

TO: Finance and Strategy Committee

FROM: Development Services Manager

MEETING DATE: 13 September 2010

SUBJECT: **RESIDENTS OPINION SURVEY RESULTS - 2010**

SUMMARY

The following report outlines the results of the Residents Opinion Survey 2010 for the Parking Enforcement and Citipark Business Units.

IMPLICATIONS FOR:

- | | |
|-------------------------------------|----|
| (i) Policy: | No |
| (ii) Approved Annual Budget: | No |
| (iii) LTCCP/ Funding Policy: | No |
| (iv) Community Boards: | No |

RECOMMENDATION

That the Finance and Strategy Committee:

1. Notes and receives the report on the "Residents Opinion Survey Results – 2010."

INTRODUCTION

The 2010 Residents Opinion Survey included five questions regarding residents' satisfaction with the level of service delivered by Citipark and two questions regarding residents' satisfaction with the level of service delivered by Parking Enforcement.

DISCUSSION

The results of the 2010 survey were:

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
The availability of car parking in the central city	4%	31%	22%	25%	18%
The number of parking spaces available in Council car park buildings	4%	47%	31%	11%	7%
The number of parking spaces available in off street car parks	4%	38%	33%	16%	10%
The ease of use of "pay and display" car parking	6%	45%	26%	14%	9%
The availability of on street parking in the central city	3%	26%	27%	27%	17%
The fairness and attitude of parking wardens	6%	35%	33%	13%	13%
Parking enforcement	5%	47%	35%	8%	5%

The comparison of the 2010 results with 2009 is:

	Percent of respondents in 2009 who were satisfied or very satisfied	Percent of respondents in 2010 who were satisfied or very satisfied
The availability of car parking in the central city	38%	35%
The number of parking spaces available in Council car park buildings	50%	51%
The number of parking spaces available in off street car parks	40%	42%
The ease of use of "pay and display" car parking	63%	51%
The availability of on street parking in the central city	30%	29%
The fairness and attitude of parking wardens	44%	50%
Parking enforcement	56%	55%

An analysis of the responses to the 2010 survey is outlined below.

CITIPARK

Availability of car parking in the central city

The percentage of residents satisfied with the availability of car parking in the central city reduced by 3% compared to the previous year which is in the margin of error for the survey.

The implementation of the Parking Strategy has increased the availability of parking in the city and occupancy and revenue data indicates that parkers have accepted the on street charges.

Number of parking spaces available in Council car park buildings

The percentage of residents satisfied with the number of parking spaces available in Council car park buildings increased by 1% compared to the previous year which is in the margin of error for the survey.

An occupancy survey recently completed indicates that there is surplus capacity for casual parking in car park buildings.

Number of parking spaces available in off street car parks

The percentage of residents satisfied with the number of parking spaces available in off street car parks increased by 2% compared to the previous year which is in the margin of error for the survey.

Ease of use of "pay and display" car parking

The percentage of residents satisfied with the ease of use of "pay and display" car parking reduced by 12% compared to the previous year.

This is a disappointing result as during the year as part of the implementation of the Parking Strategy, 190 additional "pay and display" meters were installed in the city and these meters provide the ability to pay for parking by "txt a park" and credit cards. The new meters are very simple to operate with instructions clearly displayed on the screen of the meter. Also as part of the strategy all "single head" meters in the city were replaced.

Over the coming year there will be an ongoing upgrade of meter technology including the ability to more easily identify machines that are not functioning correctly which will minimise inconvenience to residents. An "0800" telephone number is now displayed on all meters and if there is a fault with the machine the customer can call the Customer Services Agency free of charge and report the fault. The Agency is able to then text a Meter Technician and the fault can usually be fixed within a twenty minute timeframe.

Availability of on street parking in the central city

The percentage of residents satisfied with the availability of on street parking in the central city reduced by 1% compared to the previous year which is in the margin of error for the survey.

PARKING ENFORCEMENT

Fairness and Attitude of Parking Wardens

The percentage of residents satisfied with the fairness and attitude of Parking Wardens increased by 6% compared to the previous year which was a good result.

The use of "foot patrols" in the main street combined with the promotion of Parking Officers as "normal people" only performing their job has resulted in very good feedback from the public and there will also be a continued focus on staff training including customer service skills.

Parking Enforcement

The percentage of residents satisfied with parking enforcement reduced by 1% compared to the previous year which is in the margin of error for the survey. The Parking Officers are successfully performing a wide range of compliance activities such as enforcing the "Commercial Use of Footpaths Policy," Residents Parking Permits, vehicle safety in terms of licensing and Warrant of Fitness,' disposal of vehicles and parking outside schools.

CONCLUSION

The 2010 Residents Opinion Survey shows a 12% reduction in residents' satisfaction with the ease of use of "pay and display" car parking and a 6% reduction in residents' satisfaction and with the "fairness and attitude of Parking Wardens."

Residents' satisfaction with the availability of car parking in the central city, the number of parking spaces available in Council car park buildings, the number of parking spaces available in off street car parks, the availability of on street parking in the central city and parking enforcement were all within 3% of the satisfaction levels for the previous year.

The implementation of the Parking Strategy resulted in some negative publicity and would have influenced residents' satisfaction with parking in general, however feedback now indicates that residents have accepted the changes that have been implemented.

A number of strategies are in place for the coming year to further improve residents' satisfaction with the services provided by the Citipark and Parking Enforcement Business Units.

Prepared by:

Approved by:

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Date report prepared: 19 August 2010