Mosman Municipal Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: June 2016

Table of Contents

Background and Methodology

Background and Methodology

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

- Current community priority issues
- Satisfaction with Council's performance overall
- Drivers of community satisfaction
- Importance of and satisfaction with Council provided services and facilities
- Relative importance of Council provided services and facilities
- Satisfaction with customer service levels from Council staff
- Compare outcomes against the 2014 results

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

Questionnaire

Micromex Research, together with Mosman Council, adapted the 2014 questionnaire.

A copy of the questionnaire is provided in Appendix A.

Data collection

The survey was conducted during the period 16th April – 26th April 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Mosman Council Government Area.

Sample selection and error

A total of 405 resident interviews were completed. 288 of the 405 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 117 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Mosman LGA., i.e. Spit Junction and Mosman Junction.

A sample size of 405 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of n=405 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45.1% to 54.9%.

The sample was weighted by age and gender to reflect the 2011 ABS census data.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, not working for, nor having an immediate family member working for, Mosman Council, and having lived in the Mosman Local Government Area for longer than 6 months.

Data analysis

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

Ratings questions

The Unipolar Scale of 0 to 10 where 0 was the lowest importance or satisfaction and 10 the highest importance or satisfaction, was used in all rating questions.

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

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on LGAs that we have conducted community research for since 2008. During that time, Micromex has worked for over 40 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

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

As the raw data has been weighted to reflect the real community profile of Mosman Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

Sample Profile

Sample Profile

Male	46%
Female	54%

Age

18-34	25%
35-49	30%
50-64	24%
65+	21%

Ratepayer status

Ratepayer	78%
Non-ratepayer	22%

Time lived in the area

6 months to 1 year	6%
1 - 5 years	18%
5 - 10 years	17%
More than 10 years	58%
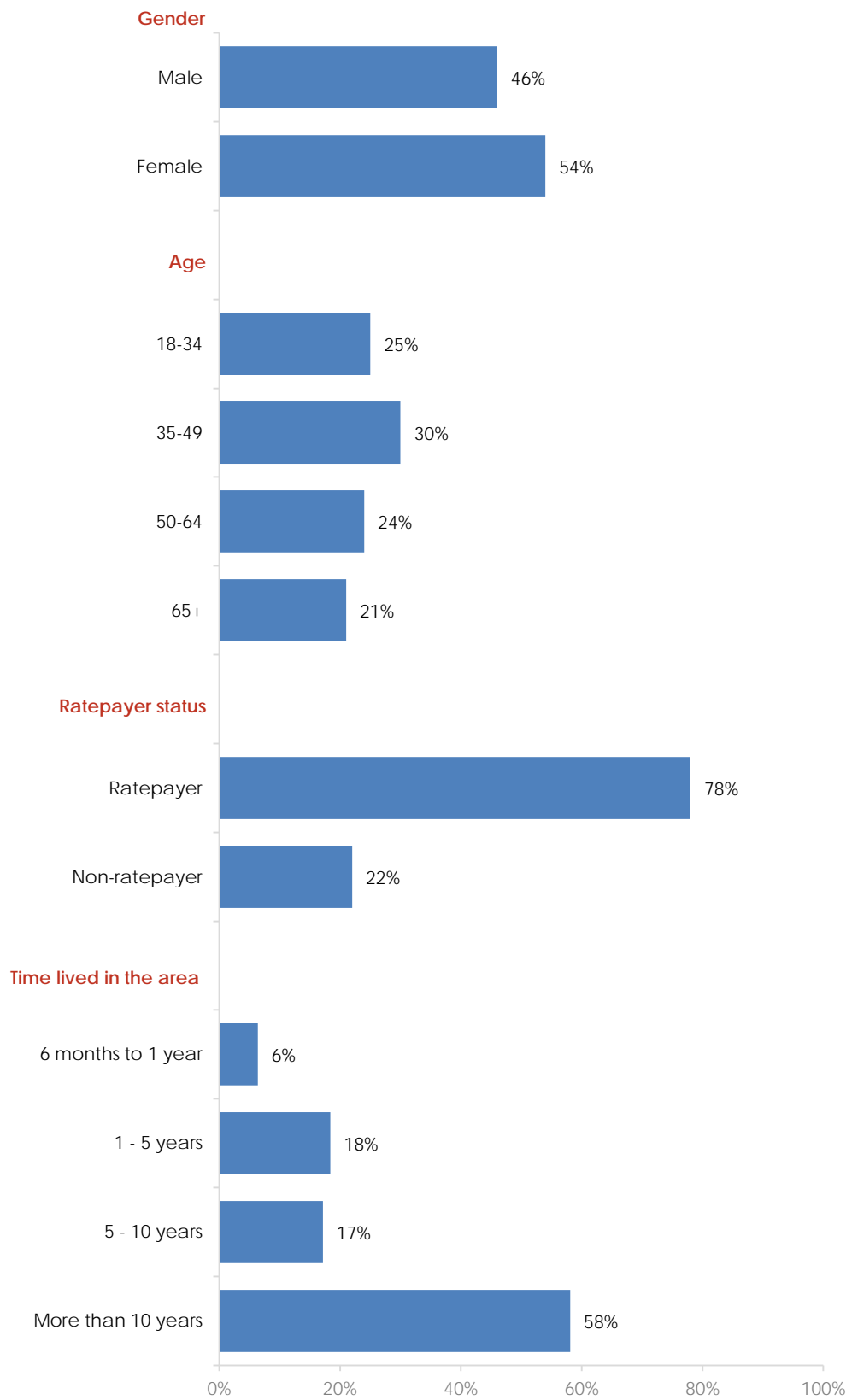
Base: N = 405

A sample size of 405 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of Mosman Council.
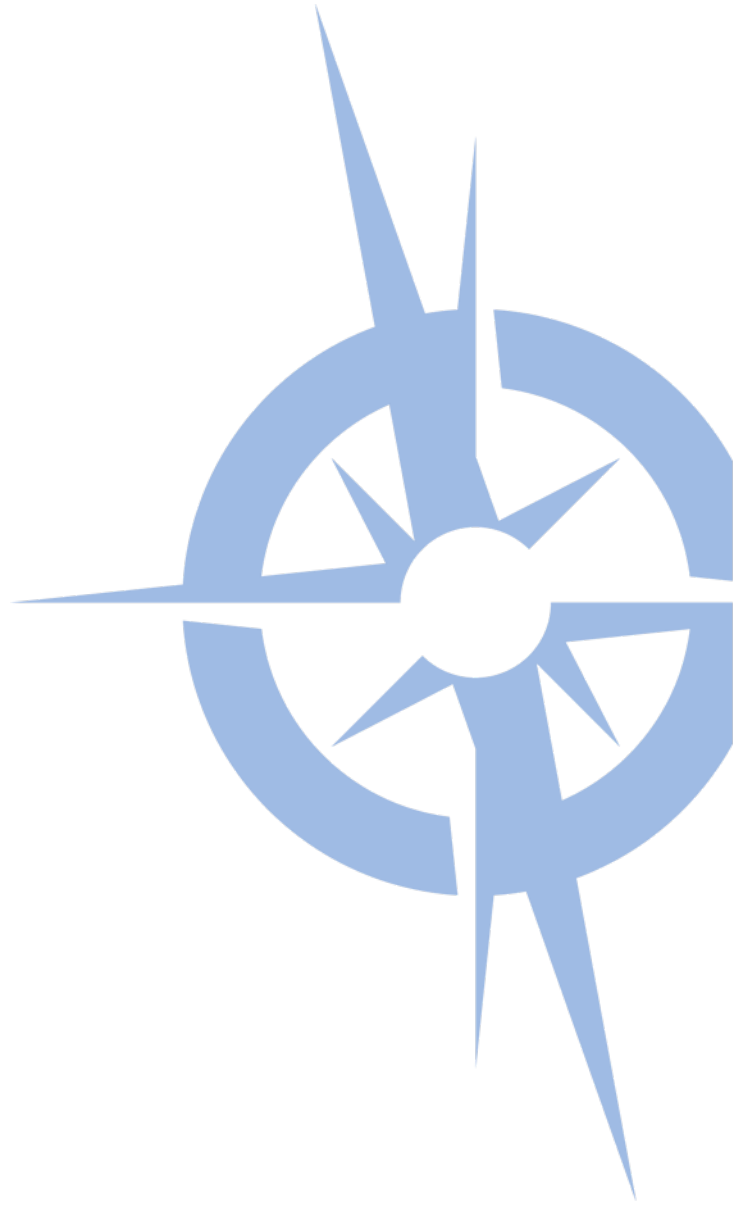
Key Findings

Key Findings

Summary

Overall, residents expressed a 'moderately high' level of satisfaction with the performance of Mosman Council as an organisation over the past 12 months, with 71% expressing a satisfaction level of 7-10. Overall satisfaction has remained steady since 2014 (6.95 cf. 6.77), but is significantly higher than the NSW LGA Benchmark (6.95 cf. 6.42).

Residents aged 65+ were significantly more satisfied with Mosman Council as an organisation, while those aged 50-64 were significantly less satisfied.

Q2a. *How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months?*

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	6.95	6.93	6.97	7.09	6.91	6.37↓	7.51↑	6.87	7.22

	Overall 2016	Overall 2014	Overall 2012	Micromex NSW LGA Benchmark
Mean ratings	6.951	6.77	6.60	6.42↓

Scale: 0 = very dissatisfied, 10 = very satisfied

↑↓ = A significantly higher/lower level of satisfaction (by year)

Key Findings

Overview (Satisfaction with the Performance of Councillors)

Summary

Satisfaction with the performance of Mosman Councillors is moderately high, having trended upwards since 2012.

Q4c.   Thinking about Mosman councillors overall, how would you rate their performance in the following areas?

The Overall Performance of Councillors

	Micromex Benchmark	Overall 2016	Overall 2014	Overall 2012
Mean ratings	6.28	6.43	6.24	5.95

Scale: 0 = very dissatisfied, 10 = very satisfied
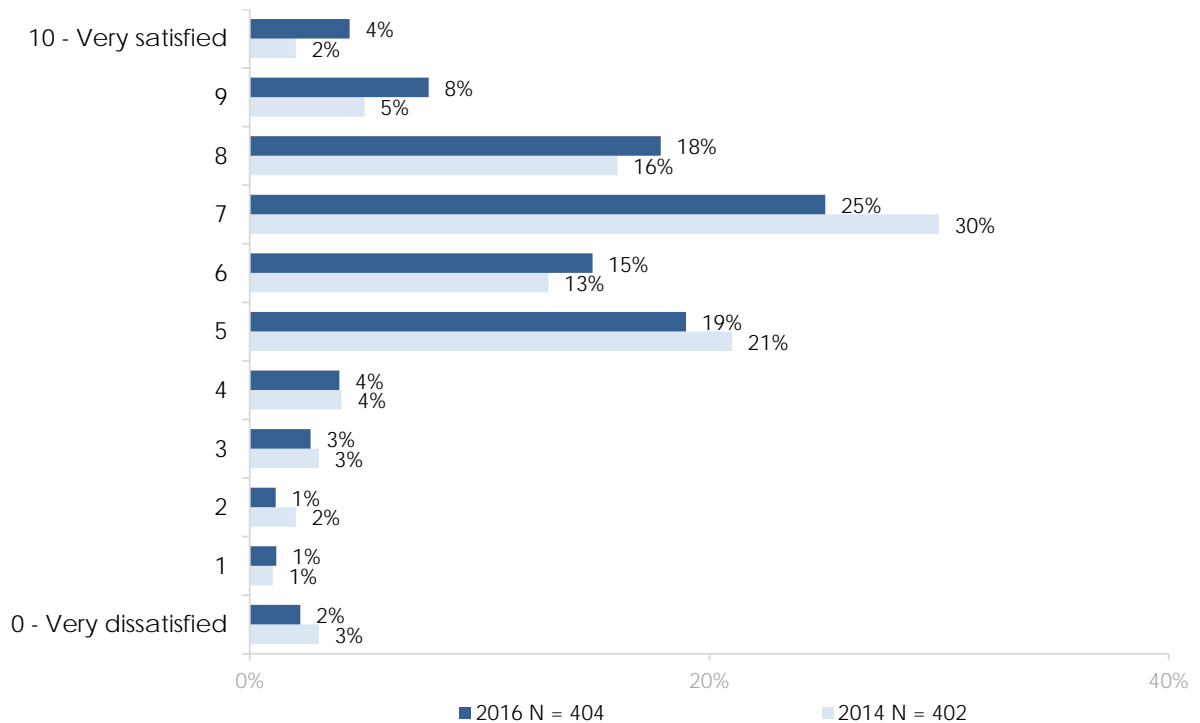
Key Findings

Summary

Consistent with the overall perceptions of Councillors, 'representing a broad range of community views fairly' and their 'effective leadership and guidance of the community' have also trended steadily upwards since 2012.

Q4c. *Thinking about Mosman councillors overall, how would you rate their performance in the following areas? Cont.*

Representing a Broad Range of Community Views Fairly

Mean ratings	
2016	6.28
2014	6.19
2012	6.10

■ 2016 N = 404   □ 2014 N = 402

Effective Leadership and Guidance of the Community

Mean ratings	
2016	6.27
2014	6.14
2012	5.92

■ 2016 N = 405   □ 2014 N = 402

Scale: 0 = very dissatisfied, 10 = very satisfied

Key Findings

Overview (Value for Rate Dollars)

Summary

Satisfaction ratings remained similar to 2014. The top 4 box indicates 63% of residents believe services and facilities provided by Mosman Council are value for money.

Residents aged 65+ were significantly more satisfied with the value of services and facilities provided by Mosman Council.

Q5.   *Do you think the services and facilities provided by Mosman Council are value for money in terms of what your household pays in rates and other Council charges?*

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	6.84	6.87	6.83	6.63	6.79	6.62	7.44↑	6.83	6.86

	Overall 2016	Overall 2014	Overall 2012
Mean ratings	6.84	6.54	6.45

	Overall 2016	Overall 2014	Overall 2012
Top 4 box	63%	57%	57%

Scale: 0 = very poor value, 10 = very good value

↑↓ = A significantly higher/lower level of satisfaction (by year/group)

Rating	2016	2014
10 - Very good value	10%	5%
9	9%	5%
8	24%	24%
7	20%	23%
6	14%	16%
5	13%	15%
4	3%	5%
3	3%	2%
2	2%	3%
1	1%	1%
0 - Very poor value	1%	1%

■ 2016 N = 405   ■ 2014 N = 402

Key Findings

Overview (Major Issue Facing Mosman in the Next 5-10 Years)

Summary

Residents were most concerned with the uncertainty of amalgamation and the impact a merge may have on the Mosman LGA (32%).

As we have observed in many metropolitan areas, residents are also concerned with traffic management (28%) and controlling development (10%).

Q6a.   Thinking of Mosman as a whole, what would you say is the major issue facing Mosman in the next 5-10 years?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.

Base: N = 405

Key Findings

Overview (Valued Aspects of the Mosman Area)

Summary

'Beautiful natural environment' was the most valued aspect of living in the Mosman area (27%), followed by 'ambiance/atmosphere' (20%), 'Community feel' (19%) and 'Convenient/easy access to amenities' (18%).

Q6b.   What do you value most about living in the Mosman area?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.
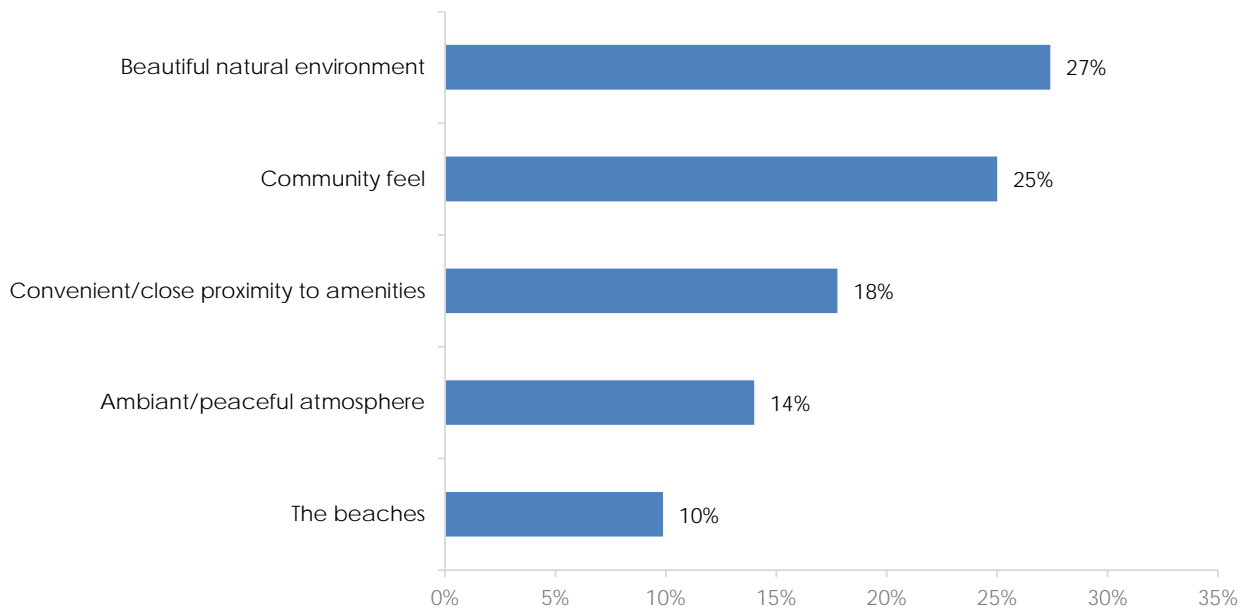
Base: N = 405

Key Findings

Longitudinal Analysis – Composite Importance Ratings for Key Service Areas

The importance ratings have significantly increased for 'Infrastructure and Traffic' since 2014.

Importance Ratings	2016	2014	2012
Waste, Health & Environment	8.54	8.43	8.37
Communication	8.13	7.91	7.84
Infrastructure & Traffic	8.06▲	7.37	7.88
Planning & Heritage	7.82	7.62	7.46
Community Services	7.33	7.39	6.90
Recreational & Cultural Services	7.16	7.20	7.01

Composite Satisfaction Ratings for Key Service Areas

There have been no significant changes in satisfaction since 2014.

Satisfaction Ratings	2016	2014	2012
Waste, Health & Environment	7.36	7.37	7.14
Recreational & Cultural Services	7.09	7.03	6.98
Community Services	6.65	6.58	6.35
Communication	6.35	6.23	6.15
Infrastructure & Traffic	6.34	6.41	6.22
Planning & Heritage	6.02	6.00	5.90

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

▼▲ = A significantly lower/higher level of importance/satisfaction (by year)

Key Findings

COMMUNITY IMPORTANCE AND SATISFACTION: 2. Key <u>Importance</u> Trends

Compared to the previous research conducted in 2014, there were significant **increases** in residents' levels of **importance** with 8 of the comparable 36 services and facilities provided by Council:

	2016	2014
Litter control and rubbish dumping	8.86	8.61
Providing and maintaining local roads	8.81	8.38
Providing and maintaining footpaths	8.73	8.41
Traffic management	8.69	8.34
Cleaning of streets	8.63	8.37
Council (consulting) engaging with the community	8.29	7.94
Management of drainage and local flooding	8.25	7.92
Managing development	8.23	7.82

There were no significant **decreases** in residents' levels of **importance.**

COMMUNITY IMPORTANCE AND SATISFACTION: 3. Key <u>Satisfaction</u> Trends

There were no significant **increases** or **decreases** in residents' levels of **satisfaction.**

Key Findings

Key Service Areas Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the Key Service Areas.

'Communication' (26.4%) is the key contributor toward overall satisfaction with Council performance.

Contribution to Overall Satisfaction with Council's Performance

Category	Percentage
Nett: Communication	26.4%
Nett: Infrastructure & Traffic	19.0%
Nett: Planning & Heritage	18.1%
Nett: Recreational & Cultural Services	15.1%
Nett: Waste, Health & Environment	12.7%
Nett: Community Services	8.7%
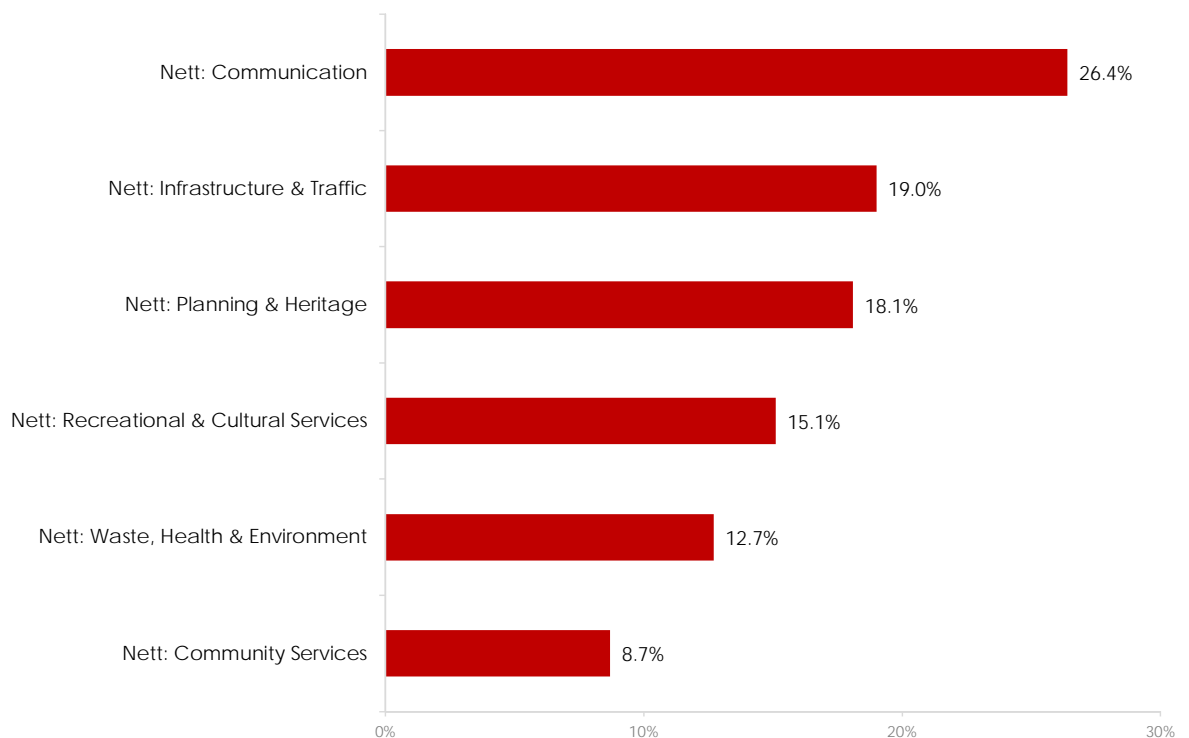
It is crucial to note that while 'Community Services' only contributes 8.7% toward overall satisfaction; this is potentially because, at an overall level, residents are generally satisfied with the service they are receiving in this area. A reduction of community servicing or systemic failures in this service area would undoubtedly lead to a dramatic fall in overall satisfaction with Council performance.

Key Findings

Summary

Residents' agreement with all of the statements has remained steady since 2014. The statement, 'I feel safe in my own home' has remained the highest ranked statement since 2012.

Residents aged 50-64 were significantly more likely to agree with the statement 'I can call on a neighbour or local resident if I need assistance', whilst those aged 65+ were more likely to agree with the following;

- I feel I belong to the community I live in
- I mainly socialise in my local area
- Residents have the opportunity to have input on regional matters that impact on Mosman

Q7. *In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Mosman as a place to live. Please rate the following statements:*

Mean ratings

	2016	2014	2012
I feel safe in my own home — 93% / 7% / 0%	9.19	9.16	8.76
I feel safe walking around my neighbourhood — 93% / 7% / 0%	9.10	8.82	8.66
I can call on a neighbour or local relative if I need assistance — 77% / 20% / 3%	8.43	8.47	8.13
People in Mosman are generally proud of their area — 77% / 22% / 1%	8.50	8.38	8.45
My neighbourhood is a friendly place to live — 74% / 24% / 2%	8.33	8.34	8.04
I feel I belong to the community I live in — 66% / 30% / 4%	7.98	7.99	7.73
I make a contribution to the community I live in — 47% / 46% / 7%	7.01	7.26	6.73
Residents have the opportunity to have input on regional matters that impact on Mosman — 37% / 55% / 8%	6.71	6.39	6.26
I mainly socialise in my local area — 38% / 46% / 16%	6.35	6.29	6.27

■ High agreement (7-10)
■ Moderate agreement (4-6)
■ Low agreement (0-3)

Scale: 0 = strongly disagree, 10 = strongly agree

▲▼ = A significantly higher/lower level of satisfaction (by year)

Key Findings

Comparison to LGA Benchmarks

Benchmark Comparisons for Overall Satisfaction	Council's Performance	Staff	Councillors
Mosman 2016	6.95	7.39	6.43
Mosman 2014	6.77	7.36	6.24
Mosman 2012	6.60	7.06	5.95
Micromex LGA NSW average	6.42	7.67	6.28
NSW best	8.06	8.62	6.74
NSW worst	4.60	6.48	5.80

Outcome Filtered by Level of Contact

Overall Rating Council Staff

	Had contact N=291	Did not have contact N=112
Mean ratings	7.39	6.76

Overall Rating Councillors

	Had contact N=35	Did not have contact N=369
Mean ratings	6.86	6.39

Key Findings

COMMUNITY IMPORTANCE AND SATISFACTION: 1. Comparison to LGA Benchmarks

Of the 36 detailed importance/satisfaction attributes included in the questionnaire, Micromex has normative data for 22.

8 of the 22 comparable measures received **satisfaction** ratings that were more than 0.30, **above** our norms: 'Overall cleanliness, appearance & management of public spaces', 'Providing and maintaining local roads', 'Management of drainage and local flooding', 'Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails', 'Providing and maintaining footpaths', 'Management and protection of the environment', 'Condition of public toilets' and 'Council engaging (consulting) with the community'.

5 of the measures received **satisfaction** ratings that were **below** our norms: these were 'Waste and recycling collection services (using the Garbage collection benchmark)', 'Library services', 'Mosman Art Gallery and Community Centre', 'Overall range of facilities and activities relevant to culture and the arts' and 'Providing and maintaining bike paths'.

Service/Facility	Mosman Council Satisfaction Scores	Benchmark Variances
Overall cleanliness, appearance & management of public spaces	7.69	1.22▲
Providing and maintaining local roads	6.61	1.20▲
Management of drainage and local flooding	7.10	0.68▲
Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails	7.88	0.62▲
Providing and maintaining footpaths	6.48	0.59▲
Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)	7.40	0.47▲
Condition of public toilets	6.47	0.42▲
Council engaging (consulting) with the community	6.19	0.42▲
Services for young people	6.32	0.17
Access to Council information and Council support	6.63	0.15
Services and facilities for older people	7.04	0.14
Provision of car parking	5.91	0.13
Services and facilities for people with a disability	6.65	0.09
Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste) (Recycling benchmark)	7.55	-0.03
Protection of heritage values and buildings	6.71	-0.08
Council assisting economic development with the business community and visitors	6.09	-0.09
Managing development (land use planning)	5.80	-0.15
Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre) (Swimming pools/Aquatic centres benchmark)	6.98	-0.18
Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre) (Ovals and sporting facilities benchmark)	6.98	-0.28
Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste) (Garbage collection benchmark)	7.55	-0.45▼
Library services	7.51	-0.57▼
Mosman Art Gallery and Community Centre	6.81	-0.61▼
Overall range of facilities and activities relevant to culture and the arts	6.77	-0.65▼
Providing and maintaining bike paths	5.40	-0.83▼

Scale: 0 = very dissatisfied, 10 = very satisfied

▲/▼ = positive/negative difference greater than 0.30 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.30, with variants beyond +/- 0.30 more likely to be significant

Key Findings

COMMUNITY IMPORTANCE AND SATISFACTION: 4. Identifying Priorities via Specialised Analysis

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

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

1.   Identify and understand the hierarchy of community priorities

2.   Inform the deployment of Council resources in line with community aspirations

Step 1.   Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 0 to 10, where 0 = low importance or satisfaction and 10 = high importance or satisfaction. These scores are aggregated at a total community level.

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

In the table on the following page, we can see the 36 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 7.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Mosman Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'Services for young people' was given an importance score of 7.26, which indicates that it is considered an area of 'high' importance by residents. At the same time it was given a satisfaction score of 6.32, which indicates that residents have a 'moderately high' level of satisfaction with Mosman Council's performance and focus on that measure.

In the case of a performance gap such as for 'Mosman Art Gallery and Community Centres' (6.13 importance vs. 6.81 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.

Key Findings

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

Performance Gap Ranking

Ranking 2014	Ranking 2016	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Traffic management	8.69	5.79	2.90
5	2	Managing development (land use planning)	8.23	5.80	2.43
2	3	Development approvals process	7.84	5.47	2.37
3	4	Provision of car parking	8.21	5.91	2.30
7	5	Providing and maintaining footpaths	8.73	6.48	2.26
9	6	Providing and maintaining local roads	8.81	6.61	2.20
6	7	Council engaging (consulting) with the community	8.29	6.19	2.10
4	8	Council leadership on matters important to the community	8.20	6.13	2.06
8	9	Condition of public toilets	8.18	6.47	1.71
17	10	Management of street trees	8.14	6.46	1.68
13	11	Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)	9.09	7.55	1.55
15	12	Litter control & rubbish dumping	8.86	7.33	1.53
10	13	Council advocacy on matters impacting on Mosman and neighbouring areas	7.96	6.46	1.50
18	14	Protection of heritage values and buildings	8.18	6.71	1.47
12	15	Access to Council information and Council support	8.09	6.63	1.46
14	16	Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)	8.83	7.40	1.43
22	17	Management of drainage and local flooding	8.25	7.10	1.15
24	18	Overall cleanliness, appearance & management of public spaces	8.77	7.69	1.08
25	19	Cleaning of streets	8.63	7.57	1.06
11	20	Providing and maintaining bike paths	6.40	5.40	1.00
16	21	Services for young people	7.26	6.32	0.94
20	22	Council assisting economic development with the business community and visitors	7.02	6.09	0.93
23	23	Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails	8.78	7.88	0.90
19	24	Services and facilities for people with a disability	7.51	6.65	0.86
21	24	Enforcement of health and food regulations	8.34	7.48	0.86
28	26	Enforcement of parking restrictions	6.39	5.54	0.85
25	27	Overall range and quality of community facilities and activities	8.00	7.18	0.82
27	28	Animal management & control	7.48	6.81	0.67
32	29	Services and facilities for children and families	7.65	7.05	0.60
29	30	Services and facilities for people from culturally and linguistically diverse backgrounds	6.16	5.67	0.49
30	31	Services and facilities for older people	7.43	7.04	0.39
31	32	Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)	7.34	6.98	0.36
34	33	Local festivals and events	6.60	6.56	0.04
33	34	Overall range of facilities and activities relevant to culture and the arts	6.76	6.77	-0.01
35	35	Library services	7.37	7.51	-0.14
36	36	Mosman Art Gallery and Community Centre	6.13	6.81	-0.68

Scale: 0 = not at all important/very dissatisfied, 10 = very important/very satisfied

Key Findings

When we examine the 8 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'very high' in importance. Resident satisfaction for all of these areas is between 5.47 and 6.48, which indicates that resident satisfaction for these measures is 'moderate' to 'moderately high'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Traffic management	8.69	5.79	2.90
2	Managing development (land use planning)	8.23	5.80	2.43
3	Development approvals process	7.84	5.47	2.37
4	Provision of car parking	8.21	5.91	2.30
5	Providing and maintaining footpaths	8.73	6.48	2.26
6	Providing and maintaining local roads	8.81	6.61	2.20
7	Council engaging (consulting) with the community	8.29	6.19	2.10
8	Council leadership on matters important to the community	8.20	6.13	2.06

The above table suggests that improving traffic management is a key opportunity for Council – note that key opportunities for change centre on road and traffic infrastructure, managing development, Council engagement and leadership.

It is perhaps not surprising to see 'Traffic management' in the above gap analysis – as reported previously, relative to 2014 it has increased in Importance for the community.

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

Key Findings

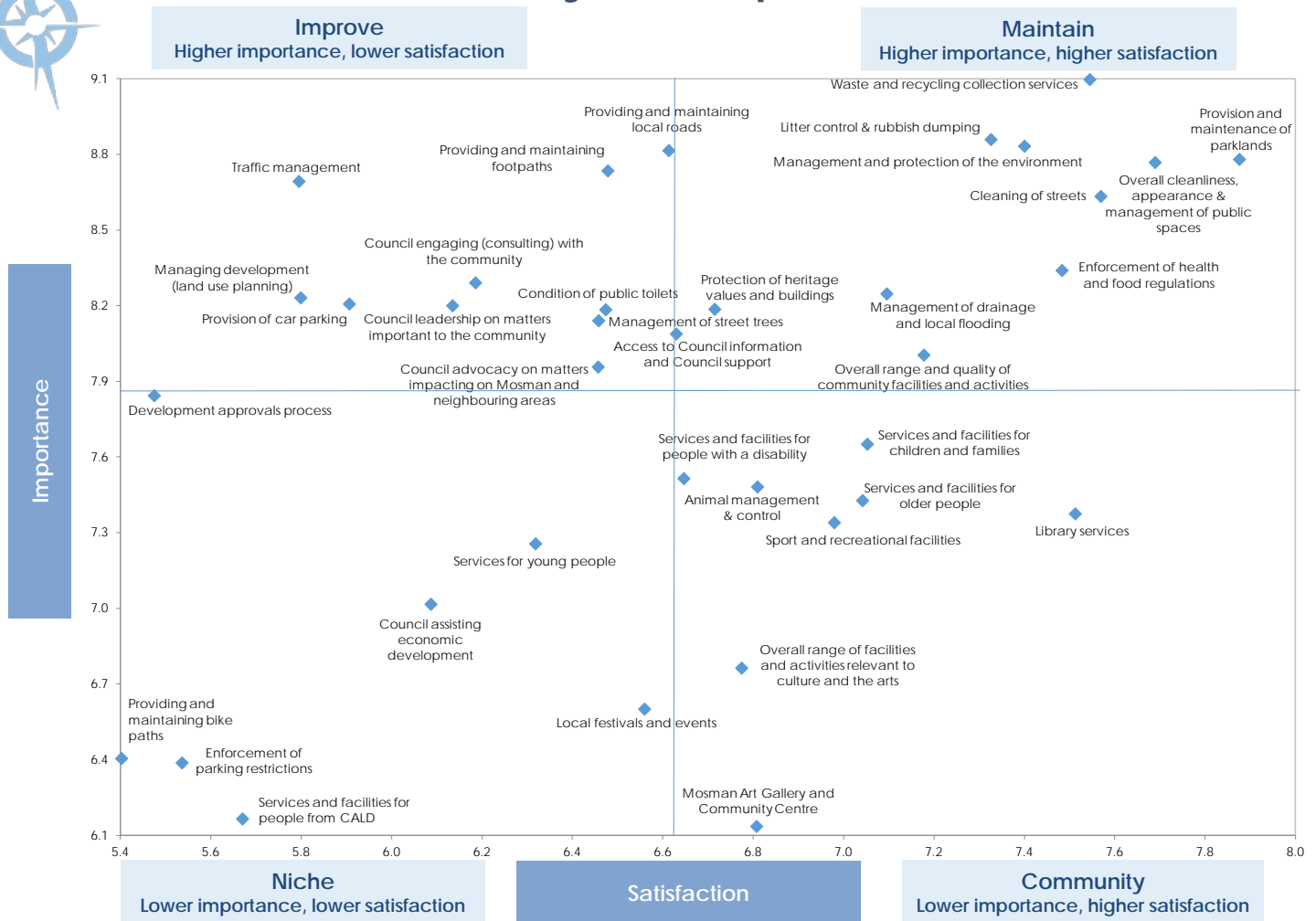**Quadrant Analysis**

Step 2.   Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 7.85 and the average rated satisfaction score was 6.65. Therefore, any facility or service that received a mean stated importance score of ≥ 7.85 would be plotted in the higher importance section and, conversely, any that scored < 7.85 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 6.65. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction

Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Waste and recycling collection services

Providing and maintaining local roads

Litter control & rubbish dumping

Provision and maintenance of parklands

Providing and maintaining footpaths

Management and protection of the environment

Traffic management

Overall cleanliness, appearance & management of public spaces

Cleaning of streets

Council engaging (consulting) with the community

Managing development (land use planning)

Condition of public toilets

Protection of heritage values and buildings

Enforcement of health and food regulations

Provision of car parking

Council leadership on matters important to the community

Management of street trees

Management of drainage and local flooding

Access to Council information and Council support

Council advocacy on matters impacting on Mosman and neighbouring areas

Overall range and quality of community facilities and activities

Development approvals process

Services and facilities for people with a disability

Services and facilities for children and families

Animal management & control

Services and facilities for older people

Sport and recreational facilities

Library services

Services for young people

Council assisting economic development

Overall range of facilities and activities relevant to culture and the arts

Providing and maintaining bike paths

Local festivals and events

Enforcement of parking restrictions

Services and facilities for people from CALD

Mosman Art Gallery and Community Centre

Importance

Satisfaction

Niche
Lower importance, lower satisfaction

Community
Lower importance, higher satisfaction

Key Findings

Explaining the 4 quadrants

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

Attributes in the top left quadrant, **IMPROVE,** such as 'Traffic management' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

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

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Mosman Art Gallery and Community Centre', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability i.e. make it a good place to live.

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

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

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

Therefore, in order to identify how Mosman Council <u>can actively drive overall community satisfaction,</u> we conducted further analysis.

The Shapley Value Regression

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

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

What Does This Mean?

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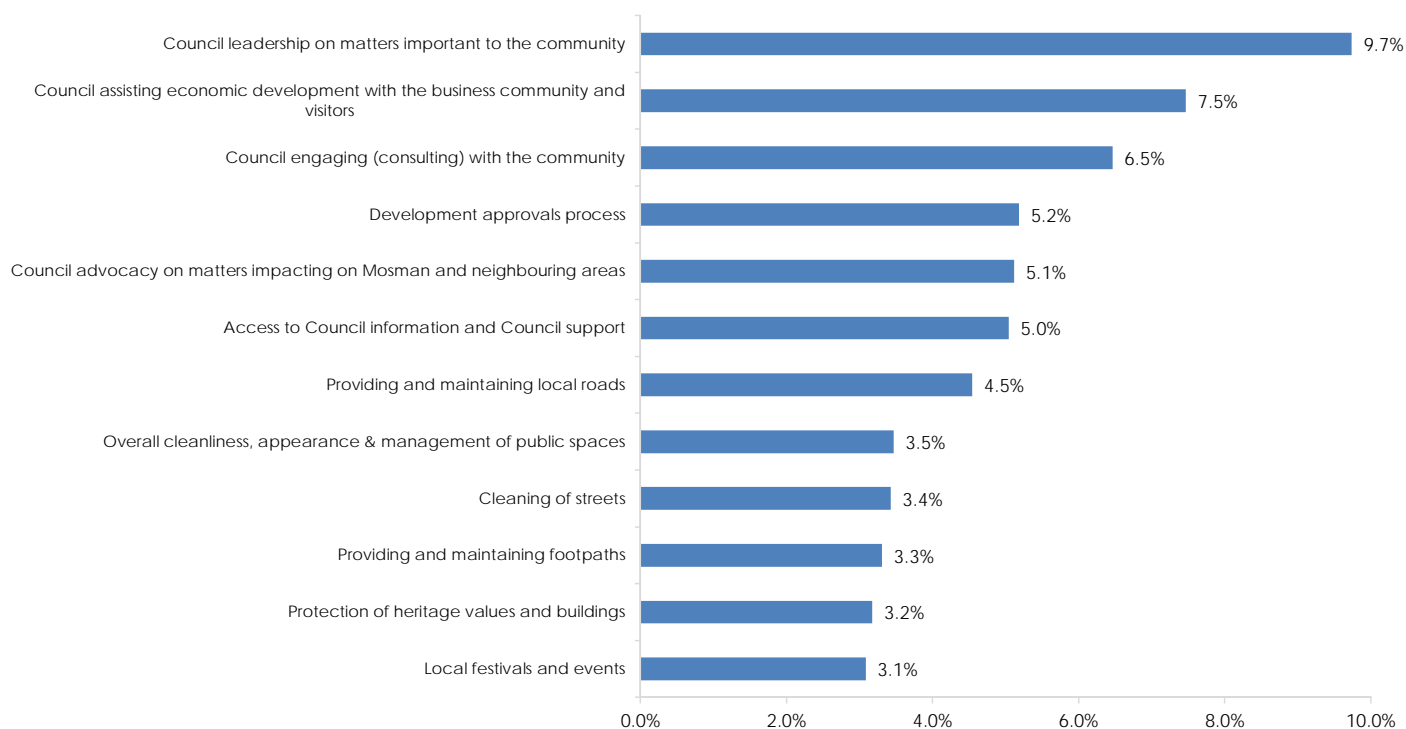
Key Findings

Key Drivers of Satisfaction with Mosman Council

The results in the chart below provide Mosman Council with a complete picture of the intrinsic community priorities and motivations, and identify which attributes are the key drivers of community satisfaction.

These top 12 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 24 attributes we obtained measures on have only a limited impact on the community's satisfaction with Mosman Council's performance. Therefore, whilst all 36 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 12 Indicators Contribute to Over 60% of Overall Satisfaction with Council

Indicator	%
Council leadership on matters important to the community	9.7%
Council assisting economic development with the business community and visitors	7.5%
Council engaging (consulting) with the community	6.5%
Development approvals process	5.2%
Council advocacy on matters impacting on Mosman and neighbouring areas	5.1%
Access to Council information and Council support	5.0%
Providing and maintaining local roads	4.5%
Overall cleanliness, appearance & management of public spaces	3.5%
Cleaning of streets	3.4%
Providing and maintaining footpaths	3.3%
Protection of heritage values and buildings	3.2%
Local festivals and events	3.1%

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

These 12 services/facilities are the key community priorities, and by addressing these Mosman Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'Local festivals and events' contributes 3.1% towards overall satisfaction, while 'Council leadership on matters important to the community' (9.7%) is a far stronger driver, contributing over three times as much to overall satisfaction with Council.
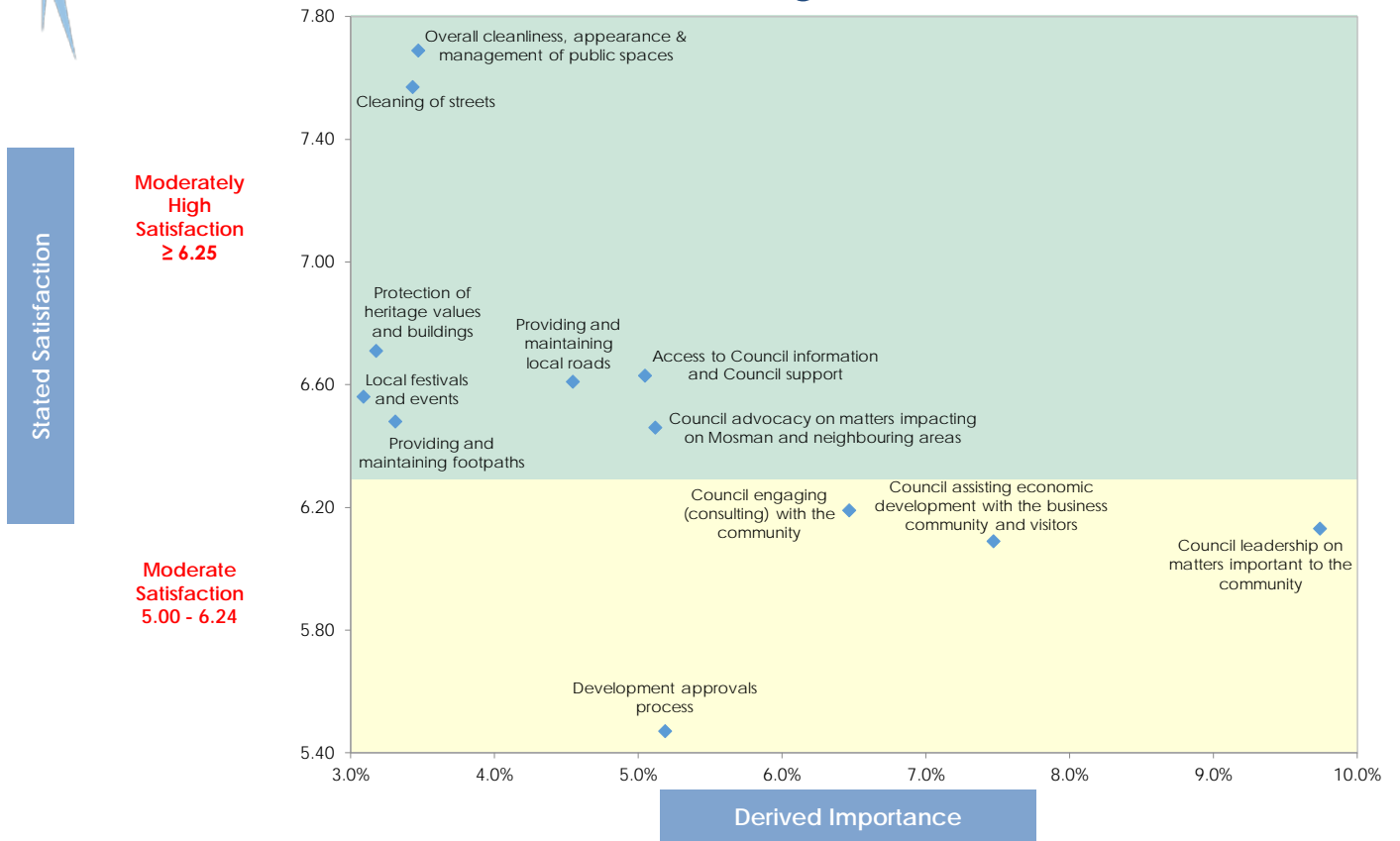
Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance we can see that it is apparent that there is room to elevate satisfaction within the variables that fall in the 'moderate satisfaction' regions of the chart. If Mosman Council can address these core drivers, they will be able to improve resident satisfaction with their performance.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Once again, engagement and leadership areas such as 'Council engaging (consulting) with the community', and 'Council leadership on matters important to the community' are opportunities for Council to explore.

Key Findings

Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Key Contributors to Barriers/Optimisers
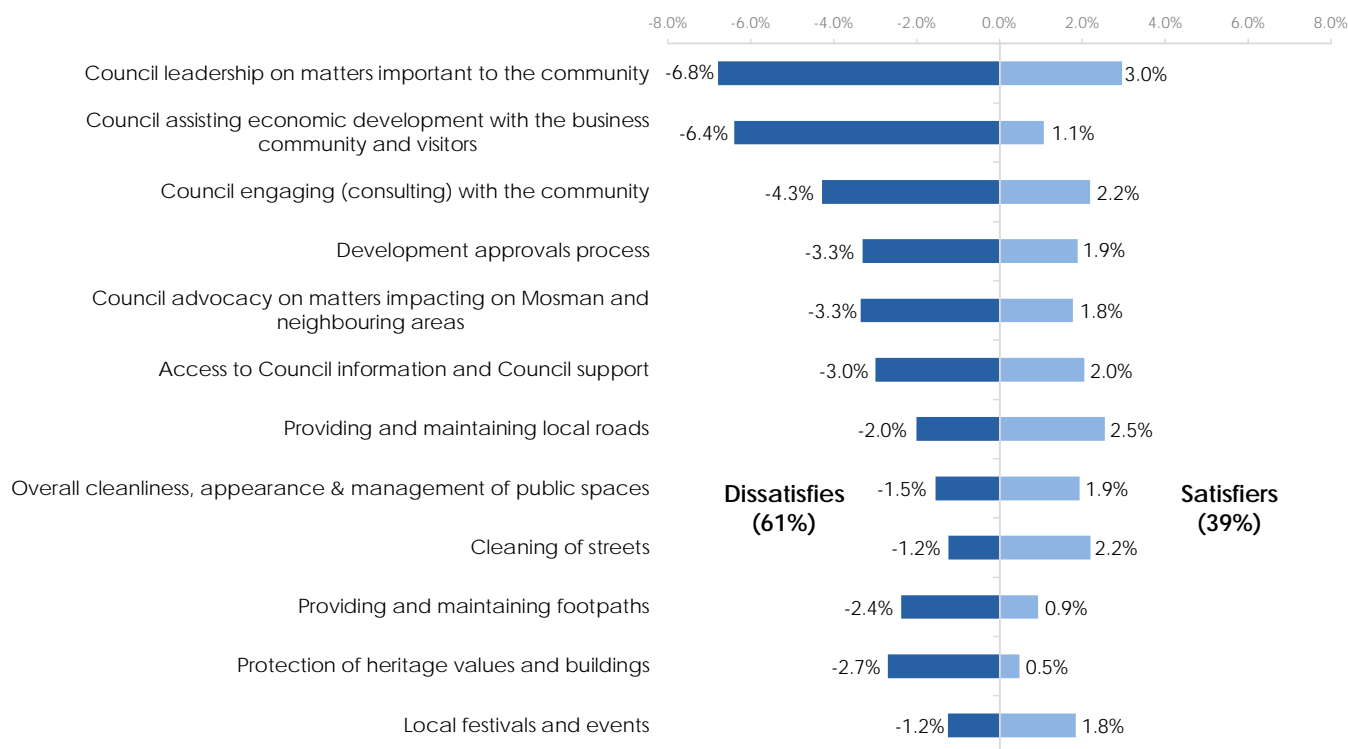
Different levers address the different levels of satisfaction across the community

Key Findings

Key Service Areas' Contribution to Overall Satisfaction

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

## Contribution to Overall Satisfaction with Council's Performance
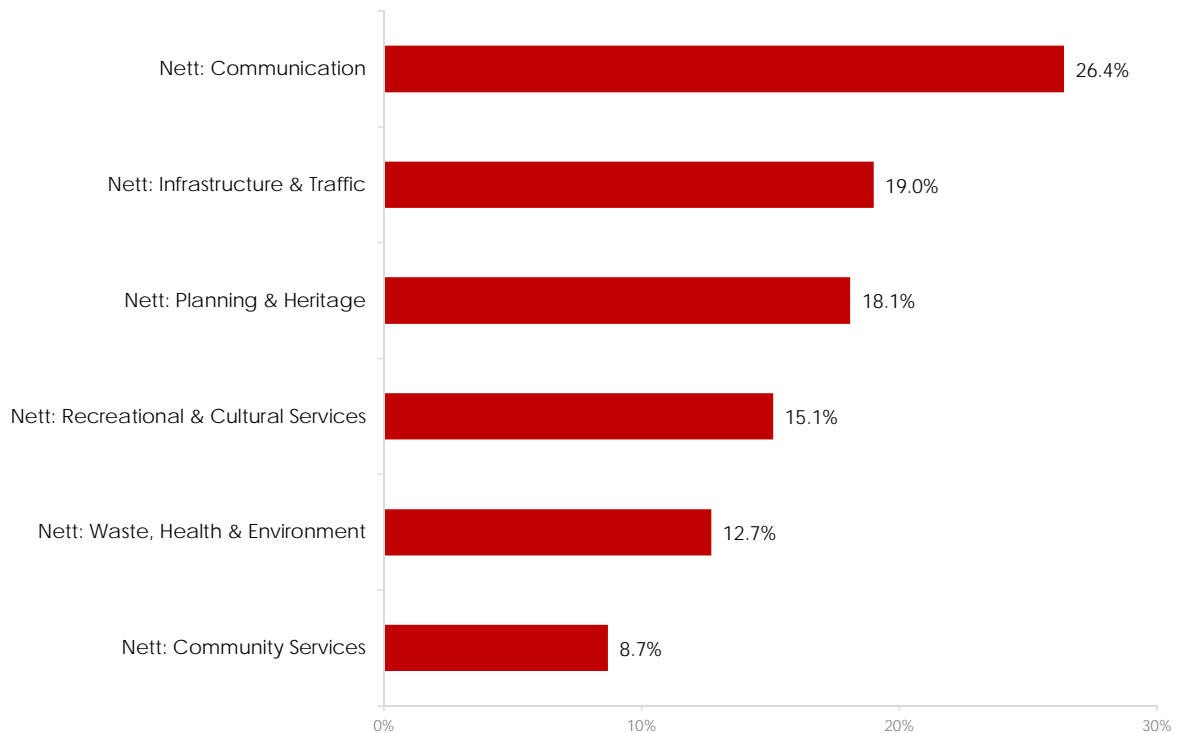
'Communication' (26.4%) is the key contributor toward overall satisfaction with Council's performance.

The services and facilities grouped under this banner include:
- Council engaging (consulting) with the community
- Access to Council information and Council support
- Council leadership on matters important to the community
- Council advocacy on matters impacting on Mosman and neighbouring areas

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Communication' are stronger drivers of resident satisfaction.
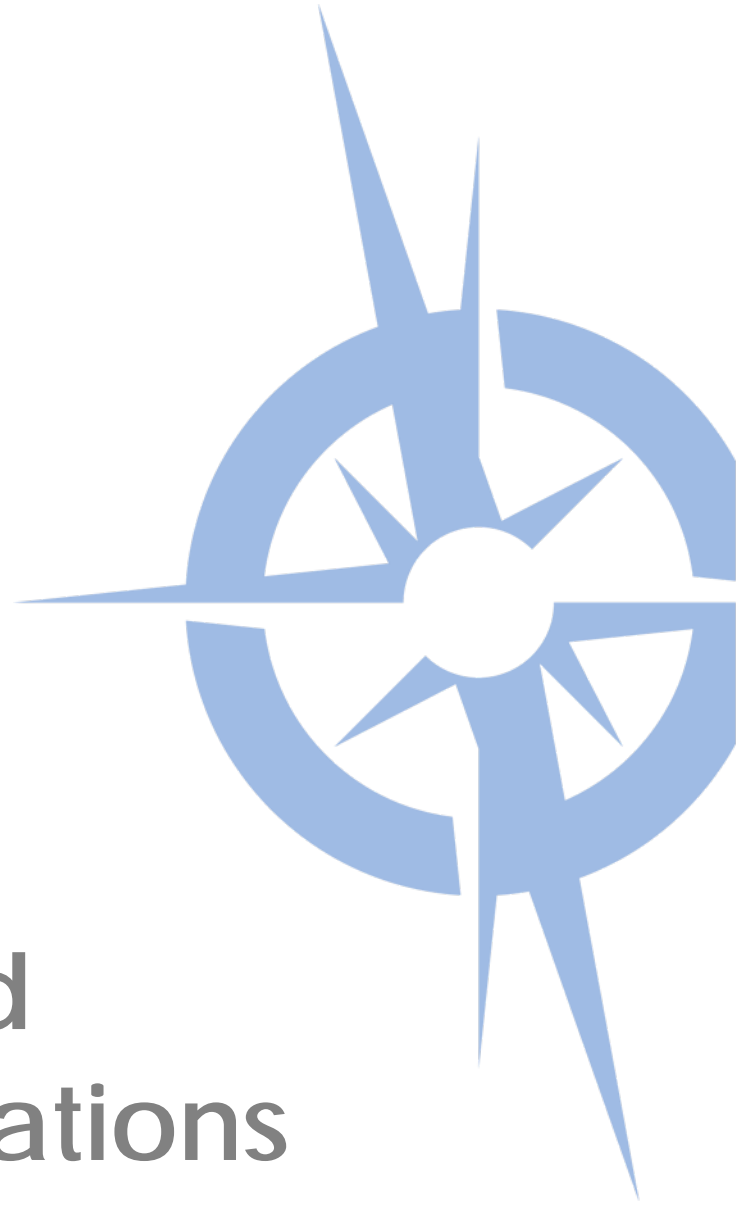
Summary and Recommendations

Summary and Recommendations

Summary

The local community strongly value their local environment, the ambience of the area and the sense of community.

The single most cited challenge perceived revolved around the state government's determination to merge Mosman Council, with other local entities. Then, as always, there were strong concerns about traffic management and the impact of development on the area. There was a significant increase in residents' levels of importance with 8 of the comparable 36 services and facilities provided by Council, specifically in regard to the infrastructure of local roads, footpaths, development, drainage/flooding and traffic management. The importance of cleaning of streets and litter control & rubbish dumping had also increased, along with Council engaging with the community.

The community's rating of Council's performance again was moderately high. Overall satisfaction with Council and satisfaction levels across all Council services and facilities remained consistent with the outcomes observed in 2014.

Just under 2/3 of residents gave a rating of 7+ indicating they believe services and facilities provided by Mosman Council are value for money.

Only 7 out of the 36 service received an average rating of less than 6 out of 10. These areas of lower relative satisfaction were concerned with traffic management, parking, bike paths and the development process, along with services and facilities for people from cultural and linguistically diverse backgrounds.

Recommendations

Based on the overall research outcomes:

1. Continue to focus on providing leadership on matters important to the area. This may take the form of assisting local economic development, advocating and engaging with the community of the flashpoint issues of transport management and development in the local area

2. Explore the community's needs and expectations regarding the cleanliness and maintenance of the public place and local streets across the Mosman area

3. Clarify community expectations and understanding about planning around the maintenance of local roads and footpaths
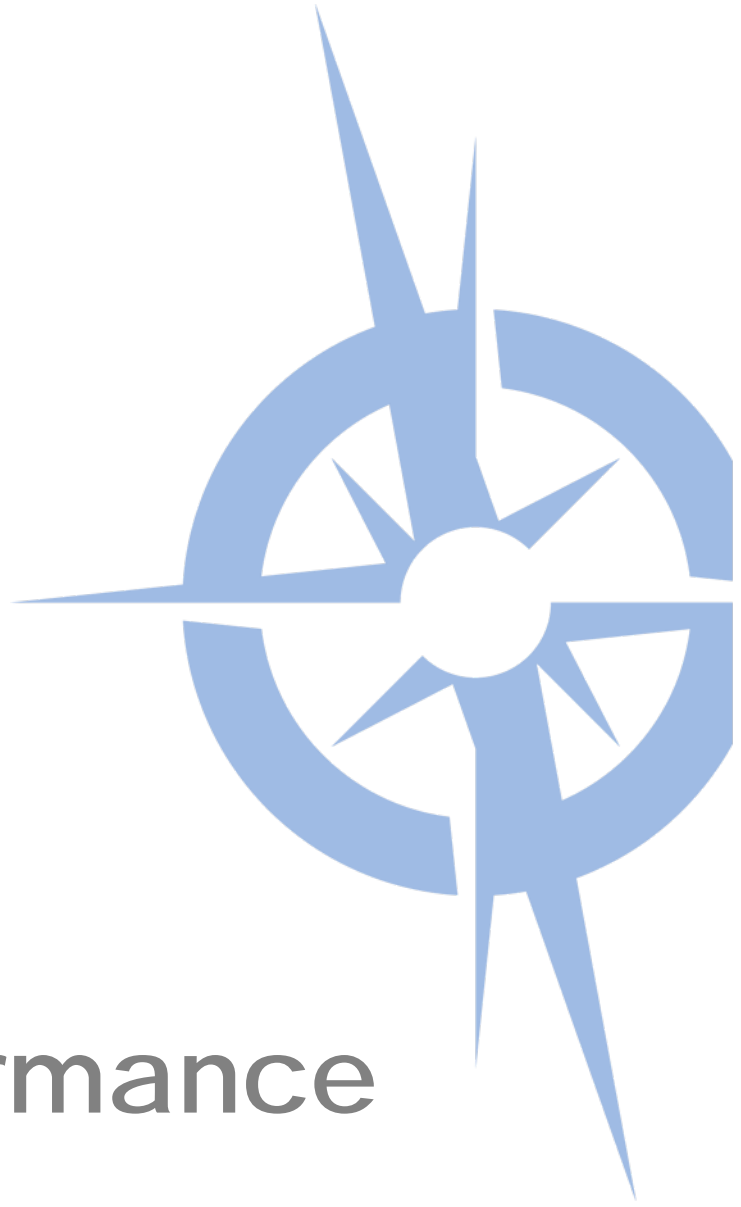
Section A
Overall Performance

Overall Performance of Mosman Council as an Organisation

Summary

Overall, residents expressed a 'moderately high' level of satisfaction with the performance of Mosman Council as an organisation over the past 12 months, with 71% expressing a satisfaction level of 7-10. Overall satisfaction has remained steady since 2014 (6.95 cf. 6.77), but is significantly higher than the NSW LGA Benchmark (6.95 cf. 6.42).

Residents aged 65+ were significantly more satisfied with Mosman Council as an organisation, while those aged 50-64 were significantly less satisfied.

Q2a.   How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months?

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	6.95	6.93	6.97	7.09	6.91	6.37↓	7.51↑	6.87	7.22

	Overall 2016	Overall 2014	Overall 2012	Micromex NSW LGA Benchmark
Mean ratings	6.95	6.77	6.60	6.42↓

Scale: 0 = very dissatisfied, 10 = very satisfied

↑↓ = A significantly higher/lower level of satisfaction (by year)
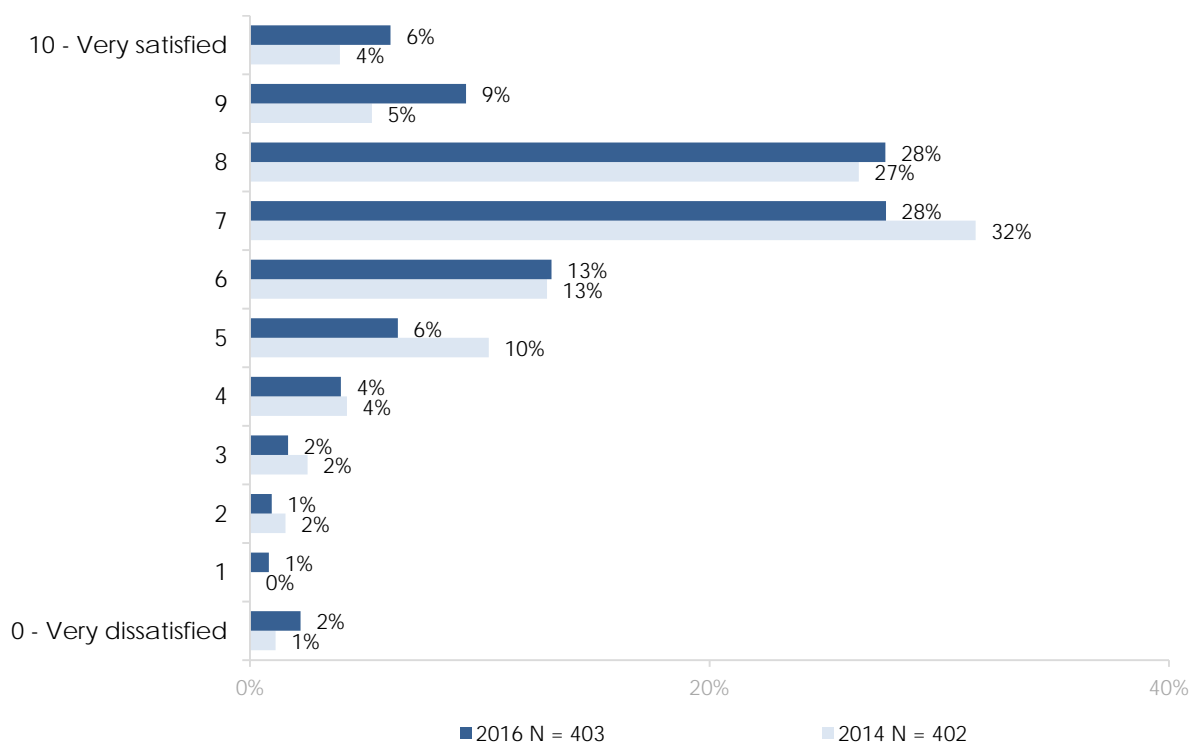
Overall Performance of Mosman Council as an Organisation

Summary

As mentioned, 71% of residents expressed high satisfaction with the overall performance of Mosman Council as a whole, with 49% believing that 'Council is doing well providing for the community'.

Q2b.   Why do you say that?

High Satisfaction (7-10)	% Incidence N=405	% Comments N=490
Council is doing well providing for the community	49%	41%
Happy with services / facilities providing for the community	30%	25%
Council is responsive to community needs and consults the community well	11%	9%
Problems with infrastructure, maintenance and service provision	8%	6%
Happy with Council but there is room for improvement	7%	6%
Problems with parking and traffic	3%	3%
Poor Council management, including lack of communication	3%	3%
Poor planning and management of development	3%	3%
Amalgamation concerns	2%	2%
Other	3%	3%

Moderate Satisfaction (4-6)	% Incidence N=405	% Comments N=155
Problems with infrastructure, maintenance and service provision	9%	23%
Poor Council management, including lack of communication	6%	17%
Problems with parking and traffic	4%	10%
Happy with services / facilities providing for the community	3%	7%
Happy with Council but there is room for improvement	3%	7%
Amalgamation concerns	3%	7%
Poor planning and management of development	3%	7%
Council are doing well providing for the community	2%	6%
Other	6%	16%

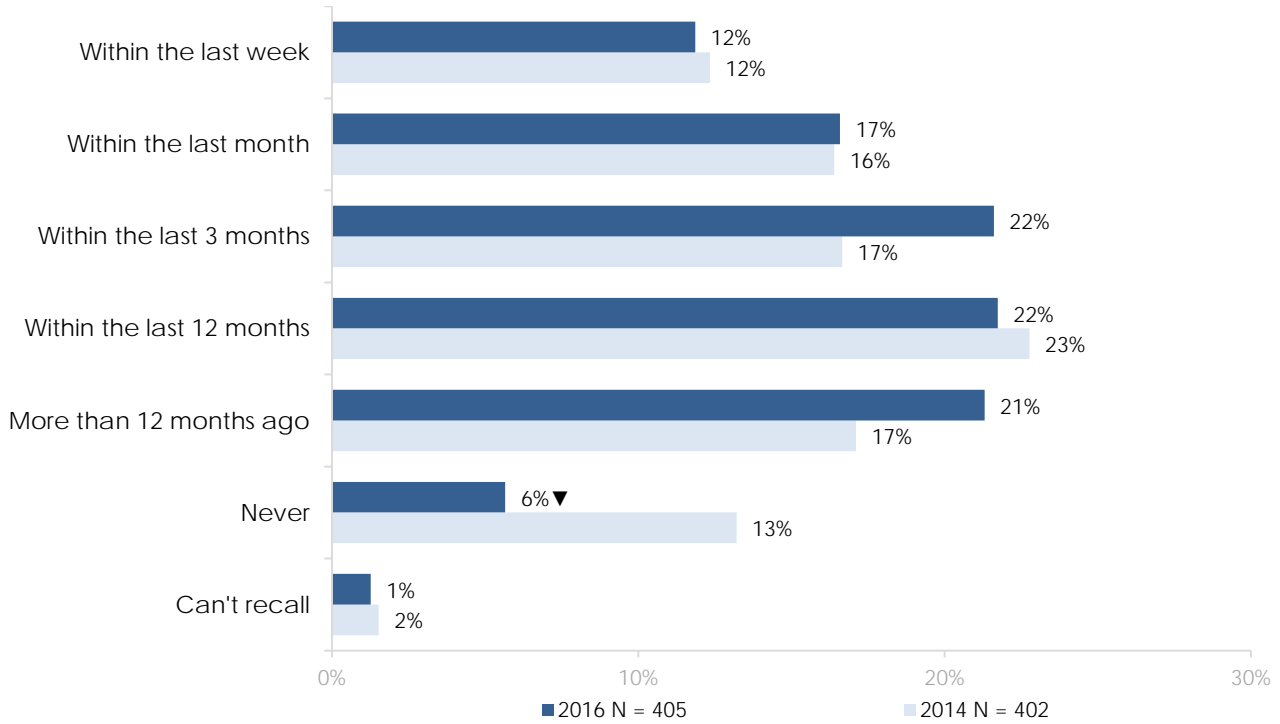| Low Satisfaction (0-3)	% Incidence N=405	% Comments N=43
Poor Council management, including lack of communication	3%	33%
Amalgamation concerns	3%	26%
Poor planning and management of development	2%	16%
Problems with infrastructure, maintenance and service provision	1%	14%
Problems with parking and traffic	0%	5%
Happy with Council but there is room for improvement	0%	2%
Other	0%	5%
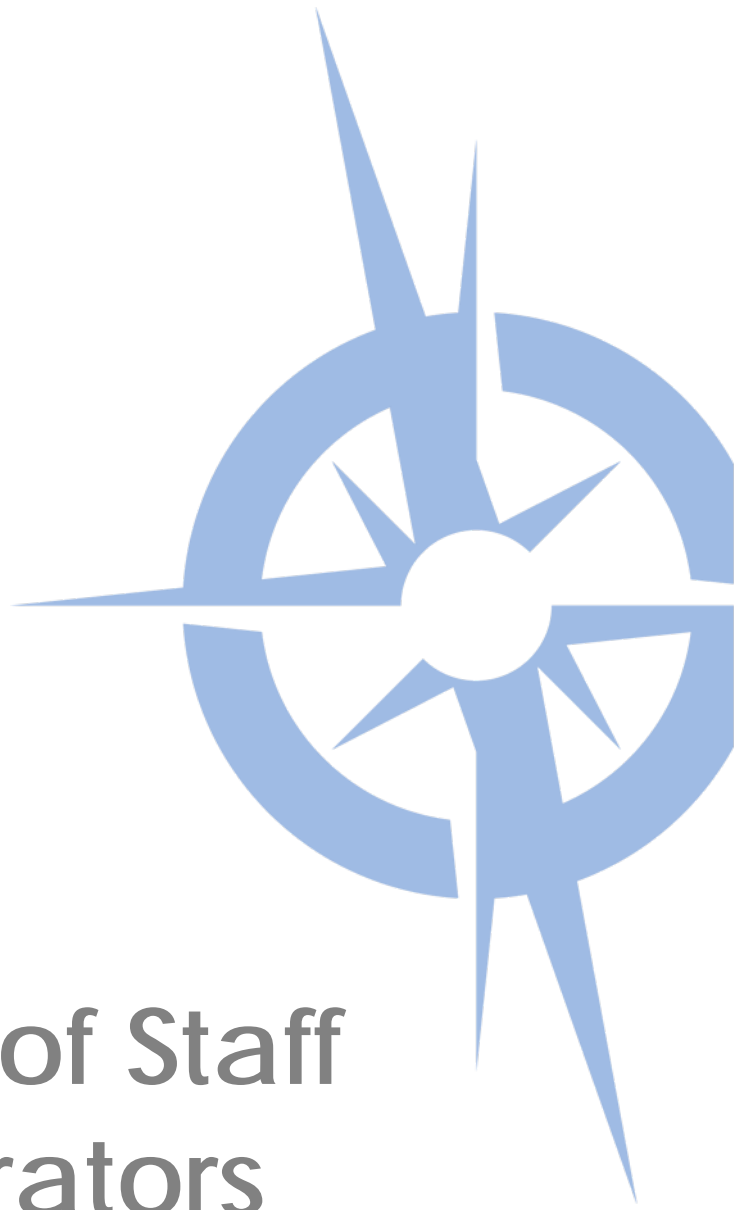
Section B
Performance of Staff and Administrators

Contact with Council

Summary

Results were similar in comparison to 2014, however a significantly higher number of residents indicated they'd had contact (94% cf. 87%).

Q3a.   When was the last time you had contact with a Council staff member?

	2016 N = 405	2014 N = 402
Within the last week	12%	12%
Within the last month	17%	16%
Within the last 3 months	22%	17%
Within the last 12 months	22%	23%
More than 12 months ago	21%	17%
Never	6%▼	13%
Can't recall	1%	2%

▼/▲ = significantly higher/lower (by year)

Satisfaction with the Overall Performance of Council Staff

Summary

Satisfaction ratings amongst those who have had interaction with Council within the last 12 months remained steady since 2014, with 75% expressing a satisfaction level of 7-10. The 2016 overall rating is slightly lower than the Micromex NSW LGA benchmark for 2016 (7.39 cf. 7.67).

Residents aged 65+ were significantly more likely to be satisfied with the performance of councillors, with those aged 50-64 significantly less satisfied.

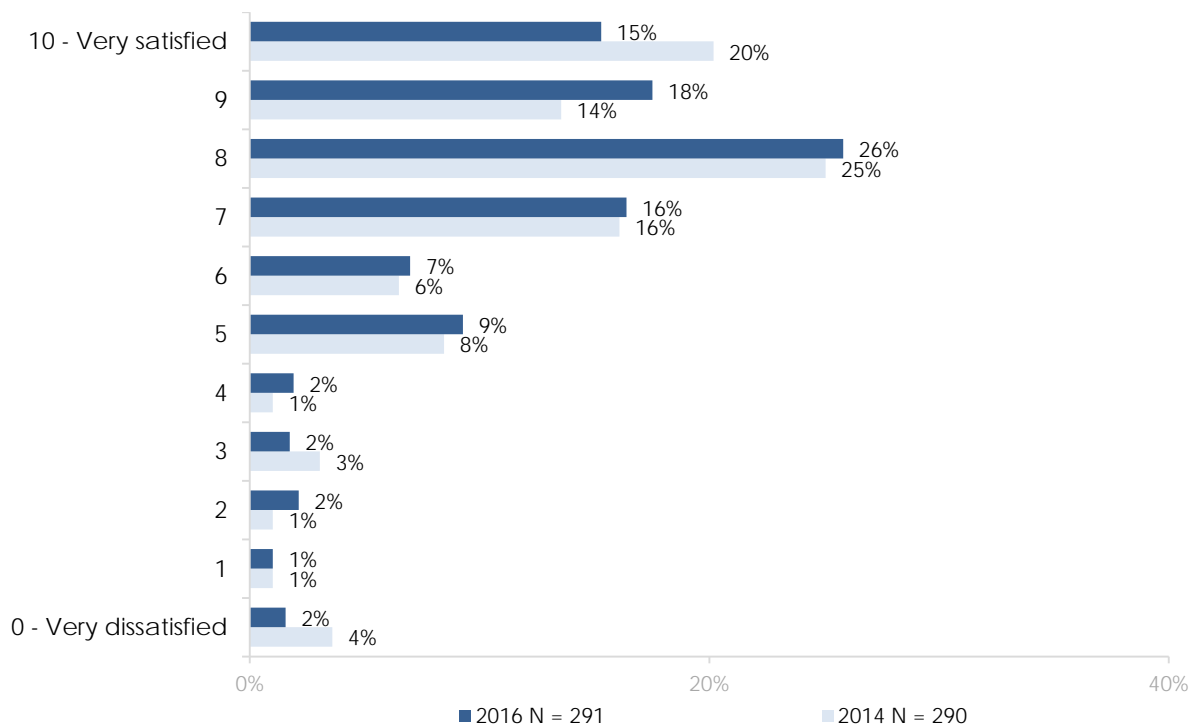Non-ratepayers were significantly more satisfied.

Q3f. *Generally speaking, how satisfied are you with the overall performance of Council staff?*
(Amongst those who had contacted Council within the last 12 months)

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	7.39	7.41	7.37	7.38	7.55	6.70↓	8.00↑	7.21	8.02↑

	Overall 2016	Overall 2014	Overall 2012	Micromex NSW LGA Benchmark
Mean ratings	7.39	7.36	7.06	7.67

Scale: 0 = very dissatisfied, 10 = very satisfied

↑↓ = A significantly higher/lower level of satisfaction (by group)

Satisfaction with the Overall Performance of Council Staff

Summary

Satisfaction ratings amongst those who had no interaction with Council in the last 12 months remained steady since 2014. 64% expressed a high level of satisfaction between 7 and 10.

Males were significantly more satisfied with the overall performance of Council's staff.

Q3b. *How satisfied were you with the overall performance of Council's staff?*
(Amongst those who had contact more than 12 months ago, never or can't recall)

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	6.76	7.26↑	6.33	6.44	7.28	6.78	6.88	6.73	6.87

	Overall 2016	Overall 2014	Overall 2012
Mean ratings	6.76	7.01	7.10

Scale: 0 = very dissatisfied, 10 = very satisfied

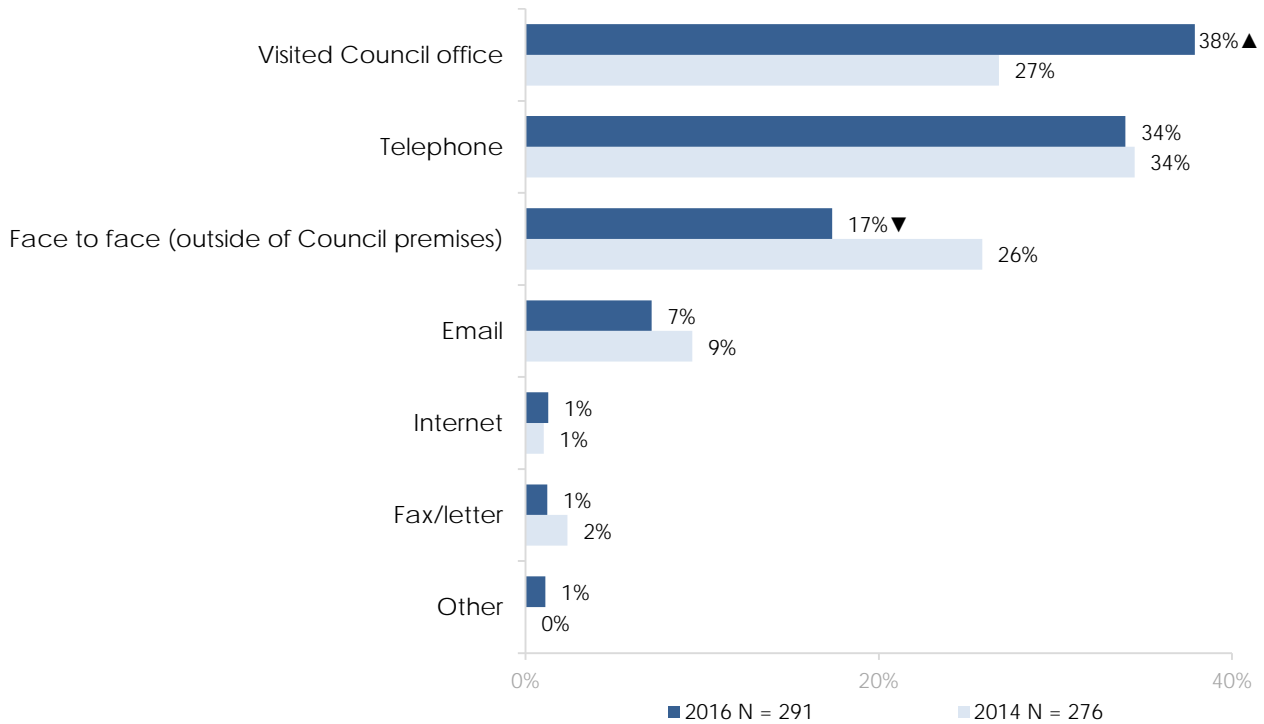↑↓ = A significantly higher/lower level of satisfaction (by group)
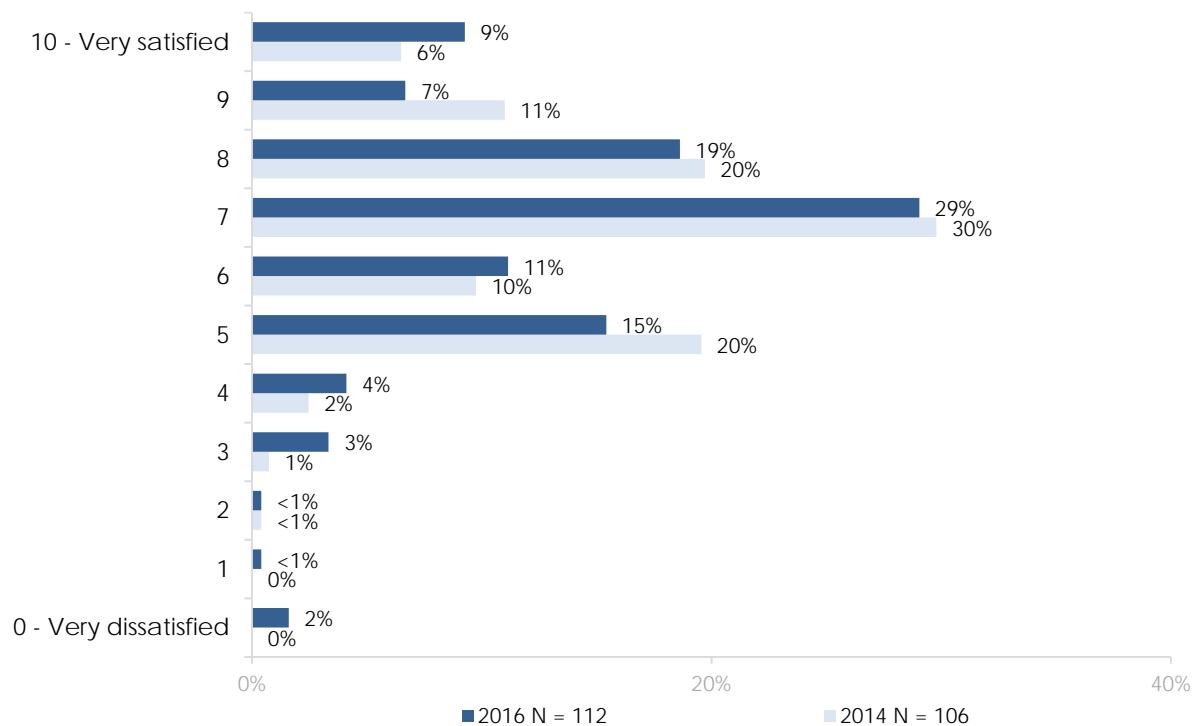
Method of Contact with Council Employee

Summary

Residents most commonly made contact with a Council employee by visiting a Council office (38%) or by telephone (34%). The incidence of visiting a Council office significantly improved since 2014, however, 'Face to face (outside of Council premises)' had significantly decreased.

Q3c.   Thinking of your last interaction with a Council employee, how did you make contact?

Method	2016	2014
Visited Council office	38%▲	27%
Telephone	34%	34%
Face to face (outside of Council premises)	17%▼	26%
Email	7%	9%
Internet	1%	1%
Fax/letter	1%	2%
Other	1%	0%

■ 2016 N = 291   ■ 2014 N = 276

Other Specified	Count
Via the library	3

Note: Q3c-3g were asked only of those residents who had contact with Council in the last 12 months.

Nature of Enquiry

Summary

The key reasons residents gave for contacting Council staff were:

- Request for assistance (23%)
- Information enquiry (18%)
- Development application or related matter (17%)

Results were similar to 2014 with the exception of 'Request for assistance' which has significantly increased as a reason for enquiry since 2014.

Q3d.   What was the main reason for your last encounter with Council staff?
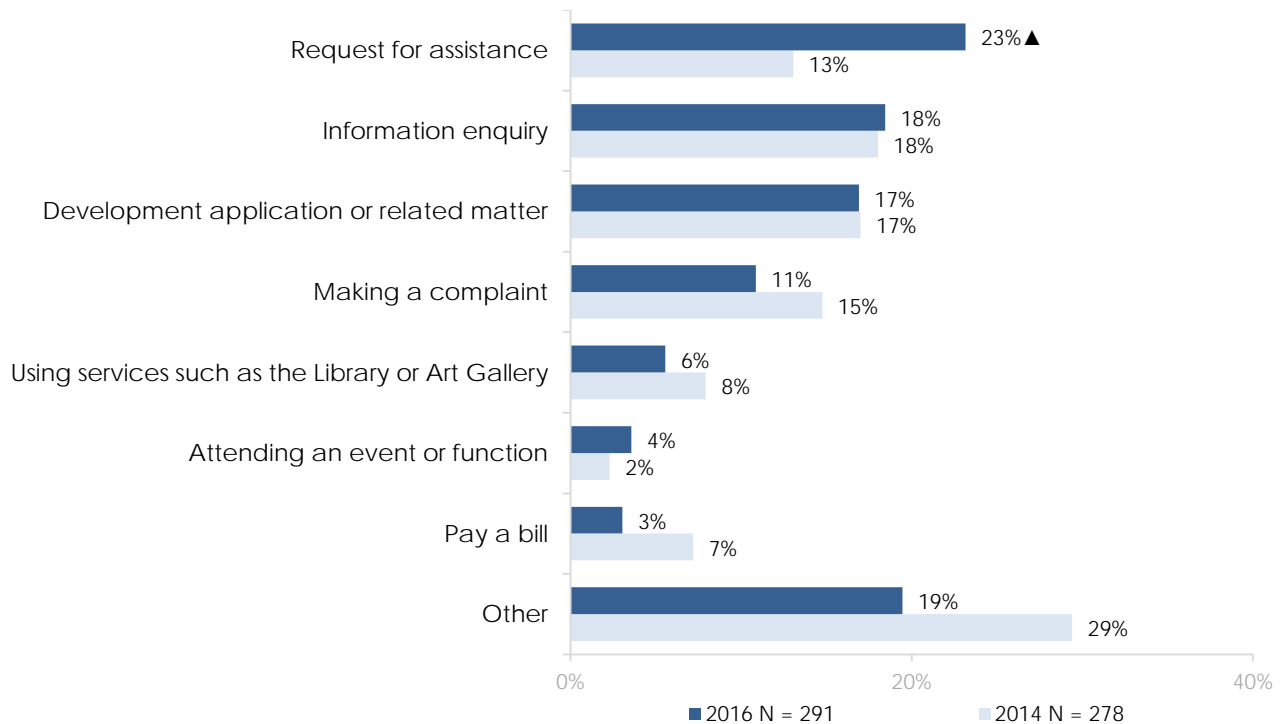
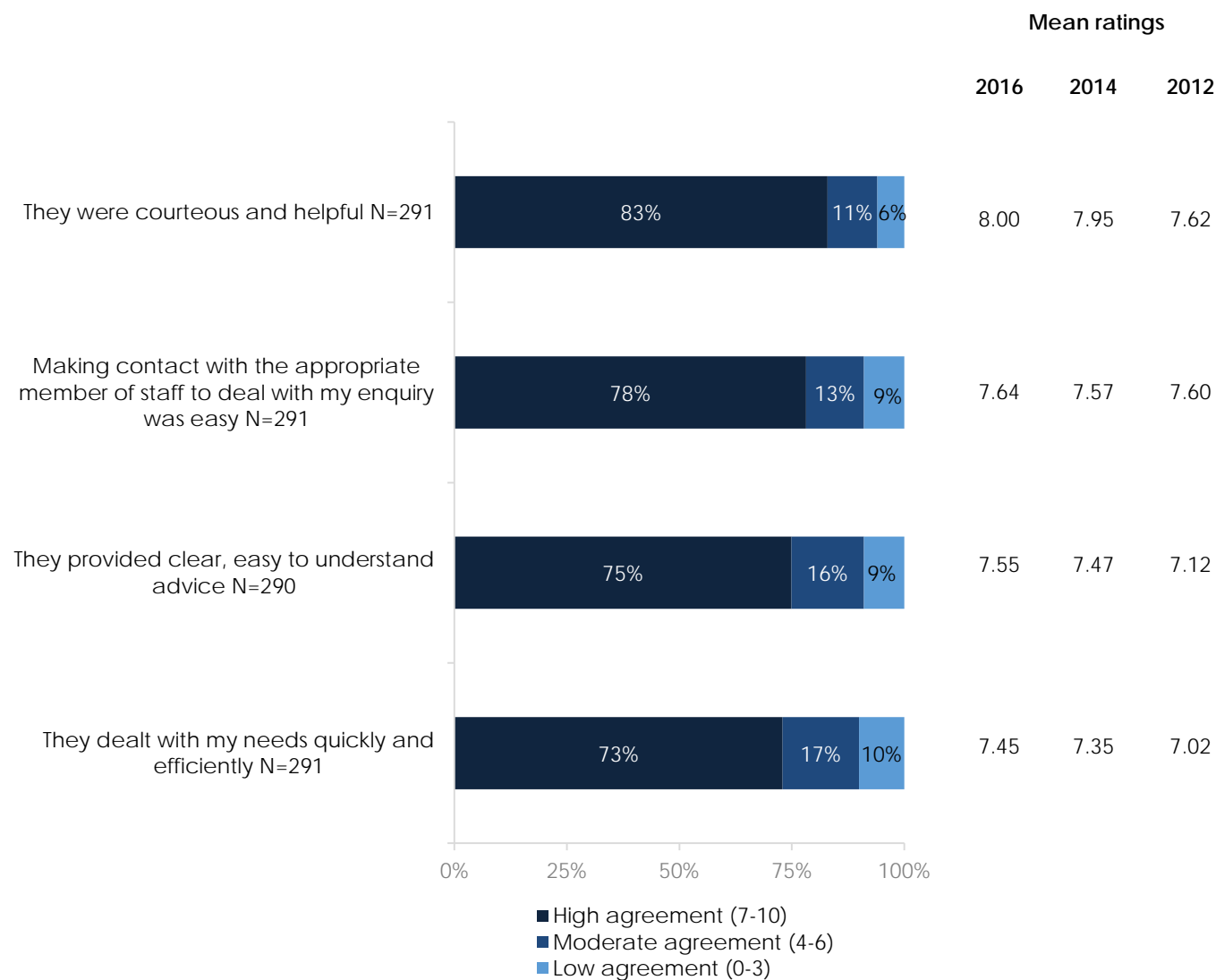| Other Specified	Count
Parking issue/permit	22
JP services	6
Animal control	5
Waste management	5
Meeting	3
Volunteering services	3
Bush care/tree removal	2
Providing feedback	1
Survey	1
Vacation care	1
Can't remember	1

Level of Agreement with Criteria

Summary

Levels of agreement with each statement have remained steady and were all rated of high agreement. The statement, 'They were courteous and helpful' has remained the highest ranked statement since 2012.

Q3e.   Thinking about the last time you dealt with Council staff, please indicate you level of agreement with each statement with each statement.

Mean ratings

	2016	2014	2012
They were courteous and helpful N=291 — 83% / 11% / 6%	8.00	7.95	7.62
Making contact with the appropriate member of staff to deal with my enquiry was easy N=291 — 78% / 13% / 9%	7.64	7.57	7.60
They provided clear, easy to understand advice N=290 — 75% / 16% / 9%	7.55	7.47	7.12
They dealt with my needs quickly and efficiently N=291 — 73% / 17% / 10%	7.45	7.35	7.02

■ High agreement (7-10)
■ Moderate agreement (4-6)
■ Low agreement (0-3)

Scale: 0 = strongly disagree, 10 = strongly agree

# Suggestions to Improve Council's Level of Customer Service

Summary

57% of residents made a suggestion to improve Council's level of customer service. The key suggestions include:

- Council to be more understanding of community needs/concerns (10%)
- Council staff to be more positive, respectful and well-mannered (10%)
- More staff to reduce wait times and queues (10%)

Q3g. *Thinking about your access to, and interaction with Council staff, do you have any suggestions about how Council could improve its level of customer service?*
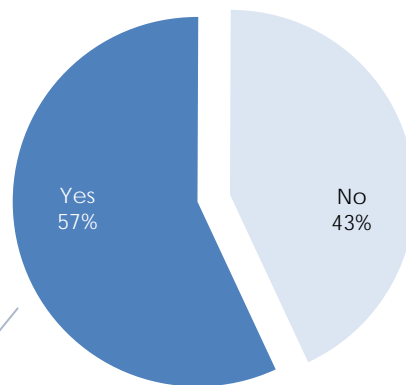

Base: N = 291
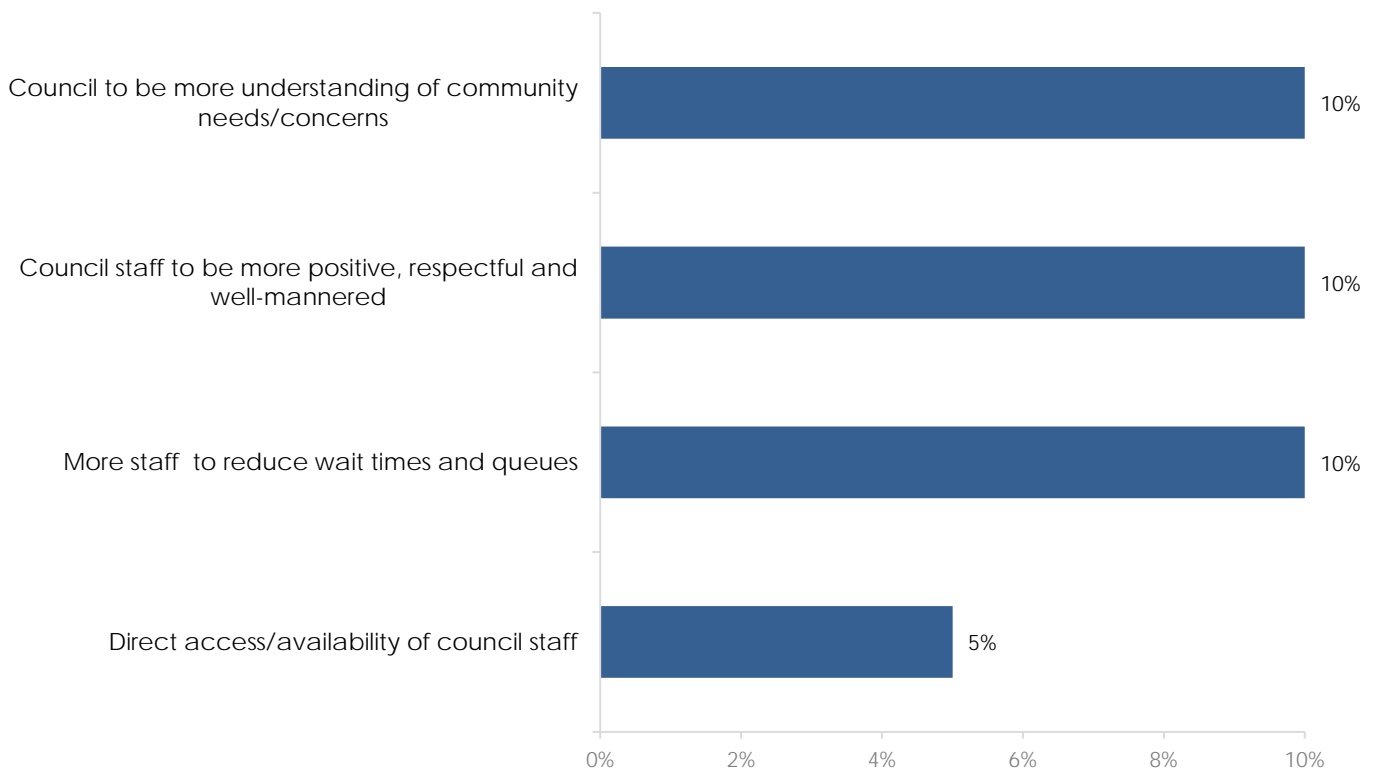
Base: N = 405

Dealings with Council Representatives

Summary

Similar to 2014, 9% of residents had dealings with their elected local Council representatives. Of those, 66% expressed a high level of satisfaction with the responsiveness of Councillors.

Q4a.   Have you had any dealings with your elected local Council representatives, i.e. Councillors, over the last year?

	2016 N=405	2014 N=402
Yes	9%	7%
None/Can't recall	91%	93%

None/Can't recall
91%

Yes
9%

Base: N = 405
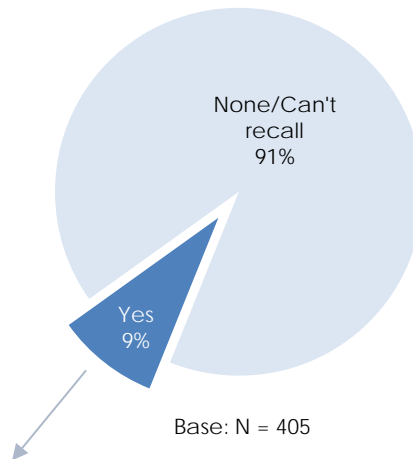
Q4b.   Thinking about the last time you dealt with a Mosman Councillor, how satisfied were you with their responsiveness to your particular needs?

	Overall 2016	Overall 2014	Overall 2012
Mean ratings	6.51	7.23	7.25

Scale: 0 = very dissatisfied, 10 = very satisfied

↑↓ = A significantly higher/lower level of satisfaction (by year/group)

Note: Subgroup samples were too low to produce valid means.
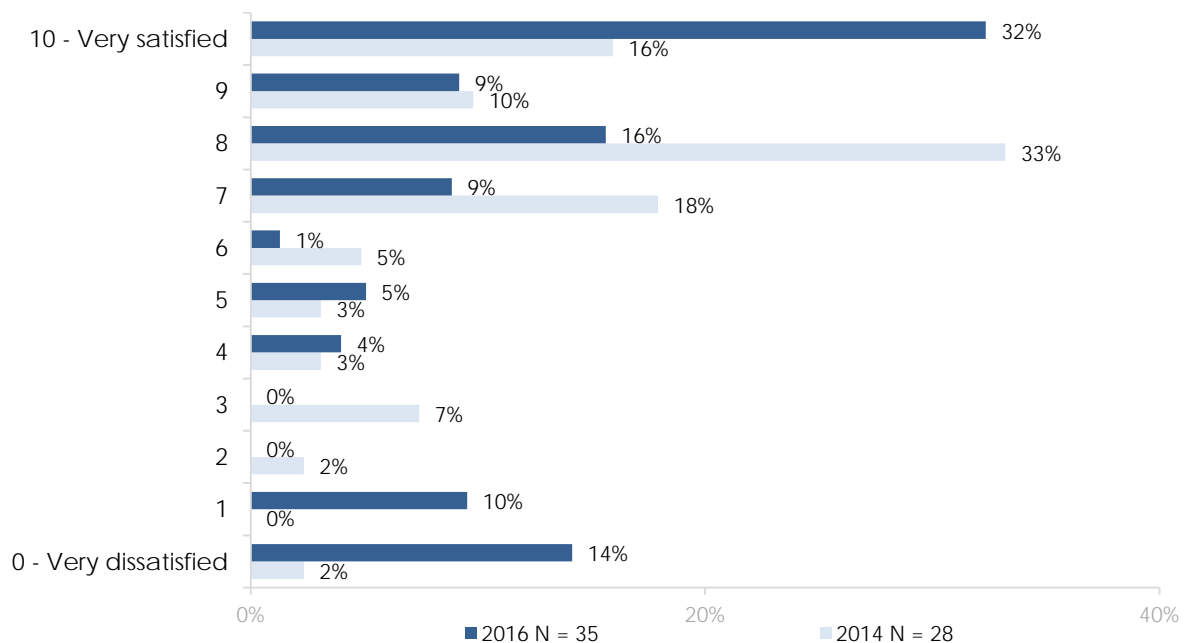
Performance of Mosman Councillors

Summary

Satisfaction with the performance of Mosman Councillors is moderately high, having trended upwards since 2012. This result is also higher than the Micromex Benchmark.

Residents aged 65+ were significantly more satisfied across all 3 areas of Councillors' performance ratings.

Q4c.   Thinking about Mosman councillors overall, how would you rate their performance in the following areas?

The Overall Performance of Councillors

	Micromex Benchmark	Overall 2016	Overall 2014	Overall 2012
Mean ratings	6.28	6.43	6.24	5.95

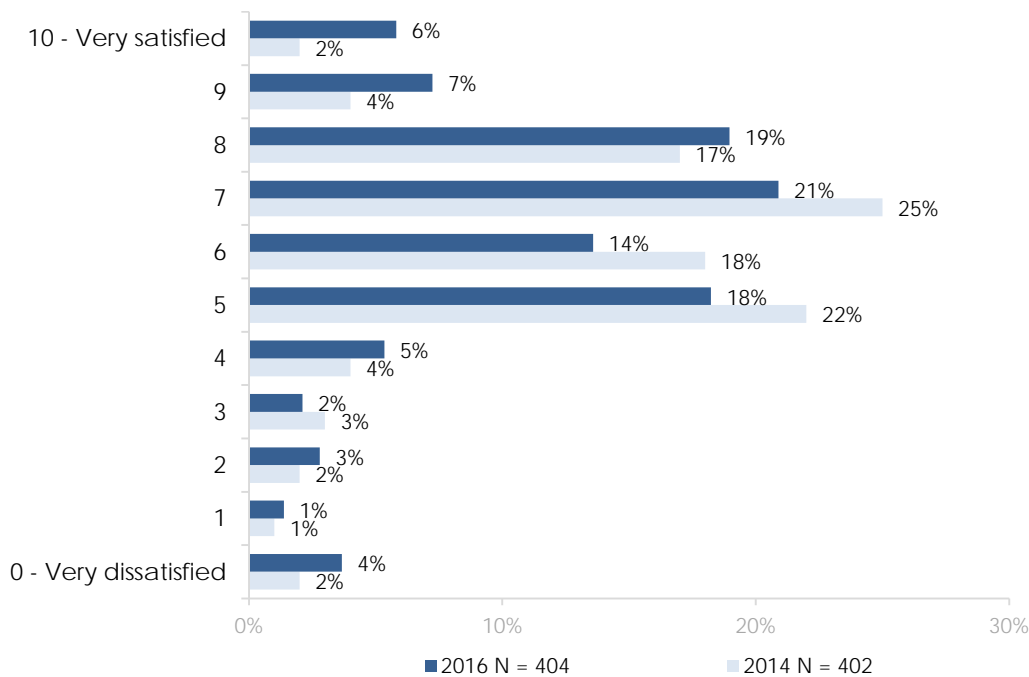Scale: 0 = very dissatisfied, 10 = very satisfied

Performance of Mosman Councillors

Summary

Consistent with the overall perceptions of Councillors, 'representing a broad range of community views fairly' and their 'effective leadership and guidance of the community' have also trended steadily upwards since 2012.

Q4c. *Thinking about Mosman councillors overall, how would you rate their performance in the following areas? Cont.*

Representing a Broad Range of Community Views Fairly

2016	2014
10 - Very satisfied	6% / 2%
9	7% / 4%
8	19% / 17%
7	21% / 25%
6	14% / 18%
5	18% / 22%
4	5% / 4%
3	2% / 3%
2	3% / 2%
1	1% / 1%
0 - Very dissatisfied	4% / 2%

■ 2016 N = 404   ■ 2014 N = 402

Mean ratings	
2016	6.28
2014	6.19
2012	6.10

Effective Leadership and Guidance of the Community

2016	2014
10 - Very satisfied	5% / 3%
9	8% / 7%
8	17% / 14%
7	20% / 22%
6	17% / 19%
5	18% / 20%
4	5% / 7%
3	2% / 3%
2	2% / 2%
1	1% / 1%
0 - Very dissatisfied	4% / 2%

■ 2016 N = 405   ■ 2014 N = 402
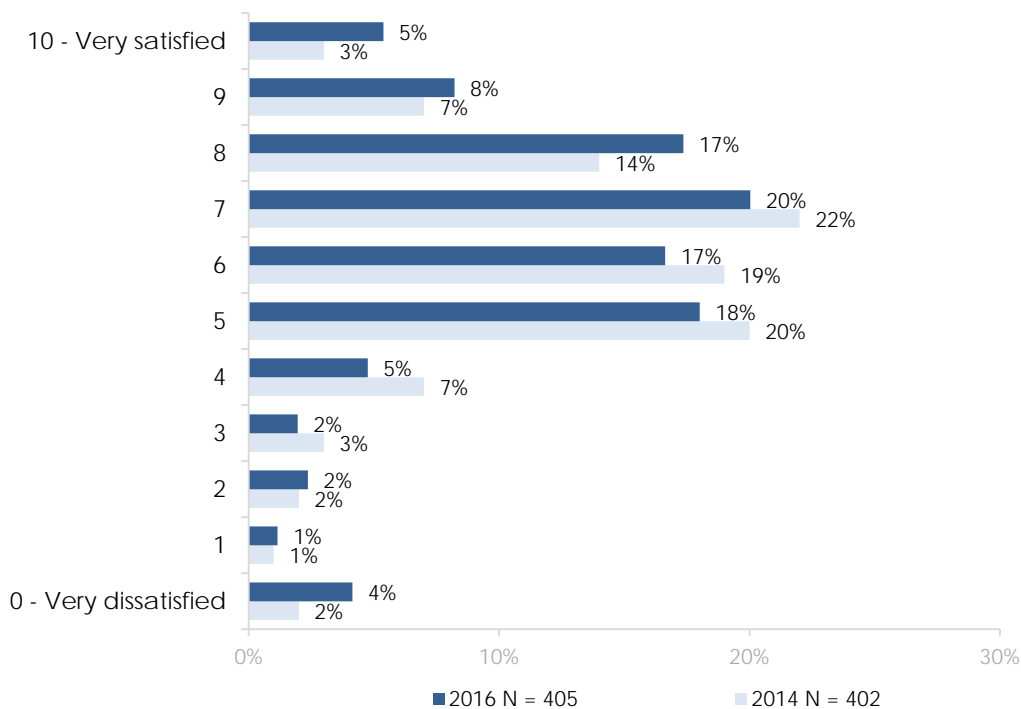
Mean ratings	
2016	6.27
2014	6.14
2012	5.92

Scale: 0 = very dissatisfied, 10 = very satisfied

Value for Rate Dollars

Summary

Satisfaction ratings remained similar to 2014. The top 4 box indicates 63% of residents believe services and facilities provided by Mosman Council are value for money.

Residents aged 65+ were significantly more satisfied with the value of services and facilities provided by Mosman Council.

Q5.   *Do you think the services and facilities provided by Mosman Council are value for money in terms of what your household pays in rates and other Council charges?*

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	6.84	6.87	6.83	6.63	6.79	6.62	7.44↑	6.83	6.86

	Overall 2016	Overall 2014	Overall 2012
Mean ratings	6.84	6.54	6.45

	Overall 2016	Overall 2014	Overall 2012
Top 4 box	63%	57%	57%

Scale: 0 = very poor value, 10 = very good value

↑↓ = A significantly higher/lower level of satisfaction (by year/group)

Section C
Local Concerns

Major Issues Facing Mosman in the next 5-10 Years

Summary

Residents were most concerned with the uncertainty of amalgamation and the impact a merge may have on the Mosman LGA (32%).

As we have observed in many metropolitan areas, residents are also concerned with traffic management (28%) and controlling development (10%).

Q6a.   Thinking of Mosman as a whole, what would you say is the major issue facing Mosman in the next 5-10 years?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.

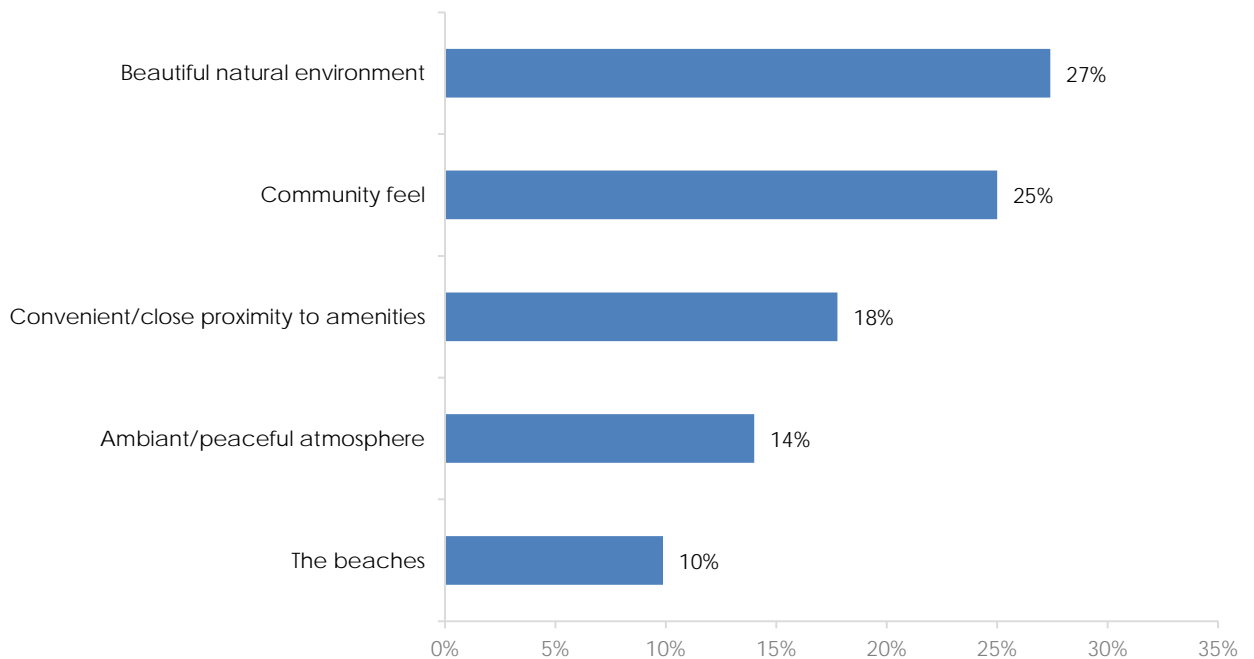Base: N = 405

Valued Aspects of the Mosman Area

Summary

'Beautiful natural environment' was the most valued aspect of living in the Mosman area (27%), followed by 'ambiance/atmosphere' (20%), 'Community feel' (19%) and 'Convenient/easy access to amenities' (18%).

Q6b.   What do you value most about living in the Mosman area?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.
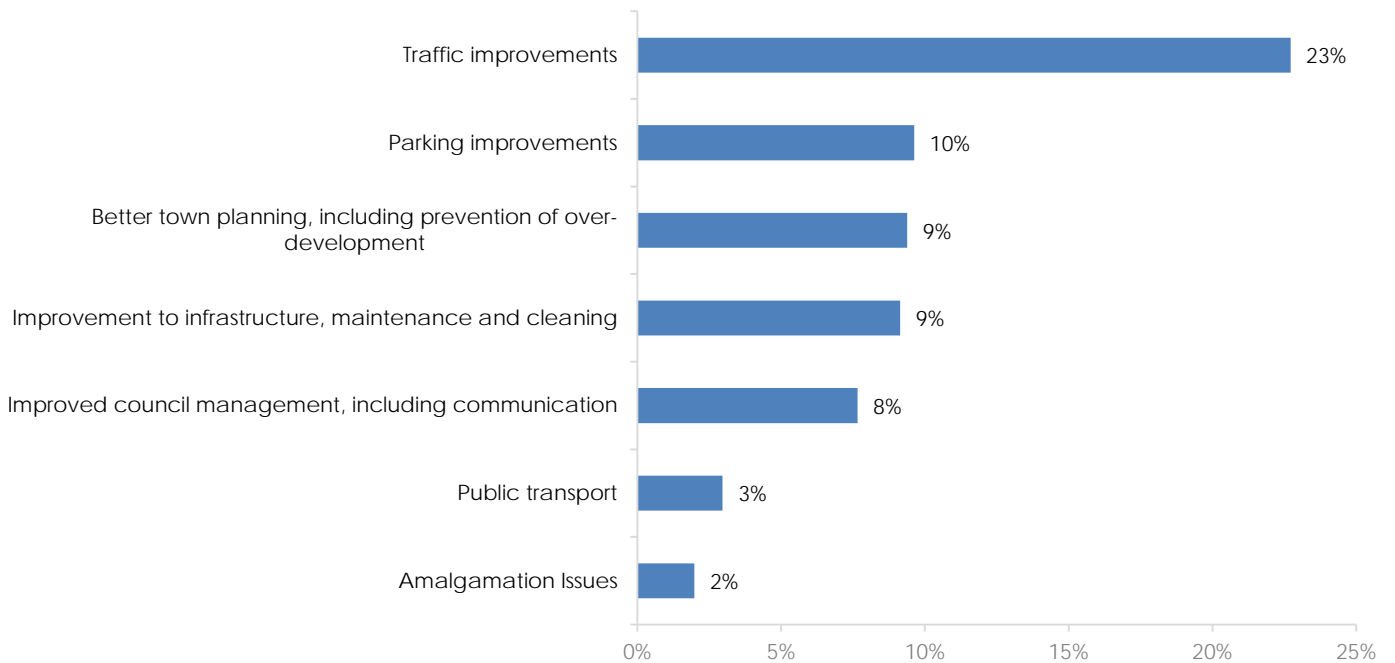

Base: N = 405

Key Changes

Summary

'Traffic improvements' (23%) was the key area Mosman residents wanted changed in the LGA.

Other key changes mentioned included;

- 'Parking improvements' (10%)
- 'Better town planning, including prevention of over-development' (9%)
- 'Improvement to infrastructure, maintenance and cleaning' (9%)
- 'Improved council management, including communication' (8%)

Q6c.   What would be the key thing you'd like to see change?

Traffic improvements — 23%
Parking improvements — 10%
Better town planning, including prevention of over-development — 9%
Improvement to infrastructure, maintenance and cleaning — 9%
Improved council management, including communication — 8%
Public transport — 3%
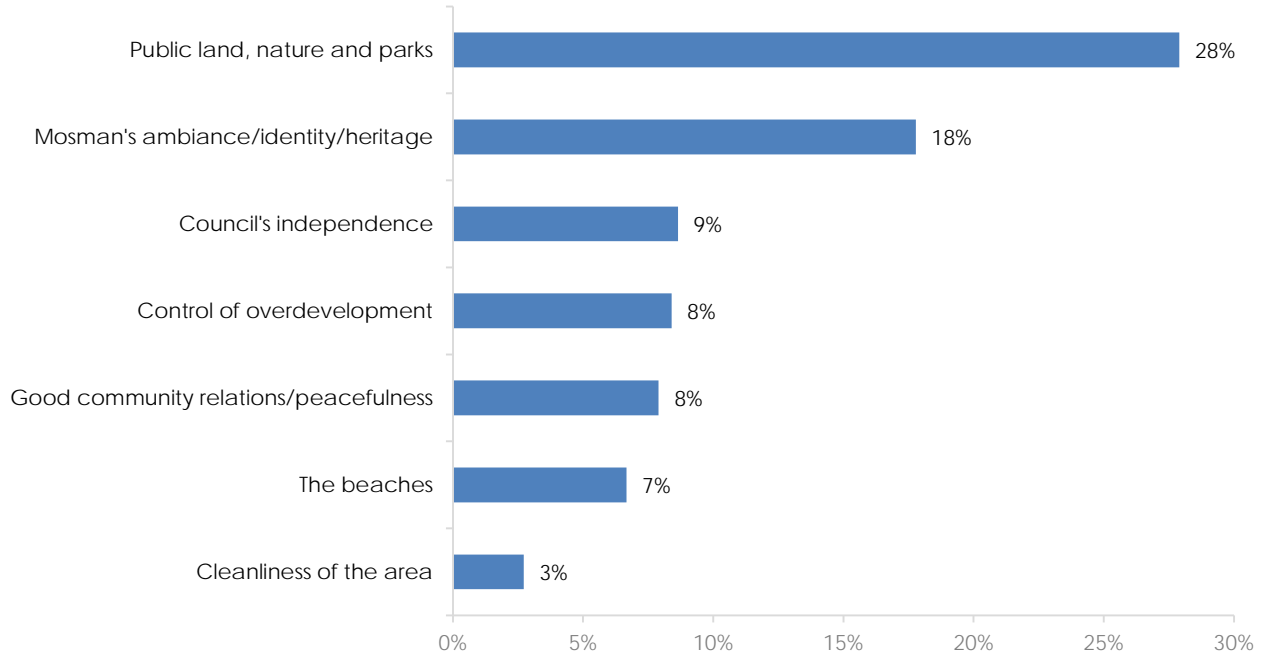Amalgamation Issues — 2%

Base: N = 405
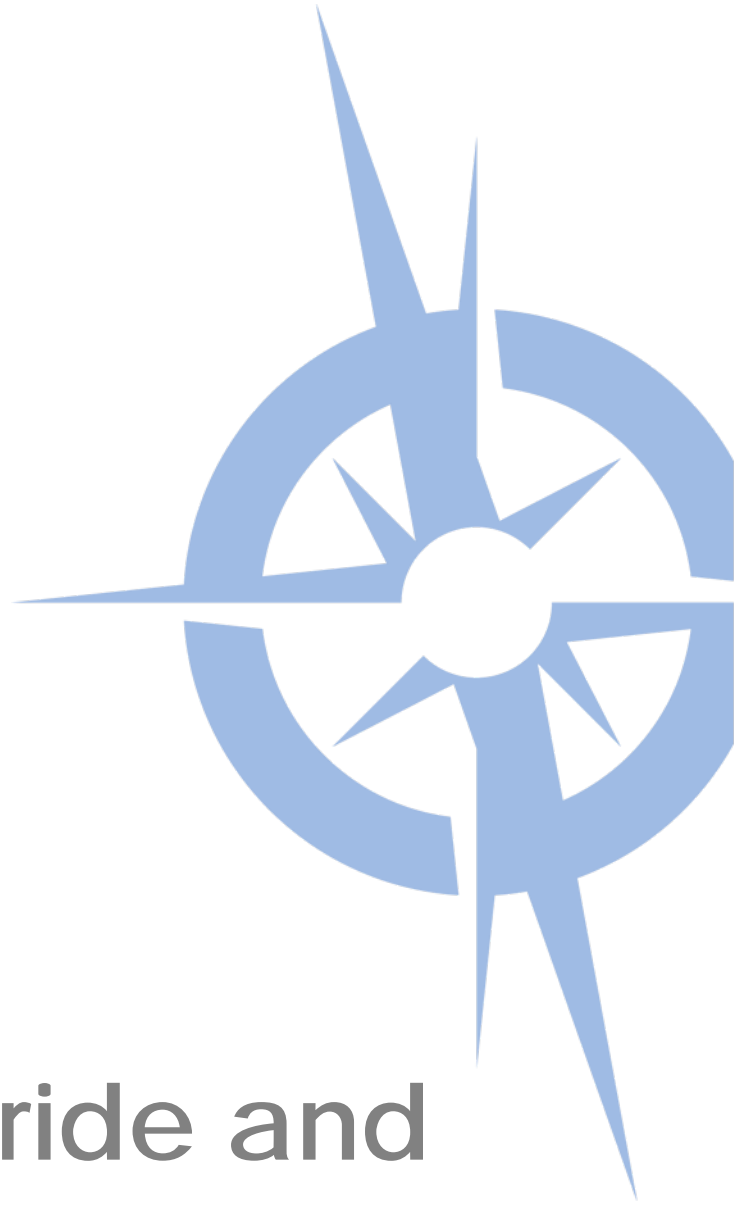
Key Aspects to Retain

Summary

28% of residents indicated 'Public land, nature and parks' as the key thing to retain in the Mosman LGA, followed by 'Mosman's ambience/identity/heritage' (18%).

Q6d.   What would be the key thing you'd like to see retained?

Base: N = 405

Section D
Community Pride and Connectedness
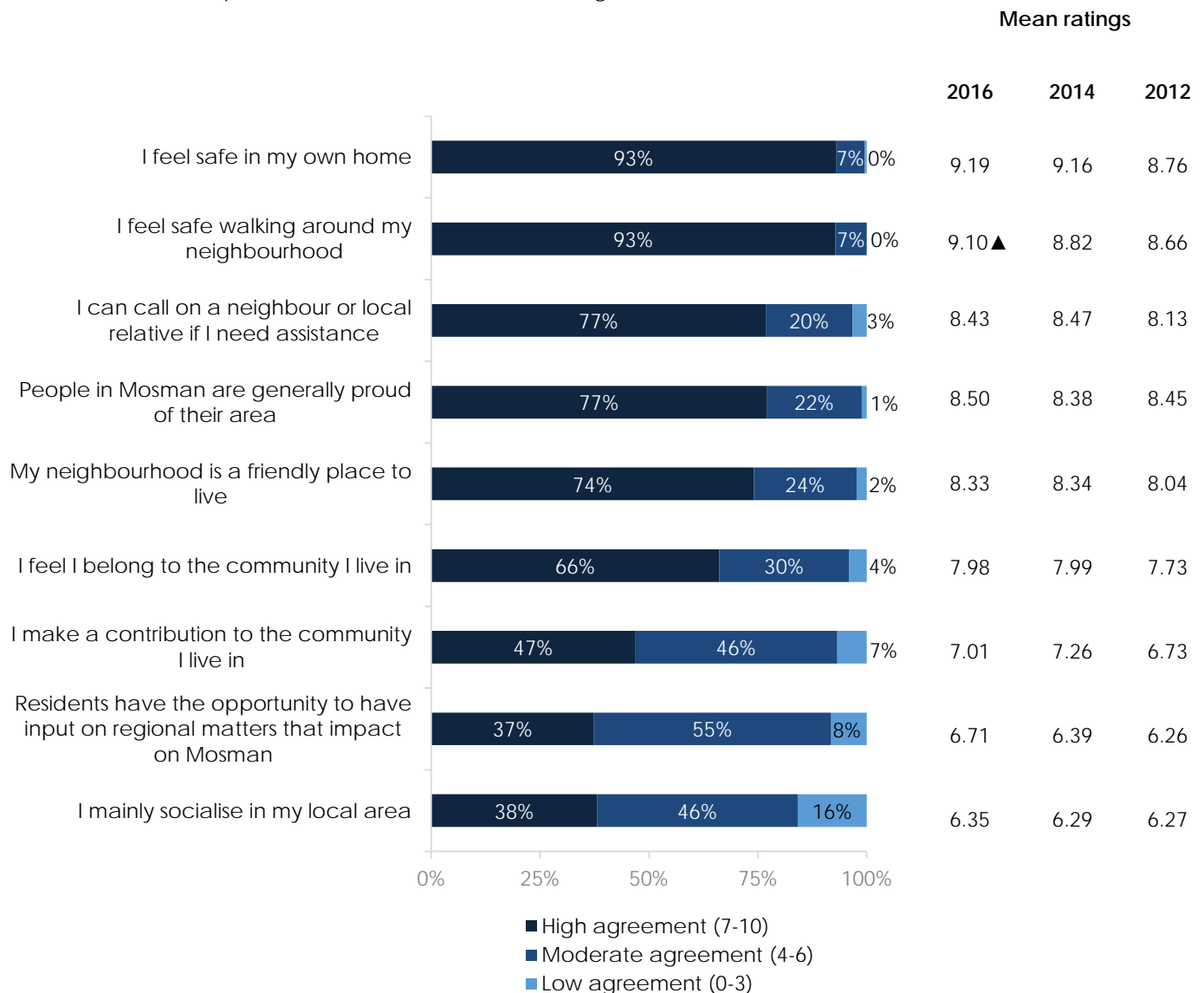
Community Safety, Pride and Connectedness

Summary

With the exception of 'I feel safe walking around my neighbourhood', which experienced a significant increase, residents' agreement with all of the statements has remained steady since 2014. The statement, 'I feel safe in my own home' has remained the highest ranked statement since 2012.

Residents aged 50-64 were significantly more likely to agree with the statement 'I can call on a neighbour or local resident if I need assistance', whilst those aged 65+ were more likely to agree with the following;

- I feel I belong to the community I live in
- I mainly socialise in my local area
- Residents have the opportunity to have input on regional matters that impact on Mosman

Q7.   *In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Mosman as a place to live. Please rate the following statements:*

Mean ratings

	2016	2014	2012
I feel safe in my own home	9.19	9.16	8.76
I feel safe walking around my neighbourhood	9.10▲	8.82	8.66
I can call on a neighbour or local relative if I need assistance	8.43	8.47	8.13
People in Mosman are generally proud of their area	8.50	8.38	8.45
My neighbourhood is a friendly place to live	8.33	8.34	8.04
I feel I belong to the community I live in	7.98	7.99	7.73
I make a contribution to the community I live in	7.01	7.26	6.73
Residents have the opportunity to have input on regional matters that impact on Mosman	6.71	6.39	6.26
I mainly socialise in my local area	6.35	6.29	6.27

■ High agreement (7-10)
■ Moderate agreement (4-6)
■ Low agreement (0-3)

Scale: 0 = strongly disagree, 10 = strongly agree

▲▼ = A significantly higher/lower level of satisfaction (by year)

Means of Sourcing Information from Council

Summary

Similar to 2014, residents' main source of information is 'The Mosman Daily – news articles', followed by 'Word of mouth'. Radio remains the least utilised source of information for residents.
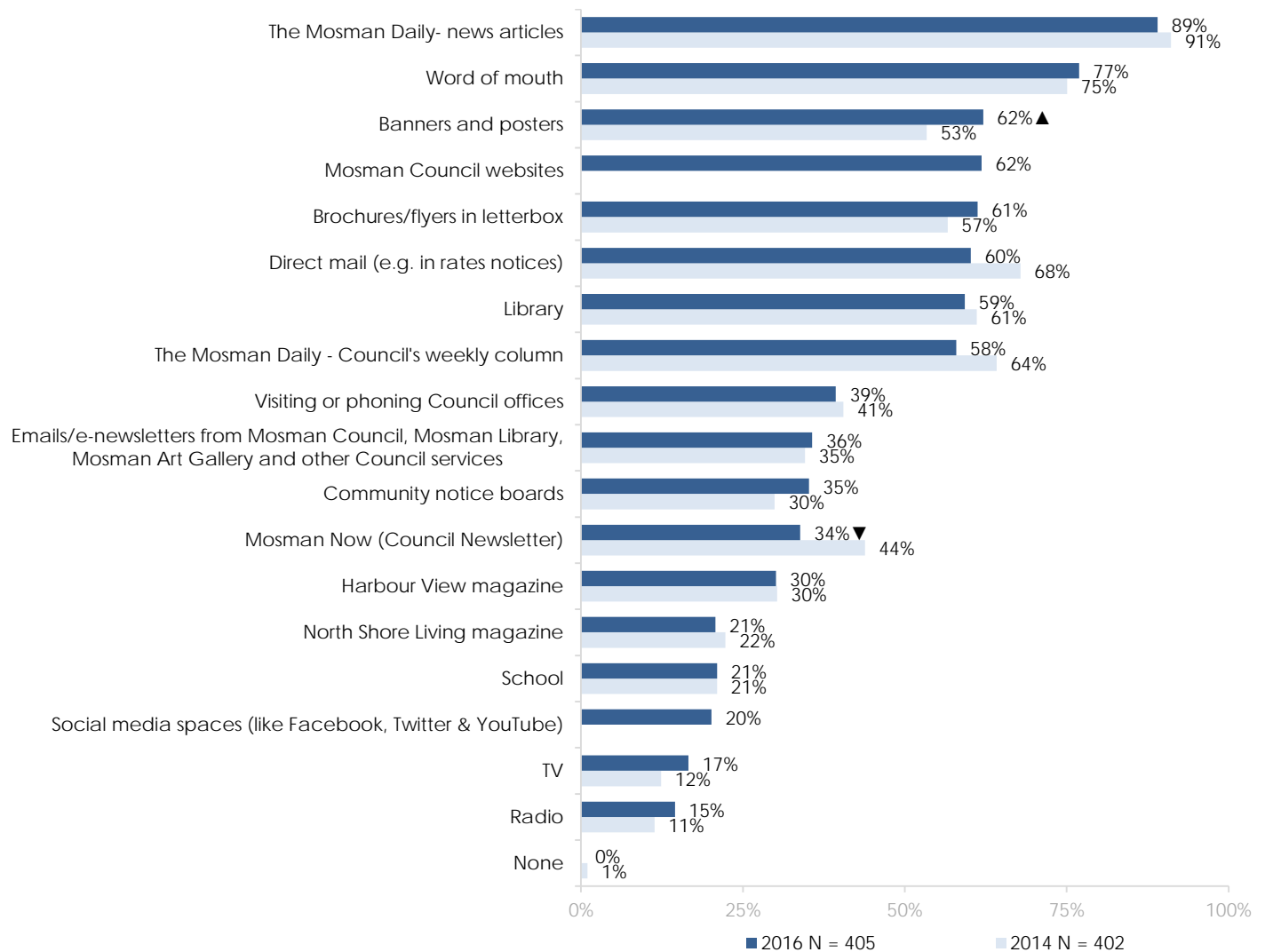
Residents aged 18-34 were significantly less likely to utilise 'Mosman Council websites', both 'The Mosman Daily – news articles' and 'Council's weekly column', 'Mosman Now', 'Brochures and flyers in letterbox' and 'Visiting or phoning Council offices', whilst being more likely to utilise 'Social media spaces'.

Residents aged 35-49 were significantly more likely to source Council information from 'Mosman Council websites', 'Community notice boards', 'Banners and posters', 'Visiting or phoning Council offices' or via 'School', but less likely to use 'Mosman Now'.

Those aged 50+ were significantly less likely to utilise 'Social media spaces', 'Community notice boards', 'Banners and posters' or 'School' to access Council information and more likely to source information via both 'The Mosman Daily – news articles and Council's weekly column', 'Mosman Now', 'Brochures and flyers in letterbox', 'Direct mail' and 'Harbour View magazine'.

Non-ratepayers were significantly more likely to use 'Social media spaces' and 'Banners and posters'.

Q8a.   What are your main sources for information on Council services and activities?

Source	2016 N = 405	2014 N = 402
The Mosman Daily- news articles	89%	91%
Word of mouth	77%	75%
Banners and posters	62%▲	53%
Mosman Council websites	62%	
Brochures/flyers in letterbox	61%	57%
Direct mail (e.g. in rates notices)	60%	68%
Library	59%	61%
The Mosman Daily - Council's weekly column	58%	64%
Visiting or phoning Council offices	39%	41%
Emails/e-newsletters from Mosman Council, Mosman Library, Mosman Art Gallery and other Council services	36%	35%
Community notice boards	35%	30%
Mosman Now (Council Newsletter)	34%▼	44%
Harbour View magazine	30%	30%
North Shore Living magazine	21%	22%
School	21%	21%
Social media spaces (like Facebook, Twitter & YouTube)	20%	
TV	17%	12%
Radio	15%	11%
None	0%	1%

Note: 'Mosman Council website' and 'Social media spaces' were combined in 2014, therefore 2014 data for these is excluded above.
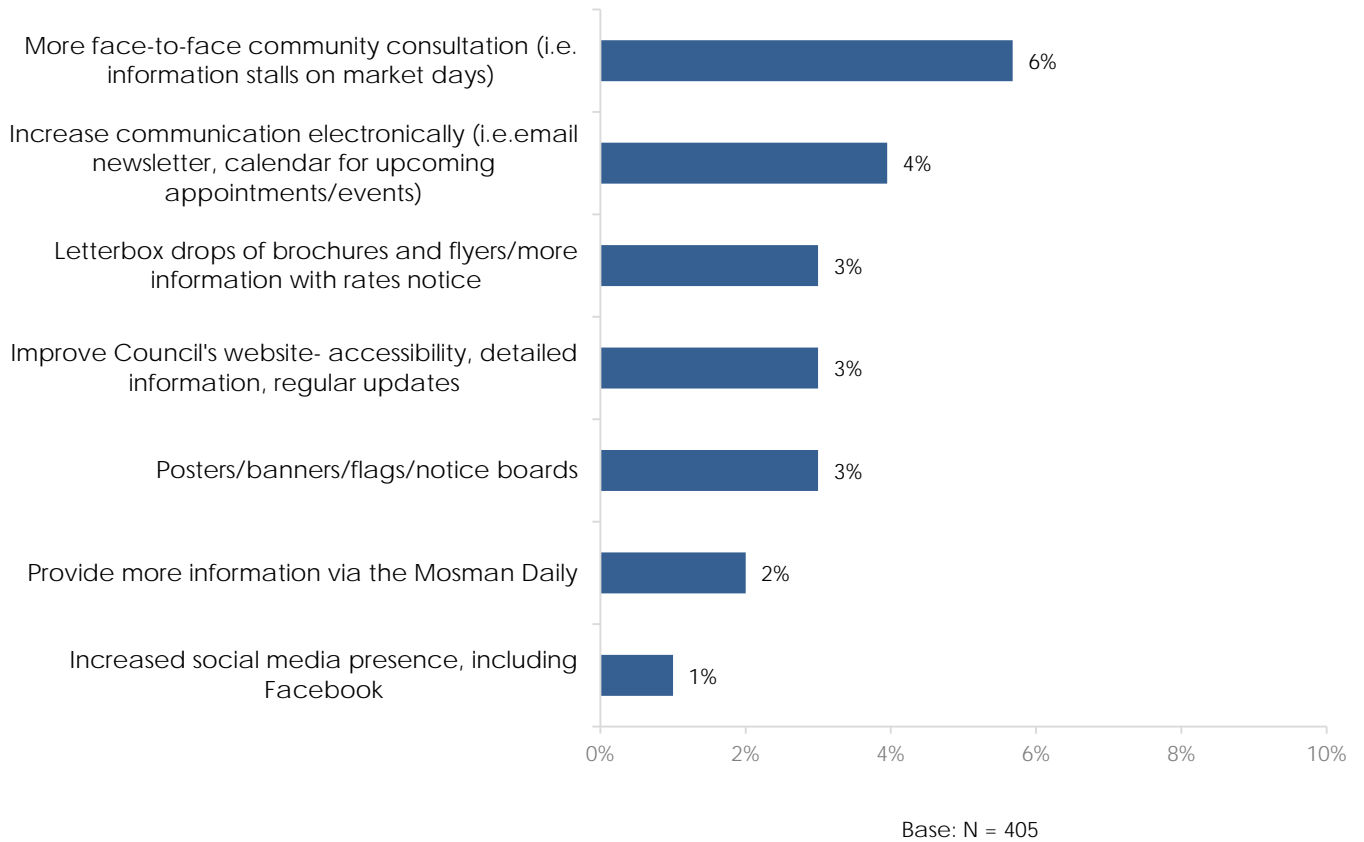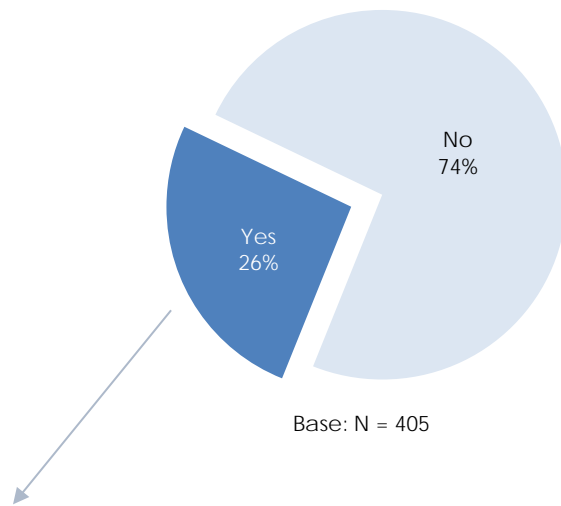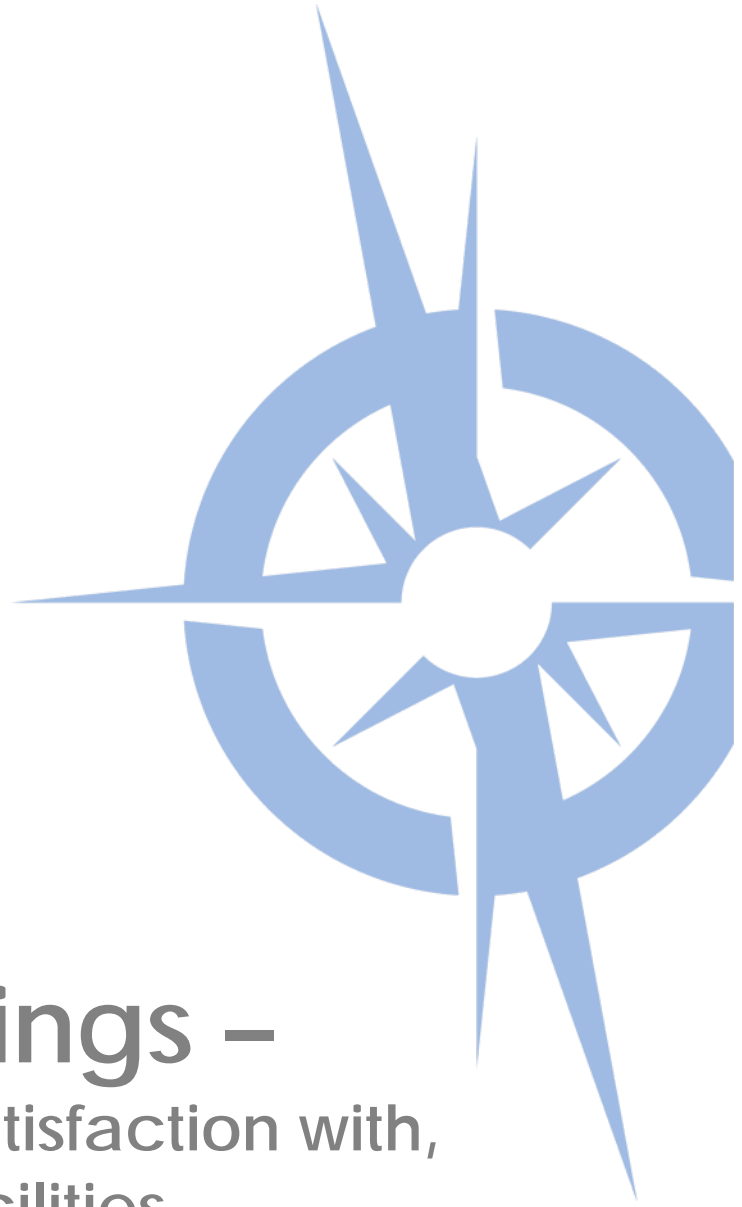
Suggested Improvements to Information Provided to the Community

Summary

26% of residents had suggestions for ways Council could improve on the way it communicates with the community. The most frequently made suggestion was 'More face-to-face community consultation (i.e. information stalls on market days)' (6%).

Q8b.   Can you think of any ways Council could improve on the way it communicates with the community?
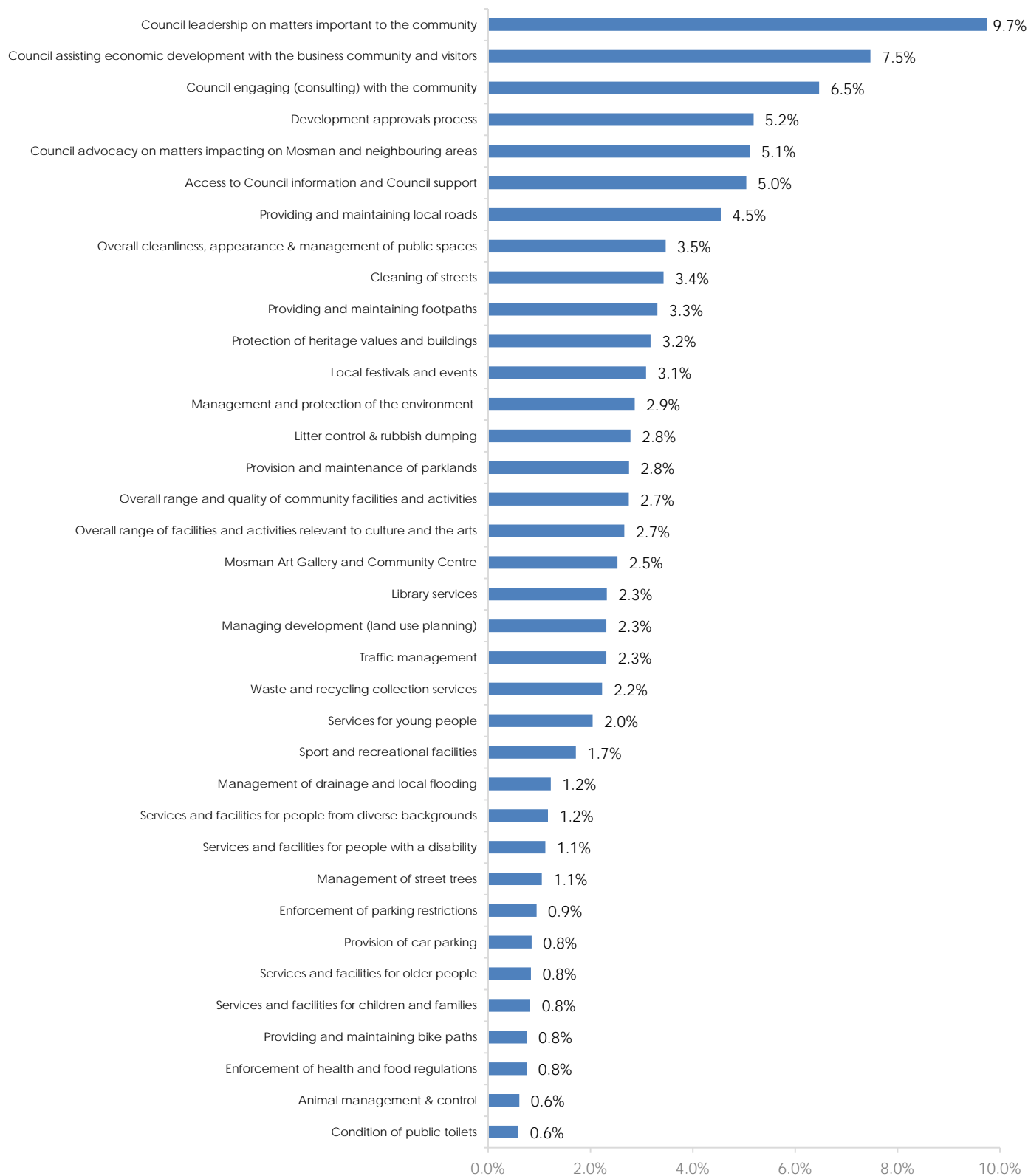

No
74%

Yes
26%

Base: N = 405

Suggestion	Percentage
More face-to-face community consultation (i.e. information stalls on market days)	6%
Increase communication electronically (i.e.email newsletter, calendar for upcoming appointments/events)	4%
Letterbox drops of brochures and flyers/more information with rates notice	3%
Improve Council's website- accessibility, detailed information, regular updates	3%
Posters/banners/flags/notice boards	3%
Provide more information via the Mosman Daily	2%
Increased social media presence, including Facebook	1%

Base: N = 405

Detailed Findings –

Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 36 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 36 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Council leadership on matters important to the community	9.7%
Council assisting economic development with the business community and visitors	7.5%
Council engaging (consulting) with the community	6.5%
Development approvals process	5.2%
Council advocacy on matters impacting on Mosman and neighbouring areas	5.1%
Access to Council information and Council support	5.0%
Providing and maintaining local roads	4.5%
Overall cleanliness, appearance & management of public spaces	3.5%
Cleaning of streets	3.4%
Providing and maintaining footpaths	3.3%
Protection of heritage values and buildings	3.2%
Local festivals and events	3.1%
Management and protection of the environment	2.9%
Litter control & rubbish dumping	2.8%
Provision and maintenance of parklands	2.8%
Overall range and quality of community facilities and activities	2.7%
Overall range of facilities and activities relevant to culture and the arts	2.7%
Mosman Art Gallery and Community Centre	2.5%
Library services	2.3%
Managing development (land use planning)	2.3%
Traffic management	2.3%
Waste and recycling collection services	2.2%
Services for young people	2.0%
Sport and recreational facilities	1.7%
Management of drainage and local flooding	1.2%
Services and facilities for people from diverse backgrounds	1.2%
Services and facilities for people with a disability	1.1%
Management of street trees	1.1%
Enforcement of parking restrictions	0.9%
Provision of car parking	0.8%
Services and facilities for older people	0.8%
Services and facilities for children and families	0.8%
Providing and maintaining bike paths	0.8%
Enforcement of health and food regulations	0.8%
Animal management & control	0.6%
Condition of public toilets	0.6%

Service Areas

Each of the 36 facilities/services were grouped into service areas as detailed below

Recreational & Cultural Services

Library services

Mosman Art Gallery and Community Centre
Local festivals and events
Overall range of facilities and activities relevant to culture and the arts

Provision and maintenance of parklands

Sport and recreational facilities

Community Services
Services and facilities for older people
Services and facilities for people with a disability
Services and facilities for people from culturally and linguistically diverse backgrounds
Services and facilities for children and families
Services for young people

Overall range and quality of community facilities and activities

Waste, Health & Environment

Animal management & control
Waste and recycling collection services
Cleaning of streets

Enforcement of health and food regulations

Litter control & rubbish dumping

Management and protection of the environment

Infrastructure & Traffic
Overall cleanliness, appearance & management of public spaces
Management of street trees
Providing and maintaining local roads

Providing and maintaining footpaths

Providing and maintaining bike paths

Management of drainage and local flooding
Provision of car parking
Enforcement of parking restrictions
Traffic management
Condition of public toilets

Planning & Heritage

Protection of heritage values and buildings

Managing development (land use planning)

Development approvals process
Council assisting economic development with the business community and visitors

Communication

Council engaging (consulting) with the community

Access to Council information and Council support

Council leadership on matters important to the community

Council advocacy on matters impacting on Mosman and neighbouring areas

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

Service Area 1: Recreational & Cultural Services

Shapley Regression

Contributes to Over 15% of Overall Satisfaction with Council
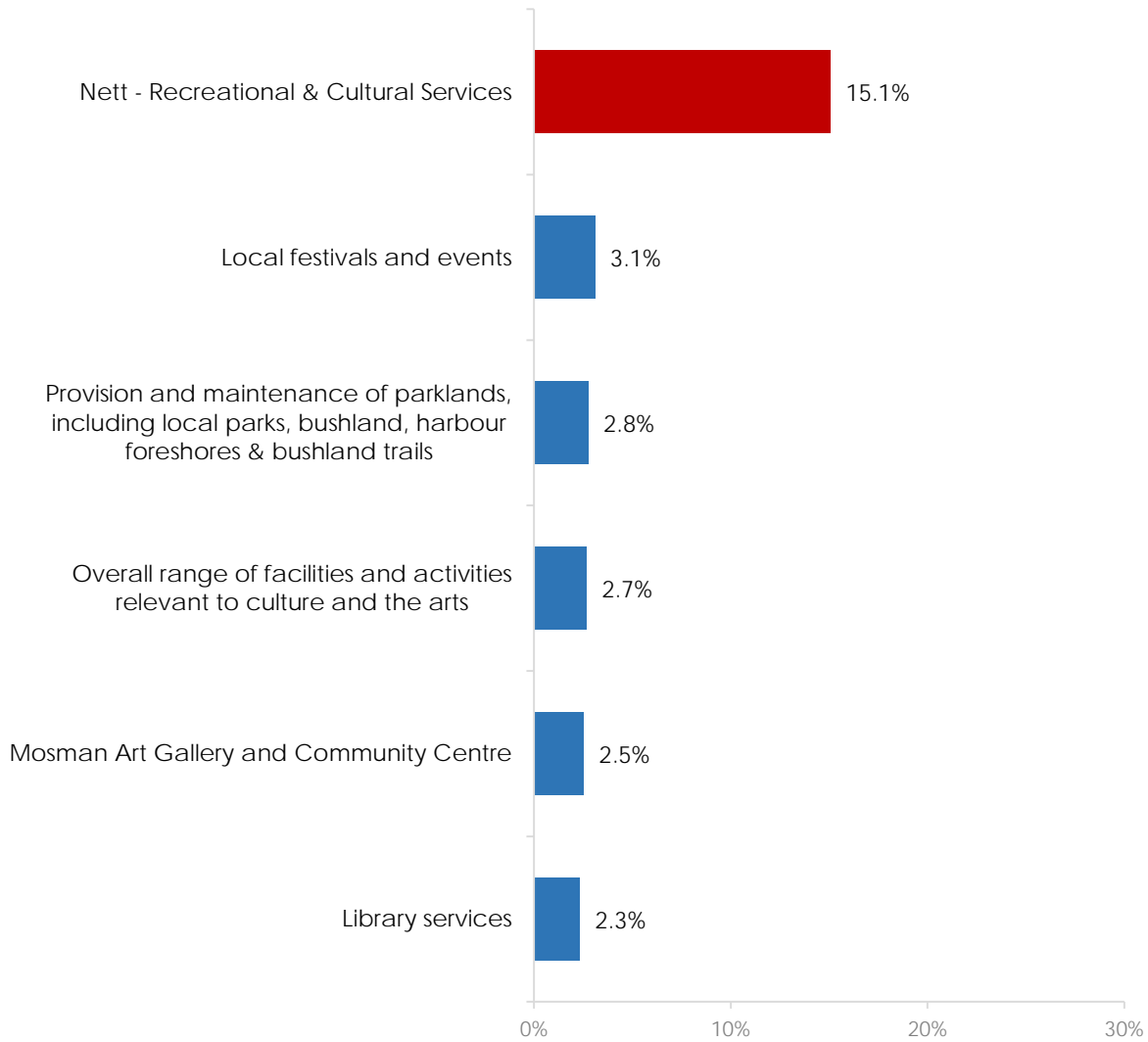
Service	Percentage
Nett - Recreational & Cultural Services	15.1%
Local festivals and events	3.1%
Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails	2.8%
Overall range of facilities and activities relevant to culture and the arts	2.7%
Mosman Art Gallery and Community Centre	2.5%
Library services	2.3%

Service Area 1: Recreational & Cultural Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails
High	Library services
	Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)
Moderately high	Overall range of facilities and activities relevant to culture and the arts
	Local festivals and events
Moderate	Mosman Art Gallery and Community Centre

Importance – by age

Residents aged 18-34 rated 'Mosman Art Gallery and Community Centre' significantly lower in importance, but 'local festivals and events' significantly higher.

Residents aged 65+ rated 'Mosman Art Gallery and Community Centre' and 'Overall range of facilities and activities relevant to culture and the arts' significantly more important whilst rating 'Sport and recreational facilities' and 'Local festivals and events' significantly lower in importance.

Importance – by gender

Females rated all services/facilities significantly higher in importance excluding 'Sport and recreational facilities'.

Importance – by ratepayer status

There were no significant differences in importance by ratepayer status.

Importance – compared to 2014

There were no significant differences in importance compared to 2014.

Service Area 1: Recreational & Cultural Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Library services	7.37	6.94	7.74	6.96	7.54	7.29	7.72	7.35	7.41
Mosman Art Gallery and Community Centre	6.13	5.61	6.57	4.85	6.01	6.43	7.46	6.22	5.84
Local festivals and events	6.60	6.07	7.04	7.15	6.86	6.12	6.13	6.49	7.00
Overall range of facilities and activities relevant to culture and the arts	6.76	6.22	7.21	6.52	6.56	6.71	7.39	6.76	6.75
Provision and maintenance of parklands	8.78	8.53	8.99	8.70	8.83	8.89	8.66	8.80	8.73
Sport and recreational facilities	7.34	7.38	7.30	7.44	7.87	7.25	6.57	7.23	7.71

Scale: 0 = not at all important, 10 = very important

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Importance

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Library services	5%	2%	2%	3%	3%	10%	4%	10%	18%	11%	33%	100%	405
Mosman Art Gallery and Community Centre	9%	2%	7%	4%	5%	12%	9%	9%	20%	9%	15%	100%	405
Local festivals and events	3%	1%	4%	4%	4%	15%	11%	16%	20%	9%	13%	100%	405
Overall range of facilities and activities relevant to culture and the arts	4%	0%	4%	4%	3%	13%	12%	16%	20%	8%	16%	100%	405
Provision and maintenance of parklands	0%	0%	0%	0%	0%	3%	4%	8%	23%	19%	44%	100%	405
Sport and recreational facilities	4%	1%	3%	2%	3%	10%	6%	10%	27%	9%	26%	100%	405

Service Area 1: Recreational & Cultural Services

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – overall

High	Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails
	Library services
Moderately high	Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)
	Mosman Art Gallery and Community Centre
	Overall range of facilities and activities relevant to culture and the arts
	Local festivals and events

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with the 'Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails' but significantly less satisfied with 'Mosman Art Gallery and Community Centre'.

Those aged 35-49 expressed higher levels of satisfaction with 'Local festivals and events'.

Residents aged 65+ were significantly more satisfied with 'Mosman Art Gallery and Community Centre' and 'Overall range of facilities and activities relevant to culture and the arts'.

Satisfaction – by gender

Females were significantly more satisfied with the 'overall range of facilities and activities relevant to culture and the arts' and with the 'Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails'.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

Satisfaction – compared to 2014

There were no significant differences in satisfaction compared to 2014.

Service Area 1: Recreational & Cultural Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Library Services	7.51	7.45	7.57	7.19	7.49	7.61	7.79	7.58	7.25
Mosman Art Gallery and Community Centre	6.81	6.54	7.03	6.20	6.60	6.72	7.84	6.86	6.68
Local festivals and events	6.56	6.30	6.78	6.47	6.96	6.15	6.56	6.50	6.78
Overall range of facilities and activities relevant to culture and the arts	6.77	6.44	7.05	6.39	6.74	6.60	7.47	6.77	6.77
Provision and maintenance of parklands	7.88	7.62	8.09	8.24	7.72	7.75	7.81	7.85	7.97
Sport and recreational facilities	6.98	6.90	7.05	7.15	7.13	6.90	6.66	6.94	7.09

Scale: 0 = very dissatisfied, 10 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Library services	2%	0%	1%	2%	2%	12%	9%	13%	22%	15%	22%	100%	391
Mosman Art Gallery and Community Centre	4%	2%	2%	3%	2%	19%	9%	11%	24%	10%	15%	100%	384
Local festivals and events	2%	1%	2%	3%	5%	21%	12%	17%	20%	6%	11%	100%	399
Overall range of facilities and activities relevant to culture and the arts	1%	0%	2%	2%	4%	18%	11%	22%	22%	7%	10%	100%	399
Provision and maintenance of parklands	0%	0%	1%	1%	2%	6%	5%	15%	33%	18%	18%	100%	404
Sport and recreational facilities	2%	1%	2%	2%	2%	15%	11%	19%	26%	9%	12%	100%	399

Service Area 2: Community Services

Shapley Regression

Contributes to Almost 9% of Overall Satisfaction with Council
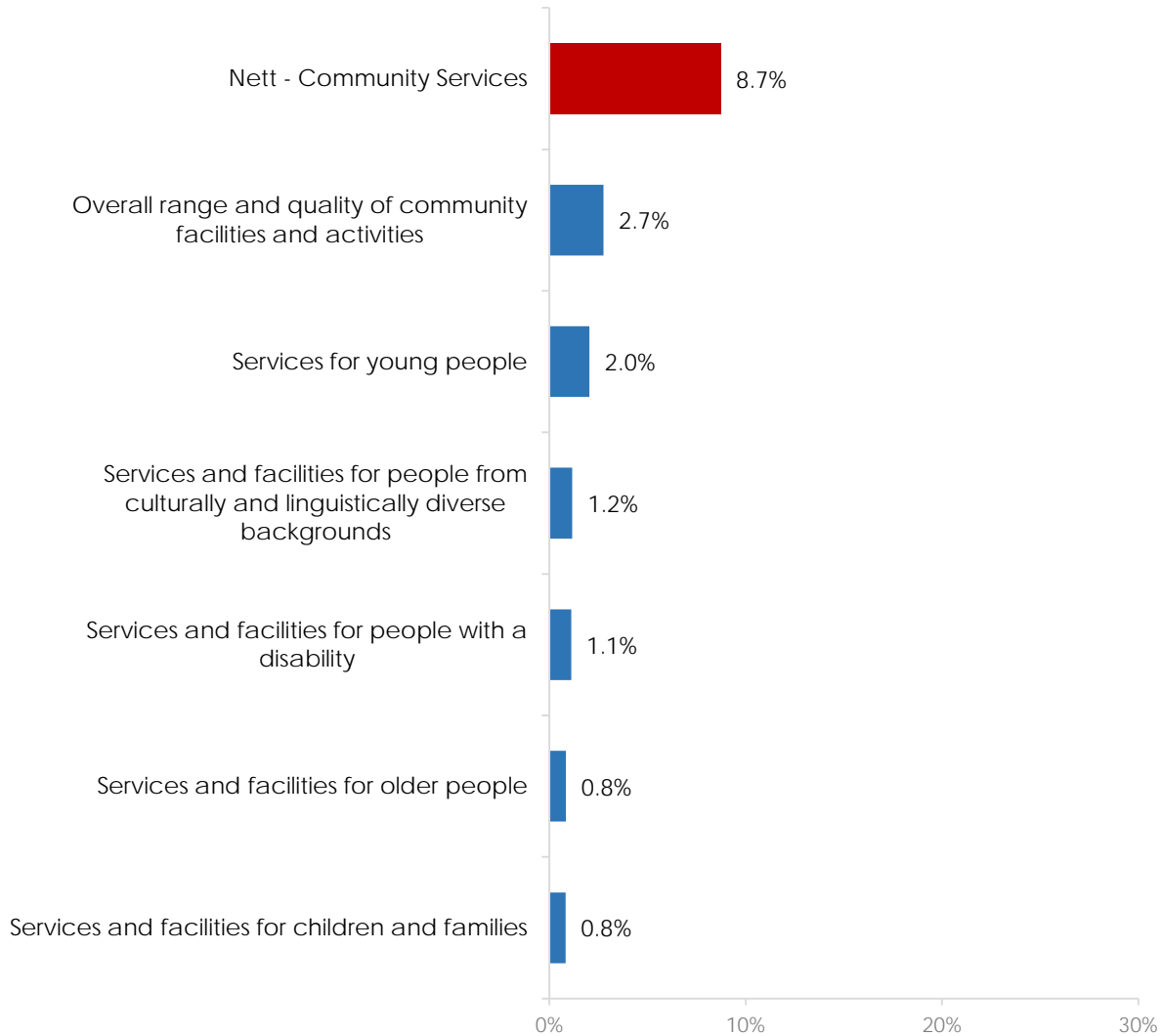
Category	Value
Nett - Community Services	8.7%
Overall range and quality of community facilities and activities	2.7%
Services for young people	2.0%
Services and facilities for people from culturally and linguistically diverse backgrounds	1.2%
Services and facilities for people with a disability	1.1%
Services and facilities for older people	0.8%
Services and facilities for children and families	0.8%

Service Area 2: Community Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Overall range and quality of community facilities and activities
High	Services and facilities for children and families
	Services and facilities for people with a disability
	Services and facilities for older people
	Services for young people
Moderate	Services and facilities for people from culturally and linguistically diverse backgrounds

Importance – by age

Those aged 18-49 rated 'Services and facilities for older people' of significantly lower importance, whilst those aged 35-49 rated 'Services and facilities for children and families' of significantly higher importance.

Residents aged 50+ rated 'Services and facilities for older people' significantly more important, and those aged 65+ rated 'Services and facilities for people with a disability' significantly higher.

Importance – by gender

Females rated all of the criteria significantly higher in importance.

Importance – by ratepayer status

Ratepayers considered 'Services and facilities for older people' to be significantly more important.

Importance – compared to 2014

There were no significant differences in importance compared to 2014.

Service Area 2: Community Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Services and facilities for older people	7.43	7.05	7.74	6.70	6.84	7.98	8.46	7.64	6.65
Services and facilities for people with a disability	7.51	7.05	7.90	8.02	7.14	7.05	7.97	7.59	7.22
Services and facilities for people from culturally and linguistically diverse backgrounds	6.16	5.64	6.60	6.69	6.17	5.65	6.13	6.10	6.38
Services and facilities for children and families	7.65	7.26	7.97	7.60	8.29	7.25	7.28	7.70	7.47
Services for young people	7.26	6.69	7.73	7.69	7.27	7.04	6.98	7.27	7.16
Overall range and quality of community facilities and activities	8.00	7.58	8.36	8.15	7.84	7.87	8.21	8.05	7.85

Scale: 0 = not at all important, 10 = very important

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Importance

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Services and facilities for older people	4%	1%	4%	2%	2%	8%	5%	11%	22%	14%	28%	100%	405
Services and facilities for people with a disability	6%	1%	1%	3%	1%	9%	4%	13%	20%	13%	31%	100%	405
Services and facilities for people from culturally and linguistically diverse backgrounds	8%	1%	5%	3%	2%	16%	8%	21%	18%	4%	13%	100%	405
Services and facilities for children and families	6%	0%	1%	1%	2%	8%	5%	10%	19%	13%	35%	100%	405
Services for young people	6%	0%	3%	2%	2%	8%	8%	12%	21%	10%	28%	100%	405
Overall range and quality of community facilities and activities	1%	0%	1%	0%	1%	7%	6%	16%	25%	15%	28%	100%	405

Service Area 2: Community Services

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – overall

High	Overall range and quality of community facilities and activities
	Services and facilities for children and families
	Services and facilities for older people
Moderately high	Services and facilities for people with a disability
	Services for young people
Moderate	Services and facilities for people from culturally and linguistically diverse backgrounds

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with 'Services and facilities for older people', 'Services and facilities for people with a disability' and 'Overall range and quality of community facilities and activities'.

Satisfaction – by gender

Females were significantly more satisfied with 'Services and facilities for older people'.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

Satisfaction – compared to 2014

There were no significant differences in satisfaction compared to 2014.

Service Area 2: Community Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Services and facilities for older people	7.04	6.78	7.26	6.79	6.81	6.99	7.67	7.08	6.87
Services and facilities for people with a disability	6.65	6.63	6.66	6.60	6.64	6.24	7.19	6.63	6.70
Services and facilities for people from culturally and linguistically diverse backgrounds	5.67	5.64	5.69	5.73	5.64	5.40	5.98	5.65	5.69
Services and facilities for children and families	7.05	6.99	7.11	7.15	7.35	6.58	7.05	7.05	7.03
Services for young people	6.32	6.29	6.34	6.37	6.64	5.79	6.42	6.31	6.31
Overall range and quality of community facilities and activities	7.18	6.99	7.33	6.93	7.18	7.03	7.65	7.22	7.02

Scale: 0 = very dissatisfied, 10 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Services and facilities for older people	1%	0%	2%	0%	2%	15%	12%	20%	26%	10%	10%	100%	371
Services and facilities for people with a disability	2%	1%	1%	2%	3%	20%	12%	23%	22%	6%	8%	100%	370
Services and facilities for people from culturally and linguistically diverse backgrounds	4%	1%	4%	5%	4%	33%	13%	18%	12%	3%	5%	100%	366
Services and facilities for children and families	2%	0%	2%	2%	4%	10%	12%	21%	27%	9%	11%	100%	379
Services for young people	3%	1%	2%	3%	4%	19%	15%	23%	17%	6%	6%	100%	377
Overall range and quality of community facilities and activities	0%	0%	1%	1%	4%	11%	13%	21%	28%	11%	9%	100%	402

Service Area 3: Waste, Health & Environment

Shapley Regression

Contributes to Almost 13% of Overall Satisfaction with Council

Category	Value
Nett - Waste, Health & Environment	12.7%
Cleaning of streets	3.4%
Management and protection of the environment	2.9%
Litter control & rubbish dumping	2.8%
Waste and recycling collection services	2.2%
Enforcement of health and food regulations	0.8%
Animal management & control	0.6%
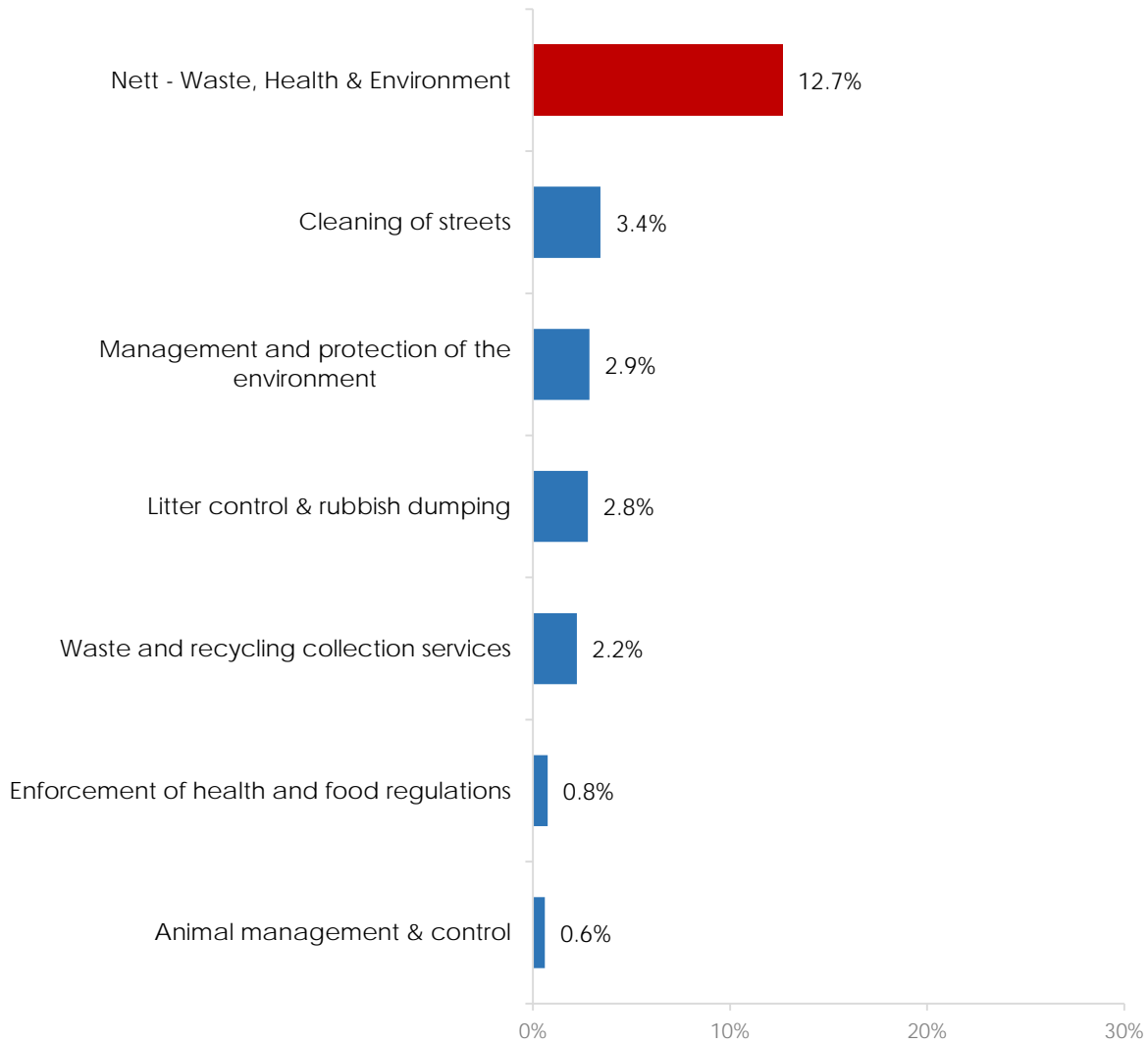
Service Area 3: Waste, Health & Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extreme	Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)
Very High	Litter control & rubbish dumping
	Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)
	Cleaning of streets
	Enforcement of health and food regulations
High	Animal management & control

Importance – by age

Those aged 65+ rated 'Waste and recycling collection services' and 'Animal management & control' of higher importance.

Importance – by gender

With the exception of 'Waste and recycling collection services', females rated all of these criteria higher in importance.

Importance – by ratepayer status

There were no significant differences in importance by ratepayer status.

Importance – compared to 2014

The importance of 'Cleaning of streets' and 'Litter control & rubbish dumping' increased significantly since 2014.

Service Area 3: Waste, Health & Environment

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Animal management & control	7.48	7.08	7.82	7.35	7.48	7.29	7.85	7.58	7.11
Waste and recycling collection services	9.09	8.97	9.20	8.87	9.16	9.07	9.30	9.15	8.90
Cleaning of streets	8.63	8.42	8.81	8.70	8.50	8.75	8.60	8.60	8.73
Enforcement of health and food regulations	8.34	7.90	8.70	7.95	8.38	8.45	8.61	8.35	8.34
Litter control & rubbish dumping	8.86	8.60	9.07	8.69	9.05	8.63	9.05	8.85	8.90
Management and protection of the environment	8.83	8.57	9.05	8.76	8.97	8.74	8.82	8.85	8.76

Scale: 0 = not at all important, 10 = very important

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Importance

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Animal management & control	2%	0%	2%	2%	3%	9%	8%	16%	22%	11%	25%	100%	405
Waste and recycling collection services	0%	0%	0%	0%	1%	2%	1%	5%	16%	23%	52%	100%	405
Cleaning of streets	0%	0%	0%	0%	1%	2%	3%	13%	25%	17%	38%	100%	405
Enforcement of health and food regulations	1%	0%	0%	0%	2%	5%	6%	12%	18%	14%	41%	100%	405
Litter control & rubbish dumping	0%	0%	0%	0%	1%	2%	3%	10%	16%	21%	46%	100%	405
Management and protection of the environment	1%	0%	0%	1%	1%	3%	1%	8%	16%	19%	50%	100%	405

Service Area 3: Waste, Health & Environment

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – overall

High	Cleaning of streets
	Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)
	Enforcement of health and food regulations
	Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)
	Litter control & rubbish dumping
Moderately high	Animal management & control

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'Cleaning of streets' and 'Litter control & rubbish dumping' while residents aged 65+ were significantly more satisfied with 'Waste and recycling collection services'.

Those aged 35-49 were significantly less satisfied with 'Waste and recycling services' and 'Litter control & rubbish dumping'.

Satisfaction – by gender

Females were significantly more satisfied with 'Enforcement of health and food regulations'.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

Satisfaction – compared to 2014

There were no significant differences in satisfaction compared to 2014.

Service Area 3: Waste, Health & Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Animal management & control	6.81	6.67	6.93	6.90	6.97	6.60	6.71	6.76	6.95
Waste and recycling collection services	7.55	7.49	7.59	7.65	7.01	7.58	8.13	7.59	7.37
Cleaning of streets	7.57	7.50	7.63	8.24	7.29	7.45	7.32	7.46	7.94
Enforcement of health and food regulations	7.48	7.16	7.75	7.82	7.26	7.35	7.56	7.46	7.61
Litter control & rubbish dumping	7.33	7.15	7.47	7.89	6.90	7.15	7.47	7.34	7.23
Management and protection of the environment	7.40	7.29	7.50	7.62	7.31	7.15	7.55	7.32	7.68

Scale: 0 = very dissatisfied, 10 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Animal management & control	2%	0%	3%	3%	3%	13%	14%	19%	26%	7%	10%	100%	399
Waste and recycling collection services	0%	0%	2%	2%	3%	10%	11%	14%	22%	17%	20%	100%	405
Cleaning of streets	1%	0%	0%	2%	2%	8%	8%	19%	27%	17%	15%	100%	405
Enforcement of health and food regulations	0%	1%	0%	1%	3%	9%	10%	20%	28%	13%	14%	100%	397
Litter control & rubbish dumping	1%	0%	2%	2%	4%	9%	10%	19%	26%	16%	12%	100%	404
Management and protection of the environment	0%	1%	1%	2%	3%	9%	10%	20%	30%	14%	12%	100%	402

Service Area 4: Infrastructure & Traffic

Shapley Regression

Contributes to Over 19% of Overall Satisfaction with Council

Category	Value
Nett - Infrastructure & Traffic	19.0%
Providing and maintaining local roads	4.5%
Overall cleanliness, appearance & management of public spaces	3.5%
Providing and maintaining footpaths	3.3%
Traffic management	2.3%
Management of drainage and local flooding	1.2%
Management of street trees	1.1%
Enforcement of parking restrictions	0.9%
Provision of car parking	0.8%
Providing and maintaining bike paths	0.8%
Condition of public toilets	0.6%

Service Area 4: Infrastructure & Traffic

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Providing and maintaining local roads
	Overall cleanliness, appearance & management of public spaces
	Providing and maintaining footpaths
	Traffic management
	Management of drainage and local flooding
	Provision of car parking
	Condition of public toilets
	Management of street trees
	Providing and maintaining bike paths
	Enforcement of parking restrictions Moderately high
Moderately high	Providing and maintaining bike paths
	Enforcement of parking restrictions

Importance – by age

Residents aged 18-34 rated 'Enforcement of parking restrictions' significantly less important while residents aged 65+ rated it significantly more important, along with 'Management of street trees', 'Management of drainage and local flooding' and 'Provision of car parking'.

Importance – by gender

Females rated 6 of the 10 criteria of significantly higher importance, including:

- Overall cleanliness, appearance & management of public spaces
- Management of street trees
- Providing and maintaining footpaths
- Management of drainage and local flooding
- Traffic management
- Condition of public toilets

Importance – by ratepayer status

Ratepayers considered the importance of 'Management of drainage and local flooding' to be significantly higher.

Importance – compared to 2014

'Providing and maintaining local roads', 'Providing and maintaining footpaths', 'Management of drainage and local flooding' and 'Traffic management' were rated significantly higher in importance compared to 2014.

Service Area 4: Infrastructure & Traffic

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Overall cleanliness, appearance & management of public spaces	8.77	8.54	8.96	8.43	8.78	8.95	8.94	8.80	8.66
Management of street trees	8.14	7.85	8.38	7.85	7.87	8.44	8.51	8.23	7.83
Providing and maintaining local roads	8.81	8.65	8.95	8.68	8.68	8.96	8.99	8.88	8.59
Providing and maintaining footpaths	8.73	8.40	9.01	8.48	8.63	8.94	8.95	8.72	8.77
Providing and maintaining bike paths	6.40	6.47	6.35	6.75	6.75	5.75	6.27	6.23	6.99
Management of drainage and local flooding	8.25	7.83	8.59	8.06	7.94	8.50	8.61	8.39	7.74
Provision of car parking	8.21	7.95	8.42	7.80	8.13	8.36	8.61	8.35	7.67
Enforcement of parking restrictions	6.39	6.15	6.59	5.30	6.19	6.58	7.71	6.38	6.46
Traffic management	8.69	8.30	9.02	8.69	8.66	8.68	8.76	8.71	8.62
Condition of public toilets	8.18	7.82	8.48	8.09	8.15	8.19	8.32	8.13	8.35

Scale: 0 = not at all important, 10 = very important

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Importance

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Overall cleanliness, appearance & management of public spaces	0%	0%	0%	0%	1%	3%	2%	12%	19%	20%	43%	100%	405
Management of street trees	0%	0%	1%	1%	1%	6%	8%	12%	27%	11%	33%	100%	405
Providing and maintaining local roads	0%	0%	0%	0%	0%	1%	3%	10%	23%	17%	45%	100%	405
Providing and maintaining footpaths	0%	0%	0%	0%	0%	2%	3%	11%	24%	19%	41%	100%	405
Providing and maintaining bike paths	8%	1%	4%	4%	4%	16%	7%	12%	15%	8%	20%	100%	405
Management of drainage and local flooding	1%	1%	1%	1%	2%	4%	6%	12%	22%	14%	37%	100%	405
Provision of car parking	2%	0%	1%	2%	1%	5%	3%	11%	22%	16%	37%	100%	405
Enforcement of parking restrictions	6%	1%	7%	3%	5%	13%	11%	12%	17%	7%	18%	100%	405
Traffic management	0%	0%	1%	1%	1%	2%	2%	10%	21%	18%	43%	100%	405
Condition of public toilets	1%	0%	1%	0%	2%	5%	7%	12%	21%	13%	37%	100%	405

Service Area 4: Infrastructure & Traffic

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – overall

High	Overall cleanliness, appearance & management of public spaces
	Management of drainage and local flooding
Moderately high	Providing and maintaining local roads
	Providing and maintaining footpaths
	Condition of public toilets
	Management of street trees
Moderate	Provision of car parking
	Traffic management
	Enforcement of parking restrictions
	Providing and maintaining bike paths

Satisfaction – by age

Those aged 18-34 expressed significantly higher levels of satisfaction with 'Management of street trees' and 'Providing and maintaining footpaths', whilst those aged 65+ expressed significantly higher levels for 'Enforcement of parking restrictions', 'Traffic management' and 'Condition of public toilets'.

Residents aged 50-64 were significantly less satisfied with 'Management of street trees', 'Providing and maintaining local roads', 'Providing and maintaining footpaths' and 'Traffic management'.

Satisfaction – by gender

There were no significant differences in satisfaction by gender.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with the 'Provision of car parking', but significantly less satisfied with 'Overall cleanliness, appearance & management of public spaces', 'Management of street trees', 'Providing and maintaining local roads' and 'Providing and maintaining footpaths'.

Satisfaction – compared to 2014

There were no significant differences in satisfaction compared to 2014.

Service Area 4: Infrastructure & Traffic

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Overall cleanliness, appearance & management of public spaces	7.69	7.61	7.76	7.96	7.64	7.43	7.74	7.54	8.18
Management of street trees	6.46	6.30	6.59	7.24	6.26	5.99	6.35	6.28	7.07
Providing and maintaining local roads	6.61	6.61	6.61	6.81	6.59	6.22	6.86	6.46	7.11
Providing and maintaining footpaths	6.48	6.39	6.55	7.47	6.28	5.95	6.22	6.31	7.02
Providing and maintaining bike paths	5.40	5.31	5.48	5.35	5.49	5.16	5.62	5.37	5.51
Management of drainage and local flooding	7.10	7.09	7.10	7.21	6.99	7.12	7.10	7.05	7.24
Provision of car parking	5.91	5.75	6.04	5.74	5.86	5.86	6.20	6.03	5.41
Enforcement of parking restrictions	5.54	5.30	5.74	5.04	5.30	5.42	6.57	5.58	5.43
Traffic management	5.79	5.69	5.88	6.04	5.67	5.34	6.20	5.69	6.14
Condition of public toilets	6.47	6.42	6.52	6.36	6.26	6.53	6.85	6.52	6.27

Scale: 0 = very dissatisfied, 10 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Overall cleanliness, appearance & management of public spaces	0%	0%	1%	1%	2%	6%	8%	20%	33%	17%	12%	100%	405
Management of street trees	2%	2%	3%	3%	6%	15%	12%	20%	23%	7%	7%	100%	405
Providing and maintaining local roads	1%	1%	2%	3%	3%	14%	21%	20%	22%	8%	6%	100%	404
Providing and maintaining footpaths	1%	1%	3%	4%	4%	16%	14%	22%	19%	7%	7%	100%	405
Providing and maintaining bike paths	7%	1%	5%	4%	9%	23%	17%	15%	10%	4%	4%	100%	391
Management of drainage and local flooding	0%	1%	2%	1%	2%	12%	14%	21%	27%	8%	11%	100%	400
Provision of car parking	3%	1%	4%	5%	7%	21%	19%	19%	13%	4%	5%	100%	396
Enforcement of parking restrictions	8%	3%	4%	7%	6%	19%	12%	16%	12%	5%	8%	100%	401
Traffic management	4%	2%	5%	3%	9%	16%	23%	18%	13%	3%	5%	100%	405
Condition of public toilets	2%	0%	1%	4%	6%	19%	15%	23%	17%	6%	7%	100%	398

Service Area 5: Planning & Heritage

Shapley Regression

Contributes to Over 18% of Overall Satisfaction with Council
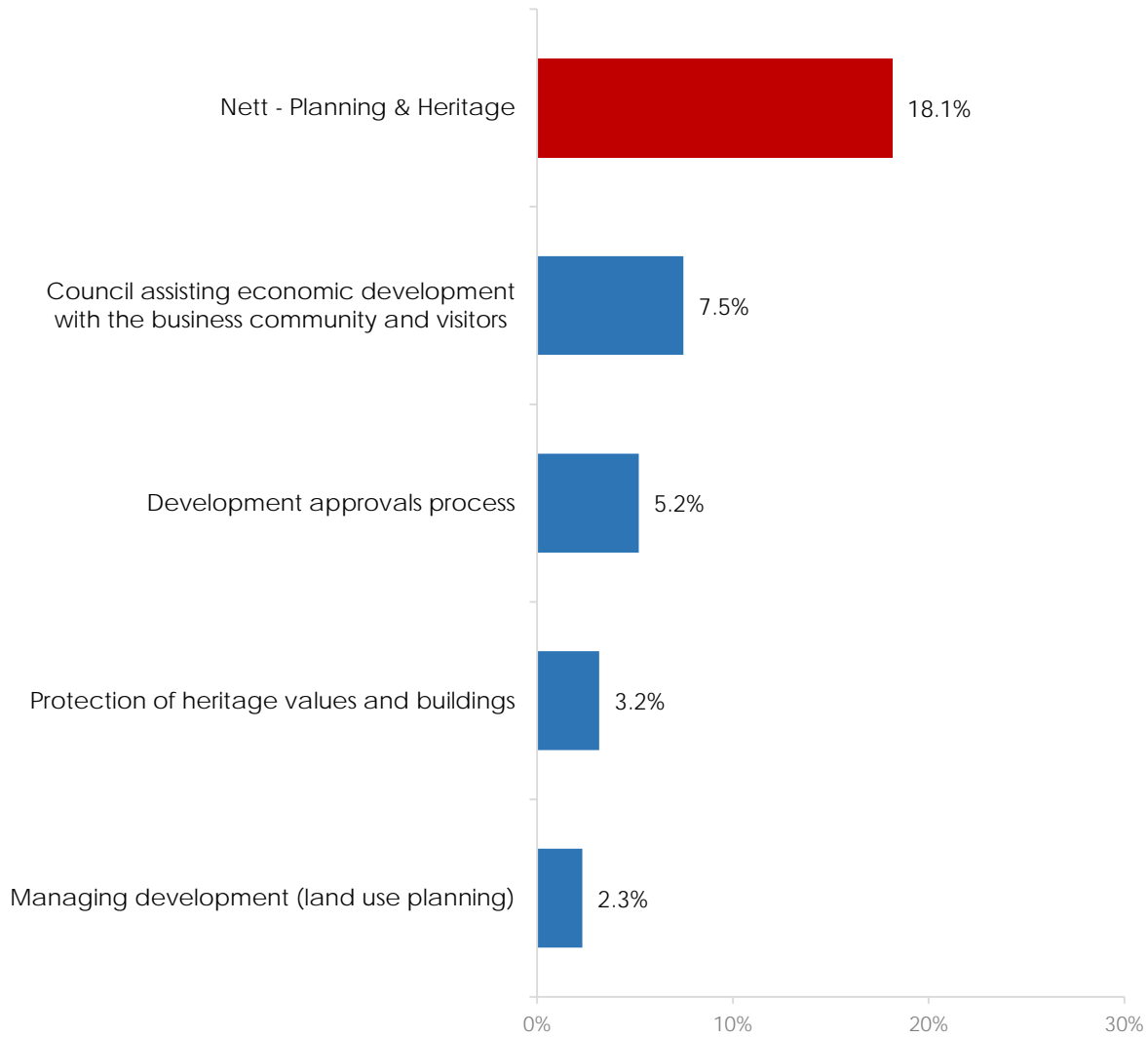
Service Area 5: Planning & Heritage

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high   Managing development (land use planning)
                                      Protection of heritage values and buildings
 High   Development approvals process
                                      Council assisting economic development with the business community and visitors

Importance – by age

Residents aged 65+ rated 'Protection of heritage values and buildings', 'Managing development' and 'Development approvals process' significantly higher in importance, whilst those aged 18-34 rated them of significantly lower importance.

Residents aged 50-64 rated 'Managing development' and 'Development approvals process' significantly more important.

Importance – by gender

Females rated 'Protection of heritage values and buildings' and 'Managing development' significantly higher in importance.

Importance – by ratepayer status

Ratepayers rated 'Managing development' and 'Development approvals process' significantly more important.

Importance – compared to 2014

'Managing development' had significantly increased in importance compared to 2014.

Service Area 5: Planning & Heritage

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Protection of heritage values and buildings	8.18	7.78	8.52	7.63	8.18	8.40	8.59	8.28	7.84
Managing development (land use planning)	8.23	7.94	8.47	6.93	8.32	8.96	8.78	8.44	7.50
Development approvals process	7.84	7.66	7.99	6.82	7.71	8.62	8.33	8.21	6.56
Council assisting economic development with the business community and visitors	7.02	6.75	7.24	7.11	7.13	6.69	7.11	7.02	6.95

Scale: 0 = not at all important, 10 = very important

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Importance

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Protection of heritage values and buildings	1%	1%	0%	0%	2%	7%	6%	10%	22%	14%	36%	100%	405
Managing development (land use planning)	2%	0%	1%	1%	2%	7%	3%	10%	17%	15%	41%	100%	405
Development approvals process	3%	1%	2%	2%	1%	7%	7%	8%	20%	16%	34%	100%	405
Council assisting economic development with the business community and visitors	3%	1%	2%	1%	4%	15%	10%	14%	21%	10%	19%	100%	405

Service Area 5: Planning & Heritage

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – overall

Moderately high	Protection of heritage values and buildings
Moderate	Council assisting economic development with the business community and visitors
	Managing development (land use planning)
	Development approvals process

Satisfaction – by age

Those aged 65+ expressed significantly higher levels of satisfaction with 'Council assisting economic development with the business community and visitors', whilst those aged 50-64 rated it significantly lower along with 'Managing development' and 'Development approvals process'.

Satisfaction – by gender

There were no significant differences in satisfaction by gender.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

Satisfaction – compared to 2014

There were no significant differences in satisfaction compared to 2014.

Service Area 5: Planning & Heritage

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Protection of heritage values and buildings	6.71	6.49	6.90	6.77	6.85	6.31	6.93	6.65	6.92
Managing development (land use planning)	5.80	5.77	5.83	5.84	6.08	5.12	6.12	5.73	6.02
Development approvals process	5.47	5.59	5.38	5.74	5.58	4.85	5.74	5.48	5.40
Council assisting economic development with the business community and visitors	6.09	6.04	6.13	6.43	6.06	5.51	6.42	6.10	6.02

Scale: 0 = very dissatisfied, 10 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Protection of heritage values and buildings	1%	2%	2%	2%	3%	14%	15%	23%	21%	8%	8%	100%	396
Managing development (land use planning)	3%	1%	5%	3%	7%	22%	19%	16%	15%	5%	3%	100%	398
Development approvals process	6%	3%	4%	5%	7%	24%	15%	16%	16%	2%	3%	100%	391
Council assisting economic development with the business community and visitors	3%	1%	2%	2%	4%	28%	15%	23%	16%	2%	5%	100%	377

Service Area 6: Communication

Shapley Regression

Contributes to Over 26% of Overall Satisfaction with Council
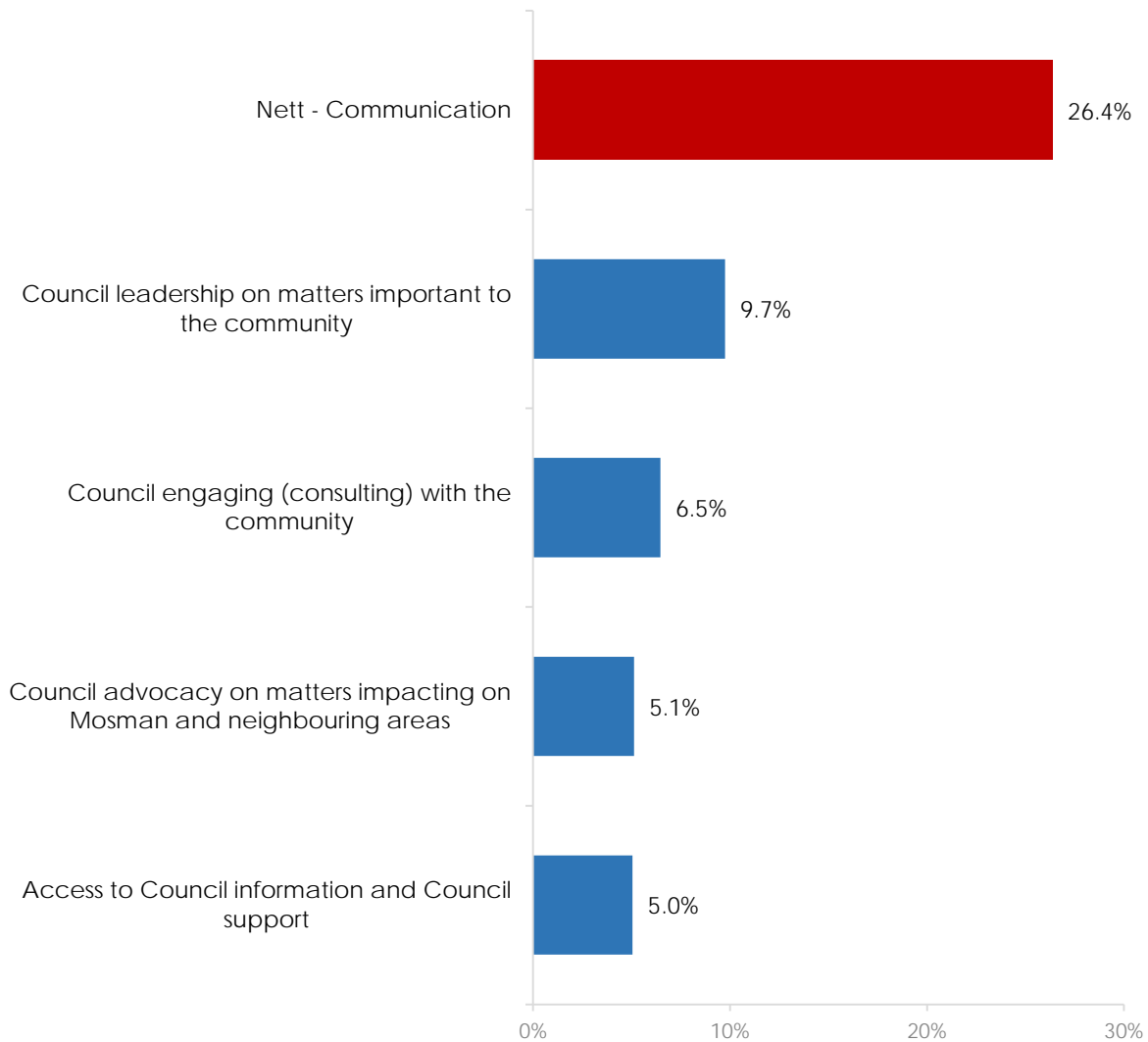
Service Area 6: Communication

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Council engaging (consulting) with the community
	Council leadership on matters important to the community
	Access to Council information and Council support
High	Council advocacy on matters impacting on Mosman and neighbouring areas

Importance – by age

Residents aged 18-34 rated 'Council engaging (consulting) with the community', 'Access to Council information and Council support' and 'Council advocacy on matters impacting on Mosman and neighbouring areas' to be of significantly lower importance.

Residents 50-64 rated 'Access to Council information and Council support' and 'Council leadership on matters important to the community' of significantly higher importance, whilst those aged 65+ rated all the services/ facilities significantly more important.

Importance – by gender

Females rated 'Access to Council information and Council support' and 'Council leadership on matters important to the community' of higher importance.

Importance – by ratepayer status

Ratepayers assigned higher levels of importance to 'Council leadership on matters important to the community'.

Importance – compared to 2014

The importance of 'Council engaging (consulting) with the community' has significantly increased since 2014.

Service Area 6: Communication

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Council engaging (consulting) with the community	8.29	8.22	8.35	7.70	8.10	8.53	8.97	8.35	8.04
Access to Council information and Council support	8.09	7.78	8.34	7.26	7.99	8.50	8.71	8.17	7.77
Council leadership on matters important to the community	8.20	7.90	8.45	7.76	7.82	8.60	8.79	8.33	7.70
Council advocacy on matters impacting on Mosman and neighbouring areas	7.96	7.75	8.13	7.08	7.94	8.27	8.64	8.05	7.60

Scale: 0 = not at all important, 10 = very important

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Importance

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Council engaging (consulting) with the community	1%	0%	0%`	1%	2%	6%	4%	12%	23%	14%	38%	100%	405
Access to Council information and Council support	1%	0%	1%	0%	2%	7%	6%	11%	23%	16%	32%	100%	405
Council leadership on matters important to the community	1%	0%	1%	2%	1%	6%	5%	13%	21%	11%	38%	100%	405
Council advocacy on matters impacting on Mosman and neighbouring areas	2%	0%	1%	2%	1%	9%	5%	13%	21%	10%	36%	100%	405

Service Area 6: Communication

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – overall

Moderately high	Access to Council information and Council support
	Council advocacy on matters impacting on Mosman and neighbouring areas
Moderate	Council engaging (consulting) with the community
	Council leadership on matters important to the community

Satisfaction – by age

Residents aged 65+ were significantly satisfied with all 4 services/facilities, whilst those aged 50-64 expressed significantly lower levels for 'Council engaging (consulting) with the community' and 'Access to Council information and Council support'.

Satisfaction – by gender

There were no significant differences in satisfaction by gender.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

Satisfaction – compared to 2014

There were no significant differences in satisfaction compared to 2014.

Service Area 6: Communication

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Council engaging (consulting) with the community	6.19	6.10	6.26	5.96	6.08	5.74	7.09	6.15	6.27
Access to Council information and Council support	6.63	6.64	6.62	6.19	6.90	6.06	7.40	6.62	6.62
Council leadership on matters important to the community	6.13	5.96	6.28	5.94	5.85	5.79	7.12	6.15	6.02
Council advocacy on matters impacting on Mosman and neighbouring areas	6.46	6.38	6.53	6.28	6.35	6.07	7.22	6.45	6.43

Scale: 0 = very dissatisfied, 10 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	0	1	2	3	4	5	6	7	8	9	10	Total %	Base
Council engaging (consulting) with the community	1%	2%	3%	3%	10%	17%	14%	22%	16%	6%	5%	100%	397
Access to Council information and Council support	2%	3%	2%	1%	7%	14%	13%	19%	24%	9%	8%	100%	400
Council leadership on matters important to the community	2%	1%	2%	3%	6%	22%	18%	18%	17%	6%	4%	100%	394
Council advocacy on matters impacting on Mosman and neighbouring areas	2%	1%	1%	3%	5%	19%	15%	20%	20%	6%	7%	100%	394

Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2016	2014	2016	2014
Library services	7.37	7.61	7.51	7.72
Mosman Art Gallery and Community Centre	6.13	6.22	6.81	6.83
Local festivals and events	6.60	6.49	6.56	6.46
Overall range of facilities and activities relevant to culture and the arts	6.76	6.85	6.77	6.55
Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails	8.78	8.60	7.88	7.77
Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)	7.34	7.43	6.98	6.86
Services and facilities for older people	7.43	7.54	7.04	6.96
Services and facilities for people with a disability	7.51	7.49	6.65	6.42
Services and facilities for people from culturally and linguistically diverse backgrounds	6.16	6.27	5.67	5.66
Services and facilities for children and families	7.65	7.69	7.05	7.13
Services for young people	7.26	7.33	6.32	6.11
Overall range and quality of community facilities and activities	8.00	8.00	7.18	7.22
Animal management & control	7.48	7.42	6.81	6.72
Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)	9.09	9.04	7.55	7.70
Cleaning of streets	8.63	8.37	7.57	7.59
Enforcement of health and food regulations	8.34	8.38	7.48	7.48
Litter control & rubbish dumping	8.86	8.61	7.33	7.33
Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)	8.83	8.75	7.40	7.42
Overall cleanliness, appearance & management of public spaces	8.77	8.60	7.69	7.79
Management of street trees	8.14	7.85	6.46	6.64
Providing and maintaining local roads	8.81	8.38	6.61	6.75
Providing and maintaining footpaths	8.73	8.41	6.48	6.53
Providing and maintaining bike paths	6.40	6.66	5.40	5.27
Management of drainage and local flooding	8.25	7.92	7.10	7.03
Provision of car parking	8.21	8.33	5.91	6.02
Enforcement of parking restrictions	6.39	6.43	5.54	5.79
Traffic management	8.69	8.34	5.79	5.84
Condition of public toilets	8.18	8.03	6.47	6.39
Protection of heritage values and buildings	8.18	8.06	6.71	6.94
Managing development (land use planning)	8.23	7.82	5.80	5.91
Development approvals process	7.84	7.65	5.47	5.22
Council assisting economic development with the business community and visitors	7.02	6.94	6.09	5.92
Council engaging (consulting) with the community	8.29	7.94	6.19	6.04
Access to Council information and Council support	8.09	8.00	6.63	6.65
Council leadership on matters important to the community	8.20	7.85	6.13	5.87
Council advocacy on matters impacting on Mosman and neighbouring areas	7.96	7.84	6.46	6.34

Significantly higher/lower level of satisfaction (by year)
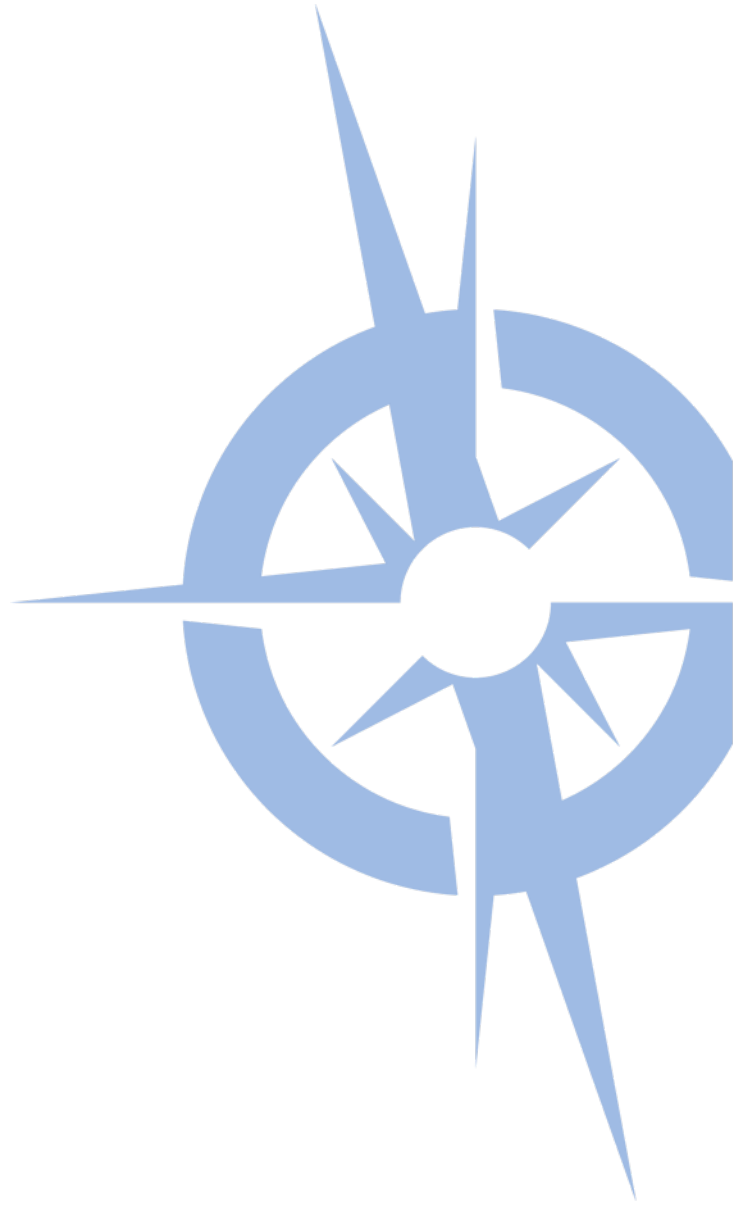
Demographics

Demographics

QS3. *How long have you lived in the Mosman area?*

	%
6 months to 1 year	6%
1 - 5 years	18%
5 - 10 years	17%
More than 10 years	58%

Base: N = 405

Q9. *Please stop me when I read out your age group (determined by prompt).*

	%
18 - 34	25%
35 - 49	30%
50 - 64	24%
65+	21%

Base: N = 405

Q10. *Do you or your family pay Council rates or do you leave this to the landlord if you rent?*

	%
Pay Council rates ourselves	78%
Landlord pays Council rates	22%

Base: N = 404

Q12. *Gender (determined by voice).*

	%
Male	46%
Female	54%

Base: N = 405

Appendix –
Questionnaire

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Mosman Council from a company called Micromex and we are conducting research about services and facilities provided by Council.

May I speak to the person in your household who is 18 years or older and had the most recent birthday?

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

QS1. **Before we start, I would like to check whether you work for Mosman Council or are a Councillor at Mosman Council?**

O   Yes   **(If yes, terminate survey)**
O   No

QS2a. **Can you please confirm that your household is within the Mosman Council area?**

O   Yes
O   No   **(If no, terminate survey)**

QS3. **How long have you lived in the Mosman area?**

O   Less than 6 months   **(If less than 6 months, terminate the survey)**
O   6 months to 1 year
O   1 – 5 years
O   5 – 10 years
O   More than 10 years

Section 1 – Council Services and Facilities

Q1. In this first section I will read out a list of services and facilities provided by Mosman Council. For each of these could you please rate the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 0 to 10, where 0 is not at all important or very dissatisfied and 10 is very important or very satisfied. (Note: These criteria will be randomised)

Recreational & Cultural Services

	Importance/Satisfaction											
	Not at all important/ Very dissatisfied								Very important/ Very satisfied			D/K
	0	1	2	3	4	5	6	7	8	9	10	11
Library Services	O	O	O	O	O	O	O	O	O	O	O	O
Mosman Art Gallery and Community Centre	O	O	O	O	O	O	O	O	O	O	O	O
Local festivals and events	O	O	O	O	O	O	O	O	O	O	O	O
Overall range of facilities and activities relevant to culture and the arts	O	O	O	O	O	O	O	O	O	O	O	O
Provision and maintenance of parklands, including local parks, bushland, harbour foreshores & bushland trails	O	O	O	O	O	O	O	O	O	O	O	O
Sport and recreational facilities (e.g. sporting fields or Mosman Swim Centre)	O	O	O	O	O	O	O	O	O	O	O	O

Community Services

	Importance/Satisfaction											
	Not at all important/ Very dissatisfied								Very important/ Very satisfied			D/K
	0	1	2	3	4	5	6	7	8	9	10	11
Services and facilities for older people	O	O	O	O	O	O	O	O	O	O	O	O
Services and facilities for people with a disability	O	O	O	O	O	O	O	O	O	O	O	O
Services and facilities for people from culturally and linguistically diverse backgrounds	O	O	O	O	O	O	O	O	O	O	O	O
Services and facilities for children and families	O	O	O	O	O	O	O	O	O	O	O	O
Services for young people	O	O	O	O	O	O	O	O	O	O	O	O
Overall range and quality of community facilities and activities	O	O	O	O	O	O	O	O	O	O	O	O

Waste, Health & Environment

	Importance/Satisfaction											
	Not at all important/ Very dissatisfied								Very important/ Very satisfied			D/K
	0	1	2	3	4	5	6	7	8	9	10	11
Animal management & control	O	O	O	O	O	O	O	O	O	O	O	O
Waste and recycling collection services (e.g. garbage, recycling, green waste and e-waste)	O	O	O	O	O	O	O	O	O	O	O	O
Cleaning of streets	O	O	O	O	O	O	O	O	O	O	O	O
Enforcement of health and food regulations	O	O	O	O	O	O	O	O	O	O	O	O
Litter control & rubbish dumping	O	O	O	O	O	O	O	O	O	O	O	O
Management and protection of the environment (e.g. water quality, stormwater management, restoring natural bushland areas)	O	O	O	O	O	O	O	O	O	O	O	O

Infrastructure & Traffic

	Importance/Satisfaction											
	Not at all important/ Very dissatisfied								Very important/ Very satisfied			D/K
	0	1	2	3	4	5	6	7	8	9	10	11
Overall cleanliness, appearance & management of public spaces	O	O	O	O	O	O	O	O	O	O	O	O
Management of street trees	O	O	O	O	O	O	O	O	O	O	O	O
Providing and maintaining local roads (excluding main roads, such as Military and Spit Roads, which are not the responsibility of Mosman Council)	O	O	O	O	O	O	O	O	O	O	O	O
Providing and maintaining footpaths	O	O	O	O	O	O	O	O	O	O	O	O
Providing and maintaining bike paths	O	O	O	O	O	O	O	O	O	O	O	O
Management of drainage and local flooding	O	O	O	O	O	O	O	O	O	O	O	O
Provision of car parking	O	O	O	O	O	O	O	O	O	O	O	O
Enforcement of parking restrictions	O	O	O	O	O	O	O	O	O	O	O	O
Traffic management	O	O	O	O	O	O	O	O	O	O	O	O
Condition of public toilets	O	O	O	O	O	O	O	O	O	O	O	O

Planning & Heritage

	Importance/Satisfaction											
	Not at all important/ Very dissatisfied								Very important/ Very satisfied			D/K
	0	1	2	3	4	5	6	7	8	9	10	11
Protection of heritage values and buildings	O	O	O	O	O	O	O	O	O	O	O	O
Managing development (land use planning)	O	O	O	O	O	O	O	O	O	O	O	O
Development approvals process	O	O	O	O	O	O	O	O	O	O	O	O
Council assisting economic development with the business community and visitors	O	O	O	O	O	O	O	O	O	O	O	O

Communication

	Importance/Satisfaction											
	Not at all important/ Very dissatisfied								Very important/ Very satisfied			D/K
	0	1	2	3	4	5	6	7	8	9	10	11
Council engaging (consulting) with the community	O	O	O	O	O	O	O	O	O	O	O	O
Access to Council information and Council support	O	O	O	O	O	O	O	O	O	O	O	O
Council leadership on matters important to the community	O	O	O	O	O	O	O	O	O	O	O	O
Council advocacy on matters impacting on Mosman and neighbouring areas	O	O	O	O	O	O	O	O	O	O	O	O

Overall performance

Q2a. **How would you rate the overall performance of Mosman Council, as an organisation, over the past 12 months? Please rate on a scale of 0-10, where 0 is very dissatisfied and 10 is very satisfied.**

- O 0 – Very dissatisfied
- O 1
- O 2
- O 3
- O 4
- O 5
- O 6
- O 7
- O 8
- O 9
- O 10 – Very satisfied
- O Don't know

Q2b. **Why do you say that?**

………

Section 2 – Performance of Staff and Administrators

Q3a. **When was the last time you had contact with a Council staff member?** *Prompt*

- O Within the last week **(Go to Q3c)**
- O Within the last month **(Go to Q3c)**
- O Within the last 3 months **(Go to Q3c)**
- O Within the last 12 months **(Go to Q3c)**
- O More than 12 months ago
- O Never
- O Can't recall

I'm going to ask for your impressions about Council staff and their overall image. It doesn't matter that you haven't had a recent interaction with Council staff, I just want to know your general opinion of how they perform.

Q3b. How satisfied were you with the overall performance of Council's staff? Please rate on a scale of 0-10, where 0 is very dissatisfied and 10 is very satisfied. *(Then go to Q4a)*

- O   0 – Very dissatisfied
- O   1
- O   2
- O   3
- O   4
- O   5
- O   6
- O   7
- O   8
- O   9
- O   10 – Very satisfied
- O   Don't know

Q3c. Thinking of your last interaction with a Council employee, how did you make contact? Prompt

- O   Telephone
- O   Internet
- O   Email
- O   Fax/letter
- O   Visited Council office
- O   Face to face (outside of Council premises)
- O   Other (please specify)...

Q3d. What was the main reason for your last encounter with Council staff?

- O   Request for assistance
- O   Pay a bill
- O   Development application or related matter
- O   Information enquiry
- O   Making a complaint
- O   Attending an event or function
- O   Using services such as the Library or Art Gallery
- O   Some other reason (please specify)...

Q3e.   I am going to read out a few statements describing key elements of your interaction with Council Staff. Thinking about the last time you dealt with Council staff, please indicate your level of agreement with each statement on a scale of 0 to 10, where 0 means you 'strongly disagree' and 10 means you 'strongly agree'.

	Strongly disagree									Strongly agree	
	0	1	2	3	4	5	6	7	8	9	10
Making contact with the appropriate member of staff to deal with my enquiry was easy	O	O	O	O	O	O	O	O	O	O	O
They were courteous and helpful	O	O	O	O	O	O	O	O	O	O	O
They dealt with my needs quickly and efficiently	O	O	O	O	O	O	O	O	O	O	O
They provided clear, easy to understand advice	O	O	O	O	O	O	O	O	O	O	O

Q3f.   Generally speaking, how satisfied are you with the overall performance of Council staff, on a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied.

O   0 – Very dissatisfied
O   1
O   2
O   3
O   4
O   5
O   6
O   7
O   8
O   9
O   10 – Very satisfied
O   Don't know

Q3g.   Thinking about your access to, and interaction with Council staff, do you have any suggestions about how Council could improve its level of customer service?

Suggestion: ....

Q4a.   Have you had any dealings with your elected local Council representatives, i.e. Councillors, over the last year?

O   Yes
O   None/Can't recall   **(Go to Q4c)**

Q4b. Thinking about the last time you dealt with a Mosman Councillor and using a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how satisfied were you with their responsiveness to your particular needs?

- O   0 – Very dissatisfied
- O   1
- O   2
- O   3
- O   4
- O   5
- O   6
- O   7
- O   8
- O   9
- O   10 – Very satisfied

Q4c. Thinking about Mosman councillors overall and using a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how would you rate their performance in the following areas.

	Very dissatisfied										Very satisfied
	0	1	2	3	4	5	6	7	8	9	10
Representing a broad range of community views fairly	O	O	O	O	O	O	O	O	O	O	O
Effective leadership and guidance of the community	O	O	O	O	O	O	O	O	O	O	O
The overall performance of Councillors	O	O	O	O	O	O	O	O	O	O	O

Q5. Do you think the services and facilities provided by Mosman Council are value for money in terms of what your household pays in rates and other Council charges, on a scale of 0 to 10, where 0 means you think the services provided by Council are very poor value and 10 means they are very good value. [IF THE PERSON RENTS REMIND THEM THAT THEIR RATES ARE INCLUDED IN THEIR RENT]

- O   0 – Very poor value
- O   1
- O   2
- O   3
- O   4
- O   5
- O   6
- O   7
- O   8
- O   9
- O   10 – Very good value

Section 3 – Local Concerns

Q6a. Thinking of Mosman as a whole, what would you say is the major issue facing Mosman in the next 5-10 years?

…………………………………………………………………………………………………..Page……..

Q6b. What do you value most about living in the Mosman area?

…………………………………………………………………………………………………..

With this in mind in the future… (Randomise Q6c and Q6d)

Q6c. What would be the key thing you'd like to see change?

…………………………………………………………………………………………………..

Q6d. What would be the key thing you'd like to see retained?

…………………………………………………………………………………………………..

Section 4 – Community Pride and Connectedness

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Mosman as a place to live.

Q7. I'm going to read out some statements and I'd like you to rate them on a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree.

A. Safety

	Strongly disagree								Strongly agree		
	0	1	2	3	4	5	6	7	8	9	10
I feel safe in my own home	O	O	O	O	O	O	O	O	O	O	O
I feel safe walking around my neighbourhood	O	O	O	O	O	O	O	O	O	O	O
I can call on a neighbour or local relative if I need assistance	O	O	O	O	O	O	O	O	O	O	O

B. Social

	Strongly disagree								Strongly agree		
	0	1	2	3	4	5	6	7	8	9	10
I feel I belong to the community I live in	O	O	O	O	O	O	O	O	O	O	O
My neighbourhood is a friendly place to live	O	O	O	O	O	O	O	O	O	O	O
I make a contribution to the community I live in	O	O	O	O	O	O	O	O	O	O	O
I mainly socialise in my local area	O	O	O	O	O	O	O	O	O	O	O

C. Local Identity

	Strongly disagree								Strongly agree		
	0	1	2	3	4	5	6	7	8	9	10
People in Mosman are generally proud of their area	O	O	O	O	O	O	O	O	O	O	O

D. Regional

Residents have the opportunity to
have input on regional matters
that impact on Mosman   O   O   O   O   O   O   O   O   O   O   O

Q8a.   What are your main sources for information on Council services and activities? *Prompt*

- O   Mosman Council websites
- O   Social media spaces (like Facebook, Twitter & YouTube)
- O   The Mosman Daily – news articles
- O   The Mosman Daily – Council's weekly column
- O   Mosman Now (Council Newsletter)
- O   Harbour View magazine
- O   North Shore Living magazine
- O   Brochures/flyers in letterbox
- O   Direct mail (e.g. in rates notices)
- O   Emails/e-newsletters from Mosman Council, Mosman Library, Mosman Art Gallery and other
          Council services
- O   Community notice boards
- O   Banners and posters
- O   Visiting or phoning Council offices
- O   Library
- O   Word of mouth
- O   TV
- O   Radio
- O   School
- O   None

Q8b.   Can you think of any ways Council could improve on the way it communicates with the community?

....

Section 6 – Demographics

Q9.   Please stop me when I read out your age group. Prompt

    O   18 - 34
    O   35-49
    O   50-64
    O   65+

Q10.   Do you or your family pay Council rates or do you leave this to the landlord if you rent?

    O   Pay Council rates ourselves
    O   Landlord pays Council rates

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage, we are developing a register of interest in this and other consultation coming up in the future.

Q11a. Would you be interested in registering?

    O   Yes
    O   No   **(If no, go to Q12)**

Q11b. (If yes), May I please confirm your contact details?

Title (Mr/Mrs/Ms, etc.) ....
First name ....
Surname ....
Email ....
Mobile ....
Home telephone ....
Street address ....
Suburb ....
Postcode ....

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

That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.

Q12.   Gender (determine by voice):

    O   Male
    O   Female

Council Contact
Diane Lawrence I Director Community Development
Mosman Council I P: 02 99784008 I F: 02 99784096 I
M: 0419784008 I E: D.Lawrence@mosman.nsw.gov.au