



Kaipara District Council 2020 Annual Residents' Survey

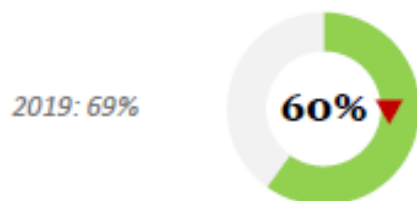
Method

- The methodology involves a postal to online survey measuring the performance of the Kaipara District Council, together with a dashboard reporting of progress across three waves.
- A total sample size of n=825 was achieved with data collected over three periods; from 29 October to 27 November 2019, 27 February to 1 April 2020, and 11 May to 4 June 2020.*
- 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 2018 Census.

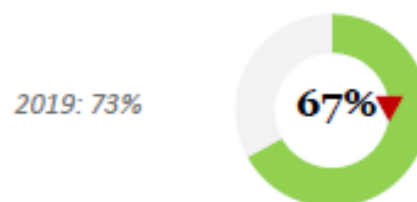
**Survey invitations will be increased to 1,500 invitations per wave , in order to collect a minimum of n=333 interviews (n=1,000 for the 2020-2021 reporting period).*

Key Findings

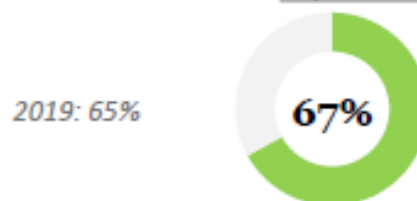
2020 OVERALL Satisfaction (% satisfied – scoring 6 to 10)



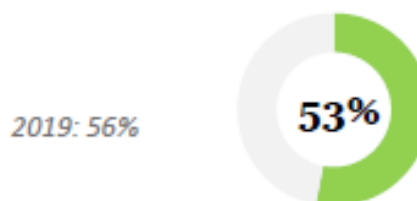
Quality of Services and Facilities



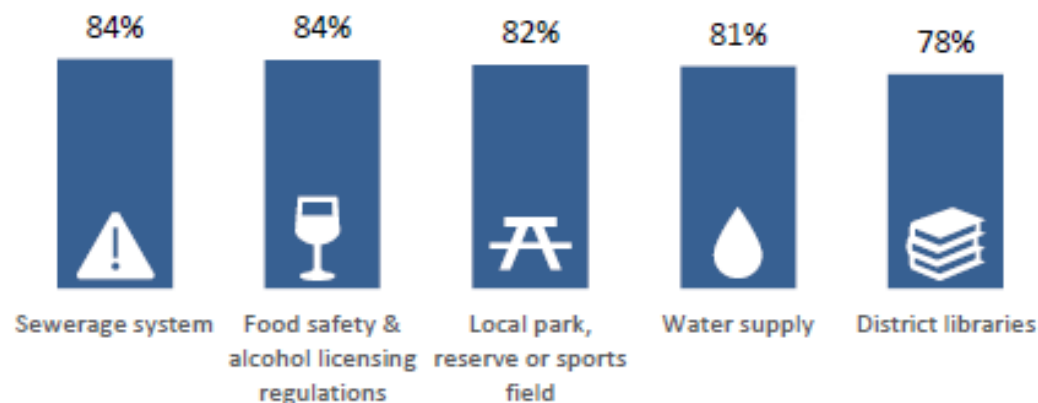
Reputation



Value for money



Top 5 Best Performing Services and Facilities (% satisfied – scoring 6 to 10)

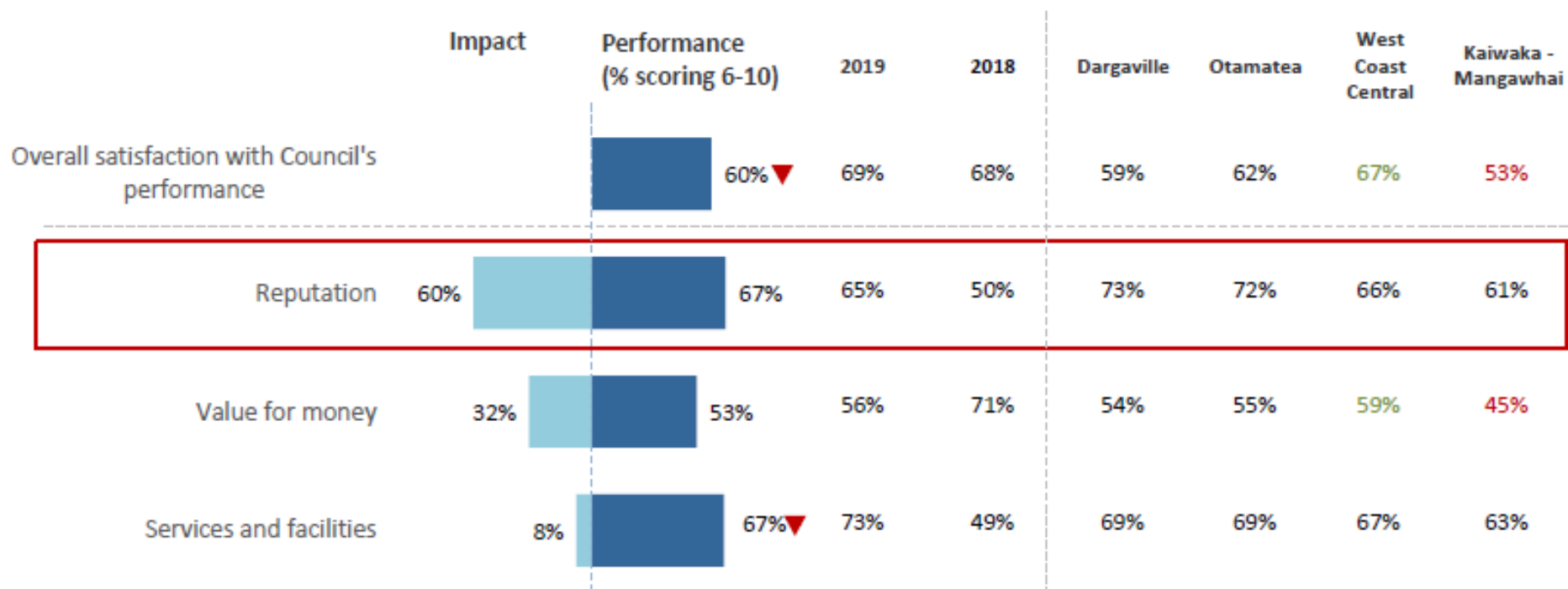


Key Opportunities for Improvement



Overall perceptions of Council's performance is most strongly influenced by Overall reputation, followed by Value for money

Overall level drivers



▲ Significantly higher than last year
▼ Significantly lower than last year

Significantly higher than other ward (s)
Significantly lower than other ward (s)

NOTES:

1. Sample: 2020 n=825; 2019 n=402, Dargaville n=172, Otamatea n=193, West Coast Central n=195, Kaiwaka-Mangawhai n=265
2. Q50: Overall, how satisfied are you with the Kaipara District Council?
3. Q49a: How would you rate the Kaipara District Council for its overall reputation?
4. Q42a: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?
5. Q39: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?

The quality and maintenance of *Roading and footpaths* is the main driver of perceptions for Council's performance regarding *Services and facilities* and since this area has a low satisfaction score, the strategy should be to improve current service levels

Services and Facilities

	Impact	Performance (% scoring 6-10)	2019	2018	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Services and facilities	8%	67%▼	73%	71%	69%	69%	67%	63%
Roading and footpaths	38%	40%▼	55%	53%	41%	40%	41%	40%
Council's facilities	24%	79%▼	85%	82%	80%	81%	82%	73%
Other services	19%	70%▼	76%	73%	68%	75%	69%	68%
Consent services	19%	48%	51%	66%	44%	46%	49%	49%
Water management: Three waters	nci	58%	63%	-	66%	61%	50%	55%
Waste management	nci	61%	65%	71%	59%	62%	70%	56%

NOTES:

1. Sample: 2020 n=795; 2019 n=398, Dargaville n=279, Otamatea n=268, West Coast Central n=100, Kaiwaka-Mangawhai n=148
2. Q39: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?
3. Q29: How would you rate Kaipara District Council on their overall ROADING and FOOTPATHS?
4. Q18: How would you rate Kaipara District Council for the FACILITIES provided?
5. Q38: Thinking about OTHER services of the Kaipara District Council taking into account animal control, litter & graffiti, and protecting public health, how would you rate Kaipara District Council for these OTHER services overall?
6. Q26: How would you rate Kaipara District Council for these CONSENT services overall?
7. Q23: How would you rate your satisfaction with Council overall for its management of water in the district?
8. Q33: How would you rate Kaipara District Council for its overall WASTE MANAGEMENT?
9. nci = no current impact

▲ Significantly higher than last year

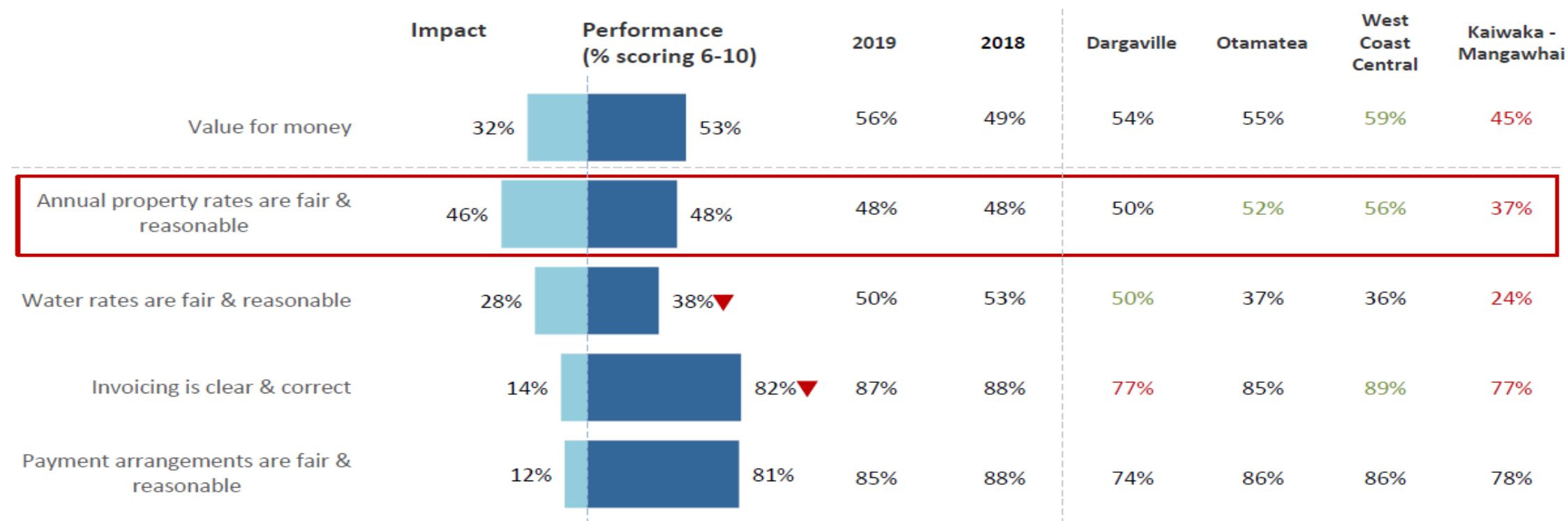
▼ Significantly lower than last year

▲ Significantly higher than other ward (s)

▼ Significantly lower than other ward (s)

Annual property rates being fair and reasonable has the greatest impact on overall perceptions of *Value for money*. Improving performance in this area will most likely influence overall performance positively

Driver analysis: Rates and value



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)

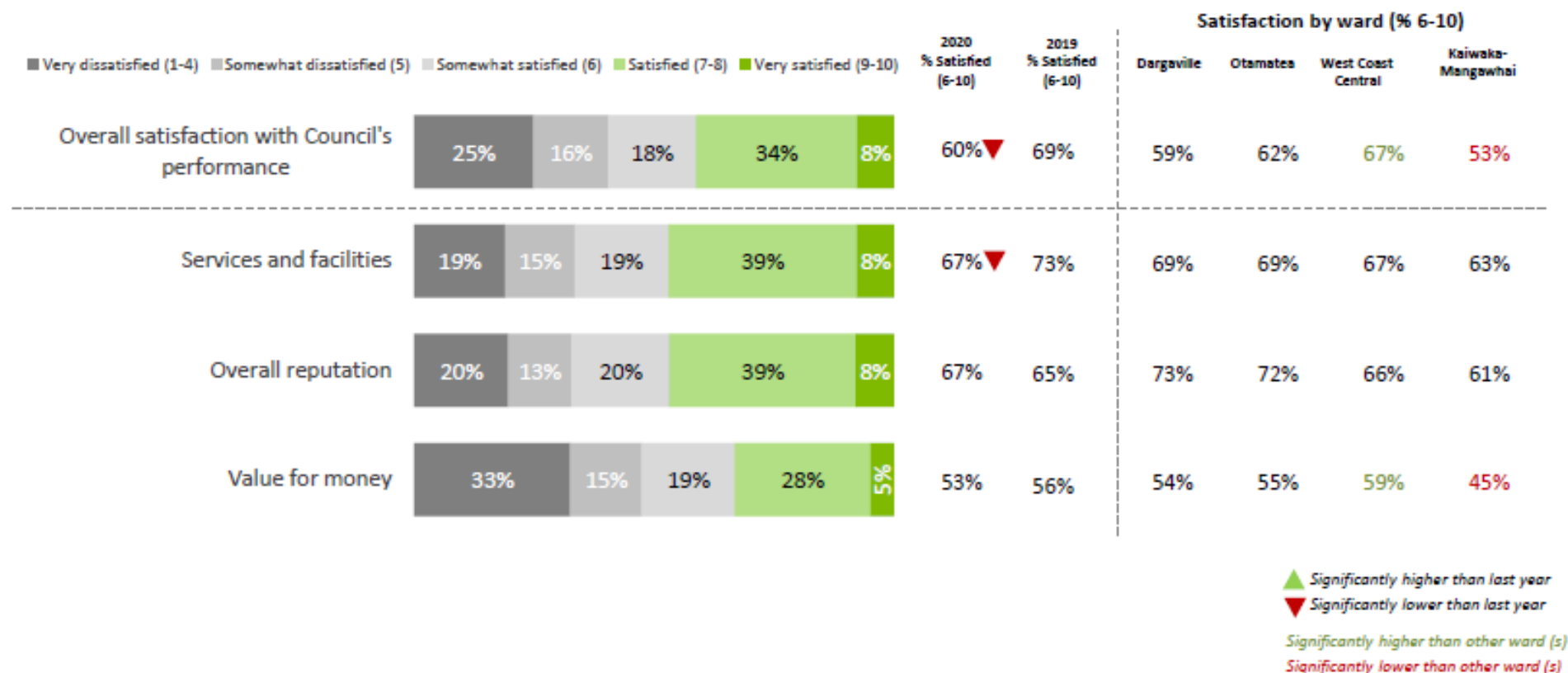
Significantly lower than other ward (s)

NOTES:

1. Sample: 2020 n=715; 2019 n=373, Dargaville n=241, Otamatea n=244, West Coast Central n=99, Kaiwaka-Mangawhai n=133
2. Q42a: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?
3. Q41: How strongly do you disagree with the following statements?

Three in five residents (60%) are satisfied with *Kaipara District Council's performance* overall. Residents in *West Coast Central* are significantly more likely to be satisfied with *Council's performance* and *Value for money* than residents in *Kaiwaka-Mangawhai*

Overall

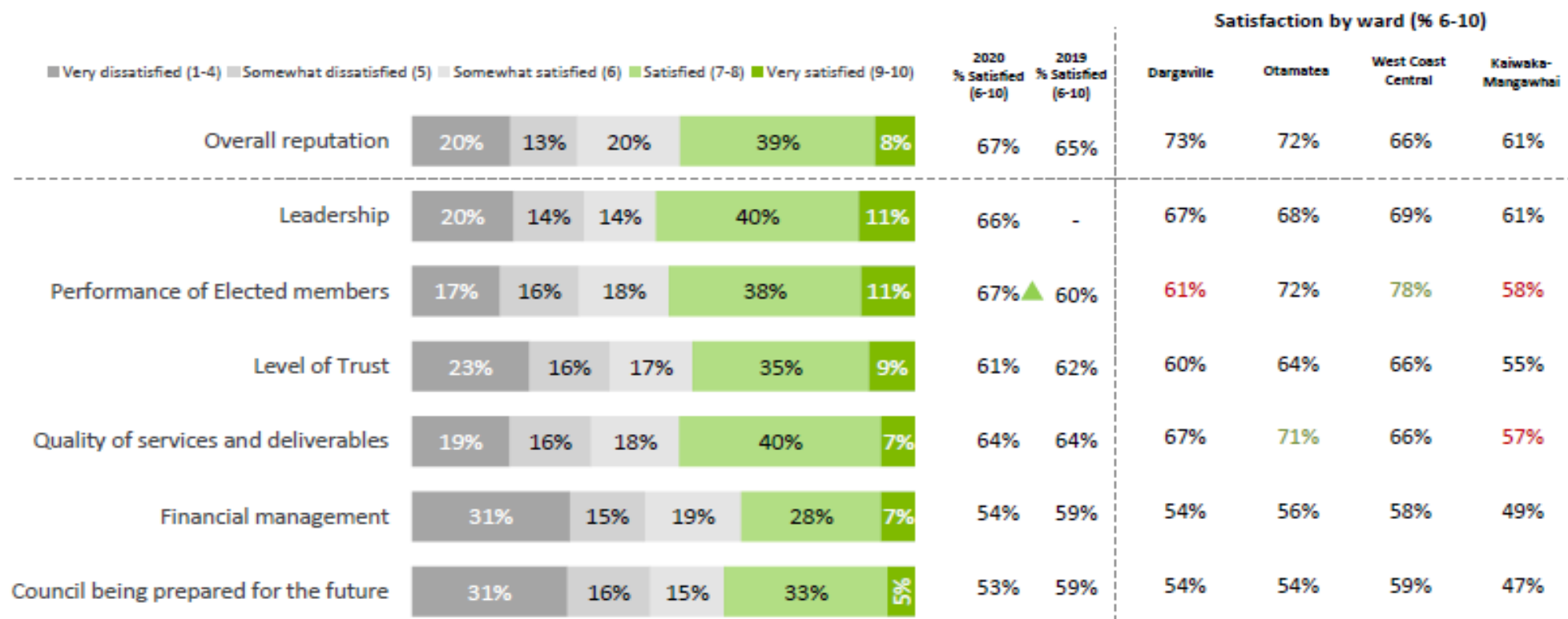


NOTES:

1. Sample: 2020 n=765; 2019 n=394, Dargaville n=270, Otamatea n=254, West Coast Central n=100, Kaiwaka-Mangawhai n=145; Excludes 'don't know'
2. Q50: Overall, how satisfied are you with the Kaipara District Council?
3. Q39: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?
4. Q49a: How would you rate the Kaipara District Council for its overall reputation?
5. Q42a: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?

The *Performance of Elected members* and *Leadership* are the top two aspects of *Council's reputation* that have the highest proportion of satisfied residents with satisfaction scores of 67% and 66%, respectively

Image and reputation



NOTES:

1. Total sample: 2020 n=743; 2019 n=390, Dargaville n=259, Otamatea n=245, West Coast Central n=97, Kaiwaka-Mangawhai n=142; Excludes 'don't know'
2. Q49a: How would you rate the Kaipara District Council for its overall reputation?
3. Q48a: How would you rate the Council for its leadership?
4. Q48f: Taking all aspects into account, how would you rate the performance of the Elected Members?
5. Q48b: How would you rate the Council in terms of the faith and trust you have in them?
6. Q48d: Overall, how would you rate the Council for the quality of the services and facilities they provide the Kaipara District?
7. Q48c: How would you rate the Council overall for its financial management?
8. Q49e: How would you rate the Council for being prepared for the future?

▲ Significantly higher than last year

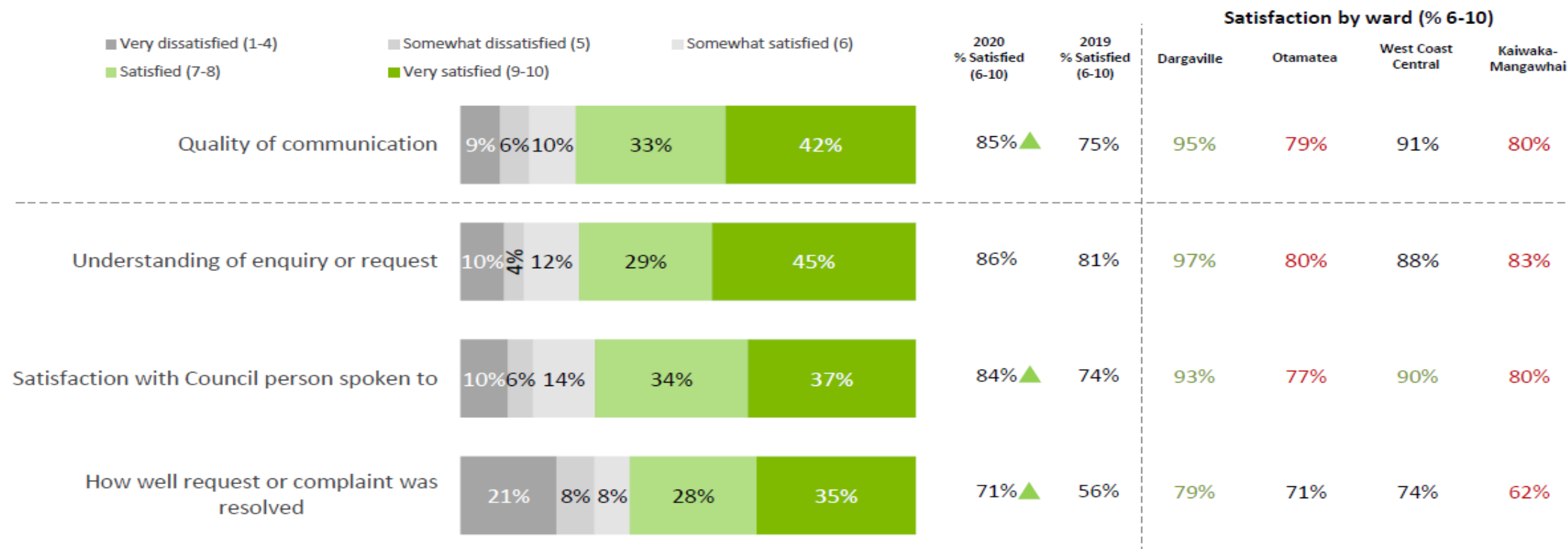
▼ Significantly lower than last year

Significantly higher than other ward (s)

Significantly lower than other ward (s)

Perceptions of *Quality of communication* and its various service aspects have improved since last year. *Dargaville* residents are more likely to be satisfied with the service areas under *Communication* than residents from the other wards

Quality of communication



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)

Significantly lower than other ward (s)

NOTES:

1. Sample: 2020 n=502; 2019 n=207, Dargaville n=168, Otamatea n=165, West Coast Central n=72, Kaiwaka-Mangawhai n=97
2. Q9c: How would you rate the quality of their communication?
3. Q9a: How would you rate your satisfaction with the Council person you spoke to?
4. Q9b: How would you rate their understanding of what you wanted?
5. Q911: And how satisfied were you with the outcome, that is how well your request or complaint was resolved?





Kaipara
District

Kaipara te Oranganui • Two Oceans Two Harbours