

Ōpōtiki District Council

SIL Research

| 2021-22 Resident Survey

May 2022

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EXECUTIVE SUMMARY

The purpose of this research was to consultatively engage with Ōpōtiki District's residents to determine levels of satisfaction and perceptions of Council's services, communications and management to identify opportunities for improvement.

Research was conducted between 4 March and 18 April 2022. Multiple data collection methods were utilised to ensure residents were well-represented. A total of n=300 responses were used in the final analysis.

In 2022, the survey methodology was reviewed and adjusted to improve on previous sample limitations (i.e. mixed method data collection, larger proportion of younger residents participating, 1-10 Likert scale). In combination, these changes represent a fairer and more accurate measure of resident sentiments. While those changes may, in part, explain greater variations in the current results compared to historical data, the adjustments made this year will allow for a more robust and representative baseline for ongoing evaluation and tracking moving forward.

The main findings were as follows:

- 1 Overall, just under half (45%) of residents were satisfied with services received from the Ōpōtiki District Council over the 2022 year (similar to the New Zealand Benchmarking Survey result of 44%).
 - 6 out of 21 (29%) Council services rated by Ōpōtiki District residents achieved satisfaction of 50% or above, with 2 services achieving 70% satisfaction or higher.
 - Across the 2022 survey year, the two top-rated services were cemeteries (77%, 6.9 on average out of 10) and recreation facilities (73%, 6.8 on average out of 10). In contrast, the two lowest-rated services in 2022: dog control (25%, 3.9 on average out of 10) and the building and resource consents team (19%, 3.7 on average out of 10).
 - Satisfaction scores among older residents were generally consistent with historical averages; at the same time, younger residents (aged 18-39) tended to be least satisfied with Council services and performance.
 - Three services represented the greatest improvement opportunities based on relative importance, recorded performance and Net Emotional Scores: dog control, building or resource consents team, and public toilets.
 - Attributes in relation to Council reputation also represented some improvement opportunities. 37% of residents were satisfied with Council communication (similar to the New Zealand Benchmarking Survey result of 39%). 41% of residents were satisfied with Council leadership (above the New Zealand Benchmarking Survey result of 33%). 47% of residents were satisfied with Council managing day-to-day business (above the New Zealand Benchmarking Survey result of 37%). *'Listens and acts on the needs of the people'* (29%) was one of the key areas for improvement.



2 58% of residents had contacted the Council in 2022, and 50% were satisfied with this contact. 'Social media' was the most preferred method for Council communications (51%). The second most cited method was 'Articles in the newspaper' (44%).

- The top suggested communication improvements from the community were communication transparency, more information and updates from the Council, and direct engagement and consultation with residents.

3 Overall, 45% of residents in 2022 recalled a recent Council action, decision, or management experience they approved of (slightly under compared to 54% in 2021, but similar to 42% in 2020). The most approved decision was the Skatepark development.

- More (57%) residents recalled a recent action, decision, or management experience they disapproved of (40% in 2021). The top recalled disapproved areas were Council office building (plans to build offices in the main street) and Councillor breach issue.

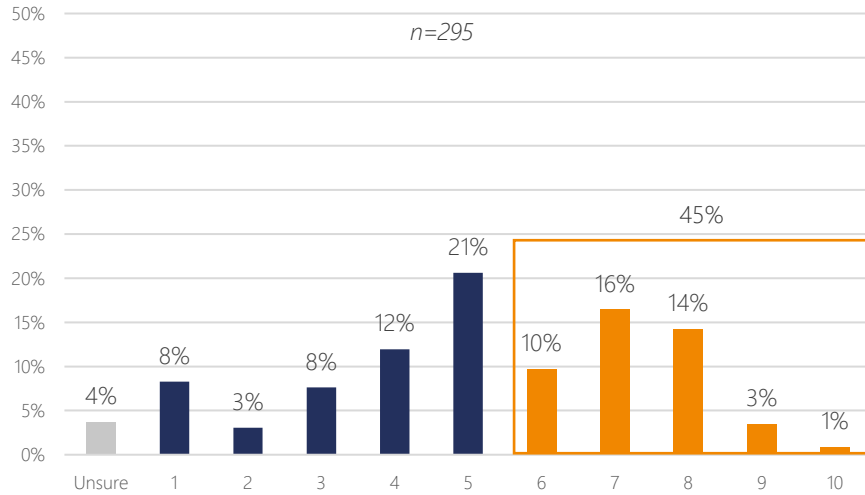
Overall, Ōpōtiki residents were moderately satisfied with Council services and facilities they experience in their community; with sentiment clearly mixed across the District and between key demographic groups. While generally happy with public recreation spaces (especially parks, gardens and the renovated skatepark), there were mixed feelings for some services and an opportunity for improvement in other critical areas. Also, while older residents remained most satisfied, younger residents felt less positive.

Inspiring growth in community satisfaction could be as much about maintaining and improving core infrastructure as it is about focusing on key sources of resident concern.

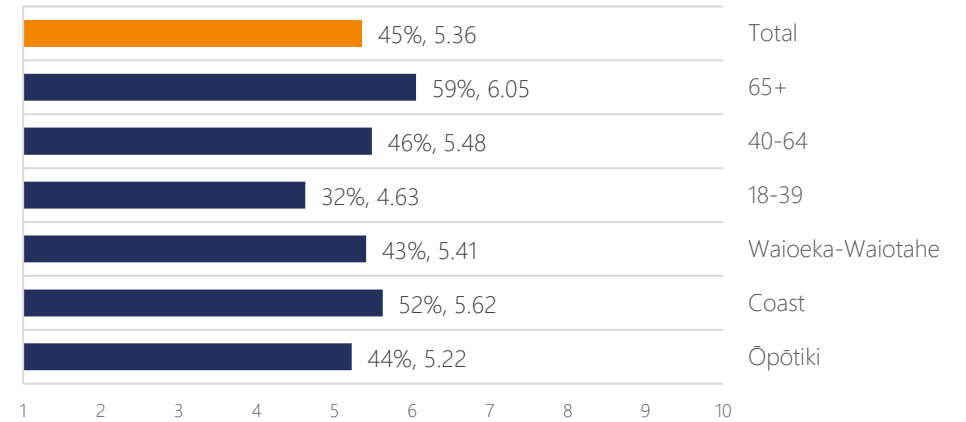
In this regard, in the minds of residents, Council spending in the coming year should be targeted on infrastructure (e.g. waste, roads, three waters, public toilets) while providing more (or enhancing) community facilities and activities. Improvements were also needed in essential Council services, including animal control, and general leadership/management processes. Communication was at the heart of many resident concerns – with information provision, responsiveness, community engagement and relationship building all critical needs – especially for those who interact with Council the most. Importantly, addressing the needs and concerns of younger residents – while maintaining satisfaction among older residents – might be key to encouraging more positive sentiment across the community as a whole in the year ahead.

OVERALL SATISFACTION WITH THE COUNCIL

Overall satisfaction with services received from the Ōpōtiki District Council

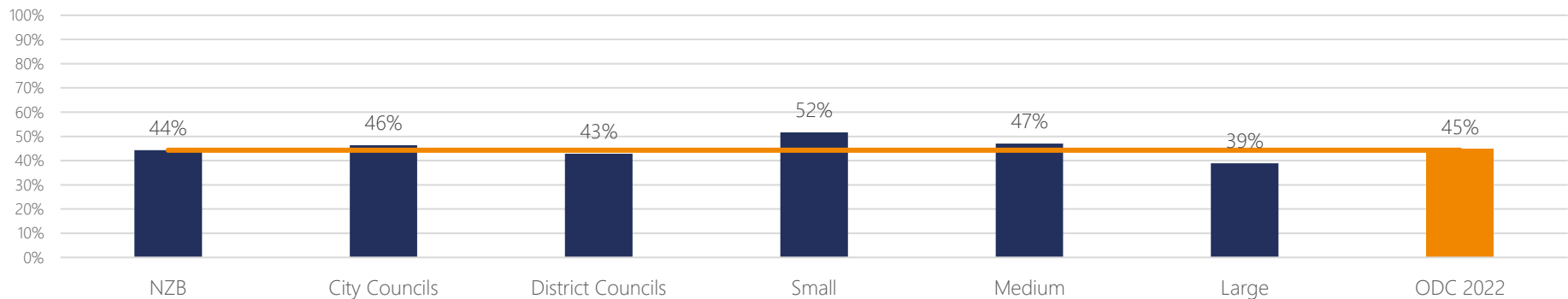


Overall satisfaction by ward and age (% satisfied and average score)






















- In 2022, 2-in-5 residents (45%) were satisfied with overall services received from the Ōpōtiki District Council (on average rating 5.36 out of 10).
- Although over half were dissatisfied to some degree, 21% of residents provided a rating '5' (closer to the middle of the scale).
- The current result was similar to the NZ benchmark average.
- Satisfaction differed significantly by age. Younger residents (aged 18-39) were less satisfied overall than older residents (aged 65+).
- No significant differences were found by ward, or other demographic groups.

Overall satisfaction New Zealand benchmark



SATISFACTION AT A GLANCE

 Cemeteries (p.19)	 Recreation facilities (p.13)	 Public library (p.21)	 Footpaths (p.29)	 Resource Recovery Centre (p.25)
ODC 2022: 77% / 6.9	ODC 2022: 73% / 6.8	ODC 2022: 69% / 6.9	ODC 2022: 63% / 6.4	ODC 2022: 63% / 6.4
ODC 2021: 71%	ODC 2021: 74%	ODC 2021: 68%	ODC 2021: 78%	ODC 2021: 89%
NZB 2021: 74% / 7.0	NZB 2021: 72% / 6.8	NZB 2021: 80% / 7.5	NZB 2021: 52% / 5.4	NZB 2021: 51% / 5.7
 Managers and staff (p.38)	 Efficiency and effectiveness (p.38)	 Leadership of Councillors (p.37)	 Strategies for developing prosperity (p.38)	 Easy for people to interact (p.35)
ODC 2022: 51% / 5.4	ODC 2022: 45% / 5.0	ODC 2022: 44% / 5.1	ODC 2022: 43% / 4.9	ODC 2022: 42% / 4.9
ODC 2021: n/a	ODC 2021: n/a	ODC 2021: n/a	ODC 2021: n/a	ODC 2021: n/a
NZB 2021: 46% / 5.0	NZB 2021: 33% / 4.2	NZB 2021: 30% / 4.2	NZB 2021: 28% / 4.0	NZB 2021: 38% / 4.5
 Skills and expertise (p.38)	 Keeps people informed (p.35)	 District's roads safety (p.27)	 Public toilets (p.15)	 Leadership of Mayor (p.37)
ODC 2022: 42% / 4.9	ODC 2022: 42% / 5.0	ODC 2022: 41% / 5.1	ODC 2022: 38% / 4.9	ODC 2022: 37% / 4.5
ODC 2021: n/a	ODC 2021: n/a	ODC 2021: 71%	ODC 2021: 55%	ODC 2021: n/a
NZB 2021: 33% / 4.2	NZB 2021: 46% / 5.0	NZB 2021: 41% / 4.6	NZB 2021: 56% / 5.8	NZB 2021: 37% / 4.5
 Value for money (p.38)	 Good spending decisions (p.38)	 Opportunities for people to have their say (p.35)	 Listens and acts on the needs of the people (p.35)	 Dog control (p.17)
ODC 2022: 35% / 4.4	ODC 2022: 35% / 4.4	ODC 2022: 34% / 4.4	ODC 2022: 29% / 4.3	ODC 2022: 25% / 3.9
ODC 2021: n/a	ODC 2021: n/a	ODC 2021: 58%	ODC 2021: n/a	ODC 2021: 46%
NZB 2021: 33% / 4.1	NZB 2021: 30% / 3.7	NZB 2021: 43% / 4.7	NZB 2021: 29% / 3.9	NZB 2021: 61% / 6.0
 Building or resource consents team (p.23)	 Overall communication (p.35)	 Overall leadership (p.37)	 Overall management (p.38)	 Overall performance (p.6)
ODC 2022: 19% / 3.7	ODC 2022: 37% / 4.7	ODC 2022: 41% / 4.9	ODC 2022: 47% / 5.2	ODC 2022: 45% / 5.4
ODC 2021: n/a	ODC 2021: n/a	ODC 2021: 63%	ODC 2021: n/a	ODC 2021: n/a
NZB 2021: 33% / 4.3	NZB 2021: 39% / 4.5	NZB 2021: 33% / 4.2	NZB 2021: 37% / 4.4	NZB 2021: 44% / 4.9

-  - Good performance (70% and above)
-  - Services with positive performance (less than 70% but equal or more than 50%)
-  - Services for improvement
-  - Overall performance indicators

METHODOLOGY

BACKGROUND AND OBJECTIVES

As a part of the consultation process, Ōpōtiki District Council (ODC) has commissioned a Resident Satisfaction Survey every year. The purpose of this research was to consultatively engage with Ōpōtiki District residents to determine levels of satisfaction and perceptions of Council's services, communications and management, and to identify opportunities for improvement.



SIL Research, together with the Ōpōtiki District Council, developed a Resident Survey questionnaire in 2022. The initial drafting was based on research previously carried out for ODC.

The questionnaire was reviewed and tested prior to full-scale data collection to ensure the survey was fit for purpose.

MAIN CHANGES

In 2022, the Resident Survey was conducted by SIL Research.

In addition to existing question areas, the revised questionnaire included new questions about Council's performance in communication areas, leadership and management.

SIL used a multi-layered sampling technique to ensure a proportional spread of respondents was surveyed from each of three electoral wards, by age and gender distribution.

The new questionnaire included an additional demographic criterion, based on ethnicity. The definition of the youngest age group was updated from 18-44 to 18-39 years old.

A combination of simple random sampling with quota sampling was used. Random sampling improved the accuracy and representativeness of the results by reducing sampling bias. Ward, age, gender and ethnicity distribution were monitored using quotas to ensure a given number of participants was included in key demographics.

Historically, a combination of scales ('Not very satisfied', 'Fairly satisfied', 'Very satisfied', 'Don't know' and 'Excellent', 'Good', 'Only fair', 'Poor', 'Don't know') has been used to collect responses. In 2022, a new 1-10 Likert scale was introduced, providing more robust and consistent options for residents to express their views. The new 1-10 scale provided a wide and balanced range of response options, representing a fairer and more accurate measure of resident sentiments. A less balanced scale can result in higher aggregated scores (when 'positive' options are combined) compared to a more balanced scale.

Historically, surveys were conducted predominantly by telephone. In contrast, the 2022 survey used a mixed method approach (including telephone, social media, online and postal methods).

DATA COLLECTION

Research was conducted between 4 March and 18 April 2022. Multiple data collection methods were utilised to ensure residents were well-represented. A mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within specified territorial units (e.g. wards);
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents within specified territorial units;
- (3) Postal survey. 500 survey forms were sent to randomly selected Ōpōtiki District households.
- (4) Online survey. The survey was promoted and available via ODC channels to increase community awareness.

A total of n=300 surveys were used in the final analysis.

DATA ANALYSIS

Surveys were conducted proportional to the population in each of Ōpōtiki District's wards.

Responses were also statistically weighted (post-stratification) to reflect the gender, age and ethnicity group proportions as determined by the Statistics New Zealand 2018 Census.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Ōpōtiki District.

The main resident groups analysed in this report were: ward, age, gender, ethnicity, home ownership and location. During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to ODC.

Overall results are reported with margins of error at a 95% confidence level, as indicated below.

Table 2 Margins of error

Responses n=	Reported percentages	
	50%	80% or 20%
300	±5.5	±4.4
200	±6.8	±5.5
100	±9.7	±7.9

The maximum likely error margin occurs when a reported percentage is close to 50%.

NOTES ON REPORTING

Comparative data prior to 2022 is indicative only; data collection methods before 2022 (including response scales) differed significantly from current methods.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

Open-ended (free-text) responses were also collected and analysed. SIL Research used a content analysis approach to determine certain themes, concepts or issues within this feedback. This represents a 'bottom up' data driven approach where identified themes are derived purely from the collective respondent feedback, rather than fitting responses into pre-determined categories. Results for reported themes may not add to 100% as several themes could be mentioned by a given respondent.

Examples of open-ended comments are provided verbatim, without editing.

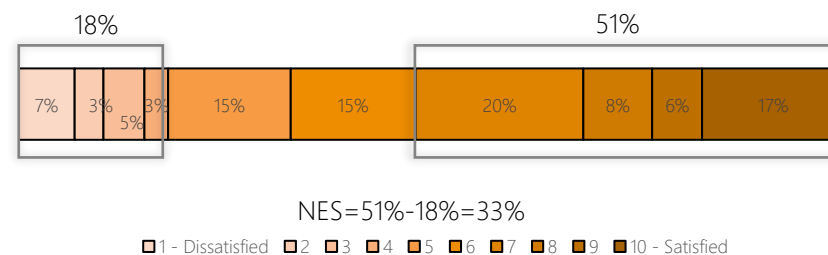
The term '*Resident*' has been used to represent respondents who participated in the survey. Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the high margins of error (small sample sizes).

Overall '*satisfaction*' percentages presented in this report are aggregated 6-10 responses on a 1-10 scale. Satisfaction percentages will differ from mean scores (average ratings). Satisfaction percentages represent positive ratings only, whereas mean scores provide an average of all ratings across the whole scale. Mean scores were calculated on responses excluding '*Don't know*'.

Satisfaction with Council services and facilities is reported in two ways:

- Total satisfaction percentage for the District (all responses), and
- Satisfaction percentages for '*Users/Visitors*' (e.g. residents who had visited/used specific Council services/facilities and/or knew enough to provide a rating).

In addition, Net Emotional Scores (NES) show the relative difference between positive and negative emotions associated with Council services. This is calculated by subtracting the percentage of negative ratings (1-4) from positive ratings (7-10).



The strength of trends or changes over time was also assessed. R² is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R² value is to 100%, the more likely there is a trend towards an increase or decrease in performance ratings over time.

The regression analysis was used for key driver analysis. This statistical method investigates the relationships between potential influential drivers (e.g. Council services) and residents' overall perceptions about the Council. Identified key drivers are factors that have a greater improvement potential.

RESPONSES USED IN THE ANALYSIS

Table 1 Responses by ward

	Frequency	Percent
Opotiki	143	48%
Coast	49	16%
Waioeka-Waiotaha	108	36%
Total	300	100%

Table 2 Responses by age

	Frequency	Percent
18-39	93	31%
40-64	134	45%
65+	73	24%
Total	300	100%

Table 3 Responses by gender

	Frequency	Percent
Male	145	48%
Female	150	50%
Non-binary	4	1%
Total	300	100%

Table 4 Responses by location

	Frequency	Percent
Urban	111	37.0%
Semi-rural	56	18.6%
Rural	128	42.8%
Not stated	5	1.7%
Total	300	100.0%

Table 5 Responses by home ownership

	Frequency	Percent
Other	8	3%
Owned	238	79%
Rented	40	13%
Private trust	2	1%
Not stated	12	4%
Total	300	100%

Table 6 Responses by ethnicity (multi-choice)

	Frequency	Percent
New Zealand European	146	49%
European	34	11%
Māori	171	57%
Pacific people	8	3%
Asian	5	2%
Middle Eastern, Latin American or African	0	0%
Other	10	3%
New Zealander/Kiwi/Not stated	9	3%
Total	300	100%

Note: final dataset was statistically weighted to increase accuracy of the reported results.

BENCHMARKING

SIL Research conducts a representative National survey of Councils* to establish a series of benchmarks across a range of Council services. This allows ODC to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected over 2021. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

*Excludes Auckland, Wellington, Christchurch and Dunedin.

ENVIRONMENTAL FACTORS

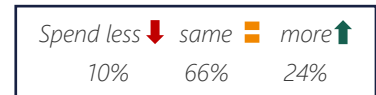
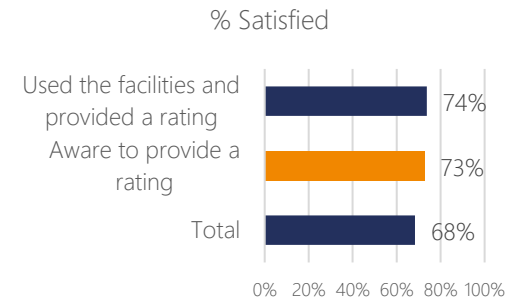
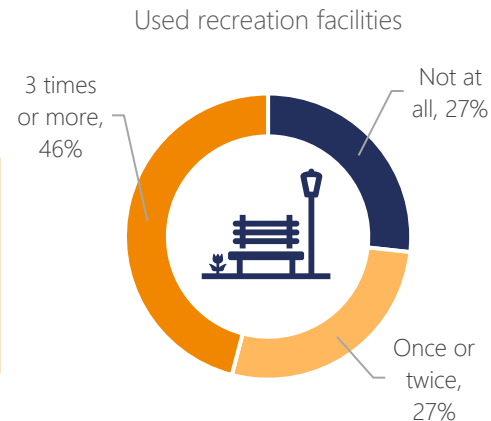
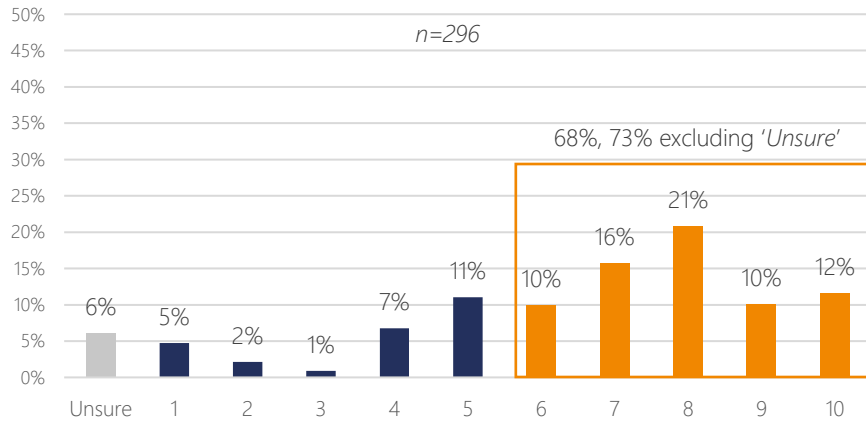
When reading this report, it is important to note that factors such as the timing of unusual or one-off events can affect the ratings that residents give, particularly if they occur close to the time when the survey data is being gathered.

Factors that may have influenced public perception of the Council's performance in 2021-22 include:

1. While not as prominent as in 2020, the COVID-19 pandemic and associated restrictions or considerations may have had a lingering effect on public sentiment in 2021-2022. Some Council services may have been rated differently due to changes in residents' behaviour or their feelings of uncertainty about the future.
2. As of 23 March 2022, Ōpōtiki District's Covid-19 vaccination uptake for Second dose was 88.3% and 68.5% for Booster dose (compared to the national average of 72.8%). The Booster rate for Ōpōtiki town however was only 59.9% compared to Waiotahi at 74.9%, Woodlands at 72.9%, and Otara-Tirohanga at 71.8%. Attempts to overcome such disparities and hesitancy saw communities organise their own vaccine drives while some campgrounds chose to close over the summer to protect their vulnerable unvaccinated.
3. From 28 February 2022, Council voted to make entry to Council chambers and the i-SITE accessible only to those with a Vaccine Pass. All other facilities remained open to unvaccinated visitors.
4. Throughout the previous 12 months the Harbour Development Project continued to progress with the public optimistic about the future economic benefits to the region.
5. In December 2021, Ōpōtiki District Council voted, to tighten animal control bylaws but decided not to ban horses from the town centre. This followed a public consultation in September and October 2021, which resulted largely in submissions against any such restriction.
6. In June 2021, Ōpōtiki District Council voted to return reserve land to Te Whanau-a-Apanui iwi management. Resolution to the access difficulty across the land for property owners was a caveat of the Council's decision.
7. In August 2021, Council submitted its application for funding from the Government's Infrastructure Acceleration Fund to progress development of the Hukutaia Growth Area. The long-term project seeks to address residential housing shortages in Ōpōtiki while avoiding the burden falling on ratepayers. After Covid-19 related delays, Hukutaia residents were given the opportunity on 23 February 2022 to discuss any questions or concerns with Councillors and staff.

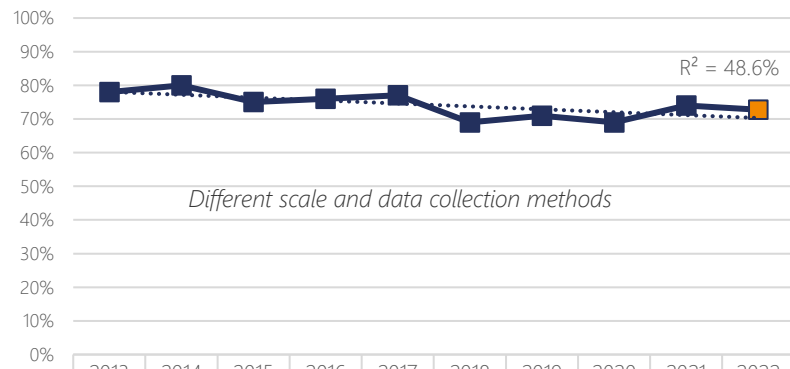
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Provision of recreation facilities



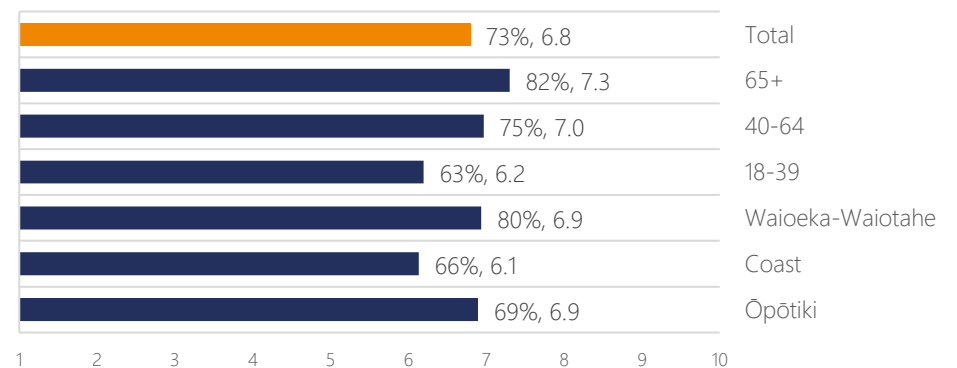
- Collectively, recreation facilities were the second-highest rated services in 2022. Satisfaction with recreation facilities was fairly consistent across years.
- In 2022, 73% of residents stated they had used/visited recreation facilities in the District. Also, 73% of residents who provided a rating were satisfied with their recreation facilities experience (on average, 6.8 out of 10).

- Satisfaction with recreation facilities was consistent between users and non-users.
- There were significant differences by age in 2022. Younger residents (aged 18-39) were least satisfied, but still satisfied overall (63%).
- Overall, two-thirds of residents preferred seeing the same Council funds spent on recreation facilities (66%).



Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Recreation facilities	78%	80%	75%	76%	77%	69%	71%	69%	74%	73%

Overall satisfaction by ward and age (% satisfied and average score)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Provision of recreation facilities – open-ended comments sorted into categories

- Good facilities / general positive comments – 49%
- Skate Park good / well used – 22%
- Good improvements / upgrades – 18%
- Good playgrounds / facilities for children – 13%
- Rose gardens / parks good – 8%
- Not enough / more needed (general) – 44%
- Upgrades / improvements / maintenance needed – 28%
- Concerns about costs / suitability – 20%
- More needed for children / youth – 17%
- Swimming pool / indoor pool needed – 13%

Top reasons for satisfaction with recreation facilities

Top reasons for dissatisfaction with recreation facilities

27% of residents provided a comment

12% of residents provided a comment

"Getting lots of use, good to see people outdoors"

"There is nowhere near enough recreation facilities in Opotiki for our youth."

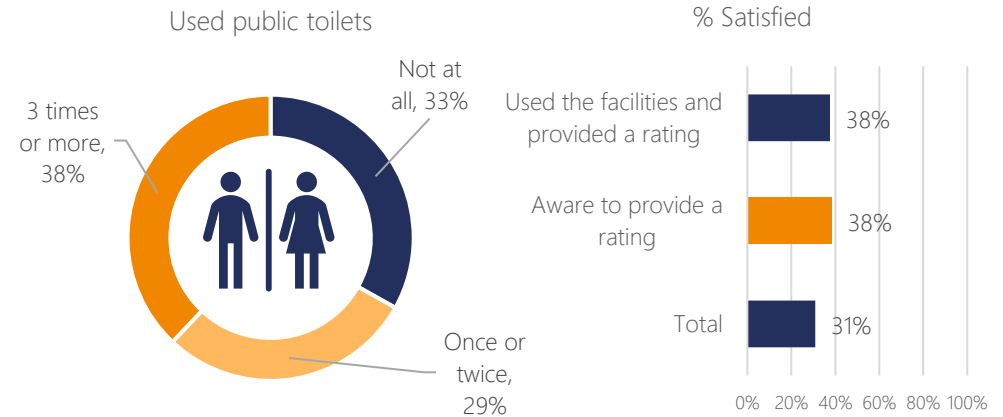
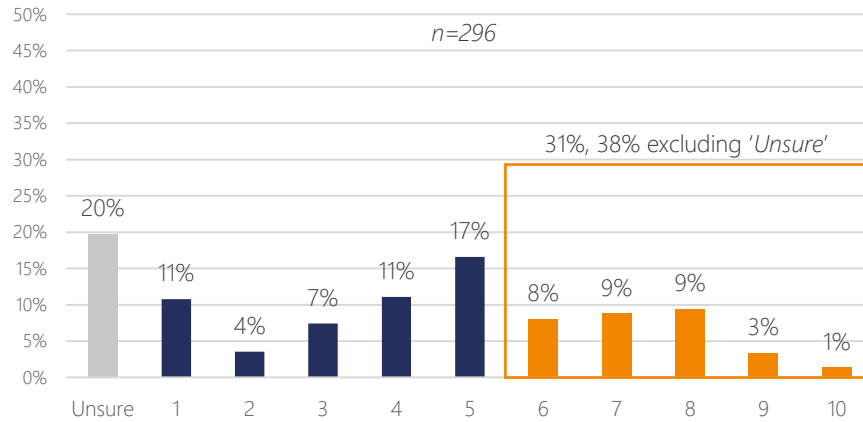
"There seems to be plenty of them and kept quite well"

"Need more options ie. Swimming facilities to keep children safe. Current facilities are often covered in litter party due to the lack of Rubbish bins."

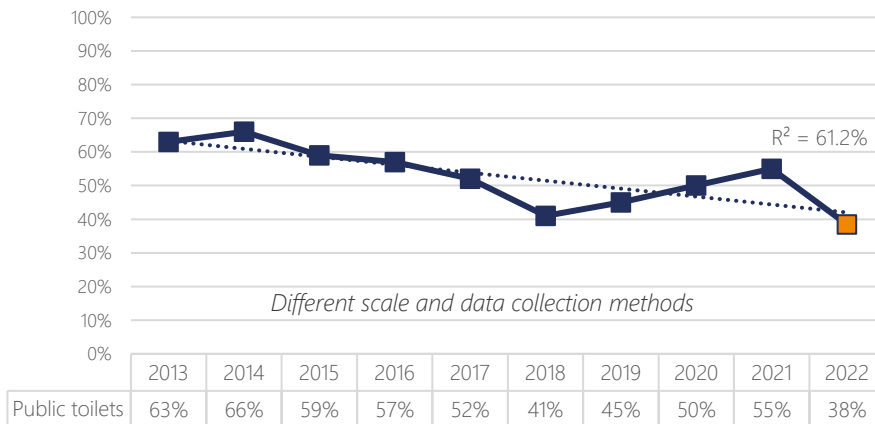
"New play park in Church St, top quality pump/skateboard park. Slide and swings at wharf. Memorial Park pavilion and pitches, Dunes trail, horse trail, camping areas at pipi beds and Hukuwai - all really good facilities."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

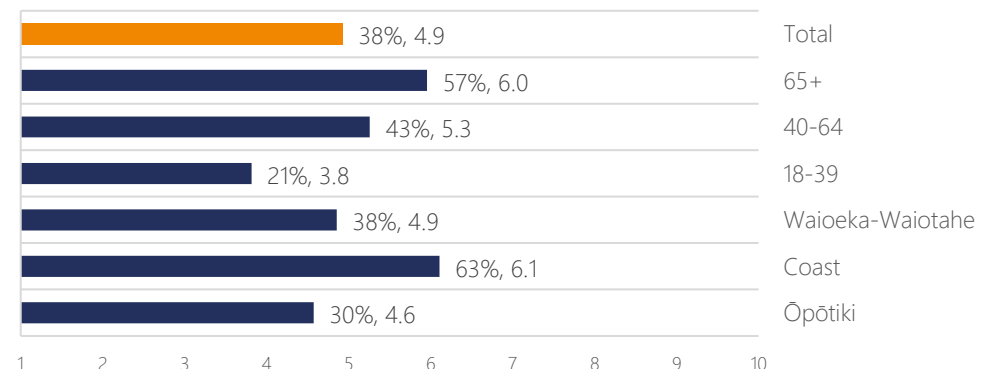
Public toilets



- Two-thirds (67%) of residents reported using a public toilet in the District; 38% used these facilities 3 or more times in a year.
- Just 38% residents who provided a rating were satisfied with the facilities (on average, 4.9 out of 10).
- Satisfaction with public toilets was lower in 2022 than 2021, but on par with the 2018-2019 results.
- There were significant differences by wards, and age in 2022. Coast residents (63%), and residents aged 65+ (57%), were most satisfied with public toilets.
- Despite being more likely to use public toilets in the past 12 months (84%), residents aged under 39 (21%) were least satisfied with these facilities.



Overall satisfaction by ward and age (% satisfied and average score)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public toilets – open-ended comments sorted into categories

- Clean / good standard – 81%
- Other – 19%
- Dirty / need cleaning – 74%
- Need fixing / upgrading / maintenance – 17%
- Not enough / need more – 17%
- Should be manned / more open hours – 8%

Top reasons for satisfaction with public toilets

4% of residents provided a comment

"Always clean, enough in and out of town."

"Some toilets are nice, I believe the Hikuwai and Pipi bed toilets need more attention."

Top reasons for dissatisfaction with public toilets

30% of residents provided a comment

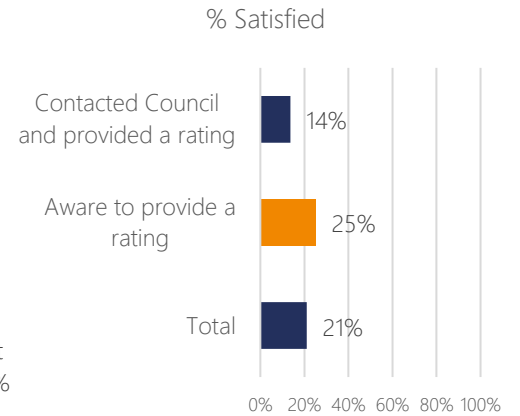
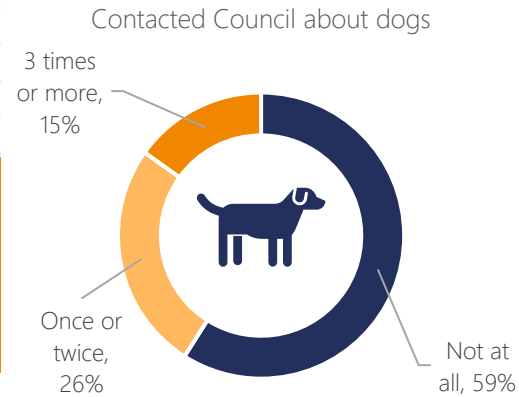
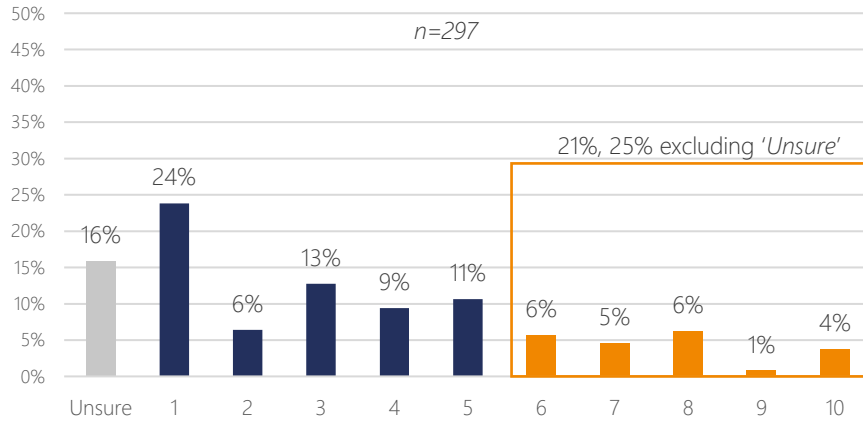
"Because it's smelly hygiene gone out the door."

"Dirty, flush toilet never worked the other day & hand dryers sometimes broken & graffiti on walls & inside unhygienic."

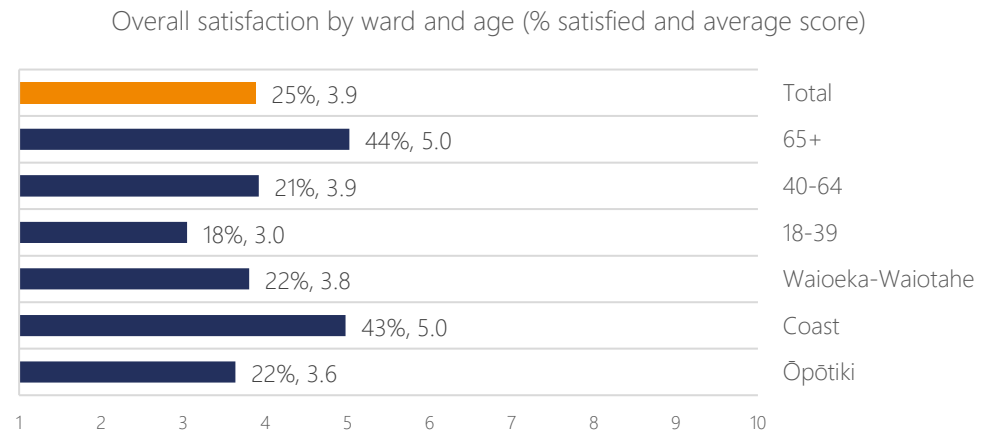
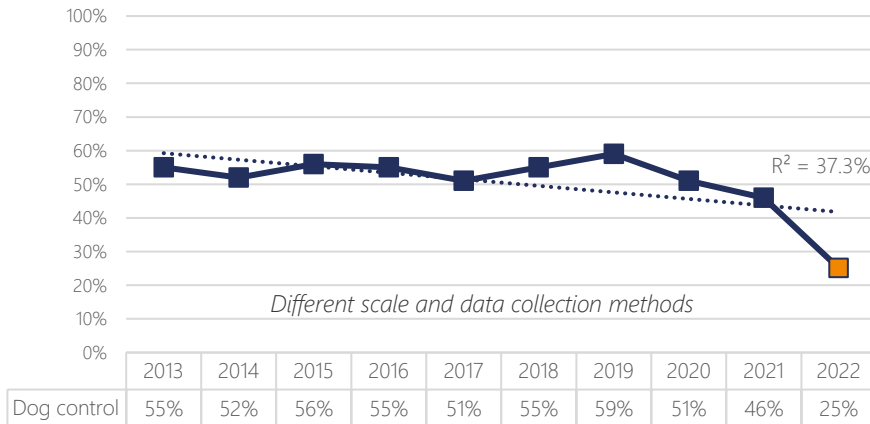
"Most toilets shocking out at beaches a mess. Not great for town.."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Dog control



- In 2022, 41% of residents reported contacting the Council about dogs.
- Just 25% were satisfied with this service (on average, 3.9 out of 10). 1-in-4 of all residents (24%) rated this service with 1 – 'totally dissatisfied'.
- Satisfaction was down compared to previous years.
- Respondents who contacted the Council tended to be less satisfied (14%); Only 6% of respondents who contacted the Council 3 or more times were satisfied.
- Residents aged under 64 were less satisfied with the service, compared to older residents.



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Dog control – open-ended comments sorted into categories

- Good service / no problem – 85%
- Always dogs roaming – 22%
- Other – 4%
- Always dogs roaming – 65%
- Poor animal control service / no response / not effective – 44%
- Unsafe / bad reflection / impact on town – 14%
- Horses / other animals roaming – 10%
- Unfair fines / registration fees / poor value – 9%
- Poor targeting / Responsible owners / easy dogs targeted – 9%
- Other – 2%

Top reasons for satisfaction with dog control

5% of residents provided a comment

"Difficult job, lots of roaming dogs, but council do well dealing with them."

Top reasons for dissatisfaction with dog control

46% of residents provided a comment

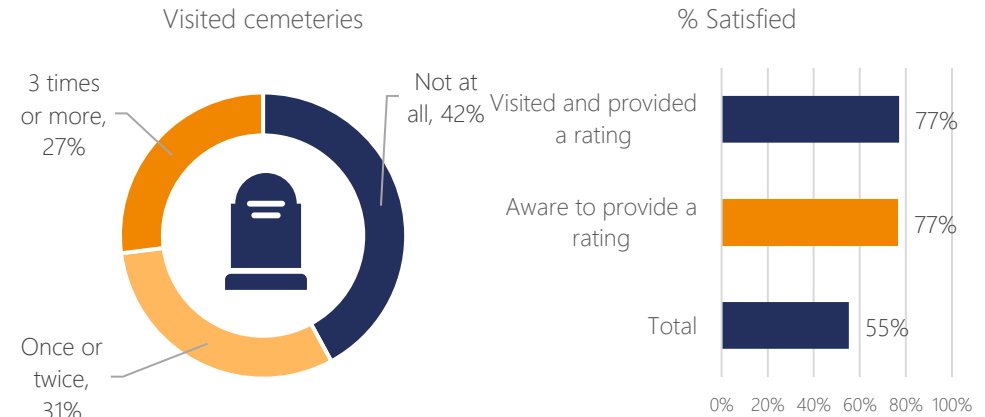
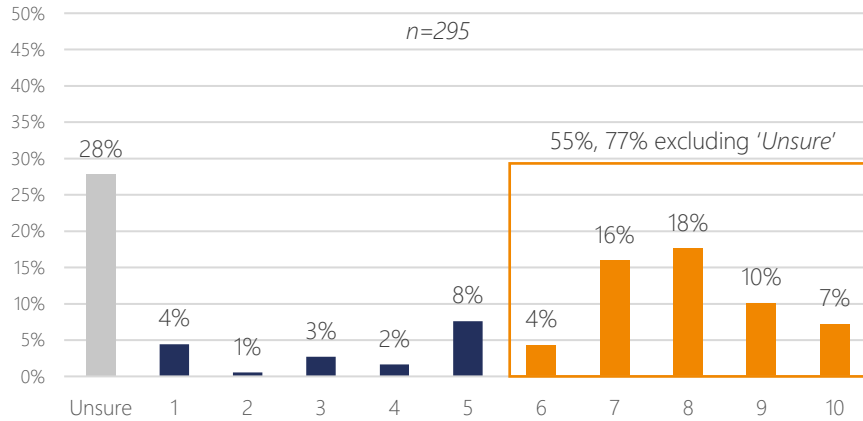
"Very poor response and accountability."

"Every single day the amount of dangerous wandering dogs in the town is appalling- and unsafe!"

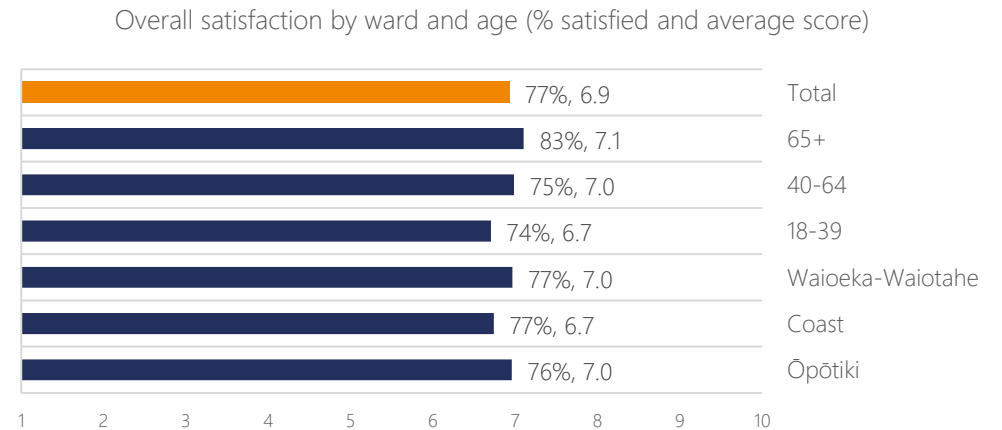
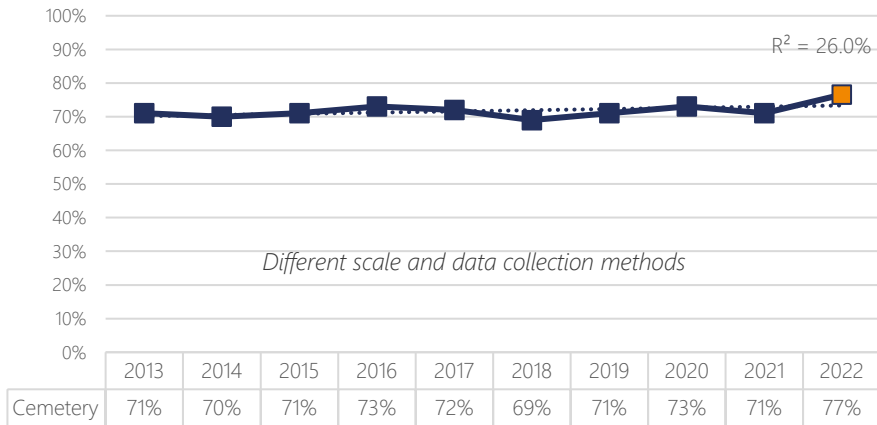
"There are roaming dogs 24/7. The amount of animal attacks and children nearly being attacked is ridiculous. Dog control drives around right past them and does nothing."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Cemeteries



- In 2022, 58% of residents reported visiting a cemetery in the District.
- 77% of residents who provided a rating were satisfied with cemeteries overall (on average, 6.9 out of 10) – the highest service rating in 2022.
- The 2022 result was consistent with previous years.
- There were no significant differences by wards, age or other demographic groups.



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Cemeteries – open-ended comments sorted into categories

- Tidy / clean / well maintained – 89%
- Good staff – 10%
- Other – 2%
- Not tidy / need maintenance – 78%
- Other – 22%

Top reasons for satisfaction with cemeteries

17% of residents provided a comment

"Always beautiful and looked after."

"Looks tidy and well maintained."

Top reasons for dissatisfaction with cemeteries

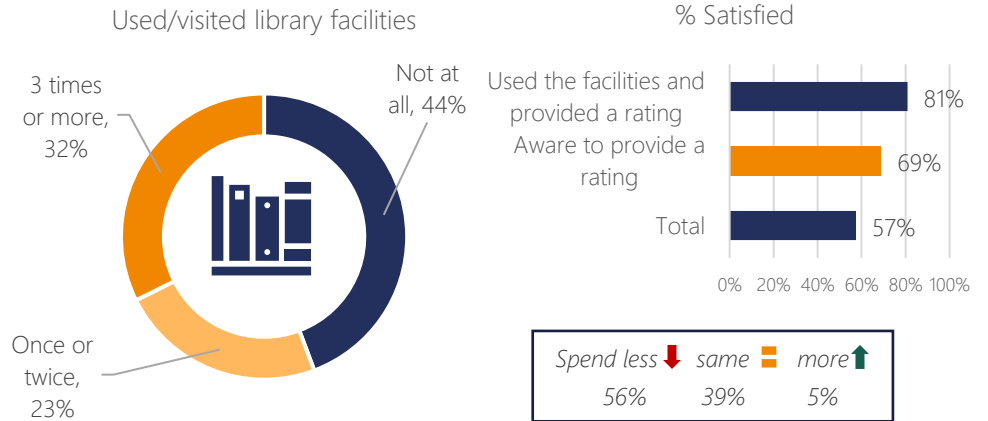
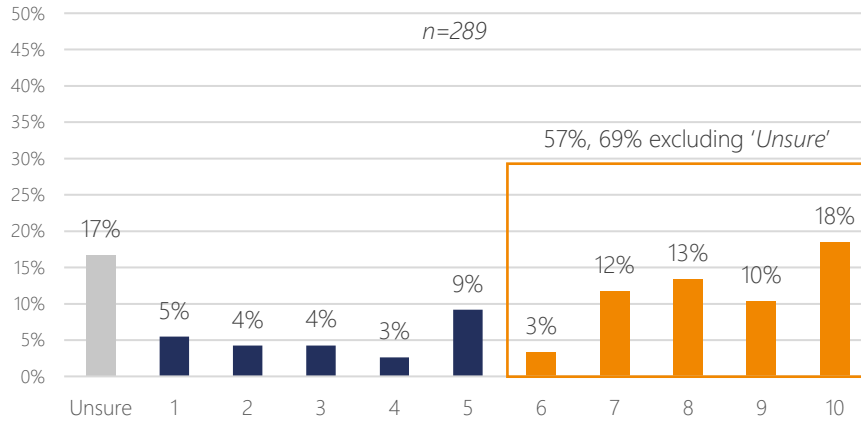
7% of residents provided a comment

"The old cemetery is not looked after at all."

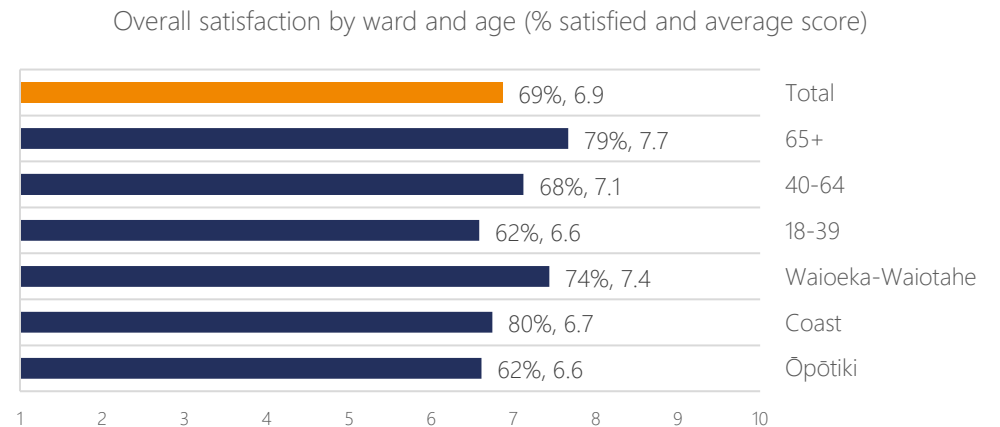
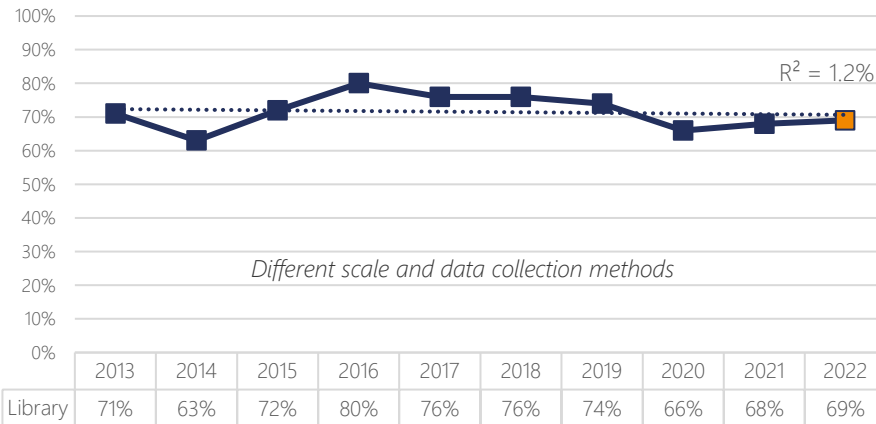
"Weeds and long grass and no gravestone maintenance."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

District library facilities and services



- Around half of residents (56%) reported visiting District library facilities or using library services.
- 69% of residents who provided a rating were satisfied; library users (81%) were noticeably more satisfied with the service.
- Satisfaction with District library facilities was consistent over the years.
- However, reflecting on some concerns about new library costs, over half (56%) of residents felt less should be spent on this facility.
- There were no significant differences by wards, age or other demographic groups.



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

District library facilities and services – open-ended comments sorted into categories

- Good facility / building / general satisfaction – 66%
- Good staff – 33%
- Good resources / Good for children – 23%
- Brand new – 10%
- Need more Māori resources / involvement – 4%
- Other – 4%
- Concerns about cost / original library fine – 47%
- Poorly used / utilised / too big – 37%
- Staff issues / too many / poor service – 22%
- Concerns about decision process / transparency – 19%
- Limited open hours / access – 11%
- Need more Māori resources / involvement – 4%
- Other – 4%

Top reasons for satisfaction with the library

27% of residents provided a comment

"Excellent facility and staff very friendly."

"The library is amazing, great job."

Top reasons for dissatisfaction with the library

14% of residents provided a comment

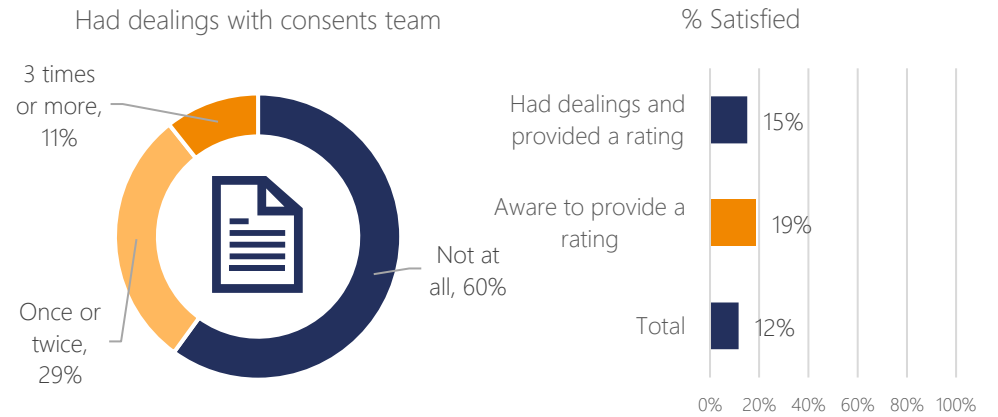
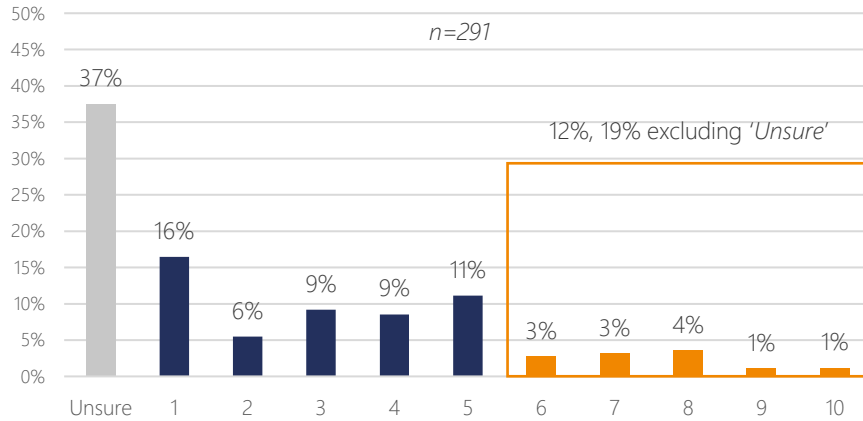
"Too much money for only some of the district to use it. Building is too big."

"Misuse of ratepayers money."

"1. The way the library was put in, and 2. It's overstaffed, and 3. no transparency about the final cost."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

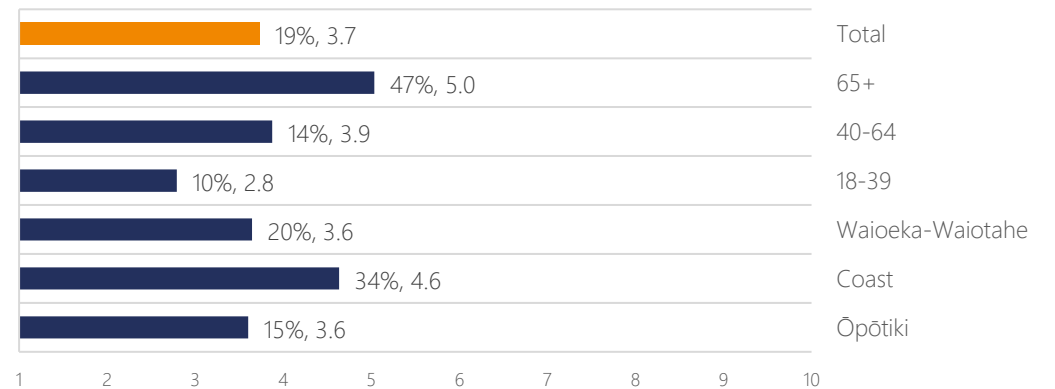
Building and Resource Consents teams – new tracking measure in 2022



- 60% of residents reported no dealings with the building and resource consents teams in 2022.
- Even when taking usage into account, only 1-in-5 residents (19%, on average 3.7 out of 10) who provided a rating were satisfied with these services – the lowest satisfaction score in 2022.

- This was largely driven by perceptions of slow or poor service.
- There were significant differences by age in 2022, with younger residents being least satisfied (10%).

Overall satisfaction by ward and age (% satisfied and average score)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Building and Resource Consents teams – open-ended comments sorted into categories

- Good service – 93%
- Need more staff / resources – 21%
- Process too slow – 7%
- Process too slow – 55%
- Poor staff / communication – 35%
- Too much red tape / bureaucracy – 19%
- Costs – 13%
- Need more staff / resources – 5%
- Other – 3%

Top reasons for satisfaction with consents teams

3% of residents provided a comment

Top reasons for dissatisfaction with consents teams

32% of residents provided a comment

"They try as best they can with limited resources available."

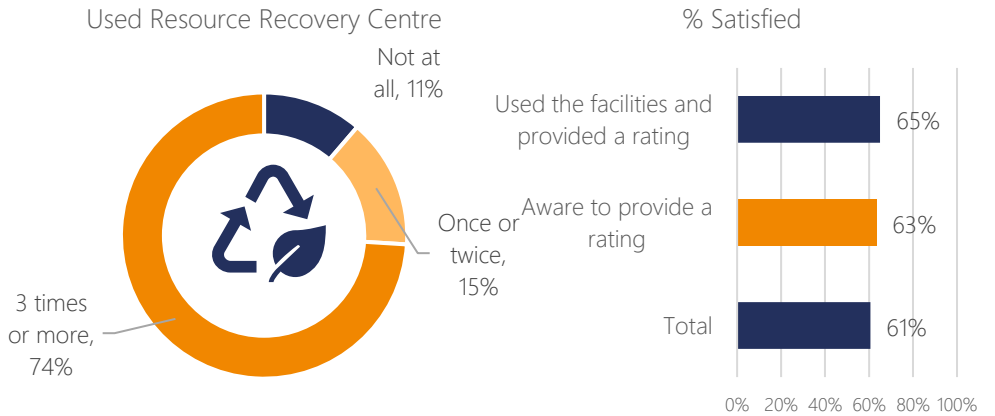
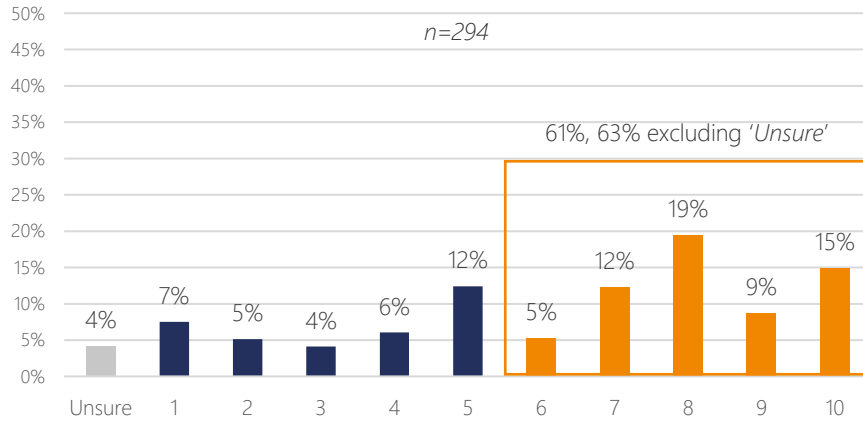
"Costs too much and takes too long."

"The time delay they have with giving consents is not acceptable. We had to wait for months on end to finally get consent approved. With the housing crisis we face this definitely needs to be addressed ASAP."

"There is not one person I know who has been dealt with efficiently."

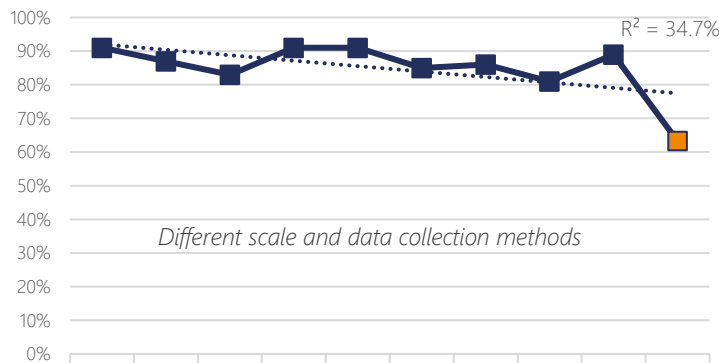
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Resource Recovery Centre



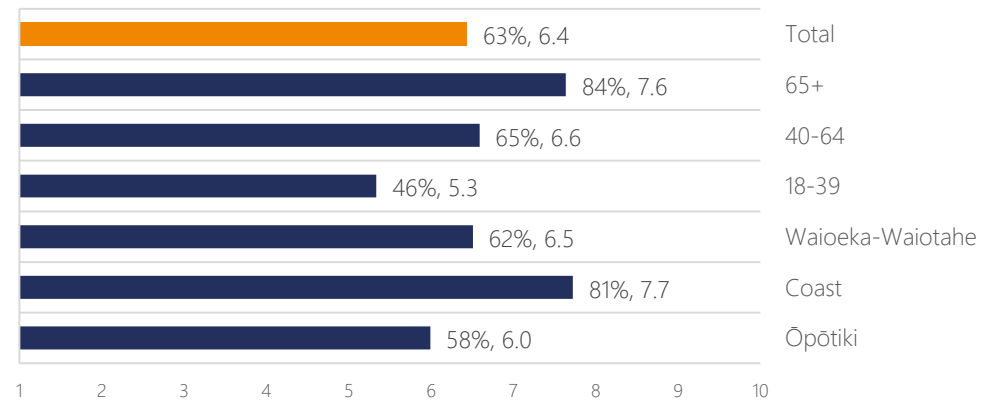
- Almost 9-in-10 residents reported using the Resource Recovery Centre in the last 12 months.
- Generally, ratings provided in relation to the Centre were positive (63%, on average 6.4 out of 10), with more frequent users (3 times or more) being more satisfied (70%).

- Again, age was a significant factor, with satisfaction increasing with age; 84% of residents aged 65+ were satisfied, whereas just 46% of residents aged under 39 were satisfied.



Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Resource Recovery Centre	91%	87%	83%	91%	91%	85%	86%	81%	89%	63%

Overall satisfaction by ward and age (% satisfied and average score)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Resource Recovery Centre – open-ended comments sorted into categories

- Good facility / service – 74%
- Good staff – 51%
- Reasonable charges – 8%
- Improvements needed – 7%
- Poor service – 65%
- Concerns about costs / inconsistent charges – 48%
- Not sure – 3%
- Improvements needed – 3%
- Other – 3%

Top reasons for satisfaction with the centre

21% of residents provided a comment

"Best one I have seen so far - organised except during covid long lines, but that's not their fault."

"Staff super helpful and friendly. Charges are minimal compared to everywhere else."

Top reasons for dissatisfaction with the centre

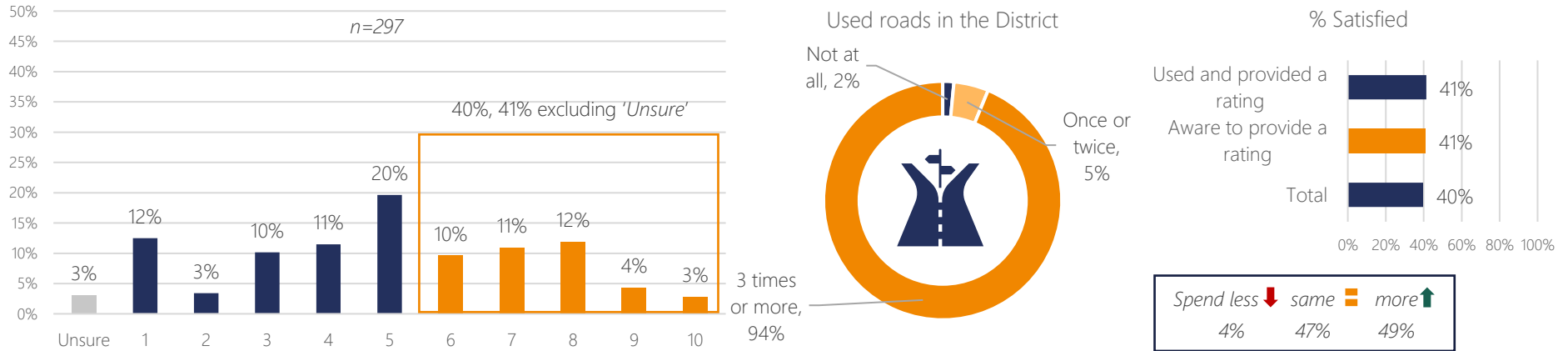
19% of residents provided a comment

"Because you get charged a different fee for the same rubbish every time you visit, depending on the person that is charging you."

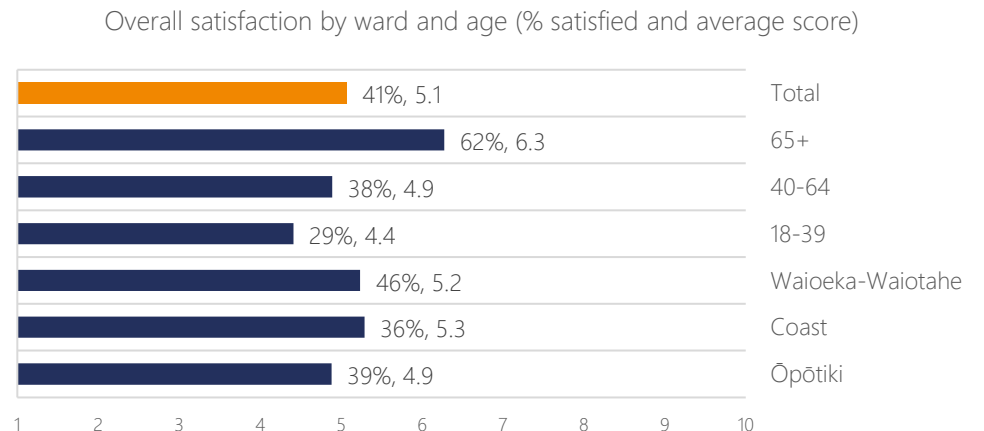
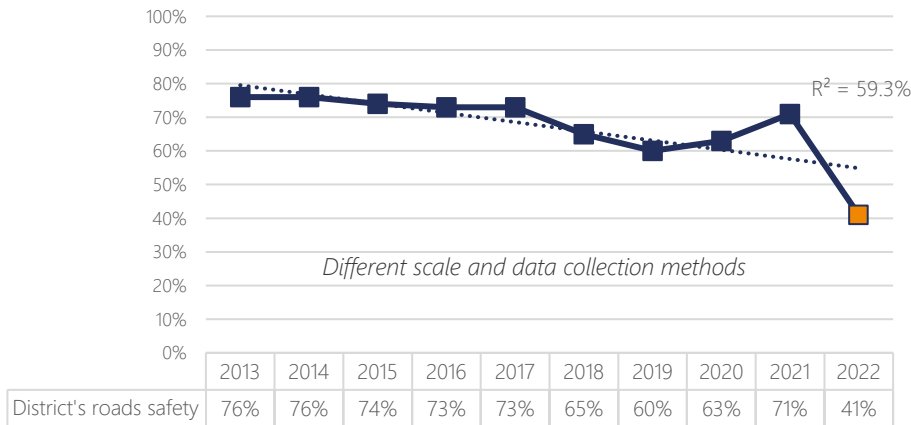
"We pay rates and then have to pay to drop off extra rubbish. Rural residents have no subsidy/fee waived to drop rubbish off when there is no alternative. Some staff are arrogant at the recovery centre."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Safety of the District's roads



- Almost all respondents reported using the District's roads (excluding State Highways) in the past 12 months; 41% of those who provided a rating were satisfied with road safety.
- This result was below the historical average.
- Roads were residents' second-most highlighted area for more Council spending (49%).
- There were significant differences by age and income in 2022.
- Again, younger residents were least satisfied with road safety (29%), especially compared to residents aged 65+ (62%).
- Residents with a reported annual income below average (<\$40,000) were more satisfied with roads safety, compared to those with above average incomes.



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Safety of the District's roads – open-ended comments sorted into categories

- Good condition / service – 84%
- Poor quality / sealing / repairs – 11%
- Poor street / footpath maintenance – 8%
- Unsafe – 6%
- Potholes – 3%
- Poor quality / sealing / repairs – 56%
- Potholes – 30%
- Unsafe – 22%
- Poor street / footpath maintenance – 11%
- Speeding / lack of speed reduction – 9%
- Other – 7%

Top reasons for satisfaction with safety of roads

7% of residents provided a comment

Top reasons for dissatisfaction with safety of roads

34% of residents provided a comment

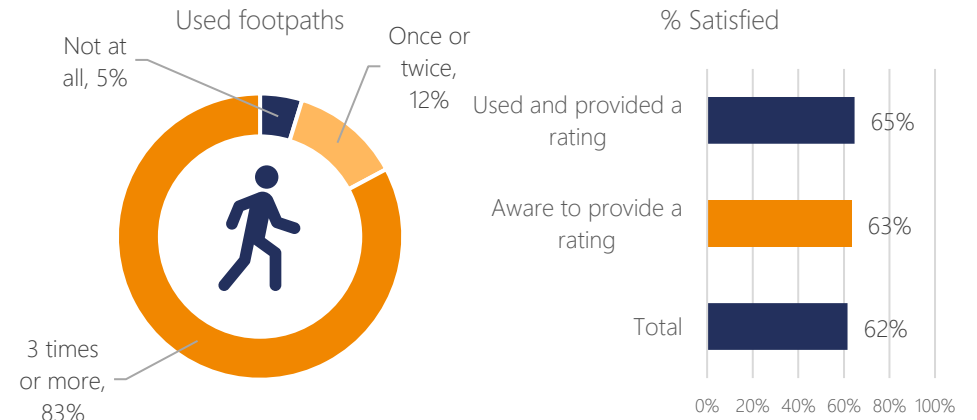
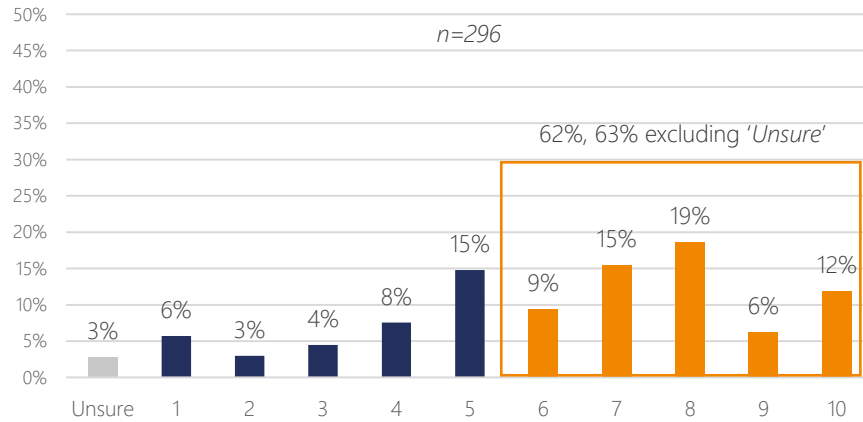
"Haven't had a problem with roads for a while."

"Our roads are terrible. Potholes and state of the districts roads are poor."

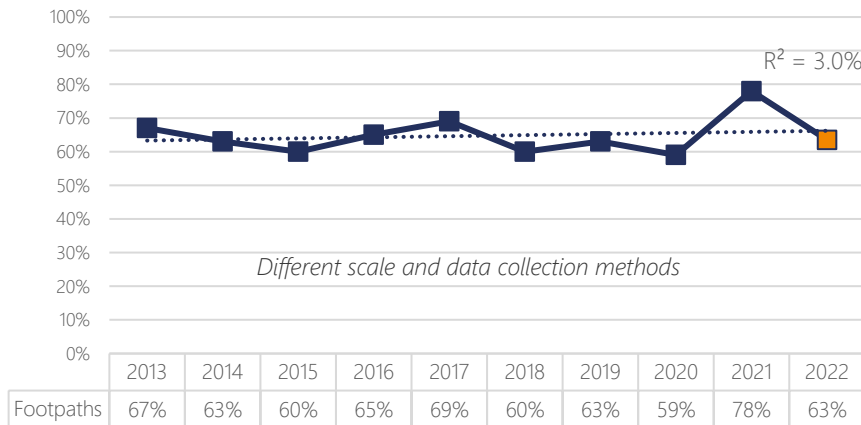
"Mainly because of the Ohiwa , Looney Road, Pipi bed turnoffs, those straights are very dangerous.."

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

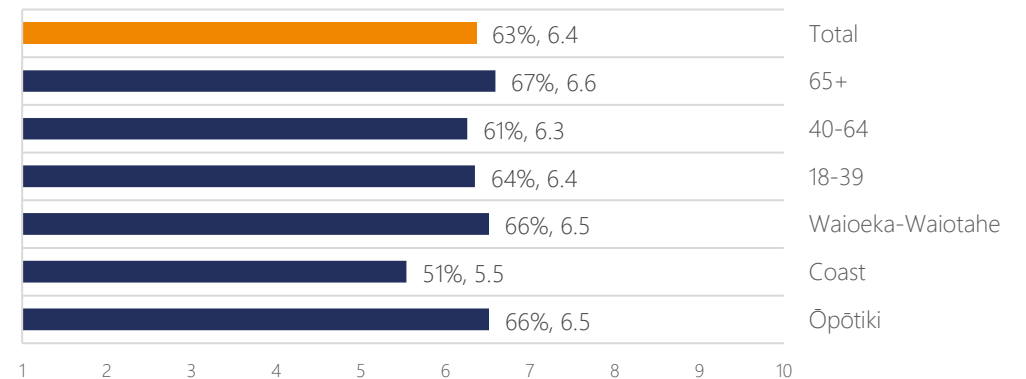
Footpaths



- Almost all respondents reported using a footpath in the District in the past 12 months.
- 63% of residents who provided a rating were satisfied with footpaths in the district (on average, 6.4 out of 10). This result was fairly consistent with the historical results.
- There were no significant differences by wards, age or other demographic groups. However, Coast residents reported slightly lower satisfaction with footpaths.



Overall satisfaction by ward and age (% satisfied and average score)



SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Footpaths – open-ended comments sorted into categories

- New / improved / PGF funded paths good – 63%
- Good / no issues / general satisfaction – 34%
- Other – 4%
- Repairs / upgrades needed – 46%
- Cleaning / maintenance needed – 29%
- Slippery / unsafe – 28%
- New / improved / PGF funded paths good – 22%
- Lack of footpaths – 16%

Top reasons for satisfaction with footpaths

18% of residents provided a comment

"Awesome development in our footpaths."

"Happy with the improvements recently made."

Top reasons for dissatisfaction with footpaths

18% of residents provided a comment

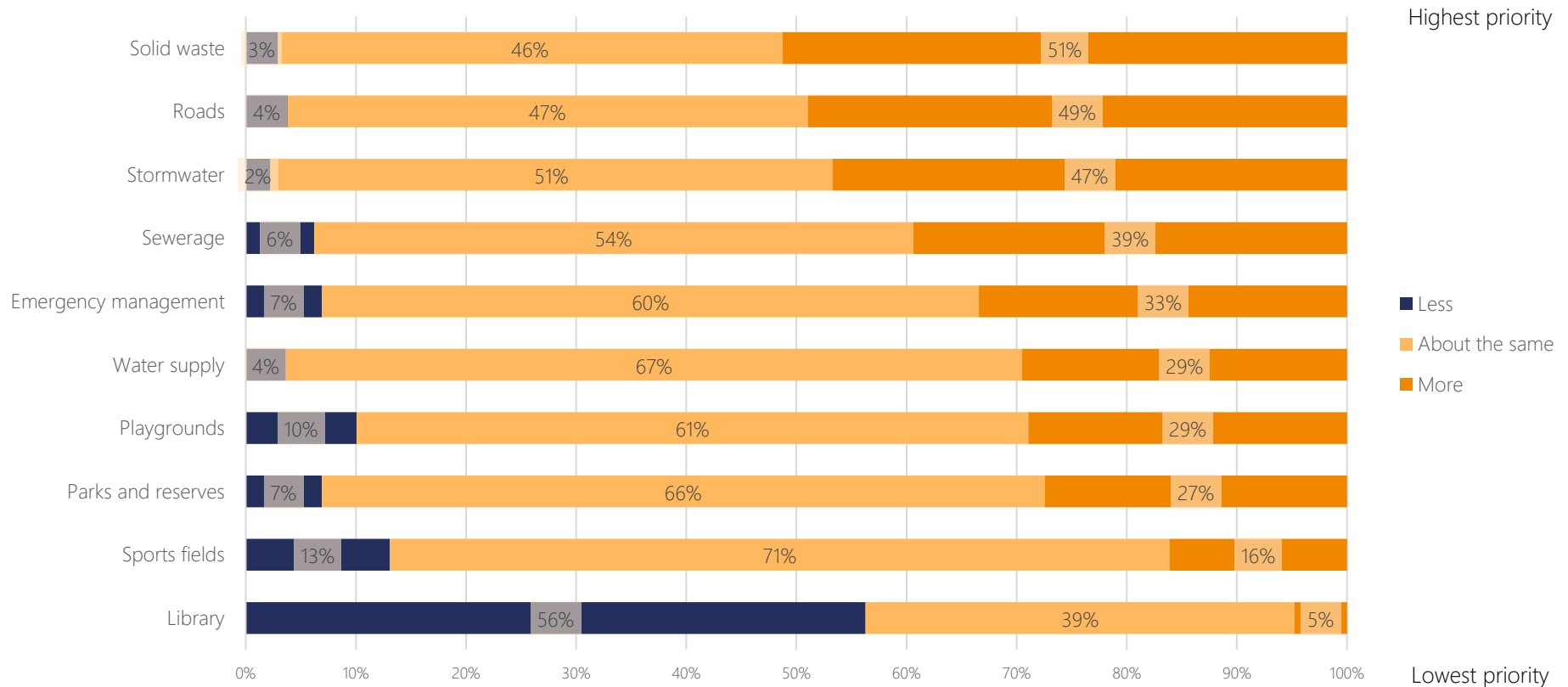
"Because they are either non-existent or lack maintenance. Even the new ones are falling apart in the first rain. Drainage issues."

"Better now but still lots of cracks."

"The new footpaths put in with PGF money are great but perhaps some that money could have been spent on existing footpaths and the repair of some are uneven, cracked broken and a health and safety issue."

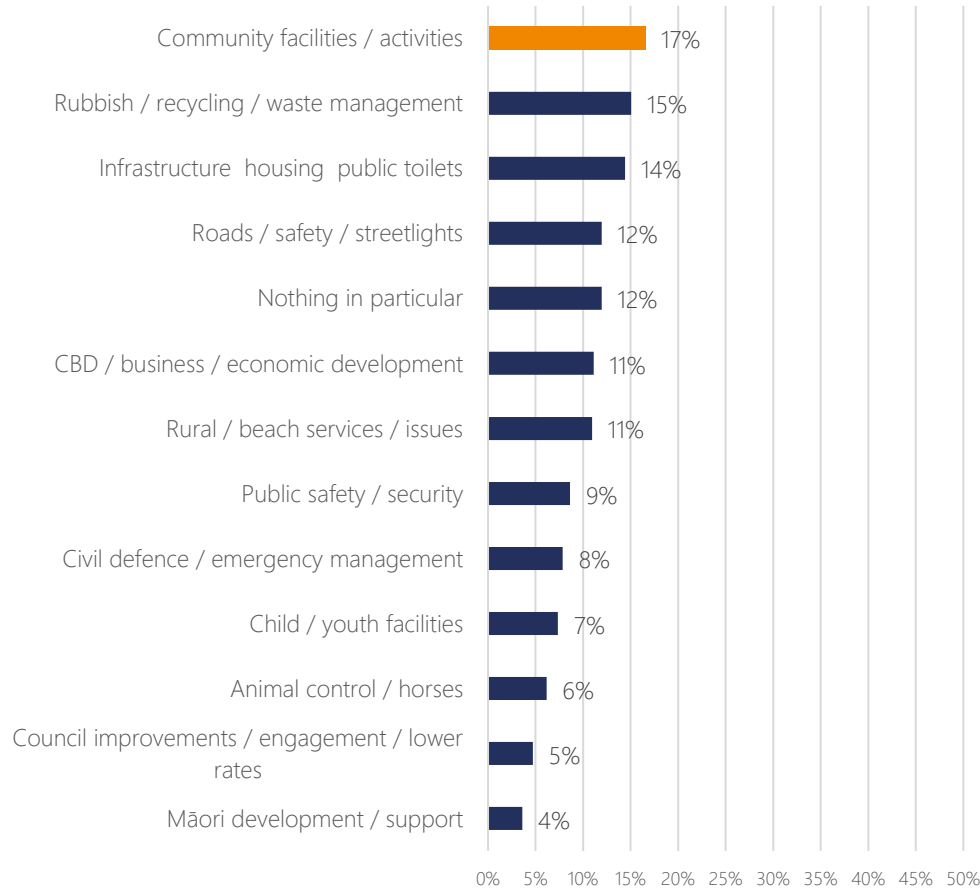
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Spending priorities

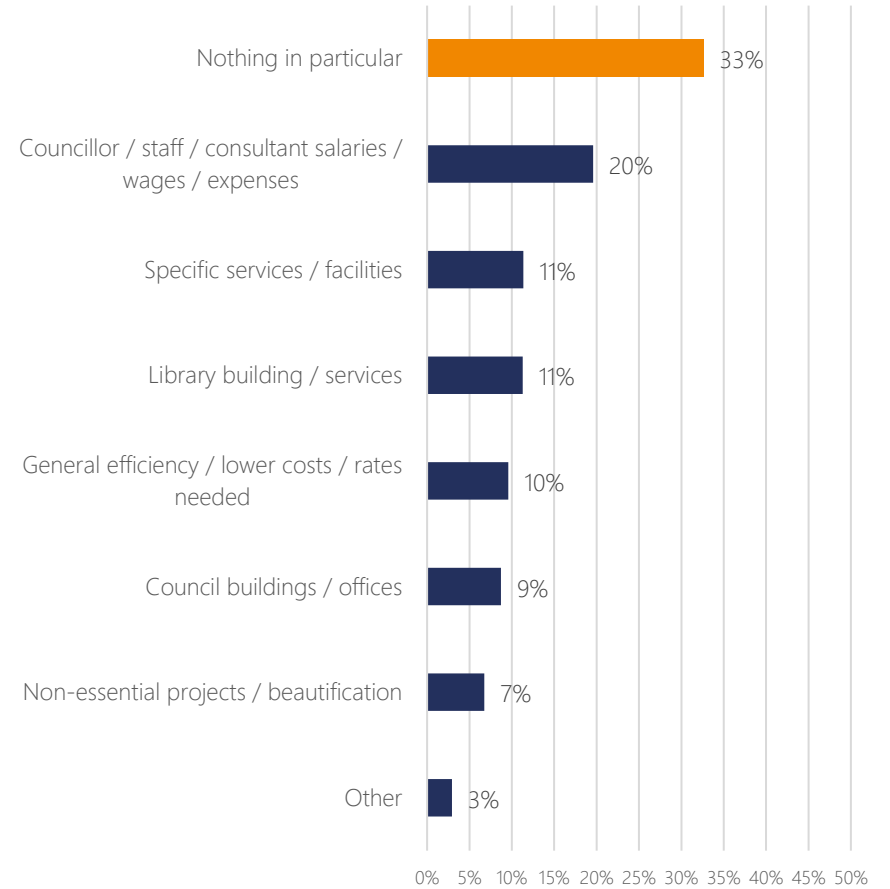


- In 2022, residents were asked which services/facilities they would like to see the Council spend more, about the same, or less funds on.
- The top investment areas in 2022 were solid waste (51%), roads (49%) and stormwater (47%) (these services also made the top three previously in 2021).
- Younger residents (aged under 39) were more likely to expect more funding spent on roads, solid waste, parks and playgrounds.
- Sewerage spending priority was greater in Ōpōtiki and Coast wards, compared to Waioteka-Waioteahe.
- Ōpōtiki residents wanted the Council to spend less on the library.
- Stormwater spending priority was greater amongst urban and semi-rural residents.
- The notable result for the library (56% less spending) largely reflects concerns about the recently developed new library building and spending on this facility.

Spend more (free-text feedback sorted into categories)



Spend less (free-text feedback sorted into categories)



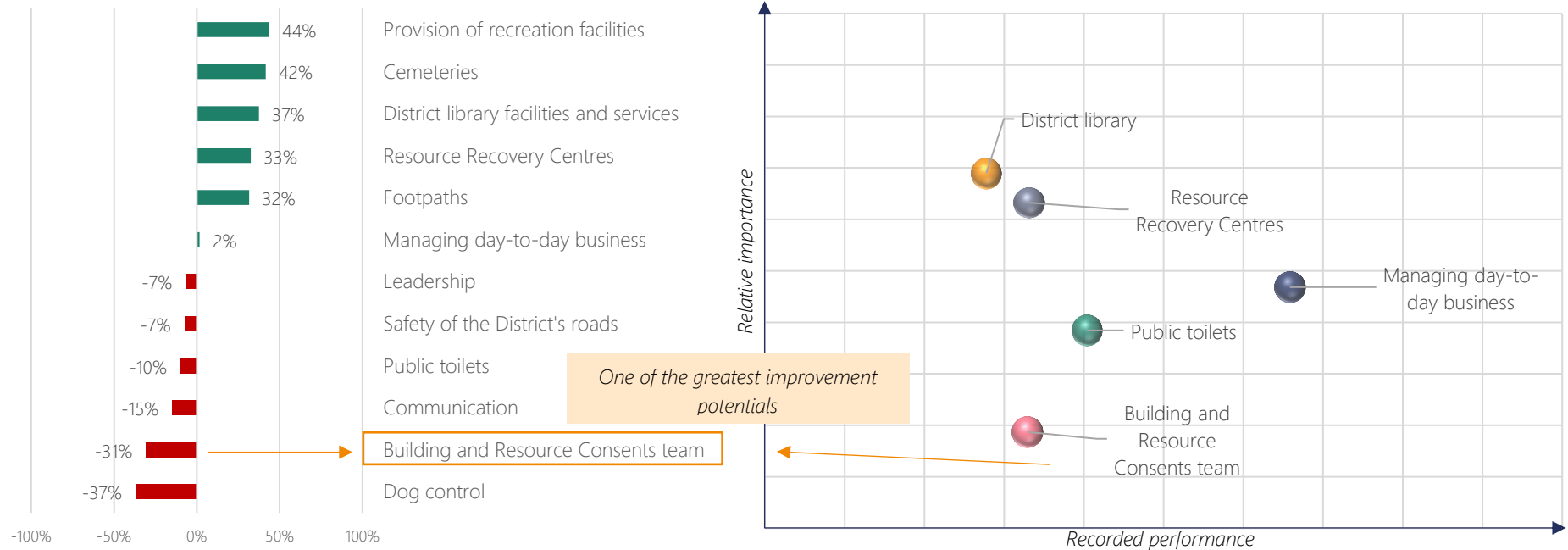
In addition, residents provided other free-text comments in relation to Council spending more (57%) and less (42%).

The top mentioned area for additional investment was 'community facilities/activities' (e.g. recreation facilities, community pools, activity centres, 'A gym or games facilities for adolescence and teenagers', 'Things to do around Opotiki for family's to have their days out'). Waste management, infrastructure, public toilets and roads were also within the top suggested improvements.

A third of respondents who commented on areas for less Council spending said 'nothing in particular'. The most mentioned area for lower spending was Council itself (e.g. 'Councillor / staff / consultant salaries / wages / expenses').

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

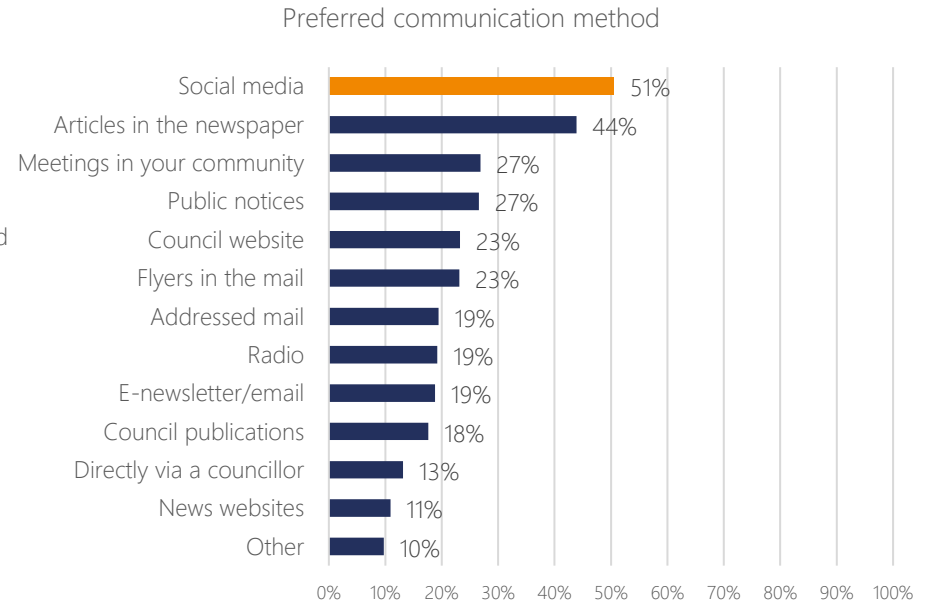
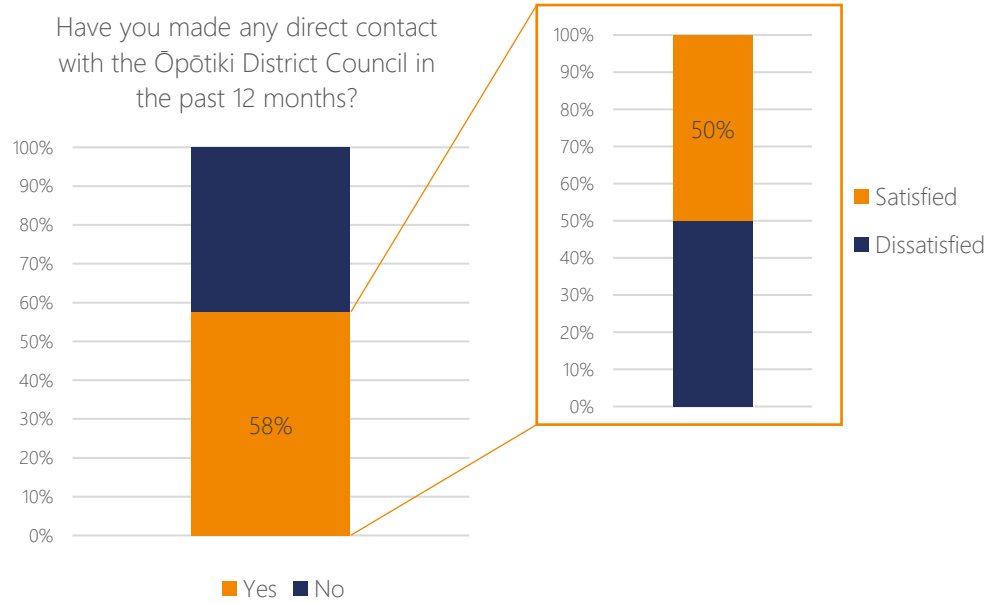
Potential improvements



- Based on Net Emotional Scores, there were six areas with negative NES (i.e. more negative than positive perceptions) within the community. The most negative scores were recorded for dog control and the building and resource consents team.
- Across services, the level of impact each service has on overall satisfaction with Council services and facilities varies.
- Five services showed the highest relative importance or level of impact. Based on this impact, two areas represented the greatest opportunity to improve overall satisfaction with Council. These were (again) building and resource consents team and public toilets – both with relatively low performance given their perceived importance.

CONTACT WITH COUNCIL

Contacted the Council in the past 12 months



- Overall, over half of residents (58%) stated they had contacted the Council throughout the last year.
- Half of residents in 2022 (50%) who had contacted the Council directly were satisfied with this contact (down compared to 78% in 2021). Residents from rural locations tended to be more satisfied with their contact experience (65%).
- 'Social media' was the most preferred method for Council communications, for half of residents in 2022 (51%). The second most cited method was 'Articles in the newspaper' (44%).
- There was a large contrast in communication method preferences between younger and older residents.

Preferred communication method

18-39 residents

- Social media
- Public notices
- Meetings in your community

Preferred communication method

40-64 residents

- Social media
- Articles in the newspaper
- Council website

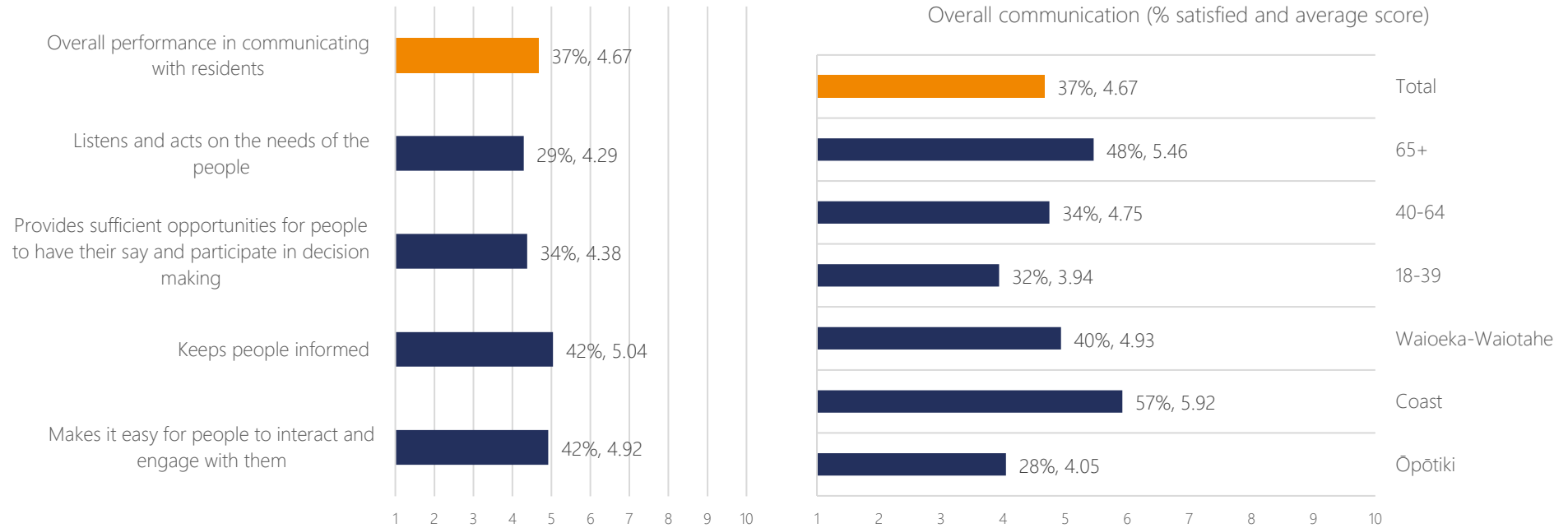
Preferred communication method

65+ residents

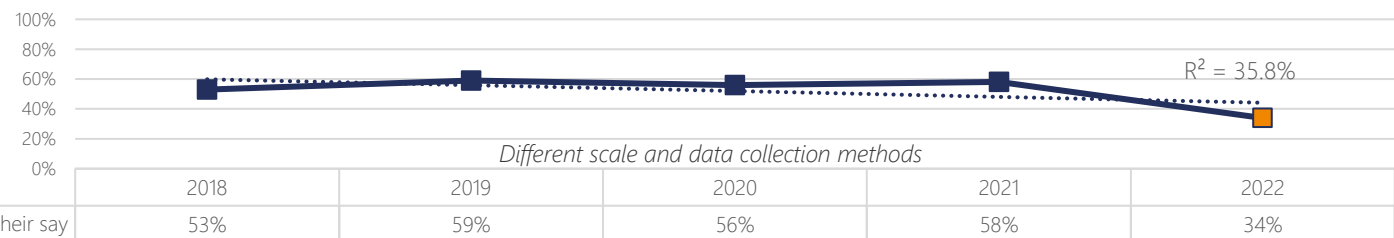
- Articles in the newspaper
- Flyers in the mail
- Social media

COMMUNICATION

Communication with residents



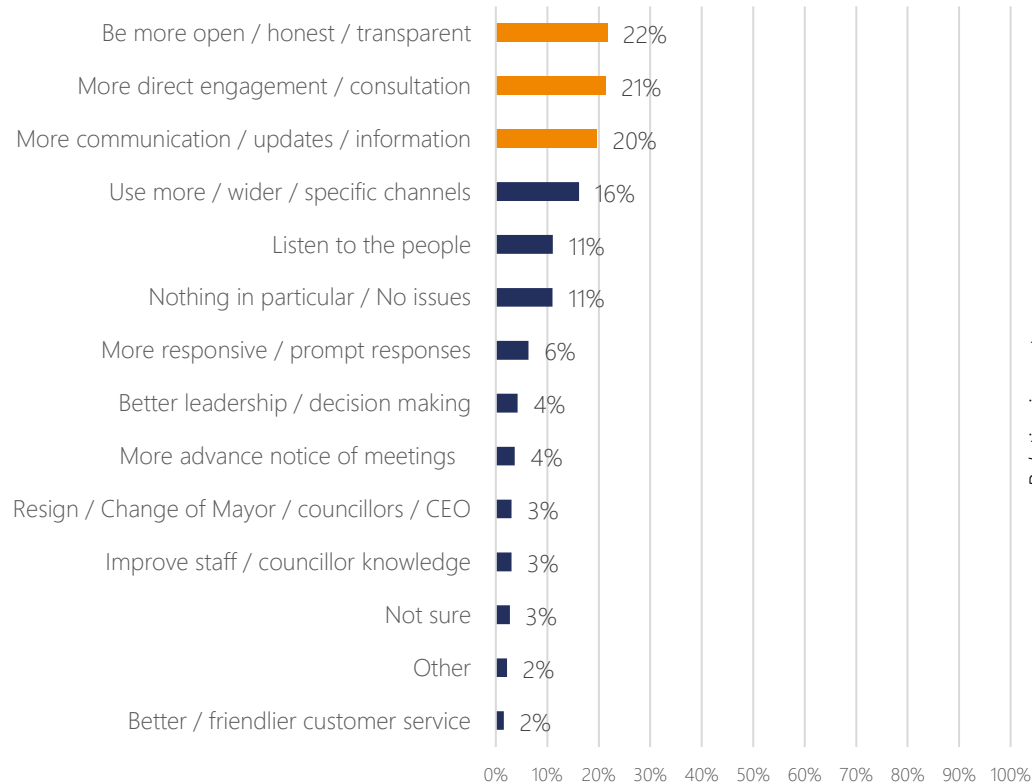
- Overall, over one-third of residents were satisfied with Council performance in communicating with residents.
- Younger residents (aged 39 and under), and Ōpōtiki residents, were least satisfied with Council’s communication.
- Satisfaction with the opportunity to be involved and participate in Council decision making in 2022 (34%) was below the historical average.
- Satisfaction with keeping people informed (42%) and making it easy to interact and engage with the Council (42%) received the highest satisfaction scores on average.
- ‘Listens and acts on the needs of the people’ was the lowest performing communication area.



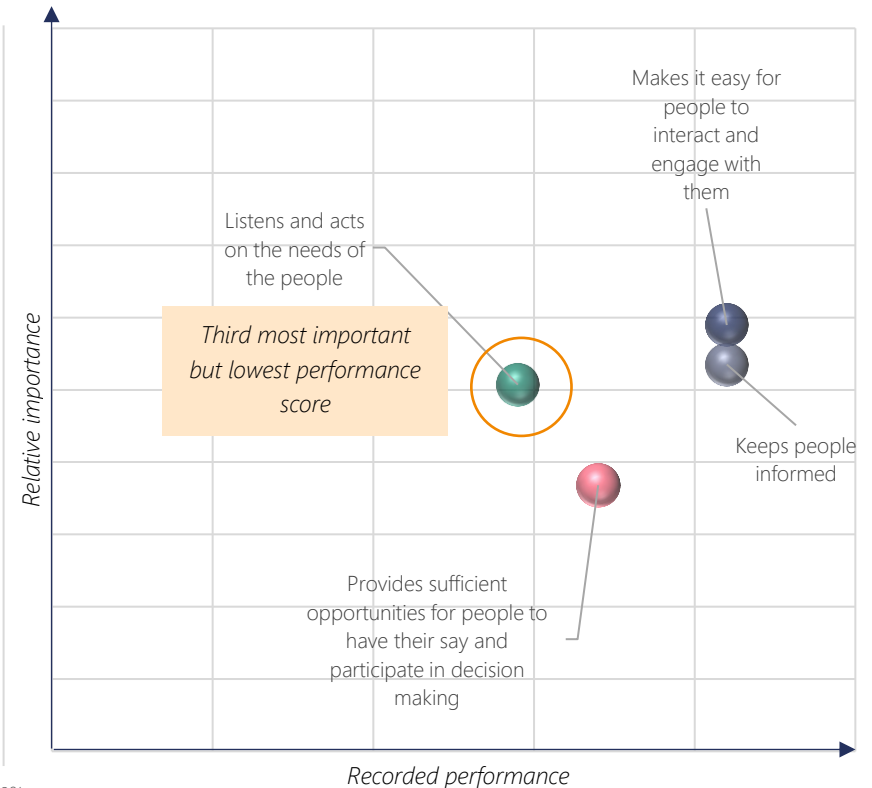
COMMUNICATION

Communication improvements

Suggested improvements (free-text comments sorted into categories)



Communication influencing factors

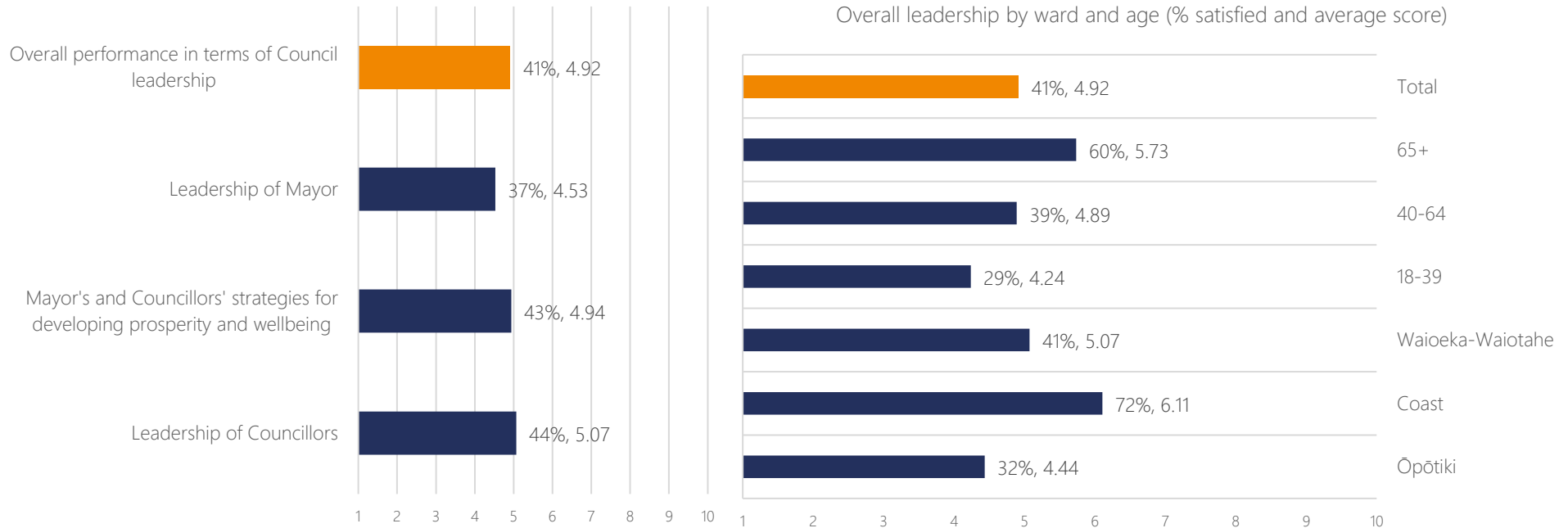


- All four related statements provided a significant contribution towards overall satisfaction with communication. One statement in particular exhibited greater improvement potential (*'listens and acts on the needs of the people'*).
- 78% of residents provided further comments in relation to communication improvements.

- The top three cited improvements were *'Be more open / honest / transparent'* (e.g. *'Be a lot more open about what they do and get it done in a timely manner'*), *'More direct engagement / consultation'*, and *'More communication / updates / information'* (e.g. *'Have experienced difficulties with getting information from people, Council's communication skills are not always very good. Make information more understandable to residents.'*).

COUNCIL LEADERSHIP

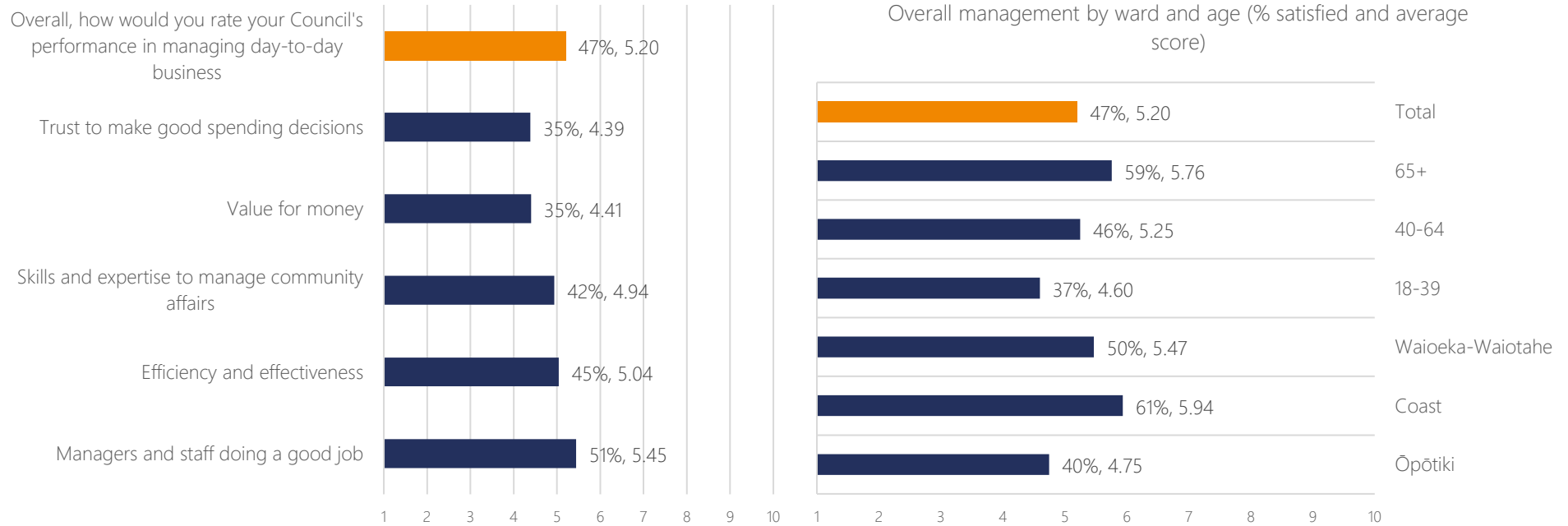
Performance in terms of Council leadership



- Leadership of the Councillors (44%) elicited the greatest satisfaction, followed by strategies for developing prosperity and wellbeing (43%).
- Just above one-third of residents were satisfied with leadership of the Mayor (37%). However, this was the factor contributing most towards overall satisfaction with Council leadership.
- Overall, 41% of residents were satisfied with Council performance in terms of leadership.
- Residents aged 18-39 (29%) and 40-64 (39%) were significantly less satisfied with Council leadership compared to older residents aged 65+ (60%).
- Residents from Ōpōtiki and Waioeka-Waiotahe wards were also least satisfied, compared to Coast ward.

MANAGEMENT

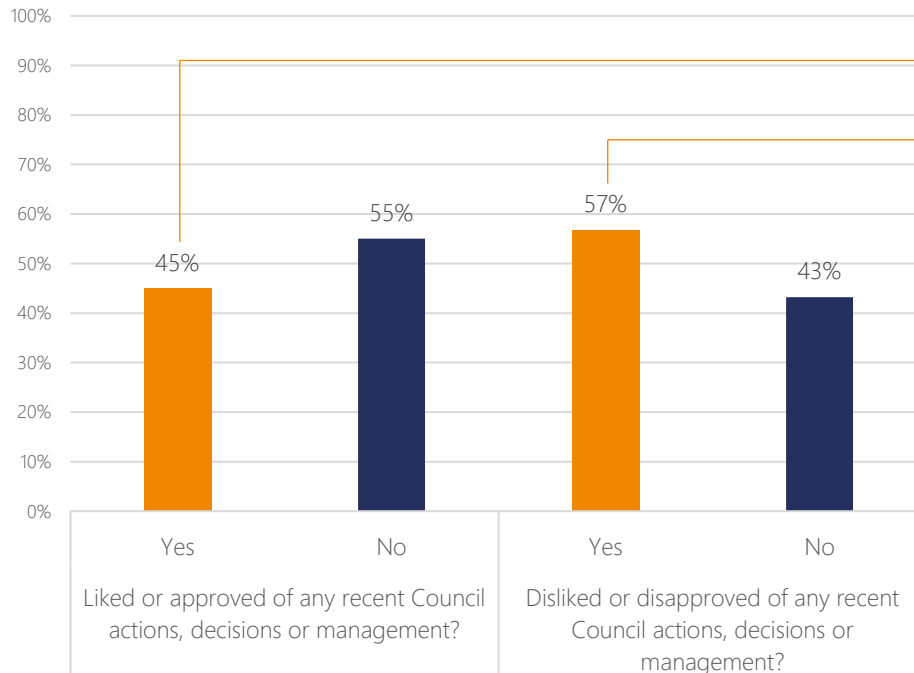
Managing day-to-day business



- In 2022, residents were most satisfied with managers and staff doing a good job; 51% rated this 6 or above.
- However, relatively fewer residents trusted ODC's financial management, particularly to ensure good value for money (35%) or make good spending decisions (35%).
- Overall, just under half of residents were satisfied with Council's performance in managing day-to-day business (47%). 'Skills and expertise to manage community affairs' was the factor contributing most towards overall satisfaction in this area.
- Differences in satisfaction scores amongst different age groups and wards were less noticeable. However, residents from urban and semi-rural locations tended to be less satisfied with Council performance in managing day-to-day business.

POLICY AND DIRECTION

Council policy and direction approval or disapproval



- Skatepark
- Library
- Harbour / wharf
- Footpaths / cycleways
- Parks / Playground
- General services / satisfaction
- Town upgrade / beautification
- Infrastructure upgrades
- Retaining Council building / internal resolution
- Other
- Rates rebate
- Response to 3 Waters

Liked or approved

- Council office building / Councillor breach issue
- Library
- Service / facilities provision
- Council management / administration
- Communication / engagement
- Council spending
- Animal control / horses
- Footpaths / Cycle paths
- Increasing rates fees
- Lions building demolition
- Other
- Consents
- Freedom camping
- Covid-19 / Vaccine mandate issues

Disliked or disapproved

- Overall, 45% of residents in 2022 recalled a recent Council action, decision, or management experience they approved of (slightly less than 54% in 2021, but similar to 42% in 2020).
- More (57%) residents recalled a recent action, decision, or management experience they disapproved of (40% in 2021).
- The Library appeared to receive very polarising comments, with similar percentages of residents liking the new library versus mentioning its very high costs.