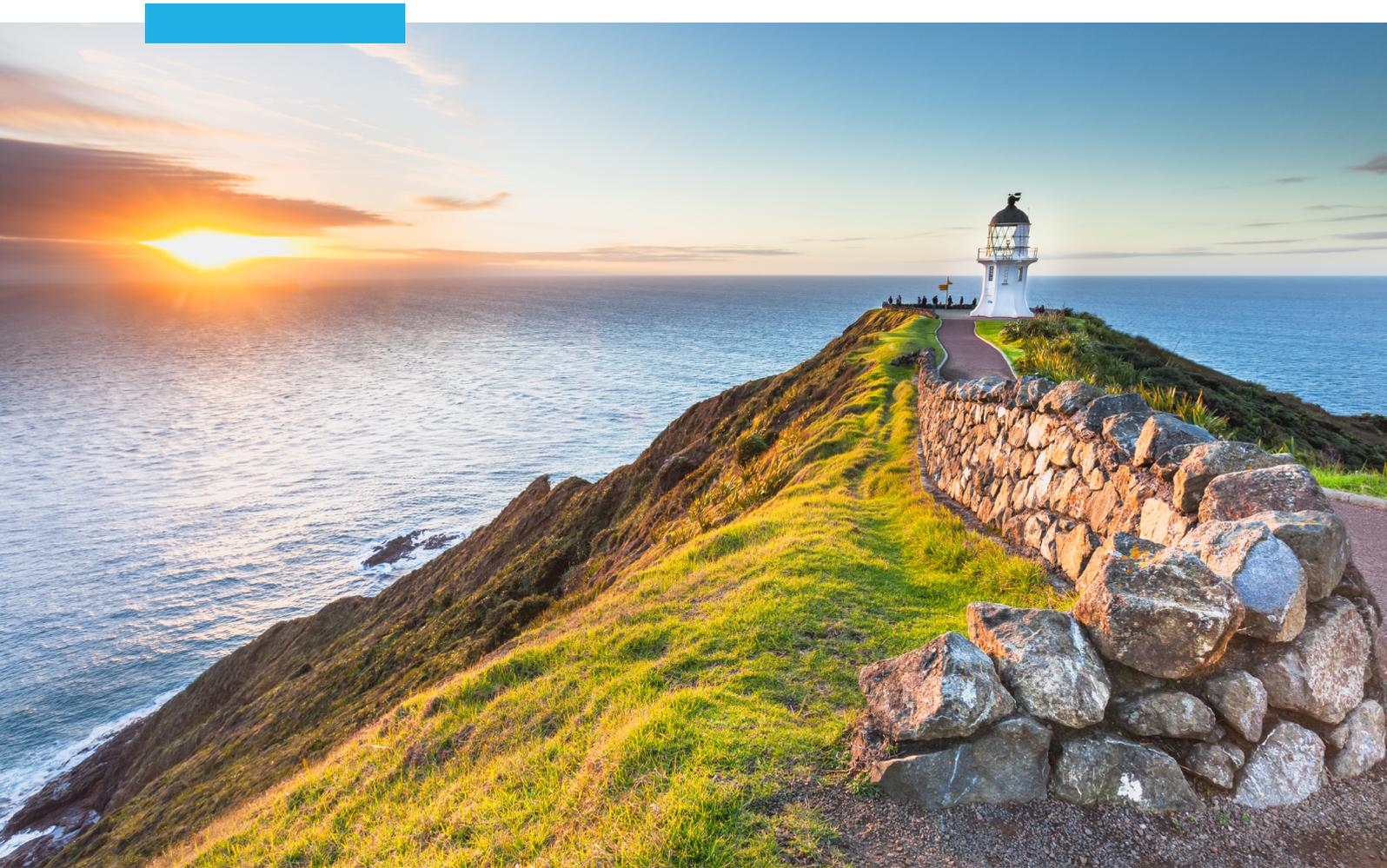




FAR NORTH DISTRICT COUNCIL

# RESIDENT OPINION SURVEY



RESEARCH REPORT  
June 2017

# Contents

## Resident Opinion Survey

<b>1</b>	<b>At A Glance</b>	<b>3</b>
<b>2</b>	<b>Research Design</b>	<b>5</b>
	2.1 Context	5
	2.2 Method	5
	2.3 Sampling	5
	2.4 Performance Targets and Satisfaction Measures	6
<b>3</b>	<b>Roading and Footpaths</b>	<b>7</b>
<b>4</b>	<b>Stormwater, Water Supply and Sewerage System</b>	<b>10</b>
<b>5</b>	<b>Waste Management</b>	<b>13</b>
<b>6</b>	<b>Council Facilities</b>	<b>15</b>
	6.1 Use of Council Facilities	15
	6.2 Satisfaction with Council Facilities	16
<b>7</b>	<b>Contacting the Council</b>	<b>20</b>
<b>8</b>	<b>Building and Resource Consent Management</b>	<b>23</b>
<b>9</b>	<b>Strategic Planning and Policy</b>	<b>24</b>
<b>10</b>	<b>Governance and Strategic Administration</b>	<b>26</b>
	10.1 Overall Performance and Priority Areas	26
	10.2 Keeping Residents Informed	28
<b>11</b>	<b>Appendix One: Benchmarking</b>	<b>30</b>
<b>12</b>	<b>Appendix Two: Sample Profile</b>	<b>33</b>

## Disclaimer

Research First notes that the views presented in the report do not necessarily represent the views of Far North District Council. In addition, the information in this report is accurate to the best of the knowledge and belief of Research First Ltd. While Research First Ltd has exercised all reasonable skill and care in the preparation of information in this report, Research First Ltd accepts no liability in contract, tort, or otherwise for any loss, damage, injury or expense, whether direct, indirect, or consequential, arising out of the provision of information in this report.

# AT A GLANCE

Higher satisfaction levels than 2016



90% +19

Satisfied with **recycling stations**



90% +4

Satisfied with **public libraries**



83% +21

Have **heard of their community board**



78% +5

Satisfied with **refuse transfer stations**



77% +4

Satisfied with **public cemeteries**



69% +2

Satisfied with the **water supply**



68% +12

Satisfied with **District Pools** (mean)



56% +19

Satisfied with **public toilets**



56% +3

Satisfied with **coastal access**



44% +3

Satisfied with **car parking**



34% +1

Satisfied with **local urban footpaths**



21% 0

Satisfied with **local roads**

# AT A GLANCE

## Lower satisfaction levels than 2016



70% -10

Satisfied with the **sewerage system**



64% -2

Satisfied with the **service they received** when making contact with the Council



56% -6

Satisfied with **parks & reserves**



35% -17

35% think the Council is **doing a good job of keeping the community informed**



31% -14

Of 45 users, 31% are satisfied with the **building consent process**



28% -4

Satisfied with **urban stormwater drains**



25% -24

Of 36 users, 25% are **satisfied with the resource consent process**



24%\*

Satisfied with the **overall performance** of the Far North District Council. 51% gave neutral responses to this question.



21% -39

Aware of **changes to the District Plan** and **opportunities to participate**



20% -9

Feel **informed** about the **Council's District Plan**



\*This question was not asked in the 2016 Resident Survey.

# 2

## Research Design

### 2.1 Context

The Far North District, as the name suggests, is situated at the northernmost end of New Zealand. The District has a population of 55,731<sup>1</sup>, who reside in three wards: Te Hiku (in the north), Kaikohe-Hokianga (in the west), and Bay of Islands-Whangaroa (in the east).

Far North District Council conducts an annual survey of residents to gather feedback about the services and facilities the Council offers. This survey helps the Council to understand how well the residents think services are being provided (whether directly by the Council or via its contractors).

The survey also offers an opportunity to assess how residents feel about the Council and the District, and the opportunities they provide.

The key service areas tested in the 2017 residents' survey were:

- Roading & Footpaths
- Stormwater, Water Supply & Sewerage System
- Waste Management
- Council Facilities
- Council Services
  - » Contacting the Council
  - » Building & Resource Consent Management
- Strategic Planning & Policy
- Governance & Strategic Administration

### 2.2 Method

In line with previous surveys, the 2017 survey was conducted by landline phone.

Telephone surveys are ideally suited to surveying large, geographically dispersed populations exactly like the Far North District's. Data collection is efficient and representative of all communities, because quotas for locations and demographics can be accurately monitored and controlled.

### 2.3 Sampling

Following a pilot testing phase, data collection took place between 27<sup>th</sup> May and 13<sup>th</sup> June 2017.

Data collection was randomised within each household to ensure the sample included a range of respondents based on age, location and gender, with a quota system being used to ensure the sample was representative of the population as per Census 2013 statistics.

500 interviews were completed. A full demographic breakdown of the sample is shown in the Appendix.

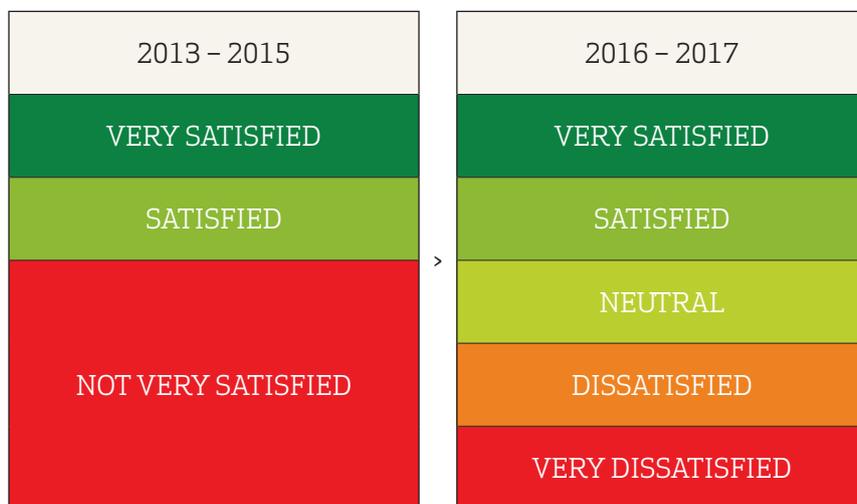
<sup>1</sup> [http://www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-about-a-place.aspx?request\\_value=13069&tabname=](http://www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-about-a-place.aspx?request_value=13069&tabname=)

## 2.4 Performance Targets and Satisfaction Measures

Findings have been presented in relation to 2016/17 targets for Key Performance Indicators (KPI) as identified in the 2015-2025 Long Term Plan<sup>2</sup>.

These targets were created based on a 3-point satisfaction scale used in the resident surveys from 2013 – 2015. However, in 2016, a new 5-point scale was introduced to measure satisfaction. This scale has been carried forward into 2017.

Figure 2.1: Satisfaction scale comparison



To ensure consistency with Audit NZ requirements, satisfaction in this report (including for the purpose of tracking progress against KPIs) is reported as the proportion answering satisfied or very satisfied.

Respondents answering don't know or not applicable have been excluded from calculations. Where figures from the 2016 survey are reported these have been calculated in the same way to enable robust comparisons. The figures therefore differ in places from those published in the 2016 report as these were reported with don't know answers included.

Figures in the report have been rounded. Where categories have been combined for reporting (e.g. satisfied and very satisfied) calculations have been based on the unrounded figures for complete accuracy. In some cases there may appear to be discrepancies but this is the effect of rounding. For example, water supply had 43.609% satisfied (rounded up to 44%) and 25.564% very satisfied (rounded up to 26%) with a total of 69.173% satisfied (rounded down to 69%).

<sup>2</sup> <https://www.fndc.govt.nz/your-council/strategic-planning/long-term-plan-2015-2025/FNDC-Long-Term-Plan-2015-25-Final-Published-Optimised.pdf>

# 2

## Roading and Footpaths

- 21% satisfied with local roads.  
**Performance target not met** (2016/2017 target: 57% satisfied).
- 34% satisfied with local urban footpaths.  
**Performance target not met** (2016/2017 target: 62% satisfied)
- Perceptions of roads and footpaths were broadly consistent amongst residents from the different wards in the District.
- Residents in rural areas were significantly more likely to be dissatisfied or very dissatisfied with local roads compared to residents in urban areas.
- Satisfaction has remained consistent: 21% were satisfied with local roads and 33% were satisfied with footpaths in 2016.
- Open comments from residents who indicated dissatisfaction with roading and/or footpaths focused on the road surfaces being of poor quality (e.g. containing potholes, corrugation).

Figure 3.1: Satisfaction with roading and footpaths

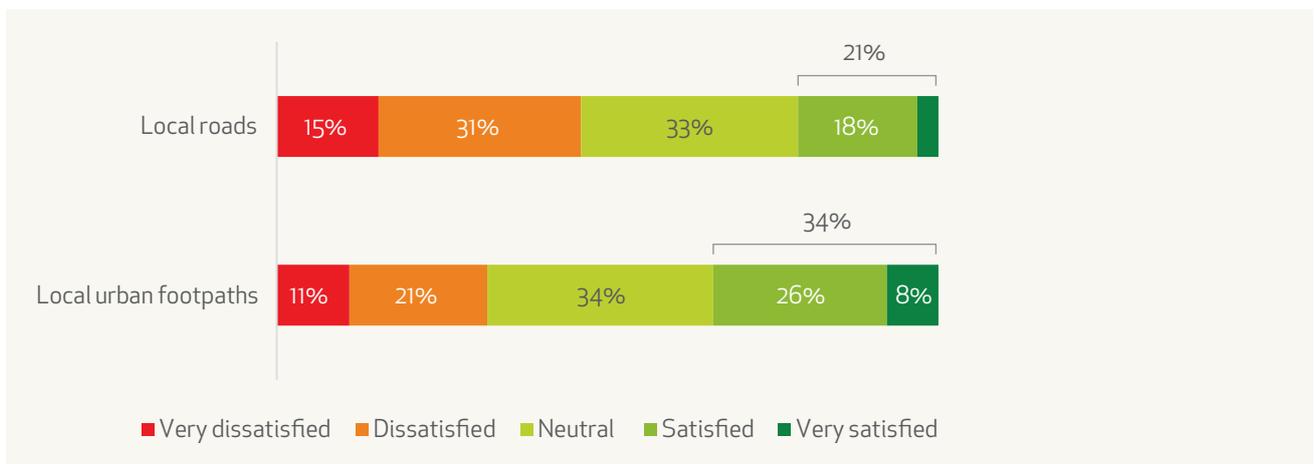


Table 3.1: Satisfaction with roading and footpaths by ward

		Te Hiku	Bay of Islands-Whangaroa	Kaikohe-Hokianga	Total Sample
Local roads	Very dissatisfied	18%	12%	19%	15%
	Dissatisfied	28%	32%	33%	31%
	Neutral	33%	37%	25%	33%
	Satisfied	20%	16%	19%	18%
	Very satisfied	2%	4%	4%	3%
	<b>Number of respondents</b>	<b>163</b>	<b>225</b>	<b>112</b>	<b>500</b>
Footpaths	Very dissatisfied	12%	8%	15%	11%
	Dissatisfied	28%	17%	17%	21%
	Neutral	34%	34%	35%	34%
	Satisfied	21%	30%	25%	26%
	Very satisfied	5%	10%	8%	8%
	<b>Number of respondents</b>	<b>163</b>	<b>225</b>	<b>112</b>	<b>500</b>

Table 3.2: Satisfaction with roading and footpaths by location

		Rural (country)	Town (urban)	Rural urban fringe (outskirts of a town)	Total sample
Local roads	Very dissatisfied	20%	8%	13%	15%
	Dissatisfied	32%	28%	31%	31%
	Neutral	30%	38%	34%	33%
	Satisfied	15%	24%	17%	18%
	Very satisfied	3%	2%	4%	3%
	<b>Number of respondents</b>	<b>258</b>	<b>127</b>	<b>115</b>	<b>500</b>
Footpaths	Very dissatisfied	12%	9%	11%	11%
	Dissatisfied	16%	25%	28%	21%
	Neutral	41%	28%	27%	34%
	Satisfied	24%	30%	27%	26%
	Very satisfied	8%	9%	7%	8%
	<b>Number of respondents</b>	<b>258</b>	<b>127</b>	<b>115</b>	<b>500</b>

Table 3.3: Reasons for dissatisfaction with roading and footpaths

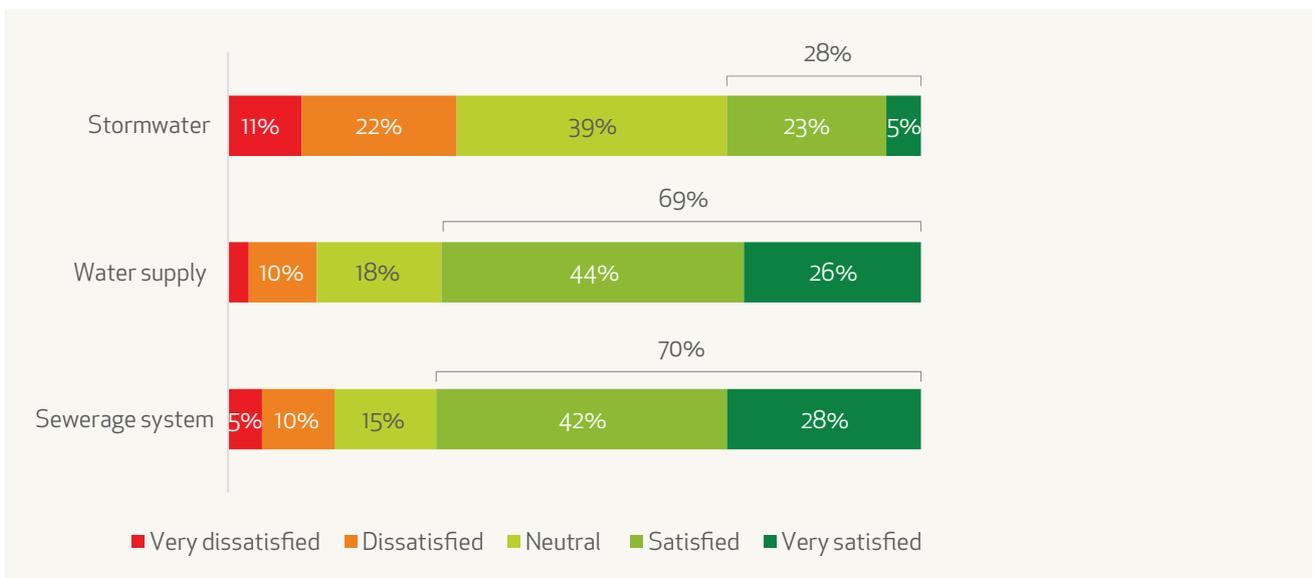
	<b>%</b>	<b>Number of respondents</b>
Poor quality road surface (e.g. potholes, corrugation)	52%	151
Need for more regular maintenance	26%	76
Need footpaths/ more footpaths	24%	69
Poor quality footpath surfaces (e.g. cracked, uneven)	20%	60
More sealed roads required	18%	52
Road grading issues	8%	23
Repairs done poorly/ need longer-term fixes	8%	22
Traffic management systems inadequate (eg speed limits, signage)	7%	20
Repairs too slow	6%	18
Road slippages/ washouts	5%	15
Roads too narrow	4%	11
Drainage/ runoff issues	3%	10
Heavy traffic damages road	3%	10
Footpaths too narrow/ too close to road/ no barricades	3%	9
Too much dust	3%	8
Tress/ foliage overgrown or blocking	2%	6
Other	4%	12

# 4

## Stormwater, Water Supply and Sewerage System

- 28% satisfied with stormwater drains in urban areas.  
**Performance target not met** (2016/2017 target: 60%).
  - Reasons for dissatisfaction included flooding and lack of stormwater infrastructure maintenance.
  - 25% of residents are on the District water supply (with 71% on their own supply of water).
- Of these, 69% are satisfied with the Council provided water supply<sup>3</sup>.  
**Performance target not met** (2016/2017 target: 85%).
  - The main reason for dissatisfaction was that the water tasted of chemicals or chlorine.
  - 29% of residents are connected to the District wastewater sewerage system.
- Of these, 70% are satisfied with the system.  
**Performance target not met** (2016/2017 target: 85%).
  - Reasons for dissatisfaction focused on there being capacity/overflow issues.
  - Compared to 2016:
    - » Satisfaction with the stormwater system has dropped slightly from 32% to 28%.
    - » Satisfaction with the water supply has risen slightly from 67% to 69%.
    - » Satisfaction with the sewerage system has dropped from 80% to 70%.

Figure 4.1: Satisfaction with stormwater, water supply & sewerage system



<sup>3</sup>. Percentages are accurate after rounding.

Table 4.1: Satisfaction with stormwater, water supply & sewerage system by ward

		Te Hiku	Bay of Islands-Whangaroa	Kaikohe-Hokianga	Total sample
Stormwater	Very dissatisfied	13%	8%	12%	11%
	Dissatisfied	23%	24%	20%	22%
	Neutral	40%	36%	45%	39%
	Satisfied	20%	26%	21%	23%
	Very satisfied	4%	6%	4%	5%
	<b>Number of respondents</b>	<b>163</b>	<b>225</b>	<b>112</b>	<b>500</b>
Water supply	Very dissatisfied	5%	3%	0%	3%
	Dissatisfied	5%	11%	13%	10%
	Neutral	21%	16%	19%	18%
	Satisfied	42%	42%	48%	44%
	Very satisfied	26%	28%	19%	26%
	<b>Number of respondents</b>	<b>38</b>	<b>64</b>	<b>31</b>	<b>133</b>
Sewerage system	Very dissatisfied	6%	2%	8%	5%
	Dissatisfied	8%	19%	0%	10%
	Neutral	13%	17%	17%	15%
	Satisfied	38%	43%	54%	42%
	Very satisfied	36%	19%	21%	28%
	<b>Number of respondents</b>	<b>72</b>	<b>47</b>	<b>24</b>	<b>143</b>

Table 4.2: Reasons for dissatisfaction with stormwater, water supply & sewerage system

		%	Number of respondents
<b>Stormwater</b>	Flooding	55%	90
	Need for more regular maintenance	25%	42
	Water runoff from roads creates issues	13%	21
	Blockages/ drains filled with debris	12%	20
	Drains cannot cope with heavy rainflow	12%	19
	More drains required	10%	17
	System needs upgrading	7%	11
	Environmental concerns	6%	10
	Locations of drains not right	5%	9
	Drains not large/deep enough	3%	5
	Council inaction in fixing drainage issues	2%	4
	Flooding causes scouring damage	2%	3
	Other	5%	8
<b>Water supply</b>	Taste – chlorinated/chemical	59%	10
	Clarity of water	24%	4
	Cost of service	24%	4
	Odour	18%	3
	Usage restrictions	12%	2
	Continuity of supply	6%	1
<b>Sewerage system</b>	Capacity/ overflow issues	45%	10
	Upgrades needed	27%	6
	Unpleasant smell	18%	4
	Cost	18%	4
	Blockages	5%	1

# 5

## Waste Management

- 12% of residents (n=61) have used the community recycling stations in the last 12 months.
- 90% of users are satisfied with community recycling stations.  
**Performance target exceeded** (2016/2017 target: 82%).
- 70% of residents have used the Council rubbish and recycling facilities at refuse transfer stations in the last 12 months.
- 78% of users are satisfied with refuse transfer stations.  
**Performance target not met** (2016/2017 target: 80%).
- Satisfaction with waste management has improved from 2016 where 71% of users were satisfied with refuse transfer stations and 73% were satisfied with recycling stations.
- Satisfaction with waste management remains stable from 2016.

Figure 5.1: User satisfaction with recycling stations & refuse transfer stations

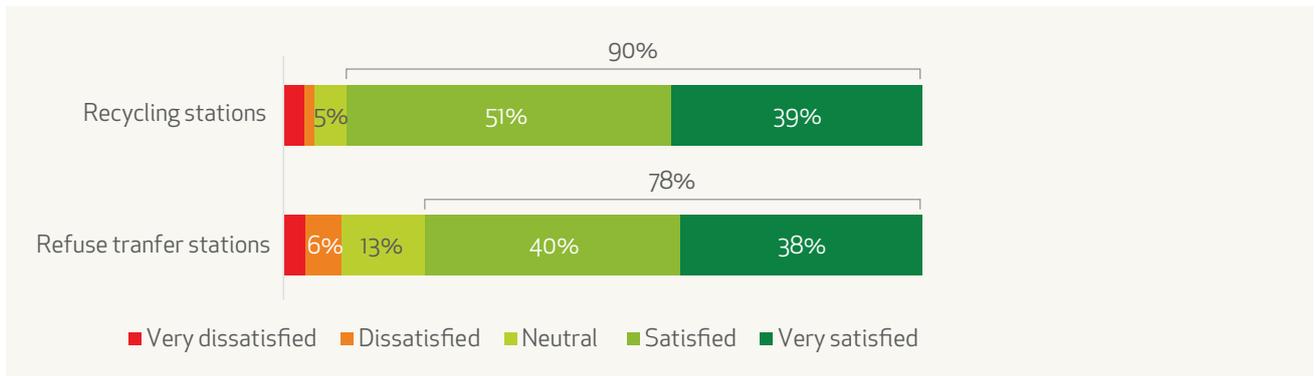


Table 5.1: Satisfaction with recycling stations & refuse transfer stations by ward

		Te Hiku	Bay of Islands-Whangaroa	Kaikohe-Hokianga	Total sample
Community recycling stations	Very dissatisfied	0%	7%	0%	3%
	Dissatisfied	0%	3%	0%	2%
	Neutral	0%	3%	8%	5%
	Satisfied	60%	43%	58%	51%
	Very satisfied	40%	43%	35%	39%
	<b>Number of respondents</b>	<b>5</b>	<b>30</b>	<b>26</b>	<b>61</b>
Refuse transfer stations	Very dissatisfied	4%	5%	1%	3%
	Dissatisfied	7%	7%	2%	6%
	Neutral	12%	15%	12%	13%
	Satisfied	37%	38%	47%	40%
	Very satisfied	41%	35%	37%	38%
	<b>Number of respondents</b>	<b>138</b>	<b>121</b>	<b>89</b>	<b>348</b>

Table 5.2: Reasons for dissatisfaction with recycling stations & refuse transfer stations

		%	Number of respondents
Recycling stations	Station noisy/smelly/disorganised	67%	2
	No roadside recycling collection	33%	1
Refuse transfer stations	Cost/expensive	44%	14
	Station noisy/smelly/disorganised	22%	7
	Don't accept all recycling types	22%	7
	Too far away/no local station	13%	4
	No roadside recycling collection	13%	4
	Opening hours do not suit	6%	2
	Other	13%	4

# 6

## Council Facilities

### 6.1 Use of Council Facilities

- Most residents have used public Council facilities in the last 12 months.
- The most commonly used facilities are public toilets, used by 66% of residents.
- Use of Council facilities varies by ward. Significantly more residents in Te Hiku Ward use public libraries and cemeteries than those in other wards.

Figure 6.1: Users of Council facilities as proportion of total respondents

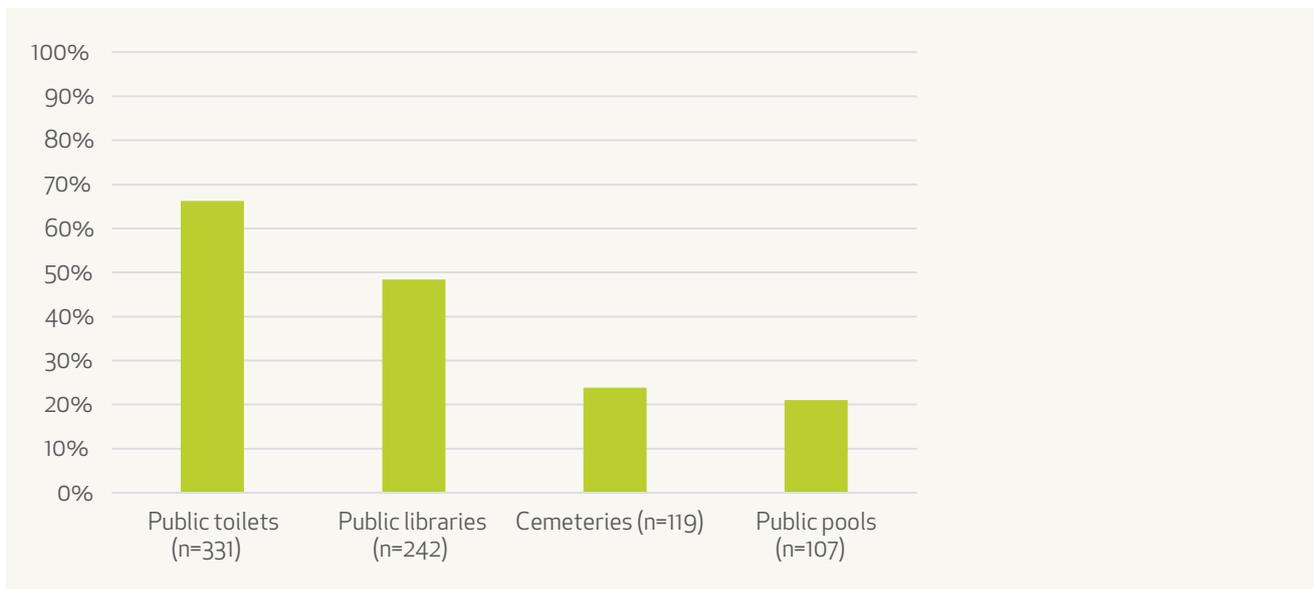


Table 6.1: Use of Council facilities by ward

	Te Hiku	Bay of Islands-Whangaroa	Kaikohe-Hokianga	Total sample
Public library	58%	47%	38%	48%
Cemeteries	32%	15%	30%	24%
Kawakawa Pool	1%	12%	4%	7%
Kerikeri Pool	1%	12%	4%	6%
Kaitaia Pool	13%	2%	1%	5%
Kaikohe Pool	1%	2%	8%	3%
Public toilets	67%	66%	65%	66%
<b>Number of respondents</b>	<b>163</b>	<b>225</b>	<b>112</b>	<b>500</b>

## 6.2 Satisfaction with Council Facilities

- Levels of satisfaction with Council facilities overall were high. Council facilities with the greatest proportion of users stating that they were satisfied included:
  - » Public libraries
  - » Kaikohe Pool
  - » Public cemeteries
- Satisfaction was fairly similar across wards, with the only significant difference being that residents in Te Hiku were significantly more satisfied with public libraries than residents in other wards.
- The performance targets for public cemeteries and Kaikohe Pool were met.
- The amalgamated result for all district pools is the mean of the individual pools' results. At 68%, this is below the performance target. However, it is within the error margins of the survey, so it is reasonable to say that this has been met overall.
- Satisfaction with cemeteries, coastal access, public toilets, car parking and pools has all increased since 2016.
- There were few statistically significant differences in perceptions by ward.
  - » A significantly higher proportion of residents in the Kaikohe-Hokianga Ward were dissatisfied with public toilets.
  - » A significantly higher proportion of residents in the Bay of Islands-Whangaroa Ward were dissatisfied with coastal access
  - » A lower proportion of residents in Te Hiku Ward were dissatisfied with Council-provided car parking, though the proportion satisfied was in line with other wards.

Table 6.2: Performance of Council facilities against targets

	Performance Target	Achieved 2017	Achieved 2016
Public cemeteries	62%	77% ✓	73% ✓
Parks & reserves	90%	56%	62%
Coastal access	80%	56%	53%
Public toilets	62%	56%	37%
Car parking	80%	44%	41%
Public libraries	94%	90%	86%
Kaikohe Pool	70%	80% ✓	-
Kaitaia Pool	70%	67%	-
Kawakawa Pool	70%	58%	-
Kerikeri Pool	70%	69%	-
District provided pools (mean of individual results)	70%	68%	56%

Figure 6.2: Satisfaction with Council facilities<sup>4</sup>

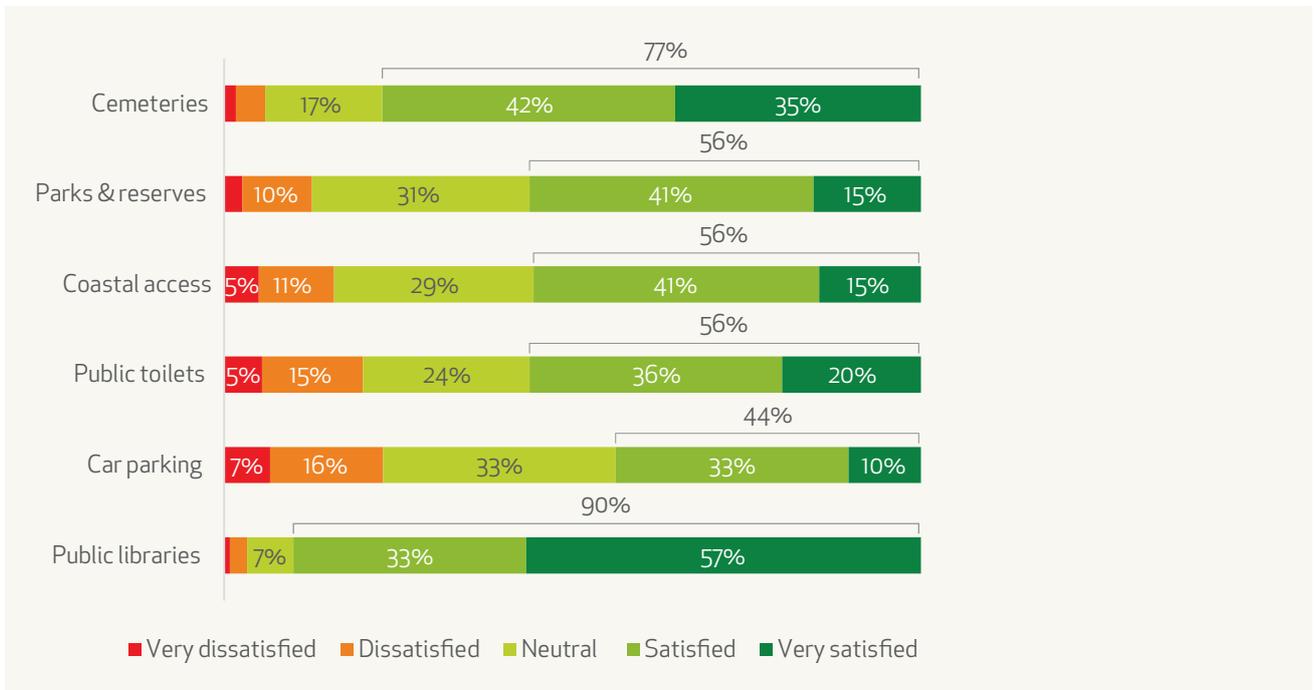
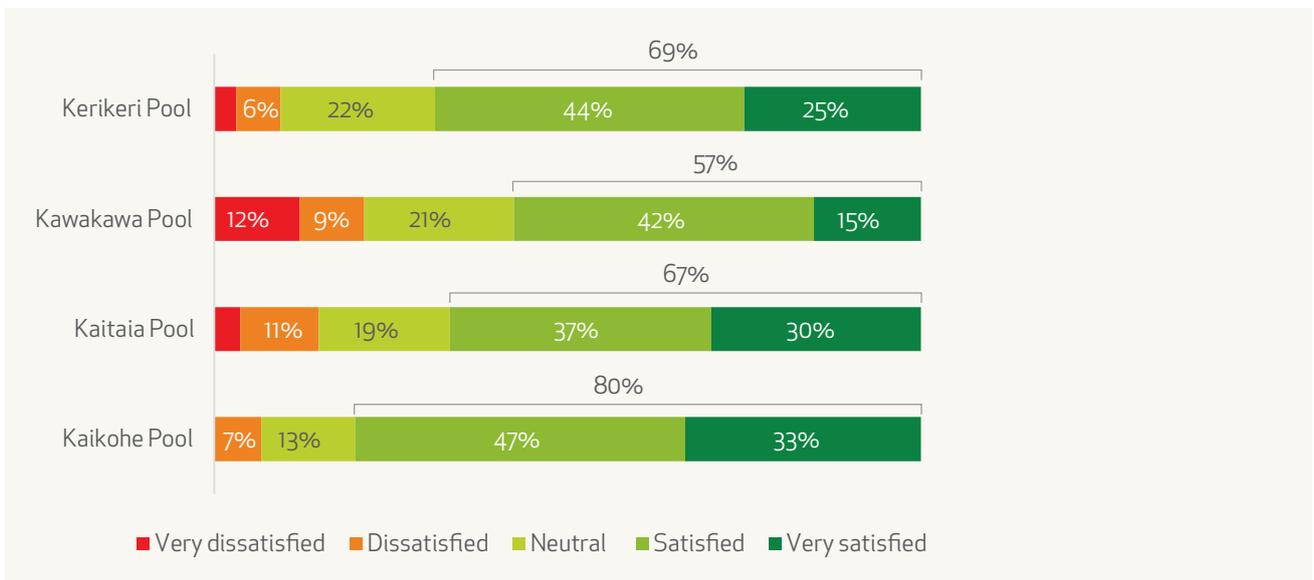


Figure 6.3: Satisfaction with Council swimming pool<sup>5</sup>



4. Figures in the charts have been rounded so may not total 100%

5. Sample sizes for pool users were low so results should be viewed with some caution (Kerikeri Pool n=32, Kawakawa Pool n=33, Kaitaia Pool n=27, Kaikohe Pool n=15)

- The main reason given for dissatisfaction with Council facilities was that there were not enough facility options.
- Residents also cited the main reason for their dissatisfaction with coastal access was the limited amount of beach access.
- Over half of the comments regarding how public toilets can be improved were that they require more frequent cleaning.
- When invited to comment on any Council facilities, many residents made positive comments, mostly about public libraries.

Table 6.3: Reasons for dissatisfaction with Council facilities

	%	Number of respondents
Not enough options	51%	32
Better maintenance required (e.g. lawnmowing, rubbish)	25%	16
Need more children's play areas	17%	11
Poor standard of children's play areas	10%	6
Not safe enough	8%	5
Lack of exercise areas for dogs	3%	2
Other	16%	10

Table 6.4: Reasons for dissatisfaction with coastal access

	%	Number of respondents
No/poor access to the beaches	52%	41
Roads to beaches are in poor condition	10%	8
Boat ramps and marinas in poor condition	10%	8
Beaches are far away	9%	7
Other	15%	12

Table 6.5: Suggestions to improve public toilets

	%	Number of respondents
More frequent cleaning	56%	37
Maintenance/upgrade	35%	23
Better level of cleaning	27%	18

Table 6.6: Comments regarding Council facilities

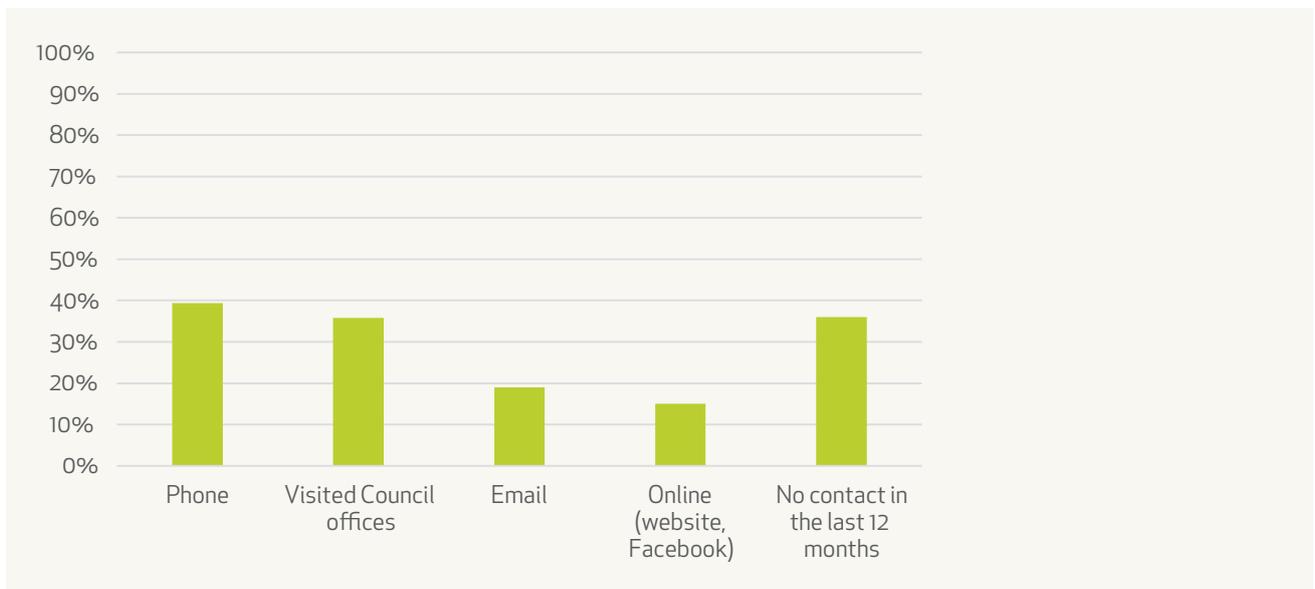
	<b>%</b>	<b>Number of respondents</b>
Positives re. public libraries	18%	60
Non-specific positives	8%	27
Pools - upgrades/more pools needed	6%	18
Pools should be warmer/allow for year-round use	4%	13
Library needs more books	4%	12
Various improvements to the library suggested	3%	10

# 7

## Contacting the Council

- 64% of respondents have had some form of contact with the Council in the last 12 months. The most popular communication methods were visiting Council offices and by phone.

Figure 7.1: Contact with Council in previous 12 months



- 64% satisfied with the service they received when making contact with the Council.

**Performance target not met** (2016/2017 target: 77%)

- Residents gave a wide variety of reasons for contacting Council.
- The most common reason for contacting the Council was for a service request or to make a complaint regarding rates.
- Suggestions to improve Council contact service included dealing with queries more quickly.
- Satisfaction remains stable. In 2016, 66% were satisfied with their contact with Council.

Figure 7.2: Satisfaction with service received when contacting Council

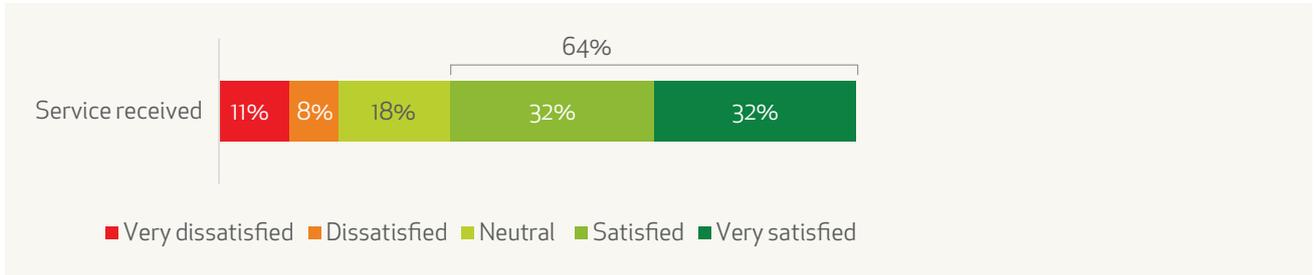


Table 7.1: Reasons for contacting Council

	%	Number of respondents
Service request/complaint - rates	30%	95
Service request/complaint - building and resource consents	14%	46
Service request/complaint - dogs	13%	41
Service request/complaint - roading or footpaths	10%	33
Service request/complaint - other building/property-related	6%	19
Service request/complaint - waste management/illegal dumping	4%	14
Service request/complaint - stormwater	4%	12
Paying a bill/ rates	3%	11
Service request/complaint - landscaping	3%	10
Service request/complaint - business/economy	3%	10
Service request/complaint - sewerage	3%	8
Looking for general information	3%	8
Service request/complaint - fire	3%	8
Service request/complaint - water supply	2%	7
Dealing with a complaint (unspecified/other)	2%	6
Service request/complaint - parking	2%	5
Service request/complaint - septic tanks	2%	5

Table 7.2: Suggestions to improve service received when contacting Council

	<b>%</b>	<b>Number of respondents</b>
Deal with my query more quickly	33%	20
Better communication overall (answer queries, follow-up)	32%	19
Keep me informed about how it is handling my complaint	20%	12
Staff improvements (eg more knowledgeable, less officious)	12%	7

# 8

## Building and Resource Consent Management

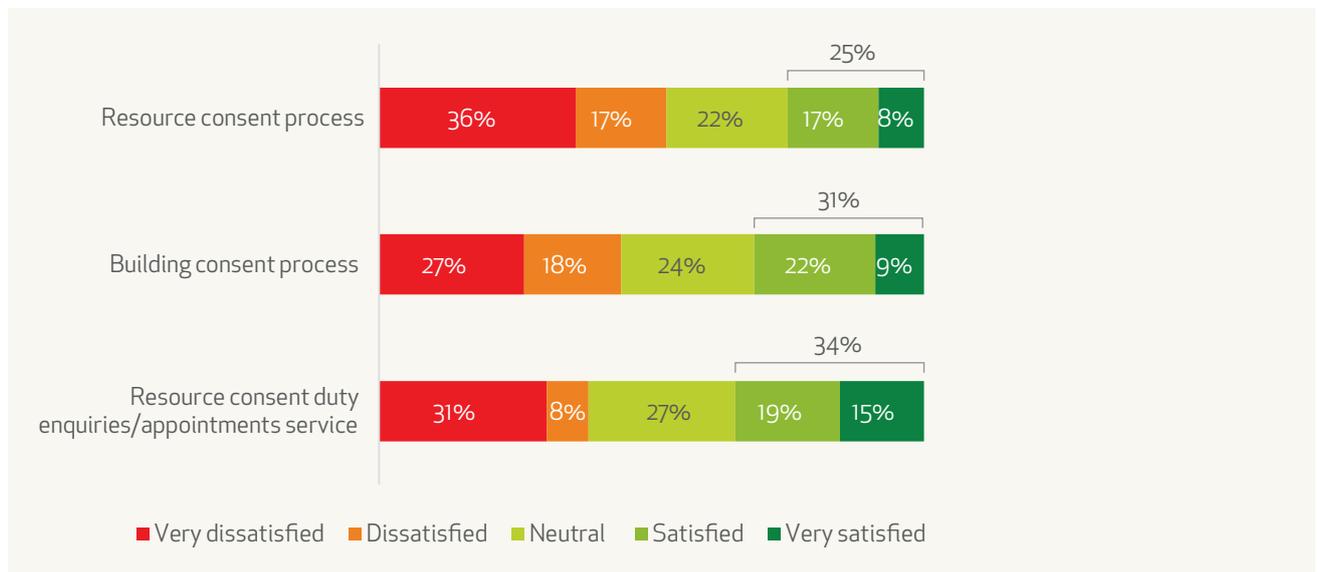
Results in this section should be viewed with extreme caution due to low sample sizes. Margins of error are extremely high and comparisons with 2016 data are not robust. 2016 figures are provided for reference only.

- 7% of respondents (n=36) used the resource consent service in the last 12 months
- 25% of these users were satisfied with the resource consent process (49% in 2016)
- 9% (n=45) used the building consent process in the last 12 months
- 31% of these users were satisfied with the building consent process (45% in 2016).

**Performance target not met** (2016/2017 target for building and resource consent: 60%)

- 5% (n=26) have made an appointment or enquiry regarding these processes in the past year. Of these, 35% were satisfied with the experience (54% in 2016).

Figure 8.1: Satisfaction with resource and building consent process experience



# 9

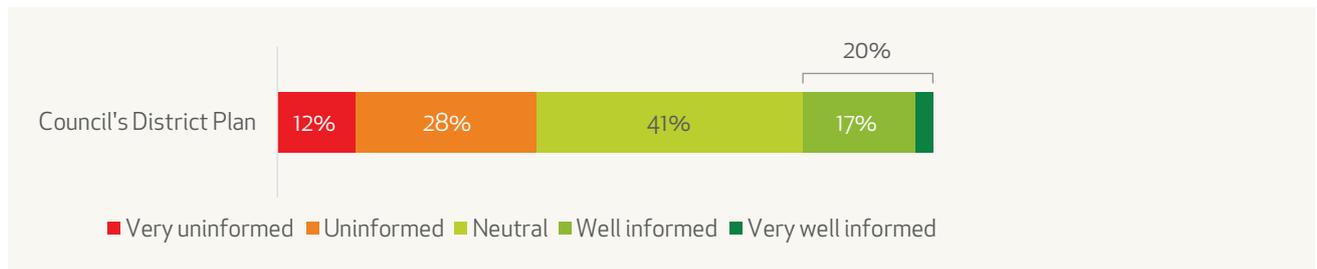
## Strategic Planning and Policy

- 20% of respondents feel well-informed or very well-informed about the Council's District Plan

**Performance target not met** (2016/2017 target: 50%)

- This has decreased 9% from 2016.

Figure 9.1: Feeling informed about the Council's District Plan

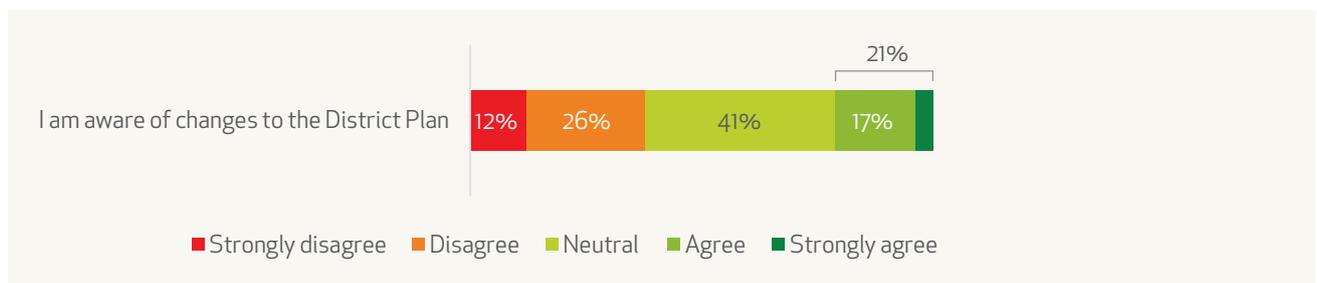


- 21% agree or strongly agree that they are aware of changes to the District Plan and opportunities as to where they can participate in these plan changes.

**Performance target not met** (2016/2017 target: 30%)

- In 2016, 60% indicated that they were satisfied with ease of access to information in relation to the District Plan change processes and opportunities for participation. The change in the question wording means results are not directly comparable.

Figure 9.2: Aware of changes to the District Plan



- 17% of Maori respondents felt well-informed or very well-informed about the work the Council is doing

**Performance target not met** (2016/2017 target: 70%)

Whilst the total that felt well or very well-informed is in line with the sample as a whole, a significantly higher proportion of Maori respondents stated that they felt uninformed and a lower proportion gave a neutral response.

Figure 9.3: Feeling informed about what the Council is doing – Maori respondents

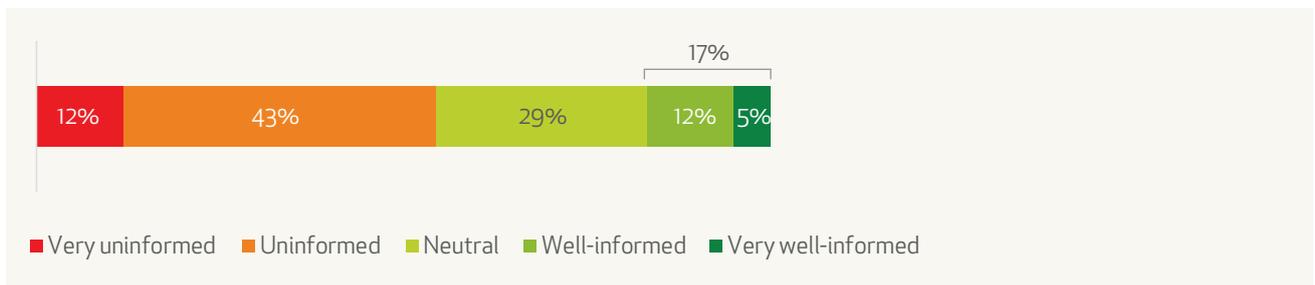


Table 9.3 Perceptions of Strategic Planning and Policy by Ward

	Te Hiku Ward	Bay of Islands-Whangaroa Ward	Kaikohe-Hokianga Ward	Total sample
Feel informed about the Council's District Plan	21%	21%	16%	20%
Agree they are aware of changes to the District Plan and where they can participate in these changes	21%	23%	18%	21%
Feel informed about what the Council is doing	18%	19%	13%	17%

Analysis by ward shows no significant difference in how informed residents feel.

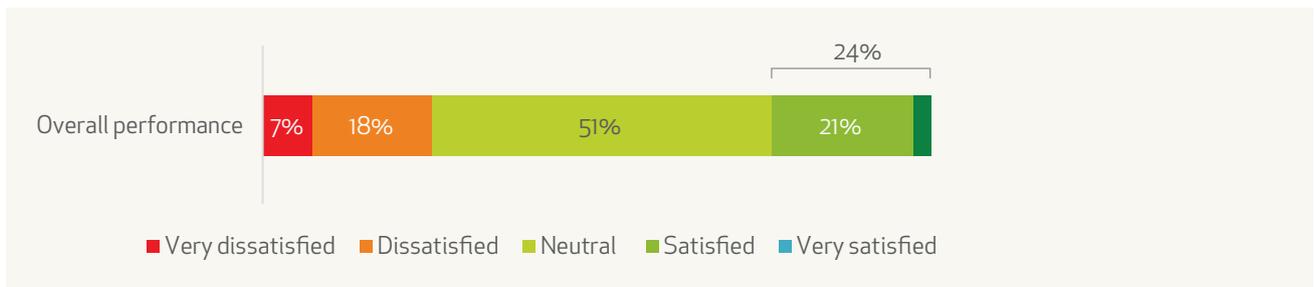
# 10

## Governance and Strategic Administration

### 10.1 Overall Performance and Priority Areas

- A quarter of respondents (24%) are satisfied with the overall performance of the Far North District Council. A high proportion of respondents (51%) gave a neutral response indicating low levels of engagement with Council.<sup>6</sup>
- There were no significant differences in the overall satisfaction levels of residents across wards: 23% Te Hiku, 25% Bay of Islands-Whangaroa, 21% Kaikohe-Hokianga.
- Overwhelmingly, the issue residents felt important for the Council to address in the coming 12 months is roading, identified by half of all respondents.
- Also important to address are wastewater, stormwater, and footpaths.

Figure 10.1: Satisfaction with overall performance of Council



<sup>6</sup> There is no performance target for this measure, because it is not a Long Term Plan Key Performance Indicator.

Table 10.1: Services and facilities the Council should give high priority to over the next 12 months

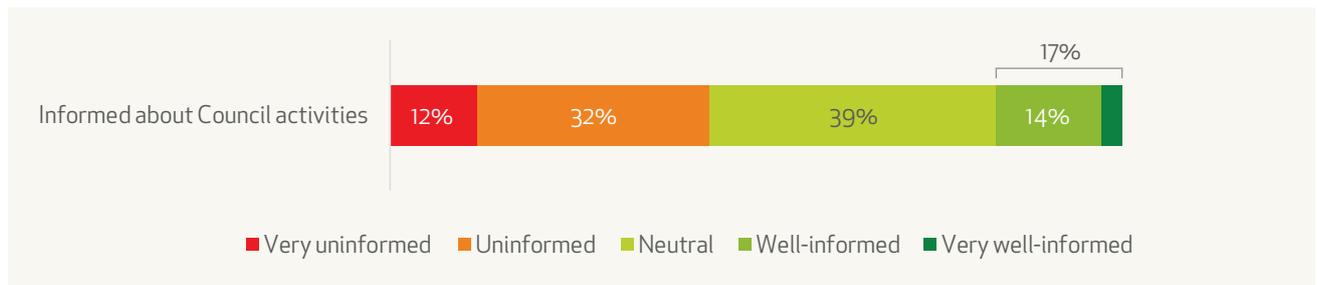
	<b>%</b>	<b>Number of respondents</b>
Roading	50%	252
Wastewater, stormwater	14%	69
Footpaths	13%	65
Recycling/waste services	9%	45
Water issues	8%	41
Beautification, upgrade, maintenance, cleaning of town/urban areas	8%	41
Traffic management systems	8%	39
Recreation/sports facilities/sportsgrounds	7%	34
Parks/playgrounds	7%	34
Building issues (e.g. zoning, consents)	5%	26
Parking	5%	25
Sewerage	4%	22
Council expenditure & rates	4%	20
Public toilets	4%	20
Youth services/facilities	4%	21
Community consultation	3%	13
Street lighting	2%	12
Animal/pest control	2%	12
Marine (e.g. beach access, boating)	2%	11
Cycle lanes/tracks	2%	10
Environmental conservation	2%	10
Landscaping	2%	10

## 10.2 Keeping Residents Informed

- 17% of respondents felt well-informed or very well-informed about the work the Council is doing<sup>7</sup>

**Performance target not met** (2016/2017 target: 80%)

Figure 10.2: Feeling informed about what the Council is doing



- 83% of respondents have heard of the community board that operates in their area

**Performance target met** (2016/17 target: 73% aware)

- Awareness has increased from 2016 where 62% were aware of their local community board.<sup>8</sup>

Table 10.2: Levels of Awareness of the Local Community Boards

	%	Number of respondents
I have never heard of it	17%	84
I have heard of it but I don't know anything about it	33%	165
I have heard of it and know a bit about what it does	39%	194
I have detailed knowledge of the work the community board does that interests or affects me	9%	46
I have detailed knowledge of everything the community board does	2%	11

7. Due to a change in question wording, time series data is not available for this measure.

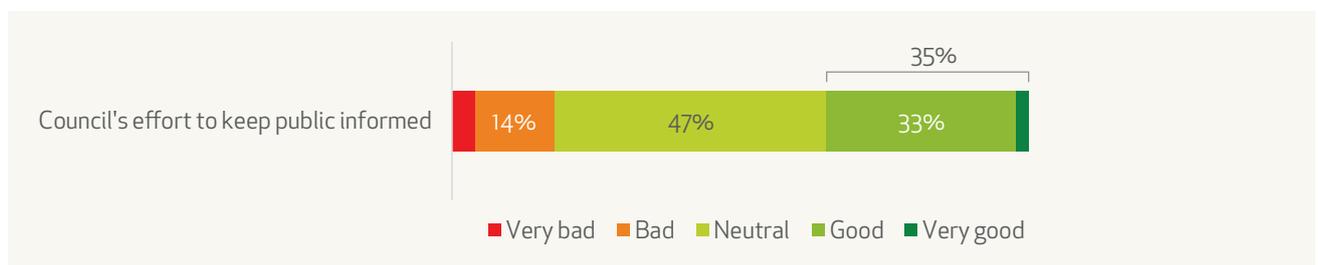
8. The question was changed in 2017 to provide greater detail on levels of awareness. In 2016 residents were simply asked if they were aware of not.

Table 10.3: Suggestions to how Council could improve the way the residents are kept informed

	%	Number of respondents
Via letter/mail drop	19%	42
Via local newspapers	16%	35
Via Facebook/website/other social media	14%	30
Via email	11%	24
Nothing/I don't want more information	7%	15
Provide more information as to what's happening	5%	10
Via face-to-face/meetings	4%	9
Via TV or radio	4%	9
Increase community input	3%	7
Increase visibility in community	2%	5
Include information in rates bill	2%	5

- Only a third (35%) of residents rated the Council's effort to keep the public informed as good or very good.<sup>9</sup>
  - » Performance seems to have dropped in this area. In 2016, 52% of residents rated the effort as good or very good.
  - » There were no significant differences between 2017 results when analysed by ethnicity of respondent: 34% NZ European, 34% Maori, 40% Other ethnicities rated Council performance in this area as good.
  - » There were no significant differences when the 2017 results were analysed by Ward: 36% Te Hiku, 38% Bay of Islands-Whangaroa and 29% Kaikohe-Hokianga felt Council efforts to keep the public informed were good.

Figure 10.3: Council effort to keep public informed



9. No performance target for this measure, because it is not a Long Term Plan Key Performance Indicator.

## Appendix One: Benchmarking

Comparisons between results recorded by councils in similar areas are provided to add context to results. When viewing the results there are a number of factors to bear in mind that may influence recorded results:

1. Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, significance of rural industry and broad demographic profile. The districts are very different in other areas that may impact on results.
2. Sample sizes and data collection methods differ slightly between councils.
3. Question wording and response scales differ between councils.

Response scales have been combined for comparison as follows. Blue cells showing responses that make up the proportion satisfied.

*Note: FNDC results in this section are reported including the neutral point in the scale.*

1 - Extremely dissatisfied	1 - Very dissatisfied	1 - Very dissatisfied	1 - Dissatisfied
2 - Very dissatisfied	2 - Dissatisfied	2 - Dissatisfied	
3 - Quite dissatisfied			
4 - Quite satisfied	3 - Neutral		
5 - Very satisfied	4 - Satisfied	3 - Satisfied	
6 - Extremely satisfied	5 - Very satisfied	4 - Very satisfied	2 - Satisfied

The results shown here are a good indication of comparative performance between similar councils and identify where different approaches in service areas may be worthy of further investigation to identify best practice.

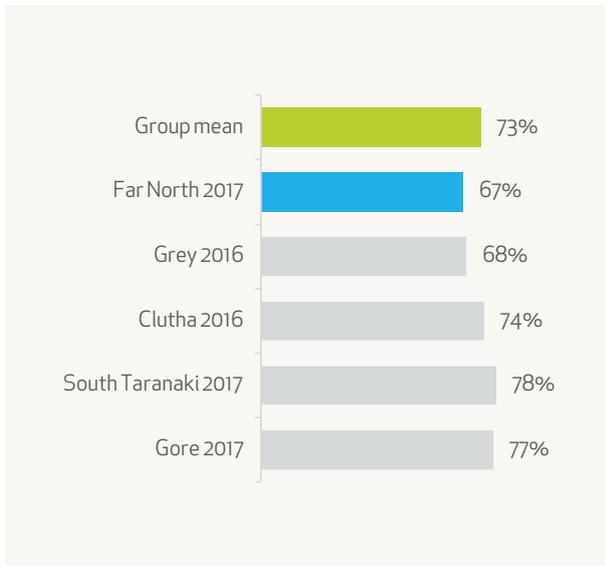
The benchmark comparisons should not be viewed as rankings.

Comparisons are shown where three or more councils have asked a question around the same service area, facility or issue.

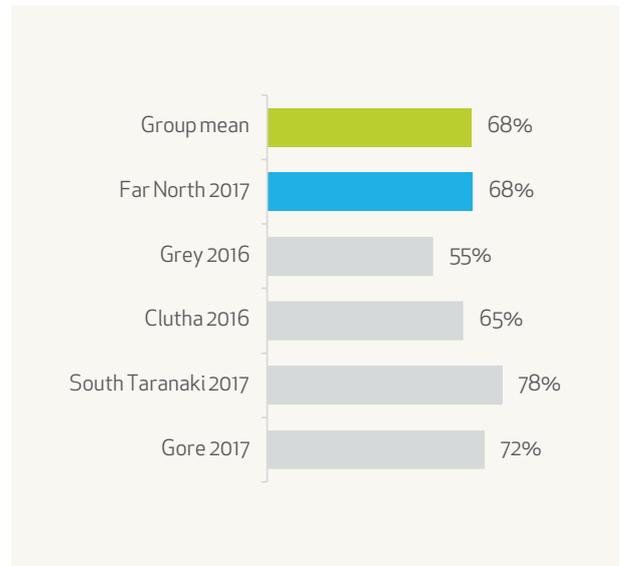
Councils included in this comparison:

- Far North District Council: 5-point question scales, 500 respondents
- Gore: 2017 survey results, 5-point question scales, 446 respondents
- South Taranaki: 2017 survey results, 5-point question scales, 402 respondents
- Ashburton: 2017 survey results, 2-point question scales, 500 respondents
- Clutha: 2016 survey results, 4-point question scales, 313 respondents
- Grey: 2016 survey results, 6-point question scales, 350 respondents

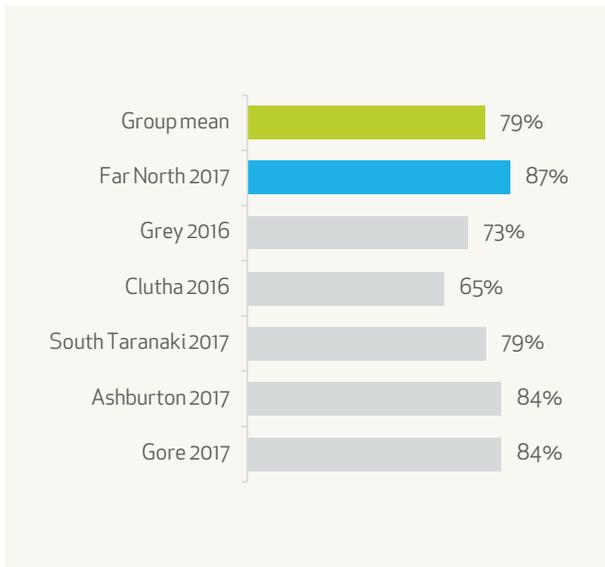
### Stormwater services



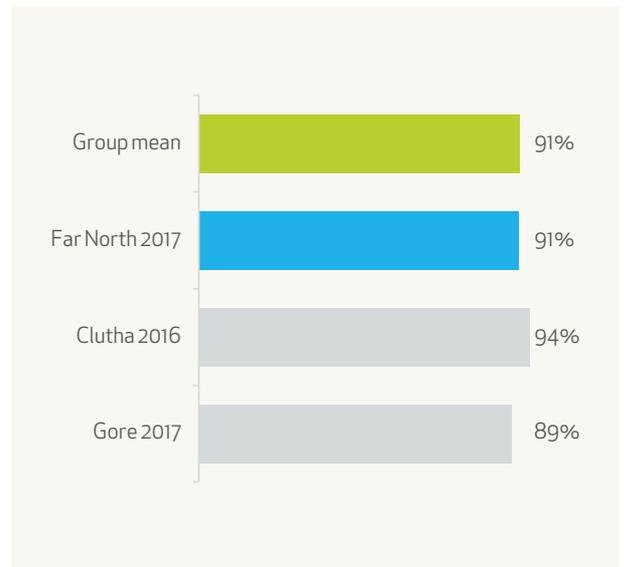
### Footpaths



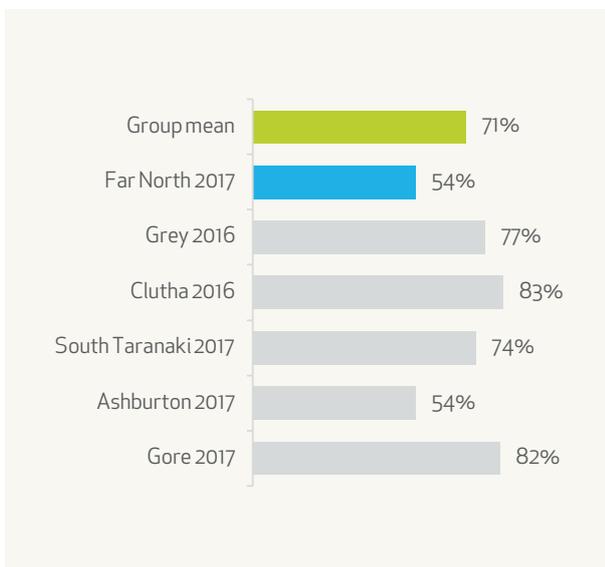
### Water supply



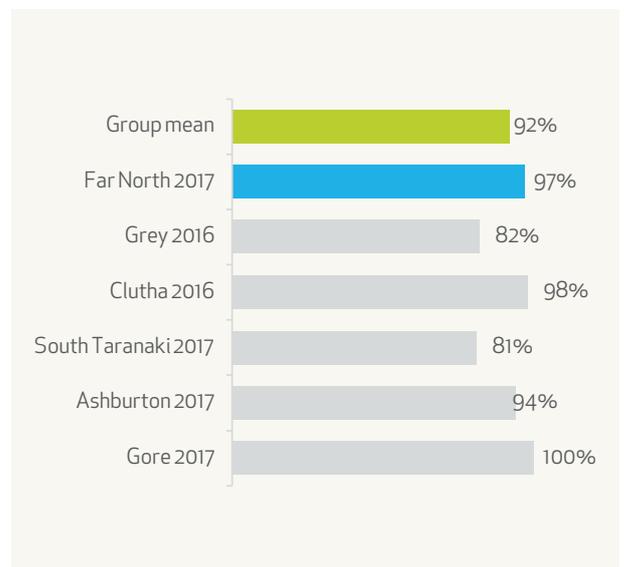
### Transfer stations/dumps



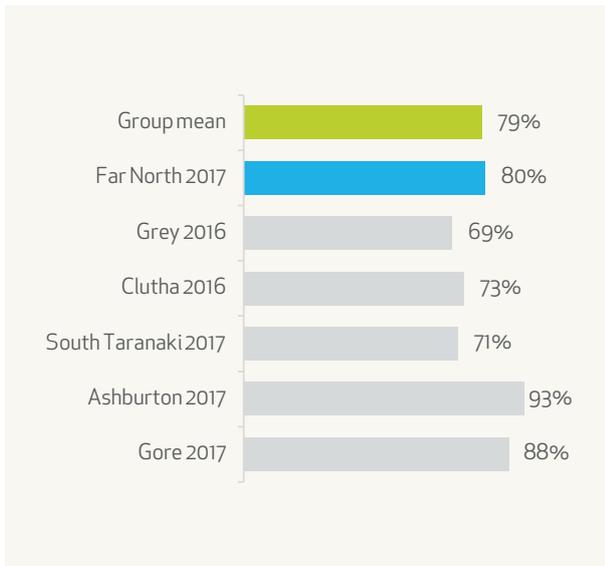
### Local roads



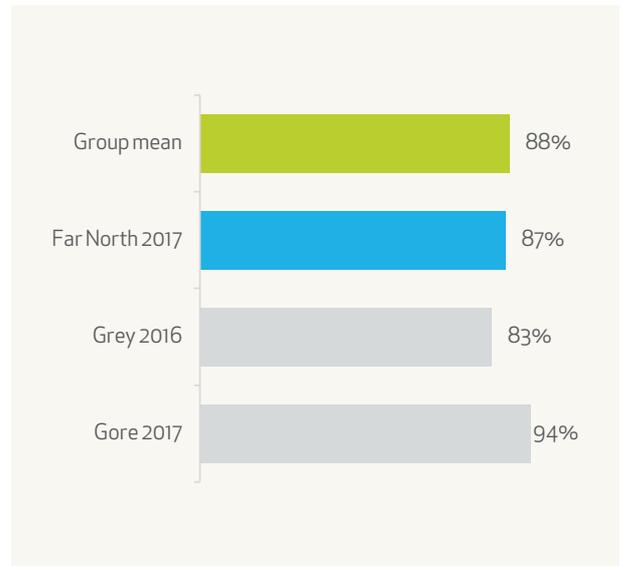
### Library



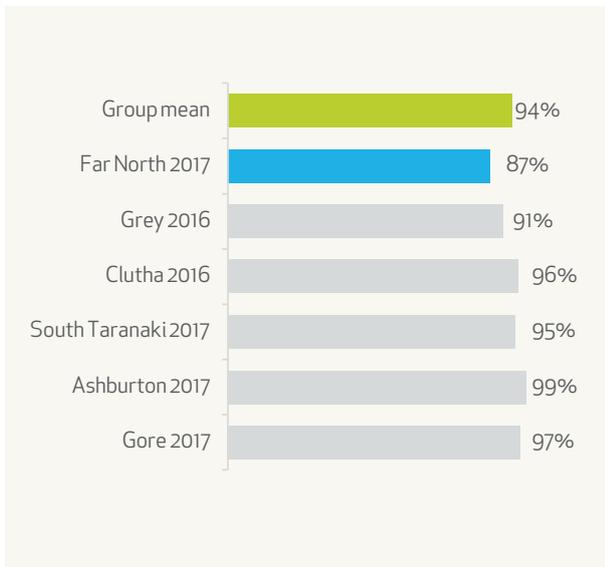
### Public toilets



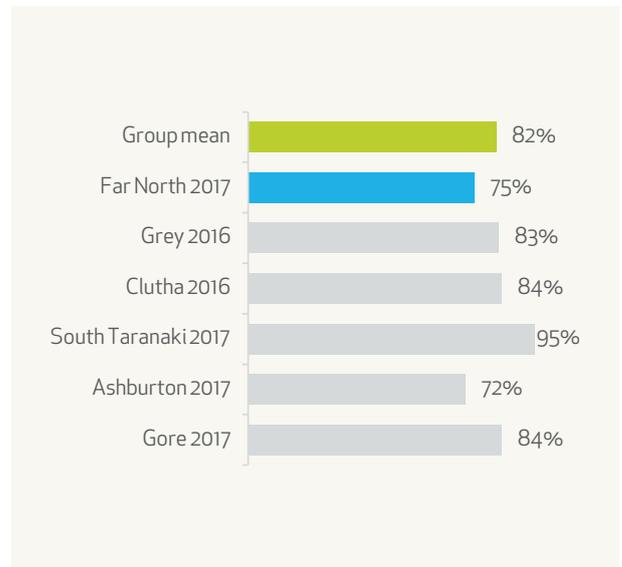
### Community Pools



### District parks and reserves



### Overall satisfaction with Council performance



### Cemeteries



# 12

## Appendix Two: Sample Profile

Table 11.1 Achieved sample by key demographics

	%	Number of respondents
18 - 39	27%	134
40 - 59	38%	192
60+	35%	174
Male	49%	245
Female	51%	255
Te Hiku	33%	163
Bay of Islands-Whangaroa	45%	225
Kaikohe-Hokianga	22%	112
NZ European	76%	380
Maori	26%	129
Other European	6%	30
Asian	1%	5
Pacific Peoples	1%	5
Other	1%	4
Ratepayer	78%	389
Renter	13%	63
Both ratepayer and renter	1%	6
Don't pay rent or rates	8%	41
Rural	52%	258
Urban	25%	127
Rural urban fringe	23%	115
<b>Total sample</b>		<b>500</b>



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