

Tasman District Council

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# RESIDENT SATISFACTION SURVEY 2023

Research report | June 2023



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Section 1

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# Infographic summary

## OVERALL PERFORMANCE



**73%**

Satisfied with Council's  
**OVERALL PERFORMANCE**



**72%**

Rate Tasman District Council's  
**REPUTATION AS GOOD**

## COUNCIL FACILITIES



users satisfied with the public libraries **100%**

**>85%**  
achieved



satisfied with the recreational facilities **88%**

**>85%**  
achieved



users satisfied with the Aquatic Centre **95%**

**>80%**  
achieved



satisfied with the community programmes or events **65%**

**>75%**  
not achieved



users satisfied with the public toilets **77%**

**>70%**  
achieved



satisfied with the multi-purpose public halls and community buildings **78%**

**>75%**  
achieved

*\*Please note that attendance was not measured which is what the levels of service target was based on*

## COUNCIL OPERATIONS

**57%**

satisfied with the way **rates are spent on services and facilities**

**61%**

aware of the Council role and satisfied with Council's role in **resource management policy and planning work**

**>65%**  
not achieved

**79%**

satisfied with the Council's **Emergency management**

**>70%**  
achieved

**69%**

satisfied with Council provided **environmental information**

**48%**

satisfied with Council's action on helping community **reduce its greenhouse gases\***

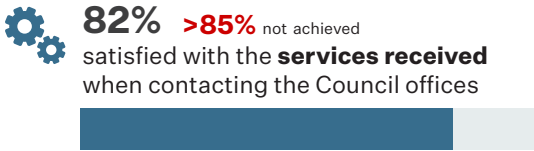
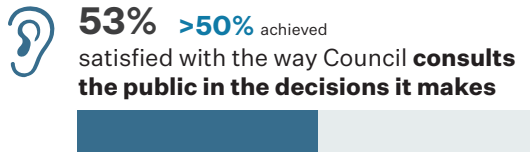
**46%**

satisfied with Council's help to prepare the community for, and adapt to, **the effects of climate change\***

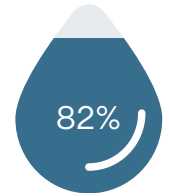
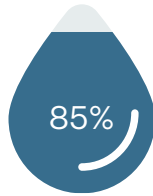
*\*Please note that these two KPIs are newly introduced in 2023 resident survey.*



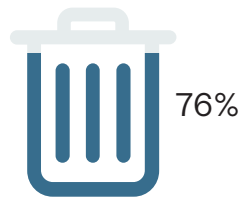
**COUNCIL COMMUNICATIONS**



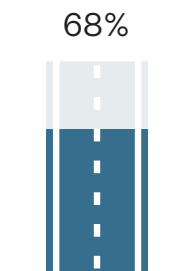
**WATER**



**WASTE**



**ROADS**



**FEEL SAFE ON ROADS**



## Section 2

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# Research design

## Context

Tasman District Council (the Council) conducts an annual survey of residents. This is designed to gather feedback about the services and facilities that the Council offers and to identify how well the residents think those services have been provided.

This research is being done by Research First on behalf of Tasman District Council since 2021.<sup>1</sup>

The key service areas tested in the 2021/2022/2023 residents' survey were:

- Council facilities (public toilets, libraries, recreational facilities, public halls and community buildings, community programmes and the Aquatic Centre).
- Roading and footpaths.
- Water and waste.
- Council provided information and communication.
- Council local issues and operations.
- Reputation and performance overall.

## Method

In line with previous years, the 2023 survey was conducted through telephone. Telephone surveys are ideally suited to surveying large, geographically dispersed populations, exactly like the Tasman District's population. Data collection is efficient and representative of all communities because quotas for locations and demographics can be accurately monitored and controlled.

Following a pilot testing phase, data collection took place between the 27th of April to 5th of June 2023. A total of 10,265 numbers were called (7172 landline numbers and 3,093 cell-phone numbers) using a randomised database telephone numbers covering the Tasman District.

In total, 405 surveys were completed (232 through landlines, and 173 through cell phones) for an overall response of rate of 4%. A quota system was used to ensure the sample included a range of respondents based on age, location, and gender and was representative of the District's population (as per the 2018 Census).<sup>2</sup>

Data collected is accurate to a maximum margin of error of +/- 4.9 percent at the 95 percent confidence level. This means that if 50 percent of respondents stated they were satisfied with a Council facility, then we can be 95 percent sure that between 45.1 percent and 54.9 percent of the entire Tasman District population also feel satisfied with that Council facility.

Verbatim responses from residents and a data breakdown by age, gender, and ward are available as appendices in a separate document.

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<sup>1</sup> In previous years this had been conducted by NRB.

<sup>2</sup> A full demographic breakdown of the sample is shown in Appendix One.

## Questionnaire design

As established in the previous surveys, the four-point scale below was also used in 2023 to measure satisfaction with most of the Council’s services and facilities.<sup>3</sup>

|                              |                      |              |           |                |
|------------------------------|----------------------|--------------|-----------|----------------|
| Don’t know/<br>unable to say | Very<br>dissatisfied | Dissatisfied | Satisfied | Very satisfied |
|------------------------------|----------------------|--------------|-----------|----------------|

| Past measurements prior to 2021 | 2021–2023 surveys |
|---------------------------------|-------------------|
| Very satisfied                  | Very satisfied    |
| Fairly satisfied                | Satisfied         |
| Not very satisfied              | Dissatisfied      |
|                                 | Very dissatisfied |
| Don’t know                      | Don’t know        |

<sup>3</sup> The four-point scale was introduced to improve on the three-point scale used prior to 2021. A four-point evenly distributed scale continues to force the respondent to take a positive or negative opinion ensuring that respondents are not being led to respond in a direction that is stronger than their true opinion. The four-point scale also ensures results are comparable to past data, when combining the top 2 and bottom 2 options.



## Data analysis

As the data collected was representative of the adult population of Tasman District,<sup>4</sup> data has not been weighted.

Across all KPIs, the measure of satisfaction is reported as the proportion answering satisfied or very satisfied. Where levels of agreement are reported, this is the total that said that they agreed or strongly agreed with the statement.

If a resident indicated dissatisfaction with specific Council services or facilities, they were invited to comment. This provided valuable data from which key themes and areas for future improvement could be identified. These comments have been thematically coded by reasons for dissatisfaction. Please note that any topic with less than five respondents have been grouped into 'other'.

Where possible, trend analysis is included to compare 2023 results with past results. Please note that not all questions have been asked every year. For clarity, gaps have been removed from the trend-analysis graphs.

In this report, numbers presented have been rounded to whole numbers. Due to this rounding, individual figures may not add up precisely to the totals provided or to 100%.

## Performance targets

Findings have been presented in relation to Council performance targets for the levels of service in 2021/2022/2023, as identified in the 2021 to 2031 Tasman's 10-Year Plan, Volume One.<sup>5</sup>

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<sup>4</sup> The sample achieved for age, gender and ward quotas were within 1-2 percent of the actual population as measured at Census 2018.

<sup>5</sup> <https://www.tasman.govt.nz/document/serve/Tasman%27s%2010-Year%20Plan%202021-2031%20Volume%20One.pdf?DocID=32001>

Section 3

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# Services and facilities

## Use of services and facilities

The use of recreational facilities, such as playing fields, neighbourhood reserves, and that of public toilets continues to remain high (74 percent & 72 percent respectively).

Library usage has increased by 3 percent. Although, the Aquatic Centre had only dropped by a marginal 2 percent versus the previous year, use remains low following a downward trend post 2020.

There were significant differences in the usage of various facilities across age categories.<sup>6</sup>

- Respondents aged 18–44 years of age had a significantly higher use of the recreational facilities (used by 87 percent), public toilets (84 percent) and the Aquatic Centre (64 percent) compared to other age groups.

**Table 3.1 Total use of services and facilities – over time**

| Facility or service              | % visited |      |      |      |
|----------------------------------|-----------|------|------|------|
|                                  | 2020      | 2021 | 2022 | 2023 |
| Recreational facilities          | 72%       | 74%  | 75%  | 74%  |
| Public toilets                   | 72%       | 74%  | 74%  | 72%  |
| A library or the library website | 64%       | 63%  | 54%  | 57%  |
| The Aquatic Centre               | 56%       | 42%  | 37%  | 35%  |

**Table 3.2 Use of services and facilities – 2023**

|                                  | Not at all | Once or twice | Three times a year or more |
|----------------------------------|------------|---------------|----------------------------|
| A library or the library website | 43%        | 15%           | 42%                        |
| Recreational facilities          | 26%        | 10%           | 64%                        |
| Public toilets                   | 28%        | 21%           | 51%                        |
| The Aquatic Centre*              | 65%        | 10%           | 25%                        |

Base: All respondents (n=405)

\*Note: this was only asked of Richmond and Moutere/ Waimea residents (n=223)

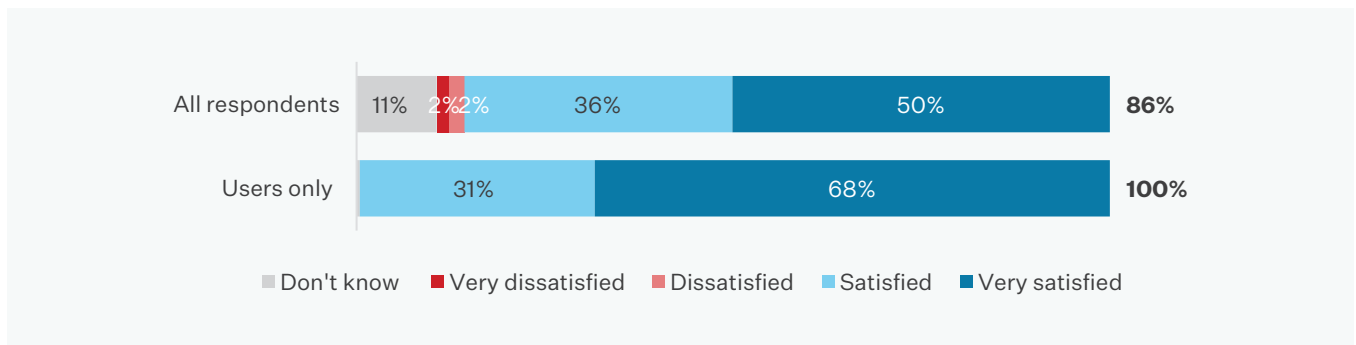
<sup>6</sup> Please see Appendix Two for more details

## Public libraries

General satisfaction with libraries has improved significantly since 2020.

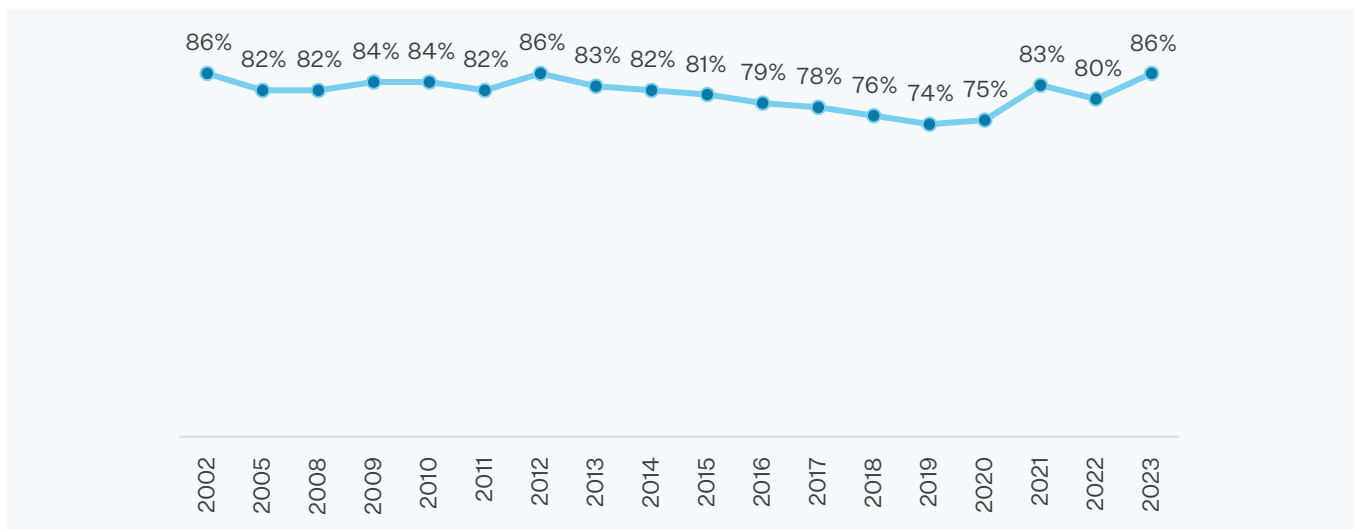
- Over half of residents (57 percent) had visited the District’s public libraries or had used the library website in the past.
- **86 percent of all residents were satisfied with the public libraries.**
- **All the library users were satisfied with the public libraries.**
- ✓ **The target of 85 percent user satisfaction has been met.**
- No significant differences were noticed in the satisfaction rating given across wards, gender or age groups using the service.

**Figure 3.1 Satisfaction with public libraries – 2023**



Base: All respondents (n=405); Users (n=231)

**Figure 3.2 Satisfaction with public libraries – over time**



Base: All respondents

The small percentage of residents (4 percent, N=15) who were dissatisfied with the libraries mostly said it is a waste of money. Over a quarter said there were issues with the library service/ facilities. A few said they didn't use it.

**Table 3.3 Reason for dissatisfaction**

|  | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--|-------------------------------|------------------------------|
| Waste of money/cost                    | 40%                           | 6                            |
| Issues with library service/facilities | 27%                           | 4                            |
| I don't use it                         | 20%                           | 3                            |
| Nothing wrong with old building        | 7%                            | 1                            |
| Covid mandate mentions                 | 7%                            | 1                            |
| Other                                  | 7%                            | 1                            |
| <b>Total respondents</b>               | <b>100%</b>                   | <b>15</b>                    |

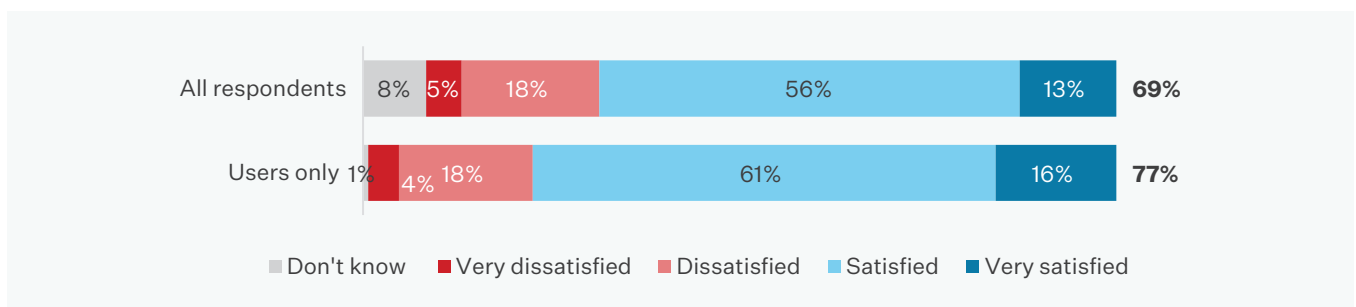
*Base: Respondents dissatisfied with the service*

## Public toilets

Satisfaction with public toilets in the District met the performance target.

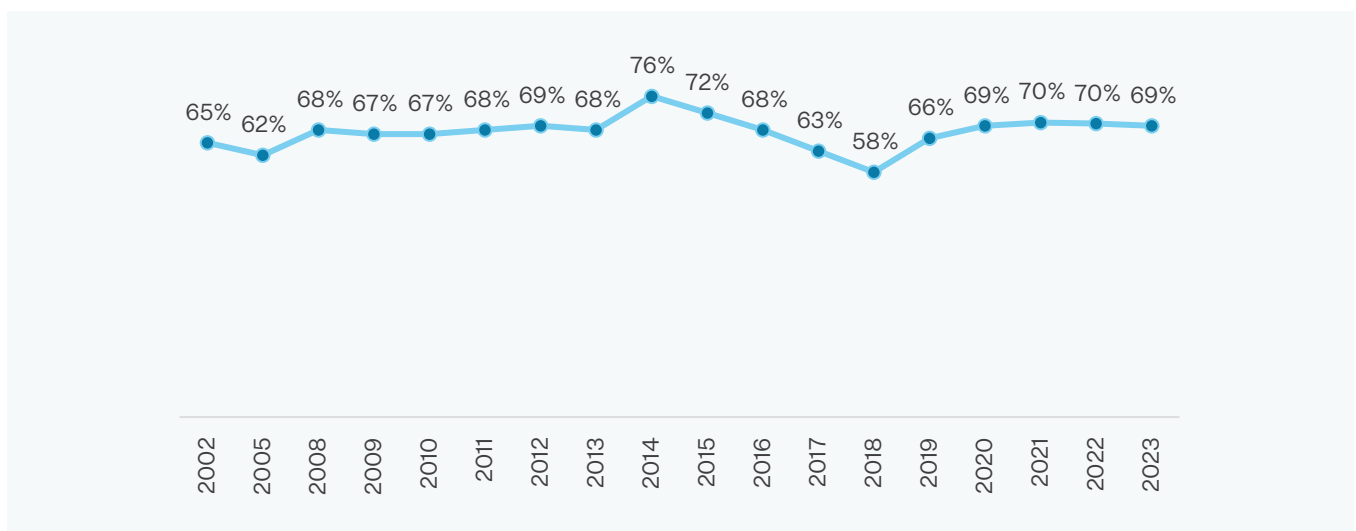
- Seventy-two percent residents had visited or had used the District’s public toilets.
- **69 percent of all residents were satisfied, this increases to 77 percent amongst service users.**
- ✓ **The target of 70 percent user satisfaction has been met.**
- Overall satisfaction has remained stable over time.
- Amongst users, no significant differences were observed in the satisfaction rating given across age groups or wards.

**Figure 3.3 Satisfaction with public toilets – 2023**



Base: All respondents (n=405); Users (n=293)

**Figure 3.4 Satisfaction with public toilets – over time**



Base: All respondents



Residents who were dissatisfied with the public toilets (23 percent) mainly cited reasons such as, a lack of cleanliness (as reported by over half of them) and a need for better maintenance and upgradation.

**Table 3.4 Reason for dissatisfaction**

|                                 | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|---------------------------------|-------------------------------|------------------------------|
| They're dirty/smell/ unsanitary | 52%                           | 48                           |
| Better maintenance needed       | 22%                           | 20                           |
| In need of upgrading            | 19%                           | 18                           |
| There isn't any/many            | 14%                           | 13                           |
| Inconsistency in toiletries     | 11%                           | 10                           |
| Graffiti/vandalism              | 6%                            | 6                            |
| General comment                 | 4%                            | 4                            |
| Need more/lack of lights        | 4%                            | 4                            |
| Issues with freedom campers     | 3%                            | 3                            |
| Is/feels unsafe                 | 3%                            | 3                            |
| I don't use them                | 2%                            | 2                            |
| No issues/neutral               | 2%                            | 2                            |
| Other                           | 2%                            | 2                            |
| <b>Total respondents</b>        | <b>100%</b>                   | <b>93</b>                    |

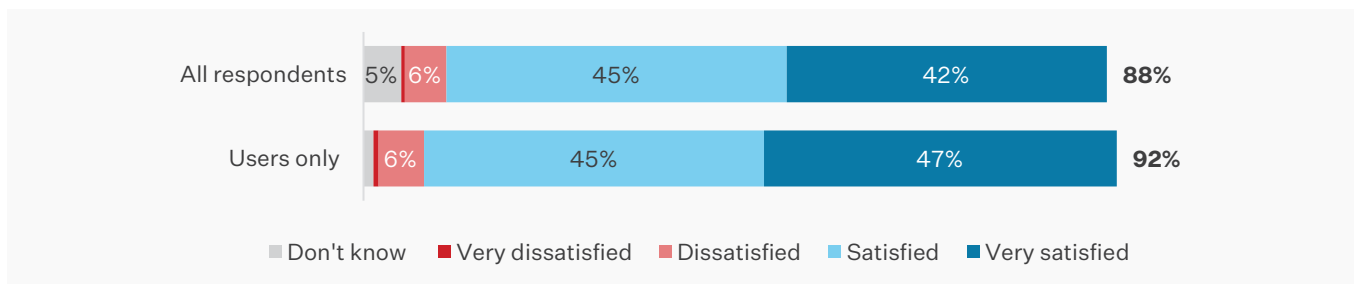
Base: Respondents dissatisfied with the service

## Recreational facilities

Satisfaction with the recreational facilities was high for all residents, and for service users.

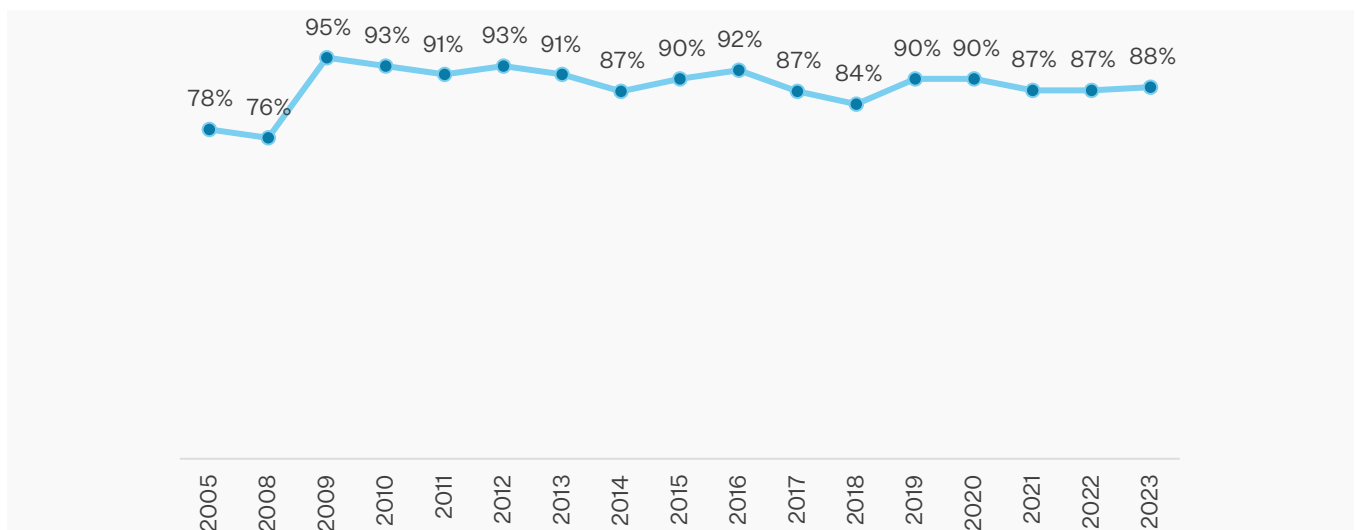
- Seventy-four percent residents had visited or used the District’s recreational facilities.
- 88 percent of all residents were satisfied with the recreational facilities, this increases to 92 percent amongst service users.
- ✓ **The target of 85 percent user satisfaction has been met.**
- Satisfaction has remained stable over time.
- There were no significant differences in users’ satisfaction rating by ward, age, or gender.

**Figure 3.5 Satisfaction with recreational facilities – 2022**



Base: All respondents (n=405); Users (n=299)

**Figure 3.6 Satisfaction with recreational facilities – over time**



Base: All respondents

Residents who were dissatisfied (7 percent) with the recreational facilities, mostly said that the facilities needed upgrading and maintenance. A few others complained of not having enough of such facilities.

**Table 3.5 Reason for dissatisfaction**

|                          | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--------------------------|-------------------------------|------------------------------|
| In need of upgrading     | 46%                           | 13                           |
| In need of maintenance   | 18%                           | 5                            |
| They aren't cared for    | 18%                           | 5                            |
| There isn't many/any     | 14%                           | 4                            |
| I don't use them         | 11%                           | 3                            |
| Specific issues          | 11%                           | 3                            |
| Don't know/nothing       | 4%                            | 1                            |
| Other                    | 4%                            | 1                            |
| <b>Total respondents</b> | <b>100%</b>                   | <b>28</b>                    |

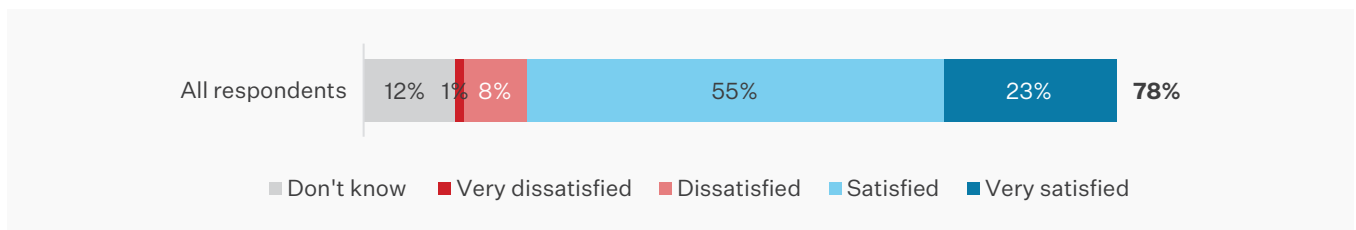
*Base: Respondents dissatisfied with the service*

## Public halls and community buildings

Satisfaction with the multi-purpose public halls and community buildings achieved the performance target set.

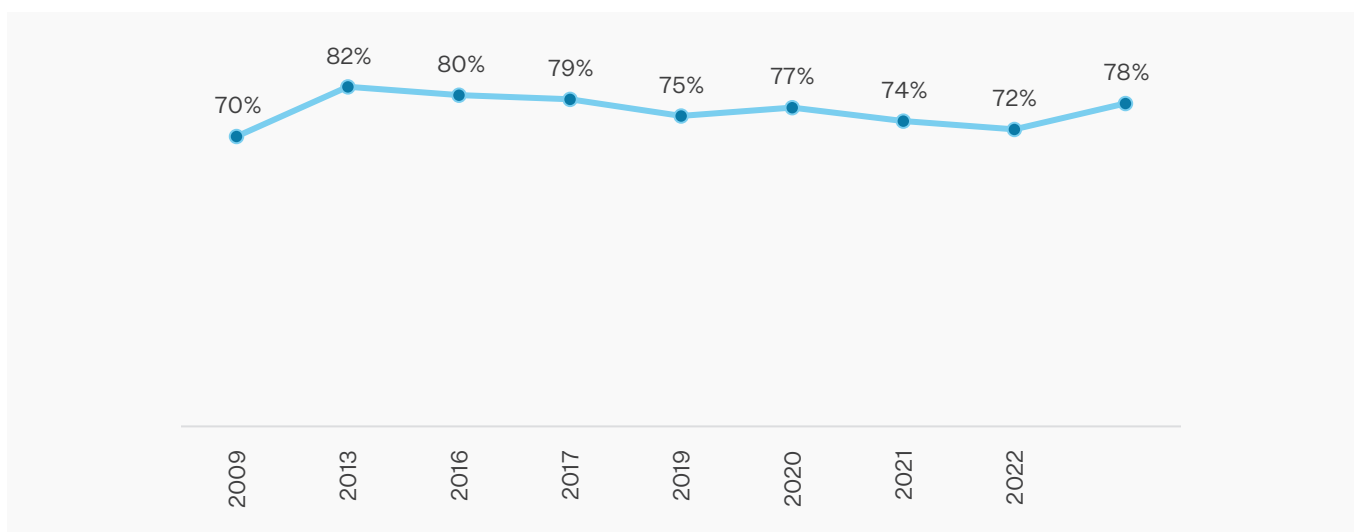
- 78 percent of residents were satisfied with the public halls and community buildings.
- ✓ **The target of 75 percent resident satisfaction has been met.**
- Satisfaction rating after trending downwards over the last two years has bounced back this year.
- There were no significant differences for satisfaction rating by ward, age, or gender.

**Figure 3.7 Satisfaction with public halls and community buildings – 2023**



Base: All respondents (n=405)

**Figure 3.8 Satisfaction with public halls and community buildings – over time**



Base: All respondents

Residents who were dissatisfied (10 percent) with the public halls or community buildings primarily complained about the halls being old and thought they needed to be upgraded or have better temperature settings.

**Table 3.6 Reason for dissatisfaction**

|                                       | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|---------------------------------------|-------------------------------|------------------------------|
| They're old                           | 26%                           | 10                           |
| In need of upgrading                  | 13%                           | 5                            |
| Cold                                  | 13%                           | 5                            |
| I don't use them                      | 10%                           | 4                            |
| There isn't many/any                  | 10%                           | 4                            |
| Lack of resources/funding Issues      | 10%                           | 4                            |
| They're dirty/smell                   | 8%                            | 3                            |
| Poor booking service                  | 8%                            | 3                            |
| Unsafe/earthquake risk                | 8%                            | 3                            |
| Better maintenance needed             | 5%                            | 2                            |
| Council don't pay for these buildings | 3%                            | 1                            |
| Don't know/nothing                    | 13%                           | 5                            |
| Other                                 | 5%                            | 2                            |
| <b>Total respondents</b>              | <b>100%</b>                   | <b>39</b>                    |

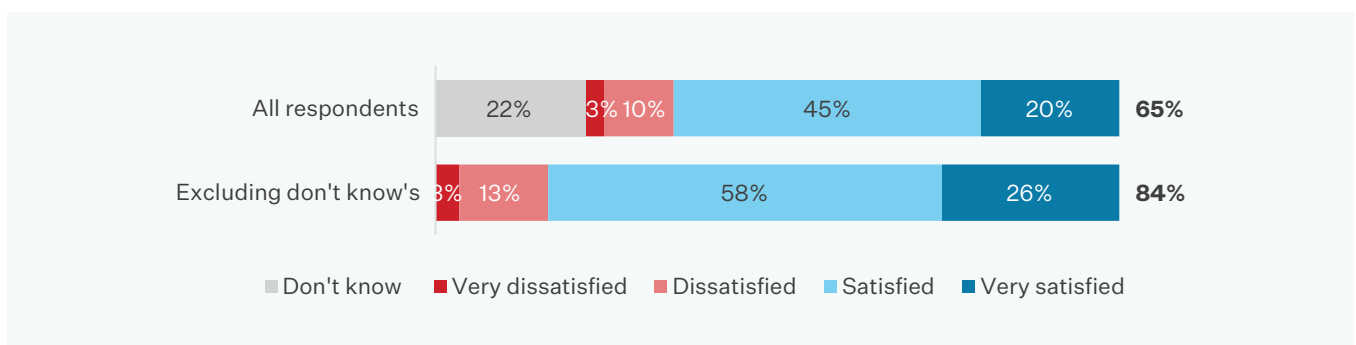
*Base: Respondents dissatisfied with the service*

## Community programmes and events

Nearly two-thirds of all residents were satisfied with the community programmes targeted for Positive Ageing and youth, or events like carols by candlelight, Skatepark Tour, outdoor movies and Children’s Day. Twenty-two percent said that they did not know enough to comment. Satisfaction increases to 84 percent when only looking at residents who provided a rating.

- **65 percent residents were satisfied with the community programmes and events.**
- **X This is not achieving the satisfaction target of >75 percent.<sup>7</sup>**
- After registering a fall last year, satisfaction is trending upwards and is consistent with the level in 2021.
- Residents of Richmond ward were significantly more likely to be satisfied (81 percent satisfied) with the community programs than residents of other wards (50–63 percent satisfied).
- In comparison to other age groups, respondents aged 65 years or above were significantly more likely to not know enough about the community programmes and events to state their satisfaction (32 percent responded with “don’t know”).
- Respondents in the age group 18–44 were significantly more likely to be dissatisfied (20 percent of them) than other age groups (7–11 percent dissatisfied).
- Females were significantly more likely to be satisfied than males (74 percent females satisfied vs 56 percent males).

**Figure 3.9 Satisfaction with community programmes and events – 2023**

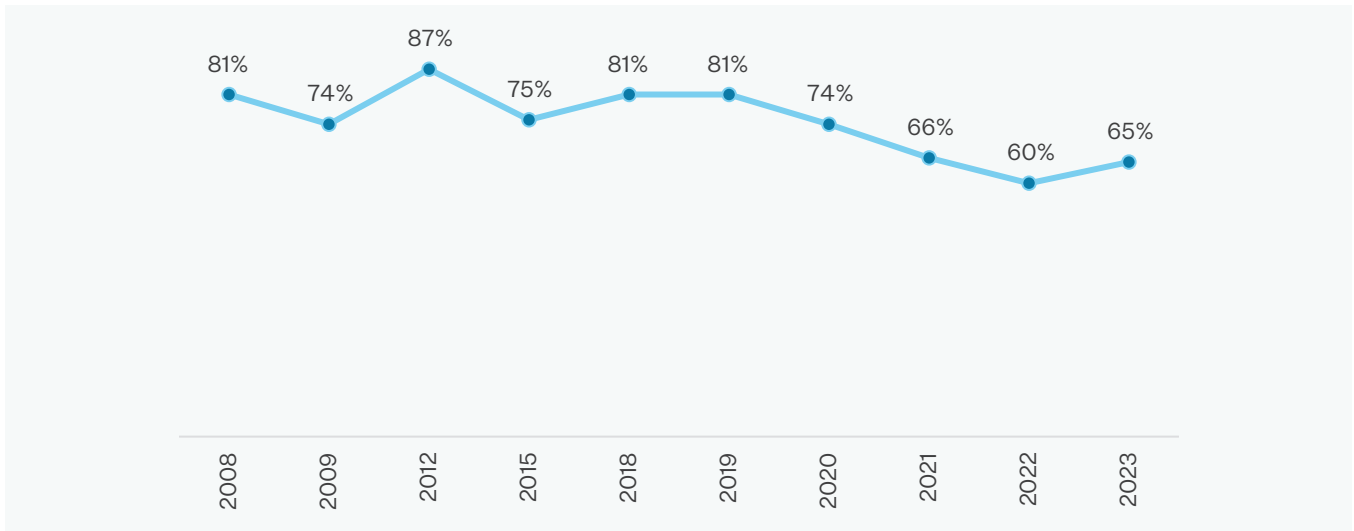


Base: All respondents (n=405); All respondents excluding don't know responses (n=316)

<sup>7</sup> The levels of service targets were based upon attendance and aimed for 75 percent satisfaction; however, the survey did not ask about attendance of the community programs and events.



**Figure 3.10 Satisfaction with community programmes and events – over time**



Base: All respondents (n=405)

Note: Readings prior to 2015 refer to recreational programmes and events (for example the school holiday “Way To Go” programmes or events like Carols in the Park).

The most common reason for dissatisfaction amongst dissatisfied residents (i.e., 16 percent of them) was them feeling that there weren't many community programmes or events. Others felt the programs were not for their age. A lack of publicity and having seen them as a waste of money are amongst other cited reasons for dissatisfaction.

**Table 3.7 Reason for dissatisfaction**

|   | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|---|-------------------------------|------------------------------|
| Not many or any here                            | 44%                           | 23                           |
| Not for my age/need to target broader age range | 12%                           | 6                            |
| Lack of advertising/publicity                   | 12%                           | 6                            |
| Waste of money/cost of funding                  | 12%                           | 6                            |
| Better/more facilities needed                   | 8%                            | 4                            |
| Don't use them                                  | 6%                            | 3                            |
| Not interested                                  | 4%                            | 2                            |
| More important things to worry about            | 4%                            | 2                            |
| Bad time planning                               | 2%                            | 1                            |
| Didn't know about events                        | 0%                            | 0                            |
| No public transport                             | 0%                            | 0                            |
| Don't know/nothing                              | 6%                            | 3                            |
| Other   | 6%                            | 3                            |
| <b>Total respondents</b>                        | <b>100%</b>                   | <b>52</b>                    |

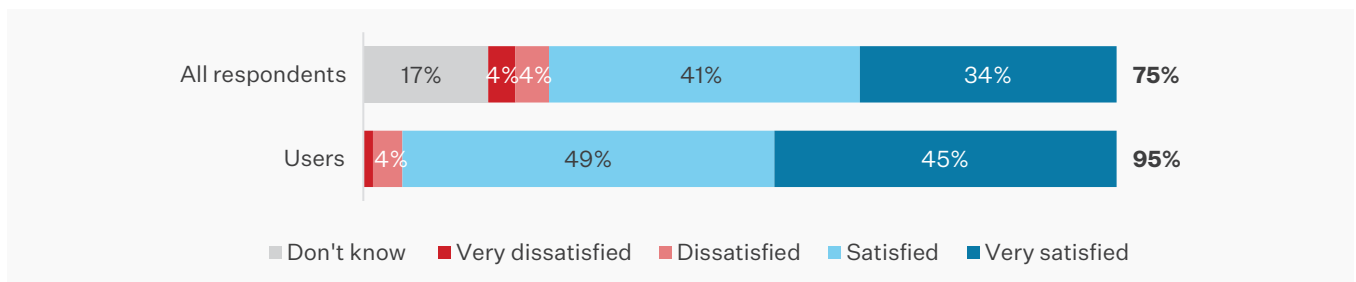
*Base: Respondents dissatisfied with the service*

## Aquatic Centre<sup>8</sup>

Satisfaction with the Aquatic Centre was high amongst all residents in the Richmond and Moutere/Waimea wards, and for users in those wards.

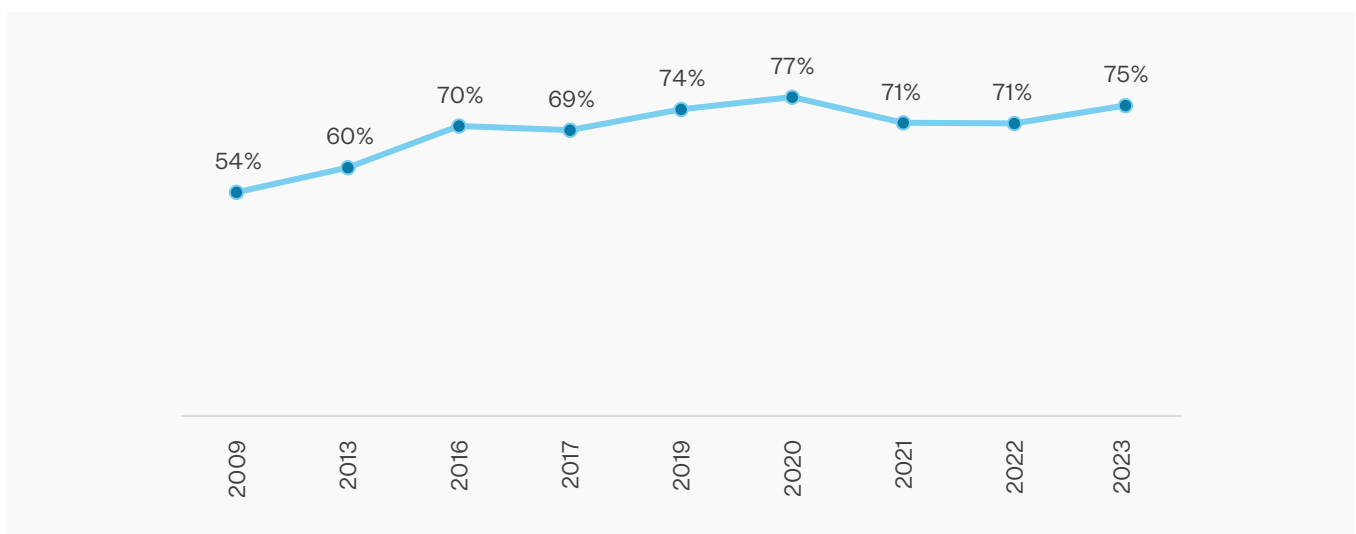
- 35 percent of the residents had used the Aquatic Centre.
- **95 percent of the users were satisfied with the Aquatic Centre.**
- ✓ **The target of 80 percent user satisfaction has been met.**
- Overall satisfaction is higher than previous two years.
- There were no significant differences by ward, age, or gender amongst users.

**Figure 3.11 Satisfaction with the Aquatic Centre – 2023**



Base: Respondents from Richmond or Moutere/Waimea (n=223); Users from Richmond or Moutere/Waimea (n=77)

**Figure 3.12 Satisfaction with the Aquatic Centre – over time**



Base: All respondents

<sup>8</sup> Use and satisfaction of the Aquatic Centre was only asked of residents from Richmond or Moutere/Waimea.

Residents who were dissatisfied with the Aquatic Centre (i.e., 8 percent of respondents from Richmond or Moutere-Waimea) mainly felt that the service is expensive and needed to be upgraded. High chlorine levels were a concern for others.

**Table 3.8 Reason for dissatisfaction**

|  | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--|-------------------------------|------------------------------|
| It's expensive   | 28%                           | 5                            |
| Upgrading needed + issues with management (bookings, lane management etc.) | 28%                           | 5                            |
| High chlorine levels   | 22%                           | 4                            |
| I don't use it   | 17%                           | 3                            |
| They're dirty  | 11%                           | 2                            |
| Overcrowding/ Aquatic Centre too small                                     | 11%                           | 2                            |
| Swimming pool too small  | 6%                            | 1                            |
| Too far away   | 6%                            | 1                            |
| <b>Total respondents</b>   | <b>100%</b>                   | <b>18</b>                    |

*Base: Respondents dissatisfied with the service*

Section 4

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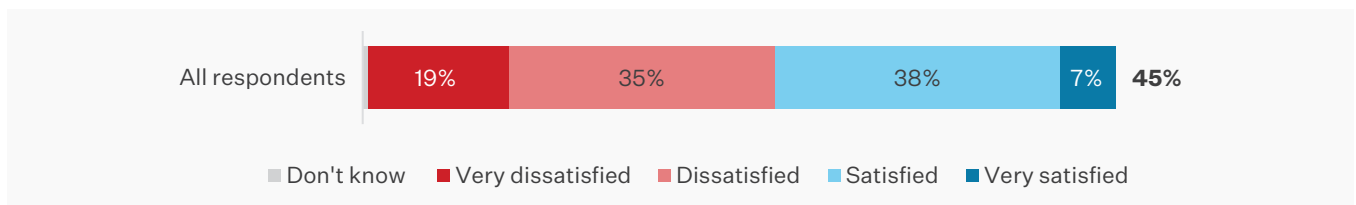
# Roading/footpaths/ cycling

## Roading

Satisfaction with roading was low for all residents and did not meet the target.

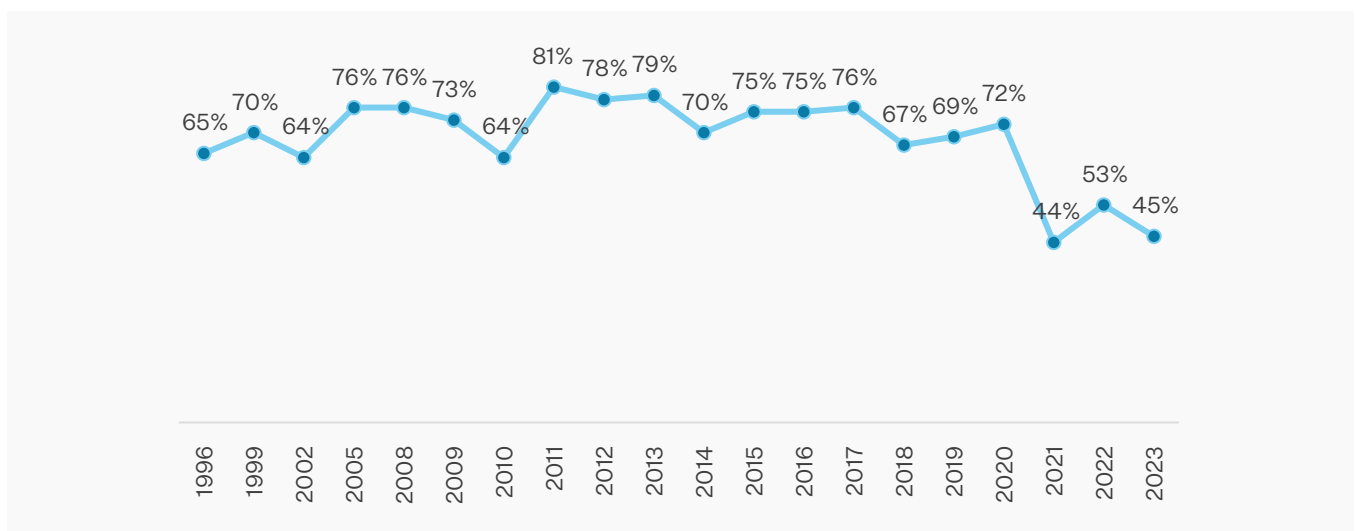
- 45 percent of residents were satisfied with roads.
- ✗ **The target of 70 percent resident satisfaction has not been met.**
- Overall satisfaction has declined over the last year. Commentary provided suggest that dissatisfaction with the number of potholes and rough roads continues to be an issue for about half the residents. Satisfaction with roads should continue to be monitored.
- There were no significant differences by ward, age, or gender.

**Figure 4.1 Satisfaction with roading – 2023**



Base: All respondents (n=405)

**Figure 4.2 Satisfaction with the roading – over time**



Base: All respondents



Over half of the residents (54 percent) who were dissatisfied with roading cited, multiple reasons for dissatisfaction. These include the poor condition of the roads which were rough, and full of potholes. Others said the roads needed repair and maintenance.

**Table 4.1 Reason for dissatisfaction**

|  | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--|-------------------------------|------------------------------|
| Roads rough/broken and full of potholes      | 48%                           | 105                          |
| Specific roads                               | 22%                           | 48                           |
| Better maintenance needed                    | 16%                           | 36                           |
| Roading layout issues/suggestions            | 15%                           | 32                           |
| Time taken to repair/issues with contractors | 13%                           | 28                           |
| Traffic is bad                               | 12%                           | 27                           |
| Roads are too narrow                         | 9%                            | 20                           |
| Temporary fixes                              | 9%                            | 19                           |
| Roads are unsafe                             | 7%                            | 16                           |
| General roads                                | 7%                            | 16                           |
| Unreasonable speed                           | 6%                            | 14                           |
| Flooding/weather damaging roads              | 6%                            | 14                           |
| Tar seal issues/requests / regrade roads     | 5%                            | 10                           |
| Generic negative comment                     | 5%                            | 10                           |
| Road works                                   | 4%                            | 9                            |
| Roads causing damage                         | 3%                            | 7                            |
| Poor signage and visibility/traffic lights   | 2%                            | 5                            |
| Lack of caring from Council                  | 2%                            | 4                            |
| Roads need upgrading                         | 1%                            | 3                            |
| Other  | 2%                            | 5                            |
| <b>Total respondents</b>                     | <b>100%</b>                   | <b>219</b>                   |

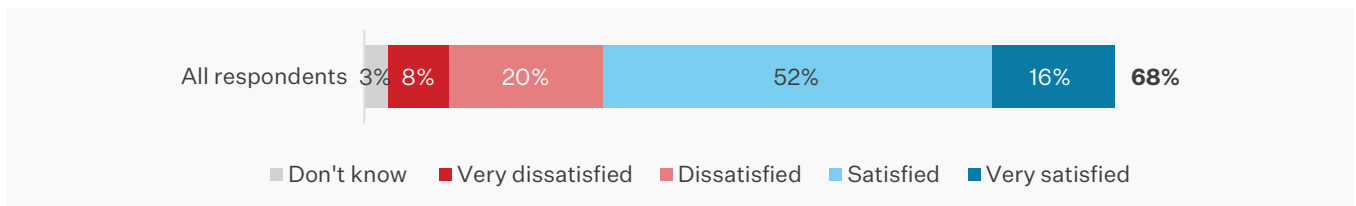
Base: Respondents dissatisfied with the service

## Footpaths

Satisfaction with footpaths was higher than for roads. Even though it was higher than previous two years, it did not meet the set target.

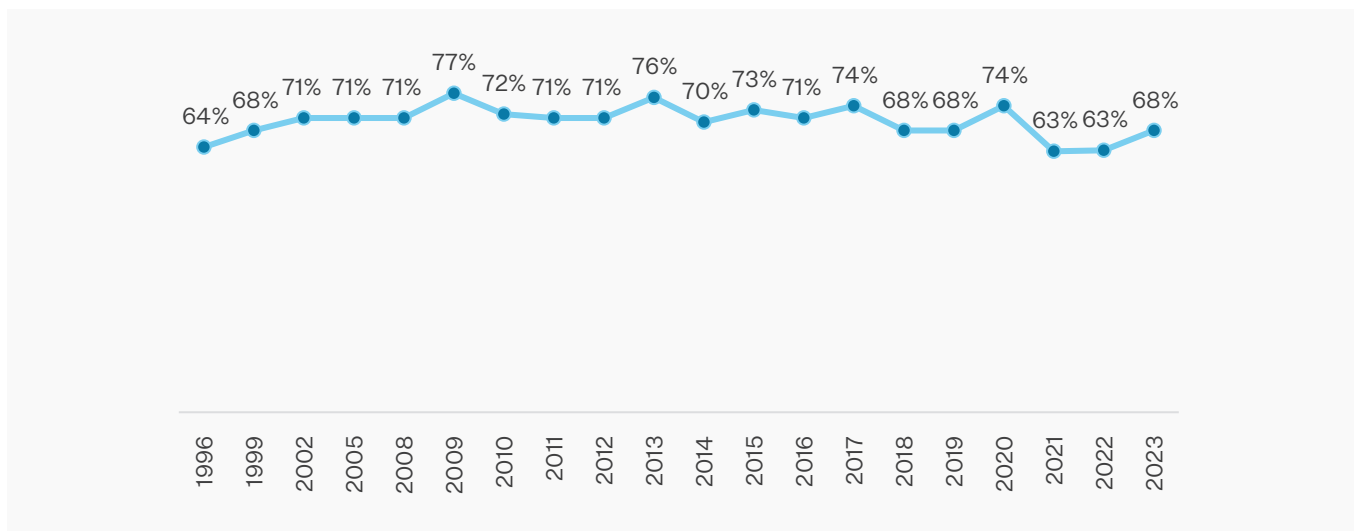
- 68 percent of residents were satisfied with the footpaths.
- ✗ **The target of 70 percent resident satisfaction has not been met.**
- Overall satisfaction has increased this year.
- Residents in 45 to 64 age group were significantly less likely to be satisfied (58 percent satisfied) with footpaths than those in other age groups (71–79 percent).
- No significant differences were noticed in the satisfaction levels across wards or gender.

**Figure 4.3 Satisfaction with footpaths – 2023**



Base: All respondents (n=405)

**Figure 4.4 Satisfaction with footpaths – over time**



Base: All respondents

Twenty-nine percent residents who were dissatisfied with footpaths cited insufficient footpaths and their dismal condition making them unsafe, especially for the elderly, as the major reasons for their rating.

**Table 4.2 Reason for dissatisfaction**

|   | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|---|-------------------------------|------------------------------|
| There aren't many/any                     | 37%                           | 43                           |
| Footpaths uneven and broken               | 21%                           | 25                           |
| Footpaths or lack of are unsafe           | 20%                           | 23                           |
| Footpaths not accessible/elderly friendly | 15%                           | 17                           |
| Greenery need maintaining                 | 13%                           | 15                           |
| General location                          | 10%                           | 12                           |
| Better maintenance needed                 | 9%                            | 11                           |
| Footpaths too narrow/wide                 | 7%                            | 8                            |
| None/not many safe crossings              | 5%                            | 6                            |
| Need separate cycle ways                  | 2%                            | 2                            |
| Temporary fixes                           | 1%                            | 1                            |
| No comment                                | 5%                            | 6                            |
| Other net (other + general location)      | 27%                           | 32                           |
| <b>Total respondents</b>                  | <b>100%</b>                   | <b>117</b>                   |

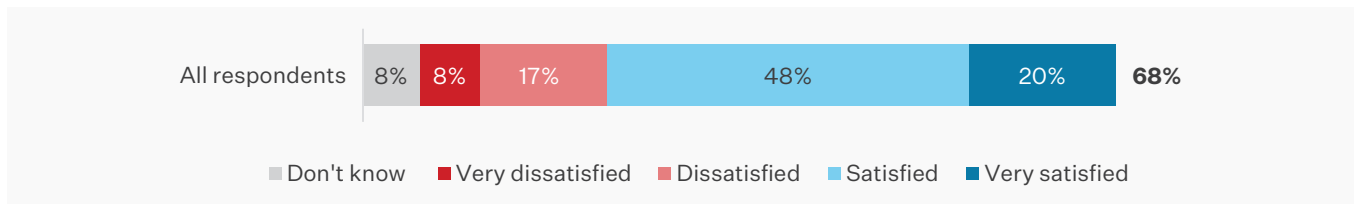
Base: Respondents dissatisfied with the service

## Cycling

Satisfaction with cycle lanes, paths, or roads for cycling, easily met the set target.

- 68 percent of residents were satisfied with the cycle lanes.
- ✓ **The target of 20 percent resident satisfaction was achieved.**
- Cycle lanes satisfaction was a new question in 2022.
- No significant differences were noticed in the satisfaction ratings across age groups.
- As was also observed last year, a significantly higher proportion was dissatisfied in Golden Bay ward (55 percent dissatisfied) than other wards (16–23 percent dissatisfied).

**Figure 4.5 Satisfaction with cycle lanes – 2023**



Base: All respondents (n=405)

A quarter of residents were dissatisfied with the cycle lanes. They mostly cited reasons such as not enough cycle lanes, or a lack of safety on current lanes for a dissatisfaction rating. Others felt that the lanes make roads too narrow, and a few said that the lanes were not used enough.

**Table 4.3 Reason for dissatisfaction**

|   | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|---|-------------------------------|------------------------------|
| None/not enough cycle lanes                     | 27%                           | 27                           |
| Current cycle lanes/lack-thereof are unsafe     | 19%                           | 19                           |
| Cycle lanes make roads too narrow               | 13%                           | 13                           |
| Cycle lanes don't get used/not used enough      | 10%                           | 10                           |
| Need better maintenance                         | 10%                           | 10                           |
| Overgrown/weeds                                 | 8%                            | 8                            |
| Specific cycle lane/road mentioned              | 6%                            | 6                            |
| Uneven/rough/potholes on cycle lane/roads       | 6%                            | 6                            |
| Cycle lanes are a waste of money/we have enough | 5%                            | 5                            |
| Cycle lane inconsistent/cuts off                | 5%                            | 5                            |
| Seal gravel cycleways                           | 4%                            | 4                            |
| Heavily affected by weather                     | 4%                            | 4                            |
| Educate drivers and cyclists                    | 3%                            | 3                            |
| General cycle lane/road mentioned               | 3%                            | 3                            |
| Cycle lane is narrow                            | 3%                            | 3                            |
| Upgrade the roads first                         | 1%                            | 1                            |
| No comment/nothing                              | 3%                            | 3                            |
| Other   | 6%                            | 6                            |
| Don't know                                      | 1%                            | 1                            |
| <b>Total respondents</b>                        | <b>100%</b>                   | <b>101</b>                   |

Base: Respondents dissatisfied with the service

## Safety on the roads

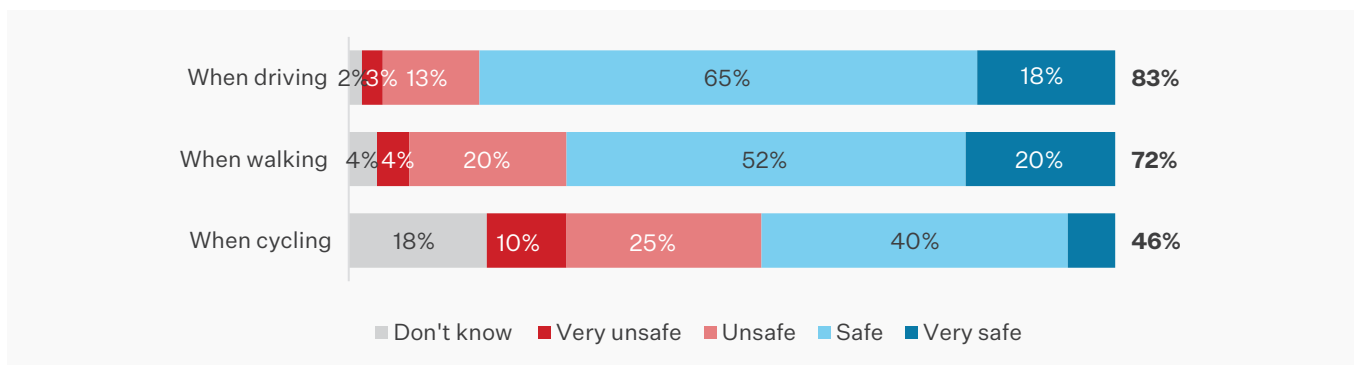
Perceptions of safety on the roading environment when driving, walking, and cycling vary.

- 83 percent of residents felt safe day-to-day on Tasman roads when driving.  
✓ **The target of 70 percent has been met.**
- 72 percent of residents felt safe day-to-day on Tasman roads when walking.  
✓ **The target of 70 percent has been met.**
- 46 percent of residents felt safe day-to-day on Tasman roads when cycling.  
✗ **The target of 70 percent has not been met.**

This question was introduced in 2022.

- There were no significant differences by ward, age, or gender in terms of feeling safe when driving or cycling.
- When walking:
  - Residents in the Richmond ward were more likely to feel safe (87 percent felt safe); while respondents in the Golden Bay ward were more likely to feel unsafe (45 percent felt unsafe) than residents in other wards.
  - Residents aged 18–44 were significantly more likely to feel safe (82 percent felt safe) than other age groups.

**Figure 4.6 Feelings of safety on the road – 2023**



Base: All respondents (n=405)



Section 5

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# Three Waters

## Provision of water services

Over half the respondents (57 percent) said that they were provided with a piped water supply and wastewater services (59 percent) by the Council, whereas less than half (49 percent) reported being provided with storm water services.

Piped water supply: Respondents from the Richmond ward were significantly higher on provision of piped water supply (provided to 89 percent of them) whereas Golden Bay and Motueka Wards were significantly lower (16 percent and 28 percent provided with, respectively).

Wastewater services: Again, respondents from Richmond were significantly higher on provision of wastewater services (85 percent of them) compared to other wards whereas, Moutere-Waimea or Motueka were significantly lower than other wards (45–48 percent provided with the service).

Storm water services: Richmond was significantly higher (77 percent) whereas, Motueka-Waimea and Motueka ward were significantly lower on provision (provided to 35 percent in each ward).

**Table 5.1 Council provided services**

| Council provides...                | % provided |      |      |      |
|------------------------------------|------------|------|------|------|
|                                    | 2020       | 2021 | 2022 | 2023 |
| A piped water supply to your house | 58%        | 55%  | 57%  | 57%  |
| A wastewater/sewerage system       | 59%        | 55%  | 58%  | 59%  |
| A piped stormwater collection      | 53%        | 48%  | 47%  | 49%  |

Where you live, does Council provide the following?  
Base: All respondents (n=405)

## Water supply

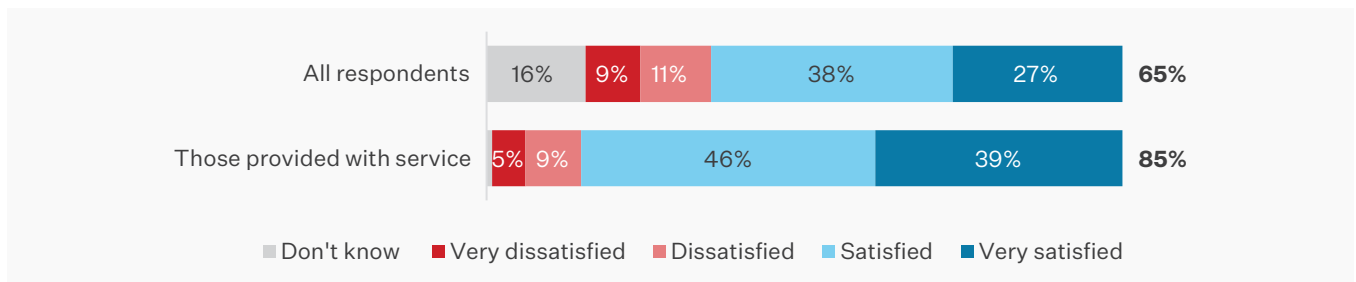
Satisfaction with the quality of the water supply was high for those provided with the service.

- **85 percent of residents who are on a Council provided water supply were satisfied.**
- ✓ **The target of 80 percent for those provided the service, has been met.**
- Overall satisfaction has declined by 2 percent over the previous year.

Overall, those who live in Richmond ward were significantly more likely to be satisfied (85 percent); while those who live in the Motueka ward were significantly less likely to be satisfied (46 percent) than other ward residents.

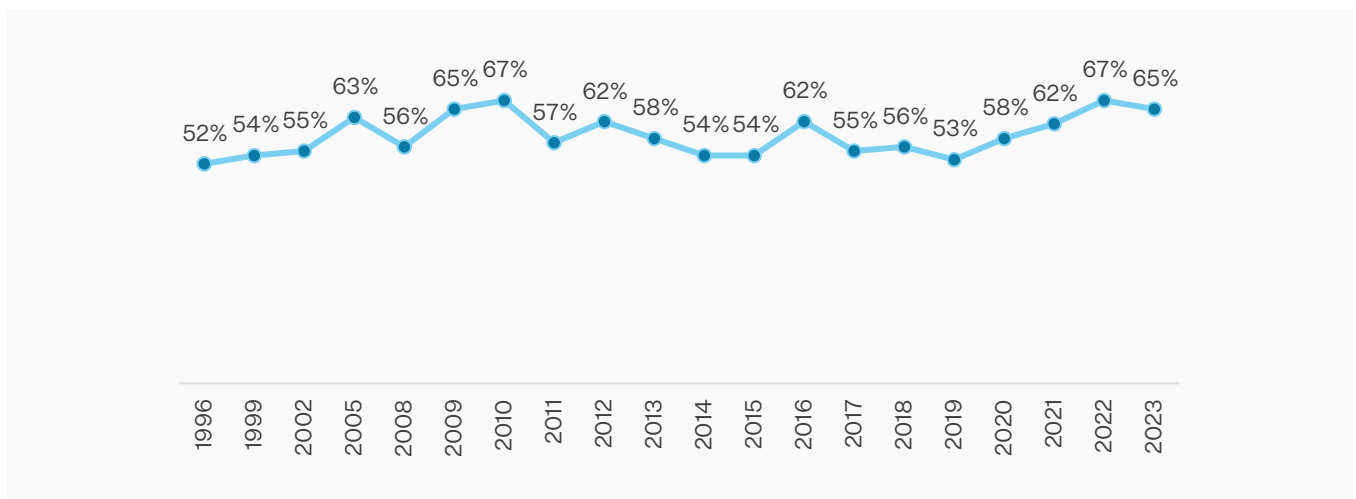
Satisfaction was not significantly different across age groups and gender.

**Figure 5.1 Satisfaction with water supply – 2023**



Base: All respondents (n=405); Provided with service (n=229)

**Figure 5.2 Satisfaction with water supply – over time**



Base: All respondents (n=405)

Residents who were dissatisfied with the water supply (20 percent, n=80) provided three main reasons: the water quality, no water supply, or the chlorine content in water.

**Table 5.2 Reason for dissatisfaction**

|                                 | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|---------------------------------|-------------------------------|------------------------------|
| The water quality               | 40%                           | 32                           |
| There isn't a water supply      | 26%                           | 21                           |
| Chlorine/Chloride/Fluoride      | 20%                           | 16                           |
| Unreasonable charging           | 10%                           | 8                            |
| Broken/old infrastructure       | 10%                           | 8                            |
| Unreliable                      | 4%                            | 3                            |
| Unhappy with water restrictions | 4%                            | 3                            |
| Water pressure issues           | 4%                            | 3                            |
| Poor Council planning           | 1%                            | 1                            |
| Other                           | 13%                           | 10                           |
| <b>Total respondents</b>        | <b>100%</b>                   | <b>80</b>                    |

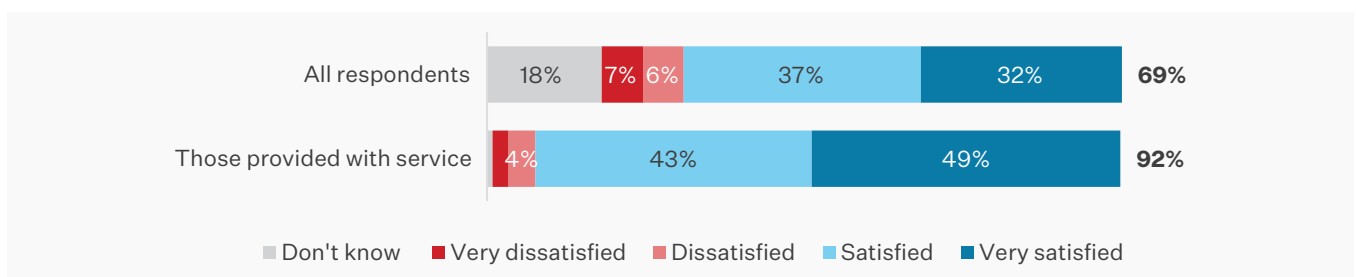
*Base: Respondents dissatisfied with the service*

## Wastewater/sewerage system

Satisfaction with the quality of the wastewater/sewerage system was near universal, amongst those provided with the service.

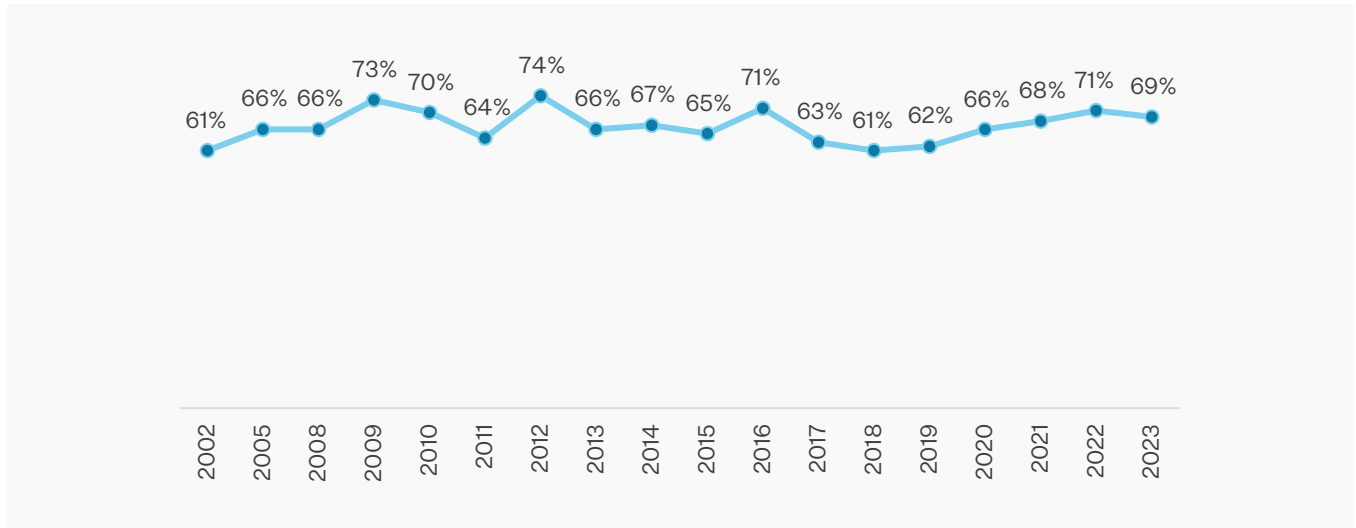
- 92 percent of residents who were provided with a wastewater/sewerage system by Council were satisfied.
- ✓ **The target of 80 percent for those provided with the service has been met.**
- Overall satisfaction has declined marginally from last year.
- Comparing wards, it was observed that those living in Richmond ward were significantly more likely to be satisfied (89 percent). A significantly higher proportion of those residing in Motueka ward responded with 'don't know' (29 percent). Also, residents of Motueka ward were significantly less likely to be satisfied with wastewater services (54 percent).
- No significant differences were observed across age groups and gender.

**Figure 5.3 Satisfaction with wastewater/sewerage system – 2023**



Base: All respondents (n=405); Provided with service (n=237)

**Figure 5.4 Satisfaction with wastewater/sewerage system – over time**



Base: All respondents (n=405)

Residents who were dissatisfied with the wastewater/sewerage system (13 percent dissatisfied in all), primarily said that it was because they did not get one, or because the existing infrastructure was broken or needed maintenance.

**Table 5.3 Reason for dissatisfaction**

|  | Percent of respondents | Number of respondents |
|--|------------------------|-----------------------|
| Council don't supply one/enough        | 40%                    | 21                    |
| Blocked drains/need maintenance        | 15%                    | 8                     |
| Stormwater/flooding mention/issues     | 13%                    | 7                     |
| Wastewater dumping/spilling            | 8%                     | 4                     |
| Smell in area                          | 6%                     | 3                     |
| Not suitable for increasing population | 6%                     | 3                     |
| Broken infrastructure                  | 4%                     | 2                     |
| Unreasonable charging                  | 2%                     | 1                     |
| Council won't connect                  | 2%                     | 1                     |
| Nothing/no comment                     | 4%                     | 2                     |
| Other                                  | 9%                     | 5                     |
| <b>Total respondents</b>               | <b>100%</b>            | <b>53</b>             |

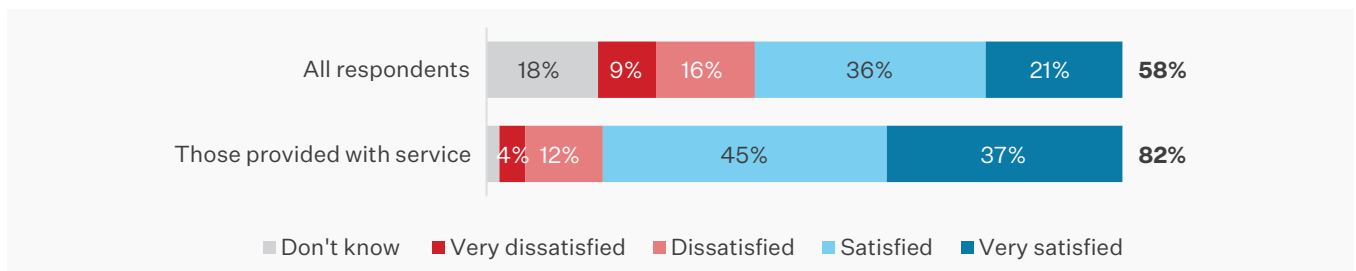
Base: Respondents dissatisfied with the service

## Stormwater services

Satisfaction with the quality of the stormwater services was very high for those provided with the service.

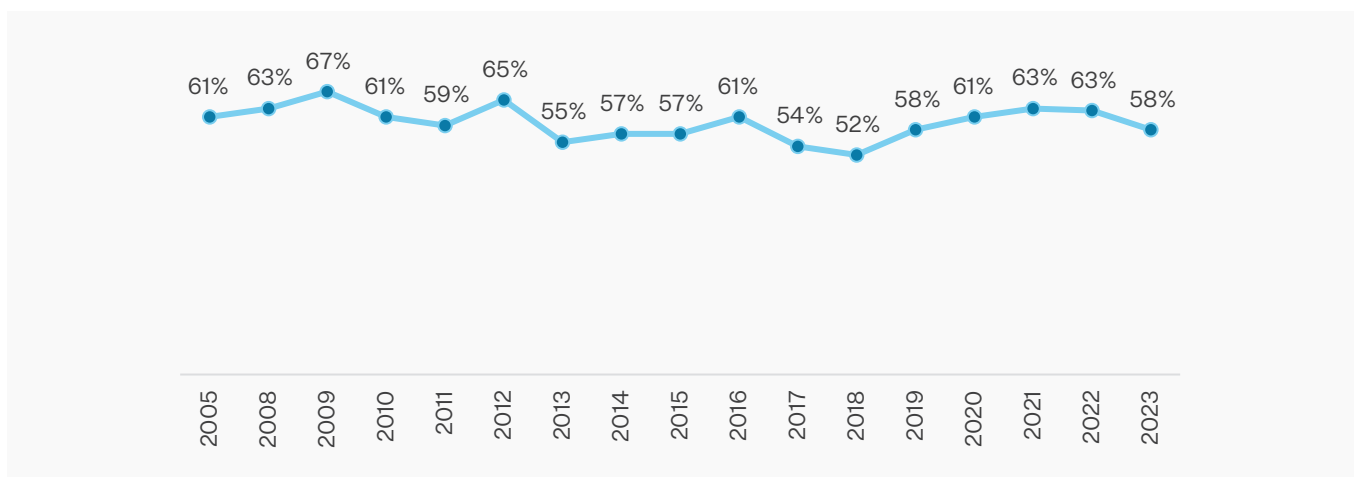
- **82 percent of residents who were provided the stormwater service system by Council were satisfied.**
- ✓ **The target of 80 percent for those provided the service has been met.**
- Overall satisfaction has declined over the past year (5 percent decrease).
- Across age groups and gender no difference was noticed in satisfaction ratings.
- Comparing wards, residents of Richmond ward were significantly more likely to be satisfied (79 percent satisfied) whereas those in Motueka ward were significantly lower on satisfaction, taking in all respondents as well as those provided with the service in the wards (41 percent and 59 percent satisfied).

**Figure 5.5 Satisfaction with stormwater services – 2023**



Base: All respondents (n=405); Provided with service (n=197)

**Figure 5.6 Satisfaction with stormwater services – over time**



Base: All respondents

A quarter of respondents were dissatisfied with stormwater services provided by the Council. Majority of them said it was due to flooding in poor weather or that the Council didn't provide stormwater service. A lack of maintenance and improper drainage were also stated as the reasons.

**Table 5.4 Reason for dissatisfaction**

|                                  | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|----------------------------------|-------------------------------|------------------------------|
| Flooding in poor weather         | 48%                           | 48                           |
| Council don't supply one         | 23%                           | 23                           |
| Lack of maintenance              | 17%                           | 17                           |
| Improperly drained               | 15%                           | 15                           |
| Council planning/potential fixes | 6%                            | 6                            |
| In need of upgrading             | 5%                            | 5                            |
| Council ignoring residents       | 4%                            | 4                            |
| Broken infrastructure            | 3%                            | 3                            |
| Nothing/no answer                | 1%                            | 1                            |
| Other                            | 6%                            | 6                            |
| <b>Total respondents</b>         | <b>100%</b>                   | <b>100</b>                   |

*Base: Respondents dissatisfied with the service*



Section 6

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# Waste management

## Provision of waste services

Provision of waste services to respondents was mixed.

Respondents from the Richmond ward were significantly more likely to be provided with a regular recycling service (provided to 95 percent of them).

Residents in Lakes-Murchison ward were significantly less likely to be provided with a regular recycling service (48 percent provided with) or with pre-paid rubbish bag collection service (39 percent) by the Council.

**Table 6.1 Provided services 2023**

| Council provides...                             | % provided |      |      |      |
|---|------------|------|------|------|
|   | 2020       | 2021 | 2022 | 2023 |
| A regular recycling service                     | 87%        | 81%  | 82%  | 84%  |
| Council pre-paid rubbish bag collection service | 68%        | 62%  | 68%  | 63%  |

Base: All respondents (n=405)

## Use of waste services

- 83 percent of residents provided with the Council’s kerbside recycling services have used it more than three times in the past 12 months.

**X The target of a 95 percent usage rate has not been met.**

As observed with the recycling service provision statistics, the residents of Richmond are significantly more likely to have used/visited Council’s kerbside recycling services (92 percent has), whereas residents of Lakes-Murchison are significantly less likely to have used this service (74 percent has not).

There were no significant differences in usage by age, or gender.

**Table 6.2 Use of services – 2021, 2022<sup>9</sup> and 2023**

|  | 2021                               |                                      | 2022                               |                                      | 2023                               |                                      |
|--|------------------------------------|--------------------------------------|------------------------------------|--------------------------------------|------------------------------------|--------------------------------------|
|  | Base                               | % used/visited out of those provided | Base                               | % used/visited out of those provided | Base                               | % used/visited out of those provided |
| <b>Council’s resource recovery centre/ waste transfer station</b>    | All respondents (n=400)            | 64%                                  | All respondents (n=400)            | 71%                                  | Not measured in 2023               | Not measured in 2023                 |
| <b>Council’s pre-paid rubbish bag collection services</b>            | Those provided the service (n=247) | 57%                                  | Those provided the service (n=270) | 56%                                  | Those provided the service (n=255) | 44%                                  |
| <b>Council’s kerbside recycling services (if at all)</b>             | Those provided the service (n=325) | 86%                                  | Those provided the service (n=326) | 91%                                  | Those provided the service (n=342) | 90%                                  |
| <b>Council’s kerbside recycling services - three times or more *</b> | Those provided the service (n=325) | 77%                                  | Those provided the service (n=326) | 88%                                  | Those provided the service (n=342) | 83%                                  |

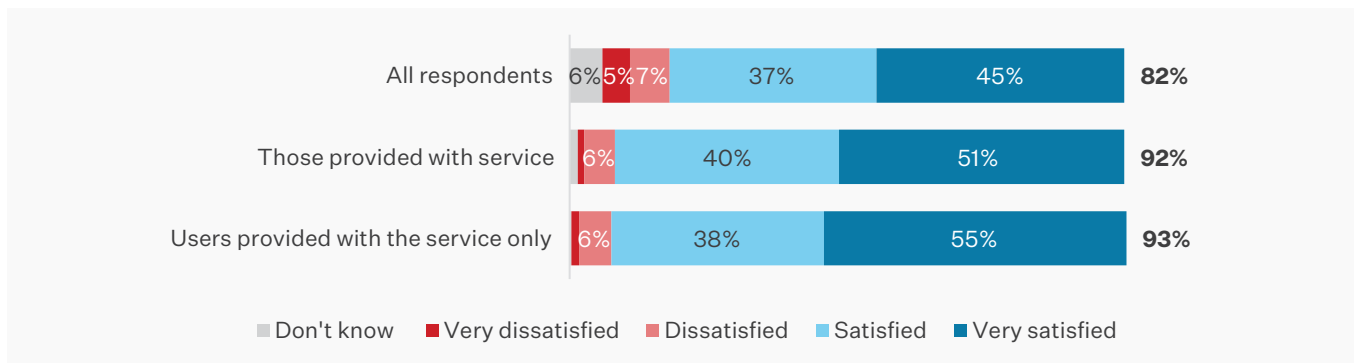
<sup>9</sup> Please note that due to a change in calculations on how usage has been measured, results for the pre-paid rubbish bags or kerbside collection are only comparable since 2021.

## Kerbside recycling

Satisfaction with the quality of the kerbside recycling was high for all residents, for those provided with the service, and for users.

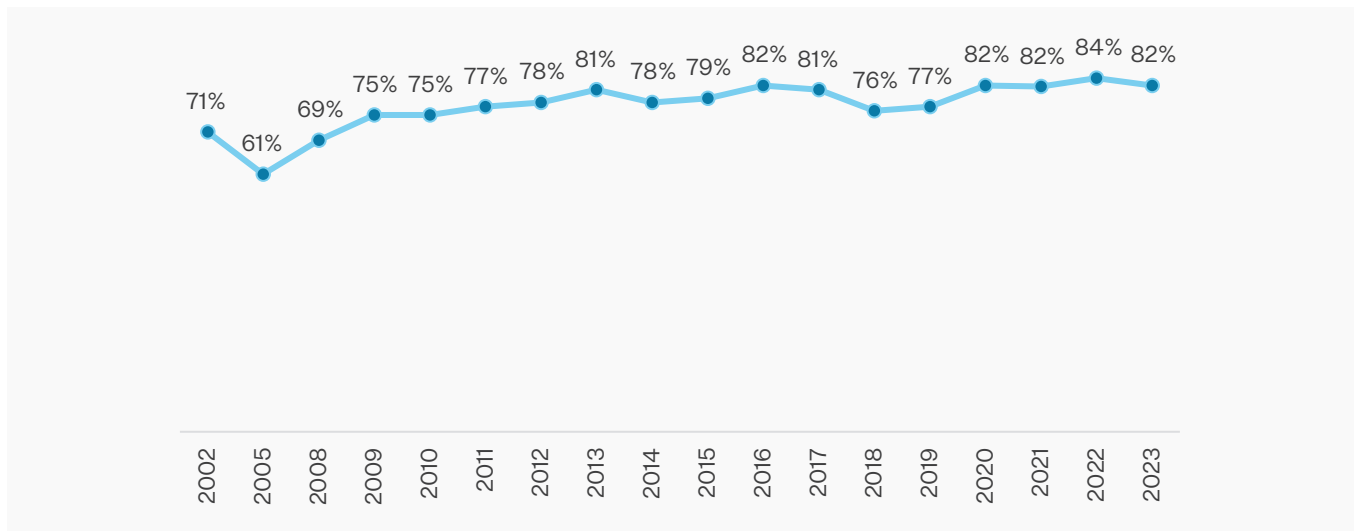
- **92 percent of residents who were provided the kerbside recycling service by Council were satisfied.**
- ✓ **The target of 90 percent from those provided the service has been met.**
- Satisfaction levels have dropped (though marginally) for all respondents, for those provided with the service as well as for the users.
- No significant differences were noticed in satisfaction ratings of those provided with the service across wards. It is worth noting that those provided with the service in Lakes- Murchison were significantly higher on “don’t know” (20 percent) as their response than other wards.

**Figure 6.1 Satisfaction with kerbside recycling – 2023**



Base: All respondents (n=405); Provided with service (n=342); Users provided with the service (n=308)

**Figure 6.2 Satisfaction with kerbside recycling – over time**



Base: All respondents

Residents who were dissatisfied with kerbside recycling (12 percent dissatisfied in all) primarily said that it was mainly because they did not receive the service, or what was acceptable for recycling by the Council. Providing more bins, ensuring pick up does occur and more frequent pick up could help improve scores.

**Table 6.3 Reason for dissatisfaction**

|  | Percent of respondents | Number of respondents |
|--|------------------------|-----------------------|
| Council don't supply it                            | 49%                    | 24                    |
| Lack of acceptable recyclables                     | 10%                    | 5                     |
| More bins/pick up more often                       | 8%                     | 4                     |
| Recycling isn't being recycled/ends up in landfill | 8%                     | 4                     |
| Recycling not picked up sometimes                  | 8%                     | 4                     |
| No care in recycling collection                    | 6%                     | 3                     |
| Takes up footpath/all over street                  | 6%                     | 3                     |
| Other  | 8%                     | 4                     |
| <b>Total respondents</b>                           | <b>100%</b>            | <b>49</b>             |

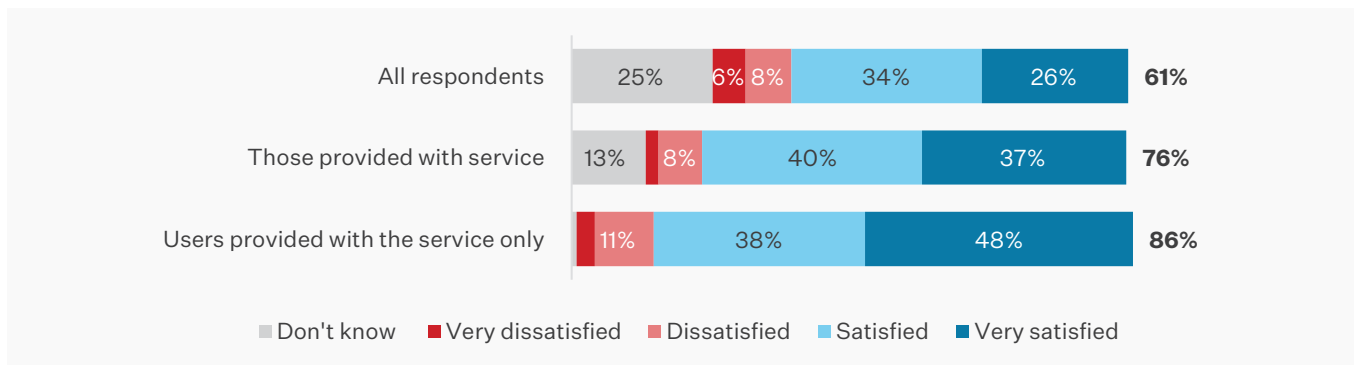
Base: Respondents dissatisfied with the service

## Council’s prepaid rubbish bag service

Satisfaction with the Council’s prepaid rubbish bag service was high amongst those provided with the service and service users.

- **76 percent of residents who were provided with the prepaid rubbish bag service were satisfied.**
- No target for satisfaction with the prepaid rubbish bag service was set.
- Overall satisfaction is at 61% and has declined over the last year.
- A higher proportion has answered in ‘don’t know’ (25 percent), though it is still lower than that reported in 2020<sup>10</sup>.
- No difference was noticed in satisfaction levels to those provided with the service across wards, age, or gender.

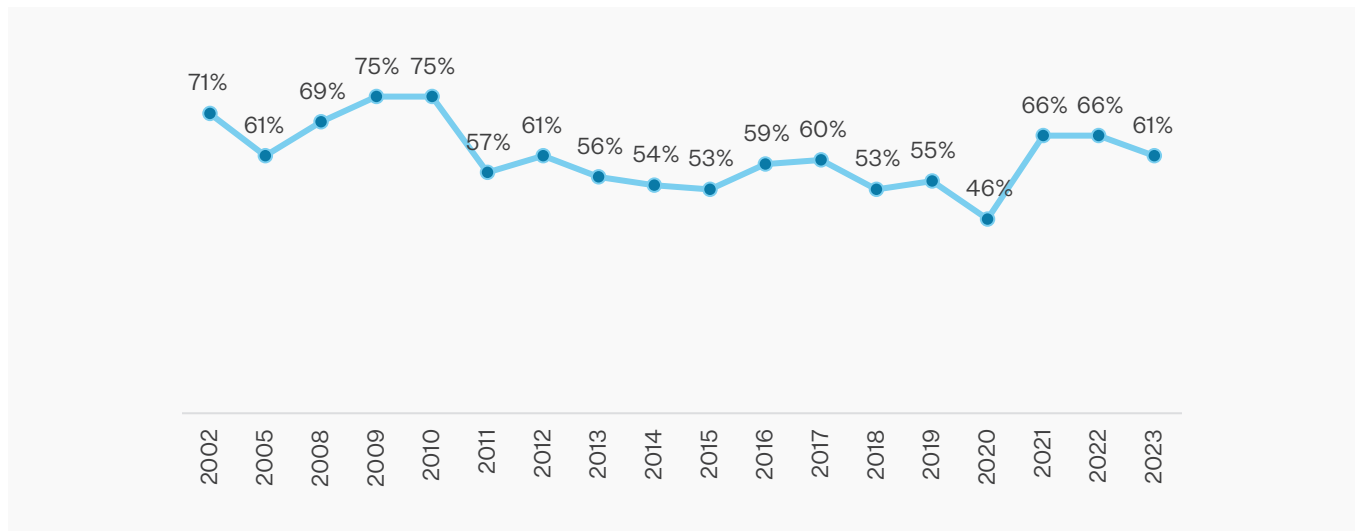
**Figure 6.3 Satisfaction with prepaid rubbish bag service – 2023**



Base: All respondents (n=405); Provided with service (n=255); Users (n=113)

<sup>10</sup> 24 percent answered don’t know in 2021; 20 percent in 2022, while 48 percent answered don’t know in 2020.

**Figure 6.4 Satisfaction with prepaid rubbish bag service – over time**



Base: All respondents

Residents who were dissatisfied with the prepaid rubbish bag service (i.e., 14 percent) primarily said it was because the Council did not provide this service to them or because they felt the charges were unreasonable. Others said that it’s poorly organised.

**Table 6.4 Reason for dissatisfaction**

|   | Percent of respondents | Number of respondents |
|---|------------------------|-----------------------|
| Council doesn’t provide it                  | 43%                    | 24                    |
| Unreasonable charging                       | 36%                    | 20                    |
| Inconvenience/poorly organized              | 13%                    | 7                     |
| Bags don’t get picked up                    | 4%                     | 2                     |
| Nothing/no answer                           | 5%                     | 3                     |
| Other collection services need more funding | 4%                     | 2                     |
| <b>Number of respondents</b>                | <b>100%</b>            | <b>56</b>             |

Base: Respondents dissatisfied with the service

Section 7

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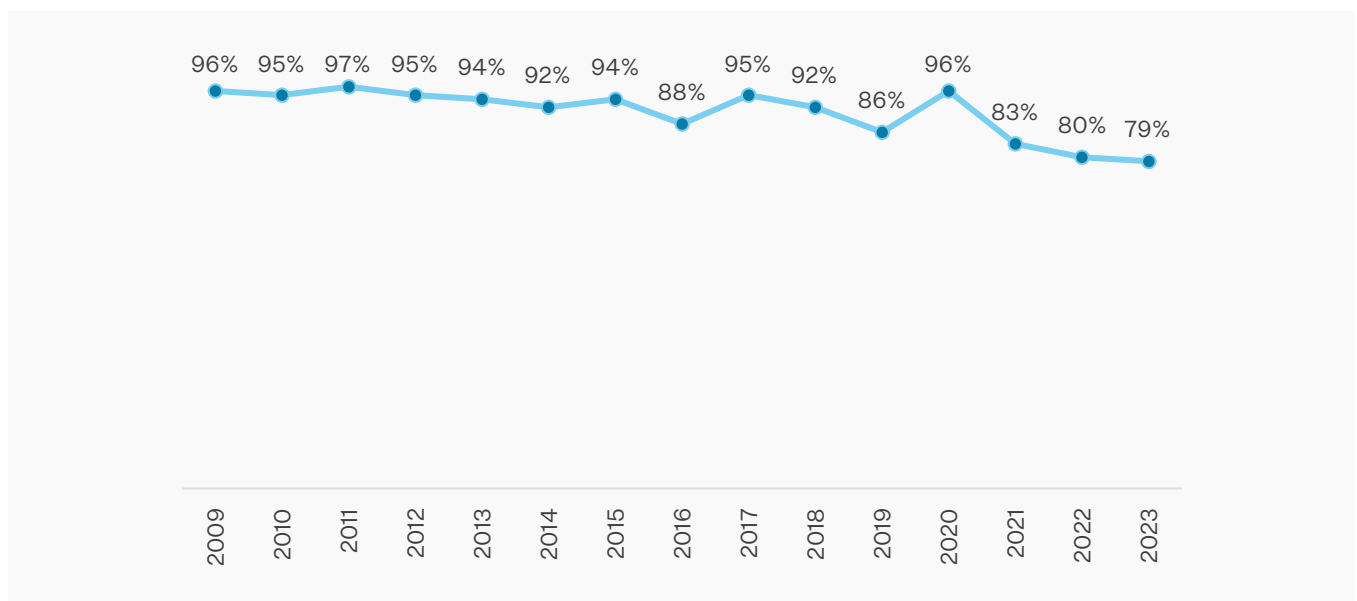
# Council information & communication



## Access and use of Council information

- 79 percent of residents saw, read, or heard Council information in the last 12 months. This is down from last year but only marginally.
- Respondents aged 18–44 years were less likely to have seen, read or heard any Council information (68 percent), as compared to other age groups (over 80 percent have).
- Those who had seen/read/heard information were more likely to have done that through Newsline, newspapers or through social media.
- Respondents over 44 years of age were more likely to have seen Council information on Newsline (65 percent), followed by newspapers (27 percent).
- Social media is used significantly more by those in 18–44 age group than by other age groups.
- Wards did not vary significantly in their choice of source of information.

**Figure 7.1 Have seen, read, or heard Council information – over time**



Base: All respondents

**Table 7.1 Channels used to see, read, or hear Council information – 2023**

|  | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--|-------------------------------|------------------------------|
| Newsline (fortnightly Council publication delivered to households) | 65%                           | 208                          |
| Newspapers   | 27%                           | 86                           |
| Social media   | 24%                           | 75                           |
| Online news service, e.g., Stuff                                   | 12%                           | 38                           |
| The Council's website  | 11%                           | 34                           |
| Mail (pamphlets, letters)  | 2%                            | 5                            |
| Radio  | 4%                            | 13                           |
| Personal contact   | 3%                            | 9                            |
| From other people hearsay  | 4%                            | 13                           |
| Public meetings  | 2%                            | 6                            |
| Others – specify + Email   | 8%                            | 25                           |
| Not aware of any   | 0%                            | 0                            |
| Council does not consult public                                    | 0%                            | 0                            |
| Council facilities   | 0%                            | 0                            |
| Antenno app  | 3%                            | 9                            |
| With the rates   | 1%                            | 4                            |
| Television   | 1%                            | 2                            |
| Online/internet (general/ not specified)                           | 1%                            | 2                            |
| <b>Total respondents</b>   | <b>318</b>                    |                              |

Base size: All respondents who had seen, read or heard info from the Council

Looking specifically at information published by the Council, Newsline was the most commonly seen resource followed by Council advertisements in newspapers (Table 7.2).

- 18–44 age group were more likely to have found the information through the Council’s advertisements on radio or Council’s social media.
- Females were more likely to use Council’s website or social media than males.
- Lakes-Murchison ward residents were less likely to have found the information through Council’s advertisements.

**Table 7.2 Published information seen, read, heard – 2023**

|  | <b>Percent of respondents</b> | <b>Number of respondents</b> |
|--|-------------------------------|------------------------------|
| <b>Newsline</b>  | 86%                           | 272                          |
| <b>Council advertisements in newspapers</b>                                    | 52%                           | 165                          |
| <b>Consultation Document on Tasman’s 10-Year Plan 2021/2031 or Vision 2020</b> | 46%                           | 145                          |
| <b>Council meeting agendas and minutes</b>                                     | 13%                           | 41                           |
| <b>Information available from Council offices or libraries</b>                 | 36%                           | 114                          |
| <b>Council advertisements on the radio</b>                                     | 32%                           | 103                          |
| <b>The Council website</b>   | 54%                           | 173                          |
| <b>The Council’s library website</b>   | 24%                           | 76                           |
| <b>Council’s social media</b>  | 39%                           | 123                          |
| <b>None of the above</b>   | 1%                            | 4                            |
| <b>Total respondents</b>   | 100%                          | 318                          |

*Base: Respondents who had seen, read or heard any Council information in the last 12 months*

## Contacting Council

Seventy percent of the respondents contacted the Council in the last 12 months.

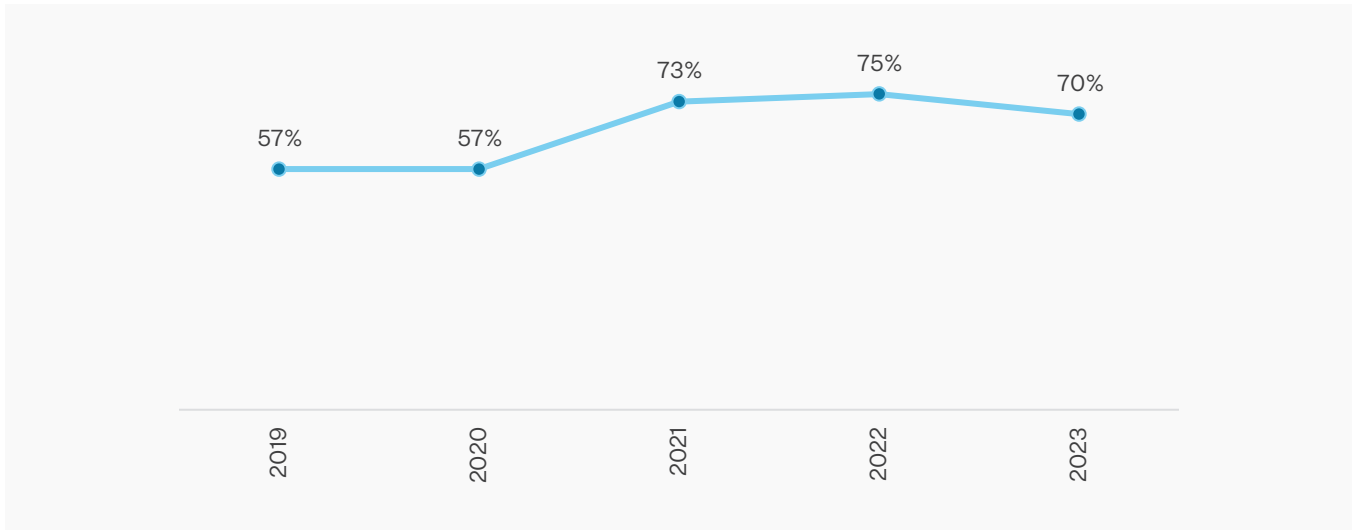
- The three most common methods were by phone, in person, and then by email.
- Contact with Council has remained relatively declined since last year (5 percent decrease).
- There were no significant differences by ward or gender.
- Those 45–64 years of age were more likely to use the app – Antenno – for contacting the Council than other age groups.

**Table 7.3 Methods used to contact the Council – 2023**

|  | Percent of respondents | Number of respondents |
|--|------------------------|-----------------------|
| By phone   | 48%                    | 195                   |
| In person  | 41%                    | 165                   |
| By email   | 34%                    | 137                   |
| By online contact form                               | 15%                    | 60                    |
| In writing by post                                   | 4%                     | 16                    |
| By social media                                      | 6%                     | 25                    |
| Via Antenno app                                      | 5%                     | 20                    |
| Have not contacted the Council in the last 12 months | 30%                    | 123                   |
| <b>Total respondents</b>                             | <b>100%</b>            | <b>405</b>            |

Base: All respondents (n=405)

Figure 7.2 Contact with Council – over time



Base: All respondents

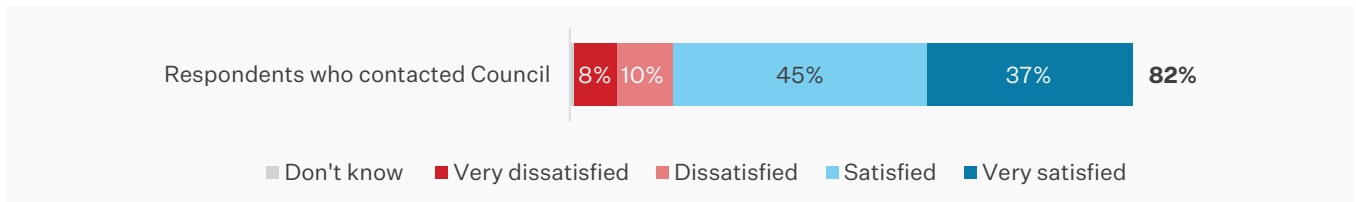
Satisfaction with the services received when contacting the Council offices is higher than last year and similar to that in 2021.

- 82 percent of residents were satisfied with the service received when contacting Council.

**X The target of 85 percent service satisfaction has not been met.**

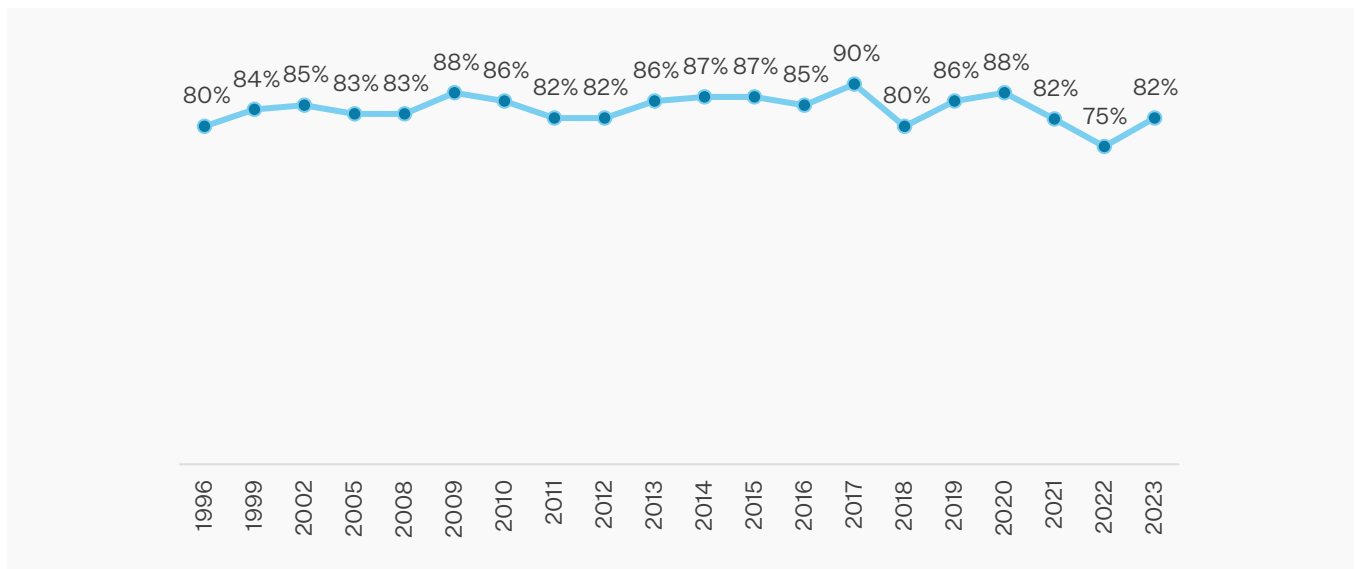
- There were no significant differences by ward, age, or gender.

**Figure 7.3 Satisfaction with services received when contacting Council – 2023**



Base: Respondents who had contacted the Council in the past 12 months (n=282)

**Figure 7.4 Satisfaction with services received when contacting Council – over time**



Base: All respondents who had contacted the Council in the past 12 months

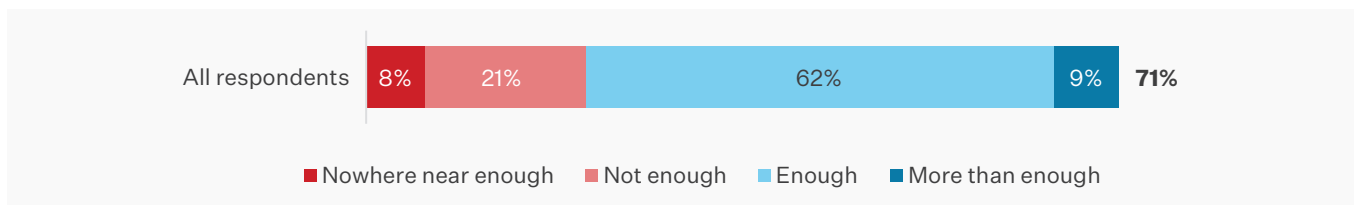
## Level of information provided

- 71 percent of residents felt the level of information Council provides was enough.

**X The target of 75 percent has not been met.**

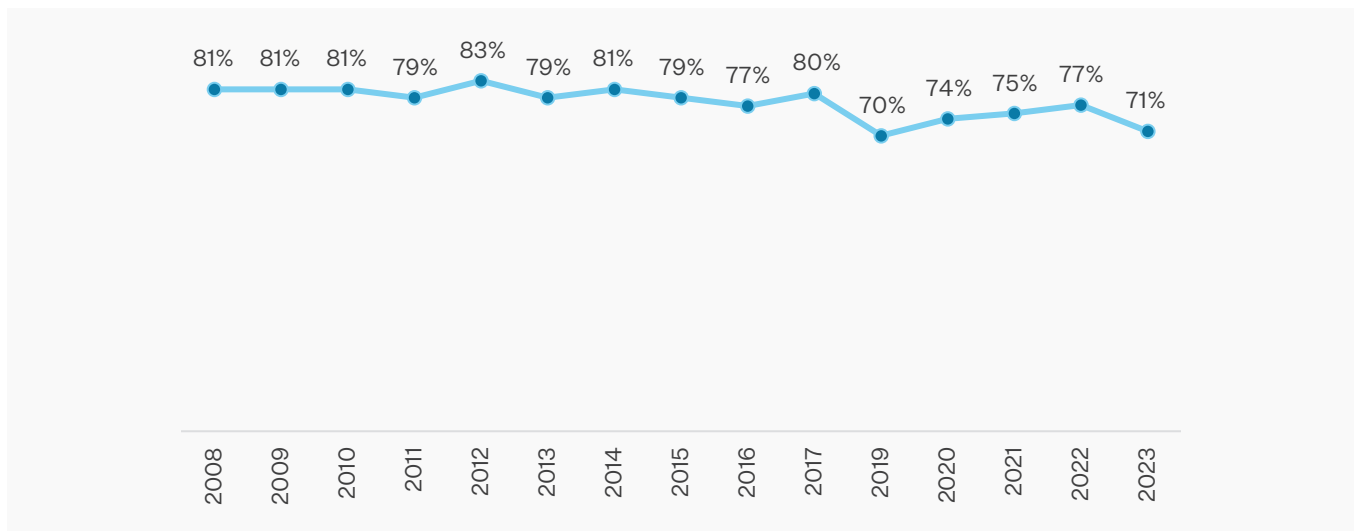
- The proportion of respondents feeling the information is enough has declined over the past year after trending upwards for previous three years.
- There were no significant differences by ward, age, or gender.

**Figure 7.5 Information provided is enough – 2023**



Base: All respondents (n=405)

**Figure 7.6 Information provided is enough – over time**



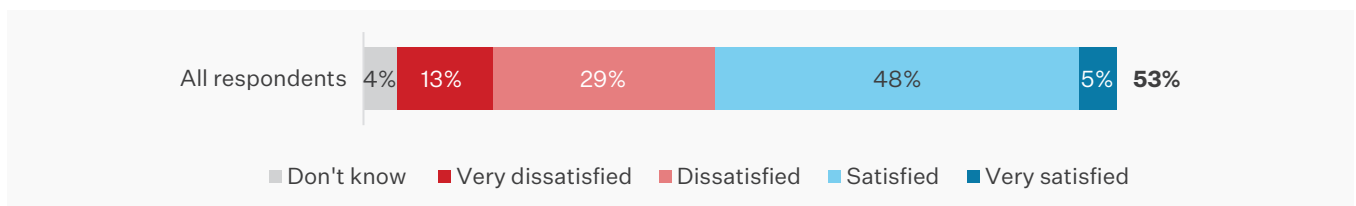
Base: All respondents

## Public consultation

Over half of respondents were satisfied with public consultation.

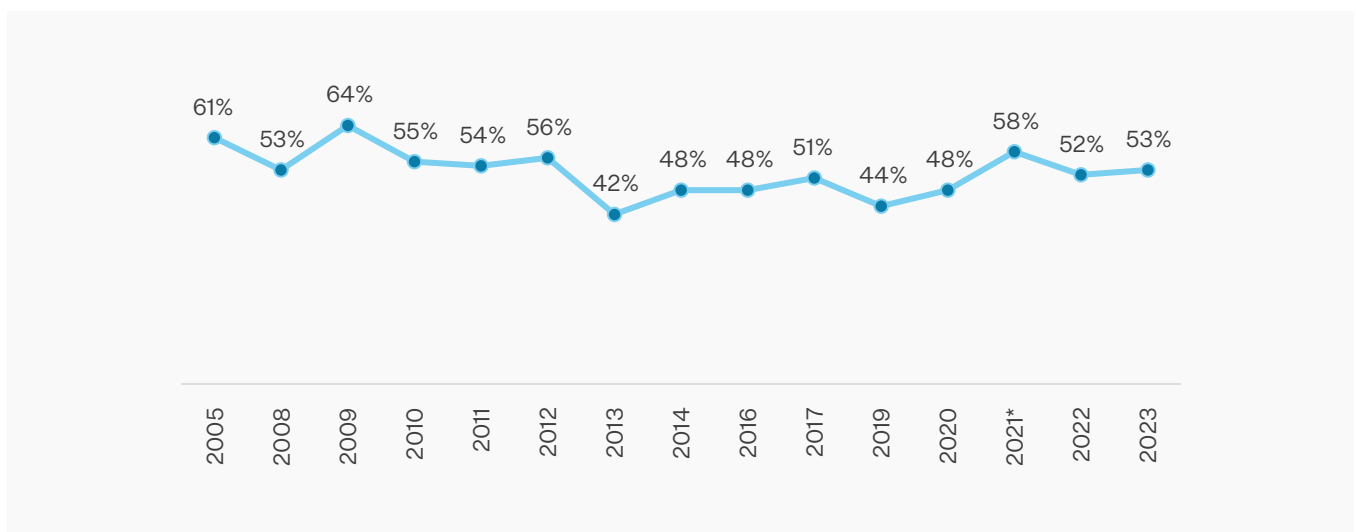
- 53 percent of residents were satisfied with the way Council consults the public in the decisions it makes.
- ✓ **The target of 50 percent resident satisfaction has been met.**
- Although there’s a marginal increase of 1 percent in satisfaction from last year, it’s still below the 2021 rating.
- There were no significant differences by age, or gender.
- Residents of Richmond are significantly more likely to be satisfied (65 percent) than residents of other wards with the way the Council consults the public.

**Figure 7.7 Satisfaction with public consultation – 2023**



Base: All respondents (n=405)

**Figure 7.8 Satisfaction with public consultation – over time**



Base: All respondents

\*Note: change in scale from 5-point scale to 4-point scale

Note: prior to 2009 refer to satisfaction with the way Council involves the public in the decisions it makes



Section 8

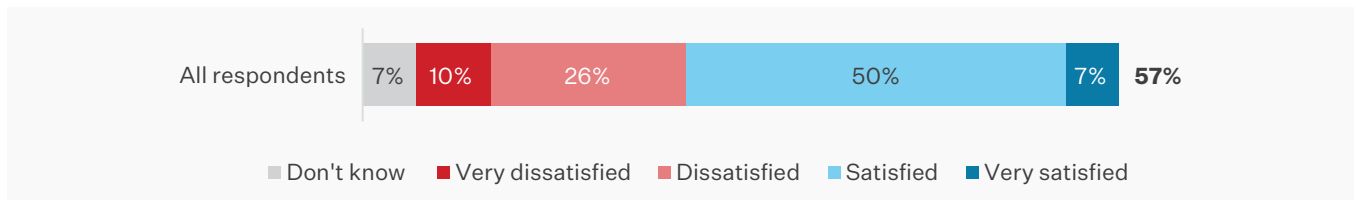
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# Local issues and Council operations

## Rates

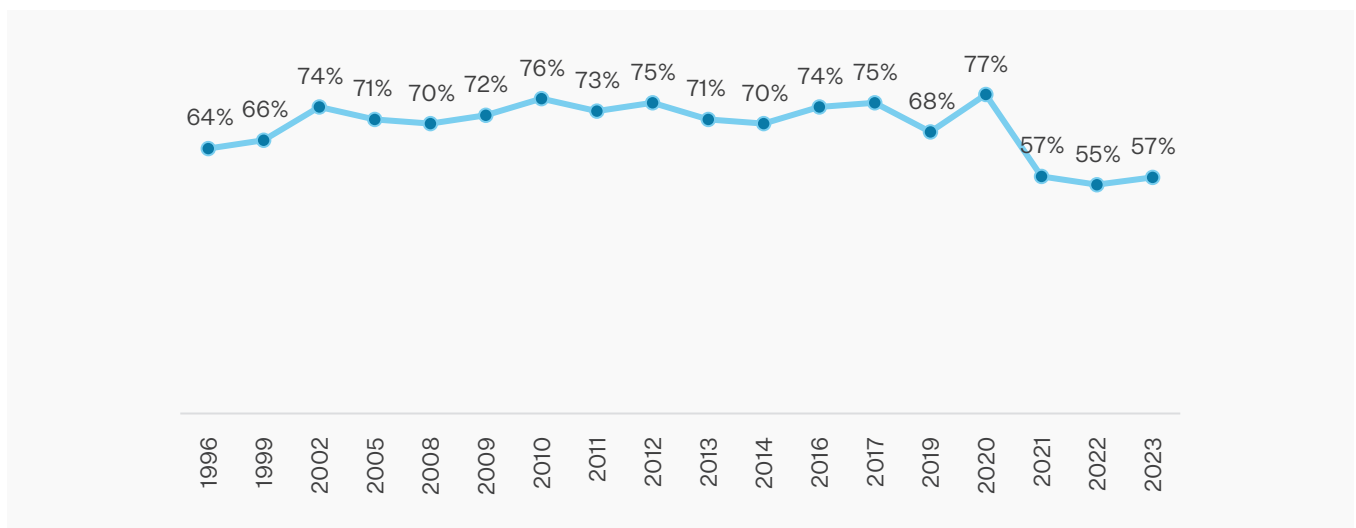
- **57 percent of residents were satisfied with way rates were spent on services and facilities.**
- No target for satisfaction with rates was set.
- Although there is a 2 percent increase from last year, satisfaction with rates' expenditure has remained low since the significant drop in 2021 of 20 percent.
- As observed in the previous year, those in Richmond are significantly more likely to be satisfied with the way rates are spent (69 percent satisfied).
- There were no significant differences in satisfaction ratings by age or gender.

**Figure 8.1 Satisfaction with rates – 2023**



Base: All respondents (n=405)

**Figure 8.2 Satisfaction with rates – over time**



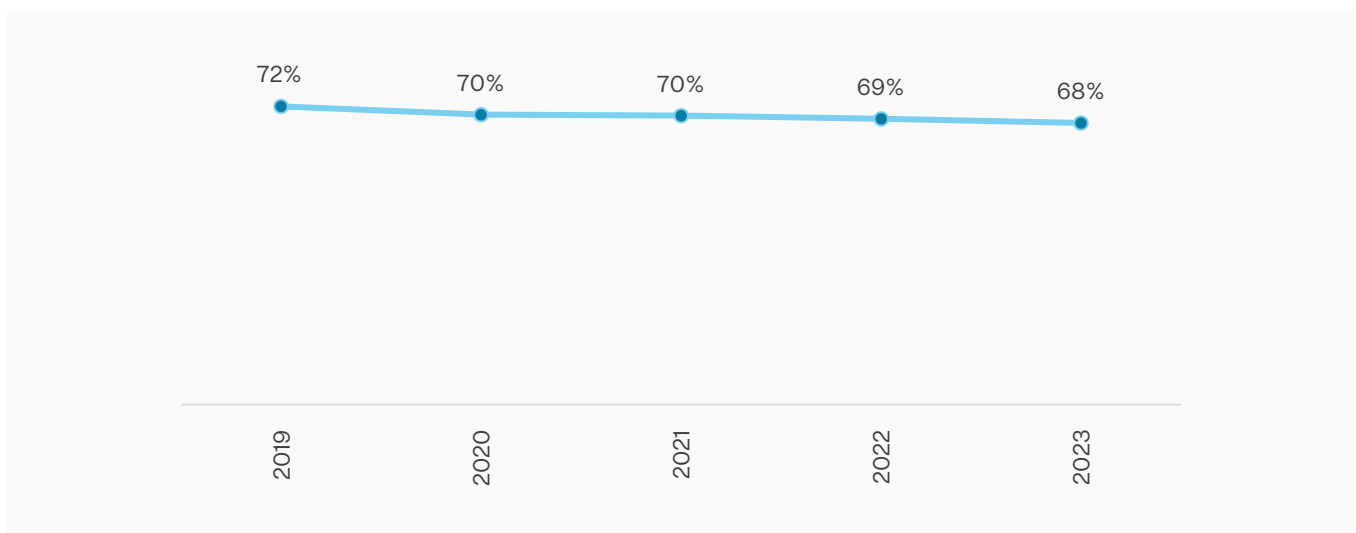
Base: All respondents

## Resource management

Sixty-eight percent were aware of Council’s role in resource management policy and planning work (e.g., managing TDC’s natural resources like water, air quality, and zoning land for various uses). Awareness has remained on par with last year.

- Respondents 65 year or above are significantly more likely to be aware of the Council’s role than other age groups.
- So were the males compared to females (75 percent males aware vs 61 percent females).
- Across wards no significant differences were noticed.

**Figure 8.3 Awareness of Council’s role in resource management – over time**

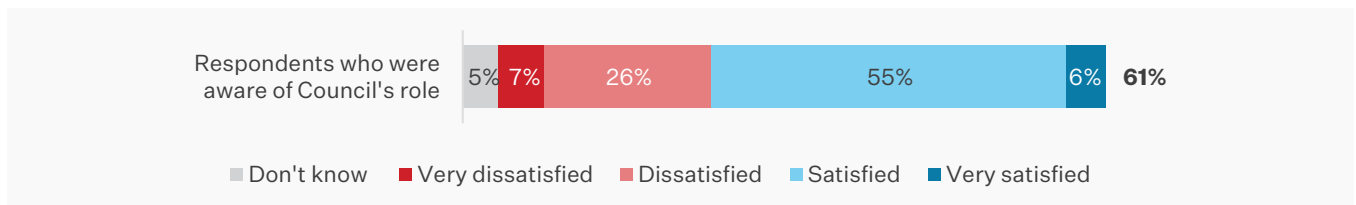


Base: All respondents

Of those who were aware of the Council’s role in resource management and policy and planning work:

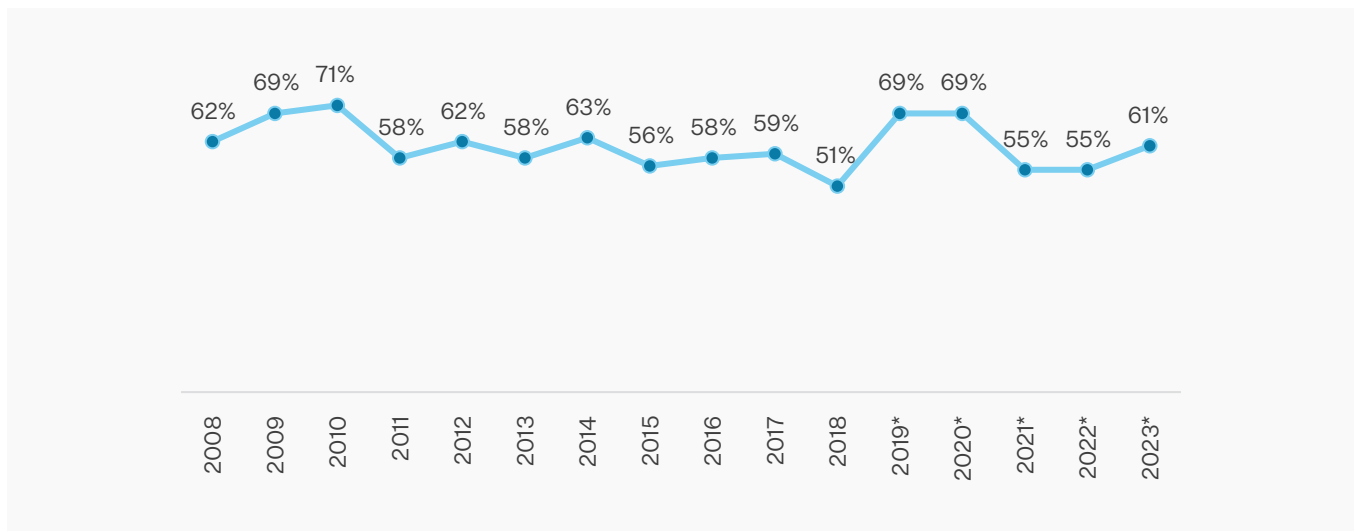
- 61 percent were satisfied with Council’s role.
- ✗ **The target of 65 percent resident satisfaction has not been met.**
- Satisfaction has increased by 6 percent from that in 2022.  
There were no significant differences by ward, age, or gender.

**Figure 8.4 Satisfaction with resource management – 2023**



Base: Respondents aware of Council’s role (n=275)

**Figure 8.5 Satisfaction with resource management – over time**

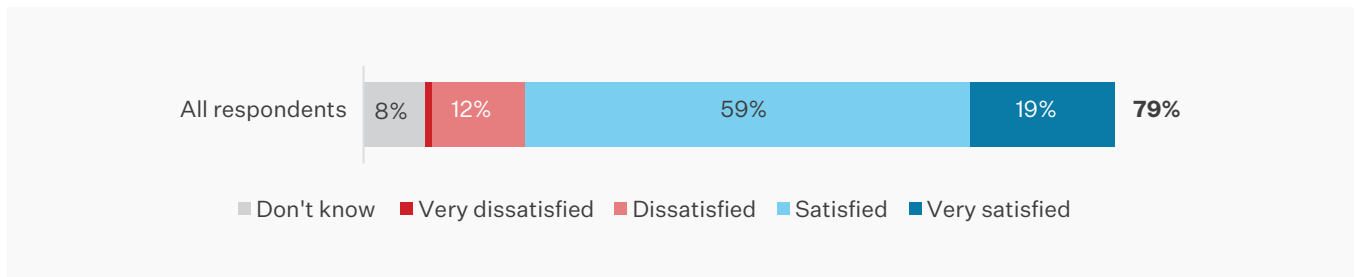


Base: 1996-2018. All respondents: 2019-2021. Respondents aware of the Council’s role in resource management  
\* Readings from and after 2019 only refers to residents aware of the Council’s role in resource management

## Council’s emergency management

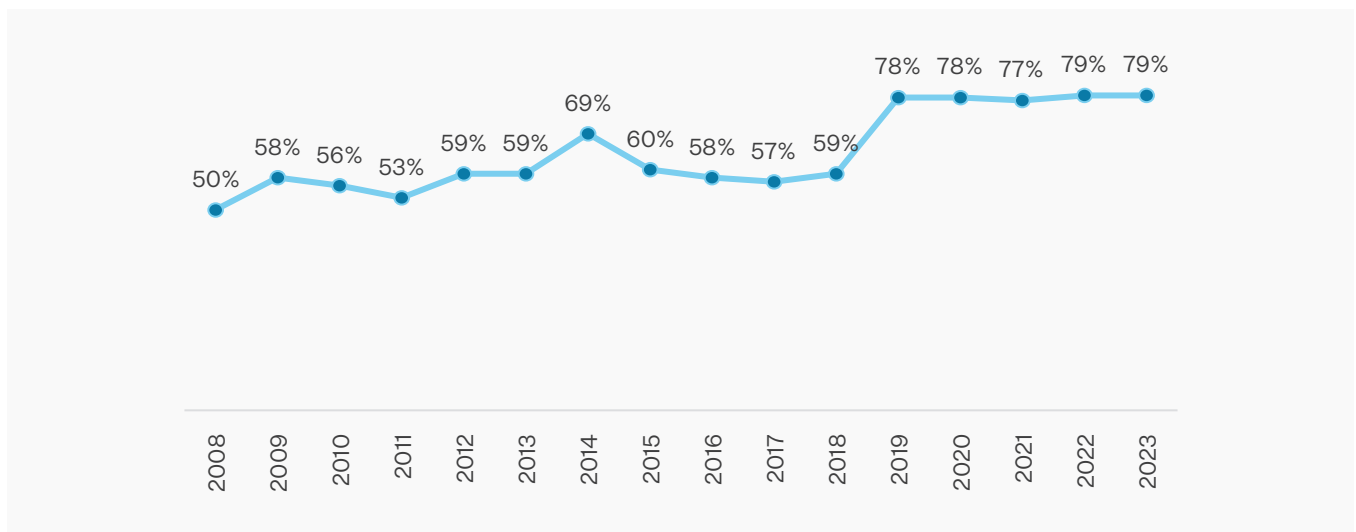
- 79 percent of residents were satisfied with the Council’s emergency management.
- ✓ **The target of 70 percent resident satisfaction has been met.**
- Overall satisfaction has remained almost stable over the last five years.
- There were no significant differences by age, or gender.
- However, across wards, Motueka residents are less likely to be satisfied with Council’s emergency management services.

**Figure 8.6 Satisfaction with emergency management – 2023**



Base: All respondents (n=405)

**Figure 8.7 Satisfaction with emergency management – over time**

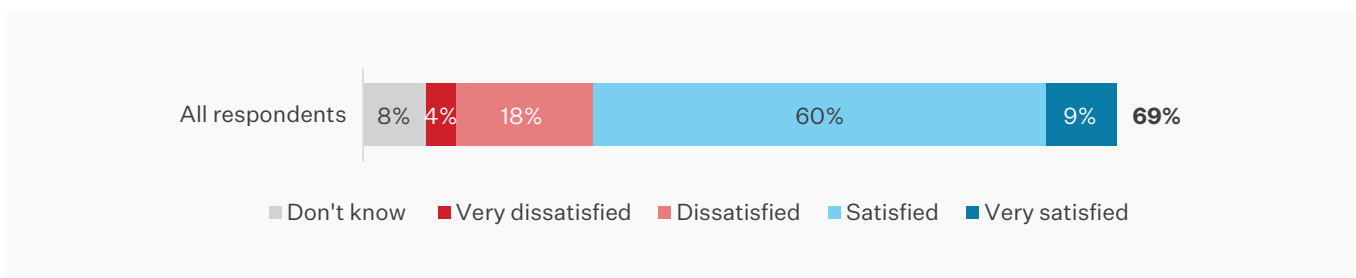


Base: All respondents

## Council provided environmental information

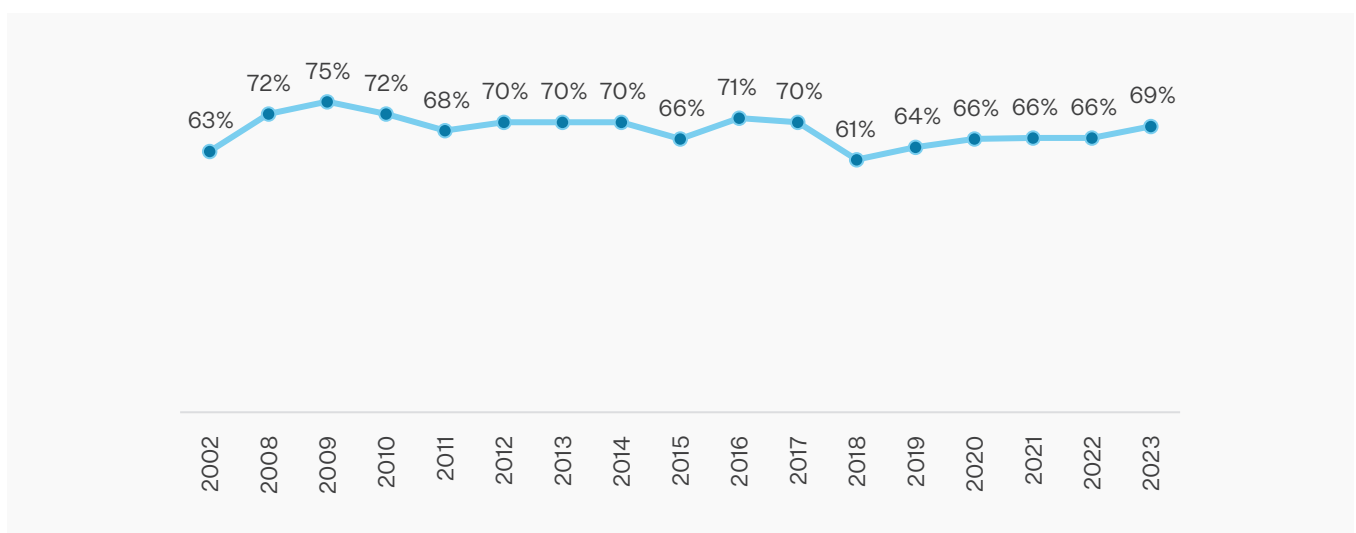
- **69 percent of residents were satisfied with environmental information provided by Council.**
- No target for this service was set.
- Overall satisfaction has increased marginally over last year (by 3 percent).
- Residents of Richmond were significantly higher on satisfaction (81 percent satisfied), whereas Motueka ward was significantly low on satisfaction (57 percent) when comparing wards.
- Those responding with ‘don’t know’ were a significantly higher proportion in Motueka than that in other wards.
- There were no significant differences by age, or gender.

**Figure 8.8 Satisfaction with environmental information – 2023**



Base: All respondents (n=405)

**Figure 8.9 Satisfaction with environmental information – over time**

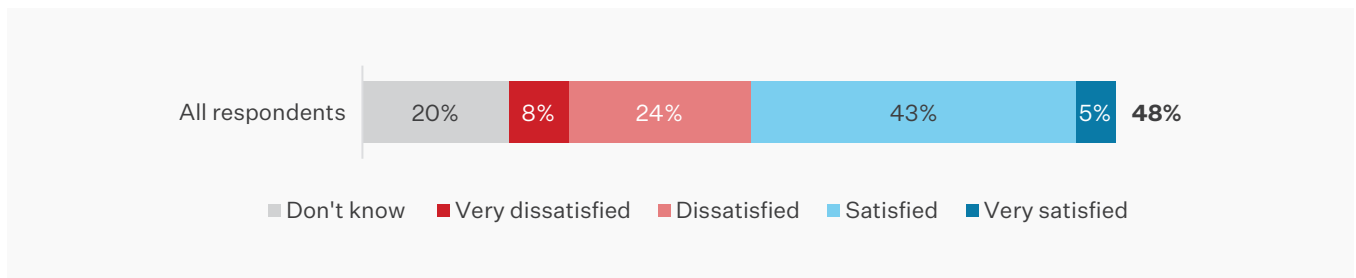


Base: All respondents

## Council’s actions to help the community reduce its greenhouse gas emissions

- 48 percent of residents were satisfied with the Council’s actions to help the community reduce its greenhouse gas emissions.
- No target for this service was set.
- Residents of Richmond were significantly higher on satisfaction (62 percent) than other wards.
- A significantly higher proportion of Motueka responded with ‘don’t know’ (31 percent), than other wards.
- There were no significant differences by age, or gender.

**Figure 8.10 Satisfaction with Council’s actions to reduce GHG – 2023\***



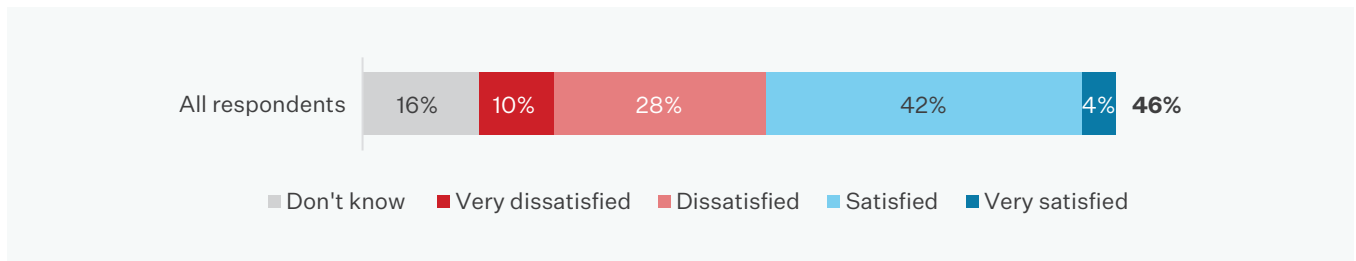
Base: All respondents (n=405)

\*Prior to 2023 the satisfaction ratings for Council’s actions on reducing GHG were not included in the resident surveys

## Council help to prepare the community for and adapt to the effects of climate change

- 46 percent of residents were satisfied with environmental information provided by Council.
- No target was set for this service.
- There were no significant differences by age, or gender.
- Richmond ward residents are significantly higher on satisfaction (59 percent satisfied) than other ward residents (37–45 percent satisfied).

**Figure 8.11 Satisfaction with environmental information – 2023\***



Base: All respondents (n=405)

\*Prior to 2023 the satisfaction ratings for Council's actions to help the community prepare for an adapt to the effects of climate change, were not included in the resident surveys



Section 9

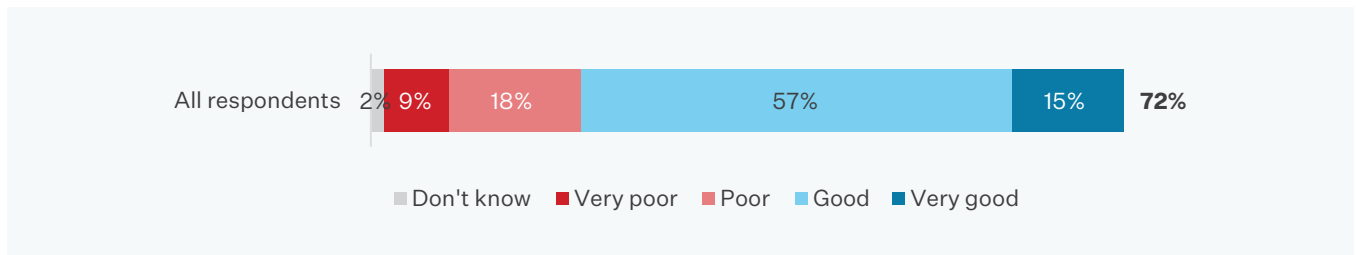
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# Council overall

## Council's reputation

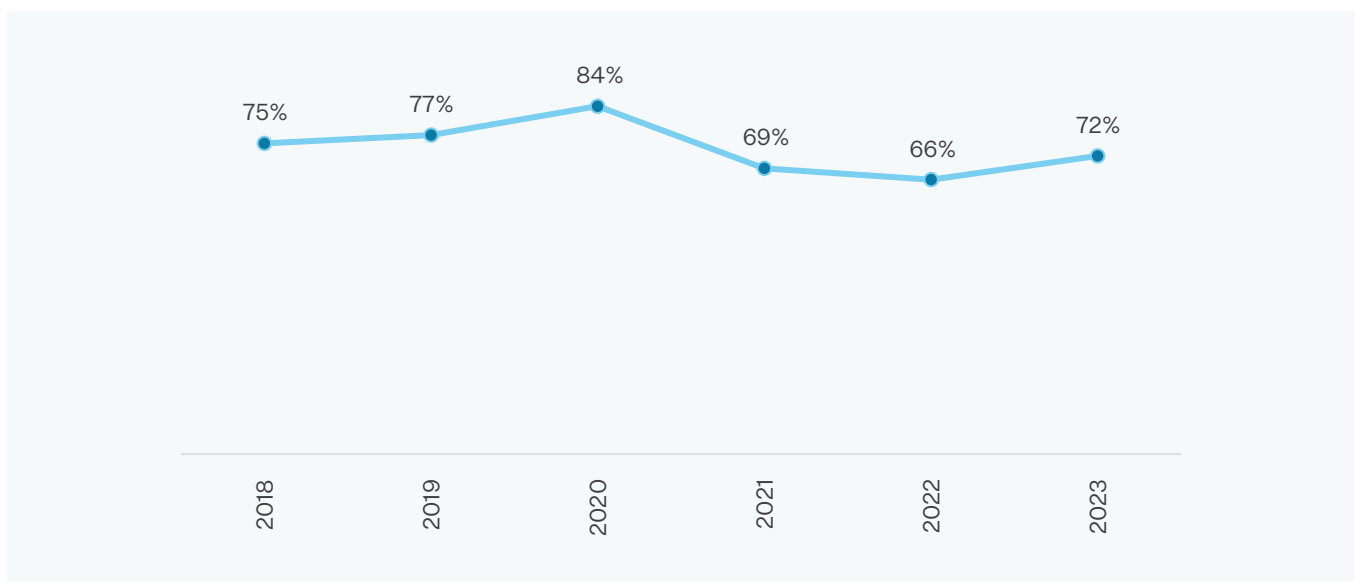
- 72 percent of respondents felt the Council's reputation was good.
- No target for the Council's reputation has been set.
- Council's reputation has improved over the last year (by 6 percent), after registering a fall in the previous two years.
- Residents in the Golden Bay ward were more likely to rate the Council's reputation as poor (48 percent of them).
- Residents of Richmond ward were significantly more likely to rate the Council as having a good reputation (83 percent).

**Figure 9.1 Perception of Council's reputation – 2023**



Base: All respondents (n=405)

**Figure 9.2 Perception of Council's reputation as good/very good – over time**



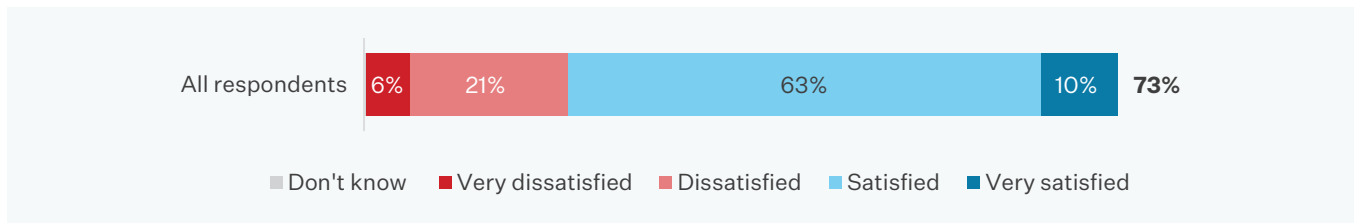
Base: All respondents

## Overall satisfaction

Taking everything that the Council has done over the past year and residents' experiences of its services and facilities:

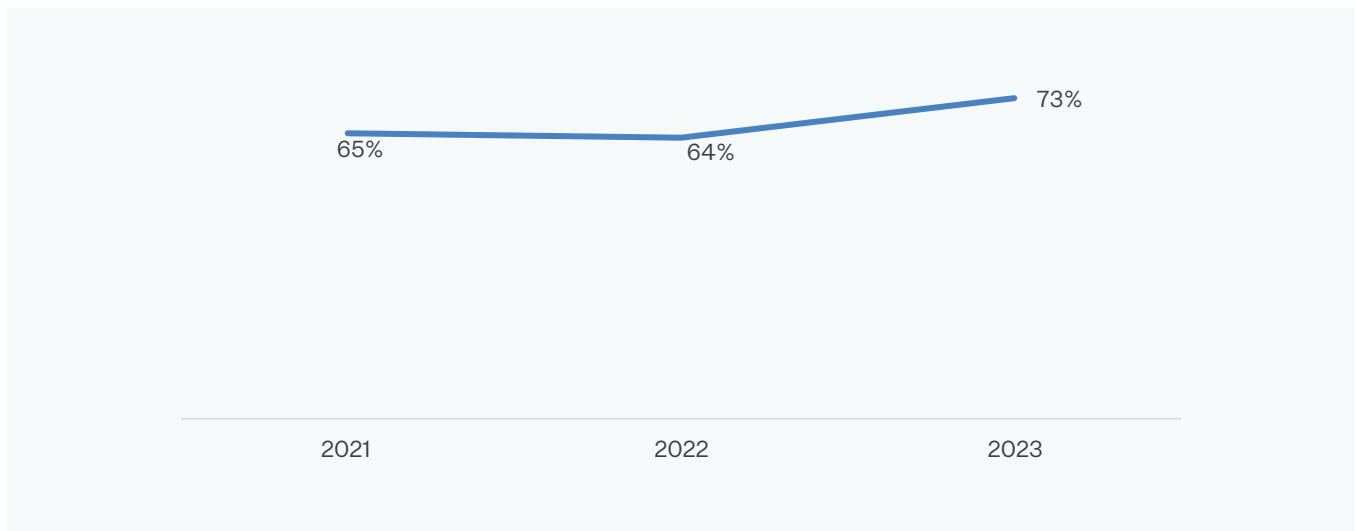
- **73 percent of respondents were satisfied with the Council overall.**
- No target has been set for overall satisfaction.
- Satisfaction is higher than that observed in the last two years.
- There were no significant differences by ward, age, or gender.

**Figure 9.3 Satisfaction with Council's overall performance – 2023**



Base: All respondents (n=405)

**Figure 9.4 Satisfaction with Council's performance – over time**



Base: All respondents

## Section 10

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# Identifying action points

## Key driver analysis

Identifying not only satisfaction, but also where resources should be focused to drive an increase in resident satisfaction, can be invaluable for determining action points and investment areas. To determine the relative role that different Council service areas play in overall resident satisfaction, a statistical key driver analysis was conducted.

Key driver analysis determines the relative role that different Council service areas play in overall resident satisfaction. It helps understand where resources should be focused to drive an increase in overall resident satisfaction, highlighting potential action points and investment areas.

The results of the analysis are summarised below. This chart displays key Council action points at a glance. The further to the right an aspect is, the more important it is to residents; the closer to the top of the chart an aspect is, the better performing it is (i.e., the residents are more satisfied on the service area).

For example, satisfaction with kerbside recycling is relatively high but has a fairly low impact on residents' overall satisfaction. If satisfaction levels in this area dropped, then the impact on residents' overall satisfaction is likely to be small. This analysis may be one of several factors to take into account when considering future resource allocation.

In contrast, satisfaction with rates spent has a high impact on overall satisfaction, yet residents' satisfaction here is lower. Increasing satisfaction in this area would lead to an increase in overall resident satisfaction.

## Implications

***Areas to improve upon (bottom right quadrant): These include areas which are relatively more important for the residents but are low performing.***

1. The way rates are spent on services and facilities.
2. The Council's role in resource management policy and planning work.
3. The way Council consults the public in the decisions it makes.
4. Environmental information.
5. Council's actions to help the community reduce its greenhouse gas emissions.
6. Council's help in preparing the community for and adapting to climate change.

***Areas to maintain (top right quadrant): These are the areas which are important drivers of satisfaction (relative to other services) and are also performing well. These include:***

1. Emergency management
2. Services received when contacting Council's offices
3. Community programmes or events

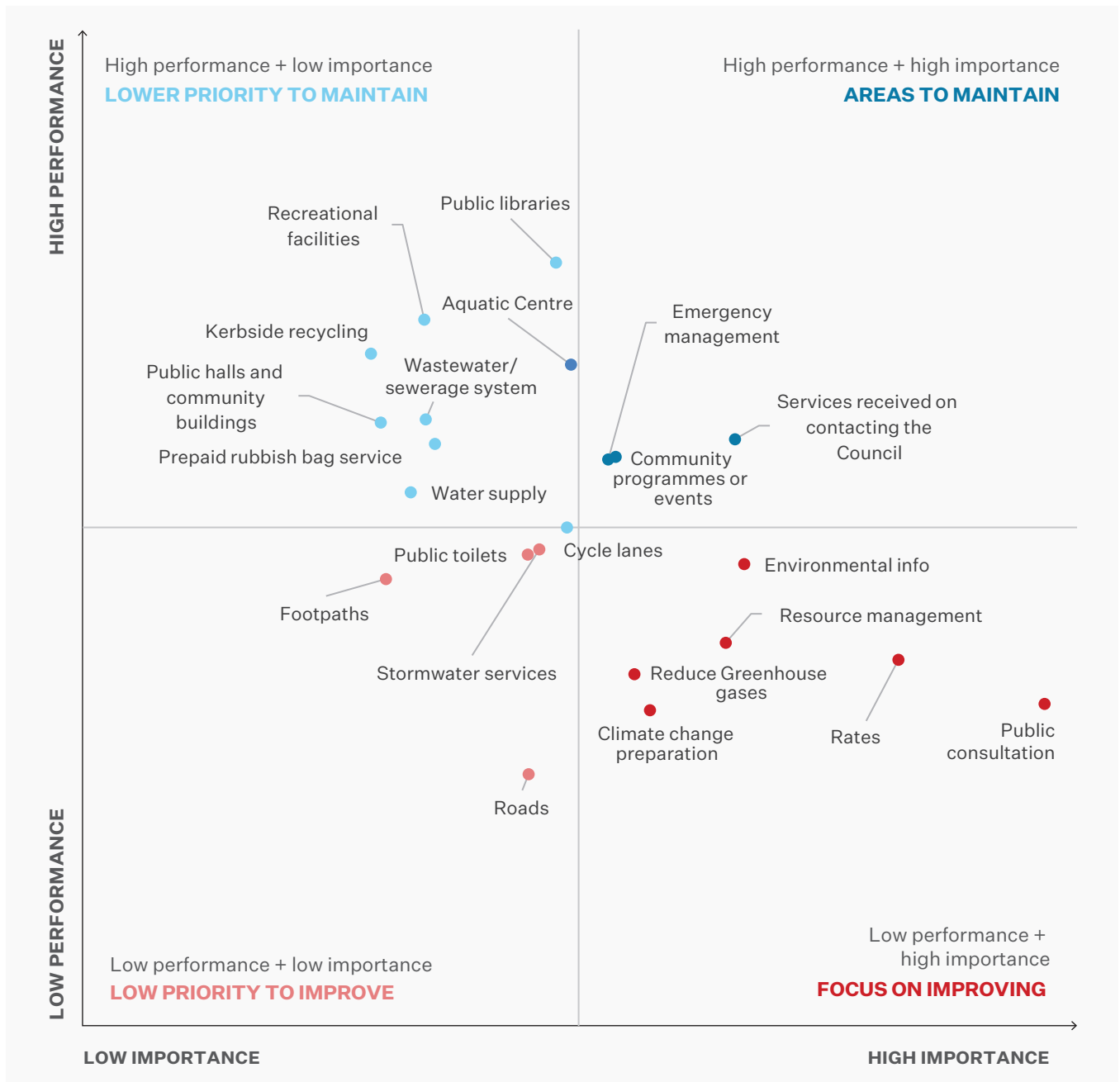
***Areas to keep an eye on (bottom left quadrant): These include areas which are relatively less important drivers of overall satisfaction but also low performing.***

1. Footpaths
2. Stormwater services
3. Public toilets
4. Roads: Roads which have moved to bottom left quadrant this year (bottom right quadrant last year), are relatively less important drivers of satisfaction. The performance on this area, however, continues to be low.

***Low priority areas (top left quadrant): These are the areas where the Council is performing well (as indicated by residents' higher satisfaction levels) but are less important drivers of their overall satisfaction. These include:***

1. Facilities such as public libraries, recreational facilities, public halls, Aquatic Centre, water supply and waste services – wastewater/ sewage services, kerbside recycling and prepaid rubbish bag service.

**Figure 10. 1 Key driver analysis**



The key driver analysis plots satisfaction scores in key service areas (calculated excluding 'don't know' answers) against the strength of the relationship between that service area and overall residents' satisfaction. This analysis shows the relative importance of key Council service areas to residents plotted against their performance. Note that, in contrast, the bulk of this document reports satisfaction scores calculated including 'don't know' answers. Don't know answers are excluded here to provide more reliable results.

Due to the method of calculation for both methods, values in this section are not comparable to those reported previously in this document.

Results of this analysis must be considered with some caution. There are several other factors not measured in the survey and not included in the model, that may influence overall residents' satisfaction.

Section 11

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# Appendix one: demographic profile



**Table 11.1 Age breakdown**

|                       | <b>Quota based on census 2018</b> | <b>Achieved 2023 %</b> | <b>Achieved 2023 n</b> |
|-----------------------|-----------------------------------|------------------------|------------------------|
| 18 to 44 years        | 33%                               | 30%                    | 121                    |
| 45 to 64 years        | 40%                               | 43%                    | 174                    |
| 65 years or over      | 27%                               | 27%                    | 109                    |
| Refused               |                                   | 0%                     | 1                      |
| Number of respondents | 100%                              | 100%                   | 405                    |

**Table 11.2 Gender breakdown**

|                       | <b>Quota based on census 2018 %</b> | <b>Achieved 2023 %</b> | <b>Achieved 2023 n</b> |
|-----------------------|-------------------------------------|------------------------|------------------------|
| Male                  | 50%                                 | 50%                    | 202                    |
| Female                | 50%                                 | 50%                    | 202                    |
| Gender diverse        | 0%                                  | 0%                     | 1                      |
| Number of respondents | 100%                                | 100%                   | 405                    |

**Table 11.3 Ward breakdown**

|                       | <b>Quota based on census 2018 %</b> | <b>Achieved 2023 %</b> | <b>Achieved 2023 n</b> |
|-----------------------|-------------------------------------|------------------------|------------------------|
| Golden Bay ward       | 10%                                 | 11%                    | 44                     |
| Lakes-Murchison ward  | 7%                                  | 8%                     | 31                     |
| Moutere-Waimea ward   | 27%                                 | 23%                    | 92                     |
| Motueka ward          | 24%                                 | 26%                    | 107                    |
| Richmond ward         | 32%                                 | 32%                    | 131                    |
| Number of respondents | 100%                                | 100%                   | 405                    |

**Table 11.4 Location breakdown**

|                              | <b>Achieved 2023 %</b> | <b>Achieved 2023 n</b> |
|------------------------------|------------------------|------------------------|
| Brightwater                  | 4%                     | 15                     |
| Coastal Tasman               | 0%                     | 0                      |
| Collingwood                  | 2%                     | 10                     |
| Kaiteriteri                  | 0%                     | 0                      |
| Ligar Bay                    | 0%                     | 0                      |
| Māpua                        | 5%                     | 22                     |
| Mārahau                      | 0%                     | 1                      |
| Motueka                      | 23%                    | 93                     |
| Murchison                    | 3%                     | 13                     |
| Pōhara                       | 0%                     | 1                      |
| Richmond                     | 32%                    | 129                    |
| Riwaka                       | 3%                     | 11                     |
| Ruby Bay                     | 1%                     | 3                      |
| St Arnaud                    | 1%                     | 3                      |
| Takaka                       | 8%                     | 31                     |
| Tapawera                     | 4%                     | 15                     |
| Tarakohe                     | 0%                     | 0                      |
| Tasman Village               | 0%                     | 2                      |
| Tata Beach                   | 0%                     | 0                      |
| Upper Moutere                | 3%                     | 11                     |
| Wakefield                    | 9%                     | 35                     |
| Golden Bay – unspecified     | 2%                     | 10                     |
| <b>Number of respondents</b> | <b>100%</b>            | <b>405</b>             |





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