

Nelson City Council Residents' Survey 2020/2021

Report – June 2021





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Prepared for:
Nelson City Council

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Results at a Glance

Key Insights



Two-fifths (43%) of Nelson residents are satisfied overall with the Council performance. This is a decrease since last year (63%).

A third (34% are neutral) and one-fifth are dissatisfied (22%).

Satisfaction in many aspects around council operations, transport and communications has also decreased since last year.



Respondents from Nelson North tend to be slightly less satisfied in many aspects.

This might be due to a feeling of lack of access or equal spend in comparison to other areas.

“We don't really have any services out in the Glen, no buses, no cycleway.”



A proportion of dissatisfied respondents are concerned about perceived unnecessary spending and decision making.

Commentary have shown that some residents are concerned about perceived inappropriate spending, decision making and priorities around infrastructure. This includes disagreement with spending on the new library, arts projects, and other core services (e.g. transport) and poor communication/responsiveness and consideration of the community needs.







Priority should be placed on improving satisfaction with rate expenditure and responding to community needs.




The high impact areas to focus on improving are:

1. The way the rates are spent,
2. The Council's response to community needs, and
3. Quality of the information Council supplies to the community about Council decisions, activities and events.

Key Performance Measures

Measure 2020/2021		Target year 2020/2021
✓	91% user satisfaction with the public library service	≥ 90% user satisfaction
	✓ 87% user satisfaction with Suter Art Gallery	≥ 80% user satisfaction
✓	80% of residents satisfied with the provision of parks and recreation in Nelson	≥ 80% residents satisfied
	✓ 73% compost either food or garden waste X (59% compost food waste) ✓ (63% compost garden waste)	Annual maintenance or increase of proportion of residents composting = ≥ 72% compost either food or garden waste (≥ 63% of households compost food) (≥ 62% of households compost garden waste)
	X 47% are satisfied with opportunities to provide the Council with feedback	Annual maintenance or increase of proportion of residents satisfied with opportunities to provide feedback = More than 54% of residents satisfied
	X 20% journey to work by walking, running or cycling (including e-bike/e-scooter)	≥ 21% combined of all journeys to work by walking or cycling

Changes in key measures 2019/20 – 2020/21

		2019/2020	2020/2021
	Public Library User Satisfaction	93%	91%
	Suter Art Gallery User Satisfaction	86%	87%
	Residents satisfied with the provision of parks and recreation in Nelson	82%	80%
	Compost either food or garden waste	72%	73%
	Journey to work by walking, running or cycling	16%	20%
	Satisfied with transport activity overall*	54%	39% ↓
	Satisfied with opportunities to provide the Council with feedback	54%	47%
	Satisfied with environmental management*	58%	47% ↓
	Satisfied with Council's overall performance*	63%	43% ↓
	Satisfied with quality of the information Council supplies*^	70%	42% ↓
	Satisfied with support for economic development and tourism in Nelson*	52%	42% ↓
	Satisfied with support for community organisations and projects*	51%	38% ↓
	Satisfied with the Council's response to the needs of the community and to issues raised by the community*	44%	31% ↓
Satisfied with the way rates are spent on the services and facilities*	41%	31% ↓	

*Please note that for these measures, there were no targets set out in the long-term plan; ^Please note the wording of this question changed slightly in 2020/2021; ↓ Indicated that the measure for 2020/2021 has significantly decreased



Method

Context

Context

Nelson City Council (the Council) has commissioned annual Residents' Surveys since 1997 to measure public satisfaction with its work and to help support decision-making.

- The surveys are conducted over a three year cycle, with a full Residents' Survey every third year and shorter surveys in the intervening years.
 - The year ending June 30th, 2021 represents the first year in the current cycle.
- Information from the surveys is also used to check progress towards common goals, and to prepare long term plans for the city.
- The Council has engaged a variety of approaches over the years, and in 2020, Research First was engaged to conduct the 2019/2020 and 2020/2021 Residents' Survey.

Objectives

To understand public perceptions of the performance of the Council and Council-related services, facilities and activities, specifically:

- Nelson City services and Council-supported facilities and events (libraries, parks and reserves and Suter Art Gallery);
- Transport and roading;
- Composting habits;
- Interactions with Council;
- Council operations/issues for Council; and
- Overall satisfaction with the Council's performance.
- Where relevant, findings have been presented in relation to targets as set out in the 2018-28 Long Term Plan.

Method Overview

A quarterly 10-minute telephone survey with a representative sample of 100 Nelson residents for a total of 401 residents in 2020/2021.

- For the year ending 2021, the research was designed to be conducted over four survey periods for a more even spread across the year.
- Total sample size = 401, comprising:
 - n=101 between October 5th – October 18th 2020
 - n=100 between November 28th - December 10th, 2020
 - n=100 between March 4th - 15th 2021
 - n=100 between June 1st - 17th 2021
 - A Nelson representative sample by gender, age and area (see demographics) for more details
- The telephone survey was designed to be 10 minutes in length and was created by Research First in collaboration with the Council.

Sampling & Analysis

Sampling

Random selection of telephone numbers in the database coupled with quota management

- Data collection used a randomised database of landline telephone numbers covering Nelson City. In order to reach those harder to reach via landline, a randomised cell-phone database was also used, with 21% of the total sample coming from this database.
- A quota system was used to ensure the sample was representative of the District's population by age, area and gender (as per the 2018 Census) to avoid the need to weight the data.
- A sample size of n=401 collected is accurate to a maximum margin of error of +/- 4.9% at the 95% confidence level. This means that if 50% of respondents stated they were satisfied with a Council facility, then we could be 95% sure that between 45.1% and 54.9% of the entire Nelson City population also feel satisfied with that Council facility.

Analysis

*5-point scales and sums
Coding
Key driver analysis*

- The survey primarily used a balanced 5-point scale, with a don't know option when measuring satisfaction:

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
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- While proportions for each have been presented individually in the charts, this document reports on total satisfaction summing results of "very satisfied" and "satisfied".
- It should also be noted that not all percentages shown add up to 100%. This is due to rounding or when questions allow multiple selections.
- Open-end responses have been manually coded by grouping answers into similar themes.

Making Comparisons

*Year-on-year: 2021 vs. 2020
Age: 16-39, 40-64, 65+;
Gender: Male, Female;
Area: Nelson Central, Nelson North, Nelson South, Stoke, Tahunanui*

- To provide relevant data, the survey has undergone several iterations over the years. As such, not every question has a year-on-year comparison.
- Data for each quarter has been combined for 2020/2021.
- Comparisons between years have primarily been conducted by comparing results of this year to the most recent year there is comparable result. If a difference is statically significant at a 95% confidence interval, this is indicated with an arrow up or down. \updownarrow Trends which are notable but not statistically significant are indicated with a dotted arrow. $-\ - - \rightarrow$
- Demographic comparisons were conducted using the complement method. (E.g. those in Stoke vs. those not in Stoke). When significant, and/or meaningful, results are annotated.

Relative Importance Analysis - Explanation

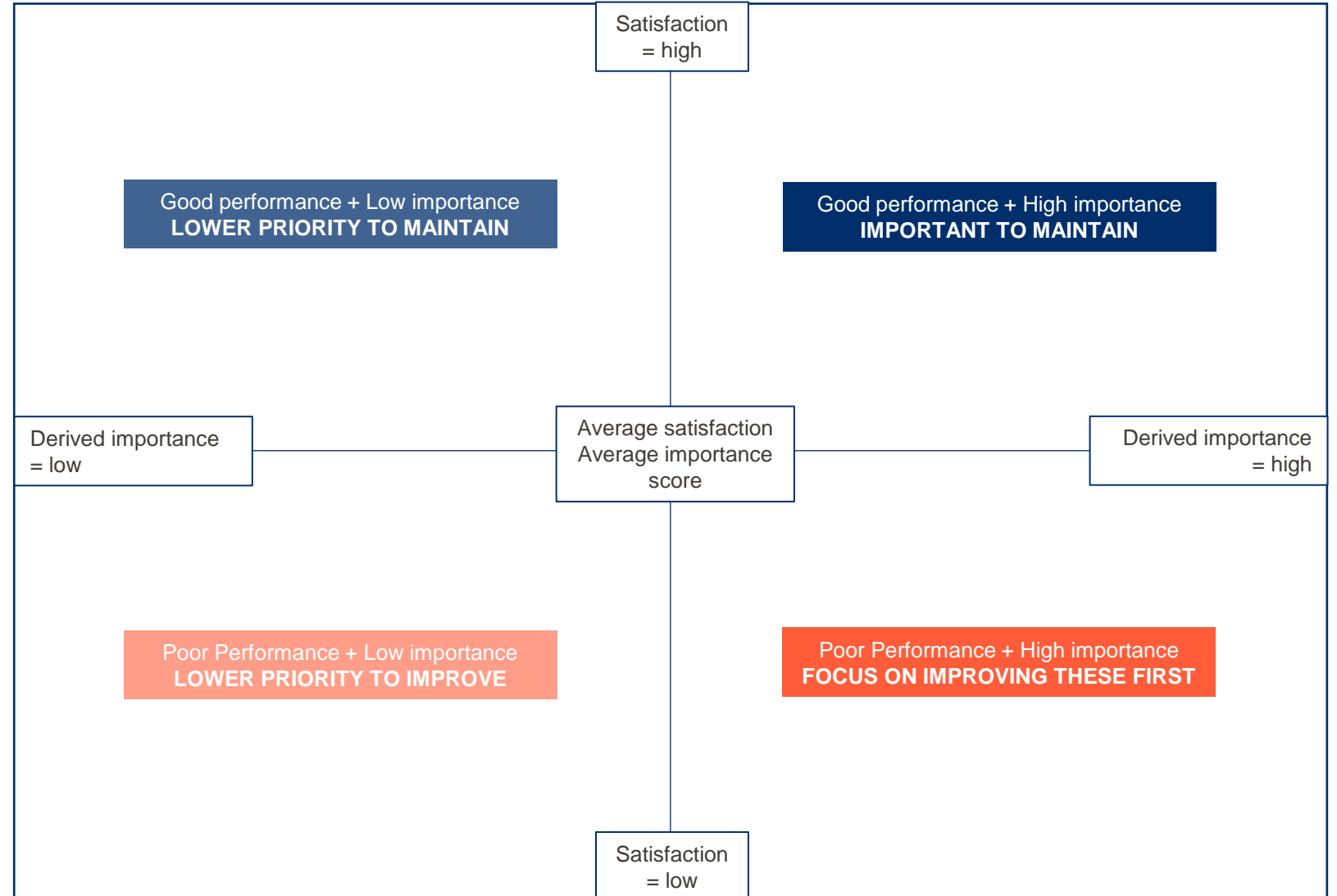
Identifying not only satisfaction scores, but also where resources should be focused to drive an increase in resident satisfaction can be invaluable for determining action points and investment areas.

Rather than asking residents what they think is important (as everything can be seen as important) a statistical method – Relative Importance Analysis - is used to derive which areas were most important in affecting satisfaction and therefore were *key drivers* to overall satisfaction with the Council.

- Driver analysis computes an estimate of the importance of various *independent variables* in predicting a *dependent variable*.

For Nelson City, the dependent variable is overall satisfaction with Council Performance, and the independent variables are the rest of the variables that satisfaction is measured on.

The charts themselves are anchored by the average satisfaction and importance score in the middle of the variables in use, and are perfectly centred in order to show relativity.





Results in Detail



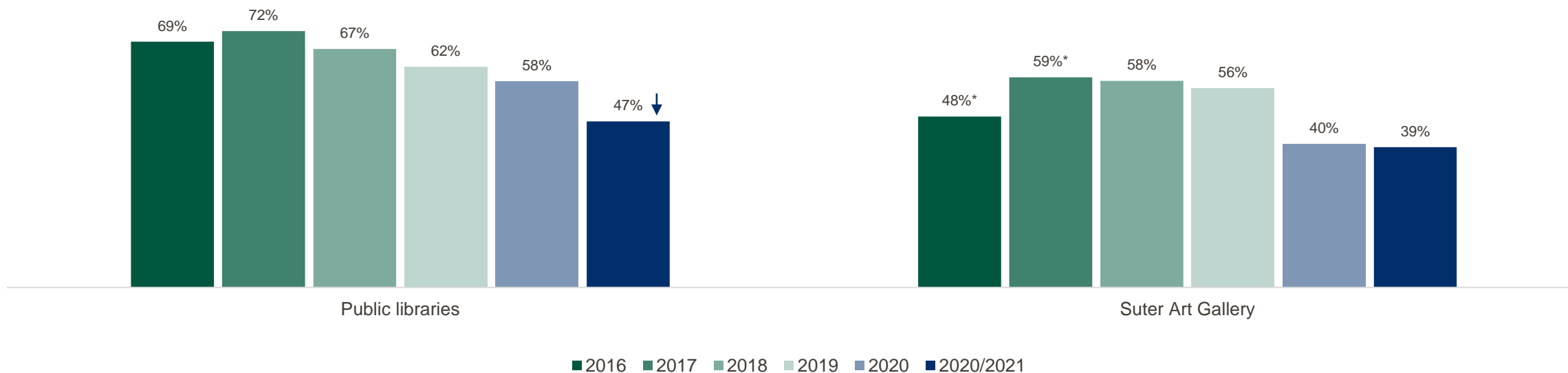
Council Facilities

“I definitely think they do a great job with public services. The parks and the library are very well-kept and they do exceptionally well with community led events, such as the Nelson arts festival and Summer programs;.”

Usage of Libraries and Suter Art Gallery – Over Time

- Library usage has decreased since last year and is trending down overall.
- The proportion of respondents reporting to have visited Suter Art Gallery has remained stable since last year following a drop in 2020.

Proportion who have used/visited the public libraries or Suter Art Gallery – over time



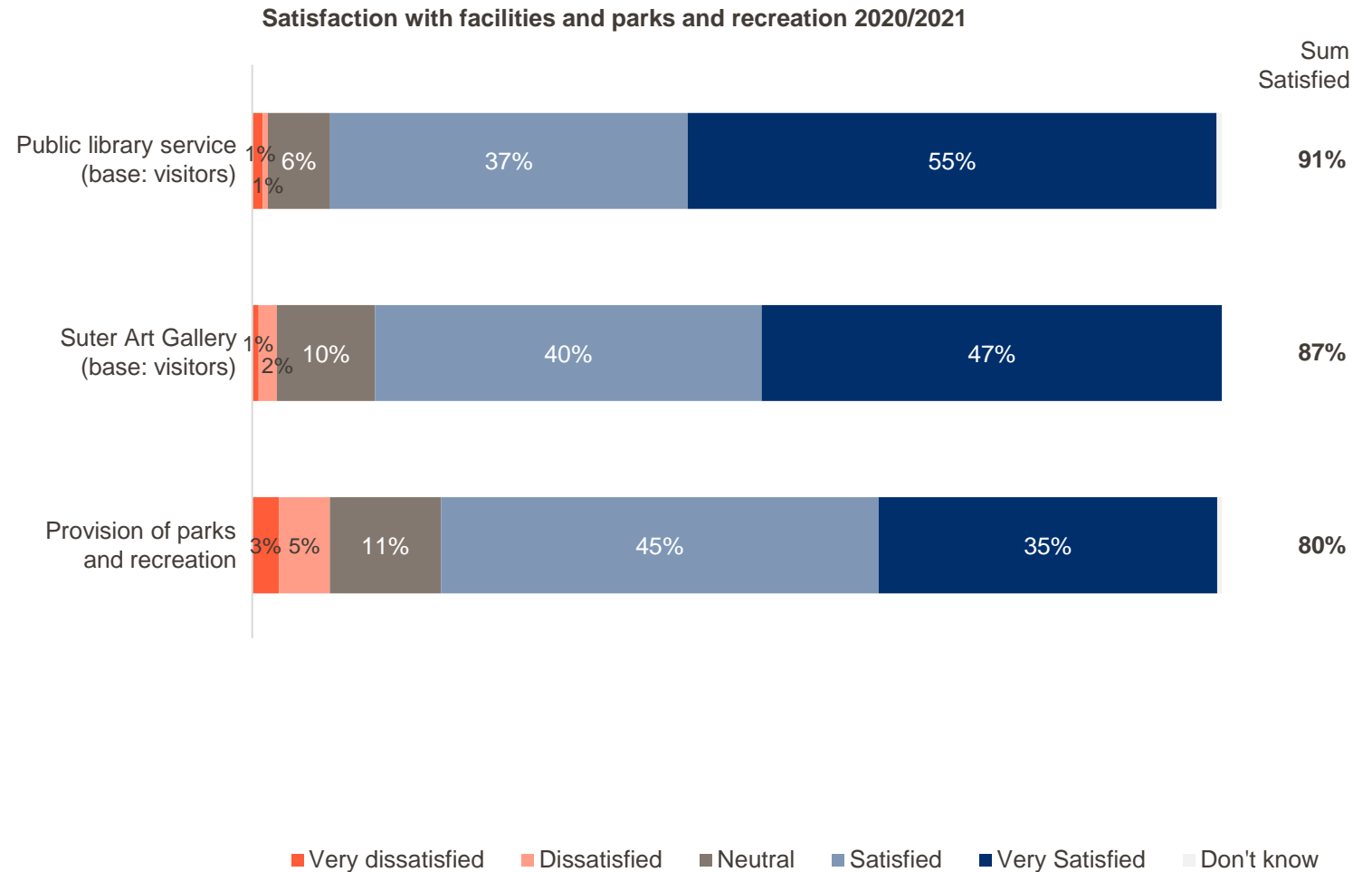
Q. In the last 12 months, have you visited or used any of the public libraries? / Q. In the last 12 months, have you visited or used the Suter Art Gallery? (Asked differently in 2020)

*Please note that usage levels for Suter Art Gallery was asked differently before 2018. In 2016 and 2017 residents were asked about the two past years, including the temporary location and the redeveloped gallery in 2017.

Base: All residents (2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2016 n=400)

Satisfaction with Facilities and Parks & Recreation

- Almost all library visitors (91%) are satisfied with the public library service.
- The vast majority of visitors are satisfied with Suter Art Gallery (87%) .
- 80% of all residents are also satisfied with the provision of parks and recreation in Nelson.
- Satisfaction levels meet performance measure targets.
 - ✓ At least 90% library user satisfaction
 - ✓ At least 80% Suter Art Gallery user satisfaction
 - ✓ At least 80% satisfaction with parks and recreation



Q. Can you please identify how satisfied or dissatisfied you are with the public library service? Base: Residents who had used the public library (2020/2021 n=187)

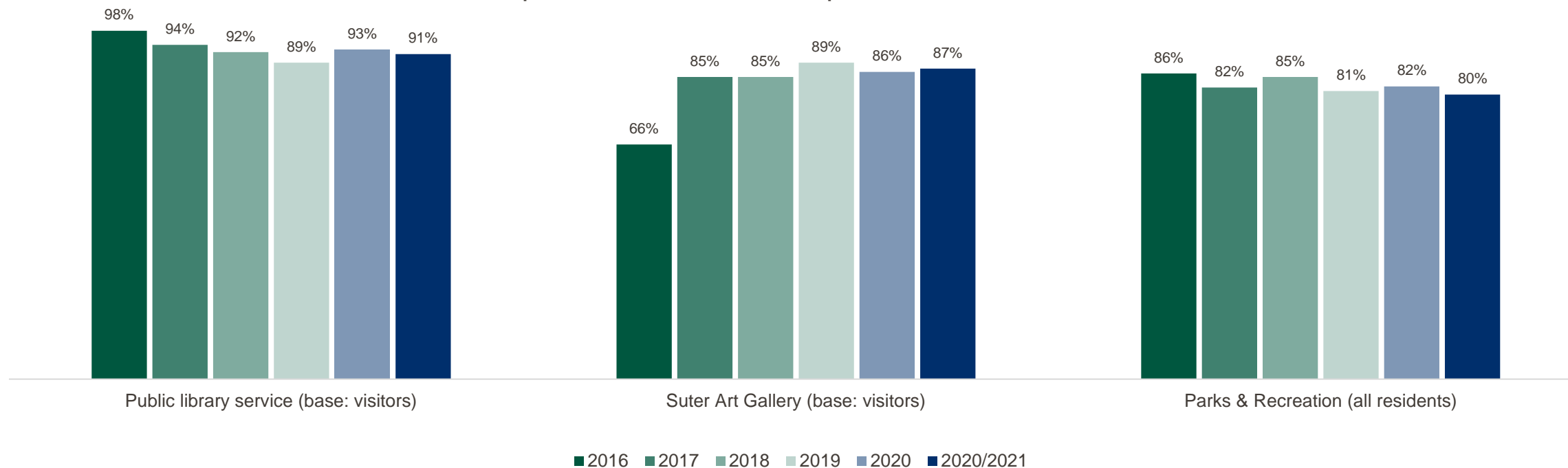
Q. How satisfied or dissatisfied are you with the Suter Art Gallery? Base: Residents who had visited Suter Art Gallery (2020/2021 n=158)

Q. Please identify how satisfied or dissatisfied you are with the provision of parks and recreation in Nelson (including gardens, sports grounds, sports venues, pools and reserves). Base: All residents (2020/2021 n=401)

Satisfaction with Facilities & Parks & Recreation - Over Time

- Satisfaction with the public library service, Suter Art Gallery, and parks and recreation remain high and stable.

Proportion satisfied with facilities and parks and recreation - over time



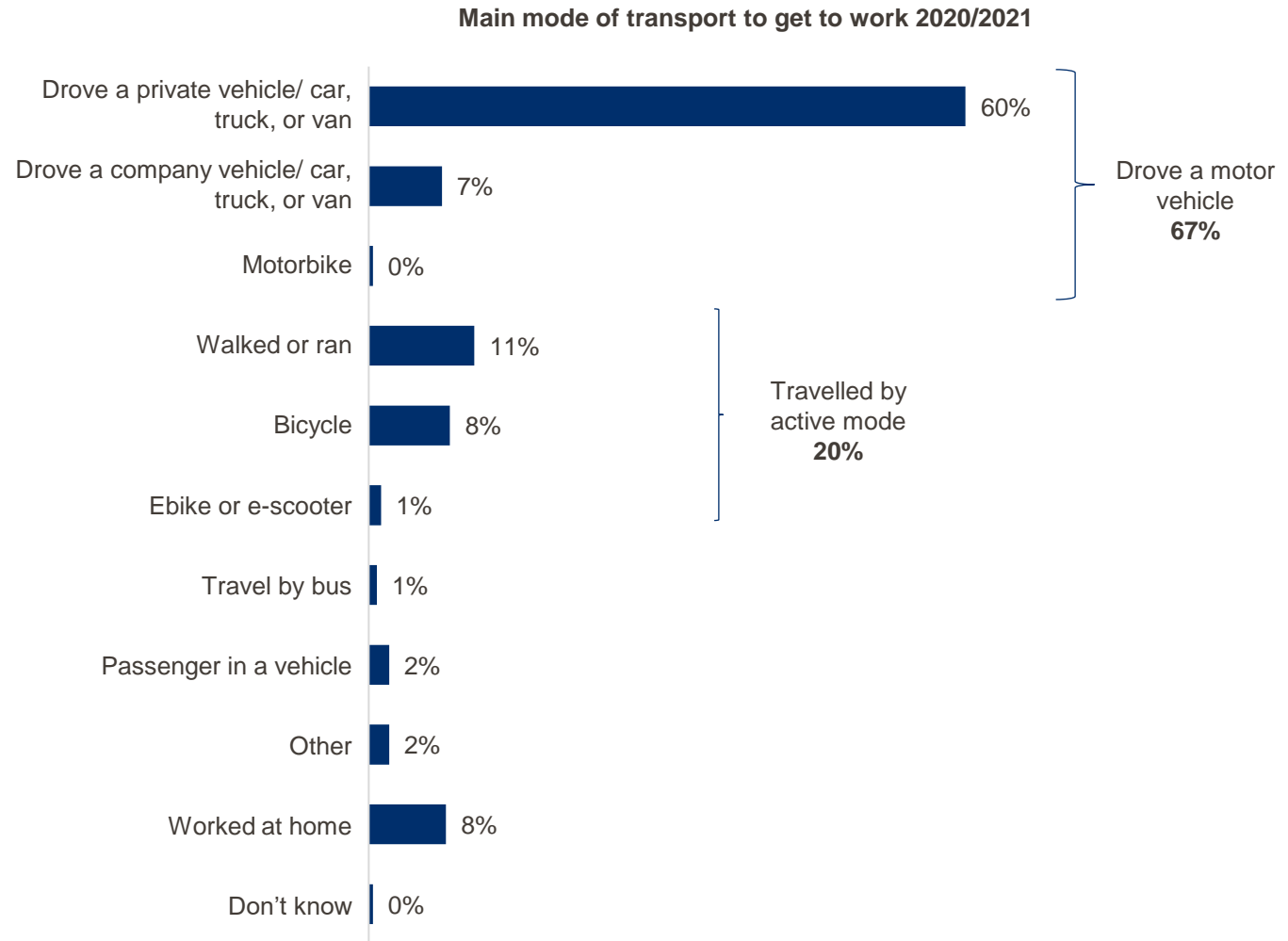
Q. Can you please identify how satisfied or dissatisfied you are with the public library service? Base: Residents who had used the public library (2020/2021 n=187, 2020 n=233, 2019 n=258, 2018 n=282, 2017 n=unknown, 2016 n=unknown) Q. How satisfied or dissatisfied are you with the Suter Art Gallery Base: Residents who had visited Suter Art Gallery in the past 12 months (2020/2021 n=158, 2020 n=162, 2019=238, 2018 n=230) or past 2 years (2017 n=372, 2016 n=206). Q. Please identify how satisfied or dissatisfied you are with the provision of parks and recreation in Nelson (including gardens, sports grounds, sports venues, pools and reserves). Base: All residents (2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2016 n=400)

Transport & Rooding

“They didn't go ahead and put the extra wide footpaths on the main street, the rating would be higher if they did something about the parking.”

Main Mode of Transport

- 62% of the residents surveyed report being in the workforce.
- Out of these residents, two-thirds (67%) travel to work by a driving.
- 20% use an active method such as biking, or walking.
- If including other methods such as being a passenger, or traveling by bus, then 23% use alternative methods to driving themselves.
- The long term performance measure regarding use of active modes of transport has not been met:
 - X 21% combined of all journeys to work are by walking or cycling.

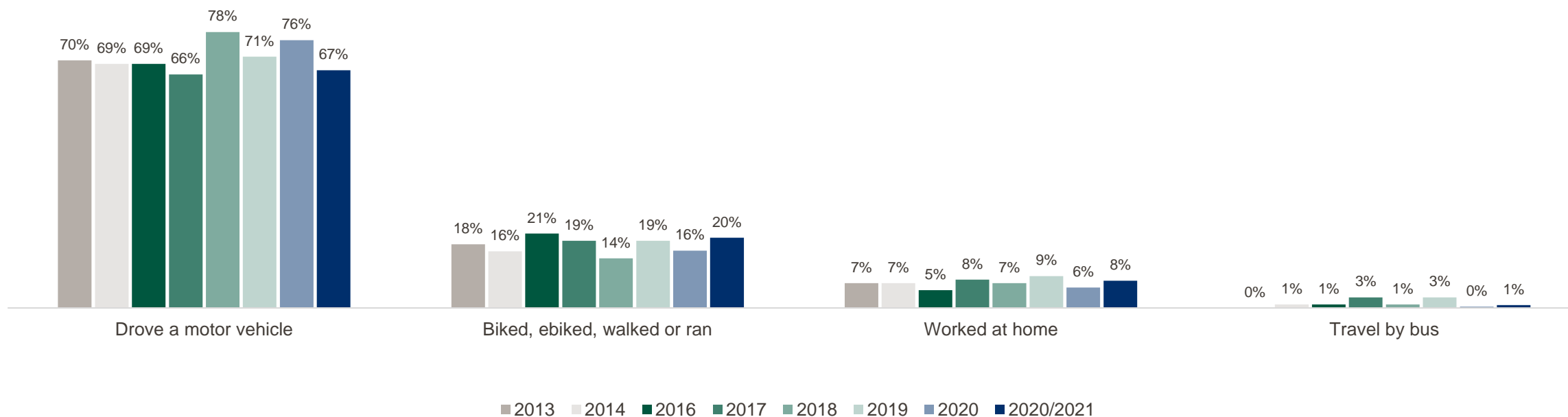


Q. Thinking about the last twelve months, what was your main mode of transport to get to work?
 Base: Residents who work full-time or part-time (2020/2021 n=247)

Main Mode of Transport – Over Time

- The main modes of transport to get to work has remained consistent overall.

Main mode of transport to get to work – over time



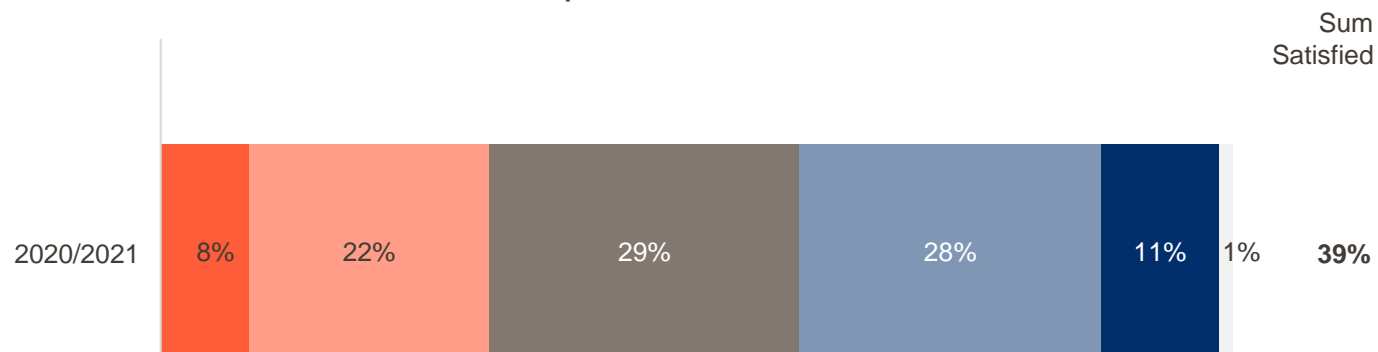
Q. Thinking about the last twelve months, what was your main mode of transport to get to work?

Base: Residents who work full-time or part-time (2020/2021 n=247, 2020 n=259, 2019 n=190, 2018 n=228, 2017 n=395, 2016 n=227, 2014 n=252, 2013 n=254)

Transport Satisfaction Overall

- Two-fifths (39%) of residents report being satisfied overall with the transport activity area.
 - Residents in Stoke show indications of being more satisfied overall.
- A third of the residents report being dissatisfied, this is attributed to several reasons (e.g., parking, congestion, safety for bikers and pedestrians, safety on small streets, public transport etc).*

Satisfaction with transport overall 2020/2021



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very Satisfied
 ■ Don't know

Q. In relation to transport... how satisfied or dissatisfied are you with transport overall (including with roads, cycleways, footpaths, and buses)?

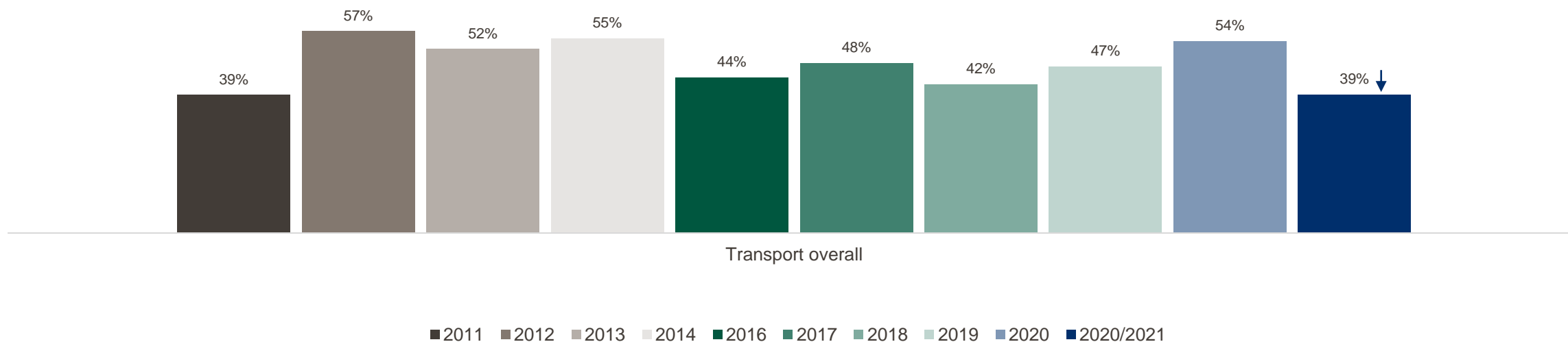
Base: All residents (2020/2021 n=401)

*See p34 for coded commentary by residents about the Council, which includes 15% who mention roading/footpaths/parking etc negatively.

Transport Satisfaction Overall – Over Time


- Following a higher satisfaction with roads in 2020, overall satisfaction with the Council transport has significantly decreased in 2021. This is driven by an increase in dissatisfied residents (31% in 2020/2021 in comparison with 14% in 2020). Continued monitoring of satisfaction may determine if the new priority lanes and Nelson Future Access project* will solve the long-standing issues and improve satisfaction.

Proportion satisfied with transport overall – over time



Q. In relation to transport... how satisfied or dissatisfied are you with the transport (activity**) overall (including with roads, cycleways, footpaths, and buses)? Please note that for 2020/2021, the word "activity" was removed
 *<https://www.stuff.co.nz/nelson-mail/300302596/priority-lanes-chosen-to-solve-nelsons-longterm-traffic-troubles>
 Base: All residents (2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2013 n= 400, 2012 n=400, 2011 n=400)

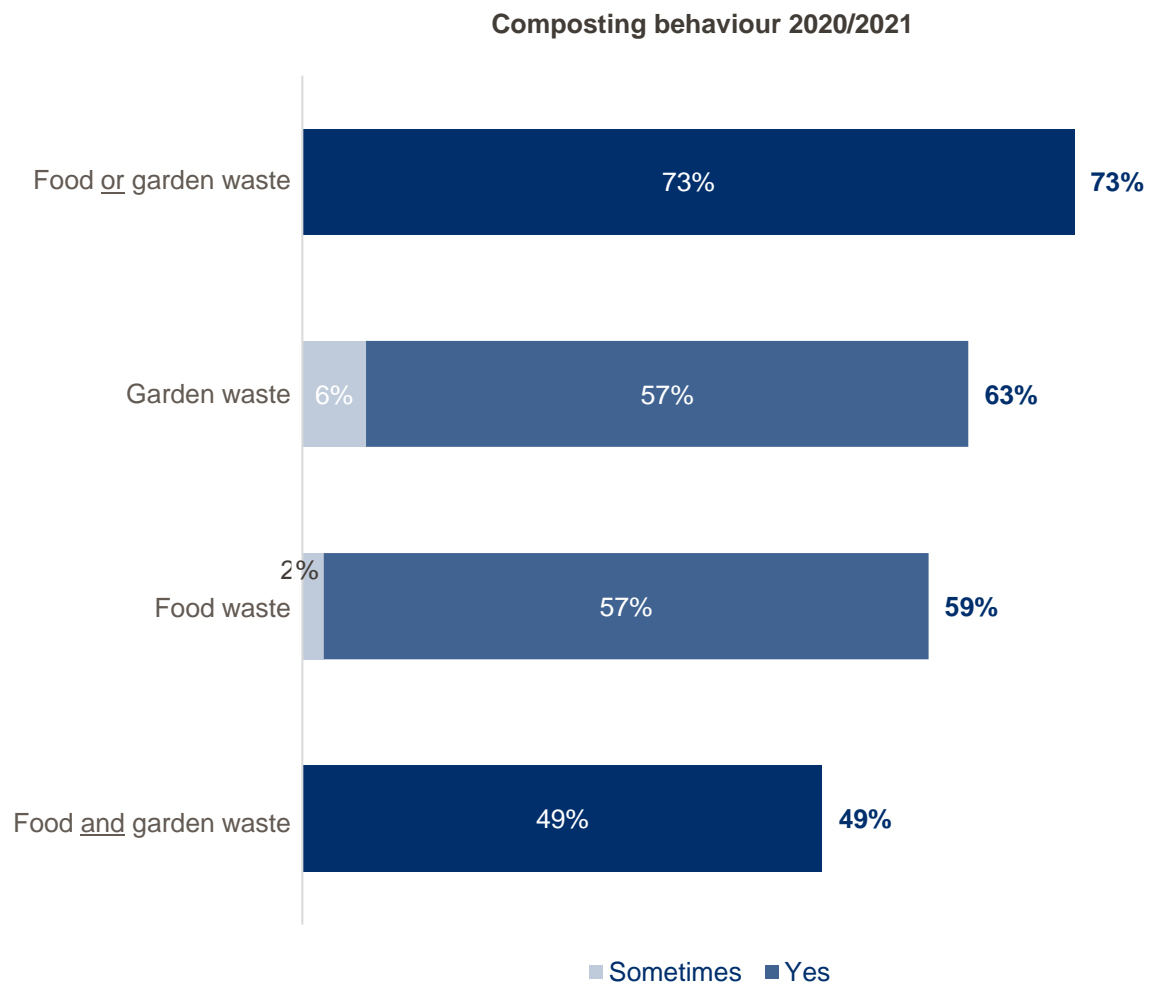
Composting Behaviour



“Everything works fine. All the garbage collection and day to day activities. I'm pretty much satisfied.”

Composting Behaviour

- Three-quarters (73%) of Nelson households compost either food or garden waste.
 - 63% compost garden waste;
 - 59% compost food waste.
- Residents who have lived in Nelson for 5 years or less are significantly less likely to compost garden waste.

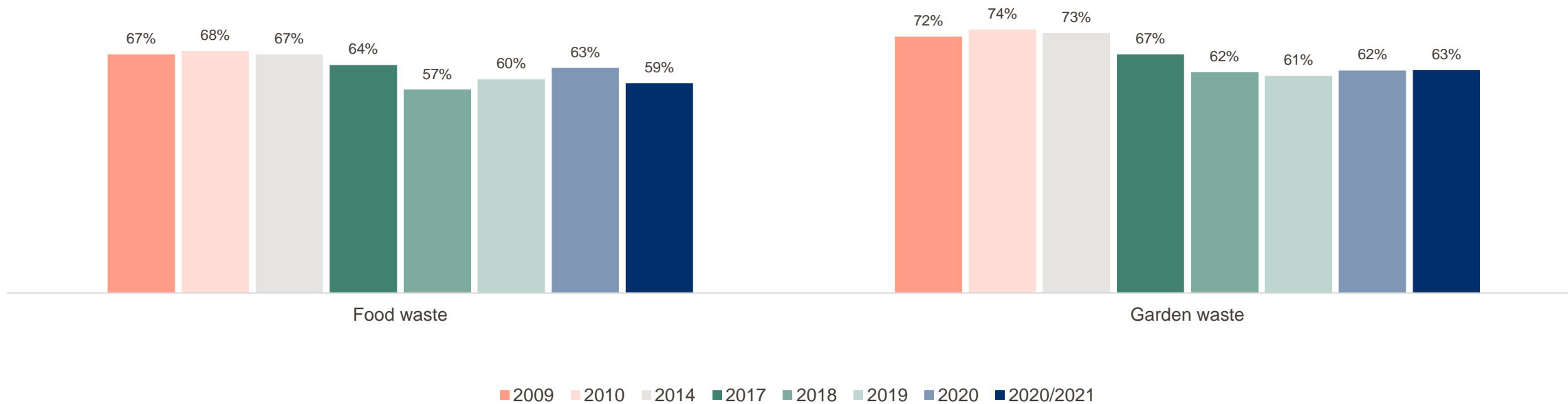


Q. Does your household currently compost food waste? / Q. And does your household compost your garden waste?
 Base: All residents (2020/2021 n=401)

Composting – Over Time

- Composting behaviour remains stable overall over time (73% of survey respondents engaged in any composting behaviour in 2020/2021 compared with 72% in 2020).
- Long term performance targets are met for overall composting behaviour .
 - ✓ Maintained/increased composting behaviour by Nelson Residents.

Proportion of households composting waste – over time



Q. Does your household currently compost food waste? / Q. And does your household compost your garden waste?
 Base: All residents (2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2014 n=400, 2010 n=400, 2009 n=400)



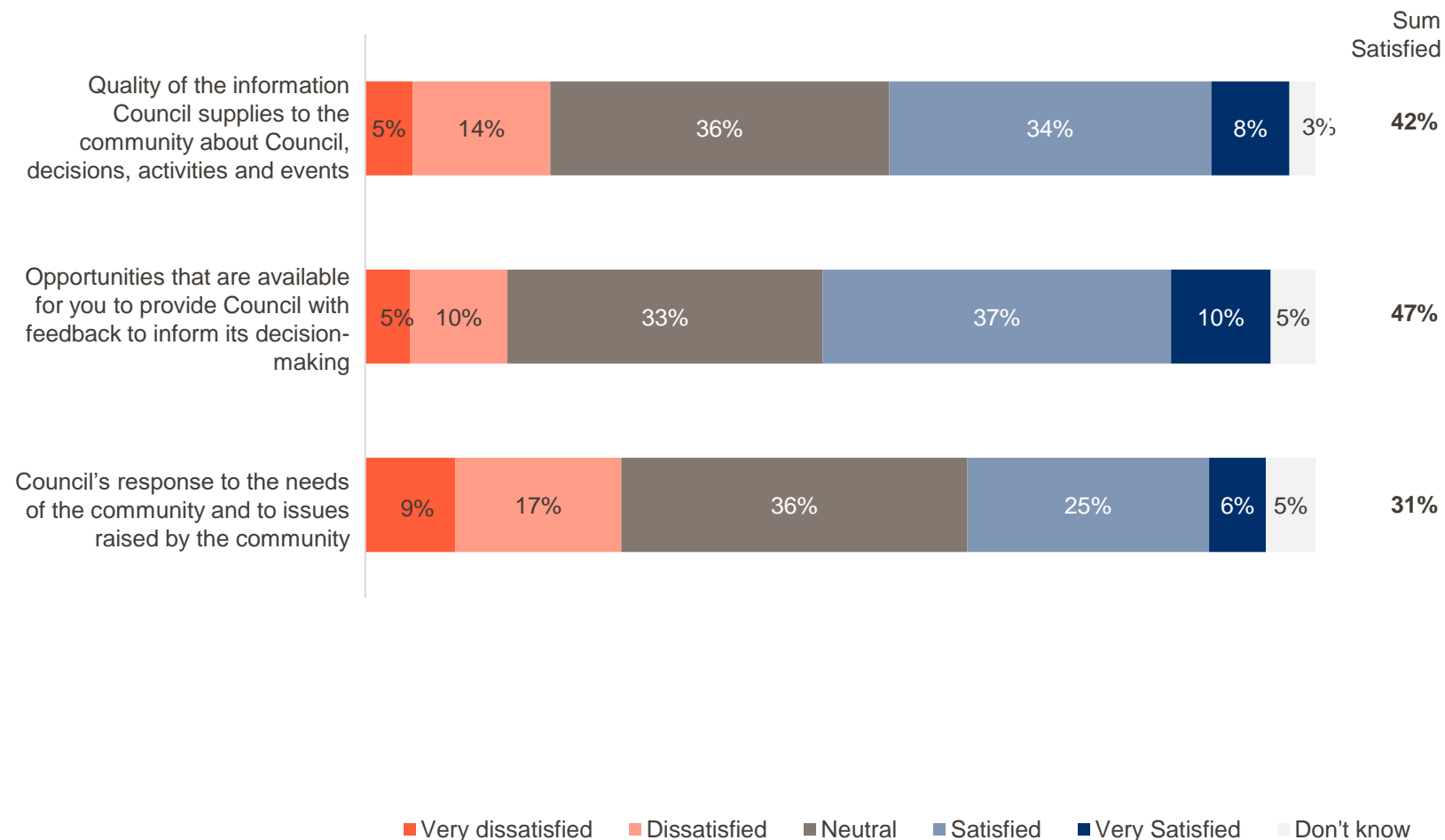
Interactions/Communications with/from Council

“Most of the time they're good. They're approachable, and they listen. They have good communication. If there's a problem with something, they try and resolve it.”

Satisfaction with Council Interaction/Communication

- Two-fifths (42%) of all residents are satisfied with the quality of information provided by the Council about Council decisions, activities and events.
- Half (47%) are satisfied with the opportunities available to provide Council with feedback to inform its decision making.
 - The long term performance target in relation to this metric has not been met.
 - x More than 54% of residents satisfied with opportunities to provide feedback.
- A third (31%) are satisfied with the Council's response to the needs and issues raised by the community.
 - Respondents who have lived in Nelson for over 6 years show indications of being less satisfied with this aspect.
- Respondents from Nelson North show indications of being less satisfied with most of these types of Council interactions.

Satisfaction levels with Council interaction and communications 2020/2021

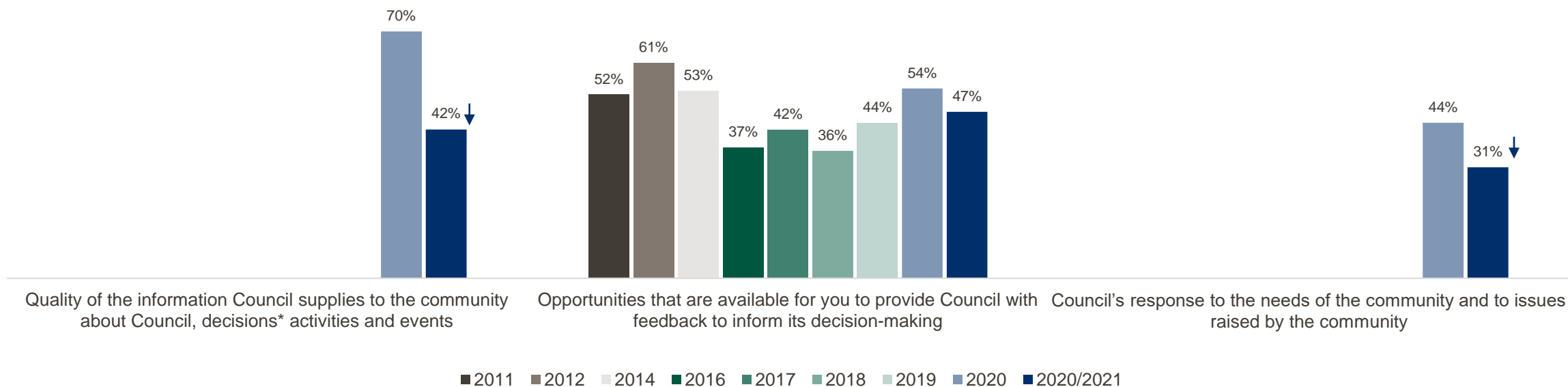


Q. Now thinking about the interactions you might have had or wanted to have with the council ... how satisfied or dissatisfied are you with the following aspects?
 Base: All residents (2020/2021 n=401)

Satisfaction with Council Interaction/Communication – Over Time

- Satisfaction with Council interaction/communication has decreased overall. The decrease in satisfaction with the quality of information is likely driven by the information provided about Council decisions* rather than the activities and events information.
- Satisfaction with the opportunities available to provide Council with feedback shows indications of having decreased since 2020. However, results also show that satisfaction has fluctuated over the years.

Proportion satisfied with Council interaction and communications – over time



Q. Now thinking about the interactions you might have had or wanted to have with the council ... how satisfied or dissatisfied are you with the following aspects?

*Please note that the word "decisions" was introduced in 2020/2021

Base: All residents (2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2012 n=400, 2011 n=400)

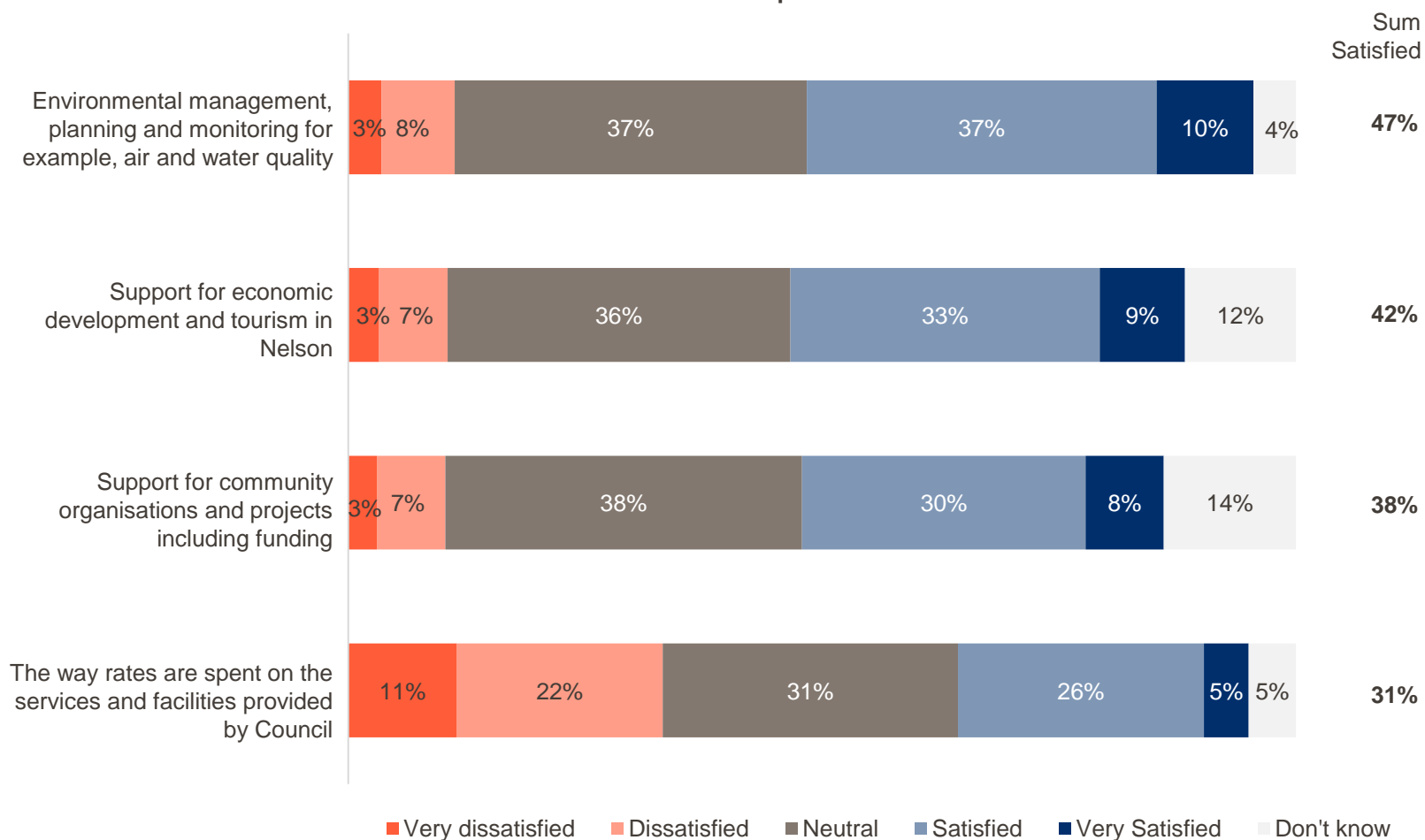
Council Operations

“I find it difficult to understand why they can spend so much money on things that aren't important to the total population. And why they fail to spend money on things that seem to be more important.”

Satisfaction with Council Operations

- Half of residents are satisfied with Council environmental management (47%). The proportion drops slightly in relation to support for economic development and tourism (42%), and community organisations and projects (38%).
- A third (31%) are satisfied with the way the rates are being spent on services and facilities. Moreover, a third (33%) note dissatisfaction with rates spend.
 - Respondents who have lived in Nelson for 5 years or less are significantly more likely to be satisfied with the rates expenditure.
- Respondents from Nelson North show indications of being less satisfied with all of these aspects.

Satisfaction levels with Council operations 2020/2021

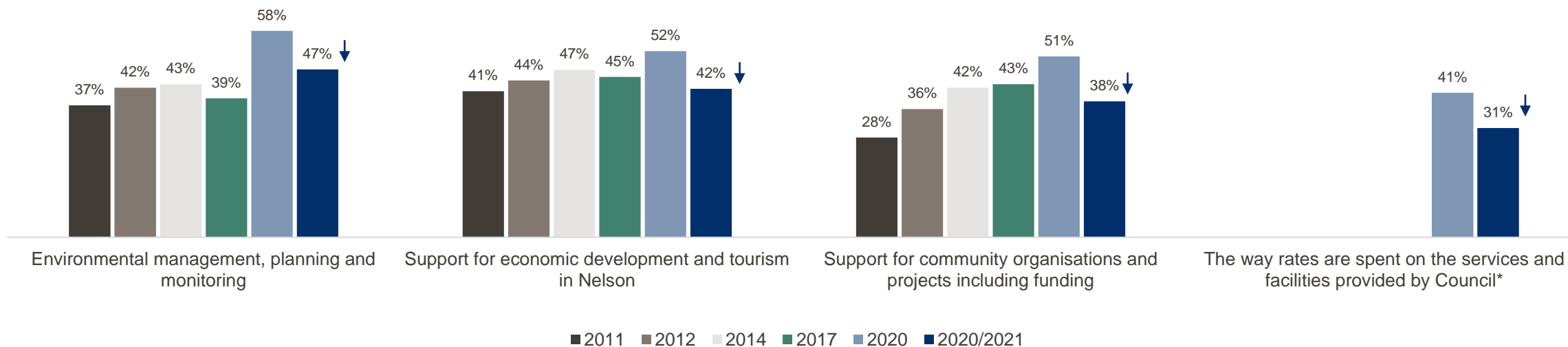


Q. How satisfied or dissatisfied are you with the Council on the following areas?
 Base: All residents (2020/2021 n=401)

Satisfaction with Council Operations

- Comparing results from 2021 to 2020 shows satisfaction levels with Council operations have decreased.

Proportion satisfied with Council operations – over time



. How satisfied or dissatisfied are you with the Council on the following areas?

*New question in 2020

Base: All residents (2020/2021 n=401, 2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

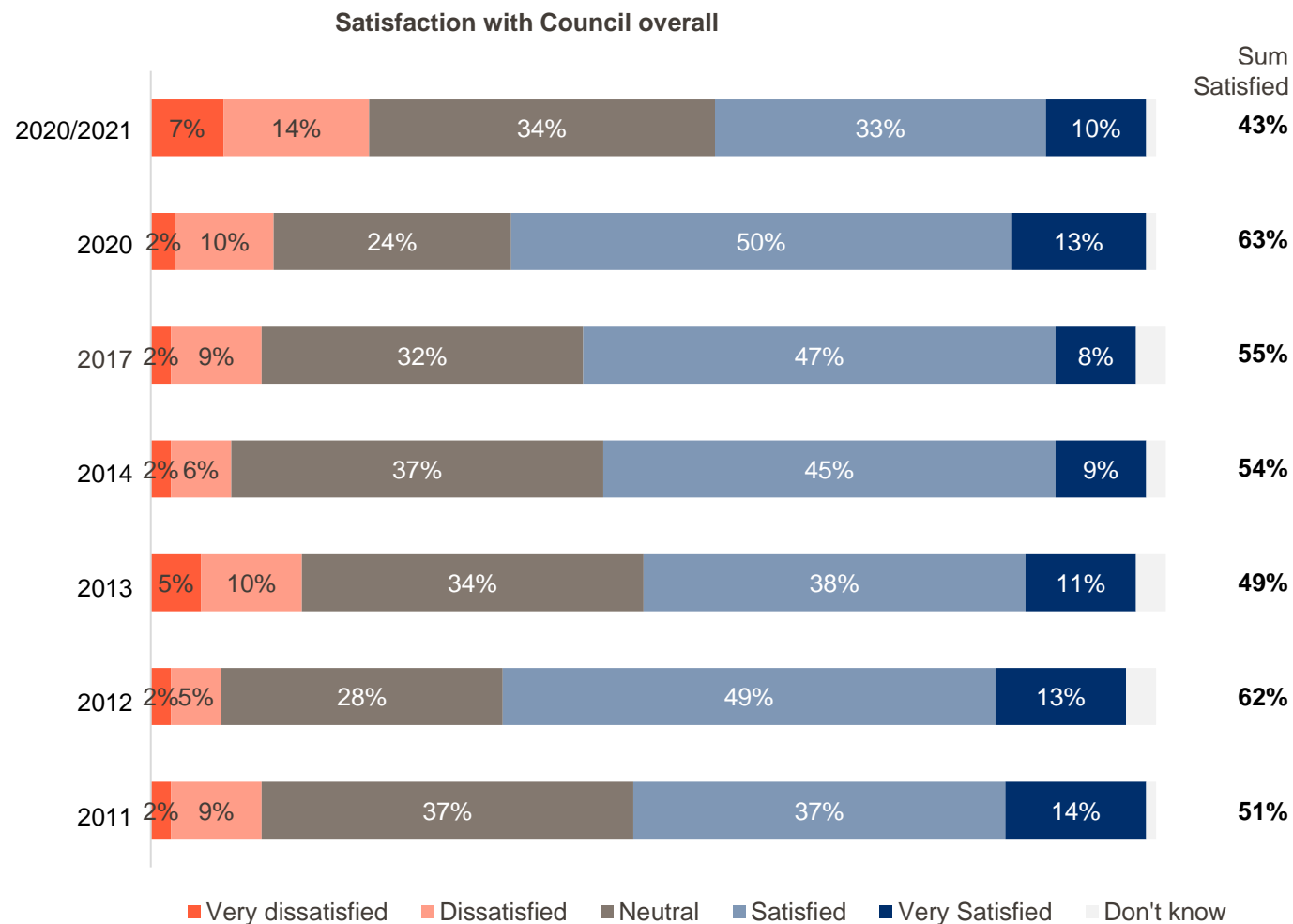


Overall Satisfaction

“They’re doing a reasonable job on most things but some areas are lacking.”

Satisfaction with Council Performance Overall

- Two-fifths (43%) of residents report being satisfied with the Council's performance overall.
- Respondents who have lived in Nelson for more than 10 years are significantly less likely to be satisfied.
- Respondents from Nelson North show indications of being less likely to be 'very satisfied'.



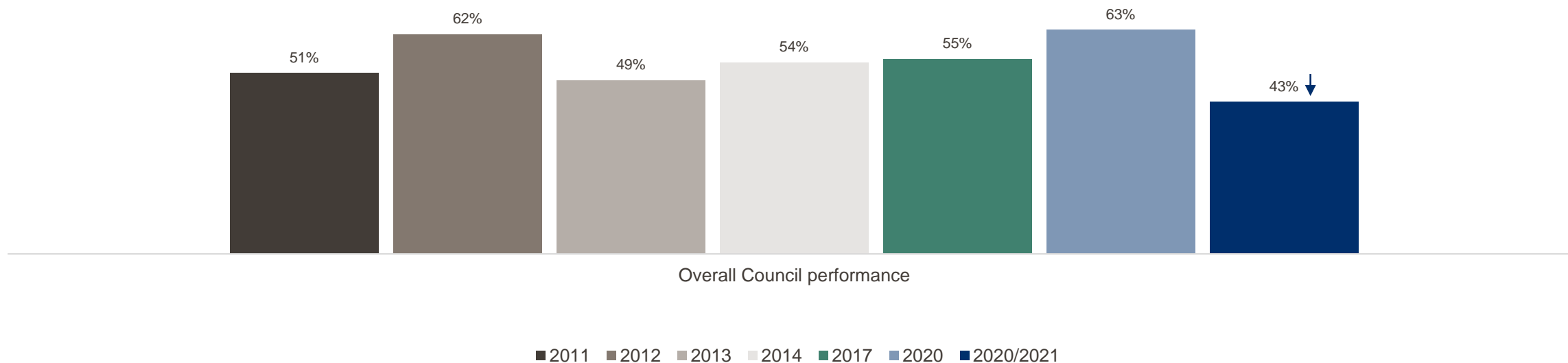
Q. Now, thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities... how satisfied or dissatisfied are you with Council's overall performance?

Base: All residents (2020/2021 n=401, 2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

Satisfaction with Council Performance Overall – Over Time

- Satisfaction with overall Council performance is at its lowest since 2011.
- This is likely driven by a decrease in satisfaction with Council performance in other areas (e.g. Council operations, communications/interactions and transport as seen in previous pages); as well as perceptions of inappropriate spending, poor decision making, and concerns about communication and responsiveness (see next page).

Satisfaction with overall Council performance – over time



Q. Now, thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities... how satisfied or dissatisfied are you with Council's overall performance?
 Base: All residents (2020/2021 n=401, 2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

Reasons for Council Performance ratings

- Residents who are satisfied with the overall performance of the Council primarily mention a general sentiment around the Council doing a good job.
- Respondents who are dissatisfied with the overall performance primarily focus on roading/footpaths/bike paths/parking, the management/decisions made, spending, and communication/responsiveness.

Reasons for satisfaction/dissatisfaction with Council performance 2020/2021

	All respondents	Satisfied	Neutral	Dissatisfied
Doing a good job/ doing their best	16%	33%	4%	1%
Roading/footpaths/bike paths/parking negative	15%	8%	16%	31%
Inappropriate spending (general)	11%	2%	15%	22%
General positive	10%	20%	4%	
Communication/responsiveness negative	9%	3%	13%	15%
Management/decision making concerns (general)	9%	3%	7%	24%
Room for improvement (general)	7%	10%	8%	1%
General feeling (neutral)	7%	3%	14%	2%
Facilities/services positive	6%	11%	4%	
Inappropriate spending on new library	5%	2%	3%	16%
Parks/tracks/walking areas	4%	9%	1%	
Transport (e.g. roading/footpaths/bike paths) positive	4%	7%	3%	1%
Communication positive	4%	9%		
Facilities/services negative	4%	1%	3%	11%
The Council does what it wants to/doesn't listen to the people	4%		5%	10%
Accessible/responsive	3%	7%	1%	
Management of water/rivers/drainage	3%	4%	2%	3%
Events/activities	2%	2%	1%	5%
Inappropriate spending on arts	2%		2%	6%
Unhappy with rates	2%	1%	2%	5%
Enjoy living here/good quality of life	1%	3%	0%	
Rubbish collection/greenwaste	1%	2%	1%	
Good management/strategy	1%	2%		
Environmental policy/approach	1%	1%	1%	1%
Covid Response	1%	2%		
Other	4%	4%	4%	5%
Don't know/no comment	6%	5%	12%	
Column n	401	172	138	87

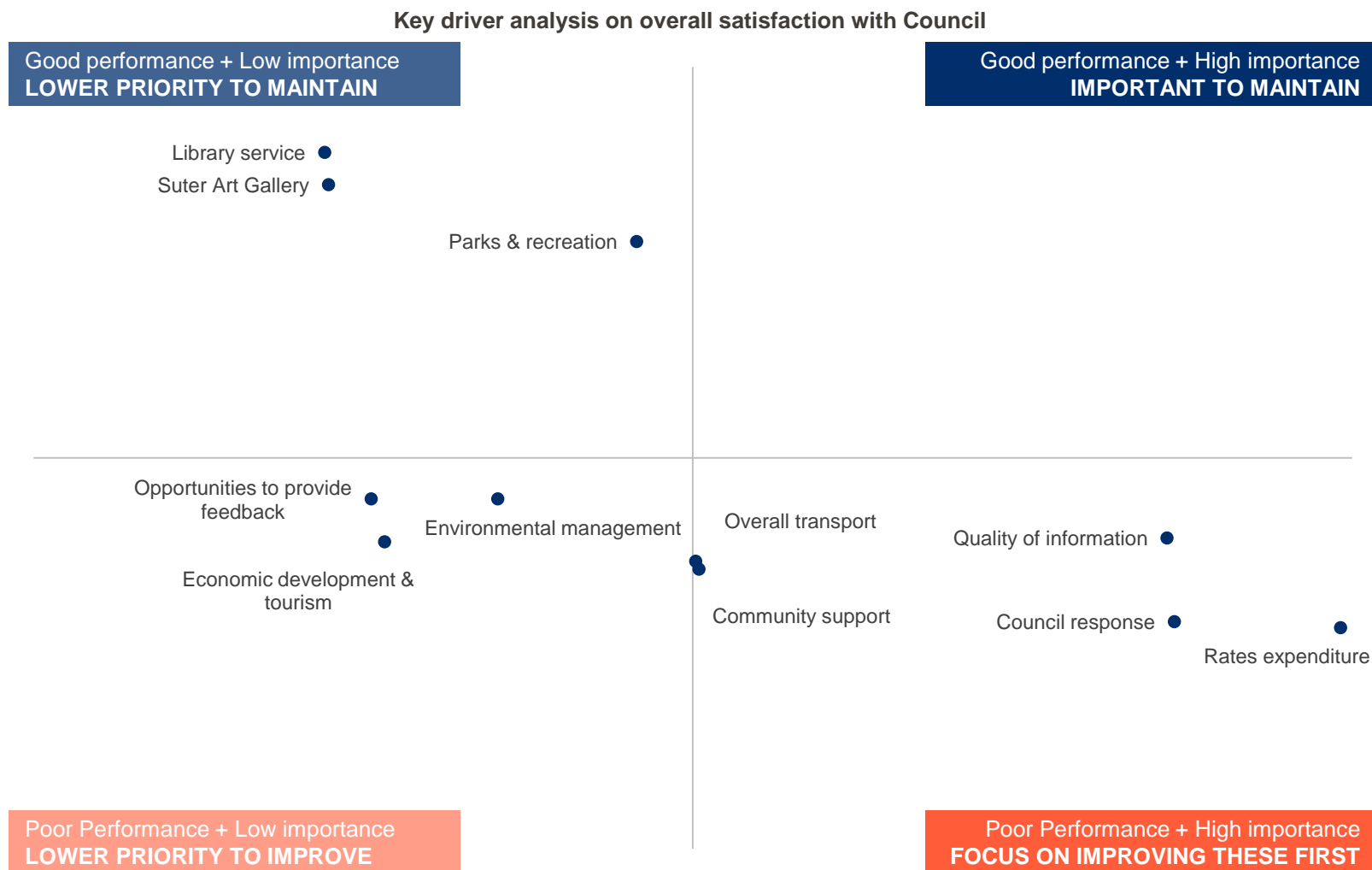
Q. What is the main reason you have for giving that rating of the Council's overall performance?
 Base: All residents (2020/2021 n=401)

Where to Focus Council Attention to Increase Overall Satisfaction

To increase overall satisfaction with Council performance there are a few areas to focus on.

The top three areas to improve first are:

1. The way rates are spent on the services and facilities provided by Council (31% satisfied),
2. The Council's response response to the needs of the community and to issues raised by the community (38% satisfied), and,
3. Quality of the information Council supplies to the community about Council decisions, activities and events (42% satisfied),



Note: This chart explains 66% of the variability affecting satisfaction with Council



Demographics

Demographics 2020/2021

	Quotas based on 2018 census		Achieved	
Gender				
Male	49%	195	49%	193
Female	51%	205	51%	206
Gender diverse	-	0	-	1
Prefer not to say	-	0		1
Age				
16-39 years	34%	137	33%	131
40-64 years	42%	168	42%	170
65+	24%	94	25%	100
Area				
Nelson Central	34%	137	32%	130
Stoke	33%	131	33%	132
Nelson South	10%	42	11%	46
Nelson North	11%	46	12%	48
Tahunanui	11%	45	11%	45
Total		400		401

Q. What area of Nelson do you live in? Q. Which of these age groups do you fall into? Q. Which of the following best describes you? Q. How long have you lived in Nelson City? Q. And which ethnicity or ethnicities do you identify with?

	Proportion in 2018 census	Achieved	
Work status			
Full time (30 hours or more per week)	46%	43%	172
Part time work (less than 30 hours a week)	17%	19%	75
Not in the workforce	37%	38%	154
Prefer not to answer	-	-	0
Length living in Nelson			
Less than a year	-	1%	4
1-5 years	-	8%	32
6 to 10 years	-	8%	32
More than 10 years	-	83%	333
Ethnicity			
New Zealand European/European	87%	88%	351
Asian	7%	4%	18
Māori	11%	6%	25
Middle Eastern/Latin American/African	1%	1%	3
Pacific Peoples	2%	2%	7
Other/prefer not to answer	2%	3%	14
Total			401



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