



2020 Annual Residents' Survey

Table of Contents

Introduction, Objectives and Method	Page 3
Executive Summary	Page 4
Key Findings	Page 6
In Summary: Comparison to previous year's results	Page 7
Overall Satisfaction	Page 8
Drivers of Overall Satisfaction	Page 17
Understanding Reputation	Page 33
Services and Facilities: Roads, footpaths and walkways	Page 42
Services and Facilities: Water management	Page 50
Services and Facilities: Waste management	Page 58
Services and Facilities: Council's public facilities	Page 63
Services and Facilities: Parks, coastal access and car parks	Page 69
Interaction with Council	Page 74
Governance, Communication and Strategic Administration	Page 81
Sample profile	Page 90

Introduction, Objectives and Method

Introduction

The Far North District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

Research Objectives

- To provide a robust measure of satisfaction with Council's performance in relation to services and Council assets
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction
- To measure how Council's reputation is evaluated by its residents
- To assess changes in satisfaction over time and measure progress against the Long-Term Plan

Method

- The methodology involved a telephone survey measuring the performance of Far North District Council
- The questionnaire was designed in consultation with the staff of Far North District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and the willingness of residents to become involved with Council's decision making
- Data collection was conducted between 3 to 18 June 2020 with n=501 interviews collected via computer-aided telephone interviewing (CATI)
- Data collection was managed to defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample was weighted so it is exactly representative of key population demographics based on the 2018 Census
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of $\pm 4.4\%$
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding

Executive Summary (I)

1

Satisfaction with Far North District Council's overall performance has considerably increased to 36% satisfied residents (scoring 7 to 10 out of 10) from 31% in the previous year. Satisfaction with the main drivers of perceptions namely, *Reputation, Quality of services and facilities* and *Rates providing value for money* has also improved compared with 2019. *Reputation* continues to have the greatest impact on the overall perceptions of Council's performance. Although satisfaction with the various aspects of Council's *Reputation* has also increased, it is suggested that emphasis should be given to *Financial management, Faith and trust in Council, Vision and leadership* and *Overall services quality* as these areas are identified as the key priorities for improvement.

2

In general, the Council has performed well in terms of the various services and facilities it provides in comparison to its performance in 2019. The District's *Parks, coastal access and car parks* and *Roads, footpaths and walkways* are the main drivers of perceptions of Council's performance on *Overall services and facilities*. Improving performance regarding *Council-provided car park facilities* as well as the *Sealed roading network* will likely increase overall satisfaction with *Services and facilities*.

3

Concerning *Rates providing value for money*, satisfaction with its various elements has increased, most notably regarding *Rates for Council-provided water supply* and as this area has the strongest impact on perceptions, residents would most likely value Council making improvements.

4

Far North District Council's *reputation benchmark score* rose to +47 from +39 in 2019 with residents in the younger age group (18-39) viewing Council's performance more positively than the other residents. Overall, the Council's reputation profile in 2020 is better than it was last year. Almost three out of ten residents (28%) view Far North District Council as competent, however, a larger proportion of residents (59%) do not value or recognise Council's performance.

5

Perceptions of Council's performance on *Roads, footpaths and walkways* have significantly improved over the last year. Most of the residents who are dissatisfied with the *Sealed roading network, Unsealed roading network, Footpaths maintenance, and How well Council-owned roads meet their needs* have mentioned *Poor quality of surface* as the reason for dissatisfaction. Concerning the *Availability of footpaths and How well Council-owned footpaths meet their needs*, the majority of residents who gave a low rating mentioned that *More footpaths* are required in the District.

Executive Summary (II)

6

Public toilets and the Public library are the most frequently visited or used public facilities in the District whereas just over three in ten residents (31%) have visited a Cemetery in the last year. Almost all residents (96%) who have used or visited the Public library are satisfied with the facility and a smaller proportion of users of Public Toilets (59%) are satisfied with the Cleanliness of these facilities.

7

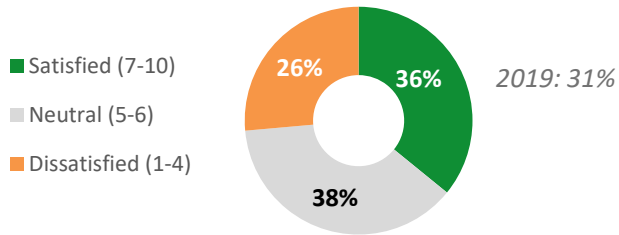
Half of the residents who have had an interaction with Council are satisfied with How well Council handled their request or complaint. Residents are highly satisfied with How easy it was to make an enquiry or request and least satisfied with How long it took for Council to resolve their request or complaint.

8

The Newspaper remains the most relied on source of information about Council, followed by Facebook and Council's website. Three in ten residents (30%) have made an effort to stay informed and more than a third of residents (36%) feel informed about what Council is doing. Nearly nine out of ten residents (89%) are aware of the community board that operates within their area. More than two in ten residents feel informed about Council's District plan (22%) and are aware of changes to the District plan and opportunities where they can participate in plan changes (24%).

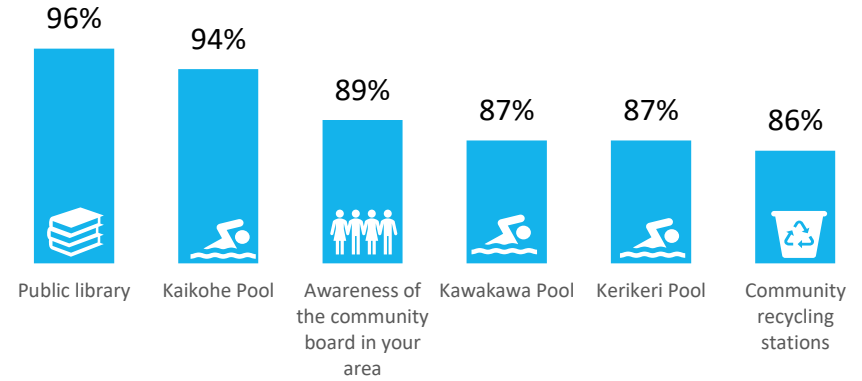
Key Findings

2020 OVERALL Satisfaction

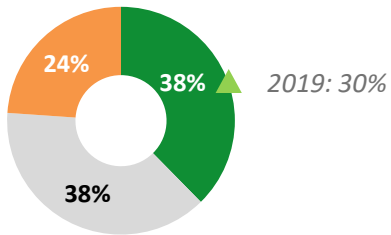


Top 5 Best Performing Areas

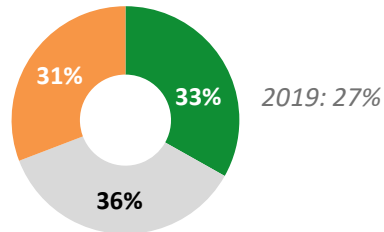
(% satisfied – scoring 7 to 10)



Quality of Services and Facilities



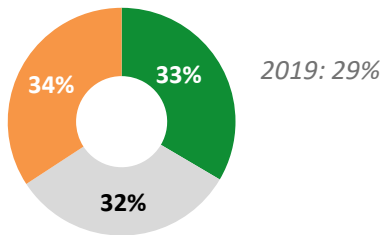
Reputation



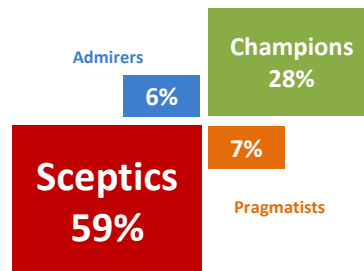
Key Opportunities for Improvement





Value for money



Reputation Profile



 Significantly higher than last year
 Significantly lower than last year

In Summary: Comparison to previous year's results

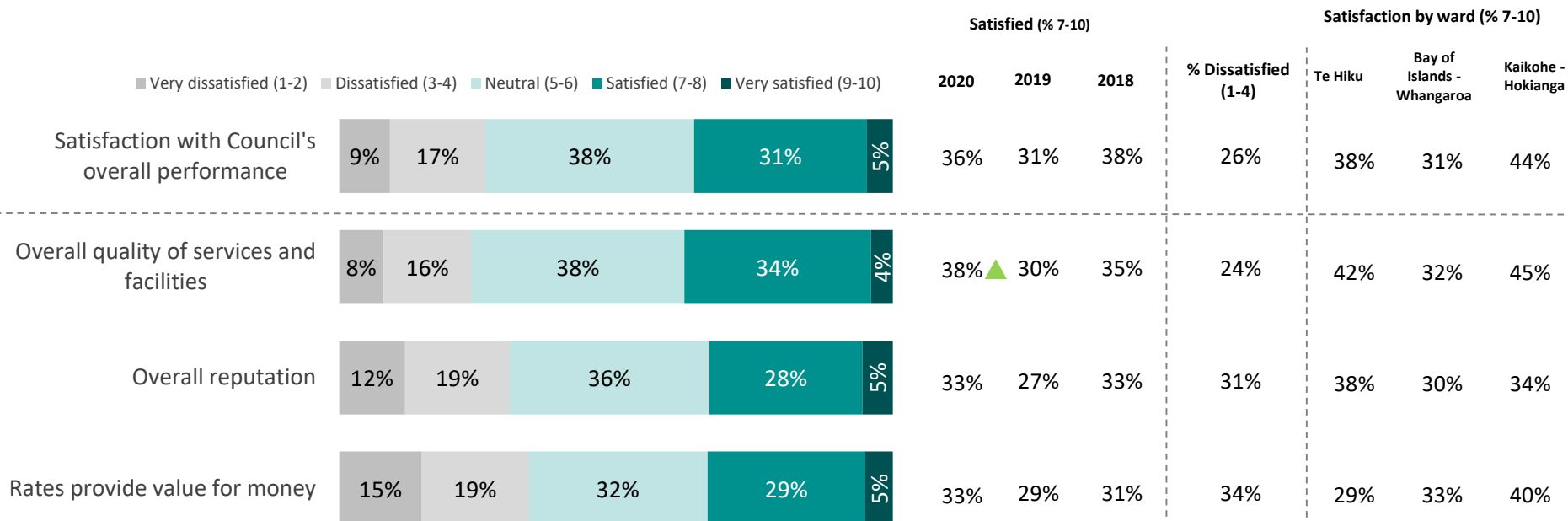
Service/Facility/Activity	2020 (%satisfied/ very satisfied)	2019 (%satisfied/ very satisfied)	Change 2019 to 2020	
Public library	96	93	+3	
Kaikohe Pool	94	50	+44	
Awareness of the community board in your area	89	78	+11	
Kawakawa Pool	87	81	+6	
Kerikeri Pool	87	69	+18	
Community recycling stations	86	82	+4	
Cemeteries	84	80	+4	
Refuse transfer stations	81	77	+4	
Kaitaia Pool	77	65	+12	
Waste water	74	80	-6	
Parks and reserves	70	60	+10	
Service received when contacting Council	65	65	+0	
Water supply	65	60	+5	
Access to the coast	63	51	+12	
Public toilets	59	55	+4	
Local roads	56	37	+19	
Car park facilities	51	41	+10	
Local footpaths	51	35	+16	
Stormwater drainage	49	48	+1	
Informed about what Council is doing (Māori respondents)	37	26	+11	
Informed about what Council is doing (all residents)	36	28	+8	
Aware of changes to the District Plan	24	24	+0	
Informed about Council's District Plan (land use)	22	18	+4	



Overall Satisfaction

Satisfaction with Council's overall performance has increased from 31% satisfied residents (scoring 7 to 10 out of 10) in 2019 to 36% in 2020. Perceptions of Overall quality of services and facilities significantly improved with almost four in ten satisfied residents (38%). Overall reputation and Rates providing value for money have also higher satisfaction levels compared with 2019

Overall performance



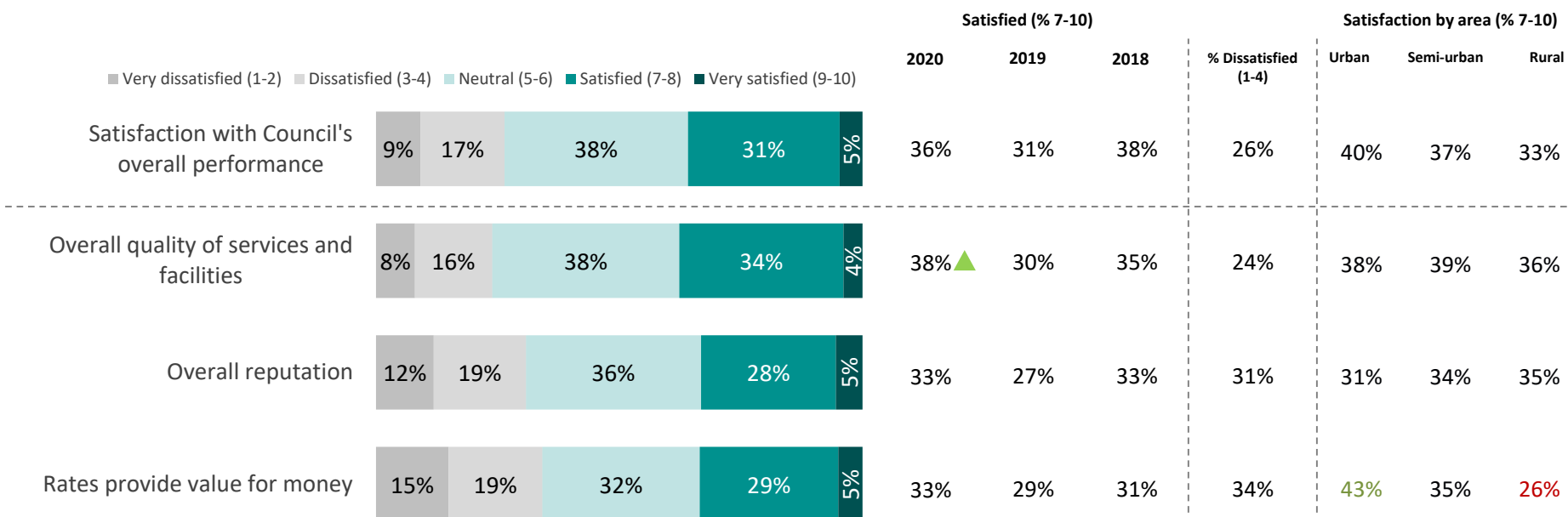
▲ Significantly higher than last year
▼ Significantly lower than last year

NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. REP5. How would you rate Council for its overall reputation?
3. REP4. How would you rate them for the quality of what they provide the district?
4. VM2. How satisfied are you that your rates provide value for money?
5. OP1. How satisfied are you with the OVERALL performance of the Far North District Council?

Urban residents are more likely than Rural residents to be satisfied with Rates providing value for money

Overall performance



▲ Significantly higher than last year
▼ Significantly lower than last year

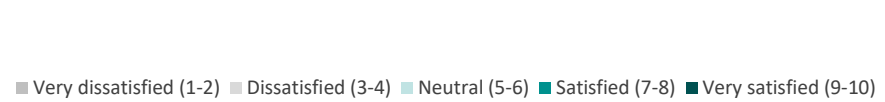
Significantly higher than the other area (s)
Significantly lower than the other area (s)

NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Urban n=167, Semi urban n=104, Rural n=230; Excludes 'don't know'
2. REP5. How would you rate Council for its overall reputation?
3. REP4. How would you rate them for the quality of what they provide the district?
4. VM2. How satisfied are you that your rates provide value for money?
5. OP1. How satisfied are you with the OVERALL performance of the Far North District Council?

Satisfaction with various elements of Far North District Council’s *Image and reputation* has improved from last year showing an increase with the levels of satisfaction

Image and reputation



	Satisfied (% 7-10)					% Dissatisfied (1-4)	Satisfaction by ward (% 7-10)		
	2020	2019	2018	Te Hiku	Bay of Islands - Whangaroa		Kaikohe - Hokianga		
Overall: Reputation	33%	27%	33%	31%	38%	30%	34%		
Overall services quality	38%▲	30%	35%	24%	42%	32%	45%		
Vision and leadership	32%	25%	25%	36%	32%	26%	46%		
Faith and trust in Council	28%	22%	29%	38%	31%	27%	27%		
Financial management	27%	22%	24%	42%	33%	22%	31%		

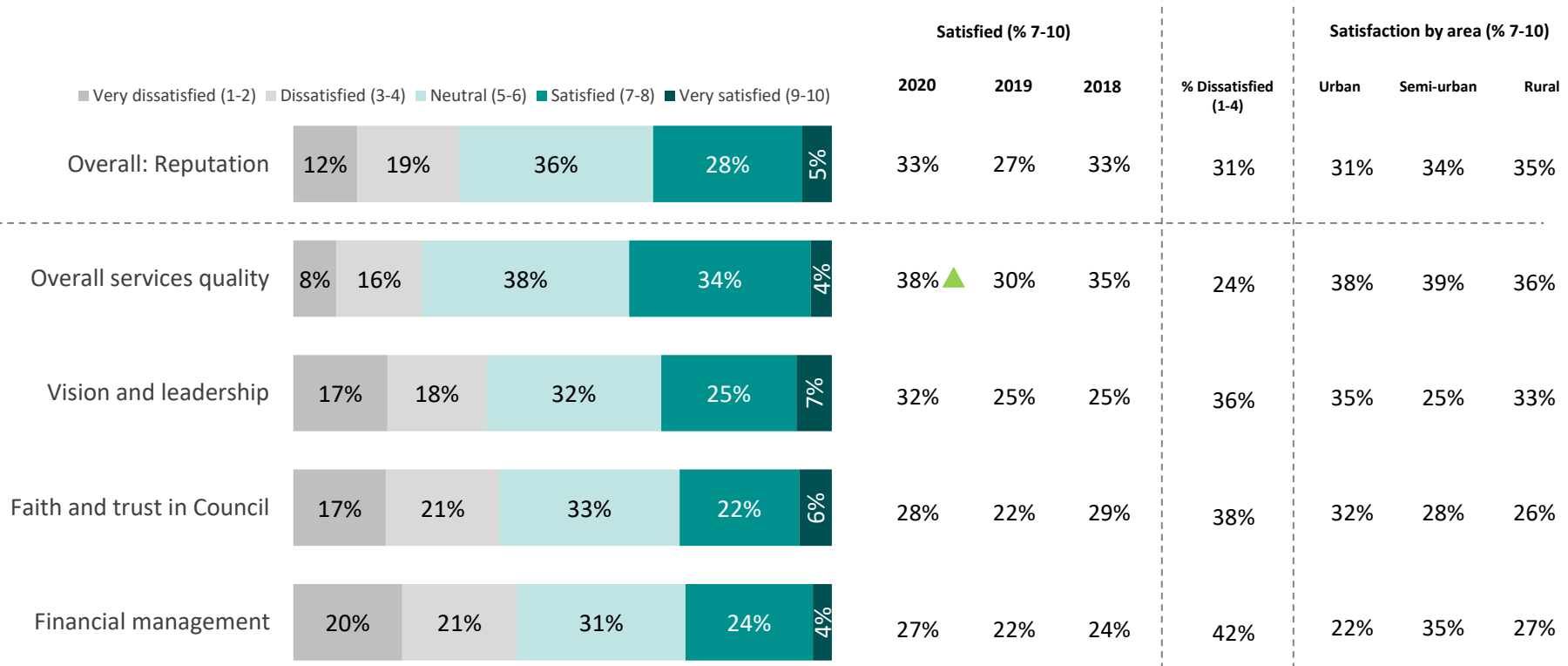
NOTES:

- Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
- REP1. So how would you rate the FNDC for being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate Council for its vision and leadership?
- REP2. Next, I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
- REP3. Not thinking about Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
- REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
- REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

▲ Significantly higher than last year
 ▼ Significantly lower than last year
 ▲ Significantly higher than the other ward (s)
 ▼ Significantly lower than the other ward (s)

Concerning Council's *Financial management*, there is a considerably higher proportion of satisfied residents in *Semi-urban* areas than in *Urban* and *Rural* areas

Image and reputation



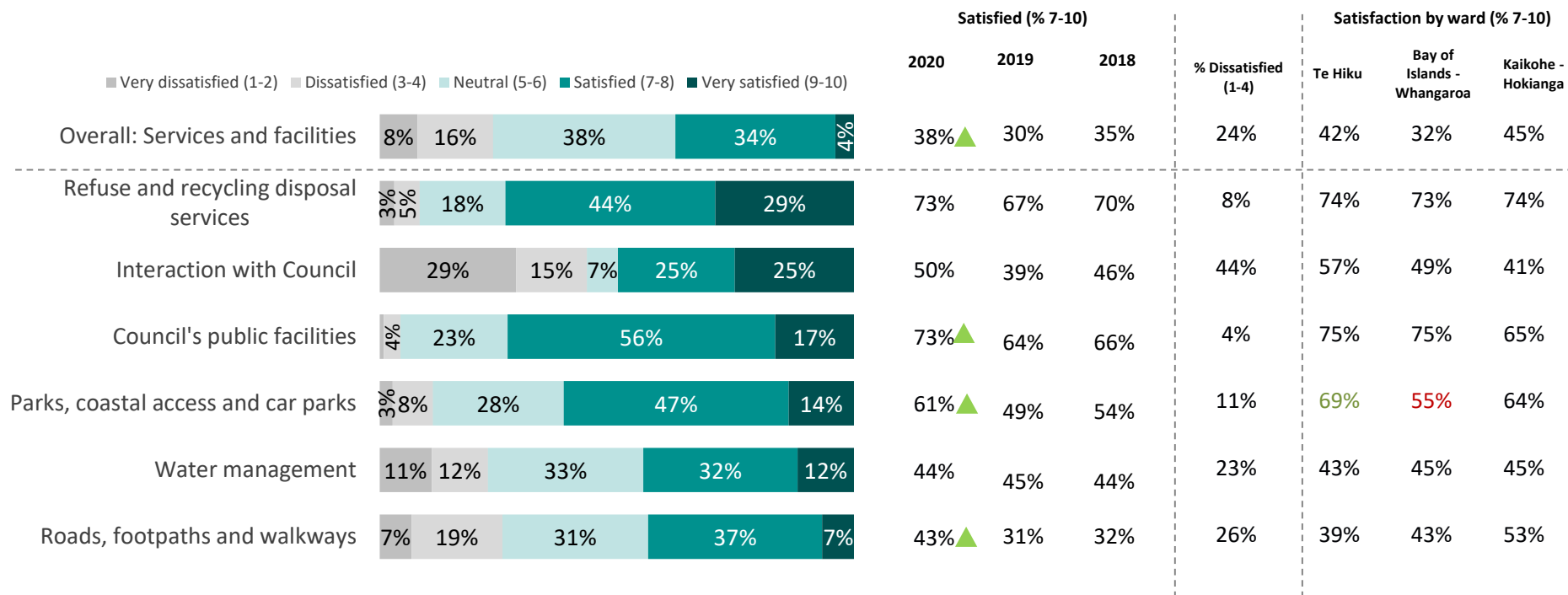
NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Urban n=167, Semi urban n=104, Rural n=230; Excludes 'don't know'
2. REP1. So how would you rate the FNDC for being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate Council for its vision and leadership?
3. REP2. Next I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Not thinking about Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
5. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
6. REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

▲ Significantly higher than last year
▼ Significantly lower than last year

Satisfaction with some of the services and facilities in the District has significantly increased since 2019, particularly regarding *Public facilities, Parks, coastal access and car parks, and Roads, footpaths and walkways*

Services and facilities



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than the other ward (s)

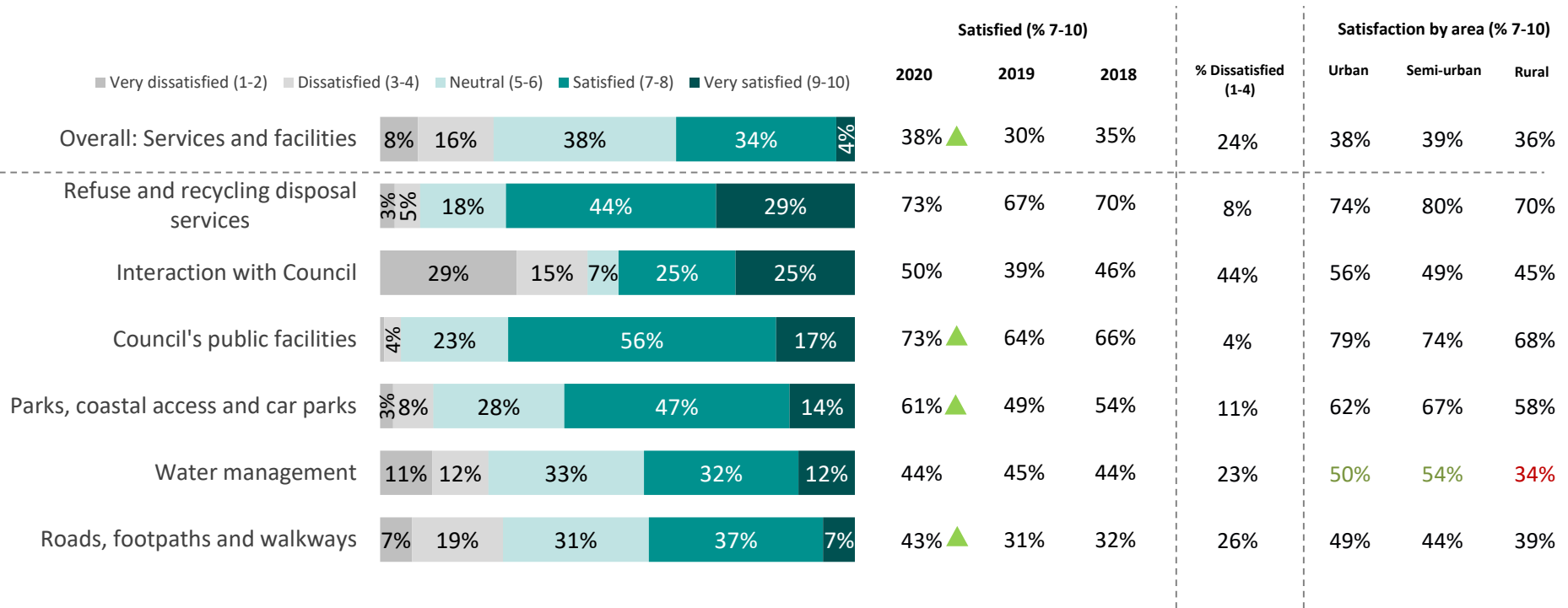
Significantly lower than the other ward (s)

NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. How would you rate your satisfaction with Council overall for its management of water in the district?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
5. CF4. How would you rate your overall satisfaction with the public facilities that are provided?
6. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
7. RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council 2018 n=212, 2019 n=199
8. REP4. How would you rate them for the quality of what they provide the district?

Urban and Semi-urban residents are more likely than Rural residents to be satisfied with *Water management* in the District

Services and facilities



▲ Significantly higher than last year

▼ Significantly lower than last year

▲ Significantly higher than the other area (s)

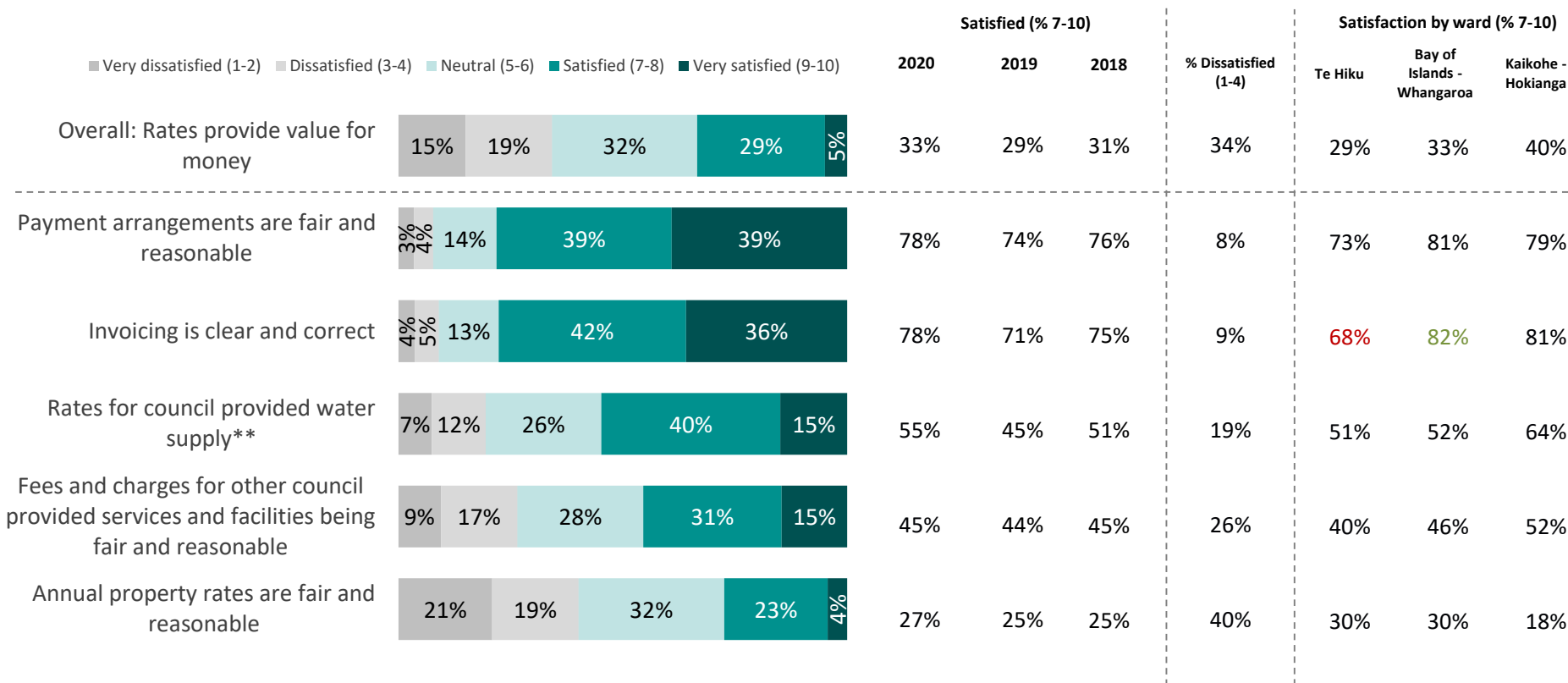
▼ Significantly lower than the other area (s)

NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Urban n=167, Semi urban n=104, Rural n=230; Excludes 'don't know'
2. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
3. TW6. How would you rate your satisfaction with Council overall for its management of water in the district?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
5. CF4. How would you rate your overall satisfaction with the public facilities that are provided?
6. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
7. RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council 2018 n=212, 2019 n=199
8. REP4. How would you rate them for the quality of what they provide the district?

More than three quarters of residents (78%) are satisfied with *Payment arrangements being fair and reasonable* and *Invoicing being clear and correct* while just over a quarter (27%) are satisfied with *Annual property rates being fair and reasonable*

Value for money



Significantly higher than the other ward (s)
Significantly lower than the other ward (s)

NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. ** Rates for Council-provided water supply based on n=166 who have Council water supply connection
3. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
4. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?

Residents in *Semi-urban* areas are significantly more likely to be satisfied with *Fees and charges for other Council-provided services and facilities being fair and reasonable* than other residents

Value for money

	Satisfied (% 7-10)					Satisfaction by area (% 7-10)		
	2020	2019	2018	% Dissatisfied (1-4)	Urban	Semi-urban	Rural	
Overall: Rates provide value for money	33%	29%	31%	34%	43%	35%	26%	
Payment arrangements are fair and reasonable	78%	74%	76%	8%	81%	79%	76%	
Invoicing is clear and correct	78%	71%	75%	9%	81%	84%	72%	
Rates for Council-provided water supply**	55%	45%	51%	19%	56%	47%	70%	
Fees and charges for other Council-provided services and facilities being fair and reasonable	45%	44%	45%	26%	41%	60%	41%	
Annual property rates are fair and reasonable	27%	25%	25%	40%	28%	28%	27%	

Significantly higher than the other area (s)
Significantly lower than the other area (s)

NOTES:

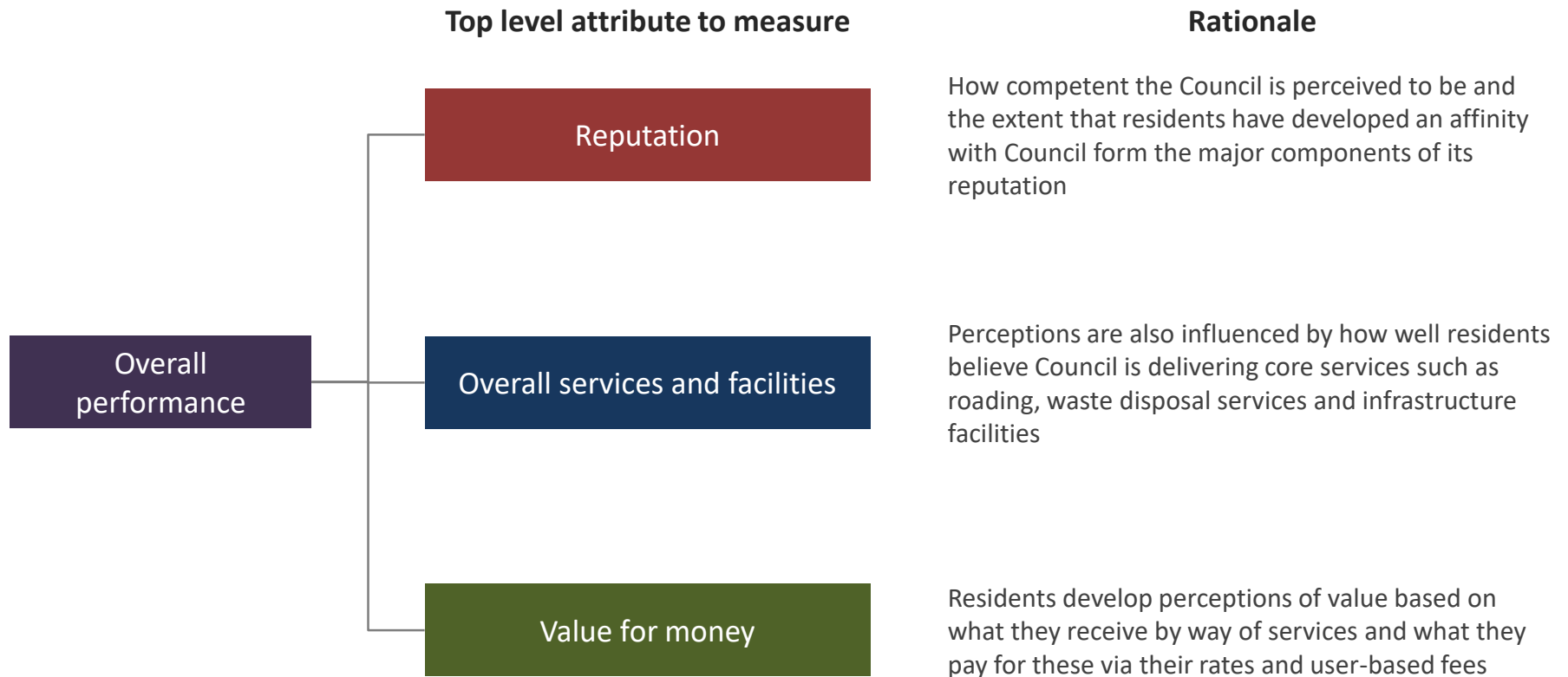
1. Total sample 2018 n=500; 2019 n=500; 2020 n=501; Urban n=167, Semi urban n=104, Rural n=230; Excludes 'don't know'
2. ** Rates for Council-provided water supply based on n=187 who have Council water supply connection
3. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
4. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?



Drivers of Overall Satisfaction

A Customer Value Management framework was used to determine how the various reputation, service and value elements impact residents' overall evaluation of Council

Overview

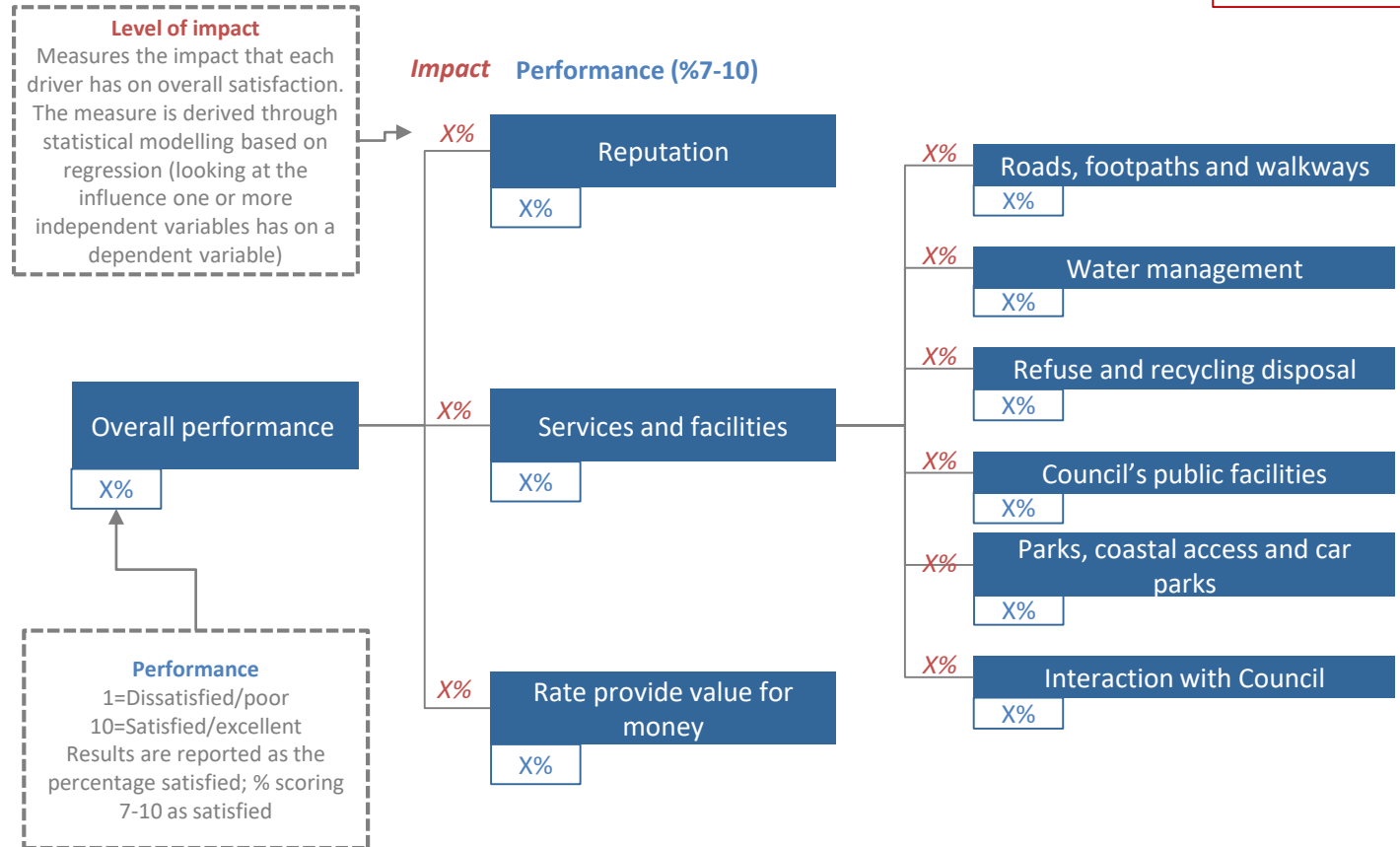


The Customer Value Management (CVM) model is a tool to understand perceptions of Council and a mechanism for prioritising improvement opportunities

Introduction to the CVM driver model

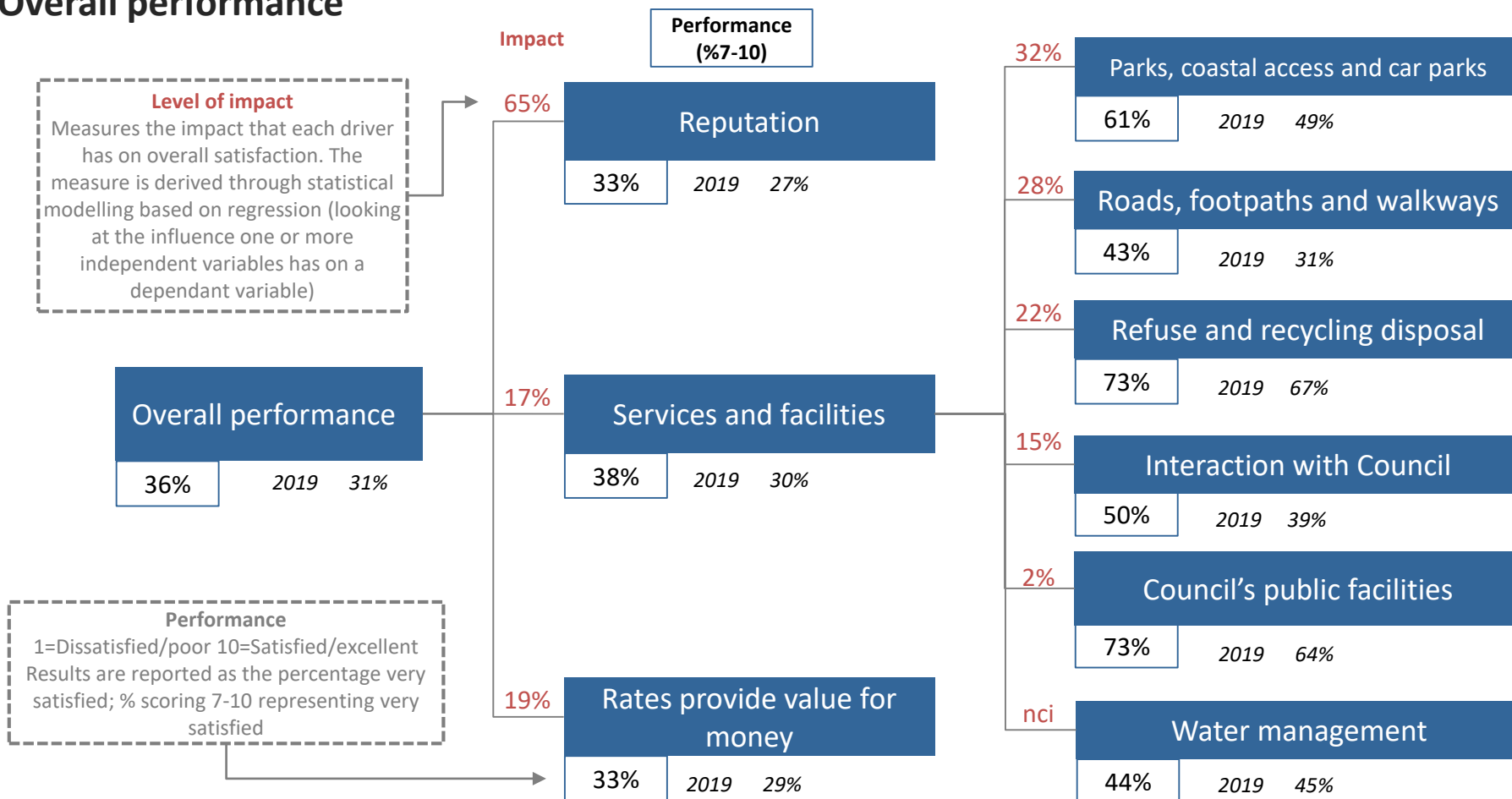
Illustration

- Overview of our driver model**
- Residents are asked to rate their perceptions of Council’s performance on the various elements that impact overall satisfaction with public services, facilities and activities that Council provides
 - Rather than asking residents what is important, we use statistics to derive the impact each element has on the overall perceptions of Council’s performance



Reputation has the strongest influence on the overall evaluation of Council's performance

Overall performance

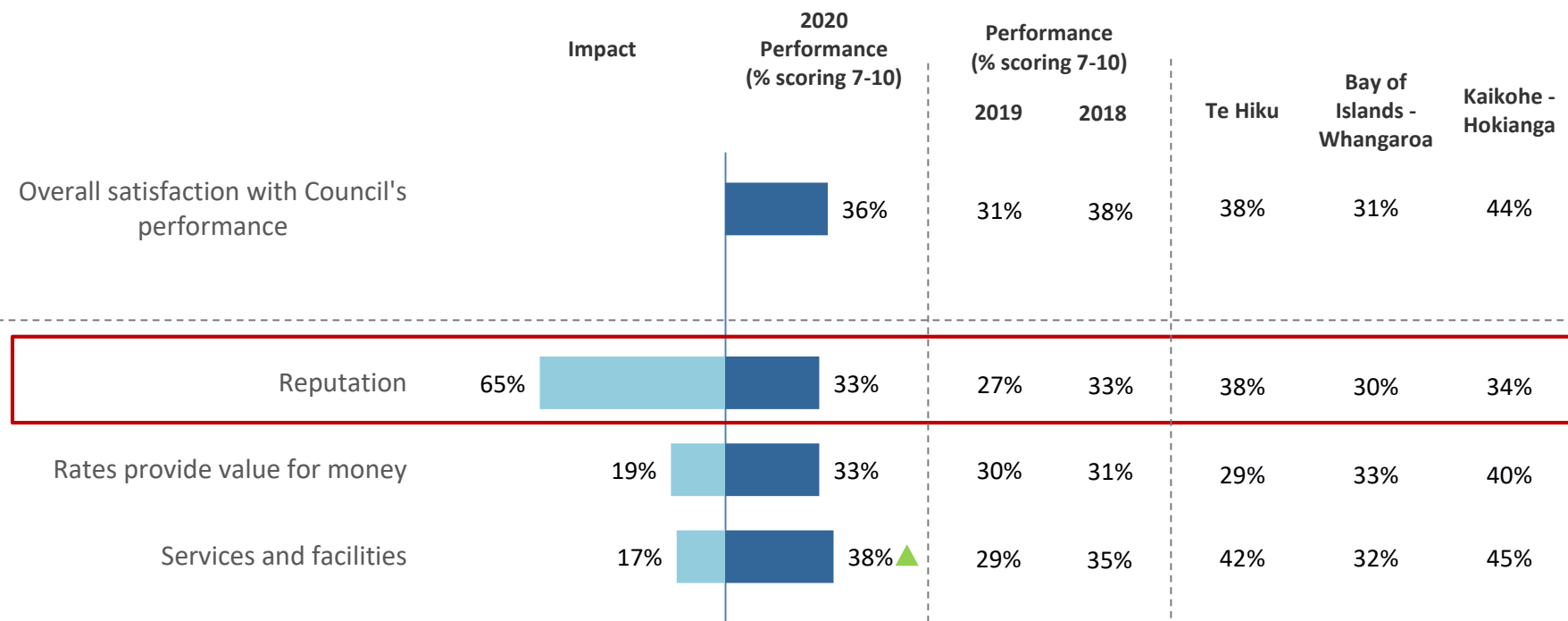


NOTES:

1. Sample: 2020 n=501; 2019 n=500
2. nci = no current impact

Reputation is the main driver of perceptions of Far North District Council's performance and since satisfaction is comparatively low, this area is an opportunity for improvement

Driver analysis: Overall level drivers



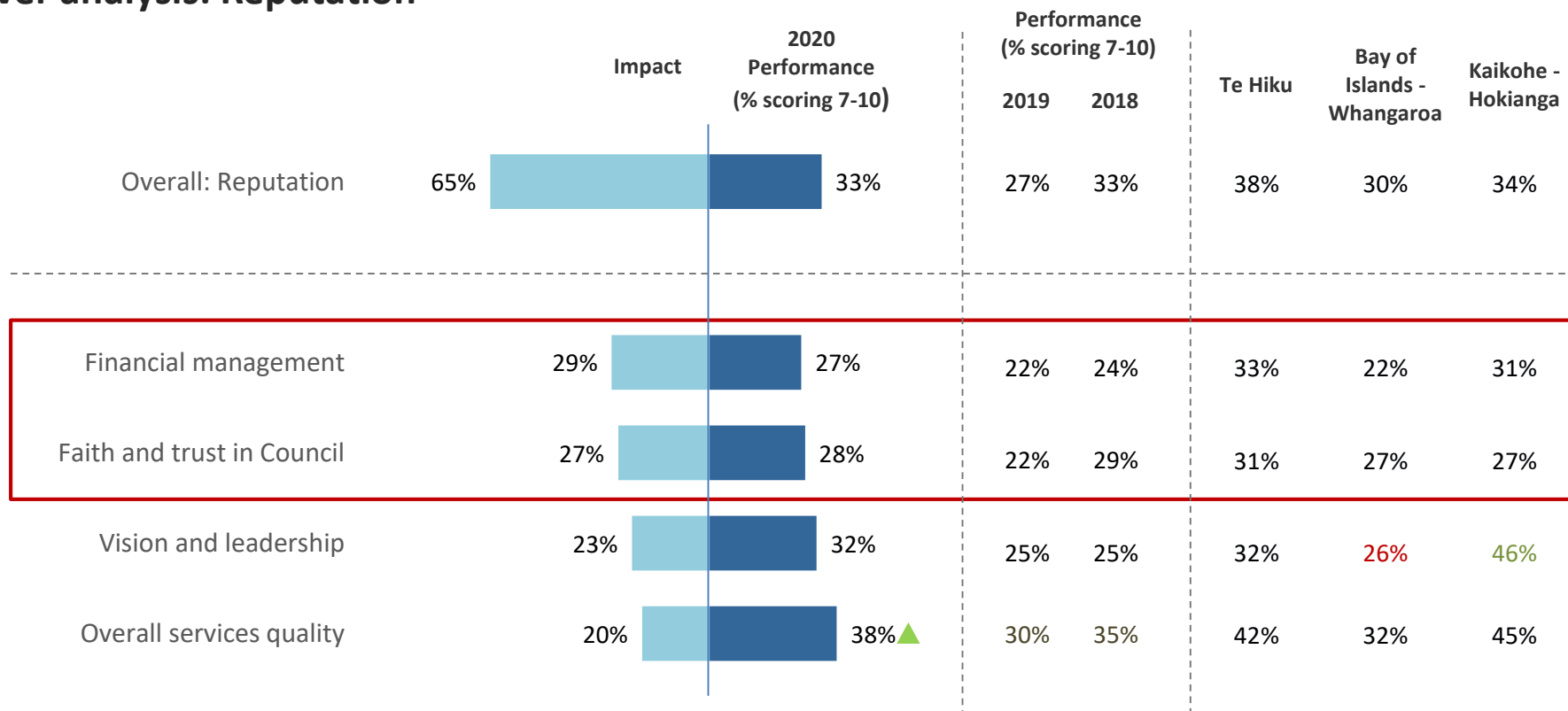
▲ Significantly higher than last year
▼ Significantly lower than last year

NOTES:

1. Total sample: 2018 n=500 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. REP5. How would you rate Council for its overall reputation?
3. REP4. How would you rate them for the quality of what they provide the district?
4. VM2. How satisfied are you that your rates provide value for money?
5. OP1. How satisfied are you with the OVERALL performance of the Far North District Council?

Financial management and Faith and trust in Council have the highest levels of impact on Council's Reputation and thus, performance in these two areas should be improved

Driver analysis: Reputation



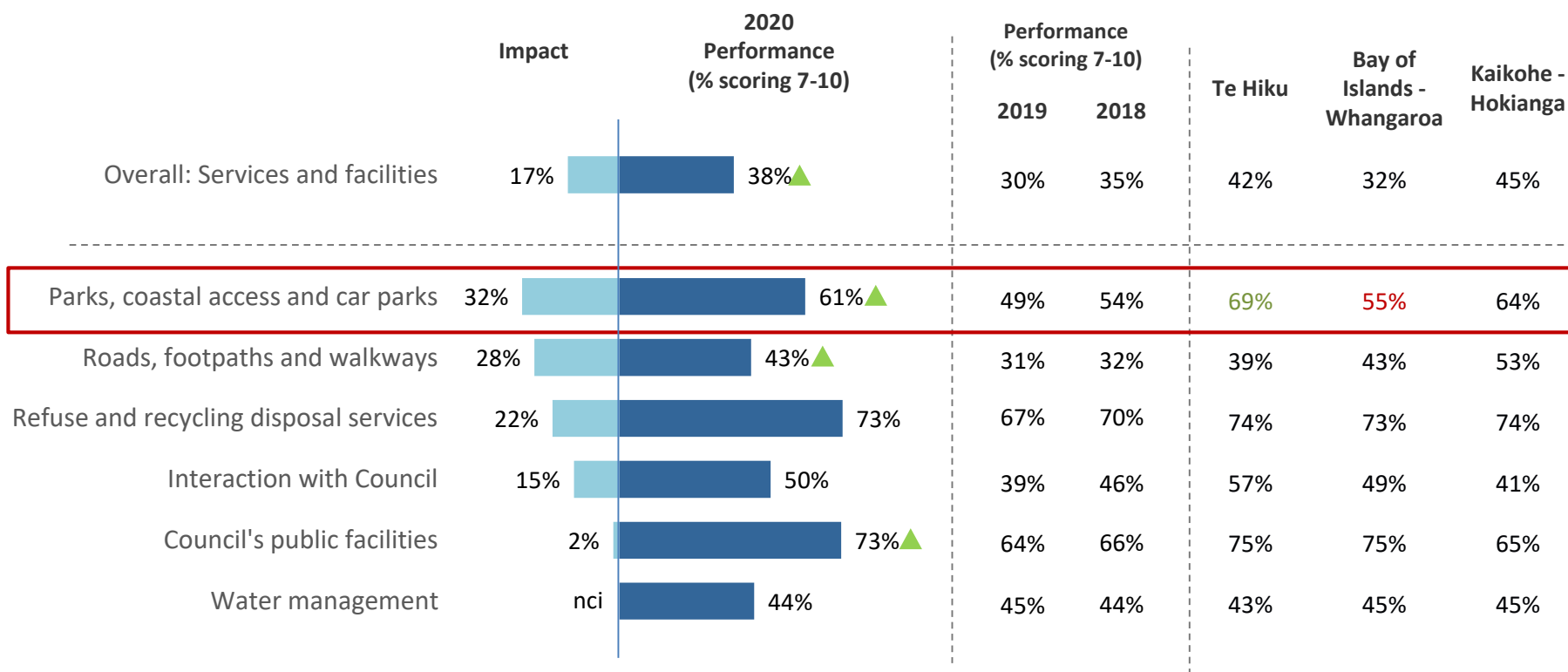
NOTES:

1. Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. REP1. So how would you rate the FNDC for being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate Council for its vision and leadership?
3. REP2. Next, I'd like you to think about how open and transparent Council is, how Council can be relied on to act honestly and fairly, and their ability to work in the best interest of the district? Overall how would you rate Council in terms of the faith and trust you have in them?
4. REP3. Not thinking about Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate Council overall for its financial management?
5. REP4. And thinking about all the services, facilities and infrastructure Council provides, how would you rate them for the quality of what they provide the district?
6. REP5. So considering leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?

▲ Significantly higher than last year
 ▼ Significantly lower than last year
 ▲ Significantly higher than the other ward (s)
 ▼ Significantly lower than the other ward (s)

Satisfaction with *Overall Services and facilities* is mainly driven by perceptions of *Parks, coastal access and car parks* in the district, followed by *Roads, footpaths and walkways*

Driver analysis: Services and facilities



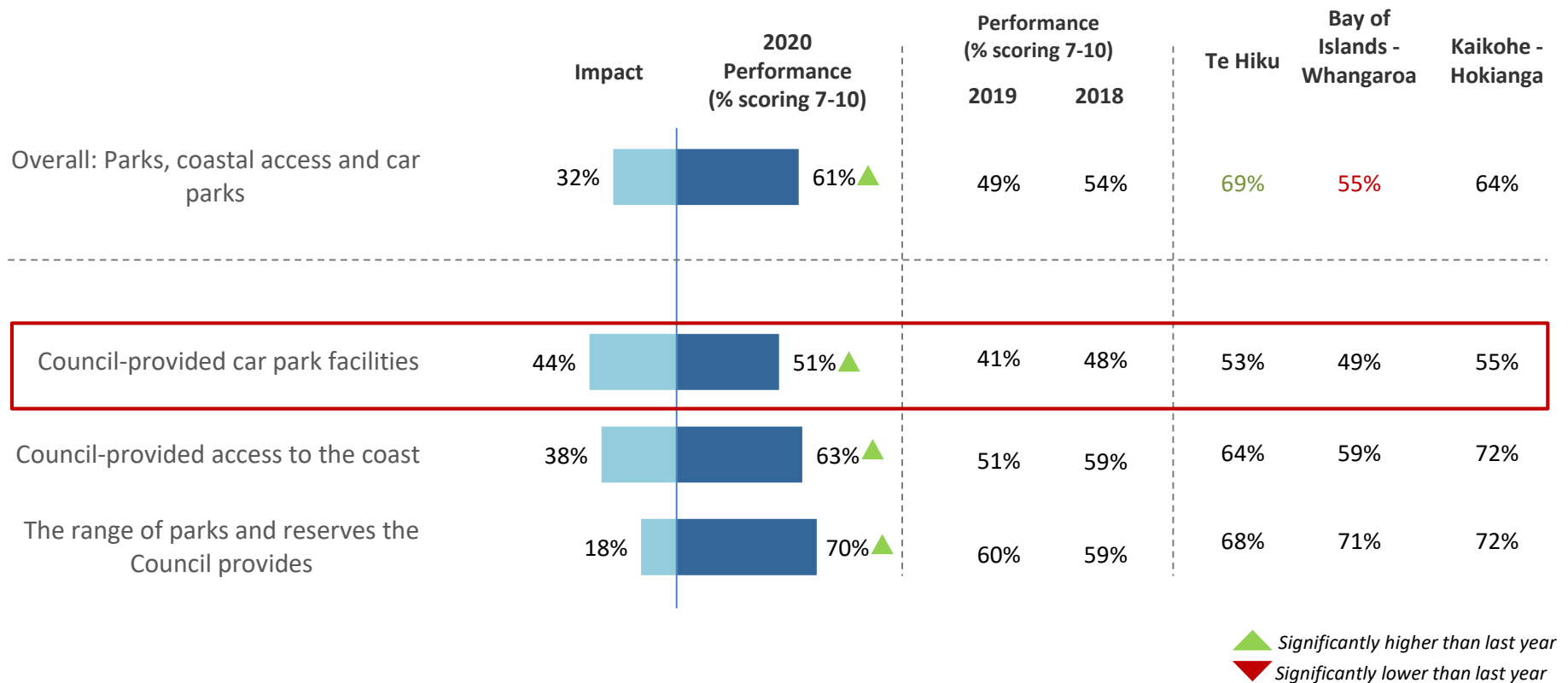
▲ Significantly higher than last year
 ▼ Significantly lower than last year
 ▲ Significantly higher than the other ward (s)
 ▼ Significantly lower than the other ward (s)

NOTES:

- Total sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?
- TW6. How would you rate your satisfaction with Council overall for its management of water in the district?
- WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?
- CF4. How would you rate your overall satisfaction with the public facilities that are provided?
- PR2. And overall, how satisfied are you with Council parks, coastal access and car parks
- RS4G. How would you rate Council overall for how well they handled your request or complaint? Those who had contact with Council 2018 n=212, 2019 n=199
- REP4. How would you rate them for the quality of what they provide the district?
- nci=no current impact

Perceptions of *Council-provided car park facilities* is the main contributor to Council's performance on *Parks, coastal access and car parks*

Driver analysis: Services and facilities: Parks, coastal access and car parks

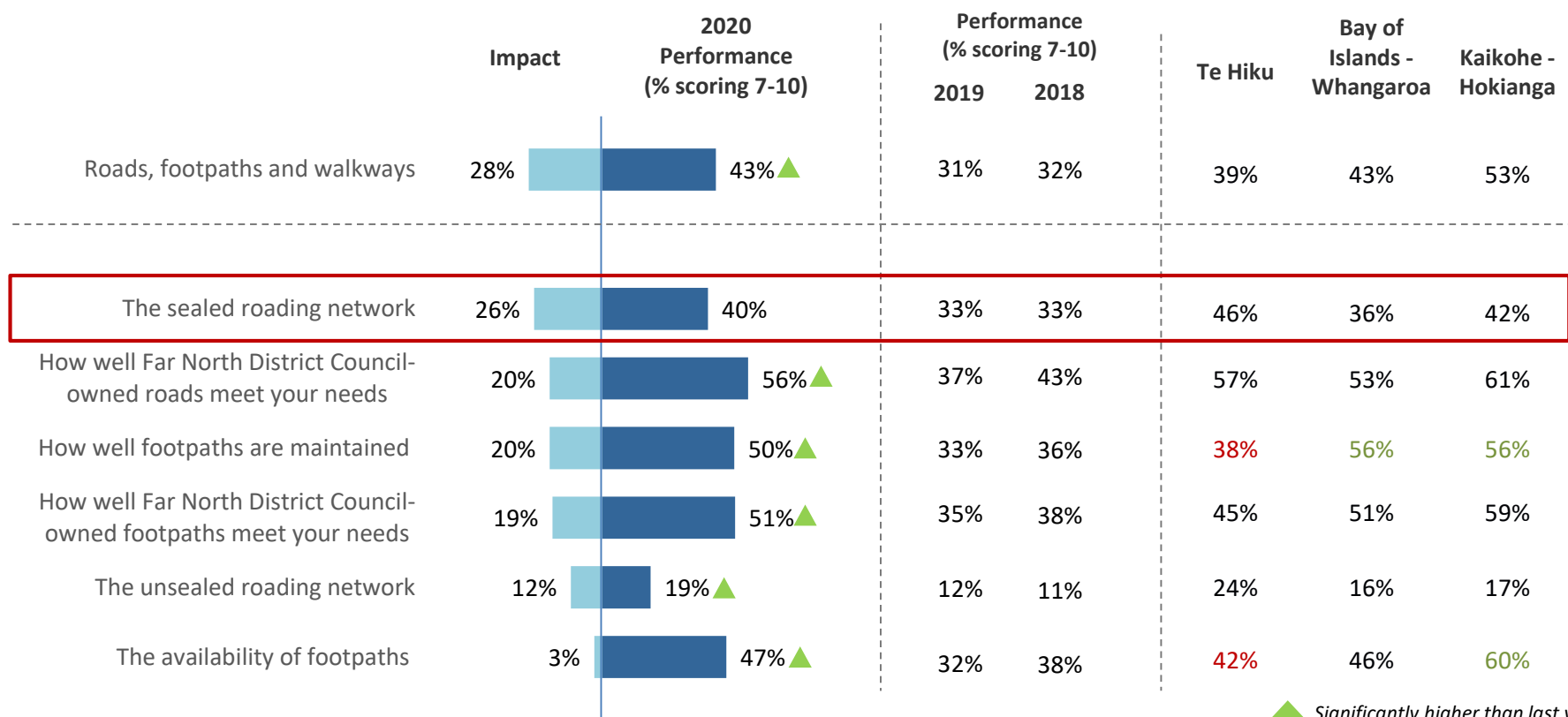


NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. PR1. Still using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the following...
3. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks?

Satisfaction with *Roads, footpaths and walkways* is mostly influenced by perceptions of *Council's performance* concerning the *Sealed roading network* and as this area has a relatively low satisfaction score, it is identified as an opportunity for improvement

Driver analysis: Services and facilities: Roads, footpaths and walkways



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than the other ward (s)

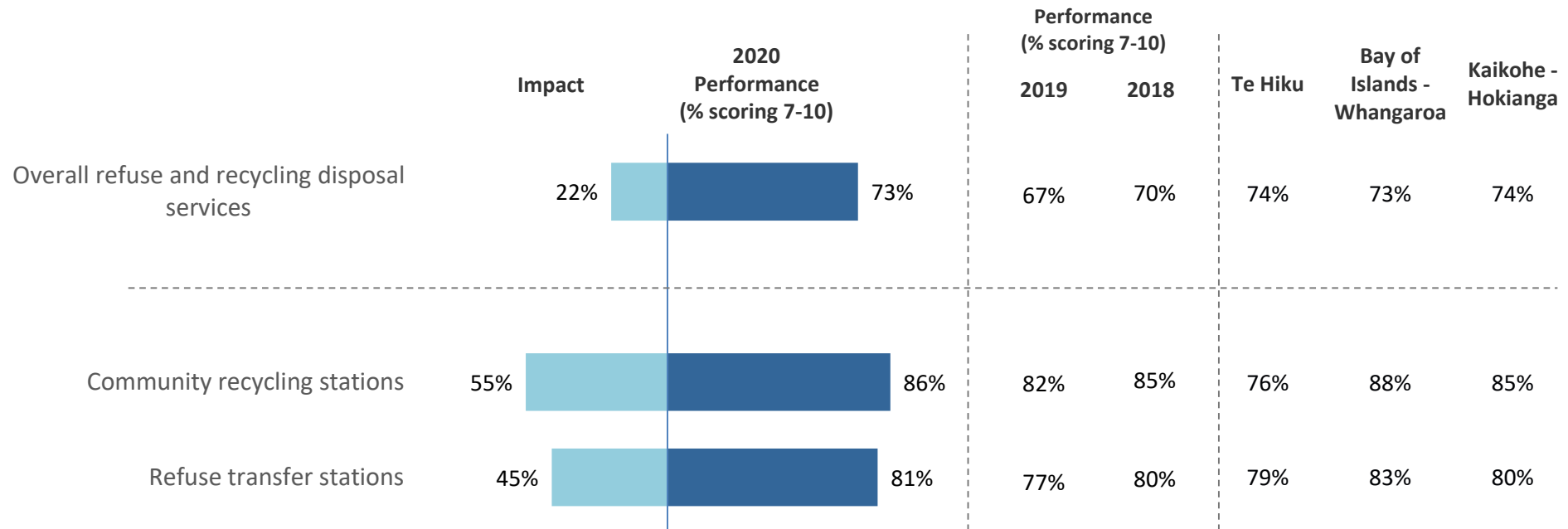
Significantly lower than the other ward (s)

NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...
3. RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

Satisfaction with *Community recycling stations* is the main driver of Council's performance on *Overall refuse and recycling disposal services*. This is an area where Council should maintain current service levels

Driver analysis: Services and facilities: Refuse and recycling

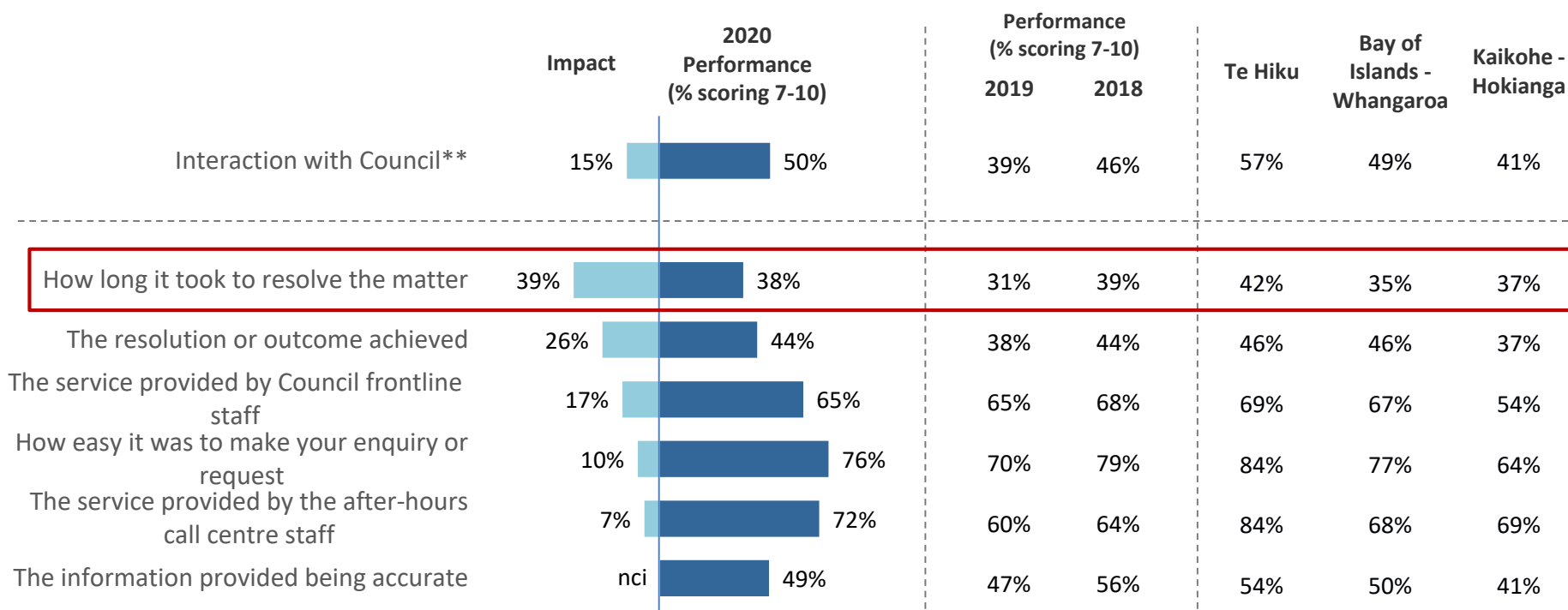


NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. WR2. Still using the 1-10 scale, how satisfied or dissatisfied are you with the rubbish and recycling services at the Council's refuse transfer stations?
3. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling stations?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?

Perceptions of how well Council handled their request or complaint are primarily driven by How long it took for Council to resolve a request or complaint and as this service aspect has a low satisfaction score, improvements should be made

Driver analysis: Services and facilities: Contact with Council



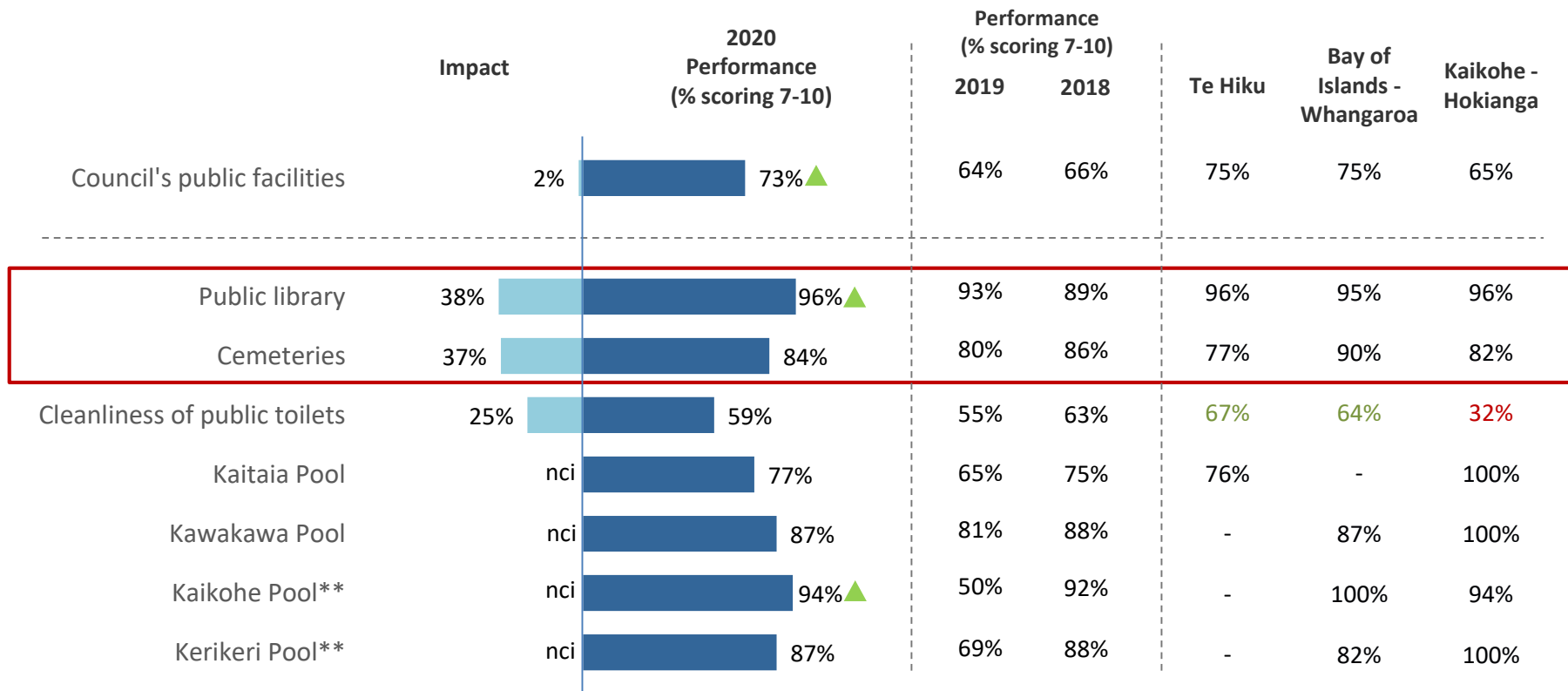
**Interaction with Council: Overall how well Council handled residents' request or complaint

NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'; Those who contacted Council in past 12 months 2018 n=211, 2019 n=195, 2020 n=216
2. RS4. Thinking back to your most recent request or complaint, how would you rate your satisfaction with each of the following?
3. RS4B. How would you rate Council overall for how well they handled your request or complaint?
4. nci = no current impact

Far North District Council should maintain its performance pertaining to the *Public library* and *Cemeteries* since these two facilities have high satisfaction scores and the greatest impact on Satisfaction with *Council's public facilities*

Driver analysis: Services and facilities: Public facilities



▲ Significantly higher than last year(s)
▼ Significantly lower than last year(s)

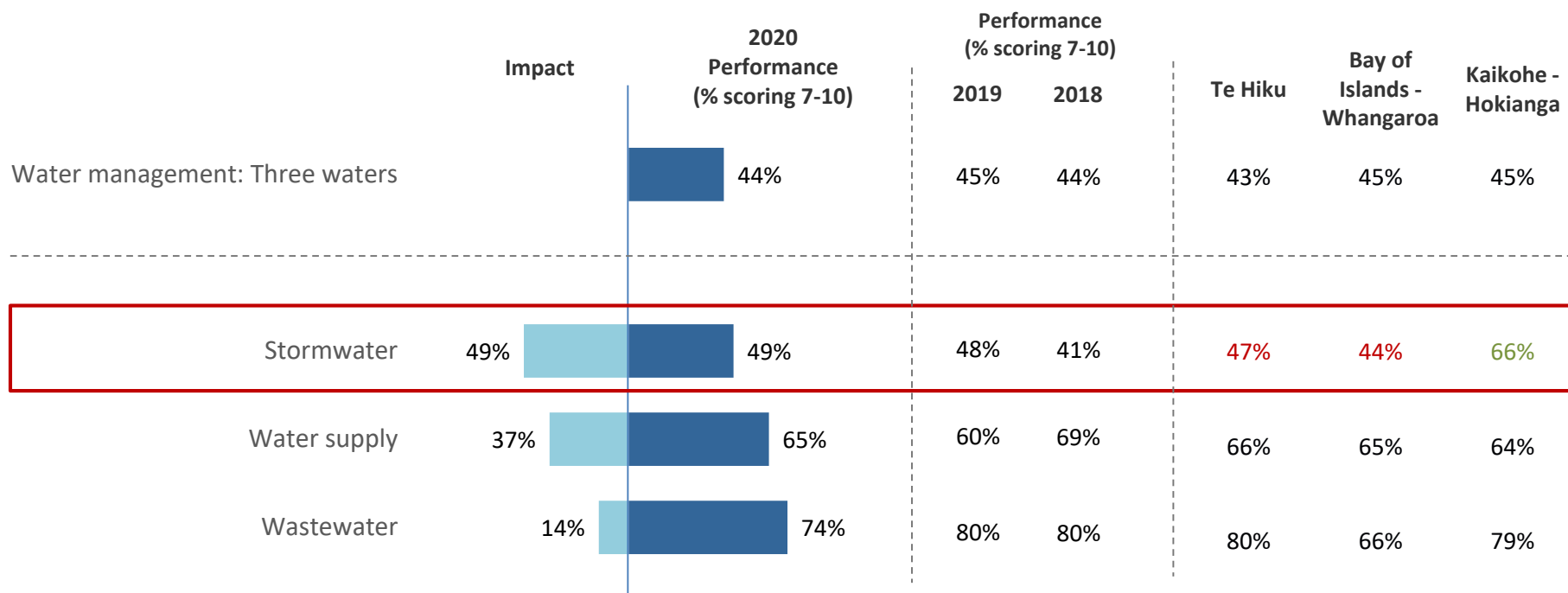
▲ Significantly higher than the other ward (s)
▼ Significantly lower than the other ward (s)

NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
3. CF4. How would you rate your overall satisfaction with the public facilities that are provided?
4. ** Caution: small base size <n=30

Improving the *Stormwater* system in the District has the best potential to improve perceptions of *Water management*, as it has the lowest satisfaction score and the highest impact rating overall

Driver analysis: Services and facilities: Water management



Significantly higher than the other ward (s)

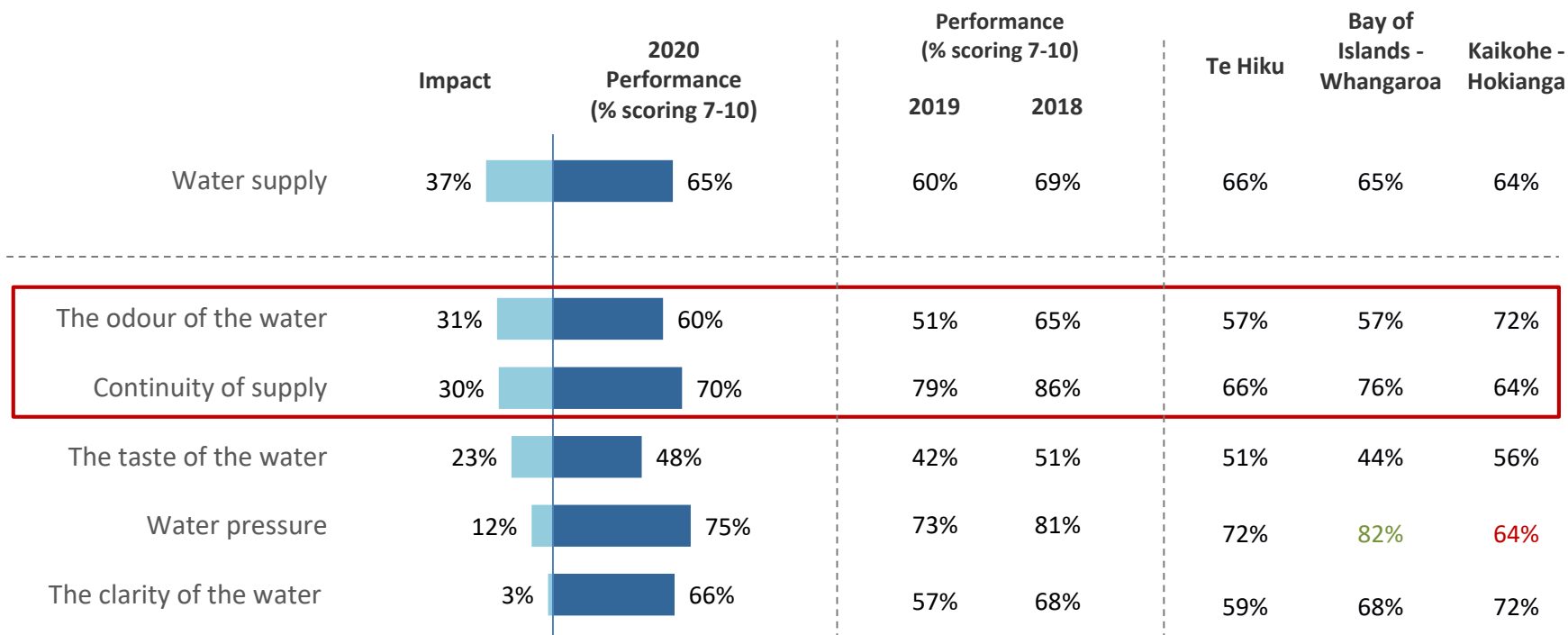
Significantly lower than the other ward (s)

NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.
3. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? Please note, this is about the service not the cost.
4. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system?
5. TW6. How would you rate your satisfaction with Council overall for its management of water in the district?

Far North District Council’s performance regarding the *Odour of the water* as well as *Continuity of supply* should be improved as these two areas have the highest impact on perceptions of *Water supply*

Driver analysis: Services and facilities: Water supply



Significantly higher than the other ward (s)

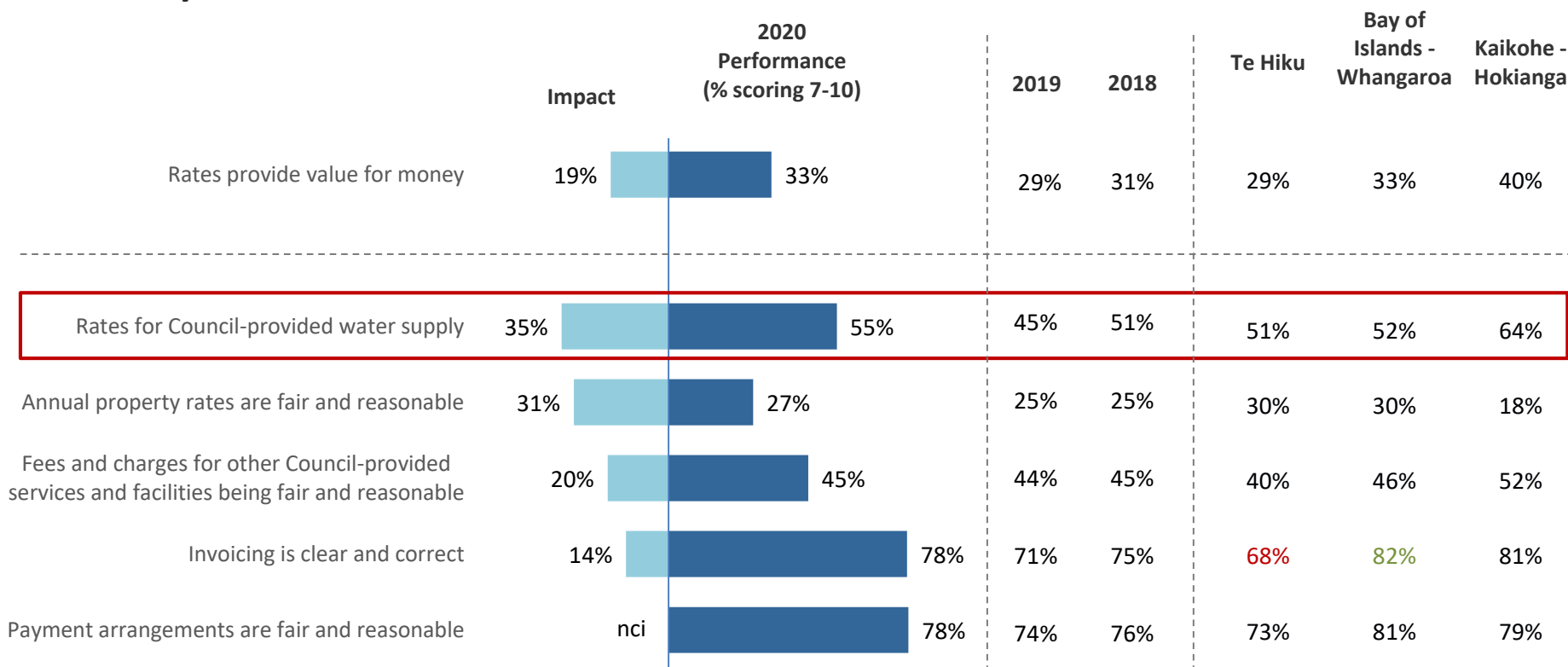
Significantly lower than the other ward (s)

NOTES:

1. Sample: Those connected to the Council water supply 2018 n=203, 2019 n=203; 2020 n=182; Te Hiku n=42, Bay of Islands-Whangaroa n=88, Kaikohe-Hokianga n=52; Excludes 'don't know'
2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
3. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

Perceptions of Rates providing value for money are most strongly influenced by Rates for Council-provided water supply and this area is an opportunity for improvement given its relatively low score

Driver analysis: Rates and value



Significantly higher than the other ward (s)

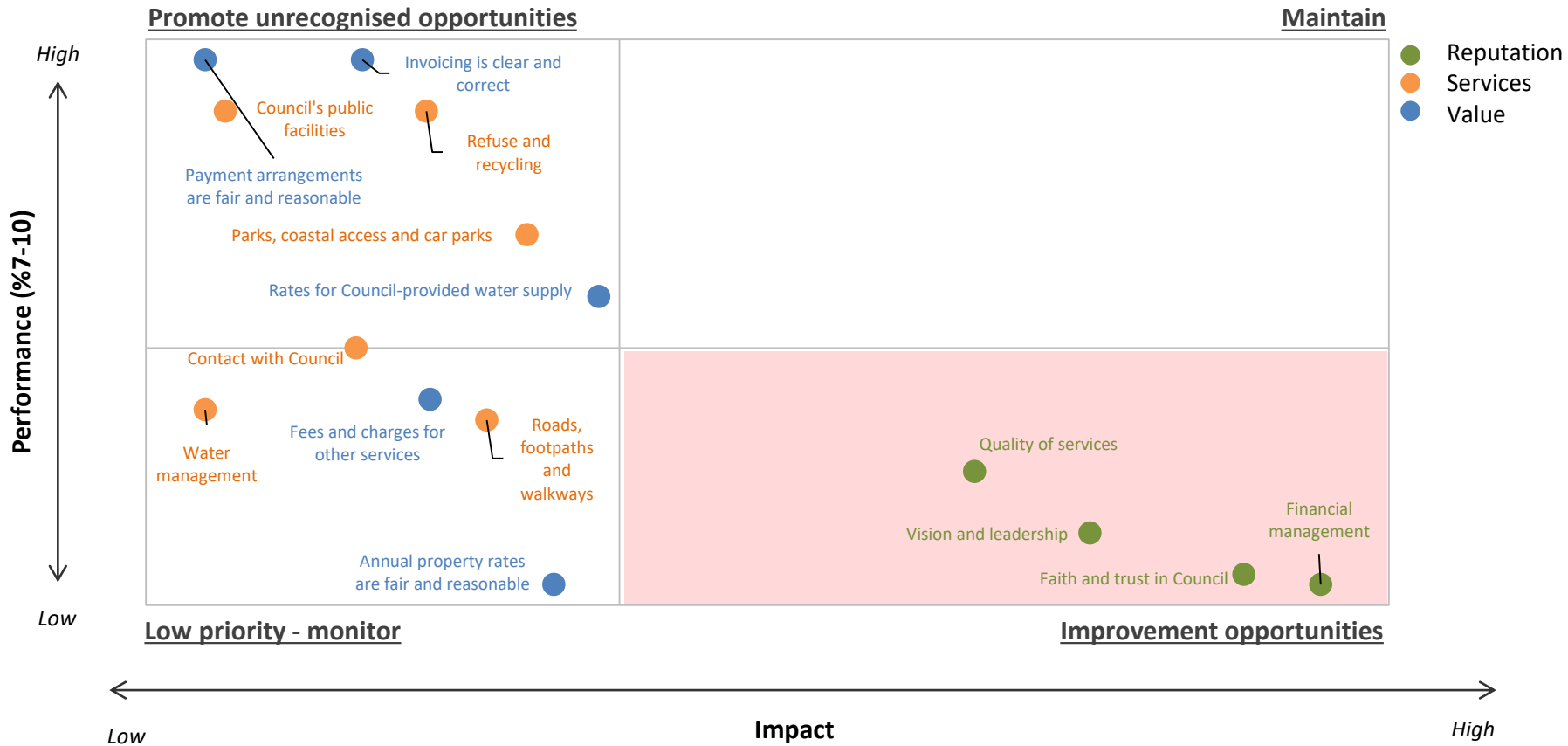
Significantly lower than the other ward (s)

NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. VM1. Using a scale of 1-10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements?
3. VM2. Thinking about everything Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you that your rates provide value for money?
4. nci = no current impact

The key opportunities for Far North District Council are to improve perceptions of *Financial management, Faith and trust in Council, Vision and leadership* and *Overall service quality*. Performance around *Annual property rates being fair and reasonable*, and *Roads, footpaths and walkways* should be monitored

Overall performance: Improvement priorities



NOTES:
1. Sample: n=501



Understanding Reputation



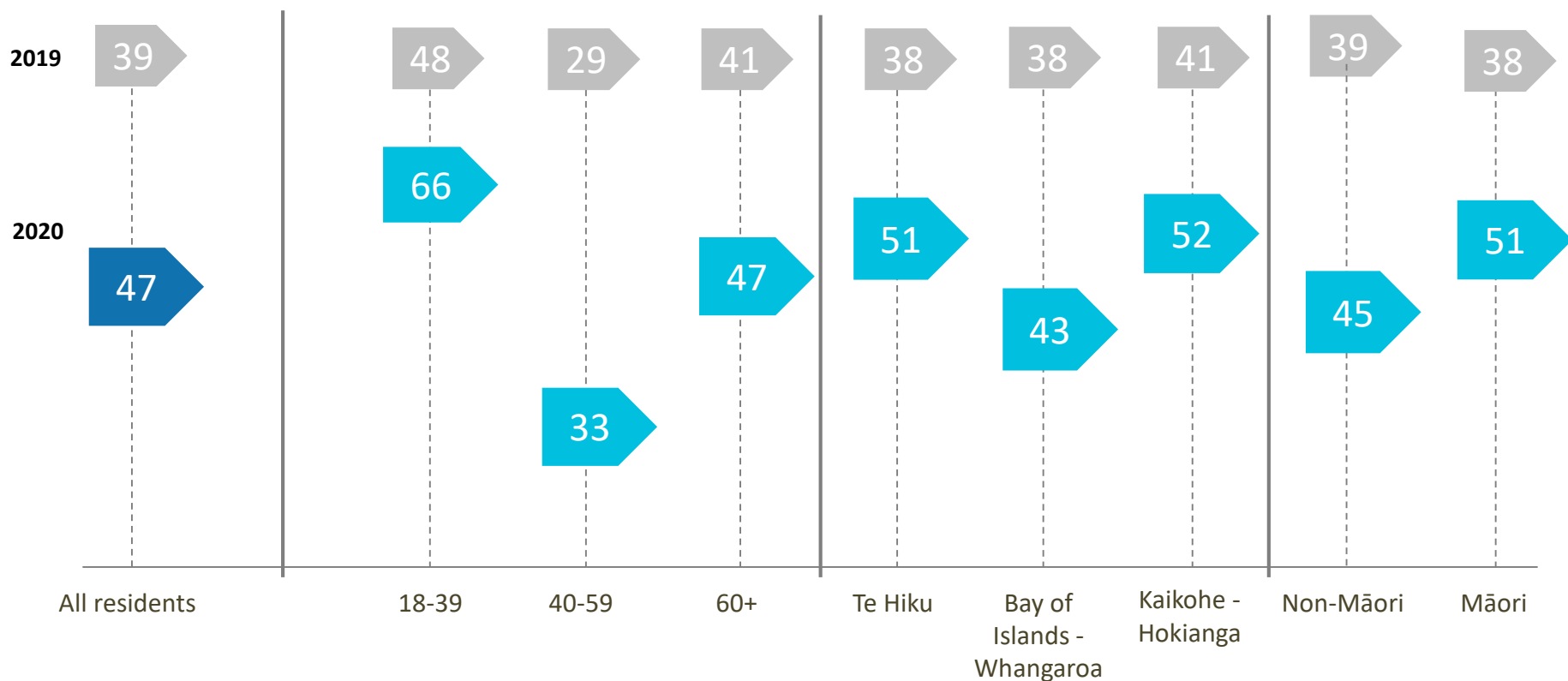
Far North
District Council



KEYRESEARCH

Far North District Council’s overall reputation benchmark score improved from +39 in 2019 to +47 in 2020, The *younger age group (18-39)* view the Council more positively than other residents

Reputation benchmarks

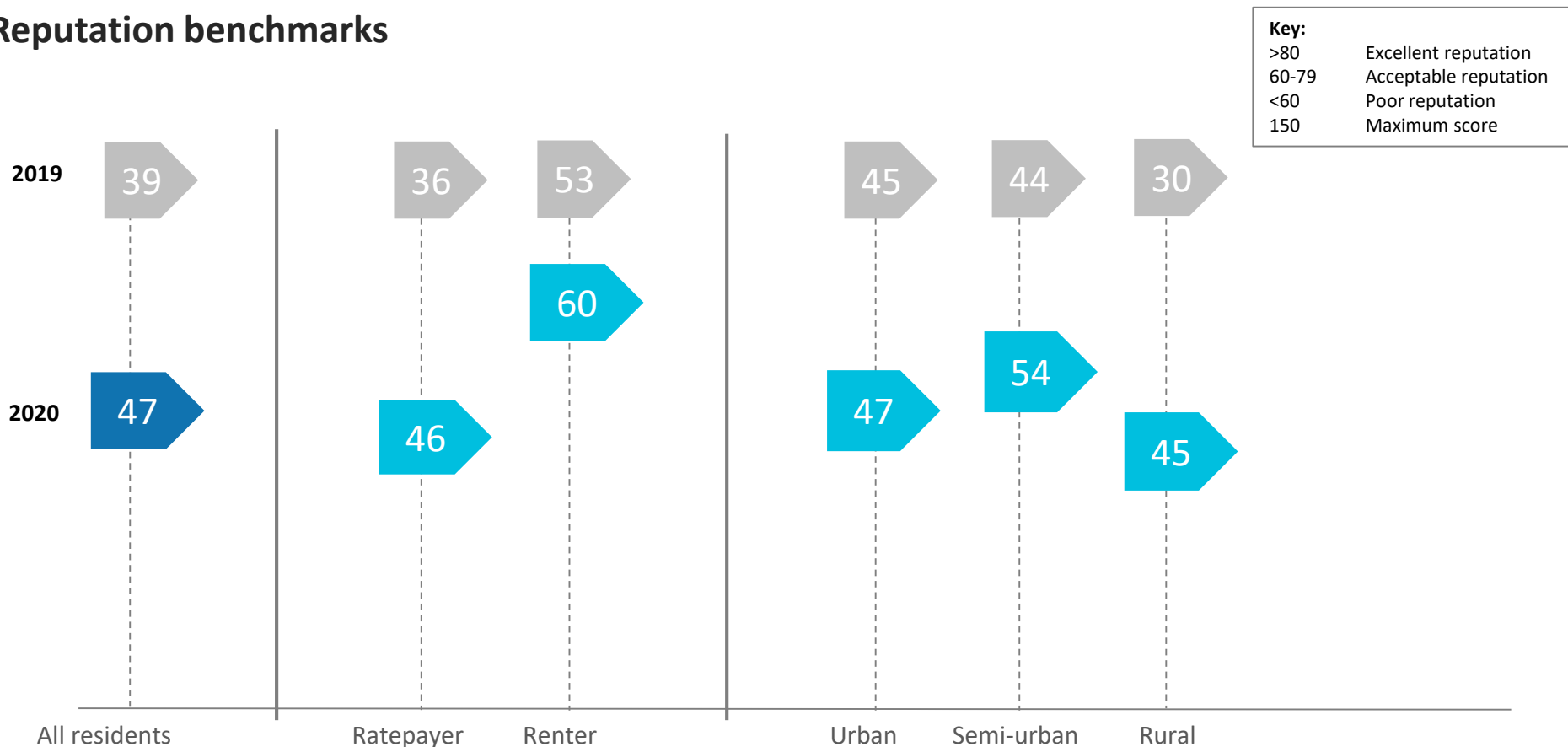


NOTES:

1. Sample 2019 n=500; 2020 n=501; 18-39 n=63, 40-59 n=212, 60+ n=226; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114, Non-Maori n=304, Maori n=197; Excludes 'don't know'
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Reputation scores increased across all demographic groups with Renters and residents in Semi-urban areas having more positive perceptions of the Council than others

Reputation benchmarks

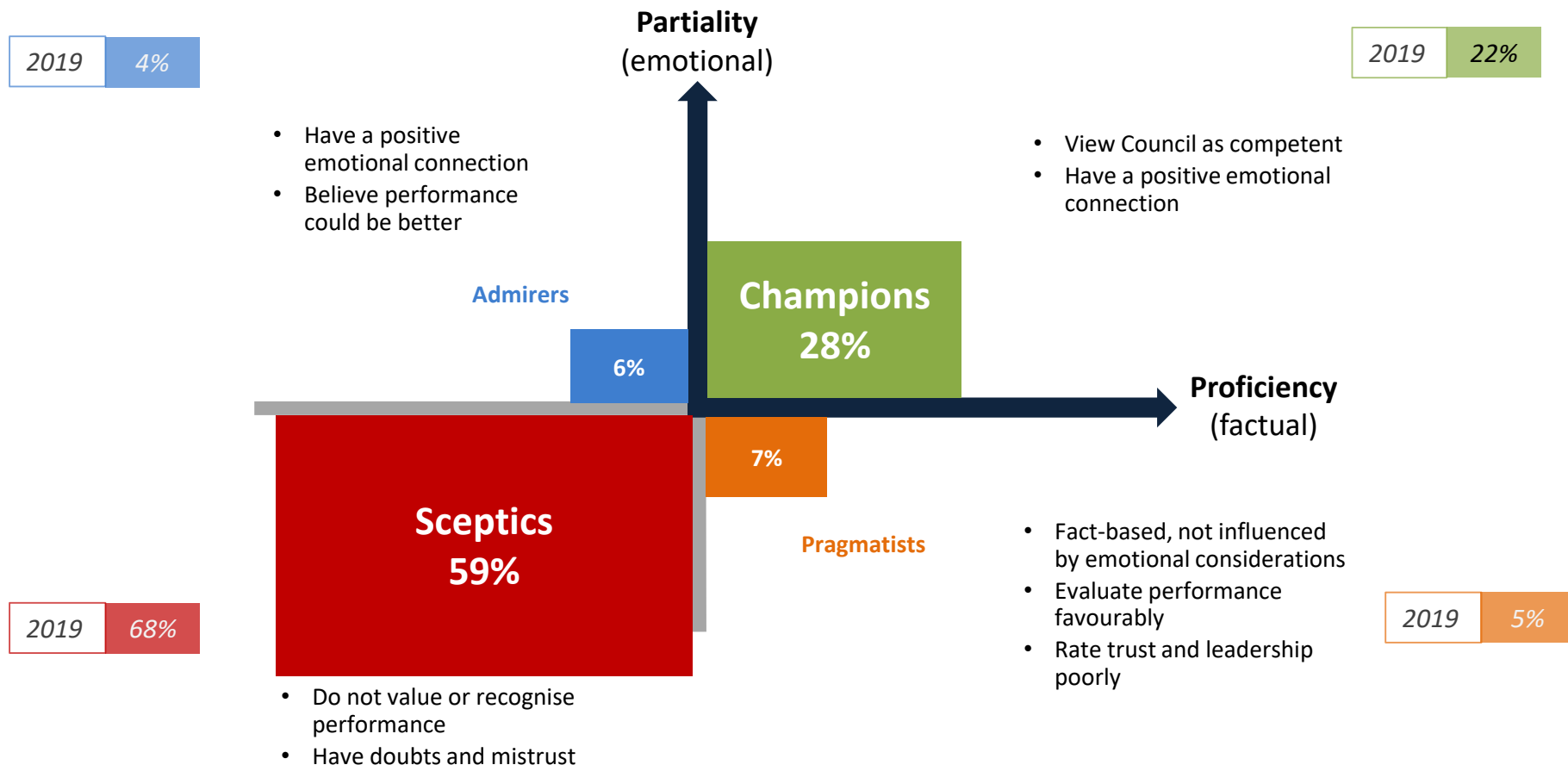


NOTES:

1. Sample: 2019 n=500; 2020 n=501; Ratepayer n=449, Renter n=44; Urban n= 167, Semi-urban n=104, Rural n=230
2. REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Almost three in ten residents (28%) believe that the Council is doing a good job whereas nearly six in ten (59%) have doubts or do not value or recognise Council's performance

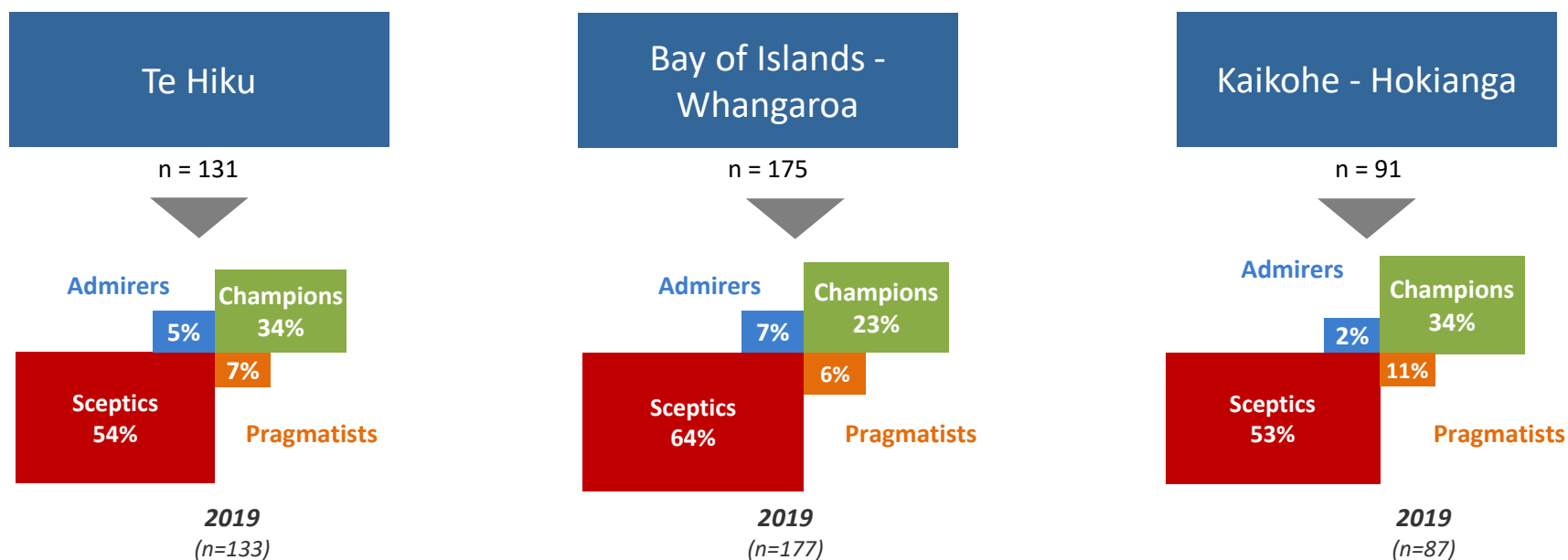
Reputation profile



NOTES:
 1. Sample: n=501; Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

The *Bay of Islands-Whangaroa Ward* has the highest proportion of residents who are classified as *Sceptics*

Reputation profile: Wards

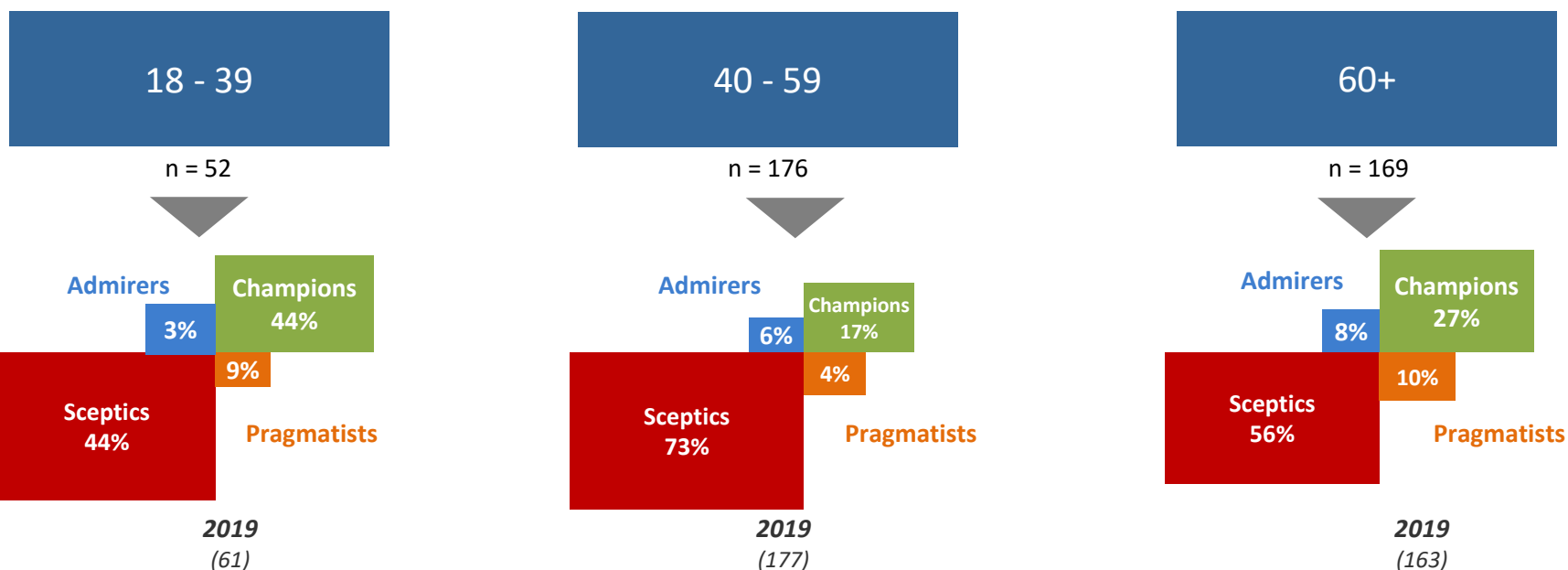


	2019 (n=133)	2019 (n=177)	2019 (n=87)
Admirers	6%	6%	6%
Champions	19%	22%	26%
Pragmatists	6%	6%	5%
Sceptics	70%	69%	64%

NOTES:
 1. Sample:2020 n=501; Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Residents from the *younger age group (18-39)* are less likely to be *Sceptics* than others

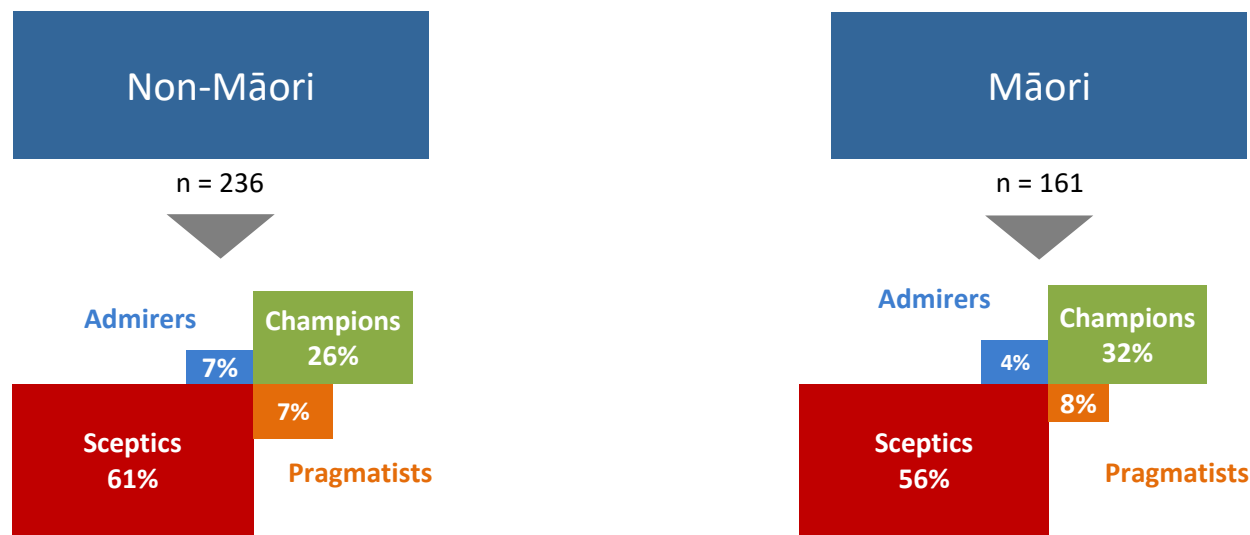
Reputation profile: Age



NOTES:
 1. Sample: 2020 n=501; Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Both *Māori* and *Non-Māori* are likely to be *Sceptics* with *Māori* having a slightly higher proportion of *Champions* compared to other ethnicities

Reputation profile: Ethnicity

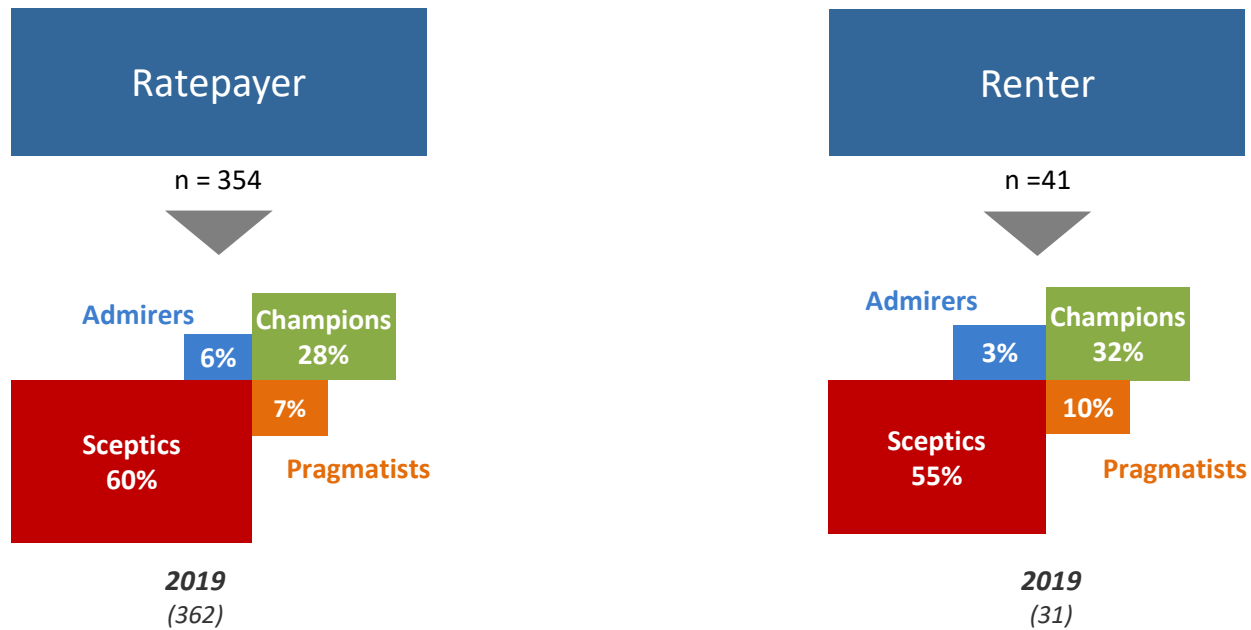


	2019 (276)	2019 (125)
Admirers	3%	7%
Champions	23%	20%
Pragmatists	5%	6%
Sceptics	68%	68%

NOTES:
 1. Sample: 2020 n=501; Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Three out of five *Ratepayers* (60%) tend to be *Sceptics* while almost three out of ten (28%) are leaning towards being *Champions*

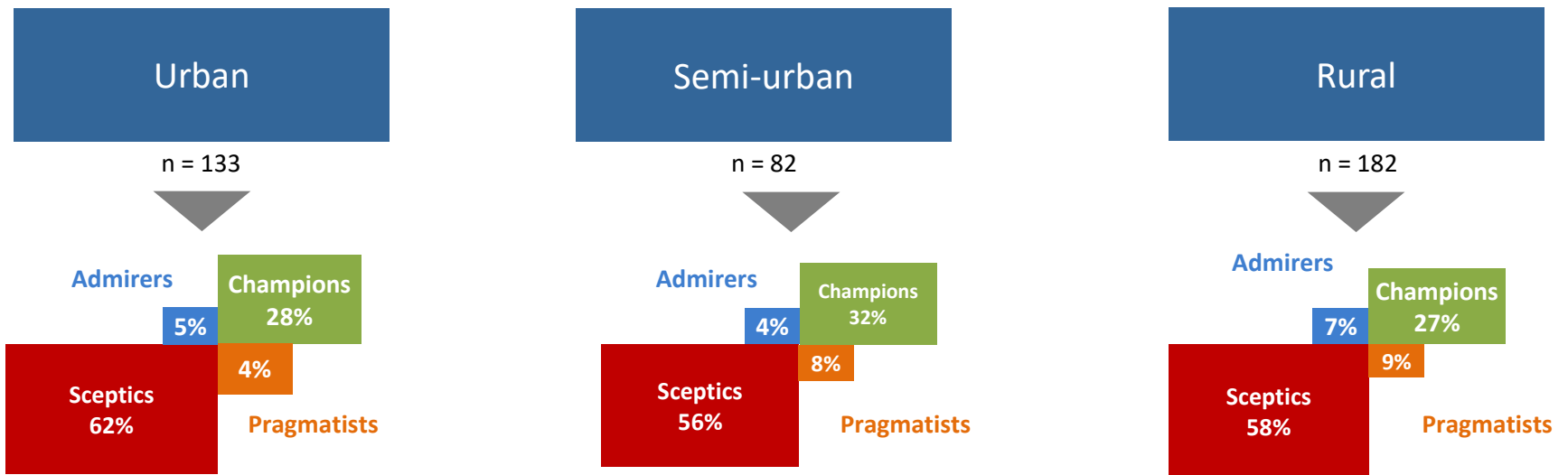
Reputation profile: Ratepayer vs Renter



NOTES:
 1. Sample: 2020 n=501; Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation

Residents in *Semi-urban* areas are more likely to be *Champions* than other residents

Reputation profile: Urban vs Rural



	2019 (148)	2019 (92)	2019 (161)
Admirers	5%	4%	4%
Champions	23%	24%	20%
Pragmatists	9%	4%	4%
Sceptics	63%	68%	72%

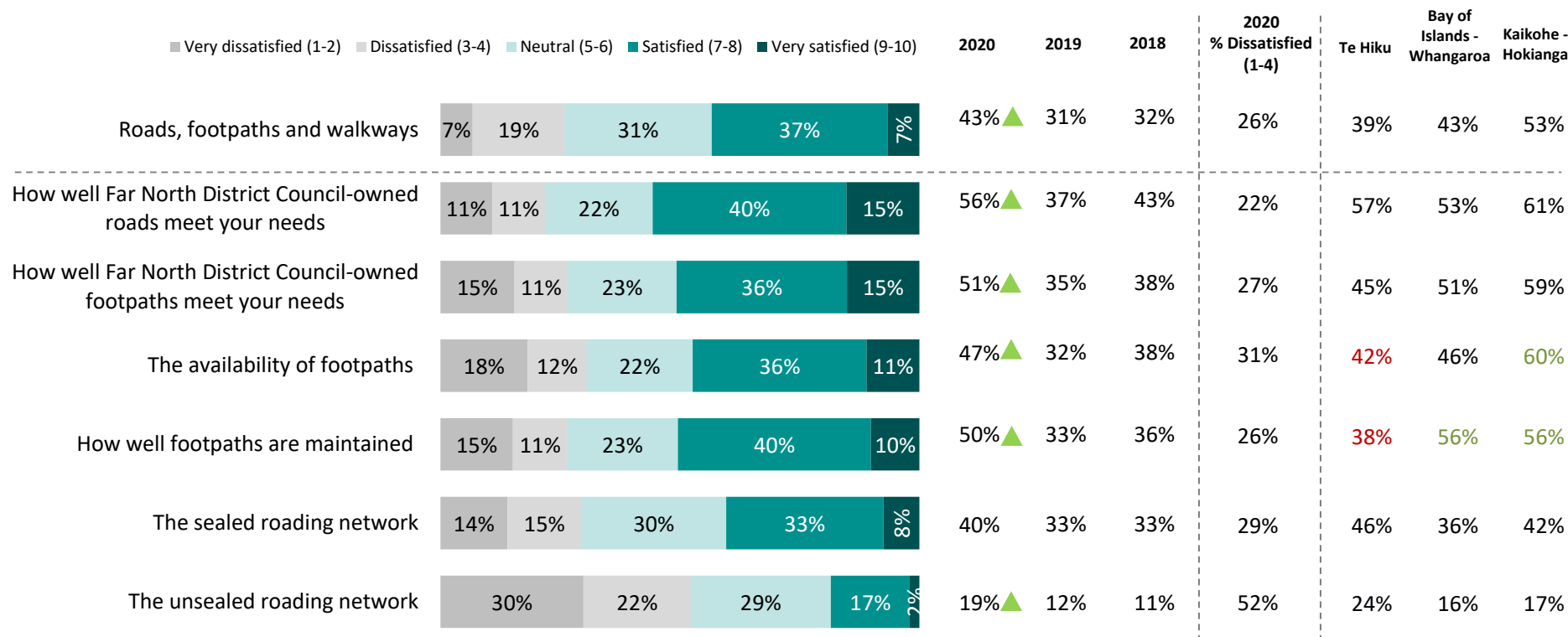
NOTES:
 1. Sample: 2020 n=501; Excludes 'don't know' responses to any of the reputation questions
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, REP4 services quality, REP5 overall reputation



Services and Facilities: Roads, footpaths and walkways

Perceptions of Council’s performance on various aspects of *Roads, footpaths and walkways* have significantly improved over the past year. Residents in the *Kaikohe-Hokianga Ward* are more likely to be satisfied with the *Availability and Maintenance of footpaths* in the District than residents in the *Te Hiku Ward*

Services and facilities: Roads, footpaths and walkways



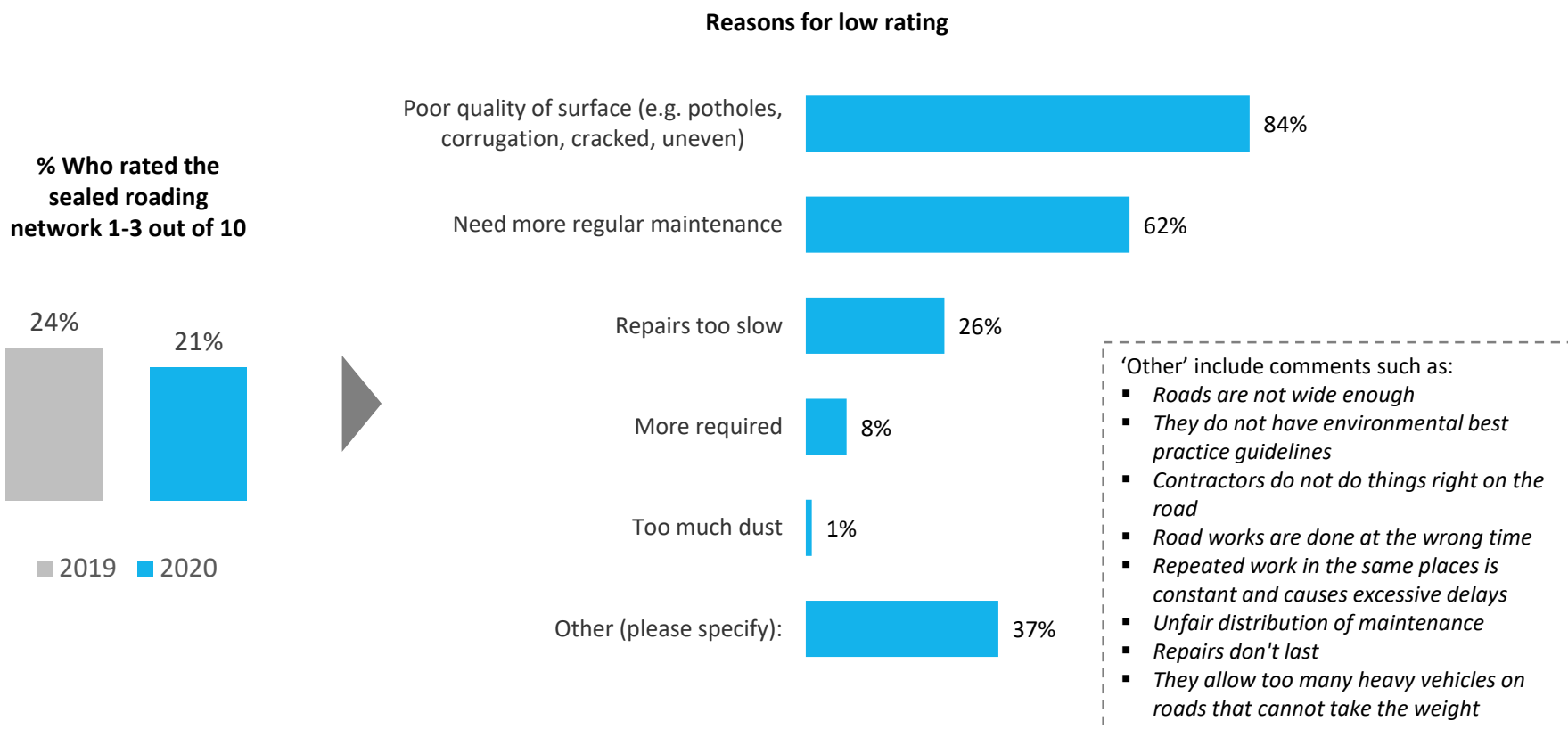
▲ Significantly higher than last year
 ▼ Significantly lower than last year
 ▲ Significantly higher than the other ward (s)
 ▼ Significantly lower than the other ward (s)

NOTES:

- Sample: 2018 n=500, 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
- RF1. Using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your level of satisfaction with each of the following...
- RF2. Overall, how satisfied are you with the roads, footpaths and walkways around the district?

More than eight in ten residents (84%) who gave a rating of 1 to 3 out of 10 indicated that they are not satisfied with the *Sealed roading network* primarily due to *Poor quality of surface*

Reasons for dissatisfaction: The sealed roading network

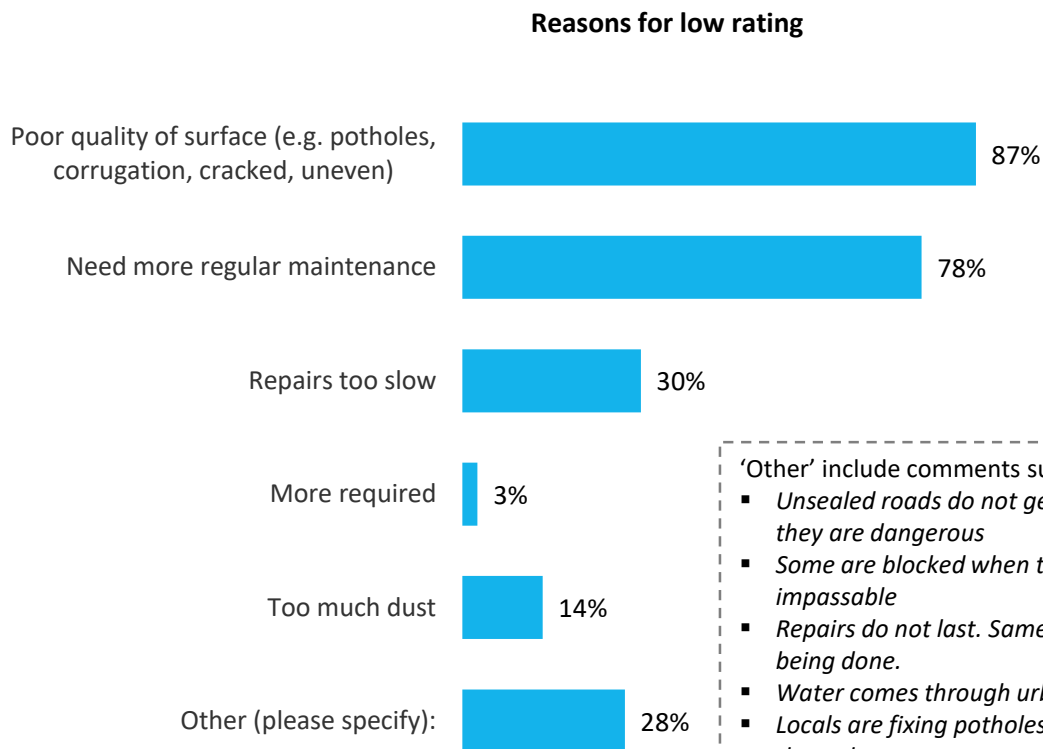
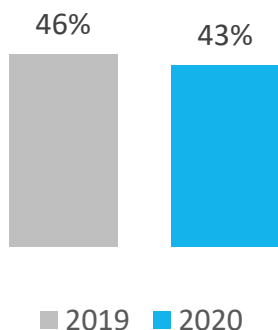


NOTES:
 1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=106
 2. RF1A. Why weren't you satisfied with...?

Almost nine in ten residents (87%) who rated the *Unsealed roading network* 1 to 3 out of 10 have also said that *Poor quality of surface* is the main reason for their dissatisfaction

Reasons for dissatisfaction: The unsealed roading network

% Who rated the unsealed roading network 1-3 out of 10



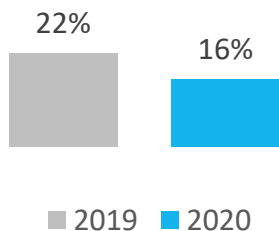
- 'Other' include comments such as:
- *Unsealed roads do not get graded enough, they are dangerous*
 - *Some are blocked when tide is in and impassable*
 - *Repairs do not last. Same section is always being done.*
 - *Water comes through urban towns*
 - *Locals are fixing potholes so buses can get through*
 - *There is lack of kerbs and drainage*
 - *There is too much heavy traffic on the roads*

NOTES:
 1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=195
 2. RF1A. Why weren't you satisfied with <Xxx>?

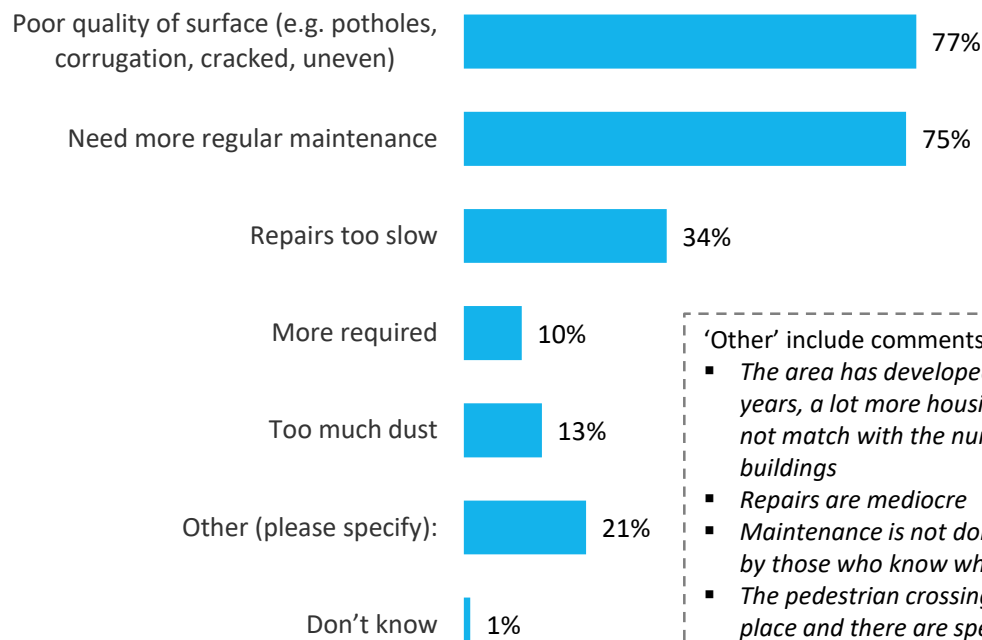
At least three quarters of residents who gave low satisfaction ratings have indicated that *District Council-owned roads have Poor quality of surface (77%)* and the roads *Need more regular maintenance (75%)*

Reasons for dissatisfaction: How well Far North District Council-owned roads meet your needs

% Who rated the Council owned roads meeting their needs 1-3 out of 10



Reasons for low rating



'Other' include comments such as:

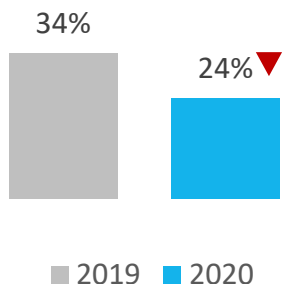
- *The area has developed in the last 6 years, a lot more housing. The roads do not match with the number of houses or buildings*
- *Repairs are mediocre*
- *Maintenance is not done well enough or by those who know what they are doing*
- *The pedestrian crossing is in the wrong place and there are speeding vehicles*
- *It is dangerous travelling on the roads*
- *There are huge trucks using roads that are far too narrow, it makes me feel very unsafe.*

NOTES:
 1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=92
 2. RF1A. Why weren't you satisfied with <Xxx>?

More than six out of ten residents (62%) who rated the *Availability of footpaths* 1 to 3 out of 10 think that *More footpaths are required* in the District

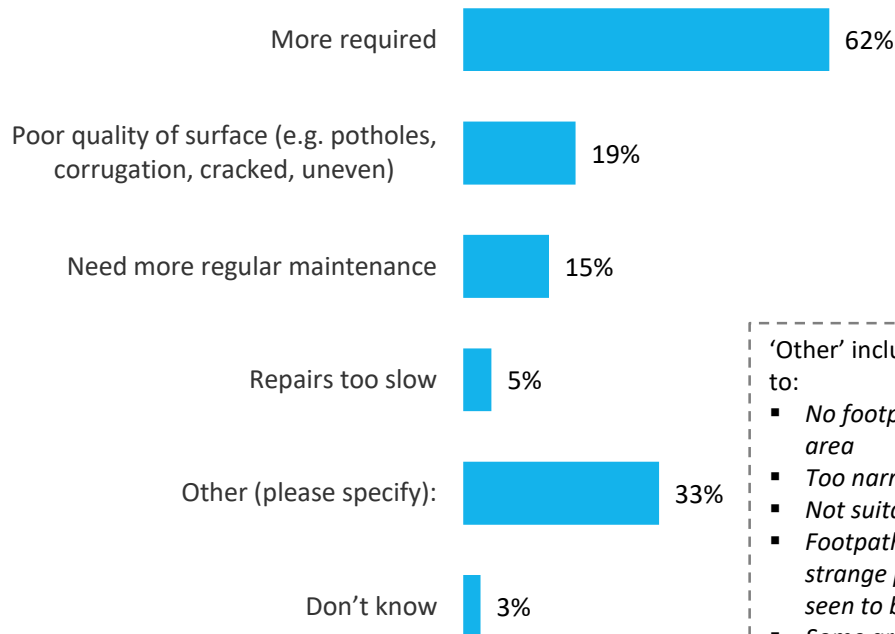
Reasons for dissatisfaction: The availability of footpaths

% Who rated the availability of footpaths 1-3 out of 10



▲ Significantly higher than last year
▼ Significantly lower than last year

Reasons for low rating



'Other' include comments related to:

- No footpaths available in the area
- Too narrow
- Not suitable for elderly people
- Footpaths seem to be in strange places that aren't seen to be used
- Some are old and need to be replaced

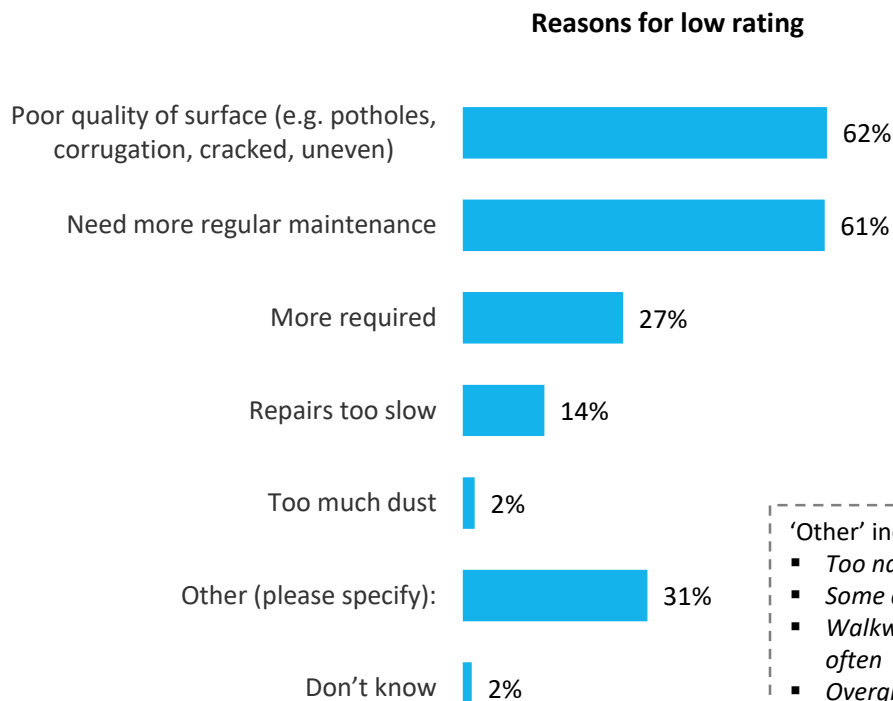
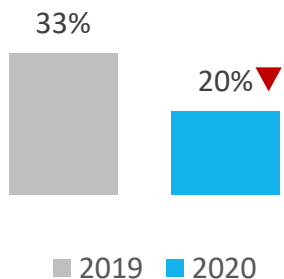
NOTES:

1. Sample: 2019 n=500, 2020 =501; Very dissatisfied (1-3) n=130
2. RF1A. Why weren't you satisfied with <Xxx>?

Regarding *Footpaths maintenance*, more than six in ten of those who gave low rating scores cited *Poor quality of surface* (62%) and the *Need for more regular maintenance* (61%) as the main reasons for dissatisfaction

Reasons for dissatisfaction: How well footpaths are maintained

% Who rated footpath maintenance 1-3 out of 10



'Other' include comments related to:

- Too narrow
- Some are uneven
- Walkways need spraying more often
- Overgrown weeds over footpath
- Some are unsafe
- Need upgrading

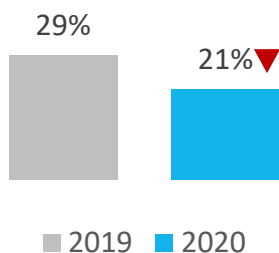
▲ Significantly higher than last year
 ▼ Significantly lower than last year

NOTES:
 1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=108
 2. RF1A. Why weren't you satisfied with <Xxx>?

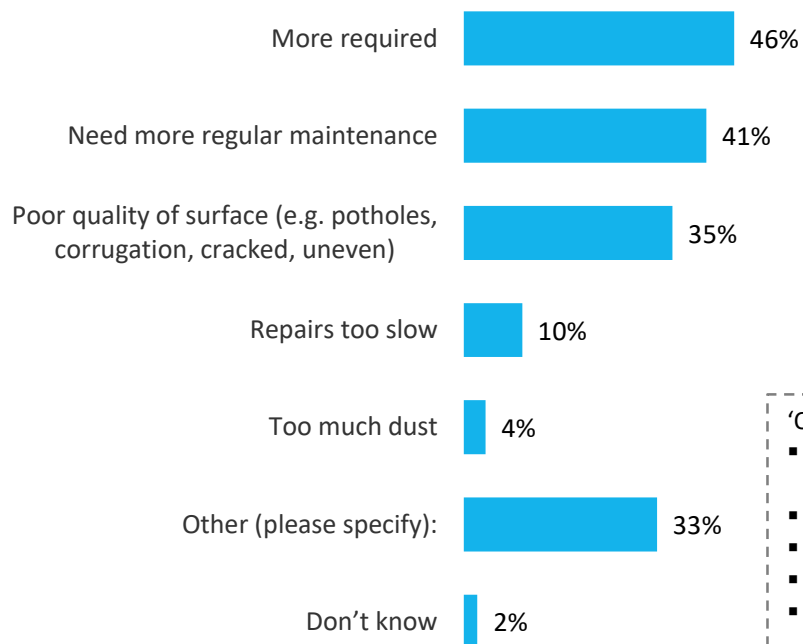
Slightly more than two in ten residents (21%) think that *Council-owned footpaths do not meet their needs* with almost half of them (46%) believing that there is a need for *More footpaths*

Reasons for dissatisfaction: How well Far North District Council-owned footpaths meet your needs

% Who rated Council footpaths meeting their needs 1-3 out of 10



Reasons for low rating



'Other' include comments such as:

- Too narrow for elderly people, not wide enough
- Not good for mobility scooters
- Unsafe/dangerous
- None available
- Sometimes blocked by vehicles and unusable

▲ Significantly higher than last year
▼ Significantly lower than last year

NOTES:
1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=116
2. RF1A. Why weren't you satisfied with <Xxx>?



Services and Facilities: Water management



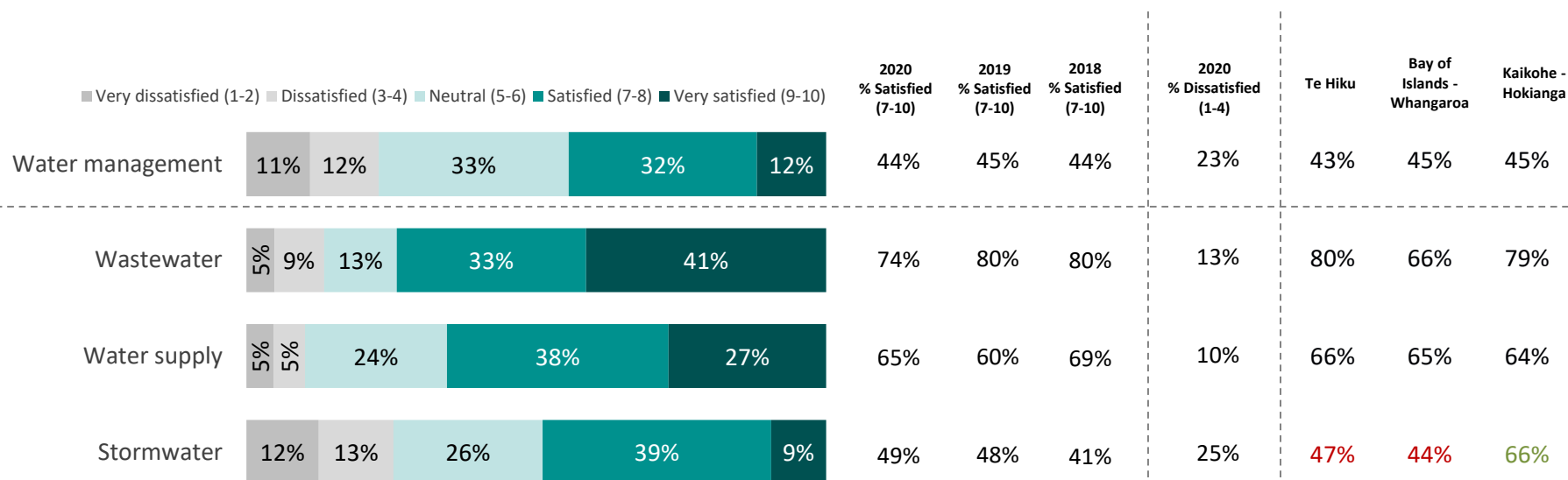
Far North
District Council



KEYRESEARCH

More than four in ten residents (44%) are satisfied with *Overall water management*. There are more residents who are satisfied with the *Wastewater system* (74%) than with *Water supply* (65%) and *Stormwater* (49%)

Services and facilities: Water management



Significantly higher than the other ward (s)
Significantly lower than the other ward (s)

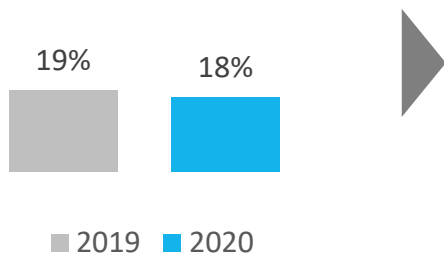
NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost. Those connected to the Council water supply 2018 n=417, 2019 n=372;
3. TW4. On the scale of 1- 10, how satisfied or dissatisfied are you with the Far North District Council sewerage system? Please note, this is about the service not the cost.
4. TW5. How satisfied are you with the Far North District Council-owned urban (town) stormwater management system?
5. TW6. And overall, when you think about the supply of water, the management and disposal of stormwater and disposal of wastewater, how would you rate your satisfaction with Council overall for its management of water in the district

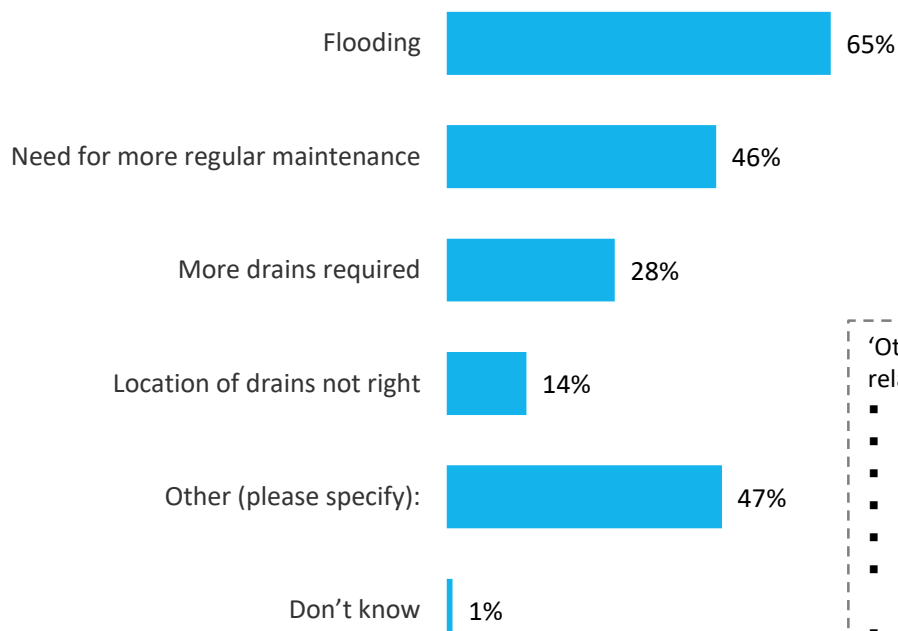
Flooding is the main reason for dissatisfaction with Council-owned stormwater management system

Reasons for dissatisfaction: Council-owned urban (town) stormwater management system

% Who rated the urban stormwater system 1-3 out of 10



Reasons for low rating



'Other' include comments related to:

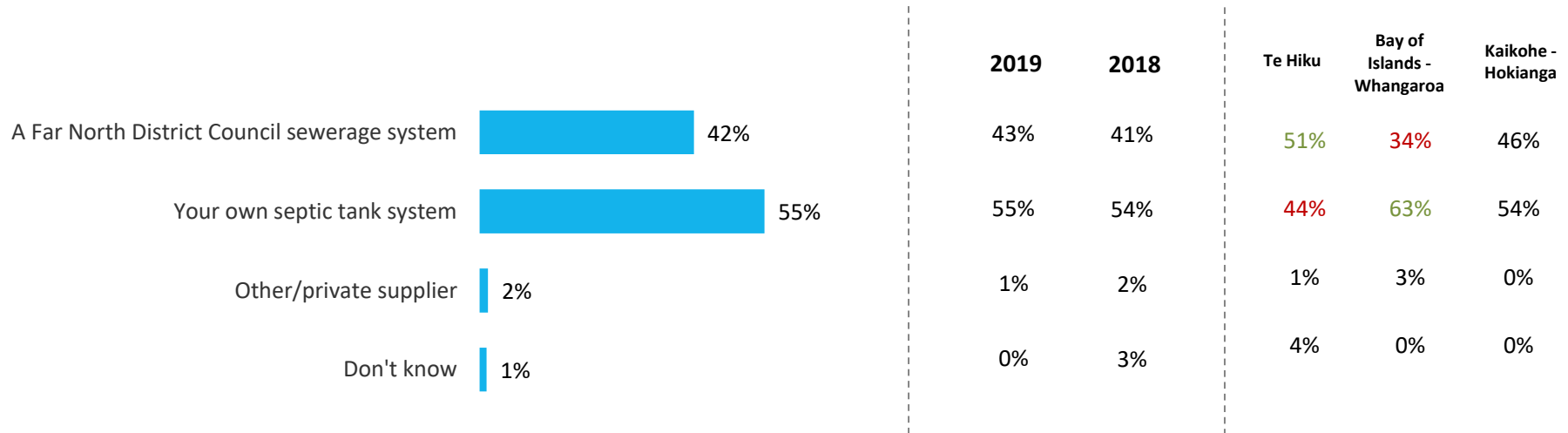
- Use of spray inside drains
- System does not cope
- Expensive to connect to
- Drought adding strain
- No monitoring
- More vegetation needs clearing
- Sewerage mixing with stormwater

NOTES:

1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=75
2. TW5A. Why weren't you satisfied with <Xxx>?

More than four out of ten residents (42%) are connected to the District's *Sewerage* system. There are significantly more residents in the *Te Hiku Ward* than in the *Bay of Islands-Whangaroa Ward* who are connected to the Council's *Sewerage* system

Wastewater property connected to



Significantly higher than the other ward (s)

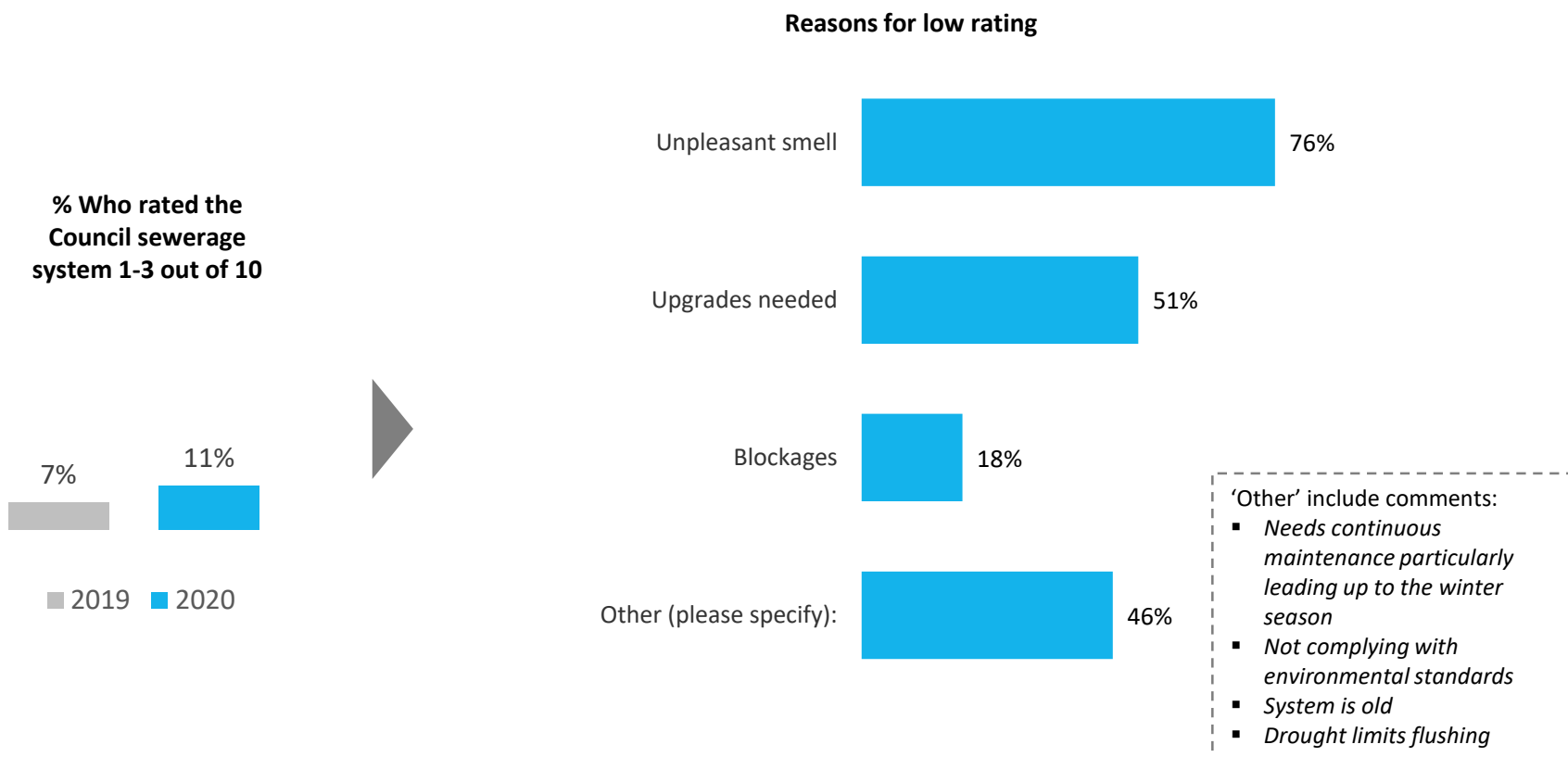
Significantly lower than the other ward (s)

NOTES:

1. Sample: 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114
2. TW3. Which of the following best describes the wastewater system that your property is connected to?

Slightly more than a tenth (11%) of those connected to the *wastewater system* rated the *Council's sewerage system* 1 to 3 out of 10. Of those, more than three quarters (76%) have mentioned *Unpleasant smell* as the reason for low ratings

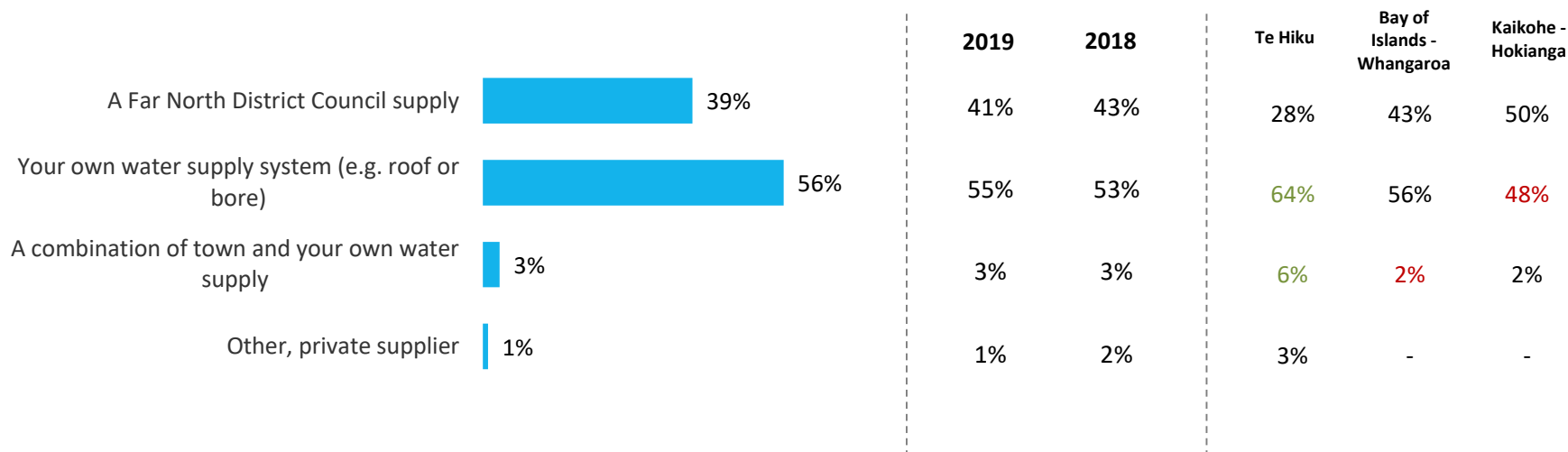
Reasons for dissatisfaction: Council sewerage system



NOTES:
 1. Sample: Those connected to the Council sewerage system, 2019 n=212, 2020 n=201; Very dissatisfied (1-3) n=17*
 2. TW4A. Why weren't you satisfied with <Xxx>?
 3. *Caution small base size <n=30

Just under four out of ten residents (39%) are connected to Council’s *Water supply*. There are significantly more residents in *Te Hiku Ward* who have their own *water supply system* than in the *Kaikohe-Hokianga Ward*

Water supply connection



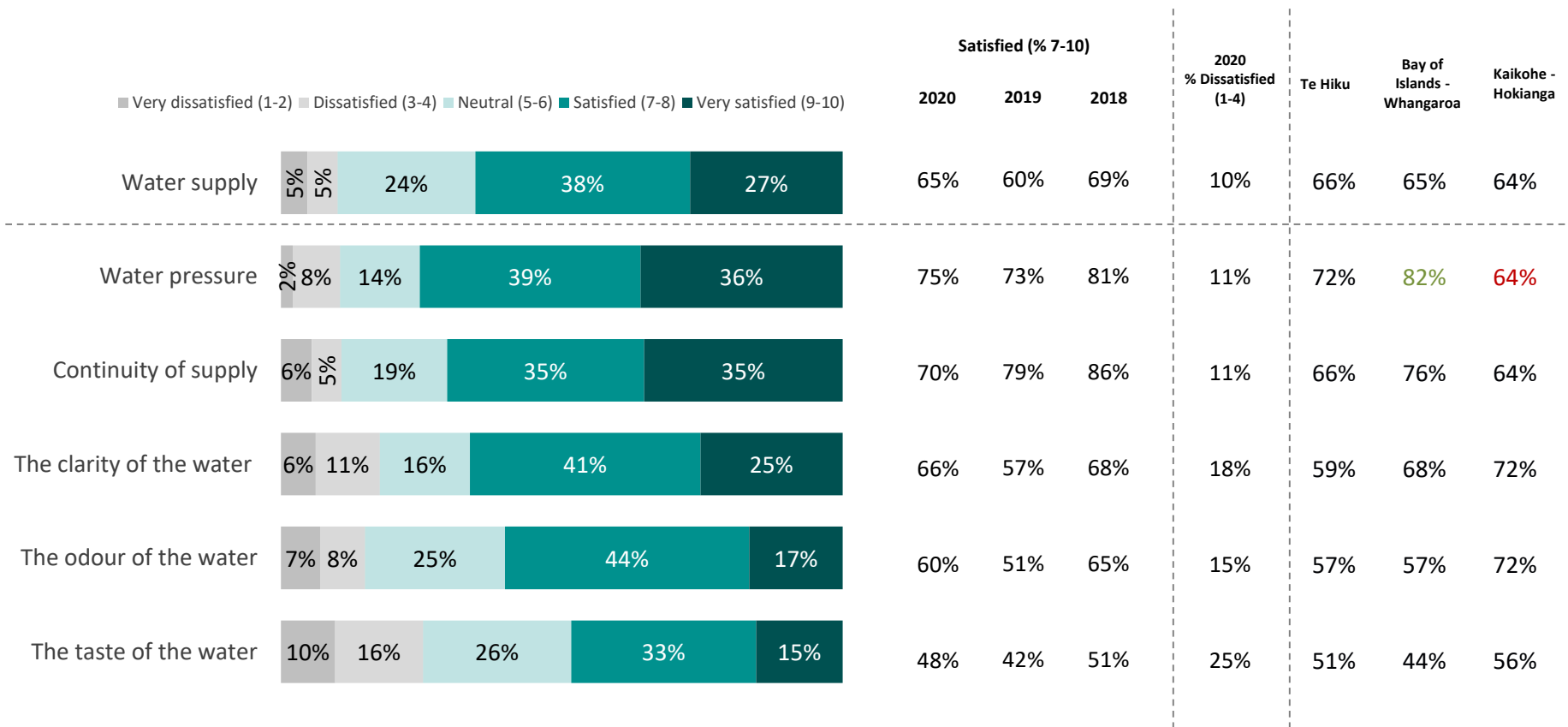
Significantly higher than the other ward (s)
Significantly lower than the other ward (s)

NOTES:

1. Sample: 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. TW1. Which of the following best describes your water supply connection?

Satisfaction with aspects related to *Water supply* with the exception of *Continuity of supply* has increased since the last year. Residents in the *Bay of Islands-Whangaroa Ward* are significantly more likely to be satisfied with *Water pressure* than residents in the *Kaikohe-Hokianga Ward*

Services and facilities: Water supply



Significantly higher than the other ward (s)
Significantly lower than the other ward (s)

NOTES:

1. Sample: Those connected to the Council water supply 2018 n=203, 2019 n=203; 2020 n=182; Te Hiku n=42, Bay of Islands-Whangaroa n=88, Kaikohe-Hokianga n=52; Excludes 'don't know'
2. TW2. On the scale of 1- 10, how would you rate your satisfaction with...
3. TW2B. Overall, how satisfied or dissatisfied are you with the water you receive from the Far North District Council? This is about the service not the cost.

Verbatim comments regarding dissatisfaction with Council's *Water supply* relate to *noticeable chlorine taste in the water, unpleasant taste, low water pressure, water restrictions, and drought, among others*

Reasons for dissatisfaction: Water Supply

Too much chlorine.

They have to remember Kaikohe is growing and needs upgrading accordingly.

Some days it fluctuates due to too many old pipes in our town maybe.

Sometimes it can be really bad, like chlorine.

We have very low water pressure.

We have lived here 8 years and we have been cut off 30 odd times. That suggests there is a maintenance problem.

In drought times, the water is murky and there is distinct iron concentration. Water needs filtering.

It comes from the river and the quality of the water is terrible made by the runoff of the water in our awa.

Just tastes horrible.

It is chlorine, I have to filter before drinking.

It has a musty smell.

Because we have water restriction in the summertime. We have a very good rainfall so put a dam on the Kaitaia side of the Mangamukas and we wouldn't have a water problem.

We use tank water; Council supply is not definable due to chlorine.

It has a very metallic taste.

It often tastes muddy. No one can just drink it. Must boil it. Our neighbours have a filter and the difference is very noticeable.

Water restrictions, Council was aware of shortage. We are tapping now into contaminated water.

Chlorine taste is noticeable, I drink bottled water.

For the last 6 months it has tasted mouldy. So we have been filtering it. Because it is the chlorine in it and my daughter has had a reaction (I think she has).

It was terribly low pressure for years due to a leak which was discovered at the end of 2019.

It's non-drinkable, even for animals.

You only have to look at the colour of it.

We have had restrictions since last year, there has been no forward planning even though water has been highlighted as a need in previous years in the Kaikohe area.

Murky, we have to let it run for awhile. It has affected our clothes when washing them.

Because we have been rationed and we have not been able to wash down our cars, etc. They should build another dam. They need a back up system, so we do not have drought every summer.

It tastes like the bottom of a pond, undrinkable.

We've had the worst drought in years, but it has been an ongoing problem for years.

It feels like it is just dripping and is slow. Would like gushing pressure.

Continual drought in summer and water restrictions.

Because we put a filter in because the water tasted dirty, smelly and disgusting.

If they use chlorine in it, we can taste it.

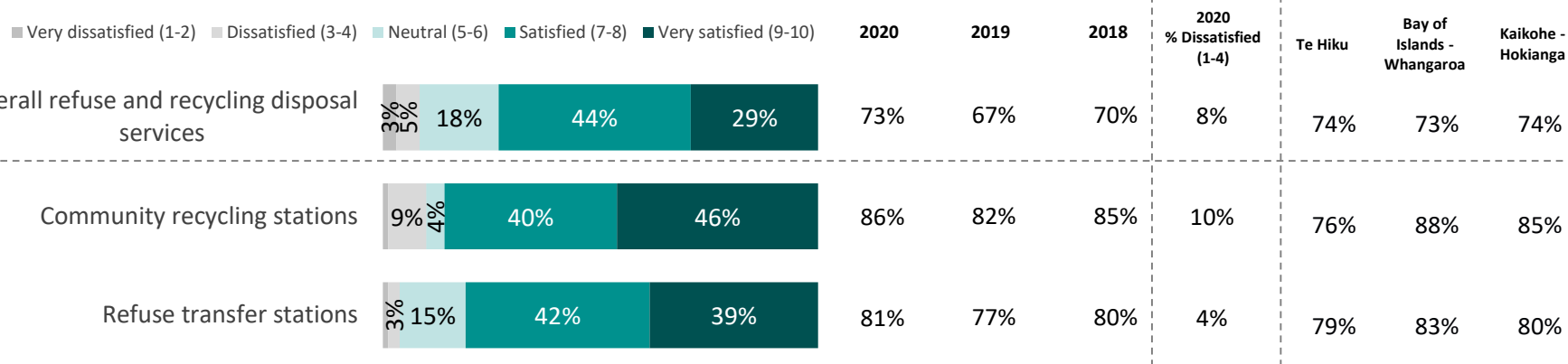
We have had broken pipes over the summer and at times we have had no water for half the day.



Services and Facilities: Waste management

Around three quarters of residents (73%) are satisfied with the *Refuse and recycling disposal services overall*. Council's performance regarding *Community recycling stations* (86%) and *Refuse transfer stations* (81%) has improved

Services and facilities: Refuse and recycling

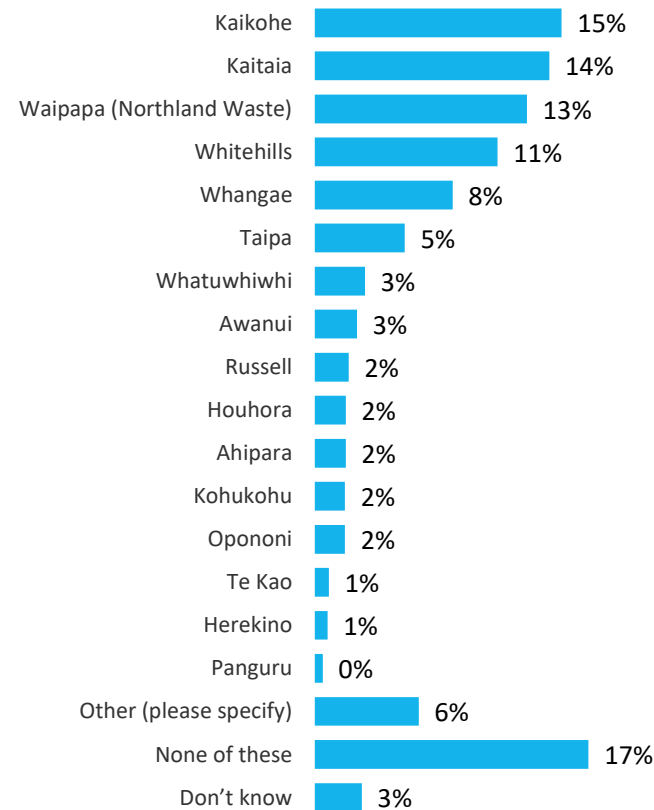


NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. WR2. Still using the 1-10 scale, how satisfied or dissatisfied are you with the rubbish and recycling services at the Council's refuse transfer stations?
3. WR4. Still using the 1-10 scale, how satisfied or dissatisfied are you with the Council's community recycling stations?
4. WR5. How would you rate your satisfaction with the Council overall for its refuse and recycling disposal services?

The most used *Refuse transfer station* facilities in the past year are those in *Kaikohe, Kaitaia, Waipapa, Whitehills* and *Whangae*

Refuse transfer station used in past 12 months

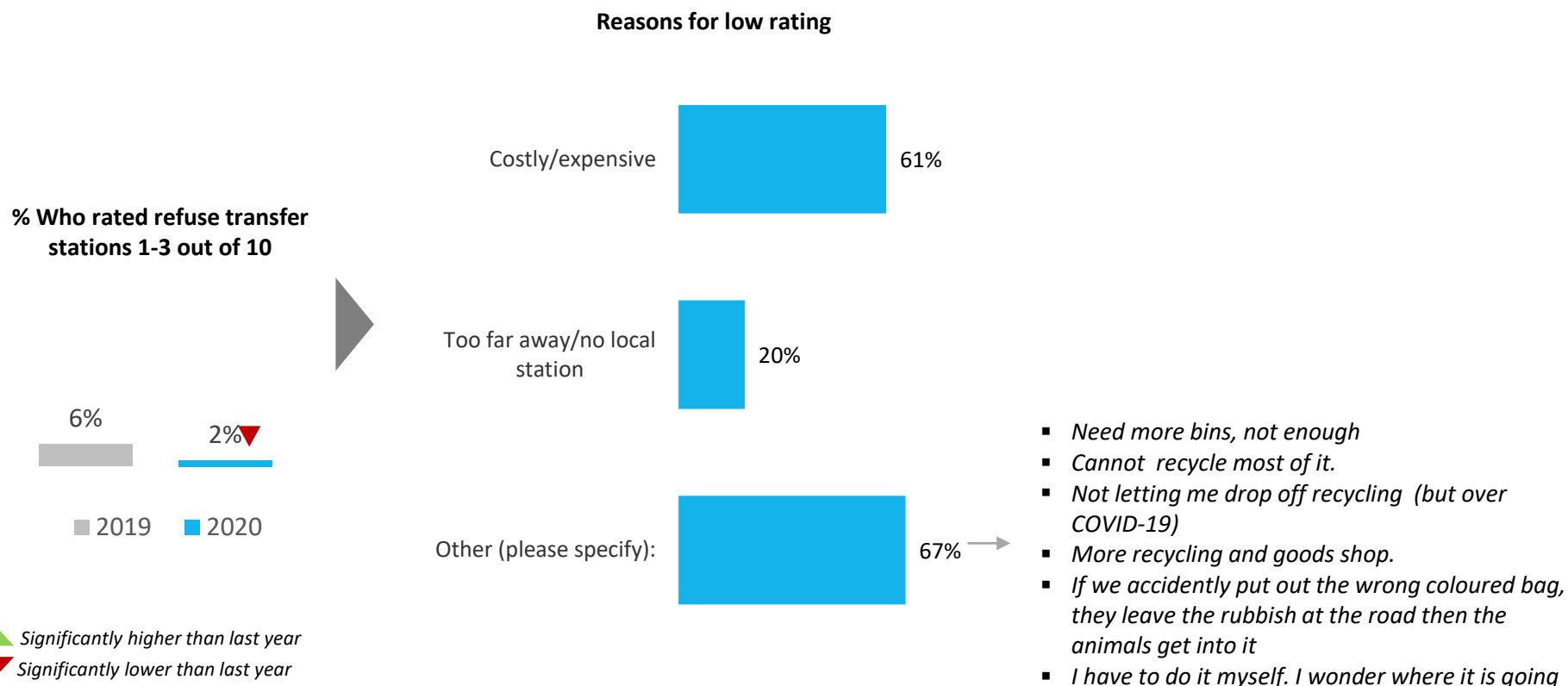


NOTES:

1. Sample: 2020 n=501
2. WR1. Which Far North District Council refuse transfer station have you used in the last 12 months? A refuse transfer station is a place where you can dispose of rubbish, and a wide range of recyclables.

Only a few residents (2%) are dissatisfied with Council's *Refuse transfer stations* with more than six in ten of them (61%) citing *Cost* as the reason for dissatisfaction

Reasons for dissatisfaction: Refuse transfer stations

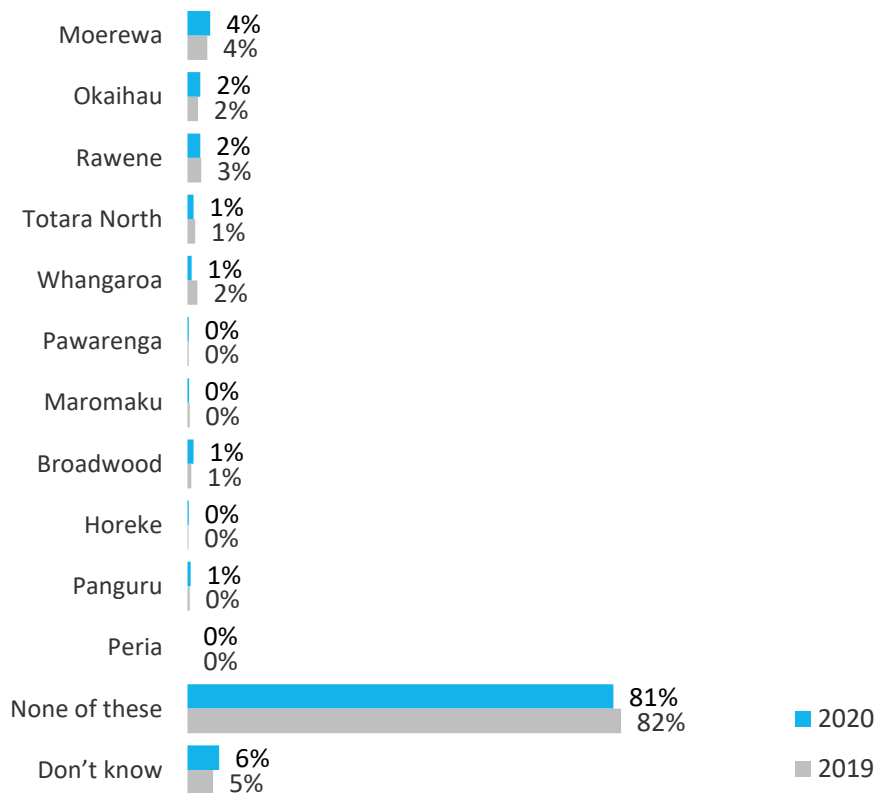


NOTES:

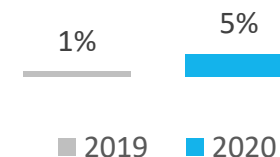
1. Sample: Those who use Council's refuse transfer stations, 2019 n=384, 2020 n=398; Very dissatisfied (1-3) n=10*
2. WR2A. Why weren't you satisfied with <Xxx>?
3. *Caution: small sample base <n=30

Most residents (81%) have not used a *Community recycling station in the past 12 months* and only 5% of users are dissatisfied with the facility

Community recycling station used in past 12 months



% Who rated community recycling stations 1-3 out of 10



- *Untidy, overflowing and not well managed*
- *It needs to be cleared more often*
- *There are not enough bins*

NOTES:

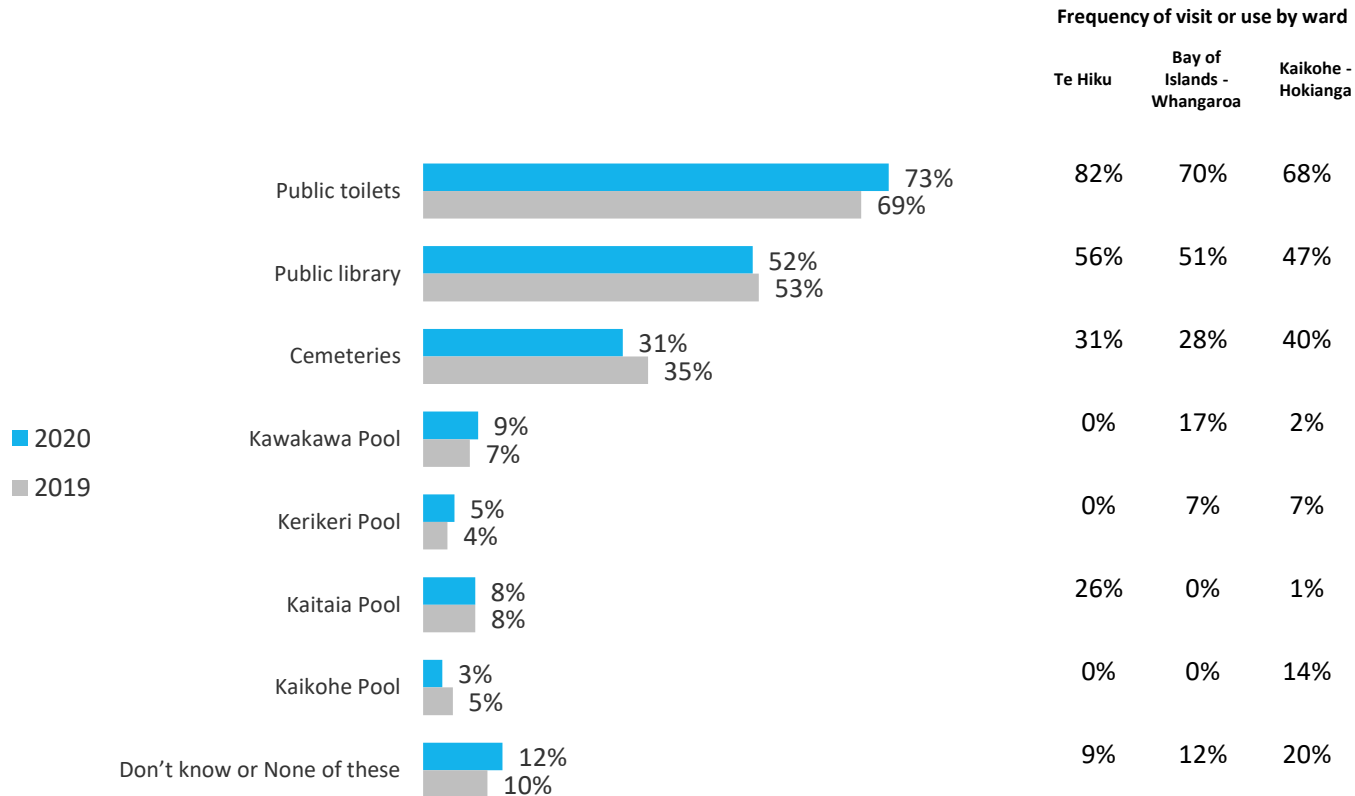
1. Sample: 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. WR3. Which Far North District Council community recycling stations have you used in the last 12 months? These are places where you can take recyclables, but not dispose of rubbish.



Services and Facilities: Council's public facilities

Public toilets and the *Public library* remain as the most visited or used facilities in the last 12 months, with 73% and 52% of residents visiting each, respectively. Slightly more than a third of residents (35%) visited a *Cemetery* in the past year

Facilities visited or used in past 12 months

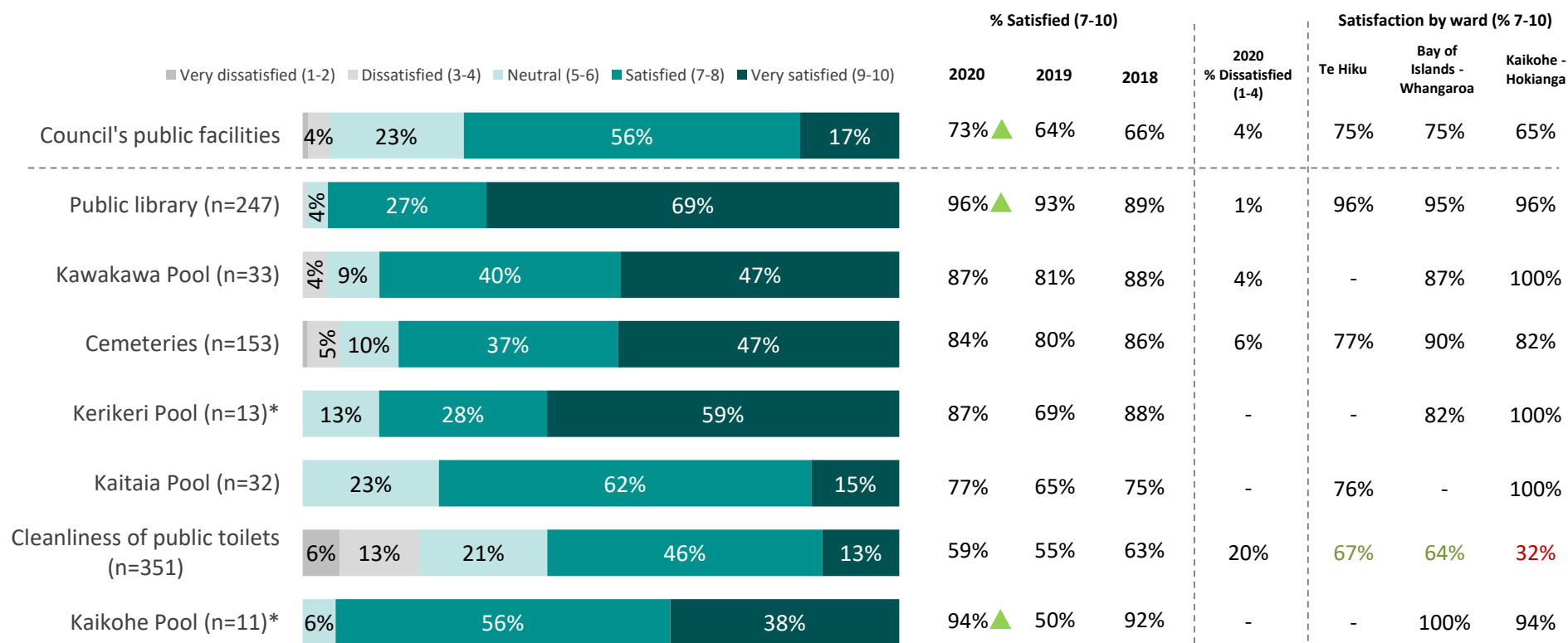


NOTES:

1. Sample: 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. CF1. Which of the following facilities have you visited in the last year?

Almost all visitors to *Public libraries* (96%) are satisfied with such facilities. *Kaikohe-Hokianga Ward* residents are significantly less likely to be satisfied with the *Cleanliness of public toilets* than residents of the other two wards

Services and facilities: Council's public facilities



▲ Significantly higher than last year(s)
▼ Significantly lower than last year(s)

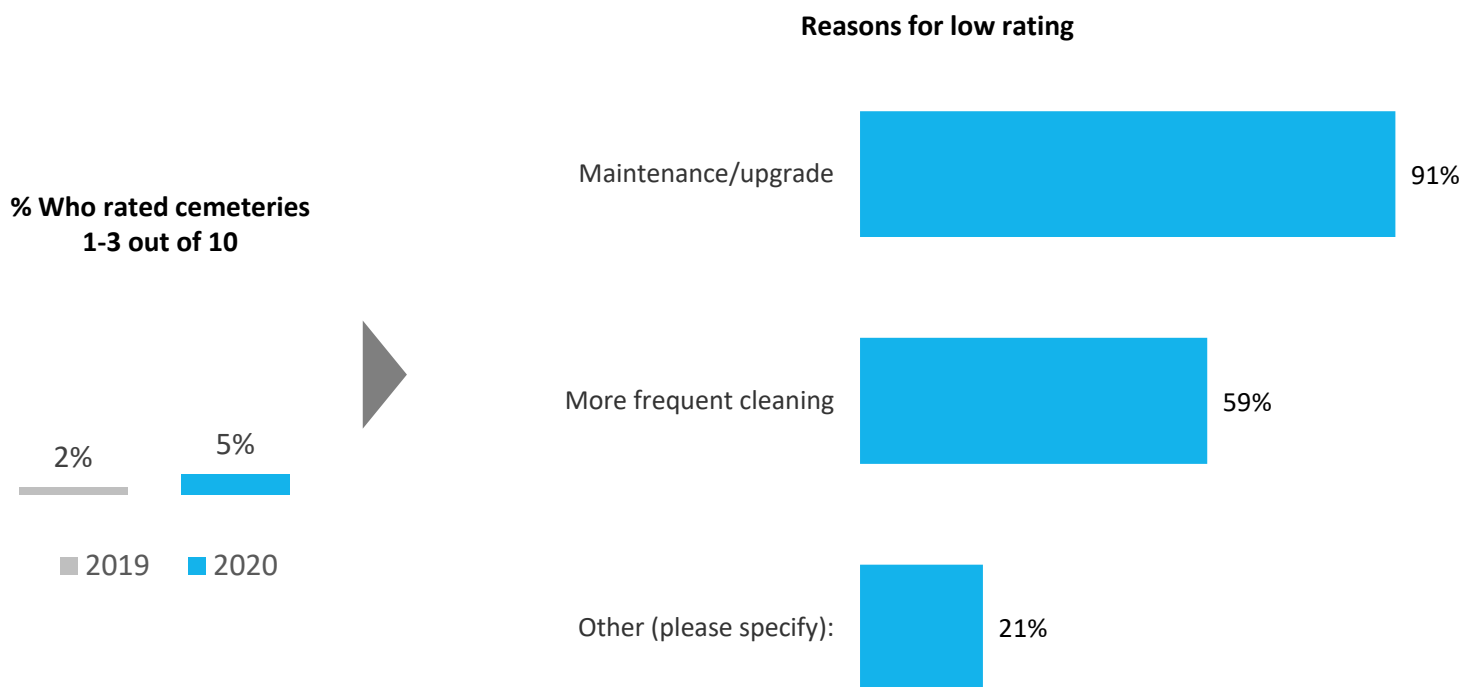
▲ Significantly higher than the other ward (s)
▼ Significantly lower than the other ward (s)

NOTES:

1. Sample: 2018 n=500, 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. CF2. On the scale of 1- 10, how would you rate your level of satisfaction with...
3. CF4. When you consider all the public facilities that are provided by Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?
* Caution: small sample base <n=30
- 4.

In 2020, there are only five residents who rated the District's *Cemeteries* 1 to 3 out of 10. They have indicated that these facilities need *Maintenance/upgrading* and *More frequent cleaning*

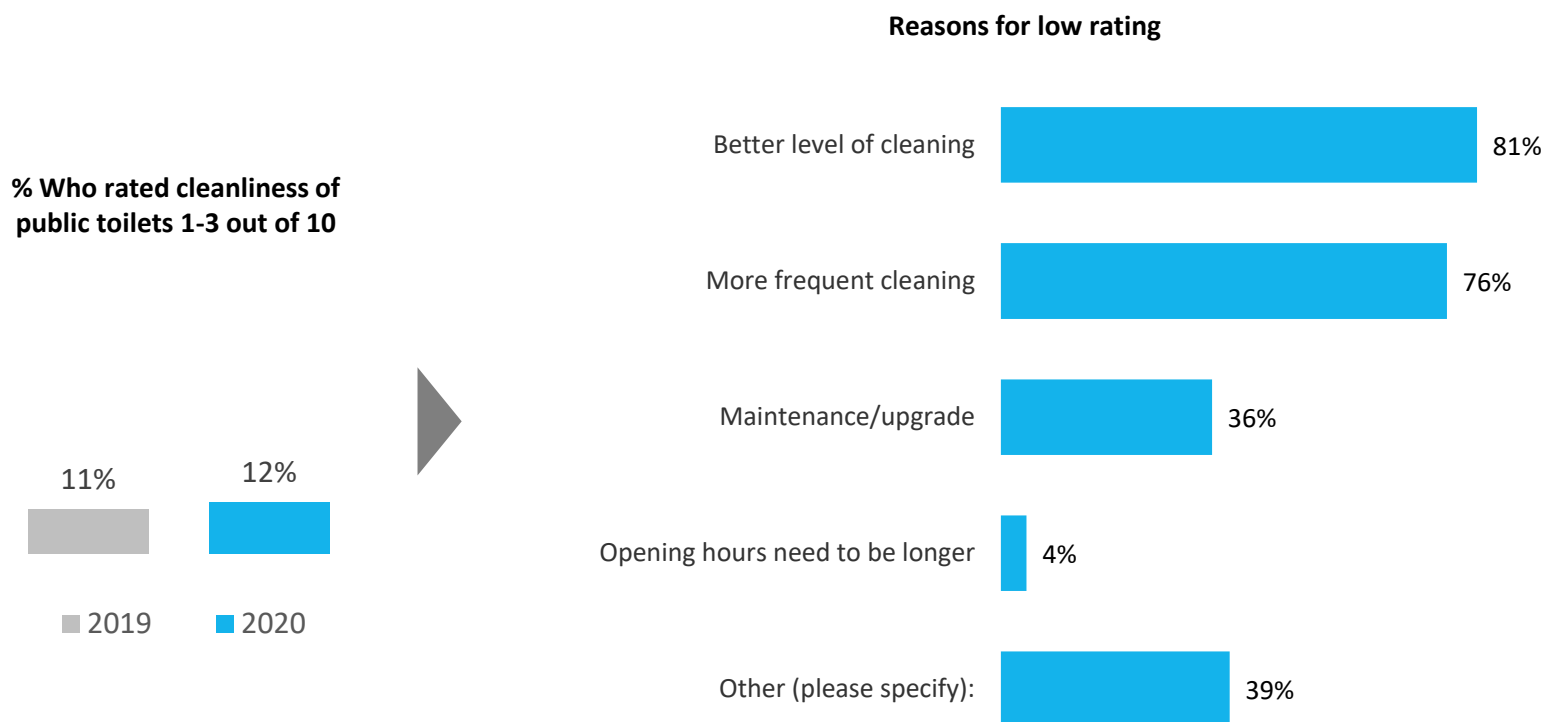
Reasons for dissatisfaction: Cemeteries



NOTES:
 1. Sample: Those who visited cemeteries, 2019 n=180, 2020 n=159; Very dissatisfied (1-3) n=5*
 2. CF2AA. Why weren't you satisfied with <Xxx>?
 3. * Caution: small base size <n=30

Slightly more than one out of ten users (12%) rated the *Cleanliness of public toilets* 1 to 3 out of 10. The main reasons for dissatisfaction relate to the need for *Better level of cleaning* (81%) and *More frequent cleaning* (76%)

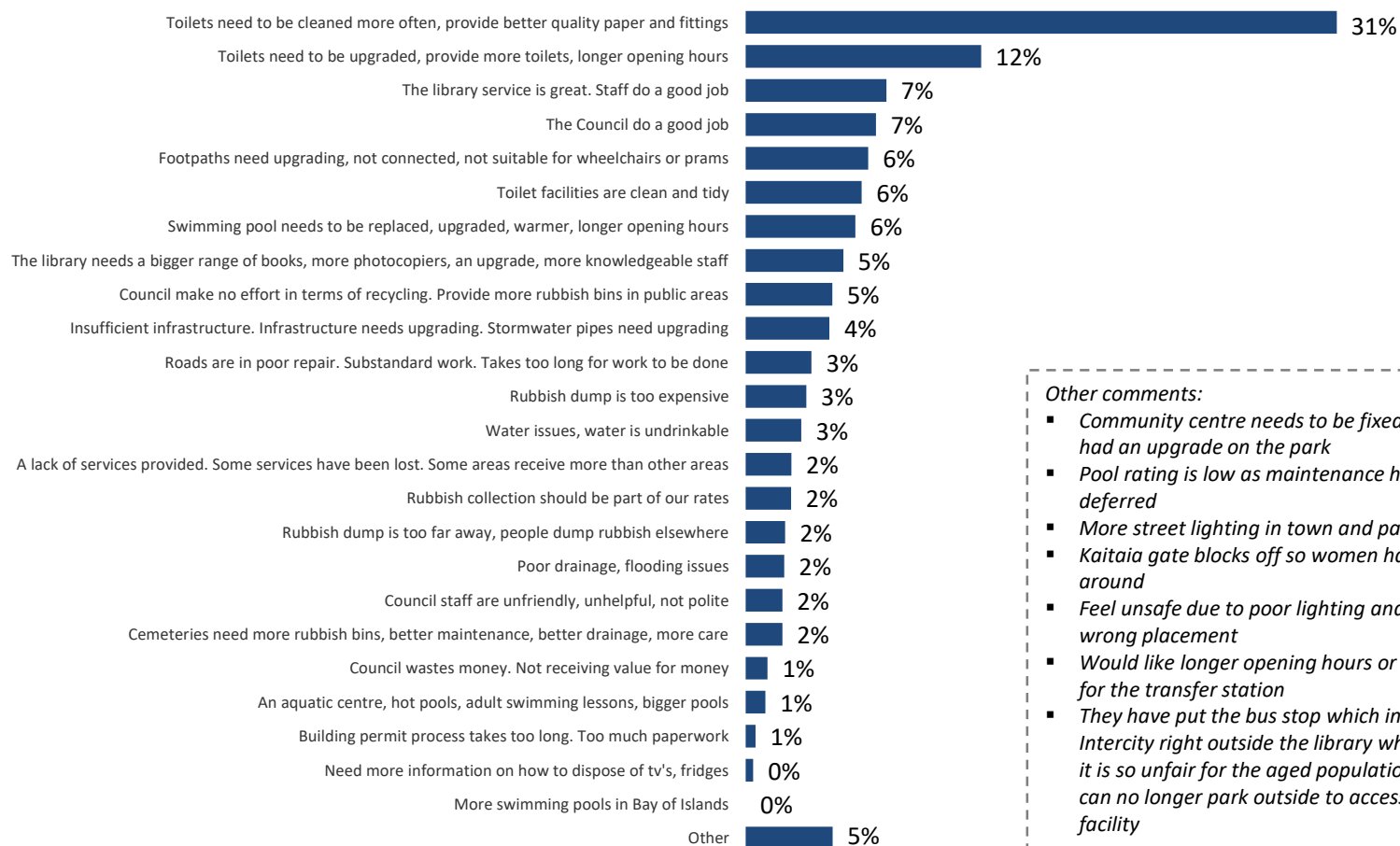
Reasons for dissatisfaction: Cleanliness of public toilets



NOTES:
 1. Sample: Those who have used public toilets, 2019 n=335, 2020 n=354; Very dissatisfied (1-3) n=39
 2. CF2AG. Why weren't you satisfied with <Xxx>?

Almost a third of residents (31%) have made comments that *Toilets need to be cleaned more often and Council should provide better quality paper and fittings*

Comments about Council's public facilities



Other comments:

- Community centre needs to be fixed up. We had an upgrade on the park
- Pool rating is low as maintenance has been deferred
- More street lighting in town and park
- Kaitaia gate blocks off so women have to walk around
- Feel unsafe due to poor lighting and at the wrong placement
- Would like longer opening hours or weekends for the transfer station
- They have put the bus stop which includes the Intercity right outside the library which means it is so unfair for the aged population as they can no longer park outside to access the facility

NOTES:

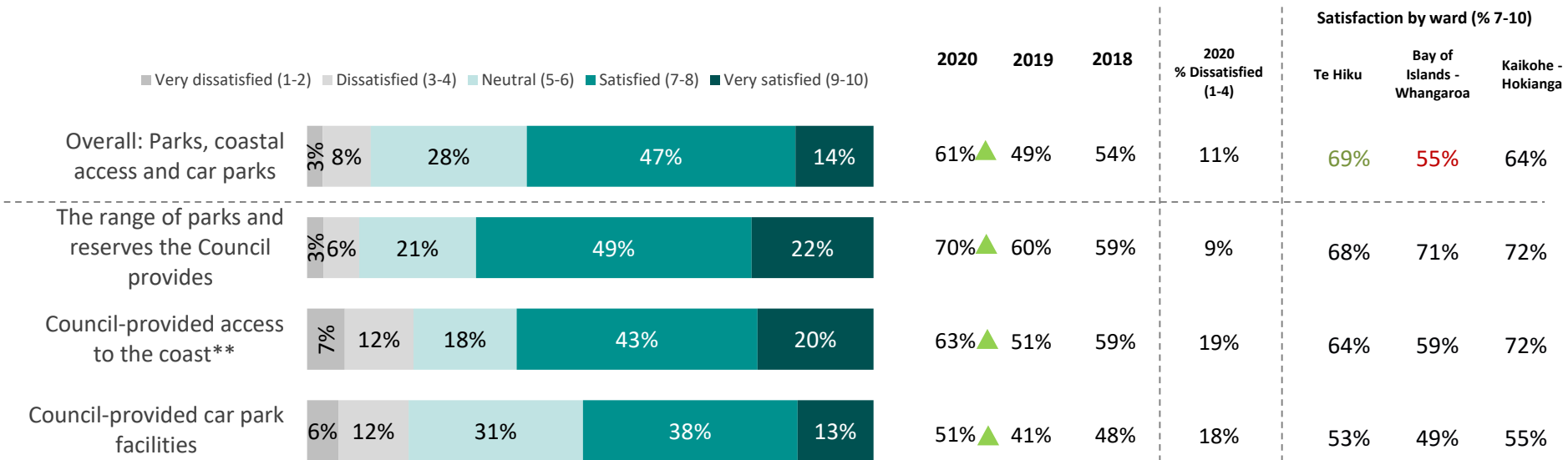
- Sample: 2020 n=501; Excludes 'don't know'
- CF3. Do you have any comments about these services?



Services and Facilities: Parks, coastal access and car parks

Satisfaction with various aspects of *Parks, coastal access and car parks* have significantly increased compared with their performance levels in 2019. *Te Hiku Ward* residents are more likely to be satisfied with *Overall Parks, coastal access and car parks* than residents in the *Bay of Islands-Whangaroa Ward*

Services and facilities: Parks, coastal access and car parks



▲ Significantly higher than last year
 ▼ Significantly lower than last year
 ▲ Significantly higher than the other ward (s)
 ▼ Significantly lower than the other ward (s)

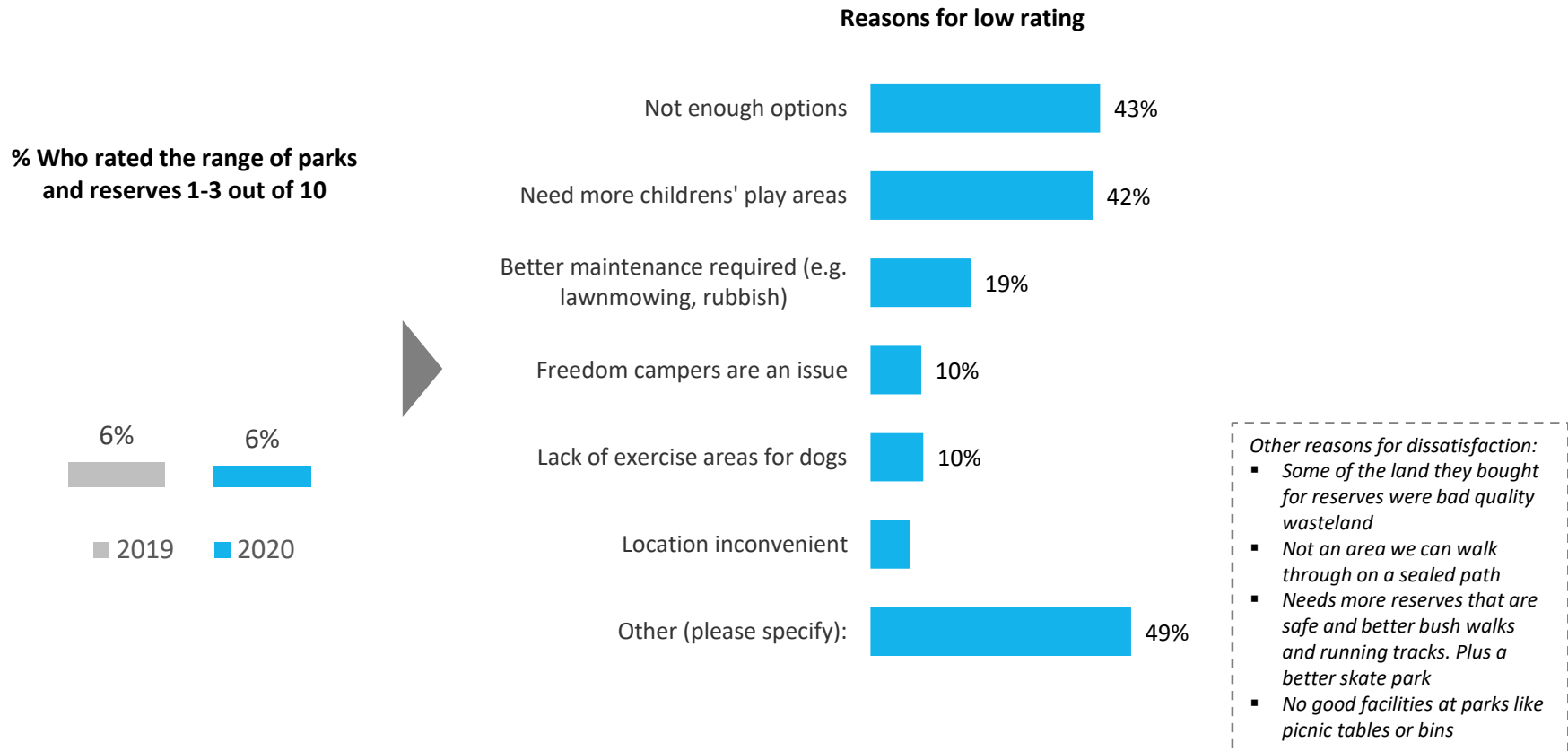
**Coastal access means Council-maintained roads, reserves and walkways that allows access to beaches in the Far North

NOTES:

1. Sample: 2018 n=500; 2019 n=500; 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. PR1. Still using the 1 to 10 scale, where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with the following...
3. PR2. And overall, how satisfied are you with Council parks, coastal access and car parks?

Among the residents who rated the *Range of parks and reserves the Council provides* 1 to 3 out of 10, at least four out of ten residents have mentioned *Inadequacy of options* (43%) and the *Need for more children's play areas* (42%) as the reasons for low ratings

Reasons for dissatisfaction: The range of parks and reserves the Council provides

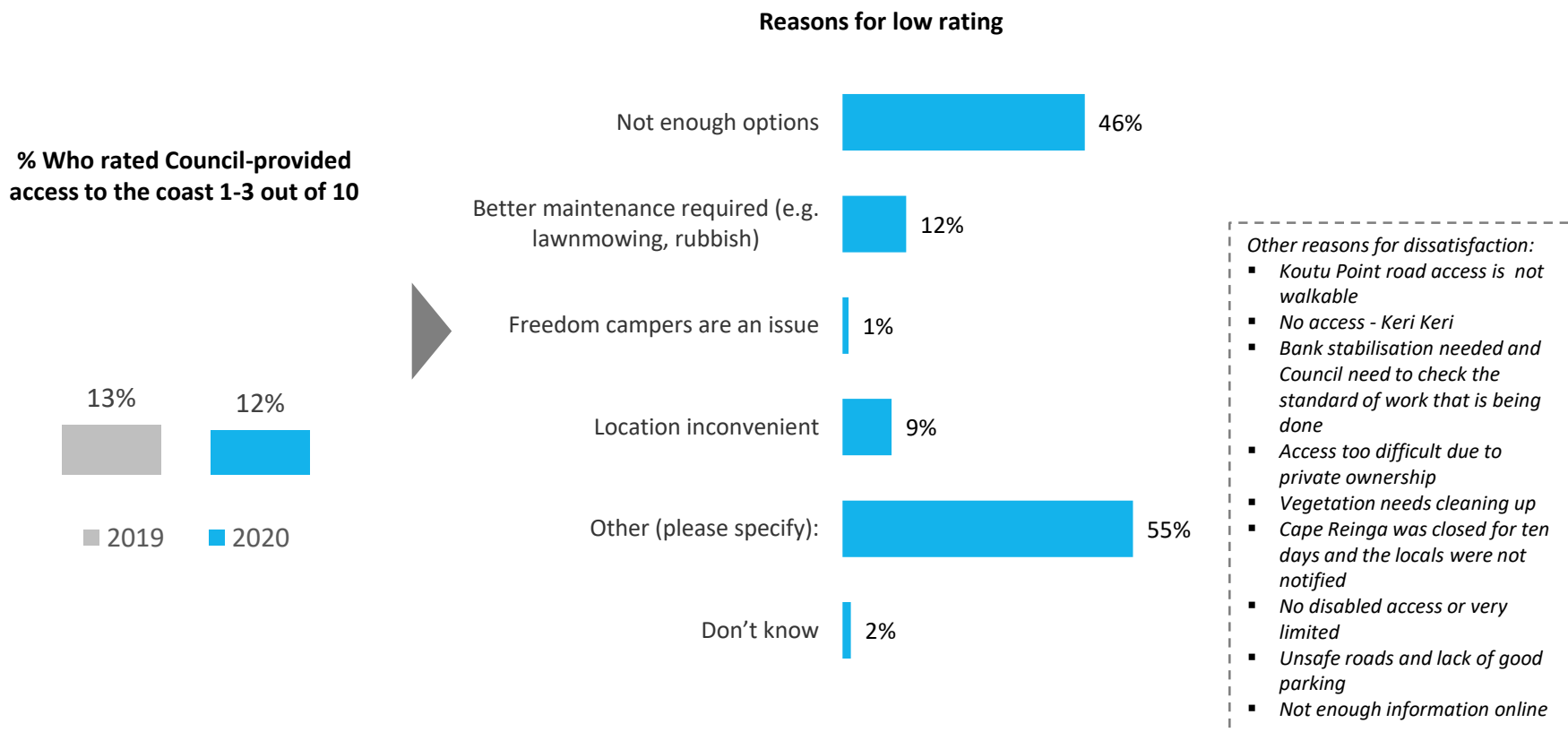


NOTES:

- Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=29
- PR1A. Why weren't you satisfied with <Xxx>?

The low satisfaction ratings regarding *Council-provided access to the coast* are also mainly due to *Inadequacy of options* (46%)

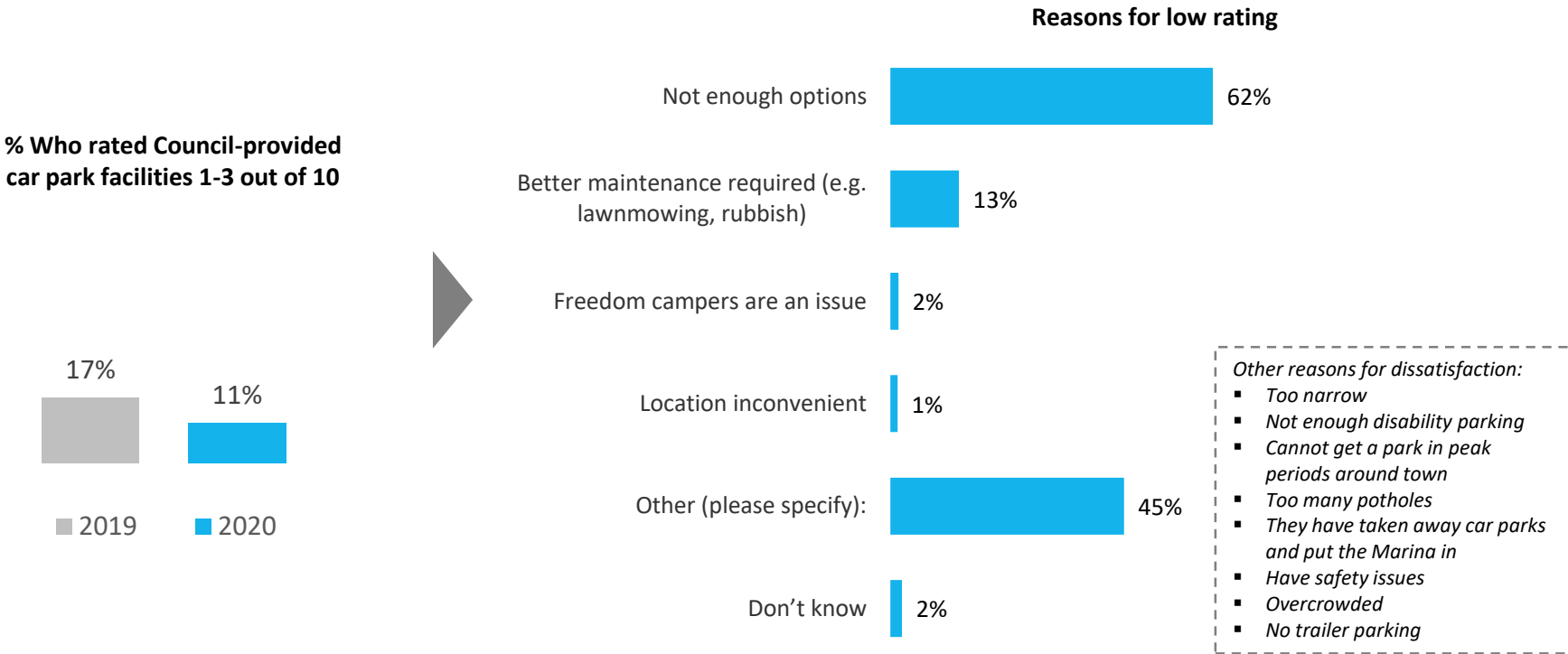
Reasons for dissatisfaction: Council-provided access to the coast



NOTES:
 1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=54
 2. PR1A. Why weren't you satisfied with <Xxx>?

There was a considerable decline in the proportion of residents who rated *Council-provided parking facilities* 1 to 3 out of 10 (from 17% in 2019 to 11% in 2020). The *Lack of enough options* is the main reason for dissatisfaction as mentioned by more than six in ten dissatisfied residents (62%)

Reasons for dissatisfaction: Council-provided car park facilities



NOTES:
 1. Sample: 2019 n=500, 2020 n=501; Very dissatisfied (1-3) n=55
 2. PR1A. Why weren't you satisfied with <Xxx>?

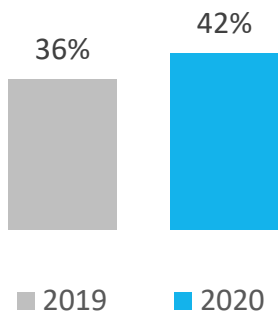


Interaction with Council

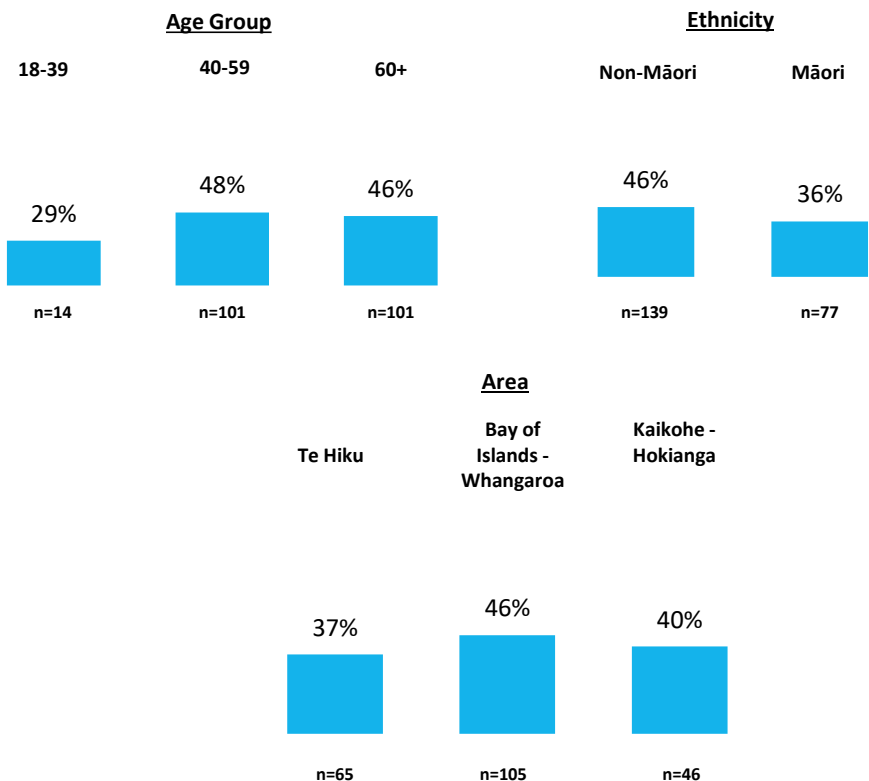
More than four out of ten residents (42%) have had *contact with Council in the last year for a service request or complaint*. Almost half of them (48%) were aged 40-59 years and a lesser proportion (46%) were from the *Bay of Islands-Whangaroa Ward*

Contact with Council in the last 12 months

Have contacted Council in the past 12 months



Proportion of respondents in each group who have contacted Council

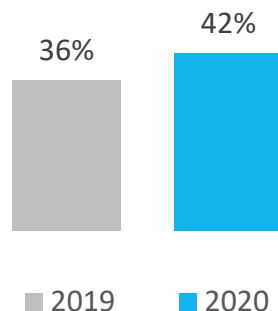


NOTES:
 1. Sample: Those who have contacted Council 2019 n=195, 2020 n=216; Excludes 'don't know'
 2. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?

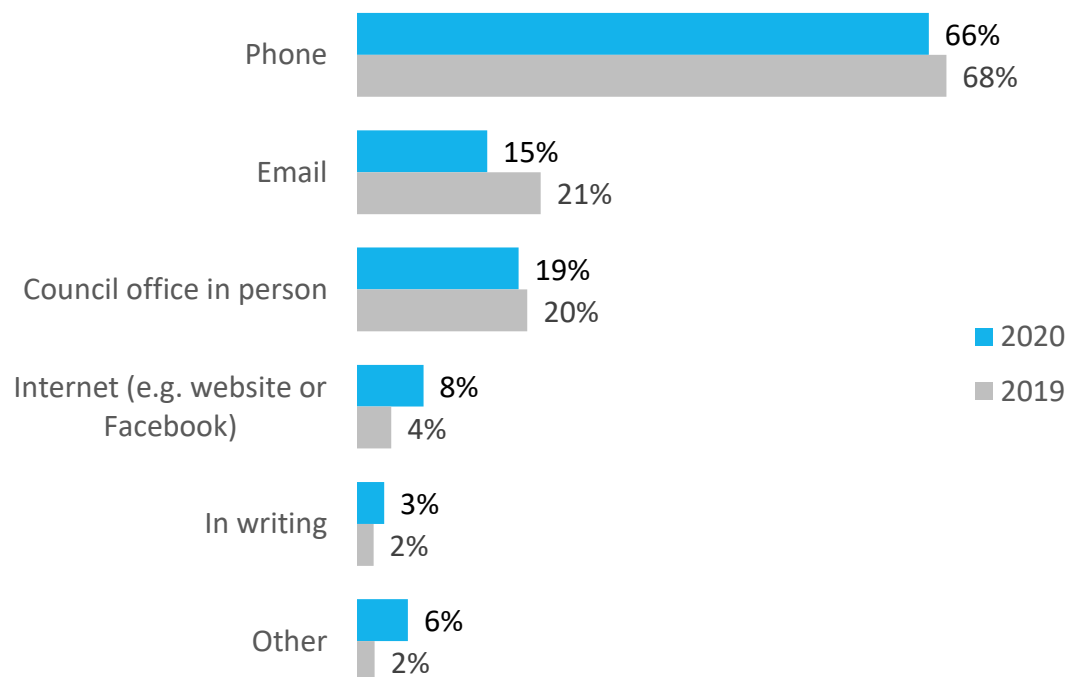
Most residents who contacted Council for a service request or complaint in the past 12 months did so via Phone (66%)

Contact with Council in the last 12 months

Have contacted Council in the past 12 months



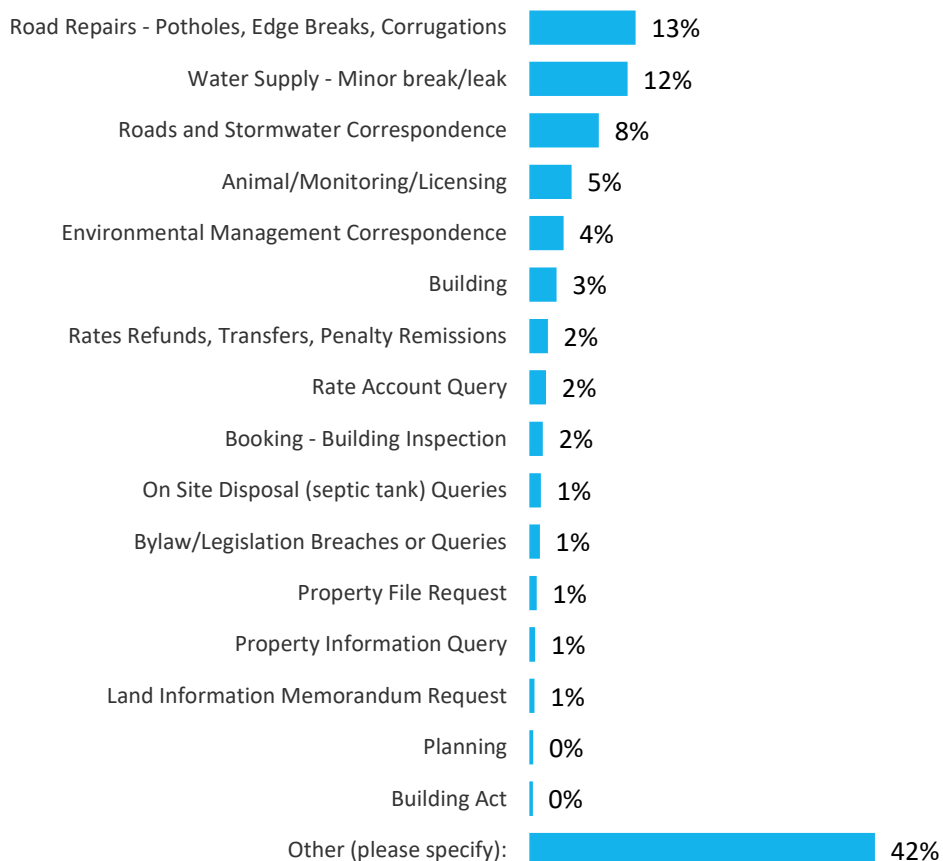
Method by which last contacted Council



NOTES:
 1. Sample: Those who have contacted Council in past 12 months, 2019 n=195, 2020 n=216
 2. RS1. Have you had to contact Council for a service request or complaint during the past 12 months?
 3. RS2. How was the contact made?

Around a tenth of residents have *contacted Council for a request or complaint* related to *Road repairs – potholes, edge breaks, corrugations (13%), and Water supply – minor break/leak (12%)*

Request or complaint related to...



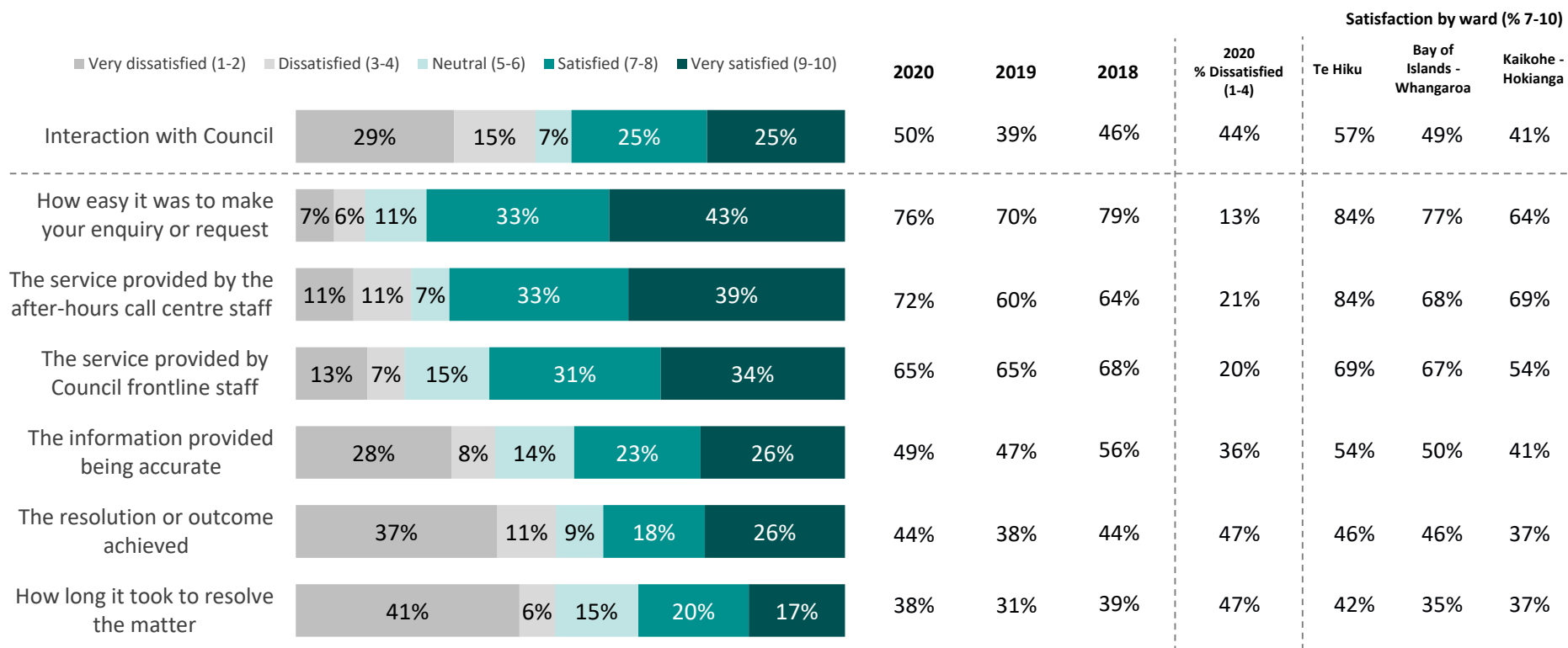
Other enquires or complaints made by residents:

- Relating to footpath maintenance / dangerous footpaths
- Stormwater, wastewater, drain maintenance, flooding
- Street lighting
- Rates / water rates
- Swimming pool / pool inspection
- Weeds, roadside maintenance, tree maintenance
- Parking, illegal parking
- Parks / reserves / playgrounds
- A complaint against workmen, staff, contractors
- Water pressure / water quality

NOTES:
 1. Sample: Those who contacted Council in past 12 months, 2019 n=195, 2020 n=216
 2. RS3. Thinking about your most recent request or complaint, what did it relate to?

Satisfaction with most aspects of *Interaction with Council* has increased in 2020 compared with the previous year. The highest satisfaction score pertains to the *Ease of making an enquiry or request with Council* (76%)

Services and facilities: Interaction with Council



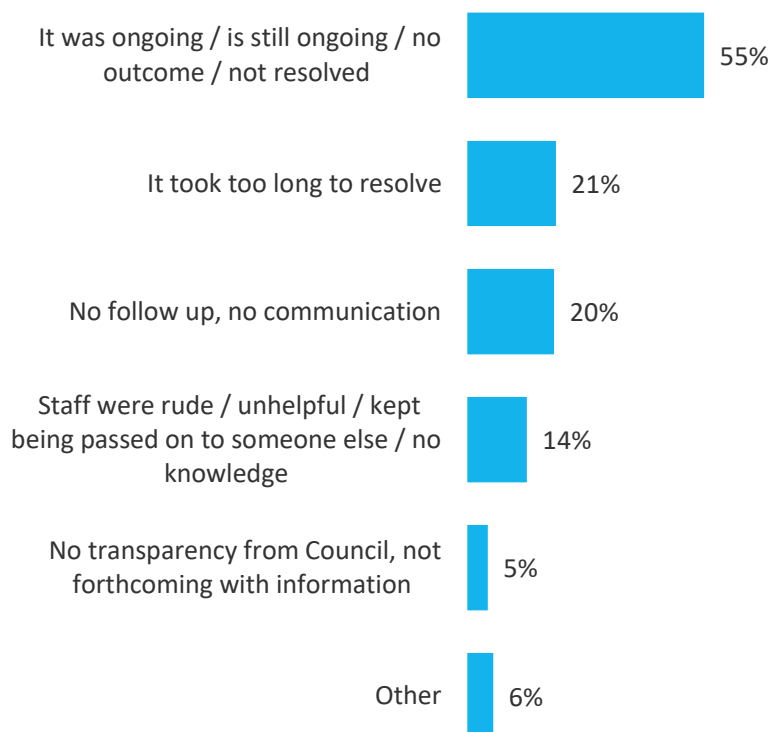
NOTES:

- Sample: 2018 n=500, 2019 n=500, 2020 n=501; Te Hiku n=163, Bay of Islands-Whangaroa n=226, Kaikohe-Hokianga n=111 Excludes 'don't know' Those who contacted Council in past 12 months 2019 n=195, 2020 n=216
- RS4. Thinking back to your most recent request or complaint, how would you rate your satisfaction with each of the following?
- RS4B. How would you rate Council overall for how well they handled your request or complaint?

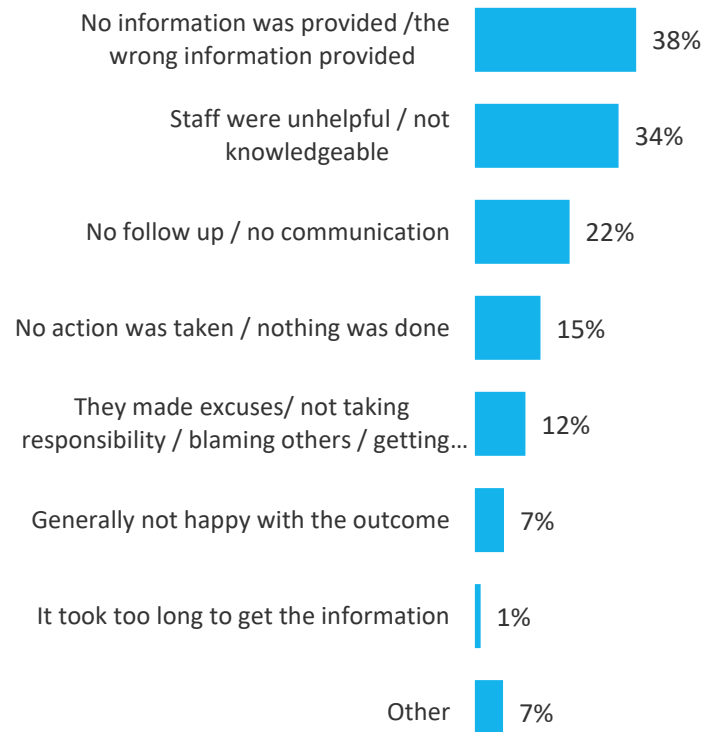
Concerning the *length of time the Council took to resolve a matter*, more than half of dissatisfied residents (55%) cited that their *Enquiry or complaint is still ongoing, or no outcome has been achieved yet*. With regard to the *accuracy of Council-provided information*, nearly four in ten dissatisfied residents (38%) have mentioned that *No information or the wrong information was provided* regarding their enquiry or complaint

Interaction with Council – Reasons for dissatisfaction

How long it took to resolve the matter



Information provided being accurate



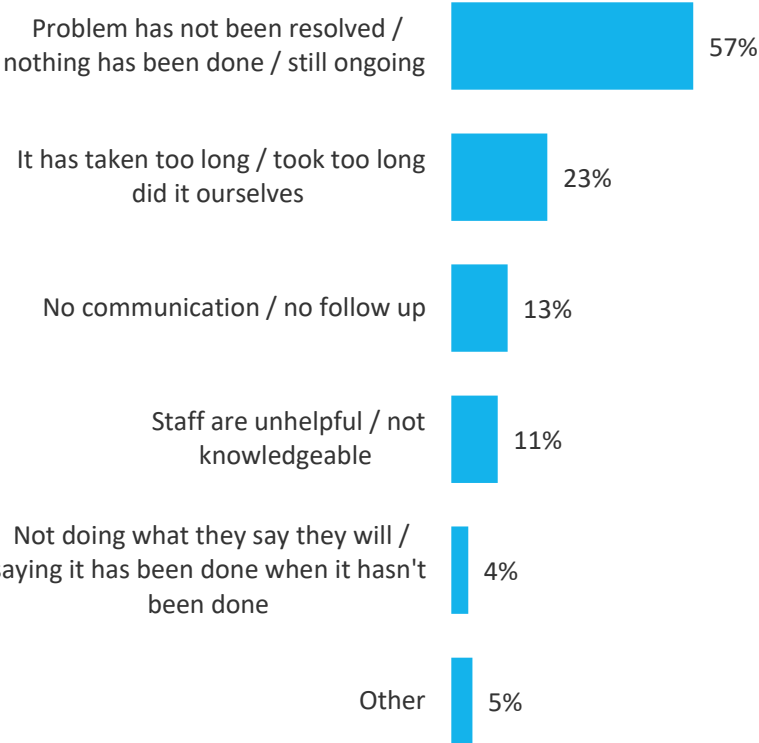
NOTES:

1. Sample: Those who weren't satisfied (2020): How long it took to resolve the matter n=95, Information provided being accurate n=74
2. RS4. Why weren't you satisfied with <Xxx>?

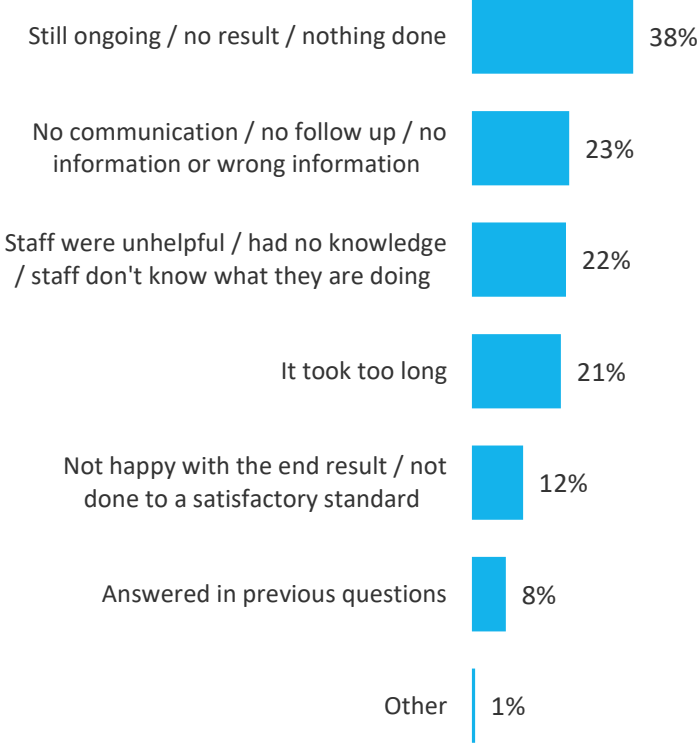
Most residents who are dissatisfied with the *resolution or outcome achieved* and with *how well Council handled their enquiry or complaint* have said that the *Problem has not been resolved/nothing has been done or it is still ongoing*

Interaction with Council – Reasons for dissatisfaction

The resolution or outcome achieved



How well Council handled enquiry or complaint overall



NOTES:
 1. Sample: Those who weren't satisfied (2020): Resolution or outcome achieved n=87, How well Council handled enquiry or complaint overall n=81
 2. RS4. Why weren't you satisfied with <Xxx>?



Governance, Communication and Strategic Administration



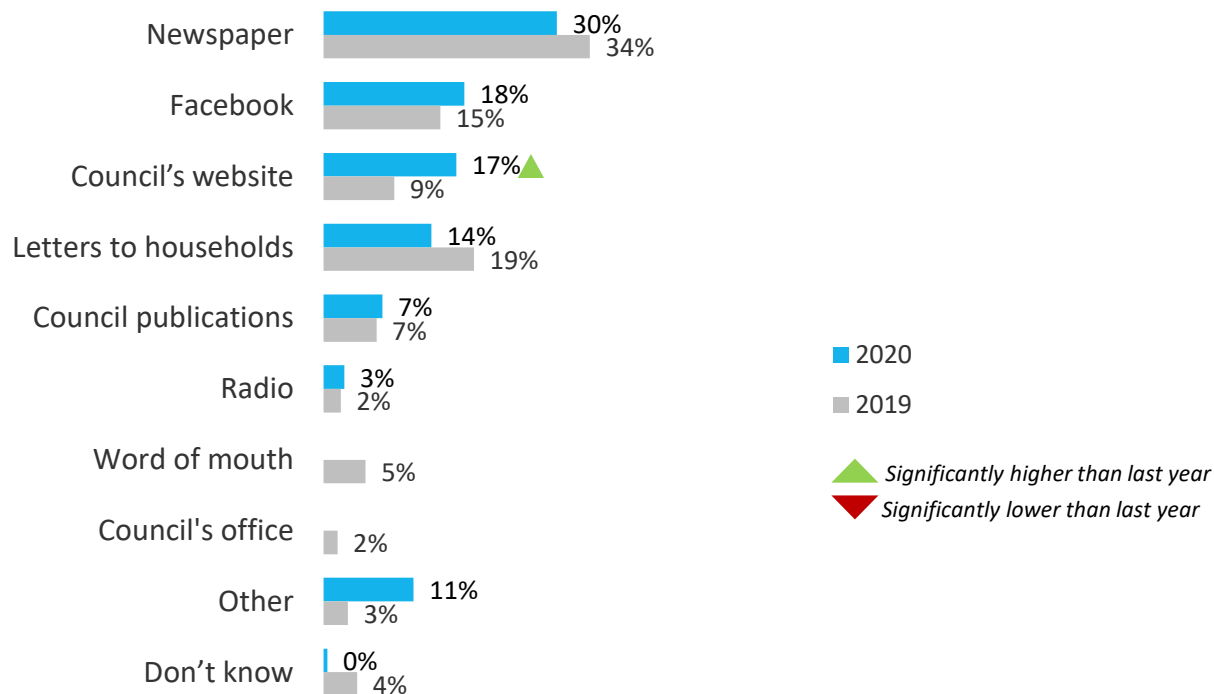
Far North
District Council



KEYRESEARCH

Residents most rely on the *Newspaper* for information about the Council. In 2020, there are significantly more residents who rely on the *Council's website* compared with 2019

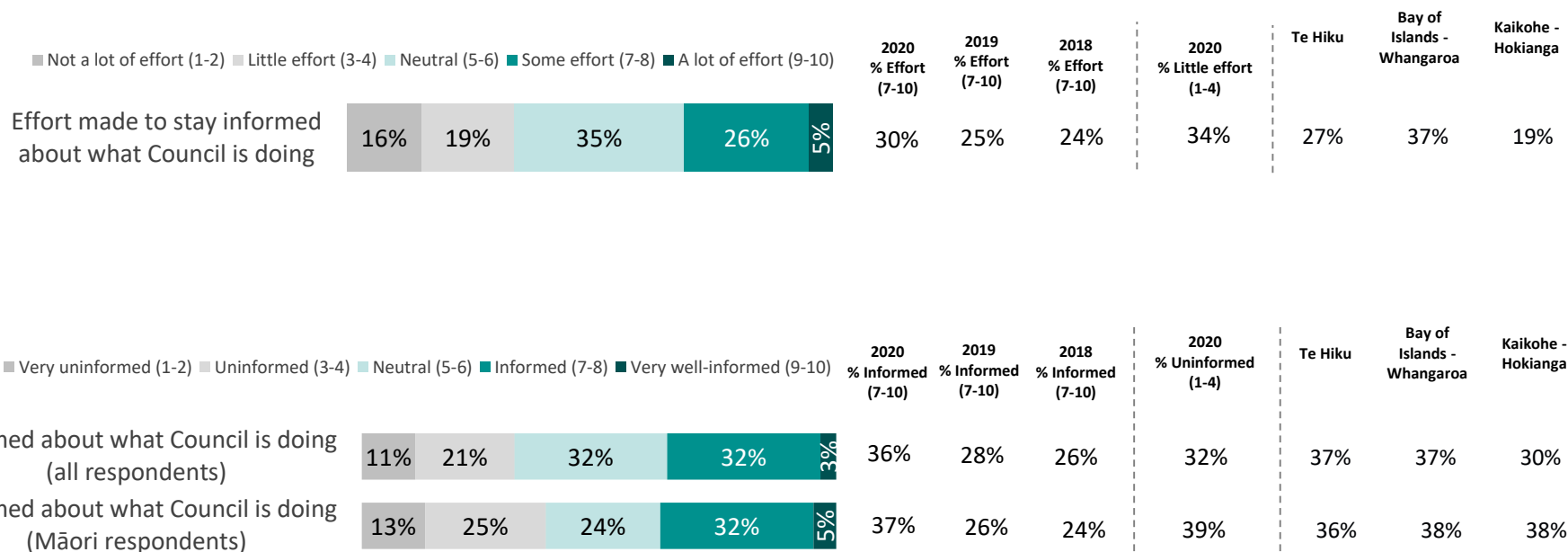
Source most relied on for information about Council



NOTES:
 1. Sample: 2019 n=500, 2020 n=501
 2. GC3. Which of the following do you most rely on for information about Council?

Three in ten residents (30%) *Make an effort to stay informed about Council activities*, while a bigger proportion (36%) feel that they are *Informed about what Council is doing*

Informed about what Council does



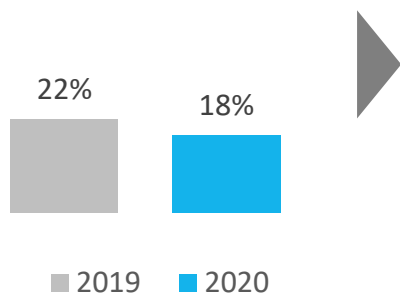
NOTES:

1. Sample: 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. GC2. Using a scale of 1-10, where 1 is not much effort and 10 is a lot of effort, how much effort do you make to stay informed about what Council is doing?
3. GC4. Using a scale of 1-10 where 1 is Very uninformed and 10 is Very well-informed, in general how well-informed do you feel about what Council is doing?

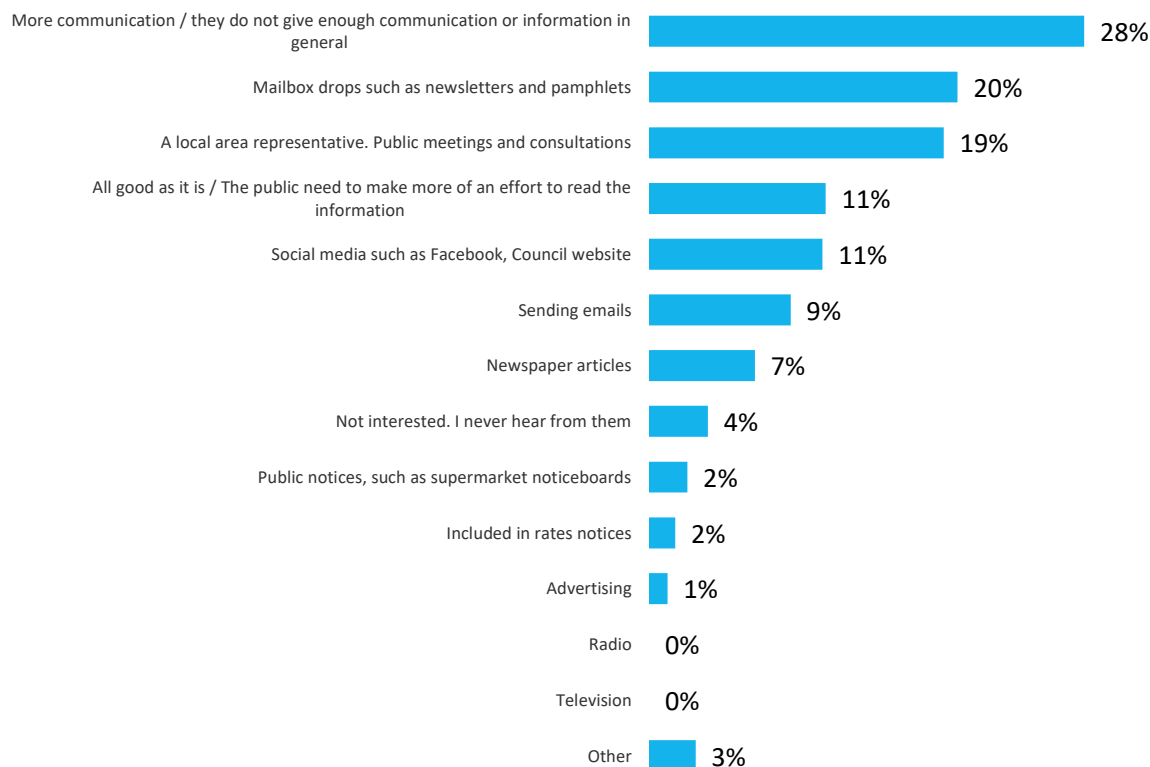
Around two out of ten residents (18%) feel that they are not *well-informed about what Council is doing*. The priority improvement on how *Council could keep residents informed* is by giving *More communication and information in general*

Suggested improvements to keep residents informed

% Who rated being informed about what Council is doing 1-3 out of 10



Suggested improvements

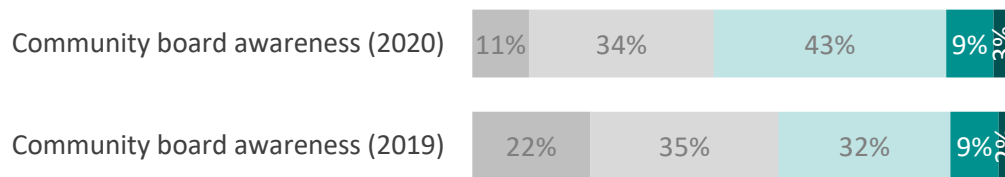


NOTES:
 1. Sample: 2019 n=500, 2020 n=501, Those who feel uninformed n=100
 2. GC4. In general, how well-informed do you feel about what Council is doing?
 3. GC4A: How could Council improve the way it keeps you informed?

Community board awareness has increased since 2019. Residents in the Bay of Islands-Whangaroa Ward (93%) are more likely to be aware of their community board than residents in the Te Hiku Ward (85%)

Awareness of the community board that operates in your area

- Never heard of it
- Heard of it, don't know anything about it
- Heard of it, know a bit about what it does
- Have detailed knowledge of the work the community board does that interests or affects me
- Have detailed knowledge of everything the community board does



	Heard of it	Never heard of it
Community board awareness (2020)	89%	11%
Community board awareness (2019)	78%	22%

Heard of it by ward

	Te Hiku	Bay of Islands - Whangaroa	Kaikohe - Hokianga
Community board awareness (2020)	85%	93%	88%
Community board awareness (2019)	73%	79%	83%

Significantly higher than the other ward (s)

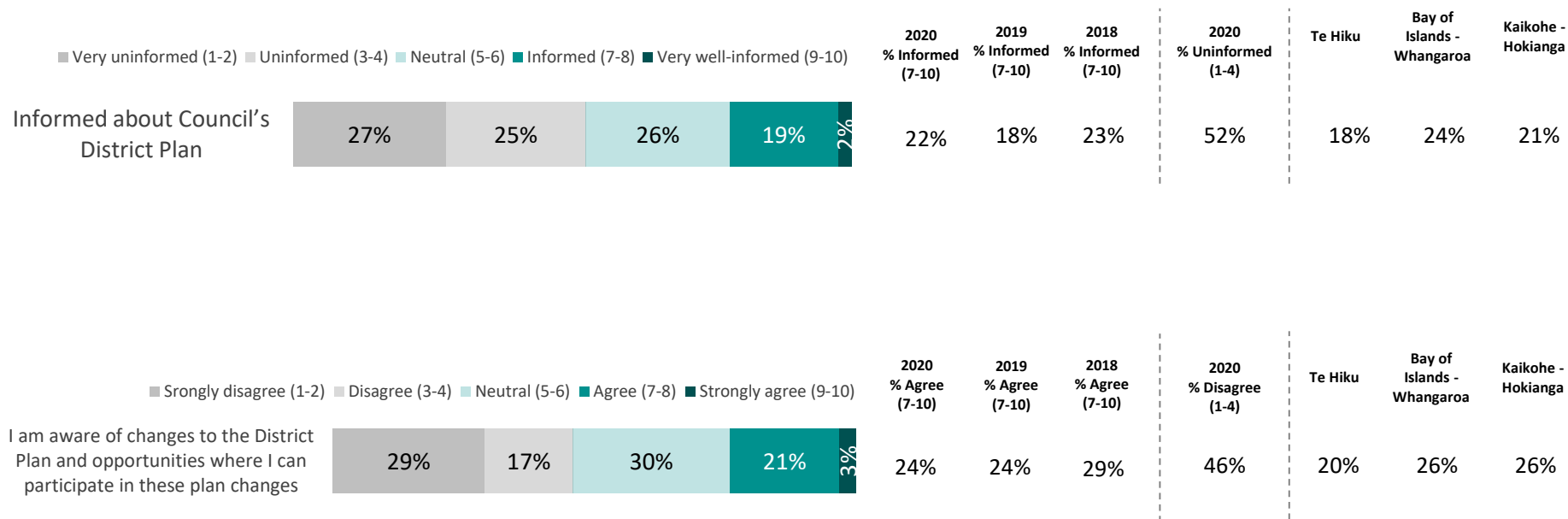
Significantly lower than the other ward (s)

NOTES:

- Sample: 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
- GC1. Which of the following best describes your awareness of the community board that operates in your area?

More than two in ten residents (22%) feel informed about *Council's District Plan* and close to a quarter of the residents (24%) agree that they are *Aware of changes to the District Plan and opportunities where they can participate in plan changes*

Council's District Plan

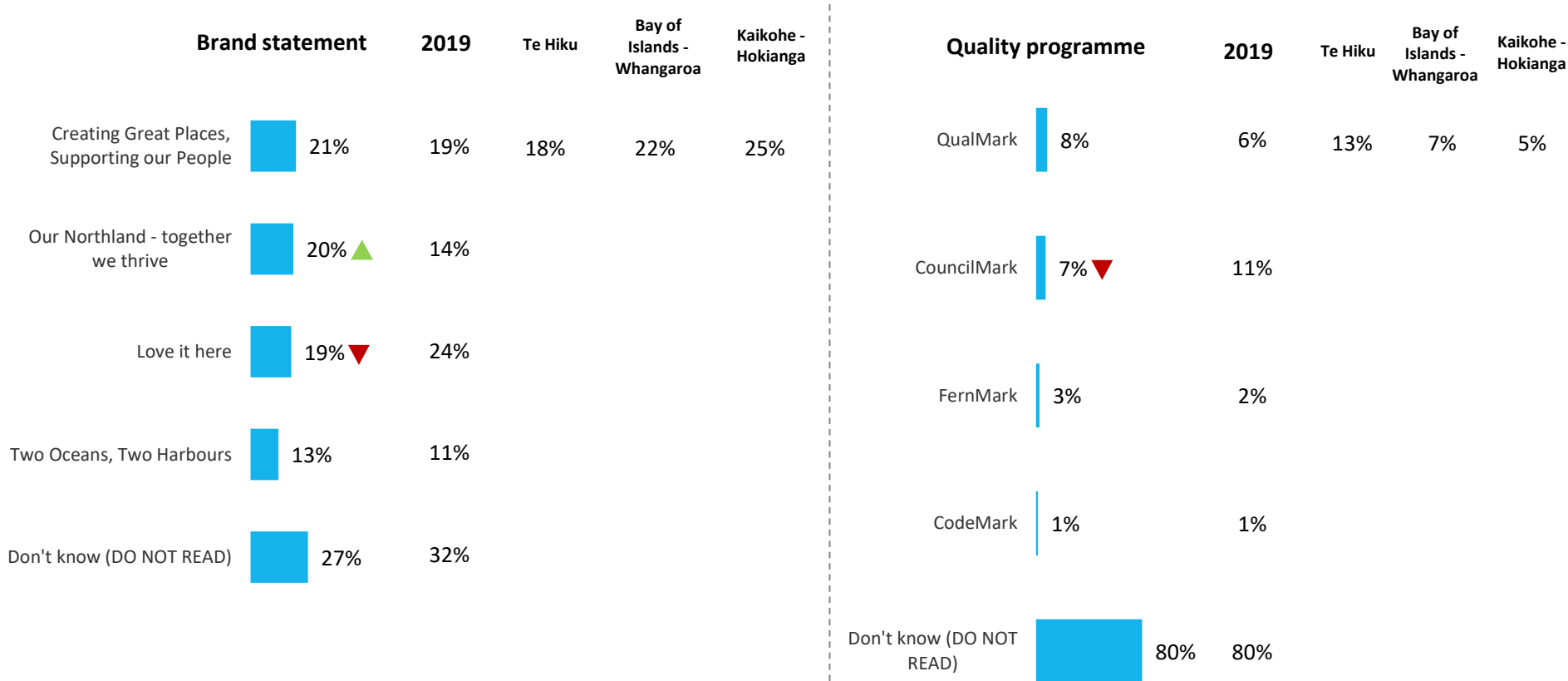


NOTES:

1. Sample: 2019 n=500, 2020 n=501; Te Hiku n=166, Bay of Islands-Whangaroa n=221, Kaikohe-Hokianga n=114; Excludes 'don't know'
2. [READ OUT]: The District Plan controls land use in the district. The Annual Plan sets out what Council plans to do in the coming year
3. GC5. Using a scale of 1-10 where 1 is Very uninformed and 10 is Very well informed, in general how well informed do you feel about Council's District Plan (land use)?
4. GC6. Still thinking about the District Plan, on a scale of 1-10 where 1 is Strongly disagree and 10 is Strongly agree, how much do you agree or disagree with the following statement...?

Just over one-fifth of respondents (21%) associate ‘Creating Great Places, Supporting our People’ with Far North District Council. A few respondents have indicated that the Council is part of the ‘QualMark’ (8%) and ‘CouncilMark’ (7%) quality programmes

Brand statements and quality programmes



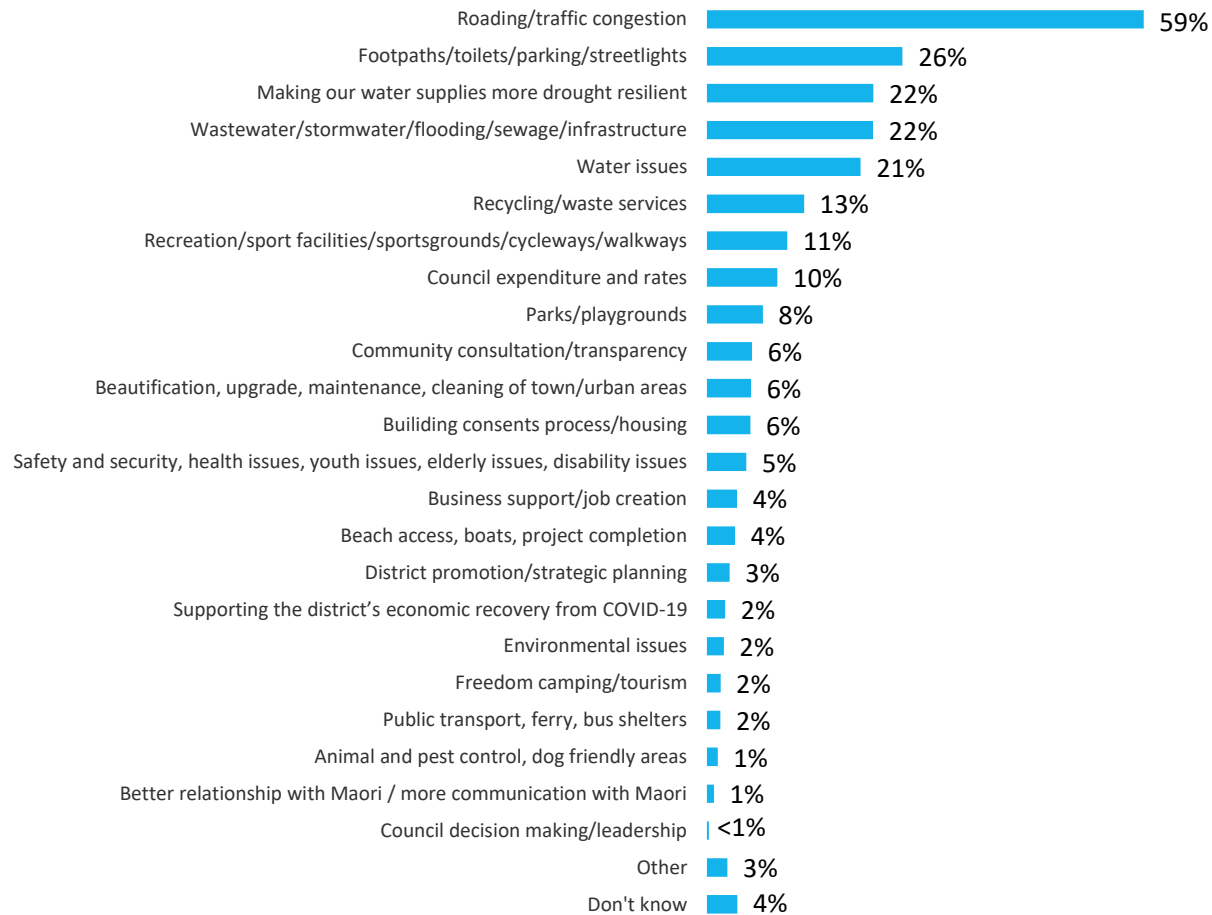
NOTES:

- Sample: 2020 n=501
- GC5a. Which of the following brand statements do you associate with the Far North District Council?
- GC5b Which of the following quality programmes is the Far North District Council a member of (single mention)?

▲ Significantly higher than last year
▼ Significantly lower than last year

Most residents think Council should give priority to *Roading* and *Addressing traffic congestion* over the next twelve months

Priority for next 12 months

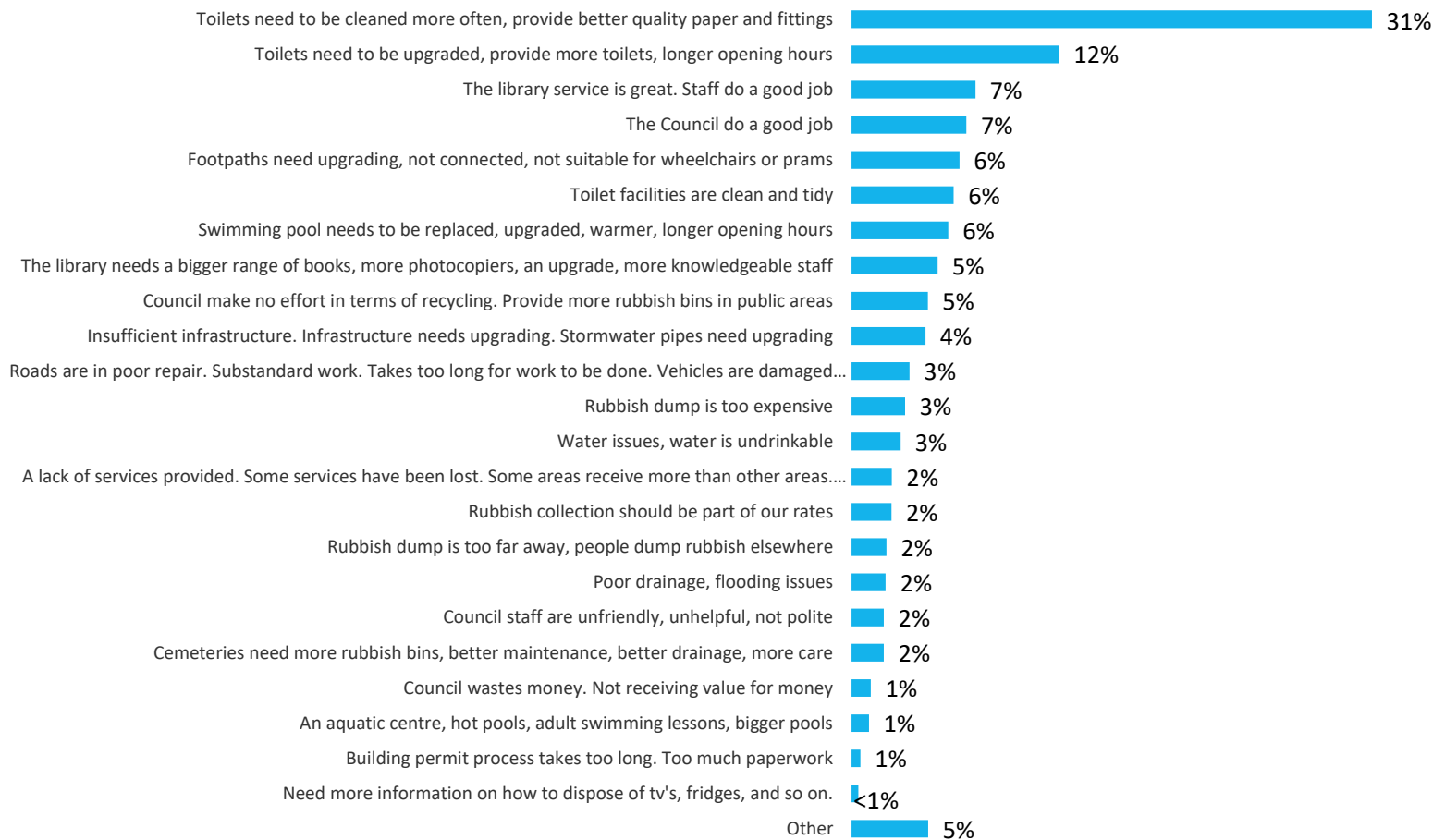


NOTES:

1. Sample: 2020 n=501
2. OP2. Which three services or facilities do you think Council should give high priority to over the next 12 months?

Some of the general comments from the residents relate to improvements in Council services and facilities such as public toilets, footpaths, library, and swimming pool

General Comments



NOTES:

1. Sample: 2020 n=501
2. OP3. Are there any other comments that you would like to make about Council?



Sample Profile

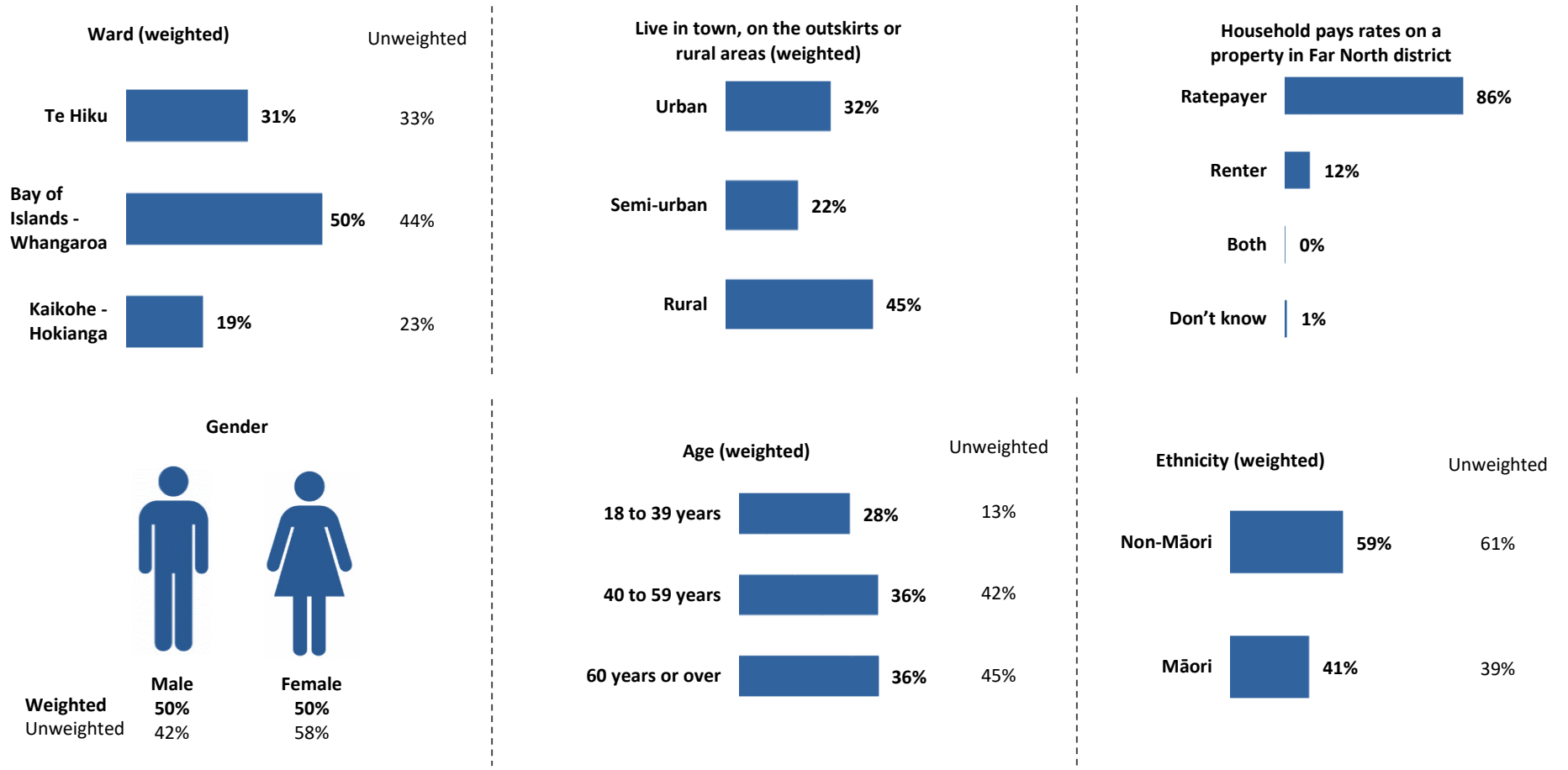


Far North
District Council



KEYRESEARCH

Demographic Profile



Weighting
 The sample structure target was set broadly in line with known population distributions and was weighted post survey so as to be exactly representative of the known population distributions according to the 2018 Census. This represents 'best practice' in research and means that inferences made about the population will then be reliable, within the confidence limits.



Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz



Far North
District Council

Final Report | July 2020



KEYRESEARCH