



# **ATTACHMENTS**

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

**Monday, 18 November 2024**



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Tauranga City Council

# Annual Residents Survey

**2024/25:** Wave one:  
27 August 2024 - 01 October 2024

## Introduction

The Annual Residents Survey measures the perceptions of residents regarding various aspects of services that Council provides. The results of this survey feed into the Tauranga City Council Long-term Plan reporting process and allow Council to assess the performance of the Council against a set of pre-determined actions and performance levels.

### **What does this report show?**

This report summarises the responses received from the first wave of Tauranga City Council's 2024/25 annual residents survey. In this wave, 152 people responded. Responses are on-track to receiving feedback from at least 600 responses in total across all waves.

A high-level view of the responses received to date and how they compared to previous years is presented in this report. It is important to note that as the full year survey has not yet been completed, these results are indicative but do not meet the threshold of statistical relevance to be reflective of the views of the whole city.

### **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.

### **Methodology:**

The 2024/245 annual study will target 600 responses from the residents in the Tauranga City Council area, with approximately 150 per wave.

Each wave's mail out quotas are applied according to age, gender, and ward, to ensure that a representative sample of Tauranga City's population is achieved.

The data is weighted to account for variances in the achieved quotas and to ensure that the sample reflects the population profile achieved.

Data collection is taking place in four waves between August 2024 and May 2025 to align with the quarterly reporting of the non-financial performance targets.

The overall results have an anticipated margin of error of +/- 4.6% at the 95% confidence level.

## Summary results

Overall, the results for overall performance has increased year to date against the full year 23/24 satisfaction score.

Declining satisfaction trends YTD worth noting are below:

- Image and reputation – All measures from wave four 23/24 to wave one 24/25 declined in satisfaction. Similarly, all but the measure for quality of services saw declines against the previous year’s score.
- Overall value for money – dropped slightly both YTD and from wave four.

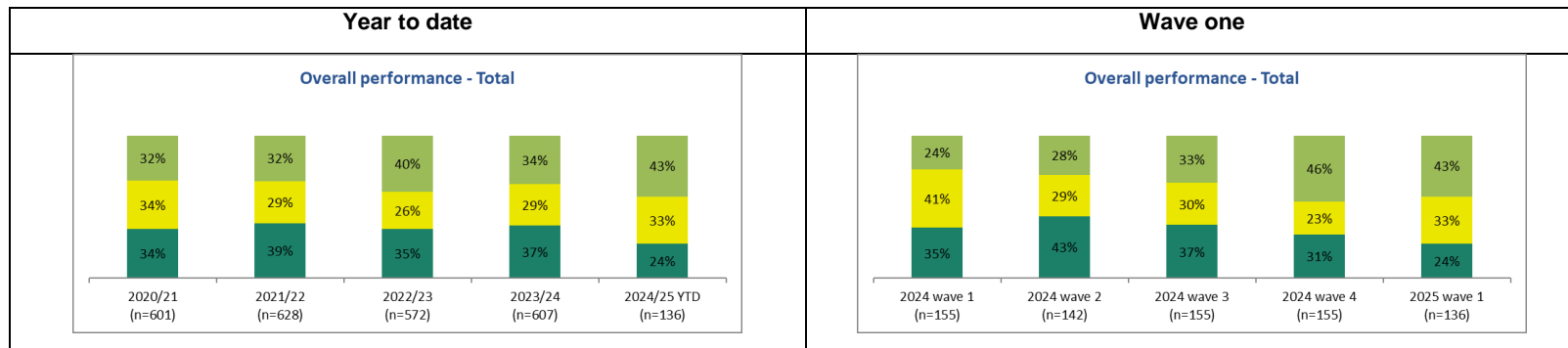
Increasing satisfaction trends YTD are below from:

- Roading and footpaths – YTD and between waves all areas have increased and shown good improvements.
- Waste management – has shown good improvement overall and continued strong scores in other waste measures.
- Improvements also seen in core services, facilities, waters and outdoor measures.

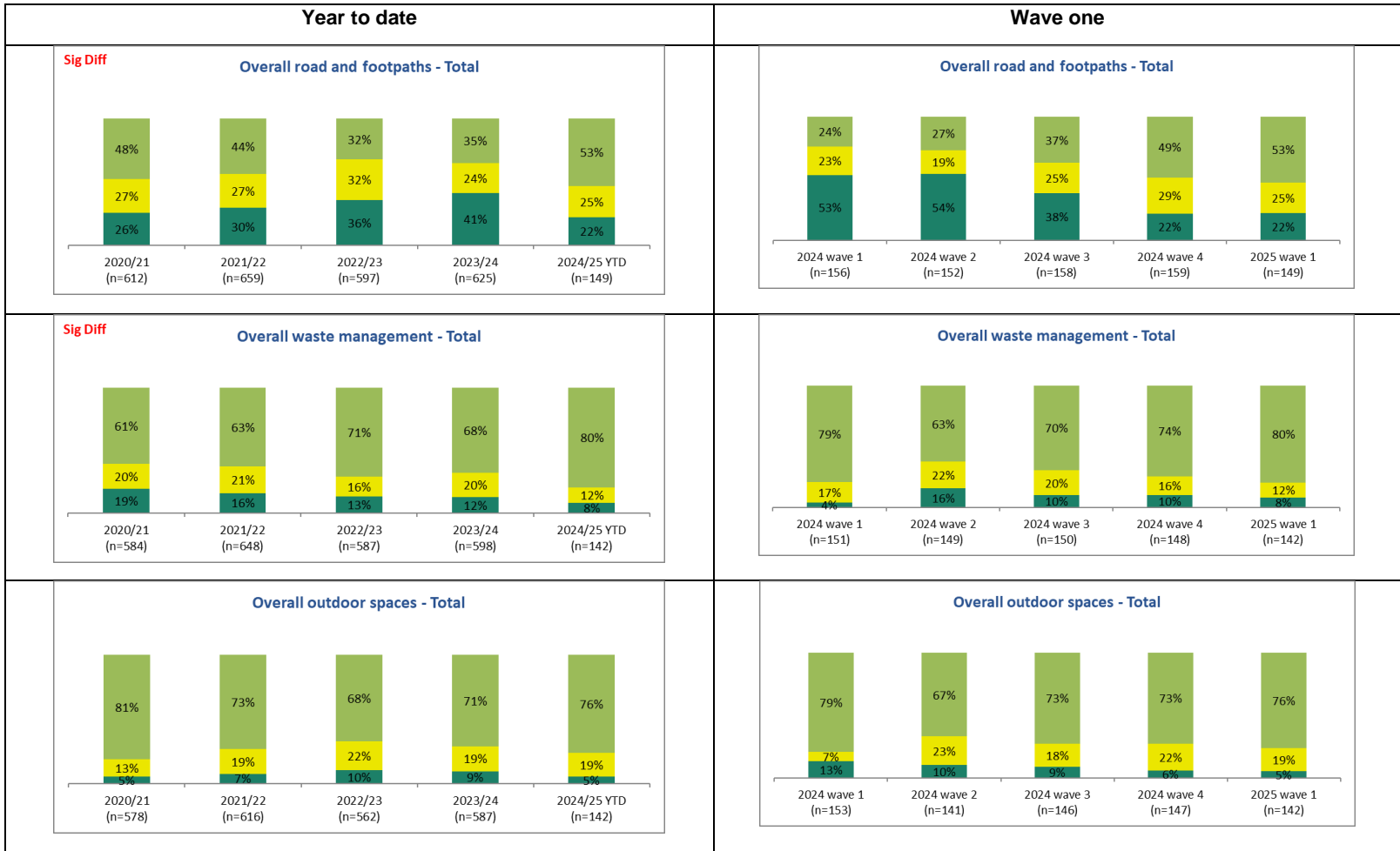
Further top-level overall details on these are contained hereunder.

### Key

- Satisfied (%7-10)
- Neutral (%5-6)
- Dissatisfied (%1-4)





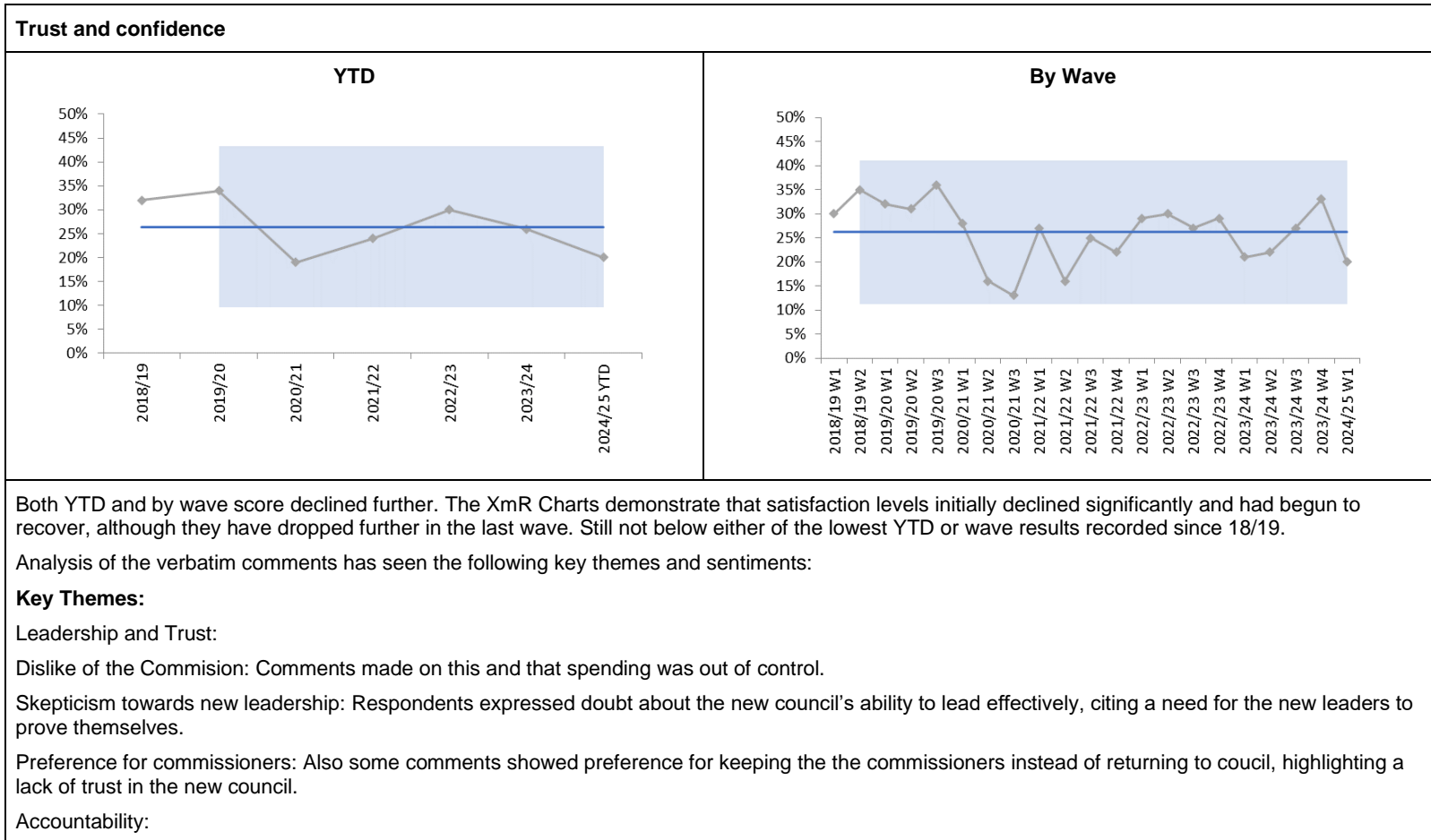






## Measures of Interest

The 2023/24 full year report highlighted three areas of council performance as these measures have the highest impact on residents' overall perception of the council combined with a relatively low performance.



Ensuring that council members and staff are held accountable for their actions and decisions is vital for building trust. Respondents want transparency and responsiveness to community concerns.

Communication and Accountability:

Clear Communication: Providing regular updates on council activities and decisions through multiple channels is necessary to ensure wide reach in the community.

**Sentiments:**

Disappointment and Frustration: Many responses reflect disappointment with past and current council actions, particularly regarding financial management and infrastructure projects.

Cautious Optimism: While there is skepticism, some respondents express hope that the new council will learn from past mistakes and improve.

Demand for Accountability: There is a strong demand for accountability and transparency from the council, with a focus on practical and visible improvements in the community.

