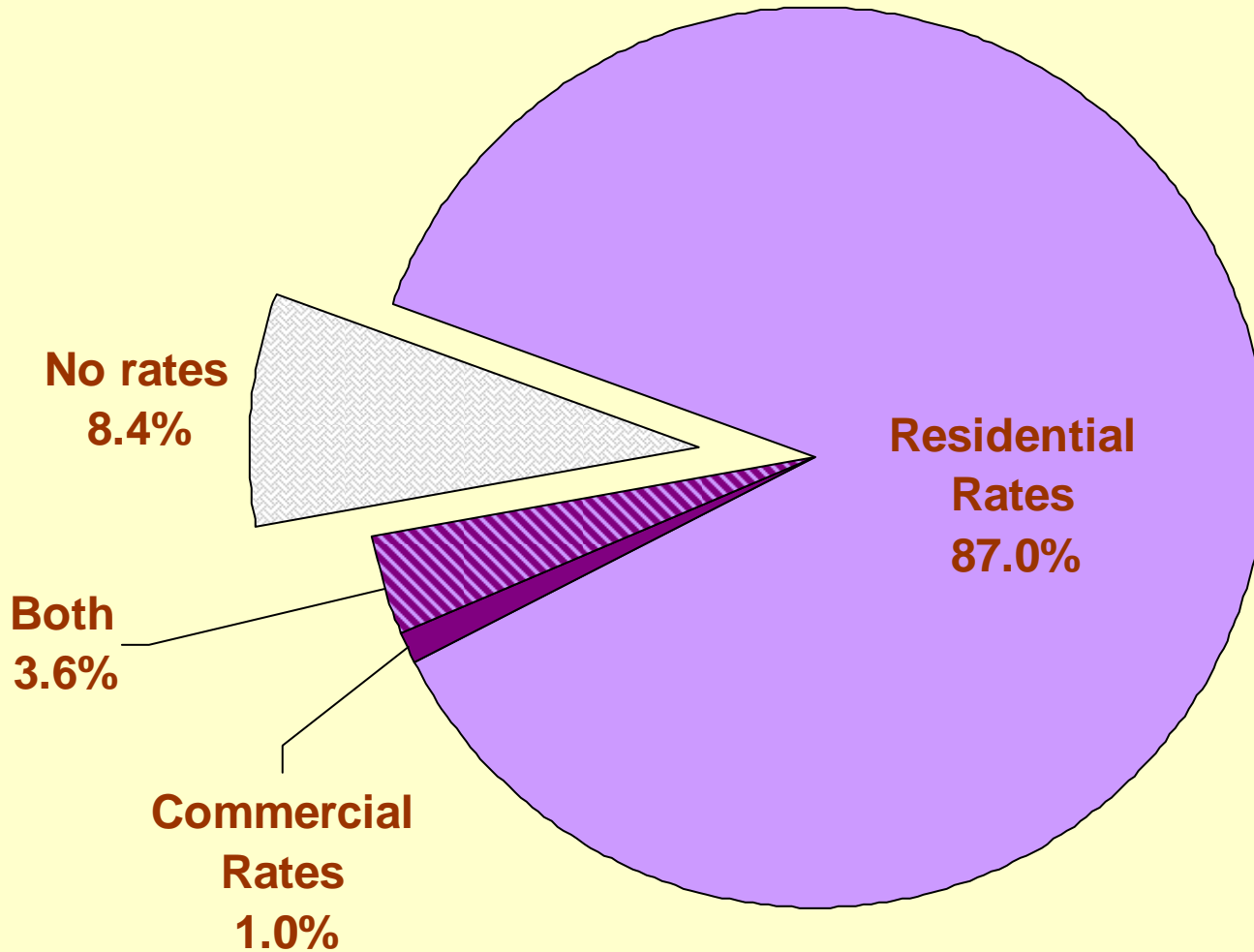
Most Important Issues

Most Important Issues Council Should Be Looking At

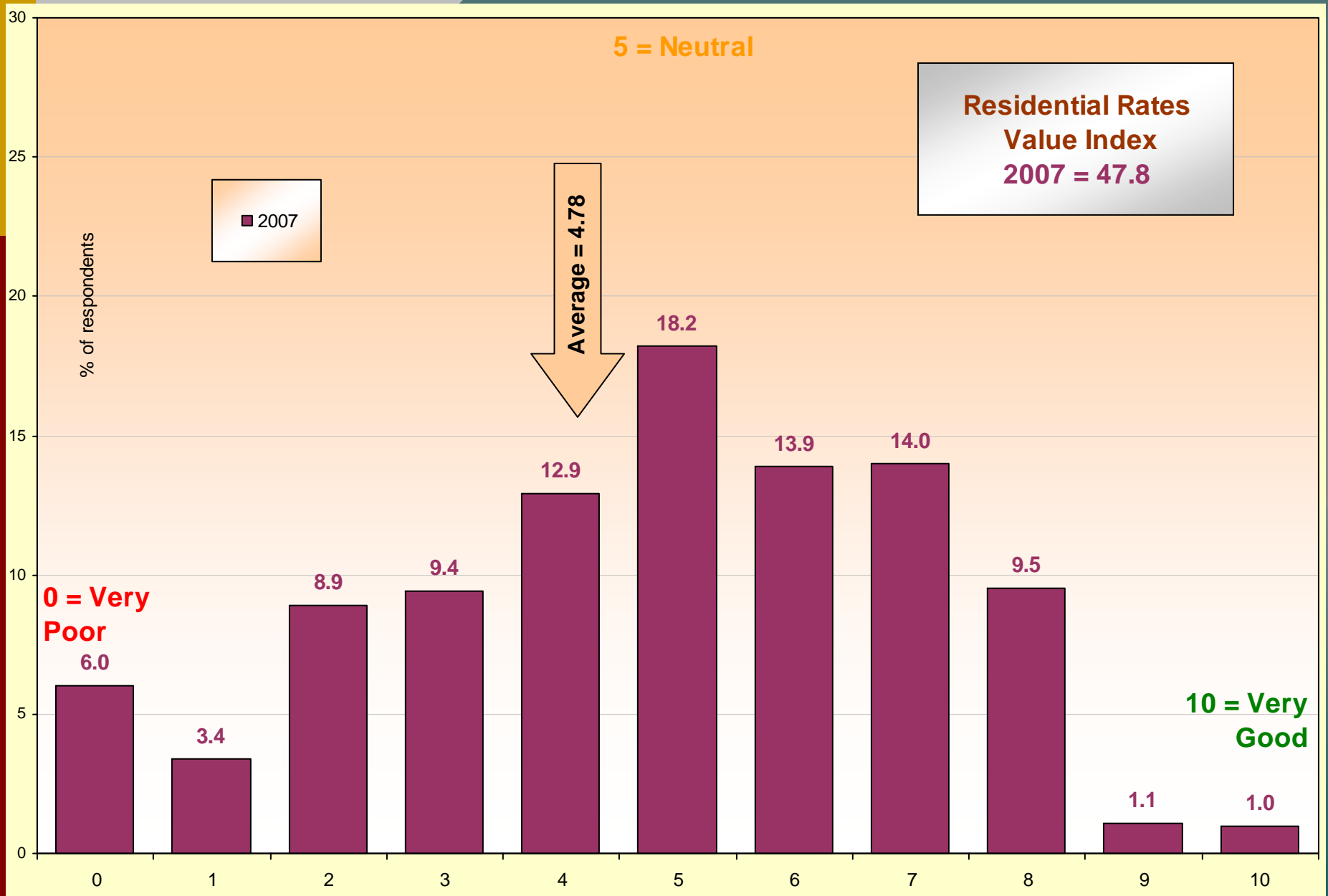


Residential Rates

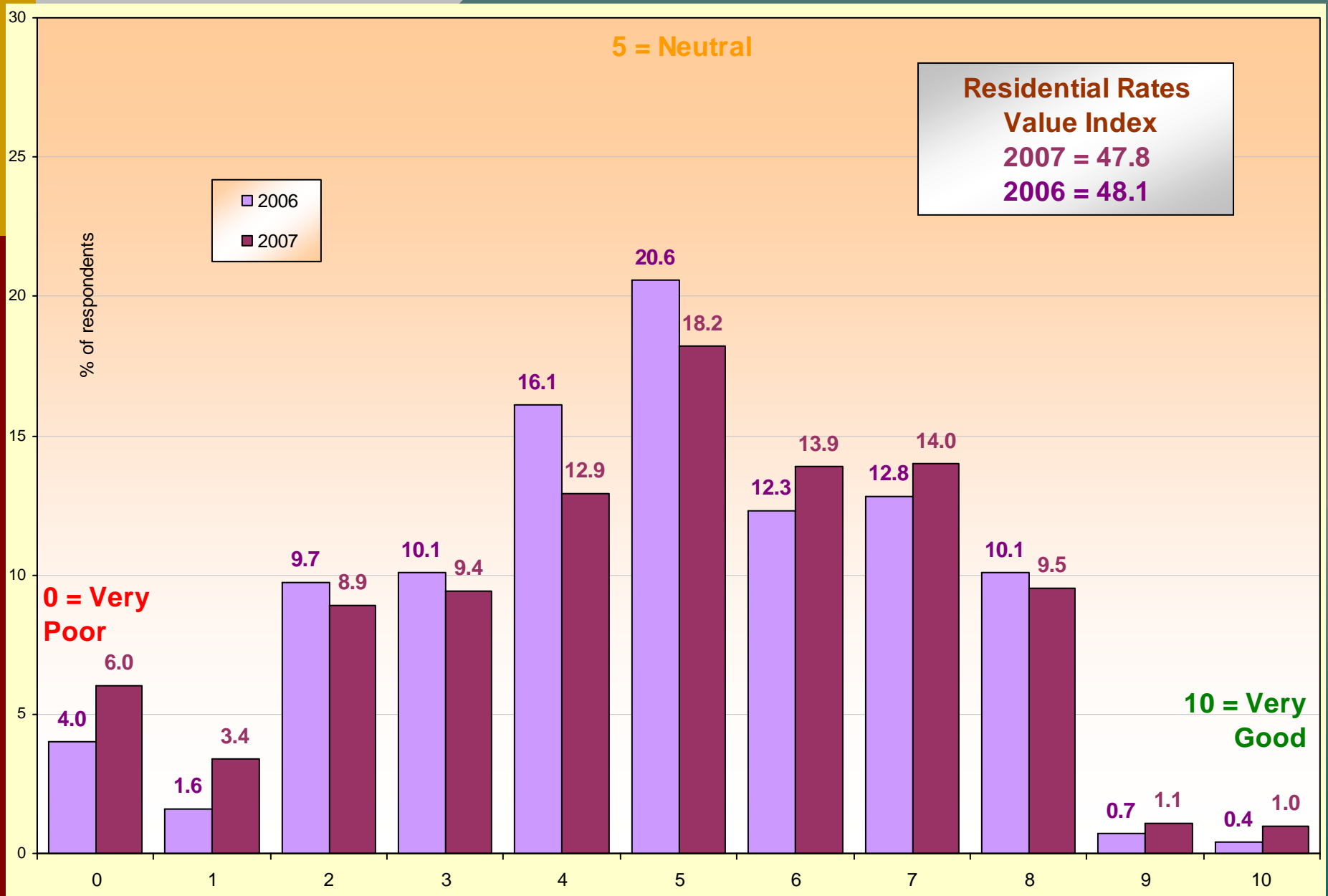
The majority paid rates



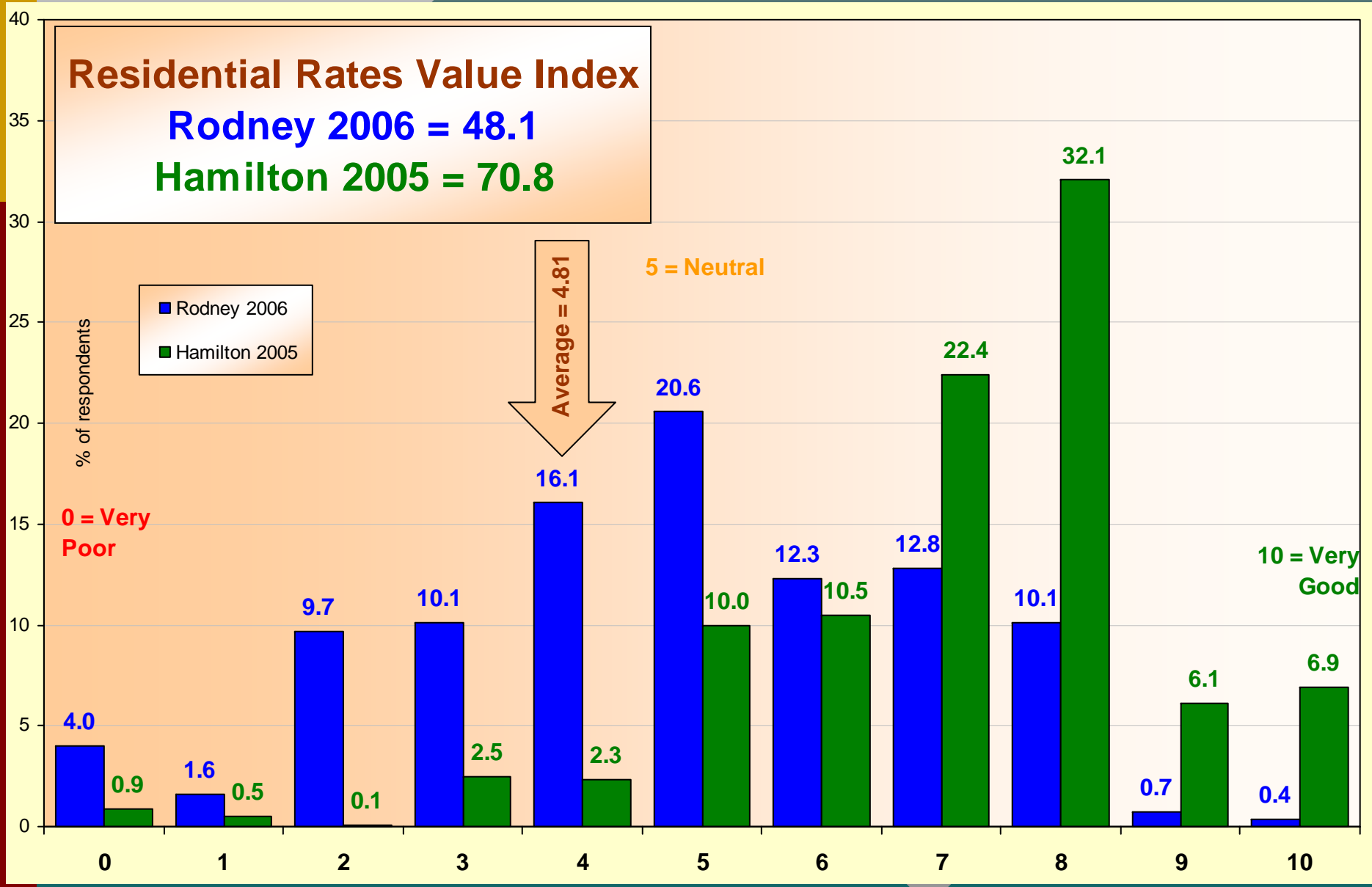
Value from Residential Rates



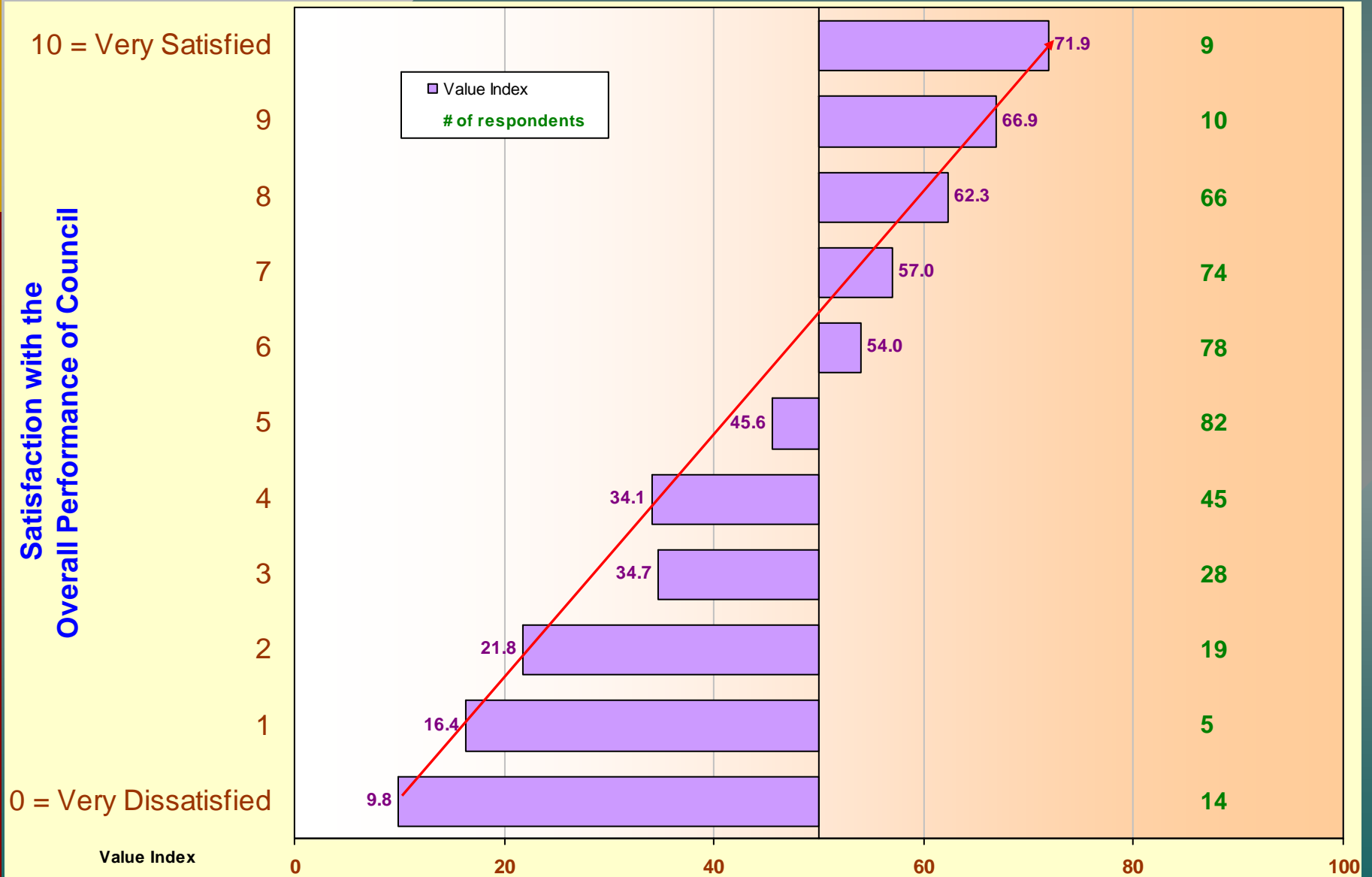
Value from Residential Rates



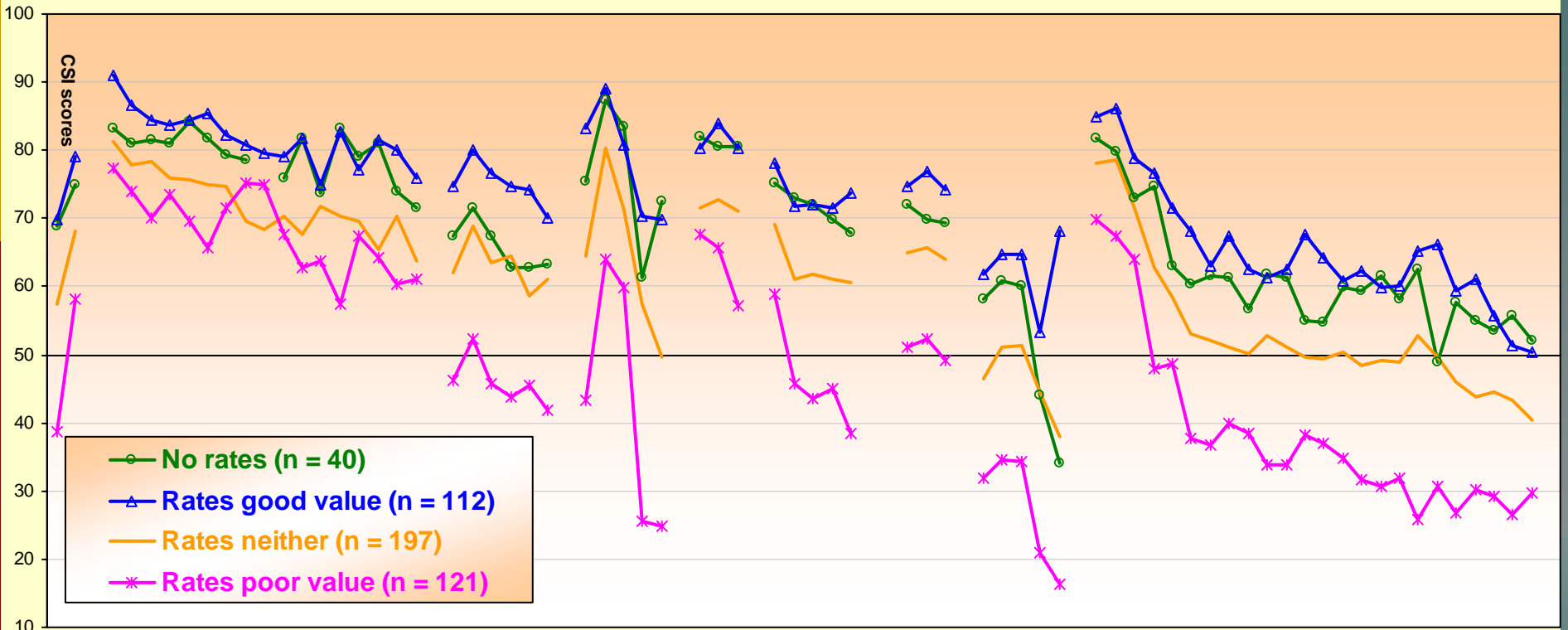
Value from Rates - Comparison to Hamilton



Value from Rates by Overall Satisfaction



Satisfaction with individual services / facilities / amenities appears to be driven by value for rates

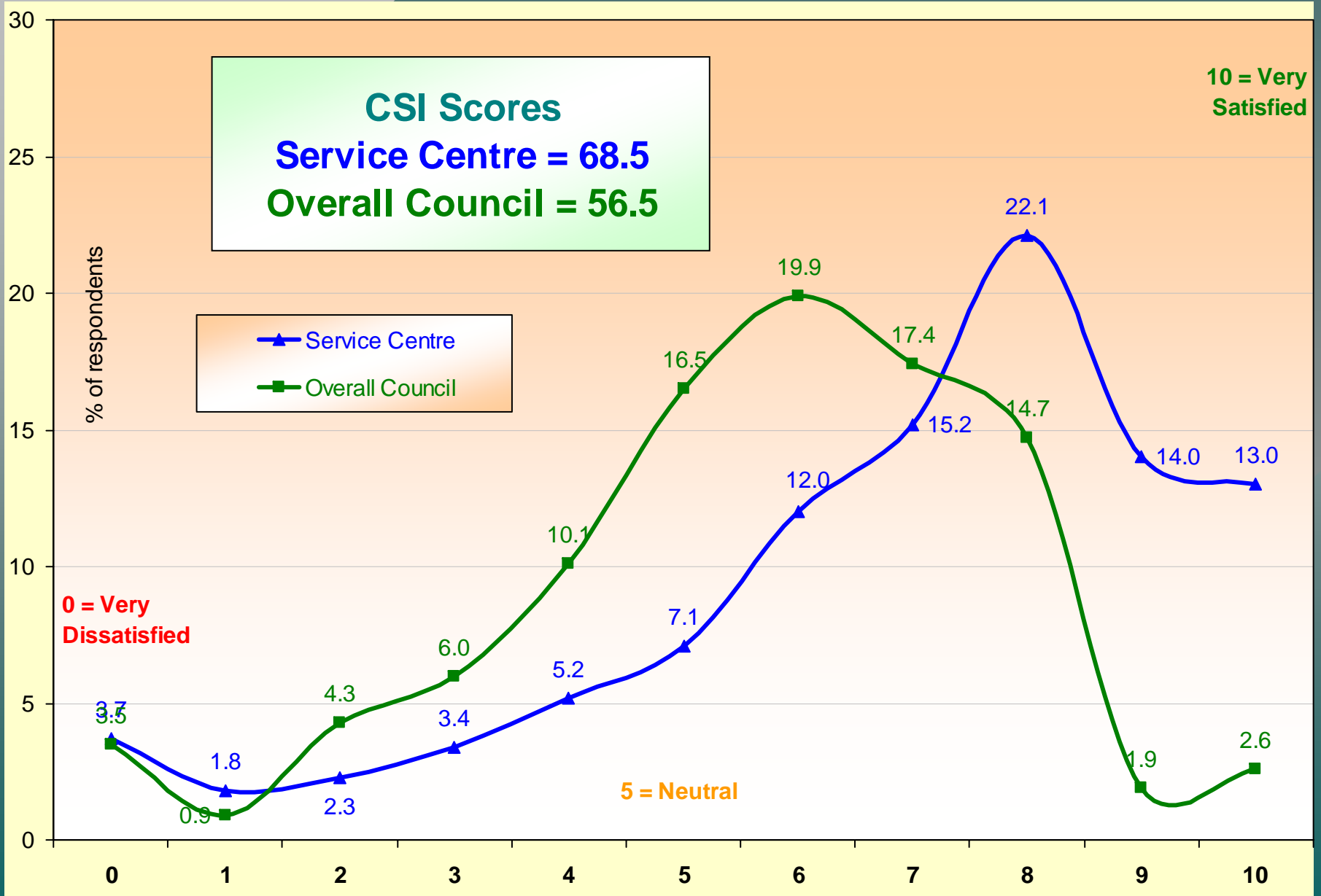


- I can make a difference to Council
- Talking and listening to local residents
- Involved in how Council runs Rodney
- Make it easier to deal with them
- Council is focusing on important issues
- Outcome of involvement in decision
- Quality of developments in local area
- Elected members represent community
- Interested in what residents have to say
- Look of developments within your Town
- Consider all viewpoints
- Available to residents to discuss issues
- Process Council used for involvement
- Encourage economic growth
- Open and honest in their dealings
- Ease for people to attend meetings
- Quality of Council developments
- Decisions in interests of environment
- Keeps residents well informed
- Emphasis on culture and arts
- The types of community events
- A place to feel safe in
- A place to live
- A place to bring up children
- The process for your resource
- The process for building consents
- Being effective
- Making environment a nicer place
- Planning and Building services overall
- Being effective
- Making environment a nicer place
- Environmental control services overall
- Maintenance of storm water systems
- Risk of flooding is kept to a minimum
- Reliability of the storm water systems
- Overall storm water systems
- Beaches being clean and unpolluted
- Smells and odours from wastewater
- Reliable disposal of wastewater
- Overall wastewater
- Price of water supplied
- Quality of drinking water
- Mains water pressure in your home
- Reliable supply of water to home
- Overall mains water supply in Rodney
- Adequate street lighting on footpaths
- Roads being well maintained
- Roads free from excessive dust
- Vegetation on roadsides well
- Amount of roads that are sealed
- Overall roads in the Rodney area
- Public toilets
- Facilities at access to beaches
- Boat moorings
- Boat ramps
- Hazardous Waste Disposal facilities
- Leisure centres
- Interconnecting walkways
- Halls and community centres
- Council owned Holiday Parks
- Cemeteries
- Recreational walkways
- Residential refuse collection
- Recycling facilities
- Sports fields/playing fields
- Public access to coastline/beaches
- Parks and Reserves
- Libraries
- Service from the Service Centres
- Overall performance of Council

Local Service Centres

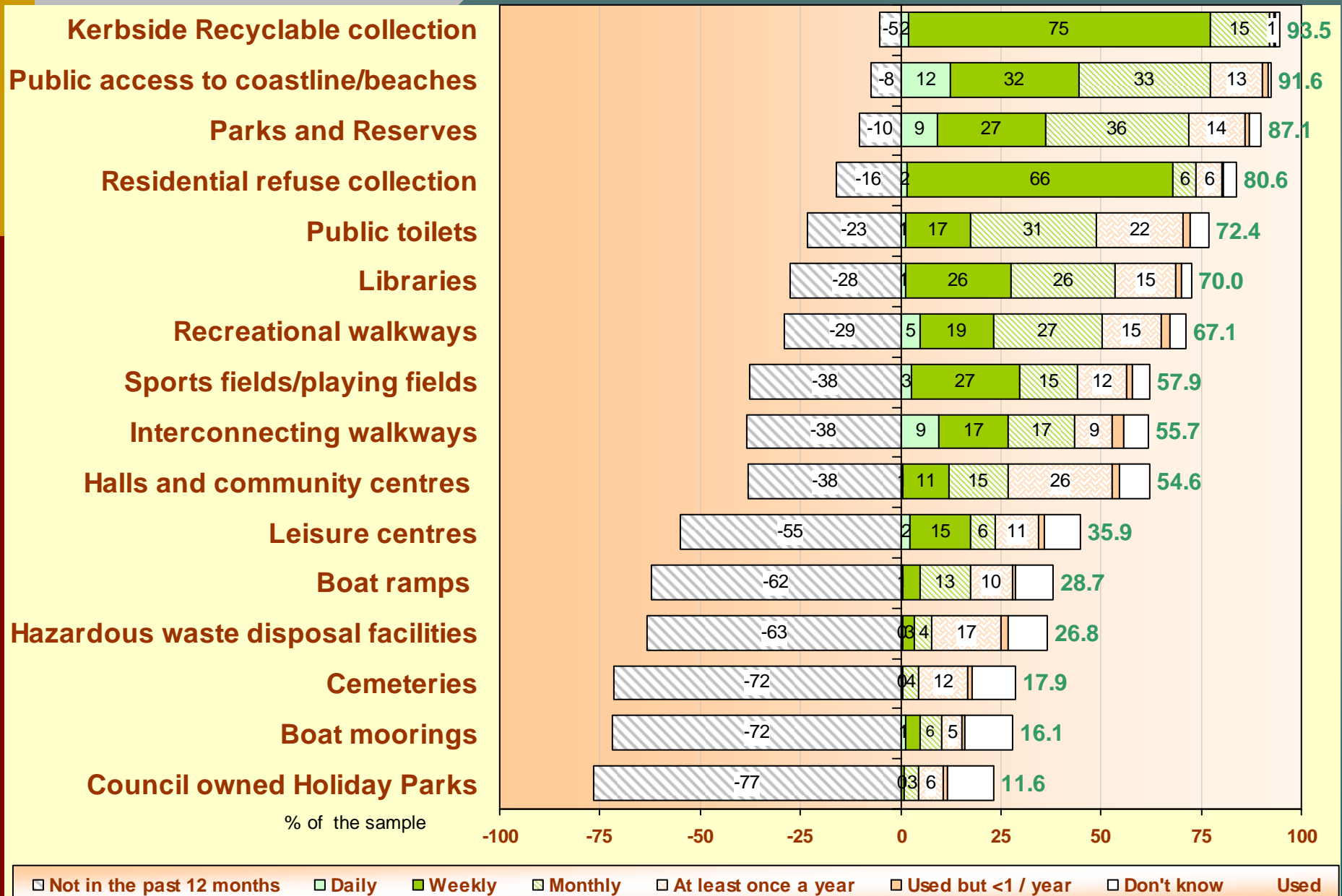
Satisfaction with Council Service Centres

77% had some contact with Council Service Centres



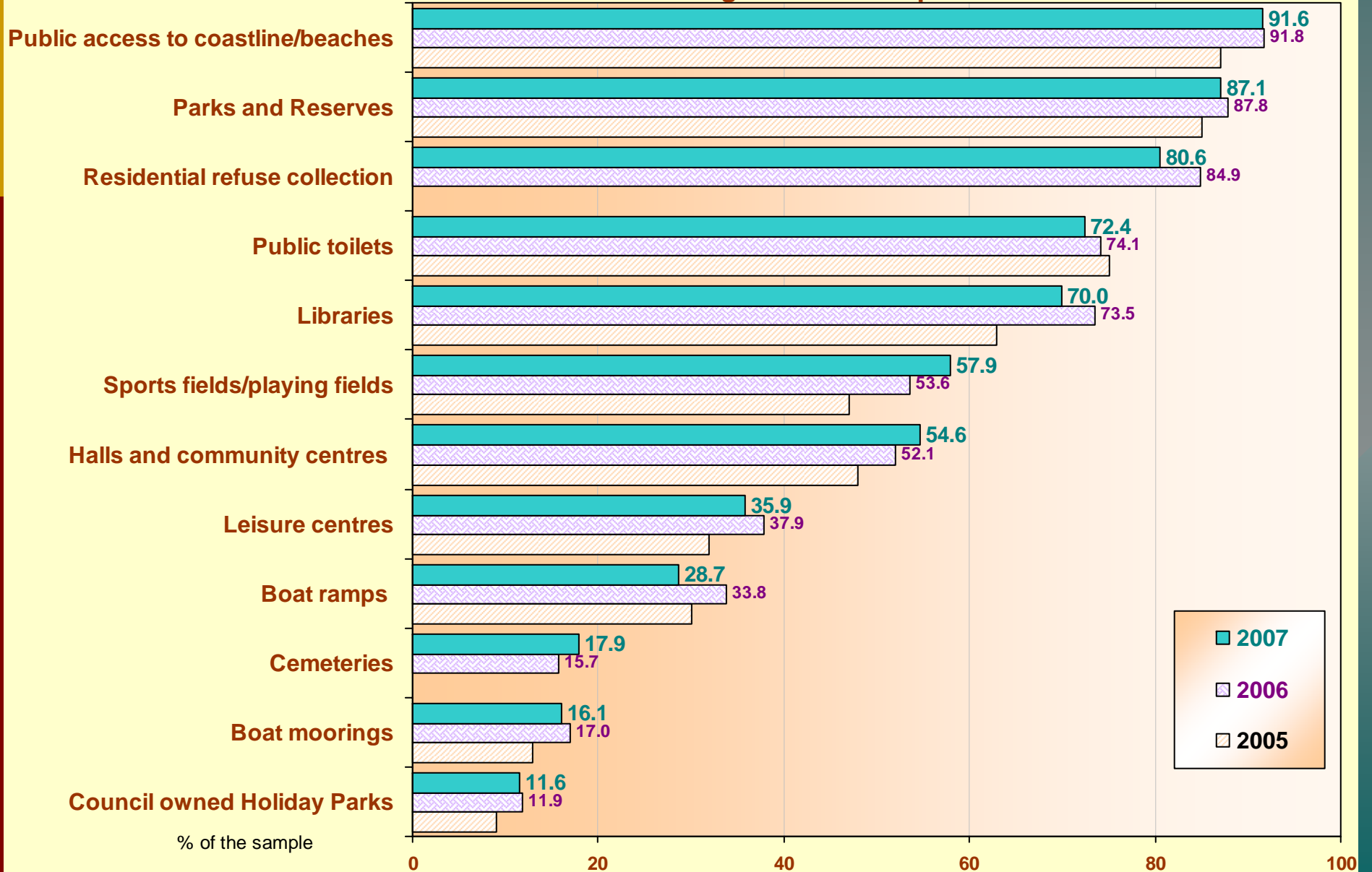
Usage of Facilities and Amenities

Usage of Council Facilities / Amenities



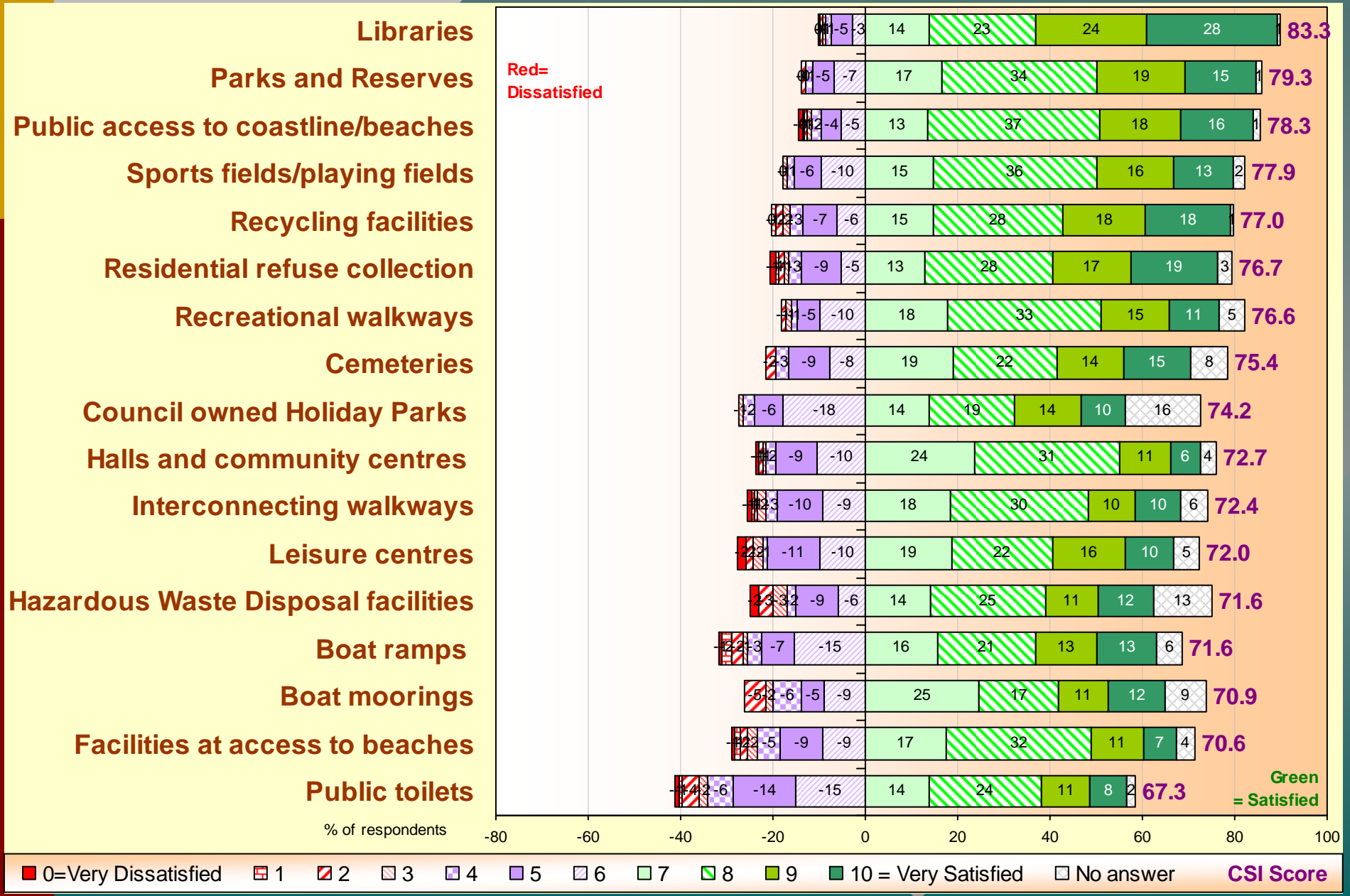
Changes In Usage of Council Facilities / Amenities

Percentage Used in the past 12 months

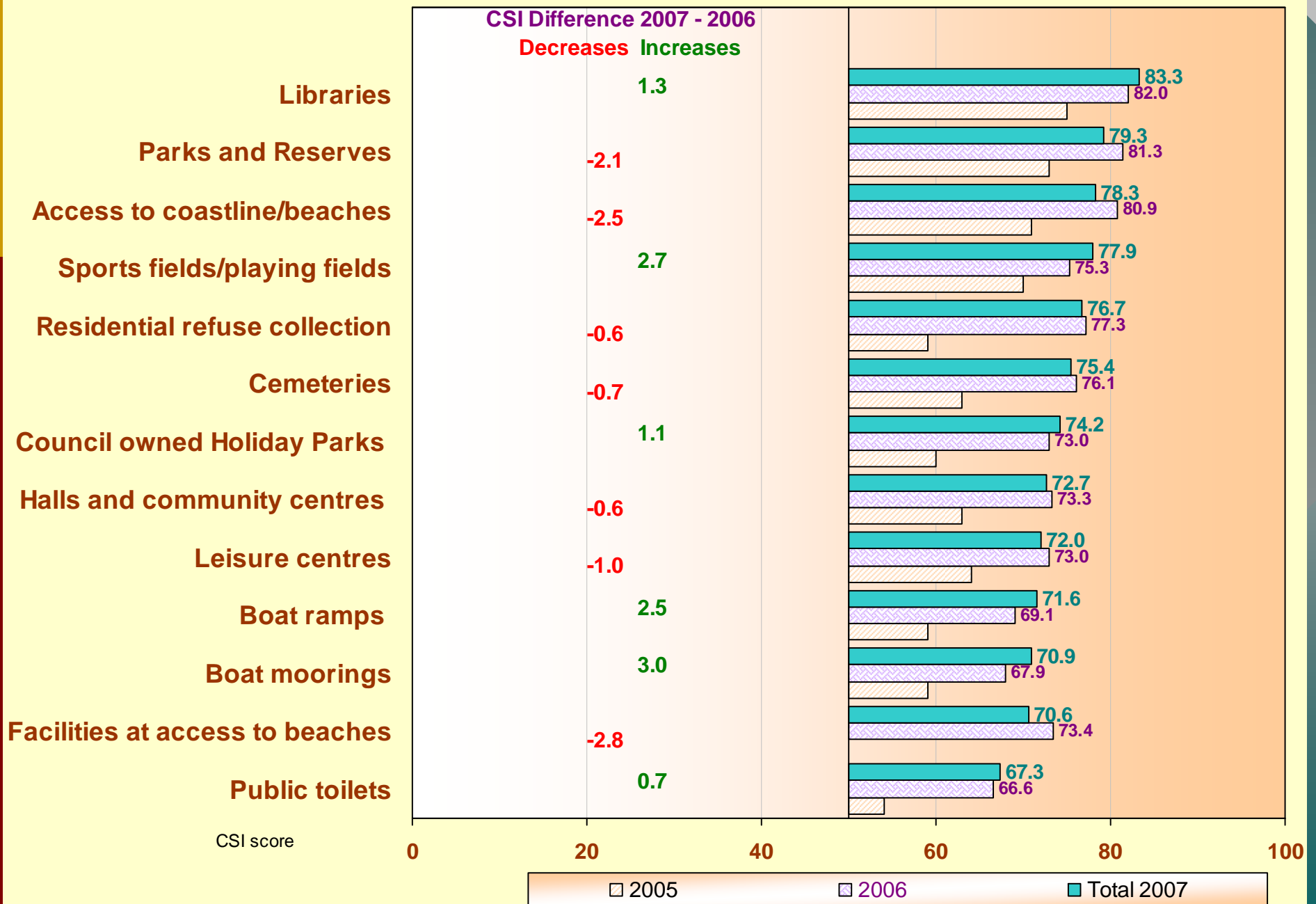


Satisfaction with Facilities and Amenities

Satisfaction with Facilities and Amenities

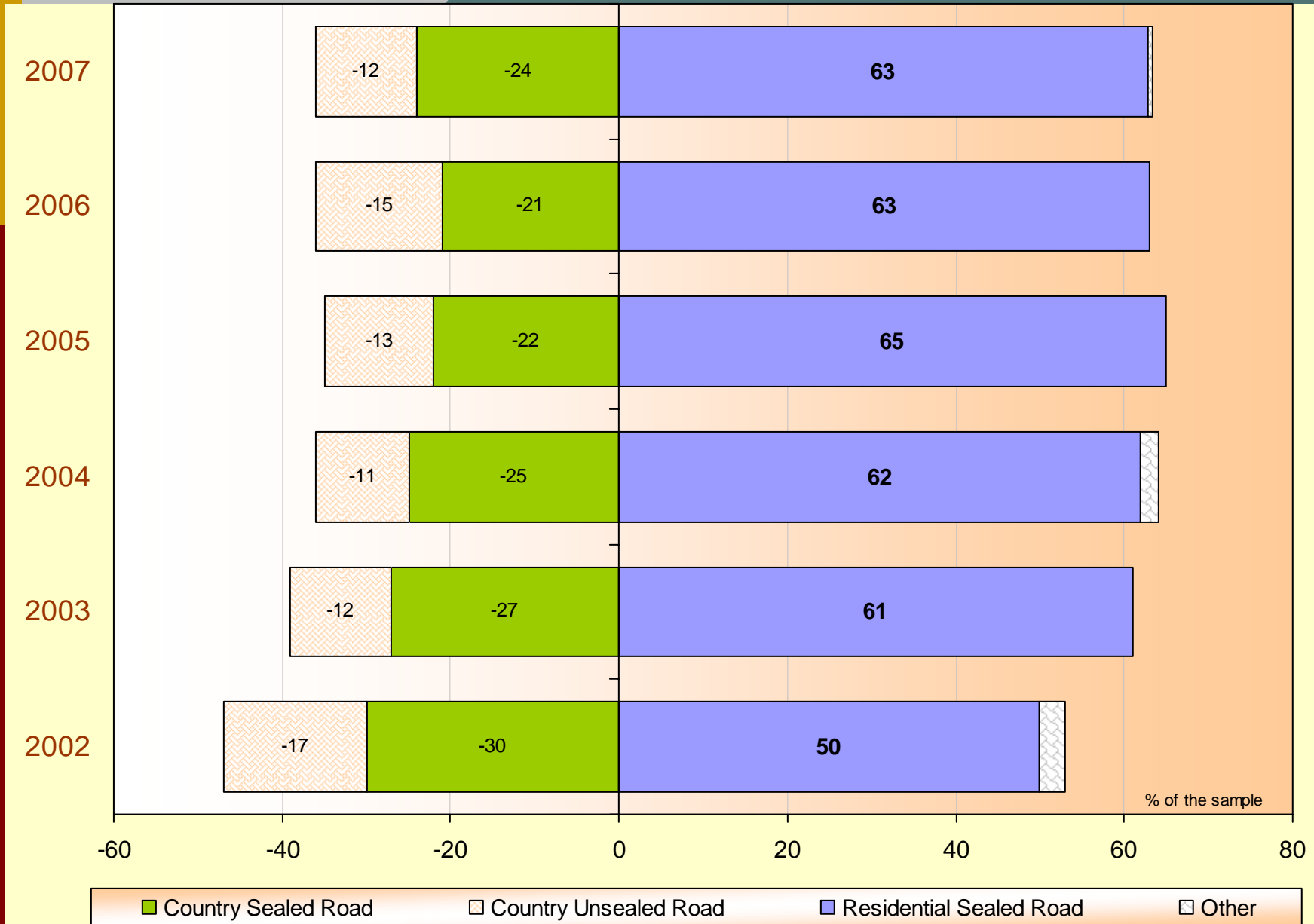


Changes in Satisfaction with Facilities and Amenities

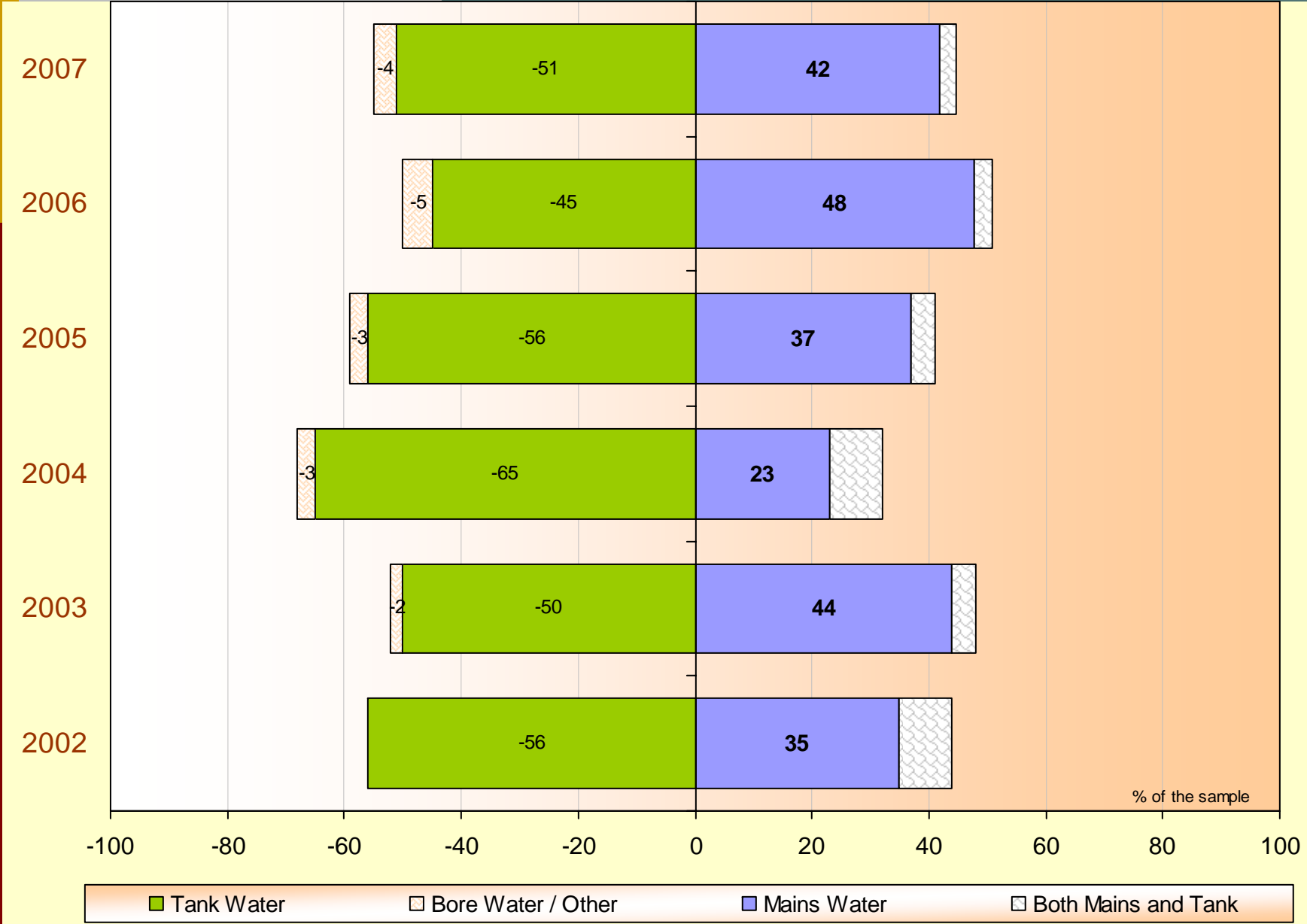


Satisfaction with Services and Facilities

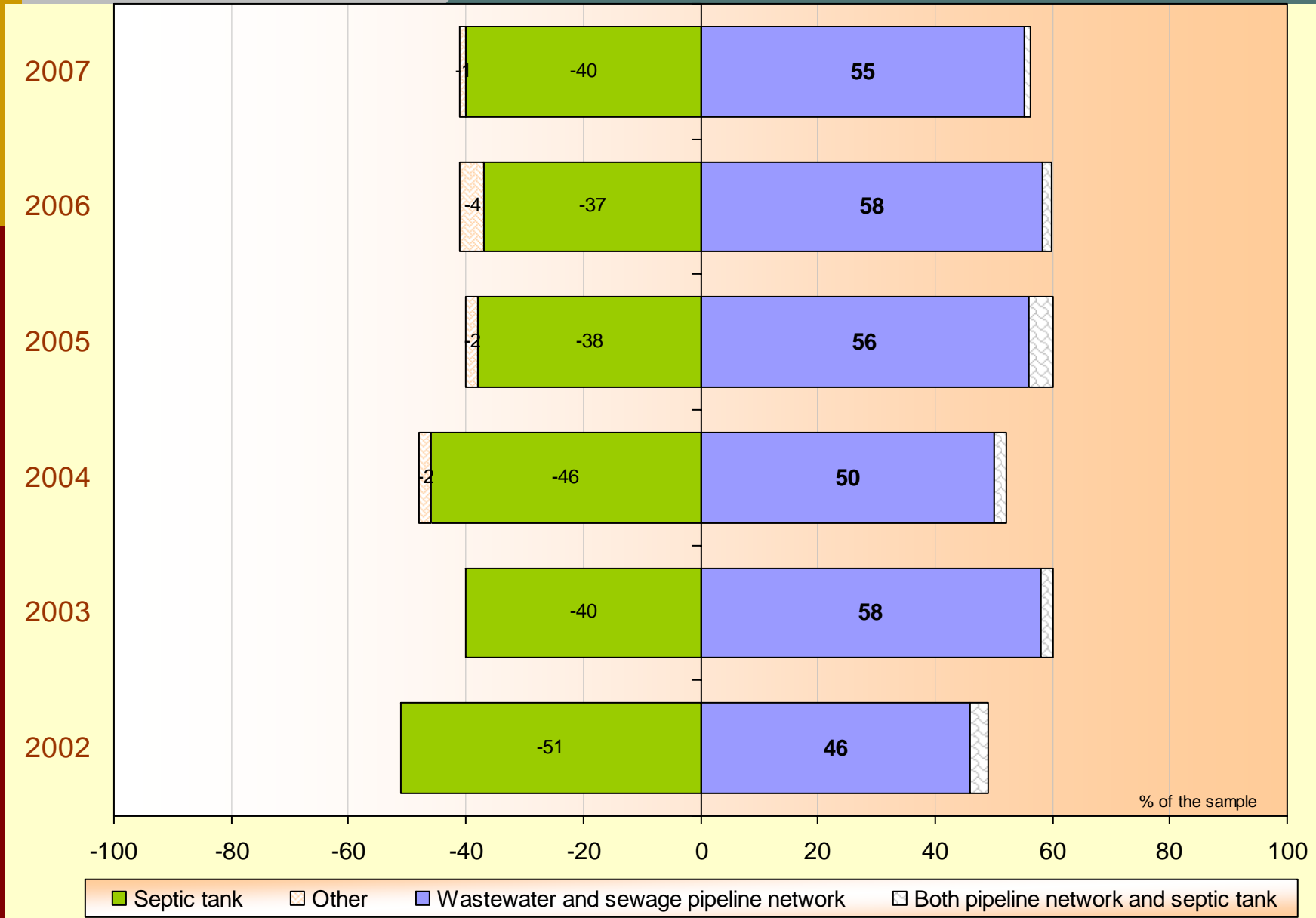
Type of road currently live beside



Source of Water At Home

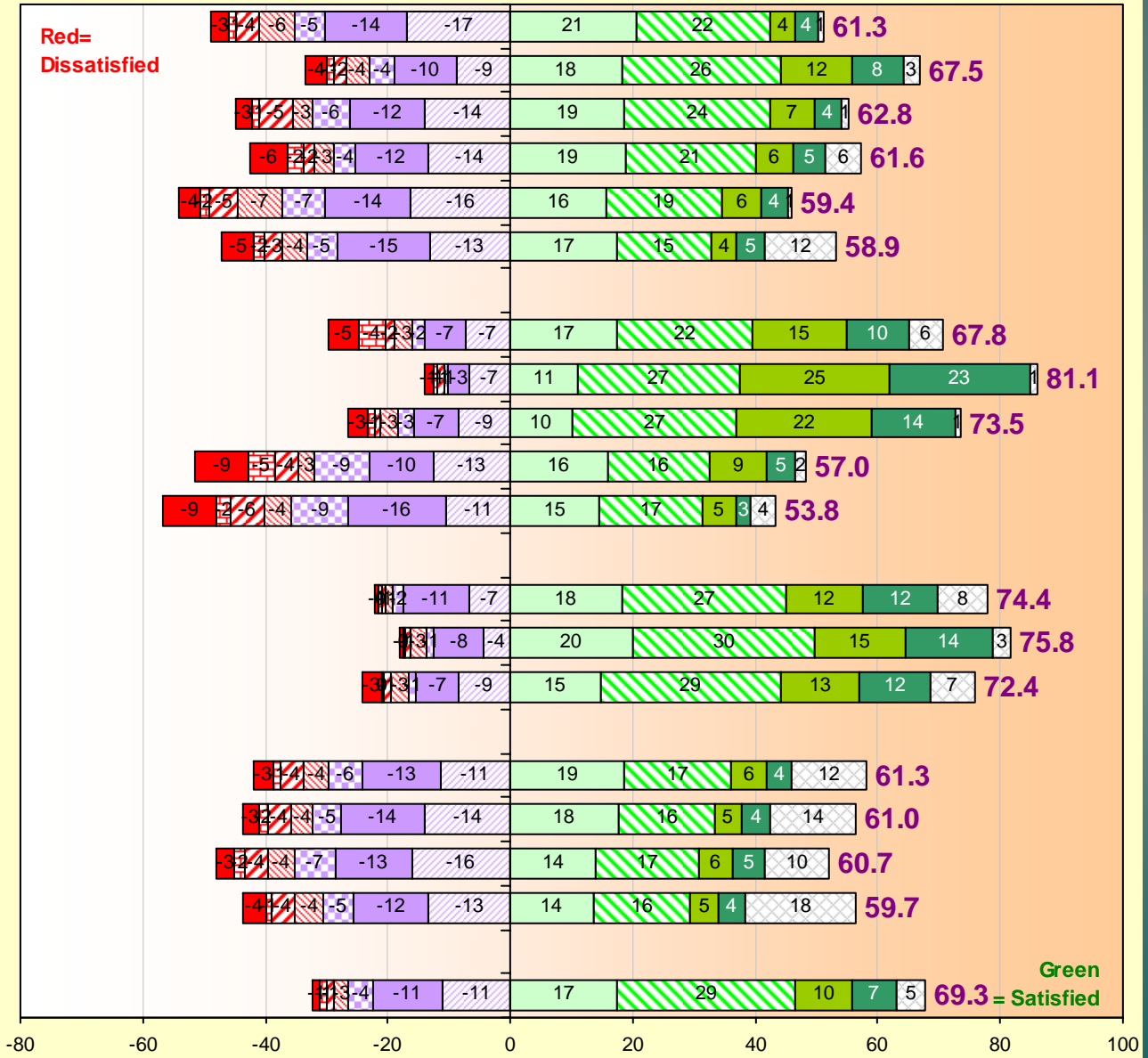


Type of Wastewater Disposal



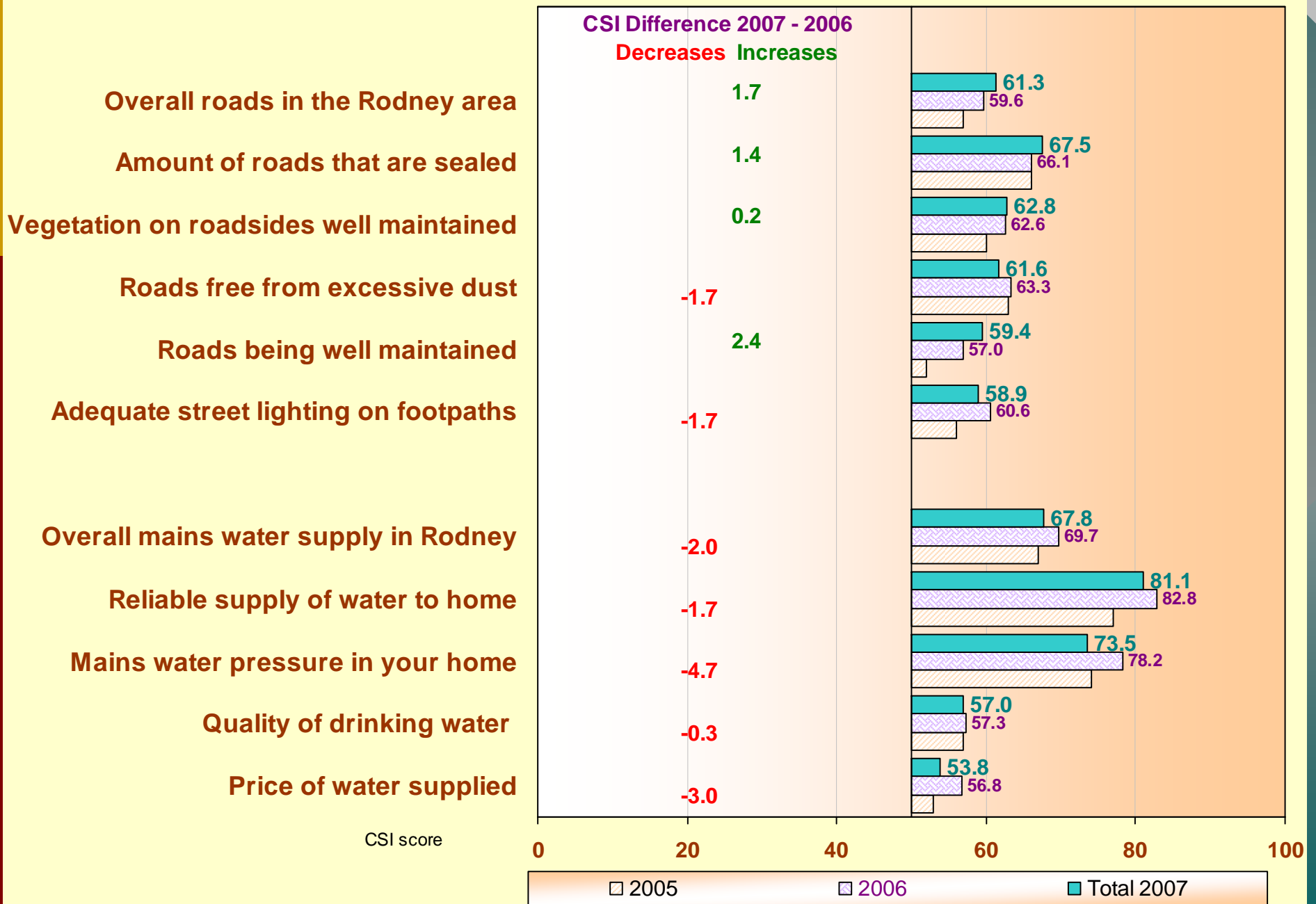
Satisfaction with Services and Facilities

- Overall roads in the Rodney area
- Amount of roads that are sealed
- Vegetation on roads well maintained
- Roads free from excessive dust
- Roads being well maintained
- Adequate street lighting on footpaths
- Overall mains water supply in Rodney
- Reliable supply of water to home
- Mains water pressure in your home
- Quality of drinking water
- Price of water supplied
- Overall wastewater
- Reliable disposal of wastewater
- Smells and odours from wastewater
- Overall stormwater systems
- Reliability of the stormwater systems
- Risk of flooding is kept to a minimum
- Maintenance of stormwater systems
- Beaches being clean and unpolluted

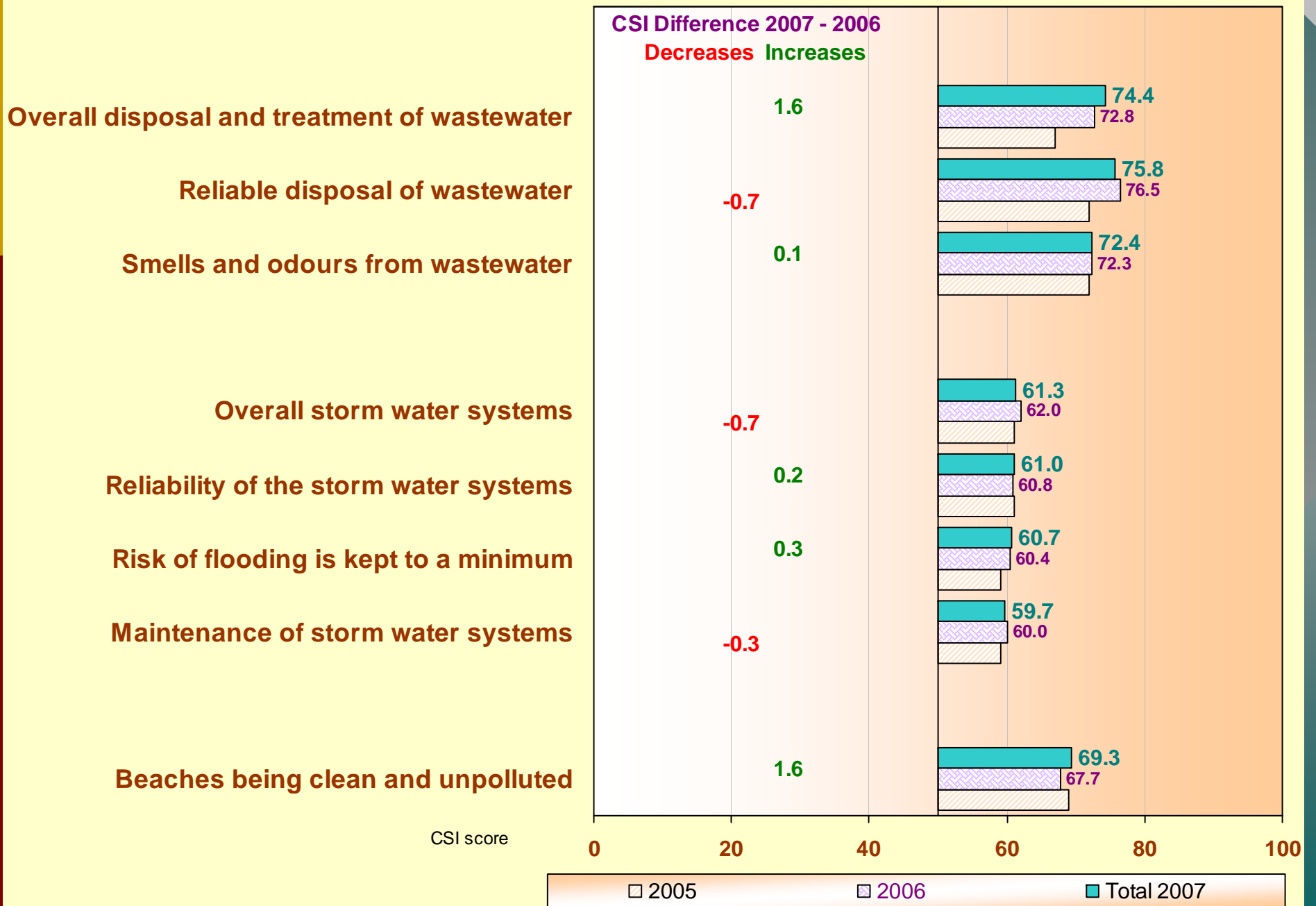


■ 0=Very Dissatisfied
 1
2
3
4
5
6
7
8
9
10 = Very Satisfied
 Not used
 No answer
 CSI Score

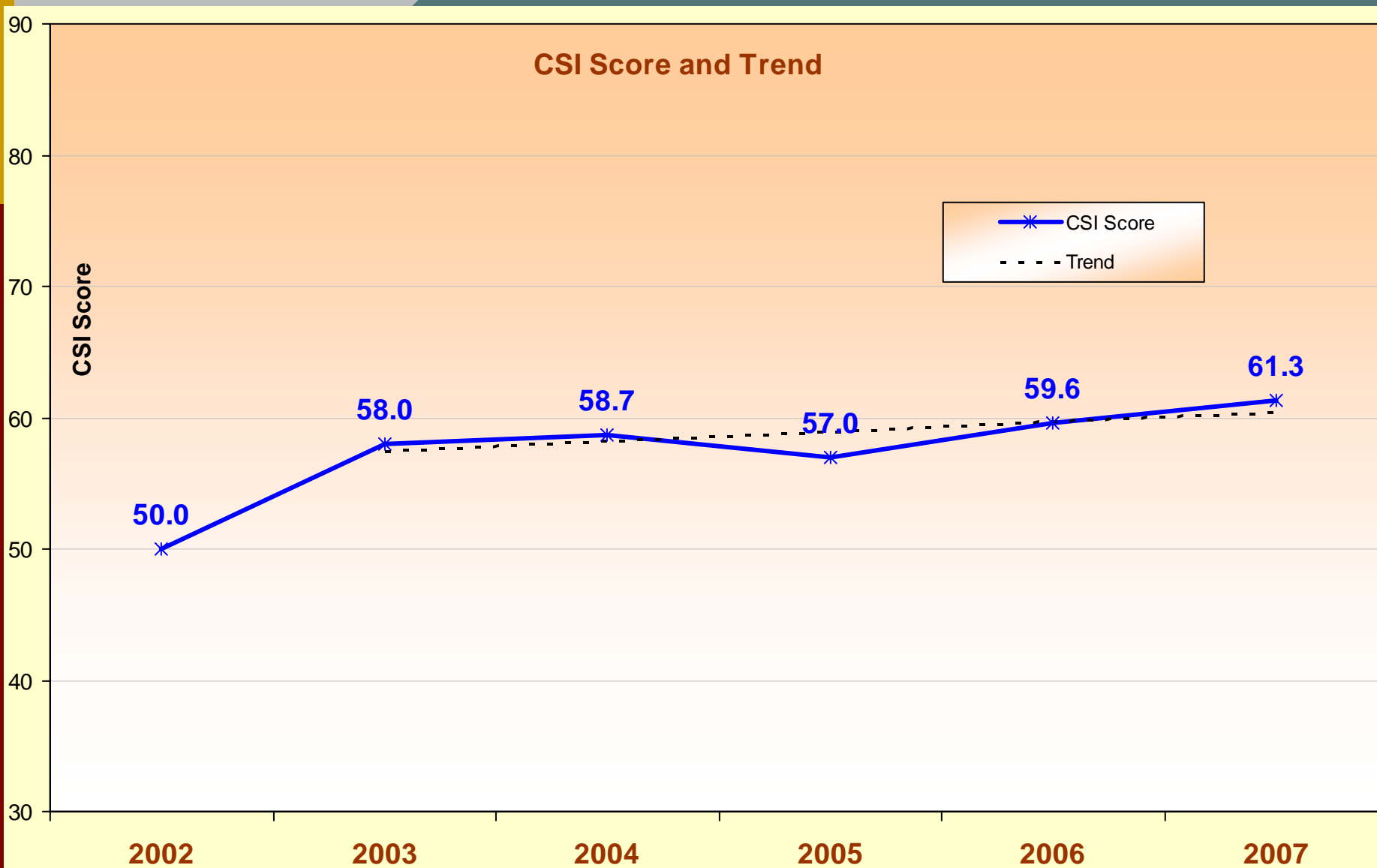
Changes in Satisfaction with Services and Facilities



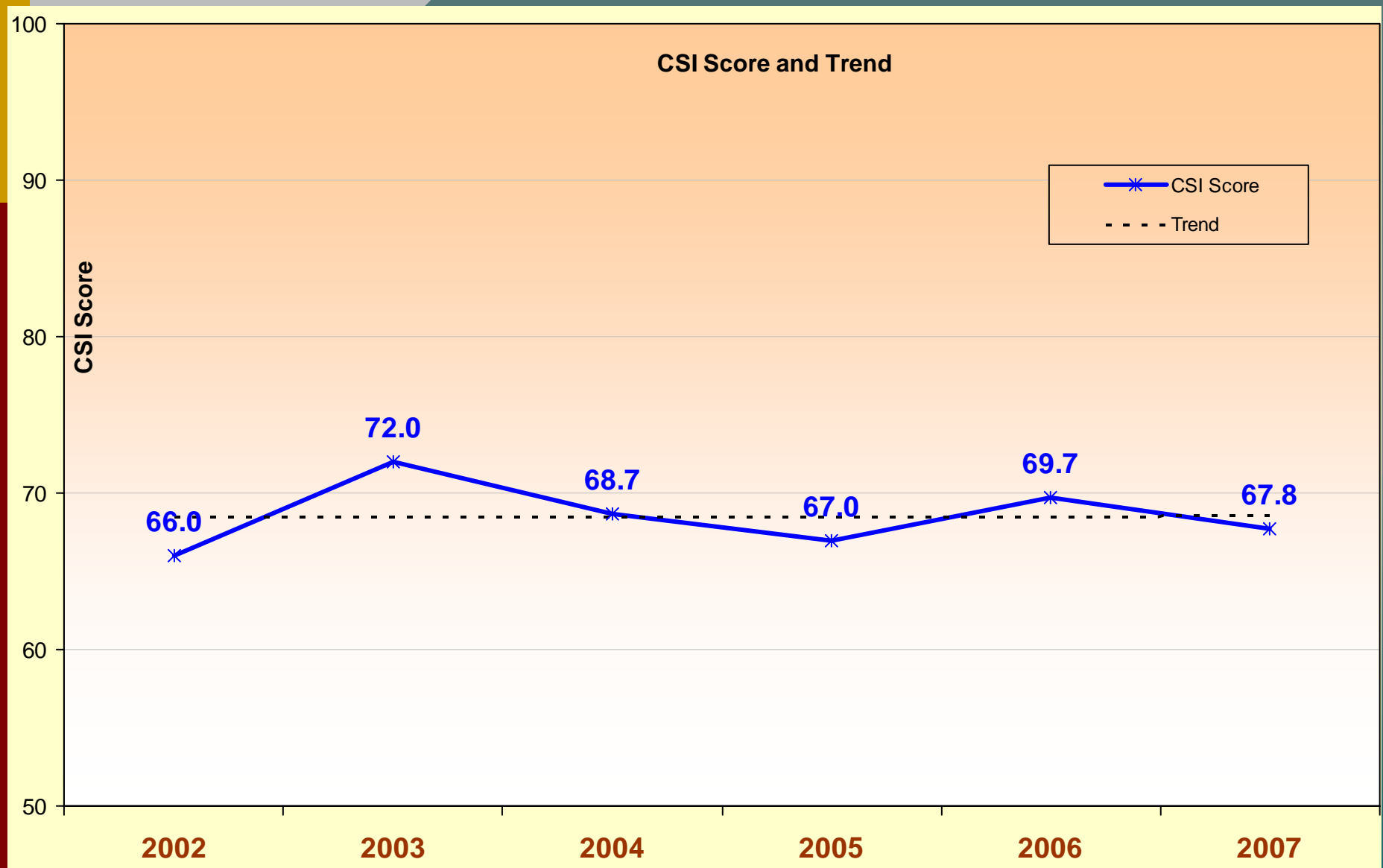
Changes in Satisfaction with Services and Facilities



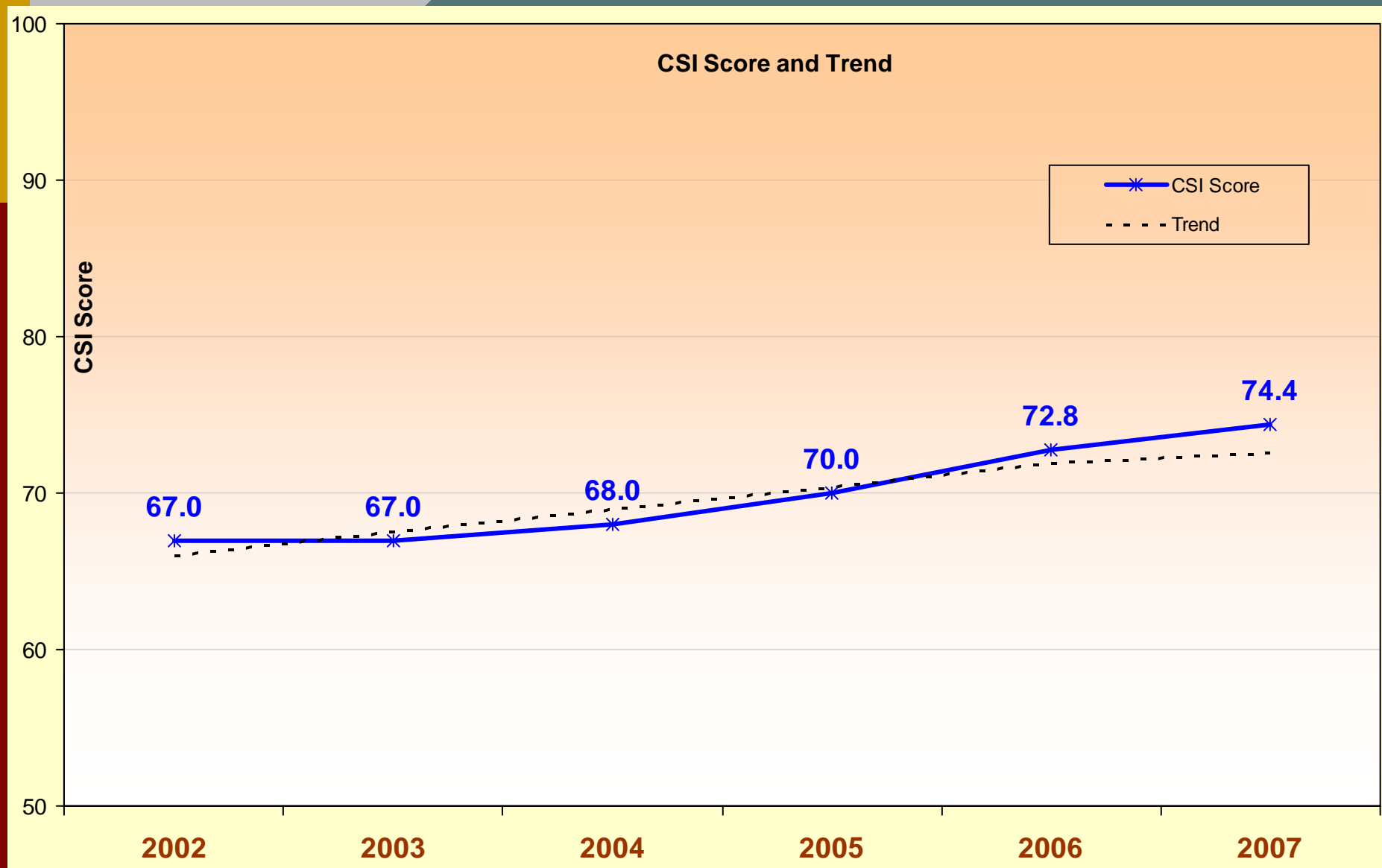
Satisfaction with the overall quality and maintenance of the roads in the Rodney area - trends



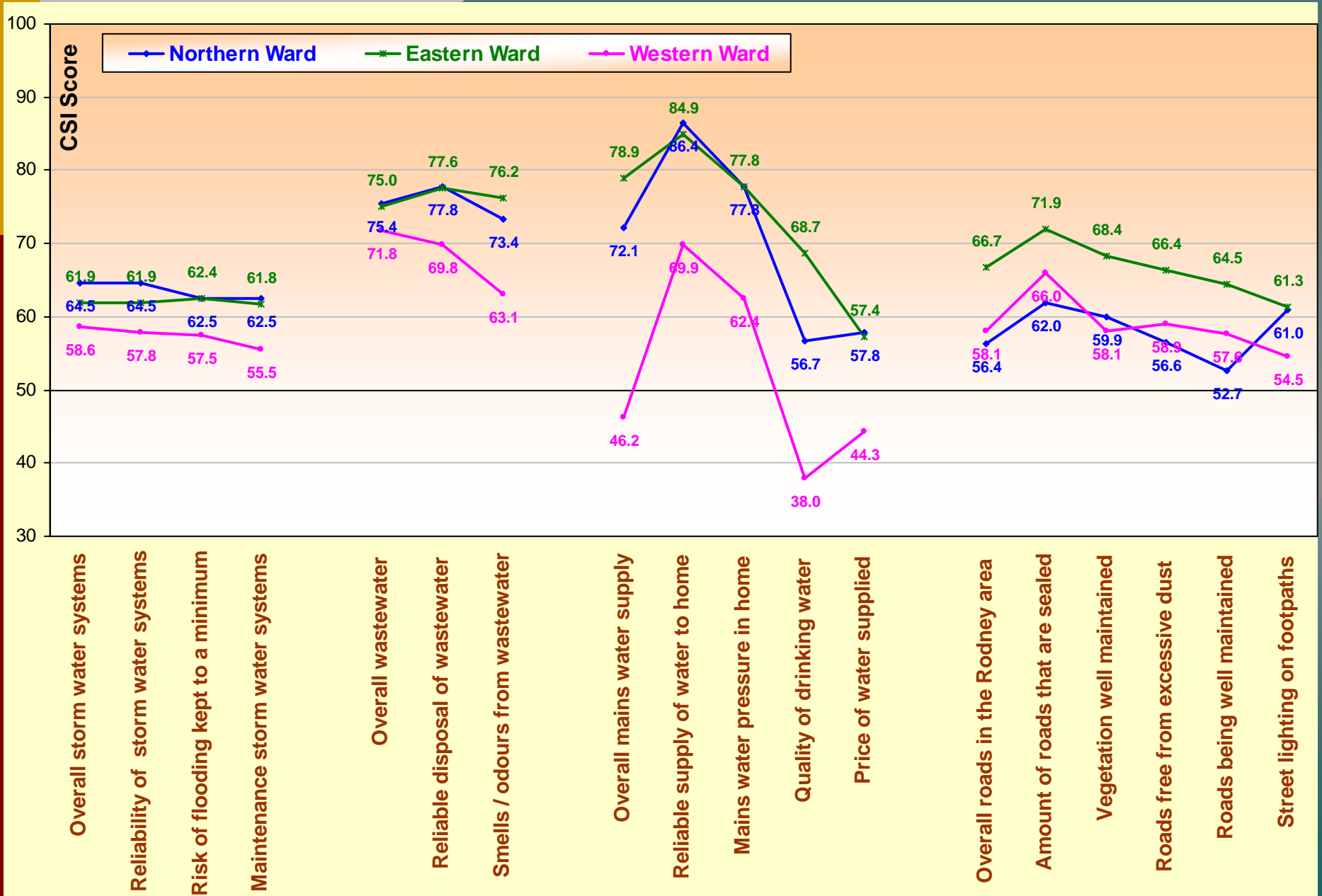
Satisfaction with the overall quality and reliability of the Mains water in Rodney - trends



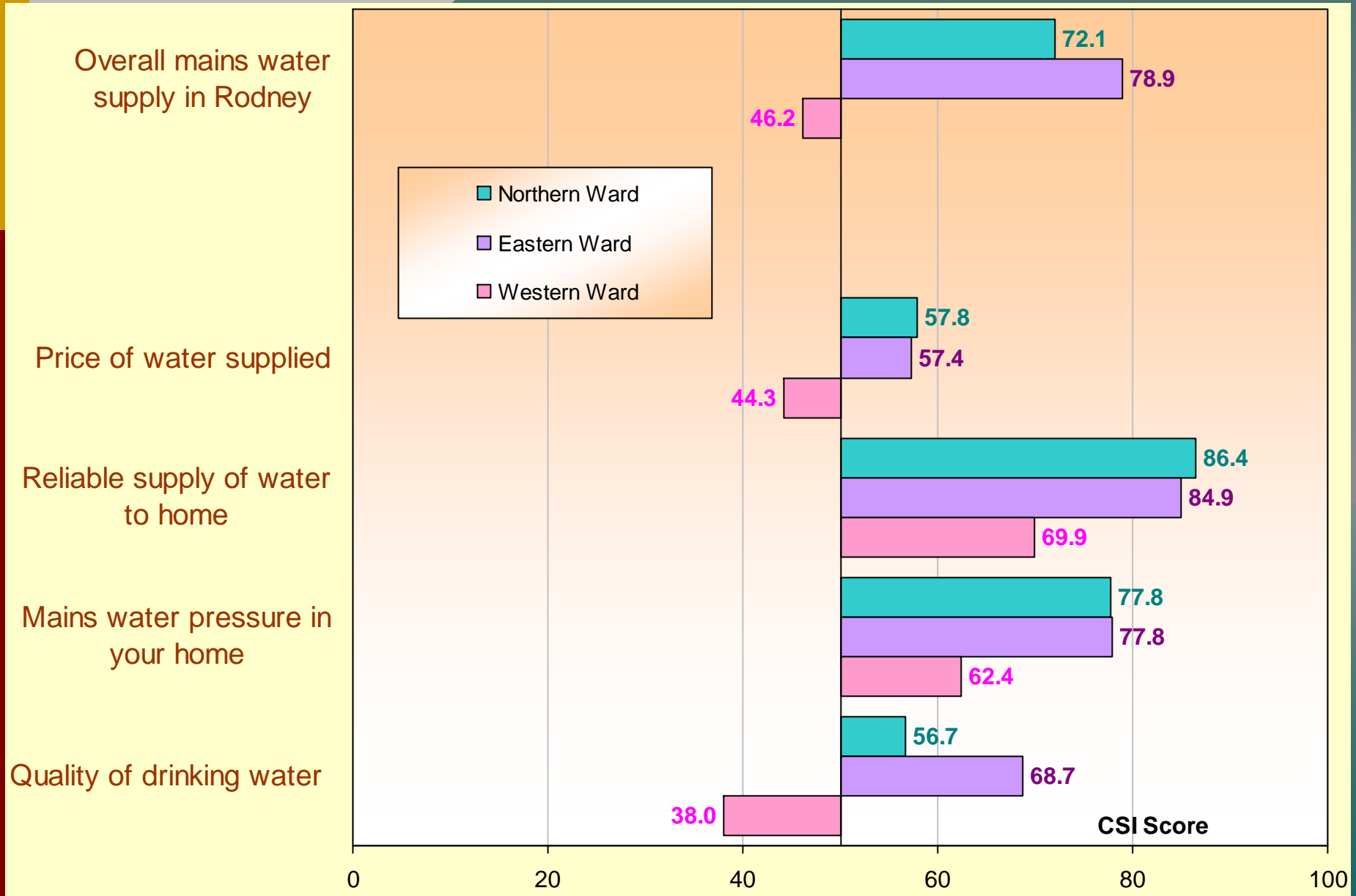
Satisfaction with the Overall disposal and treatment of wastewater and sewage - trends



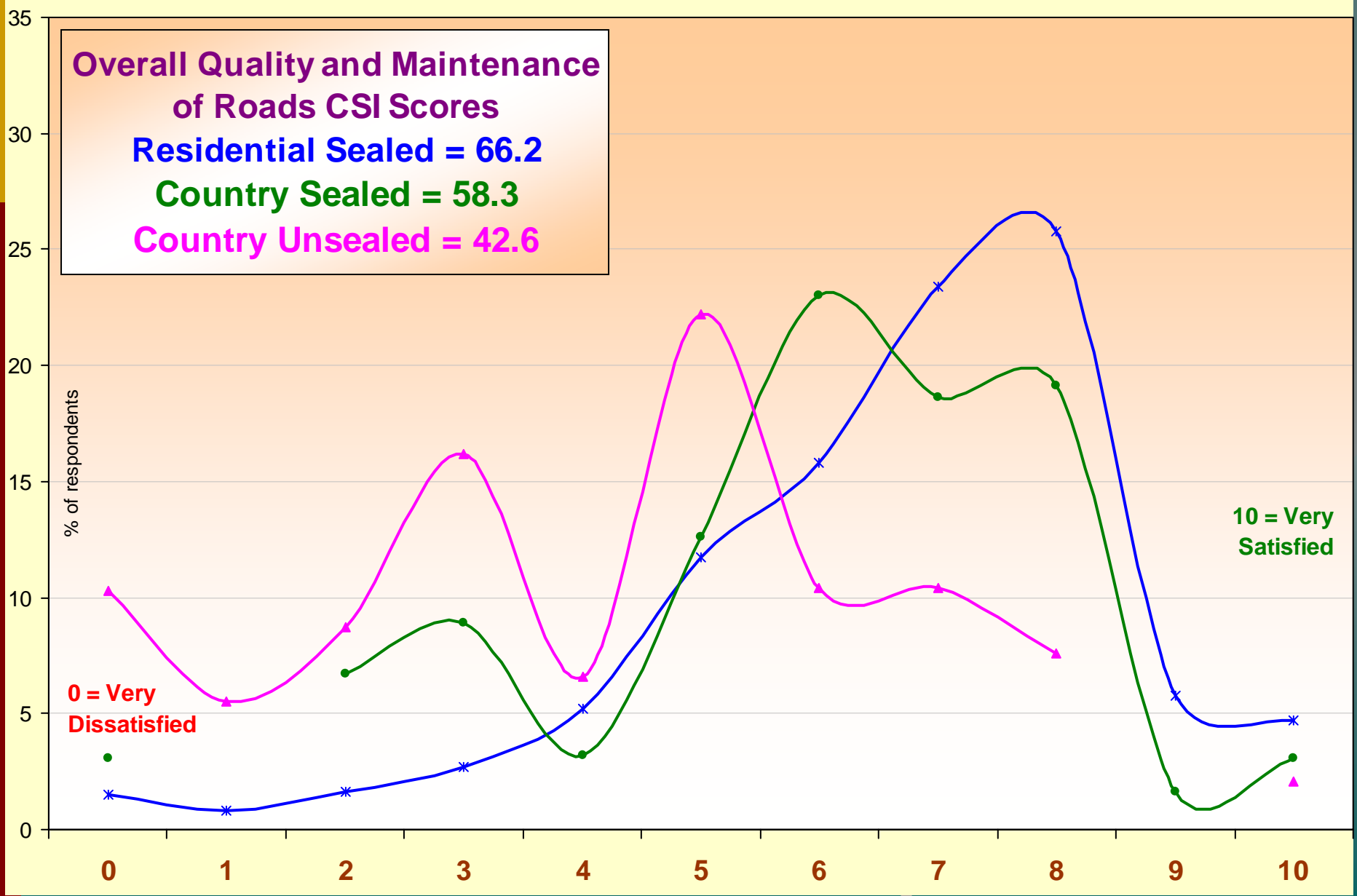
Satisfaction with the Facilities and Services in Rodney by Ward



Satisfaction with the Overall Quality and Reliability of the Mains Water Supply in Rodney by Ward

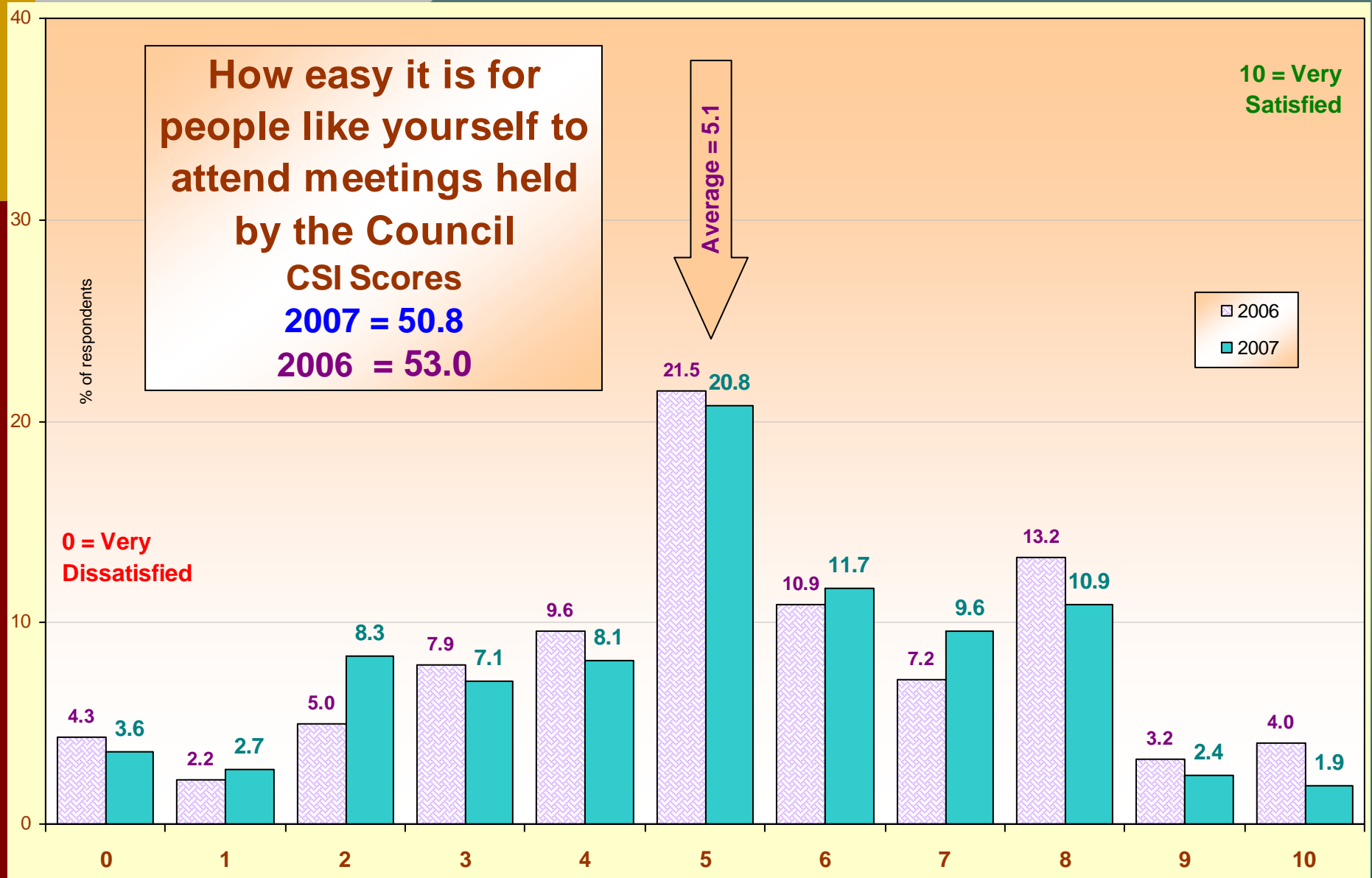


Satisfaction with Overall Quality and Maintenance of Roads in the Rodney Area

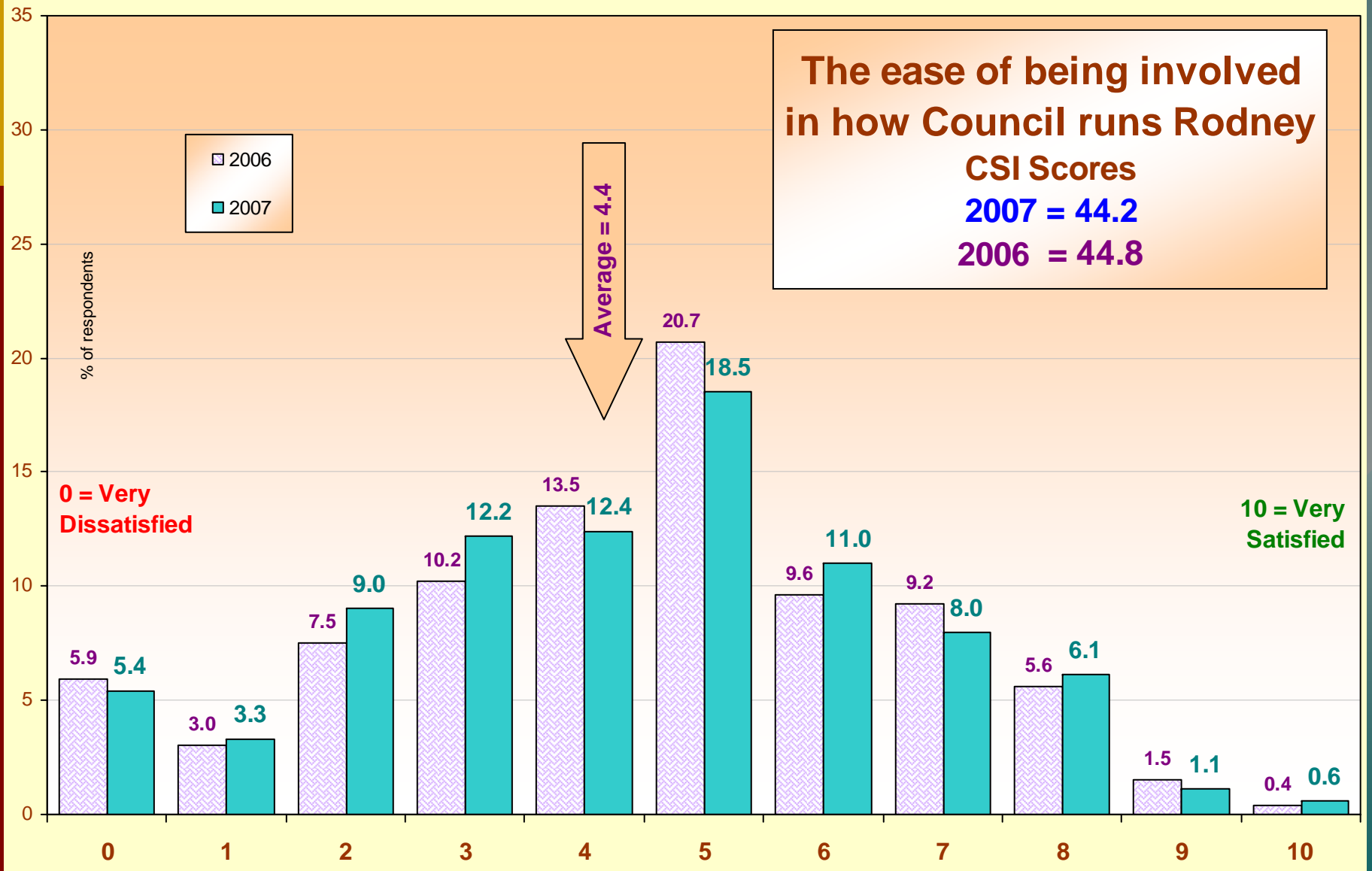


Democratic Process

Satisfaction With Ease of Attending Meetings

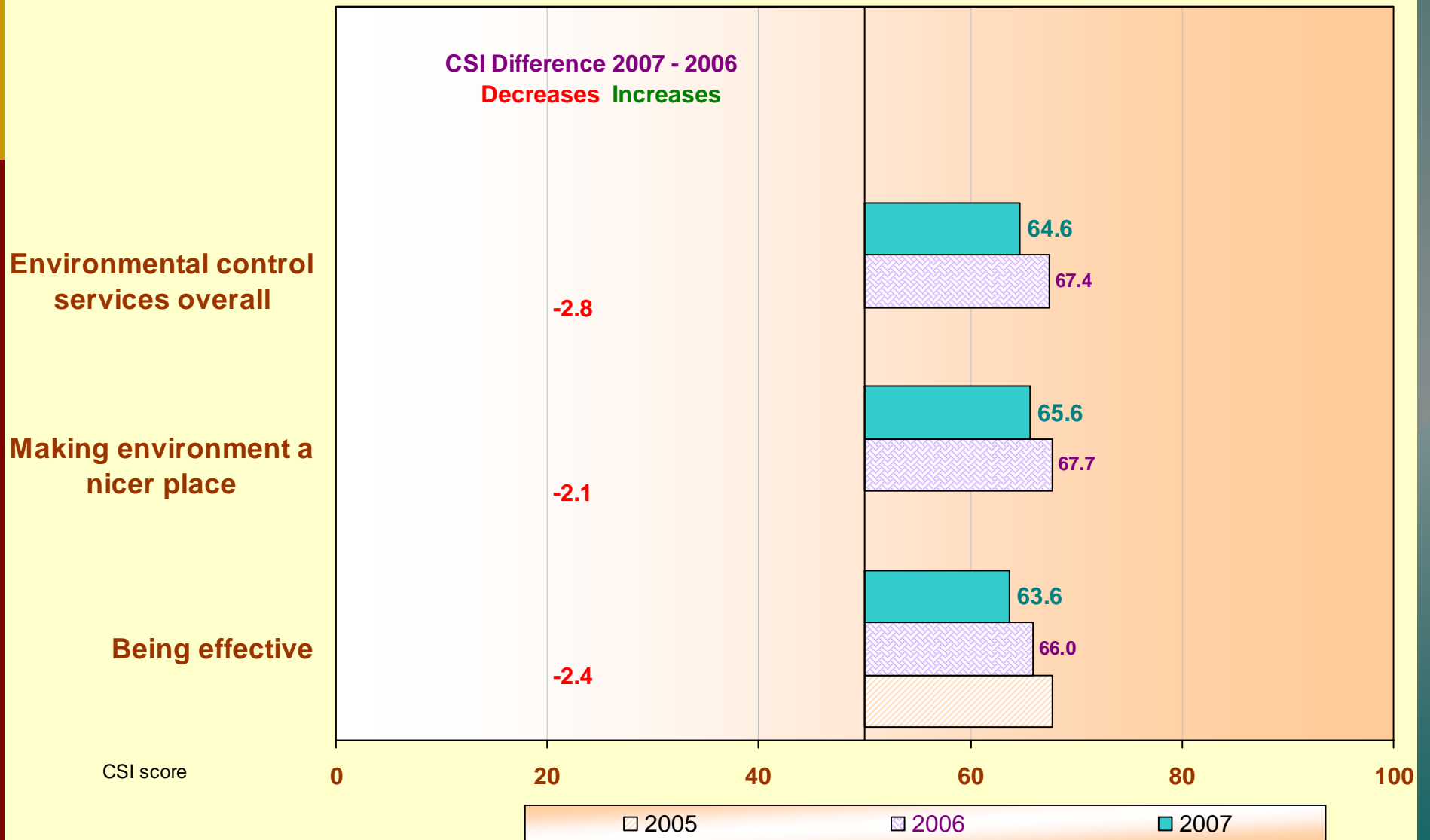


Satisfaction with the ease of being involved in how Council runs Rodney



Environmental Control Services

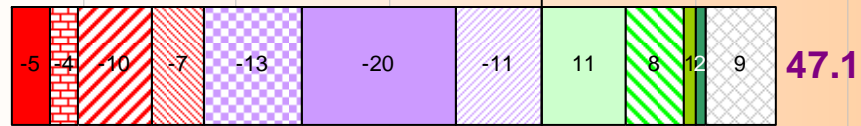
Changes in Satisfaction with Environmental Control Services



Planning and Building Regulation Services

Planning and Building Regulation Services

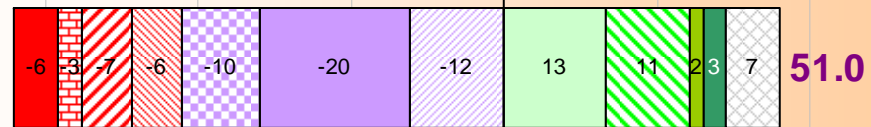
Planning and Building services overall



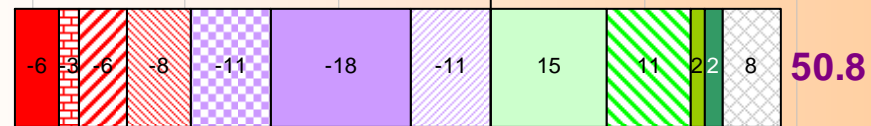
Red= Dissatisfied

Green = Satisfied

Making environment a nicer place



Being effective



The process for building consents



The process for your resource consents

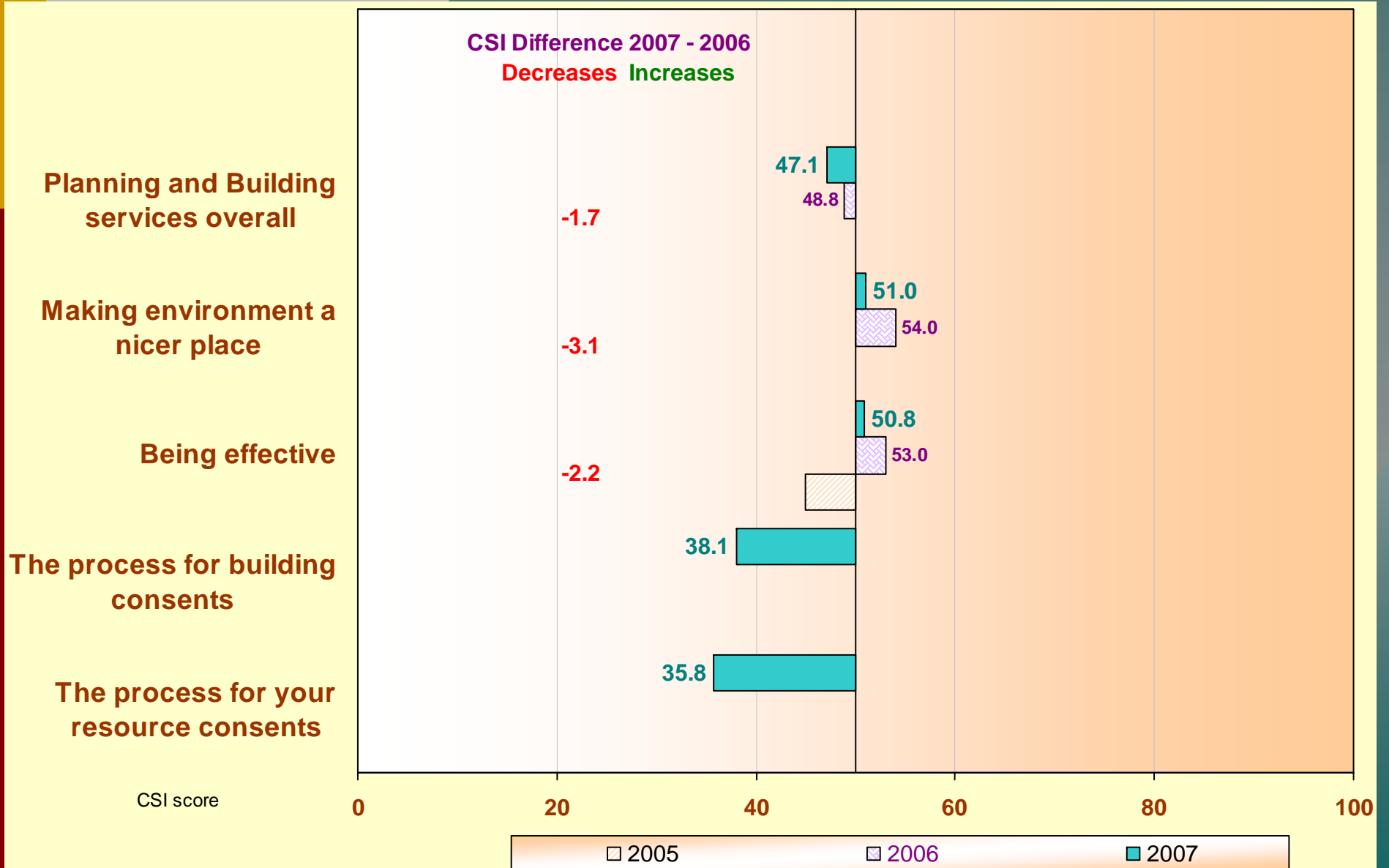


% of respondents

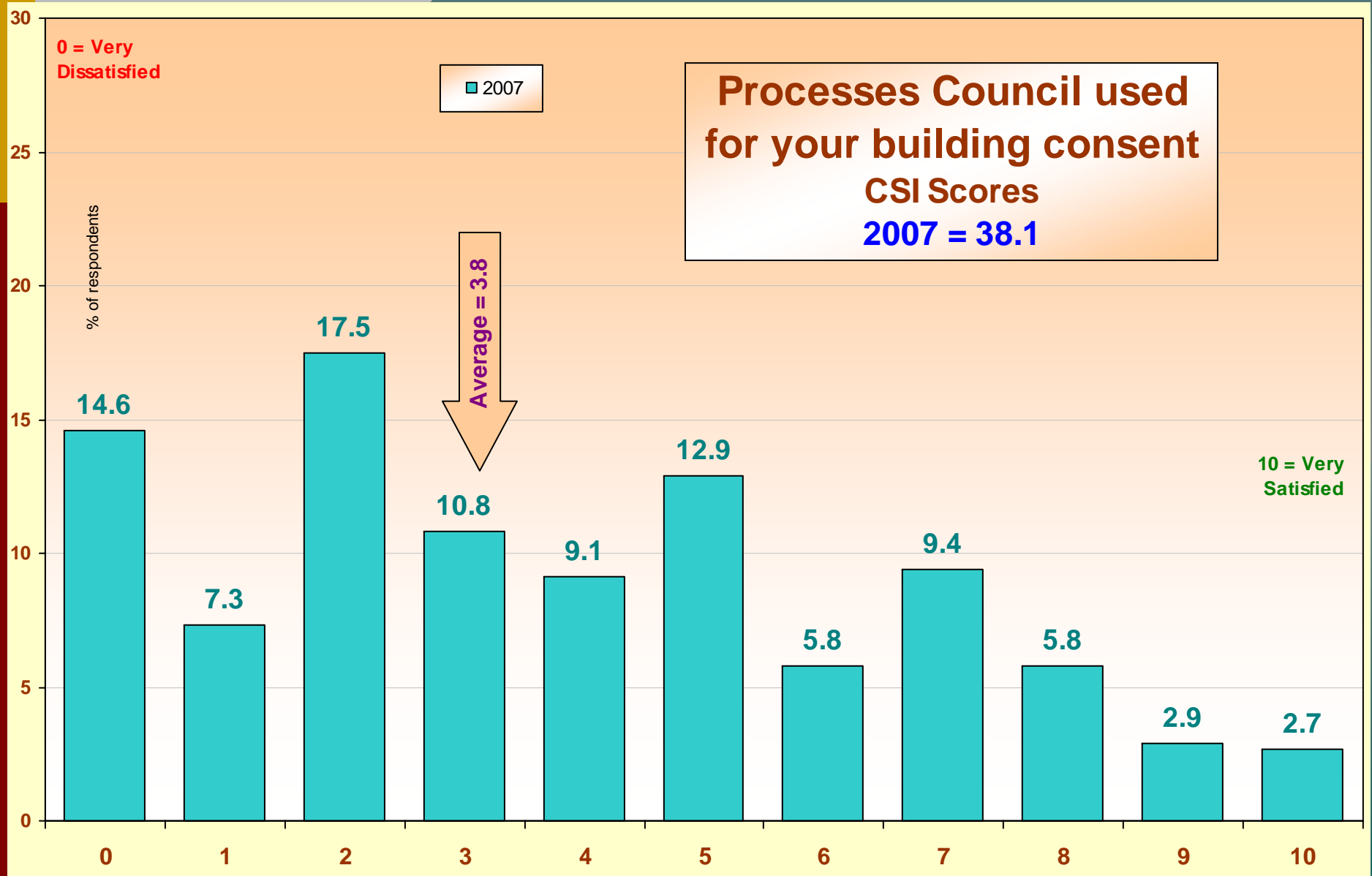
-100 -80 -60 -40 -20 0 20 40 60 80

0=Very Dissatisfied 1 2 3 4 5 6 7 8 9 10 = Very Satisfied Not used No answer **CSI Score**

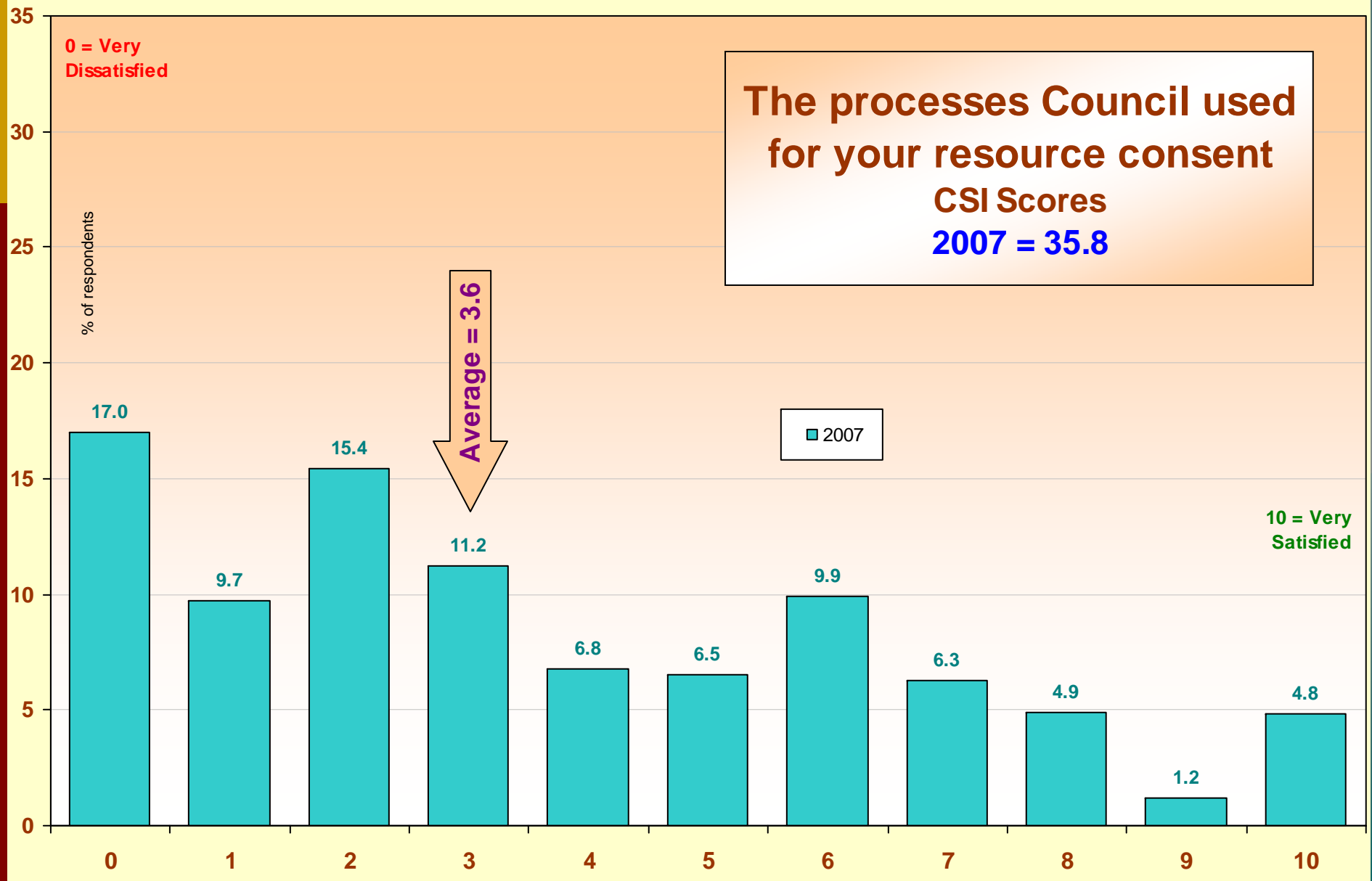
Changes in Satisfaction with Planning and Building Regulation Services



Satisfaction with the Processes Council used for your building consent

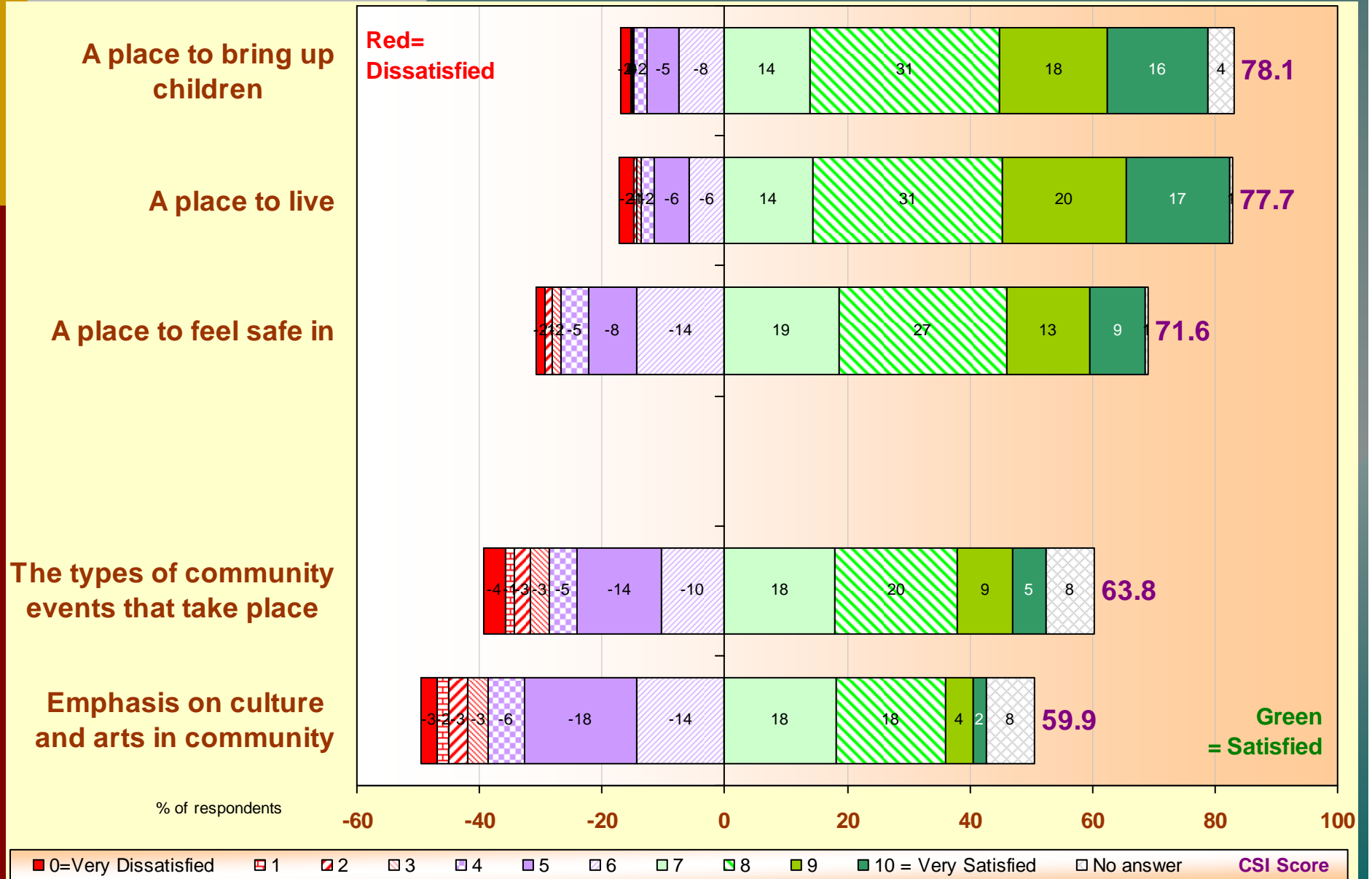


Satisfaction with the Processes Council used for your resource consent

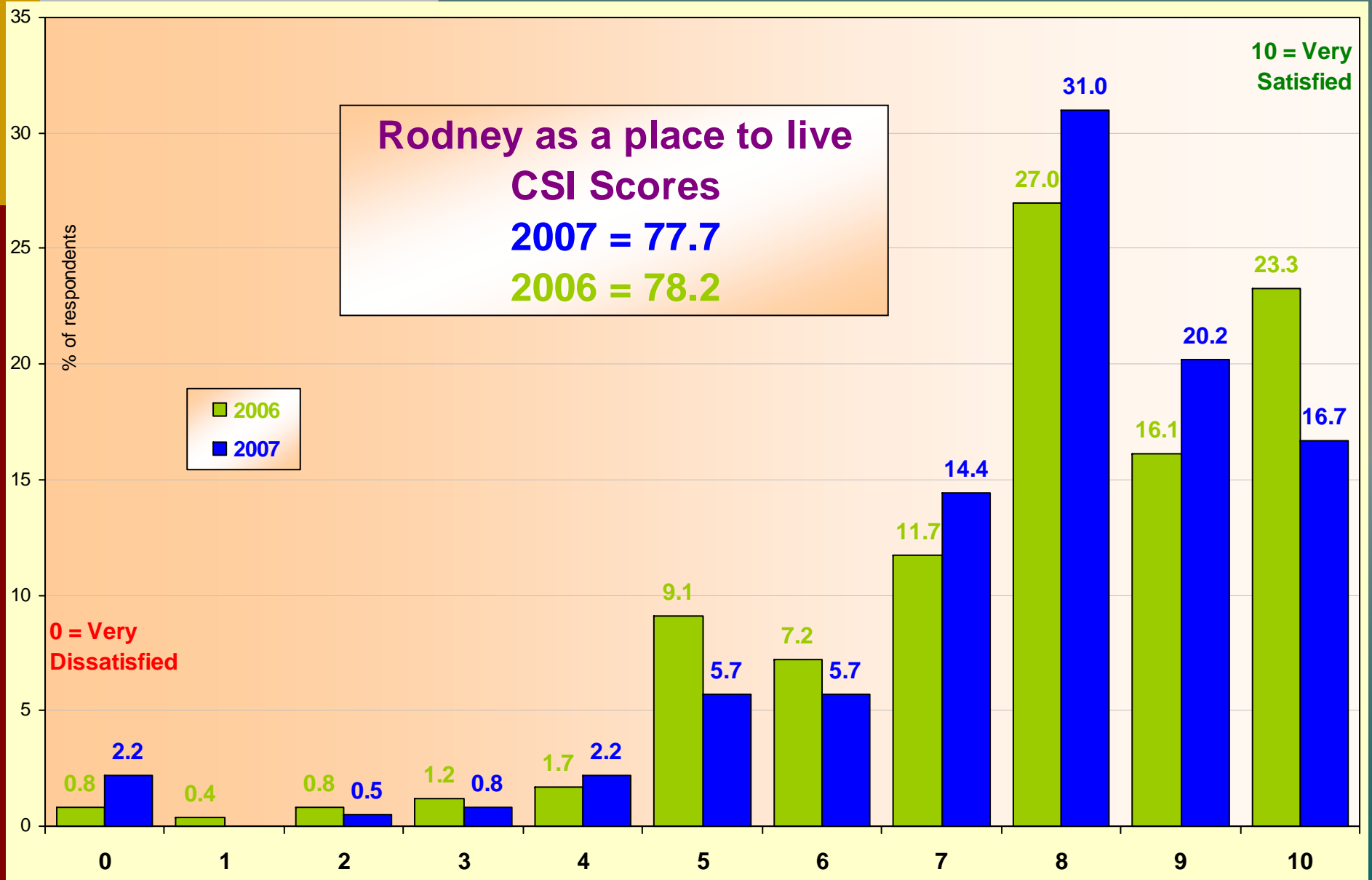


Quality of Life

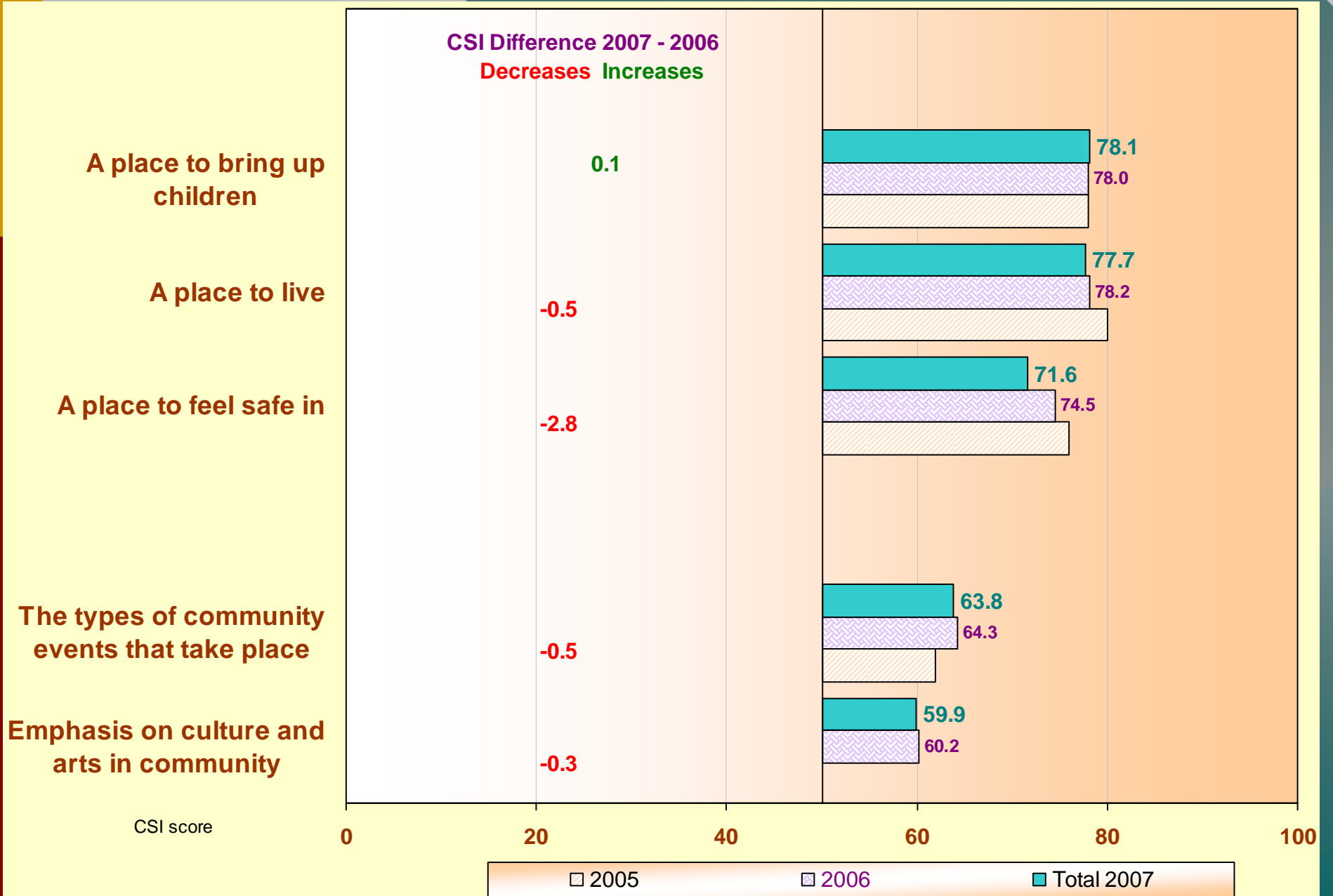
Quality of Life In Rodney



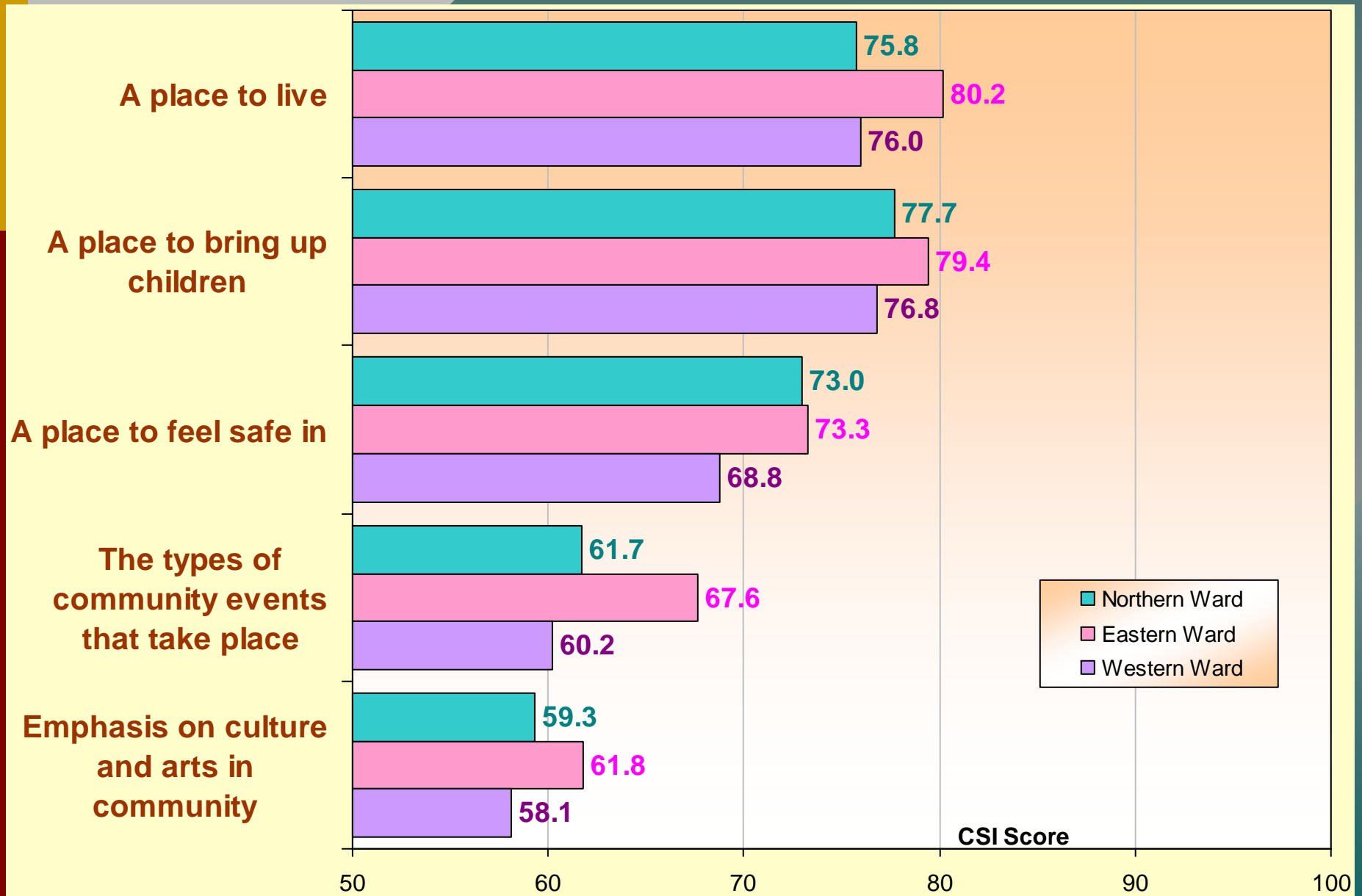
Rodney as a place to live



Changes in Satisfaction with Quality of Life

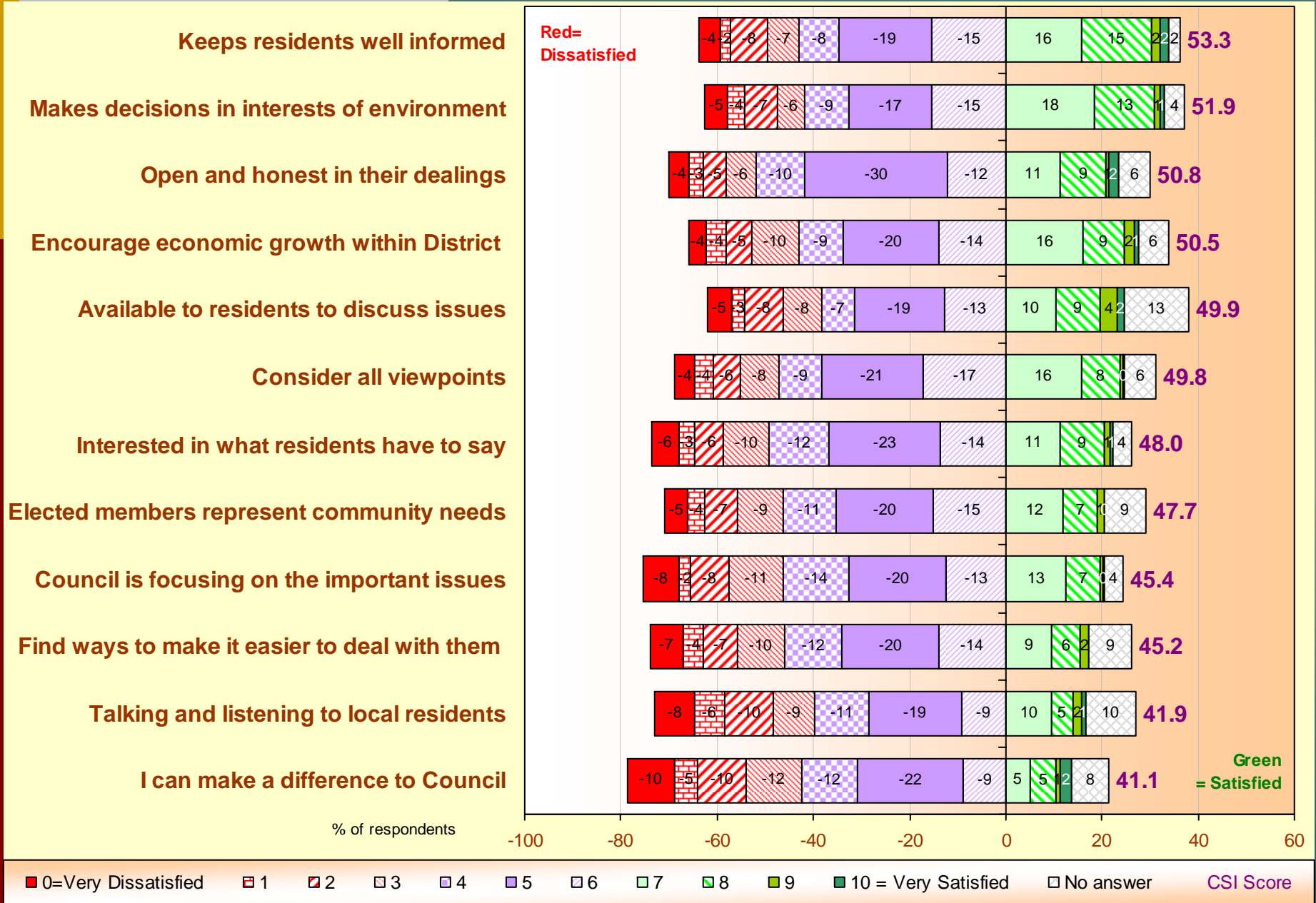


Quality of Life Factors by Ward

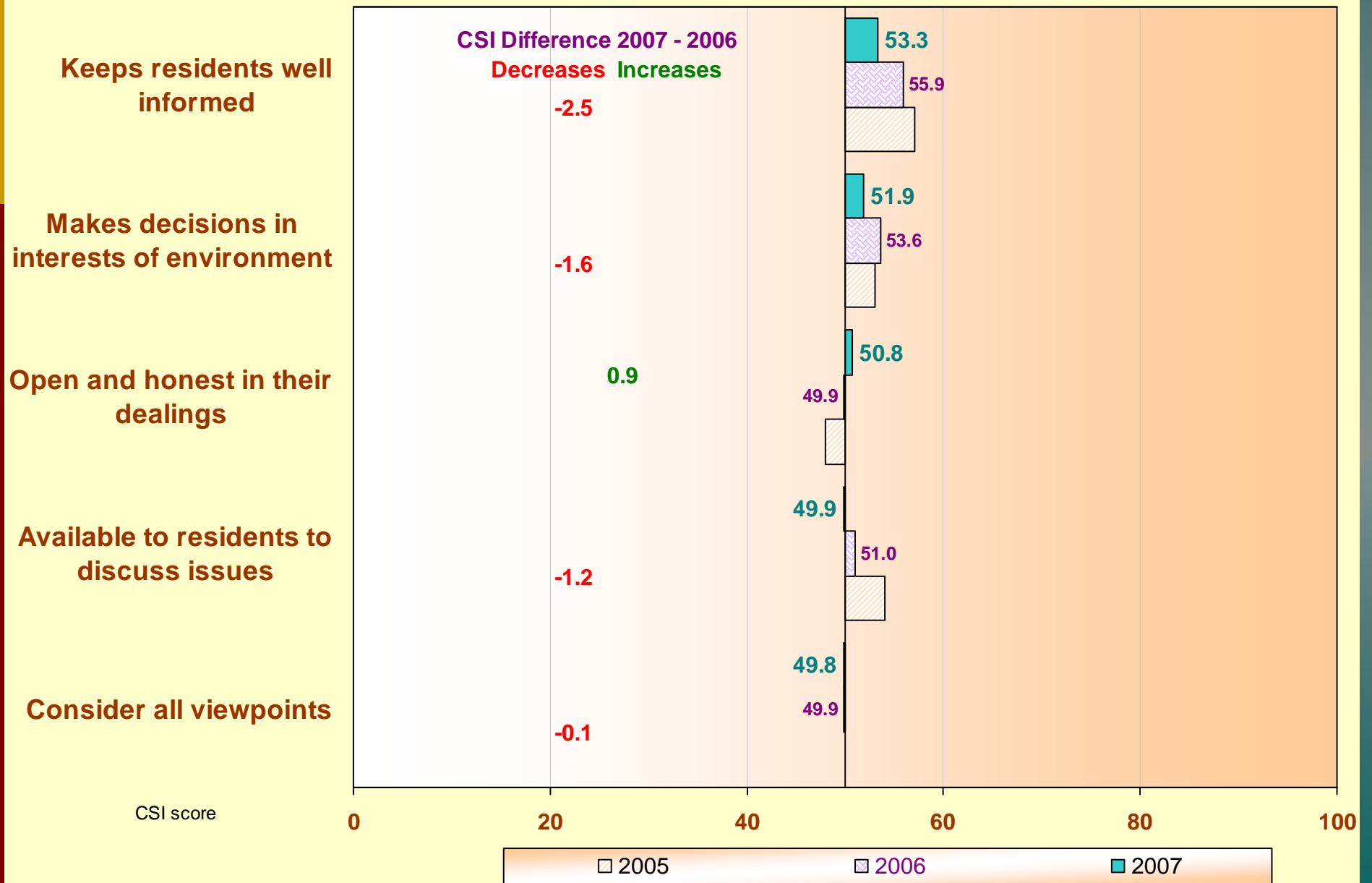


Satisfaction with General aspects of the Council

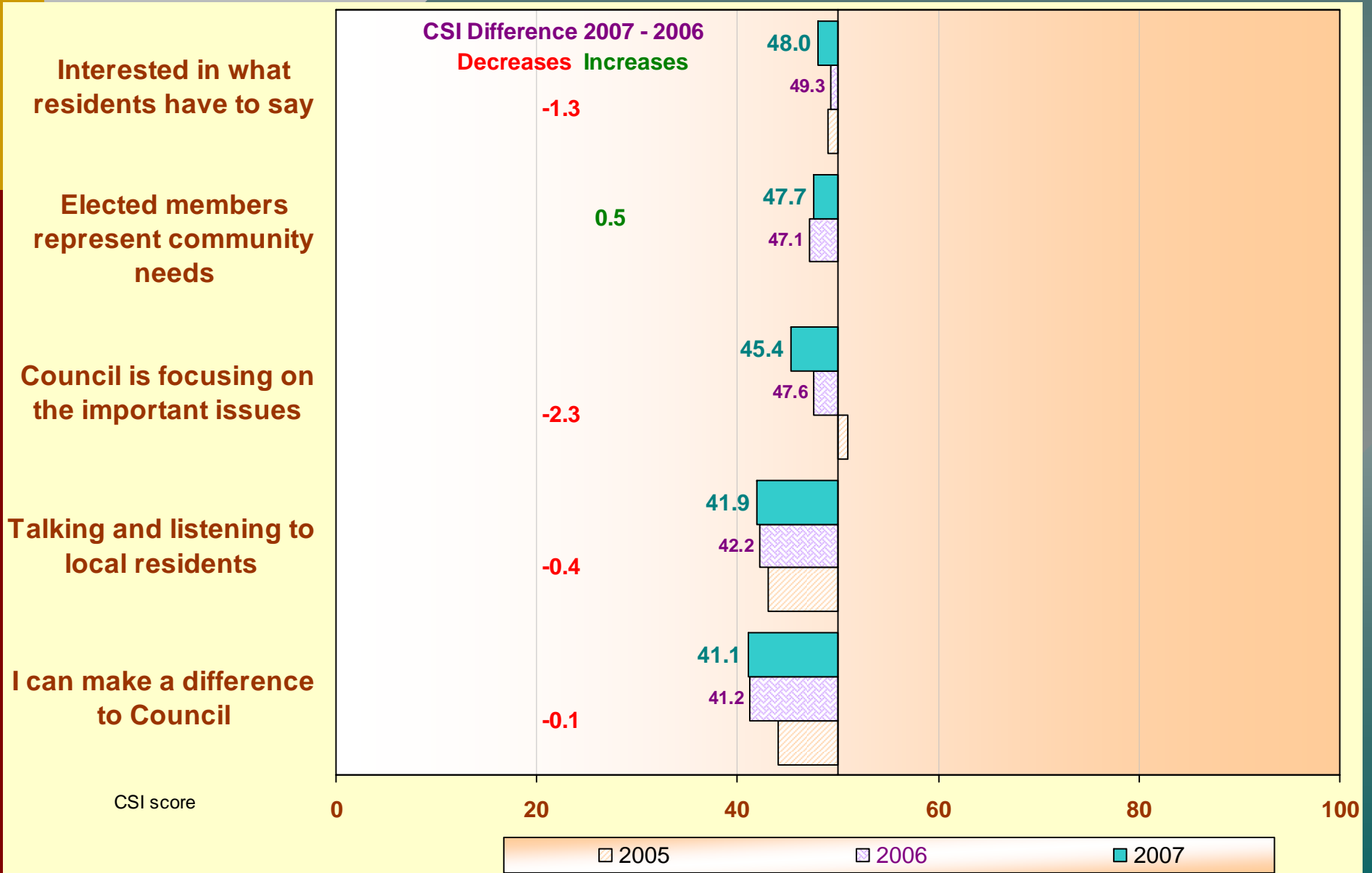
Satisfaction with General aspects of the Council



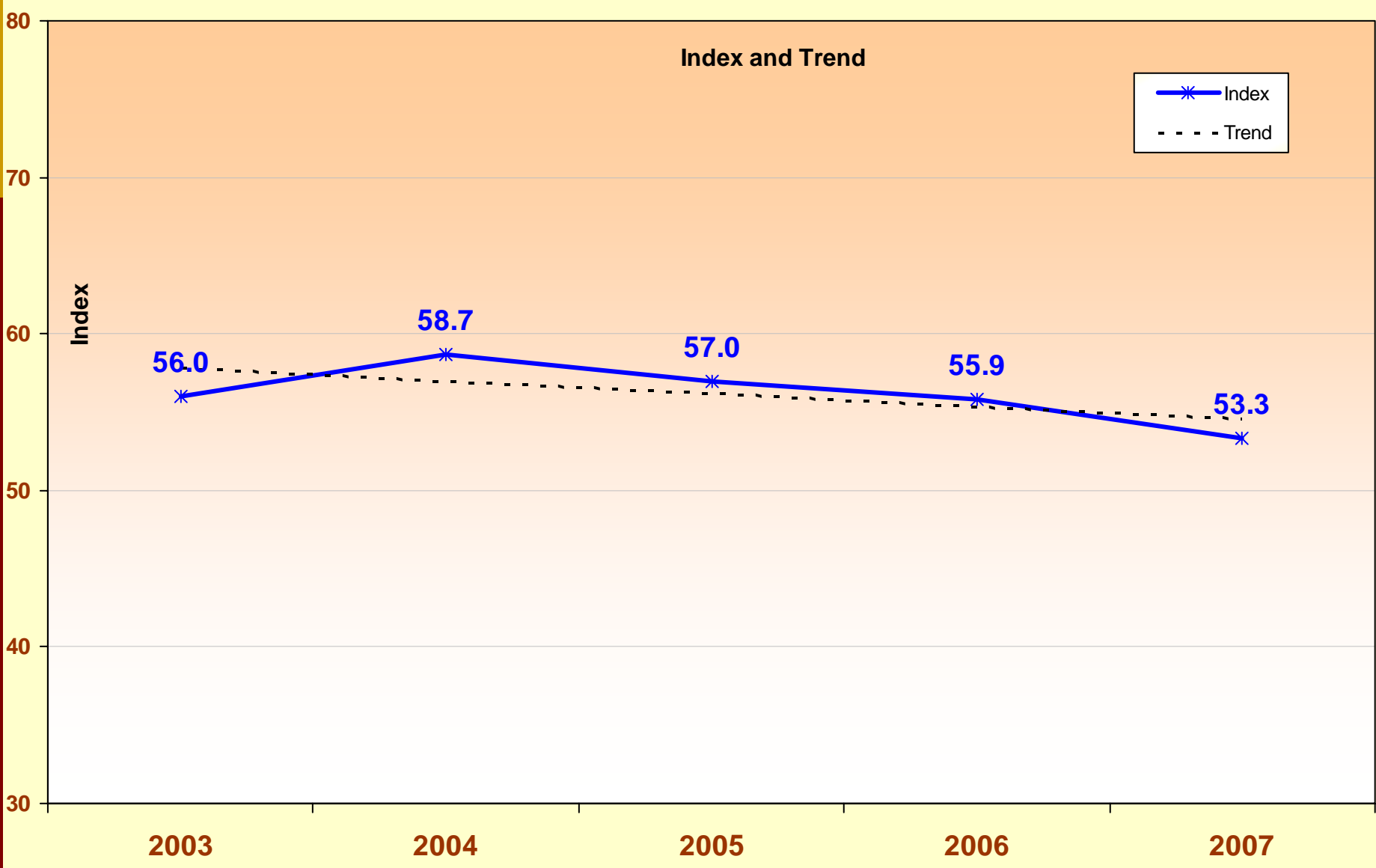
Changes in Satisfaction with General aspects of the Council



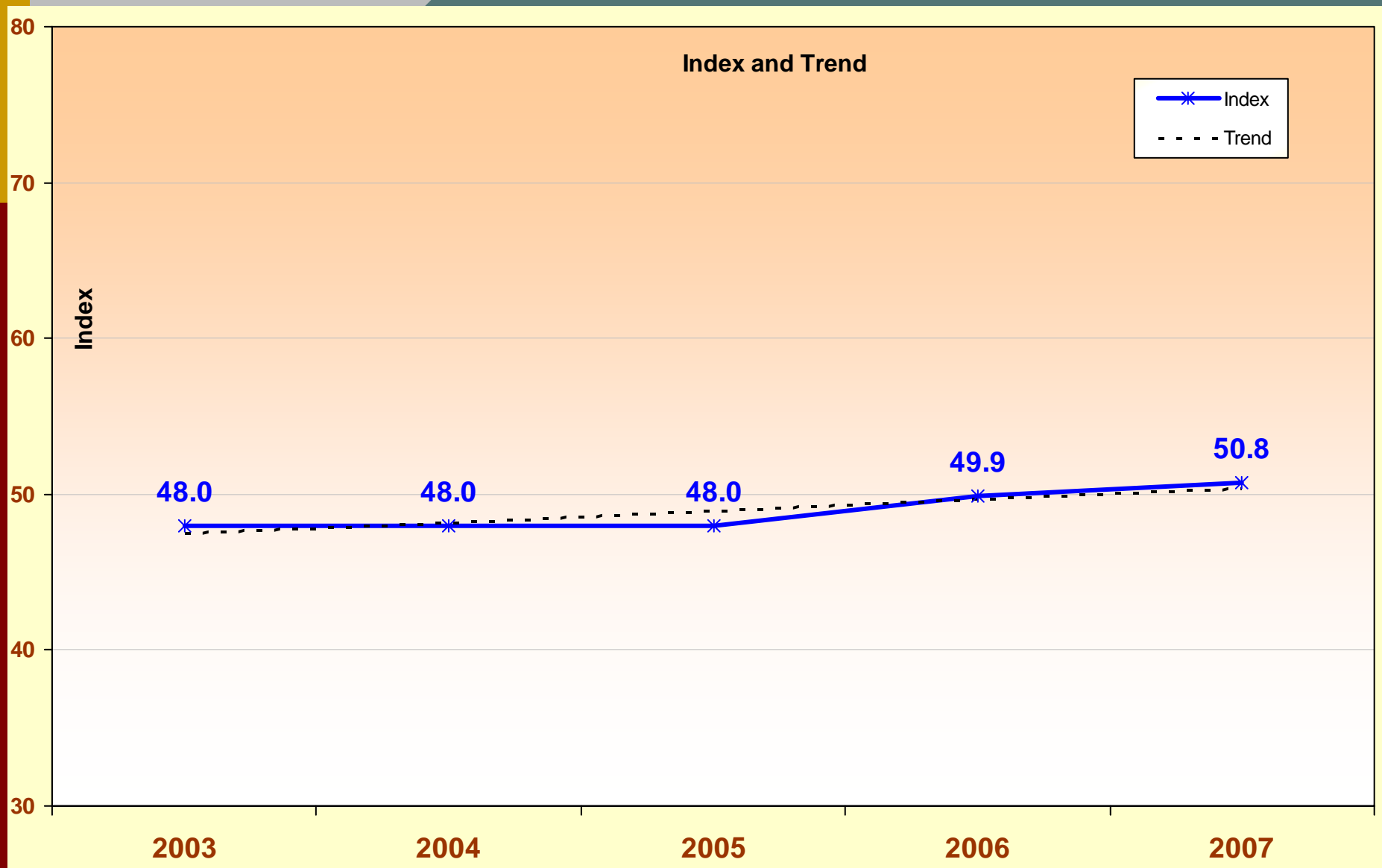
Changes in Satisfaction with General aspects of the Council



Satisfaction with the Council keeping Rodney residents well informed of what they are doing in the Rodney area - trends



Satisfaction with the Council is open and honest in their dealings with Rodney residents – trends



Overview

Conclusions

- The overall performance of Council is rated with a CSI score of 56.5, 3.0 points higher than the 53.5 recorded in 2006. However, the CSI score of 56.5 still implies respondents have some serious issues with the performance of Council.
- Value for Rates tends to have a major 'negative' impact on satisfaction with all factors.
- The type of services and facilities the respondent gets from Council has a significant impact on the level of satisfaction with Council overall as well as the value for rates
- Only 26% of those who paid residential rates (n = 441) thought they received good value for their rates.
- Most important issues Council should be looking at this year; roading and traffic (50%), Town planning/development/growth (38%), followed by Council concerns (27%), upgrading of facilities or facilities needed (17%), rates concerns, (16%), environmental protection (14%) and concerns about law and order (13%)

Conclusions

- The majority of respondents rated their satisfaction with most Council Facilities and Amenities with scores that reflected satisfaction. The CSI scores range from a high of 83.3 for 'the Libraries' down to 67.3 for the 'Public toilets'. There were a mix of 6 increases and 7 decreases in CSI scores from last year.
- The CSI Scores for Council Services and Facilities range from a high of 81.1 for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to just 53.8 for 'The price of water supplied' and 57.0 for 'the quality of drinking water supplied to residents homes (e.g. taste, colour, purity)'. There were a mix of 9 increases and 10 decreases in CSI scores from last year.
- The CSI scores for Planning and Building Services again infer there are serious issues with the services this group provides.
- Satisfaction with the Resource Consent and Building Consent processes are rated much lower than the other factors (CSI scores of 35.8 and 38.1 respectively). Both of these CSI scores infer the respondents have serious issues with these services.
- Satisfaction with the Councils Local Service Centres rated with a CSI score of 68.5, similar to 2006 and higher than the satisfaction with overall performance of Council
- A significant proportion of respondents were dissatisfied (scores 0 – 3) with each of the General aspects of the Council. This ranged from 24% for 'The Council being open and honest in their dealings with Rodney residents' up to 36% for 'Feeling like you can make a difference to how the Council approaches issues that affect the Rodney area'.
- The quality of life in Rodney District was rated with an overall CSI score of 77.7, down 0.5 points from 2006 but still reflecting excellent satisfaction
- Overall, the results are similar to 2006, and these again reflect the residents of Rodney have a diverse range of issues with the services provided by Council

John Dennis

International Research Consultants Ltd

July 2007