

Palmerston North City Council Annual Residents' Survey 2019



Report | May 2019







Executive Summary

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Most Palmerston North residents rate the Council as performing well overall (with 59% providing a rating of 7 to 10, out of 10). This finding is supported by most residents being satisfied with the *Services and facilities* Council provides (77%); Council's *Governance and reputation* (61%); and the *Value for money* received (53%).

Concerning aspects that drive residents' perceptions about the city and the council, *Value for money* has the greatest impact (58%), followed by *Governance and reputation* (31% of impact) and overall *Services and facilities* (10% of impact).

The key opportunities for PNCC are to improve residents' perceptions of receiving good *Value for money, Financial management* and to set clear directions for the community (*Leadership*). These are elements which are highly important to residents (*Value for money* in particular) and in which residents would value Council making improvements.

The Council has a relatively strong reputation profile with 48% of residents classified as '*Champions*', that is, having a positive emotional connection with Council and recognising that council is doing a good job. However, there is also a relatively high proportion of '*Sceptics*' (38%) who do not value or recognise Council's performance and have doubts and lack of trust.

About a fourth (24%) residents perceive Palmerston North as a great place to live in that is safe, multicultural and family friendly, however, the residents also see several opportunities for improvement, for example sprucing up the CBD, and upgrading Broadway Ave.

There is potential for Council to further improve perceptions by promoting the various services and facilities (e.g. *Parks, reserves and open spaces*) where its performance is high. These aspects currently have a moderate/low level of impact, but additional promotion could encourage greater usage and also serve to communicate what Council is already doing well - which may help improve perceptions of value.





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Background, Objectives and Method

Background

The Palmerston North City 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.

Research Objectives

- To provide a robust measure of satisfaction with Council's performance in relation to service delivery
- To determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the city
- To establish perceptions regarding organisational reputation, including how competent Council is perceived to be and the affinity residents have developed for Council
- To assess changes in satisfaction over time and measure progress towards the Long-Term Plan objectives and new strategic plan

Method

- A statistically robust survey conducted online and via postal survey with a sample of n=800 residents across the Palmerston North City Council area,
- Post data collection the sample has been weighted so it is aligned with known population distributions for the Palmerston North City Council area, as per the Census 2013 results, based on age, gender and ethnicity (see Sample Profile, page 68).
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 3.5%. The margins of error associated with sub groups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- Data collection took place between 23rd April and 22nd May 2019

Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Summary of Key Performance Indicators

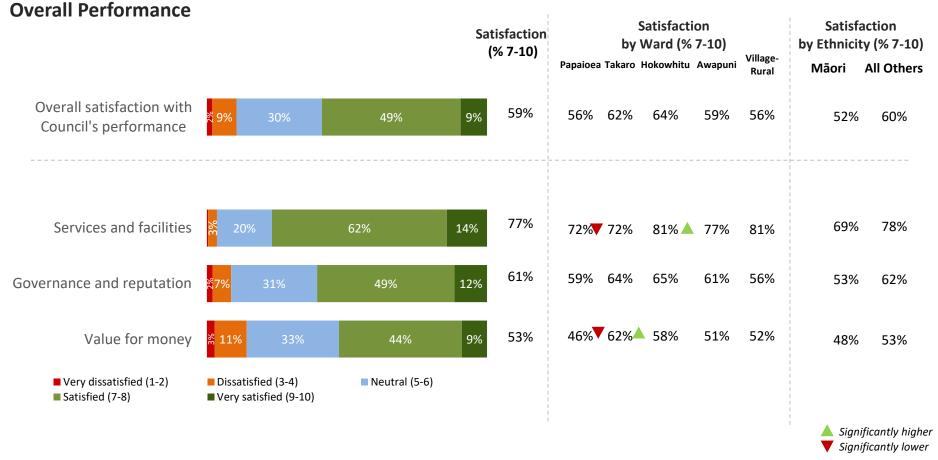








Nearly six in ten residents (59%) are satisfied with the Council's overall performance. In particular, residents are satisfied with *Services and facilities*, while less satisfied with *Value for money* they receive for the rates they pay

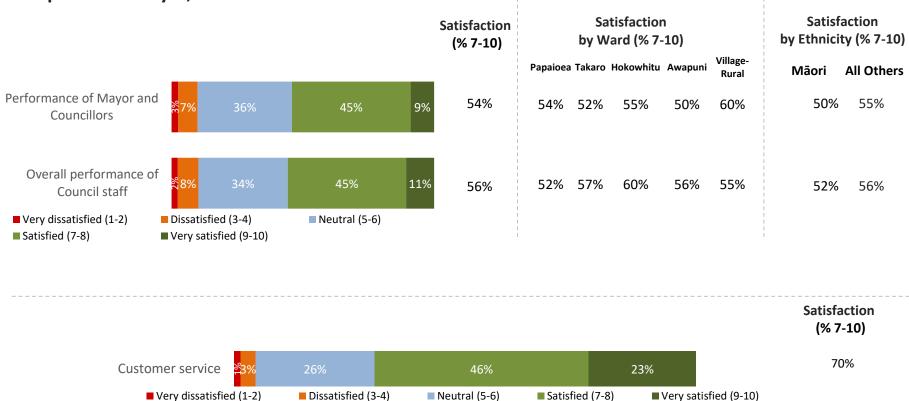


- 1. Sample: Total n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; All Others n=727. Excludes 'Don't know' responses
- 2. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?
- 3. OVLFIS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?
- 4. REP2. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?
- 5. OV1. Considering everything the Palmerston North City Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
- 6. DEM5. What suburb or township do you live in?
- 7. DEM3. Which of the following ethnicities do you associate with?





Just over a half of residents are satisfied with the *Performance of Mayor and Councillors* (54%) and the *Council staff* (56%), while seven in ten (70%) residents are happy with *Customer service*



Perceptions of Mayor, Councillors and the Council Staff

1. Sample: Total n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; All Others n=727. Excludes 'Don't know' responses

2. LS2_1. The overall performance of the Mayor and Councillors

3. LS2_2. The overall performance of Council staff

4. LS5. And how satisfied are you with Council's customer service?

5. DEM5. What suburb or township do you live in?

6. DEM3. Which of the following ethnicities do you associate with?



Drivers of Overall Satisfaction





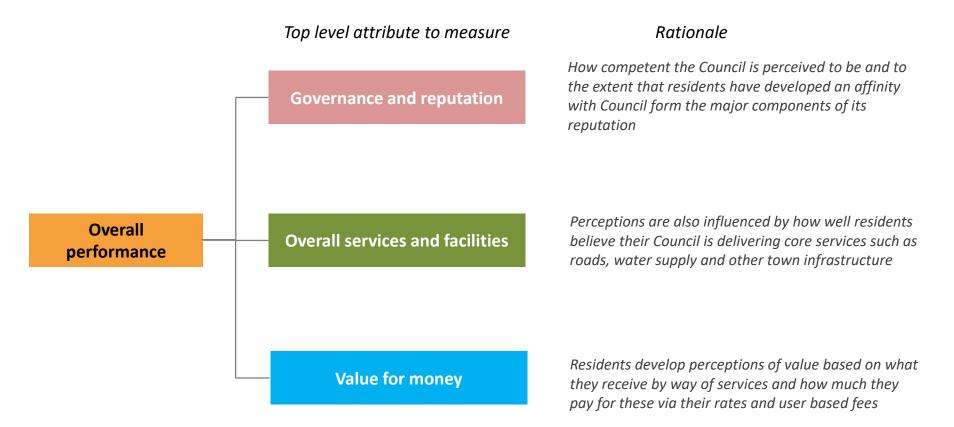




A Customer Value Management model (CVM) has been used to determine how residents evaluate what they receive by way of services and facilities for their rates and other fees paid

Overview

The model determines the relationships that exist between a set of independent variables and a dependent variable for which we want to predict the outcome.

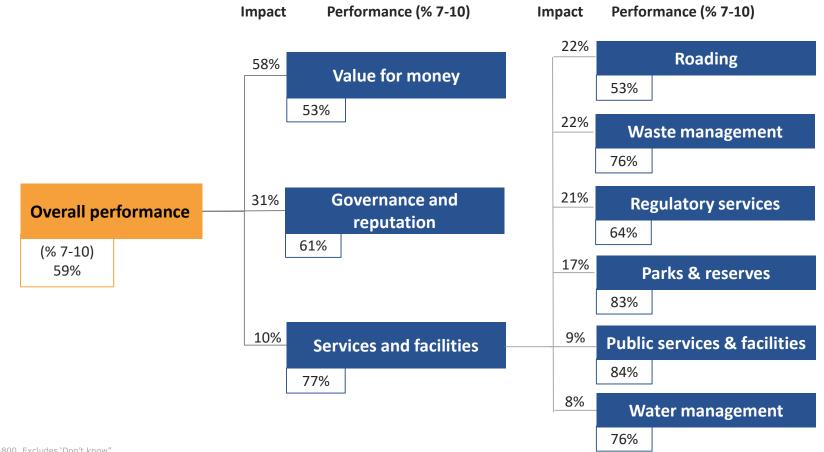






Value for money has the strongest influence on the overall evaluation of Council's performance, with Services and facilities having less influence

Drivers of Perceptions of Palmerston North City Council's Performance



1. Sample: n=800, Excludes 'Don't know"

. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?

3. OV1. Considering everything the Palmerston North City Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

4. OVLFIS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?

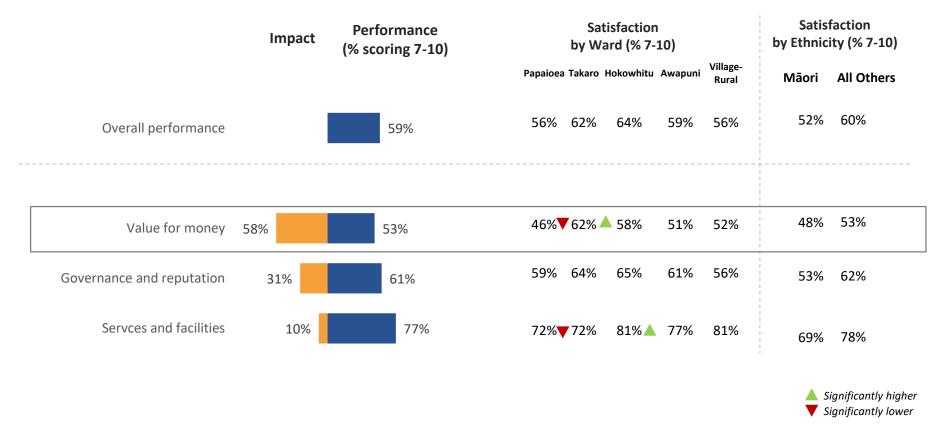
5. REP2_1. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?





Since *Value for money* has the greatest impact on residents' perceptions of PNCC overall performance and the Council's performance in this area is relatively low (53%), this area is identified as an opportunity for improvement

Driver Analysis: Overall Level Drivers



1. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; All Others n=727. Excludes 'Don't know' responses

. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?

OV1. Considering everything the Palmerston North City Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
 OVLFIS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?

REP2_1. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?

5. DEM5. What suburb or township do you live in?





Leadership has the greatest influence on residents' perceptions of PNCC *Governance and reputation*, while *Quality of services* has a lower impact

Driver Analysis: Reputation

		Impact	Performance	Satisfaction by Ward (% 7-10)				Satisfaction by Ethnicity (% 7-10)		
			(% scoring 7-10)	Papaioea Takaro Hokowhitu Awapu		Awapuni	Village- Rural	Māori	All Others	
	Governance and reputation	31%	61%	59% 64% 65%		61% 56%		53%	62%	
_									 	
	Leadership	33%	55%	54%	63% 🔺	58%	57%	45%	53%	56%
	Financial management	25%	40%	39%	34%	45%	40%	40%	32%	41%
	Trust	23%	46%	45%	47%	51%	43%	45%	40%	47%
	Quality of services	19%	65%	62%	65%	68%	65%	65%	58%	66%
_	•								1	
Financial management has a reasonably strong influence on perceptions of Council's <i>Governance and reputation</i> . This is identified as an opportunity for improvement since Council's performance is weaker relatively to other areas.										
	improvement since Council's performa	ery to other areas.							ficantly higher ficantly lower	

1. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727 Excludes 'Don't know' responses

2. REP2_1. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?

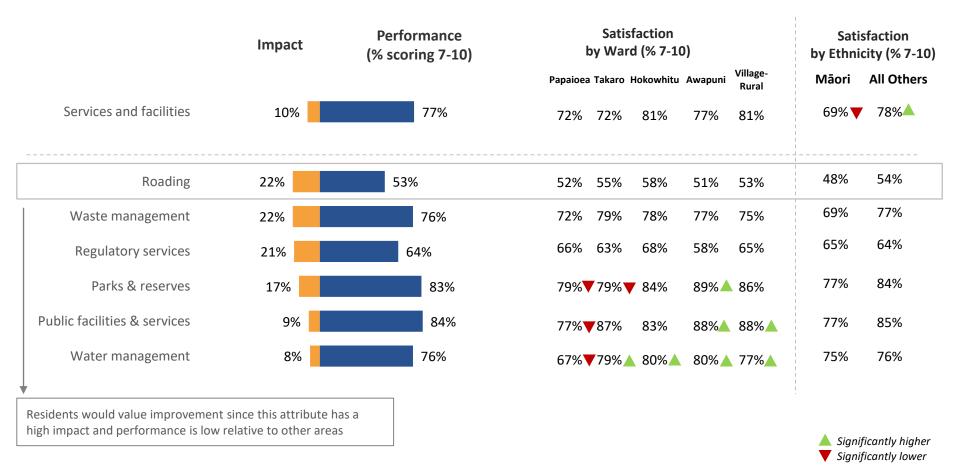
- 3. REP1. Overall how would you rate Palmerston North City Council for?
- 4. DEM5. What suburb or township do you live in?
- 5. DEM3. Which of the following ethnicities do you associate with? Please tick all those that apply





While *Services and facilities* perform well overall, the performance of *Roading* should be improved as it has a relatively high impact on overall services and facilities and has lower performance score

Driver Analysis: Services, Facilities and Infrastructure



1. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

. OVLFIS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?

3. ID1_7, RD1_5, RM1_5, PRO2_7, OF2_6, IW1_4. How satisfied are you with each of the following?

4. DEM5. What suburb or township do you live in?

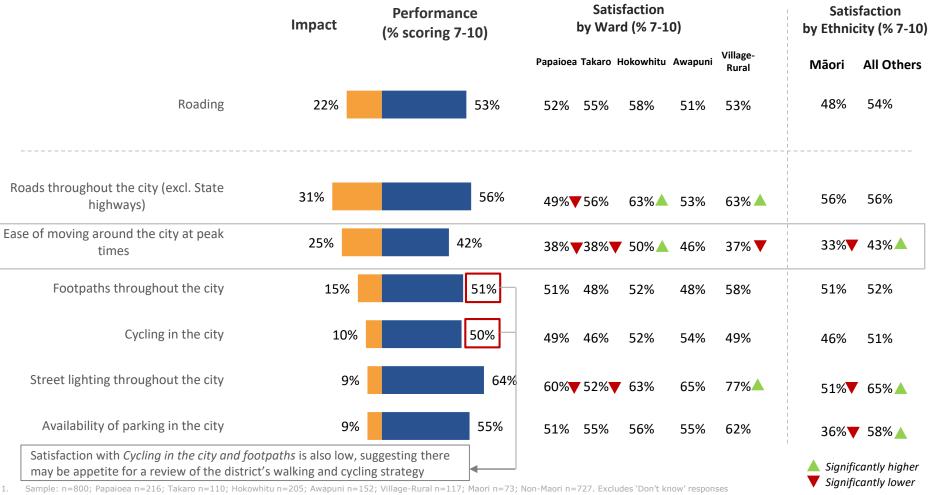
^{5.} DEM3. Which of the following ethnicities do you associate with? Please tick all those that apply





Within the *Roading* category, the quality of *Roads throughout the city* and *Ease of moving around the city at peak times* are the main contributors to this area's performance. In particular, the latter is an area for improvement given its relatively low score

Driver Analysis: Roads, Footpaths, Cycle Ways and Parking



ID1. How satisfied are you with each of the following?
 DEME_What suburb or township do you live in?

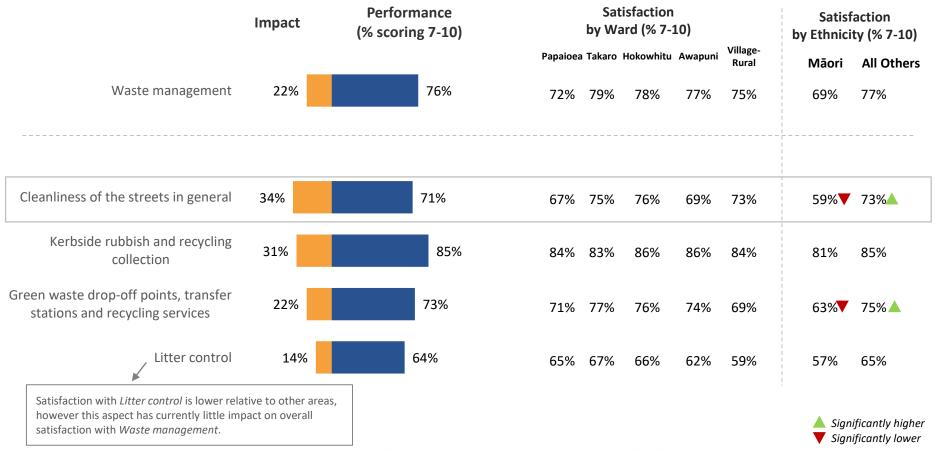
B. DEM5. What suburb or township do you live in?





Perceptions of *Waste management* are most strongly influenced by *Cleanliness of the streets in general* and this is considered an area for improvement given its relatively low performance score

Driver Analysis: Waste Management



Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

- . RD1. How satisfied are you with each of the following?
- 3. DEM5. What suburb or township do you live in?





Perceptions of *Regulatory services* are most strongly influenced by how *Parking enforcement* is perceived, while *Control of roaming and barking dogs* has lower impact

Driver Analysis: Regulatory Services

	Impact	Performance (% scoring 7-10)	Satisfaction by Ward (% 7-10)			Satisfaction by Ethnicity (% 7-10)		
	_		Papaioea Takaro	Hokowhitu	Awapuni	Village- Rural	Māori A	II Others
Regulatory services	21%	64%	66% 63%	68%	58%	65%	65%	64%
Parking enforcement	40%	58%	58% 61%	65%	57%	49%	51%	59%
Control of noise	30%	62%	63% 57%	▼ 70%▲	59%	58%	71% 🔺	60% 🗸
Control of roaming dogs	19%	65%	62% ▼ 57%	🔻 73% 🔺	64%	68%	70%	64%
Control of barking dogs	11%	56%	53% 51%	61%	55%	57%	54%	56%

Significantly higher
 Significantly lower

L. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

2. RM1. How satisfied are you with each of the following?

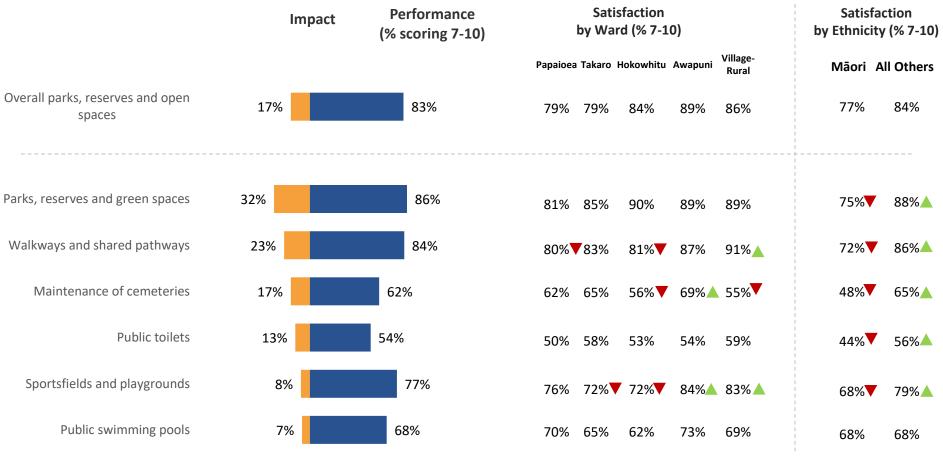
3. DEM5. What suburb or township do you live in?





Parks, reserves and open spaces is an area of high performance but relatively low impact, so Council may benefit by promoting the quality of these facilities

Driver Analysis: Parks, Reserves and Open Spaces



▲ Significantly higher
▼ Significantly lower

L. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117 Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

2. PRO2. How satisfied are you with each of the following?

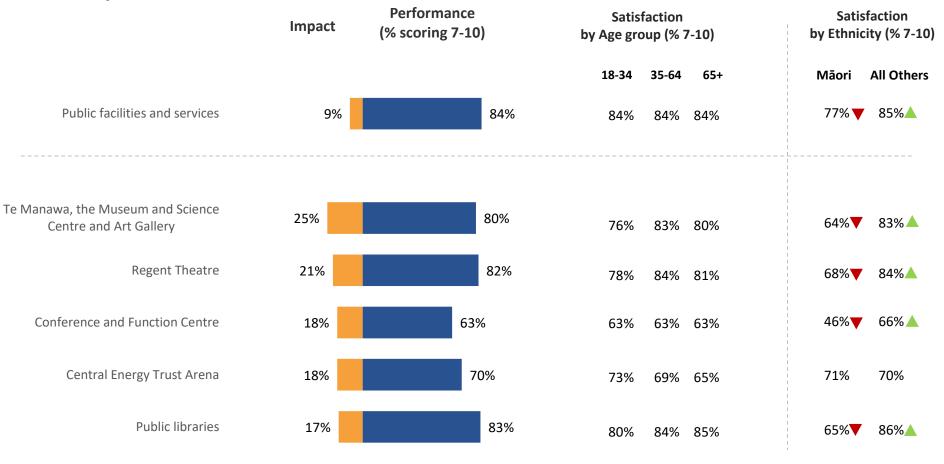
3. DEM5. What suburb or township do you live in?





Public facilities and services is another area of high performance but low impact and therefore the Council could benefit from promoting these facilities

Driver Analysis: Public Facilities and Services



Significantly higher

1. Sample: n=800; 18-34 n=142; 35-64 n=410; 65+ n=248; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

2. OF2. How satisfied are you with each of the following venues?

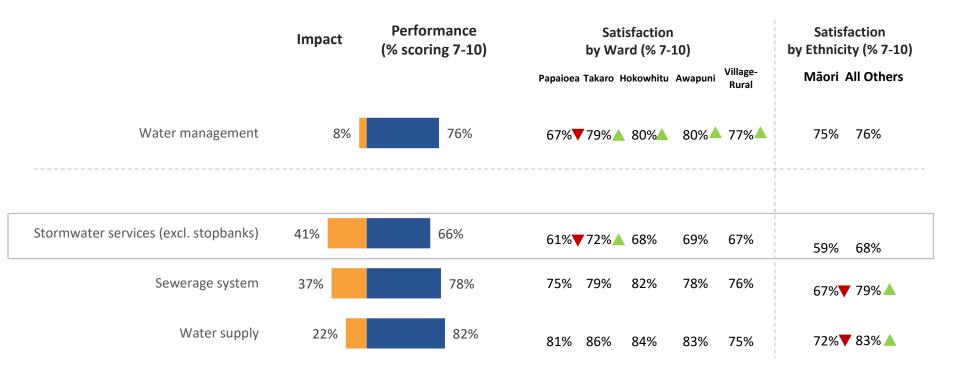
3. DEM1. What is your age?





Stormwater services are identified as an opportunity for improvement within Water management but overall performance in this area is high, relative to its overall importance

Driver Analysis: Water Management



▲ Significantly higher ▼ Significantly lower

1. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

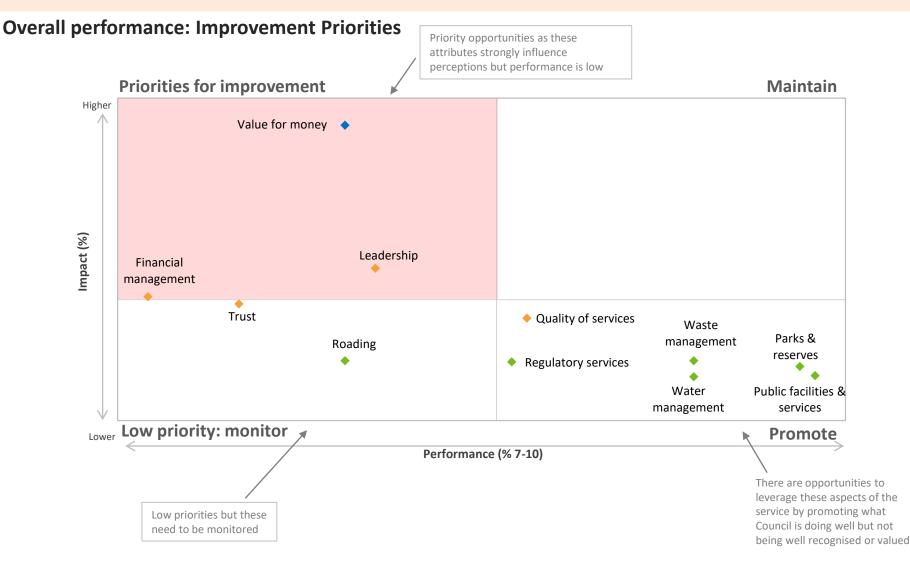
2. IW1. How satisfied are you with each of the following Council's services?

3. DEM5. What suburb or township do you live in?





The key opportunities for PNCC are to improve residents' perceptions of receiving good Value for money, *Financial management* and to set clear directions for the community (*Leadership*)





Leadership and Reputation





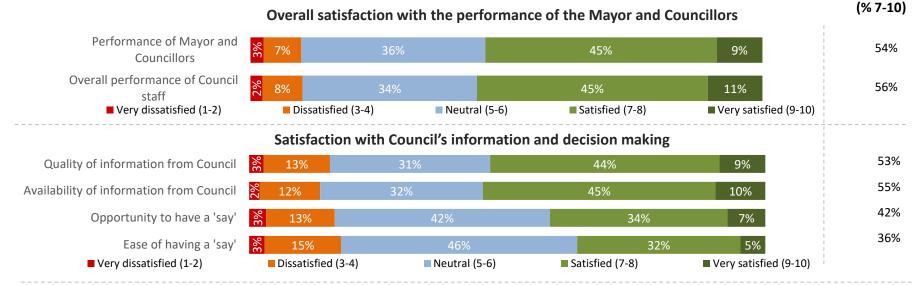




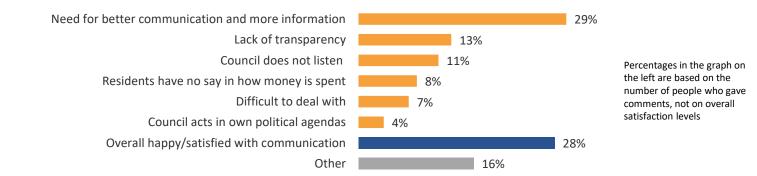
Satisfaction

Around a half of all residents are satisfied with the information and its availability from the Council. Most common reasons for concern and dissatisfaction are lack of good quality communication and transparency

Council's Leadership and Performance



Comments about the information residents receive from the Council or its consultation



1. Sample: n=800, excludes 'Don't know' responses.

LS2. And overall, when you think about the role that Council has, how would you rate your overall satisfaction with the performance of the Mayor and Councillors?

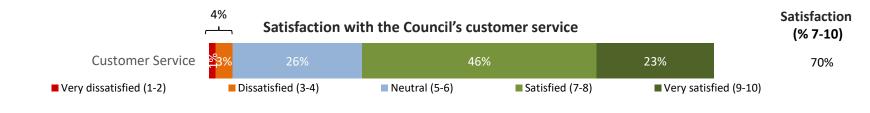
- 3. LS3. Now, a few questions about Council's information and decision making. How satisfied are you with?
- LS4. Do you have any comments about the information you receive from Council or its consultation? n=292



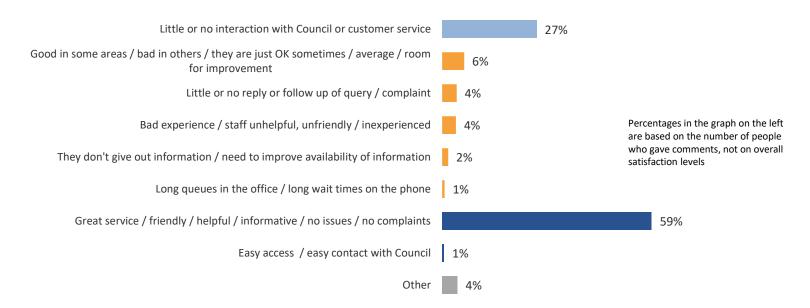


Only 4% of residents are dissatisfied with the Council's customer service with little or no follow up of query, staff being unhelpful and unfriendly, and perceptions that there is an overall room for improvement being the main reasons for dissatisfaction

Customer Service



Comments about customer service provided by the Council and its staff

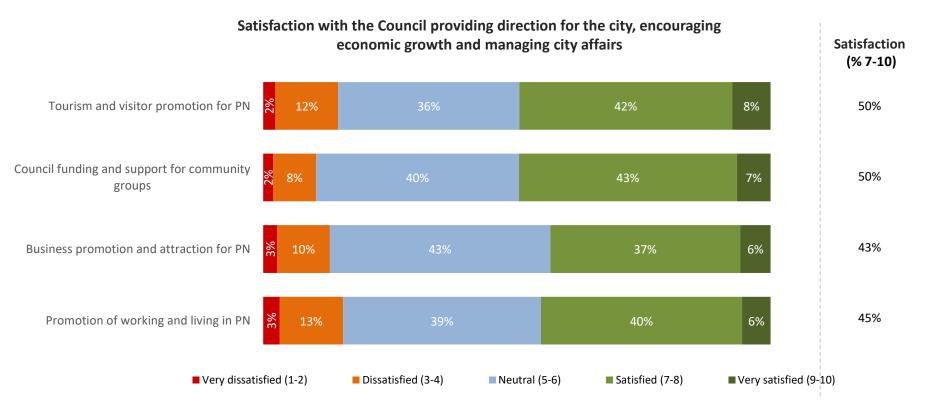






Satisfaction with how Council provides directions for the city, encourages economic growth and manages city affairs is reasonably well with about four to five in ten residents being satisfied

Providing Directions, Encouraging Growth and Managing the City Affairs



1. Sample: n=800, excludes 'Don't know' responses.

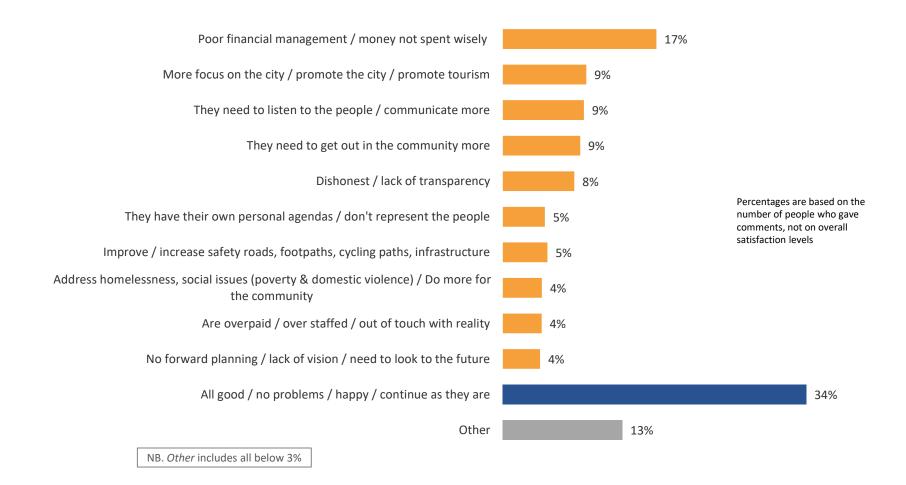
2. LS1. We would like you to think about the role that Council has in terms of providing direction for the city, encouraging economic growth and how it manages the city affairs. How satisfied are you with each of the following?





Out of those who commented about the Council's reputation and the performance of its leaders, a third (34%) are happy and don't see any issues, while 17% believe the Council poorly manages the city's finances

Comments about the Performance of the Council and City Leaders



^{1.} Sample: n=286, excludes 'Don't know' responses.

^{2.} LS7. Do you have any other comments about the direction that the Palmerston North City Council provides, Council's reputation and the performance of the Mayor and Councillors?



Understanding Reputation





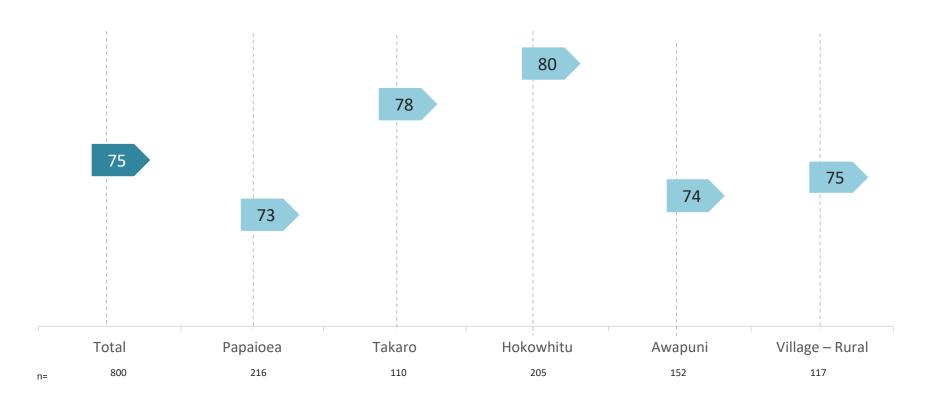




PNCC has a reasonably strong reputation and this is reflected across all wards, with Hokowhitu residents having the most positive opinion about the Council's reputation

Reputation Benchmarks









PNCC has a relatively good reputation which is reflected across all age groups. In particular, elderly residents (65+ years old) have positive evaluations of the Council's reputation

Reputation Benchmarks



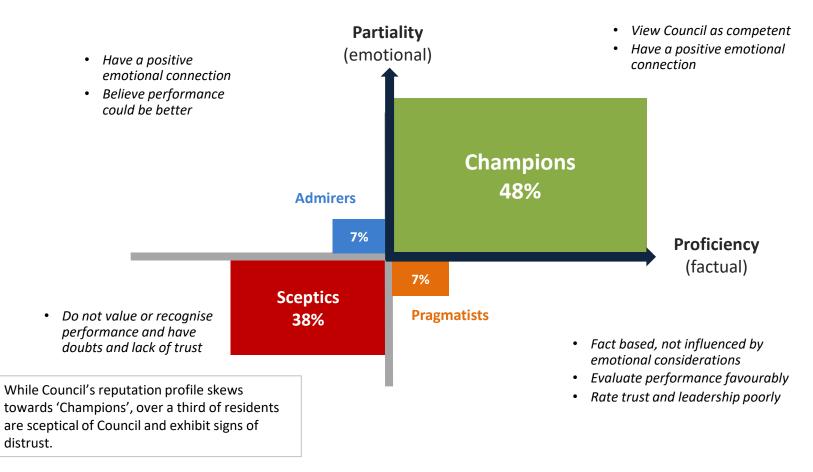






The overall reputation profile skews towards '*Champions*', with just under a half of residents (48%) believing the Council is doing a good job

Reputation Profile



Sample: n=800; Excludes Don't know'

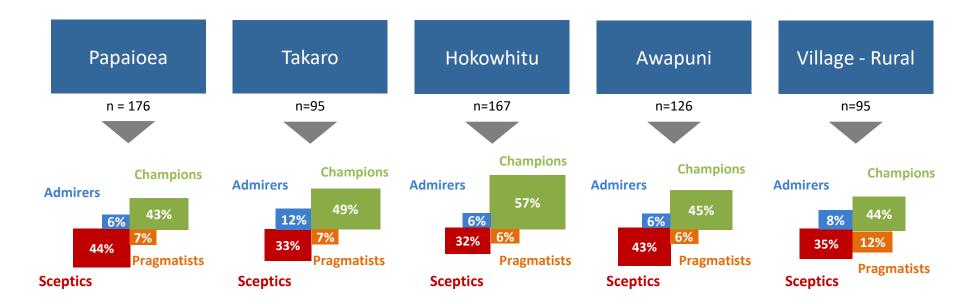
[.] Segments have been determined using the results from a set of five overall level questions





Hokowhitu residents have the most positive profile while Papaioea has the highest proportion of 'Sceptics' and the lowest proportion of 'Champions'

Reputation Profile: Wards



1. Sample n=800; Excludes 'Don't knows'

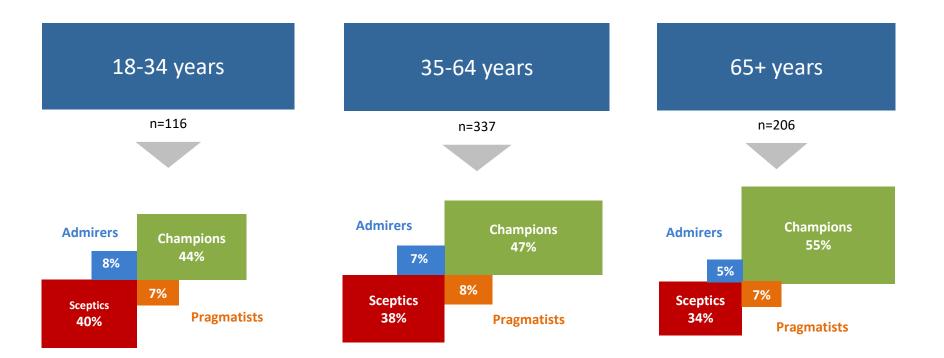
2. Segments have been determined using the results from a set of five overall level questions





Younger people (18-34 years old) are less likely to be '*Champions*' and more likely to be sceptical compared to the older age groups, 65+ years olds in particular

Reputation Profile: Age groups



1. Sample n=800; Excludes 'Don't knows'

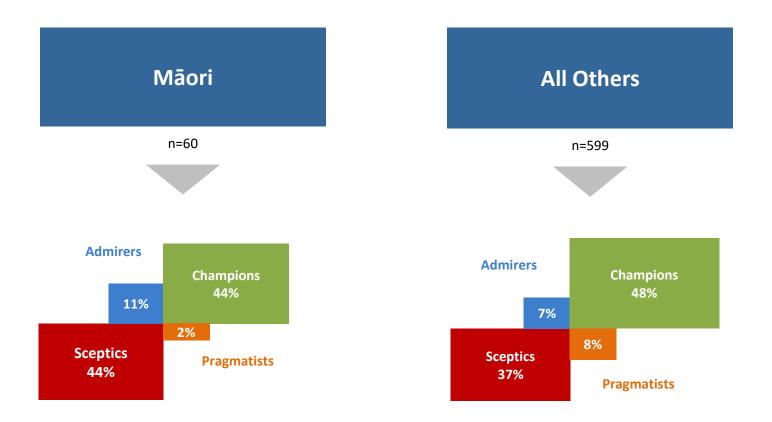
2. Segments have been determined using the results from a set of five overall level questions





The same proportion of Māori residents are likely to be '*Sceptics*' and '*Champions*' (44%), whereas more residents of other ethnicities are likely to be 'Champions' (48%) than '*Sceptics*' (37%)

Reputation Profile: Ethnicity



1. Sample n=800; Excludes 'Don't knows'

2. Segments have been determined using the results from a set of five overall level questions



Satisfaction with the Council and Perceptions of the City









Almost three in five (59%) residents are satisfied with Council's overall performance. Providing more road maintenance and ensuring road safety as well as cleaning roadside rubbish and weeds are the most commonly mentioned areas for improvement

Overall Council's Performance

Overall satisfaction with Council's performance

- Very dissatisfied (1-2)
- Dissatisfied (3-4)

9%



Comments on Council's performance and needed improvements throughout the city

Happy / No issues / Keep doing a good job		15%	Other includes:	Percentages in graph to left are based on the number of people who gave comments, not on overall satisfaction levels
More road maintenance & safety / clean roadside rubbish & weeds		17%	 More transparency with councillors with Be more open and honest. 	
Better maintenance & safety of footpaths & cycleways More recycling / rubbish collection / bins / cheaper dump fees Rates are too high for less services Support more large events and activities to promote city Make sensible spending decisions / spend our money wisely Better Communication / More information / Social Media presence Develop River area / town area - cafes / shops / parks / dog parks Improve current amenities / more facilities for our youth Environmental issues / Sewage / Storm Water / Water supply Better public transport / bus shelters / airport / trains Too much emphasis on some things and not others	11% 9% 8% 7% 6% 6% 6% 6% 5% 4% 4% 4% 3%	1770	 Council needs more transparency in how apply for funds and the awards to group provided on the intention of awarding for Payments like the gift for Toyota should have been better used on the footpaths. For the rates paid, there doesn't seem to More housing for the unfortunate famil. Improvements in terms of homeless, str support from family. I applaud the count is a constant underlying huge social nee service as a social worker, I made conta but was declined. It was during the time. More council housing. Internal improvement in Palmerston No inclusive practice needs to start within. I want to see a change at the election. T leader or councillors at election meeting. The Mayor and the councillors have let the mate in the new to got any confidence in the new 	not be given in secret and maybe that money could be much transparency. ies. uggling families, the elderly living alone who has no cil for ensuring our city is safe and beautiful, but there d. A few years ago, after retiring from the prison ct with someone I knew in council and offered my help the city was flooded with beggars. rth City Council management and leadership structure - ihere was zero indication of the spending plans of the ts. The process was a total shame. down the standard of the council. CEO's direction.
More carparking Control over noxious weeds / plant pests / dog control / feral cats	3%		 Need to improve customer service/front Now that you have done a restructure, in to make this city great. 	nne skills. nake sure the staff are empowered, engaged and free
Other NB. Other includes all below 3%	570	18%	 Projects done faster so there is less busi More control of the administration. Improving slowly but firmly. Let small local businesses grow without 	

. Sample: n=800, excludes 'Don't know' responses.

2. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?

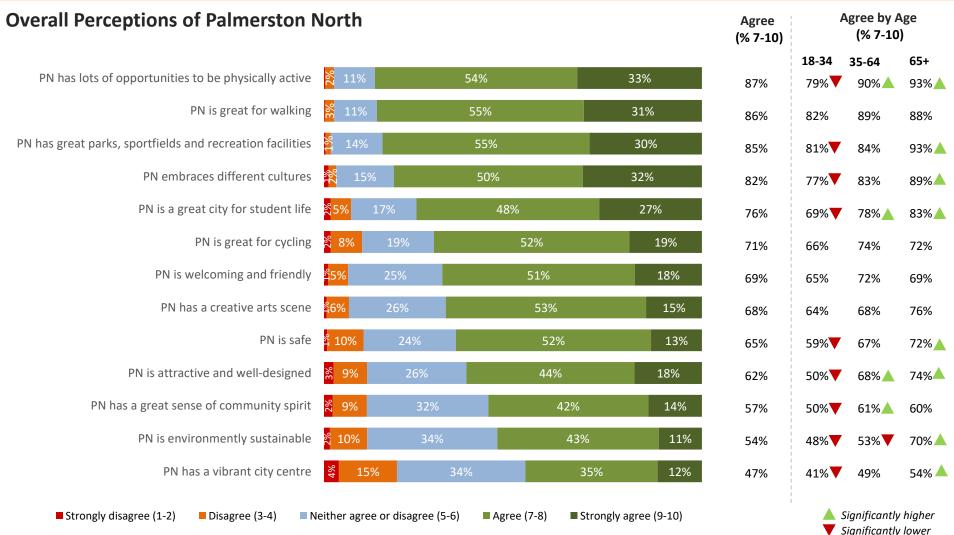
. OVS2, Do you have any other comments about the performance of Palmerston North City Council or improvements that you would like to see made? n=298



3.



Concerning overall perceptions of the city, residents are mostly agree that *PN has lots of opportunities to be physically active* and least agree that *PN has a vibrant city centre*. Younger residents (18-34 year olds) tend to have worse perceptions about the city compared to their older counterparts



Sample: n=800; 18-34 n=142, 35-64 n=410, 65+ n=248; Excludes 'Don't know' responses.

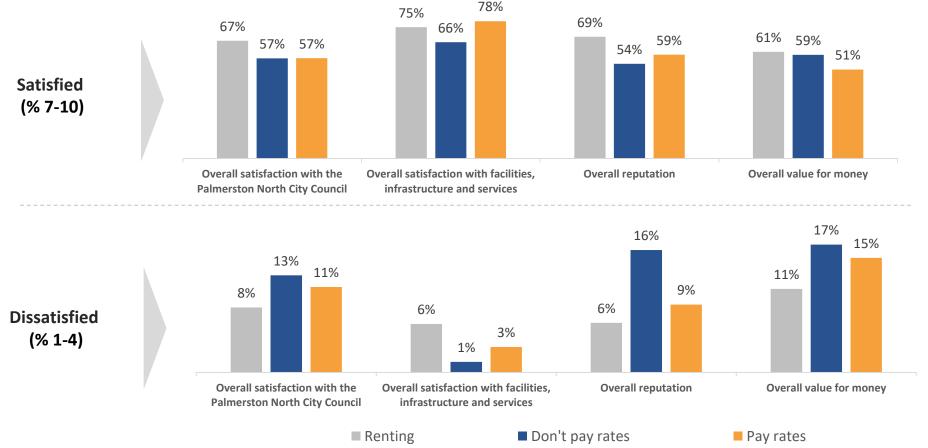
PD1. Please indicate your overall perception of Palmerston North using the 1-10 scale where 1 means 'strongly disagree' and 10 means 'strongly agree' DEM1. What is your age.





Compared to non-ratepayers, those who pay rates seem to be more satisfied with *Facilities, infrastructure and services* the city offer and the city's *Overall reputation*, but less satisfied with *Value for money* they receive. However, a greater proportion of rate payers are also dissatisfied with *Value for money*

Overall Satisfaction by Ratepayers/Non-ratepayers and Rentals



1. Sample: n=800; Excludes 'Don't know' responses.

. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the Palmerston North City Council?

3. OVLFIS. When you think about all the facilities, infrastructure and services that the Palmerston North City Council provides, how satisfied are you overall with these?

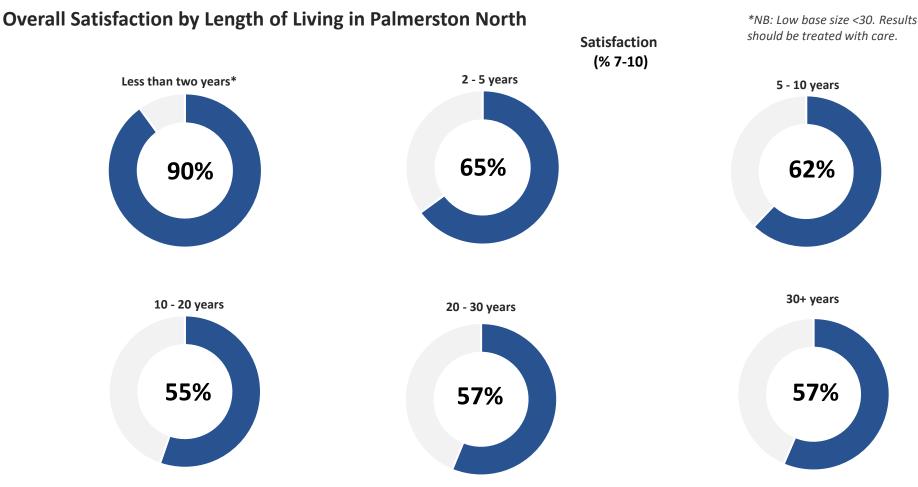
REP2. So, thinking about Palmerston North City Council in terms of the leadership it provides for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its overall REPUTATION?

OV1. Considering everything the Palmerston North City Council has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
 DEM4. Do you, or a member of your household, pay rates on a property in Palmerston North





Overall satisfaction with the Council's performance differs with the time spent in the city. Those who have lived in the city for a shorter period of time (up to 10 years) are somewhat more satisfied than those who have lived in the city for a longer period of time (10 years or more)



1. Sample: n=800, Less than 2 years n=19; 2-5 years n=67; 5-10 years n=85; 10-20 years n=159; 20-30 years n=134; 30+ years n=324; excludes 'Don't know' responses.

- 2. OVS1. Considering all the services and infrastructure that the Palmerston North City Council provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would
- you rate your overall satisfaction with the Palmerston North City Council?
- 3. DEM6. How long have you lived in Palmerston North
- Numbers in the middle show the overall satisfaction (%7-10) for given demographics.

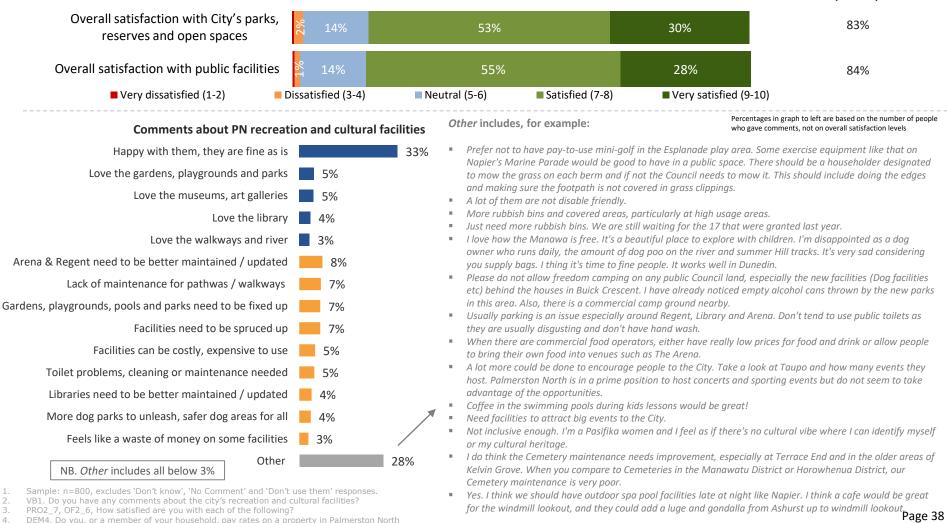




(% 7-10)

Overall, there is a high proportion of residents who are satisfied with *Parks, reserves and open spaces* (83%) and Public facilities (84%). Those who are less satisfied, mention a variety of reasons for their dissatisfaction, for example the need for a better maintenance and updating Arena and Regent on Broadway

Satisfaction and Comments About the City's Recreation, Cultural and Other Public Facilities Satisfaction



^{3.} PRO2_7, OF2_6, How satisfied are you with each of the following?

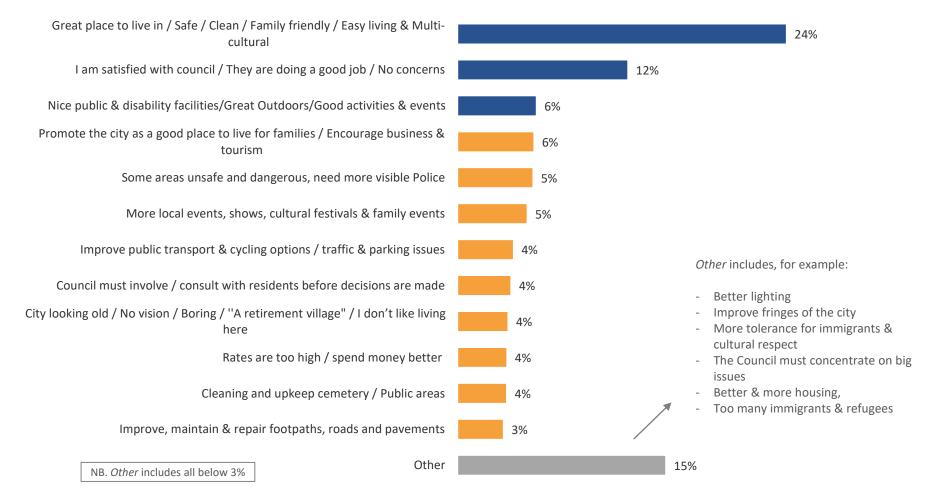
DEM4. Do you, or a member of your household, pay rates on a property in Palmerston North





Concerning general comments about Palmerston North and the Council, nearly a fourth (24%) believe the City is a great place to live in, safe, clean, family friendly and multicultural

General Comments About Palmerston North and the Council



Sample: n=800, excludes 'Don't know' responses

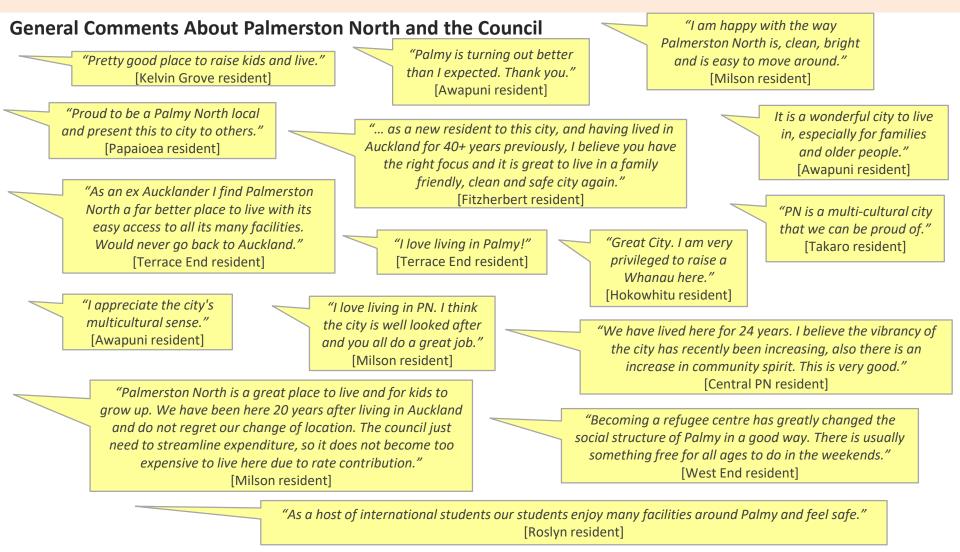
^{2.} PD1. Please indicate your overall perception of Palmerston North using the 1-10 scale where 1 means 'strongly disagree' and 10 means 'strongly agree'

^{3.} GEN1. Do you have any other comments that you would like to make about city Council or Palmerston North generally? n=257





Many residents perceive Palmerston North as a great place to live in that is safe, multicultural and family friendly....



1. Sample: n=800, excludes 'Don't know' responses.

2. GEN1. Do you have any other comments that you would like to make about city Council or Palmerston North generally? n=257





... however, the residents also see several opportunities for improvement, for example sprucing up the CBD, and upgrading Broadway Ave

General Comments About Palmerston North and the Council

"I feel the council needs to make Broadway a pedestrian area, with a zig zag single lane for delivery traffic, more outdoor seating, sculptures, and attractions soft music playing, some covered / sail shade areas, large potted trees and coloured lighting. Some glass sided seating areas. With a full time, street cleaner. Make the city street something different, upmarket itself." [Fitzherbert resident]

"The city centre around the square has vastly improved. Some shop frontages need a good spruce- up and kept clean." [Ashhurst resident]

> "Not so much attraction for visitors especially in the main centre." [Highbury resident]

"It would be good to bring more life to the square area, expanding the George Street flair with cafe's and small businesses." [Fitzherbert resident]

"The city needs to be prettier, artier so it's nice to walk in the city." [West End resident] "Smarten the place up. Especially the fringes of the city, Broadway, the railway station, etc." [Whakarongo resident]

> *"Funk up the CBD."* [CBD resident]

"Vibrant areas need support e.g. square edge and George Street, library area for visitors. Coming here the first person they may meet is probably a parking warden and all they care about is revenue, not a good look, they should be ambassadors for the city not police." [Kelvin Grove resident] "There seems to be a lot of empty shops in the city centre which takes away from the overall experience / attractiveness of the downtown. There also seems to be a high turnover of local businesses which is a shame as they are being replaced with chain franchises." [Aokautere resident]

"It would be good to see some of empty buildings in the city centre, like high flyers, be utilised." [Fitzherbert resident]

"I think we could really make the city centre more vibrant especially the Broadway area needs to be closed off for cars and used just for pedestrians. Make more of the art and cafe and restaurant culture." [Milson resident]

"Still too many empty shops in CBD. Property owners should be encouraged to embrace social good and reduce rent." [Takaro resident]

Sample: n=800, excludes 'Don't know' responses.

2. GEN1. Do you have any other comments that you would like to make about city Council or Palmerston North generally? n=257



Satisfaction with Infrastructure

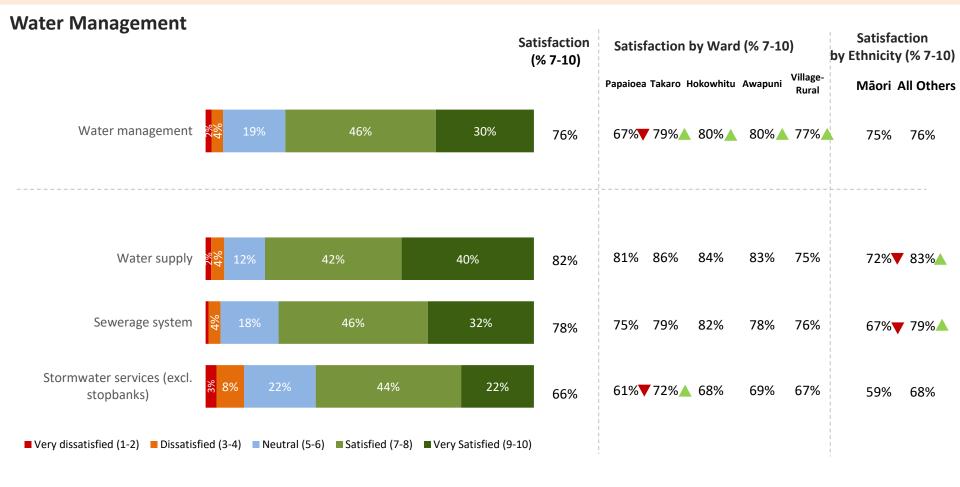








Within the *Water management* area, residents are particularly satisfied with *Water supply* (82% are satisfied) and less happy with *Stormwater services* (66% are satisfied)



Significantly higher

1. Sample: n=800; Papaioea n=227, Takaro n=100, Hokowhitu n=173, Awapuni n=169, Village-Rural n=132, Excludes 'Don't know' responses

2. IW1. How satisfied are you with each of the following Council services?

3. DEM5 What suburb or township do you live in?

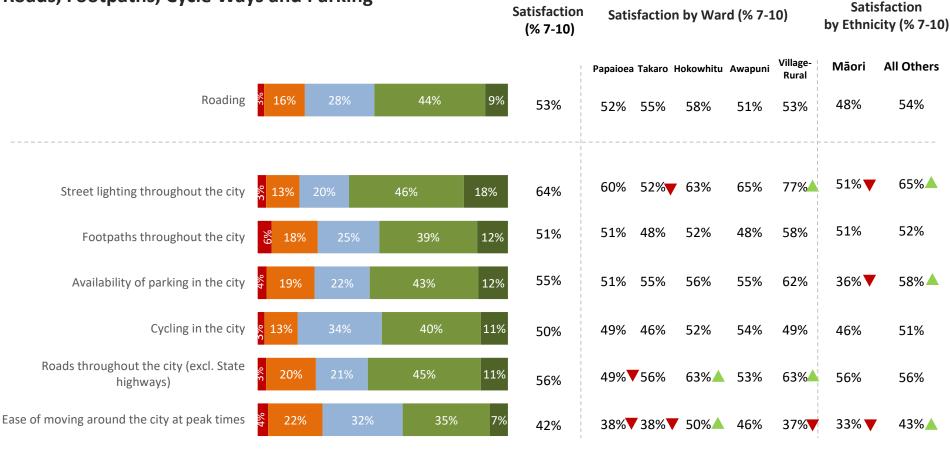
4. DEM3. Which of the following ethnicities do you associate with?





Concerning *Roading*, there is a greater satisfaction with *Street lighting throughout the city* (though Takaro and Māori residents tend to be less satisfied) and a lesser satisfaction with the *Ease of moving around the city at peak times*

Roads, Footpaths, Cycle Ways and Parking



▲ Significantly higher ▼ Significantly lower

1. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

2. ID1. How satisfied are you with each of the following Council services?

3. DEM5 What suburb or township do you live in?

4. DEM3. Which of the following ethnicities do you associate with?

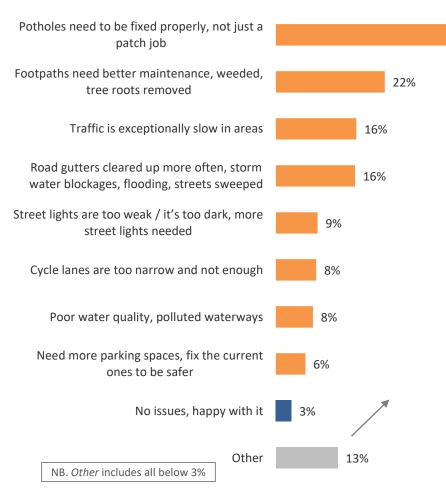


36%



The prevalence of potholes that are not fixed properly is often mentioned as a reason for a lesser satisfaction with *Roading*

Comments About Roading or Water Related Infrastructure



[.] Sample: n=800, excludes 'Don't know' and 'I don't use it' responses.

Percentages are based on the number of people who gave comments, not on overall satisfaction levels

Other includes, for example:

- There are places where the footpaths are difficult for people with reduced mobility. Also some resident gardens flow onto the path too much. Street lighting is necessary but it needs to be such that there is not light pollution preventing viewing of the night sky. In terms of parking, cycling and movement around at peak times, the Council needs to lead in encouraging less use of private, single-occupant cars and make the City centre a pedestrian-, cycle- or bus-only zone.
- The City really needs more parking.
- I am flabbergasted at the angle of the new parking spaces on Cuba Street. You have to cross the centre line to get into the parking space. What were you thinking? A lot of money spent to make it more dangerous.
- It would be good if there were more parks available for workers in the CBD, either at a reduced rate or a set rate to pay all day at a reduced rate.
- Maybe when considering a new subdivision you give consideration to access its impact on existing surrounding roadways i.e. New subdivision around Lagoon Hokowhitu and access via Te Awa Street and surrounds.
- Sewerage in Arena Court not working properly because of restricted flow in Pascal Street.
- It will reduce accidents if we can install the traffic lights or roundabouts at the intersection of Upper Main Street and Napier Road.
- Need more pedestrian crossing on roads near to schools.
- The sewage treatment station needs to be relocated up wind or further away from Riverdale. Why should residents have to smell poop from other people?
- Some streets should not allow cars to park on both sides. It is dangerously narrow. Also they are ruining the berms, which means I have to pay a lawn mowing service to cut.
- Some intersections need to be improved e.g. Main Street and Fitzroy Street intersections should be no right hand turns for traffic coming from Ashhurst. Fatalities waiting to happen.
- Needs a second bridge for cars.

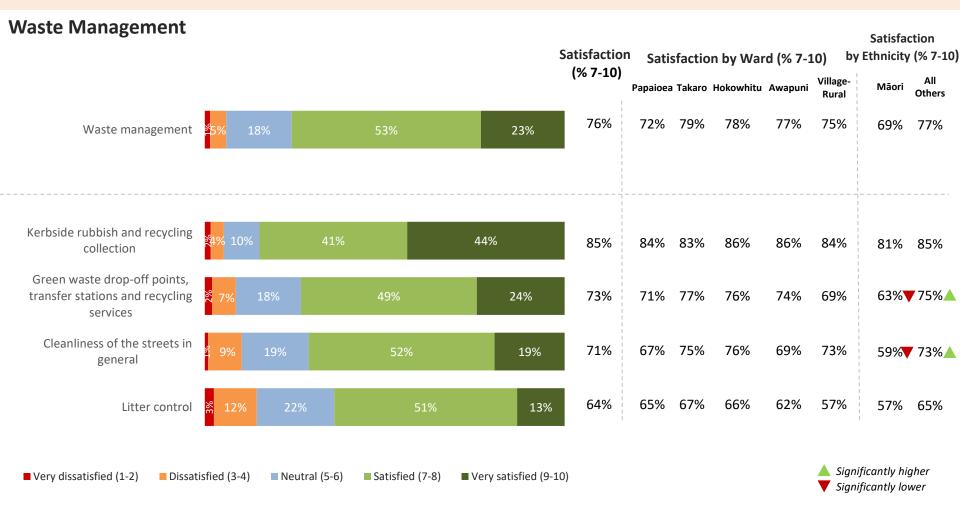
- Some roads are too narrow, with vehicles parked on the side of the road as well.
- Some roundabout islands have blind spots and are quite dangerous at times.
- Concerned with our long term water storage ability. Think we need more as development increases. Very happy with your repair crews at the Depot, when we had a recent leak.
- Sewerage disposal must be upgraded. Has been talked about for 10+ years.
- Why does Palmerston North City Council discourage water collection from rainfall when it could be used for garden purposes? Why isn't better use made of green space between footpaths and roadways, when it could be a bike path. Lots more bikes than pedestrians or push chairs.
- Need a roundabout at the bottom of James Line.

^{2.} VB2. Do you have any comments about the city's roading or water related infrastructure?





Residents are generally happy with all aspects of *Waste management*, particularly with the *Kerbside rubbish* and recycling collection



1. Sample: n=800; Papaioea n=227, Takaro n=100, Hokowhitu n=173, Awapuni n=169, Village-Rural n=132, Excludes 'Don't know' responses

2. RD1. How satisfied are you with each of the following Council services?

3. DEM5 What suburb or township do you live in?

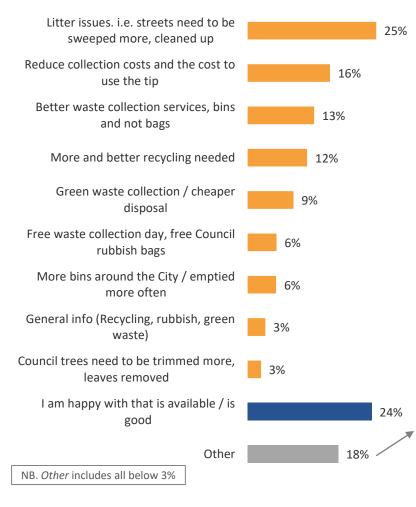
4. DEM3. Which of the following ethnicities do you associate with?





Litter issues, i.e. cleaning up/sweeping streets are the most commonly mentioned issues concerning *Waste management* in the city

Comments About Waste Management



Other includes, for example:

- Rubbish collection is too early in the morning on Clifton Terrace and we often miss the collection.
- I see litter bins are set everywhere in the City. Is the litter separated regarding the recycling purpose?
- We don't have enough rubbish to fill a rubbish bag which costs quite a bit and have to keep filling it for a few weeks before it fills up and gets put on the roadside. Having smaller bags that costs less will be more convenient and hygienic.
- I think the kind of free kerbside collection they used to do where people could drop off a piece of furniture off at a designated place and people could help themselves would be good. A green waste based Council sponsored Cole toon would be good. Is there not an opportunity to then create a compost business to offset costs? I would also like to see the Council invest in some recycling technology that takes plastic waste in particular and converts it into other products, diesel or whatever.
- Need more clothing bins around the City. I only know of one which is at the opposite end of the town.
- Poor attitude of rubbish collectors.
- More rubbish disposal stations could be added, but other than that, satisfied.
- Hard rubbish disposal around the student areas needs to be monitored. Fly tipping is on the rise especially in the rural areas of Palmy: Bunnythorpe, Palmy, Fielding etc.
- The green waste disposal is too far away from Ashhurst.
- We need to have local recycling occurring. Not just gathering, but processing, particularly of plastics. There are a couple of things that some other councils do that I think are great. One is having a time when people can put furniture out at gates and other people can come and collect them if they want to, and after there has been time for this to occur, the Council collects what is left. This may be able to be done with some of the NGOs also collecting stuff that could be re-distributed. This would only need to occur once or twice a year. I think that it would mean that people would be less likely to dump things.
- I have a major issue with one of the kerbside recycling operators in our area. He constantly just throws the bins on the ground and does not care where they land. Other operators seem to be able to place them upside down (which is great in the winter) and in within the proximity as to where they were originally placed. One just does not seem to care. Just biffs them down and obviously forgets who pays his wages. Due to the poor quality of the Council rubbish bags we use a private rubbish company.
- The time that curb side rubbish is collected varies too much. Most weeks my rubbish is collected late afternoon, but some weeks the truck has gone by 8.30am. I know that I should put my rubbish out by 7.30am, but in our windy climate light bags can be blown several houses away. Is it too hard to right my recycle bin? It is usually left lying on it's side!
- Glass recycling is too loud and early. If you work nights the last thing you want is to wake up to the entire streets glass bottles being smashed into the back of a truck.
- There should be some places/bins for old clothes if possible, in every suburb.

- Sample: n=800, excludes 'Don't know' and 'I don't use it' responses.
- 2. VB4. Do you have any comments about any of these services that the Palmerston North City Council provides?

Percentages are based on the number of people who gave comments, not on overall satisfaction levels



Satisfaction with Other Council Services









Overall, more than six in ten residents (64%) are satisfied with *Regulatory services*. Compared to residents in other wards, Hokowhitu residents are more satisfied with how roaming dogs and noise are controlled



■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neutral (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

🔺 Significantly higher V Significantly lower

Sample: n=800; Papaioea n=227, Takaro n=100, Hokowhitu n=173, Awapuni n=169, Village-Rural n=132, Excludes 'Don't know' responses

RM1. How satisfied are you with each of the following Council services?

DEM5 What suburb or township do you live in? 4.

3.

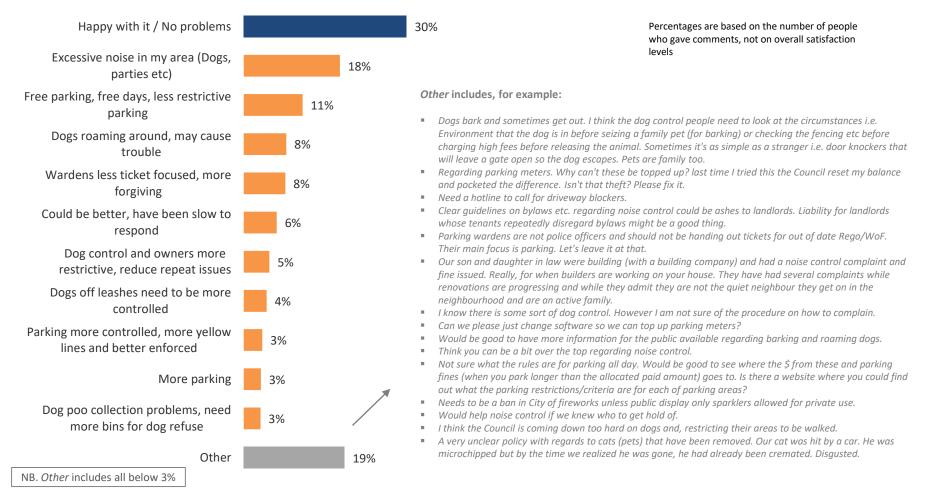
DEM3. Which of the following ethnicities do you associate with?





While almost a third (30%) of residents who commented on *Regulatory services* don't have any issues with them, others complain about an excessive noise in their areas and lack of free parking

Comments About Regulatory Services



Sample: n=800, excludes 'Don't know' and 'Doesn't relate to me' responses.

2. VB3. Do you have any comments about any of these services that the Palmerston North City Council provides?



Satisfaction with Parks and Reserves



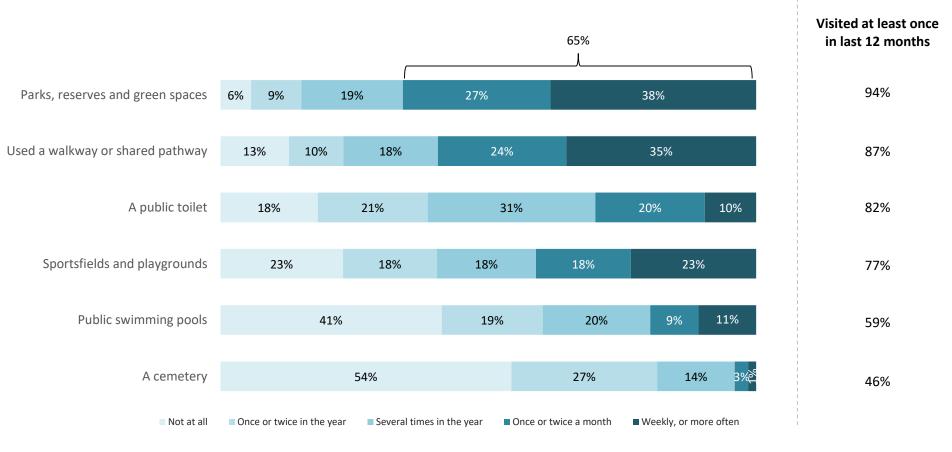






Parks, reserves and green spaces are most frequently used/visited facilities with 65% of residents visiting/using them at least once or twice a month

Parks, Reserves and Open Spaces: Visit Frequency

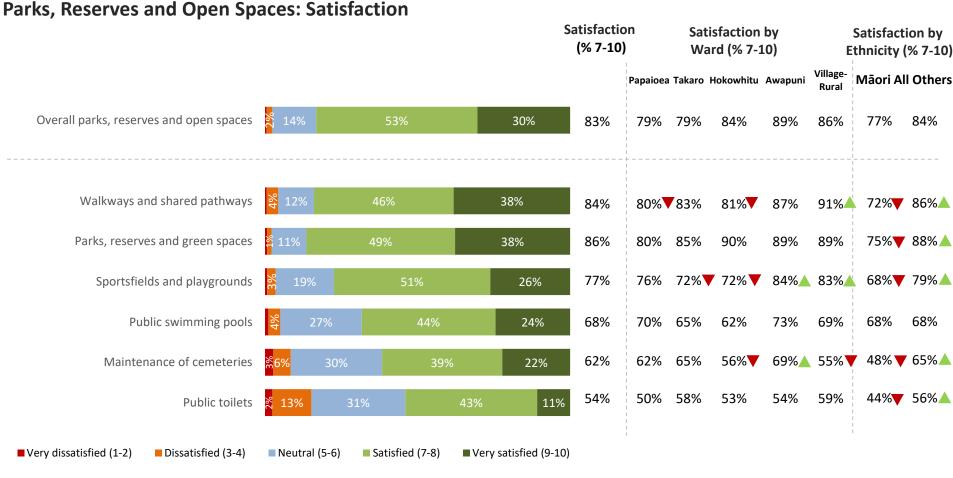


^{2.} PRO1. In the last 12 months, about how frequently have you visited or used each of the following:





Over eight in ten (83%) residents are satisfied with the City's *Parks, reserves and open spaces*. Māori residents tend to be less satisfied with a number of facilities compared to residents of other ethnicities



Significantly higher
 Significantly lower

1. Sample: n=800; Papaioea n=216; Takaro n=110; Hokowhitu n=205; Awapuni n=152; Village-Rural n=117; Maori n=73; Non-Maori n=727. Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

3. PRO2. How satisfied are you with each of the following?

4. DEM5 What suburb or township do you live in?

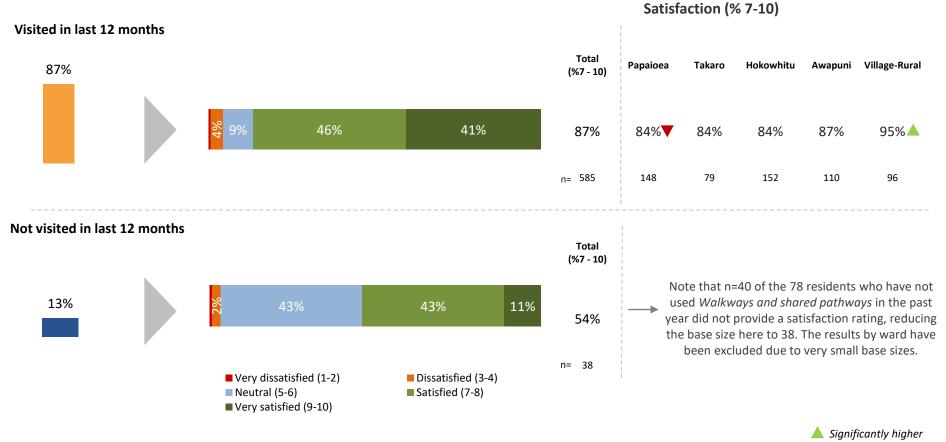
5. DEM3. Which of the following ethnicities do you associate with?





Almost nine in ten (87%) residents who have used *Walkways and shared pathways* in the last 12 months are satisfied with them

Parks, Reserves and Open Space Facilities: Walkways and Shared Pathways



1. Sample: n=800; visited n=660; not visited n=78; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

3. PRO2. How satisfied are you with each of the following?

4. DEM5 What suburb or township do you live in?

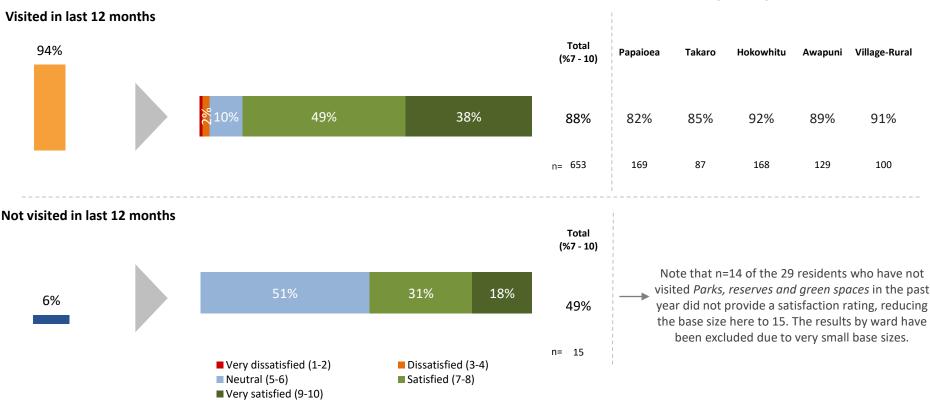
Significantly lower





Concerning *Parks, reserves and green spaces,* considerably more residents who have used/visited them in the last 12 months are satisfied (88%) compared to those who haven't used them in last year (49%)

Parks, Reserves and Open Space Facilities: Parks, Reserves and Green Spaces



Satisfaction (% 7-10)

1. Sample: n=800; visited n=735; not visited n=29; Excludes 'Don't know' responses

PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

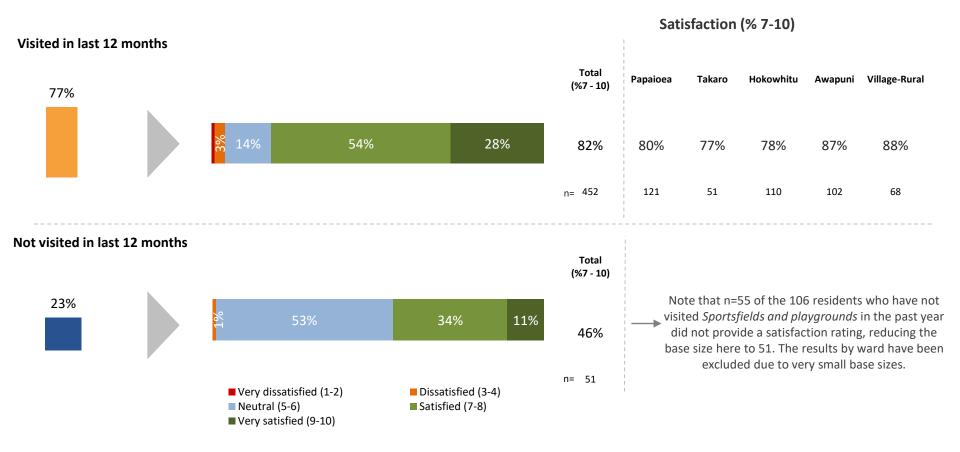
3. PRO2. How satisfied are you with each of the following?





Likewise, more of those who have used *Sportsfields and playgrounds* in last year are satisfied (82%) compared to those, who haven't used them (46%)

Parks, Reserves and Open Space Facilities: Sportsfields and Playgrounds



1. Sample: n=800; visited n=549; not visited n=106; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

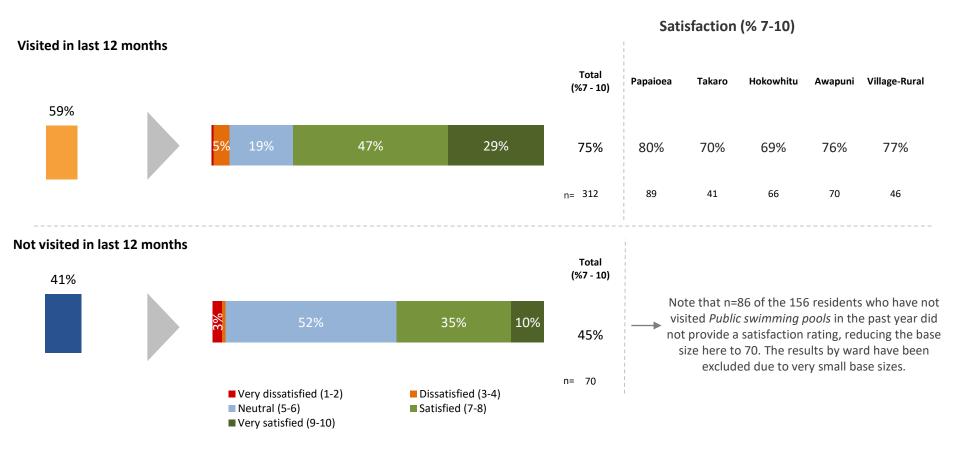
3. PRO2. How satisfied are you with each of the following?





Nearly six in ten (59%) residents have used a *Public swimming pool* in the last 12 months and three quarters of them (75%) are satisfied with this type of facilities

Parks, Reserves and Open Space Facilities: Public Swimming Pools



1. Sample: n=800; visited n=402; not visited n=156; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

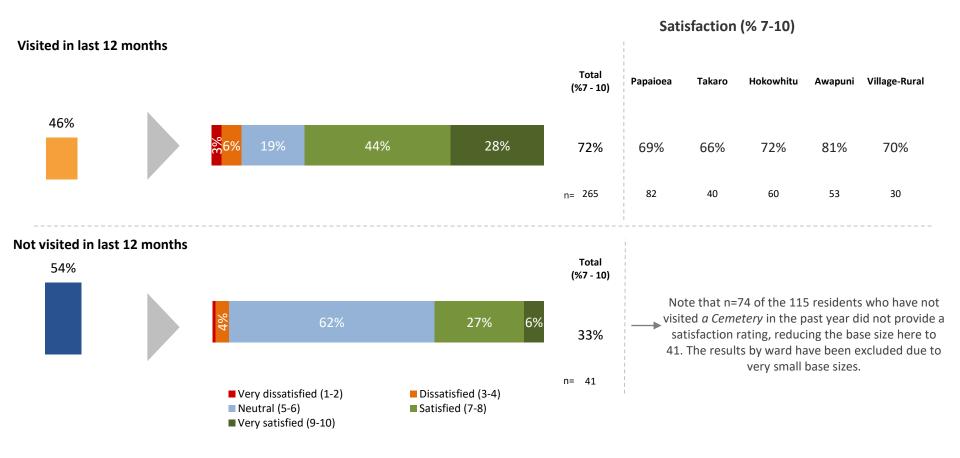
3. PRO2. How satisfied are you with each of the following?





Less than a half (46%) of residents have visited *Cemeteries* in the last 12 months. Visitors of cemeteries are by far more satisfied with them (72%) compared to those who haven't visited cemeteries in last year (33%)

Parks, Reserves and Open Space Facilities: Cemeteries



1. Sample: n=800; visited n=360; not visited n=115; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

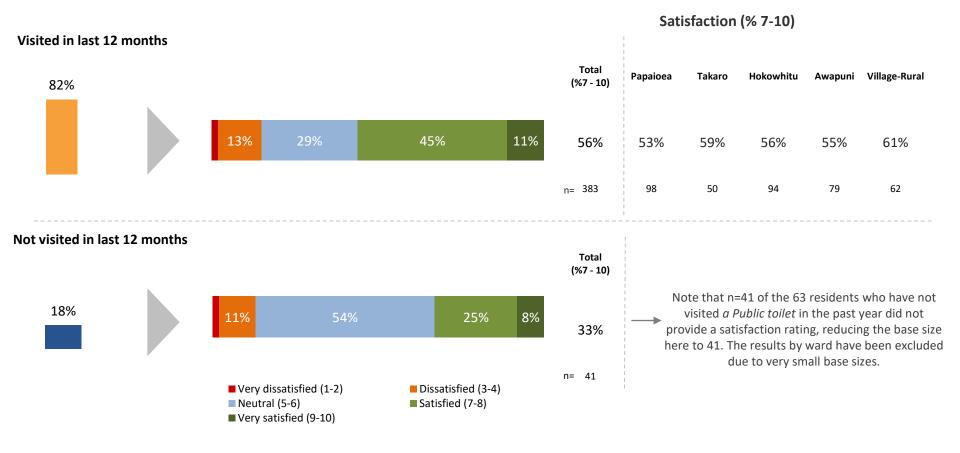
3. PRO2. How satisfied are you with each of the following?





More than eight in ten (82%) residents have used a *Public toilet* with more than half of them (56%) being satisfied

Parks, Reserves and Open Space Facilities: Public Toilets



1. Sample: n=800; visited n=602; not visited n=63; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

3. PRO2. How satisfied are you with each of the following?



Satisfaction with Council Services and Facilities



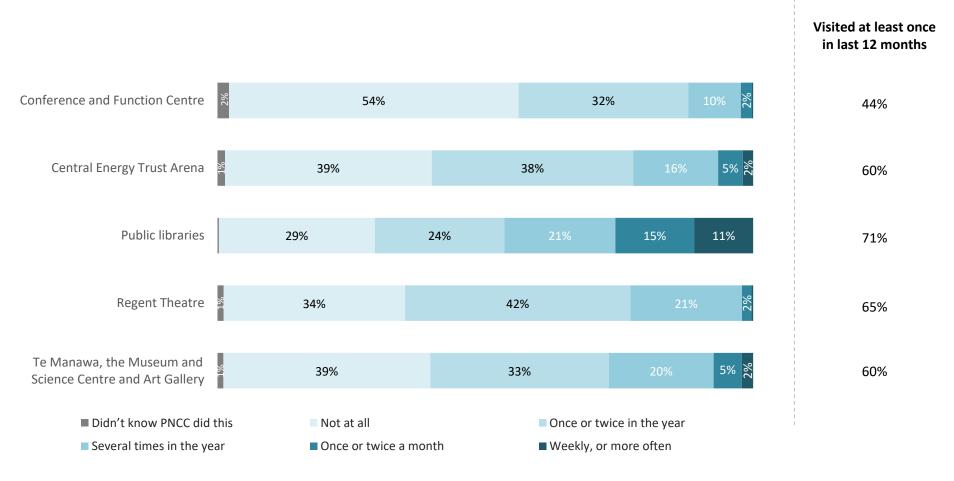






Public libraries are the most frequently visited Council facilities as more than seven in ten (71%) residents have visited a library at least once in last year

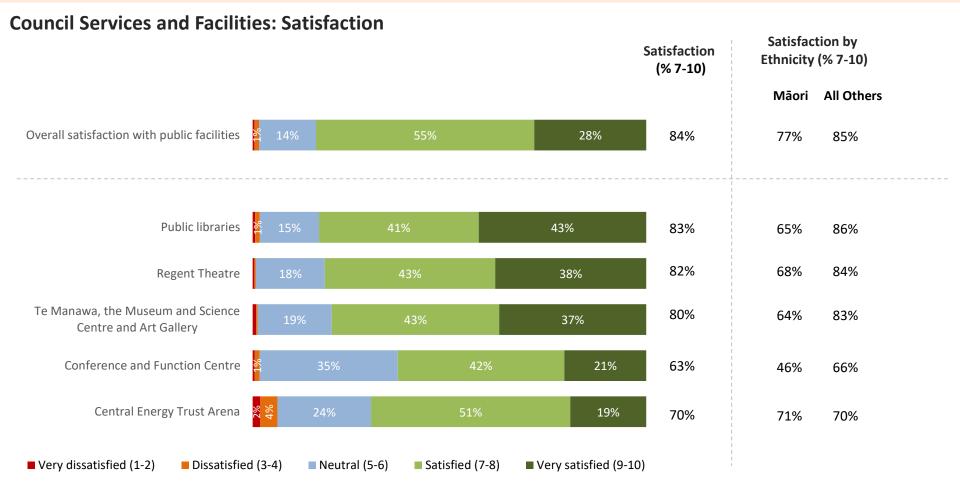








Over eight in ten (84%) residents are satisfied with City's *Public facilities*. In particular, residents are satisfied with *Public libraries, Regent Theatre* and *Te Manawa, the Museum and Science Centre, and Art Gallery*



1. Sample: n=800; Papaioea n=227, Takaro n=100, Hokowhitu n=173, Awapuni n=169, Village-Rural n=132, Excludes 'Don't know' responses

2. OF2. How satisfied are you with each of the following venues?

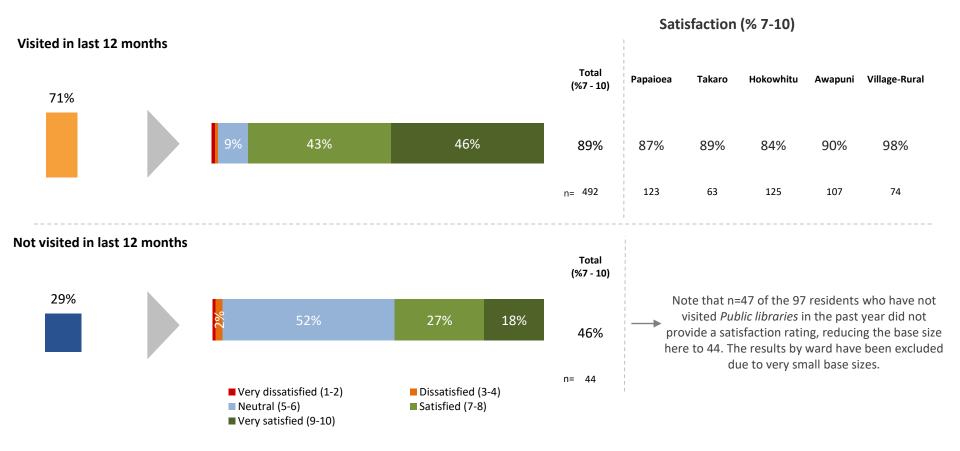
3. DEM3. Which of the following ethnicities do you associate with?





Over seven in ten (71%) residents have visited a *Public library* in the last 12 months and 89% of them are satisfied with this type of facility

Council Services and Facilities: Public Libraries



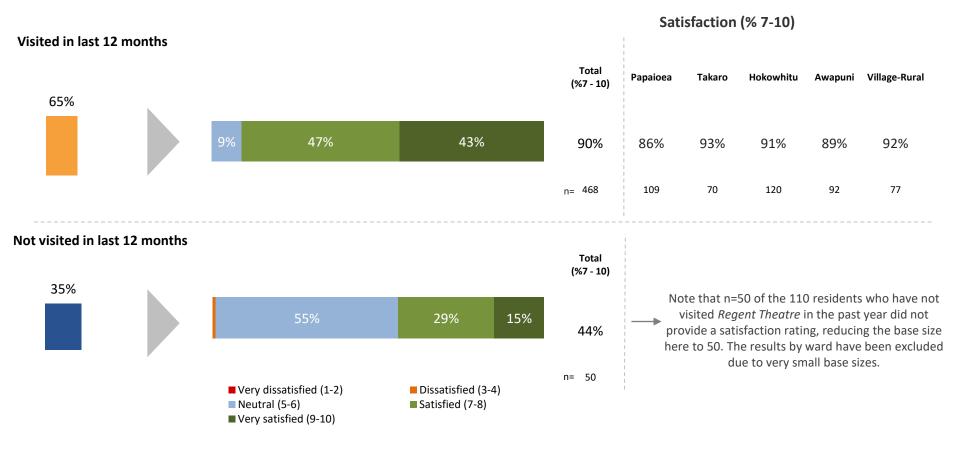
- 1. Sample: n=800; visited n=549; not visited n=91; Excludes 'Don't know' responses
- 2. OF2. How satisfied are you with each of the following venues?
- 3. DEM5 What suburb or township do you live in?





Likewise, nine in ten (90%) of those who have visited the *Regent Theatre* are satisfied with this facility





1. Sample: n=800; visited n=517; not visited n=110; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

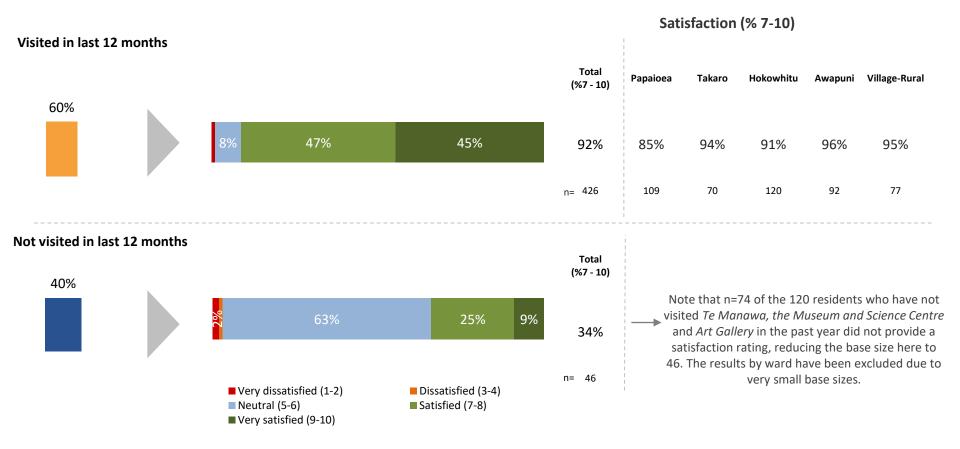
3. PRO2. How satisfied are you with each of the following?





Te Manawa, the Museum and Science Centre and Art Gallery are perceived even more favourably by their visitors with 92% of them being satisfied

Council Services and Facilities: Te Manawa, the Museum and Science Centre, and Art Gallery



1. Sample: n=800; visited n=465; not visited n=120; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

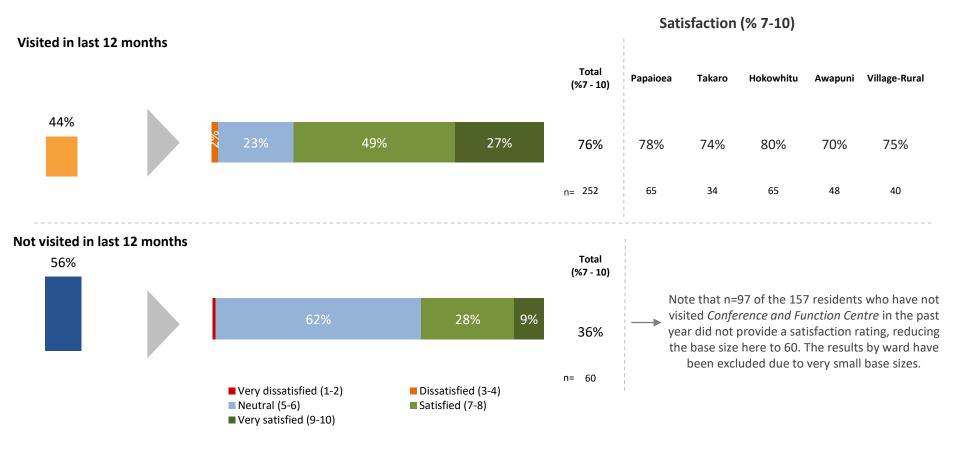
3. PRO2. How satisfied are you with each of the following?





Concerning *Conference and Function Centre*, 44% of residents have visited this facility in the last 12 months and over three quarters (76%) of them are satisfied

Council Services and Facilities: Conference and Function Centre



1. Sample: n=800; visited n=332; not visited n=157; Excludes 'Don't know' responses

2. PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

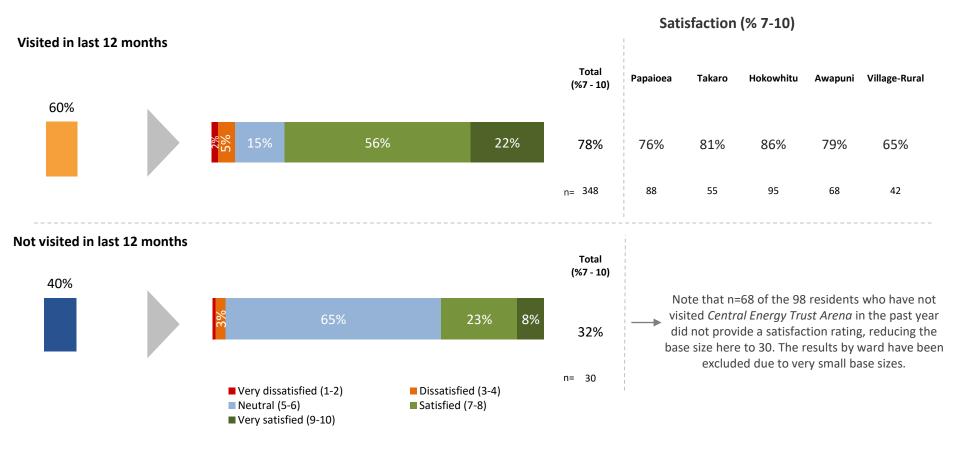
3. PRO2. How satisfied are you with each of the following?





Six in ten (60%) residents have visited *Central Energy Trust Arena* and nearly eight in ten (78%) of them are satisfied

Council Services and Facilities: Central Energy Trust Arena



1. Sample: n=800; visited n=450; not visited n=98; Excludes 'Don't know' responses

PRO1. In the last 12 months, about how frequently have you visited or used each of the following:

3. PRO2. How satisfied are you with each of the following?



Sample Profile



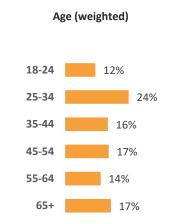


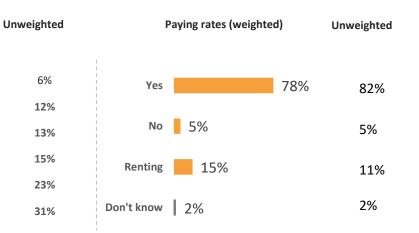


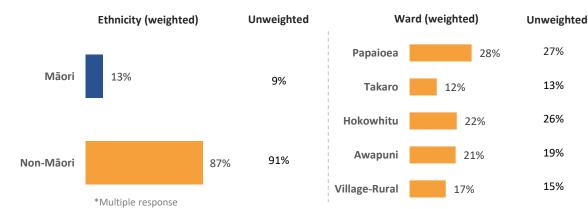


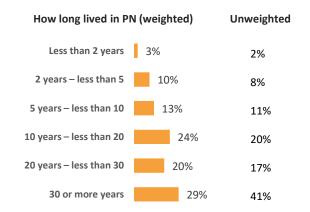
Demographics













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