



Tasman District Council

**NRB
Residents Survey
2008**

Executive Summary



C. EXECUTIVE SUMMARY

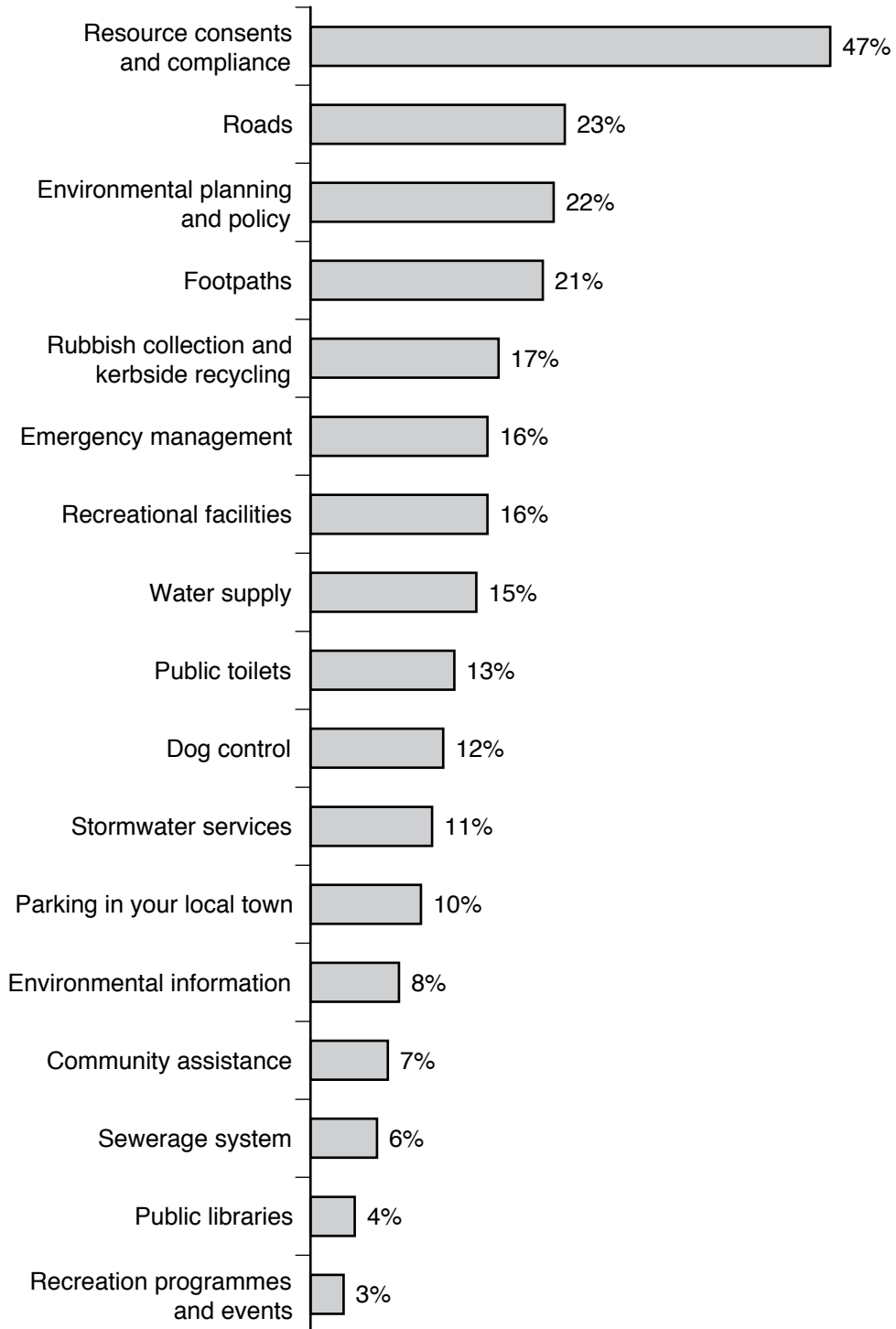
This report summarises the opinions and attitudes of Tasman District Council residents, to the services provided for them by their Council and their elected representatives.

The Tasman District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' opinions and needs will allow Council to be more responsive towards its citizens.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, and to Local Authorities on average throughout New Zealand.

Council Services/Facilities

Percent Saying They Are Not Very Satisfied With ...



The percent not very satisfied in Tasman District is higher than the Peer Group and/or National Average for ...

	<u>Tasman</u>	<u>Peer Group</u>	<u>National Average</u>
• resource consents and compliance	47%	+21%	+24%

† these percentages are the readings for town planning, including planning and inspection services

The percent not very satisfied in Tasman District is lower than the Peer Group and/or National Average for ...

	<u>Tasman</u>	<u>Peer Group</u>	<u>National Average</u>
• footpaths	21%	28%	24%
• water supply [◇]	15%	22%	10%
• public toilets	13%	16%	20%
• dog control	12%	22%	21%
• stormwater services	11%	21%	14%
• parking in your local town	10%	24%	36%
• community assistance	7%	14%	10%
• sewerage system	6%	14%	8%

◇ NB: the not very satisfied reading is slightly above the National Average

The comparison for the following show Tasman on par with both the Peer Group and National Average ...

	<u>Tasman</u>	<u>Peer Group</u>	<u>National Average</u>
• roads	23%	*24%	*22%
• rubbish collection & kerbside recycling	17%	++19%	++14%
• emergency management	16%	13%	15%
• public libraries	4%	2%	2%

There are no comparative Peer Group and National Averages for other recreational facilities, recreation programmes and events, environmental planning and policy and environmental information and monitoring.

* these percentages are the readings for roads, excluding State Highways

++ these percentages are the averaged readings for rubbish collection and recycling, as these were asked separately in the 2007 National Communitytrak™ Survey

Frequency Of Use - Council Services And Facilities

	Usage In The Last Year		
	3 times or more %	Once or twice %	Not at all %
Other recreational facilities	69	13	18
Public library	66	12	22
Council's kerbside recycling service	71	4	25
Public toilets	50	23	27
Local museums	9	30	61
Dog control	5	18	77

% read across

Other recreational facilities, 82% (79% in 2005) and

Public libraries, 78% (81% in 2005),

... are the facilities or services surveyed which have been most frequently used by residents in the last year.

Council Policy and Direction

It is important for Council to understand where public sentiment presently lies in terms of Council policy and direction. Council is, of course, not forced to adopt the most "popular" policies or direction. Rather, through understanding where people's opinions and attitudes lie, Council is able to embark on information, education, persuasion and/or communication strategies on particular topics on which it is felt necessary to lead the public, to fulfil Council's legitimate community leadership role.

40% of Tasman District have in mind a recent Council action, decision or management they **approve** of (35% in 2005). This is similar to the Peer Group Average and on par with the National Average.

The main actions/decisions mentioned are ...

- beautification/Richmond upgrade, mentioned by 10% of all residents,
- community involvement/events/financial support, 5%,
- improved roading/traffic flow/road safety, 5%,
- do a good job/good service/Mayor does a good job, 4%,
- improved footpaths/walkways, 4%.

54% of residents have in mind a recent Council action, decision or management they **disapprove** of (40% in 2005). This is above the Peer Group and National Averages.

The main actions/decisions mentioned are ...

- object to funding Headingly Centre/Grace Church, mentioned by 7% of all residents,
- rates issues, 7%,
- lack of communication/consultation/don't listen, 6%,
- consents and permit process/slow/expensive/rules overbearing, 6%,
- poor performance/behaviour/poor service, 6%,
- money spent/overspending/money wasted, 5%,
- environmental issues, 4%.

Rates Issues

Overall, 70% of Tasman District residents are satisfied with the way rates are spent on services/ facilities provided by Council (71% in 2005), while 27% are not very satisfied.

The percent not very satisfied is slightly below the Peer Group Average, on par with the National Average and 5% above the 2005 reading.

Contact With Council

Residents are likely to contact Council offices or staff (82%) first if they have a matter to raise with Council. 10% of residents would make contact with a Councillor. These readings are similar to the 2005 results.

43% of residents have contacted the Council offices in the last 12 months by phone (41% in 2005), with 50% visiting them in person (44% in 2005) and 11% contacting Council in writing (10% in 2005). 8% have contacted the Council offices by email (5% in 2005) and one respondent contacted them by Fix-O-Gram (1% in 2005).

74% of residents who contacted the Council by phone in the last 12 months are satisfied with the service they received (79% in 2005), with 79% of residents visiting a Council office in person and 59% of residents contacting a Council office in writing being satisfied. 71% of residents contacting a Council office by email are satisfied.

Of the 67% of residents who have contacted Council in the last 12 months (60% in 2005), 83% are satisfied with the service they received.

Information

Main source of information about the Council

Newsline - The Mag	52%
Newspapers	38%
Radio	2%
Personal contact	3%
From other people / hearsay	2%
The Council's website	0%
Public meetings	0%
Others	3%
Not aware of any	0%

Seen, read or heard information from Council

95% of residents say they have seen, read or heard information from the Council, specifically for the community, in the last 12 months in the form of:

Newsline - The Mag	93% of these residents
The Annual Plan	44% (29% in 2005)
Council advertisements in newspapers	80%
The Long-Term Council Community Plan	37%
Information sent with the rates demand	67%
Council advertisements on the radio	46%
Information available from the Council offices or libraries	49% (38% in 2005)
The Council's website	21% (NA in 2005)

Sufficiency of information supplied by Council

More than enough	8% of all residents
Enough	73%
Not enough	11%
Nowhere near enough	5%
Don't know / not sure	3%

Yes, have seen or read recreation publications

Mud Cakes and Roses	32% of all residents
Hubbub	23%
Jam	11%
Boredom Busters	59%
Hummin' in Tasman	47%
Walk or Bus Tasman	61%

Satisfaction with recreational publications

Very satisfied	33% of residents who have seen or read at least one of the recreation publications in the last 12 months
Fairly satisfied	62%
Not very satisfied	2%
Don't know	3%

Base = 345

LOCAL ISSUES

Parks and Reserves

Frequency of usage

Within the last week	45% of all residents
More than a week ago, but in the last month	25%
More than a month ago, but in the last six months	17%
More than six months ago, but in the last year	5%
More than a year ago	6%
Never used or visited a park or reserve	2%

Tourism

What residents think the overall impact tourism has on their region ...

Very good	40% of all residents
Good	47%
Neither good nor bad	9%
Bad	2%
Very bad	-
Don't know	2%

Internet Access

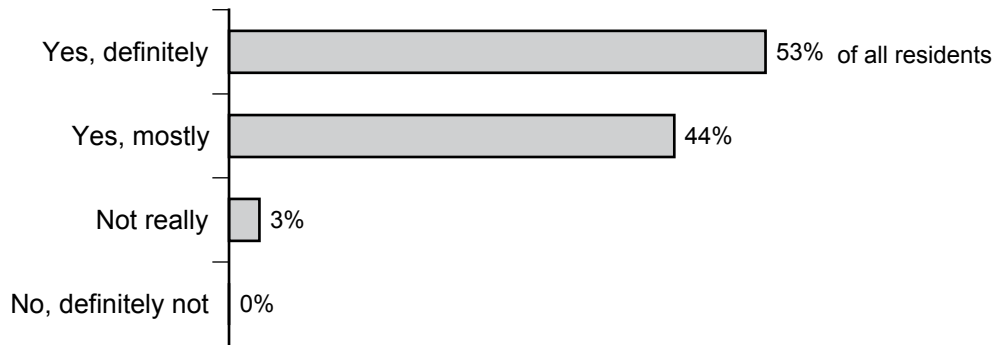
84% of residents say they have access to the Internet (71% in 2005).

Place to Live

36% of residents think Tasman District is better, as a place to live, than it was three years ago, while 52% feel it is the same and 5% say it is worse. 7% are unable to comment.

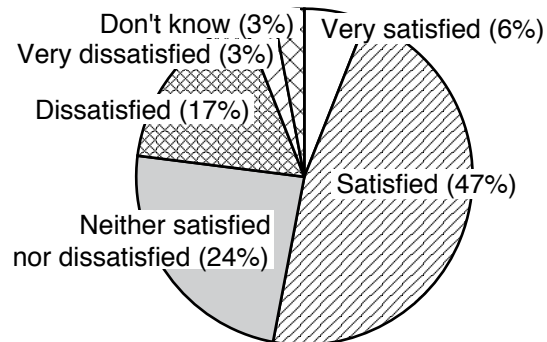
Perception of Safety

Is Tasman District generally a safe place to live?



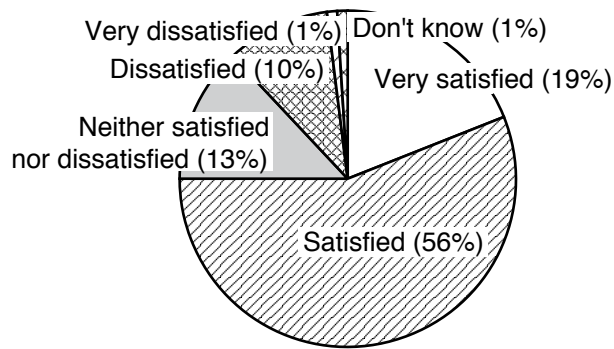
Council Consultation and Community Involvement

Satisfaction with the way Council involves the public in the decisions it makes:



Natural Environment

Satisfaction that the natural environment in the Tasman District is being preserved and sustained for future generations ...



How well or poorly residents think the Council is managing air quality in the District ...

Very well	13%
Well	44%
Neither well nor poorly	22%
Poorly	11%
Very poorly	3%
Don't know	7%

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