



Moreland City Council

Moreland City Council

Community Satisfaction Survey 2020

ANALYTICAL REPORT

Report prepared for:

**Moreland City Council Research and Strategy Unit
90 Bell Street, Coburg 3058**

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1.0 Introduction

This report presents the findings from the 2020 Community Satisfaction Survey conducted by Wallis Market and Social Research on behalf of Moreland City Council. The survey methodology was compliant with the requirements set out by Local Government Victoria (LGV) to enable comparison of the survey data in the State-wide Local Government Community Satisfaction Survey and inclusion of particular questions in the Local Government Performance Reporting Framework (LGPRF).

1.1 Background and objectives

The key objectives of the survey are to assess the performance of Moreland City Council across a range of measures, and to seek insight into ways to provide improved or more effective service delivery. The survey is also designed to fulfil some of the statutory reporting requirements regarding Council performance.

1.2 Survey methodology

The survey was conducted by Computer Assisted Telephone Interviewing (CATI) among residents of the City of Moreland aged 18 years and over¹. A total of n=409 telephone interviews were conducted between 2 March 2020 and 15 March 2020. A team of 12 Wallis interviewers were briefed in person by the project team, prior to commencing fieldwork.

A sample of landline and mobile numbers, matched to the Moreland City Council area by postcode, was drawn at random from an accredited supplier of publicly available phone records that is used exclusively for market and social research. In order to improve the representation of younger and mobile only households, 70% of phone numbers in the sample were mobile phone numbers. This was an increase from 30% in 2019.

Minimum quotas of gender within age groups were applied during the fieldwork phase. The final survey sample was then weighted to match the demographic profile of Moreland City Council as determined by the 2016 Australian Bureau of Statistics (ABS) estimates. Specifically, the dataset compiled for this survey was weighted by age and gender. This is in line with the weighting approach used for the State-wide Local Government Community Satisfaction Survey. The unweighted and weighted distributions by age and gender are shown in Table 1 below.

Table 1 Sample characteristics: unweighted and weighted distributions

Characteristics	n	Moreland population ≥ 18	Unweighted	Weighted
Gender				
Male	191	64,100	47%	48%
Female	218	68,440	53%	52%
Age				
18-34	56	51,490	14%	39%
35-49	141	35,940	34%	27%
50-64	115	22,780	28%	17%
65+	97	22,320	24%	17%

Base n=409

¹ This year a multimode pilot was conducted, giving respondents who had been contacted by phone the opportunity to complete the survey online. The multimode pilot was conducted to test the potential for this approach to enhance sample representation, particularly participation by the 18-34-year-old cohort. Online results have been provided to Moreland City Council and are excluded from this report at its discretion.

The questionnaire was based on the State-wide Local Government Community Satisfaction Survey, with some of the questions being required by the State Government (“Core” questions). Additional questions rate Council’s performance on a broader range of “responsibility areas” while others gather qualitative feedback. New questions were included in 2020 to measure community perceptions of service priorities for Council, and challenges that Council may face in delivering services. The questionnaire took just under 12 minutes on average when conducted by telephone interview. The questionnaire is provided in Appendix 1.

1.3 Guide to this report

Index Scores

Many questions in the survey ask respondents to rate Council performance on a five-point scale (from “Very good” to “Very poor”, with an additional possible response of “Don’t Know/Not sure”). An indexed mean score (or “Index Score”) has been calculated for these ratings of Council performance.

Utilising the same procedure as employed in the State-wide survey, the Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with “Don’t know” responses excluded from the analysis. As shown in the example Table 2, the “% RESULT” for each scale category is multiplied by the “INDEX FACTOR”. This produces an “INDEX VALUE” for each category, which are then summed to produce the “INDEX SCORE”. In the Table 2 example, this equates to an INDEX SCORE of 60.

Table 2 Example of Index Score calculation

SCALE CATEGORIES	% RESULT	INDEX FACTOR	INDEX VALUE
Very good	9%	100	9
Good	40%	75	30
Average	37%	50	19
Poor	9%	25	2
Very poor	4%	0	0
Don't know	1%	-	-
			INDEX SCORE: 60

Rounding

Percentages are generally rounded to whole numbers. Some totals may not add to 100 percent due to rounding.

Base sizes and reliability

Base sizes shown in the tables and figures indicate the number of people who answered each question. Apart from questions where a “Don’t know” response provides insight to respondent perceptions, those who gave a “Don’t know” response to a question are excluded from the results calculation for that question.

The 2020 results have been tested for statistically significant differences when compared to the results for 2019. The maximum margin of error on a sample of approximately n=400 interviews is +/-4.9% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. A multiple comparison correction has been applied to reduce the potential for identifying statistically significant differences where they do not exist.

Verbatim responses

Verbatim responses to the open-ended questions in the survey have been reviewed and coded into themes.

2.0 Results overview

An overview of the results for the Moreland Community Satisfaction Survey in 2020 is shown below in Table 3, alongside results in the previous two years. The index score is used to enable comparison of results with the State-wide survey and historical results.

Where a cell is highlighted in red, this indicates a statistically significant decline on this measure when compared to results in the previous year only. There were no statistically significant changes in results on any of the measures in 2020 compared to the 2019 results.

Table 3 Time series results overview

Responsibility Area		Index Score		
		2018	2019	2020
Decline from previous year				
Waste Management	Q1q. Keeping your local area generally free of litter	66	60	63
	Q1r. Waste management	71	66	66
Parking, Roads & Footpaths	Q1h. Parking facilities	52	44	45
	Q1g. Traffic management	53	52	49
	Q1d. The condition of sealed local roads in your area	62	57	57
	Q1f. The condition of local footpaths in your area	57	57	57
Public Spaces	Q1o. Providing arts and cultural opportunities	72	71	71
	Q1v. Environmental sustainability	67	61	61
	Q1m. Recreational facilities	73	70	69
	Q1l. Supporting the diversity of the Moreland community	77	74	75
	Q1n. Providing a range of spaces for young people	66	62	62
Planning & Decision Making	Q1t. Planning for population growth in the area.	49	45	45
	Q1s. Council's general town planning policy.	51	45	46
	Q1c. Decisions made in the interest of the community	59	54	56
Consultation & Communication	Q1a. Community consultation and engagement	60	53	53
	Q1e. Informing the community	63	58	56
Support services, Library & Lobbying	Q1j. Family support services	73	65	68
	Q1k. Elderly support services	71	66	62
	Q1p. Library services	81	78	78
	Q1b. Lobbying on behalf of the community	60	55	54
Overall performance		2018	2019	2020
Q2. Overall performance		64	60	61
Q6A. Direction of Moreland City Council's overall performance				
Improved		29%	20%	19%
Stayed the same		59%	65%	68%
Deteriorated		12%	15%	13%
Customer Service		2018	2019	2020
Q4. Contact with Moreland City Council - yes		66%	58%	65%
Q6. Customer Service Performance Score		73	68	68

3.0 Results in detail

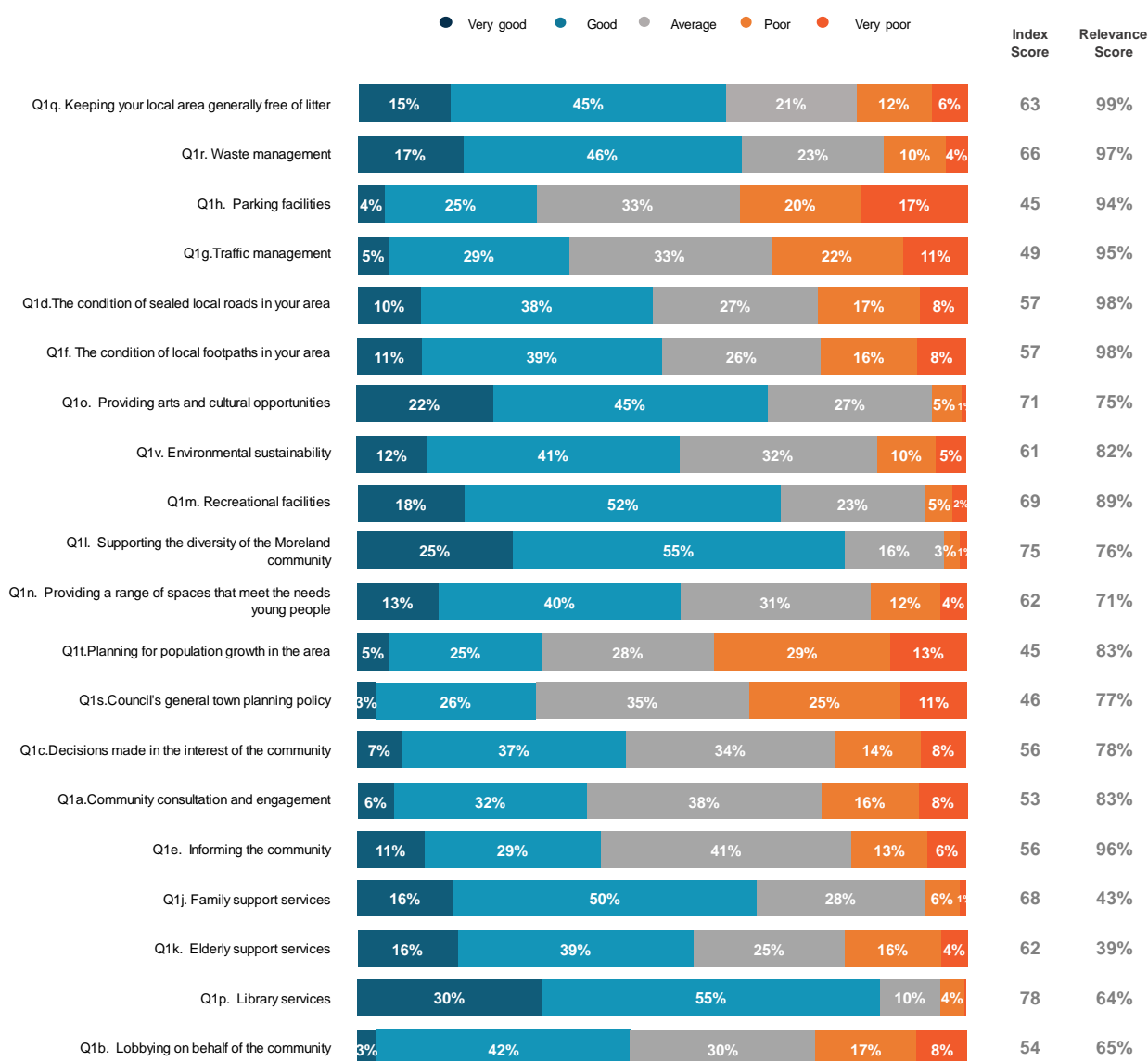
3.1 Responsibility area performance in 2020

Figure 1 provides a detailed breakdown of the percentage of responses on the rating scale of “Very good”, “Good”, “Average”, “Poor” and “Very Poor” for each of the responsibility areas measured in the 2020 survey. The results have been calculated with “Don’t know” and “Refused” responses excluded from the base.

Each measure is accompanied by a “relevance score”. This score is the inverse of the percentage of respondents who gave a “Don’t know” response for that responsibility area. This score assumes that a responsibility area is relevant to a greater proportion of the community if fewer people provide a “Don’t know” response for that question.

An indexed mean score (or “Index Score”) is also shown for these ratings of Council performance (see [section 1.3](#)).

Figure 1 Summary of results for responsibility areas



3.2 Areas of high satisfaction

Moreland City Council is rated highly on each of the following responsibility areas, all showing relatively high indexed scores:

- Library services (78)
- Supporting the diversity of the Moreland community (75)
- Providing arts and cultural opportunities (71)

3.3 Areas of low satisfaction

The following responsibility areas show the lowest indexed scores:

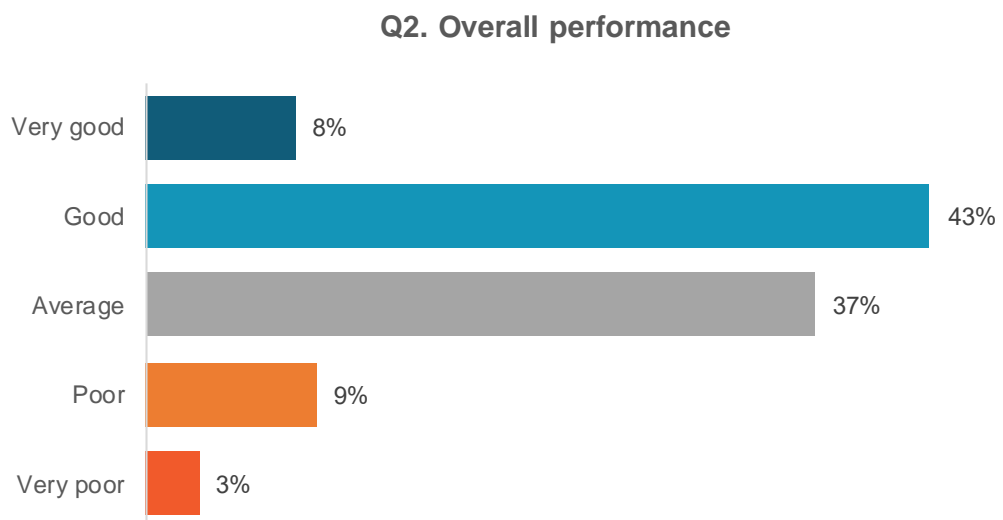
- Parking facilities (45)
- Planning for population growth in the area (45)
- Council's general town planning policy (46)
- Traffic management (49)

3.4 Council's overall performance in 2020

As one of the core questions for the State-wide survey, respondents were asked to evaluate Council's **overall performance** for the last twelve months across all responsibility areas. The results are shown in Figure 2 and exclude "Don't know" responses.

- ▶ **The indexed score for Council's overall performance is 61 in 2020.**

Figure 2 Ratings of Council's overall performance in 2020



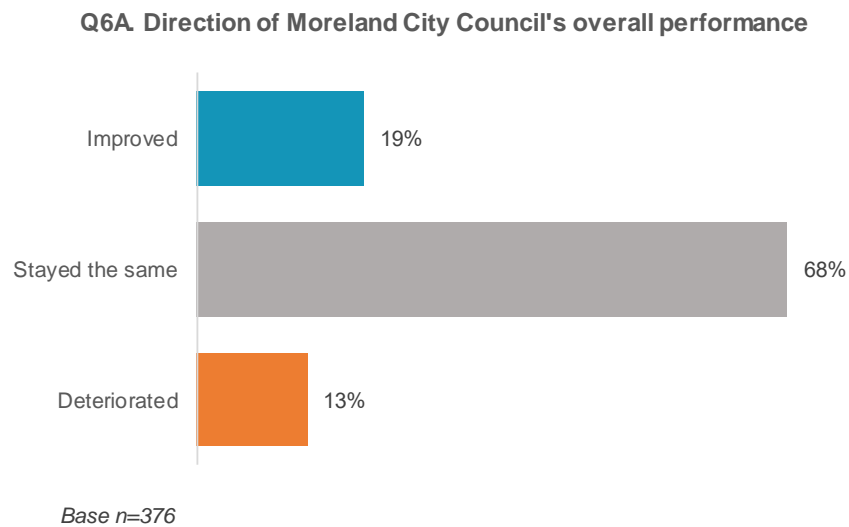
Base n=404

3.5 Direction of Council's overall performance

Another core question in the State-wide survey asks respondents to rate the direction of Council's performance over the last 12 months, using an "Improved / Stayed the same / Deteriorated" scale. The results for Moreland City Council in 2020 are shown in Figure 3, with "Don't know" responses excluded from the calculation.

Most respondents rate Council's overall performance as stable over the last 12 months, with a small percentage indicating that overall performance had deteriorated (13%).

Figure 3 Direction of Council's overall performance in 2020



3.6 Links between overall performance and individual area scores

To understand the links between overall performance and individual responsibility area scores, an analysis was undertaken which calculates a “Derived Importance” score for each of the responsibility areas.

The Derived Importance score for each attribute (responsibility area), is calculated using the Relevance score for the attribute (as described in [Section 3.1](#)) multiplied with the strength of the relationship between the service area and overall performance ratings (this is measured using correlation – the closer the correlation coefficient is to “1.0”, the stronger the relationship).

Table 4 shows the calculated Derived Importance scores for each attribute, in order from highest to lowest score, alongside the percentage of positive ratings of performance (Net “Good” and “Very Good”) on each attribute.

The best way to visualise the attributes relative to each other in terms of the relationship between Derived Importance and Performance, is to map them in a “Strategic Window”, as illustrated and described on the following pages.

Table 4 Derived Importance vs Performance on each attribute

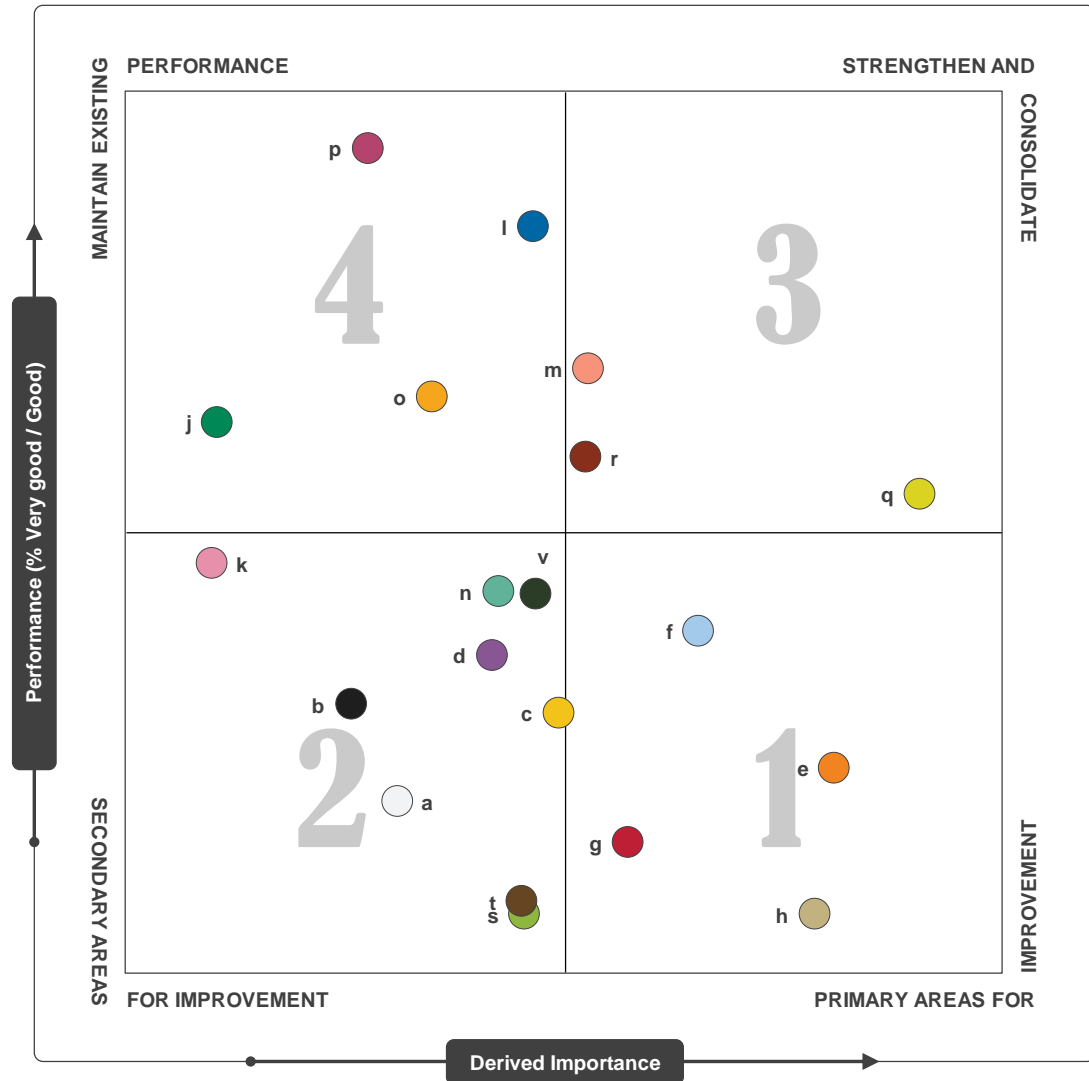
Attributes in order of Derived Importance Score	Relevance score	Correlation coefficient	x-axis	y-axis
			Derived Importance	Performance (% Net Positive)
q. Keeping your local area generally free of litter	0.99	0.60	0.59	60%
e. Informing the community	0.96	0.56	0.54	40%
h. Parking facilities	0.94	0.56	0.52	29%
f. The condition of local footpaths in your area	0.98	0.45	0.44	50%
g. Traffic management	0.95	0.41	0.39	35%
m. Recreational facilities	0.89	0.41	0.37	70%
r. Waste management	0.97	0.38	0.37	63%
c. Decisions made in the interest of the community	0.78	0.44	0.35	44%
v. Environmental sustainability	0.82	0.40	0.33	53%
l. Supporting the diversity of the Moreland community	0.76	0.43	0.33	80%
s. Council's general town planning policy	0.77	0.42	0.32	29%
t. Planning for population growth in the area	0.83	0.39	0.32	30%
n. Providing a range youth space options	0.71	0.43	0.31	53%
d. The condition of sealed local roads in your area	0.98	0.31	0.30	48%
o. Providing arts and cultural opportunities	0.75	0.35	0.26	67%
a. Community consultation and engagement	0.83	0.28	0.24	38%
p. Library services	0.64	0.34	0.22	86%
b. Lobbying on behalf of the community	0.65	0.31	0.20	45%
j. Family support services	0.43	0.26	0.11	66%
k. Elderly support services	0.39	0.28	0.11	55%

Figure 4 on the following page represents a “Strategic Window” that visually identifies the key areas to focus on improving, based on the Derived Importance score vs. the Performance Score for each service area. The four quadrants of the Strategic Window can help to inform strategic decisions about where to focus efforts on service improvement, in order to improve overall performance, as follows:

- 1) **Bottom right quadrant:** Identifies those services that are considered to be relatively important (high derived importance score) to the community and in which the results indicate Council has underperformed (low performance score). These are considered “high priority” areas to focus on improving, in order to improve Council’s overall performance score.
- 2) **Bottom left quadrant:** Identifies service areas in which the results indicate Council has performed poorly (low performance score) and which are considered of relatively lower importance to the community (low derived importance score).
- 3) **Top right quadrant:** Indicates service areas that are considered relatively important (high derived importance score) and performing well (high performance score).
- 4) **Top left quadrant:** Indicates service areas that have a high performance score and are considered to have relatively low importance (low derived importance score) compared to other service areas. It is considered as still beneficial to ensure service standards are maintained in order to maintain Council’s overall performance score.

- ▶ Hence, as illustrated below, the analysis indicates that key areas for Council to focus on improving in order to improve its overall performance are; informing the community (e), parking facilities (h), the condition of local footpaths (f), and traffic management (g).

Figure 4 Strategic Window: Importance vs. Performance



- a Community consultation and engagement
- b Lobbying on behalf of the community
- c Decisions made in the interest of the community
- d The condition of sealed local roads in your area
- e Informing the community
- f The condition of local footpaths in your area
- g Traffic management
- h Parking facilities
- j Family support services
- k Elderly support services
- l Supporting diversity
- m Recreational facilities
- n Range youth space options
- o Providing arts and cultural opportunities
- p Library services
- q Keeping your local area generally free of litter
- r Waste management
- s Council's general town planning policy
- t Planning for population growth in the area
- v Environmental sustainability

3.7 Reasons for poor performance ratings for selected questions

This section of the report examines each responsibility area that was followed up with an open-ended question where a “Very poor” or “Poor” rating was given, to gather qualitative information on the reasons for ratings given. These responsibility areas are:

- Community consultation and engagement
- Decisions made in the interest of the community
- Planning for population growth in the area

For each area, the verbatim comments were coded into the response categories shown in a table, which also shows the percentage of comments allocated to each category. Responses may be coded to more than one category, so percentages may be greater than 100 per cent. “Don’t know” and “Refused” responses are excluded from the calculations. The table is then followed by examples of comments relating to the key themes identified.

3.7.1 Community consultation and engagement

The dominant reason given by respondents for a negative rating of Council’s performance on consultation and engagement is that there is no consultation, or that they never hear from the Council (40%). Nearly a fifth (19%) of those asked the reason for their negative rating stated that Council does not listen or makes decisions regardless of residents’ concerns. Smaller percentages of respondents stated a need for more consultation and communication (13%), while others indicated a lack of awareness of consultation or need to publicise consultation activities (12%).

Table 5 Community consultation and engagement – reasons for negative ratings

Q1x(a) Reason for poor community consultation/engagement rating	%
There is no consultation/never hear from the council	40%
Don't listen/ make decisions regardless of residents' concerns	19%
Needs to be more consultation/communication	13%
Not aware of any consultation/need to publicise	12%
Too concerned with minority/special interest groups/don't consult the wider community	7%
Poor customer service/advice/never return calls/don't follow through	4%
Other	10%

Base n=93

- ““ I've never received an invitation for any community consultation. I don't know what they are doing.
- ““ We no longer get a local newspaper. There are no letterbox drops. I'm a busy person, I don't have time to surf the internet, or scroll through social media feeds, for brief snippets. If you can't get me through the mail, then you're not engaging with me.
- ““ Because I can't really see what avenues I can take to be heard as a member of the community. Maybe there is stuff going on I don't know about.
- ““ We don't get any communication. If you can't go to the Town Hall you don't know.
- ““ This is the first time I feel I have been consulted. There has been some mail, but I don't check it.

- “ Because it hasn't been distributed to local community in the way they can understand it. Not everyone reads local papers. A lot of people throw them out. Probably TV is only way to get through to some people.
- “ I feel like we get notified of what's happening, rather being consulted.
- “ They engage the community, but seem to disregard it and go with their own agenda.
- “ They're not listening to residents, rather, listening to developers.
- “ I did not go to the meeting but I read reports (on Facebook) regarding traffic and parking and they did not listen to the ratepayers.
- “ I haven't heard anything, I get no notifications inviting me to give my opinion or to participate in consultations. No awareness at all if there is any.
- “ Well, because if they are consulting, I'm not aware of it. They are not very visible. I don't know what they're doing.

3.7.2 Decisions made in the interest of the community

The need for more consultation and/or communication (26%) is the most frequently cited reason for a negative rating of Council's performance on decisions made in the interest of the community. A similar percentage mentioned problems with traffic management and/or parking (24%). One in five of those asked the reason for their negative rating referred to ineffective town planning or inappropriate development. Some respondents stated that Council is too concerned with minority or special interest groups and does not consult the wider community, with this reason accounting for 16% of responses. The same percentage justify their rating on the maintenance of public amenities and spaces. There is also a perception of Council not listening or making decisions regardless of residents' concerns (15%).

Table 6 Decisions made in the interest of the community – reasons for negative ratings

Q1x(c) Reason for poor decision making rating	%
Needs to be more consultation/communication	26%
Problems with traffic management/parking	24%
Ineffective town planning/inappropriate development	20%
Too concerned with minority/special interest groups/don't consult the wider community	16%
Better/more frequent maintenance of public amenities and spaces	16%
Don't listen/make decisions regardless of residents' concerns	15%
Profits/rates	7%
Cutbacks/decisions made which impact vulnerable residents	3%
The council favours one locality over others	1%
Other	12%

Base n=80

- “ There's not been enough consultation.
- “ They can communicate better with people. They should email people instead of relying on local paper, which some people don't get any more. Everyone, almost, has email.
- “ You never see anybody from the Council and you don't get notification on what's going on, I don't think they communicate very well with the rate payers.

- “ Because they have made decisions about parking restrictions without consultation.
- “ Too much development. Too much approval for multi-unit blocks, and not enough planning for parking and public transport etc.
- “ The parking restrictions even for residents, now we have to pay for a permit to park where we live. A lot of our houses have no off-street parking.
- “ Inappropriate development. Too built up. Too many apartment buildings that are too high.
- “ I think they're biased. They're favouring smaller groups in the community and pandering to them even when they may not be requesting it.
- “ I think decisions are made in the interests of developers rather than the community.
- “ They don't listen to the community. They drive their own agenda.
- “ They do not listen to the objections from the residents.

3.7.3 Planning for population growth in the area

Respondents are most likely to give a negative rating of Council's performance on planning for population growth in the area due to concerns about high-density and high-rise development in the municipality, coupled with perceptions of crowding and too much housing development (73%). Nearly a third reason that parking is not keeping up with population growth (31%). Over a quarter stated that roads/paths/ transport cannot keep up with population growth in the municipality (28%), while traffic congestion was cited by nearly a quarter of respondents (24%). Insufficient infrastructure (14%) and apprehensions about the capacity of amenities and facilities to keep up with population growth (15%) are also key reasons for respondents giving a negative rating of Council's performance on this responsibility area. A smaller percentage mentioned Council prioritising income from development over community concerns (11%).

Table 7 Planning for population growth in the area – reasons for negative ratings

Q1x(t) Reason for poor planning for population growth rating	%
Too much high density/high-rise development/crowding/too much housing development	73%
Parking not keeping up with population growth	31%
Roads/paths/transport can't keep up with population growth	28%
Traffic congestion	24%
Insufficient infrastructure	14%
Amenities/facilities can't keep up with population growth	12%
Council prioritising income from development over community concerns	11%
Poor construction standards	4%
Other	5%

Base n=147

- “ In my area it is due to development, which I don't have an issue with, but the facilities are not there to support everyone living there.
- “ I feel like our area is overpopulated with town houses and high-density housing for the infrastructure available.

- ““ *The traffic is congested and there's more cars with the population growth and many residential spaces don't have car parks so there's a lot of cars on the street.*
- ““ *Buildings going up (apartment blocks) but no planning for the recreation spaces or family services which are additionally going to be required.*
- ““ *Far too much developments without parking.*
- ““ *Because there are a heap of high rises – building upwards – and not enough roads to deal with the growing population.*
- ““ *There has not been any additional amenities – parking, transport, toilets, infrastructure, shopping centres – just basic amenities.*
- ““ *Too much traffic and not good management of traffic issues.*
- ““ *It seems that the population is growing but the infrastructure is not keeping up.*
- ““ *The council keeps approving developments but not parking requirements. There's not enough parking.*
- ““ *It's encouraging too much population by constant redevelopment. The transport and roads can't cope with the amount of people.*
- ““ *I think there needs to be more community spaces for people to congregate.*
- ““ *There is a lot of apartments going up but no improvement to roads and transport for the higher population.*
- ““ *Because they don't provide green space and allowing too much development.*
- ““ *Lack of green spaces, increased buildings and lack of proper transport.*
- ““ *It seems that development is rapid without services put into place.*
- ““ *The infrastructure does not meet the needs of a high-density population. Developers are buying land, building high rises. There's no car parking, you can't drive down the street.*
- ““ *The infrastructure to accommodate are not conducive to manage the growth, the roads, trainlines are just not coping.*
- ““ *With all of the units being built, there's nowhere left to park. There's no parking.*
- ““ *They are overcrowding the area.*

3.8 Contact with Council and customer service ratings

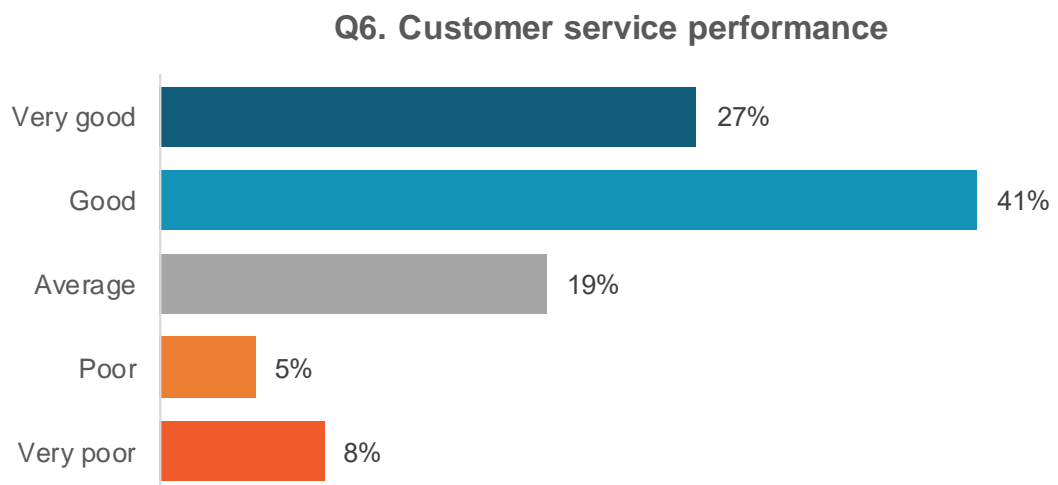
All respondents were asked whether they or a member of their household had any contact with Moreland City Council over the past 12 months. Contact may have been in person, in writing, by telephone, by text message, by email or via their website or social media. Over half of the residents surveyed (65%) said they had contact with Council over the past twelve months.

As a core question in the State-wide survey, respondents who indicated that they or a member of their household had contact with Council were asked to rate the customer service that they received.

- ▶ **The indexed score for Council's customer service performance is 68 in 2020.**

Figure 5 shows the distribution of ratings for Council's customer service performance.

Figure 5 Rating of Council's customer service in 2020



Base n=276

All respondents who rated Council's customer service were asked a follow-up open-ended question to provide reasons for their ratings. Those who rated customer service as "Average" gave mixed reasons, but the tendency was negative. Therefore, comments for average ratings were combined with "Poor" and "Very poor" ratings for the thematic analysis.

3.8.1 Reasons for positive ratings of customer service (very good, good)

Table 8 shows the coded reasons for positive ratings of Council's customer service. Respondents are most likely to mention the friendliness and politeness of staff (32%) or that the staff are informative, knowledgeable and/or provide a good explanation (32%). Helpfulness (28%) and quick resolutions and/or fast response times (27%) are also frequently mentioned. Getting an issue resolved and/or a satisfactory outcome; and feeling that the staff member is caring, understands the respondent and listens to them were also key drivers of positive ratings for this measure, each accounting for 15% of mentions. Responsiveness was cited by 14% of respondents giving a positive rating for Council's customer service.

Table 8 Reasons for positive ratings of customer service

Q6C - Reason for positive customer service rating	%
Friendly/polite	32%
Informative/knowledgeable/provided a good explanation	32%
Helpful	28%
Quick to resolve issues/fast response time	27%
Issue resolved/satisfactory outcome	15%
Caring/understanding/listen	15%
Responsive/follow up	14%
Easy to contact	2%
No problem/Good service NFI	1%
Other positive	11%

Base n=185

Examples of reasons for positive ratings of customer service are provided below:

- “ Because the person genuinely listened to me, understood why I would be asking the question, and they gave me additional information that I hadn't even thought of asking for, but it was very relevant.
- “ They responded to the email in a timely manner and gave me the information I was after.
- “ It was a text message and it was very modern, up to date, and effective as a mode of communication.
- “ They were speaking to my father who has broken English, they broke it down in a way that he would understand what was being communicated to him.
- “ The person was bright and sparky, articulate, very helpful. Explained process very thoroughly and gave me a reference number for the thing that was being actioned.
- “ Staff were friendly and knew what they were doing.
- “ The person was extremely helpful, resolved the issue extremely quickly.
- “ They were resourceful, helpful and polite.
- “ They were prompt, and resolved the issue I was enquiring about.
- “ Good communication, good follow up, and prompt service.

- ““ *They are very polite, nice and efficient.*
- ““ *Just very responsive. Very informative. The information provided was accurate.*
- ““ *They listened and responded well.*
- ““ *They listened, responsive, understanding and friendly. Easy to talk to.*

3.8.2 Reasons for negative ratings of customer service (average, poor, very poor)

Table 9 shows the coded reasons for negative ratings of Council's customer service. Respondents are most likely to mention unresponsiveness as the reason for their rating (37%). Over a quarter who gave a negative rating quantified their rating in relation to the time it took for a response or action from Council (28%). Some respondents perceive staff as uncaring (14%), with the same percentage indicating that they are dissatisfied with the outcome or their issue was not resolved.

Table 9 Reasons for negative ratings of customer service

Q6C - Reason for negative customer service rating	%
Unresponsive/no follow-up/no response	37%
Slow to respond/slow to act	28%
Uncaring	14%
Issue unresolved/unsatisfactory outcome	14%
Rude/unfriendly	12%
Hard to contact/can't get through to the right person	3%
Unhelpful	3%
Other	21%

Base n=89

Examples of reasons for negative ratings of customer service are provided below:

- ““ *They were nice to talk to, but no follow up.*
- ““ *It was done online, and I didn't get an answer. I noticed the job was done, but there was no communication.*
- ““ *When you are writing Facebook post they don't get back to you.*
- ““ *I didn't really get a response.*
- ““ *The length of delay to reply back to the enquiry.*
- ““ *Lack of response is the biggest, they are very slow in trying to help.*
- ““ *It took a couple of weeks to get a response, it was through the email system.*

3.9 Perceived service priorities for 2020

To help Council understand the Moreland community's perceptions of which service areas Council is responsible for and should be their focus in the following twelve months, a new open-ended question was added to the survey in 2020. Respondents were asked what in their opinion should be the main service priority for Moreland City Council in the next 12 months. This was asked prior to the battery of responsibility area questions, to ensure that respondents were not influenced in their response to this question by mentions of the responsibility areas and to capture a "top of mind" response.

Table 10 shows the coded responses for respondents' perceptions of service priorities for Moreland City Council in the next 12 months. Road design and/or maintenance is the top service priority (23%), while fifteen percent mentioned other services and/or facilities. Slightly less percentages mentioned more or improved trees, greenery, and parks (13%), and more or improved parking (12%). Keeping the area clean and maintained is perceived as the main service priority by 11% of respondents. More and/or improved waste collection and recycling both received 10% of mentions.

Sixteen percent of respondents do not know what the main service priority should be for Council.

Table 10 Perceived service priorities for Council in 2020

P1. Service priority	%
Improved road design/maintenance	23%
Other services/facilities	15%
More/improved trees/greenery/parks	13%
More/improved parking	12%
Keep the area clean/maintained	11%
More/improved waste collection	10%
More/improved recycling	10%
Public transport	7%
Over-development/population growth	7%
Bicycle infrastructure	7%
Footpaths/pedestrian facilities	5%
Lower rates/costs	2%
Business development	1%
Crime/safety	1%
Other	4%
Don't know	16%

Base n=406 P1. Briefly, in your opinion what should be the main service priority for Moreland City Council in the next 12 months?

Examples service priority comments are provided below:

- “ To provide basic services and amenities to the City of Moreland: parks, gardens, sporting facilities, rubbish collection and removal, ensuring people have a good community environment and facilities.
- “ Addressing traffic management and control. Working with state government, for investment in pedestrian and cycling infrastructure, and public transport.
- “ The condition of the roads, and the management of the roads.
- “ Local amenities, rubbish, waste, infrastructure.

- “ Keeping the streets clean.
- “ Bins, Rates and Roads.
- “ Bicycle road safety and level crossing removals.
- “ Uplifting the current parks and creating more would be good.
- “ Better services for elderly, better upgrade of footpaths and roads areas that need it.
- “ Maintenance of assets, such as libraries, pools and parks.
- “ Greening up and getting more trees and making it friendlier for pedestrians.
- “ Recycling and waste management, the rate of development, traffic congestion and lack of bike paths.
- “ Improving facilities for young and growing families, such as green spaces, transport accessibility for young families.
- “ Making it easier for the elderly to get around. Make more services available for the elderly.
- “ They need better transport infrastructure and parking.
- “ I would like to see it more green. Less apartments. I would like to see more parks and trees. Streetscaping. Open green spaces.
- “ Roads, parks, footpaths, potholes and trees.
- “ More trees in parks, nature strips making the area greener; adding a community garden.
- “ Cleaner public spaces, roads, footpaths and parks.
- “ Providing amenities to go with the sky rail; such as green spaces, open spaces, bike paths, footpaths.
- “ Housing density and greening the council - more public spaces and parks and planting.
- “ Making sure there is enough green spaces so that people can be active and well.
- “ Community resources, like parks, bike paths.
- “ Responsible planning.
- “ More mental health services and aged care.
- “ Health, but I would normally say environmental concerns such as bike paths and reducing emissions.
- “ I'd like planting of trees to continue along the verges, as some streets are still a bit bare and that will help the climate.
- “ Healthcare for the elderly. Community services for the elderly.
- “ More bike paths, toilets and facilities for children in parks.

3.10 Perceived challenges for Council delivering services

To help Council understand the Moreland community's perceptions of challenges and risks to Council delivering services within their responsibility areas over the next twelve months, another new open-ended question was added to the survey in 2020. Respondents were asked what in their opinion is the biggest challenge that Council faces in delivering services to the Moreland community. This was after the battery of responsibility area questions, informing respondents' understanding of the breadth of services Council provides.

Table 11 shows the coded responses for respondents' perceptions of challenges for Moreland City Council. Population growth is perceived as the biggest challenge for Council, being mentioned by a quarter of respondents. This is followed by over-development (12%) and community consultation and communication (12%). Representing the community was cited by 11% of respondents. Slightly fewer percentages mentioned traffic management (9%), improving the condition of roads and footpaths (9%), and parking (7%).

Table 11 Perceived challenges for Council in 2020

C1. Biggest challenge	%
Population growth	25%
Over-development	12%
More community consultation/communication	12%
Represent the community/not follow their own agenda	11%
Traffic management/congestion	9%
Improving condition of the roads/footpaths	9%
Parking	7%
Public transport	5%
More/improving waste collection	5%
Town planning	4%
Funding	4%
Work to serve all of the community/Serving a very diverse community	4%
Infrastructure	4%
Rising rates/costs	4%
More/improving recycling	2%
Aged health	2%
Cleaning/maintenance	2%
More/improving greenery/parks/trees/green spaces	2%
More/improving bicycle facilities	1%
Other	15%

Base n=409 C1. Finally, in your opinion, what is the biggest challenge that Council faces in delivering services to the Moreland community?

Examples perceived challenges comments are provided below:

- “ Making everybody happy. Because we have lots of young families coming in and because there are old residents here, it is hard to find a balance for peoples' differing needs.
- “ Like most councils, it's getting the finance they need.
- “ More interaction with the public. Getting the public excited about the changes and wanting to be part of the changes.

- “ Recycling. They require a better waste separation system. More information is required as to where the recyclables are going.
- “ Being future focused. Mainly around town planning, infrastructure planning, and environmental sustainability.
- “ Managing the medium to high density developments and the extra residents and environmental outcomes from the extra residents.
- “ No problem increasing population, but no balance of open spaces or design of apartments to give back to the community.
- “ It's an aged population, there's a challenge there for meeting services for the aged.
- “ I think the diversity of the community, as much as that's great, it provides a wider spread of needs.
- “ Overdevelopment is the challenge.
- “ Cost versus reward, keeping costs down and delivering more services.
- “ When they introduce the 4 bin garbage system it is going to be very difficult to implement because of the parking situation created by the Council.
- “ Keeping the parks in good condition, fixing the potholes.
- “ Overall communication, being transparent, showing the ratepayers what is going on, what actions they are taking.
- “ There is a lot of development going on which is resulting in increased traffic and congestion and parking issues.
- “ I think dealing with the population growth and providing enough infrastructure or planning accordingly.
- “ It's been difficult to get childcare services because of the increasing population.
- “ Delivering on the expectations of a large cross-section of people with the limited budget that they have.
- “ The population is increasing fast and so not enough space for parking.
- “ To diminish the carbon footprint, promote economically feasible recycling, to maintain and improve green spaces.
- “ The influx of people and how you manage the transportation services, be it cars on the road or bike paths or people walking.
- “ Roads, rates, and rubbish.

Moreland City Council

WG4722 Community Satisfaction Survey 2020

Questionnaire FINAL

SCREENING

ASK ALL

S1a We need to make sure we are speaking with people who live in the City of Moreland Council area. In which suburb of the Moreland City Council area do you live?

PROMPT IF NECESSARY

- | | | |
|----|---|---------------------|
| 01 | Brunswick | |
| 02 | Brunswick East | |
| 03 | Brunswick West | |
| 04 | Coburg | |
| 05 | Coburg North | |
| 06 | Fawkner | |
| 14 | Fitzroy North | GO TO S1b |
| 07 | Glenroy | |
| 08 | Gowanbrae | |
| 09 | Hadfield | |
| 10 | Oak Park | |
| 11 | Pascoe Vale | |
| 12 | Pascoe Vale South | |
| 13 | Tullamarine | GO TO S1b |
| 97 | (DO NOT READ) None of these | GO TO CLOSE1 |
| 98 | (DO NOT READ) Refused / Prefer not to say | GO TO CLOSE1 |

IF S1A=13 OR 14 ASKS1B, ELSE GO TO PRE-S2

S1b Since that suburb crosses a local Council boundary, can you please confirm that Moreland City Council is your local Council?

DO NOT READ OUT

- | | | |
|----|-----------------------------|---------------------|
| 01 | Yes - confirmed | |
| 02 | No / unsure | GO TO CLOSE1 |
| 98 | Refused / Prefer not to say | GO TO CLOSE1 |

PRE-S2: ASK S2 IF LANDLINE NUMBER, ELSE SKIP TO S3

S2 Also, we just wish to speak to residents, not businesses, in the City of Moreland. Can you confirm that this is a residential household?

DO NOT READ OUT

- | | | |
|----|-----------------------------|---------------------|
| 01 | Yes - confirmed | |
| 02 | No / unsure | GO TO CLOSE1 |
| 98 | Refused / Prefer not to say | GO TO CLOSE1 |

ASK ALL

S3 Have you or has anyone in your household worked in a market research organisation or local government anywhere in the last three years?

DO NOT READ OUT

- | | | |
|----|----------------------------------|---------------------|
| 01 | Yes / Unsure / Prefer not to say | GO TO CLOSE2 |
| 02 | No | |

ASK ALL

S4 INTERVIEWER RECORD GENDER: / What is your gender?

- 01 Male
- 02 Female
- 90 Other

ASK ALL

S5 Which of the following age groups are you in?

READ OUT

- 01 Under 18 **GO TO CLOSE3**
- 02 18-24
- 03 25-34
- 04 35-49
- 05 50-64
- 06 65+
- 99 (DO NOT READ) Refused / Prefer not to say **GO TO CLOSE3**

CHECK QUOTAS**MAIN SURVEY****COUNCIL PRIORITIES (NEW)****ASK ALL**

P1 Briefly, in your opinion what should be the main service priority for Moreland City Council in the next 12 months?

PROBE FULLY

95 RECORD VERBATIM / Please type in your answer in the box below

- 99 Don't know / Unsure
- 98 Refused / Prefer not to say

SERVICE AREAS**ASK ALL**

INTROQ1 I'm going to read out a number of areas that are under the responsibility of Moreland City Council. For each area of responsibility, I would like you to **rate the performance** of Moreland City Council **over the last 12 months**. Please keep in mind that the focus is on local government only.

ASK (i) AND WHERE NECESSARY (ii) FOR EACH RESPONSIBILITY AREA, BEFORE PROCEEDING TO NEXT RESPONSIBILITY AREA. RANDOMISE.

Q1x_(i) How has the City of Moreland performed on <INSERT FIRST RESPONSIBILITY AREA> over the last 12 months?

INTERVIEWER BRIEFING NOTE: Read scale the first time, then prompt if necessary.

PROMPT IF NECESSARY

- 01 Very good
- 02 Good

- 03 Average
 04 Poor
 05 Very poor
 99 (DO NOT READ) Don't know/Refused / Can't say

NOTE: FONT COLOUR MEANS FOLLOW-UP WITH OPEN-ENDER

ASK Q1x_ii FOR EACH OF Q1A, Q1C AND Q1T IF CODES 04 OR 05 SELECTED AT Q1x_i

Q1x_(ii). Why do you say that performance on this has been <INSERT RESPONSE FROM Q1x_i>?

95 RECORD VERBATIM / Please type in your answer in the box below

- 99 Not sure / can't say
 98 Refused / Prefer not to say

RESPONSIBILITY AREAS (CORE):

- a) **Community consultation and engagement**
 (PROMPT IF NEEDED: This includes consulting and engaging directly with the community on projects, services and activities in their area, and decisions made by council.)
- b) **Lobbying on behalf of the community**
 (PROMPT IF NEEDED: This includes making representations to state and federal government and other organisations on key issues that affect the local community.)
- c) **Decisions made in the interest of the community**
 (PROMPT IF NEEDED: This includes all decisions made by council in the last 12 months.)
- d) **The condition of sealed local roads in your area**

RESPONSIBILITY AREAS (OPTIONAL / ADDITIONAL):

- e) **Informing the community**
 (PROMPT IF NEEDED: This includes communicating information on council events and programs through advertising, pamphlets, brochures, newsletters, emails and through websites.)
- f) **The condition of local footpaths in your area**
- g) **Traffic management**
 (PROMPT IF NEEDED: This includes traffic calming measures, local road safety for vehicles, cyclists and pedestrians.)
- h) **Parking facilities**
 (PROMPT IF NEEDED: This includes the provision of on-street and off-street parking.)
- j) **Family support services**
 (PROMPT IF NEEDED: This includes services for children, youth and families such as maternal and child health, immunisation, family day care and support and activity groups.)
- k) **Elderly support services**
 (PROMPT IF NEEDED: This includes services for elderly people and their carers, and families, such as meals on wheels, home help and support and activity groups).

- l) **Supporting the diversity of the Moreland community**
(PROMPT IF NEEDED: This involves support from council, for people of all backgrounds, to have equal access to council services and resources.)
- m) **Recreational facilities**
(PROMPT IF NEEDED: This includes the provision of halls, sporting grounds and facilities, swimming pools, parks, reserves and playgrounds, skate parks, walking, running and cycling tracks.)
- n) **Providing a range of spaces that meet the needs of young people**
- o) **Providing arts and cultural opportunities**
(PROMPT IF NEEDED: This includes art exhibitions, music festivals and other council sponsored community events in parks and public spaces.)
- p) **Library services**
- q) **Keeping your local area generally free of litter**
- r) **Waste management**
(PROMPT IF NEEDED: This includes the collection of garbage, recyclables and green waste.)
- s) **Council's general town planning policy**
(PROMPT IF NEEDED: This includes protecting heritage areas, planning for housing, shops and business and issuing permits for development.)
- t) **Planning for population growth in the area**
(PROMPT IF NEEDED: This includes delivery of service and infrastructure projects such as the creation of parks, projects to reduce car use and improvements to public spaces.)
- v) **Environmental sustainability**
(PROMPT IF NEEDED: This includes programs focused on reducing carbon emissions and achieving sustainable environmental outcomes.)

ASK ALL (CORE QUESTION):

- Q2 **On balance**, for the last twelve months, how do you feel about the performance of Moreland City Council, not just on one or two issues, but **OVERALL** across all responsibility areas?
Has it been...?

READ OUT

- 01 Very good
- 02 Good
- 03 Average
- 04 Poor
- 05 Very poor
- 99 (DO NOT READ) Don't know / Refused / Can't say

ASK ALL

Q4 Over the last 12 months, have you or has any member of your household had any contact with Moreland City Council? This may have been in person, in writing, by telephone, by text message, by email or via their website or social media such as Facebook or Twitter.

(INTERVIEWER NOTE: If unaware of contact by another household member, use code 2)

DO NOT READ OUT

- 01 Yes
- 02 No / Don't know / Prefer not to say

IF Q4=01 ASK Q6, ELSE SKIP TO Q6A**(CORE QUESTION)**

Q6 Thinking of the most recent contact, how would you rate Moreland City Council for customer service? Please keep in mind we do not mean the actual **outcome** but rather the actual **service** that was received. Was it...?

READ OUT

- 01 Very good
- 02 Good
- 03 Average
- 04 Poor
- 05 Very poor
- 99 (DO NOT READ) Don't know / Refused / Can't say **GO TO Q6a**

Q6c Why do you say that the customer service was <INSERT RESPONSE FROM Q6>?

95 RECORD VERBATIM / Please type in your answer in the box below

- 99 Not sure / can't say
- 98 Refused / Prefer not to say

ASK ALL**(CORE QUESTION)**

Q6a Over the last 12 months, what is your view of the direction of Moreland City Council's overall performance? Has it...?

READ OUT

- 01 Improved
- 02 Stayed the same, or
- 03 Deteriorated?
- 99 (DO NOT READ) Don't know / Refused / Unsure

CHALLENGES & RISKS (NEW)

ASK ALL

C1 Finally, in your opinion, what is the biggest challenge that Council faces in delivering services to the Moreland community?

PROBE FULLY

95 RECORD VERBATIM / Please type in your answer in the box below

99 Not sure / Can't say

98 Refused / Prefer not to say

RECRUITMENT SECTION (REMOVED IN 2020)

CLOSE