



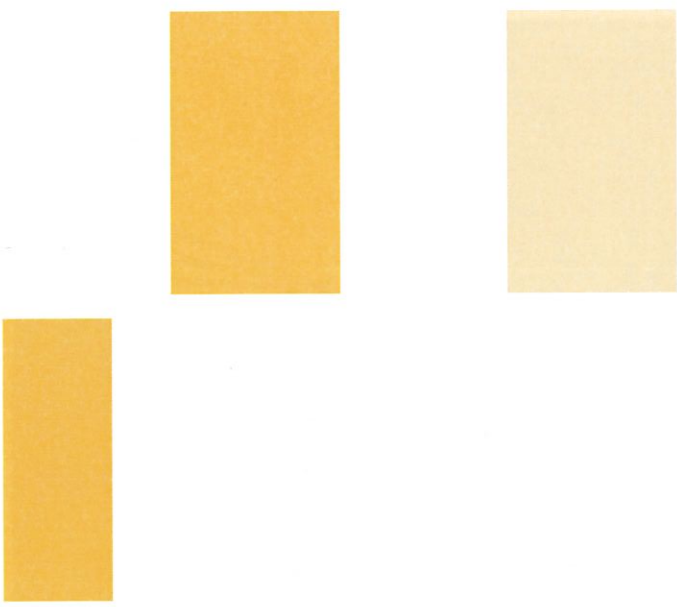
Kaikōura District Council

SIL Research | Resident Satisfaction Survey

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EXECUTIVE SUMMARY

Each year the Kaikōura District Council uses a survey of residents and community members to gather feedback about Council-provided services and facilities.

This research report measures Kaikōura resident satisfaction levels with Council service delivery performance, the region's sustainability, and post-earthquake re-development and re-build.

Research was conducted between 19 November 2018 and 28 January 2019. A total of n=313 responses were used in the final analysis.

The main findings were as follows:

1. Overall, 48% of Community members were satisfied with Council performance (similar to 2018 results).

Maintain the quality of Council's services and continue post-quake repairs

"Hard to see visually where the EQ money has been spent"

"Some frustration over bridge repair. Hawthorn Rd and the slow pace progress. Slow decision-making progress on pool development."

2. In 2019, the top five rated services provided by Council were the Public Library, Sewerage system, Animal control, Playgrounds and Council communications.
3. Council communications, Stormwater system and Animal control showed the biggest overall improvement over the 2017-2018 results.
4. Four areas presented the greatest opportunity to improve overall satisfaction with Council: *Resource consents and inspections, Building consents, Community facilities repair programme and Rural roads.*
5. Around 4-in-10 Community members provided positive ratings in relation to Council's general performance in 2019.
6. Around two-thirds of Community members agreed that quality of life has been improving in the District (64%).
7. Feedback from the community highlighted the need for Council's attention to roads, footpaths, weed control, general maintenance, and swimming pools.
8. In 2019, more Community members believed Kaikōura has a positive future.
9. Community members' acknowledgement of conservation activities and improvements contribution was consistent with the two previous years.
10. In 2019, fewer Community members stated their property still required some work (53%) and more Community members had found a contractor to undertake their work (69%).

Improve work around consents and compliance

"Council infrastructure appears to be hindering rather than assisting local businesses with unrealistic compliance requirements."

"Problems with the building department: permits slow, inspector problems"

Work on roads, footpaths, weed control and general maintenance

"Footpaths and roads need repairing. General maintenance is needed on street fronts eg. weeds, grass mowed, trees cut back"

"Tidy up the town. Maintain Gardens in town. Clean and seal town footpaths"



METHODOLOGY

BACKGROUND AND OBJECTIVES

Each year the Kaikōura District Council (KDC) uses a survey of residents and community members to gather feedback about Council-provided services and facilities.

This research measures Kaikōura resident satisfaction levels with Council service delivery performance, the region's sustainability, and post-earthquake re-development and re-build.

QUESTIONNAIRE AND PROJECT SPECIFICS

In 2018, SIL Research together with KDC developed a revised Resident Survey questionnaire. Initial drafting of the survey was based on research previously carried out by KDC in 2013-2017 years.

This survey, with further adjustments, was repeated in 2018-2019. The survey included new questions about overall life in Kaikōura, rubbish and recycling, residential housing and additional Council's services.

The timing of this Resident Survey was changed to summer so that the results reflect perceptions at peak pressure times and could be used in developing Council's draft annual plan.

Previous years surveys were conducted over autumn or winter periods. The change in timing

was expected to generate significant changes in some satisfaction levels.

DATA COLLECTION

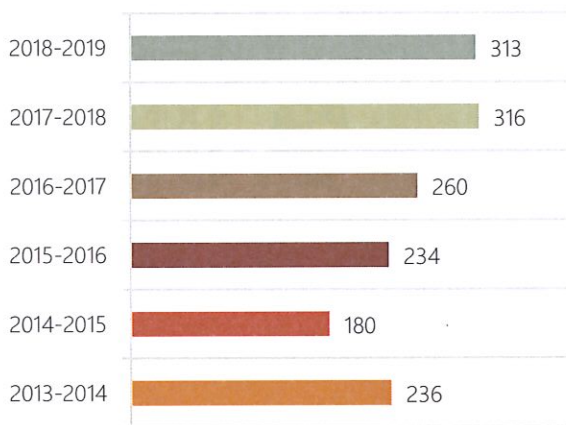
Research was conducted between 19 November 2018 and 28 January 2019. SIL Research used a mixed methods approach (paper, online, social) to collect surveys across Kaikōura District Community members. To the best of Council's ability, a hard copy of the survey was sent to all properties in Kaikōura and all property owners (including those outside Kaikōura). This was to allow both residents and Community members to have their say.

DATA ANALYSIS

Data was weighted to reflect area gender and age group proportions as per Statistics New Zealand's 2013 Census.

A sample size of $n=313$ across 3,687 residents aged 18 years and over in the Kaikōura District Council area allows for a 95% confidence level +/- 4.2-5.3%. The survey sample is consistent with the previous year's survey.

Figure 1 Annual participation numbers



NOTES ON REPORTING

Where applicable, the 2019 results were compared to previous years' data. This comparative data is indicative only; methods by which the data was collected (including different scales) differ significantly across years.

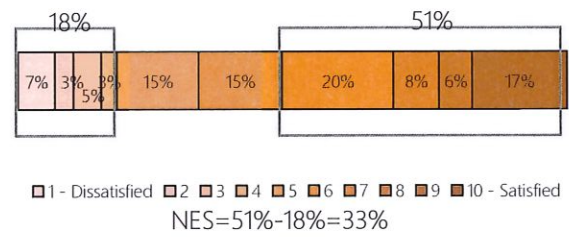
Due to rounding, figures may not add up to 100%.

The term 'Community members' has been used to represent respondents who participated in the survey.

The final analysis excluded 'Don't know', 'No opinion' and 'Haven't used in the past 12 months' responses.

The results from 2013-2017 surveys presented in this report may vary from the original data due to different statistical methods used in the analysis.

Net Emotional Score or NES shows the difference between positive emotions and negative emotions associated with Council services. It is calculated by subtracting the percentage of negative ratings from positive ratings.



This calculation was included to enable direct comparison of results between 2017-18 and 2018-19 survey years.

BENCHMARKING

SIL Research conducts a representative National survey of Councils* to establish a series of benchmarks across a range of Council services.

This allows the Kaikōura District Council to compare their survey results against a National average.

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=600 responses collected during winter 2018 and summer 2019.

The data was collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

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

*Excludes Auckland, Wellington, Christchurch and Dunedin

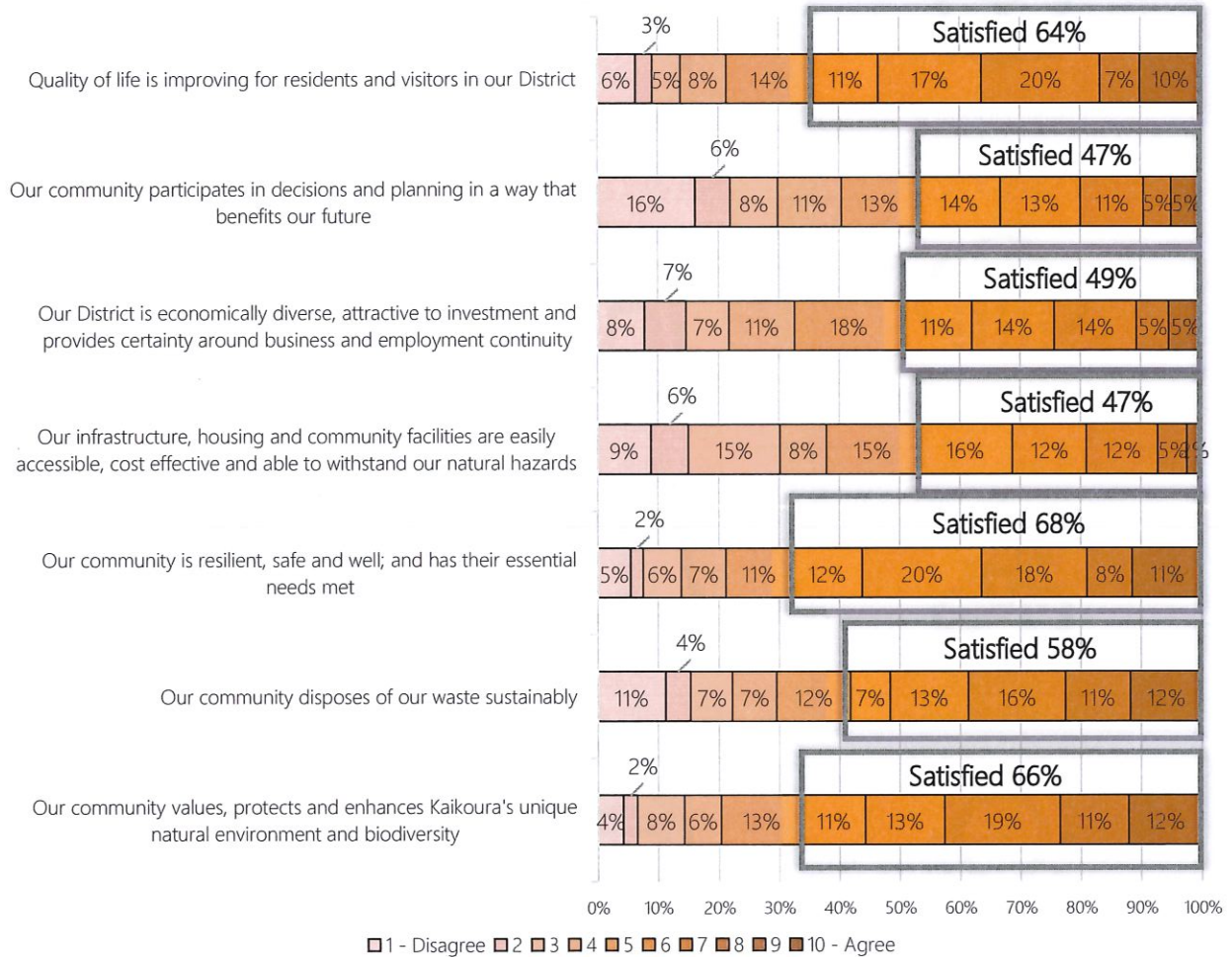
In 2019, ratings scales were updated from the historical 1-5 scale to a 1-10 scale which provides more options for Community members to express their views and allows for a direct comparison with SIL's New Zealand Benchmarking Survey average. Satisfaction percentages presented in this report aggregated 6-10 ratings (on a 1-10 scale). This differs from previous years. The recalibrated results comparison can be found in the Appendix on p.34

Benchmark Satisfaction at a glance

 <p>Public Libraries</p> <p>KDC 2019: 93%/8.6</p> <p>NZB 2019: 81%/7.5</p>	 <p>Water quality and supply</p> <p>KDC 2019: 66%/6.5</p> <p>NZB 2019: 63%/6.3</p>	 <p>Car parking</p> <p>KDC 2019: 55%/5.5</p> <p>NZB 2019: 52%/5.7</p>
 <p>Stormwater drainage</p> <p>KDC 2019: 68%/6.7</p> <p>NZB 2019: 51%/5.5</p>	 <p>Animal control</p> <p>KDC 2019: 74%/6.9</p> <p>NZB 2019: 59%/6.2</p>	 <p>Resource & Building consent</p> <p>KDC 2019: 34%/34%/4.3/4.2</p> <p>NZB 2019: 43%/45%/5.4/5.5</p>
 <p>Cycleways</p> <p>KDC 2019: 59%/6.2</p> <p>NZB 2019: 60%/6.2</p>	 <p>Roads</p> <p>KDC 2019: 44%/5.0</p> <p>NZB 2019: 42%/5.1</p>	 <p>Footpaths</p> <p>KDC 2019: 43%/4.9</p> <p>NZB 2019: 54%/5.7</p>
 <p>Street lights</p> <p>KDC 2019: 72%/6.9</p> <p>NZB 2019: 65%/6.6</p>	 <p>Sewerage</p> <p>KDC 2019: 75%/7.1</p> <p>NZB 2019: 61%/6.4</p>	 <p>Resource Recovery Centre & Waste Management</p> <p>KDC 2019: 69%/65%/6.8/6.5</p> <p>NZB 2019: 54%/56%/6.0/5.8</p>
 <p>Cemeteries</p> <p>KDC 2019: 61%/6.4</p> <p>NZB 2019: 71%/6.9</p>	 <p>Public toilets</p> <p>KDC 2019: 67%/6.4</p> <p>NZB 2019: 57%/6.0</p>	 <p>Overall satisfaction</p> <p>KDC 2019: 48%/5.2</p> <p>NZB 2019: 54%/5.7</p>

LIFE IN KAIKŌURA

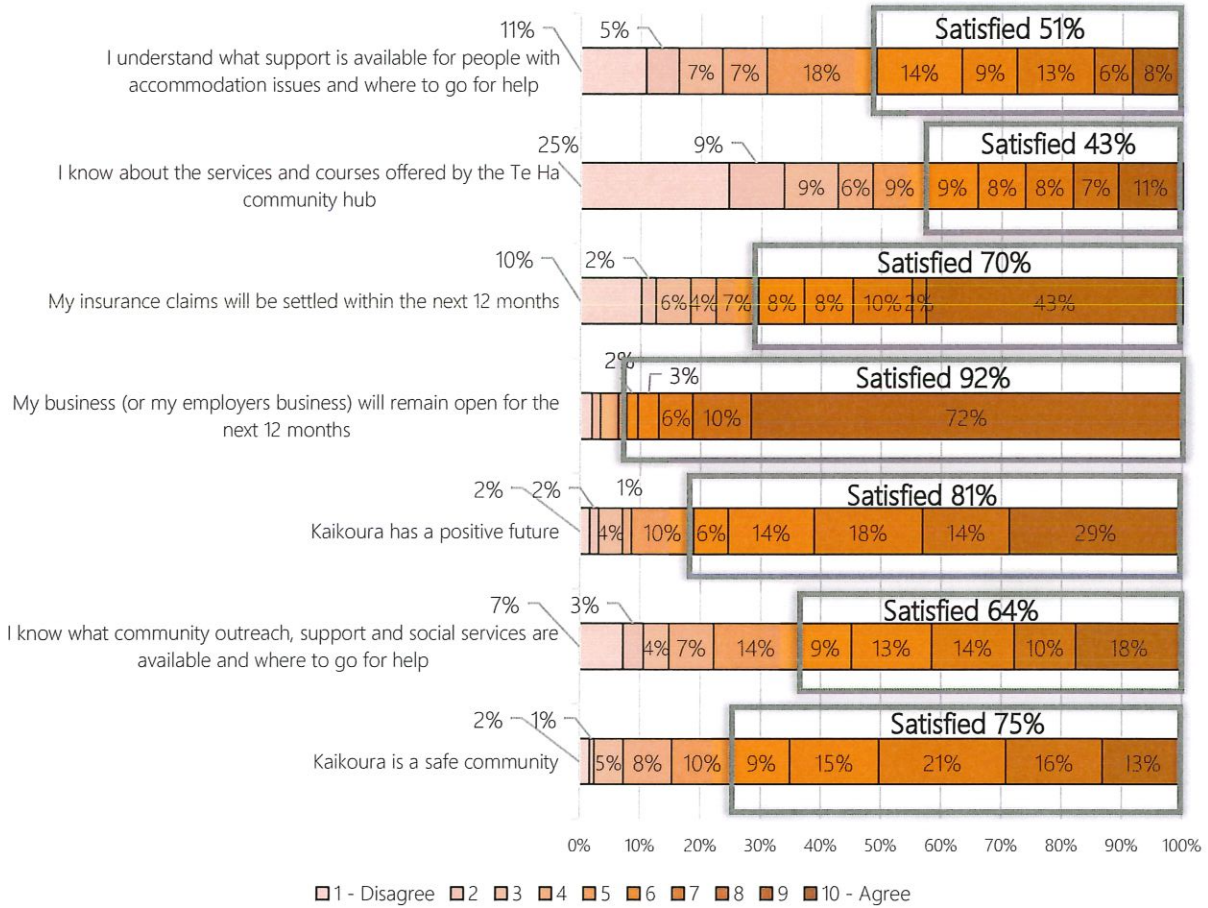
Life, safety and sustainability



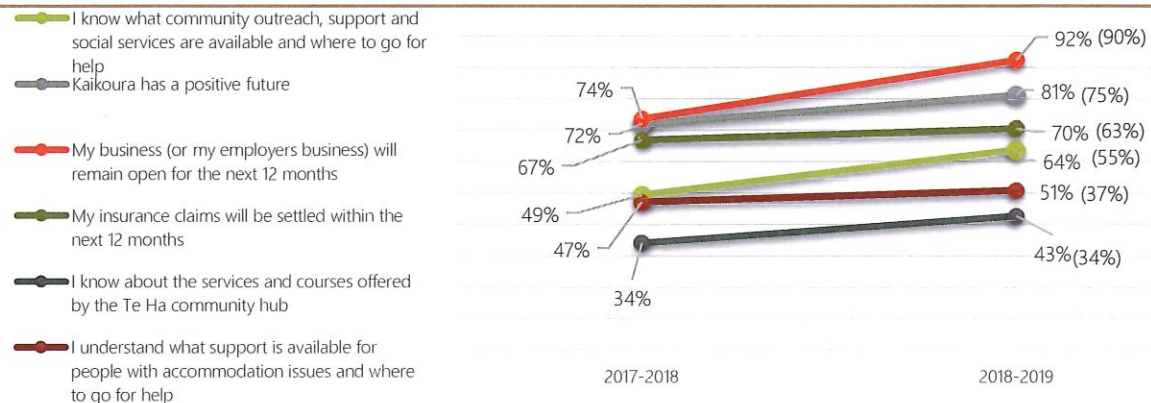
- In 2018-2019, community members were asked to rate their agreement with overall life, safety and sustainability in the Kaikōura District.
- Around two-thirds of community members agreed the Kaikōura community is resilient, safe and well (68%) and that it values, protects and enhances the unique natural environment (66%).
- At the same time, fewer members agreed with the community's participation in decisions and planning; 40% of community members provided negative ratings from 1 to 4.

LIFE IN KAIKŌURA

Business, confidence and support



- In 2018-2019, more community members believed Kaikōura had a positive future.
- 9-in-10 community members agreed their business would survive and remain open in the next 12 months.
- Half of Kaikōura community members (49%) didn't know about the services and courses offered by the Te Hā community hub.
- In 2018-2019, more community members stated they were aware of available community outreach, support and social services.



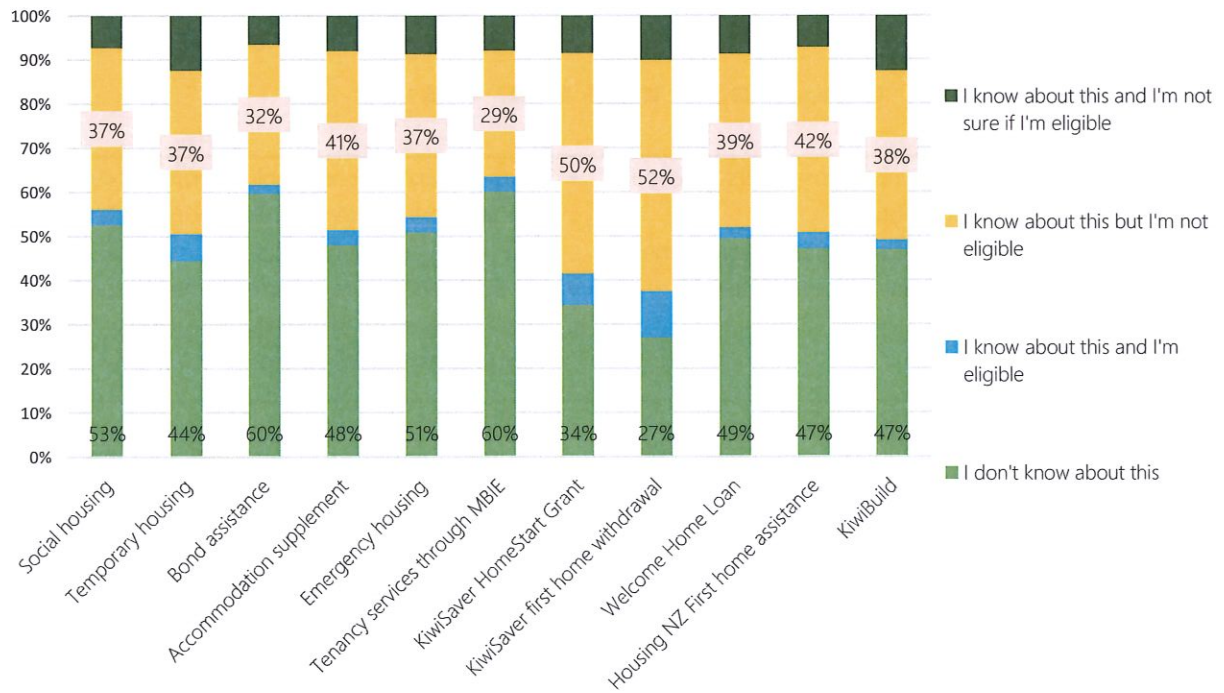
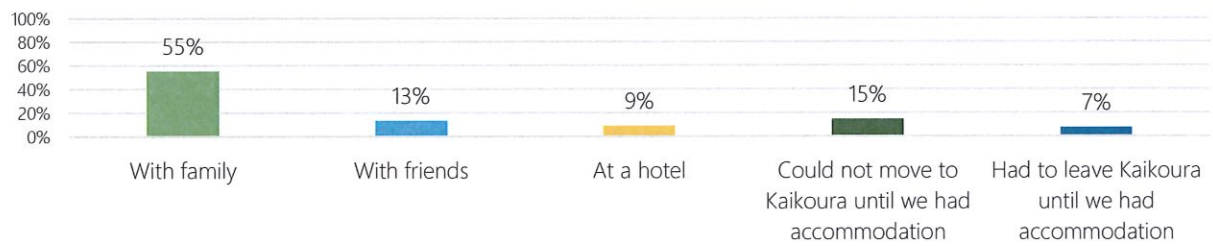
LIFE IN KAIKŌURA

Residential housing

- 6% of community members found it difficult to secure appropriate housing.
- More than half of all community members (55%) who had to move out of their property stayed with their family.
- There were more community members who either didn't know about housing services available or were not eligible.
- The highest awareness was related to the **KiwiSaver first home** or **HomeStart Grant**.



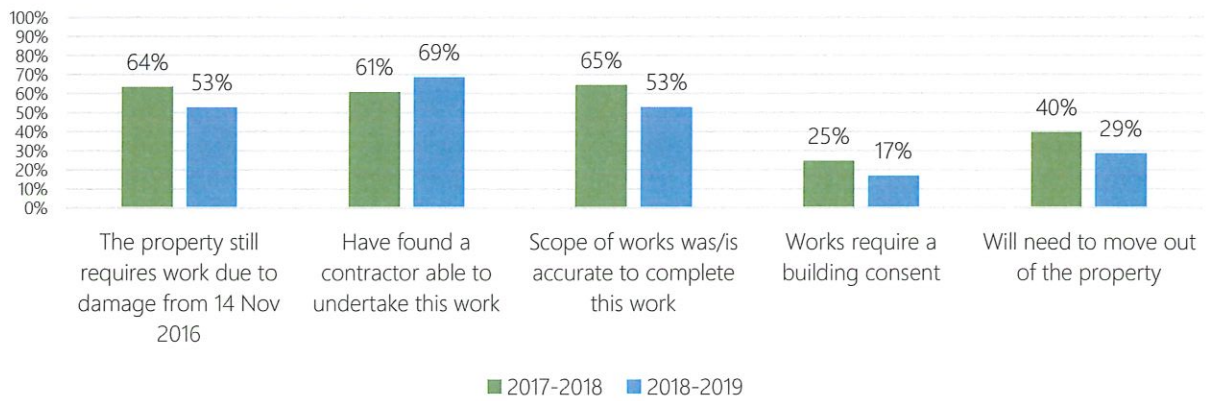
Where did you stay while looking for suitable accommodation?



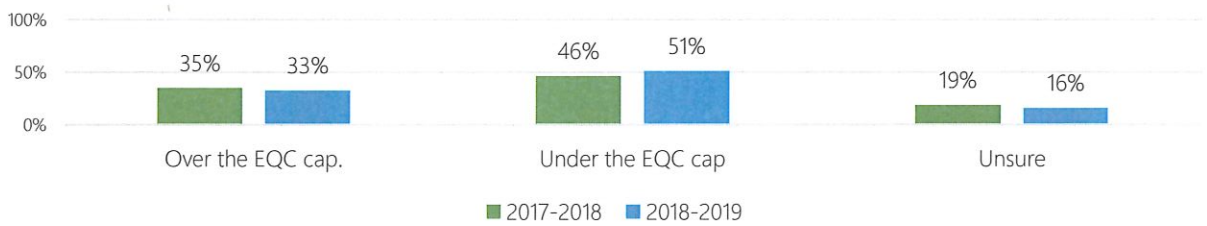
LIFE IN KAIKŌURA

Housing repair works

- In 2018-2019, fewer community members stated their property still required some work (53%) and more community members had found a contractor to undertake their work (69%).
- 53% of community members agreed their scope of work was or is accurate.
- 17% of community members stated their building work required, or would require, a building consent.
- 29% of community members stated they would need to move out of their property to undertake the repairs.
- 40% of community members were still unsure when they would expect to begin their repair work (similar to 2017-2018).



If you are the property owner, was/is your residential building claim...



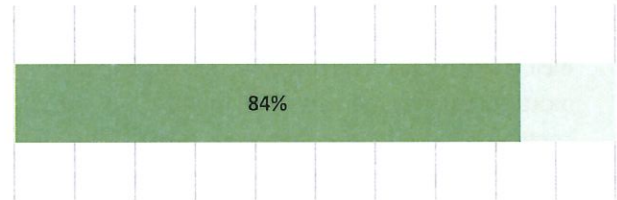
When are you expecting to begin the repair work?



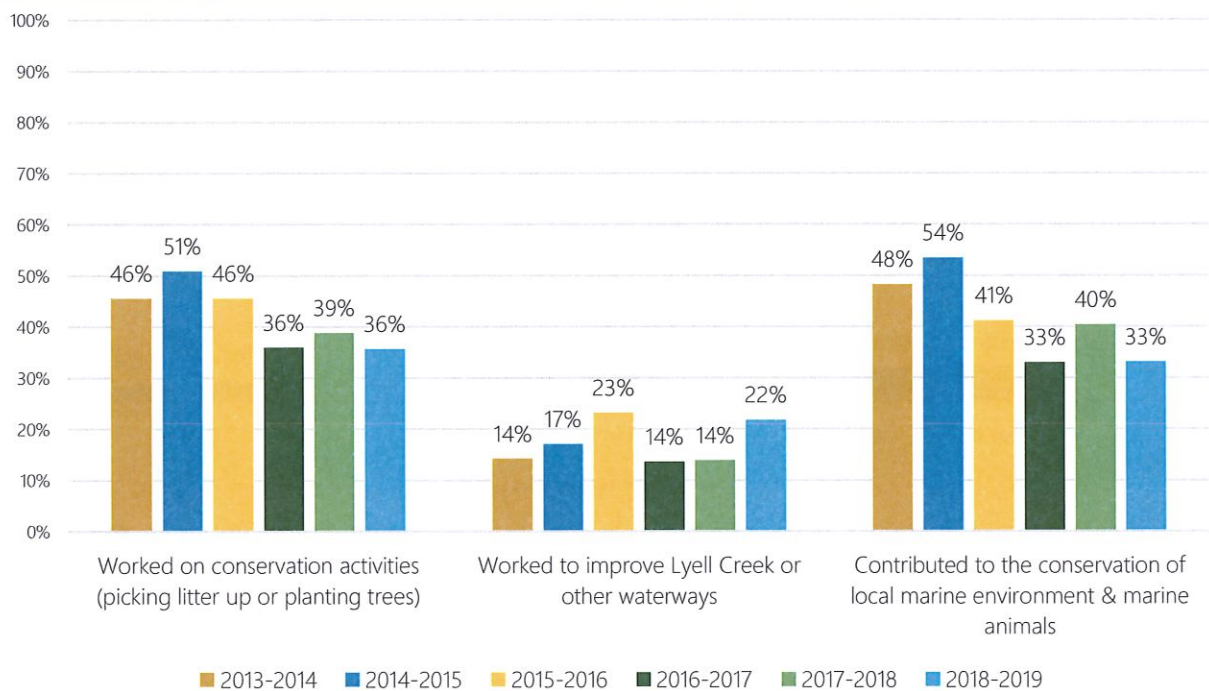
COMMUNITY MEMBERS AND THE ENVIRONMENT

Conservation activities and improvements

Do you believe there are enough opportunities to volunteer for community groups and/or participate in conservation activities in Kaikoura?

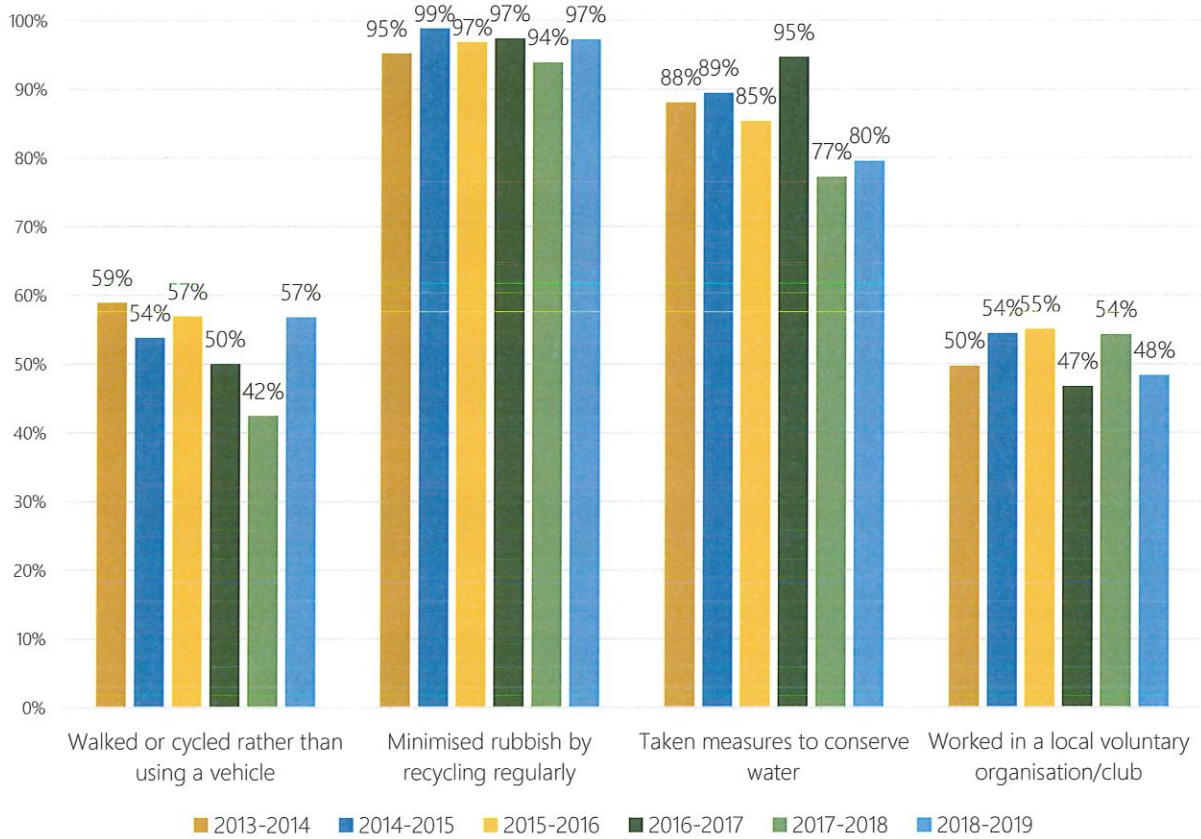


- Around 8-in-10 community members believed there are enough opportunities to volunteer for community groups in conservation activities in Kaikōura (84%).
- Community members' acknowledgement of conservation activities and improvement contributions was consistent with the previous two years.
- 36% of community members stated they had worked on conservation activities.
- One-third of community members stated they had contributed to the conservation of local marine environment and marine animals (33%).
- 22% of community members stated they had worked to improve Lyell Creek or other waterways (slightly more compared to 2018).



COMMUNITY MEMBERS AND THE ENVIRONMENT

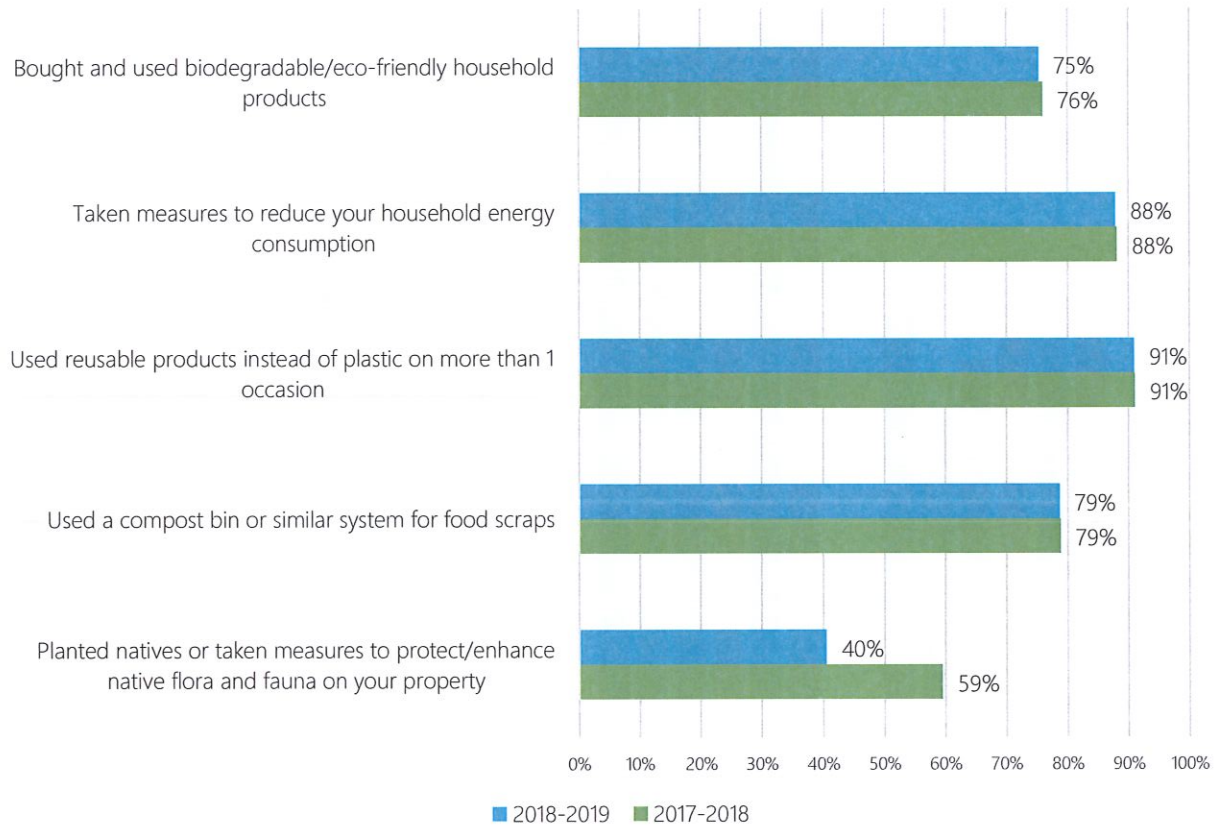
Water conservation, minimisation of rubbish, vehicle usage and volunteering work



- More community members (57%) walked or cycled rather than using a vehicle in 2019 compared to 2018.
- 80% of community members said they had taken measures to conserve water. This result was consistent with the 2018 findings.
- Just under half of community members (48%) stated they had worked in a local voluntary organisation.
- The majority of Kaikōura community members acknowledged having minimised rubbish by recycling regularly (97%).

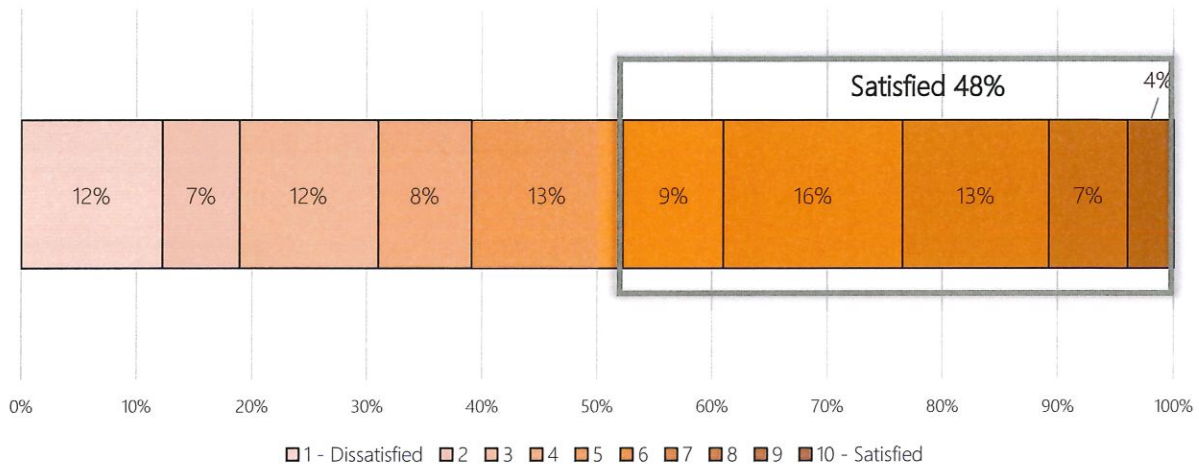
COMMUNITY MEMBERS AND THE ENVIRONMENT

Nature protection and energy consumption

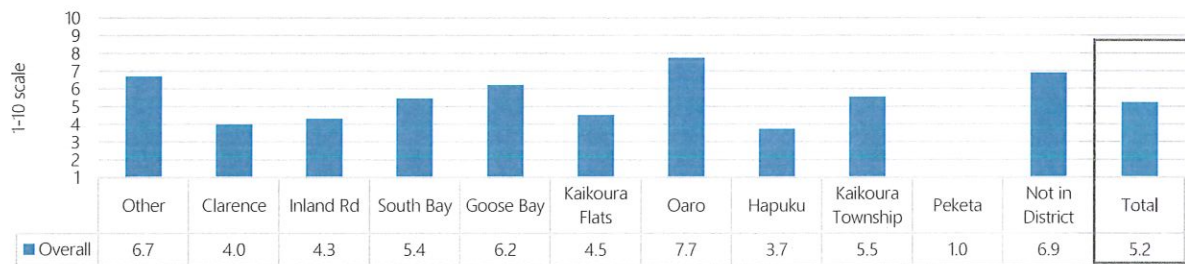


- 40% of community members said they had planted natives or taken measures to protect native flora and fauna on their property. This result declined compared to 2018 findings.
- In 2019, community members indicated taking measures towards nature protection and energy consumption; similar to 2018 results:
 - 75% of community members bought and used biodegradable/eco-friendly products;
 - 88% of community members took measures to reduce their energy consumption;
 - 91% of community members used reusable products;
 - 79% of community members used a compost bin or similar system.

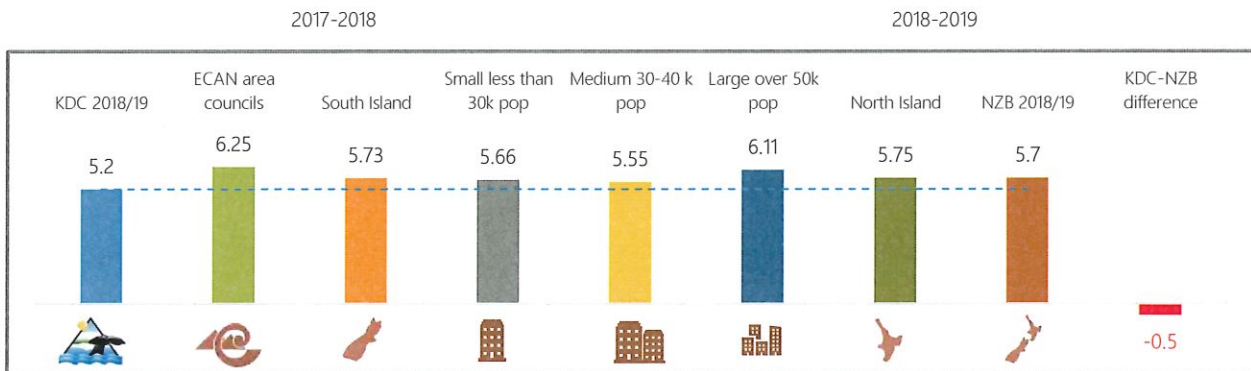
COUNCIL AT GLANCE



Overall satisfaction with Council services

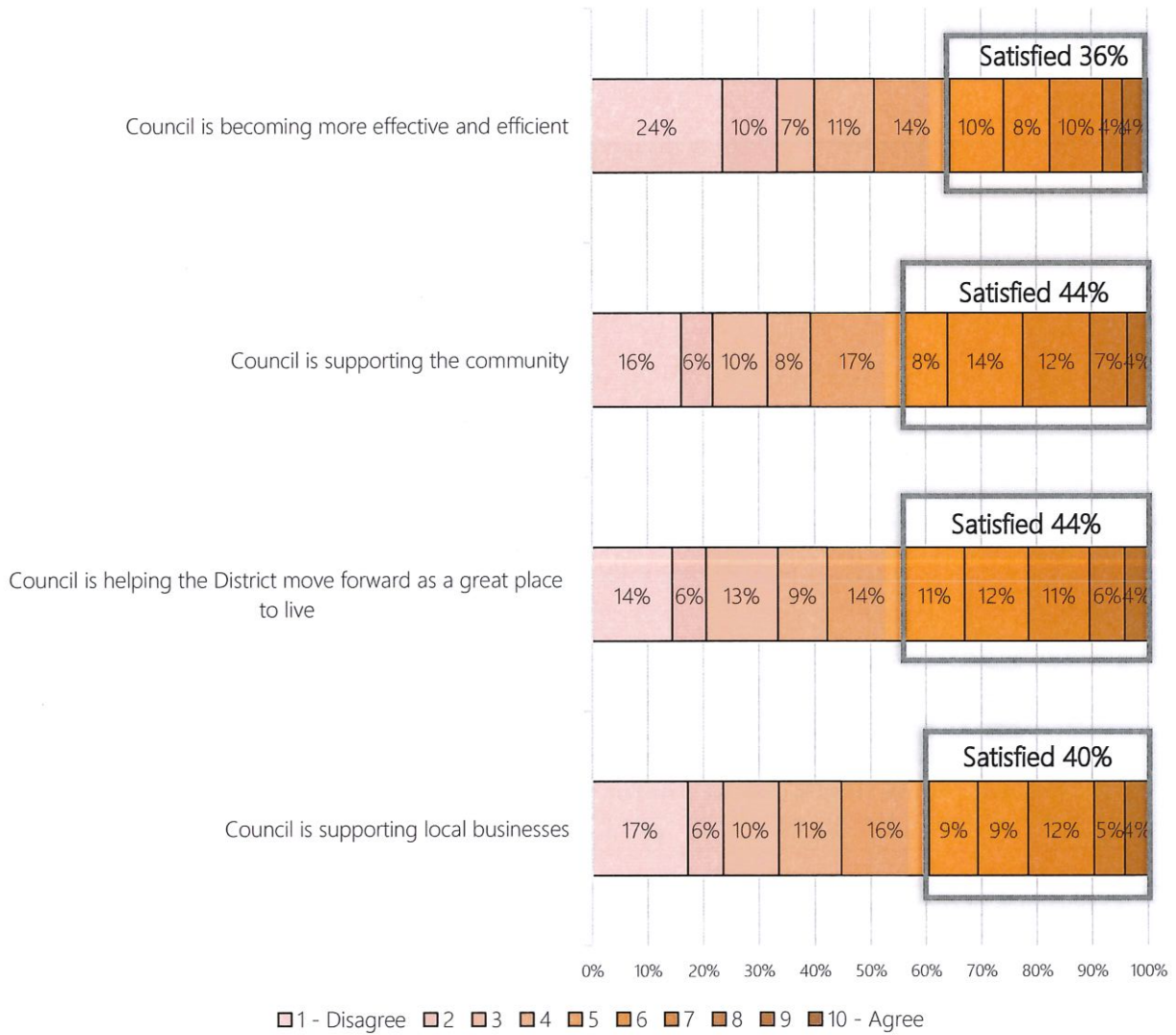


- Overall, 48% of community members were satisfied with Council performance (similar to 2018 results) providing ratings 6 and above.
- With statistical significance, younger community members aged 44 and under were the least satisfied group across almost all Council services.



"Overall I am satisfied with the service Council are providing. Bearing in mind things like footpaths, urban roading etc. can't be 100% until remedial work is completed."

GENERAL COUNCIL PERFORMANCE

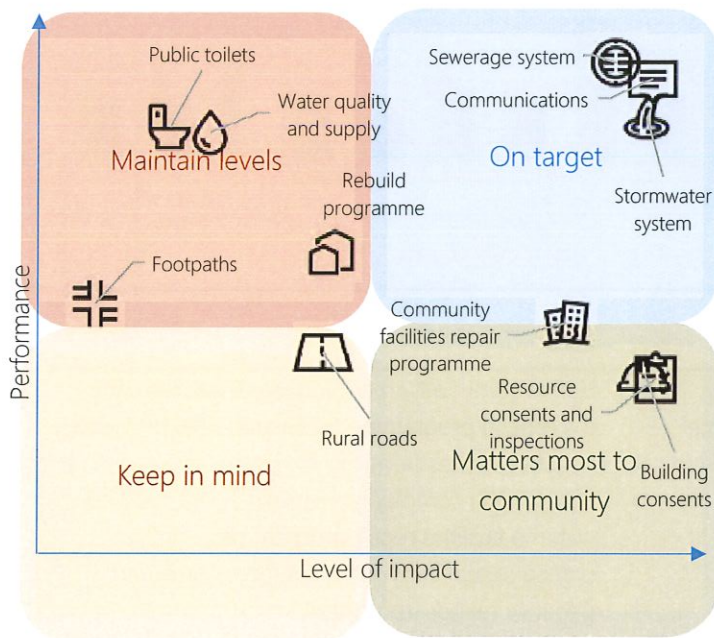


- Around 4-in-10 community members provided positive ratings in relation to general Council performance in 2018-2019.
- A greater percentage of community members *disagreed* with 'Council becoming more effective and efficient'.

IMPROVING OVERALL SATISFACTION

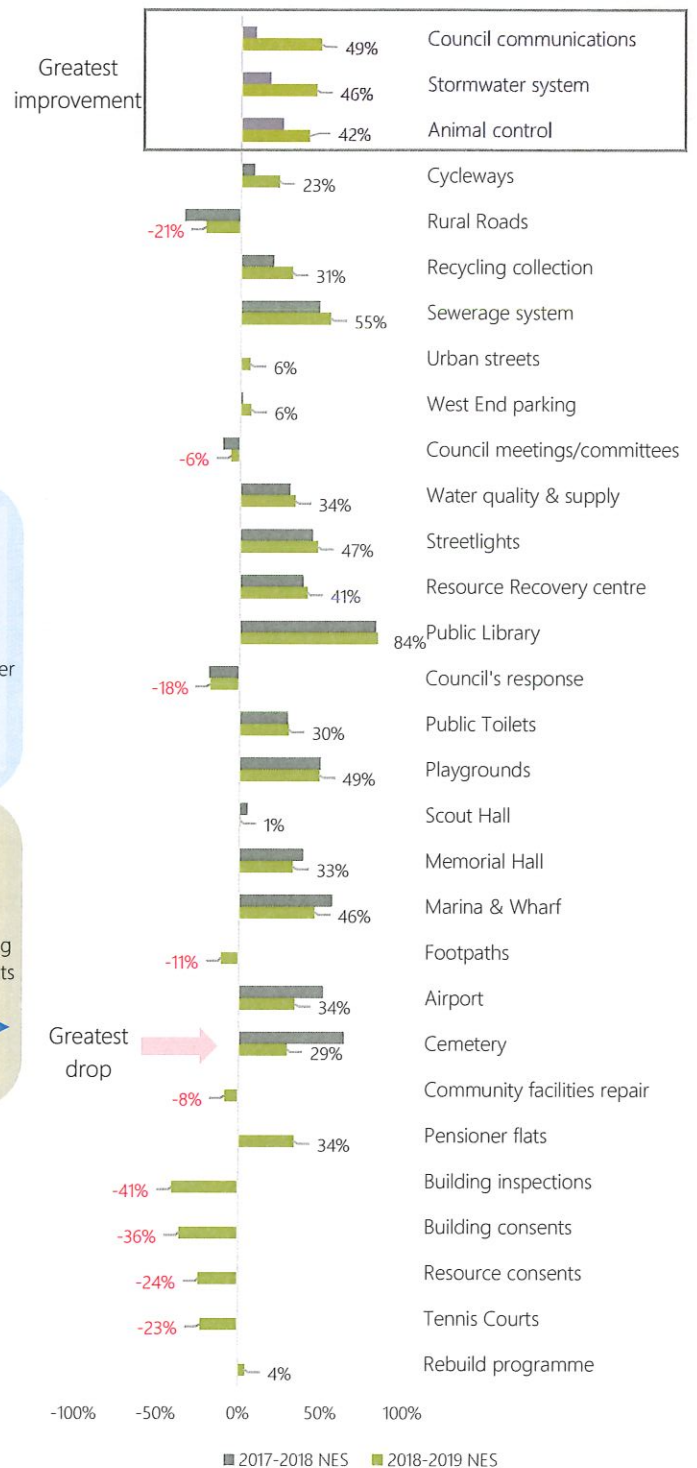
Four areas presented the greatest opportunity to improve overall satisfaction with Council: *Resource consents and inspections, Building consents, Community facilities repair programme and Rural roads*. Each Council service contributes to overall resident satisfaction. Across services, the level of impact each service has on overall satisfaction varies.

The eleven services with the highest level of impact have been allocated into four quadrants. Services with high levels of impact and lower performance scores (the green quadrant) represent the greatest potential to improve overall satisfaction.



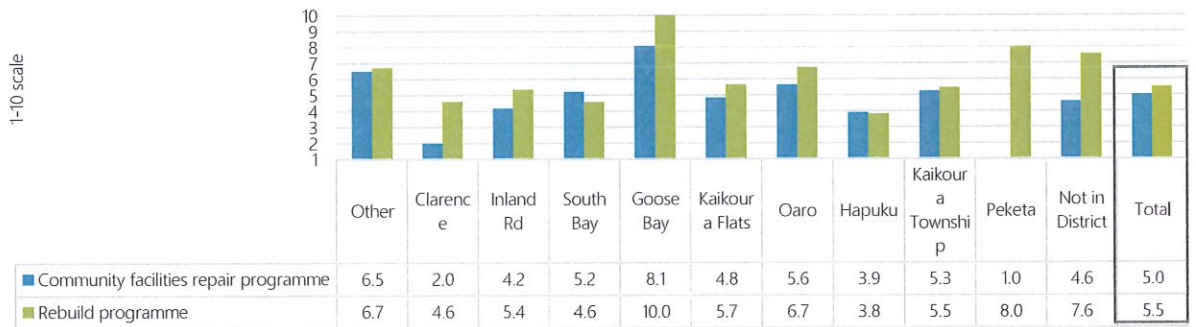
Based on Net Emotional Scores, current areas of main concern are **Building inspections and consents, Resource consents and inspections, Rebuild programme, Rural roads, Footpaths, Council's response to requests, Council meetings, Community facilities repair and Tennis courts**.

NET EMOTIONAL SCORE



REBUILD AND REPAIR

Rebuild programme, community facilities repair



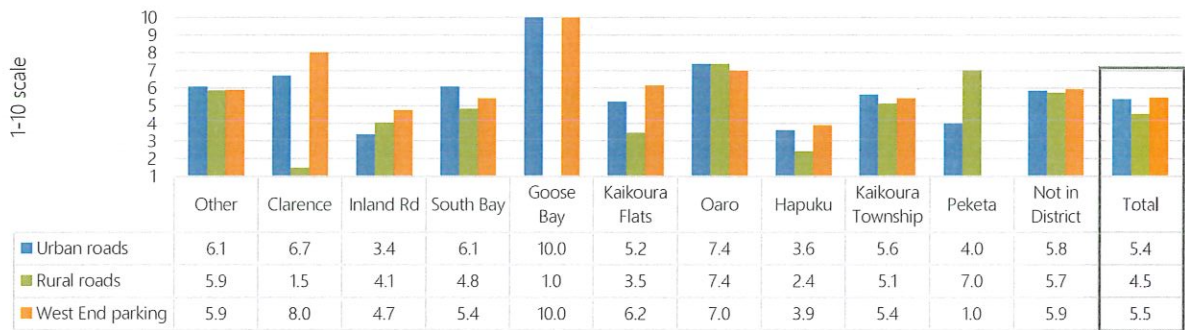
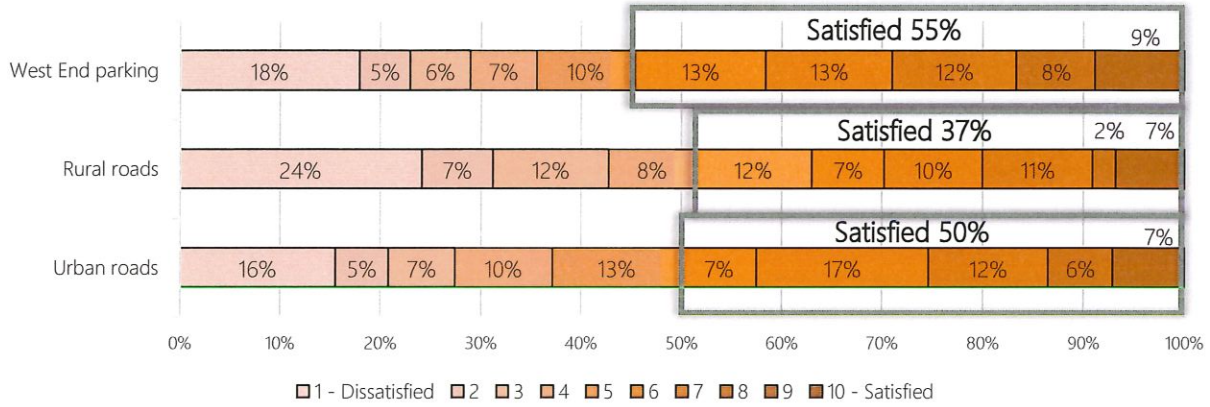
- In 2018-2019, community members were asked to rate the post-quake rebuild and repair programme in Kaikōura.
- Half of community members were satisfied with the **rebuild programme** (50%), and 38% provided negative ratings from 1 to 4.
- Fewer (41%) community members were satisfied with the **facilities repair programme**; a similar percentage of community members provided negative ratings from 1 to 4.

"Hard to see visually where the EQ money has been spent"

"Fix the Hawthorne Rd - bridge - the fact it will take close to 3 years to repair a bridge is a disgrace"

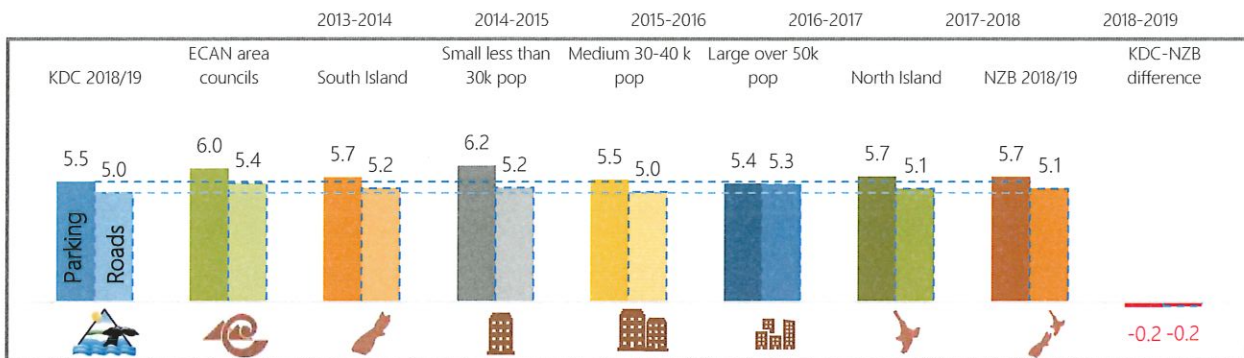
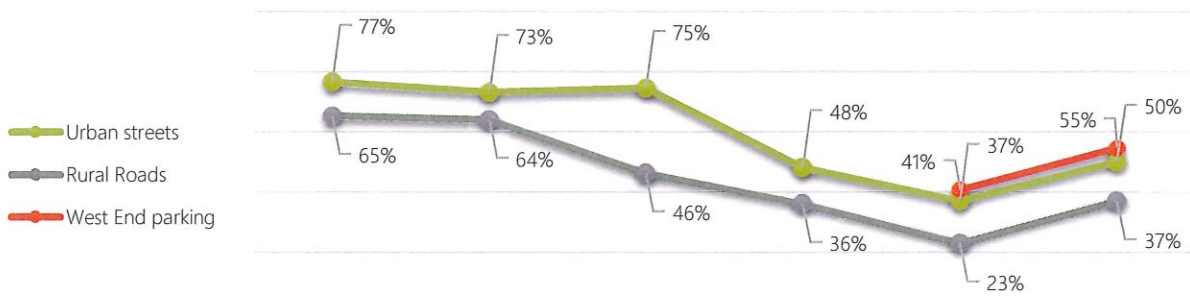
SATISFACTION WITH ASSET MANAGEMENT

Urban roads, rural roads, parking



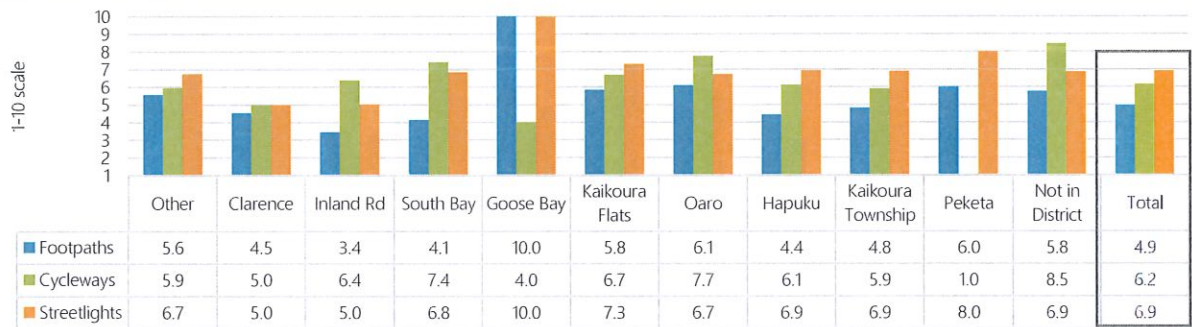
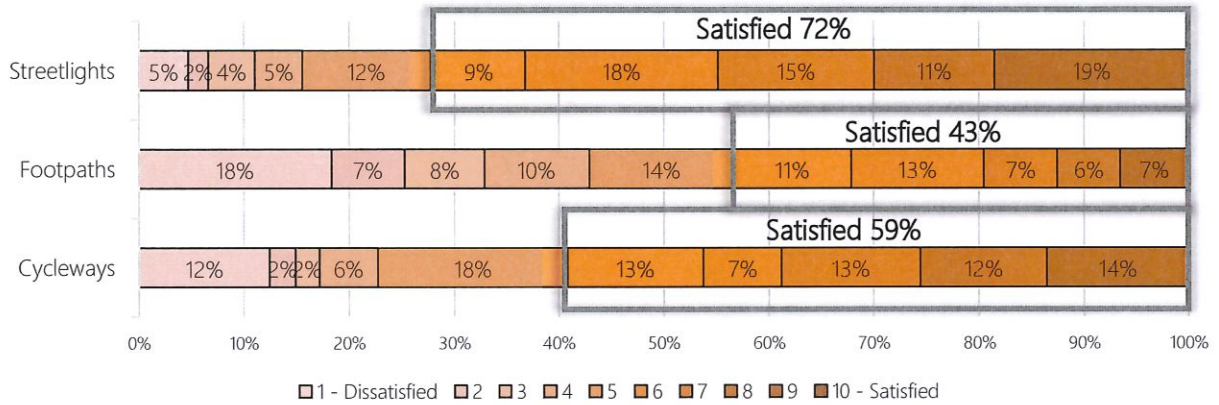
- Overall satisfaction with roads showed an improvement consistent with the post-quake recovery. Satisfaction with West End Parking was similar to the previous year.

"A 10-minute car park by postal services would help locals who only want to buy stamps & post letters. The disability parking space is very helpful."
"Rural roads are shocking and therefore dangerous."



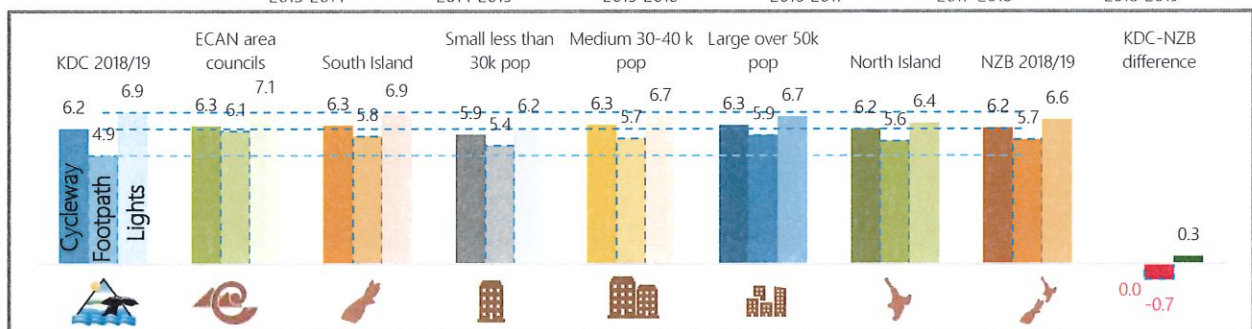
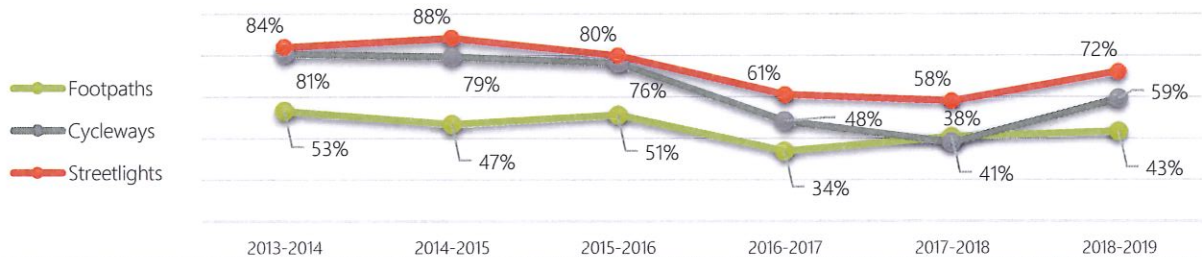
SATISFACTION WITH ASSET MANAGEMENT

Cycleways, footpaths and streetlights



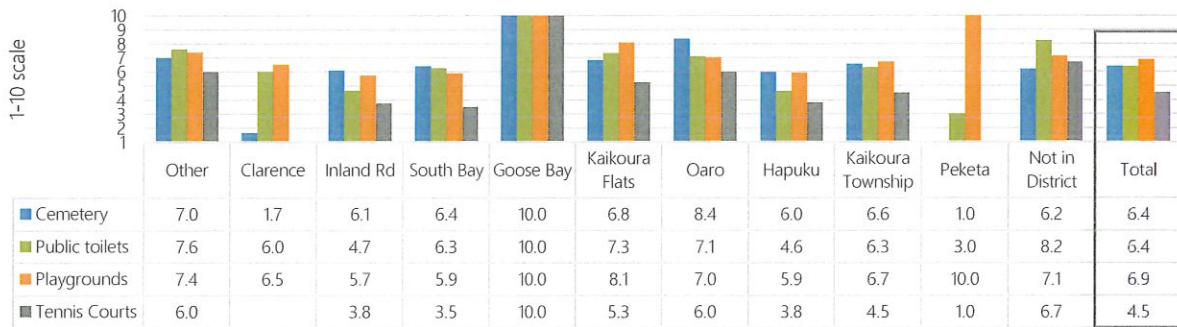
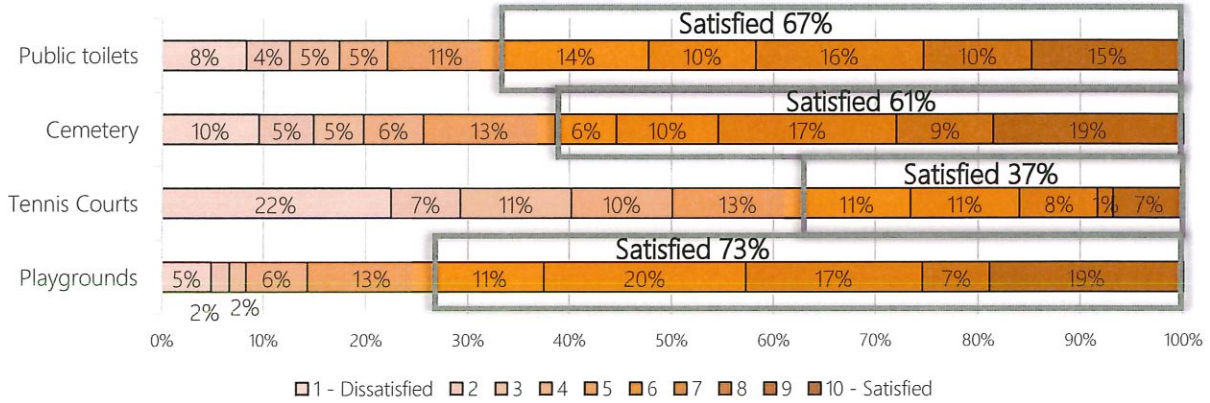
- In 2018-2019, 59% of community members were satisfied with Cycleways (on par with the NZB average) and 72% were satisfied with Streetlights (slightly above the NZB average).
- There were fewer ratepayers satisfied with Footpaths (43%). Satisfaction with Footpaths has continued to be low over the past three years.

"Start fixing footpaths and roads around the whole district [...]"
"I marked street lights with a lower number as I feel there are too many - verging on light pollution in some cases."

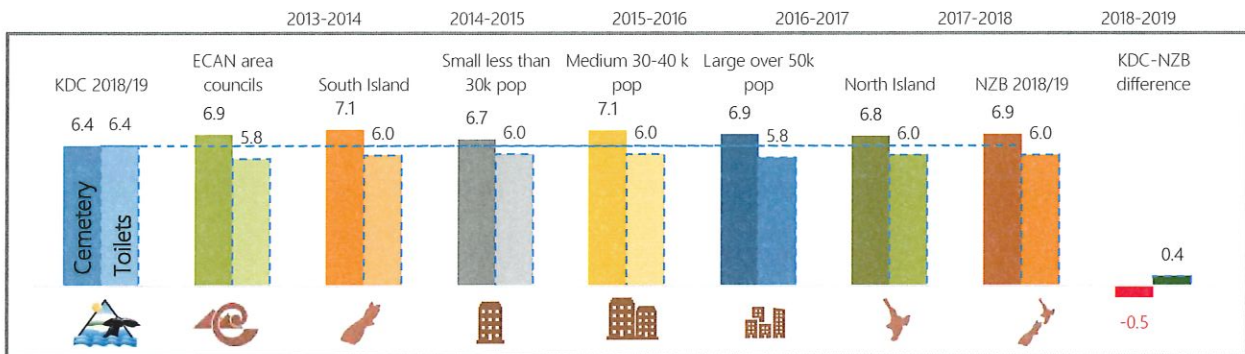
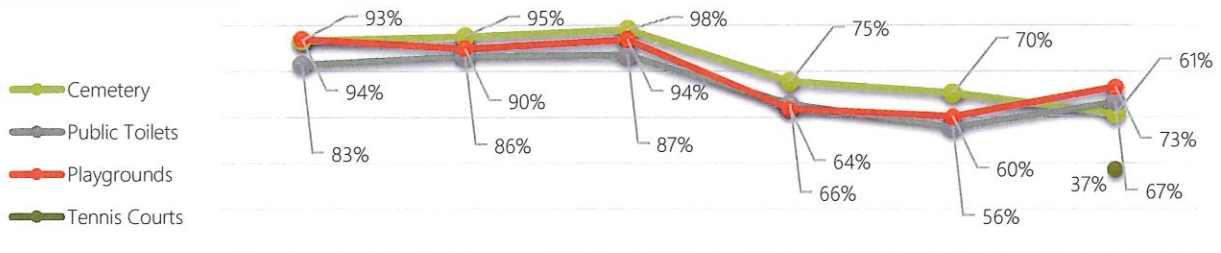


SATISFACTION WITH ASSET MANAGEMENT

Playgrounds, Tennis courts, cemetery and public toilets

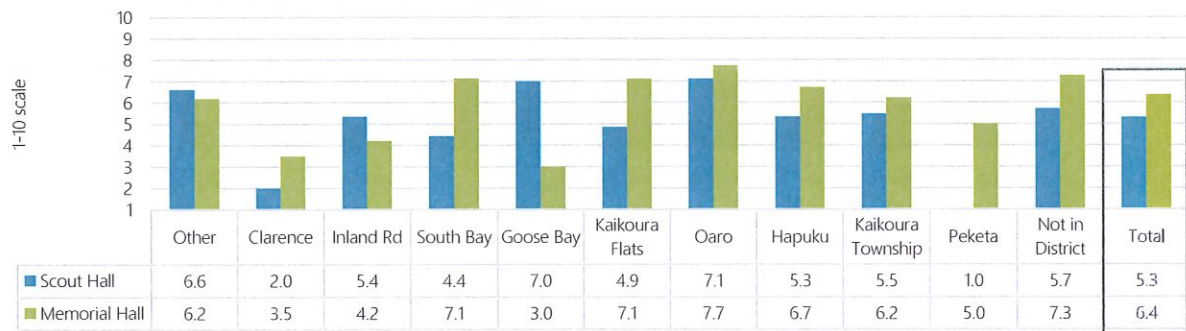
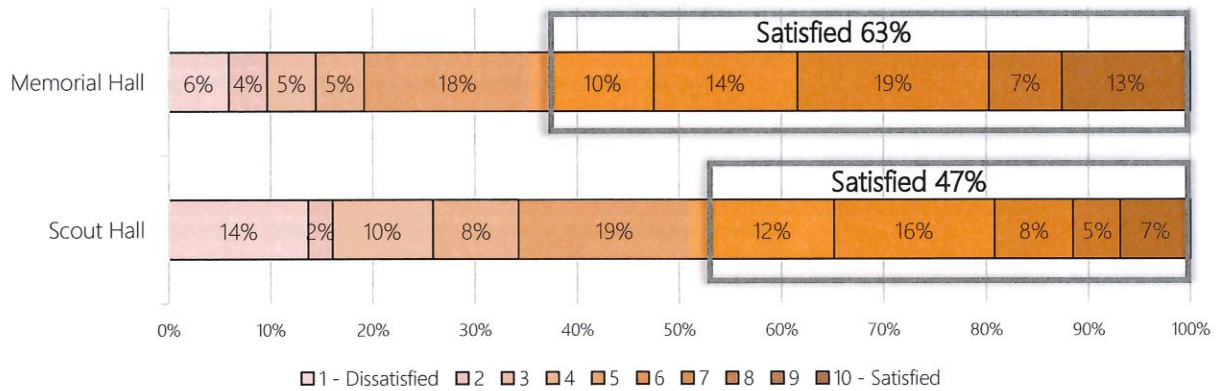


- Satisfaction with Cemeteries has declined over time. *"We would love to see the Cemetery have old graves restored, it could be beautiful. No excuse for overflowing rubbish etc."*
- There was a good level of satisfaction with other public assets like Playgrounds and Toilets.
- In 2018-2019, community members were asked to rate Council's provision of Tennis Courts; 37% of community members were satisfied with Tennis Courts. However, more than half of them (56%) had no opinion or didn't use them. *"Tennis courts in township taking a long time to repair"*



SATISFACTION WITH ASSET MANAGEMENT

Memorial Hall and Scout Hall



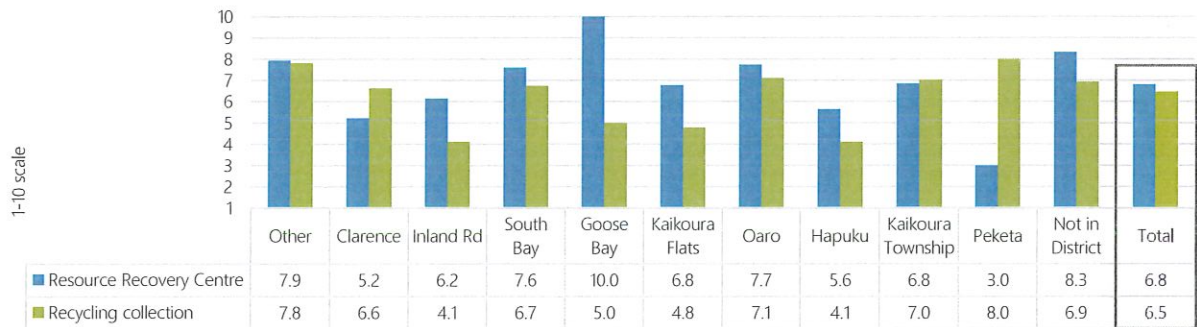
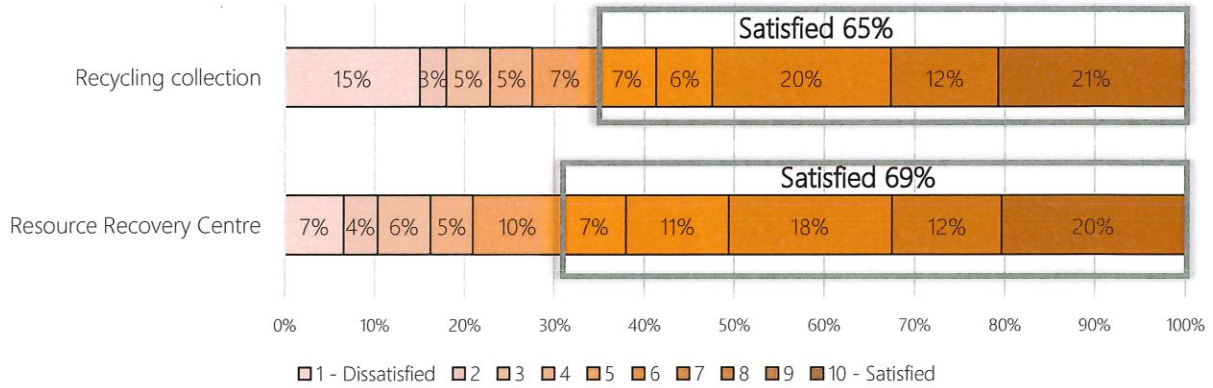
- In 2019, there were more community members satisfied with the Memorial Hall (63%) than with the Scout Hall (47%), however both hall ratings improved over the previous year.



"If the Council claims the Scout Hall then money should be put into it to make it more up to date."

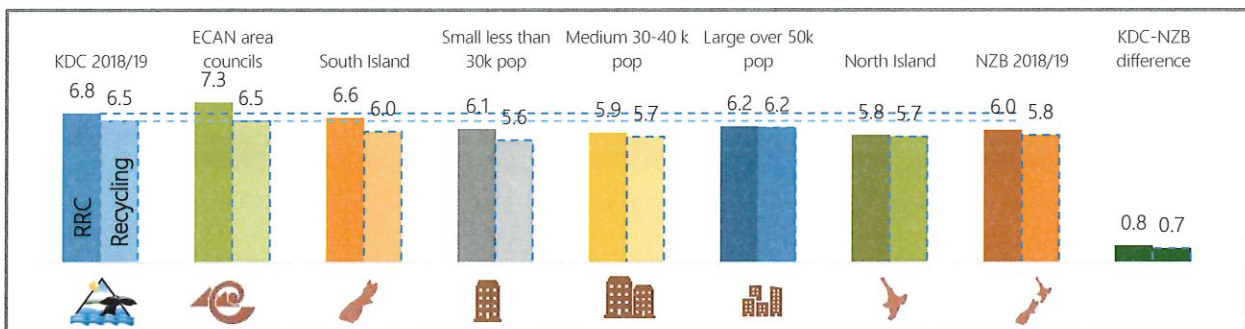
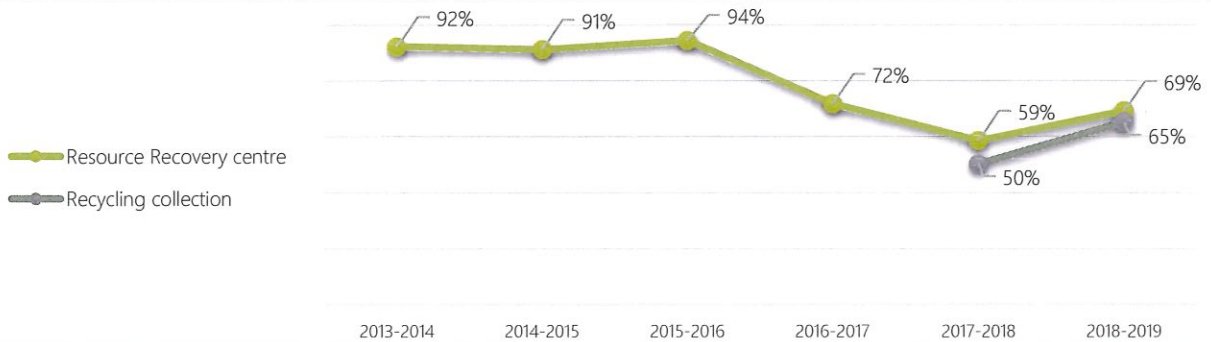
SATISFACTION WITH ASSET MANAGEMENT

Resource Recovery Centre, rubbish and recycling



- Around two-thirds of community members were satisfied with Recycling collection and the Resource Recovery Centre.
- Satisfaction with Recycling collection and the Resource Recovery Centre increased in 2018-2019 and was slightly higher than the NZB average.

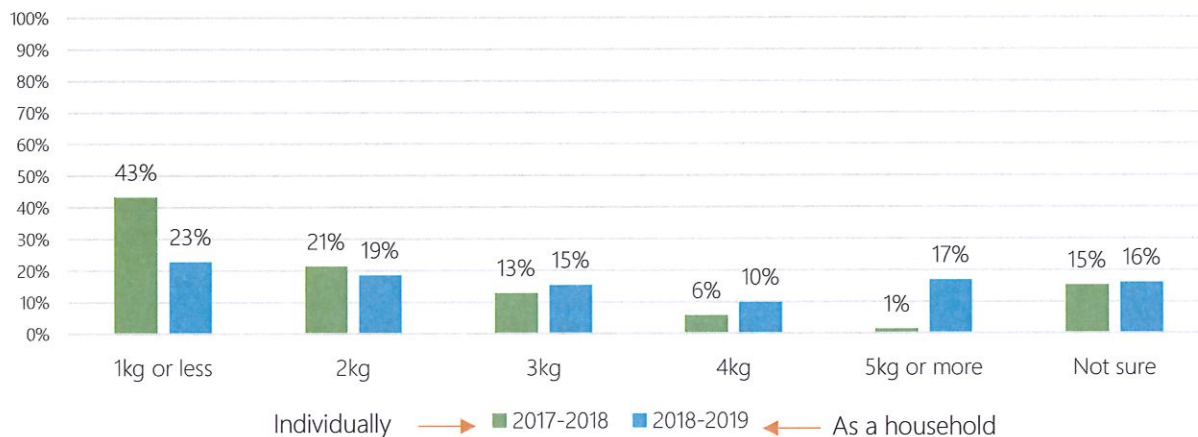
"We need more rubbish bins (recycling) in public places with more visible information about our community rubbish money."



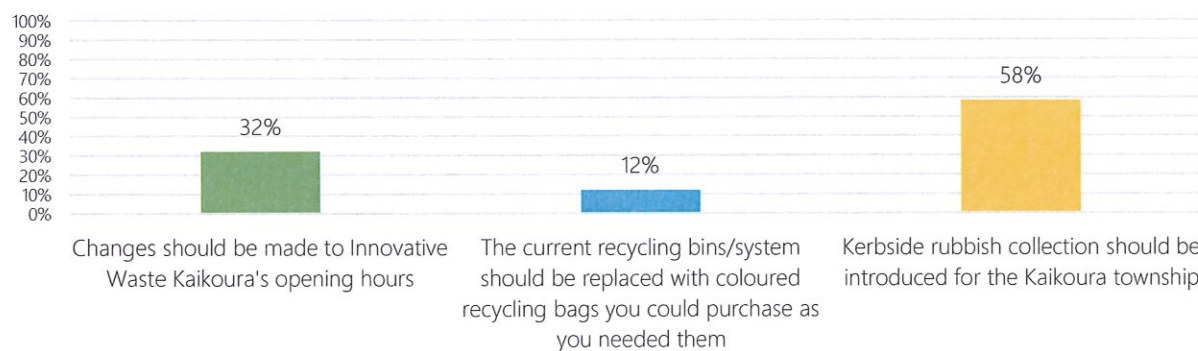
SATISFACTION WITH ASSET MANAGEMENT

Rubbish and recycling

How much rubbish would you produce on average per week?



- In 2019, 42% of community members indicated they produce 3kg and more rubbish on average per week. NOTE: this year community members were asked to answer this question as a household.
- Around one-third of community members believed changes should be made to Innovative Waste Kaikōura's opening hours.
- 'Open 7 days', 'Open Tuesdays' and 'Open earlier/Close later' were the main cited suggestions.
- 58% of community members stated kerbside rubbish collection should be introduced for the Kaikōura township.
- More than half of community members were prepared to pay up to \$50 a year for the kerbside rubbish collection service.
- Just over 10% of community members believed the current recycling system should be replaced with colour recycling bags.



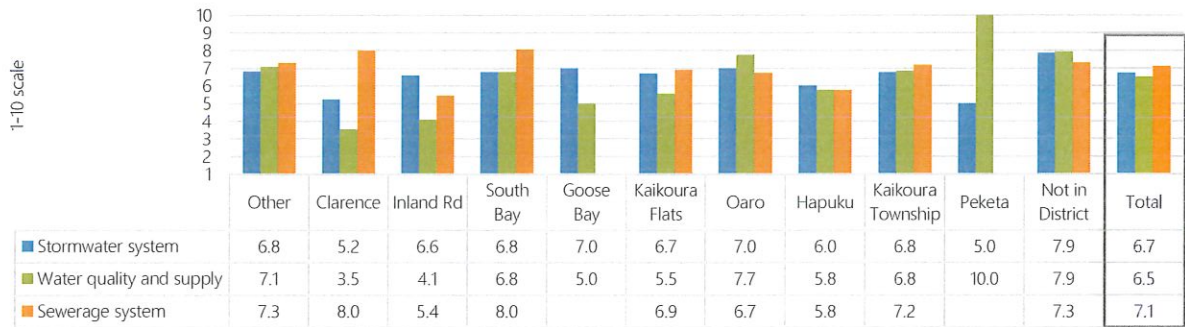
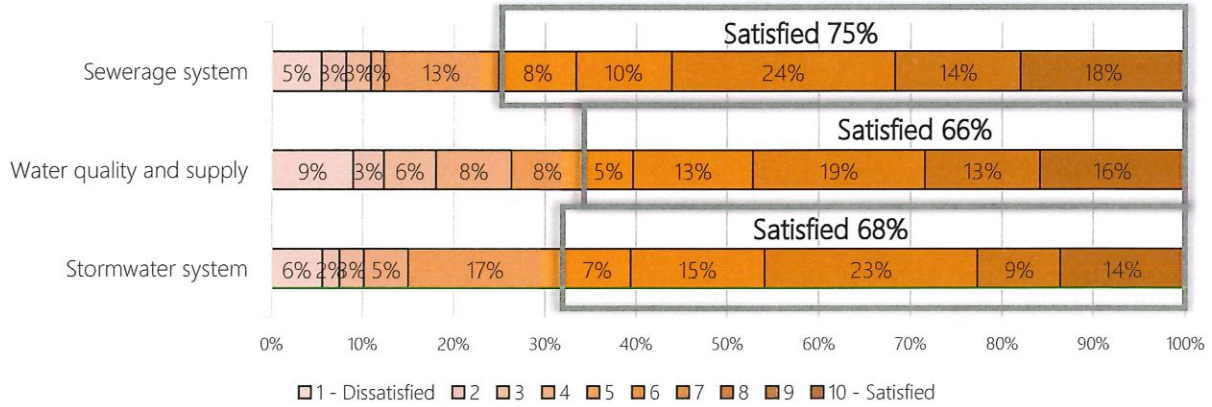
How much would you be willing to pay through rates for this service?



"We need to improve our understanding of rubbish. Not only at the Recycling centre but also inform and make people aware about the importance of recycling."

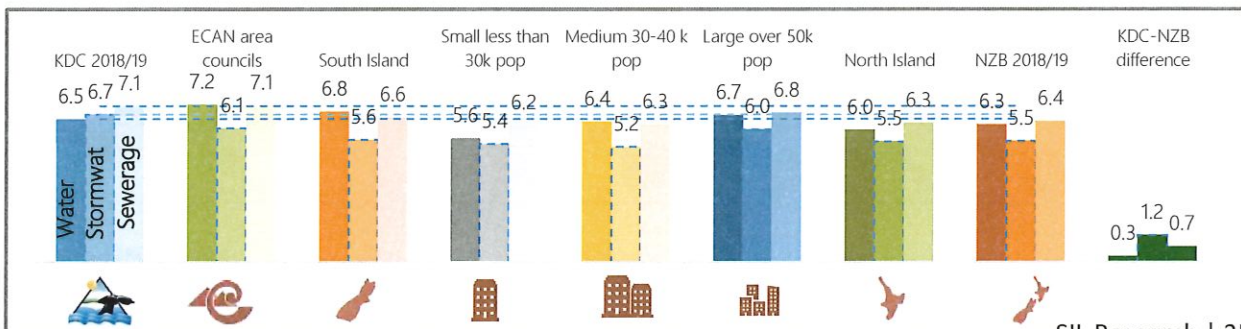
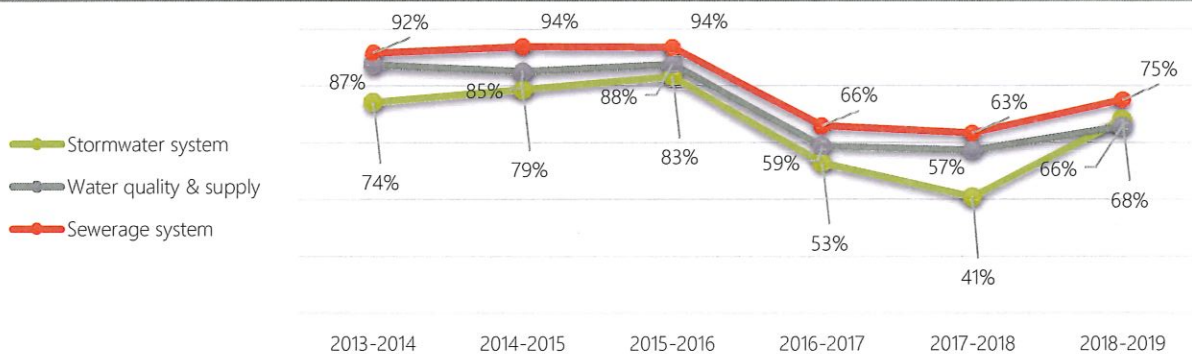
SATISFACTION WITH ASSET MANAGEMENT

Drinking water, sewerage and stormwater



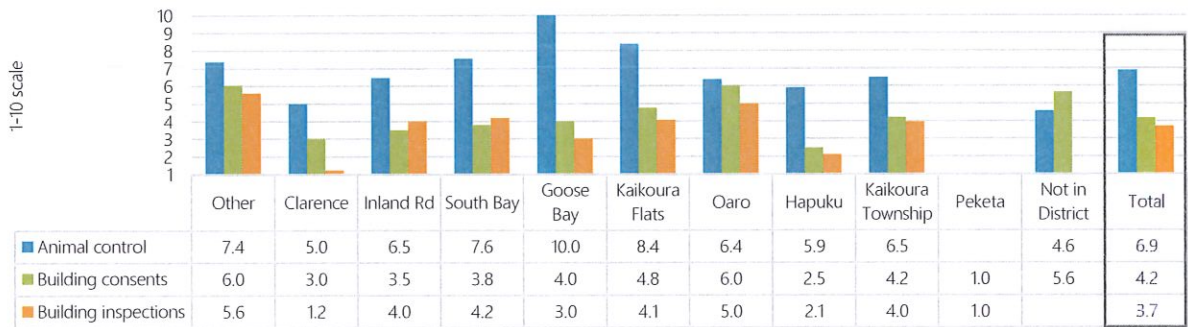
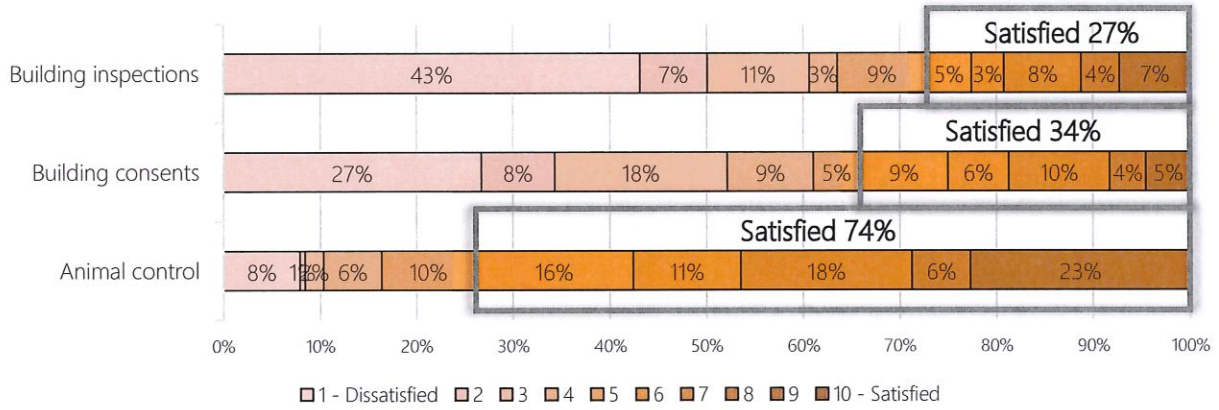
- The 2018-2019 survey showed a good satisfaction with Water, Stormwater and Sewerage services.
- The stormwater system service showed a significant improvement compared to 2017-2018 results.

"Water supply on the flats is very bad quality, we are still buying water 2 yrs after the earthquake."

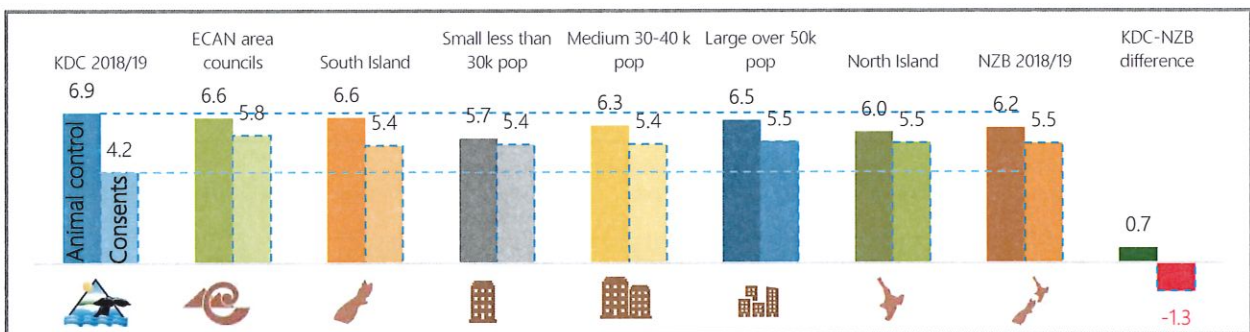
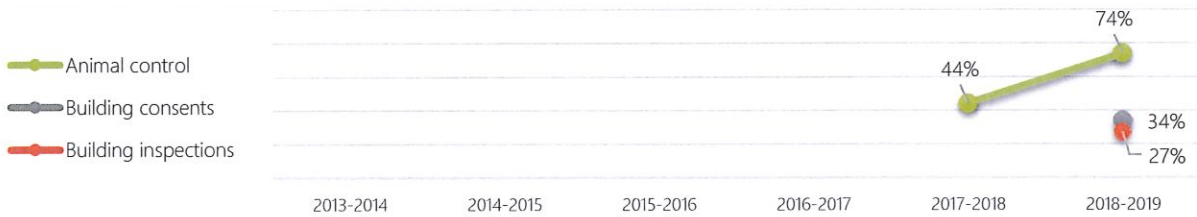


SATISFACTION WITH REGULATORY

Building inspections, consents and animal control

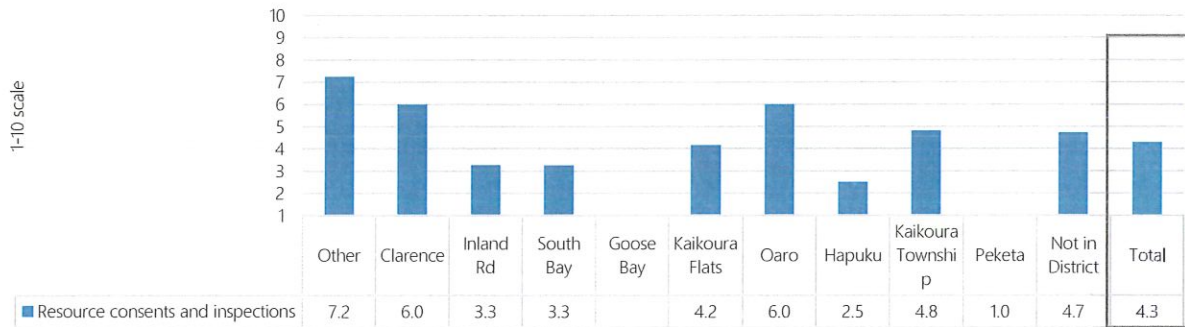
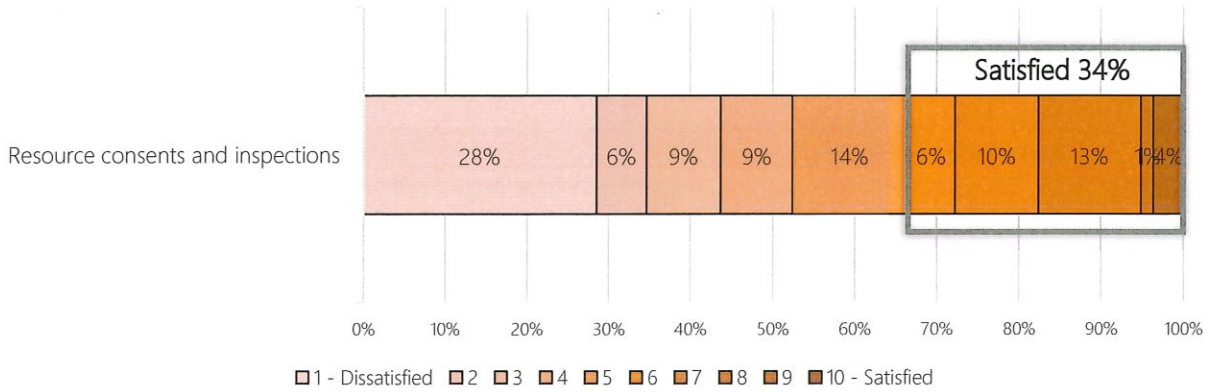


- Satisfaction with Animal control improved significantly over 2017-2018 results.
 - In 2018-2019, there were more dissatisfied community members with Building consents.
 - Note: 69% of ratepayers had no opinion or didn't use Building inspections, and 56% had no opinion about Resource consents.
- "Problems with building department: permits slow, inspector problems"*

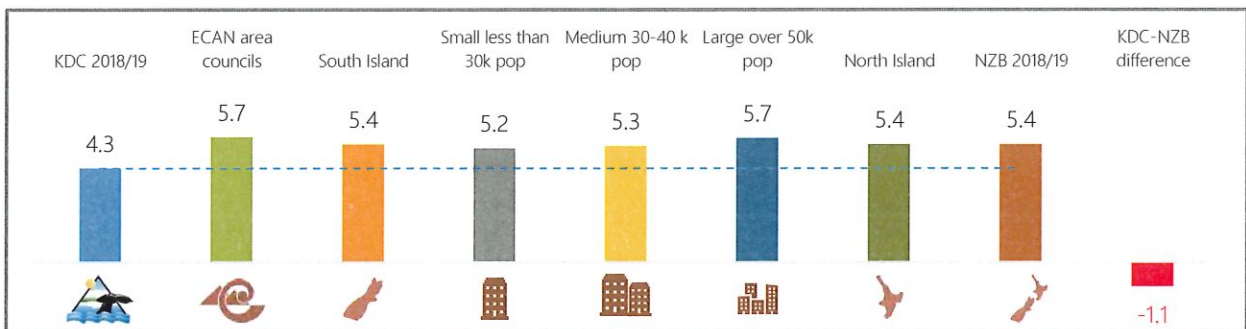


SATISFACTION WITH STATUTORY PLANNING AND POLICY

Resource consents and inspections

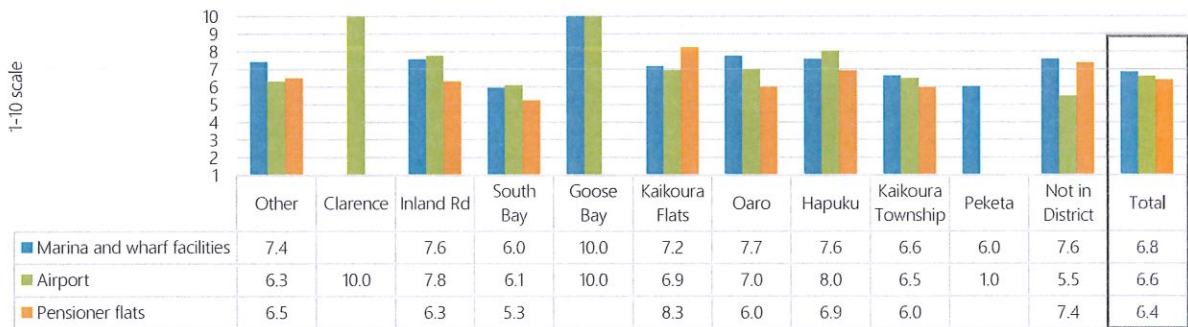
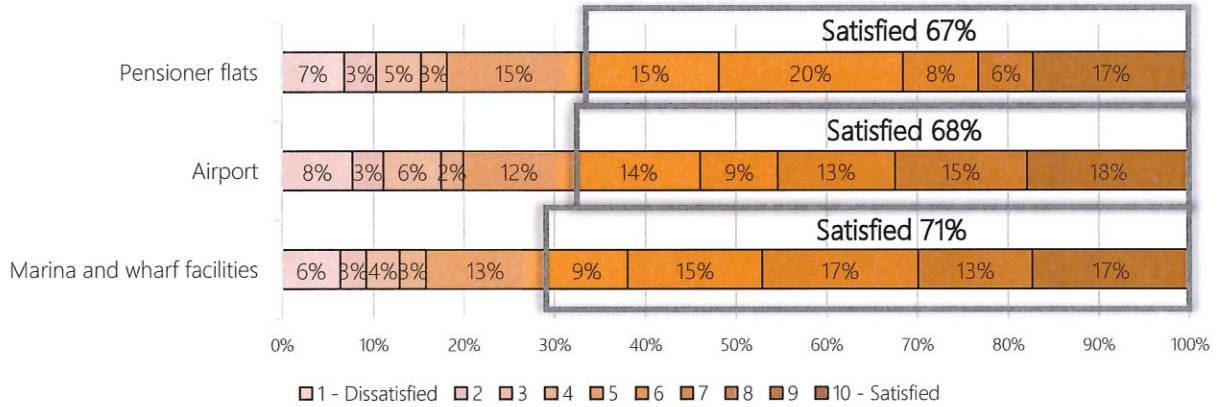


- Around one-third of community members (34%) were satisfied with Resource consents and inspections and more than half provided lower ratings between 1 and 4 (52%).
- Satisfaction with Resource consents and inspections was below the NZB average.



SATISFACTION WITH COMMERCIAL

Pensioner flats, Airport, marina and wharf facilities



- In 2018-2019, community members were asked to rate the provision of Pensioner flats; 67% of community members provided positive ratings. However, more than two-thirds of them (69%) had no opinion or didn't use it.
- Satisfaction with the Airport and Wharf facilities was consistent with previous years.

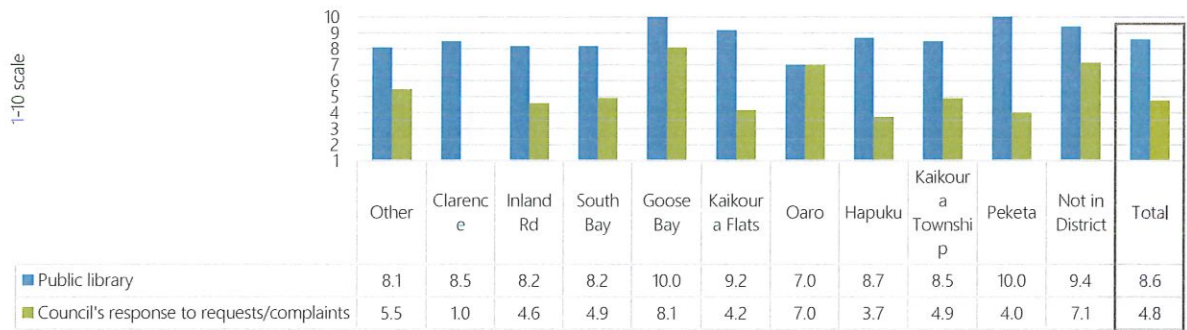


"The old wharf is an eye sore and should be repaired."

"Has Council investigated the need for a retirement/rest home complex in Kaikoura provided by investors outside and within the district? We understand some people who would prefer to remain here have had to leave because these facilities are not yet available"

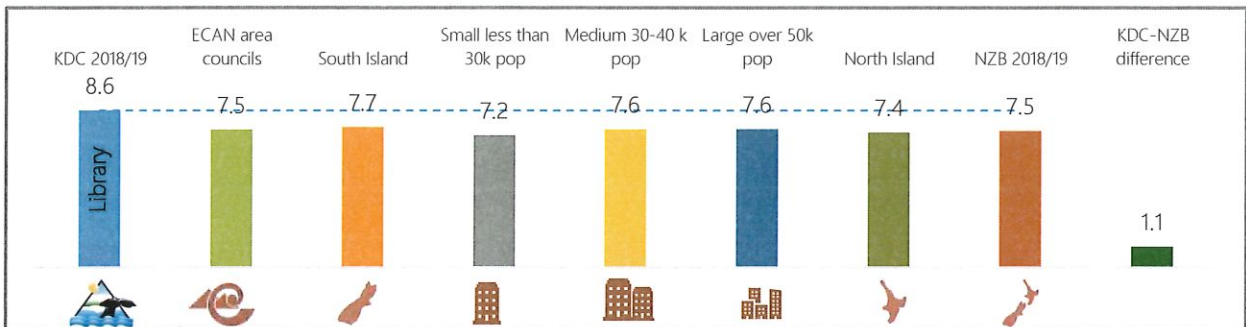
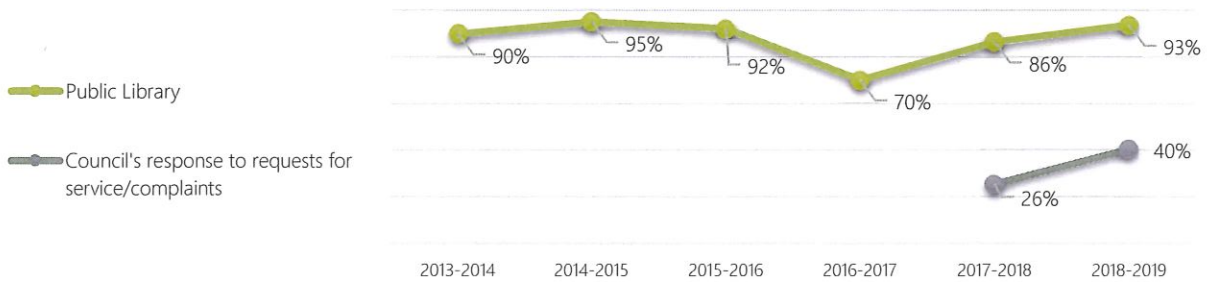
SATISFACTION WITH CUSTOMER SERVICE

Public library, Council response to requests

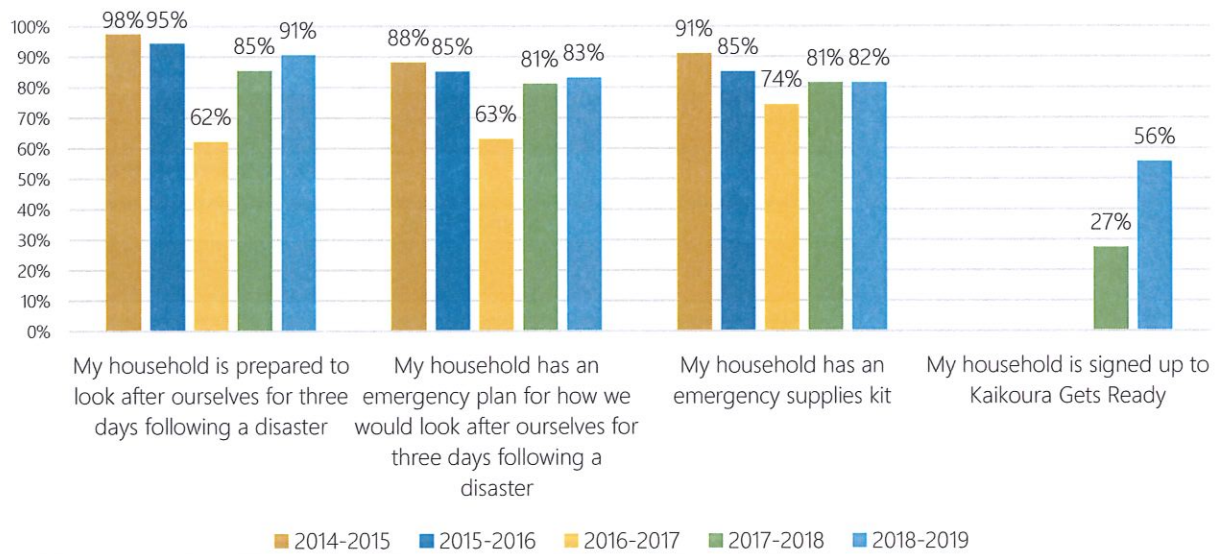


- In 2018-2019, the Public library was the top-rated service provided by Kaikōura District Council, 93% of ratepayers were satisfied with the Public library.
- Community members believed that Council's response to requests and complaints has improved compared to 2017-2018.

"I think the KDC has been doing a wonderful job. Always helpful and willing to advise."

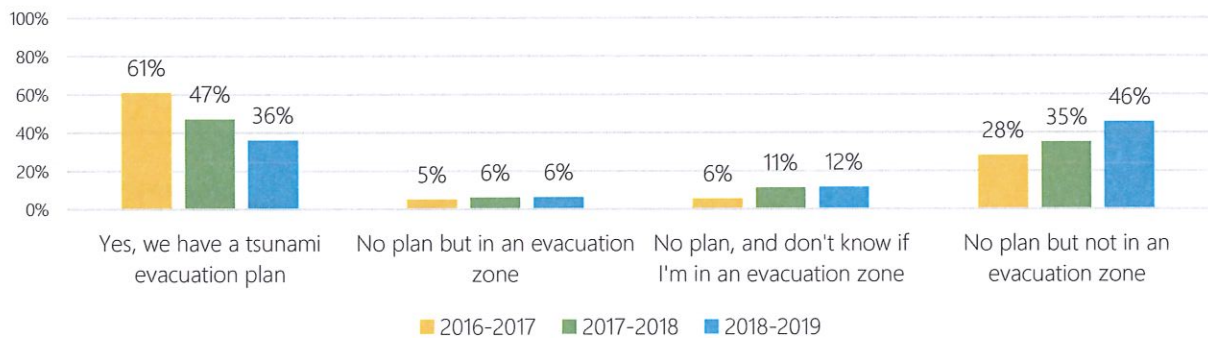


CIVIL DEFENCE



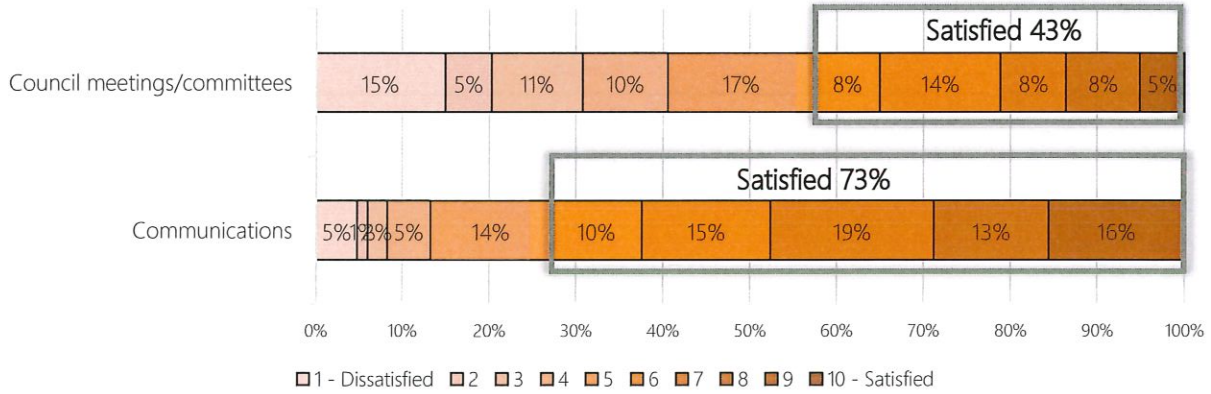
- Overall household emergency preparedness in 2018-2019 was similar to 2017-2018 results.
- However, more community members acknowledged signing up to **Kaikōura Gets Ready** in 2018-2019 (56%, up from 27% in 2018).
- In 2018-2019, there were slightly fewer community members (36%) who acknowledged having a tsunami evacuation plan.

Tsunami evacuation



SATISFACTION WITH COMMUNICATION AND ENGAGEMENT

Council meetings/committees, communications



- The 2018-2019 survey showed a good improvement in overall Council's performance related to communication.
- The largest increase in satisfaction ratings was recorded for Council communications.

"We need to be more relevant to the needs of our people in my view. There has been huge improvement in comms from out of council but day-to-day contact and guidance needs improvement."

"Stop bowing down to the loud minority. It is the silent majority that is important."



APPENDIX

Survey participants

Table 1 Age

	Frequency	Valid Percent
18-44	115	36.7
45-64	122	39.1
65 or over	76	24.2
Total	313	100.0

Table 2 Gender

	Frequency	Valid Percent
Male	149	47.6%
Female	164	52.4%
Total	313	100.0%

Table 3 Employment status

	Frequency	Valid Percent
Other	9	2.8
Employed Casual worker	8	2.5
Employed Part-time	22	7.0
Self employed	101	32.3
Unemployed, looking for work	2	0.6
Employed Full-time	95	30.5
Retired	72	23.0
Unemployed, not looking for work	4	1.2
Total	313	100.0

Table 4 Area

	Frequency	Valid Percent
Other	10	3.2
Clarence	5	1.4
Inland Rd	12	3.7
South Bay	16	5.2
Goose Bay	2	0.6
Kaikōura Flats	49	15.6
Oaro	2	0.6
Hapuku	23	7.3
Kaikōura Township	179	57.1
Peketa	3	0.8
Not in District	13	4.2
Total	313	100.0

2017-2018 and 2018-2019 results comparison with recalibration under one scale

Table 5 Results comparison with recalibration

	2017-2018	2018-2019 new scale	2018-2019 results recalibrated to match historical scale	Results comparison*
Urban streets	37%	50%	43%	Improved
Rural Roads	23%	37%	30%	Improved
Footpaths	41%	43%	32%	Lower
Cycleways	38%	59%	46%	Improved
Streetlights	58%	72%	63%	Improved
Cemetery	70%	61%	55%	Declined
Public Toilets	56%	67%	52%	Similar
Public Library	86%	93%	87%	Similar
Playgrounds	60%	73%	63%	Similar
Resource Recovery centre	59%	69%	62%	Similar
Stormwater system	41%	68%	61%	Improved
Water quality & supply	57%	66%	60%	Similar
Sewerage system	63%	75%	67%	Similar
Marina & Wharf	66%	71%	62%	Similar
Scout Hall	38%	47%	35%	Similar
Memorial Hall	53%	63%	52%	Similar
Airport	61%	68%	54%	Lower
West End parking	41%	55%	42%	Similar
Recycling collection	50%	65%	59%	Improved
Animal control	44%	74%	58%	Improved
Council communications	44%	73%	62%	Improved
Council's response to requests for service/complaints	26%	40%	31%	Improved
Council meetings/committees	25%	43%	35%	Improved

*Note: **Improved** = results have improved since 2018 despite recalibration; **Lower** = results need attention as they are lower compared to 2018; **Similar** = 2018 and 2019 results are within a margin of error (1-4% difference); **Declined** = results have declined since 2018 despite recalibration.