



Northland Regional Council

Resident Satisfaction Summary Report – September 2018



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Objectives and Method

Specific objectives were to:

- Provide a robust measure of satisfaction with the council's performance in relation to service delivery
- Determine performance drivers and assist the council to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the region and its districts
- Assess changes in satisfaction over time and measure progress towards the Long Term Plan objectives

Method

- A postal and online survey of n=520 residents across the Northland region. This methodology is the same as the previous years survey
- A random selection of 2,500 residents from the Electoral Roll were sent a questionnaire to complete and return, with a link to an optional online survey. A reminder postcard was sent to those who had not responded after two weeks
- The response rate for the survey was 20.8%
- Quota targets were monitored to ensure a sufficient sample by key demographic features including age, location, gender and ethnicity
- Post survey the data has been weighted to the 2013 Census data to ensure that the sample is representative of known population distributions within the region
- Responses were received between 22 March and 7 May 2018
- At an aggregate level the survey has an expected confidence interval at the 95% level (margin of error) of +/-4.2%

Notes

- Due to rounding, figures may add to just under/over (+/- 1%) 100%



Executive Summary

Key Findings

1

Northland Regional Council is evaluated reasonably well by residents, with 40% being satisfied with Council's overall performance (% scoring 7 to 10). Whangarei residents are more likely to be satisfied with Council's overall performance compared to those residents in the Far North

2

Overall perceptions of Council are most strongly influenced by '*Value for Money*' (67%), followed by '*Reputation*' which accounts for a quarter of the impact (25%). Communication, involvement and engagement are having relatively less influence on overall perceptions and collectively account for 8% of the impact

3

While perceptions of value for money have a large influence, there is some evidence that residents aren't recognising the value or quality of the services provided by Council to its ratepayers. Communications to demonstrate the value Council delivers would therefore be worthwhile

4

Northlanders are generally aware of many of the core services provided by Northland Regional Council, with significant improvements in awareness that Council develops plans to manage the region's land, water and air quality; the Council Environment Fund; and the Council run Enviroschools programme

5

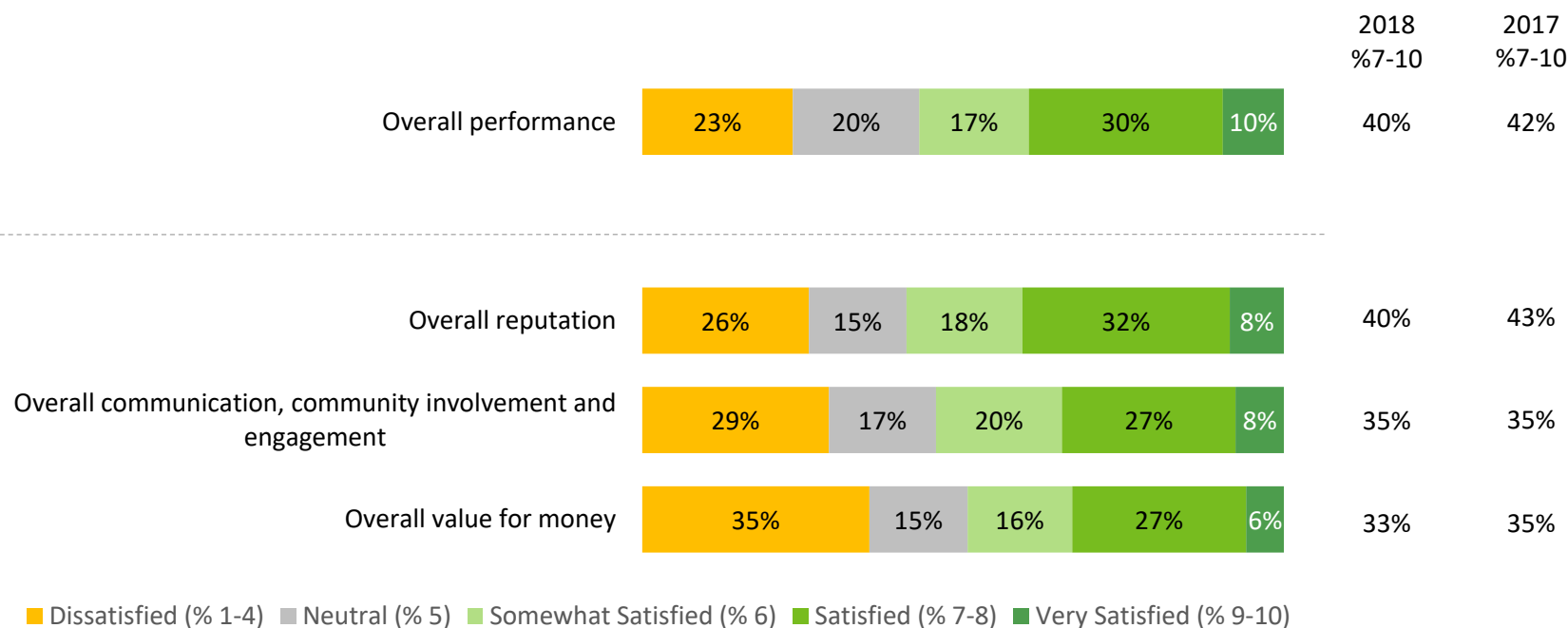
Among the residents who have contacted the council in the last 12 months, there has been an increase in the number who are satisfied with the overall quality of service received, from 47% in 2017 to 53% in 2018. There have been similar increases in satisfaction with all aspects covering their recent experience with Council, including the ease of getting information, staff responsiveness and interaction, and the outcome



Key Performance Measures

Overall key performance measures remain on a par with last year, with two in five residents rating Council seven or more out of ten

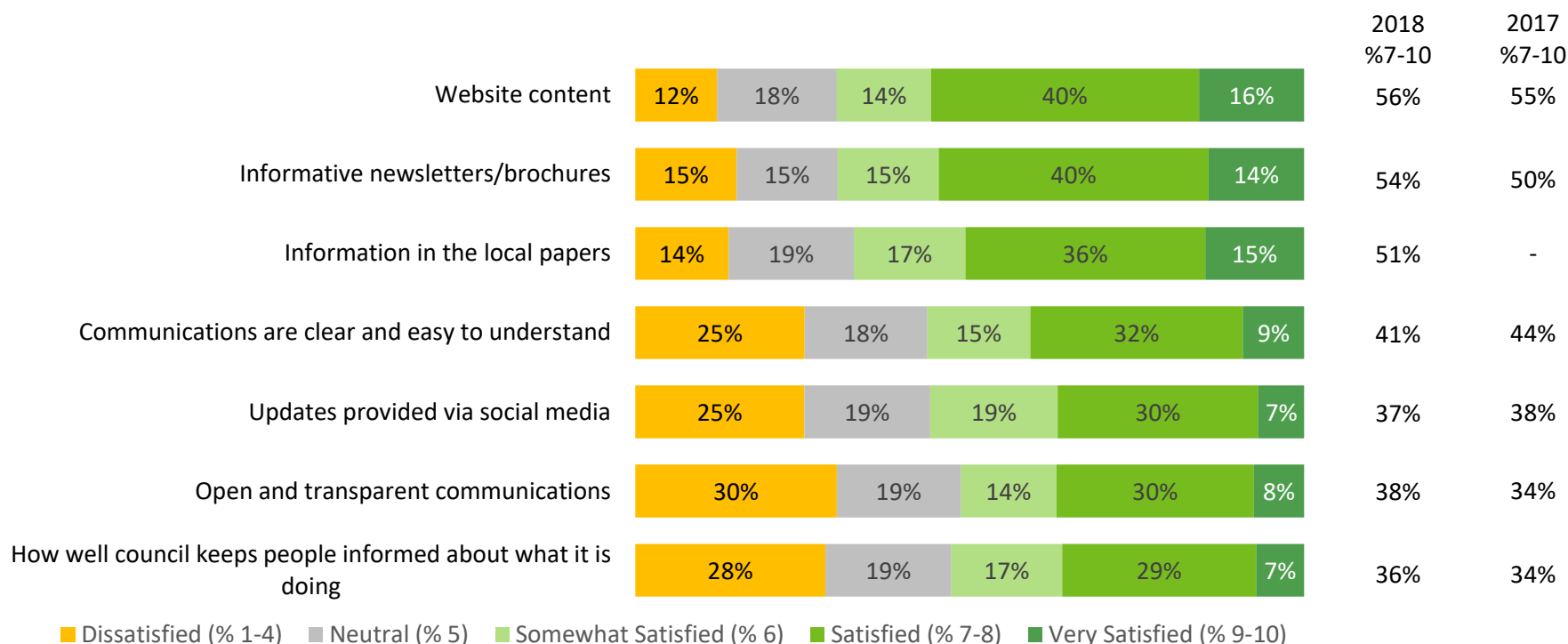
Key performance measures



1. Q15. Now taking everything we've talked about into consideration - reputation, services provided and value for money, how satisfied are you with the overall performance of Northland Regional Council? Excludes 'don't know' n=53
2. Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? Excludes 'don't know' n=68
3. Q10. Overall, how satisfied are you with how well the Council communicates with the community? Excludes 'don't know' n=65
4. Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? Pay rates n=449. Excludes 'don't know' n=90
6. Total sample 2018 n=520; 2017 n=593

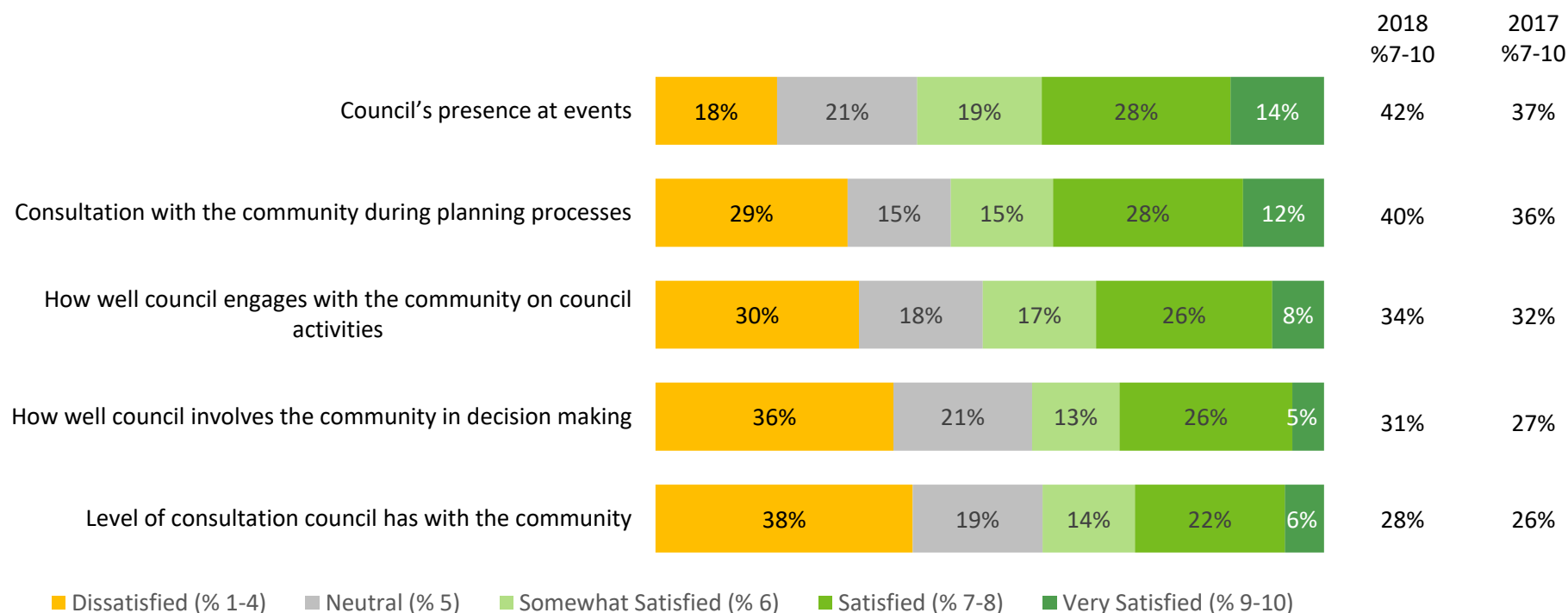
Communication with informative newsletters/brochures improve to rating in line with website content, with information in the local papers the next best option

Other measures - communication



Satisfaction with Council's engagement improve slightly with an increase in %7-10 across all measures

Other measures - engagement

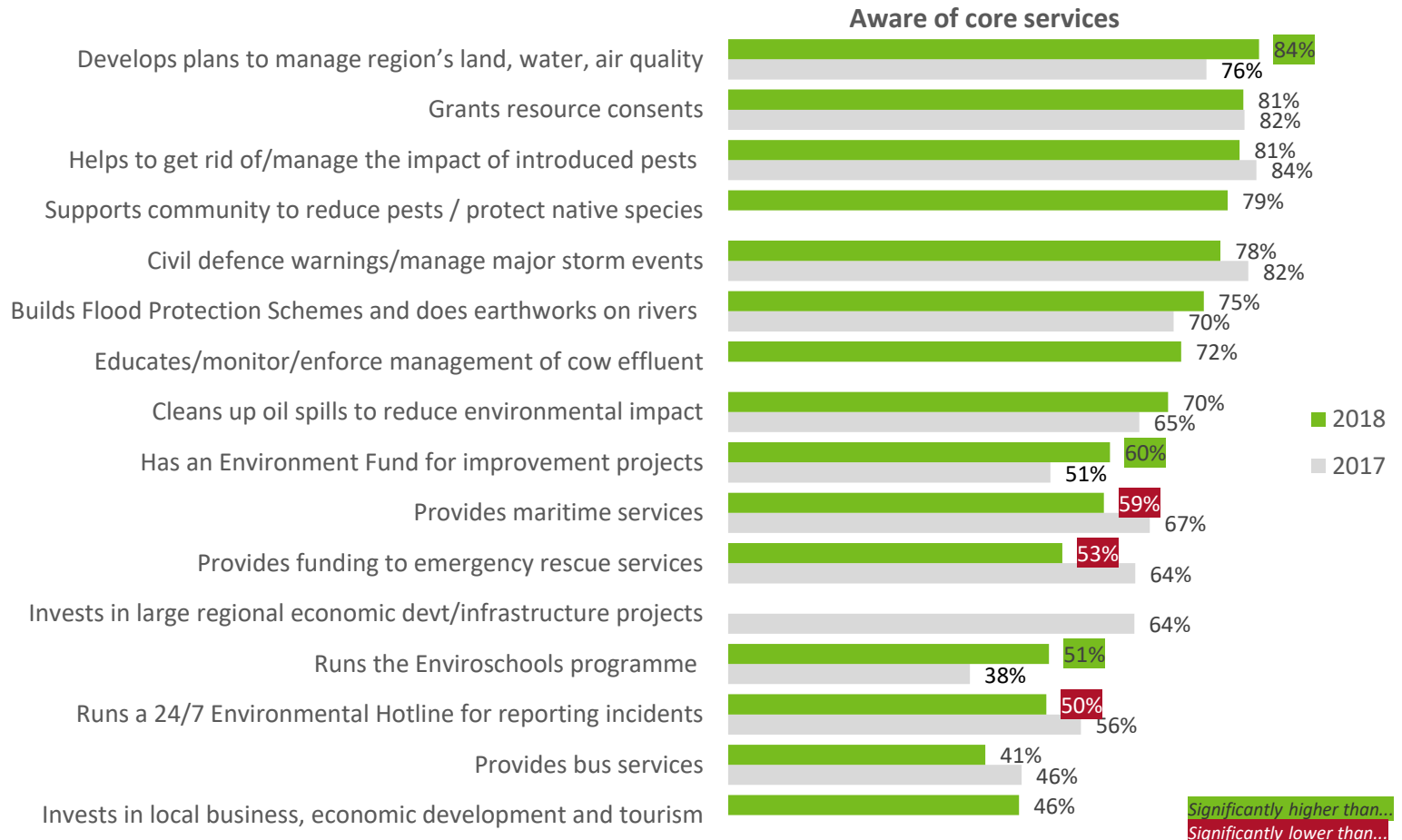




Awareness of Core Services

There is an increase in awareness of Council's activity around managing land, water and air quality, the Environment Fund and Enviroschools programme; but a decline in awareness of Council's maritime services, emergency rescue services and the 24/7 environment hotline

Proportion of residents aware of core services

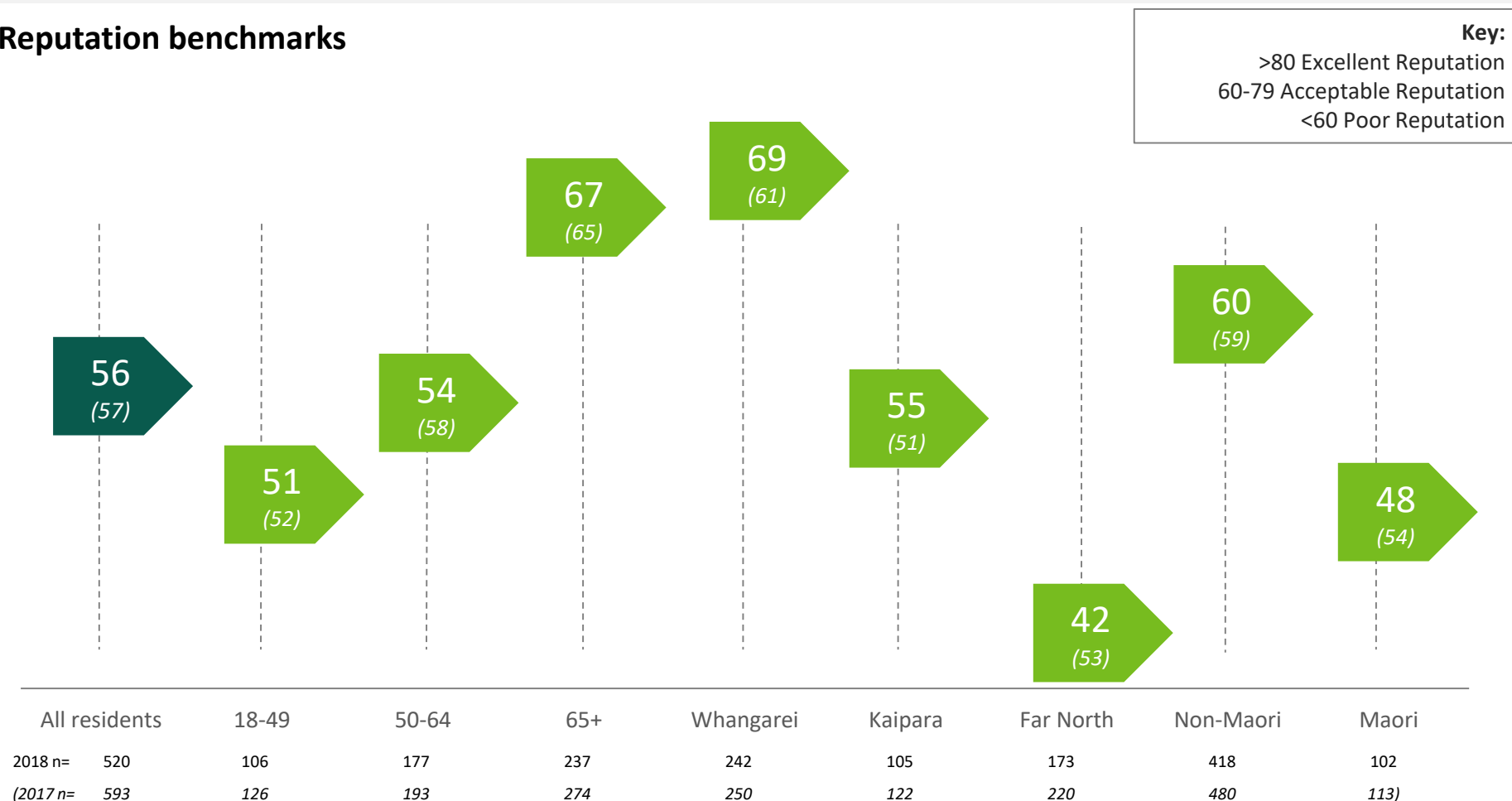




Reputation

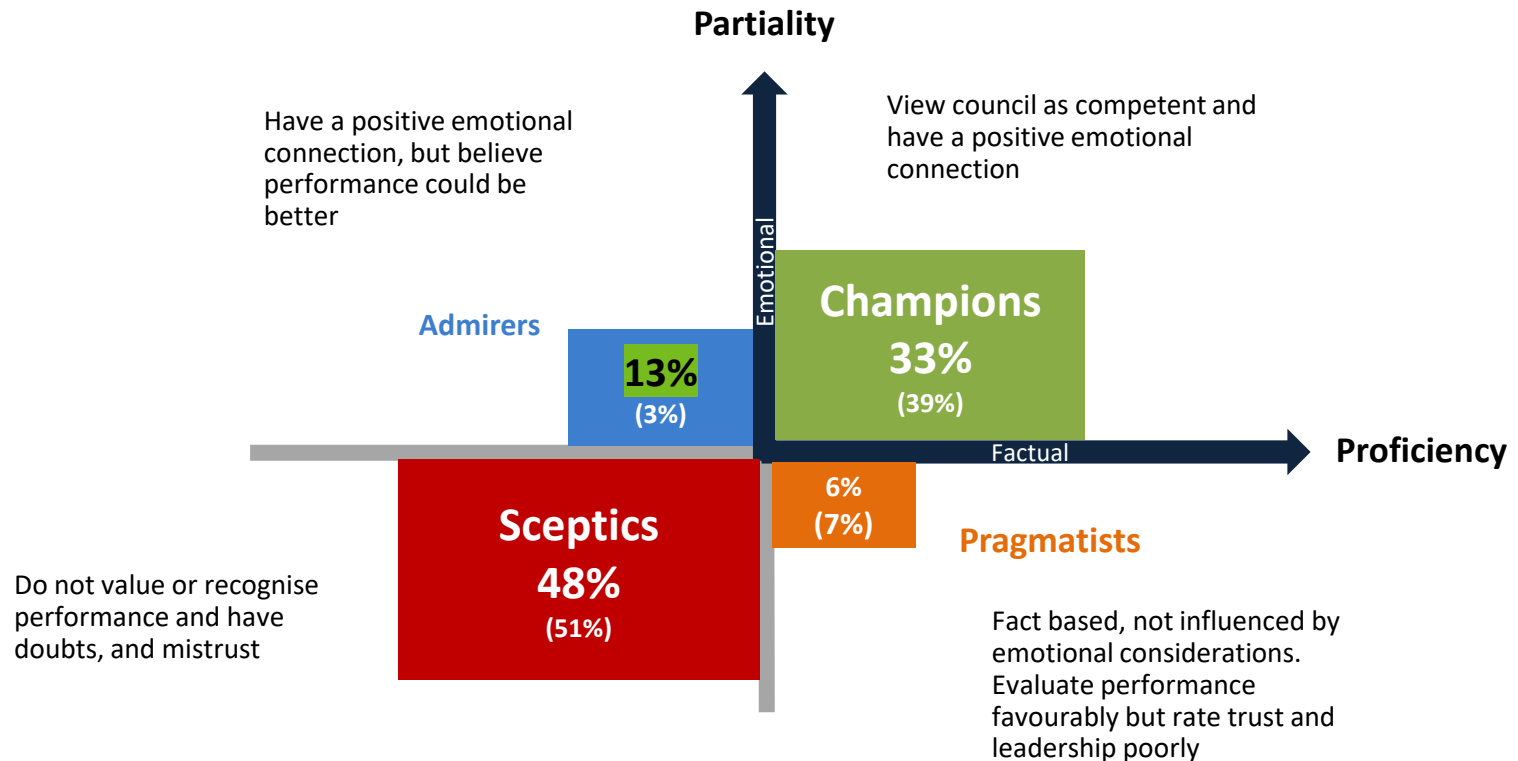
The overall reputation benchmark (56) remain below the acceptable reputation range of 60-79; reputation improve the most among Whangarei and among older residents

Reputation benchmarks



Council's reputation profile sees a marked increase in the proportion of '*admirers*' (13%) having a positive emotional connection with Council, but believing that performance could be better

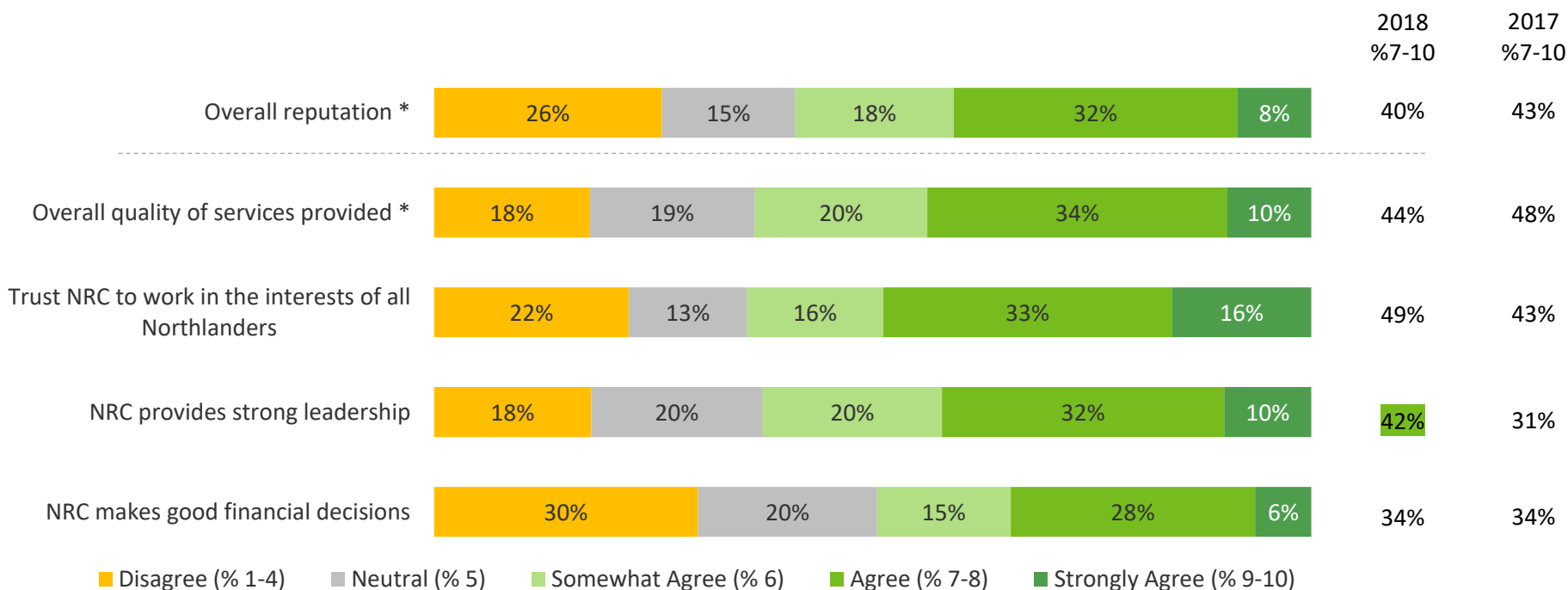
The reputation profile



Significantly higher than...
Significantly lower than...

Perceptions regarding Council's leadership strength improved considerably, supported by a slight improvement in level of trust in Council's ability to serve the region impartially

Reputation



* Note - scale is Very poor to Excellent for Overall quality of services provided and Overall reputation

Significantly higher than...
Significantly lower than...

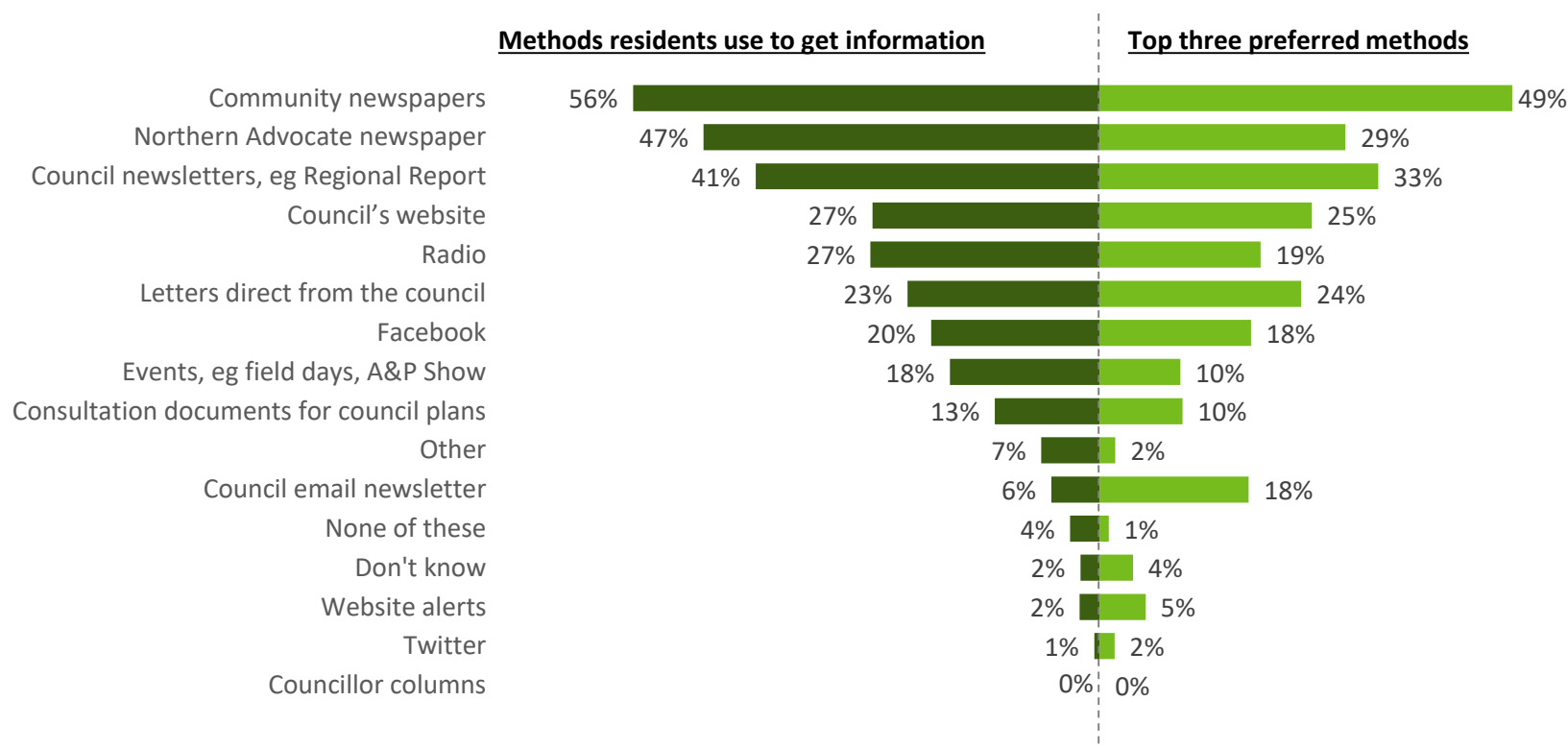
- Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=68
- Q5. When you think about everything that the Council does, how would you rate the council for the quality of the services they provide the Northland region? 1 = Very poor, 10 = Excellent. Results exclude 'don't know' n=55
- Q3. You trust Northland Regional Council to work in the best interests of all Northlanders? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=44
- Q2. How much do you agree or disagree that Northland Regional Council provides strong leadership and is in touch with the needs of the community? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=98
- Q4. Northland Regional Council makes good financial decisions? 1 = Strongly disagree, 10 = Strongly agree. Results exclude 'don't know' n=161
- Total sample 2018 n=520; 2017 n=593



Communication, Community Involvement and
Engagement

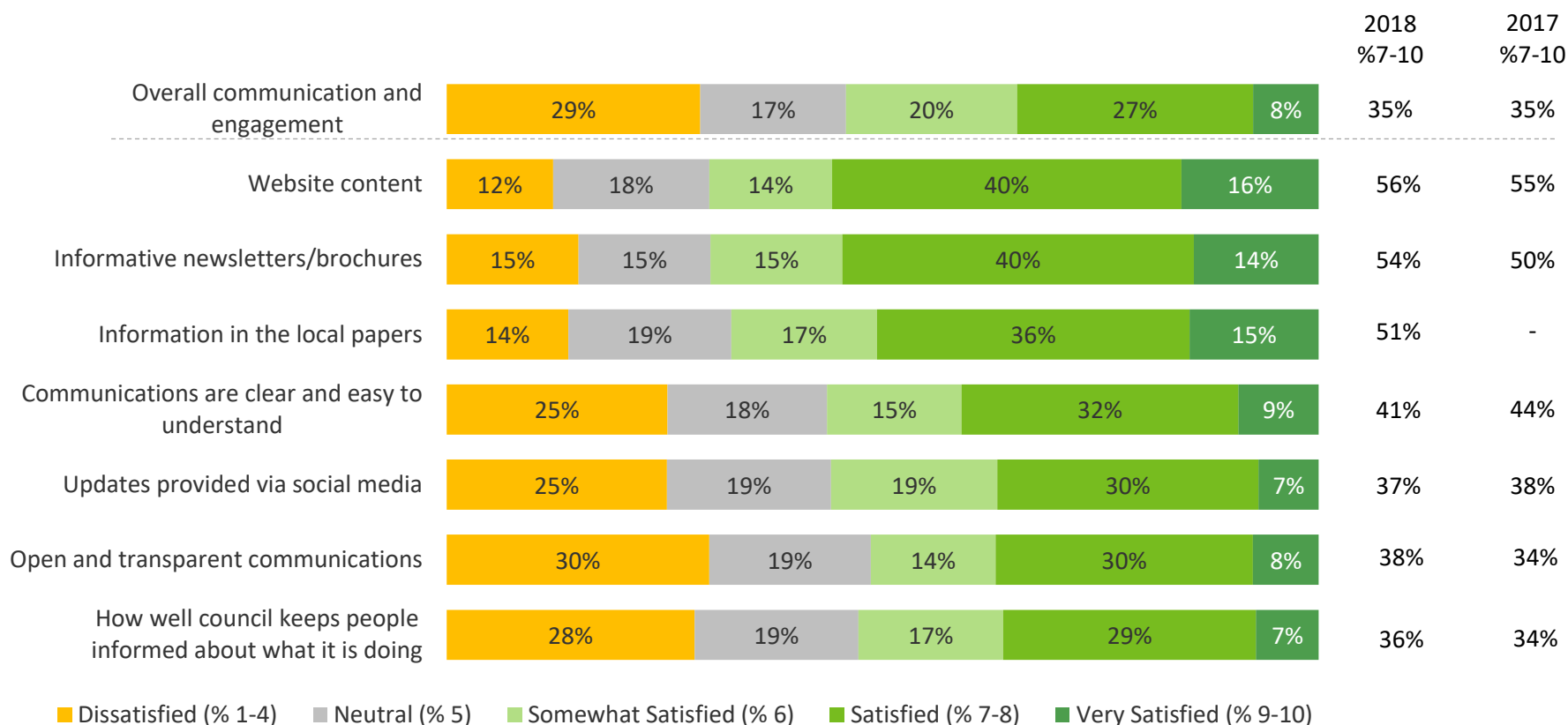
Community newspapers are the most used and preferred method for getting information about Council, followed by the Northern Advocate for readership and Council newsletters for preference

Sourcing information about Northland Regional Council



Satisfaction (%7-10) with information in local papers (51%), newsletters and brochures (54%) is in line with satisfaction with website content (56%)

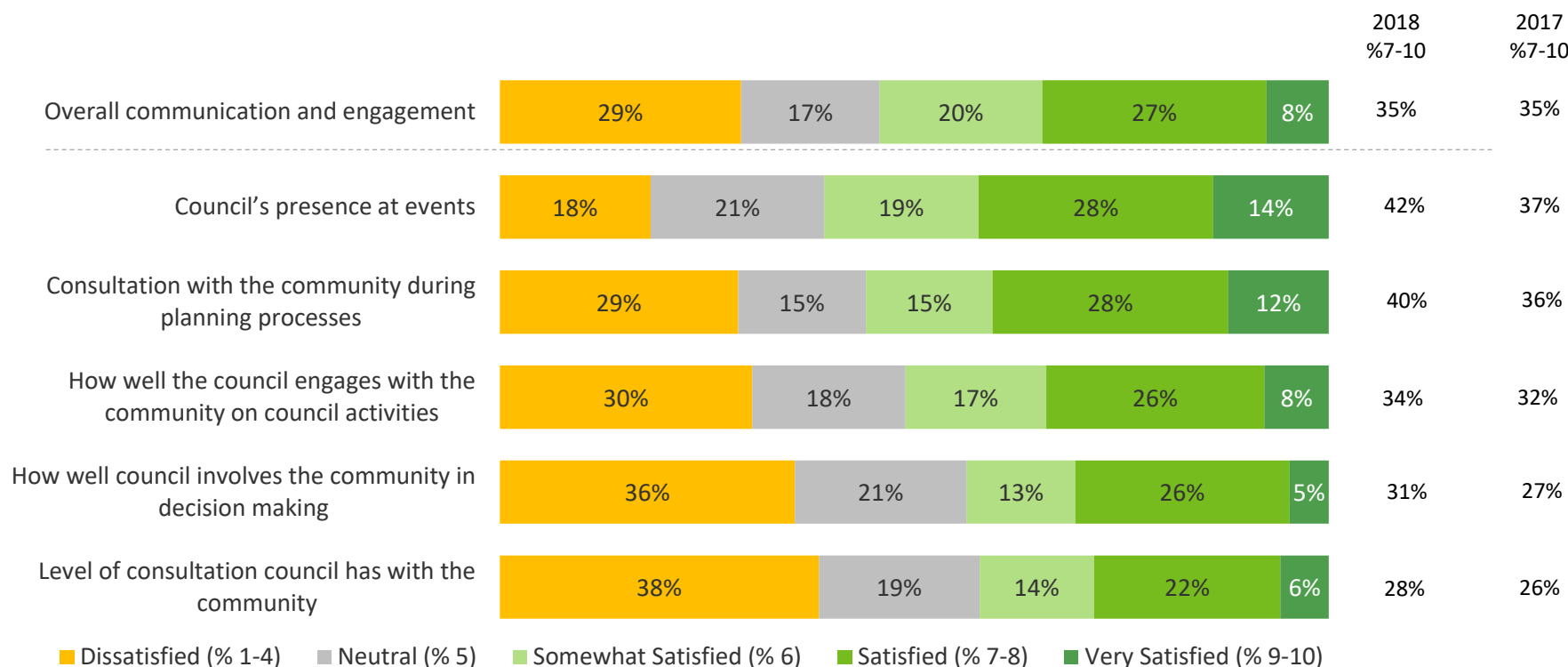
Satisfaction with communication



- Q10. Overall, how satisfied are you with how well the Council communicates with the community?
- Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
- Total sample n=520

All measures of engagement improve slightly with two in five residents satisfied (%7-10) with Council's presence at events and consultation with the community during planning processes

Satisfaction with engagement



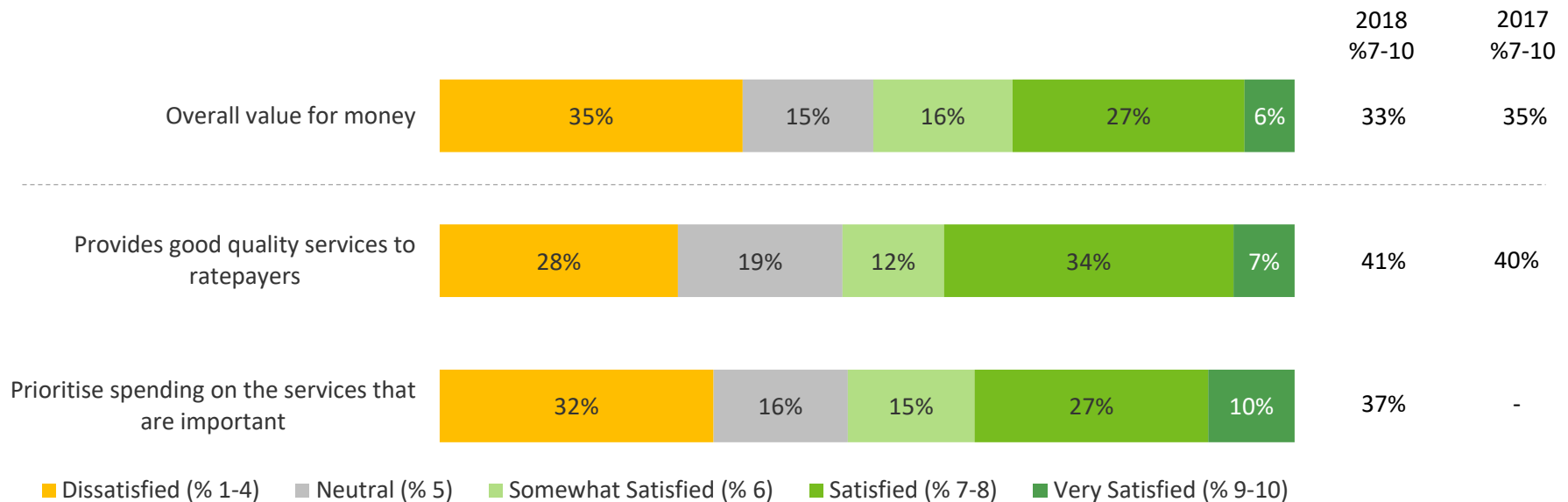
1. Q10. And how satisfied are you with the council for? 1 = Very dissatisfied, 10 = Very satisfied.
2. Q8. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following/Q9. Now using a scale of 1-10 where 1 means 'very dissatisfied' and 10 means 'very satisfied', how satisfied are you with Northland Regional Council for each of the following? 1 = Very dissatisfied, 10 = Very satisfied. Results exclude 'don't know'
3. Total sample 2018 n=520; 2017 n=593



Value for Money

Satisfaction with value for money and the quality of services to ratepayers remain on a par, and slightly more than a third of residents indicate that Council is prioritising spend for important services

Satisfaction with value for money



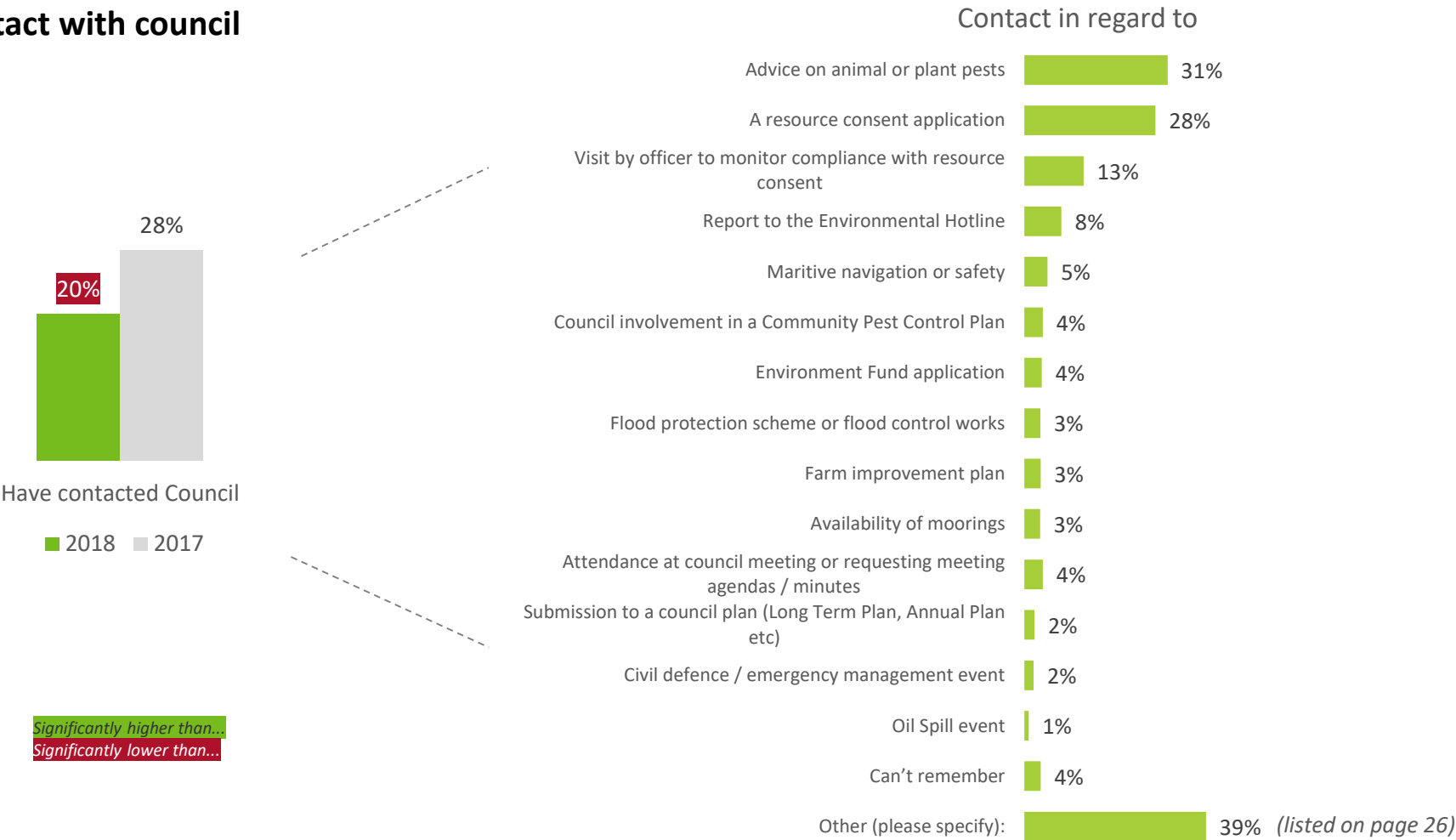
- Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? 1 = Very dissatisfied, 10 = Very satisfied. Excludes 'don't know' n=90
- Q13. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that Northland Regional Council...? n=449 Pay rates. Results exclude 'don't know' n=124
- Total sample n=520



Contact with Council

Considerably fewer respondents contacted Council with an enquiry, request or complaint, with advice on animal/plant pests and resource consent applications the main reasons for contact

Contact with council



A verbatim list of 'Other' reasons for contacting the Council follows:

Other reasons for contact with council

I asked for bus shelters or seats for patrons, and to complain about a Bus Driver's behaviour

A logging company going to cut trees down on our Maunga, down Wilson Road, they're going to get hurt. Tapu area!!

Asked them to remove wild seal from my property

Asking what times the recycling/dump centre is open

Beach access and sand dune erosion

Boundaries

Broken glass. Hedge needed clipping on Council land

Dog registration

Dogs and fireworks

Fire ban dates

Forestry fires (burn off dead trees)

Give way signage

I am a member of the Mangawhai Harbour Restoration Society - the MHRS communicates frequently with the NRC

I rent a home with NRC. They are very compliant and easy to deal with

Inquired about plans for a Lama Farm across the road from my property. Guy assisting me was hopeless. Ring about people fighting in Reatons Reserve waste of time ringing

Inquiry about a Council ditch that runs down the side of the property and one at front. For help with clearing it. Reluctant response the first couple of times. Cleared ourselves over time

Inquiry re Residential incinerator requirements re smoke annoyance and fire safety

Lots of complaints about road. Complained about environmental hazards

Major potholes on Sandford road

Meeting with Bruce Howse

Over hanging tree from neighbours property. They should be able to control this

Payment of account

Payment of Development Contribution fee

Phoned a query a neighbour cutting down a native tree not on their property

Porotī water springs scenario

Rates and bin

Requested info about a property purchase by NRC, and commenting on a Catchment Management Plan and on a notified Resource Consent Application

Requested someone from Council to come take out dumped rubbish on the road in front of our property

Road failure event

Road issues

Road maintenance

Roading

Stump removal

The layout of rates bills does not show individual payments, very hard to understand

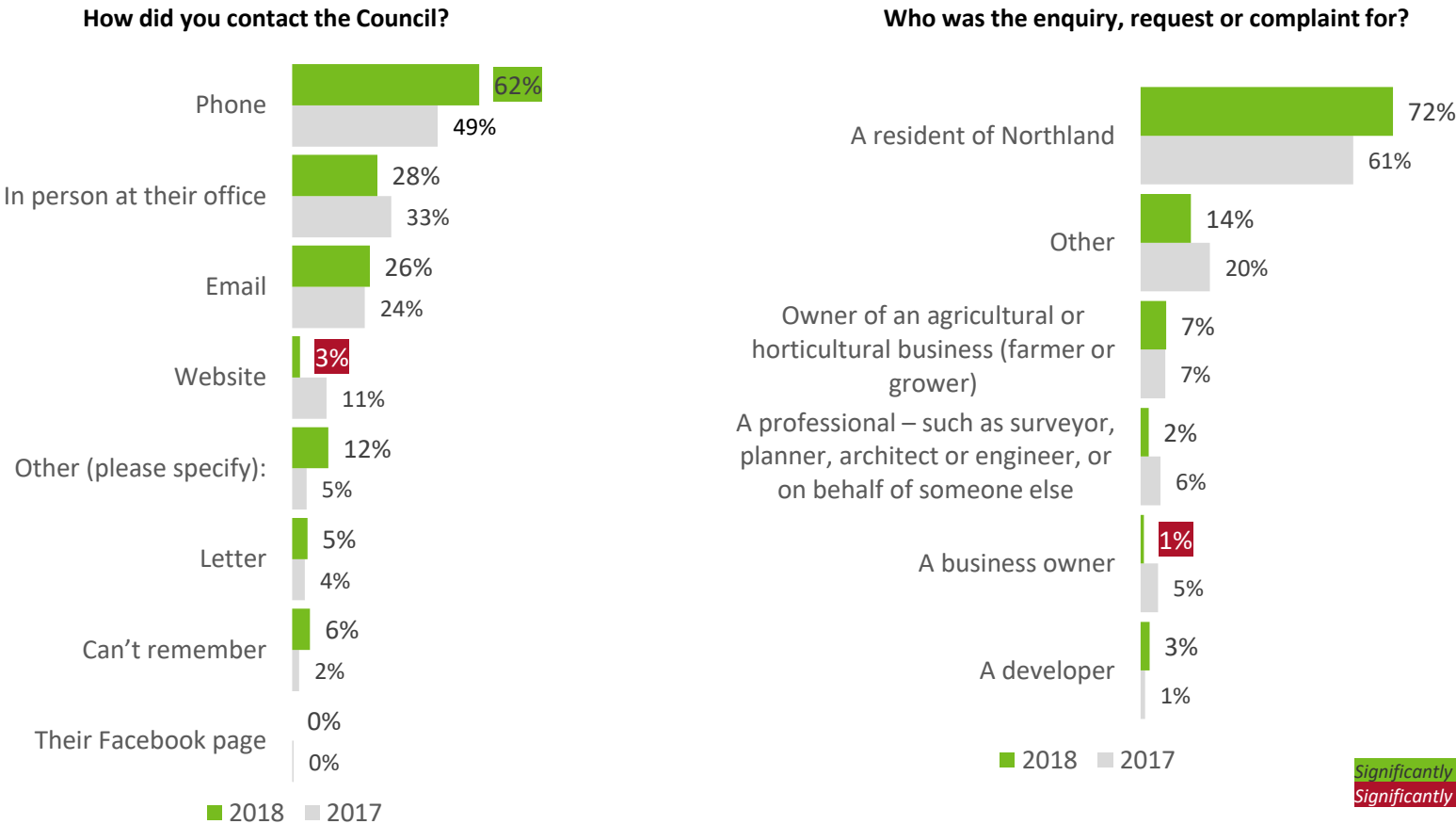
Utakura being poisoned

Waste water problem on the street

Water quality

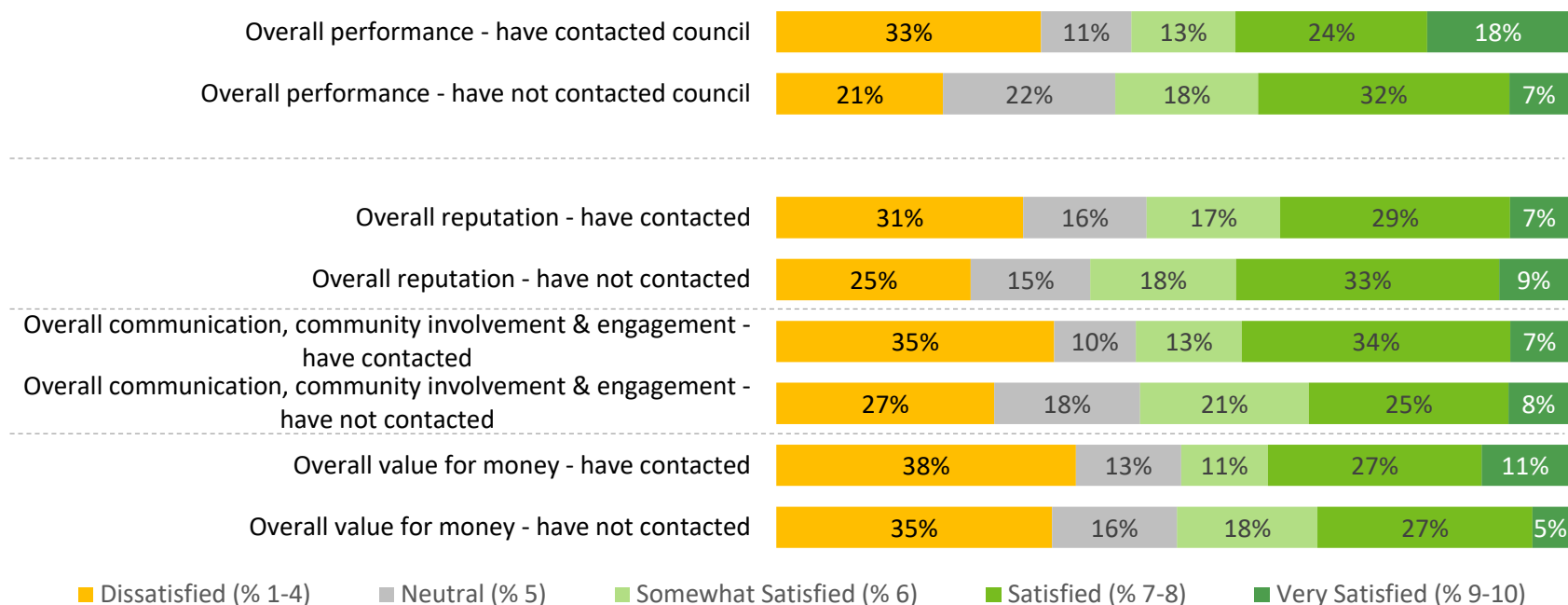
Contact via phone increased considerably, while a decline in contact via the website is noted; contact for residents of the region increase, while fewer contacts related to business owners

Most recent enquiry, request or complaint



Residents who have contacted the council are more likely to be dissatisfied across the key performance measures compared to those who have not contacted the council

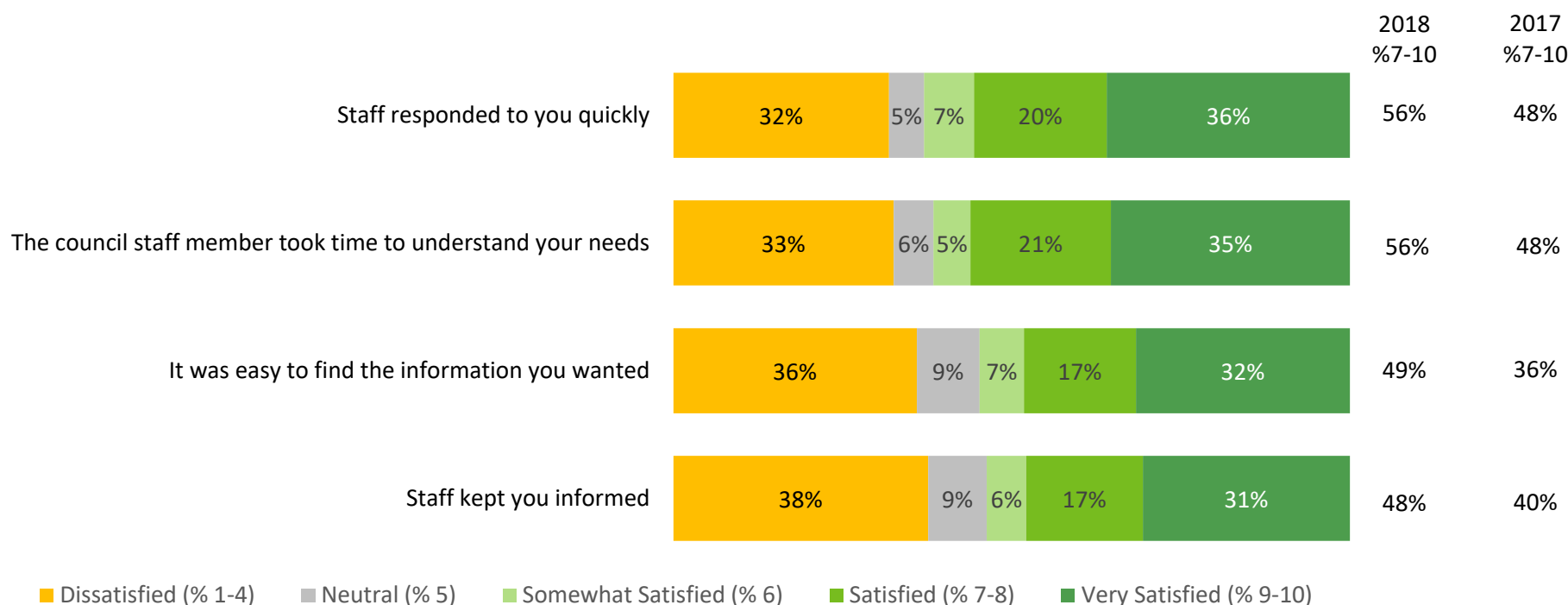
Have had contact with the council by key performance measures



- Q11. Have you made an enquiry, request for service, or a complaint to Northland Regional Council over the last 12 months? Base: n=102 Have contacted Council in last 12 months, n=418 have not contacted council. Results exclude 'don't know'
- Q15. Now taking everything we've talked about into consideration - reputation, services provided and value for money, how satisfied are you with the overall performance of Northland Regional Council? Results exclude 'don't know'
- Q6. Now considering leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation? Results exclude 'don't know'
- Q10. Overall, how satisfied are you with how well the Council communicates with the community? Results exclude 'don't know'
- Q14. Considering all the services and facilities that the Northland Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? Base: n=98 pay rates and have contacted council, n=351 pay rates and have not contacted council. Results exclude 'don't know'

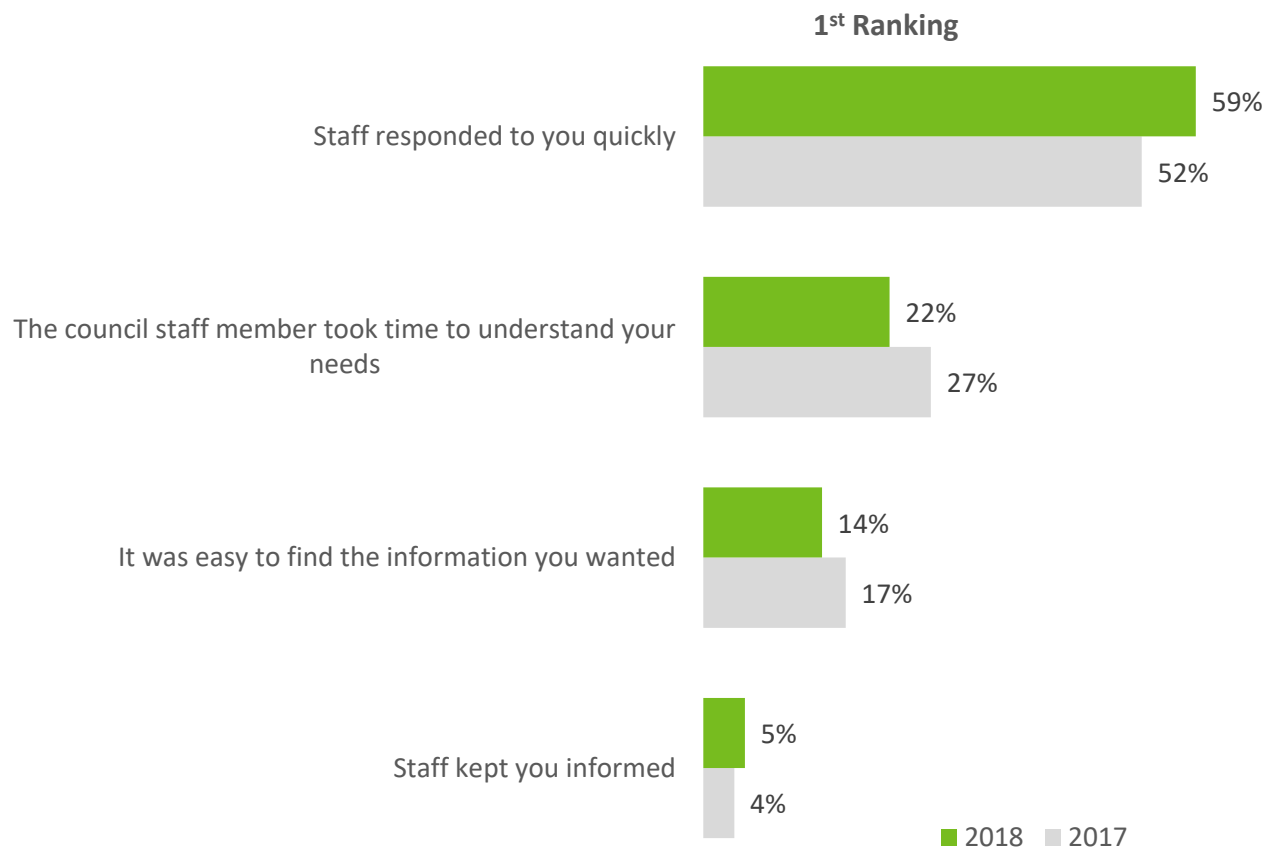
Enquirers are slightly more satisfied with their recent experience and nearly half (49%) indicate that they were satisfied (%7-10) that they received all the information they required

Recent experience with Northland Regional Council - Ease of getting information and staff responsiveness



Quick response remain the most important aspect of getting information and staff responsiveness among enquirers

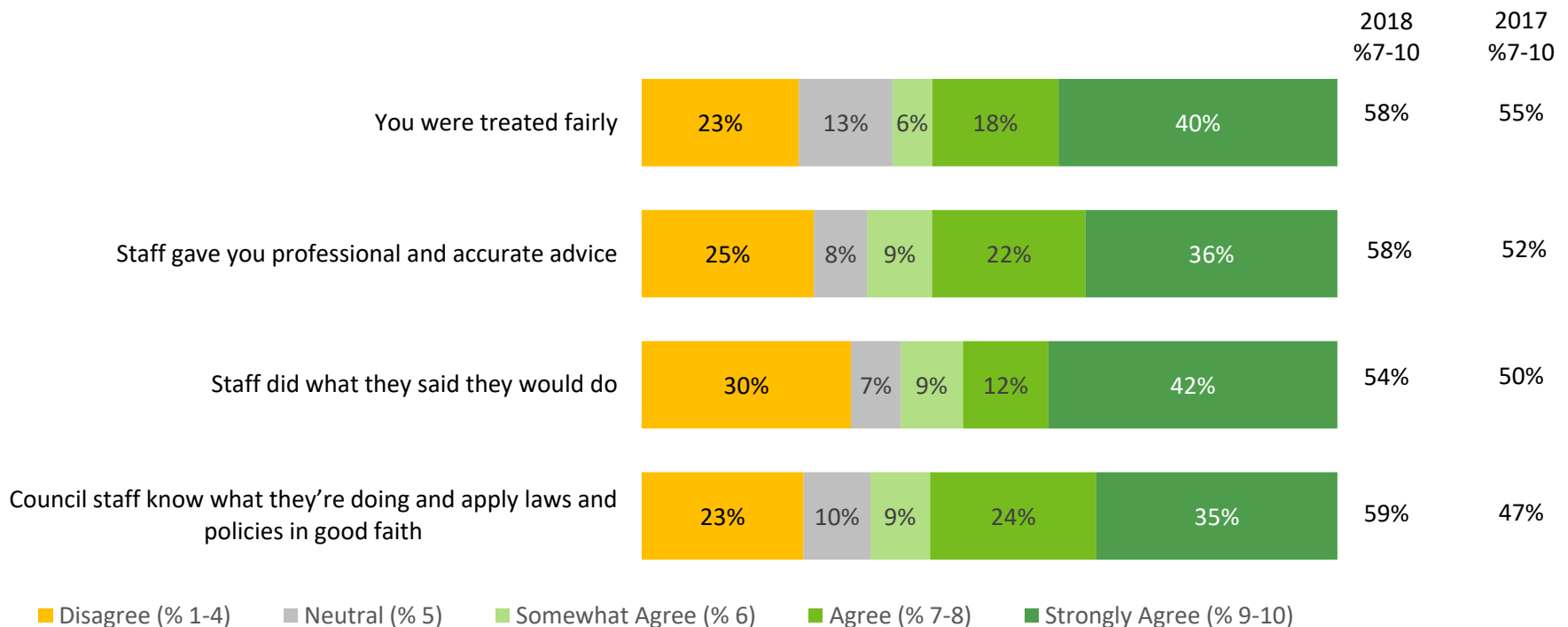
Ranking of importance regarding ease of getting information and staff responsiveness



1. CC15. Still thinking about these same aspects, how important are they to you? Please rank the statements from 1 to 4 in terms of importance, 1 being the most important aspect and 4 being the least important to you.
2. Sample: 2018 n=102; 2017 n=151

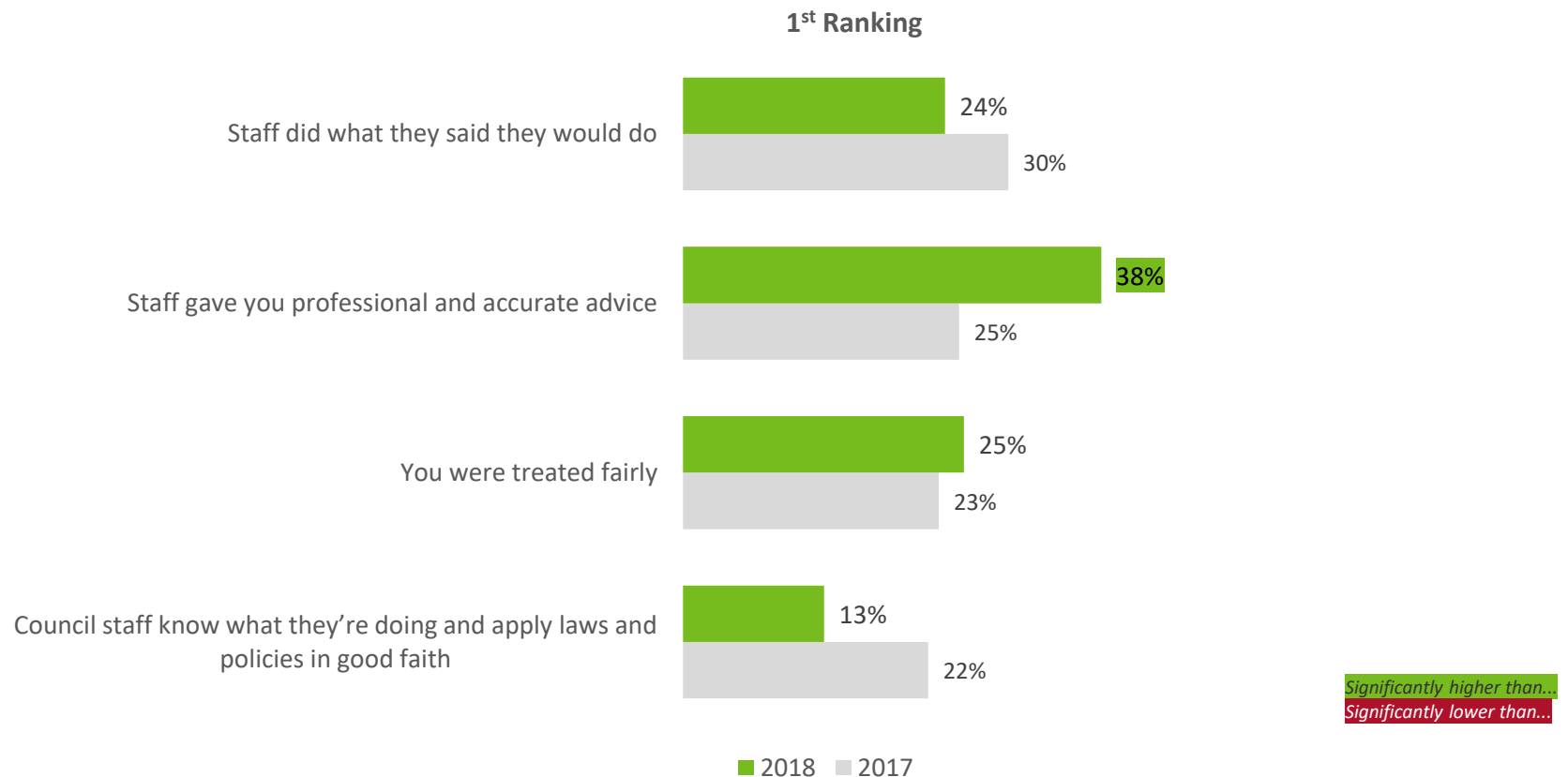
Fair treatment, professional and accurate advice, follow through and application of laws and policies in good faith increase slightly year-on-year

Recent experience with Northland Regional Council – Contact with Council and staff interaction



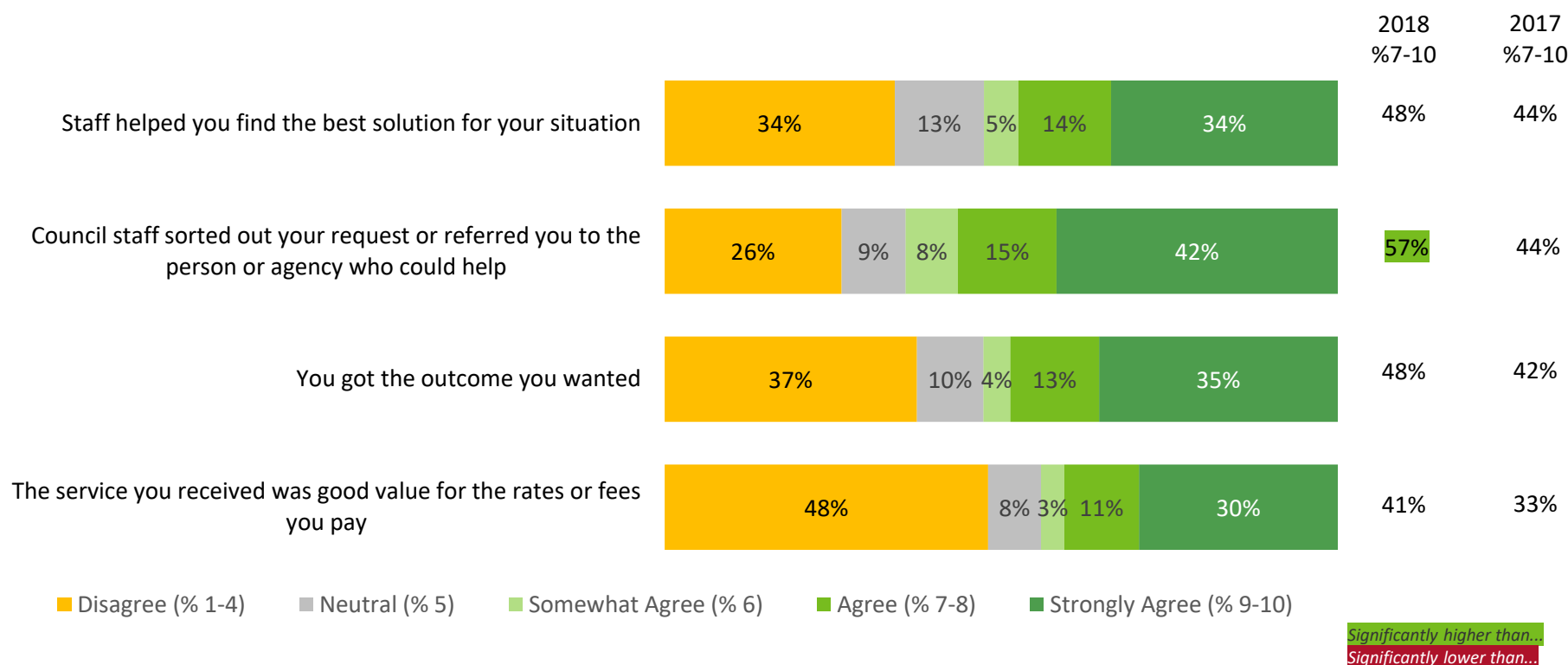
Staff giving professional and accurate advice was considered more important among enquirers this year (38%); with follow through (24%) and fair treatment (25%) sharing joint second place

Ranking of importance regarding Contact with Council and staff interaction



A greater proportion of enquiries were sorted by Council staff and referred to the person and/or agency who could help (57%), with a increase in the perception that the service received was good value for the rates or fees associated

Recent experience with Northland Regional Council - Outcome



Achieving the desired outcome is increasingly important for more than a third of enquirers (36%), followed by sorting requests or referring residents on to the person or agency who could help (33%)

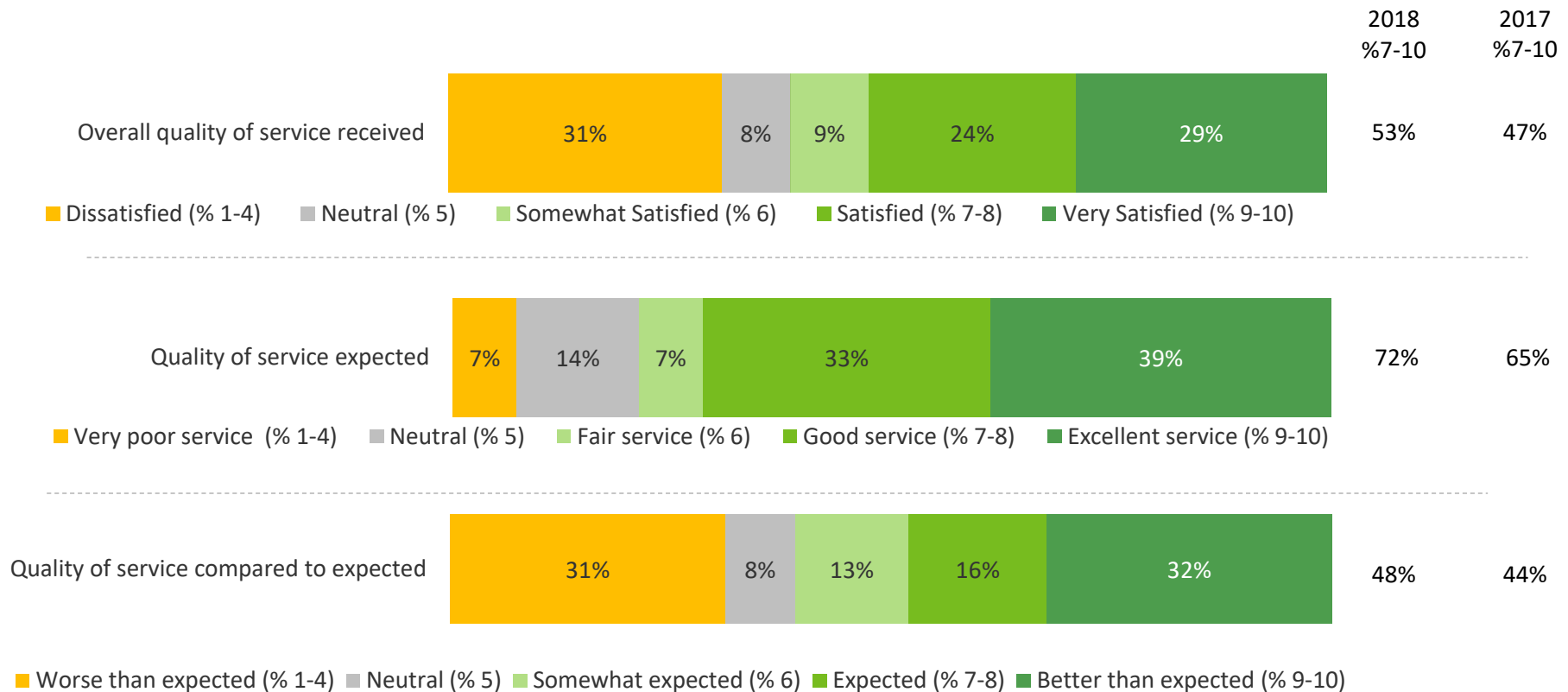
Ranking of importance regarding the outcome of a recent interaction



Significantly higher than...
Significantly lower than...

Performance against service expectations improve somewhat; nearly three quarters of enquirers (72%) expect to receive excellent service and more than half (53%) are satisfied (%7-10) with the quality of service received

Quality of service received compared to service expectation



1. CC20. Using a 1-10 scale where 1 is 'very poor service' and 10 is 'excellent service' how would you rate...?
2. CC21. And on a 1-10 scale where 1 is 'much worse than expected' and 10 is 'much better than expected, thinking back how did the service you got compare to what you had expected?
3. CC22. considering everything; the contact you had, the ease of getting information, the responsiveness of the council and the outcome you got, how satisfied are you with...? where 1 is 'very dissatisfied' and 10 is 'very satisfied'
4. Sample: 2018 n=102; 2017n=151

Key themes that emerged from verbatim comments regarding the experience with Council:

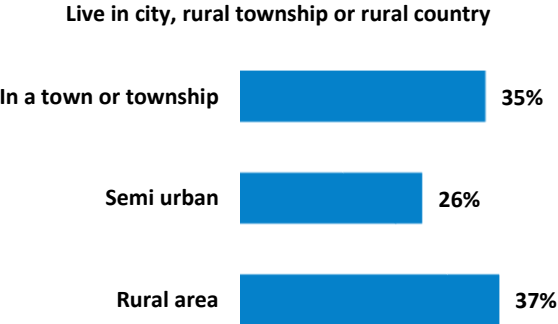
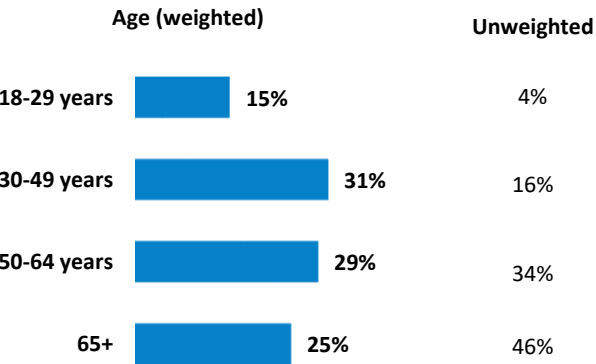
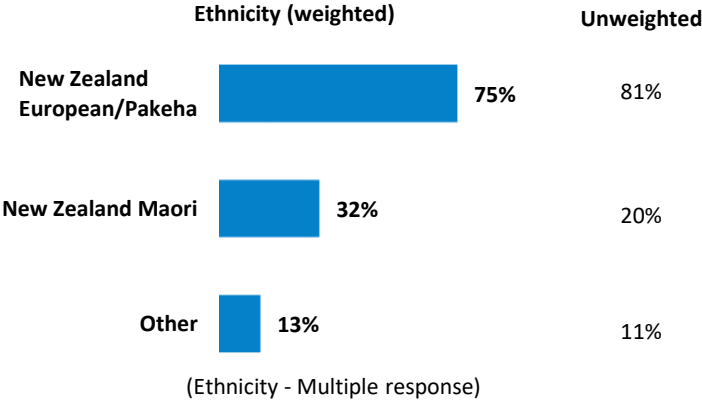
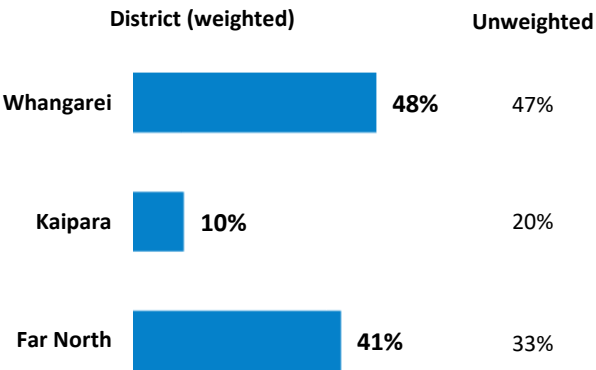
Other comments regarding the experience with Council

- *They provide a good service*
- *The staff are helpful and friendly*
- *They are doing their best with the resources they have*
- *Some areas of Council are better than others*
- *More information needs to be provided on their actual areas of responsibility*
- *The follow-up process needs to improve*
- *Some staff need more training*
- *Money needs to be spent wisely and the needs of all people considered*
- *Poor or non-existent response*
- *Difficult to contact and be put in touch with the right person*
- *They could be more friendly and understanding*



Demographics

Demographic profile





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