



# Manawatū District Council Annual Residents' Survey 2019/20

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## Objectives and Method Summary

### Introduction

The Manawātū 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 measure residents' satisfaction with the Manawātū District Council's performance
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance

### Method

- The methodology involved a telephone survey measuring the performance of the Manawātū District Council with a sample of n=448 residents.
- The questionnaire was designed in consultation with staff of the Manawātū 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, the willingness of residents to become involved with Council's decision making and to measure satisfaction across a range of lifestyle-related measures.
- Data collection was conducted over four periods; 112 responses between 2 and 22 October 2019, 112 responses between 28 November and 13 December 2019, 112 responses between the 27 February and 9 March 2020, and 112 responses between 30 May and 13 June 2020.
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted to make it 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 +/-4.63%.
- 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

1

Most residents perceived Manawatū District Council as performing well with almost eight in ten residents (78%) satisfied (scoring 6 to 10 out of 10) with *Council's overall performance*. Council also has a favourable evaluation regarding *Reputation* (77%) and *Overall Services and Facilities* (89%) while a lesser proportion of residents are satisfied with *Value for money* (64%)

2

Manawatū District Council has an *Excellent reputation* although its *reputation benchmark score* slightly decreased from +85 in 2019 to +80 in 2020. *Younger residents (18-34 years)*, *older residents (65+ years)*, *Non-Māori* and *Feilding* residents perceive *Council's reputation* more positively than others

3

Satisfaction with various *Service and Facilities* in the District remains high, particularly concerning, *Parks and reserves* as well as *Public facilities*. *Waste disposal services* is also an aspect that has been rated highly by residents. *Regulatory services*, meanwhile, is an area that has the best potential for improving perceptions

4

Residents would value Council making improvements with regard to *Financial management*, *Trust*, *Vision and leadership*, *Rates and Fees for other services being fair and reasonable* as these areas are identified as key priorities for improvement and likely to increase residents' satisfaction with *Overall Council performance*

5

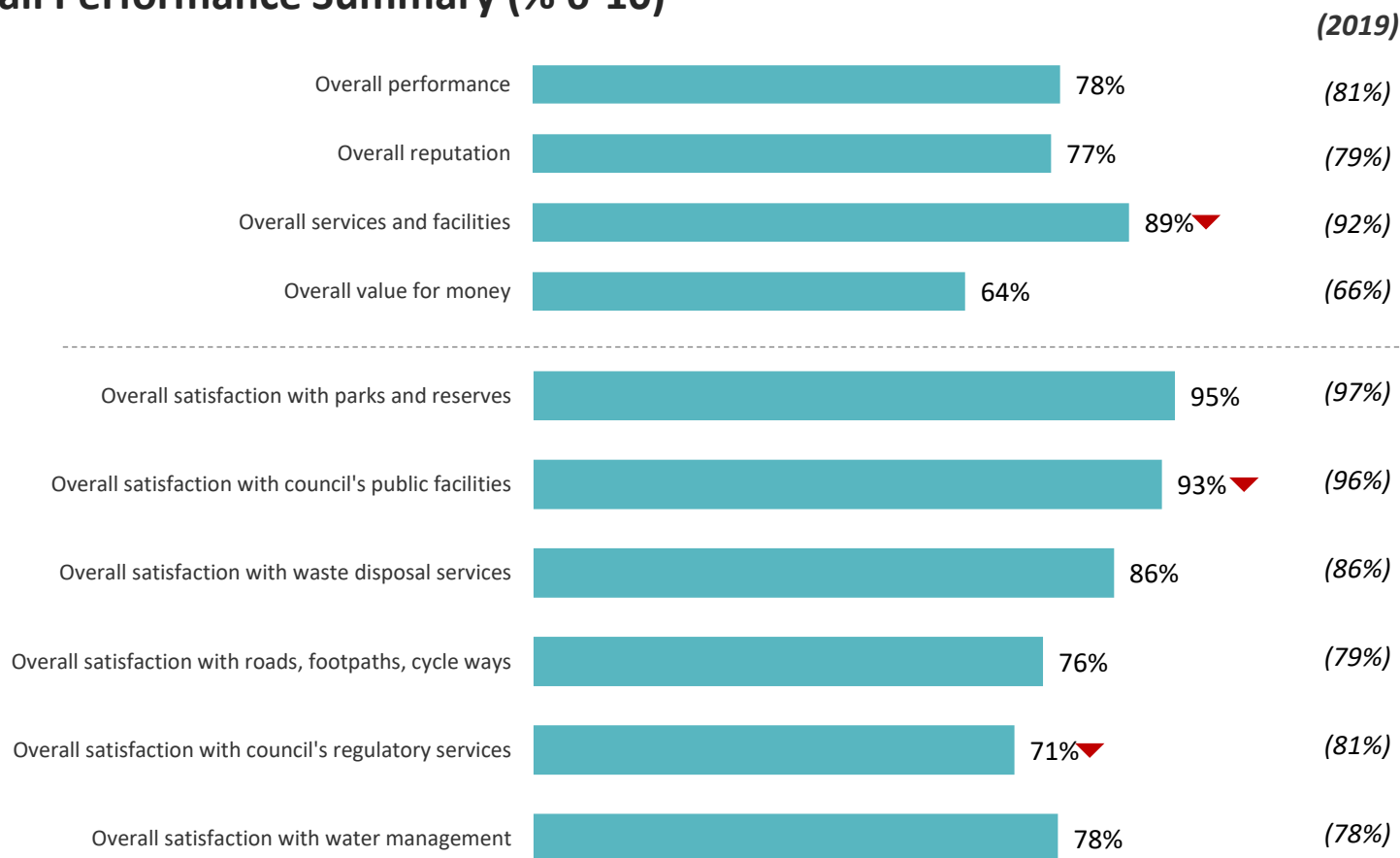
More than six out of ten residents (61%), who have had contact with Council in the last year in relation to a service or complaint, are satisfied with *How well Council handled the enquiry*. Council has performed well regarding *Ease of making an enquiry or request* (73%) while the *Length of time Council took to resolve a matter* has the lowest satisfaction score (48%). Most residents are satisfied with *How Council keeps the public informed* (72%) and *How easy the Council makes it for the community to participate in decision-making* that affects the Manawatū District



# Key Performance Indicators Summary

Most residents perceive that Manawātū District Council has performed well in 2020. For *Services and facilities*, the top three best performing areas are: *Parks and reserves* (95%), *Public facilities* (93%) and *Waste disposal services* (86%)

## Overall Performance Summary (% 6-10)



NOTES:

1. Total Sample: n=439
2. Excludes 'Don't know' responses

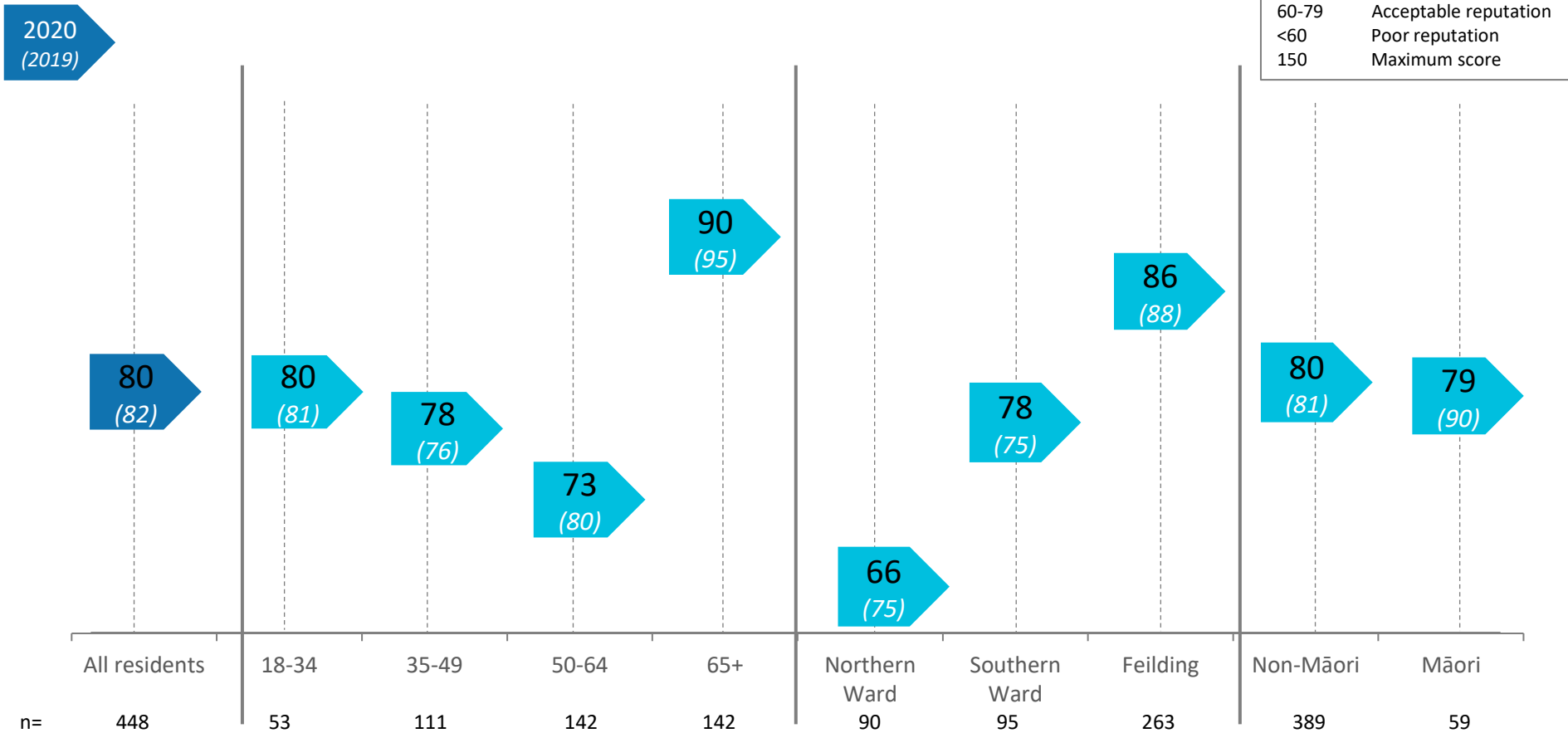
▲ Significantly higher than last year  
▼ Significantly lower than last year



# Understanding Reputation

Manawātū District Council has an overall *reputation benchmark index score* of +80 and continues to have an *Excellent reputation*. The Council's reputation remains excellent among residents aged 18-34, and 65+ year olds, *Non-Māori* residents and those residing in the *Feilding* ward

## Reputation benchmarks



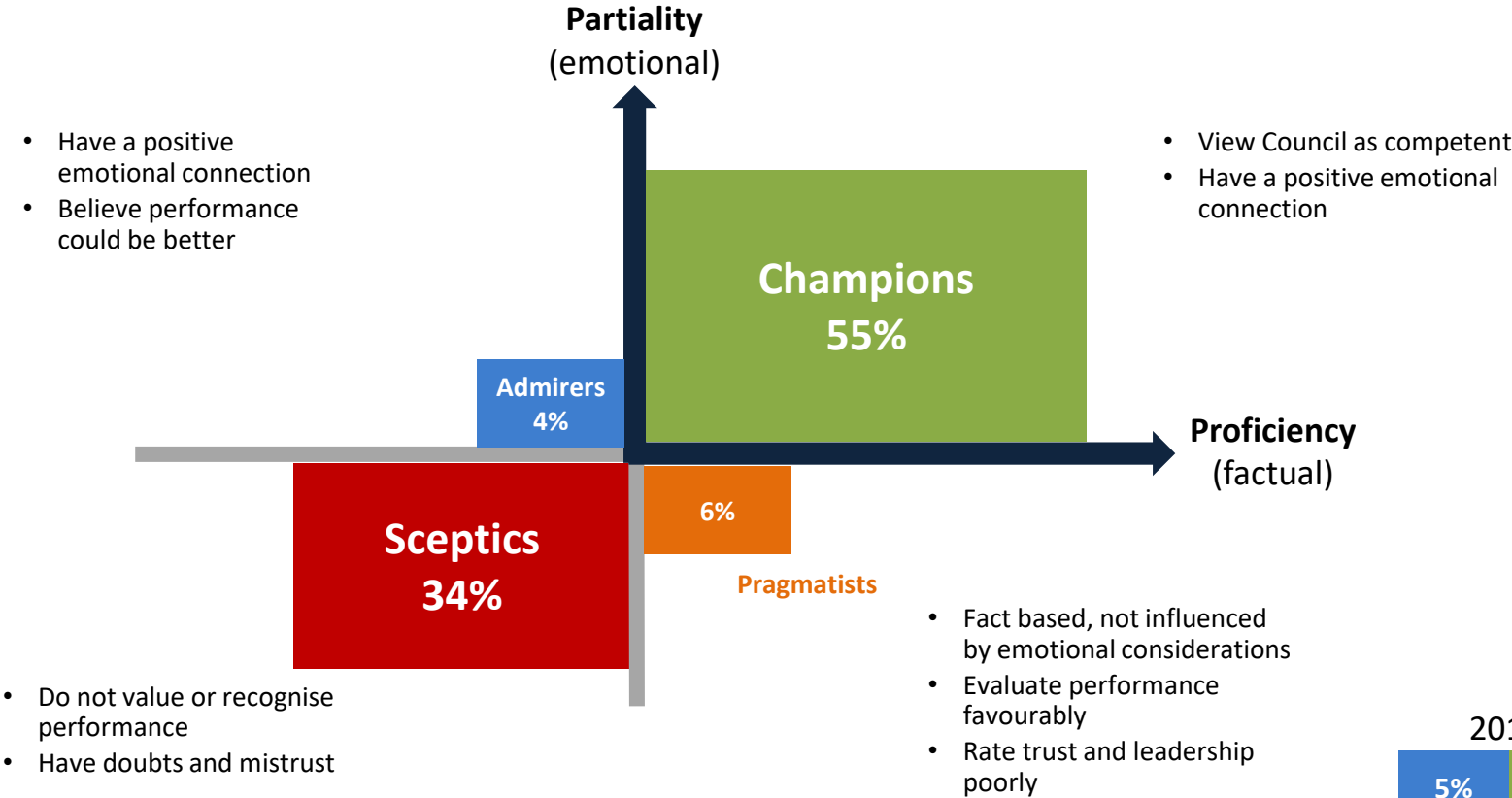
NOTES:

1. Sample n=448; Excludes 'Don't know' responses
2. REPS: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District 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



Manawatū District Council's reputation profile is still dominated by *Champions*, or residents who think that Council is doing a good job. However, the proportion of *Sceptics* has increased from 27% in 2019 to 34% in 2020

**Reputation profile**



2019	
5%	61%
27%	7%

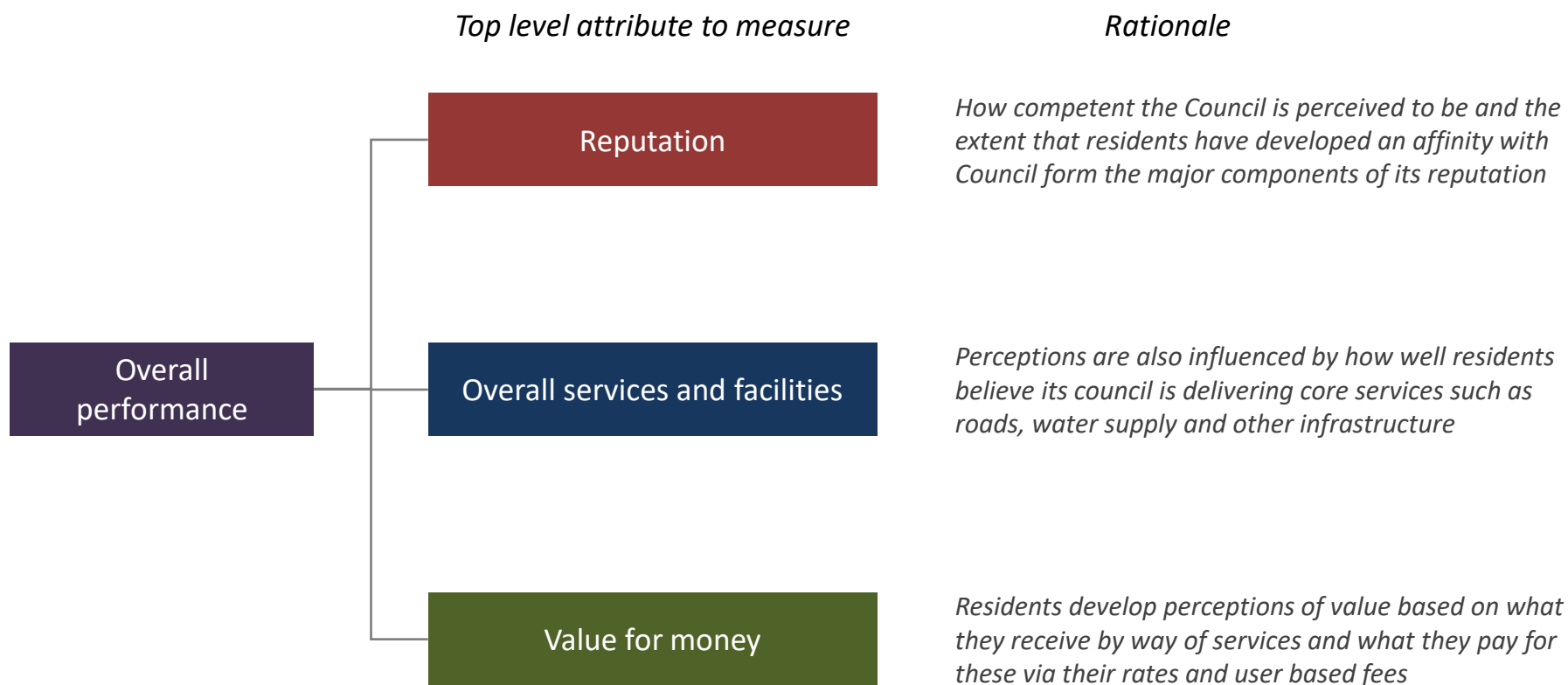
NOTES:  
 1. Sample: n=323; Excludes 'don't know' responses to any of the reputation questions  
 2. Segments have been determined using the results from a set of five overall level questions  
 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



## Drivers of Overall Satisfaction

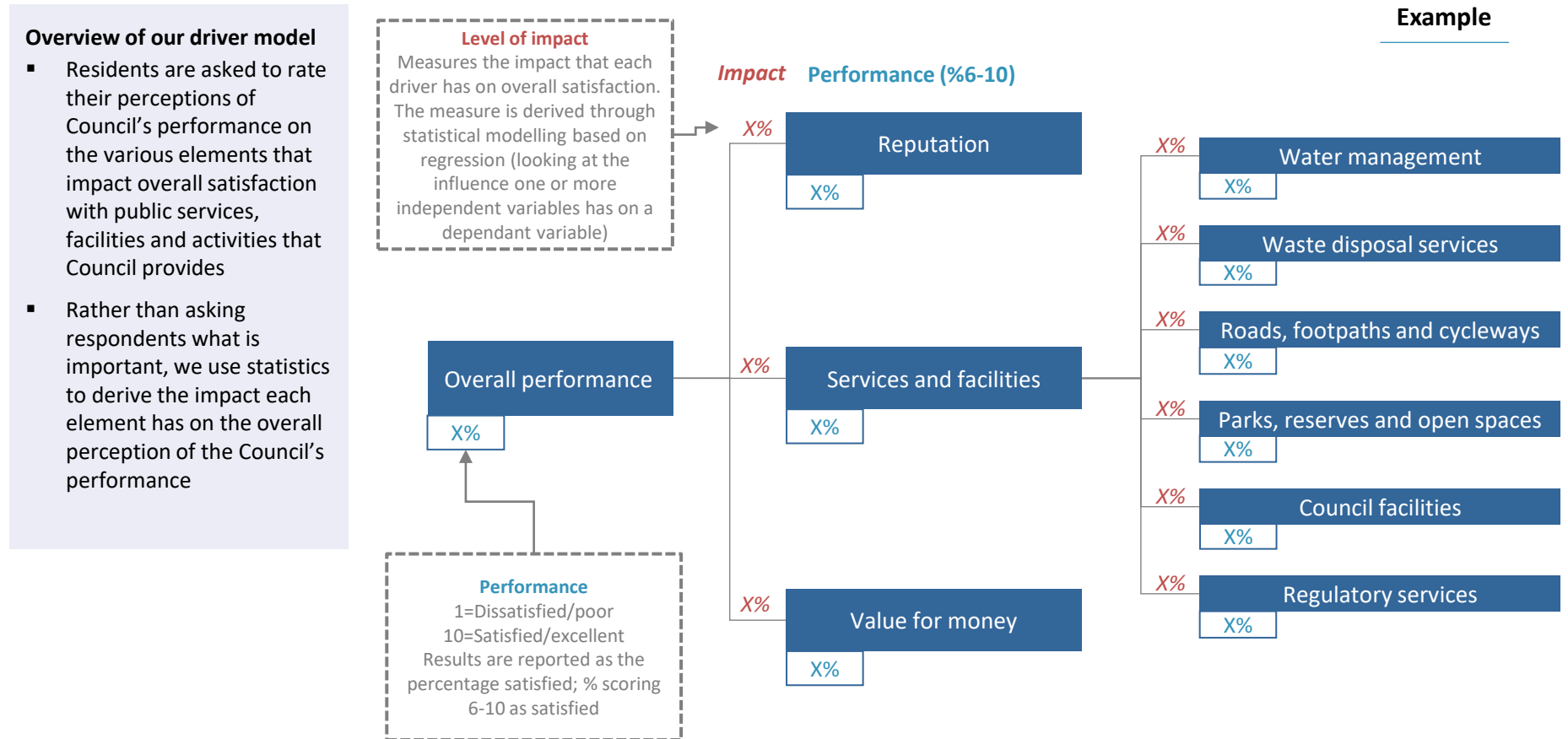
The framework below determines how the various reputation, service and value elements impact residents' overall evaluation of Council.

## Overview



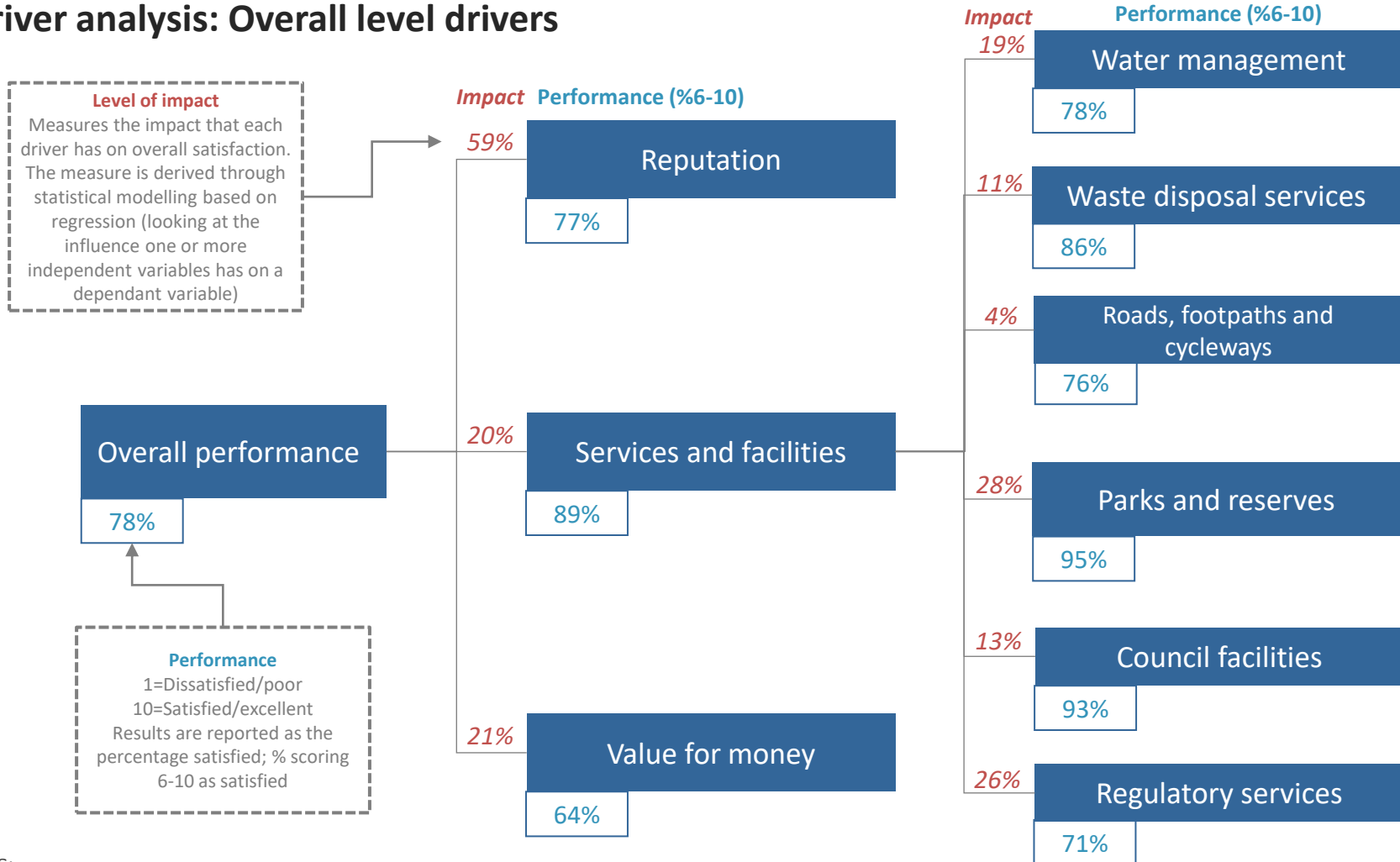
The Customer Value Management (CVM) model has been used to understand perceptions of Council and as a mechanism for prioritising improvement opportunities.

## Introduction to the CVM driver model



Manawatū District Council's *overall performance* evaluation is most strongly influenced by *reputation*, more so than the various services and facilities provided and value for money.

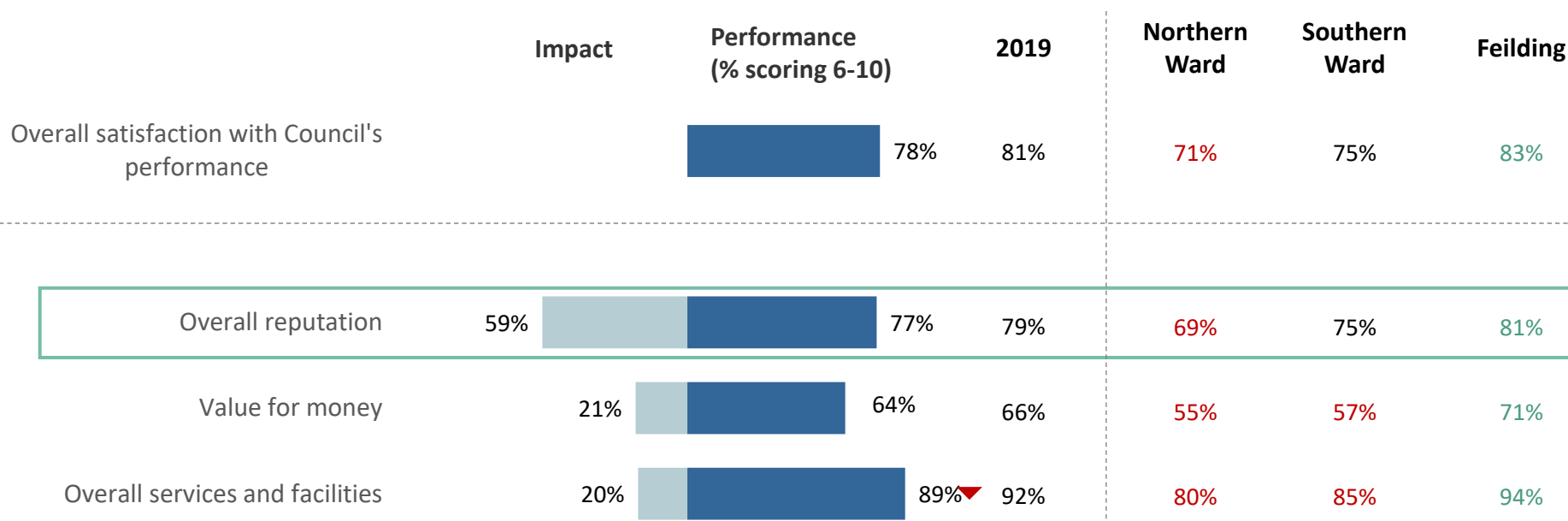
### Driver analysis: Overall level drivers



NOTES:  
1. Total Sample: n=448

Overall reputation is the main driver of perceptions of Council's performance

## Driver analysis: Overall level drivers



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

Significantly higher than other ward (s)

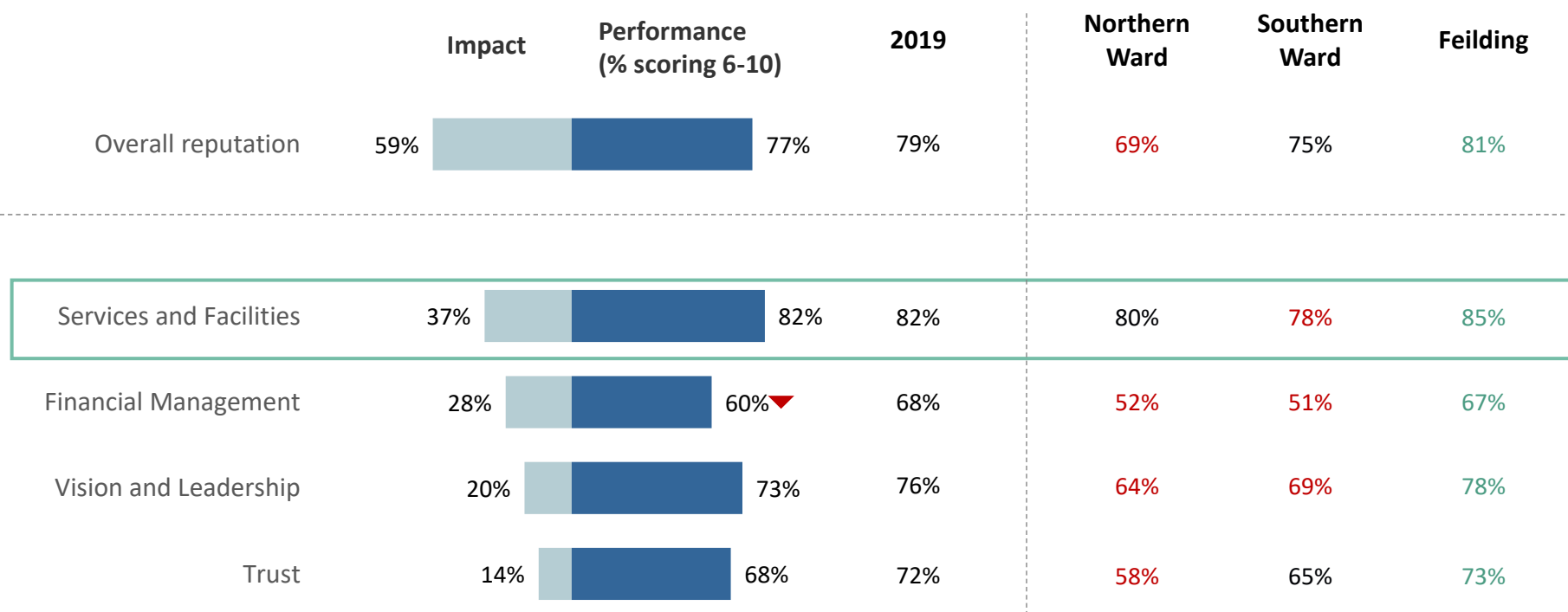
Significantly lower than other ward (s)

NOTES:

1. Sample: n=439; Excludes Don't knows
2. OP1: So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation?
3. VM2: Considering all the services and facilities that the Manawātū District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
4. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides?
5. REPS: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation?

*Services and facilities* has the greatest impact on perceptions of Council's *reputation* and since performance in this area is good, Council should maintain current service levels

## Driver analysis: Reputation



NOTES:

1. Sample: n=439; Excludes Don't knows
2. REP1: Thinking about how committed the Council is to making it easier to live in Manawātū, being in touch with the community and setting clear direction... overall how would you rate the Council for its leadership?
3. REP2: Now thinking about how open and transparent Council is, whether it can be relied on to act honestly and fairly, its competence, future planning and ability to work in the best interests of the district. Overall how much confidence do you have in Council?
4. REP3: Regarding 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 the Council overall for its financial management?
5. REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services and facilities they provide?
6. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation?

▲ Significantly higher than last year








▼ Significantly lower than last year

Significantly higher than other ward (s)

Significantly lower than other ward (s)

*Parks and reserves* drives perceptions of *Services and facilities* and as satisfaction with this aspect is very high, Council should continue its performance in this area. *Regulatory services* is the best opportunity for improvement since this area has a relatively low satisfaction score

## Driver analysis: Services and Facilities

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall services and facilities	20%	 89%	92%	80%	85%	94%
Overall parks and reserves	28%	 95%	97%	92%	96%	96%
Overall regulatory services	26%	 71%	81%	57%	70%	79%
Overall water management	19%	 78%	78%	73%	66%	84%
Overall Council facilities	13%	 93%	96%	93%	92%	94%
Overall waste disposal services	11%	 86%	86%	80%	82%	90%
Overall roads, footpaths and cycleways	4%	 76%	79%	65%	66%	84%

NOTES:

1. Sample: n=437; Excludes Don't knows
2. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides?
3. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawātū district.
4. WR4: How would you rate your satisfaction with the Manawātū District Council overall for its waste disposal services?
5. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawātū district
6. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?
7. CF3: When you consider all the public facilities that are provided by Manawātū District 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?
8. OS3: And how would you rate the Manawātū District Council overall for how well it provides these types of regulatory services?












*Significantly higher than other ward (s)*

*Significantly lower than other ward (s)*



*How the stormwater system is maintained and How Council treats and disposes of sewage strongly influence Council's performance on Water management*

## Driver analysis: Services and Facilities: Water Management

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall water management	3%	 78%	78%	73%	66%	84%
How the stormwater system is maintained	23%	 67%	72%	61%	56%	74%
How Council treats and disposes of sewage	23%	 91%	90%	78%	94%	91%
The reliability of the water supply	16%	 99%	98%	100%	100%	99%
Ability to protect your property from flooding	15%	 78%	75%	71%	71%	82%
The clarity of the water	11%	 87%	88%	94%	92%	86%
The odour of the water	6%	 87%	85%	93%	92%	86%
Keeping roads and footpaths free of flooding	6%	 72%	74%	72%	58%	78%
The taste of the water	NCI	 76%	79%	90%	83%	74%
The reliability of the sewage system	NCI	 95%	95%	83%	100%	95%
The pressure of the water	NCI	 87% ▼	92%	81%	83%	88%








NOTES:

1. Sample: n=452; Excludes Don't knows
2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawātū district.
3. TW2: On the scale of 1-10, how would you rate your satisfaction with...
4. NCI - No current impact

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

The *Management of loose litter and bins in and around the town* has the greatest impact on perceptions of *Waste disposal services* and this is closely followed by *Managing green waste*, which offers an improvement opportunity due to its comparatively low satisfaction score

## Driver analysis: Services and Facilities: Waste and Rubbish

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall waste disposal services	11%	 86%	86%	80%	82%	90%
Management of loose litter and bins in and around the town	32%	 82%	86%	72%	77%	87%
Managing green waste	31%	 73%	73%	49%	65%	81%
Recycling points or centre	13%	 81%	82%	74%	75%	89%
Managing general waste using Blue Bags	12%	 86%	89%	77%	85%	89%
Transfer station	6%	 80%	80%	71%	68%	88%
Kerbside recycling services	NCI	 85%	85%	60%	71%	93%










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

NOTES:

1. Sample: n=420; Excludes Don't knows
2. WR4: How would you rate your satisfaction with the Manawātū District Council overall for its waste disposal services?
3. WR3: How satisfied are you with each of the following services that are provided by Council?
4. NCI – No current impact

There is an opportunity for Council to improve perceptions of *Roads, footpaths and cycle ways*, particularly with regard to the *Adequacy of cycle ways on roads* due to its high impact and low satisfaction score

## Driver analysis: Services and Facilities: Roads, Footpaths and Cycleways

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall roads, footpaths and cycle ways	4%	 76%	79%	65%	66%	84%
Adequacy of cycleways on our roads	17%	 57%	57%	47%	48%	63%
Parking provisions	16%	 77%	81%	66%	74%	82%
Provision of dedicated walkways/cycleways	16%	 72%	68%	71%	67%	74%
How well footpaths are maintained	14%	 72%	73%	68%	59%	77%
The safety of the roads	14%	 70%	74%	57%	63%	79%
Road network easy to navigate, sufficient signage	12%	 87% ▼	91%	78%	88%	90%
Local road conditions at expected quality	12%	 74%	75%	64%	66%	82%
Footpaths/crossing points for mobility scooters		 67%	65%	72%	58%	70%

▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)






Significantly lower than other ward (s)

NOTES:

1. Sample: n=445; Excludes Don't knows
2. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawātū district
3. RF1: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following...

Parks and reserves is an area of high performance, which Council should maintain

## Driver analysis: Services and Facilities: Parks and Reserves

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall parks and reserves	28%	 95%	97%	92%	96%	96%
Playgrounds	32%	 95%	95%	97%	97%	94%
Sportsgrounds	29%	 95%	97%	93%	98%	95%
Other parks and reserves	20%	 96%	97%	95%	97%	96%
Cemeteries	19%	 96%	96%	91%	97%	97%

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

NOTES:

1. Sample: n=386; Excludes Don't knows
2. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces?
3. PR2: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with Council's performance in maintaining its...

The maintenance of the *Sports and Events Centre* is the primary contributor to Council's performance regarding *Public facilities*

## Driver analysis: Services and Facilities: Council facilities

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall satisfaction with council's public facilities	13%	93% ▼	96%	93%	92%	94%
Sports and Events Centre	22%	92%	95%	93%	93%	91%
Community halls	20%	91%	90%	92%	89%	92%
The libraries	18%	92%	94%	87%	98%	92%
Makino pools	15%	91% ▼	95%	84%	92%	92%
Public toilets	15%	87%	88%	77%	93%	88%
Council owned property	9%	95%	95%	88%	98%	96%

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

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

NOTES:

1. Sample: n=411; Excludes Don't knows
2. CF3: When you consider all the public facilities that are provided by Manawātū District 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?
3. CF2: How would you rate your overall satisfaction with each of the following facilities?

Satisfaction with *Managing and issuing building consents* is low yet it has the highest impact on overall perceptions of *Regulatory services* thereby making it an opportunity for improvement

## Driver analysis: Services and Facilities: Regulatory services

	Impact	Performance (% scoring 6-10)	2019	Northern Ward	Southern Ward	Feilding
Overall regulatory services	26%	71% ▼	81%	57%	70%	79%
Managing and issuing building consents	35%	48% ▼	64%	50%	35%	56%
Managing liquor licensing	33%	75%	78%	67%	77%	77%
Licensing premises such cafes, restaurants and hairdressers	31%	76%	84%	51%	83%	88%
Providing dog and animal control	NCI	75%	80%	69%	74%	79%
Managing and issuing resource consents	NCI	55%	63%	50%	49%	61%

▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)

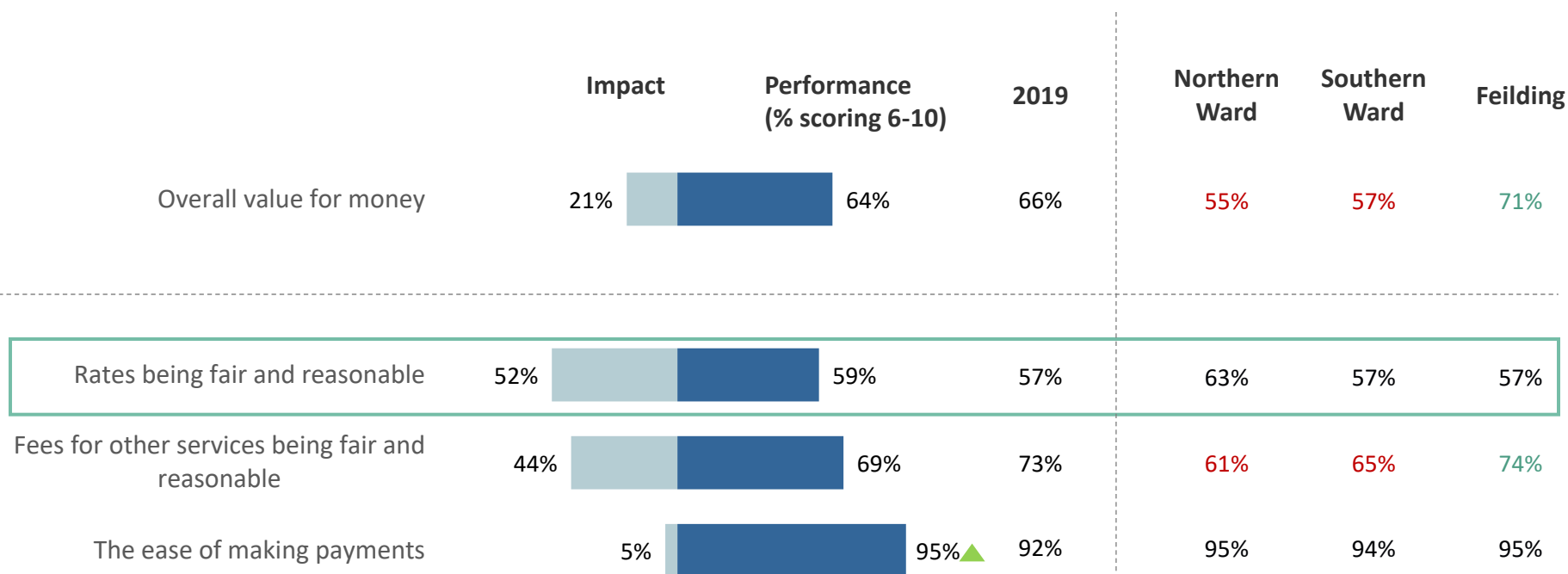
Significantly lower than other ward (s)

NOTES:

1. Sample: n=233; Excludes Don't knows
2. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services?
3. OS2: Based on your experience and impressions, how would you rate the council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'.
4. NCI - No current impact

*Rates being fair and reasonable* offers the best potential for improving perceptions of *Value for money* due to its high impact and low satisfaction score

## Driver analysis: Value for money



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)

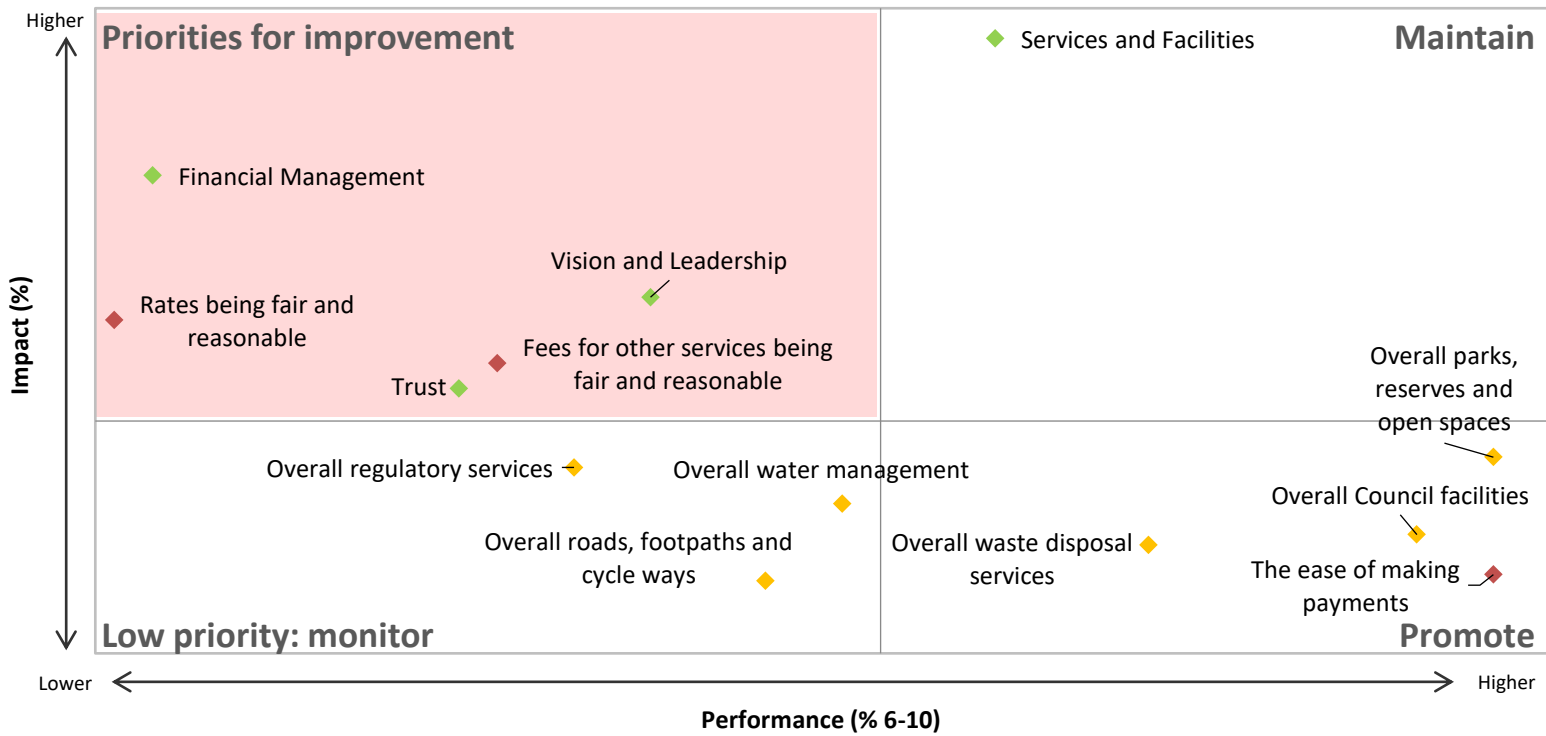
Significantly lower than other ward (s)

NOTES:

1. Sample: n=402; Excludes Don't knows
2. VM1: How would you rate your satisfaction with the Manawātū District Council for...?; Ease of making payment n=409, Rates being fair and reasonable based on ratepayers n=405, Fees for other services n=346
3. VM2: Considering all the services and facilities that the Manawātū District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

The key priorities for improvement pertain to the reputational aspects of *Financial management, Trust, and Vision and leadership*, and the value for money elements of *Rates and Fees for other services being fair and reasonable*

## Priority matrix: Improvement opportunities



- Key**
- ◆ Image and reputation
  - ◆ Services and facilities
  - ◆ Value for money

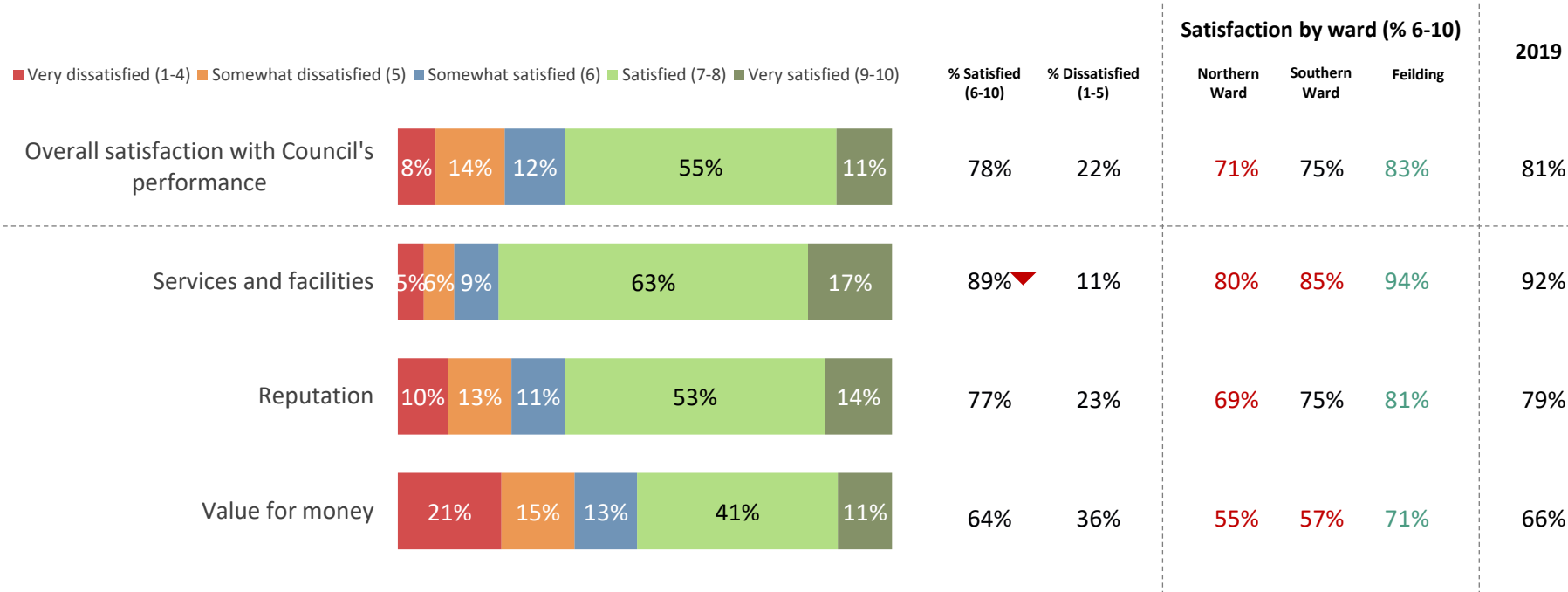




## Satisfaction Scores - Overall Level

Almost eight out of ten residents (78%) are satisfied with Council's performance (scoring 6 to 10 out of 10). Feilding ward residents are likely to be more satisfied with *Services and facilities*, *Reputation* and *Value for money* than residents of other wards

## Overall Satisfaction



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

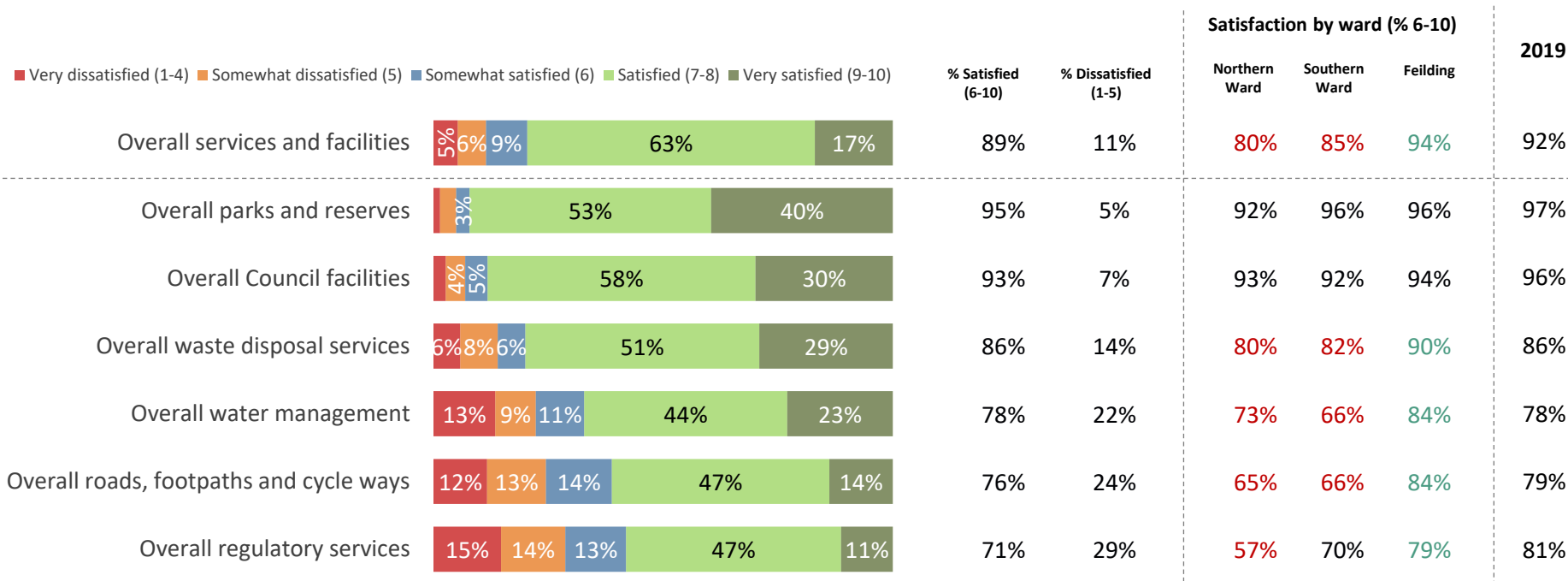
▲ Significantly higher than other ward (s)  
▼ Significantly lower than other ward (s)

**NOTES:**

1. Sample: n=439; Excludes Don't knows
2. OP1: So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall performance? n=447; Excl. DK
3. VM2: Considering all the services and facilities that the Manawātū District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? n=413; Excl. DK
4. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides? n=438 Excl. DK
5. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation? n=432; Excl. DK

Satisfaction with *Services and facilities* has slightly declined from 92% in 2019 to 89% in 2020. *Fielding* residents are likely to be more satisfied with *Waste disposal services, Water management* and *Roads, footpaths and cycleways* than residents in the *Northern* and *Southern* wards

## Services and Facilities



NOTES:

1. Sample: n=437; Excludes Don't knows
2. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides? n=438; Excl. DK
3. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district? n=401 Excl. DK
4. WR4: How would you rate your satisfaction with the Manawatu District Council overall for its waste disposal services? n=434 ;Excl. DK
5. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawatu district? n=445 Excl. DK
6. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces? n=414 ;Excl. DK
7. CF3: When you consider all the public facilities that are provided by Manawatu District 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? n=430; Excl. DK
8. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services? n=265; Excl. DK

▲ Significantly higher than last year

▼ Significantly lower than last year

▲ Significantly higher than other ward (s)

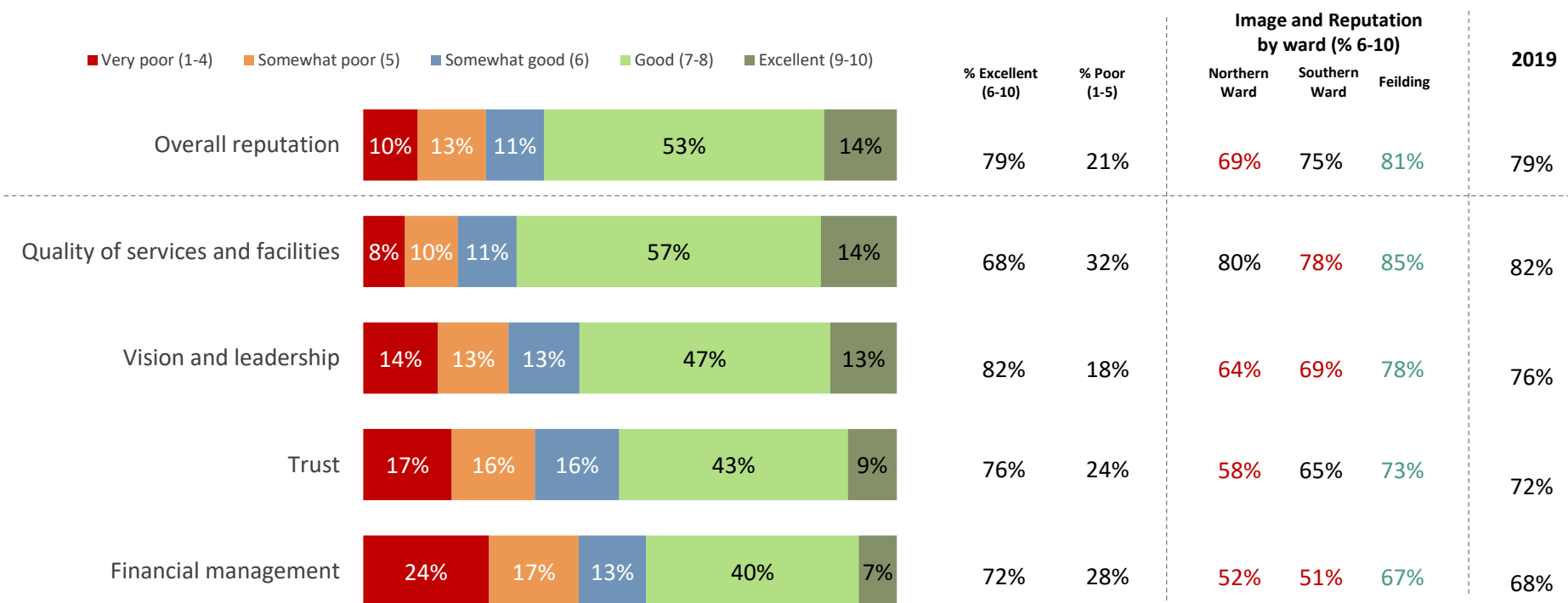
▼ Significantly lower than other ward (s)



## Satisfaction Scores - Reputation

## Perceptions of drivers of *Council's reputation* are still highest in the *Feilding* ward

### Image and reputation



NOTES:

1. Sample: n=439; Excludes Don't knows
2. REP1: Thinking about how committed the Council is to making it easier to live in Manawātū, being in touch with the community and setting clear direction... overall how would you rate the Council for its leadership? n=424; Excl. DK
3. REP2: Now thinking about how open and transparent Council is, whether it can be relied on to act honestly and fairly, its competence, future planning and ability to work in the best interests of the district. Overall how much confidence do you have in Council? n=438; Excl. DK
4. REP3: Regarding 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 the Council overall for its financial management? n=365; Excl. DK
5. REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services and facilities they provide? n=443; Excl. DK
6. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation? n=432; Excl. DK

▲ Significantly higher than last year

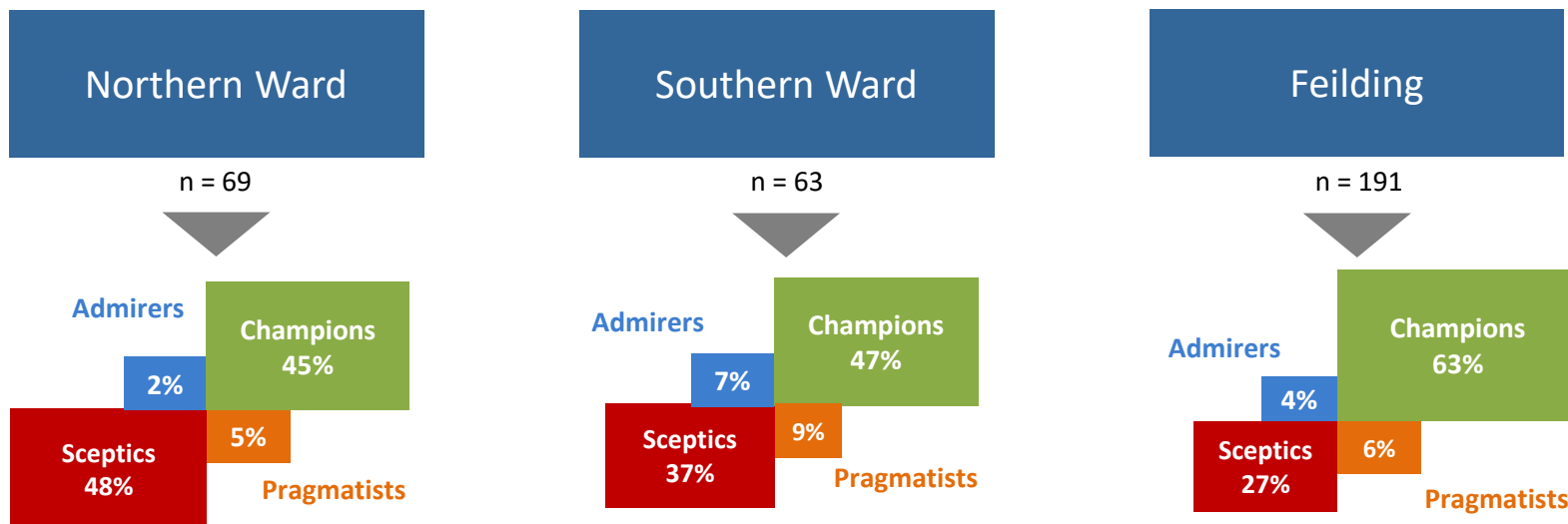
▼ Significantly lower than last year

▲ Significantly higher than other ward (s)

▼ Significantly lower than other ward (s)

Feilding ward is more likely to have more 'Champions' or those who recognise or value Council's performance. The Northern ward, on the other hand, has a less positive reputation profile with almost half of its residents (48%) being 'Sceptics'

## Reputation profile: Wards

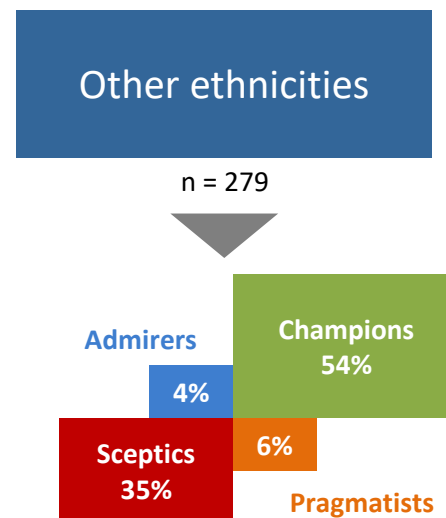
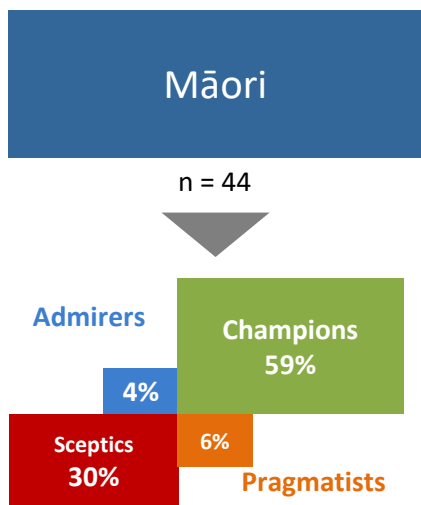


NOTES:

1. Sample: n=323; 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, OVLSV quality of deliverables, REP5 overall reputation

Māori residents are more likely to be 'Champions' than other ethnicities

## Reputation profile: Ethnicity

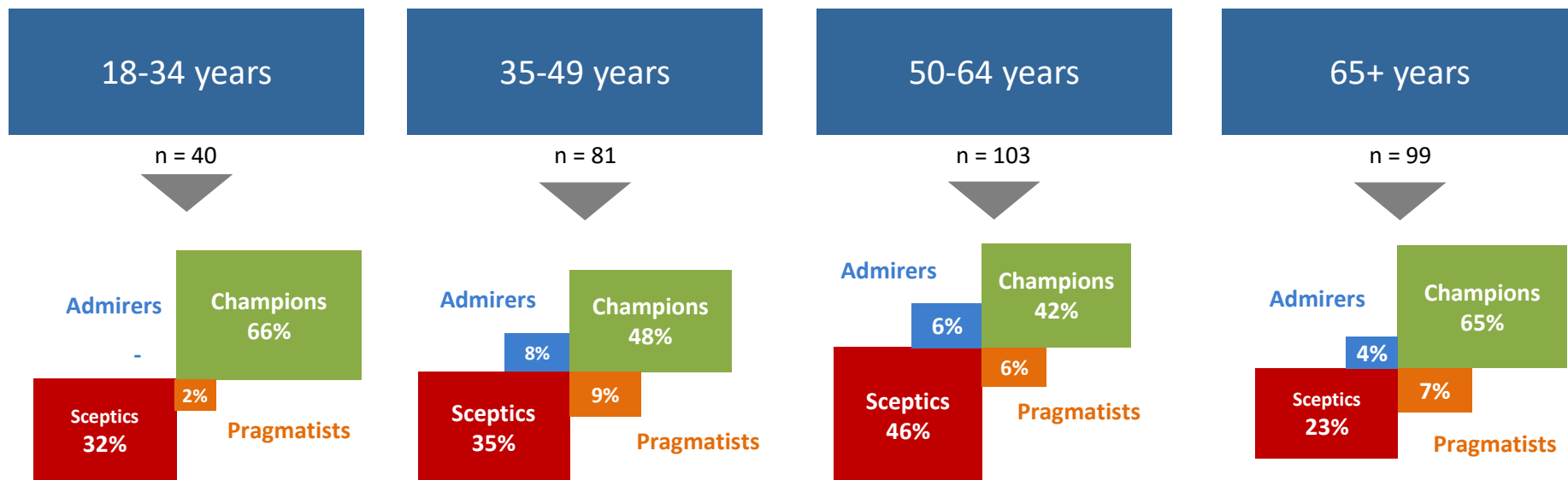


NOTES:

1. Sample: n=323; 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, OVLSV quality of deliverables, REP5 overall reputation

The *younger age group (18-34 years)* as well as the *older age group (65+ years)* are more likely to be 'Champions' as opposed to other residents

## Reputation profile: Age



NOTES:

1. Sample: n=323; 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, OVLSV quality of deliverables, REP5 overall reputation

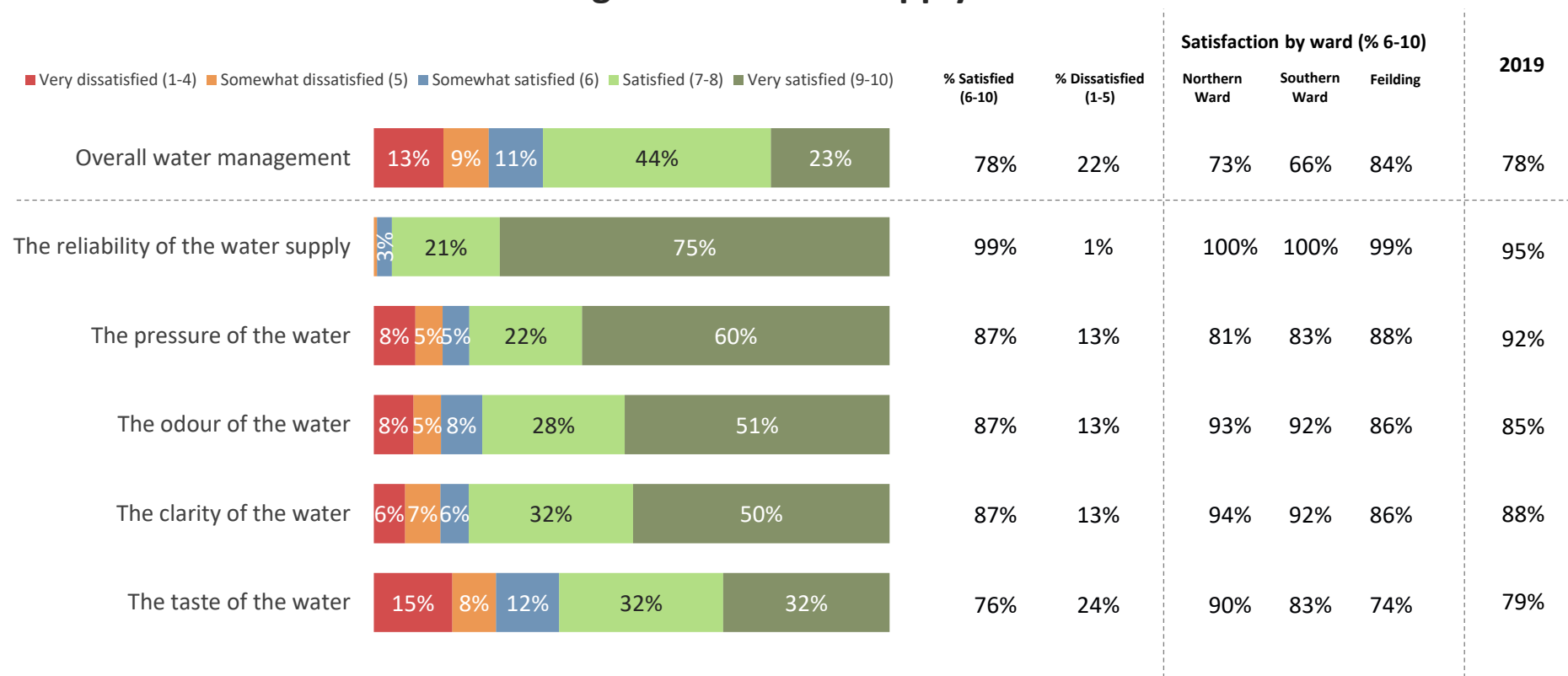




## Satisfaction Scores - Infrastructure

Nearly all residents (99%) in the District are satisfied with the *Reliability of water supply*

## Services and Facilities: Water Management – Town Supply and Rural Water Scheme

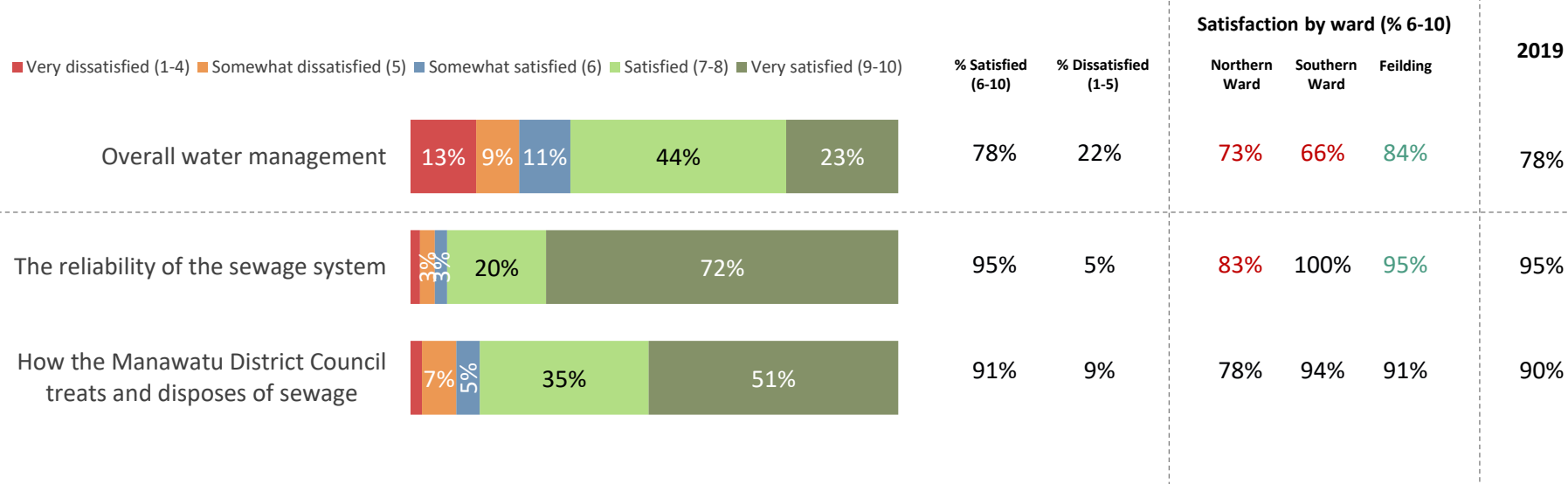


NOTES:

1. Sample: n=374; Excludes Don't knows
2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawātū district. n=401 Excl. DK
3. TW2: On the scale of 1- 10, how would you rate your satisfaction with... Excl. DK Reliability n=263, Taste n=255, Odour n=257, Pressure n=258, Clarity n=262

*Feilding ward residents are likely to be significantly more satisfied with Overall water management as well as the Reliability of the sewage system than Northern ward residents*

## Services and Facilities: Water Management – Town Sewage System



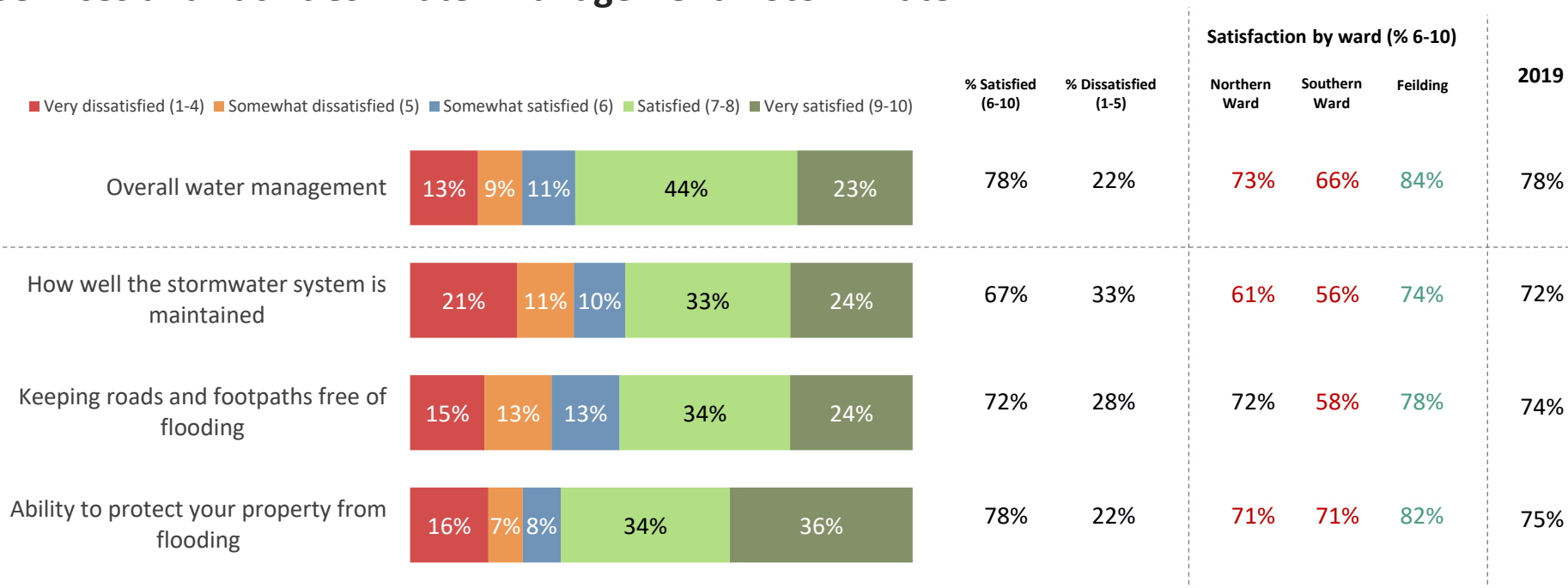
*Significantly higher than other ward (s)*  
*Significantly lower than other ward (s)*

NOTES:

1. Sample: n=374; Excludes Don't knows
2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawātū district. n=401; Excl. DK
3. TW4: On the scale of 1-10, how would you rate your satisfaction with... Excl. DK; Sewage treatment and disposal n=172, Reliability of Sewage system n=225

*Feilding residents are more likely to be satisfied with all aspects of Stormwater management compared to Northern and Southern ward residents*

## Services and Facilities: Water Management – Stormwater



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

**NOTES:**

1. Sample: n=395; Excludes Don't knows
2. TW6: And overall, when you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district. n=401; Excl. DK
3. TW5: On the scale of 1-10, how would you rate your satisfaction with the stormwater system in terms of... Excl. DK; System maintenance n=359, Road flooding n=406, Properties flooding n= 394

## Services and Facilities: Dissatisfaction about Water Management

### Reasons for Dissatisfaction

We do not have footpaths only a nasty road.

We pay rates for zero done for Tangimoana, a forgotten village.

We have no stormwater management in our area.

Poorly maintained water tables on rural roads.

Sanson has open drains, and the country drains beside the roads are not maintained at all.

The stormwater system is very poor. I had to contact the Council about this too.

The drains on the roads aren't cleaned out properly so my property is not protected from flooding.

There is no stormwater and yet we are paying for stormwater in Himatangi beach. We experience flooding. The water has had taste, clarity and pressure issues. Rates have been increased to cover stormwater and we have been told we are not going to get it.

It is just maintenance. They don't maintain the flood gates of the system.

There is no stormwater in rural North.

I don't see any water management. We are rural. The only thing is the stream could overflow with run off etc.

The Halcombe water scheme has not been managed properly and the sewerage treatment system has not been managed properly at all.

The inability of the stormwater system to handle flooding in heavy rain in my area

We pay for a sewer service that we do not need and cannot connect. We pay for a water service that we use little and is not available when we need it. There is a block of about 140 properties in Mount Taylor in the same position.

#### NOTES:

1. TW7: Was there anything specific that you were dissatisfied with in regards to water management? n=30

Satisfaction with *Roads easy to navigate with sufficient signage* has significantly declined since 2019 whereas satisfaction with *Dedicated walkways and other cycle ways* has considerably improved

## Services and Facilities: Roads, Footpaths and Cycle ways

	Satisfaction by level					% Satisfied (6-10)	% Dissatisfied (1-5)	Satisfaction by ward (% 6-10)			2019
	Very dissatisfied (1-4)	Somewhat dissatisfied (5)	Somewhat satisfied (6)	Satisfied (7-8)	Very satisfied (9-10)			Northern Ward	Southern Ward	Feilding	
Overall roads, footpaths and cycle ways	12%	13%	14%	47%	14%	76%	24%	65%	66%	84%	79%
Roads easy to navigate with sufficient signage	8%	5%	7%	49%	30%	87%	13%	78%	88%	90%	91%
Parking provisions	13%	10%	12%	41%	24%	77%	23%	66%	74%	82%	81%
Dedicated walkways and other cycle ways	18%	10%	10%	42%	20%	72%	28%	71%	67%	74%	68%
Footpaths are maintained	19%	9%	14%	40%	18%	72%	28%	68%	59%	77%	73%
Footpaths and crossing points for mobility scooters	23%	9%	13%	37%	17%	67%	33%	72%	58%	70%	65%
Local road conditions expected quality	14%	12%	14%	44%	16%	74%	26%	64%	66%	82%	75%
The safety of the roads	18%	12%	15%	40%	15%	70%	30%	57%	63%	79%	74%
Adequacy of cycleways on our roads	31%	12%	11%	33%	12%	57%	43%	47%	48%	63%	57%

▲ Significantly higher than last year

▼ Significantly lower than last year

▲ Significantly higher than other ward (s)

▼ Significantly lower than other ward (s)

NOTES:

1. Sample: n=445; Excludes Don't knows
2. RF2: Overall how satisfied are you with the roads, cycleways, footpaths and walkways around the Manawātū district. n=445; Excl. DK
3. RF1: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... Excl. DK; Dedicated walkways n=376, Parking provisions n=427, Footpaths n=380, Road conditions n=451, Safety of the roads n=449, Sufficient signage n=444, Footpath maintenance n=380, Adequate cycleways n=361

## Services and Facilities: Dissatisfaction regarding Roads, Footpaths and Cycleways

### Reasons for Dissatisfaction

The Junction road east is mainly metal and is not graded enough. There is a lot of resealing needing to be done on country roads i.e. Junction Rd West is shocking.

Lack of cycle ways and safety on Forlong road. It is too narrow . Bus uses route and the kerb is not level so it can't be used for passing. Kerbside sloping is so unsafe for walking or cycling on.

Rural areas narrow side roads, e.g. Rangitoto road. There is no room to turn into driveways and there are visibility issues in places.

Nothing for children to walk to school on, wheelchairs and strollers and scooters (mobility). Roads too high and they drain into private property.

There's no safe place to cycle from our house to town, forcing us to take our own private car. Was recently marked and it has caused more problems and became more dangerous not giving the cyclists enough room.

Cycle ways to cater for cyclists and cars at the same time. It is dangerous for a car and a truck. Any cycle route needs its own lane like they do in town.

We have to pay rates and are getting charged for facilities that we don't get, e.g. footpaths and lighting. They are always using cheap things to fix the roading and that's why we are having heaps of problems.

Lack of quality sealing, road markings and gutters.

They use contractors for the road and don't get the value.

The width of the roads - not wide enough. Crossing points, footpaths and wheelchair access in town - they could be a lot better in busy places. Rural roads - we live on a busy rural road and it is too narrow for cycling. I also run and it is very dangerous. Taonui Road. They widened one end of it and left the other end narrow. I have kids who would like to bike to school but that is never going to happen. It is just extremely dangerous.

It is just the maintenance.

NOTES:

1. Sample: n=452
2. RF3: Was there anything specific that you were dissatisfied with in regards to Roads, footpaths and cycleways management? n=19

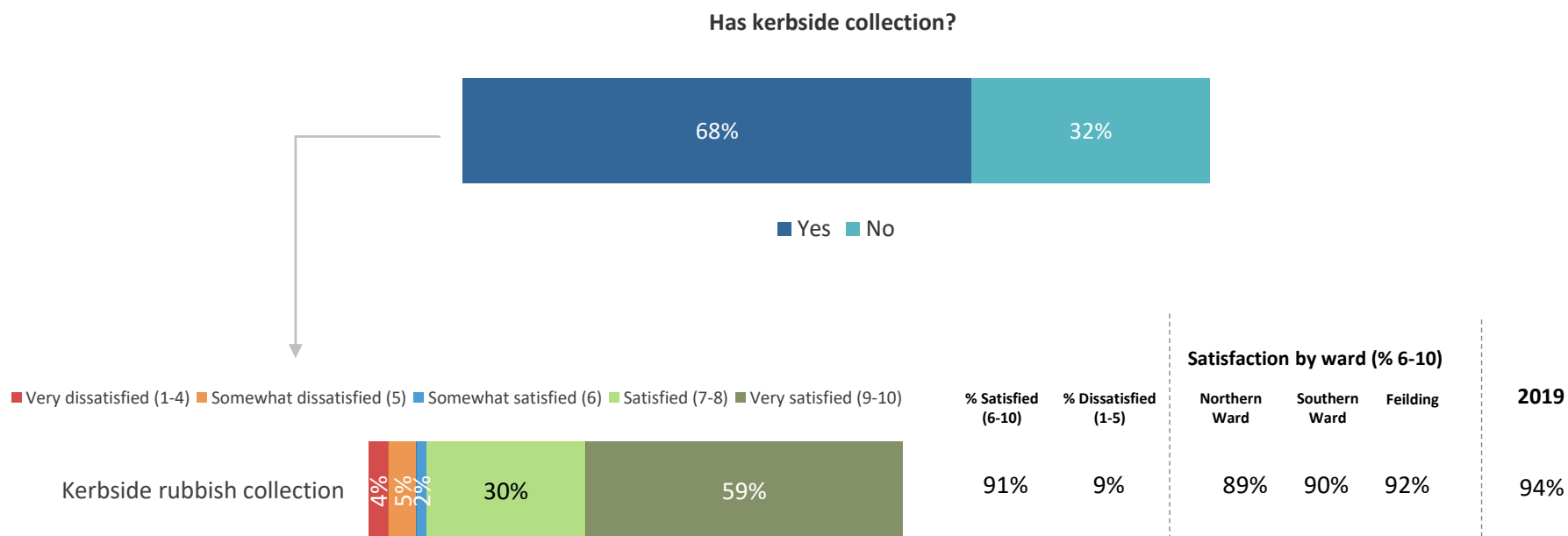


## Satisfaction Scores - Waste and Rubbish Disposal Services



Almost seven in ten residents (68%) have *Kerbside rubbish collection* and more than nine in ten of them (91%) are satisfied with the service

## Services and Facilities: Waste and Rubbish Disposal



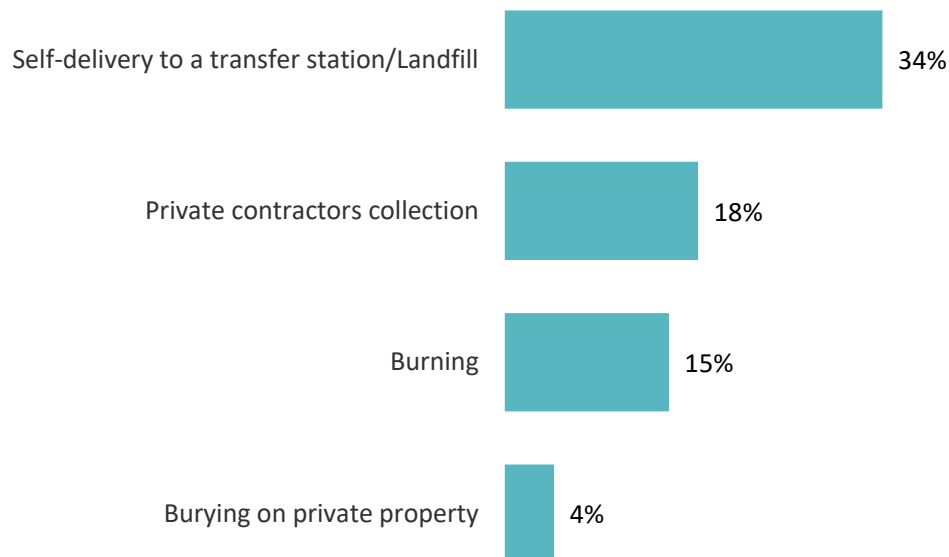
**NOTES:**

1. Sample: n=307
2. WR1: Which of the following methods does your household use for disposal of non-recyclable waste?
3. WR2: Still using the 1-10 scale, how satisfied are you with Council's kerbside collection service? n=306; Excludes Don't knows

Around a third of residents (34%) use *Self-delivery to a transfer station/Landfill* as the method for disposal of non-recyclable waste

## Services and Facilities: Waste and Rubbish Disposal

Household methods for disposal of non-recyclable waste

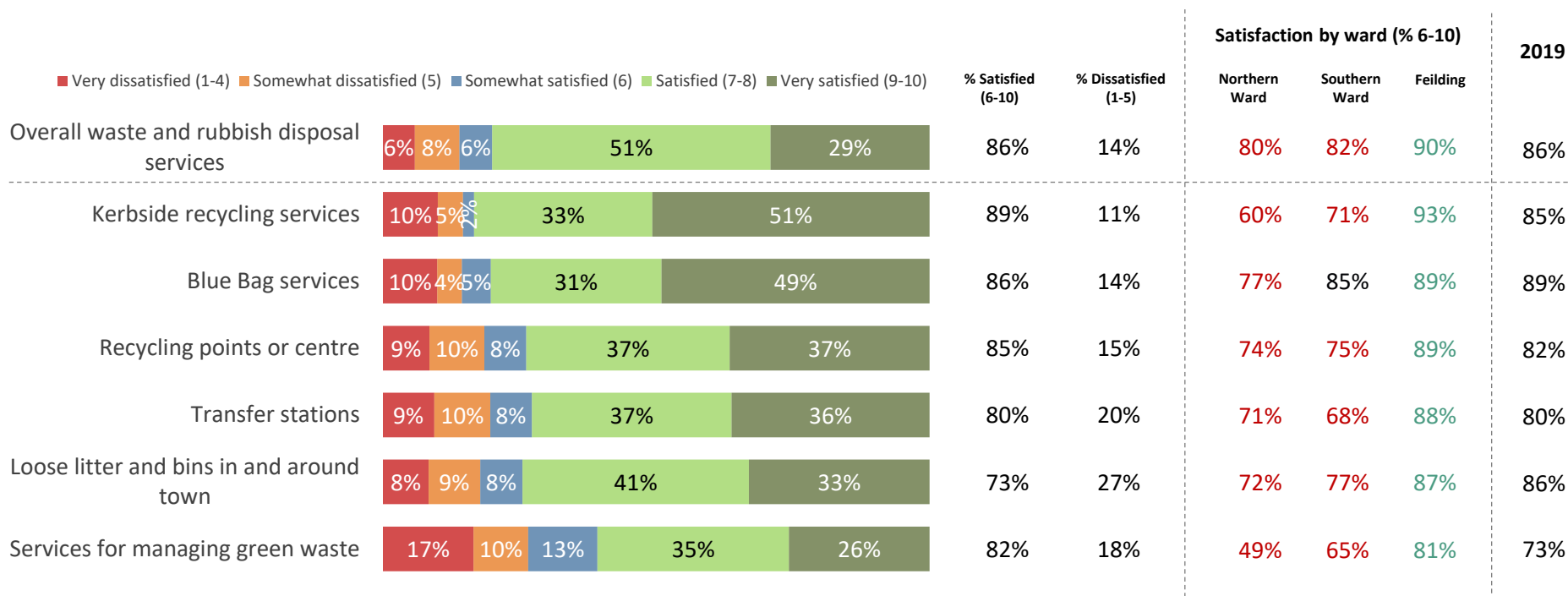


NOTES:

1. Total Sample: n=448; Excludes Don't knows
2. WR1: Which of the following methods does your household use for disposal of non-recyclable waste?

More than eight in ten residents (86%) are satisfied with *Overall waste and rubbish and disposal services*. *Feilding* residents are likely to be more satisfied with all aspects of *Waste disposal* than other residents

## Services and Facilities: Waste and Rubbish Disposal



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

NOTES:

1. Sample: n=420; Excludes Don't knows
2. WR4: How would you rate your satisfaction with the Manawātū District Council overall for its waste disposal services? n=434; Excludes Don't knows
3. WR3: How satisfied are you with each of the following services that are provided by Council? Excludes Don't knows; Blue Bag n=339, Loose litter n=404, Kerbside recycling n=317, Transfer station n=314, Green waste n=229, Recycling points n=359

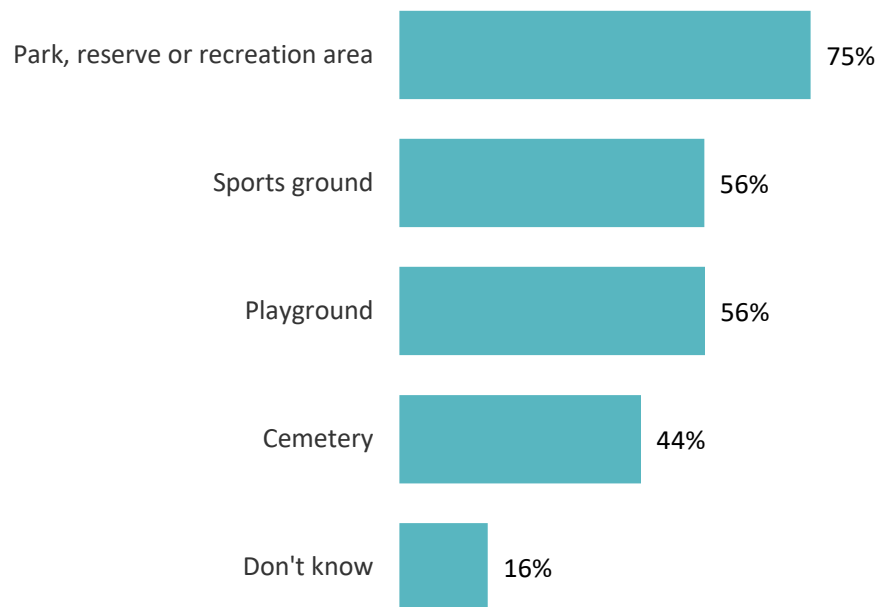


## Satisfaction Scores – Parks, Reserves and Sportsgrounds

*Parks, reserves and recreation areas are the most frequently visited Council-maintained spaces in the last year, followed by Sports grounds and Playgrounds*

## Services and Facilities: Parks, Reserves and Sports grounds

**% of respondents who visited the following Council-maintained spaces in the last year**

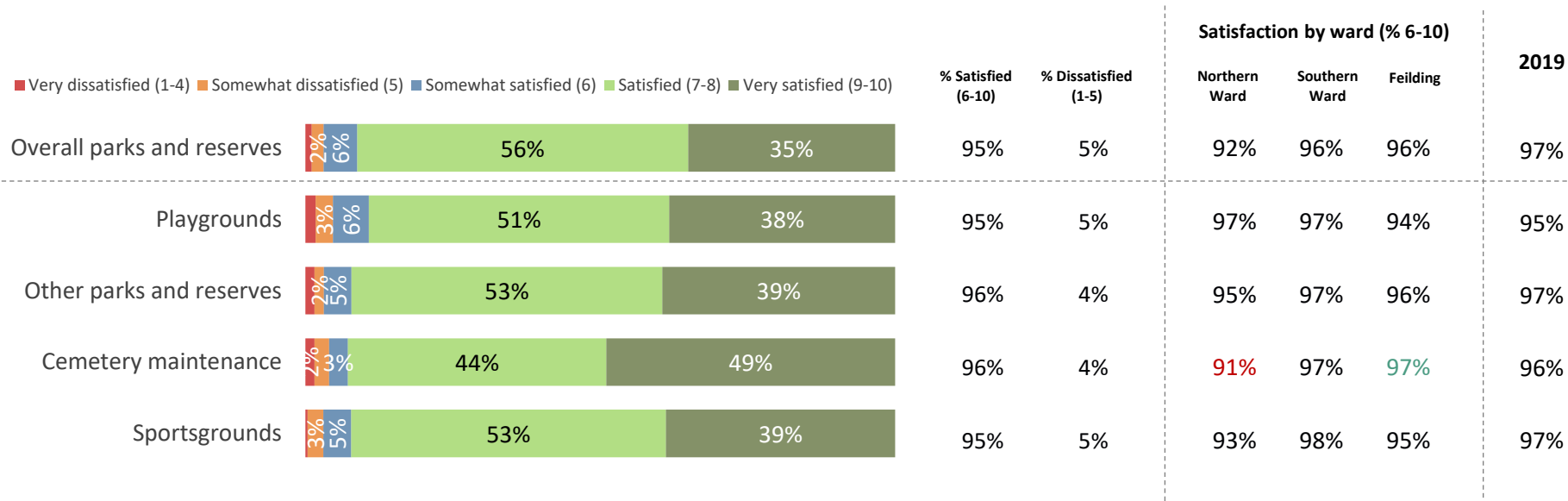


**NOTES:**

1. Total Sample: n=448; Excludes Don't knows
2. PR1: In the last year, which of the following have you visited?

*Feilding residents are likely to be significantly more satisfied with Council's Cemetery maintenance than the Northern ward residents*

## Services and Facilities: Parks, Reserves and Sportsgrounds



*Significantly higher than other ward (s)*

*Significantly lower than other ward (s)*

NOTES:

1. Sample: n=386; Excludes Don't knows
2. PR3: And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, cemeteries and other open spaces? n=414; Excludes Don't knows
3. PR2: Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall experience with Council's... Excludes Don't knows; Playgrounds n=317, Other parks and reserves n=385, Cemetery maintenance n=244, Sportsgrounds n=331

More than eight in ten residents in the District have taken part in *Walking* (85%) and *Gardening* (81%) in the past year

## Leisure and recreational activities residents take part in

Participation in leisure or recreational activities

	Day tramp	Organised sport	Dance	Mountain biking	Yoga	Road cycling	Individual fitness	Group fitness	Swimming	Playing games	Running /jogging	Gardening	Walking
<b>Daily</b>	0%	1%	1%	1%	1%	2%	21%	2%	3%	8%	3%	15%	30%
<b>2-3 times a week</b>	1%	3%	1%	-	1%	4%	20%	5%	5%	7%	5%	15%	18%
<b>Weekly</b>	1%	10%	2%	2%	2%	6%	12%	8%	6%	11%	5%	26%	19%
<b>Monthly</b>	9%	3%	1%	3%	1%	3%	3%	2%	8%	5%	3%	14%	3%
<b>Occasionally</b>	22%	6%	5%	7%	4%	8%	7%	4%	19%	16%	8%	11%	14%
<b>Never</b>	68%	76%	92%	86%	90%	78%	36%	80%	59%	52%	75%	19%	15%

NOTES:

1. Total Sample: n=446; Excludes Don't knows
2. PR4: In the last 12 months, what type of leisure and recreational activities do you take part in and how often do you do it?



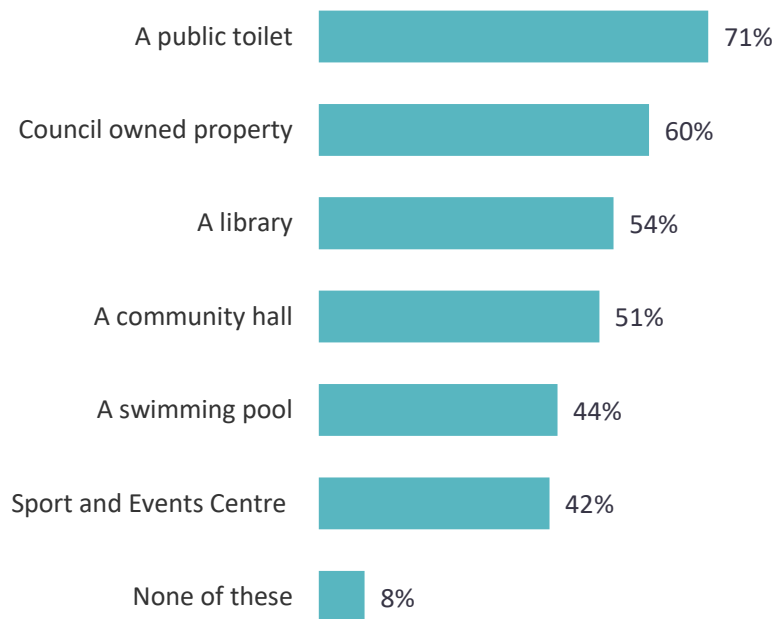
## Satisfaction Scores – Council Facilities



At least half of the District's residents have visited *Public toilets* (71%), *Council-owned properties* (60%), *Libraries* (54%) and *Community halls* (51%)

## Services and Facilities: Council facilities

**% of residents who visited the following  
Council facilities in the last year**

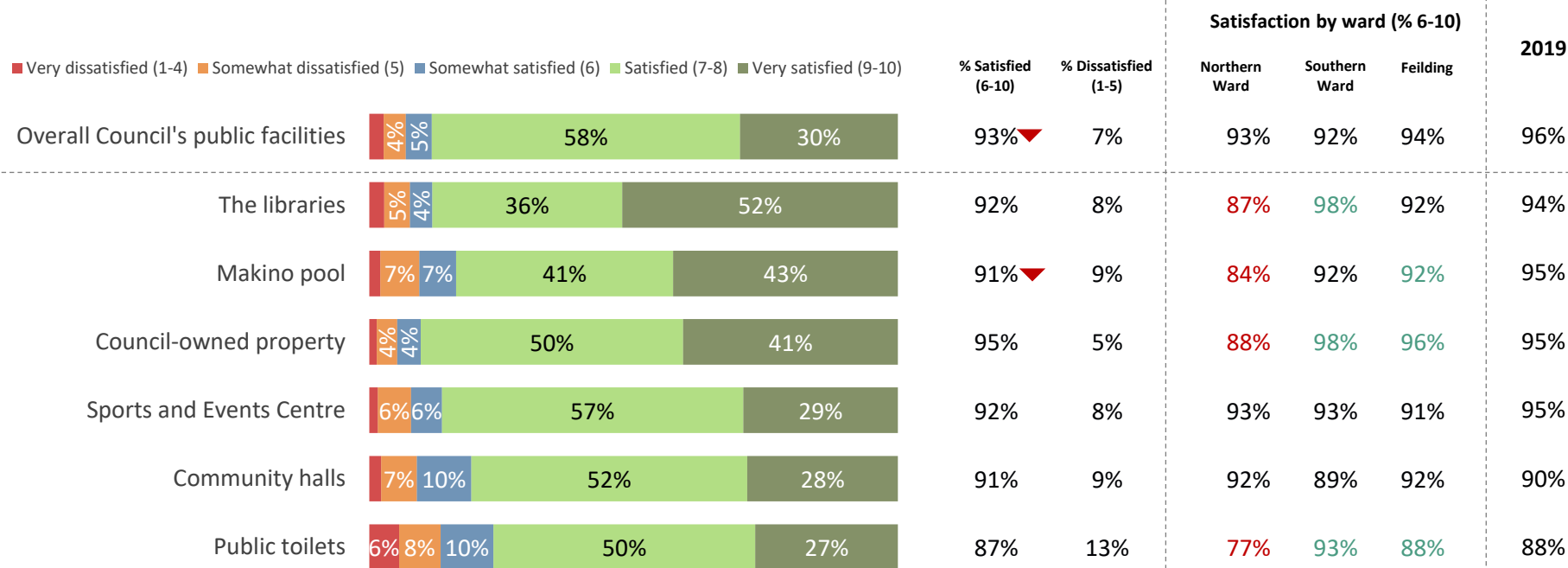


**NOTES:**

1. Sample: n=448; Excludes Don't knows
2. CF1: Which of the following facilities have you visited in the last year?

Most of the residents (93%) are satisfied with *Council's public facilities*, with *Council-owned properties* having the highest satisfaction score. *Southern ward* and *Feilding ward* residents are significantly more likely to be satisfied with *Public toilets* than residents in the *Northern ward*

## Services and Facilities: Council facilities



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

Significantly higher than other ward (s)

Significantly lower than other ward (s)

### NOTES:

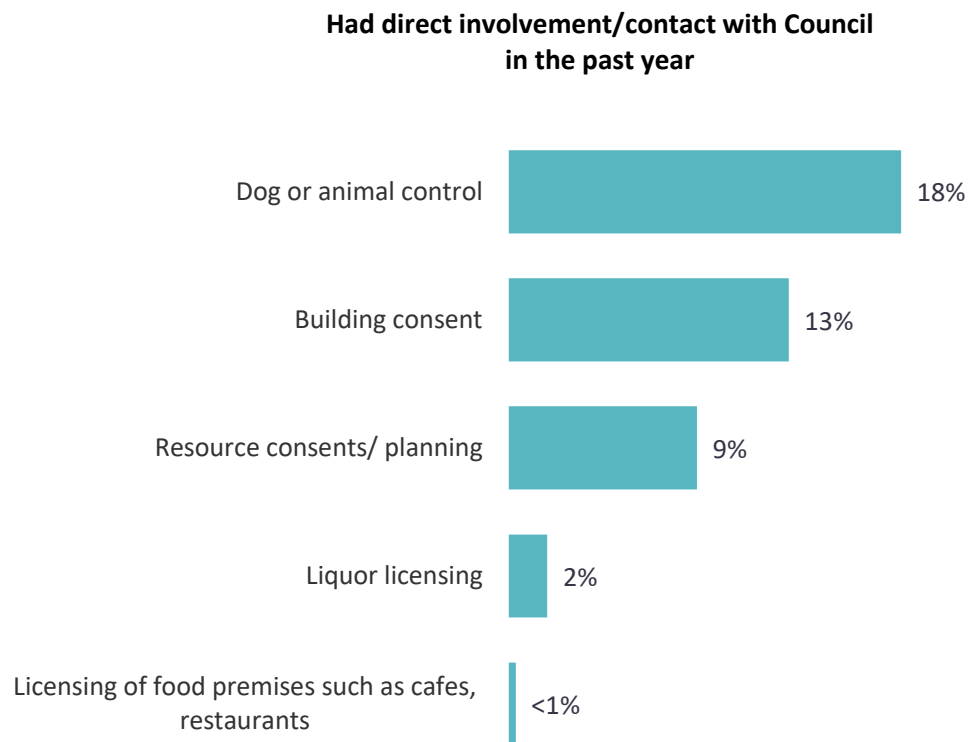
1. Sample: n=411; Excludes Don't knows
2. CF3: When you consider all the public facilities that are provided by Manawātū District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?; Excludes Don't knows
3. CF2: How would you rate your overall satisfaction with each of the following facilities? Excludes Don't knows; Sports / Events Centre n=249, Community Halls n=273, Toilets n=348, Makino Pools n=250, Libraries n=296, Community owned property n=320



## Satisfaction Scores - Regulatory Services

Almost two in ten residents (18%) have had direct involvement/contact with Council in relation to *Dog or animal control*

## Services and Facilities: Regulatory Services

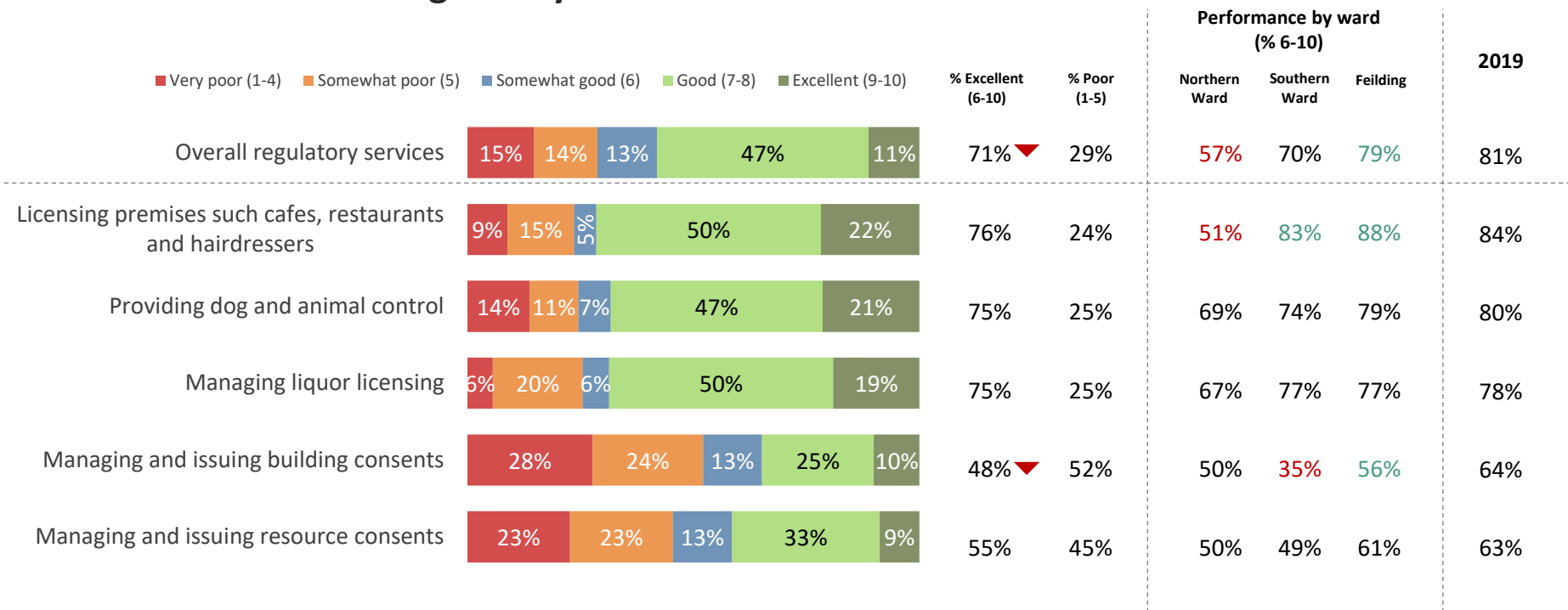


NOTES:

1. Sample: n=448; Excludes Don't knows
2. OS1: Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in relation to any of the following?

Satisfaction with *Regulatory services* has significantly declined to 71% in 2020 from 81% in 2019. *Feilding* residents are likely to be more satisfied with *Managing and issuing building consents* than *Southern ward* residents

## Services and Facilities: Regulatory Services



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

Significantly higher than other ward (s)

Significantly lower than other ward (s)

NOTES:

1. Sample: n=233; Excludes Don't knows
2. OS3: And how would you rate the Manawatu District Council overall for how well it provides these types of regulatory services? n=438; Excludes Don't knows
3. OS2: Based on your experience and impressions, how would you rate the council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'; Excludes Don't knows; Animal control n=201, Building consents n=138, Licensing Premises n=79, Resource consents n=120, Liquor licensing n=74

## Services and Facilities: Reasons for Dissatisfaction

### Reasons for Dissatisfaction

We are building accommodation and each building inspector is different and the environmental manager has a lack of life skills for the job and we get fobbed off by them and Council in general. We never find out who you need to find out stuff from and what we need to know, the system is frustrating.

They did not take action. I think they need to do more general checks out at the beach.

Very poor. It is quite hard to answer, it took 15 years to be cleared and they didn't need to do much, just took so long.

You ring up to complain about the dogs which I will be doing again soon, and they don't really care. They ask you lots of questions, but they don't listen to you and you shouldn't have to get angry with them to get something done.

Dogs are good, it is just comments I have heard from others that have used the building and resource consent services.

Building consents have a lot of unnecessary hoops to go through. Staff attitude.

District scheme is too permissive, allowing too much random development. Regulatory services are unhelpful and officious.

There was a lack of communication and the whole process was stressful as we couldn't communicate directly with the right person and had to deal with a middleman which made the process longer and drawn out with more mistakes being made.

They have got to speed up their consent process.

Too much bureaucracy. Time lapse for various consents goes on and there are lots of consents. Simplify things. It is a minefield.

NOTES:

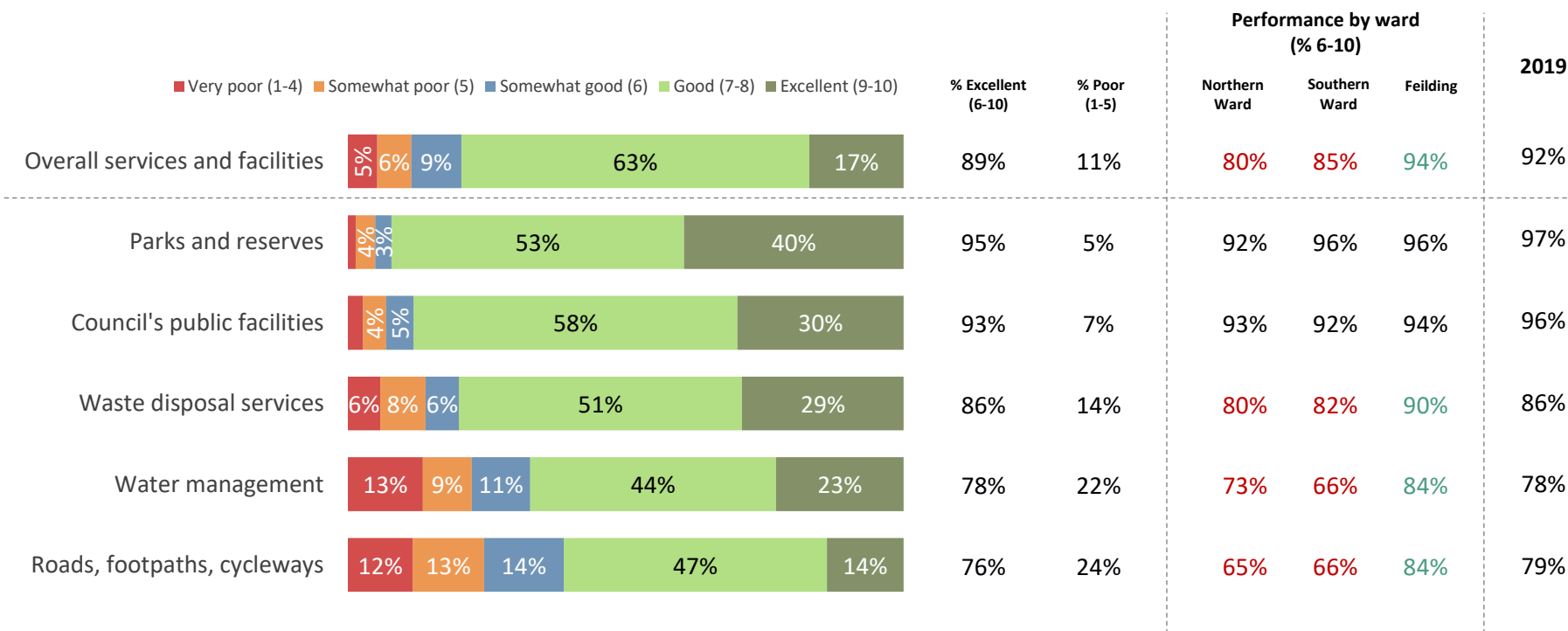
1. OS4: Was there anything specific that you were dissatisfied with in regards to regulatory services? n=11



## Satisfaction Scores – Overall Services and Facilities

Manawatū District Council has performed well on all areas of performance under *Services and facilities* with *Feilding* residents being likely to be more satisfied than residents of the other wards

## Overall Services and Facilities



*Significantly higher than other ward (s)*

*Significantly lower than other ward (s)*

NOTES:

1. Sample: n=437; Excludes Don't knows
2. OVLSV: When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides?



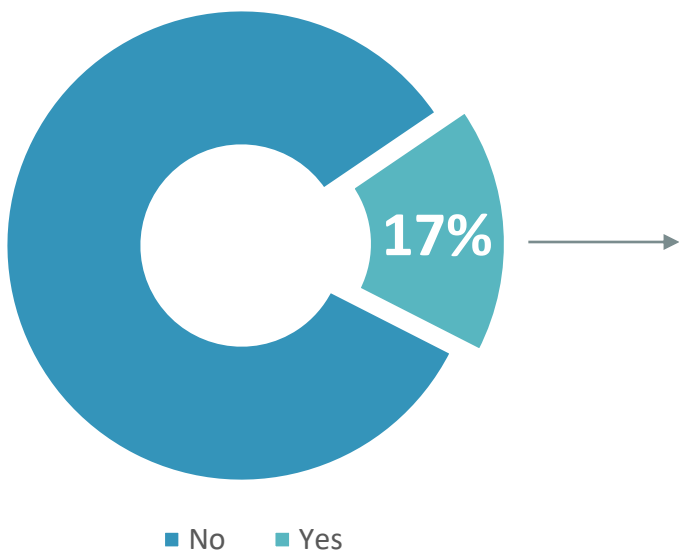


## Satisfaction Scores - Customer Interactions

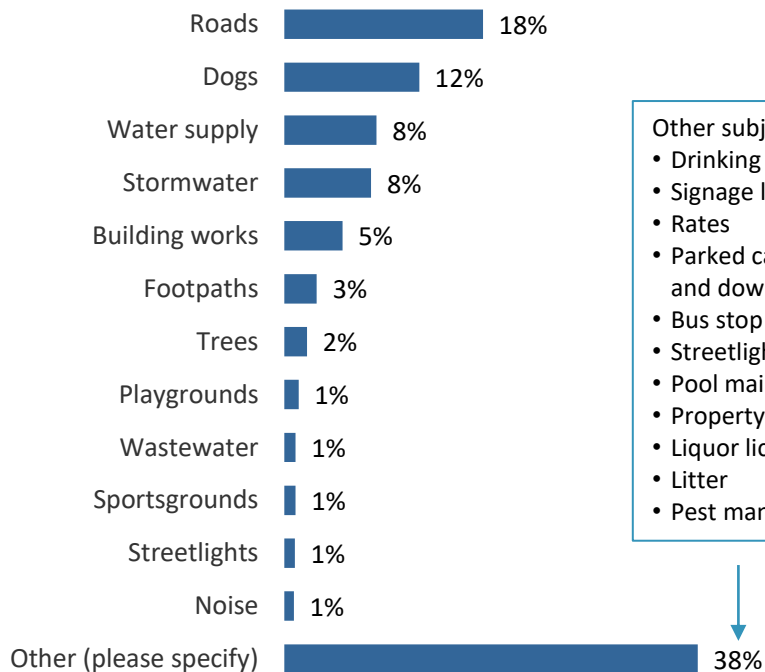
A few residents (17%) have made a *request for service or complaint about Council Service* with almost two in ten (18%) requests relating to *Roads*

## Interaction with request for a service or a complaint

Have made a request for service or complaint about a Council Service



What did it relate to?



Other subjects of request:

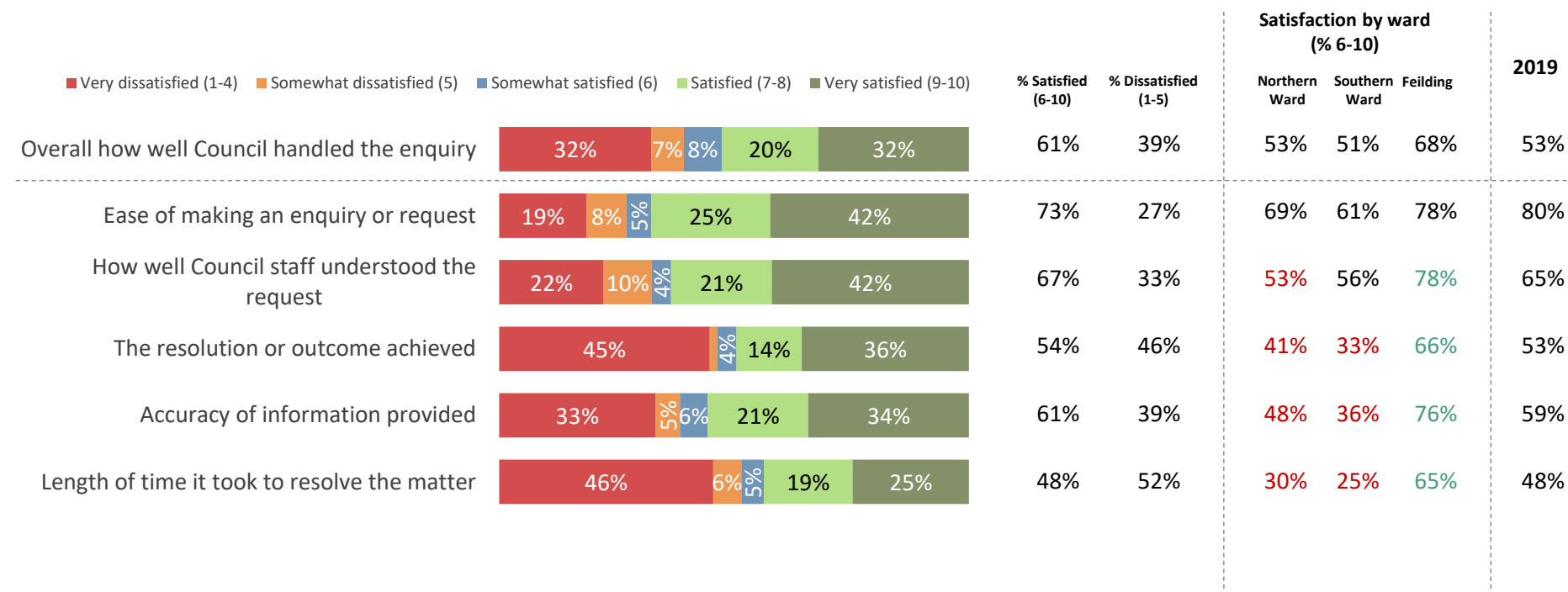
- Drinking water
- Signage left out
- Rates
- Parked cars unregistered up and down the road
- Bus stop
- Streetlight
- Pool maintenance
- Property files
- Liquor licence
- Litter
- Pest management

NOTES:

1. Sample: n=82; Excludes Don't knows
2. RS1: Have you made a request for service or complaint about a Council service during the past 12 months?
3. RS2: Thinking about your most recent request or complaint, what did it relate to?

Satisfaction with *how well Council handled an enquiry* has considerably improved compared with last year increasing from 53% in 2019 to 61% in 2020 although satisfaction with *Ease of making an enquiry or request* has declined to 73% from 80% a year ago

## Interaction in relation to request for a service or a complaint



*Significantly higher than other ward (s)*

*Significantly lower than other ward (s)*

**NOTES:**

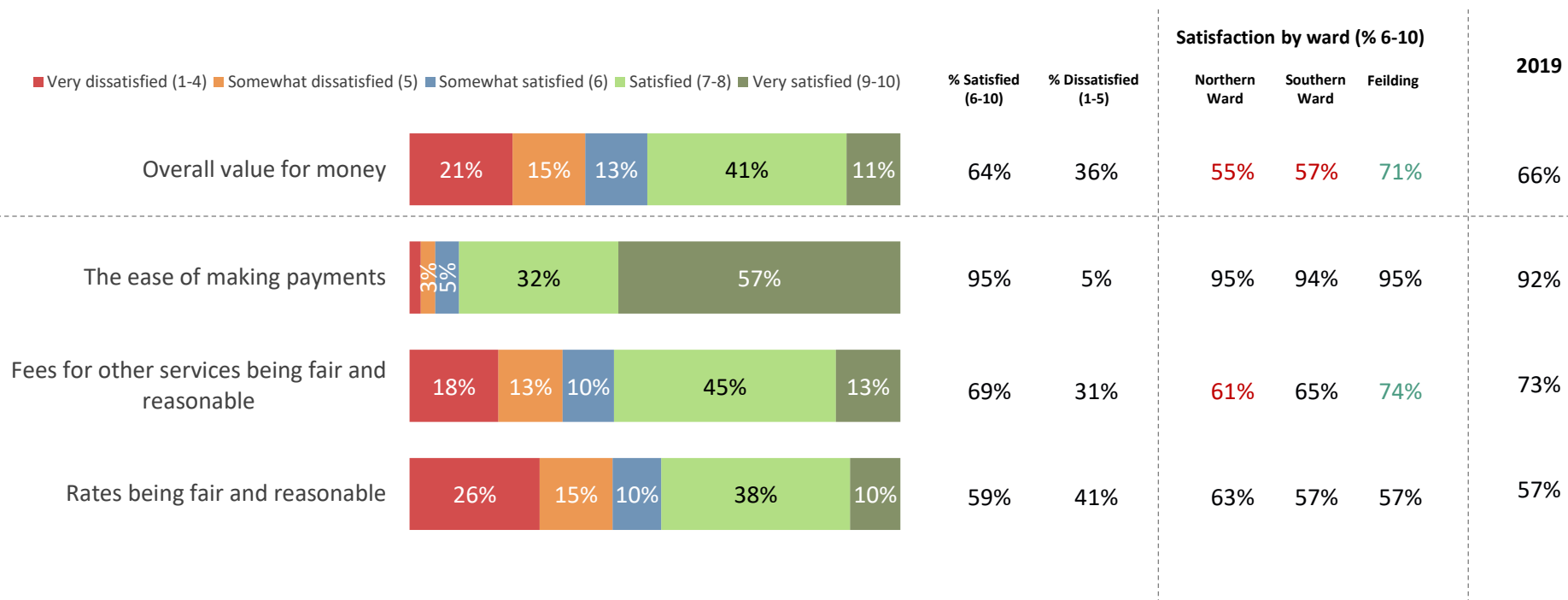
1. Sample: Base n=82 residents who requested a service or made a complaint in the past 12 months
2. RS3: Thinking back to your most recent request, how would you rate your satisfaction with each of the following? Excl. DK; Ease of enquiry n=81, Time to resolve n=80, Accuracy of information provided n=77, Outcome achieved n=78, Understanding request n=79



## Satisfaction Scores - Value for Money

Almost two thirds of residents (64%) are satisfied with *Value for money*. Satisfaction with *Ease of making payments* has slightly increased. *Feilding* residents are likely to be significantly more satisfied with *Fees for other charges being fair and reasonable* than residents in the *Northern* ward

## Value for money



*Significantly higher than other ward (s)*

*Significantly lower than other ward (s)*

NOTES:

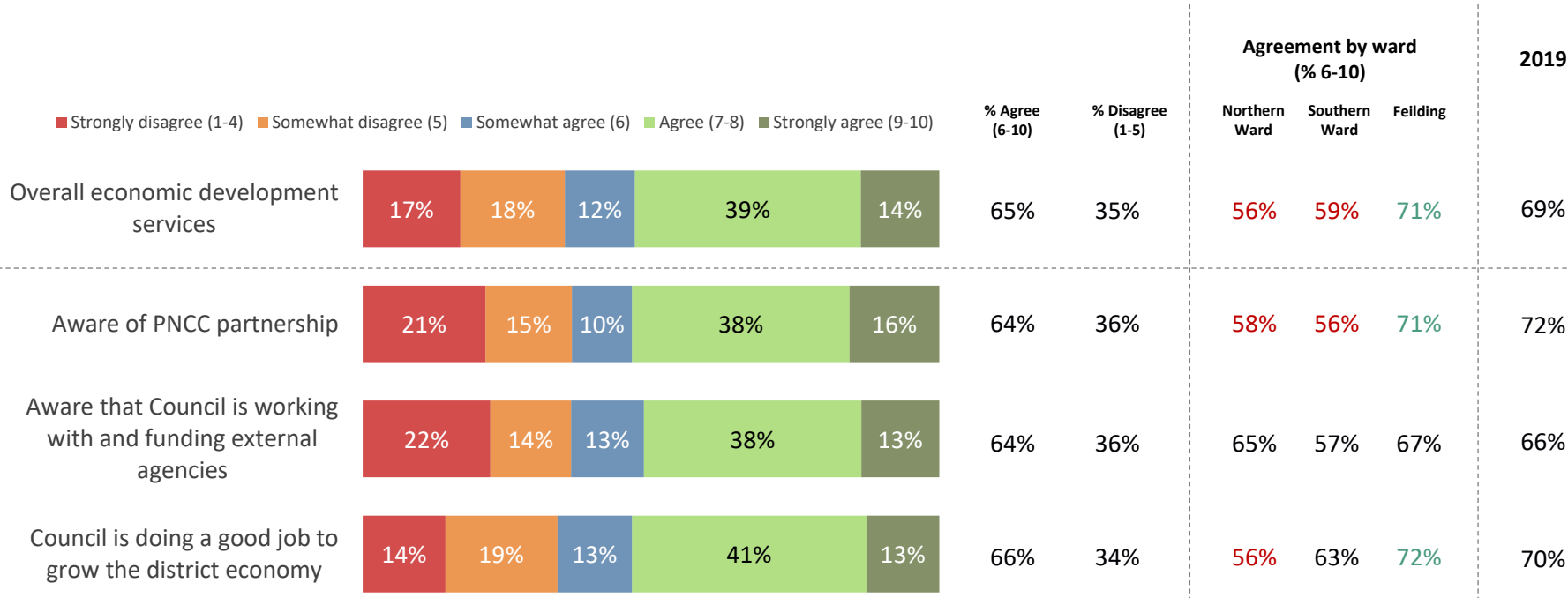
1. Sample: n=402; Excludes Don't knows
2. VM2: Considering all the services and facilities that the Manawātū District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees? n=402; Excludes Don't knows
3. VM1: How would you rate your satisfaction with the Manawātū District Council for... Excludes Don't knows; Rates fair n=391, Other service fair n=329, Ease of making payment n=385



## Satisfaction Scores - Other Services

Nearly two thirds of residents (65%) are satisfied with *Council's economic development services*. Feilding residents are more likely to agree that they are aware that *Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region's economy* compared to other residents

## Economic Development



*Significantly higher than other ward (s)*

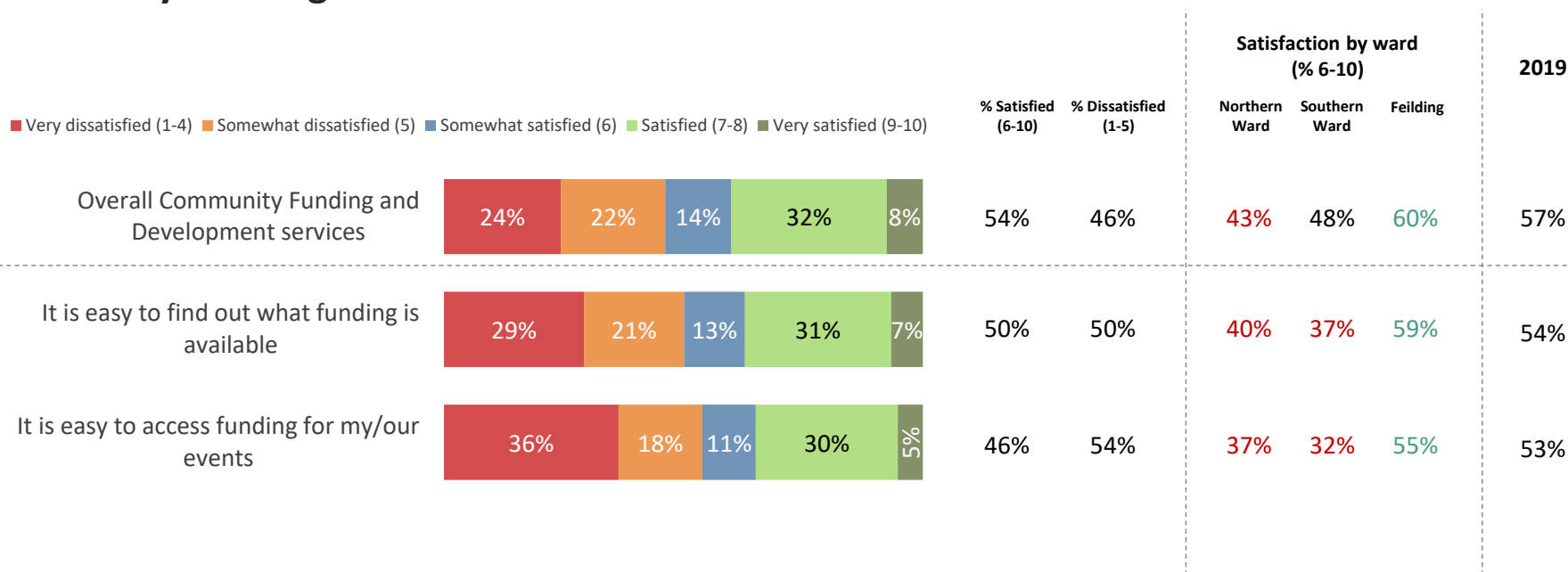
*Significantly lower than other ward (s)*

**NOTES:**

1. Sample: n=371; Excludes Don't knows
2. ED1: On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following economic development statements? Excludes Don't knows; External agencies n=342, PNCC partnership n=356, Growing district economy n=371

Satisfaction with *Community funding and development services* has slightly decreased from 57% in 2019 to 54% in 2020. *Feilding* residents are likely to be more satisfied with *Council's Community funding and development services* than *Northern ward* residents

## Community Funding



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

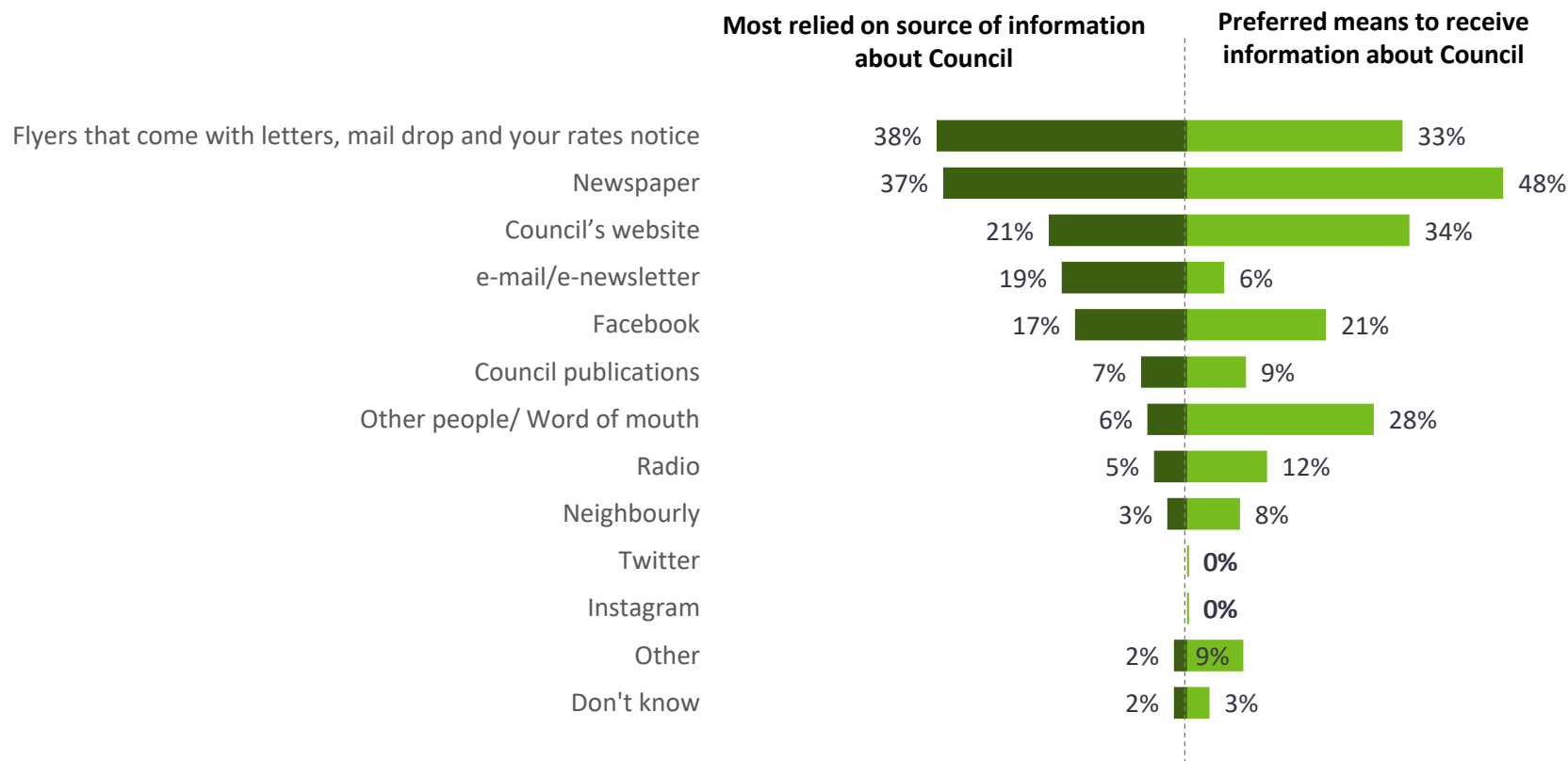
NOTES:

1. Sample: n=231; Excludes Don't knows
2. CFU1: On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following community funding statements? Excludes Don't knows; Ease of finding available funding n=231, Ease of access n=178



Almost four out of ten residents (38%) rely on *Flyers that come with letters, mail drops and rates notice as source of information about Council* whereas nearly half of the residents (48%) prefer receiving information about Council by means of the *Newspaper*

## Communication and Engagement



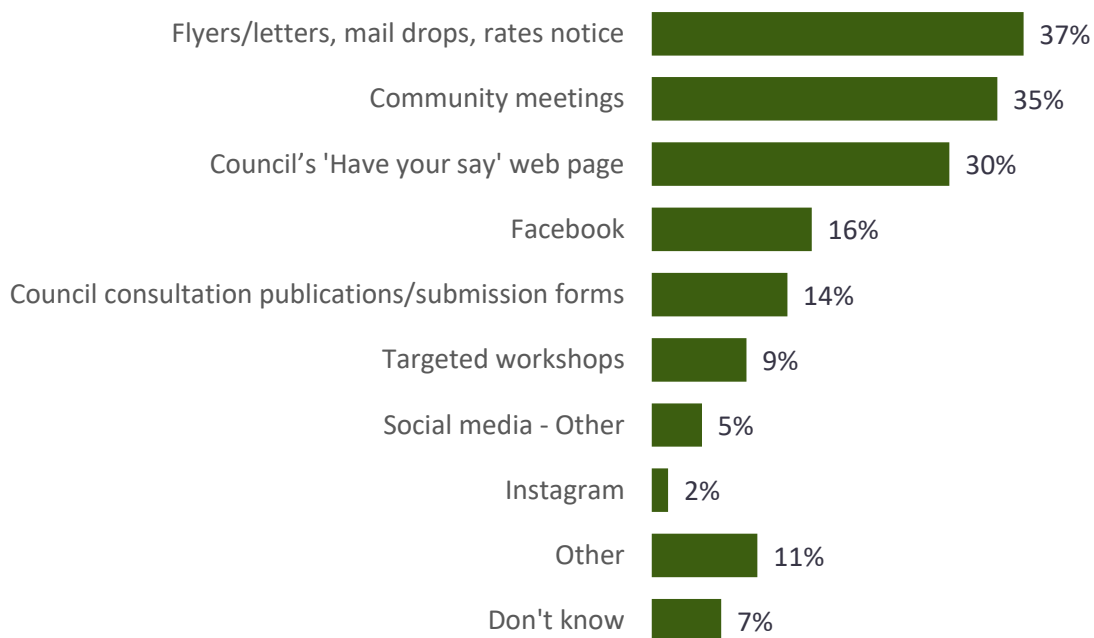
NOTES:

1. Sample: n=452
2. CM1: Which of the following do you most rely on for information about the Manawātū District Council? [multiple response]
3. CM4: How would you prefer to receive information from Manawātū District Council? [multiple response]

Most residents prefer *Flyers/letters, mail drops, rates notice* as the means for engagement in *Council decision-making process* (37%). A lesser proportion of residents prefer engagement with Council through *Community meetings* (35%)

## Communication and Engagement

**Preferred means for engagement  
in decision-making process**

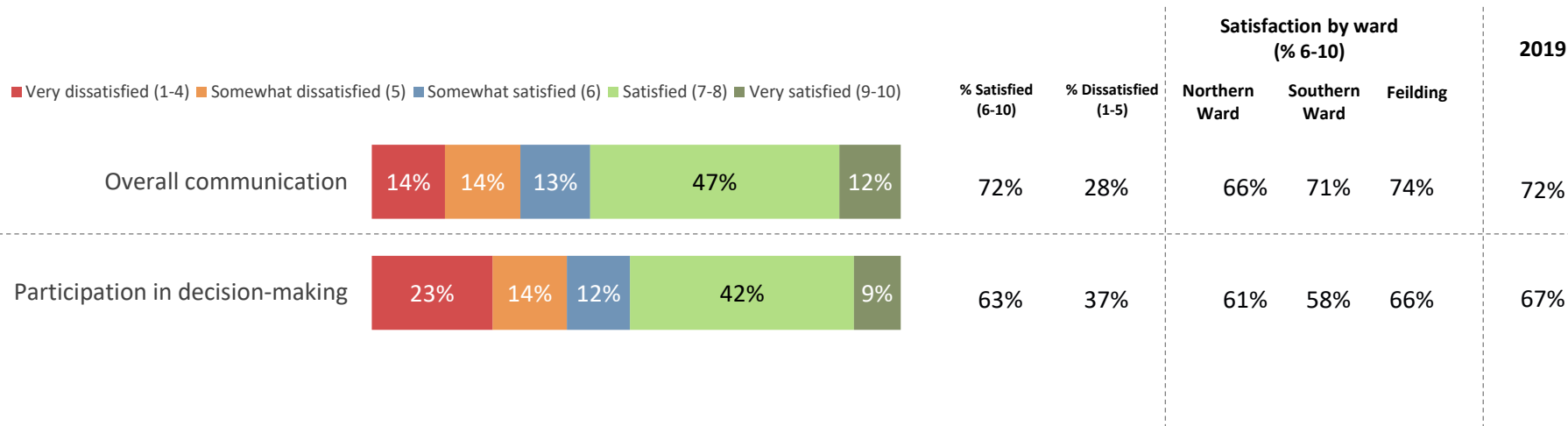


**NOTES:**

1. Total Sample: n=448
2. CM5: Thinking about when Council wants your input to decisions, how would you prefer to engage in the process?

More than seven in ten residents (72%) are satisfied with *Overall communication* and close to two thirds (63%) are satisfied with *Participation in decision-making*

## Communication and Engagement



NOTES:

1. CM2: How would you rate council for keeping the public informed? n=419; Excludes Don't knows
2. CM3: How satisfied are you with how easy the council makes it for you to participate in decision making that affects the Manawātū district? n=372; Excludes Don't knows

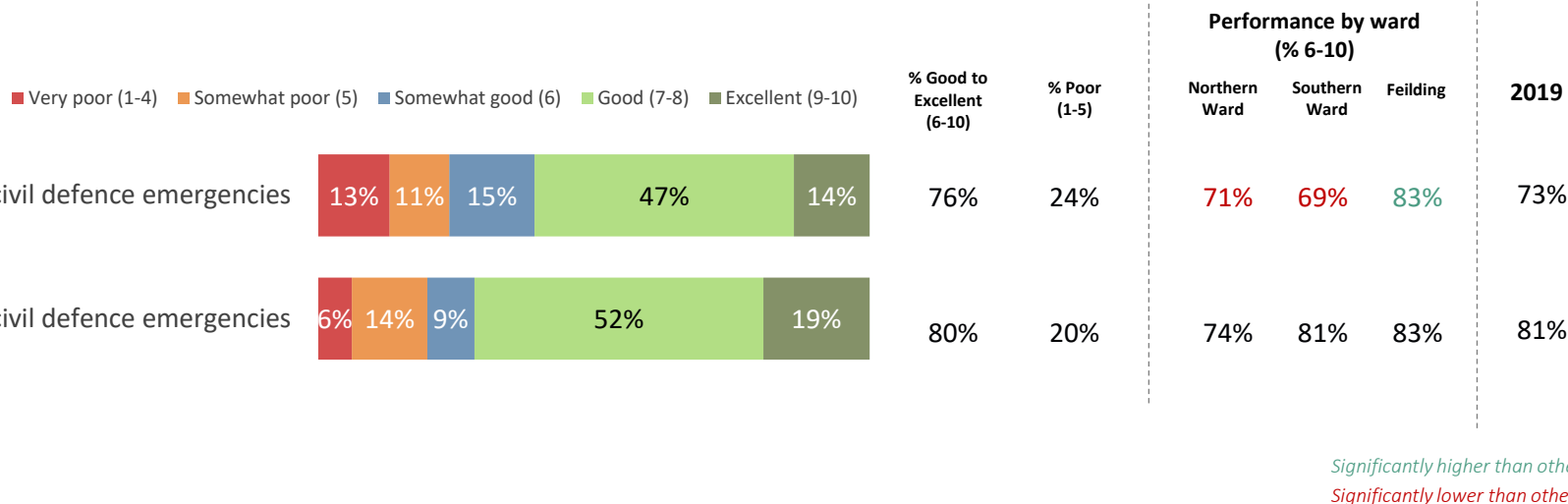


## Satisfaction Scores – Civil Defence

Nearly three quarters of households (74%) are *Ready for an emergency* by having stored water, food, survival items and a household emergency plan. Most residents think that Council's performance in *Preparing the community for civil defence emergencies* and in *Responding to civil defence emergencies* is good

## Civil Defence

Ready for an emergency?



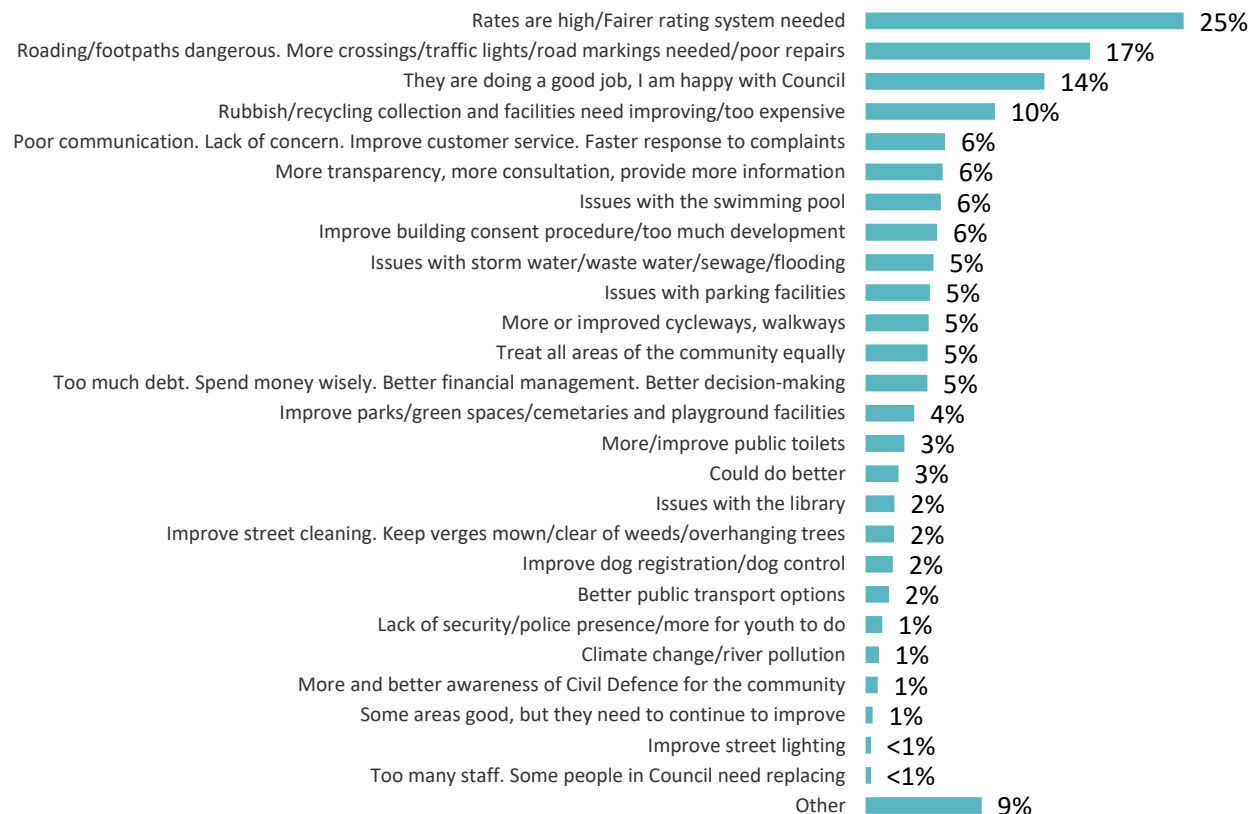
NOTES:

- Sample: n=447; Excludes Don't knows
- CD1: Is your household ready for any emergency by having stored water, food, survival items and a household emergency plan? n=331
- CD2: Based on your experience and impressions, how would you rate the Council's performance in providing Civil Defence services? Use the 1 to 10 scale where 1 means 'poor' and 10 means excellent'; Excludes Don't knows; Preparing for civil defence emergencies n=268, Response to civil defence emergencies n=258

A quarter of residents (25%) feel that *Rates are high, and a fairer rating system is needed* in the District. Some residents would like Council to improve *Roading/footpaths* (17%) and *Rubbish/recycling collection and facilities* (10%) while one in seven residents (14%) thinks that *Council is doing a good job*

## General comments

### General Comments about Manawatū District Council



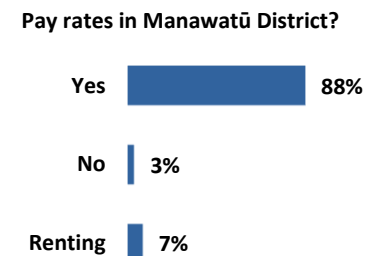
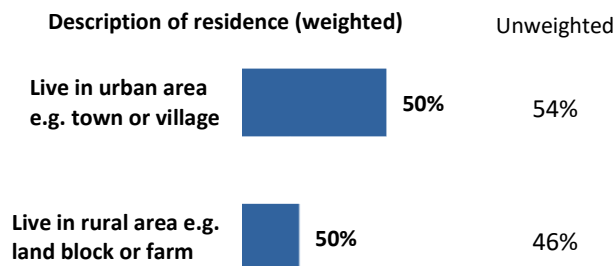
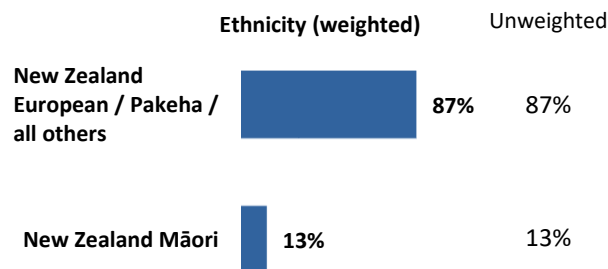
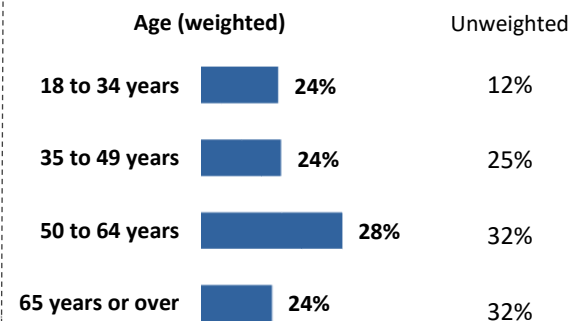
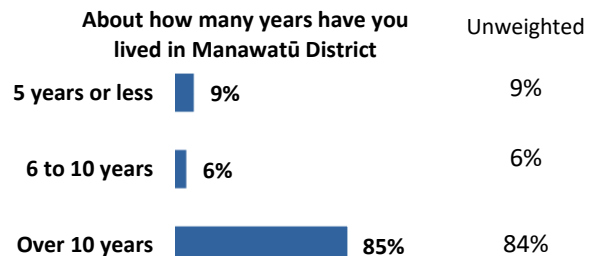
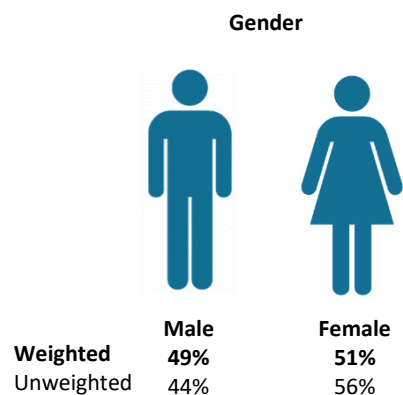
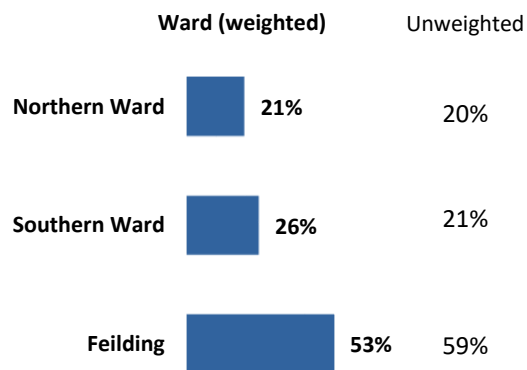
NOTES:

1. Sample: n=184; Excludes Don't know and No comment/Nothing
2. GEN1: Are there any other comments that you would like to make about the Manawatū District Council?



## Sample Profile

## Demographic Profile







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