

Prepared by

Wallis
CONSULTING GROUP

CITY OF SYDNEY
Community Satisfaction Survey 2007

Research Results
November 2007

Prepared for:

City of Sydney
Level 2, Town Hall House
456 Kent Street
Sydney NSW 2000

CONTENTS

1.	INTRODUCTION	1
2.	METHODOLOGY	1
3.	KEY RESULTS IN SUMMARY	3
4.	DISCUSSION OF KEY RESULTS	5
5.	SUMMARY RESULTS BY MEASURE 2007	11
6.	CUSTOMER WINDOW: KEY AREAS FOR IMPROVEMENT 2007	12
7.	RESULTS IN DETAIL: OVERALL PERFORMANCE	14
8.	RESULTS IN DETAIL: ADVOCACY	15
9.	RESULTS IN DETAIL: COMMUNITY ENGAGEMENT	16
10.	RESULTS IN DETAIL: CUSTOMER CONTACT	17
11.	RESULTS IN DETAIL: RESPONSIBILITY AREAS	18

APPENDIX 1: QUESTIONNAIRE

APPENDIX 2: CITY OF SYDNEY ZONE MAP

1. INTRODUCTION

In 2005, the City of Sydney Council (the City) replicated the Department for Victorian Communities (DVC) Annual Community Satisfaction Survey in order to understand the satisfaction levels of their community base.

For comparative assessment purposes the City was divided into four zones (CBD, West, East and South). 100 interviews were conducted within each of the zones to give a total of 400 interviews for the City overall.

In 2006, and again this year, the survey was repeated, using the same questionnaire on each occasion. This report identifies changes in resident satisfaction compared to the previous years results, as well as some key areas for improvement and for increasing resident satisfaction in the coming year.

2. METHODOLOGY

In order to conduct the survey, the following sampling approach was adopted:

- A representative random sample of telephone numbers drawn from each of the four zones of the City area.
- The sample for each zone was drawn according to postcode.
- Respondents were screened at the time of interview to make sure that the property was a residential dwelling and not a business premises.
- The survey respondent was defined as either the male or female head of household.

As discussed the DVC questionnaire is used for the survey, which takes around 12 minutes to administer. There is one additional Key Service Area, "Safety in Public Areas" which the City of Sydney added to the original DVC survey in 2005.

Fieldwork took place between 16 and 24 October 2007, approximately three weeks later than in 2006.

Please note, when viewing the results, there may be some slight discrepancy in numbers ($\pm 1\%$) due to rounding of percentages.

2. METHODOLOGY (Continued)

EXPLANATION: INDEXED MEAN SCORES

Many of the survey questions ask respondents to rate Council's performance on a five-point scale from "Excellent" to "Needs a lot of Improvement".

To facilitate comparisons over time, and between different measures, the scales are scored as shown below:

<u>SCALE RESULTS</u>	<u>SCORE</u>	<u>INDEXED SCORE</u>
Excellent - outstanding performance	5	100
Good - a high standard	4	80
Adequate - an acceptable standard	3	60
Needs some improvement	2	40
Needs a lot of improvement	1	20

The "Indexed Mean" is calculated by taking the mean value for all respondents on the five-point scale and multiplying by twenty to convert this mean to an index of up to 100. In the Figures and Tables on the following pages, the scale for the "Indexed Mean" is used, which ranges from a minimum of 20 to a maximum of 100.

A note on statistical testing:

All statistical testing in this report used a 95% level of confidence; where a difference is statistically significant, there is only a 5% chance that the observed difference is a spurious occurrence rather than a genuine difference. Please note that the small sample sizes for the four zones make it difficult to detect significant changes in performance over time.

It should be noted that whether or not a difference is significant depends both on how large the difference is, and on the sample sizes of each of the samples being tested. The sample size for a question for which an indexed mean is calculated is the number who give a rating to the City on that question. In this survey the number of respondents who are able to give a rating varies from question to question, and is usually less than the full 400 interviewed. A difference between two means that may be significant for one question, may not be significant for another, if the sample size on the latter is reduced substantially.

3. KEY RESULTS IN SUMMARY: 2007 INDEXED MEANS

	Indexed Mean
1 Community satisfaction rating for overall performance generally of the council	72
2 Community satisfaction rating for council's advocacy and community representation on key local issues (Advocacy)	69
3 Community satisfaction rating for council's engagement in decision making on key local issues (Community Engagement)	69
4 Community satisfaction rating for council's interaction and responsiveness in dealing with the public (Customer Contact)	74
5 Community satisfaction rating for overall performance in key service areas and responsibilities (individual service group ratings shown below)	66
5a Local Roads and Footpaths	64
5b Health and Human Services	67
5c Recreational Facilities	74
5d Appearance of Public Areas	73
5e Traffic Management and Parking Facilities	52
5f Waste Management	75
5g Enforcement of By Laws	59
5h Economic Development	67
5i Town Planning Policy and Approvals	62
5j Safety in Public Areas	65

3. KEY RESULTS IN SUMMARY: COMPARISON WITH 2006 RESULTS

	2005		2006		2007		Change in performance in the Last Year
	Mean	Indexed Mean	Mean	Indexed Mean	Mean	Indexed Mean	
a. Local Government Indicators							*
Overall Performance	3.4	68	3.5	69	3.6	72	Improved
Advocacy	3.3	66	3.5	69	3.4	69	Unchanged
Community Engagement	3.2	64	3.4	69	3.5	69	Unchanged
Customer Contact	3.6	72	3.6	72	3.7	74	Unchanged
b. Specific Performance Areas							
Local Roads and Footpaths	3.1	61	3.1	63	3.2	64	Unchanged
Health and Human Services	3.2	64	3.3	66	3.4	67	Unchanged
Recreational Facilities	3.5	70	3.7	74	3.7	74	Unchanged
Appearance of Public Areas	3.5	69	3.7	74	3.7	73	Unchanged
Traffic Management and Parking	2.3	46	2.5	51	2.6	52	Unchanged
Waste Management	3.5	71	3.7	74	3.8	75	Unchanged
Enforcement of By-Laws	3.3	65	3.2	63	3.0	59	Declined
Economic Development	3.2	64	3.3	65	3.4	67	Unchanged
Town Planning Policy and Approvals	2.9	59	3.1	61	3.1	62	Unchanged
Safety in Public Areas	3.2	64	3.2	65	3.3	65	Unchanged

* Improved/declined indicates a significantly different result from 2006 (see notes on statistical testing on page 2).

Residents' view of change in performance of City of Sydney since 2006.		%
Improved		43
Stayed the same		45
Deteriorated		4
Don't Know		8

◆ Q6. Over the last 12 months, what is your view of the direction of Council's overall performance? Has it improved, stayed the same or deteriorated?

4. DISCUSSION OF KEY RESULTS

KEY PERFORMANCE INDICATORS

Overall Performance

Overall there was a small improvement in the City's performance this year, with the indexed mean for overall performance moving from 69 to 72. In fact some 87% of residents gave an "Excellent", "Good" or "Adequate" rating, compared to 85% in 2006 and 83% in 2005. However, these changes are not statistically significant as such: the improvement in the indexed mean is due to an increased proportion of residents giving an excellent rating for overall performance – 13% this year - compared to 6% in 2006.

The most important driver of the overall increase in the indexed mean has come from residents in the CBD where the overall rating went from 82% "Excellent", "Good" or "Adequate" to 91% (only significant at the 90% level of confidence); however each of the zones had an increase in the percentage giving an excellent rating.

The increase in the percentage rating the City as excellent, good or adequate means that West no longer stands out as rating higher than the City more generally, and there is no significant difference in ratings between the zones.

Overall 43% of the City's residents believe that its performance improved in the past year, 45% thought it was similar, and only 4% thought it had deteriorated.

Looking at more specific measures, the only significant change is in the rating of enforcement of By-laws, where the indexed mean has declined from 63 to 59. This change is most evident in the CBD (see below).

Advocacy

Over four fifths of respondents (83%) rated the City of Sydney as "Excellent", "Good" or "Adequate" in 2007, whereas just 17% seek improvement. The result is very similar to 2006, and none of the four zones differ significantly from the overall result.

Community Engagement

This was an area of improvement last year, and the improvement has been maintained with an 82% "Excellent", "Good" or "Adequate" result (79% in 2006). The zones do not differ significantly from the overall total.

Customer Contact

This result is effectively unchanged, with 77% of those who had had contact with the Council rating their treatment as "Excellent", "Good" or "Adequate", and 23% saying improvement is needed. Again the zones do not differ significantly from the City as a whole. It should be noted that the measure of Customer Contact has a low relevancy, where only 46% of residents could rate the council on Customer Contact.

4. DISCUSSION OF KEY RESULTS (Continued)

RESPONSIBILITY AREAS

There has been little significant change compared to last year, with four of the ten responsibility areas rated as either “Excellent”, “Good” or “Adequate” by at least four fifths of respondents. However, the creeping up of Local Roads and Footpaths to 72%, and Town Planning Policy and Approvals to 71% means that four other areas received “Excellent”, “Good” or “Adequate” ratings from at least 70% or more of respondents.

This leaves only Enforcement of By-Laws at 69% and Traffic Management and Parking Facilities (49%) receiving at least an “Adequate” rating from less than 70%.

The responsibility areas are discussed in turn below, in order of highest results to the lowest.

◆ **Waste Management**

- ▶ 89% “Excellent/Good/Adequate” ratings (11% “Needs Improvement”)
- ▶ This result showed a significant increase last year (from 81%) and the improvement has been maintained.
- ▶ South was the best zone on this measure, with 94% rating it as “Excellent”, “Good” or “Adequate”. The other three zones were similar to one another and the total.

◆ **Recreational Facilities**

- ▶ 87% “Excellent/Good/Adequate” ratings (13% “Needs Improvement”)
- ▶ This result also showed a significant increase last year to 89% from 83%, and this year’s result does not represent a significant change.
- ▶ Results for the four zones were similar to the total

◆ **Appearance of Public Areas**

- ▶ 82% “Excellent/Good/Adequate” ratings (18% “Needs Improvement”)
- ▶ This result does not differ significantly from the 2005 figure of 84%
- ▶ Results for the four zones were similar to the total

◆ **Economic Development**

- ▶ 82% “Excellent/Good/Adequate” ratings (18% “Needs Improvement”)
- ▶ This result does not differ significantly from the 2006 figure of 79%, but has now crept over the 80% level after small rises in each of the past two years
- ▶ The weak zone in 2006 was East zone, where residents gave significantly lower ratings compared to the total, with 68% rating performance as “Excellent/Good/Adequate”; this zone showed a significant improvement this year, with 84% now giving a rating of at least adequate
- ▶ As a result there were no significant differences between zones this year.

4. DISCUSSION OF KEY RESULTS (Continued)

◆ **Safety in Public Areas**

- ▶ 73% “Excellent/Good/Adequate” ratings (27% “Needs Improvement”)
- ▶ This result is almost identical to the 2006 figure (74%)
- ▶ In 2006 respondents in the CBD gave significantly lower ratings compared to the total on this aspect, but this difference has disappeared in 2007, so that there were no significant differences between the four zones on this measure.

◆ **Health and Human Services**

- ▶ 78% “Excellent/Good/Adequate” ratings (22% “Needs Improvement”)
- ▶ This area showed a significant increase in 2006 to 80% so the improvement is effectively retained
- ▶ Results for the four zones were similar to the total.
- ▶ 11% of respondents said that they had used these services.

◆ **Local Roads and Footpaths**

- ▶ 72% “Excellent/Good/Adequate” ratings (28% “Needs Improvement”)
- ▶ Although not a statistically significant increase, this service has crept across the 70% mark from the 68% result in 2006.
- ▶ In 2006 respondents in the East Zone gave significantly lower ratings compared to the total on this aspect but this differences has gone, and there were no differences between zones this year
- ▶ East Zone has in fact shown a significant improvement this year (from 60% “Excellent”, “Good” or “Adequate” to 76%).

◆ **Town Planning Policy and Approval**

- ▶ 71% “Excellent/Good/Adequate” ratings (29% “Needs Improvement”)
- ▶ This is another result that has crept across the 70% mark, although not significantly different from the 2006 figure of 68%
- ▶ There were no significant differences between zones on this measure
- ▶ There were no significant changes in performance over time for any of the four zones.

4. DISCUSSION OF KEY RESULTS (Continued)

◆ Enforcement of By-Laws

- ▶ 69% “Excellent/Good/Adequate” ratings (31% “Needs Improvement”)
- ▶ Although this result does not differ significantly from the 2006 figure of 75%, as stated earlier the indexed mean for this measure is down; and this year’s result is significantly down on the 2005 result of 79%
- ▶ A major factor in the decline has been a decline in ratings in the CBD zone, with 61% “Excellent/Good/Adequate” ratings compared to 81% last year
- ▶ Last year respondents in the East zone gave significantly lower ratings compared to the total on this aspect, but a slight recovery by East zone, and the overall fall in the total result mean that East no longer stands out
- ▶ In fact there were no significant differences between zones this year.

◆ Traffic Management and Parking Facilities

- ▶ 49% “Excellent/Good/Adequate” ratings (51% “Needs Improvement”)
- ▶ After a significant increase last year to 52%, the result is consolidated at the slightly lower level of 49% this year (which is not a significant change)
- ▶ There were no significant differences between zones this year
- ▶ There have been no significant changes in the results for individual zones since last year.

KEY IMPROVEMENT PRIORITIES

A Customer Window that shows the key areas for improvement was produced by plotting the relative importance (derived by multiplying the square of the correlation coefficient by the percentage of people giving a rating) along the Y axis, and the percentage of people who gave a rating of “Excellent”, “Good” or “Adequate” on each measure along the X axis. This window shows the main priorities for improvement efforts (see page 13).

Key Improvement Areas

The **most important area for improvement** this year is Town Planning Policy and Approvals, which was among the three most important last year. This attribute is relatively important to residents and 29% desire improvement.

Secondary Improvement Areas

The next attributes to be considered for improvement are:

- ◆ Traffic Management and Parking Facilities (51% say “Needs Improvement”)
- ◆ Enforcement of By-Laws (31% say “Needs Improvement”)
- ◆ Local Roads and Footpaths and Safety in Public Places (28% and 27% respectively say “Needs Improvement”).

4. DISCUSSION OF KEY RESULTS (Continued)

THE FOUR ZONES

The discussion below highlights specific findings for each of the four zones.

CBD Zone

As already flagged, the CBD Zone is a primary driver of improvement in the indexed mean for the City of Sydney as a whole, with an improvement in its own indexed mean.

However, it is difficult to single out any particular areas of improvement this year, and mostly CBD Zone seems to have consolidated and maintained improvements among residents' perceptions that occurred last year. These occurred in Community Engagement, Health and Human Services, Recreational Facilities and Traffic Management and Parking Facilities.

The only significant change in perceptions among CBD Zone residents was in the case of Enforcement of By-Laws, which fell from an 81% "Excellent/ Good/ Adequate" rating to 61%. Verbatim responses for the City as a whole suggest greater enforcement of noise regulations, of parking regulations (plus some wanting less strict enforcement of parking regulations), and animal regulations as the issues generally, and presumably these apply to CBD Zone.

CBD Zone showed a significant fall in perceptions of Safety in Public Areas last year, so that it stood out as lower than other zones. However a partial recovery this year means that it is now on a par with the others on this measure.

West Zone

West Zone was the best performer last year, with higher ratings for overall performance, and on three other measures compared to the other three zones. This year movements in ratings of West Zone itself, and in the other zones, although not statistically significant in themselves, mean that West no longer stands out as it did.

- ◆ However West still has one strength compared to other zones: Ratings among residents in the West were significantly higher than ratings among the total sample for Town Planning Policy and Approvals, where: 80% gave an "Excellent, Good or Adequate" rating compared to 71% overall.

4. DISCUSSION OF KEY RESULTS (Continued)

East Zone

In 2006 we reported that ratings among residents in the East were not as positive as those in other zones, with some five attributes on which residents in East Zone gave lower ratings than the sample more generally. However, once again, a combination of some improvements in ratings by East residents, and changes in ratings of other Zones, means that East Zone does not now stand out on any measure. There have been two changes of significance in ratings by residents in East Zone:

- ◆ There was a significant improvement in ratings of Local Roads and Footpaths, from 60% saying “Excellent/Good/Adequate” in 2006 to 76% in the 2007 survey
- ◆ There was also a significant improvement in perceptions of Economic Development from 68% saying “Excellent/Good/Adequate” in 2006 to 84% this year.

South Zone

Ratings of South Zone were generally indistinguishable from those of the City more generally in 2006, but in 2007 one difference has emerged:

- ◆ There was a significantly lower result for Local Roads and Footpaths among South Zone residents, with 63% saying “Excellent/Good/Adequate” compared to 72% across the City more generally
- ◆ However, there has been no statistically significant decline in South’s ratings for Local Roads and Footpaths which have gone from 73% “Excellent/ Good /Adequate” in 2005 to 69% last year and 63% this year; rather the other zones have generally moved up.

SUMMARY CONCLUSIONS

In summary, City of Sydney shows further small improvement in residents’ satisfaction, mainly in the greater proportion of residents who now regard its performance as excellent. There have been no major improvements over the past year, but trends in service generally are gently positive. The exception is satisfaction with Enforcement of By-Laws, which has moved down, led by CBD Zone. Priorities for further improvement are most urgently Town Planning Policy and Approvals, followed by Traffic Management and Parking Facilities, Enforcement of By-Laws, and then Local Roads and Footpaths and Safety in Public Places.

5. SUMMARY RESULTS BY MEASURE: 2007

MEASURE	Page Reference	Percentage of respondents saying performance was.....							RELEVANCY	MEAN	INDEXED MEAN
		Excellent	Good	Adequate	Needs some improvement	Needs a lot of improvement	Excellent/ Good/ Adequate	Needs improvement			
		%	%	%	%	%	%	%			
Overall Performance	14	13	49	26	9	3	87	13	98%	3.6	72
Advocacy and community representation	15	14	41	28	8	9	83	17	67%	3.4	69
Community Engagement	16	13	45	24	12	6	82	18	88%	3.5	69
Customer Contact (interaction & responsiveness)	17	33	38	7	13	11	77	23	46%	3.7	74
Specific responsibility areas:											
1. Local Roads and Footpaths	18	12	36	24	16	12	72	28	98%	3.2	64
2. Health and Human Services	19	13	39	27	14	7	78	22	45%	3.4	67
3. Recreational Facilities	20	21	45	20	10	3	87	13	94%	3.7	74
4. Appearance of Public Areas	21	22	47	13	12	7	82	18	99%	3.7	73
5. Traffic Management and Parking	22	4	23	22	28	22	49	51	95%	2.6	52
6. Waste Management	23	22	48	18	8	4	89	11	96%	3.8	75
7. Enforcement of By-Laws	24	5	30	34	18	13	69	31	88%	3.0	59
8. Economic Development	25	7	44	30	13	5	82	18	60%	3.4	67
9. Town Planning Policy and Approvals	26	8	33	31	16	13	71	29	78%	3.1	62
10. Safety in Public Areas	27	9	42	22	18	9	73	27	98%	3.3	65
Average across responsibility areas:							75	25	-	3.3	66

Explanation: Relevancy is the % of residents who could rate the Council on this measure, i.e. did not give a "Don't know" rating.

6. CUSTOMER WINDOW: AN EXPLANATION

In allocating resources to improve its services, the City needs to consider two factors:

1. The relative importance of each service area to the community, and
2. Its current level of performance in service provision.

The improvement window (page 13) graphically identifies the 4 possible combinations of these two factors. The highest priority for improvement is indicated where current performance is low in service that the community places greatest importance on.

The **importance** dimension uses a correlation coefficient. The correlation coefficient shows the relationship between each responsibility area rating and the overall performance rating – the extent to which a change in one influences a change in the other. Correlation coefficients range from 0 to 1. 0 indicates that there is no relationship while 1 shows a positive association (that an improvement in one rating will lead to an improvement in the other). A good level of correlation for survey measures of this kind is 0.5.

Another figure used to derive relative importance is the percentage of people who rated the City on the area concerned. This is used because people generally do not rate services when they have not experienced them, or have no opinion about them. **Relative importance** for each area surveyed is achieved by multiplying the square of the correlation coefficient by the percentage of people who gave a satisfaction rating.

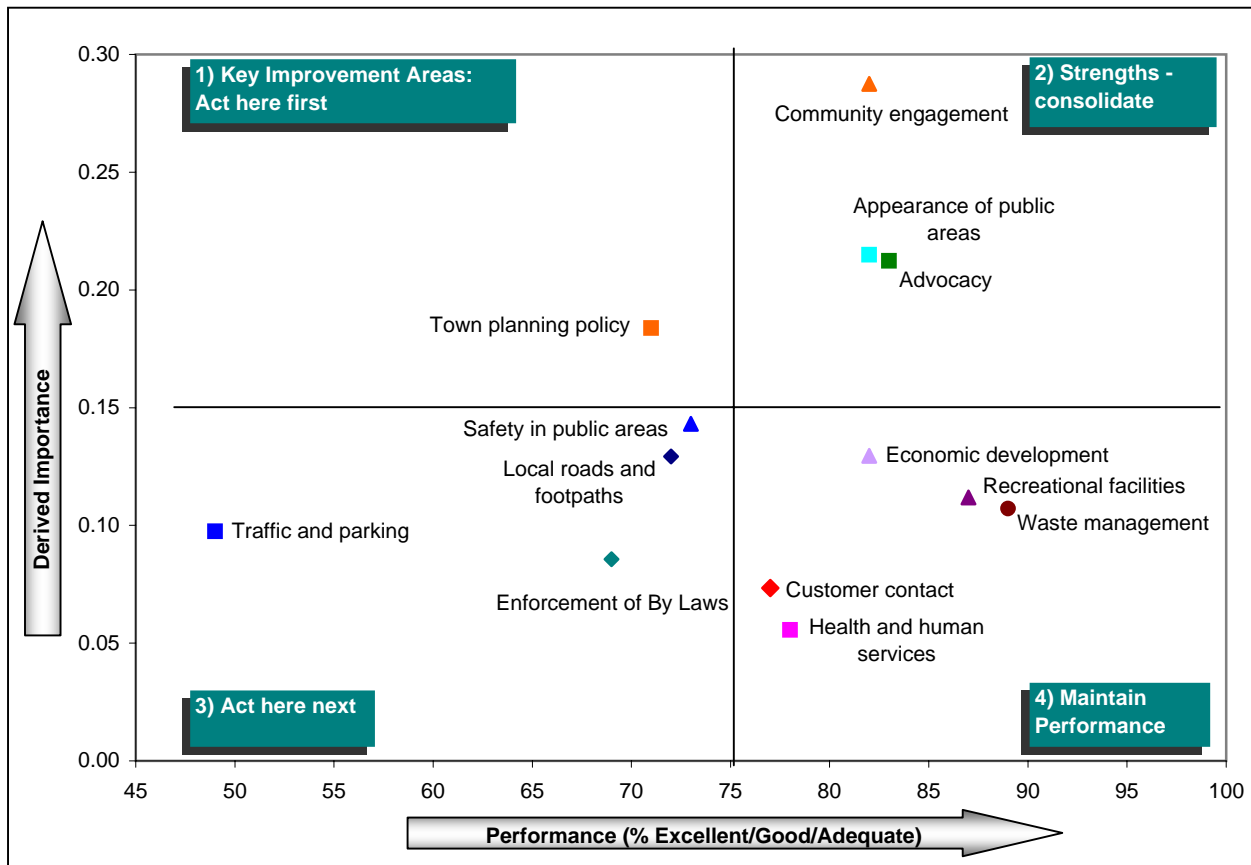
The **performance** measure is based on the percentage of people who gave a rating of excellent, good or adequate.

The four quadrants of the improvement window inform service improvement decisions as follows:

- 1) **Top left quadrant: key areas for improvement.** Identifies those services that are relatively important to the community in which the City underperformed. These are the first areas for improvement.
- 2) **Top right quadrant: Strengthen and consolidate.** Indicates those service areas that are relatively important to the community and for which they expressed a high level of satisfaction.
- 3) **Bottom left quadrant: Secondary areas for improvement.** Identifies service areas in which the City has performed poorly which are of relatively lower importance to the community.
- 4) **Bottom right quadrant: Maintain existing performance.** Identifies services in which the City has performed well, but which are of lower relative importance to the Community. Although these areas don't contribute greatly to overall satisfaction, it may be that if the City allows standards to drop then the community may attribute them with a higher level of importance.

6. CUSTOMER WINDOW: KEY AREAS FOR IMPROVEMENT 2007

Customer Window for City of Sydney



City of Sydney's most important area for improvement is:

1. Town Planning Policy and Approvals

- This is relatively important to residents
- 29% of those responding on this issue say improvement is needed.

Other Important areas for improvement are:

2. Traffic Management and Parking

- Although not as important as most other issues, 51% of those responding say that improvement is needed.

3. Enforcement of By-Laws

- Again not of great importance compared to other issues, but 31% say improvement is needed.

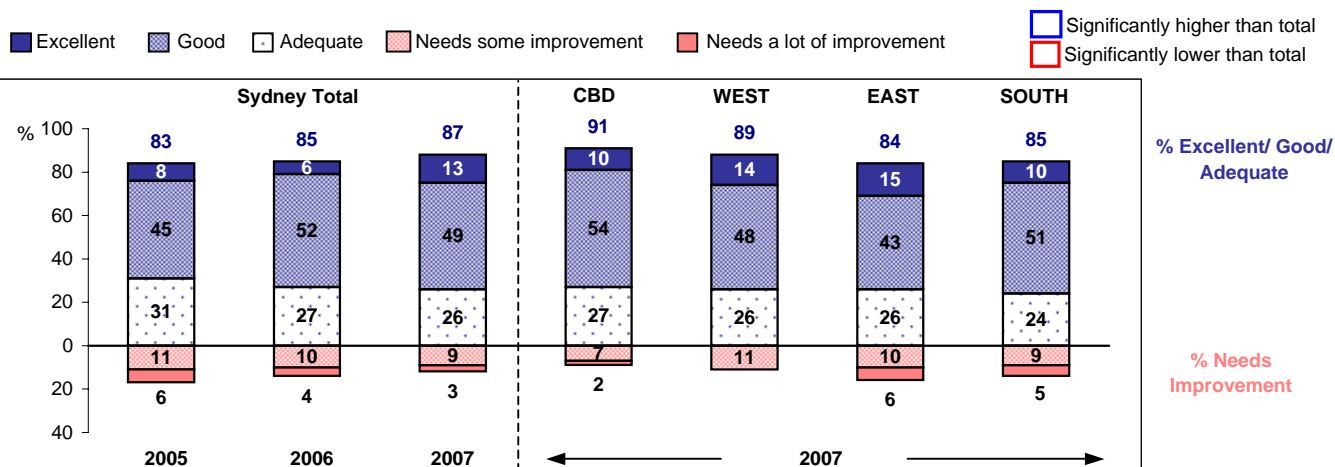
4. Local Roads and Footpaths and Safety in Public Places

- Here 28% and 27% respectively say that improvement is needed.

What City of Sydney does well

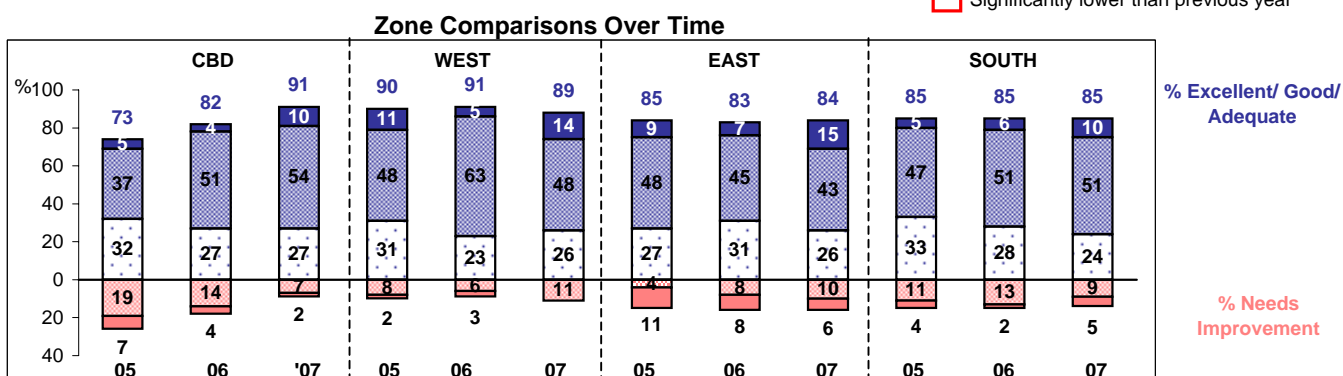
City of Sydney's relatively good overall performance can be attributed to the fact that it does well on areas of importance to residents, including Community Engagement, Advocacy and Appearance of Public Areas. It also does well on Recreational Facilities and Waste Management.

7. RESULTS IN DETAIL: OVERALL PERFORMANCE



Whether any particular issue strongly influenced views	
Yes - positively	24%
Yes - negatively	24%
No	48%
Don't Know	4%

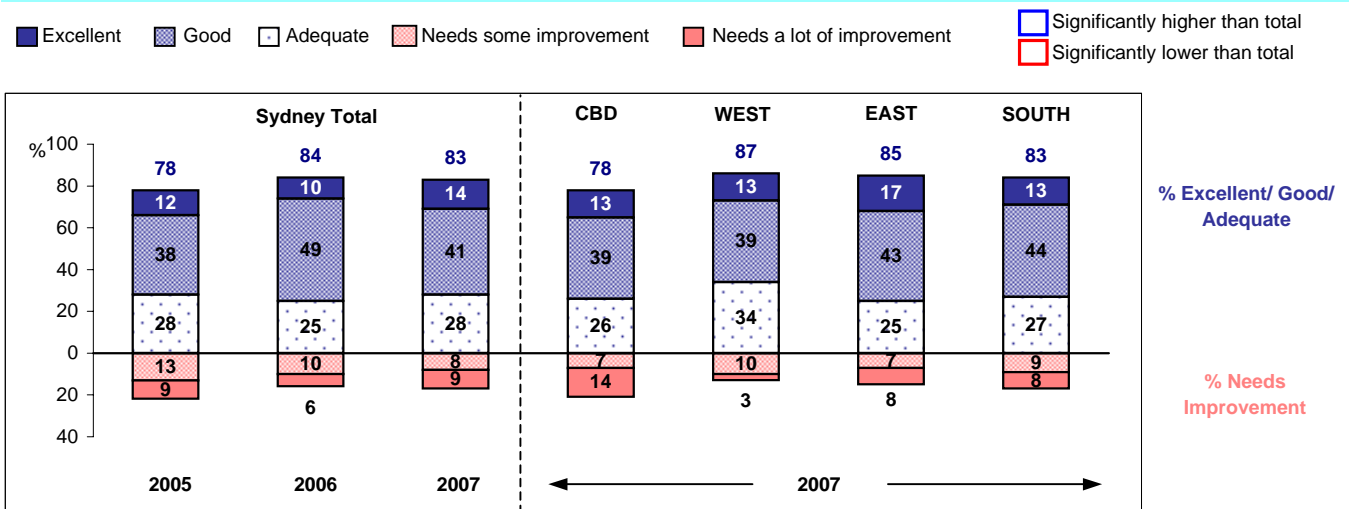
Q5a. In giving your answer to the previous question, has any particular issue STRONGLY influenced your view, either in a positive or negative way?



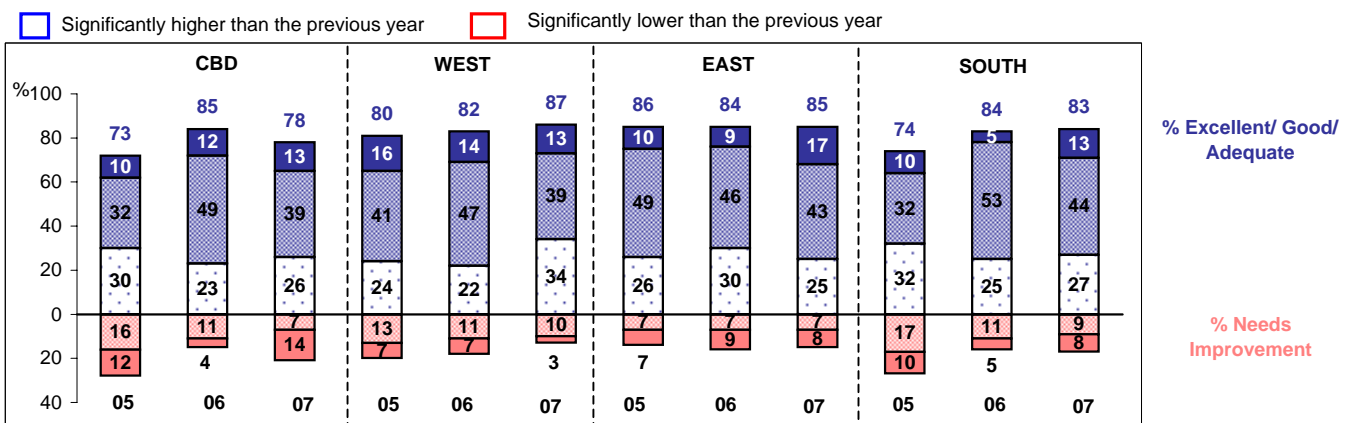
Reasons Needs Improvement (2007)	Number of Respondents:	50%
◆ Traffic management and parking facilities	36	
◆ Town planning policy and approvals	26	
◆ Need to consult more with the community	22	
◆ Need a better balance in representing the whole community	22	
◆ Communicating/leading discussion with community	18	
◆ Local roads and footpaths	16	
◆ Appearance of public areas	14	
◆ Favour certain areas over others	12	
◆ Decline in standard of service generally provided by council	10	
◆ Health and human services	10	
◆ Enforcement of By laws	10	
◆ Rates are not giving value for money	10	
◆ Make up their own minds despite consultation/don't listen to community	10	

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason.

8. RESULTS IN DETAIL: ADVOCACY



Zone Comparisons Over Time



Reasons Needs Improvement (2007)

Number of Respondents: 45 %

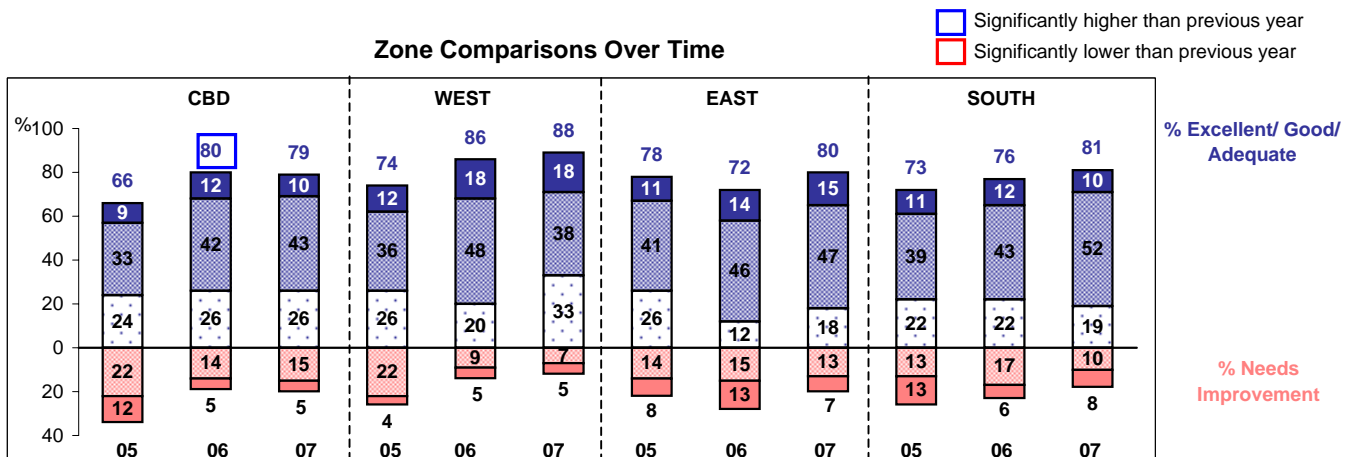
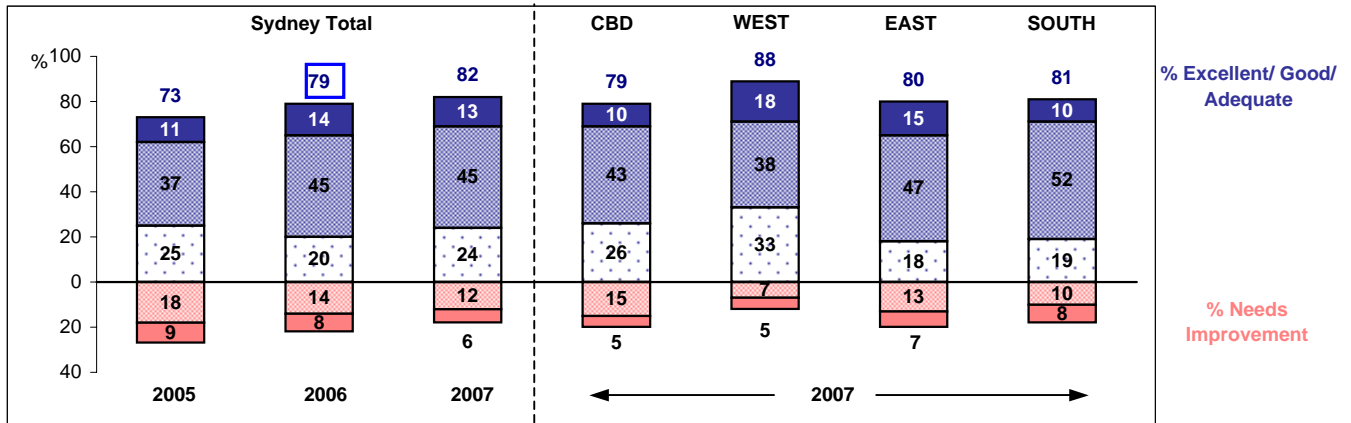
◆ Inappropriate developments/ poor town planning decisions	33
◆ Don't listen to the community	31
◆ Don't consult sufficiently/ effectively	29
◆ Only pay lip service to issues	24
◆ Need to keep community better informed/communicate more	24
◆ Too concerned with consulting business rather than residents	18
◆ Should consult more with the community/use consultants less	16
◆ Need to be more honest/ transparent/information can be misleading	11
◆ Only talk to the same people	9
◆ Need to consult with all areas of the LGD	9
◆ Inconsistent/pick and choose which issues it leads discussion on	9
◆ Don't take a role in leading discussion	4

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

9. RESULTS IN DETAIL: COMMUNITY ENGAGEMENT

Excellent
 Good
 Adequate
 Needs some improvement
 Needs a lot of improvement

 Significantly higher than total
 Significantly lower than total

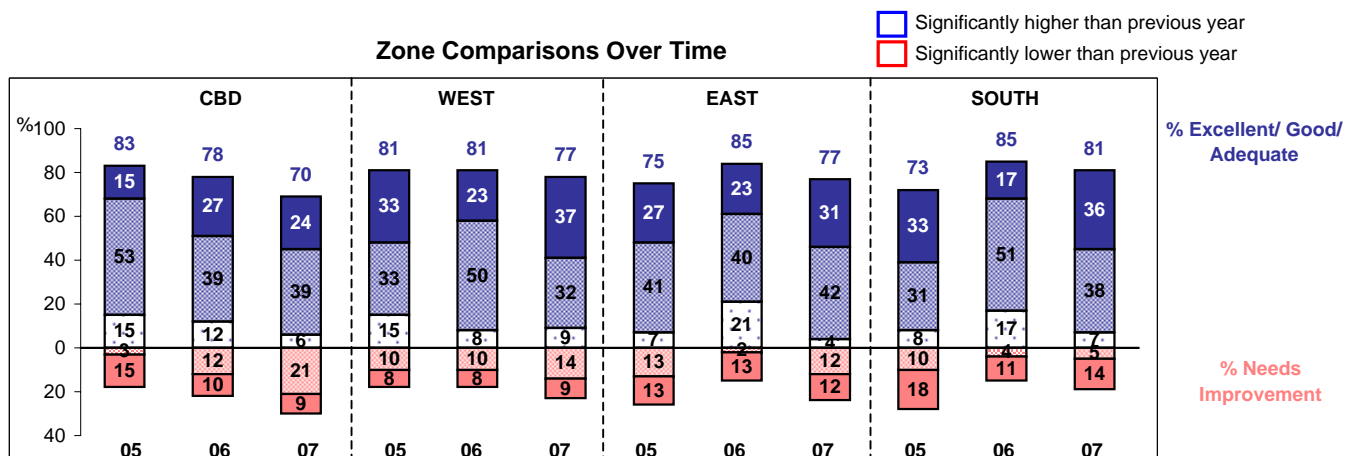
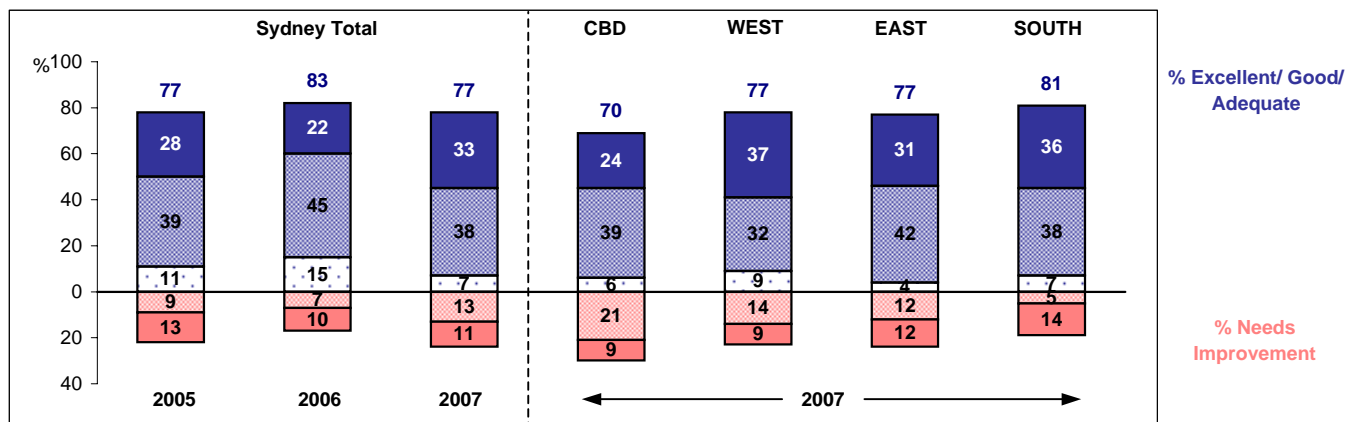


Reasons Needs Improvement (2007)	Number of Respondents:	63 %
◆ Not sure what the council does/don't communicate effectively	43	
◆ Don't represent the interests of the community	37	
◆ Don't consult to gauge community views	35	
◆ Council does not make sufficient effort	25	
◆ Council represents some areas/ services/interests but neglect others	21	
◆ Council is more interested in politics themselves than community interests	11	
◆ Need to assist/protect/ encourage local business/ industry	8	
◆ Council doesn't have much influence or impact	6	
◆ State Govt does not listen to Council/conflict between govt and council	6	
◆ Council should look after minority groups (aboriginals, gays, aged etc)	5	
◆ Lobbying skills need improvement/more professional/ effective lobbying	3	

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

10. RESULTS IN DETAIL: CUSTOMER CONTACT

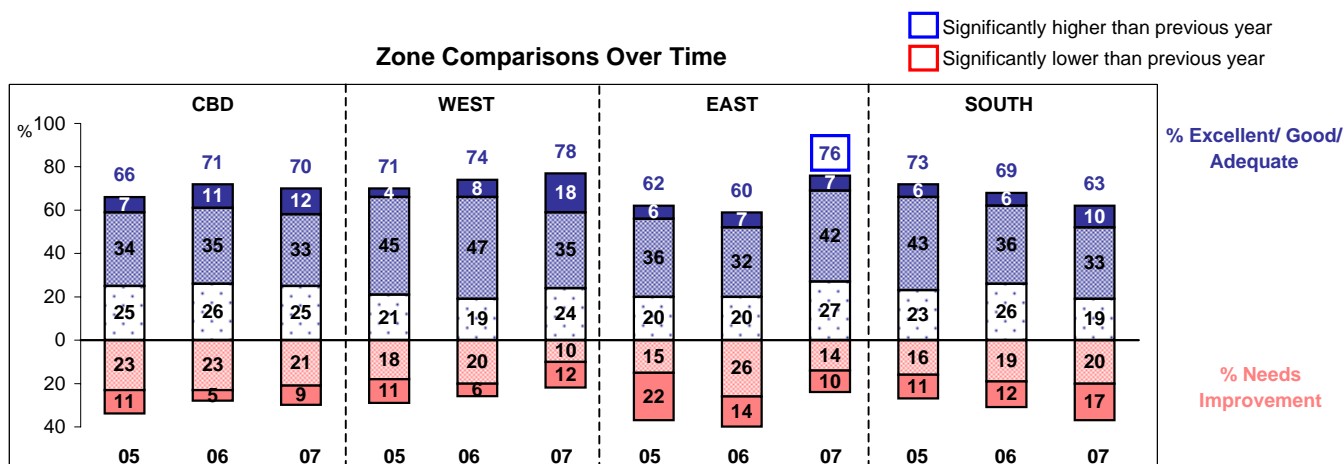
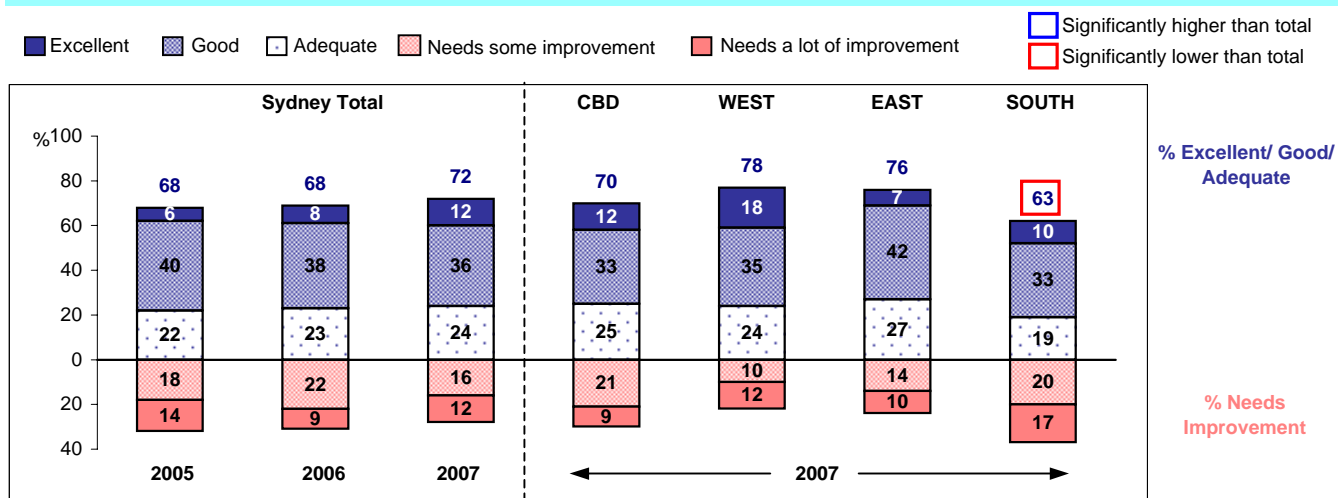
■ Excellent
 ■ Good
 ■ Adequate
 ■ Needs some improvement
 ■ Needs a lot of improvement
 ■ Significantly higher than total
 ■ Significantly lower than total



Reasons Needs Improvement (2007)	Number of Respondents:	43
		%
◆ Lack of follow up		49
◆ Took too long to respond		30
◆ Not interested in helping/ didn't take an interest		28
◆ Did not achieve outcome I wanted		26
◆ Issue not resolved in a satisfactory manner		23
◆ Poor customer service/need to improve communication skills/ personal service		19
◆ Passed around departments/not clear who to speak to		16
◆ Too hard to get through to anyone/kept getting machine		14
◆ Impolite/rude manner/tone		9
◆ Not enough information/keep community informed		9

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

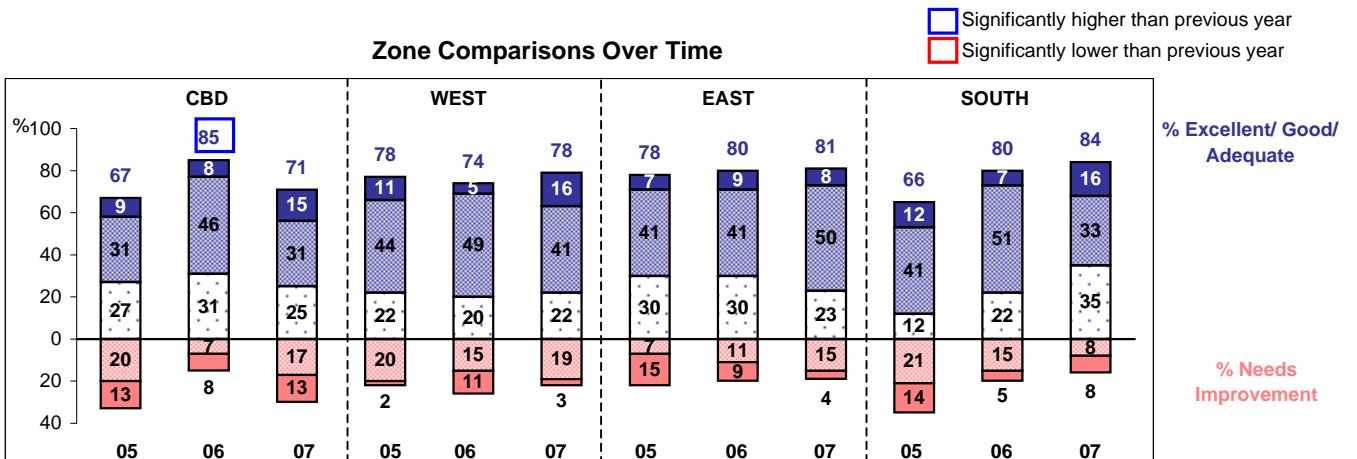
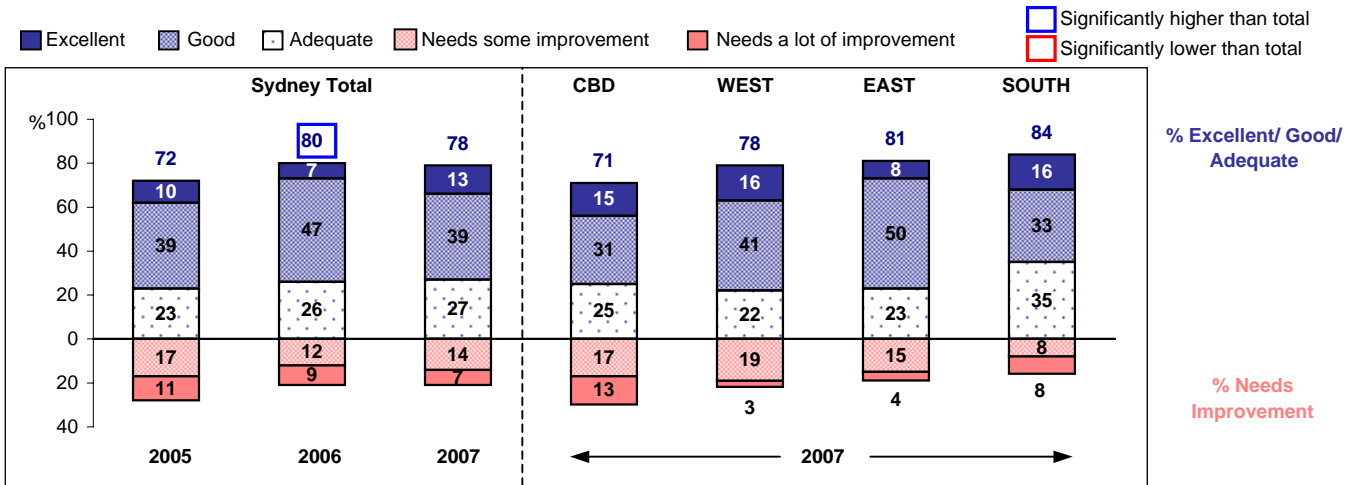
11. RESPONSIBILITY AREAS: Local Roads and Footpaths



Reasons Needs Improvement (2007)	Number of Respondents: 112
	%
◆ Improve/fix/repair uneven surface of footpaths	56
◆ Quicker response for repairs to roads, footpaths or gutters	29
◆ Improve the quality of maintenance on roads and footpaths/potholes	28
◆ More frequent/better resurfacing of roads	24
◆ Better co-ordination/ management of works	8
◆ Widen roads/footpaths - too narrow	6
◆ Fix/improve unsafe sections of roads	5
◆ Roadworks/footpath upgrades not timely, cause traffic jams	5
◆ More/better bike paths/ roller-blading areas etc.	4
◆ More frequent maintenance of roadside drains and culverts	4

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

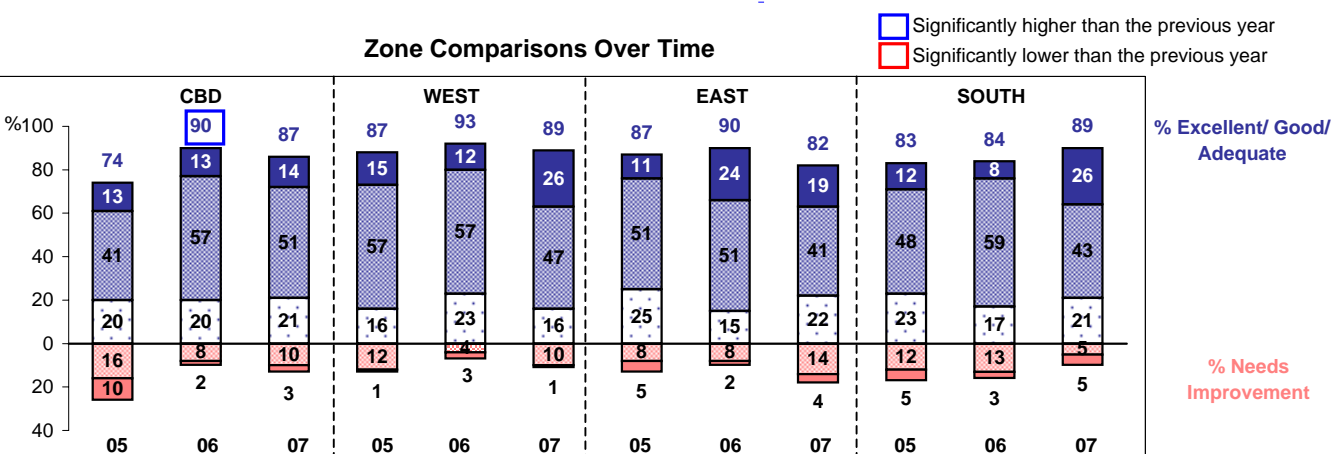
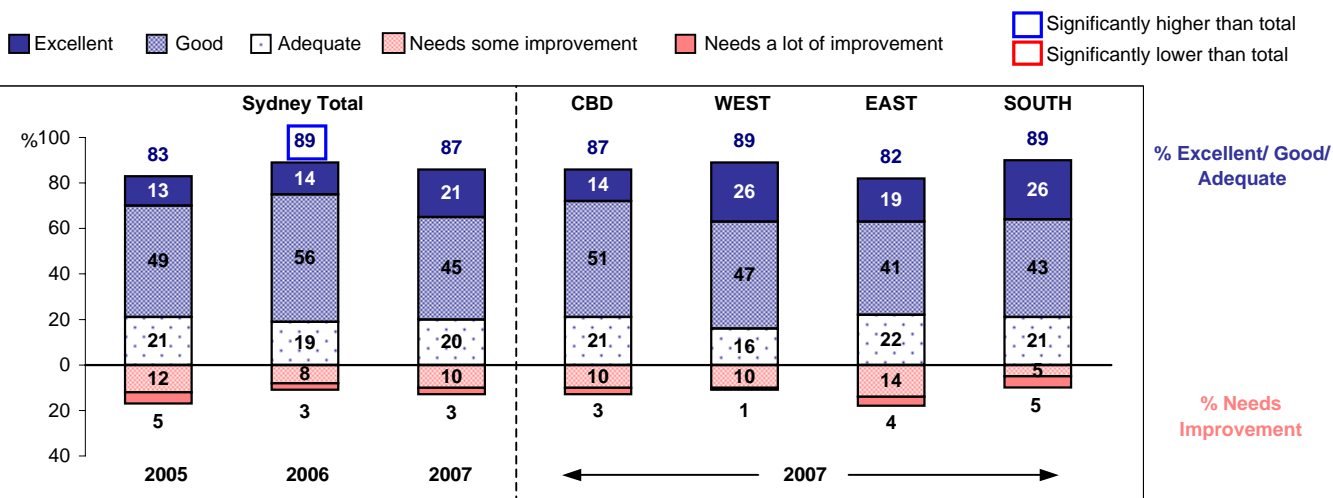
11. RESPONSIBILITY AREAS: Health and Human Services



Reasons Needs Improvement (2007)	Number of Respondents:	39 %
◆ More/better support/service for ethnic/minority/ disadvantaged groups	44	
◆ Better support for homeless	26	
◆ More facilities/resources for Aged care (elderly)/better nursing homes	23	
◆ More child care facilities needed	15	
◆ More funds/resources for programs/reduce waiting lists/ improve access	15	
◆ More facilities/services for mental health	13	
◆ More resources/longer opening hours for Maternal and Child Health facilities	13	
◆ More/better activities/ programs for young people	10	
◆ More/better premises for health or community facilities	8	
◆ Increase resources for/ availability of home help	5	

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

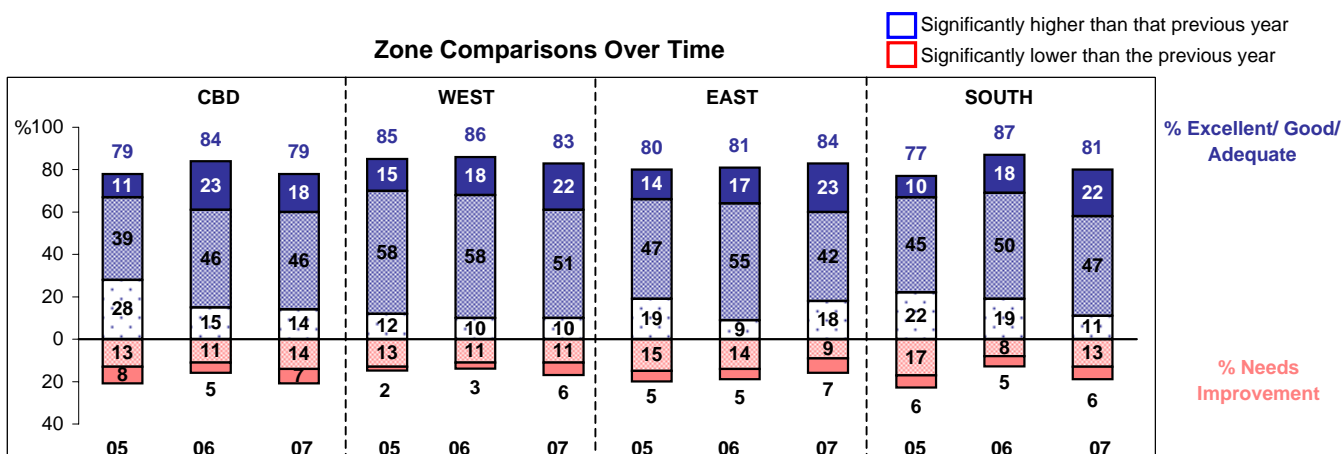
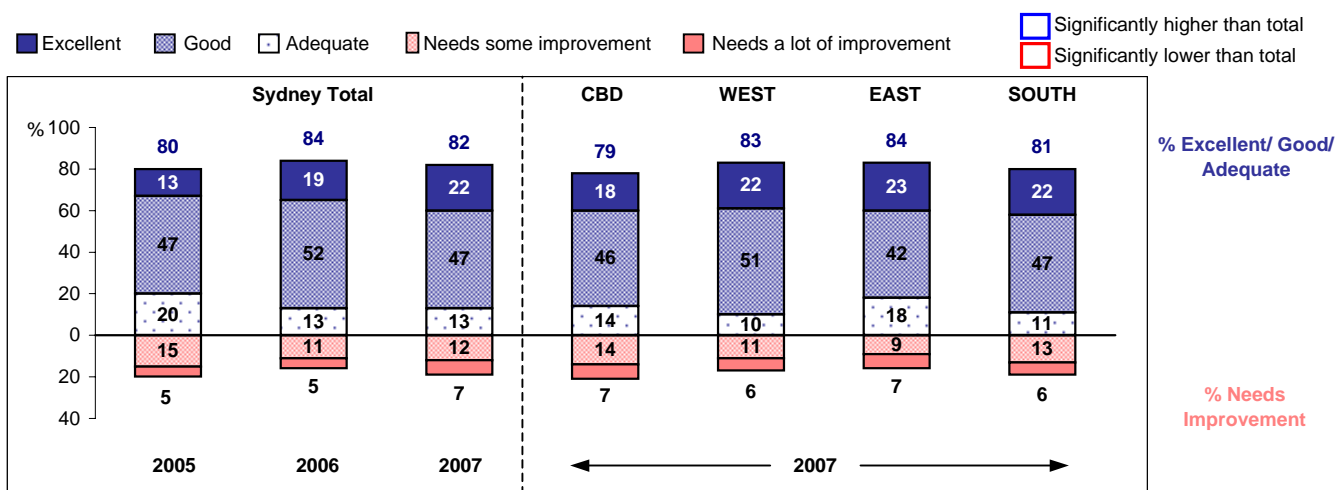
11. RESPONSIBILITY AREAS: Recreational Facilities



Reasons Needs Improvement (2007)	Number of Respondents:	50 %
◆ More facilities/activities for young people/teenagers	20	
◆ More/better Sporting Complexes (including pools)	14	
◆ More/better library buildings/ no library/closing library/ moving library	14	
◆ More/better facilities and resources at libraries	14	
◆ More funds needed to be spent on recreation generally	12	
◆ More/better/safer Playgrounds and/or equipment	10	
◆ Better/More maintenance of Parks/Playgrounds-syringes/ lighting/trees etc	10	
◆ More/better events and festivals	10	
◆ More/better bike paths, skate board or roller blade facilities	8	
◆ Less expensive recreational facilities and activities/more consistent fees	8	
◆ Need more parks/open space	8	
◆ More/better recreational activities/programs	8	
◆ More or better swimming pools, upgrade swimming pools	6	
◆ More community consultation about recreational facilities etc	4	
◆ More/better sporting complexes and/or facilities	4	

Note: Only the most frequently mentioned reasons shown. Respondents may have given more than one reason.

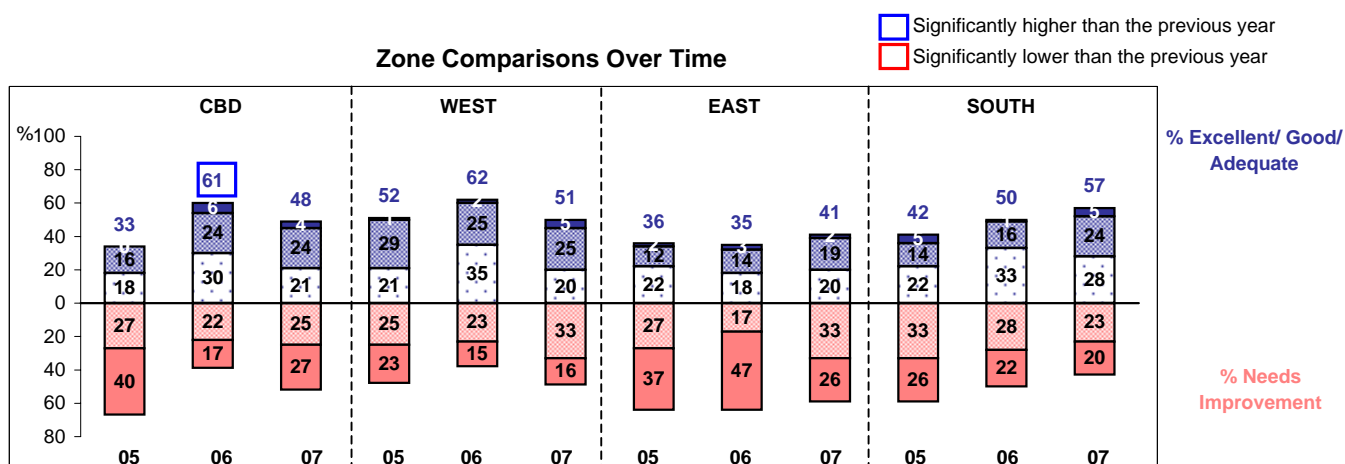
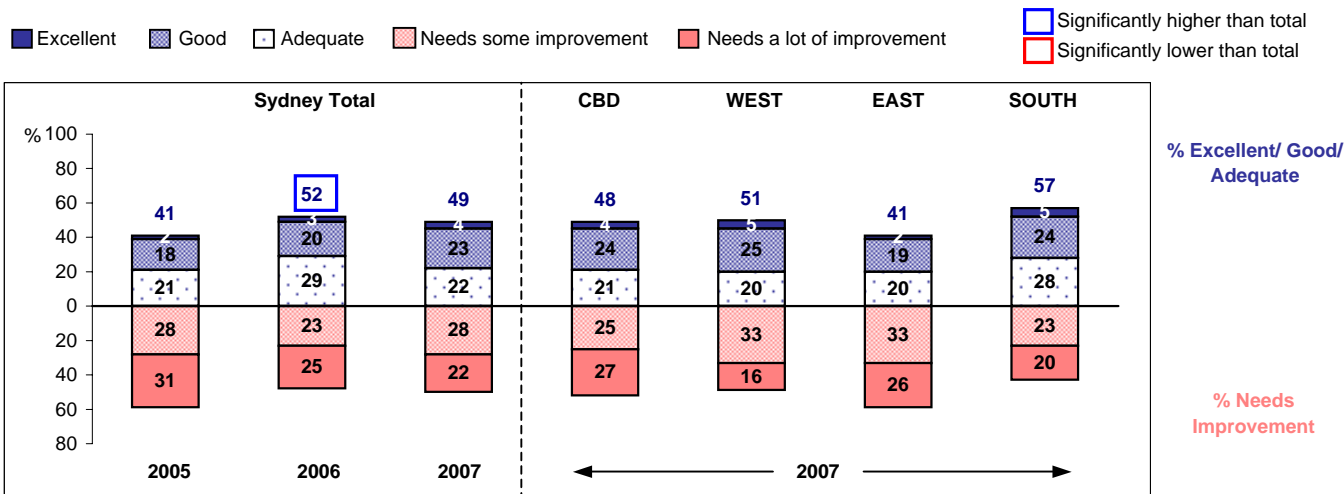
11. RESPONSIBILITY AREAS: Appearance of Public Areas



Reasons Needs Improvement (2007)	Number of Respondents:	73 %
◆ More frequent/better street cleaning		38
◆ Cleaning of public areas/ generally untidy		19
◆ Improve street cleaning, timing of street cleaning		19
◆ Better maintenance of parks and gardens		15
◆ More frequent clearing of public litter bins		11
◆ Retain/more parks and gardens/ open spaces		10
◆ Better amenities within parks/ gardens (eg. BBQs, picnic tables, toilets, play equipment etc.)		10
◆ Better landscaping/design (eg. more colour, more shady trees)		8
◆ More frequent/better removal of litter in parks and gardens		7
◆ Quicker/more frequent removal of graffiti/attention to vandalism		7

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

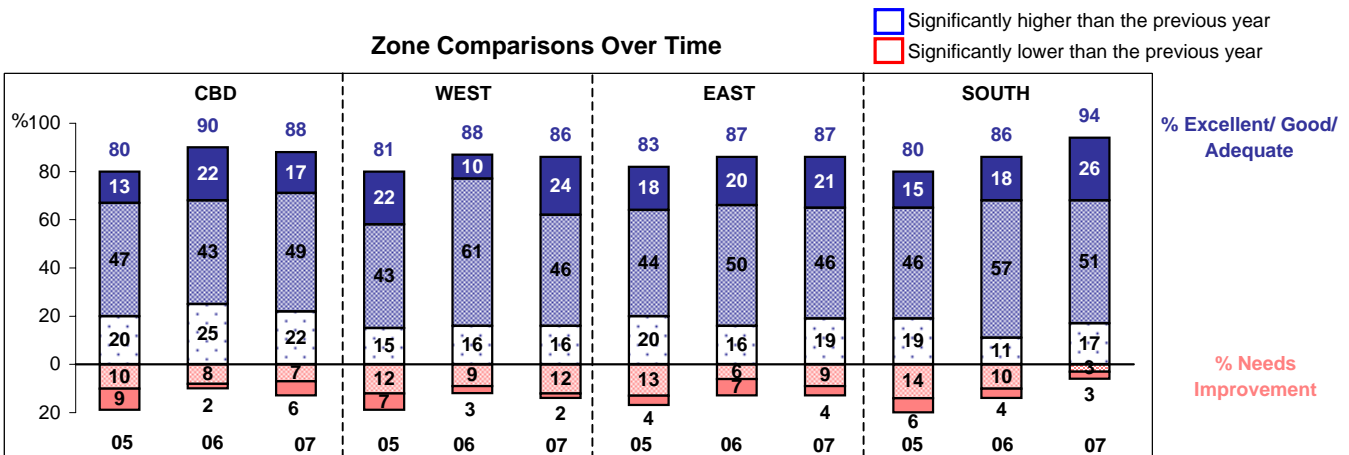
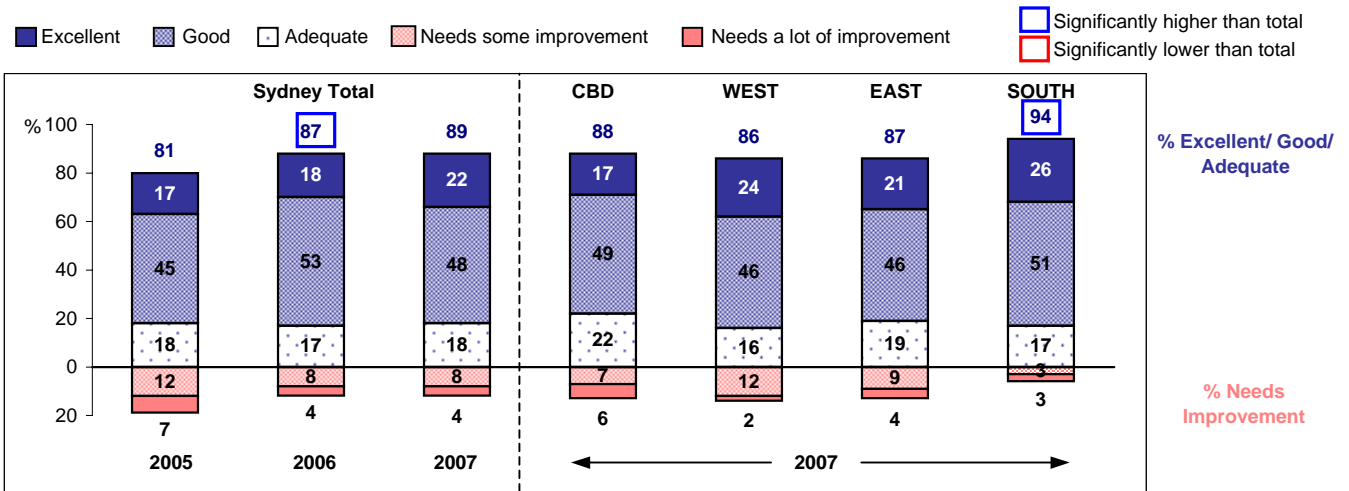
11. RESPONSIBILITY AREAS: Traffic Management and Parking Facilities



Reasons Needs Improvement (2007)	Number of Respondents: 193
	%
◆ More parking specifically allocated for residents	31
◆ Local residents/more parking/ less restrictions/lower fees/ visitor permits	28
◆ Improve traffic management generally	18
◆ More parking facilities/ capacity	16
◆ Improve traffic flow/ congestion	15
◆ More parking generally	13
◆ More parking enforcement/ traffic officers	10
◆ Fewer parking meters	7
◆ More parking facilities adjacent to shopping and business centres	7
◆ Less parking enforcement/ parking officers	6
◆ More parking permits per household for residents	6
◆ Pedestrian crossings in the wrong spot	5
◆ Tunnel has caused problems/ traffic congestion/people avoid it/too expensive	4

Note: Only the most frequently mentioned reasons shown. Respondents may have given more than one reason.

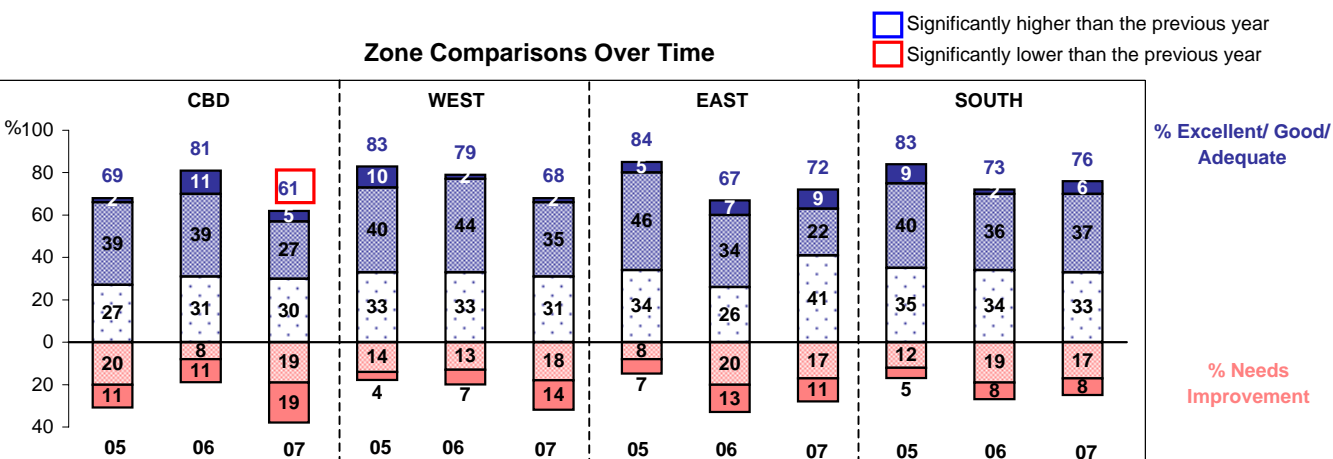
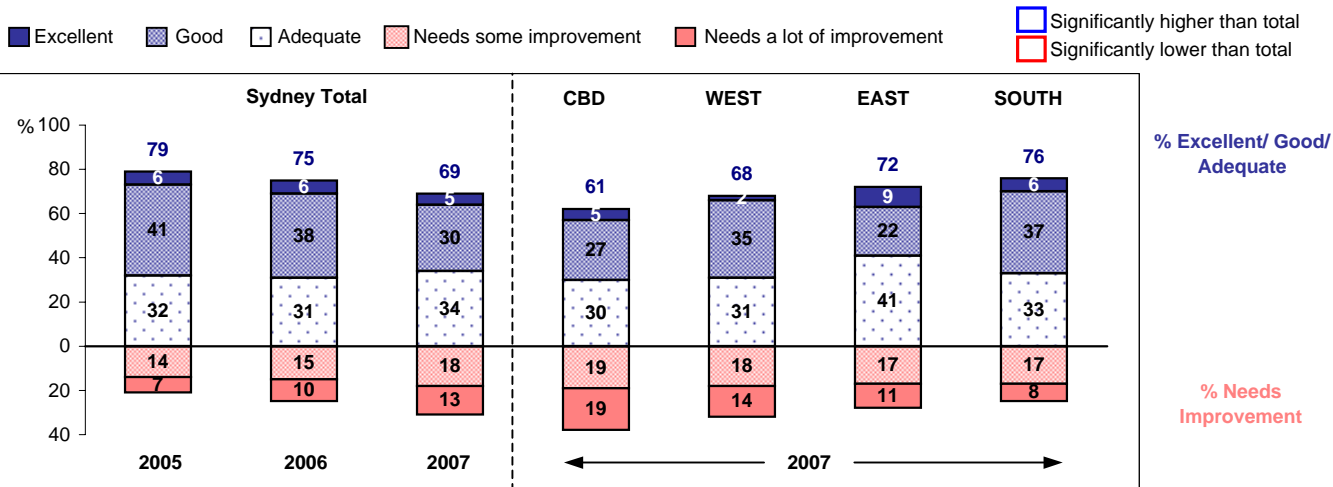
11. RESPONSIBILITY AREAS: Waste Management



Reasons Needs Improvement (2007)	Number of Respondents:	44 %
◆ More comprehensive recycling program/no recycling program		20
◆ Recycling more effective/ educate people/ensure items are separated properly		20
◆ Spillage of garbage on footpath/ road during garbage collection		18
◆ More reliable collections		16
◆ Bigger bins		11
◆ More frequent rubbish collection		11
◆ Garbage collection is noisy, wrong time (too early or too late)		11
◆ Any/better containers for collection of recyclable materials/green materials		11
◆ More frequent collection of recyclable materials		9
◆ More education/promotion for recycling		7
◆ Any/more frequent collections of green waste/vegetation		7
◆ Bins should be returned upright to kerbside/in same place/with lids closed		7
◆ Any/more frequent hard waste collection		5

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

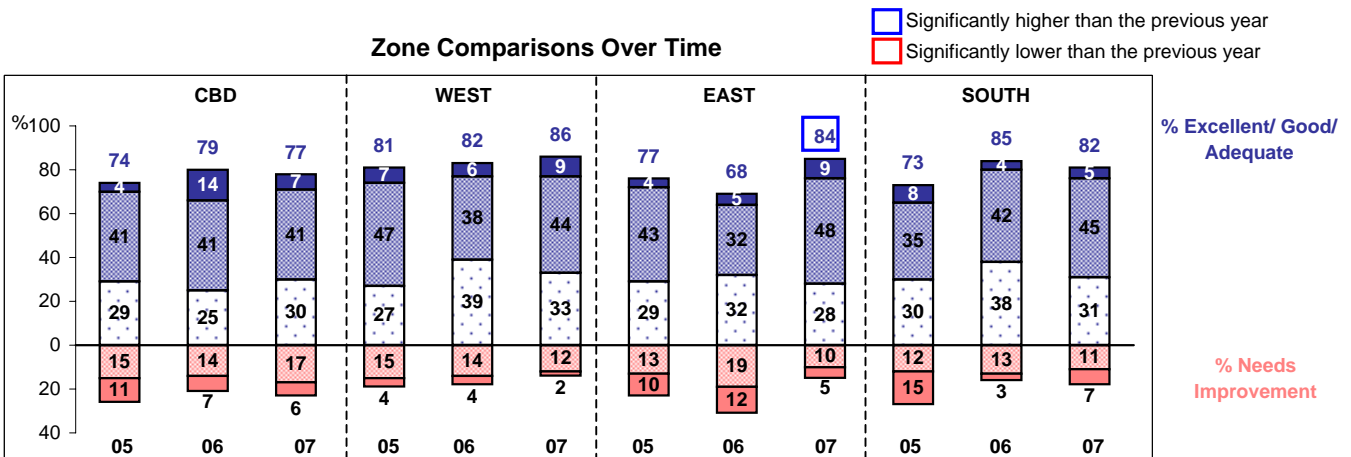
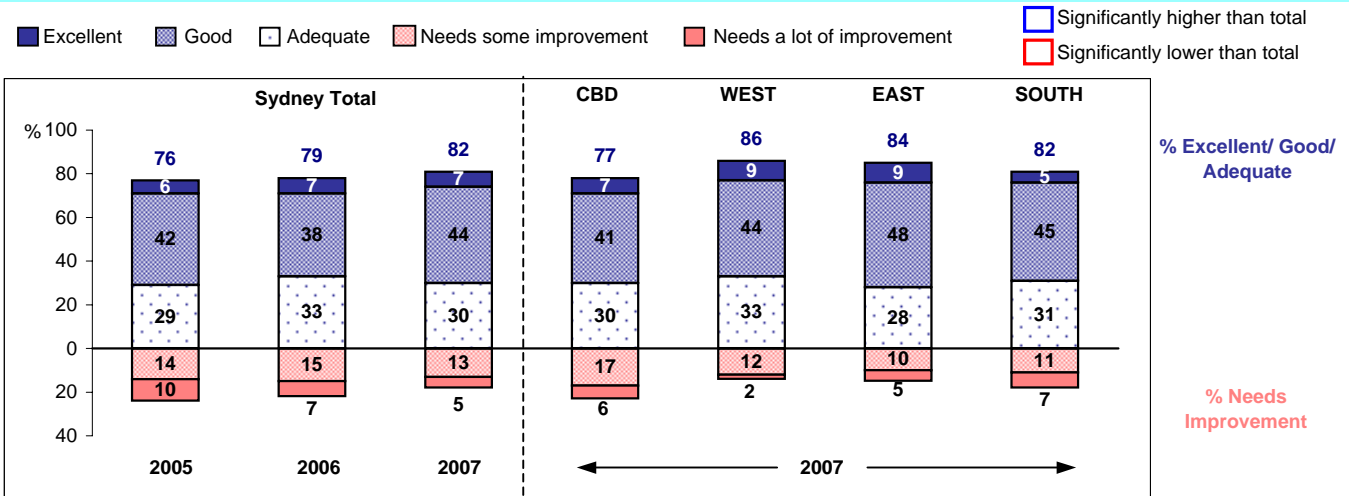
11. RESPONSIBILITY AREAS: Enforcement of By Laws



Reasons Needs Improvement (2007)	Number of Respondents: 108 %
◆ Greater enforcement of noise By-laws (domestic, industrial, traffic)	43
◆ Greater enforcement of parking restrictions/more officers/ rangers	28
◆ Less enforcement of parking restrictions	19
◆ Greater enforcement of animal By-laws	15
◆ Complained to the council and nothing was done, no feedback	8
◆ By-laws purely revenue raising	7
◆ Greater enforcement of pollution By-laws (domestic, industrial, traffic)	6
◆ Greater enforcement of littering By-laws	5
◆ Greater enforcement of health/ food handling By-laws	5
◆ By-laws are too lenient	4

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

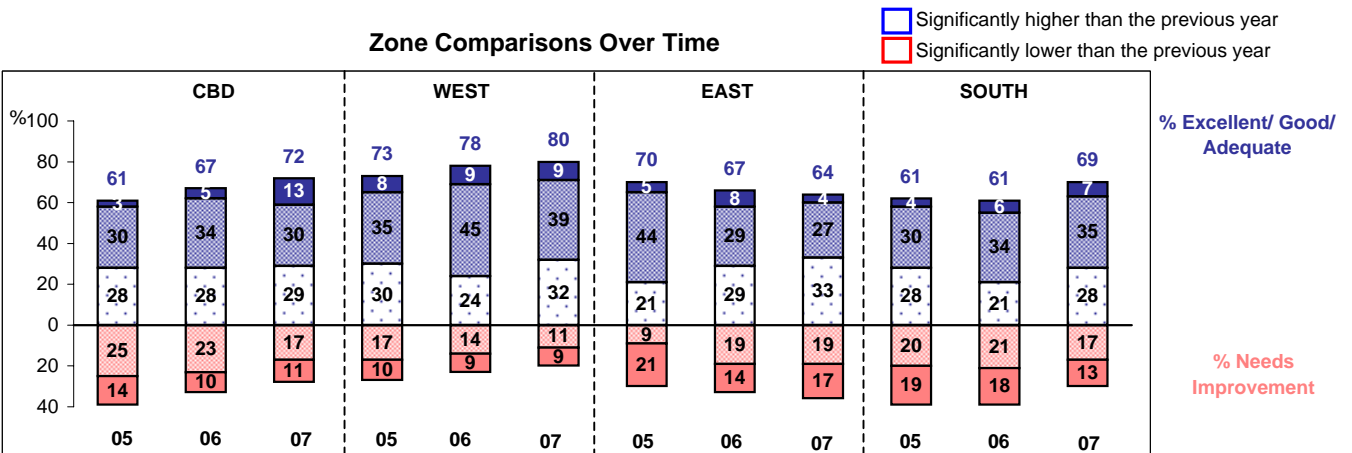
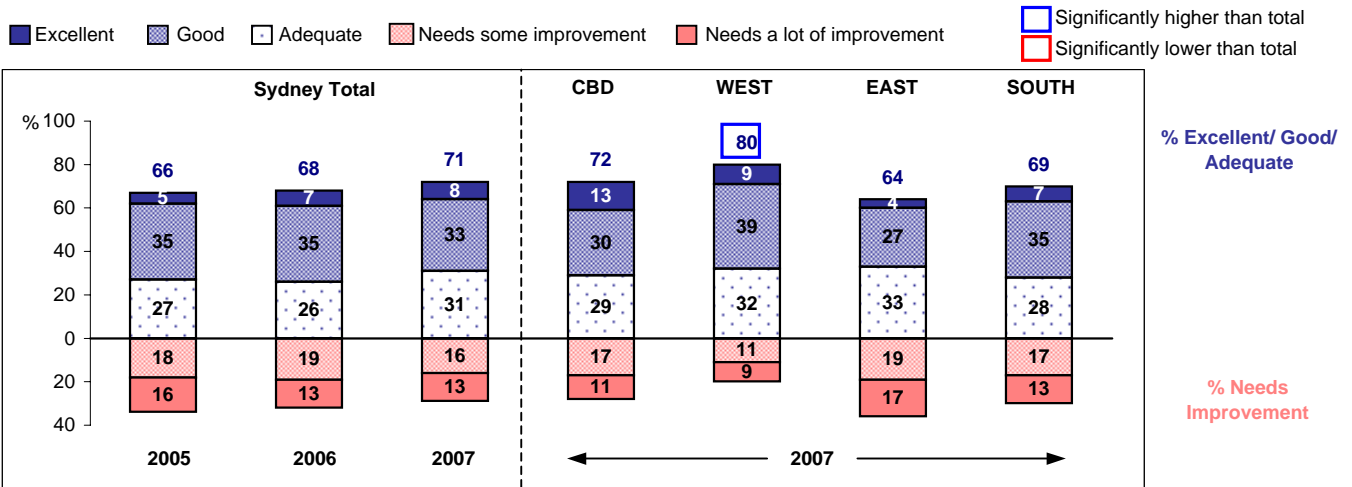
11. RESPONSIBILITY AREAS: Economic Development



Reasons Needs Improvement (2007)	Number of Respondents:	43 %
◆ Not enough support for local businesses		30
◆ Encourage more tourism		19
◆ Need more/better job creation programs/employment opportunities		16
◆ Attract/encourage better/more diverse shops/businesses		16
◆ Greater emphasis on Economic Development in general		14
◆ Not enough promotion of local businesses		12
◆ Encourage more companies/ industries to re-locate to the area		9
◆ Not aware of economic development/they don't do anything/improvement needed		9
◆ Roadworks and construction are adversely affecting local businesses		9
◆ Encourage more desirable industries to locate to the area		5

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

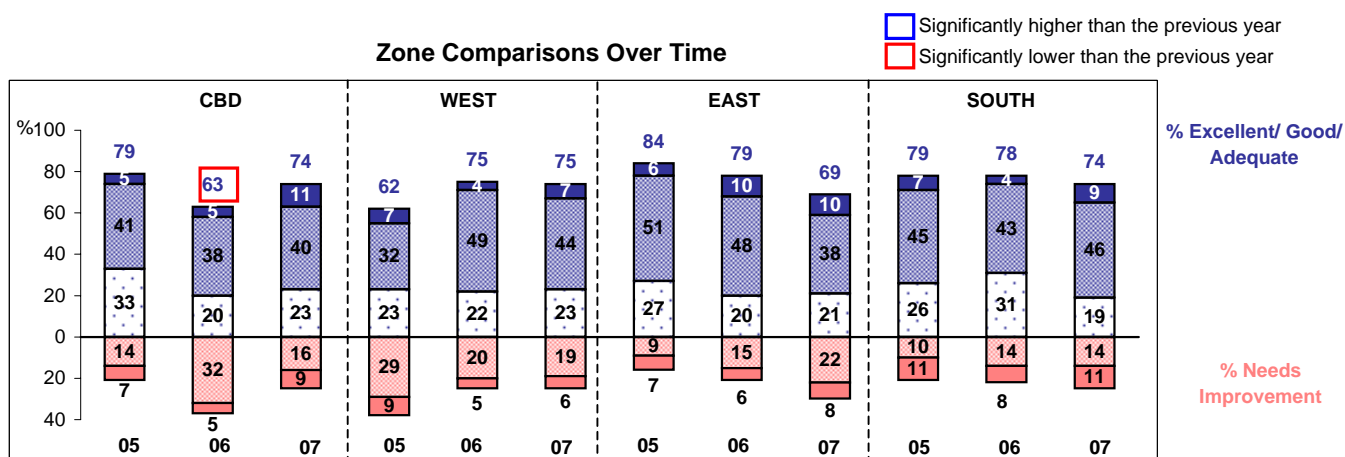
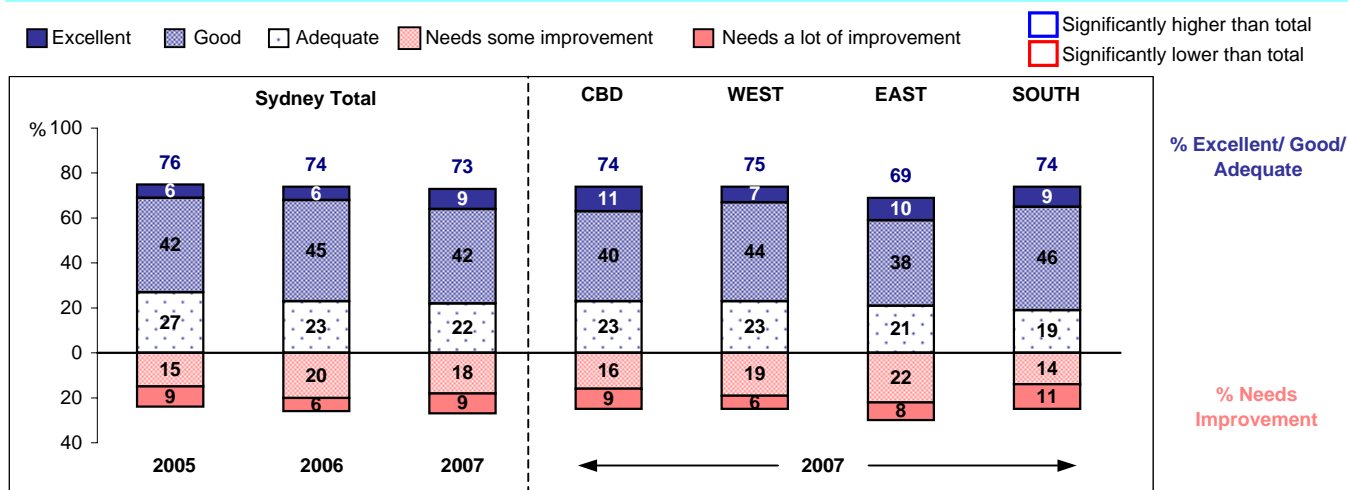
11. RESPONSIBILITY AREAS: Town Planning Policy and Approvals



Reasons Needs Improvement (2007)	Number of Respondents:	89
	%	
◆ Better planning policies	28	
◆ Too much high rise development/ high rise apartments	28	
◆ Too little regulation in heritage areas	24	
◆ Council should be stronger in representing community opinion	16	
◆ Should give resident a fair go/listen to their objections	15	
◆ More consultation with community	13	
◆ More efficient/faster approval processes	13	
◆ Decisions over ridden by State Government	12	
◆ Parking for local residents/ take into account additional parking needs	11	
◆ Ugly/inappropriate design/ development (no character)/out of character with area	10	
◆ Greater clarity/info on guidelines and process for building application	9	
◆ Developments make too much noise/ should take into account noise pollution	7	
◆ Too much regulation in heritage areas	7	
◆ Take better account of environmental issues	7	

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

11. RESPONSIBILITY AREAS: Safety in Public Areas



Reasons Needs Improvement (2007)	Number of Respondents: 105	%
◆ More security / improve street lighting	56	56
◆ More patrols / police presence / quicker police response	22	22
◆ High in crime / robberies / vandalism	19	19
◆ Feeling of safety / don't feel safe living in the area	15	15
◆ Drug use, alcoholism and violence	15	15
◆ Young people hanging around / roaming streets / thugs and gangs	13	13
◆ Security issues within the parks	10	10
◆ Traffic safety issues	6	6
◆ People who live in public housing/halfway houses require more attention/care	5	5

Note: Only the most frequently mentioned reasons shown. Some respondents may have given more than one reason for needing improvement.

Appendix 1

Questionnaire

WALLIS CONSULTING GROUP
City of Sydney
2007 Community Satisfaction Survey
Questionnaire

INTRODUCTION

Good morning/afternoon/evening. My name isfrom Wallis Consulting Group. We are conducting research on behalf of the City of Sydney. The survey aims to find out how residents feel about the PERFORMANCE of local Government in your area; that is in the City of Sydney Council.

- | | | |
|---|------------------------------------|----------------------|
| 1 | Continue | |
| 2 | Not available/callback (make appt) | RETURN TO SMS |
| 3 | Household refusal | RETURN TO SMS |
| 4 | Selected resident refusal | RETURN TO SMS |
| 5 | Not in Council area | RETURN TO SMS |
| 6 | Language Difficulties | RETURN TO SMS |

SCREENING

S1: Firstly, have you or anyone in your household worked in a market research organisation or local government anywhere in the last three years?

- | | | |
|---|------------------------|----------------------|
| 1 | No (continue) | CONTINUE |
| 2 | Yes - Market Research | RETURN TO SMS |
| 3 | Yes - Local Government | RETURN TO SMS |

S2: Also, we just wish to speak to residents, not businesses, of City of Sydney Council. Are you a residential household?

- | | | |
|---|-----------------------------|----------------------|
| 1 | Yes - Residential Household | |
| 2 | No | RETURN TO SMS |

S3: Can I please speak to a head of your household that is 18 years or older?

- | | | |
|----|------------------------------------|----------------------|
| 1 | Yes – available | Continue |
| 7 | Not available/callback (make appt) | RETURN TO SMS |
| 8 | Household refusal | RETURN TO SMS |
| 9 | Selected resident refusal | RETURN TO SMS |
| 10 | Not in Council area | RETURN TO SMS |
| 11 | Language Difficulties | RETURN TO SMS |

ONCE HAVE CORRECT PERSON: Thank-you for your participation. The survey will only take about 8 or 9 minutes AND THE INFORMATION YOU PROVIDE WILL BE USED FOR RESEARCH PURPOSES ONLY. No information that you provide will be linked to your name.

S4: My supervisor may be monitoring the interview for quality control purposes. If you do not wish this to occur, please let me know.

- 1 Monitoring allowed
- 2 Monitoring NOT allowed

MAIN SURVEY

Q1 I'm going to read out a list of ten areas which are the responsibility of local Government. For each area of responsibility, I would like to establish your ASSESSMENT OF THE PERFORMANCE of City of Sydney Council over the last twelve months. Please keep in mind that the focus is on local government only.

NOW ASK (a) AND (b) WHERE NECESSARY FOR EACH RESPONSIBILITY AREA, BEFORE PROCEEDING TO NEXT SERVICE AREA. RANDOMISE.

Q1ax) In the last twelve months, how has City of Sydney Council performed on **(RESPONSIBILITY AREA)**? Was it ... ?

READ OUT 1-5 INCLUDING DEFINITIONS THE FIRST TIME AND THEREAFTER ONLY THE KEY WORDS.

- 1 Excellent - outstanding performance
- 2 Good - a high standard
- 3 Adequate - an acceptable standard
- 4 Needs some improvement
- 5 Needs a lot of improvement
- 6 (DO NOT READ OUT) Don't Know / Can't Say

ASK Q1b IF CODES 4 OR 5 IN Q1a. OTHERWISE CONTINUE WITH THE NEXT RESPONSIBILITY AREA.

Q1bx) Why do you say that? PROBE FULLY. DO NOT READ OUT.

USE ATTACHED PRE-CODES FOR EACH RESPONSIBILITY AREA.

ASK Q1c FOR THE SECOND RESPONSIBILITY AREA ONLY.

Q1c) Have you or any member of your household used any of the HEALTH AND HUMAN SERVICES provided by the City of Sydney Council in the last 12 months?

- 1 Yes
- 2 No

RESPONSIBILITY AREAS:

1. LOCAL ROADS AND FOOTPATHS, excluding highways and main roads
2. HEALTH AND HUMAN SERVICES; this includes Meals on Wheels, home help, child care, aged care, youth services, and support for disadvantaged and minority groups, but EXCLUDES hospitals.
3. RECREATIONAL FACILITIES; this includes sporting facilities, swimming pools, sports fields and playgrounds, recreation and Community Centres, Festivals, and library services.
4. APPEARANCE OF PUBLIC AREAS; this includes local parks and gardens, street cleaning and litter collection, graffiti removal, and street trees.
5. TRAFFIC MANAGEMENT AND PARKING FACILITIES; this includes council provision of street and off street parking, and local road safety.
6. WASTE MANAGEMENT; this includes garbage and recyclable collection, and booked clean-up service.
7. ENFORCEMENT OF BY LAWS; this includes food and health, noise, animal control, parking, and fire prevention.
8. ECONOMIC DEVELOPMENT; this includes business and tourism, and jobs creation.
9. TOWN PLANNING POLICY AND APPROVALS, including heritage and environmental issues, and development assessment.
10. SAFETY IN PUBLIC AREAS, including public lighting, and general feeling of safety.

Q2a In the last twelve months, have you had any contact with City of Sydney Council? This may have been in person, by telephone, in writing, email or by fax.

- 1 Yes
- 2 No

SKIP TO Q3

Q2b Thinking of the most recent contact, how well did City of Sydney Council perform in the WAY you were treated - things like the ease of contact, helpfulness and ability of staff, speed of response, and their attitude towards you. We do NOT mean the ACTUAL OUTCOME. Was it ... READ OUT 1-5 ... ?

- 1 Excellent - outstanding performance
- 2 Good - a high standard
- 3 Adequate - an acceptable standard
- 4 Needs some improvement
- 5 Needs a lot of improvement
- 6 Don't Know / Can't Say

ASK Q2c IF CODES 4 OR 5 IN Q2b. OTHERWISE SKIP TO Q3a

Q2c Why do you say that? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

ASK ALL

Q3a In the last twelve months, how well has City of Sydney Council represented and lobbied on behalf of the community with other levels of government and private organisations, on key local issues? Was it ... READ OUT 1-5 ... ?

- 1 Excellent - outstanding performance
- 2 Good - a high standard
- 3 Adequate - an acceptable standard
- 4 Needs some improvement
- 5 Needs a lot of improvement
- 6 Don't Know / Can't Say

ASK Q3b IF CODES 4 OR 5 IN Q3a. OTHERWISE SKIP TO Q4

Q3b Why do you say that? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

Q4 ON BALANCE, for the last twelve months, how do you feel about the performance of City of Sydney Council, not just on one or two issues, BUT OVERALL across all responsibility areas. Was it ... READ OUT PERFORMANCE SCALE 1-5 ... ?

- 1 Excellent - outstanding performance
- 2 Good - a high standard
- 3 Adequate - an acceptable standard
- 4 Needs some improvement
- 5 Needs a lot of improvement
- 6 Don't Know / Can't Say

SKIP TO Q6

Q5a In giving your answer to the previous question, has any particular issue STRONGLY influenced your view, either in a positive or negative way? IF YES: Was it a positive or negative influence? MULTICODE IF NECESSARY

- 1 Yes - Positive
- 2 Yes - Negative
- 3 No
- 4 Don't Know / No Response

ASK Q5b IF CODES 4 OR 5 IN Q4. OTHERWISE SKIP TO Q6

Q5b Why do you say that on balance the council's overall performance is in need of improvement? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

Q6 Over the last 12 months, what is your view of the direction of City of Sydney Council's overall performance? Has it IMPROVED, STAYED THE SAME or DETERIORATED?

- 1 Improved
- 2 Stayed the Same
- 3 Deteriorated
- 4 Don't Know / Can't Say

Q7a Over the last 12 months, how would you rate the performance of City of Sydney Council on consulting with the community and leading discussion on key social, economic and environmental issues which could impact on the local area, and may require decisions by Council? Would you say it was... READ OUT PERFORMANCE SCALE 1-5 ... ?

- 1 Excellent - outstanding performance
- 2 Good - a high standard
- 3 Adequate - an acceptable standard
- 4 Needs some improvement
- 5 Needs a lot of improvement
- 6 Don't Know / Can't Say

ASK Q7b IF CODES 4 OR 5 IN Q7a. OTHERWISE SKIP TO Q8a

Q7b Why do you say that? PROBE FULLY. DO NOT READ OUT.

(USE ATTACHED PRE-CODES)

DEMOGRAPHICS

Q8a Now I have just three final questions ...To which one of the following age groups do you belong? (READ OUT 1-5)

- 1 18 - 24
- 2 25 - 34
- 3 35 - 49
- 4 50 - 64
- 5 65 +
- 6 Refused
- 7 Under 18

GO TO Q8b

Q8b I originally asked to speak to someone who is 18 years or older. Can you please confirm that you are under 18 years old?

- 1 Yes, confirm
- 2 No

GO BACK TO Q8a

Q9 Thinking of the property you live in, do you OWN it or are you RENTING?

- 1 Own (includes purchasing)
- 2 Renting

Q10 And is this property your main permanent residence or a secondary residence such as a holiday home?

- 1 Permanent residence
- 2 Secondary residence

Q11 Record gender:

- 1 Male
- 2 Female

Q12 Record language interview conducted in:

- 1 English
- 2 Other SPECIFY (including home translator)

CLOSE: Thank you for taking part in this research. Your views count and we're very glad you made them known to us. This research is being carried out in accordance with the Privacy Act and the information you provided will be used for research purposes only. Once the survey is complete, any information that could identify you will be removed from the computer records.

Just in case you missed it, my name is and I'm from the Wallis Group. If you have any questions about this survey you may contact the Australian Market and Social Research Society on 1300 364 830.

RESPONSIBILITY AREA PRE-CODES

RA 1 – Local Roads and Footpaths Pre-codes

1. Improve/fix/repair uneven surface of footpaths
2. Quicker response for repairs to roads, footpaths or gutters
3. More frequent/better re-surfacing of roads
4. Roadworks/footpath upgrades not timely, cause traffic jams
5. Footpaths are dirty
6. More/better bike paths/ roller-blading areas etc.
7. More frequent maintenance of roadside drains and culverts
8. Widen roads/footpaths - too narrow
9. Needs easier/smooth access to footpaths for wheelchairs/ prams/ elderly/ disabled
10. Prune/trim trees/shrubs overhanging footpaths
11. Improve the quality of maintenance on roads and footpaths/potholes
12. Fix/improve unsafe sections of roads
13. More/safer pedestrians crossings/school crossings
14. Other (SPECIFY)
15. Oxford Street upgrade is taking too long, causing problems, jams, difficult to use
16. More/better street/road signs (including position/visibility)
17. Upgrade roads and bridges to cope with current traffic demands
18. Council favours/focuses on certain areas over others
19. More/better street lighting
20. Increase number of footpaths
21. Fix/improve edges and shoulders of roads
22. Better co-ordination/management of works
23. Improve/plant more appropriate street trees
24. Dislike works being carried out by private contractors/prefer council workers
25. Prune trees/vegetation on roundabouts/corners to improve visibility/safety
26. More information/notifications about upcoming road works
27. Quicker response to replace/fix street lights
28. More community consultation about roads and footpaths

RA 2 – Health and Human Services Pre-codes

1. More/better support/service for ethnic/minority/disadvantaged groups (incl. drug addicts/disabled/homeless etc.)
2. Better support for homeless
3. More child care facilities needed
4. More facilities/services for mental health
5. More facilities/resources for Aged care (elderly)/better nursing homes
6. More/better premises for health or community facilities
7. More funds/resources for programs/reduce waiting lists/improve access (incl. child care facilities)
8. Improve billing administration of fee for service programs (eg. child care, home help etc.)
9. Increase resources for/availability of home help
10. More/better publicity/information about available services
11. Improve quality/variety of food in meals on wheels program
12. More/better activities/programs for young people
13. More resources/longer opening hours for Maternal and Child Health facilities
14. Other (SPECIFY)
15. More/better centres/facilities across the shire/in more remote towns/areas
16. Services need to be improved in all areas/council needs to do more
17. Better transport arrangements to/from health or community centres/facilities
18. Improve quality of home help
19. Reduce costs of home based services
20. Too much support/resources for specialist programs or minority groups
21. More/better access to people with knowledge about specific programs/services
22. Reduce costs of child care/pre-schools
23. More information/resources to immunisation programs
24. Improved/increased child care facilities/after school/holiday care
25. Improve/increased public housing
26. More frequent visits by carers/home help across shire/in more remote areas
27. Improved services for children with special needs/disability services
28. Improve/increased dental programme/services

RA 3 – Recreational Facilities Pre-codes

1. More facilities/activities for young people/teenagers
2. More/better Sporting Complexes (including pools)
3. More/better/safer Playgrounds and/or equipment
4. More/better library buildings/no library service/closing library/moving library
5. More or better swimming pools, upgrade swimming pools
6. More community consultation about recreational facilities etc
7. More/better recreational activities/programs
8. Better/More maintenance of Parks/Playgrounds-syringes/lighting/trees etc
9. Need more parks/open space
10. More funds needed to be spent on recreation generally (libraries, pools, sporting facilities)
11. More/better bike paths, skate board or roller blade facilities
12. Less expensive recreational facilities and activities/more consistent fees
13. More/better facilities and resources at libraries (including services and funding)
14. Other (SPECIFY)
15. Reduce fees/charges/fines
16. Need more dog friendly areas/where dogs can be walked
17. More/better amenities in recreation areas (eg. seats, picnic tables, barbeques etc)
18. More/better events and festivals
19. More/better sporting complexes and/or facilities
20. More/better library services/facilities (including mobile services)
21. More support/funding needed for recreational/sporting facilities/some facilities closing down
22. Longer opening hours for Sporting Complexes (including pools)
23. Better maintenance of Sporting Fields/Grounds and/or buildings
24. More publicity/information on facilities and activities/programs
25. More facilities/activities for elderly/older people
26. Larger range/greater availability of books
27. Pool/baths closing/moving/closed/should be open more months a year

RA 4 – Appearance of Public Areas Pre-codes

1. More frequent/better street cleaning
2. Better maintenance of parks and gardens
3. More frequent/better removal of litter in parks and gardens
4. Cleaning of public areas/generally untidy
5. More street trees
6. More frequent clearing of public litter bins
7. Quicker/more frequent removal of graffiti/attention to vandalism
8. Retain/more parks and gardens/open spaces
9. Better/different time of day/week for street cleaning/have no parking time
10. Improve street cleaning, timing of street cleaning
11. More recycling facilities
12. Better landscaping/design (eg. more colour, more shady trees)
13. More frequent spraying of weeds in open spaces/better weed management
14. Other (SPECIFY)
15. Better amenities within parks/gardens (eg. BBQ's, picnic tables, toilets, play equipment etc.)
16. Better maintenance of amenities (eg. BBQ's, picnic tables, toilets etc.) within parks/gardens
17. Better/different types/mix of trees/vegetation/more appropriate trees
18. More frequent/better pruning of street trees/plants
19. Better care of street trees - watering, staking, removal of dead trees/tree roots/replace dead trees
20. More public litter bins
21. Better maintenance of beaches, lakes, rivers etc. and surrounding areas
22. Restrict billboards, other advertising signage and other eyesores
23. More/better cleaning of toilet blocks
24. More/better cleaning up of dog litter
25. More/better cleaning of condoms, syringes etc. in parks, beaches, alleys etc.
26. Shopping centre run down/dirty/needs improving/business areas
27. Better maintenance and cleanliness of train station/area along track
28. Better/more frequent cleaning of footpaths
29. Improve street lighting/park lighting
30. Improve streetscapes with landscape or architectural features
31. Some areas favoured over others/some areas are neglected

RA 5 – Traffic Management and Parking Facilities Pre-codes

1. More parking facilities/capacity
2. Local residents: more parking, less restrictions, lower fees, permits for visitors/tradesmen
3. More parking specifically allocated for residents
4. More parking generally
5. Tunnel has caused problems, traffic congestion, people avoiding it, too expensive
6. More parking enforcement/traffic officers
7. Improve traffic management generally
8. Improve traffic flow/congestion
9. More parking permits per household for residents
10. More/better public transport
11. More parking facilities adjacent to shopping and business centres
12. Fewer parking meters
13. Less parking enforcement/parking officers
14. Other (SPECIFY)
15. Longer parking times/more long term parking
16. More community consultation
17. Less parking restrictions
18. Council does not respond/react to complaints re. traffic/parking management
19. More parking restrictions
20. Improve road signage - general
21. Restrict/discourage traffic on residential roads
22. Streets too narrow/need widening/making them narrower is a mistake and causing more congestion
23. Roadworks cause traffic congestion, takes too long
24. More speed inhibitors (humps, barriers etc)
25. Less parking generally, make it so that there are less cars in the area
26. More free parking /cheaper parking
27. Pedestrian crossings in the wrong spot
28. Greater restriction of non-resident parking
29. More parking meters
30. More parking around specific areas eg. train stations, hospitals etc.
31. Fewer speed inhibitors (humps, barriers etc)

RA 6 – Waste Management Pre-codes

1. More comprehensive recycling program/no recycling program
2. More frequent rubbish collection
3. Recycling should be more effective, educate people, ensure things are separated properly etc
4. More reliable collections
5. Any/more frequent hard waste collection
6. More frequent collection of recyclable materials
7. Bigger bins
8. Spillage garbage on footpath/road during garbage collection
9. Garbage collection is noisy, wrong time (too early or too late)
10. More community consultation
11. Bins should be returned upright to kerbside/in same place/with lids closed
12. More education/promotion for recycling
13. Any/more frequent collections of green waste/vegetation
14. Other (SPECIFY)
15. No garbage collection
16. Complained to the council and nothing was done
17. Any/better containers for collection of recyclable materials/green materials
18. No collection of recyclable materials
19. Being charged for waste disposal but not having a garbage collection
20. Inconvenient location of pick-up points for garbage bins
21. Collection of rubbish left on streets/footpaths/gutters/public areas
22. Provide more information/keep residents informed about waste management procedures
23. Restrict people from putting out hard rubbish weeks before collection
24. Garbage collectors do damage (bins, kerbs etc) and don't take responsibility for it
25. Less damage to garbage bins
26. Smaller bins
27. Reduce cost of second/larger bins
28. Cost of garbage/waste collection too much (including bins)

RA 7 – Enforcement of By Laws Pre-codes

1. Greater enforcement of noise By-laws (domestic, industrial, traffic etc.)
2. Greater enforcement of animal By-laws
3. Greater enforcement of parking restrictions/more officers/rangers
4. Complained to the council and nothing was done, no feedback
5. By-laws purely revenue raising
6. Greater enforcement of pollution By-laws (domestic, industrial, traffic etc.)
7. By-laws are too lenient
8. Greater enforcement of fire prevention By-laws
9. Animal By-laws are too stringent
10. Greater enforcement of footpath/kerbside trading laws
11. Greater enforcement of littering By-laws
12. Less enforcement of parking restrictions
13. Greater enforcement of health/food handling By-laws
14. Other (SPECIFY)
15. Better attitude for By-laws enforcement officers/rangers
16. By-laws are too stringent
17. Greater enforcement of By-laws effecting stray stock
18. More consistent application of By-laws/enforcement
19. Quicker response to reports of By-law infringements
20. Fines are too high
21. More publicity/information to residents
22. Greater enforcement of By-laws generally/more By-laws officers
23. Greater enforcement of drinking in public places
24. Poor/not enough traffic/parking signs
25. By-laws need to be clearer/too confusing
26. Better consultation process/listen to community
27. Health/good handling by-laws are too strict

RA 8 – Economic Development Pre-codes

1. Need more/better job creation programs/employment opportunities
2. Not enough support for local businesses
3. Encourage more tourism
4. Greater emphasis on Economic Development in general
5. Encourage more companies/industries to re-locate to the area
6. Roadworks and construction are adversely affecting local businesses
7. Encourage tourism by making sure the tourist areas are maintained, clean, easily accessed
8. Not enough promotion of local businesses
9. Not aware of any economic development/they don't do anything/improvement needed
10. Need to publicise/inform the community of Council activities
11. Council has put money in inappropriate places, popular things rather than useful
12. Encourage more desirable industries to locate to the area
13. Restrict/discourage undesirable industries in the area
14. Other (SPECIFY)
15. More community consultation/consultation with business
16. Some areas of local government are neglected
17. Attract/encourage better/more diverse shops/businesses ie. Target/ Spotlight/ newsagents
18. Restrictions on/cost of parking adversely effects local business
19. Better financial planning/management of Council budget/don't waste money
20. Encourage/retain key services such as GP's, hospitals and banks in rural areas
21. Too much emphasis on tourism
22. Improve/upgrade shopping area/buildings
23. Council too politically motivated/not dealing with issues
24. Stop rate increases/rates too high for businesses
25. Takes too long to get things done/complete projects
26. Too influenced by minority groups
27. Council contracts out too much work

RA 9 – Town Planning Policy and Approvals Pre-codes

1. Better planning policies
2. Too little regulation in heritage areas
3. More consultation with community
4. Less high density dwellings
5. Should give resident a fair go/listen to their objections
6. More efficient/faster approval processes
7. Too much regulation in heritage areas
8. Too much highrise development/high rise apartments
9. All these developments make too much noise, council should take into account noise pollution
10. Greater clarity/information on guidelines and process for building application
11. Parking for local residents, developments should take into account additional parking needs
12. Council should be stronger in representing community opinion
13. Decisions overridden by State Government/the Tribunal
14. Other (SPECIFY)
15. Too influenced by developers/real estate agents/other influences
16. Require clearer by-laws regarding cutting down trees/obscure tree policy
17. Greater enforcement of/adherence to planning policies
18. More consistent decisions
19. Take better account of impact on neighbouring properties
20. Ugly/inappropriate design/development (no character)/out of character with area
21. Council not very professional in this area/poor management
22. Traffic issues, council is restricting traffic and this causes problems
23. Take better account of environmental issues
24. Better planning for development of shopping areas
25. Too much residential sub-division
26. Process is too bureaucratic/needs to be flexible/too many regulations/in exports
27. Residents/neighbours have too much say in objecting to proposals
28. Better/more long term planning
29. Traffic issues, not enough restriction of traffic
30. Greater clarity/information on guidelines and process for building objections
31. Reduce permit fees

RA 10 – Safety in Public Areas Pre-codes

1. More security / improve street lighting
2. More patrols / police presence / quicker police response
3. High in crime / robberies / vandalism
4. Feeling of safety / don't feel safe living in the area
5. Drug use, alcoholism and violence
6. Traffic safety issues
7. Young people hanging around / roaming streets / thugs and gangs
8. Security issues within the parks
9. Safety issues with regards to children
10. People who live in public housing and halfway houses require more attention, greater care
11. Safety issues with regards to women
12. Other (SPECIFY)

VALUE-ADD QUESTIONS PRE-CODES

Customer Contact: Q2c Why do you say that?

1. Lack of follow up
2. Took too long to respond
3. Passed around departments/not clear who to speak to
4. Not knowledgeable
5. Impolite/rude manner/tone
6. Not interested in helping/didn't take an interest
7. Issue not resolved in a satisfactory manner
8. Did not achieve outcome I wanted
9. They were inflexible, too rigid, didn't listen
10. Poor customer service/need to improve communication skills/more personal service
11. Understaffed/spent too long waiting in queue/on phone
12. Too hard to get through to anyone/kept getting machine
13. Not enough information/keep community informed
14. Need longer opening hours/after hours contacts
15. Other (SPECIFY)

Advocacy: Q3b Why do you say that?

1. Don't consult sufficiently/effectively
2. Need to keep community better informed/communicate more
3. Don't listen to the community
4. Only pay lip service to issues
5. Should consult more with the community/use consultants less
6. Need to be more honest/transparent/information can be misleading
7. Don't take a role in leading discussion
8. Inconsistent/pick and choose which issues it leads discussion on
9. Inappropriate developments/poor town planning decisions
10. Only talk to the same people
11. Need to consult with all areas of the LGD
12. Communicate more regularly via newsletters/surveys/local papers/shopping centres/door knocks
13. Too concerned with consulting business rather than residents
14. Other (SPECIFY)
15. Public meetings should be held at more appropriate times
16. Too concerned with lobby groups/minority groups
17. Need to focus more on environmental issues
18. Need to publicise/promote consultation sessions and inform us of results
19. Rates are not being used effectively/wasting money
20. Too much council in-fighting/get politics out of it
21. Should explain/justify/consult more on rates and fees
22. Consult/respond to youth/youth issues
23. Takes too long to get things done/not enough action
24. Rates are too high
25. More knowledgeable people/senior management on council
26. People don't get opportunity to speak at council meetings
27. Could generally improve
28. Difficult to contact council members/don't make themselves available

Overall Performance:

Q5b Why do you say that on balance the council's overall performance is in need of improvement?

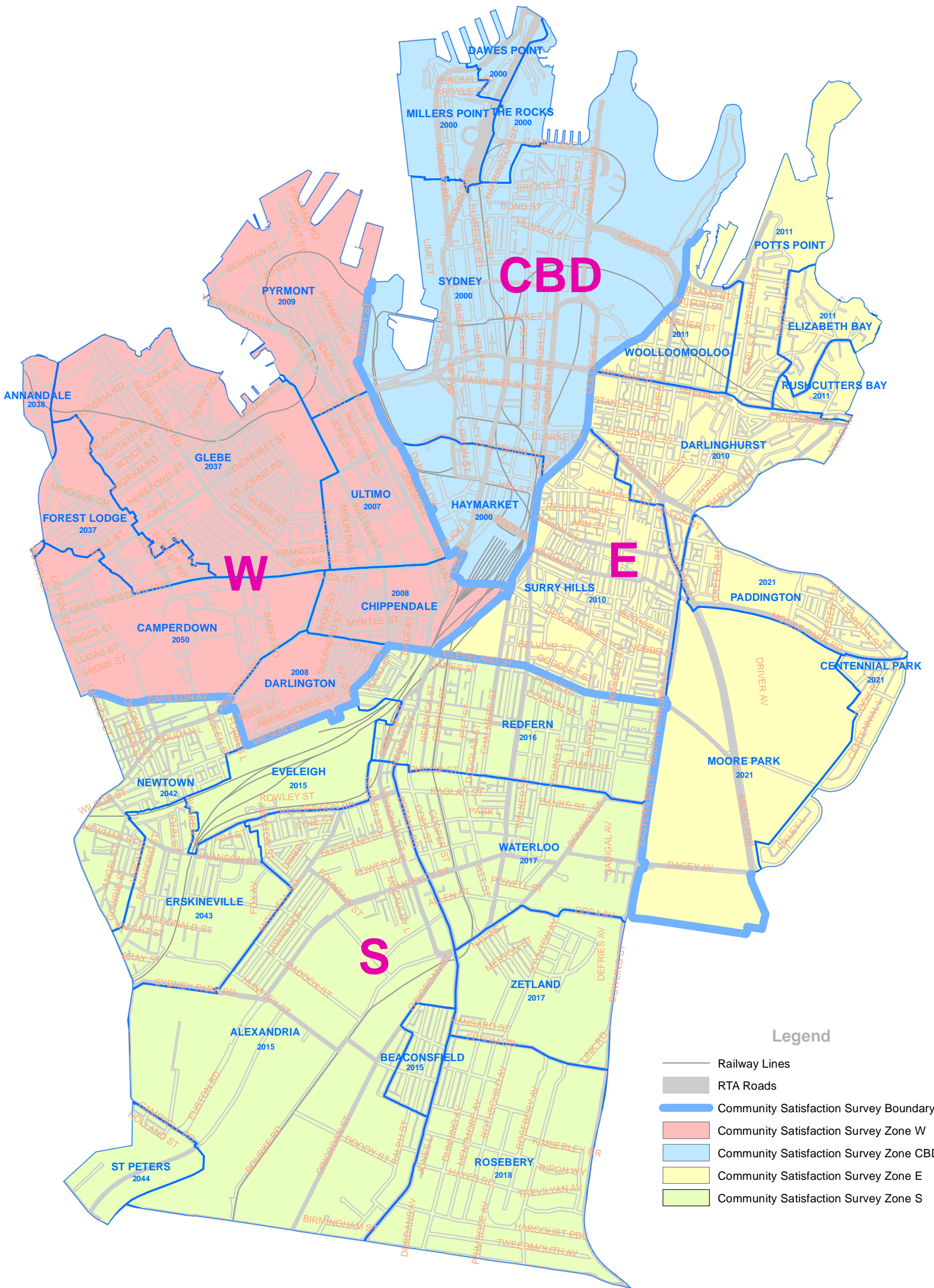
1. Traffic management and parking facilities
2. Decline in standard of service generally provided by council
3. Town planning policy and approvals
4. Local roads and footpaths
5. Need to consult more with the community
6. Appearance of public areas
7. Need a better balance in representing the whole community
8. Enforcement of By laws
9. Communicating/leading discussion with community
10. Health and human services
11. Favour certain areas over others
12. Rates are not giving value for money
13. They make up their own minds despite community consultation/don't listen to community
14. Other (SPECIFY)
15. Need to concentrate more on safety issues
16. Service not as good as other councils
17. Recreational facilities
18. Waste management
19. Economic development
20. Waste/spend too much money
21. Crime/drug related problems/violence
22. Improve standard of/cost of public transport
23. Too slow to act/respond/make decisions
24. Can always improve
25. Need to follow up on issues
26. They don't respond to complaints
27. Council too focused on internal politics
28. Customer contact
29. More resources/better handling of environmental issues
30. Listen too much to minority/pressure groups
31. Too conservative

Community Engagement: Q7b Why do you say that?

1. Don't represent the interests of the community
2. Not sure what the council does/don't communicate effectively
3. Don't consult to gauge community views
4. Council does not make sufficient effort
5. Community has been sold out with the development of the cross-city tunnel
6. Council is more interested in politics themselves than community interests
7. Council represents some areas/services/interests but neglect others
8. State Government does not listen to Council/conflict between government and council
9. Council should look after minority groups (aboriginals, gays, aged etc)
10. Lobbying skills need improvement/more professional/effective lobbying
11. Council gives in to special interest groups, doesn't look at the whole community
12. Council doesn't have much influence or impact
13. Need to assist/protect/encourage local business/industry
14. Other (SPECIFY)
15. Town planning issues/too much dual occupancy/inappropriate development
16. Could generally improve/do better
17. Council gives too much support to developers
18. Didn't lobby effectively on freeway/toll issues etc
19. Need more/improved public transport
20. Division within council/infighting/need to be more cohesive
21. Not doing enough/need to lobby harder on key local issues
22. Time taken for action to take place is too long
23. Rates are too high/unjustified increases
24. Councillors seem incompetent/naive/inexperienced
25. Waste money/spending money in wrong areas
26. Council is understaffed

Appendix 2

City of Sydney Zone Map



Legend

- Railway Lines
- RTA Roads
- Community Satisfaction Survey Boundary
- Community Satisfaction Survey Zone W
- Community Satisfaction Survey Zone CBD
- Community Satisfaction Survey Zone E
- Community Satisfaction Survey Zone S

J

CITY OF SYDNEY COMMUNITY SATISFACTION SURVEY ZONES

Copyright ©2005 City of Sydney Council, All Rights Reserved
Copyright ©2005 Land and Property Information, All Rights Reserved. This map has been compiled from various sources and the publisher and/or contributors accept no responsibility for any injury, loss or damage arising from the use, error or omissions therein. While all care is taken to ensure a high degree of accuracy, users are invited to notify Council's GIS Group of any map discrepancies. No part of this map may be reproduced without written permission.

