



City of Parramatta

Community Satisfaction – 2019 Wave

Residents and Business Owners/Managers

Prepared by: Micromex Research

Date: August 23, 2019



Table of Contents

Background and Methodology	3
Key Findings	7
Results	
1. Overall Satisfaction and Recommending Parramatta	15
2. Council Services and Facilities	24
3. Attitudes Towards Council Activities	65
4. Parramatta Square Development	84
Sample Profile	88
Appendix A – Full List of Drivers of Overall satisfaction	94
Appendix B – Quadrant Analysis Label Key	105
Appendix C – Questionnaire	107

Background & Methodology



Methodology & Sample

Objectives

City of Parramatta Council commissioned Micromex Research to conduct their annual community satisfaction survey. The aim of the survey is to act as a feedback mechanism for City of Parramatta to track its clients' (community) satisfaction levels toward its services and performance and to identify areas of business improvement. This survey also allows City of Parramatta to benchmark performance against other Councils and focus or target areas of improvements for managers of individual areas.

Data collection

Micromex Research, together with City of Parramatta Council, updated the 2018 questionnaire for use in 2019.

Telephone interviewing (CATI) was conducted during period 4th July – 18th July 2019.

Sample

A total of N=602 interviews were conducted by phone. 482 respondents answered the survey from the perspective of a resident of the LGA, and 120 respondents answered the survey from the perspective of owners/managers of businesses within the LGA. Respondents were recruited across all five Wards:

	Dundas	Epping	North Rocks	Parramatta	Rosehill
Sample size (unweighted)	111	113	120	122	136

A sample size of 602 provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=602 respondents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

As the raw data has been weighted to reflect the real community profile of City of Parramatta 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.



Methodology & Sample

Interviewing

Residents

395 of the 482 of residents were selected by means of a computer based random selection process using a combination of the electronic White Pages (EWP) and SamplePages (20 of the resident interviews were conducted with non-English speaking residents using multilingual interviewers).

In addition, 87 residents were recruited face-to-face at a number of areas around City of Parramatta LGA, i.e. North Rocks Markets, Epping Train Station, Parramatta Train Station, Westmead Train Station and Newington Market Place. This 'number harvesting' approach reaches a younger, more diverse sample than is achieved by EWP alone.

Businesses

All 120 business owners/managers were selected by means of a computer-based random selection process using a B2B database provided by Prospect Marketing.

Data analysis

The data within this report was analysed using Q Professional.

Percentages

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

Word Frequency Tagging

Verbatim responses for open questions 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.



Heat Maps

The heat maps below illustrate the distribution of all 482 residents and 120 businesses across the City of Parramatta LGA (this is unweighted data).

Distribution of Residents



Distribution of Businesses



Key Findings



Key Findings

Overall Positive Results

Overall, the 2019 Community Satisfaction survey results are positive – and generally in line with 2018 results or slightly above. For instance:

- Overall Satisfaction is virtually identical to the 2018 result.
- The overall recommendation mean score has increased marginally in 2019.
- And amongst the 37 service/facility attributes, **three have increased significantly** since 2018 ('Provision of cycleways and facilities', 'Quality of children's playgrounds and equipment', and 'The value for money provided in return for the rates you pay each year') – **whilst none have decreased significantly**.

Key positive metrics are summarised below:

- ✓ As was the case in 2018, high levels of overall satisfaction with the overall performance of City of Parramatta Council were identified (72% of residents and 66% of businesses stating they were satisfied/very satisfied on a five-point bipolar scale) – and the mean score of 3.76 out of 5 is above our norm of 3.54 for metropolitan councils:
 - It is possible that Council's higher score is due at least in part to its use of a bipolar scale (whereas our norms are based on unipolar scales). However, if we look only at the top 'Very satisfied' code (which is arguably less effected by different scale types), our resident norm is 8% and City of Parramatta generated 19% amongst residents – this suggests a better-than-average performance by Council.
- ✓ 75% of residents are likely to recommend Parramatta as a City to live in.
- ✓ 64% of businesses are likely to recommend Parramatta as a City of work in.
- ✓ 75% of respondents are proud to be part of the Parramatta area.
- ✓ Of the 31 council services and facilities that had comparable benchmarks, 19 were rated above and 11 were rated on par with the benchmark scores.
- ✓ Across all measured council services and facilities, satisfaction was greatest for Council-run events and festivals, Riverside Theatres and library services.
- ✓ 3 services/facilities significantly increased in satisfaction in 2019, with none decreasing

Key Findings

Key Themes Identified

It is a truism that Council has a responsibility to deliver a wide range of community services and facilities – for instance, all 37 that were included in the survey (plus others). However, the Shapley regression analysis has helped to identify those attributes where a greater return could potentially be achieved...

Community engagement (i.e.: the 'Our Relationship with the Community' category of attributes) and movement around the LGA were identified as key drivers of how the community views the overall performance of Council. As these themes were also highlighted in the 2018 data, it reaffirms their importance of being a focus for Council:

1. 'Our Relationship with the Community'

The theme of community engagement encompasses three communication and consultation attributes – along with the more esoteric notion of the community receiving value for money for the rates they pay.

- Out of 37 services and facilities, these four attributes collectively account for over a quarter of the variation in overall satisfaction with the performance of Council for both residents and businesses (as measured by the Shapley regressions). However, all four are found in the 'improve' section of the quadrant analysis, meaning that they have high usage from the community but are receiving **relatively** low levels of satisfaction – we stress 'relatively' because two of the four score above our relevant norms.
- Respondents that disagree 'Council is genuine about listening to residents/businesses' discussed how their wants and needs are not being met, commenting on specific issues to them they feel are not being addressed. Those that agree with the statement, however, believe that Council has been actively consulting with the community and appropriately responding to needs. Similar issues were highlighted when respondents were asked their level of agreement with 'Council is open and accountable to the community', with those that disagree feeling that the needs of the community are not being met (especially in regards to development), and those that agree stating their perception is based on positive outcomes they have observed from Council.
- Positively, satisfaction with 'the value for money provided in return for the rates you pay each year' significantly increased in 2019.
- An additional regression analysis examining how image/attitude perceptions influence overall satisfaction, found that the community want a council that meet their needs whilst being accessible and responsive when their help is required.

Key Findings

Key Themes Identified (continued)

2. Movement Around the LGA

When referring to 'Movement around the LGA', we have included roads, footpaths, cycle-ways, traffic management and parking:

- Availability of parking in commercial centres received the lowest level of satisfaction across all 37 services and facilities for both residents and businesses.
- However, 'Provision of cycle-ways and facilities' was one of only three attributes to significantly increase in 2019.
- All traffic, road, footpath and parking services/facilities (with the exception of the condition of council car parks) were found in the 'improve' segment of the quadrant analysis, demonstrating they receive high usage from the community but have **relatively** below average levels of satisfaction:
 - Once again we stress 'relatively' because despite receiving low levels of satisfaction relative to other services/facilities provided by City of Parramatta Council, all movement/transport services and facilities were rated above or on par with Micromex's NSW benchmark scores (both overall and when specifically looking at metro areas).
- Footpaths and traffic management/signs accounted for 17% of the variation in overall satisfaction residents have on the performance of Council, whilst traffic, parking and footpaths accounted for 28% of the variation for businesses.

Topics of Interest

Whilst Community engagement (i.e.: the 'Our Relationship with the Community' category of attributes) and Movement around the LGA were identified as key drivers of how the community views the overall performance of Council, there are other areas where attention may be warranted:

Open Spaces

Two attributes, 'Cleanliness of waterways' and 'Maintenance of parks and gardens' featured as the sixth and eighth highest drivers of overall satisfaction respectively for residents – and both had relatively favourable satisfaction scores. Council should continue to focus on these items.

Key Findings

Topics of Interest (continued)

Waste and Recycling

Council efforts to increase recycling was the only service/facility rated below its comparable benchmark score (both in 2019 and 2018):

- As an aside, the Shapley regression analyses identified that the recycling attribute acts as only a relatively low driver of overall satisfaction for both residents and businesses.

Waste services, however, was among the key drivers of overall satisfaction for both residents and businesses. As Council is already achieving high levels of satisfaction from the community in this area (and scoring above the comparable benchmark), focus should be on maintaining this level.

Development Applications

Based on new questions asked for the first time in 2019, 1 in 6 respondents have been involved with the development application service in the past 12 months. The majority were viewing somebody else's application (16%), though 2% of residents and 7% of businesses lodged their own application.

The development application service was one of the lowest rated services/facilities for satisfaction:

- Whilst the sample sizes are very small, there is a suggestion that satisfaction with the DA service was lower for respondents that have **used** the service (relative to those who have looked at someone else's/made a submission), suggesting that low satisfaction is not necessarily driven solely by negative opinions towards development by the community in general, but also by first hand experience. We will need to explore this in 2020 when we can combine the 2019 and 2020 waves to form larger sample sizes.

Parramatta Square

Parramatta Square development continues to be viewed positively, being both a positive step for the community (63% agree) and meaning more modernised amenities (64% agree) – though 50% believe it will increase congestion and traffic.

Residents are not only more likely to agree with the positive statements about the development, but they are less likely to believe it will increase congestion/traffic.

Key Findings

Recommendations

- Effectively communicating to the community and providing opportunities for consultation has again been highlighted as a key strategy for increasing overall satisfaction with the performance of Council. Council needs to ensure it is not only promoting the services and facilities available, but the actions they have already taken in response to community needs.

- When focussing on other service areas (e.g.: transport/getting around), communicating what has been done may be just as important as what has been done...

- Services/facilities that impact movement around the LGA are key drivers of overall satisfaction. This area is a challenge faced by many metro areas with increasing populations, and will often always be viewed by the community as something that could be improved.

- Council needs to engage with the community about their expectations, and how different methods of transport (walking, private vehicle, public transport) should be prioritised.

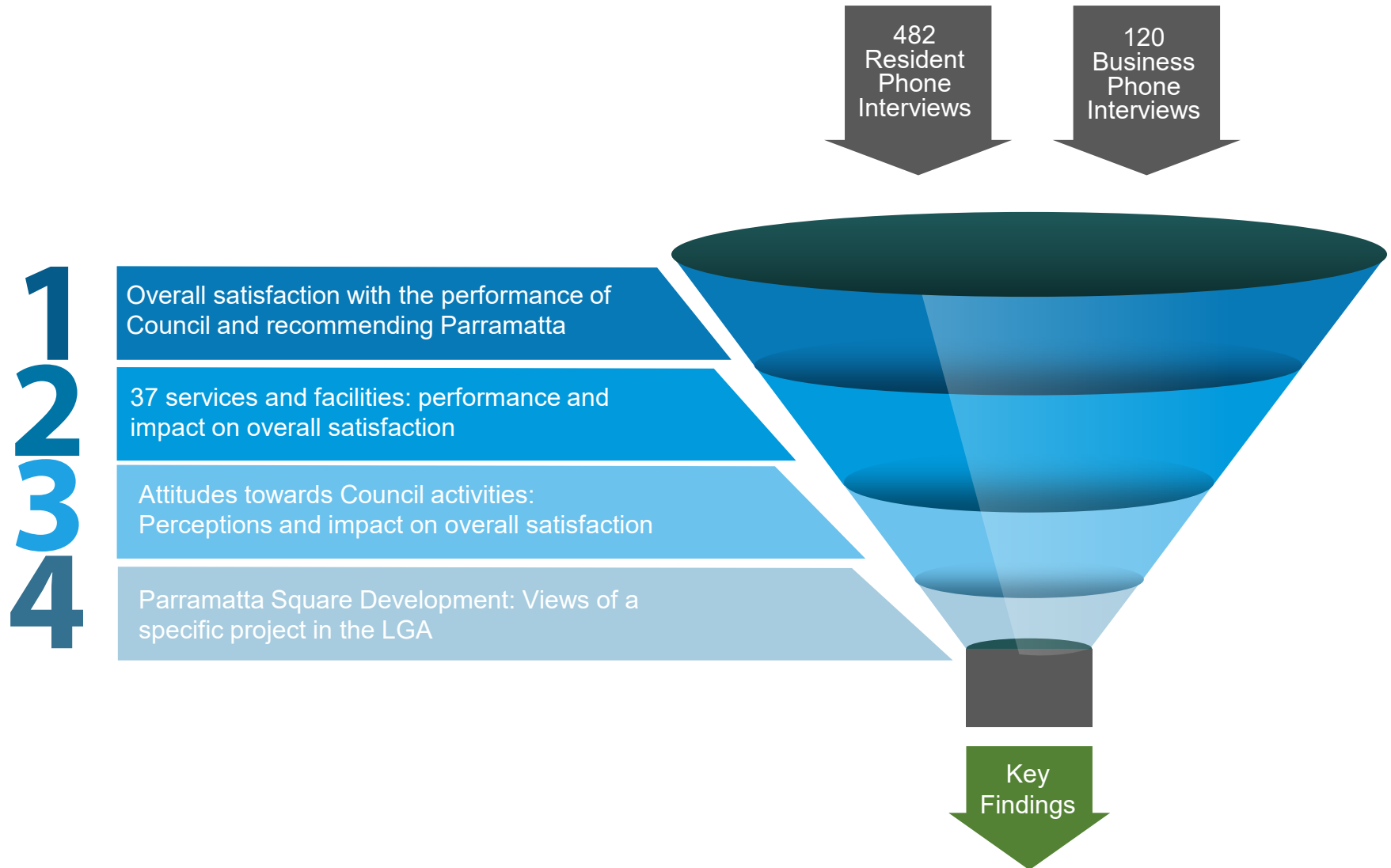
- Satisfaction with the development application service is low, and is even lower for respondents that have used the service in the past year (albeit based on small sample sizes). Council may therefore wish to explore user experiences in more detail, understanding if satisfaction is driven by the application process or final outcome.



Results



Structure of Results





1. Overall Satisfaction and Recommending Parramatta



Section Overview

About this section

This section examines overall satisfaction with the performance of Council across a range of demographics, and the likelihood of residents/businesses recommending Parramatta as a place to live/work in. The key findings were:

Overall Satisfaction

- 70% of respondents are satisfied/very satisfied with the performance of Council. This is on par with results from 2018, and is significantly above our NSW LGA benchmarks.
- Residents expressed slightly higher levels of overall satisfaction than businesses, with a greater proportion stating they were very satisfied (19% vs 13%).
- Overall satisfaction mean scores were similar across demographics for residents – although there was a slight downward trend with age for business owners/managers.
- Residents of the North Rocks Ward were significantly more likely to state that they were satisfied/very satisfied (84%).

Recommending Parramatta

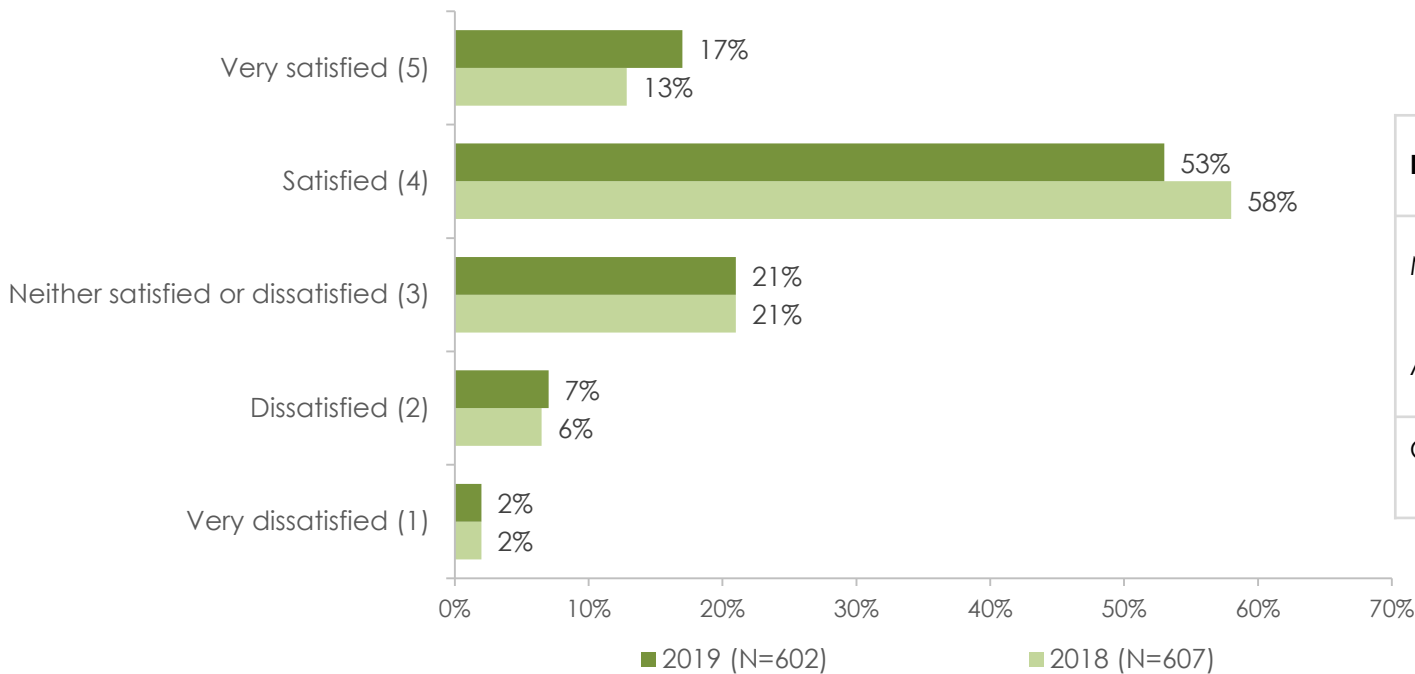
- 75% of residents would recommend Parramatta as a city to live in (rating it at least 7 on a scale of 0-10).
- Younger residents (18-34) and those that live within the Rosehill Ward were significantly more likely to recommend Parramatta as a place to live in.
- 64% of businesses would recommend Parramatta as a city to work in (rating it at least 7 on a scale of 0-10), a decrease from 75% in 2018.



Overall Satisfaction – By Year

Q1a. How satisfied are you with the performance of the City of Parramatta Council?

	Phone surveys					Online surveys				
	2019	2018	2017	2016**	2015	2014	2013	2012	2011	2010
*Top 2 Box	70%	71%	76%	60%	82%	75%	76%	79%	74%	60%
Mean rating	3.76	3.73	3.75	3.51						



NSW LGA BRAND SCORES	Means
Metro	3.54
All of NSW	3.46
City of Parramatta Council 2019	3.76↑

Scale: 1 = very dissatisfied, 5 = very satisfied

*Top 2 Box = very satisfied/satisfied

**City of Parramatta Council underwent an amalgamation in May 2016

↑↓ = A significantly higher/lower level of satisfaction (compared to the LGA benchmarks)

Note: Mean scores are not available prior to 2016

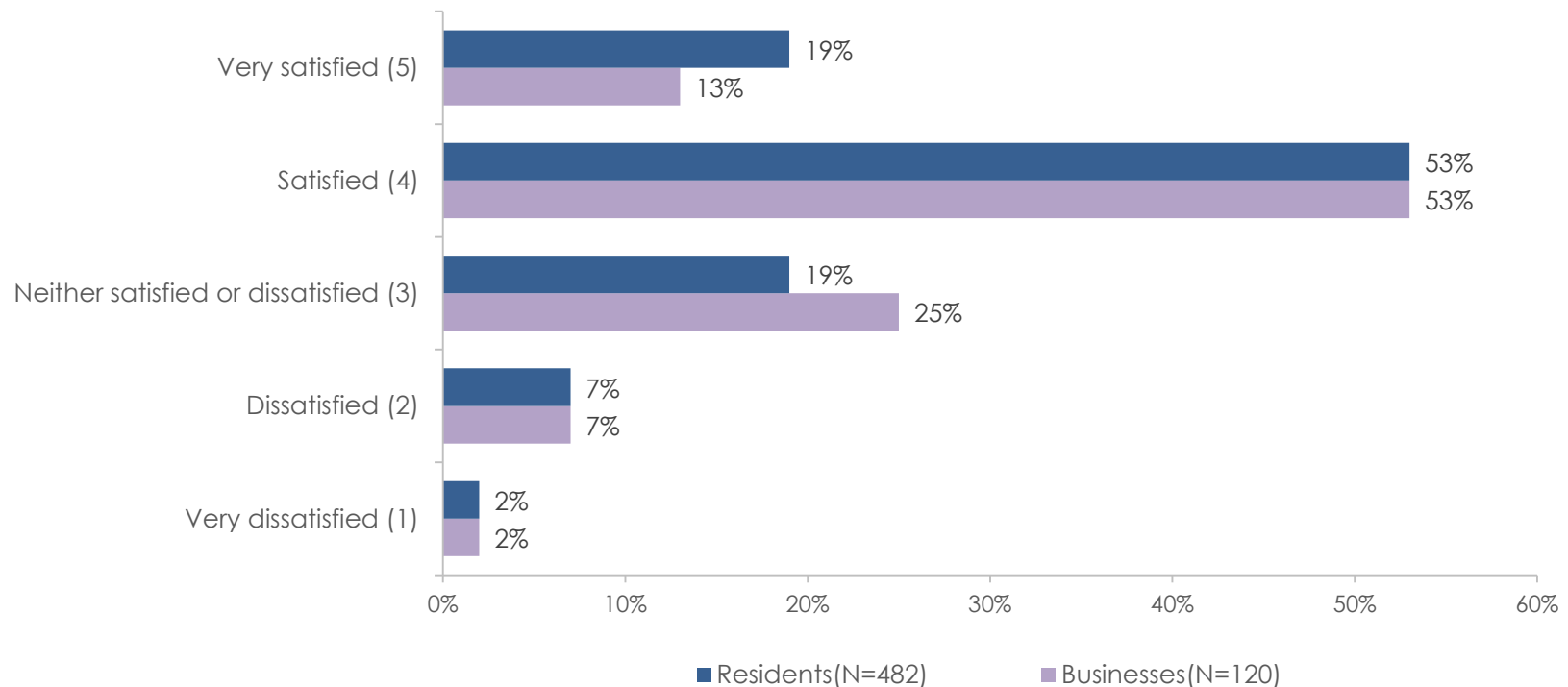
Overall satisfaction with the performance of City of Parramatta Council is consistent with 2018 results, with 70% of respondents stating they are satisfied/very satisfied.

This result is significantly higher than the Micromex LGA brand scores, both when comparing to the whole of NSW and when specifically looking at just LGAs in Metro areas.

Overall Satisfaction – Residents Vs Businesses

Q1a. How satisfied are you with the performance of the City of Parramatta Council?

	2019 Overall	Residents	Businesses
Mean rating	3.76	3.78	3.67
Base	602	482	120



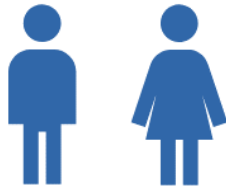
Scale: 1 = very dissatisfied, 5 = very satisfied

Residents are marginally more satisfied than Businesses with the performance of City of Parramatta Council, with a greater proportion stating that they are very satisfied (19% compared to 13%).

Overall Satisfaction – Residents

Q1a. How satisfied are you with the performance of the City of Parramatta Council?

Gender



Mean:	3.84	3.73
*Top2Box:	75%	69%
Base	239	243

Age



Mean:	3.78	3.79	3.75	3.85
*Top2Box:	70%	70%	73%	79%
Base	177	134	119	51

Country of Birth



Mean:	3.81	3.74
*Top2Box:	73%	69%
Base	284	196

Speak a Language other than English at Home



Mean:	3.83	3.75
*Top2Box:	74%	70%
Base	185	295

Living Status



Mean:	3.77	3.81	3.81
*Top2Box:	70%	71%	78%
Base	283	118	52

Time Lived in Area

6 months – 3 years >3 years – 10 years >10 years – 20 years >20 years

Mean:	3.75	3.70	3.81	3.83
*Top2Box:	70%	67%	70%	75%
Base	81	112	89	200

Aboriginal or Torres Strait Islander



Mean:	4.05
*Top2Box:	95%
Base	6**

N = 482 Residents

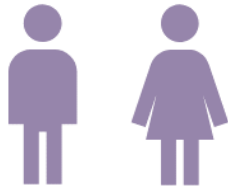
*Top2Box = very satisfied/satisfied
 **Caution low base size
 Scale: 1 = very dissatisfied, 5 = very satisfied

Overall satisfaction showed little variation across the differing demographics.

Overall Satisfaction – Businesses

Q1a. How satisfied are you with the performance of the City of Parramatta Council?

Gender



Mean:	3.73	3.55
*Top2Box:	69%	60%
Base	80	40

Age



18-34

Mean:	3.80
*Top2Box:	72%
Base	25



35-49

Mean:	3.68
*Top2Box:	68%
Base	37



50+

Mean:	3.60
*Top2Box:	62%
Base	58

Industry



Retail



Manufacturing



Services

Mean:	3.75	4.00	3.60
*Top2Box:	68%	100%↑	61%
Base	28	9**	83

Number of Employees



Sole trader



2-4



5-19



20+

Mean:	3.86	3.57	3.63	3.84
*Top2Box:	71%	59%	67%	74%
Base	14**	44	43	19**



Time in Operation



≤5years

**>5 years –
10 years**

**>10 years –
15 years**

>15 years

Mean:	3.84	3.73	3.65	3.60
*Top2Box:	68%	67%	74%	62%
Base	19**	15**	23	63

N = 120 Businesses

*Top2Box = very satisfied/satisfied

**Caution low base size

Scale: 1 = very dissatisfied, 5 = very satisfied

Whilst satisfaction trends upwards with age for residents, it follows a downward trend with businesses.

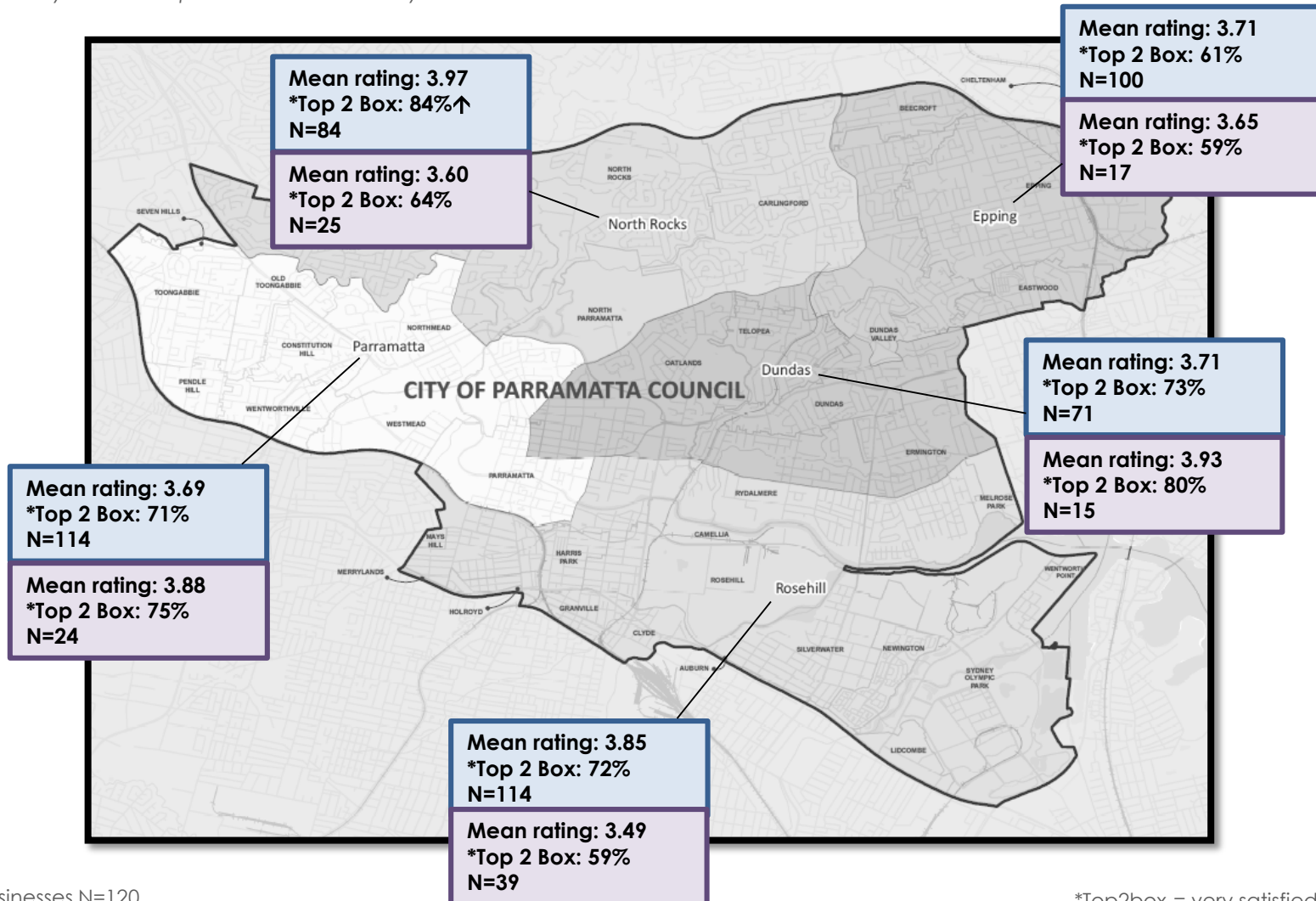
Additionally, satisfaction trends downwards with time in operation – a trait that is likely to correlate to respondent age.

Overall Satisfaction – By Ward

Q1a. How satisfied are you with the performance of the City of Parramatta Council?

Residents

Businesses



Residents: N=482, Businesses N=120
Scale: 1 = very dissatisfied, 5 = very satisfied

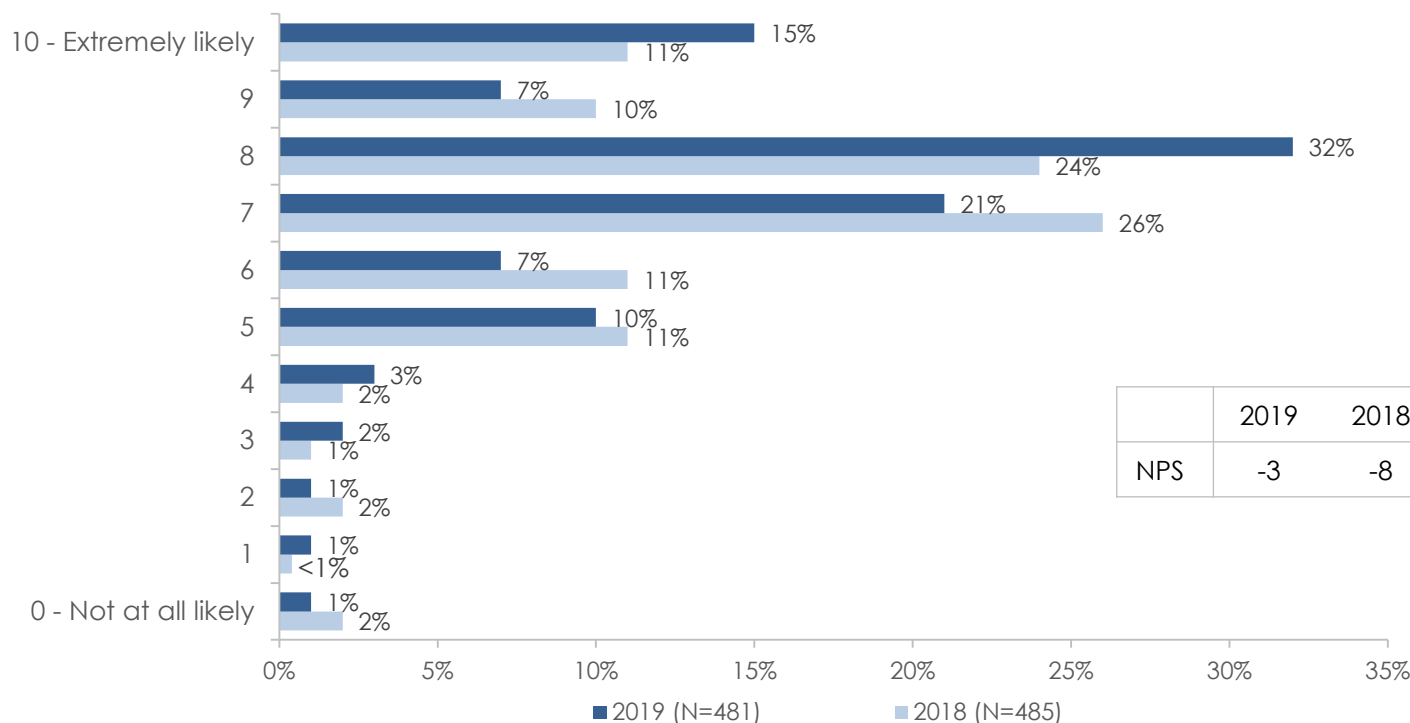
*Top2box = very satisfied/satisfied
↑↓ = A significantly higher/lower satisfaction top2box (by ward)

Residents within the North Rocks Ward were significantly more likely to state they are satisfied/very satisfied with the performance of Council.

Recommending Parramatta As a Place to Live In

Q7. How likely are you to recommend Parramatta as a city to live in?

	2019	2018	Male	Female	18-34	35-49	50-69	70+	Dundas	Epping	North Rocks	Parramatta	Rosehill
Mean rating	7.29	7.11	7.46	7.13	7.92▲	7.05	6.78▼	6.93	6.83	7.01	6.96	7.57	7.79▲
Base	481	485	238	243	177	134	118	51	71	100	82	114	114



	2019	2018	2017	2016
NPS	-3	-8	-9	-18

Scale: 0 = not at all likely, 10 = extremely likely

▲▼ = A significantly higher/lower likelihood (by group)

Note: 1 respondent refused to answer question

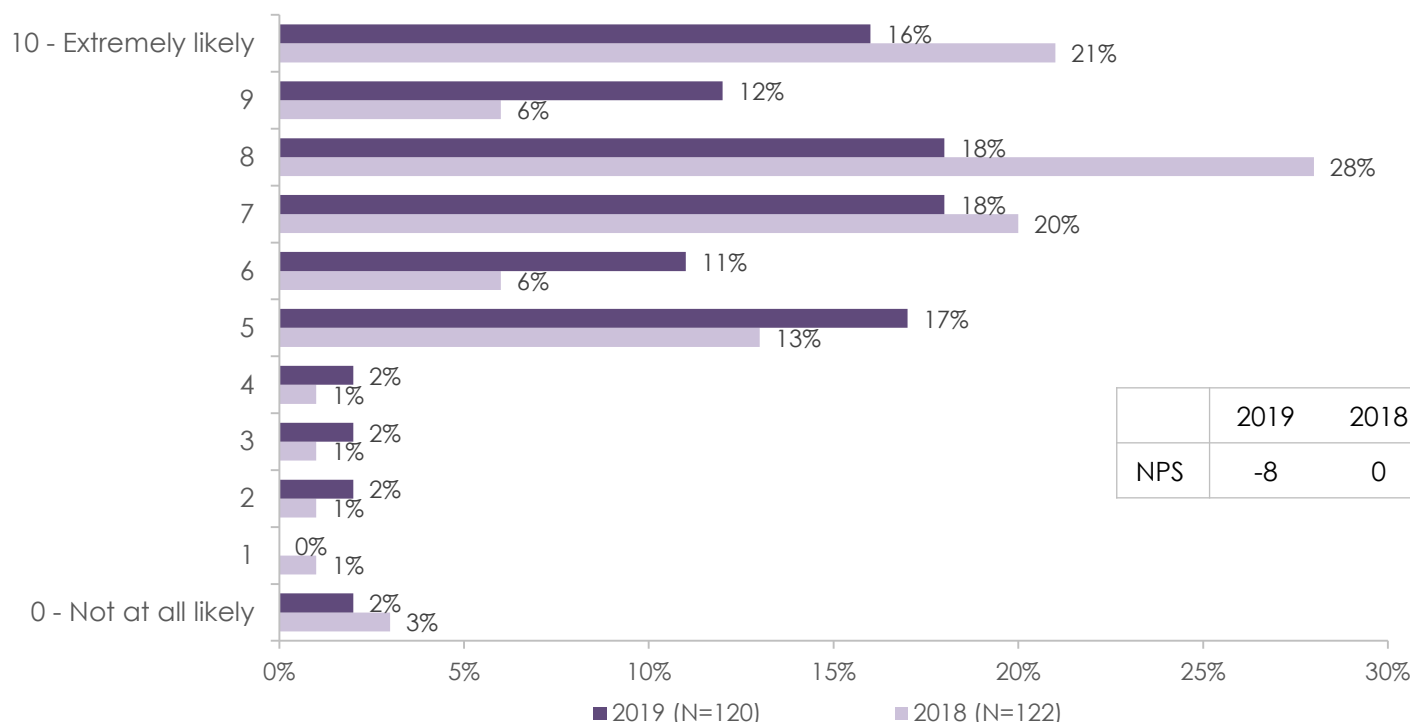
The likelihood of residents recommending Parramatta as a city to live in has increased in 2019, with 75% of residents rating the likelihood as 7-10.

Young residents (18-34) and those that live within the Rosehill Ward were significantly more likely to recommend Parramatta as a city to live in – a consistent result to that found in 2018.

Recommending Parramatta As a Place to Work In

Q7. How likely are you to recommend Parramatta as a city to business owners to work in?

	2019	2018	Male	Female	18-34	35-49	50+	Dundas	Epping	North Rocks	Parramatta	Rosehill
Mean rating	7.08	7.30	7.11	7.00	7.64	7.11	6.81	7.73	6.94	6.80	7.83▲	6.59
Base	120	122	80	40	25	37	58	15*	17*	25	24	39



	2019	2018	2017	2016
NPS	-8	0	-12	-9

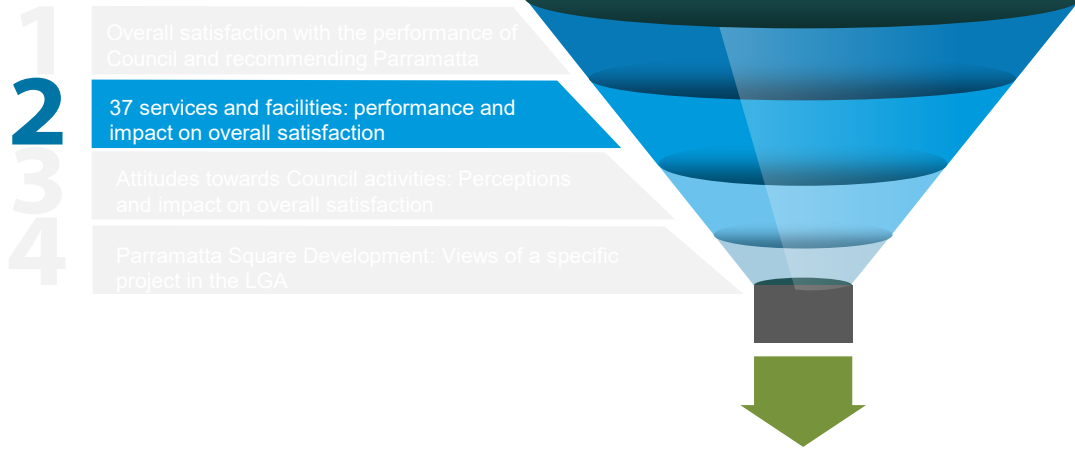
Scale: 0 = not at all likely, 10 = extremely likely

▲▼ = A significantly higher/lower likelihood (by group)

*caution low base size

64% of businesses are very likely to recommend Parramatta as a city to work in (rating 7-10), though this is a decrease from 2018 (75%).

Businesses located within the Parramatta Ward were significantly more likely to recommend the city, however, there was a slight downward trend with age, with older business owners/managers less likely to recommend the city than younger owners/managers.



2. Council Services and Facilities



Section Overview

About this section

This section examines the community's perceived performance of Council on 37 individual services and facilities. To make sense of these 37 questions, a variety of analyses are used, with satisfaction for each service and facility compared...

- Between categories
- To Micromex benchmarks for NSW LGAs
- By Ward and year
- Between residents and businesses
- By usage (Quadrant Analysis)
- As the key drivers in overall satisfaction (Shapley Regression Analysis)
- By mapping the stated satisfaction rating against derived importance (Shapley Regression results) for the key drivers of overall satisfaction

Satisfaction with Services and Facilities

- 'Council facilities' was the highest rated category overall for satisfaction (3.82 out of 5) and 'Our relationship with the community' was rated the lowest (3.40 out of 5) – The same relative positions as 2018.
- Micromex has comparable benchmarks for 31 of the 37 attributes – 19 of the 31 were rated above the Micromex NSW LGA benchmarks, 11 were rated on par and just one was rated below (Council efforts to increase recycling).
- The top 5 rated services and facilities for satisfaction were 'Council-run events & festivals', 'Riverside Theatres', 'library services', 'cleanliness of parks' and 'quality of children's playgrounds & equipment' – social capital attributes.
- The bottom 5 rated services and facilities for satisfaction were 'availability of parking in commercial centres', 'development application service', 'Council is genuine about listening to residents/businesses', 'patrolling and enforcement of parking regulations' and 'the opportunity to have your say on key issues affecting the community'.
- The 4 services within the 'Our relationship with the community' category were again all in the 'Improve' category of the Quadrant Analysis in 2019, i.e. they were all rated below the mean satisfaction level for services and facilities, but were rated above the mean level for usage.
- Respondents that are satisfied with their perception of Council being genuine about listening to residents/businesses discussed how Council actively tries to consult with them and get involved with the community. Respondents that are dissatisfied commented on how the needs of the community are still not being met.



Section Overview - Continued

Drivers of Overall Satisfaction with the Performance of Council

The following 3 areas are top drivers of overall satisfaction that are currently achieving only moderate or low levels of satisfaction for both residents and businesses. These topics therefore need to be targeted for optimisation/a greater level of understanding acquired about the expectations of the community:

- The value for money provided in return for the rates you pay each year.
- Community engagement – how information is provided to residents and businesses, with the community able to actively have a say on key issues and feel that they are carefully listened to by Council.
- Movement around the LGA – both for pedestrians (footpaths) and vehicles (traffic management).







Services and Facilities – Categories Summary

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Residents were asked to rate their satisfaction on 37 services/facilities. Most of the questions had a transactional focus – that is, residents were told that if they haven't used a particular service in the past 12 months they should answer 'N/A'.

The 37 services/facilities were grouped into four broad categories – overall mean scores (based on a 1-5 satisfaction scale) for each category are summarised below:

Category	2019 Average	2018 Average
 Council facilities (N=12 statements)	3.82	3.82
 Council services (N=14 statements)	3.63	3.63
 Council environmental initiatives (N=7 statements)	3.62	3.59
 Our relationship with the community (N=4 statements)	3.40	3.37

Scale: 1 = very dissatisfied, 5 = very satisfied

Note: averages are for all statements asked within each category in 2019 and 2018

Average satisfaction across each category is very similar to 2018, with the statements within the Council facilities group again receiving the highest level of satisfaction overall.

Services and Facilities – Comparison to Benchmarks

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Micromex has worked for over 90 LGAs in the last 10 years and conducted over 70 community satisfaction surveys since 2016. We have compared City of Parramatta Council results against those of the developed Council Benchmarks based on over 30,000 interviews.

- 31 of the 37 City of Parramatta services and facilities had comparable Micromex benchmarks.

Above the Benchmark Threshold

Service/facility	Satisfaction	Benchmark variance
Maintenance of local suburban roads	3.64	0.70
Provision of cycle ways and facilities	3.80	0.63
Condition of Council's car parks	3.48	0.54
Maintenance of footpaths	3.56	0.49
The opportunity to have your say on key issues affecting the community	3.42	0.46
Local traffic management and signs	3.46	0.43
Parramatta Heritage & Visitor Information Centre	3.85	0.38
Public spaces	3.87	0.38
Cleanliness of streets	3.89	0.36
Effectiveness of Council's stormwater drainage	3.77	0.34
Planting of trees in your local area	3.60	0.30
Council-run events & festivals	4.07	0.30
Riverside Theatres	4.00	0.28
Cleanliness of parks	3.98	0.28
Quality of children's playgrounds & equipment	3.98	0.28
Promoting sustainable transport options	3.64	0.26
Maintenance of parks and gardens	3.95	0.25
The provision of information on community issues, developments and initiatives	3.47	0.20
Maintenance of community halls & centres	3.81	0.18

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

Scale: 1 = very dissatisfied, 5 = very satisfied

19 of the 31 comparable services and facilities were rated above their benchmark thresholds – although It should be noted that Micromex norms are not necessarily based on users only, which may impact the comparability of the results.

The services/facilities with the greatest variance above the benchmarks revolved around road/footpath infrastructure. As these are often areas of low satisfaction in metro areas with fast growing populations, this is a particularly positive result for City of Parramatta.

Services and Facilities – Comparison to Benchmarks

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

On Par with the Benchmark Threshold

Service/facility	Satisfaction	Benchmark variance
Cleanliness of waterways	3.63	0.15
Maintenance of sporting fields	3.88	0.10
Quality of child care facilities and services	3.62	0.09
Provision of community grants	3.65	0.08
Development application service	3.11	0.06
Availability of parking in commercial centres	2.99	0.05
Patrolling and enforcement of parking regulations	3.35	0.00
Food inspections	3.62	-0.12
Waste collection services	3.97	-0.14
Library services	3.99	-0.15
Parramatta Artists' Studios	3.57	-0.15

Below the Benchmark Threshold

Service/facility	Satisfaction	Benchmark variance
Council efforts to increase recycling	3.52	-0.25

Scale: 1 = very dissatisfied, 5 = very satisfied

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

11 of the 31 comparable services and facilities were rated on par with the benchmark thresholds.

The only service rated below the benchmark threshold was Council efforts to increase recycling – this was also the only service rated below the benchmark in 2018.

Top 5 Services and Facilities – Residents and Businesses

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Top 5 Residents and Businesses Combined

Service/Facility	Average
Council-run events & festivals	4.07
Riverside Theatres	4.00
Library services	3.99
Cleanliness of parks	3.98
Quality of children's playgrounds & equipment	3.98

Top 6 Residents

Service/Facility	Average
Council-run events & festivals	4.08
Library services	4.01
Cleanliness of parks	4.00
Quality of children's playgrounds & equipment	3.99
Riverside Theatres	3.99
Waste collection services	3.99

Top 5 Businesses

Service/Facility	Average
Council-run events & festivals	4.05
Riverside Theatres	4.05
Maintenance of parks and gardens	3.94
Quality of children's playgrounds & equipment	3.94
Provision of street signage	3.92

Scale: 1 = very dissatisfied, 5 = very satisfied

'Council-run events & festivals', 'Riverside Theatres' and 'quality of children's playgrounds & equipment' are all in the top services and facilities for satisfaction for both residents and businesses – these are arguably social capital/liveability attributes.

Whilst the top services and facilities for residents covered a variety of areas, the top rated services and facilities for businesses focused on entertainment and outdoor features.

Bottom 5 Services and Facilities – Residents and Businesses

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.
Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Bottom 5 Residents and Businesses Combined

Service/Facility	Average
Availability of parking in commercial centres	2.99
Development application service	3.11
Council is genuine about listening to residents/businesses	3.27
Patrolling and enforcement of parking regulations	3.35
The opportunity to have your say on key issues affecting the community	3.42

Bottom 5 Residents

Service/Facility	Average
Availability of parking in commercial centres	3.02
Development application service	3.07
Council is genuine about listening to residents	3.28
Patrolling and enforcement of parking regulations	3.37
The opportunity to have your say on key issues affecting the community	3.42

Bottom 5 Businesses

Service/Facility	Average
Availability of parking in commercial centres	2.86
Council is genuine about listening to businesses	3.21
Patrolling and enforcement of parking regulations	3.28
Development application service	3.29
The value for money provided in return for the rates you pay each year	3.33

Scale: 1 = very dissatisfied, 5 = very satisfied

Top 5 Services and Facilities – Wards

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Dundas	Epping	North Rocks	Parramatta	Rosehill
				
Council-run events & festivals		Council-run events & festivals		
	Quality of children's playgrounds & equipment			Quality of children's playgrounds & equipment
	Riverside Theatres			
	Waste collection services			
Cleanliness of parks		Cleanliness of parks		
	Library services		Library services	
Maintenance of parks and gardens				Maintenance of parks and gardens
	Maintenance of sporting fields			Maintenance of sporting fields
			Public spaces	
			Provision of street signage	
				Provision of cycle ways and facilities






Green shading represents the service/facility was rated in the top 5 for satisfaction within that Ward

Respondents across the Wards showed a large amount of variation in the top services and facilities that they rated for satisfaction, with no one service or facility appearing in the top 5 for all Wards.

Bottom 5 Services and Facilities – Wards

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Dundas	Epping	North Rocks	Parramatta	Rosehill
				
Availability of parking in commercial centres				
Development application service				
	Council is genuine about listening to residents/businesses			
Patrolling and enforcement of parking regulations		Patrolling and enforcement of parking regulations		
	Local traffic management and signs			
Provision of lighting in parks				Provision of lighting in parks
	Value for money provided in return for the rates you pay each year			
Council is genuine about listening to residents/businesses				
				Condition of Council's car parks
				Parramatta Artist's Studios

Red shading represents the service/facility was rated in the bottom 5 for satisfaction within that Ward

Availability of parking in commercial centres and the development application process were both in the bottom 5 services/facilities for satisfaction across all Wards. 'Council is genuine about listening to residents/businesses' was rated in the bottom 5 for all Wards except Dundas.

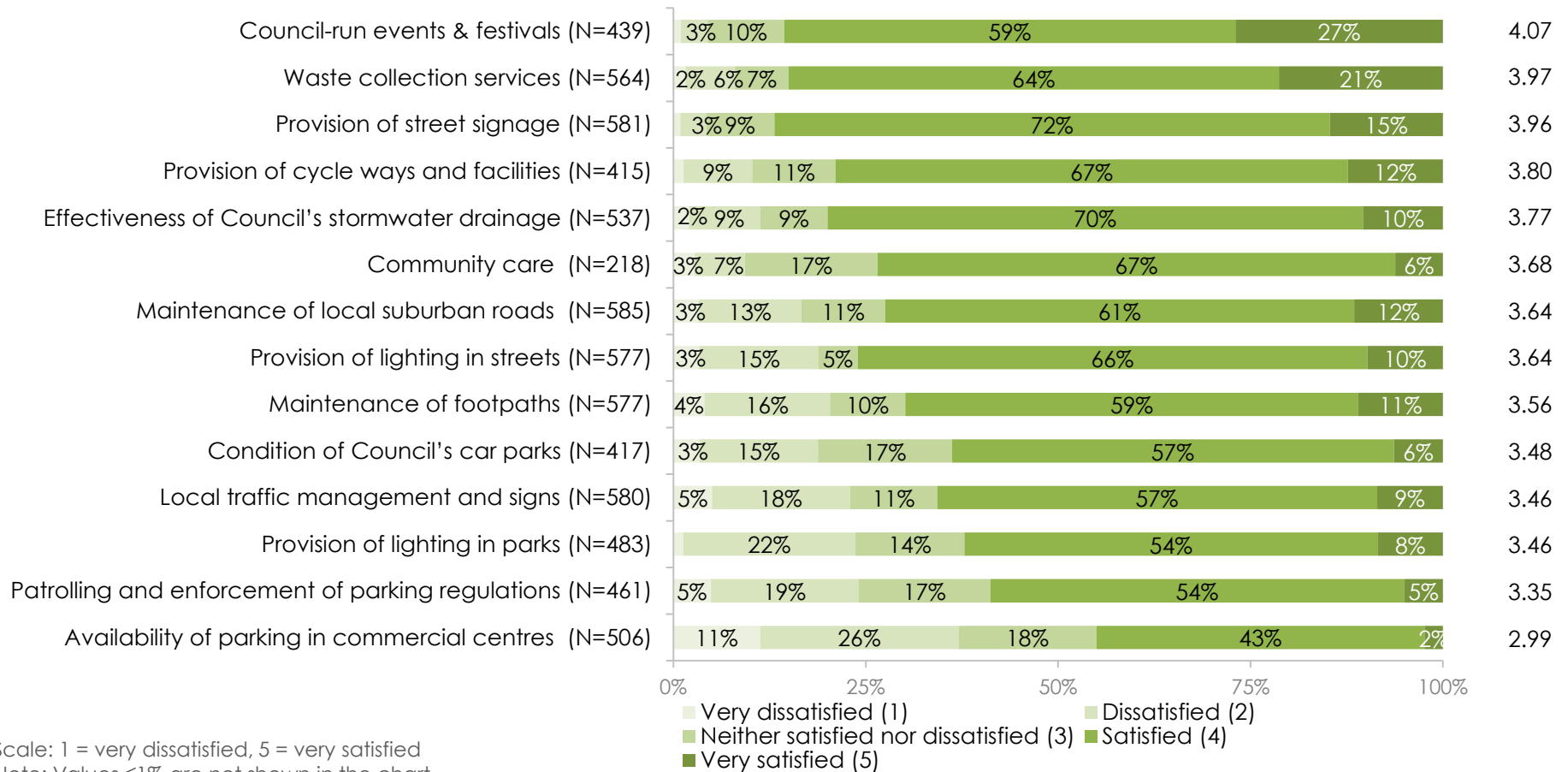
Council Services – Overall

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Council Services mean rating: 3.63 (2019), 3.63 (2018)



2019



Attributes in the Council Services category received high levels of satisfaction, with 85%+ of respondents stating they are satisfied/very satisfied with Council-run events & festivals, waste collection services and provision of street signage.

Services related to parking received the lowest levels of satisfaction.

Council Services

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Council Services mean rating: 3.63 (2019), 3.63 (2018)



Service/Facility	2019	2018	Residents	Businesses
Council-run events & festivals	4.07	4.05	4.08	4.05
Waste collection services	3.97	3.95	3.99	3.84
Provision of street signage	3.96	4.00	3.97	3.92
Provision of cycle ways and facilities	3.80▲	3.59	3.82	3.69
Effectiveness of Council's stormwater drainage	3.77	3.81	3.77	3.78
Community care	3.68	3.72	3.68	3.63
Maintenance of local suburban roads	3.64	3.65	3.66	3.57
Provision of lighting in streets	3.64	3.72	3.62	3.73
Maintenance of footpaths	3.56	3.64	3.57	3.53
Condition of Council's car parks	3.48	3.52	3.48	3.49
Local traffic management and signs	3.46	3.48	3.44	3.57
Provision of lighting in parks	3.46	3.53	3.43	3.65
Patrolling and enforcement of parking regulations	3.35	3.29	3.37	3.28
Availability of parking in commercial centres	2.99	2.94	3.02	2.86

Scale: 1 = very dissatisfied, 5 = very satisfied

▲▼ = A significantly higher/lower satisfaction mean rating (by year)

Base: 2019 N=218-585, 2018 N=253-593, Residents N=188-472, Businesses N=30-113

Satisfaction has remained relatively consistent to 2018, with the only significant change an increase in satisfaction with the provision of cycle ways and facilities.

Residents and businesses appear to show the same pattern of satisfaction across Council services, with Council-run events & festivals the highest rated service and parking related services the lowest across respondent types.

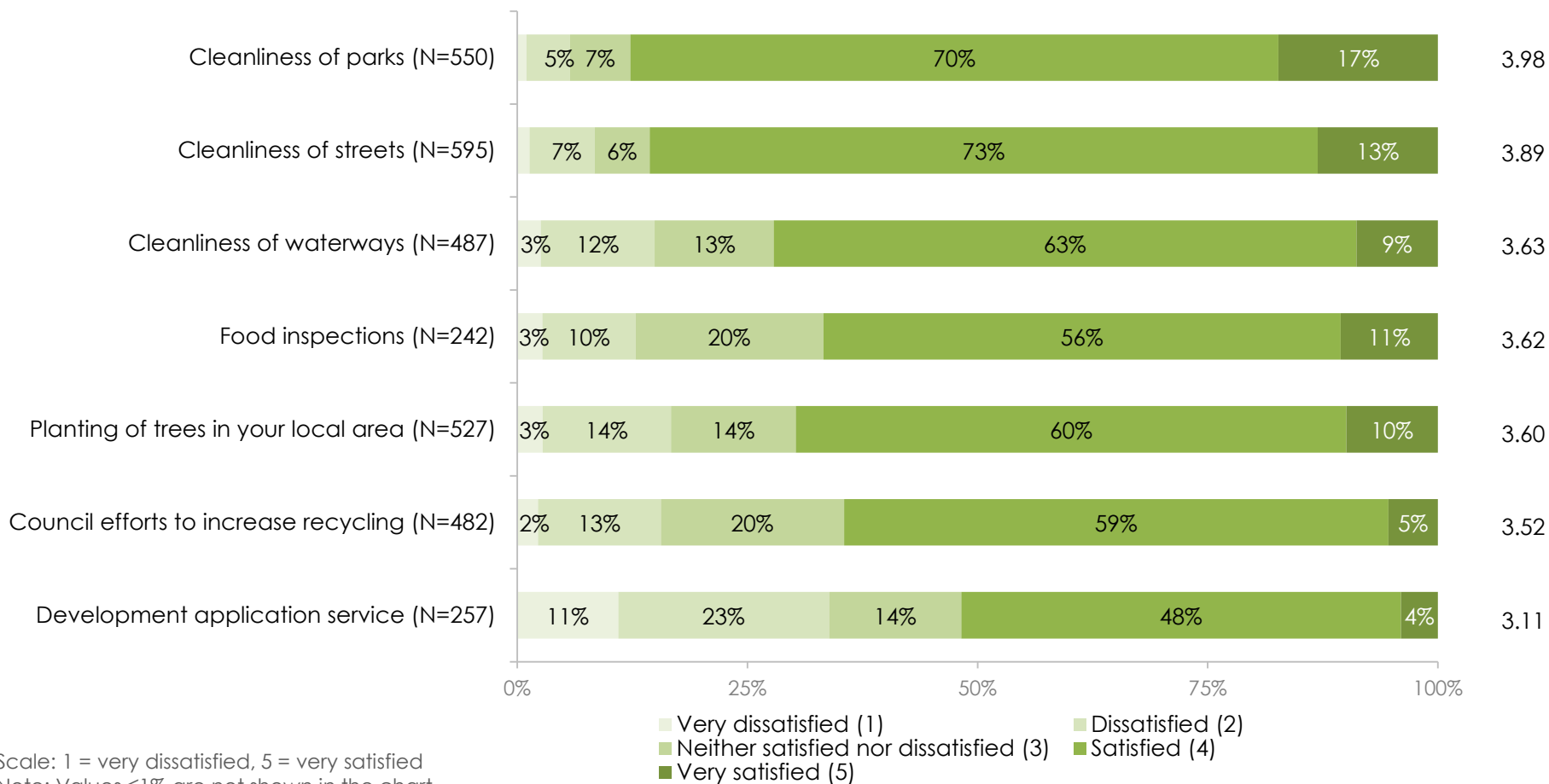
Council Environmental Initiatives – Overall

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Council Environmental Initiatives mean rating: 3.62 (2019), 3.59 (2018)



2019



Council environmental initiatives relating to cleanliness received high levels of satisfaction (particularly within the North Rocks Ward).

Whilst 85% of respondents previously stated they were satisfied/very satisfied with waste collection services (in the Council Services category), just 64% are satisfied/very satisfied with Council efforts to increase recycling.

Council Environmental Initiatives

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Council Environmental Initiatives mean rating: 3.62 (2019), 3.59 (2018)



Service/Facility	2019	2018	Residents	Businesses
Cleanliness of parks	3.98	3.95	4.00	3.89
Cleanliness of streets	3.89	3.87	3.91	3.78
Cleanliness of waterways	3.63	3.59	3.64	3.59
Food inspections	3.62	3.63	3.63	3.54
Planting of trees in your local area	3.60	3.65	3.58	3.70
Council efforts to increase recycling	3.52	3.46	3.51	3.59
Development application service*	3.11	2.99	3.07	3.29

*2018 wording: development application process'
Scale: 1 = very dissatisfied, 5 = very satisfied

Base: 2019 N=242-595, 2018 N=271-604 Residents N=203-480, Businesses N=39-115

Satisfaction with Council environmental initiatives has remained relatively on par with 2018.

The 'Development application service' has again received the lowest satisfaction rating, though positively, it has marginally increased in 2019 – This increase appears to be driven by residents (residents- 2018: 2.91, 2019: 3.07, businesses- 2018: 3.26, 2019: 3.29), though it should be noted that the wording was updated from 'development application process' in 2018, which may have impacted ratings.

Whilst residents and businesses did not significantly differ in their satisfaction ratings, residents showed greater variation in their mean ratings (0.93 gap between the highest and lowest service/facility, compared to businesses, which had a gap of 0.60).

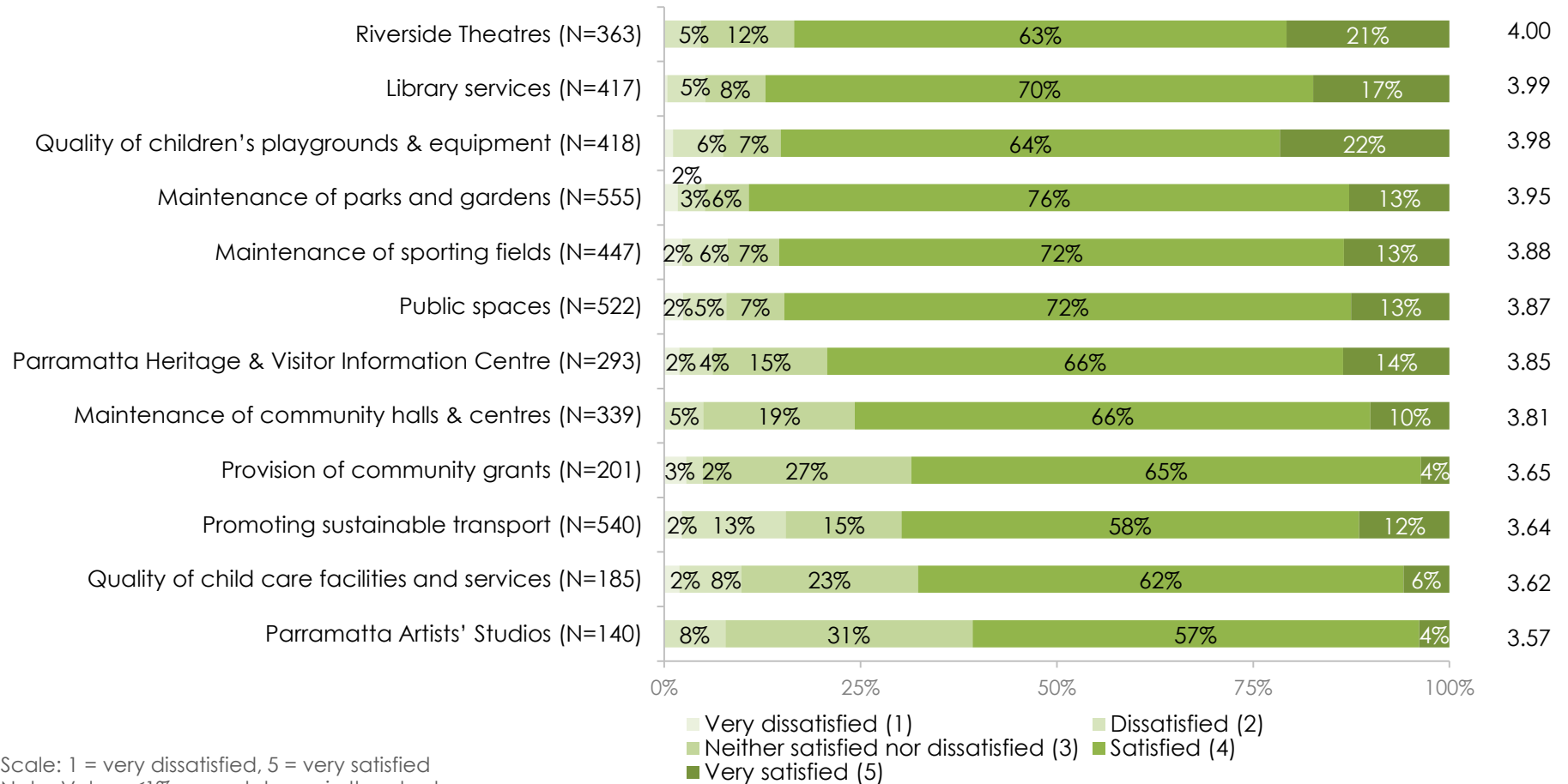
Council Facilities – Overall

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Council Facilities mean rating: 3.82 (2019), 3.82 (2018)



2019



Scale: 1 = very dissatisfied, 5 = very satisfied
 Note: Values ≤1% are not shown in the chart

Overall, satisfaction is very high for Riverside Theatres, library services and facilities relating to outdoor spaces.

Whilst Parramatta Artists' Studios received the lowest level of satisfaction, only 140 respondents gave a satisfaction rating (342 stating the facility was 'not applicable' to them), of which just 8% were dissatisfied.

Council Facilities

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Council Facilities mean rating: 3.82 (2019), 3.82 (2018)



Service/Facility	2019	2018	Residents	Businesses
Riverside Theatres	4.00	4.00	3.99	4.05
Library services	3.99	4.00	4.01	3.79
Quality of children's playgrounds & equipment	3.98▲	3.84	3.99	3.94
Maintenance of parks and gardens	3.95	3.97	3.95	3.94
Maintenance of sporting fields	3.88	3.81	3.90	3.81
Public spaces	3.87	3.84	3.87	3.88
Parramatta Heritage & Visitor Information Centre	3.85	3.79	3.85	3.83
Maintenance of community halls & centres	3.81	3.88	3.80	3.84
Provision of community grants	3.65	3.78	3.65	3.59
Promoting sustainable transport options	3.64	3.55	3.64	3.62
Quality of child care facilities and services	3.62	3.70	3.62	3.59
Parramatta Artists' Studios	3.57	3.69	3.56	3.62

Scale: 1 = very dissatisfied, 5 = very satisfied

▲▼ = A significantly higher/lower satisfaction mean rating (by year)

Base: 2019 N=140-555, 2018 N=158-557 Residents N=119-467, Businesses N=21-93

Satisfaction with the quality of children's playgrounds & equipment significantly increased in 2019.

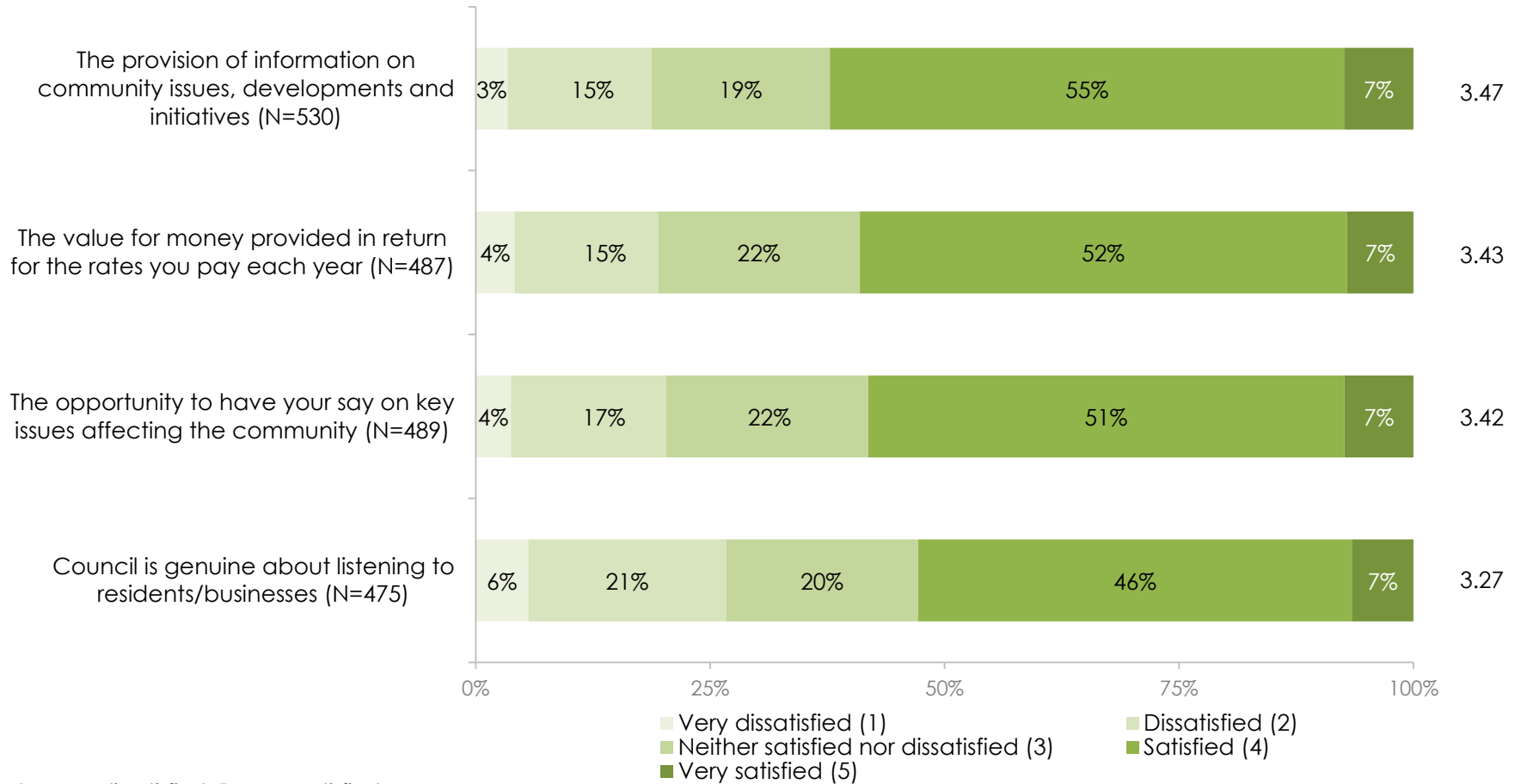
Our relationship with the community – Overall

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Our relationship with the community mean rating: 3.40 (2019), 3.37 (2018)



2019



Whilst the 'Our relationship with the community' category received the lowest mean rating for satisfaction overall, more than half of respondents (53%+) stated they were satisfied/very satisfied with each of the statements.

The area appearing to require the most attention is Council appearing to be genuine about listening to residents/businesses, with over a quarter (27%) stating they are dissatisfied/very dissatisfied.

Our relationship with the community

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Our relationship with the community mean rating: 3.40 (2019), 3.37 (2018)   

Service/Facility	2019	2018	Residents	Businesses
The provision of information on community issues, developments and initiatives	3.47	3.54	3.48	3.44
The value for money provided in return for the rates you pay each year	3.43▲	3.27	3.45	3.33
The opportunity to have your say on key issues affecting the community	3.42	3.41	3.42	3.37
Council is genuine about listening to residents/businesses	3.27	3.26	3.28	3.21

Scale: 1 = very dissatisfied, 5 = very satisfied

▲▼ = A significantly higher/lower satisfaction mean rating (by year)

Base: 2019 N=475-530, 2018 N=482-533, Residents N=384-440, Businesses N=83-91

Satisfaction with the value for money provided in return for the rates you pay each year significantly increased in 2019.

Residents were marginally more satisfied across all 'Our relationship with the community' statements, compared to businesses.

Council is Genuine About Listening

Q3a. Please indicate how strongly you agree or disagree with each statement.

Q3b. You mentioned that you (Q3a response) that 'Council is genuine about listening to residents/businesses'. Why did you say that?

Satisfied/Very Satisfied (53% of all respondents)



Reason for being satisfied/very satisfied	% (of <u>all</u> respondents)*	Residents*	Businesses*
Council actively consults and gets involved with the community	17%	18%	13%
Council responds to the needs of the community	9%	10%	7%
Council is responsive when issues are raised	7%	7%	7%
We are informed/notified of any changes and issues affecting residents	6%	7%	3%
Issues are being addressed/services are delivered when requested	5%	5%	3%
Council is performing well overall	4%	4%	1%
Council are easy to deal with and accessible	3%	3%	4%
Base	475	384	91

*percentages calculated out of all respondents that provided a satisfaction rating

▲ ▼ = A significantly higher/lower percentage (by group)

See Appendix A for responses <3% 42

Respondents that are satisfied/very satisfied with their perception of Council being genuine about listening to residents/businesses, discussed how Council actively consults with the community and responds to their needs.

Council is Genuine About Listening

Q3a. Please indicate how strongly you agree or disagree with each statement.

Q3b. You mentioned that you (Q3a response) that 'Council is genuine about listening to residents/businesses'. Why did you say that?

Neither Satisfied Nor Dissatisfied (20% of all respondents)



Reason for being neither satisfied nor dissatisfied	% (of <u>all</u> respondents)*	Residents	Businesses
Community wants and needs are not listened to	3%	2%	7%
Council do not try and consult with the community	2%	2%	4%
Council is too driven by development	1%	2%	0%
Council are not acting in the best interests of residents	1%	1%	1%
Council do not respond to/follow up with complaints and issues	1%	2%	0%
Council does not follow through with plans	1%	1%	0%
Disagree with Council decisions/actions	1%	1%	0%
Lack of honesty or transparency	1%	1%	0%
Lack of information available to the community	1%	1%	1%
Base	475	384	91

*percentages calculated out of all respondents that provided a satisfaction rating

▲ ▼ = A significantly higher/lower percentage (by group)

See Appendix A for responses <1% 43

Respondents that are neither satisfied nor dissatisfied with their perception of Council being genuine about listening to residents/businesses, commented on general wants and needs of the community not being met.

Council is Genuine About Listening

Q3a. Please indicate how strongly you agree or disagree with each statement.

Q3b. You mentioned that you (Q3a response) that 'Council is genuine about listening to residents/businesses'. Why did you say that?

Dissatisfied/Very Dissatisfied (27% of all respondents)



Reason for being dissatisfied/very dissatisfied	% (of <u>all</u> respondents)*	Residents	Businesses
Specific issues are not being addressed	6%	7%	2%
Community wants and needs are not listened to	5%	5%	5%
Council do not try and consult with the community	5%	5%	5%
Council is too driven by development	4%	5%	0%
Council do not respond/follow up with complaints and issues	3%	3%	4%
Council are not acting in the best interests of the community	2%	2%	1%
Disagree with Council decisions/actions	2%	2%	1%
Difficult to get in contact with Council	1%	<1%	3%▲
Lack of information available to the community	1%	1%	1%
Not satisfied with outcome/response of contact	1%	1%	1%
Base	475	384	91

*percentages calculated out of all respondents that provided a satisfaction rating

▲ ▼ = A significantly higher/lower percentage (by group)

See Appendix A for responses <1% 44

Respondents that are dissatisfied with their perception of Council being genuine about listening to residents/businesses, discussed specific issues not being addressed. Additionally, comments were made in regards to the general wants and needs of the community not being listened to and Council not trying to consult with the community. Council being too driven by development was also flagged as a reason for dissatisfaction.

Quadrant Analysis – Usage Vs Satisfaction

Quadrant analysis is another framework for reviewing the 37 service/facility questions – it is often helpful in planning future directions based on stated outcomes. Quadrant Analysis combines the stated usage of each service/facility and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the 37 variables on x and y axes, defined by stated usage and rated satisfaction. We aggregate the mean scores for stated usage and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated usage score was 74% and the average rated satisfaction score was 3.66. Therefore, any facility or service that received a mean stated usage score of $\geq 74\%$ would be plotted in the higher usage section and, conversely, any that scored $< 74\%$ would be plotted into the lower usage section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.66. Each service or facility is then plotted in terms of satisfaction and usage, resulting in its placement in one of four quadrants.

Explaining the 4 quadrants (see chart on next slide)

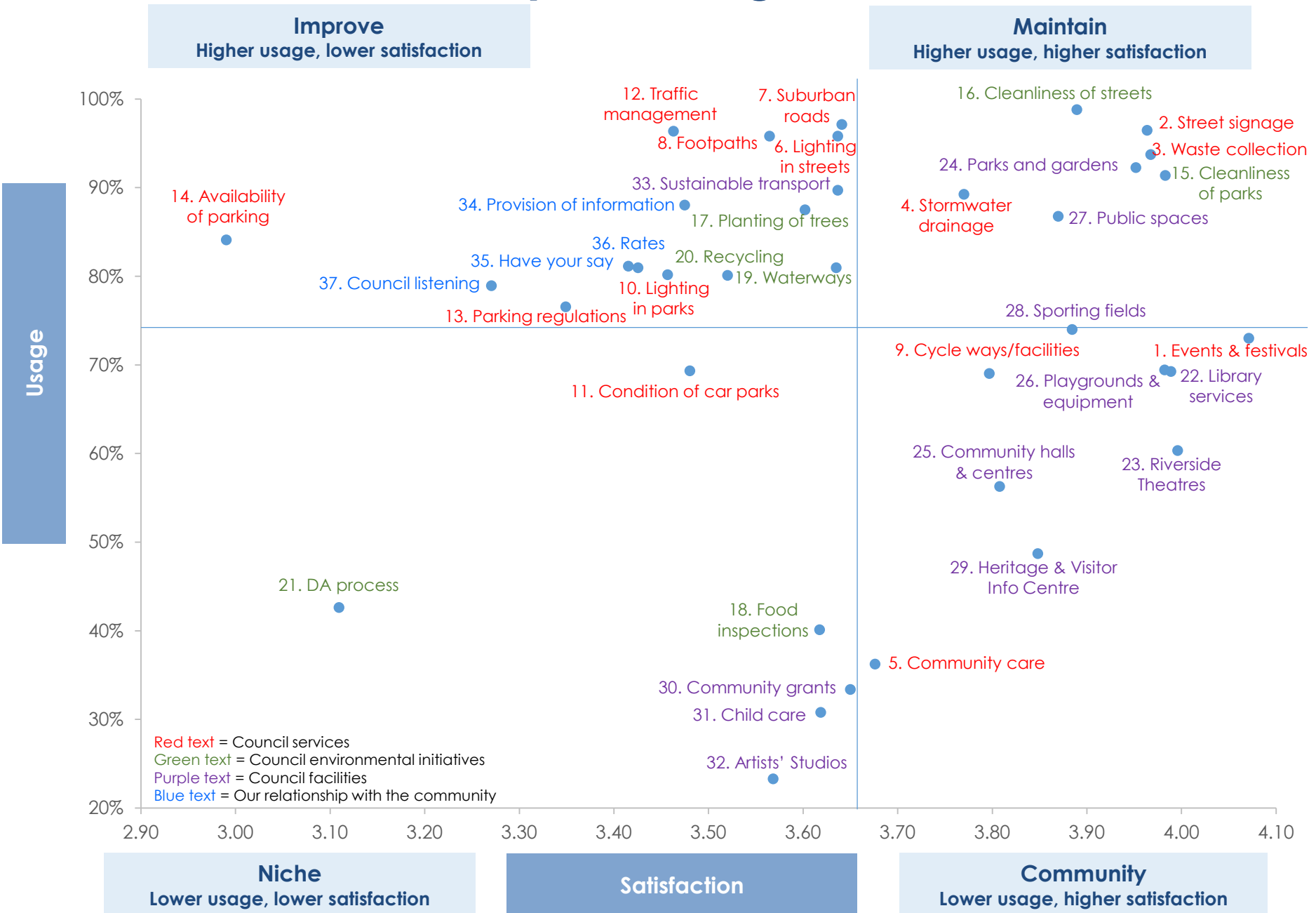
Attributes in the top right quadrant, MAINTAIN, such as 'cleanliness of streets', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

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. Note that all four of the 'Our relationship with the community' statements (blue labels) are in the Improve quadrant.

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

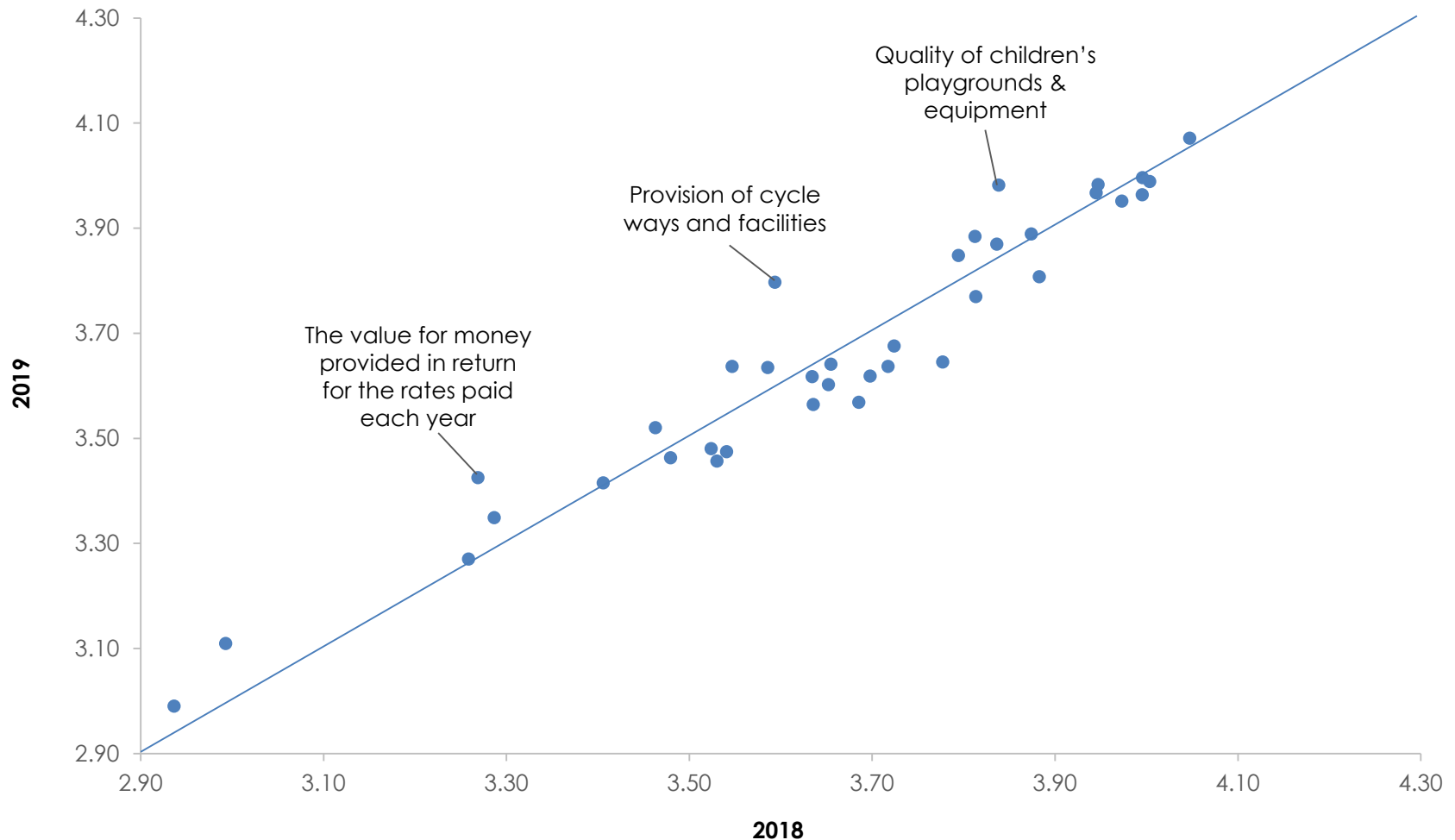
Finally, attributes in the bottom right quadrant, COMMUNITY, such as 'community care', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver community liveability/ social capital, i.e. make it a good place to live. Note that half of the 'Council facilities' statements (purple labels) are in this quadrant.

Quadrant Analysis – Usage Vs Satisfaction



Services and Facilities – Comparison by Year

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.



The above chart is another way of reviewing the 37 attributes – it compares the mean satisfaction ratings in 2019 against that of 2018. Satisfaction increased (markers above the line) for 19 of the services and facilities, although only three increased significantly: 'the value for money provided in return for the rates you pay each year', 'provision of cycle ways and facilities' and 'quality of children's playgrounds and equipment'. Overall, satisfaction mean scores were very consistent year-on-year.

Shapley Value Regression

Another lens through which we can analyse the 37 services and facilities and see how they impact overall satisfaction with the performance of Council is via Micromex's Advanced Shapley Regression analysis...

Why is Shapely Regression Needed?

Recommendations based only on stated usage and satisfaction (previous slides) have 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 usage/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'maintenance of local suburban 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 usage 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.

A Shapley Regression analysis however allows us to specifically identify how City of Parramatta can actively drive overall community satisfaction.

The Shapley Value Regression Model

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. In this research, the explanatory variables are the 37 services/facilities and the dependent variable is overall satisfaction with the performance of Council.

Shapley Value Regression - Residents

The three 'key drivers of overall satisfaction' themes that emerged from the Shapley Regression in 2019 (see analysis overleaf), are:

1. Council's relationship with the community: All 4 statements within this category (value for rates paid, Council is genuine about listening, opportunities to have a say and the provision of information) are acting as key drivers of overall satisfaction for residents, collectively accounting for 26% of the variation observed.
2. Movement around the LGA: Possibly a consequence of the continued population increase, with key drivers including footpaths and local traffic management/signs, and accounting for 17% of the variation among the key drivers. Of particular interest is that the contribution of footpaths towards overall satisfaction has increased in 2019.
3. Water, waste and cleanliness: How Council manage the water and waste of the LGA, maintaining the cleanliness and presentation of the area, accounted for 19% of the variation.

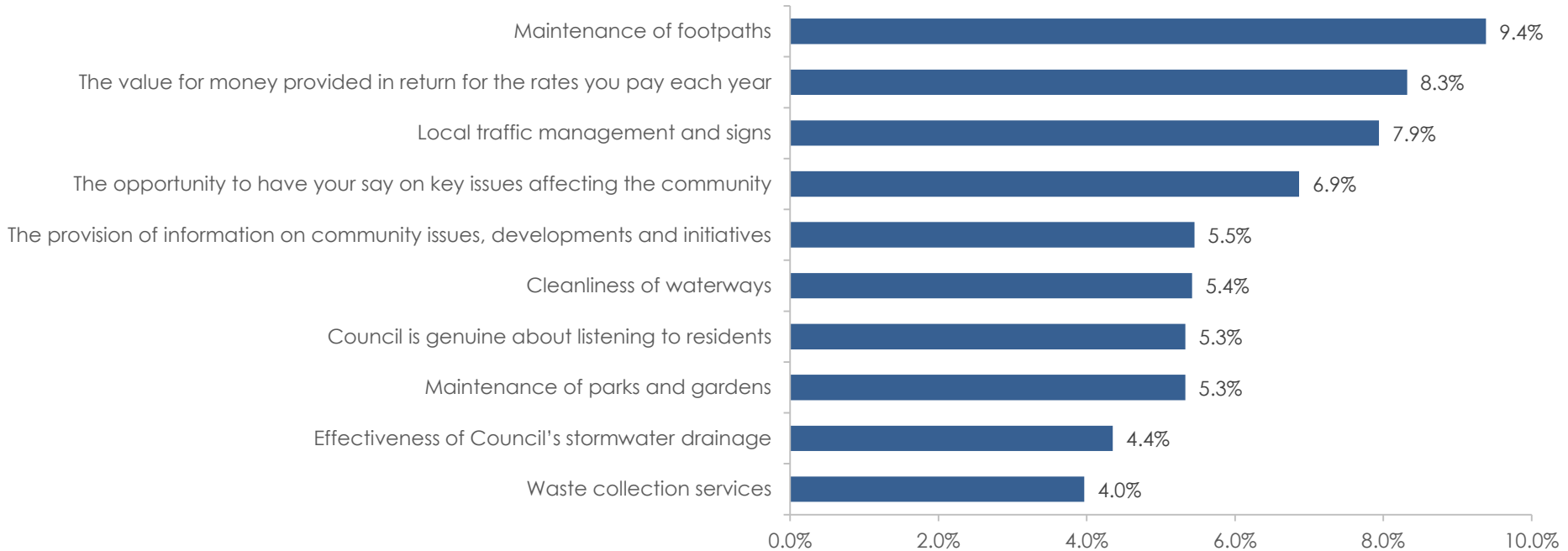


Key Drivers of Overall Satisfaction - Residents

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Explanatory variables: Satisfaction with services and facilities

Top 10 Drivers (out of 37)



The results in the above chart provide City of Parramatta Council with a complete picture of the intrinsic community priorities and motivations, and identify what service/facility attributes are the key drivers of overall satisfaction for residents.











These top 10 statements (so 27% of the 37 statements) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 37 statements are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 27 statements have less impact on satisfaction – although if respondent satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: see Appendix A for full list of drivers







Key Drivers of Overall Satisfaction – Residents

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Residents – top 10 drivers		Derived Importance	
		2019	2018
	Maintenance of footpaths	9.4%	1.5%
	The value for money provided in return for the rates you pay each year	8.3%	12.8%
	Local traffic management and signs	7.9%	3.4%
	The opportunity to have your say on key issues affecting the community	6.9%	4.0%
	The provision of information on community issues, developments and initiatives	5.5%	8.3%
	Cleanliness of waterways	5.4%	1.6%
	Council is genuine about listening to residents	5.3%	7.8%
	Maintenance of parks and gardens	5.3%	1.2%
	Effectiveness of Council's stormwater drainage	4.4%	3.2%
	Waste collection services	4.0%	8.4%

Key Drivers of Overall Satisfaction – Residents

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

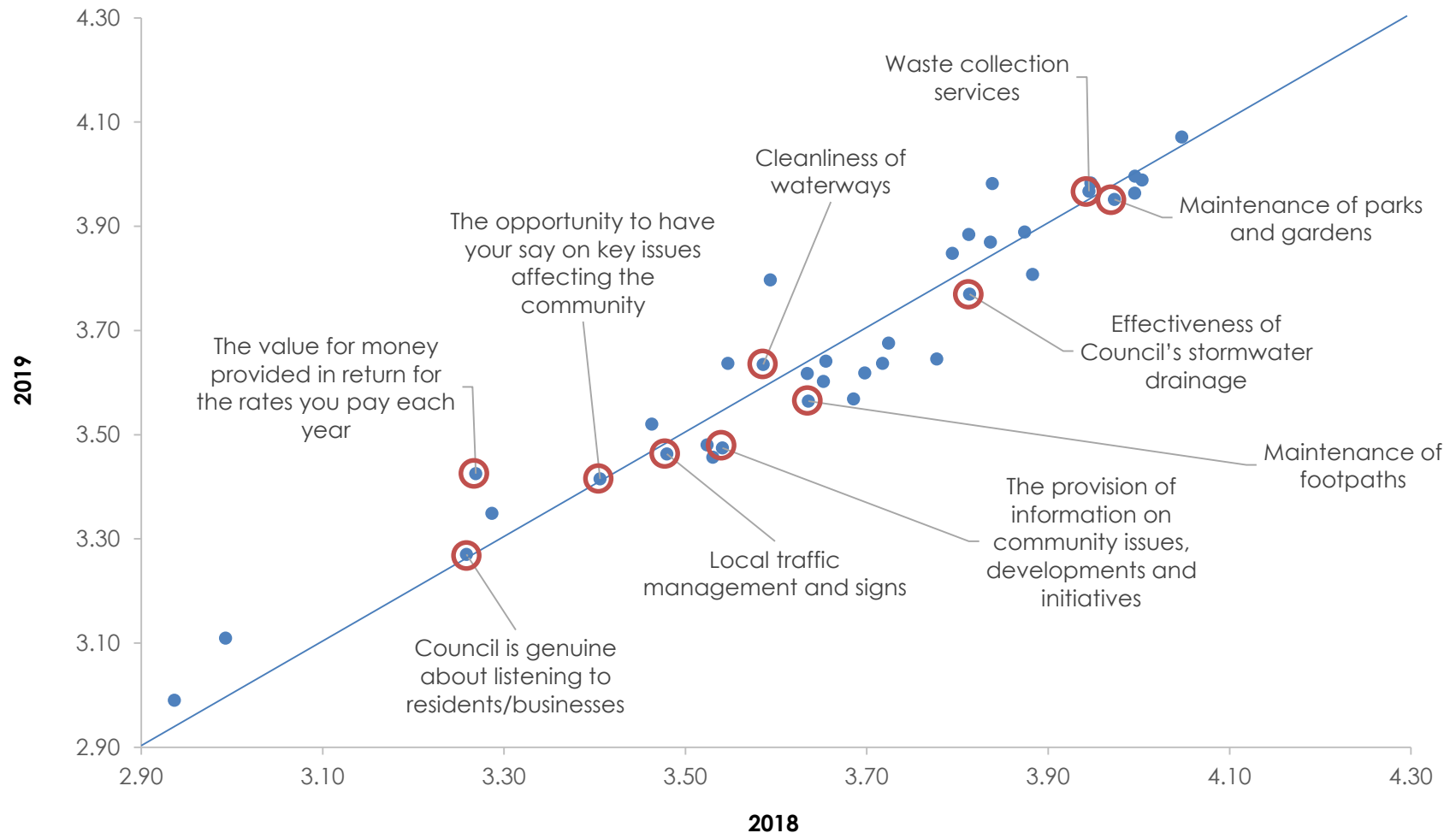
Category	Nett		Average per statement	
	2019	2018	2019	2018
 Council services (N=14 statements)	41.6%	37.2%	3.0%	2.7%
 Our relationship with the community (N=4 statements)	26.0%	33.0%	6.5%	8.2%
 Council facilities (N=12 statements)	17.6%	19.9%	1.5%	1.7%
 Council environmental initiatives (N=7 statements)	14.9%	10.0%	2.1%	1.4%

By combining the outcomes of the regression data into the four service/facility categories, we can identify the derived importance of the different Nett Priority Areas.

'Council services' (41.6%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area averages 3.0%, whereas the services/facilities in the area of 'our relationship with the community' average 6.5%. – This same pattern was observed with the 2018 results, with 'council services' overall the category that is the largest contributor to overall satisfaction, but 'our relationship with the community' contributing more per statement.

Services and Facilities – Comparison by Year

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.



A variation of the above chart was shown earlier – it plots satisfaction for each of the 37 attributes based on their 2018 and 2019 mean scores. The ten highlighted items are the ten attributes with the highest Shapley driver scores – in particular, the seven most important drivers are the seven circles at the lower end of the chart, indicating they are main drivers and have lower overall satisfaction.

Mapping Stated Satisfaction Versus Shapley Key Drivers

– Top 10 Drivers for Residents

By mapping satisfaction against the top 10 Shapley service/facility drivers for residents (see next slide) we can identify that for some of the core drivers (i.e.: those located in the green section on the chart – waste collection services, maintenance of parks and gardens, effectiveness of Council's stormwater drainage and cleanliness of waterways), Council is already providing moderately high levels of satisfaction.

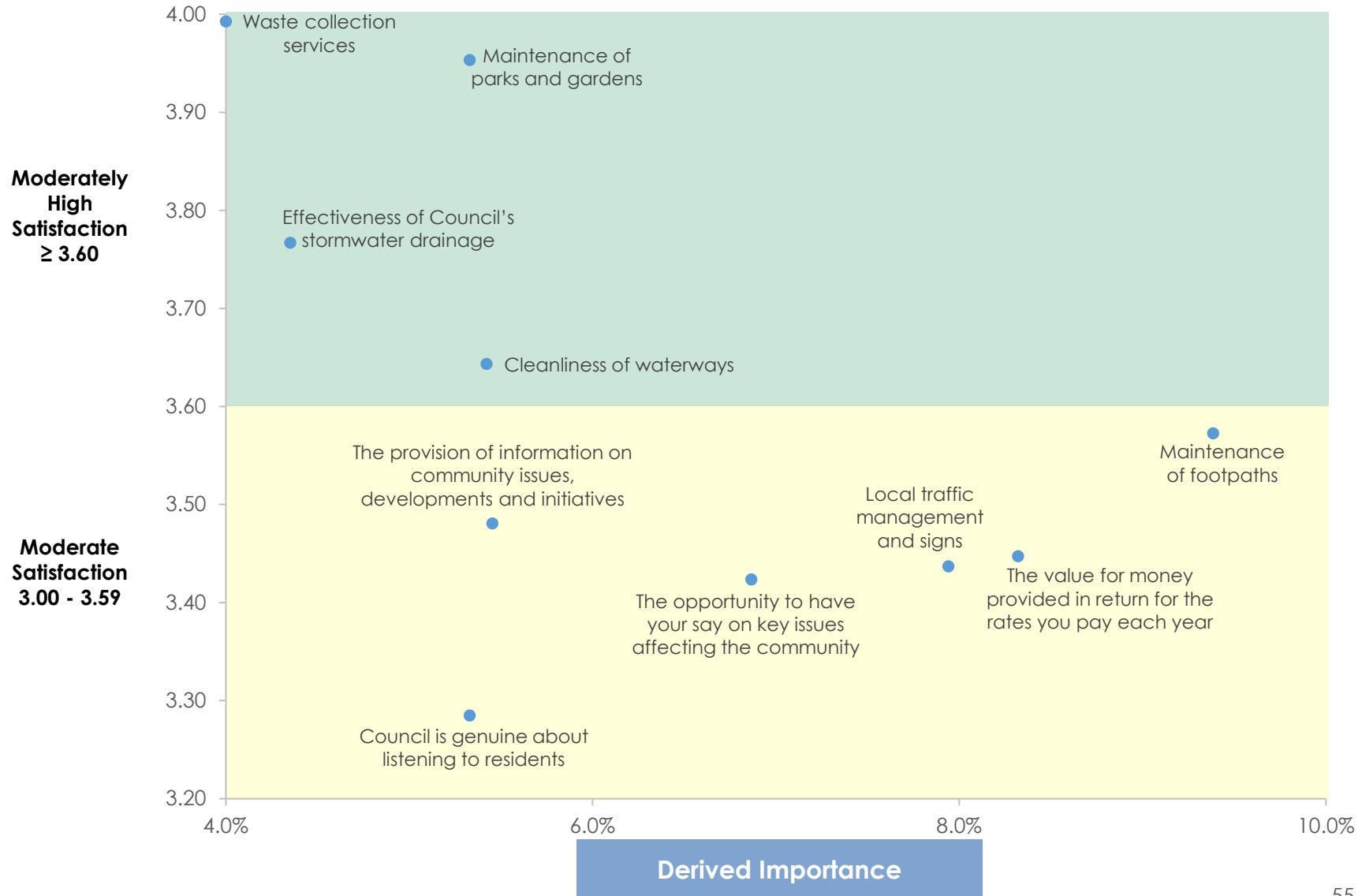
However, it is also apparent that there is room to elevate satisfaction for other key drivers that fall within the yellow region of the chart as these are only achieving moderate levels of satisfaction. If City of Parramatta Council can address these core drivers, they should be able to lift overall satisfaction with their performance.

Target for optimisation/understand expectations (services/facilities currently in the yellow section):

- The value for money provided in return for the rates you pay each year.
- Community engagement (i.e.: 'The provision of information on community issues, developments and initiatives', 'the opportunity to have your say on key issues affecting the community', and 'Council is genuine about listening to residents').
- Movement around the LGA (i.e. maintenance of footpaths, local traffic management and signs).



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas – Top 10 Drivers for Residents



Key Contributors to Barriers/Optimisers of Satisfaction With Council – Top 10 Drivers for Residents

Drivers of satisfaction are not always symmetrical/linear, with drivers potentially contributing both negatively and positively to varying degrees depending on the overall opinion of residents. The chart on the next slide therefore illustrates the positive/negative contribution the 10 key drivers provide towards overall satisfaction.

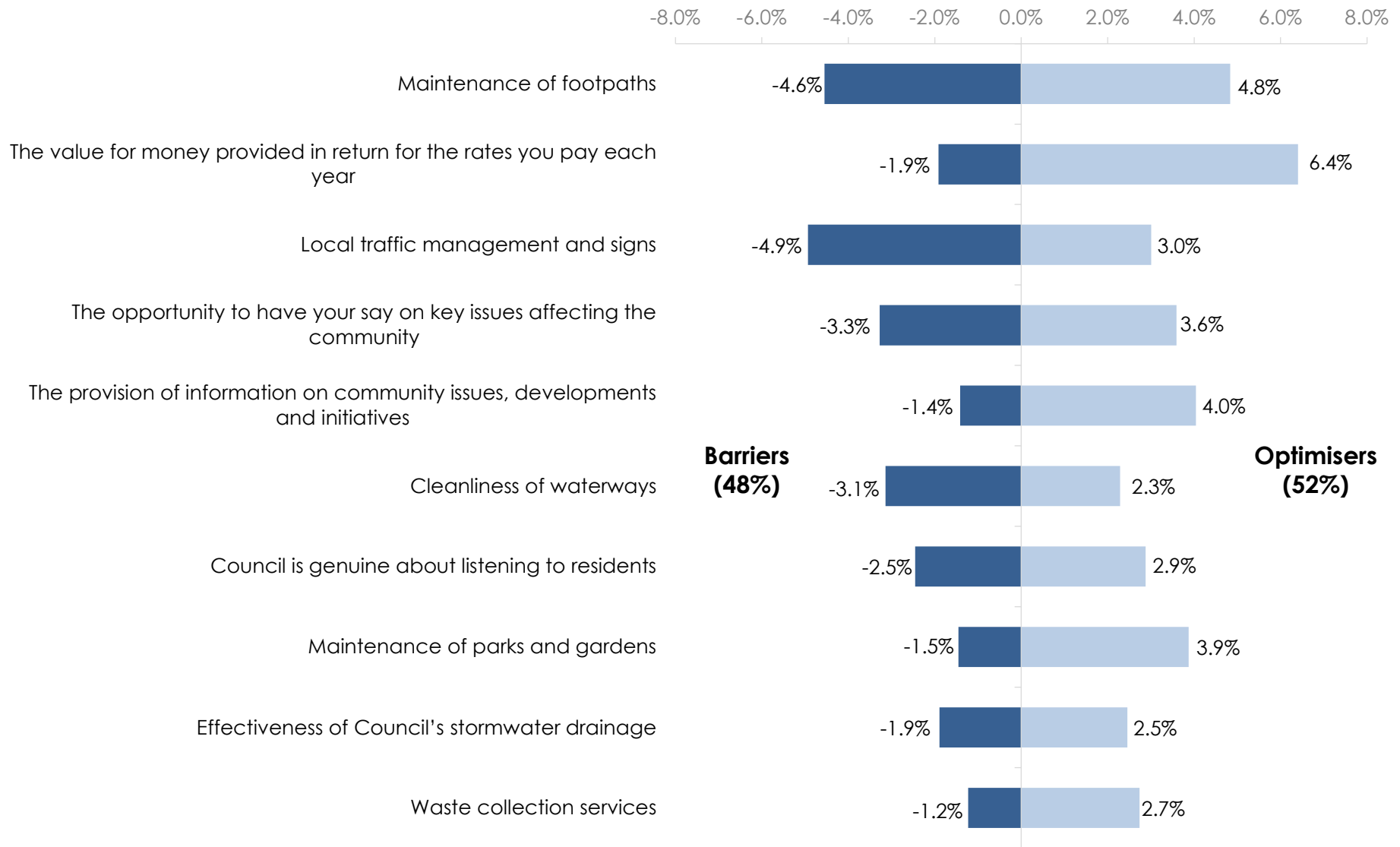
The scores on the left-hand 'negative' side indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied'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

- For instance, in the chart on the following slide, we can see that 'local traffic management and signs' has a smaller impact on raising overall satisfaction levels once a moderate level of satisfaction has been achieved with this attribute (3.0%), compared to the extent it acts as a barrier (4.9%) to overall satisfaction when residents have low satisfaction levels.

The scores on the right-hand 'positive' side 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:

- For instance, 'the value for money provided in return for rates you pay each year' only has 1.9% on the negative but 6.4% on the positive. This suggests that if Council underperforms on this attribute, there will only be a minor contribution to dissatisfaction – however, if Council can exceed expectations it is likely to 'delight' and generate satisfaction.

Key Contributors to Barriers/Optimisers of Satisfaction With Council for Residents



Shapley Value Regression - Businesses

In order to allow greater exploration of the data, the 2019 business responses were combined with those from 2018, creating N=242.

The two main 'key drivers of overall satisfaction' themes that emerged from the Shapley Regression (see overleaf) are:

1. Council's relationship with the community: Perceptions of value for money for rates paid, and businesses feeling that they have opportunities to have their say on key issues affecting the community that are genuinely listened to by Council, are acting as key drivers of overall satisfaction, collectively accounting for 27% of the variation observed.
2. Movement around the LGA: 5 of the 10 key drivers related to traffic, parking and footpaths, accounting for 28% of the variation. This may be influenced by businesses being impacted by the ease with which customers/clients are able to visit the physical location of the business.

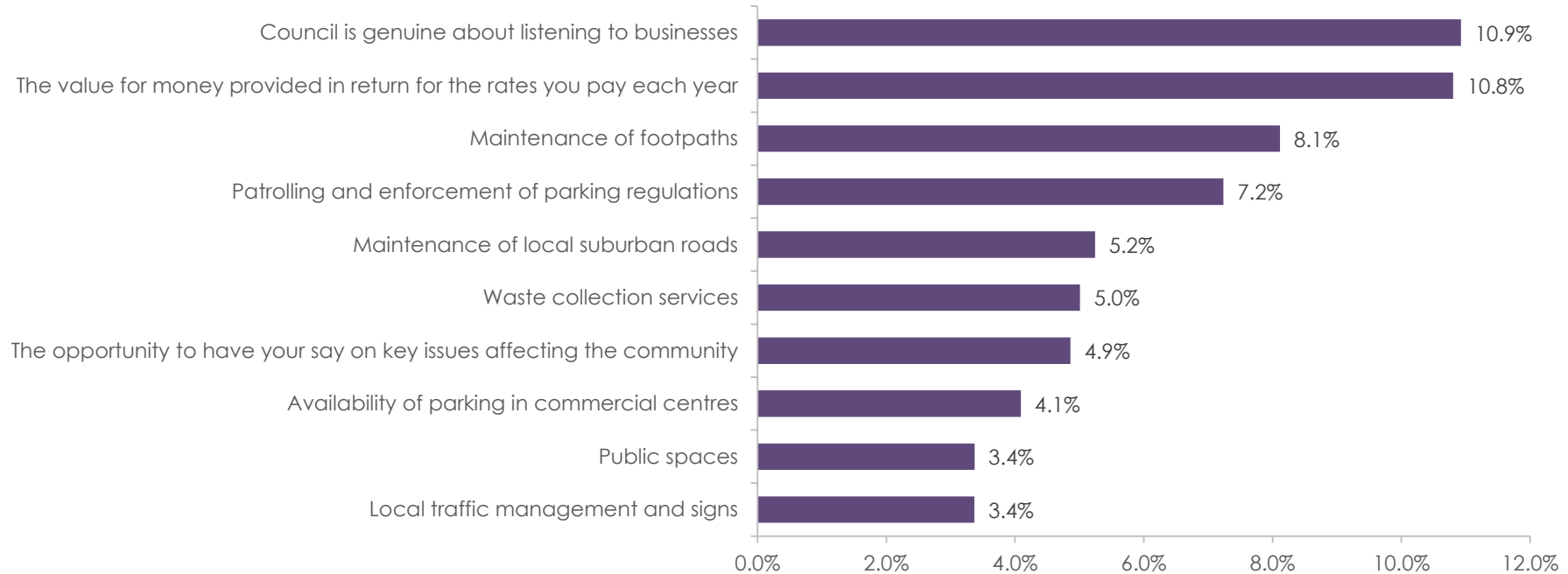


Key Drivers of Overall Satisfaction - Businesses

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Explanatory variables: Satisfaction with services and facilities

Top 10 Drivers (out of 37)



The results in the above chart provide City of Parramatta Council with a complete picture of the intrinsic community priorities and motivations, and identify what service/facility attributes are the key drivers of overall satisfaction for businesses.

These top 10 statements (so 27% of the 37 statements) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 37 statements are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 27 statements have less impact on satisfaction – although if respondent satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: see Appendix A for full list of drivers



Key Drivers of Overall Satisfaction – Businesses

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Category	Nett	Average per statement
 Council services (N=14 statements)	45.9%	3.3%
 Our relationship with the community (N=4 statements)	29.0%	7.2%
 Council facilities (N=12 statements)	16.1%	1.3%
 Council environmental initiatives (N=7 statements)	9.1%	1.3%

By combining the outcomes of the regression data into the four service/facility categories, we can identify the derived importance of the different Nett Priority Areas.

'Council services' (45.9%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area averages 3.3%, whereas the services/facilities in the area of 'our relationship with the community' average 7.2%. – This is the same pattern that was observed with residents.

Mapping Stated Satisfaction Versus Shapley Key Drivers

– Top 10 Drivers for Businesses

By mapping satisfaction against the top 10 Shapley service/facility drivers for businesses (see next slide) we can identify that for some of the core drivers (i.e.: those located in the green section on the chart – public spaces, waste collection services, maintenance of local suburban roads), Council is already providing moderately high levels of satisfaction.

However, it is also apparent that there is room to elevate satisfaction for other key drivers that fall within the middle and lower regions of the chart as these are only achieving moderate (yellow section) or low (red section) levels of satisfaction. If City of Parramatta Council can address these core drivers, they should be able to lift overall satisfaction with their performance.

Target for optimisation/understand expectations (services/facilities currently in the yellow/pink sections):

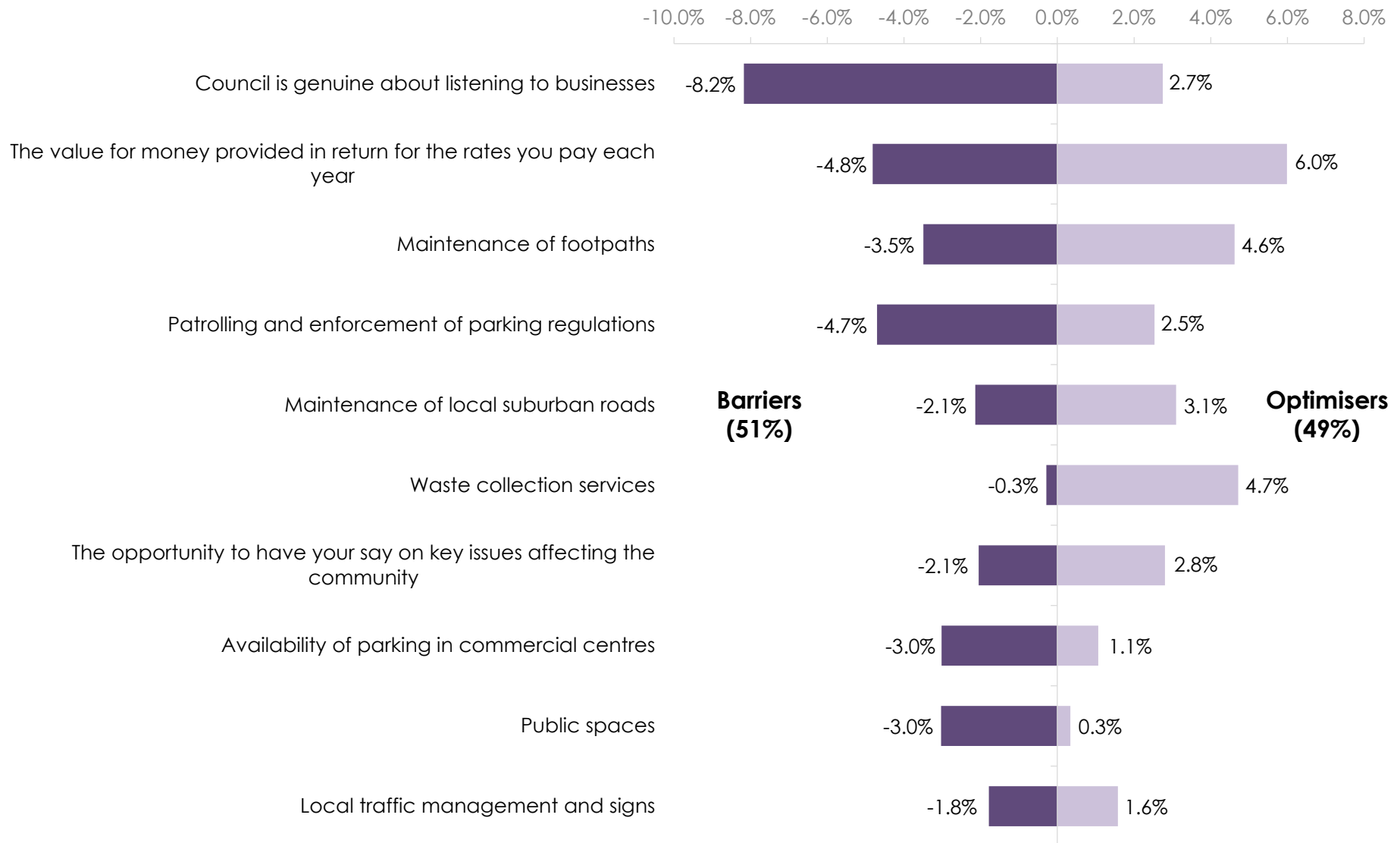
- The value for money provided in return for the rates you pay each year.
- Community engagement (i.e.: 'The opportunity to have your say on key issues affecting the community', and 'Council is genuine about listening to businesses').
- Movement around the LGA (i.e. traffic, parking and footpaths).



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas – Top 10 Drivers for Businesses



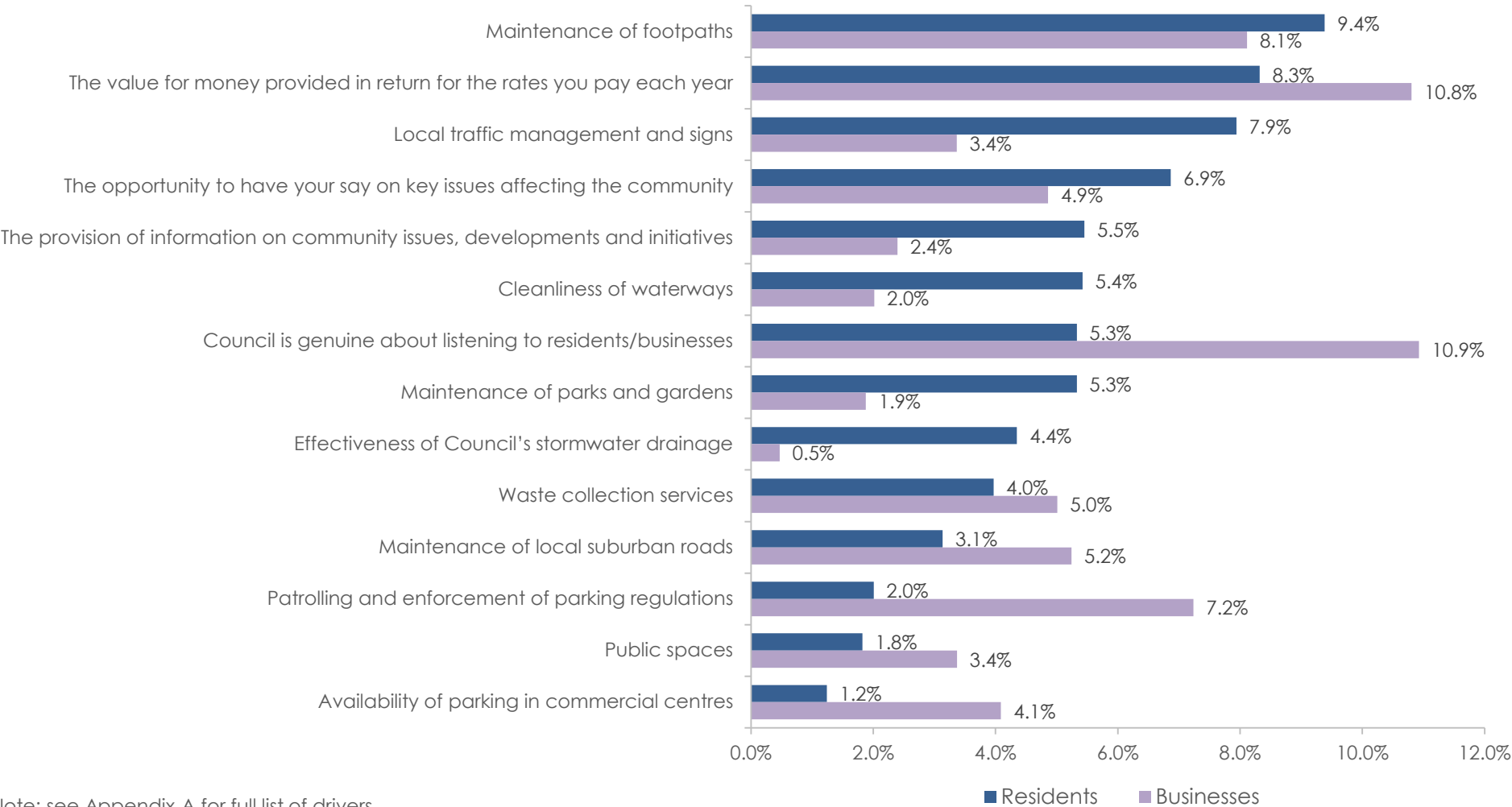
Key Contributors to Barriers/Optimisers of Satisfaction With Council for Businesses



Comparison of Key Drivers- Residents Vs Businesses

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Explanatory variables: Satisfaction with services and facilities



Note: see Appendix A for full list of drivers

Footpaths and perceptions of value for money provided in return for the rates paid are key drivers for both residents and businesses. The two groups do however show variations in their key drivers of overall satisfaction in other areas – for example, Council is genuine about listening accounts for more than twice the variation in overall satisfaction for businesses (10.9%) than it does for residents (5.3%). Furthermore, whilst residents are more impacted by local traffic management and signs (speed of getting through the area), businesses are more influenced by parking (ability to stop in the area).



Findings in Detail:

3. Attitudes Towards LGA/Council Activities



Summary – Attitudes Towards LGA/Council Activities

About this section

This section examines agreement with 12 statements on attitudes towards the LGA and Council activities, with the statements compared by year and between residents and businesses. Respondents were also asked to explain their level of agreement specifically with the statement 'Council is open and accountable to the community'.

As an additional insight into the drivers of overall satisfaction, a Shapley Regression Analysis was conducted on these 12 agreement statements in order to identify how perceptions of image impact overall satisfaction (this is separate to the earlier Shapley Regression conducted on the 37 service/facility attributes).

The key findings were:

Agreement with statements

- 75% of respondents agreed with the statement 'I am proud to be part of the Parramatta area' and 66% agreed that 'Parramatta has a strong sense of community' – with residents more likely to agree than businesses.
- Statements relating to new developments being well planned and keeping with the local character received the lowest level of agreement from both residents and businesses.
- Respondents that disagree 'Council is open and accountable to the community' stated that this is due to the belief that there is a lack of communication and consultation with the community, with too many developments being approved and the needs of the community not being listened to. Those that agree with the statement are basing this on perceptions of Council performing well, and the outcomes they are delivering.
- Based on questions asked for the first time in 2019, 3% of respondents have lodged a DA with the City of Parramatta Council in the past 12 months (7% of businesses), whilst 16% have looked at the details of somebody else's.

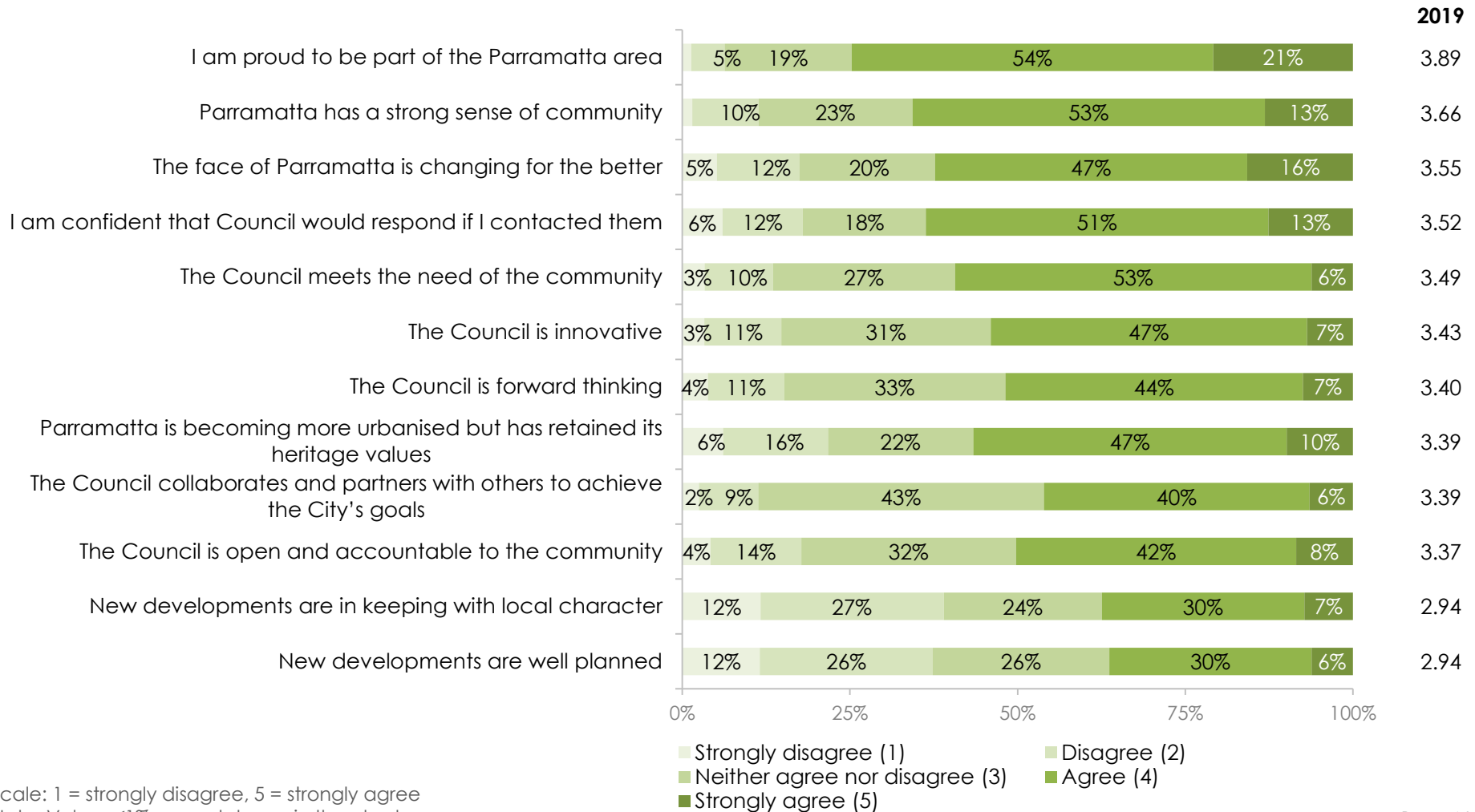
Drivers of Overall Satisfaction with the Performance of Council

- For residents the top drivers of overall satisfaction were related to wanting a Council that meet their needs whilst being accessible and responsive when required. Whilst for businesses it was wanting a Council that meet their needs whilst being accessible and responsive when required, in addition to being open with communication and collaboration.



Attitudes Towards LGA/Council Activities – Overall

Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.



Scale: 1 = strongly disagree, 5 = strongly agree
 Note: Values ≤1% are not shown in the chart

Base: N=602

Agreement was high amongst respondents that they are proud to be part of the Parramatta area and that there is a strong sense of community.

Disagreement was greatest for statements relating to development, with 39% of respondents disagreeing that new developments are in keeping with the local character and 38% disagreeing that new developments are well planned.

Attitudes Towards LGA/Council Activities

Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.

Service/Facility	2019	2018	Residents	Businesses
I am proud to be part of the Parramatta area	3.89	3.84	3.91	3.79
Parramatta has a strong sense of community	3.66	3.63	3.70	3.51
The face of Parramatta is changing for the better	3.55	3.54	3.55	3.56
I am confident that Council would respond if I contacted them	3.52	NA	3.54	3.47
The Council meets the need of the community	3.49	3.44	3.51	3.41
The Council is innovative	3.43	3.53	3.44	3.37
The Council is forward thinking	3.40▼	3.54	3.40	3.42
Parramatta is becoming more urbanised but has retained its heritage values	3.39	3.44	3.38	3.40
The Council collaborates and partners with others to achieve the City's goals	3.39	3.42	3.39	3.39
The Council is open and accountable to the community	3.37	3.39	3.38	3.33
New developments are in keeping with local character	2.94	NA	2.89	3.13
New developments are well planned	2.94	NA	2.90	3.08

Scale: 1 = strongly disagree, 5 = strongly agree

▲▼ = A significantly higher/lower agreement mean rating (by year)

Base: 2019 N=602, 2018 N=607, Residents N=482, Businesses N=120

Agreement that Council is forward thinking has significantly decreased in 2019.

Businesses are somewhat more likely to agree with positive statements relating to development, whilst residents are somewhat more likely to agree with positive statements relating to pride in the area and the community.



Council is Open and Accountable to the Community

- Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.
- Q4b. You mentioned that you (Q4a response) that 'the Council is open and accountable to the community'. Why did you say that?

Agree/Strongly Agree (50% of all respondents)



Reason for agreeing/strongly agreeing	% (of <u>all</u> respondents)	Residents	Businesses
Council are performing well/positive outcomes achieved	10%	10%	12%
Council listens and considers the communities needs/wants	8%	9%	4%
Council actively consults/communicates/gets involved with the community	8%	9%	5%
Council is responsive	7%	8%	5%
We are kept informed/information is accessible	6%	6%	4%
Council is open/accountable/transparent about it's dealings	4%	4%	3%
Council acts in the best interests of the community	3%	3%	3%
Issues are being addressed/services are delivered when requested	3%	3%	2%
Easy to deal with/helpful/accessible	2%	2%	3%
Base	602	482	120

Respondents that agree or strongly agree Council is open and accountable to the community commented on perceptions that Council is performing well overall and positive outcomes that have been achieved. It was also discussed that Council listens to needs/wants, actively consulting with the community.



Council is Open and Accountable to the Community

- Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.
- Q4b. You mentioned that you (Q4a response) that 'the Council is open and accountable to the community'. Why did you say that?

Neither Agree nor Disagree (32% of all respondents)



Reason for neither agreeing nor disagreeing	% (of <u>all</u> respondents)	Residents	Businesses
Community wants and needs aren't listened to/considered	2%	2%	3%
Lack of communication/consultation	2%	1%	3%
Lack of honesty/transparency	2%	3%	2%
Room for improvement/mixed opinion	2%	2%	3%
Approving too many developments/development driven	1%	1%	1%
Council are not acting in the best interests of residents/not making wise decisions	1%	1%	2%
Council is somewhat accountable	1%	1%	0%
Lack of accountability/general opinion/past occurrences	1%	1%	2%
No clear way on how to contact Council	1%	<1%	2%▲
Residents are not kept informed/lack of information	1%	1%	0%
Base	602	482	120

▲ ▼ = A significantly higher/lower percentage (by group)

Respondents that disagree/strongly disagree that Council is open and accountable, discussed Council approving too many developments, with the needs of the community not being listened to or addressed – possibly related to the perception that there is a lack of communication and consultation with the community.

Council is Open and Accountable to the Community

- Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.
- Q4b. You mentioned that you (Q4a response) that 'the Council is open and accountable to the community'. Why did you say that?

Disagree/Strongly Disagree (18% of all respondents)



Reason for disagreeing/strongly disagreeing	% (of <u>all</u> respondents)	Residents	Businesses
Approving too many developments/development driven	3%	3%	1%
Community wants and needs aren't listened to/considered	3%	3%	2%
Lack of communication/consultation	3%	3%	2%
Lack of accountability	2%	2%	3%
Council are not acting in the best interests of residents	1%	1%	1%
Council is unresponsive	1%	<1%	3%▲
Disagree with Council decisions/actions	1%	1%	2%
Issues are not being addressed	1%	1%	1%
Lack of honesty/transparency	1%	1%	1%
Lack of maintenance/upkeep of services	1%	1%	1%
Poor customer service/difficult to contact Council	1%	1%	1%
Residents are not kept informed/lack of information	1%	<1%	1%
Base	602	482	120

▲ ▼ = A significantly higher/lower percentage (by group)

Shapley Value Regression

We are also able to examine the impact that each of these 12 individual attitudes towards the LGA/Council activities have on overall satisfaction with the performance of Council by running a Shapley Regression analysis. This is separate to the analysis run previously on the 37 services and facilities (which revealed performance measures that impact overall satisfaction) and instead identifies how the different attributes that impact perceptions of image can influence overall satisfaction.

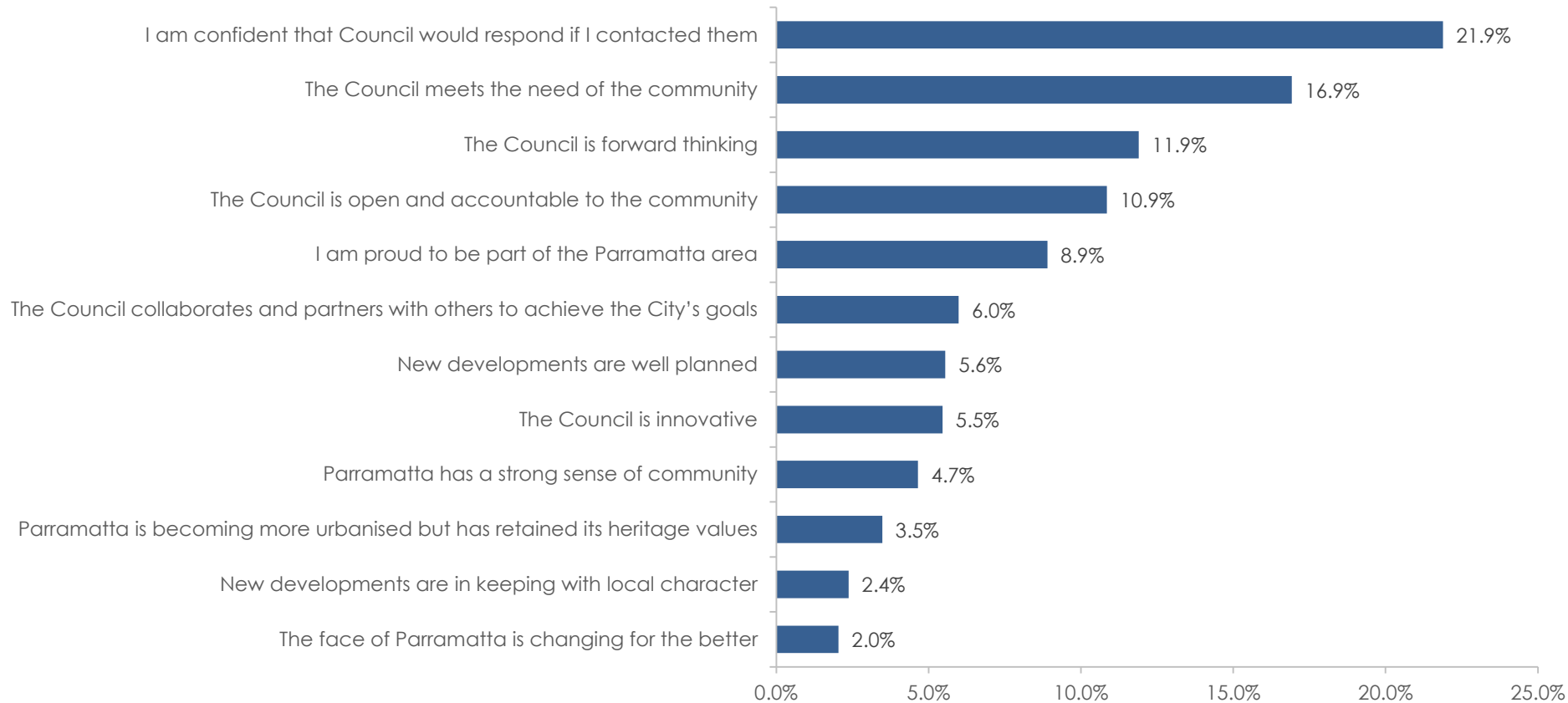
It should be noted that the 12 attributes are a mix of directly Council-related attributes (e.g.: 'Council is open and accountable to the community', 'I am confident that Council would respond if I contacted them', etc) and more macro LGA-related attributes (e.g.: Parramatta has a strong sense of community', 'The face of Parramatta is changing for the better', etc). As our dependent variable for this analysis is 'overall satisfaction with Council', it could be expected that the Council-related attributes are more likely to be key drivers.



Key Drivers of Overall Satisfaction – Residents

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

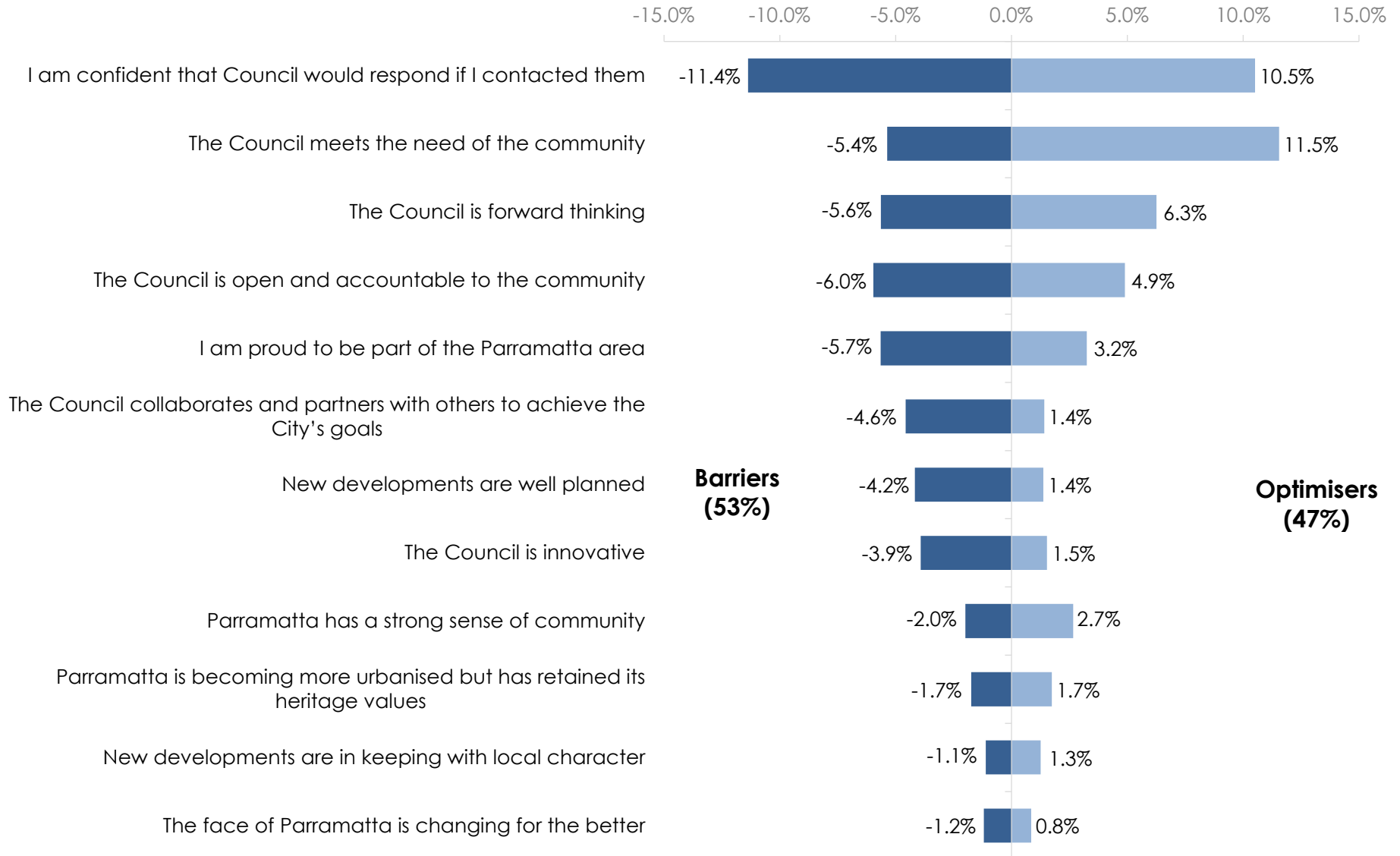
Explanatory variables: Agreement with statements on attitudes towards Council activities



'I am confident that Council would respond if I needed them' and 'The Council meets the need of the community' were the two dominant attributes influencing overall satisfaction (accounting for 39% of the variation). This finding suggests that residents want a Council that meet their needs whilst being accessible and responsive when required.



Key Contributors to Barriers/Optimisers of Satisfaction With Council – Residents



Mapping Stated Agreement Versus Shapley Drivers – Residents

By mapping stated agreement against the Shapley results (see next slide) we can identify that, for some of the drivers, such as 'I am proud to be part of the Parramatta area' and 'Parramatta has a strong sense of community', there is already moderately high levels of agreement.

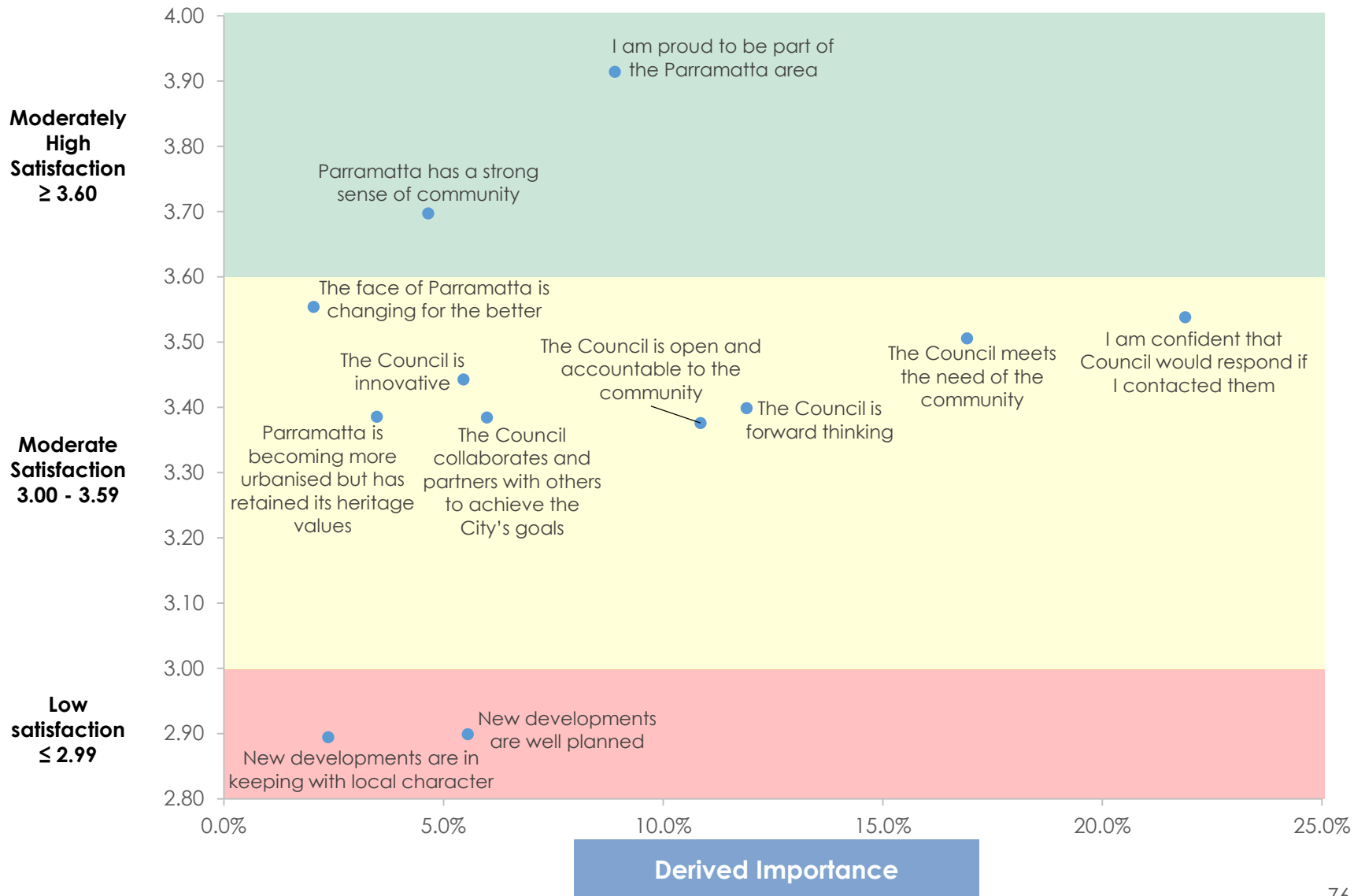
However, it is also apparent that there is room to elevate agreement with the variables that fall in the lower half of the chart. If City of Parramatta Council can address these drivers, they should be able to lift overall satisfaction with their performance for residents.

Target for optimisation/understand expectations:

- Council-related attributes:
 - The Council is open and accountable to the community
 - The Council meets the need of the community
 - The Council is innovative
 - The Council collaborates and partners with others to achieve the City's goals
 - The Council is forward thinking
 - New developments are well planned
 - New developments are in keeping with local character
 - I am confident that Council would respond if I contacted them
- Macro attributes:
 - The face of Parramatta is changing for the better
 - Parramatta is being more urbanised but has retained its heritage values



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas – Residents

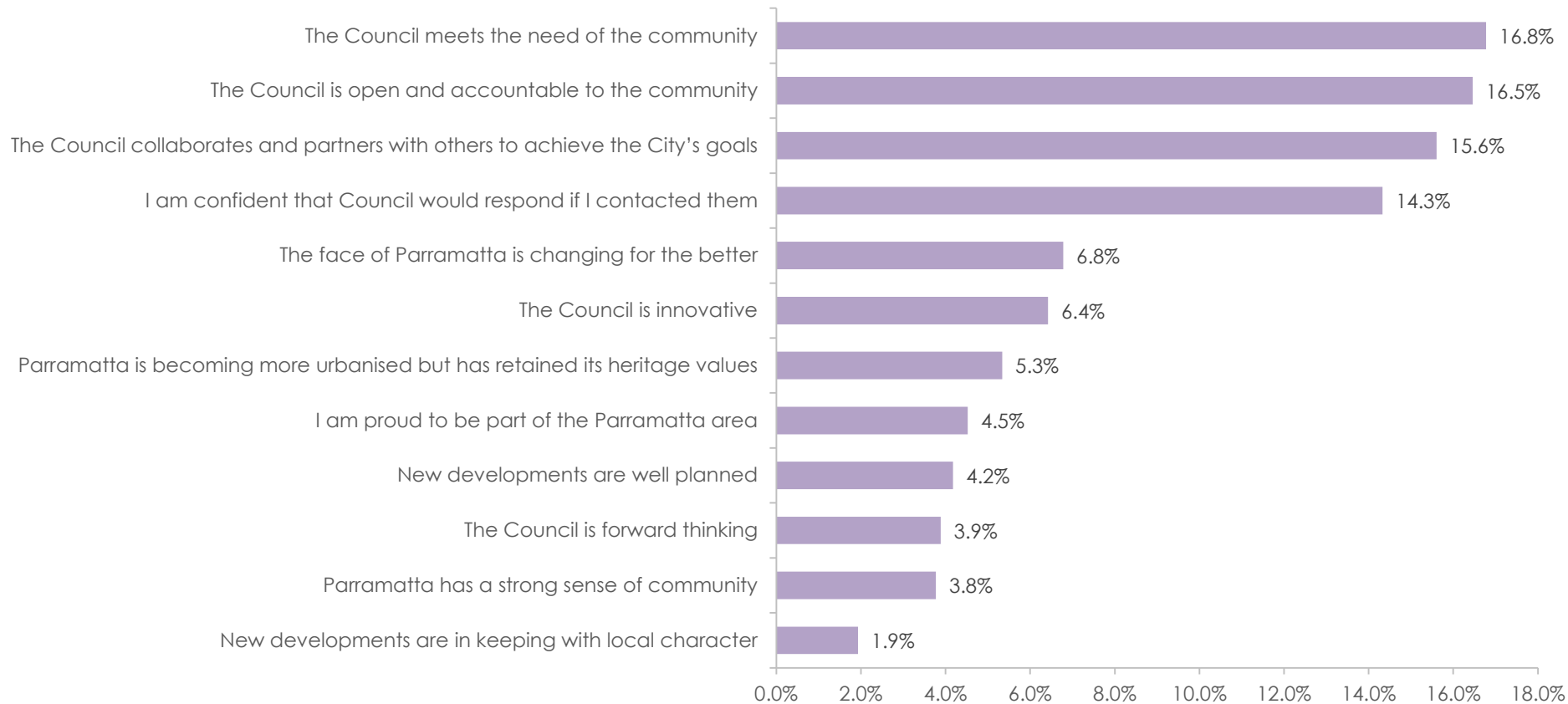


Key Drivers of Overall Satisfaction – Businesses

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Explanatory variables: Agreement with statements on attitudes towards Council activities

2019 and 2018 data combined

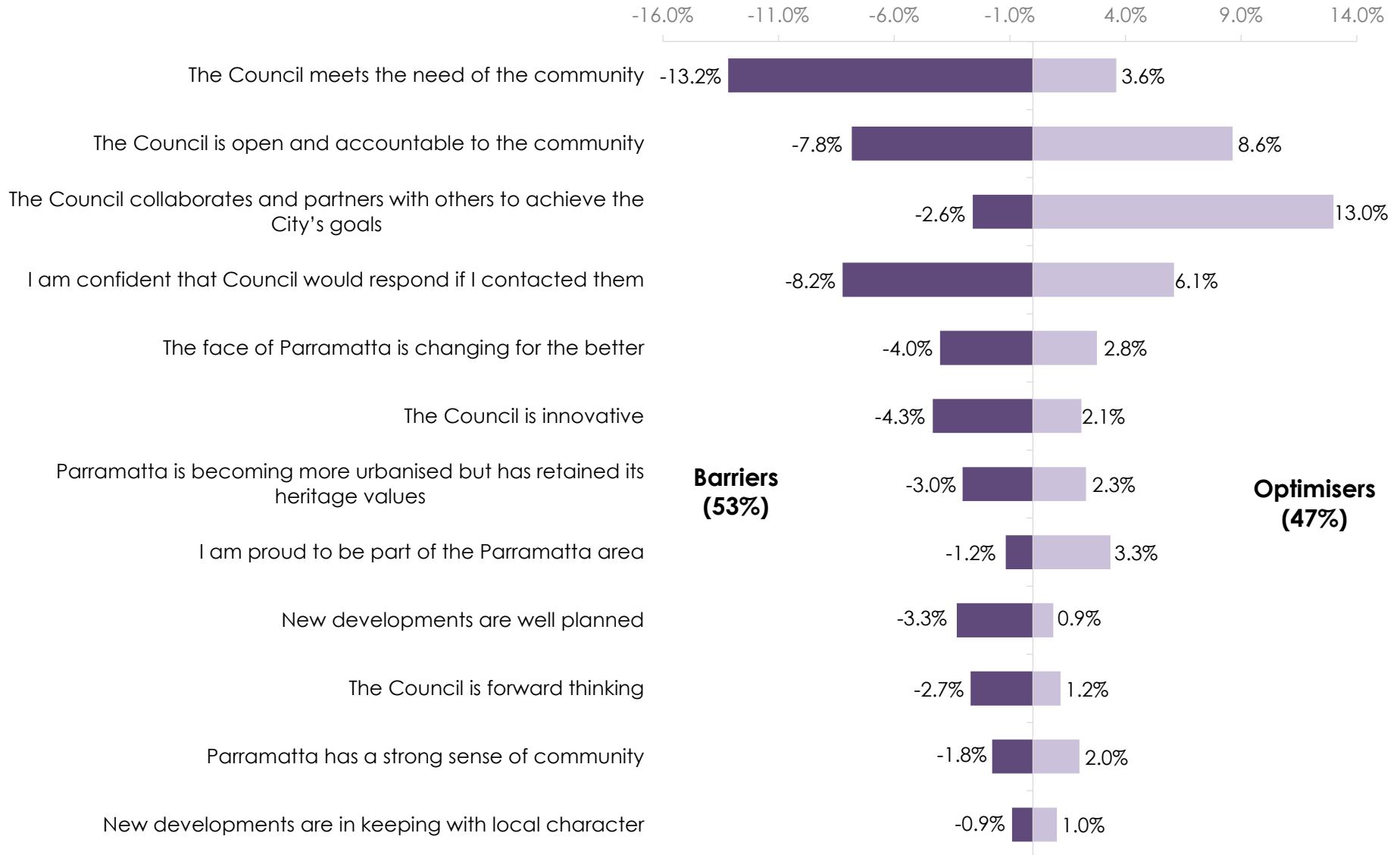


For businesses, there were four clear dominant drivers: 'the Council meets the need of the community', 'the Council is open and accountable to the community', 'the Council collaborates and partners with others to achieve the City's goals' and 'I am confident that Council would respond if I needed them'. This finding suggests that businesses want a Council that meet their needs whilst being accessible and responsive when required, in addition to being open with communication and collaboration.



Key Contributors to Barriers/Optimisers of Satisfaction With Council – Businesses

2019 and 2018 data combined



Mapping Stated Agreement Versus Shapley Drivers – Businesses

2019 and 2018 data combined

By mapping stated agreement against the Shapley results (see next slide) we can identify that, for one of the drivers, 'I am proud to be part of the Parramatta area' there is already a moderately high level of agreement.

However, it is also apparent that there is room to elevate agreement with the variables that fall in the lower half of the chart. If City of Parramatta Council can address these drivers, they should be able to lift overall satisfaction with their performance for residents.

Target for optimisation/understand expectations:

- Council-related attributes:
 - The Council is open and accountable to the community
 - The Council meets the need of the community
 - The Council is innovative
 - The Council collaborates and partners with others to achieve the City's goals
 - The Council is forward thinking
 - New developments are well planned
 - New developments are in keeping with local character
 - I am confident that Council would respond if I contacted them
- Macro attributes:
 - The face of Parramatta is changing for the better
 - Parramatta is being more urbanised but has retained its heritage values
 - Parramatta has a strong sense of community

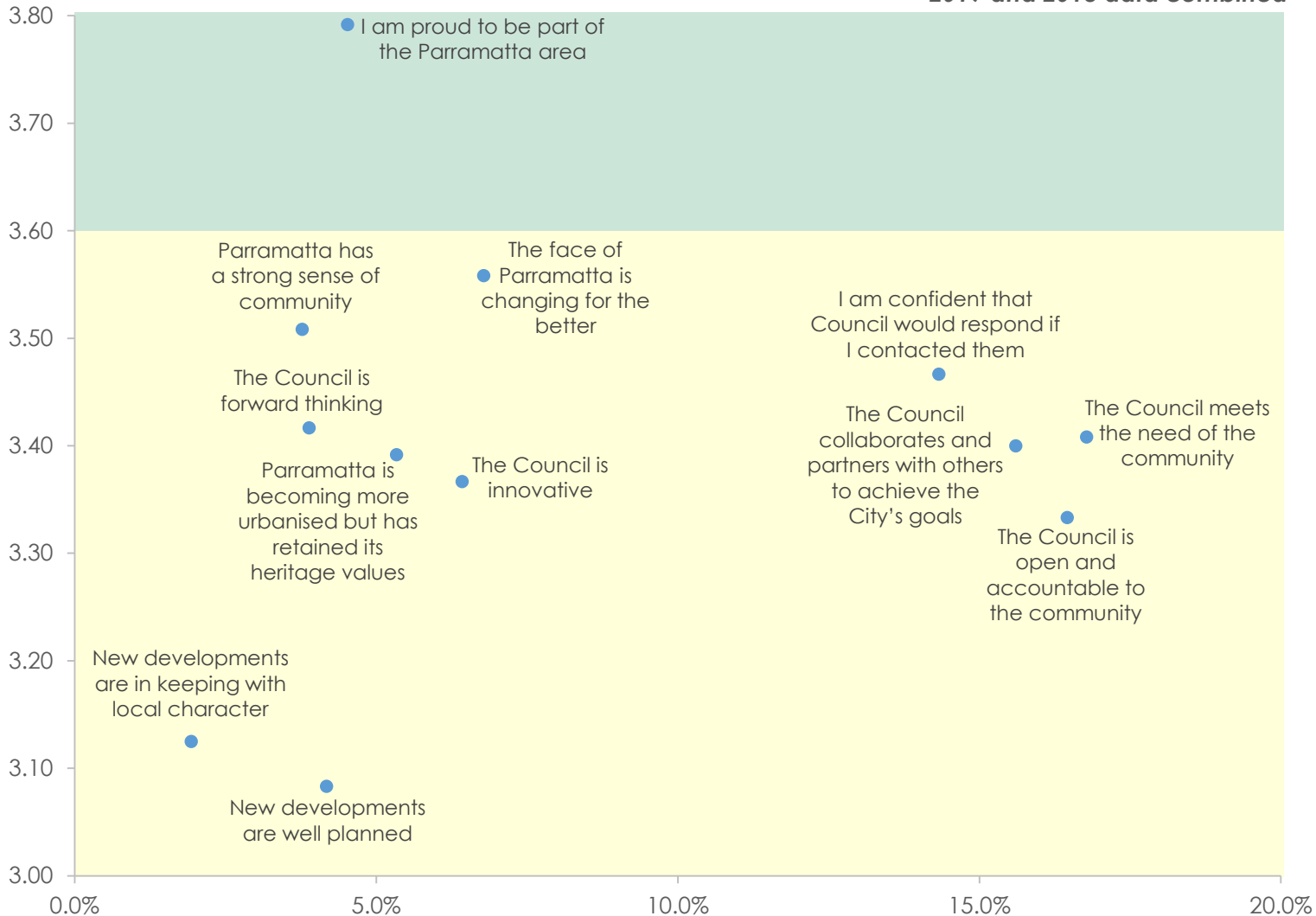


Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas – Businesses

2019 and 2018 data combined

Moderately High Satisfaction
 ≥ 3.60

Moderate Satisfaction
3.00 - 3.59

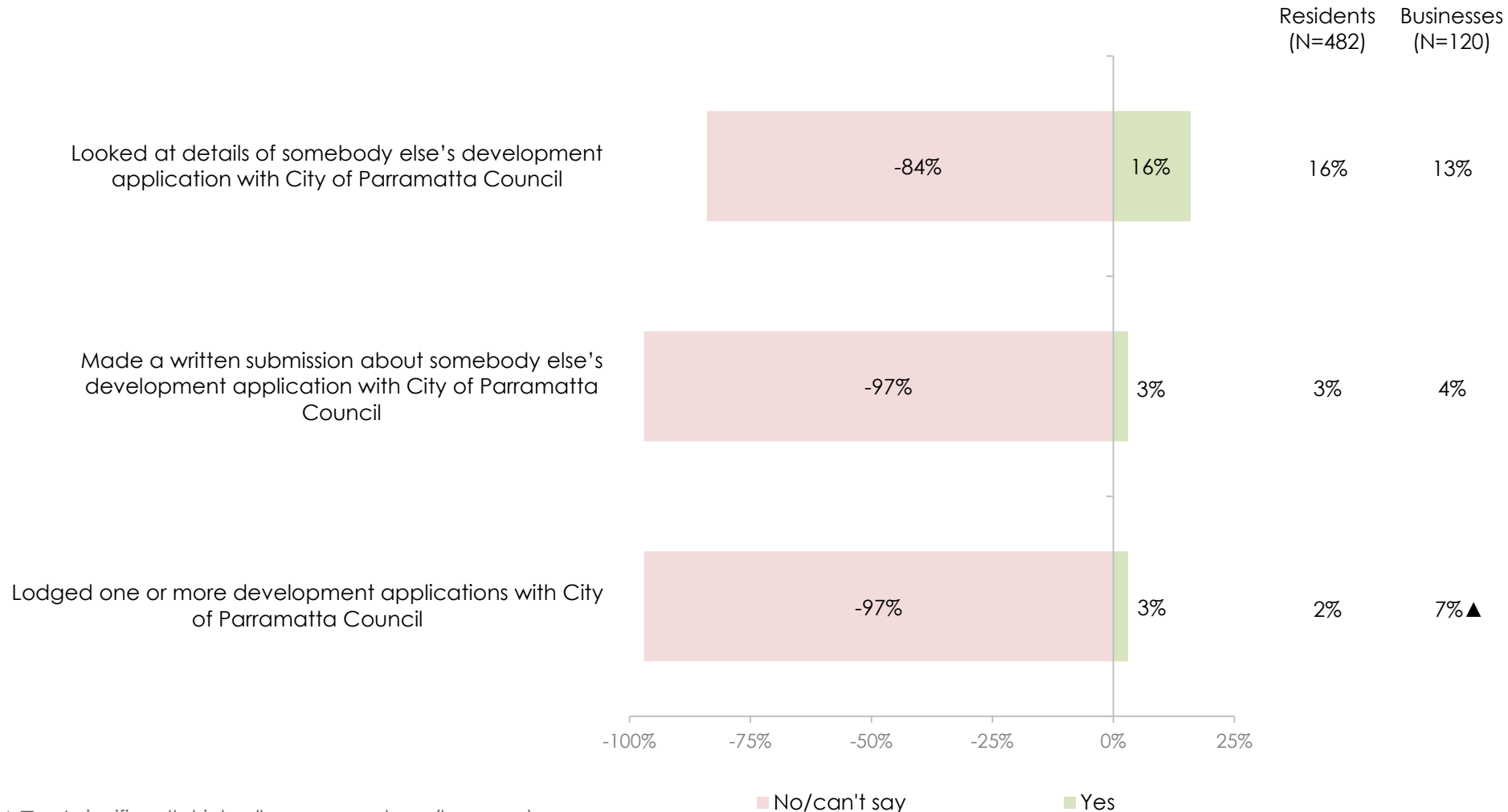


Stated Agreement

Derived Importance

Development Applications

Q5a. In the past 12 months, have you...



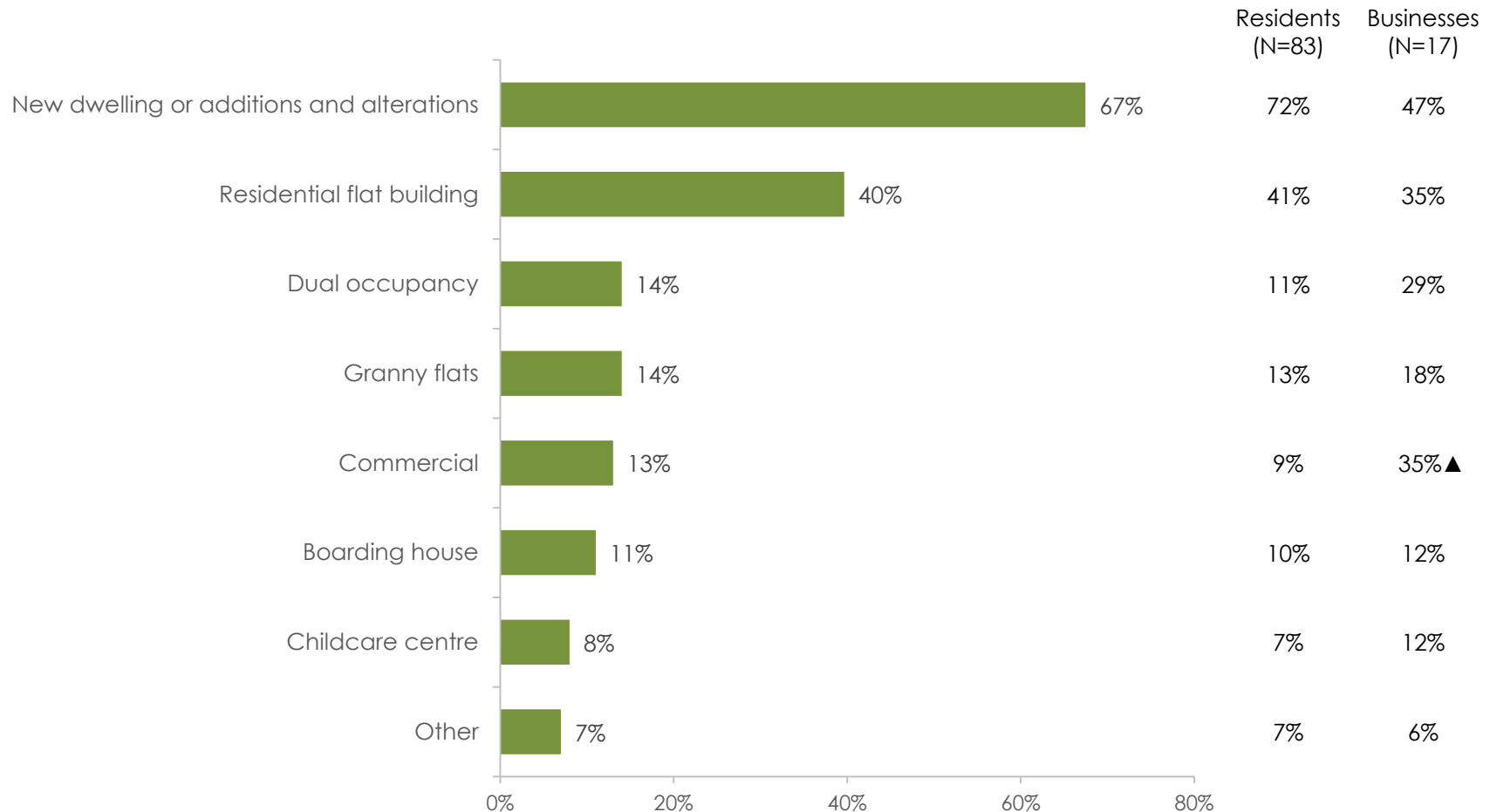
▲▼ = A significantly higher/lower percentage (by group)
 Note: this question was new in 2019

Base: N=602

3% of respondents have lodged at least one development application with the City of Parramatta Council in the past 12 months, with businesses significantly more likely to have done so (7%).
Overall, 17% of residents and 14% of businesses have lodged, viewed or made a written submission regarding a development application with City of Parramatta Council in the past 12 months.

Types of Development Applications

Q5b. [If yes to any on Q5a] What types of City of Parramatta development applications have you lodged/viewed/made a submission about in the past 12 months?



▲▼ = A significantly higher/lower percentage (by group)

Note: percentages total more than 100% as respondents could select multiple development application types

Note: this question was new in 2019

Base: N=100

Development applications relating to a new dwelling or addition/alteration were the most common type of lodgement/viewing/submission (67%).

Unsurprisingly, businesses were significantly more likely to lodge/view/submit applications associated with commercial developments.

Development Applications and Satisfaction with Service

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Q5a. In the past 12 months, have you...

Q5b. [If yes to any on Q5a] What types of City of Parramatta development applications have you lodged/viewed/made a submission about in the past 12 months?

Lodged/viewed/made a submission in past 12 months	Overall	Residents	Businesses	Looked at details of somebody else's development application	Made a written submission about somebody else's development application	Lodged one or more development applications
Satisfaction with development application service	2.99	2.90	3.41	3.07	2.84	2.74
Base	100	83	17	95	18	16

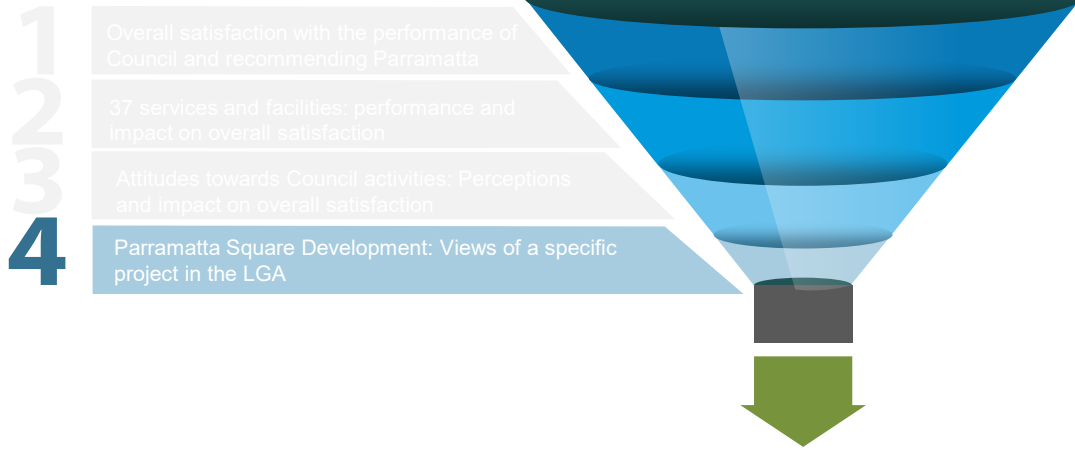
Lodged/viewed/made a submission in past 12 months	Type of development application lodged/viewed/submitted						
	New dwelling or additions and alterations	Residential flat building	Granny flats	Dual occupancy	Commercial	Boarding house	Childcare centre
Satisfaction with development application service	2.98	2.93	2.59	3.24	3.41	2.34	3.23
Base	68	40	14*	14*	13*	11*	8*

Scale: 1 = very dissatisfied, 5 = very satisfied

*caution low base size

Businesses that have lodged/viewed/submitted a development application were somewhat more satisfied with the service than were residents (although some caution should be taken with the low base size).

Satisfaction amongst those that were lodging an application was somewhat lower than that of those who were viewing/making a submission – although again, sample sizes are very small.



4. Parramatta Square Development



Summary – Parramatta Square Development

About this section

This section examines agreement with 3 statements on the Parramatta Square Development.

The key findings were:

- Agreement with the two positive statements 'Parramatta Square would mean more modernised amenities' and 'Parramatta Square is a positive step for the community' has remained high (64% and 63%, respectively), with very low levels of disagreement ($\leq 5\%$).
- Half of respondents (50%), however, believe that 'Parramatta Square will increase congestion and traffic'.
- Residents are more positive than businesses in their opinions, with significantly more agreeing that Parramatta Square is a positive step for the community.
- As was found in 2018, respondents within the Epping Ward were less likely to agree Parramatta Square 'would mean more modernised amenities' and 'is a positive step for the community'.

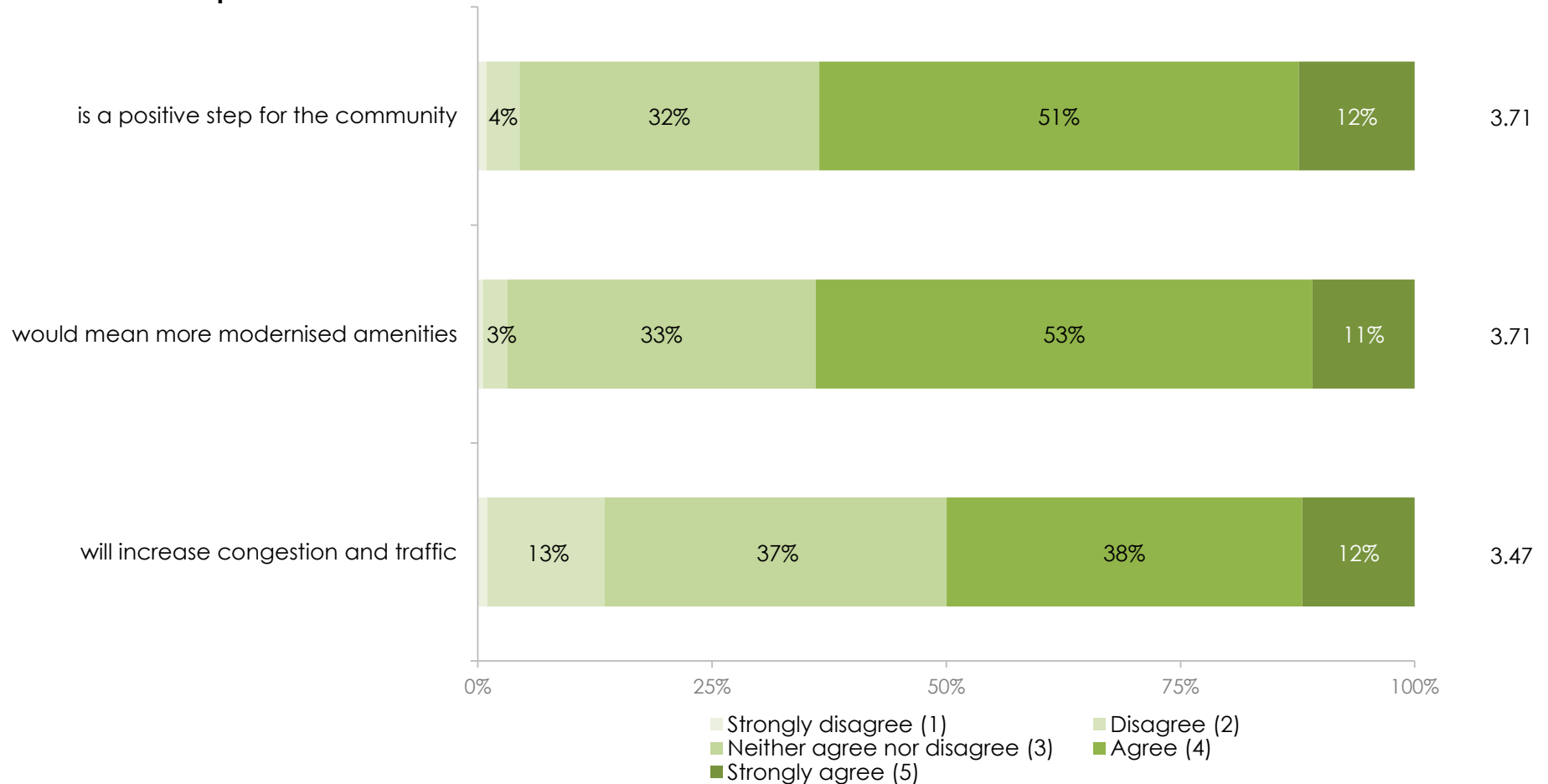


Parramatta Square Development

Q6. For each statement please indicate how strongly you agree or disagree.

Parramatta Square...

2019



Base: N=601

Note: Values ≤1% are not shown in the chart

Note: 1 respondent refused to answer question

Agreement was high that Parramatta Square is a positive step for the community (63%) and would mean more modernised amenities (64%).

Half of respondents (50%), however, also agree that Parramatta Square will increase congestion and traffic.

Parramatta Square Development

Q6. For each statement please indicate how strongly you agree or disagree.

Parramatta Square...

Service/Facility	2019	2018	Residents	Businesses
...is a positive step for the community	3.71	3.63	3.74▲	3.56
...would mean more modernised amenities	3.71	3.70	3.74	3.61
...will increase congestion and traffic	3.47	3.44	3.46	3.53

Service/Facility	Dundas	Epping	North Rocks	Parramatta	Rosehill
...is a positive step for the community	3.66	3.53▼	3.81	3.85	3.66
...would mean more modernised amenities	3.78	3.59	3.74	3.71	3.74
...will increase congestion and traffic	3.52	3.39	3.50	3.42	3.55

Scale: 1 = strongly disagree, 5 = strongly agree

▲▼ = A significantly higher/lower agreement rating (by group)

Base: 2019 N=601, 2018 N=605, Residents N=482, Businesses N=119

Overall, residents were more positive than businesses about Parramatta Square – significantly so for ‘is a positive step for the community’.

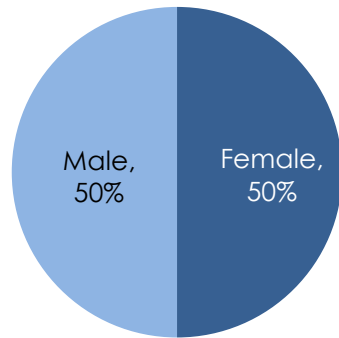
Residents/businesses within the Epping Ward were less likely to agree with all statements – significantly so for ‘is a positive step for the community’.

Sample Profile

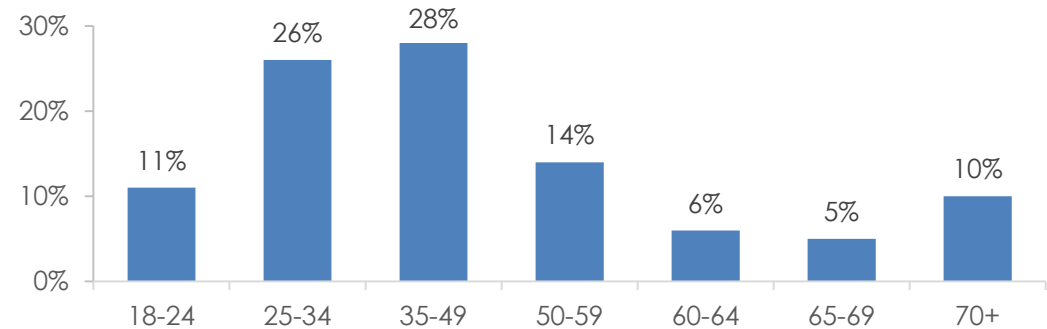


Sample Profile – Residents (N=482)

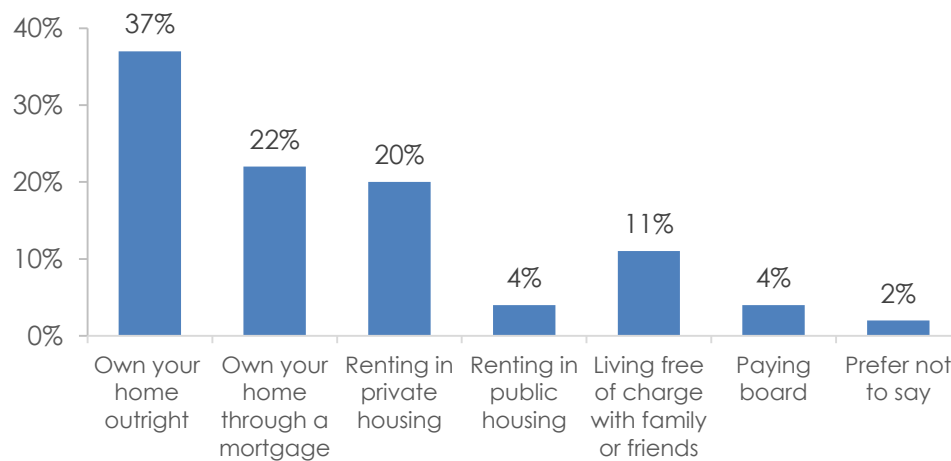
Gender



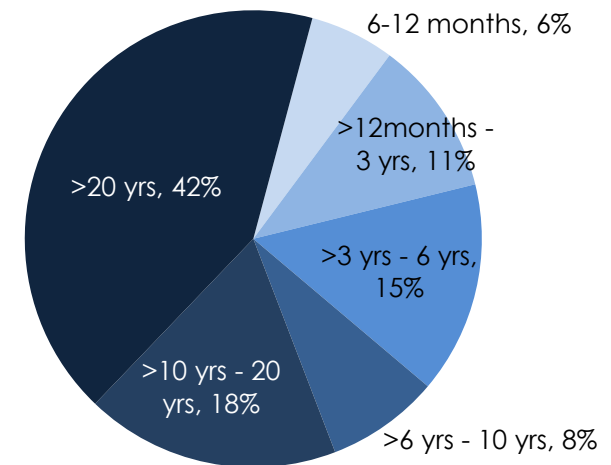
Age



Living Status



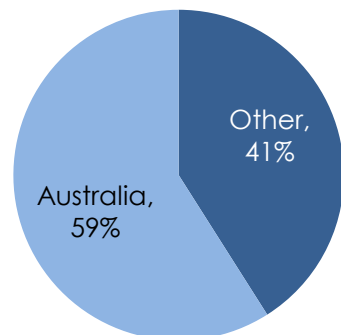
Time Lived in the Area



The sample was weighted by age and gender to reflect the 2016 ABS community profile of City of Parramatta.

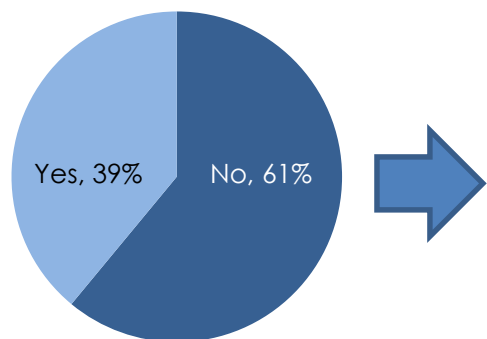
Sample Profile - Residents (N=480*)

Country of Birth



Country	% (N=480)	Country	% (N=480)
India	14%	New Zealand	1%
China	6%	Philippines	1%
Other Asia	4%	Sri Lanka	1%
Other European	3%	Vietnam	1%
United Kingdom	3%	Colombia	<1%
South Korea	2%	Fiji	<1%
Africa	1%	Peru	<1%
Hong Kong	1%	Spain	<1%
Lebanon	1%	United States	<1%

Speak a Language Other than English at Home



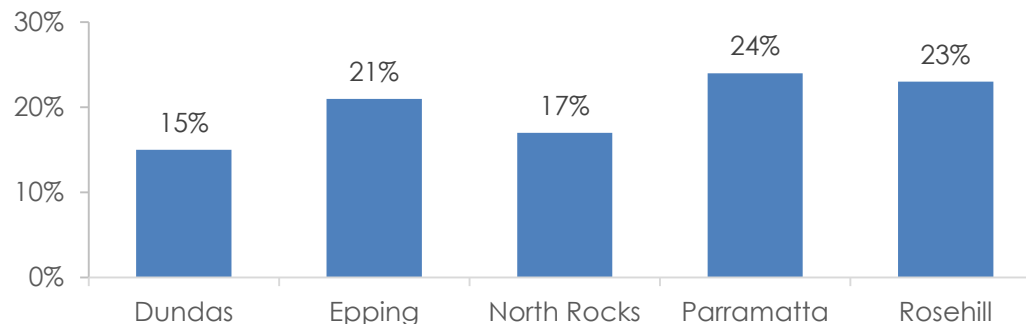
Language	% (N=480)	Language	% (N=480)	Language	% (N=480)	Language	% (N=480)
Hindi	8%	Bengali	1%	Telugu	1%	Hungarian	<1%
Cantonese	7%	Estonian	1%	Urdu	1%	Indonesian	<1%
Mandarin	6%	Filipino	1%	Zulu	1%	Italian	<1%
Arabic	4%	Kannada	1%	Croatian	<1%	Maltese	<1%
Gujarati	2%	Malay	1%	Czech	<1%	Polish	<1%
Korean	2%	Nepali	1%	Fijian	<1%	Russian	<1%
Lebanese	2%	Punjabi	1%	Finnish	<1%	Serbian	<1%
Tamil	2%	Sinhalese	1%	French	<1%	Slovenian	<1%
Belarusian	1%	Spanish	1%	Greek	<1%	Vietnamese	<1%

*2 respondents refused to answer country of birth and languages spoken

The sample was weighted by age and gender to reflect the 2016 ABS community profile of City of Parramatta.

Sample Profile - Residents (N=482)

Ward



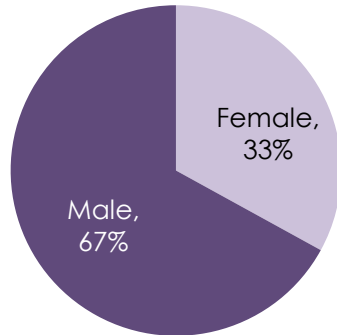
Suburb

Suburb	% (N=482)	Suburb	% (N=482)	Suburb	% (N=482)	Suburb	% (N=482)
Epping	15%	Westmead	4%	Dundas	1%	Wentworthville	1%
Carlingford	11%	Winston Hills	4%	Dundas Valley	1%	Auburn	<1%
Parramatta	10%	Oatlands	3%	Eastwood	1%	Baulkham Hills	<1%
Ermington	7%	Toongabbie	3%	Merrylands	1%	Harris Park	<1%
Newington	5%	Constitution Hill	2%	Old Toongabbie	1%	Marsfield	<1%
North Parramatta	5%	Granville	2%	Pendle Hill	1%	Mays Hill	<1%
Northmead	5%	Telopea	2%	Rosehill	1%		
Rydalmere	5%	Beecroft	1%	Silverwater	1%		
North Rocks	4%	Cheltenham	1%	Wentworth Point	1%		

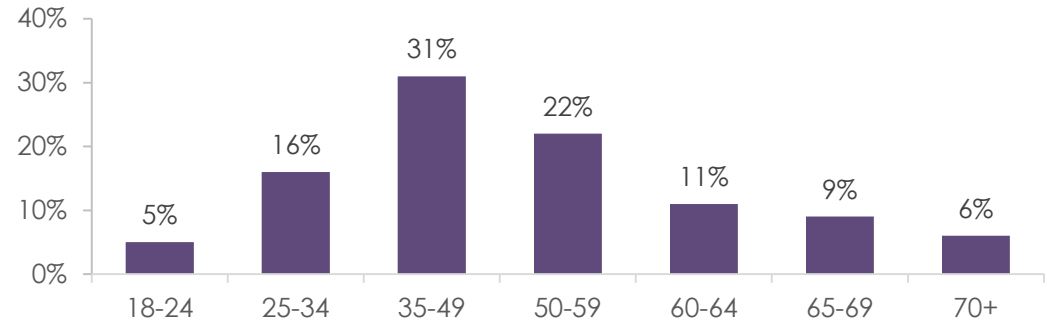
The sample was weighted by age and gender to reflect the 2016 ABS community profile of City of Parramatta.

Sample Profile – Businesses (N=120)

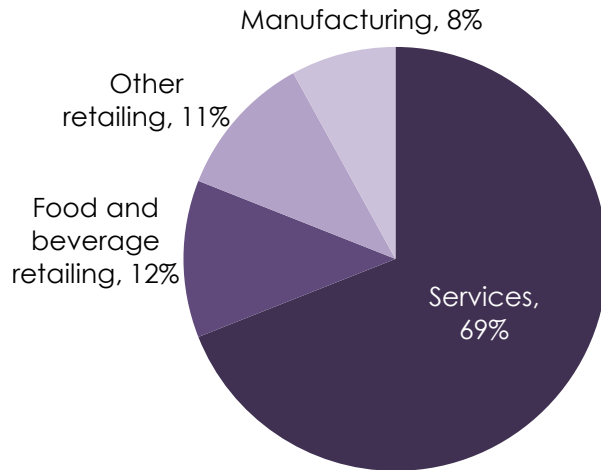
Gender



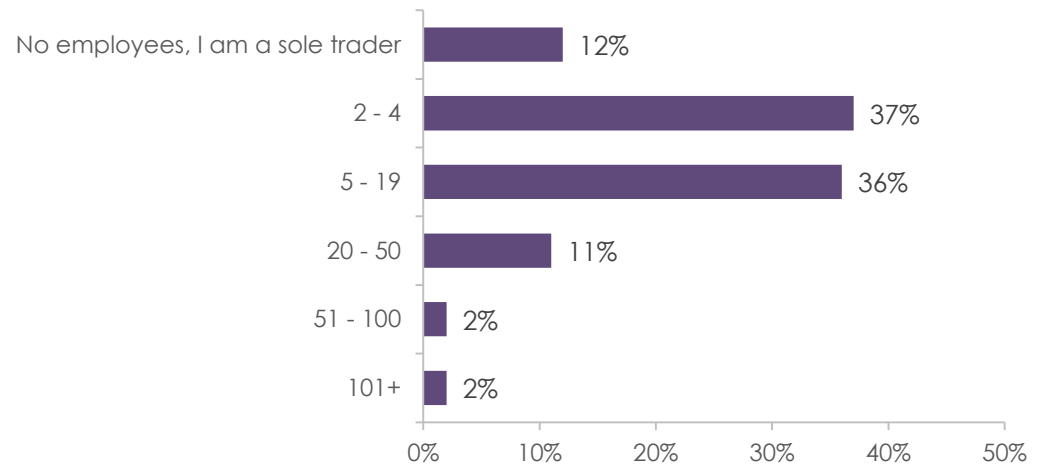
Age



Industry

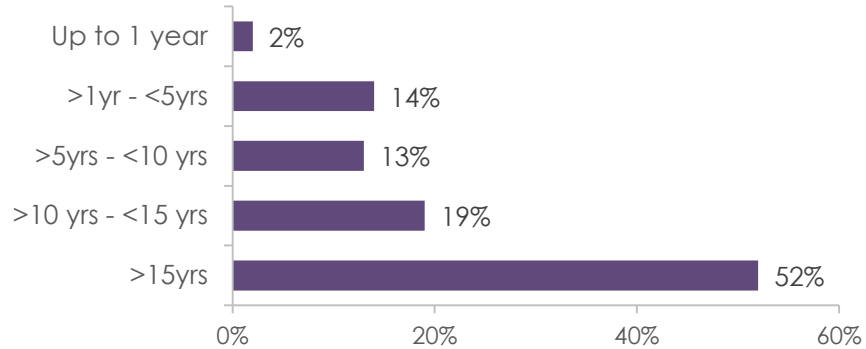


Number of Employees

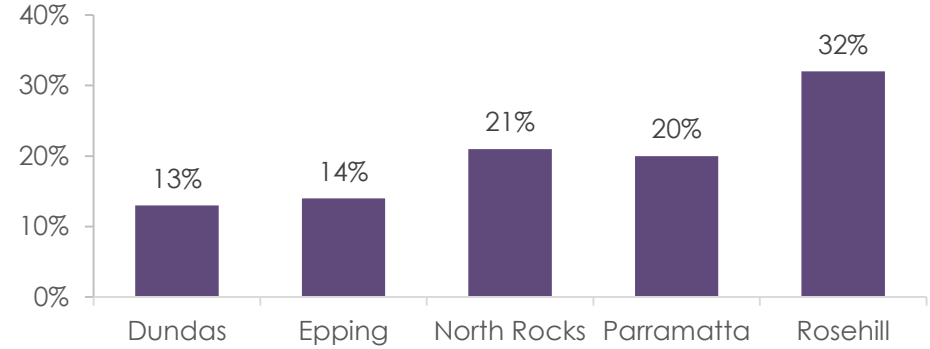


Sample Profile - Businesses (N=120)

Time in Operation



Ward



Suburb of Business

Suburb	% (N=120)	Suburb	% (N=120)	Suburb	% (N=120)	Suburb	% (N=120)
Parramatta	15%	Beecroft	3%	Rosehill	3%	Mays Hill	1%
Carlingford	12%	Eastwood	3%	Telopea	3%	Melrose Park	1%
Silverwater	9%	Epping	3%	Toongabbie	3%	Newington	1%
Baulkham Hills	7%	Ermington	3%	Clyde	2%	Pendle Hill	1%
North Rocks	7%	Granville	3%	Dundas	2%	Wentworthville	1%
Rydalmere	5%	Northmead	3%	Westmead	2%	Winston Hills	1%
North Parramatta	4%	Oatlands	3%	Harris Park	1%		



Appendix A – Additional Data Tables and Charts



Council Services – By Ward

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Service/Facility	Dundas	Epping	North Rocks	Parramatta	Rosehill
Council-run events & festivals	4.15	4.02	4.19	4.08	3.96
Waste collection services	4.04	4.06	4.05	3.81	3.94
Provision of street signage	3.93	3.99	3.98	3.97	3.94
Provision of cycle ways and facilities	3.75	3.45▼	3.85	3.67	4.06▲
Effectiveness of Council's stormwater drainage	3.79	3.85	3.87	3.69	3.70
Community care	3.82	3.89	3.61	3.74	3.41
Maintenance of local suburban roads	3.67	3.86▲	3.78	3.45	3.53
Provision of lighting in streets	3.69	3.59	3.72	3.58	3.64
Maintenance of footpaths	3.60	3.56	3.80▲	3.34▼	3.59
Condition of Council's car parks	3.29	3.64	3.66	3.42	3.37
Local traffic management and signs	3.58	3.20▼	3.47	3.63	3.45
Provision of lighting in parks	3.27	3.41	3.75▲	3.21	3.62
Patrolling and enforcement of parking regulations	3.16	3.55	3.46	3.09▼	3.45
Availability of parking in commercial centres	2.76	3.05	3.26▲	2.89	2.94

Scale: 1 = very dissatisfied, 5 = very satisfied
 ▲ ▼ = A significantly higher/lower satisfaction mean rating (by ward)

Council Environmental Initiatives – By Ward

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Service/Facility	Dundas	Epping	North Rocks	Parramatta	Rosehill
Cleanliness of parks	3.94	4.03	4.12	3.87	3.98
Cleanliness of streets	3.90	3.95	4.05▲	3.78	3.83
Cleanliness of waterways	3.66	3.64	3.85▲	3.59	3.52
Food inspections	3.73	3.80	3.75	3.52	3.45
Planting of trees in your local area	3.79	3.62	3.60	3.54	3.53
Council efforts to increase recycling	3.48	3.40	3.63	3.47	3.61
Development application service	3.11	3.04	3.40	3.06	2.98

Scale: 1 = very dissatisfied, 5 = very satisfied
 ▲ ▼ = A significantly higher/lower satisfaction mean rating (by ward)

Council Facilities – By Ward

Q2. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months.

Service/Facility	Dundas	Epping	North Rocks	Parramatta	Rosehill
Riverside Theatres	4.00	4.04	4.33▲	3.83	3.87
Library services	3.85	4.08	3.98	4.03	3.97
Quality of children's playgrounds & equipment	3.85	4.08	4.07	3.87	4.01
Maintenance of parks and gardens	3.94	3.95	4.04	3.82	4.02
Maintenance of sporting fields	3.60▼	4.07▲	3.94	3.74	4.01
Public spaces	3.76	3.63	3.95	3.89	4.03
Parramatta Heritage & Visitor Information Centre	3.93	3.86	3.87	3.80	3.80
Maintenance of community halls & centres	3.66	3.67	4.02▲	3.79	3.82
Provision of community grants	3.60	3.72	3.48	3.83▲	3.60
Promoting sustainable transport options	3.70	3.51	3.56	3.73	3.65
Quality of child care facilities and services	3.68	3.75	3.54	3.65	3.52
Parramatta Artists' Studios	3.61	3.77	3.63	3.55	3.40

Scale: 1 = very dissatisfied, 5 = very satisfied
 ▲ ▼ = A significantly higher/lower satisfaction mean rating (by ward)

Our relationship with the community – By Ward

Q3a. Please indicate your level of satisfaction with the following over the last 12 months.

Service/Facility	Dundas	Epping	North Rocks	Parramatta	Rosehill
The provision of information on community issues, developments and initiatives	3.55	3.33	3.78▲	3.32	3.46
The value for money provided in return for the rates you pay each year	3.46	3.19▼	3.58	3.35	3.52
The opportunity to have your say on key issues affecting the community	3.55	3.25	3.52	3.29	3.50
Council is genuine about listening to residents/businesses	3.21	3.21	3.44	3.14	3.35

Council is Genuine About Listening

Q3a. Please indicate how strongly you agree or disagree with each statement.

Q3b. You mentioned that you (Q3a response) that 'Council is genuine about listening to residents/businesses'. Why did you say that?

Reason being dissatisfied/very dissatisfied (27% of all respondents)	% (of <u>all</u> respondents)	Residents	Businesses
Approving too many competitors in my area	<1%	0%	1%
Council did a lot more before the merge	<1%	<1%	0%
Council do not follow through with their promises	<1%	<1%	0%
Council politics	<1%	<1%	0%
Disagree with Council charges/rates	<1%	<1%	1%
General opinion/past experiences	<1%	<1%	0%
Lack of honesty/transparency	<1%	<1%	0%
Rates are too high for the services we receive	<1%	<1%	1%
Don't know/nothing	1%	1%	0%
Base	475	384	91

Reason being neither satisfied not dissatisfied (20% of all respondents)	% (of <u>all</u> respondents)	Residents	Businesses
Believe that Council is wasting money	<1%	<1%	0%
Developments are approved depending on community needs	<1%	<1%	0%
Difficult to contact Council	<1%	<1%	0%
General opinion/past occurrences	<1%	<1%	1%
Inefficient service	<1%	<1%	0%
Rates are too high for the services we receive	<1%	0%	1%
Don't know/nothing	9%	7%	18%
Base	475	384	91

Council is Genuine About Listening

Q3a. Please indicate how strongly you agree or disagree with each statement.

Q3b. You mentioned that you (Q3a response) that 'Council is genuine about listening to residents/businesses'. Why did you say that?

Reason being satisfied/very satisfied (53% of all respondents)	% (of <u>all</u> respondents)	Residents	Businesses
Council acts in the best interests of the community	1%	1%	1%
Council genuinely care	1%	1%	0%
Council is approachable	1%	1%	1%
Information is provided when requested	1%	1%	1%
More/clearer information still needs to be provided	1%	1%	0%
Positive experiences/reports	1%	1%	1%
Council provided translation services to listen to my needs	<1%	<1%	0%
Good representation at the Chamber of Commerce	<1%	0%	1%
Issue need to be responded to/deal with more efficiently	<1%	<1%	1%
Need to improve on the upkeep of services e.g. audio books for sight impaired	<1%	<1%	0%
Don't know/nothing	3%	1%	9%
Base	475	384	91

Council is Open and Accountable to the Community

- Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.
- Q4b. You mentioned that you (Q5a response) that 'the Council is open and accountable to the community'. Why did you say that?

Reason for disagreeing/strongly disagreeing	% (of <u>all</u> respondents)	Residents	Businesses
Disagree with Council charges/rates	<1%	0%	1%▲
Dissatisfied with legislative controls/policies have changed	<1%	<1%	1%▲
Good experience	<1%	<1%	0%
Handling of light rail project	<1%	<1%	0%
Not all Council areas/demographics are being catered for	<1%	<1%	0%
Base	602	482	120

Reason for neither agreeing nor disagreeing	% (of <u>all</u> respondents)	Residents	Businesses
Assumption	<1%	0%	1%▲
Council is unresponsive	<1%	<1%	1%
Council listens and considers the communities needs/wants	<1%	<1%	0%
Customer service could be better	<1%	<1%	0%
Developments are approved depending on community needs	<1%	<1%	0%
Difficult to communicate with Council due to language barrier	<1%	<1%	0%
Disagree with Council charges/rates	<1%	<1%	0%
Disagree with Council decisions/actions	<1%	<1%	0%
Issues are not being addressed	<1%	<1%	1%▲
Lack of maintenance/upkeep of services	<1%	<1%	0%
Personal experience	<1%	<1%	0%
Recent change merge into Parramatta Council	<1%	<1%	0%
Word of mouth	<1%	<1%	0%
Base	602	482	120

Council is Open and Accountable to the Community

- Q4a. Below is a list of statements other people have used to describe the Council and the Parramatta Community in general. Please indicate how strongly you agree or disagree with each.
- Q4b. You mentioned that you (Q5a response) that 'the Council is open and accountable to the community'. Why did you say that?

Reason for agreeing/strongly agreeing	% (of <u>all</u> respondents)	Residents	Businesses
Council welcomes diversity	1%	1%	0%
Services and facilities are maintained	1%	2%	1%
Council is approachable	<1%	<1%	<1%
Council need to care/listen more about what residents think	<1%	<1%	0%
The area is always developing because of Council	<1%	0%	1%▲
Base	602	482	120

Key Drivers of Overall Satisfaction - Residents

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

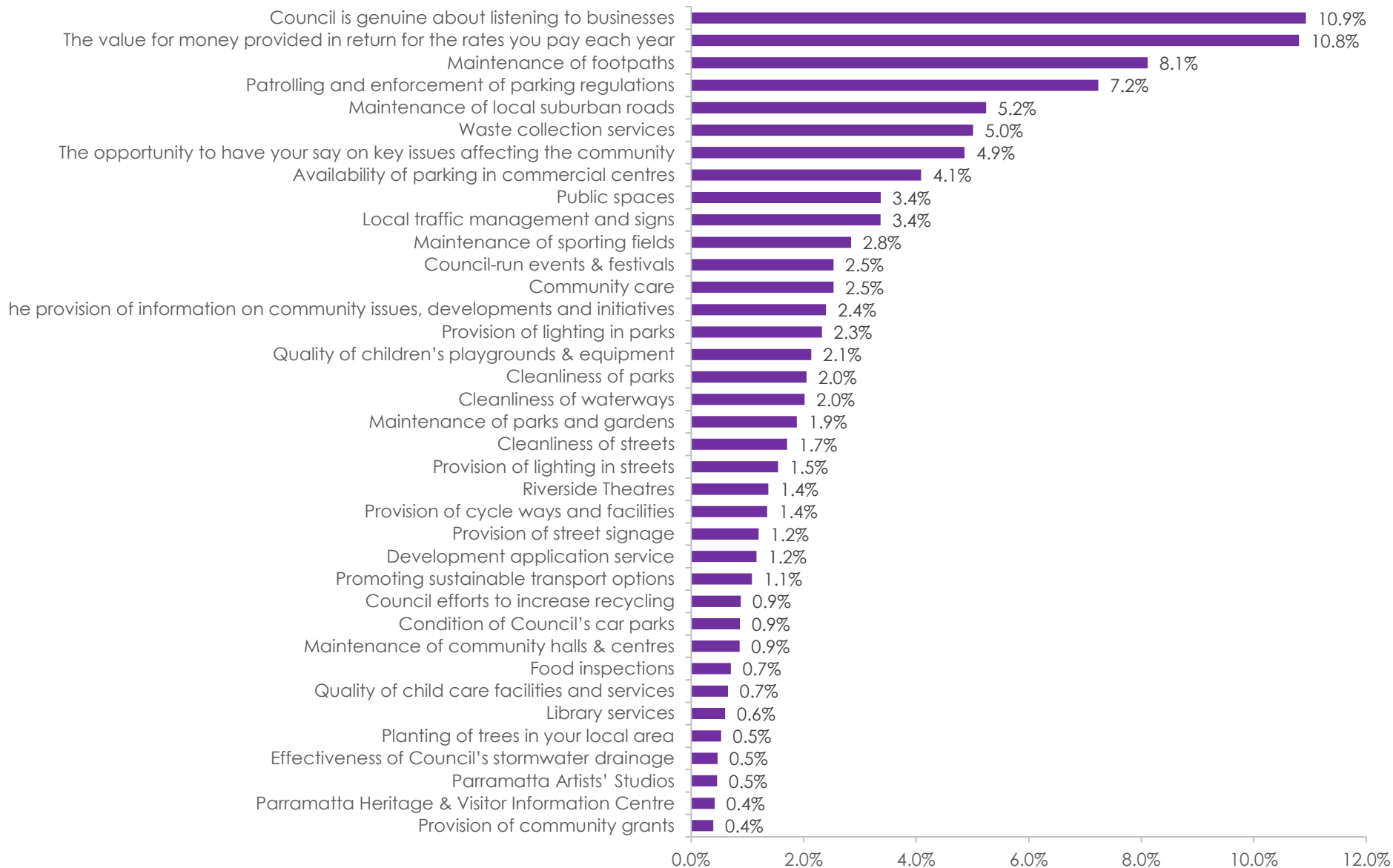
Explanatory variables: Satisfaction with services and facilities



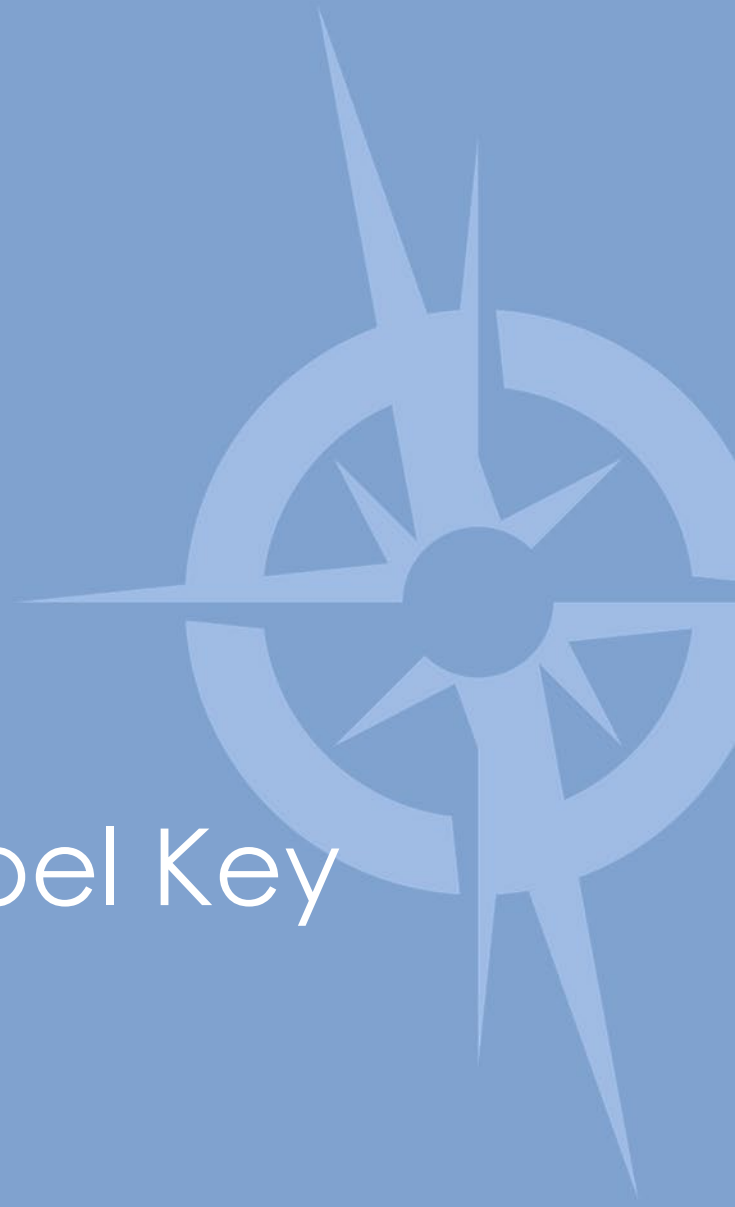
Comparison of Key Drivers – Businesses

Dependent variable: How satisfied are you with the performance of the City of Parramatta Council?

Explanatory variables: Satisfaction with services and facilities



Appendix B – Quadrant Analysis Label Key



Quadrant Analysis – Usage Vs Satisfaction

Chart Label	Category	Service/facility
1. Events & festivals	Council Services	Council-run events & festivals
2. Street signage	Council Services	Provision of street signage
3. Waste collection	Council Services	Waste collection services
4. Stormwater drainage	Council Services	Effectiveness of Council's stormwater drainage
5. Community care	Council Services	Community care
6. Lighting in streets	Council Services	Provision of lighting in streets
7. Suburban roads	Council Services	Maintenance of local suburban roads
8. Footpaths	Council Services	Maintenance of footpaths
9. Cycle ways/facilities	Council Services	Provision of cycle ways and facilities
10. Lighting in parks	Council Services	Provision of lighting in parks
11. Condition of car parks	Council Services	Condition of Council's car parks
12. Traffic management	Council Services	Local traffic management and signs
13. Parking regulations	Council Services	Patrolling and enforcement of parking regulations
14. Availability of parking	Council Services	Availability of parking in commercial centres
15. Cleanliness of parks	Council Environmental Initiatives	Cleanliness of parks
16. Cleanliness of streets	Council Environmental Initiatives	Cleanliness of streets
17. Planting of trees	Council Environmental Initiatives	Planting of trees in your local area
18. Food inspections	Council Environmental Initiatives	Food inspections
19. Waterways	Council Environmental Initiatives	Cleanliness of waterways
20. Recycling	Council Environmental Initiatives	Council efforts to increase recycling
21. DA process	Council Environmental Initiatives	Development application process
22. Library services	Council Facilities	Library services
23. Riverside Theatres	Council Facilities	Riverside Theatres
24. Parks and gardens	Council Facilities	Maintenance of parks and gardens
25. Community halls & centres	Council Facilities	Maintenance of community halls & centres
26. Playgrounds & equipment	Council Facilities	Quality of children's playgrounds & equipment
27. Public spaces	Council Facilities	Public spaces (e.g. Centenary Square)
28. Sporting fields	Council Facilities	Maintenance of sporting fields
29. Heritage & Visitor Info Centre	Council Facilities	Parramatta Heritage & Visitor Information Centre
30. Community grants	Council Facilities	Provision of community grants
31. Child care	Council Facilities	Quality of child care facilities and services
32. Artists' Studios	Council Facilities	Parramatta Artists' Studios
33. Sustainable transport	Council Facilities	Promoting sustainable transport
34. Provision of information	Our relationship with the community	The provision of information on community issues, developments and initiatives
35. Have your say	Our relationship with the community	The opportunity to have your say on key issues affecting the community
36. Rates	Our relationship with the community	The value for money provided in return for the rates you pay each year
37. Council listening	Our relationship with the community	Council is genuine about listening to residents/businesses

Appendix C – Questionnaire



Good morning/afternoon/evening. My name is (.....) from Micromex Research. We are conducting a survey on behalf of City of Parramatta Council. The survey will only take about 15 minutes and the information you provide will be used to help the Council to improve the services they provide in the local area and is completely confidential and anonymous would you be able to help us?

FOR RESIDENTS:

For demographic purposes, we are firstly looking for those aged 18-34, as they are more difficult to get hold of. Who would be the best person in your household to speak to?

If they say there are no 18-34 :

We are also looking for any males over the age of 34

If they say there are no males:

Everyone in the community is encouraged to participate regardless of age or gender, would now be a good time to share your opinions?

FOR BUSINESSES OWNERS:

Could I speak to the owner or a senior manager of the business? [IF NOT AVAILABLE ARRANGE A CALLBACK]

IF PARTICIPANT SAYS THEY DO NOT LIVE/WORK IN PARRAMATTA, PLEASE EXPLAIN THE FOLLOWING: The Council provides services to the entire Parramatta Local Government Area, which encompasses roughly 42 suburbs in Greater Western Sydney, not just the suburb of Parramatta itself. Would you mind if I asked which suburb you live/work in to see if your suburb falls within the Parramatta LGA (local government area)?

IF PARTICIPANT SAYS NO, THANK AND CLOSE

IF ASKED, INFORM PARTICIPANT THAT:

Your contact details have been provided by **RESIDENTS:** EWP/Sample Pages/Number harvesting / **BUSINESS**

OWNERS: Marketing Pro Database

As a market & social research organisation, we are exempt from the Do Not Call Register. We are not trying to sell or market anything to you and your decision to participate in this survey is voluntary.

If you wish to check the validity of this research, you can contact the customer service of the City of Parramatta at 02 9806 5050 or 1300 617 058.

SEPARATE SCREEN

At this point I should just tell you that my supervisor may listen in to this call for quality control purposes.

SECTION 1: INTRODUCTION

To begin with, we'd like to ask you a few questions to make sure we're speaking with a broad selection of people.

RESIDENT SCREENER

PROGRAMMER NOTE:

ASK RESIDENT SCREENER ONLY FOR RESIDENTS

R1. Gender by voice:

- ☐ Male
- ☐ Female

R2. How old are you? Do not prompt

- ☐ Under 18 (Terminate)
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 49
- ☐ 50 to 59
- ☐ 60 to 64
- ☐ 65 to 69
- ☐ 70 years plus
- ☐ Refuse (Terminate)

R3. (S1) To the best of your knowledge, is the City of Parramatta Council your local Council?

- ☐ Yes
- ☐ No
- ☐ Don't know

R4. (S2) Could you tell me the name of the suburb where you live? Do not prompt

- | | |
|---|---|
| <input type="radio"/> Auburn | <input type="radio"/> North Parramatta |
| <input type="radio"/> Baulkham Hills | <input type="radio"/> North Rocks |
| <input type="radio"/> Beecroft | <input type="radio"/> Northmead |
| <input type="radio"/> Camellia | <input type="radio"/> Oatlands |
| <input type="radio"/> Carlingford | <input type="radio"/> Old Toongabbie |
| <input type="radio"/> Cheltenham | <input type="radio"/> Parramatta |
| <input type="radio"/> Clyde | <input type="radio"/> Pendle Hill |
| <input type="radio"/> Constitution Hill | <input type="radio"/> Rosehill |
| <input type="radio"/> Dundas | <input type="radio"/> Rydalmere |
| <input type="radio"/> Dundas Valley | <input type="radio"/> Seven Hills |
| <input type="radio"/> Eastwood | <input type="radio"/> Silverwater |
| <input type="radio"/> Epping | <input type="radio"/> Sydney Olympic Park |
| <input type="radio"/> Ermington | <input type="radio"/> Telopea |
| <input type="radio"/> Granville | <input type="radio"/> Toongabbie |
| <input type="radio"/> Harris Park | <input type="radio"/> Wentworth Point |
| <input type="radio"/> Holroyd | <input type="radio"/> Wentworthville |
| <input type="radio"/> Homebush | <input type="radio"/> West Pennant Hills |
| <input type="radio"/> Lidcombe | <input type="radio"/> West Ryde |
| <input type="radio"/> Marsfield | <input type="radio"/> Westmead |
| <input type="radio"/> Mays Hill | <input type="radio"/> Winston Hills |
| <input type="radio"/> Melrose Park | <input type="radio"/> Other (please specify)..... (Terminate) |
| <input type="radio"/> Merrylands | <input type="radio"/> None of these (Terminate) |
| <input type="radio"/> Newington | |

- R5. Could you tell me the name of the street you live on so that I can check which ward you belong to?
SHOW LIST OF SUBURBS – REFER TO SUBURB-WARD DOCUMENT - STREET LIST BASED ON SUBURB SELECTED AT R4
IF SUBURB AND STREET MENTIONED FALLS ACROSS MULTIPLE WARDS, CODE AS MULTIPLE=9977.
IF SUBURB QUALIFIES, BUT STREET MENTIONED NOT IN LIST, RECORD DETAILS FOR RECONTACT, CODE=9988.
STREET DETAILS TO BE SENT TO COUNCIL AND IF QUALIFY RECONTACT FOR SURVEY
DO NOT READ OUT

[INSERT STREET LIST]

- ☐ Multiple (please specify).....
- ☐ Street (please specify)
- ☐ Prefer not to say (Terminate)
- ☐ None of these (Terminate)

HIDDEN QUESTION

- R6. WARD. (HQ1) Ward in the Parramatta area.
ALLOCATE TO WARD BASED ON RESPONSES AT R4 AND R5 – REFER TO SUBURB-WARD DOCUMENT FOR ALLOCATION DETAILS

IF SUBURB/STREET ACROSS MULTIPLE WARDS ASK: It seems your address is on the boundary of multiple wards, do you know which ward you belong to?

IF YES, ALLOCATE TO WARD

IF UNCERTAIN, ALLOCATE TO CODE 6

- ☐ Dundas
- ☐ Epping
- ☐ North Rocks
- ☐ Parramatta
- ☐ Rosehill
- ☐ WARD UNCERTAIN

- R7. (S12) How long in total have you lived in your suburb? By that we mean how long you have lived in the area not just how long you have lived in your current home. (SR) Prompt if required

- ☐ Less than 6 months (Terminate)
- ☐ 6 to 12 months
- ☐ More than 12 months to 3 years
- ☐ More than 3 years to 6 years
- ☐ More than 6 years to 10 years
- ☐ More than 10 years to 20 years
- ☐ More than 20 years
- ☐ Can't remember

- R8. (S13) Do you or does anyone in your household work for the City of Parramatta Council?

- ☐ Yes (Terminate)
- ☐ No

- R9. (S21) Do you own or work in a business within the Parramatta LGA?

- ☐ Yes (Go to Q1)
- ☐ No

BUSINESS SCREENER

PROGRAMMER NOTE:

ASK BUSINESS SCREENER ONLY FOR BUSINESSES

- B1. (S19) Record gender.

- ☐ Male
- ☐ Female

- B2. (S20) How old are you?

SINGLE RESPONSE
DO NOT READ OUT

IF REFUSE READ OUT THE CATEGORIES

- ☐ Under 18 (Terminate)
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 49
- ☐ 50 to 59
- ☐ 60 to 64
- ☐ 65 to 69
- ☐ 70 years plus
- ☐ Refuse (Terminate)

- B3a. (S21) Are you an owner or Director of the business we have called?

- ☐ Yes (Go to B4)
- ☐ No

- B3b. (S21) Are you a senior manager of the business we have called?

- ☐ Yes
- ☐ No (Terminate)

- B4. (S22) Is the City of Parramatta Council the local Council where your business is located?

- ☐ Yes
- ☐ No
- ☐ Don't know

85. (S23) What is the name of the suburb where your business is located? Do not prompt

- | | |
|---|---|
| <input type="radio"/> Auburn | <input type="radio"/> North Parramatta |
| <input type="radio"/> Baulkham Hills | <input type="radio"/> North Rocks |
| <input type="radio"/> Beecroft | <input type="radio"/> Northmead |
| <input type="radio"/> Camellia | <input type="radio"/> Oatlands |
| <input type="radio"/> Carlingford | <input type="radio"/> Old Toongabbie |
| <input type="radio"/> Cheltenham | <input type="radio"/> Parramatta |
| <input type="radio"/> Clyde | <input type="radio"/> Pendle Hill |
| <input type="radio"/> Constitution Hill | <input type="radio"/> Rosehill |
| <input type="radio"/> Dundas | <input type="radio"/> Rydalmere |
| <input type="radio"/> Dundas Valley | <input type="radio"/> Seven Hills |
| <input type="radio"/> Eastwood | <input type="radio"/> Silverwater |
| <input type="radio"/> Epping | <input type="radio"/> Sydney Olympic Park |
| <input type="radio"/> Ermington | <input type="radio"/> Telopea |
| <input type="radio"/> Granville | <input type="radio"/> Toongabbie |
| <input type="radio"/> Harris Park | <input type="radio"/> Wentworth Point |
| <input type="radio"/> Holroyd | <input type="radio"/> Wentworthville |
| <input type="radio"/> Homebush | <input type="radio"/> West Pennant Hills |
| <input type="radio"/> Lidcombe | <input type="radio"/> West Ryde |
| <input type="radio"/> Marsfield | <input type="radio"/> Westmead |
| <input type="radio"/> Mays Hill | <input type="radio"/> Winston Hills |
| <input type="radio"/> Melrose Park | <input type="radio"/> Other (please specify)..... (Terminate) |
| <input type="radio"/> Merrylands | <input type="radio"/> None of these (Terminate) |
| <input type="radio"/> Newington | |

86. (S24) Could you tell me the name of the street where your business is, so that I can check which ward you belong to? Do not prompt
SHOW LIST OF SUBURBS – REFER TO SUBURB-WARD DOCUMENT - STREET LIST BASED ON SUBURB SELECTED AT B5

IF SUBURB AND STREET MENTIONED FALLS ACROSS MULTIPLE WARDS, CODE AS MULTIPLE=9977.

IF SUBURB QUALIFIES, BUT STREET MENTIONED NOT IN LIST, RECORD DETAILS FOR RECONTACT, CODE=9988.

STREET DETAILS TO BE SENT TO COUNCIL AND IF QUALIFY RECONTACT FOR SURVEY

[INSERT STREET LIST]

- ☐ Multiple (please specify).....
- ☐ Street (please specify)
- ☐ Prefer not to say (Terminate)
- ☐ None of these (Terminate)

HIDDEN QUESTION

87. (HQ2) Ward in the Parramatta area.

ALLOCATE TO WARD BASED ON RESPONSES AT B5 AND B6 – REFER TO SUBURB-WARD DOCUMENT FOR ALLOCATION DETAILS.

IF SUBURB/STREET ACROSS MULTIPLE WARDS ASK: It seems your address is on the boundary of multiple wards, do you know which ward you belong to?

- ☐ Dundas
- ☐ Epping
- ☐ North Rocks
- ☐ Parramatta
- ☐ Rosehill
- ☐ WARD UNCERTAIN

88. (S25) Do you or does anyone in your household work for the City of Parramatta Council?

- ☐ Yes (Terminate)
- ☐ No

89. (S25) Which of the following industries is your business in?

SINGLE RESPONSE

PROMPT

- ☐ Food and beverage retailing
- ☐ Other retailing
- ☐ Manufacturing
- ☐ Services
- ☐ Other (please describe).....

810. (S25) And do you live within the Parramatta LGA?

- ☐ Yes
- ☐ No

SECTION 2: OVERALL SATISFACTION WITH COUNCIL AND SERVICES

Firstly, I'd like to talk a little about the City of Parramatta Council and the services and facilities in your area.

Q1. How satisfied are you with the performance of the City of Parramatta Council? Please consider the services provided, what the Council does with the money available, the way the Council runs the area and how it is planning for the future. Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

Section 1 – Council services & facilities

ASK ALL

Q2. I would now like to ask your opinion on different [INSERT COUNCIL SERVICES AND FACILITIES]. Please indicate your level of satisfaction with the performance of each of the following services/facilities in the last 12 months. If you haven't used a particular service or facility in the last 12 months, please indicate 'not applicable. Prompt

Randomise block or service/facilities and within block

Key

- 1 = Very dissatisfied
- 2 = Dissatisfied
- 3 = Neither satisfied nor dissatisfied
- 4 = Satisfied
- 5 = Very satisfied

Council Services

	Very dissatisfied			Very satisfied		N/A
	1	2	3	4	5	
Maintenance of local suburban roads, not major roads like Paramatta and Victoria Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of cycle ways and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of street signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of lighting in streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of lighting in parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patrolling and enforcement of parking regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of Council's car parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of parking in commercial centres (city centre / local centres)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of Council's stormwater drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local traffic management and signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste collection services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council-run events & festivals (e.g. Australia Day)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community care (formerly Home support & community services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Council Environmental Initiatives

	Very dissatisfied			Very satisfied		N/A
	1	2	3	4	5	
Cleanliness of streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of waterways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council efforts to increase recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planting of trees in your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development application service***	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Council Facilities

	Very dissatisfied			Very satisfied		N/A
	1	2	3	4	5	
Promoting sustainable transport options including footpaths, cycle ways and public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public spaces (e.g. Centenary Square)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parramatta Artists' Studios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parramatta Heritage & Visitor Information Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riverside Theatres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of sporting fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of community halls & centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of children's playgrounds & equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of child care facilities and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of community grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3a. I'd now like to ask your opinion on the following statements related to City of Parramatta Council. Please indicate your level of satisfaction with the following over the last 12 months. Prompt

Randomise statements

Key

- 1 = Very dissatisfied
- 2 = Dissatisfied
- 3 = Neither satisfied nor dissatisfied
- 4 = Satisfied
- 5 = Very satisfied

Our Relationship with the Community

	Very dissatisfied			Very satisfied		N/A
	1	2	3	4	5	
The provision of information on community issues, developments and initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The opportunity to have your say on key issues affecting the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council is genuine about listening to (residents)/(businesses)*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The value for money provided in return for the rates you pay each year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3b. You mentioned that you were [PIPE IN RESPONSE SELECTED AT Q3a, STATEMENT 3"] for the statement 'Council is genuine about listening to [residents] \ [business]'. Why did you say that?

Section 3: Attitudes towards Council Activities

ASK ALL

Q4a. I have a list of statements other people have used to describe the Council and the Parramatta community in general. Please indicate how strongly you agree or disagree with each. Prompt

Randomise statements

Key

- 1 = Strongly disagree
2 = Disagree
3 = Neither agree nor disagree
4 = Agree
5 = Strongly agree

	Strongly disagree			3	Strongly agree	
	1	2			4	5
The Council is forward thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Council is innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Council meets the need of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Council is open and accountable to the community**	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Council collaborates and partners with others to achieve the City's goals (e.g. neighbouring Councils)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud to be part of the Parramatta area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parramatta has a strong sense of community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The face of Parramatta is changing for the better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parramatta is becoming more urbanised but has retained its heritage values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New developments are well planned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New developments are in keeping with local character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that Council would respond if I contacted them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4b. You mentioned that you [PIPE IN RESPONSE SELECTED AT Q4a, STATEMENT 4**] that 'The Council is open and accountable to the community'. Why did you say that?

Q5a. [If NOT 'N/A' for "Development Application Service****" on Q2, Ask – otherwise, go to Q6] In the past 12 months, have you... (Prompt)

	Yes 1	No 2	(Do NOT Read) C/S 3
Lodged one or more development applications with City of Parramatta Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looked at details of somebody else's development application with City of Parramatta Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made a written submission about somebody else's development application with City of Parramatta Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5b. [If 'Yes' to any on Q5a] What types of City of Parramatta development applications have you [lodged/viewed/made a submission about] in the past 12 months. Prompt MR

- New dwelling or additions and alterations
- Residential flat building
- Commercial
- Granny flats
- Dual occupancy
- Childcare centre
- Boarding house
- Other: Please specify _____
-)Do NOT Read) Can't say

ASK ALL

Q6. We now have some statements in relation to the Parramatta Square development. For each statement please indicate how strongly you agree or disagree. Prompt

Randomise statements

Key

- 1 = Strongly disagree
2 = Disagree
3 = Neither agree nor disagree
4 = Agree
5 = Strongly agree

	Strongly disagree			3	Strongly agree	
	1	2			4	5
Parramatta Square would mean more modernised amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parramatta Square will increase congestion and traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parramatta Square is a positive step for the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 4: ENGAGEMENT AND COMMUNICATIONS

ASK ALL

Q7. On a scale from 0 to 10 where 0 is "not at all likely" and 10 is "extremely likely", how likely are you to recommend Parramatta as a city to RESIDENTS: live in? / BUSINESS OWNERS: work in?

- ☐ 0 – Not at all likely
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – Extremely likely

SECTION 5: DEMOGRAPHICS

To finish off we have some questions about yourself, for demographic purposes only.

ASK ALL

Q8. Which of the following best describes your living situation? *Prompt*

- ☐ Own your home outright
- ☐ Own your home through a mortgage
- ☐ Renting in public housing
- ☐ Renting in private housing
- ☐ Living free of charge with family or friends
- ☐ Paying board
- ☐ Other (please specify)
- ☐ Prefer not to say

ASK ALL

Q9. Do you identify yourself as living with a disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

ASK ALL

Q10. Were you born in Australia?

- ☐ Yes
- ☐ No

ASK ALL

A11. Do you identify as Aboriginal or Torres Strait Islander?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

ASK IF Q10=2

Q12. Which country were you born in? *Do not prompt*

- ☐ Lebanon
- ☐ Iran
- ☐ Africa
- ☐ China
- ☐ India
- ☐ Japan
- ☐ South Korea
- ☐ North Korea
- ☐ Philippines
- ☐ Hong Kong
- ☐ Vietnam
- ☐ Sri Lanka
- ☐ Other Asia
- ☐ United Kingdom
- ☐ Spain
- ☐ Other European
- ☐ United States
- ☐ Canada
- ☐ New Zealand
- ☐ Other (please specify)
- ☐ Prefer not to say

ASK ALL

Q13a. Do you speak a language other than English at home?

- ☐ Yes
- ☐ No

ASK IF Q13a=1

Q13b. What language other than English do you speak at home?

MULTIPLE RESPONSE

DO NOT READ OUT

- ☐ Arabic
- ☐ Lebanese
- ☐ Mandarin
- ☐ Cantonese
- ☐ Gujarati
- ☐ Hindi
- ☐ Tamil
- ☐ Persian/Dari
- ☐ Punjabi
- ☐ Dinka
- ☐ Thai
- ☐ Korean
- ☐ Filipino/Tagalog
- ☐ Persian
- ☐ Spanish
- ☐ Vietnamese
- ☐ Other (please specify)
- ☐ Prefer not to say

ASK IF BUSINESS ONLY

B11. How long has your business operated in or from [INSERT LOCATION OF BUSINESS]?

SINGLE RESPONSE

DO NOT READ OUT

- ☐ Up to 1 year
- ☐ Greater than 1, but less than 5 years
- ☐ Greater than 5, but less than 10 years
- ☐ Greater than 10, but less than 15 years
- ☐ Greater than 15 years

ASK IF BUSINESS ONLY

B12. How many of your employees currently work at the business located at [INSERT LOCATION OF BUSINESS]? *Do not prompt*

- ☐ No employees, I am a sole trader
- ☐ 2 - 4
- ☐ 5 - 19
- ☐ 20 - 50
- ☐ 51 - 100
- ☐ 101 - 199
- ☐ 200 or more
- ☐ All employees are based outside of Parramatta
- ☐ Don't know / can't say

HIDDEN VARIABLE
B13. Business size

CREATE SIZE GROUPS

- ☐ Small business (codes 1 to 3 in B12)
- ☐ Medium business (codes 4 to 6 in B12)
- ☐ Large business (codes 5 in B12)

READ OUT IF RESIDENT:

The City of Parramatta Council conducts research using an online panel Our City Your Say. Members are invited to take part in online surveys and focus groups on a range of topics including major events, waste collection, environmental issues and satisfaction with services and are rewarded for their participation.

ASK IF RESIDENT

R10a. Would you be interested in joining Council's research panel, Our City Your Say?

SINGLE RESPONSE
DO NOT READ OUT

- ☐ Yes
- ☐ No

ASK IF QR10a=1

R10b. Please provide relevant contact details.

Name [MUST PROVIDE].....
Business.....
Email [MUST PROVIDE]
Phone.....
Postcode.....

Thank you. You will receive a welcome email from the City of Parramatta in the coming weeks.

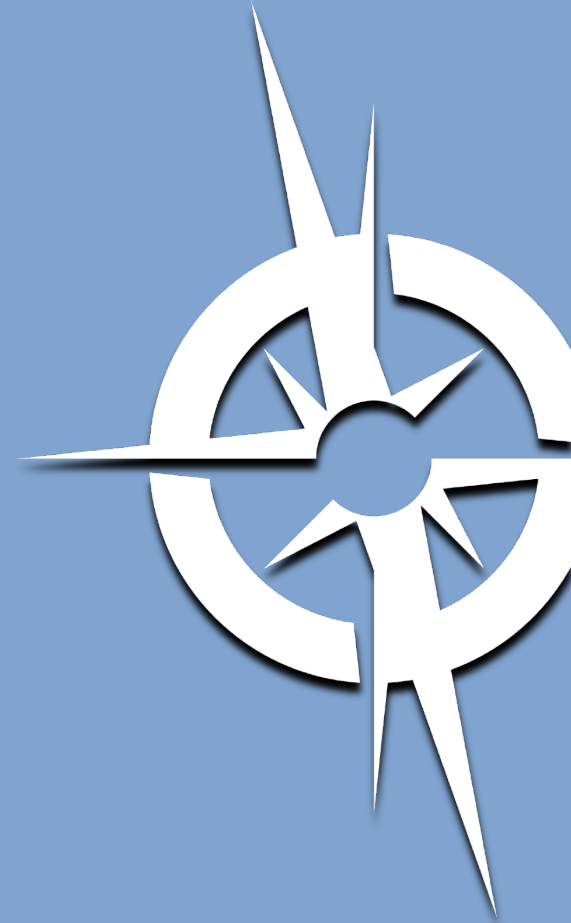
End of interview.

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (1800 639 599) on behalf of City of Parramatta Council.

For Interviewer:

I certify this is a true, accurate and complete interview, conducted in accordance with Micromex's standards. All questions have been asked of the interviewee and answered by the interviewee as per my training for this project. I also agree to hold in confidence and not disclose to any other person the content of this questionnaire or any other information relating to this project.

Interviewer to record name.....



Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: www.micromex.com.au

Email: mark@micromex.com.au