



# Kaipara District Council 2019 Annual Residents Survey



Kaipara te Orangahui • Two Oceans Two Harbours

Report | July 2019



## Table of Contents

Introduction, Objectives and Method	<a href="#">Page 3</a>
Key Findings	<a href="#">Page 4</a>
Summary of Key Performance Indicators	<a href="#">Page 6</a>
Drivers of Overall Satisfaction	<a href="#">Page 9</a>
Understanding Reputation and Value for Money	<a href="#">Page 24</a>
Satisfaction with Water management: Three waters	<a href="#">Page 31</a>
Satisfaction with Council's Facilities	<a href="#">Page 36</a>
Satisfaction with Roding and Footpaths	<a href="#">Page 42</a>
Satisfaction with Waste management	<a href="#">Page 49</a>
Satisfaction with Other Services	<a href="#">Page 53</a>
Satisfaction with the Consent process	<a href="#">Page 57</a>
Contact with Council	<a href="#">Page 61</a>
Sample profile	<a href="#">Page 68</a>
Contact details	<a href="#">Page 70</a>

## Introduction, Objectives and Method

### Introduction

The Kaipara District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

### Research Objectives

- To provide a robust measure of satisfaction with the Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To assess changes in satisfaction over time and measure progress against the Long Term Plan

### Method

- The methodology involves a quarterly telephone survey measuring the performance of the Kaipara District Council, together with quarterly dashboard reporting of progress
- The questionnaire was carried over from 2017 and 2018 with refinements made in consultation with staff of the Kaipara District Council. It is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle related matters
- A total sample size of n=402 was achieved with data collected over four periods; between 14 and 28 November 2018, between the 20 January and 31 March 2019, between 1 and 12 April and between 24 May and 7 June 2019
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2013 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-4.8%
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding

## Key Findings

1

*Overall satisfaction* with Kaipara District Council increased with 7% to 69%, with *Reputation* having the greatest impact on overall evaluation. Encouragingly satisfaction with Council's reputation continues to improve, with 65% of residents scoring Council 6 to 10 out of 10 on overall reputation.

2

Satisfaction with *Financial management* (59%) and *Quality of services and deliverables* (64%) improved since last year, with around six in ten residents scoring their *Level of trust* (62%) and the *Performance of Elected members* (60%) 6 to 10 out to 10. Despite the increase in satisfaction these aspects remain areas of potential improvement with relatively low performance and high impact on overall evaluation of Council. Just under six in ten residents consider *Council prepared for the future* (59%)

3

*Water management* of the three water systems and *Other services*, such as animal management, litter and graffiti control and food safety & alcohol licensing, has the greatest impact on satisfaction with overall services and facilities. Satisfaction with water management declined considerably (63%) and as performance is relatively low this presents the best opportunity to improve evaluation of services and facilities.

4

*Annual property rates being fair and reasonable* has the greatest impact on overall satisfaction with rates and value. Performance is relatively low (48% rate this aspect 6 to 10 out of 10) and therefore presents an opportunity to improve value perceptions.

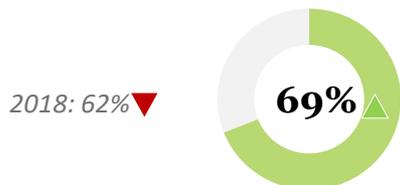
5

Nearly all residents are satisfied with the *Quality of life in the Kaipara District* (95%), with more than eight in ten (86%) satisfied with the *Community spirit*. Slightly more than six in ten residents (63%) are satisfied that *Council involved the public in decisions it makes*.

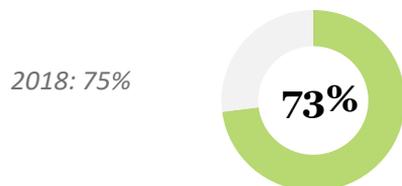
## Key Findings

### 2019 OVERALL Satisfaction

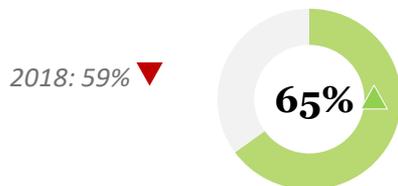
(% satisfied – scoring 6 to 10)



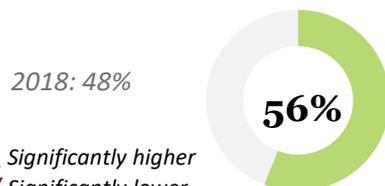
### Quality of Services and Facilities



### Reputation



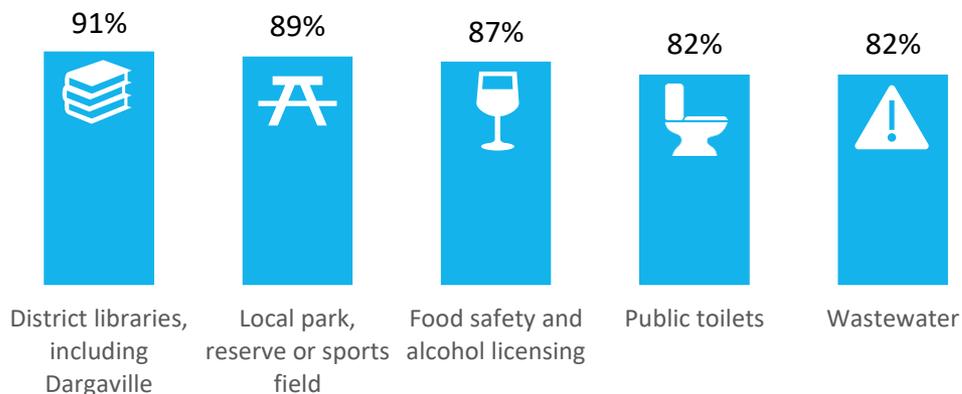
### Value for money



▲ Significantly higher  
▼ Significantly lower

### Top 5 Best Performing Services and Facilities

(% satisfied – scoring 6 to 10)



### Key Opportunities for Improvement





## Summary of Key Performance Indicators



**KAIPARA**  
DISTRICT

Kaipara te Orangahui • Two Oceans Two Harbours



**KEYRESEARCH**

The majority of residents (95%) are satisfied with the *Quality of life in the Kaipara District* and *Overall satisfaction with Council* increased considerably since last year

## Overall performance: Council, contact and value summary

	Satisfaction with performance (% 6-10)		
	2018	Difference	2019 Sample
OVERALL satisfaction with Council	62% ▼	7%	394
Quality of life in the Kaipara District	93%	2%	399
Invoicing is clear & correct	89%	-2%	355
Community Spirit	83%	3%	388
Payment arrangements are fair & reasonable	89%	-4%	352
Understanding of enquiry or request	-	-	205
Quality of communication	-	-	207
Satisfaction with Council person spoken to	-	-	206
Council involves public in decision making	61%	2%	363
How well request or complaint was resolved	65%	-10%	204
Water rates are fair & reasonable	53%	-3%	175
Annual property rates are fair & reasonable	51%	-3%	349

NOTES:

1. Total Sample: 2018 n=404; 2019 n=402

2. Excludes 'Don't know' responses

▲ Significantly higher

▼ Significantly lower

The top performing services and facilities are the *Libraries* (91%), *Local parks or sports fields* (89%) and *Food safety and alcohol licensing regulations* (87%). There is a significant increase in satisfaction with the *Ride quality of sealed roads* (+8% to 48%), but a considerable decline in satisfaction with the *Standard of signage and road markings on sealed and unsealed roads* (73% and 55% respectively) and *Refuse bag collection* (72%)

## Overall performance: Services and facilities summary

	Satisfaction with performance (% 6-10)		
	2018	Difference	2019 Sample
Libraries	91%		92%
Local park or sports field	89%		92%
Food safety & alcohol licensing regulations	87%		-
Sewerage system	82%		89%
Public toilets	82%		84%
Water supply	79%		86%
Stormwater collection	79%		73%
Litter and graffiti control	77%		74%
Council road network reliability	75%		73%
Standard of signage and road markings on sealed roads	73% ▼		83% ▲
Refuse bag collection	72% ▼		82% ▲
Response to request for service for building related matter	68%		-
Dog & stock control	61%		67%
Response to water management requests	60%		45%
Response to questions on animal management	59%		51%
Response to request for building permit	58%		78%
Footpaths	56%		63%
Standard of signage of unsealed roads	55% ▼		65% ▲
Recycling services	54%		60%
Ride quality of sealed roads	48% ▲		40% ▼
Response to request for resource consent	36%		57%
Ride quality of unsealed roads	22%		20%

NOTES:  
 1. Total Sample: 2019 n=402; 2018 n=404  
 2. Excludes 'Don't know' responses  
 \* Results based on samples of less than 50 should be used with caution due to their higher margin of error



## Drivers of Overall Satisfaction

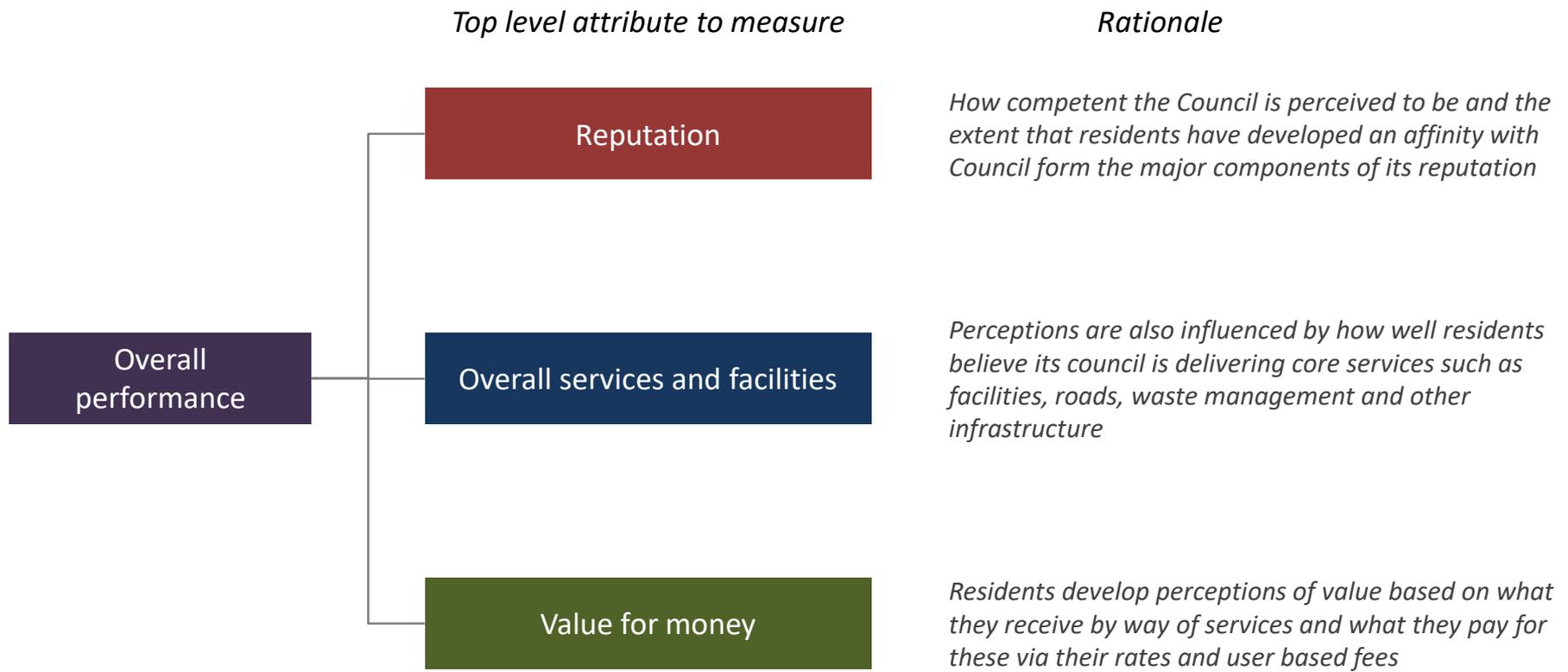


Kaipara te Orangahui • Two Oceans Two Harbours



The foundation of the driver framework used is to determine how the various reputation, service and value elements impact residents' overall evaluation of Council

## Overview



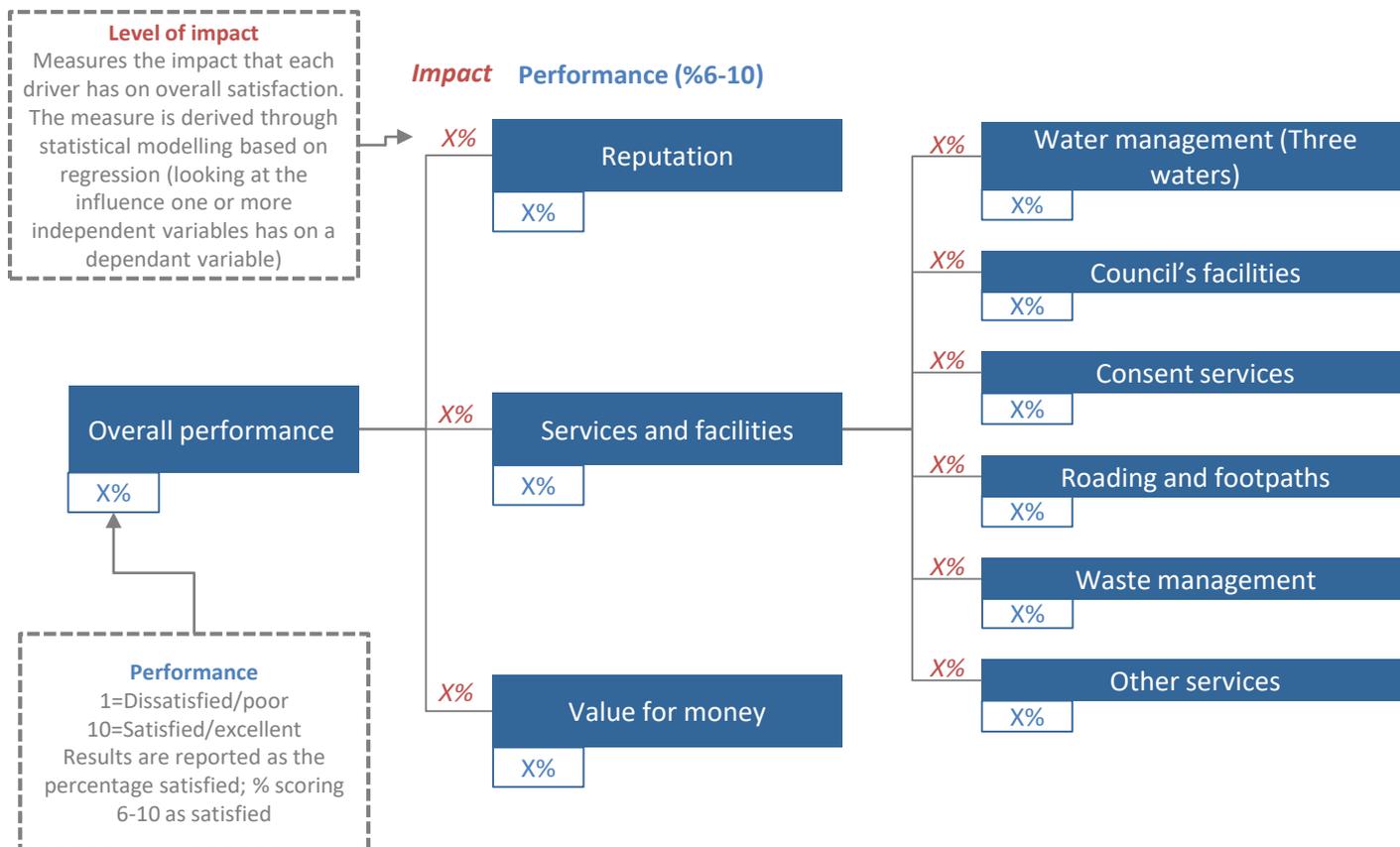
We have used a Customer Value Management (CVM) model to analyse the relationship between ‘overall satisfaction’ and the various services that are expected to influence perceptions

## Introduction to the CVM driver model

*Example*

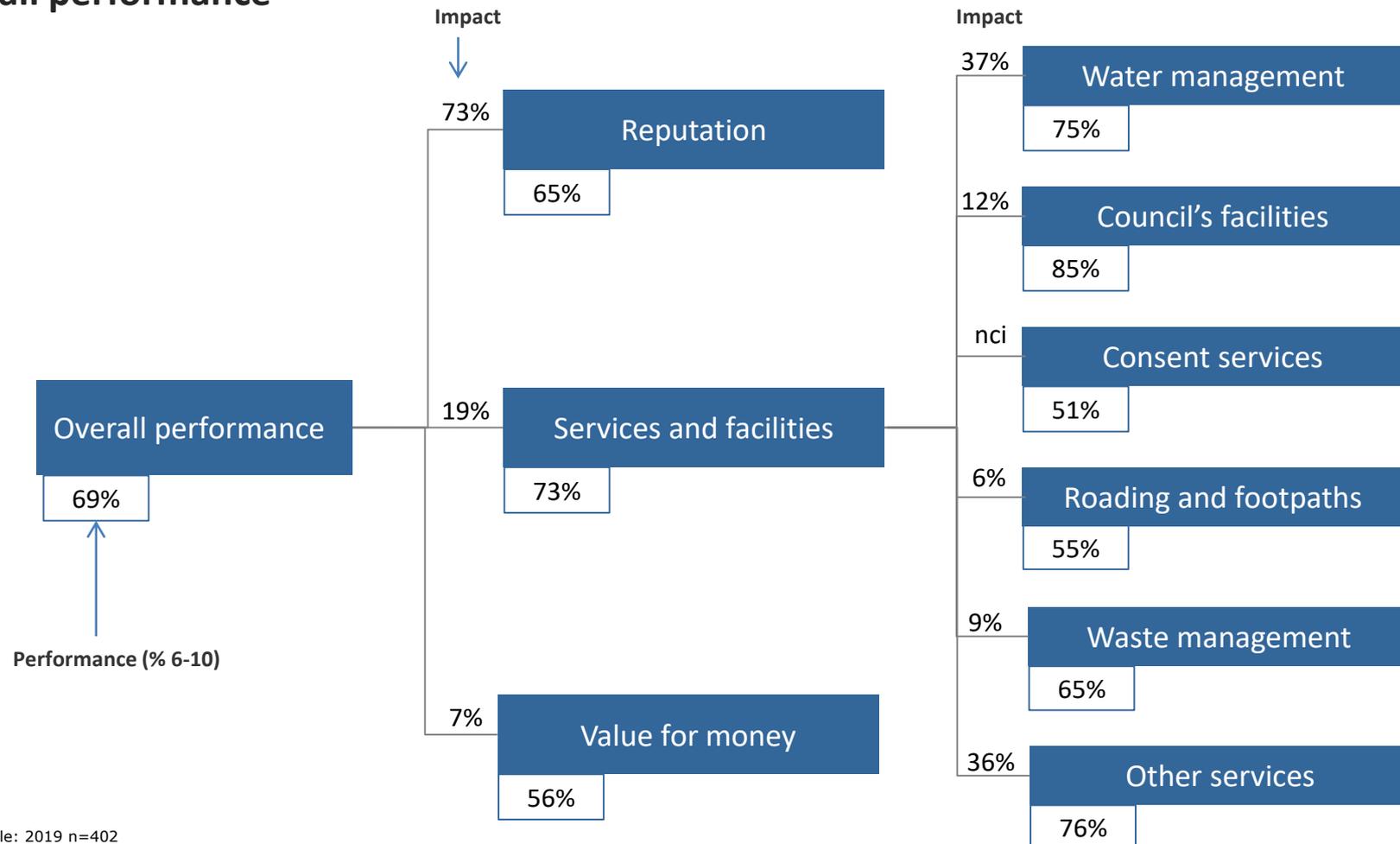
### Overview of our driver model

- Residents are asked to rate their perceptions of Council’s performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
- Rather than asking respondents what is important, we use statistics to derive the impact each element has on the overall perception of the Council’s performance



*Reputation* has the greatest impact on *Overall performance* followed by *Services and facilities*. *Water management* and perceptions of *Other services* have the greatest impact on overall evaluation of *Services and facilities*

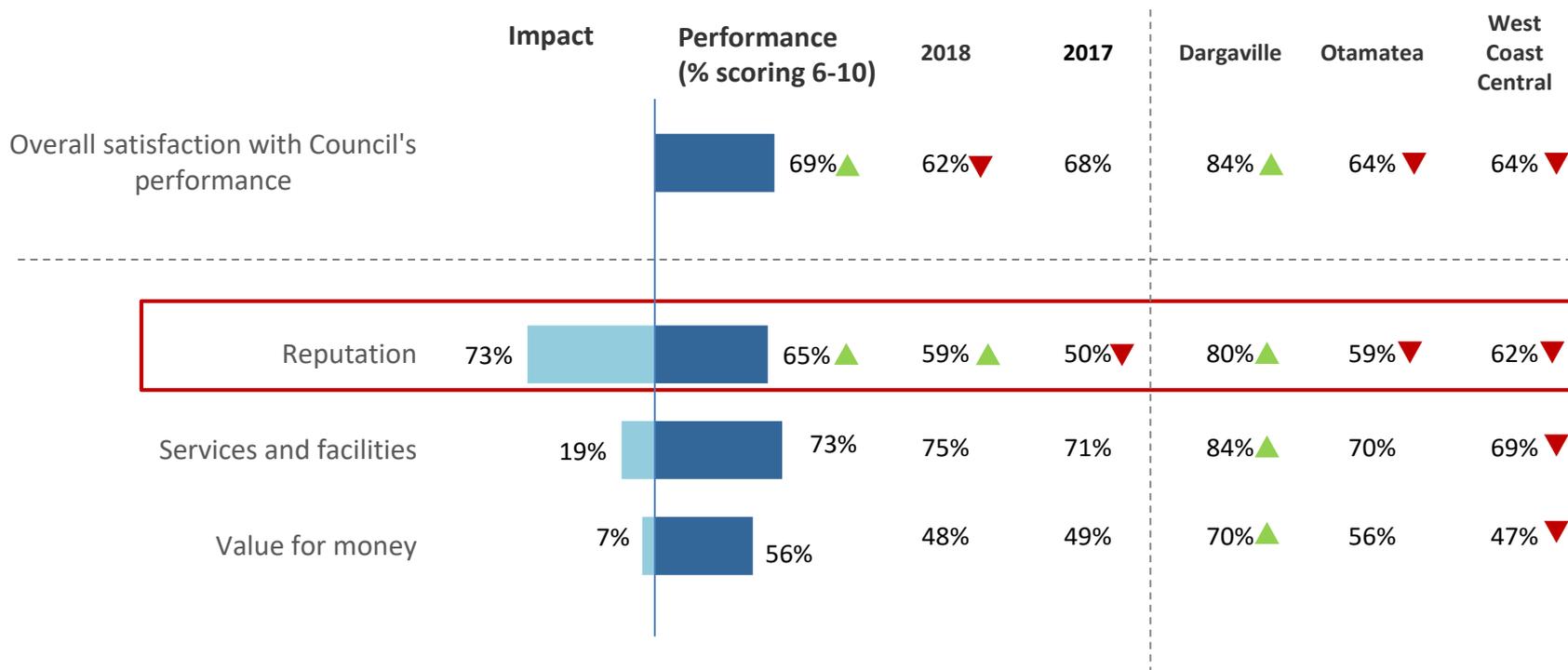
## Overall performance



NOTES:  
1. Sample: 2019 n=402  
2. nci = no current impact

Encouragingly satisfaction with Council's *Reputation* has increased steadily over the last two years, and as this aspect has the most impact on *Overall satisfaction with Council's performance* the strategy is to maintain current service levels. Residents from Dargaville are more satisfied with Council's overall performance compared with residents from the West Coast Central area

## Overall level drivers



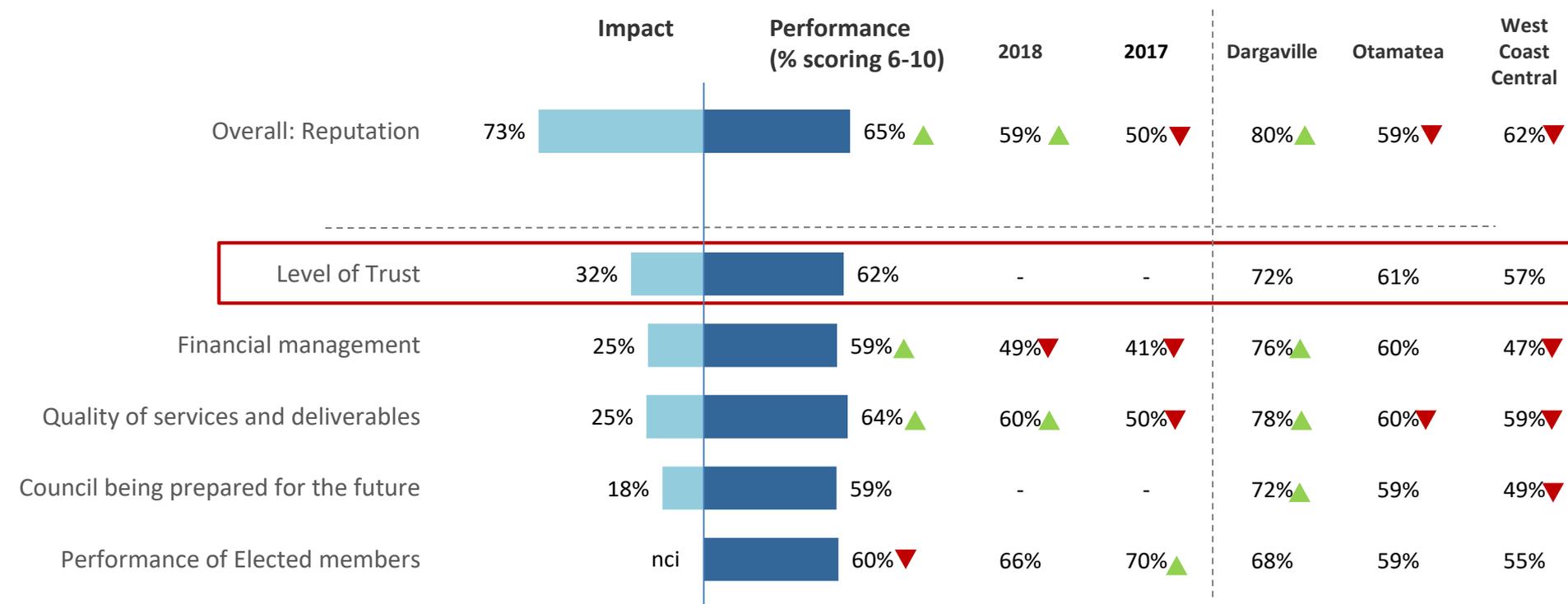
NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. OVREP: How would you rate the Kaipara District Council for its overall reputation?
3. Q34: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?
4. Q31: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?
5. Q45: Overall, how satisfied are you with the Kaipara District Council?

▲ Significantly higher  
▼ Significantly lower

The *Level of Trust* residents have in Council when making decisions for the benefit of the district as a whole has the greatest impact on *Overall Reputation* and with a comparatively strong performance the strategy is to maintain current levels. *Financial management* and *Quality of services and deliverables* are tied as the second most impactful aspect and encouragingly performance has steadily increased over time

## Reputation

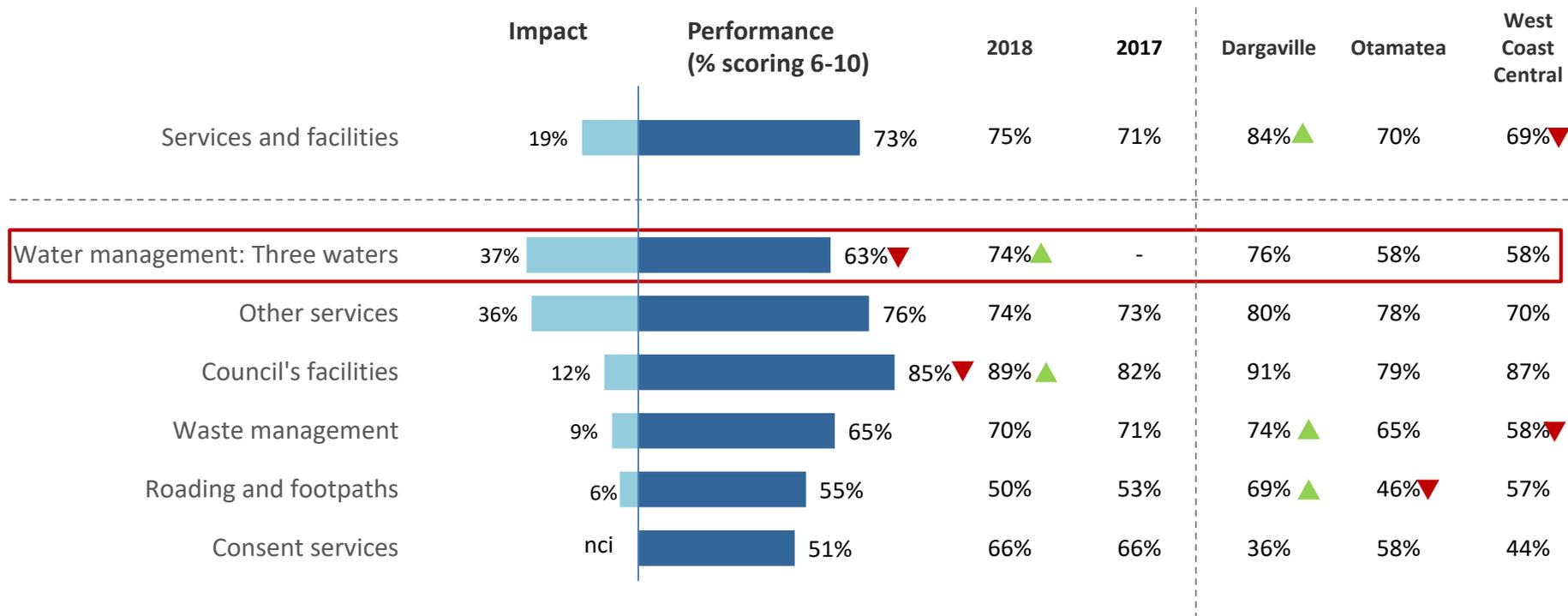


NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. REP2: How would you rate the level of trust you have in the Council when making decisions for the benefit of the district as a whole?
3. REP3: How financially prudent and managed do you think Council is, for example, planning, investing and spending wisely?
4. QL3: Overall, how would you rate the Council's reputation for the quality of its services?
5. REP6: How would you rate the Council for being prepared for the future?
6. Q13: Taking all aspects into account, how would you rate the performance of the Elected Members?
7. OVREP: How would you rate the Kaipara District Council for its overall reputation?
8. nci=no current impact

Council's management of the *Three waters* and *Other services* have the greatest impact on perception of *Services and facilities*. As performance of *Water management* is comparatively lower and any service improvements would impact the evaluation of overall services and facilities positively

## Services and Facilities

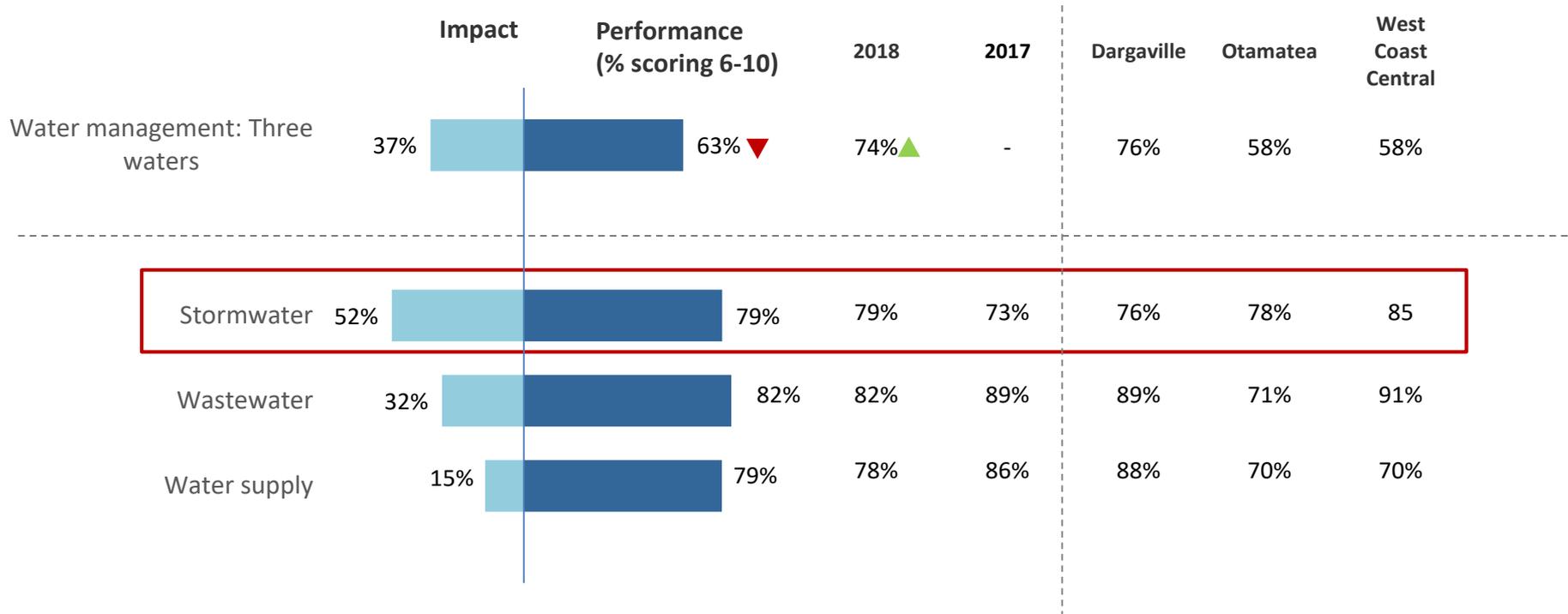


**NOTES:**

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. TW5\_1 How would you rate your satisfaction with Council overall for its management of water in the district
3. Q15: How would you rate Kaipara District Council for the FACILITIES provided?
4. Q20: How would you rate Kaipara District Council for these CONSENT services overall?
5. Q23: How would you rate Kaipara District Council on their overall ROADING and FOOTPATHS?
6. Q26: How would you rate Kaipara District Council for its overall WASTE MANAGEMENT?
7. Q30: Thinking about OTHER services of the Kaipara District Council taking into account animal control, litter & graffiti, and protecting public health, how would you rate Kaipara District Council for these OTHER services overall?
8. nci = no current impact

Within *Water management*, *Stormwater* has the greatest impact and as performance is relatively strong the strategy is to maintain current service levels, if not possible to improve

## Services and Facilities: Water management

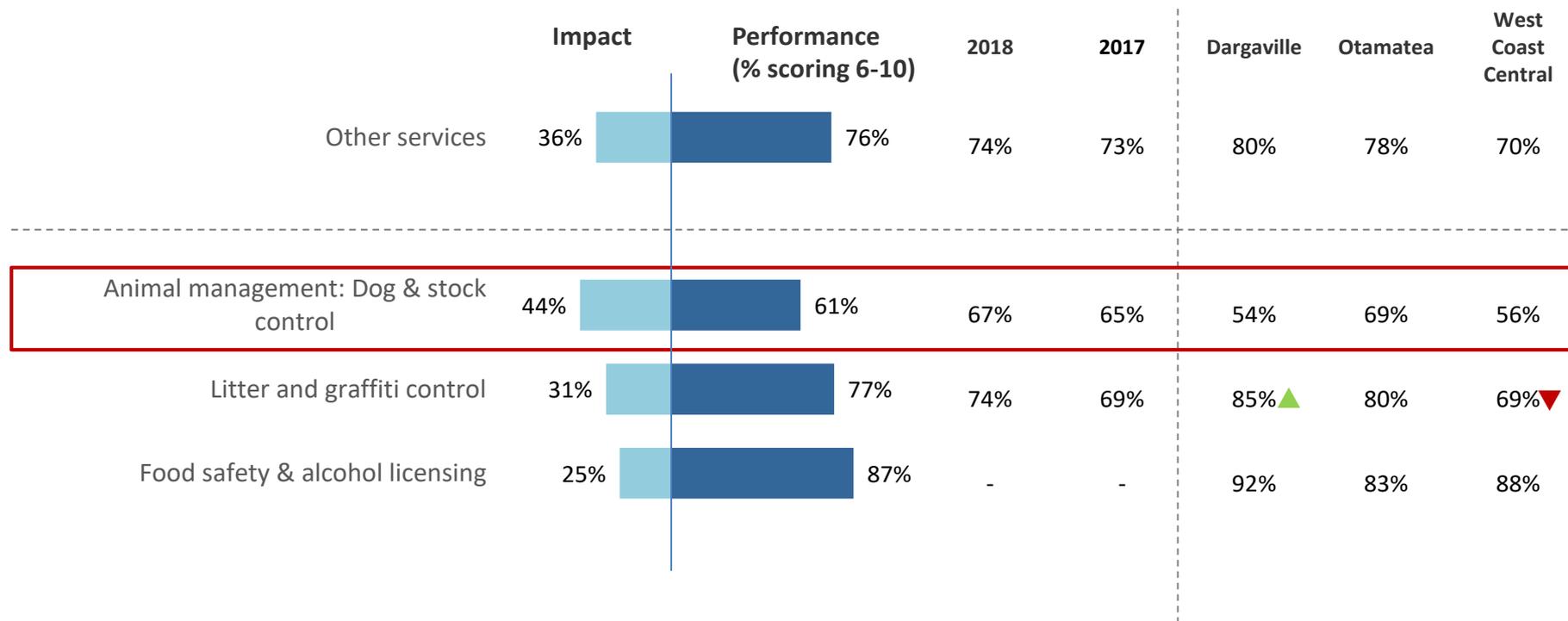


NOTES:

- Sample: Those who use the services 2018 n=221, 2019 n=282, Stormwater n=145, Water supply n=138, Sewerage n= 152 Dargaville n=122, Otamatea n=89, West Coast Central n=41
- TW5\_1 How would you rate your satisfaction with Council overall for its management of water in the district?
16. Where you live does the Council provide....?
- 16a. How satisfied are you with the (XXX)?

*Animal management, i.e. dog and stock control* has the greatest impact on perceptions of Council's *Other services*, and with comparatively strong performance the strategy should be to maintain current levels of service

## Services and Facilities: Other services

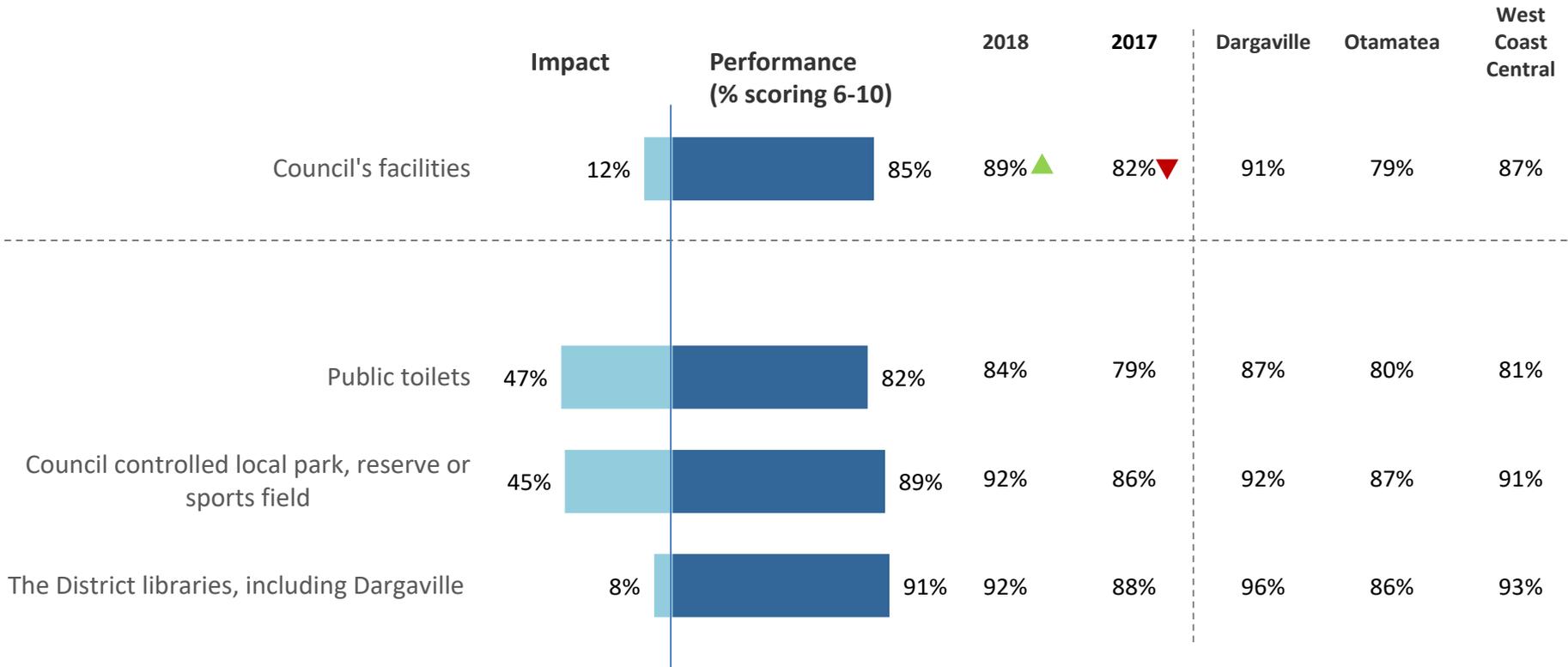


NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. Q27: On the 1 to 10 scale, how satisfied are you with the following services or facilities?
3. Q28a: How would you rate Council's response regarding your questions around animal management? Would you rate it ... Those who had a question n=54
4. Q29a: How satisfied are you with the Council's approach to food safety and alcohol licensing regulations?
5. Q30: How would you rate Kaipara District Council for these OTHER services overall?

Perceptions of *Public toilets* and *Council controlled local parks, reserves and sports fields* have the greatest impact on evaluation of *Council's facilities*. As current performance is strong, the strategy should be to maintain current service levels

## Services and Facilities: Council's facilities



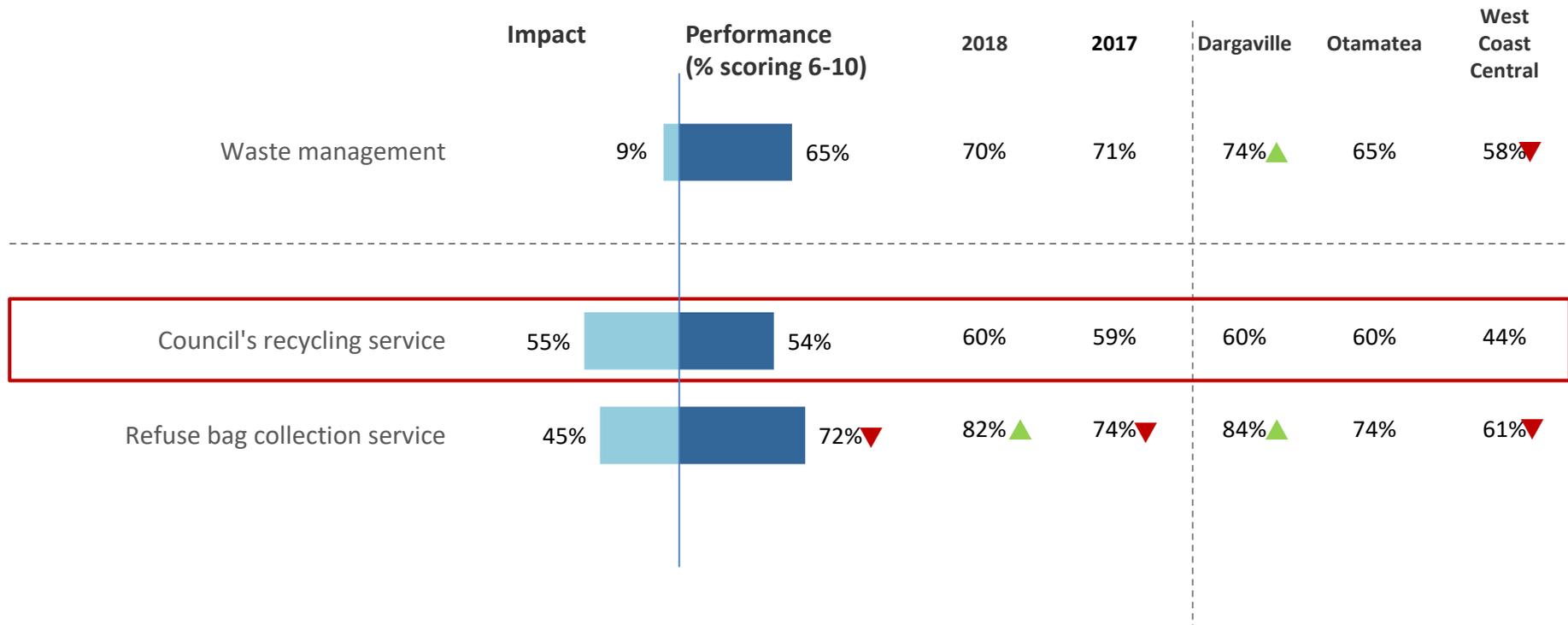
**NOTES:**

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. Q14a & c: On a scale of 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with...
3. Q15: Thinking about the FACILITIES discussed provided by the Kaipara District Council taking into account things like libraries, sports facilities, public conveniences, how would you rate Kaipara District Council for the FACILITIES provided?

▲ Significantly higher  
▼ Significantly lower

Council's recycling service has the greatest impact on Waste management performance and as satisfaction is relatively low any improvement would increase satisfaction with the management of these services overall. Unfortunately the gains in satisfaction with the Refuse bag collection service made in 2018 were not retained and performance decline considerably

## Services and Facilities: Waste management



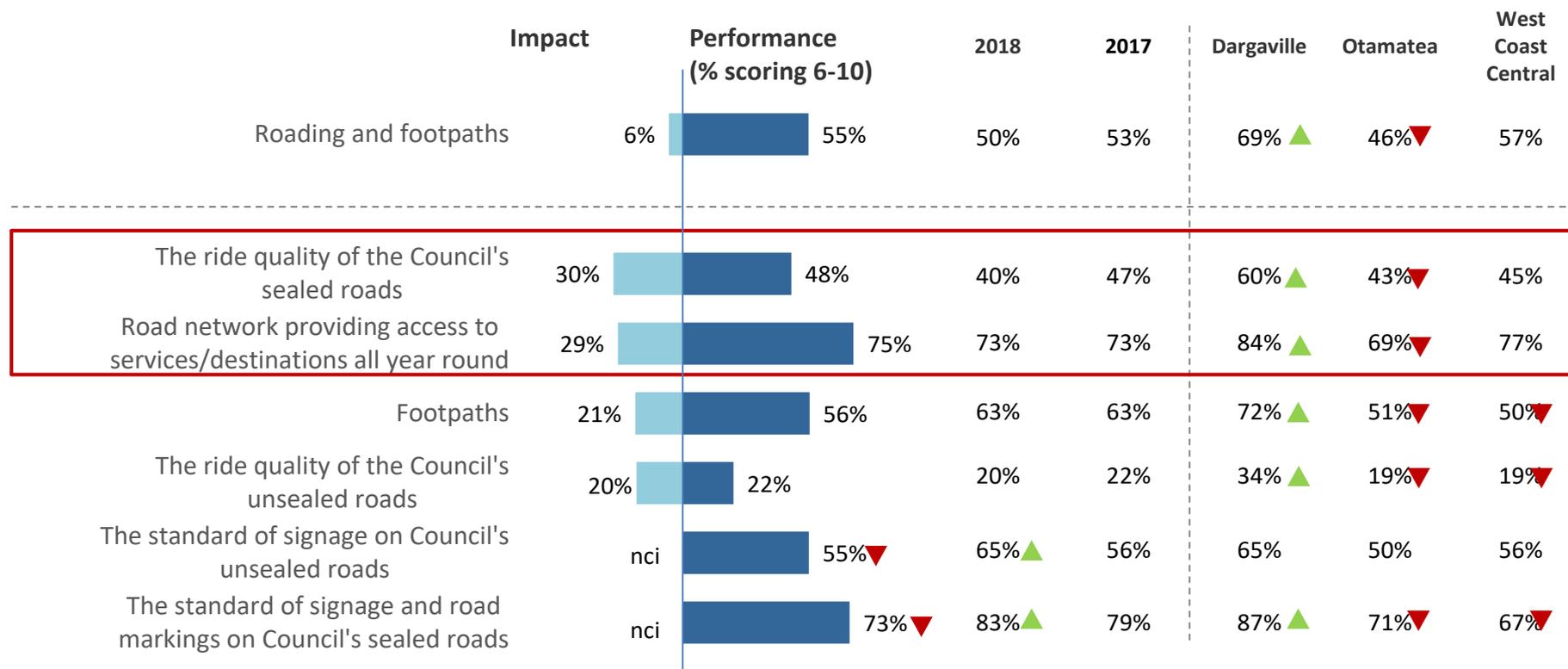
NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. Q24: On a scale of 1 to 10, where 10 is very satisfied and 1 is very dissatisfied, how satisfied are you with the following services or facilities?
3. Q25a: And how would you rate Council's response regarding your questions around rubbish and recycling? Would you rate it ...
4. Q26: How would you rate Kaipara District Council for its overall WASTE MANAGEMENT?

▲ Significantly higher  
▼ Significantly lower

The Ride quality of the Council's sealed roads and the Road network providing access to services or destinations all year round have the greatest impact on perceptions of *Roading and footpaths*. Satisfaction with the ride quality of sealed roads is comparatively low and this presents an opportunity to improve current evaluation of services

## Services and Facilities: Roding and footpaths

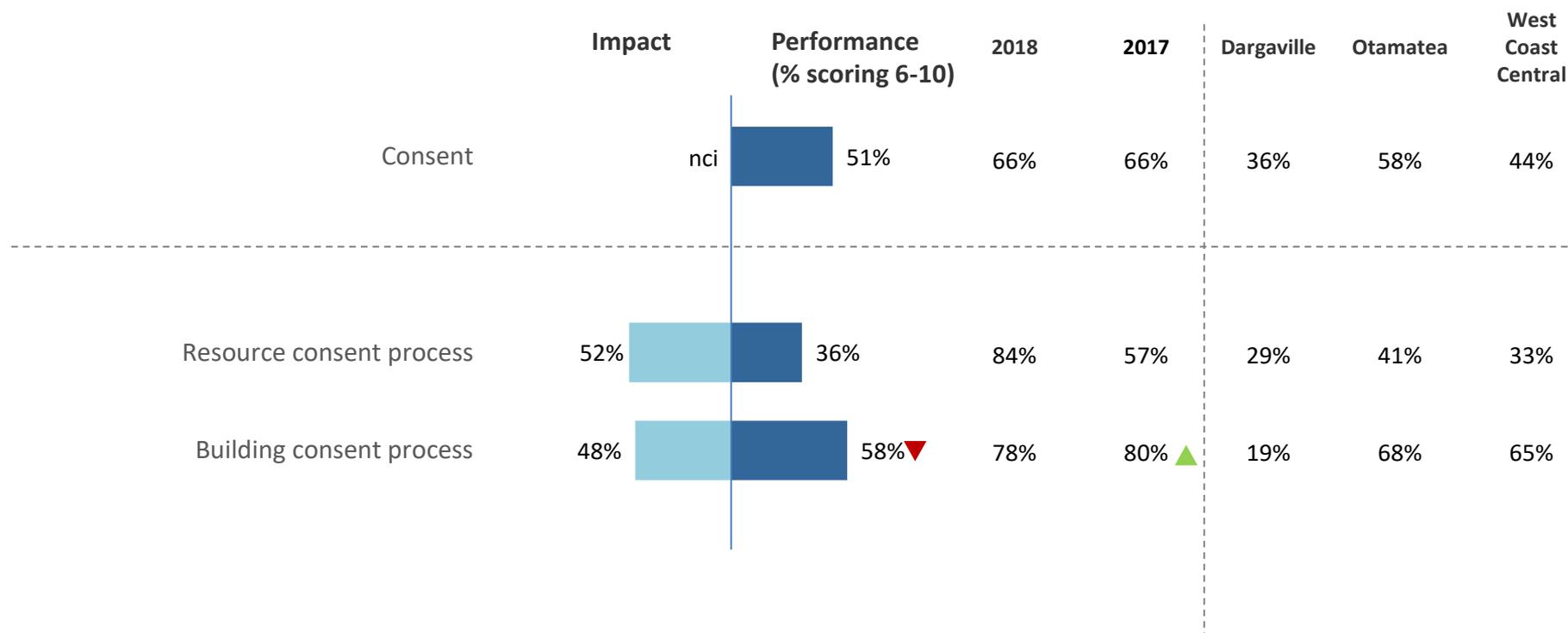


NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. Q21: Now thinking about Council roads excluding State Highways 1, 12 and 14 which are not Council roads. On a scale of 1 to 10, where 10 is very satisfied and 1 is very dissatisfied, how satisfied are you with...
3. Q23: Thinking about the ROADING and FOOTPATHS of the Kaipara District Council how would you rate Kaipara District Council on their overall ROADING and FOOTPATHS?
4. nci = no current impact

The *Resource consent process* has the greatest impact on the *Consent process evaluation*, and with relatively poor performance present the best opportunity to improve perceptions. There has been a significant decline in satisfaction with the *Building consent process* compared to 2017 results

## Driver analysis: Services and Facilities: Consent



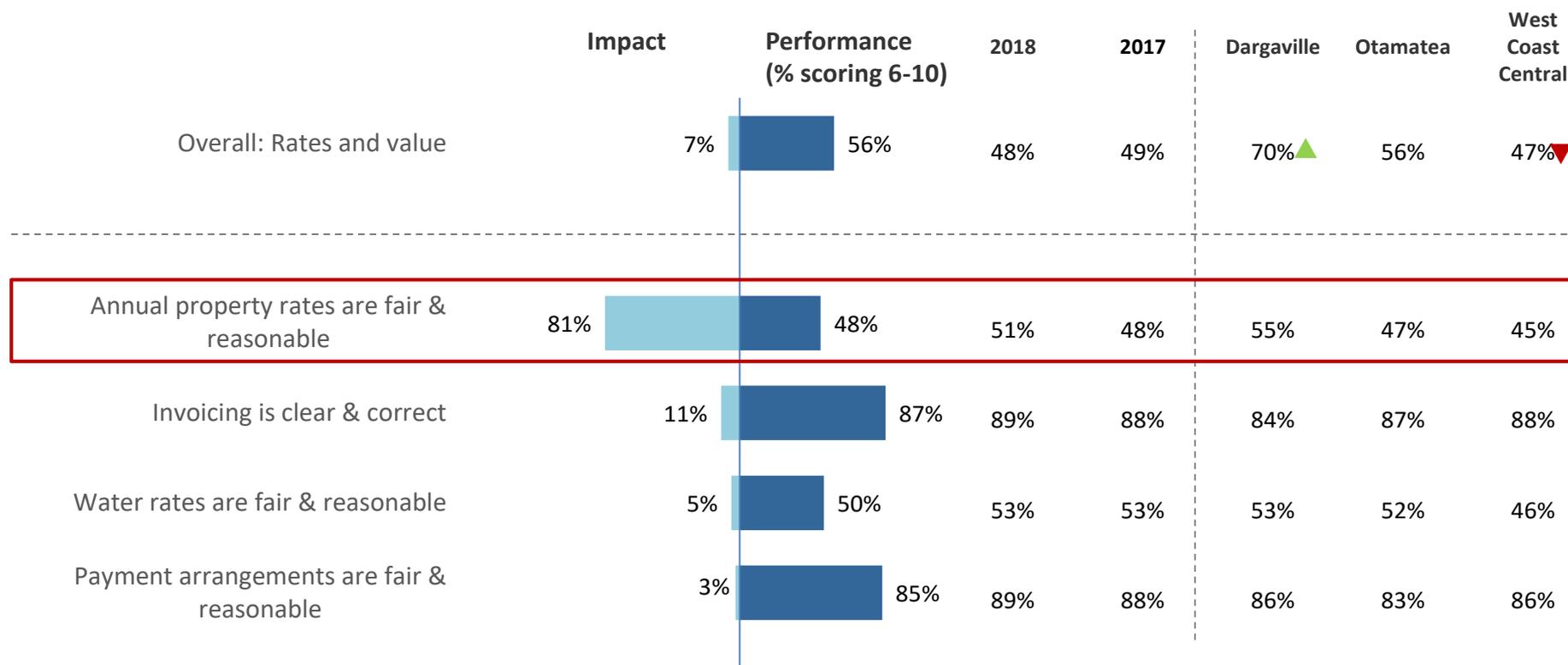
NOTES:

- Overall Sample: 2017 n=47, 2018 n=51, 2019 n=45; Building permit n=37, Resource consent n=28 (Results based on samples of less than 50 should be used with caution due to their higher margin of error)
- Q19AA How satisfied were you with the building consent process?
- Q19BA How satisfied are you with Council's resource consent process?
- Q20: Thinking about CONSENT services of the Kaipara District Council taking into building and resource, how would you rate Kaipara District Council for these CONSENT services overall?
- nci = no current impact

▲ Significantly higher  
▼ Significantly lower

*Annual property rates being fair and reasonable* have the greatest impact on overall perception of the value for money provided and as performance is relatively poor any initiatives to improve perceptions will impact the evaluation of *Rates and value* positively

## Driver analysis: Rates and value



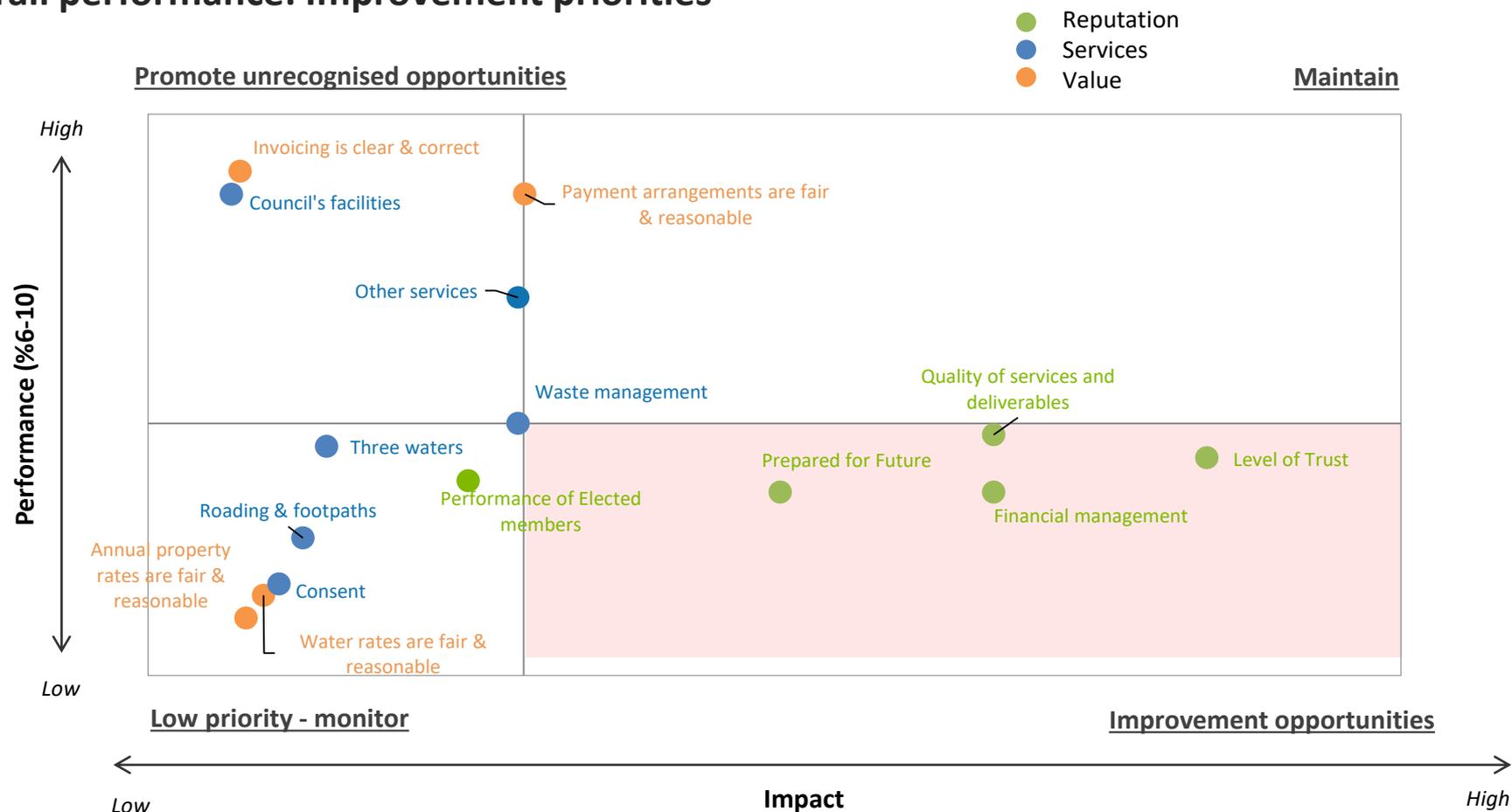
NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. Q33: How strongly do you disagree (being 1) or agree (being 10) with the following statements?
3. Q34: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?

▲ Significantly higher  
▼ Significantly lower

Aspects related to *Reputation*, including *Level of Trust*, *Quality of services and deliverables*, *Financial management* and being *Prepared for the future* provide the best improvement opportunities, having high impact and relatively low performance

## Overall performance: Improvement priorities



NOTES:  
1. Sample: n=402



## Understanding Reputation and Value for Money



**KAIPARA**  
DISTRICT

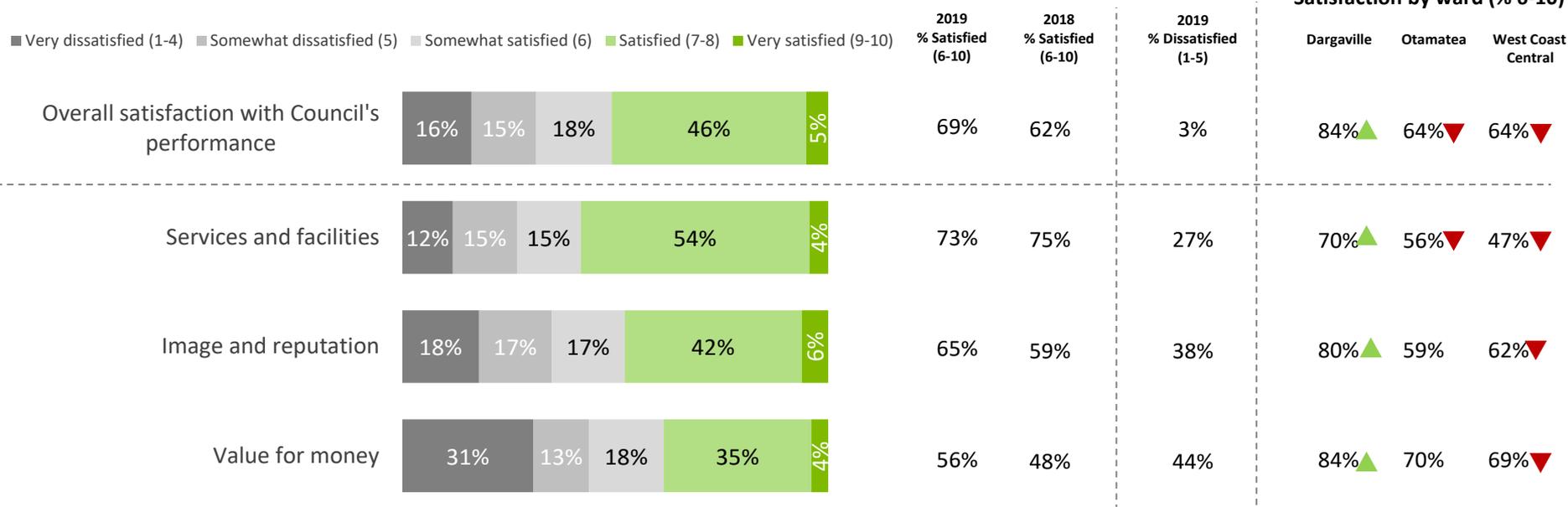
Kaipara te Orangahui • Two Oceans Two Harbours



**KEYRESEARCH**

Nearly three quarters of residents (73%) are satisfied with the *Services and facilities* overall, with around two thirds (65%) satisfied with Council's *Image and reputation*. More than two in five residents (44%) are dissatisfied with the *Value for money* of rates spent

## Overall



### NOTES:

- Total 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77; Excludes 'don't know'
- OVREP: How would you rate the Kaipara District Council for its overall reputation?
- Q34: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?
- Q31: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?
- Q45: Overall, how satisfied are you with the Kaipara District Council?

Similar levels of satisfaction are seen for all aspects related to *Image and Reputation* with around three in five residents (range of 59% to 64%) rating Council 6 to 10 out of 10. A quarter of residents (25%) are 'very dissatisfied' with Council's *Financial management*, and a similar proportion (23%) is 'very dissatisfied' with *Council being prepared for the future*

## Image and reputation



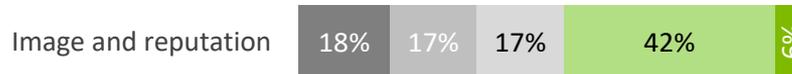
NOTES:

1. Total sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77; Excludes 'don't know'
2. REP2: How would you rate the level of trust you have in the Council when making decisions for the benefit of the district as a whole?
3. REP3: How financially prudent and managed do you think the Council is, for example planning, investing and spending wisely?
4. QL3: Overall, how would you rate the Council's reputation for the quality of its services?
5. REP6: How would you rate the Council for being prepared for the future?
6. Q13: Taking all aspects into account, how would you rate the performance of the Elected members?
7. OVREP: How would you rate the Kaipara District Council for its overall reputation?

Verbatim comments from dissatisfied residents indicate rates spent on waste management, future-proofing the district and upkeep and/or development of the roading network are the main concerns detracting from perceptions of Council's *Image and reputation*

## Understanding Reputation

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



*Reckless spending at Mangawai, no competence in running a district council.*

*Council seems to put road blocks for future planning e.g. when Sportsville was being built they kept changing the goal post.*

*Not that long ago the government took away councils rights because of their mismanagement of rate payers money and poor services. not enough time has passed to rebuild the reputation of the new council, especially considering a lot of the staff that were not able to provide services last time are still employed there*

*It extends from the history of problems with roading and financial problems of the council.*

*Council shows a lack of growth towards the future. People are putting up shacks on their blocks instead of building as there are too much hassle in getting consents.*

*It doesn't matter who gets elected, it I think there is corruption going on that we don't know about.*

*I think we are still very badly suffering with a lingering smell from the Mangawhai blow out on sewage and the fall out from that and just the fighting and mismanagement that went on not so long ago. I know they are scrabbling hard to change that and that we have a small rates basis with a ton of roads. It will take a while of long term prudence to be able to be proud of the local government again. I'm a fair minded guy but it's awful what happened there and a shambles. It will take longer than 3 or 4 years of hard work and diligence and public consultation to get public trust back but they are headed in the right direction. I don't think that the idea of simply importing people is long term thinking. I know people generate income but we need to change focus on how productive we are as a district and lift our game. Short term immigration doesn't mean long term prosperity. I hope some better ideas come from council.*

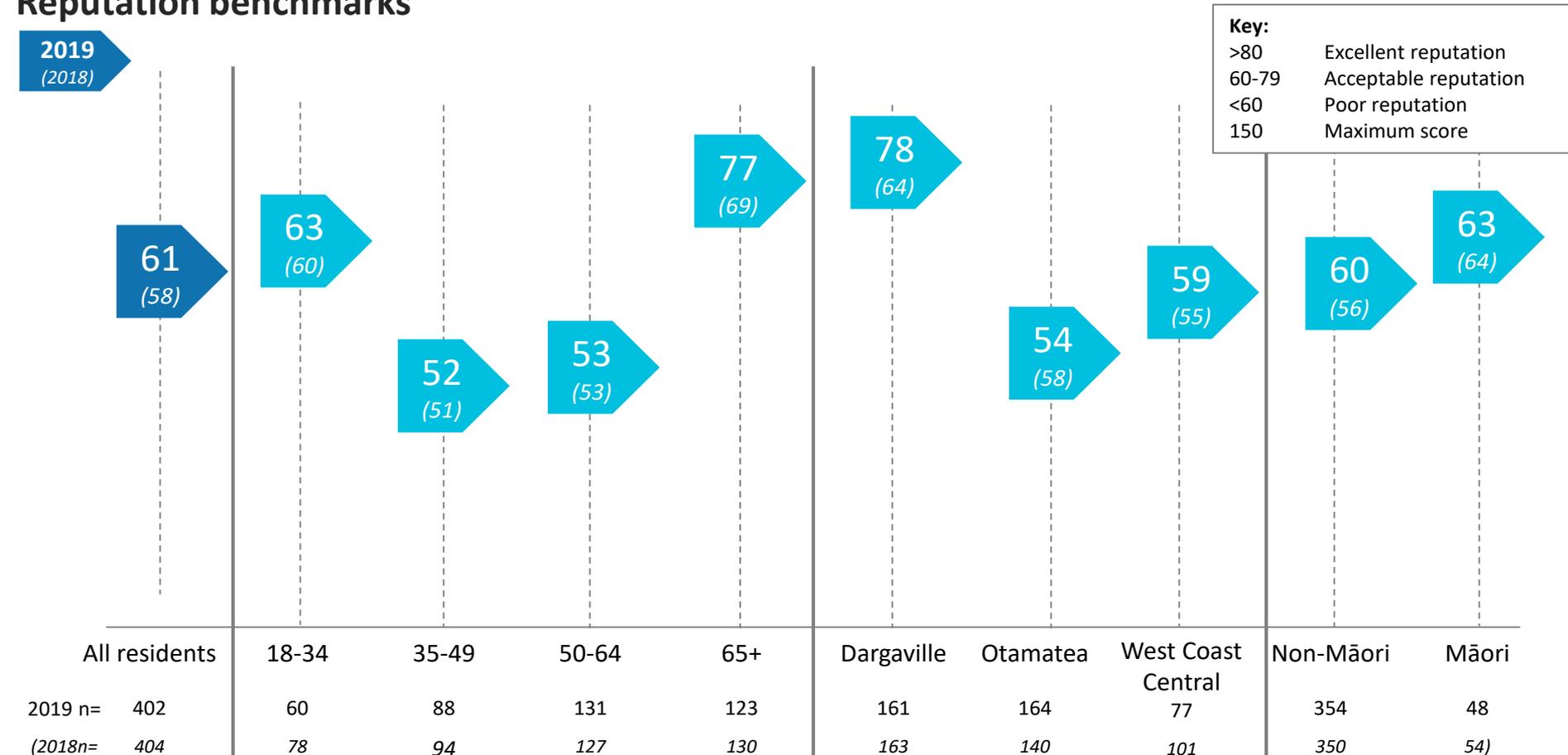
*I think they are spending money in the wrong places. They need to spend money on roads that are metal and not sealed and if they aren't going to maintain them they need to tar seal them.*

### NOTES:

1. Sample: 2019 n=402, Dissatisfied (1-5) n=128; Excludes 'don't know'
2. OVREP: How would you rate the Kaipara District Council for its overall reputation?
3. OVREPA Can you tell me why you are not satisfied with the Kaipara District Council's overall reputation?

The Reputation score increased with 3 points overall to 'acceptable' levels (61), with the greatest increase among residents aged 65+, Non-Māori and living in Dargaville and West Coast Central

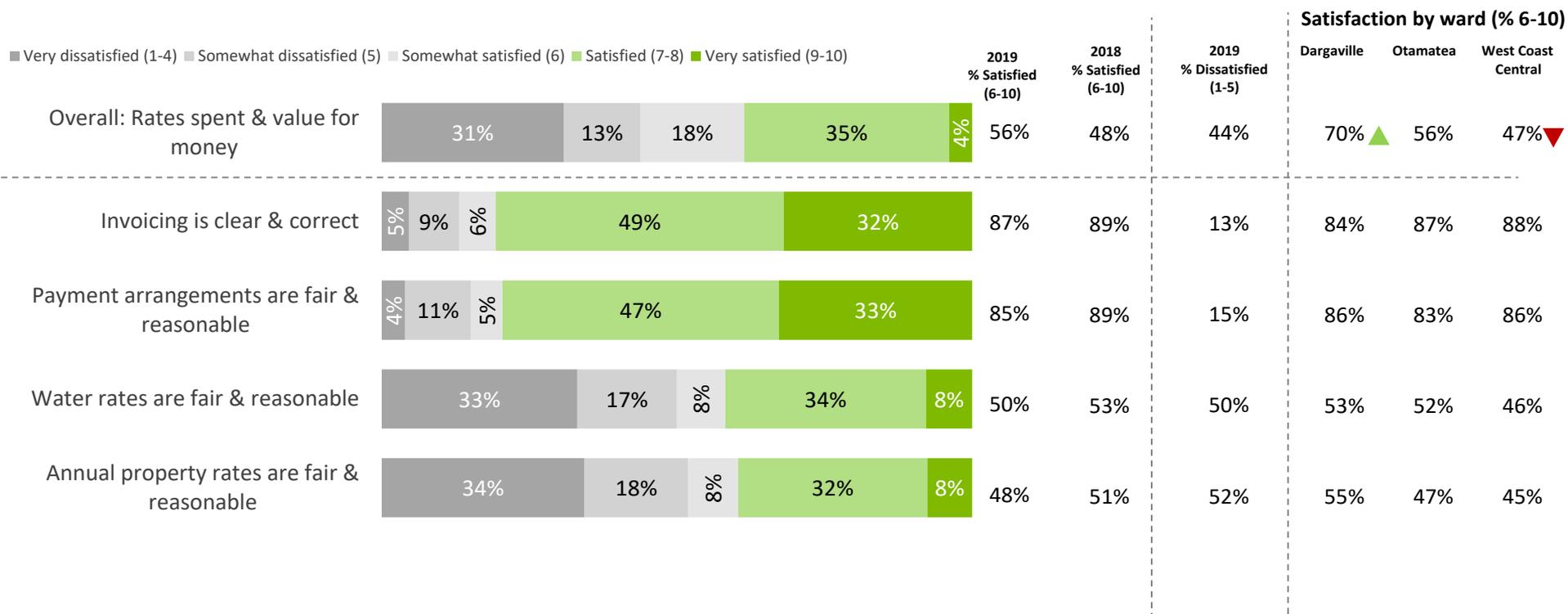
## Reputation benchmarks



NOTES:  
 1. Sample 2019 n=402; 2018 n=404  
 2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Kaipara District Council for its overall reputation?  
 3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Almost a third of residents are dissatisfied with how *Rates are spent and value for money* (31%) provided by Council's services, *Water rates being fair and reasonable* (33%) and *Annual property rates being fair and reasonable* (34%). Residents are mainly satisfied that *Invoicing is clear and correct* (87%) and *Payment arrangements are fair and reasonable* (85%)

## Rates and value



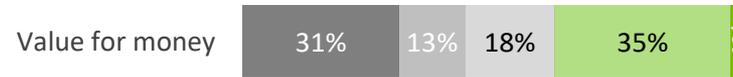
NOTES:

1. Total sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77; Excludes 'don't know'
2. Q33: How strongly do you disagree (being 1) or agree (being 10) with the following statements?
3. Q34: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?

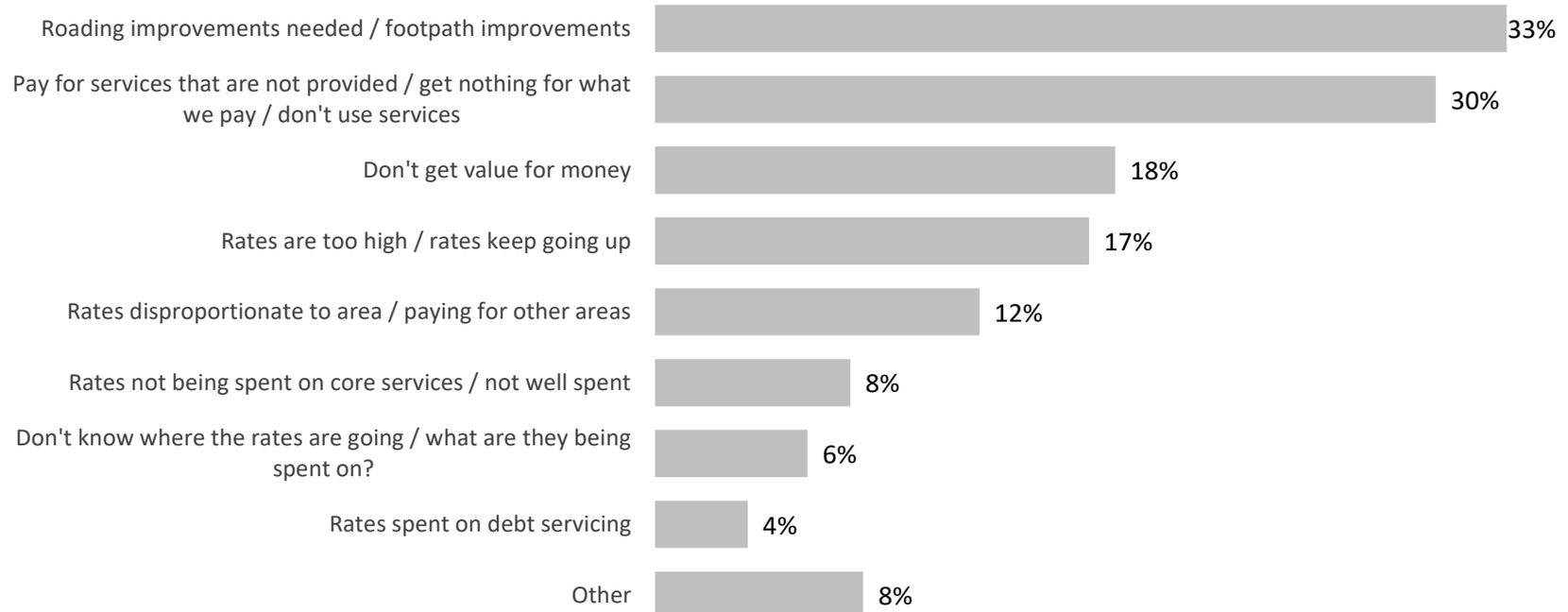
For a third of residents dissatisfied with rates offering *Value for money* there is a strong need for improvements to the roading network (33%) and concern that they are *Paying for services that are not provided or not being used* (30%). Almost a fifth of those dissatisfied feel they simply *Don't get value for money* (18%) and a similar proportion indicate that *Rates are too high and keep going up* (17%)

## Understanding Value

Very dissatisfied (1-4)
  Somewhat dissatisfied (5)
  Somewhat satisfied (6)
  Satisfied (7-8)
  Very satisfied (9-10)



### Reasons for dissatisfaction (1-5)



**NOTES:**

1. Sample: 2019 n=402, Dissatisfied (1-5) n=154; Excludes 'don't know'
2. Q34: How satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates?
3. 34A. Can you tell me why you are not satisfied with the value for money?

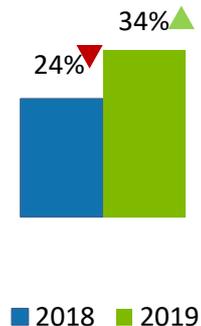


## Satisfaction with Water management: Three waters

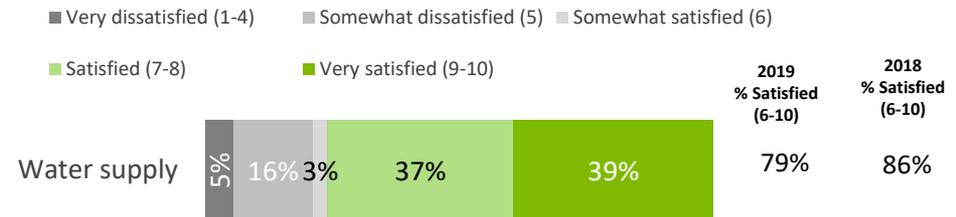
Just over a third of residents (34%) are connected to a Council provided water supply, and of these nearly eight in ten users are satisfied with the service provided (79%). Dissatisfaction is low and mainly relates to water restrictions and poor taste

## Water management: Water supply

### Connected to Council provided Water Supply



### Satisfaction among users



*For 3 months of the year we have water restrictions. We cannot wash our car and irrigate plants. There appears to be no immediate moves to rectify the situation.*

*Too much chlorine in the water. It tastes terrible.*

*It tastes disgusting and it costs too much.*

*When the pipes are disturbed and fixed I end up with gravel and other muck in the water and it ruins my ceramic taps filters. Not happy!*

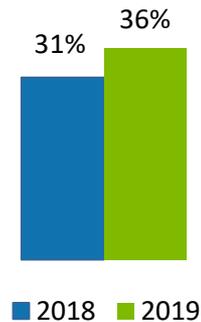
*We are restricted every year yet there is water going out to sea from behind my back door and we are not allowed to use it.*

NOTES:  
1. Sample: Those who are connected to Council provided water supply 2018 n=95, 2019 n=138; Excludes 'don't know'  
2. Q16. Where you live, does the Council provide....?  
3. Q16A. How satisfied are you with the ....?  
Q16b. Can you tell me why you are not satisfied with ...?

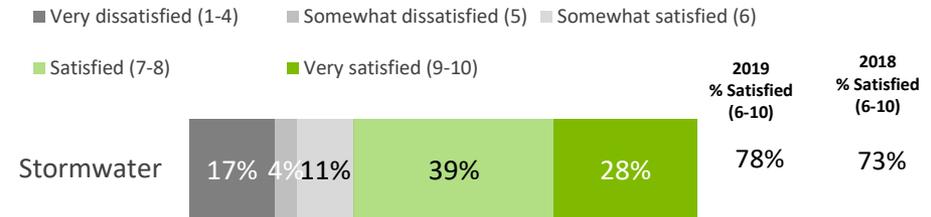
More than a third of residents are connected to the Council provided stormwater collection and slightly more than three quarters of users (78%) are satisfied with the service. Drainage and winter flooding during heavy rains are the main concerns listed by users who are 'very dissatisfied'

## Water management: Stormwater collection

### Connected to Council provided Stormwater collection



### Satisfaction among users



*Because they don't seem terribly interested in helping the drainage to help the water flow away.*

*Having to maintain my drains. I was under the impression that the council did that.*

*Basically it does not exist. It is extremely minimal where I am.*

*The place floods only in the winter time. In Lorne street in Dargaville and there is no kerb or channelling on the road*

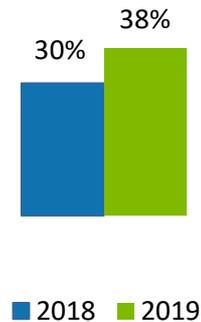
*Pipes run through garden and during heavy rain floods due to blocked pipes further up. Council staff say there is nothing they can do. Last time it came through the sewage manhole. Stormwater crossed over into pipes. We asked many times, but Council can't help. In the past I have built retaining wall and sandbags myself to stop it, but then it pooled in the neighbours. Across the road is open drains, grey water is coming up.*

NOTES:  
1. Sample: Those who are connected to Council provided stormwater collection 2018 n=125, 2019 n=145; Excludes 'don't know'  
2. Q16. Where you live, does the Council provide....?  
3. Q16A. How satisfied are you with the ....?  
Q16b. Can you tell me why you are not satisfied with ...?

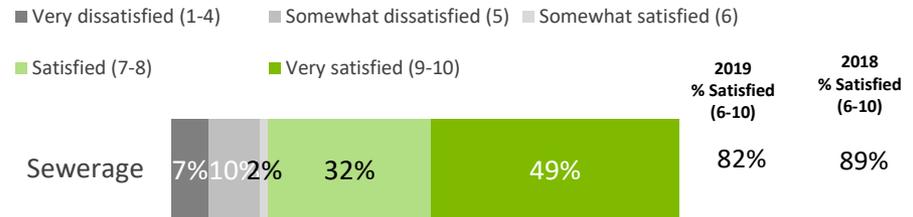
Nearly two in five residents (38%) are connected to the Council provided sewerage system. More than eight in ten users are satisfied with the service (82%) and dissatisfaction relates to blockages, water backing up and cost for upgrading the system

## Water management: Sewerage system

**Connected to Council provided Sewerage system**



**Satisfaction among users**



*Stormwater is coming through the sewerage system. Staff don't know the history of the pipes etc., infrastructure plans are not up to date.*

*I don't understand the dynamics of it. but the house next to me, the guy gets a repeat coming up through the toilet, up walls, all over the floor, Council does nothing.*

*It blocks up all the time.*

*I used to be on septic tank but they have installed a system with which we have had a lot of teething problems.*

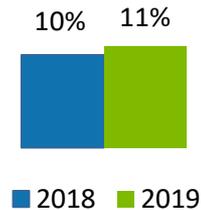
*It cost more than expected \$95 million. The system is poorly set up with the grinders. Baby wipes dam it.*

NOTES:  
1. Sample: Those who are connected to Council provided sewerage system 2018 n=122, 2019 n=152; Excludes 'don't know'  
2. Q16. Where you live, does the Council provide....?  
3. Q16A. How satisfied are you with the ....?  
Q16b. Can you tell me why you are not satisfied with ...?

Just over one in ten residents (11%) requested repairs or maintenance to one of the three water systems provided by Council. Satisfaction with the response to their request is relatively low, with more than a third (35%) 'very dissatisfied' with the interaction with Council on this matter

## Water management: Request for service

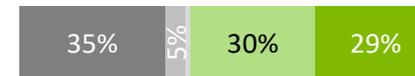
### Contacted Council with a request for repairs or maintenance



### Satisfaction with response to request

■ Very dissatisfied (1-4)    ■ Somewhat dissatisfied (5)    ■ Somewhat satisfied (6)  
 ■ Satisfied (7-8)    ■ Very satisfied (9-10)

Response to request for service



Year	% Satisfied (6-10)
2019	60%
2018	44%

NOTES:  
 1. Total sample: 2018 n=404, 2019 n=402; Those who contact Council with a request for service 2018 n=46, 2019 n=51, Excludes 'don't know'  
 2. Q17. Have you contacted the Council, in the last 12 months, to request repairs and/or maintenance to the Water Supply, Sewerage or Stormwater collection system in the District?  
 3. Q17.a How would you rate Council's response to this request/s?



## Satisfaction with Council's Facilities



Kaipara te Orangahui • Two Oceans Two Harbours

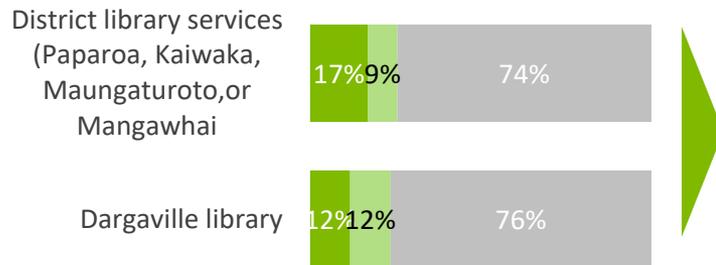


Around a quarter of residents have used the District libraries or Dargaville library at least once in the last year (26% and 24% respectively). Satisfaction among users remain strong (91%), with only one comment regarding dissatisfaction recorded in 2019

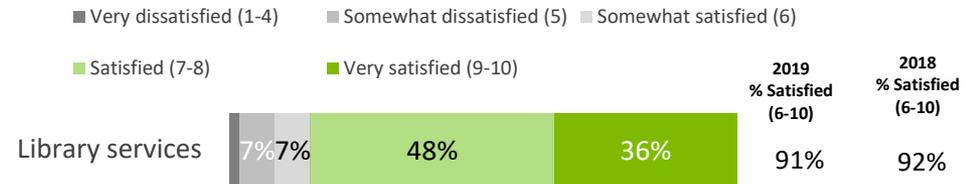
## Council's facilities: Library services

### Frequency of use in the last year (2019)

■ Three times or more ■ Once or twice ■ Not at all



### Satisfaction among users



*DVDs taken out do not work. They are checked and once out it is too late. I teach and they are for an end term treat.*

NOTES:  
1. Sample: Those who use Library services 2018 n=145, 2019 n=158; Excludes 'don't know'  
2. Q14A Thinking about all libraries, how satisfied are you with the District libraries (including Dargaville library)?  
Q14E. What improvements could be made to any of the District libraries, including Dargaville library

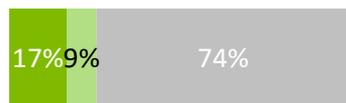
Non-users indicate that they don't read books (39%), use the internet or digital books (23%) and/or have no time to read (18%). For a tenth of residents the libraries are too far (10%) and/or they have their own books and swap with friends/family (10%)

## Council's facilities : Use of libraries

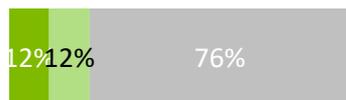
### Frequency of use in the last year (2019)

■ Three times or more ■ Once or twice ■ Not at all

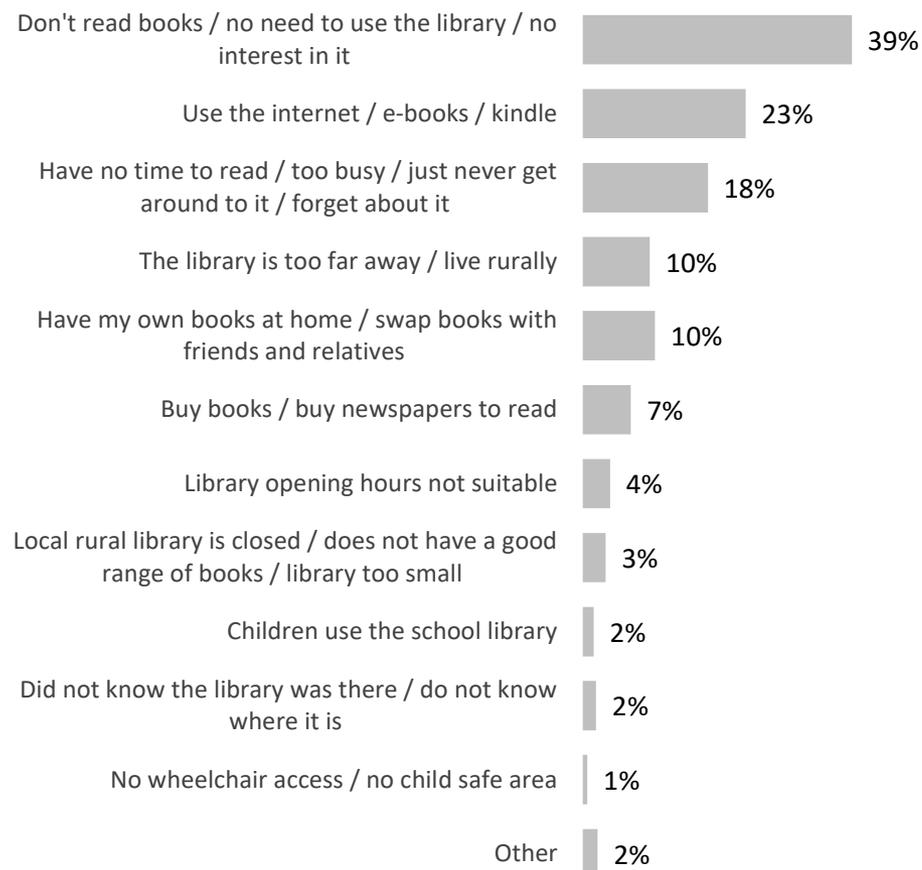
District library services  
(Paparoa, Kaiwaka,  
Maungaturoto, or  
Mangawhai



Dargaville library



### Reasons not used

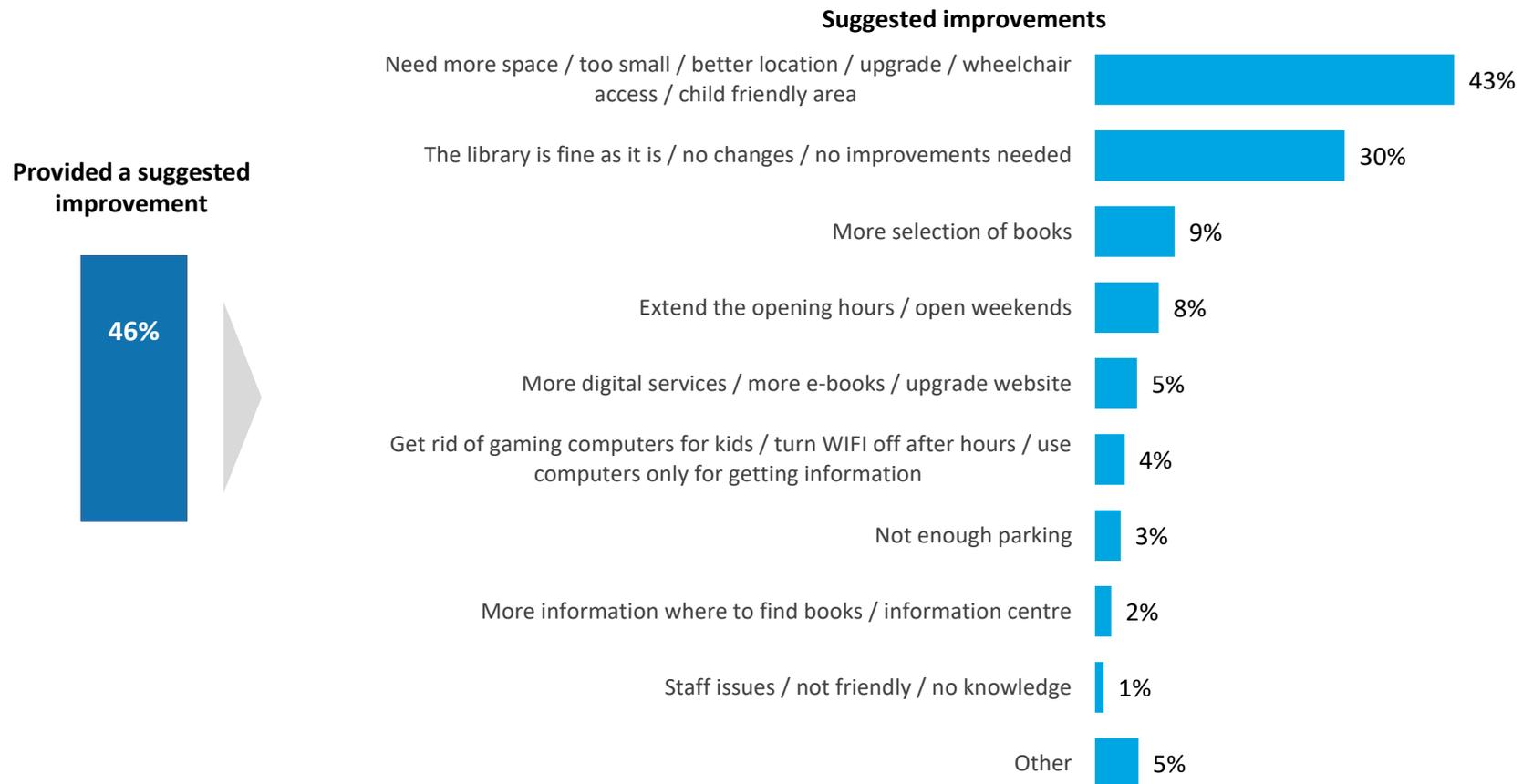


#### NOTES:

1. Total sample: 2019 n=402; Excludes 'don't know'
2. Q14: In the last year, how frequently have you used the following services provided by the Kaipara District Council...
3. Q14D. Why haven't you used any of the Library services?

More than two in five suggested improvements relate to *More space, improved location and accessibility* (43%) while nearly a tenth of those who made improvements feel there should be a greater selection of books (9%) and extended opening hours (8%). Nearly a third of comments indicate that *the Library is fine as is and no improvements are needed* (30%)

## Council's facilities : Suggested improvements to libraries

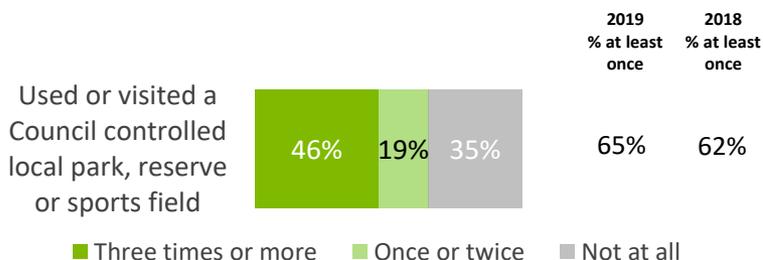


NOTES:  
 1. Total sample: 2019 n=183; Excludes 'don't know'  
 2. Q14E. What improvements could be made to any of the District Libraries, including the Dargaville Library?

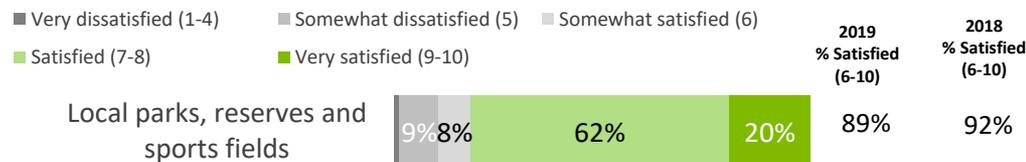
Around two thirds of residents (65%) have *Used or visited a Council controlled local park, reserve or sports field* in the past year. Satisfaction among users decline somewhat with 89% rating the facilities 6 to 10 out of 10

## Council's facilities : Parks, reserves and sports fields

### Frequency of use in the last year (2019)



### Satisfaction among users



*There is nothing much to do there. I have kids aged 15, 12 and 8 and there isn't much that they can do there. There is a bush walk that goes from the park but I won't feel safe using it.*

*They shouldn't rely on existing domains for sports fields.*

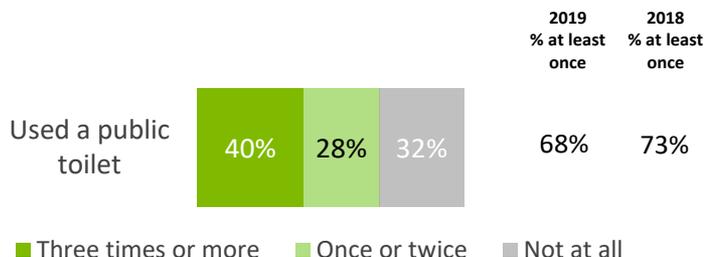
NOTES:

1. Total sample: 2018 n=404, 2019 n=402; Excludes 'don't know'
2. Q14: In the last year, how frequently have you used the following services provided by the Kaipara District Council...

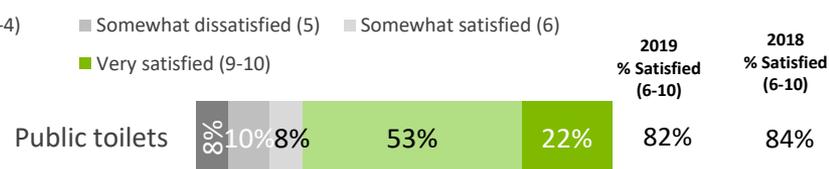
Nearly seven in ten residents (68%) have used the public toilets at least once in the past year and around eight in ten (82%) of users are satisfied with the facilities. Dissatisfaction stem from insufficient facilities, lack of maintenance and upkeep

## Council's facilities : Public toilets

### Frequency of use in the last year (2019)



### Satisfaction among users



*Last time I used the toilets the door didn't lock. It has been like this for a couple of months.*

*They don't get cleaned frequently enough. In Dargaville, Ruawai, Matakohe and Paparoa there are no baby change areas and no young children facilities for toileting.*

*Disgustingly dirty.*

*Need more toilets - not enough.*

*They really smell, need a real overhaul.*

*The toilets by the boat yard in Dargaville are dingy, smelly and have graffiti on them. Makes me feel unsafe. The toilets besides the wharf in Ruawai are also very dirty and smelly. Needs more maintenance.*

**NOTES:**

1. Total sample: 2018 n=404, 2019 n=402; Excludes 'don't know'
2. Q14: In the last year, how frequently have you used the following services provided by the Kaipara District Council...



Satisfaction with the Roding and footpaths



Kaipara te Orangahui • Two Oceans Two Harbours

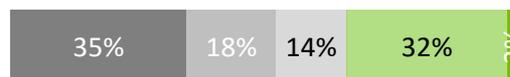


More than a third of residents (35%) are dissatisfied with the ride quality of the Council's sealed roads. Dissatisfaction is mainly due to the number of *Potholes* (56%), *Poor maintenance or repairs* (42%) and the *Uneven seal or surfaces* (35%)

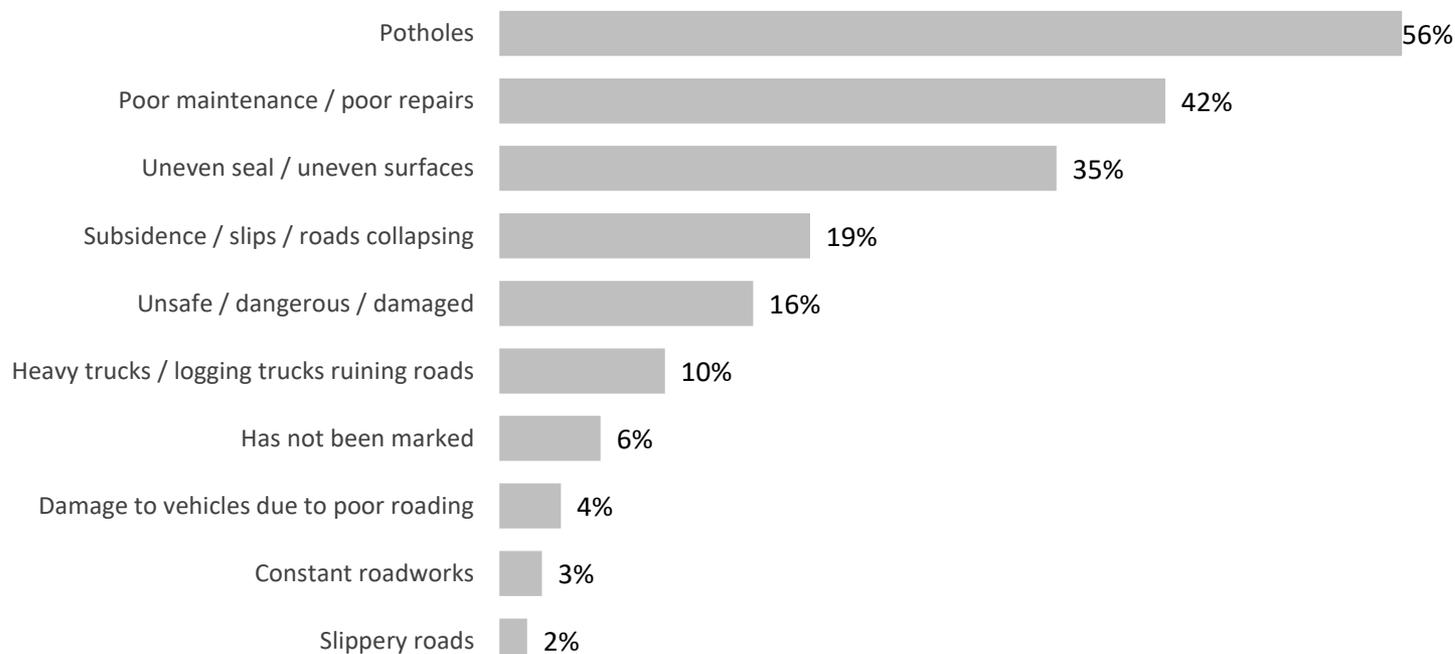
## Roading and footpaths: Ride quality on sealed roads

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

The ride quality of the Council's sealed roads



### Reasons 'very dissatisfied' (1-2)



NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=51; Excludes 'don't know'

2. Q21. How satisfied are you with...?

3. Q21A Why weren't you satisfied with ....?

Nearly two thirds of residents (64%) are 'satisfied' or 'very satisfied' with the standard of signage on Council's sealed roads. Dissatisfaction stem from lack of signage in general, but also during road works, the length of time it takes to remove signage when works are complete and the length of time before road markings are updated accordingly

## Roading and footpaths: Standard of signage on sealed roads

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



*There are very little road signage.*

*Not enough and it is not lit up so you can't see it at night.*

*There have been some changes recently to roading signage and they are confusing and pop up out of blue. There was no consultation with residents about changes.*

*The roads I go on are not well sign posted. Just not enough general road signs of the main highway.*

*When they are doing road works they do not have enough signs up. When they finish they do not take them down.*

*You will get an uneven surface but there is no warning.*

*Their maintenance is dropping back with the state of it. We had roadworks recently on the street we live on and they didn't monitor the contractor to ensure the job was done properly. It was unmarked for weeks.*

*There are no signs outside on our road and no centre line markings on our busy street.*

*The signage, I haven't noticed any. The road markings are ok.*

NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=9; Excludes 'don't know'
2. Q21. How satisfied are you with...?
3. Q21A Why weren't you satisfied with ....?

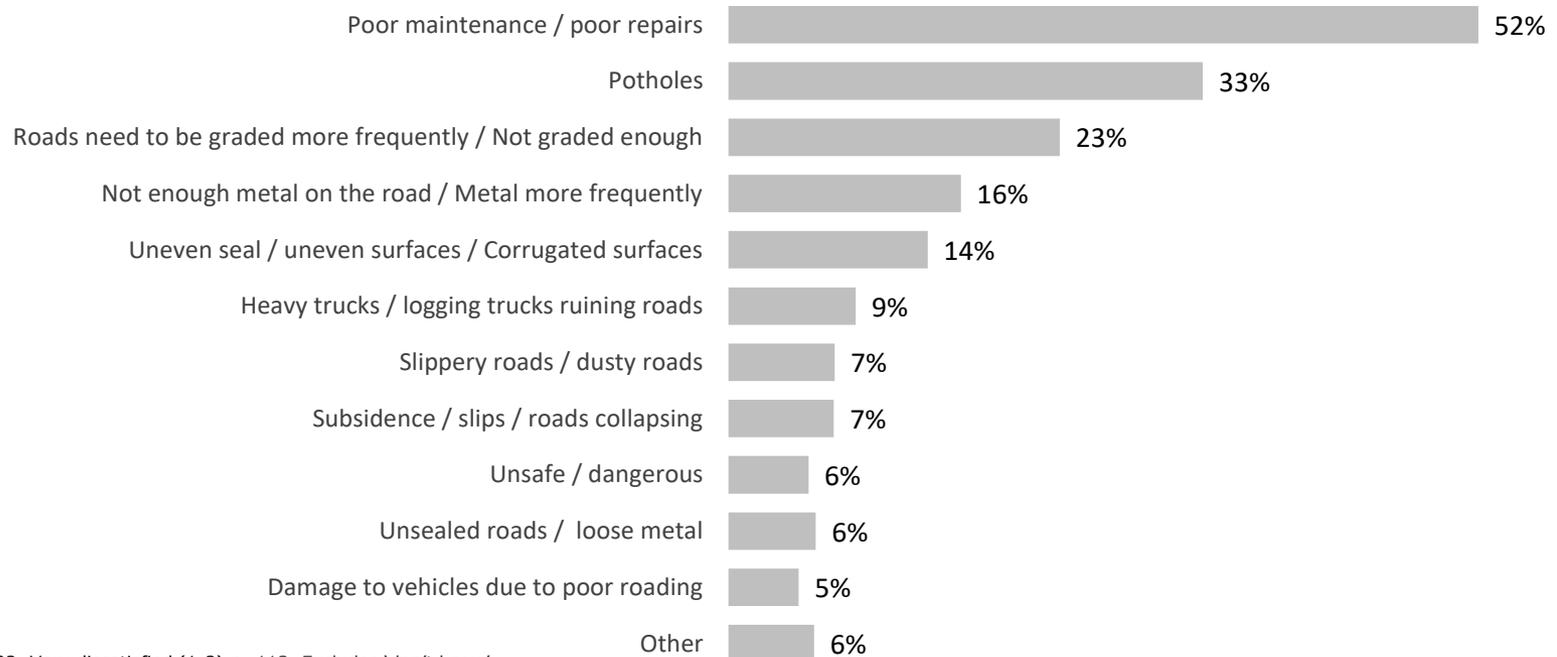
More than half of residents (56%) are dissatisfied with the ride quality of the Council’s unsealed roads, with more than half (52%) of those who rate this aspect 1 to 2 out of 10 saying *Poor maintenance or poor repairs* is the reason for their dissatisfaction. For a third *Potholes* are the reason for dissatisfaction

## Roading and footpaths: Ride quality on unsealed roads

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



### Reasons 'very dissatisfied' (1-2)



NOTES:  
1. Sample: 2019 n=402, Very dissatisfied (1-2) n=113, Excludes 'don't know'  
2. Q21. How satisfied are you with...?  
3. Q21A Why weren't you satisfied with ....?

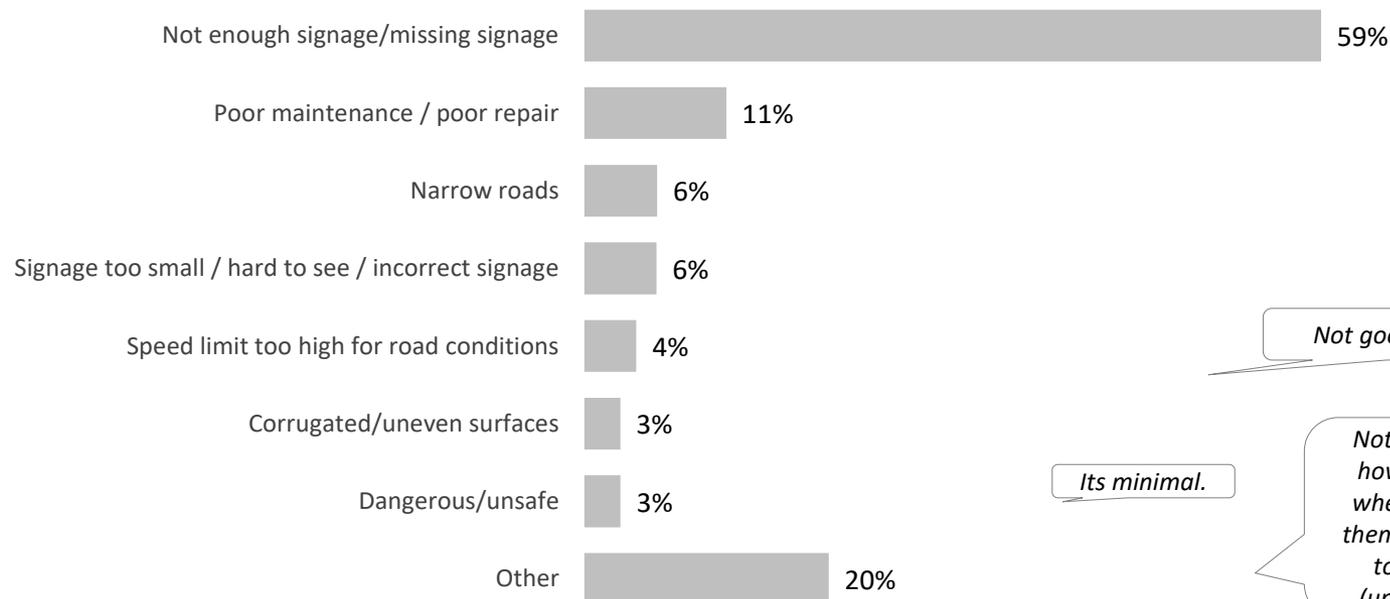
Almost half of residents (47%) are 'satisfied' or 'very satisfied' with the standard of signage on unsealed roads, with a lack of signage or missing signage the main reason for dissatisfaction (59%)

## Roading and footpaths: Standard of signage on unsealed roads

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



### Reasons 'very dissatisfied' (1-2)



*Not good enough.*

*Its minimal.*

*Not enough to say how bad they are when we travel on them. Do not expect to die on them (unsealed roads).*

NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=32; Excludes 'don't know'
2. Q21. How satisfied are you with...?
3. Q21A Why weren't you satisfied with ....?

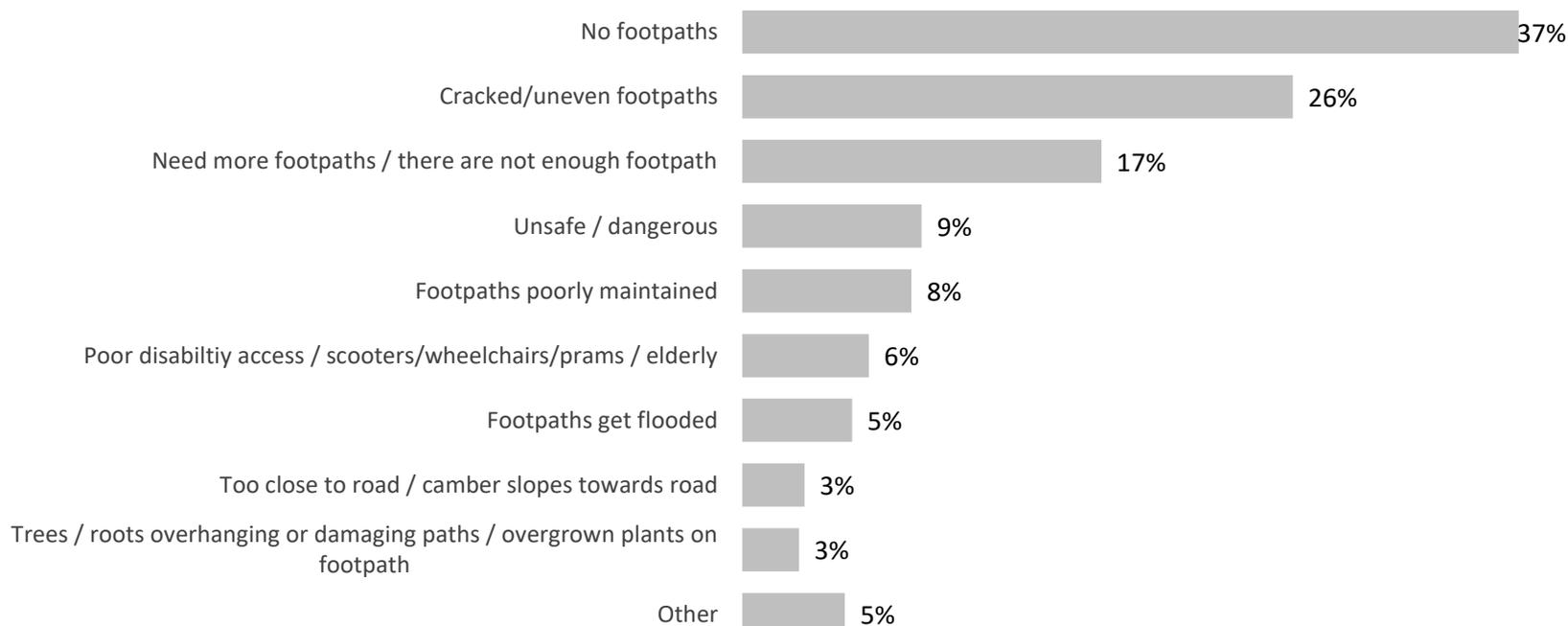
Three in ten residents (30%) are dissatisfied with footpaths, with the lack of footpaths (37%), *Uneven or cracked footpaths* (26%) and general perception that more footpaths are required (17%) leading to dissatisfaction

## Roading and footpaths: Footpaths

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



### Reasons 'very dissatisfied' (1-2)



**NOTES:**

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=44; Excludes 'don't know'

2. Q21. How satisfied are you with...?

3. Q21A Why weren't you satisfied with ....?

Nearly two thirds of residents (63%) are 'satisfied' or 'very satisfied' with *How the Council road network provide access to services and destinations all year round*. A lack of public transport options, poor road access due to winter rains, poor road surfaces and bridge closures lead to dissatisfaction

## Roading and footpaths: Road network provides access to services and destinations

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

How the Council Road network provides you with access to services and destinations all year round



*Bayleys Beach - access. Very poor access. No- one takes responsibility for it. Regional and locals say you cannot do that. Needs maintenance and cannot get on to it.*

*There are no buses out here. There is nothing. No Council help getting around.*

*During the winter months, if there are a lot trucks and the bad weather it just scours out the road.*

*No buses. No taxis. No public transport whatsoever.*

*Because there is no services and the potholes everywhere. The potholes and road is uneven to the point it is really dangerous.*

*Because if you are driving a normal car, sometimes you want go down a certain way, you will go the long way around as there is a chance of taking out the bottom of your car.*

*Every time the grader comes up they are literally grading the metal off the road and this is the main reason they are blocking up the culverts and in this process they have exposed clay on the roads which makes them unusable in the winter*

*We got no notice of closure for the bridge over the Kaihu river. We were not informed when the bridge was closed and see little or no work in progress.*

*The road I live on has a problem keeping the school bus on the roads, narrow and a mess in winter*

NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=9; Excludes 'don't know'
2. Q21. How satisfied are you with...?
3. Q21A Why weren't you satisfied with ....?



## Satisfaction with Waste management

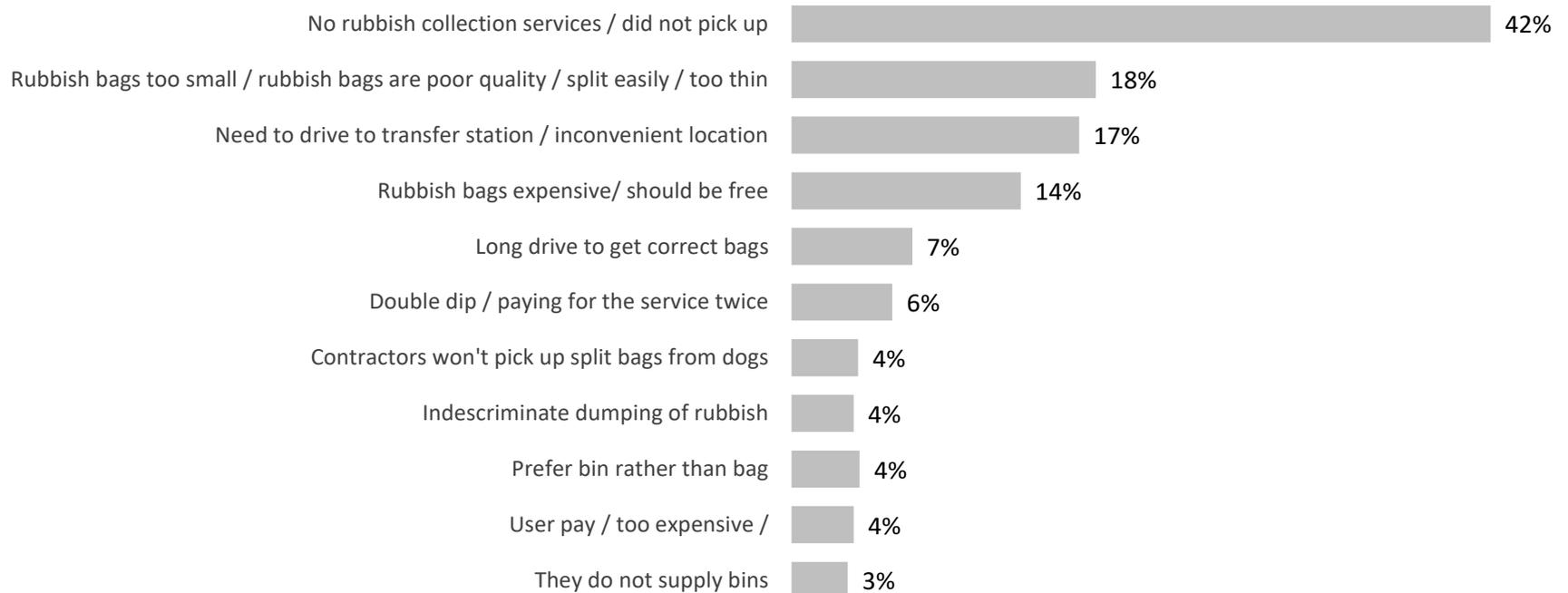
Just over a fifth of residents (22%) are dissatisfied with *Council's refuse bag collection service*, with a lack of services or pick up leading to dissatisfaction. The *Rubbish bags being too small and of poor quality* (18%) and the *Inconvenience of having to drive to a transfer station* (17%) further contribute to dissatisfaction

## Waste management: Refuse bag collection

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



### Reasons 'very dissatisfied' (1-2)



NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=29; Excludes 'don't know'
2. Q24. How satisfied are you with...?
3. Q24A Why weren't you satisfied with ....?

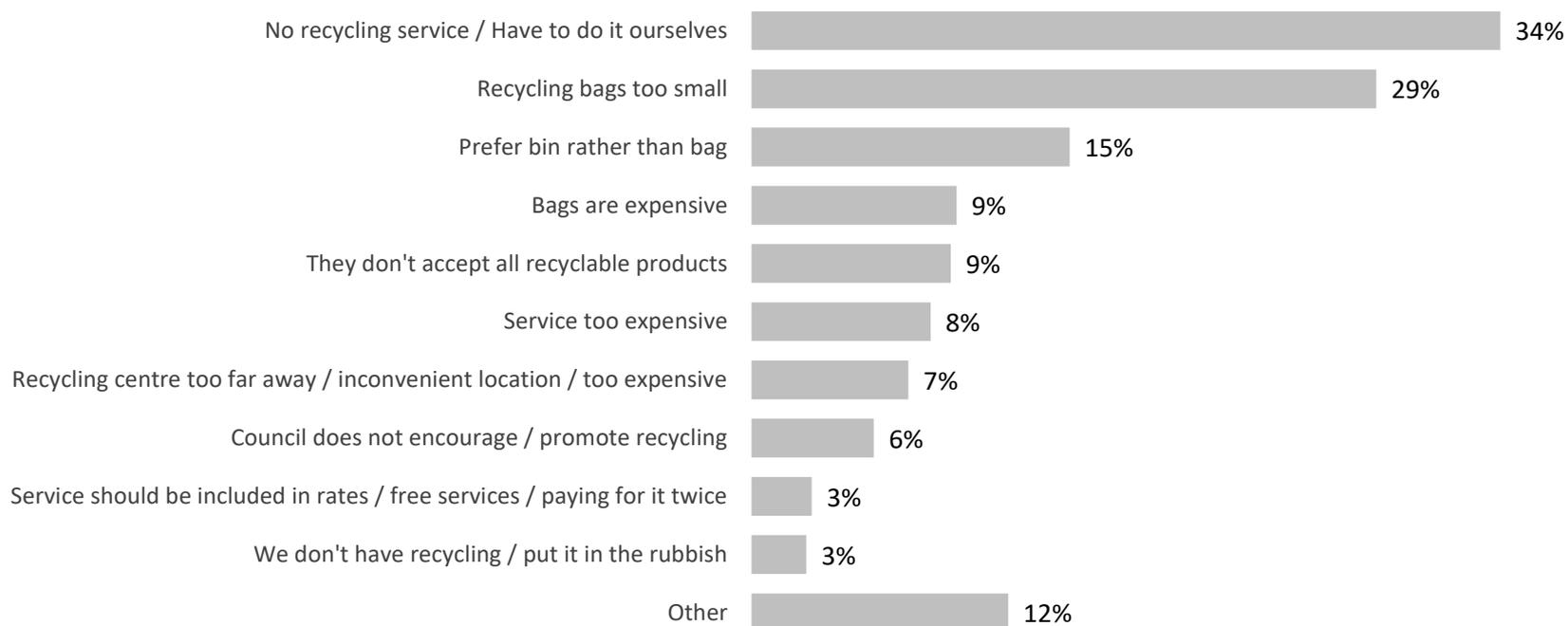
More than a third of residents (35%) are dissatisfied with *Council's recycling services*, with around a third of those who rate Council services 1 or 2 out of 10 indicating that there is *No recycling service* available to them (34%) and that the *recycling bags are too small* (29%)

## Waste management: Recycling services

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



### Reasons 'very dissatisfied' (1-2)



NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=56; Excludes 'don't know'

2. Q24. How satisfied are you with...?

3. Q24A Why weren't you satisfied with ....?

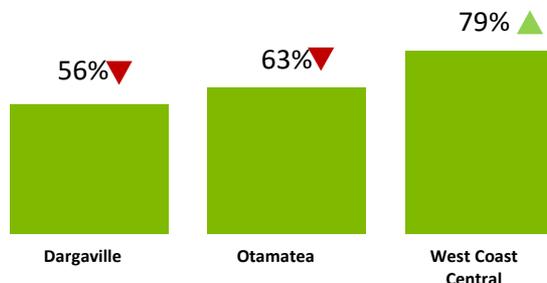
Two thirds of residents (66%) are interested in more rural drop off locations for recycling and general waste, especially among those living in the West Coast Central area (79%). Three in ten residents are willing to pay through their rates for a better service, and this result is consistent across all areas

## Waste management: Rural recycling drop off

Interest in more rural drop off locations for recycling and general waste



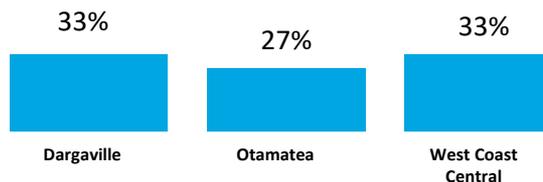
Proportion of residents in each area interested in rural drop off



Willingness to pay through rates



Proportion of residents in each area willing to pay through rates for a better service



- NOTES:
- Total sample: 2018 n=404, 2019 n=402;
  - WM1. Would you like to see more rural drop off locations for recycling and general waste?
  - WM2. Would you be prepared to pay through rates for a better service?

▲ Significantly higher  
▼ Significantly lower



## Satisfaction with Other services



**KAIPARA**  
DISTRICT

Kaipara te Orangahui • Two Oceans Two Harbours



**KEYRESEARCH**

Just over a tenth of residents (11%) are dissatisfied with *Litter and graffiti control* with litter around town, lack of rubbish bins and rubbish being dumped due to charges at the transfer station, the main reasons for dissatisfaction

## Other services: Litter and graffiti control

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Litter and graffiti control



*Countdown and Warehouse are filthy with rubbish etc and the visitors to the town go there and it does not make me feel proud of our town.*

*The road out of Dargaville is always chocka with rubbish.*

*I see Fonterra drivers throwing things out of their windows. At the pick up point there are all kinds of bags with garbage in them and not the council bags. The dogs sometimes thrash the bags.*

*Biggest issue not enough rubbish bins supplied around the place including the local shops. Need more public bins that are council supplied.*

*I see rubbish in drains and it is not picked up and I have seen where people have dumped rubbish illegally and the council does not pick it up. He went off on a tangent here.*

*Quite often at the pool across the road we see litter and a lot of bottles in particular hurled out of vehicles and council lawn mowing contractors just run over them, then there is dangerous shattered glass.*

*There is a lot of the rubbish dumped due to the charges of rubbish bag's and dump charge's. There is a lot more graffiti. They do clean it up but they need to be on to it a lot faster.*

NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=8; Excludes 'don't know'
2. Q27. How satisfied are you with the following services or facilities...?
3. Q27A Can you tell me why you are not satisfied with ....?

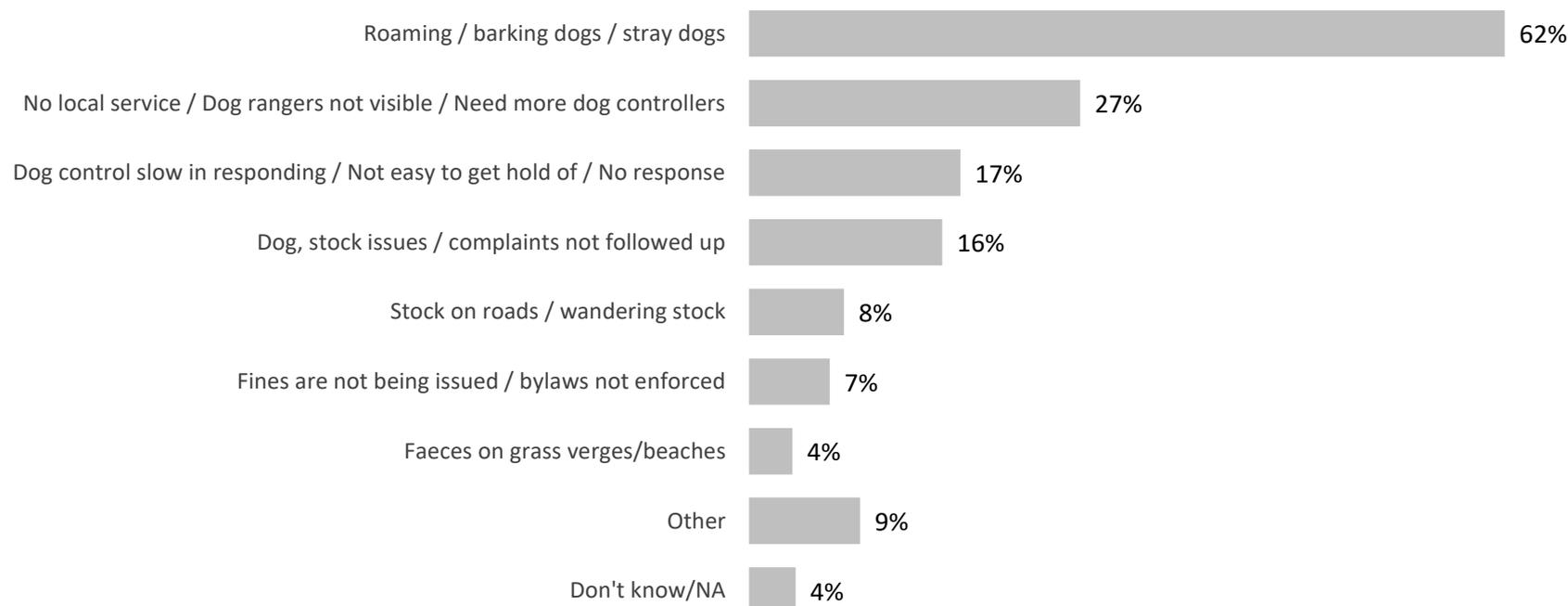
A quarter of residents (25%) are dissatisfied with *Animal management: dog and stock control with Roaming , barking and stray dogs* the main reason for dissatisfaction for more than six in ten of those dissatisfied. Around a quarter of those dissatisfied (27%) say there is no local dog control service, or the service is not visible in their area

## Other services: Animal management: Dog and stock control

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)



### Reasons 'very dissatisfied' (1-2)



NOTES:

1. Sample: 2019 n=402, Very dissatisfied (1-2) n=42; Excludes 'don't know'

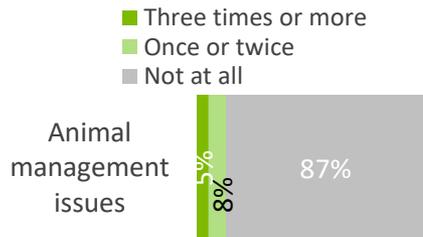
2. Q27. How satisfied are you with the following services or facilities...?

3. Q27A Can you tell me why you are not satisfied with ....?

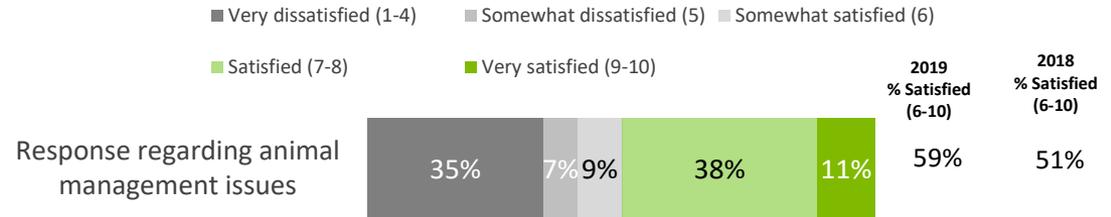
Slightly more than a tenth of residents (13%) contacted Council at least once in the past year regarding an animal management issue. More than a third of those who have contacted Council (35%) are disappointed with the *Response regarding animal management issues*, while nearly six in ten (59%) are satisfied with the response

## Other services: Animal management: Dog and stock control

### Contacted Council regarding Animal management issues



### Satisfaction among those who raised animal management issues



NOTES:  
 1. Sample: Those who have contacted Council regarding animal management issues 2018 n=59, 2019 n=54; Excludes 'don't know'  
 2. Q28 In the last year, how often have you contacted the Kaipara District Council about...?  
 3. 28A How would you rate Council's response regarding your questions around animal management?

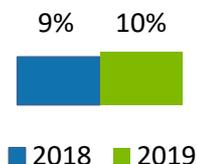


## Satisfaction with the Consent process

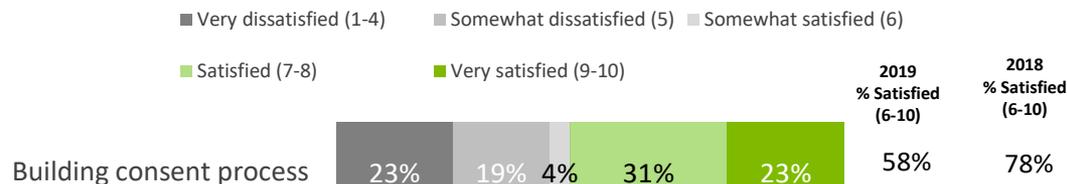
A tenth of residents have contacted Council in the last 12 months regarding a *Building consent*. Nearly six in ten of those who contacted Council about a building consent (59%) are satisfied with the process, but nearly a quarter (23%) are very dissatisfied. Inaccurate advice, incorrect information and a slow process are the main reasons for dissatisfaction

## Consents process: Building consent

Requested a building consent in last 12 months



Satisfaction among those who requested a building consent



*We were incorrectly advised by council staff.*

*Nobody could tell me or assist me on the proposition and when I did talk to people, each person referred me to someone else. Went round in a big circle. Information is not readily available. Have to google all the components and various parts of District Plan. No-one knows where anything is. Even my building planner said the Kaipara District system was chaotic.*

*Was given wrong information, told didn't need building consent just resource consent, which is incorrect.*

*It is extremely and ridiculously slow*

*The extreme length that they are going to compared with other councils*

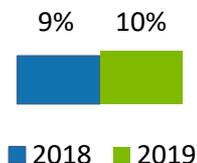
*Because they are trying to micro manage and employing too many that are not familiar with the local infrastructure. Try to impose unnecessary rules.*

NOTES:  
1. Sample: Those who are requested a building consent 2018 n=37, 2019 n=37; Excludes 'don't know'  
2. Q19. Have you contacted the Council within the last 12 months with a...?  
Q19AA. How satisfied were you with the building consent process?  
Q19AB. Why weren't you satisfied with the building consent process?

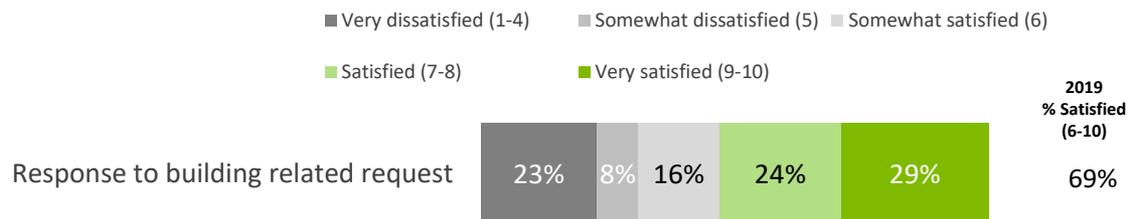
Nearly seven in ten are satisfied with the *Response to their building related request*, but nearly a quarter (23%) are dissatisfied. Dissatisfaction mainly stem from frustration with internal referrals, inaccuracies and length of time involved to obtain the necessary permits

## Consent process: Response to Building related matter

Requested a building consent in last 12 months



Satisfaction with response to building related request



*Probably them passing the buck between themselves and not taking responsibility - It was to do with building work.*

*Staff came out. I sent a letter to obtain a site inspection outside my property. There are two other properties on the street with sheds on the front of property. I wrote a complaint, as again given wrong information. I am totally frustrated with the whole situation. feel like I'm fighting a losing battle*

*Because in the end, I walked away from the project. This for a garage, not a factory. It was an Ideal garage.*

*It is over the top for the slowness and the ridiculous things that need to be ticked.*

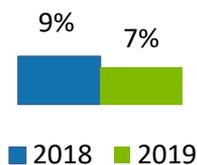
NOTES:  
Sample: Those who are requested a building consent 2018 n=37, 2019 n=37; Excludes 'don't know'

2. Q19. Have you contacted the Council within the last 12 months with a...?  
3. Q19CA. And how would you rate the Council's response to your request for service for a building related matter?  
4. Q19AB. Why weren't you satisfied with the Council's response to your request for service for a building related matter?

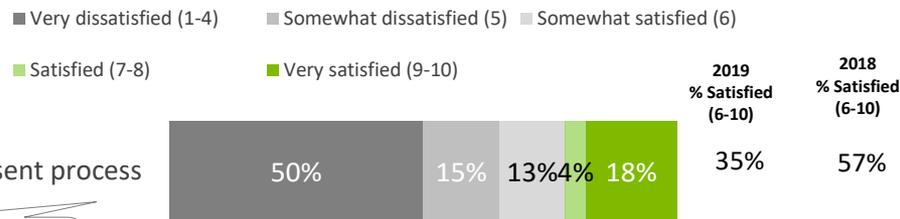
Fewer residents applied for a *Resource consent* (7%) in the last 12 months, with slightly more than a third of these applicants (35%) satisfied with the process. Dissatisfaction related to the complex nature of the process, the need for expert skills and associated costs

## Consents process: Resource consent

**Requested a resource consent in last 12 months**



**Satisfaction among those who requested a resource consent**



Resource consent process

*To many rules and bureaucrats. They seem to treat the rate payer as the enemy. To do with the subdivision of a section.*

*They require us to employ people who have the skills to present our request in line with the RMA. When we do that, their staff don't have the skills to know what they are doing and then they go and get their own planner. They don't understand.*

*Council has slow responses and excessive amount of peer reviews. The peer reviews have gone back and forth and costs exorbitant amount each time.*

*I was wanting to shift my shed and they made the process very difficult when they didn't have to.*

*The whole process from the beginning to end in the Mangawhai Heads.*

*They won't even indicate how much it is going to cost and they can't even tell me whether it would happen. Bottom less pit to get anything done.*

NOTES:  
1. Sample: Those who are requested a resource consent 2018 n=35, 2019 n=28; Excludes 'don't know'  
2. Q19. Have you contacted the Council within the last 12 months with a...?  
Q19AA. How satisfied were you with the building consent process?  
Q19AB. Why weren't you satisfied with the building consent process?



## Contact with Council



**KAIPARA**  
DISTRICT

Kaipara te Orangahui • Two Oceans Two Harbours

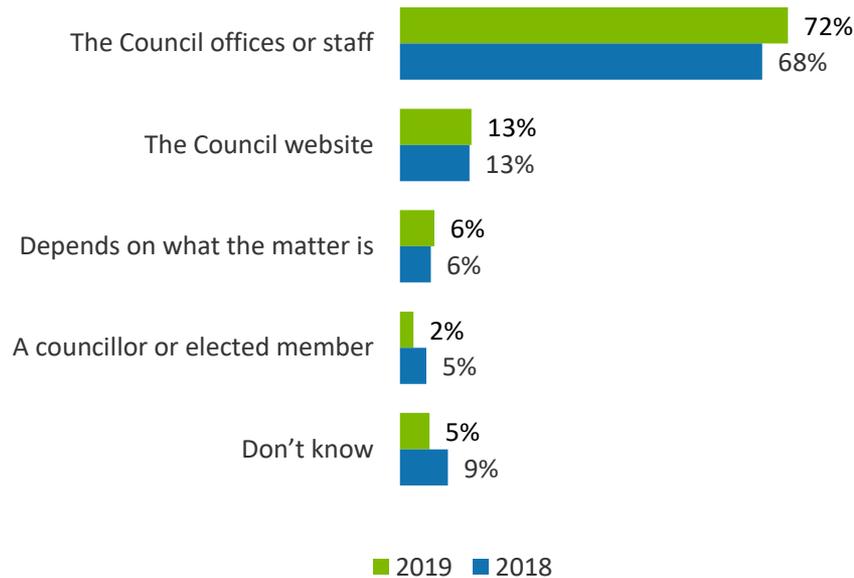


**KEYRESEARCH**

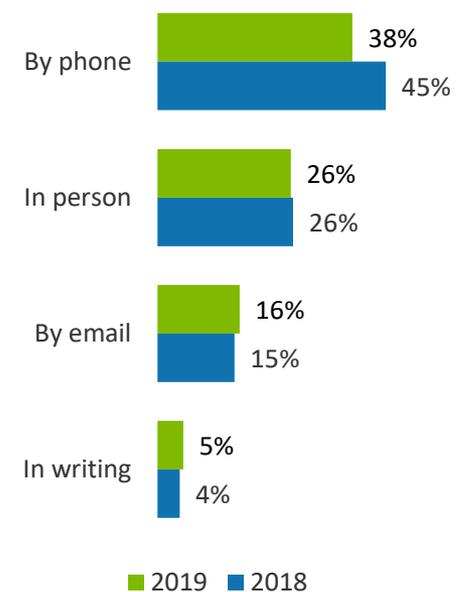
More than seven in ten residents (72%) would approach *the Council offices or staff* if they have a matter they need to raise with Council, with 13% saying they would use *the Council website*. Slightly less than two in five residents (38%) contacted Council via telephone in last 12 months, with just over a quarter (26%) visiting Council in person and 16% contacting Council via email.

## Contact with the council

Approach first to raise a matter with Council



Contact with Council in the last 12 months



NOTES:

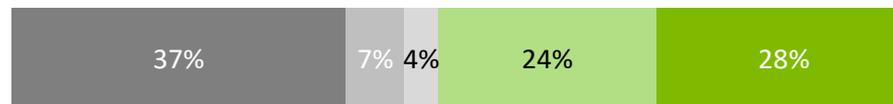
1. Sample: 2018 n=404, 2019 n=402
2. Q6: When you have a matter that you need to raise with Council, who do you approach first ...; single response
3. Q7: During the last 12 months, have you contacted the Council offices ...; multiple response

Slightly more than half of residents who contacted Council in the last 12 months (56%) are satisfied with *How well the request or complaint was resolved*, with more than a third (37%) very dissatisfied with the outcome

## Contact with Council: Satisfaction with outcome

■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10) 2019  
% Satisfied  
(6-10)

How well request or complaint was resolved



*They always took a long time, keep putting you on hold for long periods.*

*I received the wrong information from the first staff member I spoke with, then I received conflicting information from another staff member, there was no consistency.*

*The staff member kept repeating back my query to me incorrectly. She didn't understand my query because she wasn't listening properly and was talking over me each time I tried to explain more clearly*

*I have received no feedback in regards to my complaint which i made three months ago via the Councils website*

*They were just useless quite frankly*

*Unless I followed up the communication you don't get any. I have to follow up everything. They do not call back.*

*I didn't like the way they reacted to my problem. I felt as if it was no important enough and they put it on the back burner.*

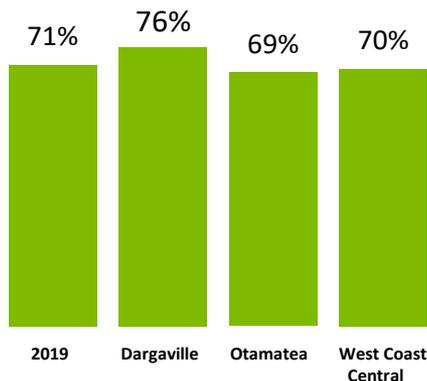
**NOTES:**

1. Total sample: 2019 n=227 who contacted Council; Excludes 'don't know'
2. Q10a. Can you tell me why you were not satisfied with ...?
3. Q11. How satisfied were you with the outcome – how well your request or complaint was resolved?

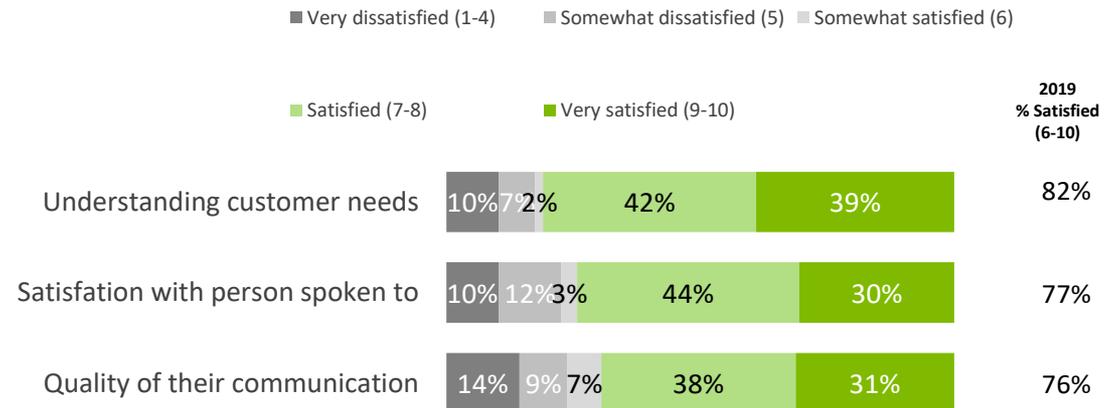
Slightly more than seven in ten residents (71%) dealt with the Customer Services Centre in the last 12 months. Just over eight in ten of those who have dealt with the Customer Services Centre (82%) are satisfied with their *Understanding customer needs* while around three quarters (77%) are *Satisfied with the person spoken to* and the *Quality of their communication* (76%)

## Contact with Council: Customer Services Centre

**Dealt with the Customer Services Centre**



**Satisfaction among those who contacted the Customer Services Centre**

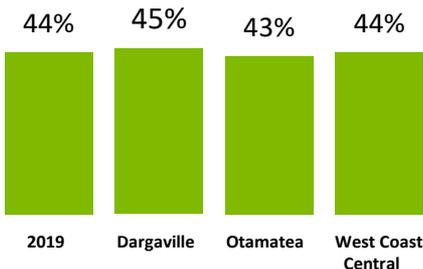


NOTES:  
 1. Total sample; 2019 n=154 who contacted Council via the Customer Services Centre; Excludes 'don't know'  
 2. Q7A. Who did you deal with when contacting Council?  
 3. Q10A. How would you rate your satisfaction with the Council person you spoke to?  
 4. Q10B How would you rate their understanding of what you wanted?  
 5. Q10C. How would you rate the quality of their communication

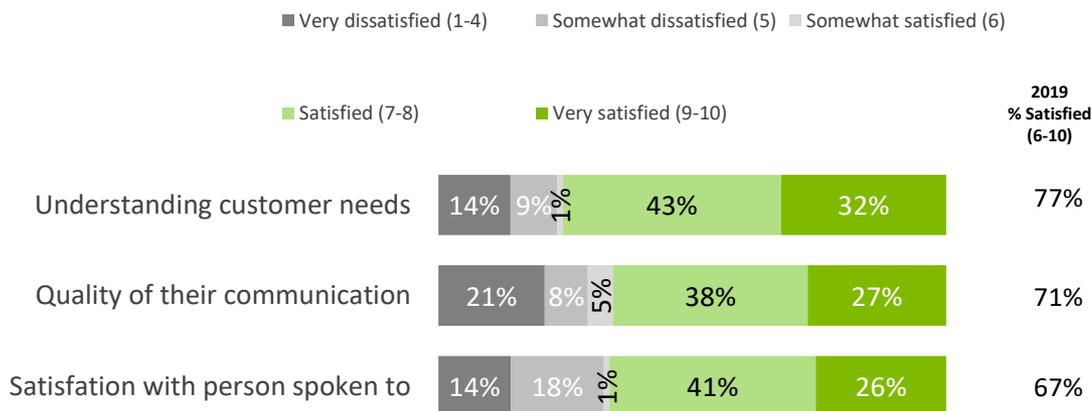
Around two in five residents (44%) had contact with other staff members in the past 12 months. Just over two thirds of those who dealt with other staff (67%) are *Satisfied with the person they spoke to*, while more than three quarters (77%) felt other staff members understood their needs. Around seven in ten (71%) were satisfied with the *Quality of their communication*

## Contact with Council: Other Staff members

Dealt with Other staff



Satisfaction among those who dealt with Other staff

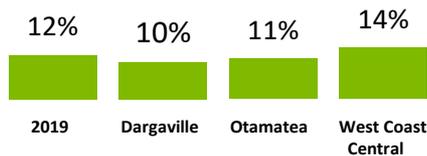


NOTES:  
 1. Total sample: 2019 n=90 who contacted Council via Other staff members; Excludes 'don't know'  
 2. Q7A. Who did you deal with when contacting Council?  
 3. Q10A. How would you rate your satisfaction with the Council person you spoke to?  
 4. Q10B How would you rate their understanding of what you wanted?  
 5. Q10C. How would you rate the quality of their communication

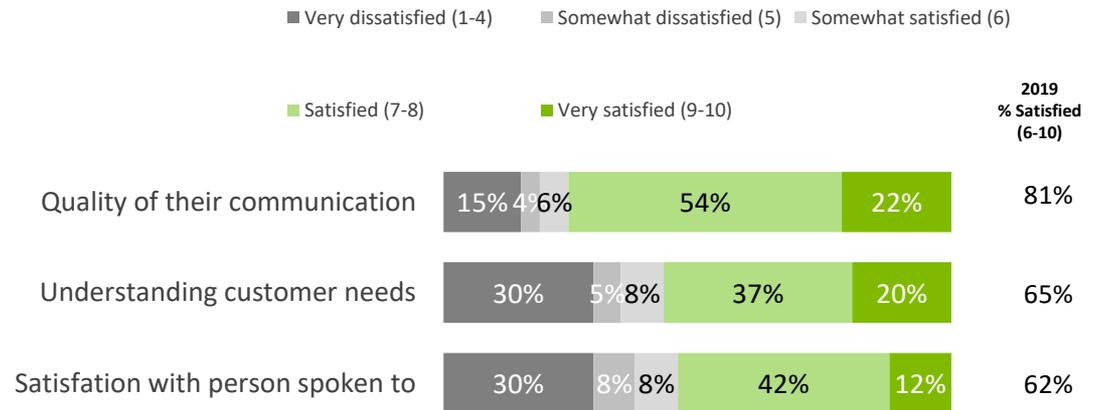
Slightly more than a tenth of residents (12%) had contact with an Elected member of Council. Just over eight in ten of those who dealt with Elected members (81%) are satisfied with the *Quality of their communication* while less than two thirds (65%) are satisfied with elected members *Understanding customer needs*. Just over six in ten of those who dealt with elected members are satisfied with the person they spoke to (62%)

## Contact with Council: Elected members

Dealt with Elected member



Satisfaction among those who dealt with an Elected member\*



NOTES:  
 1. Total sample: 2019 n=23\* who contacted Council via Other staff members; Excludes 'don't know'  
 2. Q7A. Who did you deal with when contacting Council?  
 3. Q10A. How would you rate your satisfaction with the Council person you spoke to?  
 4. Q10B How would you rate their understanding of what you wanted?  
 5. Q10C. How would you rate the quality of their communication  
 6. \* Cation: Base size <n30

The majority of residents are satisfied with the *Quality of life in the Kaipara District* (95%), with nearly nine in ten (86%) satisfied with the *Community spirit*, being a sense of belonging to a community, where people work together to shape their future. West Coast Central residents are less satisfied with their *Community spirit* and how *Council involves the public in decisions it makes*

## Local issues and outcomes



NOTES:

1. Sample: 2018 n=404, 2019 n=402, Dargaville n=161, Otamatea n=164, West Coast Central n=77
2. Q35: How satisfied are you with the way Council involves the public in the decisions it makes?
3. Q36: If we think of community spirit as being a sense of belonging to a community, where people work together to shape their future, how would you rate the community spirit?
4. Q37: On the 1-10 scale where 10 is very good and 1 is very poor, would you say that, overall, the quality of life in the Kaipara District is ...

▲ Significantly higher  
▼ Significantly lower



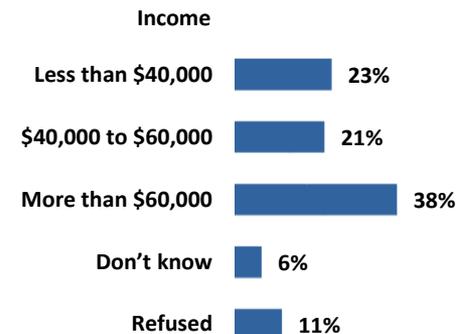
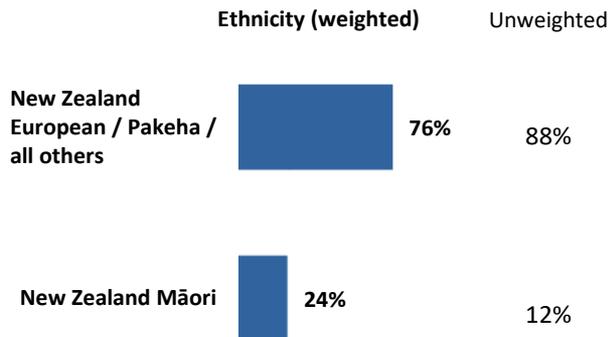
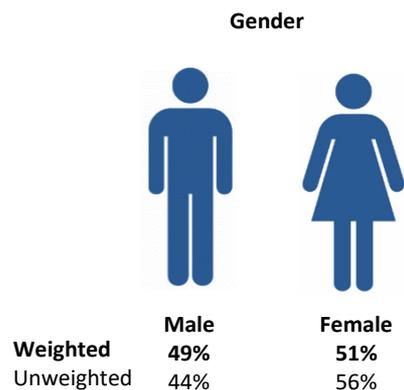
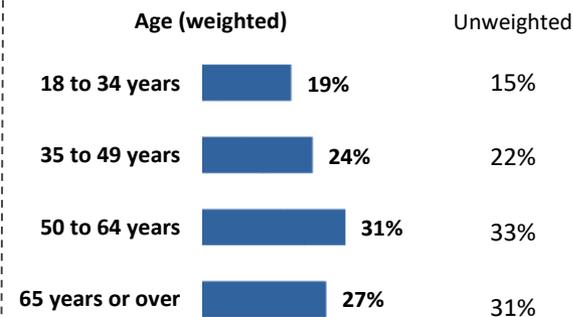
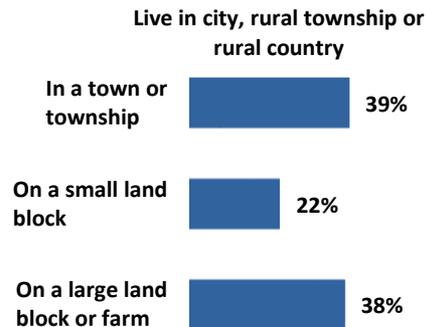
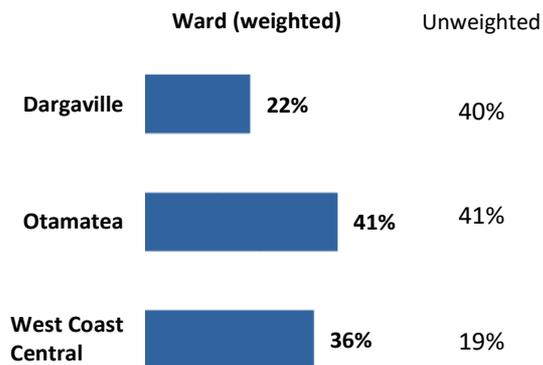
## Sample Profile



Kaipara te Orangahui • Two Oceans Two Harbours



## Demographic Profile





## Head Office

**Telephone:** + 64 7 575 6900

**Address:** Level 1, 247 Cameron Road  
PO Box 13297  
Tauranga 3141

**Website:** [www.keyresearch.co.nz](http://www.keyresearch.co.nz)

# Kaipara District Council



Kaipara te Oranganui • Two Oceans Two Harbours

Report | July 2019

