



## ATTACHMENT 15

Community Survey Results:  
2009-2014

Blue Mountains City Council

# **COMMUNITY SURVEY RESULTS**

## **2009-2014**

### ***Based on Quadrant and Gap Analysis***

*This information is based on the Blue Mountains City Council Community Survey reports prepared by IRIS Research. Copies of Community Survey reports can be found on the Councils' website at <http://www.bmcc.nsw.gov.au/yourcommunity/communitysurvey/>.*

# The Community Survey

Blue Mountains City Council commissions IRIS Research to conduct a telephone survey of residents of the Blue Mountains Council area to assess community satisfaction with Council service delivery, as well as to better understand what the community considers to be the most important priorities for Council action and funding. These surveys have been undertaken since 2000.

## Understanding Quadrant Analysis and Gap Analysis

The following tables present community satisfaction results for each service area from 2009-2014. The tables are based on two types of analysis – quadrant analysis and gap analysis, which are described below. To interpret the colour-coding, refer to the tables below.

### Quadrant Analysis

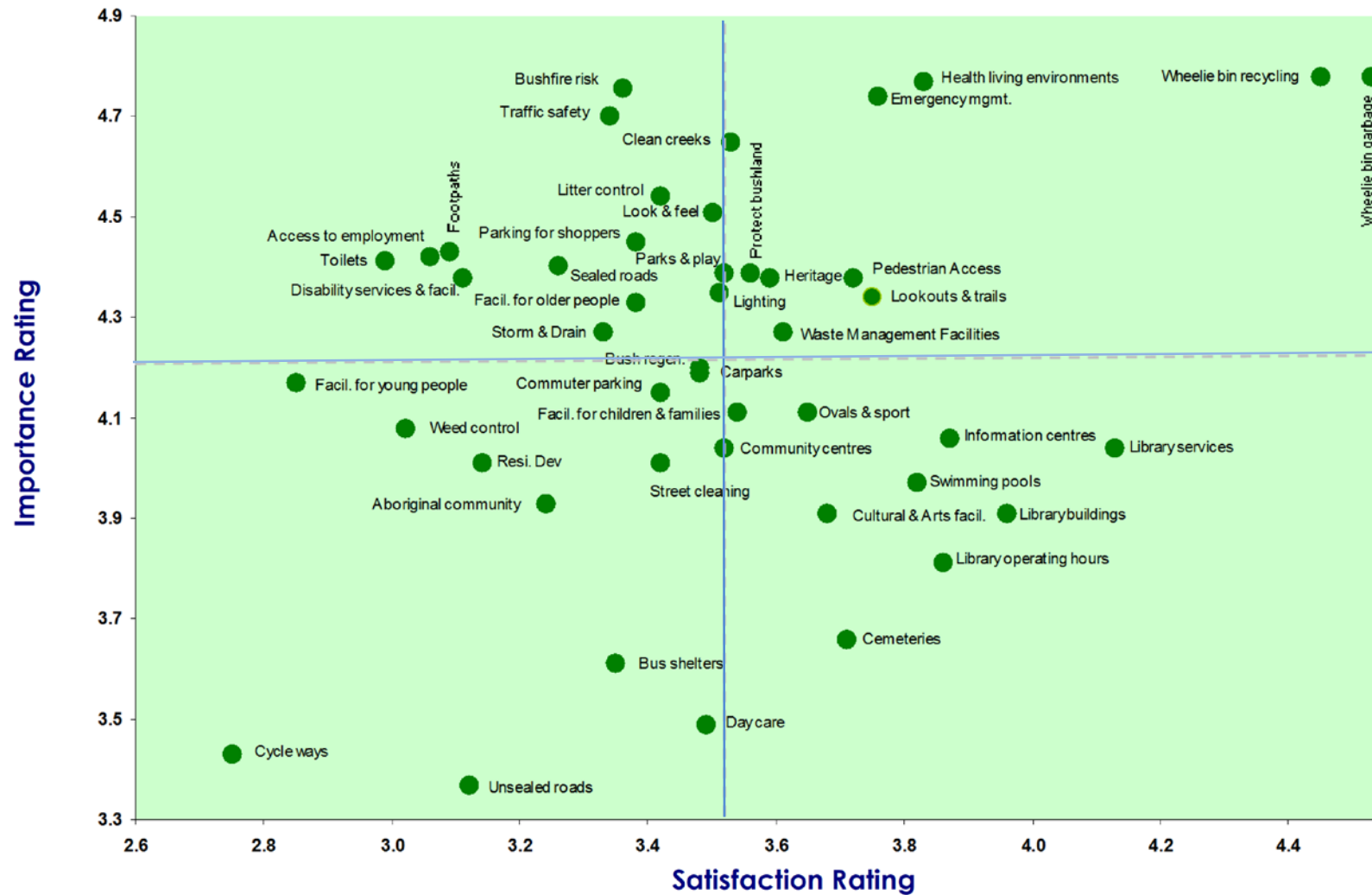
Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services, combined mean importance and satisfaction scores were calculated for the entire set of Council service activities and facilities.

### Key to quadrant analysis results

<b>Service Performance Measured by Quadrant Analysis</b>	
<b>Quadrant 1 – High Importance &amp; High Satisfaction - Council's Service Strength</b>	Residents place great importance on this service and are highly satisfied with Council's service delivery (Quadrant 1)
<b>Quadrant 4 – Low Importance &amp; High Satisfaction - Council's service delivery is exceeding expectations</b>	Residents place relatively lower importance on this service and are highly satisfied with Council's service delivery (Quadrant 4)
<b>Quadrant 3 – Low Importance &amp; Low Satisfaction - Lower priority service</b>	Residents place relatively lower importance on this service and are less satisfied with Council's service delivery (Quadrant 3)
<b>Quadrant 2 – High Importance &amp; Low Satisfaction Council's service delivery is not living up to resident expectations</b>	Residents place great importance on this service but Council's service delivery is not meeting expectations (Quadrant 2)

An example of how annual results are presented in a quadrant, are presented in the figure below.

**Example of quadrant analysis results for a single year - 2014**



## Gap Analysis

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis is used as the second component in analysing the results. Gap measures were calculated by subtracting the mean importance score from the mean satisfaction score for each attribute. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations.***

Statistical testing was used to help categorise services as high, medium and lower priority for improvement. Those services with a gap score that was found to be significantly above the overall mean gap score ( $\mu=0.8529$ ) were given top priority (i.e. a rating of 1). Services with a gap score statistically equal to the overall mean gap score were given second priority (rating of 2). Services with a gap score that was found to be significantly below the overall mean gap score were given third priority (rating of 3).

### Key to gap analysis results

Service Performance Measured by Gap Analysis	
Priority 3 – Resident expectations are closest to being met	Gap between Importance and Satisfaction is less than average gap
Priority 2 – Resident expectations are not quite being met	Gap between Importance and Satisfaction is same as average gap
Priority 1 - Resident expectations are furthest from being met	Gap between Importance and Satisfaction is greater than average gap

Community Survey Results – Quadrant and Gap Analysis – 2009-2014

COMMUNITY SURVEY OF RESIDENT SATISFACTION WITH COUNCIL SERVICE DELIVERY RESULTS												
Looking After Environment	Quadrant Results						Gap Results					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
<b>Natural Environment Service</b>												
Protection of natural bushland												
Clean creeks & waterways												
Bush regeneration												
Weed control												
<b>Waste Resource Management Service</b>												
Wheelie bin garbage collection												
Wheelie bin recycling service												
Construction materials recovery & recycling service					na	na					na	na
Annual bulky waste pick up					na	na					na	na
Kerbside chipping of green waste					na	na					na	na
Operation of Council's Waste management facilities	-						-					
<b>Water Resource Management Service</b>												
Stormwater and drainage	-						-					

	COMMUNITY SURVEY OF RESIDENT SATISFACTION WITH COUNCIL SERVICE DELIVERY RESULTS											
Using Land - Built Environment	Quadrant Results						Gap Results					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
<b>Land Use Management service</b>												
The quality of new residential development												
Protection of heritage values & buildings												
<b>Town Centres Service</b>												
Town centre & village atmosphere						na						na
Atmosphere, look and feel of towns and villages	na	na	na	na			na	na	na	na		
Public toilets in towns and villages												
Litter control												
Street cleaning												
Parking for shoppers												
<b>Burial &amp; Ashes Placement Service</b>												
Cemeteries & ashes placement sites	-						-					

Moving Around - Built Environment	COMMUNITY SURVEY OF RESIDENT SATISFACTION WITH COUNCIL SERVICE DELIVERY RESULTS											
	Quadrant Results						Gap Results					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
<b>Transport and Public Access Service</b>												
Sealed roads	Red	Green	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Unsealed roads	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green
Bus shelters	Light Green	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green	Green
Pedestrian access generally around shopping centres & community facilities	Green	Green	Green	Green	Green	Green	Yellow	Green	Red	Yellow	Yellow	Green
Lighting of public areas	Red	Green	Red	Red	Red	Red	Red	Red	Red	Red	Red	Yellow
Footpaths	Green	Red	Red	Red	Red	Red	Yellow	Red	Red	Red	Red	Red
Cycle ways	-	Light Green	Light Green	Yellow	Yellow	Yellow	Yellow	Red	Yellow	Red	Yellow	Yellow
Car parks	-	Green	Red	Yellow	Yellow	Yellow	Yellow	Red	Red	Red	Yellow	Yellow
Commuter parking	Light Green	Yellow	Light Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Traffic safety for pedestrians & vehicles	-	Green	Green	Red	Red	Red	Red	Red	Red	Red	Red	Red



	COMMUNITY SURVEY OF RESIDENT SATISFACTION WITH COUNCIL SERVICE DELIVERY RESULTS											
Looking After People - Social	Quadrant Results						Gap Results					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
<b>Family Day Care Service</b>												
Family day care services					na						na	
<b>Emergency Management Service</b>												
Protection from bush fires & emergencies	-				na	na	-				na	na
Rural fire service & SES buildings	-				na	na	-				na	na
Managing the bushfire risk on Council land	na	na	na	na			na	na	na	na		
Planning for & supporting emergency management for the City	na	na	na	na			na	na	na	na		
<b>Community Development Service</b>												
Services & facilities for children & families												
Services that support the local Aboriginal community	na	na	na	na			na	na	na	na		
Services & facilities for young people												
Services & facilities for older people												
Facilities & services for people with a disability												
Community centres & community halls												

		COMMUNITY SURVEY OF RESIDENT SATISFACTION WITH COUNCIL SERVICE DELIVERY RESULTS											
Looking After People - Social		Quadrant Results						Gap Results					
		2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
<b>Sport and Recreation Service</b>													
Ovals & sporting grounds													
Swimming pools													
Parks & playgrounds													
Council lookouts & walking													
<b>Environmental Health and Regulatory Compliance Service</b>													
Clean, safe & healthy living environments	-							-					
<b>Library and Information Service</b>													
Library services													
Hours of operation of the library service													
Library buildings	-			na				-			na		
<b>Cultural Development Service</b>													
Cultural & arts facilities													

	COMMUNITY SURVEY OF RESIDENT SATISFACTION WITH COUNCIL SERVICE DELIVERY RESULTS											
Sustainable Economy	Quadrant Results						Gap Results					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
<b>Economic Development Service</b>												
Access to local employment												
<b>Tourism Service</b>												
Tourism promotion					na	na					na	na
Visitor information centres	-						-					

## Making the Blue Mountains A Better Place - City-wide and Local Priorities

In some years, the Council conducts an extended “comprehensive” survey, that asks residents about the top issues of concern in relation to your local neighbourhood and then relative to the whole City. The results related to these questions, are presented in the table below.

	Top 5 issues of concern in the local neighbourhood	Top 5 issues of concern in the overall City
<b>2014</b>	<ol style="list-style-type: none"> <li>1. Footpaths / kerb &amp; guttering / guttering</li> <li>2. Bushfire prevention, recovery, impact</li> <li>3. Roads, streets</li> <li>4. Traffic safety</li> <li>5. Traffic congestion / management</li> </ol>	<ol style="list-style-type: none"> <li>1. Great Western Highway, road works, roads</li> <li>2. Bushfire protection, preparedness, recovery</li> <li>3. Traffic management / safety</li> <li>4. Environment / sustainability</li> <li>5. Development / planning</li> </ol>
<b>2013</b>	<ol style="list-style-type: none"> <li>1. Footpaths / kerb &amp; guttering / cycleways</li> <li>2. Fix roads</li> <li>3. Safety at night, community safety</li> <li>4. Youth facilities</li> <li>5. Bushfire prevention</li> </ol>	<ol style="list-style-type: none"> <li>1. Fix roads</li> <li>2. Public transport</li> <li>3. Traffic management</li> <li>4. Development / planning</li> <li>5. Improve facilities / activities</li> </ol>
<b>2012</b>	<ol style="list-style-type: none"> <li>1. Roads / kerb &amp; guttering / footpaths</li> <li>2. Traffic/congestion/access</li> <li>3. Development/residential/commercial</li> <li>4. Facilities/amenities/Council services</li> <li>5. Grafitti/vandalism/anit social behaviour</li> </ol>	<ol style="list-style-type: none"> <li>1. Roads</li> <li>2. Traffic</li> <li>3. Public transport</li> <li>4. Development</li> <li>5. Youth services</li> </ol>
<b>2010</b>	<ol style="list-style-type: none"> <li>1. Road maintenance / upgrades / kerb &amp; guttering / footpaths</li> <li>2. Backburning / fire prevention</li> <li>3. Beautification / maintenance &amp; cleanliness of facilities</li> <li>4. More parking</li> <li>5. Developments to retain village atmosphere / controlled developments</li> </ol>	<ol style="list-style-type: none"> <li>1. Road maintenance / upgrades / kerb &amp; guttering / footpaths</li> <li>2. Backburning / fire prevention measures</li> <li>3. Development to retain village atmosphere / controlled developments</li> <li>4. Attracting tourism</li> <li>5. The environment</li> </ol>