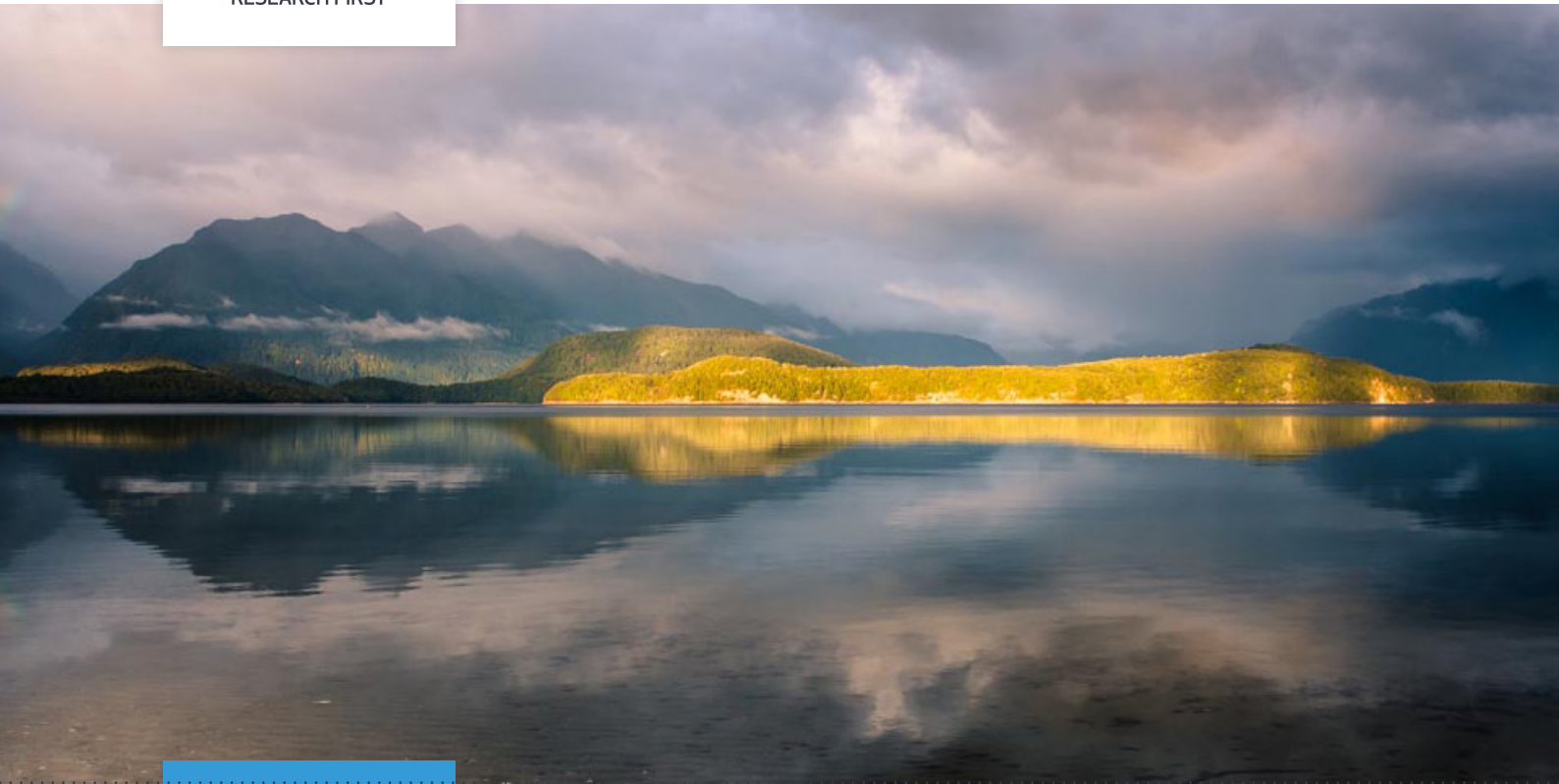




RESEARCH FIRST



SOUTHLAND DISTRICT COUNCIL

MARAROA WAIMEA WARD

RESIDENT SATISFACTION SURVEY **2017**



RESEARCH REPORT
May 2017

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Resident Satisfaction Survey

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1

Key Messages

In general, resident satisfaction and perceptions of service in Mararoa Waimea are in line with those of the Southland district as a whole.

Indications of areas where residents were more positive:

- Awareness of the availability of grants
- Readership of First Edition
- Proportion satisfied that the nearest local halls/community centres meet community needs
- Proportion satisfied with the performance of Community Boards and local committees

Indications of areas where improvements could be made:

- Locations of public toilets for residents and tourists
- Proportion satisfied with Council decision making, planning and leadership

Residents in Mararoa Waimea identified the key priority areas for Council action as:

- Roothing,
- Rates and finances; and
- Freedom camping.

2

Research Design

2.1 Context

Southland District Council regularly commissions a survey of residents to gather feedback about the services the Council offers and how well residents think those services are being provided. The previous survey took place in 2014 and this report presents findings for the Mararoa Waimea Ward from the 2017 survey. Results for the Southland District as a whole have been provided to Council in a separate report.

This survey is one tool that the Council uses to gauge whether the projects, programmes or changes it makes alter residents' perceptions about the services. The survey also offers an opportunity to assess how residents feel about the district and the opportunities it provides.

The key service areas tested in the 2017 residents' survey were:

- Council facilities and services
- Contacting the Council
- Information services and consultation
- Organisational performance



2.2 Method

The 2017 residents survey was predominantly conducted by landline phone. An online channel for the survey was also introduced in 2017. The online completion option is important as it helps to minimise non-response error by increasing the response rate.

542 telephone interviews were completed overall and an additional 66 residents completed the survey online.

133 Mararoa Waimea residents completed the survey: 120 by telephone interview and 13 online.

Error margins for the sample are shown in the table below. The Mararoa Waimea sample of 133 residents is accurate to +/-8.5% at the 95% confidence level (if 50% of respondents stated they were satisfied with a council facility then we could be 95% sure that between 41.5% and 58.5% of the entire population also feel this way).

	Number of respondents	Error margin ¹
Mararoa/Waimea	133	+/-8.5
Waiau/Aparima	145	+/-8.1
Winton/Wallacetown	141	+/-8.3
Waihopai/Toetoes	134	+/-8.5
Stewart Island/Rakiura	41	+/-15.3
Invercargill (SDC ratepayer)/Other	14	+/-26.2
Total	608	+/-4.0

Appendix two shows the demographic profile of respondents.

The questionnaire was redesigned for 2017 to increase the ease of completion for respondents and to increase the quality of the data collected. A number of questions and question scales have been kept consistent to allow for trend analysis.

Responses for 4-point scale satisfaction questions have been grouped as follows:

On a scale of 1-4 where 4 is very satisfied and 1 is very dissatisfied, how satisfied are you with the following aspects of Council services or facilities?

Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know / N/A
4	3	2	1	Excluded
Satisfied (4 & 3)		Dissatisfied (2 & 1)		

1. Error margins are shown at the 95% confidence level

3

Council Facilities and Services

3.1 Levels of Satisfaction

- Higher proportions of Mararoa Waimea residents were satisfied that community halls meet their needs compared with other Wards and the district as a whole. Analysis of reasons for dissatisfaction indicates that higher numbers of residents in this Ward have a hall nearby.
- In other areas residents' views were in line with those of the district.

	Total satisfied Southland District	Total satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
The appearance of Council maintained cemeteries	94%	94%	1%	5%	44%	50%
Dog control	78%	79%	7%	14%	55%	24%
Stock control	91%	90%	2%	8%	56%	34%
The choice of parks, recreational facilities and open spaces in my area	91%	93%	3%	4%	42%	51%
The beautification or overall appearance of the area, the reserves, parks, sportsfields and playgrounds	89%	91%	3%	6%	47%	44%
That the nearest hall/community centre meets community needs.	85%	94%	2%	5%	37%	57%
The location of the refuse transfer stations	83%	81%	7%	12%	47%	35%
The opening hours of transfer stations	75%	76%	6%	18%	47%	30%
The Wheelie bin collection	94%	98%	0%	2%	33%	64%
The location of the recycling centre(s)	82%	79%	8%	13%	39%	40%
The locations of public toilets for residents and tourists.	78%	73%	12%	15%	46%	27%
The quality of public toilets for Residents and Tourists	79%	77%	8%	15%	48%	29%

3.2 Reasons for Dissatisfaction

Cemeteries	Number of respondents Southland District	Number of respondents Mararoa Waimea
Needs maintenance	25	4
Needs pest control - rabbits	3	1
Better access - roading, close later	3	2
Other	2	0
Don't know/No reason given	2	0
Total	34	7

Dog Control	Number of respondent Southland District	Number of respondents Mararoa Waimea
Too many roaming dogs	51	13
Poor responsiveness to complaints	23	3
Dogs not on leashes	16	1
Too strict	11	4
Dog droppings	9	1
Dogs noisy	7	2
Costs too expensive - fees, fines, licences	6	0
Issues with dog control officers	6	1
Lack of staff	5	0
Dogs in prohibited areas	4	2
Dog control not available in area	3	3
Ban some dog breeds	3	2
Other	8	0
Don't know/No reason given	2	0
Total	123	26

Stock Control	Number of respondents Southland District	Number of respondents Mararoa Waimea
Too many livestock on rural roads/ Stock causes damage	20	5
Livestock wandering elsewhere - rivers, property etc	7	0
Unhappy with Council handling of issue	6	4
Need to be stricter	5	0
Inadequate pest control	3	0
Not a Council issue	3	2
Other	2	0
Don't know/No reason given	3	0
Total	44	11

Choice of parks, recreational facilities and open space	Number of respondents Southland District	Number of respondents Mararoa Waimea
Not enough options	24	5
Need better maintenance of Council parks	6	1
Need more children play areas	4	0
Lawn mowing is poor	4	1
Freedom campers are an issue	4	2
Improve accessibility - sign posts, parking etc	4	1
Improve parks - size, toilets etc	3	0
Too restrictive	2	0
Other	3	1
Don't know/No reason given	3	0
Total	53	9

Beautification or overall appearance of the area	Number of respondents Southland District	Number of respondents Mararoa Waimea
No parks/ limited parks available	22	3
Needs more frequent maintenance	11	2
Needs gardening	7	2
Infrastructure/ facilities are poor	7	0
Freedom campers are an issue	6	4
Infrequent mowing	4	0
Rubbish around the areas	4	1
Other	3	1
Don't know/No reason given	12	1
Total	66	12

Community Halls	Number of respondents Southland District	Number of respondents Mararoa Waimea
No community centre/ hall nearby	33	0
Old/ outdated/ shabby	11	1
They are not used anymore	10	2
Poor facilities	9	3
Built/maintained by locals not Council	5	0
Need replacing	5	0
Don't personally use them/ know of them	5	0
Poor heating	3	1
Cost of using/ hiring	2	0
Other	4	1
Don't know/No reason given	6	1
Total	82	8

Location of refuse transfer stations	Number of respondents Southland District	Number of respondents Mararoa Waimea
Too far away/ no centre locally	50	14
Issues with specific location of station	11	1
Expensive	6	1
Don't know where they are	6	3
Issues with rubbish collection	5	1
Opening hours do not suit	4	0
Need more refuse stations	2	0
Other	5	1
Don't know/No reason given	4	2
Total	83	20

Opening hours of refuse transfer stations	Number of respondents Southland District	Number of respondents Mararoa Waimea
Need to be open longer/ Weekend hours inadequate	80	11
Too far away/ no centre locally	13	5
Advertised hours incorrect/ Difficult to find	5	0
Don't know where they are	3	1
Other	5	1
Don't know/No reason given	6	3
Total	110	21

Wheelie bin collection	Number of respondents Southland District	Number of respondents Mararoa Waimea
Not collected frequently enough	6	0
Service is expensive	4	0
Other	3	1
Don't know/No reason given	1	0
Total	12	1

Location of the recycling centre(s)	Number of respondents Southland District	Number of respondents Mararoa Waimea
Too far away/ no centre locally	49	17
Issues with specific location of station	12	1
Don't know where they are	5	0
Criteria for recycling too restrictive	4	1
Cost to use	3	1
Poor availability of information	2	0
Other	5	2
Don't know/No reason given	8	3
Total	85	23

Locations of public toilets for residents and tourists	Number of respondents Southland District	Number of respondents Mararoa Waimea
None/ Not enough	83	20
Hard to find/ signage poor	13	4
Poorly located toilets	11	3
Have to pay to use	9	7
Not working/ poor condition	8	3
Too far away	5	2
Don't know where they are	2	0
Other	1	1
Don't know/No reason given	9	2
Total	124	34

Quality of public toilets for residents and tourists	Number of respondents Southland District	Number of respondents Mararoa Waimea
Need maintenance/ upgrading	40	8
Unclean/ need more frequent cleaning	37	10
No toilets/ not enough	28	6
Issues with tourists/ freedom campers	3	3
Other	5	3
Don't know/No reason given	5	2
Total	103	26

4

Roading

4.1 Gravel Roads

- When the error margins are taken into account there is no significant difference between the proportions of residents that agreed gravel roads are adequately maintained in Mararoa Waimea and the Southland district as a whole.

Total Agree Southland District	Total Agree Mararoa Waimea	Strongly disagree	Disagree	Agree	Strongly agree
52%	60%	15%	25%	51%	10%

Reasons for dissatisfaction

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Poor quality/potholes/corrugated	142	27
Lack of/ Need more regular maintenance	113	18
Too much/ too heavy traffic	36	10
Repairs slow/ poor quality	17	3
Want more roads to be sealed/ upgraded	16	4
Dangerous or difficult to drive on	13	3
Dust coming off the roads	10	4
Not enough resources invested into fixing roading	9	1
Too narrow	8	1
Cause damage to cars	7	2
Educate/ train drivers	3	0
Other	10	1
Don't know/No reason given	3	0
Total	273	50

4.2 Urban Footpaths and Streetlights

- When the error margins are taken into account there were no significant differences between the proportions that were satisfied with footpaths and the quality of streetlighting in Mararoa Waimea and the Southland district as a whole.

	Total satisfied Southland District	Total satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Footpaths	63%	71%	7%	21%	43%	29%
The quality of streetlighting	83%	90%	2%	7%	62%	29%

Reasons for dissatisfaction

Footpaths	Number of respondents Southland District	Number of respondents Mararoa Waimea
They are dangerous/ uneven/ cracked	30	5
Need more footpaths/ Footpaths on both side of road	30	5
Need maintenance/ upgrading	21	4
Hard to use	14	3
Gravel paths	9	0
Trees uplifting paths/ blocking sunlight/ overhanging etc.	5	1
Don't know/No reason given	1	0
Total	77	12

Streetlighting	Number of respondents Southland District	Number of respondents Mararoa Waimea
Need more street lighting/ Lack of street lights	14	3
Too dim	9	0
Lights not working/ blocked	6	1
Need lighting improvements	4	1
Not good/ could be better	2	0
Don't know/No reason given	3	0
Total	35	4

5

Sewage Systems

- 46% of Mararoa Waimea residents stated that their property was connected to one of the district's sewage systems.
- Of these 61 residents, 92% were satisfied with the sewage service over the last 12 months.
- Caution should be applied to findings in this section. The sample size is low and therefore the error margin applied to results is higher. However, the results did indicate satisfaction levels are in line with the district as a whole.

Total Satisfied Southland District	Total Satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
96%	92%	3%	5%	28%	64%

Reasons for dissatisfaction

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Smelly	7	3
Issues with Council	3	1
Blockages	2	0
Need upgrading	2	1
Cost associated with upgrades	2	1
Total	13	5

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Water Supply

Residents who used a town water supply or a rural water scheme rated their satisfaction with aspects of the water supply over the last 12 months.

In line with the Southland district as a whole, 48% of Mararoa Waimea residents used Council supplied water (n=64).

Caution should be applied to findings in this section. The sample size is low and therefore the error margin applied to results is higher. However, the results did indicate:

- Higher levels of satisfaction with the taste and odour of water; and
- Higher proportions of residents 'very satisfied' with all aspects other than water pressure when compared with other Wards and the district as a whole.

	Total satisfied Southland District	Total satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Taste of water	72%	87%	5%	8%	37%	50%
Odour of water	82%	97%	2%	2%	31%	66%
Clarity of water	95%	100%	0%	0%	34%	66%
Continuity of water supply	99%	100%	0%	0%	24%	76%
Water pressure	91%	89%	0%	11%	31%	58%
The overall quality of the Council-supplied water	91%	98%	2%	0%	34%	64%

Reasons for dissatisfaction

Taste	Number of respondents Southland District	Number of respondents Mararoa Waimea
Too chlorinated	28	2
Generally dislike the taste	22	4
Needs filtering/ prefer filtered or bottled water	11	3
Chemical taste	6	0
Dirty/ earth taste	5	0
Other	4	0
Don't know/No reason given	3	1
Total	65	8

Odour	Number of respondents Southland District	Number of respondents Mararoa Waimea
Smells chlorinated	25	2
Smells bad/weird in general	11	0
Smells like chemicals	4	0
Other	2	0
Total	42	2

Clarity	Number of respondents Southland District	Number of respondents Mararoa Waimea
Cloudy/ murky	8	0
Poor clarity in general	3	0
Black specks	1	0
Don't know/No reason given	1	0
Total	13	0

Continuity	Number of respondents Southland District	Number of respondents Mararoa Waimea
Poor outage management	1	0
Sometimes contaminated	1	0
Don't know/No reason given	1	0
Total	3	0

Water pressure	Number of respondents Southland District	Number of respondents Mararoa Waimea
Low or no pressure	9	3
Variable pressure	5	1
Other	5	1
Don't know/No reason given	2	2
Total	21	7

Overall quality	Number of respondents Southland District	Number of respondents Mararoa Waimea
Unhappy with taste	10	1
Unhappy with odour	9	0
Overall standard is poor	6	0
Unhappy with chlorination/ chemical additives	5	1
Unhappy with clarity	4	0
Unhappy with pressure	2	0
Total	22	1

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District Support

- Satisfaction levels with contacting the Council are high and in line with other wards and the district as a whole.
- The preferred method of contact with the Council for Mararoa Waimea residents was by phone. The Council website was the preferred way to get information.

	Total satisfied Southland District	Total satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
The hours of operation of SDC offices	97%	94%	3%	4%	54%	40%
Your contact with SDC by phone	95%	95%	3%	2%	50%	45%
Your contact with SDC by visiting an office	95%	91%	3%	5%	47%	45%

How could the Council improve contact

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Expanded opening hours	16	8
Better customer service	8	3
Follow-up on complaints/ queries	7	1
Better/ more open communication	5	0
More accurate/ reliable	4	2
Need a local point of contact	4	2
Other	3	0
Don't know/No reason given	6	2
Total	49	17

8

Libraries

- 34% of Mararoa Waimea residents had used the district's library services within the last year; in line with 40% of residents in the district as a whole.
- Of these 45 residents, 96% were satisfied with library services overall.
- Sample sizes for the table below are low and results should be viewed with caution.

Total Satisfied Southland District	Total Satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
98%	96%	0%	4%	24%	71%

Reasons for dissatisfaction

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Issues with freedom campers/backpackers	2	2
Facilities too small/crowded	2	2
Outdated/ need upgrading	2	2
Not enough libraries	1	1
Total	5	5

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Consultation and Community Assistance

- 80% of Mararoa Waimea residents stated that they had read at least one issue of the Council's newsletter First Edition in the past year. This is in line with the three quarters of all Southland residents (75%).
- 75% of Mararoa Waimea residents were aware that the Council provides a variety of different grants (for community projects, sports teams and rural travel). This is also in line with 70% awareness recorded at district level.
- Proportions satisfied with being kept informed and levels of consultation are comparable with the district as a whole.

	Total satisfied Southland District	Total satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
How well you have been kept informed of Council activities over the past year	82%	85%	5%	10%	68%	17%
The level of consultation with the community, undertaken by Council, over important issues.	69%	67%	11%	23%	55%	12%

Reasons for dissatisfaction

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Poor communication	63	63
Poor consultation	48	48
Council does not listen/ act on feedback	20	20
Cycle trail dissatisfaction	19	19
Meetings poorly advertised/ planned/ run	14	14
General dissatisfaction	7	7
Issues with Council staff	6	6
Sewage system dissatisfaction	6	6
Dishonest/ not transparent	3	3
Other	13	13
Don't know/No reason given	12	12
Total	189	189

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Representation and Advocacy

- 76% of Mararoa Waimea residents and 79% of residents overall agreed that the Council represents the interests of Southland residents

Total Agreed Southland District	Total Agreed Mararoa Waimea	Strongly disagree	Disagree	Agree	Strongly agree
79%	76%	5%	19%	59%	17%

- A lower proportion of residents in the Mararoa Waimea district, when compared with the district as a whole, were satisfied with the Council, including the Mayor and Councillors, decision making, planning and leadership.

	Total satisfied Southland District	Total satisfied Mararoa Waimea	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Council, including the Mayor and Councillors, decision making, planning and leadership	80%	70%	7%	23%	57%	13%
Performance of Community Boards and local committees in local decision making and planning	86%	90%	2%	9%	60%	29%
Effectiveness and advice of Council staff	87%	85%	6%	9%	64%	22%

Reasons for dissatisfaction with Council performance

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Cycle trail dissatisfaction	32	16
Poor communication	26	5
Issues with Council staff (unfriendly/ not helpful etc)	15	5
Rate increases/ spending	13	3
Poor leadership/ planning by Council	13	1
Poor consultation	12	2
Community boards/ local committees ineffective	11	2
Council does not listen/ act on feedback	11	3
Sewage system dissatisfaction	10	6
General dissatisfaction with decisions	8	2
Dishonest/ not transparent	8	2
Not visible/ approachable/ representative	7	0
Slow to respond to issues	7	4
Rural areas ignored	5	1
No rubbish service	2	0
Other	5	3
Don't know/No reason given	12	2
Total	160	44

Council Priorities

68 Mararoa Waimea residents identified the most important issue they felt the Council needed to address. The top priorities they indicated were:

- Roothing,
- Rates and finances; and
- Freedom camping.

	Number of respondents Southland District	Number of respondents Mararoa Waimea
Roothing	90	18
Water and waterways	35	7
Meet community needs	28	4
Cycle trail	25	6
Rates and finances	23	9
Freedom camping	18	8
Listen to the public	17	6
Maintenance	17	3
Sewage	14	5
Footpaths	14	0
The environment and pollution	13	0
Public parks and facilities	13	1
Improve Council services	13	2
Dog control	11	2
Public toilets	10	3
Tourism and promoting the region	10	0
Power	8	0
Local economy	8	2
Waste management	7	3
Communication	6	2
Support rural areas	6	1
Parking	5	0
Pest control and poison use	4	1
Nothing/ Happy with Council performance	3	0
Public transport	3	0
Don't know/No reason given	2	0
Total	328	68

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Appendix One: Summary of External KPIs

Note: results are based on small sample sizes for some questions and therefore comparison to KPI performance should be undertaken with caution.

Activity	External resident question	Target	Overall Southland Result	Mararoa Waimea Result
Cemeteries	Percentage of community satisfied with the appearance of council maintained cemeteries.	90%	94%	94%
Community Assistance	Percentage of residents that are aware of the availability of grants.	90%	70%	75%
Corporate Support	Percentage of residents who have read at least one issue of the Council's newsletter First Edition.	85%	75%	80%
Corporate Support	Percentage of residents satisfied with the level of consultation with the community, undertaken by Council, over important issues.	80%	69%	67%
Community Facilities	Percentage of residents satisfied with that their nearest hall/ community centre meets community needs.	90%	85%	94%
District Support	Percentage of residents satisfied with the hours of operation.	90%	97%	94%
Dog Control	Percentage of residents satisfied with the service provided. DOGS	75%	78%	79%
Dog Control	Percentage of residents satisfied with the service provided. STOCK	85%	91%	90%
Libraries	Number of residents satisfied with Library Services overall.	80%	98%	96%
Libraries	The percentage of the district population who access Library services (at least once per annum).	52%	40%	34%
Parks and Reserves	Percentage of residents satisfied with the beautification, reserves, parks, sportsfields and playgrounds.	90%	89%	91%
Public Toilets	Percentage of residents satisfied with the locations of public toilets for residents and tourists.	80%	78%	73%
Rep & Adv	Percentage of resident satisfaction with the performance of Community Boards and local committees (local decision-making and planning).	85%	86%	90%
Rep & Adv	Percentage of resident satisfaction with Council decision-making, planning and leadership.	85%	80%	70%
Solid Waste	Percentage of resident satisfaction with the services provided (refuse and recycling). A) Wheelie Bins	90%	94%	98%
Solid Waste	Percentage of resident satisfaction with the services provided (refuse and recycling). B) Transfer station location	80%	83%	81%
Solid Waste	Percentage of resident satisfaction with the services provided (refuse and recycling). C) Transfer Station hours	80%	75%	76%
Solid Waste	Percentage of resident satisfaction with the services provided (refuse and recycling). D) Recycling location	80%	82%	79%

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Appendix Two: Demographic Profile of Mararoa Waimea Respondents

Age

	% Total Southland District sample	% Mararoa Waimea	Number of respondents
16-17	0%	14%	0
18 - 29	14%	14%	18
30 - 39	13%	24%	19
40 - 49	23%	17%	32
50 - 59	19%	16%	23
60 - 69	16%	15%	21
70 years plus	13%	0%	20
Don't wish to answer	1%	14%	0
Total	100%	100%	133

Gender

	% Total Southland District sample	% Mararoa Waimea	Number of respondents
Male	45%	47%	63
Female	55%	53%	70
Total	100%	100%	133

Ethnicity

	% Total Southland District sample	% Mararoa Waimea	Number of respondents
NZ European	95%	95%	126
Māori	4%	4%	5
Asian	1%	1%	1
Pacific Peoples	0%	0%	0
Middle Eastern/ Latin American/ African	0%	0%	0
Other (please specify)	2%	5%	6
Total	100%	100%	133

Length of residency in Southland

	% Total Southland District sample	% Mararoa Waimea	Number of respondents
Less than 5 years	5%	6%	8
5-15 years	11%	11%	14
More than 15 years	84%	83%	111
Total	100%	100%	133

Location

	% Total Southland District sample	% Mararoa Waimea	Number of respondents
Rural (country)	65%	68%	91
Urban (town)	35%	32%	42
Total	100%	100%	133

Ratepayer Status

	% Total Southland District sample	% Mararoa Waimea	Number of respondents
Ratepayer	83%	84%	112
Resident but not a ratepayer	17%	16%	21
Total	100%	100%	133



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