

Strategic Group

Key Performance Indicators – Part 1

June 2004

Unpaid community work
Personal leisure opportunities
Self improvement/ education courses
Information needs met
Personal safety (road, environment, cycling, footpath)
Consultation methods awareness
Attitude to Council expenditure
Attitude to Council being informative
Awareness of and preferred means of obtaining Council
information
Awareness of programmes for youth wellbeing
Attitudes to liquor bans



Waitakere City Council

Te Taiao o Waitakere

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1. SUMMARY: Annual Plan Key Performance Indicators

Strong Communities/ Safety

AP measure	Question	Criteria/ Scale	Target	Result	Sample base
Residents involvement in voluntary work in the last month (21% in 2001/02 26% in 2002/03)	Excluding work for your own family, have you personally been involved in any voluntary community work in the past month?	Yes/ No	25% or more	17%	302 residents
Residents feel that the leisure facilities and activities available in the City meet their needs (78% in 2001/02 78% in 2002/03)	Think about the leisure and recreation opportunities available in Waitakere City (for example, beaches, parks, clubs, sports, cafes, galleries and any other leisure activities). Would you say these opportunities meet ...	All of my leisure needs/ most of them	65% or more	68%	302 residents
Residents participating in adult/community education in Waitakere City (30% in 2000/01 25% in 2002/03)	We are interested in whether adults in Waitakere City are taking any self improvement or education courses including night classes. These may be for advancement in one's work, gaining new skills, or simply for interest, but involve attending a course for a fee. Have you personally taken part in any such course in the past 12 months?	Yes/ No	28% or more	27%	302 residents
Residents feel that they know how to get the information they need. (75% in 2001/02 85% in 2002/03)	We would also like to know how well people's information needs are being met. We mean the sort of information on any topic of interest that is usually publicly available, not only from Council, but from anywhere. Overall, can you get the information you need...	Incidence: All / most of the time	70% or more	80%	302 residents

Active Democracy

AP measure	Question	Criteria/ Scale	Target	Result	Sample base
Residents know how to take part in Council decision making. (81% in 2001/02, 76% in 2002/03)	Residents often want Council to do things in particular ways, or give their points of view about the way they think decisions ought to be made. We would like to know if people know how to go about influencing Council decisions. What are the ways you know of?	Incidence of at least one correct mention	50% or more	80%	302 residents
Residents believe that overall, Council's decisions and expenditure are having a positive impact on Waitakere City (64% in 2001/02 57% in 2002/03)	How much would you agree or disagree that overall, Council's decisions spending decisions are having a positive impact on Waitakere City?	Agree a lot/ a little	62% or more	53%	302 residents
Residents believe that they are adequately informed about key issues relating to Council (61% in 2001/02 68% in 2002/03)	Thinking now about key Council policies, decisions, and services in which you might take an interest, how much do you agree or disagree that you are adequately informed about those?	Agree a lot/ a little	62% or more	60%	302 residents

NOTE: Other measures reported are for operational monitoring purposes.

2. INTRODUCTION

This research has been undertaken for performance reporting purposes. Results will be reported in the Year 2004 Waitakere City Council Annual Report.

Telephone interviews of 302 Waitakere City residents aged 18 years and over were conducted during May, 2004, by trained fully briefed independent interviewers contracted to the Service Development Unit. The research was audited by Audit New Zealand. Full details of the method and sample are in Appendix A.

Note that for each measure, a random sampling error applies. This should be taken into account when interpreting performance measures.

Sample Size	Approximate Random Sampling Error ±
300	5.5%
200	7%
150	8%
100	9.5%
50	14%

3. MAIN FINDINGS

3.1 Unpaid community work

Q. Excluding your own family, have you personally been involved in any voluntary community work in the past month?

17% of residents state they were involved in unpaid community work in the past month. Comparison with previous years follows.

	%
2001	26
2002	21
2003	26
2004	17

Involvement is higher for part time workers (24%)¹, but lower for those aged under 30 years (4%)². No other demographic differences are statistically significant.

Q. What kind of work is that?

The most frequently mentioned types of community work (based on those doing community work) are:

- Voluntary work for a community organization (41%)
- Voluntary work for a recreational group (12%)

This is a similar profile to last year.

Note that base numbers are too low to show demographic differences.

¹ Two-tail z-test for proportions: $z=1.93$

² Two-tail z-test for proportions: $z=2.517$

3.2 Leisure Opportunities

Q. Think about the leisure and recreation opportunities available in Waitakere City (for example, beaches, parks, clubs, sports, cafés, galleries and any other leisure activities). Would you say these opportunities meet ... ?

68% of residents state that leisure opportunities in Waitakere City meet all or most of their needs.

Leisure opportunities in Waitakere City meet ...	Total balanced sample			
	<u>2001</u> (296) %	<u>2002</u> (305) %	<u>2003</u> (312) %	<u>2004</u> (302) %
All of my leisure needs	39	43	52	25
Most of them	24	35	26	43
Some of them	24	16	15	18
A few of them	8	4	5	8
None of my leisure needs	3	1	1	2
Not stated	3	2	1	5
	100*	100*	100	100*

* Decimal rounding

Differences apparent amongst the various demographic groups are not statistically significant.

3.3 Self improvement/ education courses

Q. We are interested in whether adults in Waitakere City are taking any self improvement or education courses including night classes. These may be for advancement in one's work, gaining new skills, or simply for interest, but involve attending a course for a fee. Have you personally taken part in any such course in the past 12 months.

27% of residents state they have attended a self improvement or education course in the past 12 months. This is at similar levels to the previous two years (differences not statistically significant).

	%
2002	30
2003	25
2004	27

Self-improvement is higher for:

- Those aged 30 to 39 years (38%)

No other differences are statistically significant.

3.4 Information needs

Q. We would also like to know how well people's information needs are being met. We mean the sort of information on any topic of interest to the wider community, and that is usually publicly available. Overall, can you get the information you need ...

80% of residents state that their information needs are met all or most of the time. There has been a steady increase to this level over the past three years.

Information needs in Waitakere City meet needs...	Total balanced sample			
	2001 (299) %	2002 (305) %	2003 (312) %	2004 (302) %
All of the time	12	26	42	18
Most of the time	55 } 67	48 } 75*	43 } 85	62 } 80
Some of the time	21	19	11	17
A little of the time	8 } 29	4 } 23	1 } 12	1 } 18
None of the time/ not stated	4	2	2	3
	100	100*	100*	100*

* Decimal rounding

No demographic differences stand out.

3.5 Road Safety

Q. Road safety in Waitakere City, would you say that you feel very safe, safe, neither safe nor unsafe, unsafe, or very unsafe?

53% of residents rate road safety as “very safe” or “safe”.

Road safety	Total balanced sample	
	2003 (312) %	2004 (302) %
very safe	7	7
safe	40 } 47	47 } 53*
neither safe nor unsafe	23	25
unsafe	28	19
very unsafe	2 } 30	3 } 22
	100	100*

* Decimal rounding

NOTE: In 2003 the term used was “traffic safety” rather than “road safety”.

Safety ratings are highest amongst those aged under 30 years (70% “very safe/ safe”)³.

Main reasons for scoring traffic as “unsafe” or “very unsafe” are:

- Speeding motorists/ dangerous driving (46% those rating “unsafe” or “very unsafe”)
- General increase in traffic volume/ congestion (26%)
- Roads badly designed (15%)
- Pedestrian crossing visibility & location/ no safe places to cross (8%)

These issues retain the same ranking as last year’s mentions.

³ Two-tail z-test for proportions: z=2.54

3.6 Environmental Safety

Q. Environmental dangers in Waitakere City, eg unsafe playgrounds, rivers, beaches, open drains, marshland, and so on, would you say that you feel these areas are very safe, safe, neither safe nor unsafe, unsafe, or very unsafe?

57% of residents rate Waitakere City as “safe” or “very safe” from environmental dangers.

	Total balanced sample	
	2003 (312) %	2004 (302) %
very safe	22	6
safe	45 } 67	51 } 57
neither safe nor unsafe	15	28
unsafe	17	12
very unsafe	1 } 17*	3 } 15
	100	100

* Decimal rounding

No demographic differences stand out.

Main concerns of those rating “unsafe” or “very unsafe” are:

- Risk of drowning (36%)
- Pollution (16%)
- Concern about Painted Apple Moth campaign (13%)
- Flooding/ stormwater runoff (13%)

3.7 Safety for cyclists

Q. Safety for cyclists. Overall, how safe are the roads in Waitakere City for cycling? Would you say that they are very safe, safe, neither safe nor unsafe, unsafe, or very unsafe?

23% of residents rate Waitakere City roads as being “safe” or “very safe” for cyclists.

Safety for cyclists	Total balanced sample (302)	%
very safe	4	} 23
safe	19	
neither safe nor unsafe	31	} 47
unsafe	36	
very unsafe	11	
	100	

* Decimal rounding

Safety ratings are highest amongst those aged under 30 years (41% “very safe/ safe”)⁴.

⁴ Two-tail z-test for proportions: z=3.363

3.8 Safety of footpaths

Q. Think about footpaths in Waitakere City you have recently used. We want to know about the safety of the footpaths themselves, that is, disregarding the road traffic speeding by. Would you say that you feel very safe, safe, neither safe nor unsafe, unsafe, or very unsafe?

Just under two-thirds (62%) of residents regards footpaths as being “safe” or “very safe”.

Safety of footpaths	Total balanced sample (302) %
very safe	10
safe	52
neither safe nor unsafe	18
unsafe	16
very unsafe	4
	100

Ratings of “unsafe” or “very unsafe” are higher for:

- Females (26%)⁵.
- Those aged 60 years or over (35%)⁶.

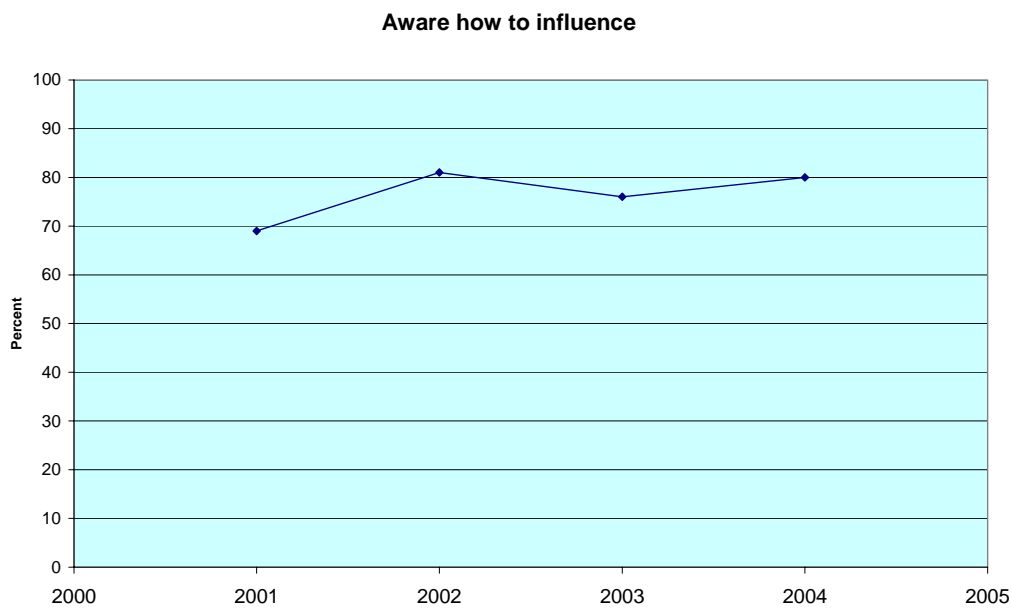
⁵ Two-tail z-test for proportions: $z=2.329$

⁶ Two-tail z-test for proportions: $z=2.841$

3.9 Influencing Council Decisions

Q. Residents often want Council to do things in particular ways, or give their points of view about what decisions ought to be made. We would like to know if people know how to go about influencing council decisions. What are the ways you know of?

80% of residents mention at least one valid means (channel) of communicating with Council⁷. Trends are as follows:



Those less aware of at least one valid channel are:

- Those aged under 30 years (64% aware of at least one way, compared with 80% overall)⁸
- Those working full-time (77%), compared to part-time (91%)⁹.

The most frequently mentioned ways of influencing Council decisions are:

- Phone the Call Centre and ask for person or leave message (31% of all residents)
- Writing/ letter/ submissions (30%)
- Attend meetings (18%)
- Contact councillor [unspecified] (13%)
- Via e-mail/ Council web site (10%)
- Ratepayers Association/ community group (9%)

⁷ This is derived by analysing comments and determining the incidence of at least one correct mention by each respondent. Details of comments taken to indicate a valid channel are shown on page **Error! Bookmark not defined.**

⁸ Two-tail z-test for proportions: $z=3.016$

⁹ Two-tail z-test for proportions: $z=2.301$

3.10 Attitudes to Council Expenditure

Q. How much would you agree or disagree that overall, Council's decisions and expenditure are having a positive impact on Waitakere City?

		Total balanced sample									
Council decisions/ expenditure have a positive impact		<u>2000</u> (300) %		<u>2001</u> (296) %		<u>2002</u> (305) %		<u>2003</u> (312) %		<u>2004</u> (302) %	
Agree a lot	17	} 62	13	} 56	23	} 64	24	} 57	19	} 53*	
Agree a little	45		43		41		33		35		
Disagree a little	19	} 29	12	} 21	14	} 20	19	} 26	18	} 26	
Disagree a lot	10		9		6		7		8		
Don't know/ not stated	9		24		16		17		20		
	100		100*		100		100		100		

* Decimal rounding

Overall, 53% of residents agree that Council decisions and expenditure have a positive impact on the City. Levels of agreement tend to decline with age. Agreement is also higher for Waitakere Ward residents (73%)¹⁰.

¹⁰ Two-tail z-test for proportions: z=2.496

Q. For what reasons do you say this?

The main reasons given for largely agreeing “a lot or a little” are:

- Appreciate services and facilities (17% of total)
- Positive about developments (13%)
- Positive about improvements in services (10%).

The main reasons given for largely disagreeing a little/ a lot were:

- Don't move Council buildings (15%)
- Poor financial management/ spend on wrong things (10%)

3.11 Council Information

Q. Thinking about key Council policies, decisions, and services in which you might wish to take an interest, how much do you agree or disagree that you are adequately informed about those?

60% of residents agree a lot or a little that they are adequately informed.

Total balanced sample

Adequately informed re Council policies/ decisions/ services	2000 (300) %	2001 (296) %	2002 (305) %	2003 (312) %	2004 (302) %
Agree a lot	23	26	28	37	33
Agree a little	40 } 62	29 } 55	33 } 61	30 } 68	27 } 60
Disagree a little	17	14	21	11	19
Disagree a lot	10 } 27	8 } 22	9 } 30	10 } 21	9 } 28
Don't know/ not stated	11	23	9	11	12
	100*	100	100	100	100

* Decimal rounding

Waitakere Ward residents agree more than other Ward residents that they are adequately informed¹¹.

¹¹ Two-tail z-test for proportions: z=2.394

If “Agree”:

Q. What are the ways you get Council information?

For those who say they are adequately informed, the main methods in which Council-sourced information is obtained are:

- Newspapers (79% of those who are adequately informed)
- “Waitakere City News” publication (45%)
- Publications from the Council in the mail (35%)
- Website (16%).

Q. In what ways would you prefer to get Council information?

Main preferences are:

- Council publications (57% of total)
- From the newspapers (48%)
- Through the internet (11%)

3.12 Awareness of programmes for youth wellbeing

Q. There are a number of programmes run by Council and the community aimed at dealing with youth issues such as alcohol and drugs, mental health, etc. Which if any do you know of or have heard about?

One-third of residents mention the name of an organisation, service, or programme. 16% are verified as a private service provider, 1% a Council-sponsored provider, and the remaining 17% of mentions cannot be verified.

No single provider stands out. Details are listed on page **Error! Bookmark not defined.**

3.13 Attitude to liquor bans

Q. Other Councils such as Auckland and Mt Maunganui have introduced liquor bans in certain areas where the public tend to gather. In Waitakere City, liquor bans have been imposed in Piha, mostly from Christmas to mid-January, over Easter, and on public holidays, running from 5pm to 5am. How much do you agree or disagree that liquor bans should be introduced at similar times at other places in Waitakere City?

About three-quarters of residents (74%) agree that liquor bans should be introduced. Agreement is higher amongst females (79% “agree a lot” or “agree a little”)¹², but lower amongst those aged under 30 years (63% agree)¹³.

<u>Liquor bans</u>	%
Agree a lot	53
Agree a little	21
Disagree a little	7
Disagree a lot	8
Don't know/ no opinion	<u>11</u>
	100

¹² Two-tail z-test for proportions: $z = 1.986$

¹³ Two-tail z-test for proportions: $z = 1.985$