

Report No:	RFN12-08-04
File No:	A503-5
Date:	23 August 2012
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 23 August 2012
Subject: 2012 Communitrak Survey Results Report
Report Author: Susan Edwards – Strategic Development Manager

EXECUTIVE SUMMARY

The Communitrak Survey report summarises the opinions and attitudes of Tasman District Council residents, to the services provided for them by Council and their elected representatives. This report summarises those results, focusing on the communications related matters.

RECOMMENDATION

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the report on the 2012 Communitrak Survey Results RFN12-08-04.

Report No:	RFN12-08-04
File No:	A503-5
Report Date:	23 August 2012
<i>Information Only – no decision required</i>	

Report to: Communications Subcommittee
Meeting Date: 23 August 2012
Subject: 2012 Communitrak Survey Results Report
Report Author: Susan Edwards – Strategic Development Manager

1. Purpose

- 1.1 The purpose of this report is to advise the Communications Subcommittee that the Communitrak Residents Survey has been carried out, and to provide the opportunity for the Subcommittee to discuss the communications related matters.

2. Background

- 2.1 Since 1996 Council has commissioned a survey of residents' views on a range of services delivered by the Council every three years. Over the last four years this survey has been carried out annually. It has been undertaken by the National Research Bureau (NRB) over recent years.
- 2.2 A total of 400 residents over 18 years of age were surveyed, with the interviews conducted spread across the five wards and across various age brackets to ensure a representative sample. The survey was conducted by telephone during the period 25 May to 6 June 2012.
- 2.3 The full report will be sent out to Councillors under separate cover. Please bring your copy to the meeting. The report will also be considered at the Full Council meeting on 6 September 2012.
- 2.4 The report will be put on Council's website for the public to access.

3. Discussion/Results

- 3.1 The results contained in the report cover satisfaction with Council services. They also provide data on where people find out information about the Council and on what Council decisions they approve or disapprove of.

- 3.2 The information on levels of satisfaction with Council services has been compared to the peer group (similar local authorities) and the national average of all local authorities. The results are also broken down across the wards.
- 3.3 Overall the results are similar to last year, noting that there is a survey margin of error of $\pm 5\%$.

Discussion on Communications Matters

- 3.4 The Council decisions people most supported were;
- Stance of amalgamation with Nelson/kept us informed, mentioned by 14% of all residents;
 - The cycleway/bike trails 8%;
 - Beautification/upgrades/upkeep of parks, reserves, public areas 5%;
 - Do a good job/good service/good leadership 3%;
 - River/flood management/improving stopbanks 3%.
- 3.5 The Council decisions people disapproved of most were:
- Amalgamation issues, mentioned by 9% of all residents;
 - Rates increases/rates too high/rates issues, 4%;
 - Water supply issues 4%;
 - Environmental issues/flooding 4%.
- 3.6 Overall 75% of residents are satisfied with the way rates are spent on services and facilities provided by Council, while 19% are not very satisfied.
- 3.7 Of the 66% of residents who have contacted the Council in the last 12 months, 82% are satisfied with the service they receive.
- 3.8 Most people are getting the main source of their information about Council from Newsline (58% compared with 66% in 2011), 27% of residents got most of their information on Council from the newspapers (up from 25% in 2011). 95% of residents, the same as in 2011, say they have seen, read or heard information from the Council through Newsline. 84% of residents say they receive enough information about Council, compared with 79% in 2011.
- 3.9 87% of Tasman residents have access to the internet (slightly up from 85% last year but within the margin of error).

- 3.10 When questions on levels of satisfaction with the way Council consults the public in the decisions it makes, 56% of residents are satisfied or very satisfied, 30% are neither satisfied nor dissatisfied, 13% are dissatisfied/very dissatisfied and 2% did not know.

4. Significance

- 4.1 The matters covered in this report and the Communitrak Survey report are not significant in terms of Council's Policy on Significance. The purpose of the Communitrak Survey is to obtain public opinion about Council's services. Once the report has been received by Council in September, we will include an article in Newline stating that the survey is available on Council's website.

5. RECOMMENDATION/S

- 5.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

6. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the report on the 2012 Communitrak Survey Results RFN12-08-04.

Appendices:

2012 Communitrak Survey Report – sent out under separate cover.