

Resident Satisfaction with Activities of South Waikato District Council

*Results of
Resident Satisfaction Surveys
1997-2004*

*Compiled
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Introduction

Between 1992 and 2004 Council conducted an annual telephone survey of residents to measure use and satisfaction with services. The most recent survey was undertaken in May/June 2004.

Council's Resident Satisfaction Survey asks respondents to score their satisfaction with a range of services from 0 (very dissatisfied) to 10 (very satisfied). The results are then weighted to give an overall Customer Satisfaction Index (CSI score) ranging from 0 to 100. A CSI score close to 100 indicates a high level of satisfaction.

This report presents key survey results from 1997 to 2004. Most of the text is sourced from the forthcoming Draft State of the District Report 2006 – *South Waikato's Sustainability Indicators*.¹ Some historical data have been omitted where there are methodology issues or changes to the questionnaire over time.

Information from this report sets a baseline for future monitoring of Council's customer levels of service as part of its regular performance monitoring framework. The report is structured according to Council's groups of activities as per the Long Term Plan 2006-2016. It includes information about performance targets that Council has set for specific activities for 2006/07 onward. These are based on a combination of:

- CSI score;
- Percentage of people scoring the activity as average to excellent (4-10); or
- Percentage of people scoring the activity as good to excellent (7-10).

Council decided in 2005 to reduce the frequency of the Resident Satisfaction Survey to a three-yearly cycle.

¹ Section 92 of the Local Government Act 2002 requires every local authority to monitor and report progress made by the community towards achieving the community outcomes for its district. The State of the District will be a core part of Council's response to this requirement.

Summary of Key Results

Key:

State

- ☺ Good/Satisfactory (based on interpretation of survey results by International Research Consultants Ltd)
- ☹ Mixed/Uncertain
- ☹ Unsatisfactory

Trend

- ↑ Improving/favourable
- ↓ Declining/unfavourable
- ⇒ No significant trend
- ? Uncertain, eg no trend data available

Road Network and Road Safety

Indicator	State	Trend
Satisfaction with roading within the District (CSI score)	☹	?
Satisfaction with footpaths	☹	⇒

Community and Leisure

Indicator	State	Trend
Satisfaction with public toilets	☹	↑
Use of Council recreational facilities	☺	↑
Satisfaction with Council recreational facilities	☺	↑

Economic Development

Indicator	State	Trend
Satisfaction with Council's role in promoting employment and business opportunities within the District	?	?

Water and Sanitary Services

Indicator	State	Trend
Satisfaction with water supply	☺	?
Satisfaction with stormwater	?	?
Satisfaction with wastewater	?	?
Satisfaction with solid waste services	☺	↑

Environmental Services

Staff members are recommending that several items relating to residents satisfaction with environmental services be discontinued from the 2006/07 Survey onwards due to low sample sizes and availability of superior information from other sources. However staff members are recommending that the Survey retain an item of satisfaction with Animal Control because of strategic issue associated with this activity.

Indicator	State	Trend
Satisfaction with animal control	☺	➡

Governance

Indicator	State	Trend
Council consultation with community	☺	?
Contact with Council	☺	?

Where to from here

The next Resident Satisfaction Survey is scheduled to be undertaken in November 2006. Staff members are also planning towards a Community Outcomes Survey in early 2007. Whereas the Resident Satisfaction Survey will focus on Council performance, the Community Outcomes Survey will focus on District progress (including community outcomes to which Council does not primarily contribute). Results from both surveys will feed into Council's 2006/07 Annual Report, as well as the 2007 State of the District baseline report, to comply with Local Government Act 2002 reporting requirements.

1. Road Network and Road Safety

Indicator	State	Trend
Satisfaction with roading within the District (CSI score)	☹	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
n/a	n/a	n/a	n/a	n/a	n/a	n/a	67.5	70	70

The CSI score of 67.5 reflects that respondents consider roading in the District is fair but there is a need for improvement. Comments from people who gave roading a low score were critical of the quality of road works undertaken. Council's target for the 2007 Survey is a CSI score of 70.

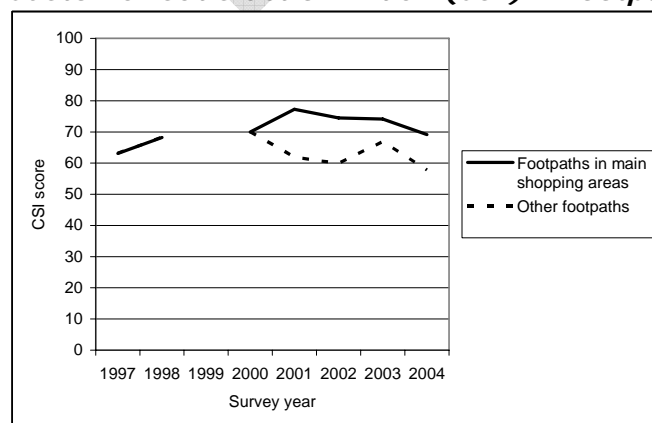
Indicator	State	Trend
Satisfaction with footpaths	☹	⇒

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with footpaths in main shopping areas (CSI score)									
63.1	68.2		70.0	77.3	74.5	74.2	69.2	70	70
Satisfaction with other footpaths (CSI score)									
63.1	68.2		70.0	61.9	59.9	66.9	57.8	70	70

The majority of respondents in 2004 rated their overall satisfaction with footpaths in main shopping areas positively. The CSI score reflects good service but with room for improvement. Satisfaction with footpaths in main shopping areas peaked in 2001 and has subsequently declined. The main concern appears to be slippery tiles in the Tokoroa CBD. In the 2004 Survey 69.2% of respondents rated their satisfaction with footpaths in main shopping areas as good or excellent (scores of 7-10). Council's target for the 2007 Survey is a minimum 70% of respondents rating their satisfaction at 7 points or higher.

There is a relatively lower level of satisfaction for footpaths outside the main shopping areas, with the main concern being repairs and maintenance. The CSI score was 57.8, which reflects that respondents consider this area needs improvement. Council's target for the 2006/07 Survey is a CSI of 70 points for footpaths outside the main shopping areas.

Customer Satisfaction Index (CSI) – Footpaths



Source: SWDC Resident Satisfaction Survey

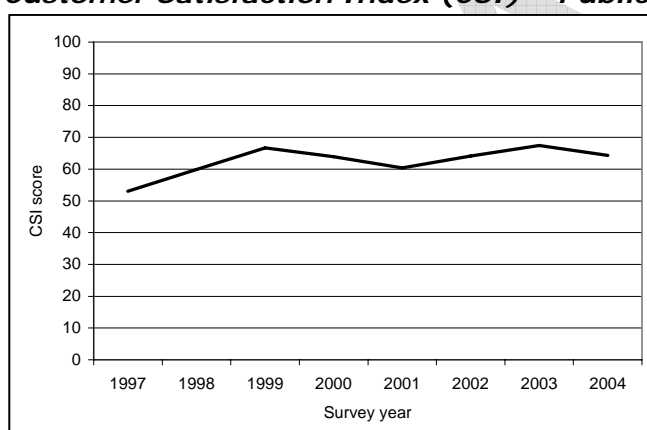
2. Community and Leisure

Indicator	State	Trend
Satisfaction with public toilets	☺	↑

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with public toilets (CSI score)									
53.1	59.9	66.7	63.9	60.4	64.1	67.4	64.3	n/a	n/a
Satisfaction with public toilets (Percentage of people scoring the activity as average to excellent (4-10))									
n/a	n/a	n/a	n/a	n/a	n/a	55.8%	53.2%	60%	75%

In the 2004 Resident Satisfaction Survey, respondents who had used public toilets in the past year were asked to score how satisfied they were with the public toilets. The resulting CSI score of 64.3 reflects reasonable service but with room for improvement. Verbatim comments from people who were dissatisfied tended to follow two main themes, namely the cleanliness of toilets and problems with being short of supplies, eg toilet paper or soap. The CSI for public toilets has improved over the past decade from a score of 53.1 points when surveying began in 1997. In the 2004 Survey, 53.2% of respondents rated their satisfaction with public toilets as good or excellent (scores of 7-10). Council's target for the 2006/07 Survey is to maintain 60% satisfaction with public toilets.

Customer Satisfaction Index (CSI) – Public toilets



Source: SWDC Resident Satisfaction Survey

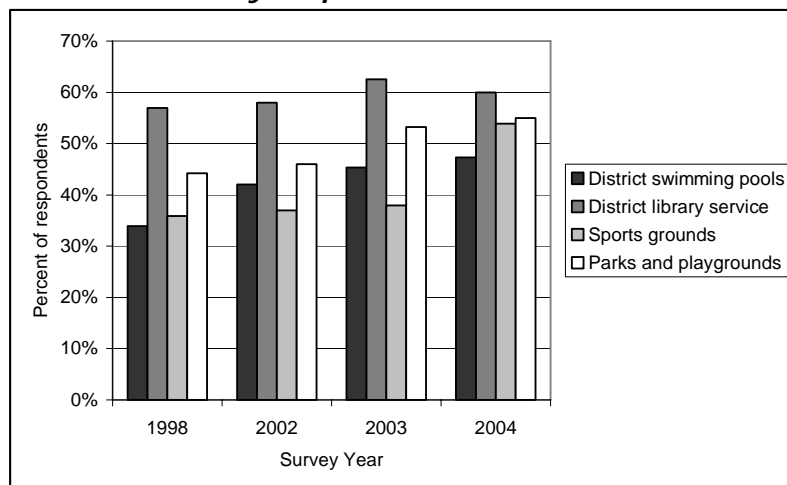
Indicator	State	Trend
Use of Council recreational facilities	☺	↑

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Use of swimming pools (% who have used in the past year)									
n/a	33.9%	n/a	n/a	n/a	42.0%	45.3%	47.3%	55%	60%
Use of libraries (% who have used in the past year)									
n/a	57.0%	n/a	n/a	n/a	58.0%	62.5%	60.0%	n/a	n/a
Use of sports grounds (% who have used in the past year)									
n/a	35.9%	n/a	n/a	n/a	37.0%	37.9%	53.9%	60%	60%
Use of parks and playgrounds (% who have used in the past year)									
n/a	44.2%	n/a	n/a	n/a	46.0%	53.2%	55.0%	80%	80%

Usage of Council recreational facilities has generally risen over the past several years. The percentage of respondents who said they had used a District swimming pool in the past year as at the 2004 Survey was 47.3%, compared to 33.9% in 1998. Similarly, usage of the District library service increased to 60.0% in 2004 compared to 57.0% in 1998, usage of sports grounds increased to 53.9%

from 35.9%, and usage of parks and playgrounds increased to 55.0% from 44.2%. Council has set itself stretch targets for the 2007 Survey in relation to usage of all its recreational facilities and is undertaking asset management improvements and a Recreational Services Review to achieve this.

Percent of survey respondents who used facilities "in the past year"



Source: SWDC Resident Satisfaction Survey

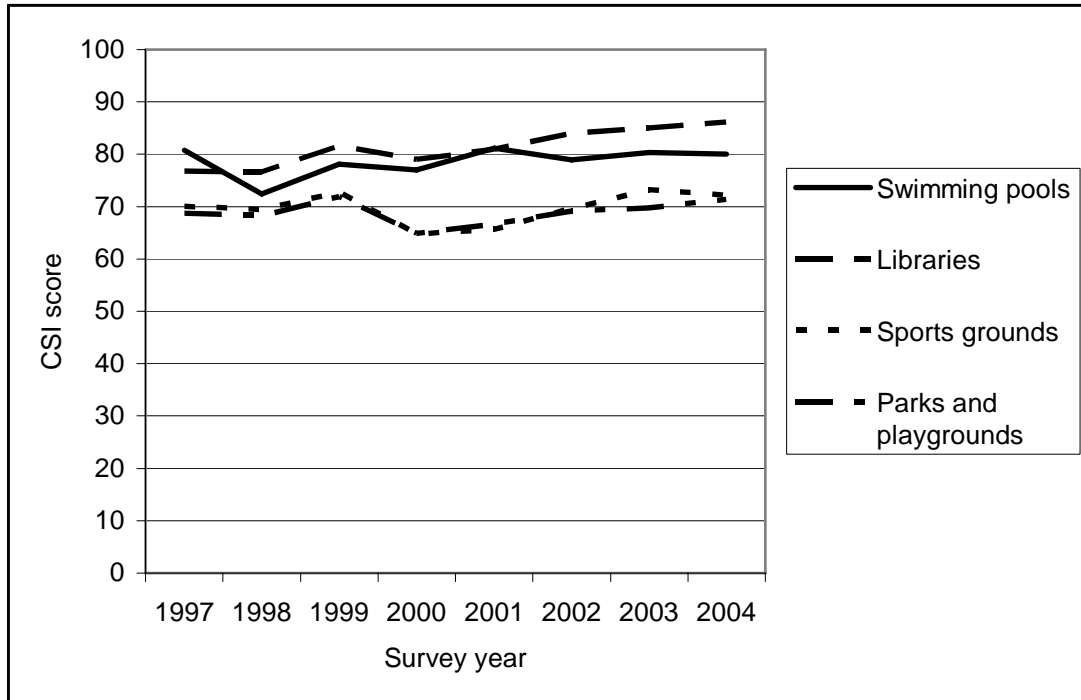
Indicator	State	Trend
Satisfaction with Council recreational facilities	☺	↑

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with swimming pools (CSI score)									
80.8	72.4	78.1	77.0	81.2	78.9	80.3	80.0	n/a	n/a
Satisfaction with libraries (CSI score)									
76.8	76.6	81.6	79.0	81.0	84.0	85.0	86.1	n/a	n/a
Satisfaction with sports grounds (CSI score)									
70.1	69.4	72.7	64.8	65.7	69.7	73.2	72.2	n/a	n/a
Satisfaction with parks and playgrounds (CSI score)									
68.7	68.2	71.9	64.9	66.7	69.1	69.8	71.4	n/a	n/a

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with swimming pools (Percentage of people scoring the activity as good to excellent (7-10))									
n/a	n/a	n/a	n/a	n/a	n/a	84.3%	81.4%	80%	80%
Satisfaction with libraries (Percentage of people scoring the activity as good to excellent)									
n/a	n/a	n/a	n/a	n/a	n/a	89.0%	90.9%	91%	90%
Satisfaction with sports grounds (Percentage of people scoring the activity as good to excellent)									
n/a	n/a	n/a	n/a	n/a	n/a	64.5%	63.8%	70%	80%
Satisfaction with parks and playgrounds (Percentage of people scoring the activity as good to excellent)									
n/a	n/a	n/a	n/a	n/a	n/a	63.1%	62.5%	80%	80%

Satisfaction with Council recreation facilities has been maintained at a high level over the past decade, and has been improving in the case of the District Library services. The CSI score for libraries increased to 86.1 in 2004 compared to 76.8 in 1997. The CSI score for swimming pools maintained a high level of around 80 points over the period 1997 to 2004, and the CSI score for sports grounds, parks and playgrounds has been around 65 to 70 points. Council has set stretch targets for the 2007 Survey in relation to sports grounds, parks and playgrounds, and is undertaking asset improvements and reserve management planning accordingly.

Customer Satisfaction Index (CSI) – Council recreational facilities



Source: SWDC Resident Satisfaction Survey

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3. Economic Development

Indicator	State	Trend
Satisfaction with Council's role in promoting employment and business opportunities within the District	?	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	70%	70%

The 2004 Resident Satisfaction Survey asked respondents to think about economic development in the South Waikato and were then asked "are you aware of Council's support for economic growth in the District?" Just over half of the sample (52%) were aware of the Council's support for economic growth in the District, 46% were not aware and 2% did not know.

A Long Term Plan 2006-2016 target has been set for Council's Economic Development activity based on resident satisfaction with Council's role in promoting employment and business opportunities within the District. A question on this topic is being planned for the 2006/07 Resident Satisfaction Survey.

The refreshed South Waikato Economic Development Strategy – *The Economic Spirit* – identifies indicators of economic outcomes in the District. Data on these indicators will be reported through the forthcoming Draft State of the District Report 2006 – *South Waikato's Sustainability Indicators*.

4. Water and Sanitary Services

Indicator	State	Trend
Satisfaction with water supply (CSI score)	☺	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with water pressure (CSI score)									
n/a	n/a	n/a	n/a	n/a	n/a	n/a	80.2	n/a	n/a
Satisfaction with water taste and odour (CSI score)									
n/a	n/a	n/a	n/a	n/a	n/a	n/a	66.5	n/a	n/a

The 2004 Resident Satisfaction Survey asked respondents who were connected to the town water supply to score their satisfaction with pressure, taste and odour. The CSI score for water pressure was 80.2, which reflects excellent service and high levels of satisfaction. The CSI score for taste and odour was 66.5 which reflects fair service but suggests that consumers see a need for improvement.

Resident satisfaction scores are not used as a measure of Council performance in relation to water supply. However they do contribute information for the forthcoming Draft State of the District Report 2006 – *South Waikato's Sustainability Indicators* – specifically in relation to the Community Outcome that “South Waikato has quality infrastructure to support communities and businesses”. Alternative measures are used by Council to assess its Water Supply levels of service, including network reliability, response and repair times for supply interruptions, and compliance with resource consents.

Indicator	State	Trend
Satisfaction with stormwater	?	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	To be decided	To be decided

A Long Term Plan 2006-2016 target has been set for Council's Stormwater activity based on resident satisfaction. A question on this topic is being planned for the 2006/07 Resident Satisfaction Survey. In addition Council assesses its Stormwater levels of service using a variety of technical indicators such as response times and completion times for urgent service requests.

Indicator	State	Trend
Satisfaction with wastewater	?	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	80%	80%

A Long Term Plan 2006-2016 target has been set for Council's Wastewater activity based on resident satisfaction. A question on this topic is being planned for the 2006/07 Resident Satisfaction Survey. In addition Council assesses its Wastewater levels of service using a variety of technical indicators such as response times and completion times for urgent service requests.

Indicator	State	Trend
Satisfaction with sold waste services	☺	↑

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with household refuse collection (CSI score)									
n/a	n/a	n/a	n/a	74.2	72.7	80.8	81.0	n/a	n/a
Satisfaction with household recycling (CSI score)									
n/a	n/a	n/a	n/a	71.7	75.2	84.9	83.0	n/a	n/a
Satisfaction with landfill sites (CSI score)									
n/a	n/a	n/a	n/a	57.0	60.4	63.4	66.3	n/a	n/a
Satisfaction with litter control (CSI score)									
62.3	63.7	64.6	68	67.3	66.0	69.5	68.6	n/a	n/a

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with household refuse collection (Percentage of people scoring the activity as good to excellent (7-10))									
n/a	n/a	n/a	n/a	n/a	n/a	73.6%	82.0%	85%	85%
Satisfaction with household recycling (Percentage of people scoring the activity as good to excellent)									
n/a	n/a	n/a	n/a	n/a	n/a	97.1%	94.3%	95%	95%
Satisfaction with landfill sites (Percentage of people scoring the activity as good to excellent)									
n/a	n/a	n/a	n/a	n/a	n/a	80.9%	87.3%	85%	85%
Satisfaction with litter control (Percentage of people scoring the activity as good to excellent)									
n/a	n/a	n/a	n/a	n/a	n/a	90.5%	87.3%	88%	88%

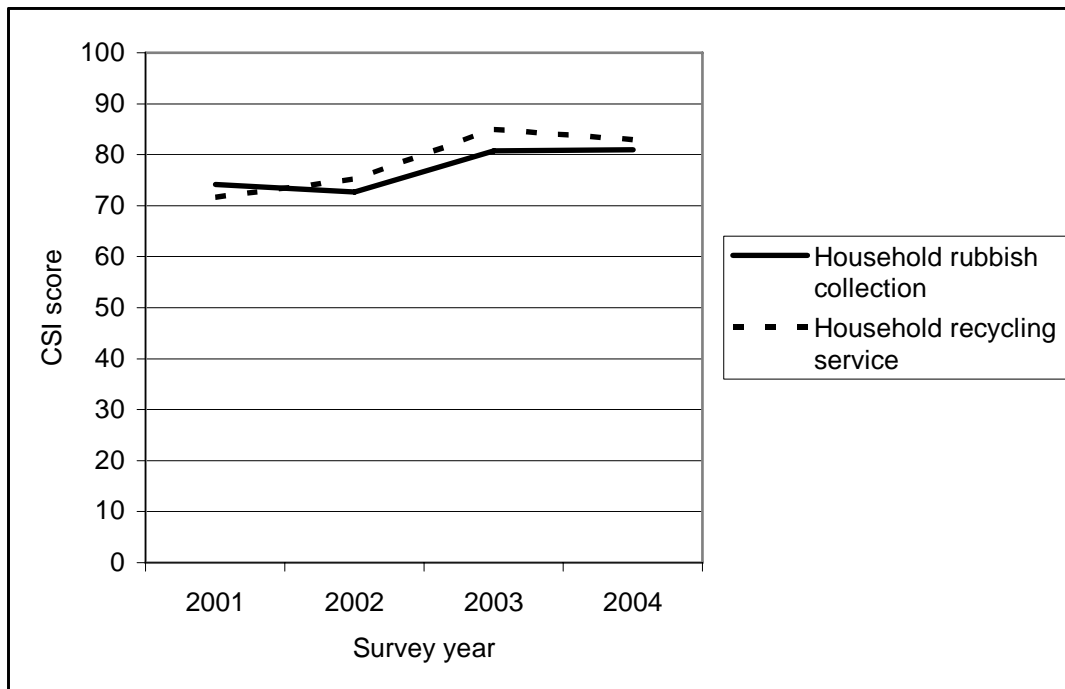
Household refuse collection

Refuse collection occurs at Arapuni, Putaruru, Tirau and Tokoroa on a weekly basis, with a recycling collection on a fortnightly basis. In the 2004 Resident Satisfaction Survey, respondents were asked how satisfied they were with the household rubbish collection. The resulting CSI score of 81.0 reflects exceptional service. The CSI for household rubbish collection has improved over the past several years from a score of 74.2 points in 2001. In the 2004 Survey, 82.0% of respondents rated their satisfaction with household rubbish collection as average, good or very good (scores of 4-10). Council's target for the 2007 Survey is a minimum 85% satisfaction.

Household recycling service

In the 2004 Resident Satisfaction Survey, respondents were asked if they had used the household recycling service in the past year. Almost three quarters (72%) had used the household recycling service in the previous 12 month period, which was higher than in the 2003 Survey (67%). There is some variation in usage of the household recycling service based on demographics and location. Respondents who had used the service were asked how satisfied they were with it. The resulting CSI score of 83.0 reflects excellent customer service. The CSI for the household recycling service has improved over the past several years from a score of 71.7 points in 2001. In the 2004 Survey, 94.3% of respondents rated their satisfaction with the household recycling service as average, good or very good (scores of 4-10). Council's target for the 2007 Survey is a minimum 95% satisfaction. Council has also set objective targets for waste minimisation, recycling and solid waste reduction as part of the Waste Management Plan 2005.

Customer Satisfaction Index (CSI) – Household rubbish collection and household recycling service



Source: SWDC Resident Satisfaction Survey

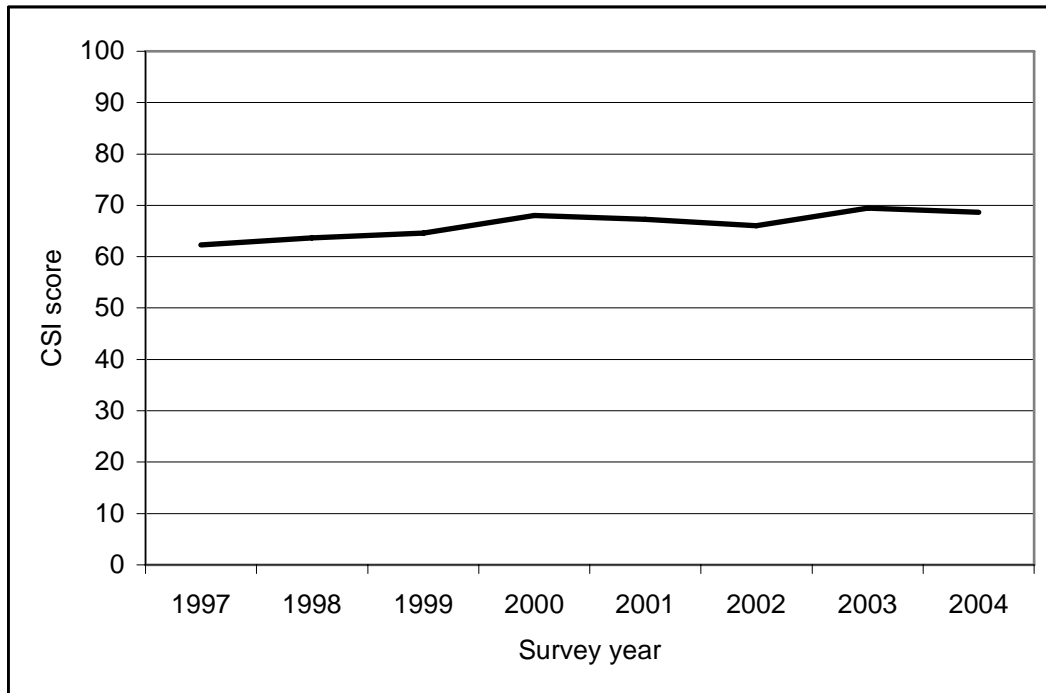
Landfills

The 2004 Resident Satisfaction Survey asked respondents who had used landfill sites in the past year to rate their satisfaction. The CSI score was 66.3, which reflects fair services but suggests that users see a need for improvement. Comparisons with past results from the Resident Satisfaction Survey show that satisfaction with landfill sites has increased steadily since 2001. Overall in 2004, 87% of respondents rated the landfill sites with a score of 4 or higher, including 56% who scored their satisfaction at 7 or higher. Verbatim comments from people dissatisfied with landfill sites tended to focus on the cost of disposal as the main issue. Council's target for the 2007 Survey is that at least 85% of respondents continue to rate the landfill sites with a score of 4 or higher.

Litter control

In the 2004 Resident Satisfaction Survey, respondents were asked to score how satisfied they were with the Council picking up litter in public places. The resulting CSI score of 68.6 reflects reasonable to good service but with room for improvement. Comments from people who gave litter control a low score tended to focus on a few different themes with the most common being visibility of litter on the streets. The CSI for litter control has improved over the past decade from a score of 62.3 points when surveying began in 1997. In the 2004 Survey, 87.3% of respondents rated their satisfaction with litter control as average, good or very good (scores of 4-10). Council's target for the 2007 Survey is to maintain 88% satisfaction with litter control.

Customer Satisfaction Index (CSI) – Litter control



Source: SWDC Resident Satisfaction Survey

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5. Environmental Services

Previous cycles of the Resident Satisfaction Survey measured use and satisfaction with:

- Planning Services
- Building Services
- Environmental Health Services

Staff members are recommending that these items be discontinued from the 2006/07 Survey onwards because:

- They are related to Long Term Plan 2006-2016 performance targets
- They are not proposed Community Outcomes measures
- There is a low sample size for satisfaction scores (eg, 86% of the sample in 2004 did not use Environmental Health Services)
- Better data is contained in Council records (e.g. compliance with resource consent processing timeframes)
- Better data could be sourced through a more targeted survey of customers.

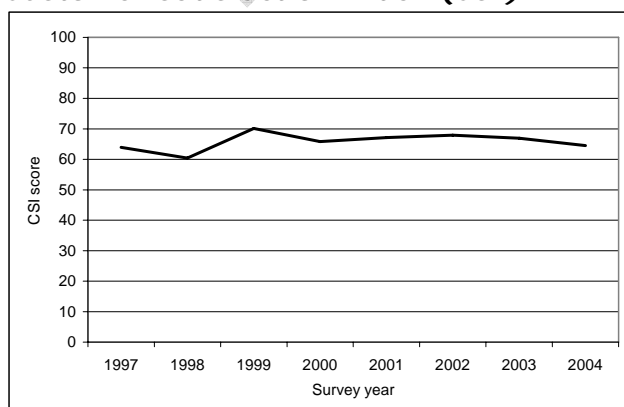
However staff members are recommending that the Survey retain an item of satisfaction with Animal Control because of strategic issue associated with this activity.

Indicator	State	Trend
Satisfaction with animal control (CSI score)	☺	⇒

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
63.9	60.4	70.1	65.8	67.1	67.9	66.9	64.5	n/a	n/a

In the 2004 Resident Satisfaction Survey, respondents who had used Animal Control in the past year (approximately 22% of the sample) were asked how satisfied they were with the service. The majority of Animal Control users rated their overall satisfaction positively. Just over half the users, 53% rated the service good to excellent (scores 7-10). The CSI score was 64.5, which implies there is room for improvement with satisfaction levels of this service. The CSI score was down slightly from the 2003 reading of 66.9.

Customer Satisfaction Index (CSI) – Animal control



Source: SWDC Resident Satisfaction Survey

6. Governance

Indicator	State	Trend
Council consultation with community (CSI score)	☹	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
n/a	n/a	n/a	n/a	n/a	n/a	n/a	64.7	70	75

In the 2004 Resident Satisfaction Survey, respondents were asked to score their satisfaction with the opportunities Council provides for community involvement in decision making, eg making submissions to plans, involvement in working parties etc. The resulting CSI score was 64.7. People who scored their satisfaction less than 6 were asked to comment. Verbatim comments covered a number of different themes but the main issue was concerns about a lack of awareness of how to get involved. Council's target for the 2006/07 Survey is a CSI score of at least 70 for this item.

Indicator	State	Trend
Contact with Council	☺	?

1997	1998	1999	2000	2001	2002	2003	2004	2006/07 target	2009/10 target
Satisfaction with being able to make contact with the right Council staff member (CSI score)									
n/a	n/a	n/a	n/a	n/a	n/a	73.6	73.8	n/a	n/a
Satisfaction with being able to make contact with the right Council staff member (Percentage of people scoring the activity as good to excellent (7-10))									
n/a	n/a	n/a	n/a	n/a	n/a	n/a	64.9%	65%	65%

In the 2004 Resident Satisfaction Survey, respondents who had contacted the Council in the past year (57% of the sample) were asked how satisfied they were with being able to make contact with the right person on Council staff. The majority of respondents rated their satisfaction positively. Just over two thirds of the group, 65% were satisfied (scores 7-10) including 13% who rated contact with Council with a score of 10. Council's target for the 2006/07 Survey is to maintain a 65% satisfaction level. The CSI score was 73.8, a score that suggests good service.

Where to from here

Staff members are recommending that fieldwork be conducted in November 2006 for the next Resident Satisfaction Survey to enable the results to be considered by Council as part of the 2007/08 Annual Plan process. Staff members are also planning towards a Community Outcomes Survey in early 2007. Whereas the Resident Satisfaction Survey will focus on Council performance, the Community Outcomes Survey will focus on District progress (including community outcomes to which Council does not primarily contribute). Results from both surveys will feed into Council's 2006/07 Annual Report, as well as the 2007 State of the District baseline report, to comply with Local Government Act 2002 reporting requirements.

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