



ATTACHMENTS

**Community, Transparency &
Engagement Committee meeting
Separate Attachments 1**

Tuesday, 10 September 2024

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8.3 Annual Residents' Survey 2023/24

 Attachment 1 TCC Residents Survey 2024 Report..... 4



Tauranga City Council Annual Residents' Survey 2023/2024



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Introduction, Objectives and Method

Introduction:

The Community Perceptions Monitor measures the perceptions of residents regarding various aspects of services that Council provides. The results of this study inform the Tauranga City Council Long-term Plan process and allow Council staff to assess the performance of the Council against a set of pre-determined actions and performance levels.

To this end, Key Research has undertaken the annual Community Perceptions Study from 2006 to present (2024) to gauge residents' perceptions of Council's services and initiatives.

Research Objectives:

- To determine residents' satisfaction with various Council services and facilities;
- To determine residents' perceptions about aspects of living, working and playing in Tauranga;
- To identify progress towards Key Performance Indicators (KPIs) in Council's Annual Report;
- To assess trends in perceptions and satisfaction through comparisons with previous survey results.

Method:

- Responses were collected via a mail-out with an option to complete the questionnaire online or request a paper copy to be sent.
- Data collection took place between 12 September 2023 and 20 May 2024 in four waves. A statistically robust sample of n=632 residents across the Tauranga City Council area was collected.
- Post data collection the sample has been weighted so it is aligned with known population distributions for the Tauranga City Council area, as per the latest available Stats NZ data based on age, gender, ward and ethnicity.
- At an aggregate level, the sample has an expected 95% confidence interval (margin of error) of +/- 3.8%. 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.

Other notes:

- Due to rounding, percentages may add to just over or under (+/- 1%) totals.
- The derived impact calculation in the driver analysis, the reputation benchmark, and reputation profile are all calculated excluding 'don't know' responses.
- Satisfaction (% 7-10) excluding don't know responses has been shown on performance slides.
- The report uses 8 geographical wards, where residents are assigned from both general and Māori electoral rolls.
- Electoral roll data indicates that all of those who identify as Māori and participated in this survey are on the Māori roll and belong to the Māori ward. Where data is analysed 'by ethnicity' it is safe to assume 'Māori' data will represent the Māori ward.



Significance testing

- The margin of error for a sample of 632 indicates that 95 chances out of a 100 will fall within 3.8% of a given result in any binomial distribution.
- Statistical significance testing helps quantify whether a result is likely due to chance or to some factor of interest. Where statistical significance is identified it indicates that an observed relationship is unlikely to be due to chance.
- Significant differences between 2023/2024 and 2022/2023 were tested across age and ethnicity. Wards could not be tested for year-on-year significance, as this report introduces the updated wards and some historical data from 2022/2023 could not be back-coded.
- Significant differences between wards, age groups and ethnicities were marked where relevant within same year period.
- Arrows indicate statistical significance between the reporting periods, while colour is used to mark statistical significance for the same reporting period (2023/2024) between different demographics.

Year-on-year		Between demographics	
▲	Significantly higher	▲	Significantly higher
▼	Significantly lower	▼	Significantly lower



Executive summary



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Key Findings

Overall, 2023/24 has been a very stable year for Tauranga City Council. Most of the key performance measures remain on par with the values recorded in the previous survey period (2022/23). 34% are satisfied with *Councils performance overall*, 34% are satisfied with the *Value for money they receive for their rates*, and 26% consider Council's *Image and reputation* 'Good' or 'Excellent'. Whilst 54% are satisfied with *Core service deliverables*, this area has returned a significant year-on-year decline in performance (-6% points over 12 months).

Of the services and facilities, *Roading* and *Water management* are the areas that showed the lowest levels of satisfaction (35% and 56% respectively), while around seven in ten residents are satisfied with *Outdoor spaces* (71%), *Public facilities* (70%) and *Waste management* (68%), which are the highest performing areas amongst the core services.

While *Roading* and *Water management* are the lowest performing areas of core services, there is no decline in performance across measures related to these areas.

Considering *Roading*, based on the verbatim comments, in general, residents are reasonably satisfied with the improvements made along Cameron Road and other areas. However, it was mentioned that there are still too many roadworks occurring simultaneously, which contributes to congestion. Many comments have mentioned that there are too many cycleways to accommodate a small proportion of users, and often the cycleways are taking over road lanes, which in turn creates additional congestion.

Another issue that has been mentioned by respondents is safety. Several concerns were mentioned, including:

- ✓ Buses in the CBD are not stopping for pedestrians.
- ✓ Electric scooters/cyclists using the footpaths.
- ✓ Cyclists being careless when using shared cycleways, creating an unsafe environment for pedestrians.

Considering *Water management*, the verbatim comments were focusing on creating a better infrastructure for the fast-growing city and ensuring that there is enough water supply to accommodate a large population. Some of the frustration was caused by water restrictions in summer despite the large rainfall in the area.

Three areas of Council performance are considered priorities for the next 12 months. These have the highest impact on residents' overall perception of the Council combined with a relatively low performance.

1. *Trust*. Many residents have conflicted opinions about the current Councils actions and Commissioners commitment. While many praise the positive changes being made, they do not trust that the change will continue after the election. Some verbatim comments mentioned that there should be more transparency and communication regarding decision-making across all channels, as they feel social media on its own is not reaching everyone. Satisfaction with the *Leadership of the Commissioners* has significantly declined over the past 12 months (35% in 2024 compared with 44% in 2023).

2. *Quality of services*. While residents speak highly of the quality of life and positive changes they are seeing in a fast-growing city, several verbatim comments point to some services that should be taking priority, such as better hospital infrastructure, better support for the environment, and improving the situation regarding homelessness.

3. *Annual rates*. Residents are quite unhappy with the large increase in rates they have experienced over the past few years. Several respondents suggested, as the rates increase, those paying them should have more say in how the rates are spent.

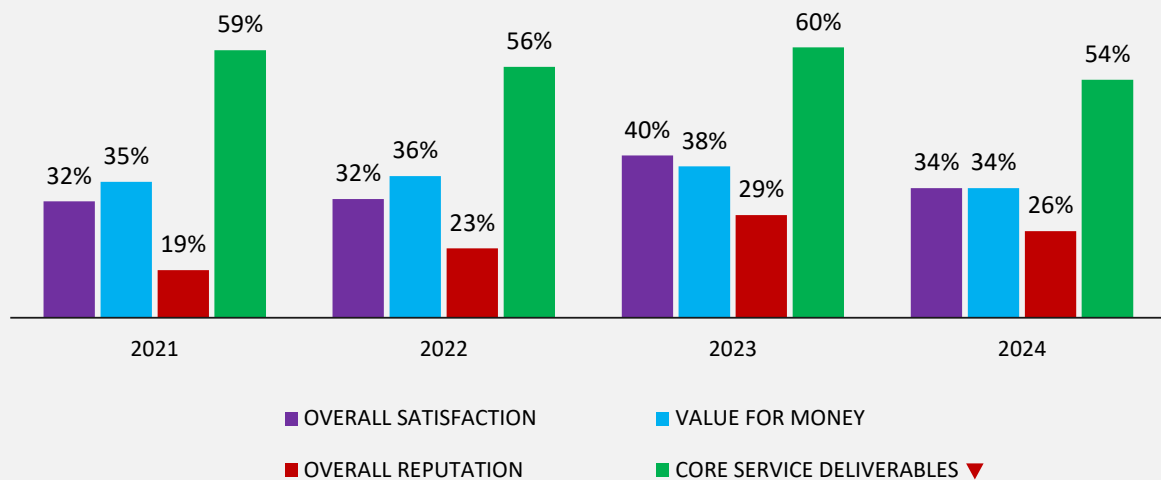


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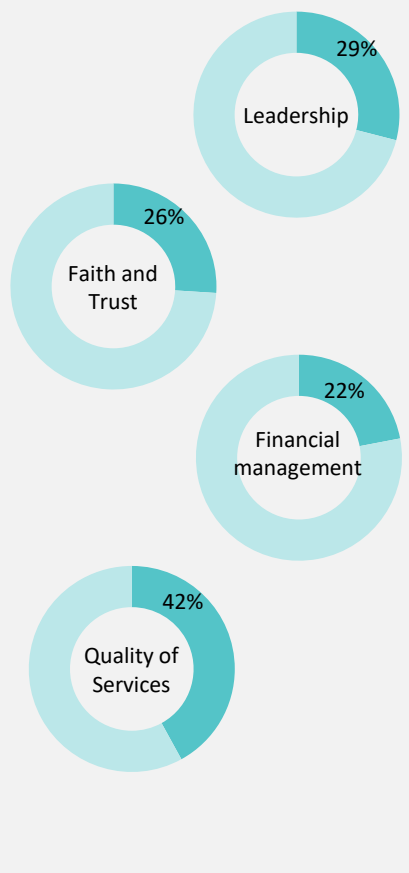


Summary of Key performance indicators

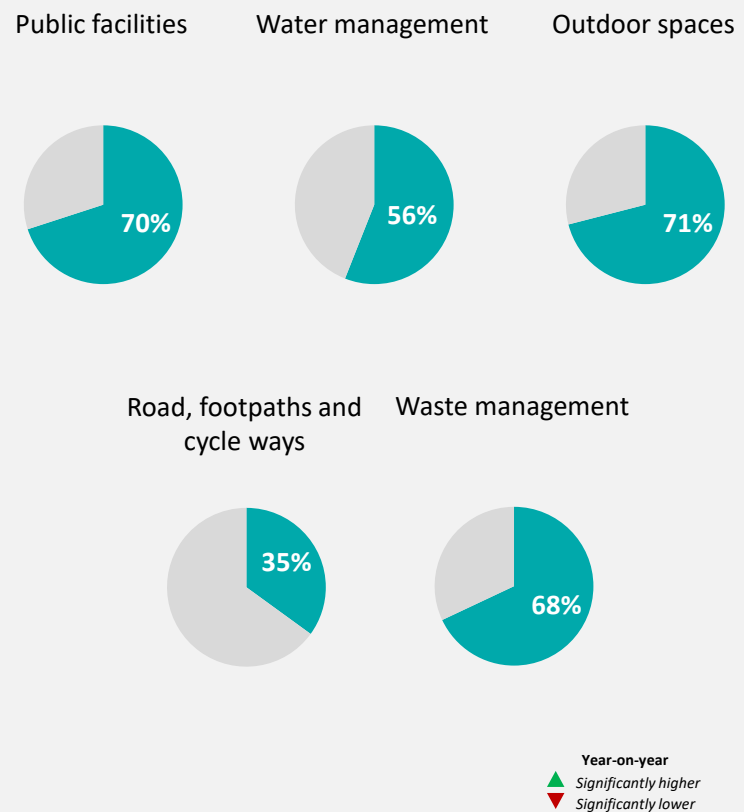
OVERALL MEASURES (% 7-10)



REPUTATION (% 7-10)



OTHER IMPORTANT MEASURES (% 7-10)



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Trends in overall measures and reputation (% 7-10 excluding don't know)

Question codes*		% point increase / decrease (2024-2023)	Percentage of respondents % 7-10 (satisfied/agree/good)							
			2024	2023	2022	2021	2020	2019	2018	2017
@23B	Boat ramps and associated parking in Tauranga	+10%	74%	64%	70%	74%	76%	74%	71%	81%
Q28_4	Levels of safety when cycling on roads or cycle ways in Tauranga	+5%	42%	37%	30%	35%	37%	42%	42%	36%
@11A_F_2	Tauranga is the commercial and cultural heart of the Western Bay of Plenty	+4%	50%	46%	48%	43%	53%	68%	65%	72%
@18	Quality (taste, colour, odour) of drinking water in Tauranga	+2%	71%	69%	74%	75%	73%	78%	80%	77%
Q44_2	Homelessness has been an issue in Tauranga over the past 12 months	-4%	77%	81%	86%	81%	85%	84%	81%	78%
@17	Your home and business building have sufficient protection from flooding	+1%	66%	65%	71%	74%	75%	80%	84%	82%
Q21A	Tauranga has enough parks or green spaces	+1%	70%	69%	67%	79%	81%	73%	75%	82%
Q28_3	Levels of safety when walking on the footpaths in Tauranga	+1%	61%	60%	66%	69%	68%	79%	83%	80%
@39	Ability to contact Council when and how you want	+1%	56%	55%	55%	60%	66%	76%	86%	79%
Q44_1	Freedom camping has been an issue in Tauranga over the past 12 months	-1%	39%	40%	39%	40%	48%	52%	54%	49%
@11A_F_1	There is a culturally rich and diverse art scene in Tauranga	-	40%	40%	37%	39%	45%	49%	54%	51%
@11A_F_3	Tauranga is a quality destination for visitors and businesses	-1%	45%	46%	53%	61%	66%	76%	79%	78%
Q22B	Quality of the playground	-1%	70%	71%	72%	79%	79%	82%	77%	83%
@25	Cemetery (Total)	-2%	75%	77%	79%	85%	83%	83%	86%	85%
Q44_3	Noise pollution has been an issue in Tauranga over the past 12 months	+4%	38%	34%	43%	28%	38%	24%	28%	25%
Q40A	Overall satisfaction	-6%	34%	40%	32%	32%	51%	66%	74%	75%

NOTES:

1. Sample: 2019 n=800 ; 2020 n=476 2021 n=630, 2022 n=669, 2023 n=612; 2024 n=632; Excludes don't know responses.

2. Note: No year-on-year significance was identified.

* Question codes are used in reference to raw data



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Trends in agreement, safety and requirement for self-reliance (% 7-10 excluding don't know)

Question codes		% point increase / decrease (2024-2023)	Percentage of respondents feeling safe							
			2024	2023	2022	2021	2020	2019	2018	2017
@43C	Feeling safe during the night	-1%	28%	29%	33%	37%	44%	58%	59%	54%
Q43A	Feeling safe during the day	-2%	71%	73%	74%	79%	80%	88%	92%	90%

Question codes		% point increase / decrease (2024-2023)	Percentage of respondents that believe they have to be at least somewhat self-reliant							
			2024	2023	2022	2021	2020	2019	2018	2017
Q41	The level of perceived requirement for self-reliance in the event of a major civil defence emergency	+2	82%	80%	81%	79%	84%	90%	88%	94%

NOTES:

1. Sample: 2019 n=800 ; 2020 n=476 2021 n=630, 2022 n=669, 2023 n=612; 2024 n=632; Excludes don't know responses.
2. Note: No year-on-year significance was identified.



Overall satisfaction with Council and core service deliverables



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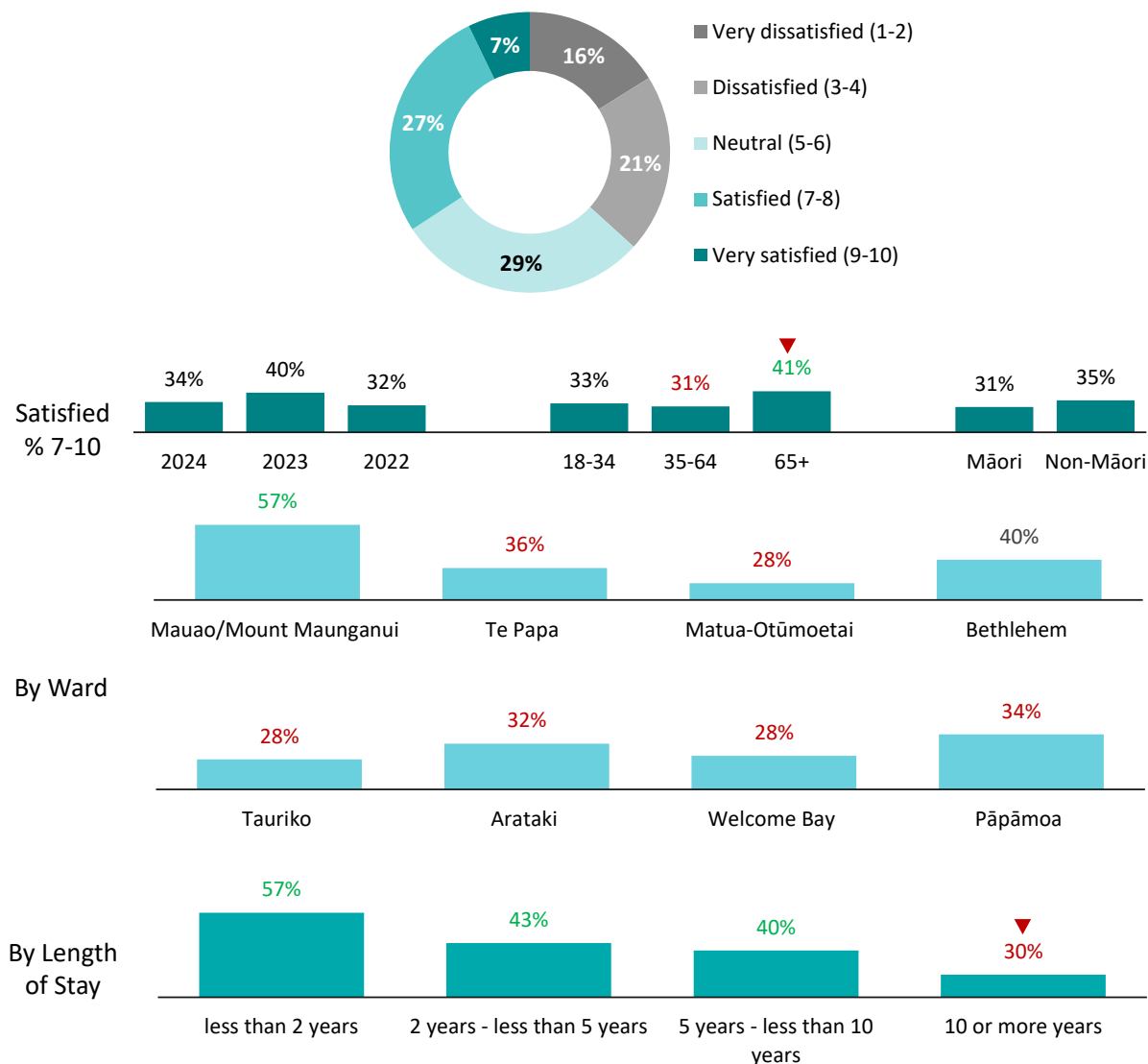




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Overall Performance



- 34% of residents have rated their *Overall satisfaction with the Council* 7-10 on the ten-point scale.
- While there is no significant year-on-year decline overall, those aged 65 years and over and those residing in Tauranga for 10 years or more are noticeably less satisfied with the Council overall when compared to the 2022/23 survey results.
- Those from Mauao/Mount Maunganui area are considerably more satisfied when compared to other wards, Matua-Otūmoetai, Tauriko, and Welcome Bay in particular.

NOTES:

1. QOVLSAT. Overall, considering everything, how would you rate your level of satisfaction with Tauranga City Council in general? n=607
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

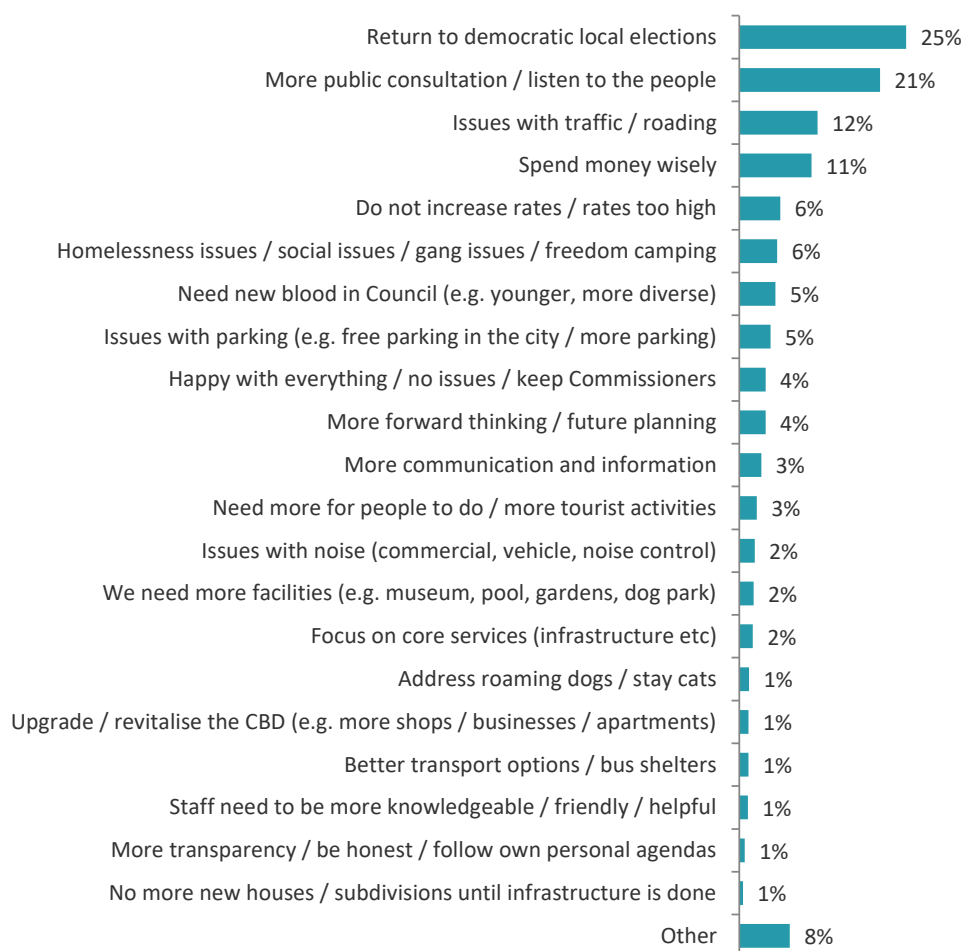
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General comments (Residents who were dissatisfied with Council's Performance)



- Listen to what ratepayers are saying about parking and road congestion. Rates are way too high.
- I would like an elected Council, not people appointed by the government.
- It's extremely ignorant that there is no discussion about a bigger hospital being implemented. The hospital has remained the same size since it was built in 1914. Many wards are often in Code Red due to no beds being available for patients. We pay our taxes and rates, and we can't even get sufficient healthcare when giving birth? I am disgusted by the Tauranga City Council. Yet you will build all these skate parks and golf courses?
- Get rid of the homeless people making tents around the parks and the city centre. Give them an area out of sight where they can go to that has toilets.
- What can be done about the problem through downtown Tauranga? It is in a terrible state and it's embarrassing to take anyone downtown.
- The polluting industries that operate around our beautiful harbour. If you do nothing else, please make future plans to relocate them. It is unbelievable that they are allowed to operate, producing harmful waste in our harbour, air pollution, and dust pollution. We accept that the harbour must operate, but let it just be an international port and nothing else.

NOTES:

1. GEN. Are there any other comments that you would like to make about Council? Left comment n=84

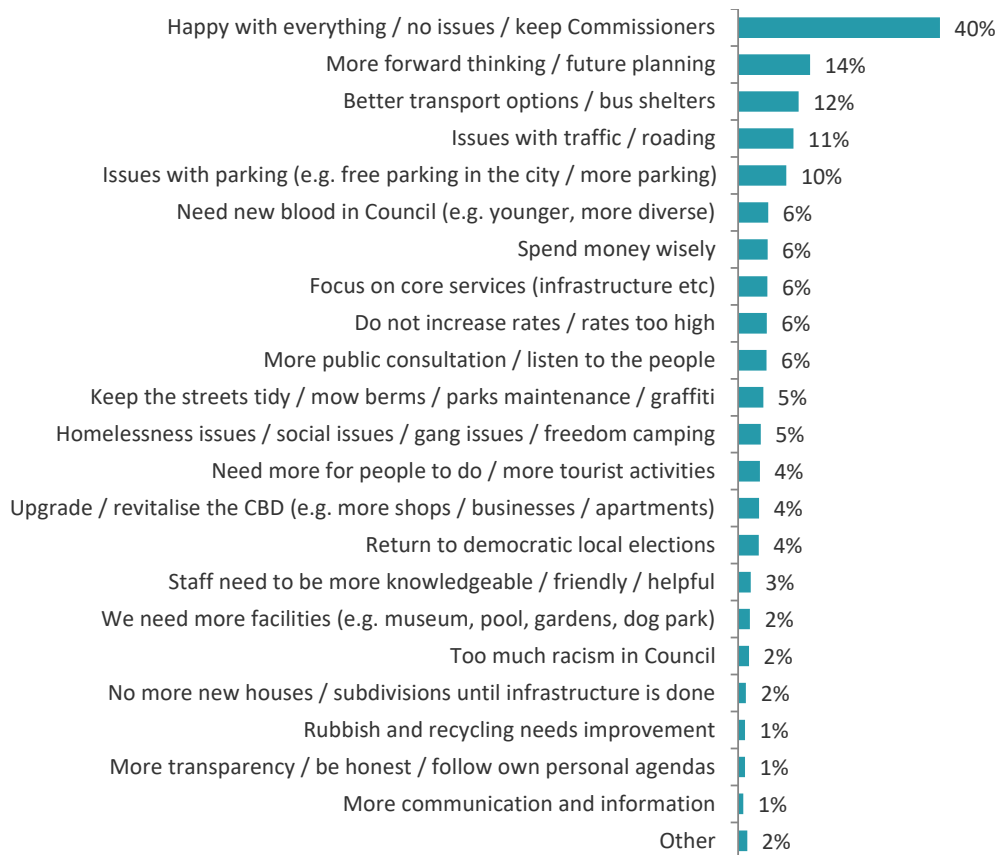
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General comments (Residents who were satisfied with Council's Performance)



- *We have only been here for 18 months, and I am very satisfied with everything about this city.*
- *Continue with the Commission. Things are finally happening to keep up with growth in the city. Please don't go back to local body elections where self-serving, single-issue people put themselves forward.*
- *Thank you for the good work you are presently doing by trying to bring us into this century with services, roads, and sporting facilities. I love your video on what Tauranga will look like in the CBD in the next few years. Let's keep it happening. Don't let us go backwards now that we are on a roll.*
- *Keep rebuilding the CBD into a business district and family environment it used to be.*
- *I think overall you're all doing a good job. Traffic delays and road works are all a part of making Tauranga a bigger and liveable town. Everyone is going to complain no matter what changes are being made.*
- *I feel that Tauranga is making positive and forward strides with the work of the Commissioners. The Council folk whom I have deal with are polite, wanting to be helpful and welcoming. The folk I work with during my mani are proactive and follow through. Can't ask for more than that. The funding that TCC have for the community is easy to understand, well publicised and the staff are helpful in completing applications. I hope after the 2024 elections the goodness continues.*
- *I don't think Councils get enough praise. I love living in Tauranga so thank you for building and looking after such a beautiful place.*

NOTES:

1. GEN. Are there any other comments that you would like to make about Council? Left comment n=56



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Overall satisfaction with core service deliverables



- 54% of residents have rated their overall satisfaction with *Core services* 7-10 on the ten-point scale. This is a significant decline when compared with the 60% recorded 12 months prior.
- Those residing in Tauranga for 10 years or more are noticeably less satisfied with the *Core services* when compared to the 2022/23 survey results.
- While many residents expressed their support with the direction Tauranga is going, some of the verbatim comments mentioned that Council need to prioritise projects better – necessities over entertainment (hospital facilities over skatepark, roading over Council buildings).

NOTES:

- OCSD. Now thinking about all the areas mentioned – the facilities, outdoor spaces, roading and waste management, how would you rate Tauranga City Council for its overall CORE SERVICE DELIVERABLES? n=587
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Drivers of overall satisfaction



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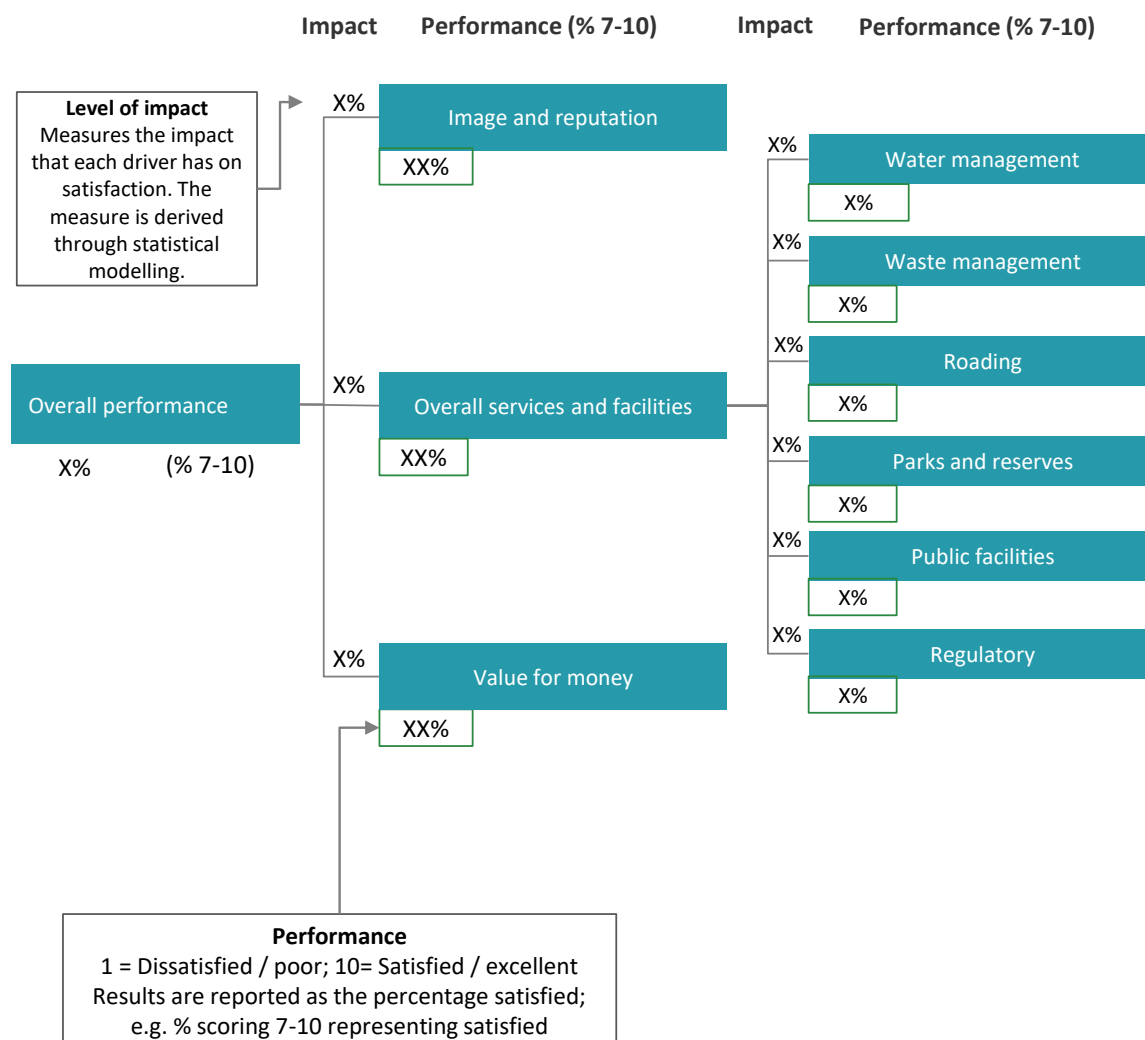




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Introduction to the driver model



Overview of our driver model

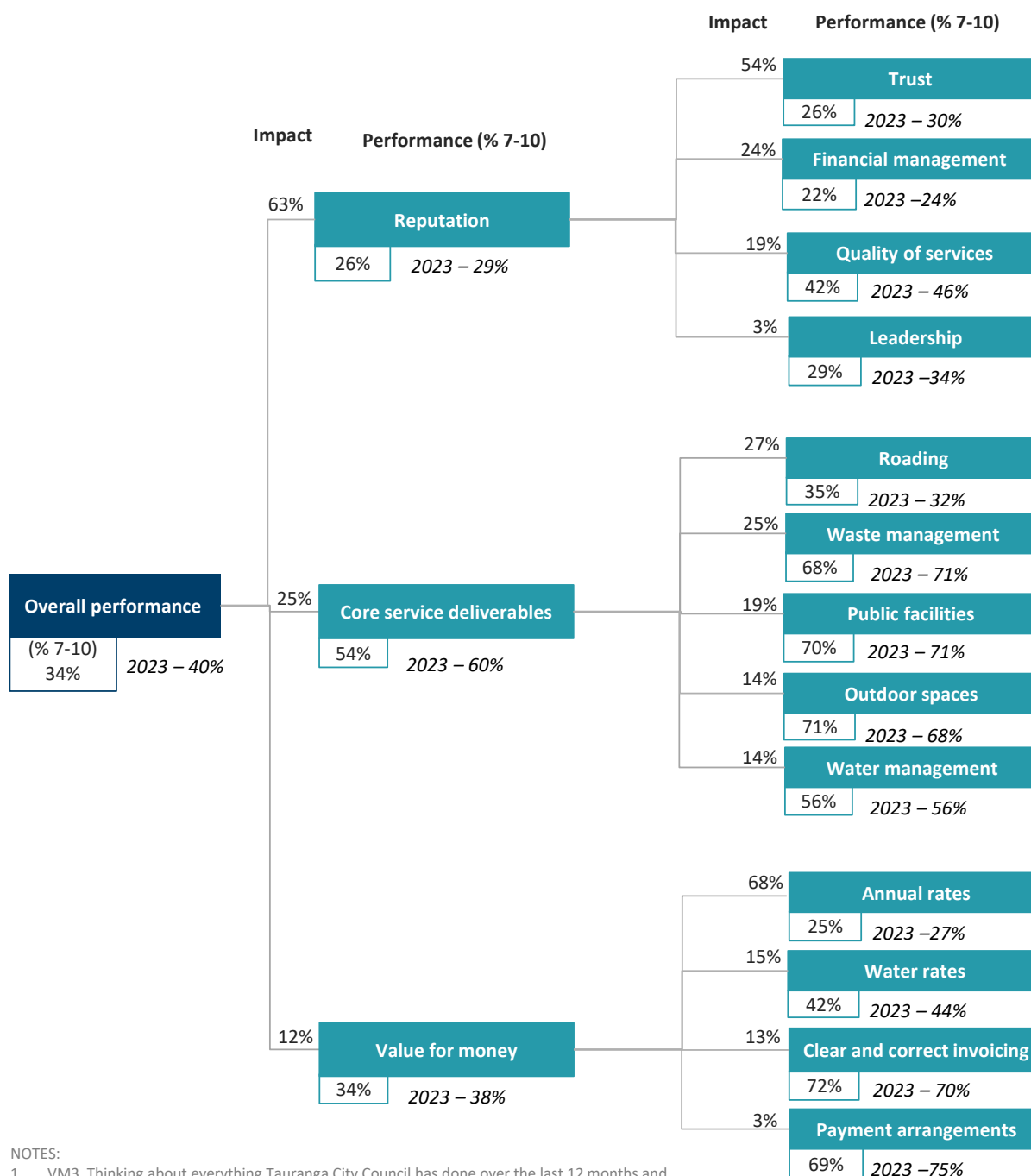
- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction. These processes must align with the customer facing services and processes to ensure they are actionable
- We use multiple regression analysis to identify how much different areas of services provided by Council impact overall perception. Impact scores represent how strong the connection is.
- For example, if impact score for one of the KPI's is 50%, it means that increasing residents' perception in this area by 4% will increase perception of *Overall performance* by 2%, given all other factors remain unchanged.



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Drivers of Perceptions of Tauranga City Council's Performance



NOTES:

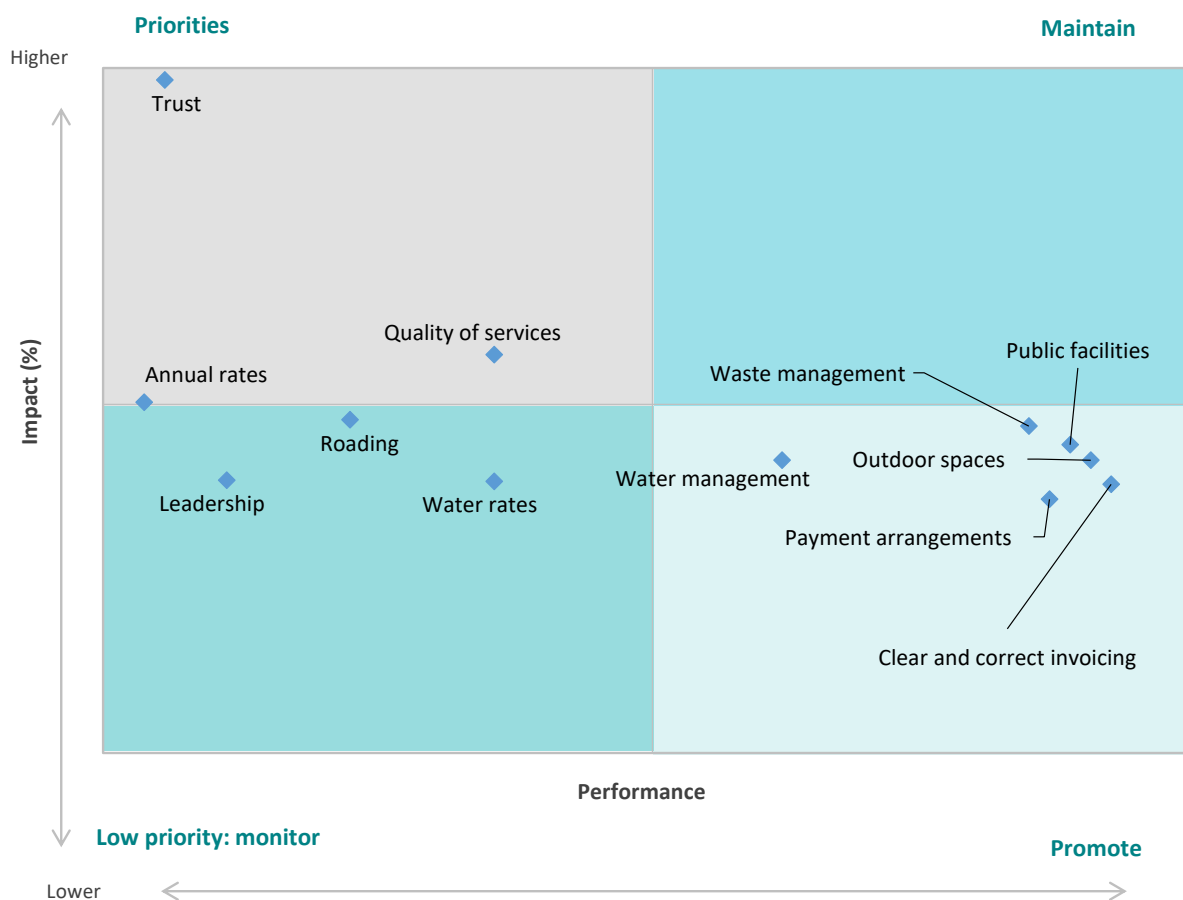
1. VM3. Thinking about everything Tauranga City Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you that your rates and the fees you pay for services provide value for money? n=565
2. REP7. So, thinking about Tauranga City Council in terms of the leadership they provide 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? n=581
3. OCSD. Now thinking about all the areas mentioned – the facilities, outdoor spaces, roading and waste management, how would you rate Tauranga City Council for its overall CORE SERVICE DELIVERABLES? n=587
4. OVLSAT. Overall, considering everything, how would you rate your level of satisfaction with Tauranga City Council in general? n=607
5. Excluding 'Don't know' responses



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Opportunities and priorities. Overall measures



Three areas of Council performance are considered to be priorities for the next 12 months. These have the highest impact on residents' overall perception of the Council combined with a relatively low performance.

- 1. Trust.** Many residents have a conflicted opinion about the current Council's actions and Commissioners' commitment. While many praise the positive changes being made, they do not trust that they will continue after the election. Some verbatim comments also have mentioned that there should be more transparency and communication regarding decision-making across all channels, as they feel social media on its own is not reaching everyone.
- 2. Quality of services.** While residents speak highly of the quality of life and positive changes they are seeing in a fast-growing city, several verbatim comments point to some services that should be taking priority, such as better hospital infrastructure, better support for environment and improving situation with homelessness.
- 3. Annual rates.** Residents are quite unhappy with the large increase in rates they have experienced over the past few years. Several respondents have suggested, as the rates increase, those paying them should have more say in how the rates are spent.



Leadership and reputation



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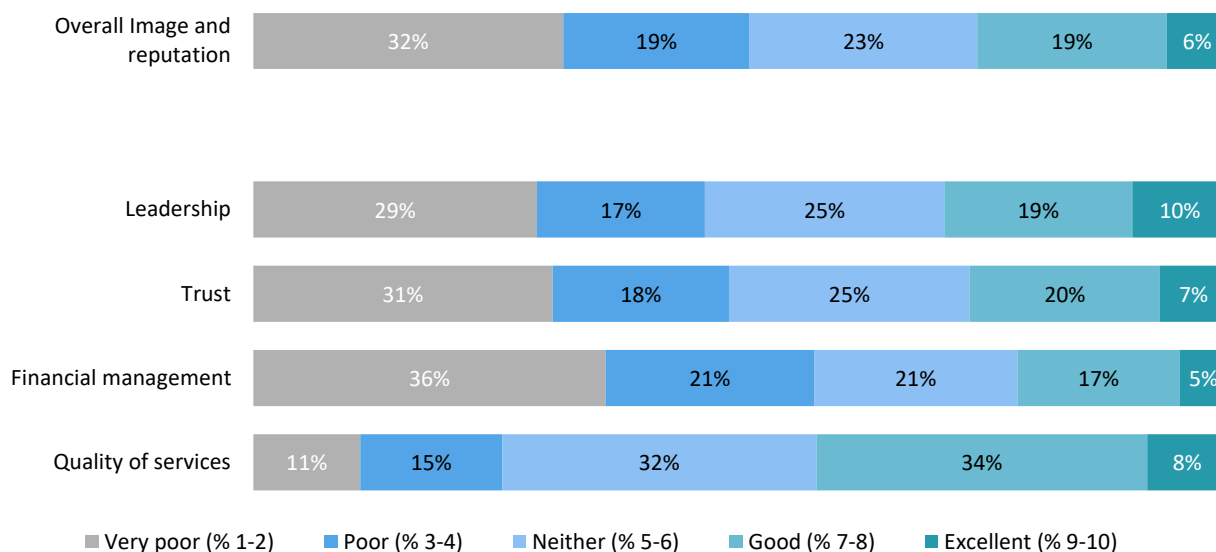




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Understanding reputation



Scores with % 7-10	2024	2023	2022
Overall Image and reputation	26%	29%	23%
Leadership	29%	34%	29%
Trust	26%	30%	24%
Financial management	22%	24%	19%
Quality of services	42%	46%	40%

- *Overall Image and reputation* and all related measures remain on par with the results recorded in 2023.
- The top-performing measure remains *Quality of services* with 42% of respondents rating it 7-10 on the 10-point scale.
- There is no discrepancy in satisfaction between residents of different ethnicities.
- The perceptions of the residents aged over 65 years and those residing in Mauao/Mount Maunganui are the highest across all demographics.

NOTES:

1. REP7. So, thinking about Tauranga City Council in terms of the leadership they provide 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? n= 581
2. REP3. ...overall, how would you rate Council for its LEADERSHIP? n=543
3. REP4. Overall, how would you rate Council in terms of the TRUST and CONFIDENCE you have in them? n=568
4. REP5. How would you rate Council overall for its FINANCIAL MANAGEMENT? n=537
5. REP6. ...how would you rate the Council for the QUALITY OF THE SERVICES AND FACILITIES they provide Tauranga City? n=582
6. Excluding 'Don't know' responses

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

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Leadership (continued)

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
Overall Image and reputation	22%	21%	37%	23%	26%
Leadership	20%	28%	39%	24%	30%
Trust	21%	23%	38%	21%	27%
Financial management	17%	19%	31%	17%	22%
Quality of services	36%	42%	49%	44%	42%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Overall Image and reputation	49%	30%	17%	26%
Leadership	44%	32%	27%	37%
Trust	41%	29%	21%	32%
Financial management	33%	29%	15%	22%
Quality of services	56%	41%	30%	56%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Overall Image and reputation	21%	31%	12%	31%
Leadership	29%	17%	20%	27%
Trust	22%	26%	17%	29%
Financial management	21%	17%	18%	21%
Quality of services	34%	51%	38%	45%

NOTES:

1. REP7. So, thinking about Tauranga City Council in terms of the leadership they provide 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? n= 581
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6. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Awareness and Satisfaction with the Leadership of the Commissioners



- Over the past 12 months residents' satisfaction with the *Leadership of the Commissioners* has significantly declined (35% in 2024 compared with 44% in 2023).
- The year-on-year decline is especially large among the younger residents aged between 18 and 34, and those residing in Tauranga for 10 or more years.
- Residents from the Arataki and Matua-Otūmoetai areas are the least satisfied with the *Leadership of the Commissioners*.

NOTES:

- REP1. Were you aware that a Crown appointed Commission has taken over the governance responsibilities of Tauranga City Council until the next election in July 2024? n=632
- REP2. How do you rate the leadership of the Commissioners? n=512
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

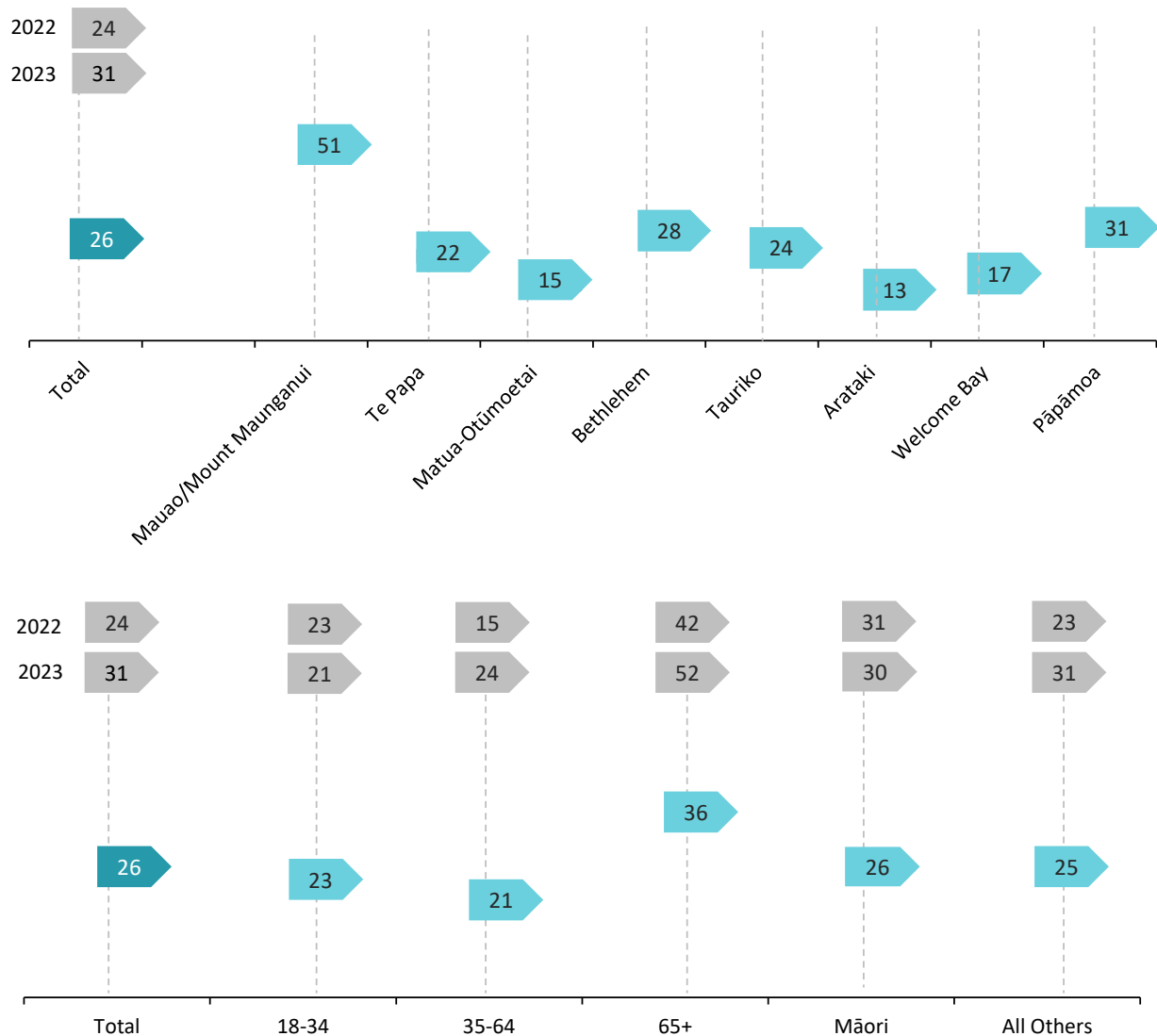
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Reputation Benchmarks



- The overall reputation benchmark has significantly decreased year-on-year.
- The perception of Councils reputation has especially worsened among those aged 65 and over. Older residents, aged 65+, have recorded a benchmark decrease of 16 points to a score of +36, which is still considerably higher than the average.
- The reputation benchmark is consistent across residents of different ethnicities.

NOTES:

1. 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.
2. Excluding 'Don't know' responses

Key:	
>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score

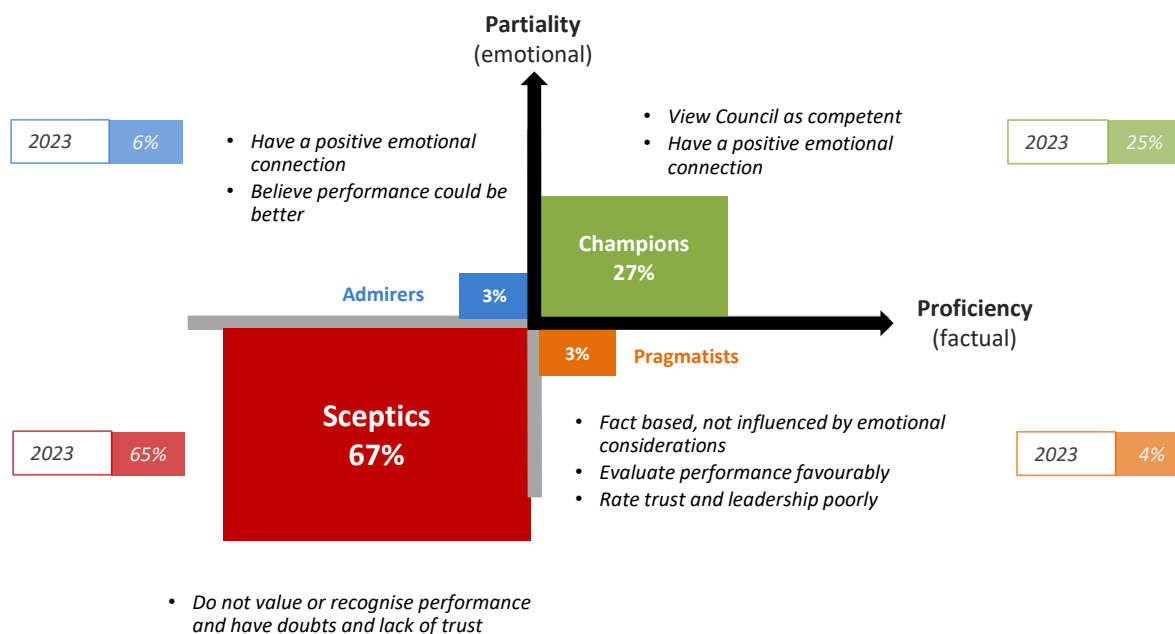
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Reputation Profile



- The proportion of 'Champions' has increased from 25% in 2023 to 27% in 2024.
- In addition, the proportion of 'Sceptics' has increased from 65% in 2023 to 67% in 2024.
- The proportion of 'Admirers' has significantly declined.

- Residents aged 65+ have the highest proportion of 'Champions' when compared to other age groups (36% for 65+ compared with 20% for 18-34 years and 25% for 35-64 years).
- Mauao/Mount Maunganui and Te Papa are two areas with the highest proportion of 'Champions' across all geographic areas.

- Residents aged between 18 to 34 have the highest proportion of 'Sceptics' with 75%, which is consistent with the 2023 results.

- Those who identify as Māori are significantly more likely than other ethnicities to be 'Sceptics' (74% for Māori compared with 66% for Other ethnicities).

NOTES:

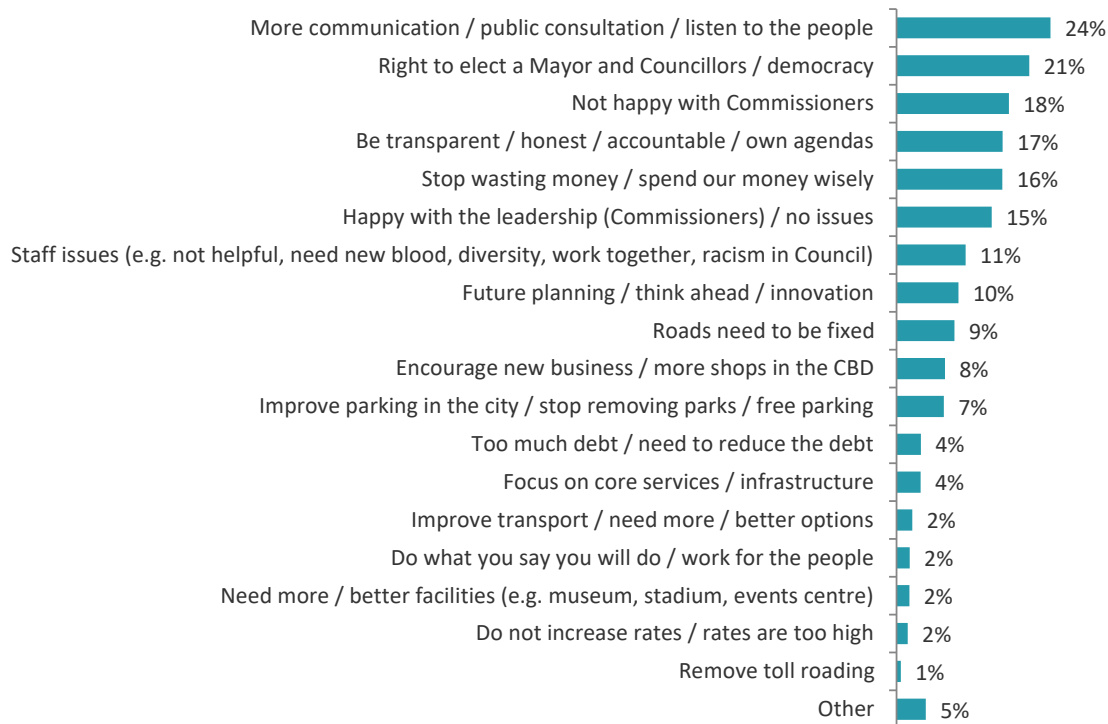
- REP7. So, thinking about Tauranga City Council in terms of the leadership they provide for the city, the trust that you have in Council, their financial management and quality of services they provide, how would you rate the Council for its OVERALL REPUTATION? n= 581
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- REP5. How would you rate Council overall for its FINANCIAL MANAGEMENT? n=537
- REP6. ...how would you rate the Council for the QUALITY OF THE SERVICES AND FACILITIES they provide Tauranga City? n=582
- Excluding 'Don't know' responses



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Comments about Council's reputation



- *I would like to see better local leadership plus management of infrastructure in and around the city. Forward-thinking innovation and strengths to move this city forward productively. There should also be healthy debates within the Council for the best, which includes constructive developments for the future of all.*
- *The Commissioners have destroyed the city. There is no life within the city. It is completely dead. The Commissioners need to actually go and spend a day in town and around the city to see what damage you have done.*
- *They waste money on unnecessary changes that ratepayers do not want. The ratepayers should have more say over the decisions the Council makes.*
- *Sadly, I have neither trust nor faith in the Council. Unfortunately, the Commissioners have not been the saviour of our Council offers or services. The waste continues, the mismanagement continues, the rate rises continue, and bad decisions are made regardless of what is best for the people. Priorities are all wrong, and there's nothing the ratepayers can do as you don't listen, or care.*



- *I am much happier with the new governance at this stage. There are things happening. There is a need in Tauranga for a better swimming pool, diving pool, and maybe a large hydroslide. There needs to be things to keep children occupied. Tauranga for too long has rested on its laurels regarding beach activities.*
- *I am grateful to have the Commissioners. They have done a much better job than the previous dysfunctional Council. There should be thought into the model on how we run our major cities, and is the current model now outdated and no longer functional.*
- *I appreciate it's a hard job, that you can never please everyone, that there are always extreme views. I think they are doing as best they can with what they have.*
- *In my opinion the Council's performance has been much better under the Commissioners, things are getting done rather than getting stuck in constant debate. The city needs development rather than pandering to a constituency who never want to spend any money.*

NOTES:

1. OVLREP. Do you have any comments about Tauranga City Council in terms of the leadership they provide for the city, the trust that you have in Council, their financial management and quality of services they provide? Is there something we can do? n=291
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

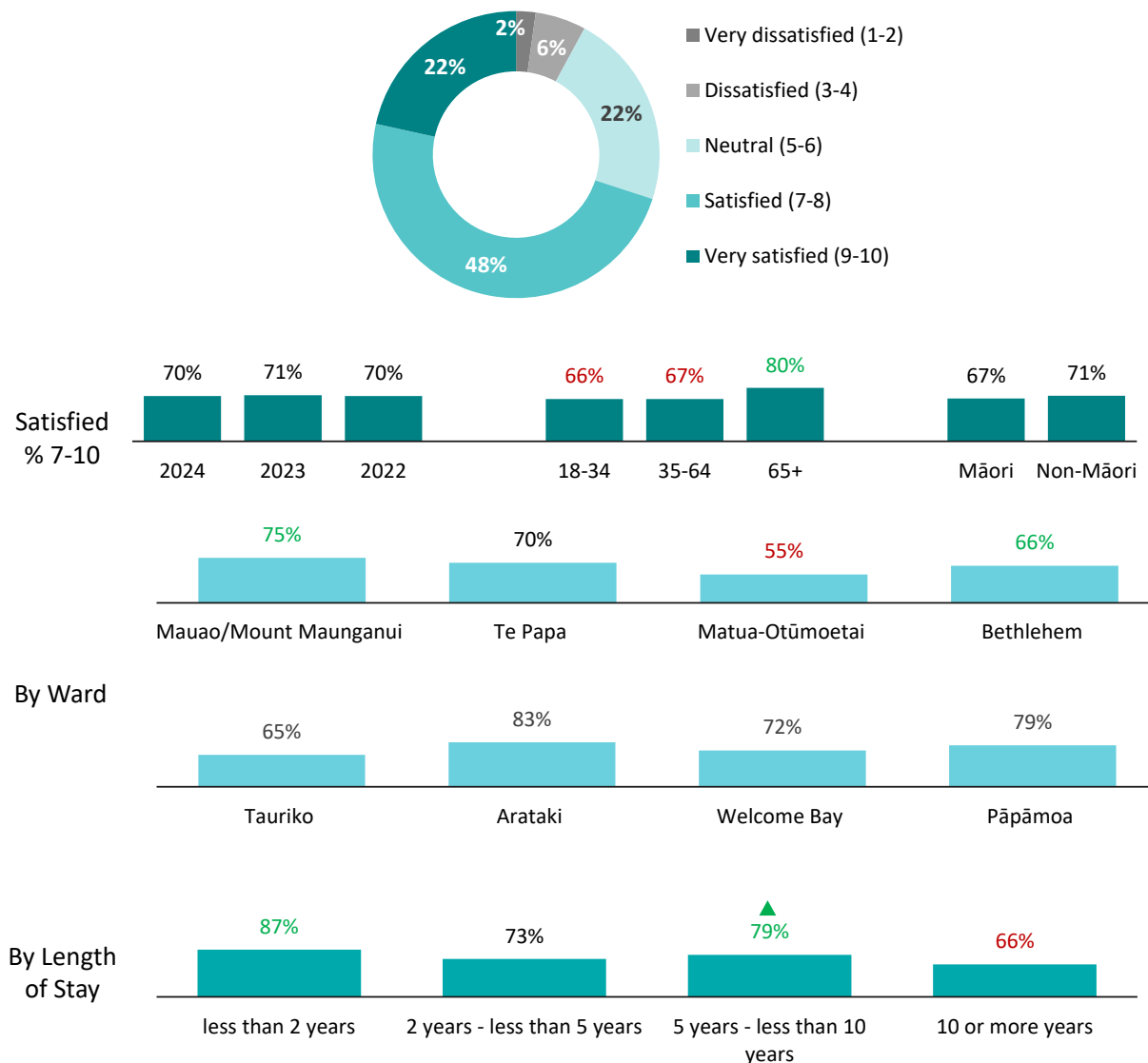




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Satisfaction with Public Facilities



- Seven in ten residents (70%) are satisfied with the public facilities provided by the Council. The results have been consistent over the past 24 months.
- Residents aged over 65 years are the most likely to be satisfied with public facilities.
- Satisfaction amongst those residing in Matua-Otūmoetai is the lowest across all geographic areas.
- Respondents who have been residing in Tauranga '5 years – less than 10 years' were significantly more satisfied with public facilities when compared to 12 months prior.

NOTES:

- PF11. Thinking about the FACILITIES above, The Historic Village, libraries, community centres, sports facilities, Baycourt Community & Arts Centre, how would you rate the Council for the FACILITIES provided? n=540
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Comments about recreation and cultural facilities



- The new library layout is too cramped, and it is hard to find information.*
- Getting to any of these facilities is a nightmare because of our traffic in Tauranga.*
- I gave up going to the Greerton Aquatic Centre as the lanes were always booked out and there weren't enough casual swimming lanes for after work access. The facilities there and at Otūmoetai are also very outdated. I joined a private gym with a pool, which better suits my needs.*
- The Historic Village would appear to be on the continual decline, and really is out of date. The Council should review its investment in this facility.*
- Have something in Welcome Bay. We have nothing, no swimming pool, no indoor sports facilities, no arts centre, no library, an old hall is what we have.*
- Spread them out, there seems to be a lot of facilities in the Mount and Pāpāmoa, but not really any around Tauranga.*



- The swimming facilities are good. I think if the prices go up, I would not use them as much.*
- Our Mokopuna, 8 years old, visits some of these places and she has a wonderful time at these venues.*
- Love the new Library in the CBD. Great to have education programs available and a cafe attached. Nice to have a theatre like Baycourt for shows. Bay Park sports facility is amazing. Sport inside on wet days is great, and being available for home and food shows is a plus.*
- Clean and well maintained, staff are very friendly and helpful.*
- The Historic Village is the best of the bunch due to all of the art events and gigs put on.*
- Keep up the free access activities, and fund more please. The events run at these places are awesome and welcoming. Love that the Bay Venues team try and look after locals.*

NOTES:

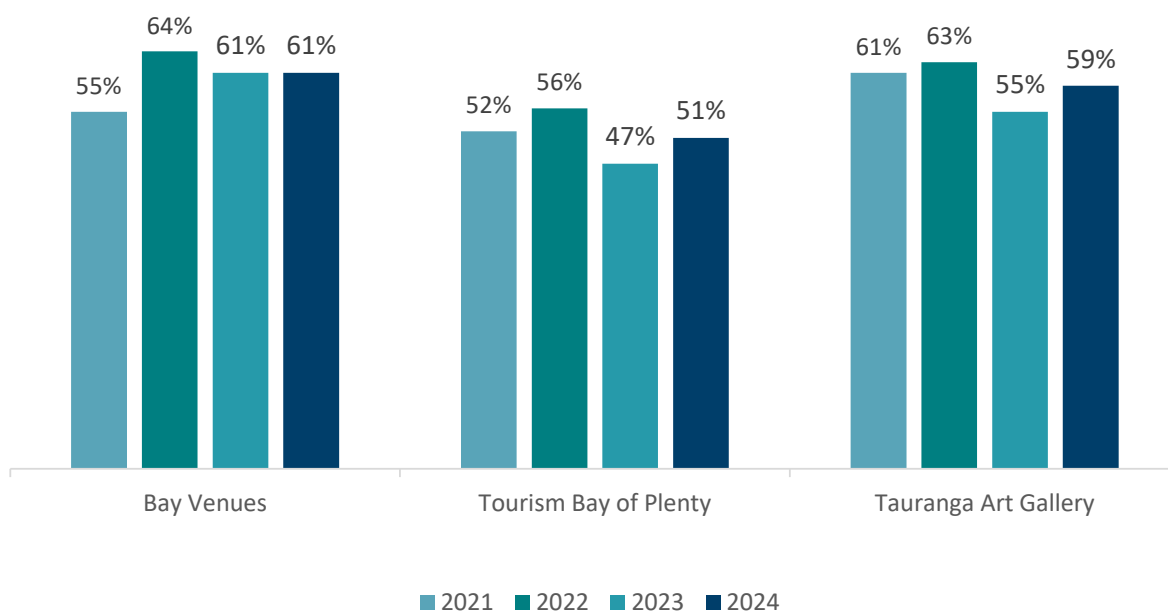
- Sample: 2023 n=612. Excludes 'Don't know' and 'Doesn't relate to me' responses.
- OVLFCIT. Do you have any comments about any the FACILITIES mentioned above, including The Historic Village, libraries, community centres, sports facilities, swimming pools Community & Arts Centre. What can we improve and how? n=189.
- Note 2% of the respondents mentioned that they do not use any of the public facilities, so have no opinion



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Awareness of Council Controlled Organisations



Residents aged over 35 years and those over 65 in particular show the most awareness, especially when it comes to *Bay Venues* (68% for 35-64 years) and the *Tauranga Art Gallery* (69% for 65+ years) which is significantly higher than the overall awareness of 61% and 59%, respectively.

Residents from the Matua-Otūmoetai area are the most likely to be aware that TCC provides services through the *Tauranga Art Gallery* (77%).

There is no discrepancy in awareness in regard to Council Controlled Organisations between residents of different ethnicities.

- Awareness of Council Controlled Organisations amongst residents remains consistent over the past 12 months, with no significant changes.

NOTES:

- PF3. Are you aware that the Tauranga City Council provides services through the following Council Controlled Organisations (CCO's)? n=632

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

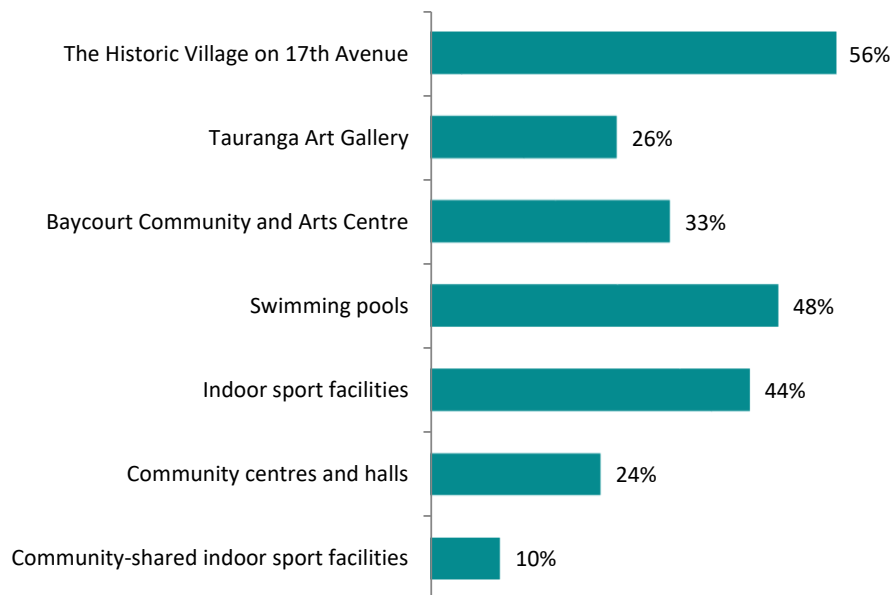
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Visitation



Visitation	2024	2023	2022
The Historic Village on 17 th Avenue	56%	51%	59%
Tauranga Art Gallery	26%	30%	33%
Baycourt Community and Arts Centre	33%	30%	38%
Swimming pools	48%	53%	49%
Indoor sport facilities	44%	41%	44%
Community centres and halls	24%	23%	23%
Community-shared indoor sport facilities	10%	7%	6%

- There is a slight decline in visitation for *Swimming pools*. Respondents explain that this is due to the lack of availability of lanes at the time of the visit, outdated facilities and high costs.
- Visitors to the *Historic Village* enjoy all of the events that are held there, but would like to see more regular events and better facilities for kids, such as a museum, so it is more attractive for families with children.

NOTES:

1. PF1. Have you visited any of the following facilities in the last year? n=632
2. PF4. Have you visited any of the following in the last year? n=632
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

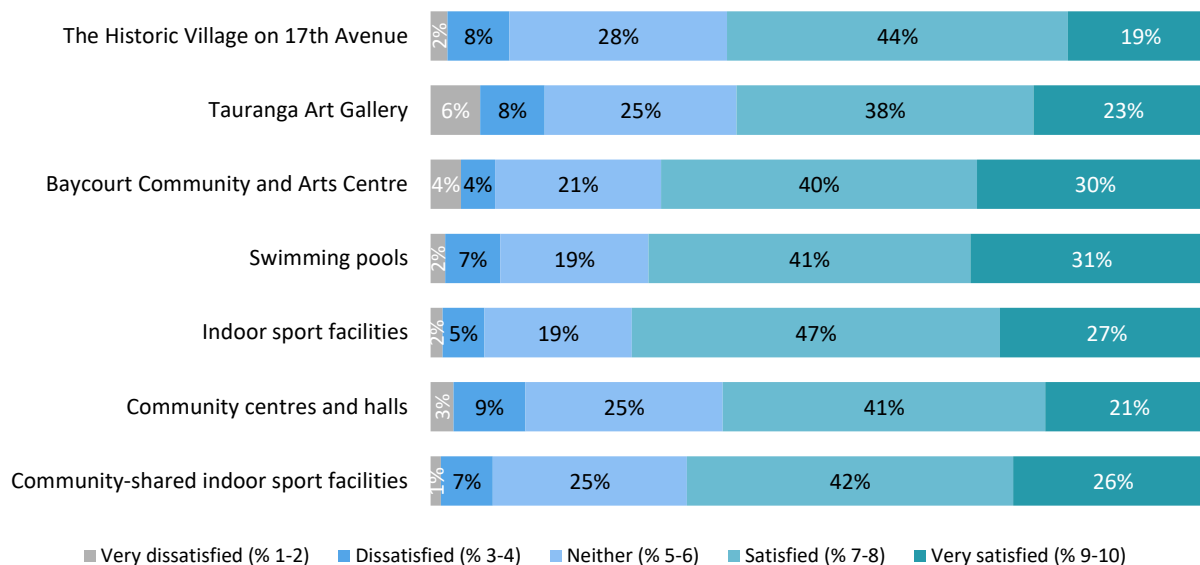
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Satisfaction (Overall)



Scores with % 7-10	2024	2023	2022
The Historic Village on 17 th Avenue	62%	67%	65%
Tauranga Art Gallery	61%	65%	66%
Baycourt Community and Arts Centre	71%	68%	69%
Swimming pools	72%	76%	74%
Indoor sport facilities	74%	76%	78%
Community centres and halls	63%	66%	59%
Community-shared indoor sport facilities	67%	72%	60%

- Similar to the slight decline in visitation, there is also a slight decline in satisfaction with public facilities.
- Common themes in the comments regarding the dissatisfaction with the facilities include lack of parking, ability to get to the certain facility on time (including peak hours) and overall public facilities being concentrated in the Mount and Tauranga, leaving areas like Welcome Bay without.
- Several respondents would like to see more indoor activities and events available in Tauranga that are cheaper, or which have better rates for locals.

NOTES:

1. PF2. How would you rate your satisfaction with each of the following facilities? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=510
2. PF5. How would you rate your satisfaction with the...? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=455
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Satisfaction (Overall)

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
The Historic Village on 17 th Avenue	57%	61%	70%	65%	62%
Tauranga Art Gallery	57%	63%	60%	53%	62%
Baycourt Community and Arts Centre	69%	70%	72%	60%	72%
Swimming pools	65%	71%	82%	64% ▼	74%
Indoor sport facilities	70%	73%	82%	79%	73%
Community centres and halls	61%	57%	74%	50% ▼	65%
Community-shared indoor sport facilities	65%	66%	73%	69%	67%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
The Historic Village on 17 th Avenue	59%	72%	53%	71%
Tauranga Art Gallery	63%	63%	56%	73%
Baycourt Community and Arts Centre	79%	58%	60%	87%
Swimming pools	88%	61%	66%	64%
Indoor sport facilities	91%	60%	60%	71%
Community centres and halls	80%	57%	42%	55%
Community-shared indoor sport facilities	94%	60%	55%	59%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
The Historic Village on 17 th Avenue	67%	69%	50%	65%
Tauranga Art Gallery	57%	63%	63%	57%
Baycourt Community and Arts Centre	69%	68%	74%	72%
Swimming pools	67%	81%	73%	78%
Indoor sport facilities	75%	86%	73%	82%
Community centres and halls	57%	68%	69%	74%
Community-shared indoor sport facilities	73%	79%	70%	68%

NOTES:

1. PF2. How would you rate your satisfaction with each of the following facilities? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=510
2. PF5. How would you rate your satisfaction with the...? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=455
3. Excluding 'Don't know' responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

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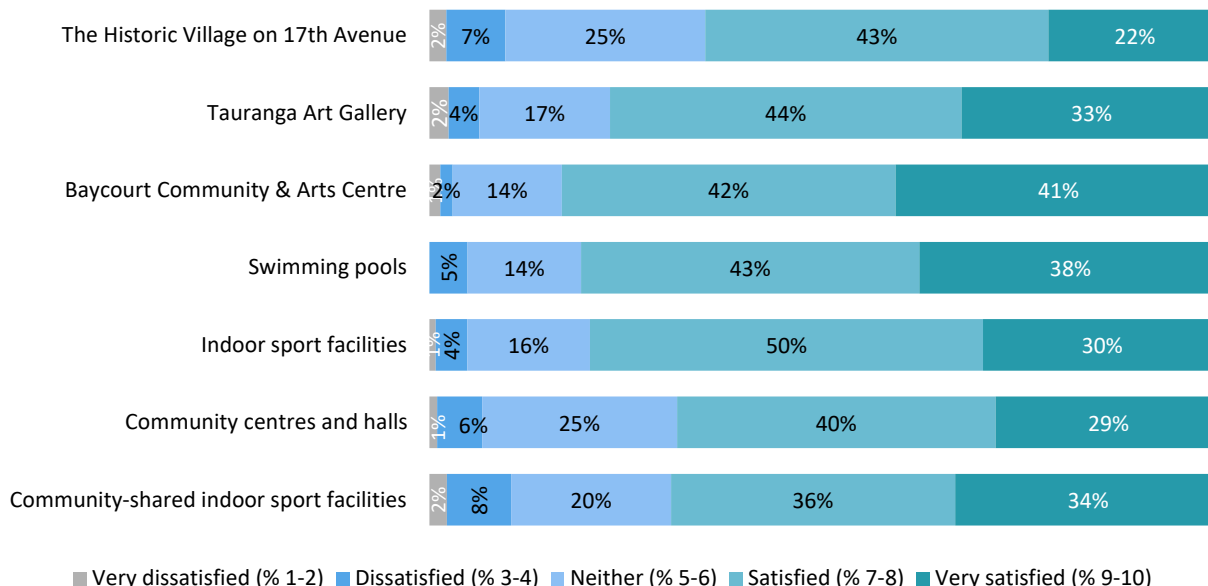


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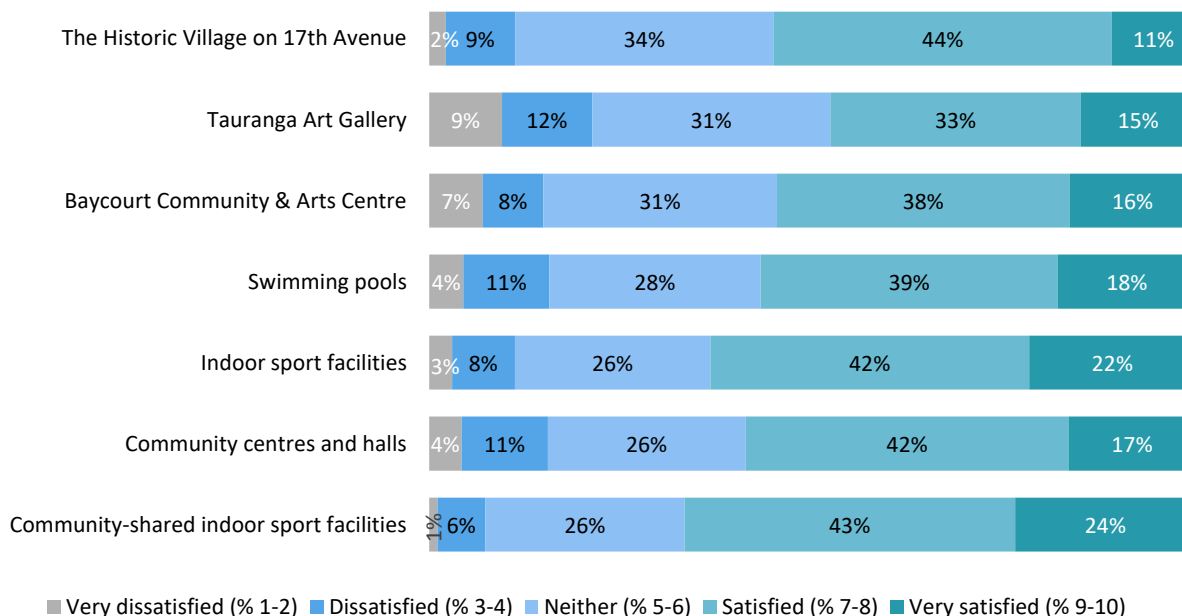


Satisfaction (Users vs. non-users)

Users



Non-users



NOTES:

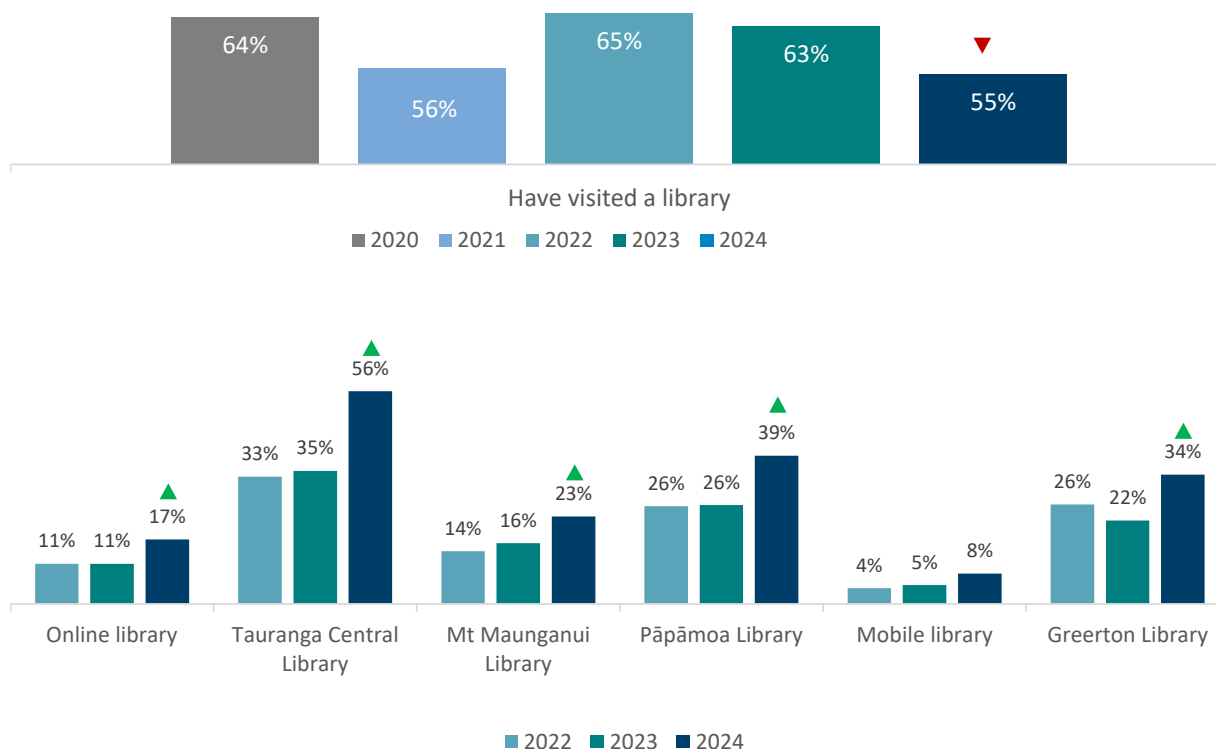
1. PF2. How would you rate your satisfaction with each of the following facilities? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=510
2. PF5. How would you rate your satisfaction with the...? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=455
3. Excluding 'Don't know' responses



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Libraries – Visitation



- While overall library visitation has significantly declined year-on-year, and has now decreased to what we saw during the Covid restrictions in the 2020/21 reporting period, those who use the libraries have started using them more often. This is evident from the significant increase in visitation of physical libraries among users.
- Respondents have praised the activities for children and holiday activities organised at the libraries, as well as staff friendliness and helpfulness.
- Regarding the library facilities, many users were happy with Pāpāmoa and Greerton libraries, many comments mentioned the inconvenient location of the Tauranga central library as there is no free parking available in the vicinity of the library building.
- Some of the other issues mentioned by respondents include the number of homeless and drug users inside the central library, which are making the respondents feel unsafe to visit. Also mentioned was the lack of available study rooms.

NOTES:

1. PF6. Have you visited any of the following libraries in the last year? n=629

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

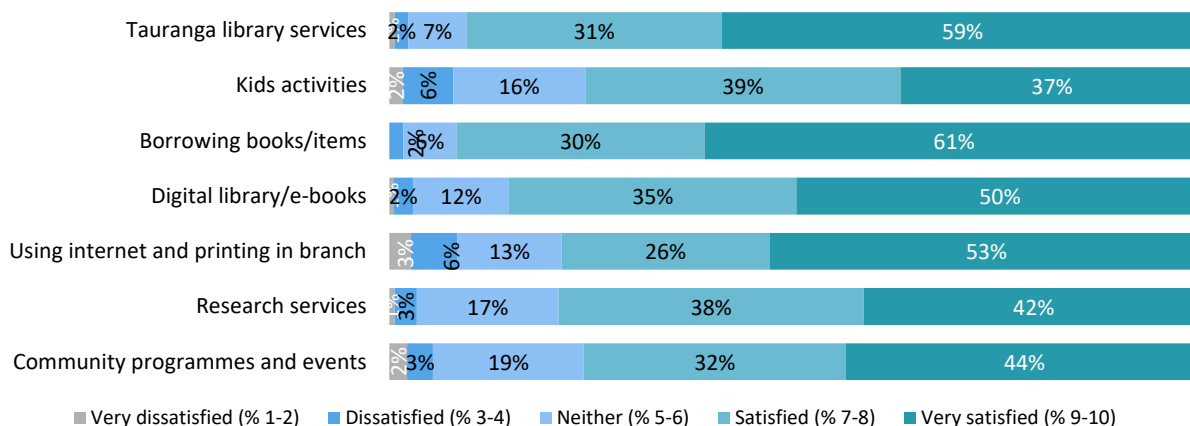
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Satisfaction with library services



Scores with % 7-10 (by age and ethnicity)	2024	2023	18-34	35-64	65+	Māori	Non-Māori
Tauranga library services	90%	87%	88%	92%	91%	88%	91%
Kids activities	76% ▲	55%	76% ▲	78% ▲	71%	69%	77% ▲
Borrowing books/items	92% ▲	84%	91%	91% ▲	93%	84%	93% ▲
Digital library/e-books	85% ▲	65%	85%	89% ▲	79%	77%	87% ▲
Using internet and printing in branch	79% ▲	65%	69%	87% ▲	76%	61%	84% ▲
Research services	79% ▲	64%	70%	84% ▲	84%	64%	83% ▲
Community programmes and events	76% ▲	62%	63%	87% ▲	71%	71%	78% ▲

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Tauranga library services	89%	93%	87%	85%
Kids activities	66%	81%	81%	52%
Borrowing books/items	94%	91%	95%	88%
Digital library/e-books	100%	91%	93%	89%
Using internet and printing in branch	90%	87%	70%	74%
Research services	100%	79%	80%	73%
Community programmes and events	77%	67%	68%	82%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Tauranga library services	95%	79%	91%	95%
Kids activities	66%	71%	88%	84%
Borrowing books/items	81%	90%	97%	93%
Digital library/e-books	64%	63%	94%	81%
Using internet and printing in branch	76%	57%	90%	79%
Research services	62%	67%	95%	80%
Community programmes and events	62%	39%	80%	88%

NOTES:

1. PF7. How would you rate your satisfaction with the Tauranga library services? n=329
2. PF10. Thinking about the Tauranga libraries, how would you rate your satisfaction with the...? n=312
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

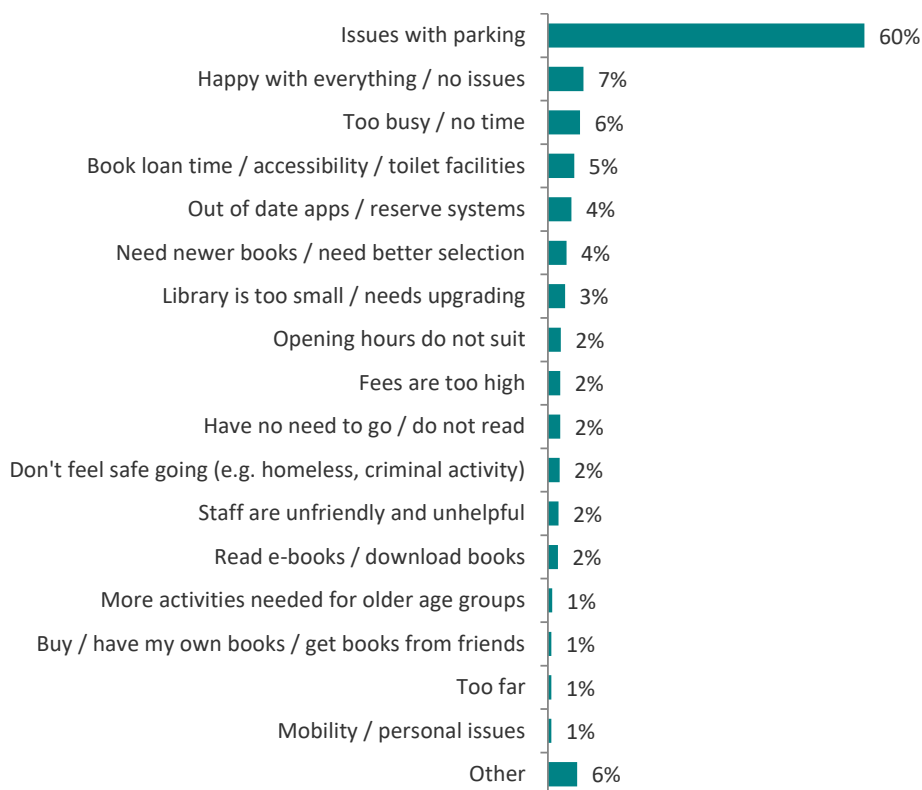
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Issues Limiting use of Tauranga Libraries



- *At other libraries, there are always parking issues, so I prefer my local library at Pāpāmoa.*
- *Homeless people doing drugs in bathrooms and cubicles.*
- *Parking is a problem in downtown Tauranga. Most libraries would have some free parking for patrons.*
- *Sometimes there is not enough to choose from. Before moving, the library had a great choice.*
- *Parking in the Tauranga city area, mostly occupied by office workers and are hard to find.*
- *Pāpāmoa do not have a self-service returning station whereas Greerton has one.*
- *The Tauranga City library would be our closest one and would love to take the kids there but unfortunately car parking really limits going to the city at all. Very grateful for our lovely mobile library and fantastic staff.*
- *The mobile app doesn't seem to work on my phone.*
- *Having to pay and or wait for audio books.*
- *No support when we need to do a zoom meeting and we have no where else to go for it.*
- *Limited availability of books or long waiting lists for books I want.*
- *As mentioned previously, the lack of study areas, and the ones that are there are limited and being used a lot of the time.*

NOTES:

1. PF9. Are there any issues limiting your use of Tauranga libraries? n=85
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

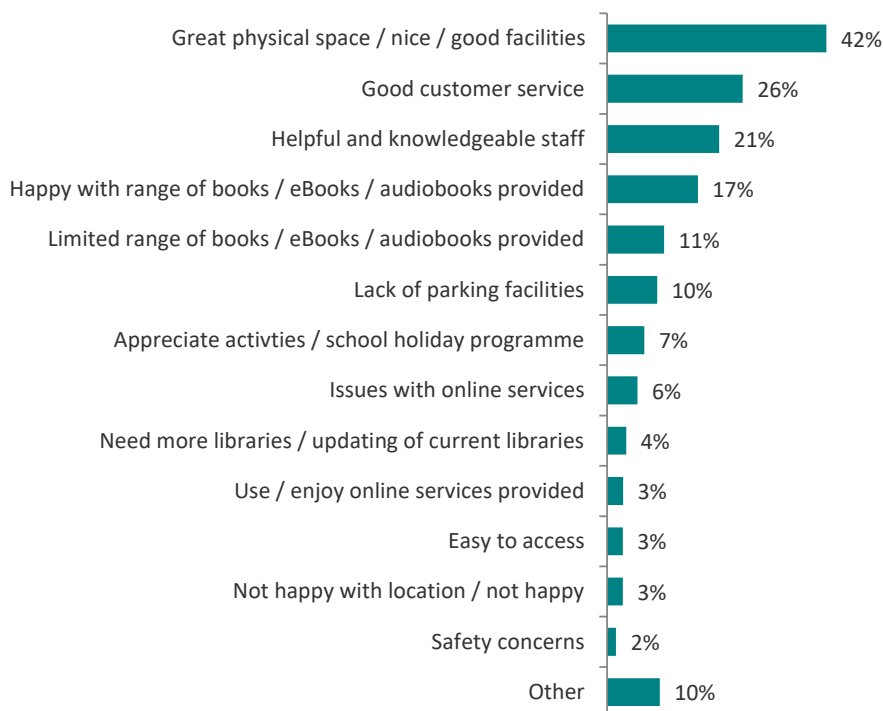
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Comments About Tauranga Libraries



- We loved the space, but there were homeless people doing drugs in the bathrooms and cubicles, so we'll never go back.
- Great service, friendly and knowledgeable. But one thing that lets the Council and library down is that there is no parking. Not everyone can ride a bus or walk long distances.
- Bit short on eBooks and audiobooks.
- The Mount library needs to be updated.
- Only gripe relates to the out of hours book drop off at Tauranga Library. The library runs through from Grey Street to Devonport Road, and there are entrances both sides, yet there is only one book drop off at the Devonport Road entrance. Should be drop offs at both entrances.
- The central library now located on Devonport Road has poor parking access and severely limited stock. This meant I moved to regularly visiting the Greerton library, which I have been impressed by.



- Pāpāmoa Library has very good customer service and showed me how to use the computer service when I wanted to print something.
- Nice having an adjoining café, even if they are adding an illegal amount as a credit card processing fee. But it's a nice place to sit and read. The staff are always friendly and helpful.
- I'm very impressed with the range of international and national journals and books on almost any subject.
- Excellent free service for getting books on hold sent to closest library, and good access to free books online.
- Well done. Good selection of books, good holiday programs for children, helpful and friendly staff.
- All the Māori art makes it more interesting.
- The mobile library service is fantastic and the folk in it are so cool. Love the Greerton library staff too, they are so welcoming to all and look after many rangatahi that pop in and feel at ease there. Great place to have a meeting too.

NOTES:

1. PF8. Do you have any comments related to your satisfaction rating of Tauranga libraries? n=118
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

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Water management



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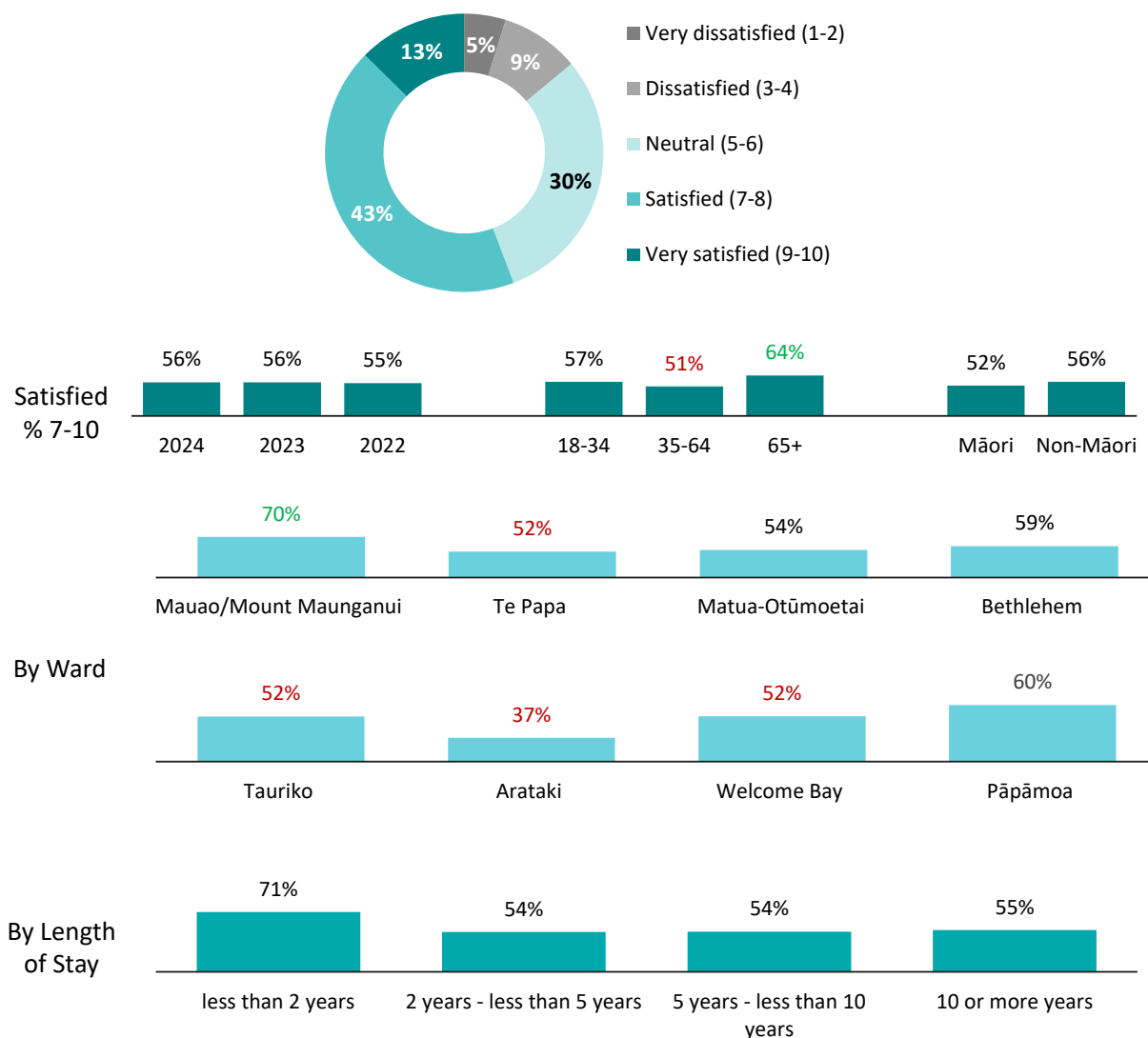




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Satisfaction with Overall Water Management



- Satisfaction with *Water management* remains consistent over the past 24 months.
- Residents aged 35-64 years are significantly less satisfied with water management than the older age group (65+).
- Satisfaction is consistent across the length of stay in the city.
- Satisfaction amongst those who are residing in Mauao/Mount Maunganui is considerably higher when compared to those from Te Papa, Arataki and Welcome Bay.

NOTES:

1. WTR6. Thinking about water management for flooding, stormwater and drinking water, how would you rate Council overall for WATER MANAGEMENT? n=548
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

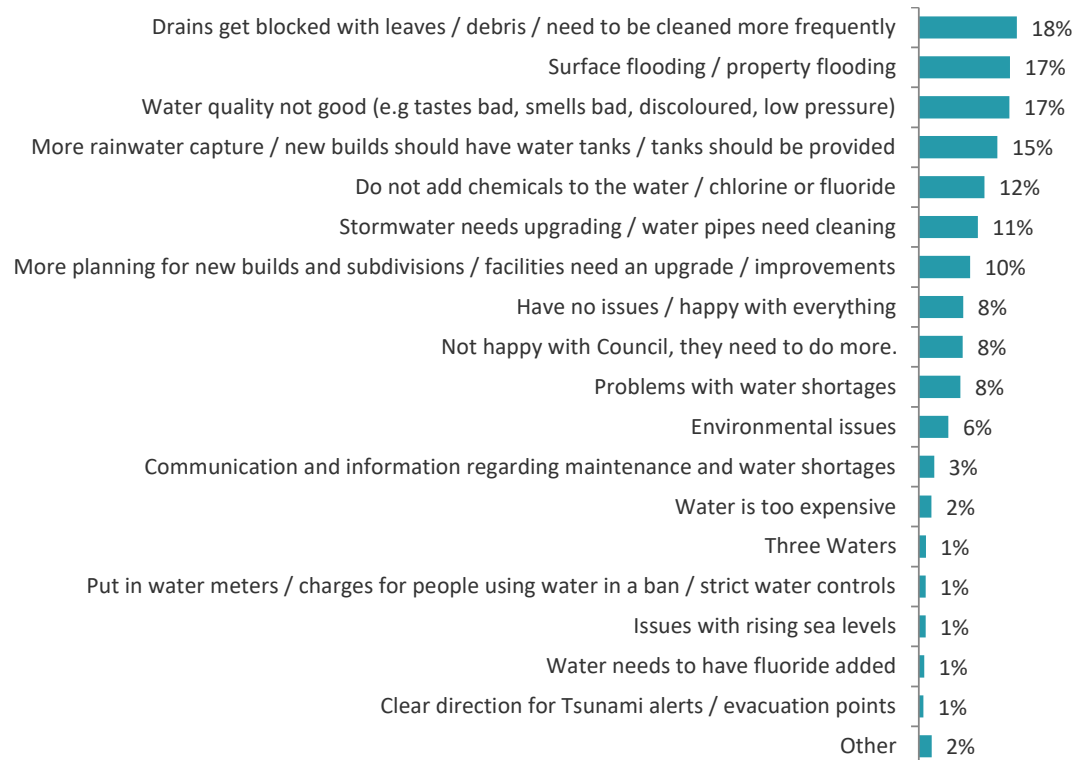
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Comments about water management



- *I feel the drains need clearing more often than they do to prevent the flooding, especially all the heavy downpours we get. I always see the drains full of leaves and rubbish.*
- *Don't like the taste of the drinking water.*
- *Water certainly needs attention in the area where I live, due to the taste I filter all water for drinking. Also washing out of machine has little brown or black spots on articles, especially noticeable on white clothing.*
- *Ensuring our dams are big enough to hold water for the summer months.*
- *More support for local waterways, preservation of rivers, the ocean, the waterfalls and the fish life aquaculture sites for preserving and developing. No drenching in the harbour, rivers and oceans. More care in pollution of dumping rubbish in rivers and the local waterfalls.*



- *I think the system held up really well in the last storms. There was minimal flooding in the area we live in.*
- *Being a fairly new area, I believe the infrastructure is well able to cope with the water situation.*
- *I like the water meters, people who complain about having to pay for what they use are just fools. I'm glad I don't have to subsidise my neighbours who are a household of 7 who are forever wasting water.*
- *The water is beautiful to drink, please don't add fluoride, it isn't necessary.*
- *Our area has good flood management. Although we have lots of trees that shed their leaves and block up drains often. Luckily our community in our area are proactive and clear the drains.*

NOTES:

1. OVLWTR. Do you have any comments about WATER MANAGEMENT for flooding, stormwater and drinking water? Is there something we can do? n=207
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

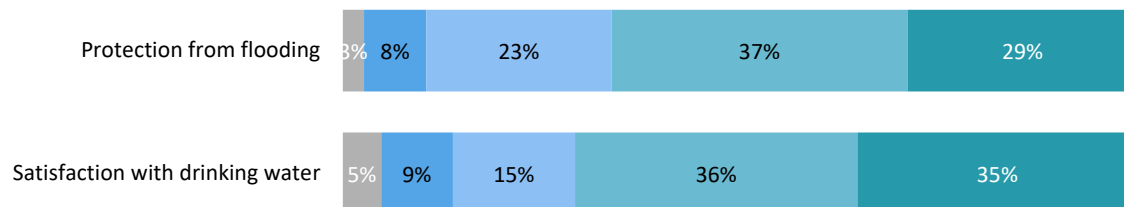
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Water management



■ Very dissatisfied (% 1-2) ■ Dissatisfied (% 3-4) ■ Neither (% 5-6) ■ Satisfied (% 7-8) ■ Very satisfied (% 9-10)

Scores with % 7-10 (by age and ethnicity)	2024	2023	18-34	35-64	65+	Māori	Non-Māori
Protection from flooding	66%	65%	61%	63%	78%	59%	67%
Satisfaction with drinking water	71%	69%	65%	70% ▲	79% ▼	66%	71%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Protection from flooding	66%	66%	71%	63%
Satisfaction with drinking water	84%	71%	73%	66%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Protection from flooding	73%	58%	72%	59%
Satisfaction with drinking water	78%	71%	64%	68%

- Satisfaction with *Protection from flooding* remains consistent year-on-year.
- Older residents (65+) were significantly more satisfied with both *Protection from flooding* and *Drinking water* than other age groups.

NOTES:

1. WTR1. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree that your home, and/or business buildings, are adequately protected from flooding? n=572
2. WTR2. How satisfied are you with the quality (taste, colour, odour) of drinking water in Tauranga? n=619
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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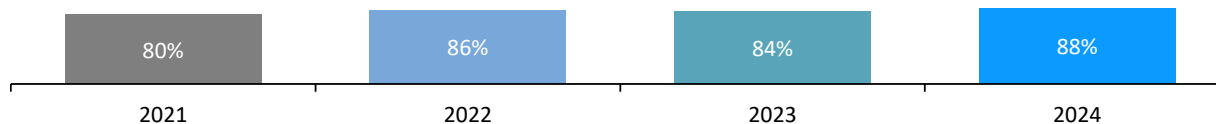


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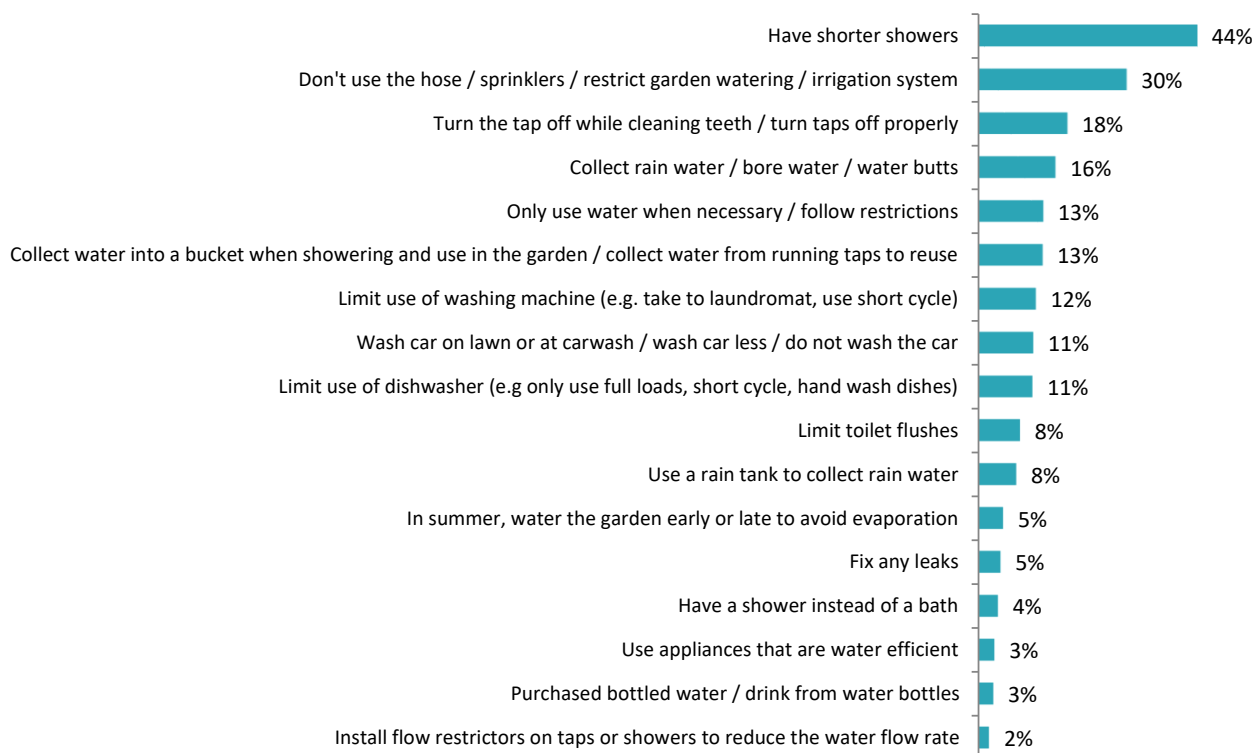
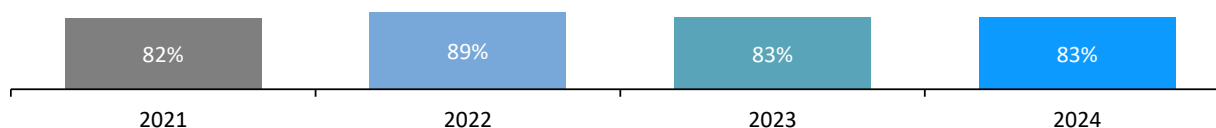


Water conservation

Aware of ways to conserve water at home or at work



Have taken steps to conserve water over the past 12 months



- The proportion of residents that have taken steps to conserve water over the past 12 months has not changed.
- Taking shorter showers (44%), not using the hose / sprinklers / restrict garden watering (30%) and turning the tap off while cleaning teeth / turning taps off properly (18%) were the top three actions undertaken to save water.

NOTES:

- WTR3. Do you know of any ways that you can conserve water at home or at work? n=632
- WTR4. Have you taken any steps to conserve water over the past 12 months? n=559
- WTR5. What steps have you taken to conserve water over the past 12 months? Left a comment n= 470
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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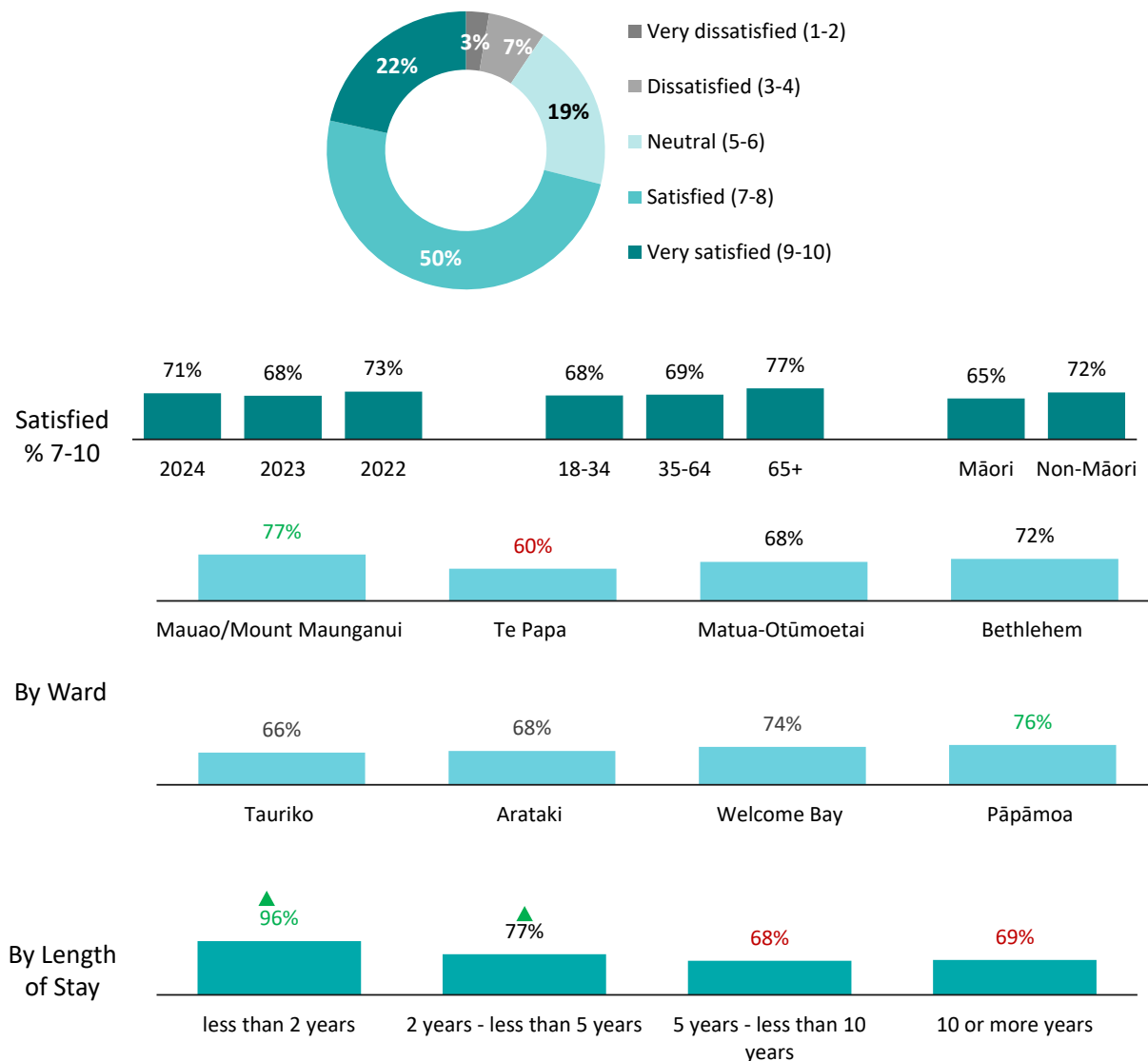




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Satisfaction with Outdoor Spaces



- Satisfaction with outdoor spaces has slightly increased and remains high, with just over seven in ten residents (71%) being satisfied.
- Satisfaction with outdoor spaces is consistent amongst different age groups and ethnicities. Almost everyone who has lived in the city less than two years (96%) are satisfied with *Outdoor spaces*.
- Residents have many positive things to say when it comes to parks and walking tracks around the city. However, some of the most common reasons for dissatisfaction include a lack of mowing, lack of shade at playgrounds, need for more rubbish bins, and purpose-built dog parks.

NOTES:

1. OS8. Thinking about all these OUTDOOR SPACES – the parks, playgrounds, boat ramps and cemeteries, how would you rate Tauranga City Council for its overall management of outdoor spaces? n=587
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Comments about outdoor spaces



- The outdoor spaces are really good around the area where I live. Driving through some of the other areas I notice that they could do with a bit of love and care. The CBD is not a welcoming place, though the waterfront is beautiful.
- Lawns and edges are often overgrown. Contractors leave lawn clippings all over footpaths, weeds around gutters and curbs. Looks unkempt and uncared for.
- Need more exercise equipment in parks outdoor spaces, more basketball and outdoor courts and goals for everyone in parks.
- Better children's play equipment. More outdoor challenges for the older age group with ropes and climbing equipment.
- Too many unleashed dogs, it makes people not want to visit their local parks. Maybe have a dog park where people can go and let their pooches run free.
- The boat ramp I use at Pāpāmoa Domain has always had poor access and poor entry onto the beach.



- The parks and access to the beach are very satisfactory.
- Generally very well maintained, clean and tidy.
- I really love all the walking, running and biking tracks being opened around Tauranga. Keep them coming. Great to see all the young kids and oldies out on their bikes exploring and staying active. I love the domain.
- The upgrade of water fountains at Waipuna Park are fantastic.
- The space for me is the Rose Garden. It is maintained at a very high level. Thank you.
- I think the spaces and places I've seen are well done and mostly well maintained.
- Thank you for keeping the ramps slime free, as best the team can, and best of all, free. It is fantastic to hear comments from our out of town guests as to the awesome boating facilities in Sulphur Point when heading out for a fish.

NOTES:

1. OVLOTDR. Do you have any comments about OUTDOOR SPACES mentioned above? Is there something we can do? n=220
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

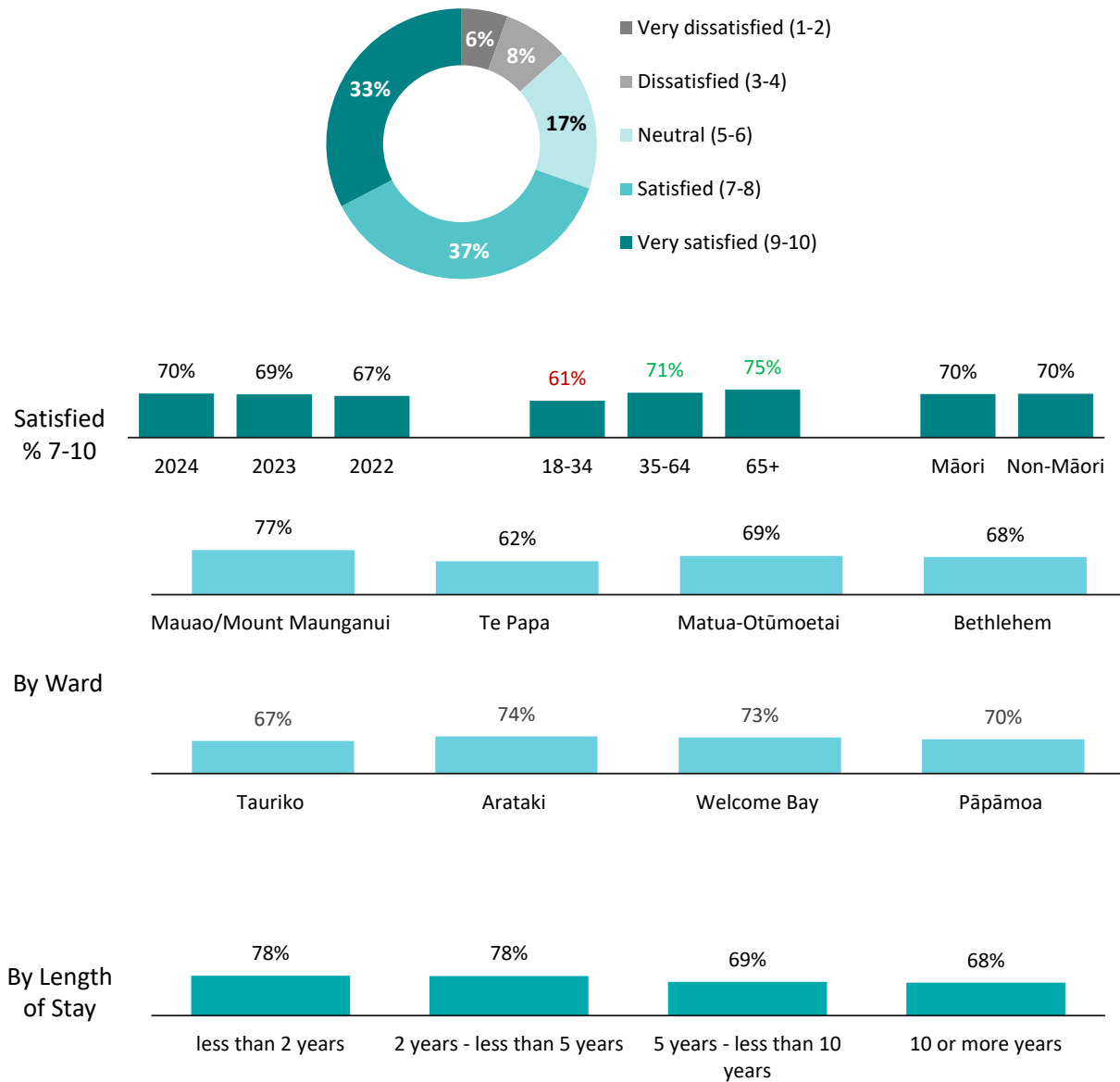
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Tauranga has Enough Parks and Green Spaces



- Seven in ten residents (70%) believe that Tauranga has enough green spaces and parks.
- There are no significant differences in satisfaction between the length of stay in Tauranga, or between wards.

NOTES:

1. OS1. How satisfied are you that Tauranga has enough parks or green spaces? n=625
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

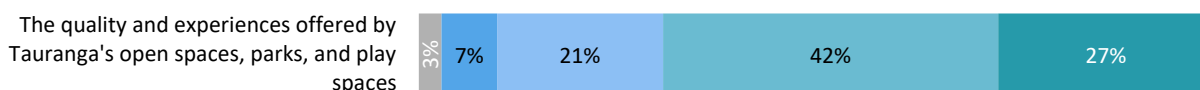
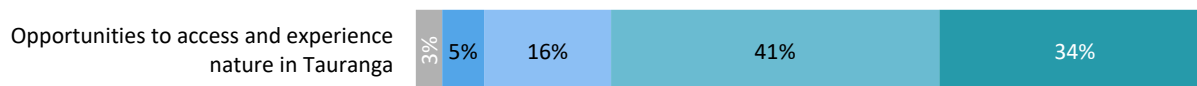
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Satisfaction with Nature and Open Spaces in Tauranga*



■ Very dissatisfied (% 1-2) ■ Dissatisfied (% 3-4) ■ Neither (% 5-6) ■ Satisfied (% 7-8) ■ Very satisfied (% 9-10)

Scores with % 7-10 (by age and ethnicity)	2024	18-34	35-64	65+	Māori	Non-Māori
Opportunities to access and experience nature in Tauranga	75%	69%	78%	78%	73%	76%
The quality and experiences offered by Tauranga's open spaces, parks, and play spaces	69%	63%	68%	77%	68%	70%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Opportunities to access and experience nature in Tauranga	81%	76%	72%	77%
The quality and experiences offered by Tauranga's open spaces, parks, and play spaces	75%	69%	65%	74%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Opportunities to access and experience nature in Tauranga	73%	72%	77%	75%
The quality and experiences offered by Tauranga's open spaces, parks, and play spaces	58%	63%	74%	72%

- Over seven in ten residents are satisfied with the *Opportunities to access and experience nature in Tauranga* (75%), with a slightly lower proportion of residents (69%) being satisfied with *The quality and experiences offered by Tauranga's open spaces, parks, and play spaces*.
- The youngest respondents (aged 18-34) are the least satisfied across these two measures compared to other age groups.

NOTES:

- OS1A. How satisfied are you with the opportunities to access and experience nature in Tauranga? n=616
 - OS1B. How satisfied are you with the quality and experiences offered by Tauranga's open spaces, parks, and play spaces? n=613
 - Excluding 'Don't know' responses
- *New questions introduced in 2023/24

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

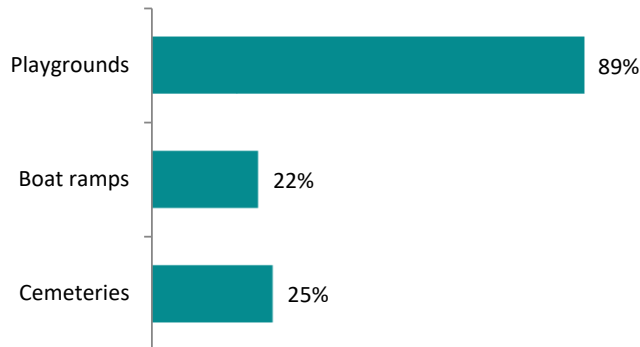
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Visitation



Visitation	2024	2023	2022
Playgrounds	89% ▲	67%	70%
Boat ramps	22%	22%	22%
Cemeteries	25%	27%	30%

- Visitation for *Boat ramps* and *Cemeteries* remains consistent over the past 12 months, while the visitation at *Playgrounds* has increased significantly year-on-year.
- Overall satisfaction amongst residents remains high and consistent year-on-year.
- Older residents, those aged 65+, are significantly more satisfied with the *Quality of playgrounds* and the *Feel and look of the cemeteries*.
- Those residing in Mauao/Mount Maunganui, Matua-Otūmoetai, Welcome Bay and Pāpāmoa have recorded the highest satisfaction with the *Quality of playgrounds*.

NOTES:

1. OS2. How often have you used or visited your local playground in the past year? By local playground we mean the playground nearest to your home. n=632
2. OS4. In the last 12 months, have you used or wanted to use the boat ramps in Tauranga? n=632
3. OS6. Have you visited a Tauranga City Cemetery (including Pyes Pa) in the last 12 months? n=632
4. Excluding 'Don't know' responses

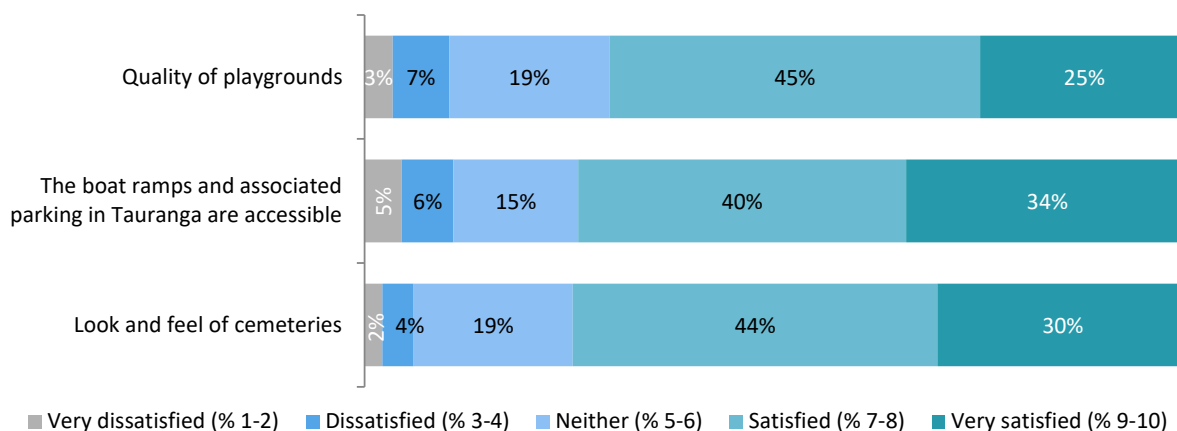
▲ Significantly higher
 ▼ Significantly lower

▲ Significantly higher
 ▼ Significantly lower

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**Satisfaction***

Scores with % 7-10 (by age and ethnicity)	2024	2023	18-34 yo	35-64 yo	65+ yo	Māori	Non-Māori
Quality of playgrounds	70%	71%	70%	65%	81%	58%	73%
The boat ramps and associated parking in Tauranga are accessible	74%	64%	72%	76%	71%▲	64%	76%▲
Look and feel of cemeteries	75%	77%	59%	77%	85%	62%	77%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Quality of playgrounds	74%	68%	75%	70%
The boat ramps and associated parking in Tauranga are accessible	87%	60%	72%	67%
Look and feel of cemeteries	68%	64%	78%	78%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Quality of playgrounds	54%	56%	75%	75%
The boat ramps and associated parking in Tauranga are accessible	81%	60%	59%	87%
Look and feel of cemeteries	76%	76%	84%	73%

NOTES:

- OS3. How satisfied are you with the quality of the local playgrounds? n=486
- OS5. How satisfied are you that the boat ramps and associated parking in Tauranga are accessible? n=127
- OS7. How satisfied are you with the look and feel of CEMETERIES in Tauranga? It doesn't matter whether or not you visited these facilities, it's your opinion that matters. n=377
- Excluding 'Don't know' responses

* Questions about the Quality of playgrounds and Boat ramps are only asked of users.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

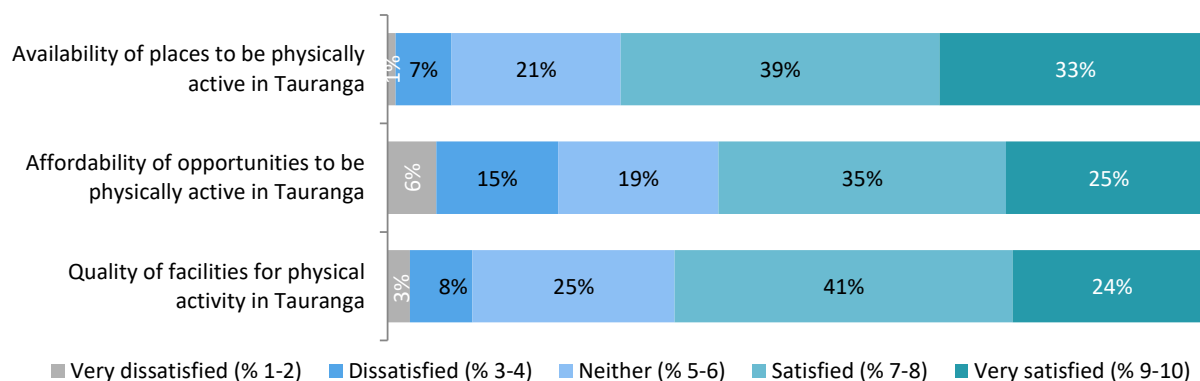
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Satisfaction with Places to be Physically Active



Scores with % 7-10 (by age and ethnicity)	2024	18-34 yo	35-64 yo	65+ yo	Māori	Non-Māori
Availability of places to be physically active	72%	62%	71%	83%	72%	72%
Affordability of opportunities to be physically active	60%	52%	56%	75%	57%	60%
Quality of facilities for physical activity	65%	60%	62%	77%	63%	66%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Availability of places to be physically active	71%	60%	73%	73%
Affordability of opportunities to be physically active	68%	61%	61%	64%
Quality of facilities for physical activity	74%	55%	64%	69%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Availability of places to be physically active	64%	69%	71%	81%
Affordability of opportunities to be physically active	48%	55%	54%	64%
Quality of facilities for physical activity	54%	69%	64%	71%

- While over seven in ten (72%) residents are satisfied with the *Availability of places to be physically active in Tauranga*, significantly less are satisfied with the *Affordability* and *Quality* of facilities for physical activity (60% and 65% respectively).

NOTES:

- OS3A. How would you rate your satisfaction with the...? It doesn't matter whether or not you use these facilities, it's your opinion that matters. n=616
- Excluding 'Don't know' responses

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

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Roading, footpaths, cycling



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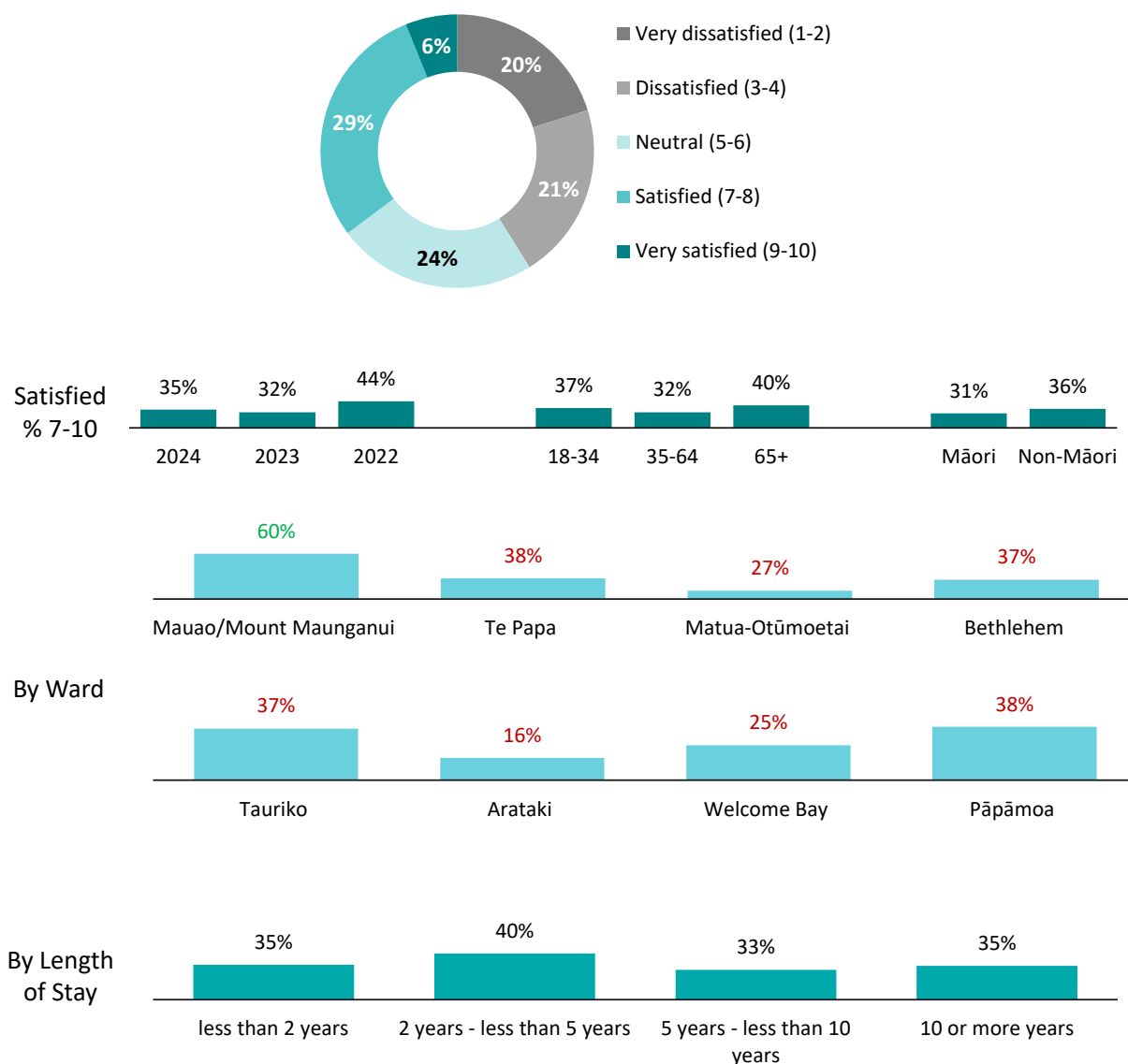




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Satisfaction with roading, footpaths and cycling



- Overall satisfaction with *Roading, footpaths and cycling* has slightly increased compared with 12 months prior.
- Based on the verbatim comments, in general, residents are reasonably happy with the improvements made along Cameron Road and other areas. However, it was mentioned that there are still too many roadworks happening at the same time, which is contributing to congestion.
- Many comments have mentioned that there are too many cycleways to accommodate a small proportion of users, and often the cycleways are taking over road lanes, which in turn creates more congestion as well.

NOTES:

1. RFC5. Thinking about the **ROADING, FOOTPATHS and CYCLE PATHS**, how would you rate Tauranga City Council overall? n=625
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Comments about roading



- Money might be tight, but repairs should be done in a more urgent manner. From someone who broke their hip tripping on an uneven footpath, when reported I was made to feel like it was my fault.
- Buses around Spring Street etc are dangerous, even for other drivers. Often don't stop at pedestrian crossings and drive on other side of road.
- Sharing footpaths with bikes is dangerous. Always on lookout for bikers who do not use bell or warn you they are coming up behind you.
- Footpaths should not be used by adults on pushbikes/electric bikes, electric scooters.
- Don't construct everything at once, road congestion very bad, desperately need more lanes connecting Welcome Bay and the City.



- Continue with the development of safe footpaths and cycleways. Cameron Road development sets a high standard.
- I think the Council is doing wonderful work to ensure our cycleways are safe for future users.
- Of course, maintenance was disruptive, but that aside the roads and footpaths are very good and will be better next year.
- Brookfield area has been done up and looks great.
- Love the new cycleways Pāpāmoa and Mt but always want more - hate cycling on the road.

NOTES:

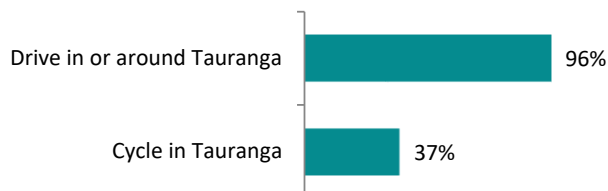
1. OVLRD. Do you have any comments about ROADING, FOOTPATHS and CYCLE PATHS? Is there something we can do? n=417
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.



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Driving and Cycling Around Tauranga



Users (by age and ethnicity)	2024	2023	18-34	35-64	65+	Māori	Non-Māori
Drive in or around Tauranga	96%	95%	91%	97%	96%	96%	95%
Cycle in Tauranga	37%	35%	29%	42%	34%	27%	38%

Users (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Drive in or around Tauranga	100%	85%	97%	95%
Cycle in Tauranga	56%	30%	43%	44%

Users (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Drive in or around Tauranga	97%	91%	95%	98%
Cycle in Tauranga	22%	28%	23%	44%

- The proportion of residents who cycle around Tauranga has remained consistent over the past 12 months.
- Those residing in Tauriko, Arataki and Welcome Bay have the lowest proportion of those who cycle compared to other areas.
- Several safety concerns have been mentioned by the respondents, including:
 - ✓ Buses in the CBD are not stopping for pedestrians.
 - ✓ Electric scooters/cyclists using the footpaths.
 - ✓ Cyclists being careless when using shared cycleways, creating an unsafe environment for pedestrians.

NOTES:

1. RFC1. Do you drive in or around Tauranga? n=632
2. RFC2. Do you cycle in Tauranga? n=632
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

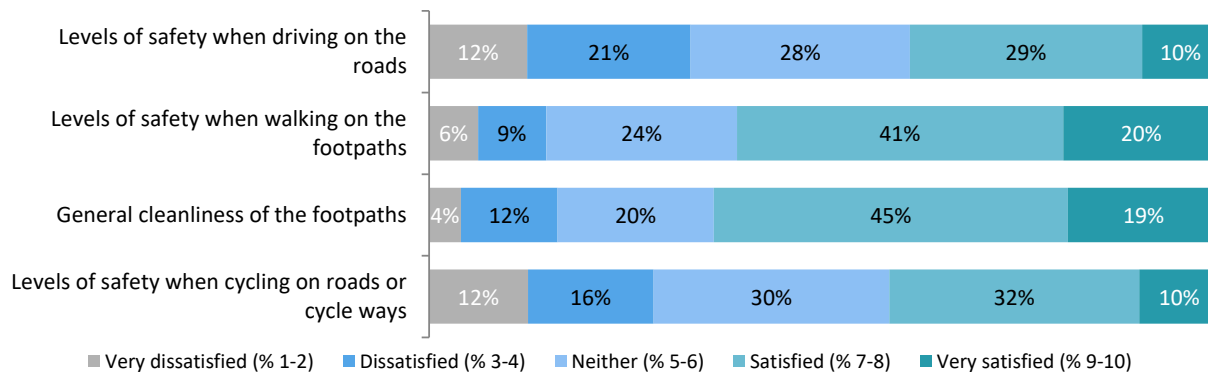
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Satisfaction roads footpaths and cycle ways



Scores with % 7-10 (by age and ethnicity)	2024	2023	18-34	35-64	65+	Māori	Non-Māori
Levels of safety when driving on the roads	39%	40%	44%	35%	43%	35%	40%
Levels of safety when walking on the footpaths	61%	60%	62%	62%	59%	64%	61%
General cleanliness of the footpaths	64% ▲	58%	69% ▲	62%	62%	61%	65% ▲
Levels of safety when cycling on roads or cycle ways	42%	37%	60%	37%	36%	49%	41%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Levels of safety when driving on the roads	57%	29%	41%	31%
Levels of safety when walking on the footpaths	76%	49%	50%	63%
General cleanliness of the footpaths	76%	66%	53%	59%
Levels of safety when cycling on roads or cycle ways	37%	16%	35%	42%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Levels of safety when driving on the roads	39%	48%	34%	41%
Levels of safety when walking on the footpaths	58%	45%	61%	71%
General cleanliness of the footpaths	64%	46%	66%	69%
Levels of safety when cycling on roads or cycle ways	54%	37%	47%	51%

NOTES:

- RFC3. Now thinking about the roads, footpaths and cycle ways in Tauranga, how would you rate your satisfaction with...? n=622
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

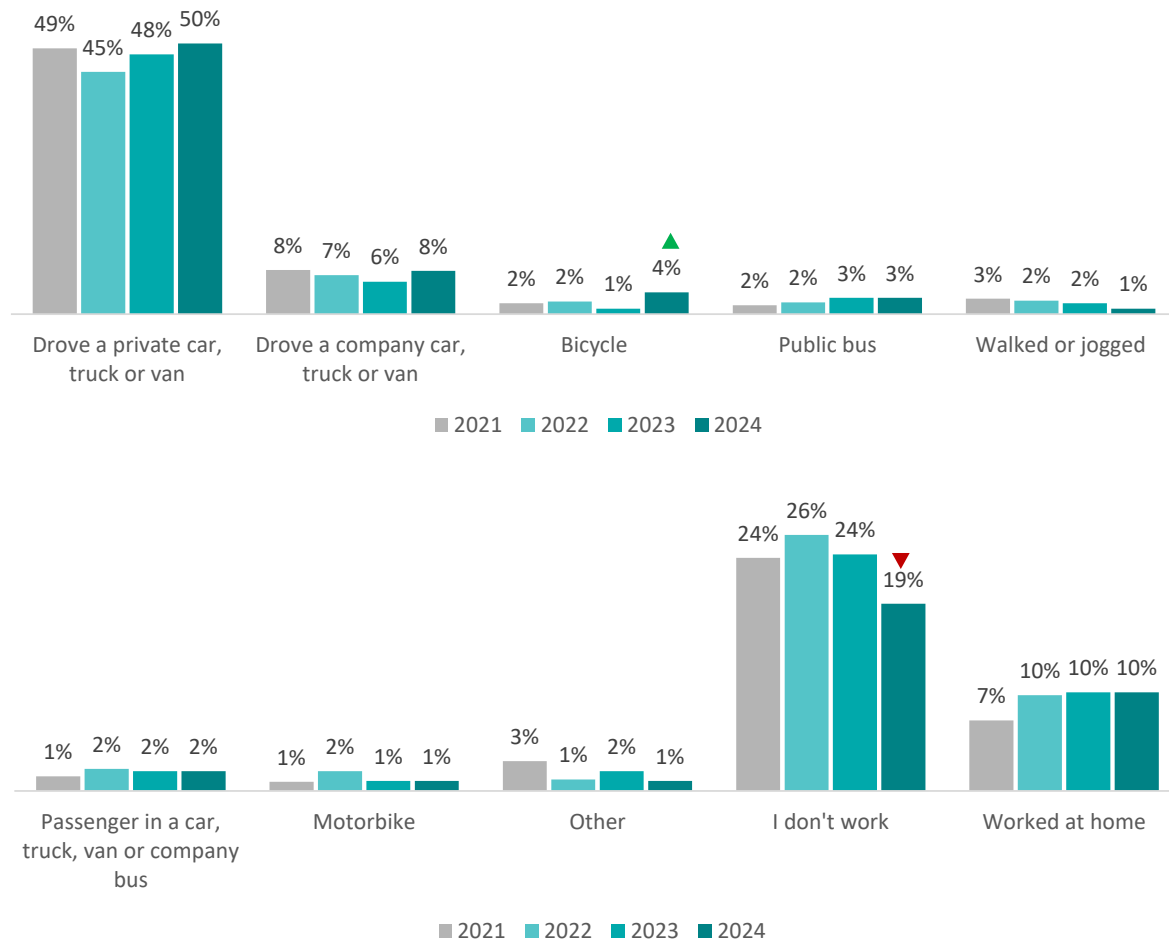
Between demographics
 ▲ Significantly higher
 ▼ Significantly lower



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Means of transport traveling to work



- The most common way of getting to work remains *Driving a private or Company vehicle* (50% and 8% respectively). There has been no significant change in usage of transportation in the past 12 months.
- 10% of residents have been *Working from home*, while just under one in five (19%) *Do not work*.

NOTES:

1. RFC4. On your most recent trip to work, what form of transport did you use to get there? n=631
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Sustainability and Waste Management



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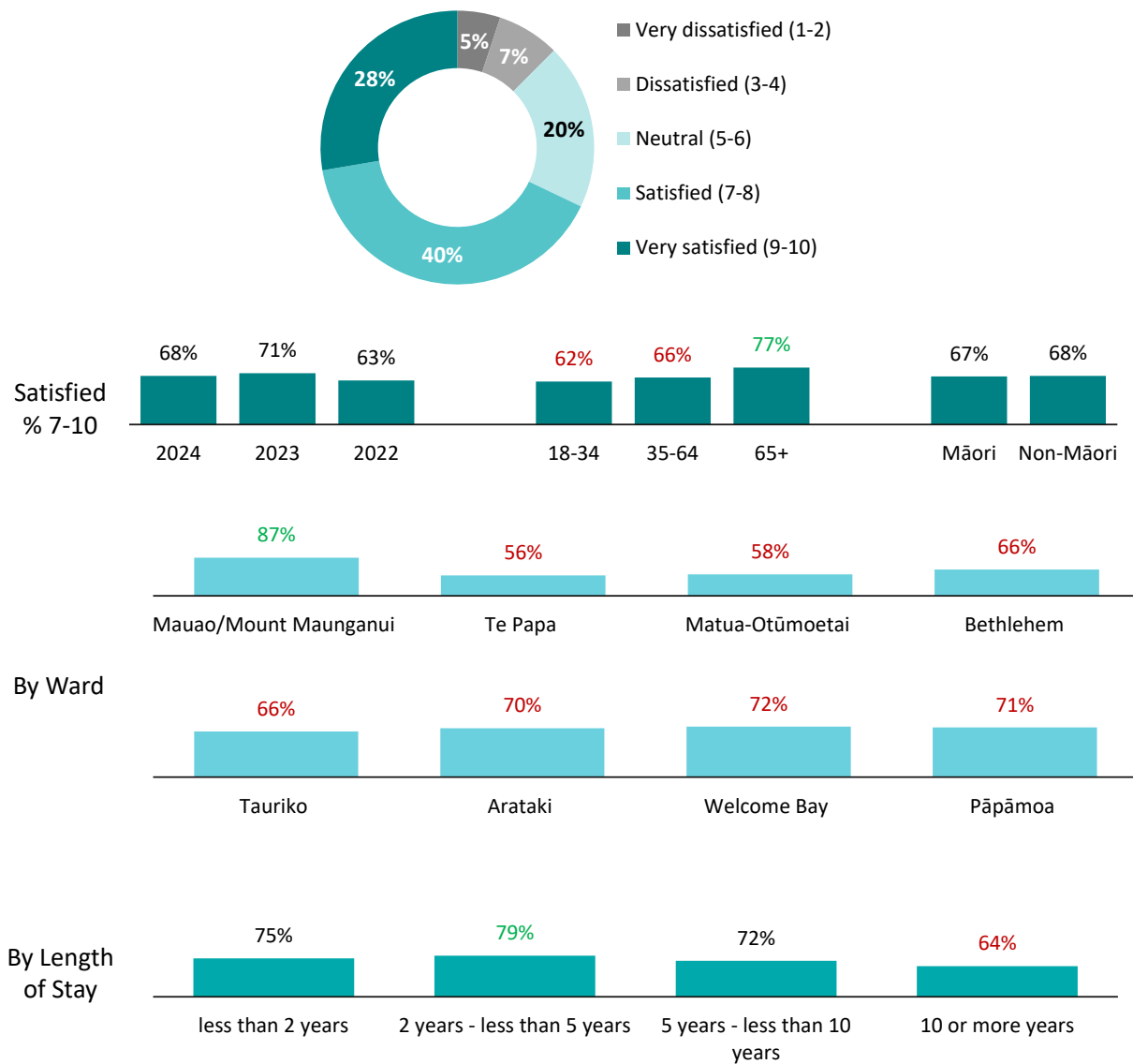




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Satisfaction with Waste Management



- Slightly less than seven in ten residents (68%) are satisfied with the overall performance of Tauranga City Council with regards to *Waste management*. This is consistent with the results from 2023.

NOTES:

- WM5. Thinking about rubbish collection and litter bins, how would you rate Tauranga City Council for its overall WASTE MANAGEMENT? n=598
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

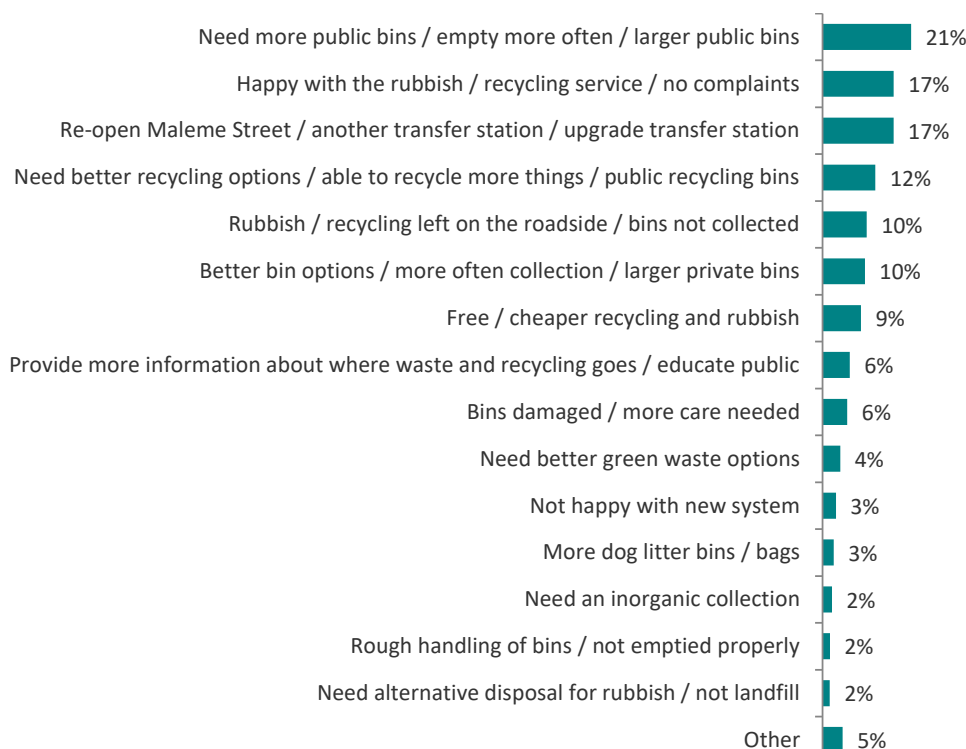
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Comments about Waste management



- Reducing access to transfer station (e.g. Maleme Street) reduces desire to dispose of items responsibly. More street dumping of goods recently.
- Need to empty some park bins more frequently as they fill up.
- I think the glass recycling bin could be bigger.
- Enable recycling of all plastic types. But better still ban single use plastics in the city. Be a leader.
- One person's waste can be another's treasure. I'd like to see a space where usable stuff can be dropped off next to the transfer station to reduce what goes into landfill.
- Rough handling of bins by staff when emptied and left on street.
- Better access to battery and polystyrene recycling.
- More education for the kids via the schools.
- Controlling the cost of using the recycling and transfer station which encourages people to use this facility instead of side of the road dumping.



- Bin collection is seamless and we never have any issues.
- In my area, Ohauiti, it is good.
- I think it is great the changes made over recent years for those people that didn't give a second thought to their rubbish before.
- Just keep up with the current high standards.
- Am extremely satisfied with the service.
- It's pretty good on the whole.
- Good service. Would like to know if we take time to recycle properly that this is actually being recycled.
- Rubbish collection is good, don't have any complaints.
- The team always comes. Have sorted broken bins out with no hassle. Awesome.

NOTES:

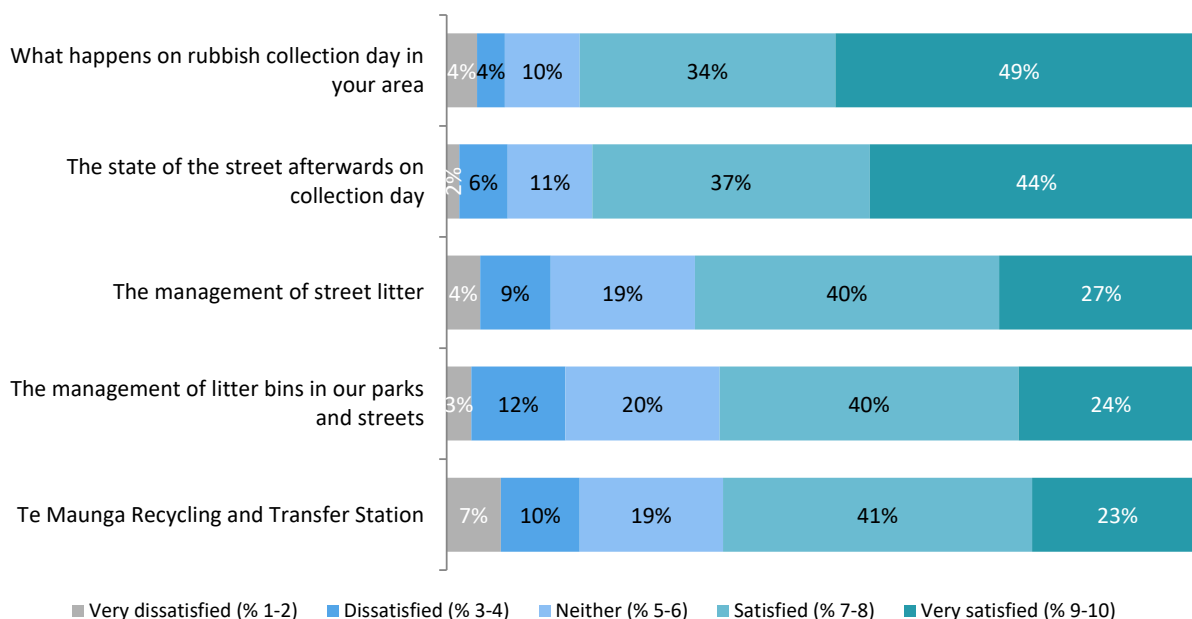
1. OVLWSTM. Do you have any comments about WASTE MANAGEMENT including rubbish collection in your area, street litter and bins in the parks? Is there something we can do? n=240
2. Excluding 'Don't know' and 'Doesn't relate to me' responses.



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Satisfaction with Rubbish Collection and Litter Control



Scores with % 7-10	2024
What happens on rubbish collection day in your area*	82%
The state of the street afterwards on collection day*	81%
The management of street litter*	67%
The management of litter bins in our parks and streets*	64%
Te Maunga Recycling and Transfer Station*	63%

- Over eight in ten residents are satisfied with *What happens on rubbish collection day* and *The state of the street afterwards on collection day* (82% and 81% respectively).
- Based on the verbatim comments, most residents are satisfied with the services provided by Council when it comes to *Kerbside collection*. However, several issues have been brought up by residents dissatisfied with other aspects of waste management, such as high costs of using the transfer station, need for an additional transfer station, need for more frequent emptying of the bins in public spaces, as well as better options for recycling other plastics, batteries and other rubbish.

NOTES:

- WM1. How satisfied are you with each of the following? n=625
- WM4. How would you rate your satisfaction with the Te Maunga Recycling and Transfer Station? n=440
- Excluding 'Don't know' responses
- *New questions introduced in 2023/24

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

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Satisfaction with Rubbish Collection and Litter Control

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
What happens on rubbish collection day in your area	84%	79%	87%	80%	83%
The state of the street afterwards on collection day	74%	81%	87%	82%	81%
The management of street litter	67%	64%	73%	60%	68%
The management of litter bins in our parks and streets	58%	63%	73%	61%	64%
Te Maunga Recycling and Transfer Station	49%	67%	70%	61%	64%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
What happens on rubbish collection day in your area	83%	78%	82%	77%
The state of the street afterwards on collection day	90%	74%	88%	75%
The management of street litter	79%	55%	71%	68%
The management of litter bins in our parks and streets	85%	53%	62%	68%
Te Maunga Recycling and Transfer Station	92%	47%	46%	61%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
What happens on rubbish collection day in your area	84%	79%	83%	86%
The state of the street afterwards on collection day	81%	75%	76%	83%
The management of street litter	67%	58%	65%	68%
The management of litter bins in our parks and streets	64%	60%	71%	57%
Te Maunga Recycling and Transfer Station	44%	58%	72%	73%

NOTES:

1. WM1. How satisfied are you with each of the following? n=625
2. WM4. How would you rate your satisfaction with the Te Maunga Recycling and Transfer Station? n=440
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

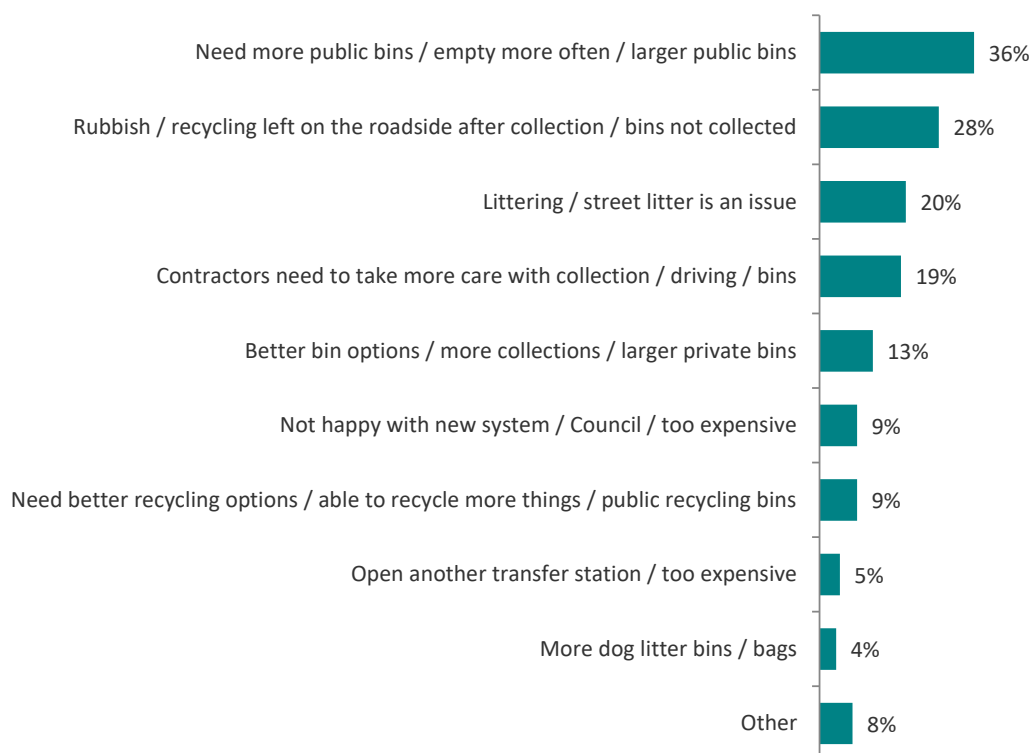
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Comments about Rubbish Collection and Litter Control*



- *A lot of broken glass.*
- *Rubbish left blowing along street after rubbish collection. Not enough care taken by staff.*
- *Rubbish on berms and roadsides on expressways.*
- *Three schools in the area.*
- *The collection truck drivers don't care about the mess they leave, have seen shocking examples of the mess they have left. I have continued to use my private contractor because Council contractors don't care.*
- *Often broken glass litters the streets.*
- *Always rubbish left on the street after collection. Need weekly rubbish collection or bigger bins, and scale back on recycling. Either smaller bins or less frequent.*

NOTES:

1. WM1A. If you have rated any of the above '1' or '2', why are you very dissatisfied with these aspects related to waste management? n=41
2. Excluding 'Don't know' and 'Doesn't relate to me' responses.
3. *New questions introduced in 2023/24

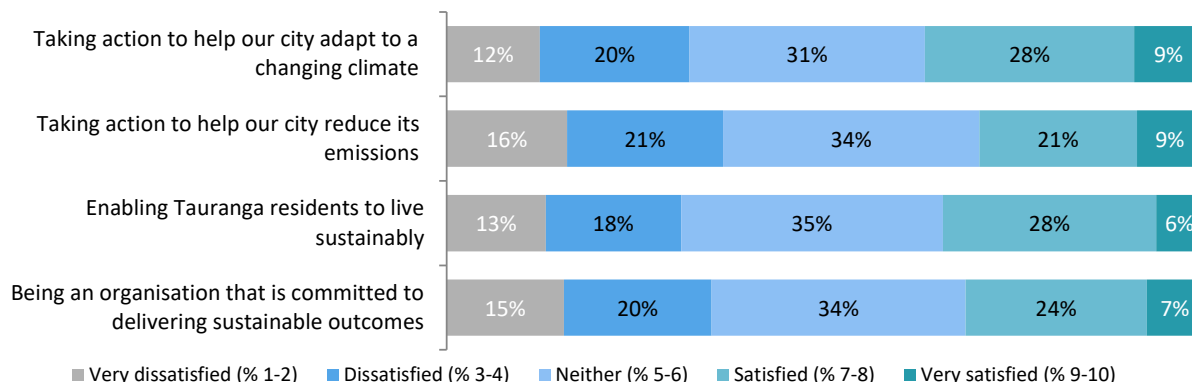
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Satisfaction with Sustainability*



Scores with % 7-10 (by age and ethnicity)	2024	18-34	35-64	65+	Māori	Non-Māori
Taking action to help our city adapt to a changing climate	37%	38%	33%	42%	42%	36%
Taking action to help our city reduce its emissions	30%	35%	26%	29%	35%	29%
Enabling Tauranga residents to live sustainably	34%	32%	32%	42%	35%	34%
Being an organisation that is committed to delivering sustainable outcomes	31%	28%	30%	39%	35%	31%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Taking action to help our city adapt to a changing climate	63%	29%	27%	39%
Taking action to help our city reduce its emissions	32%	22%	23%	34%
Enabling Tauranga residents to live sustainably	41%	33%	29%	43%
Being an organisation that is committed to delivering sustainable outcomes	48%	19%	26%	33%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Taking action to help our city adapt to a changing climate	27%	43%	29%	44%
Taking action to help our city reduce its emissions	34%	35%	32%	29%
Enabling Tauranga residents to live sustainably	24%	38%	32%	39%
Being an organisation that is committed to delivering sustainable outcomes	31%	53%	25%	34%

NOTES:

1. WM2. Thinking about sustainability, how would you rate TCC's approach to the following?
n=421 Excluding 'Don't know' responses

*New questions introduced in 2023/24

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower



Value for money



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Satisfaction with value for money



- There is a slight decline in satisfaction with the *Rates and the fees paid for services providing value for money*, however, results across all demographics remain on par with 2023.

NOTES:

- VM3. Thinking about everything Tauranga City Council has done over the last 12 months and what you have experienced of its services and facilities. How satisfied are you that your rates and the fees you pay for services provide value for money? n=565
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

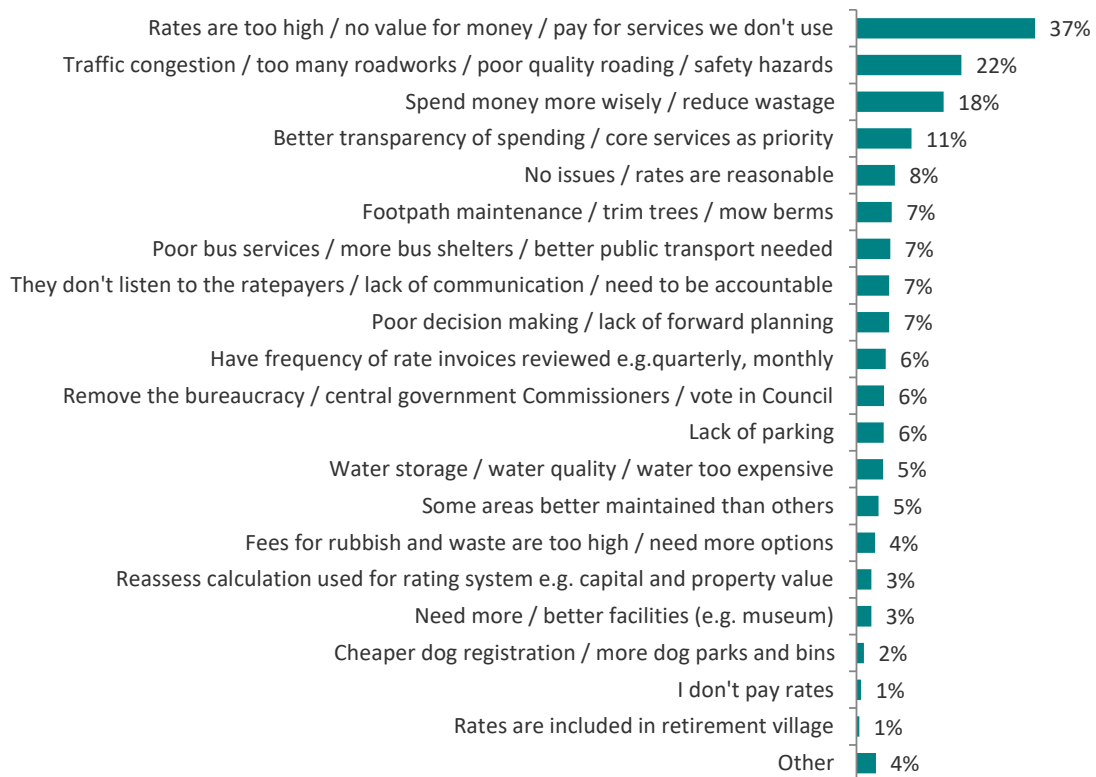
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Comments about value for money



- I do not use most of the services provided by the city and the few services I do use are not great, hence my rating.
- Could have more community run events for families, or events that will get tourists to come as well as local families e.g. the New Plymouth's light show in the park held annually at Christmas.
- Rates have gone up. You have reduced RV, but no reduction in rates. We all see examples everyday of where Council have overspend/wasted massive amounts of money and funded things we don't want. Council books need to be more transparent. I begrudge every single cent that I pay to Council.
- I believe that rates need to be higher to fund the necessary infrastructure. Keeping rates low and not providing the necessary infrastructure is completely unacceptable.
- Disappointed that we now get separate invoices for rates i.e. TCC and Bay of Plenty Regional Council.



- The Commission has done an outstanding job in getting things done, compared to the total inability of previous councils to progress anything.
- I guess I don't use many services but that's my own choice, if you use sporting facilities, libraries and boat ramps then I think the rates are reasonable.
- One year ago I would have not been satisfied with my rates, but the recent road upgrades in The Mount as well as the coastal path was long overdue for Mount Maunganui, previously I felt like all rates were being pumped into Tauranga CBD.
- We appreciate being able to pay our rates fortnightly so we don't end up with a big rates bill.
- I do see you are spending money to try to improve these areas, which is good, but it'll take some time.

NOTES:

1. OVLVM. Do you have any comments about YOUR RATES and THE FEES YOU PAY FOR SERVICES PROVIDING VALUE FOR MONEY? Is there something we can do? n=257
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

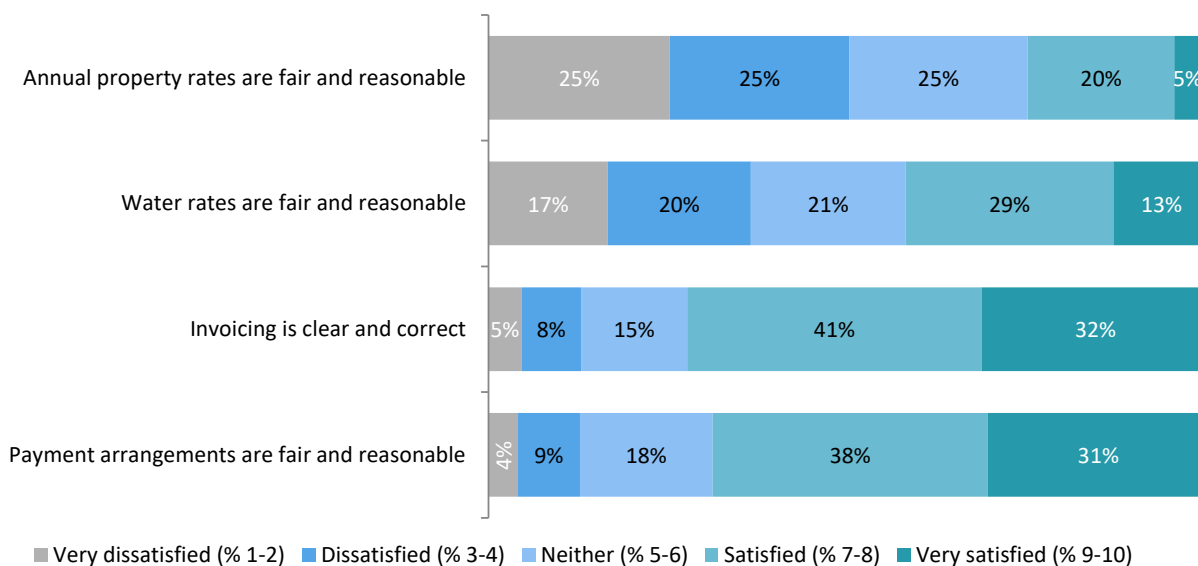
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Annual rates



Scores with % 7-10	2024	2023	2022
Annual property rates are fair and reasonable	25%	27%	28%
Water rates are fair and reasonable	42%	44%	41%
Invoicing is clear and correct	72%	70%	73%
Payment arrangements are fair and reasonable	69% ▼	75%	72%

- Results are reasonably consistent year-on-year in the evaluation of the areas related to *Value for money*, with the exception of *Payment arrangements being fair and reasonable*, which has seen a significant decrease from 75% to 69%.
- Some common themes that came from the verbatim comments relating to this area of performance include paying multiple Councils rates, as well as not being able to pay rates quarterly.

NOTES:

- VM2. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the following statements? n=499
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Annual rates

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
Annual property rates are fair and reasonable	12%	25%	34%	20%	26%
Water rates are fair and reasonable	47%	40%	44%	28%	44%
Invoicing is clear and correct	73%	69%	78%	63%	74%
Payment arrangements are fair and reasonable	68%	64%	77%	59%	70% ▲

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Annual property rates are fair and reasonable	36%	37%	20%	34%
Water rates are fair and reasonable	63%	44%	30%	33%
Invoicing is clear and correct	81%	74%	64%	76%
Payment arrangements are fair and reasonable	81%	76%	61%	66%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Annual property rates are fair and reasonable	17%	28%	25%	20%
Water rates are fair and reasonable	44%	48%	51%	37%
Invoicing is clear and correct	71%	74%	80%	67%
Payment arrangements are fair and reasonable	71%	82%	72%	63%

NOTES:

1. VM2. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the following statements? n=499
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Communication and engagement



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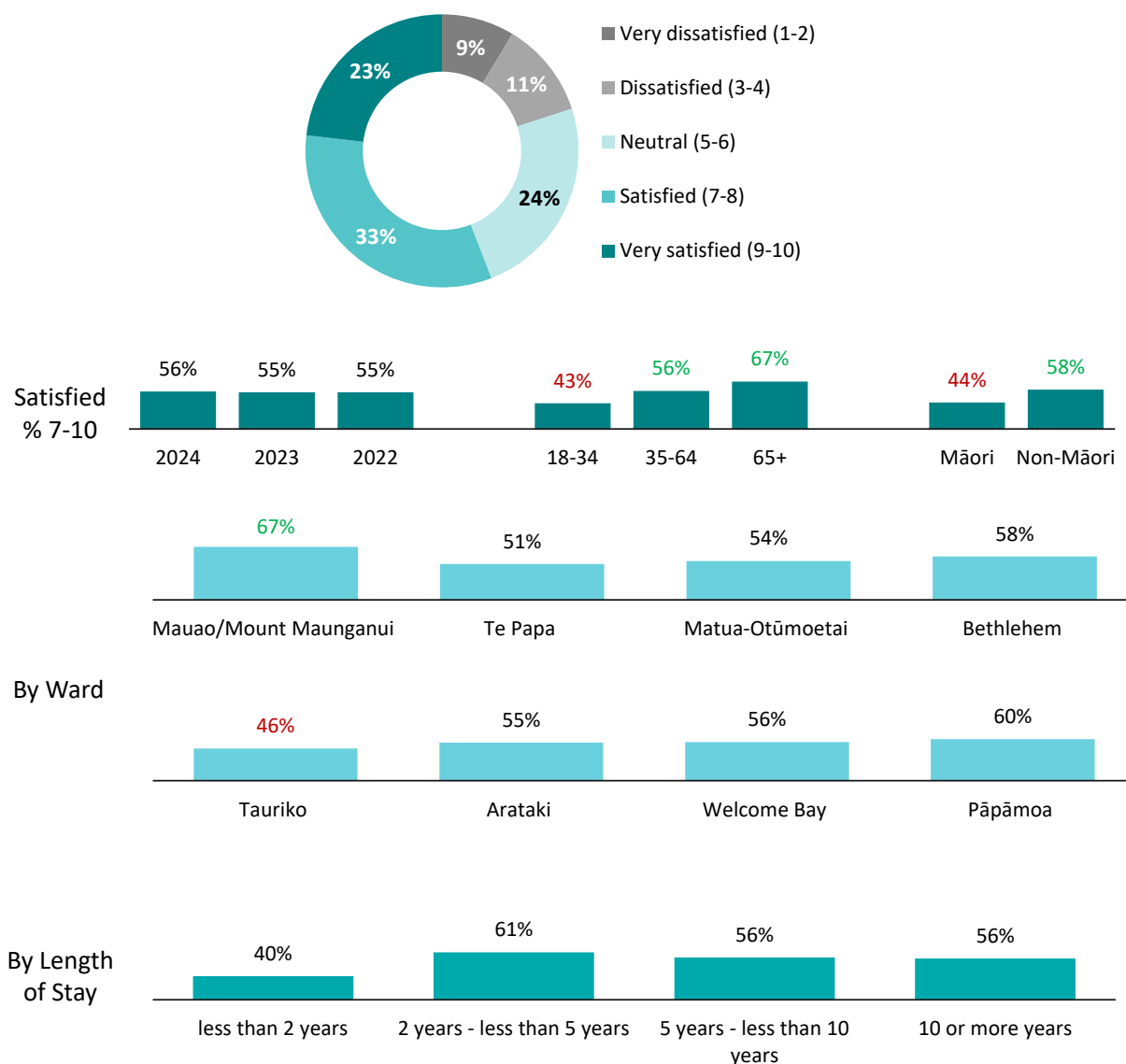




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Satisfaction with Ability to Get in Touch with the Council



- Satisfaction with the *Ability to get in touch with the Council* is on par with the results from the 2023 survey, and is consistent across the length of stay in Tauranga.

NOTES:

- CR2. How satisfied are you with your ability to contact Council when and how you want? n=539
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

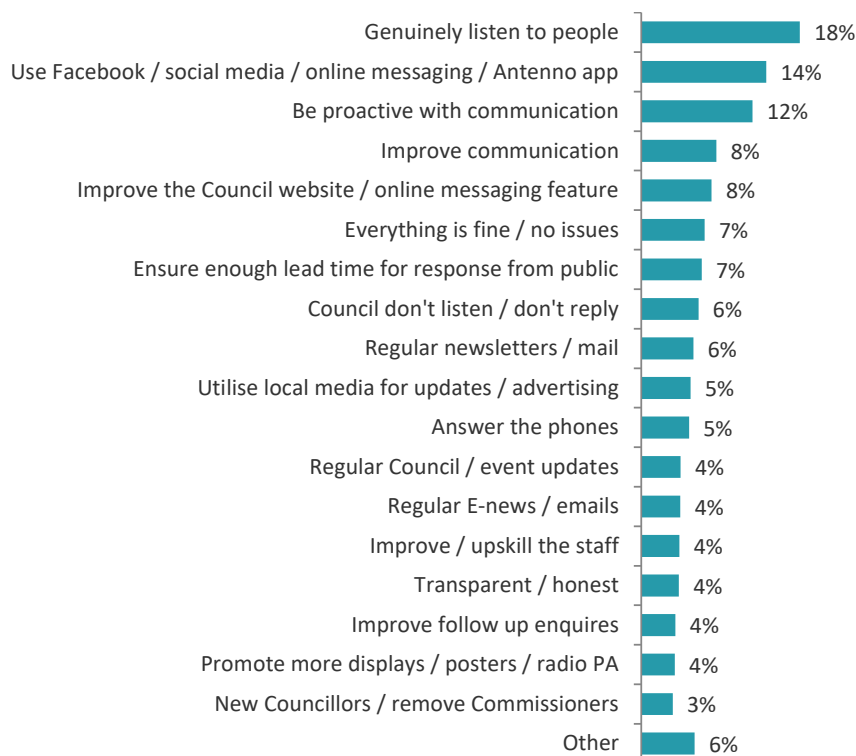
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Comments about communication



- *The Council needs to interact a lot more with the community. Some of their ideas seem to me to be about being flash and not what the people want.*
- *Maybe advertise whatever is happening in the free The Weekend Sun paper which everyone looks at.*
- *Having attended many Tauranga City Council information events, and asking for input, I have the complete belief that the plan is already decided before the consultation. It is only lip service that is paid to the attendees.*
- *I'm sure the people who work for the Council are just good people. It's not them I am concerned about. The leadership is, in my opinion, determined not to engage with the people.*
- *Make more effort to get to the younger generations like Millennials and Gen Z. They are your future. Hear what they want because by the time you do, what the older generations want will be too late for them, and the younger ones won't be happy with what is left.*



- *I don't expect overnight action on most things. Steady as she goes, just keep going. I love the new walking and cycle tracks, especially the ones under construction in the Mount and Pāpāmoa.*
- *Easy to call up. I love that we still get people and not machines on the phone.*
- *I do email on issues from time to time. The success rate is variable. One email regarding local parks and reserves near me was well received and acted on.*
- *Keep up the positive attitudes and responses to things that are hard to deal with. Keep looking forward and finding solutions even if they are unpopular to implement, e.g. roading, civic building etc. Love the community hui and access to council staff.*
- *Your social media posting is good as it has a good reach, especially for things like weather events road closures.*

NOTES:

1. OVLCOM. Do you have any comments about keeping up to date with Tauranga City Council activities and the ease to contact the? Is there something we can do? n=142
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

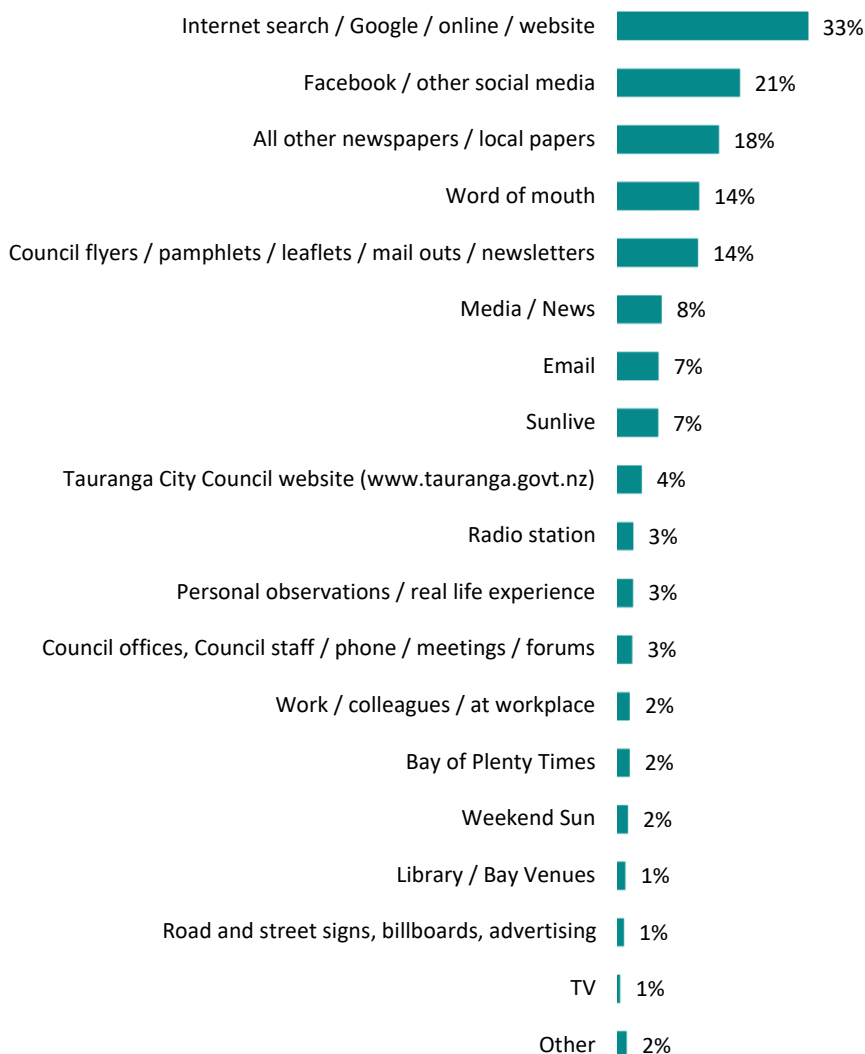
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Sources of information about Council



- 33% of the respondents use online resources, such as internet search, google or other website to get the information about Council activities. The second most popular way of keeping up with the Council activities is *Facebook* and other social media (21%).

NOTES:

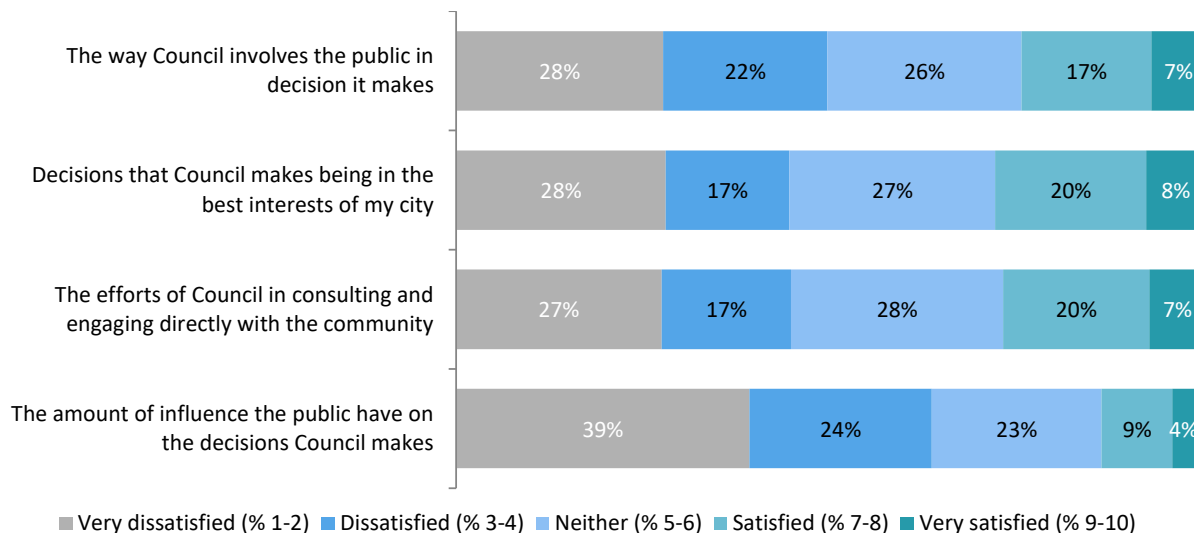
1. CR1. Where do you get most of your information about Council activities? n=598
2. Excluding 'Don't know' responses.
3. ** This was an open-ended question with multiple choices. For the respondents, who did not specify the name of the newspaper they use, a separate entry was created – 'Newspapers'. The options that singled out editions were kept separately.



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Community engagement



Scores with % 7-10	2024	2023	2022
The way Council involves the public in decision it makes	25%	28%	25%
Decisions that Council makes being in the best interests of my city	28%	30%	24%
The efforts of Council in consulting and engaging directly with the community	27%	27%	26%
The amount of influence the public have on the decisions Council makes	14%	16%	13%

- Satisfaction with all areas related to *Community engagement* remain consistent with the results from the 2023 survey.
- Some opportunities for improvement mentioned by respondents include more transparency in decision making, and more consultation with the community.

NOTES:

1. CR3. On the 10-point scale where 1 is very dissatisfied and 10 is very satisfied, please rate the following aspects of Council performance in relation to community engagement? n=566
2. Excludes 'Don't know' and 'Doesn't relate to me' responses.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Community engagement

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
The way Council involves the public in decision it makes	27%	22%	27%	27%	24%
Decisions that Council makes being in the best interests of my city	27%	27%	32%	26%	28%
The efforts of Council in consulting and engaging directly with the community	28% ▲	23%	33%	22%	28%
The amount of influence the public have on the decisions Council makes	17%	13%	12%	21%	13%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
The way Council involves the public in decision it makes	35%	32%	19%	38%
Decisions that Council makes being in the best interests of my city	49%	29%	21%	32%
The efforts of Council in consulting and engaging directly with the community	40%	40%	25%	32%
The amount of influence the public have on the decisions Council makes	31%	20%	10%	20%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
The way Council involves the public in decision it makes	20%	14%	17%	24%
Decisions that Council makes being in the best interests of my city	26%	11%	24%	28%
The efforts of Council in consulting and engaging directly with the community	26%	29%	17%	23%
The amount of influence the public have on the decisions Council makes	11%	0%	8%	12%

NOTES:

- CR3. On the 10-point scale where 1 is very dissatisfied and 10 is very satisfied, please rate the following aspects of Council performance in relation to community engagement? n=566
- Excludes 'Don't know' and 'Doesn't relate to me' responses.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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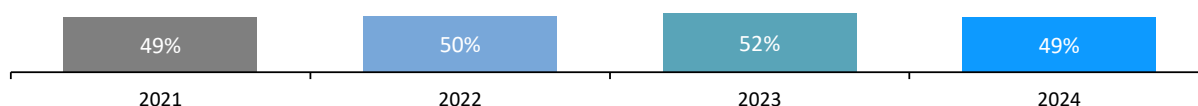


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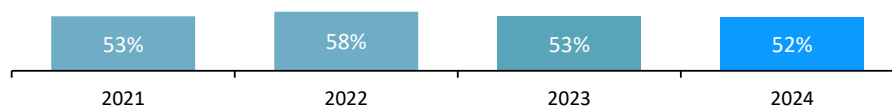


Preparedness in case of civil defence emergency

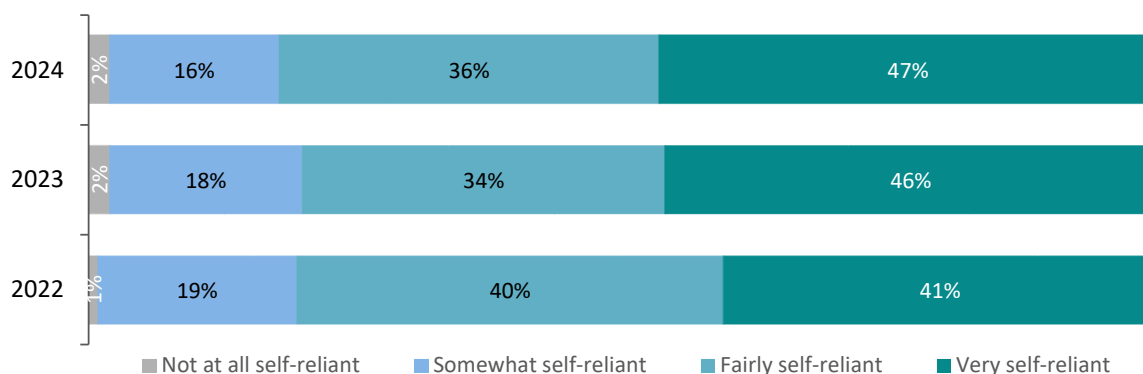
Have an emergency preparedness kit ready to last your household for three days



Have an emergency preparedness plan for your household, e.g. what to do and where to locate family at school or work



How self-reliant do you believe you have to be in the event of a major civil defence emergency?



- Over half (52%) of residents have an emergency preparedness kit ready; and close to half (49%) of residents feel that they would be very self-reliant during a major civil defence emergency.
- The results are consistent with the previous reporting period.

NOTES:

1. CD1. How self-reliant do you believe you have to be in the event of a major civil defence emergency? n=614
2. CD2. In the event of a civil defence emergency, do you currently have an emergency preparedness kit ready to last your household for three days? n=585
3. CD3. In the event of a civil defence emergency, do you currently have an emergency preparedness plan for your household, e.g. what to do and where to locate family at school or work? n=579
4. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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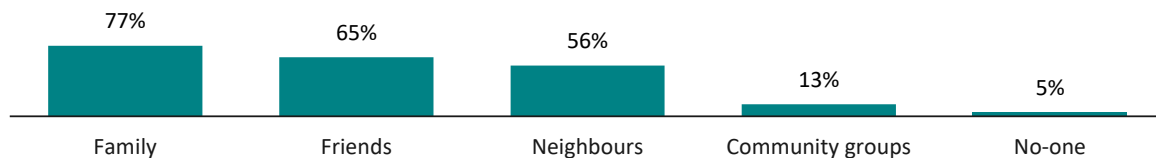


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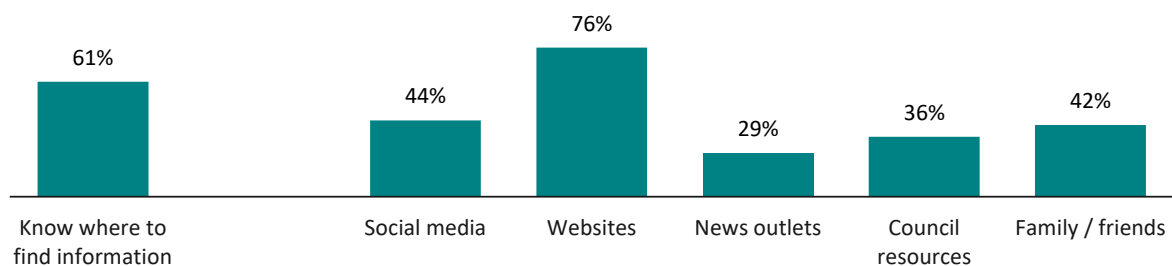
Preparedness in case of civil defence emergency (continued)

Support networks in case of emergency



Know where to find information in case of emergency

Sources of information



- Almost all respondents (95%) have said that they have at least one support network available to them.
- However, there is still 5% that have no-one to turn to in case of an emergency.
- Just slightly over six in ten respondents (61%) know where to find information in case of an emergency, which shows that a large proportion of residents are not well-prepared to deal with a civil defence emergency situation.

NOTES:

1. CD4. If there was an emergency, what support networks do you have available to you? n=619
2. CD5. Do you know where to find information to help prepare your family, business, school, marae etc? Know where to find n=624
3. CD6. If yes, where do you source this information? n=379

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Lifestyle, environment and position within the district



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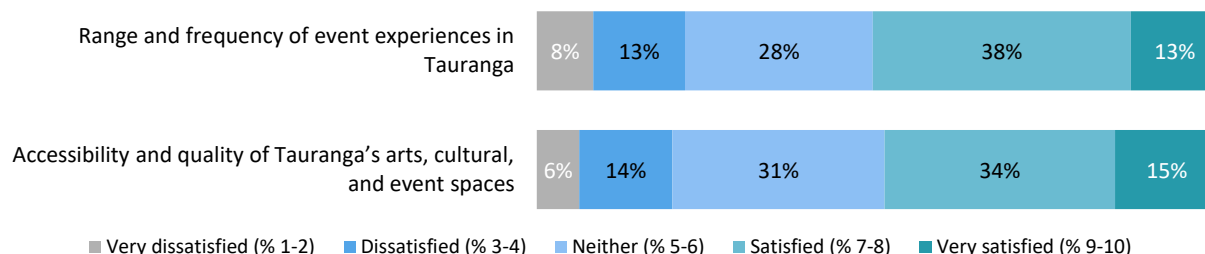




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Events, arts and cultural spaces*



Scores with % 7-10 (by age and ethnicity)	2024	18-34	35-64	65+	Māori	Non-Māori
Range and frequency of event experiences in Tauranga	51%	47%	49%	60%	52%	51%
Accessibility and quality of Tauranga's arts, cultural, and event spaces	49%	49%	43%	62%	43%	50%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Range and frequency of event experiences in Tauranga	65%	46%	38%	46%
Accessibility and quality of Tauranga's arts, cultural, and event spaces	69%	50%	41%	52%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Range and frequency of event experiences in Tauranga	46%	58%	56%	55%
Accessibility and quality of Tauranga's arts, cultural, and event spaces	44%	44%	51%	47%

- The proportion of residents satisfied with the range and frequency of events in Tauranga is relatively high (51%).
- Younger residents, those aged 18-34, continue to have lower satisfaction in this area, as do residents aged 35-64.
- Residents from Mauao/Mount Maunganui are most likely to be satisfied with the events, arts and cultural spaces than residents of other wards.

NOTES:

1. EP1. How satisfied are you with the range and frequency of events in Tauranga? n=517
 2. EP1A. How satisfied are you with the accessibility and quality of Tauranga's arts, cultural, and event spaces? n=477
 3. Excluding 'Don't know' responses
- *New questions introduced in 2023/24

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

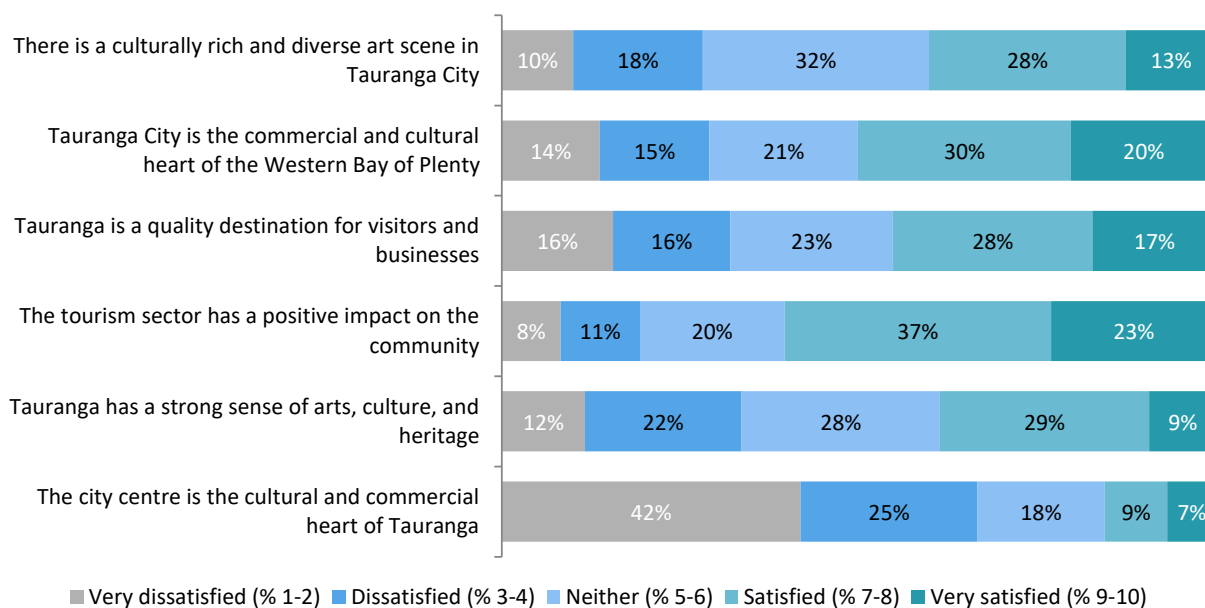
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Place of Tauranga in the district



Scores with % 7-10	2024	2023	2022
There is a culturally rich and diverse art scene in Tauranga City	40%	40%	37%
Tauranga City is the commercial and cultural heart of the Western Bay of Plenty	50%	46%	48%
Tauranga is a quality destination for visitors and businesses	45%	46%	53%
The tourism sector has a positive impact on the community	60%	64%	65%
Tauranga has a strong sense of arts, culture, and heritage*	39%	-	-
The city centre is the cultural and commercial heart of Tauranga*	16%	-	-

- While 50% of residents agree that *Tauranga city is the commercial and cultural heart of the Western Bay of Plenty* and a further 60% agree that *The tourism sector has a positive impact on the community*, just 39% think that *Tauranga has a strong sense of arts, culture, and heritage*.

NOTES:

1. EP2. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the statements below: n=601

2. Excluding 'Don't know' responses

*New questions introduced in 2023/24

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Place of Tauranga in the district

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
There is a culturally rich and diverse art scene in Tauranga City	39%	39%	44%	47%	39%
Tauranga City is the commercial and cultural heart of the Western Bay of Plenty	48%	47%	59%	41%	52%
Tauranga is a quality destination for visitors and businesses	46%	42%	50%	49%	45%
The tourism sector has a positive impact on the community	64%	58%	62%	58%	61%
Tauranga has a strong sense of arts, culture, and heritage	40%	34%	46%	45%	38%
The city centre is the cultural and commercial heart of Tauranga	18%	13%	19%	14%	16%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
There is a culturally rich and diverse art scene in Tauranga City	57%	35%	29%	41%
Tauranga City is the commercial and cultural heart of the Western Bay of Plenty	64%	41%	38%	51%
Tauranga is a quality destination for visitors and businesses	57%	36%	31%	47%
The tourism sector has a positive impact on the community	77%	58%	45%	66%
Tauranga has a strong sense of arts, culture, and heritage	63%	43%	28%	39%
The city centre is the cultural and commercial heart of Tauranga	24%	13%	13%	14%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
There is a culturally rich and diverse art scene in Tauranga City	47%	50%	34%	43%
Tauranga City is the commercial and cultural heart of the Western Bay of Plenty	55%	41%	44%	59%
Tauranga is a quality destination for visitors and businesses	39%	47%	39%	59%
The tourism sector has a positive impact on the community	55%	51%	55%	69%
Tauranga has a strong sense of arts, culture, and heritage	32%	40%	25%	47%
The city centre is the cultural and commercial heart of Tauranga	17%	10%	11%	20%

NOTES:

1. EP2. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the statements below: n=601
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

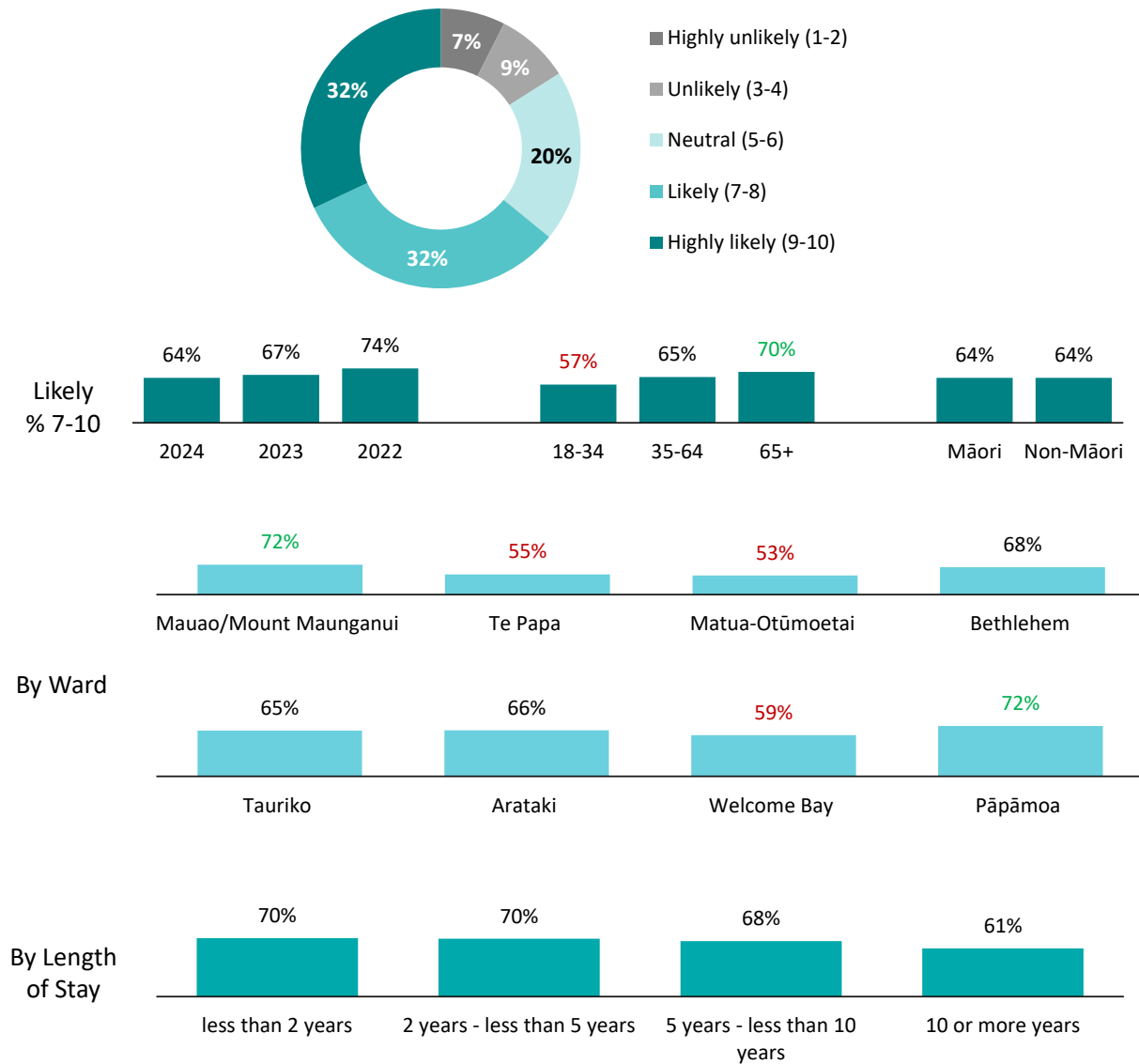
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Likelihood to recommend as a holiday destination



- Overall, the *Likelihood to recommend Tauranga as a holiday destination* has slightly declined in the past 12 months.

NOTES:

- TNPS. On a scale of 1 to 10 where 1 is 'highly unlikely' and 10 is 'highly likely', how likely are you to recommend Tauranga as a holiday destination to friends and family? n=622
- Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

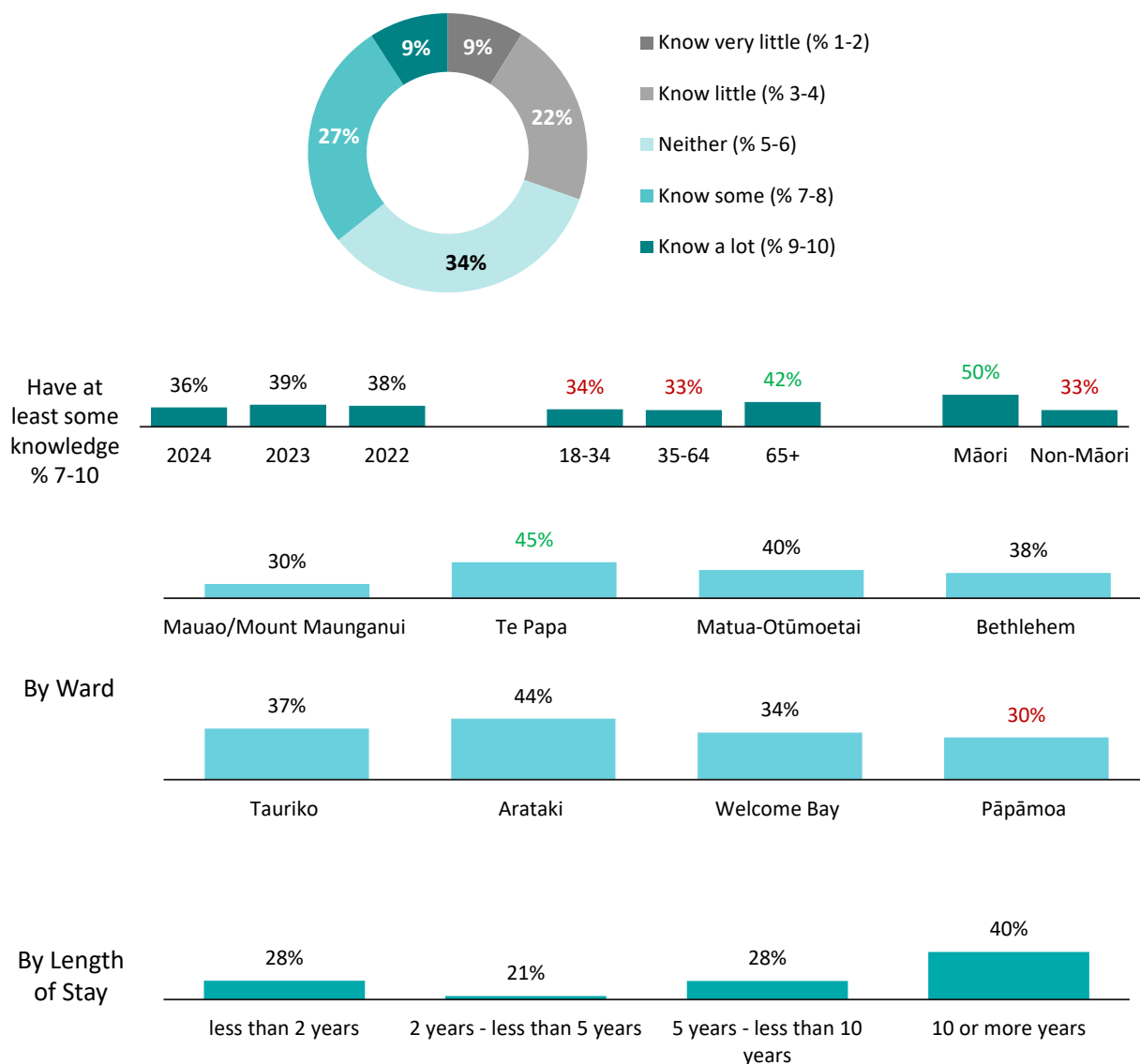
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Knowledge of Tauranga history



- Close to four in ten residents (36%) feel that they are informed when it comes to the *History of Tauranga*, which is consistent with the 39% recorded in 2023.
- *Knowledge of Tauranga history* is mostly consistent across wards and length of stay.

NOTES:

1. EP3. On a scale of 1 to 10 where 1 means very little and 10 means very well informed, how would you rate your knowledge of the history of Tauranga? n=614
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

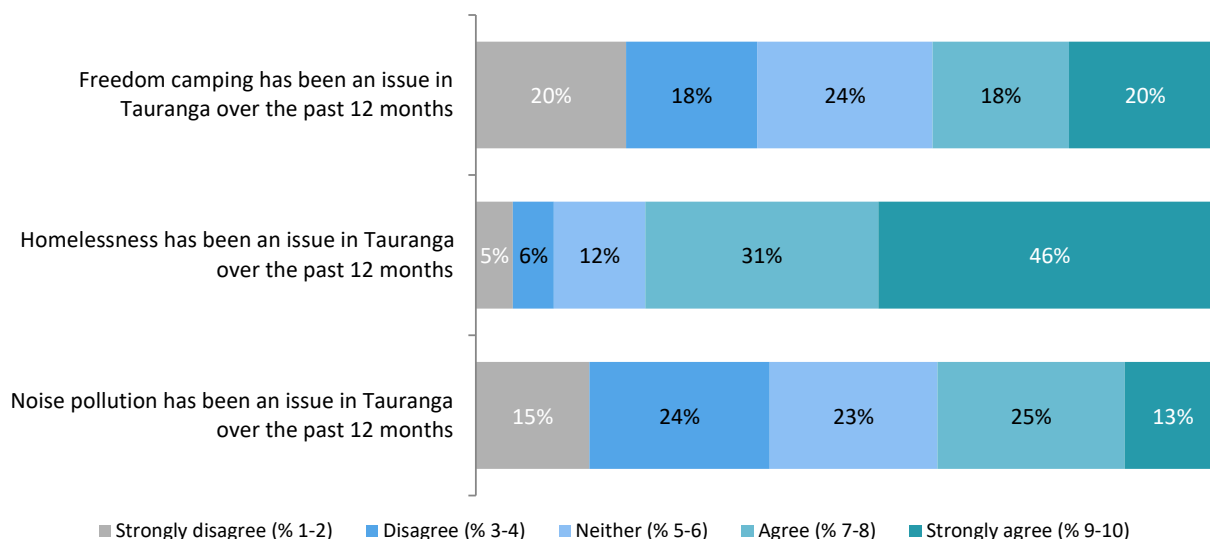
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Community concerns



Scores with % 7-10	2024	2023	2022
Freedom camping has been an issue in Tauranga over the past 12 months	39%	40%	39%
Homelessness has been an issue in Tauranga over the past 12 months	77%	81%	86%
Noise pollution has been an issue in Tauranga over the past 12 months	38%	34%	43%

- Nearly four in ten residents (39%) feel that there has been a *Freedom camping issue* over the past 12 months. This remains consistent over the past 36 months.
- The proportion of residents that agree *Homelessness has been an issue* in Tauranga over the past 12 months remains quite high and has been mentioned as one of the main issues in the city across different sections of the survey.
- Noise pollution* concerns have slightly increased over the past 12 months, due to more night roadworks across the city, as mentioned by several residents in the verbatim comments.

NOTES:

- CC1. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements? n=499
- Excluding 'Don't know' responses

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

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Community concerns

Scores with % 7-10 (by age and ethnicity)	18-34	35-64	65+	Māori	Non-Māori
Freedom camping has been an issue in Tauranga over the past 12 months	33%	39%	45%	43%	38%
Homelessness has been an issue in Tauranga over the past 12 months	69%	79%	83%	76%	78%
Noise pollution has been an issue in Tauranga over the past 12 months	33% ▲	36%	47%	33%	39%

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
Freedom camping has been an issue in Tauranga over the past 12 months	53%	26%	38%	40%
Homelessness has been an issue in Tauranga over the past 12 months	66%	78%	80%	81%
Noise pollution has been an issue in Tauranga over the past 12 months	40%	46%	24%	37%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
Freedom camping has been an issue in Tauranga over the past 12 months	51%	38%	27%	39%
Homelessness has been an issue in Tauranga over the past 12 months	80%	70%	77%	77%
Noise pollution has been an issue in Tauranga over the past 12 months	44%	58%	38%	36%

NOTES:

1. CC1. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements? n=499
2. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

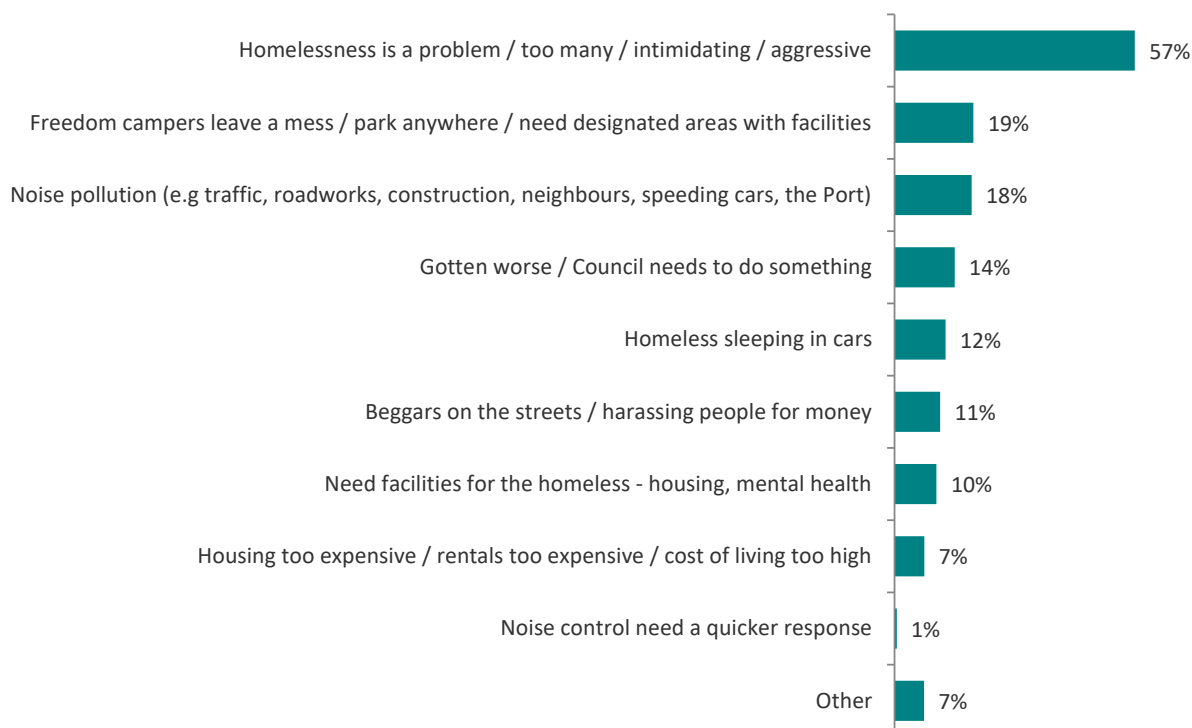
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Comments about community concerns



- Homeless people living in tents and cars all over the place. They can be found in all the parks and rest areas, leaving rubbish behind.
- Noise and air pollution from vehicles on the main highways. Freedom campers are staying longer than they should, and the homeless people living in their cars.
- Due to the recent recession, more and more people can't afford the sustainable requirements to live. In my own opinion, this in turn makes people depressed, turning to violence, gambling, robberies and thefts. Freedom campers leave a lot of rubbish, but in saying this, not all campers do this. As for noise, we have a lot of night roadworks, especially around the Bayfair area. You can't get to sleep, then you have rotary vehicles and other supped-up cars.
- Homelessness has increased in Pāpāmoa in the last two to three years causing problems outside shops and bus stops. Freedom camping is not as bad but there may be the odd bus overstaying their welcome.
- I know that homeless people use the library during the day and sometimes cause trouble.
- I only said noise pollution. Neighbours playing loud music, cars with radios on full blast, tearing down the streets. Too loud music in some shops.
- Noise pollution, from port, roads, trains and planes detracts from my enjoyment of my community. Loud motorbikes and cars have no place on public roads.

NOTES:

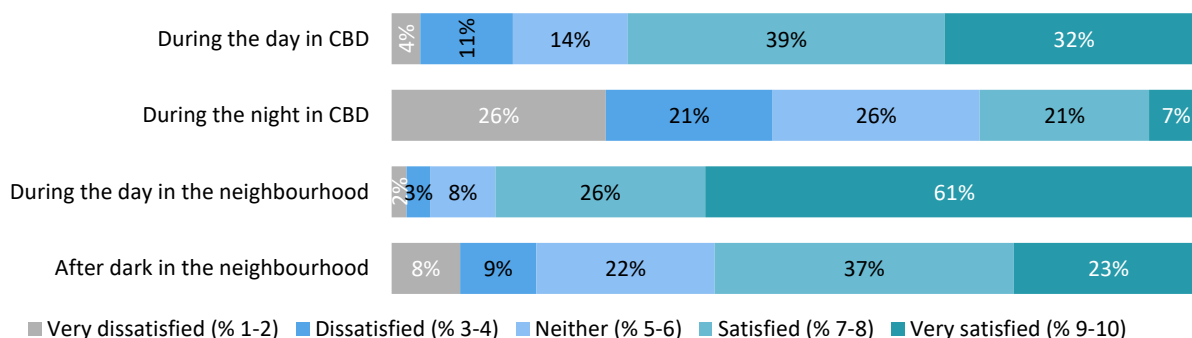
1. CC2. (If you answered 9 or 10 in the previous question) Why do you strongly agree that Freedom camping, Homelessness and/or Noise pollution has been an issue in Tauranga over the past 12 months? n=294
2. Excludes 'Don't know' and 'Doesn't relate to me' responses



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Perception of safety



Scores with % 7-10 (by age and ethnicity)	2024	2023	18-34	35-64	65+	Māori	Non-Māori
During the day in CBD	71%	73%	71%	70%	73%	67%	72%
During the night in CBD	28%	29%	34%	26%	24%	30%	27%
During the day in the neighbourhood	87%	90%	89%	86%	88% ▼	81%	88%
After dark in the neighbourhood	60%	64%	62%	59%	60% ▼	65%	59% ▼

Scores with % 7-10 (by ward)	Mauao/Mount Maunganui	Te Papa	Matua-Otūmoetai	Bethlehem
During the day in CBD	76%	70%	63%	74%
During the night in CBD	26%	29%	22%	21%
During the day in the neighbourhood	94%	76%	89%	93%
After dark in the neighbourhood	68%	38%	55%	75%

Scores with % 7-10 (by ward)	Tauriko	Arataki	Welcome Bay	Pāpāmoa
During the day in CBD	68%	59%	77%	72%
During the night in CBD	28%	21%	31%	33%
During the day in the neighbourhood	96%	77%	81%	86%
After dark in the neighbourhood	68%	45%	54%	65%

- Almost all residents (87%) *Feel safe in their own neighbourhood during the day*, while just over seven in ten (71%) *Feel safe in the city centre during the day*.
- However, at night less than three in ten residents (28%) *Feel safe in the city centre*, while six in ten (60%) residents *Feel safe in their own neighbourhood during the night*.

NOTES:

1. SF1. On a scale of 1 to 10 where 1 is very unsafe and 10 is very safe, how safe do you feel in the city centre? n=591
2. SF2. On a scale of 1 to 10 where 1 is very unsafe and 10 is very safe, how safe do you feel in your neighbourhood? n=621
3. Excluding 'Don't know' responses

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

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Comments about safety



- *Antisocial behaviour linked to drugs and alcohol has increased in the CBD where I work.*
- *Due to the sad environment, we have with young adults it is the responsibility of the parents. I am unsure what can be done. We don't feel safe with the walkway as we have things taken from our property. But we are placing alarms to hopefully fix this.*
- *Homeless people are intimidating Welcome Bay has too many gang members to feel safe going to petrol station at night, won't let wife go alone.*
- *How about youth offenders get some proper punishments. Around Arataki it's always young offenders. Literally last night someone was stabbed by a youth in Bayfair. I bet she won't get any prison time, it's a joke.*
- *Increase the presence of police or security or Māori wardens in trouble spots.*



- *The city centre safety "feeling" has improved considerably since most of the homeless people have been moved on.*
- *Our neighbourhood is fine but we hardly ever go into the Tauranga City Centre. Mt Maunganui provides well for all of our needs.*
- *I have been fortunate and not experienced a problem.*
- *I always felt safe here in my neighborhood and also in the city. I will not allow myself to live in fear.*

NOTES:

1. OVLSFT. Do you have any comments about SAFETY in the city centre or your local neighbourhood? Is there something we can do? n=223
2. Excluding 'Don't know' and 'Doesn't relate to me' responses.



Sample profile



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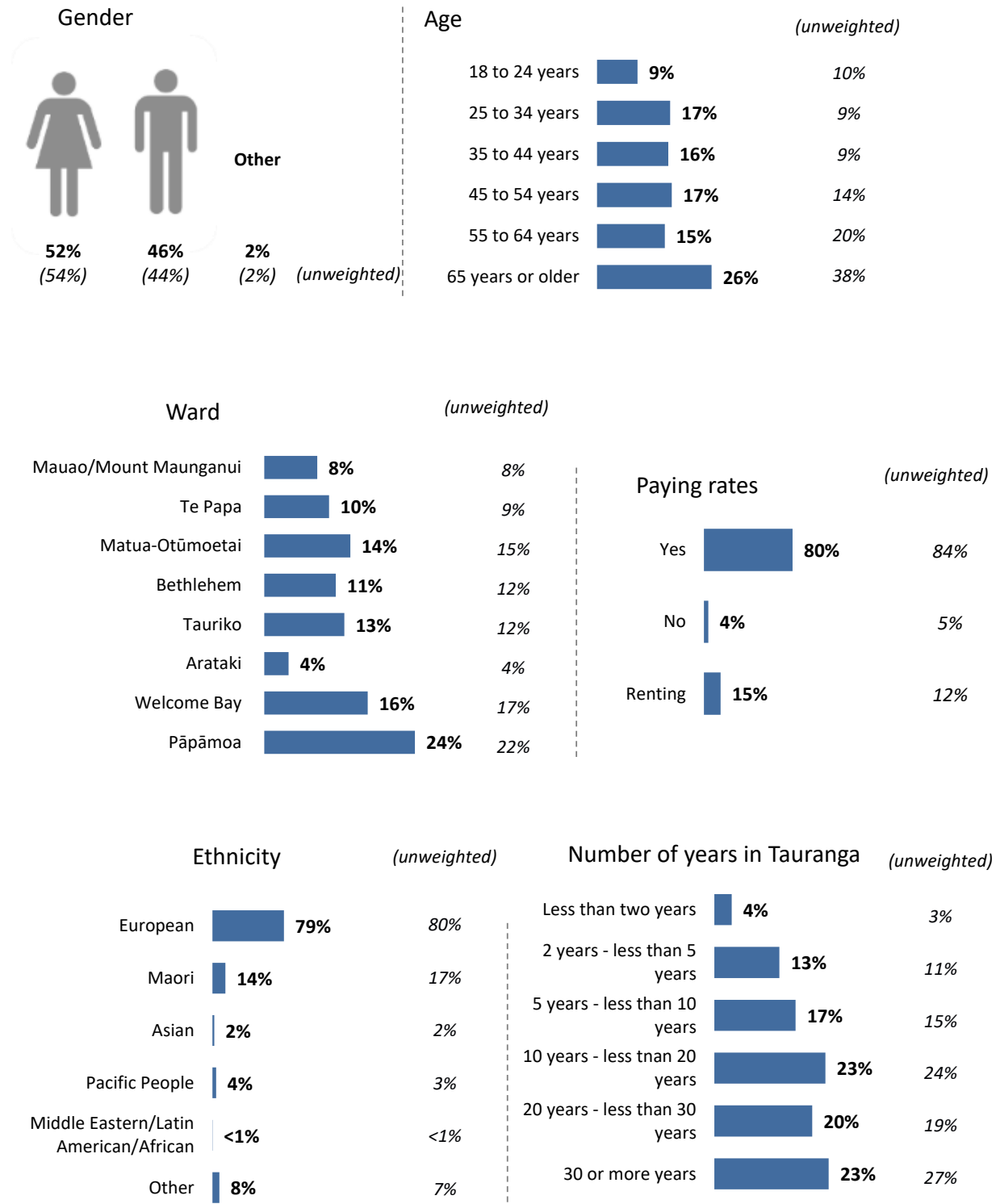




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Demographics



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