



# City of Ryde Council Community Research

September 2013

Report prepared for:



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# Table of Contents

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## Introduction

Background & Methodology	1
Sample Profile	3
Key Findings	4
Summary of Critical Outcomes	16
Summary & Recommendations	17

## Results

### **Section A – Importance of, and Satisfaction with, Council Services and Facilities** **18**

Infrastructure	20
Waste Management	25
Public Facilities	29
Community Programs	33
Environmental Issues	37
Planning & Regulatory Services	41
Council's Leadership & Management	45
Overall satisfaction with Council's performance	49
Improving satisfaction with Council's performance	51

### **Section B – The Future of Ryde**

Key challenge facing Ryde in the next 10 years	52
Top priority for Council to focus on in the next 4 years	53

### **Section C – Long Term Resourcing Strategy**

Support for prompted options	55
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## Appendices

A. Data and Correlation Tables	60
B. Questionnaire	

## Background and Methodology

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City of Ryde Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance
- To understand and measure community response to a series of long term Council resourcing options

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

### Questionnaire

Micromex Research, together with City of Ryde Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

### Data collection

The survey was conducted during the period 7<sup>th</sup> to 12<sup>th</sup> September 2013 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

### Survey area

City of Ryde Council Local Government Area.

### Sample selection and error

The sample consisted of a total of 450 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 450 residents provides a maximum sampling error of plus or minus 4.6% at 95% confidence.

The sample was weighted by age to reflect the 2011 ABS Census data.

### Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

### Prequalification

Participants in this survey were pre-qualified as not having an immediate family member working for City of Ryde Council.

# Background and Methodology

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## Data analysis

The data within this report was analysed using SPSS and Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

## Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed for a mid range position for those who had a divided or neutral opinion.

## Mean rating explanation

Mean rating:	1.99 or less	'Very low' level of importance/satisfaction/support
	2.00 – 2.49	'Low' level of importance/satisfaction/support
	2.50 – 2.99	'Moderately low' level of importance/satisfaction/support
	3.00 – 3.59	'Moderate' level of importance/satisfaction/support
	3.60 – 3.89	'Moderately high level of importance/satisfaction/support
	3.90 – 4.19	'High' level of importance/satisfaction/support
	4.20 – 4.49	'Very high' level of importance/satisfaction/support
	4.50+	'Extremely high' level of importance/satisfaction/support

**Note:** Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

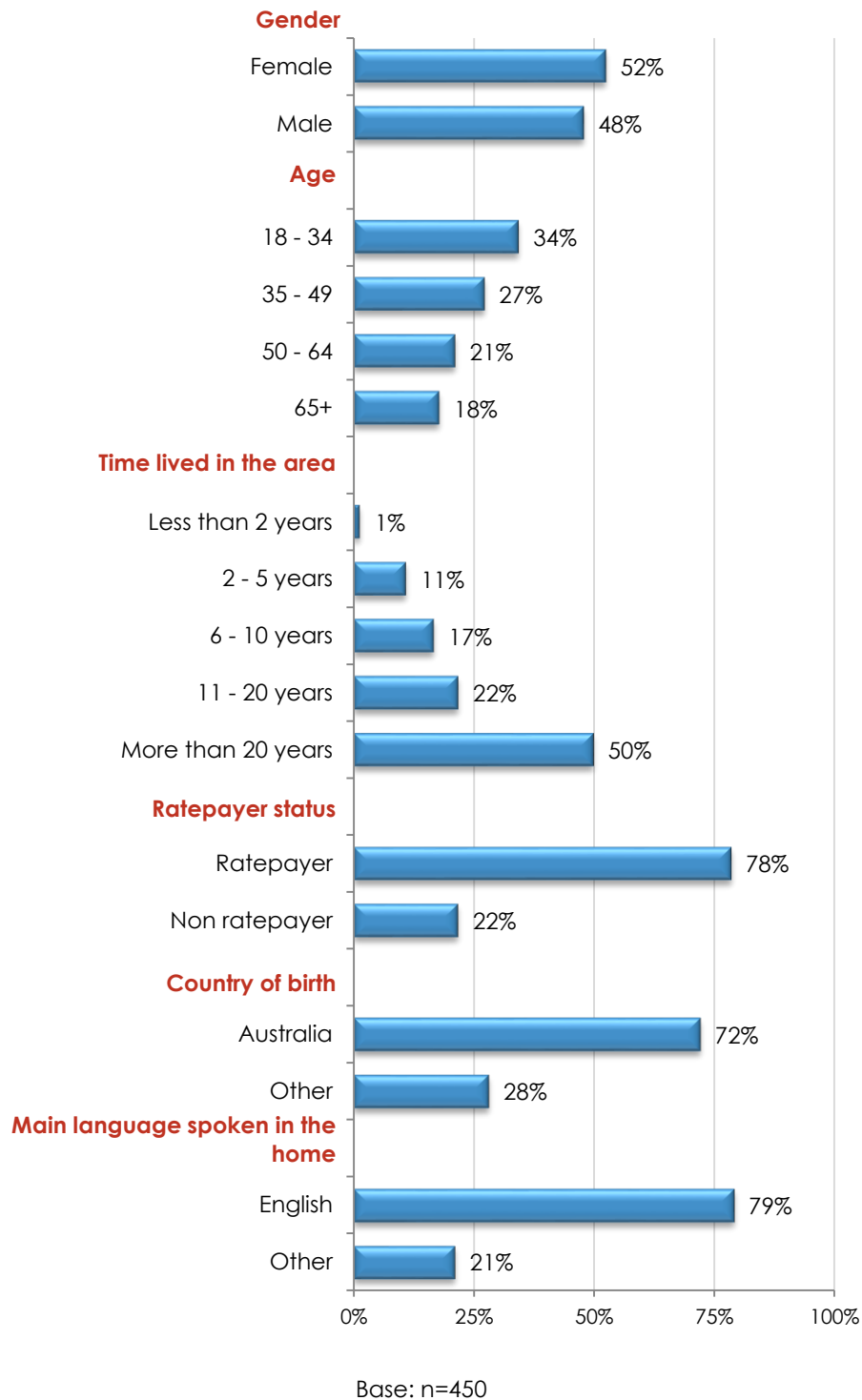
**Errors:** Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

# Key Findings

## Sample Profile

Note: The data has been weighted by age and gender to reflect the 2011 ABS Census data.



## Key Findings

### Overview (Overall satisfaction)

Overall, the research has found a generally positive result for City of Ryde Council, with 38 of the 39 services/facilities/criteria rated as being of 'moderate satisfaction' to 'high satisfaction'.

At an overall level, residents expressed a 'moderate' level of satisfaction with the performance of Council, with 59% of the respondents giving a rating of 'satisfied' to 'very satisfied'.

Compared to the LGA Brand Scores for 'All of NSW,' and 'Regional Councils', Ryde has performed significantly better, and is slightly higher than the Metropolitan Council areas.

Q. 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?

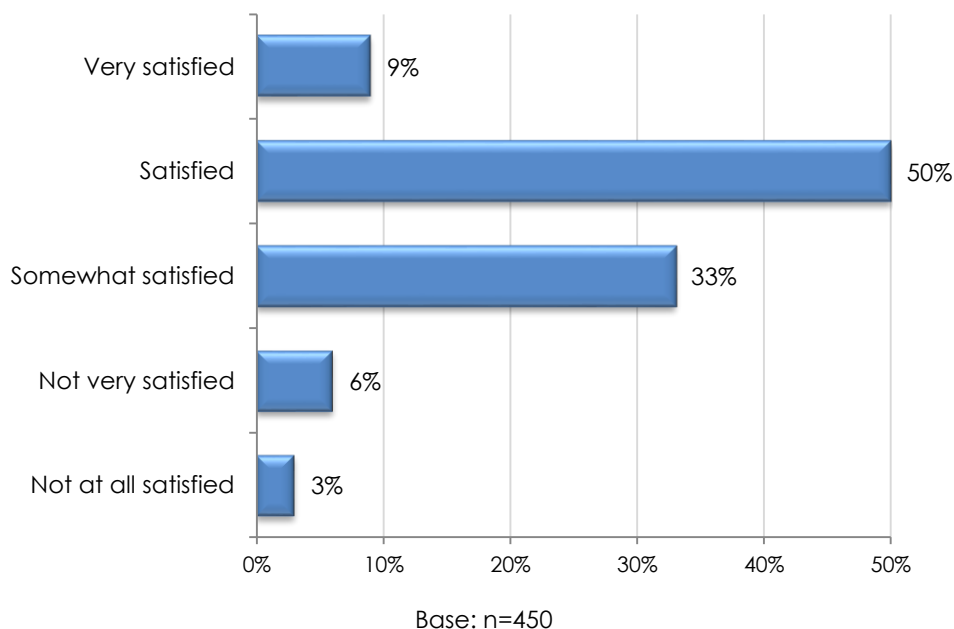
	18 - 34	35 - 49	50 - 64	65+	Male	Female	West Ward	Central Ward	East Ward	Overall
Satisfaction mean ratings	3.60	3.57	3.56	3.57	3.65	3.51	3.61	3.62	3.51	3.58

NSW LGA BRAND SCORES	Metro	Regional	All of NSW
Mean ratings	3.45	3.22	3.31

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

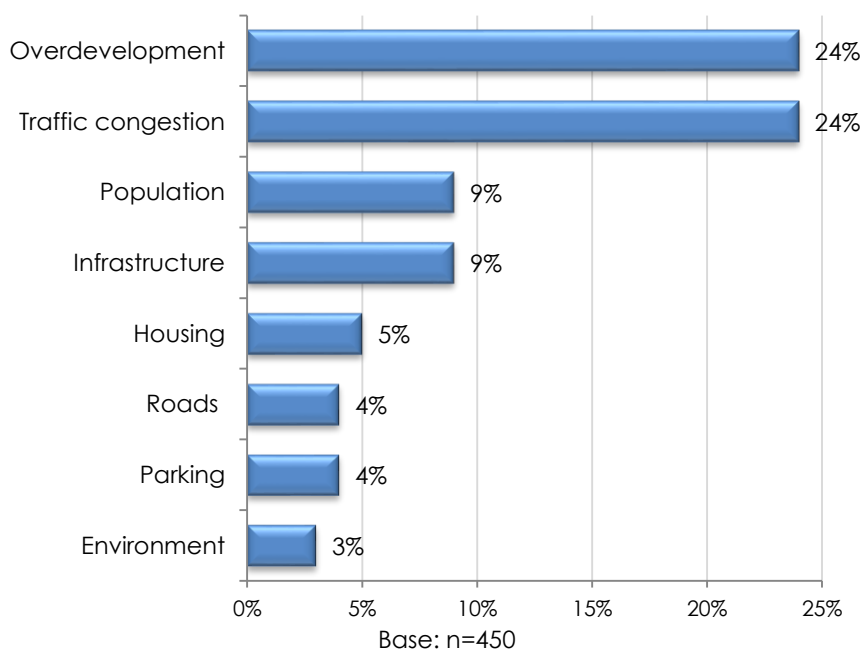
Significantly higher than the average

Significantly lower than the average



### Key Challenge Facing Ryde in the Next 10 Years

Q. What would you say is the key challenge facing the area in the next 10 years?





## Key Findings

### Support for prompted options

When prompted 54% of the community supported, as a first preference, for City of Ryde Council to develop a long term resourcing strategy that would maintain services and facilities, and increase rates sufficiently to cover the increased provision of these to serve the growing population. 24% supported a strategy that would enhance services and facilities, and increase rates.

Only 22% of residents wanted to maintain rates and reduce Council services as a first option. 54% of residents nominated it their lowest preference.

*OPTION 1 – Reduce services and maintain rates. This would result in a reduction of the current level of services and facilities and maintain an annual rate increase of around 3% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would not be addressed.*

*OPTION 2 – Maintain services at current levels and increase rates sufficiently to cover the growing funding gap. This would mean a rate increase above the 3% set by the State Government. This would maintain existing levels of services and facilities and address the backlog of asset renewal works but would not provide for new services and facilities.*

*OPTION 3 – Enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve our growing population. This would mean a rate increase above the 3% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this could enable things such as:*

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

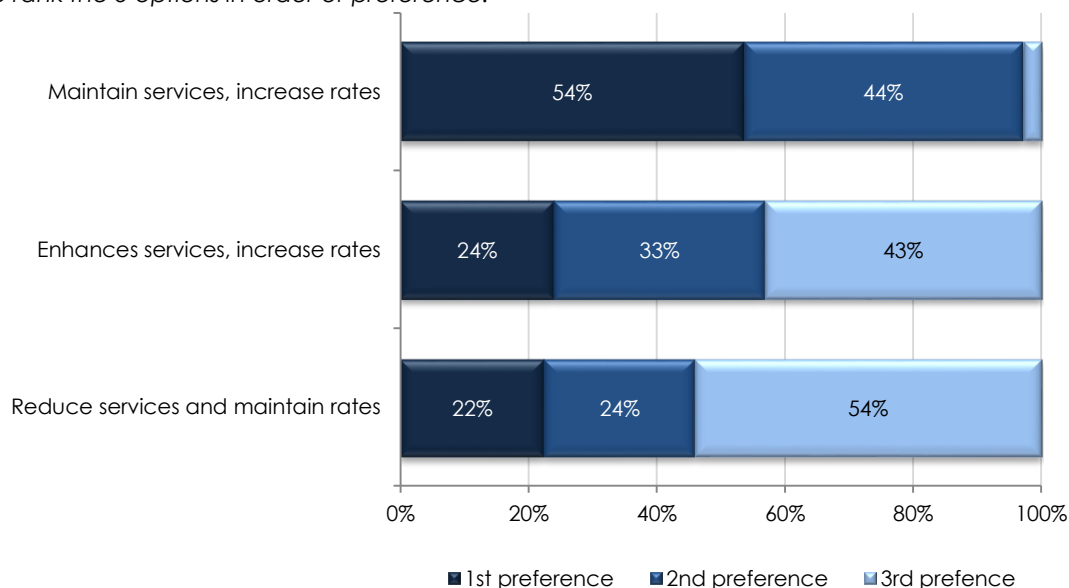
	Option 1	Option 2	Option 3
Mean ratings	2.32	3.11	2.82

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

Significantly higher than the average

Significantly lower than the average

Q. Please rank the 3 options in order of preference:



Base: n=450

## Key Findings

### Comparison to LGA Benchmarks

City of Ryde Council residents are more satisfied than the LGA Benchmark score for 17 of the 24 comparable measures, equal to 5 and below the Benchmark for the remaining 2 comparable measures.

Service/Facility	City of Ryde Council Satisfaction Scores	Satisfaction Benchmark
<b>Above the Benchmark</b>		
Maintain local roads	3.5	2.7
Stormwater management	3.8	3.2
Cleanliness of town centres	3.7	3.3
Maintaining footpaths	3.4	3.0
Parks and playgrounds	4.1	3.7
Maintaining cycleways	3.5	3.2
Protecting the natural environment	3.7	3.5
Sportsgrounds and ovals	4.0	3.7
Youth programs	3.3	3.1
Availability of car parking	3.1	3.0
Library services	4.3	4.1
Provision of Council information to the community	3.5	3.3
Swimming pools	3.8	3.7
Long term planning for the area	3.2	3.1
Environmental education programs	3.5	3.4
Community halls and facilities	3.7	3.6
Waste and recycling services	4.3	4.1
<b>Equal to the Benchmark</b>		
Community input into Council decision-making	3.0	3.0
Support services for people with a disability	3.4	3.4
Renewal of town centres	3.3	3.3
Development and building applications	3.1	3.1
Community events and festivals	3.9	3.9
<b>Below the Benchmark</b>		
Public art	3.5	3.9
Support services for seniors	3.5	3.6

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

# Key Findings

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## Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by City of Ryde Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 39 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with City of Ryde Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'road safety' was given an importance score of 4.64, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.66, which indicates that residents have a 'moderately high' level of satisfaction with City of Ryde Council's performance and focus on that measure.

In the case of a performance gap such as for the 'maintaining cycleways' (2.89 importance vs. 3.47 satisfaction), we can identify that the facility/service has only 'moderately low' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderate' level of satisfaction.

## Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

### Performance Gap Ranking

Ranking 2013	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Traffic flow or congestion	4.54	2.94	1.60
2	Long term planning for the area	4.57	3.19	1.38
3	Financial management	4.47	3.11	1.36
4	Community input to Council decision-making	4.32	3.03	1.29
5	Availability of car parking	4.27	3.11	1.16
6	Illegal dumping	4.42	3.29	1.13
7	Supporting local jobs and businesses	4.40	3.35	1.05
8	Road safety	4.64	3.66	0.98
9	Development and building applications	4.01	3.05	0.96
10	Maintaining local roads	4.40	3.47	0.93
11	Public toilets	4.09	3.18	0.91
12	Graffiti removal	4.21	3.32	0.89
13	Provision of Council information to the community	4.36	3.48	0.88
14	Maintaining footpaths	4.30	3.42	0.88
15	Tree management	4.03	3.27	0.76
16	Support services for people with a disability	4.12	3.41	0.71
17	Cleanliness of town centres	4.37	3.72	0.65
18	Protecting the natural environment e.g. bush care	4.34	3.70	0.64
19	Street lighting	4.21	3.61	0.60
20	Maintaining cycleways	2.89	3.47	0.58
21	Renewal of town centres	3.82	3.27	0.55
22	Food, health and noise enforcement	4.09	3.55	0.54
23	Education on recycling or waste minimisation	4.11	3.63	0.48
24	Public art	3.08	3.51	0.43
25	Support services for seniors	3.91	3.51	0.40
26	Traffic & parking enforcement	3.69	3.29	0.40
27	Library services	3.93	4.27	0.34
28	Environmental education programs	3.79	3.46	0.33
29	Youth programs	3.63	3.34	0.29
30	Waste & recycling service	4.56	4.29	0.27
31	Stormwater management	3.96	3.75	0.21
32	Parks & playgrounds	4.26	4.07	0.19
33	Animal management	3.79	3.61	0.18
34	Community halls & facilities	3.48	3.65	0.17
35	Sportsgrounds & ovals	4.15	3.99	0.16
36	Household clean up collection	4.38	4.23	0.15
37	Community events & festivals	3.77	3.90	0.13
38	Swimming pools such as Ryde Aquatic & Leisure Centre	3.75	3.82	0.07
39	Council's website	3.75	3.75	0.00

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

## Key Findings

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When we examine the 11 largest performance gaps, we can identify that all the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.94 and 3.66, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderately high'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Traffic flow/congestion	4.54	2.94	1.60
2	Long term planning for the area	4.57	3.19	1.38
3	Financial management	4.47	3.11	1.36
4	Community input to Council decision-making	4.32	3.03	1.29
5	Availability of car parking	4.27	3.11	1.16
6	Illegal dumping	4.42	3.29	1.13
7	Supporting local jobs and businesses	4.40	3.35	1.05
8	Road safety	4.64	3.66	0.98
9	Development and building applications	4.01	3.05	0.96
10	Maintaining local roads	4.40	3.47	0.93
11	Public toilets	4.09	3.18	0.91

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'traffic flow/congestion' is the area of least relative satisfaction.

**Note:** Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

# Key Findings

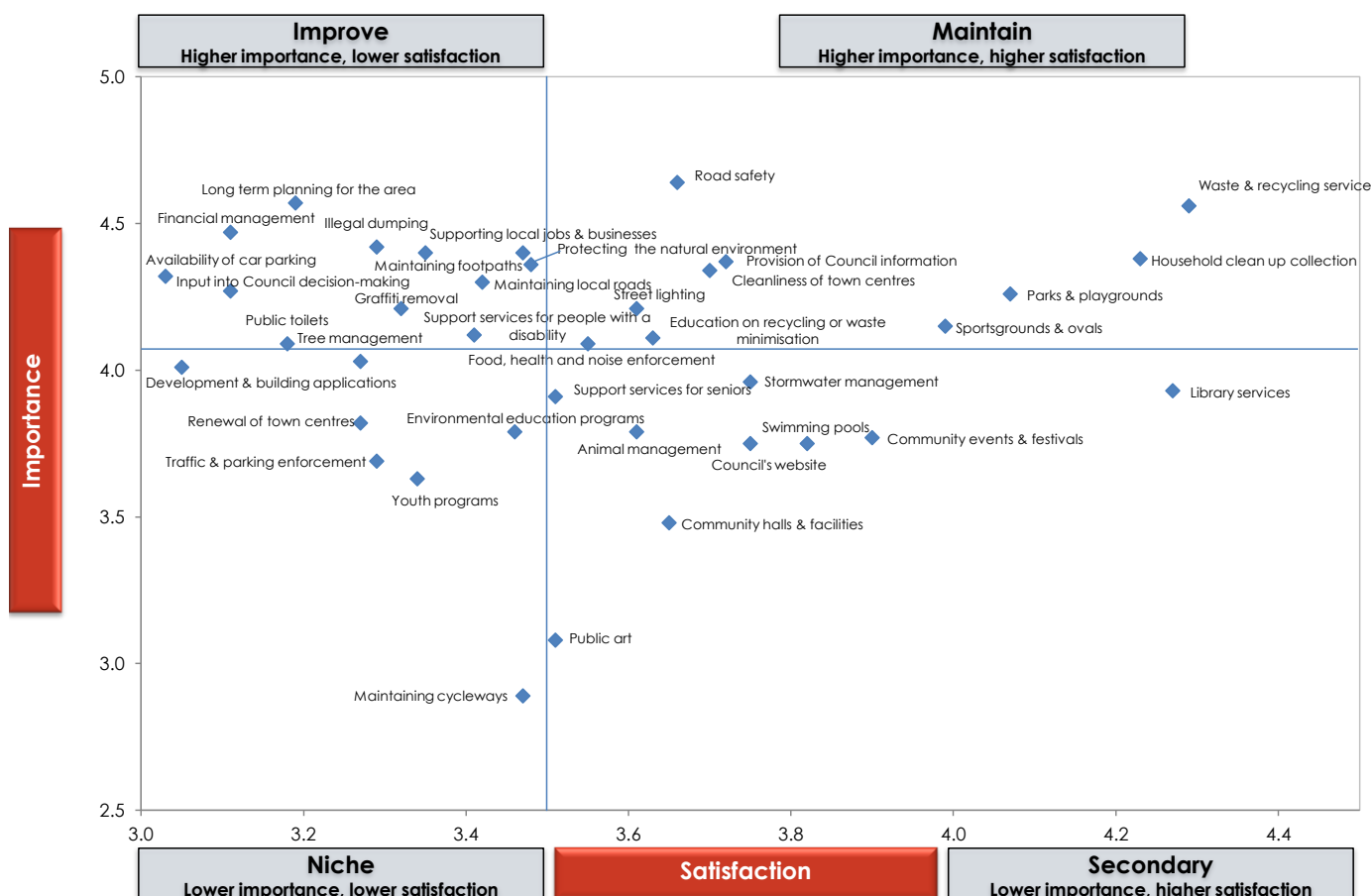
## Quadrant Analysis

### Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses City of Ryde Council's performance in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.07 and the average rated satisfaction score was 3.53. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.07$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.07$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.53. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

## City of Ryde Quadrant Analysis – Importance v Satisfaction



## Key Findings

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### Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'waste and recycling service', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'long term planning for the area', are areas where Council is perceived to be currently under-performing and are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'youth programs, are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SECONDARY**, such as 'swimming pools are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of Council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to 'maintaining local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how City of Ryde Council can actively drive overall community satisfaction, we conducted further analysis.

## Key Findings

### The Shapley Value Regression

We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

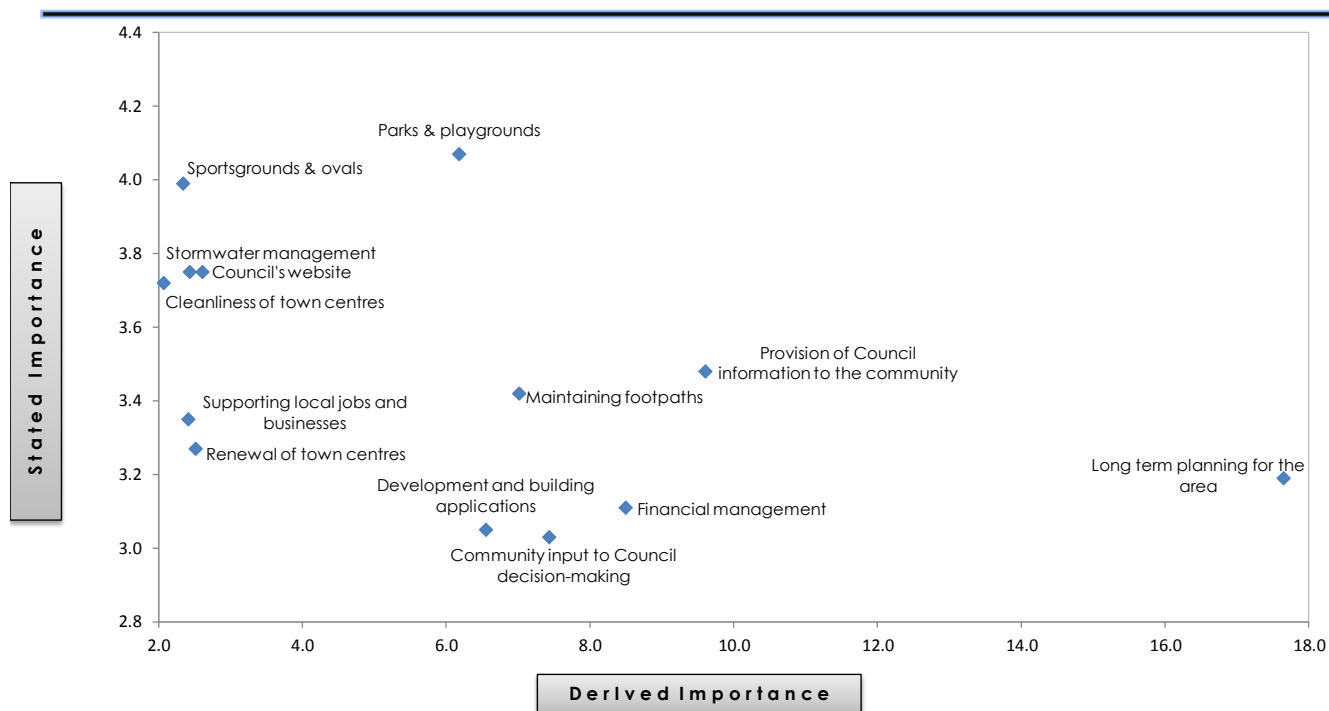
This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

### What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



### Correlation Between Stated Importance and Derived Importance is Low



**If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction**

In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.0 & 4.0), however, on the horizontal axis the attributes are spread between 2.0 and 18.0. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.



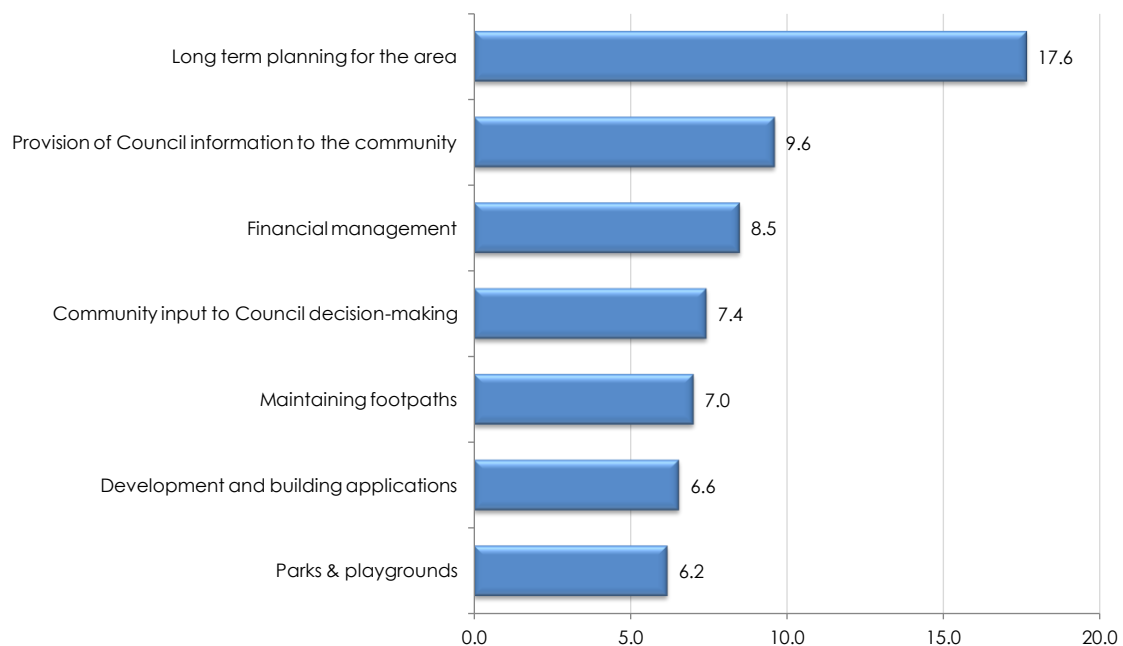
## Key Findings

### Key Drivers of Satisfaction with City of Ryde Council

The results in the chart below provide City of Ryde Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 7 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 32 attributes we obtained measures on have only a limited impact on the community's satisfaction with City of Ryde Council's performance. Therefore, whilst all 39 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

### City of Ryde These Top 7 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



#### The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 7 services/facilities are the key community priorities and by addressing these, City of Ryde will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'parks and playgrounds' contributes 6.2% towards overall satisfaction, while 'long term planning for the area' (17.6%) is a far stronger driver, contributing almost three times as much to overall satisfaction with Council.

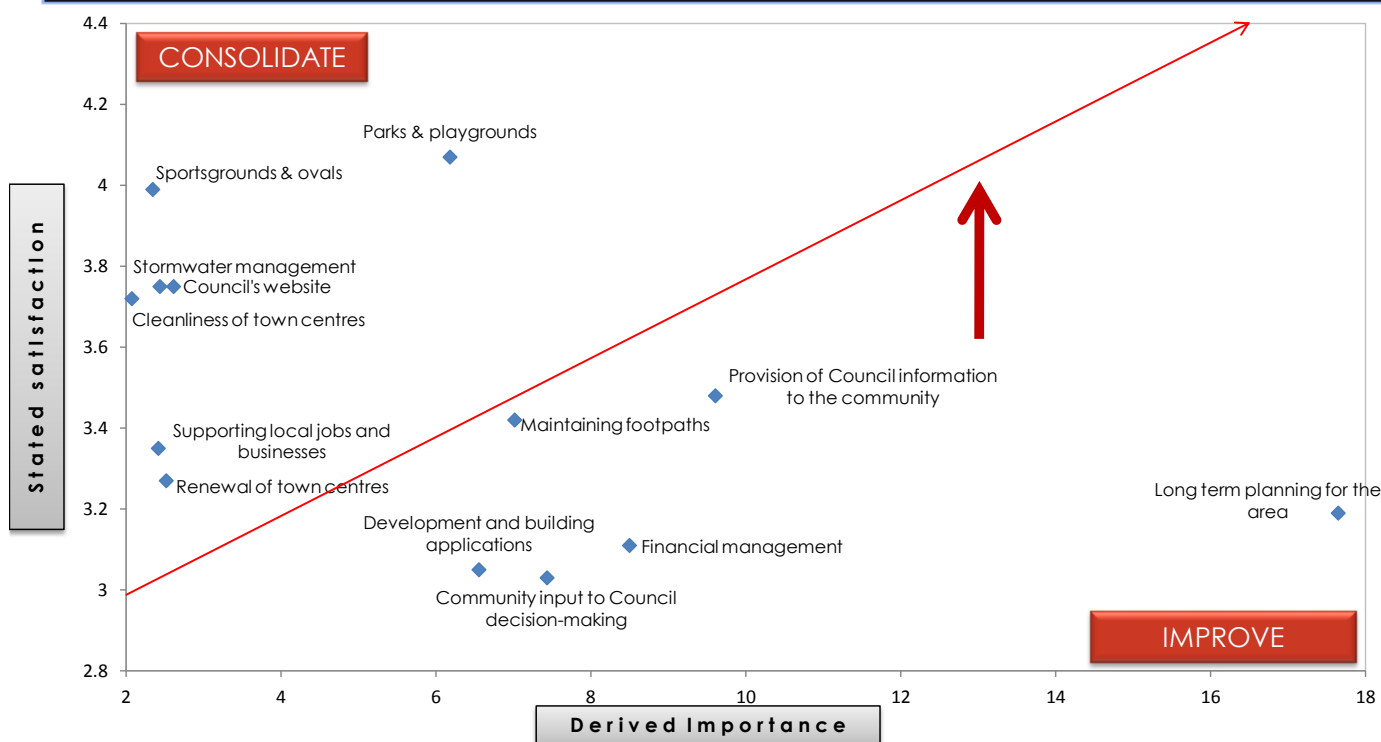
## Key Findings

### Clarifying Priorities

If City of Ryde Council can address these core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that, for many of the core drivers, Council is already performing reasonably well. There are clear opportunities, however, to improve satisfaction with the services/facilities that fall below the diagonal line.



### Mapping Stated Satisfaction And Derived Importance Identifies The Community Priority Areas



**The key driver of overall community satisfaction with Council revolves around long term planning for the area**

The key outcomes of this analysis indicate that 'long term planning for the area' is the priority area from a resident perspective.

## Summary of Critical Outcomes

The summary table below combines the outcomes of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies, City of Ryde Council should consider the implications raised by each form of analysis.

	Shapley's Analysis	Gap Analysis	Quadrant Analysis
Long term planning for the area	17.6	1.38	Improve
Provision of Council information to the community	9.6	0.88	Maintain
Financial management	8.5	1.36	Improve
Community input to Council decision-making	7.4	1.29	Improve
Maintaining footpaths	7.0	0.88	Improve
Development and building applications	6.6	0.96	Niche
Parks & playgrounds	6.2	0.19	Maintain
Council's website	2.6	0.00	Secondary
Renewal of town centres	2.5	0.55	Maintain
Stormwater management	2.4	0.21	Secondary
Supporting local jobs and businesses	2.4	1.05	Improve
Sportsgrounds & ovals	2.3	0.16	Maintain
Cleanliness of town centres	2.1	0.65	Maintain

## Summary & Recommendations

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This is a positive result for City of Ryde Council, with 38 of the 39 services/facilities/criteria rated as being of 'moderate' to 'very high' satisfaction and overall satisfaction with Council exceeding our All of NSW Benchmark and is higher than our Metro Council Benchmark.

As with many residents living in metropolitan LGAs, the primary concerns for most residents of the Ryde LGA revolve around population growth and a perceived lack of supporting infrastructure and facilities, i.e. parking, roads, parks and schools to support the area.

When prompted, 54% of the community supported, as a first preference, for City of Ryde Council to develop a long term resourcing strategy that would maintain services and facilities, and increase rates sufficiently to cover increased provision of these to serve the growing population. 24% supported a strategy that would enhance services and facilities, and increase rates.

Only 22% of residents wanted to maintain rates and reduce Council services as a first option. 54% of residents nominated it their lowest preference.

The regression data identifies that the Council leadership and management pillar is a critical driver of resident satisfaction, with the top four delivery areas; 'long term planning for the area', 'Provision of Council information to the community', 'financial management', 'community input into Council decision-making' being the predominant areas, accounting for over 40% of resident satisfaction.

The outcomes of this research have identified that the broader community are essentially supportive of Council seeking to increase rates in order to maintain local services and facilities.

The research indicates that Council should:

- Develop a delivery plan to maintain service and facility levels at their current level
- Explore and understand what residents see as Council's role in community engagement. Council needs to focus on identifying and implementing strategies that will inform/engage/bring the community together specifically in areas such as long term planning
- Clarify and consult with the community to understand current and future expectations and aspirations with regard to 'maintaining footpaths', 'parks and playgrounds', 'renewal/cleanliness of town centres', 'sportsgrounds and ovals' and 'supporting local jobs and businesses'
- Understand expectations around 'development and building applications' and 'stormwater management'



# **Section A**

## **Detailed Findings**

**Importance of, and Satisfaction with,  
Council Services and Facilities**

## Importance of, and Satisfaction with, Council Services and Facilities

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The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

### Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:

1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.



## We Explored Resident Response To 39 Service Areas

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### Infrastructure

- Maintaining local roads
- Maintaining footpaths
- Maintaining cycleways
- Traffic flow/congestion
- Road safety
- Availability of car parking
- Street lighting
- Stormwater management

### Waste Management

- Waste and recycling service
- Education on recycling/waste minimisation
- Household clean up collection

### Public facilities

- Parks and playgrounds
- Sportsgrounds and ovals
- Community halls and facilities
- Library services
- Swimming pools
- Cleanliness of town centres
- Public toilets

### Community programs

- Community events and festivals
- Public art
- Youth programs
- Support services for seniors
- Support services for people with a disability

### Environmental Issues

- Protecting the natural environment
- Tree management
- Environmental education programs

### Planning and regulatory services

- Illegal dumping
- Graffiti removal
- Animal management
- Traffic and parking enforcement
- Food, health and noise enforcement
- Development and building applications
- Renewal of town centres
- Supporting local jobs and businesses

### Council's leadership and management

- Community input into Council decision-making
- Provision of Council information to the community
- Council's website
- Long term planning for the area
- Financial management

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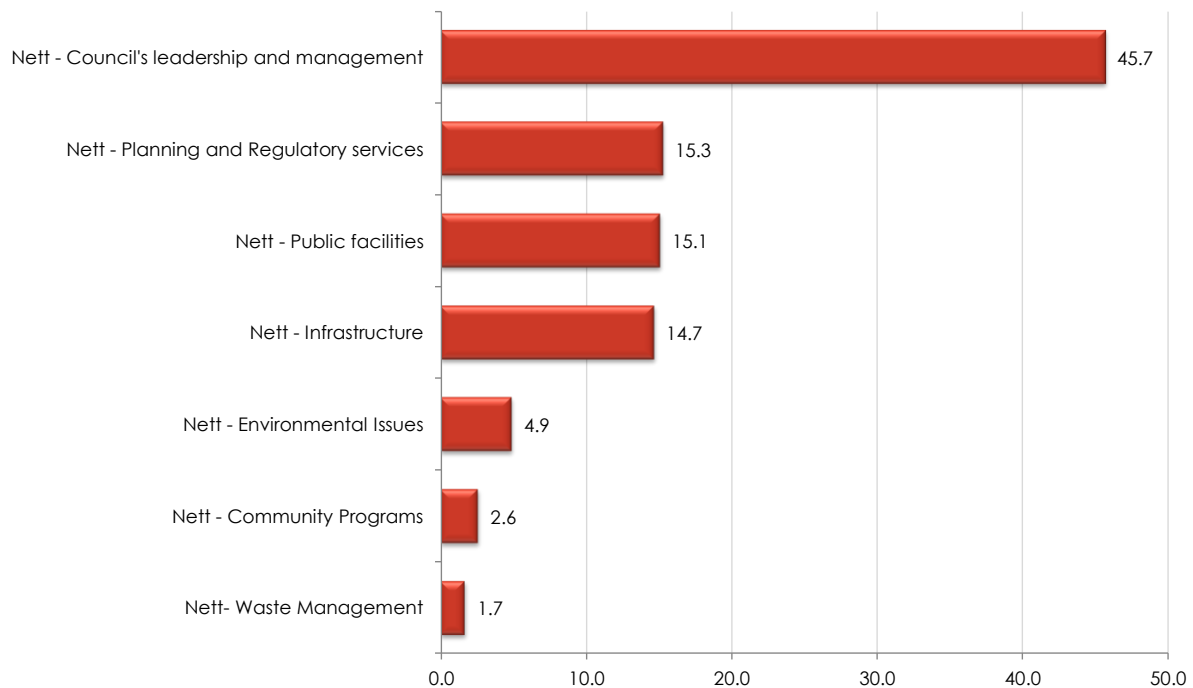
## Importance of, and Satisfaction, with Council Services and Facilities

### Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.



### Contribution To Overall Satisfaction With Council's Performance



'Council's leadership and management' (46%) is the key contributor toward overall satisfaction with Council performance.

The services and facilities grouped under this banner included:

- Community input to Council decision-making
- Provision of Council information to the community
- Council's website
- Long term planning for the area
- Financial management

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Council's leadership and management' are core drivers of resident satisfaction.

## Importance/Satisfaction – Infrastructure

---

### Services and facilities explored included:

- Maintaining local roads
- Maintaining footpaths
- Maintaining cycleways
- Traffic flow/congestion
- Road safety
- Availability of car parking
- Street lighting
- Stormwater management

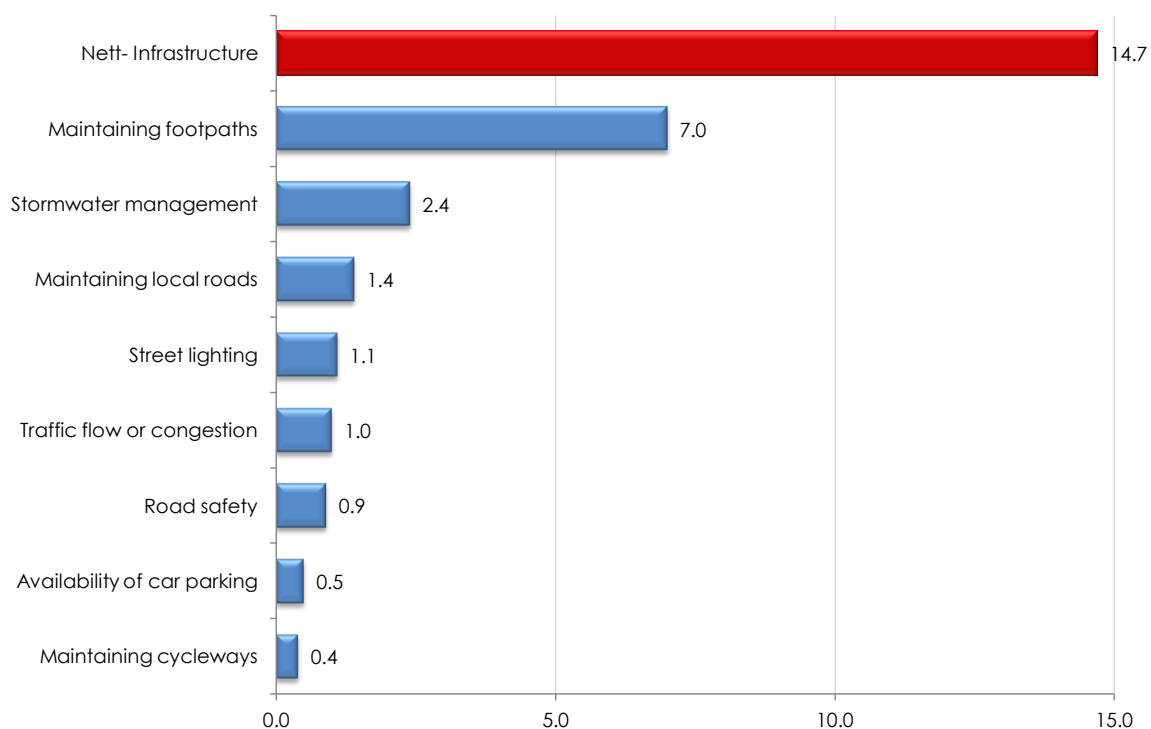
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 15% of overall satisfaction, based on the regression analysis.



## Infrastructure – Contributes To Almost 15% of Overall Satisfaction With Council

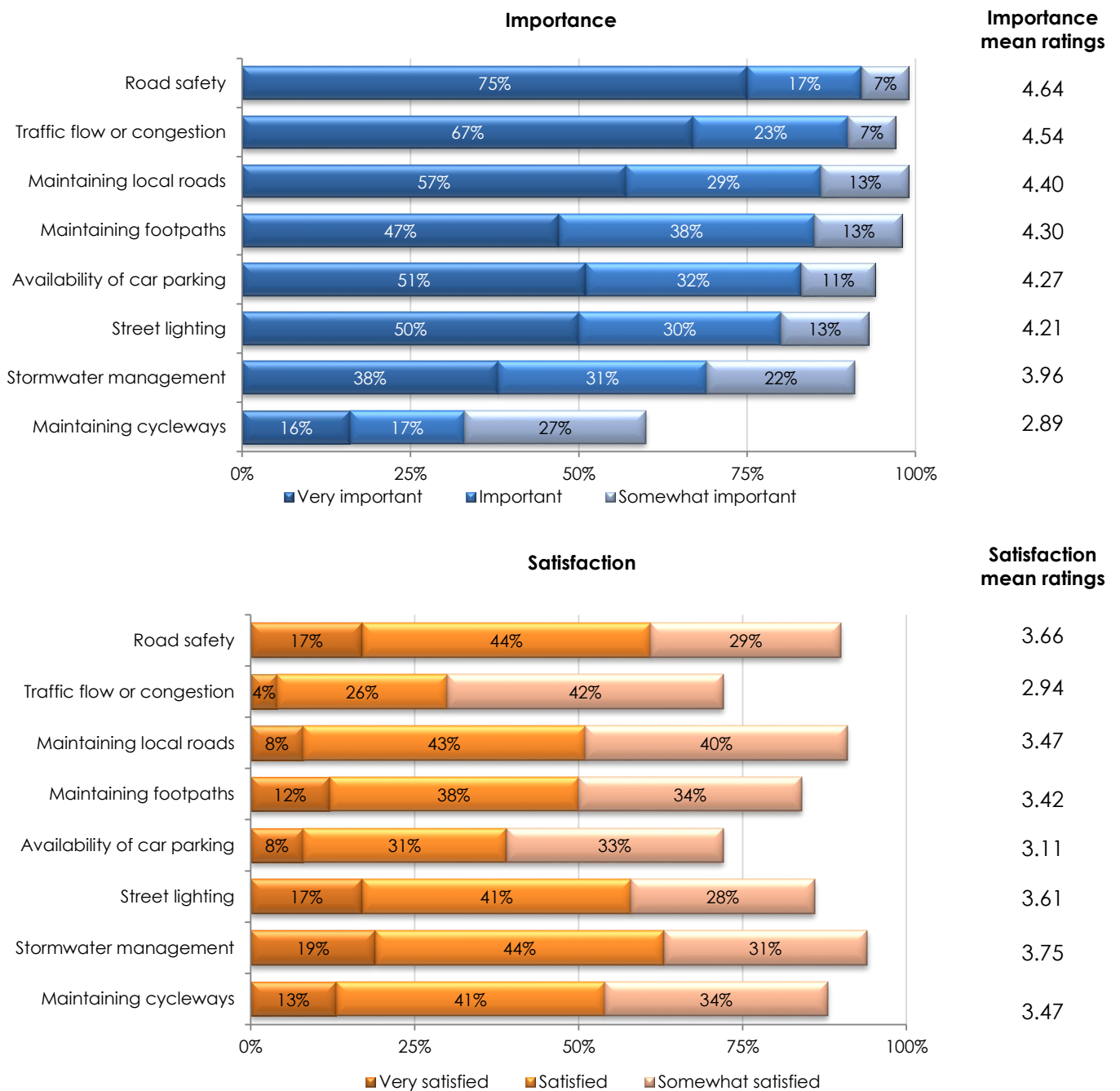
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## Importance/Satisfaction – Infrastructure

**Note:** The hierarchal sorting of each graph is relative to the mean importance rating.



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

## Importance/Satisfaction – Infrastructure

---

**Note:** The hierarchal sorting of the table is relative to the criteria's Performance Gap.

	Performance Gap
Traffic flow or congestion	1.60
Availability of car parking	1.16
Road safety	0.98
Maintaining local roads	0.93
Maintaining footpaths	0.88
Street lighting	0.60
Maintaining cycleways	0.58
Stormwater management	0.21

## Importance/Satisfaction – Infrastructure

---

### Overview of Rating Scores

#### Importance – overall

Extremely high	Traffic flow/congestion
	Road safety
Very high	Maintaining local roads
	Maintaining footpaths
	Availability of car parking
	Street lighting
High	Stormwater management
Moderately high	Maintaining cycleways

#### Importance – by age

Residents aged 65+ were significantly more likely than the average to rate the importance of 'stormwater management' higher, whilst those aged 18-34 were significantly more likely to rate it lower.

Residents aged 65+ rated the importance of 'maintaining cycleways' significantly lower than the average.

Residents aged 65+ rated the importance of 'street lighting' significantly higher than the average.

#### Importance – by gender

Females were more likely to rate 'road safety' and 'street lighting' higher in importance, whilst males rated it lower.

#### Importance - by ward

There were no significant differences by ward.

### Overview of Rating Scores

#### Satisfaction – overall

Moderately high	Road safety
	Street lighting
	Stormwater management
Moderate	Maintaining local roads
	Maintaining footpaths
	Maintaining cycleways
	Availability of car parking
Moderately low	Traffic flow/congestion

#### Satisfaction – by age

There were no significant differences by age.

#### Satisfaction – by gender

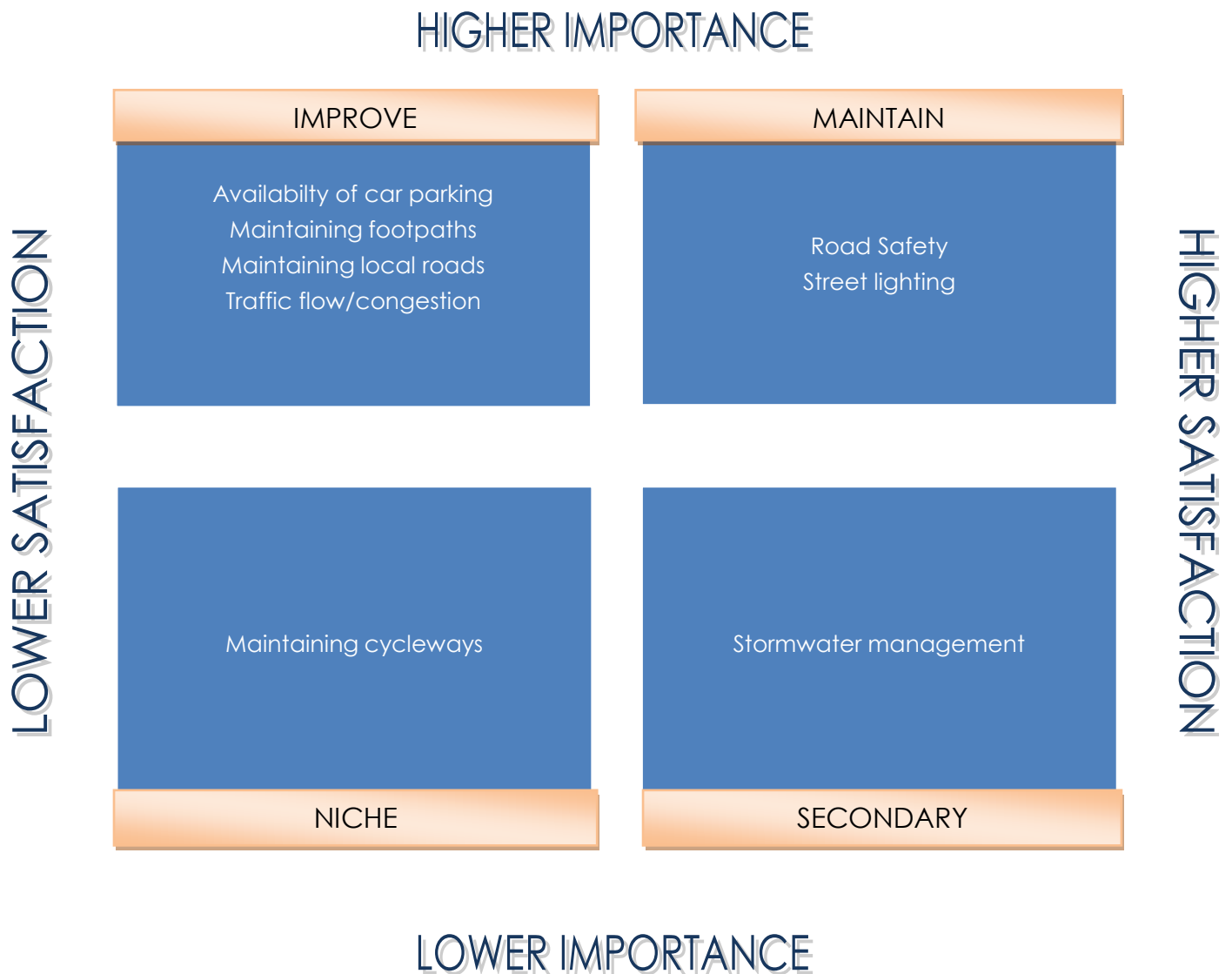
Males were more likely to rate 'stormwater management' higher in satisfaction, whilst females rated it lower.

#### Satisfaction – by ward

There were no significant differences by ward.

## Importance/Satisfaction – Infrastructure

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to improve resident satisfaction with:

- Availability of car parking
- Maintaining footpaths
- Maintaining local roads
- Traffic flow/congestion

Also, City of Ryde Council needs to maintain resident satisfaction with:

- Road safety
- Street lighting

## Importance/Satisfaction – Waste Management

---

### Services and facilities explored included:

- Waste & recycling services
- Education on recycling/waste minimisation
- Household clean up collection

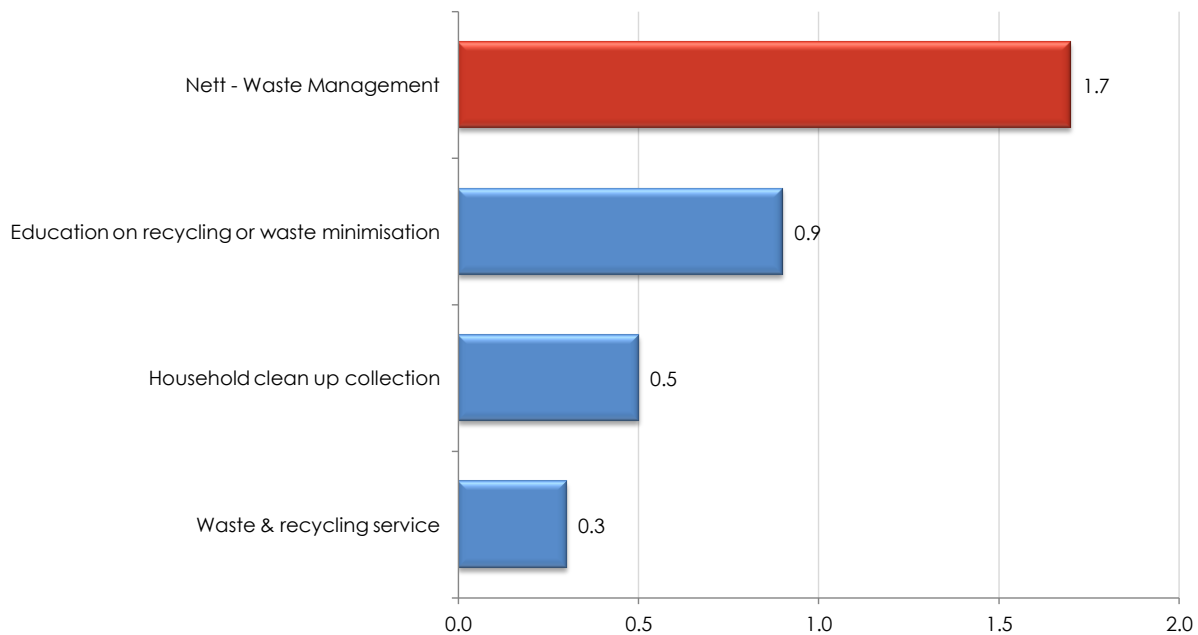
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 2% of overall satisfaction, based on the regression analysis.



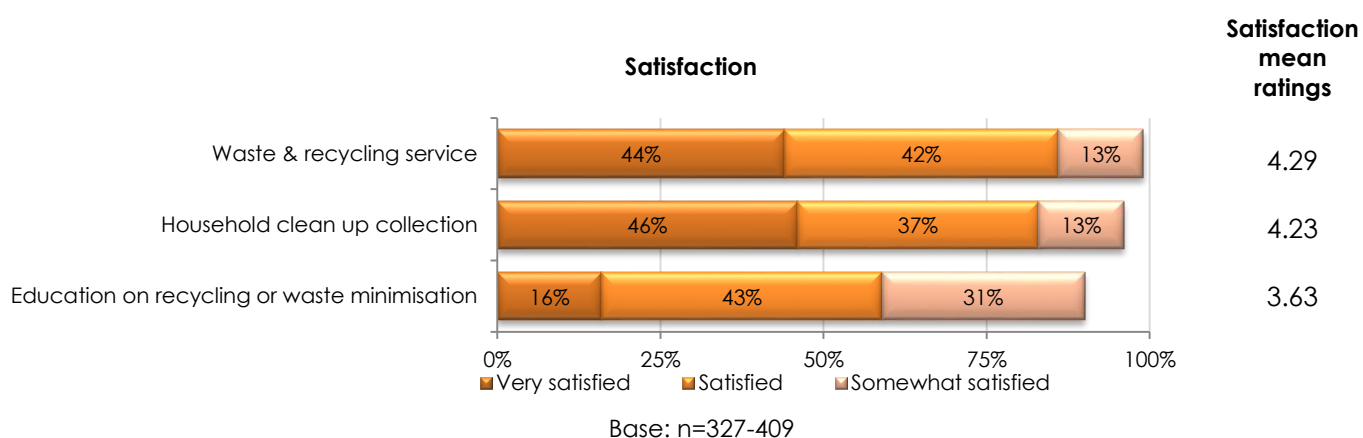
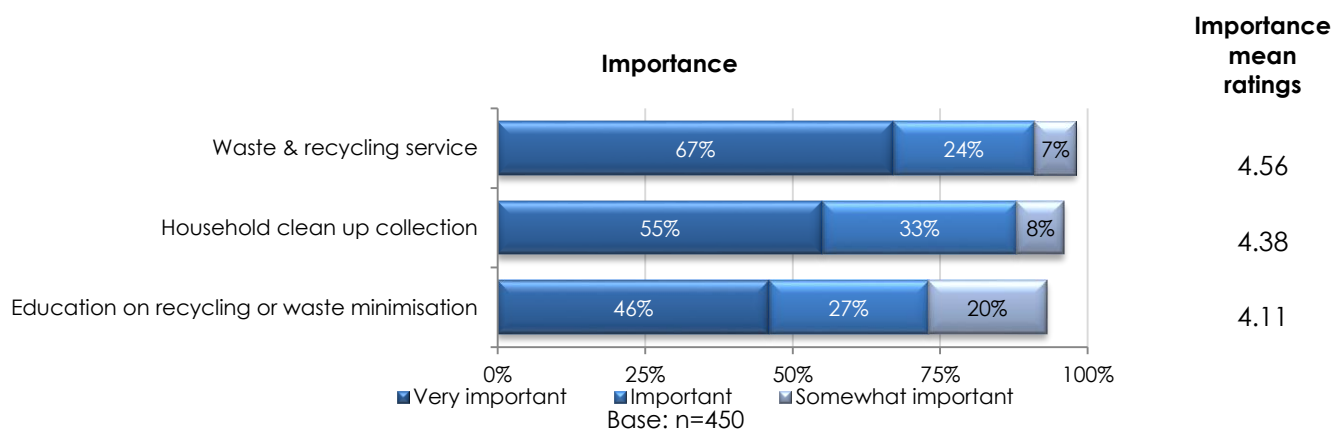
## Waste Management – Contributes To Almost 2% of Overall Satisfaction With Council

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## Importance/Satisfaction – Waste Management

**Note:** The hierarchal sorting of each graph is relative to the mean importance.



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

**Note:** The hierarchal sorting of the table is relative to the criteria's Performance Gap.

	Performance Gap
Education on recycling/waste minimisation	0.48
Waste & recycling service	0.27
Household clean up collection	0.15

# Importance/Satisfaction – Waste Management

---

## Overview of Rating Scores

### Importance – overall

Extremely high	Waste and recycling service
Very high	Household clean up collection
High	Education on recycling/waste minimisation

### Importance – by age

Residents aged 65+ and 35-49 were significantly more likely to rate 'waste and recycling service' higher, in importance, whilst those aged 18-34 were significantly more likely to rate it lower.

Residents aged 65+ were significantly more likely than the average to rate 'education on recycling or waste minimisation' higher in importance than residents in the other age groups.

Residents aged 65+ were significantly more likely than the average to rate 'household clean up collection' higher in importance, whilst those aged 18-34 were significantly more likely to rate it lower.

### Importance – by gender

Females were significantly more likely than the average to rate 'education on recycling/waste minimisation' and 'house hold clean up collection' higher in importance, whilst males were significantly more likely to rate it lower.

### Importance – by ward

Residents in East Ward were significantly more likely than the average to rate 'household clean up services' higher in importance, whilst residents in West Ward were significantly more likely to rate it lower.

### Satisfaction – overall

Very high	Waste and recycling services
	Household clean up collection
Moderately high	Education on recycling/waste minimisation

### Satisfaction – by age

Residents aged 65+ were significantly more likely than the average to rate 'waste and recycling service' and 'household clean up collection' higher in satisfaction than residents in the other age brackets.

Residents aged 65+ were significantly more likely than the average to rate 'education on recycling/waste minimisation' higher in satisfaction, whilst those aged 18-34 were significantly more likely to rate it lower.

### Satisfaction – by gender

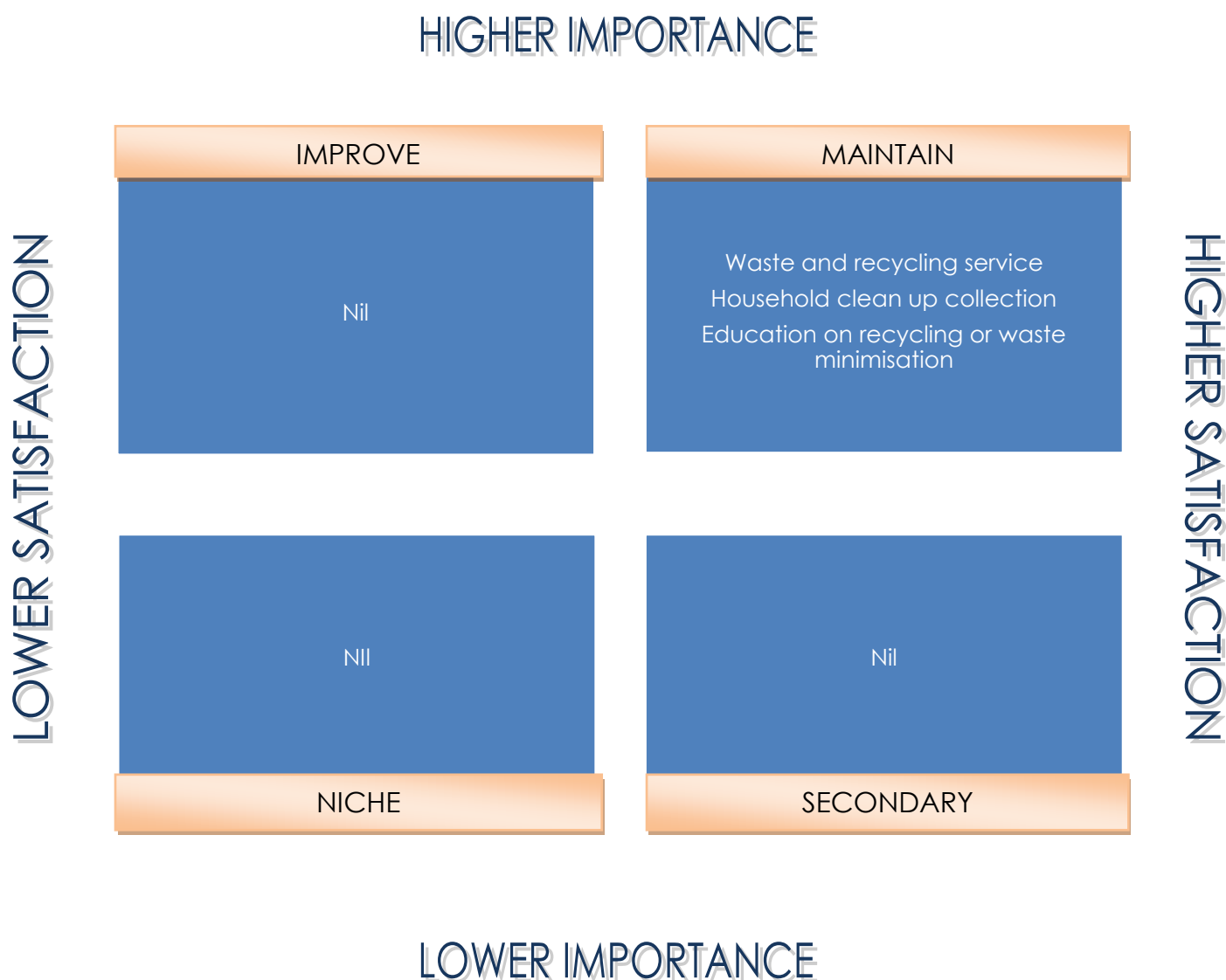
There were no significant differences by gender.

### Satisfaction – by ward

There were no significant differences by ward.

## Importance/Satisfaction – Waste Management

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to maintain resident satisfaction with:

- Waste and recycling services
- Household clean up collection
- Education on recycling/waste minimisation



## Importance/Satisfaction – Public Facilities

---

### Services and facilities explored included:

- Parks & playgrounds
- Sportsgrounds and ovals
- Community halls and facilities
- Library services
- Swimming pools
- Cleanliness of town centres
- Public toilets

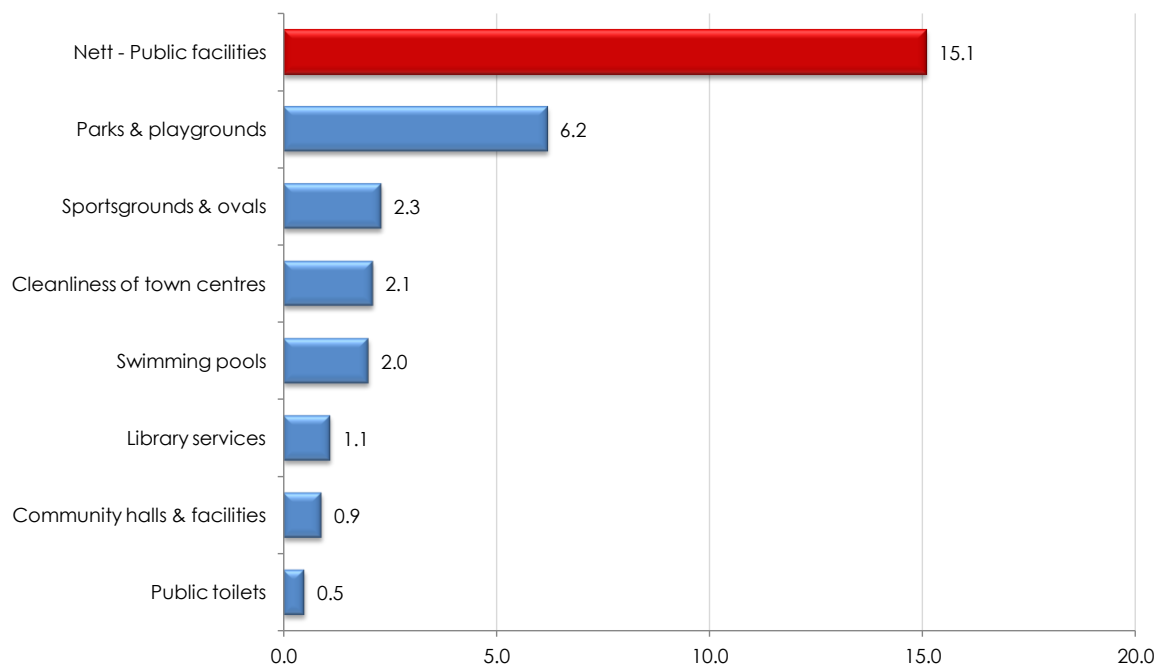
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 15% of overall satisfaction, based on the regression analysis.



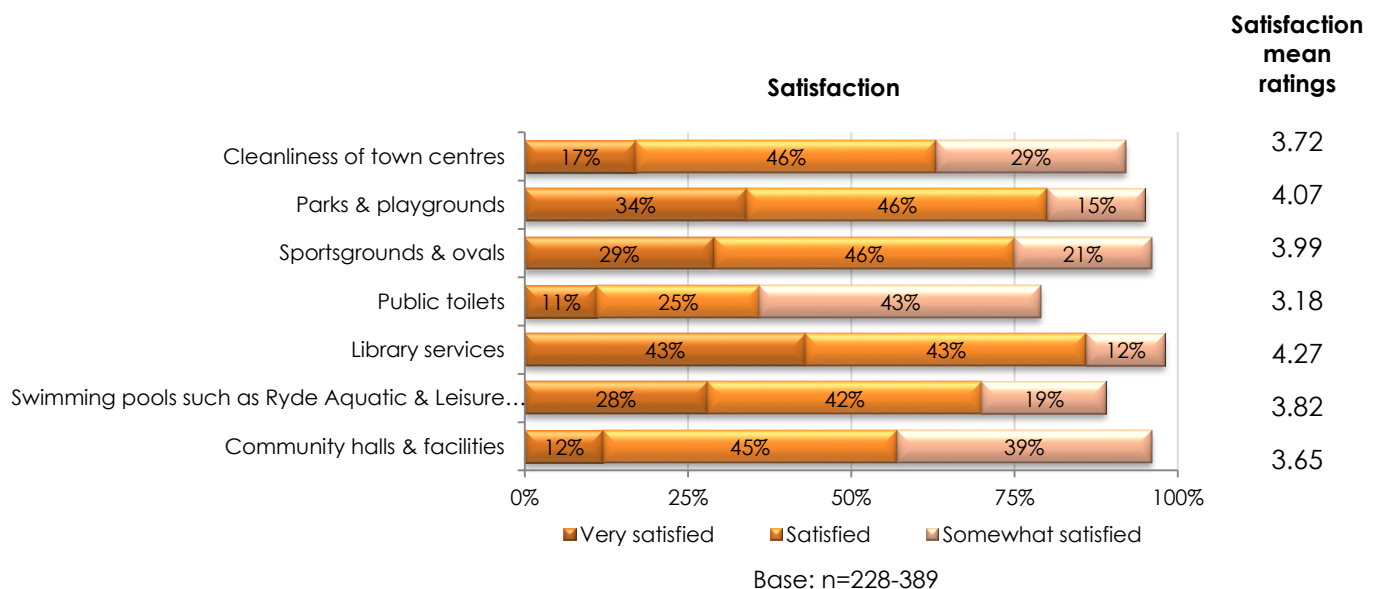
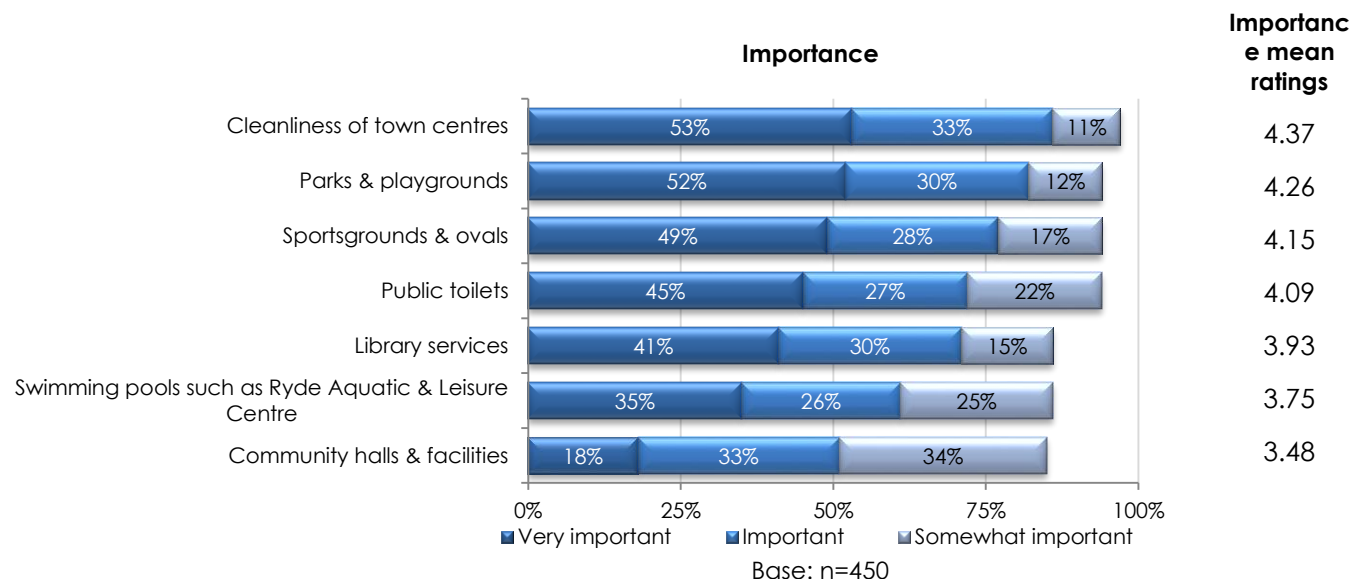
## Public Facilities – Contributes To 15% Of Overall Satisfaction With Council

---



## Importance/Satisfaction – Public facilities

**Note:** The hierarchal sorting of each graph is relative to the mean importance rating.



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

**Note:** The hierarchal sorting of the table is relative to the criteria's Performance Gap.

	Performance Gap
Public toilets	0.91
Cleanliness of town centres	0.65
Library services	0.34
Parks & playgrounds	0.19
Community halls & facilities	0.17
Sportsgrounds & ovals	0.16
Swimming pools	0.07

## Importance/Satisfaction – Public facilities

---

### Overview of Rating Scores

#### Importance – overall

Very high	Parks and playgrounds
	Cleanliness of town centres
High	Sportsgrounds and ovals
	Library services
	Public toilets
Moderately high	Swimming pools
Moderate	Community halls and facilities

#### Importance – by age

Residents aged 65+ were more likely than the average to rate 'library services' higher in importance, whilst those aged 18-34 were more likely to rate it lower.

Residents aged 35-49 were significantly more likely than the average to rate 'parks and playgrounds' higher in importance.

#### Importance – by gender

Females were significantly more likely to rate 'swimming pools' and 'public toilets' higher in importance whilst males were more likely to rate it lower.

#### Importance – by ward

There were no significant differences by ward

#### Satisfaction – overall

Very high	Library services
High	Parks and playgrounds
	Sportsgrounds and ovals
Moderately high	Community halls and facilities
	Swimming pools
	Cleanliness of town centres
Moderate	Public toilets

#### Satisfaction – by age

There were no significant differences by age.

#### Satisfaction – by gender

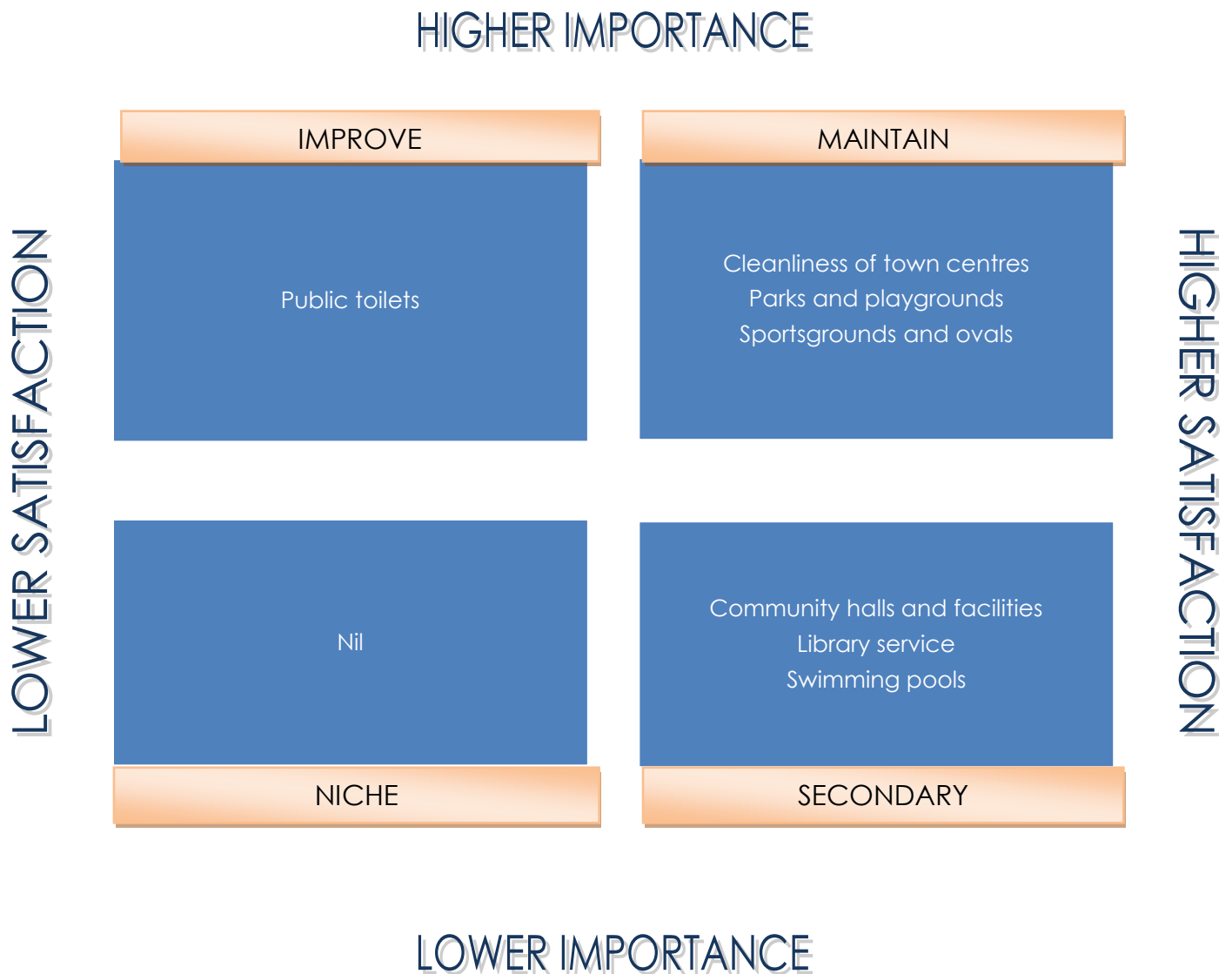
There were no significant differences by gender.

#### Satisfaction – by ward

There were no significant differences by ward.

## Importance/Satisfaction – Public facilities

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to maintain resident satisfaction with:

- Cleanliness of town centres
- Parks and playgrounds
- Sportsgrounds and ovals

Also, City of Ryde Council needs to improve resident satisfaction with:

- Public toilets

## Importance/Satisfaction – Community Programs

---

### Services and facilities explored included:

- Community events & festivals
- Public art
- Youth programs
- Support services for seniors
- Support services for people with a disability

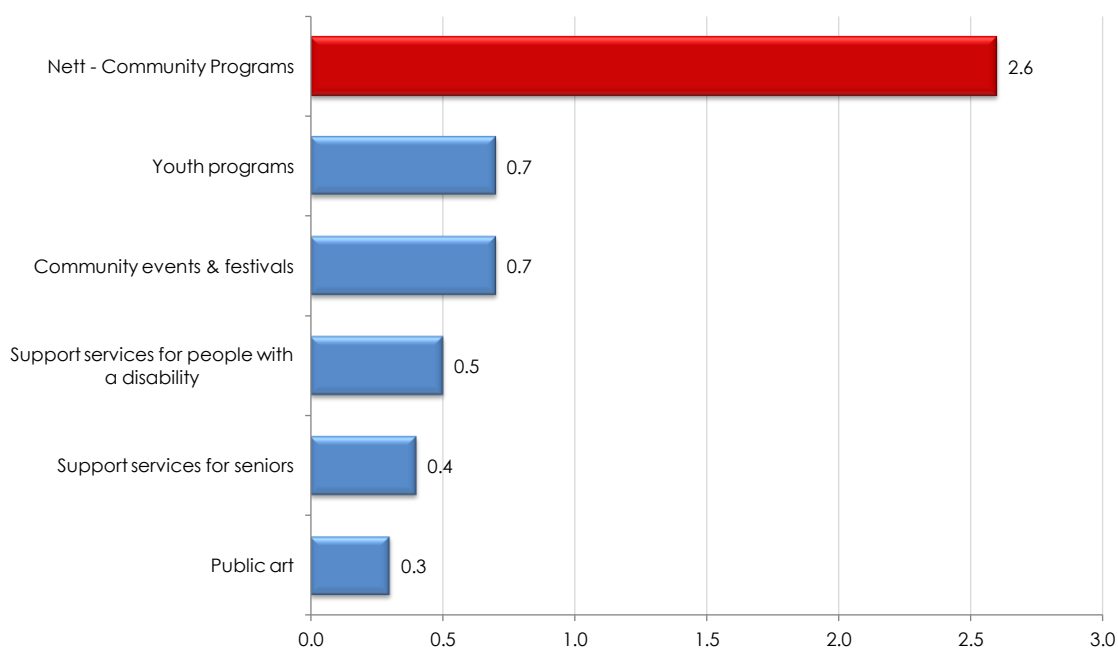
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 3% of overall satisfaction, based on the regression analysis.



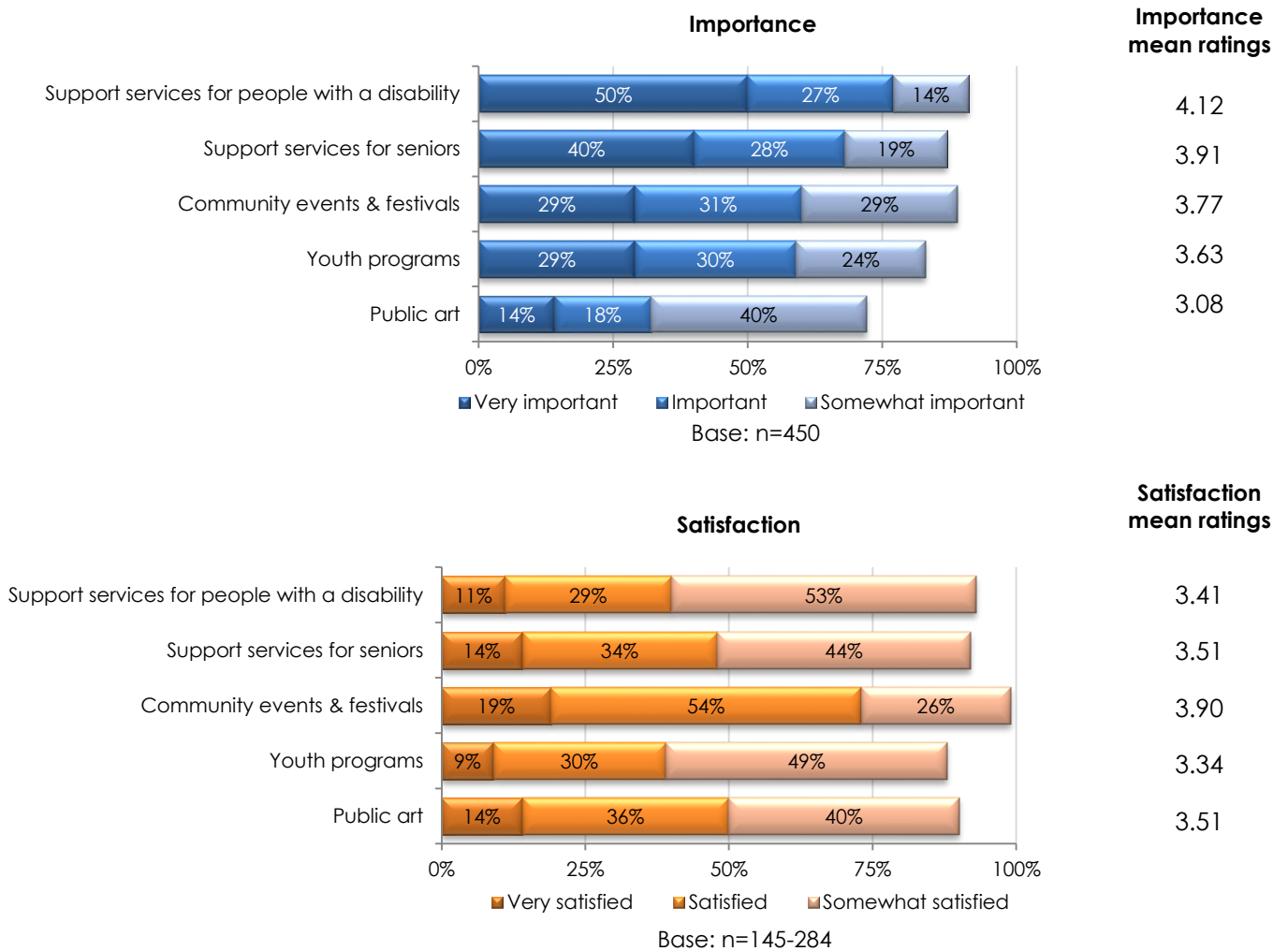
## Community Facilities – Contributes Almost 3% Of Overall Satisfaction With Council

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## Importance/Satisfaction – Community Programs

**Note:** The hierarchal sorting of each graph is relative to the mean importance rating.



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

**Note:** The hierarchal sorting of the table is relative to the criteria's Performance Gap.

	Performance Gap
Support services for people with a disability	0.71
Public art	0.43
Support services for seniors	0.40
Youth programs	0.29
Community events & festivals	0.13

# Importance/Satisfaction – Community Programs

---

## Overview of Rating Scores

### Importance – overall

High	Support services for seniors
	Support services for people with a disability
Moderately high	Community events & festivals
	Youth programs
Moderate	Public art

### Importance – by age

Residents aged 65+ and 50-65 were significantly more likely than the average to rate 'support services for seniors' higher in importance, whilst those aged 18-34 were significantly more likely to rate it lower.

Residents aged 65+ were significantly more likely than the average to rate 'support services for people with a disability' higher in importance than those in other age groups.

### Importance – by gender

Females were significantly more likely than the average to rate 'community events & festivals' and 'public art' higher in importance, whilst males were significantly more likely to rate it lower.

### Importance – by ward

Residents in West Ward were significantly more likely to rate 'youth programs' lower in importance than those in the other wards.

### Satisfaction – overall

High	Community events & festivals
Moderate	Public art
	Youth programs
	Support services for seniors
	Support services for people with a disability

### Satisfaction – by age

Residents aged 65 were significantly more likely than the average to rate 'support services for seniors' higher in satisfaction than those in other age groups.

### Satisfaction – by gender

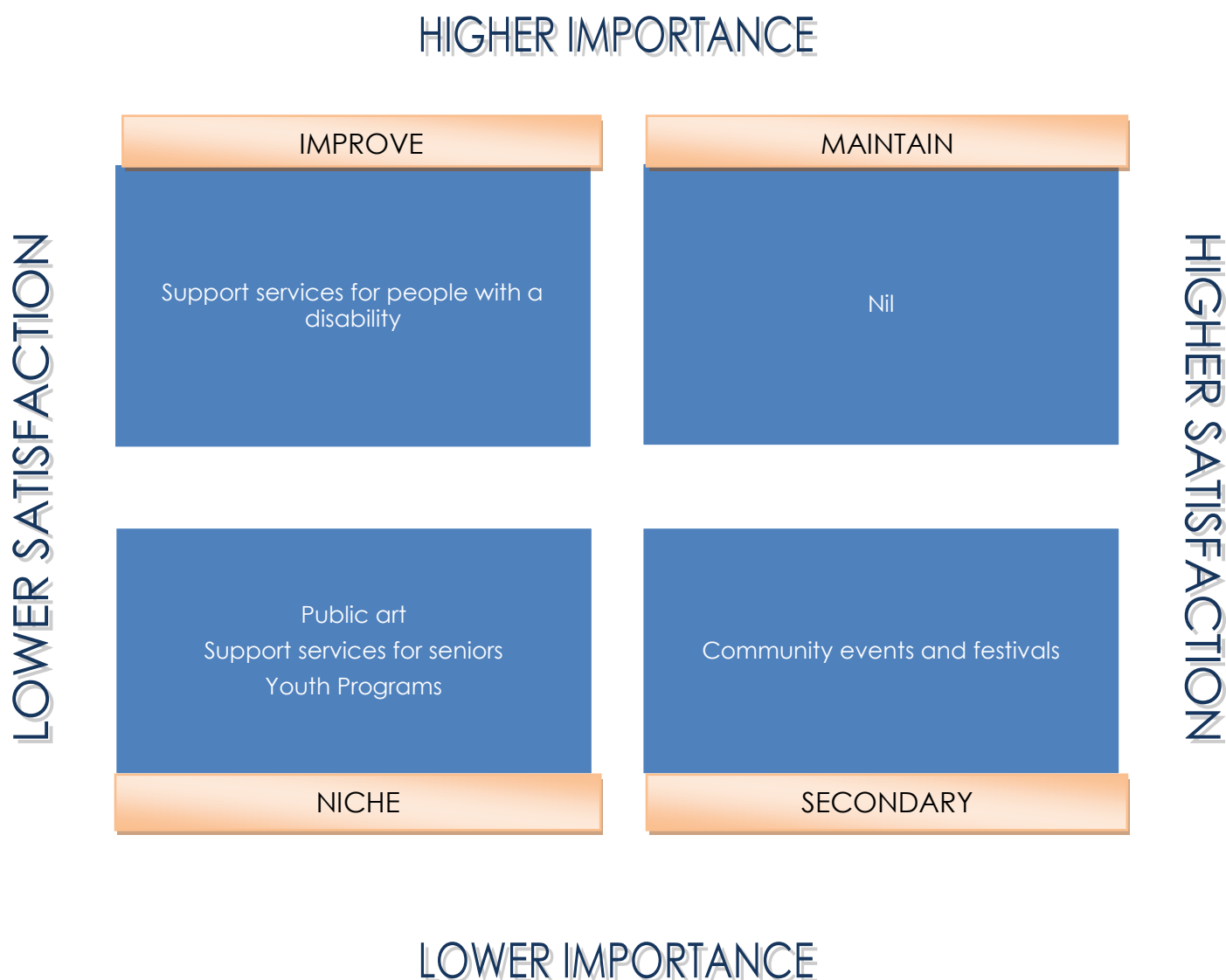
There were no significant differences by gender.

### Satisfaction – by ward

There were no significant differences by ward.

## Importance/Satisfaction – Community Programs

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to improve:

- Support services for people with a disability



## Importance/Satisfaction – Environmental issues

---

### Services and facilities explored included:

- Protecting the natural environment
- Tree management
- Environmental education

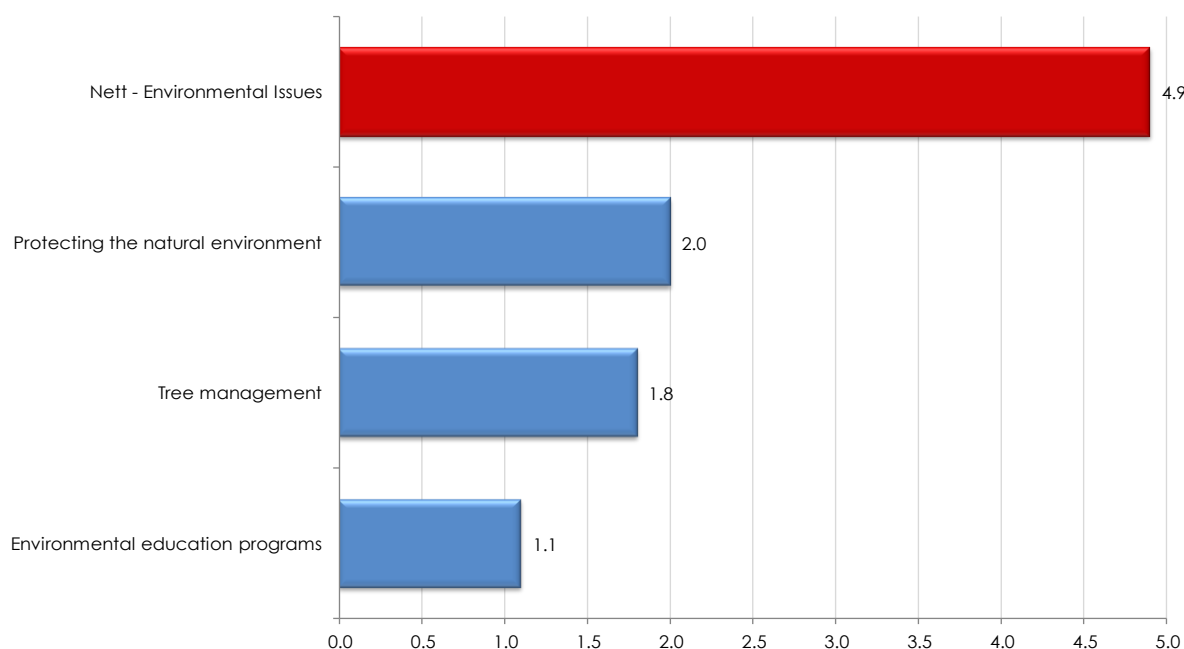
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 5% of overall satisfaction, based on the regression analysis.



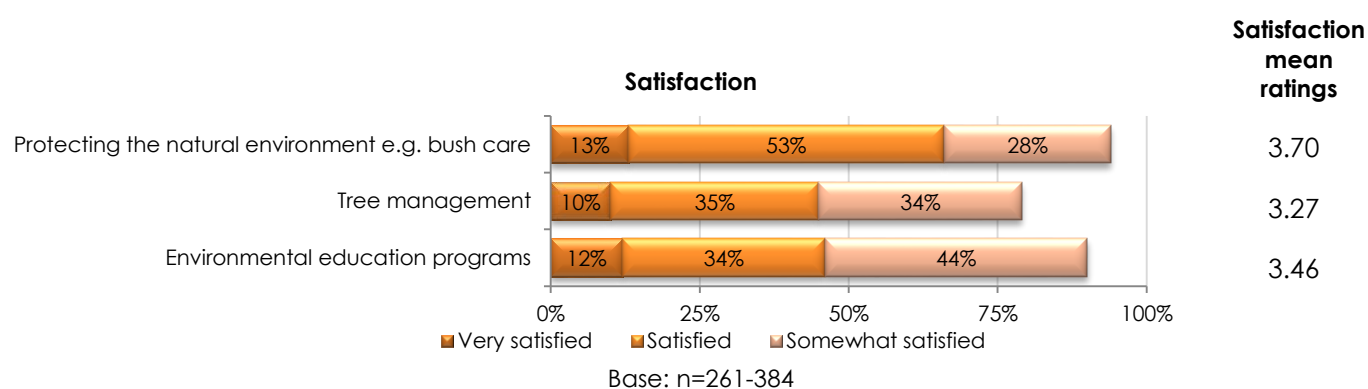
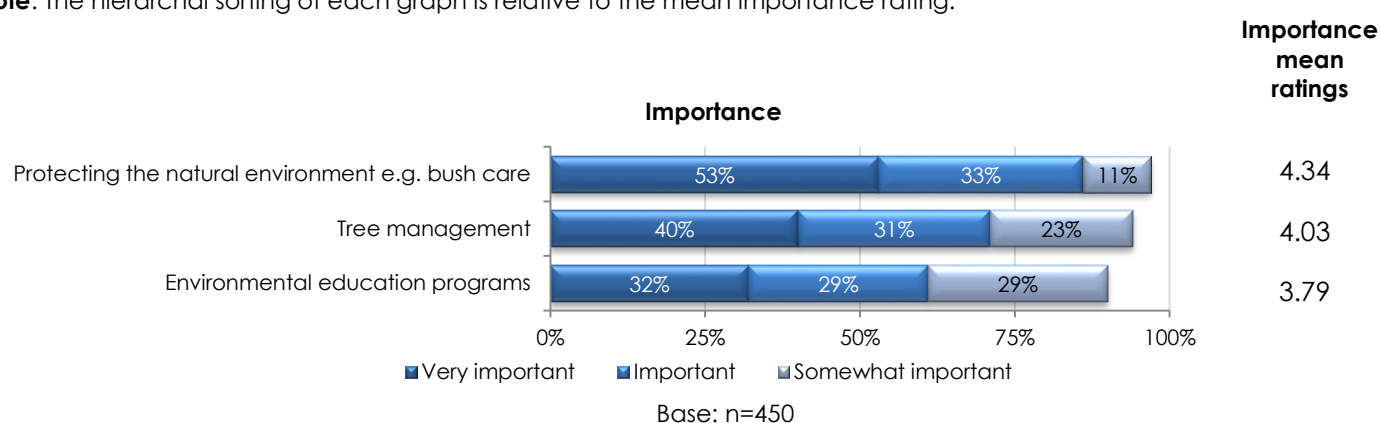
## Environmental Issues– Contributes Almost 5% Of Overall Satisfaction With Council

---



## Importance/Satisfaction – Environmental Issues

**Note:** The hierarchal sorting of each graph is relative to the mean importance rating.



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

**Note:** The hierarchal sorting of the table is relative to the criteria's Performance Gap.

	Performance Gap
Tree management	0.76
Protecting the natural environment	0.64
Environmental education programs	0.33

# Importance/Satisfaction – Environmental issues

---

## Overview of Rating Scores

### Importance – overall

Very high	Protecting the natural environment
High	Tree management
Moderately high	Environmental education program

### Importance – by age

Residents aged 65+ were significantly more likely than the average to rate 'protecting the natural environment' and 'tree management' higher in importance than those in the other age groups.

### Importance – by gender

Females were significantly more likely than the average to rate 'protecting the natural environment', 'tree management', and 'environmental education programs' higher in importance whilst males were significantly more likely to rate them lower.

### Importance – by ward

Residents in East Ward were significantly more likely than the average to rate 'protecting the natural environment' higher in importance than those in West Ward who were significantly more likely to rate it lower.

### Satisfaction – overall

Moderately high	Protecting the natural environment
Moderate	Tree management
	Environmental education programs

### Satisfaction – by age

There were no significant differences by age.

### Satisfaction – by gender

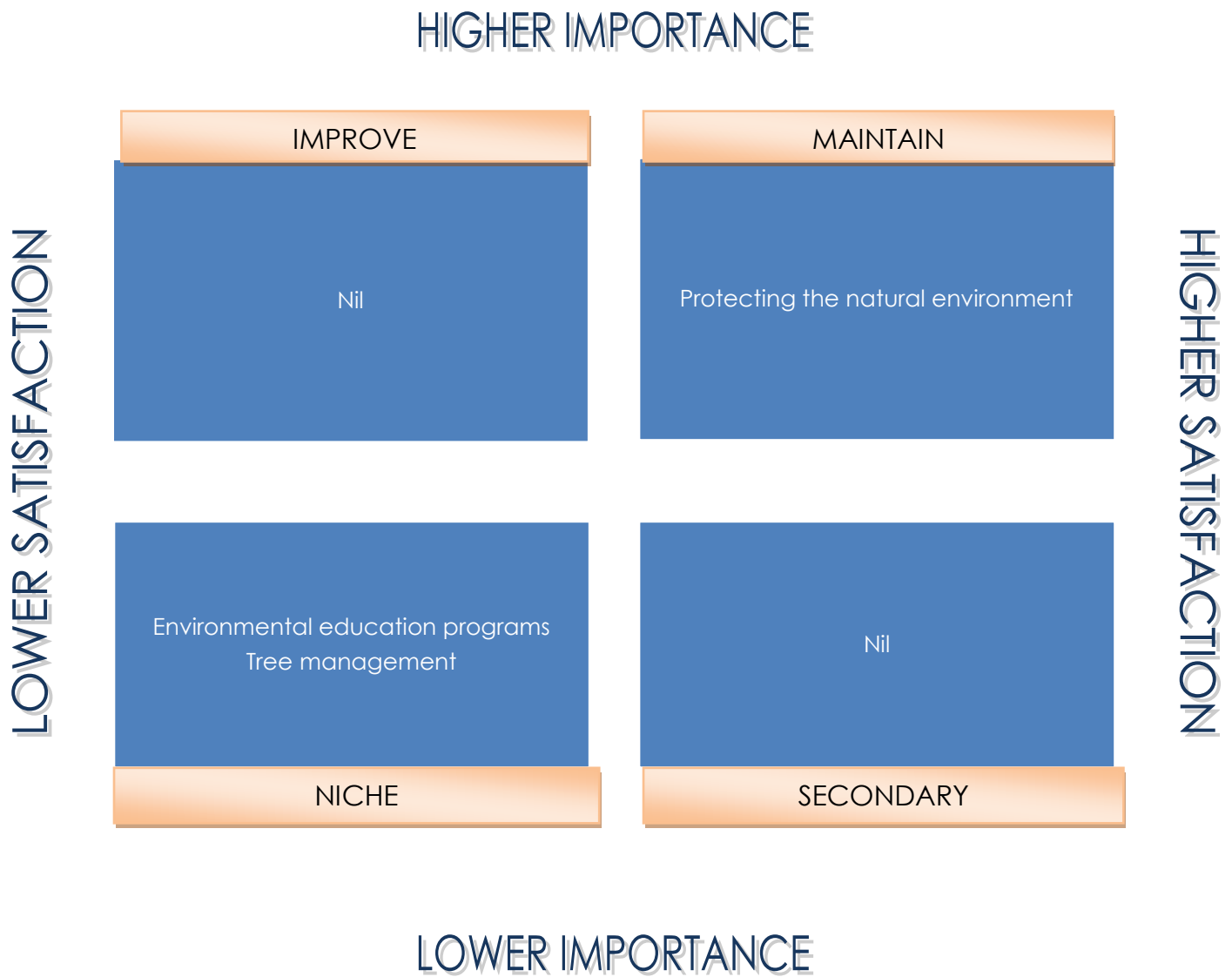
There were no significant differences by gender.

### Satisfaction – by ward

There were no significant differences by ward.

# Importance/Satisfaction – Environmental issues

## Quadrant Analysis



## Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to maintain resident satisfaction with:

- Protecting the natural environment

## Importance/Satisfaction – Planning and regulatory services

---

### Services and facilities explored included:

- Illegal dumping
- Graffiti removal
- Animal management
- Traffic and parking enforcement
- Development & building applications
- Renewal of town centres
- Supporting local jobs and businesses

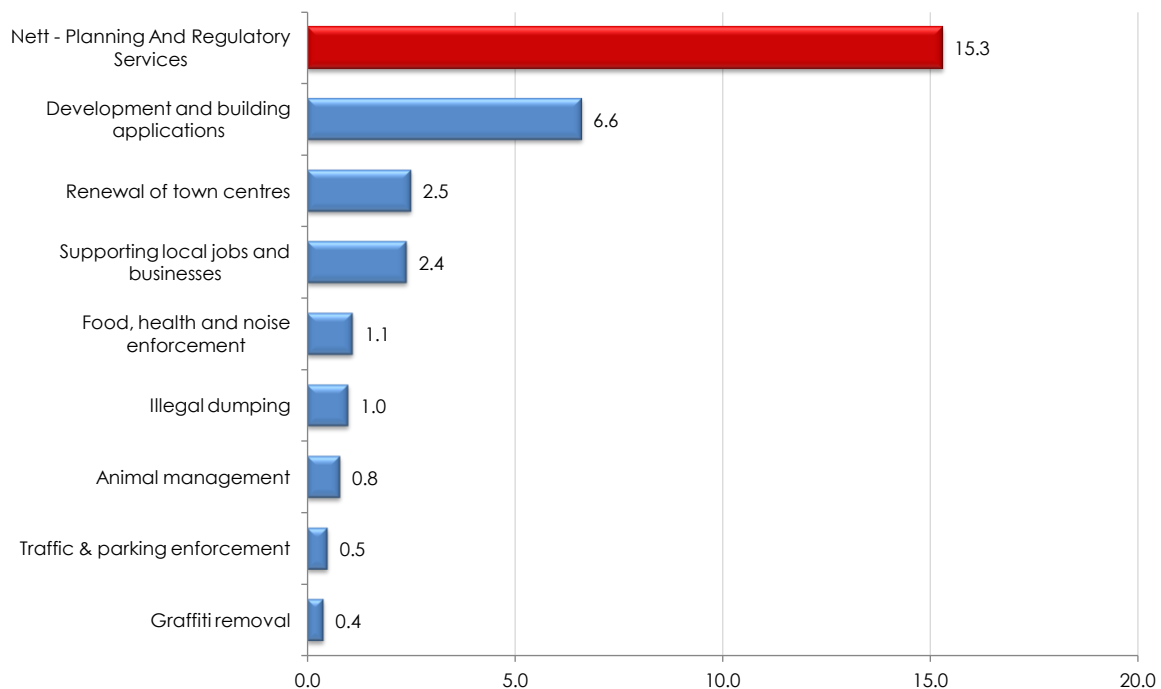
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 15% of overall satisfaction, based on the regression analysis.

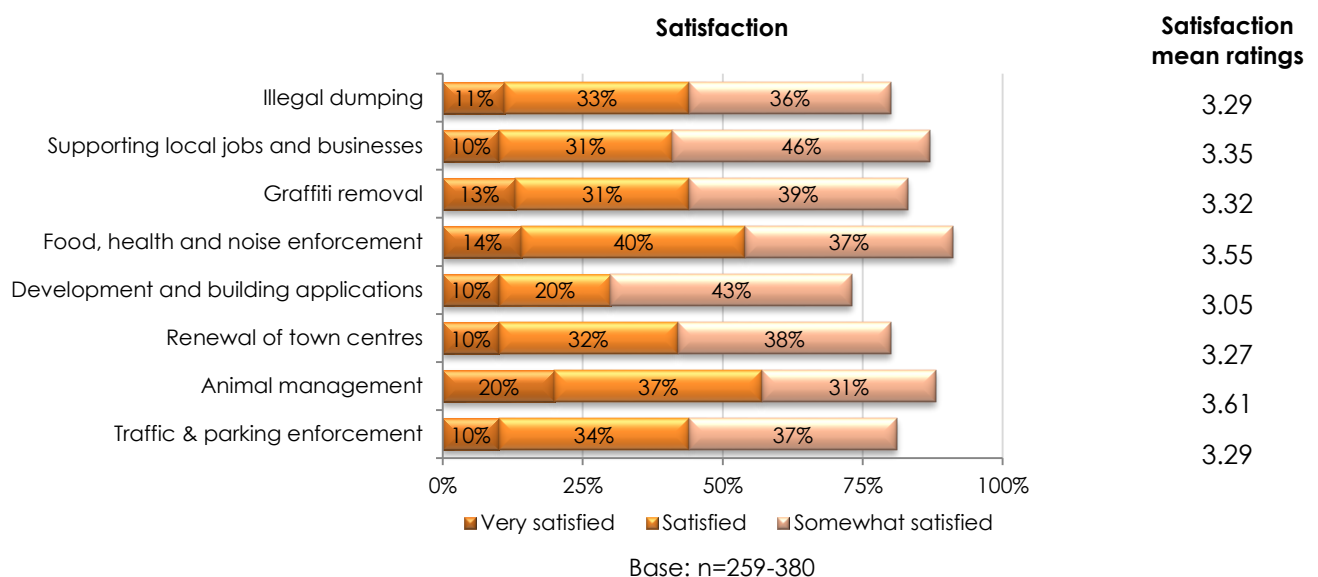
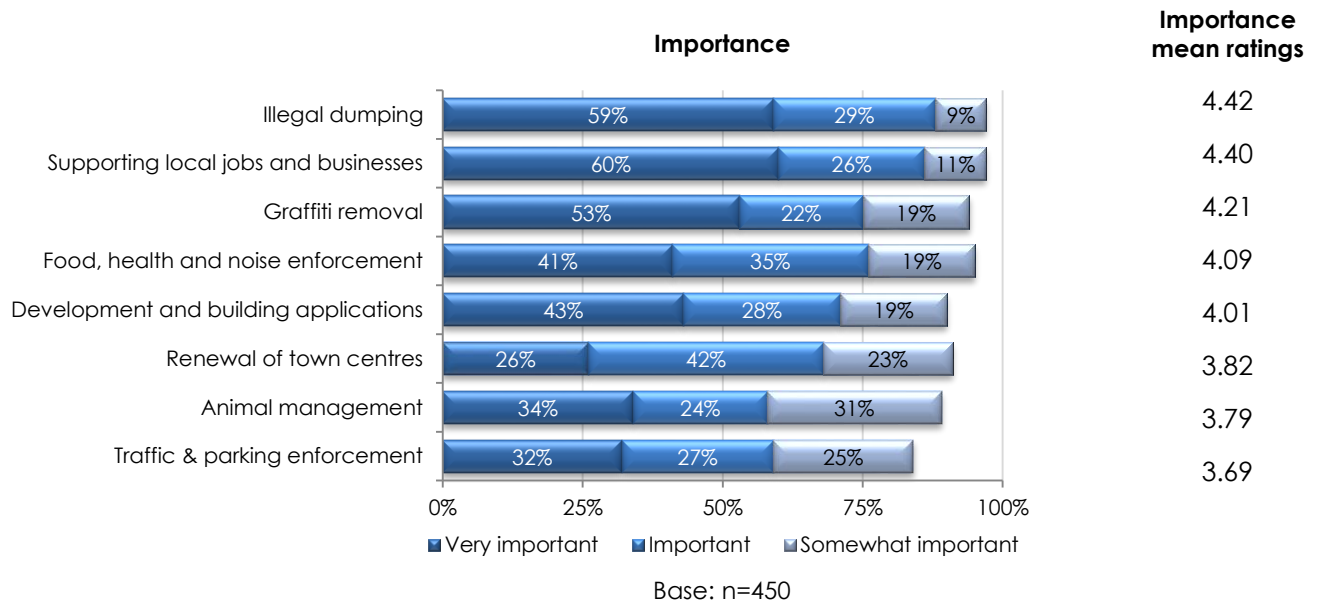


## Planning and Regulatory Services– Contributes Over 15% Of Overall Satisfaction With Council

---



## Importance/Satisfaction – Planning and regulatory services



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

**Note:** The hierarchal sorting of the table is relative to the criteria's Performance Gap.

	Performance Gap
Illegal dumping	1.13
Supporting local jobs and businesses	1.05
Development and building applications	0.96
Graffiti removal	0.89
Renewal of town centres	0.55
Food, health and noise enforcement	0.54
Traffic & parking enforcement	0.40
Animal management	0.18

# Importance/Satisfaction – Planning and regulatory services

---

## Overview of Rating Scores

### Importance – overall

Very high	Illegal dumping Graffiti removal
High	Supporting local jobs and businesses Development and building applications Traffic and parking management
Moderately high	Animal management Food, health and noise enforcement Renewal of town centres

### Importance – by age

Residents aged 65+ were significantly more likely than the average to rate 'illegal dumping', 'traffic and parking enforcement', 'food, health and noise enforcement' and 'development and building applications' higher in importance whilst those aged 18-34 were significantly more likely to rate them lower.

Residents aged 65+ were significantly more likely than the average to rate 'graffiti removal' and 'animal management' of higher importance than were those in the other age brackets.

### Importance – by gender

There were no significant differences by gender.

### Importance – by ward

Residents in East Ward were significantly more likely than the average to rate 'graffiti removal' higher in importance than the other wards.

### Satisfaction – overall

Moderately high	Animal management
Moderate	Illegal dumping Graffiti removal Traffic and parking enforcement Food, health and noise enforcement Development and building applications Renewal of town centres Supporting local jobs and businesses

### Satisfaction – by age

There were no significant differences by age.

### Satisfaction – by gender

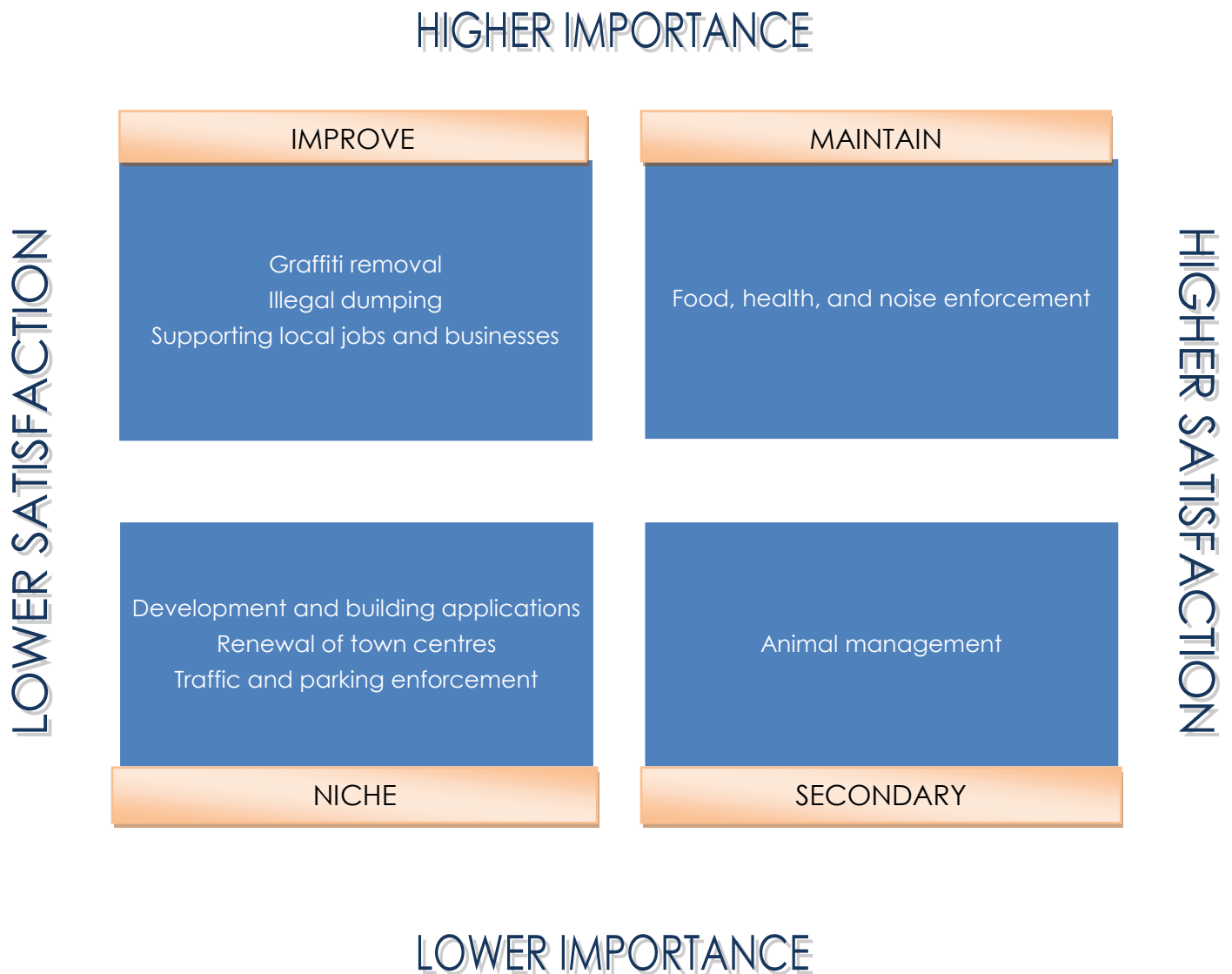
There were no significant differences by gender.

### Satisfaction – by ward

There were no significant differences by ward.

## Importance/Satisfaction – Planning and regulatory services

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to improve:

- Graffiti removal
- Illegal dumping
- Supporting local jobs and businesses

City of Ryde Council also needs to maintain resident satisfaction with:

- Food, health, and noise enforcement



## Importance/Satisfaction – Council's leadership and management

---

### Services and facilities explored included:

- Community input to Council decision-making
- Provision of Council information to the community
- Council's website
- Long term planning for the area
- Financial management

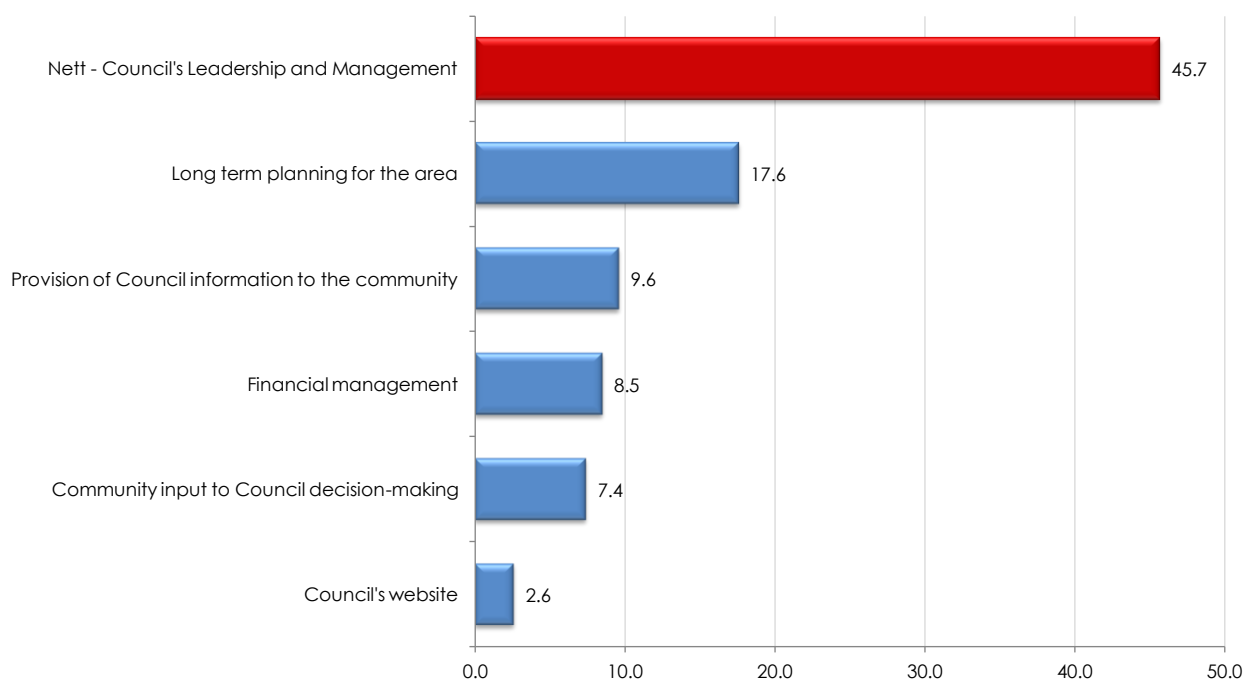
### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 45% of overall satisfaction, based on the regression analysis.

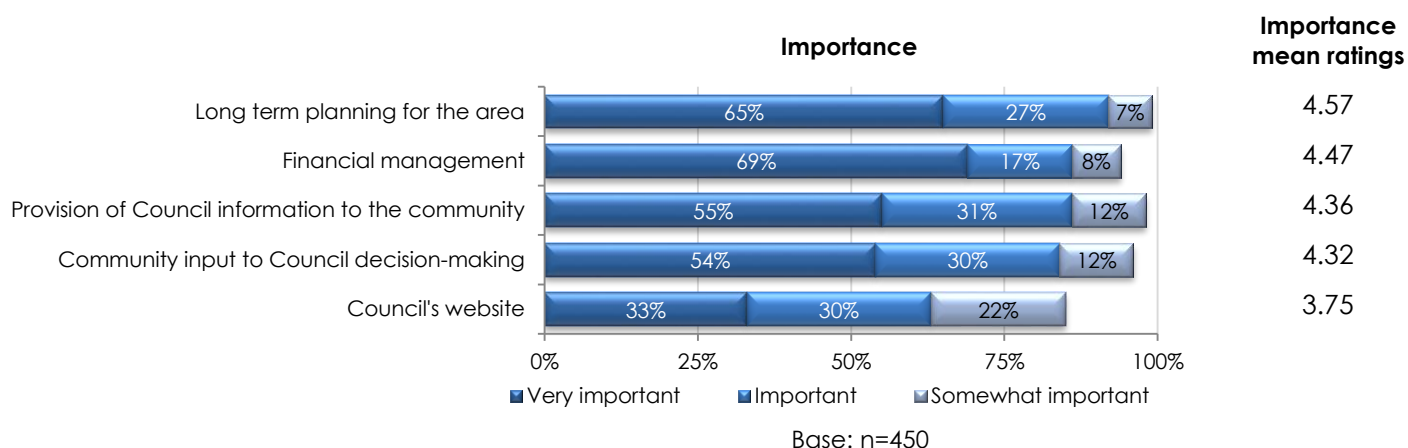


## Council's Leadership And Management – Contributes Over 45% Of Overall Satisfaction With Council

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## Importance/Satisfaction – Council's leadership and management



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

**Note:** The hierarchal sorting of each table is relative to the criteria's Performance Gap.

	Performance Gap
Long term planning for the area	1.38
Financial management	1.36
Community input to Council decision-making	1.29
Provision of Council information to the community	0.88
Council's website	0.00

# Importance/Satisfaction – Council's leadership and management

---

## Overview of Rating Scores

### Importance – overall

Extremely high	Long term planning for the area
Very high	Community input into Council decision-making
	Provision of Council information to the community
	Financial management
Moderately high	Council's website

### Importance – by age

Residents aged 35-49 were significantly more likely than the average to rate 'Council's website' higher in importance, whilst those aged 65+ were significantly more likely to rate it lower.

### Importance – by gender

There were no significant differences by gender.

### Importance – by ward

Residents in Central Ward were significantly more likely than the average to rate 'Council's website' higher in importance than those in other wards.

### Satisfaction – overall

Moderately high	Council's website
Moderate	Community input into Council decision-making
	Provision of Council information to the community
	Long term planning for the area
	Financial management

### Satisfaction – by age

There were no significant differences by age.

### Satisfaction – by gender

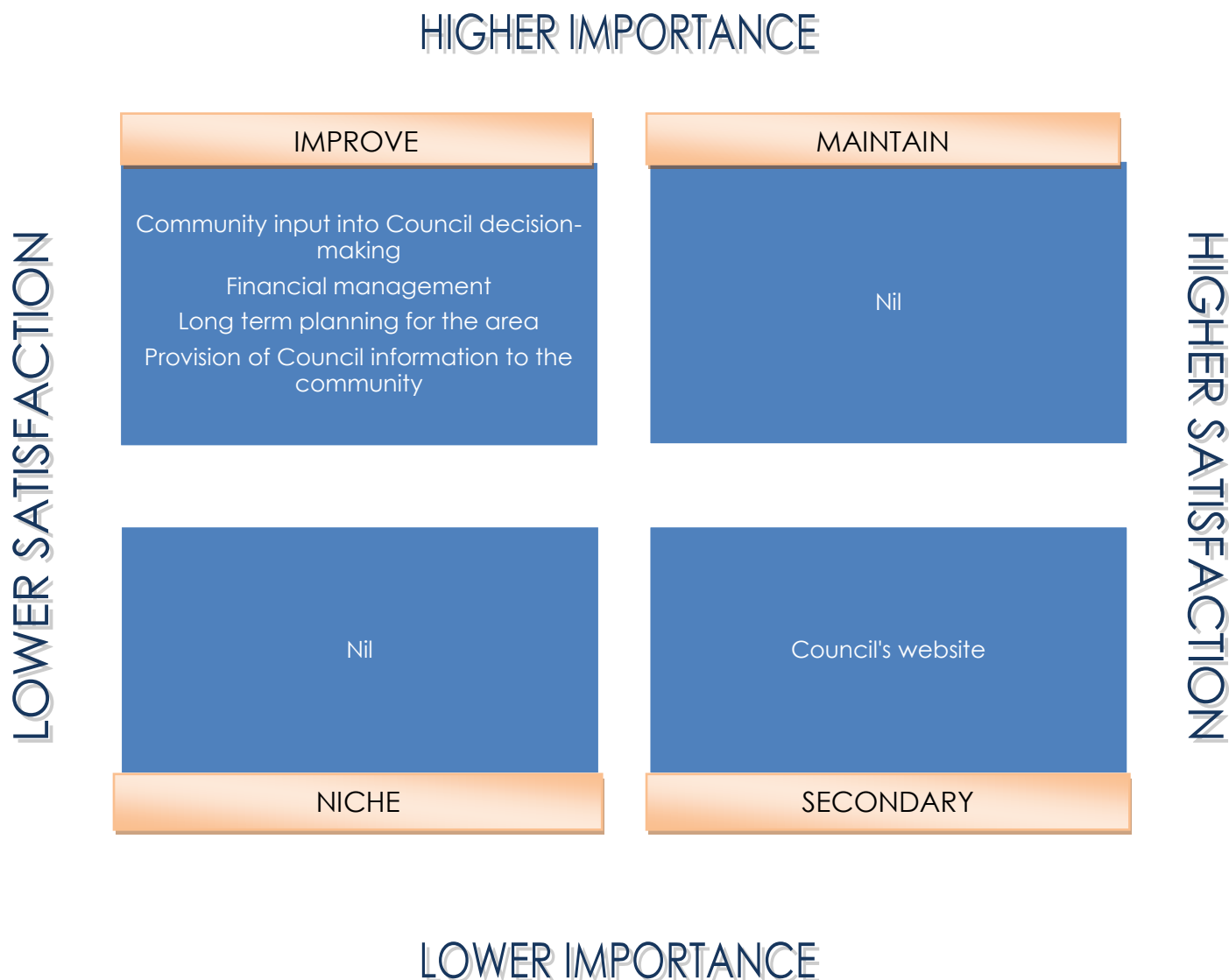
There were no significant differences by gender.

### Satisfaction – by ward

There were no significant differences by ward.

## Importance/Satisfaction – Council's leadership and management

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, City of Ryde Council needs to improve:

- Community input into Council decision-making
- Financial management
- Long term planning for the area
- Provision of Council information to the community

# Overall Satisfaction with Council's Performance

## Summary

Overall, the research has found a generally positive result for City of Ryde Council, with 38 of the 39 services/facilities/criteria rated as being of 'moderate satisfaction' to 'high satisfaction'.

At an overall level, residents expressed a 'moderate' level of satisfaction with the performance of Council, with 59% of the respondents giving a rating of 'satisfied' to 'very satisfied'.

Compared to an All of NSW measure and Regional Councils, Ryde has performed significantly better, and is slightly higher than the Metropolitan Council areas.

Q. 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?

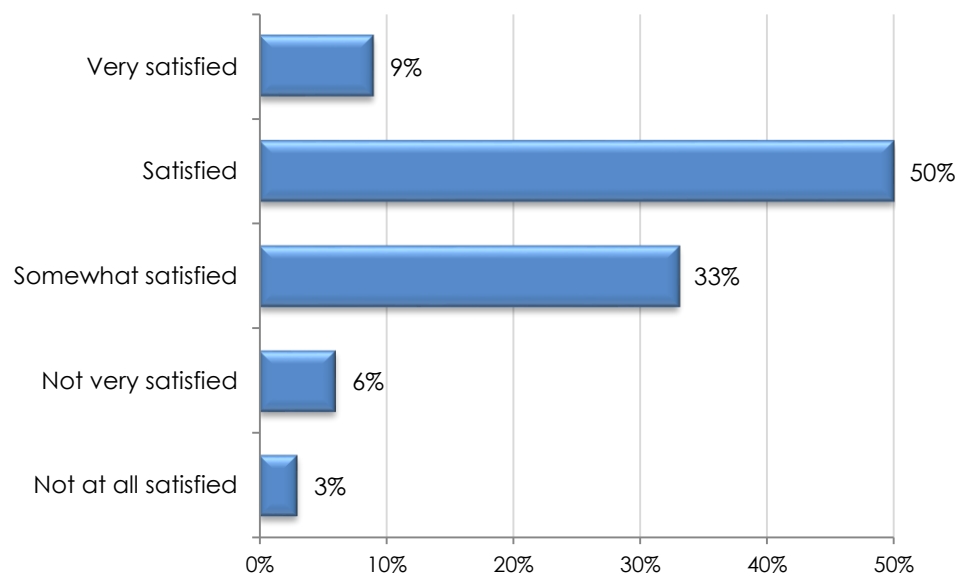
	18 - 34	35 - 49	50 - 64	65+	Male	Female	West Ward	Central Ward	East Ward	Overall
Satisfaction mean ratings	3.60	3.57	3.56	3.57	3.65	3.51	3.61	3.62	3.51	3.58

NSW LGA BRAND SCORES	Metro	Regional	All of NSW
Mean ratings	3.45	3.22	3.31

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

Significantly higher than the average

Significantly lower than the average

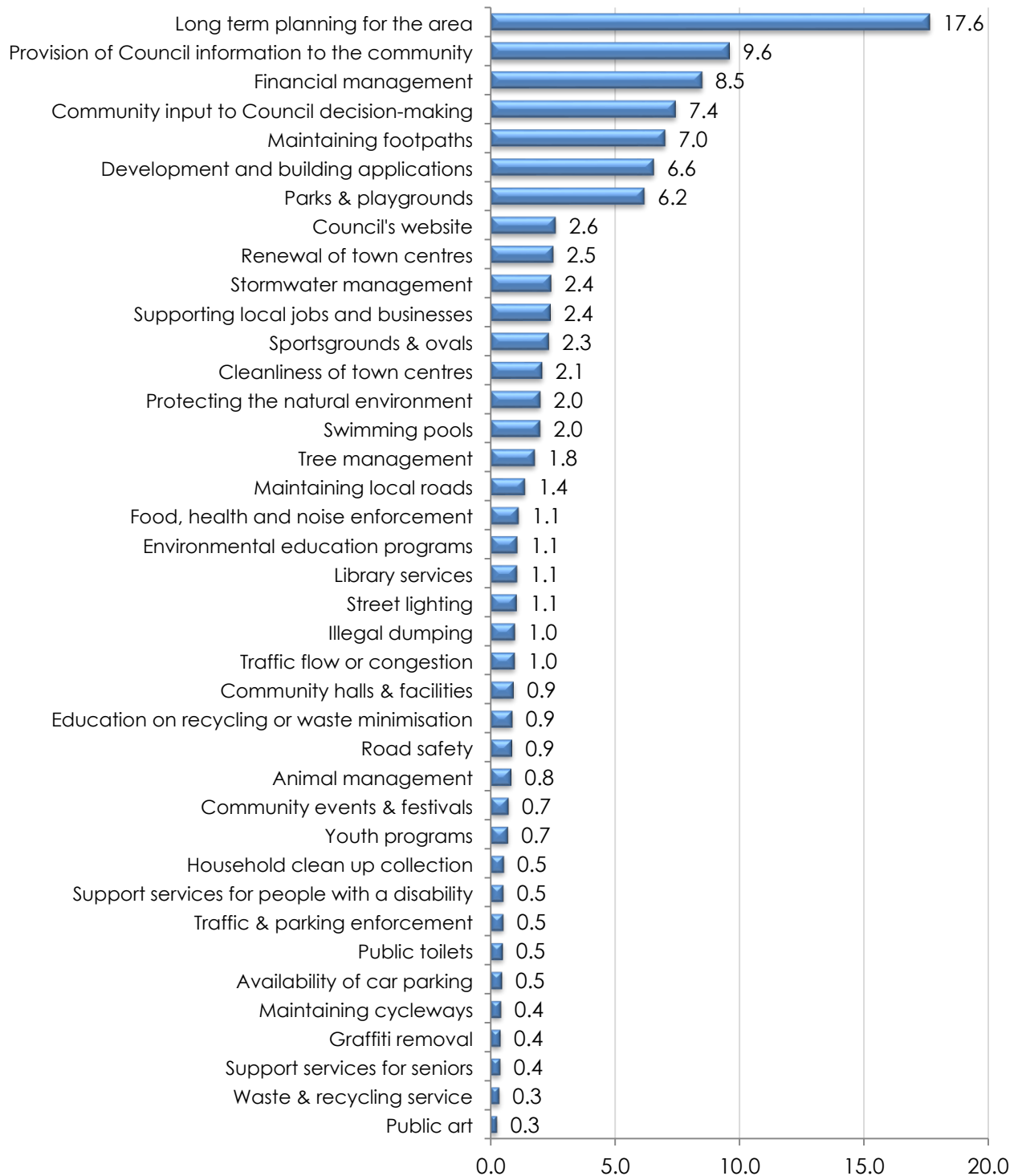


Base: n=450

# Improving Satisfaction with Council's Performance

## Overview

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.

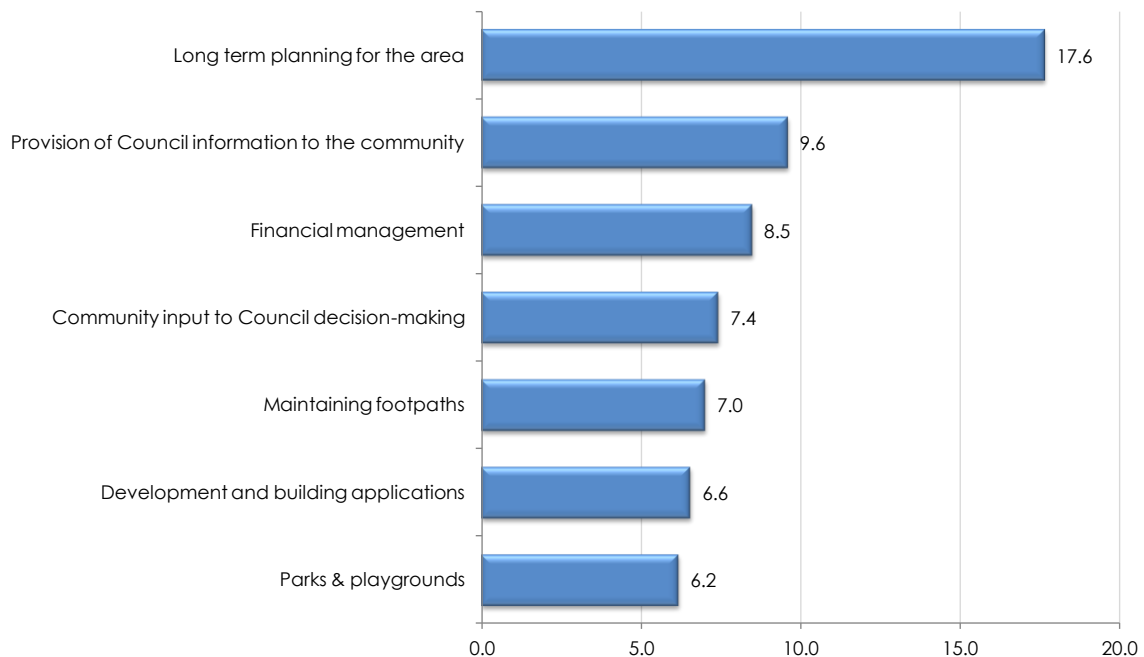


## Improving Satisfaction with Council's Performance

These 7 services/facilities are the key community priorities and by addressing these, City of Ryde Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'long term planning for the area' contributes 17.6% towards overall satisfaction.



### These Top 7 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



**The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction**

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

#### Outcome

If City of Ryde Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.



## **Section B**

# **The Future of City of Ryde**









## **Section C**

# **Long Term Resourcing Strategy**

## Support for Prompted Options

### Summary

Residents were read a more detailed explanation of the options available than is provided below, then asked how supportive they were of each option, and to rank the options in order of preference.

*OPTION 1 – Reduce services and maintain rates. This would result in a reduction of the current level of services and facilities and maintain an annual rate increase of around 3% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would not be addressed.*

*OPTION 2 – Maintain services at current levels and increase rates sufficiently to cover the growing funding gap. This would mean a rate increase above the 3% set by the State Government. This would maintain existing levels of services and facilities and address the backlog of asset renewal works but would provide for new services and facilities.*

*OPTION 3 – Enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve our growing population. This would mean a rate increase above the 3% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this could enable things such as:*

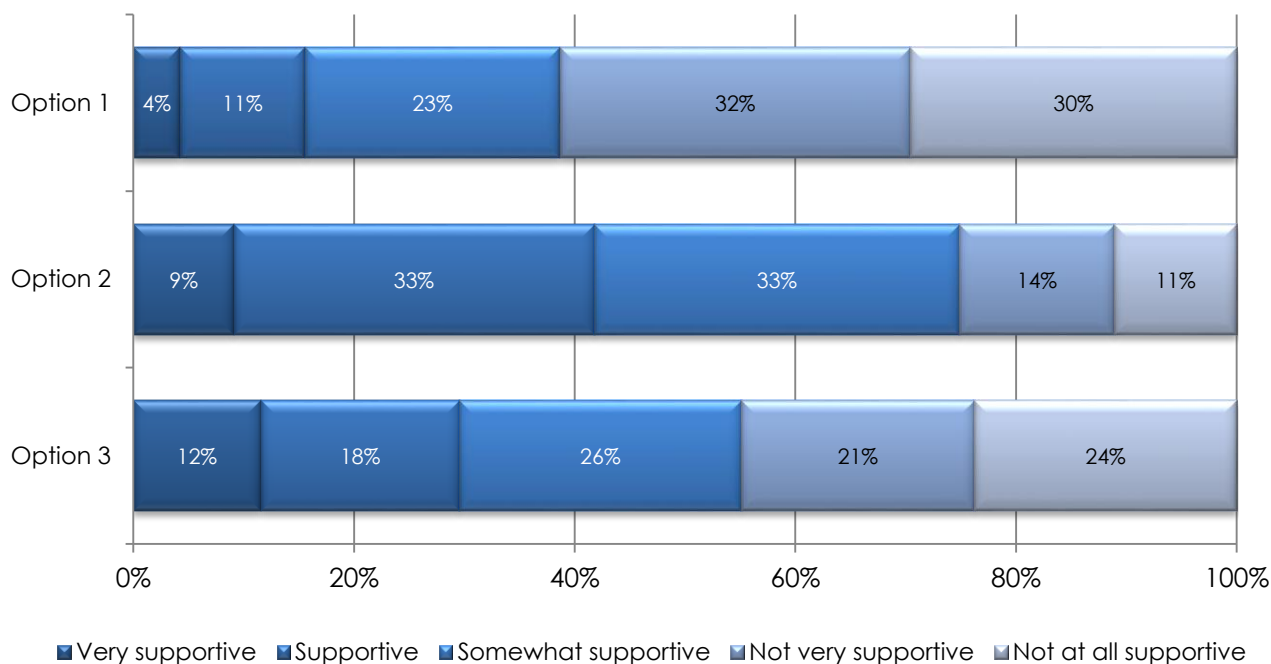
Q. How supportive are you of Council proceeding with this option?

	Option 1	Option 2	Option 3
Mean ratings	2.32	3.11	2.82

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

Significantly higher than the average

Significantly lower than the average



Base: n=450

## Support for Prompted Options

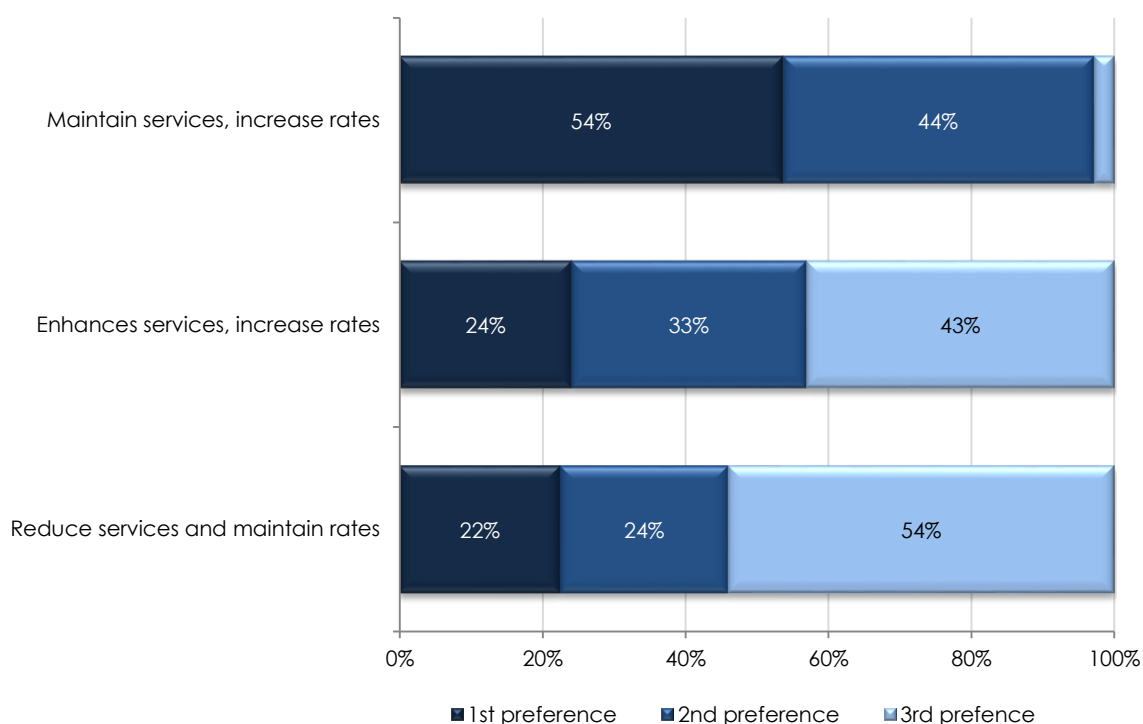
### Summary

When prompted, 54% of the community supported as a first preference for City of Ryde Council to develop a long term resourcing strategy that would maintain services and facilities, and increase rates sufficiently to cover increased provision of these to serve the growing population. 24% supported a strategy that would enhance services and facilities, and increase rates.

Only 22% of residents wanted to retain rates and reduce Council services as a first option. 54% of residents nominated it their lowest preference.

There were no significant differences between the sub-cells.

Q. Please rank the 3 options in order of preference:



Base: n=450

## Support for Prompted Options

Q. *What is your reason for choosing that option as your highest preference?*

## To maintain services, increase rates



## Verbatim responses

*"A slight increase is affordable but Council needs to manage existing funds better"*

*"A small increase would be affordable and maintaining services is important"*

*"Do not mind rates going up as long as we get results"*

*"Don't want to see the library and other facilities shut down"*

*"Don't feel we should lose services"*

*"Don't want services to be decreased"*

*"Happy with the current maintenance of services provided"*

*"I love the area and I don't want to see the area go backwards"*

*"Moderate increase in rates to provide sensible services to the City of Ryde is reasonable"*

*"Need to maintain our services with the lowest increase possible"*

*"Nothing is being cut so I don't mind paying a little extra"*

*"Reduction in services would disadvantage a lot of people"*

*"Services and facilities need to be maintained to ensure our quality of life is not devalued or diminished"*

*"Services must be maintained and a slight increase is understandable"*

*"Would support a rate increase if it maintained services at current levels"*

## Support for Prompted Options

Q. What is your reason for choosing that option as your highest preference?

## To enhance services, increase rates



## Verbatim responses

*"Believe in improving the City of Ryde area"*

*"Cannot let things fall behind, increasing rates keeps pushing us as a community forward"*

*"Cannot afford to have things deteriorate otherwise area would decline"*

*"Continual improvement is important"*

*"I would like to see services grow to benefit the community"*

*"Council areas should not be allowed to rundown and should be improved and people should pay for it"*

*"Council areas always need improving and up-keeping"*

*"Council needs money to operate efficiently and enhance services"*

*"Do not mind paying extra to know our future generations will have the best services and facilities"*

*"Happy with increased rates if it means Council will be on top of maintenance and delivery of services"*

*"I want to stay in this area and I want to see it improve"*

*"I would like to see the area keep going the way it is so I would be happy to pay extra"*

*"Important that we keep up with the times so our area can progress"*

*"Important to invest in the community"*

*"The increasing population means that services need to be enhanced"*

*"Important for the area to continue to move ahead"*

*"Keep development in the area by enhancing services"*

*"Need more money to improve our services to accommodate the needs of the growing population"*

## Support for Prompted Options

---

Q. What is your reason for choosing that option as your highest preference?

**To reduce services and maintain rates**



### Verbatim responses

*"Cannot afford a rate increase"*

*"Cost of living is already too expensive and increasing rates is not affordable"*

*"Council could make internal cuts to raise revenue rather than raise rates"*

*"Pensioners cannot afford rate increase"*

*"I do not use services in the Ryde Council area"*

*"There is scope for cost saving in other areas of Council"*

*"Would prefer to see Council manage funds better"*





# **Appendix A**

## **Data and Correlation Tables**

## Importance/Satisfaction – Infrastructure

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Maintaining local roads	4.31	4.48	4.44	4.43	4.29	4.51	4.36	4.34	4.51	4.40
Maintaining footpaths	4.17	4.40	4.28	4.45	4.17	4.43	4.29	4.29	4.33	4.30
Maintaining cycleways	2.85	3.15	3.06	2.37	2.85	2.93	2.88	2.92	2.87	2.89
Traffic flow or congestion	4.51	4.57	4.63	4.47	4.46	4.62	4.43	4.52	4.69	4.54
Road safety	4.57	4.69	4.65	4.71	4.51	4.77	4.55	4.63	4.74	4.64
Availability of car parking	4.15	4.36	4.31	4.35	4.14	4.39	4.20	4.20	4.43	4.27
Street lighting	4.01	4.27	4.23	4.52	3.96	4.45	4.05	4.17	4.43	4.21
Stormwater management	3.54	4.06	4.15	4.38	3.87	4.03	3.77	4.02	4.08	3.96

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Maintaining local roads	3.50	3.44	3.41	3.53	3.55	3.40	3.53	3.48	3.40	3.47
Maintaining footpaths	3.65	3.27	3.34	3.28	3.51	3.34	3.49	3.41	3.35	3.42
Maintaining cycleways	3.31	3.54	3.47	3.72	3.44	3.51	3.33	3.58	3.53	3.47
Traffic flow or congestion	3.02	2.87	2.78	3.10	2.92	2.96	3.01	2.87	2.95	2.94
Road safety	3.72	3.56	3.61	3.75	3.69	3.63	3.70	3.62	3.65	3.66
Availability of car parking	3.10	3.08	3.17	3.09	3.10	3.12	3.00	3.08	3.23	3.11
Street lighting	3.50	3.64	3.47	3.88	3.71	3.53	3.52	3.58	3.71	3.61
Stormwater management	3.80	3.60	3.74	3.94	3.99	3.56	3.81	3.64	3.81	3.75

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

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Infrastructure

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Maintaining local roads	0%	1%	13%	29%	57%	100%	450
Maintaining footpaths	0%	1%	13%	38%	47%	100%	450
Maintaining cycleways	19%	21%	27%	17%	16%	100%	450
Traffic flow or congestion	1%	2%	7%	23%	67%	100%	450
Road safety	0%	2%	7%	17%	75%	100%	450
Availability of car parking	1%	5%	11%	32%	51%	100%	450
Street lighting	1%	7%	13%	30%	50%	100%	450
Stormwater management	2%	7%	22%	31%	38%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Maintaining local roads	2%	7%	40%	43%	8%	100%	384
Maintaining footpaths	6%	9%	34%	38%	12%	100%	384
Maintaining cycleways	5%	8%	34%	41%	13%	100%	148
Traffic flow or congestion	11%	18%	42%	26%	4%	100%	407
Road safety	3%	7%	29%	44%	17%	100%	412
Availability of car parking	10%	17%	33%	31%	8%	100%	376
Street lighting	2%	12%	28%	41%	17%	100%	360
Stormwater management	1%	4%	31%	44%	19%	100%	311

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

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Waste Management

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Waste & recycling service	4.26	4.71	4.69	4.75	4.47	4.64	4.45	4.56	4.67	4.56
Education on recycling or waste minimisation	4.02	4.04	4.18	4.33	3.91	4.30	4.04	4.04	4.26	4.11
Household clean up collection	4.02	4.47	4.52	4.76	4.21	4.53	4.12	4.41	4.60	4.38

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Waste & recycling service	4.25	4.24	4.22	4.50	4.28	4.30	4.25	4.17	4.44	4.29
Education on recycling or waste minimisation	3.31	3.69	3.71	3.97	3.52	3.71	3.63	3.59	3.66	3.63
Household clean up collection	3.94	4.33	4.25	4.54	4.23	4.24	4.30	4.10	4.31	4.23

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Waste & recycling service	0%	2%	7%	24%	67%	100%	450
Education on recycling or waste minimisation	1%	6%	20%	27%	46%	100%	450
Household clean up collection	1%	3%	8%	33%	55%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Waste & recycling service	1%	1%	13%	42%	44%	100%	409
Education on recycling or waste minimisation	1%	10%	31%	43%	16%	100%	327
Household clean up collection	1%	3%	13%	37%	46%	100%	394

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

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Public Facilities

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Parks & playgrounds	3.99	4.58	4.33	4.22	4.10	4.42	3.99	4.42	4.37	4.26
Sportsgrounds & ovals	4.07	4.27	4.17	4.08	4.11	4.18	4.03	4.23	4.18	4.15
Community halls & facilities	3.33	3.54	3.54	3.61	3.38	3.57	3.28	3.60	3.56	3.48
Library services	3.55	3.99	4.13	4.29	3.72	4.11	3.80	4.01	3.96	3.93
Swimming pools	3.77	3.84	3.66	3.68	3.54	3.94	3.64	3.74	3.87	3.75
Cleanliness of town centres	4.13	4.46	4.53	4.51	4.25	4.49	4.32	4.38	4.42	4.37
Public toilets	3.88	4.26	4.13	4.17	3.90	4.25	3.91	4.22	4.13	4.09

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Parks & playgrounds	4.17	3.98	3.98	4.18	4.03	4.11	4.10	4.10	4.01	4.07
Sportsgrounds & ovals	4.08	3.87	3.89	4.14	3.94	4.04	4.09	3.99	3.90	3.99
Community halls & facilities	3.55	3.68	3.73	3.67	3.79	3.54	3.62	3.68	3.64	3.65
Library services	4.16	4.23	4.31	4.45	4.23	4.31	4.27	4.26	4.30	4.27
Swimming pools	3.67	3.88	3.91	3.92	3.72	3.89	3.75	3.77	3.92	3.82
Cleanliness of town centres	3.77	3.79	3.53	3.75	3.70	3.74	3.48	3.77	3.92	3.72
Public toilets	2.99	3.22	3.17	3.42	3.14	3.21	3.13	3.22	3.18	3.18

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Parks & playgrounds	3%	3%	12%	30%	52%	100%	450
Sportsgrounds & ovals	4%	3%	17%	28%	49%	100%	450
Community halls & facilities	5%	10%	34%	33%	18%	100%	450
Library services	4%	11%	15%	30%	41%	100%	450
Swimming pools	6%	9%	25%	26%	35%	100%	450
Cleanliness of town centres	0%	2%	11%	33%	53%	100%	450
Public toilets	1%	5%	22%	27%	45%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Parks & playgrounds	1%	4%	15%	46%	34%	100%	370
Sportsgrounds & ovals	1%	3%	21%	46%	29%	100%	341
Community halls & facilities	0%	4%	39%	45%	12%	100%	228
Library services	0%	2%	12%	43%	43%	100%	316
Swimming pools	4%	7%	19%	42%	28%	100%	271
Cleanliness of town centres	1%	7%	29%	46%	17%	100%	389
Public toilets	7%	15%	43%	25%	11%	100%	318

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

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Community Programs

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Community events & festivals	3.73	3.87	3.65	3.84	3.60	3.93	3.60	3.91	3.81	3.77
Public art	2.99	3.07	3.09	3.26	2.84	3.30	2.86	3.21	3.18	3.08
Youth programs	3.35	3.75	3.78	3.82	3.65	3.62	3.35	3.80	3.75	3.63
Support services for seniors	3.38	3.79	4.35	4.57	3.72	4.08	3.73	3.91	4.08	3.91
Support services for people with a disability	3.83	4.07	4.34	4.52	3.98	4.25	4.02	4.11	4.25	4.12

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Community events & festivals	3.67	3.95	4.02	4.09	3.78	3.99	4.00	3.76	3.96	3.90
Public art	3.53	3.36	3.56	3.59	3.47	3.53	3.69	3.32	3.57	3.51
Youth programs	3.14	3.35	3.38	3.58	3.26	3.41	3.30	3.44	3.26	3.34
Support services for seniors	3.28	3.35	3.49	3.93	3.49	3.52	3.56	3.51	3.45	3.51
Support services for people with a disability	3.40	3.36	3.31	3.59	3.46	3.37	3.36	3.53	3.33	3.41

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Community events & festivals	2%	8%	29%	31%	29%	100%	450
Public art	11%	17%	40%	18%	14%	100%	450
Youth programs	6%	11%	24%	30%	29%	100%	450
Support services for seniors	5%	7%	19%	28%	40%	100%	450
Support services for people with a disability	5%	4%	14%	27%	50%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Community events & festivals	0%	1%	26%	54%	19%	100%	271
Public art	1%	10%	40%	36%	14%	100%	145
Youth programs	4%	8%	49%	30%	9%	100%	236
Support services for seniors	4%	4%	44%	34%	14%	100%	274
Support services for people with a disability	3%	4%	53%	29%	11%	100%	284

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Environmental Issues

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Protecting the natural environment	4.15	4.39	4.45	4.53	4.16	4.51	4.14	4.31	4.59	4.34
Tree management	3.79	4.09	4.10	4.32	3.86	4.18	3.94	4.06	4.09	4.03
Environmental education programs	3.68	3.76	3.85	4.01	3.58	3.99	3.71	3.81	3.86	3.79

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Protecting the natural environment	3.67	3.71	3.63	3.83	3.77	3.65	3.63	3.66	3.81	3.70
Tree management	3.32	3.32	3.19	3.20	3.24	3.29	3.33	3.20	3.27	3.27
Environmental education programs	3.40	3.45	3.47	3.56	3.43	3.49	3.46	3.52	3.41	3.46

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Protecting the natural environment	1%	2%	11%	33%	53%	100%	450
Tree management	1%	5%	23%	31%	40%	100%	450
Environmental education programs	3%	8%	29%	29%	32%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Protecting the natural environment	1%	5%	28%	53%	13%	100%	384
Tree management	7%	15%	34%	35%	10%	100%	322
Environmental education programs	1%	10%	44%	34%	12%	100%	261

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Planning and regulatory services

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Illegal dumping	4.03	4.57	4.59	4.77	4.42	4.43	4.28	4.40	4.59	4.42
Graffiti removal	3.92	4.22	4.30	4.65	4.09	4.31	4.12	4.04	4.46	4.21
Animal management	3.60	3.68	3.87	4.25	3.65	3.93	3.67	3.87	3.84	3.79
Traffic & parking enforcement	3.27	3.73	3.77	4.33	3.48	3.87	3.67	3.66	3.73	3.69
Food, health and noise enforcement	3.73	4.24	4.15	4.51	3.95	4.22	4.03	4.06	4.18	4.09
Development and building applications	3.60	4.21	4.13	4.35	3.91	4.10	3.77	4.11	4.15	4.01
Renewal of town centres	3.56	3.94	3.88	4.06	3.67	3.95	3.67	3.80	3.98	3.82
Supporting local jobs and businesses	4.33	4.49	4.32	4.47	4.27	4.52	4.37	4.31	4.51	4.40

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Illegal dumping	3.24	3.35	3.17	3.41	3.22	3.36	3.27	3.33	3.28	3.29
Graffiti removal	3.28	3.45	3.26	3.26	3.22	3.40	3.35	3.41	3.22	3.32
Animal management	3.67	3.70	3.47	3.58	3.56	3.65	3.54	3.65	3.64	3.61
Traffic & parking enforcement	3.48	3.03	3.19	3.49	3.20	3.36	3.28	3.29	3.31	3.29
Food, health and noise enforcement	3.59	3.56	3.45	3.56	3.57	3.53	3.55	3.47	3.61	3.55
Development and building applications	3.05	2.92	3.03	3.26	3.17	2.97	3.18	2.88	3.11	3.05
Renewal of town centres	3.07	3.43	3.30	3.30	3.36	3.20	3.12	3.48	3.22	3.27
Supporting local jobs and businesses	3.20	3.40	3.35	3.53	3.33	3.36	3.25	3.38	3.41	3.35

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

Significantly higher than the average

Significantly lower than the average



## Importance/Satisfaction – Planning and regulatory services

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Illegal dumping	0%	3%	9%	29%	59%	100%	450
Graffiti removal	2%	4%	19%	22%	53%	100%	450
Animal management	4%	6%	31%	24%	34%	100%	450
Traffic & parking enforcement	8%	8%	25%	27%	32%	100%	450
Food, health and noise enforcement	2%	3%	19%	35%	41%	100%	450
Development and building applications	3%	7%	19%	28%	43%	100%	450
Renewal of town centres	3%	6%	23%	42%	26%	100%	450
Supporting local jobs and businesses	2%	2%	11%	26%	60%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Illegal dumping	6%	13%	36%	33%	11%	100%	380
Graffiti removal	6%	12%	39%	31%	13%	100%	338
Animal management	3%	9%	31%	37%	20%	100%	259
Traffic & parking enforcement	6%	13%	37%	34%	10%	100%	268
Food, health and noise enforcement	3%	7%	37%	40%	14%	100%	337
Development and building applications	9%	18%	43%	20%	10%	100%	305
Renewal of town centres	5%	15%	38%	32%	10%	100%	304
Supporting local jobs and businesses	3%	10%	46%	31%	10%	100%	361

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

Significantly higher than the average

Significantly lower than the average

## Importance/Satisfaction – Council's Leadership & Management

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Community input to Council decision-making	4.11	4.40	4.46	4.43	4.24	4.39	4.13	4.43	4.40	4.32
Provision of Council information to the community	4.31	4.31	4.43	4.46	4.31	4.41	4.20	4.54	4.35	4.36
Council's website	3.71	4.12	3.89	3.10	3.69	3.80	3.58	4.02	3.65	3.75
Long term planning for the area	4.47	4.69	4.57	4.59	4.54	4.60	4.41	4.63	4.68	4.57
Financial management	4.18	4.66	4.54	4.67	4.43	4.51	4.38	4.47	4.56	4.47

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
Community input to Council decision-making	2.99	2.99	2.98	3.22	3.06	3.01	3.17	3.06	2.88	3.03
Provision of Council information to the community	3.53	3.29	3.48	3.69	3.58	3.40	3.53	3.58	3.33	3.48
Council's website	3.78	3.70	3.77	3.72	3.66	3.81	3.92	3.56	3.81	3.75
Long term planning for the area	3.32	3.14	2.97	3.27	3.32	3.07	3.25	3.21	3.11	3.19
Financial management	3.16	3.11	3.00	3.17	3.15	3.08	3.28	3.01	3.04	3.11

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Community input to Council decision-making	3%	1%	12%	30%	54%	100%	450
Provision of Council information to the community	2%	1%	12%	31%	55%	100%	450
Council's website	7%	8%	22%	30%	33%	100%	450
Long term planning for the area	0%	1%	7%	27%	65%	100%	450
Financial management	1%	5%	8%	17%	69%	100%	450

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Community input to Council decision-making	8%	19%	41%	27%	5%	100%	373
Provision of Council information to the community	4%	13%	30%	39%	15%	100%	386
Council's website	2%	10%	22%	44%	22%	100%	269
Long term planning for the area	4%	14%	48%	25%	8%	100%	399
Financial management	7%	13%	49%	26%	6%	100%	357

Significantly higher than the average

Significantly lower than the average

## Overall Satisfaction with Council's Performance

Q. 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?

	18 - 34	35 - 49	50 - 64	65+	Male	Female	West	Central	East	Overall
Satisfaction mean ratings	3.60	3.57	3.56	3.57	3.65	3.51	3.61	3.62	3.51	3.58

NSW LGA BRAND SCORES	Metro	Regional	All of NSW
Mean ratings	3.45	3.22	3.31

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

Significantly higher than the average

Significantly lower than the average

	n	%
Very satisfied	40	9%
Satisfied	224	50%
Somewhat satisfied	151	34%
Not very satisfied	23	5%
Not at all satisfied	11	2%
Total	450	100%

## Support for Prompted Options

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

	Option 1	Option 2	Option 3
Mean ratings	2.32	3.11	2.82

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	West	Central	East	Overall
To reduce services and maintain rates	2.38	2.32	2.27	2.29	2.47	2.18	2.35	2.40	2.21	2.32
To maintain service and increase rates	3.05	3.11	3.13	3.23	3.10	3.13	3.17	3.26	2.91	3.11
To enhance services and increase rates	3.04	2.79	2.53	2.80	2.95	2.71	2.96	3.06	2.44	2.82

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

	Reduce services and maintain rates		Maintain services and increase rates		Enhance services and increase rates	
	n	%	n	%	n	%
Very supportive	17	4%	42	9%	59	13%
Supportive	55	12%	130	29%	89	20%
Somewhat supportive	112	25%	169	37%	112	25%
Not very supportive	135	30%	57	13%	95	21%
Not at all supportive	130	29%	53	12%	96	21%
NET	450	100%	450	100%	450	100%

Q. Please rank the 3 options in order of preference:

	1 <sup>st</sup> preference	2 <sup>nd</sup> preference	3 <sup>rd</sup> preference	Total %	Base
To reduce services and maintain rates	23%	21%	56%	100%	450
To maintain services and increase rates	48%	49%	3%	100%	450
To enhance services and increase rates	29%	30%	41%	100%	450

Significantly higher than the average

Significantly lower than the average



## **Appendix B**

### **Questionnaire**

## COUNCIL - COMMUNITY SURVEY 2013

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of City Of Ryde Council from a company called Micromex Research. We are conducting some research to help Council review the services and service standards that you desire for your community. The survey will take 15 minutes, would you be able to assist us please?

**QA1. Before we start I would like to check whether you or an immediate family member work for Council?**

Yes    ☐    No    ☐    (If yes, terminate survey)

**QA2. In which suburb do you live?**

### Section A – Importance of and satisfaction with Council services

Still thinking specifically about Council.

**Q1. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.**

#### Q1a. Infrastructure

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Maintaining local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Maintaining cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Traffic flow/congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Availability of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Stormwater management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Q1b. Waste Management

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
9. Waste & recycling service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Education on recycling/waste minimisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Household clean up collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q1c. Public facilities

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
12. Parks & playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Sportsgrounds & ovals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Community halls & facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Swimming pools (Ryde Aquatic & Leisure Centre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Cleanliness of town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q1d. Community Programs

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
19. Community events & festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Public art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Youth programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Support services for seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Support services for people with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q1e. Environmental Issues

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Protecting the natural environment (e.g. bush care)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Tree Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Environmental education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q1f. Planning & regulatory services

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
4. Illegal dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Graffiti removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Animal management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Traffic & parking enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Food, health and noise enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Development and building applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Renewal of town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q1g. Council's leadership & management

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
12. Community input to Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Council's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Long term planning for the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Section C – Priority Issues

**Q2. 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

☐

☐

☐

☐

☐

**I'd like to now shift the focus away from Council services and performance on to vision and aspirations for the Ryde area over the next 10 years**

**Q3a What would you say is the key challenge facing the area in the next 10 years?**

.....

**Q3b Thinking about the next four years, what do you think is the top priority for Council to focus on?**

.....

### Read statement:

Council is facing the challenge of balancing community expectations with future financial sustainability. Council is experiencing a growing gap between the cost of providing services and facilities and the available funding to meet those costs. This position is as a result of a long term 'rate cap' by the State Government on Council's ability to increase rates; costs rising more than CPI, and the City's increasing growth.

Council has made no decision in respect to the possible options to address this challenge. At this stage, Council is seeking initial community feedback on the following three available options.

**Option 1 – Reduce services by holding rates, fees and charges at current levels. This would result in a reduction of services over time due to inadequate funding for annual asset renewal, and maintain an annual rate increase of around 3.4% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would continue to increase.**

Under this option, annual savings would be required from the reduction in services and facility levels. In order to make this saving, Council and the community would need to examine a suite of changes that would include any or all of the following:

- A reduction in the opening hours and/or possible closure of facilities including pools, libraries, etc
- A reduction in maintenance of sporting facilities, parks and gardens
- A reduction in maintenance and construction of roads, footpaths, cycleways and drains, increasing our asset backlog over time
- Axing of some environmental and sustainability programs (*e.g. weed removal and native vegetation programs*)
- Longer processing times for customers making requests, lodging applications, seeking permits, etc.
- Fewer or no community events
- A major reduction in funding of community sponsorship and economic development
- Reduced staffing levels meaning longer times to get things done
- No new capital works projects
- Large increases in user fees and charges
- The backlog of required asset infrastructure renewals would not be addressed and continue to grow.

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

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Option 2 – Maintain services at current levels and increase rates, fees and charges sufficiently to cover the annual funding gap for asset renewal. This would mean a rate increase above the 3.4% set by the State Government. This would maintain existing levels of services and facilities and address the annual asset renewal works but would not address our asset backlog.**

Under this option, an annual increase in revenue would be required to continue to provide these services. This would mean:

- Maintaining opening hours and programs at our pools, libraries, although no new facilities would be constructed.
- Maintenance of sporting facilities, parks and gardens would remain as is, with no increase to mowing, planting or maintenance
- Construction of roads, footpaths, cycleways and drains would be maintained,
- Environmental and sustainability programs would be retained (*e.g. weed removal and native vegetation programs*)
- Processing times for customers making requests, lodging applications, seeking permits would remain the same
- Our community events would be maintained, but not expanded
- Funding of community sponsorship would be maintained
- Economic Development initiatives would be maintained
- Staffing levels and service standards would be maintained in line with population growth
- Annual infrastructure asset renewal work would be undertaken
- No new capital works projects would be built

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

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Option 3 – Enhance services and increase rates, fees and charges sufficiently to cover the annual funding gap for asset renewal and start to address the asset backlog. This would mean a rate increase above the 3.4% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this could enable things such as:**

- Increased maintenance of sporting facilities, parks and gardens, new facilities constructed in growing areas of our City.
- Increased maintenance and reconstruction and hence condition of roads, footpaths, cycleways and drains, with our asset backlog reduced over time
- New environmental and sustainability programs could be introduced
- Processing times for customers making requests, lodging applications, seeking permits etc could be improved
- Our community events could be expanded
- Delivery of new and enhanced services
- New capital works projects could be built and managed

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

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5a. Please rank the 3 options in order of preference:**

Option 1 (Reduce services and maintain rates)	.....
Option 2 (Maintain services, increase rates)	.....
Option 3 (Enhance services, increase rates)	.....

**Q5b. What is your reason for choosing that option as your highest preference?**

.....

**Section D – Demographic & Profiling questions**

**D1. Please stop me when I read out your age group.**

18 – 34	<input type="radio"/>
35 – 49	<input type="radio"/>
50 – 64	<input type="radio"/>
65+	<input type="radio"/>

**D2. Which country were you born in?**

Australia	<input type="radio"/>
Other	<input type="radio"/> (please specify) .....

**D3. Which of the following best describes the house where you are currently living?**

I/We own/are currently buying this property	<input type="radio"/>
I/We currently rent this property	<input type="radio"/>

**D4. How long have you lived in the Ryde area? Prompt**

Less than 2 years	<input type="radio"/>
2 – 5 years	<input type="radio"/>
6 – 10 years	<input type="radio"/>
11 – 20 years	<input type="radio"/>
More than 20 years	<input type="radio"/>

**D5. Gender (determine by voice):**

Male	<input type="radio"/>	Female	<input type="radio"/>
------	-----------------------	--------	-----------------------

**D6. Language spoken at home other than English:**

.....

After we analyse the results from this research we may be conducting resident focus groups to further investigate residents' opinions.

**R1. Would you be interested in participating in these focus groups?**

Yes    ☐    No    ☐    (If no, go to end)

**R2. (If yes), what are your contact details?**

Name .....

Telephone .....

Email .....

We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.

Thank you very much for your time, enjoy the rest of your evening.



We'd like you to tell us  
your preferred option for  
securing our future.

**Please return by  
Tuesday 30 September, 2014**

Have your  
**SAY**

Delivery Address:  
Locked Bag 2069  
North Ryde NSW 1670

No stamp required  
if posted in Australia



City of Ryde  
Reply Paid 65204  
NORTH RYDE NSW 1670

Age

Gender

☐

Male

☐

Female

Postcode

**1) Which of the following best describes you?  
(Choose all that apply)**

- ☐ I pay residential rates in the Ryde Local Government area, and live in the area
- ☐ I pay residential rates in the Ryde Local Government area, but do not live here
- ☐ I pay business rates in the Ryde Local Government area
- ☐ I do not pay rates in the Ryde Local Government area, but live here
- 2) Did you find the information provided to you about Council's proposal for a special rate variation easy to understand and helpful?**
- ☐ Yes ☐ No

**3) Council is considering 3 funding options.  
Which funding option do you prefer?**

☐ **Option A : DECLINE IN ASSETS**

No rate increase other than the estimated rate peg increase of approx. 3%

☐ **Option B : MAINTAIN ASSETS**

7% average rate increase (including the estimated rate peg increase of approx. 3%) per year for 4 years

☐ **Option C : UPGRADE ASSETS**

12% average rate increase (including the estimated rate peg increase of approx. 3%) per year for 4 years

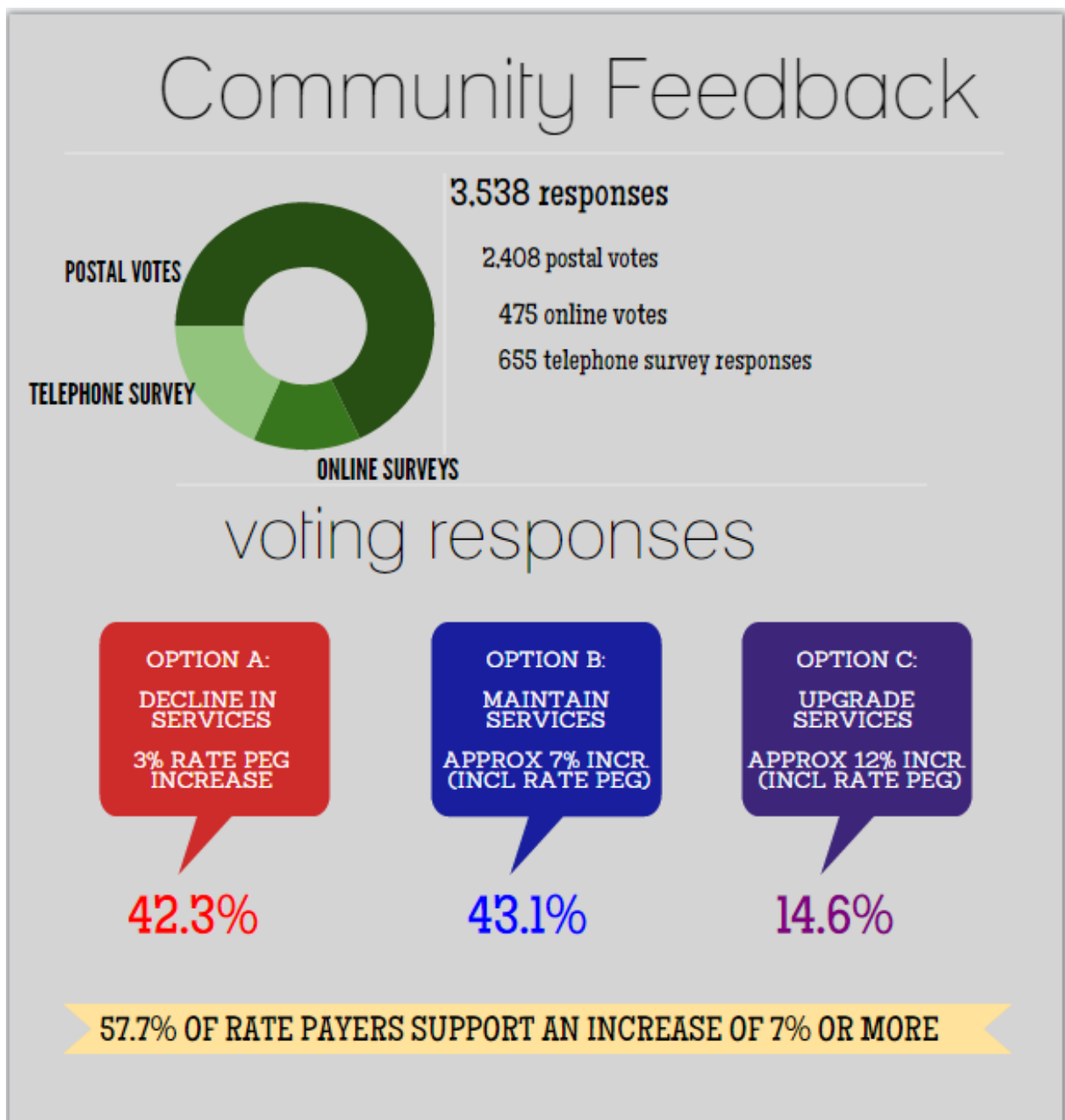
**4) Any comments?**

**5) I would like to receive email updates on:**

- ☐ The outcomes of this consultation
- ☐ Council news, events and projects

**Please provide your email address below:**

Summary of the results of final Survey between July 2014 – September 2014





instinct<sup>and</sup>reason

# Feedback from Workshop

Rates and services: The right balance

S a t u r d a y 3 M a y 2 0 1 4



 City of Ryde



Lifestyle and opportunity  
@ your doorstep



# Objectives



# Objectives

## Research Purpose

City of Ryde Council is faced with the always difficult decision of what level of rate to set, the implications for service standards, and the likely impact on Ryde households. Council wants to research, consult and engage with the community in reaching its decision.

## Research Objectives

Gain a qualitative in-depth understanding of community needs, expectations, knowledge, attitudes, preferences, and likely reaction to different levels of rate increase.

More precisely measure community perceptions and reactions in relation to the choices Council is considering, and map out the implications of these choices.

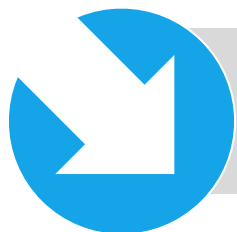
Involve the community in a robust process where Council can be confident it understands the community perspective, both the 'representative' picture most ratepayers will have in the community at large and also views expressed – consciously and unconsciously – when given a little more information about the issues.

Methodology

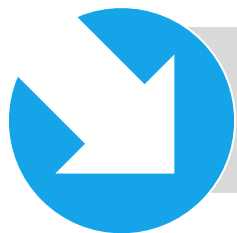


# Methodology & approach

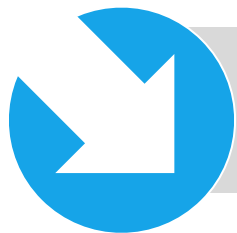
A suitable research and engagement approach has been designed around the need to find out how ratepayers would vote and why – both without much information and with all relevant information available.



6 focus groups among: younger single people; families with young children; families with older children; older people/empty nesters; the Chinese community, and; the Korean community.



Community workshop – a chance to share views across lifestages, and for City of Ryde Council to help ratepayers give a more informed view.



Community survey – we will be conducting a survey among ratepayers to obtain a full picture of the views of a cross-section of the community.

There is potential for an additional online forum if necessary.

# Workshop agenda

# Workshop agenda

- 1 Welcome + overview of the workshop:** who attending & what we are doing
- 2 Recap on the focus groups and initial voting:** what you have said so far
- 3 Making sure you are fully informed ratepayers:** answering all your questions
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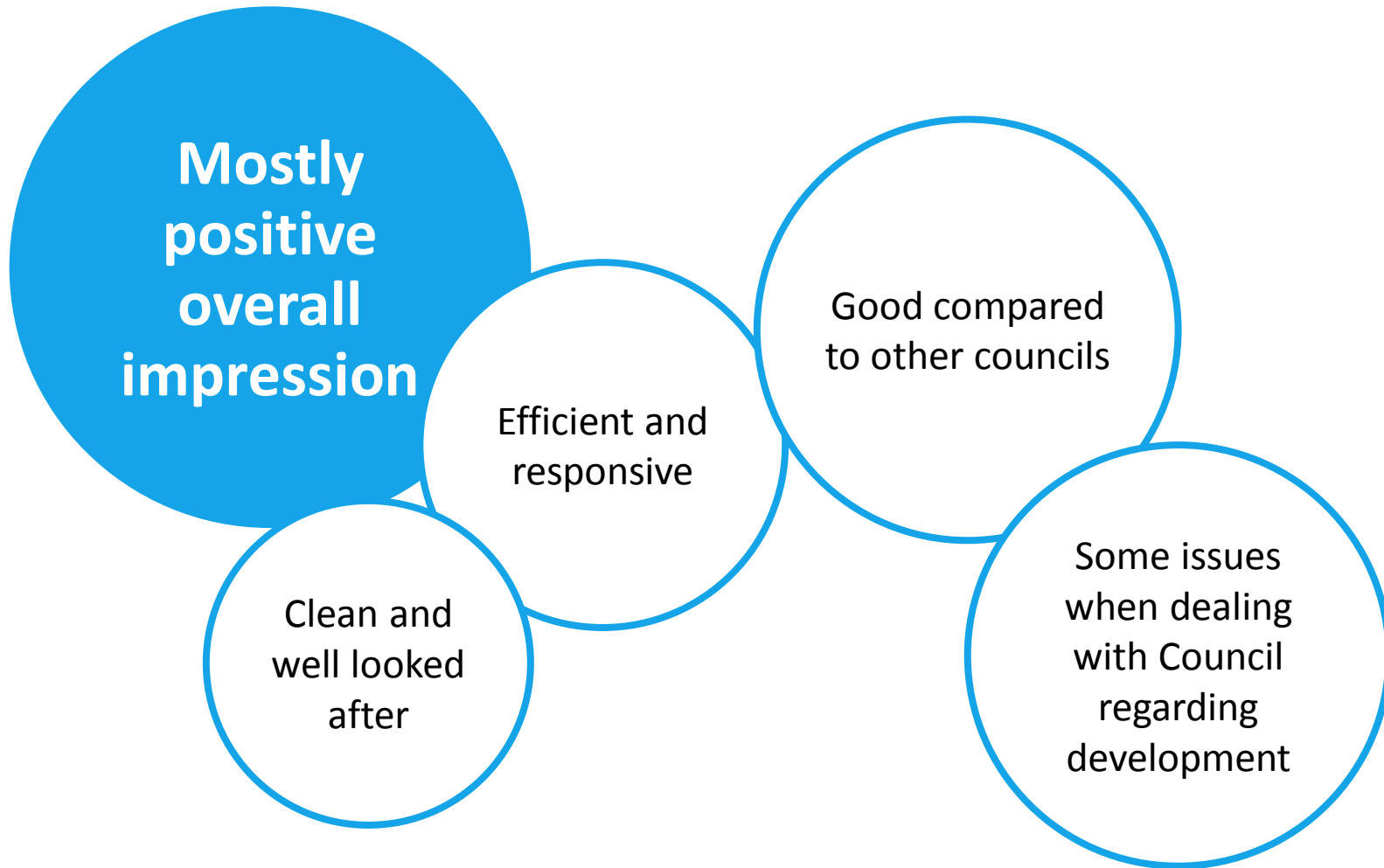


Recap on the focus groups and  
initial voting

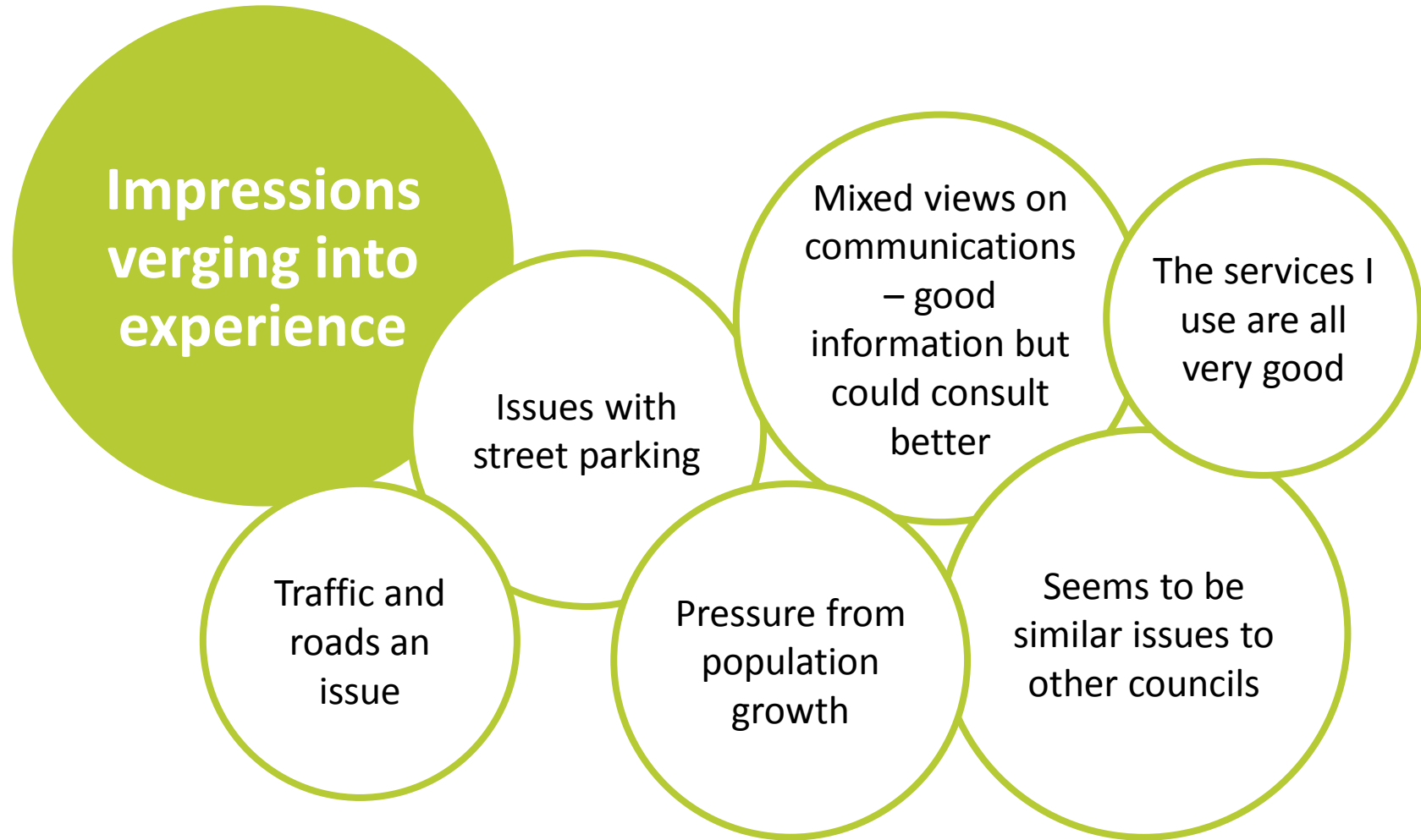
Overall impressions



# Overall impressions of City of Ryde Council



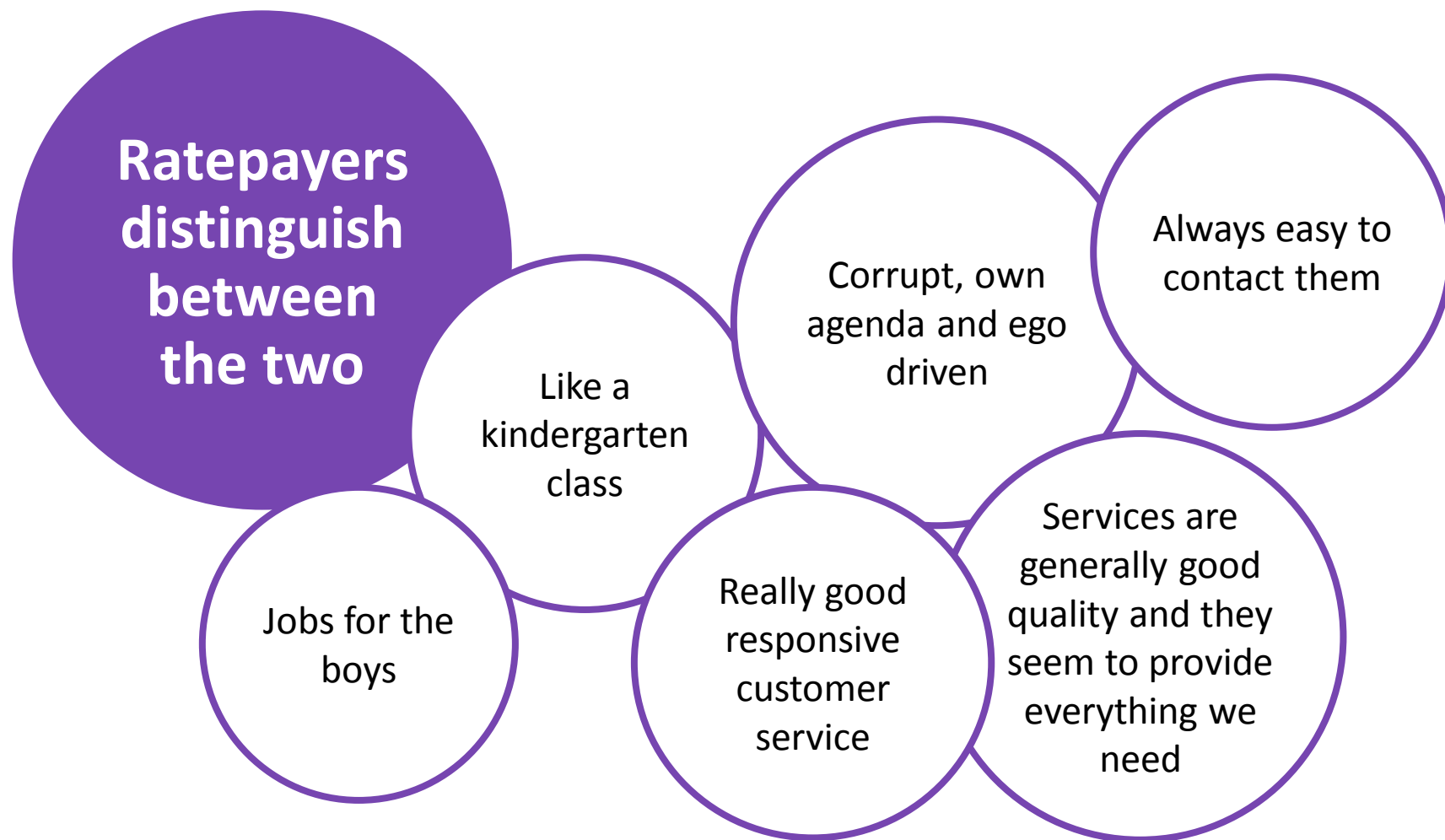
# Overall impressions of services/ facilities



# Planning and development vs other services



# Decision making body vs service provider





# Summary of the card sort exercise for Council services



# Services that are good/not so good

## Good

- Cleanliness of town centres
- Community events and festivals
- Community halls and facilities
- Education on recycling or waste management
- Graffiti removal
- Household clean up collection
- Illegal dumping
- Library services
- Maintaining cycleways
- Parks and playgrounds
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- Road safety
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- Traffic and parking enforcement
- Tree management
- Waste and recycling service

## Not so good

- Availability of car parking
- Development and building applications
- Traffic flow and congestion

## Mixed or not sure

- Animal management
- Community input to Council decision making
- Council's website
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- Financial management
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- Long term planning for the area
- Maintaining footpaths
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- Support services for people with a disability
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- Supporting local jobs and businesses
- Youth programs

# Services needing more resources?

## Needing more resources

- Maintaining footpaths
- Maintaining local roads
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The background is a solid blue color. On the right side, there is a large, faint, light-blue graphic consisting of several overlapping circles and a large exclamation mark, creating a stylized, abstract shape.

Perceptions of value-for-money  
and current level of rates



# Value-for-money and level of rates

---

- ■ Most feel that rates are reasonable and not particularly high in comparison with other councils
- ■ Most don't know what the rates are in other council areas. Some recall reading that Ryde is average, others that it is above average.
- ■ Most feel that there have not been excessive increases in recent years and it is affordable
- ■ There are concerns about those on low incomes and fixed incomes, such as pensioners
- ■ Lots of complaints about energy bills/electricity bills going up, and comparisons drawn with rates bill not going up so much
- ■ Typical comments: "You just pay it", "What can you do?", "A 12% increase is only \$150", "It's very reasonable", "But they should do a better job with what they've got", "We shouldn't have to pay 8% more to stand still"
- ■ Most ratepayers think they get value-for-money services for the rates they pay
- ■ Many want to see more investment in the area and its infrastructure



# Initial votes

# How the groups voted/how you voted

Total tally		
Option A – CPI	Option B – 8%	Option C – 12%
11 (out of 37)	15 (out of 37)	11 (out of 37)

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
<b>B (6)</b>	<b>C (5)</b>	<b>A (1); B (4); C (3)</b>	<b>A (2); B (2); C (1)</b>	<b>A (3); B (3); C (2)</b>	<b>A (5)</b>
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Valda – B		Ken – B		Tony – B	-
		Janet – C		James – A	-
		Carolyn – C		Ting – C	-



# Rationale for voting

- ■ Voting for option A (CPI) saves the most amount of money for the ratepayer. This is justified by the perception that ratepayers should not have to pay an 8% increase for no improvement in service, and that there will be scope for efficiency improvements. Also the notion that ratepayers shouldn't be "forced" to pay for a service/ facility they are not going to use. Only a visible increase in quality would justify an increase in rate. Also concerns about affordability.
- ■ Voting for option B (8% increase) tends to be supported as the most sensible option without knowing more about what resources are needed where. Ratepayers are generally happy with the current levels of services/ facilities levels and want to maintain them. Option B avoids the troubles caused by reducing the current level of services/ facilities in option A (CPI) but does not actively seek to improve upon current levels and services/ facilities not personally relevant, thus saving money where possible.
- ■ Voting for option C (12% increase) is justified by it not being a huge increase in cost per year above option B (8% increase) and will actively improve quality of life. As opposed to household electricity bills, which can be reduced by not using air conditioning in summer etc., these are bills where personal behaviour won't reduce costs. Concern to invest now or it will just cost more in the future.

# Sample of comments

# Quotes

“I expect rates to go up – you’ve got to live in the real world”

“Rates appear to be increasing and I can’t see any justification”

“I can do something to reduce my electricity bill but not my rates”

“I’ve lived here 18 years, I’ll be here another 20, I want to see investment in the area”

“If we don’t invest now we pay later”

“CPI is 3%, most people will be wanting a 5% pay increase, there’s your 8%”

“The councillors are all power hungry money gobblers”

“If it keeps going up, people won’t be able to afford to live in Ryde”

# Quotes

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“No complaints – we get what we get for our money”

“Everything else is going up so you expect the rates to go up”

“15% - what’s that? \$150 a year? It’s not a lot”

“I’m just a pensioner”

“I can afford it now but what about when I retire?”

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# Quotes

"It's hard with all costs going up when you've got a young family"

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"I would be happy to spend more if I knew what the plan was"

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information needed" is written in white, sans-serif font on the left side of the slide.

Questions for the Council/  
information needed

# Questions for the Council/ info needed

## A) Basic revenue (and population) issues:

- Income/ income projections?
- Where does the money come from? Is revenue increasing? Is revenue per head increasing?
- Population growth/ projections?
- How much money does the Council get from these big developments – high rise apartments and big commercial developments?
- What is the mix of ratepayers and tenants?
- What is the mix of apartments and houses?
- What rates do businesses pay?

## B) Basic expenditure and investment issues:

- Where is the money spent at the moment? Which services get what? Which have been getting more, which have been getting less?
- Which services need more and why?
- Which need less and why?
- Infrastructure spending – what is it now, what is planned and what does the Council need to invest in?

## C) Balance sheet:

- Does the Council have a surplus or a deficit? Is there money in the bank? Debt levels?

# Questions for the Council/ info needed

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## D) Specific questions and concerns (context):

- ■ Are there any new services being introduced or planned?
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# Questions for the Council/ info needed

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E) Specific questions around the 3 options:

- ■ How was the 8% and 12% calculated? Why does it cost us 8% for no improvement to services?
- ■ What happens next year and the year after?
- ■ What are the implications of going for A? What would we notice?
- ■ What is the Council prepared to sacrifice under A?
- ■ Would the Council go bankrupt if we went for A?
- ■ If we went for A or B, which services or facilities would suffer?
- ■ If we went for C, which services or facilities would benefit? What are the priorities?
- ■ If we went for C, which services/facilities/infrastructure would be invested in and how would we see the difference?
- ■ Would the extra funding from C cover what the Council needs or would it have to borrow a lot more as well for what it wants to do?
- ■ How does the council take into account those who can't afford to pay 12%?
- ■ How is the community being informed, consulted, involved?

# Workshop agenda

# Workshop agenda

- 1 **Welcome + overview of the workshop:** who attending & what we are doing
- 2 **Recap on the focus groups and initial voting:** what you have said so far
- 3 **Making sure you are fully informed ratepayers:** answering all your questions
- 4 **Community survey questions:** checking the questions we are asking everyone
- 5 **What if...:** a few different angles to cover to help gain insight and understanding
- 6 **Final wrap-up and the votes of fully informed ratepayers:** how will you vote?!

*Throughout the workshop, there are opportunities to comment and question.  
We'll take notes and Joseph will illustrate visually*



# instinct<sup>and</sup>reason

---

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**t:** +61 (0) 2 9283 2233

**e:** [enquiries@instinctandreason.com](mailto:enquiries@instinctandreason.com)



instinct<sup>and</sup>  
reason

# The Big Decision

Rates and services: The right balance



 City of Ryde



Lifestyle and opportunity  
@ your doorstep

May 2014





1

# Objectives

# Objectives

## Research Purpose

City of Ryde Council is faced with the always difficult decision of what level of rate to set, the implications for service standards, and the likely impact on Ryde households. Council wants to research, consult and engage with the community in reaching its decision.

## Research Objectives

Gain a qualitative in-depth understanding of community needs, expectations, knowledge, attitudes, preferences, and likely reaction to different levels of rate increase.

More precisely measure community perceptions and reactions in relation to the choices Council is considering, and map out the implications of these choices.

Involve the community in a robust process where Council can be confident it understands the community perspective, both the 'representative' picture most ratepayers will have in the community at large and also views expressed – consciously and unconsciously – when given a little more information about the issues.

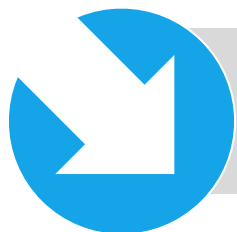


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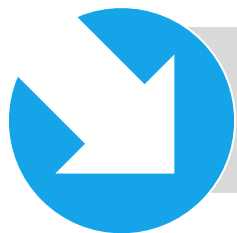
# Methodology

# Methodology & approach

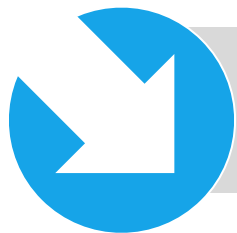
A suitable research and engagement approach was designed around the need to find out how ratepayers would vote and why – both without much information and with all relevant information available.



6 focus groups among: younger single people; families with young children; families with older children; older people/empty nesters; the Chinese community, and; the Korean community.



Community workshop – a chance to share views across lifestages, and for City of Ryde Council to help ratepayers give a more informed view. We also had a graphic artist to provide a visual representation of the process and content.



Community survey – an online survey among 802 ratepayers to obtain a full picture of the views of a cross-section of the community, plus a choice model.

An online forum was also set up after the workshop to enable further contributions.



3

## Workshop agenda

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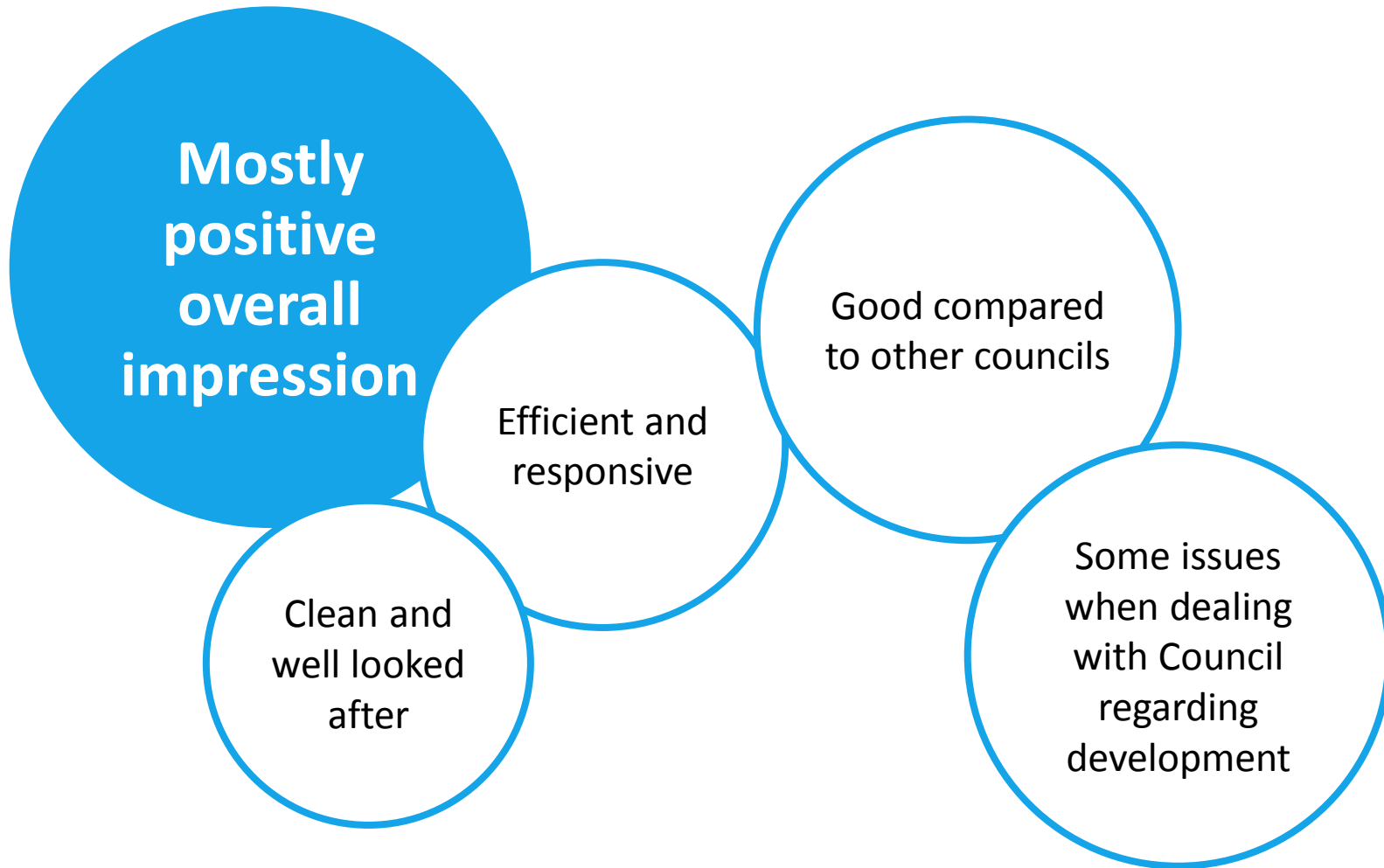
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4

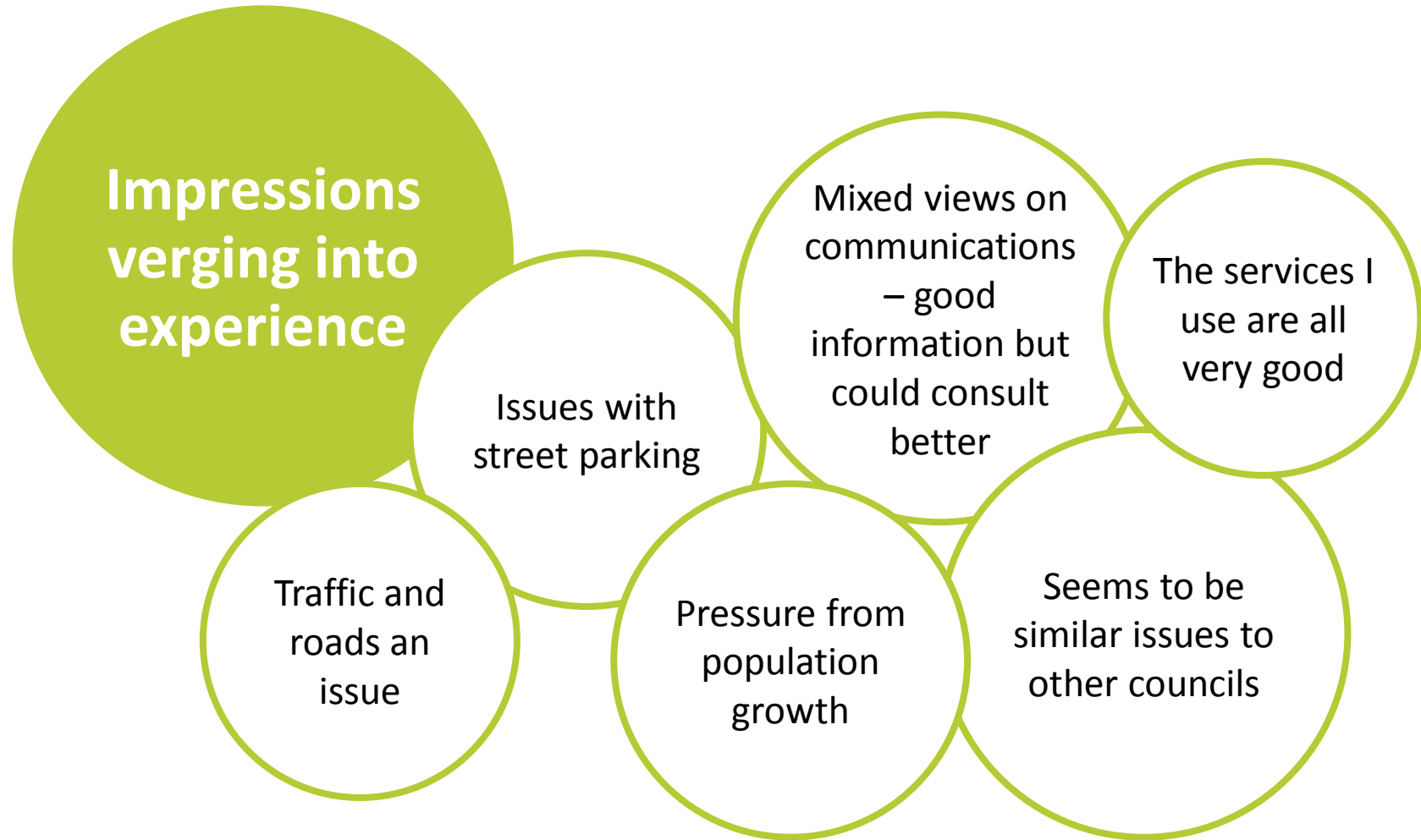
Focus groups

# Overall impressions of City of Ryde Council





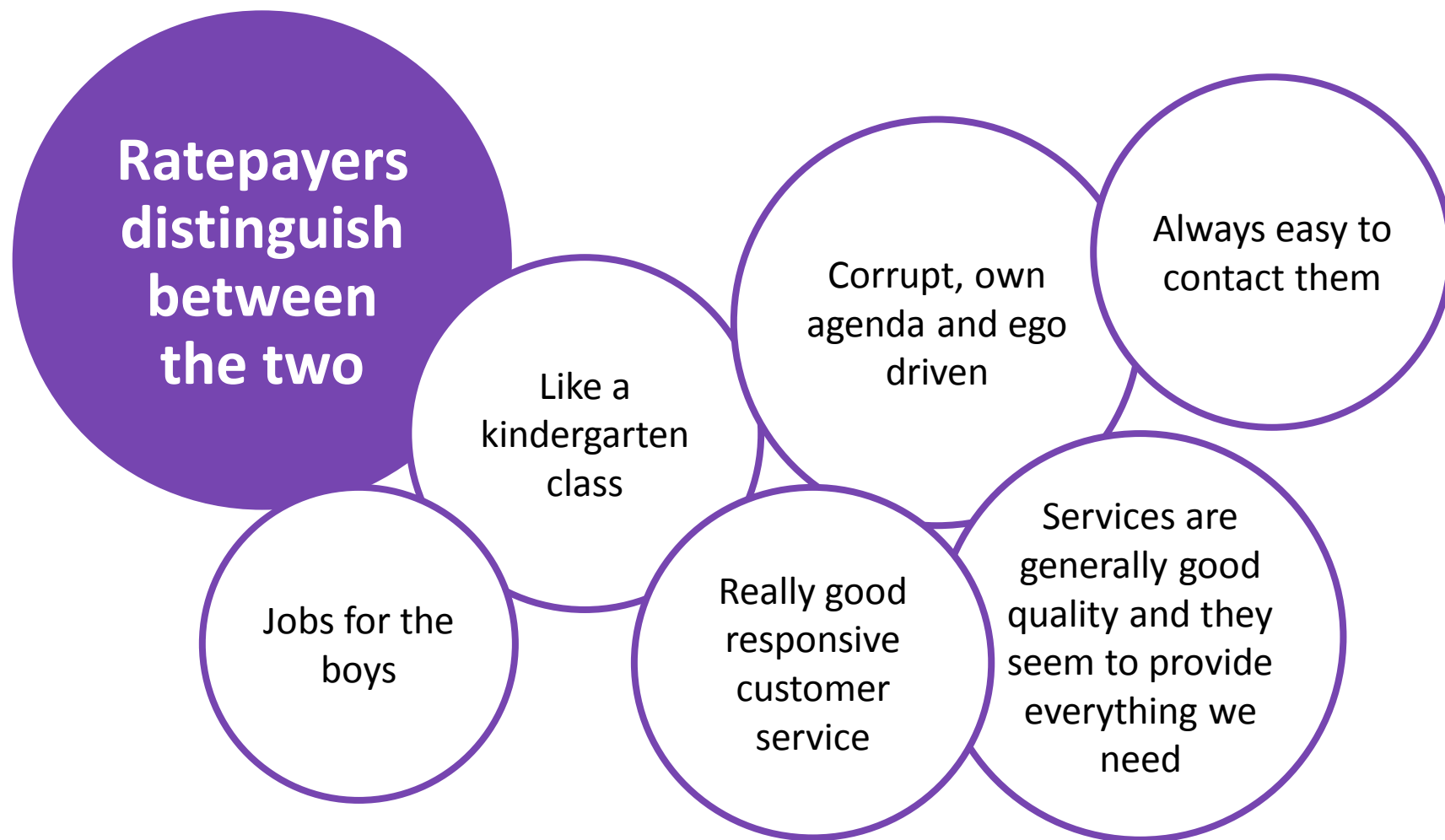
# Overall impressions of services/ facilities



# Planning and development vs other services



# Decision making body vs service provider





5

Card sort exercise for services



# Services that are good/not so good

## Good

- Cleanliness of town centres
- Community events and festivals
- Community halls and facilities
- Education on recycling or waste management
- Graffiti removal
- Household clean up collection
- Illegal dumping
- Library services
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- Protecting the natural environment, e.g. bush care
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- Tree management
- Waste and recycling service

## Not so good

- Availability of car parking
- Development and building applications
- Traffic flow and congestion

## Mixed or not sure

- Animal management
- Community input to Council decision making
- Council's website
- Development and building applications
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- Financial management
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# Services needing more resources?

## Needing more resources

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6

Value-for-money and current  
level of rates?

# Value-for-money and level of rates

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- ■ Most feel that rates are reasonable and not particularly high in comparison with other councils
- ■ Most don't know what the rates are in other council areas. Some recall reading that Ryde is average, others that it is above average.
- ■ Most feel that there have not been excessive increases in recent years and it is affordable
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- ■ Typical comments: "You just pay it", "What can you do?", "A 12% increase is only \$150", "It's very reasonable", "But they should do a better job with what they've got", "We shouldn't have to pay 8% more to stand still"
- ■ Most ratepayers think they get value-for-money services for the rates they pay
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7

Initial votes (uninformed)

# How the groups voted/how you voted

Total tally		
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# Rationale for voting

- ■ Voting for option A (CPI) saves the most amount of money for the ratepayer. This is justified by the perception that ratepayers should not have to pay an 8% increase for no improvement in service, and that there will be scope for efficiency improvements. Also the notion that ratepayers shouldn't be "forced" to pay for a service/ facility they are not going to use. Only a visible increase in quality would justify an increase in rate. Also concerns about affordability.
- ■ Voting for option B (8% increase) tends to be supported as the most sensible option without knowing more about what resources are needed where. Ratepayers are generally happy with the current levels of services/ facilities levels and want to maintain them. Option B avoids the troubles caused by reducing the current level of services/ facilities in option A (CPI) but does not actively seek to improve upon current levels and services/ facilities not personally relevant, thus saving money where possible.
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8

Sample of comments

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9

Questions for Council and  
information needed



# Questions for the Council/ info needed

## A) Basic revenue (and population) issues:

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## C) Balance sheet:

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# Questions for the Council/ info needed

---

## D) Specific questions and concerns (context):

- ■ Are there any new services being introduced or planned?
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# Questions for the Council/ info needed

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E) Specific questions around the 3 options:

- ■ How was the 8% and 12% calculated? Why does it cost us 8% for no improvement to services?
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10

The workshop and forum, and  
revised votes (section to add)

11

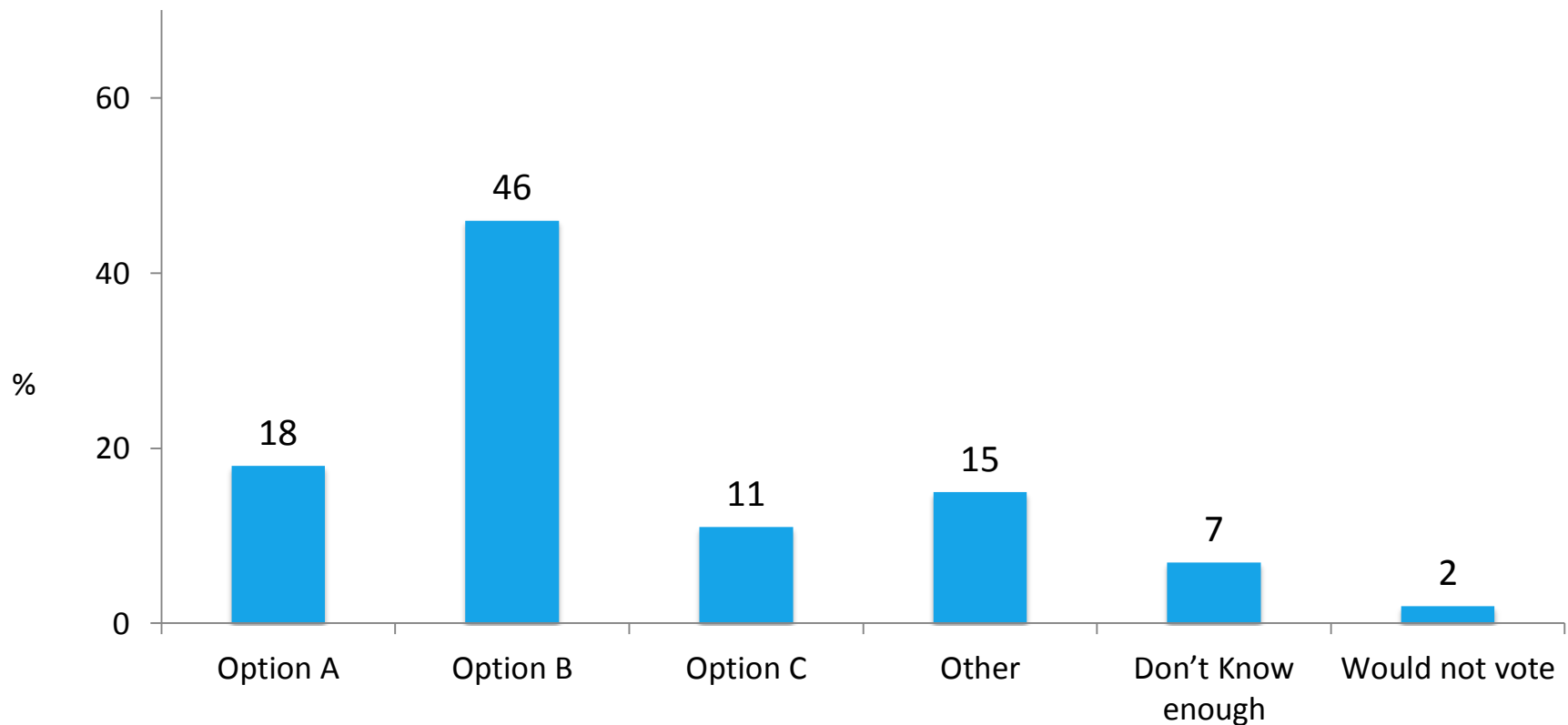
## Quantitative survey results

12

# Voting preferences



# Initial voting preferences

After clearly explaining the options and implications (for rate increase per annum including CPI, asset renewal scenarios – with photos – and levels of services), there is a clear preference for B (8% increase) and then a range of other responses.

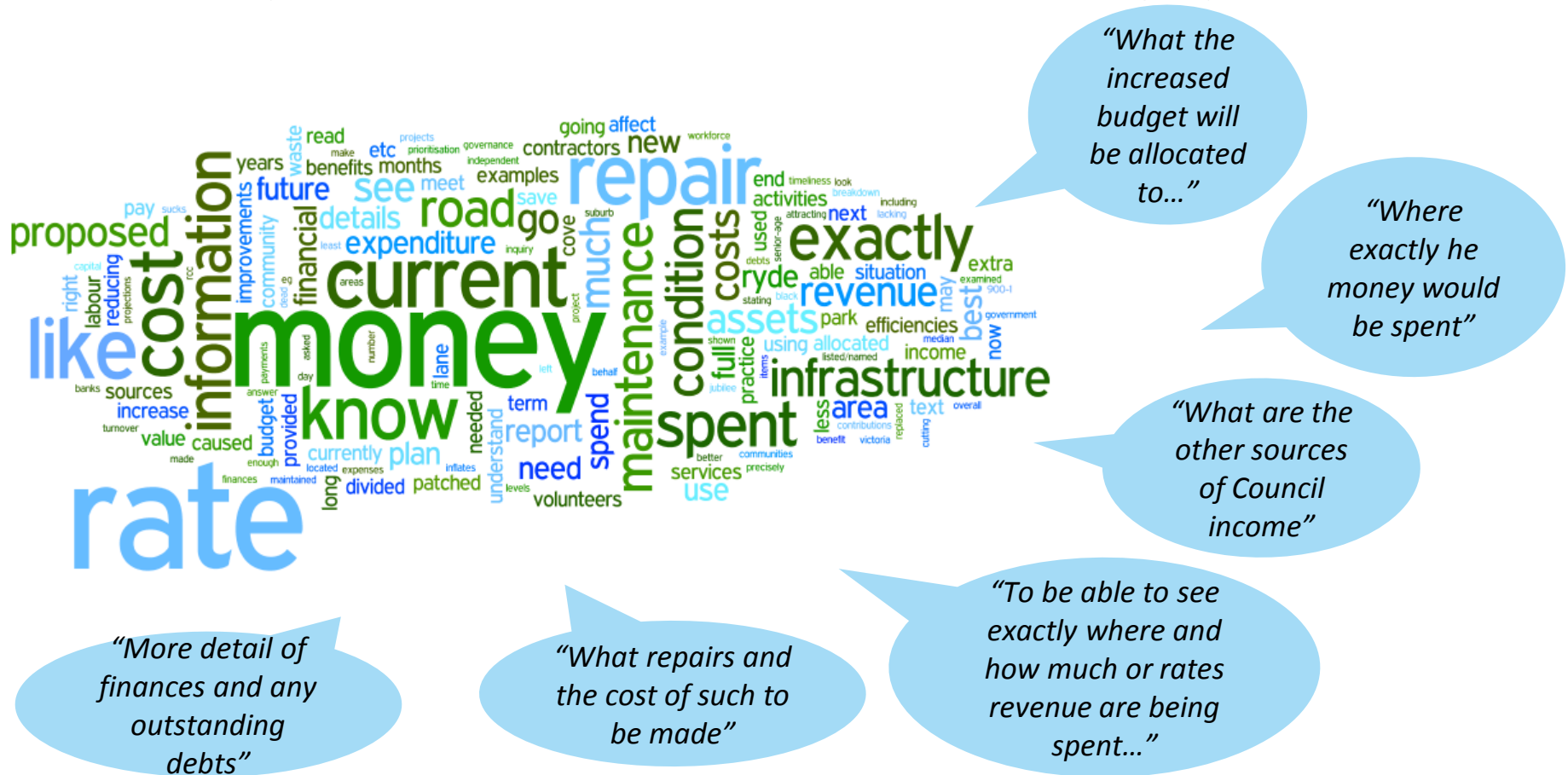


**QD6.** At the point when Council needs to take its final decision, if ratepayers were asked to vote, which option would you vote for?

**Base:** Total (n=802)

 Higher than total result  
 Lower than total result

'Other' options (15% in all) included responses such as "12% in Year 1 and 3% pa afterwards". And then many said 'Don't know, need more information', as in the focus groups



**QD8.** What information would you need to be able to decide which option to vote for?

**Base:** Total (n=60)

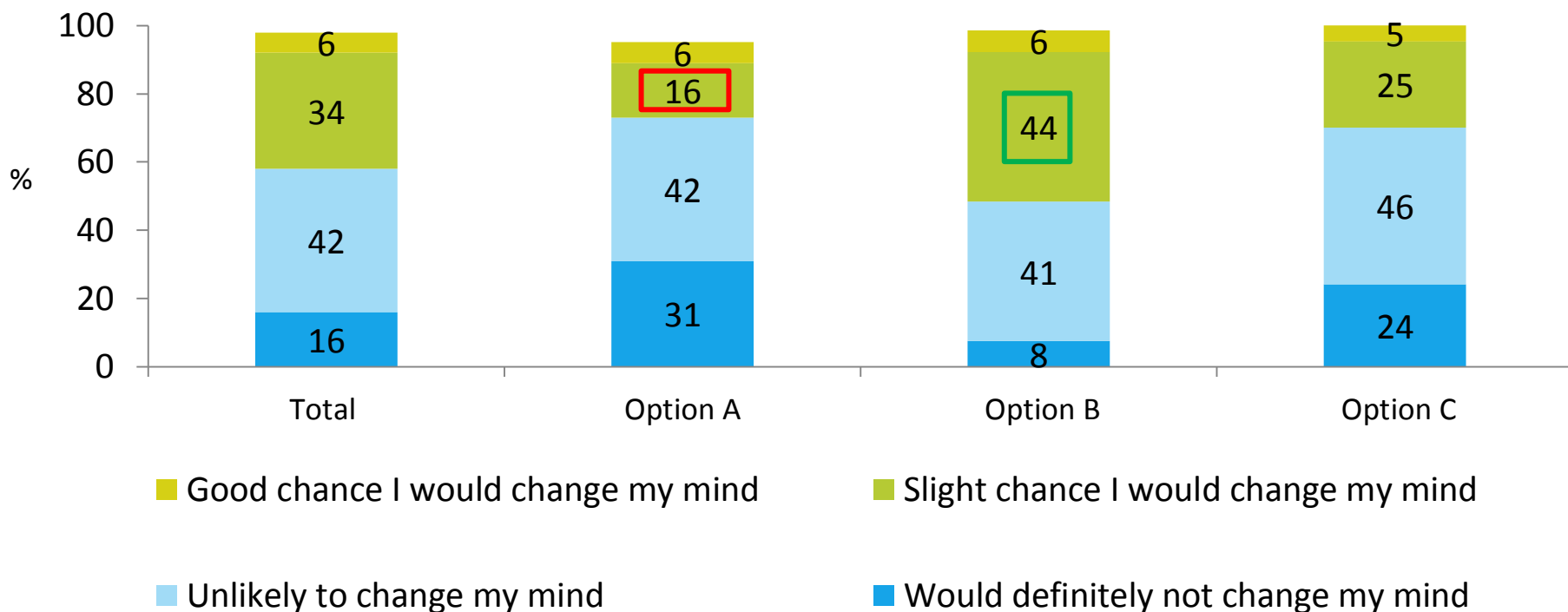
☐ Higher than total result

☐ Lower than total result



# Fixed or floating voters?

Most A voters and C voters are firm in their preference, and do not intend to change their minds. A large proportion of B voters, however, are 'floaters' and could be swayed by further information or debate.



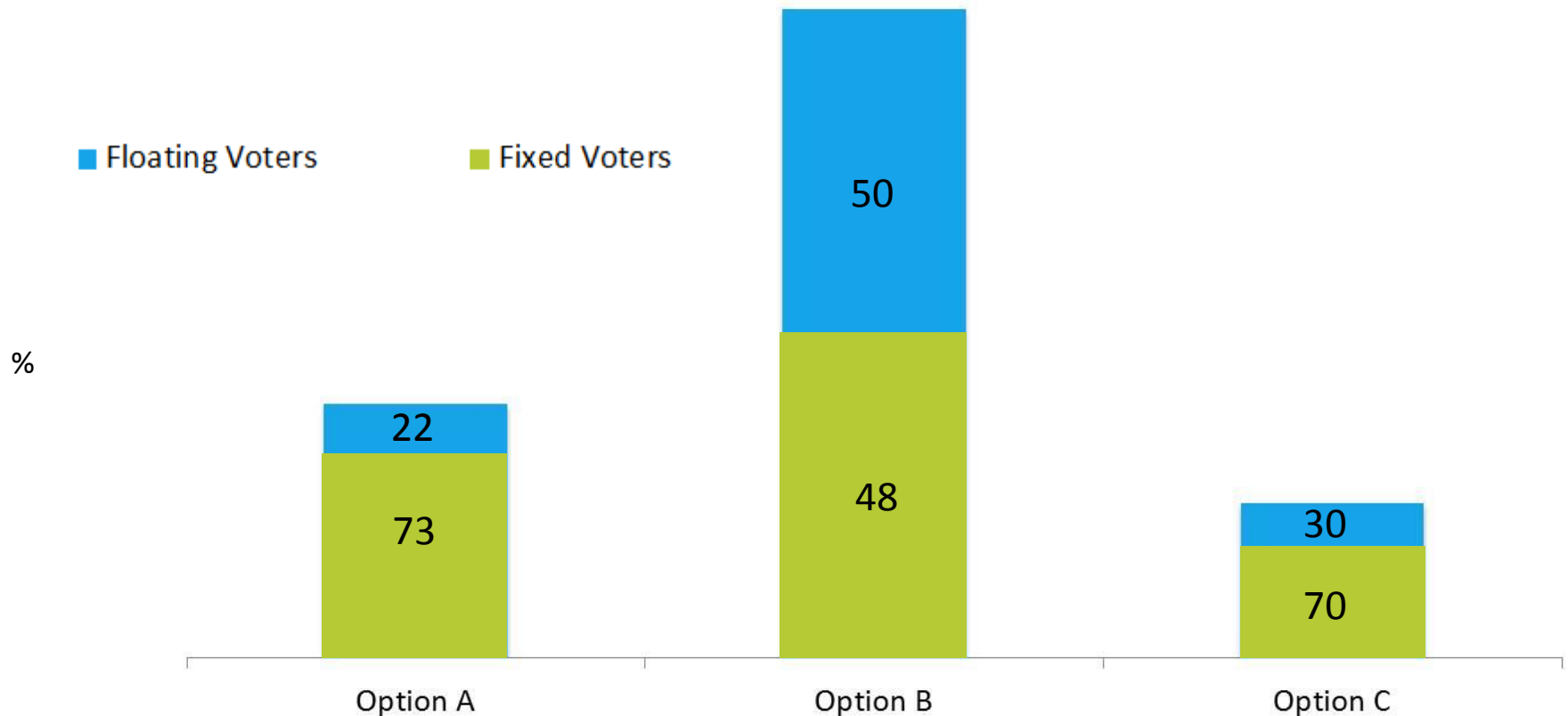
**QD7.** How confident are you that you would vote this way if you were asked to formally vote by Council just before its final decision later this year?

**Base:** Total (n=602), Option A (n=145), Option B (n=370), Option C (n=87)

Higher than total result  
Lower than total result



# Fixed v floating voters

So almost half the ratepayers (46%) opt for B initially but half of these are floating. Throughout the report we study these 'Floating Bs' closely. There are considerably fewer opting for A or C, but seven in ten of these are fixed.



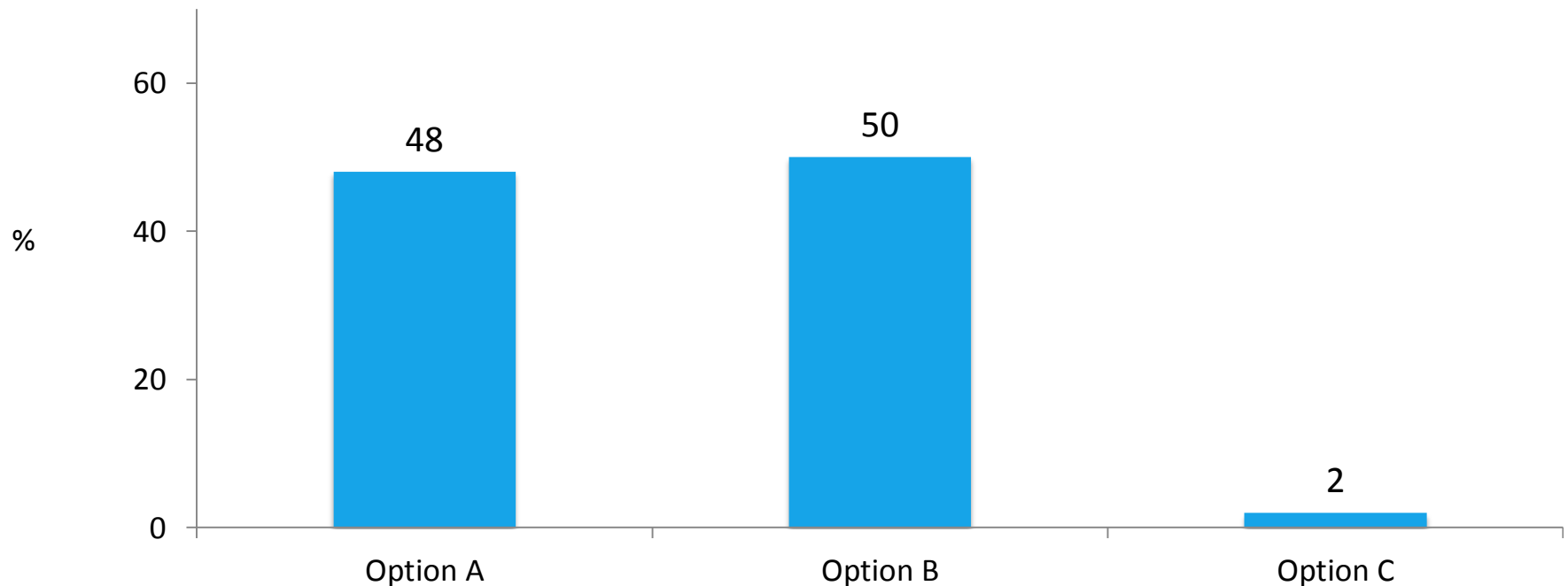
**QD6.** At the point when Council needs to take its final decision, if ratepayers were asked to vote, which option would you vote for?

**Base:** Total (n=802)

 Higher than total result  
 Lower than total result



# Forced votes

Those who initially answered 'other' (15%), 'don't know – need more information' (7%) or 'would not vote' (2%), were then forced to make a choice. As the chart shows, these forced votes were evenly split between Option A and Option B with few votes for Option C.



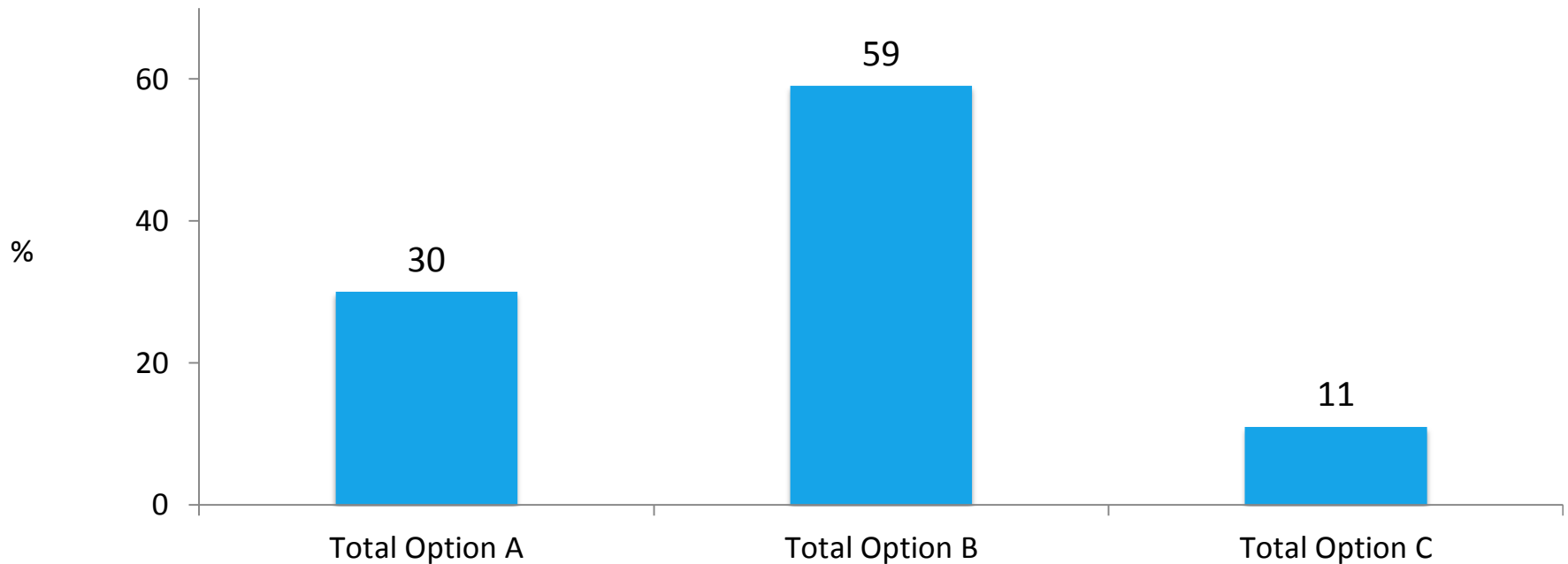
**QD9.** If you were forced to vote now for one of these three options, which one would you vote for?

**Base:** Total (n=183)

 Higher than total result  
 Lower than total result

# Total votes (*initial + forced*)

When the initial voting preferences and the forced votes are added together, a clear majority (59%) vote for Option B (the 8% rate increase). Three in ten (30%) vote for Option A, and the remaining one in nine (11%) vote for Option C.



**QD6.** At the point when Council needs to take its final decision, if ratepayers were asked to vote, which option would you vote for?

**QD9.** If you were forced to vote now for one of these three options, which one would you vote for?

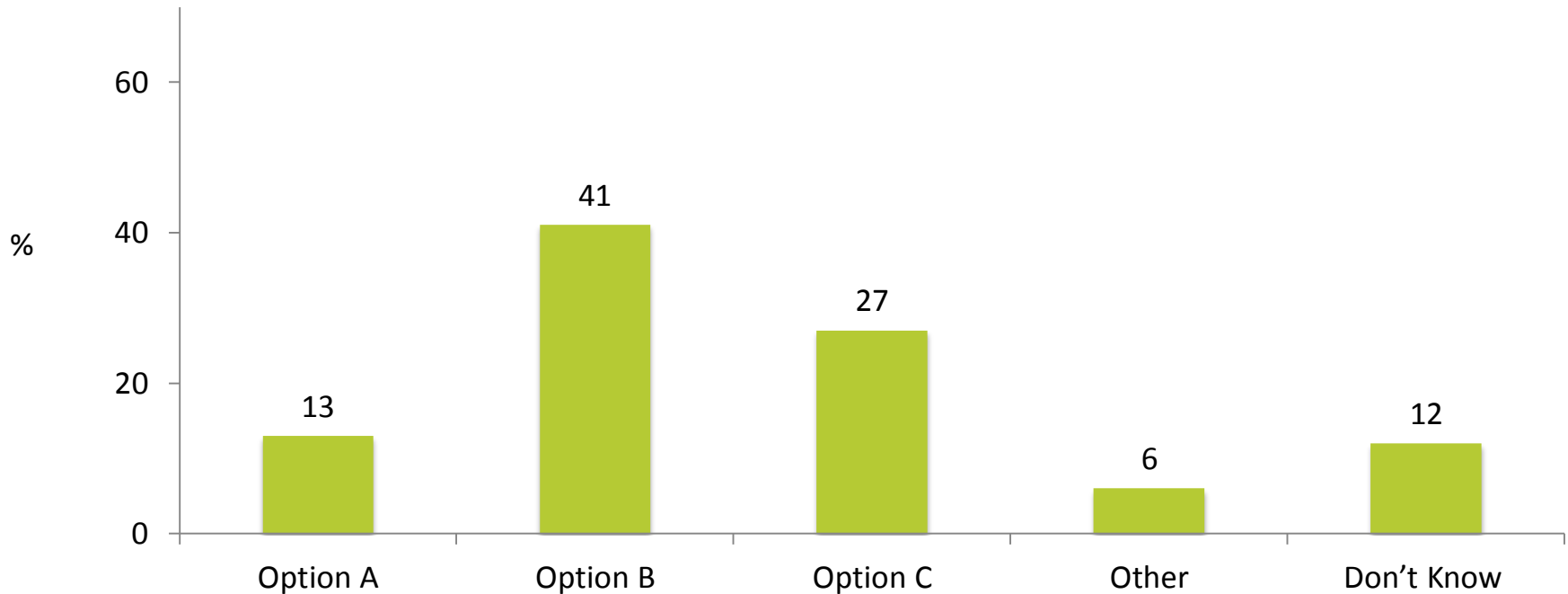
**Base:** Total (n=787)

☐ Higher than total result

☐ Lower than total result <sup>37</sup>



# Voting preferences of councillors?

When ratepayers are asked how they think councillors will vote, a different picture emerges – 41% for Option B, a much higher 27% for Option C, and only 13% for Option A. Note that our sample includes around 80 ratepayers who did not fully complete the survey but got this far. Interestingly more than 60% said they would vote Option A but only 10% thought councillors would vote for Option A – one of the reasons why they dropped out of the survey at this point!



**QD12.** Which option would you expect the City of Ryde Councillors to vote for?

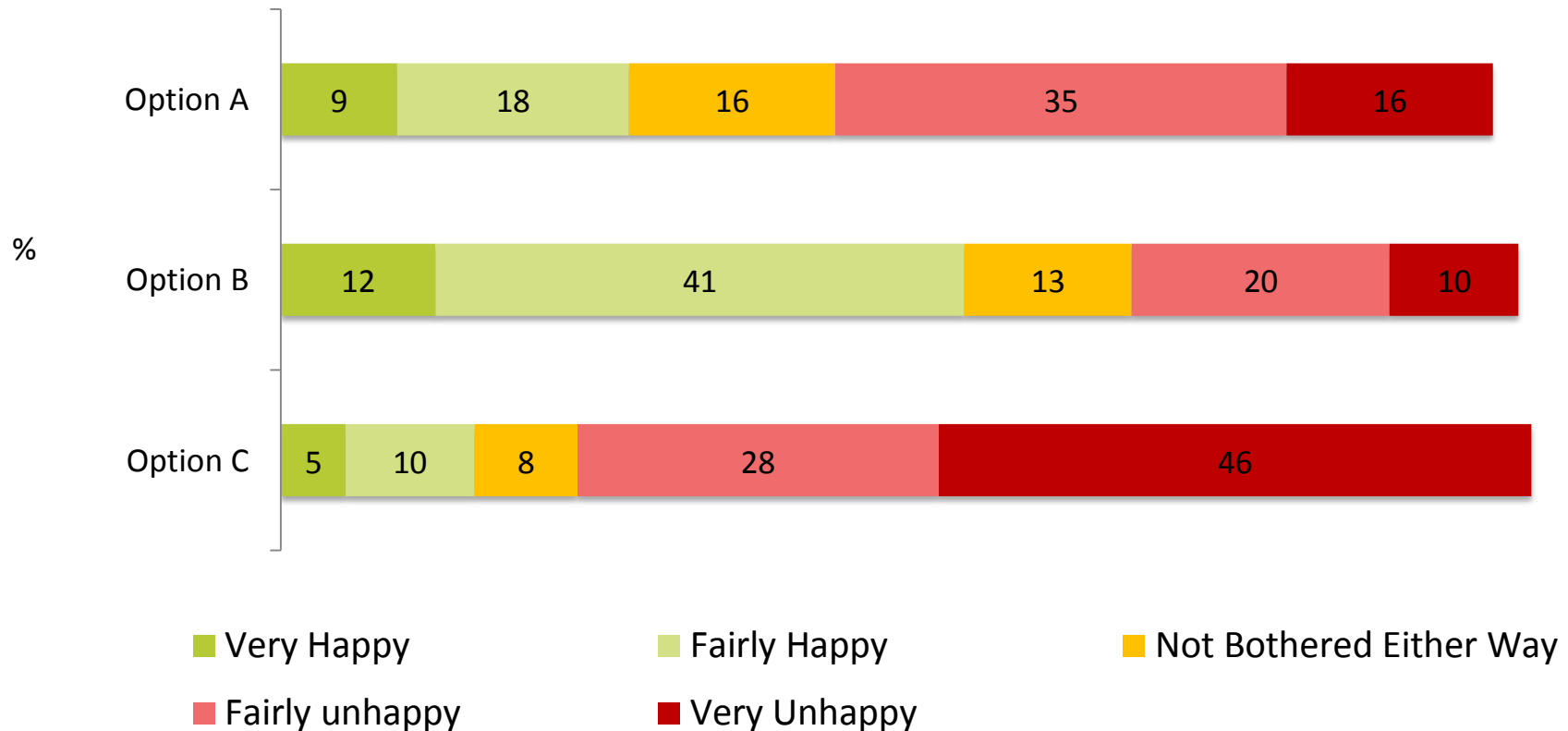
**Base:** Total (n=788)

 Higher than total result  
 Lower than total result



# Likely reactions to councillor votes

The picture is very clear. If councillors vote A, a majority of ratepayers will be unhappy (51%). If councillors vote for B, a majority of ratepayers will be happy (53%). If councillors vote for C, three in four ratepayers will be unhappy (74%) and almost half very unhappy (46%).



**QD13.** If Council voted for Option A...how would you react?

**QD14.** If Council voted for Option B...how would you react?

**QD15.** If Council voted for Option C...how would you react?

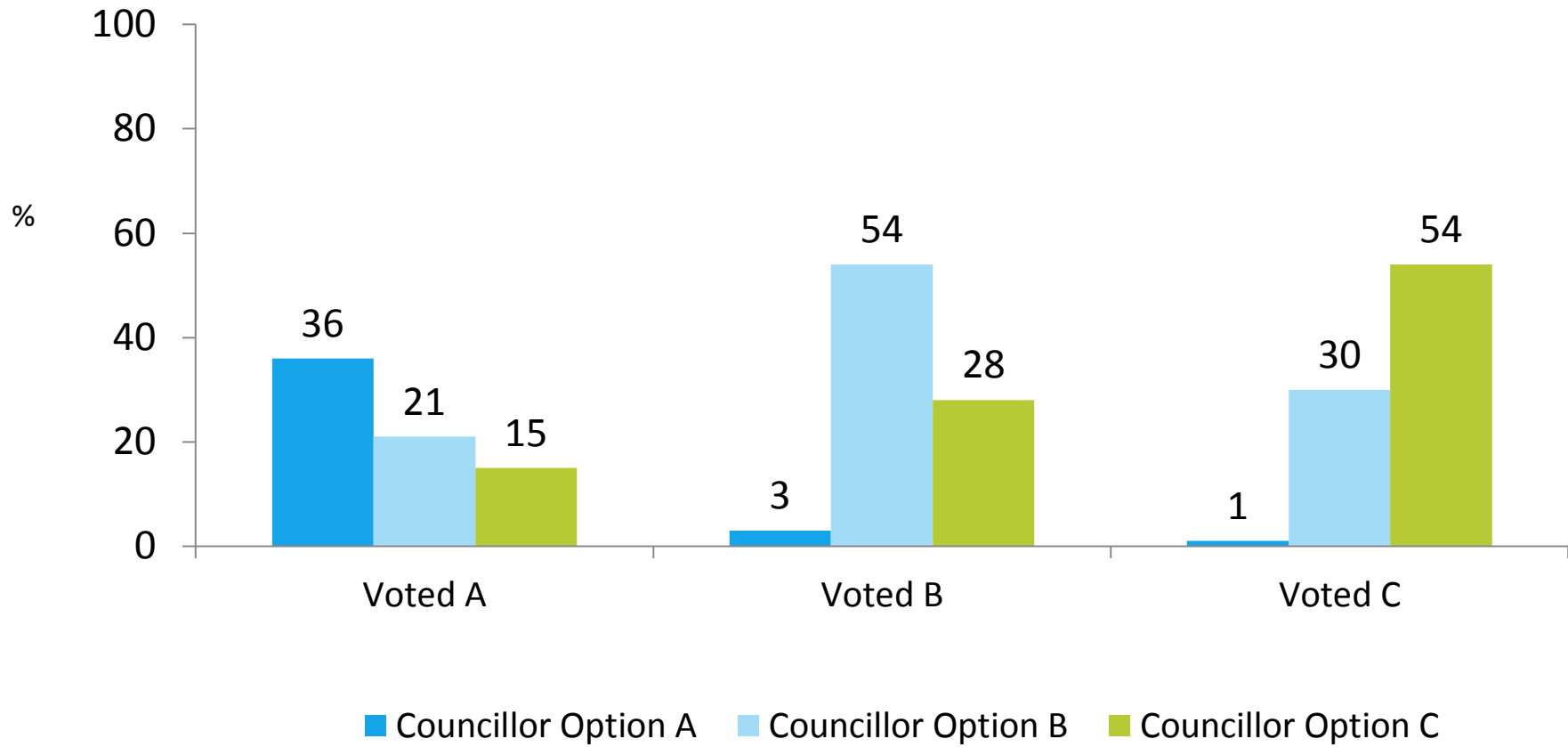
**Base:** Total (n=784)

  Higher than total result

  Lower than total result

# Personal vs councillor votes

Half of those who voted B expect councillors to vote B. Half of those who voted C expect councillors to vote C. Only 36% of those who voted A expect councillors to vote A. Deep down, they don't think this is necessarily good for the City of Ryde as a whole.



**QD12.** Which option would you expect the City of Ryde Councillors to vote for?

**Base:** Total (n=788), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result  
  Lower than total result

13

## Profile of voters



# Who are the Floating B voters?

There are not too many significant differences but the one that stands out is that 64% of the Floating Bs are women (compared with 51% of ratepayers as a whole).

14

Affordability

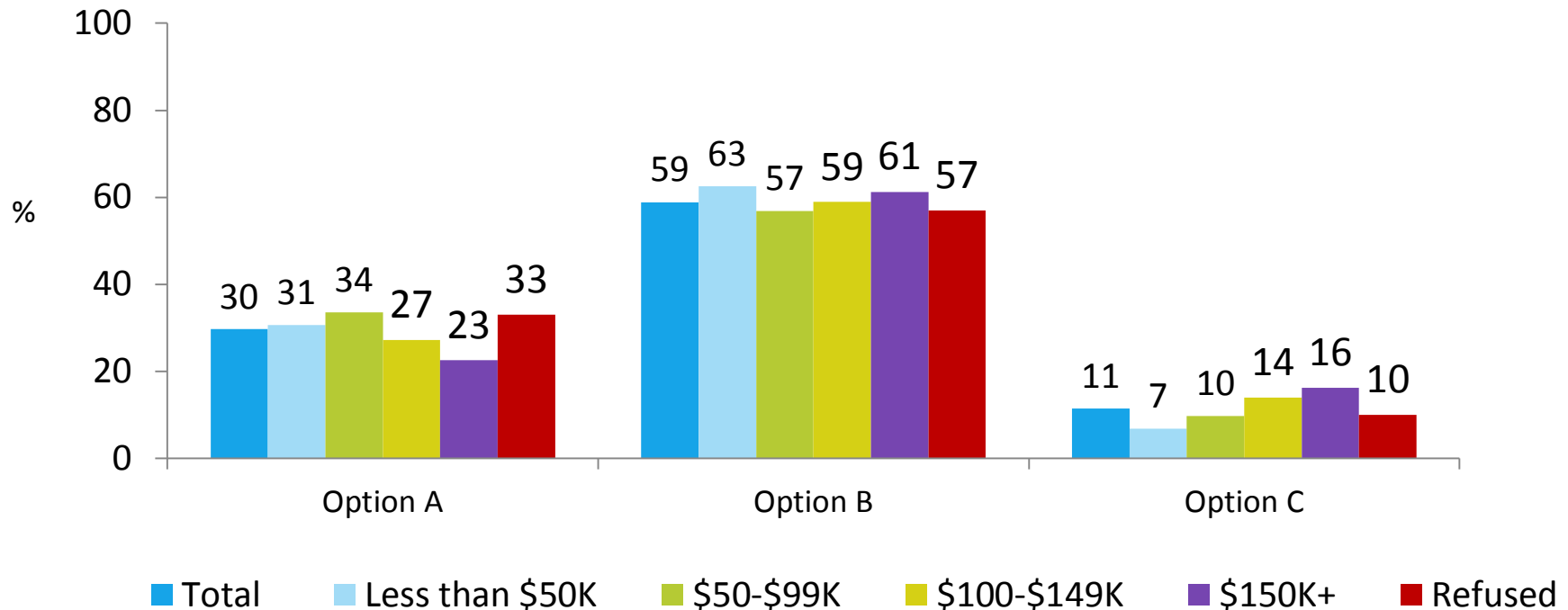
## Context of reasonable rates and value-for-money

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- ■ As we study the results, we need to bear in mind from the focus groups and the survey that most ratepayers have a perception of the current rates in City of Ryde being reasonable with no perception of considerable increases in recent years (unlike energy bills)
- ■ A majority of all ratepayers (59%) think that the rates in City of Ryde are “about average”, although most don’t feel they can draw an informed comparison. 29% think they are high, 2% low, and 9% don’t know.
- ■ 37% of ratepayers think that the services they get and the rates they pay represent good value for money, 45% say ‘ok’, and 15% poor, with 2% don’t know.

# Voting by income

There is a relationship between income and voting preferences but not as strong as we would expect. Most importantly, a majority in each income bracket vote for Option B.



**QD6.** At the point when Council needs to take its final decision, if ratepayers were asked to vote, which option would you vote for?

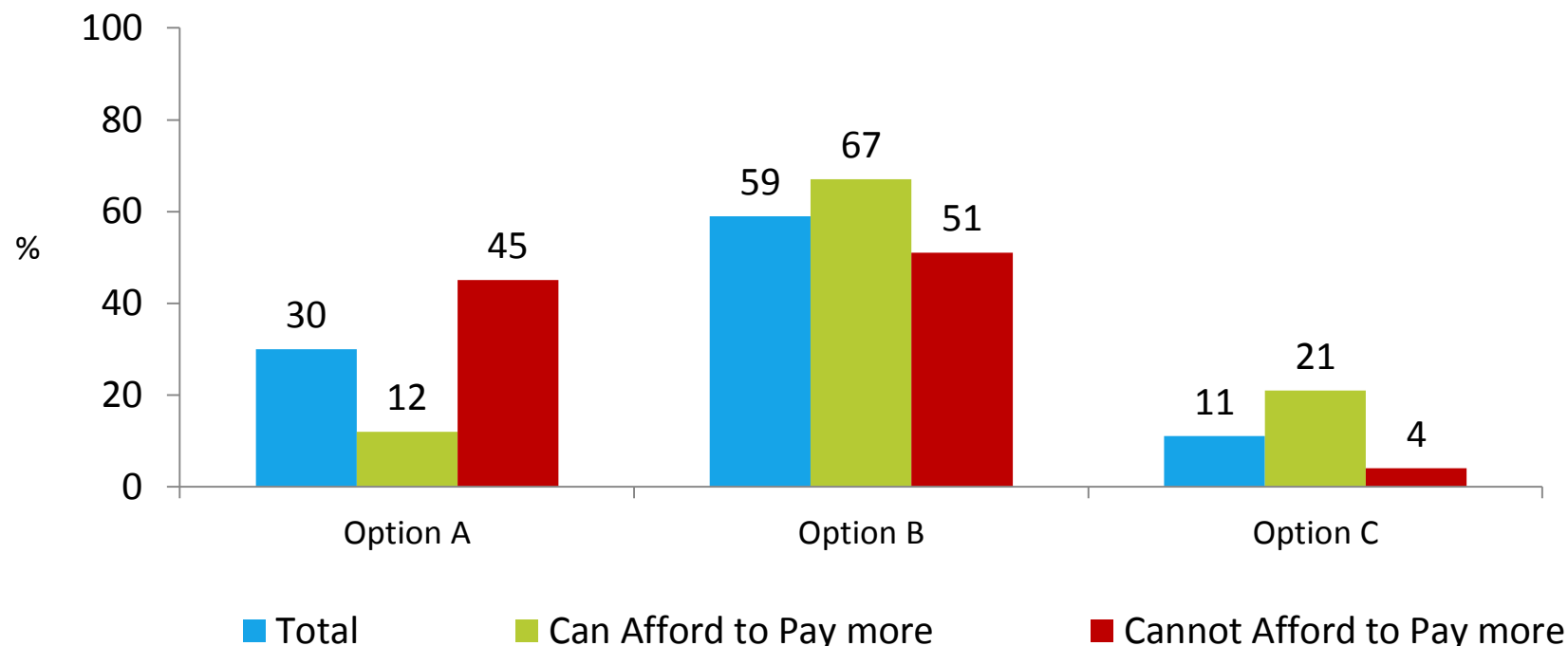
**QD9.** If you were forced to vote now for one of these three options, which one would you vote for?

**Base:** Total (n=720), Less than \$50K (n=88), \$50K-\$99K (n=157), \$100K-\$149K (n=129), \$150K+ (n=142), (n=204)

  Higher than total result  
  Lower than total result

# Voting by perceived affordability

As we would expect, those who feel they can afford to pay more are more likely to vote for Option C (21% do so) and those who feel they cannot afford to pay more are more likely to vote for Option A (45%) but, still, a majority of each group vote for Option B.



**QD5. Which of these statements best describes your own situation when you think about the balance between the level of rates and the level of services/facilities?**

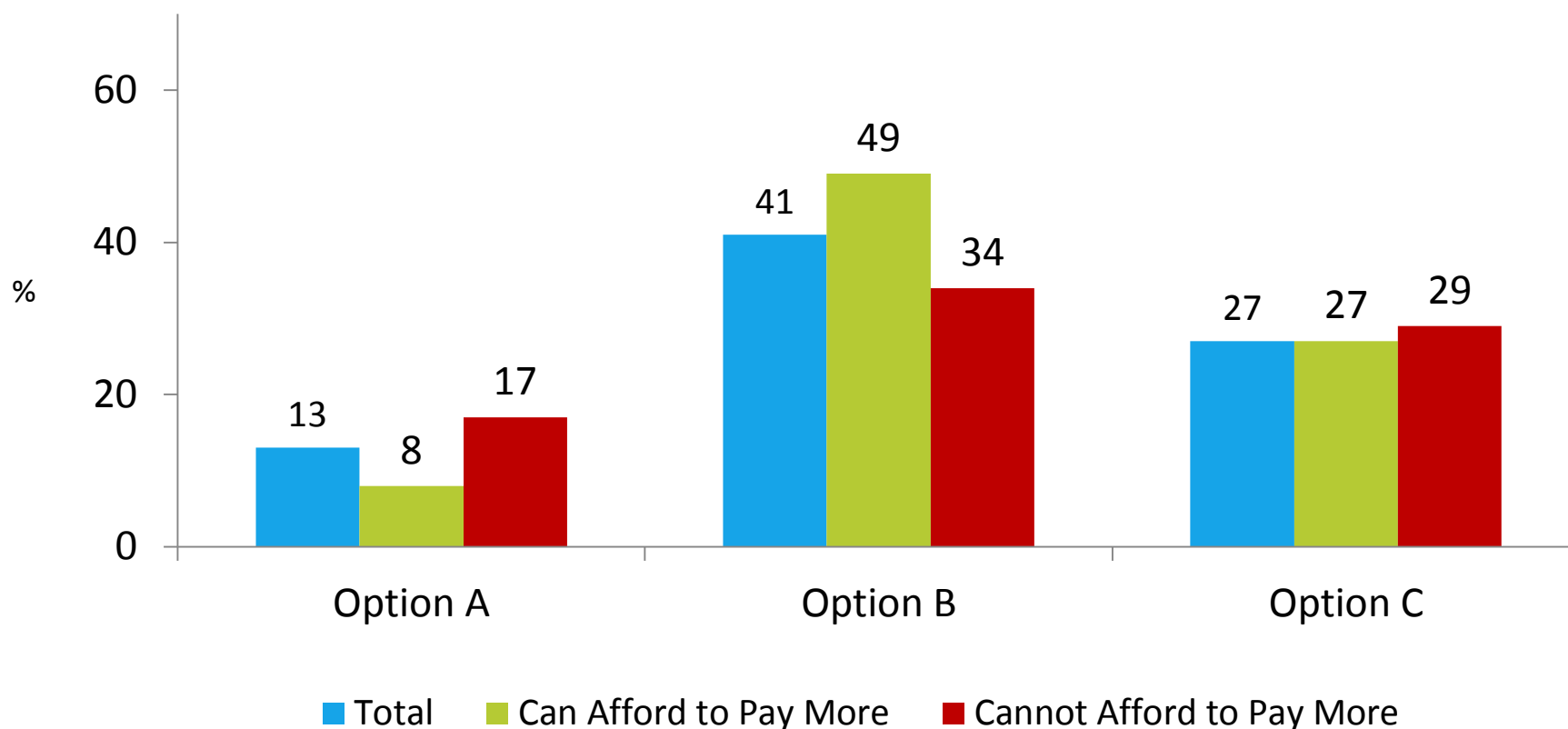
**Base:** Total (n=802), Can afford (n=353), Cannot Afford (n=411)

☒ Higher than total result

☐ Lower than total result

# Voting preferences of councillors?

Among those who feel they cannot afford to pay more, a majority think that councillors will vote for Option B (34%) or Option C (29%). This obviously would be a source of unhappiness.



**QD12.** Which option would you expect the City of Ryde Councillors to vote for?

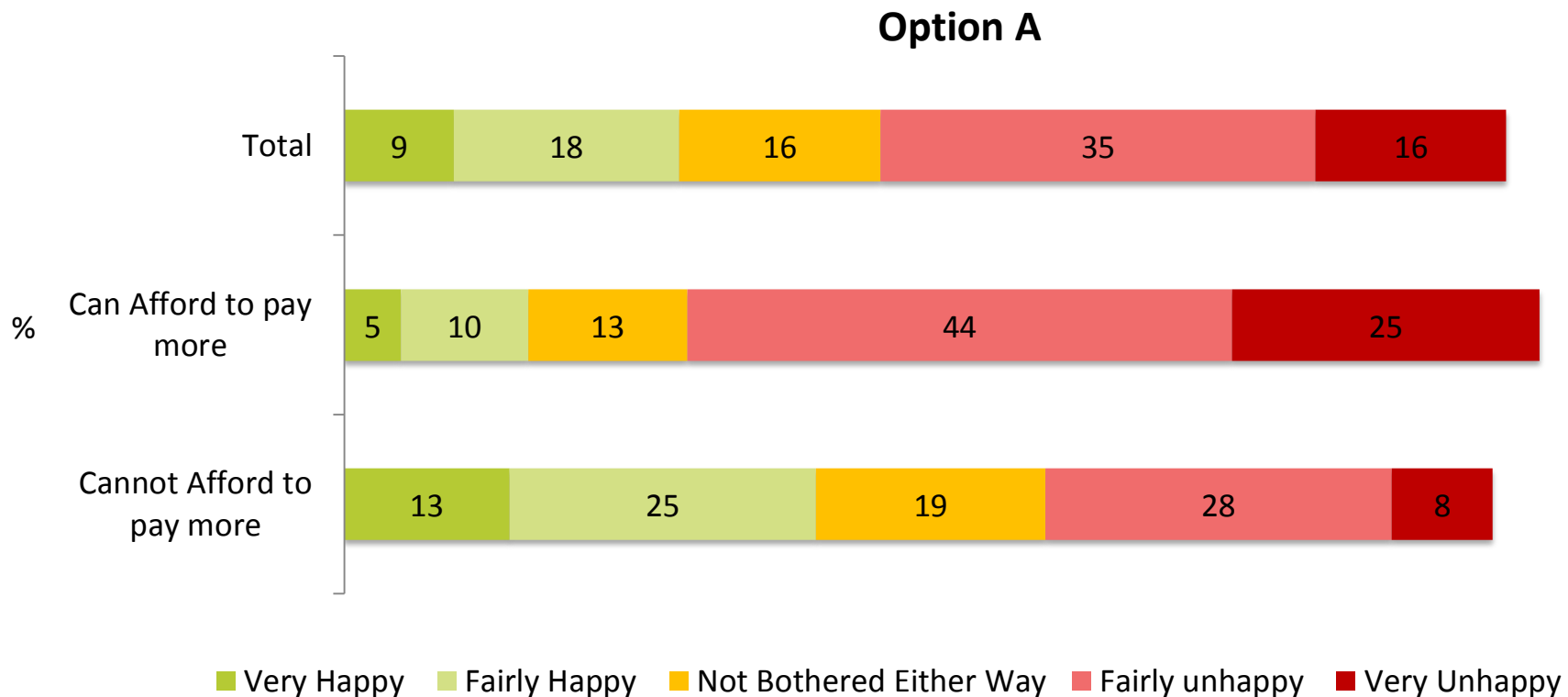
**Base:** Total (n=788), Can afford (n=348), Cannot Afford (n=403)

  Higher than total result  
  Lower than total result



# Likely reaction to councillors voting for Option A

We have already seen how half of all ratepayers (51%) would be unhappy with councillors voting for Option A, but the split by affordability is interesting – 36% unhappy among those who cannot afford to pay (38% happy) and 69% unhappy among those who can afford to pay.



QD5. Which of these statements best describes your own situation when you think about the balance between the level of rates and the level of services/facilities?

QD13. If Council voted for Option A...how would you react?

Base: Total (n=788), Can afford (n=348), Cannot Afford (n=403)

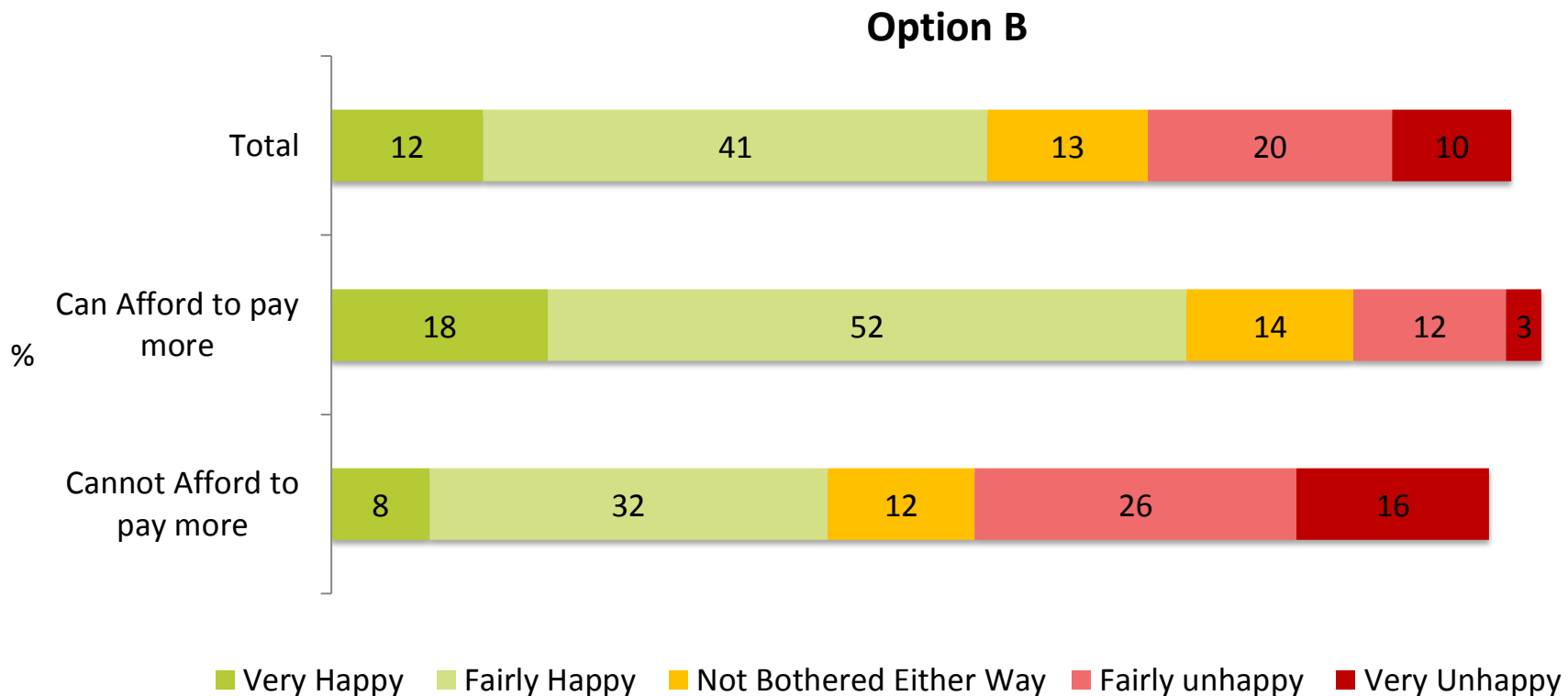
  Higher than total result

  Lower than total result



## Likely reaction to councillors voting for Option B

If councillors voted for Option B, half of all ratepayers (53%) would be happy. This would include 70% of those who can afford to pay more (15% unhappy) and 40% of those who cannot afford to pay more (42% unhappy).



QD5. Which of these statements best describes your own situation when you think about the balance between the level of rates and the level of services/facilities?

QD14. If Council voted for Option B...how would you react?

Base: Total (n=788), Can afford (n=348), Cannot Afford (n=403)

  Higher than total result

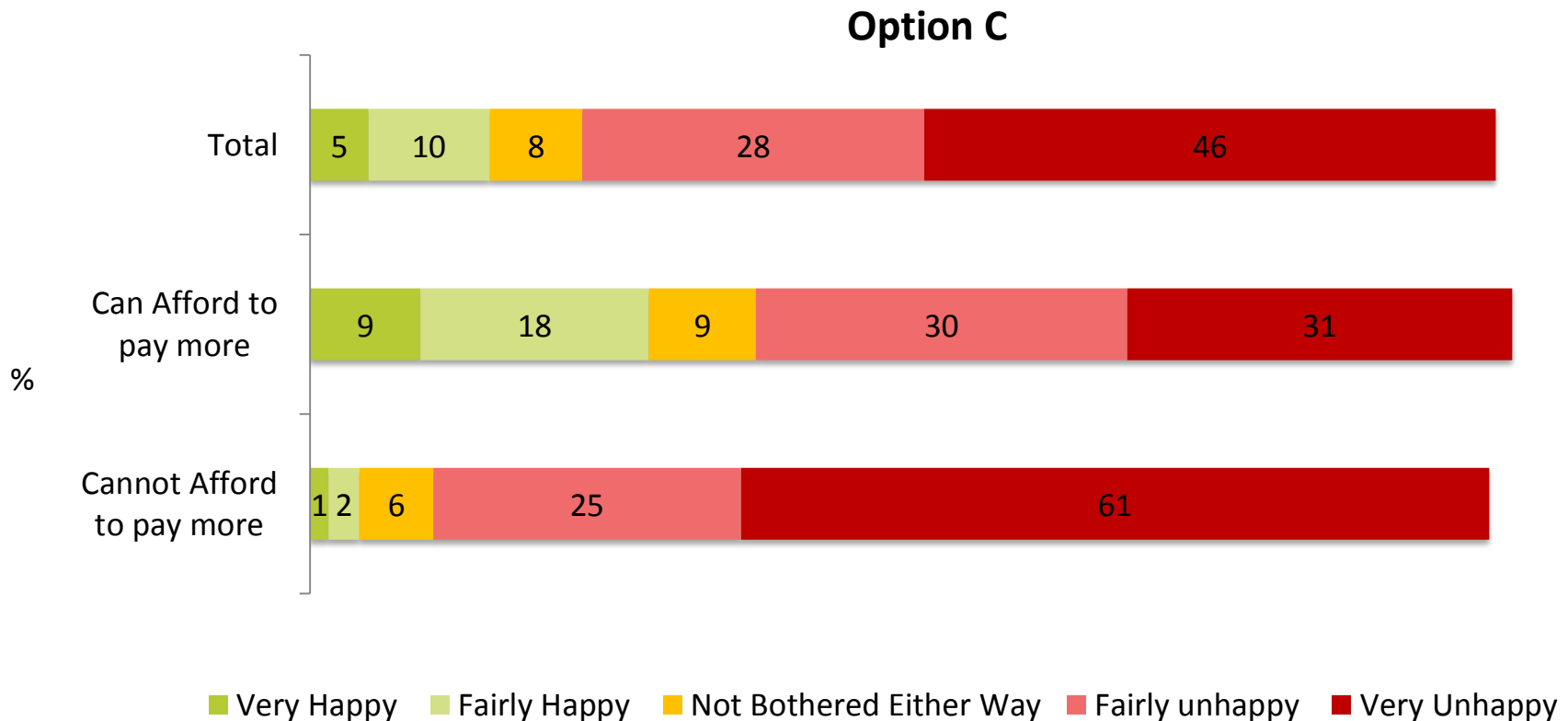
  Lower than total result





## Likely reaction to councillors voting for Option C

If councillors voted for Option B, 74% of ratepayers would be unhappy, including 46% very unhappy. Among those who cannot afford to pay more, a majority (61%) would be very unhappy. Even among those who can afford to pay more, a majority (61%) would be unhappy.



QD5. Which of these statements best describes your own situation when you think about the balance between the level of rates and the level of services/facilities?

QD15. If Council voted for Option C...how would you react?

Base: Total (n=788), Can afford (n=348), Cannot Afford (n=403)

  Higher than total result

  Lower than total result

15

## Choice model analysis

# Choice model summary

- The choice model analysis shows that, when we analyse sub-conscious choices with randomised factors on offer, the overall levels of support for the three options are: 19% for Option A, 15% for Option B, and 25% for Option C
- This means, proportionately, a higher level of support for Option C than from direct questioning and conscious choices, but also a relatively low level of support for all three options because ratepayers react negatively to all the packages on offer that involve higher increases in rates (8%-12% pa) without improvements across-the-board. It is a tough message to sell!
- To get more than 50% support, it would require across-the-board improvements and a rate increase of just 7% pa
- As we would expect, the level of rate increase is the key driver of choice (35% explained by variation in level of rate increase). The other two key drivers are investment in footpaths & cycleways (15%) and spending on household clean up collection, managing illegal dumping, and street cleaning (also 15%).
- Next are the services ratepayers in the focus groups said needed more resources: public toilets, street lighting, support for people with disabilities, support for seniors, and youth programs (10%)
- There are significant variations by ward with Central Ward much more sensitive to the level of rate increase (55% for key driver) and more likely to support Option A (27%)
- Those in East Ward are much more sensitive to changes to service standards for household clean up collection, illegal dumping and street cleaning. Those in West Ward are much more sensitive to changes in asset renewal levels for drains and stormwater infrastructure.

# Option A: No rate increase other than the CPI (3%)



instinct<sup>and</sup>  
reason

	Option A
Rate increase per annum for next 4 years	\$3.00% per annum (including CPI)
Roads and pavements	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Footpaths and cycleways	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Street signs and road signs	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Traffic management infrastructure	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Drains and stormwater infrastructure	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Children's play areas and equipment	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	Cuts in these services or service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	Cuts in these services or service levels
Household clean up collection, managing illegal dumping, street cleaning	Cuts in these services or service levels
Community input, website and provision of information	Cuts in these services or service levels

Support  
19%

Not support  
81%

# Option B: 8% increase in rates per annum (inc CPI)



instinct<sup>and</sup>  
reason

	Option B
Rate increase per annum for next 4 years	8% per annum (including 3% per annum CPI)
Roads and pavements	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Footpaths and cycleways	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Street signs and road signs	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Traffic management infrastructure	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Drains and stormwater infrastructure	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Children's play areas and equipment	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Maintain</u> these services and service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Maintain</u> these services and service levels
Household clean up collection, managing illegal dumping, street cleaning	<u>Maintain</u> these services and service levels
Community input, website and provision of information	<u>Maintain</u> these services and service levels

Support  
15%

Not support  
85%

# Option C: 12% increase in rates per annum (inc CPI)



instinct<sup>and</sup>reason

	Option C
Rate increase per annum for next 4 years	12% per annum (including 3% per annum CPI)
Roads and pavements	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Footpaths and cycleways	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Street signs and road signs	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Traffic management infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Drains and stormwater infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Children's play areas and equipment	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Maintain</u> these services and service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Maintain</u> these services and service levels
Household clean up collection, managing illegal dumping, street cleaning	<u>Maintain</u> these services and service levels
Community input, website and provision of information	<u>Maintain</u> these services and service levels

Support  
25%

Not support  
75%

# Optimal solution? Example below for majority support

	Optimal Solution
Rate increase per annum for next 4 years	7% per annum (including 3% per annum CPI)
Roads and pavements	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Footpaths and cycleways	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Street signs and road signs	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Traffic management infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Drains and stormwater infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Children's play areas and equipment	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Improve</u> these services or service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Improve</u> these services or service levels
Household clean up collection, managing illegal dumping, street cleaning	<u>Improve</u> these services or service levels
Community input, website and provision of information	<u>Improve</u> these services or service levels

Support  
53%

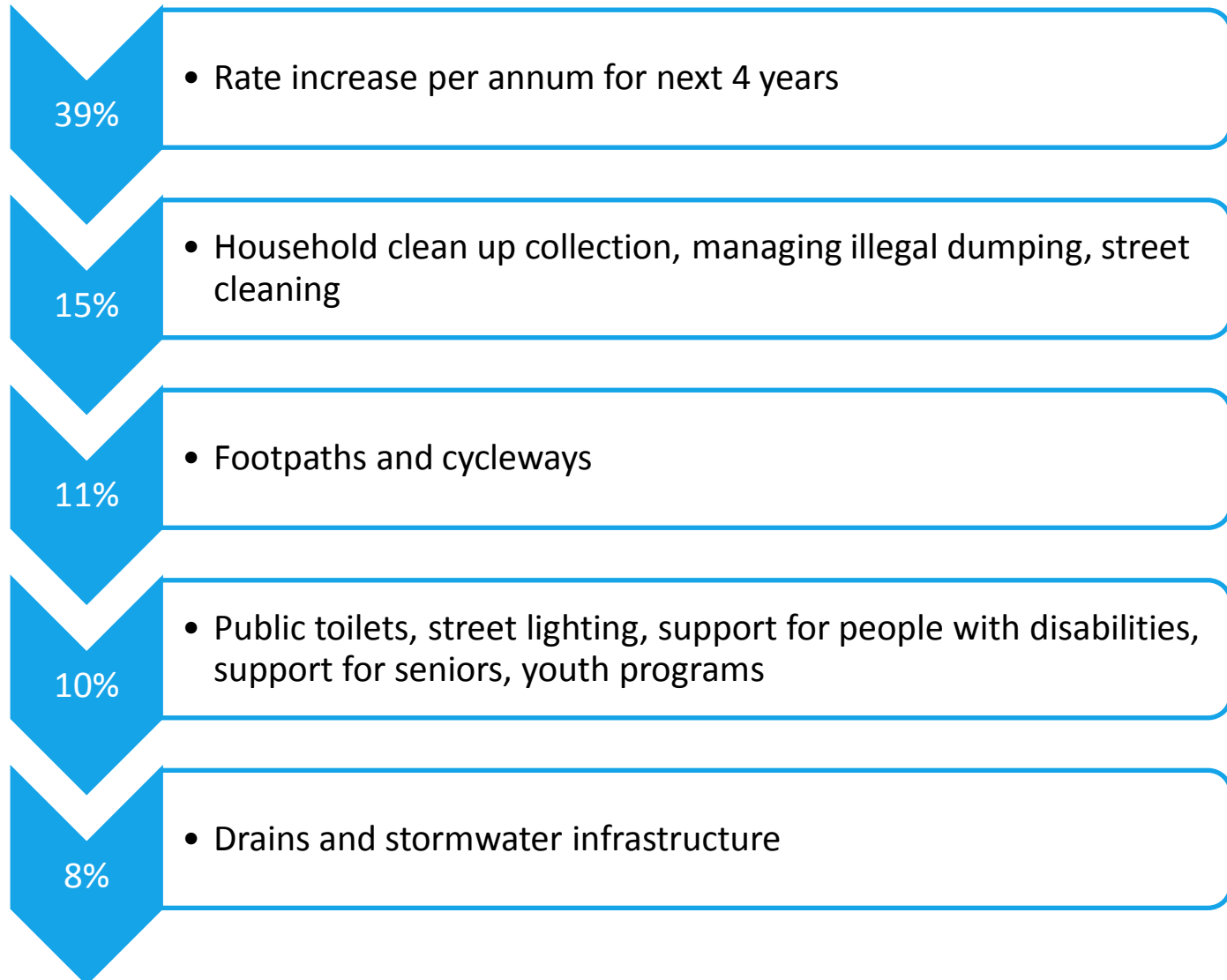
Not support  
47%

# Support with Options A, B and C by ward

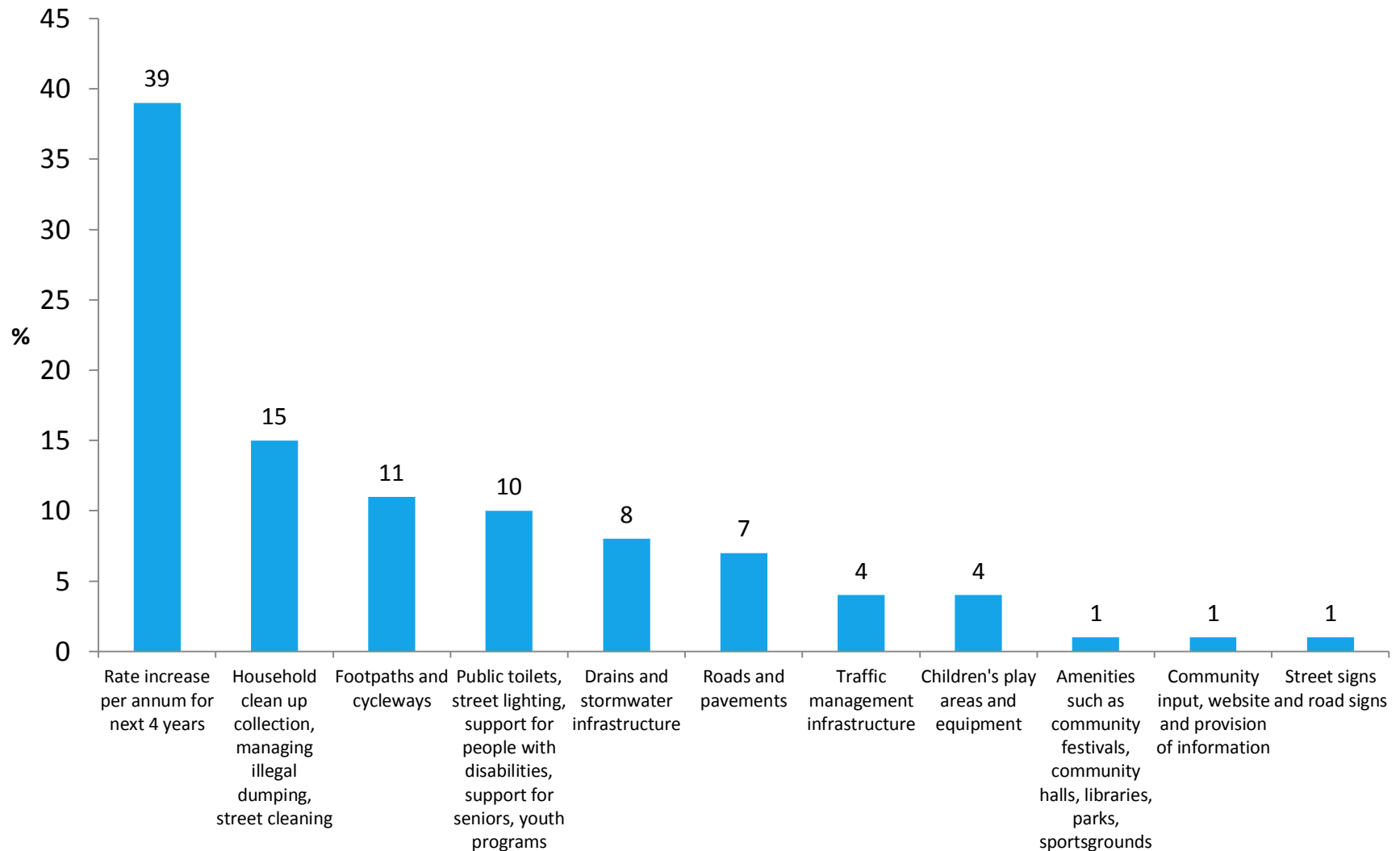
	<b>Total (n=718) %</b>	<b>West Ward (n=229) %</b>	<b>Central Ward (n=276) %</b>	<b>East Ward (n=213) %</b>
Option A: No rate increase other than the CPI (3%)	19	20	27	9
Option B: 8% increase in rates	15	15	18	11
Option C: 12% increase in rates	25	27	23	24



# Key drivers of choice



# Drivers of choice for sample as a whole across all 3 wards



# Drivers of choice by ward

	West Ward (n=229) %	Central Ward (n=276) %	East Ward (n=213) %
Rate increase per annum for next 4 years	44	55	17
Household clean up collection, managing illegal dumping, street cleaning	13	7	25
Footpaths and cycleways	8	8	15
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	3	11	13
Drains and stormwater infrastructure	15	3	7
Roads and pavements	8	8	6
Traffic management infrastructure	5	2	6
Children's play areas and equipment	1	2	9
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	1	2	1
Community input, website and provision of information	1	2	1
Street signs and road signs	1	0	1

16

Insights into why ratepayers vote A,  
B or C and communications strategy



# Ryde as a place to live

Ratepayers are generally positive about Ryde as a place to live (37% excellent, 51% good). C voters tend to be more positive (56% excellent). A voters less so (23% excellent).



**QA1** How would you rate the City of Ryde as a place to live?

**Base:** Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

 Higher than total result  
 Lower than total result



# Community involvement

Floating B voters are significantly more likely to attend local events (61%, compared with 52% overall) and be active at the library (23% v 15%).

	Total	Option A	Option B	Option C	Floating B
<b><i>Attend local events (e.g Granny Smith)</i></b>	52	48	56	37	61
<b><i>Use local community centres</i></b>	23	27	23	18	22
<b><i>Volunteer locally</i></b>	19	17	20	20	22
<b><i>Get involved in local campaigns or petitions</i></b>	19	16	19	17	17
<b><i>Active member of local community group or association</i></b>	16	14	17	20	17
<b><i>Get involved in activities at the library</i></b>	15	17	17	6	23
<b><i>Write letters to elected councillors</i></b>	13	15	13	8	11
<b><i>Play for or coach a local sports team</i></b>	13	12	12	18	12

QA3. In which of these ways, if any, are you active in your local community?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

 Higher than total result  
 Lower than total result

# Community involvement (cont'd)

	Total	Option A	Option B	Option C	Floating B
<i>On a committee or organising group for a local association</i>	10	10	10	13	10
<i>Write letters to local newspapers</i>	7	8	7	6	9
<i>Active member of local parents group</i>	7	6	8	6	8
<i>Active member of a local environment group</i>	3	4	3	2	4
<i>None of these, not active locally</i>	24	28	23	29	20

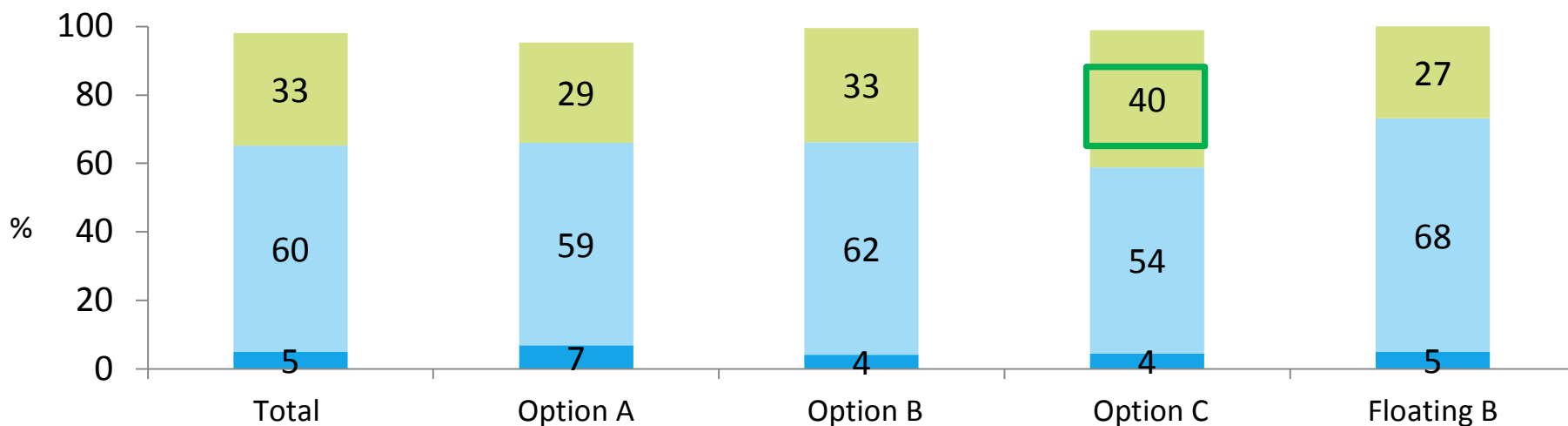
QA3. In which of these ways, if any, are you active in your local community?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result  
  Lower than total result

# Preferred relationship with Council

Similar patterns here but 40% of C voters wanting to be more involved (likely to include plans for the area, evidence of efficiency measures, service improvement plans, etc)



■ Would like to be more involved in ongoing conversations or initiatives

■ Just want to be consulted in advance about any key decisions

■ Just pay the rates..don't want to be bothered

QC4. Which best describes your own situation in terms of your preferred relationship with City of Ryde Council?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

Higher than total result

Lower than total result



# Sources of information re Council

A majority of all voter groups can be reached via local newspapers, the Council website, or letters/leaflets. Floating Bs are especially likely to get information from letters or leaflets (72%).

	Total	Option A	Option B	Option C	Floating B
<i>Local newspapers (The Northern District Times and The Weekly Times)</i>	73	72	77	66	72
<i>City of Ryde Council website</i>	62	55	65	62	61
<i>Letters or leaflets delivered to your door</i>	61	52	67	57	72
<i>Newsletters</i>	40	39	42	31	44
<i>Emails</i>	40	40	38	43	39
<i>Shopping centres like Macquarie and Top Ryde</i>	34	30	36	30	38
<i>Word of mouth</i>	33	31	36	24	41
<i>Internet searches</i>	29	28	29	30	28

QB2. And in which of these ways do you get information about City of Ryde Council services and activities?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result

  Lower than total result

# Sources of information re Council (cont'd)

	Total	Option A	Option B	Option C	Floating B
<b><i>Libraries</i></b>	28	26	31	19	31
<b><i>Council surveys</i></b>	21	17	23	30	23
<b><i>Posters, noticeboards and displays</i></b>	21	20	22	23	23
<b><i>Events and exhibitions hosted by Council</i></b>	17	15	18	13	18
<b><i>Going into Council offices</i></b>	8	4	8	13	7
<b><i>Social media (eg Facebook, Twitter)</i></b>	6	6	6	6	3
<b><i>TV or radio</i></b>	3	2	4	3	5
<b><i>Through university/school (e.g. Macquarie University)</i></b>	3	2	3	7	3

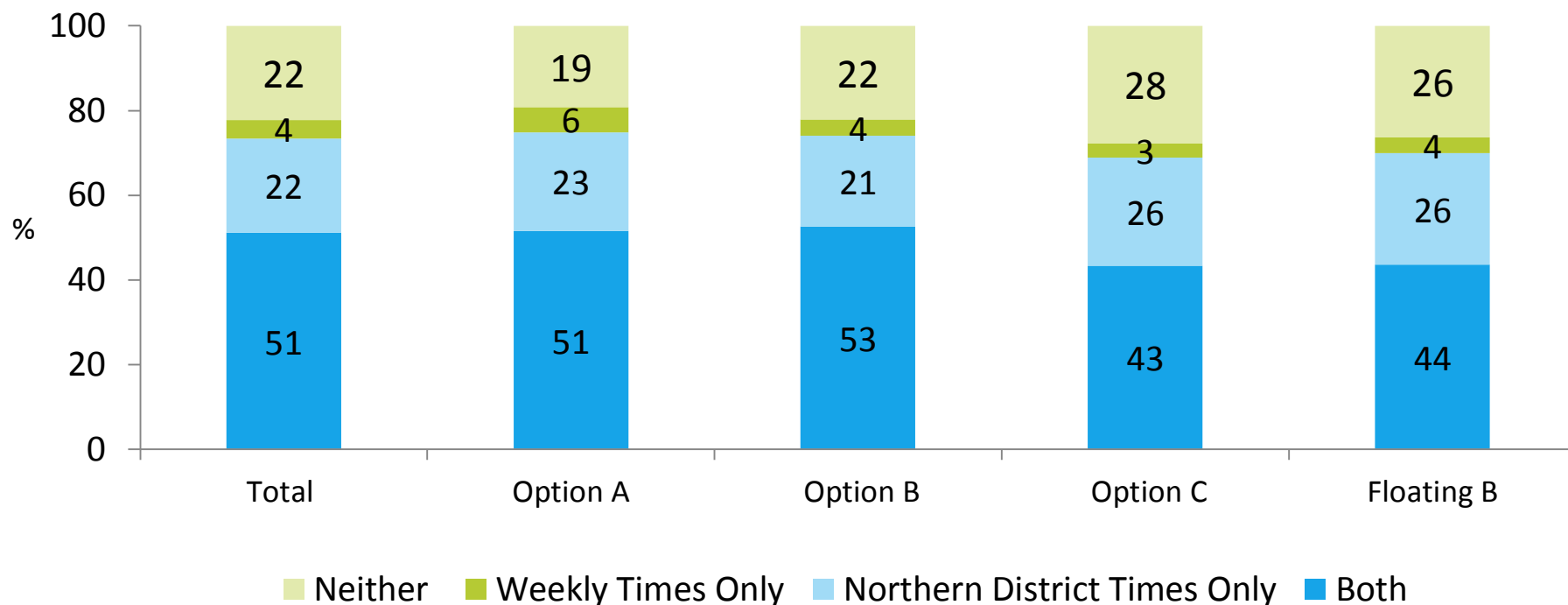
QB2. And in which of these ways do you get information about City of Ryde Council services and activities?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result  
  Lower than total result

# Newspaper readership

A majority of A voters and B voters read both local newspapers. A majority of C voters and Floating Bs can be reached via the NDT.



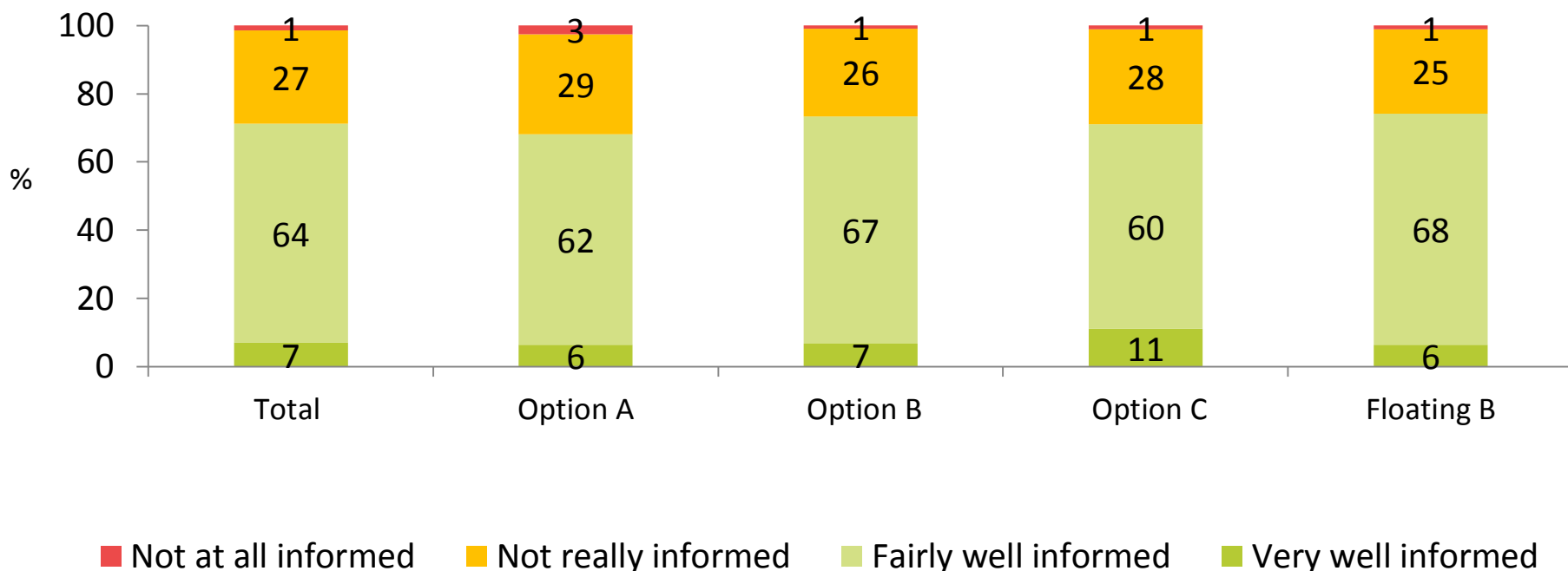
QB4. Do you read the local newspapers, The Northern District Times and the Weekly Times?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result  
  Lower than total result

# How well informed?

There are similar results for all voter groups. Around 26%-32% do not feel well-informed, hence why many feel they need a lot more information in order to make a confident, fully-informed choice.



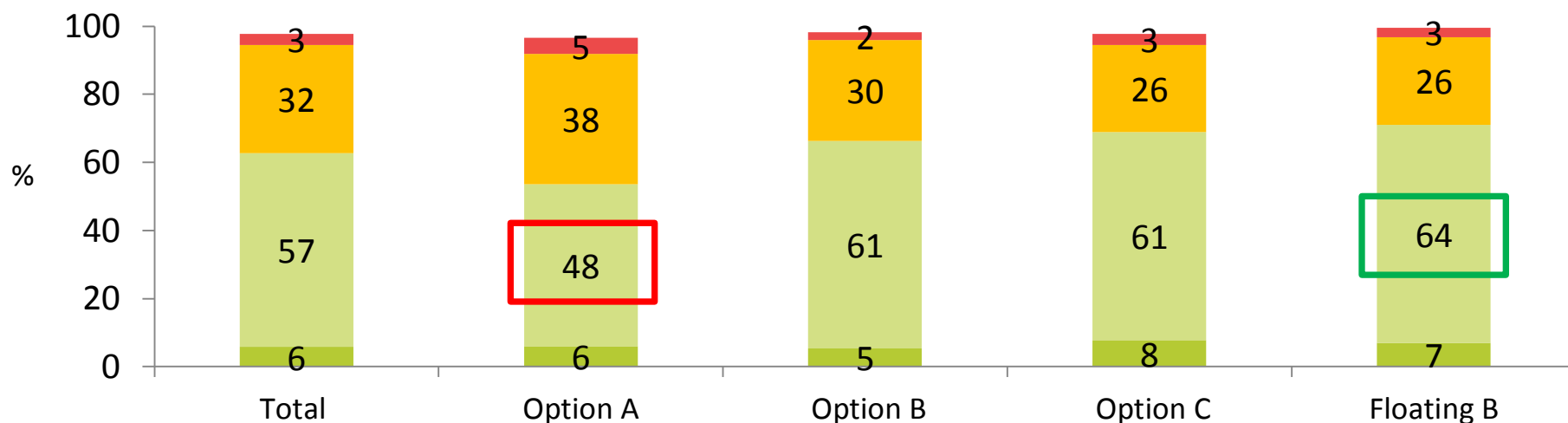
**QB3. How well informed do you feel about City of Ryde Council, its services, policies and activities?**

**Base:** Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result  
  Lower than total result

# Use of services

A voters are less likely to feel they use or benefit from Council services. In contrast, Floating Bs are especially likely to see themselves as beneficiaries of services.



- We don't use or benefit from any Council services or facilities
- We use or benefit from hardly any Council services or facilities
- We use or benefit from quite a few Council services and facilities
- We make good use of a lot of different Council services and facilities

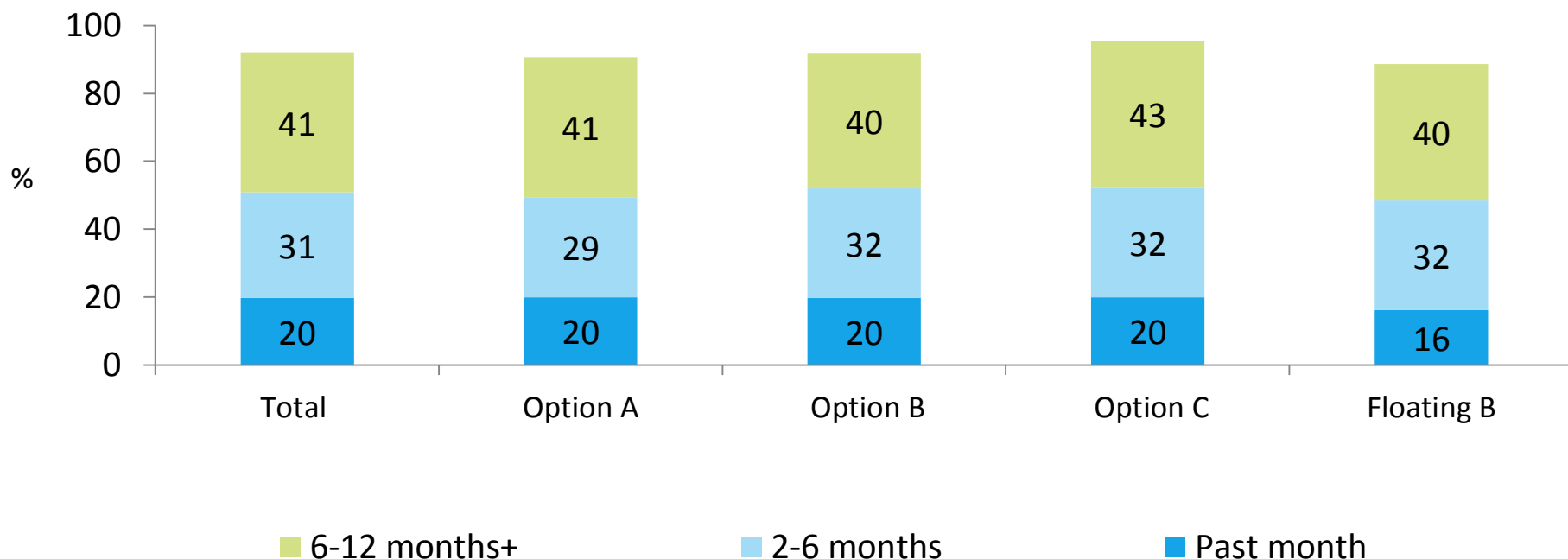
**QC1. Which of the statements below best describes your household?**

**Base:** Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

- Higher than total result
- Lower than total result

# Incidence of contact with council

There is no difference by incidence of contact with Council.



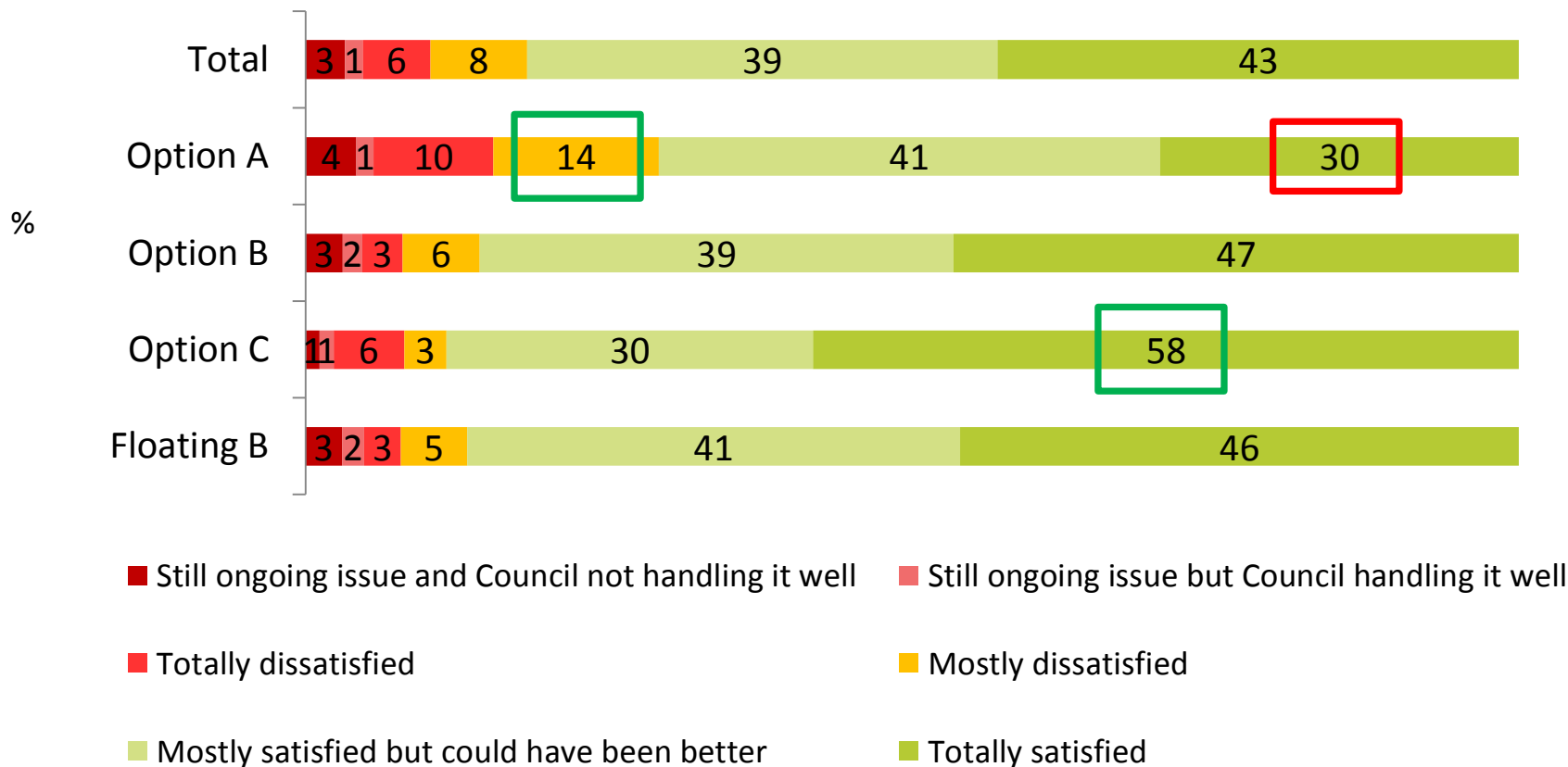
QC2. When did you last contact City of Ryde Council?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Higher than total result  
  Lower than total result

# Experience of contact with Council

C voters are significantly more likely to be totally satisfied with their experience of contacting Council (58% are). A voters are significantly more likely to be dissatisfied (24% are).



QC3. How was your experience of your most recent contact with City of Ryde Council?

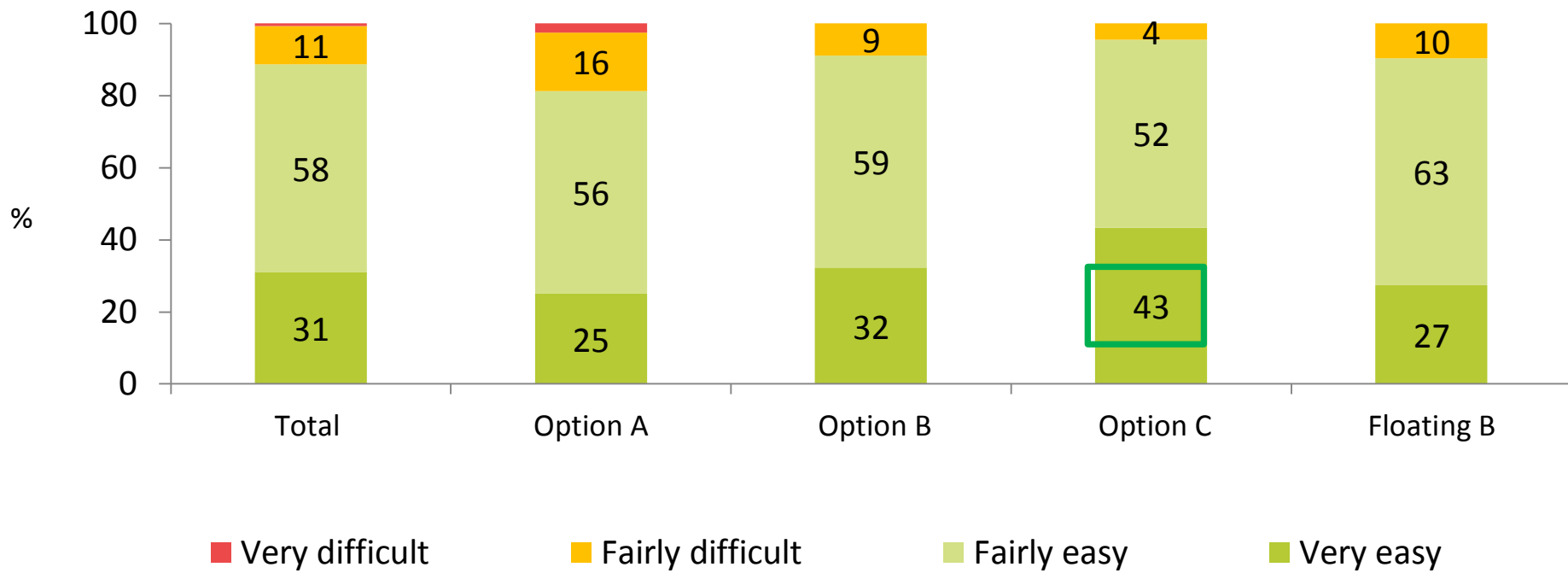
Base: Total (n=738), Option A (n=213), Option B (n=425), Option C (n=86), Floating B (n=165)

  Higher than total result

  Lower than total result

# Ease of contact with Council

C voters are more likely to think it is very easy to contact Council.



QC6. How easy or difficult is it to contact City of Ryde Council if you have a query or concern?

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

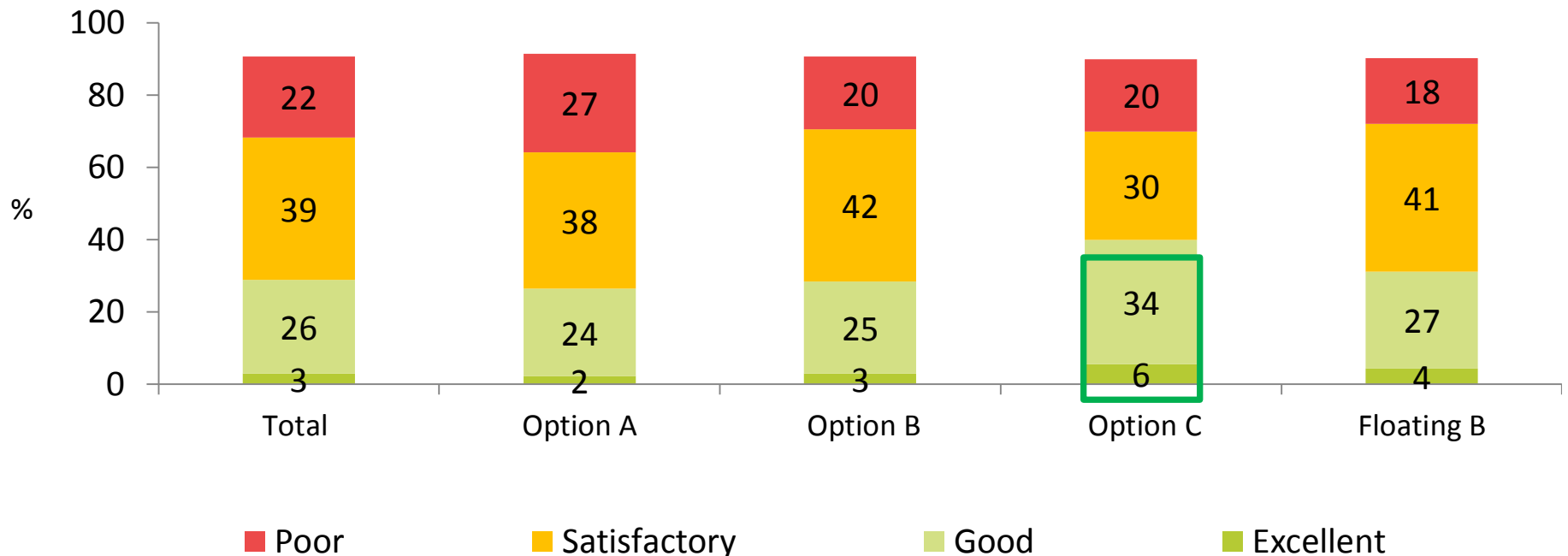
Higher than total result

Lower than total result



# Community consultation

Similar patterns here too, but with C voters more likely to be positive (40% are, compared with 29% overall).



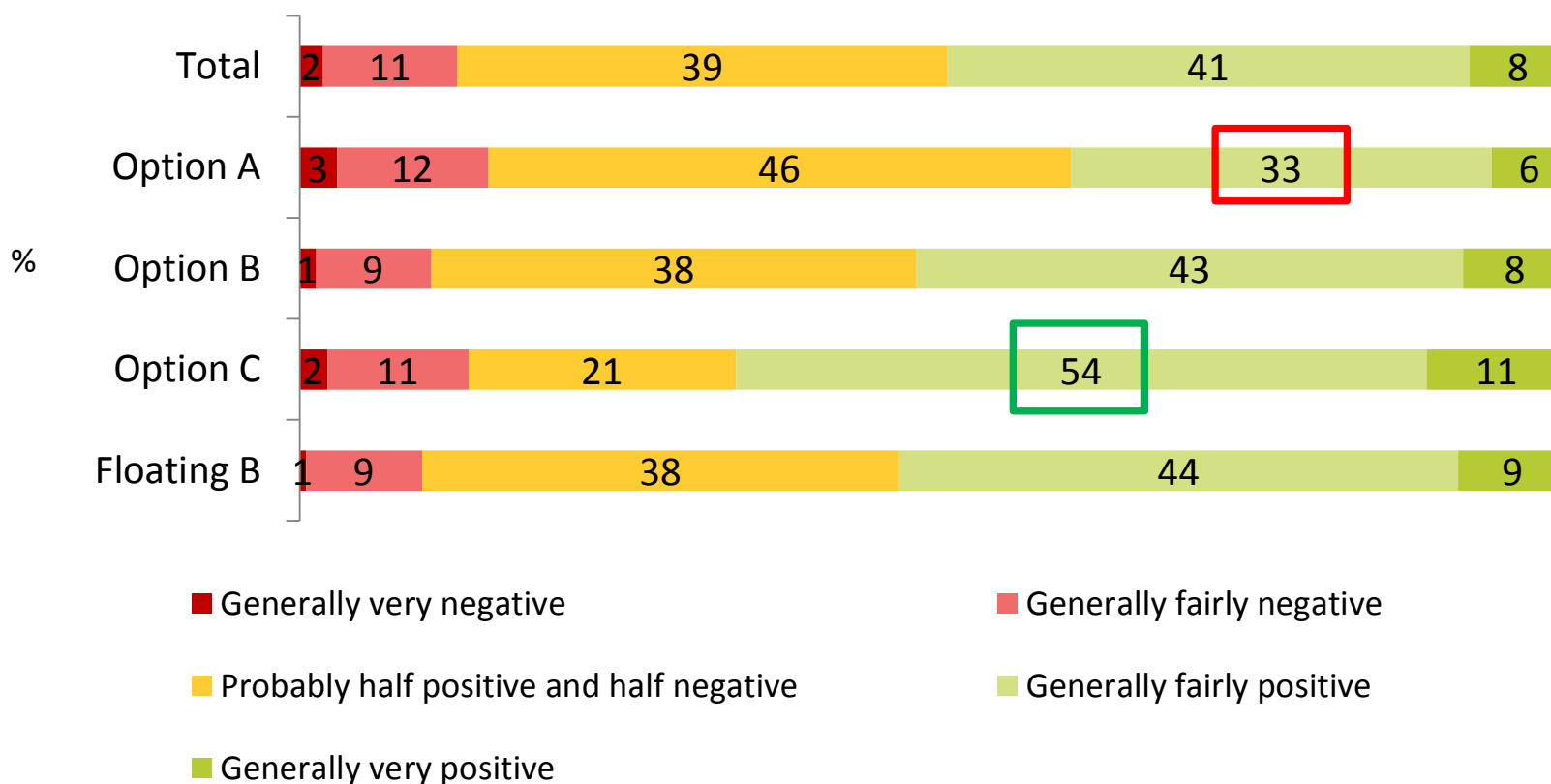
QC5. How would you rate the way City of Ryde Council consults with the community before making key decisions?   Higher than total result

Base: Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

  Lower than total result

# Perceived image of City of Ryde Council

C voters are significantly more likely to think that City of Ryde Council has a positive image within the local community. A voters are not as positive.



**QC7** At this point in time, what image does City of Ryde Council have within the local community?

**Base:** Total (n=802) Total (n=802), Option A (n=235), Option B (n=462), Option C (n=90), Floating B (n=186)

Higher than total result  
Lower than total result

# Image of City of Ryde Council (1)

C voters are more likely to perceive Council as caring about its people and being people-centred.

		Total	Option A	Option B	Option C	Floating B
Cares about people and is people-centred in the way it operates	<i>Describes</i>	32	24	34	46	36
	<i>Doesn't Describe</i>	14	23	10	8	9
	<i>Don't know /Unsure</i>	55	53	56	47	55
Caters for a multicultural community	<i>Describes</i>	65	59	68	69	68
	<i>Doesn't Describe</i>	3	5	2	2	2
	<i>Don't know /Unsure</i>	32	37	30	29	31
Consults the community effectively around all key decisions	<i>Describes</i>	28	23	28	43	27
	<i>Doesn't Describe</i>	25	28	24	22	24
	<i>Don't know /Unsure</i>	47	49	48	34	49

# Image of City of Ryde Council (2)

C voters are also more positive on engagement and environmental responsibility.

		Total	Option A	Option B	Option C	Floating B
Continuously engages the community to stay in touch with needs and expectations	<i>Describes</i>	35	26	37	49	39
	<i>Doesn't Describe</i>	17	25	16	10	16
	<i>Don't know /Unsure</i>	48	49	48	41	45
Environmentally responsible and leads by example on sustainability	<i>Describes</i>	45	38	46	58	44
	<i>Doesn't Describe</i>	9	14	8	4	9
	<i>Don't know /Unsure</i>	46	49	46	38	47
Good at listening to the community without prejudice or defensiveness	<i>Describes</i>	21	18	23	24	23
	<i>Doesn't Describe</i>	19	26	17	18	16
	<i>Don't know /Unsure</i>	59	56	61	58	61

# Image of City of Ryde Council (3)

C voters are more likely to reject suggestions that City of Ryde Council is corrupt or dysfunctional.

		Total	Option A	Option B	Option C	Floating B
Dysfunctional	<i>Describes</i>	15	17	15	8	15
	<i>Doesn't Describe</i>	35	28	36	51	39
	<i>Don't know /Unsure</i>	50	56	49	41	46
Corrupt	<i>Describes</i>	12	17	10	8	11
	<i>Doesn't Describe</i>	24	16	26	36	22
	<i>Don't know /Unsure</i>	64	68	64	57	68
Difficult to deal with and understand their processes	<i>Describes</i>	19	24	16	18	16
	<i>Doesn't Describe</i>	40	30	46	44	42
	<i>Don't know /Unsure</i>	41	46	38	38	42

# Image of City of Ryde Council (4)

C voters are more likely to perceive City of Ryde Council as making efforts to inform the community.

		Total	Option A	Option B	Option C	Floating B
Invests in local infrastructure and does all it can to encourage State and Federal Government to invest in local infrastructure	<i>Describes</i>	32	25	35	39	34
	<i>Doesn't Describe</i>	12	16	10	10	10
	<i>Don't know /Unsure</i>	56	59	55	51	56
Makes every effort to keep all members of the community informed	<i>Describes</i>	40	31	43	52	44
	<i>Doesn't Describe</i>	18	21	16	14	16
	<i>Don't know /Unsure</i>	42	47	41	33	40

# Image of City of Ryde Council (5)

C voters are more positive on Council being progressive, proud of its heritage but not living in the past and providing high quality, reliable services.

		Total	Option A	Option B	Option C	Floating B
Progressive	<i>Describes</i>	35	26	38	44	40
	<i>Doesn't Describe</i>	16	20	15	12	13
	<i>Don't know /Unsure</i>	49	54	48	43	47
Proud of its heritage and traditions but not living in the past	<i>Describes</i>	55	44	58	66	56
	<i>Doesn't Describe</i>	6	9	5	4	5
	<i>Don't know /Unsure</i>	39	47	37	30	39
Provides high quality, reliable, customer-focused services	<i>Describes</i>	46	33	52	54	53
	<i>Doesn't Describe</i>	12	17	10	12	11
	<i>Don't know /Unsure</i>	41	49	38	33	37

# Image of City of Ryde Council (6)

C voters are more positive on all three dimensions. Floating Bs are more likely than the average to be positive on “respects the community”.

		Total	Option A	Option B	Option C	Floating B
Respects the community	<i>Describes</i>	44	36	47	51	50
	<i>Doesn't Describe</i>	13	16	11	12	10
	<i>Don't know /Unsure</i>	44	48	42	37	40
Responsive	<i>Describes</i>	43	31	47	54	47
	<i>Doesn't Describe</i>	14	20	13	9	11
	<i>Don't know /Unsure</i>	43	49	40	37	41
Trusted staff	<i>Describes</i>	30	24	31	40	32
	<i>Doesn't Describe</i>	9	16	6	4	5
	<i>Don't know /Unsure</i>	61	60	63	56	63



# Image of City of Ryde Council (7)

Floating Bs are more likely to perceive City of Ryde as being technologically advanced. A majority of C voters reject the suggestion that City of Ryde Council is wasteful and inefficient – and only 10% of all ratepayers think it is wasteful and inefficient.

		Total	Option A	Option B	Option C	Floating B
Uses the latest established technology and always exploring new technology solutions	<i>Describes</i>	30	24	32	34	37
	<i>Doesn't Describe</i>	7	10	6	6	6
	<i>Don't know /Unsure</i>	63	66	61	60	57
Trusted councillors	<i>Describes</i>	13	14	12	18	9
	<i>Doesn't Describe</i>	25	29	24	21	22
	<i>Don't know /Unsure</i>	61	57	63	61	69
Wasteful and inefficient	<i>Describes</i>	10	14	8	8	5
	<i>Doesn't Describe</i>	37	26	40	52	43
	<i>Don't know /Unsure</i>	53	59	52	40	51

17

Appendix: full choice model  
data (+ decision support app)

# Introduction

In this section, we will give you 12 possible scenarios which might be what emerges from City of Ryde Council's decision-making process, and ask you if you support or don't support such an outcome.

Each of the scenarios may look alike, but each is different. So please scan each scenario to see what is in there in terms of rate increase, service levels, and investment in infrastructure/facilities.

Then, for each scenario, please just click to indicate whether you support or don't support such an outcome.

**If this was the way forward being suggested for the next 4 years, would you support it or not support it?**

**Support**

**Don't support**

Rate increase, infrastructure investment, and service levels	Options		
	A	B	C
1. Rate increase per annum for next 4 years	No increase other than CPI (around 3% per annum)	8% per annum (including 3% per annum CPI)	12% per annum (including 3% per annum CPI)
2. Roads & pavements	<u>Cuts</u> in repairs and maintenance, so backlog would continue to grow and service levels fall	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
3. Footpaths & cycleways	<u>Cuts</u> in repairs and maintenance, so backlog would continue to grow and service levels fall	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
4. Street signs & road signs	<u>Cuts</u> in repairs and maintenance, so backlog would continue to grow and service levels fall	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
5. Traffic management infrastructure	<u>Cuts</u> in repairs and maintenance, so backlog would continue to grow and service levels fall	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
6. Drains/stormwater infrastructure	<u>Cuts</u> in repairs and maintenance, so backlog would continue to grow and service levels fall	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
7. Children's play areas & equipment	<u>Cuts</u> in repairs and maintenance, so backlog would continue to grow and service levels fall	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
8. Council amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Cuts</u> in these services or service levels	<u>Maintain</u> these services and service levels	<u>Maintain</u> these services or service levels
9. Council services: public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Cuts</u> in these services or service levels	<u>Maintain</u> these services and service levels	<u>Maintain</u> these services or service levels
10 Council services: household clean up collection managing illegal dumping, street cleaning	<u>Cuts</u> in these services or service levels	<u>Maintain</u> these services and service levels	<u>Maintain</u> these services or service levels
11. Council services: Community input into decision making, Council's website, and provision of Council information to the community	<u>Cuts</u> in these services or service levels	<u>Maintain</u> these services and service levels	<u>Maintain</u> these services or service levels

# Option A: No rate increase other than the CPI (3%)



instinct<sup>and</sup>  
reason

	Option A
Rate increase per annum for next 4 years	\$3.00% per annum (including CPI)
Roads and pavements	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Footpaths and cycleways	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Street signs and road signs	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Traffic management infrastructure	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Drains and stormwater infrastructure	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Children's play areas and equipment	Cuts in repairs and maintenance, so backlog would continue to grow and service levels fall
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	Cuts in these services or service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	Cuts in these services or service levels
Household clean up collection, managing illegal dumping, street cleaning	Cuts in these services or service levels
Community input, website and provision of information	Cuts in these services or service levels

Support  
19%

Not support  
81%

# Option B: 8% increase in rates per annum (inc CPI)



instinct<sup>and</sup>  
reason

	Option B
Rate increase per annum for next 4 years	8% per annum (including 3% per annum CPI)
Roads and pavements	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Footpaths and cycleways	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Street signs and road signs	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Traffic management infrastructure	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Drains and stormwater infrastructure	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Children's play areas and equipment	Renew <u>all</u> Condition 5s and <u>some</u> Condition 4s
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Maintain</u> these services and service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Maintain</u> these services and service levels
Household clean up collection, managing illegal dumping, street cleaning	<u>Maintain</u> these services and service levels
Community input, website and provision of information	<u>Maintain</u> these services and service levels

Support  
15%

Not support  
85%

# Option C: 12% increase in rates per annum (inc CPI)



instinct<sup>and</sup>reason

	Option C
Rate increase per annum for next 4 years	12% per annum (including 3% per annum CPI)
Roads and pavements	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Footpaths and cycleways	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Street signs and road signs	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Traffic management infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Drains and stormwater infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Children's play areas and equipment	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Maintain</u> these services and service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Maintain</u> these services and service levels
Household clean up collection, managing illegal dumping, street cleaning	<u>Maintain</u> these services and service levels
Community input, website and provision of information	<u>Maintain</u> these services and service levels

Support  
25%

Not support  
75%



# Optimal solution? Example below for majority support

	Optimal Solution
Rate increase per annum for next 4 years	7% per annum (including 3% per annum CPI)
Roads and pavements	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Footpaths and cycleways	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Street signs and road signs	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Traffic management infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Drains and stormwater infrastructure	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Children's play areas and equipment	Renew <u>all</u> Condition 5s and <u>most</u> Condition 4s
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	<u>Improve</u> these services or service levels
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	<u>Improve</u> these services or service levels
Household clean up collection, managing illegal dumping, street cleaning	<u>Improve</u> these services or service levels
Community input, website and provision of information	<u>Improve</u> these services or service levels

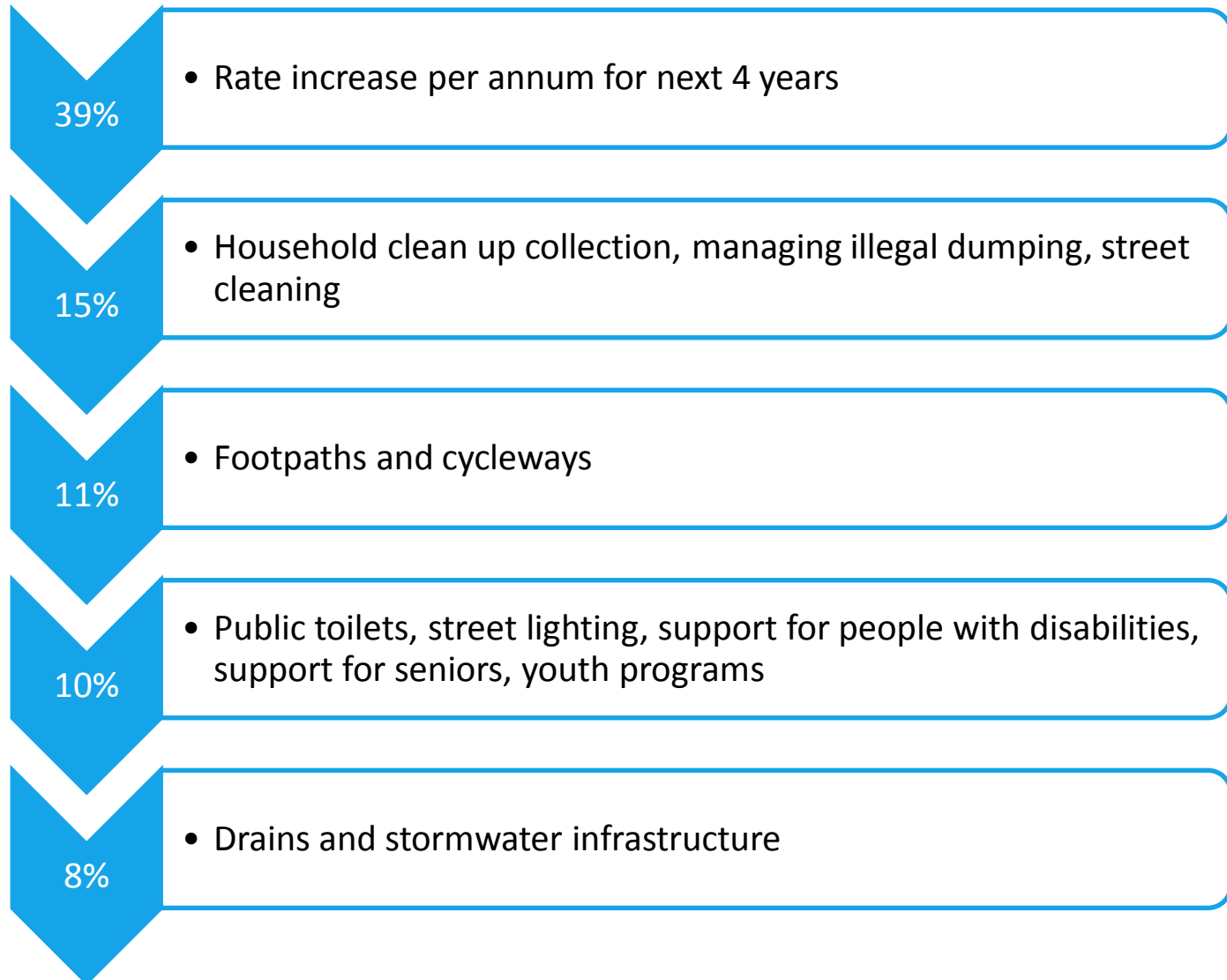
Support  
53%

Not support  
47%

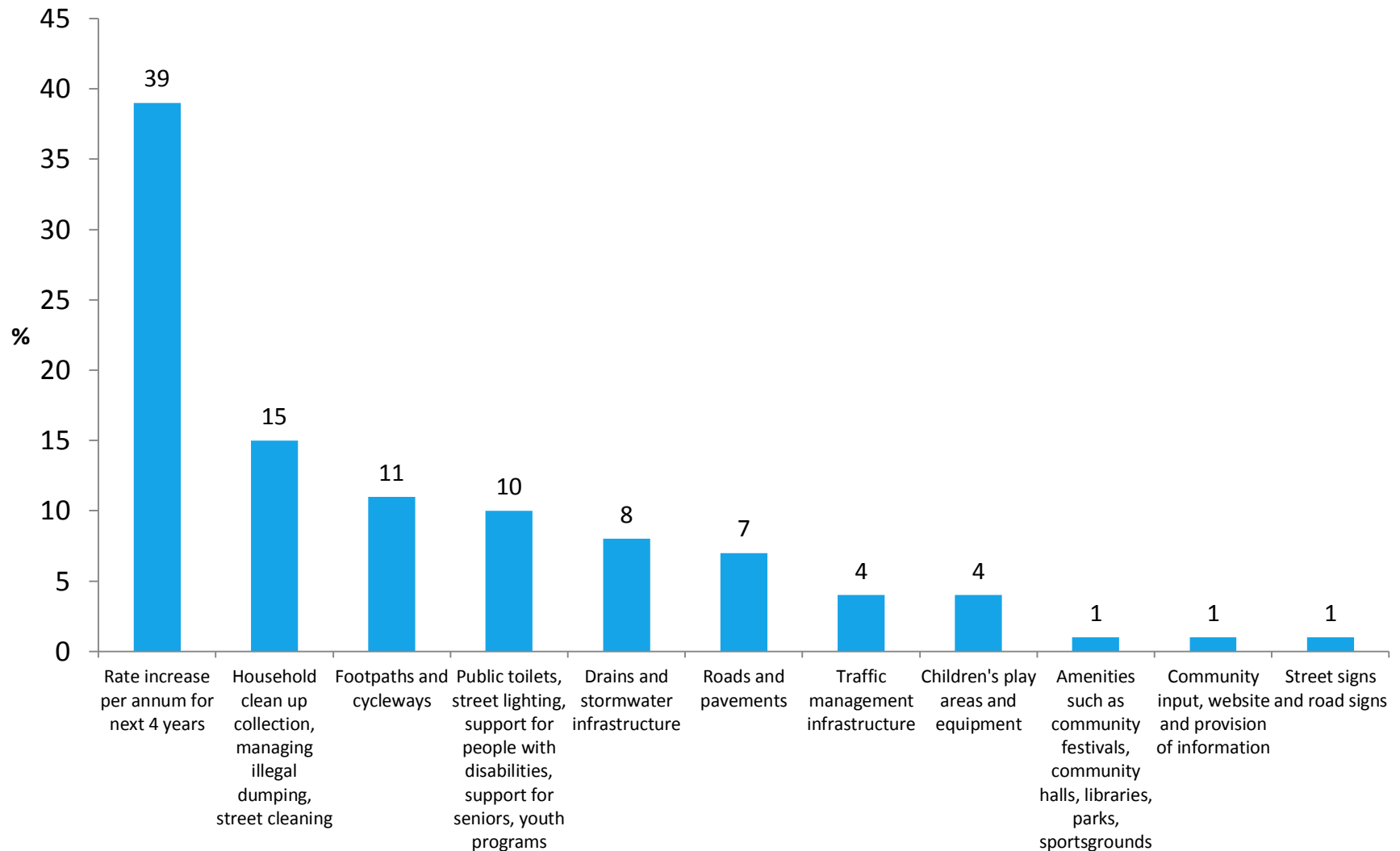
# Support with Options A, B and C by ward

	<b>Total (n=718) %</b>	<b>West Ward (n=229) %</b>	<b>Central Ward (n=276) %</b>	<b>East Ward (n=213) %</b>
Option A: No rate increase other than the CPI (3%)	19	20	27	9
Option B: 8% increase in rates	15	15	18	11
Option C: 12% increase in rates	25	27	23	24

# Key drivers of choice



# Drivers of choice for sample as a whole across all 3 wards

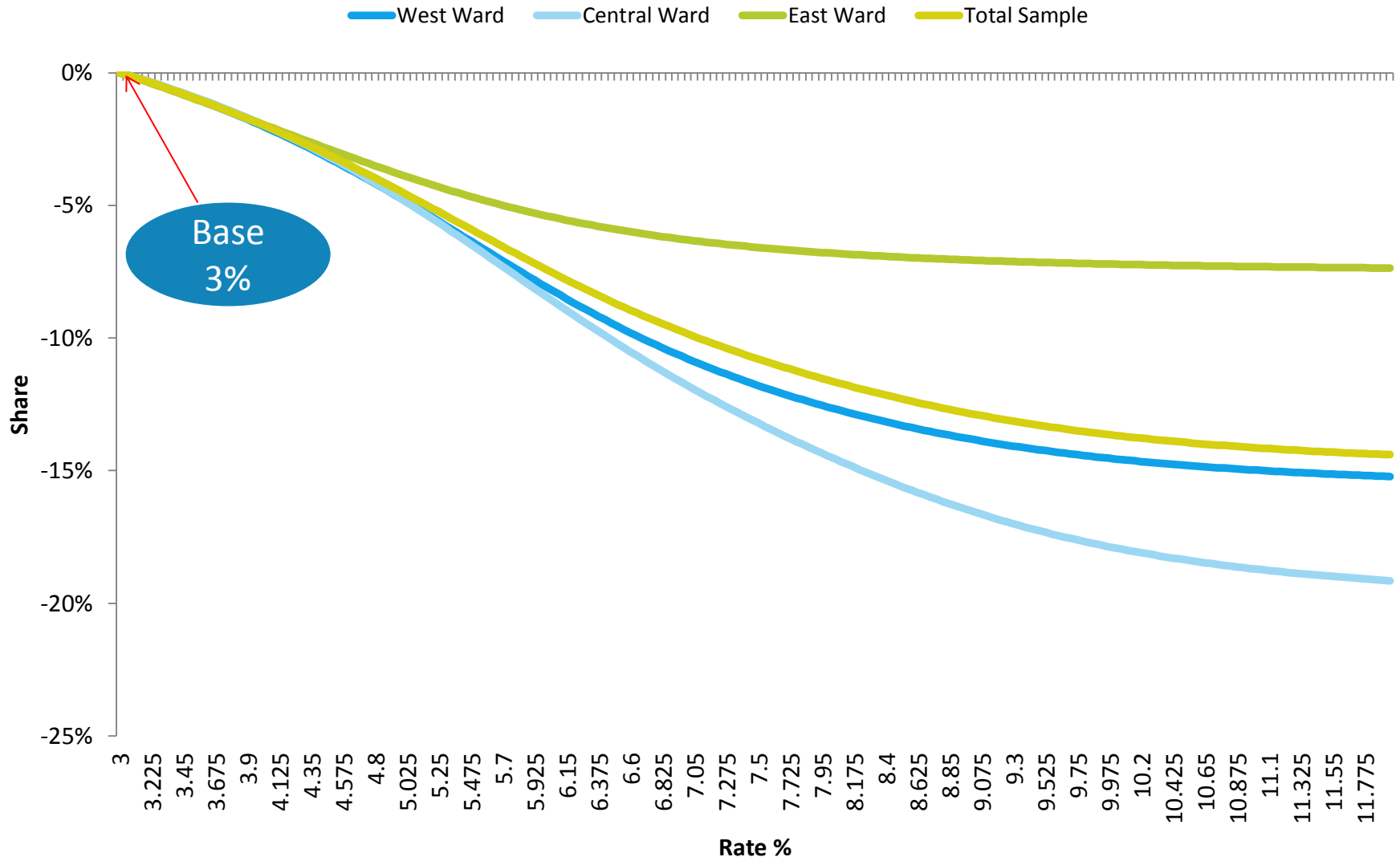


# Drivers of choice by ward

	West Ward (n=229) %	Central Ward (n=276) %	East Ward (n=213) %
Rate increase per annum for next 4 years	44	55	17
Household clean up collection, managing illegal dumping, street cleaning	13	7	25
Footpaths and cycleways	8	8	15
Public toilets, street lighting, support for people with disabilities, support for seniors, youth programs	3	11	13
Drains and stormwater infrastructure	15	3	7
Roads and pavements	8	8	6
Traffic management infrastructure	5	2	6
Children's play areas and equipment	1	2	9
Amenities such as community festivals, community halls, libraries, parks, sportsgrounds	1	2	1
Community input, website and provision of information	1	2	1
Street signs and road signs	1	0	1

# How does the rate increase pa for next 4 years impact on choice?

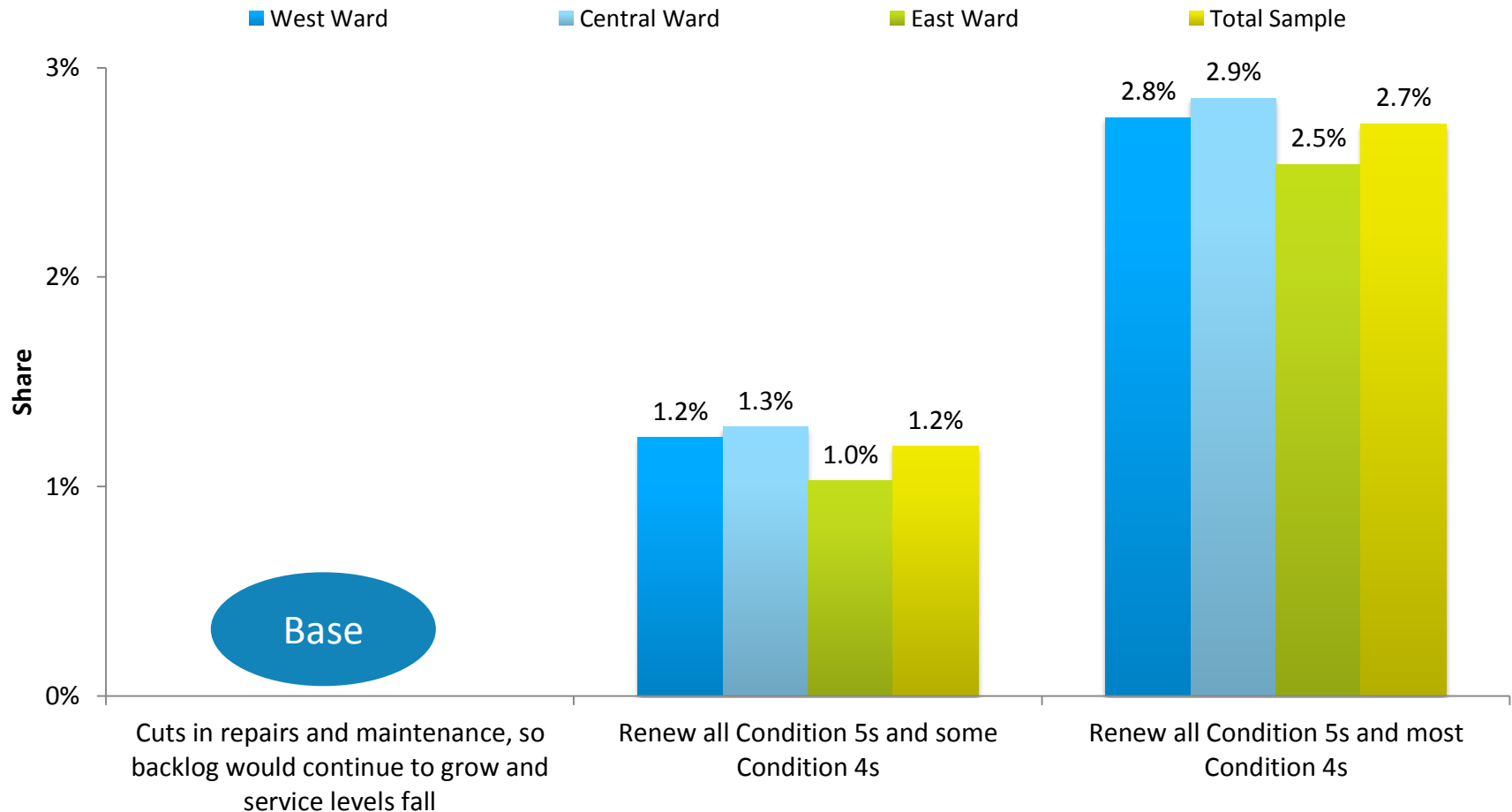
## % fall in support as rate increase rises (other things equal)



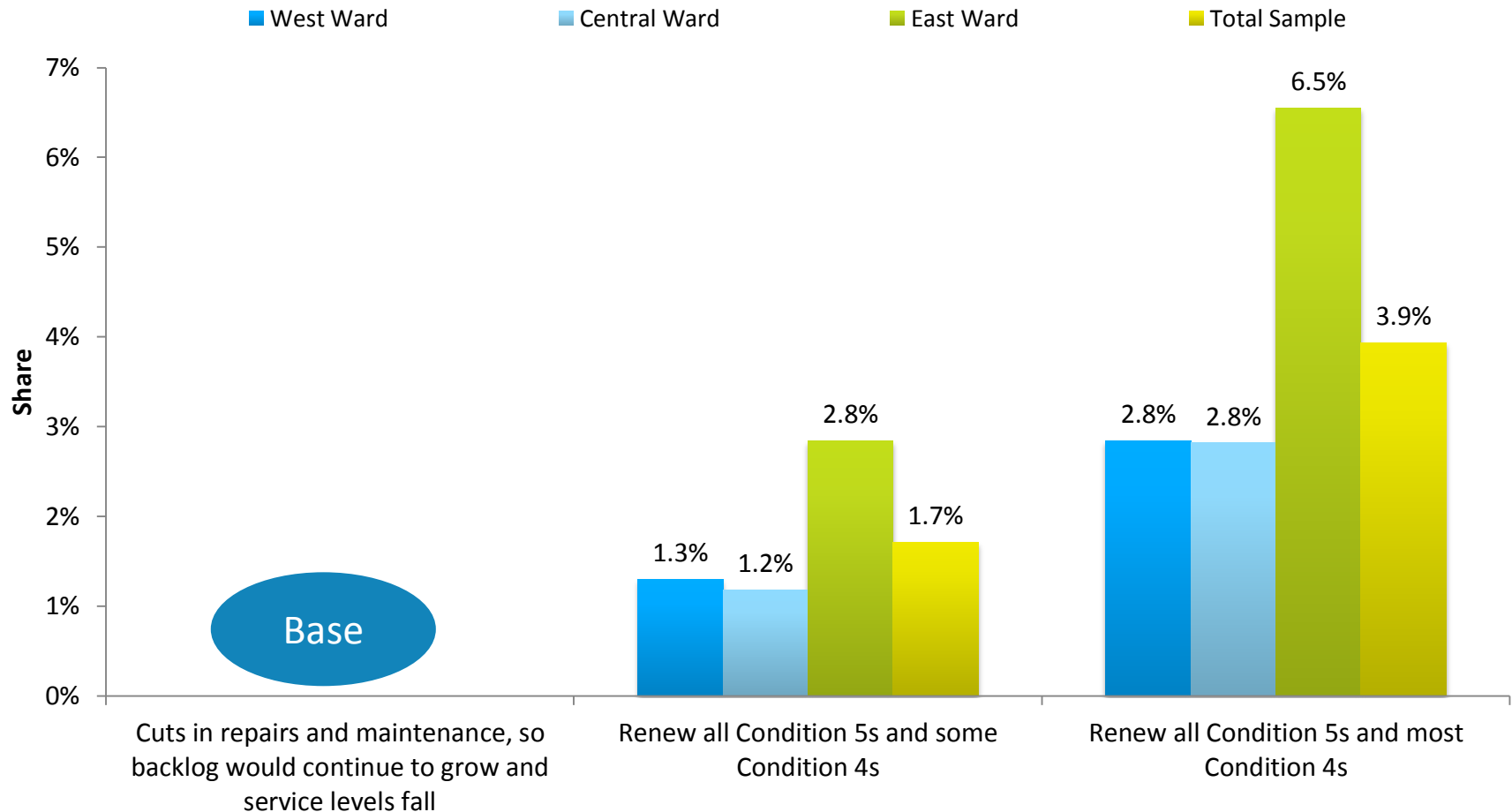
Base: Total sample (n=718)

# How does 'roads and pavements' affect choice?

## (variation within Attribute from changing Levels)

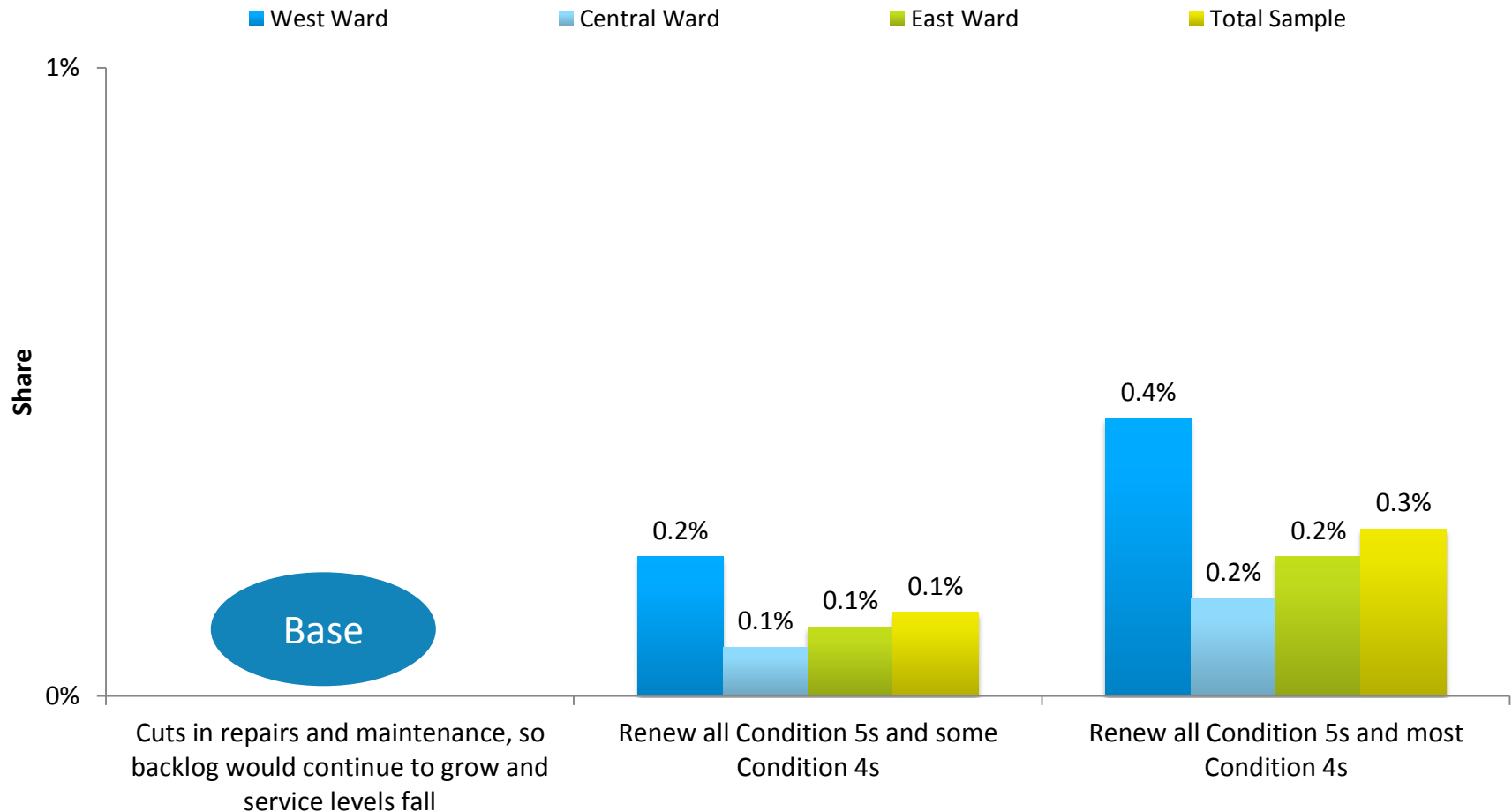


# How does 'footpaths and cycleways' affect choice? (variation within Attribute from changing Levels)

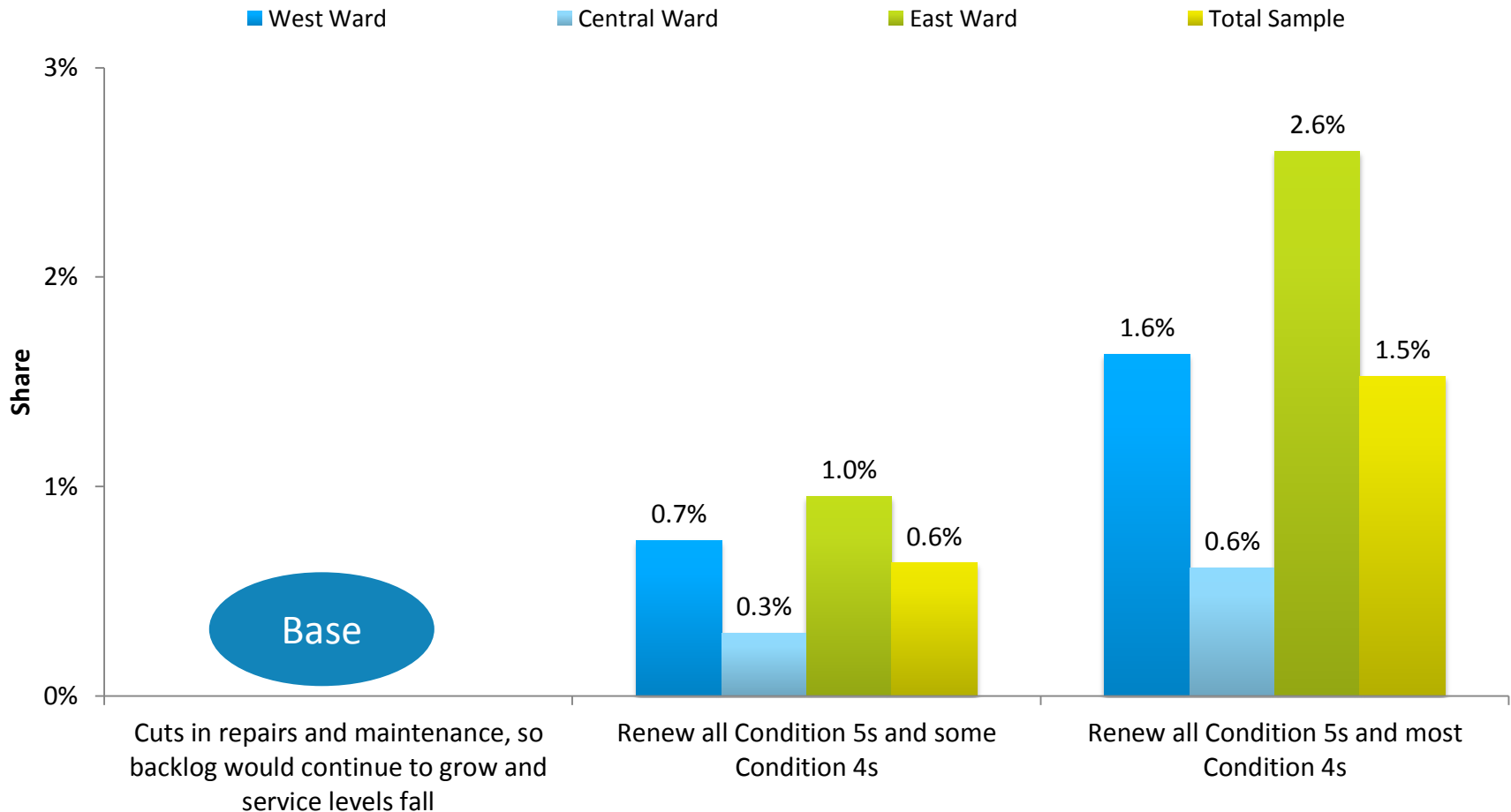




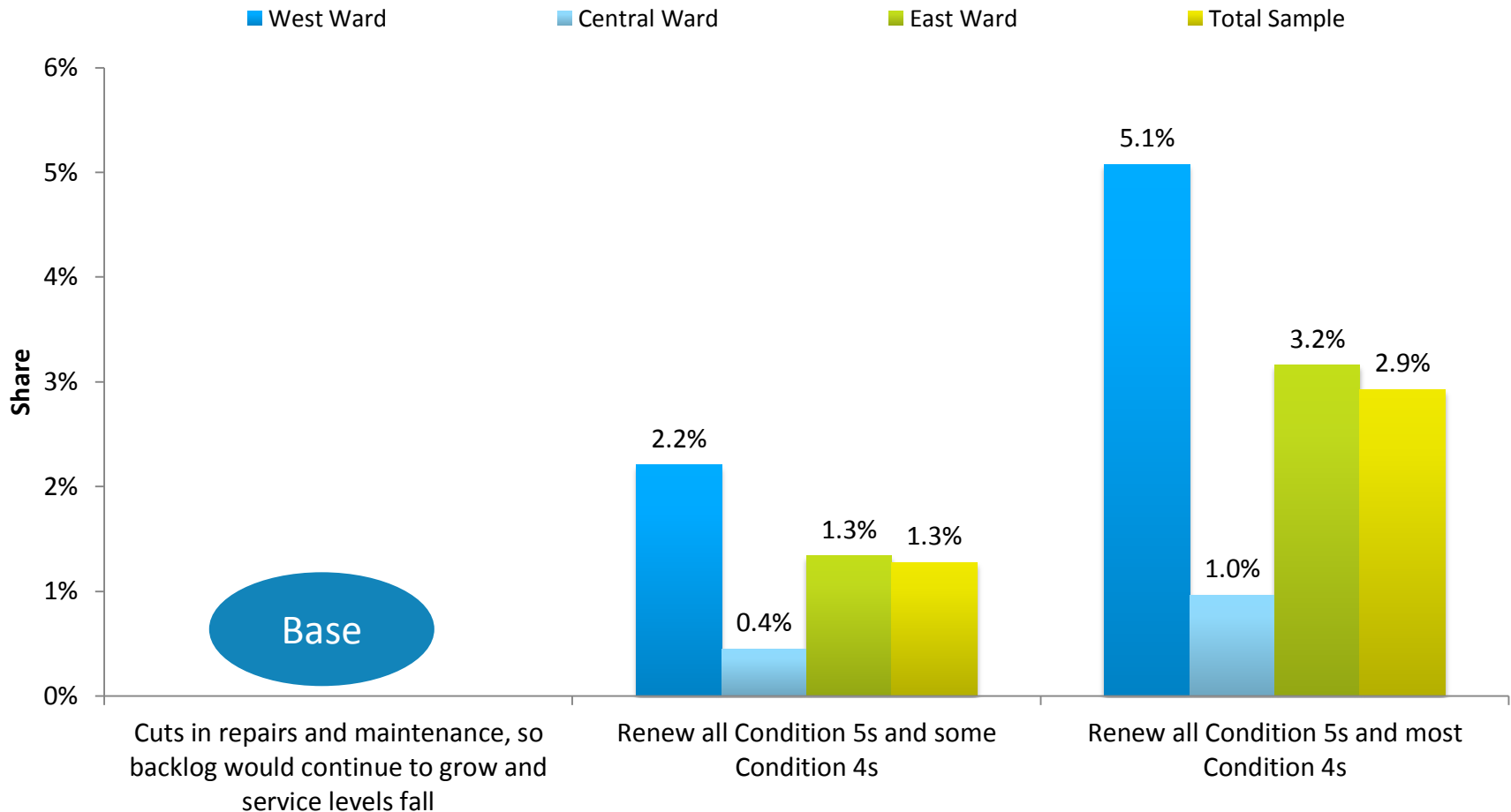
# How does 'street signs and road signs' affect choice? (variation within Attribute from changing Levels)



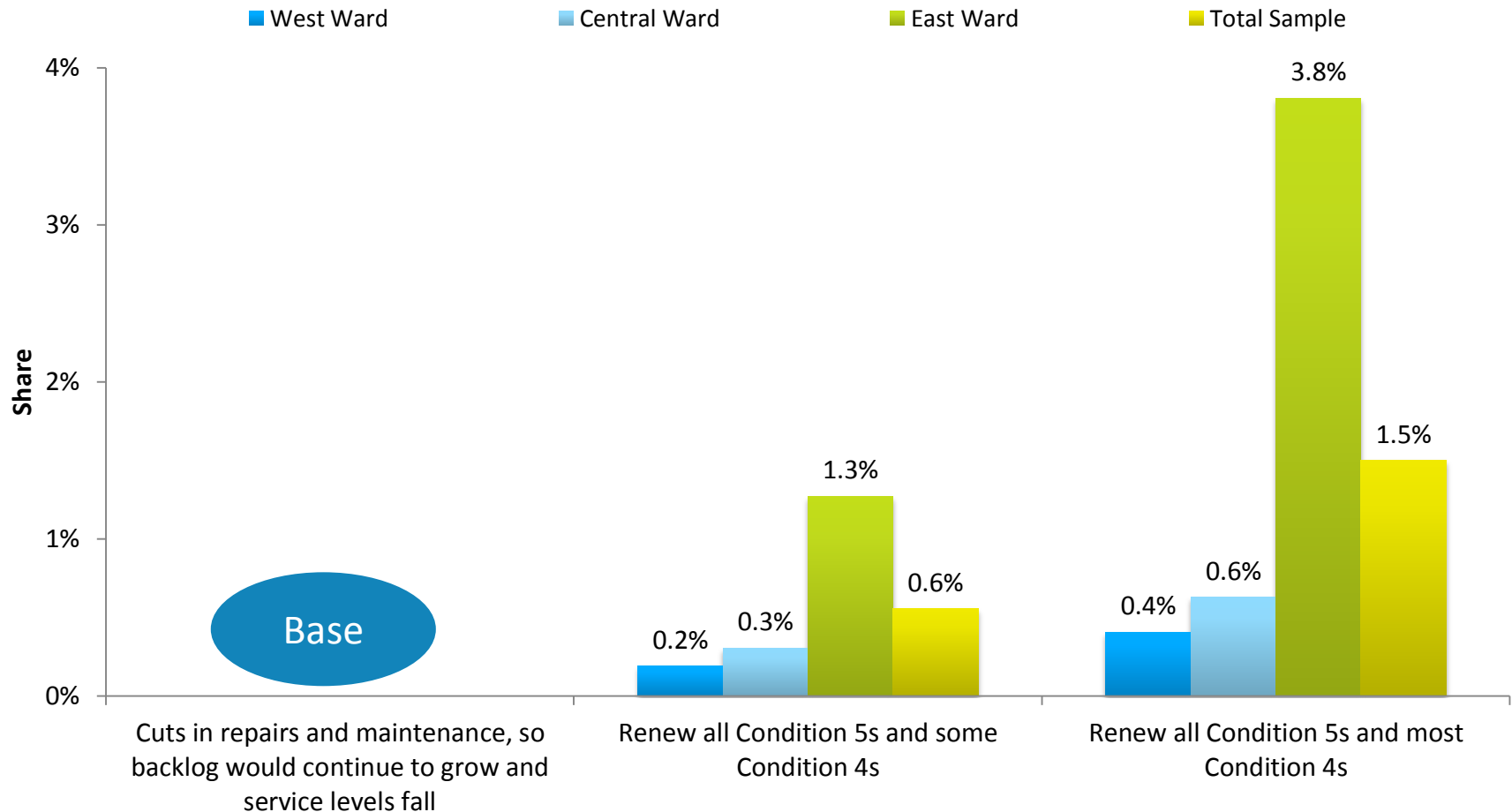
# How does 'traffic management infrastructure' affect choice? (variation within Attribute from changing Levels)



# How does 'drains and stormwater infrastructure' affect choice? (variation within Attribute from changing Levels)

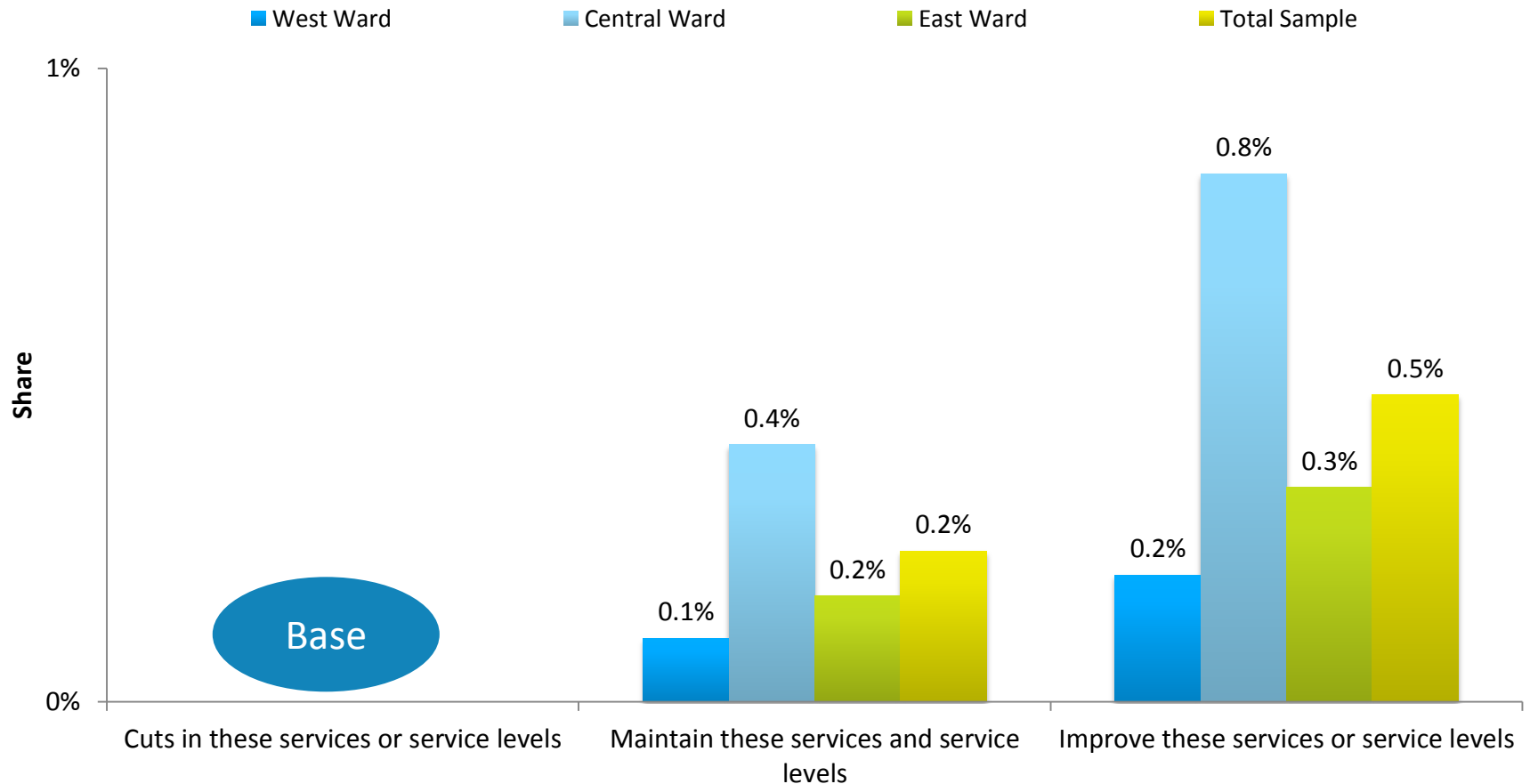


# How does 'children's play areas & equipment' affect choice? (variation within Attribute from changing Levels)

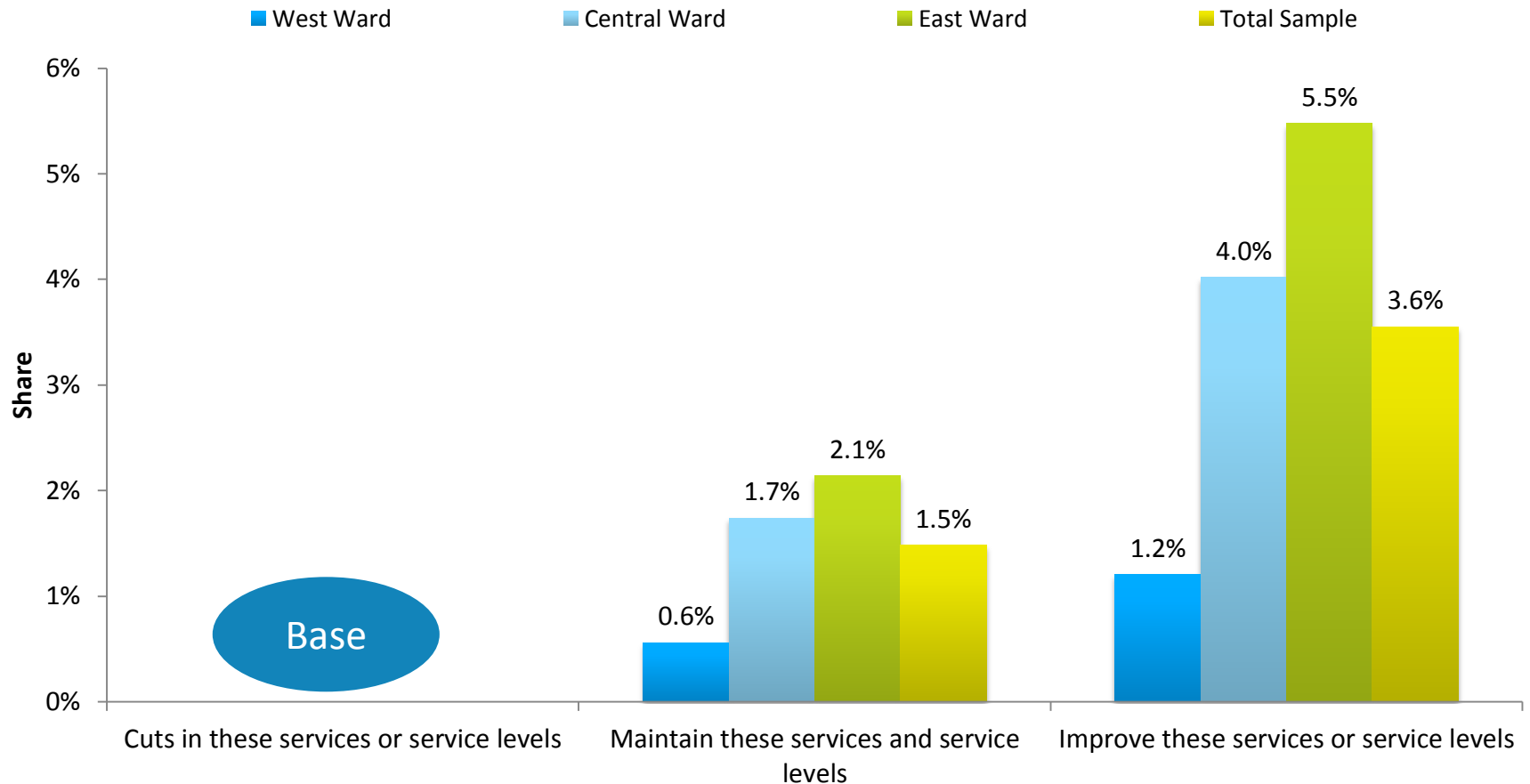


# How do amenities affect choice?

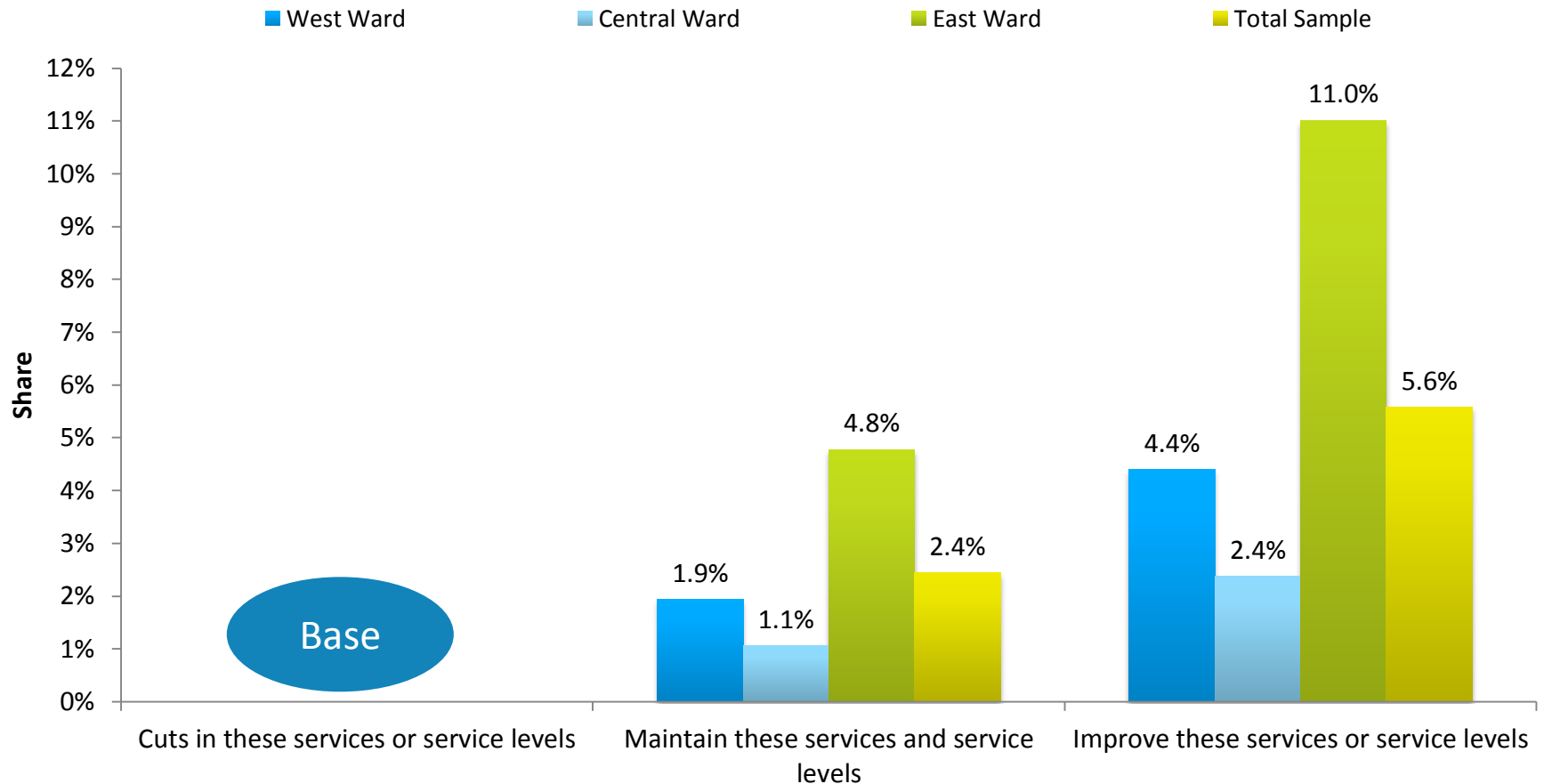
## (variation within Attribute from changing Levels)



# How does 'public toilets, street lighting, support for PWDs, support for seniors, & youth programs' affect choice? (variation within Attribute from changing Levels)



# How does 'household clean up collection, managing illegal dumping & street cleaning' affect choice?



# How does 'community input, Council website and provision of information' affect choice?

