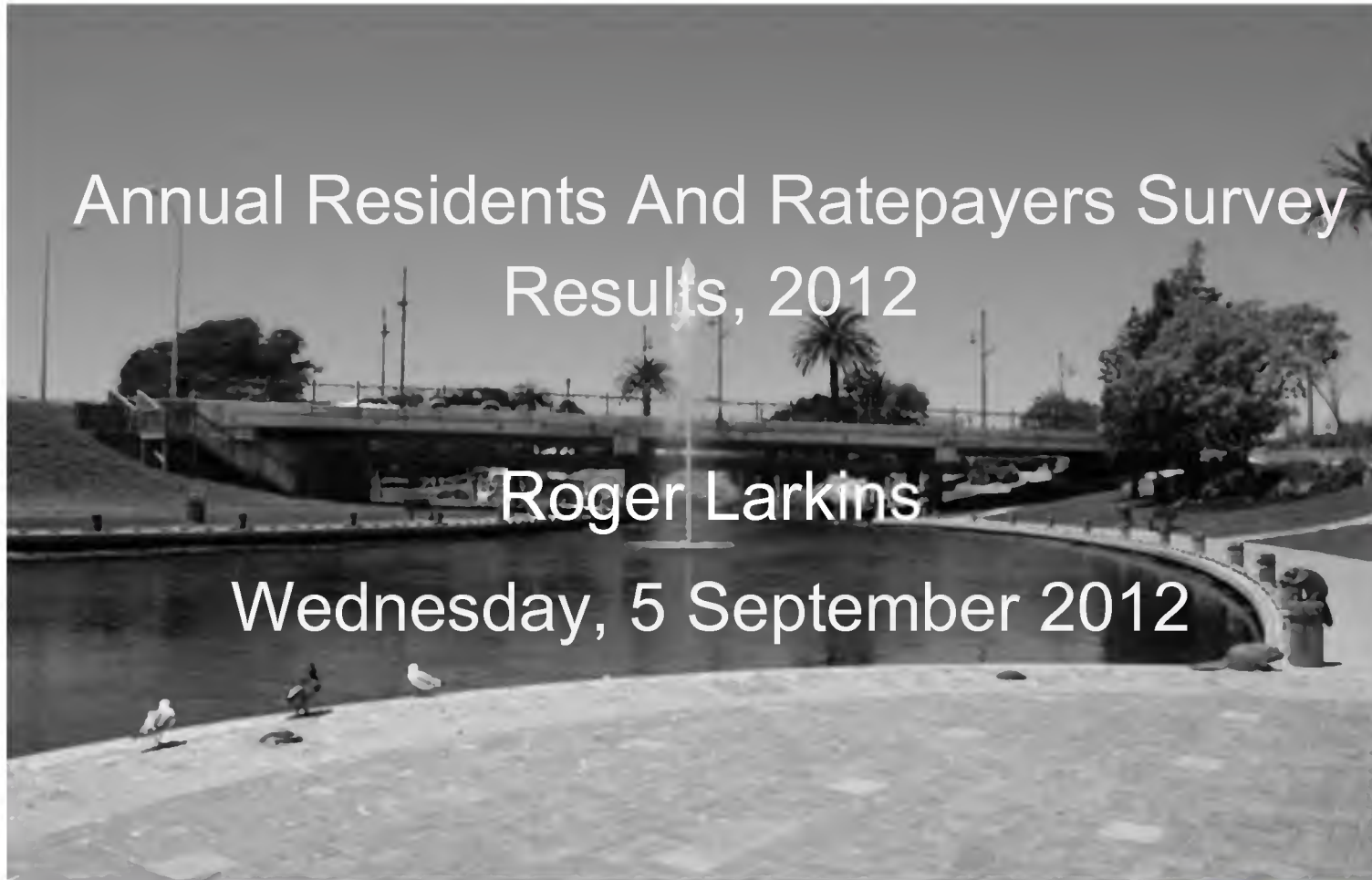




Annual Residents And Ratepayers Survey  
Results, 2012

Roger Larkins

Wednesday, 5 September 2012



# Presentation Outline



Research First

- Context and Objectives
- Research Design
- Research Results
  - Prioritisation
  - Satisfaction
- Summary
- Questions and Discussion

# Context and Objectives



Photo courtesy SP Veres

# Context and Objectives



Research First

- MDC running Resident Satisfaction Surveys since 2005
- Measure residents' satisfaction with the Council's performance and with Council owned facilities
- Track comparative data with previous years
- Help to add value to MDC's LTP process

# Services Evaluated



Research First

- Council Service
- Overall Performance of Council
- Prioritisation of Council Activities
- Land Transport
- Water Services
- Pest Control
- Waste Management
- Community Facilities
- Culture and Heritage
- Consents and Compliance
- Democratic Process
- Community Housing
- Library Services
- Animal Control
- Harbour Control
- Community Safety
- Community Support
- Emergency Management
- Environmental Policy
- Regional Development
- Tourism
- Research Centre
- Events Management

# Research Design

Photo courtesy mirco

# Research Design



Research First

- A telephone survey
- 601 residents from randomised database of Marlborough District
- Quota based to ensure:
  - Even distribution by Age
  - Even distribution by Gender
  - Even distribution by Locality

# Research Design: Who Responded?



Research First

(The 'Achieved Sample')

Group	Percentage of Sample	Percentage of Population <sup>1</sup>
18-24	8%	9%
25-34	8%	14%
35-44	22%	19%
45-54	21%	19%
55-64	21%	18%
65+	21%	21%
Male	48%	50%
Female	52%	50%

1 Statistics New Zealand 2006 QuickStats



# Research Design: Who Responded?



Research First

(The 'Achieved Sample')

Location	Percentage of Sample	Percentage of Population <sup>1</sup>
Blenheim	60%	60%
Havelock	1%	1%
Picton	10%	10%
Renwick	6%	6%
Awatere Valley	3%	3%
Wairau Valley	11%	11%
Marlborough Sounds	8%	8%
Totals	100%	100%

1 Statistics New Zealand 2006 QuickStats

# Research Design: Who Responded?



Research First

(The 'Achieved Sample')

Time lived Marlborough	Percentage
less than 2 years	4%
2-5 years	5%
5-10 years	18%
10+ years	73%
Totals	100%

# Research Design The Analysis



Research First

- The data reports 'Rating' scores
- Participants asked to rate perception on a scale of 1 – 9
- Non-response noted for each question
- Average rating identified for each factor measured
- Identified regions with + / - one Standard Deviation
- Only 1-4 (Negative) and 8-9 (Positive) Unprompted Responses obtained

The council operates sewerage schemes in Blenheim, Renwick, Picton, Seddon, Havelock and Spring Creek. These cater for both domestic and industrial waste. On a scale of 1 – 9; where 1 = not at all well, 5 = neutral and 9 = extremely well, how well do you think the Council performs in providing...

10. Sewerage services in general	1	2	3	4	5	6	7	8	9	Not aware
----------------------------------	---	---	---	---	---	---	---	---	---	-----------

# Research Results

Photo courtesy mirofoto



## What did the Community MOST want from the Council?

### 2011

- Emergency Management
- Water Supply
- Sewerage
- Community Safety
- Waste Management
- Stormwater Drainage

### 2012

- Water Supply
- Emergency Management
- Sewerage
- Community Safety
- Stormwater Drainage
- Waste Management

# Prioritisation: All Results

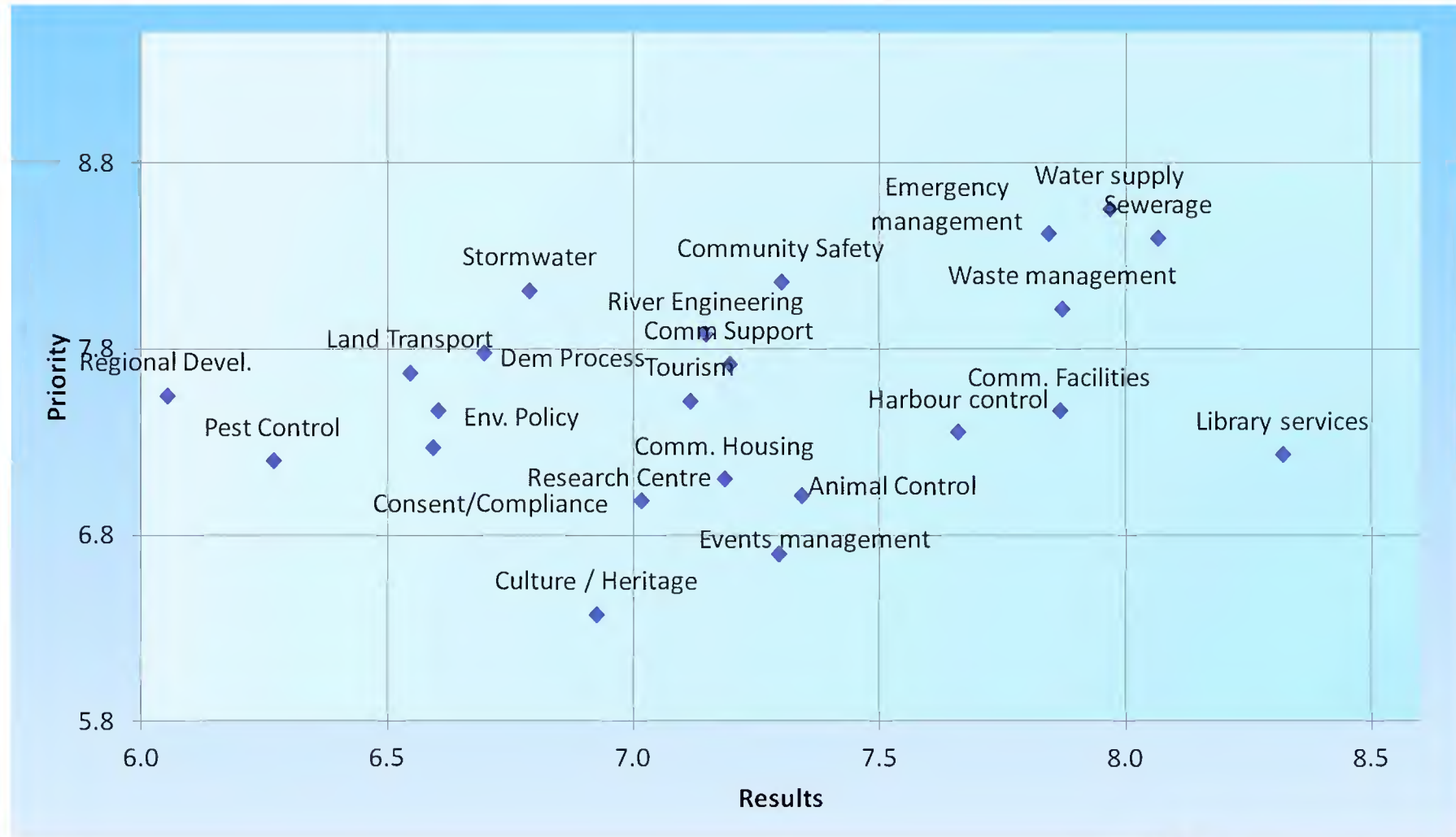


Research First

- Water supply 8.6
- Emergency management 8.4
- Sewerage 8.4
- Community safety 8.2
- Stormwater drainage 8.1
- Waste management 8.0
- Rivers Engineering 7.9
- Democratic process 7.8
- Community support 7.7
- Land transport 7.7
- Regional development 7.6
- Tourism 7.5
- Environmental policy and information 7.5
- Community facilities 7.5
- Harbour control 7.4
- Consents and compliance 7.3
- Library services 7.2
- Pest control 7.2
- Community housing 7.1
- Animal control 7.0
- Research Centre 7.0
- Events management 6.7
- Culture and heritage 6.4



Research First



# Water Services (8.6)



Research First

2011: 7.5

2012: 7.5

- Sewerage

2011: 8.2

2012: 8.1

- 'No problems/ functions well' 197
- Lower results from Wairau Valley, Marlborough Sounds

- Drinking Water

2011: 8.0

2012: 8.0

- 'Good quality water' 120; 'No problems' 112
- 'Water Undrinkable', 21
- Lower results from Awatere Valley, Wairau Valley, Marlborough Sounds



# Water Services (8.6)



Research First

- **Stormwater**

2011: 6.9    2012: 6.8

- 'No problems' 54, 'Well Controlled' 22
- 'Flooding still occurring' 36, 'Blocked overflowing drains / not cleared' 25
- Lower results from Havelock

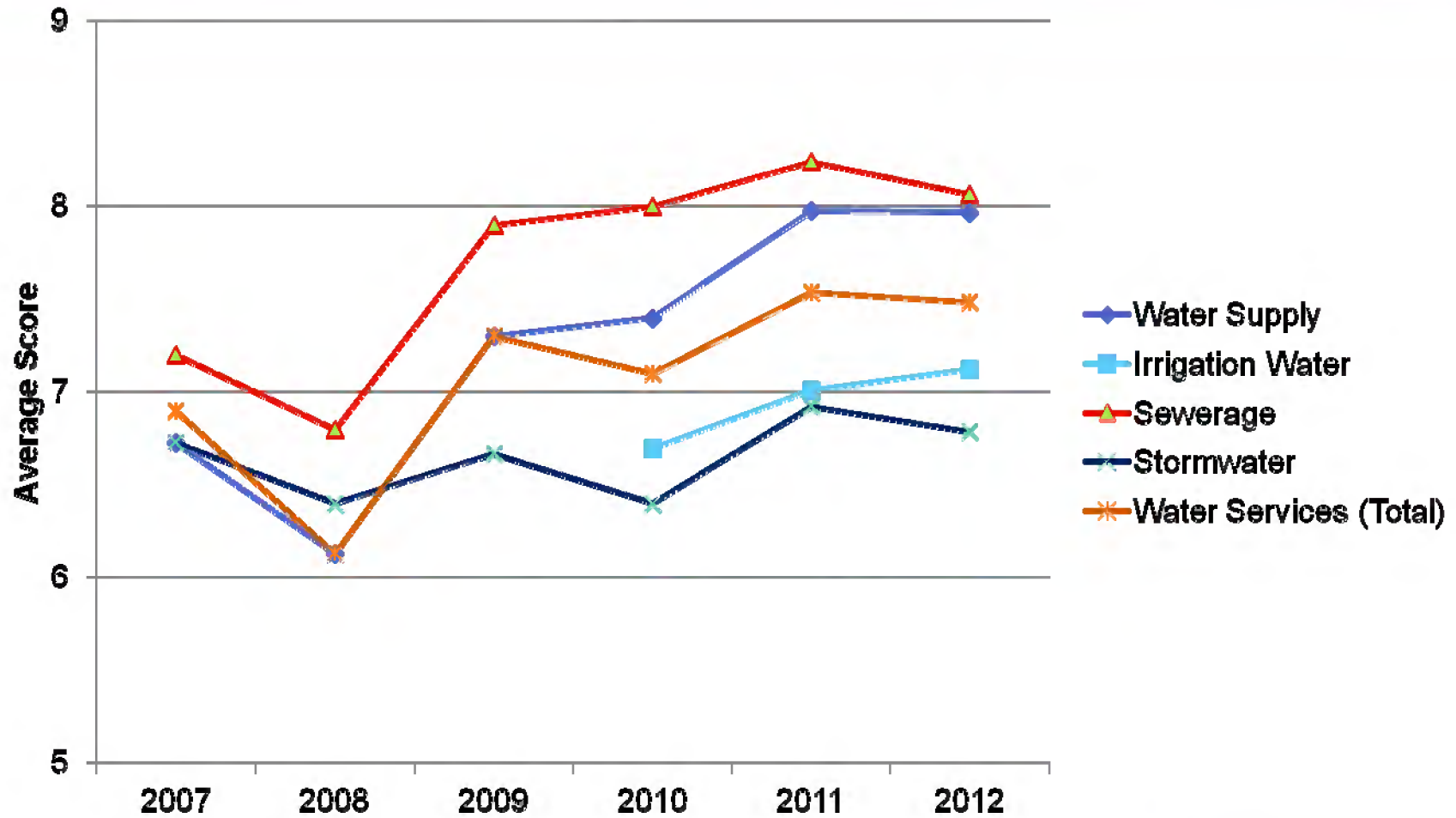
- **Irrigation Water**

2011: 7.0    2012: 7.1

# Water Services (8.6)



Research First



# Emergency Management (8.4)



Research First

2011: 8.0

2012: 7.8

–Rural Fire Fighting

2011: 8.3

2012:8.2

- 'Really good service' 191; 'Quick, Efficient' 94

–Emergency Management

2011: 7.8

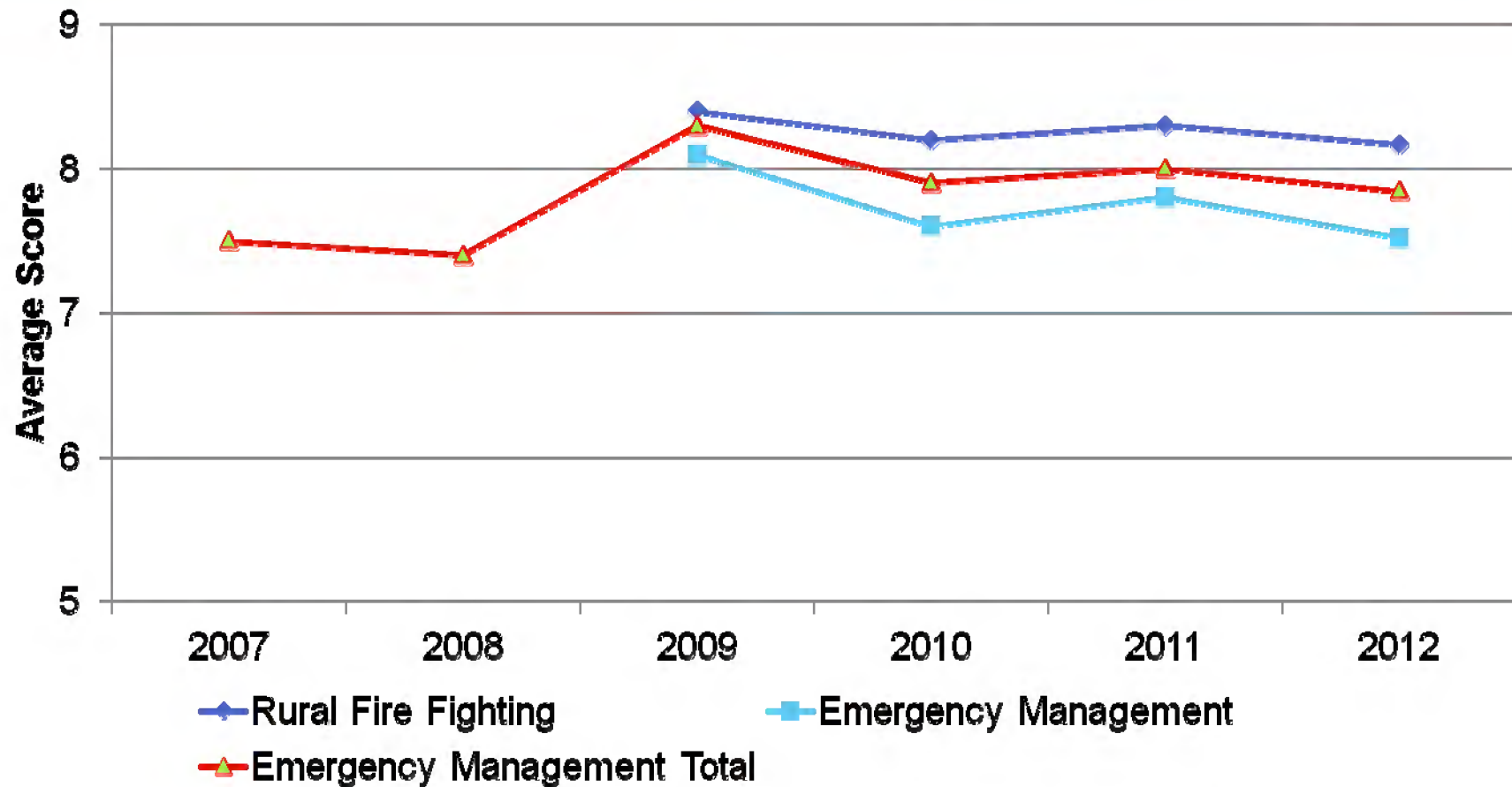
2012: 7.5

- 'Very Good Service' 104
- Lower results from Havelock, Marlborough Sounds

# Emergency Management (8.4)



Research First



# Community Safety (8.2)



Research First

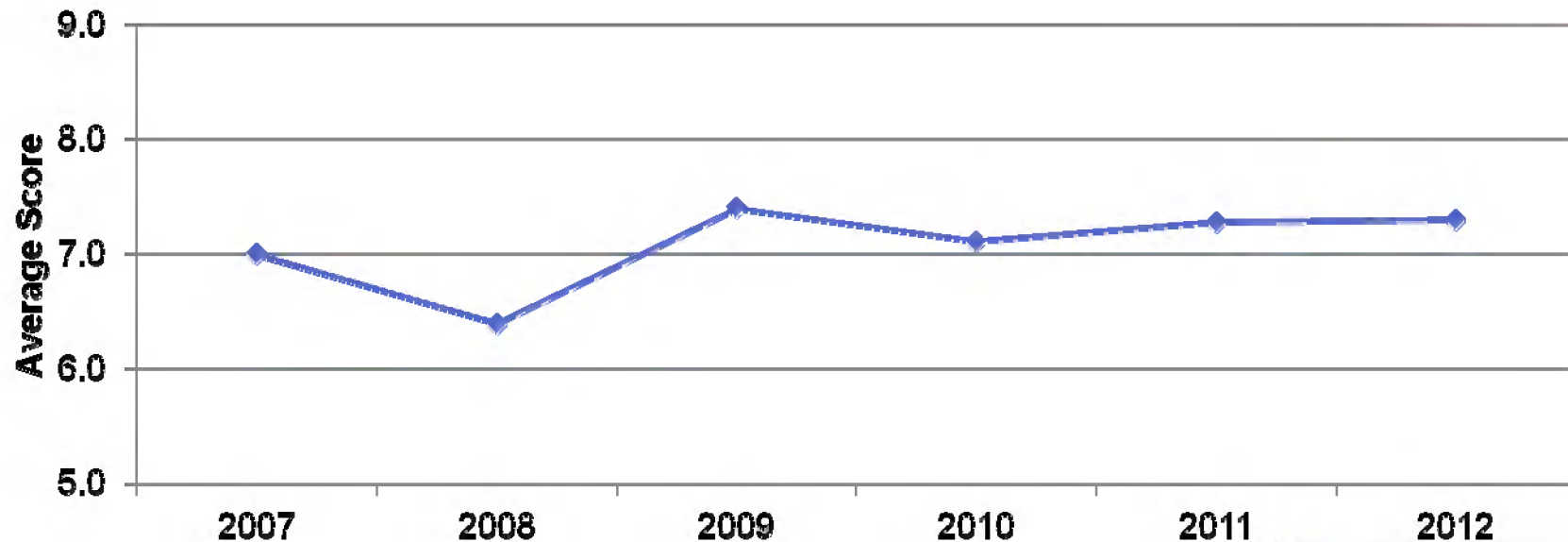
2011: 7.3

2012: 7.3

–'Security system/cameras are good' 62, 'Good Service' 49

–'Needs more policing' 14,

'Not safe to walk the streets at night' 14



# Waste Management (8.0)



Research First

- Kerbside

2011: 8.0

2012: 7.7

- 'Great service/ pick up good' 187; 'Reliable/ on time' 64
- 'No kerb-side collection', 24
- Lower results from Havelock, Awatere Valley, Wairau Valley, Renwick

# Waste Management (8.0)



Research First

- **Waste Transfer**

2011: 7.6    2012: 7.8

- 'Great service' 117; 'Convenient' 67
- 'Expensive', 30
- Lower results from Awatere Valley, Renwick

- **Resource Recovery**

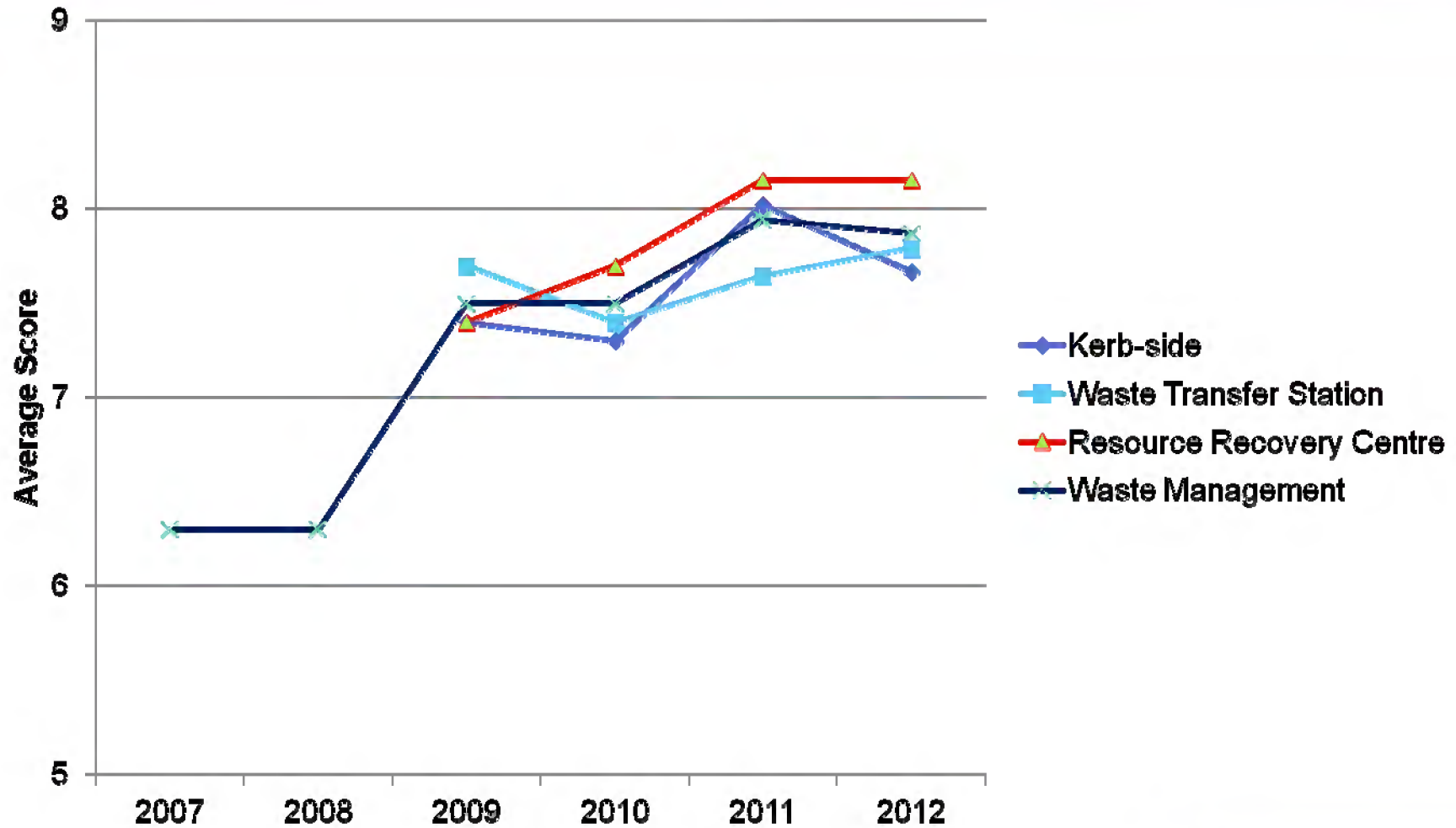
2011: 8.2    2012: 8.2

- 'Great Facility' 149, 'Convenient' 73

# Waste Management (8.0)



Research First





# River Engineering (7.9)



Research First

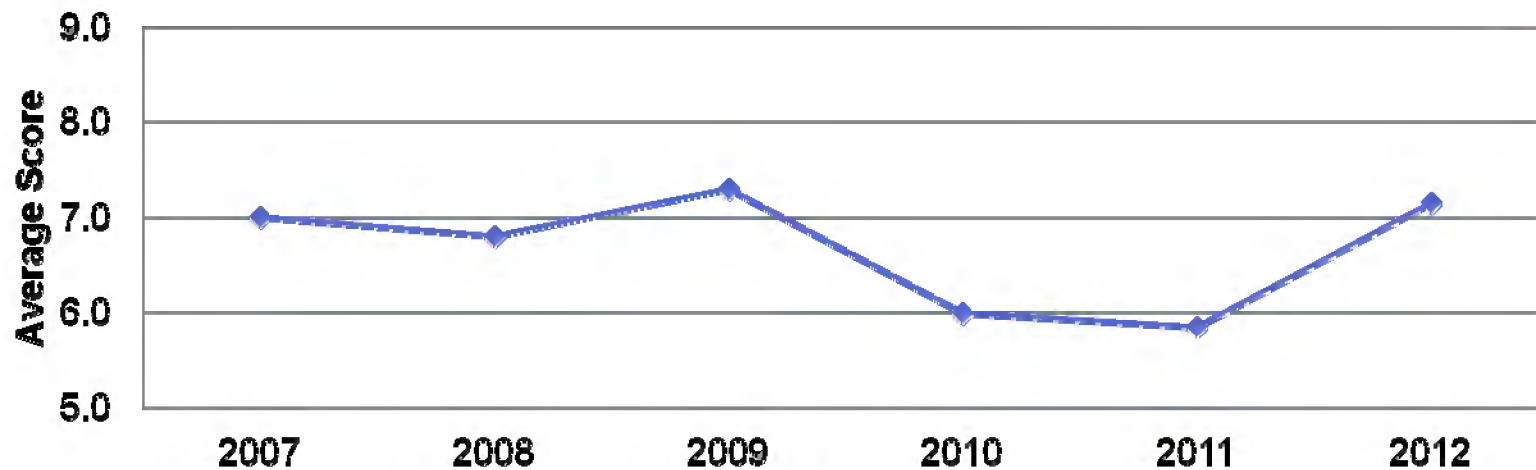
2011: 5.8

2012: 7.1

–'Well planned/managed/monitored' 77;

'Very Good Service' 44

–'Lack of Maintenance', 10



# Democratic Process (7.8)



Research First

2011: 6.4

2012: 6.7

–Providing information about Council, 6.8

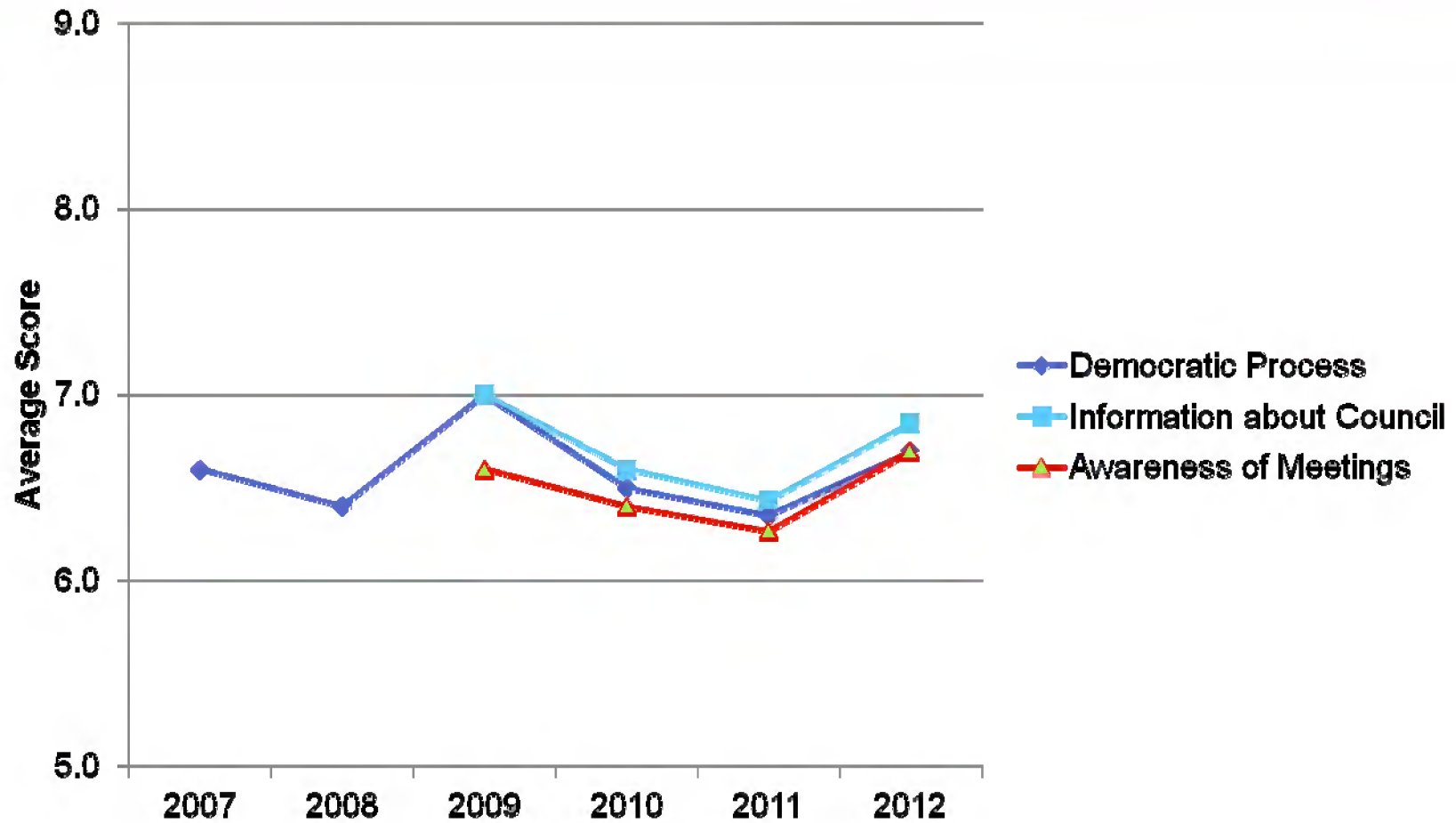
–Awareness - Council meetings, 6.5

- 'Advertise/communicate well' 130, 'Very good information available' 37, 'Meetings Well Advertised' 82
- 'Need to let locals know what is going on' 44, 'Too much behind closed doors' 41. 'Public not aware of meetings' 52

# Democratic Process (7.8)



Research First



# Community Support (7.7)



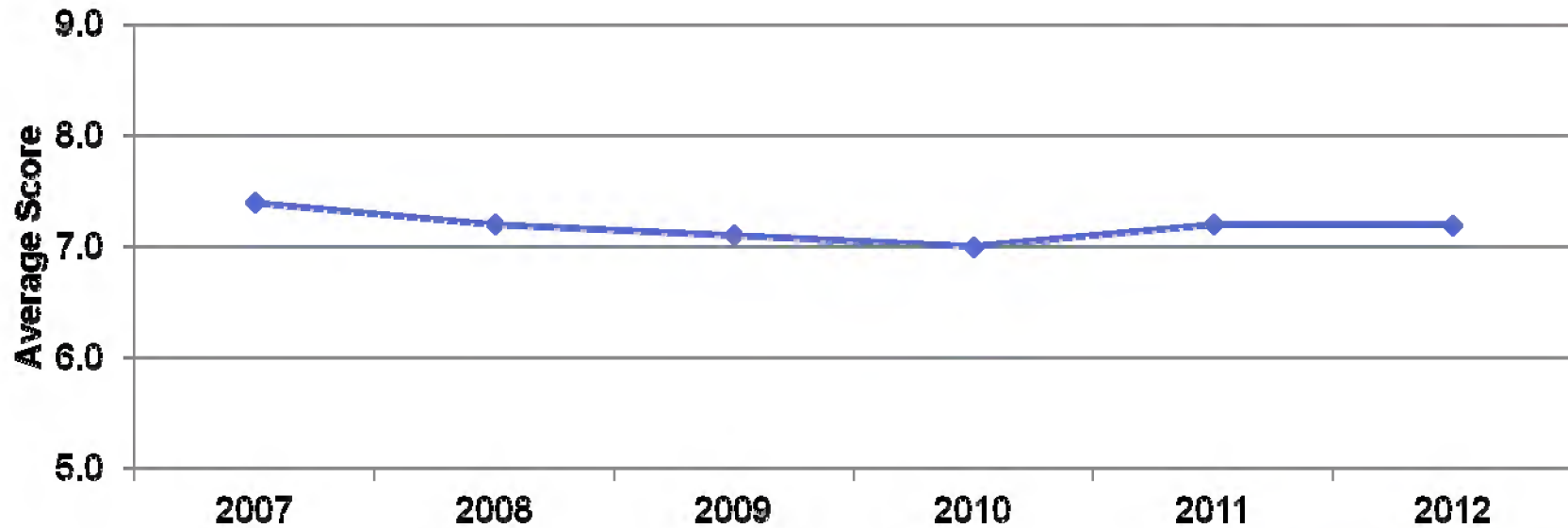
Research First

2011: 7.2

2012: 7.2

–'Very good support service' 54

–'More focus needed for youth support' 12



# Land Transport (7.7)



Research First

2011: 6.7

2012: 6.5

- Sealed Roads

2011: 6.8

2012: 6.6

- 'Well maintained sealed roads' 91
- 'Poor maintenance / condition: sealed roads' 92

- Unsealed Roads

2011: 6.0

2012: 6.0

- 'Well maintained unsealed roads' 28
- 'Poor maintenance / condition: unsealed roads' 77

# Land Transport (7.7)



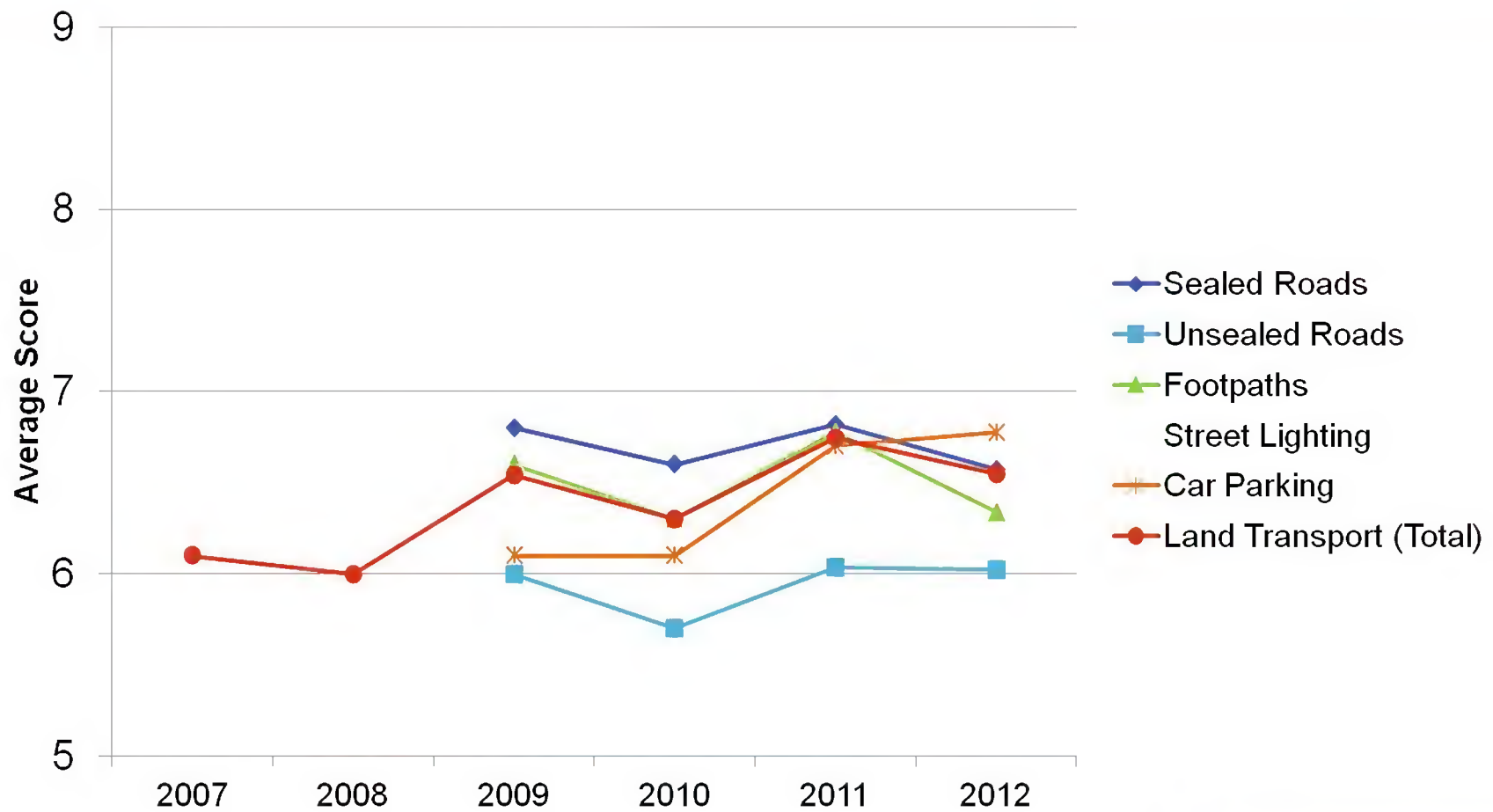
Research First

- **Footpaths**  
2011: 6.8 2012: 6.3
- **Street Lighting**  
2011: 7.4 2012: 7.0
  - 'Well lit streets' 128
  - 'Street lighting inadequate' 51
- **Car Parks**  
2011: 6.7 2012: 6.8
  - 'Adequate car parking' 36
  - 'Lack of car parking' 35

# Land Transport (7.7)



Research First



# Regional Development (7.6)



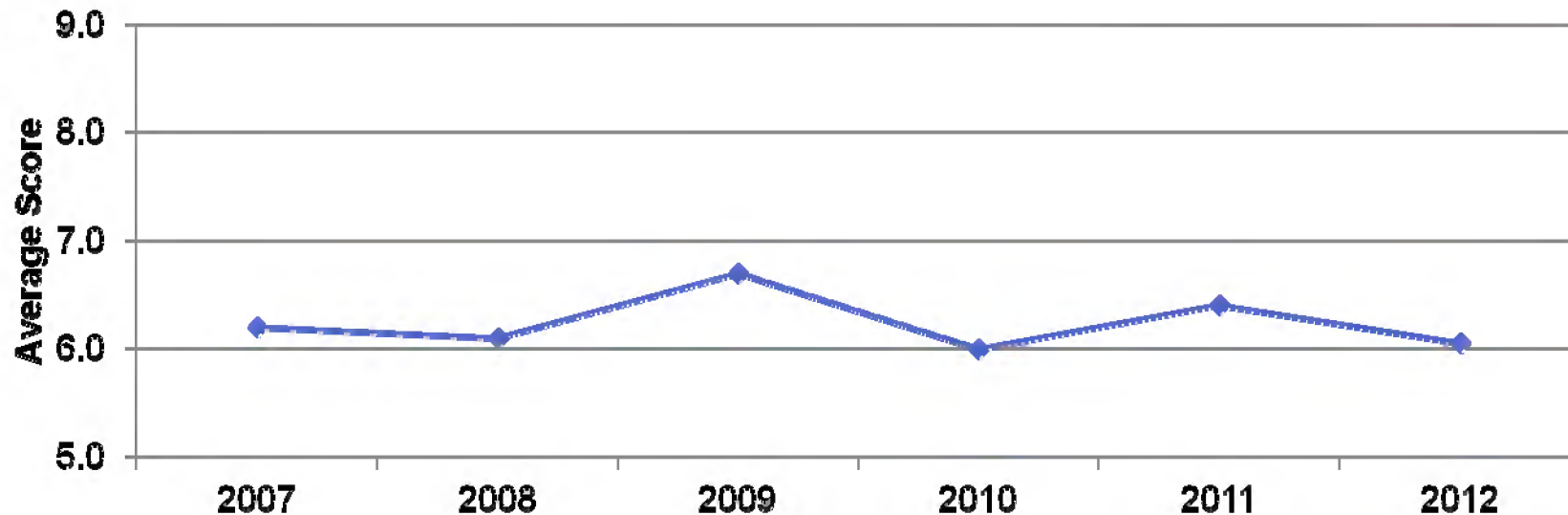
Research First

2011: 6.4

2012: 6.1

–'Doing a good job' 21

–'Actions impede business' 25





# Tourism (7.5)



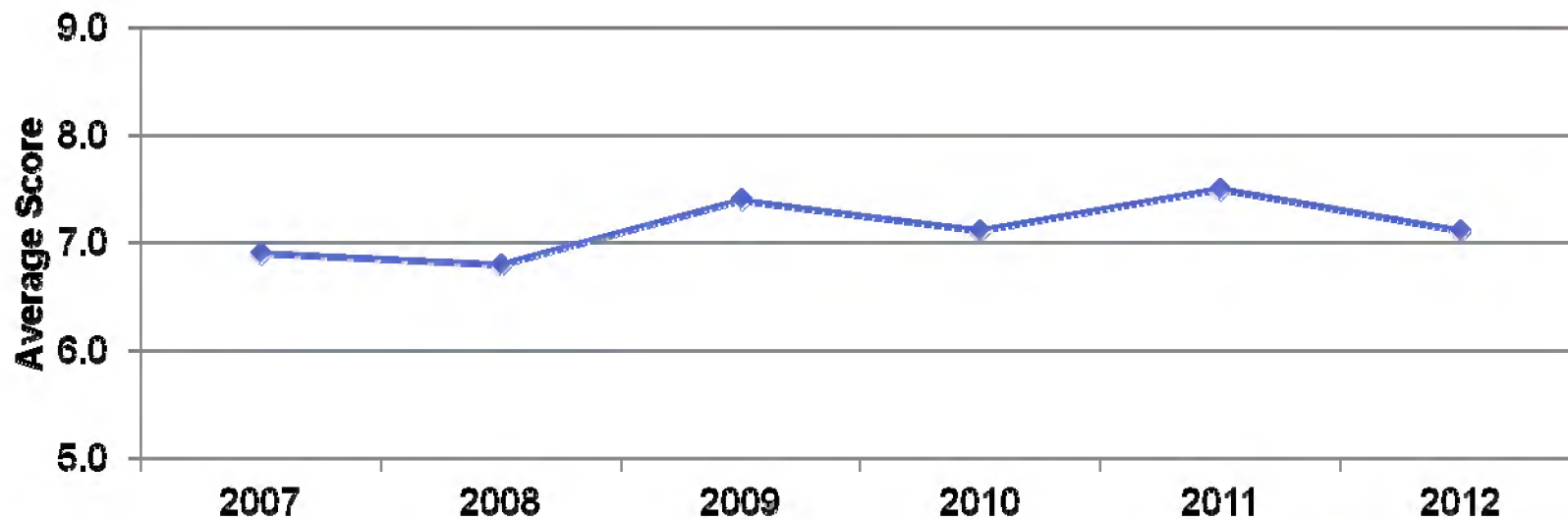
Research First

2011: 7.5

2012: 7.1

–'Tourism is well promoted' 102, 'Council provides good support' 44, 'Good Service' 42

–'More promotional funding required' 16



# Environmental Policy /Information (7.5)



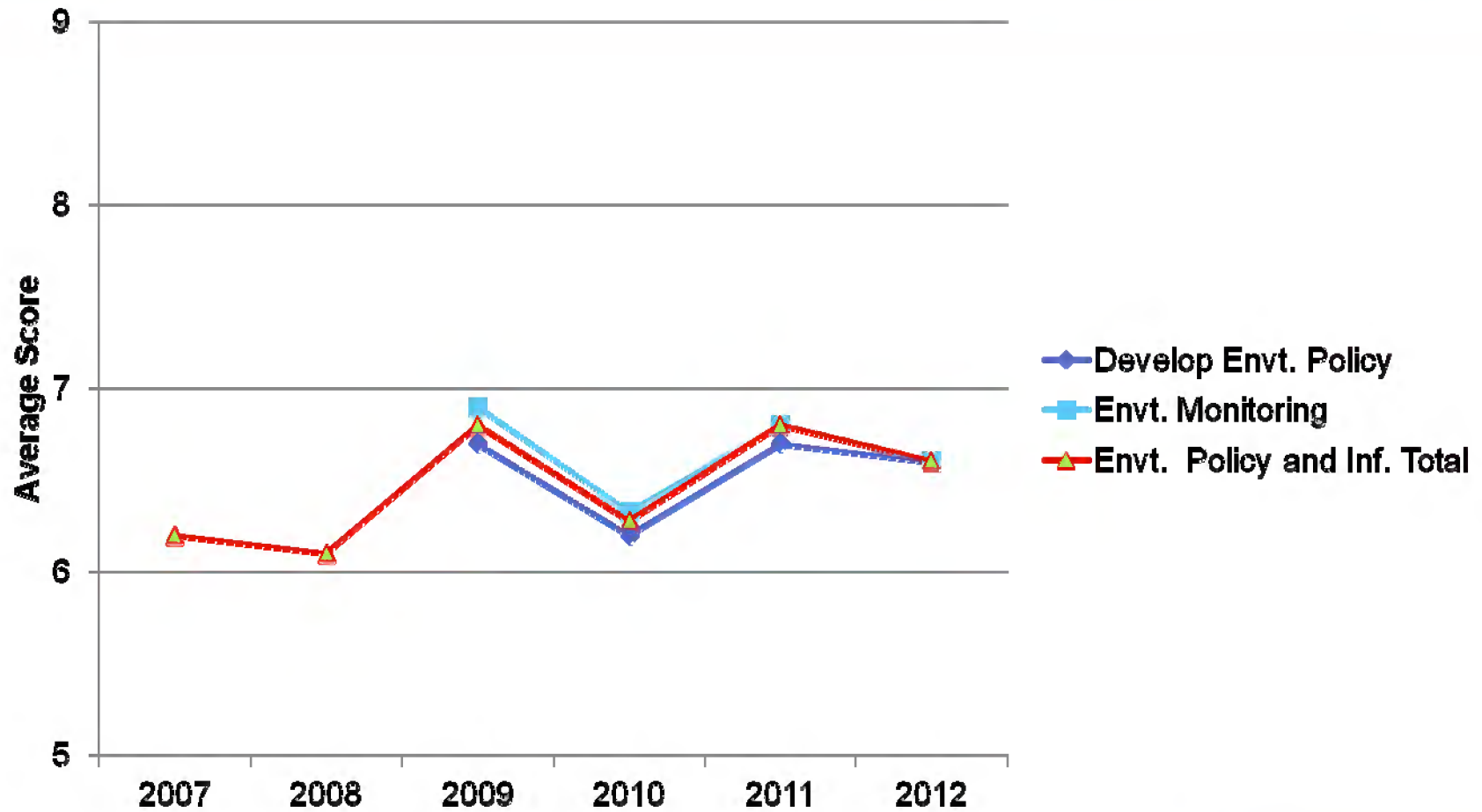
Research First

- **Developing Environmental Policy**  
2011: 6.7 2012: 6.6
  - 'Overall, good service' 41
- **Environmental Monitoring/ Information**  
2011: 6.8 2012: 6.6
  - 'Doing a good job' 42, 'Good information flow' 20
  - 'Lack of environmental monitoring' 18, 'Lack of information about environmental monitoring' 18

# Environmental Policy /Information (7.5)



Research First



# Community Facilities (7.5)



Research First

- **Community Halls**

2011: 6.9 2012: 7.4

- 'Well maintained' 79
- Low Result: Marlborough Sounds

- **Swimming Pools**

2011: 8.3 2012: 8.4

- 'Well maintained, good condition' 145
- Low Result: Picton, Marlborough Sounds

# Community Facilities (7.5)



Research First

- **Parks and Reserves**

2011: 8.1 2012: 8.0

- 'Well maintained, good condition' 246
- Low Result: Marlborough Sounds

- **Sports Grounds**

2011: 8.1 2012: 8.1

- 'Well maintained, good condition' 203
- Low Result: Marlborough Sounds

# Community Facilities (7.5)



Research First

- **Cemeteries**

2011: 8.3 2012: 8.1

- 'Well maintained, good condition' 187
- Low Result: Marlborough Sounds

- **Public Toilets**

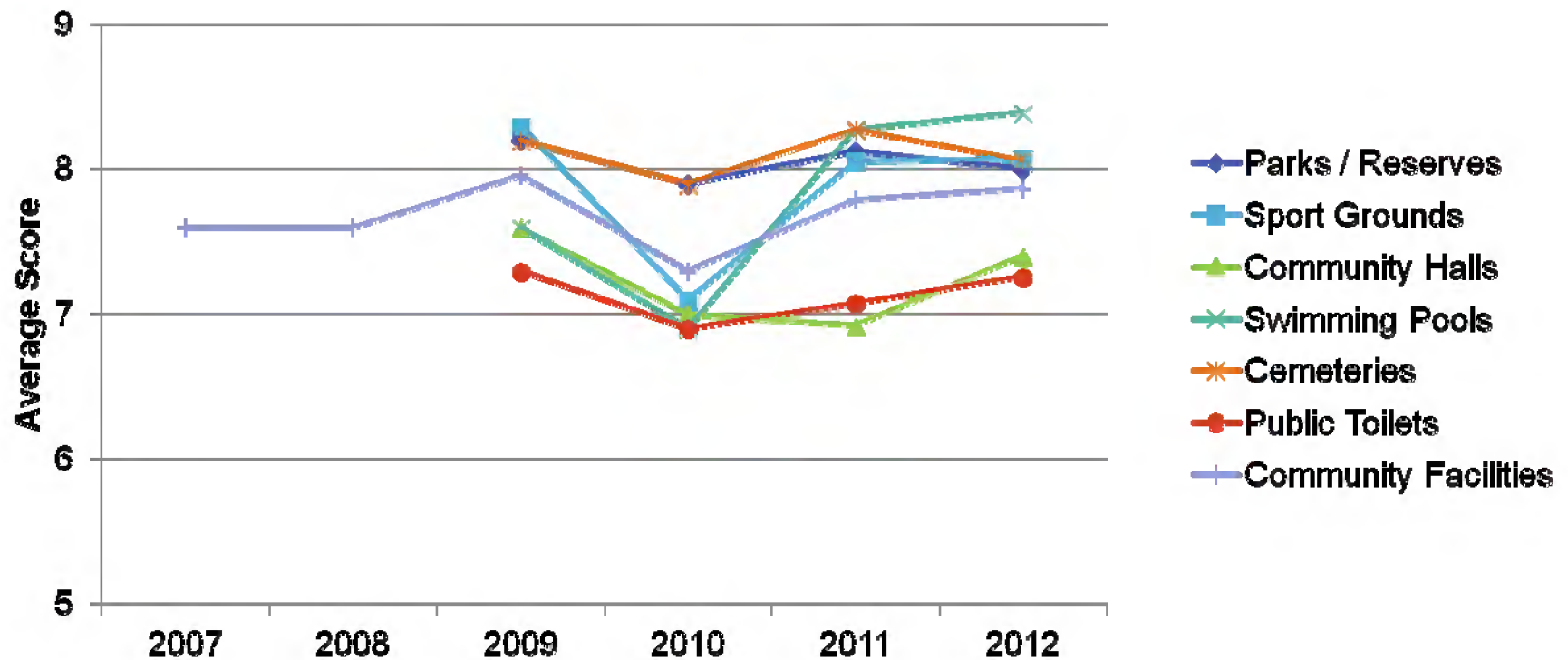
2011: 7.1 2012 : 7.3

- 'Well maintained, good condition' 203
- 'Poor maintenance / hygiene' 46

# Community Facilities (7.5)



Research First



# Harbour Control (7.4)

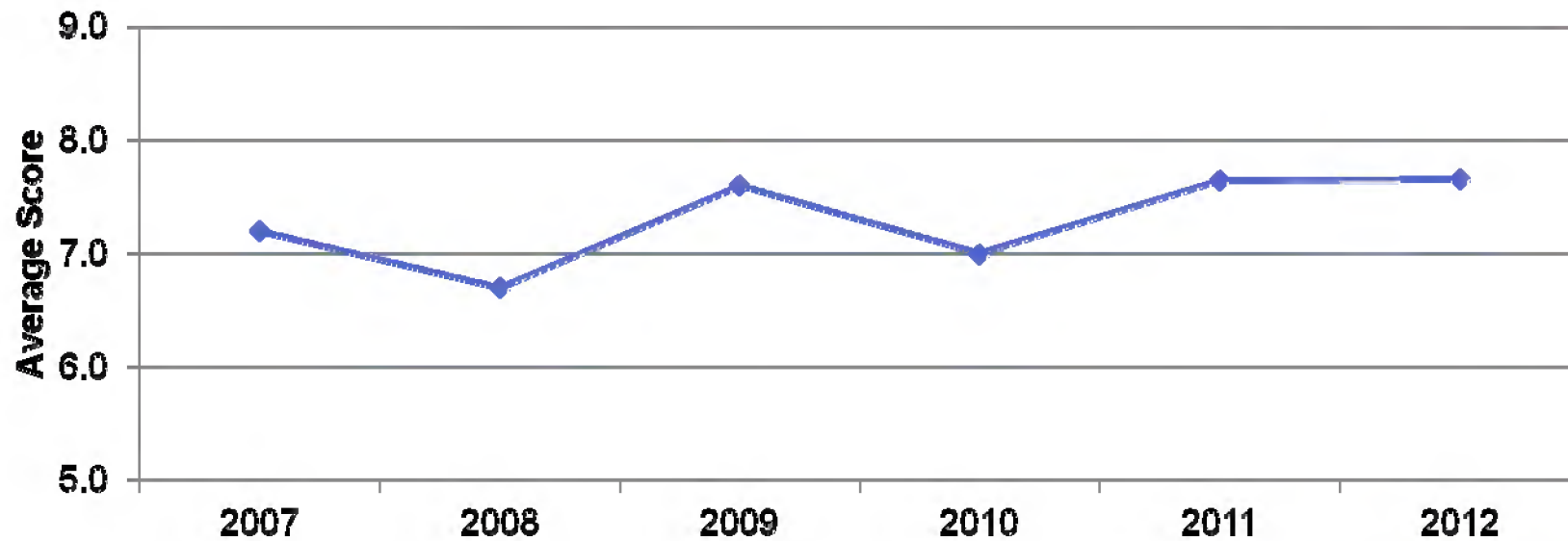


Research First

2011: 7.6

2012: 7.7

–'Good service' 70, 'Good amenities/ equipment' 34





# Consents and Compliance (7.3)



Research First

- **Resource Management Act (consents)**  
2011: (6.0) 2012: 6.2
  - 'Do a good job/good service' 38
  - Too much red tape 35
  - Low Result: Renwick
- **Resource Management Act (Monitoring)**  
2011: (6.0) 2012: 6.2
- **Sale of Liquor Act**  
2011: 7.1 2012: 7.1
  - Low Result: Havelock

# Consents and Compliance (7.3)



Research First

- **Building Act**

2011: 6.1 2012: 6.1

- 'Do a good job/good service' 35, 'Do the job well' 30
- 'Consents take too long' 52, 'No enforcement/ follow-up' 29
- Low Result: Renwick

- **Health and Food Act**

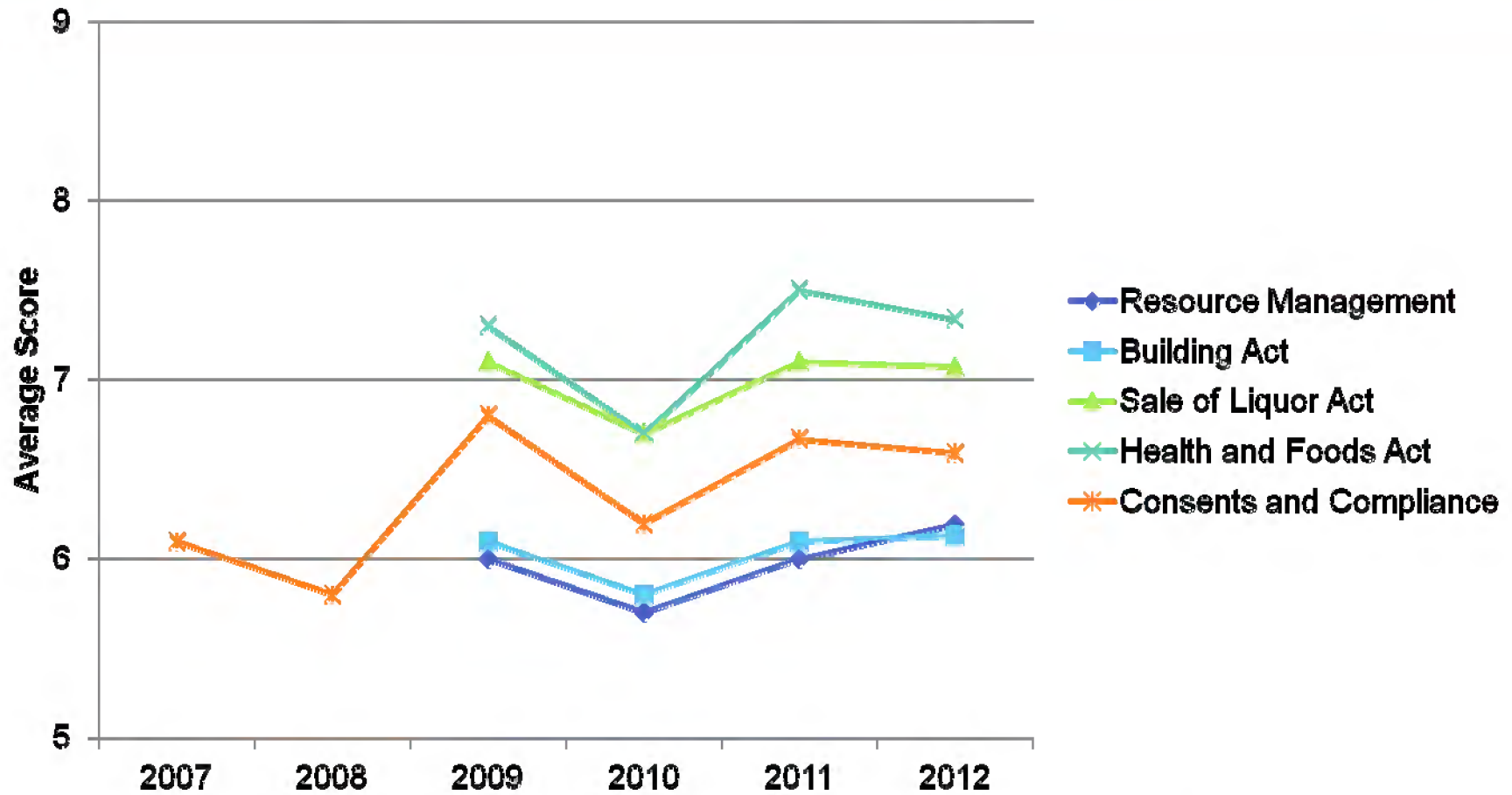
2011 : 7.5    2012 : 7.3

- 'Good high standards and monitoring' 45

# Consents and Compliance (7.3)



Research First



# Library Services (7.2)



Research First

- **Public Libraries**

2011: 8.7 2012: 8.5

- 'Good service/staff helpful' 183, 'Good range of services' 130, 'Good facilities' 121

- **Community/ School Libraries**

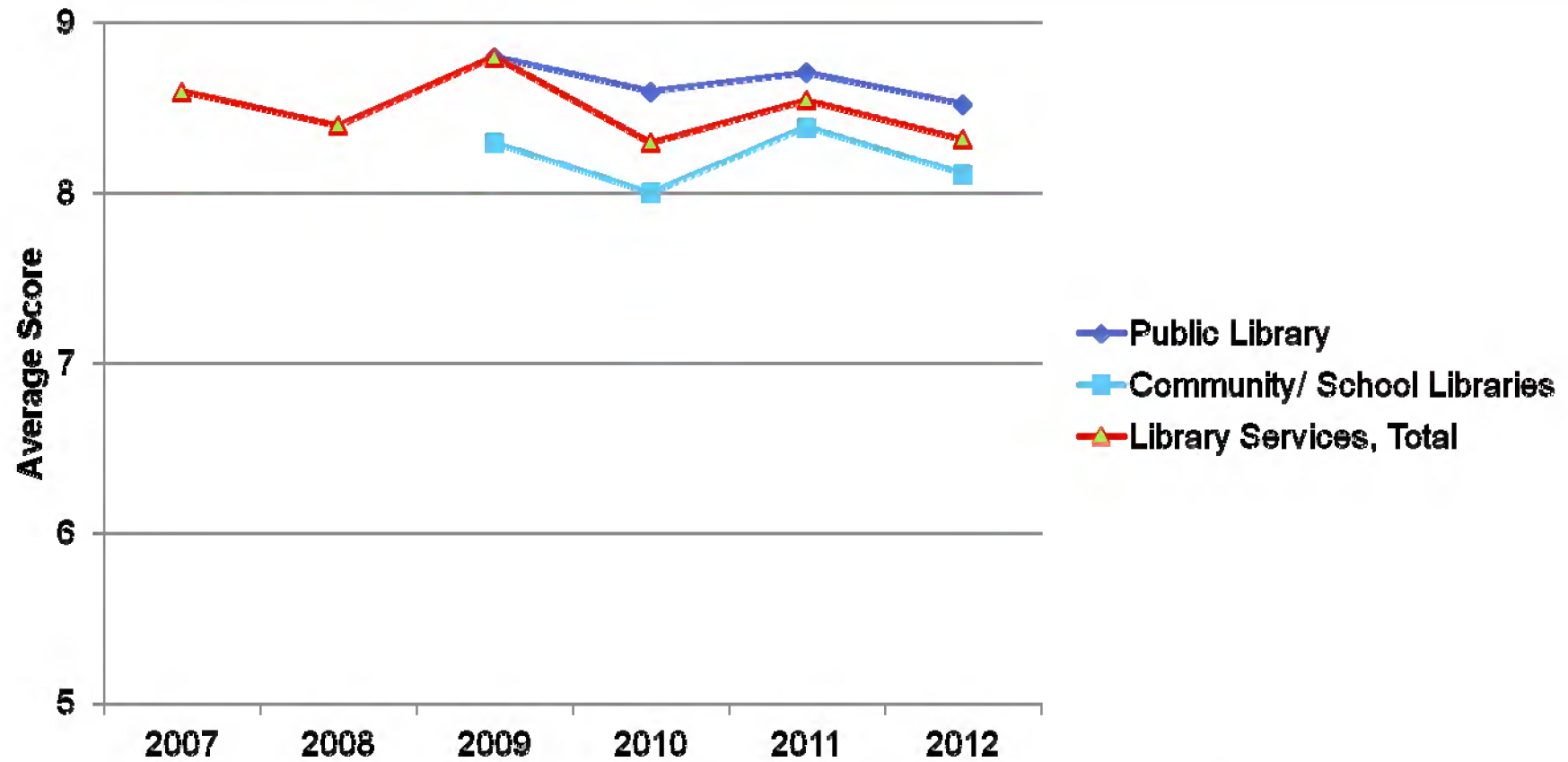
2011: 8.4 2012: 8.1

- High Result: Marlborough Sounds

# Library Services (7.2)



Research First



# Pest Control (7.2)



Research First

- **Animal Pests**

2011: 6.8      2012: 6.3

- 'Good control/ involvement ' 52
- 'Have to control animal pests ourselves' 37
- Low Result: Marlborough Sounds

- **Plant Pests**

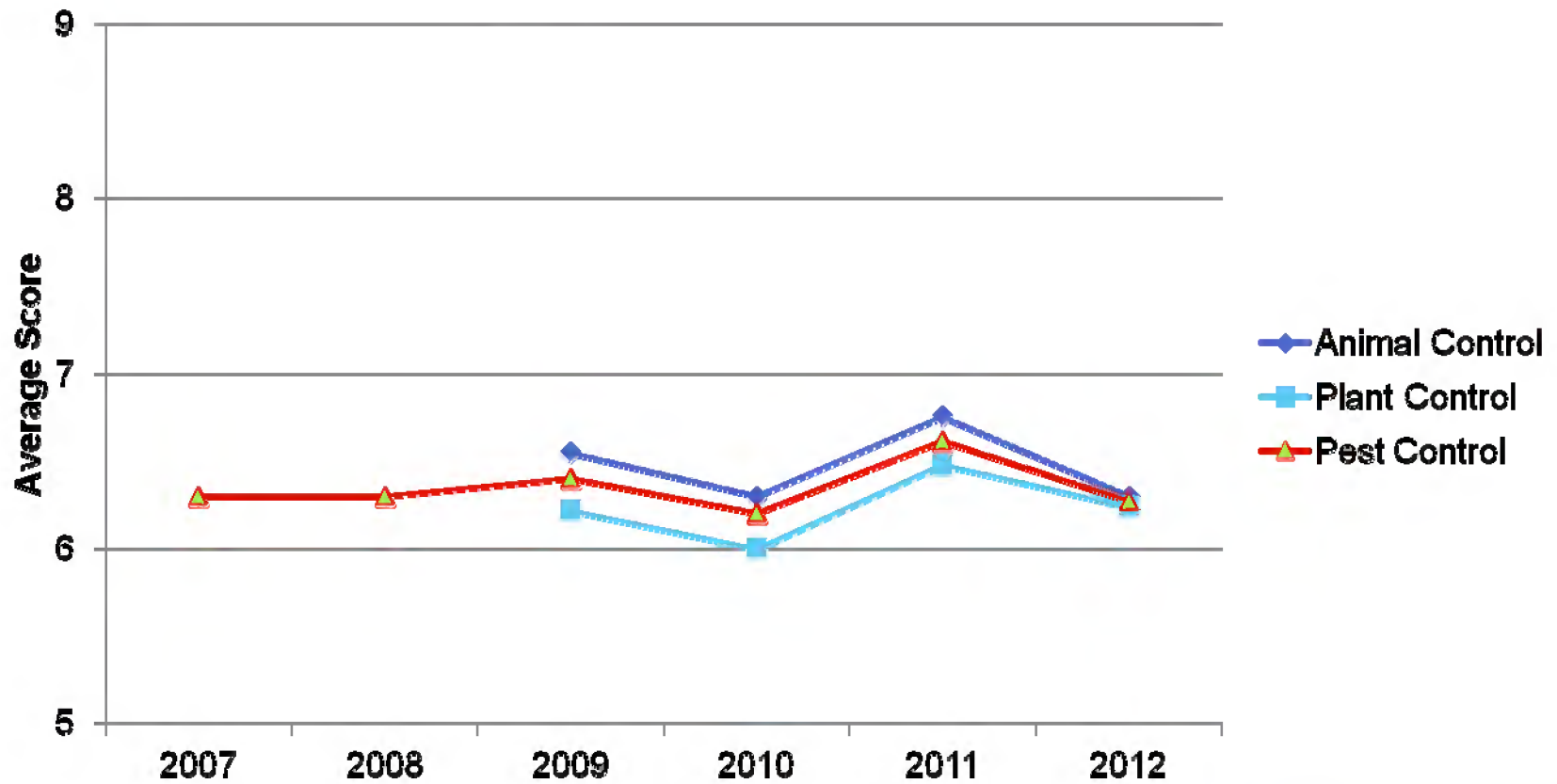
2011: 6.5      2012: 6.2

- 'Good control/ involvement ' 47
- 'Lots of Old Mans Beard' 15
- Low Result: Marlborough Sounds

# Pest Control (7.2)



Research First



# Community Housing (7.1)

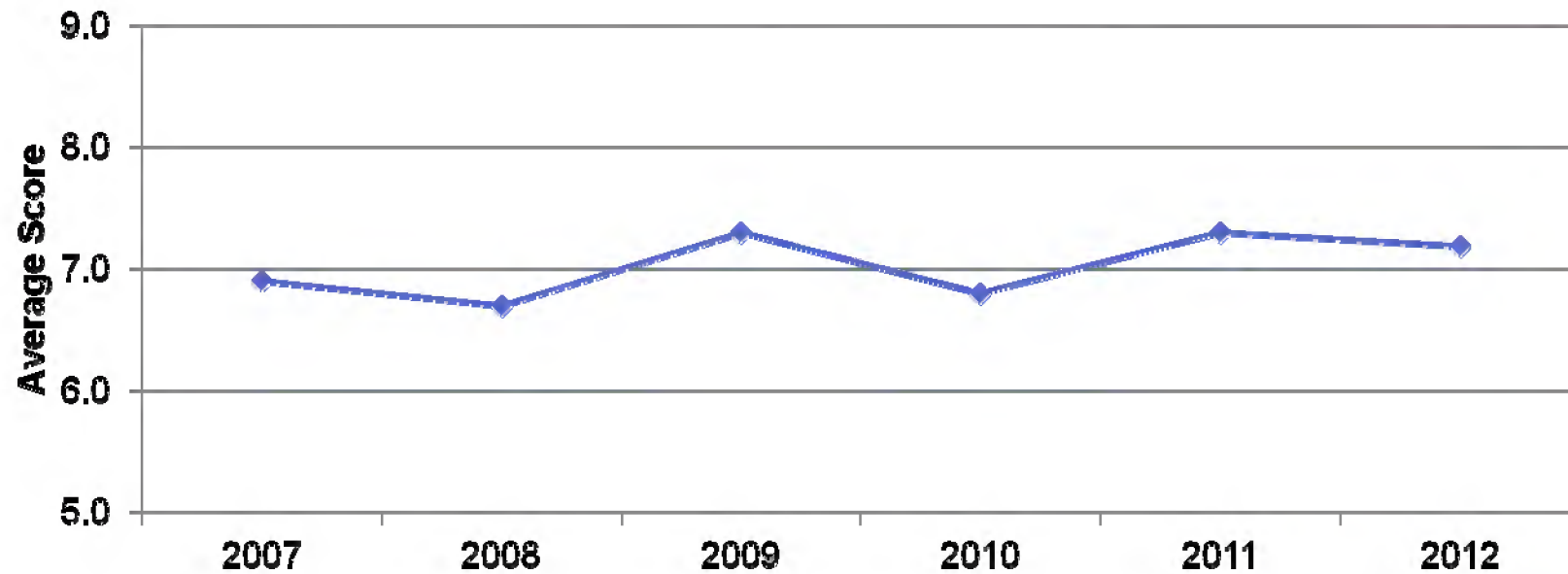


Research First

2011: 7.3

2012: 7.2

–‘Well maintained/ good upkeep’ 33





# Animal Control (7.0)



Research First

- Dog Control

2011: 7.1 2012:7.3

- 'Excellent service/good control' 103, 'Effective don't see dogs roaming' 40
- 'Council does not do much to control dogs' 24, 'Licenses too expensive' 18

- Control of Livestock

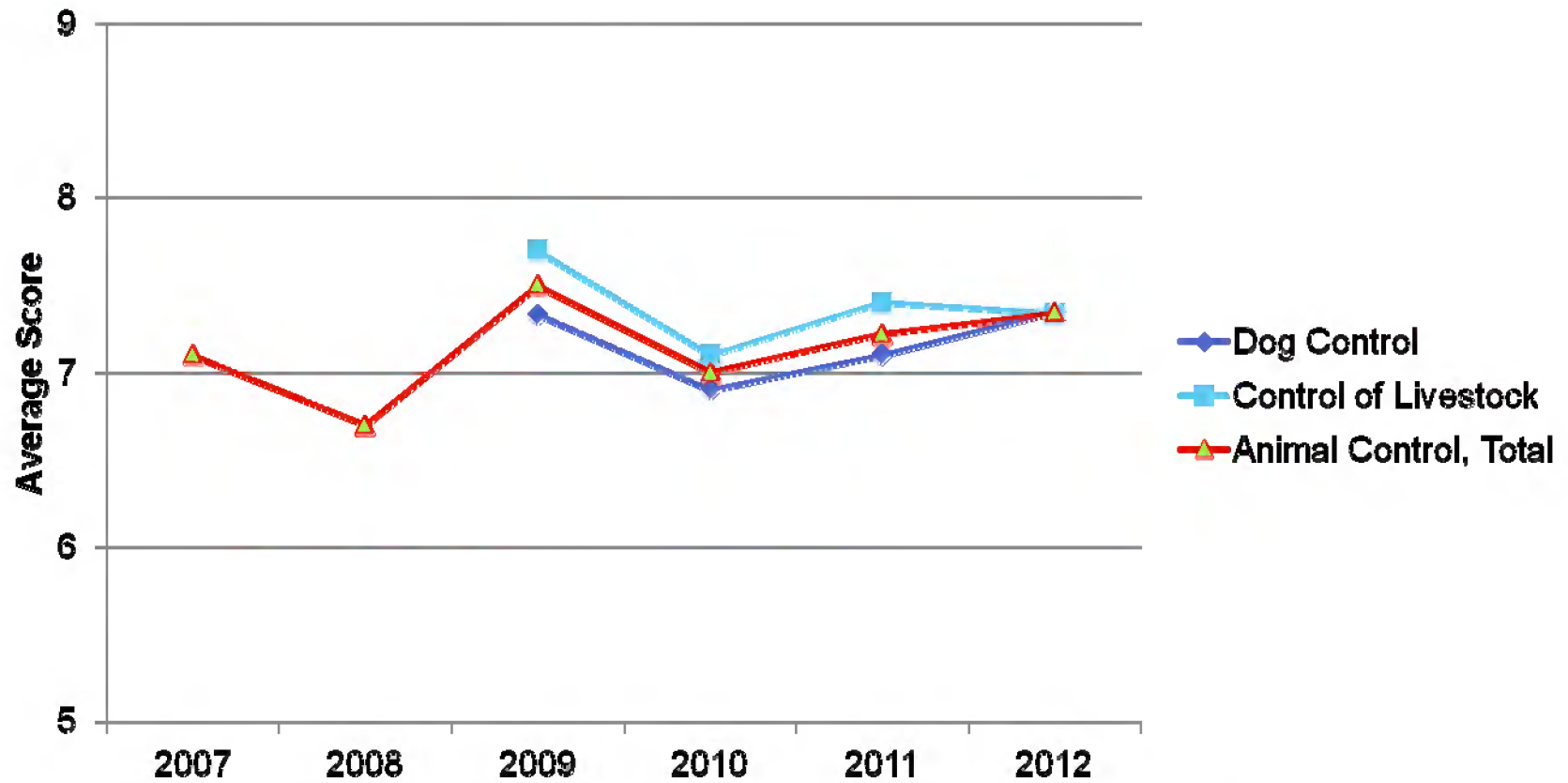
2011: 7.4 2012: 7.3

- 'Don't see livestock roaming' 51, 'No Problems' 41
- 'Poor service' 11

# Animal Control (7.0)



Research First



# Research Centre (7.0)

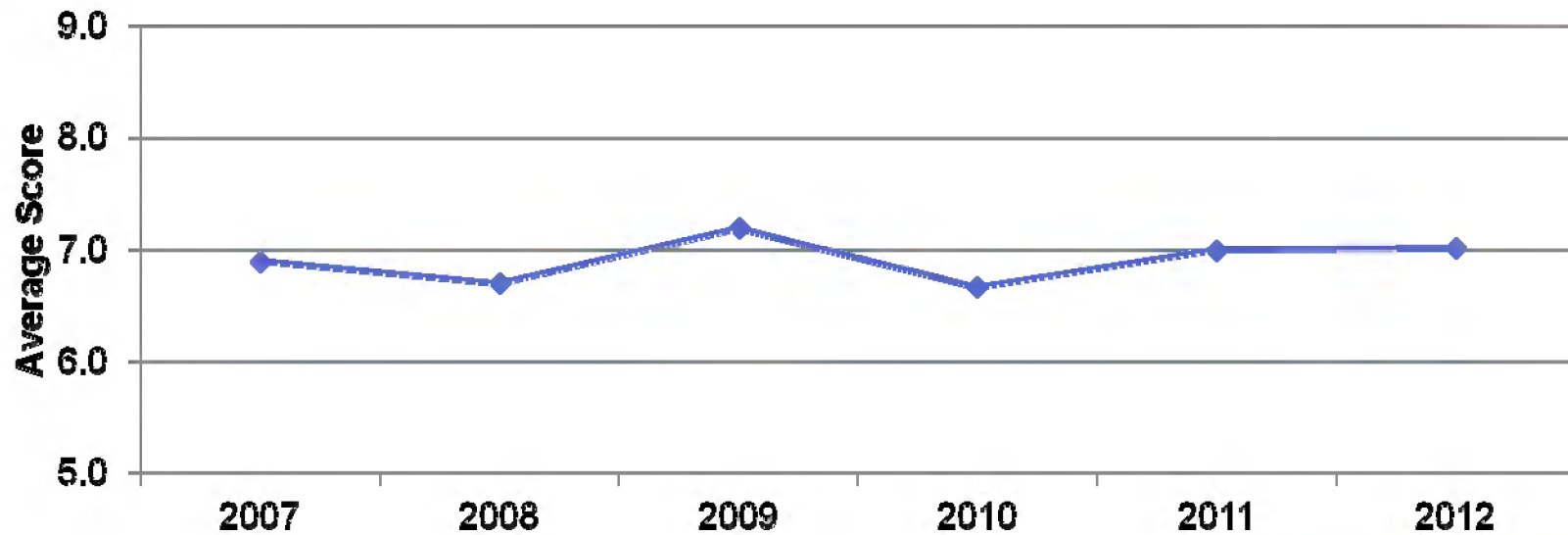


Research First

2011: 7.0

2012: 7.0

- 'Doing an effective job' 40, 'Great research service' 29
- 'Too much focus on grapes' 10



# Events Management (6.7)

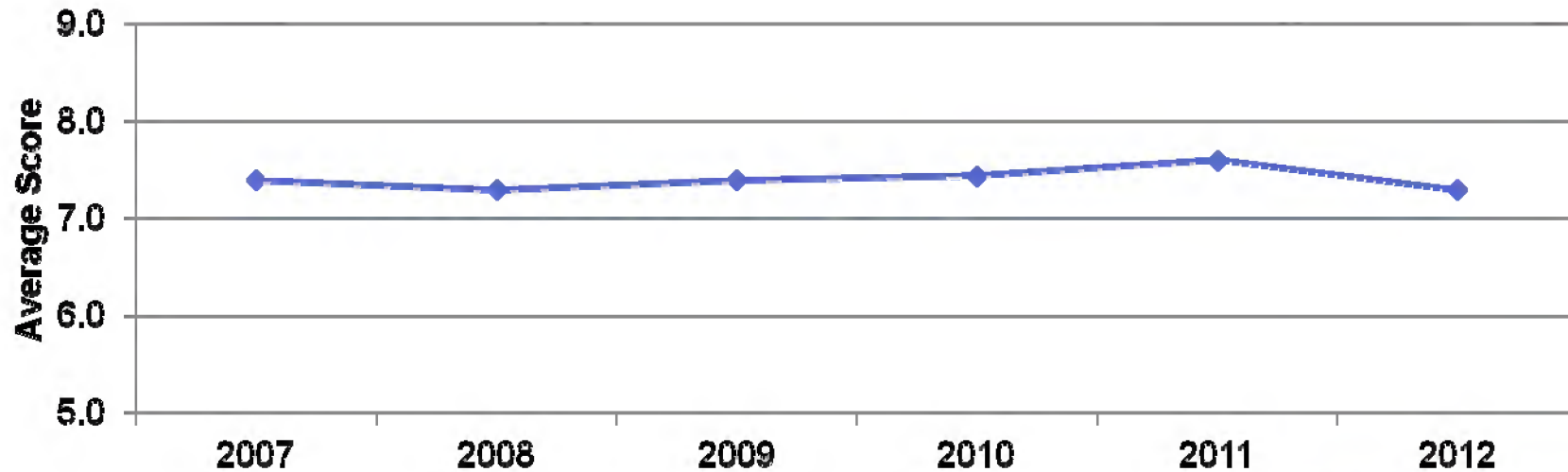


Research First

2011: 7.6

2012: 7.3

- 'Well advertised and promoted' 104, 'Do a great job/events good' 87, 'Good range/number of events' 48
- 'The cost is too high for the outcome' 10, 'Poorly advertised' 10



# Culture and Heritage (6.4)

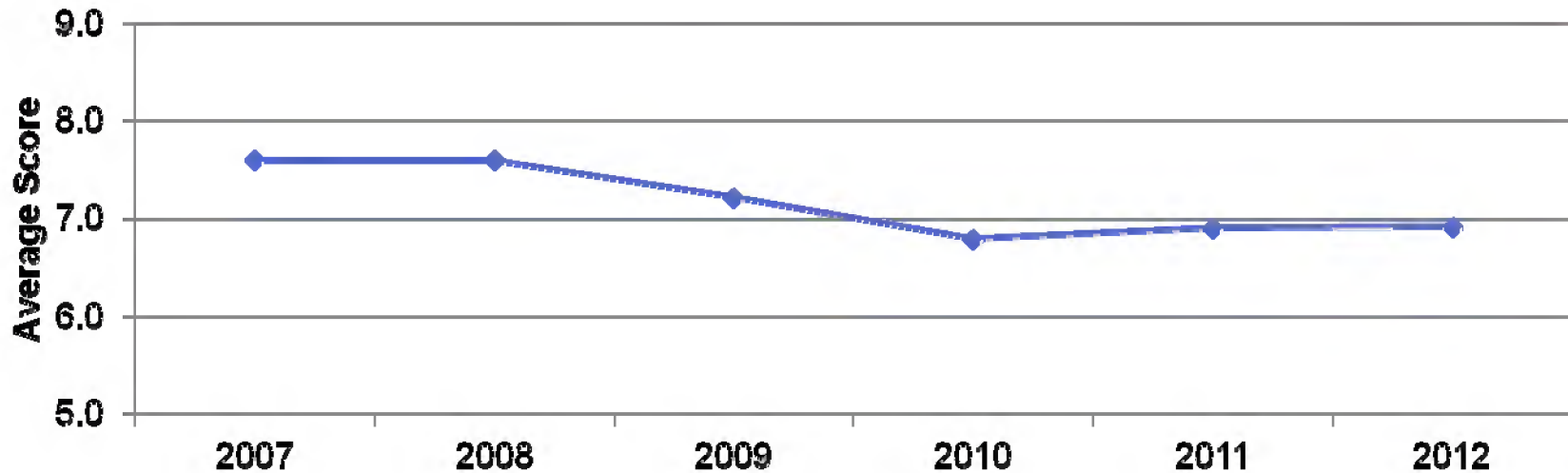


Research First

2011: 6.9

2012: 6.9

- 'Good/ Good service' 48, 'Good Support' 37, 'Good diversity of support' 33
- 'Rates should not be used for Culture and Heritage' 29

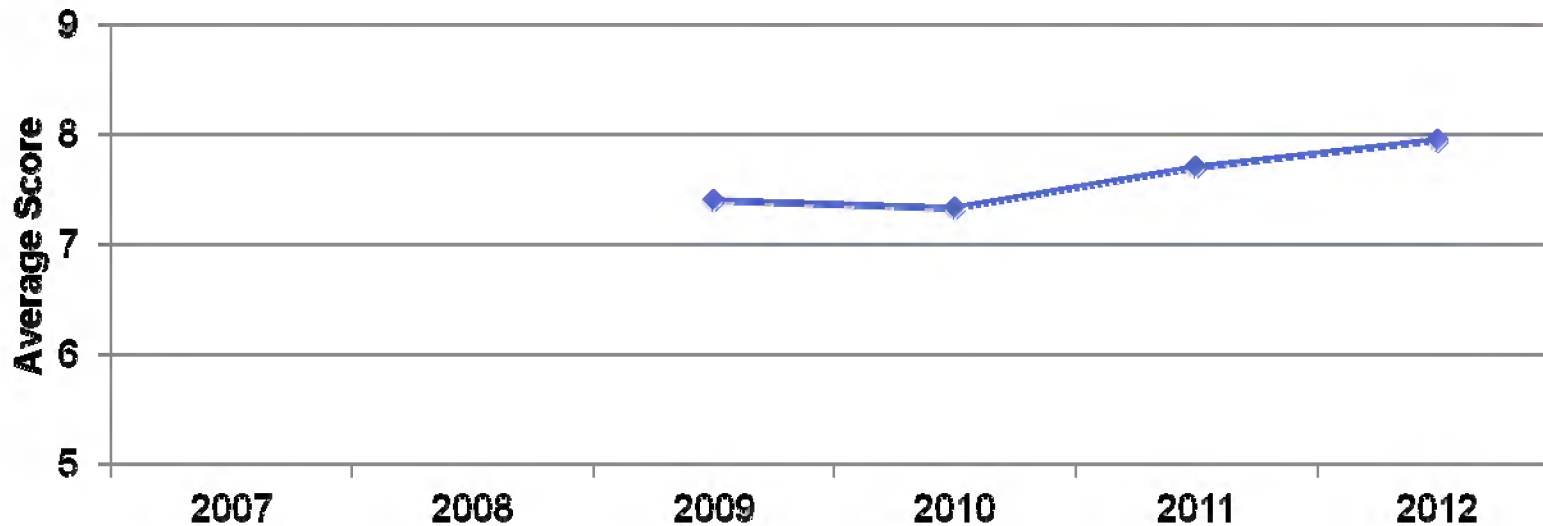


# Overall Performance

- Council Services

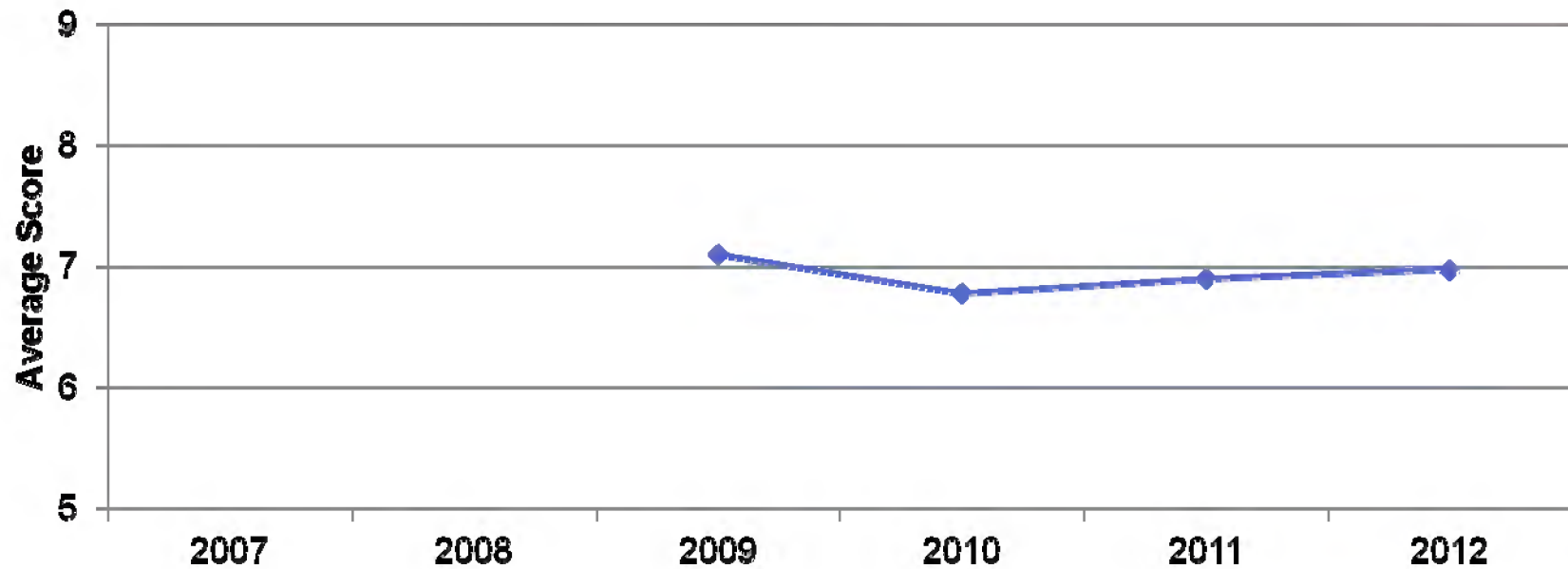
2011: 7.7 2012: 7.9

➤ 'Good Friendly service, no trouble' 95, 'Very helpful' 60



# Overall Performance

- Overall Rating of Council  
2011: 6.9 2012: 7.0



# Questions and Discussion

