

Report No:	RFN11-09-01
File No:	A503-4
Date:	13 September 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 27 September 2011
Report Author: Susan Edwards – Strategic Development Manager
Subject: **2011 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, focusing on the communications related matters.

RECOMMENDATION/S

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 2011 Communitrak Survey Results RFN11-09-01.

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Subject: **2011 Communitrak Survey Results Report RFN11-09-01**

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 three years this survey has been carried out annually. It has been undertaken by the NRB over recent years.
- 2.2 A total of 401 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 27 May to 8 June 2011.
- 2.3 The full report was sent out to Councillors under separate cover, as part of the agenda for the Full Council meeting on 22 September 2011. **Please bring your copy to the meeting.**
- 2.4 The report will be put on Council's website for the public to access, following receipt by Council.

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 4%.

Discussion of Communications Matters

- 3.4 The Council decisions people most supported were:
- the cycleway/cycleways (11% of all residents);
 - beautification/upgrades/upkeep parks, reserves and public places (6%);
 - sports and recreation facilities (5%);
 - walkways (4%);
 - do a good job/good service/good leadership (4%).
- 3.5 The Council decisions people disapproved of most were:
- relocating hall at Hope Domain/lack of consultation (9% of all residents);
 - money spent/overspending/money wasted/spending on themselves (5%);
 - environmental issues (5%);
 - rates increases/rates too high/rates issues (4%);
 - planning issues/zoning/subdivisions (4%);
 - lack of communication/consultation/information/don't listen (4%);
 - water supply issues (4%).
- 3.6 Overall, 73% of residents are satisfied with the way rates are spent on services and facilities provided by Council, while 22% are not very satisfied (this is below the peer group average and similar to the national average).
- 3.7 Of the 56% of residents who have contacted the Council in the last 12 months, 82% are satisfied with the service they received.
- 3.8 More people are getting the main source of their information about Council from Newsline than in the past (66% compared with 63% in 2010), while there has been a corresponding drop in the people getting most of their information on Council from the newspapers (25% compared with 27% in 2010). 95% of residents say they have seen, read or heard information from the Council through Newsline. 79% of residents say they receive enough information about Council.
- 3.9 Internet access is similar to peer group and national averages, as 85% of Tasman residents say they have access to the internet.

- 3.10 When questioned on levels of satisfaction with the way Council consults the public in the decisions it makes, 54% of residents are very satisfied/satisfied, 24% are neither satisfied nor dissatisfied, 20% are dissatisfied/very dissatisfied and 2% did not know. The very satisfied/satisfied level is similar to the peer group and national averages.

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.

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 2011 Communitrak Survey Results RFN11-09-01.

Susan Edwards

Strategic Development Manager

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