

Report No:	RCN12-09-06
File No:	A503-5
Date:	29 August 2012
<i>Decision required</i>	

REPORT SUMMARY

Report to: Full Council
Meeting Date: 6 September 2012
Report Author: Susan Edwards – Strategic Development Manager
Subject: **2012 Communitrak Survey Results Report**

EXECUTIVE SUMMARY

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

RECOMMENDATION

That the Council receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Tasman District Council:

- 1 receives the report on the 2012 Communitrak Survey Results RCN12-09-06**
- 2 receives the Communitrak Survey May/June 2012 Report prepared by the National Research Bureau;**
- 3 notes that the Communications Subcommittee have discussed and considered the communication matters in the Communitrak Survey report at its meeting on 23 August 2012.**

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Subject: **2012 Communitrak Survey Results Report**

1. Purpose

- 1.1 The purpose of this report is to advise Council that the Communitrak Residents Survey has been carried out, and for Council to receive the survey report prepared by the National Research Bureau (NRB).

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 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 was sent out to Councillors under separate cover. Please bring your copy to the meeting.
- 2.4 The report is on Council's website for the public to access, and will be summarised in the next edition of Newslines.

3. Discussion/Results

- 3.1 The Communitrak Survey Report has been considered by the Communications Subcommittee at its meeting on 23 August 2012, with particular reference to communications matters.
- 3.2 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. 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. There are some interesting differences in perceptions across the wards which it would be worthwhile for Councillors to examine.

- 3.3 The information contained in the survey will be useful for Councillors when considering the budgets in the Annual Plan, and also to Council managers.
- 3.4 The residents' satisfaction levels for many of Council's activities are also reported on as performance measures in the Annual Report.
- 3.5 Overall the results are similar to last year, noting that there is a survey margin of error of $\pm 5\%$.
- 3.6 There are no instances where the percentage not satisfied in the Tasman District is higher than the peer group and/or national average. However, the percent not very satisfied for water supply (10%) is below the peer group average (18%) and slightly above the national average (6%).
- 3.7 The percent not very satisfied in Tasman District is lower/slighter lower than the peer group and/or national average for public toilets, kerbside recycling, rubbish collection, sewerage system and parking in your local town.
- 3.8 Tasman District is on par with the peer group and national average for not being very satisfied for footpaths, stormwater services, emergency management, recreational facilities, roads, dog control, community assistance and public libraries.
- 3.9 The most used council services and facilities are recreation facilities (86%), kerbside recycling services (82%) and public libraries (81%).
- 3.10 The Council decisions people most supported were:
- stance of amalgamation with Nelson/kept us informed (14% of all residents);
 - the cycleway/cycleways (8%);
 - beautification/upgrades/upkeep parks, reserves and public places (5%);
 - do a good job/good service/good leadership (3%);
 - good consultation/communication/kept us informed, listened (3%);
 - river/flood management/improving stopbanks (3%).
- 3.11 The Council decisions people disapproved of most were:
- amalgamation issues 9% of all residents);
 - environmental issues/flooding (4%);
 - rates increases/rates too high/rates issues (4%);
 - water supply issues (4%).
- 3.12 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.
- 3.13 Of the 66% of residents who have contacted the Council in the last 12 months, 82% are satisfied with the service they received.
- 3.14 Less people are getting the main source of their information about Council from Newsline than in the past (58% compared with 66% in 2011), whilst the people getting most of their

information on Council from newspapers (27% compared with 25% in 2011). 95% of residents say they have seen, read or heard information from the Council through Newsline. 83% of residents say they receive enough information about Council.

- 3.15 This year residents were asked what they thought the overall benefit tourism has on our region. 87% of residents felt the benefit was very good/good, with 3% felt the benefit was bad, and 10% said it was neither good nor bad.
- 3.16 Around 36% of residents consider Tasman is a better place to live than it was three years ago, with 54% considering it was the same, 6% saying it is worse and 4% unable to comment. These are similar figures to last year.
- 3.17 The number of people who consider Tasman is definitely a safe place to live has dropped from 58% in 2011 to 50% in 2012, whereas the people who consider it is “mostly” a safe place to live have increased from 39% to 49% over the same period.
- 3.18 Most people (74%) are either satisfied or very satisfied that Tasman’s natural environment is being preserved and sustained for future generations. 70% are either satisfied or very satisfied with Tasman’s built environment.
- 3.19 When asked how connected people felt to their community 78% of residents felt they were very or well connected compared to 82% in 2011.

4. Significance

- 4.1 The matters covered in this report and the Communitrak Survey report are of low significance 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 Newsline stating that the survey is available on Council’s website.

5. Recommendation

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

6. Draft Resolution

THAT the Tasman District Council:

- 1 receives the report on the 2012 Communitrak Survey Results**
- 2 receives the Communitrak Survey May/June 2012 Report prepared by the National Research Bureau;**
- 3 notes that the Communications Subcommittee have discussed and considered the communication matters in the Communitrak Survey report at its meeting on 23 August 2012.**

Appendix: 2012 Communitrak Survey Report – sent out under separate cover.