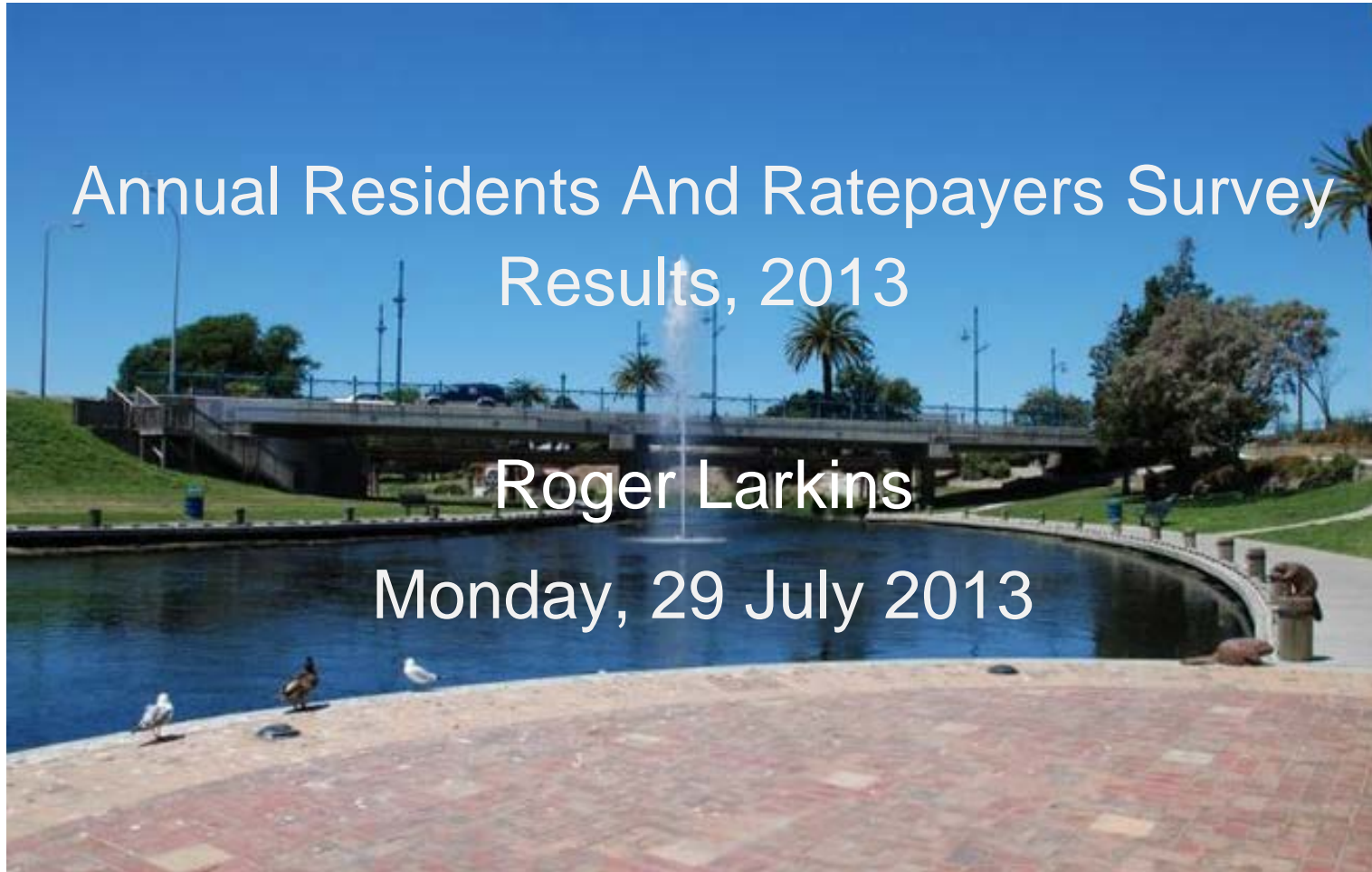




## Annual Residents And Ratepayers Survey Results, 2013

Roger Larkins

Monday, 29 July 2013



# Presentation Outline



Research First

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

# Context and Objectives



Photo courtesy SP Veres



- 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 miro



- 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

# Change in Design, 2013



Research First

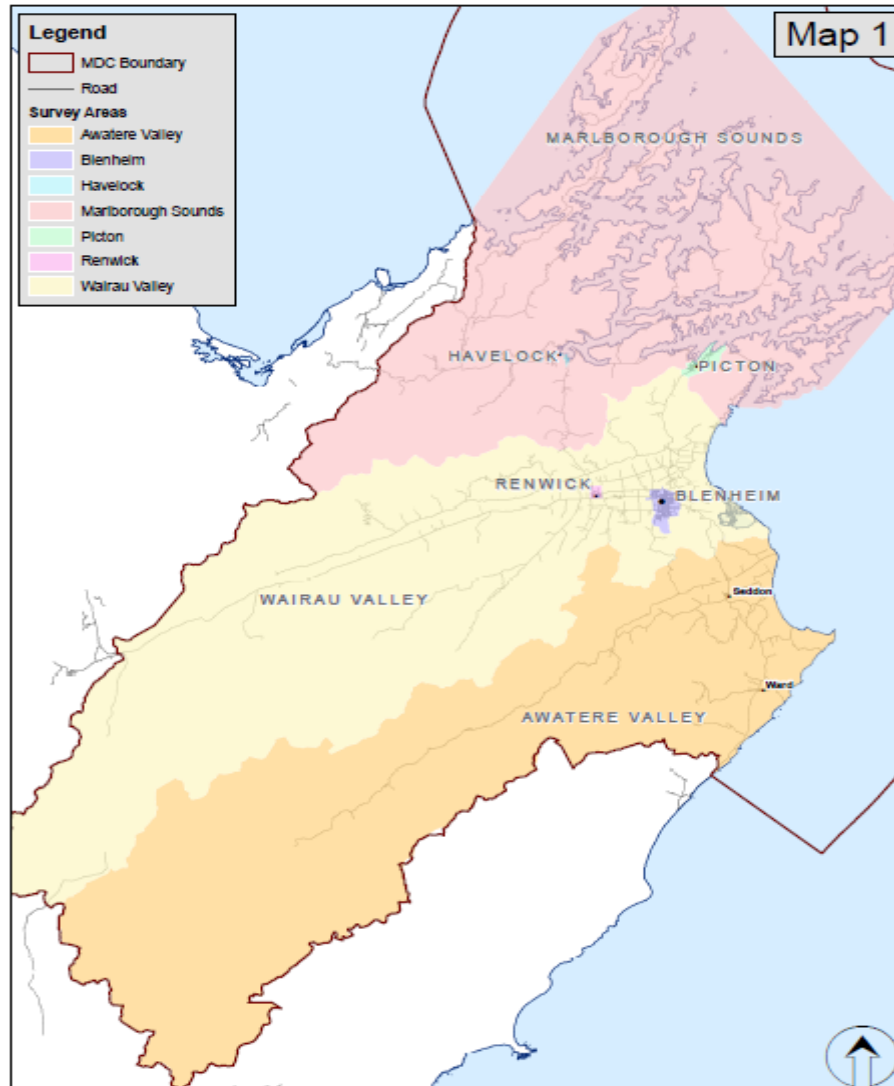
- Two sets of respondents
- Each providing 400 responses
- Shorter survey duration
  - Aim of lower refusal rates
  - Outcome has been data that closely aligns with previous trends
- No questioning of priorities in 2013



# Defining the District Locations



Research First



# Research Design: Who Responded?



Research First

(The 'Achieved Sample')

Group	Percentage of Sample	Percentage of Population <sup>1</sup>
18-24	5%	9%
25-34	13%	14%
35-44	20%	19%
45-54	21%	19%
55-64	22%	18%
65+	19%	21%
Male	49%	50%
Female	51%	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	58%	60%
Havelock	1%	1%
Picton	10%	10%
Renwick	6%	6%
Awatere Valley	3%	3%
Wairau Valley	13%	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	5%
2-5 years	9%
5-10 years	13%
10+ years	73%

# 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



# Rating of Services: All Results



Research First

- |                          |     |  |     |
|--------------------------|-----|--|-----|
| • Library services       | 8.4 | • Community housing                    | 7.0 |
| • Emergency management   | 8.3 | • Culture and heritage                 | 6.9 |
| • Water supply           | 8.2 | • Consents and compliance              | 6.7 |
| • Sewerage               | 8.0 | • Regional development                 | 6.7 |
| • Solis waste management | 7.9 | • Roads and Footpaths                  | 6.7 |
| • Community facilities   | 7.9 | • Research Centre                      | 6.5 |
| • Animal control         | 7.7 | • Stormwater drainage                  | 6.5 |
| • Harbour control        | 7.6 | • Environmental policy and information | 6.5 |
| • Community safety       | 7.5 | • Democratic process                   | 6.5 |
| • Community support      | 7.4 | • Biosecurity                          | 6.4 |
| • Tourism                | 7.3 |  |     |
| • Flood Protection       | 7.2 |  |     |

# Water Supply (2012 Priority Rating 8.6)

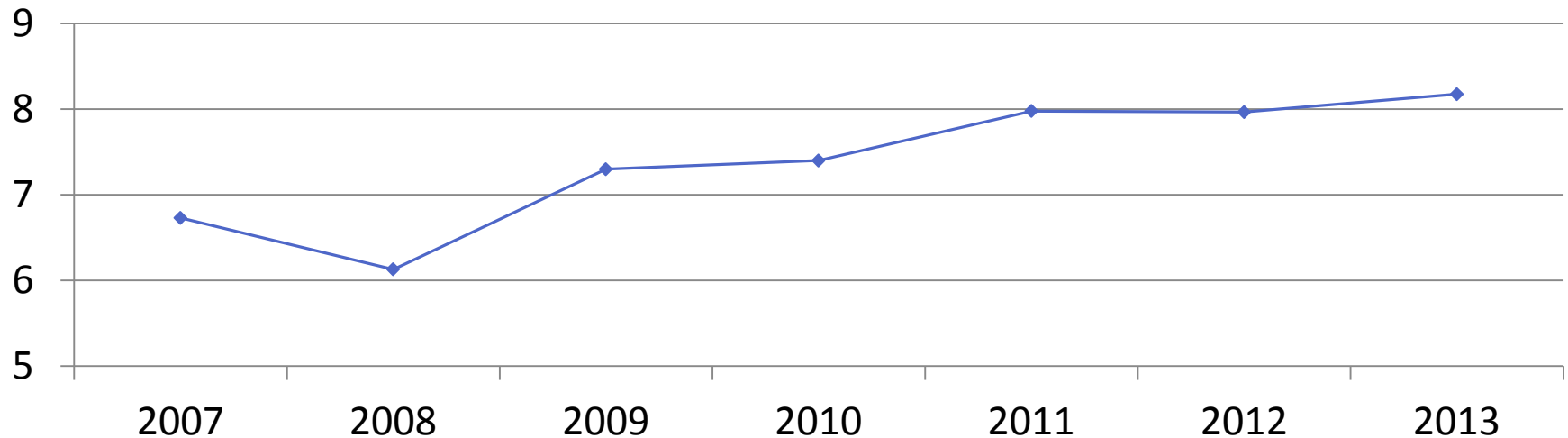


Research First

2012: 7.5

2013: 8.2

- 'No problems' 87'; Good quality water' 82
- 'Water Undrinkable', 11
- Lower results from Picton, Wairau Valley, Awatere Valley\*, Marlborough Sounds\*





# Sewerage (2012 Priority Rating 8.6)

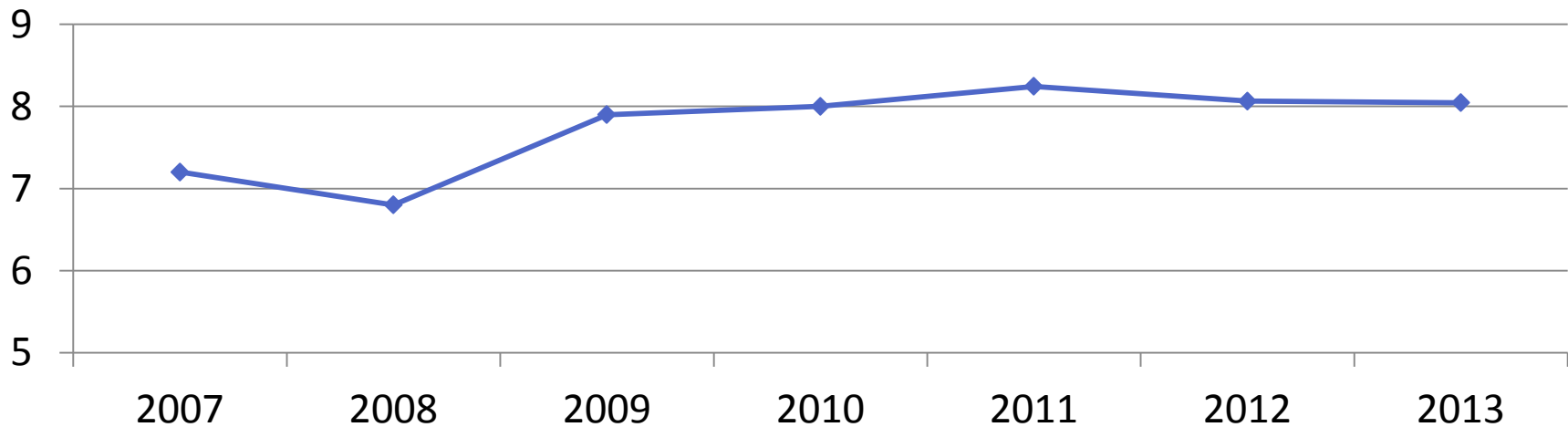


Research First

2012: 8.1

2013: 8.0

- 'No problems/ functions well' 171
- Higher results from Renwick\*
- Lower results from Wairau Valley, Marlborough Sounds\*



# Emergency Management (8.4)



Research First

2012: 7.8

2013: 8.3

– Rural Fire Fighting

2012: 8.2

2013: 8.5

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

– Emergency Management

2012: 7.5

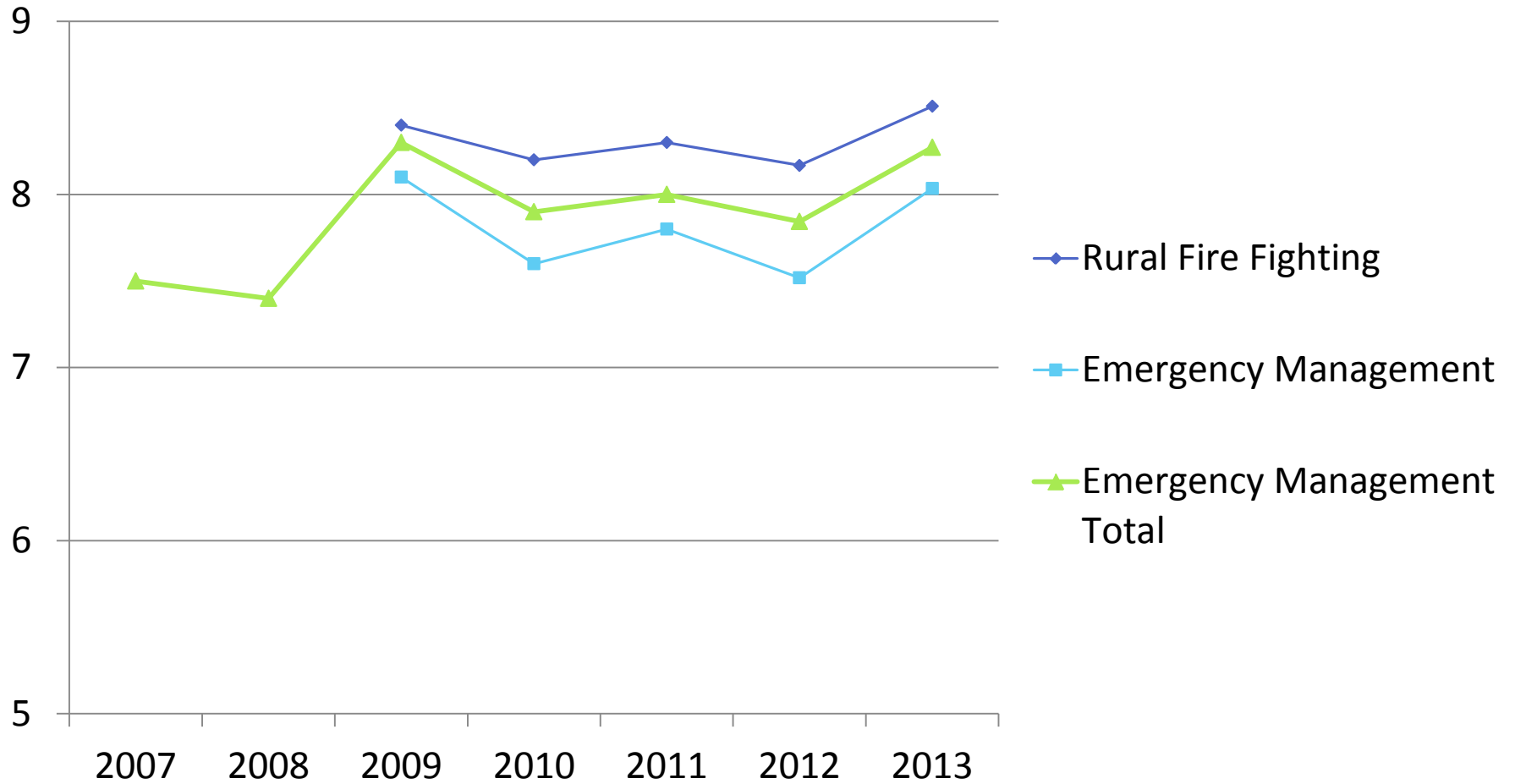
2013: 8.0

- 'Very Good Service' 167, 'Quick Response' 65, 'Always there when you need' 36
- Lower results from Picton (Fire fighting), Marlborough Sounds (Emergency Management)

# Emergency Management (8.4)



Research First



# Community Safety (8.2)

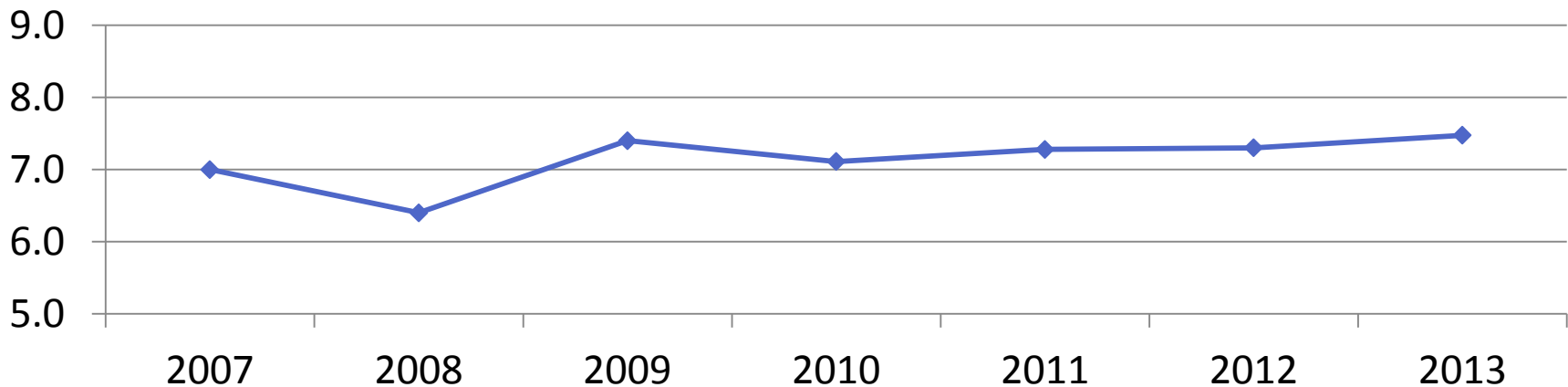


Research First

2012: 7.3

2013: 7.5

- 'Effective security camera system' 49, 'Good job' 40
- 'Issues with youth in streets at night' 14,
- Lower Response from Picton, Awatere Valley\*



# Stormwater Drainage (8.1)

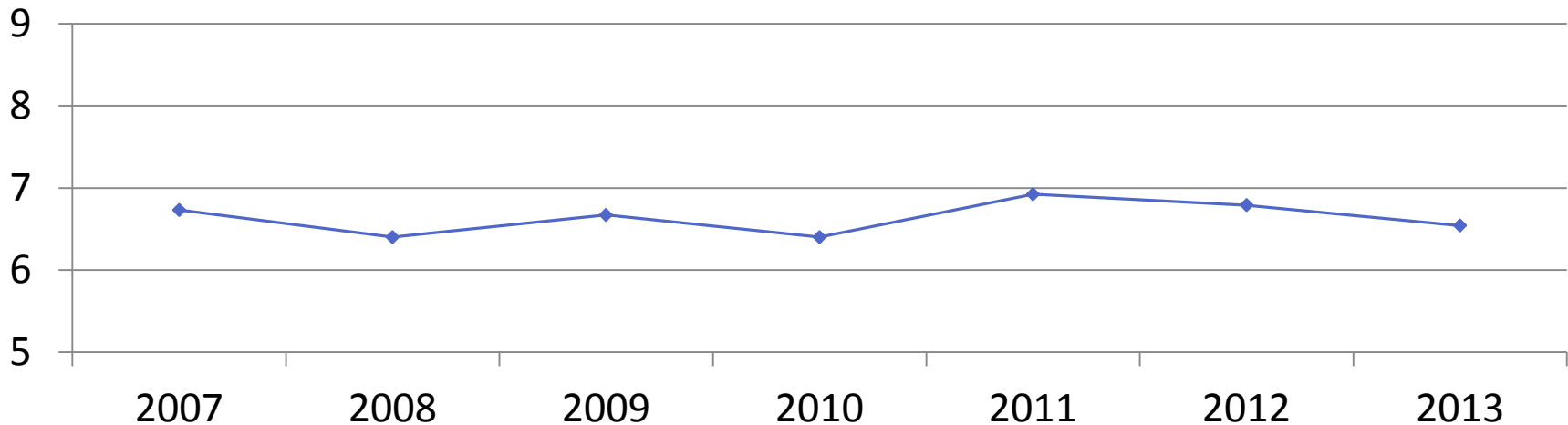


Research First

2012: 6.8

2013: 6.5

- 'No problems' 44, 'Not much flooding' 23
- 'Flooding still occurring' 39, 'Blocked overflowing drains / not cleared' 22
- Lower results from Wairau Valley, Havelock\*, Awatere Valley\*



# Solid Waste Management (8.0)



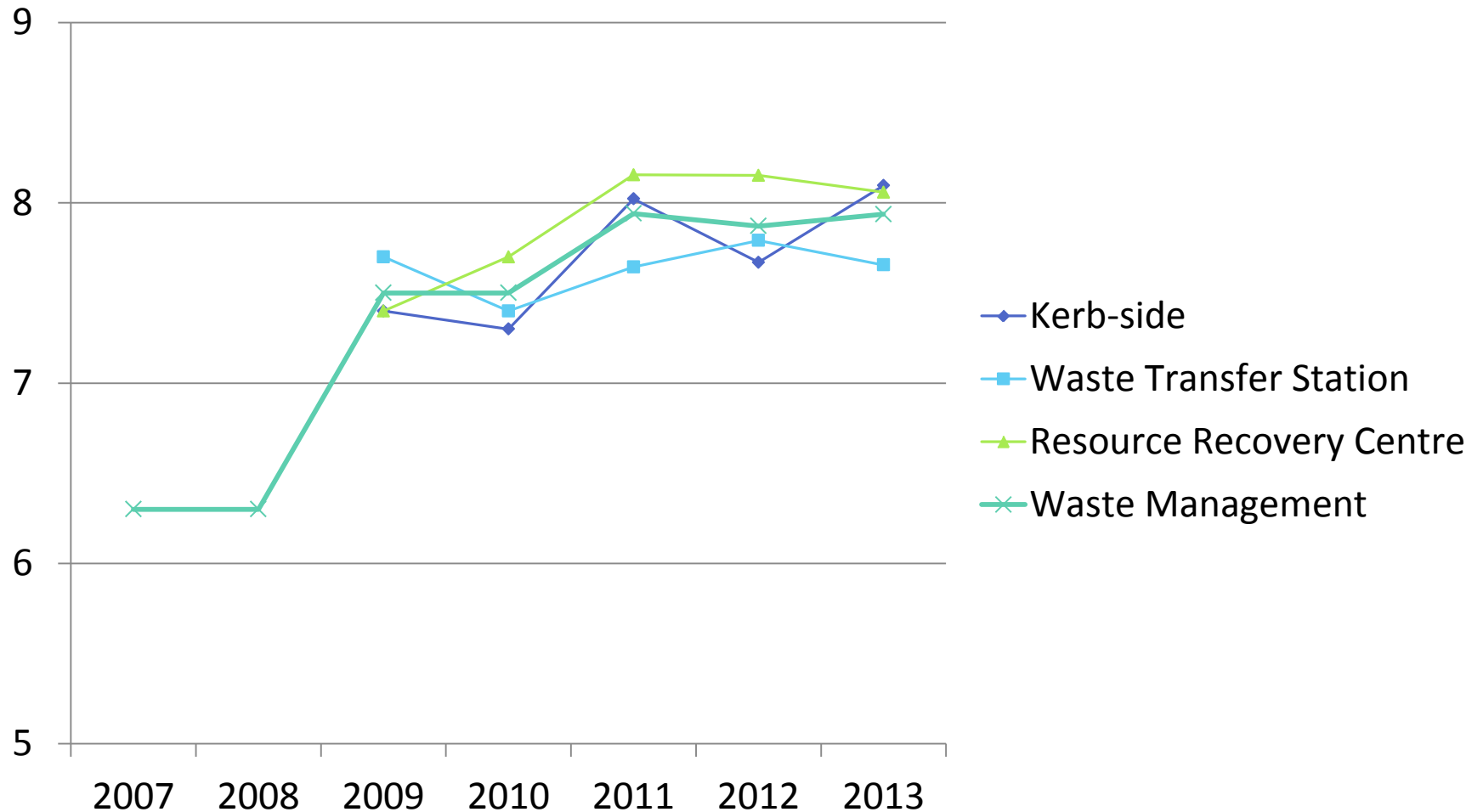
Research First

- **Kerbside** 2012: 7.7 2013: 8.1
  - 'Great service/ pick up good' 110; 'Reliable/ on time' 61
  - 'No kerb-side collection', 10
  - Lower results from Renwick\*, Awatere Valley\*
- **Waste Transfer** 2012: 7.8 2013: 7.7
  - 'Convenient, Accessible' 38, 'Excellent' 35
  - 'Expensive', 19
  - Lower results from Havelock\*, Awatere Valley\*
- **Resource Recovery** 2012: 8.2 2013: 8.1
  - 'Good, well managed' 87, 'Good to be able to recycle' 43, 'Convenient' 41

# Solid Waste Management (8.0)



Research First



# Flood Protection and Control (7.9)

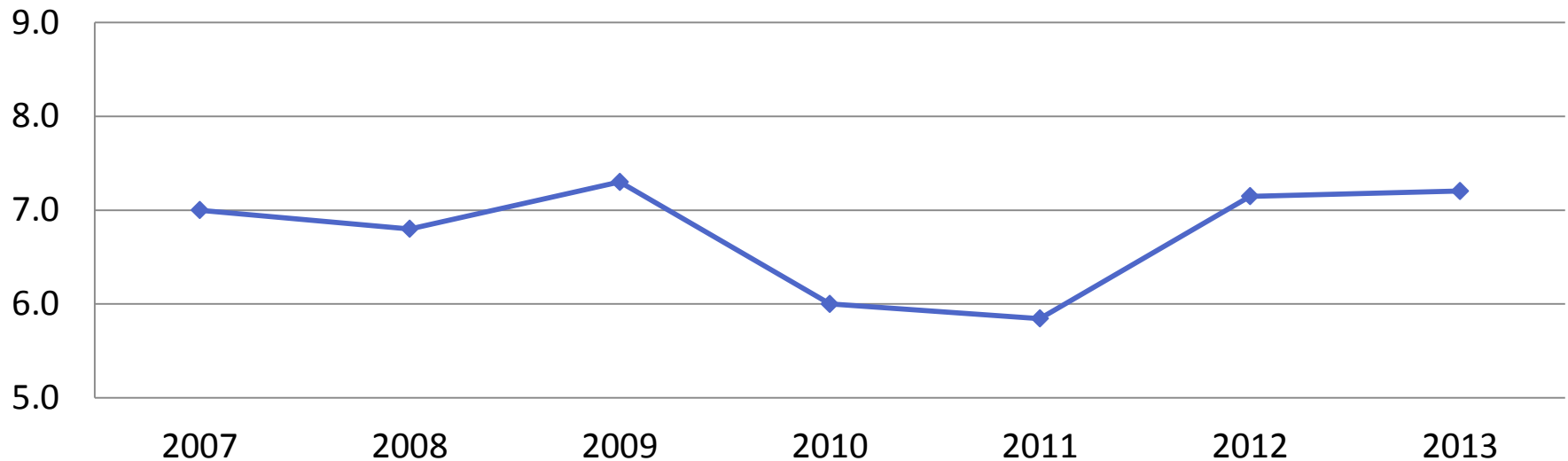


Research First

2012: 7.1

2013: 7.2

- 'Well planned/managed/monitored' 65;  
'Rarely floods' 37
- 'Lack of Maintenance', 22
- Lower, Awatere Valley\*, Havelock\*





# Democratic Process (7.8)



Research First

2012: 6.7

2013: 6.5

– Providing information about Council, 6.6

➤ Lower: Picton, Awatere Valley\*, Marlborough Sounds\*

– Awareness - Council meetings, 6.3

➤ 'Advertise/communicate well' 51, 'Very good information available' 23, 'Meetings Well Advertised' 47

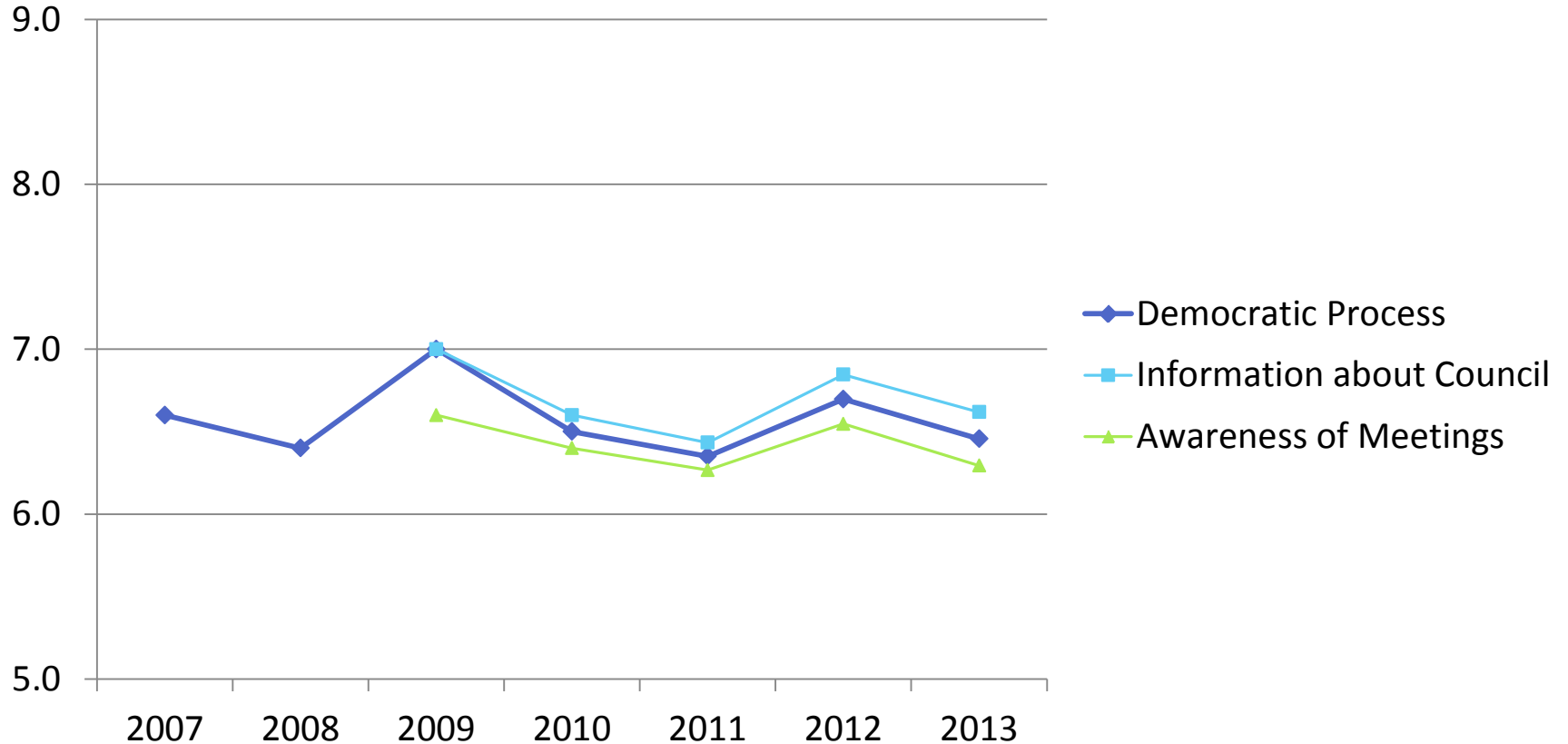
➤ 'Public not aware of meetings' 36, 'Too much behind closed doors' 35, 'Need to let locals know what is going on' 29

➤ Lower, Renwick\*

# Democratic Process



Research First



# Community Support (\*)



Research First

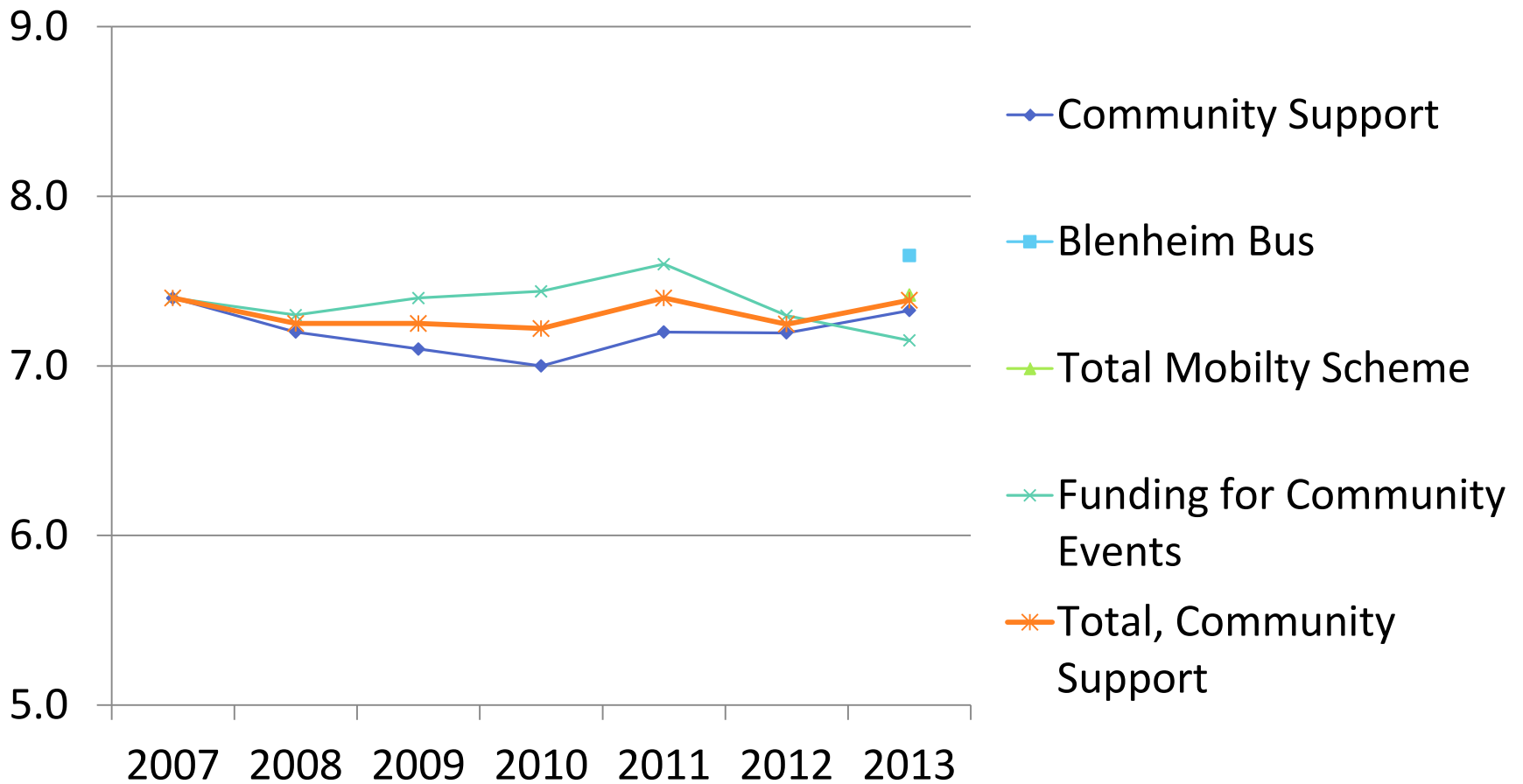
Priority, Community Support: 7.7; Events: 6.7

- Community Support:           2012: 7.2                   2013: 7.4
  - 'Good / Do the job well' 39
  - 'Help always available' 14
- Events Management:       2012: 7.3                   2013: 7.2
  - Lower, Wairau Valley
- Blenheim Bus Service       -                               2013: 7.7
- Total Mobility Scheme       -                               2013: 7.4

# Community Support



Research First



# Roads and Footpaths (7.7)



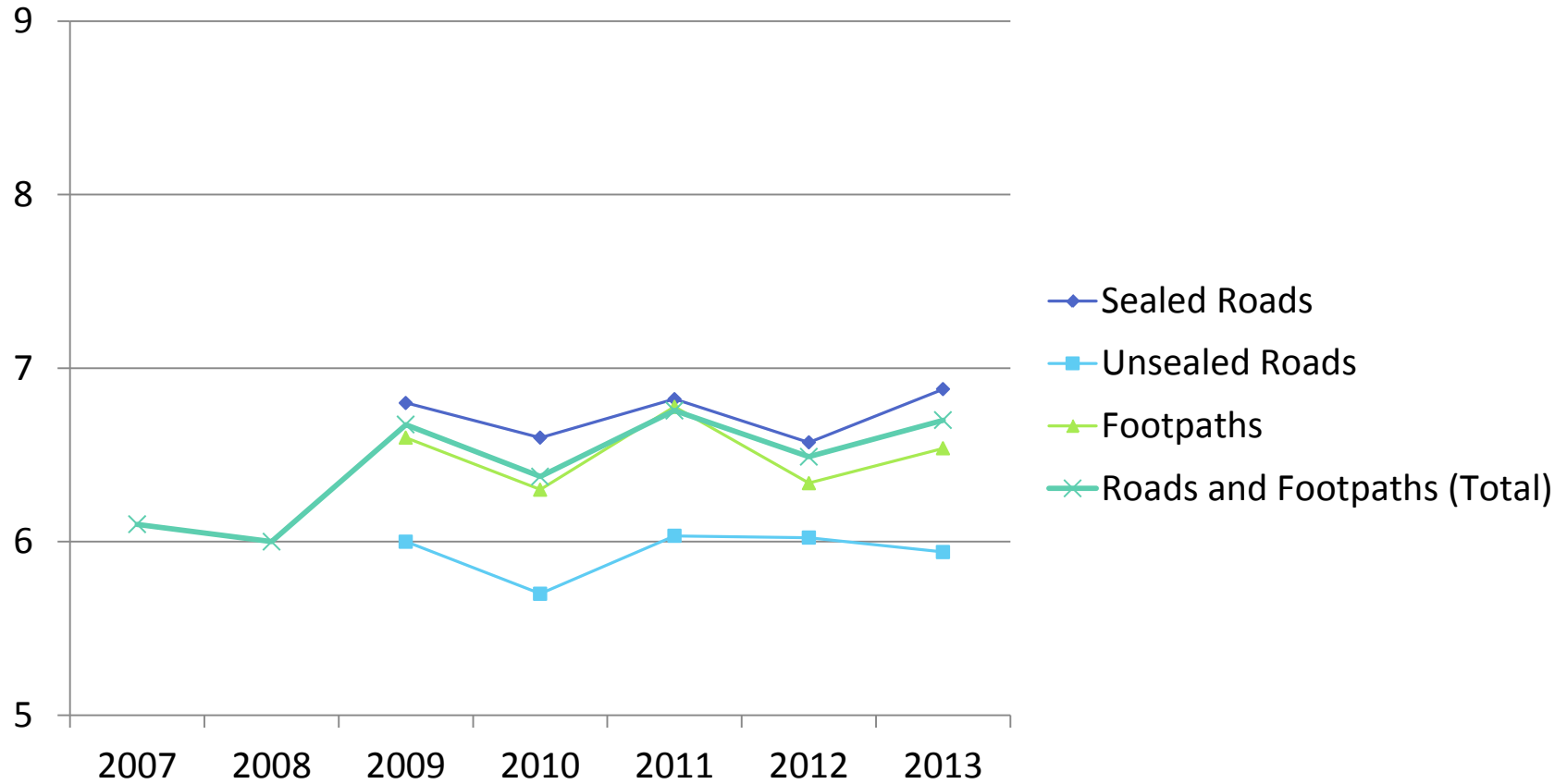
Research First

- |  |           |           |
|--|-----------|-----------|
|  | 2012: 6.5 | 2013: 6.7 |
| • Sealed Roads                                   | 2012: 6.6 | 2013: 6.9 |
| – 'Well maintained sealed roads'                 | 78        |           |
| – 'Poor maintenance / condition: sealed roads'   | 49        |           |
| • Unsealed Roads                                 | 2012: 6.0 | 2013: 59  |
| – 'Well maintained unsealed roads'               | 26        |           |
| – 'Poor maintenance / condition: unsealed roads' | 55        |           |
| • Footpaths                                      | 2012: 6.3 | 2013: 6.5 |
| – 'Footpaths well maintained'                    | 80        |           |
| – 'Lack of footpaths'                            | 21        |           |

# Roads and Footpaths (7.7)



Research First



# Regional Development (\*)



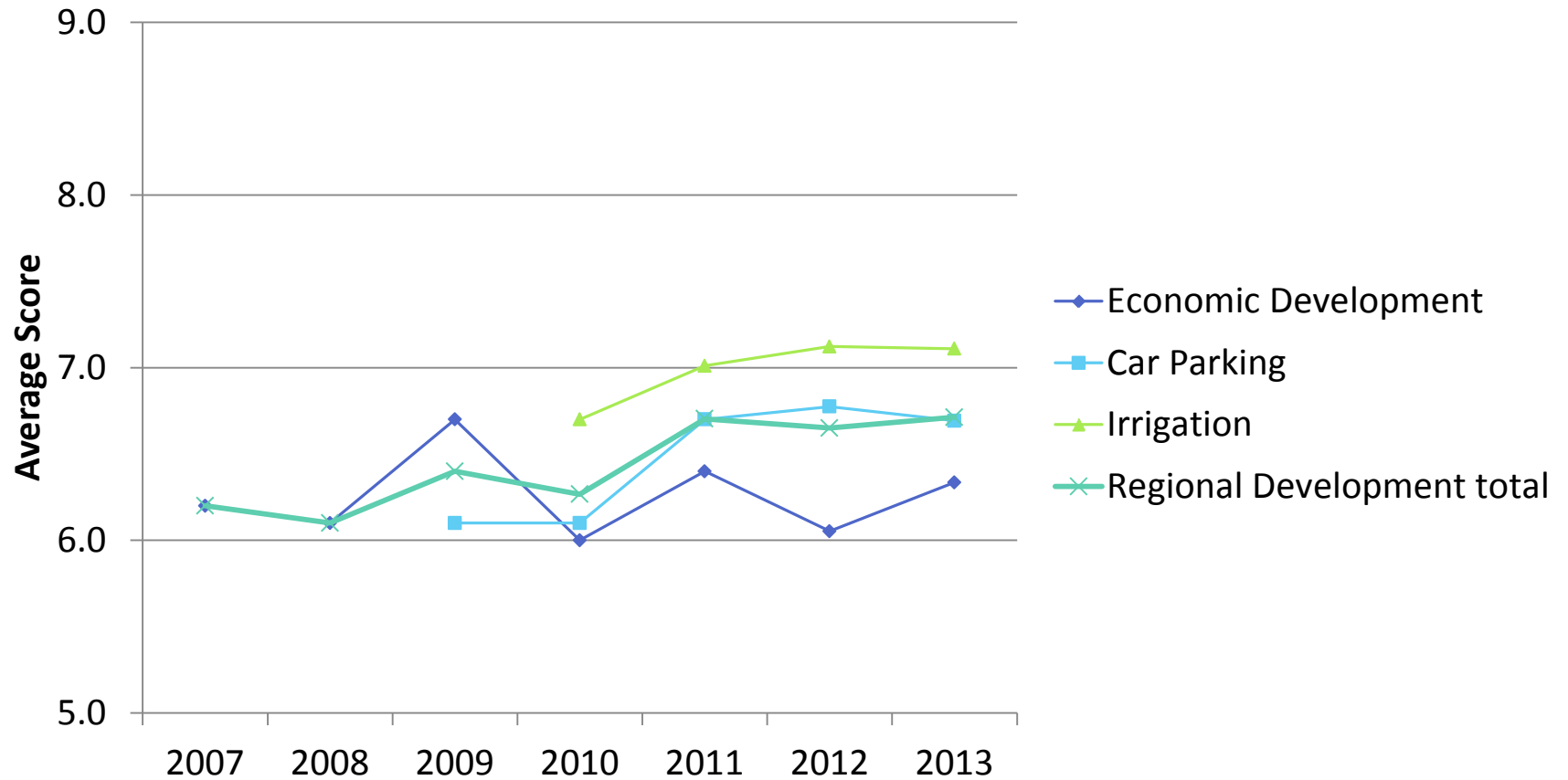
Research First

- Economic Development                      2012: 6.1                      2013: 6.3
  - 'Doing a good job' 31
  - 'Actions impede business' 13
  - Higher rating, Renwick
- Car Parking                                      2012: 6.8                      2013: 6.7
  - 'Plenty of car parking' 65
  - 'Car parking unused', 'Lack of car parking' 21
  - Lower ratings, Picton, Marlborough Sounds, Awatere Valley\*
- Irrigation (Southern Valleys)              2012: 7.1                      2013: 7.1
  - 'Doing a good job' 23
  - 'Do well maintaining water supply' 17
  - Higher rating, Renwick

# Regional Development



Research First





# Tourism (7.5)

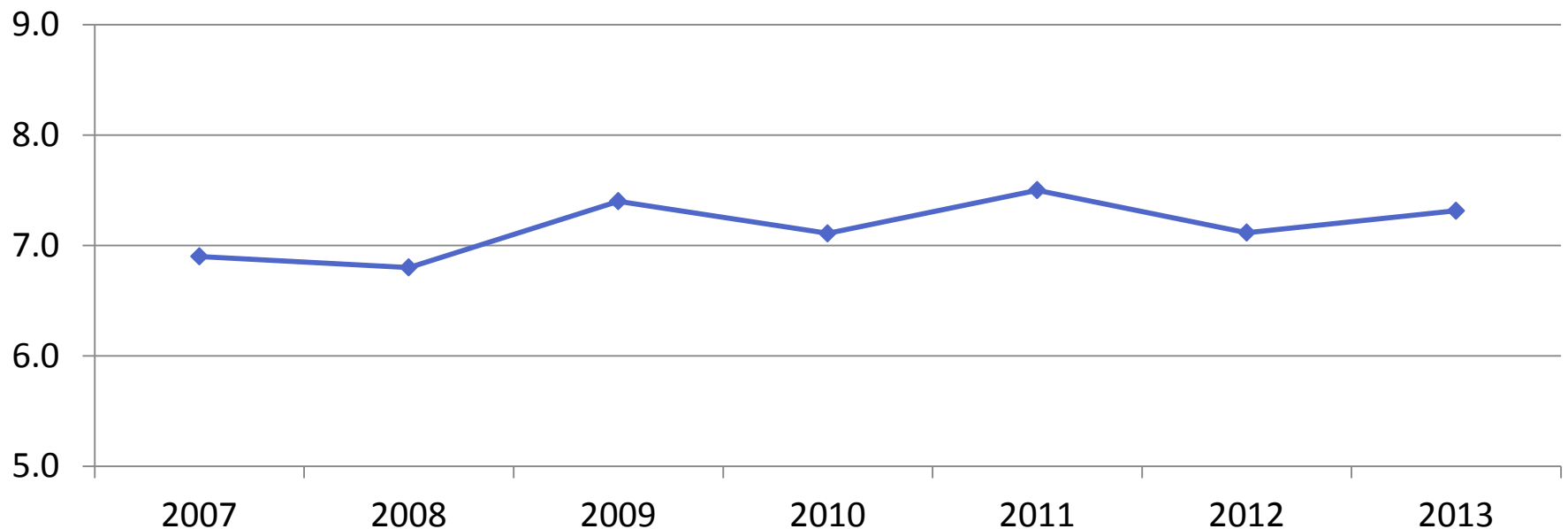


Research First

2012: 7.1

2013: 7.3

- 'Council supports tourism well' 46, 'The region is well promoted' 34, 'Advertise well' 32
- 'More promotional funding required' 10



# Environmental Policy /Information (7.5)



Research First

- Developing Environmental Policy

2012: 6.6

2013: 6.3

- 'Overall, good service' 28

- Environmental Monitoring/ Information

2012: 6.6

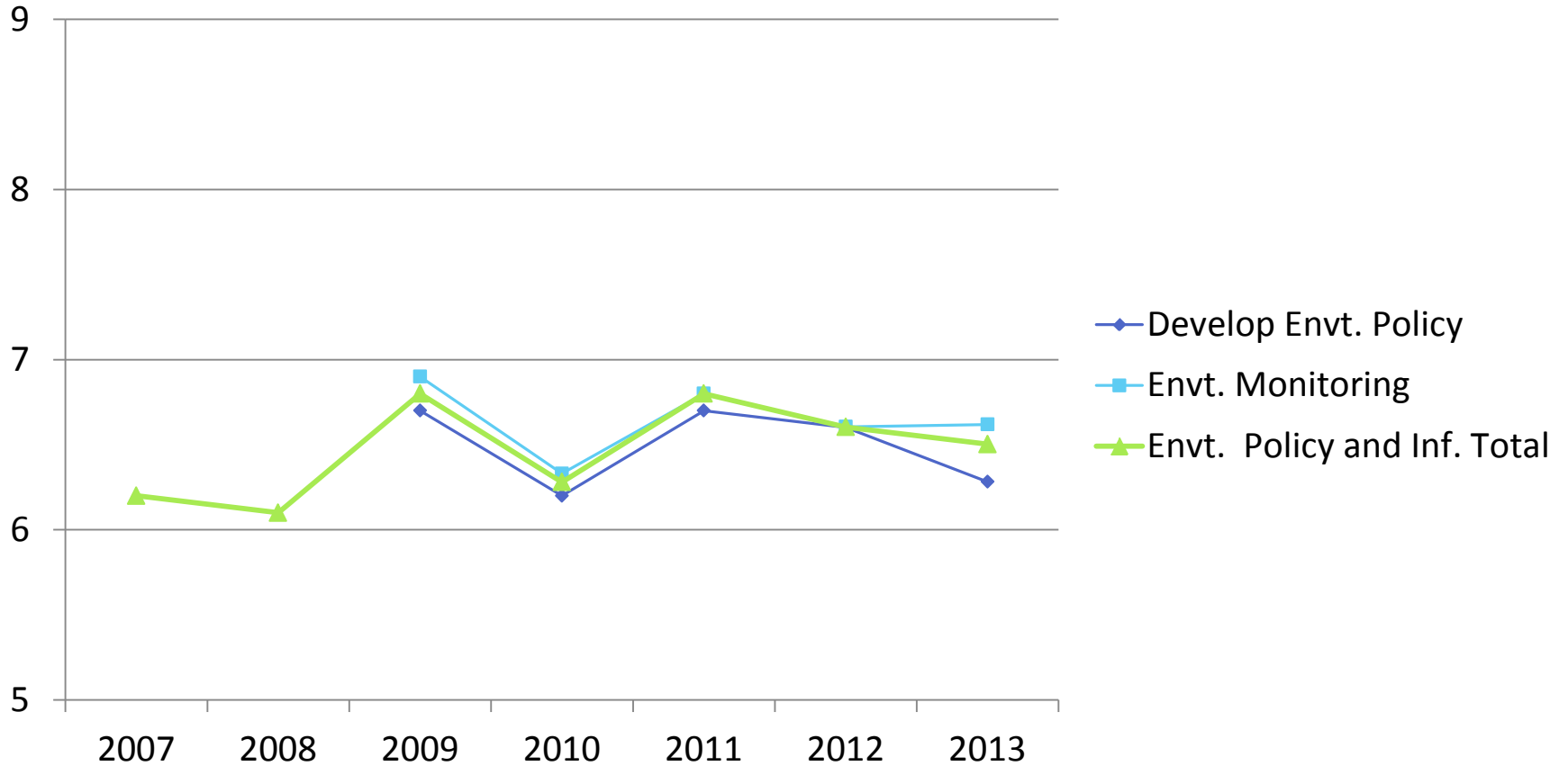
2013: 6.6

- 'Doing a good job' 22, 'Good information flow' 17
- 'Lack of environmental monitoring' 17, 'Lack of information about environmental monitoring' 13
- Lower rating, Wairau Valley, Awatere Valley\*

# Environmental Policy /Information (7.5)



Research First



# Community Facilities (7.5)



Research First

- **Community Halls**

2012: 7.4

2013: 7.4

- 'Well maintained' 46
- Low Result: Picton, Marlborough Sounds\*

- **Swimming Pools**

2012: 8.4

2013: 8.3

- 'Well maintained, good condition' 94, 'great upgraded pool' 59
- Low Result: Picton, Marlborough Sounds\*

# Community Facilities (7.5)



Research First

- Parks and Reserves

2012: 8.0

2013: 8.1

- 'Well maintained, good condition' 169
- Low Results: Picton, Marlborough Sounds

- Sports Grounds

2012: 8.1

2013: 8.2

- 'Well maintained, good condition' 130
- Low Result: Marlborough Sounds

# Community Facilities (7.5)



Research First

- **Cemeteries**

2012: 8.3

2013: 8.1

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

- **Public Toilets**

2012: 7.3

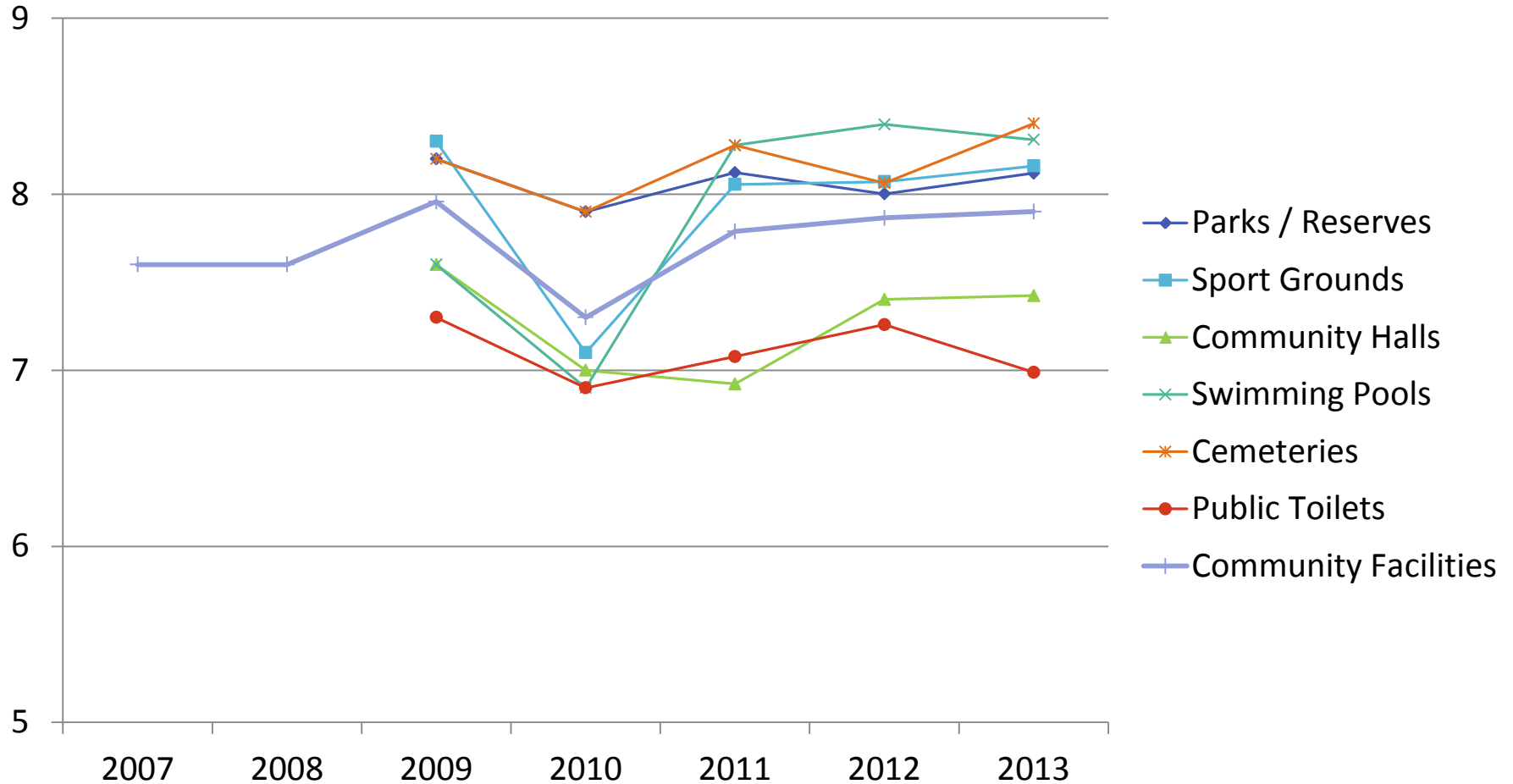
2013 : 7.0

- 'Well maintained, good condition' 76
- 'Poor maintenance / hygiene' 31
- Low Result: Marlborough Sounds

# Community Facilities (7.5)



Research First



# Harbour Control (7.4)

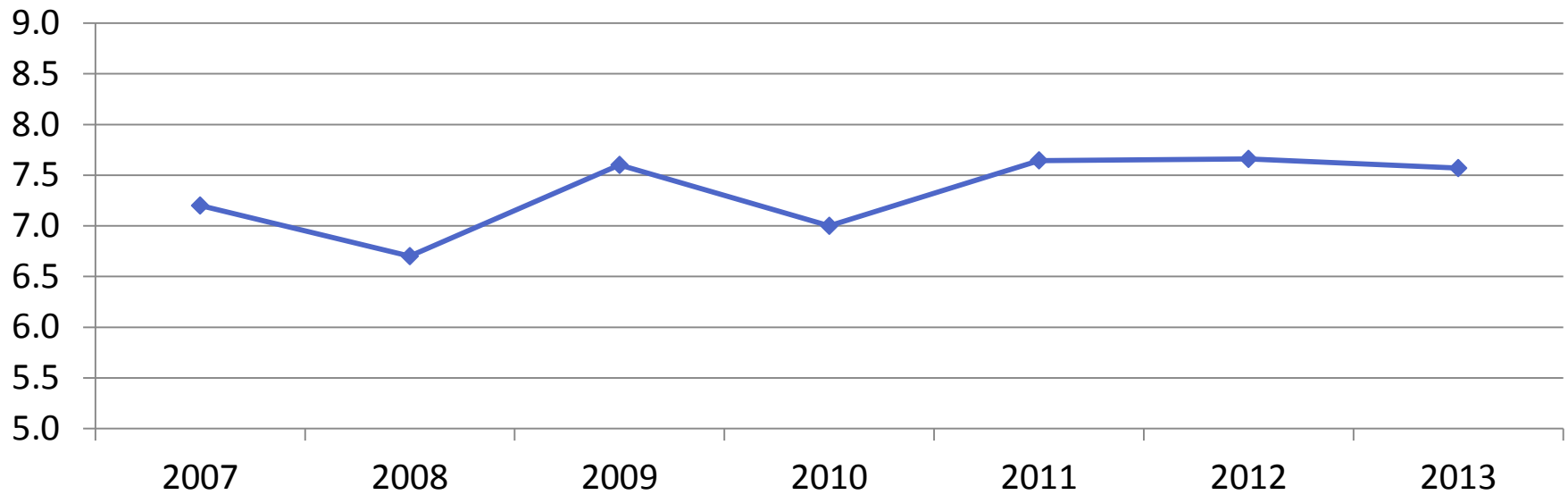


Research First

2012: 7.7

2013: 7.6

– 'Good service' 46, 'Good maintaining equipment' 19





- Resource Management Act (consents)

2012: 6.2

2013: 6.1

- 'Efficient' 16; 'good service' 15
- Low Result: Picton, Renwick\*, Awatere Valley, Havelock

- Resource Management Act (Monitoring)

2012: 6.2

2013: 6.3

- Low Result: Picton, Marlborough Sounds, Havelock\*

- Sale of Liquor Act

2012: 7.1

2013: 7.3

- 'No problems, good' 46; 'well monitored' 33
- Low Result: Havelock

- **Building Act**

2012: 6.1

2013: 6.2

- 'Do a good job/good service' 17, 'good service' 15
- 'Consents take too long' 33,
- Low Result: Renwick

- **Health and Food Act**

2012 : 7.3

2013 : 7.6

- 'Good high standards and monitoring' 45
- Low Result: Picton, Havelock\*

# Consents and Compliance



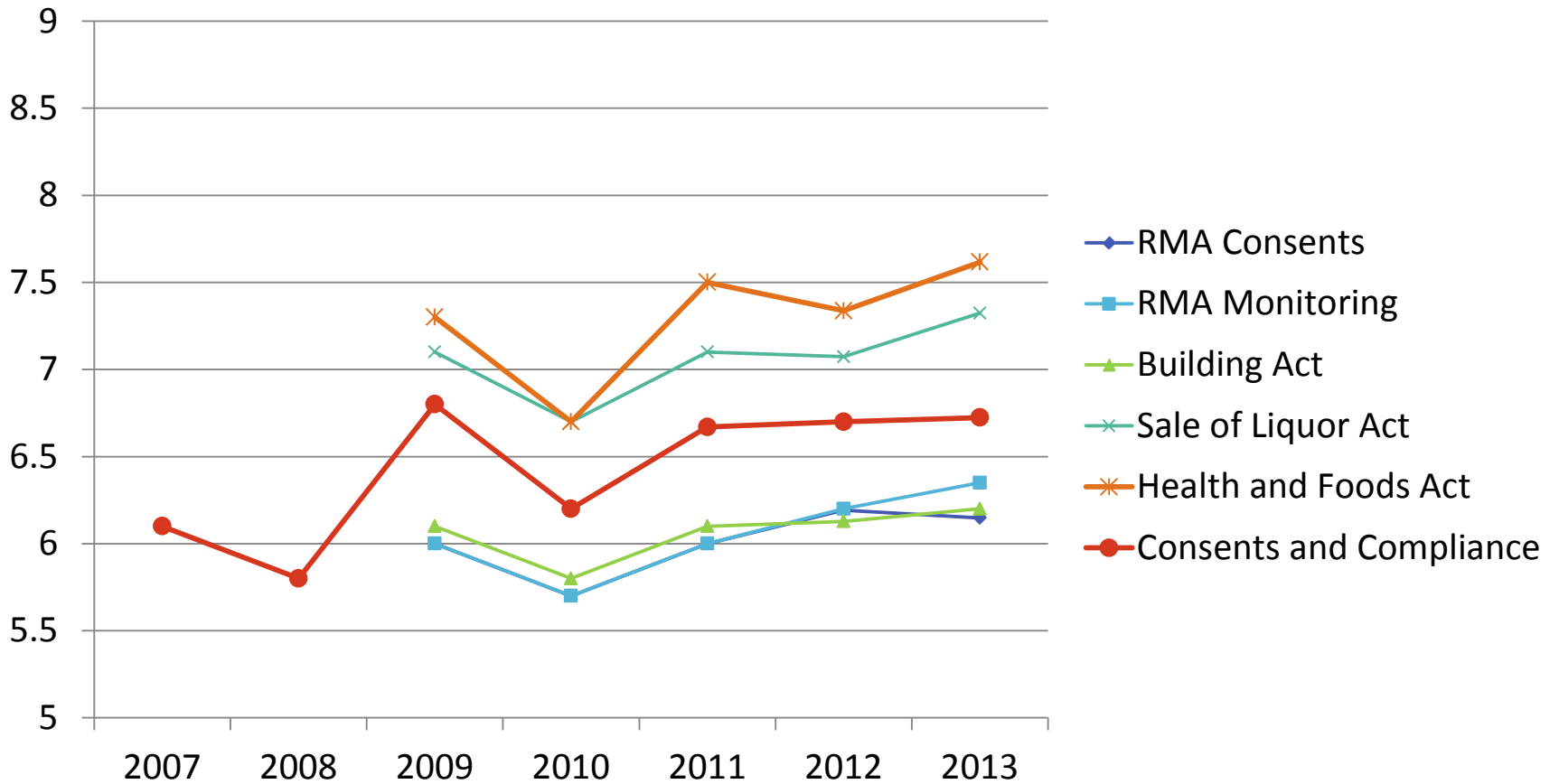
Research First

Act	Satisfied	Neutral	Dissatisfied
Resource Management Act (consents)	56.3%	18.9%	24.8%
Resource Management Act (monitoring)	52.8%	28.6%	18.6%
Building Act	50.4%	24.1%	25.6%
Sale of Liquor Act	75.0%	15.8%	9.2%
Health and Foods Act	79.5%	15.5%	4.9%

# Consents and Compliance (7.3)



Research First



- **Public Libraries**

2012: 8.5

2013: 8.7

- 'Good service/staff helpful' 124, 'Good facilities, PCs' 68, 'Good range of services' 62

- **Community/ School Libraries**

2012: 8.1

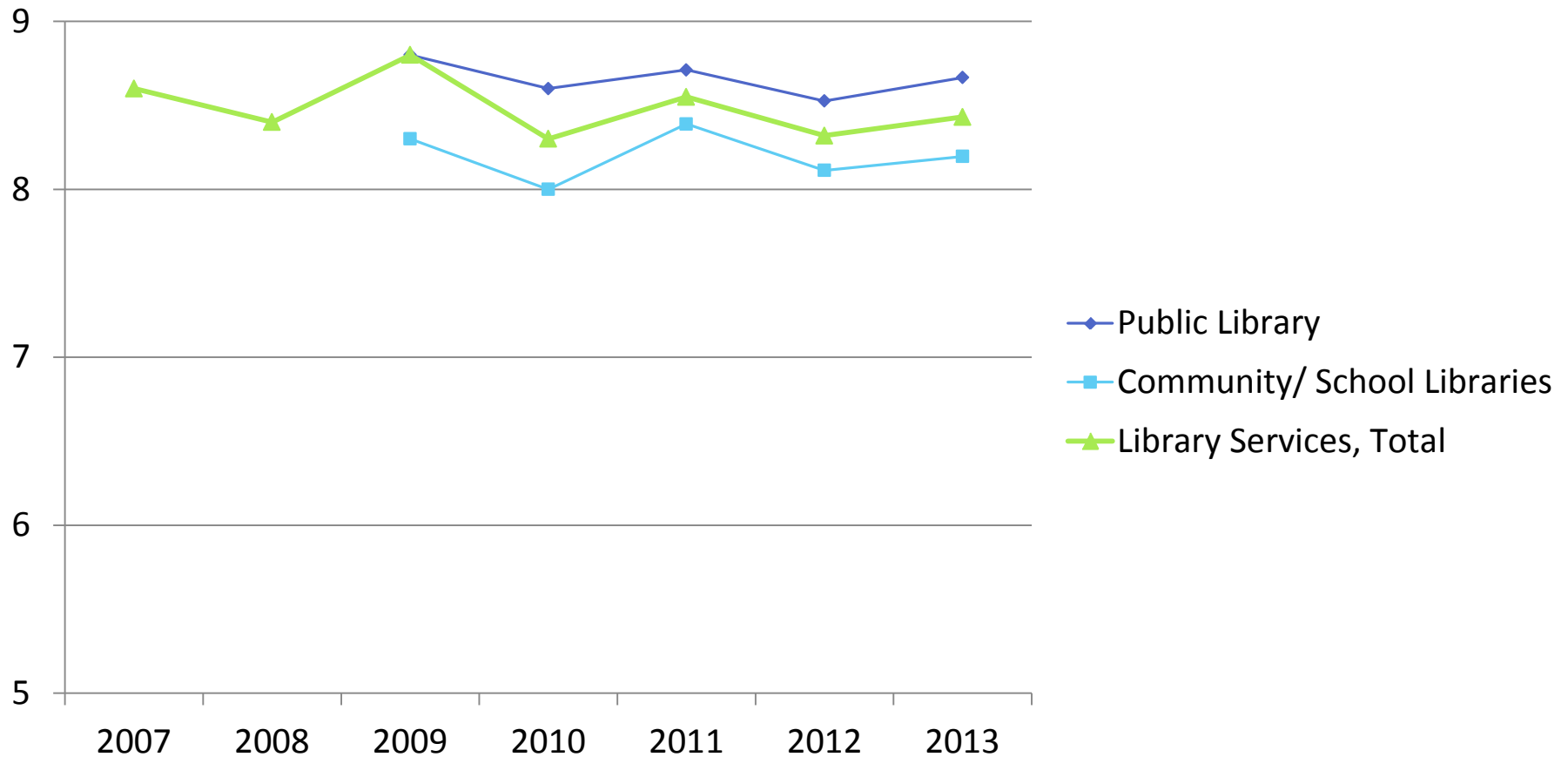
2013: 8.2

- 'Good service/staff helpful' 21, 'Good range of books' 15, 'Good facilities, PCs' 14, 'Good range of services' 14

# Library Services (7.2)



Research First



- **Animal Pests**

2012: 6.3

2013: 6.6

- 'Good control/ involvement ' 38
- 'Have to control animal pests ourselves' 33
- Low Result: Picton, Marlborough Sounds, Havelock\*

- **Plant Pests**

2012: 6.2

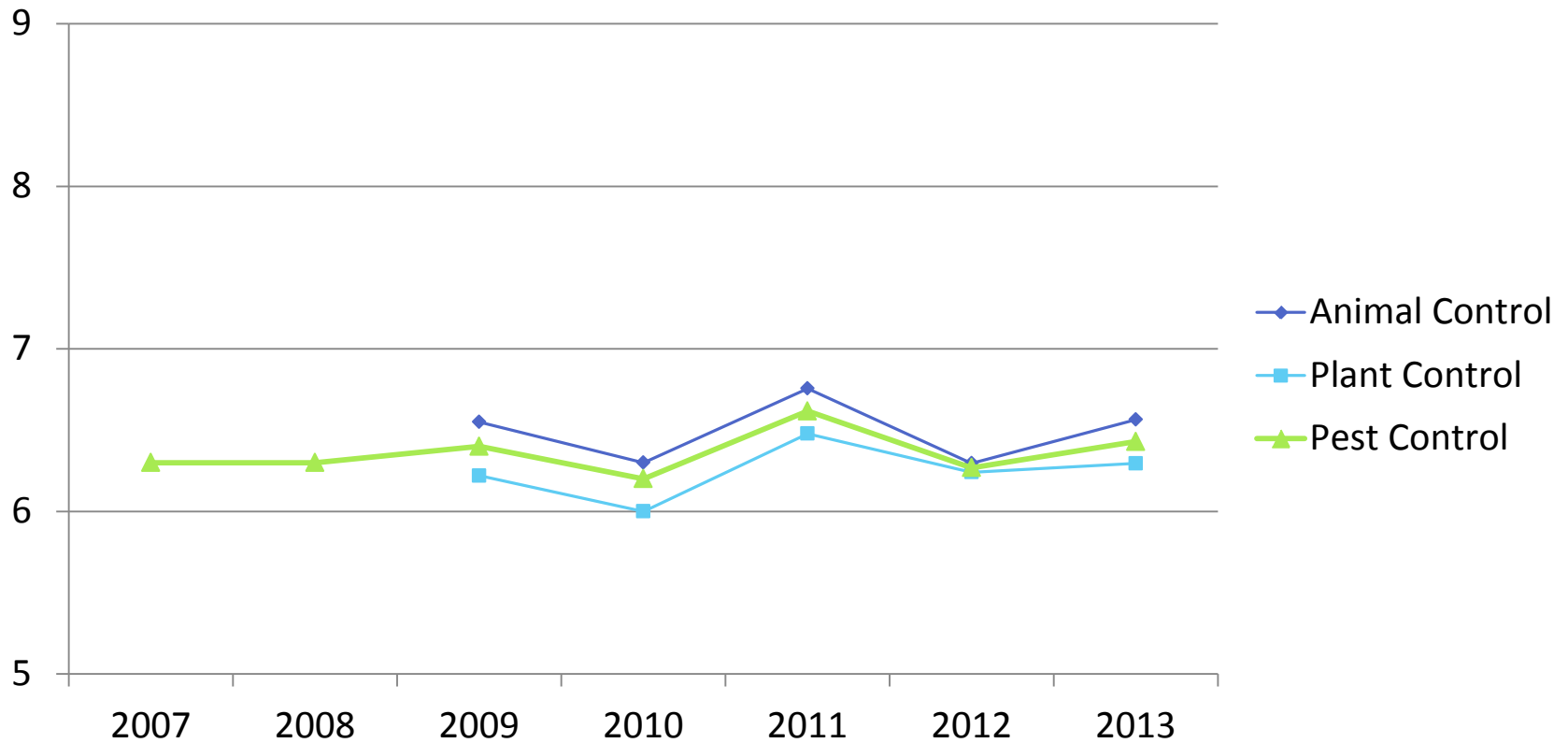
2013: 6.3

- 'Good control/ involvement ' 29
- 'Council ineffective, uninvolved' 16
- Low Result: Picton, Marlborough Sounds

# Pest Control (7.2)



Research First





# Community Housing (7.1)

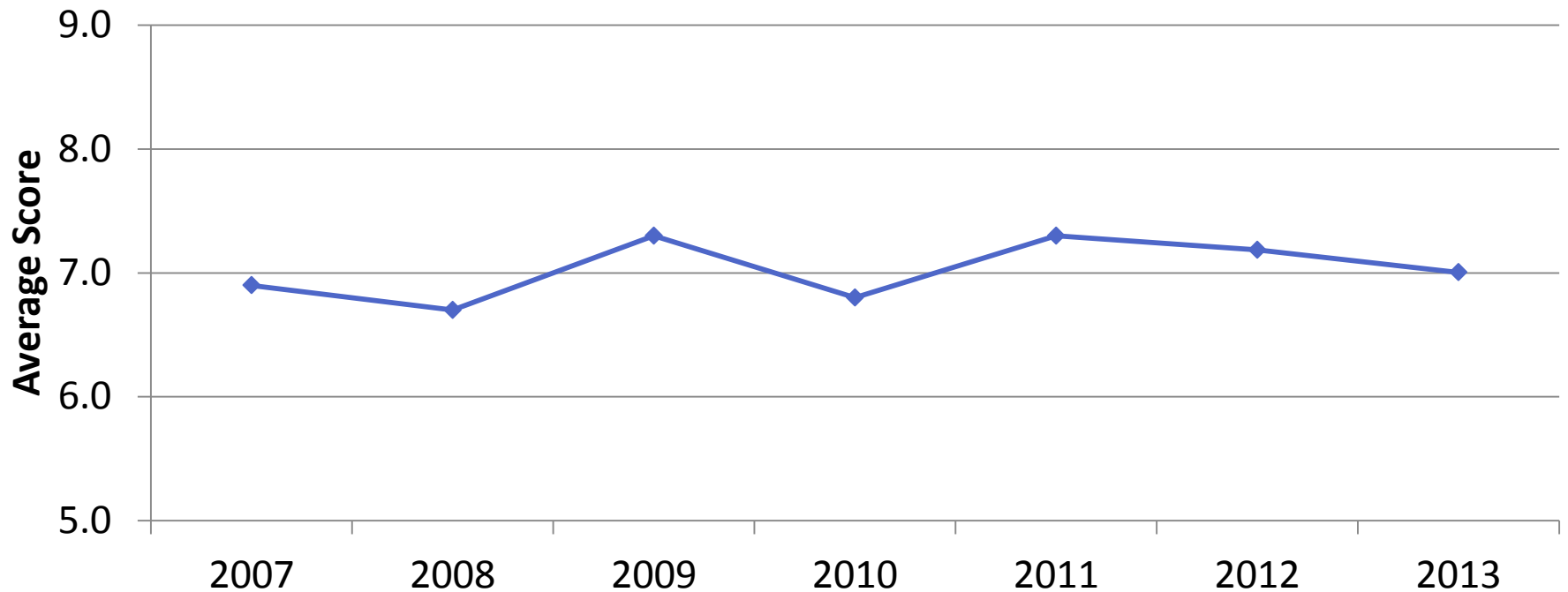


Research First

2012: 7.2

2013: 7.0

– ‘Well maintained/ good upkeep’ 22



- Dog Control

2012: 7.3

2013:7.6

- 'Excellent service/good control' 38, 'Effective don't see dogs roaming' 15
- Low Result: Renwick, Marlborough Sounds

- Control of Livestock

2012: 7.3

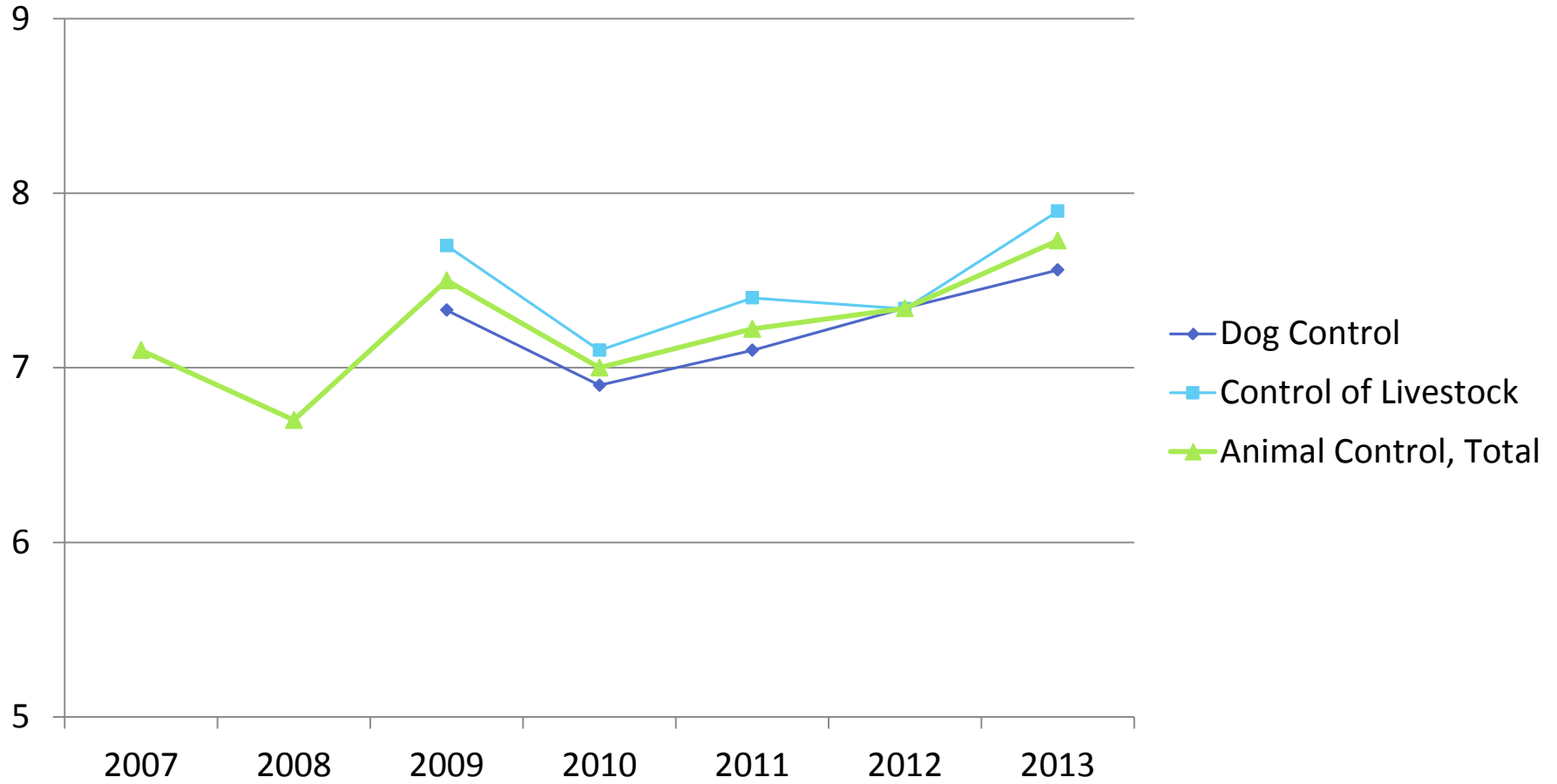
2013: 7.9

- 'Don't see livestock roaming' 51, 'No Problems' 28

# Animal Control (7.0)



Research First



# Research Centre (7.0)

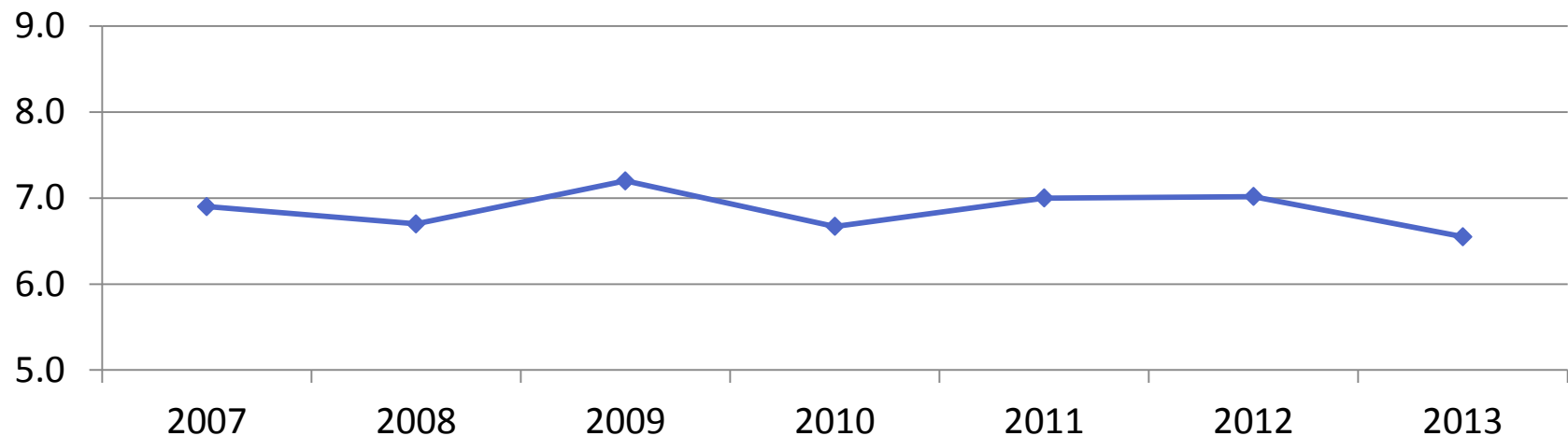


Research First

2012: 7.0

2013: 6.5

➤ 'Great research service' 30, 'Doing an effective job' 26



# Culture and Heritage (6.4)

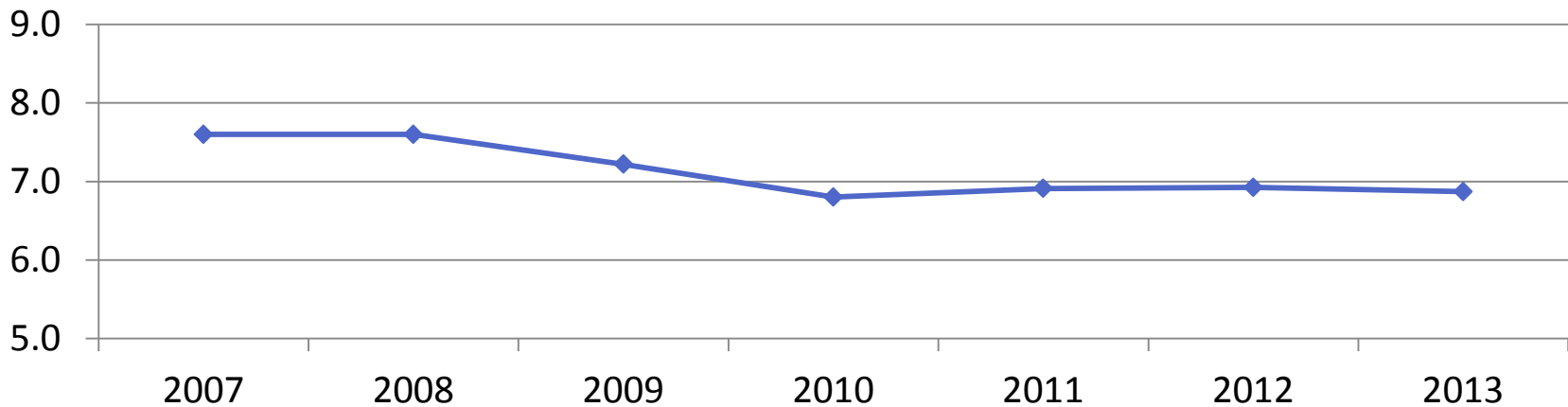


Research First

2012: 6.9

2013: 6.9

- 'Good/ Good service' 46, 'Good support' 14
- 'Rates should not be used for Culture and Heritage' 11
- Low result: Wairau Valley, Awatere Valley\*



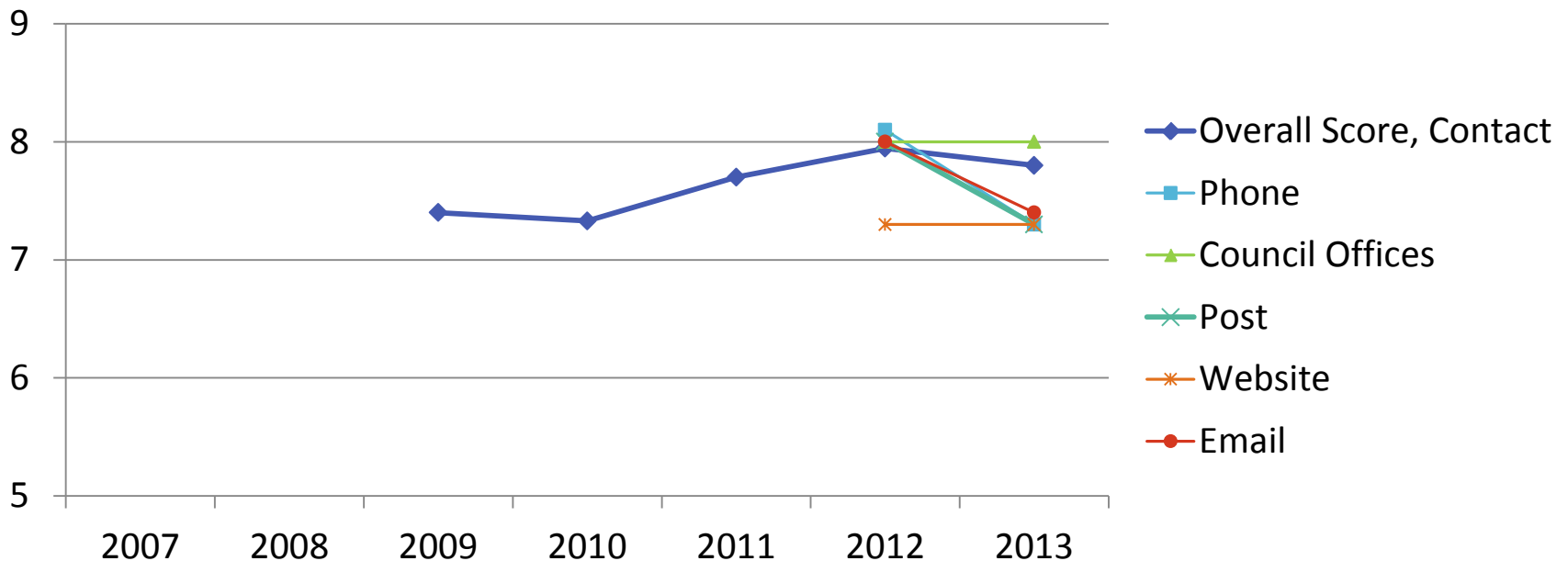


- Council Services

2012: 7.9

2013: 7.8

➤ 'Good Friendly staff' 142, 'Good Service' 82

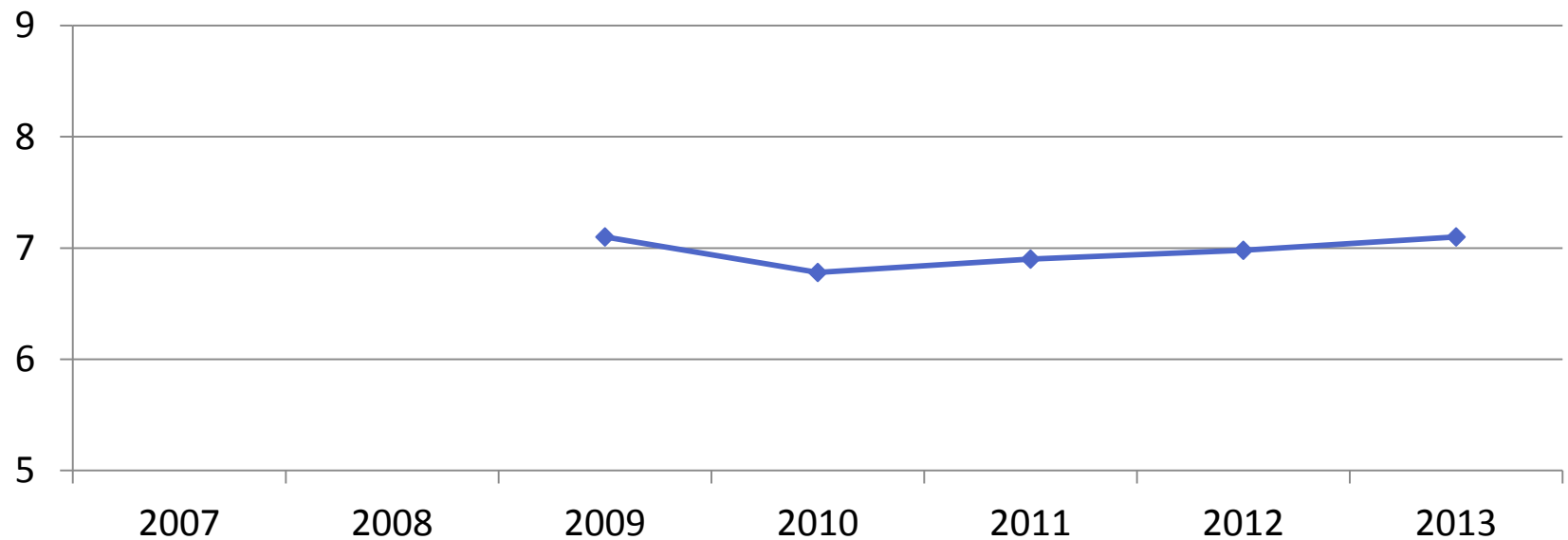




- Overall Rating of Council

2012: 7.0

2013: 7.1



# Land Transport (7.7)



Research First

- **Footpaths**

2012: 6.8

2013: 6.3



# Questions and Discussion

