

29 May 2024



Dear 

Local Government Official Information Request – Annual Residents Surveys

I refer to your official information request received by Western Bay of Plenty District Council (Council) on 15 May 2024 where you requested copies of Councils Annual Resident Survey reports for the last two years. Council conducts these surveys quarterly and copies of these surveys are available to you by clicking the Sharefile link, below:

<https://wbopdc.sharefile.com/public/share/web-sdf58ddc04fee450f8b2cac88fc7df9df>

Council (along with most Council's in NZ) conducts an annual resident perception survey to assist with its decision making in relation to the performance of services it provides to the community. While community perceptions can be useful a drawback with these types of surveys are they ask questions of a randomly selected audience from the community who may or may not have used the services they are being surveyed on. For example, a person may be asked their satisfaction with the resource consent process but may have never used this service. Arguably their perception of the performance of this service is less useful than someone who has actually used the service.

As you will see the survey report is comprehensive and goes into detailed analysis of resident responses which are also "weighted" to accurately reflect the demographic makeup of the community. Much of this information is at a detailed level which is used by Council officers to identify opportunities to improve processes and the delivery of services. However, for the elected member and community audience only the high level results are used and presented as "results" to measure performance of Council services in the Annual Report.

For the next Long Term Plan the Council is moving away from this particular resident survey as the main measure of performance for some of the reasons referred to above. The Council will move from a measure based on a resident's perception of a service to a range of alternative measures. This includes "real time" customer feedback taken at the time a resident uses a service and other measures that are based on actual data or third party supplied results rather than perceptions.

It is believed that decisions based on factual data rather than perceptions will lead to more useful decision making by Council on behalf of the community.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Adele Henderson', with a long horizontal flourish extending to the right.

Adele Henderson

General Manager Corporate Services