

Rodney District Council Annual Residents Survey 2008

A survey of residents from
Rodney District

2008

Methodology

A telephone survey

- Of 402 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

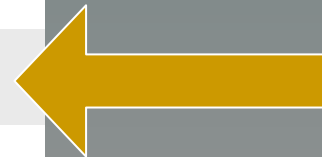
Need to define acceptable level of performance - CSI Scores

What is a good CSI score

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

Anything above half way must be good?

But NOT good enough in a competitive environment



What is a good CSI score

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

However, a competitor who offers above average service will retain their customers and attract the competitors

If Customers will only choose places they like then the average is a CSI score of 75.

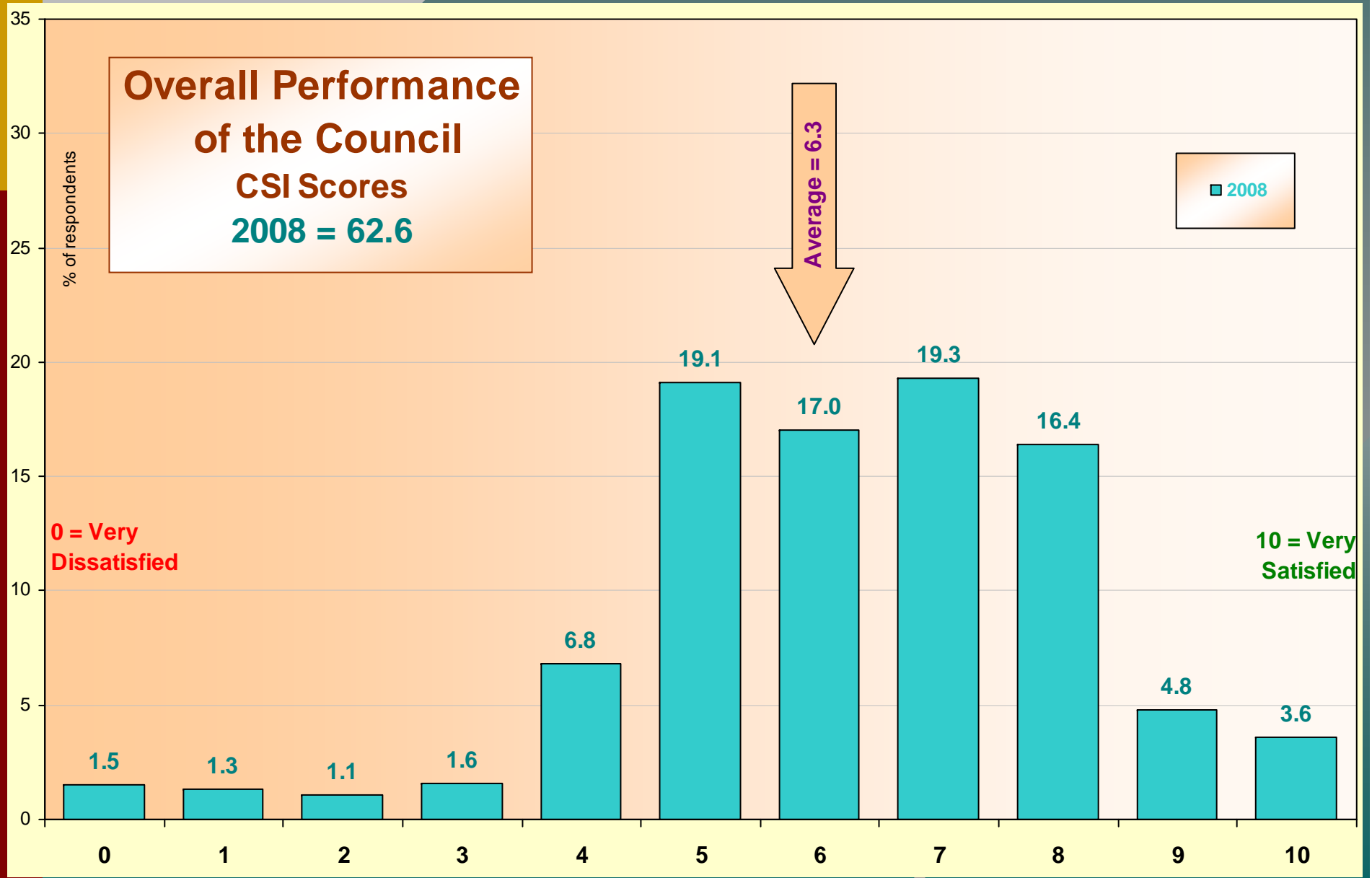
But who wants to be average

Definition of Acceptable Standards

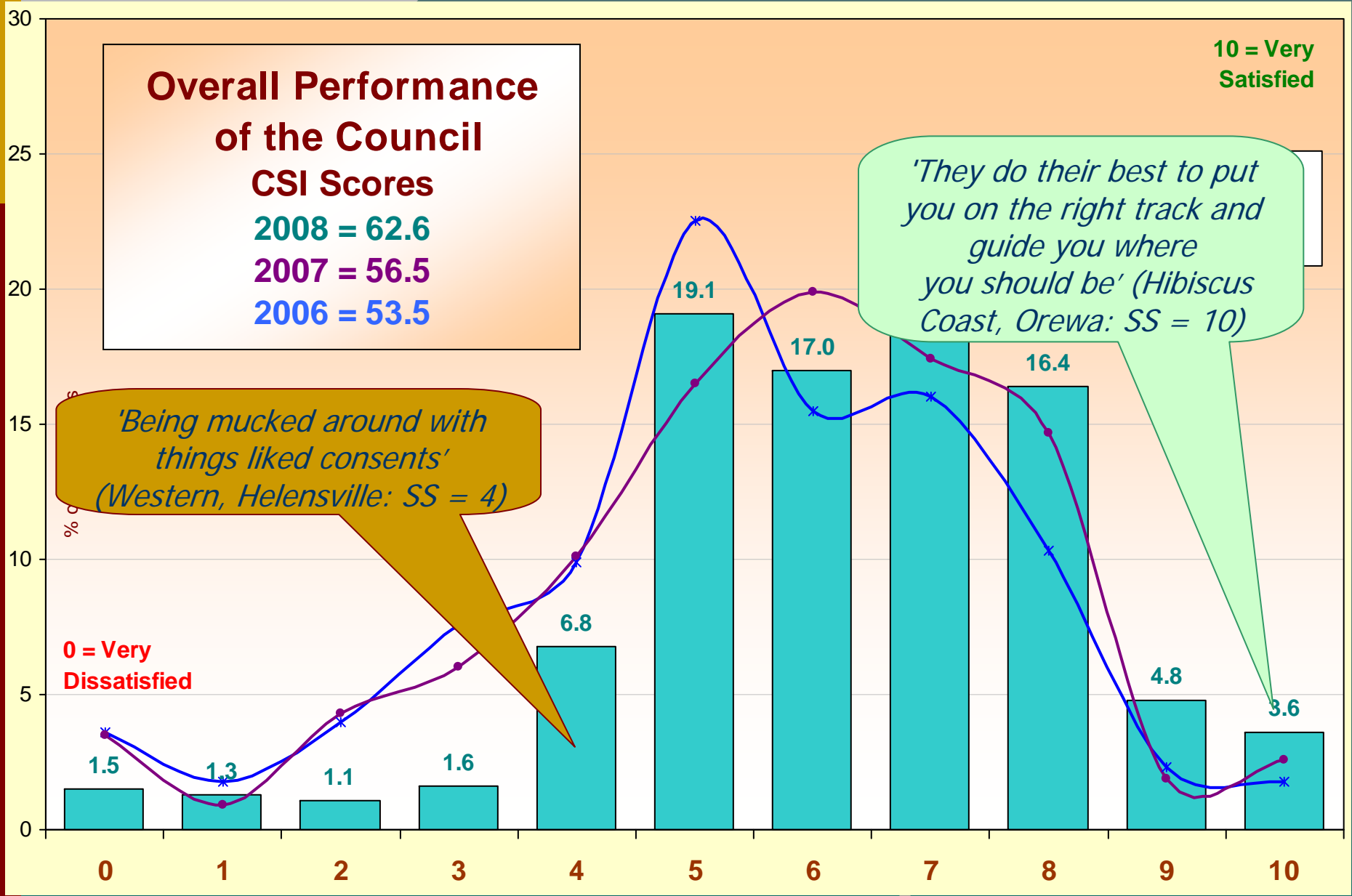
Customer Choice (Elective Services)	Corporate Standards for Customer Satisfaction	No Customer Choice (Non Elective Services / Internal)
84 or higher	Exceptional performance	79 or higher
82 - 83	Excellent performance	77 - 78
78 - 81	Very good performance	73 - 76
73 - 77	Good performance, but with potential 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

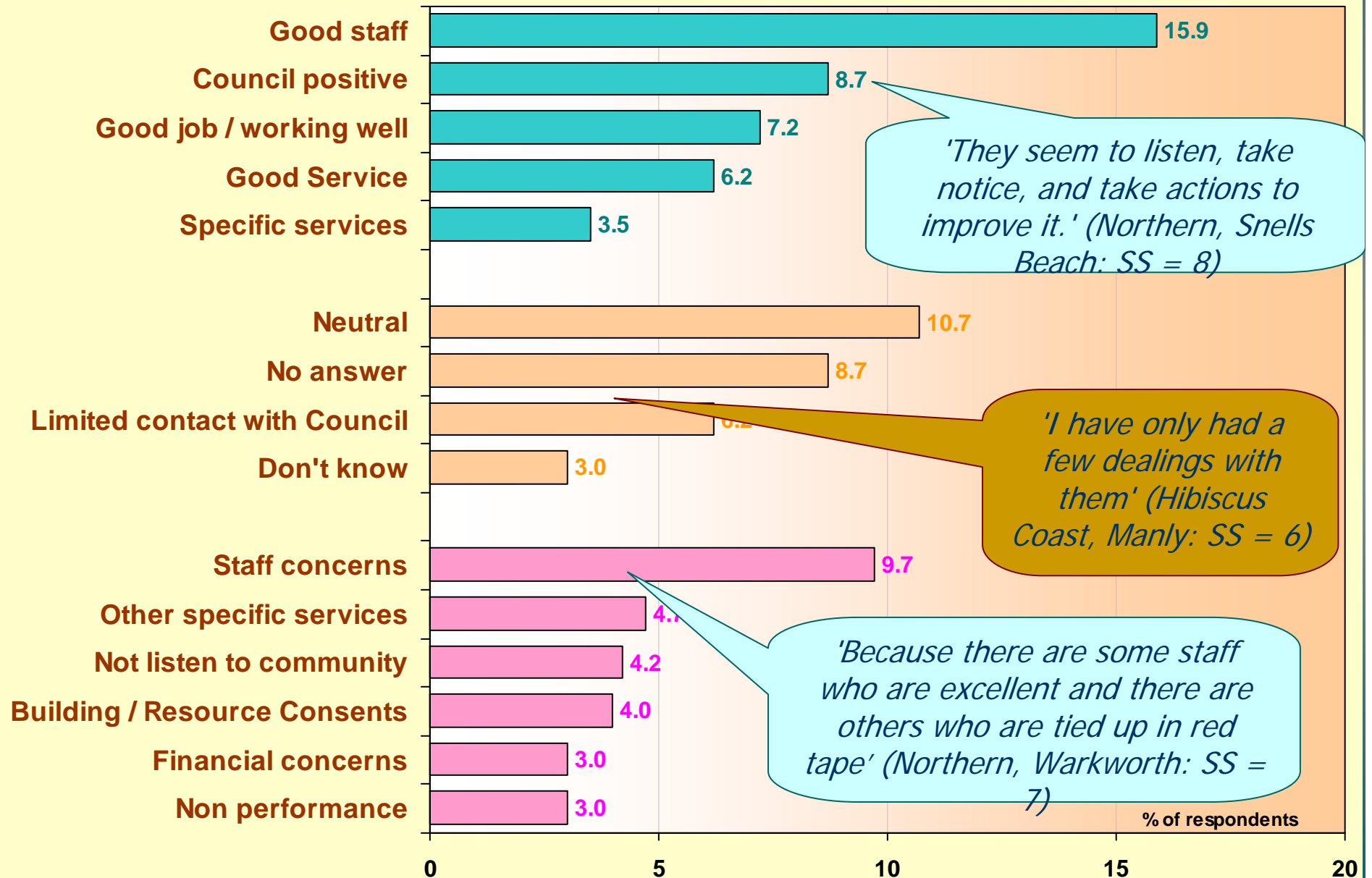
Overall Performance of Council



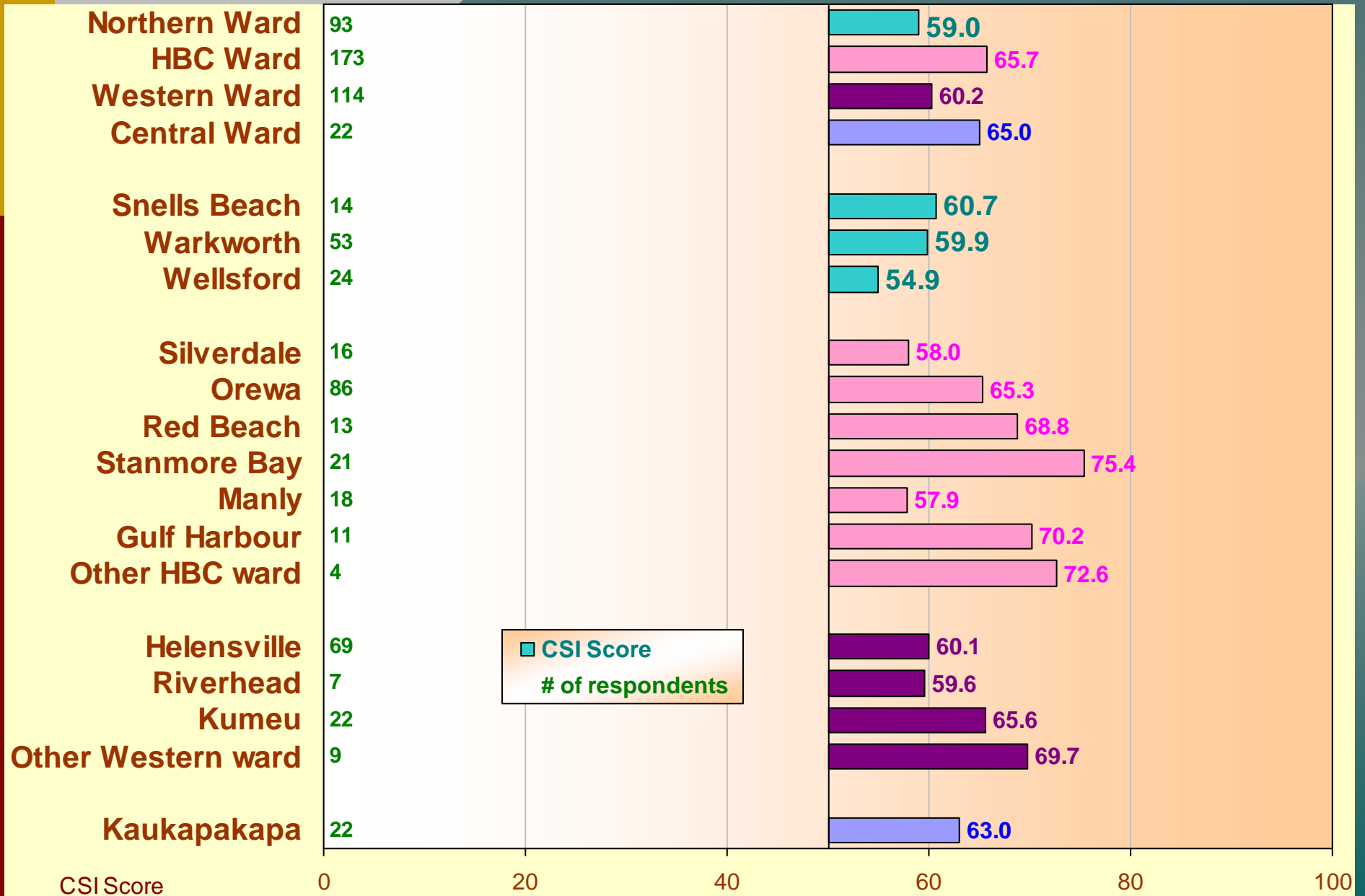
Overall Performance of Council



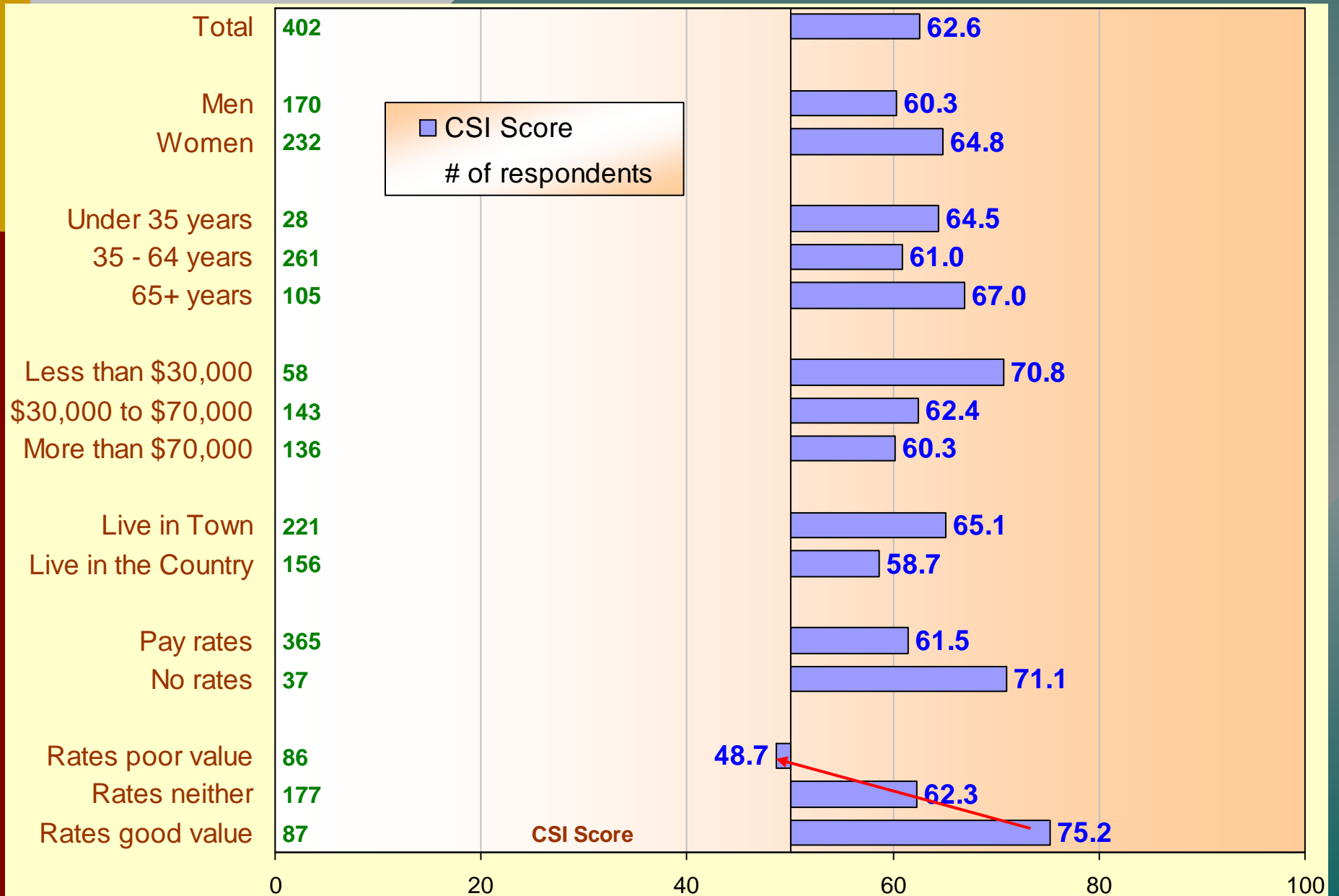
Overall Satisfaction: Reasons for Rating



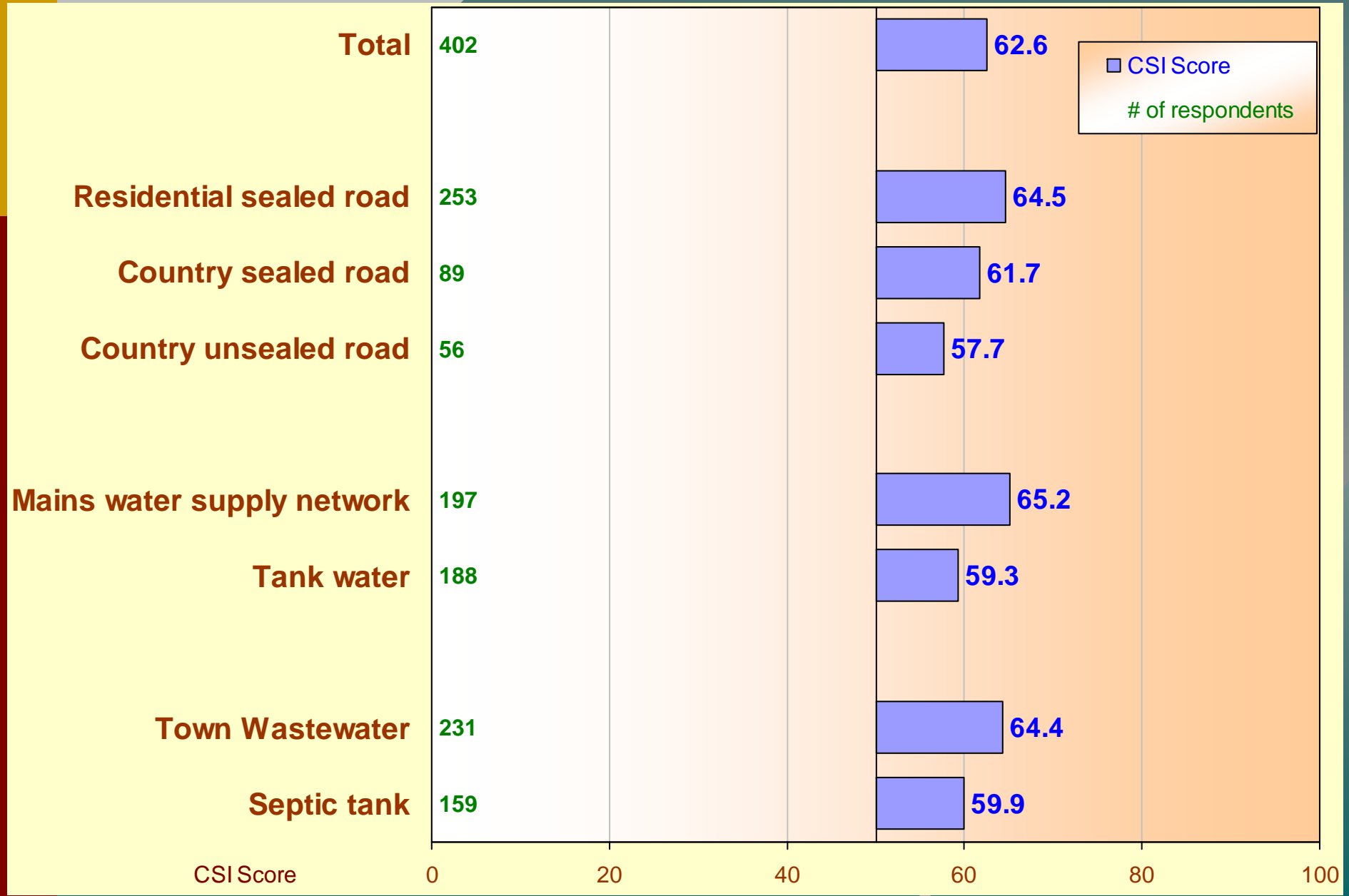
Overall Satisfaction by Location



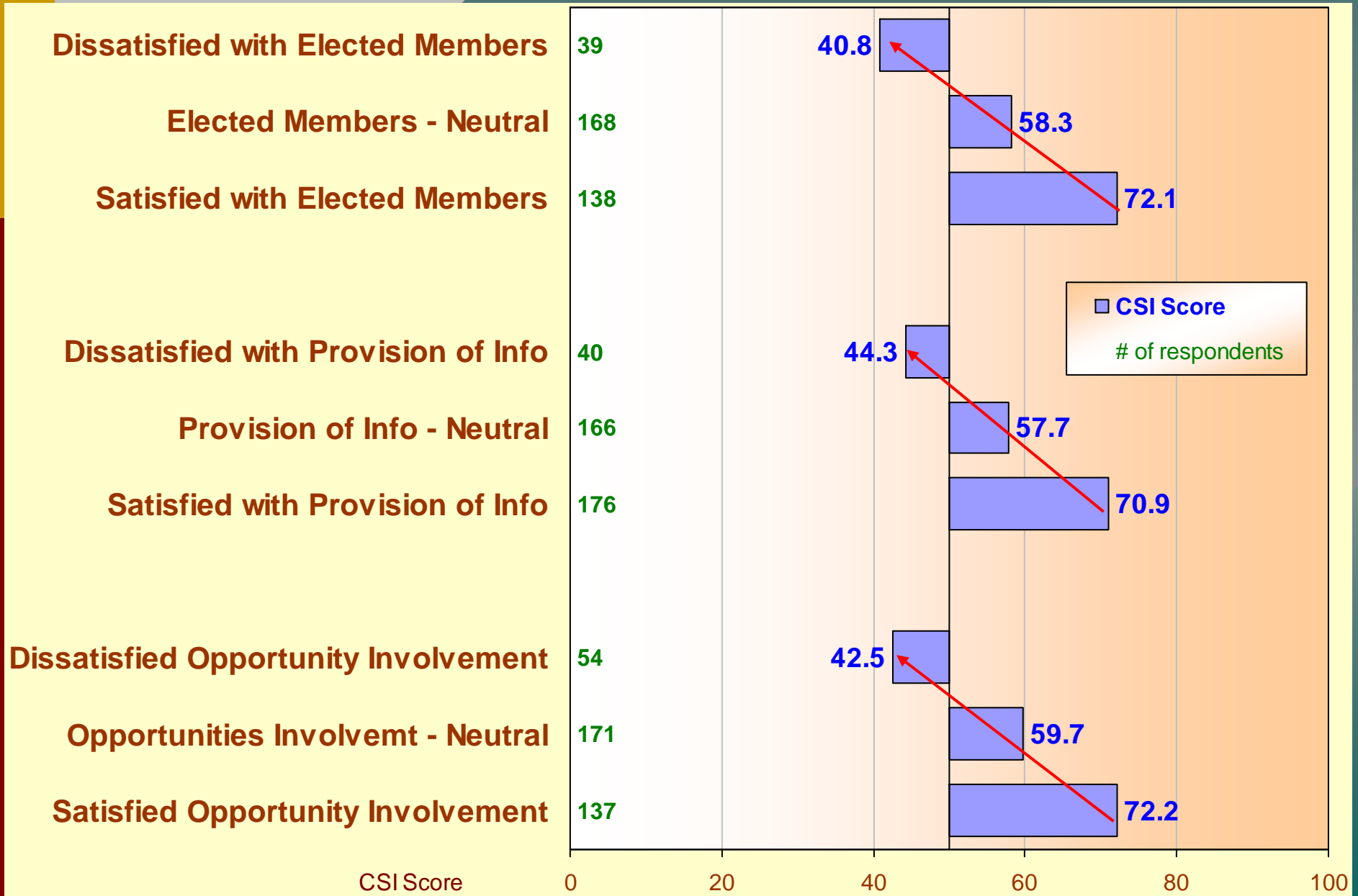
Overall Satisfaction by Demographics



Satisfaction by Services

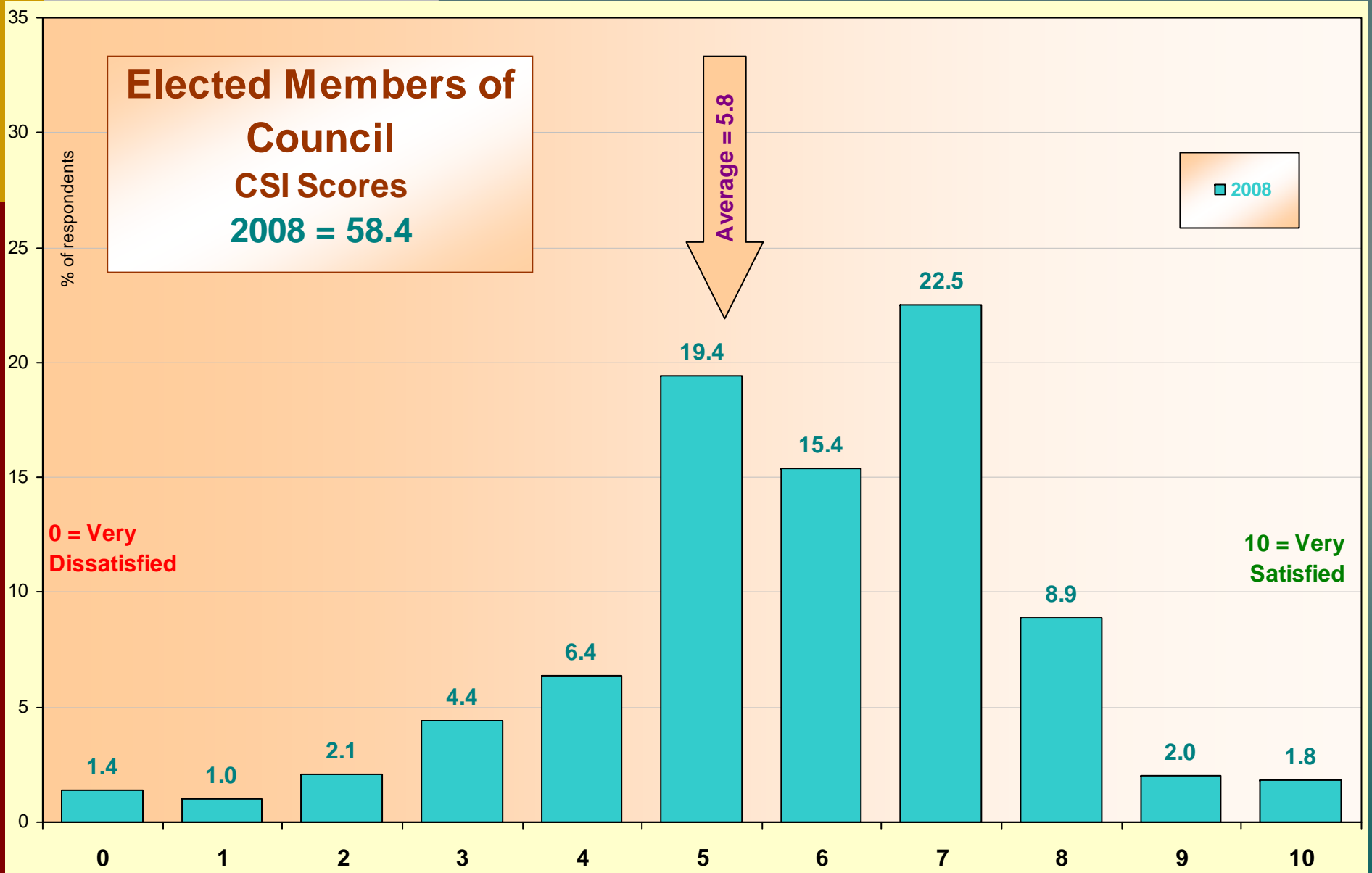


Satisfaction by Attitudes

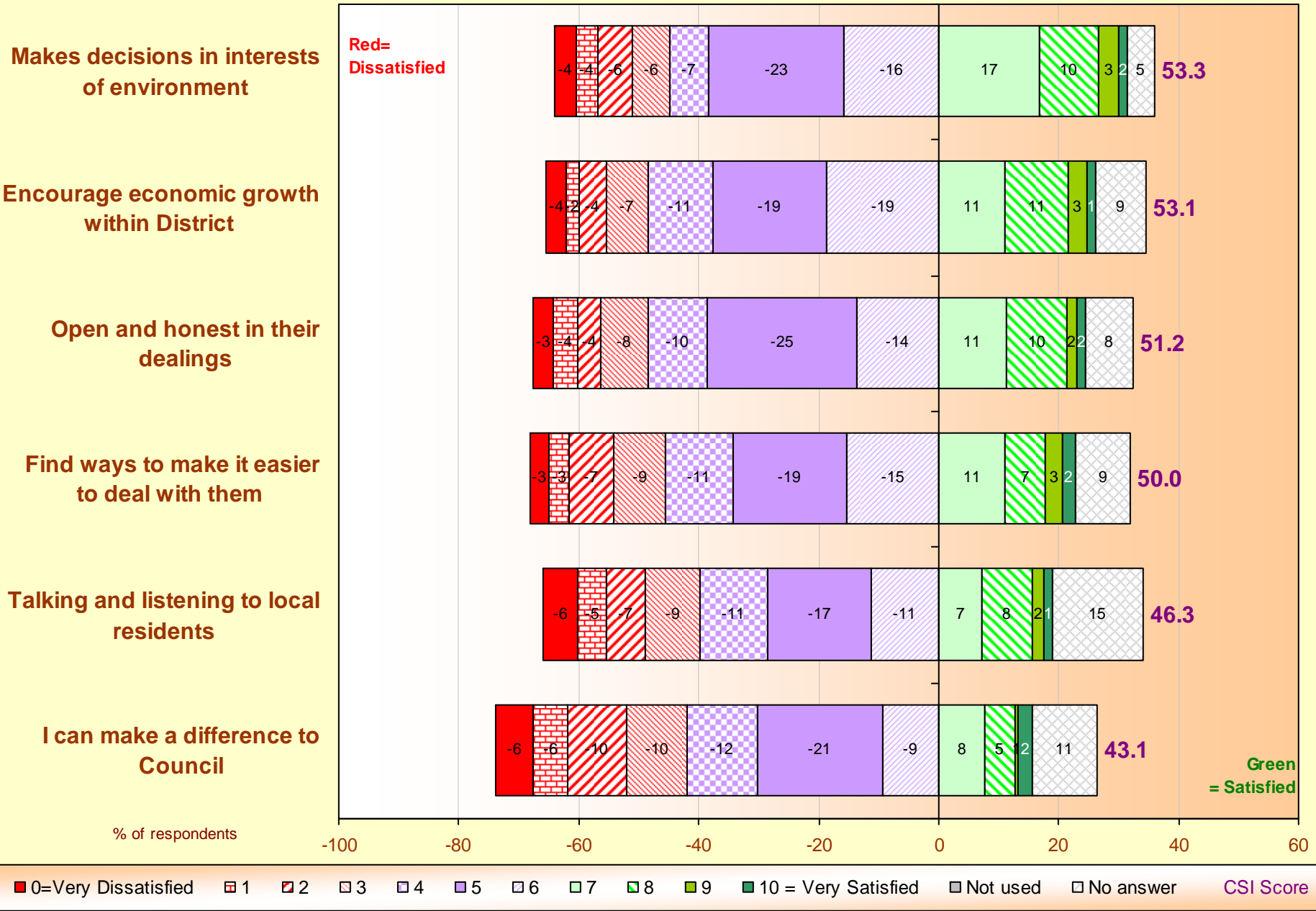


Elected Members of Council

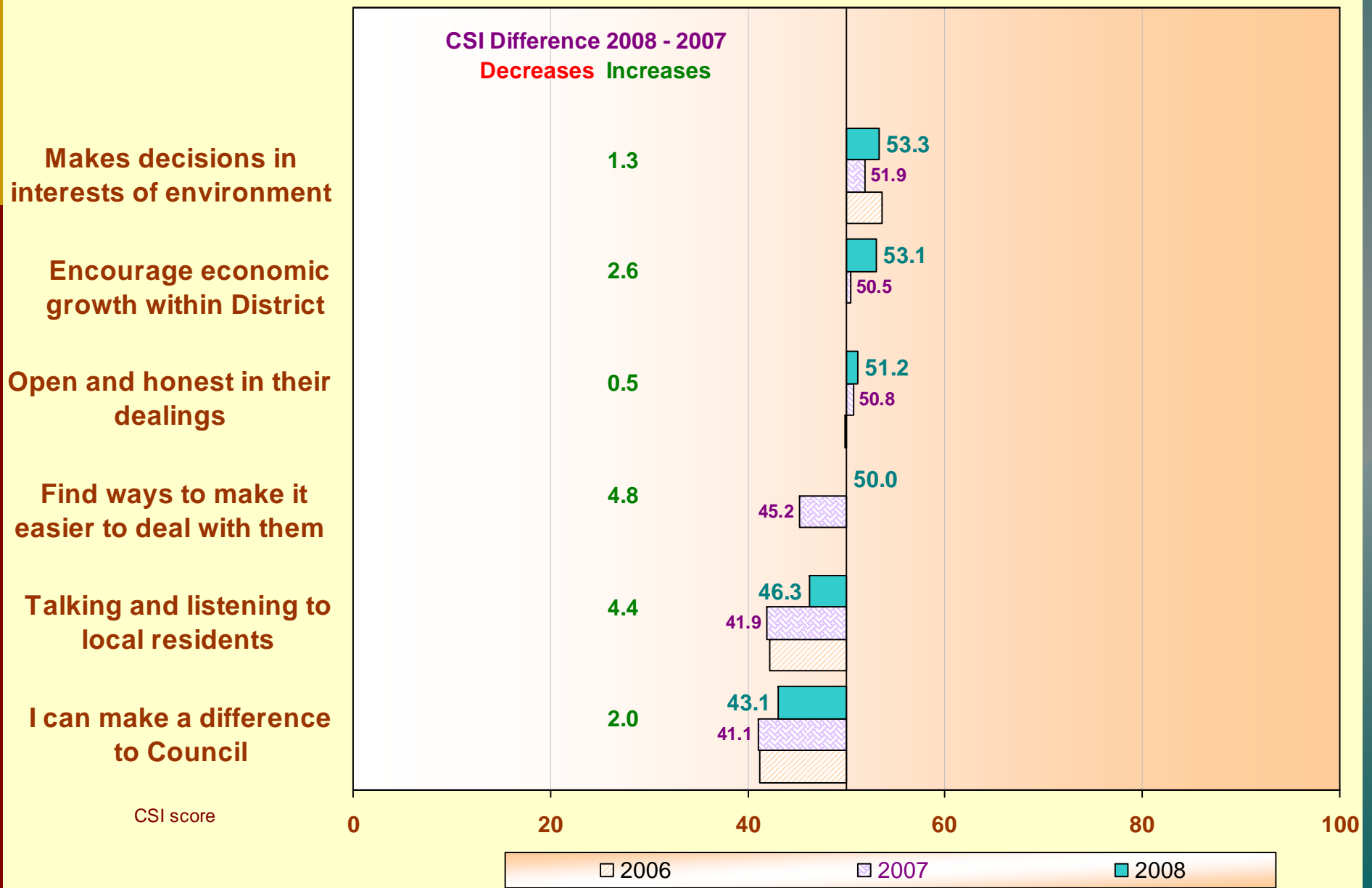
Elected Members of Council



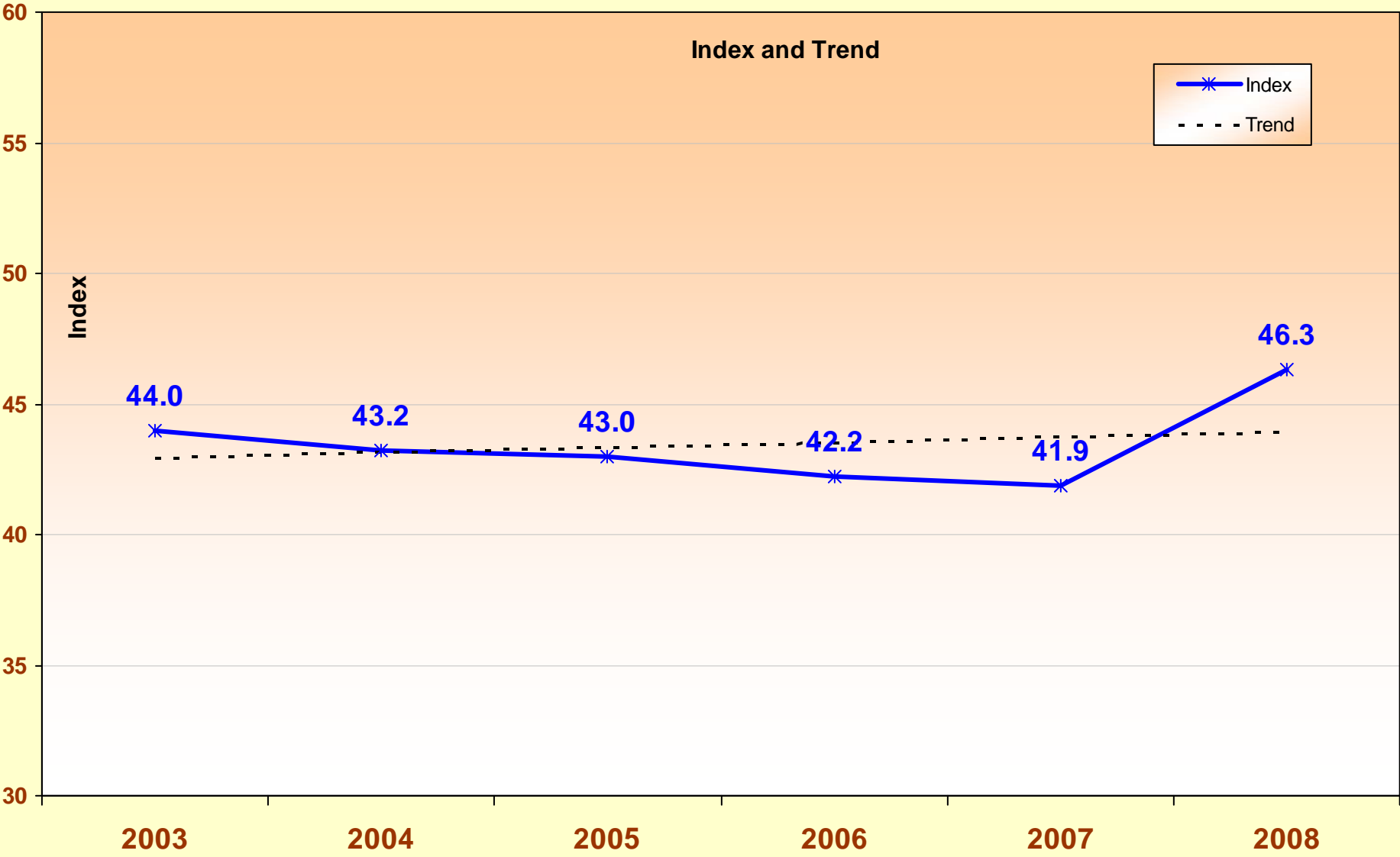
Satisfaction with General aspects of the Council



Changes in Satisfaction with General aspects of the Council



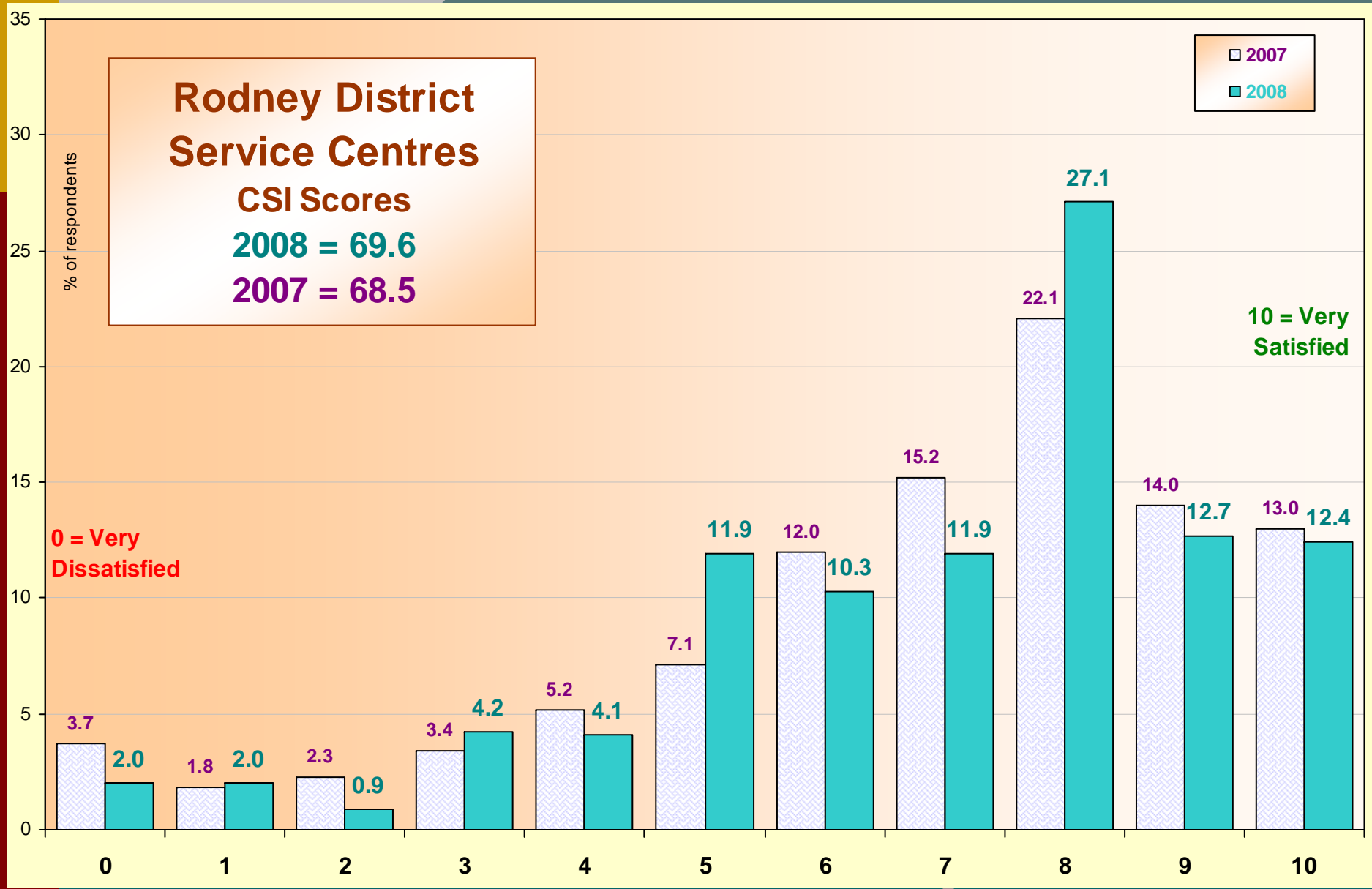
Satisfaction with the Council being out and about in the Rodney community talking and listening to local residents - trends



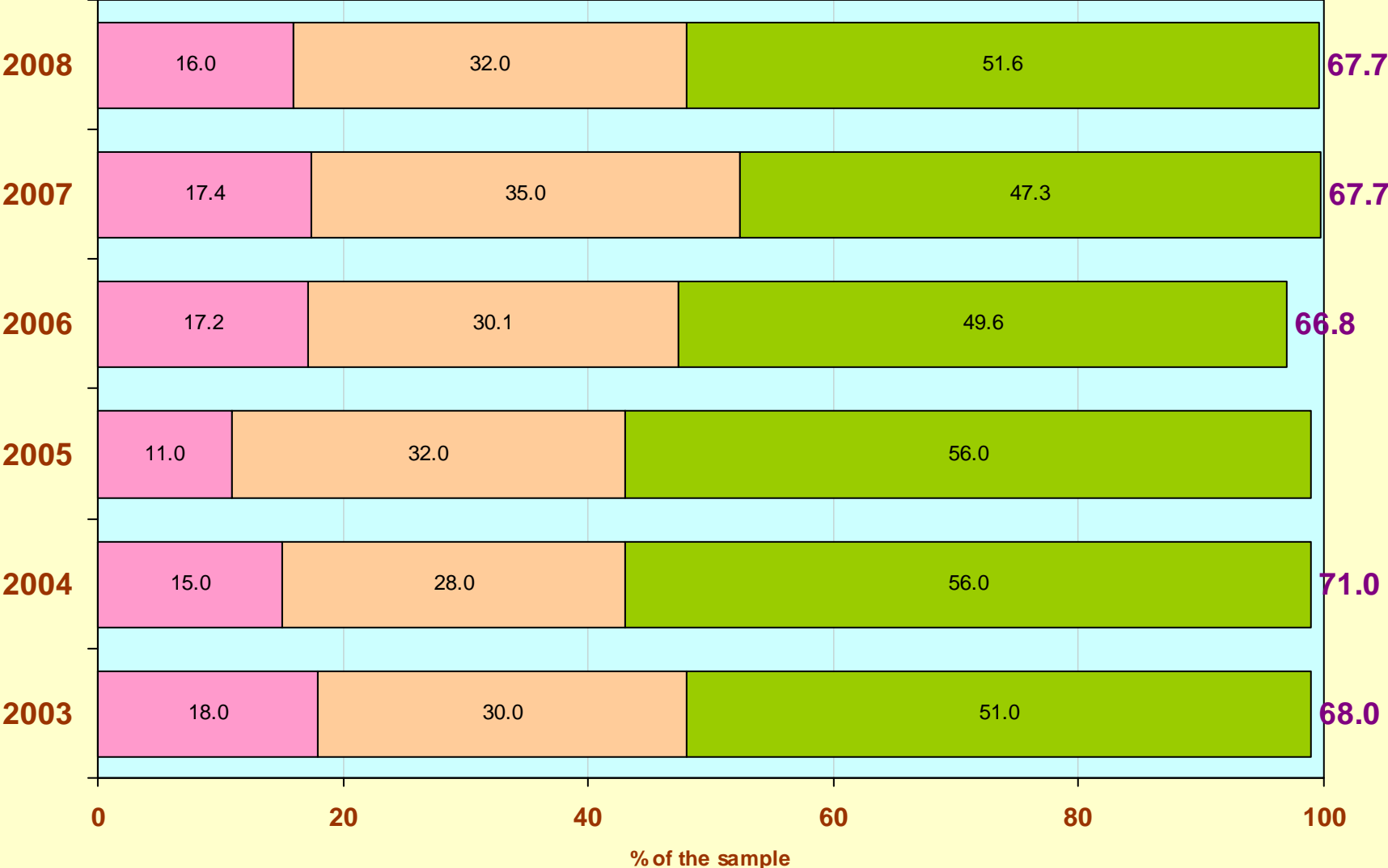
Local Service Centres

Satisfaction with Council Service Centres

77% had some contact with Council Service Centres

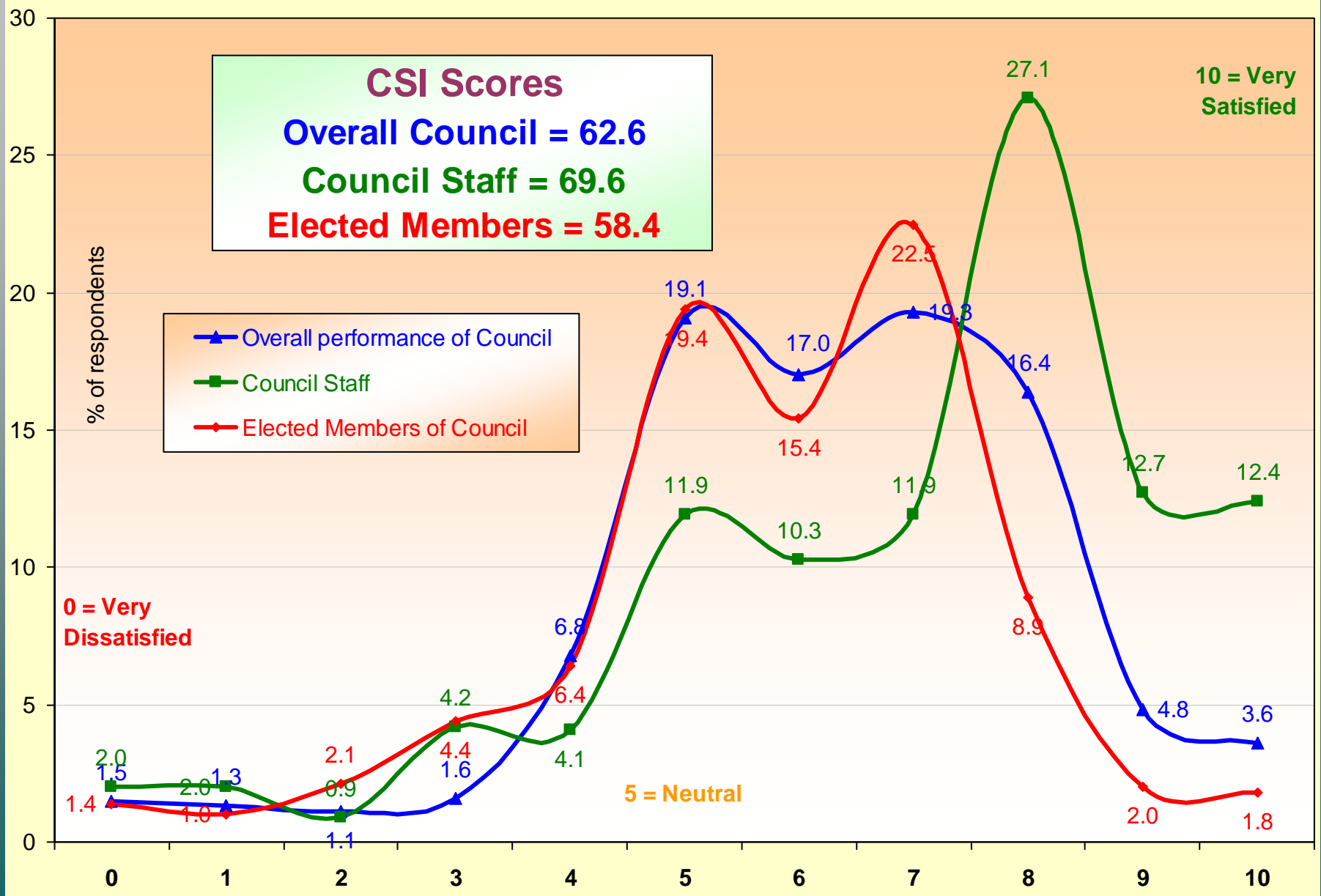


Council Telephone Service Comparison to history



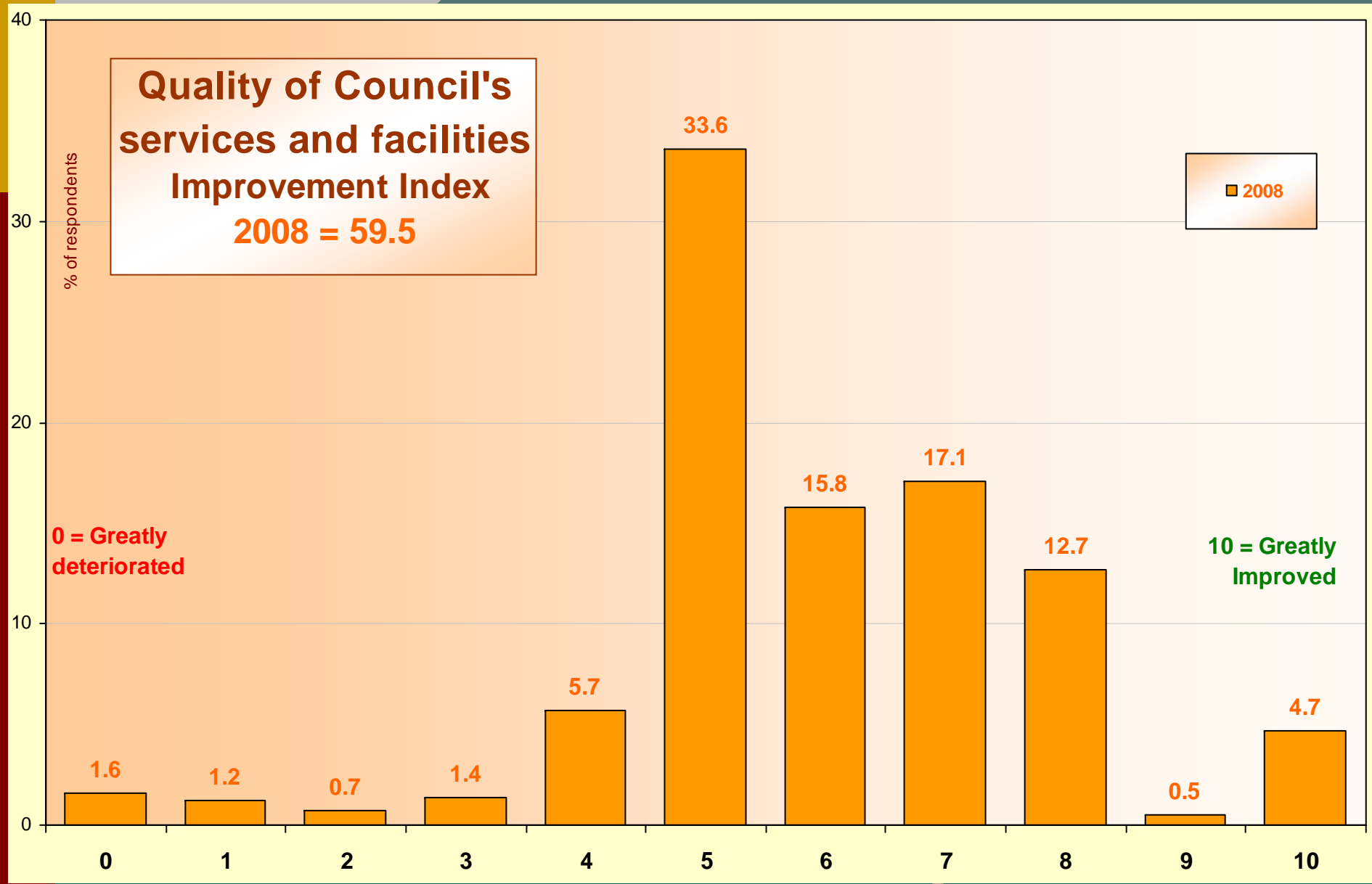
Scores 0-4
 Scores 5-7
 Scores 8-10
 CSI Score

Overall Satisfaction versus Satisfaction with the Staff and Elected Members

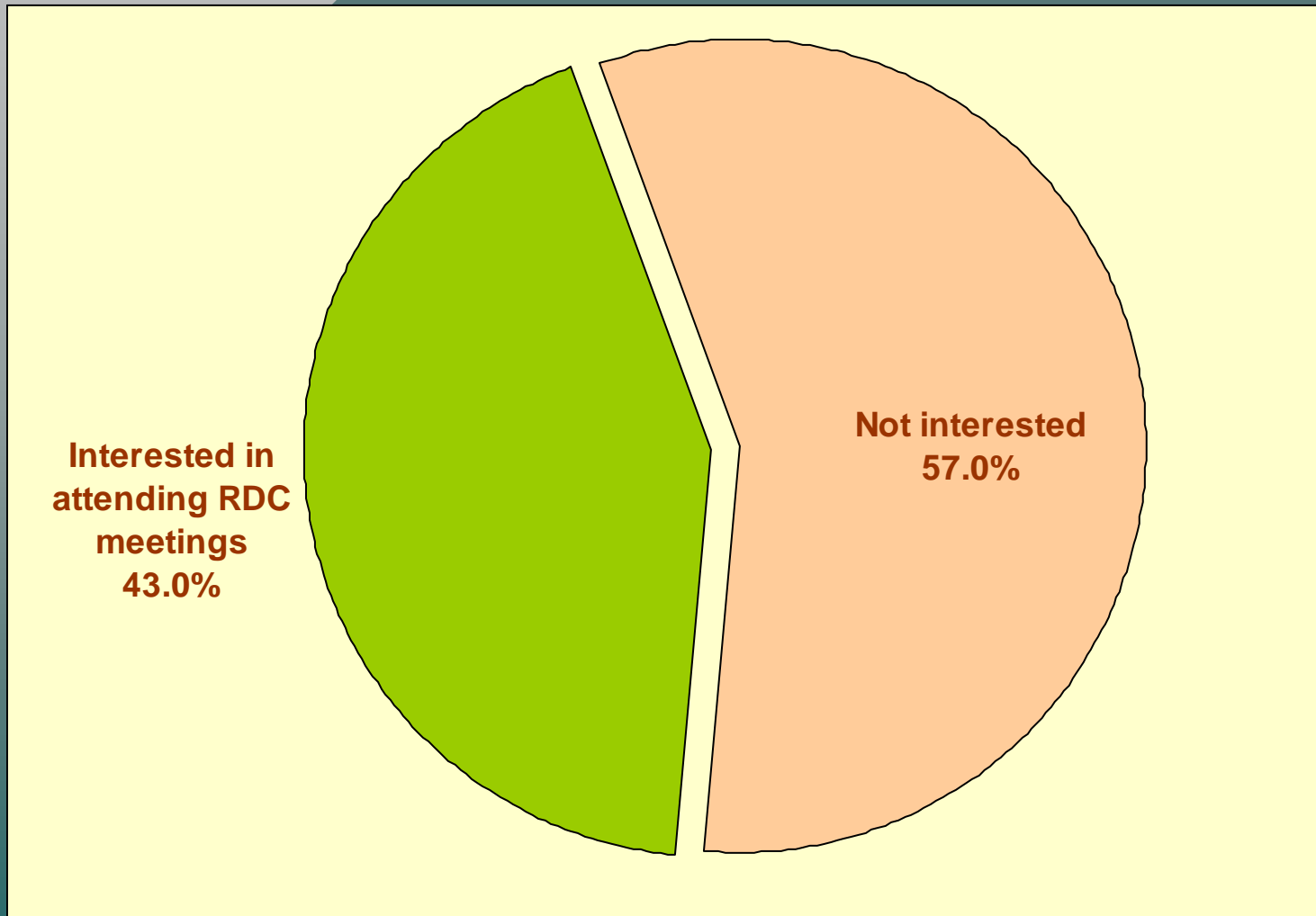


Democratic Process

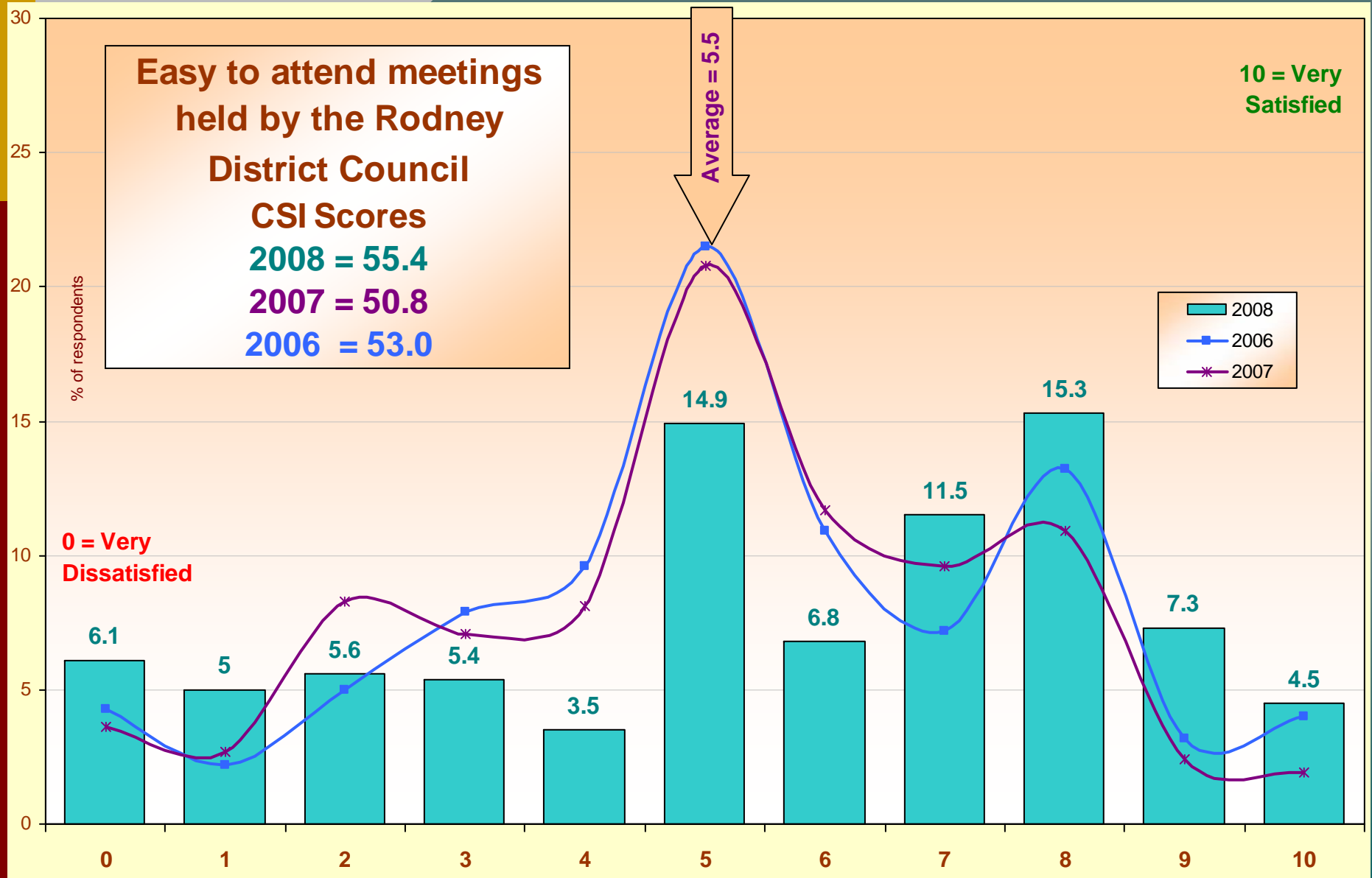
Quality of Council facilities and services



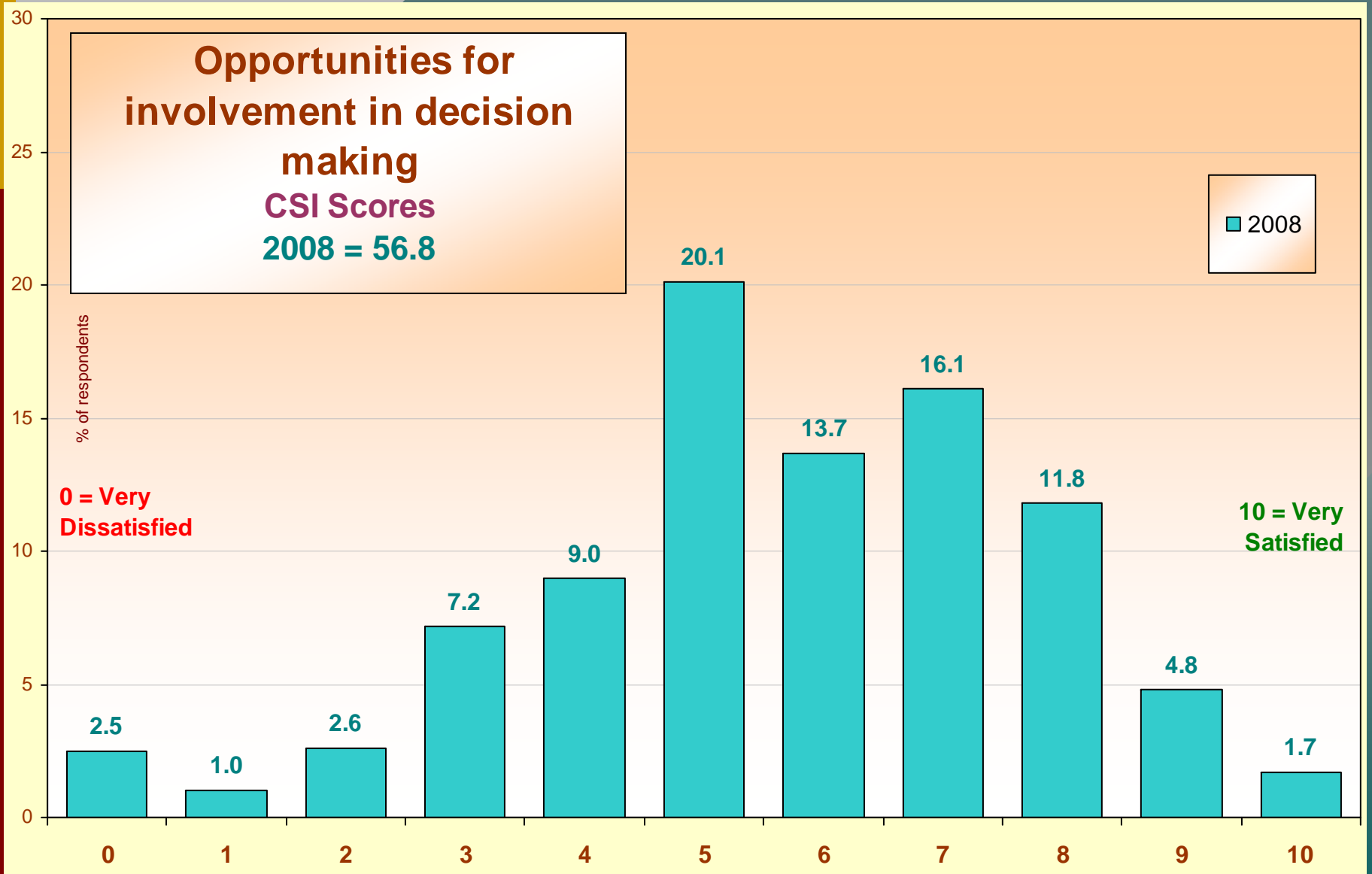
Are you interested in attending meetings held by Rodney District Council



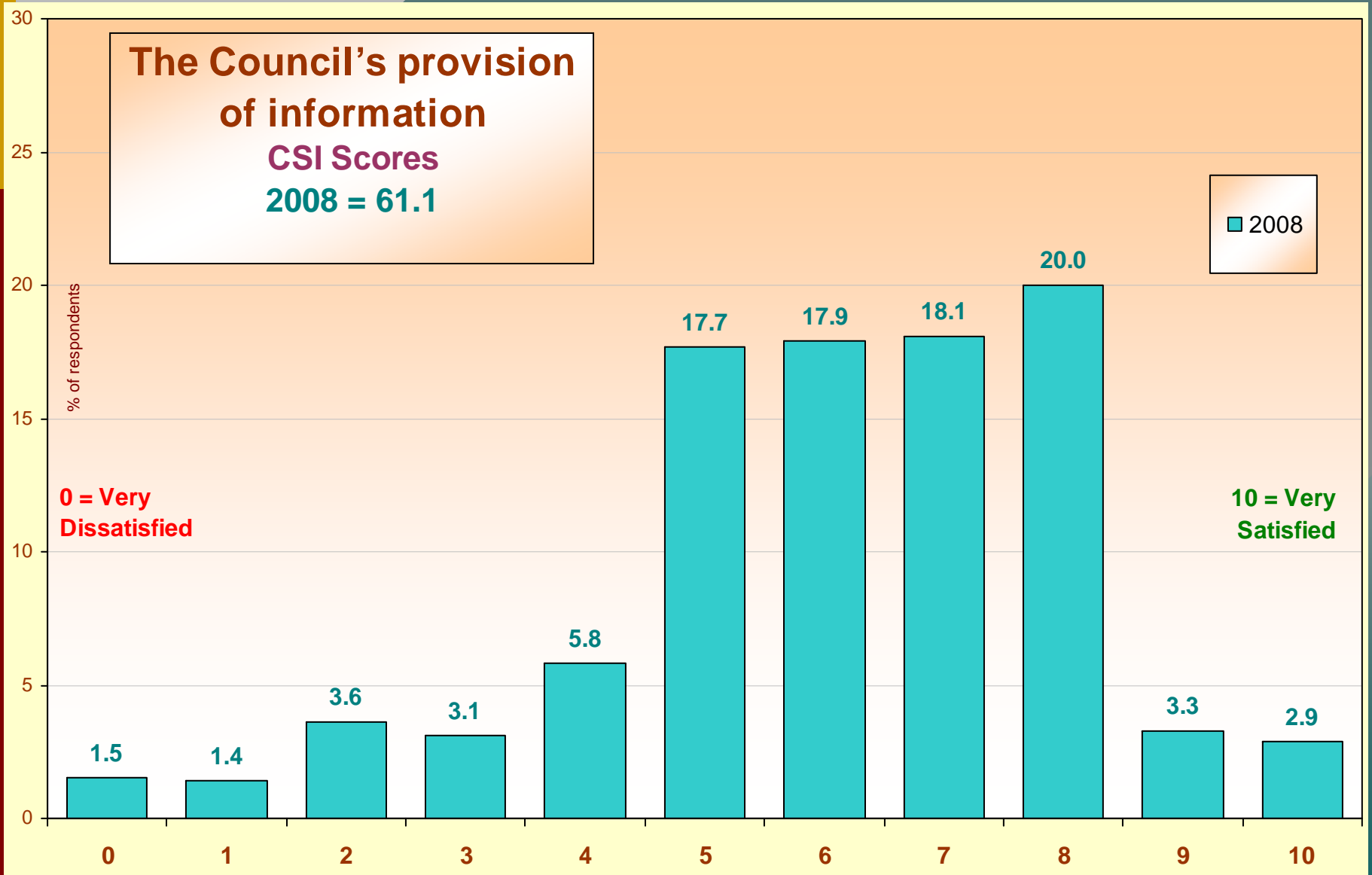
Satisfaction it being easy to attend meetings



Satisfaction with Opportunities for involvement in decision making

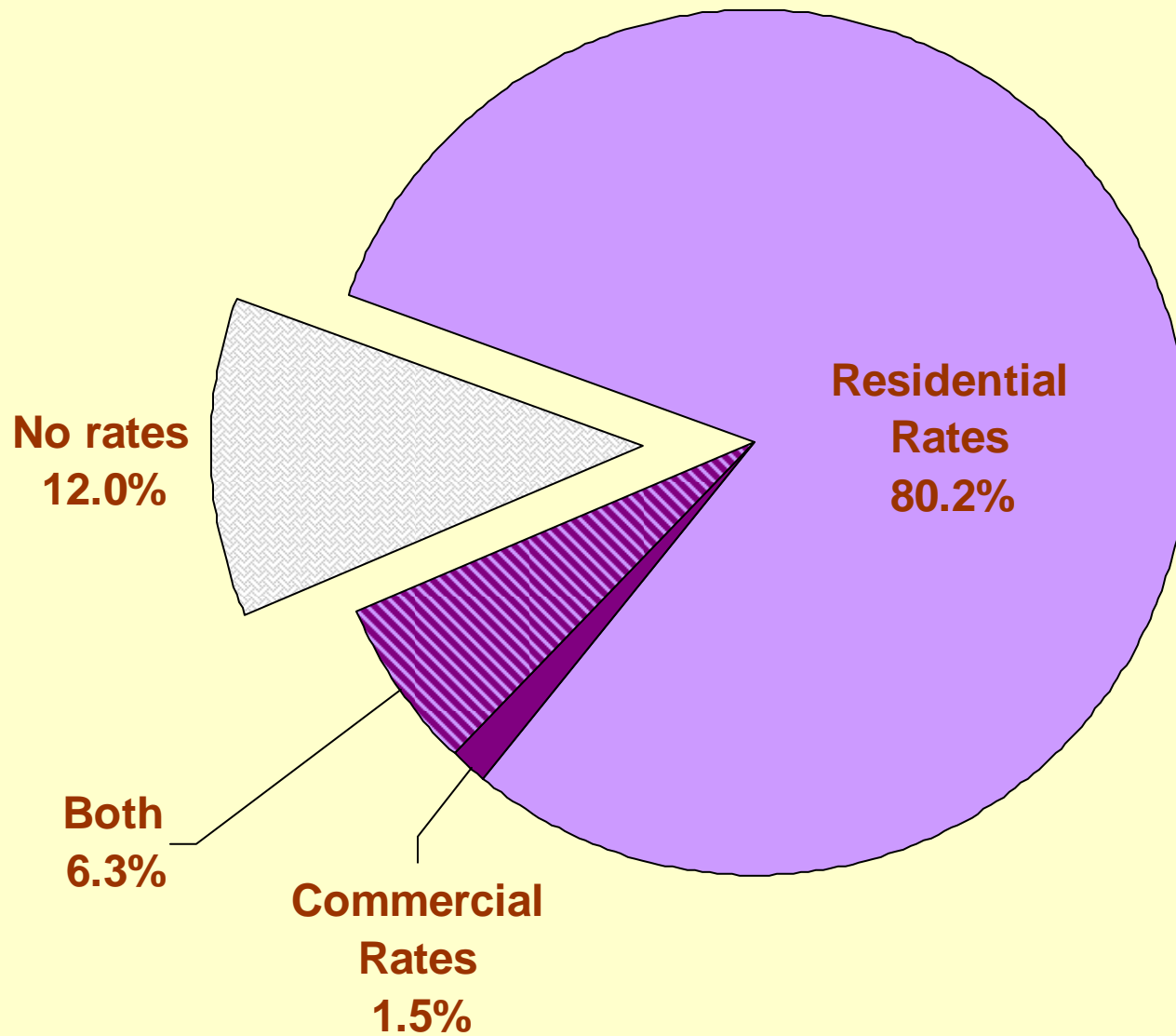


Satisfaction with the Council's provision of information

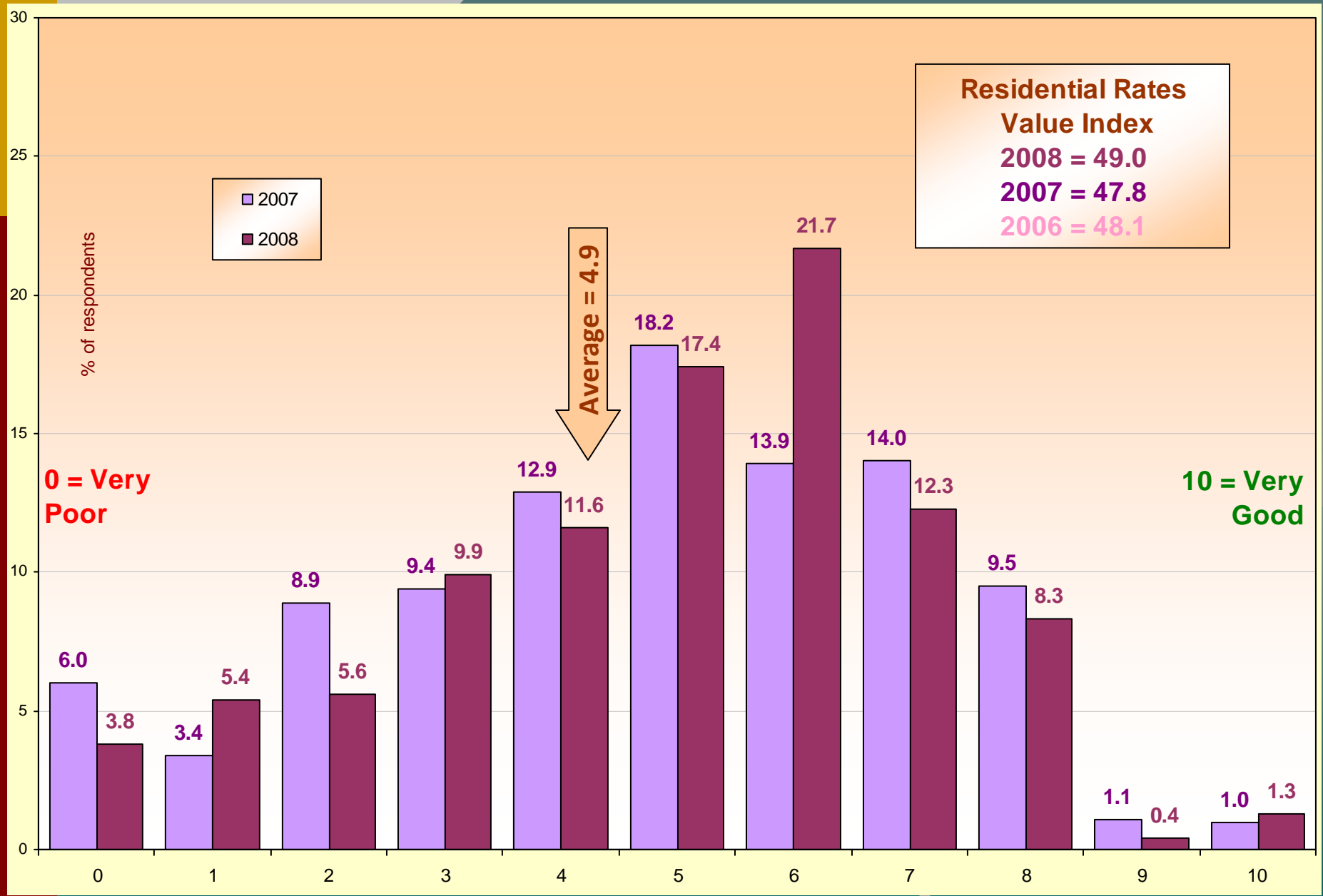


Residential Rates

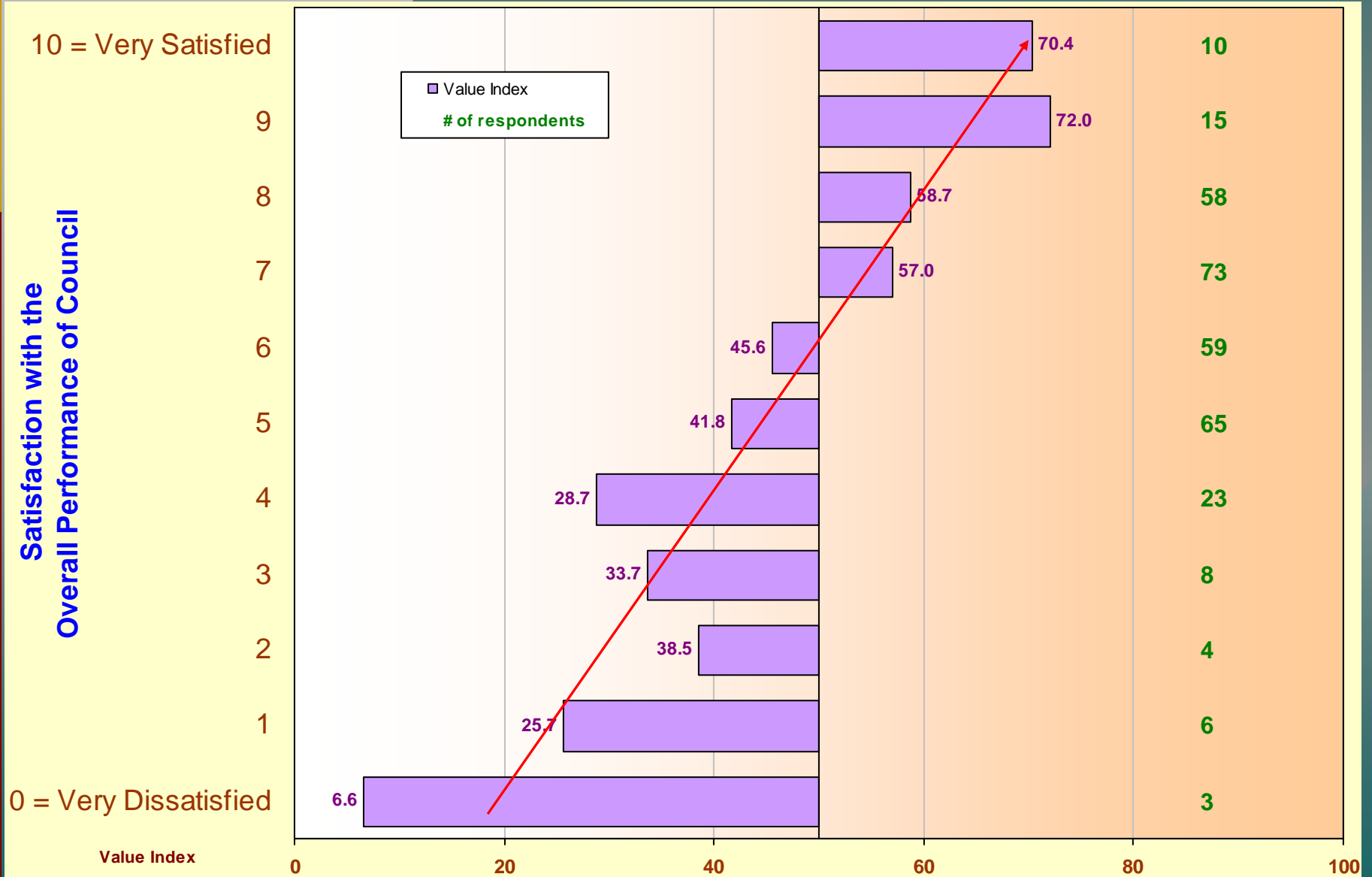
The majority paid rates



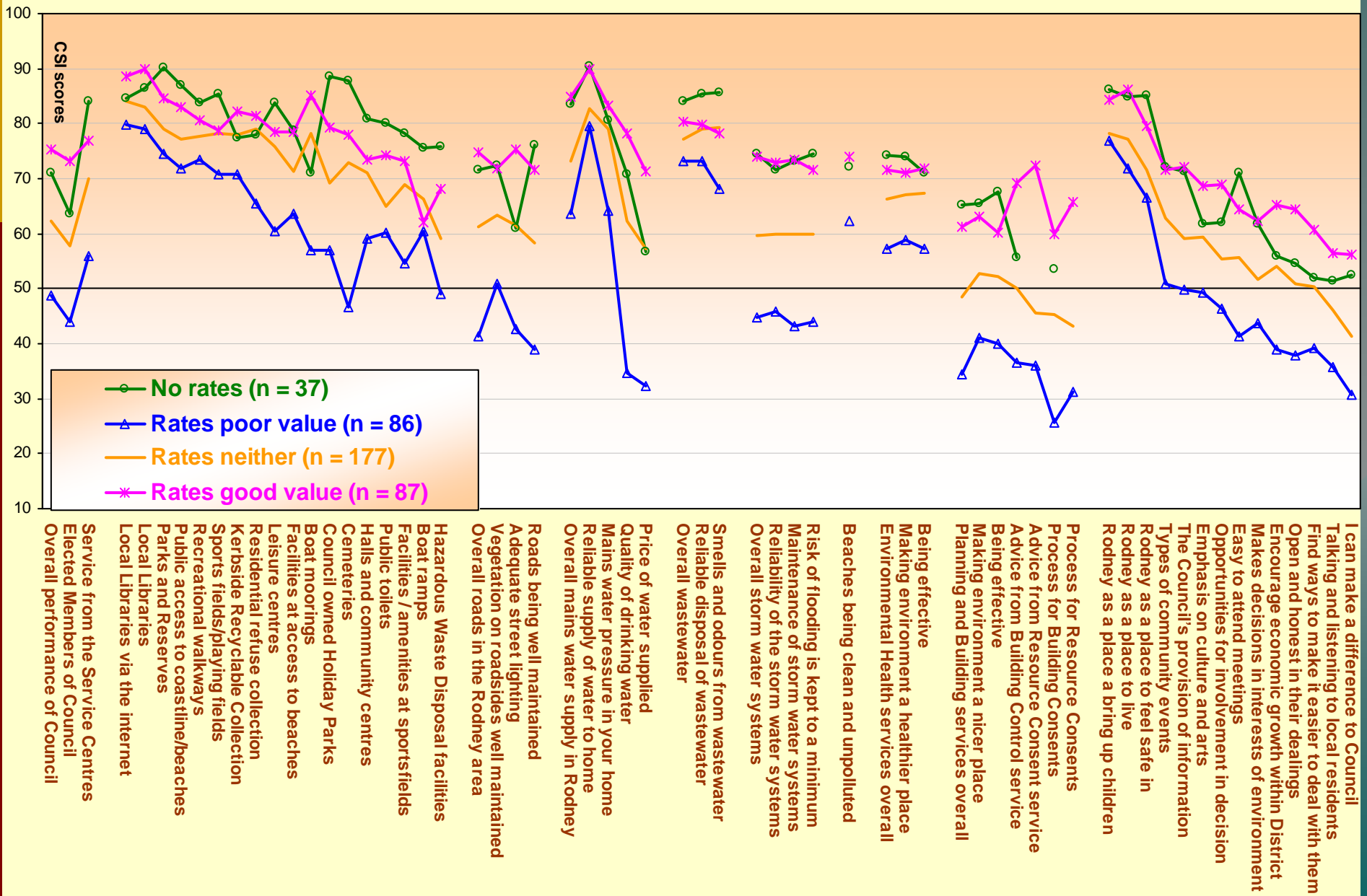
Value from Residential Rates



Value from Rates by Overall Satisfaction

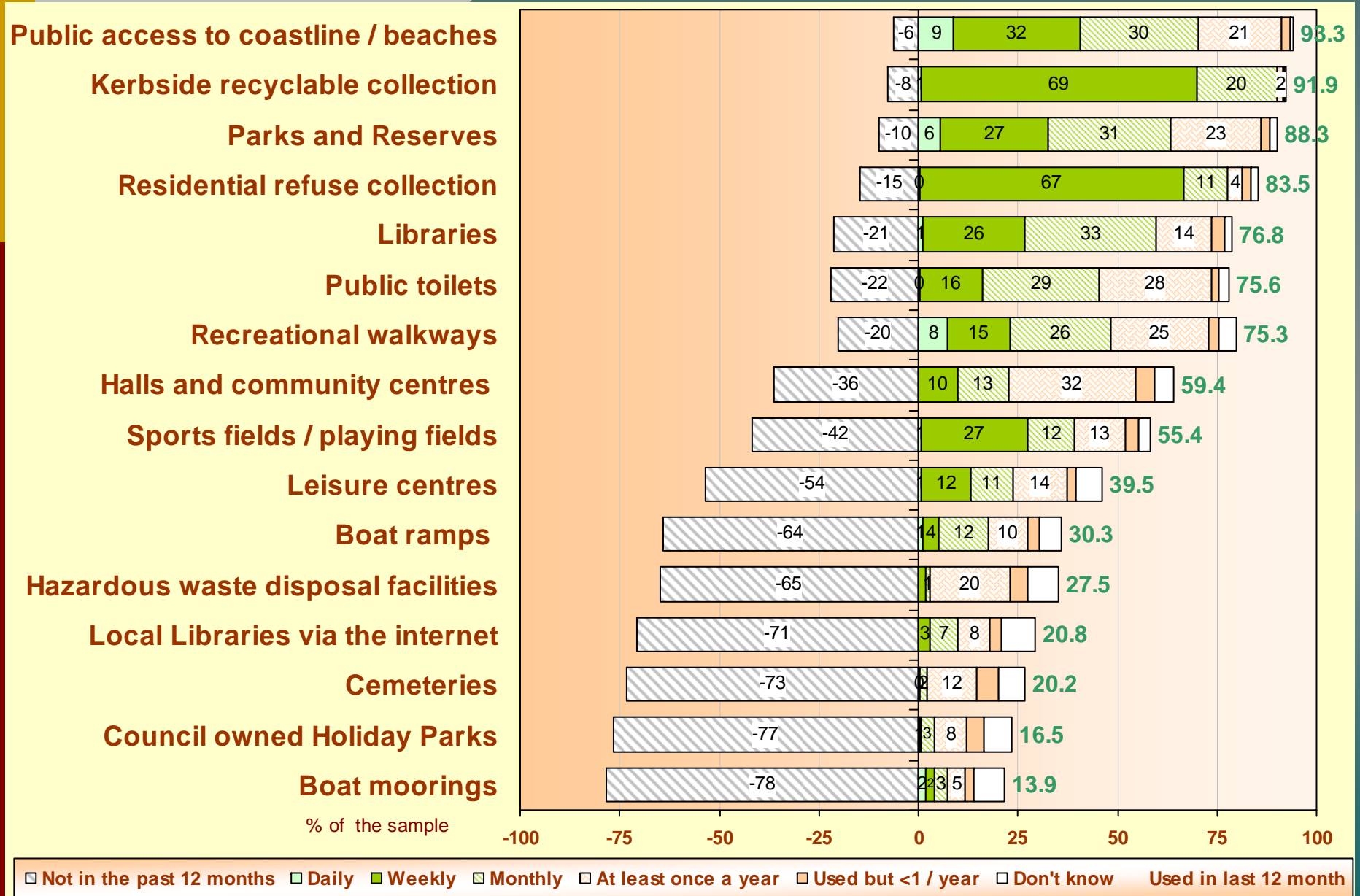


Satisfaction with individual services / facilities / amenities appears to be driven by value for rates



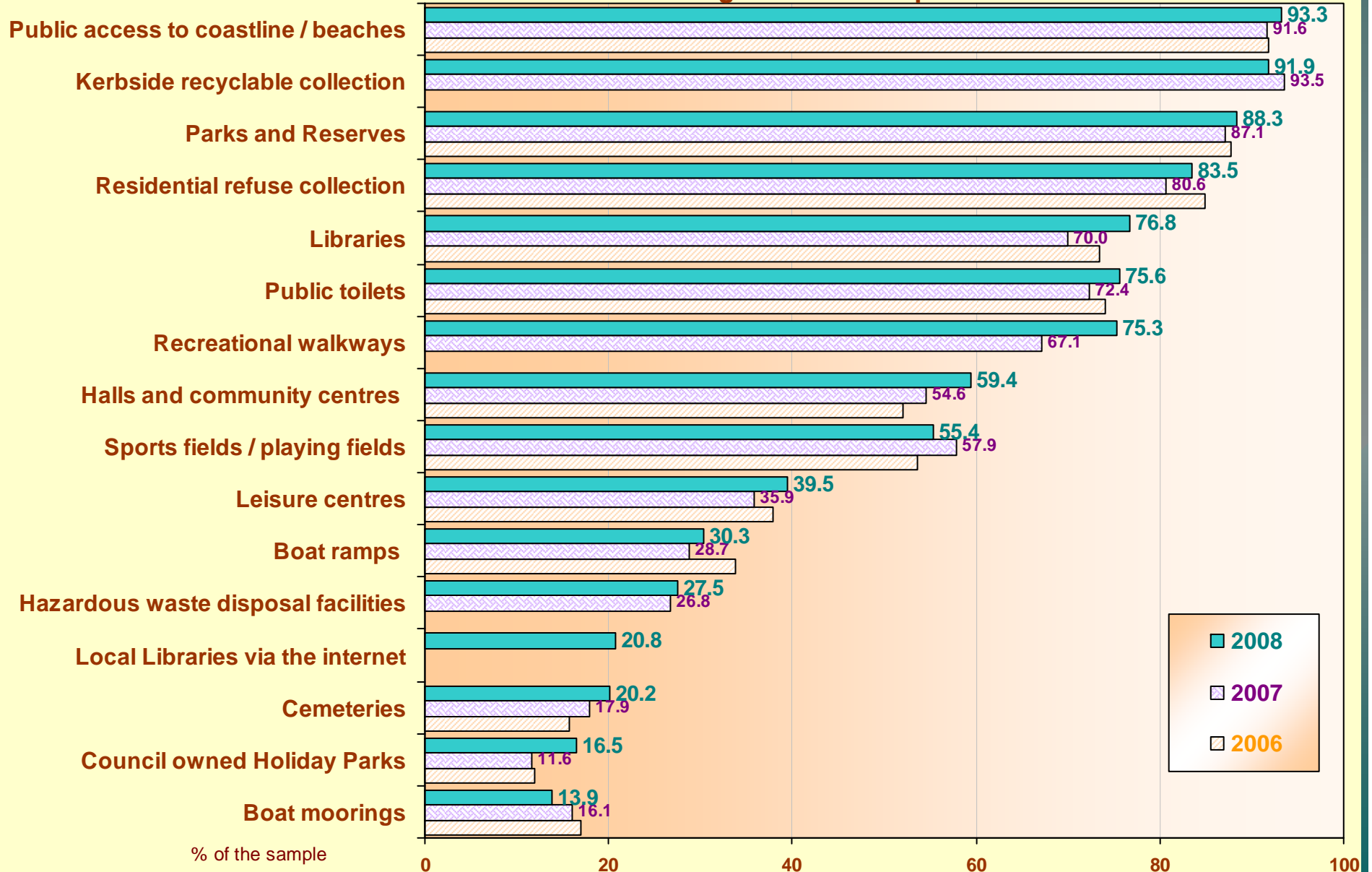
Usage and Satisfaction of Facilities and Amenities

Usage of Council Facilities / Amenities

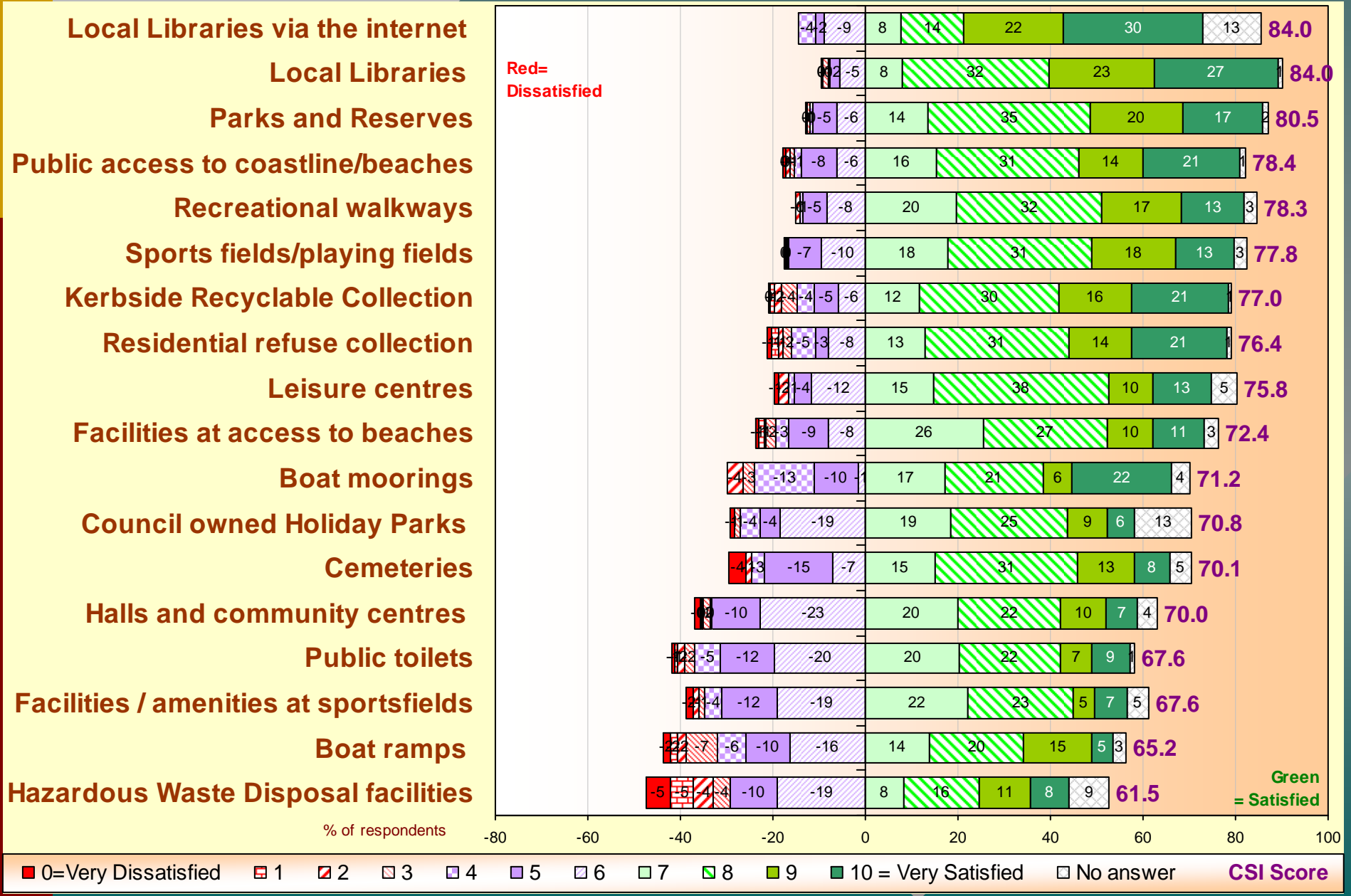


Changes In Usage of Council Facilities / Amenities

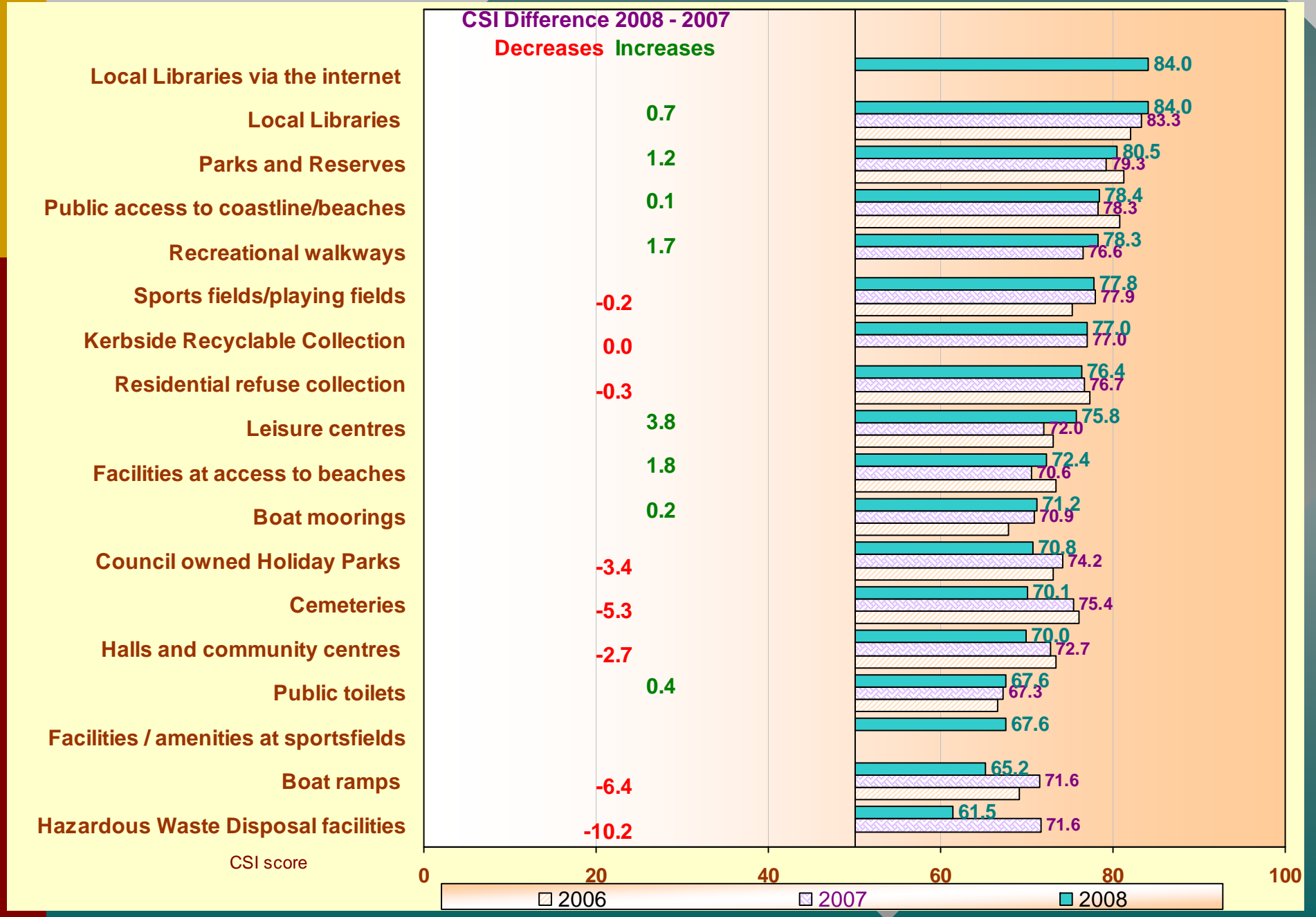
Percentage Used in the past 12 months



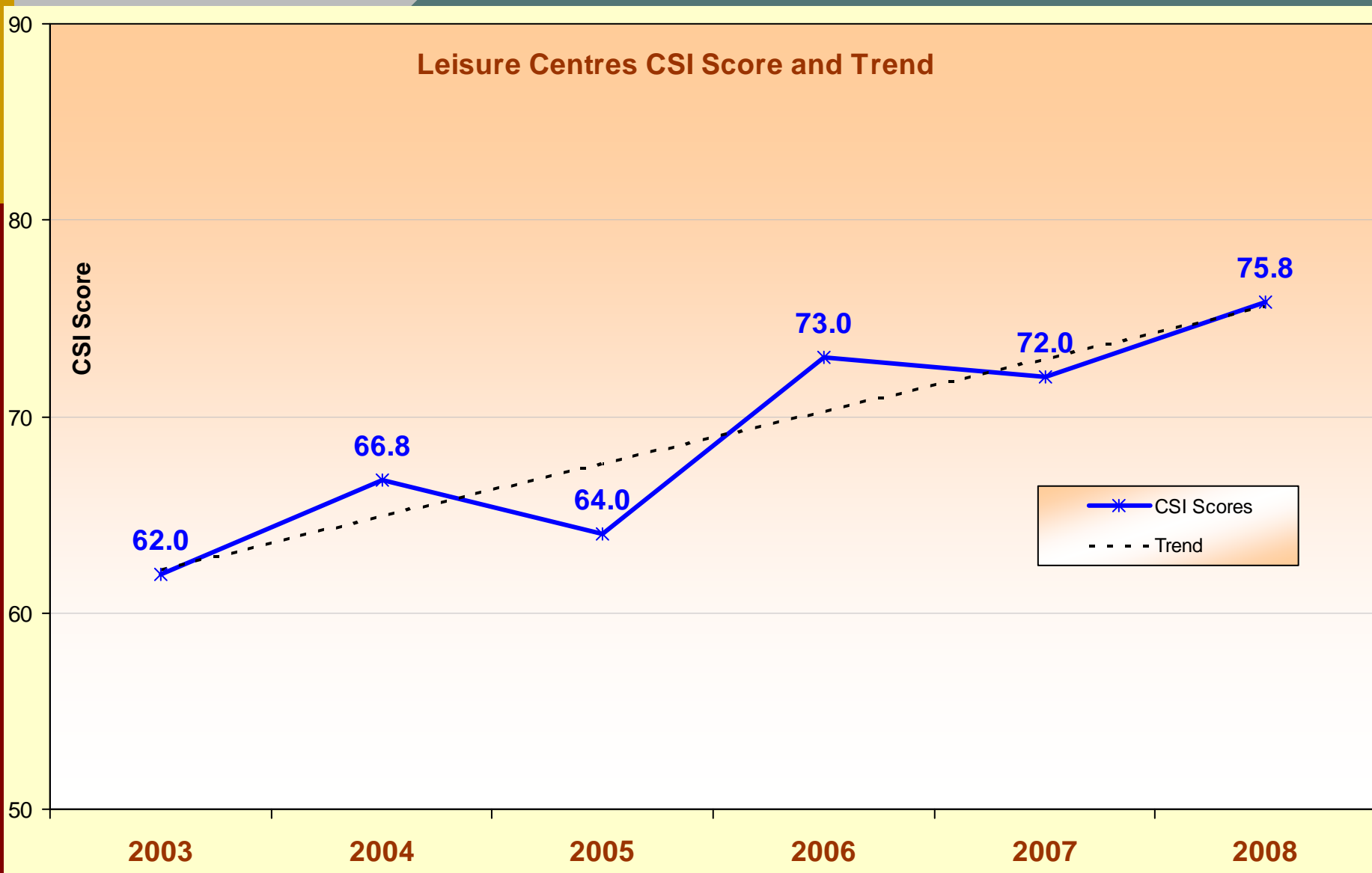
Satisfaction with Facilities and Amenities



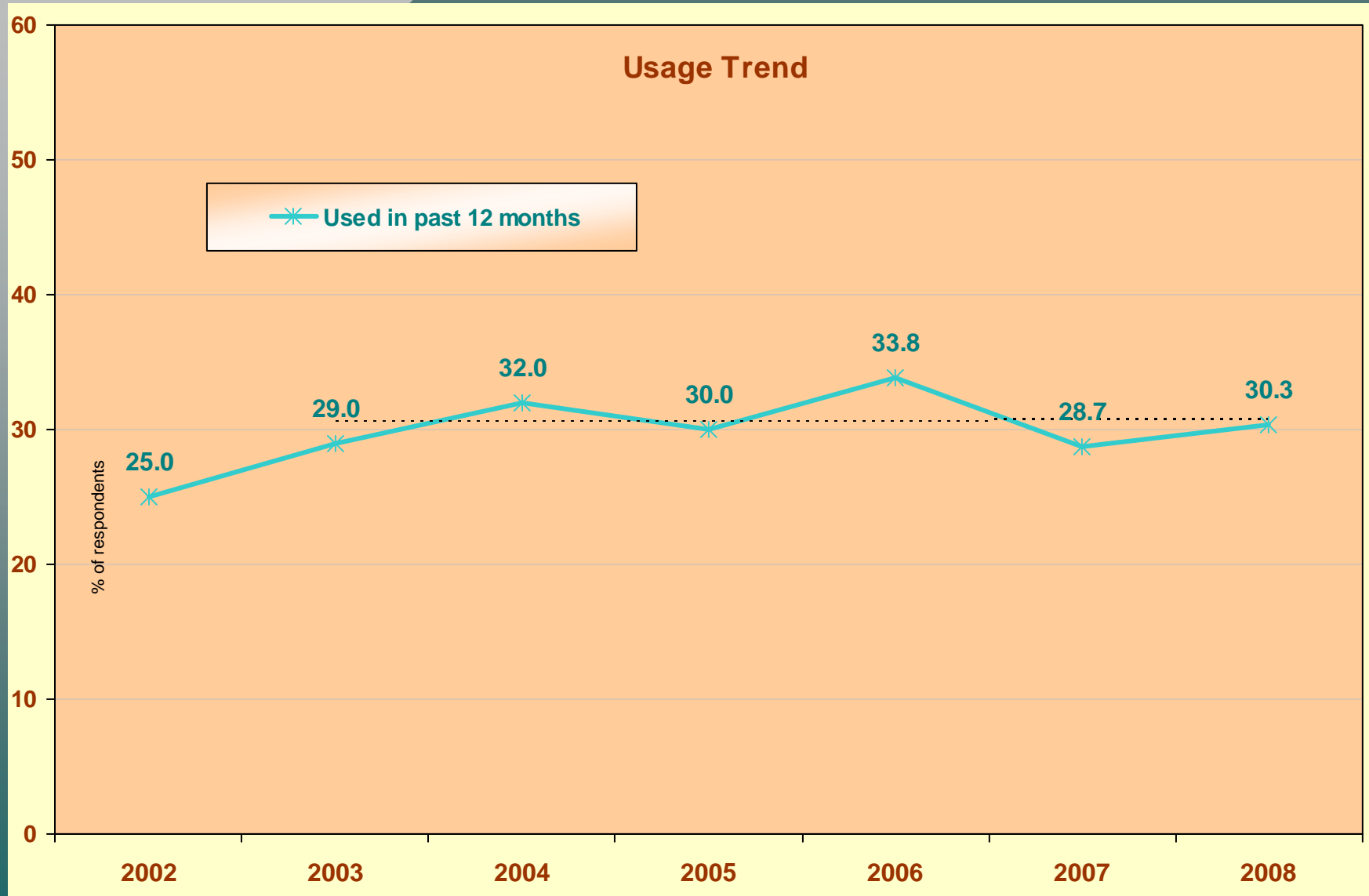
Changes in Satisfaction with Facilities and Amenities



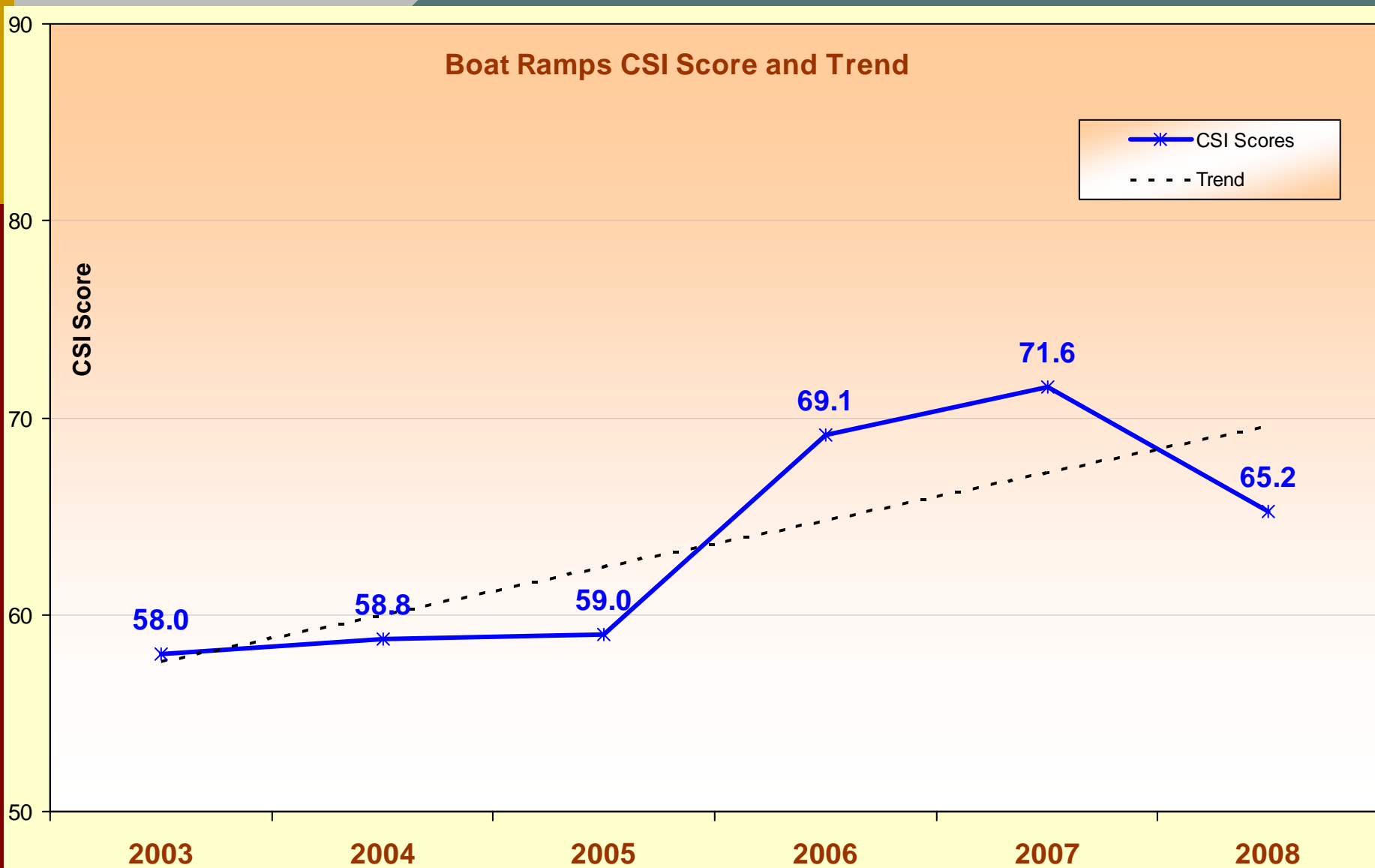
Satisfaction with Leisure Centres – trends



Usage trend for the Boat Ramps



Satisfaction with the boat ramps – trends



Satisfaction with Services and Facilities

Satisfaction with Services and Facilities

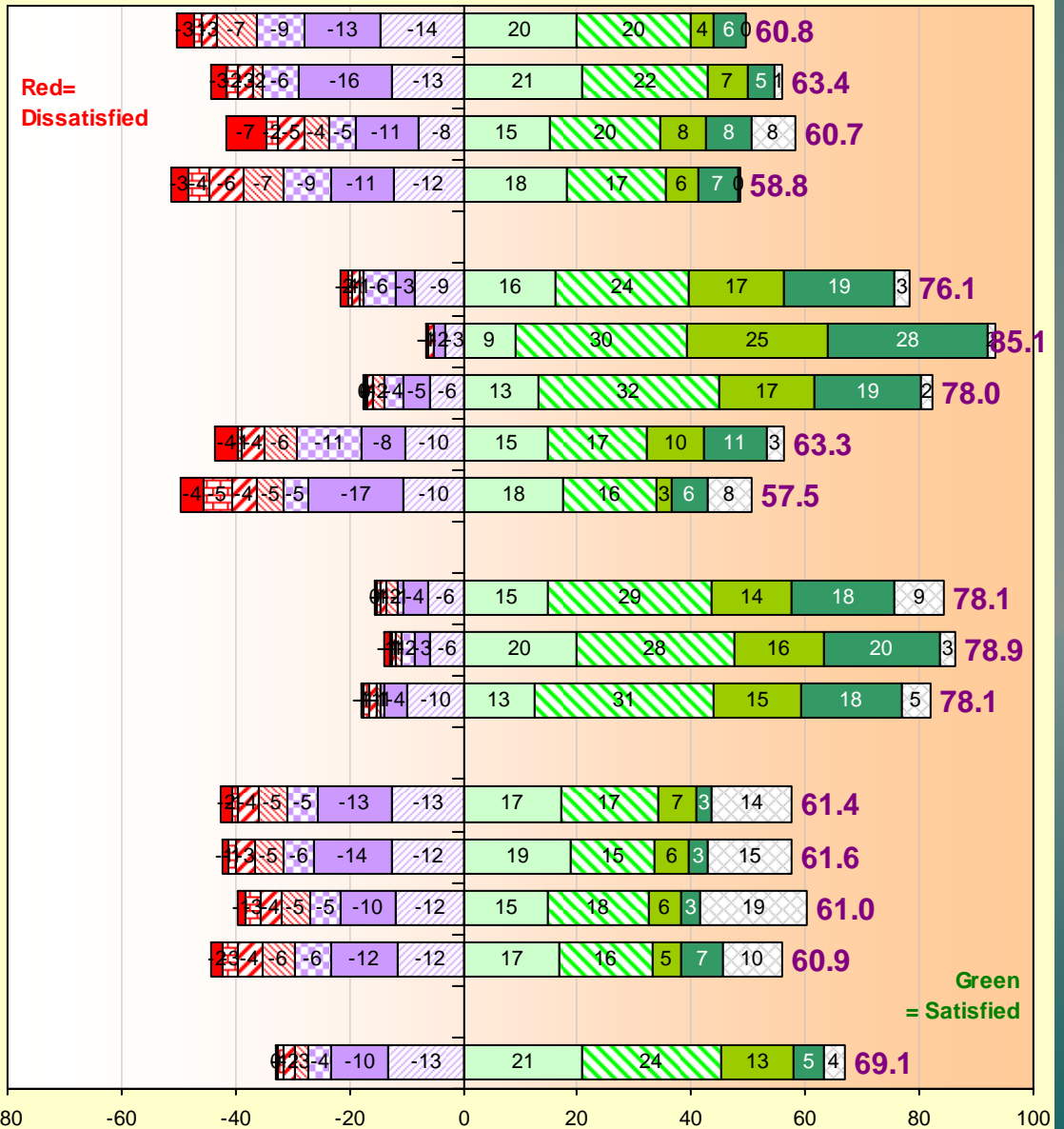
Overall roads in the Rodney area
 Vegetation on roadsides well maintained
 Adequate street lighting
 Roads being well maintained

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

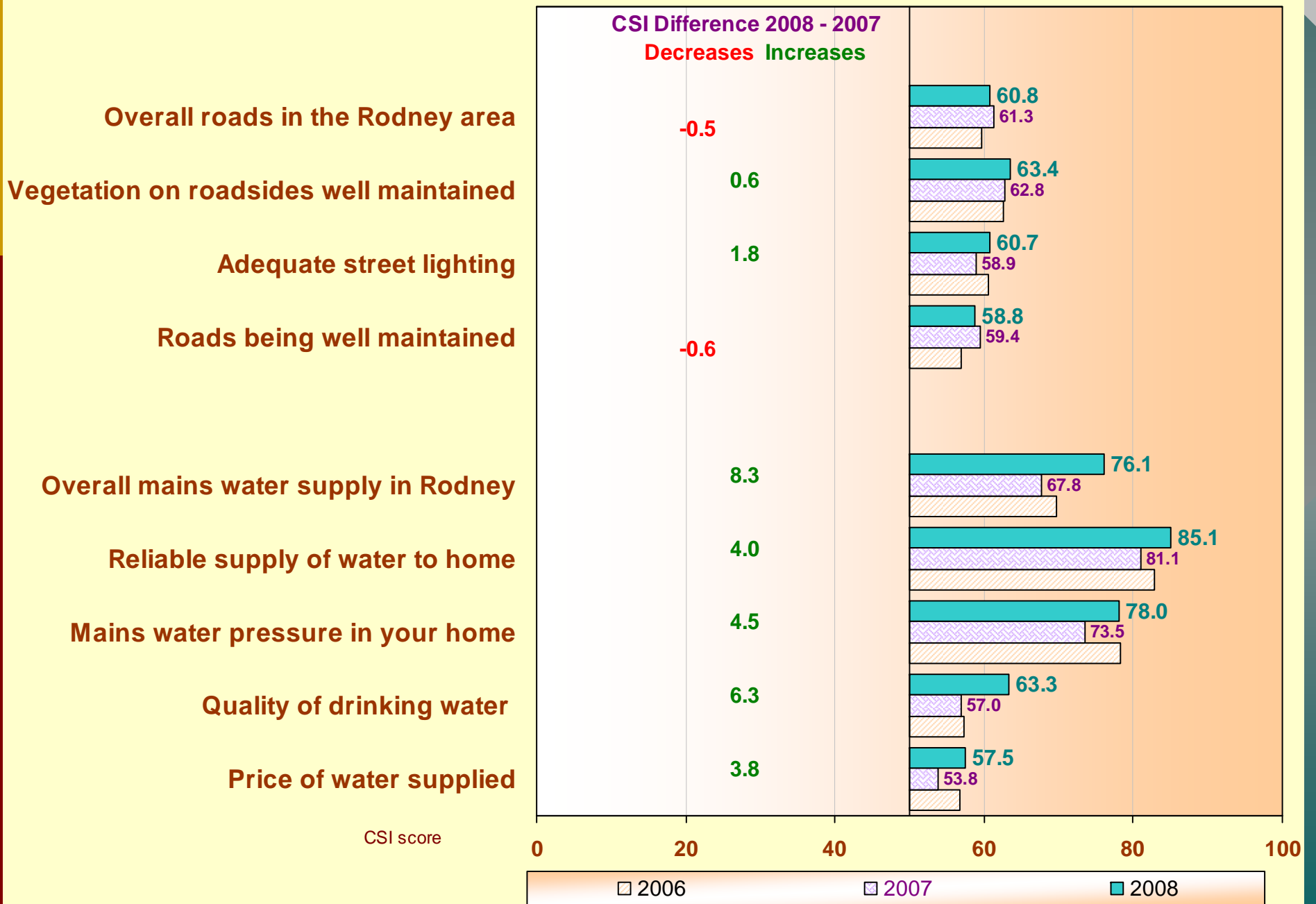
Overall storm water systems
 Reliability of the storm water systems
 Maintenance of storm water systems
 Risk of flooding is kept to a minimum

Beaches being clean and unpolluted

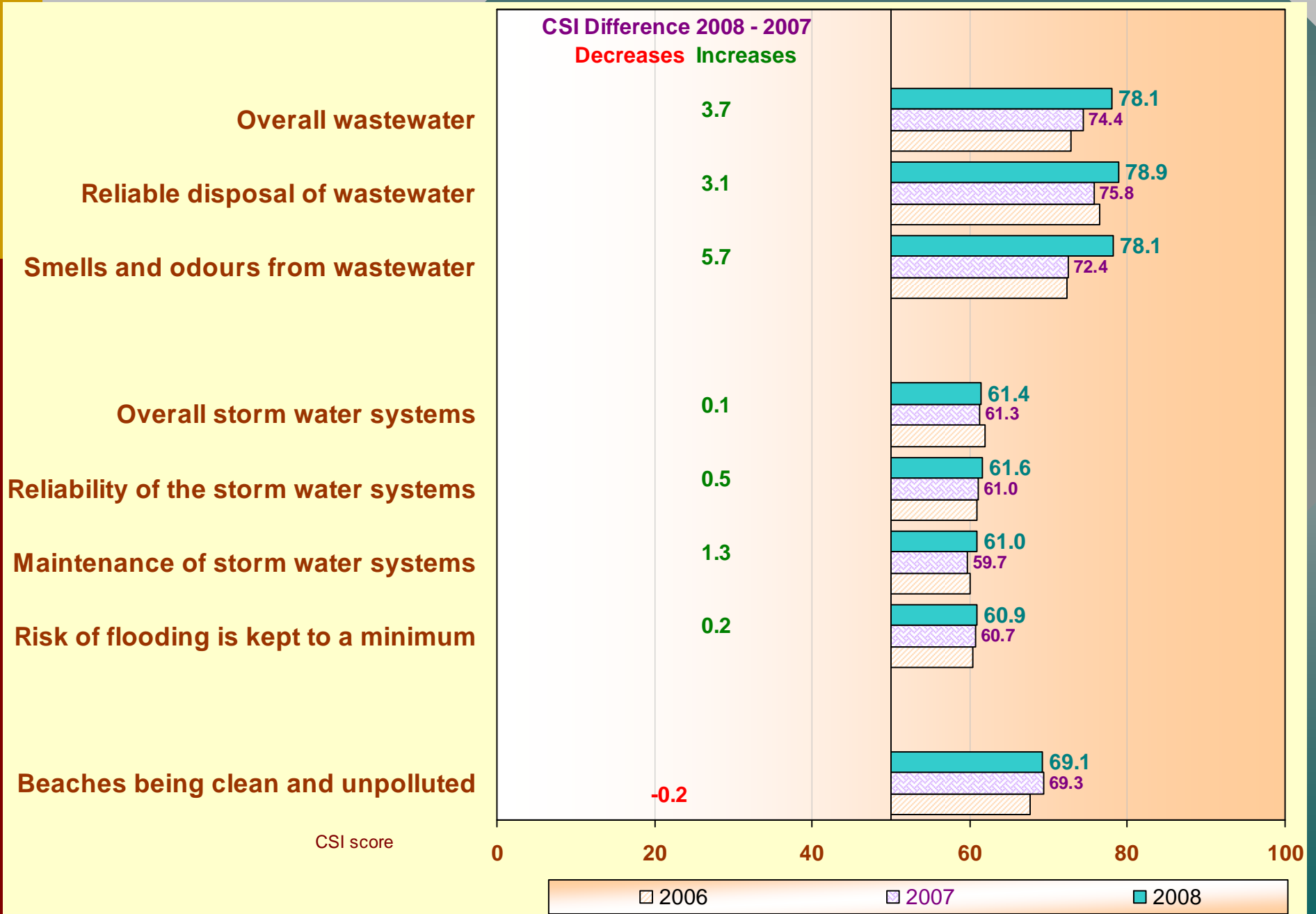


■ 0=Very Dissatisfied
 1
2
3
4
5
6
7
8
9
10 = Very Satisfied
 No answer
 CSI Score

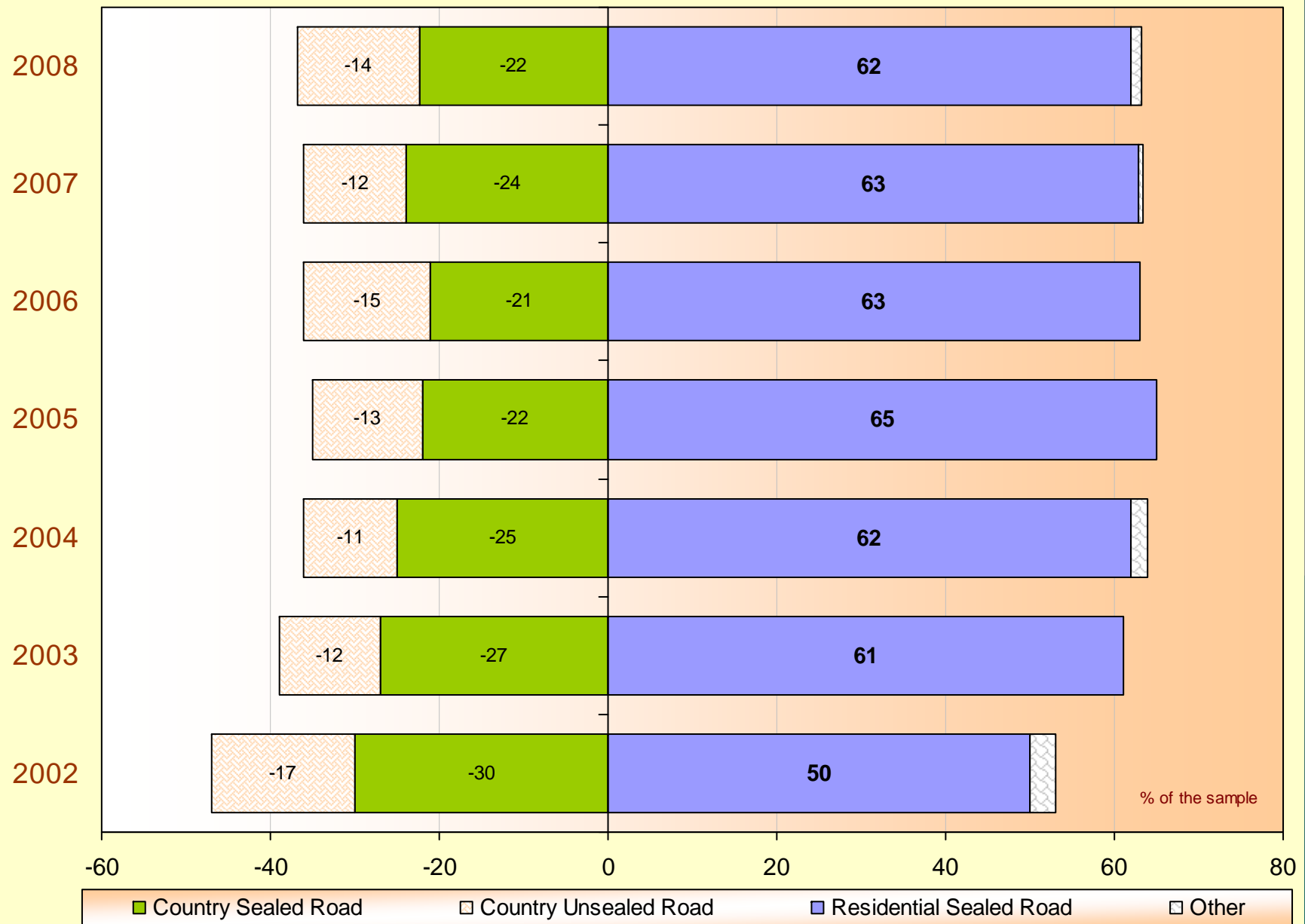
Changes in Satisfaction with Services and Facilities



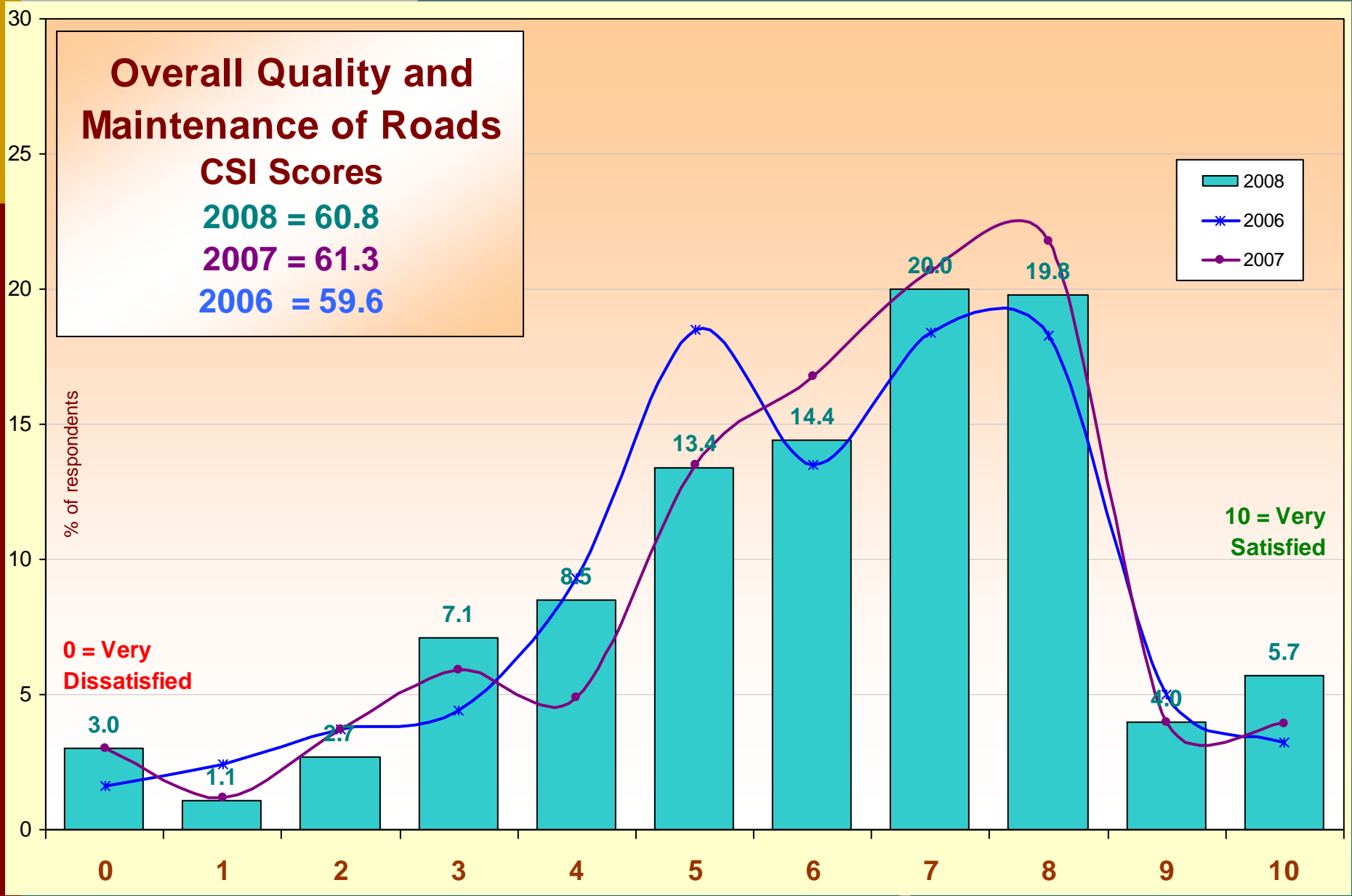
Changes in Satisfaction with Services and Facilities



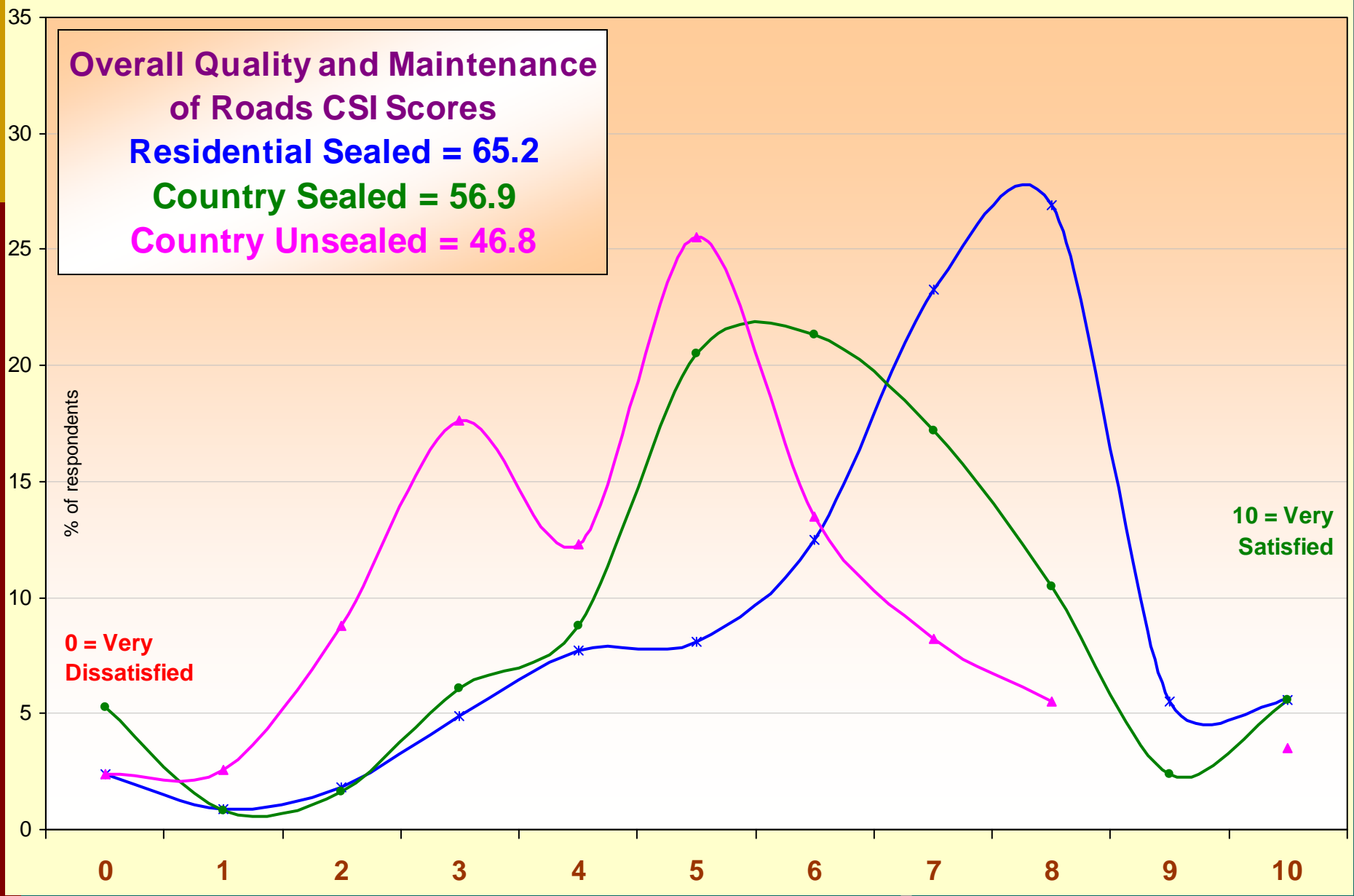
Type of road currently live beside



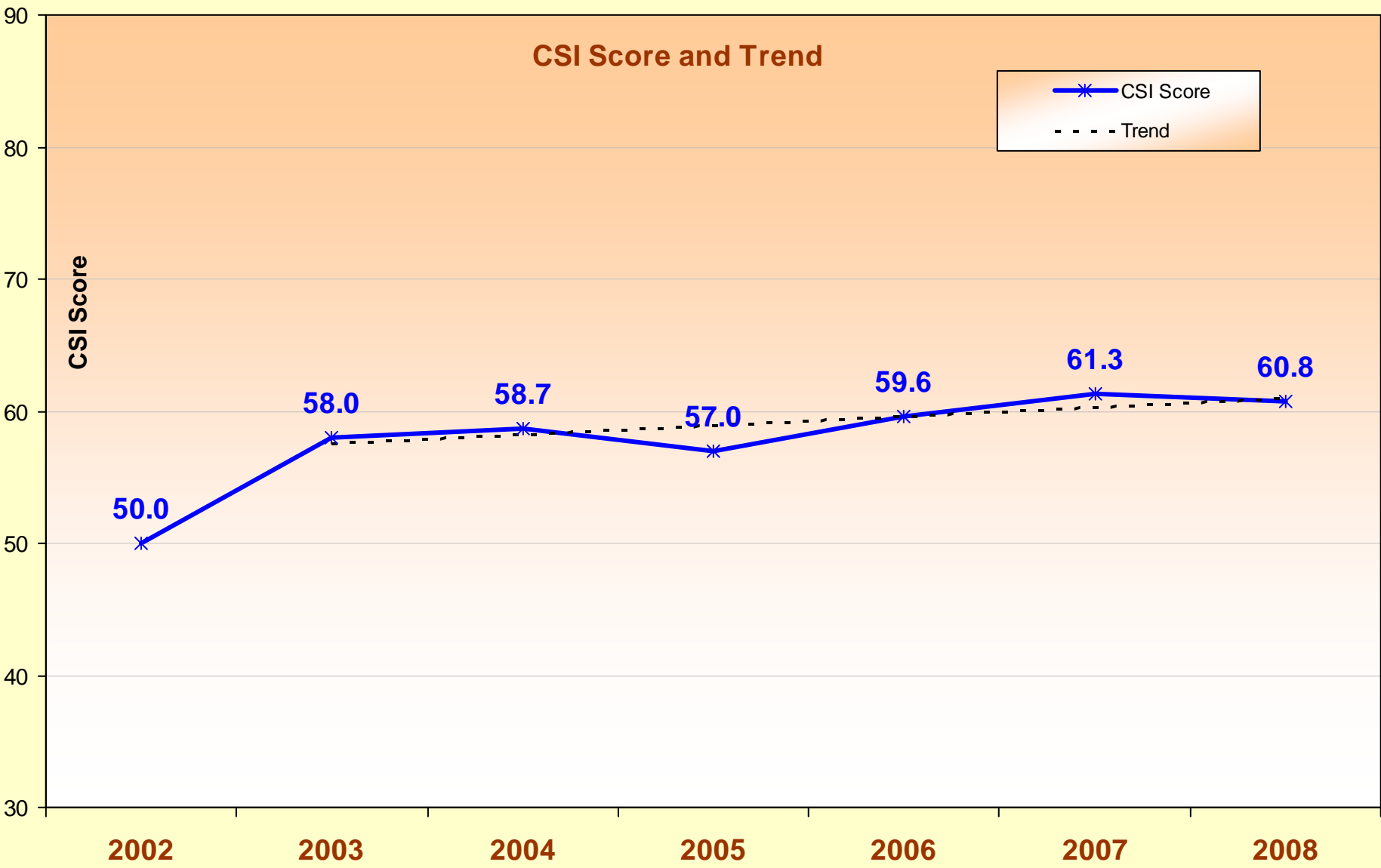
Satisfaction with Overall Quality and Maintenance of Roads in the Rodney Area



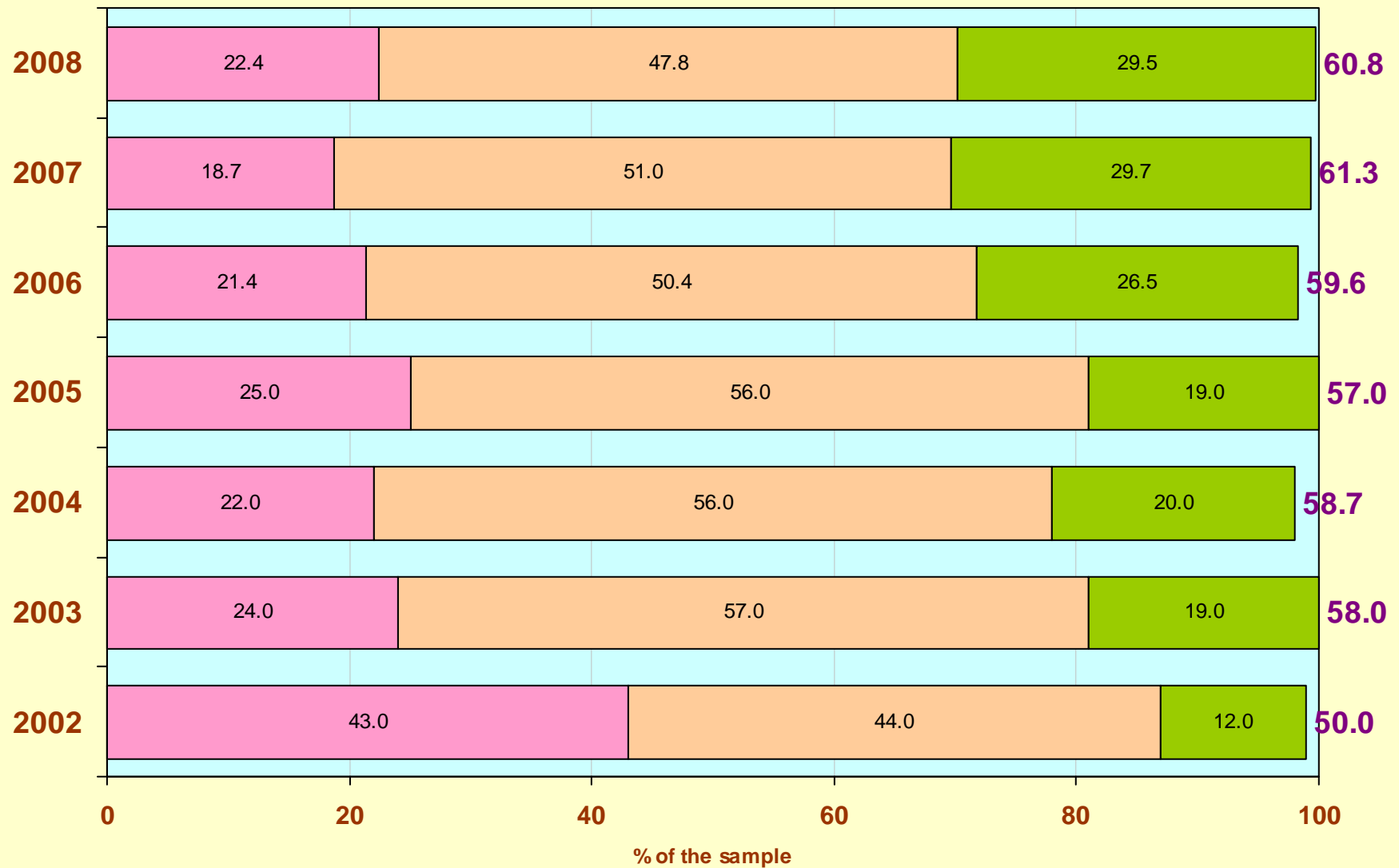
Satisfaction with Overall Quality and Maintenance of Roads in the Rodney Area



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

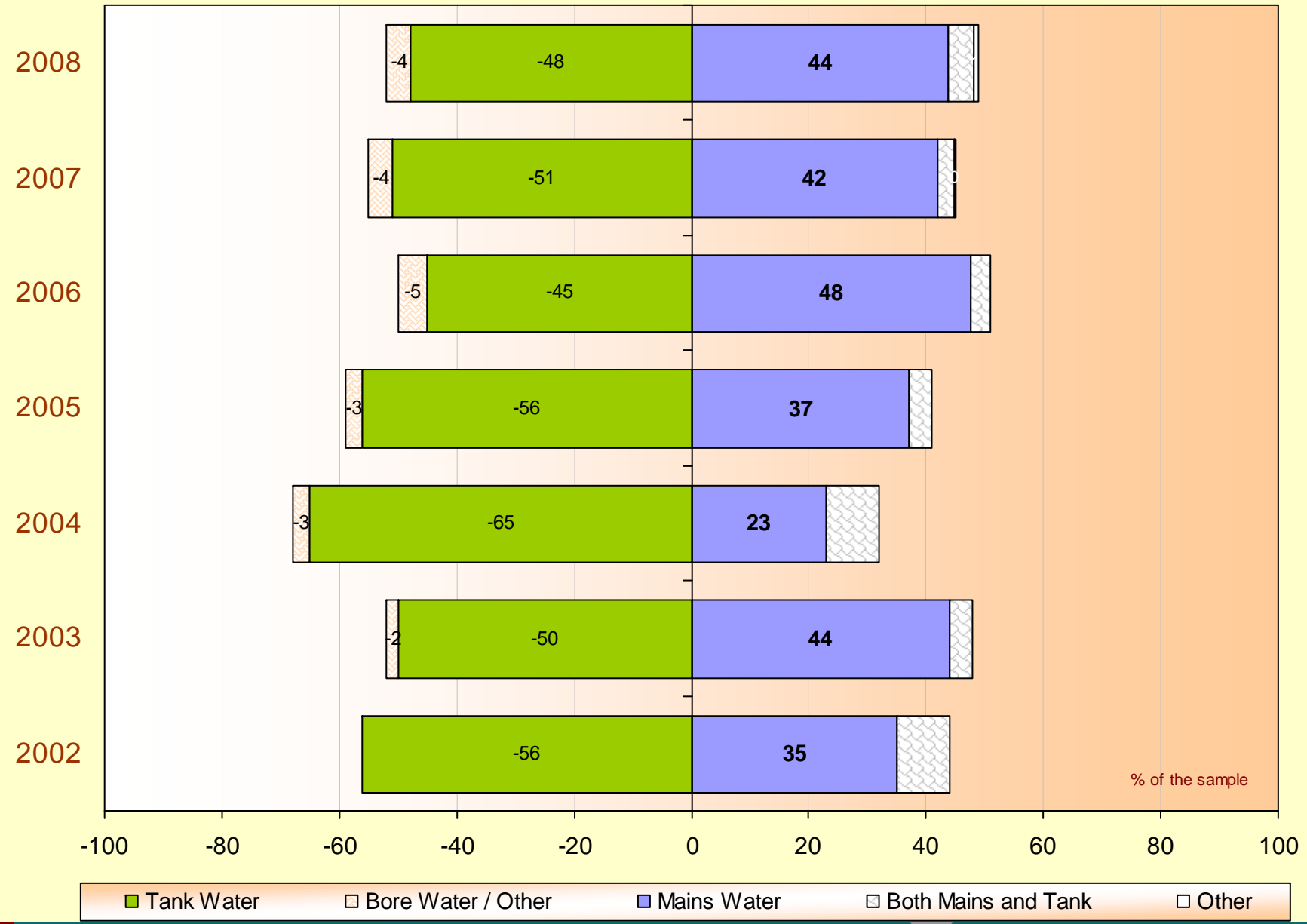


Overall Quality and Maintenance of the Roads in the Rodney Area

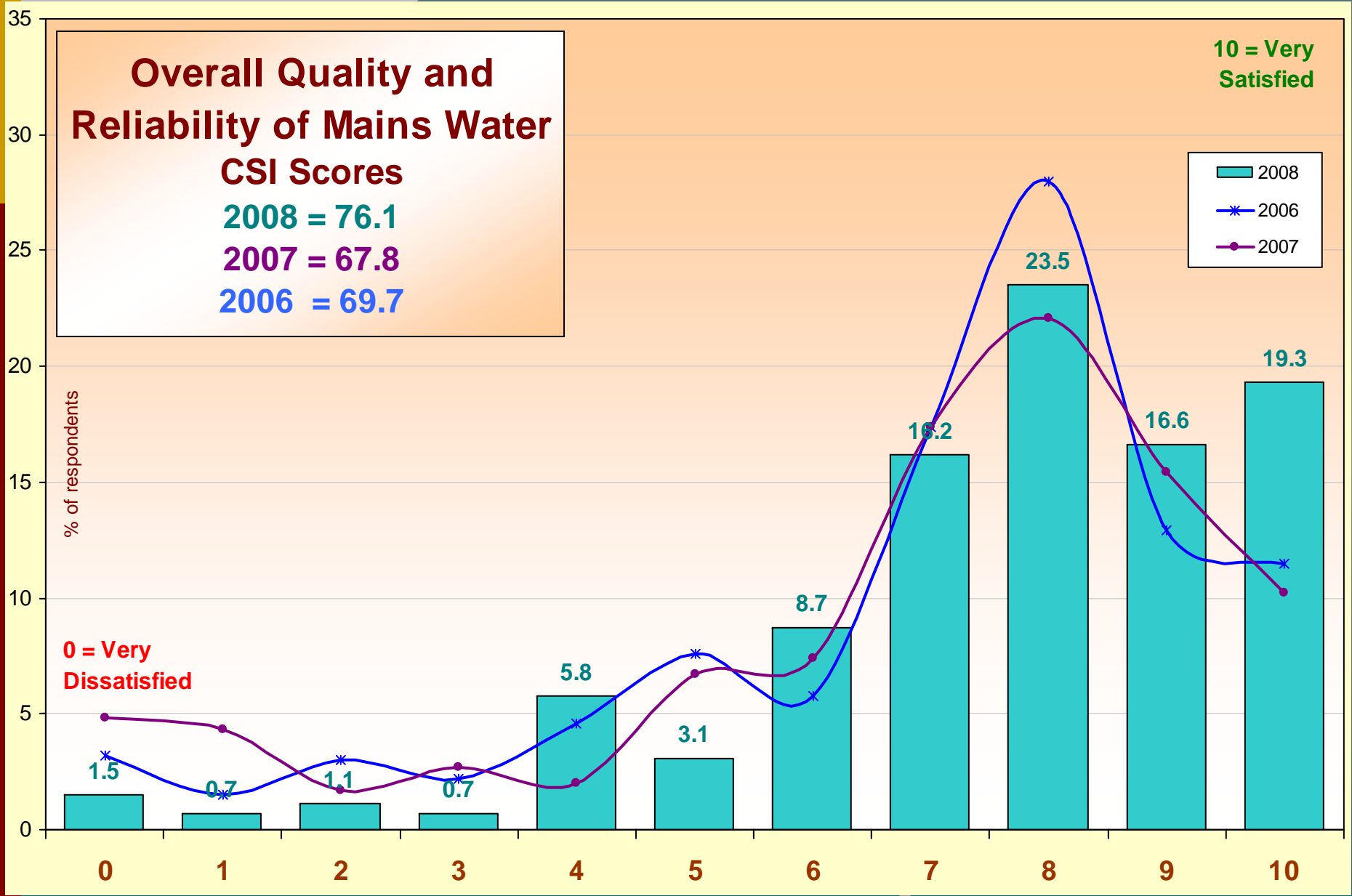


■ Scores 0-4 ■ Scores 5-7 ■ Scores 8-10 CSI Score

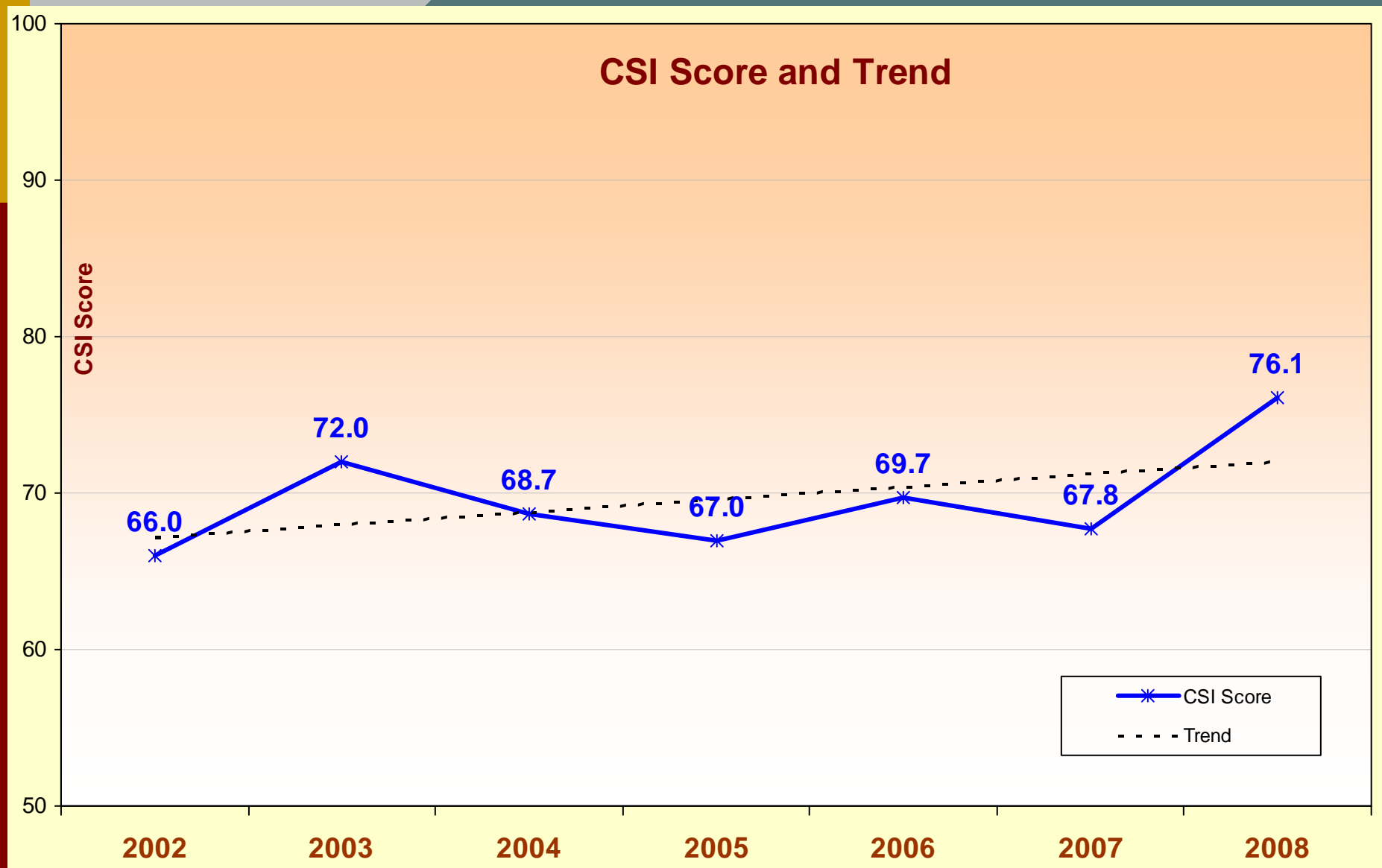
Source of Water At Home



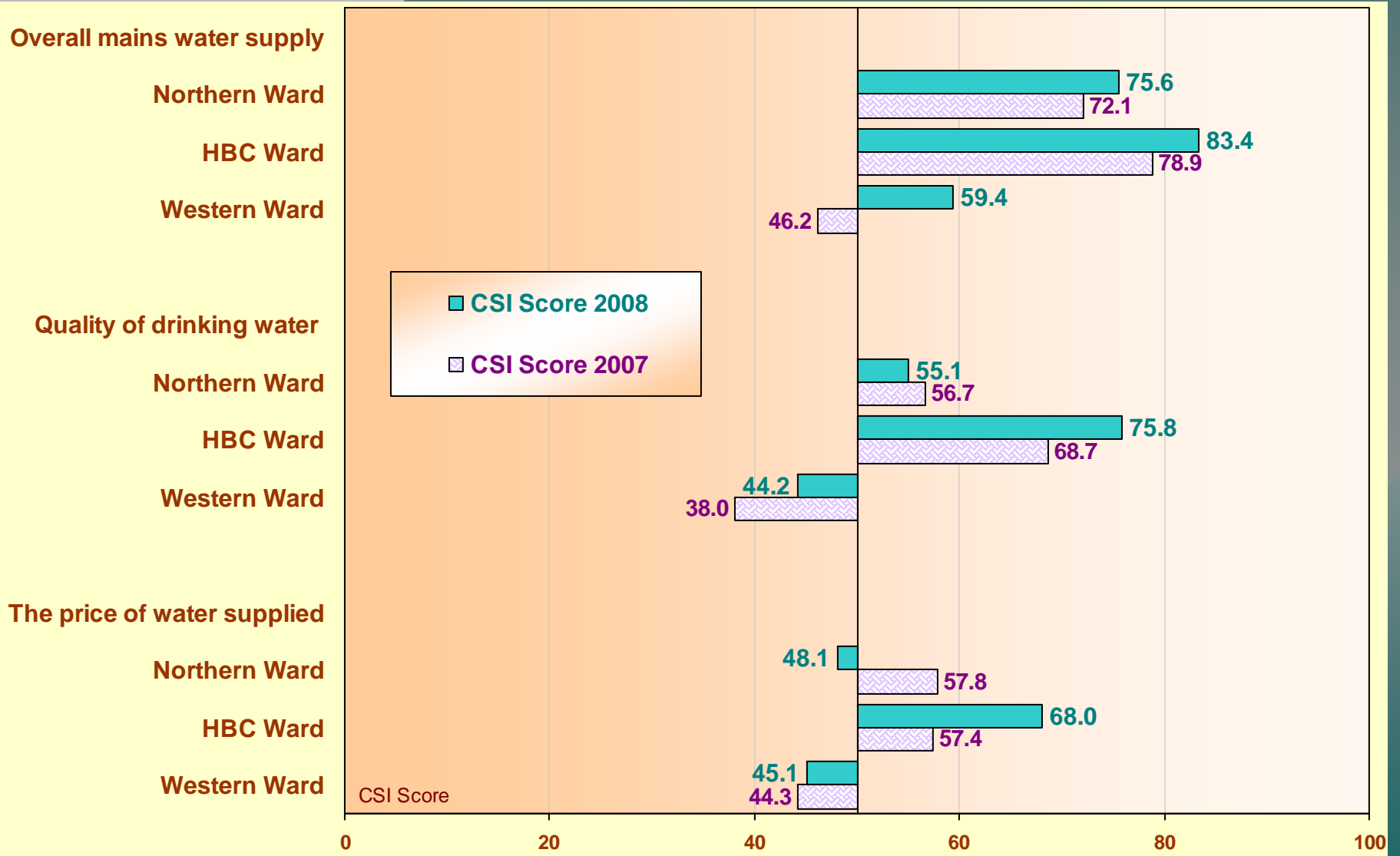
Satisfaction with Overall Quality and Reliability of Mains Water Supply in Rodney



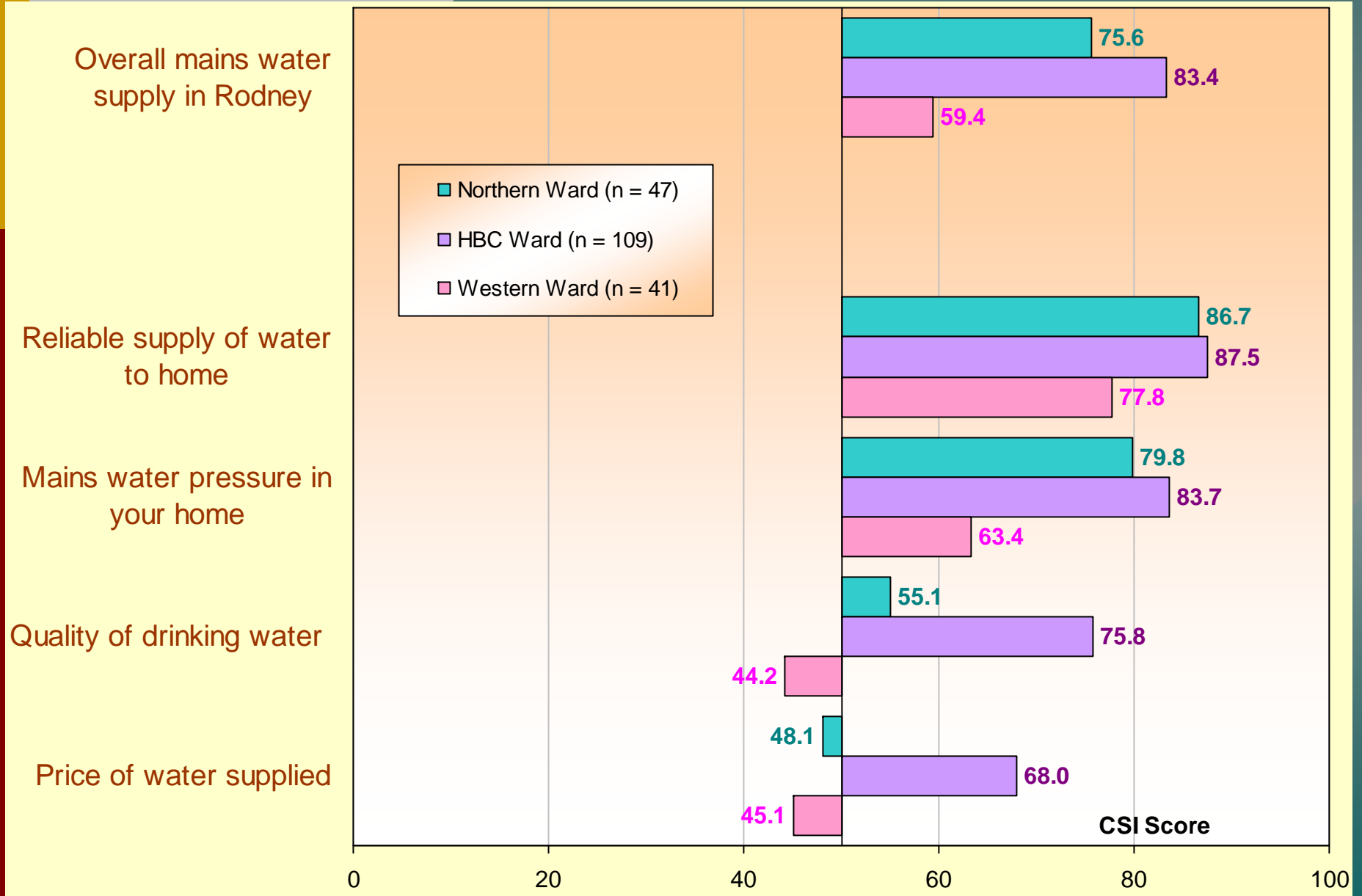
Satisfaction with the overall quality and reliability of the Mains water in Rodney - trends



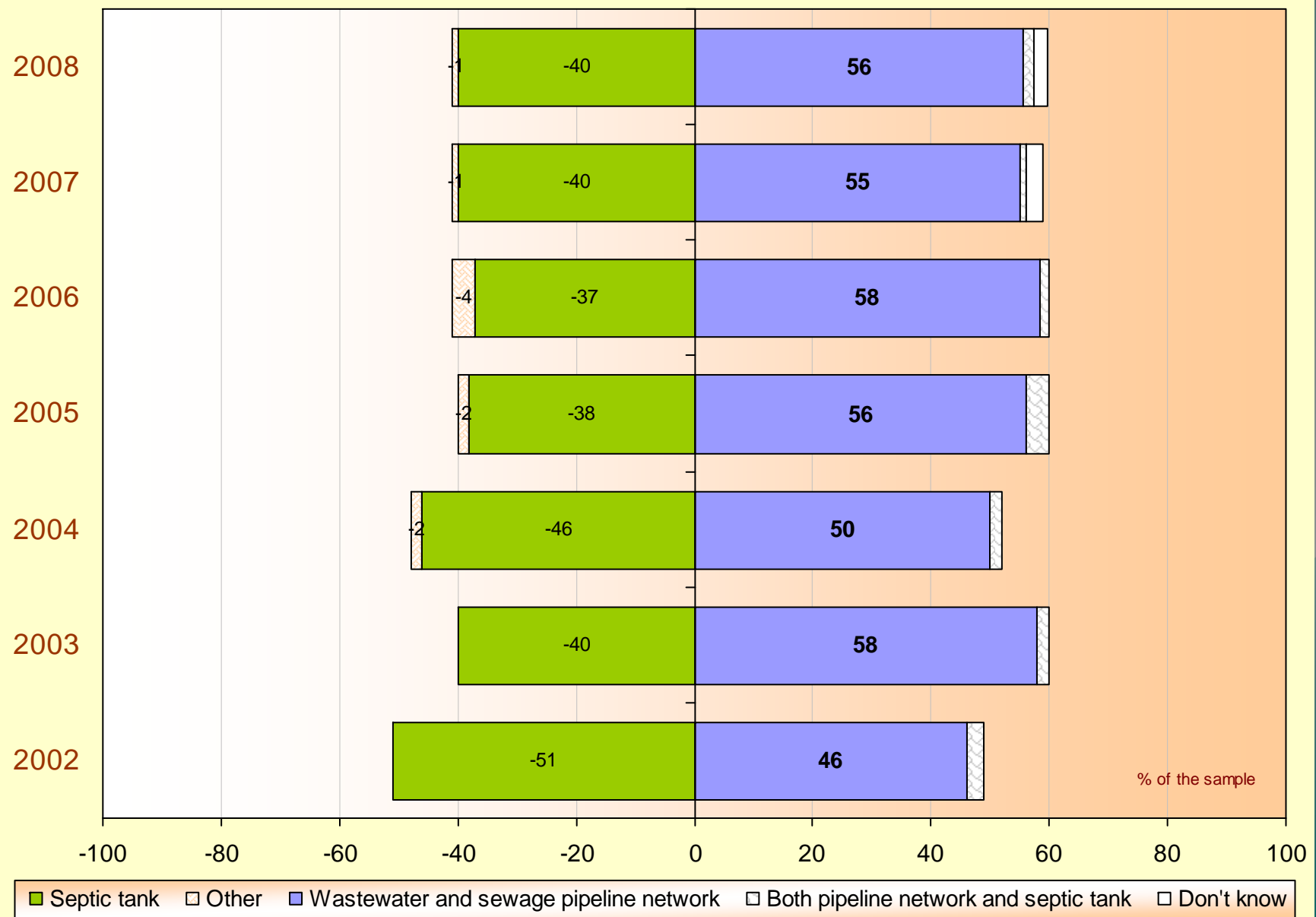
Satisfaction with the quality, price and overall Mains water in Rodney by Ward



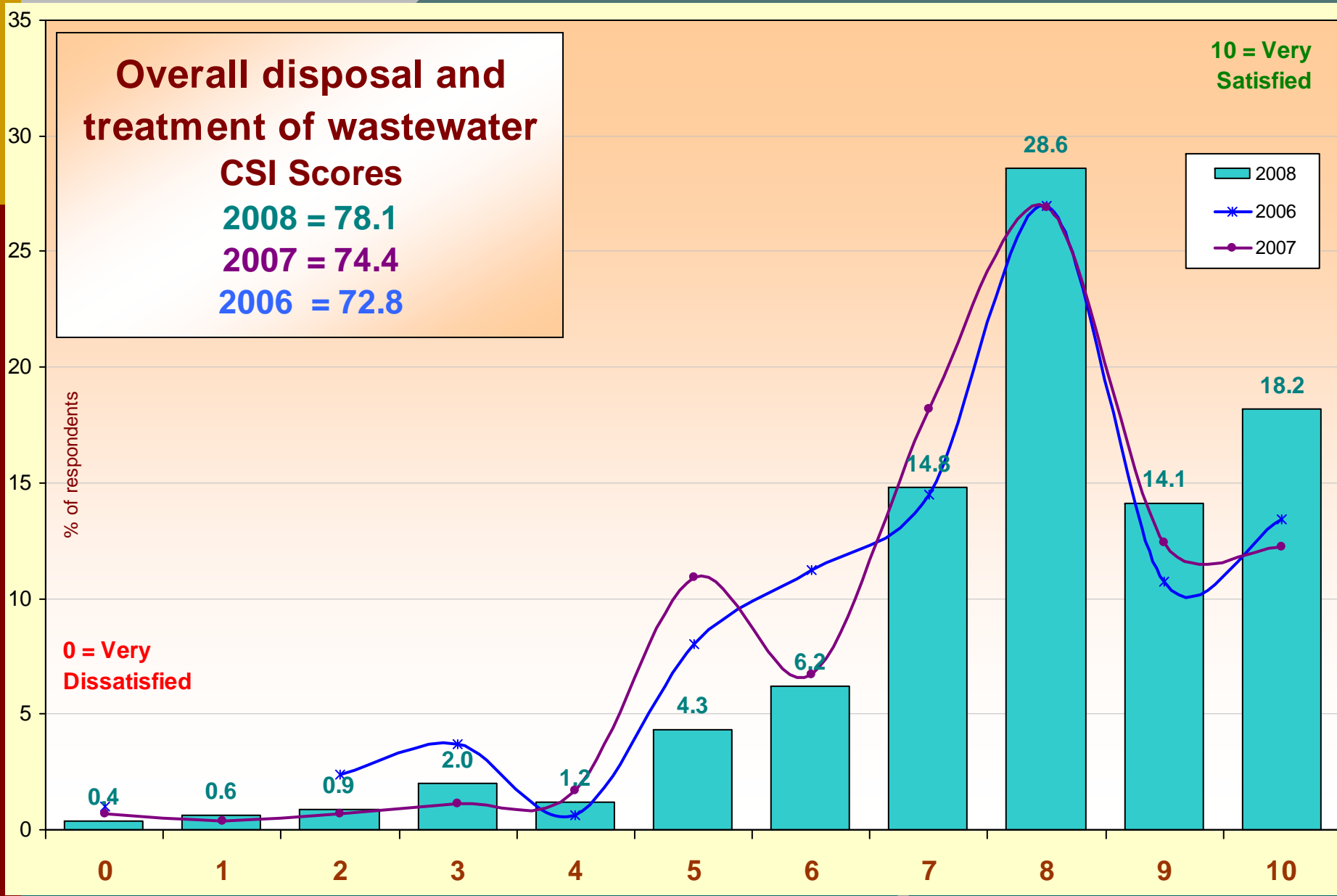
Satisfaction with the Overall Quality and Reliability of the Mains Water Supply in Rodney by Ward



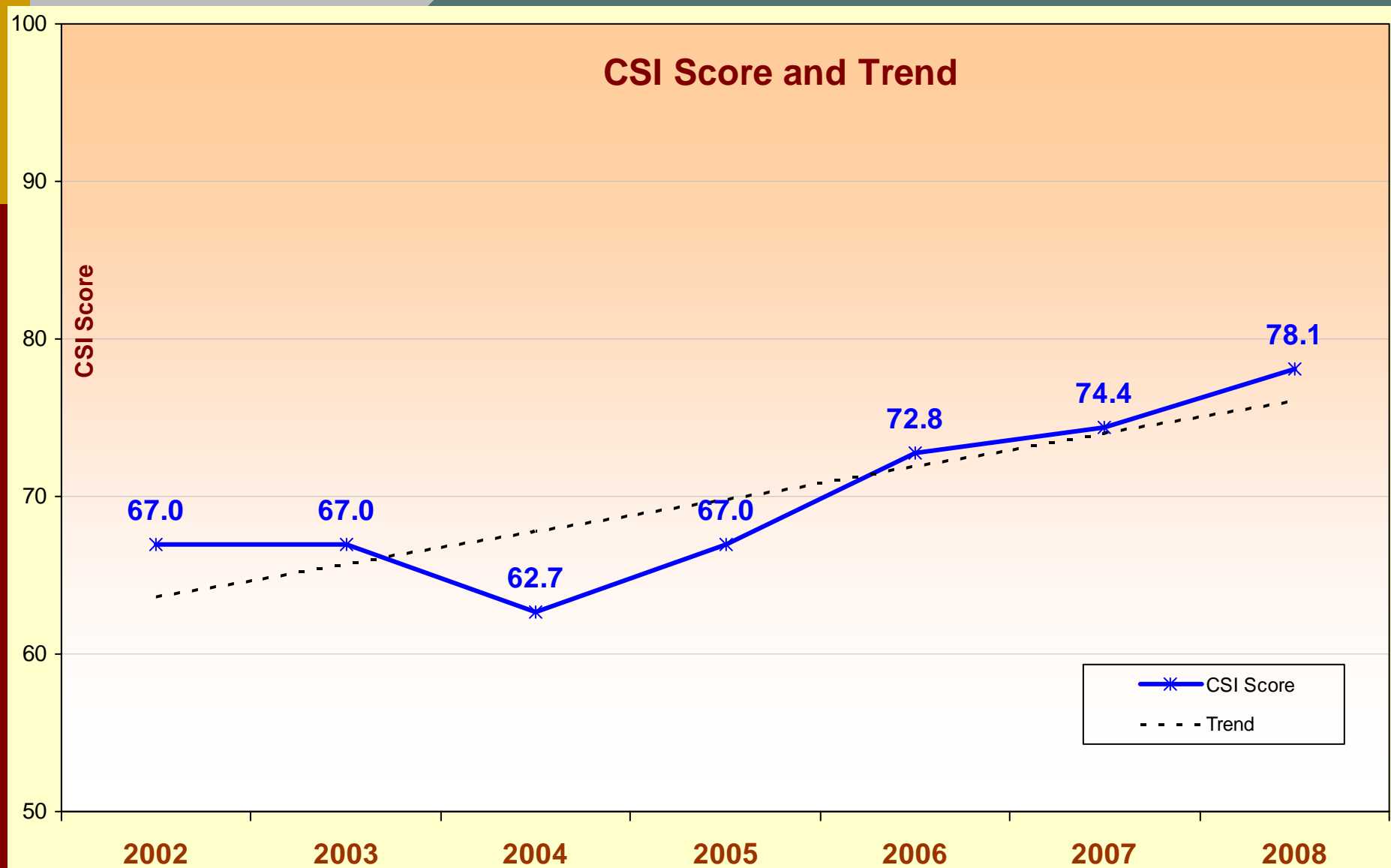
Type of Wastewater Disposal



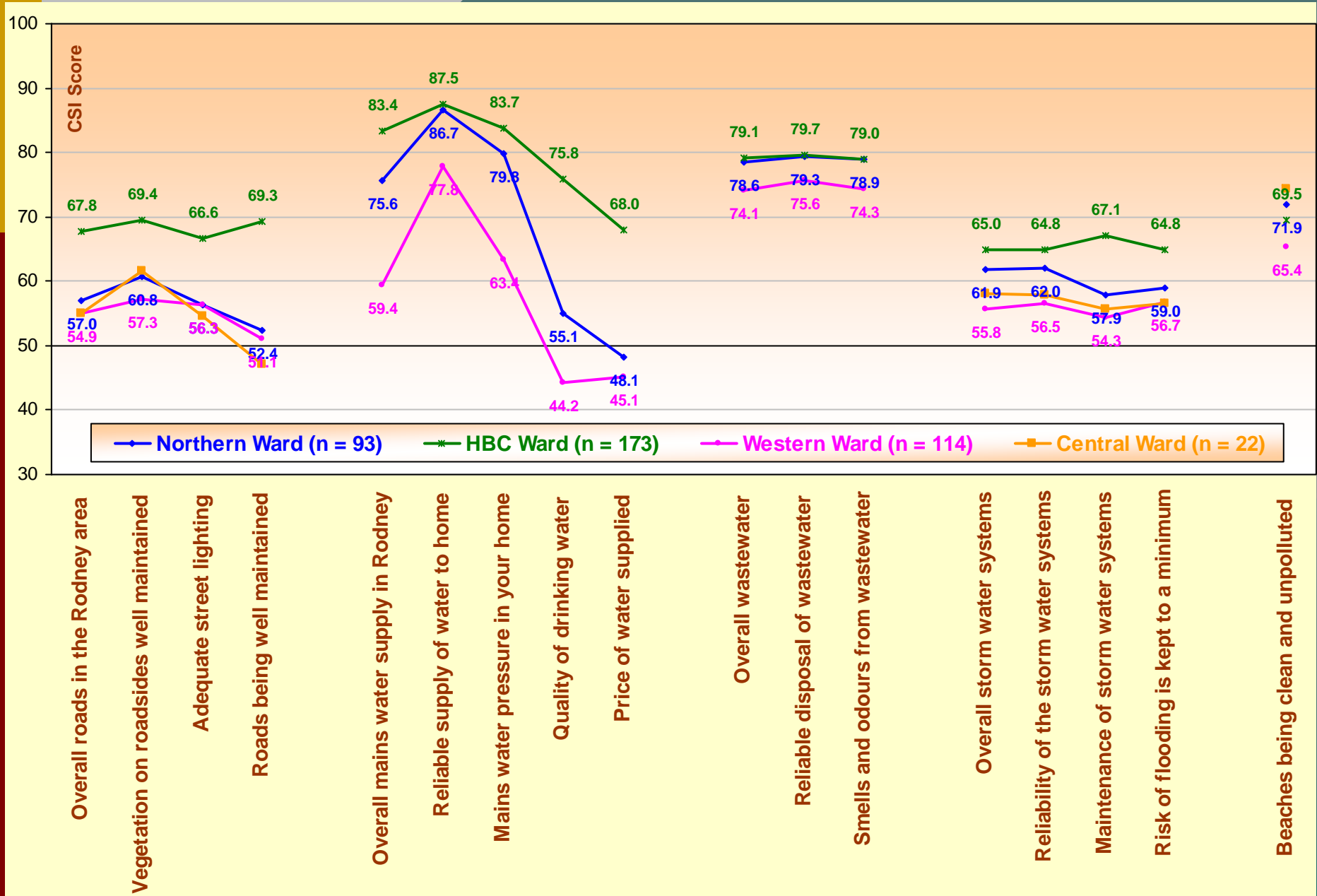
Satisfaction with Overall disposal and treatment of wastewater and sewage in Rodney



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

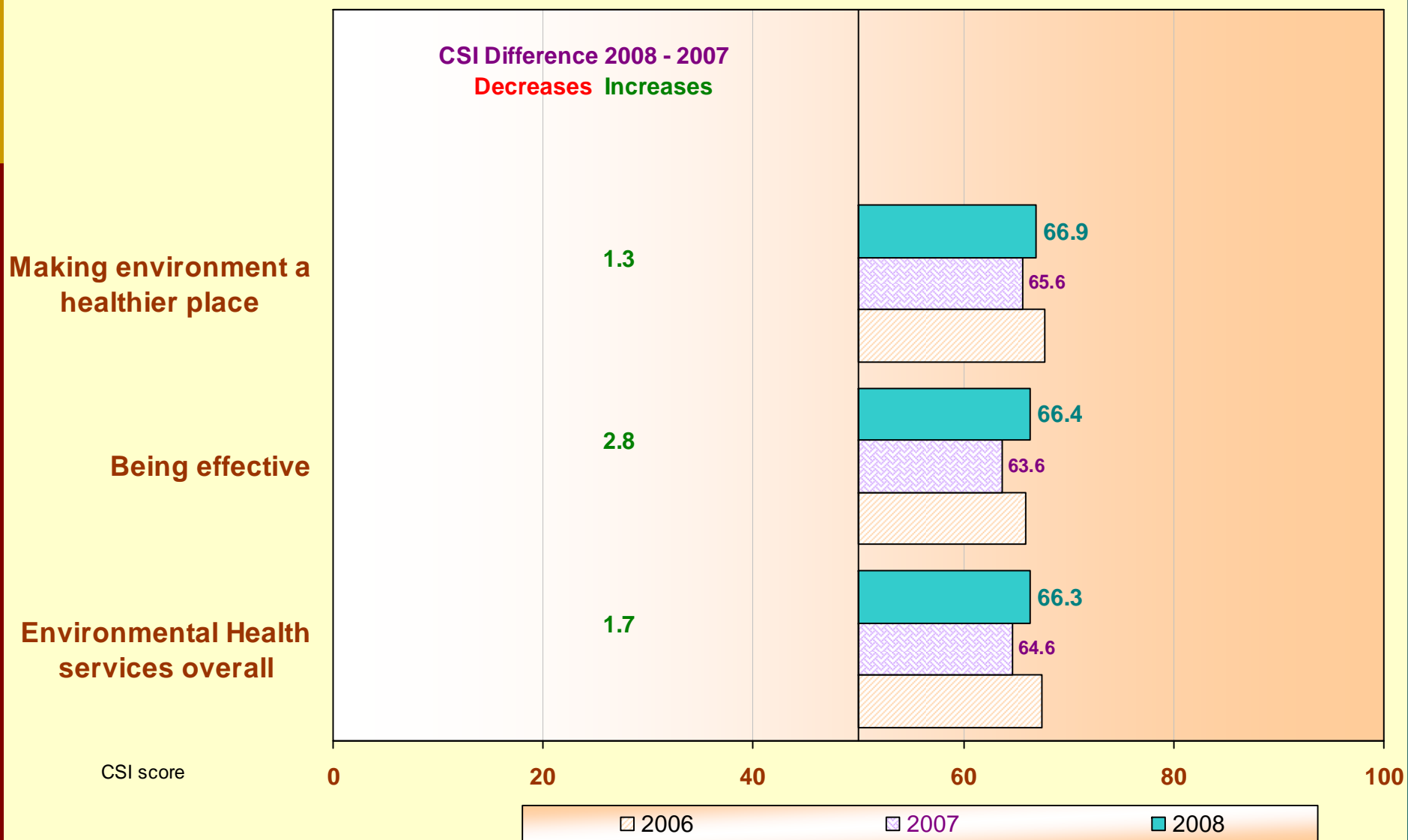


Satisfaction with the Facilities and Services in Rodney by Ward



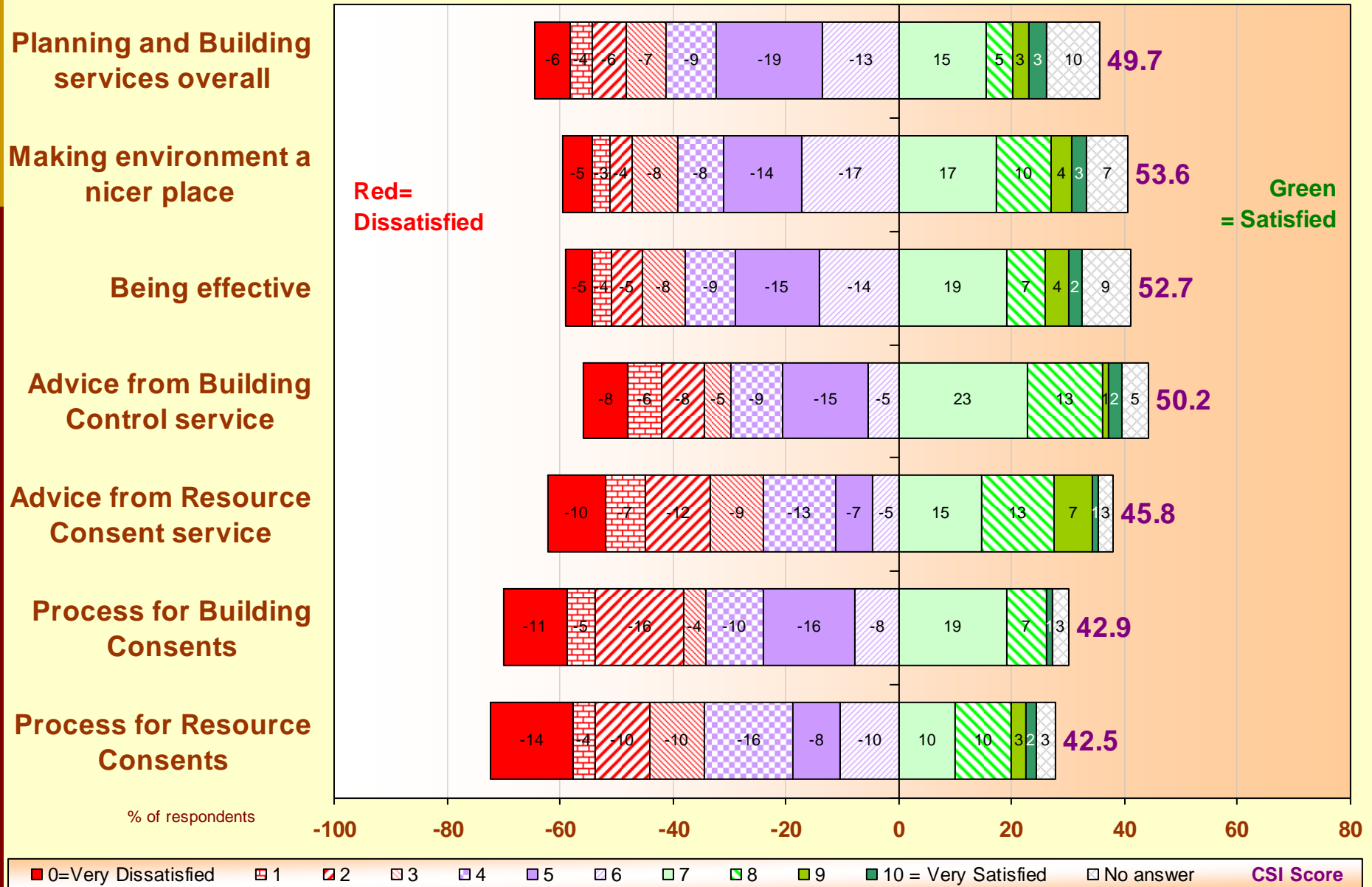
Environmental Health Services

Changes in Satisfaction with Environmental Health Services

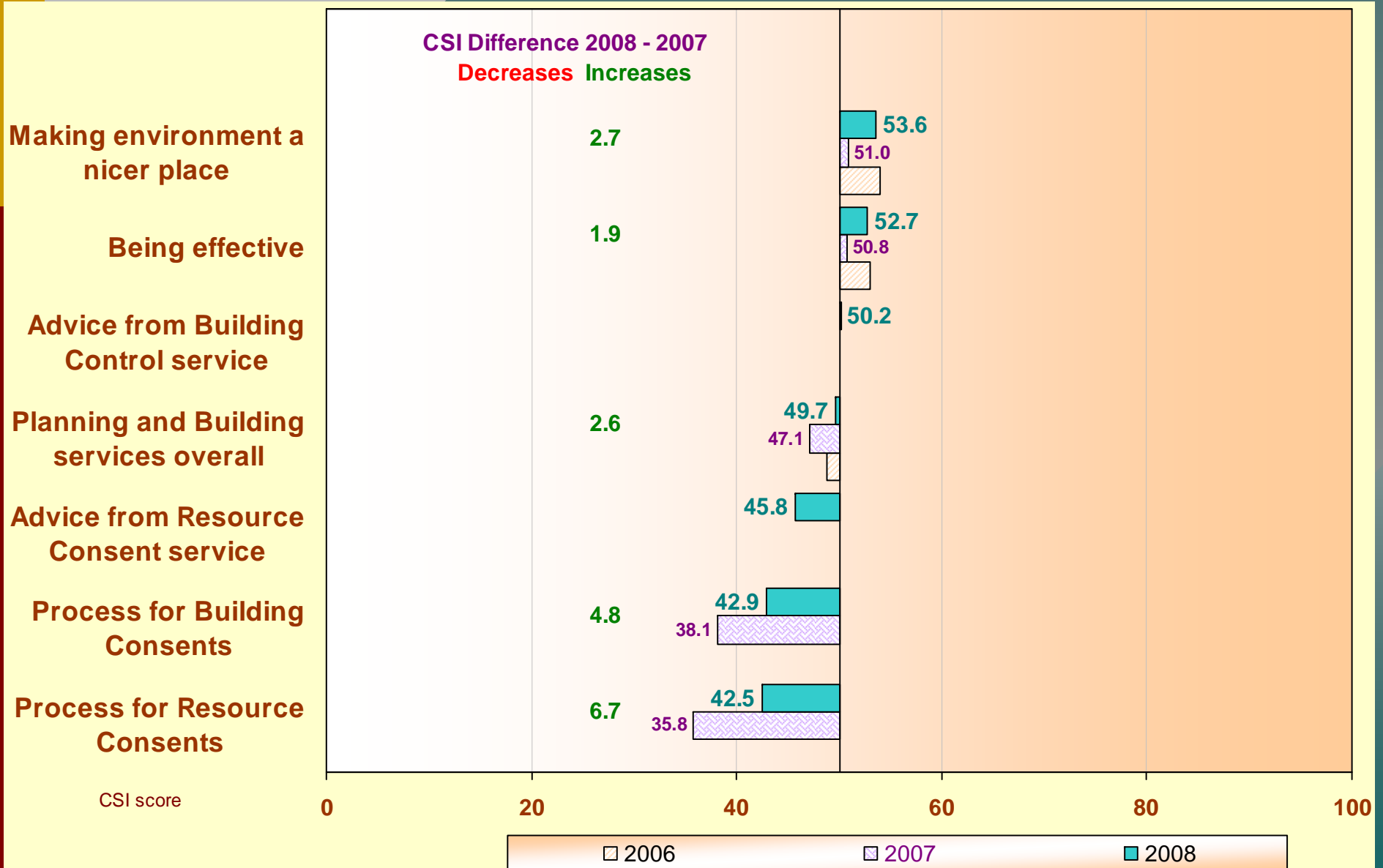


Planning and Building Regulation Services

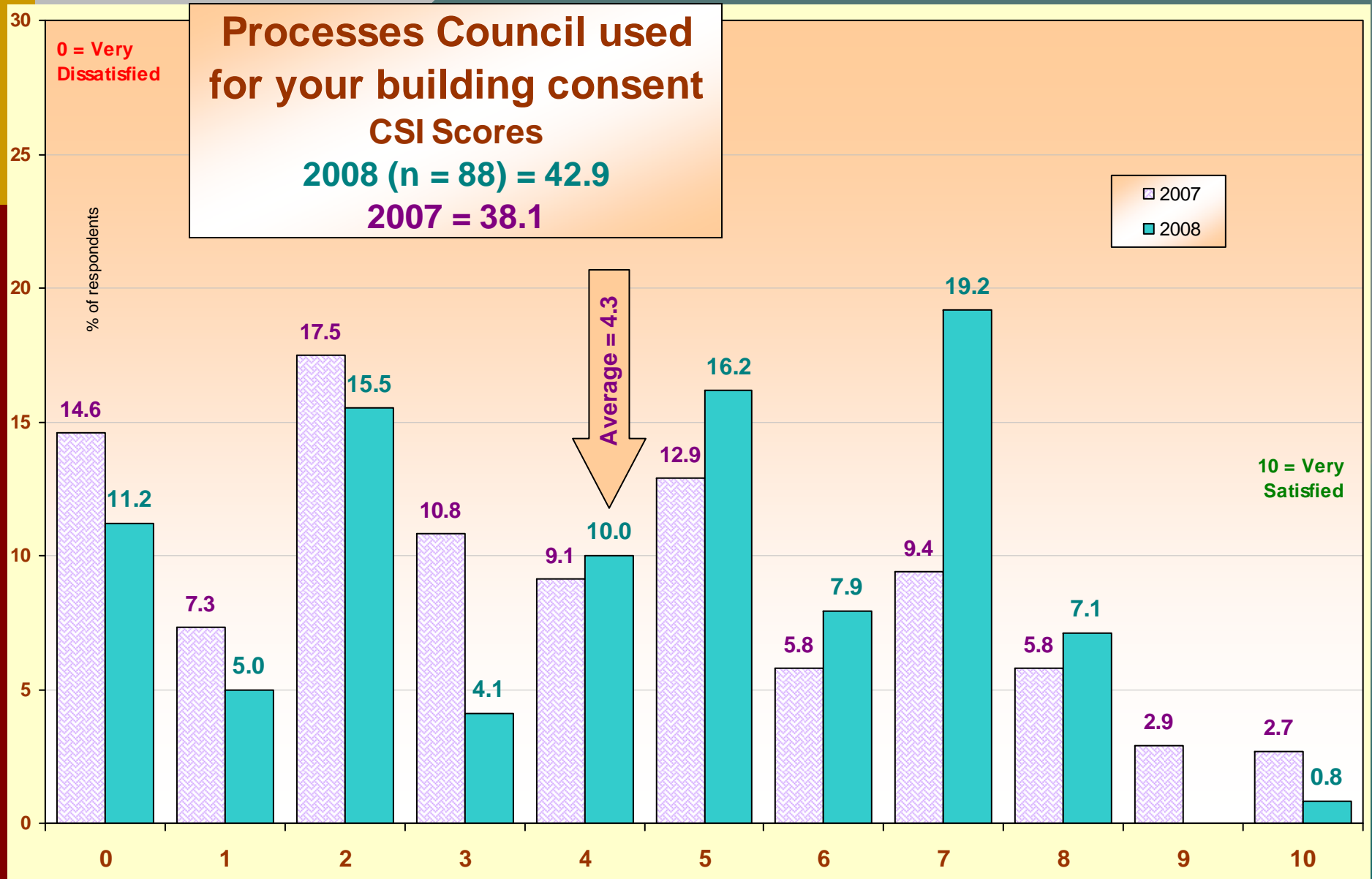
Planning and Building Regulation Services



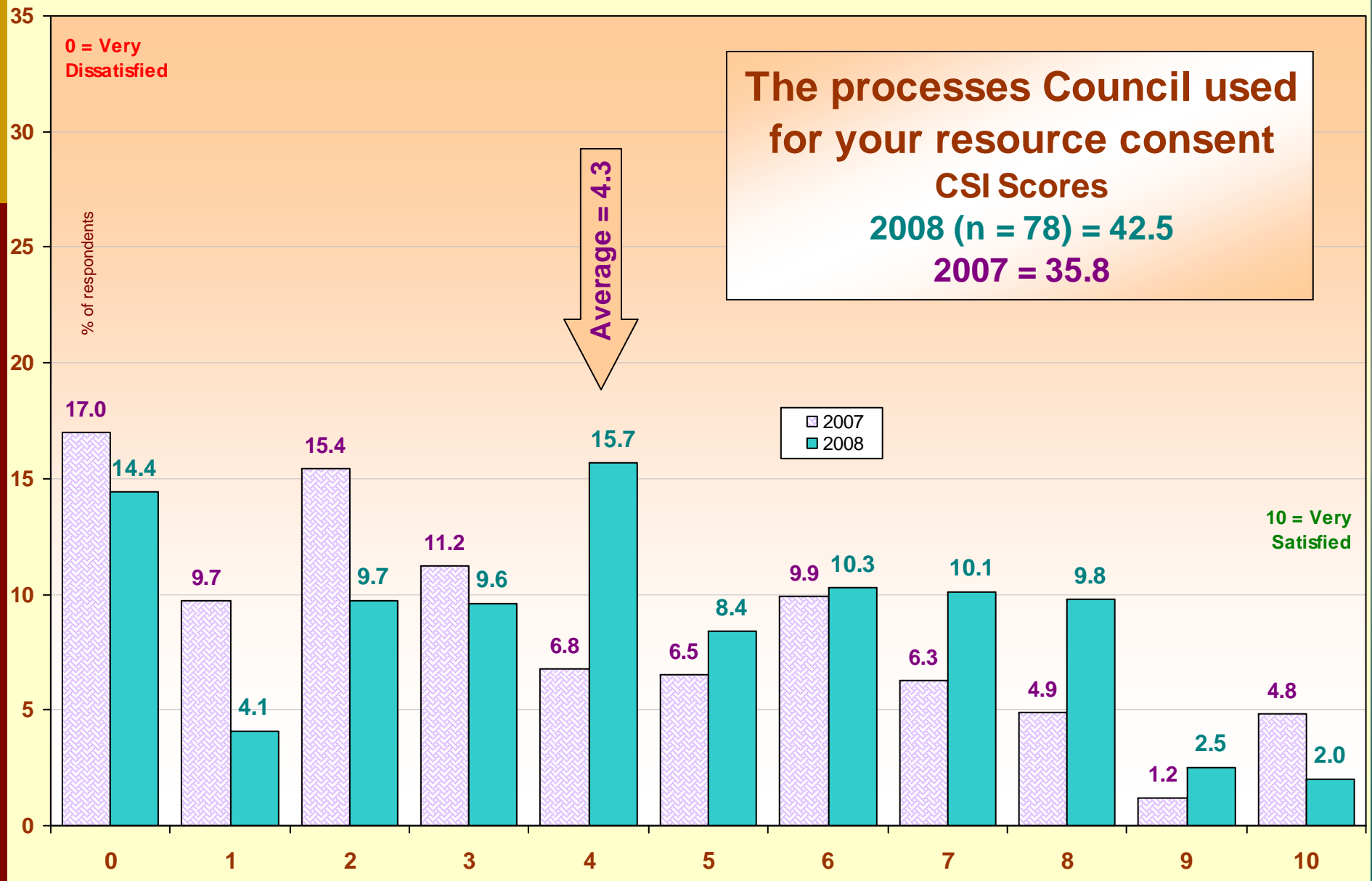
Changes in Satisfaction with Planning and Building Regulation Services



Satisfaction with the Processes Council used for your building consent

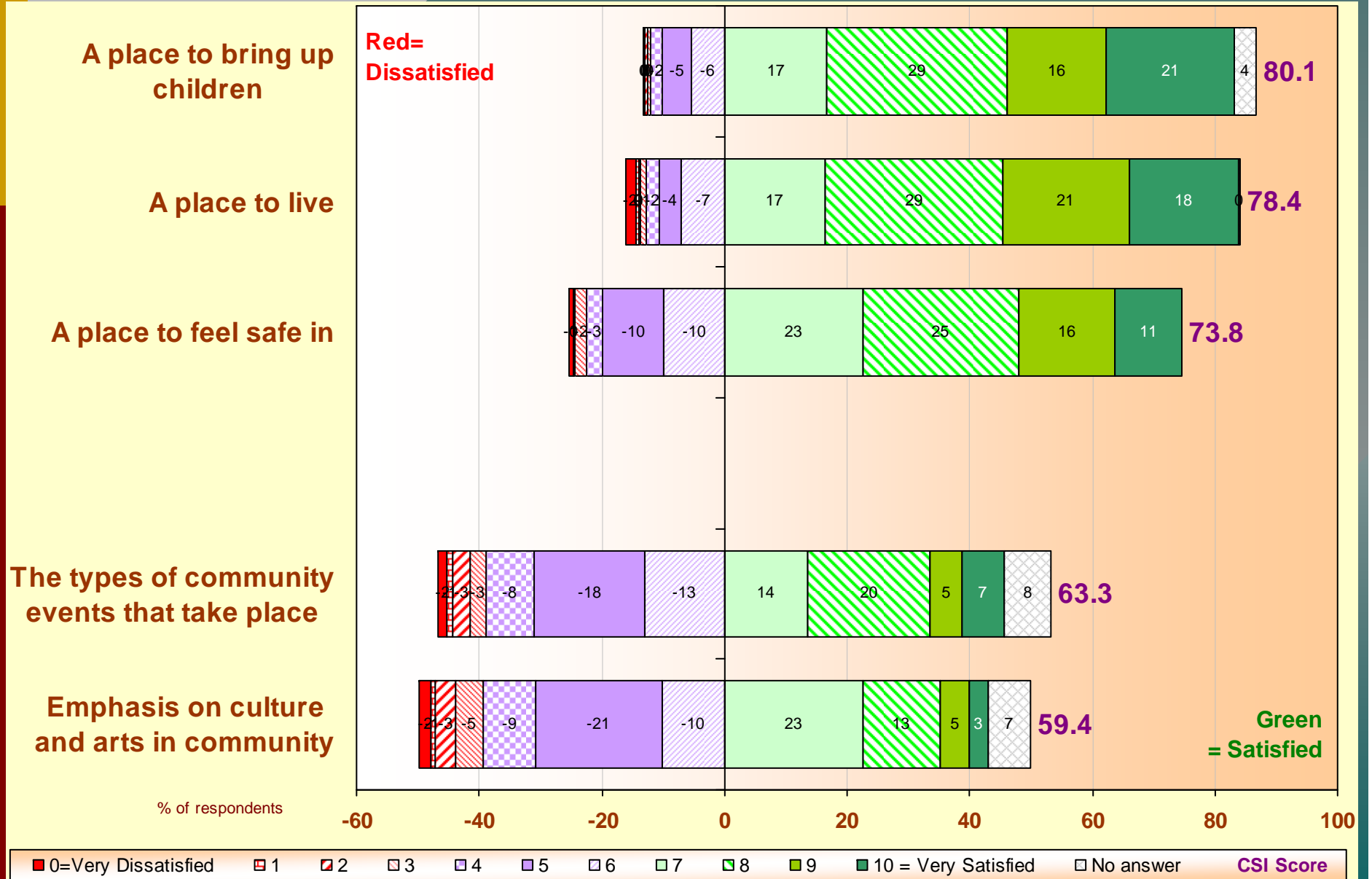


Satisfaction with the Processes Council used for your resource consent

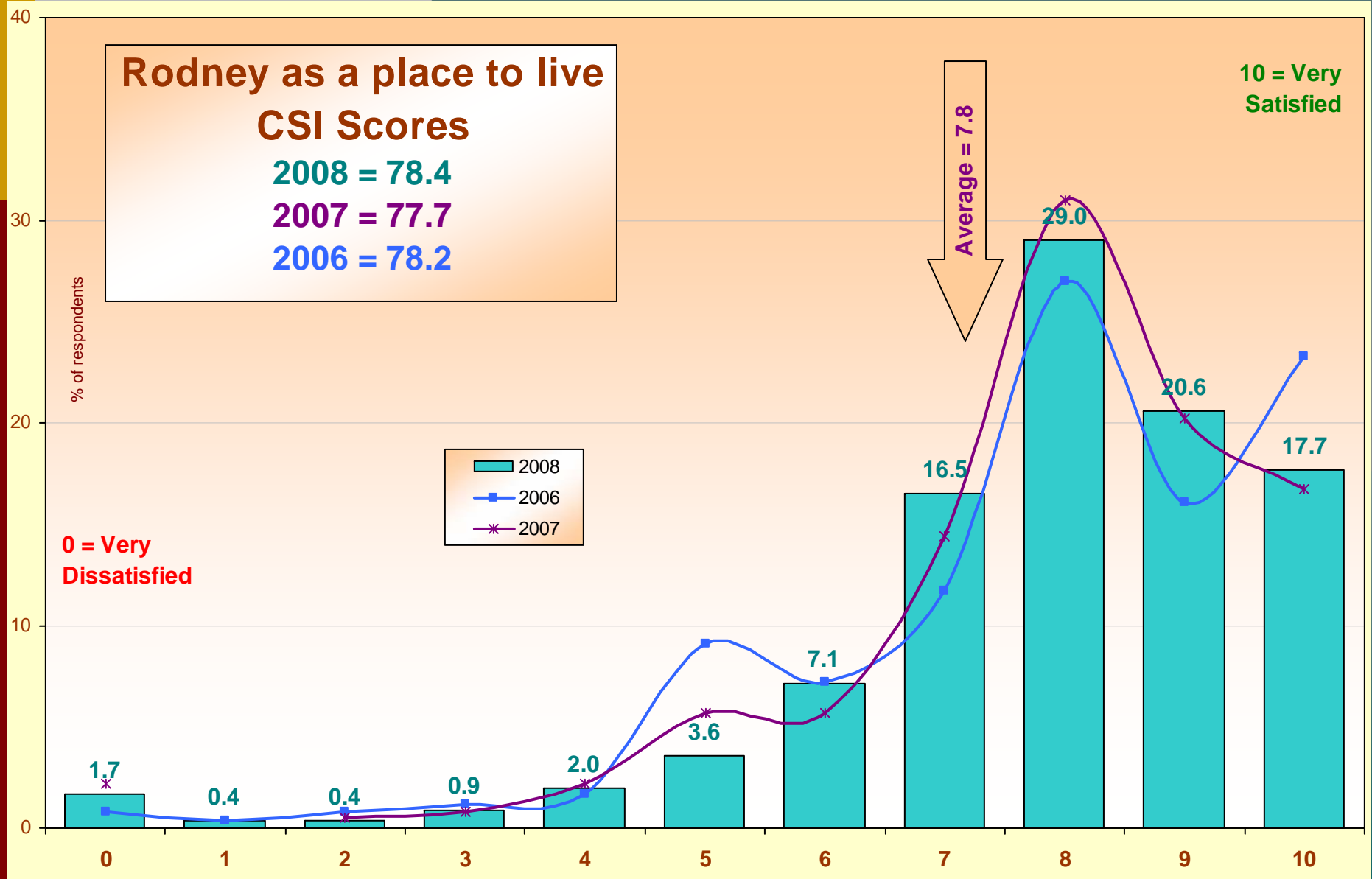


Quality of Life

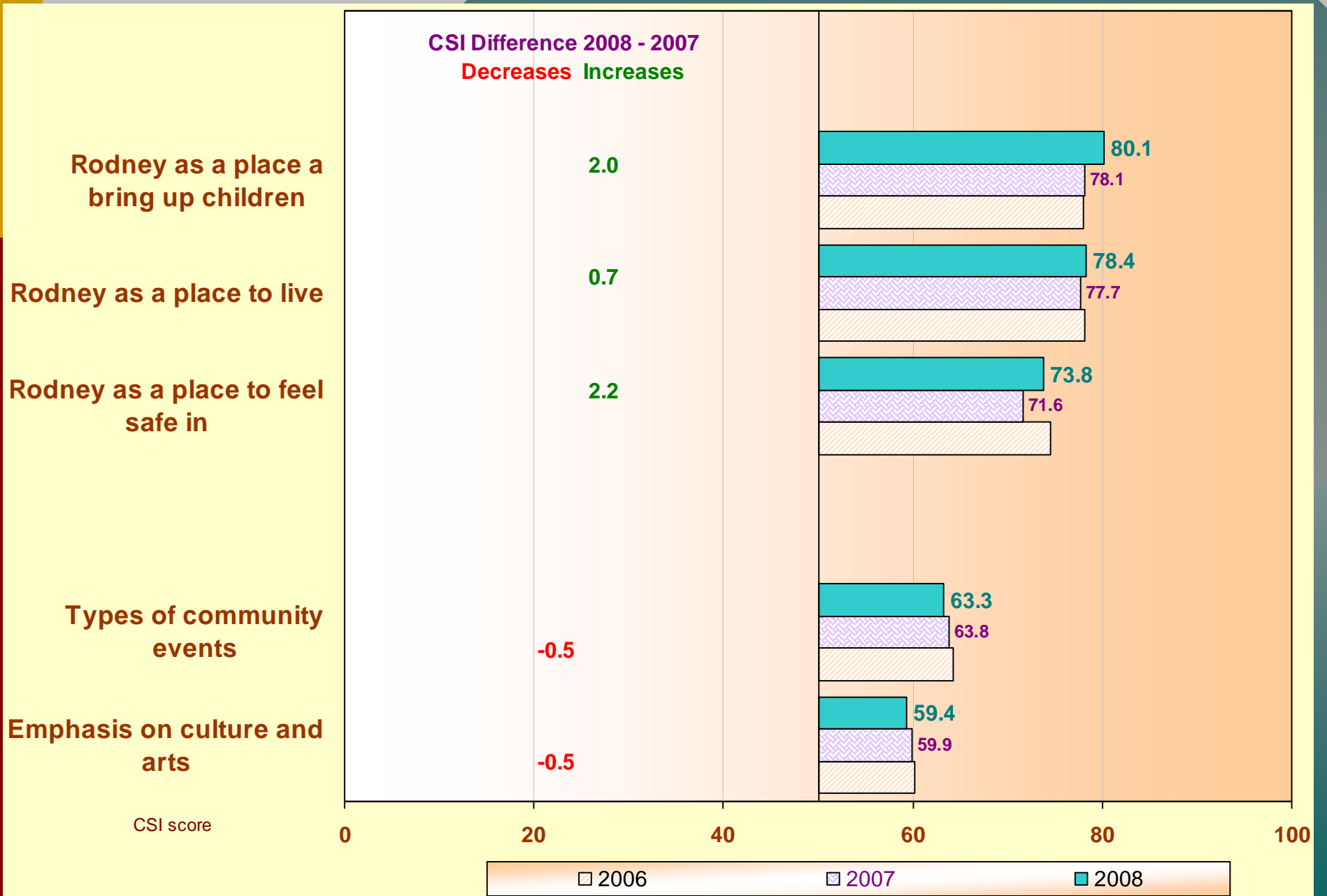
Quality of Life In Rodney



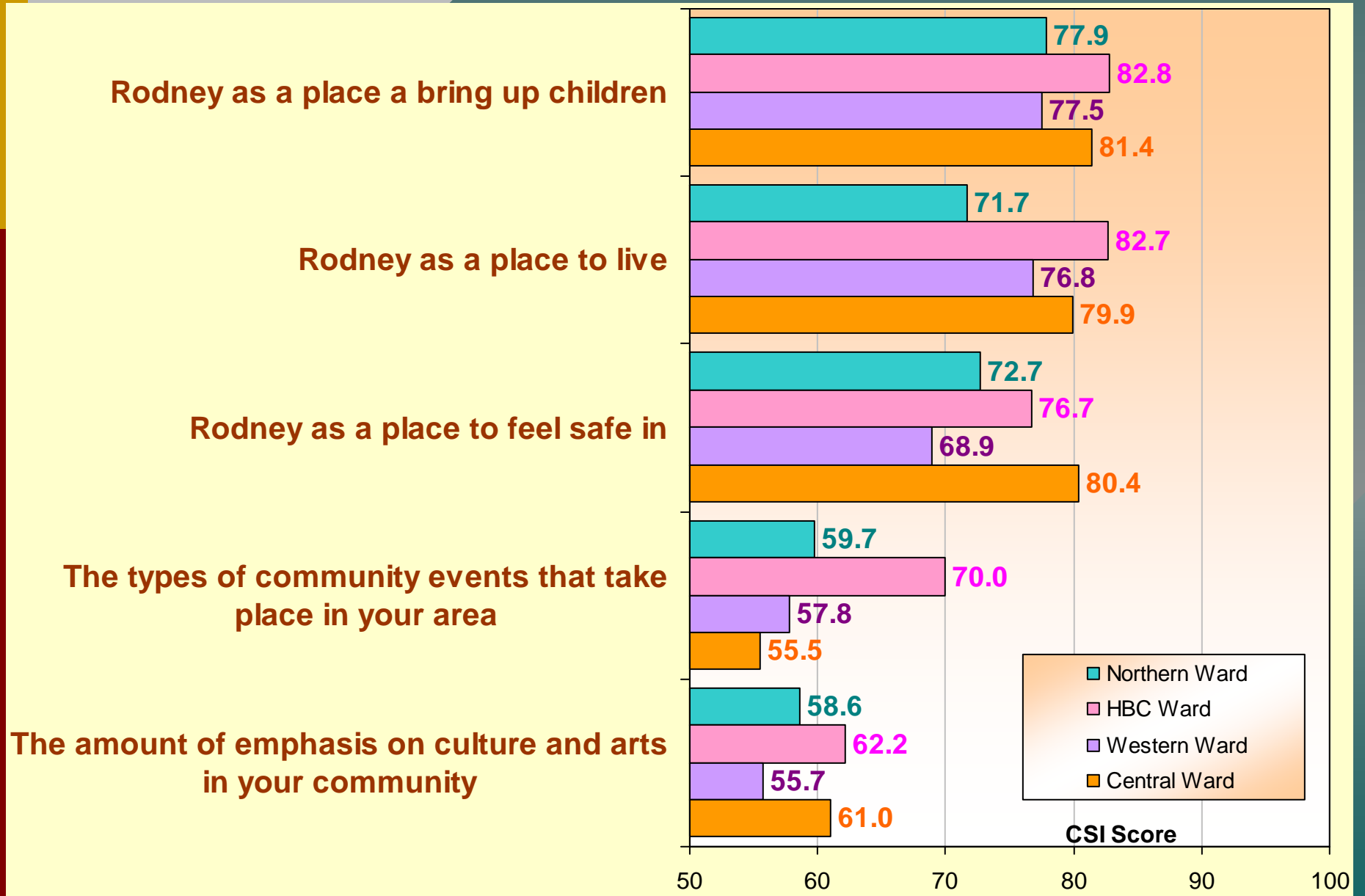
Rodney as a place to live



Changes in Satisfaction with Quality of Life



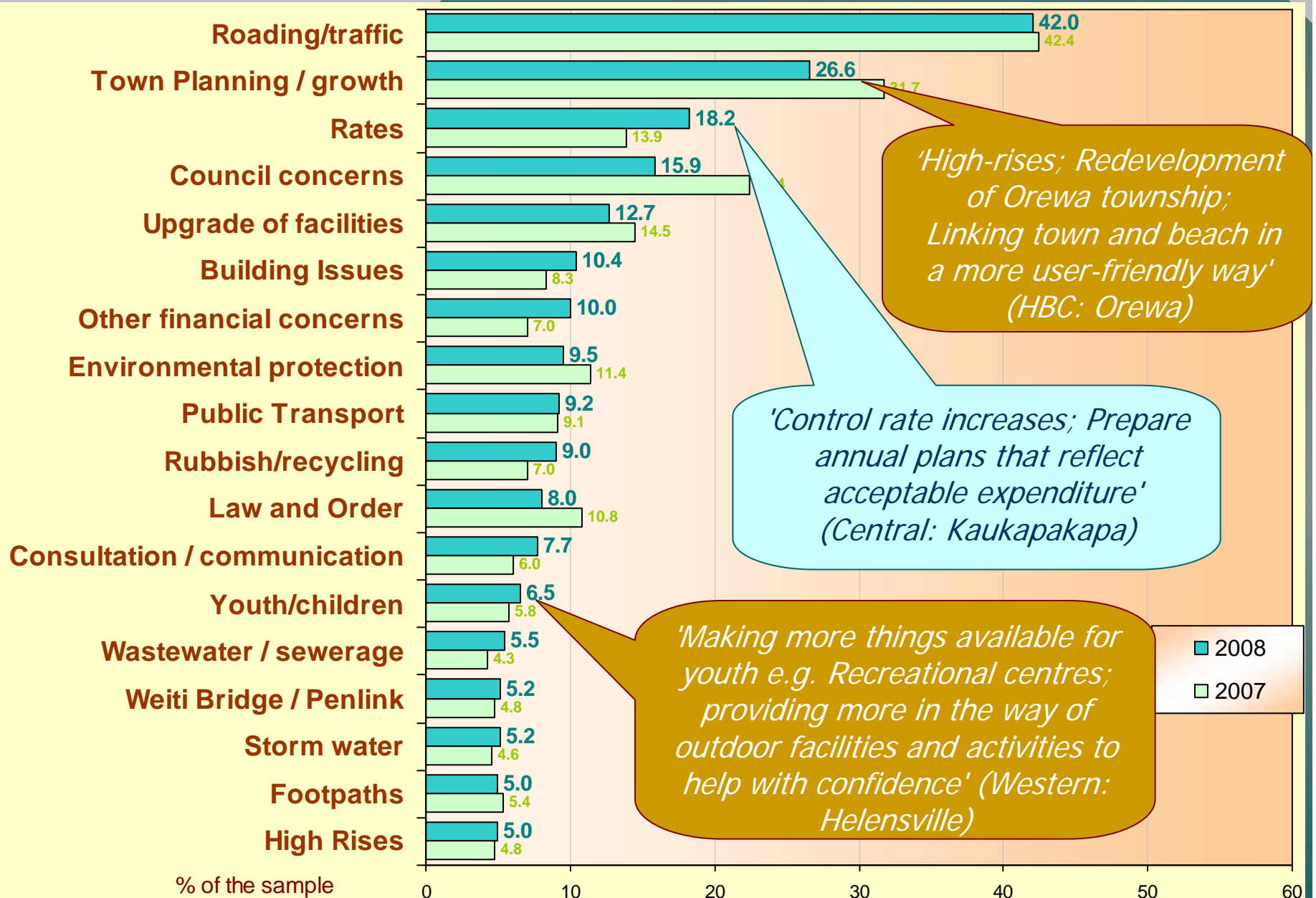
Quality of Life Factors by Ward



Overview

Most Important Issues

Most Important Issues Council Should Be Looking At



Conclusions

- The overall performance of Council is rated with a CSI score of 62.6, 6.1 points higher than 2007. However, the CSI score of 62.6 still implies there are significant opportunities for improvement.
- The perceived Value for Rates tends to have a major 'negative' impact on satisfaction with all factors.
- The respondents level of satisfaction with the Elected Members, Council provision of information and the opportunities for involvement in Council decision has a significant 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 22% of those who paid residential rates (n = 357) thought they received good value for their rates.
- Satisfaction with the Councils Local Service Centres rated with a CSI score of 69.6, similar to 2007 . This is higher than the satisfaction with overall performance of Council
- Most important issues Council should be looking at this year; roading and traffic (42%), Town planning/development/growth (27%), followed by rates concerns, (18%), Council concerns (16%) and upgrading of facilities or facilities needed (13%)

Conclusions

- The majority of respondents are satisfied with most Council Facilities and Amenities. The CSI scores range from a high of 84.0 for 'the Libraries' down to 61.5 for the 'Hazardous Waste Disposal facilities'. There were a mix of 8 increases and 7 decreases in CSI scores from last year.
- The CSI Scores for Council Services and Facilities range from a high of 85.1 for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 57.5 for 'The price of water supplied'. There were a mix of 14 increases and 3 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 have improved but are still rated much lower than the other factors (CSI scores of 42.5 and 42.9 respectively). Both of these CSI scores infer the respondents have serious issues with these services.
- Many respondents were dissatisfied (scores 0 – 3) with the General aspects of the Council. This ranged from 17% for the factor 'The Council processes helping to encourage economic growth within the Rodney District' up to 32% for the factor 'Feeling like you can make a difference to how the Council approaches issues that affect the Rodney area'.
- Rodney as a place to live was again very highly with a CSI score of 78.4, up 0.7 points
- Overall, the results reflect a modest improvement over 2007. These show many respondents are very satisfied but these also reflect that many residents have a diverse range of issues in relation to Council

John Dennis

International Research Consultants Ltd

August 2008