



Manawatu District Council 2018 Annual Survey of Residents



Report | July 2018



Table of contents

Objectives and Method Summary	Page 3
Executive Summary	Page 4
Key Performance Indicators Summary	Page 5
Understanding Reputation	Page 7
Drivers of Overall Satisfaction	Page 10
Appendix I: Satisfaction Scores – Overall Level	Page 26
Appendix II: Satisfaction Scores – Reputation	Page 29
Appendix III: Satisfaction Scores – Infrastructure	Page 35
Appendix IV: Satisfaction Scores – Waste Services	Page 40
Appendix V: Satisfaction Scores – Parks and Reserves	Page 44
Appendix VI: Satisfaction Scores – Facilities	Page 47
Appendix VI: Satisfaction Scores – Regulatory Services	Page 50
Appendix VII: Satisfaction Scores – Customer Interactions	Page 53
Appendix IX: Satisfaction Scores – Value for Money	Page 56
Appendix X: Satisfaction Scores – Other	Page 60
Sample Profile	Page 67

Objectives and Method Summary

Introduction

The Manawatu District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service

Research Objectives

- To provide a robust measure of satisfaction with the Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To assess changes in satisfaction over time and measure progress against the Long Term Plan

Method

- The methodology involved a telephone survey measuring the performance of the Manawatu District Council with a sample of n=457 residents
- The questionnaire was designed in consultation with staff of the Manawatu District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle related measures
- Data collection was conducted over four periods; 113 responses between 14 and 20 September 2017, 113 responses between 29 November and 20 December 2017, 114 responses between the 9 March and 7 April 2018, and 117 responses between 8 and 26 June 2018
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2013 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-4.6%
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding

Executive Summary

1

Council is evaluated well by residents and overall 83% are satisfied with Council's performance. Council also has a positive image and reputation with 80% very satisfied, and is evaluated well for its core infrastructure, services and public facilities with 89% satisfied

2

Overall perceptions of Council are most strongly influenced by '*Image and reputation*' (54%) followed by services and facilities that collectively account for a quarter of the impact (26%). Value for money is having relatively less influence on overall perceptions (20%)

3

Reputation is a strength with 55% of residents classified as 'Champions', and a benchmark score of 78. Notwithstanding that this is a strength, the high impact of reputation means that further demonstration of financial management, trust and leadership will positively influence perceptions and represents an opportunity

4

Although residents evaluate roading infrastructure well, they are somewhat less satisfied with the provision of dedicated walkways and cycleways. Since these have a relatively high impact, residents would value improvements that could be delivered

5

Other improvement opportunities identified relate to how Council handles building and resource consents since low scores in these areas are negatively impacting the evaluation of regulatory services. Council is also evaluated poorly for how it handles enquiries, particularly in relation to the time taken and outcome achieved

6

While value for money perceptions have minimal influence, there is some evidence that residents aren't recognising the value they receive in return for rates paid. Communications to demonstrate the value that Council delivers would be worthwhile



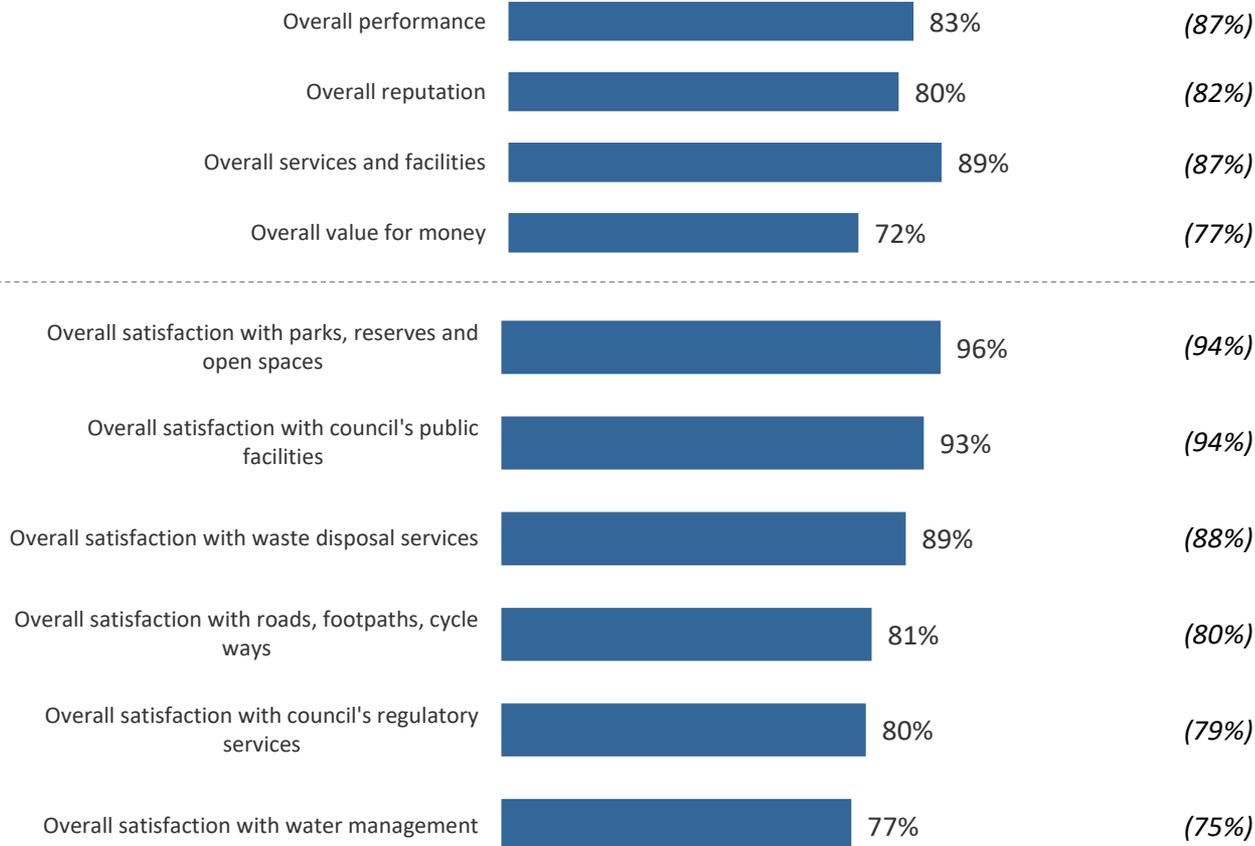
Key Performance Indicators Summary



The overall evaluation of the Council is positive with 83% satisfied, and of note residents perceive that the Council is doing a good job of providing its various services and infrastructure

Overall Performance Summary (% 6-10)

(2017)



NOTES:

1. Sample: n=457;
2. Excludes 'Don't know' responses



Understanding Reputation

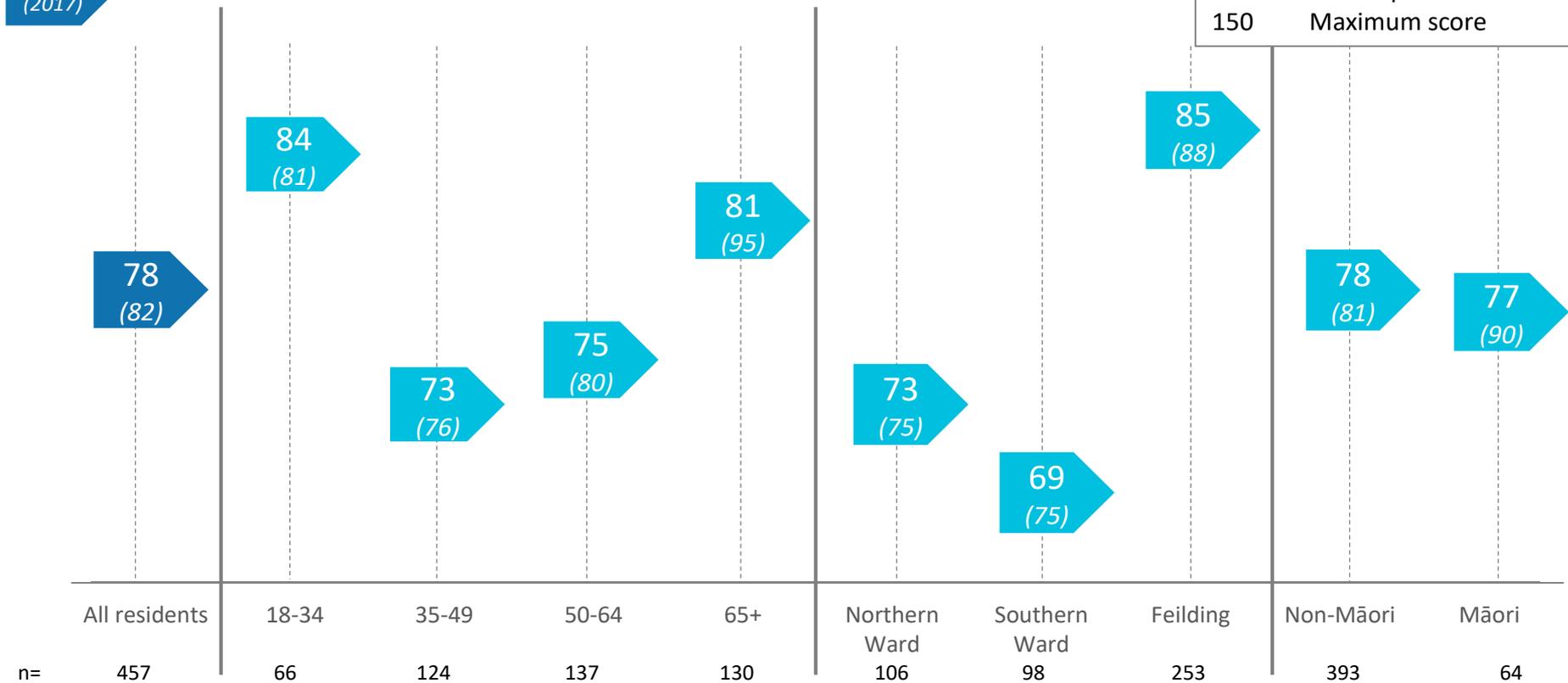


Manawatu District Council has an acceptable reputation, being excellent among the younger 18 to 34 year old residents, and those residing in Feilding

Reputation benchmarks

2018
(2017)

Key:	
>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score

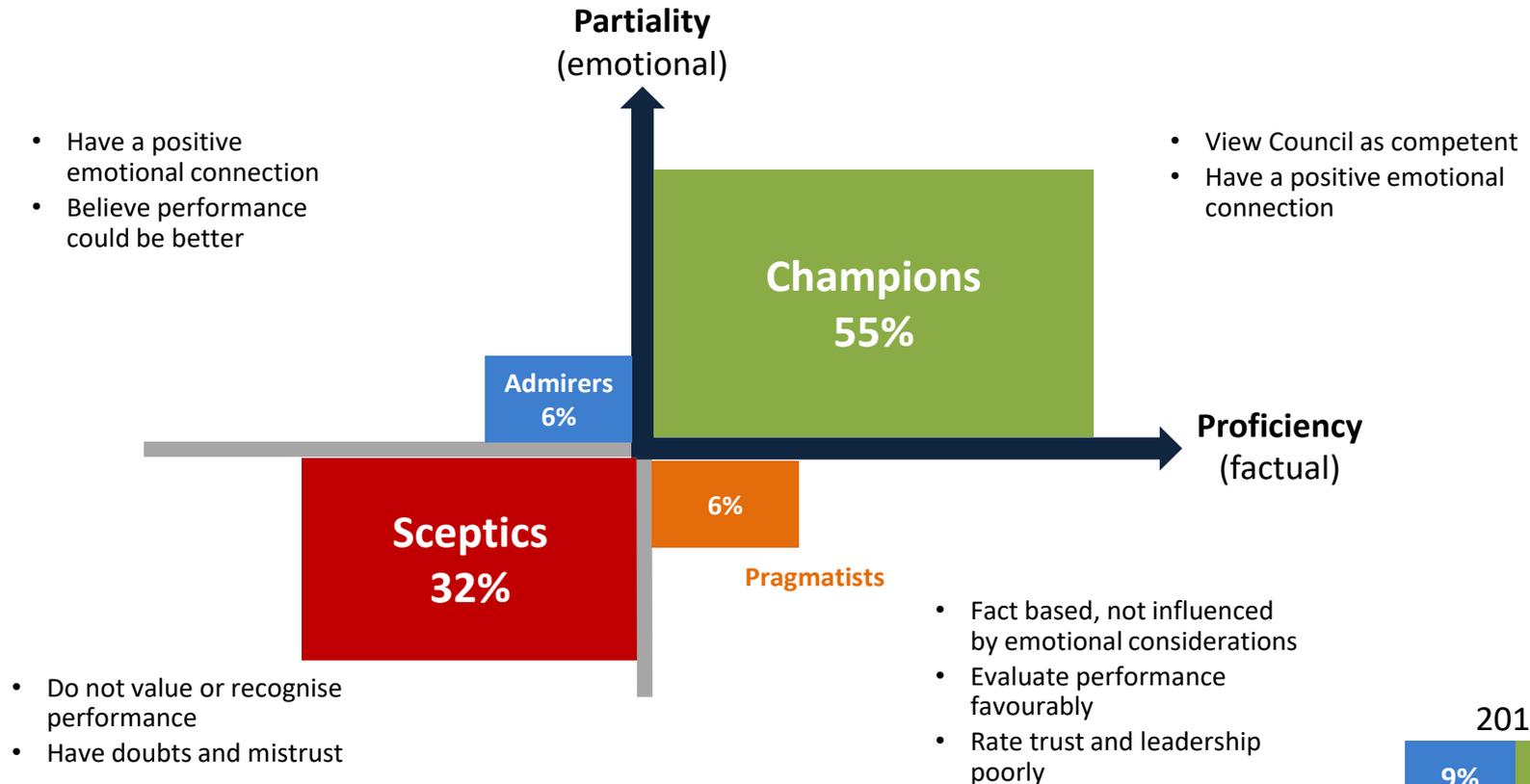


NOTES:

1. Sample n=457
2. REPS: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Manawatu District Council has a high proportion of ‘*Champions*’ with 55% of residents recognising that the Council is doing a good job and also have a positive emotional connection

Reputation profile



NOTES:

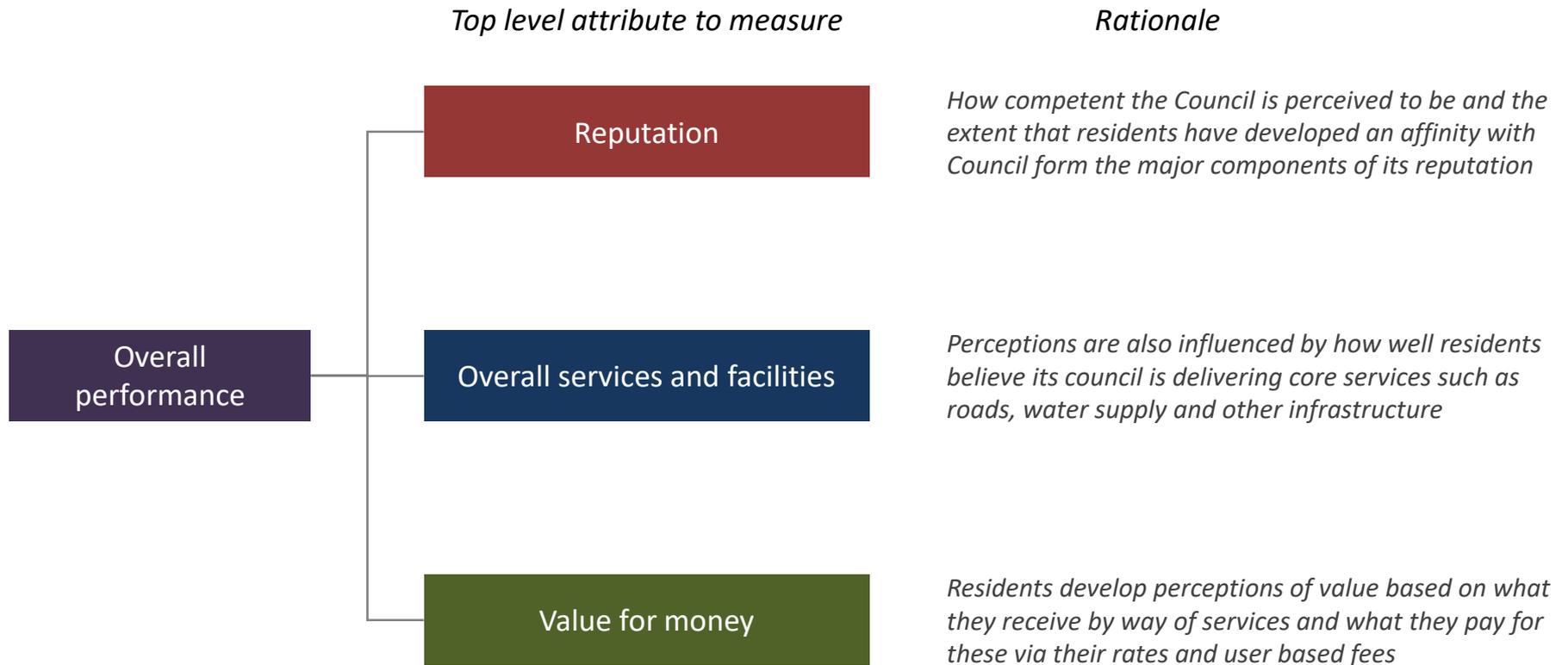
1. Sample: n=457. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



Drivers of Overall Satisfaction

The foundation of the driver framework used is to determine how the various reputation, service and value elements impact residents' overall evaluation of Council

Overview



Overview of the driver analysis model

Multiple regression

- Overall satisfaction scores have been analysed using multiple regression analysis. This is a statistical technique used to analyse the relationship between a single dependent variable, 'overall satisfaction' with several independent variables
- The objective of the analysis is to use the independent variables to predict the overall satisfaction score thereby understanding the relative influence that each of these independent variables has on explaining satisfaction. Each independent variable is weighted by the regression analysis with these weights denoting the contribution (or impact) of each of the independent variables

Impact

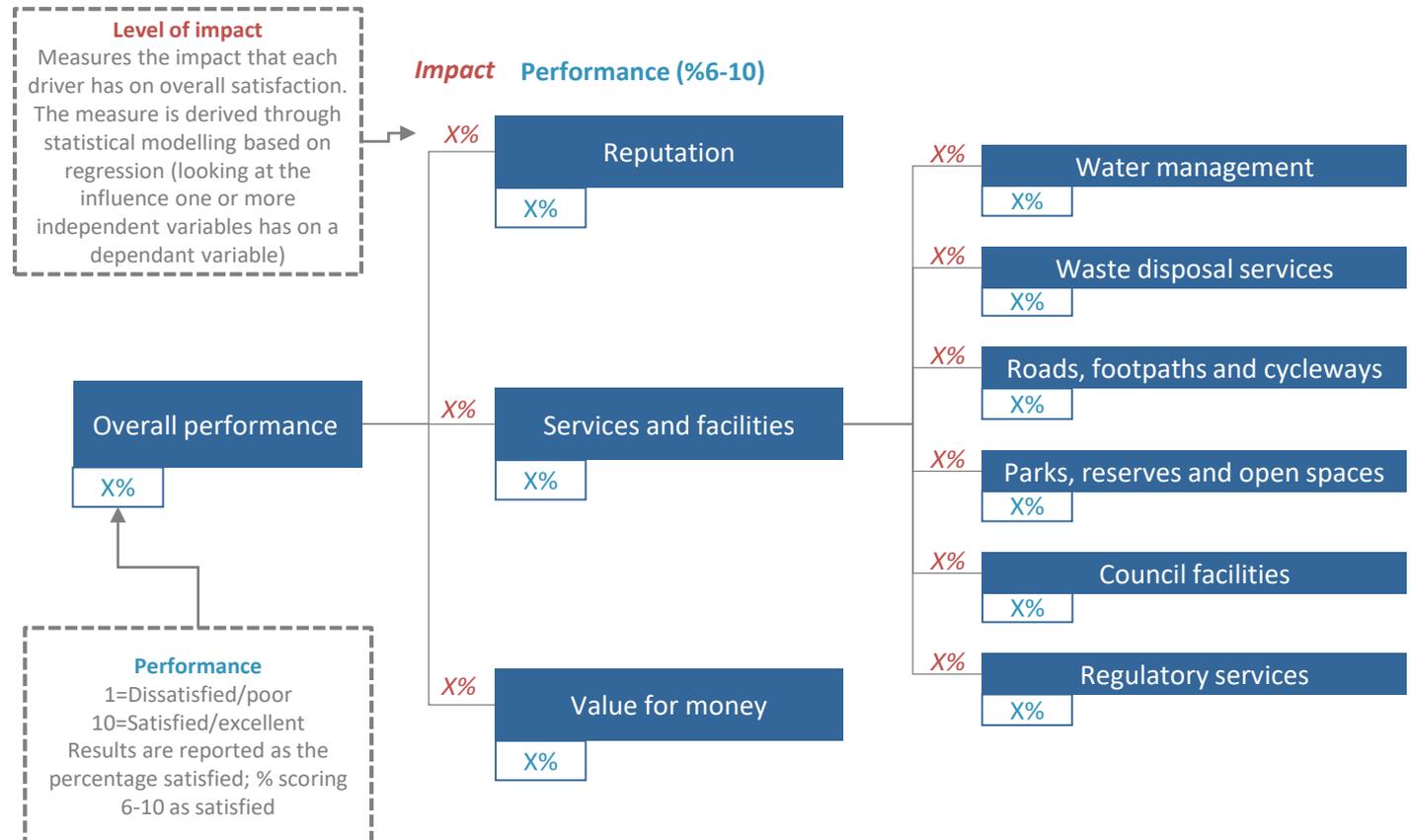
- Factors that have a high impact score and low performance represent the best opportunities to add value since these have a high influence on the 'overall satisfaction' measure but as performance is low, it is having the effect of lowering the result
- Elements with low impact and low performance are areas that need to be monitored but not necessarily addressed since the lower scores are having only a minor negative impact
- Elements with low impact and high performance represent opportunities to either promote performance or potentially to reduce effort since these have little impact on 'overall satisfaction'
- Where both performance and impact are high, the strategy needs to be one of maintaining performance

We have used a Customer Value Management (CVM) model to analyse the relationship between ‘overall satisfaction’ and the various services that are expected to influence perceptions

Introduction to the CVM driver model

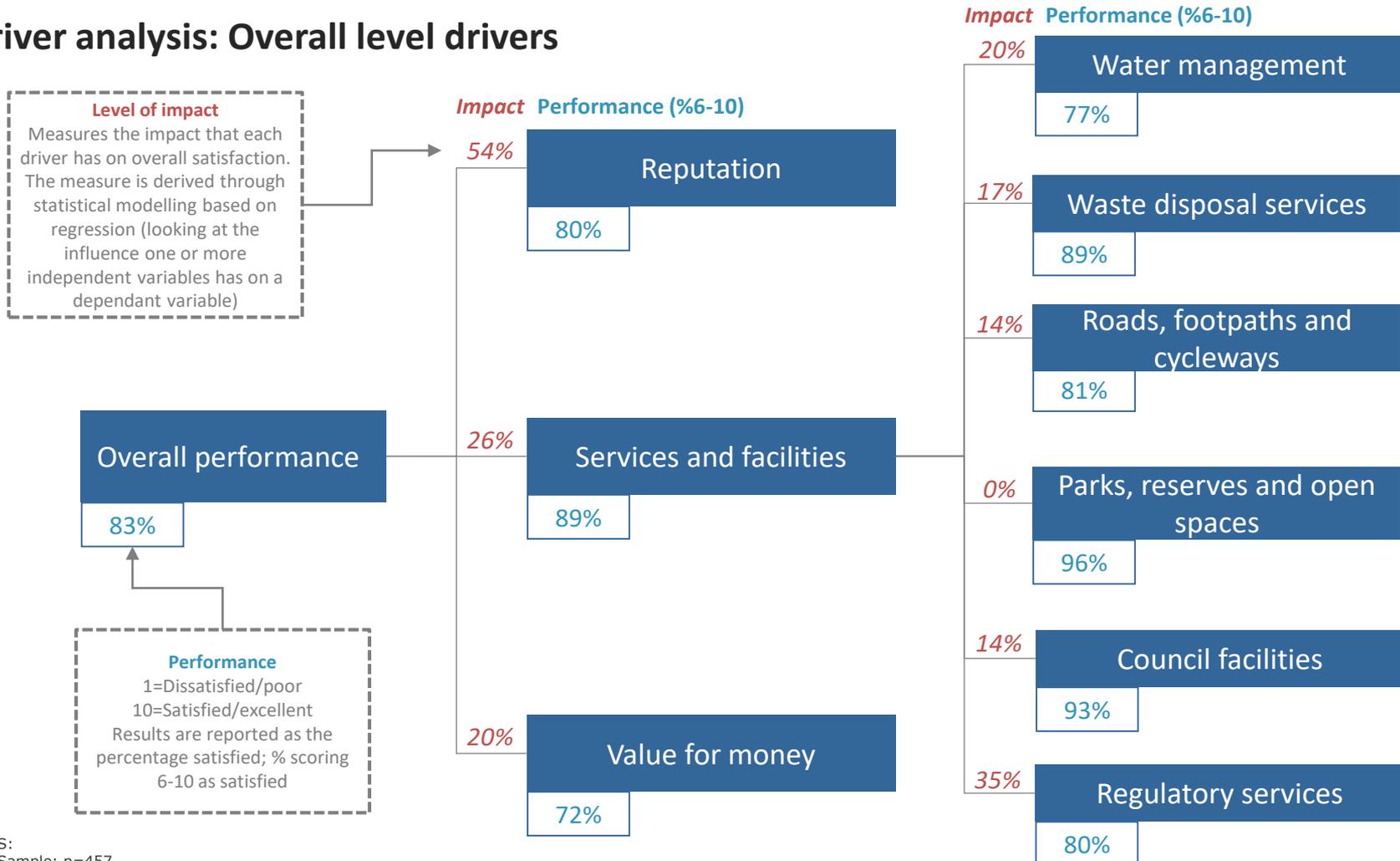
Overview of our driver model

- Residents are asked to rate their perceptions of Council’s performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
- Rather than asking respondents what is important, we use statistics to derive the impact each element has on the overall perception of the Council’s performance



The overall performance evaluation is strongly influenced by reputation, followed by services and facilities, and value for money

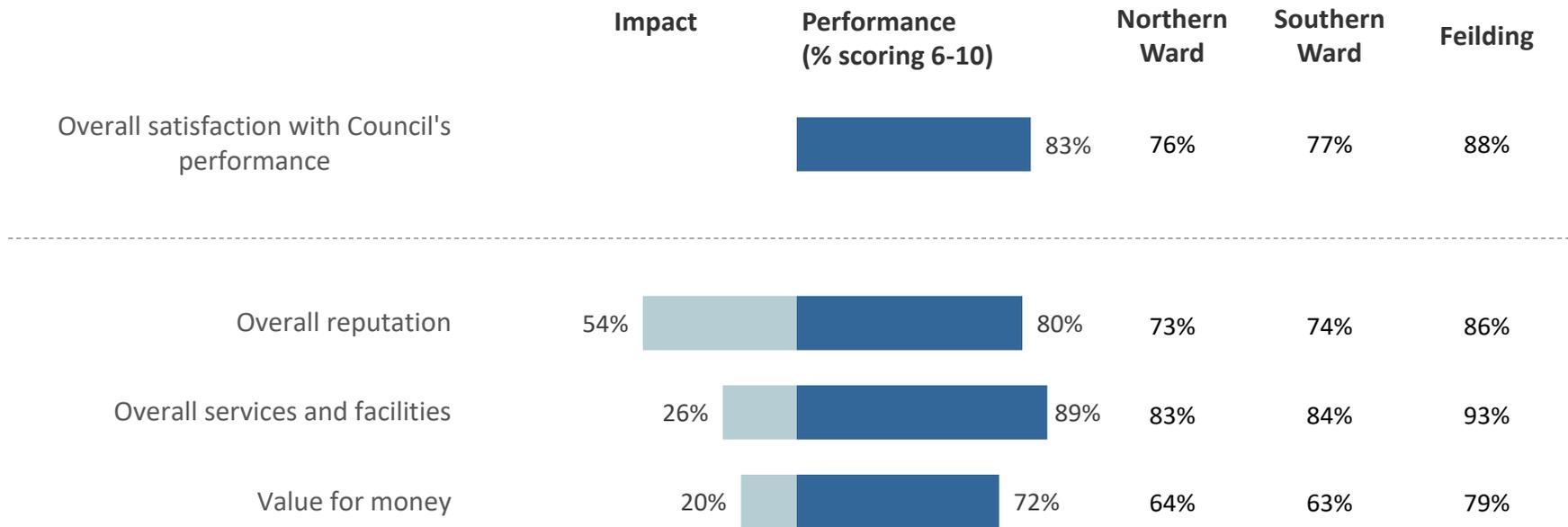
Driver analysis: Overall level drivers



NOTES:
1. Sample: n=457

Importantly, Council is performing well on the elements that have the most impact on its overall evaluation; reputation (80%) and overall services and facilities (89%)

Driver analysis: Overall level drivers

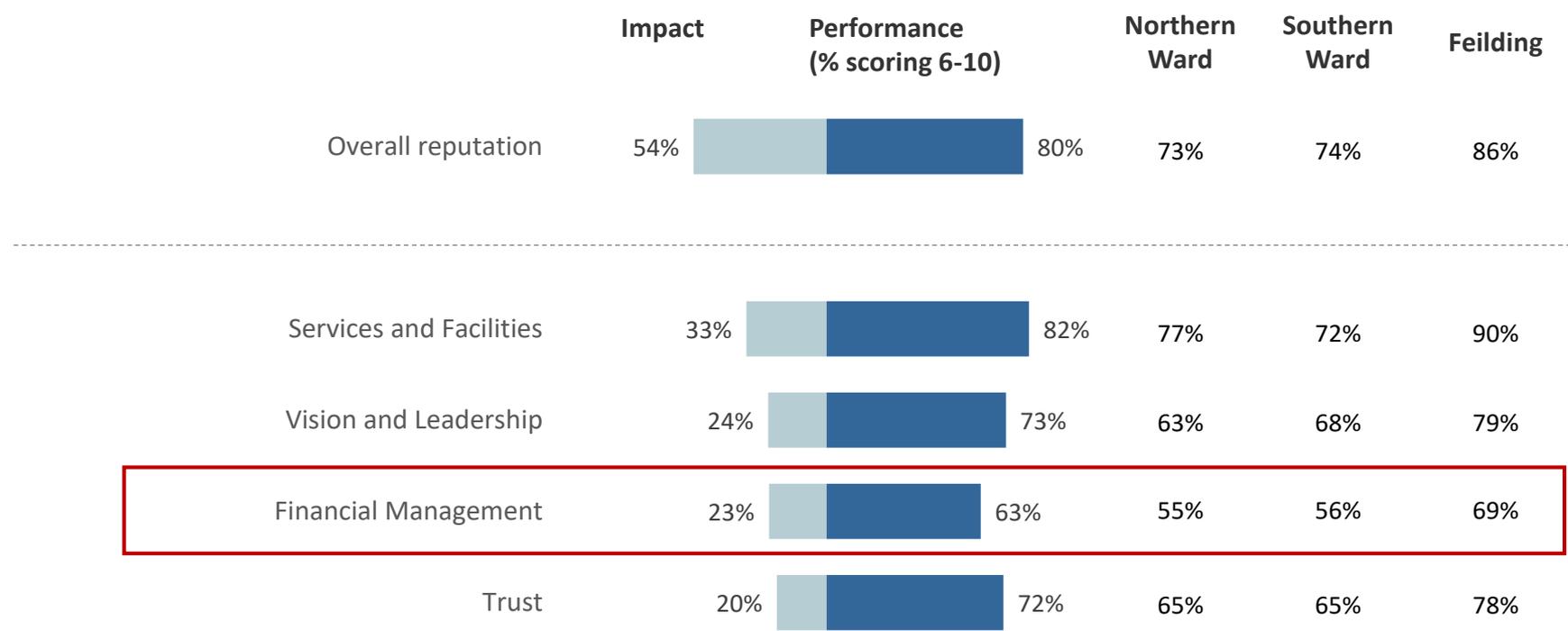


NOTES:

- Sample: n=457
- OP1: So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall reputation?
- VM2: Considering all the services and facilities that the Manawatu District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
- OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides?
- REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall reputation?

Council needs to strengthen perceptions of its financial management, especially in the Northern and Southern Wards, where the evaluation is low and this aspect has a moderately high impact

Driver analysis: Reputation



NOTES:

- Sample: n=457
- REP1: Thinking about how committed the Council is to making it easier to live in Manawatu, being in touch with the community and setting clear direction... overall how would you rate the Council for its leadership?
- REP2: Now thinking about how open and transparent Council is, whether it can be relied on to act honestly and fairly, its competence, future planning and ability to work in the best interests of the district. Overall how much confidence do you have in Council?
- REP3: Regarding Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending, how would you rate the Council overall for its financial management?
- REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services and facilities they provide?
- REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall reputation?

Council services and facilities are generally evaluated well although improving performance in relation to regulatory services would be valued given this has the highest impact

Driver analysis: Services and Facilities

	Impact	Performance (% scoring 6-10)	Northern Ward	Southern Ward	Feilding
Overall services and facilities	26%	 89%	83%	84%	93%
Overall regulatory services	35%	 80%	73%	76%	84%
Overall water management	20%	 77%	74%	62%	84%
Overall waste disposal services	17%	 89%	87%	85%	91%
Overall roads, footpaths and cycleways	14%	 81%	78%	71%	88%
Overall Council facilities	14%	 93%	94%	88%	94%
Overall parks, reserves and open spaces	0%	 96%	95%	95%	98%

NOTES:

1. Sample: n=457
2. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides?
3. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district.
4. WR4: How would you rate your satisfaction with the Manawatu District Council overall for its waste disposal services?
5. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawatu district
6. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?
7. CF3: When you consider all the public facilities that are provided by Manawatu District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
8. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services?

The ability of Council to protect residents' property from flooding is identified as a key opportunity given its low performance and high impact

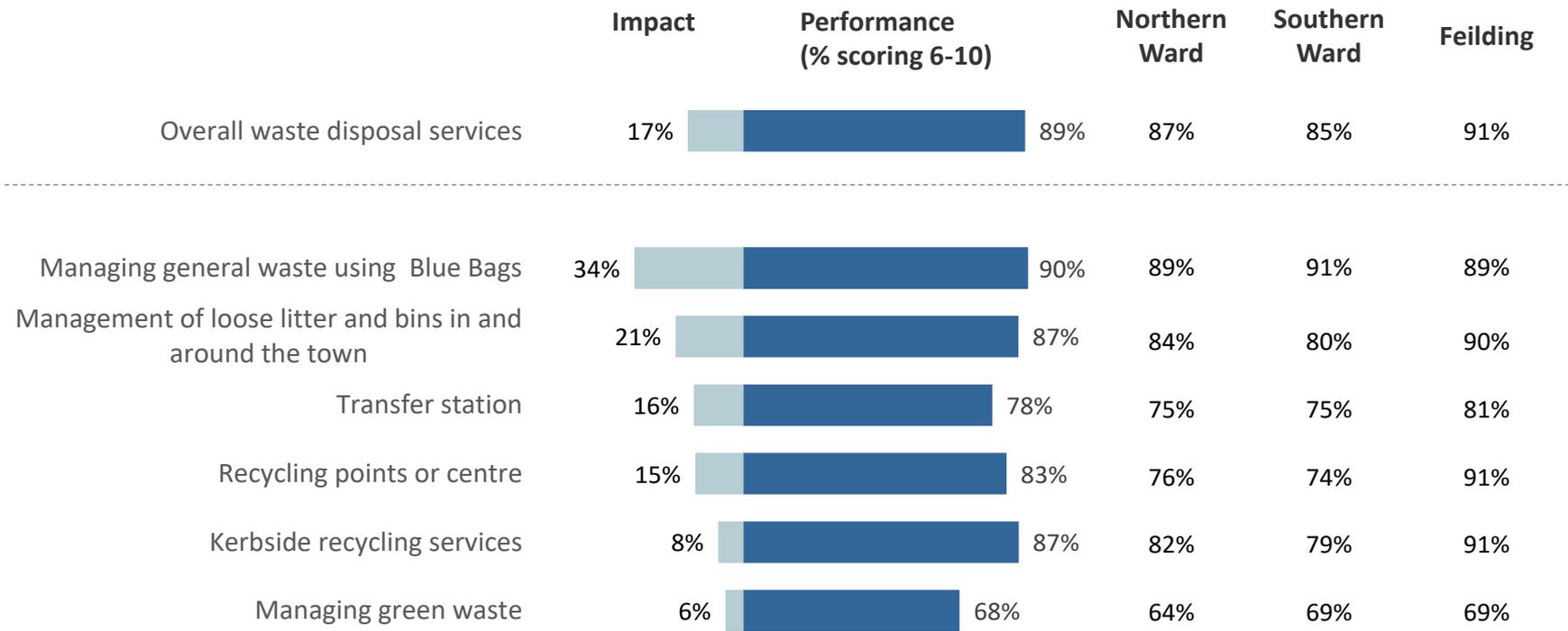
Driver analysis: Services and Facilities: Water Management

	Impact	Performance (% scoring 6-10)	Northern Ward	Southern Ward	Feilding
Overall water management	20%	 77%	74%	62%	84%
Ability to protect your property from flooding	22%	 72%	64%	72%	75%
The clarity of the water	21%	 90%	92%	87%	91%
How Council treats and disposes of sewage	19%	 91%	91%	90%	92%
The odour of the water	13%	 83%	87%	72%	85%
Keeping roads and footpaths free of flooding	12%	 69%	61%	61%	74%
How the stormwater system is maintained	12%	 71%	67%	54%	80%
The reliability of the water supply	0%	 97%	97%	97%	97%
The taste of the water	0%	 79%	87%	73%	79%
The reliability of the sewage system	0%	 97%	100%	92%	98%
The pressure of the water	0%	 91%	90%	97%	90%

NOTES:
 1. Sample: n=457
 2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district.
 3. TW2: On the scale of 1-10, how would you rate your satisfaction with...

Performance is strong on aspects of waste disposal services and although performance for managing green waste is lowest, this is currently having little impact on overall performance

Driver analysis: Services and Facilities: Waste and Rubbish



NOTES:
 1. Sample: n=457
 2. WR4: How would you rate your satisfaction with the Manawatu District Council overall for its waste disposal services?
 3. WR3: How satisfied are you with each of the following services that are provided by Council?

Provision of dedicated walkways and cycleways has a high impact and as performance is somewhat lower, this is potentially an area for improvement

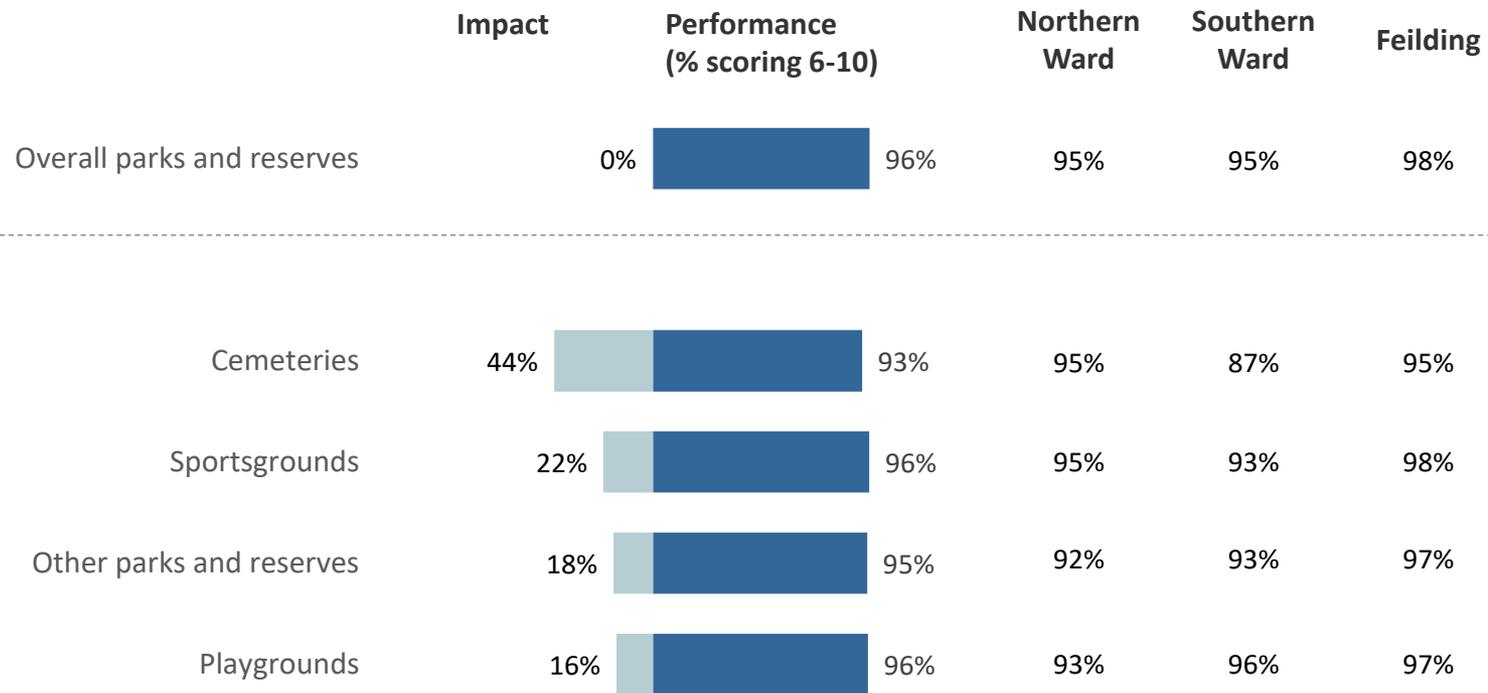
Driver analysis: Services and Facilities: Roads, Footpaths and Cycleways

	Impact	Performance (% scoring 6-10)	Northern Ward	Southern Ward	Feilding
Overall roads, footpaths and cycle ways	14%	81%	78%	71%	88%
Provision of dedicated walkways/cycleways	20%	72%	59%	69%	79%
Local road conditions at expected quality	19%	79%	73%	68%	87%
Parking provisions	17%	83%	85%	78%	85%
The safety of the roads	11%	76%	68%	66%	83%
Road network easy to navigate, sufficient signage	10%	91%	90%	85%	94%
Adequacy of cycleways on our roads	9%	55%	38%	37%	68%
Footpaths/crossing points for mobility scooters	8%	62%	49%	62%	67%
How well footpaths are maintained	7%	74%	63%	66%	80%

NOTES:
 1. Sample: n=457
 2. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawatu district
 3. RF1: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...

Cemeteries have a high impact on the overall evaluation of parks and reserves, and as performance is already high on this driver, the strategy would be one of maintenance

Driver analysis: Services and Facilities: Parks, Reserves and Open Spaces

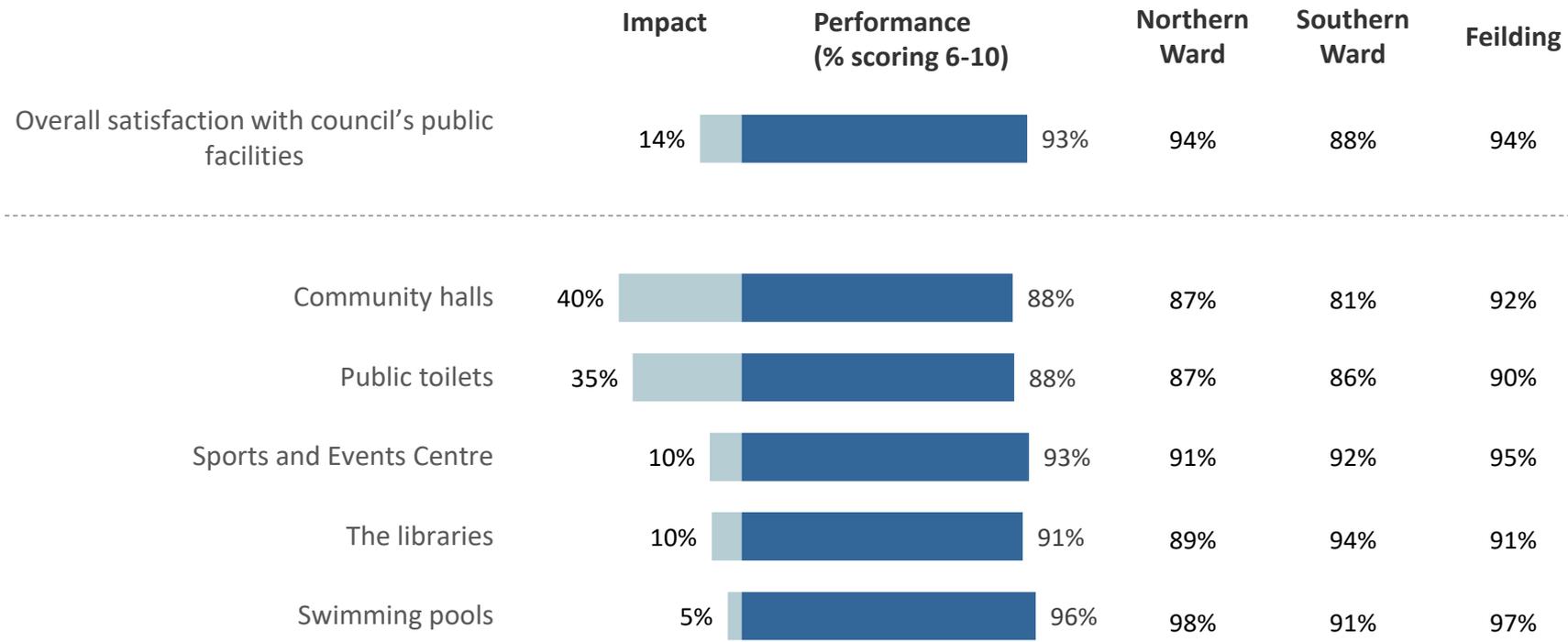


NOTES:

1. Sample: n=457
2. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?
3. PR2: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in maintaining its...

Community halls and public toilets are evaluated somewhat lower than other facilities, and having high impact, improvements here have the best potential to lift overall performance

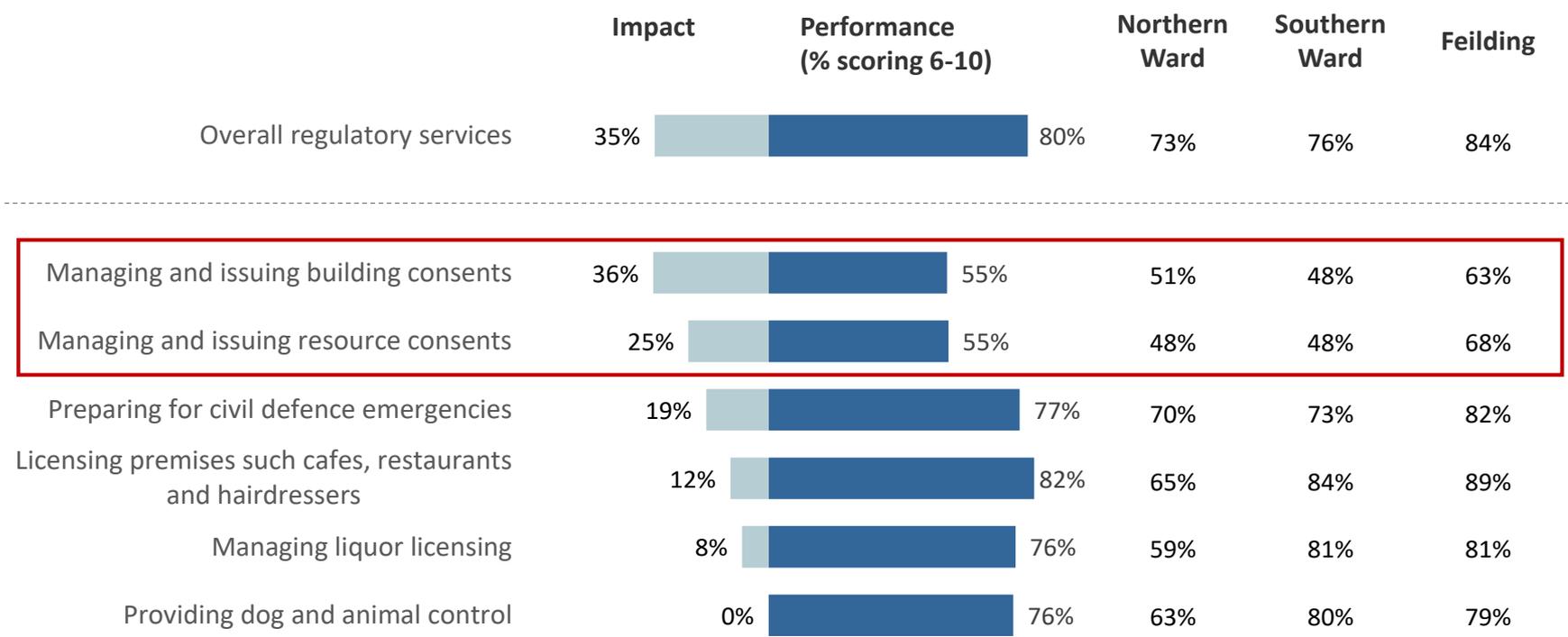
Driver analysis: Services and Facilities: Council facilities



NOTES:
 1. Sample: n=457
 2. CF3: When you consider all the public facilities that are provided by Manawatu District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
 3. CF2: How would you rate your overall satisfaction with each of the following facilities?

Perceptions relating to the management of consents is poor and this is having a negative effect on both the overall measure for regulatory services and on overall satisfaction with Council

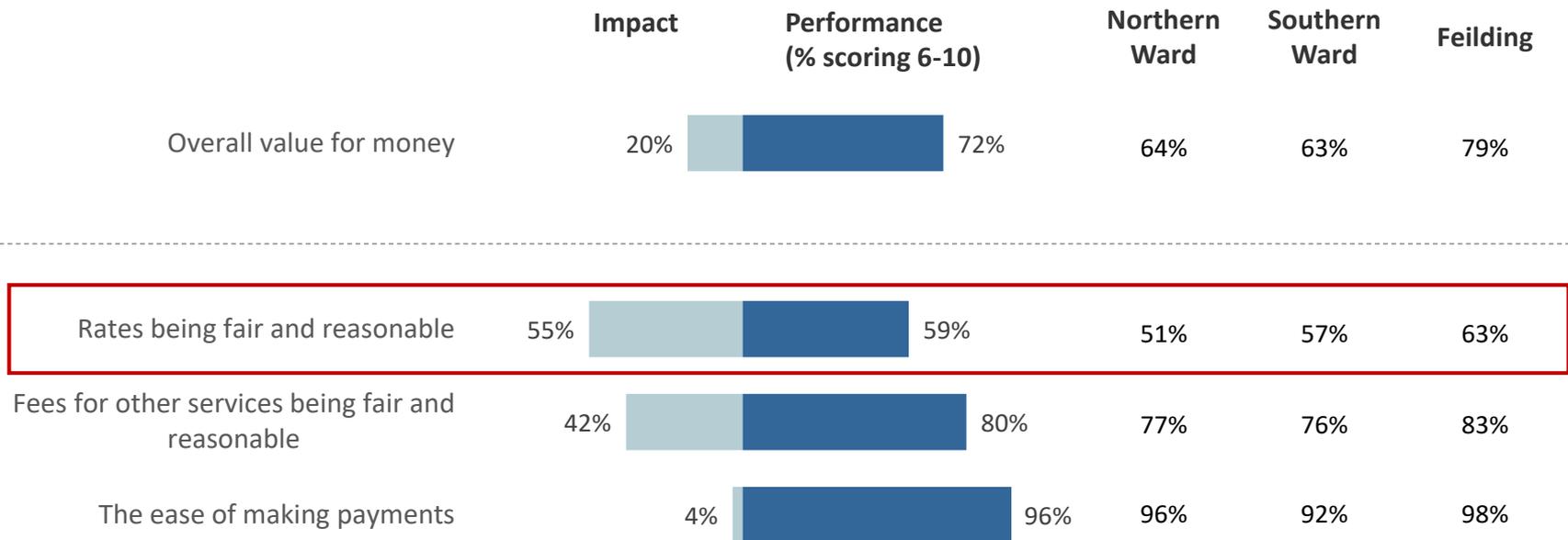
Driver analysis: Services and Facilities: Regulatory services



NOTES:
 1. Sample: n=457
 2. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services?
 3. OS2: Based on your experience and impressions, how would you rate the council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'.

Demonstrating the value residents receive for what they pay, and that rates are fair and reasonable, is the best opportunity to increase residents' perceptions of value for money

Driver analysis: Value for money

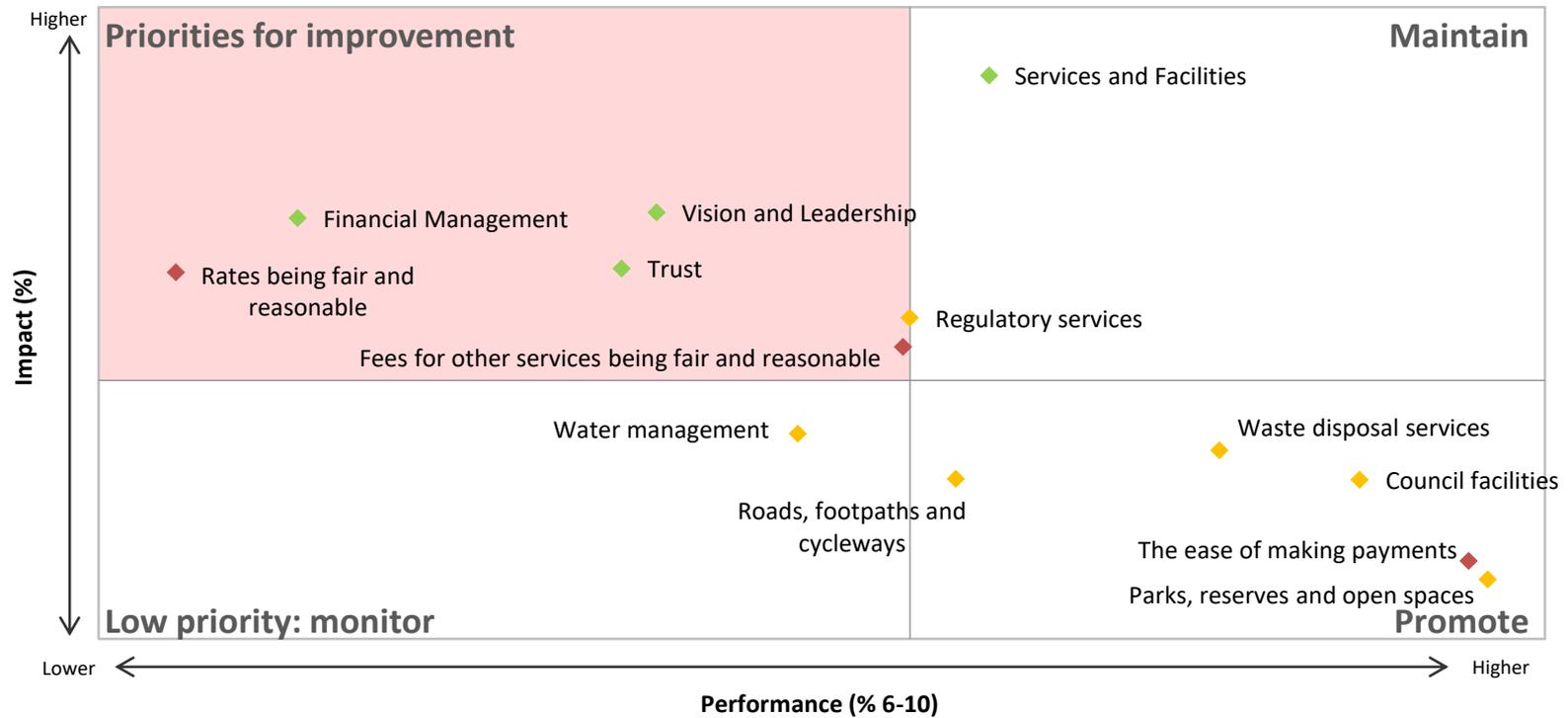


NOTES:

1. Sample: n=457
2. VM1: How would you rate your satisfaction with the Manawatu District Council for... Rates being fair and reasonable based on ratepayers n=386
3. VM2: Considering all the services and facilities that the Manawatu District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Residents would most value Council demonstrating strong financial management, inspiring trust and providing good leadership, as well as having rates that are fair and reasonable

Priority matrix: Improvement opportunities



Key

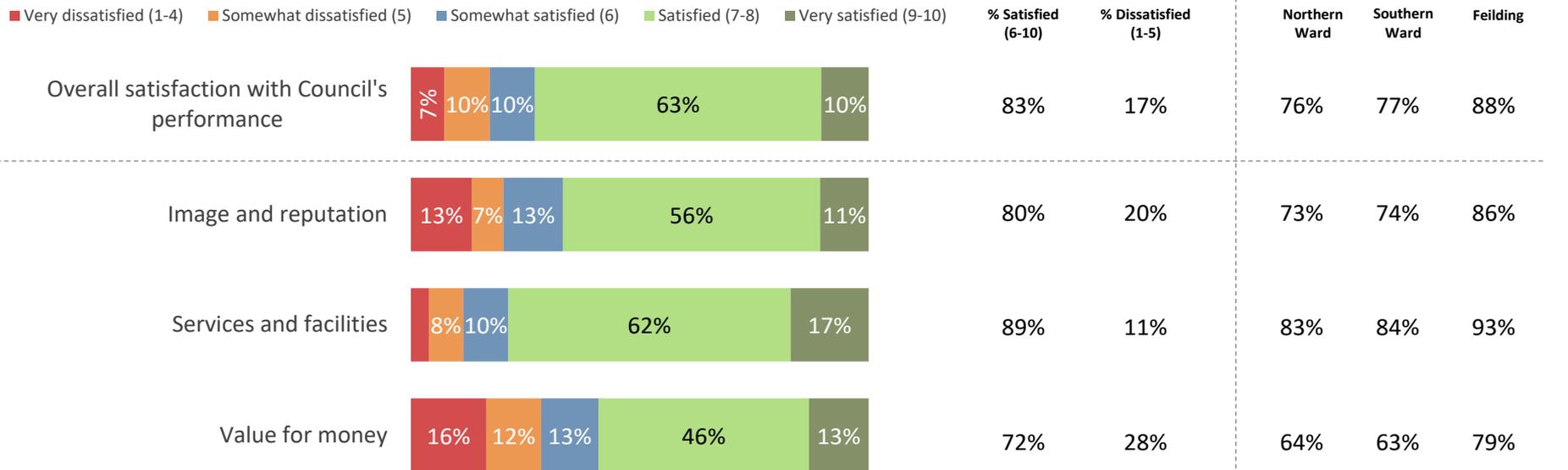
- ◆ Image and reputation
- ◆ Services and facilities
- ◆ Value for money



Appendix I: Satisfaction Scores - Overall Level

One in ten (10%) residents are very satisfied (% scoring 9 to 10) with Council’s performance, with around nine in ten (89%) being satisfied (% scoring 6 to 10) with services and facilities

Overall Satisfaction

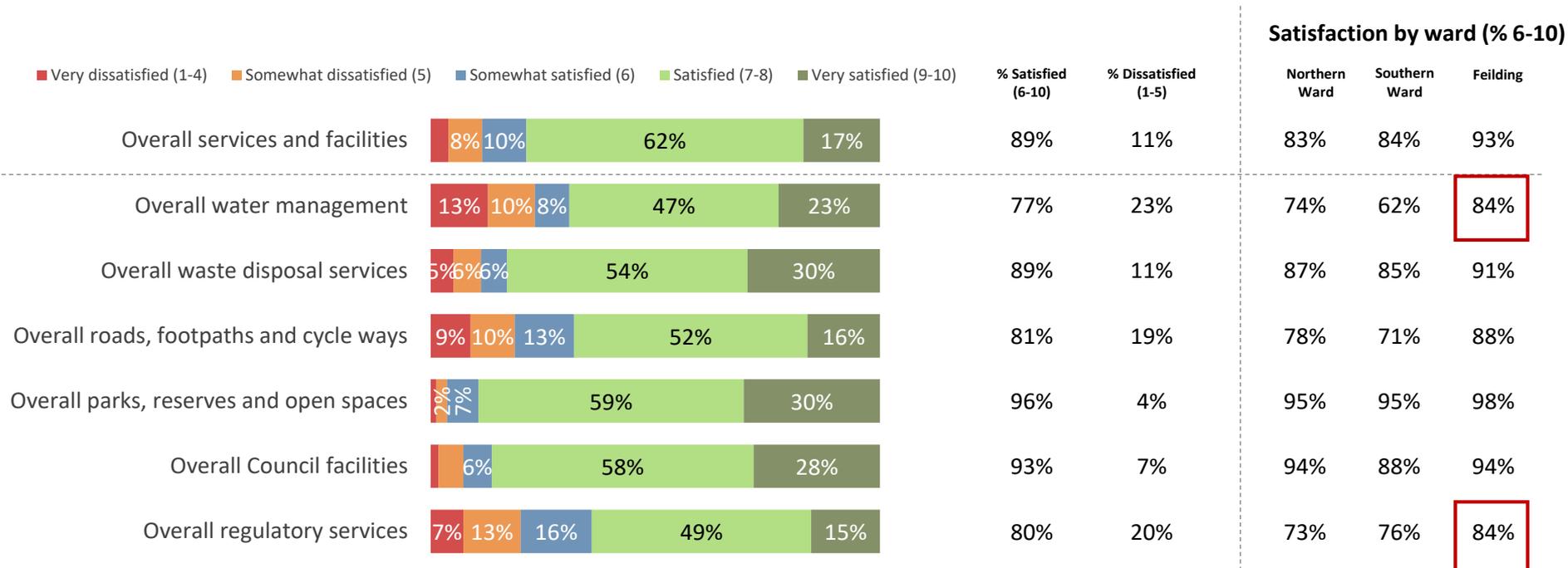


NOTES:

1. Sample: n=457
2. OP1: So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall performance? Excl. DK n=7
3. VM2: Considering all the services and facilities that the Manawatu District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? Excl. DK n=34
4. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides? Excl. DK n=11
5. REPS5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall reputation? Excl. DK n=16

Strong performance on water management and regulatory services in Feilding is not evident in other wards

Services and Facilities



NOTES:

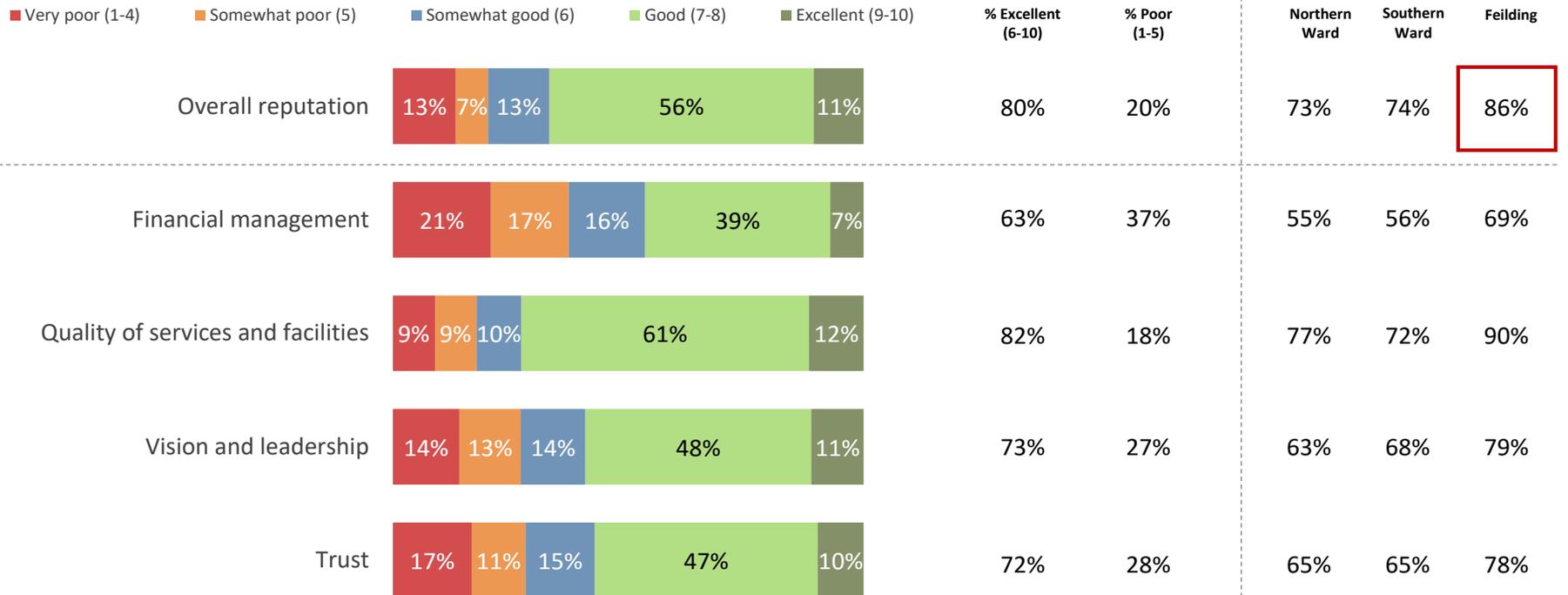
1. Sample: n=457
2. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides? Excl. DK n=11
3. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district. Excl. DK n=48
4. WR4: How would you rate your satisfaction with the Manawatu District Council overall for its waste disposal services? Excl. DK n=30
5. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawatu district? Excl. DK n=6
6. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces? Excl. DK n=47
7. CF3: When you consider all the public facilities that are provided by Manawatu District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided? Excl. DK n=30
8. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services? Excl. DK n=147



Appendix II: Satisfaction Scores - Reputation

All drivers of overall image and reputation are strongest in Feilding

Image and reputation

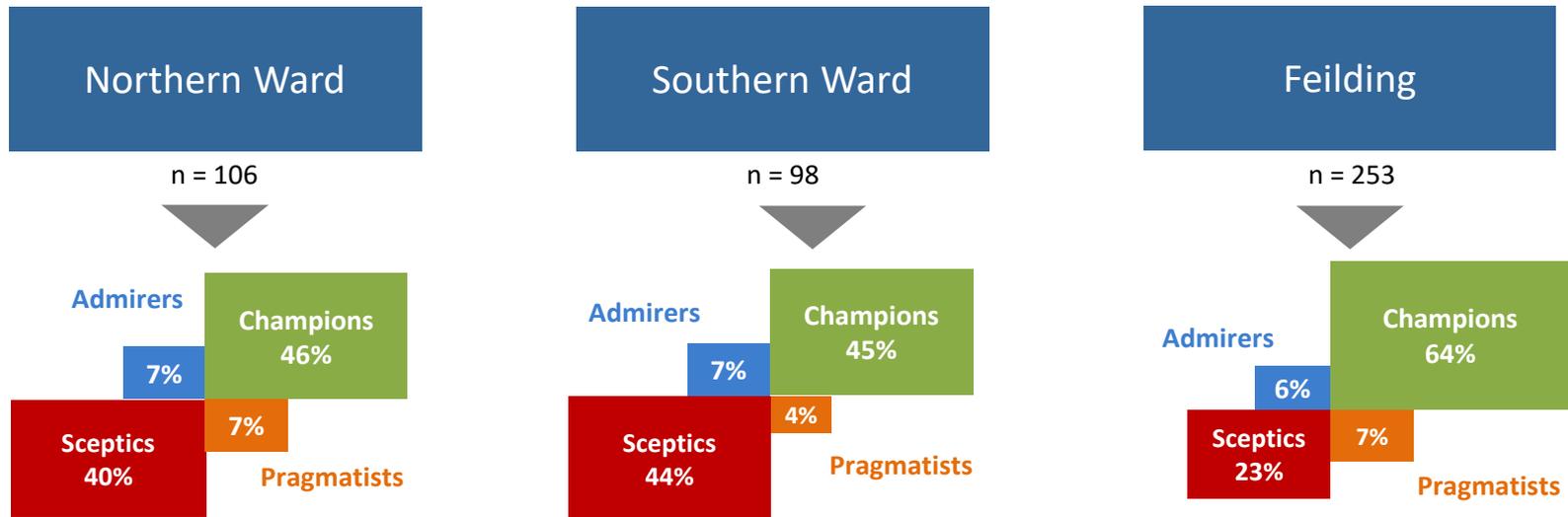


NOTES:

- Sample: n=457
- REP1: Thinking about how committed the Council is to making it easier to live in Manawatu, being in touch with the community and setting clear direction... overall how would you rate the Council for its leadership? Excl. DK n=27
- REP2: Now thinking about how open and transparent Council is, whether it can be relied on to act honestly and fairly, its competence, future planning and ability to work in the best interests of the district. Overall how much confidence do you have in Council? Excl. DK n=20
- REP3: Regarding Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending, how would you rate the Council overall for its financial management? Excl. DK n=88
- REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services and facilities they provide? Excl. DK n=10
- REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawatu District Council for its overall reputation? Excl. DK n=16

Residents from the Southern ward are more likely to be ‘*Sceptics*’ who have doubts and mistrust and believe performance could be better, while Feilding ward has a very positive reputation profile; 64% being ‘*Champions*’

Reputation profile: Wards



NOTES:
 1. Sample: n=457. Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

Māori residents are more likely to be *'Sceptics'*, mistrusting or doubting Council and not recognising or valuing its performance

Reputation profile: Ethnicity

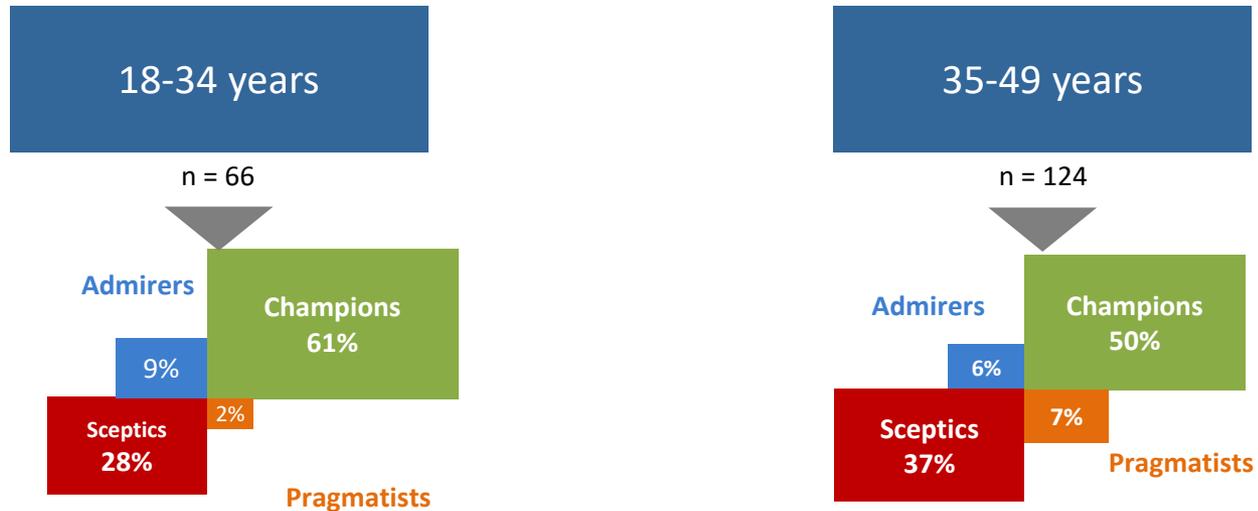


NOTES:

1. Sample: n=457. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

While both under 50 age groups have a large proportion of ‘*Champions*’, the 35 to 49 year olds are more likely to be ‘*Sceptics*’

Reputation profile: Age

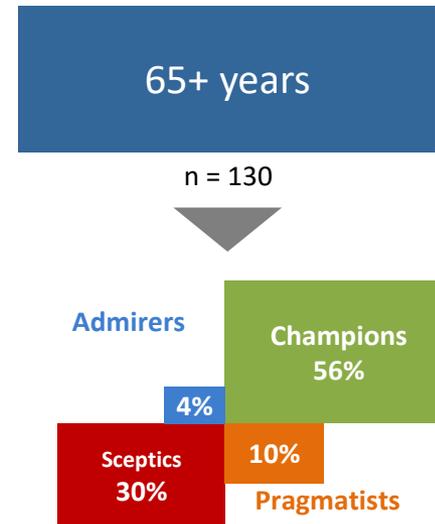
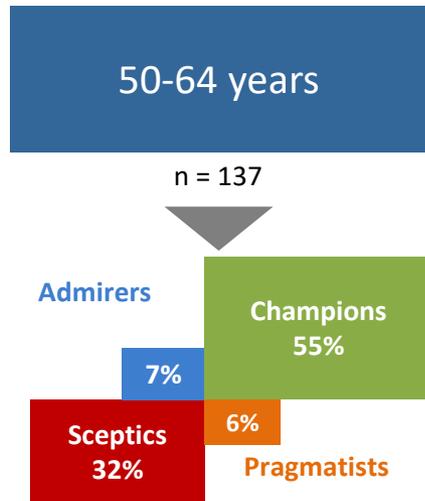


NOTES:

1. Sample: n=457. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation

There is little difference in the reputation profile of the two older age groups, with a similarly high number of *'Champions'* in each

Reputation profile: Age



NOTES:

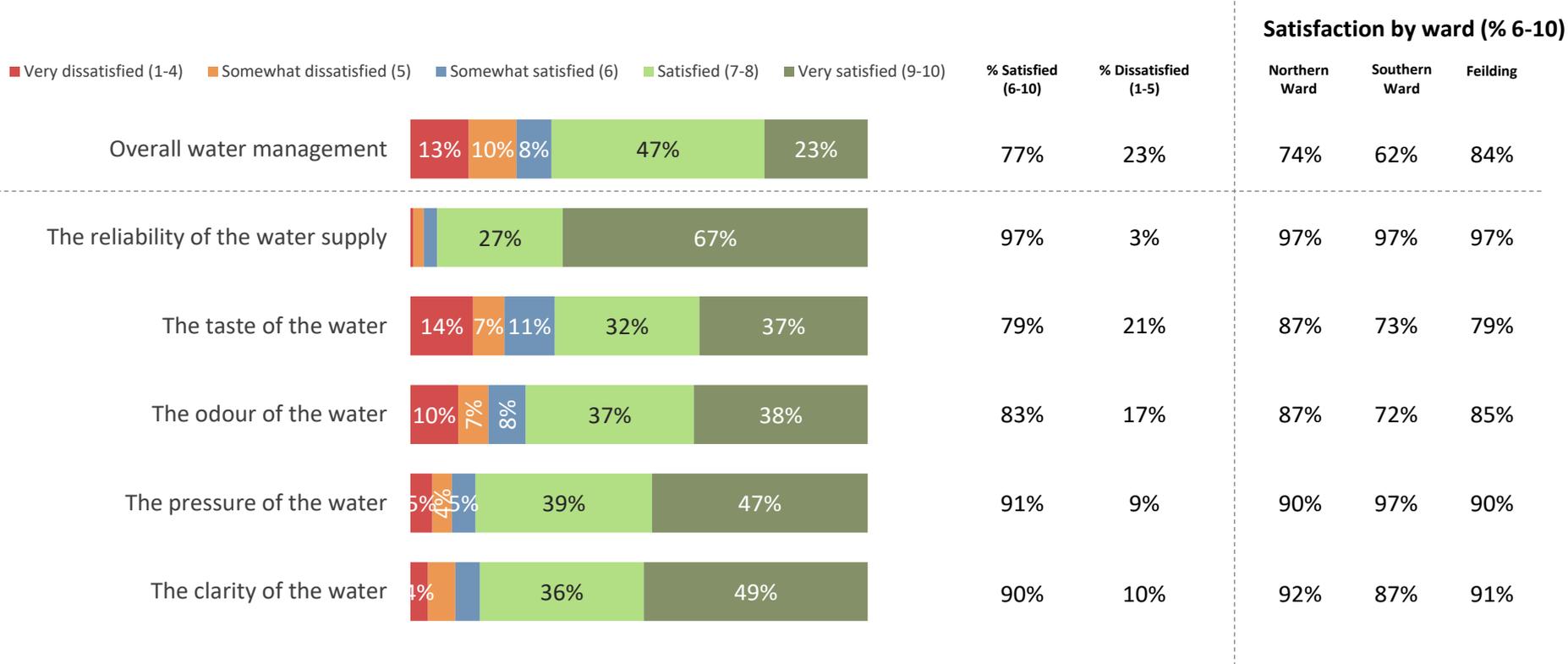
1. Sample: n=457. Excludes 'don't know' responses to any of the reputation questions
2. Segments have been determined using the results from a set of five overall level questions
3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



Appendix III: Satisfaction Scores - Infrastructure

The reliability, pressure and clarity of the water supply is very satisfactory across the district, but the taste and odour is cause for some dissatisfaction among users

Services and Facilities: Water Management – Town Supply and Rural Water Scheme

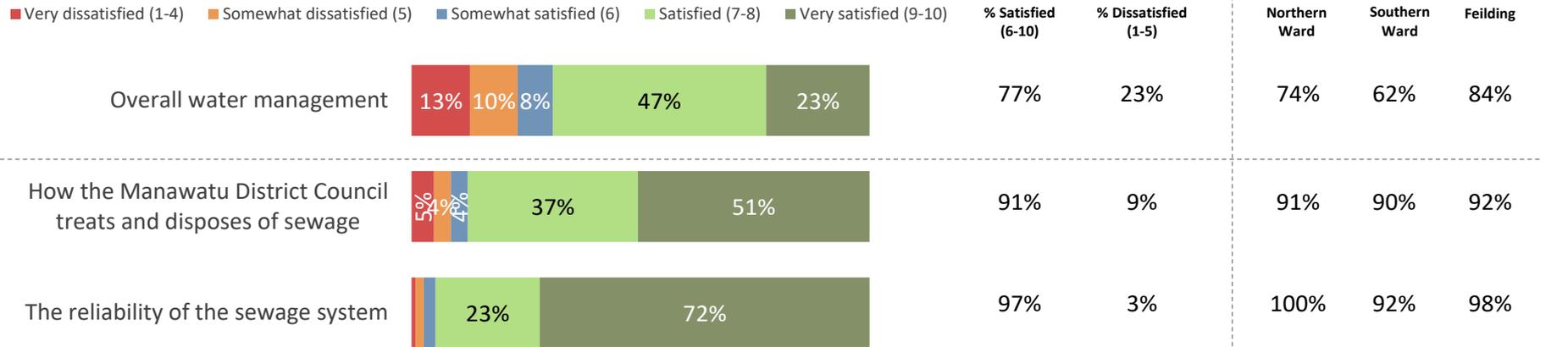


NOTES:

1. Sample: n=457; Water supply ratings based on 305 residents who access either town supply or the rural water scheme
2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district. Excl. DK n=48
3. TW2: On the scale of 1- 10, how would you rate your satisfaction with... Excl. DK Reliability n=155, Taste n=165, Odour n=162, Pressure n=157, Clarity n=156

Residents are very satisfied with the reliability of the sewage system (72%) and around half are very satisfied with Council’s treatment and disposal of sewage (51%)

Services and Facilities: Water Management – Town Sewage System

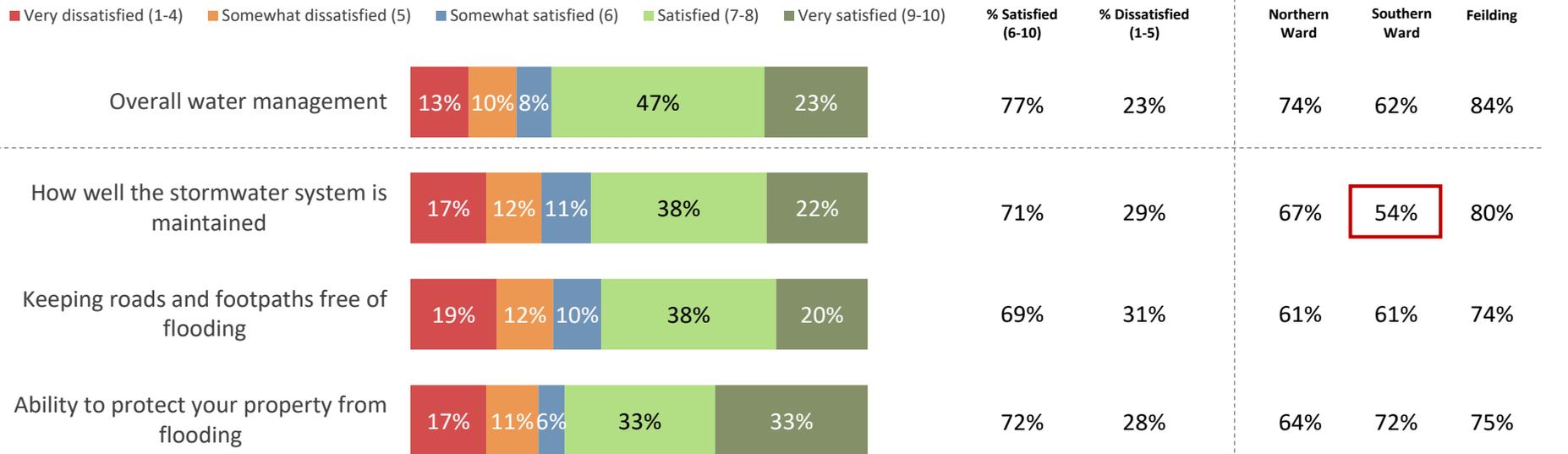


NOTES:

1. Sample: n=457
2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district. Excl. DK n=48
3. TW4: On the scale of 1-10, how would you rate your satisfaction with... Excl. DK Sewage treatment and disposal n=279, Reliability of Sewage system n=211

Overall management of stormwater is satisfactory with 23% of residents very satisfied with water management, but there are concerns around maintenance of the system in the Southern Ward

Services and Facilities: Water Management – Stormwater

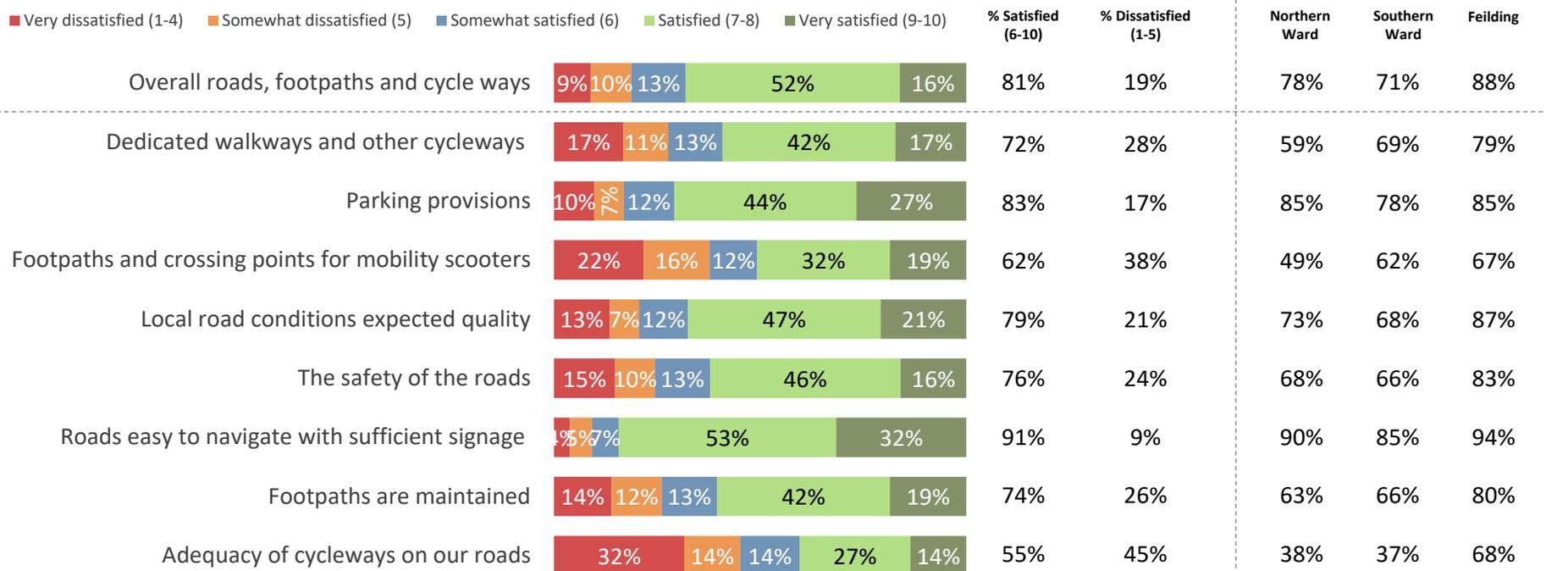


NOTES:

- Sample: n=457
- TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district. Excl. DK n=48
- TW5: On the scale of 1-10, how would you rate your satisfaction with the stormwater system in terms of... Excl. DK System maintenance n=81, Road flooding n=40, Properties flooding n=55

While 32% of residents are very satisfied with the ease of navigation and signage on roads and 27% very satisfied with parking provisions, 32% are very dissatisfied with the adequacy of cycleways on their roads

Services and Facilities: Roads, Footpaths and Cycleways



NOTES:

1. Sample: n=457
2. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawatu district. Excl. DK n=6
3. RF1: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... Excl. DK Dedicated walkways n=89, Parking provisions n=19, Footpaths n=87, Road conditions n=2, Safety of the roads n=8, Sufficient signage n=12, Footpath maintenance n=55, Adequate cycleways n=96

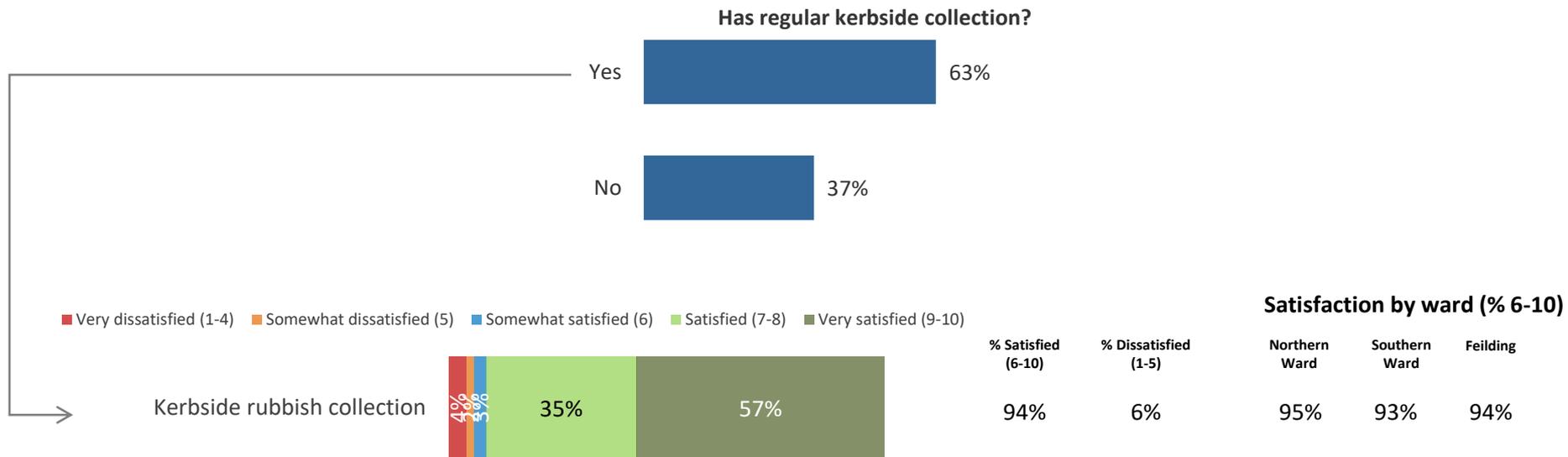


Appendix IV: Satisfaction Scores - Waste Services



There is high satisfaction with kerbside collection among the residents who access the service, with 57% very satisfied with the service

Services and Facilities: Waste and Rubbish



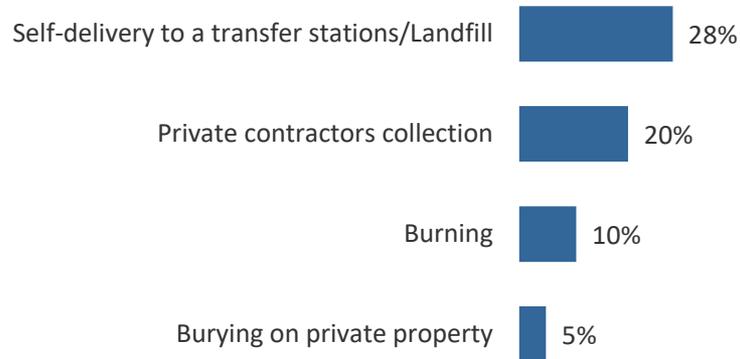
NOTES:

1. Sample: n=457
2. WR1: Which of the following methods does your household use for disposal of non-recyclable waste?
3. WR2: Still using the 1-10 scale, how satisfied are you with Council's kerbside collection service? Excl DK n=170

Around one quarter of residents self-deliver waste and rubbish to the transfer stations (28%) or contract privately for collection (20%), while around a tenth are burning (10%) and less burying (5%) waste and rubbish

Services and Facilities: Waste and Rubbish

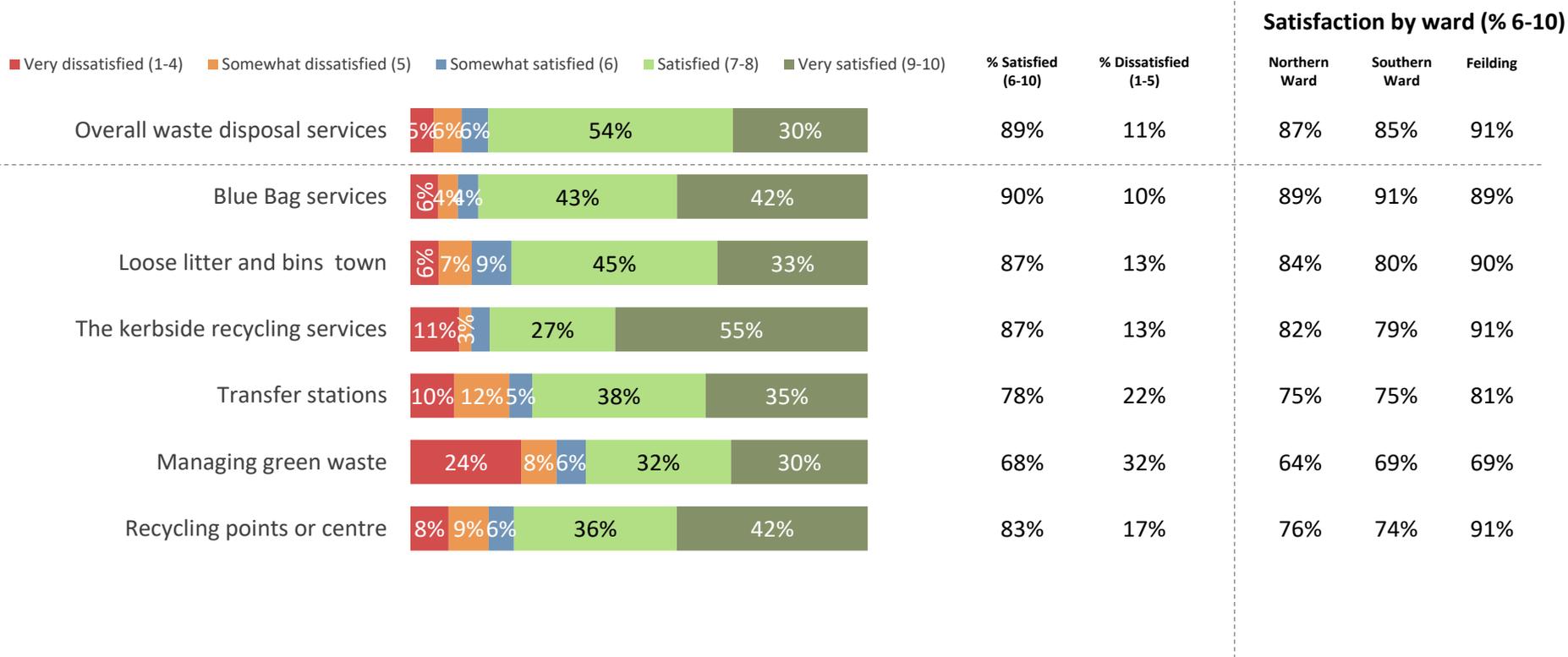
Household methods for disposal of non-recyclable waste



NOTES:
1. Sample: n=457
2. WR1: Which of the following methods does your household use for disposal of non-recyclable waste?

Three in ten residents are very satisfied with waste disposal services (30%), with 55% very satisfied with kerbside recycling, 42% very satisfied with the blue bag services and with recycling points or centres

Services and Facilities: Waste and Rubbish



NOTES:

1. Sample: n=457
2. WR4: How would you rate your satisfaction with the Manawatu District Council overall for its waste disposal services? Excl. DK n=30
3. WR3: How satisfied are you with each of the following services that are provided by Council? Excl. DK Blue Bag n=124, Loose litter n=69, Kerbside recycling n=105, Transfer station n=143, Green waste n=238, Recycling points n=113

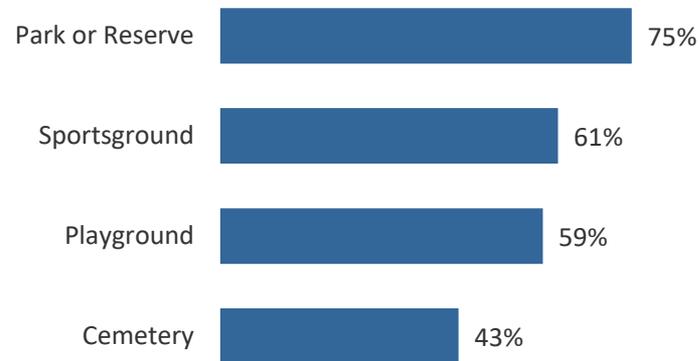


Appendix V: Satisfaction Scores - Parks and Reserves

Council maintained parks and reserves are used extensively, followed by sportsgrounds and playgrounds

Services and Facilities: Parks, Reserves and Open Spaces

In the last year, visited the following council maintained spaces

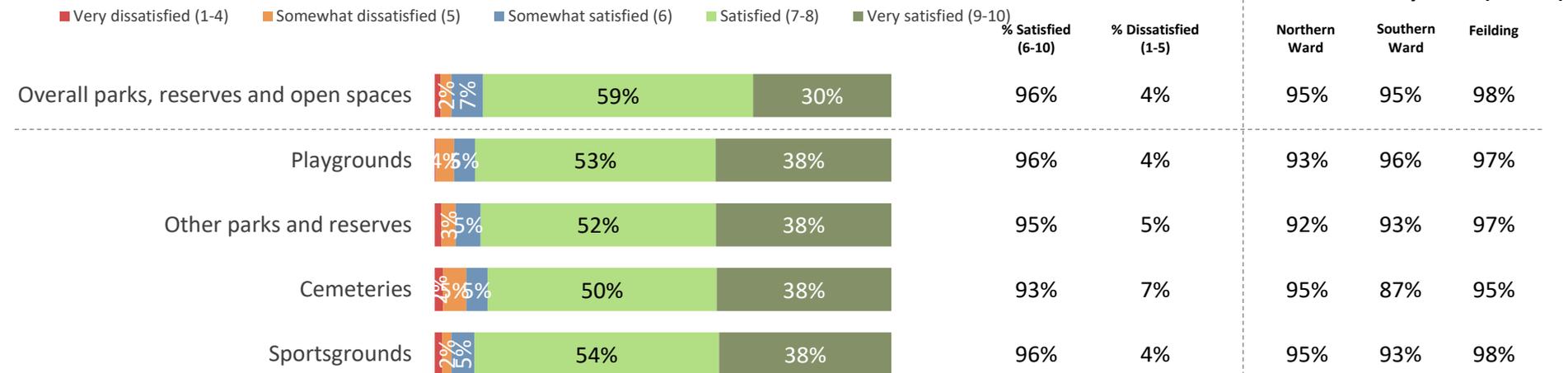


NOTES:

1. Sample: n=457
2. PR1: In the last year, which of the following have you visited?

Residents are very satisfied with Council maintained parks, reserves and open spaces, across all facilities and all wards

Services and Facilities: Parks, Reserves and Open Spaces



NOTES:

1. Sample: n=457
2. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces? Excl. DK n=47
3. PR2: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in maintaining its... Excl. DK Playgrounds n=133, Other parks and reserves n=87, Cemeteries n=211, Sportsgrounds n=127

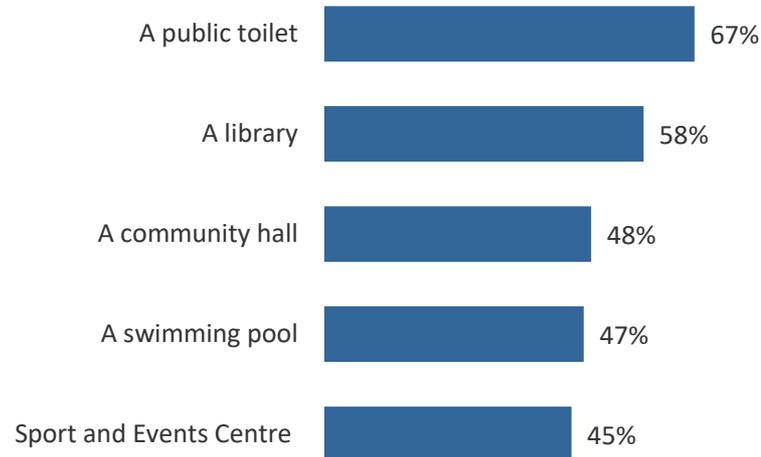


Appendix VI: Satisfaction Scores - Facilities

Most Council facilities are used by around half of the district's residents each year, with the public toilets being used by two thirds (67%)

Services and Facilities: Council facilities

In the last year, visited the following council facilities

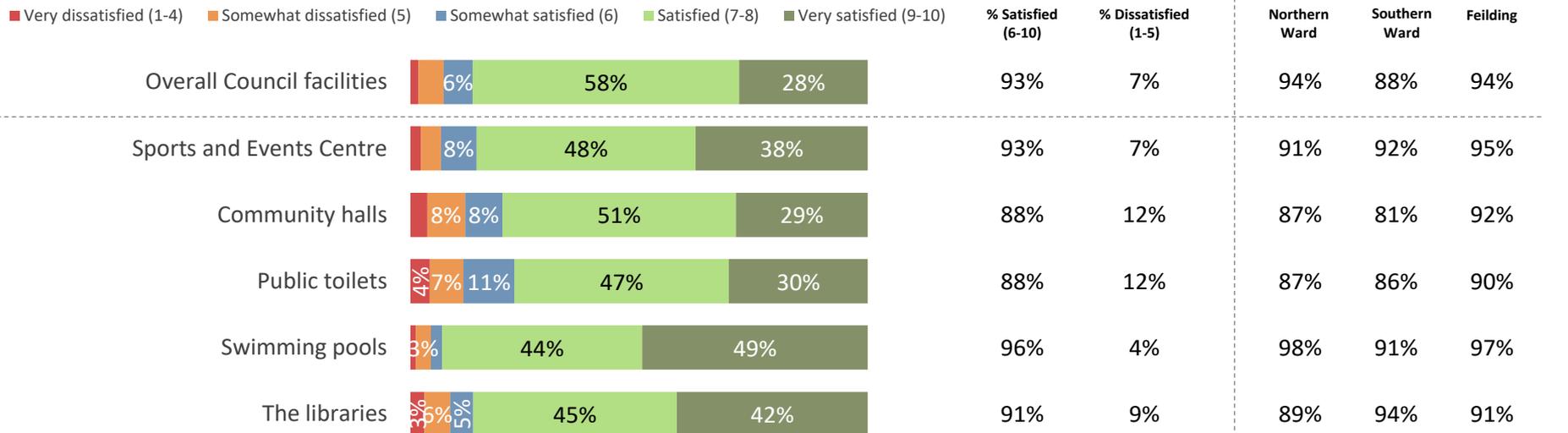


NOTES:

1. Sample: n=457
2. CF1: Which of the following facilities have you visited in the last year?

Residents are very satisfied with swimming pools (49%) and the libraries (42%), with slightly more than a quarter of residents very satisfied with Council facilities overall (28%)

Services and Facilities: Council facilities



NOTES:

1. Sample: n=457
2. CF3: When you consider all the public facilities that are provided by Manawatu District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided? Excl. DK n=30
3. CF2: How would you rate your overall satisfaction with each of the following facilities? Excl. DK Sports / Events Centre n=213, Community Halls n=185, Toilets n=131, Pool n=197, Libraries n=145



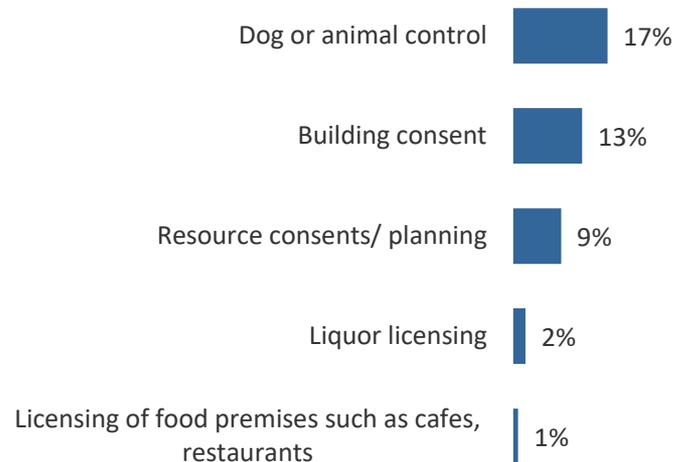
Appendix VII: Satisfaction Scores - Regulatory Services



A sixth of residents claim to have contacted Council regarding animal control matters while about an eighth have had contact in relation to a building consent

Services and Facilities: Regulatory Services

Had direct involvement/contact with the following in the past year

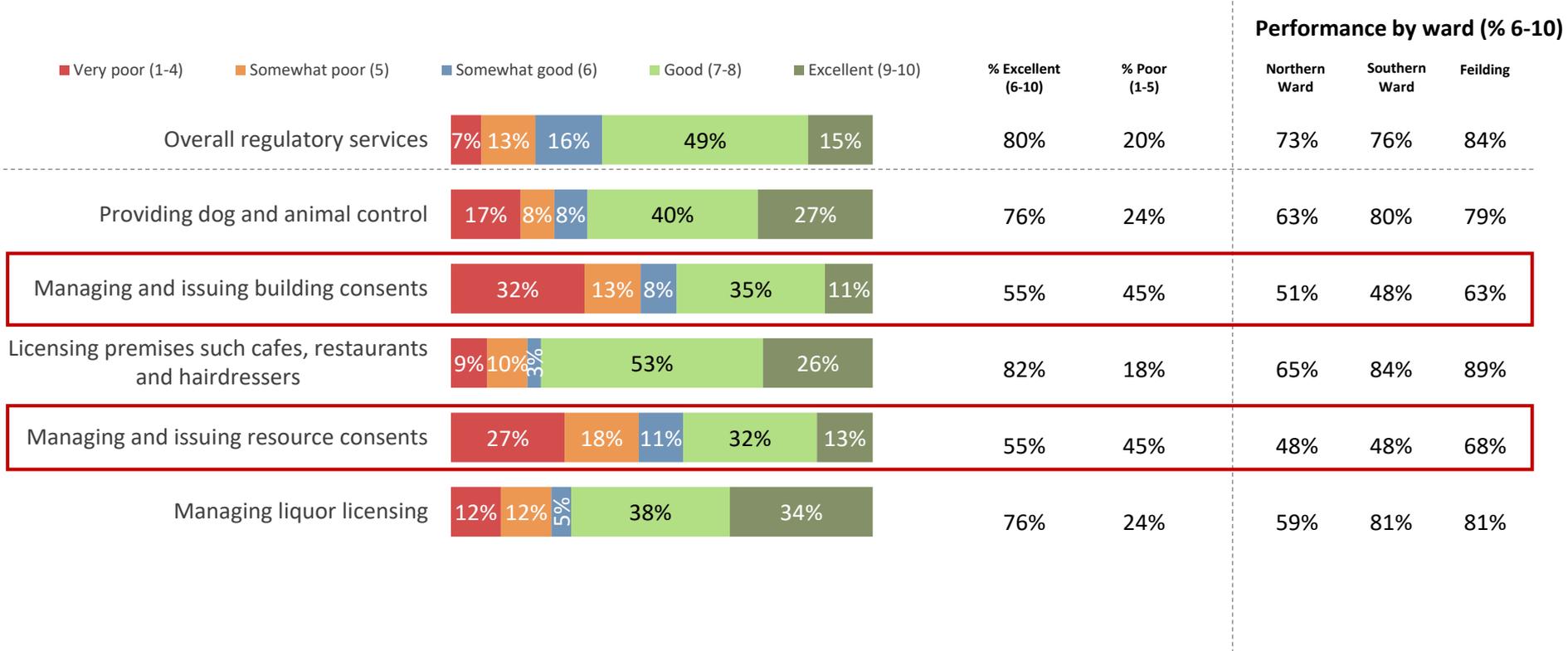


NOTES:

1. Sample: n=457
2. OS1: Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in relation to any of the following?

Both the building and resource consents processes are rated very poor by 32% and 27% of users respectively

Services and Facilities: Regulatory Services



NOTES:
 1. Sample: n=457
 2. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services? Excl. DK n=147
 3. OS2: Based on your experience and impressions, how would you rate the council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'. Excl. DK Animal control n=285, Building consents n=326, Licensing Premises n=382, Civil Defence n=208, Resource consents n=346, Liquor licensing n=377



Appendix VIII: Satisfaction Scores - Customer Interactions



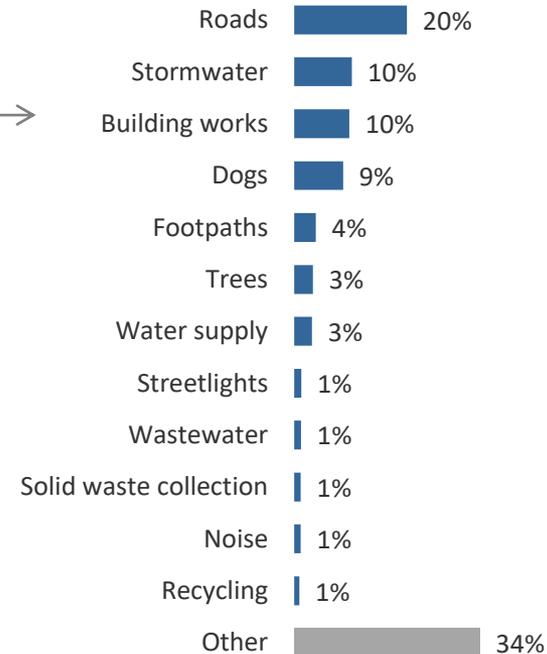
Around a sixth of residents contacted Council in the past year, with requests and complaints mainly relating to roads, stormwater, building works and dogs

Interaction with request for a service or a complaint

Had made a request for service or complaint about a Council Service



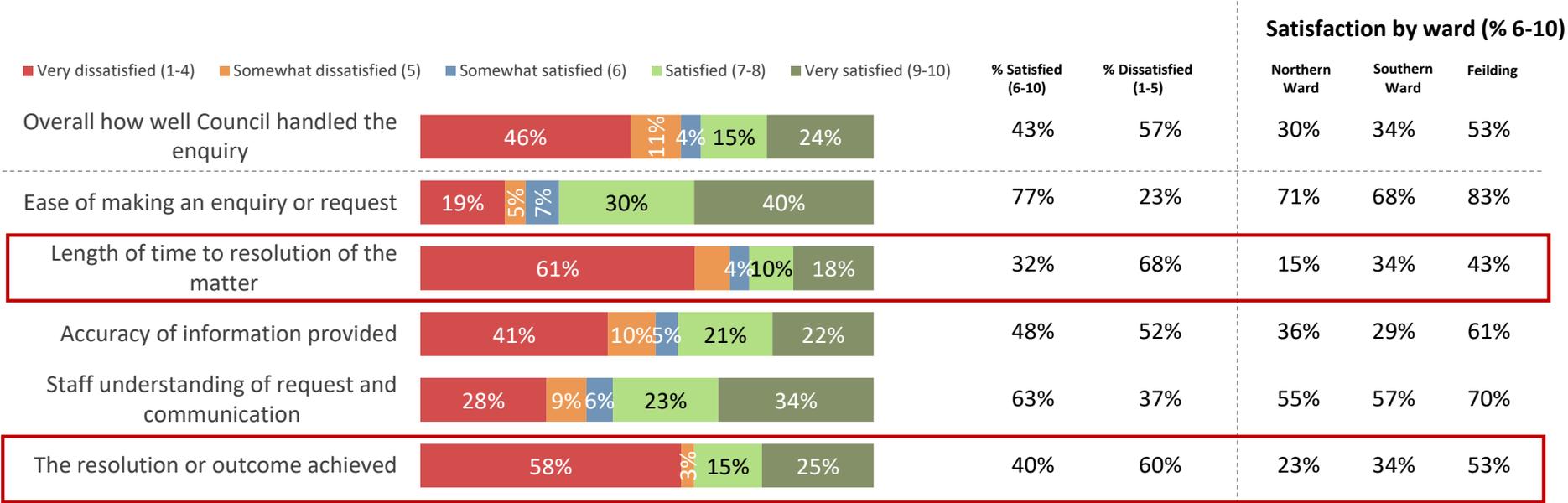
What did it relate too?



NOTES:
 1. Sample: n=457
 2. RS1: Have you made a request for service or complaint about a Council service during the past 12 months?
 3. RS2: Thinking about your most recent request or complaint, what did it relate to?

Dissatisfaction with Council’s management of requests and complaints are high; 61% are very dissatisfied with the slow response and 58% very dissatisfied with the resolution or outcome achieved

Interaction with request for a service of a complaint



NOTES:

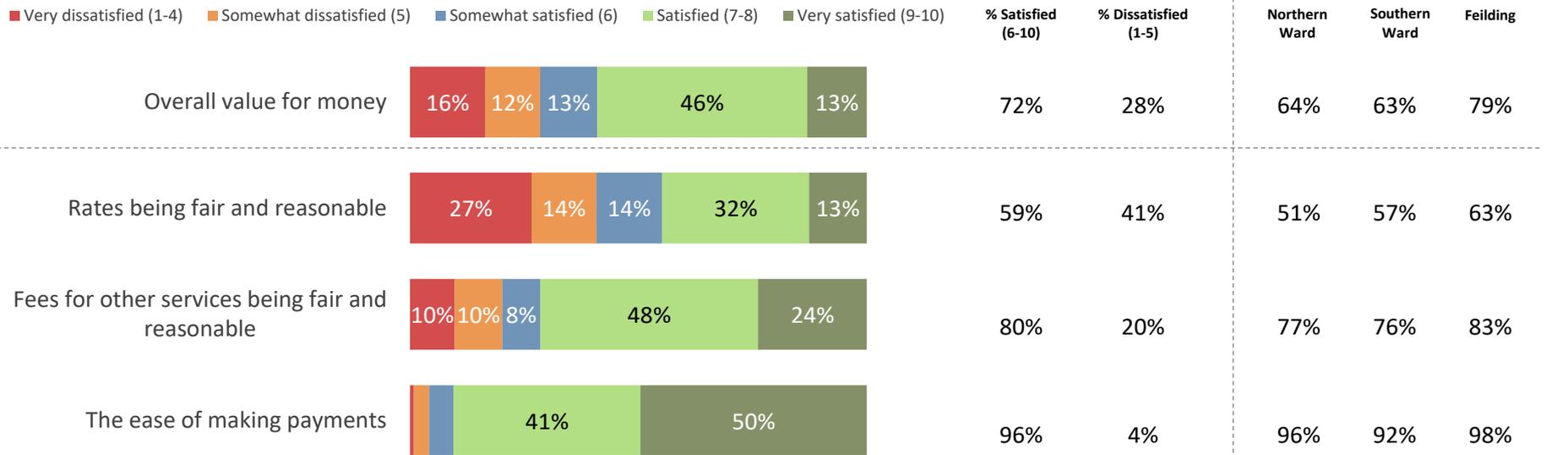
- Sample: n=457 Base n=89 residents who requested a service or made a complaint in the past 12 months
- RS3: Thinking back to your most recent request, how would you rate your satisfaction with each of the following? Excl. DK Overall n=1, Ease of enquiry n=1, Time to resolve n=6, Accuracy of information n=16, Outcome achieved n=5, Understanding request n=3



Appendix IX: Satisfaction Scores - Value for Money

Residents are very satisfied with the ease of making payments (50%) and fees for other services (24%), but 27% of ratepayers are very dissatisfied with rates being fair and reasonable

Value for money



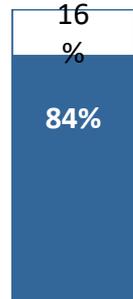
NOTES:

1. Sample: n=457
2. VM2: Considering all the services and facilities that the Manawatu District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? Excl. DK n=34
3. VM1: How would you rate your satisfaction with the Manawatu District Council for... Excl. DK Rates fair n=50, Other service fair n=73, Ease of making payment n=49

Residents' perceptions that current rates are sufficient results in the majority being unwilling to pay more for the maintenance of roads and footpaths

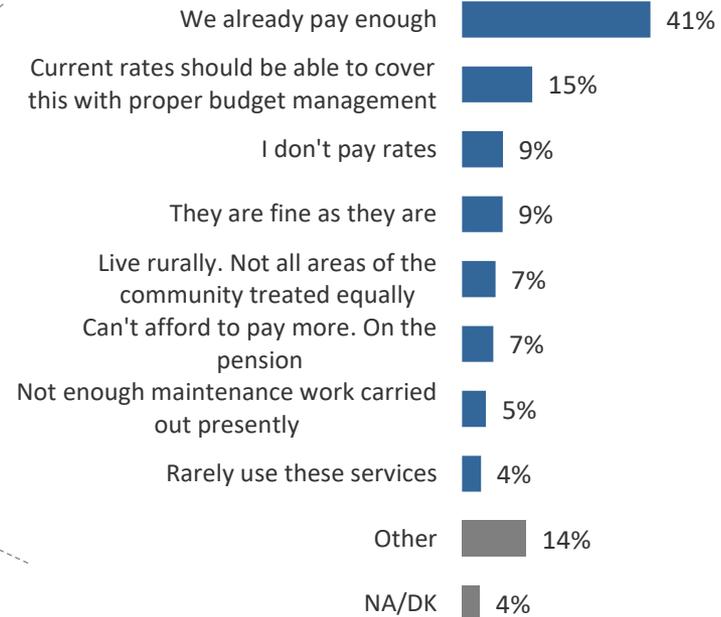
Value for Money: Roads and Footpaths

% Willing to pay more for provision/maintenance of roads/footpaths



The majority of ratepayers (72%) who are willing to pay more for provision and maintenance of roads or footpaths prefer an annual increase. This should be within the \$100 to \$500 range (56%), with 8% preferring an increase of less than \$100

Reasons unwilling to pay more

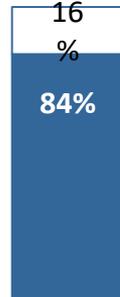


NOTES:
 1. Sample: n=457
 2. VM3. Would you be willing to pay more for the provision and maintenance of roads and footpaths?
 3. VM3B. Why would you not be willing to pay more?

The belief is that current rates are sufficient to cover wastewater services, and the lack of relevance for rural residents is resulting in resistance to a price increase

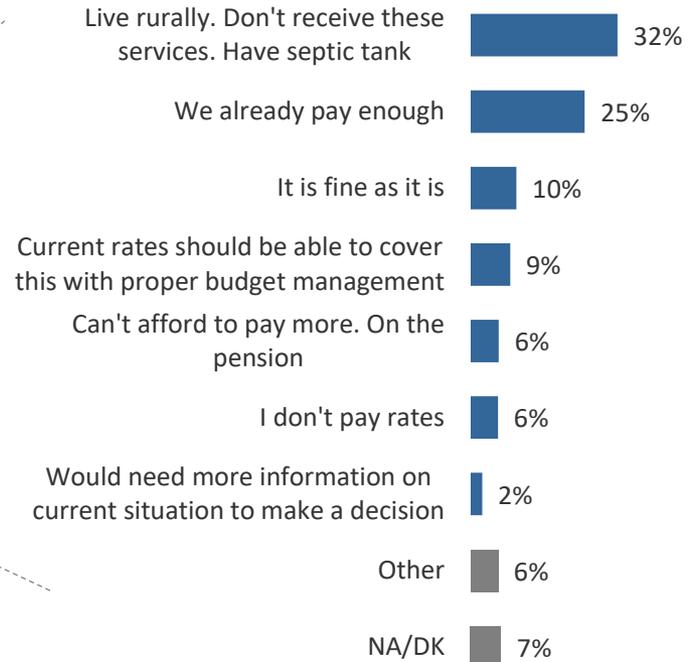
Value for Money: Wastewater services

% willing to pay more for provision/maintenance of wastewater services



72% per cent of ratepayers who are willing to pay more for provision and maintenance of wastewater services prefer an annual increase, but most were unable to put an exact figure for this service

Reasons unwilling to pay more



NOTES:

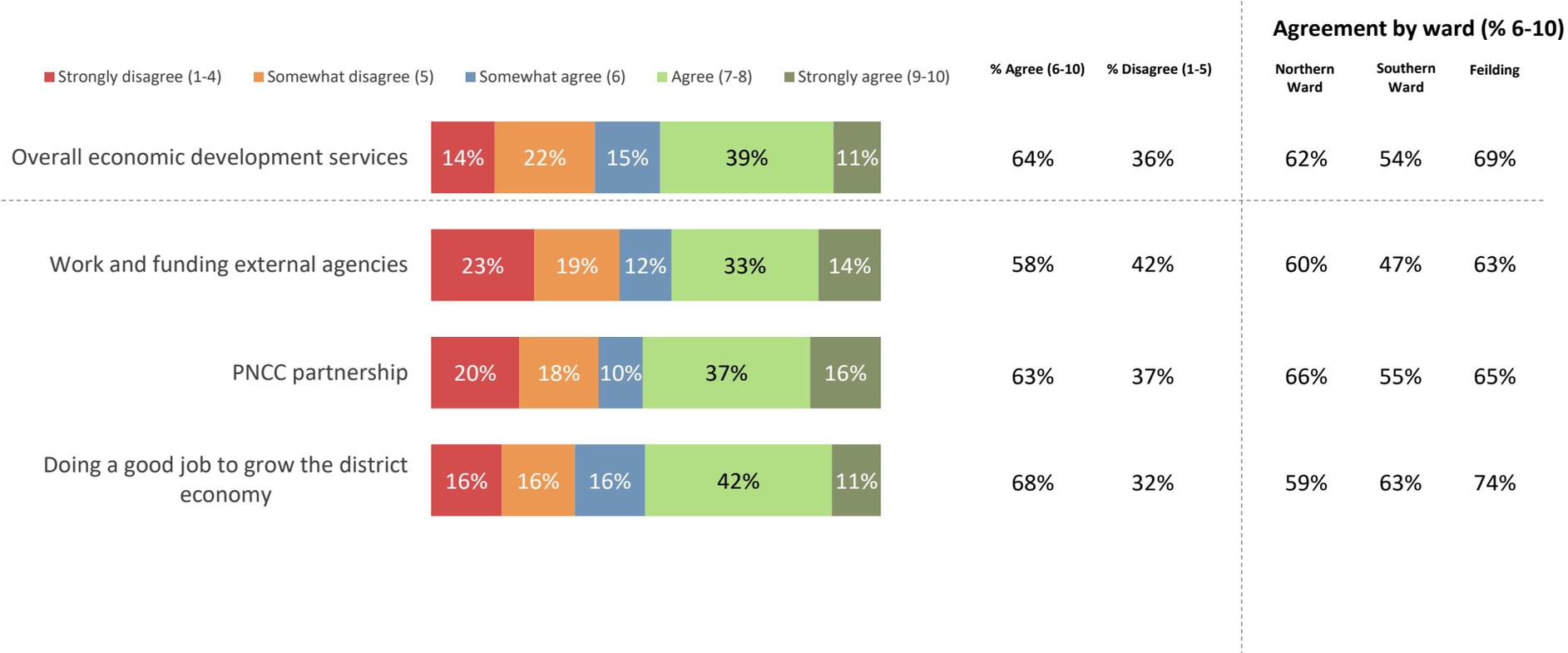
1. Sample: n=457
2. VM4. Would you be willing to pay more for the provision and maintenance of wastewater services (Sewage)?
3. VM4B. Why would you not be willing to pay more?



Appendix X: Satisfaction Scores - Other Services

Overall, 64% of residents agree with Council’s actions in relation to economic development

Economic Development

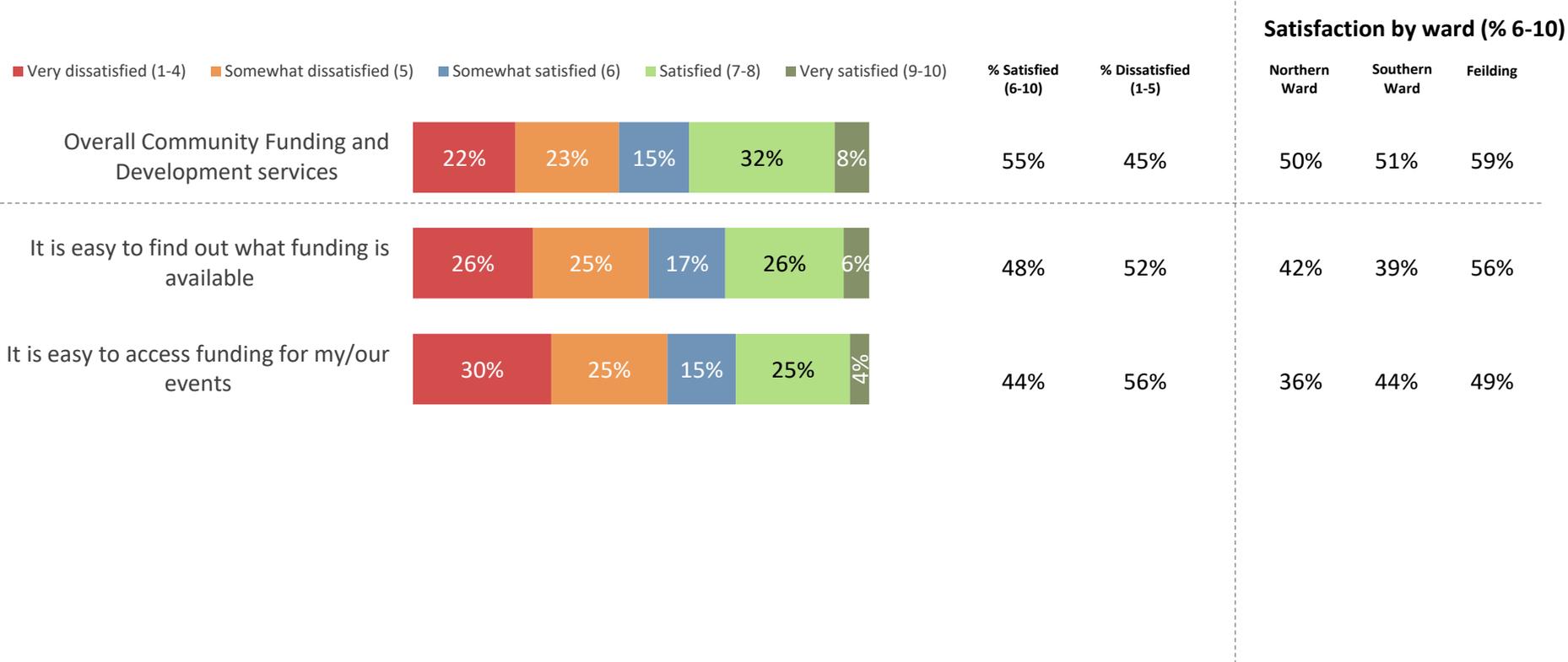


NOTES:

1. Sample: n=457
2. ED1: On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following economic development statements? Excl. DK Overall n=82, External agencies n=80, PNCC partnership n=56, Growing district economy n=60

While 26% of residents are very dissatisfied with the ease of finding information regarding available funding , 30% are very dissatisfied with the ease of access to funding for their events

Community Funding

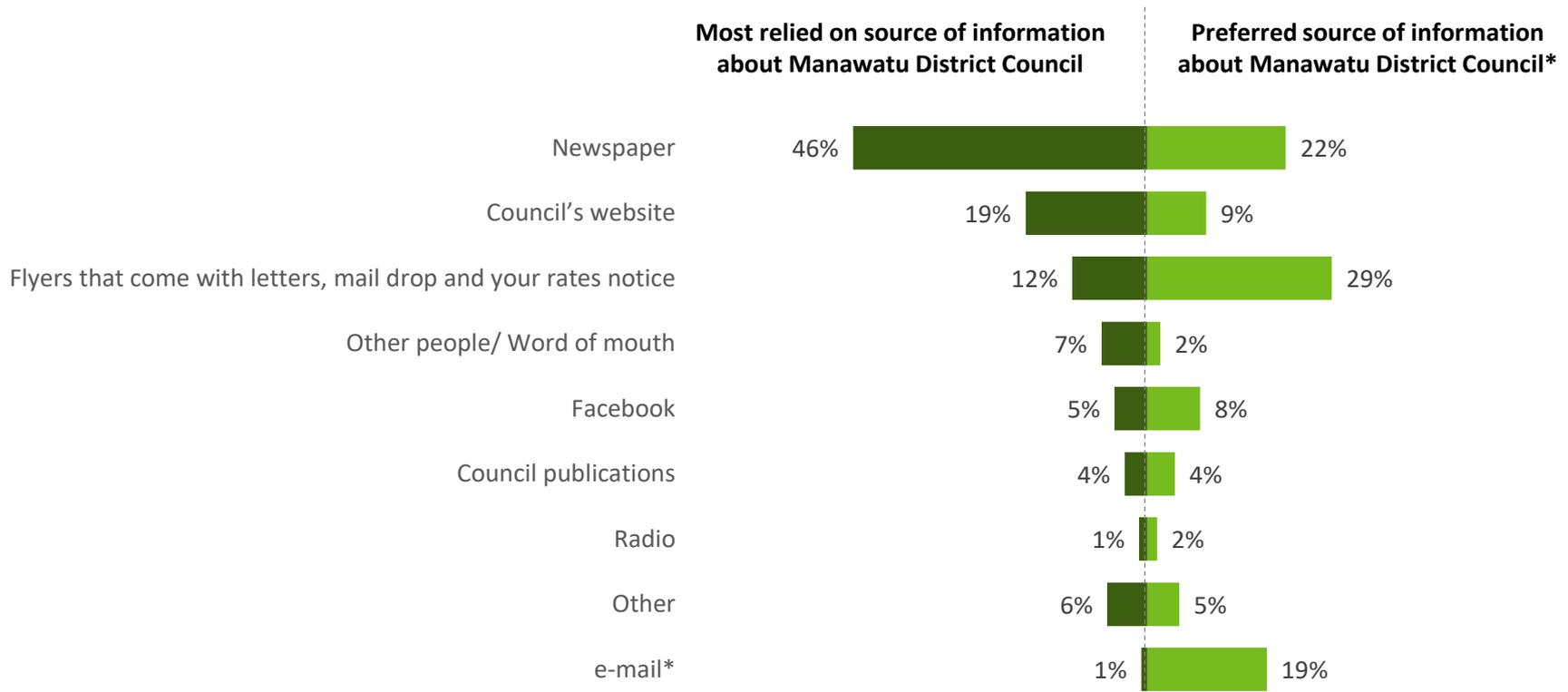


NOTES:

1. Sample: n=457
2. CFU1: On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following community funding statements? Excl. DK for Overall n=194, ease of finding available funding n=174, ease of access n=250

Close to half of residents rely on newspapers for information regarding Council, while flyers, a mail drop and a notice with rates is the most preferred source of information

Communication and Participation

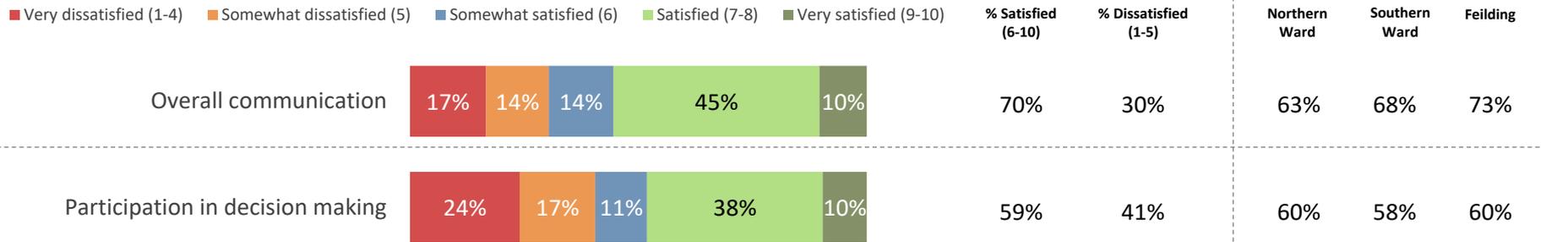


NOTES:

1. Sample: n=457
2. CM1: Which of the following do you most rely on for information about the Manawatu District Council? [single response]; Sample: n=457
3. CM4: How would you prefer to receive information from Manawatu District Council? [multiple response]; Sample: n=231
4. * e-mail only introduced as an option from wave 3 of fieldwork, in conjunction with the introduction of CM4: Preferred source of information

A similar proportion of residents are very satisfied with communication (10%) and opportunity to participate in Council’s decision-making (10%)

Communication and Participation

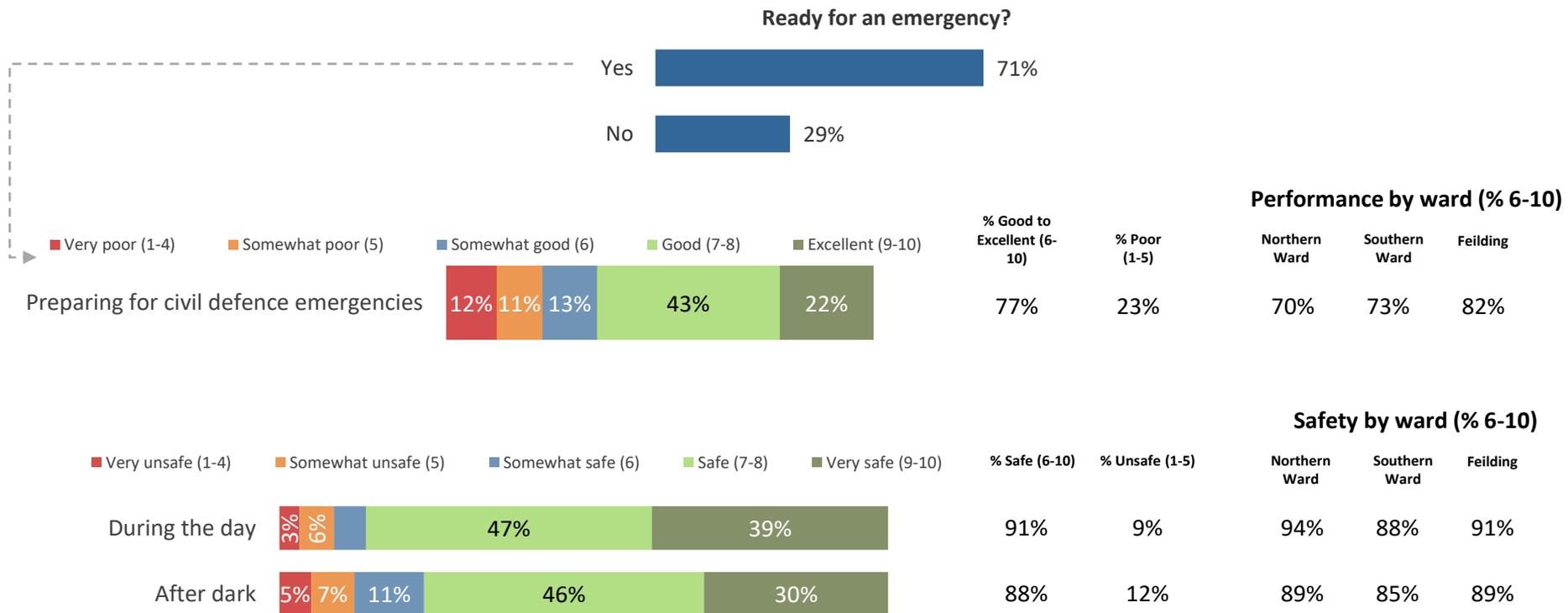


NOTES:

1. Sample: n=457
2. CM2: How would you rate council for keeping the public informed? Excl. DK n=12
3. CM3: How satisfied are you with how easy the council makes it for you to participate in decision making that affects the Manawatu district? Excl. DK n=58

Most households are prepared for an emergency (71%), rate Council's role in providing civil defence 'good to excellent' (77%) and consider their local neighbourhoods very safe during the day (39%) and at night (30%)

Civil Defence and Safety

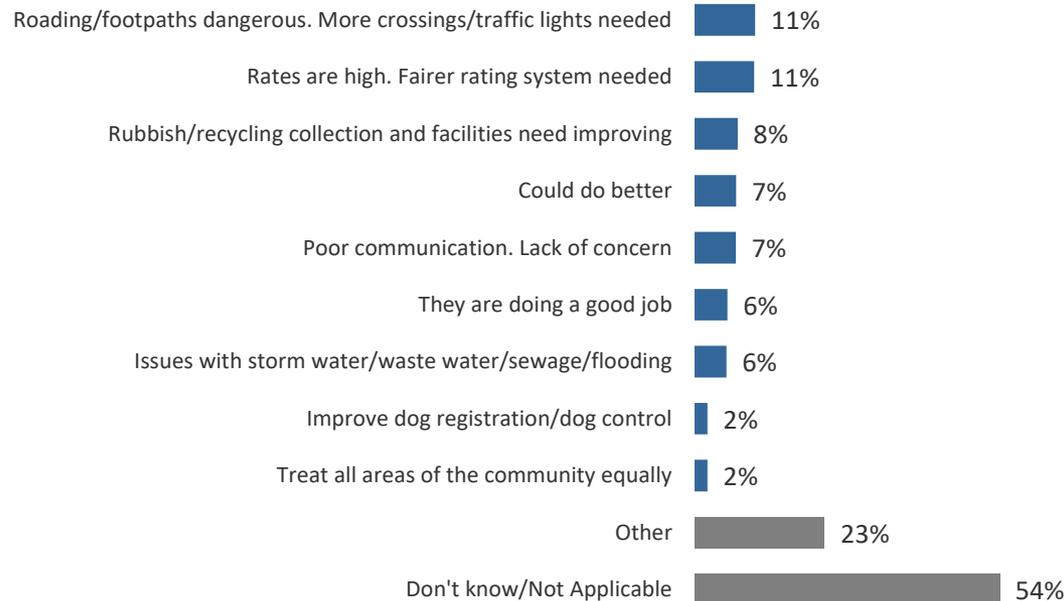


NOTES:
 1. Sample: n=457
 2. CD1: Is your household ready for any emergency by having stored water, food, survival items and a household emergency plan?
 3. OS2: Based on your experience and impressions, how would you rate the council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'. Excl. DK Civil Defence n=208
 4. SF1: Using a 1 to 10 scale where 1 is 'very unsafe' and 10 is 'very safe' how would you describe your perception of safety in your local neighbourhood... Excl. DK for Day n=3, Night n=4

More than half of residents had no additional comments about Council, while six percent took the opportunity to praise the work Council is doing

General comments

General Comments



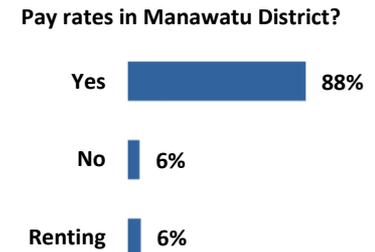
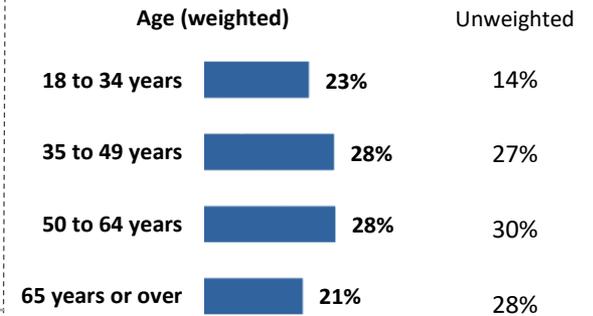
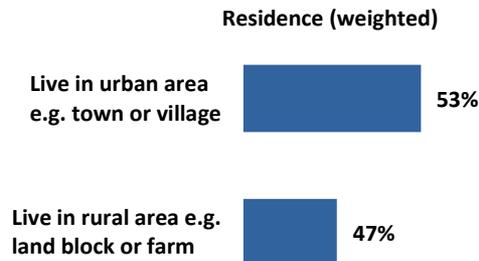
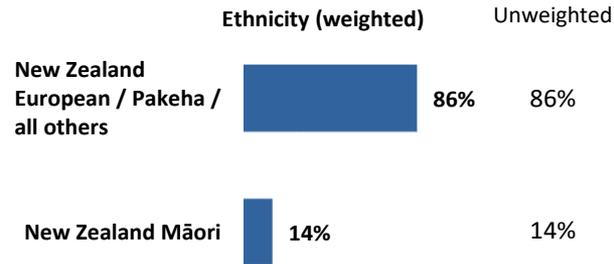
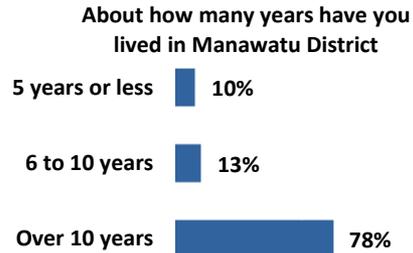
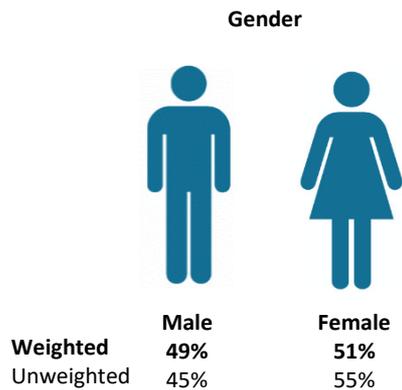
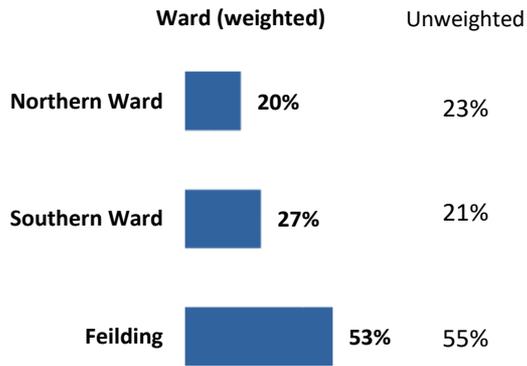
NOTES:

1. Sample: n=457
2. GEN1: Are there any other comments that you would like to make about the Manawatu District Council?



Sample Profile

Demographic Profile





Contact Details





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