

2015 Public Satisfaction Survey of Chatham Island Council Services

**Avalon Marketing
September 2015**

Contents

1. Method

2. Results

2.1 Democracy

2.2 Roading

2.3 Water

2.4 Library Services

2.5 Dog and Animal Control

2.6 Navigation Bylaws

2.7 Civil Defence

2.8 General Comments

3. Conclusions and Recommendations

4. Appendices:

Appendix A 2015 Public Satisfaction Survey Form

Appendix B Page of Draw Coupons

1. Method

A questionnaire was developed based on the public satisfaction targets identified in the Chatham Islands Council Long-Term Plan 2012-2022. (The questionnaire is attached at Appendix A).

427 surveys were sent on 20th July 2014. To encourage participation, each respondent was given the opportunity to enter a draw to win one of five \$100 petrol or diesel vouchers (Appendix B). Because the surveys were anonymous, participants who wished to be entered into the draw were given a separate form to complete which was returned to the Council Offices along with the completed survey form. The survey forms were sent to the researcher for data entry and analysis.

The survey responses were entered into an Excel spreadsheet by the researcher, given a unique identification number and analysed. Some forms did not have questions completed and these have been entered as "No Opinion." If two responses were given to a question, one positive and one negative, a return of no opinion was entered. If a respondent marked a form 'very satisfied' and 'satisfied' a return of 'satisfied' was entered. If a respondent marked a form 'very dissatisfied' and 'dissatisfied' a return of 'dissatisfied' was entered. If the respondent indicated that s/he was not connected to the Waitangi water supply but indicated a level of satisfaction, this was marked as no opinion as they do not have daily experience of the water supply.

2. Results

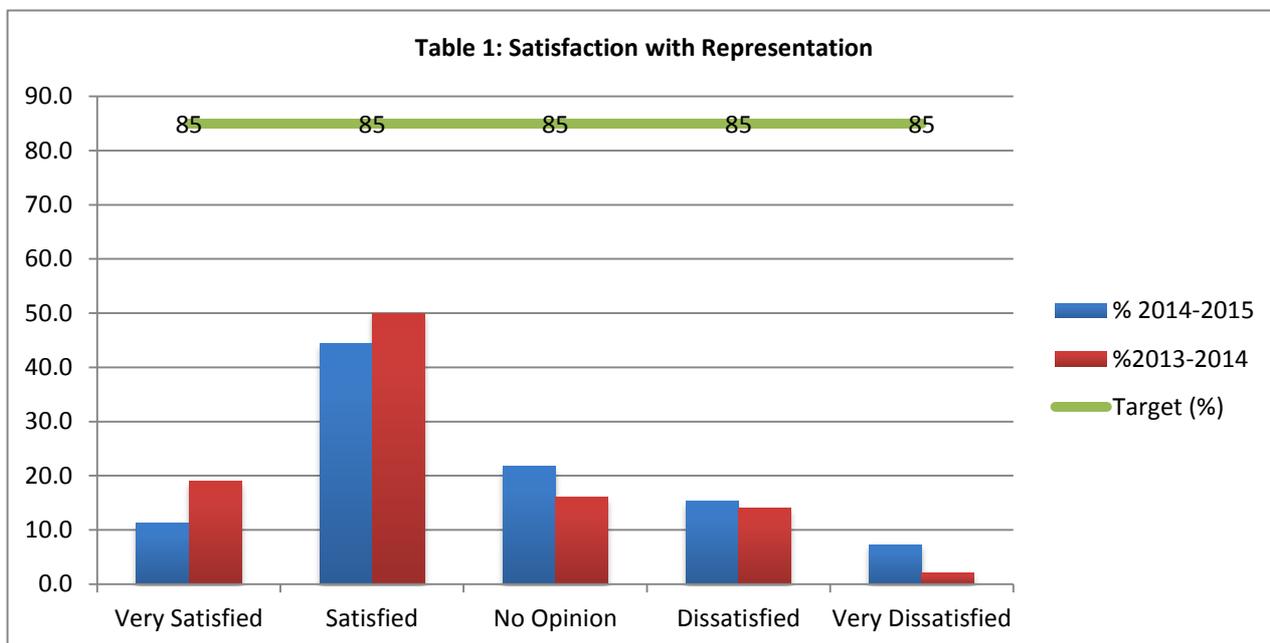
A total of 124 surveys were returned, which is a response rate of 29%. It also represents 20.4% of the Chatham Islands' total population (the most recent census statistics in 2006 indicated that the Chatham Islands have an estimated resident population of 609 people). The draw was conducted under the supervision of the local police and the winners of the five vouchers have been notified.

This section will disclose the results for each question, compare actual performance against the targets in the Chatham Islands Council Long-Term Plan 2012-22 and compare them with performance in 2013-14. In addition, the comments made by participants will be analysed. These comments, where applicable, are included in the appropriate section of the analysis. The more general comments are included at the end of the survey results. Numbers have been rounded to the nearest whole number.

2.1 Democracy

Survey Question: How satisfied are you with the way the Mayor and Councillors represent the community?

Overall, 56% of respondents were satisfied or very satisfied, 23% dissatisfied or very dissatisfied and 22% had no opinion. This year’s satisfaction result is significantly lower than the 85% target and a decrease in satisfaction of 12% from the previous year.



Nine respondents made comments in this category-three were very satisfied with the Mayor and one with Council staff. Three were not satisfied with Councillors/Council staff,

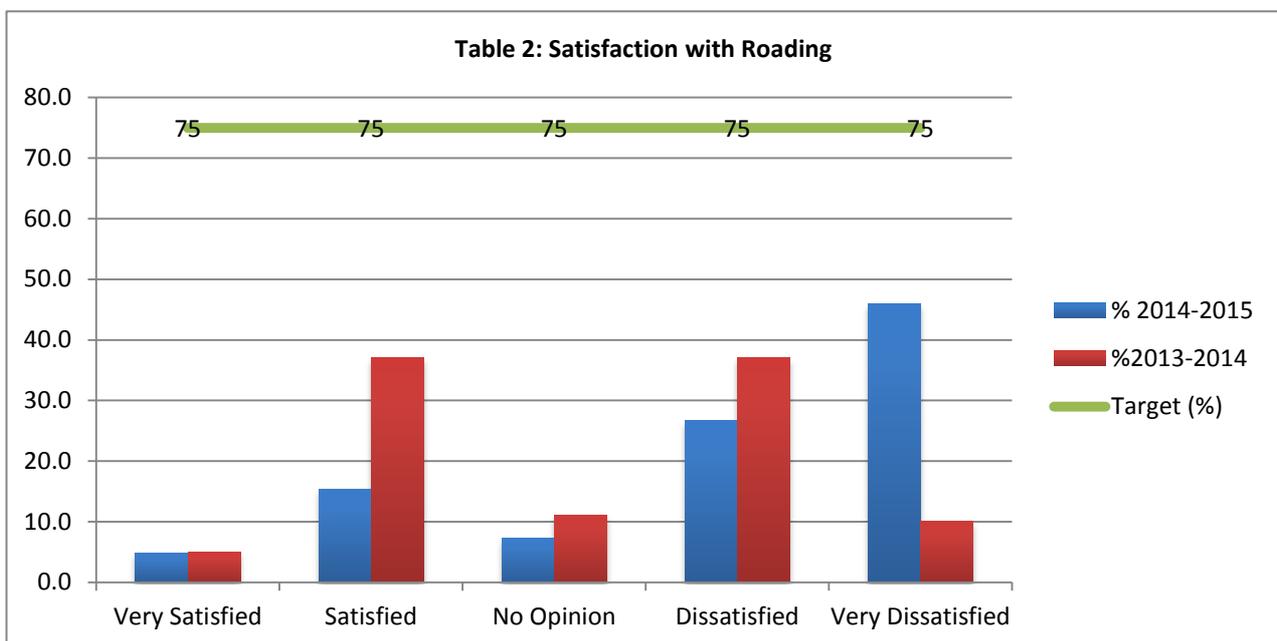
and two people mentioned road/pathways not being seen to, although they have been reported to the Council.

The survey question “How confident are you that Council decisions are made in the best interests of the community?” was not included this year.

2.2 Roothing

Survey Question: How satisfied are you with the overall extent and safety of the roading network?

Overall, 20% of respondents were satisfied or very satisfied (which is a 22% decrease on last year’s result), 73% dissatisfied or very dissatisfied (47% last year) and 7% had no opinion. This is significantly below the 75% target.



27 people made comments about the roading network. The majority of comments (18) related to the state of the roads with many people stating that the roads are the worst they have ever seen and that they consider them dangerous. Five people mentioned the Owenga Road in particular. The issue of stock on the roads (eight comments) was also a

concern. Seven respondents were concerned about the quality of work carried out on the roads and/or the appearance of a lack of accountability on behalf of the contractors. Two people highlighted the poor state of footpaths.

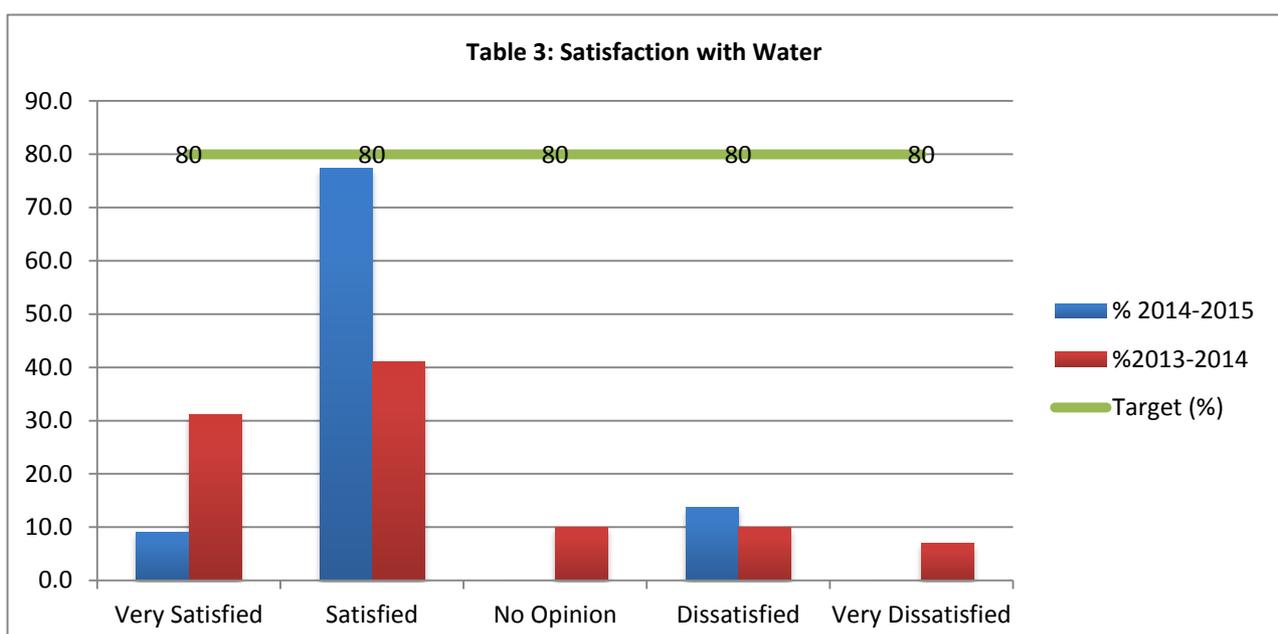
It is important to note that this survey was conducted in August, towards the end of winter, when the roads tend to be at their worst.

2.3 Water

Survey Question: Are you connected to the Waitangi water supply? If so, how satisfied are you with the Water Supply?

Respondents were asked whether or not they were connected to the Waitangi water supply and if so, were asked to express their level of satisfaction with it. Responses from people not connected to the Waitangi water supply but who expressed a level of satisfaction, were not included in the analysis.

18% of respondents (22 in all) were connected to the Waitangi water supply. Of these, 86% were very either very satisfied or satisfied (an increase of 14% on last year) and 14% were dissatisfied or very dissatisfied. This is above the 80% target.



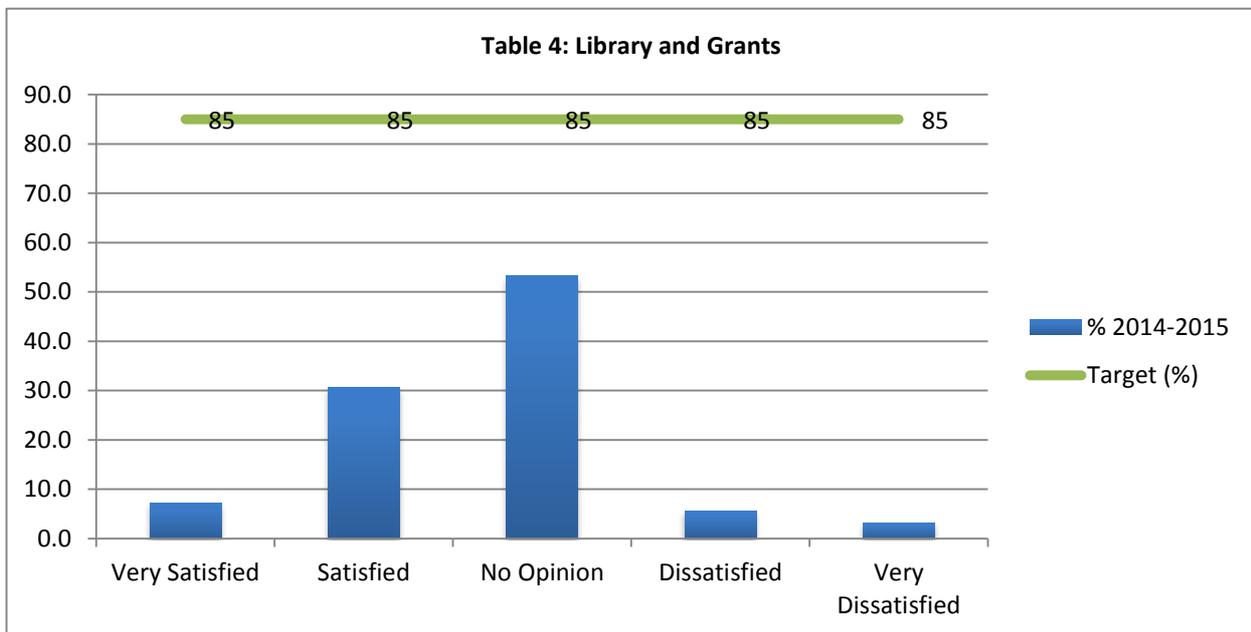
2.4 Library and Grants

Survey Question: How satisfied are you with the library and provision of grants?

Overall, 38% of respondents were satisfied or very satisfied, 9% dissatisfied or very dissatisfied and 53% had no opinion. This result is significantly under the target of 85%.

Five people made comments about the provision of library services and grants and stated they were unaware of them. This may explain why 53% of respondents had no opinion about these services. One person was confused about the difference between this question and the next one as both include library services.

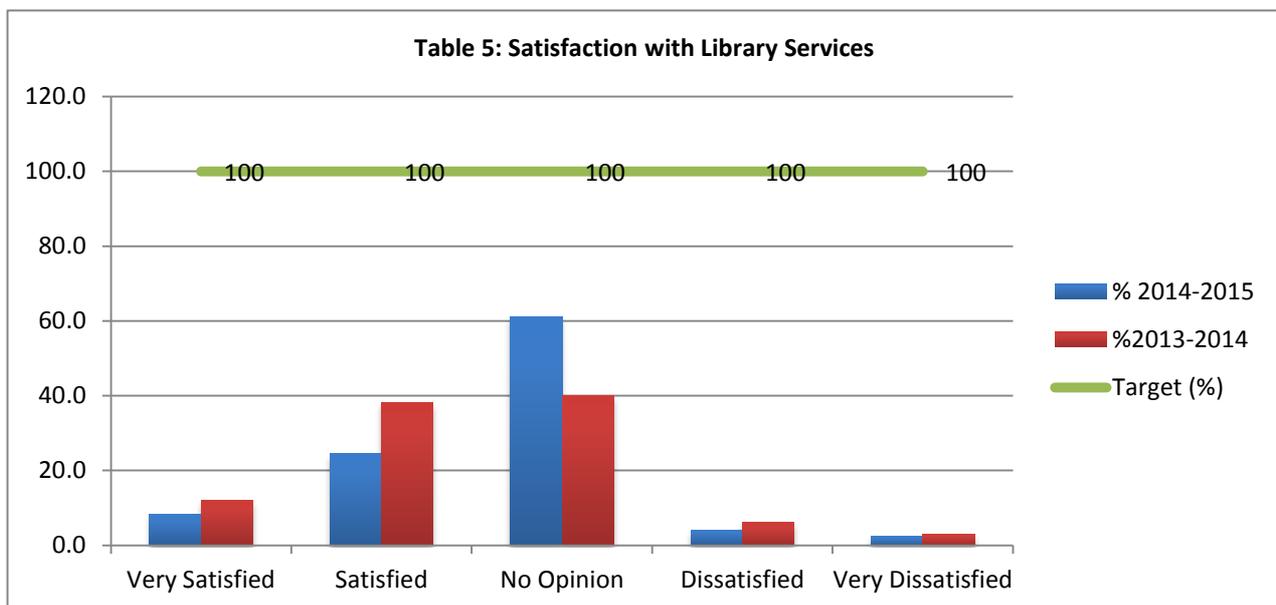
In previous years, this question has included other community services such as parks and cemeteries. It has not been possible, therefore, to make a comparison with last year's data.



2.5 Library Services

Survey Question: How satisfied are you with the existing library service?

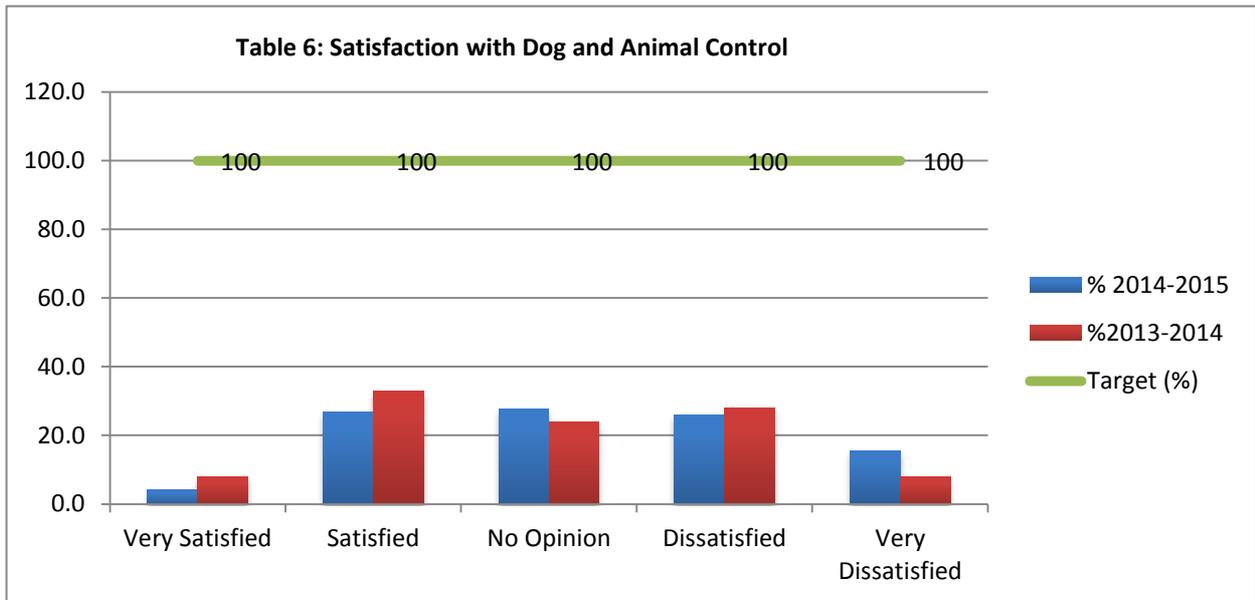
Overall, 32% of respondents were satisfied or very satisfied (50% last year), 6% dissatisfied or very dissatisfied, and 61% had no opinion. This result is significantly below the target of 100%. Again, there appears to be a lack of awareness about the existence of library services.



2.6 Dog and Animal Control

Survey Question: How satisfied are you with dog and animal control services?

Overall, 31% of respondents were satisfied or very satisfied with dog and animal control (a decrease of 9% on last year), 41% dissatisfied or very dissatisfied and 28% had no opinion. These figures are significantly less than the target of 100%.



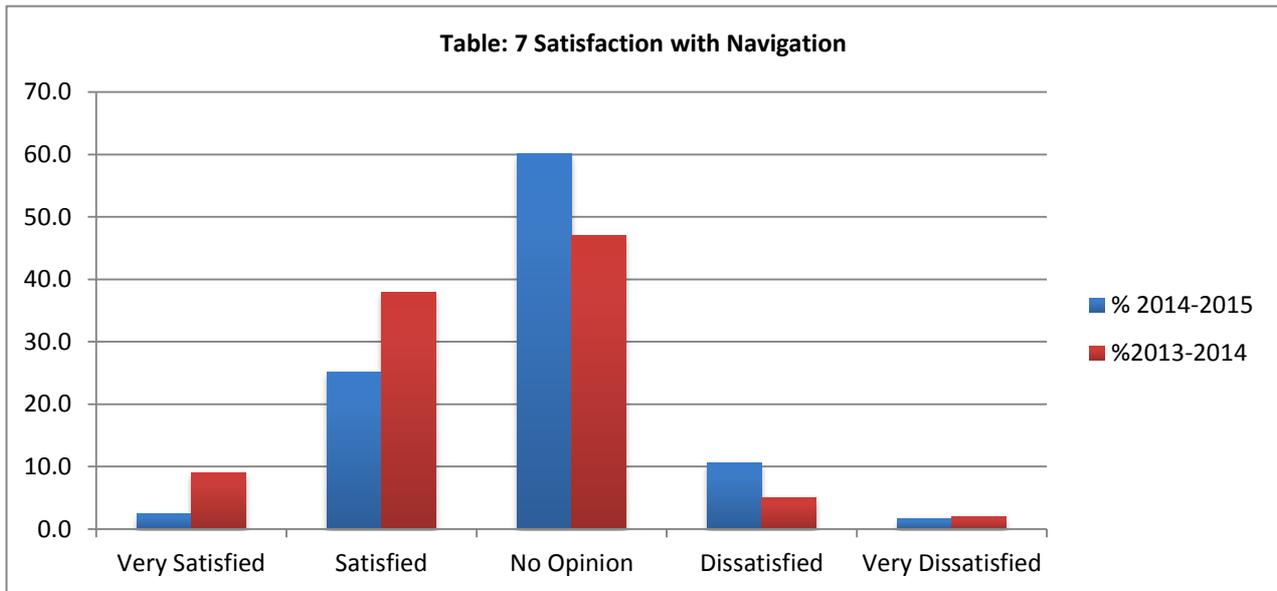
Fourteen people commented on animal control. Thirteen of these people expressed concern about the amount of wandering stock and stock on the roads. Three people were not aware there is a warden. More monitoring was also suggested.

2.7 Navigation Bylaws

Survey Question: How satisfied are you with the Council's administration of navigation safety bylaws?

Overall, 28% of respondents were satisfied or very satisfied (46% last year), 12% dissatisfied or very dissatisfied and 60% had no opinion. The target for navigation bylaws, which is to 'establish an upward trend,' has not been achieved this year.

As in previous years, there were a large number of respondents that had no opinion about the question. If the results for this question were based on those that did give an opinion, then the level of those satisfied or very satisfied would be 69% (88% last year) and those dissatisfied or very dissatisfied 31% (12% last year).

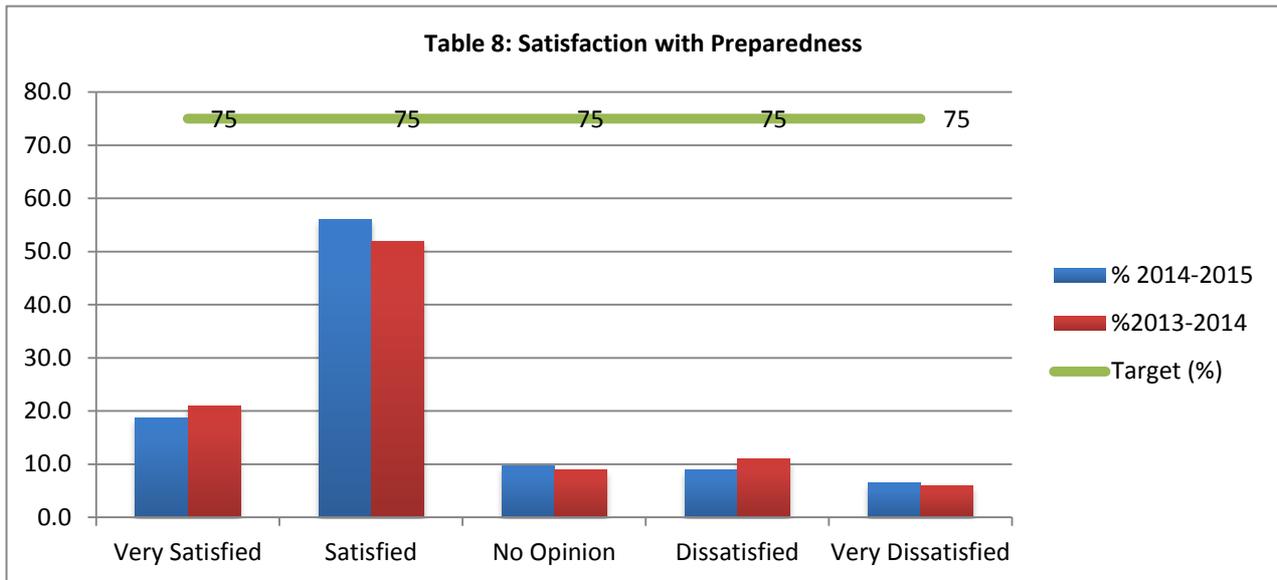


No comments were made relevant to navigation.

2.8 Civil Defence

Survey Question: How prepared are you and feel that you know what to do in an emergency?

Overall, 75% of respondents felt that they were very prepared or prepared in the event of a civil defence emergency which is the same as the plan target. The percentage of respondents that felt they were not very well prepared or not prepared was 15% and 10% had no opinion.



Four respondents expressed the opinion that they did not feel that the Council was well-equipped to deal with an emergency and others were unhappy with the way a recent civil defence event was managed.

2.9 General Comments

Nine general comments were made about aspects of the Council’s services of which, three related to rubbish and two were positive reactions to the proposed Mitre 12.

3. Conclusions and Recommendations

The response rate of 20.4% is very good for a survey of the public. However, there have been falls in the level of satisfaction against the targets for democracy, library services, roading, dog and animal control and navigation. The numbers of people who expressed ‘no opinion’ were significant for library and grants, library services and navigation.

A number of respondents stated that they were unaware that there is a library on the Island and that there were grants which could be applied for. Another respondent asked that more be written in the Chatham Islander about the Council. It may be worth considering writing features for the Chatham Islander about the library and other Council resources and another giving the contact telephone numbers of key staff e.g. the Animal Control Officer, the Librarian, etc.

It may also be appropriate for questions four and five to be separated into one question about the library and another about the provision of grants. Alternatively, question five could be deleted as it appears to be covered in question four.



Annual Report 2014/15 Public Satisfaction Survey

Be in the draw to win one of five \$100 petrol or diesel vouchers.

Every year, the Chatham Islands Council has a survey carried out by an independent Market Researcher to find out how satisfied people are with some of the services we provide.

Please let us know how we are doing by completing and returning the survey by Friday 7th August 2015 in the reply-paid envelope provided. All completed surveys will be in the draw to win one of five \$100 petrol or diesel vouchers. To go into the draw please fill in your details on the separate form enclosed.

Please tick one answer to each of the following questions:

1. How satisfied are you with the way the Mayor and Councillors represent the community?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

2. How satisfied are you with the overall extent and safety of the urban and rural road network?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

3. Are you connected to the Waitangi Water Supply?

Yes No

If yes:

How satisfied are you with the Water Supply?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

4. How satisfied are you with the library and the provision of grants?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

5. How satisfied are you with the existing library service?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

6. How satisfied are you with dog and animal control services?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

7. How satisfied are you with the Council's administration of navigation safety bylaws?

Very Satisfied Satisfied No Opinion Dissatisfied Very Dissatisfied

8. How prepared are you and feel that you know what to do in an emergency?

Very prepared Prepared No Opinion Not prepared Not well prepared

Any Comments (please continue over the page if necessary)

On behalf of the Chatham Islands Council, thank you for taking the time to complete this survey. Please put your completed survey in the reply-paid envelope and send back to us. We will then send them on to the Market Researcher who will analyse them. All information relating to your response will remain confidential.

If you would like to enter the draw, please complete the separate form with your name and contact details. These will be separated from your survey response on receipt. When completed, please place both in the reply-paid envelope and post or alternately drop off at the Council Office.

Closes: Friday 7th August

2015

Be in the draw to win one of five \$100 petrol or diesel vouchers.

Name:

Contact phone:

**Closes: Friday 7th August 2015
Please send with your survey.**

Annual Report Survey 2014/15
Chatham Islands Council
PO Box 24
Chatham Islands 8942



chatham islands council

Be in the draw to win one of five \$100 petrol or diesel vouchers.

Name:

Contact phone:

**Closes: Friday 7th August 2015
Please send with your survey.**

Annual Report Survey 2014/2015
Chatham Islands Council
PO Box 24
Chatham Islands 8942



chatham islands council

Be in the draw to win one of five \$100 petrol or diesel vouchers.

Name:

Contact phone:

**Closes: Friday 7th August 2015
Please send with your survey.**