

Voice of Customer Survey Results 2023

Elected Member Briefing



Horowhenua
2040 Vision



Collective survey responses up 329% to 6051, Individual responses up 48% to 2091 YoY.

KEI TE PĒHEA TĀTOU? HOW ARE WE DOING?

Kia ora <<First Name>>

I hope you're well and just wanted to say how grateful we are that we get to serve you every day. We're aware that you don't get to 'choose' your Council like you would other service providers, so it's on us to make every experience you have with Horowhenua District Council the best it can be.

We know we're not perfect, but we continually strive to do better, be better and lead the way in the decisions we make and the actions we take. We believe your feedback holds the key to unlocking our potential and in turn offering you facilities and services that you and the wider community find value in.

So, whether you've got suggestions, constructive criticism or want to share where we're doing well, we're all ears.

Last year we moved to an online survey, which was significant in length and covered off every aspect of the services and facilities Council provides.

This year, we've split this into smaller surveys, which should take 1-2 mins max to complete. We'd love it if you could complete them all.

This email is one of three that you can expect to receive. For every completed survey you will go in the draw to win one of two \$500 grocery vouchers.

Please only complete each survey once. Survey(s) must be completed by 30 June 2023.

Prizes will be drawn 10am Friday 28 July 2023.

Prize winner will be notified by email. Prizes to be collected from Council's Civic Building, Oxford Street, Levin. Visit our [Competition Guidelines page](#) for full T&Cs.

Water Services

Rubbish & Recycling

Land Transport

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Leadership & Reputation

Communications & Engagement

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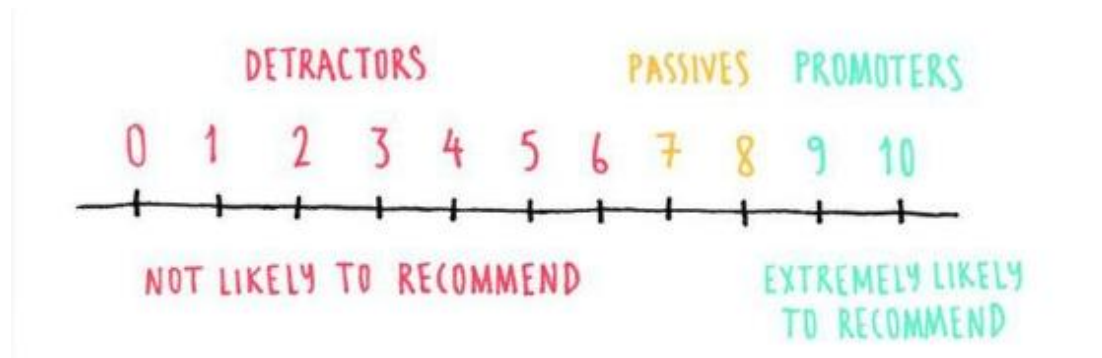
Community Centres
& Libraries

Parks & Reserves

Levin Aquatic
Centre

Net Promotor Score (NPS) is a customer loyalty and satisfaction metric. It can range from -100 to 100

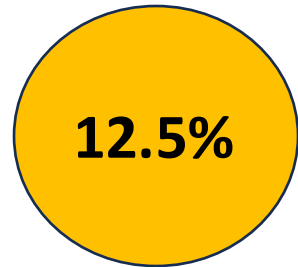
$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$



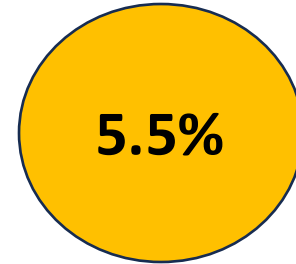
US Elections, Kremlin and war are the global trends influencing sentiment towards Local Government.

- The change of the 2020 election date becoming more closely related to the US election date had a big (negative) impact locally, and led to the wholesale import of US conspirationalism. *Source - Kate Hannah – Director of the [Disinformation Project](#)*
- At the end of 2021, Putin was painted as a hero, which saw Russian propaganda converted to a pro-Kremlin sentiment for some factions of society. *Source - Kate Hannah – Director of the [Disinformation Project](#)*
- Russia's invasion of Ukraine continues to disrupt global financial and commodity markets, New Zealand is seeing the indirect impact of this through higher fuel and commodity prices.

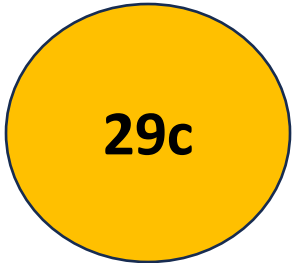
COVID-19, Cost of Living crisis and LG reforms are the national trends influencing sentiment towards Local Government.



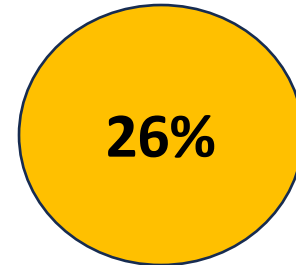
Increase in food prices



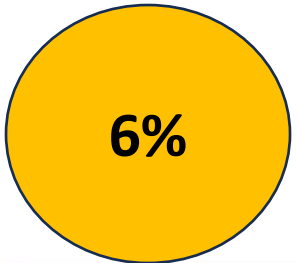
Official Cash Rate



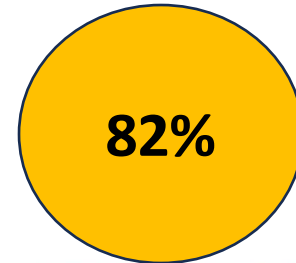
Increase in fuel per litre



Less income than the average Kiwi



Inflation



Kiwi are concerned about a recession.

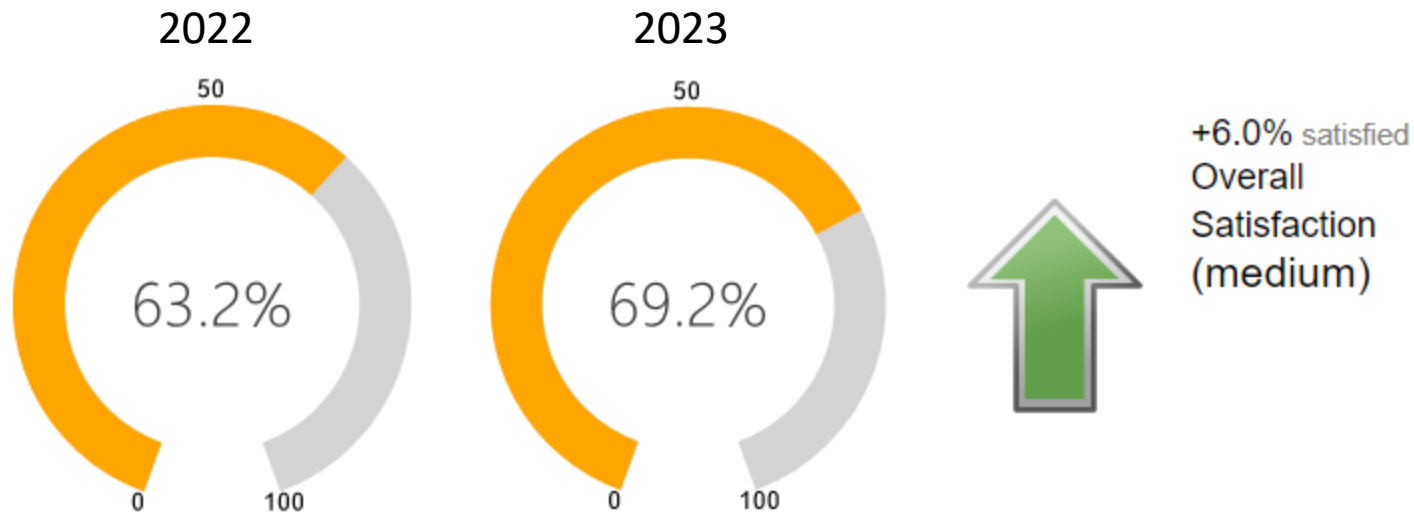
*NPS improved by 8.0 points YoY to -8.0**

2,113	2,532	1,529
Detractors	Passives	Promoters

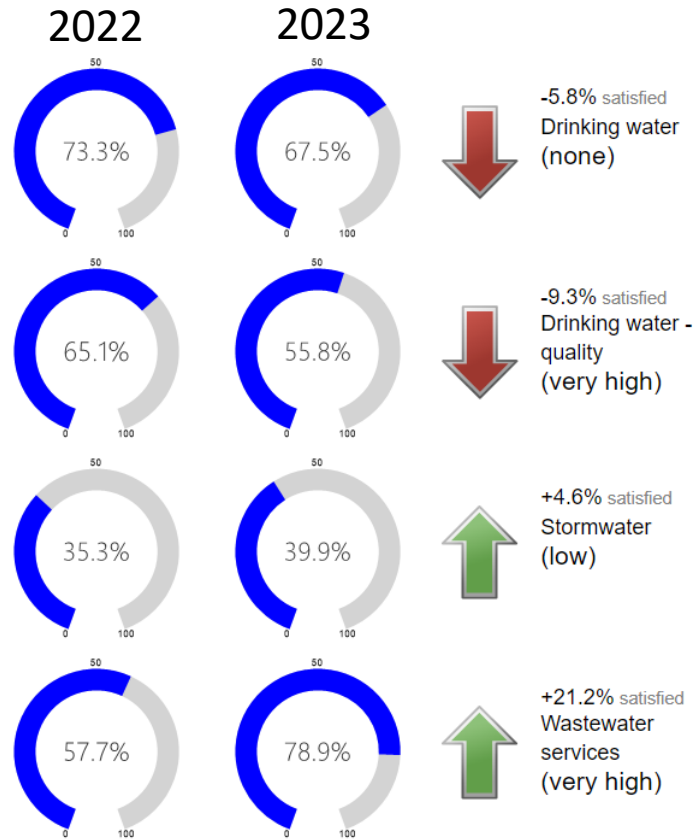
Note the target we set last year was to shift NPS from -16.0 to 10.0, which we achieved.

(*consolidating the survey results down to an individual level where an individual responded to more than one survey.)

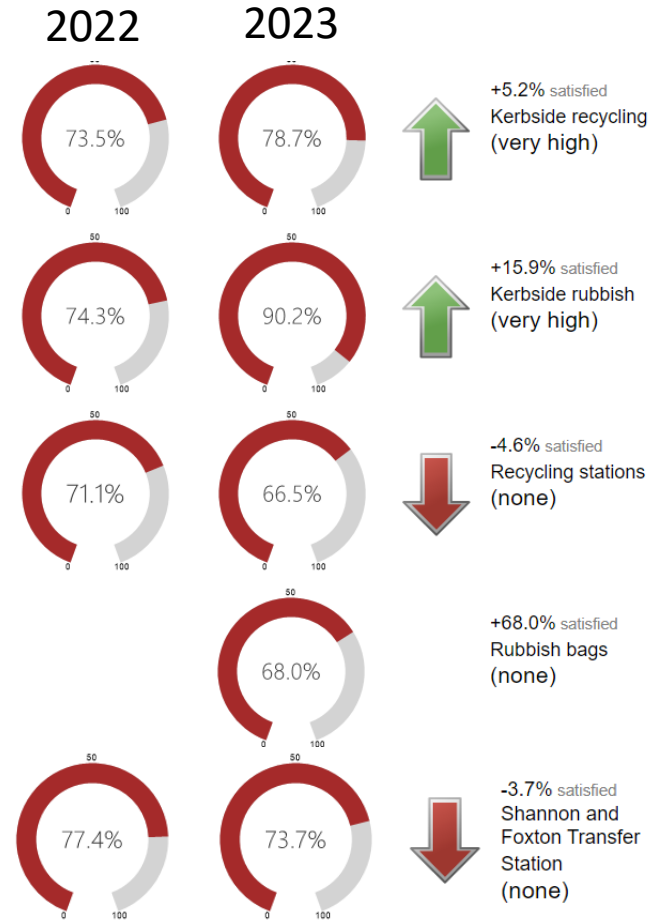
Overall customer satisfaction is up by 6%, surpassing the 5% increase target we set last year.



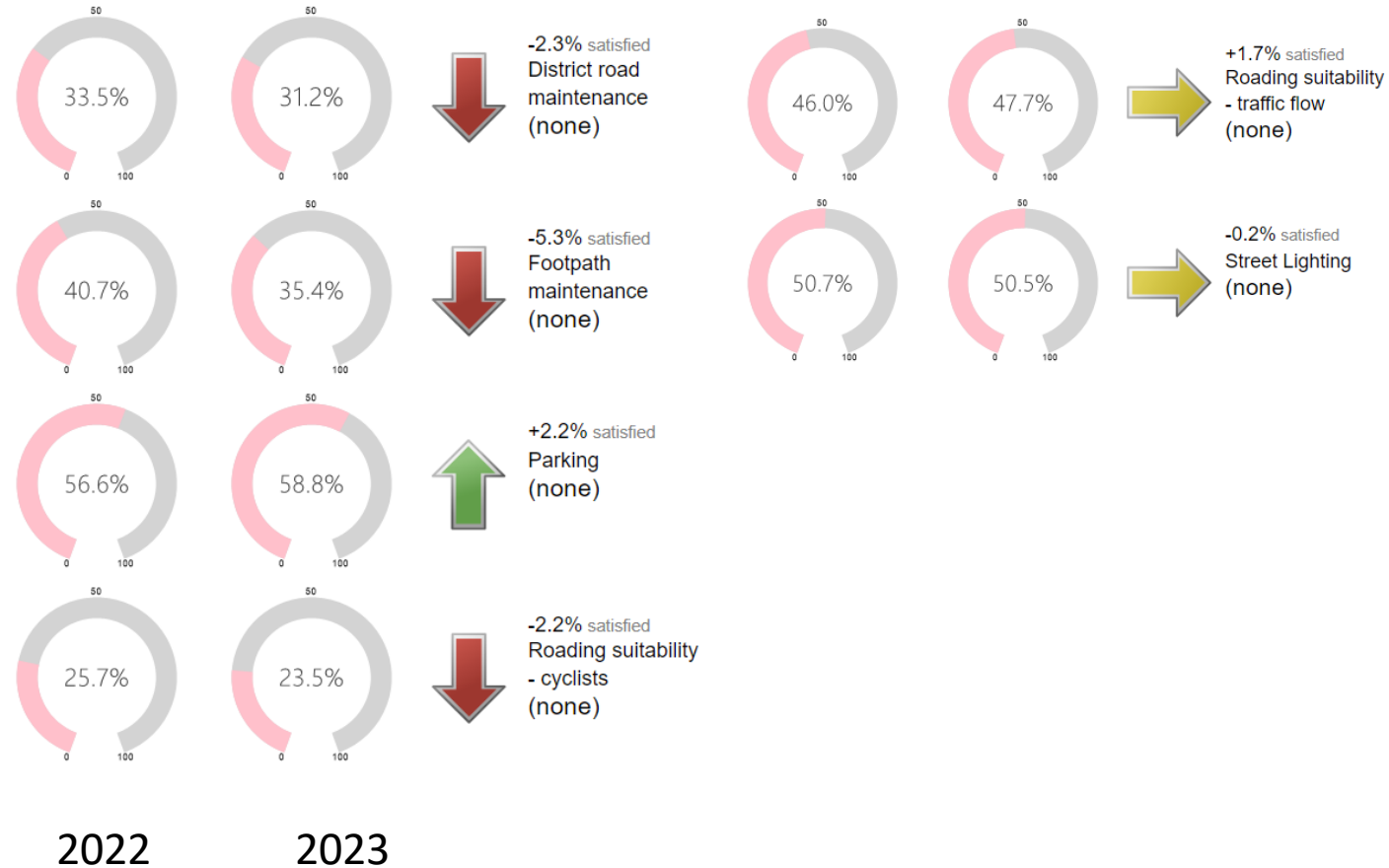
Wastewater services CSAT improved significantly YoY, drinking water/quality decreased significantly.



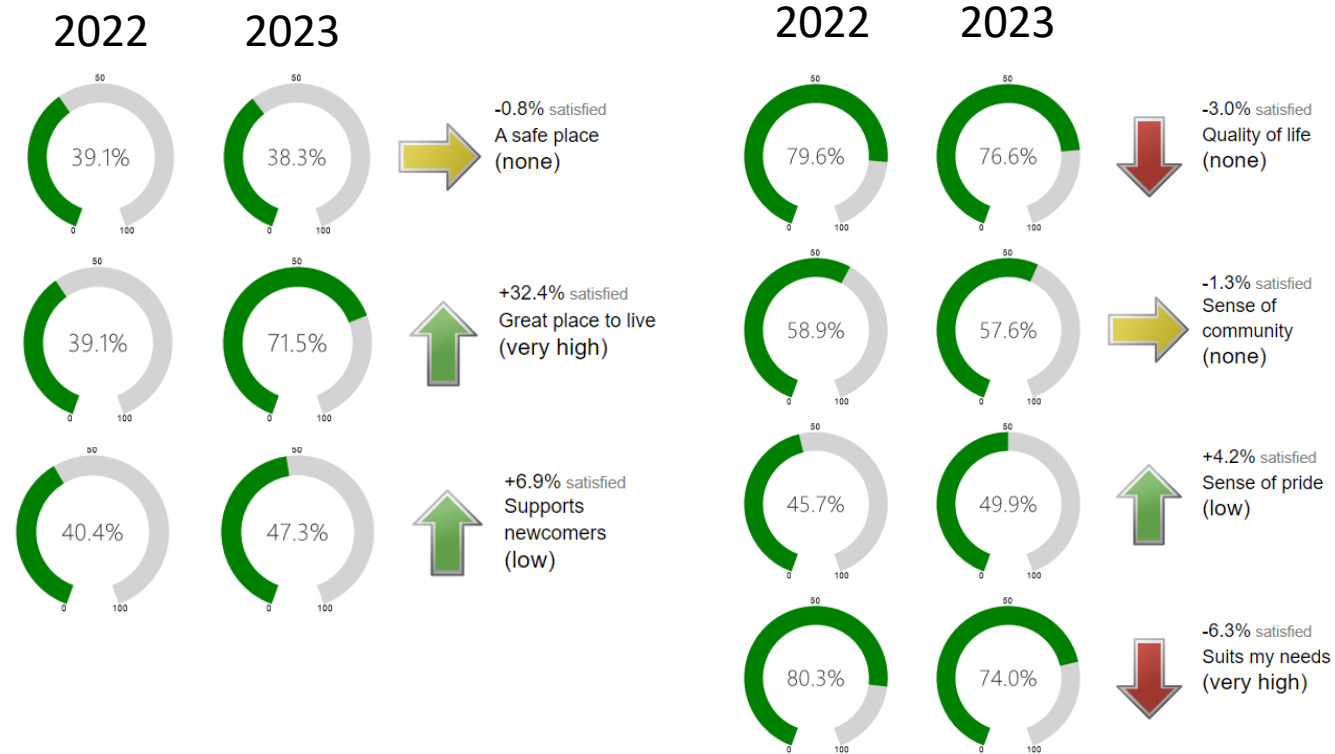
Kerbside rubbish and recycling CSAT increased significantly YoY.



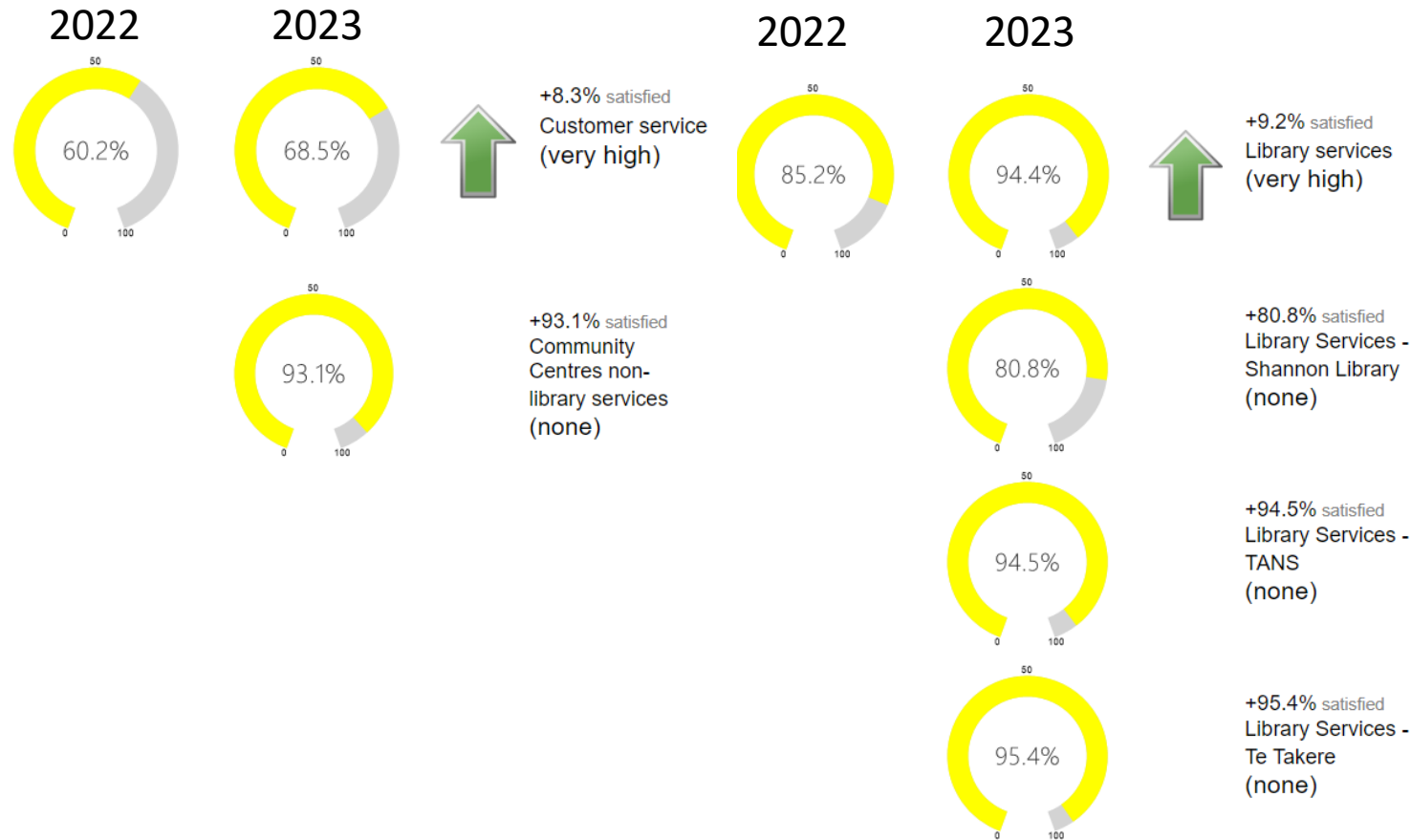
Land Transport results were similar YoY



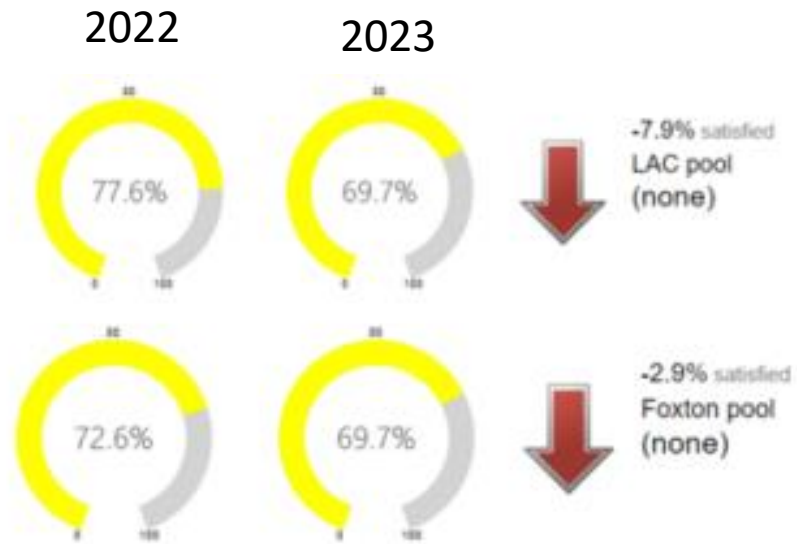
'Horowhenua is a great place to live' saw a 32.4% CSAT increase YoY.



Library services were the best performing CSAT overall, with TTTOKHP achieving 95.4%.

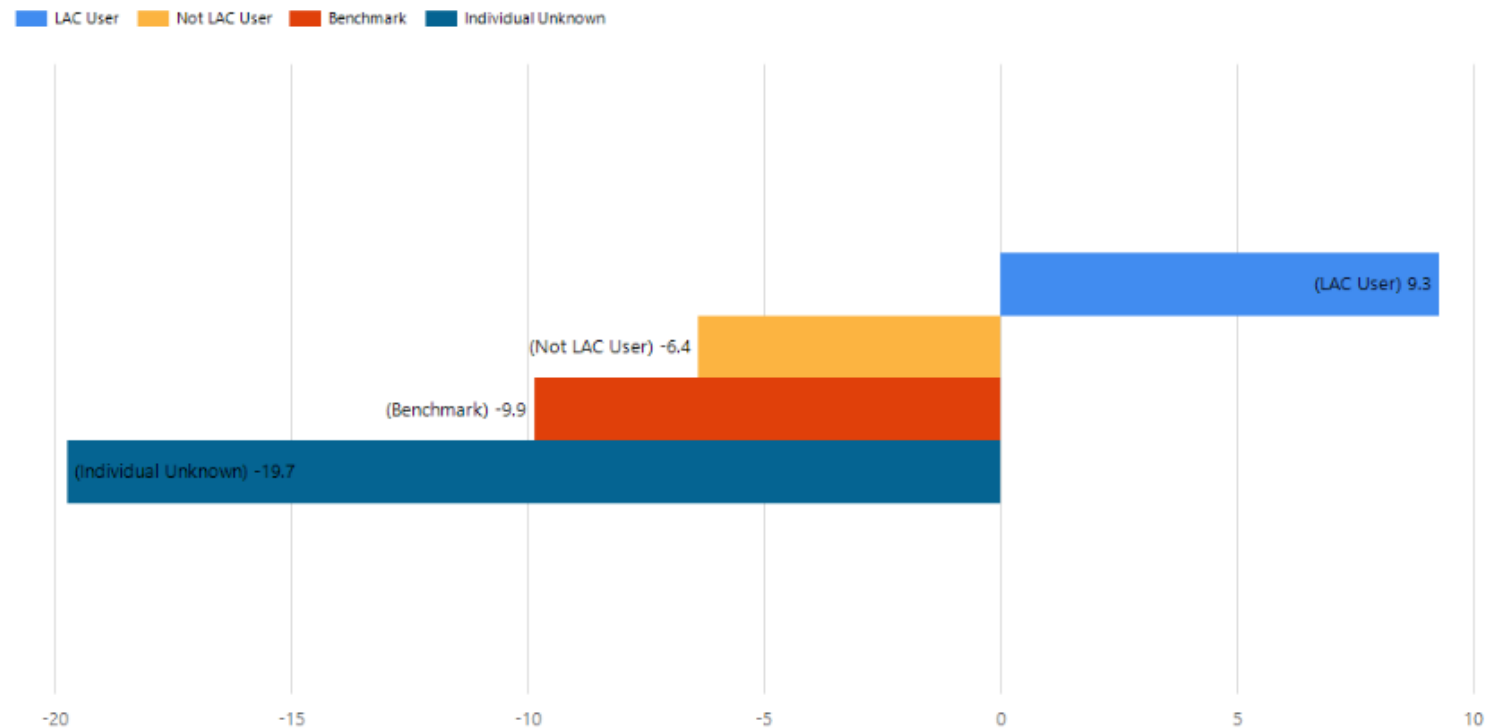


Aquatics Centre Users scored a 91% CSAT and provided the only positive overall NPS score of any survey group.

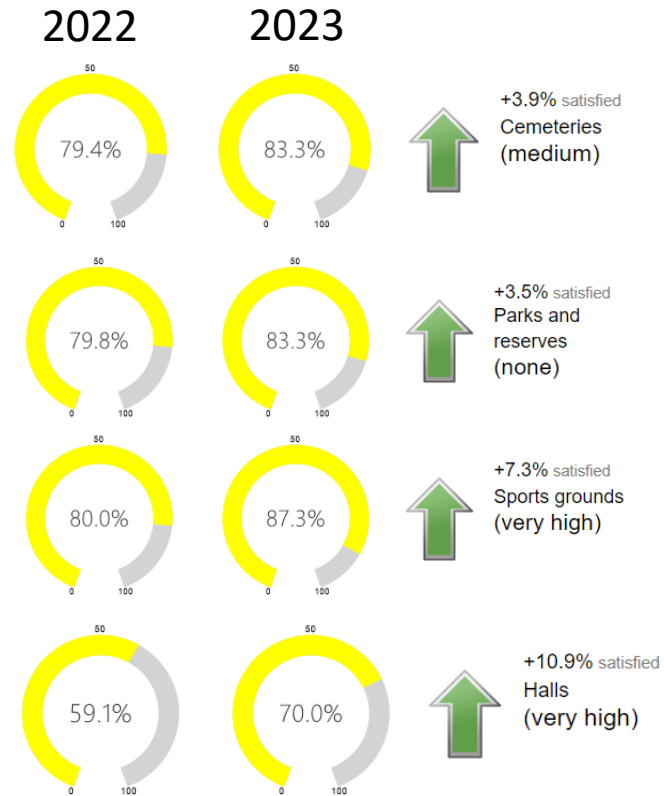


This compares to a 79% CSAT from emailable respondents and 51% CSAT from those that provided no email.

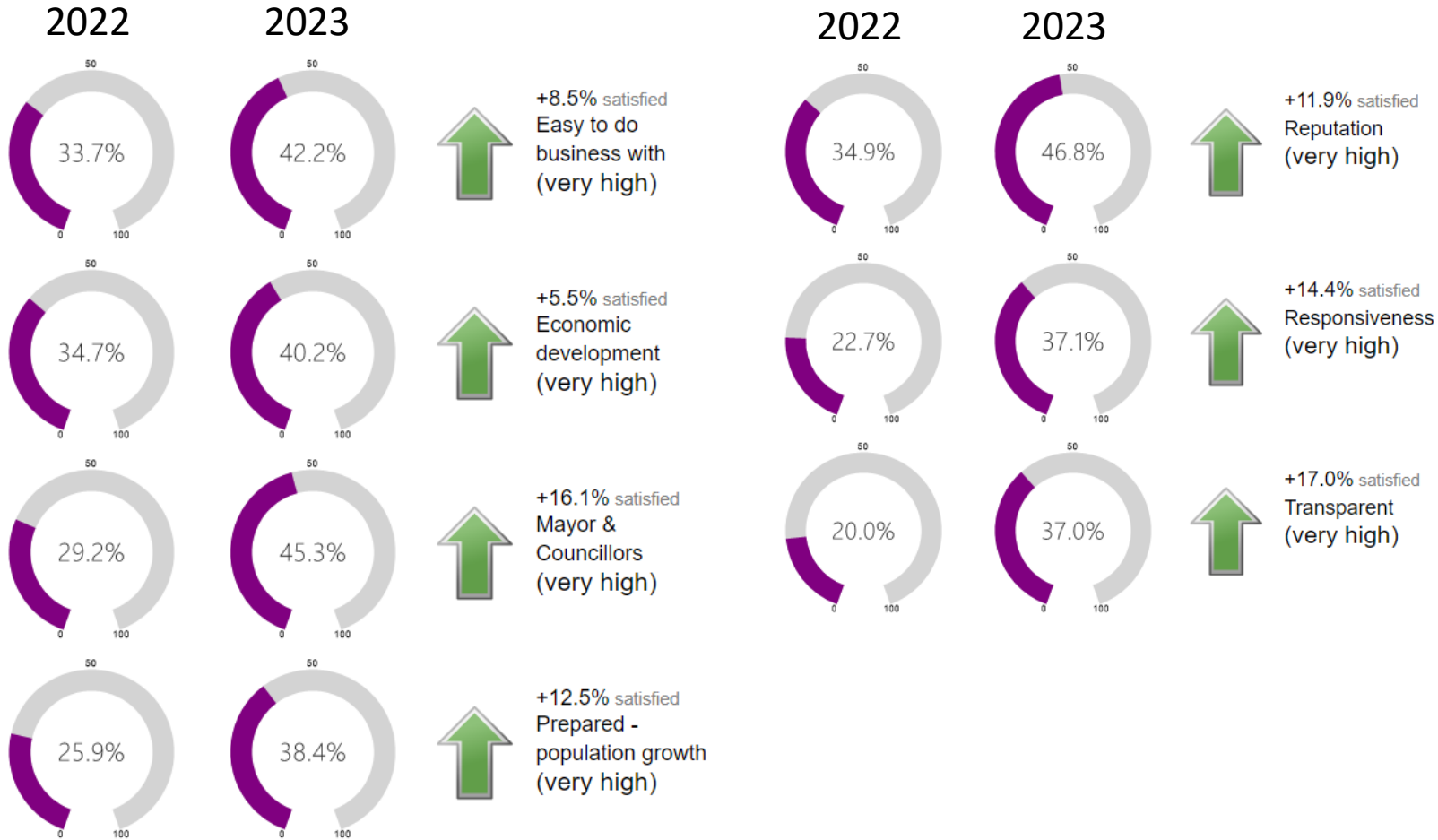
NPS Scores by LAC Group



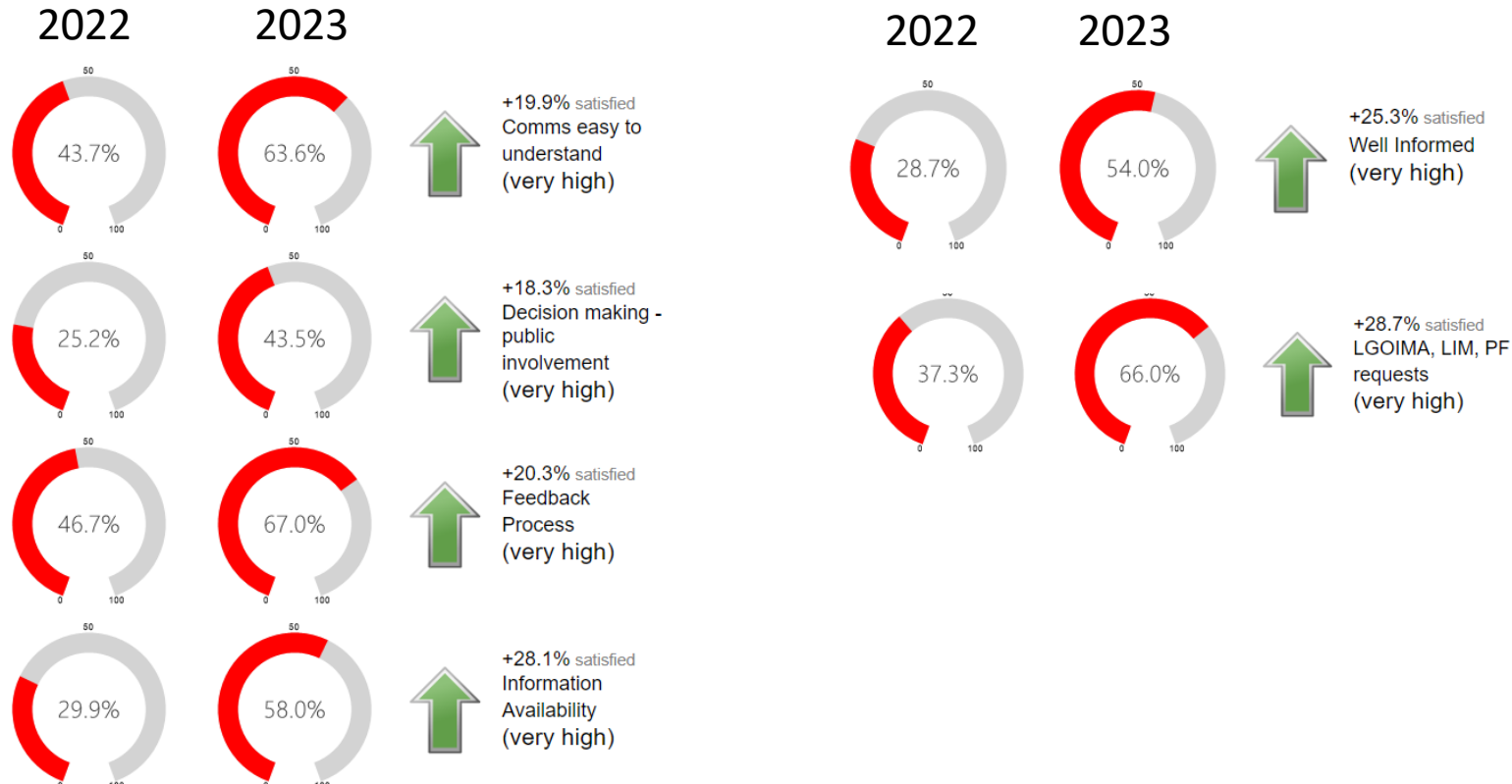
Sportsgrounds and Halls saw significant CSAT increases YoY.



We've shifted the dial with our Leadership & Reputation metrics, but still have a way to go.



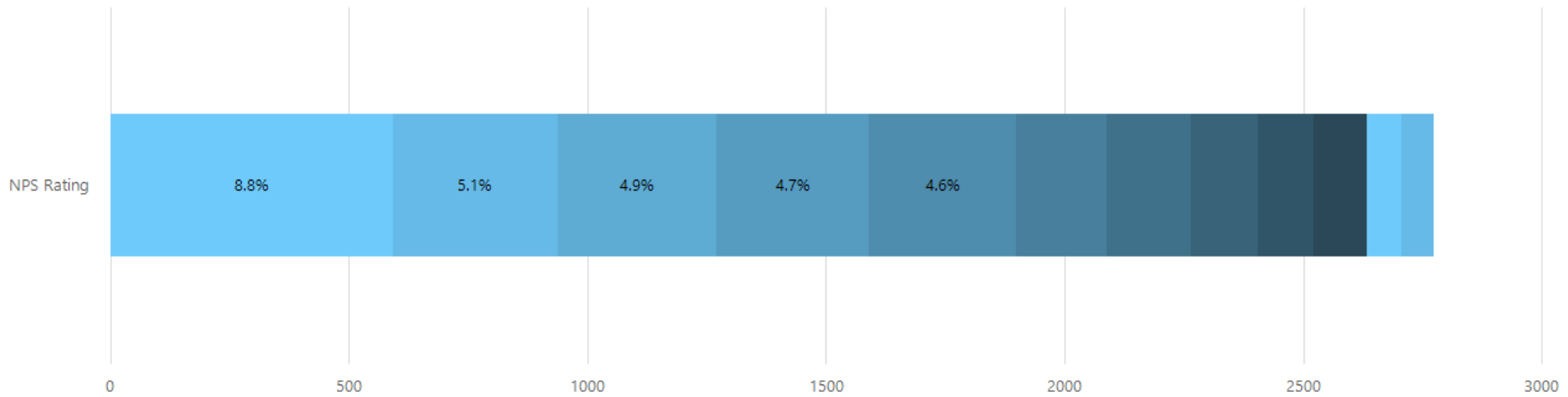
Comms & Engagement saw the most significant CSAT increases YoY of any survey.



Water is our community's biggest talking point, followed by Service and Roads.

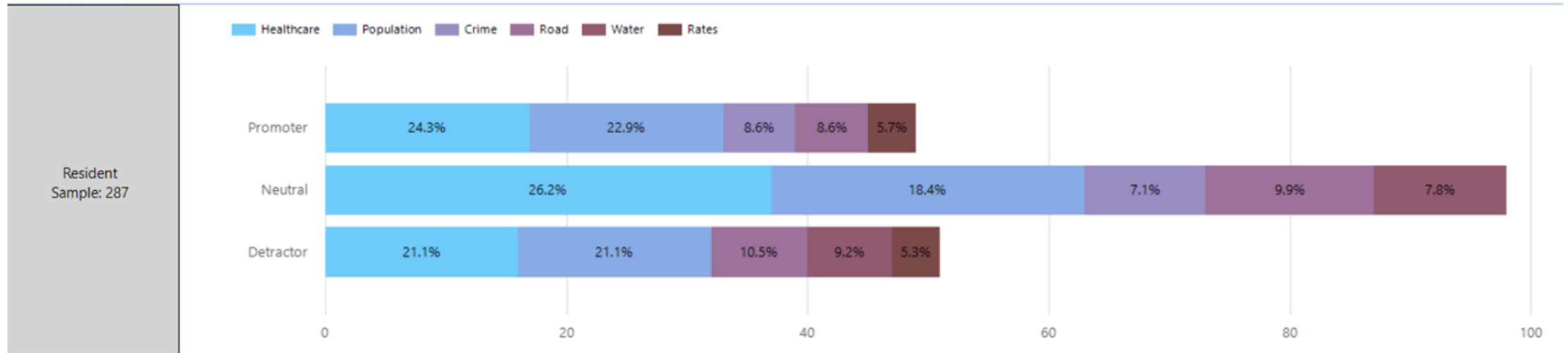
NPS Rating has NPS score of -9.9

Water Service Road Pool Rubbish Leadership Library Population Rates Healthcare Crime Dogs



Healthcare is our community's biggest concern followed by Population and Crime.

WHAT IS YOUR BIGGEST CONCERN ABOUT THE FUTURE OF THE HOROWHENUA DISTRICT?



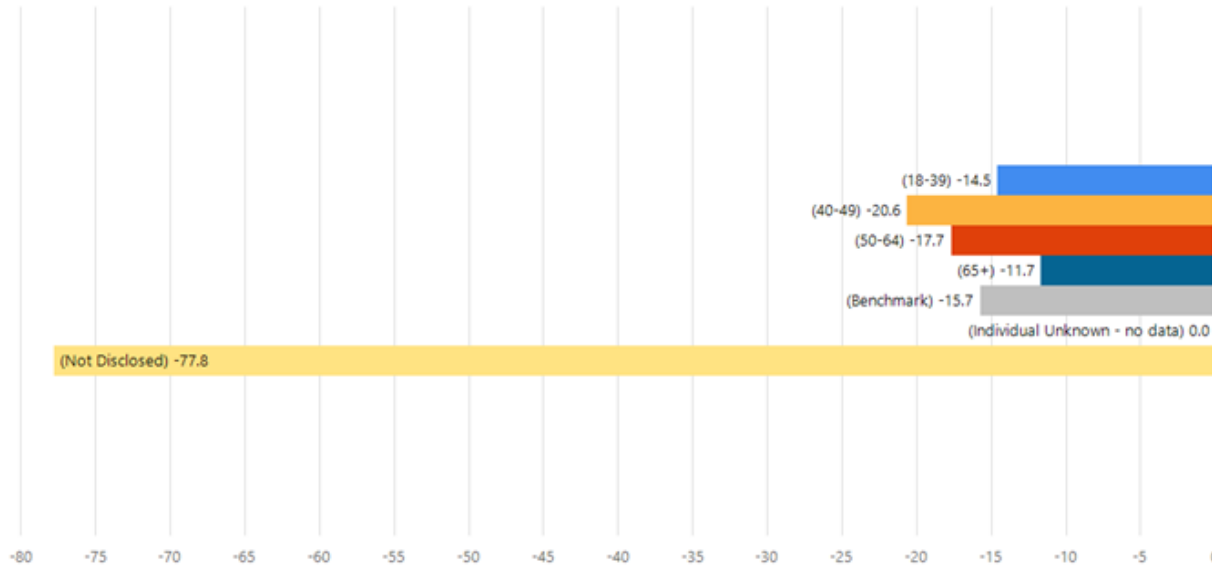
40-49 year olds increased NPS by 24 pts YoY, while 18-39 year olds were the group least happiest at -16.3.

2022

2023

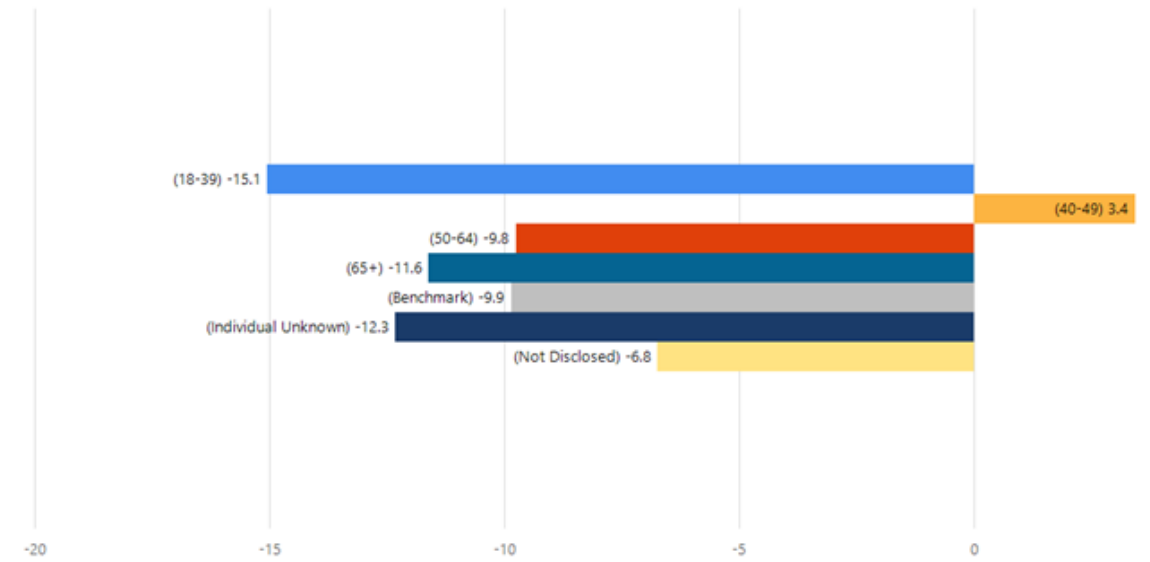
NPS Scores by Age Range

18-39 40-49 50-64 65+ Benchmark Individual Unknown - no data Not Disclosed



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18-39 40-49 50-64 65+ Benchmark Individual Unknown Not Disclosed

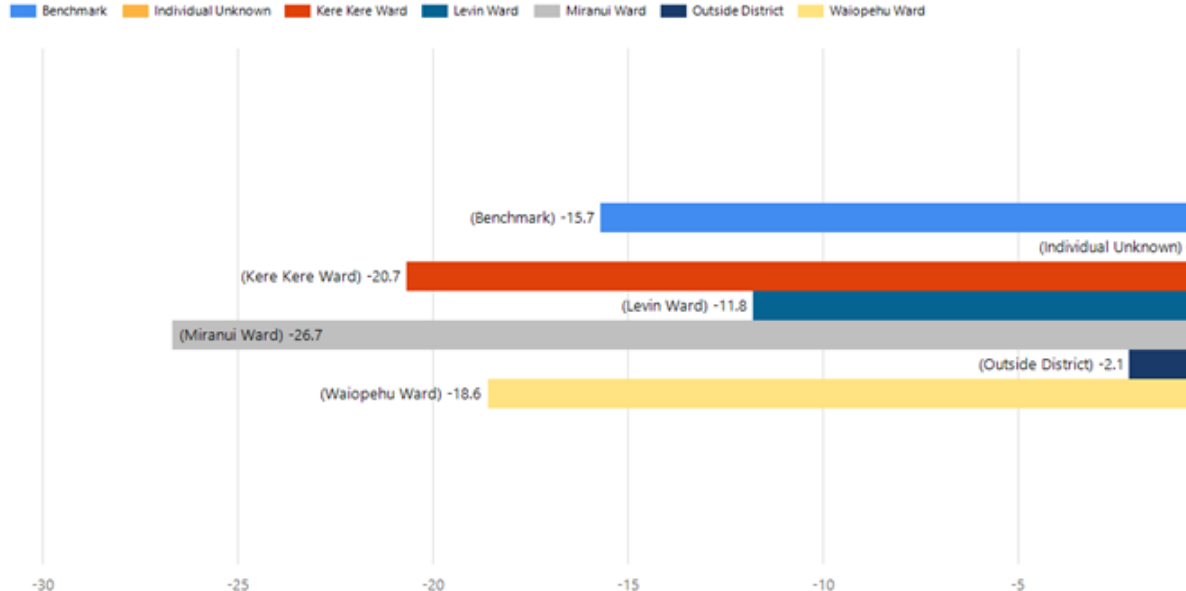


Levin Ward NPS improved 10.1 pts, Miranui Ward improved, but still least happiest ward.

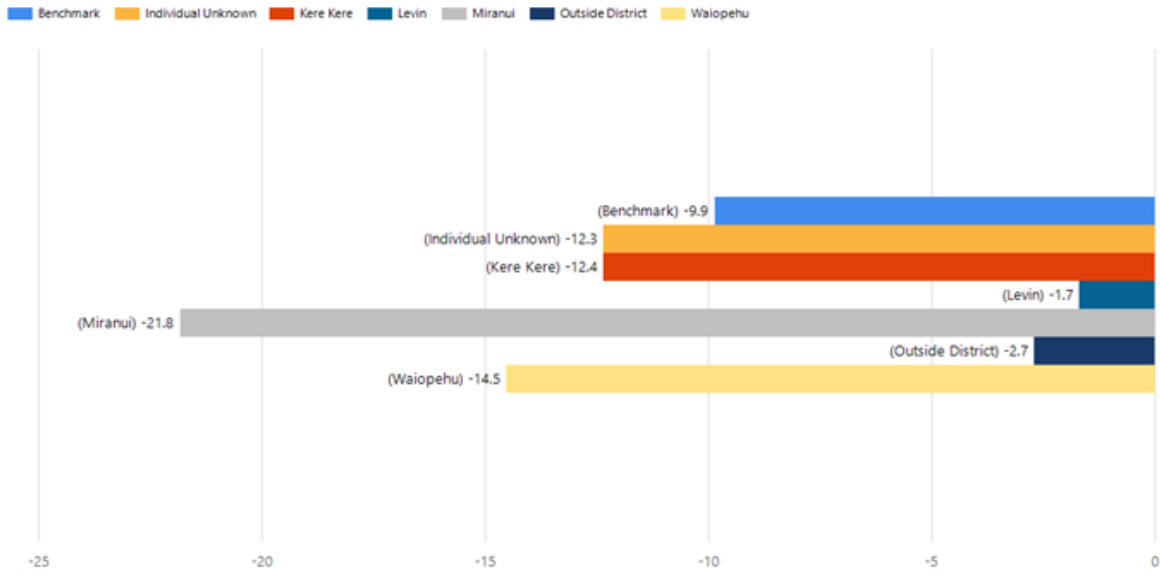
2022

2023

NPS Scores by Ward



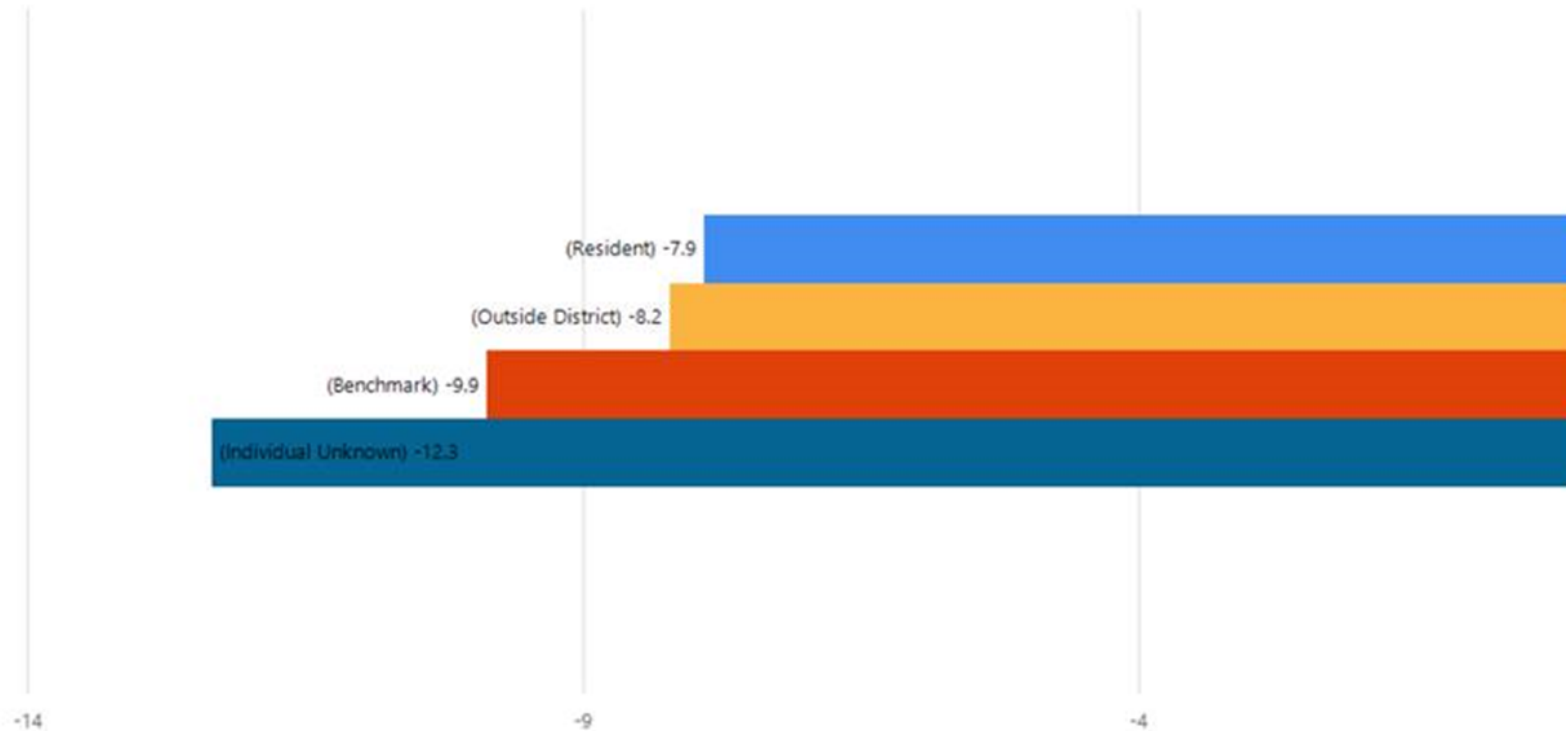
NPS Scores by Ward



Residents are happier than ratepayers who scored us an overall –10.5 NPS.

NPS Scores by Resident

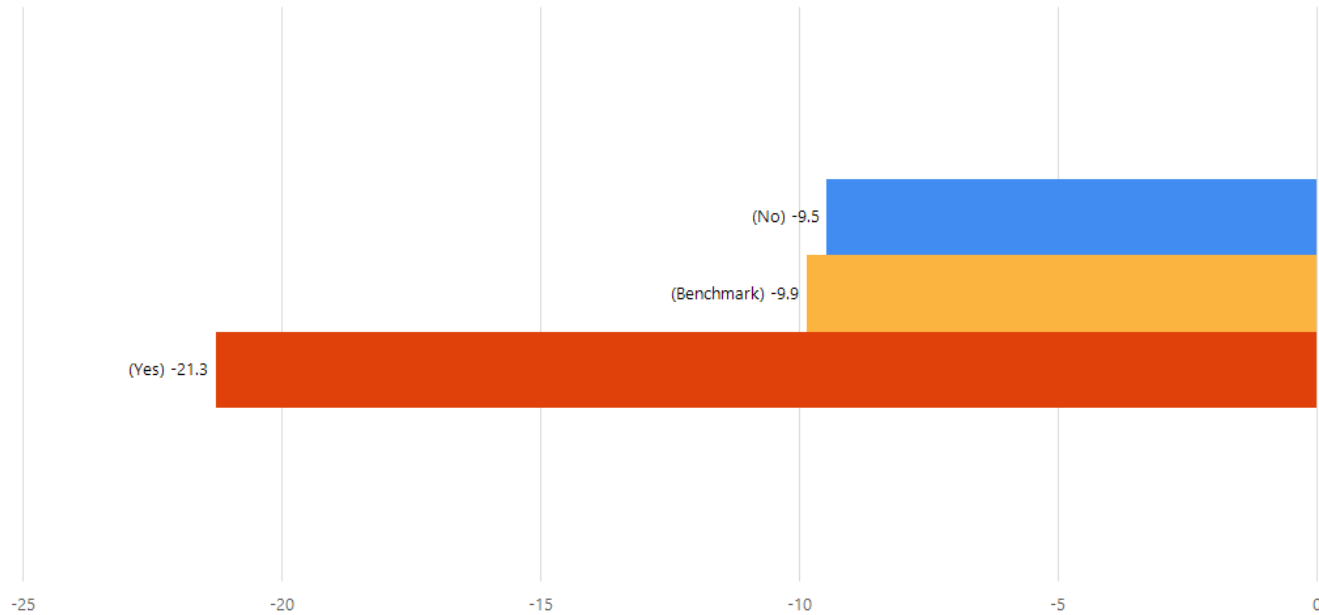
Resident Outside District Benchmark Individual Unknown



Business owners scored Council a -21.3 NPS, significantly below the -9.9 benchmark

NPS Scores by Business Owner

■ No ■ Benchmark ■ Yes



It's the putting right that counts.

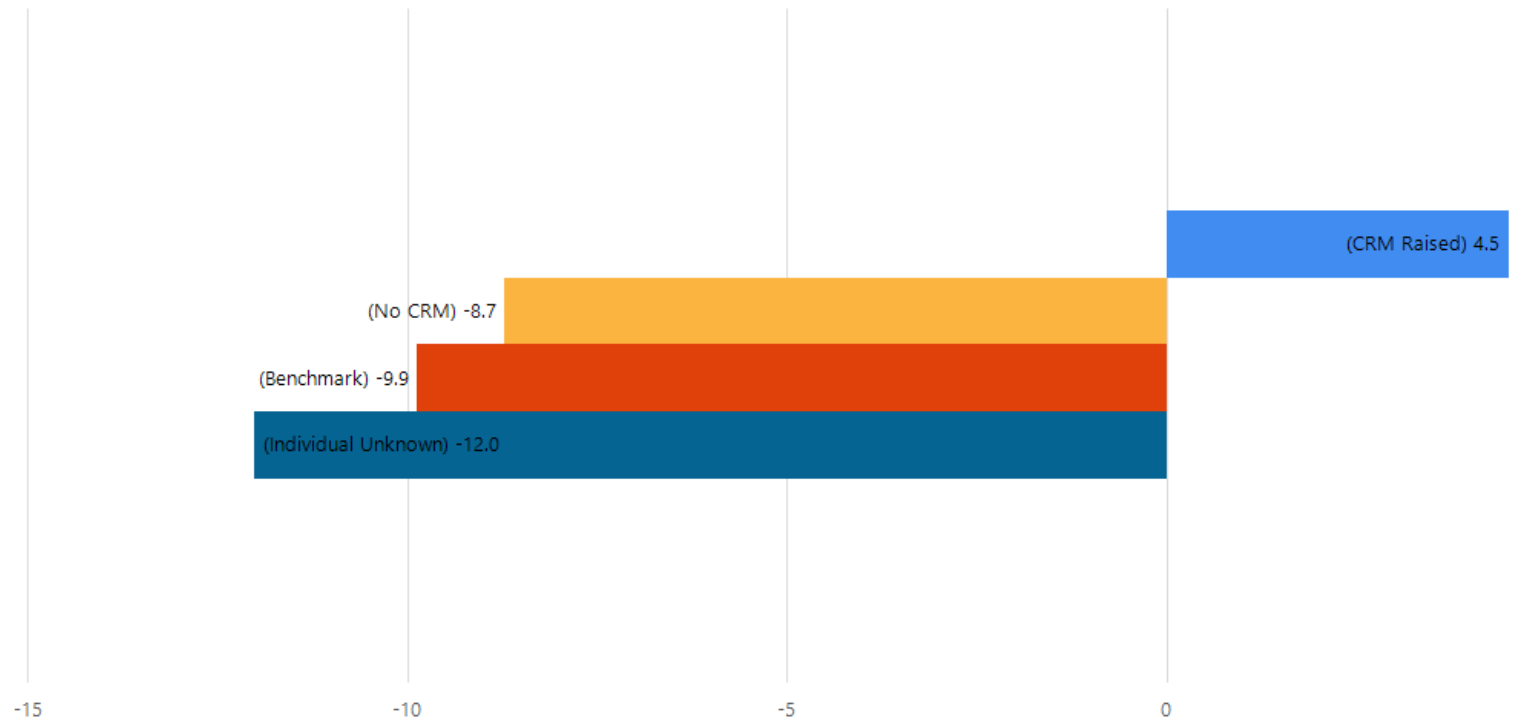
L.V. Martin & Sons



People that raised a rubbish CRM in the last year scored us a +4.5 NPS

NPS Scores by CRM - Rubbish

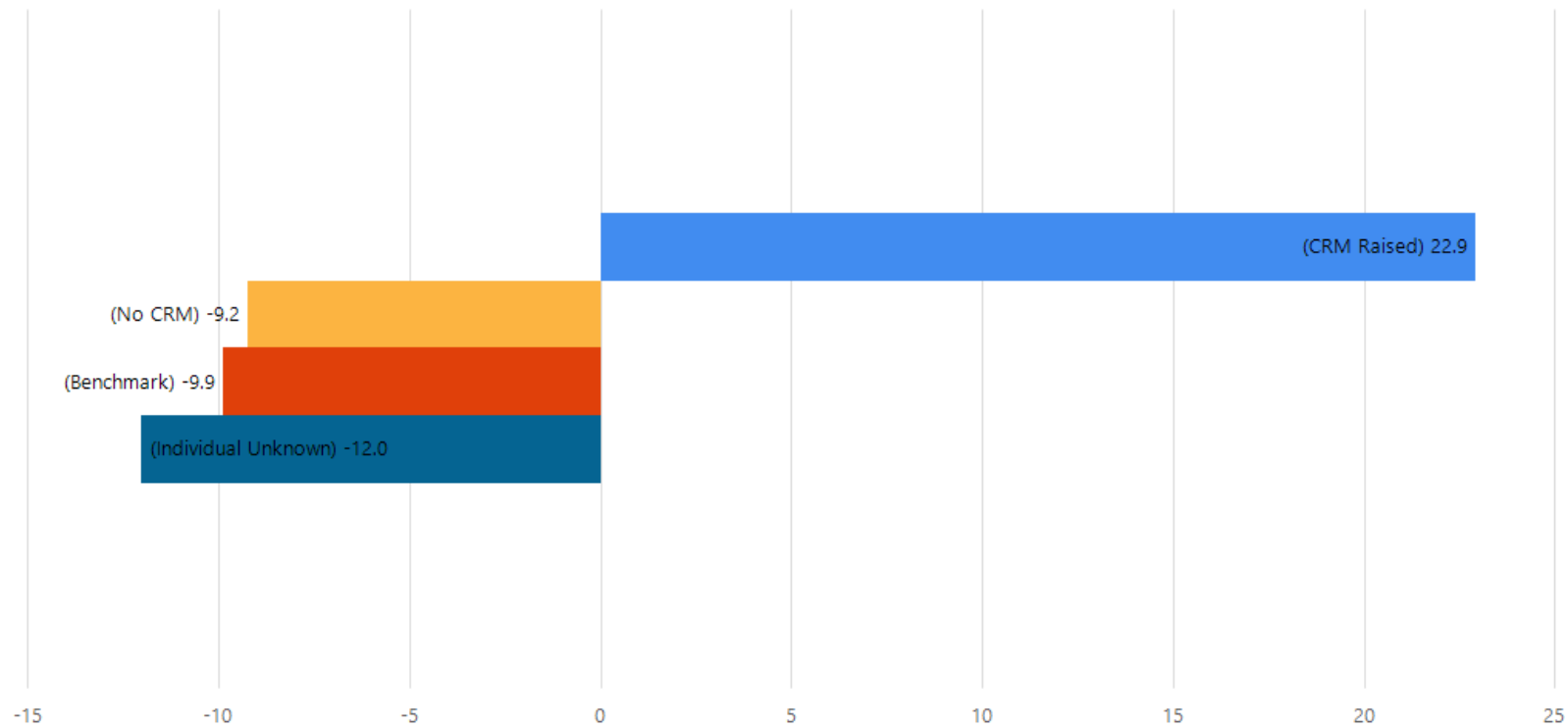
CRM Raised No CRM Benchmark Individual Unknown



People that raised a water CRM in the last year scored us a +22.9 NPS

NPS Scores by CRM - Water

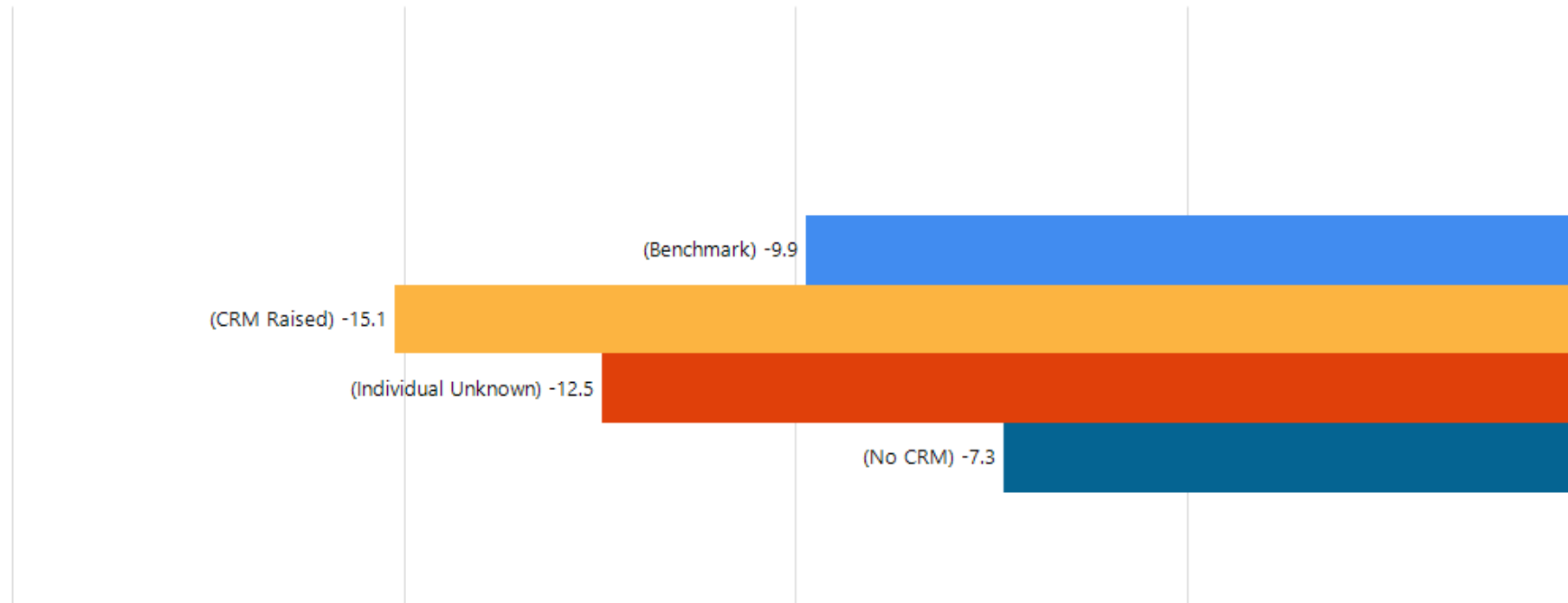
CRM Raised No CRM Benchmark Individual Unknown



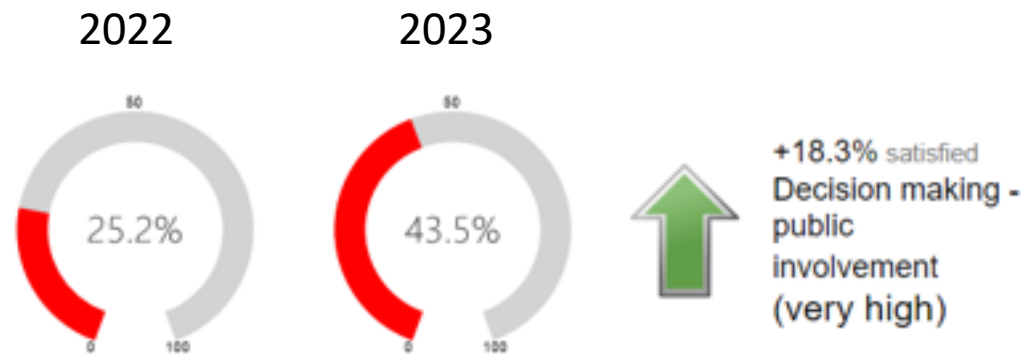
People that raised a roading CRM in the last year scored us -15.1 NPS

NPS Scores by CRM - Roading

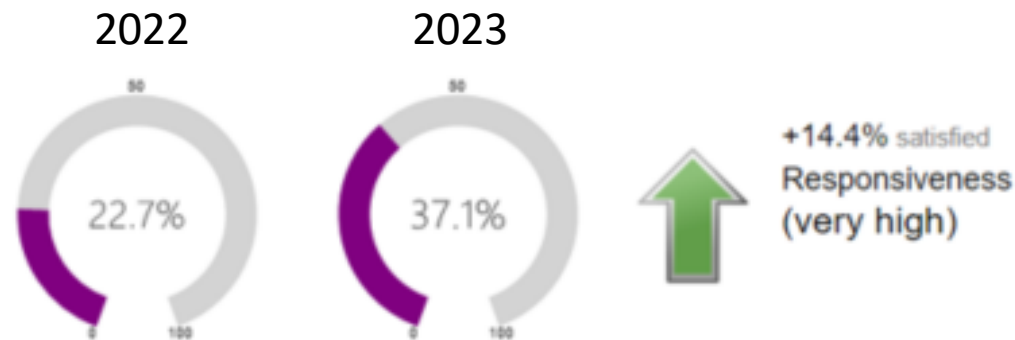
Benchmark CRM Raised Individual Unknown No CRM



Last year public involvement in decision making was the most significant contributor to overall NPS detractor score, focus on this area improved CSAT by 18.3% YoY.



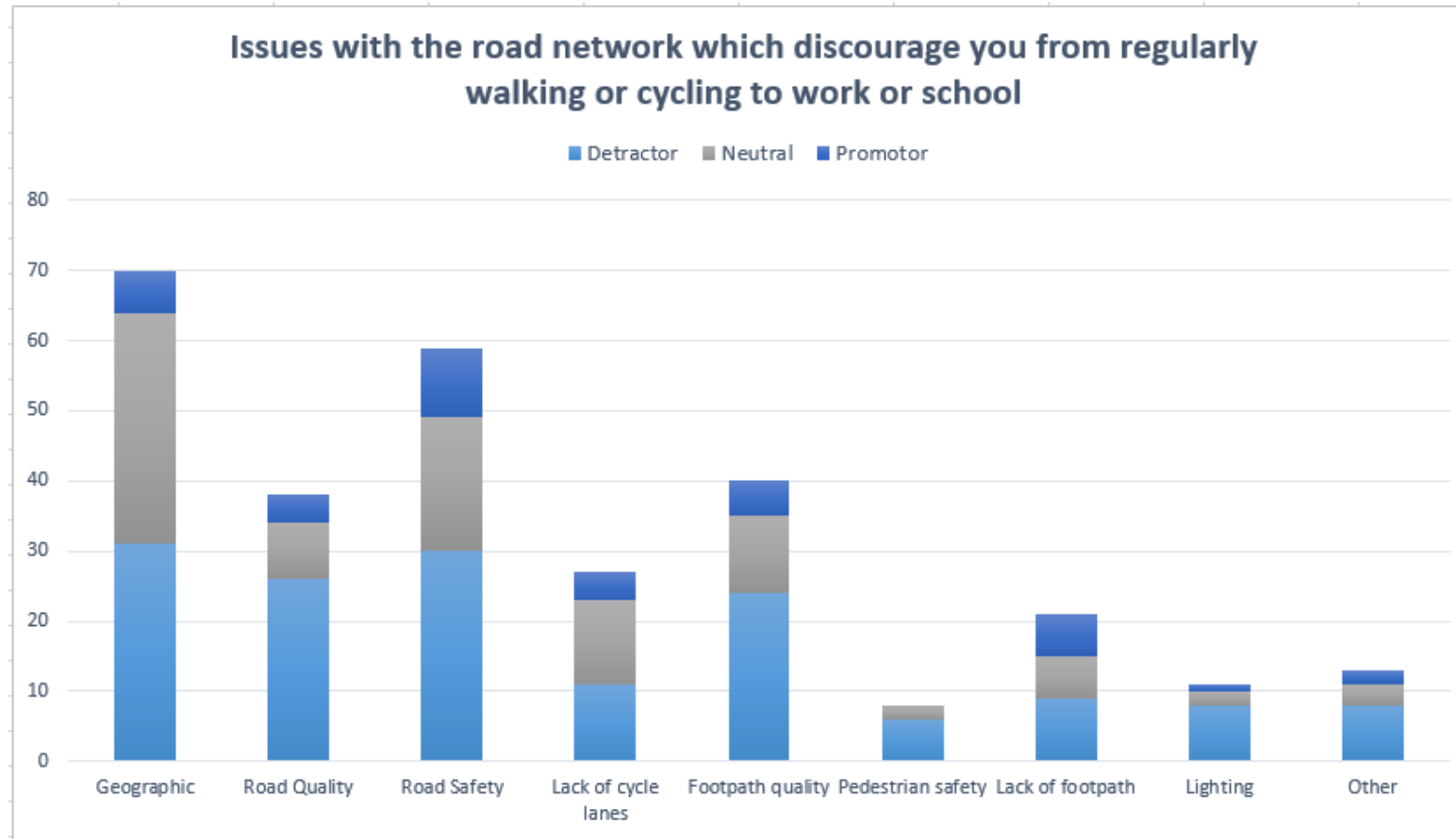
Responsiveness (or lack of it) is this year's most significant contributor to overall NPS detractor score at 37.1% CSAT.



Land Transport and Three Waters contributed significantly to NPS detractor scores.

- District Road maintenance, Footpath maintenance and Roding suitability (cyclists) had low performing CSAT.
- Drinking Water Quality and Stormwater were low performing CSAT areas with Drinking Water Quality decreasing by 9.3% YoY .

Road safety and geographic issues key barriers to walking or cycling.



- **Geographic issues** include rural roads, narrow roads, high speed roads and distance.
- **Road quality** includes potholes and roadworks
- **Road safety** includes traffic volumes, traffic speeds, other drivers
- **Footpath quality** includes uneven surfaces, overhanging vegetation.
- **Pedestrian Safety** includes availability of road crossings

75.7% of respondents disagreed or were neutral when asked if Council enables affordable housing in the district.



*32.4% were satisfied
Horowhenua has
accessible healthcare*



People's average score was 6.7/10 when asked about preparedness for an emergency event.



66.7% of respondents would like Council to consider making rainwater tanks mandatory for all new homes in the district.



Respondents scored an average 8.8/10 when asked how important it was to them to reduce, reuse and recycle.



***70% of respondents said yes or maybe
to – Would you support a Council
funded weekly kerbside food
waste collection?***



83% of respondents said yes or maybe to

***–
Would you support a Council funded
greenwaste wheelie bin collection?***



Example Hypothesis – If we increase our emailable base, we increase both NPS and CSAT.

15%↑

People that receive emails from us are 15% more satisfied than those that don't.

Key takeaways

- Wahoo! We've lifted results, but the work isn't finished.
- If we improve our responsiveness, we increase NPS.
- Our community are most satisfied with our Library Services at 95.4%
- Communications and Engagement saw the most significant increases in customer satisfaction across the board.
- Horowhenua is a great place to live saw the biggest jump at 32.4%
- Overall people that receive emails from us are 15% more satisfied than those that don't.

Project Learnings

- Improve the quality and quantity of our data so we can enhance our understanding of the community and communicate to a wider base.
- Roll out the implementation of Ask Nicely so we're collecting feedback constantly throughout the year in near real time, to remove research bias.
- Given time and resource constraints, we would've liked to hypothesise and explore the data and themes a little further.
- E.g. Why are 40-49 year olds happier? Is it due to initiatives like the splash pad, Donnelly Park, Holben Reserve. Is it because there were less severe weather events leading to flooding, or perhaps something else?
- Why is the Miranui Ward so unhappy? What were the key words associated with detractor scores for this Ward?



Food for thought – Should we include wellbeing metrics in our reporting?

According to Stats NZ, the four aspects of life that have a strong relationship with wellbeing are –

- excellent or very good health
- more than enough or enough money to meet everyday needs
- not felt lonely in the last four weeks
- no major problems (cold, damp, mould) with their home.

Source - <https://www.stats.govt.nz/information-releases/wellbeing-statistics-2021/#four>