

ATTACHMENT 6A

SRV SURVEY RESULTS MICROMEX REPORT

Penrith City Council

Special Rate Variation Research

Prepared by: Micromex Research

Date: November 2015

Background



Methodology & Sample

Data collection

Micromex Research, together with Penrith City Council, developed the questionnaire.

Data collection period

Telephone interviewing (CATI) was conducted during the period 30th October – 10th November 2015.

Sample

N=608 interviews were conducted.

486 of the 608 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 122 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Penrith LGA, i.e. Penrith Train Station, High Street Mall, and Queen Street.

For the survey under discussion the greatest margin of error is 4.0%. This means for example, that an answer 'yes' (50%) to a question could vary from 46% to 54%. As the raw data has been weighted to reflect the real community profile of Penrith City Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

Interviewing

Interviewing was conducted in accordance with the AMSRS Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Word Frequency Tagging

Verbatim responses for open questions were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



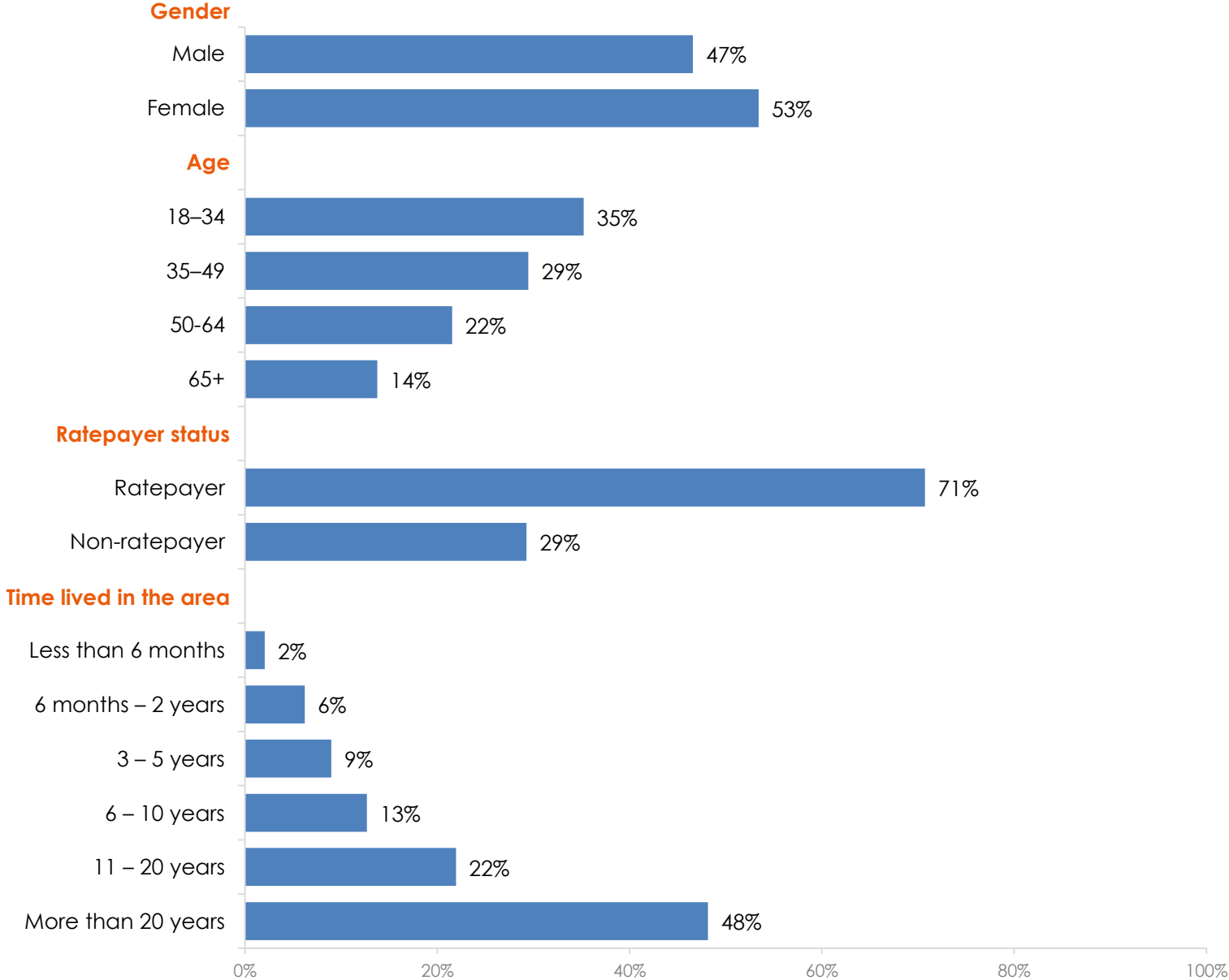
Sample Profile





Sample Profile

The sample was weighted by age and gender to reflect the 2011 ABS community profile of Penrith City Council



Results:

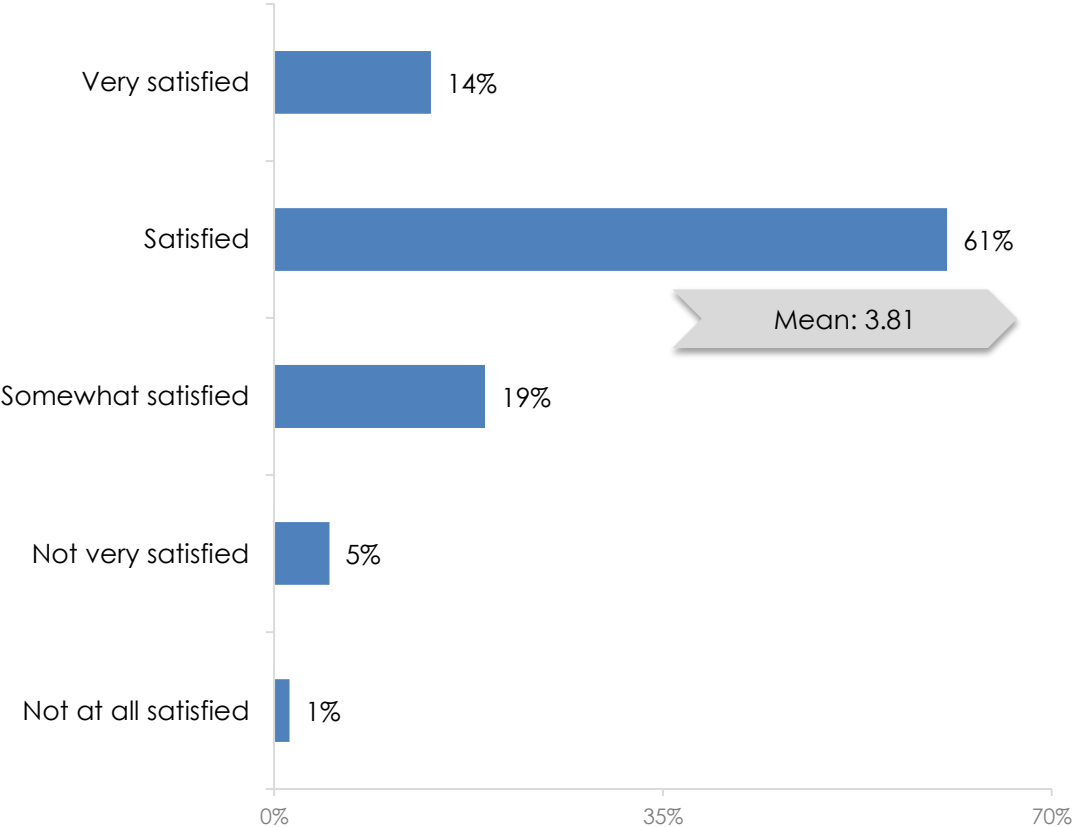
1. Overall Satisfaction



Overall Satisfaction with Council

Q2a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.81	3.84	3.78	3.92	3.77	3.67	3.83	3.76	3.94



NSW LGA BRAND SCORES	Means
Metro	3.45
Regional	3.22
All of NSW	3.31
Penrith City Council 2015	3.81 ▲

Base: N = 608

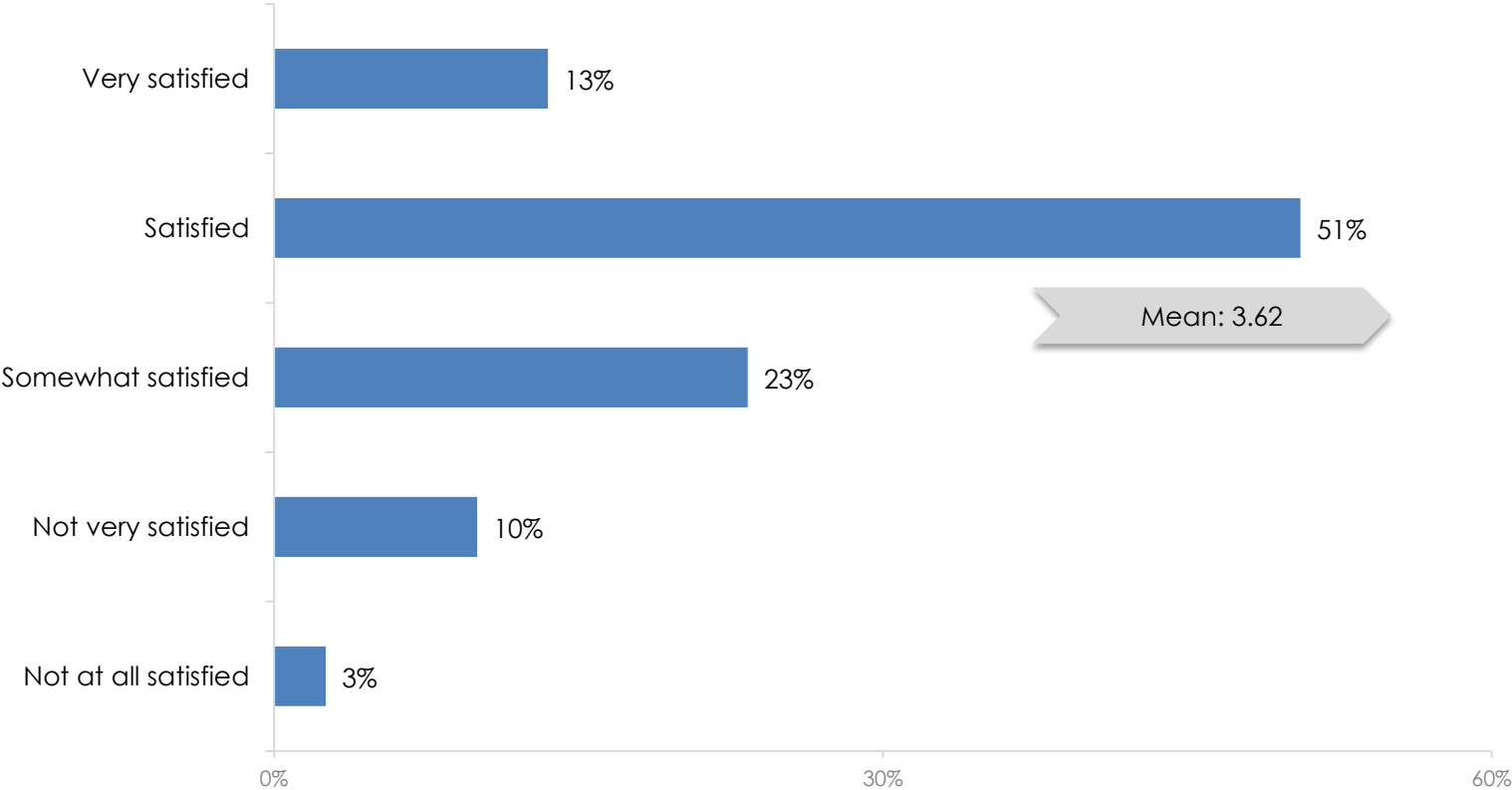
Scale: 1 = not at all satisfied, 5 = very satisfied
 ▲ ▼ = A significantly higher/lower level of satisfaction (by group)

94% of residents were at least 'somewhat satisfied' with the overall performance of Council in the last 12 months, with 14% committing to 'very satisfied' and a further 61% selecting the 'satisfied' code. The average satisfaction score of 3.81 out of 5 was significantly higher than our normative benchmarks

Satisfaction with Infrastructure, Services, and Facilities

Q3a. How satisfied are you with the quality of infrastructure, services, and facilities currently provided by Council in the local area?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.62	3.65	3.60	3.72	3.54	3.49	3.78	3.55	3.79



Base: N = 608

Scale: 1 = not at all satisfied, 5 = very satisfied

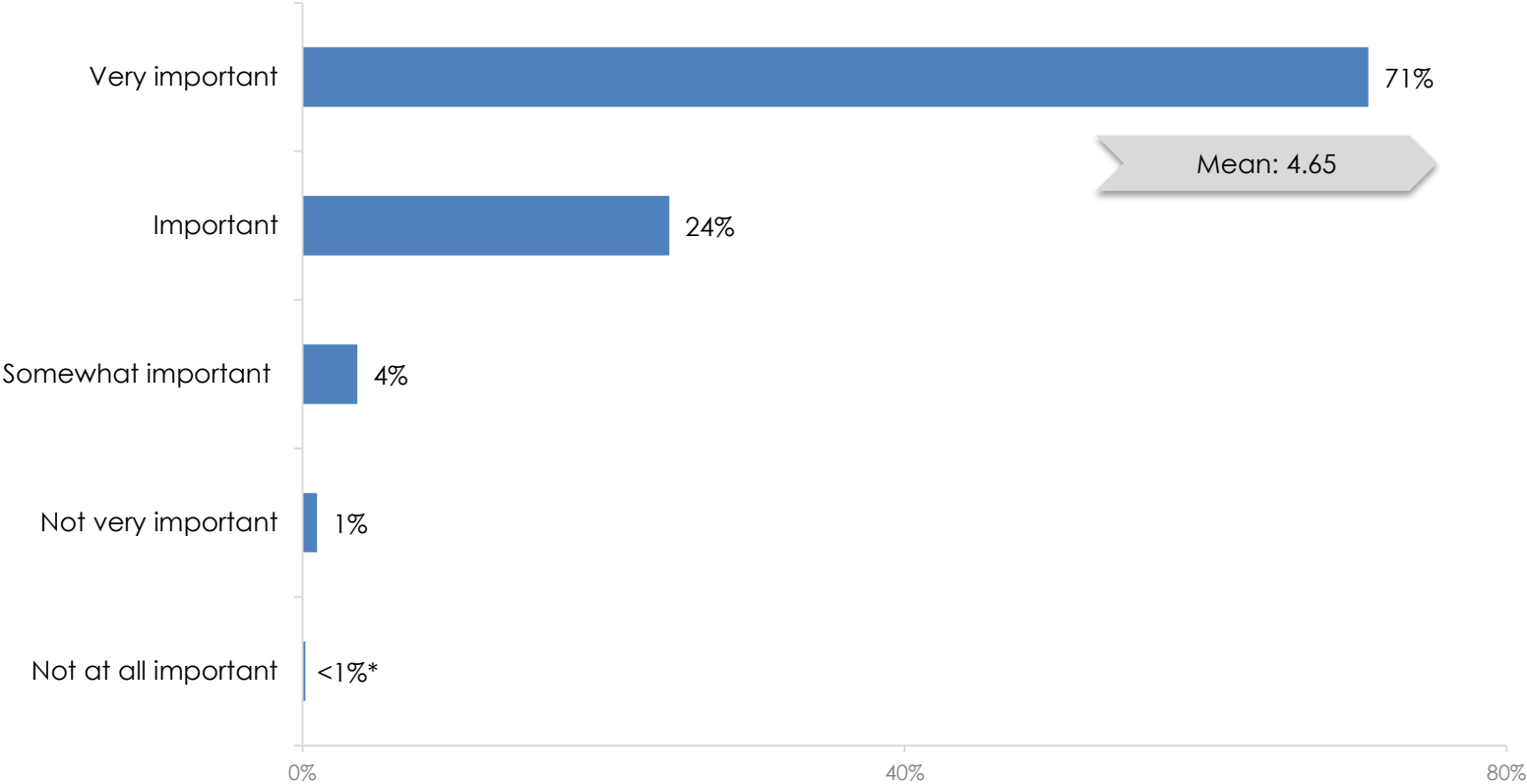


87% of residents rated the quality of infrastructure, services, and facilities provided by Council as ‘somewhat satisfactory’ or better, with half of the residents (51%) indicating they were ‘satisfied’.
Satisfaction across demographics was similar to the overall score

Provision of Better Infrastructure, Services, and Facilities

Q3c. How important is it for Council to provide better local infrastructure, services, and facilities?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.65	4.56	4.72	4.57	4.68	4.71	4.66	4.66	4.61



Base: N = 608

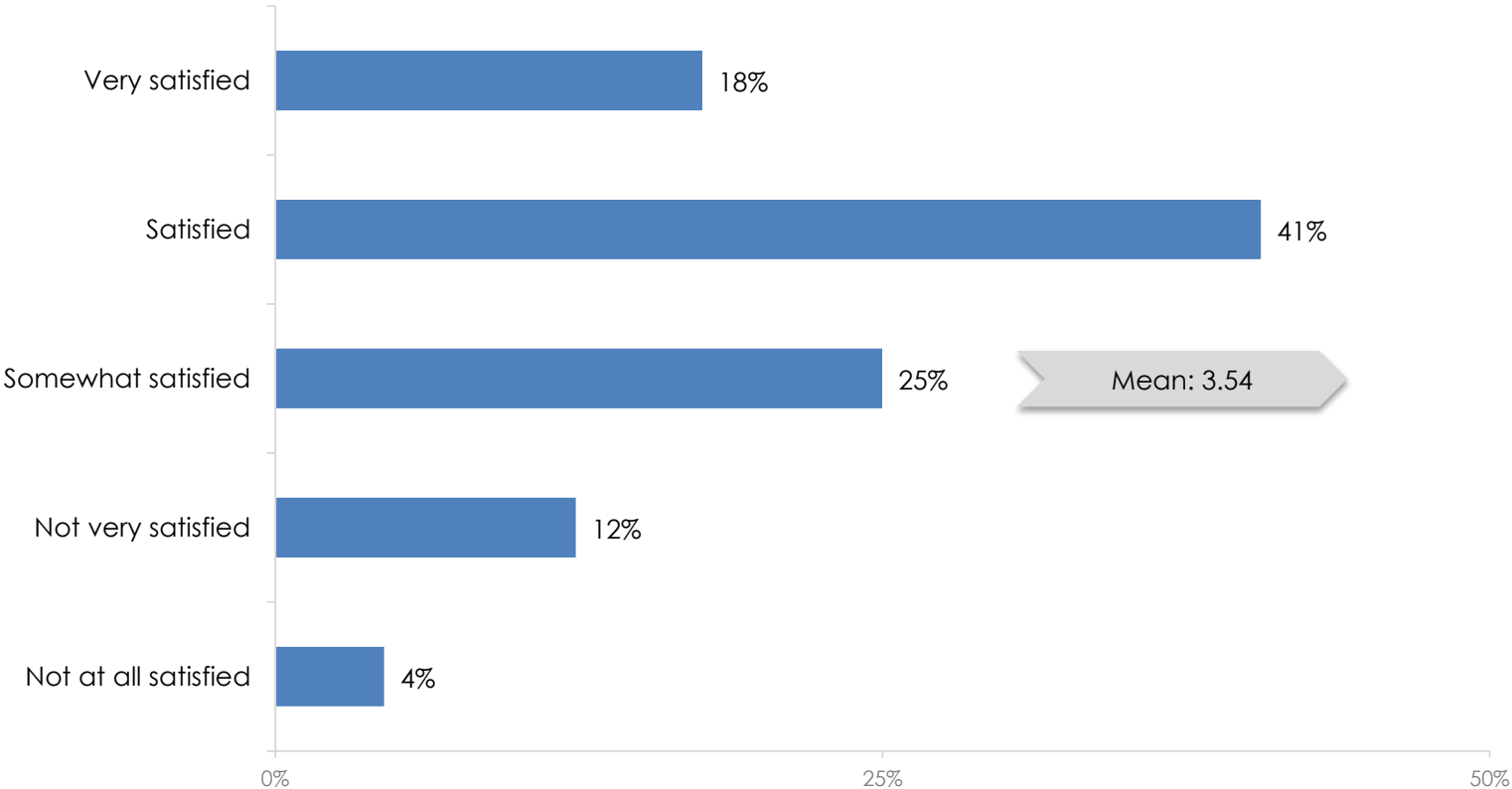
***Note:** Only one respondent selected this code
Scale: 1 = not at all important, 5 = very important

Despite the majority of residents being 'satisfied' or 'very satisfied' with the current quality of infrastructure/services/facilities (previous slide), 71% committed to the top 'very important' code when asked if it was important for Council to provide better local infrastructure, services, and facilities. This was the general consensus across demographics

Satisfaction with Council Planning for the City's Growth

Q3b. How satisfied are you that Council is planning for our City's growth?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.54	3.45	3.63	3.83▲	3.37▼	3.34▼	3.50	3.41	3.86▲



Base: N = 608

Scale: 1 = not at all satisfied, 5 = very satisfied

▲ ▼ = A significantly higher/lower level of satisfaction (by group)



84% of residents indicated they were at least 'somewhat satisfied' that Council is planning for the City's growth. Residents aged 18-34, and non-ratepayers, were significantly more satisfied, whilst those aged 35-64 were significantly less satisfied

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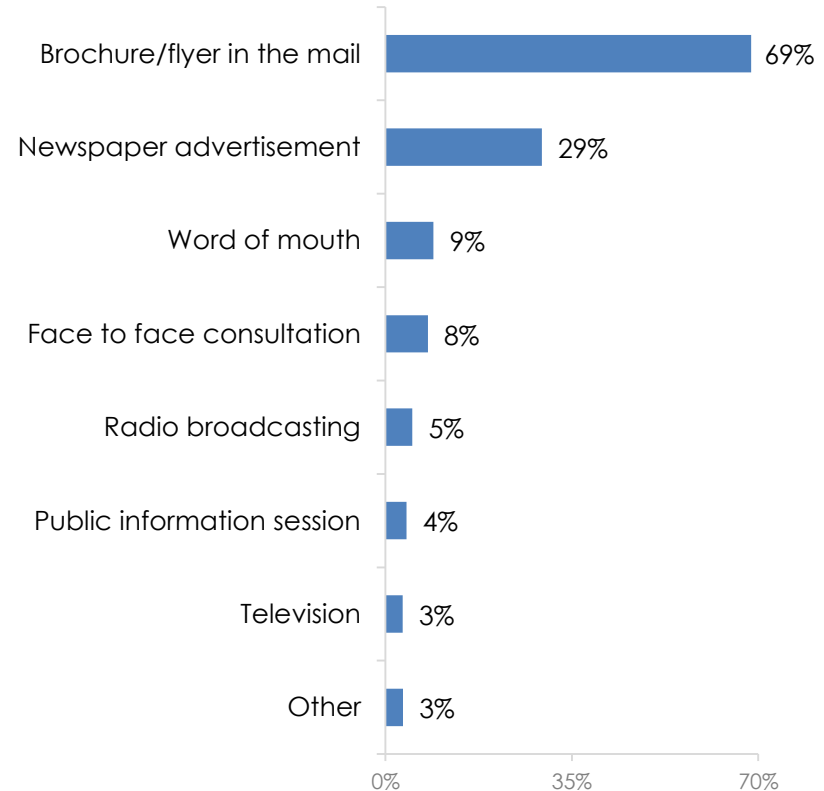
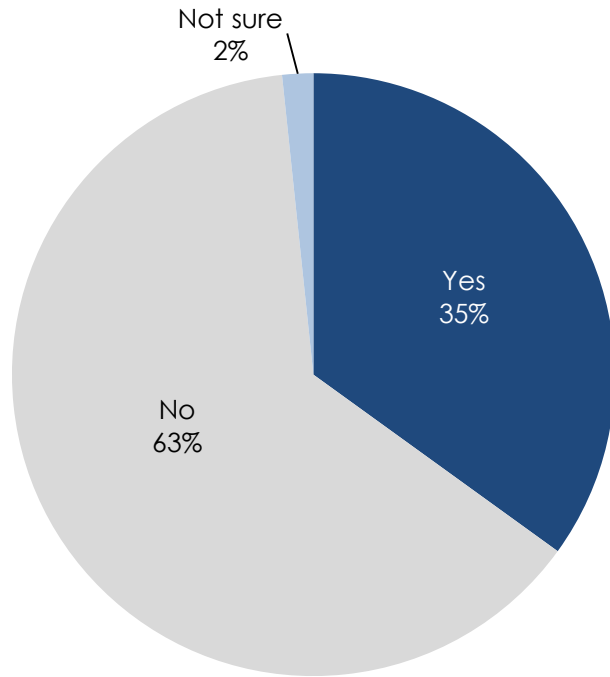
Results:

2. Awareness of SRV



Awareness of Special Rate Variation

- Q6a. Prior to this call, were you aware that Council was exploring making an application for a Special Rate Variation?
Q6b. How were you informed of the Special Rate Variation?



Base: N = 213

Base: N = 608

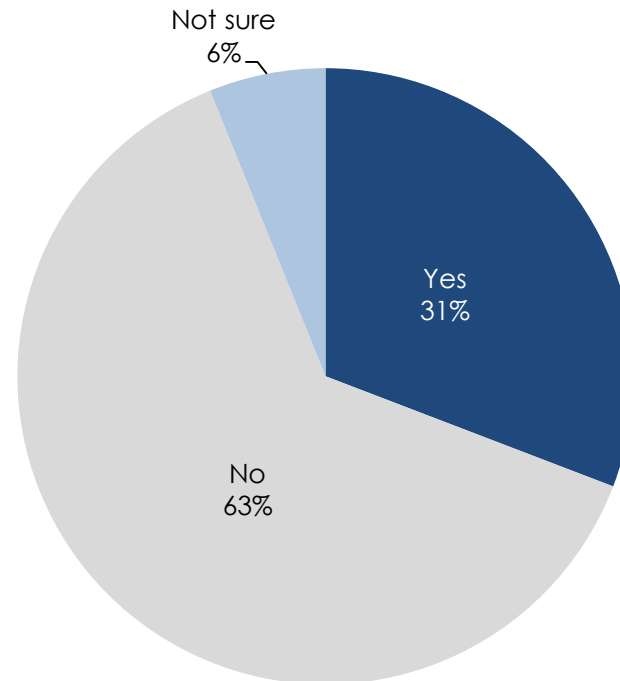
- Note:**
1. For data cross analysed by demographics, please see Appendix A
 2. For the list of 'other' responses, please see Appendix A

35% of residents stated they were aware of the Special Rate Variation prior to contact with Micromex. Residents aged 65 and over (55%), and ratepayers (42%), were significantly more likely to be aware, whereas those aged 18-34 (23%) were significantly less likely to be aware. Of those who were aware, 69% indicated they were informed by a 'brochure/flyer in the mail'. Residents aged 18-34 were significantly more likely to have become informed via 'face to face consultation' (26%)

Recollection of Brochure

Q6c. Council recently distributed a brochure to all households in the Penrith LGA that explained the Special Rate Variation options – you may have received it with your rates instalment or as a separate item in the mail. Do you remember seeing that brochure?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	31%	30%	32%	14%	32%	42%▲	53%▲	38%▲	12%
No	63%	65%	61%	83%▲	59%	53%	38%	54%	85%▲
Not sure	6%	5%	7%	3%	10%	5%	9%	8%	2%



Base: N = 608

▲ ▼ = A significantly higher/lower percentage (by group) 13

When specifically prompted, 31% of residents indicated that they recalled seeing the brochure Council recently distributed.

Residents aged 50 and over, and ratepayers, were significantly more likely to remember the brochure, whilst those aged 18-34 were significantly less likely to recall the brochure

Results:

3. Support for SRV Options





Concept Statement 1 – Reduce

Residents were read the following concept statement prior to being asked to rate their support:

As a growing regional city, Penrith Council has been facing increasing pressure to provide services and facilities while maintaining the high levels our community expects.

In recent years Council has implemented a range of productivity savings and reduced costs across many of its operations.

To ensure it can continue to provide and maintain the necessary infrastructure and services, Council has developed a Long Term Financial Plan. This Plan proposes a Special Rate Variation, known as an SRV. An SRV is an increase in rates above the State Government's annual rate increase allowance, and it has to be assessed by the Independent Pricing and Regulatory Tribunal.

An earlier SRV that was first introduced in 2005 is due to expire at the end of this financial year, however, Council is seeking to continue the current Special Rate Variation for a further 4 years – and to add a second SRV to help it to continue to provide services and facilities across the Council area.

There are three options which Council would like you to consider. Each option has varying impacts on rates – but also varying impacts on local assets and service quality.

Let's look at the options in more detail:

Option to Reduce Service Levels

For this option, the existing SRV would expire, and there would be no replacement SRV. Residential rates would drop in the first year with the removal of the existing SRV, and in subsequent years rates would only increase by the State Government rate peg estimated at 2.4% to 3% per year. Over a four year period, this is a cumulative increase of 6.6% compared to your 2015-16 rates. Residential ratepayers who are currently paying an average of \$1,136 per year would pay \$19 more each year.

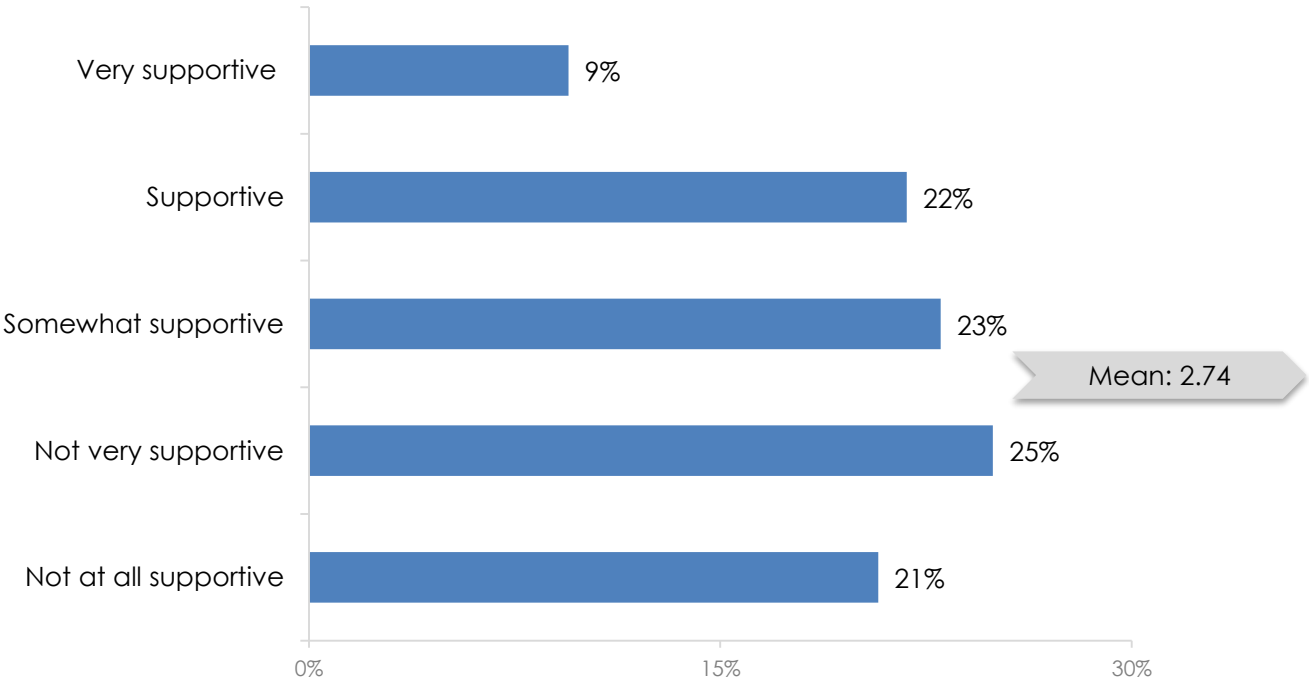
Under this option residents will see a decrease in asset maintenance and services offered by Council.

Council's current asset renewal backlog will also continue to grow. The current SRV provides funding for roads, buildings, public spaces and community programs, and without this SRV, roads and buildings will deteriorate, the frequency of public domain maintenance/street sweeping would be reduced, and the neighbourhood renewal program would decrease.

Reduce Service Levels

Q4a. How supportive are you of Council proceeding with this option?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	2.74	2.79	2.70	2.93	2.55	2.66	2.79	2.68	2.89



Base: N = 608

Scale: 1 = not at all supportive, 5 = very supportive



Support for the ‘Reduce Service Levels’ option was polarised, with just over half the residents (54%) indicating they were ‘somewhat supportive’ or more, while 46% were ‘not very’ or ‘not at all supportive’. Support across demographics was in line with the average score



Concept Statement 2 – Maintain

Residents were read the following concept statement prior to being asked to rate their support of the second option:

Option to Maintain Service Levels

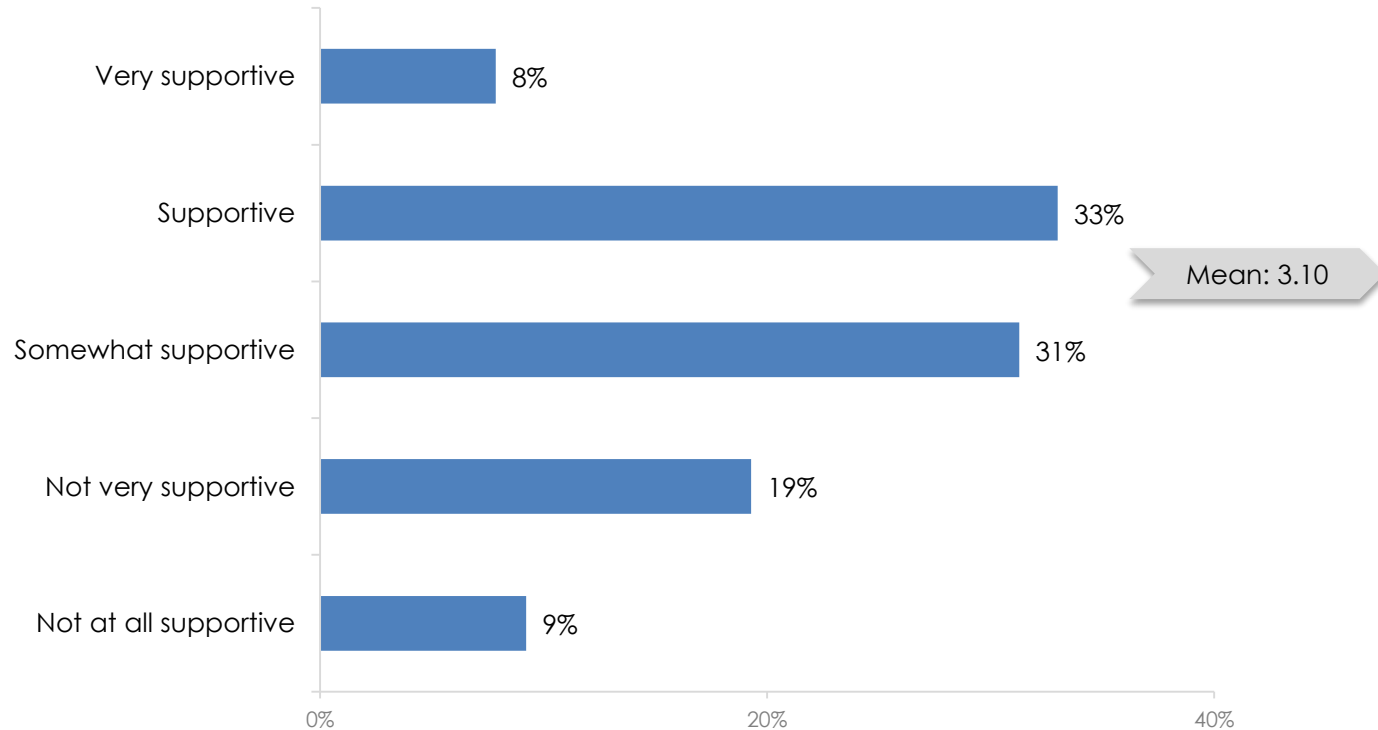
This option is a continuation of the existing Special Rate Variation, along with the annual State Government rate peg estimated at 2.4% to 3% per year. At the end of the four year period the Special Rate Variation would be incorporated into the ongoing base rate. Over the four year period this is a cumulative increase of 11.2% compared to your 2015-16 rates. Residential ratepayers who are currently paying an average of \$1,136 per year would pay \$32 more each year.

Under this option, Council would be able to maintain its current service and asset maintenance levels. However, Council's current building asset renewal backlog will continue to grow, and roads and buildings in the Council area will deteriorate. This will increase asset management costs in the medium to long term.

Maintain Service Levels

Q4b. How supportive are you of Council proceeding with this option?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.10	3.15	3.06	3.19	3.12	3.04	2.95	3.08	3.17



Base: N = 608

Scale: 1 = not at all supportive, 5 = very supportive



72% of residents were at least 'somewhat supportive' of the 'Maintain Service Levels' option. Support for this option was similar across the demographics



Concept Statement 3 – Improve

Residents were read the following concept statement prior to being asked to rate their support of the third option:

Option to Improve Service Levels

This option includes a continuation of the existing Special Rate Variation, plus a new SRV of 2.4% per annum, along with the annual State Government rate peg estimated at 2.4% to 3% per year. At the end of the four year period the existing Special Rate Variation and the new 2.4% Special Rate Variation would be incorporated into the ongoing base rate.

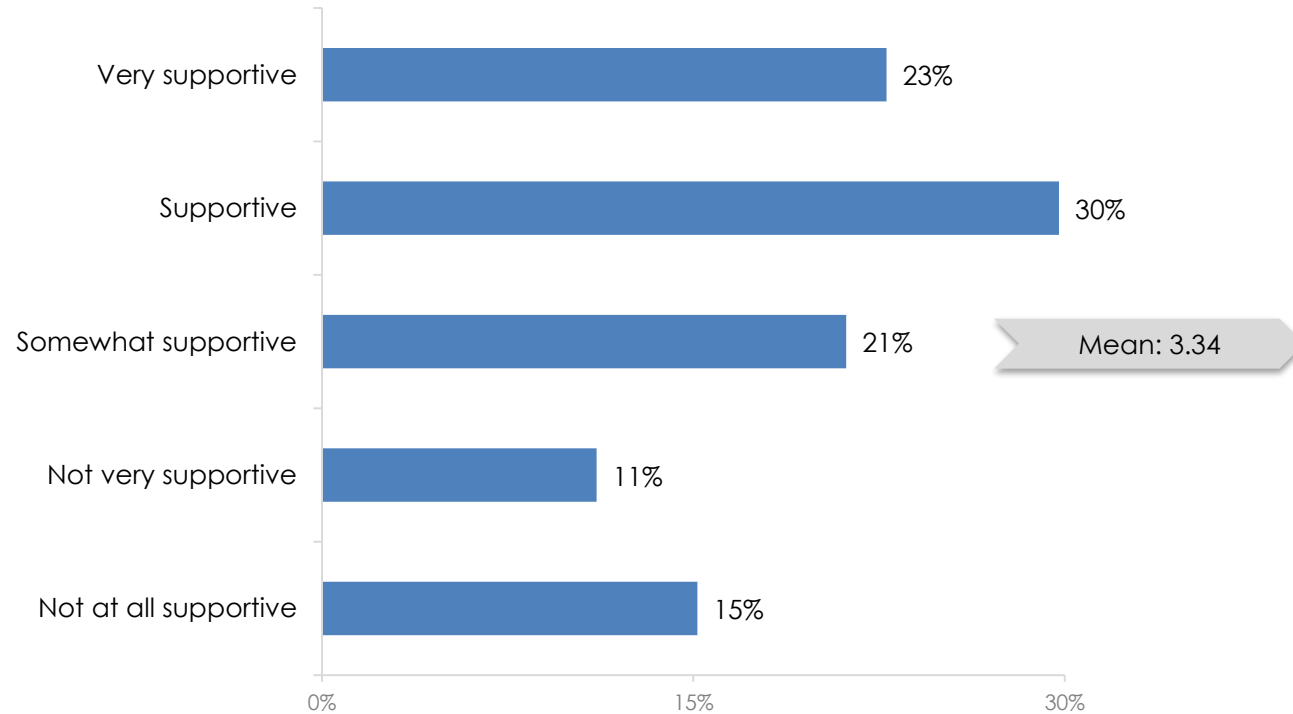
Over the four year period this is a cumulative increase of 22% compared to your 2015-16 rates. Residential ratepayers who are currently paying an average of \$1,136 per year would pay \$63 more each year over this 4 year period.

Under this option, Council would be able to maintain its current service and asset maintenance levels – and it would be able to fund additional building asset renewal and deliver on our community expectations for expanded infrastructure. It would also allow Council to respond to growth, such as decked car parking in the City Centre, and enhanced and expanded facilities to cater for a Regional City. This option would also reduce medium to long term financial risk.

Improve Service Levels

Q4c. How supportive are you of Council proceeding with this option?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.34	3.34	3.34	3.58	3.28	3.11	3.21	3.17	3.74▲



Base: N = 608

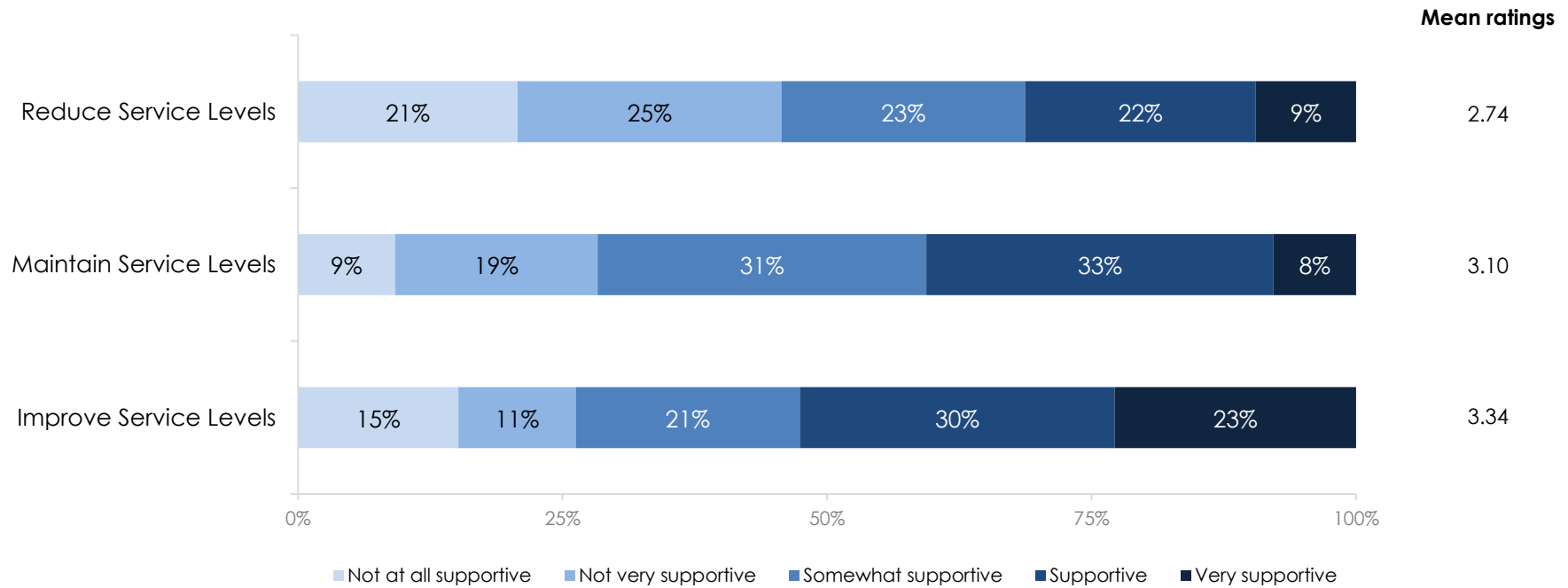
Scale: 1 = not at all supportive, 5 = very supportive
 ▲ ▼ = A significantly higher/lower level of support (by group)

74% of residents were ‘somewhat supportive’ to ‘very supportive’ of the option ‘Improve Service Levels’ – whilst this is similar to the previous option (72%), residents were more committed to this option, with 23% selecting the top code compared to just 8% for the previous option. Non-ratepayers were significantly more supportive of this option

Summary of Support

Q4a, Q4b, Q4c. How supportive are you of Council proceeding with this option?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Reduced Service Levels	2.74▼	2.79	2.70	2.93	2.55	2.66	2.79	2.68	2.89
Maintain Service Levels	3.10	3.15	3.06	3.19	3.12	3.04	2.95	3.08	3.17
Improve Service Levels	3.34▲	3.34	3.34	3.58	3.28	3.11	3.21	3.17	3.74▲



Scale: 1 = not at all supportive, 5 = very supportive

▲ ▼ = A significantly higher/lower level of support (by group)

Base: All options N = 608

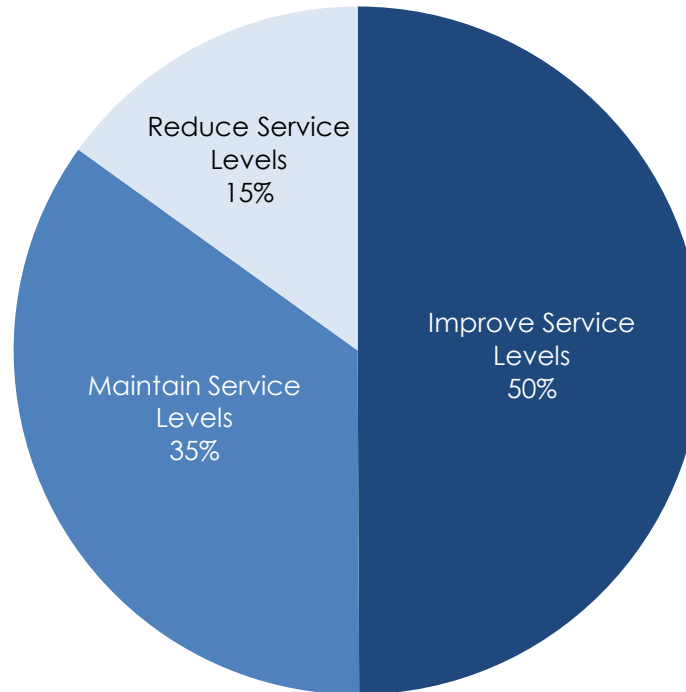


Residents' were significantly more supportive of the option 'Improve Service Levels', and significantly less supportive of the 'Reduce Service Levels' option – note in particular the 'rejection' rate of 46% for the 'Reduce' option, compared to 28% for 'Maintain' and 26% for 'Improve'



Head-to-head Preference – First Preference

Q5a. Which of the three options is your most preferred option?

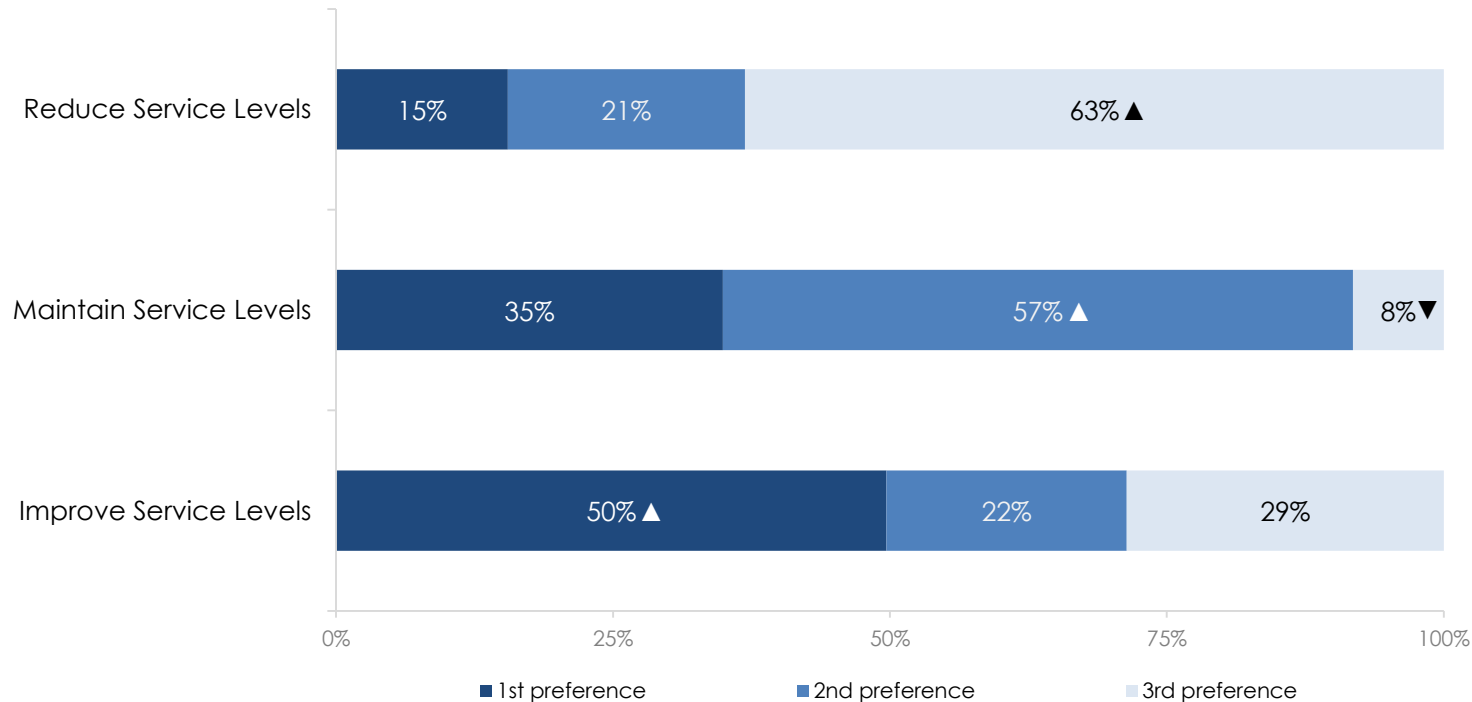


In a forced head-to-head comparison, 50% of residents indicated they preferred the option 'Improve Service Levels'

Summary of Preferred Options

Q5a. Which of the three options is your most preferred option? And which is your next most preferred option?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Reduced Service Levels	15%	14%	17%	15%	17%	15%	14%	17%	13%
Maintain Service Levels	35%	37%	33%	31%	33%	39%	40%	37%	30%
Improve Service Levels	50%	49%	50%	53%	50%	45%	46%	47%	57%



Base: N = 607

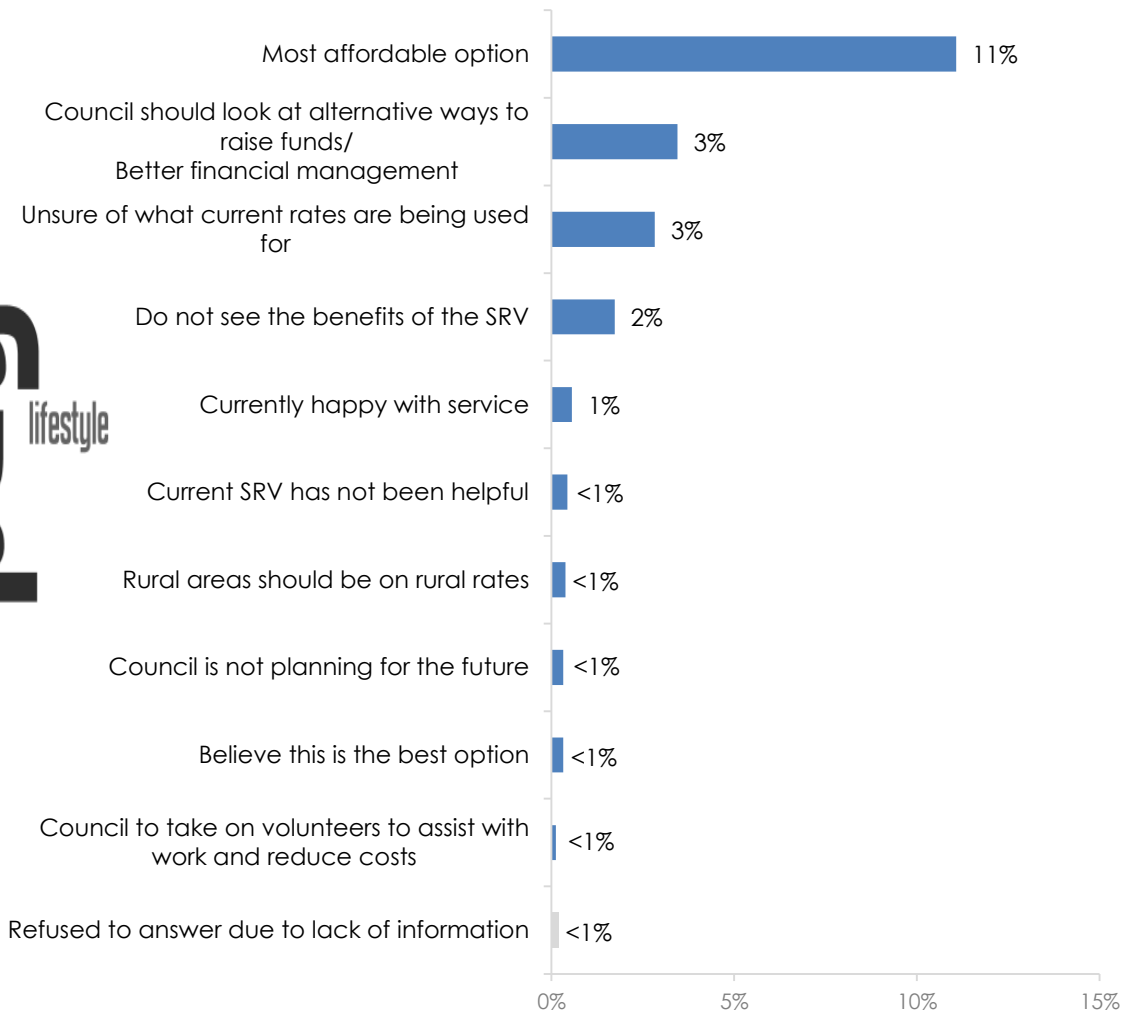
Note: One respondent refused to provide a preference
 ▲ ▼ = A significantly higher/lower percentage (by group)



Based on first preference results, residents’ preferred option was ‘Improve Service Levels’. However, it is worth noting that the ‘Maintain Service Levels’ option had the lowest third preference result (just 8%), suggesting it had minimal rejection

Reasons for Preferring 'Reduce Service Levels'

Q5b. Why is 'Reduce Service Levels' your most preferred option?

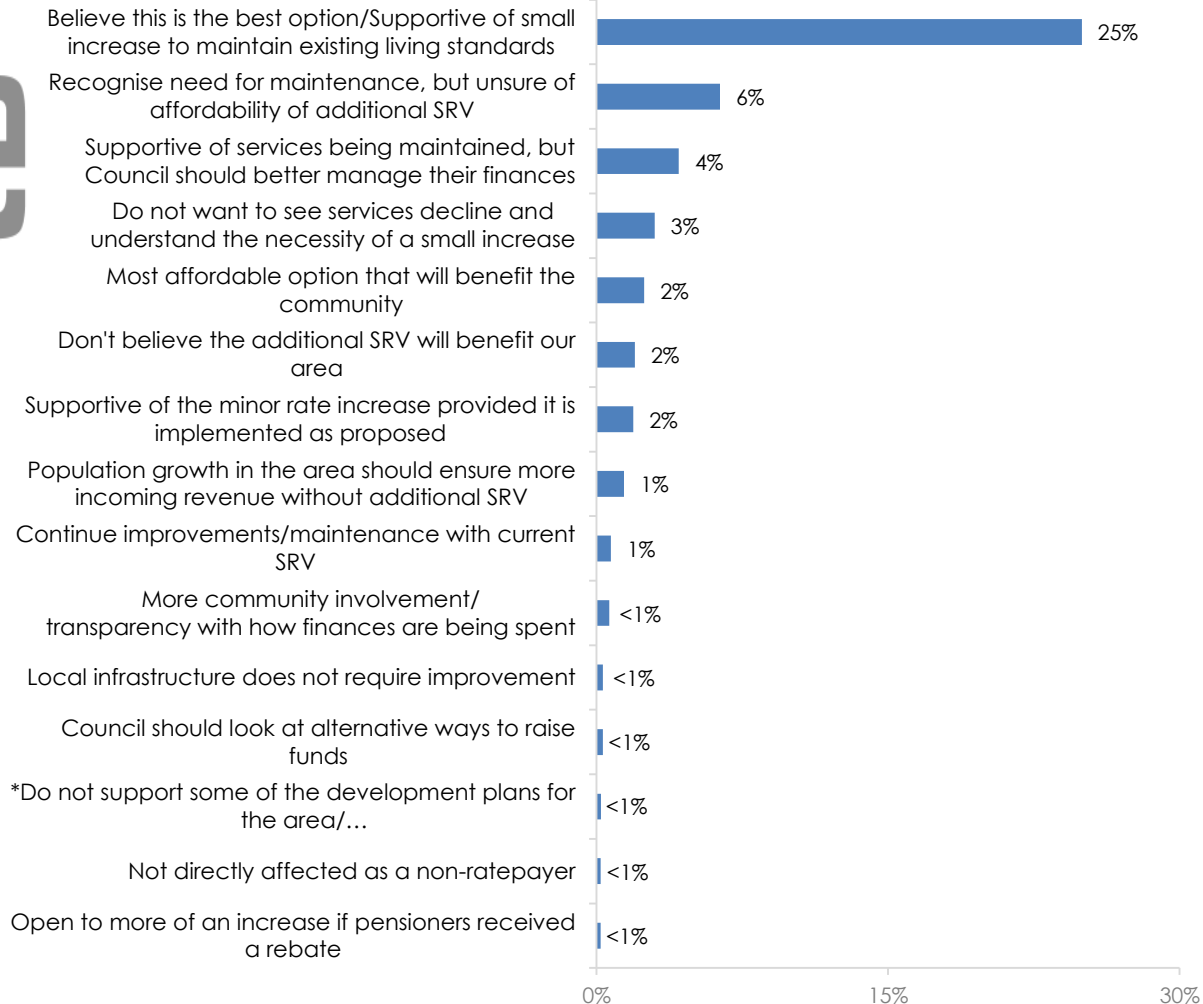


Base: N = 607

The most common reason amongst residents selecting the option 'Reduce Service Levels' was that it was the 'most affordable option'. There was also a sense of doubt about how any additional funds would be used ('Better financial management', 'Unsure of what current rates are being used for')

Reasons for Preferring 'Maintain Service Levels'

Q5b. Why is 'Maintain Service Levels' your most preferred option?



Base: N = 607

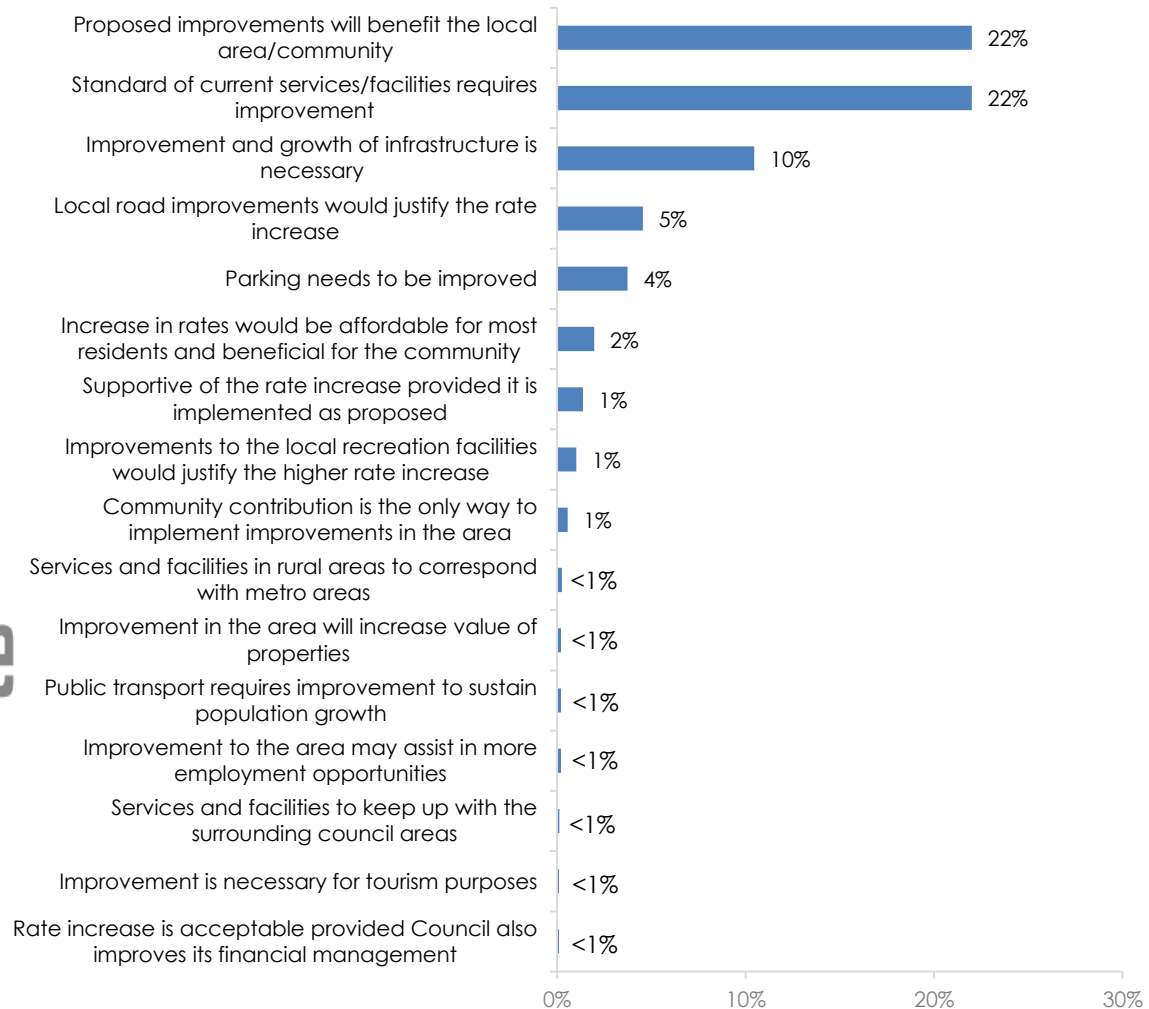
*Do not support some of the development plans for the area/do not want to further increase facilities



Residents who preferred the option 'Maintain Service Levels' indicated it was mostly due to the fact that they believe it is the best option and were supportive of the small increase to maintain the existing living standards

Reasons for Preferring 'Improve Service Levels'

Q5b. Why is 'Improve Service Levels' your most preferred option?

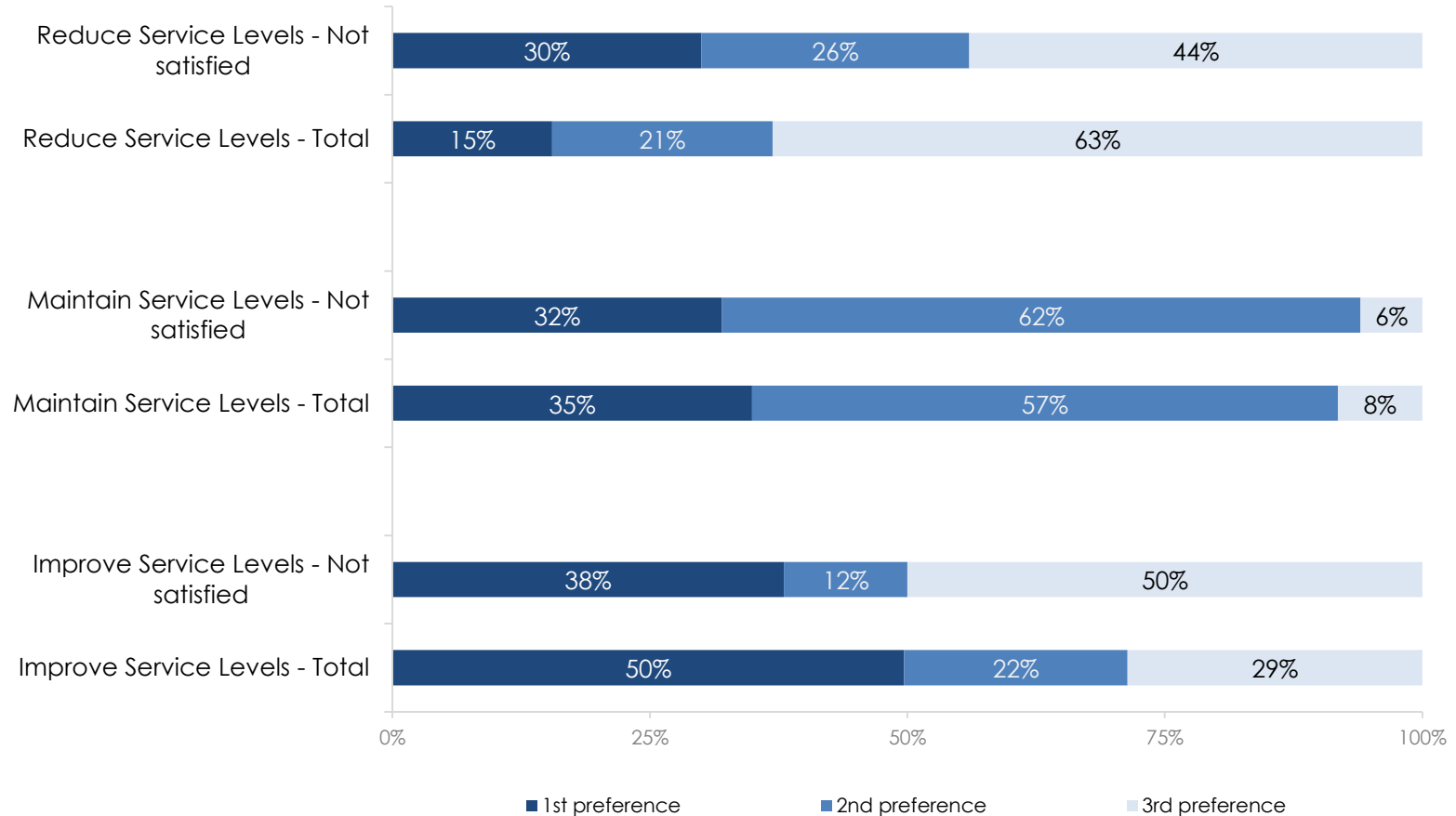


Base: N = 607

The predominant reasons for residents choosing 'Improve Service Levels' were 'proposed improvements will benefit the local area/community' (22%) and 'standard of current services/facilities requires improvement' (22%)

Preferred Options by Satisfaction with Infrastructure

Q5a. Which of the three options is your most preferred option? And which is your next most preferred option?



Base: N = 607 to Total; 76 for those not satisfied

Note: One respondent refused to provide a preference
▲ ▼ = A significantly higher/lower percentage (by group)

Interestingly, those who were 'not very' / 'not at all satisfied' with the current quality of infrastructure/ services/facilities were more likely to prefer the 'Reduce' option and less likely to prefer the 'Improve' option. Whilst this appears counter-intuitive, it appears that those who were not satisfied were more likely to be concerned about Council's financial management/track record with infrastructure improvements.

Conclusion



Conclusion

Satisfaction:

- Resident satisfaction with Council is above our normative averages, which is encouraging.
- While only 13% of residents were not satisfied with the current quality of infrastructure/services/facilities, 95% committed to the top 'very important' and 'important' codes when asked how important it is for Council to provide **better** infrastructure/services/facilities. This is seemingly a good situation for Council – residents are generally happy, but also want to continue to improve facilities.

Awareness of the Proposed SRV

- 35% of residents indicated they had knowledge of the SRV prior to contact with Micromex – of those aware, 69% became aware through a 'brochure/flyer in the mail':
 - On a separate measure, 31% recalled receiving the SRV booklet distributed to households a week or so before the interview.
 - Combining the results of both questions, a net subtotal of 40% of residents appear to have had some prior knowledge of or exposure to the SRV

Support for Proposed SRV Options

- When asked to independently rate their support for each of the three options (Reduce, Maintain, Improve), residents were most supportive of the 'Improve Service Levels' option – which is consistent with the satisfaction and importance results discussed above. In particular, this option generated most commitment to the top 'very supportive' code, and relatively little rejection' (i.e.: few selections of 'not very' and 'not at all supportive')
- In contrast, the 'reduce' option generated sizeable rejection (i.e.: 46% of 'not very'/'not at all supportive' selections)



Conclusion

SRV Options – Head-to-head Preference

- Consistent with the earlier support ratings, the 'Improve Service Levels' option dominated first-preference selections, with 50% of residents making it their first choice.
 - However, to some extent it has polarised residents, with 29% selecting it as their third (i.e.: last) option.
 - In contrast, the 'Maintain service levels' option, whilst generating only 35% of first preference mentions, had 57% of second preference ratings – or looked at another way, it only had 8% of residents who made it their last option.
- Not surprisingly, 'lack of affordability' was a key reason for preferring the 'Reduce' and 'Maintain' options. However, there was also a sense of scepticism, with a number of residents questioning Council's financial management skills.
- Amongst those who selected the 'Improve' option as their first choice, main reasons focussed on a recognition of the need for improvements and the benefits those improvements would bring.
- Interestingly, those who indicated at the start of the questionnaire that they were 'not very' or 'not at all satisfied' with the current quality of infrastructure/services/facilities were more likely to prefer the 'Reduce' option and less likely to prefer the 'Improve' option. Examination of the open-ended comments from this group reveals that they were more likely than other residents to question Council's financial management and infrastructure improvement track record – in other words, some of them are not happy with the current state of services and infrastructure, but they don't necessarily trust Council to improve the situation:
 - Follow-up research (e.g.: one or two targeted community workshops) with some of these residents may be worthwhile to explore their concerns in more detail – perhaps Council simply needs to better communicate its past achievements, or perhaps there are other factors at play.



Demographics





Demographics

Q1a. In which suburb do you live?

	%
Glenmore Park	13%
Penrith	10%
South Penrith	9%
Cranebrook	7%
St. Clair	7%
Emu Plains	6%
Kingswood	6%
St. Marys	6%
Colyton	3%
Claremont Meadows	3%
Cambridge Park	3%
Werrington Downs	3%
Werrington County	3%
Londonderry	2%
Jamisontown	2%
Oxley Park	2%
Werrington	2%
Mulgoa	2%

	%
Emu Heights	1%
Leonay	1%
Erskine Park	1%
North St. Marys	1%
Berkshire Park	1%
Llandilo	1%
Luddenham	1%
Cambridge Gardens	1%
Wallacia	1%
Orchard Hills	1%
Mt Vernon	1%
Castlereagh	<1%
Agnes Banks	<1%
Badgerys Creek	<1%
Jordan Springs	<1%
Regentville	<1%
Kemps Creek	<1%



Demographics

Q7. Please stop me when I read out your age bracket

	%
18-34	35%
35-49	29%
50-64	22%
65+	14%
Base	608

Q8. Which of the following best describes the house where you are currently living?

	%
Ratepayer	71%
Non-ratepayer	29%
Base	608

Q9. Gender:

	%
Male	47%
Female	53%
Base	608

Q1b. How long have you lived in the Penrith Council area?

	%
Less than 6 months	2%
6 months – 2 years	6%
3 – 5 years	9%
6 – 10 years	13%
11 – 20 years	22%
More than 20 years	48%
Base	608

Appendix A





Respondent Breakdown by Subcell

All questions (excluding Q6b. and Q5a.)	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non- ratepayer
Base	608	283	325	214	179	131	84	430	178

Q5a.	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non- ratepayer
Base	607	282	325	214	179	131	83	429	178

Q6b.	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non- ratepayer
Base	213	109	102	49	61	57	46	181	32



Awareness of Special Rate Variation – Cross Analysis

Q6a. Prior to this call, were you aware that Council was exploring making an application for a Special Rate Variation?

Q6b. How were you informed of the Special Rate Variation?

Q6a (N=608)									
	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	35%	39%	32%	23%	34%	44%	55%▲	42%▲	18%
No	63%	59%	67%	76%▲	64%	56%	43%	56%	81%▲
Not sure	2%	2%	1%	2%	2%	1%	2%	2%	1%

Q6b (N=213)									
	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Brochure/flyer in the mail	69%	63%	75%	46%	78%	75%	72%	72%	48%
Newspaper advertisement	29%	35%	23%	24%	24%	27%	45%	28%	35%
Word of mouth	9%	9%	9%	19%	6%	6%	7%	9%	10%
Face to face consultation	8%	9%	6%	26%▲	0%	2%	7%	5%	25%
Radio broadcasting	5%	6%	4%	0%	7%	10%	3%	5%	8%
Public information session	4%	3%	5%	7%	2%	5%	3%	5%	0%
Television	3%	3%	3%	0%	3%	7%	3%	4%	0%
Other	3%	1%	6%	8%	3%	2%	0%	3%	4%



Awareness of Special Rate Variation – Other Specified

Q6b. How were you informed of the Special Rate Variation?

Other specified (N=213)	Count
Rates notice	2
Community forum	1
Council website	1
During number harvesting at the train station (by Micromex)	1
Media briefing	1
Noticeboard	1

Appendix B





Penrith City Council Special Rate Variation Community Survey – October 2015

Good morning/afternoon/evening, my name is from Micromex Research and we are conducting a survey on behalf of Penrith City Council. The survey will take about 10 minutes.

QS1. Before we start, I would like to check whether you or an immediate family member works for Penrith City Council?

- ☐ Yes (If yes, terminate survey)
- ☐ No

QS2. And are you aged 18 years or over?

- ☐ Yes
- ☐ No (If no, terminate survey)

Q1a. In which suburb do you live?

- | | | |
|---|--|---|
| <input type="radio"/> Agnes Banks | <input type="radio"/> Kingswood | <input type="radio"/> Wallacia |
| <input type="radio"/> Badgerys Creek | <input type="radio"/> Leonay | <input type="radio"/> Werrington |
| <input type="radio"/> Berkshire Park | <input type="radio"/> Llandilo | <input type="radio"/> Werrington County |
| <input type="radio"/> Cambridge Gardens | <input type="radio"/> Londonderry | <input type="radio"/> Werrington Downs |
| <input type="radio"/> Cambridge Park | <input type="radio"/> Luddenham | |
| <input type="radio"/> Castlereagh | <input type="radio"/> Mt Vernon | |
| <input type="radio"/> Claremont Meadows | <input type="radio"/> Mulgoa | |
| <input type="radio"/> Colyton | <input type="radio"/> North Cranebrook | |
| <input type="radio"/> Cranebrook | <input type="radio"/> North St. Marys | |
| <input type="radio"/> Emu Heights | <input type="radio"/> Orchard Hills | |
| <input type="radio"/> Emu Plains | <input type="radio"/> Oxley Park | |
| <input type="radio"/> Erskine Park | <input type="radio"/> Penrith | |
| <input type="radio"/> Glenmore Park | <input type="radio"/> Regentville | |
| <input type="radio"/> Jamisontown | <input type="radio"/> South Penrith | |
| <input type="radio"/> Jordan Springs | <input type="radio"/> St. Clair | |
| <input type="radio"/> Kemps Creek | <input type="radio"/> St. Marys | |



Penrith City Council Special Rate Variation Community Survey – October 2015

Q1b. How long have you lived in the Penrith Council area? Prompt

- ☐ Less than 6 months
- ☐ 6 months – 2 years
- ☐ 3 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 20 years
- ☐ More than 20 years

Q2a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied

Q3a. How satisfied are you with the quality of infrastructure, services, and facilities currently provided by Council in the local area? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied

Q3b. How satisfied are you that Council is planning for our City's growth? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied



Penrith City Council Special Rate Variation Community Survey – October 2015

Q3c. How important is it for Council to provide better local infrastructure, services, and facilities? Prompt

- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not at all important

Read Concept statement:

As a growing regional city, Penrith City Council has been facing increasing pressure to provide services and facilities while maintaining the high levels our community expects.

In recent years Council has implemented a range of productivity savings and reduced costs across many of its operations.

To ensure it can continue to provide and maintain the necessary infrastructure and services, Council has developed a Long Term Financial Plan. This Plan proposes a Special Rate Variation, known as an SRV. An SRV is an increase in rates above the State Government's annual rate increase allowance, and it has to be assessed by the Independent Pricing and Regulatory Tribunal.

An earlier SRV that was first introduced in 2005 is due to expire at the end of this financial year, however, Council is seeking to continue the current Special Rate Variation for a further 4 years – and to add a second SRV to help it to continue to provide services and facilities across the Council area.

There are three options which Council would like you to consider. Each option has varying impacts on rates – but also varying impacts on local assets and service quality.

Let's look at the options in more detail:



Penrith City Council Special Rate Variation Community Survey – October 2015

Option to Reduce Service Levels

For this option, the existing SRV would expire, and there would be no replacement SRV. Residential rates would drop in the first year with the removal of the existing SRV, and in subsequent years rates would only increase by the State Government rate peg estimated at 2.4% to 3% per year. Over a four year period, this is a cumulative increase of 6.6% compared to your 2015-16 rates. Residential ratepayers who are currently paying an average of \$1,136 per year would pay \$19 more each year.

Under this option residents will see a decrease in asset maintenance and services offered by Council.

Council's current asset renewal backlog will also continue to grow. The current SRV provides funding for roads, buildings, public spaces and community programs, and without this SRV, roads and buildings will deteriorate, the frequency of public domain maintenance/street sweeping would be reduced, and the neighbourhood renewal program would decrease.

Q4a. How supportive are you of Council proceeding with this option? Prompt

- ☐ Very supportive
- ☐ Supportive
- ☐ Somewhat supportive
- ☐ Not very supportive
- ☐ Not at all supportive



Penrith City Council Special Rate Variation Community Survey – October 2015

Option to Maintain Service Levels

This option is a continuation of the existing Special Rate Variation, along with the annual State Government rate peg estimated at 2.4% to 3% per year. At the end of the four year period the Special Rate Variation would be incorporated into the ongoing base rate. Over the four year period this is a cumulative increase of 11.2% compared to your 2015-16 rates. Residential ratepayers who are currently paying an average of \$1,136 per year would pay \$32 more each year.

Under this option, Council would be able to maintain its current service and asset maintenance levels. However, Council's current building asset renewal backlog will continue to grow, and roads and buildings in the Council area will deteriorate. This will increase asset management costs in the medium to long term.

Q4b. How supportive are you of Council proceeding with this option? Prompt

- ☐ Very supportive
- ☐ Supportive
- ☐ Somewhat supportive
- ☐ Not very supportive
- ☐ Not at all supportive



Penrith City Council Special Rate Variation Community Survey – October 2015

Option to Improve Service Levels

This option includes a continuation of the existing Special Rate Variation, plus a new SRV of 2.4% per annum, along with the annual State Government rate peg estimated at 2.4% to 3% per year. At the end of the four year period the existing Special Rate Variation and the new 2.4% Special Rate Variation would be incorporated into the ongoing base rate.

Over the four year period this is a cumulative increase of 22% compared to your 2015-16 rates. Residential ratepayers who are currently paying an average of \$1,136 per year would pay \$63 more each year over this 4 year period.

Under this option, Council would be able to maintain its current service and asset maintenance levels – and it would be able to fund additional building asset renewal and deliver on our community expectations for expanded infrastructure. It would also allow Council to respond to growth, such as decked car parking in the City Centre, and enhanced and expanded facilities to cater for a Regional City. This option would also reduce medium to long term financial risk.

Q4c. How supportive are you of Council proceeding with this option? Prompt

- ☐ Very supportive
- ☐ Supportive
- ☐ Somewhat supportive
- ☐ Not very supportive
- ☐ Not at all supportive



Penrith City Council

Special Rate Variation Community Survey – October 2015

Q5a. I'd now like you to rank all three options in order of preference. Just to remind you, the three options are:

- **Reduce Service Levels:** Rates would increase by the State Government rate peg only, at an average rate of \$19 per year. Council's asset maintenance and service levels would decline, as would Council's asset renewal program
- **Maintain Service Levels:** Continuation of the current SRV plus the State Government rate peg. Average rate increase would be \$32 per year. Council would be able to maintain its current service and asset maintenance levels, but the asset renewal program would decline
- **Improve Service Levels:** Continuation of the current SRV, plus a new SRV, and the State government rate peg. Average rate increase would be \$63 per year. Council would be able to maintain its current service and asset maintenance levels, and fund additional renewal of assets

Which of the three options is your most preferred option? And which is your next most preferred option? Prompt

- ☐ Reduce Service Levels
- ☐ Maintain Service Levels
- ☐ Improve Service Levels

Q5b. Why is [first-ranked option] your most preferred option?

.....

Q6a. Prior to this call, were you aware that Council was exploring making an application for a Special Rate Variation?

- ☐ Yes
- ☐ No **(Go to Q6c)**
- ☐ Not sure **(Go to Q6c)**

Q6b. How were you informed of the Special Rate Variation? Prompt (MR)

- ☐ Brochure/flyer in the mail
- ☐ Newspaper advertisement
- ☐ Radio broadcasting
- ☐ Public information session
- ☐ Face to face consultation
- ☐ Other (please specify).....



Penrith City Council Special Rate Variation Community Survey – October 2015

Q6c. Council recently distributed a brochure to all households in the Penrith LGA that explained the Special Rate Variation options – you may have received it with your rates instalment or as a separate item in the mail. Do you remember seeing that brochure?

- ☐ Yes
- ☐ No
- ☐ Not sure

Demographics

The following information is used for demographic purposes only.

Q7. Please stop me when I read out your age bracket. Prompt

- ☐ 18–34
- ☐ 35–49
- ☐ 50–64
- ☐ 65+

Q8. Which of the following best describes the house where you are currently living? Prompt

- ☐ I/We own/are currently buying this property
- ☐ I/We currently rent this property

Q9. Gender by voice:

- ☐ Male
- ☐ Female



Penrith City Council Special Rate Variation Community Survey – October 2015

Q10a. Council is developing a community consultation register – would you be willing to register your interest with Council for future consultation activities?

☐ Yes

☐ No **(Go to end)**

Q10b. Could I please have some contact details? Note that while these will be supplied to Council, they will be kept entirely separate from your responses to this survey.

First name:

Surname:

Email:

Preferred telephone (mobile/landline):

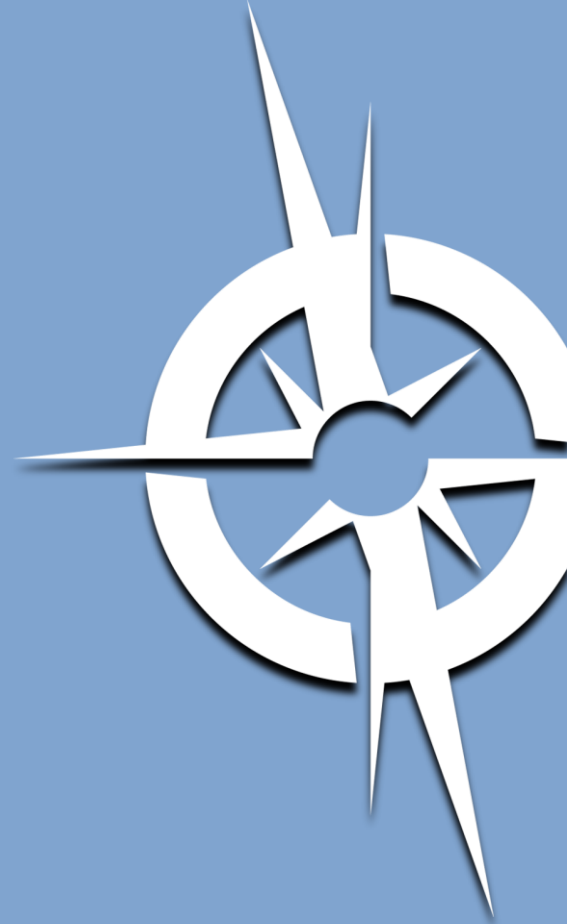
Address (optional - each to be in separate fields)

Street:

Suburb:

Postcode:

To find out more information about the City of Penrith's policies and Special Rate Variation proposal, please contact 4732 8551.



Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: www.micromex.com.au

Email: stu@micromex.com.au

ATTACHMENT 6B
COMMUNITY PANEL REPORT
'THE CITY WE WANT'



PENRITH COMMUNITY PANEL: **THE CITY WE WANT**





The Community Panel recognises and acknowledges the current efforts and initiatives undertaken by Penrith City Council which have been highlighted throughout this consultation process.

Many of these initiatives, while implemented, have not been known by many of the Community Panel (who represents a diverse Community demographic). As such we recommend increased promotion via effective communication to the residents of Penrith City to ensure the residents and rate payers of Penrith Local Government Area are aware of the work the Council is achieving. We also encourage Penrith City Council to better celebrate their achievements among the broader Community, in addition to improving the advertising of Penrith as a city as the place to be.

The Community Panel wishes to note that we have made recommendations in good faith for Council to implement to the best of their ability and control.

We would also encourage Penrith City Council to maintain a Community Panel as part of the broader Community consultation process to encourage Community involvement in event planning and business initiatives.



newDEMOCRACY



CONTENTS

Criteria.....	5
Getting Around the City.....	7
Health and Community Spirit.....	12
Income and Expenditure.....	19
Jobs Close to Home.....	22
Our Environment.....	25
Planning for Future Growth.....	30
Safe and Vibrant Places.....	33



CRITERIA

Guiding Principles for our recommendations:-

- Must be within Council's control
- Must be specific, measurable, achievable, relevant, timely, innovative and enterprising

Our specific criteria for deciding on recommendations:

- Should provide broad direct benefit or benefit indirectly the majority of the Community
- Should be cost effective: not necessarily the least cost; should not overburden Council with debt; the funding requirements should be specified; the values should outweigh the investment
- Should be sustainable: environmental, social and economics; it should provide for current generation without disadvantaging future generations
- Should be mindful of future needs and be able to be expanded on while keeping it unique
- Should be aligned with recognized Community strategic direction for Penrith LGA

Our prioritization tools:

- Prioritise areas where there is a lack of service to fulfill short and long terms needs of the Community





GETTING AROUND THE CITY



ADVOCACY

Regional Roads	Upgrade for Mulgoa Road, The Northern Road and Mamre Road
Airport Rail	Community supports the Airport subject to a rail line connection – the South West Rail Link to the North West Rail Link via Badgerys Creek Airport and St Marys
Station Parking	Advocate increased multi deck parking for St Marys, Kingswood, Penrith and Emu Plains Stations
Local Bus Service	Advocate increase in local bus services between suburbs and the CBD
M4 Widening	Ensure the M4 has a minimum of 4 lanes in both directions for the full length of the Motorway
Rail	Western Line – duplication of train line between St Marys and Penrith
Registration of bicycles	Advocate to State Government for a system of bicycle registration that has as its intention being Community safety

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
CBD Parking	Multi storey parking at Judges Place and Soper Place	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More	0-10 years	Section 94 Development contributions
Street Parking	Increased patrols of on street parking in CBD to ensure fast turnover of vehicles Make allowances for dedicated Loading Zones in CBD areas	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Increase	Immediate	Existing Resources

Green Loop Bus	Reinstate the Green Loop Bus to service key locations to be determined through Community consultation	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add and more	0-10 years	Advertising on bus and bus stops plus rates or Government grant
Cycle Ways	Investigate further bike path opportunities Introduce a bike hire service Increase bike parking stations and before and after facilities Undertake educational activities and install signage to promote safe cycling around pedestrian zones	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More Add Add	15 years	Fee for use
Local Roads	Mandate minimum quality standards (establish a warranty for work) in all road maintenance and repair works with strict compensation for faulty work Investigate the cost and impact of one way roads throughout the CBD areas, specifically Henry and Jane Streets to achieve better flow	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction	Maintain	ongoing	Nil cost
Car Share	Provision of car share spaces	<input type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective	Add	5 - 10 years	Funded by provider

		<input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction			
Local Bus Shelters	All bus stops with cover and solar lighting	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction	More	0-5 years	Paid by advertising



Health and Community Spirit



ADVOCACY

Homelessness and affordable housing	State policy to mandate minimum 25% affordable housing
Domestic violence and other social issues	Advocate for increased support for local shelters
Cultural Heritage	Legislation to include minimum maintenance of standards for local heritage items
Community Health Services	Help expand options for 24 hour GP services
Community Health Services	Increase advocacy of vaccinations and awareness of their importance in the Community.

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Homelessness and affordable housing	<p>Council policy minimum 25% affordable housing for developments over 8 dwelling units</p> <p>Investigate partnerships with and incentives for, developers and investors to provide affordable housing</p> <p>Expand medium density zonings to increase housing</p> <p>Modify controls to increase terrace style housing</p>	<p><input checked="" type="checkbox"/> Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/> Cost effective</p> <p><input checked="" type="checkbox"/> Sustainability</p> <p><input checked="" type="checkbox"/> Vision</p> <p><input checked="" type="checkbox"/> Community Strategic Direction</p>	Review	Immediate	Developers and Investors

Cultural Heritage	<p>Increase local heritage grants (ie maintenance for local items)</p> <p>Increase funds/support for interpretive signage</p> <p>Dedicated heritage expert on staff (ie heritage advice, promote tourism)</p> <p>Establish and promote listing of state and local heritage items</p> <p>Encourage and promote broad membership of Council's Heritage Committee</p>	<p><input checked="" type="checkbox"/> Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/> Cost effective</p> <p><input checked="" type="checkbox"/> Sustainability</p> <p><input checked="" type="checkbox"/> Vision</p> <p><input checked="" type="checkbox"/> Community Strategic Direction</p>	More	Now	<p>Private developer or owners of the property, State or Federal Government grants</p> <p>Destination NSW</p>
Knowledge and innovation (including childcare)	<p>Re-evaluate and increase use of Library services including digital technology (ie digital hubs and even consider a modern café within the Library).</p> <p>Access to study space, modern hub, internet cafe</p> <p>Partner with WSU to create book borrowing and services network</p> <p>Advocate for more pre-schools in local primary schools</p>	<p><input checked="" type="checkbox"/> Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/> Cost effective</p> <p><input checked="" type="checkbox"/> Sustainability</p> <p><input checked="" type="checkbox"/> Vision</p> <p><input checked="" type="checkbox"/> Community Strategic Direction</p>	Add	Consider for future	<p>Cafe can self fund</p> <p>Asset already owned</p>

Aged care and welfare	<p>Council to maintain use of Community Halls as aged care Community hubs</p> <p>Work with Rotary groups to help provide additional services or options</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction	Maintain	Ongoing	Possibly minimal cost as it's likely there are already other events or services available – may simply be advertising
Community gardens and greening	<p>Convert under used or pocket parks into Community gardens (central area in neighbourhood):</p> <p>Sponsors eg Bunnings Small members fee Council to provide basic materials Utilise "Community service" to maintain Locals/neighbours to maintain, grow vegetables etc</p> <p>Council to establish guidelines around suitable planting on nature strips (ie native, height, drought resistant etc) to enable planting without Council involvement</p> <p>Increase tree plantings in parks and reserves to provide natural shade as per the Greening the City Strategy</p>	<input type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction	Review	Immediate	<p>Donations</p> <p>Community service</p> <p>Volunteers</p> <p>Community Groups</p>

	<p>Plant appropriate native trees and shrubs on roadside / median strips leading into Penrith LGA and main roads within it (eg Mulgoa Road and the Northern Road)</p> <p>Tree planting and water features (eg misting facilities)</p>				
Community health and fitness	<p>Expand running tracks through parks and suburbs and increase publicly available outdoor gym equipment</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction	More	Progressive	None required to funding from rates / grants / local groups
Community events/activities	<p>Review all parks and sporting fields for usage: Establish network or multi-use or dual purpose Identify specific areas for upgrade eg Werrington Lakes</p> <p>Incorporate increased relevant activities for aged/ people with disability in Community events</p> <p>Recognise, participate in and promote Heritage Week (NSW) events</p>		Add and review	Within next 5 years	<p>Potential sponsorships</p> <p>Work with Community groups such as sporting teams using the park/facilities</p> <p>Grants</p> <p>Rates</p> <p>Certain events can self fund themselves through entry fees</p>

	<p>including Heritage open house, local history tours/talks around LGA</p> <p>Multicultural festivals similar to Parramasala to be held in and around LGA. Expand on Penrith Show (Penrith Festival)</p> <p>Utilise river for more regular activities (ie weekly growers market of a substantial scale and seasonal activities such as Christmas Carols)</p> <p>Utilise sponsorship by the local Community to build and upgrade sporting facilities</p> <p>Encourage more free events and activities Regular farmers and boutique markets (eg Windsor Riverside Markets)</p> <p>Grow Penrith Market to include weekends and more emphasis on arts and crafts (avoid flea market)</p> <p>Chalk the Walk event, which is where people pay</p>				(Chalk the Walk, river boating etc)
--	---	--	--	--	--

	\$10 for some chalk and then get to colour/draw on a section of pathway				
Heritage	Greater standards of maintenance for local heritage items		Review	Future	Minimal cost – mostly changes to specific Council by-laws or development applications





Income and Expenditure

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME
Reduce allocated Council bulky pickups from 4 to 2 collections per year if a reduction in collection creates a cost saving	Reduce allocated pickups from 4 to 2 with additional pickups to be on a user pays basis to generate income Voucher codes on rates, request online	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now
Reduce street sweeping frequency	Prioritise the areas that need street sweeping and review annually	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now
Utilise TAFE and University student services for catering, landscaping, IT etc	Lead by example. Setting the tone. Use students for special projects, ie setting up Adventure Capital website: internships	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	5 years
Increase property portfolio and utilise vacant land	Redeveloped Heritage sites to become venues / conference facilities 99 year lease arrangements on vacant land	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	10 years
Scrap plans that double up on services already provided by other businesses such as free Wi-Fi	Private enterprise already provides Wi-Fi, doing this does not encourage usage of certain venues	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now

Council structure	Review Council staff structure to identify any possible cost savings	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now
Sponsorships	Implement programs with local sporting clubs so that field sponsorship can be bought by local businesses to pay for field upgrades Work with event organisers for sponsorship with local and bigger businesses	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Now
Maintenance of Council facilities	Investigate use of volunteer work opportunities to maintain Council facilities (eg engage with local business to act as volunteers as a team building exercise)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	Now
Before and after school care	Council to tender to operate care facilities at Government primary schools	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	5 years
Local cemetery	Council to investigate new release land for a cemetery and/or expand existing cemetery (eg Castlereagh) to generate income Investigate avenues to minimise or decrease maintenance/operational costs	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	5 years
Energy efficiency for Council facilities	Consider alternative energy sources (eg install solar panels and energy efficient lighting)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	5 years



Jobs Close to Home

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Market, advocate and approve development for business park (Jordan Springs, Ropes Crossing, central precinct)	Promote as energy efficient, technological advanced (technology –NBN) Mix of commercial / business / accommodation	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add or maintain at a high quality	Medium to long term	Partner with developers
Increase traineeships and work experience opportunities	Create, expand and promote opportunities through links with local businesses, education providers, Centrelink and Courts to provide opportunities for students to gain practical work experience	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More	Short term	Business
Support marketing campaign around attracting businesses here	Support Council's New West Strategy to promote Penrith as a place to do business (eg city tours, case studies, brochures, websites)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Short and ongoing	Business rates
Promote Penrith / Hawkesbury as "Food Bowl" of Sydney	Partner with local councils to promote the area's agricultural products and industry (eg Hawkesbury Harvest and Farm Gate Trail) Encourage growth of existing agricultural business by maintaining rural zoning	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Short term	No cost associated, local producer to become involved



**LIVE
GREEN**

Our Environment



ADVOCACY

Green Bridge needs to be prioritised	Advocate for completion of Green Bridge within planned timeframe.
Boat Ramp	Current boat ramp is sufficient. Council to balance the promotion of the River with effective regulation of boat usage noting capacity and the environmental sustainability of the River.

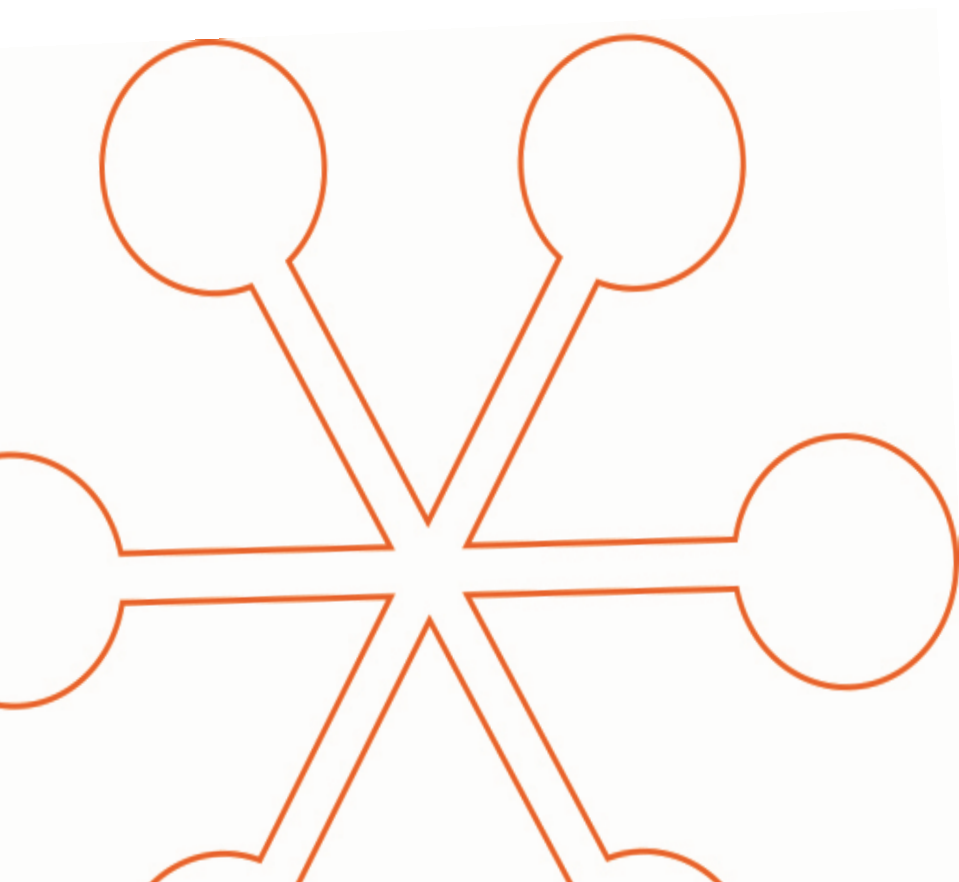
FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
The Nepean River	<p>Spread out activities across the whole riverbank area with added facilities (eg BBQs, seating, bins, dog litter facilities, permanent shaded/weatherproof areas, bubblers and exercise equipment) on both sides of the river.</p> <p>Consider permits for food trucks/ pop up cafes along river reserves.</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More and maintain	0 – 2 years	Rates and permits
Nepean River banks	<p>Utilise volunteers groups (eg high schools, Centrelink, Community service orders) to remove invasive weeds and replace with appropriate vegetation.</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More	Immediate	Pays for itself

Water play area for children	Multiple free water play areas across the city's suburbs (splash pads) e.g. Robinson Park, Jamisontown, St Clair, Cranebrook, South Penrith, Emu Plains side of the river to even out where people spend time.	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add	0 – 2 years	Rates or other other revenue
Centrally located stage for Community events in River precinct	Assess the feasibility of constructing a permanent facility on a cost neutral basis	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add	0 – 2 years	Rates
Information Centre	<p>Council to investigate the development of a centrally co-located tourist information facility at existing location/attraction (accessible 7 days per week), supported by appropriate signage directing drivers from M4 motorway</p> <p>Council to increase online tourist information presence.</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	High	Short Term	In conjunction with a private developer
Replace bins in CBD with closed lid recycling options	Review and implement a cleaner option to ensure rubbish remains in bins, and includes recycling options in line with sustainability plans in cleaning up of the city	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Short term (low priority)	Rates

Night time economy for High Street	Investigate possibility of widening of footpaths to accommodate outdoor seating. Council to provide permits for outdoor dining along High Street. Utilise current pop up parks and improve dining/ night time economy in high street area	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Medium	Rates and fees
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Planning for Future Growth



ADVOCACY

Transport	Continue advocacy for State and city growth, including M9 motorway and rail				
Badgerys Creek Airport	Advocate for supporting services and infrastructure to accompany construction of Airport. Advocate for local economic development leveraging off construction of the Airport.				
FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Identify / rezone for jobs growth	Council to review its current employment land strategy to identify further land for expansion (eg business park on Forrester Road St Marys, new business parks at Erskine Park)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add	0 – 2 years	Existing resources
Tourism Accommodation	Promote and facilitate a variety of accommodation options, including caravan parks	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add	0 – 5 years	Existing resources and partnerships
Housing	Provision of medium and high density housing within CBD locations close to infrastructure and services Investigate options for use of transportable homes in residential parks to supplement traditional housing types	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add	5 – 10 years	Existing resources



Safe and Vibrant Places



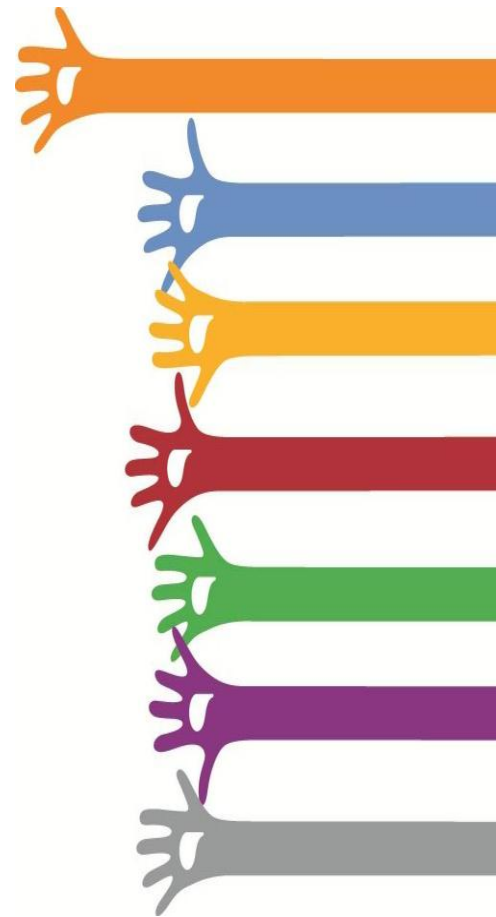
FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Street lighting	Review street lighting across the LGA to determine where additional lighting is needed	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More and review	0 – 2 years	Rates
CCTV	Install CCTV cameras for general public protection to act as a deterrent for crime and public safety rather than just protecting Council property	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	0 – 2 years	Incentives for businesses to install their own CCTV
Promote and support public art	Engage with Community Groups and educational institutions to display artworks in Council buildings and public spaces by putting together a yearly schedule with time frames of exhibits	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Maintain and add	0 – 5 years	Rates



THANK YOU

The members of the Community Panel wish to acknowledge and thank Penrith City Council for their willingness to share information requested as part of the recommendation deliberations and for supporting a system of transparency.

The Panel also wishes to extend their thanks to newDemocracy for their assistance and facilitation efforts during this consultation process – their guidance has assisted the Panel in gaining consensus on recommendations outlined in this Report.



9 Penrith City Community Panel**Compiled by:** Tanya Jackson, Corporate Planning Coordinator**Authorised by:** Andrew Moore, Financial Services Manager

Outcome	<i>We have confidence in our Council</i>
Strategy	<i>Provide opportunities for our community to participate in making decisions about the City's future</i>
Service Activity	<i>Manage Council's corporate planning and engagement program</i>

Executive Summary

Council has pursued an exciting and innovative new direction in deliberative democracy with the formation of a Community Panel comprising everyday people to help shape the City's future. The Penrith region is changing and so are our communities. These changes bring new opportunities, but also challenges.

A Community Panel made up of 34 randomly selected community members met over six Saturdays, between September and December to advise Council on: *What local services and infrastructure do we need in Penrith? Which should we do and to what level of quality - and how should we pay for it?* The recommendations of the Community Panel broadly express satisfaction with Council's services and the strategic direction for the City. The Community Panel's Report - 'The City We Want' is attached to this report.

Background

In September 2014 the NSW State Government launched a reform package for all Councils in NSW - '*Fit for the Future*'. To respond to this proposal Councils must demonstrate that they are financially sound, operating efficiently and in a strong position to guide community growth and deliver quality services. An important component of this reform is engagement with the community on Council's performance and determining the community's expectations of services.

Councillors were briefed ahead of the decision to work with the New Democracy Foundation (NDF) to undertake community engagement using a deliberative style forum of a community panel. NDF are a non-partisan, non-issue based research organisation exploring less adversarial and more representative modes of public decision making.

The Community Panel approach formed part of our community engagement program in response to '*Fit for the Future*'. Feedback from the Community Panel will also guide our next Community Strategic Plan and Delivery Program.

Process

Invitations were sent by NDF to over 5,000 residents inviting them to participate on the Community Panel. Based on Penrith's population catchment and profile, a randomly selected panel of 34 people was established to consider the question:

What local services and infrastructure do we need in Penrith?

Like every local government Penrith City Council has more things to spend money on than we can afford. The Council's 2015-16 budget is \$237 million and we have

identified over \$298 million of future infrastructure needs, over the medium to long term, that will require funding from other sources.

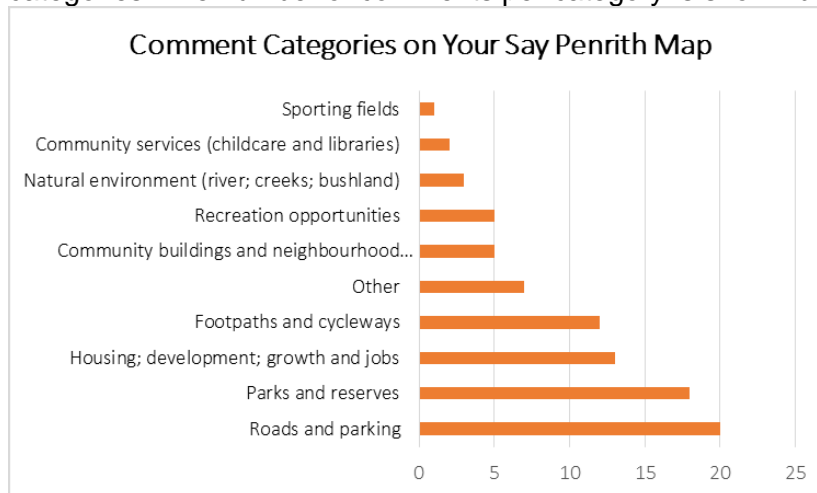
Which should we do and to what level of quality - and how should we pay for it?

The Community Panel met for six full Saturdays between September and December 2015. The meetings were facilitated by Georgina Inwood of NDF and Grace Leotta of *Affirm* Organizational Development and Training. The meetings were open to the public and some additional community members attended meetings. Councillors were invited to attend Panel Sessions on Day 2 and Day 6.

An information package was prepared for the Panel providing an overview of Council services, infrastructure and assets as well as the financial context and challenges facing the organisation as the City grows and our communities change. The information package, together with updates to keep the community informed about the process were available on Council's engagement portal: www.yoursaypenrith.com.au/community-panel.

The broader community was also invited to be part of the process and make a submission for the Community Panel's consideration. The following ways to provide input were used:

1. An interactive map was made available on Council's online engagement site www.yoursaypenrith.com.au/community-panel where residents could mark on a map what they liked or would like improved in their suburb. This mapping tool was promoted in local newspapers and on Council's social media. Council received almost 90 comments from around 30 individuals which were categorised under ten categories. The number of comments per category is shown below.



2. Social media: The Penrith Press and Council posted information about the Community Panel on their Facebook pages, and invited residents and community members to provide feedback on what they would like to see in the Penrith area. In response over 60 comments were received covering a range of issues such as improving parking and roads, infrastructure and service delivery, improving parks and reserves, activating the Nepean River and Penrith Lakes, valuing and recognising heritage and art, and revitalising Penrith/High Street.
3. Community Information Sessions: Invitations were sent to over 590 community groups to attend two stakeholder information sessions held at Penrith Council offices on Thursday 13 August to explain in more detail how the process works, to answer questions and advise how to make a submission to the Panel.

Fourteen (14) community submissions were received. All submissions were considered by the Panel as part of their deliberations and made publicly available at www.yoursaypenrith.com.au/community-panel.

Outcomes

The Community Panel were highly engaged during the process and requested additional information on more than 70 points covering topics including economic development, planning, advocacy, growth, transport and parking. Prior to making their recommendations the Community Panel developed the following principles and criteria for making decisions:

Guiding Principles for our recommendations:

- *Must be within Council's control*
- *Must be specific, measurable, achievable, relevant, timely, innovative and enterprising*

Our specific criteria for deciding on recommendations:

- *Should provide broad direct benefit or benefit indirectly the majority of the Community*
- *Should be cost effective: not necessarily the least cost; should not overburden Council with debt; the funding requirements should be specified; the values should outweigh the investment;*
- *Should be sustainable: environmental, social and economics; it should provide for current generation without disadvantaging future generations*
- *Should be mindful of future needs and be able to be expanded while keeping it unique*
- *Should be aligned with recognised Community strategic direction for Penrith LGA.*

Our prioritisation tools:

- *Prioritise areas where there is a lack of service to fulfil short and long terms needs of the Community*

The Community Panel's recommendations outline 16 areas for advocacy and 43 areas of focus which are detailed in the attached report and summarised below.

Outcome	Advocacy	Focus Area
Getting around the City	Regional roads, airport rail, station parking, local bus service, M4 widening, rail, registration of bicycles	CBD parking, street parking, green loop bus, cycleways, local roads, car share, local bus shelters
Health and community spirit	Homelessness and affordable housing, domestic violence and other social issues, cultural heritage, community health services	Homelessness and affordable housing, cultural heritage, knowledge and innovation (including childcare), aged care and welfare, community gardens and greening, community health and fitness, community events/activities, heritage
Income and expenditure		Reduce allocated Council bulky pickups from 4 to 2 per year, reduce street sweeping frequency, utilise TAFE and

Outcome	Advocacy	Focus Area
		University student services for catering, landscaping etc, increase property portfolio and utilise vacant land, scrap plans that double up on services provided by other businesses, Council structure, sponsorships, maintenance of Council facilities, before and after school care, local cemetery, energy efficiency for Council facilities
Jobs close to home		Market, advocate and approve development for business park, increase traineeships and work experience opportunities, support marketing campaigns around attracting business here, promote Penrith/Hawkesbury as "Food Bowl" of Sydney
Live Green Our Environment	Green bridge, boat ramp	The Nepean River and banks, water play area for children, centrally located stage for community events in River precinct, information centre, replace bins in CBD with closed lid recycling options, night time economy for High Street
Planning for future growth	Transport, Badgery's Creek Airport	Identity/rezone for jobs growth, tourism accommodation, housing
Safe and Vibrant Places		Street lighting, CCTV, and promote and support public art

The recommendations of the Community Panel broadly express satisfaction with Council's services and the strategic direction for the City.

Conclusion

The time and dedication Panel members committed to the process was significant. The feedback gained from Community Panel has provided valuable information about the issues and priorities that are important to our community. The recommendations of the Community Panel report confirm Council's strategic direction for the City and delivers on our program of community engagement for *'Fit for the Future'*. It is recommended that the Community Panel report is made available on Council's website and that it is considered in the development of the next Community Plan and Delivery Program.

RECOMMENDATION

That:

1. The information contained in the report on Penrith City Community Panel be received
2. The Community Panel report – 'The City We Want' is made available on Council's website.

ATTACHMENTS/APPENDICES

1. Penrith Community Panel: The City We Want 38 Pages Attachments Included