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# Blue Mountains City Council Community Survey 2010

Prepared for



Prepared by  
IRIS Research

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## EXECUTIVE SUMMARY

This report presents the results of the Blue Mountains City Council Community Survey 2010. IRIS Research was commissioned by Council to conduct a comprehensive telephone survey of residents of the Blue Mountains Council area to gauge community perceptions of the delivery of Council services and facilities, as well as better understand what the community considers to be the priorities for Council action and funding.

### INDIVIDUAL SERVICES & FACILITIES [PGS 8-66]

Protection from bushfires and emergencies (4.87) was rated as the service or facility that residents of the Blue Mountains place greatest importance on, followed by clean, safe and healthy living environments (4.83) and garbage collection (4.78).

Meanwhile, when it came to the actual delivery of these services and facilities, it was garbage collection (4.43) that residents were most satisfied with. Wheelie Bin curbside recycling service (4.37) and Rural Fire Service and SES buildings (3.93) rounded out the top three.

The services and facilities that were identified as not meeting resident expectations in both quadrant analysis and gap analysis are listed below. This is a good confirmation that these areas should be given priority.

- Generating local employment opportunities
- Advocacy for services & facilities for young people
- Public toilets
- Advocacy for facilities & services for people with disability
- Stormwater Infrastructure
- Footpaths
- Weed control

### OVERALL SATISFACTION [PGS 67-73]

Overall, 38.5% of residents were satisfied with the performance of Blue Mountains Council, which is more than double the 18.1% that were dissatisfied. A mean satisfaction

score of 3.23 was achieved for Council's overall performance, which is on par with the results prior to the 2009 survey.

The main reason for dissatisfaction with Council's overall performance was poor allocation of funds and/or no value for money.

Resident perception of the value received for rates dollar spend has continued to improve, with the mean satisfaction score rising to 3.34 out of 5. Around two in five respondents provided a 'high' score of 4 or higher.

### **PLANNING PRIORITIES** [PGS 74-78]

As in the previous survey, respondents were asked to nominate the major issue of concern to them, both for the Blue Mountains as a whole and for their local area.

Road maintenance was by far the number one local neighbourhood priority, with 20.8% of residents identifying it as a major issue of concern. Another 7.0% nominated backburning and other fire prevention measures, while 6.5% indicated there needs to be more beautification of the area (including improved maintenance and cleanliness).

At the city-wide level, 10.9% of residents identified road maintenance as the top priority for Council action. Backburning and other fire prevention measures and developments to retain the village atmosphere and character (controlled developments) were both nominated by 8.2% of residents.

### **FUNDING PRIORITIES** [PGS 79-81]

SES buildings and Rural Fire Stations was identified by nearly four out of five Blue Mountains residents as a 'high' priority, resulting in a mean score of 7.94 out of 10.

Other assets funding options to score highly included roads and footpaths (7.76), stormwater infrastructure (7.47) and waste management facilities (7.43).

### **STAFF PERFORMANCE** [PGS 82-84]

57.4% of residents surveyed indicated that they have interacted with Council staff in the last twelve months. Over two thirds (69.5%) of residents that have had recent contact

provided a 'high' satisfaction rating, resulting in a mean of 3.81 out of 5. This is the highest score since the original survey measure in 2000.

### **COUNCILLOR PERFORMANCE** [PGS 85-87]

12.2% of residents indicated that they have had a dealing with at least one of their elected Councillors in the last twelve months.

Satisfaction with Councillor performance has slipped, with the mean score down from 3.21 in 2009 to 2.88 in 2010.

### **COMMUNITY VALUES** [PG 88]

Nearly a quarter of residents (22.1%) identified the natural environment and bushlands as the thing they value most about living in the Blue Mountains. The top three was unchanged from 2009, with peacefulness and tranquillity (15.8%) and fresh air (13.0%) rounding out the top of the list.

### **ENVIRONMENTALLY SUSTAINABLE LIVING** [PG 89]

Nearly all Blue Mountains residents indicated that they recycle paper, plastics, glass and metals (99.2%). Around three quarters (72.6%) conserve water by recycling it, using water efficient fixtures or water tanks, while 59.7% maintain a compost heap or worm farm. This year's survey showed that fewer residents were purchasing green power.

### **COMMUNITY SAFETY & CONNECTEDNESS** [PGS 90-92]

Nine in ten residents agree that they generally feel safe in their neighbourhood, resulting in a mean score of 4.47. Most feel that they are in good health (4.47) and that their neighbourhood is a friendly place to live (4.34). Encouragingly, many know someone in their area (outside immediate family) that they can turn to in a time of crisis (4.35).

# 1 INTRODUCTION

## 1.1 BACKGROUND

This study was commissioned by Blue Mountains City Council (BMCC) as the eighth in a series of surveys aimed at monitoring community satisfaction with the quality and level of services provided by Council. The broad goals of the study were to measure Council's performance against benchmarks set in the 2000 benchmarking survey (also conducted by IRIS) and to provide up-to-date insights into satisfaction with services and community issues of importance. The design used for this survey represents the specific needs of BMCC management and permits examination of movement in importance and satisfaction on a number of broad areas of Council performance.

The study was designed to permit measurement of differences in resident attitudes between each of the five Community Planning Areas (CPAs) used by Council, as shown in Table 1.1.

**Table 1.1 Blue Mountains City Council Community Planning Areas**

CPA	Localities
Area 1	Blackheath, Megalong Valley, the Mounts
Area 2	Medlow Bath, Katoomba, Leura, Wentworth Falls
Area 3	Bullaburra, Lawson, Hazelbrook, Woodford, Linden
Area 4	Falconbridge, Springwood, Winmalee, Valley Heights
Area 5	Warrimoo, Blaxland, Mt Riverview, Glenbrook, Lapstone

## 1.2 STUDY OBJECTIVES

The specific objectives for the Community Survey were to:

- Measure the importance of and satisfaction with services and facilities provided by Council;
- Measure perceived performance of Council staff;
- Where appropriate, measure performance against previous surveys in the series;
- Identify current major issues of concern at the local and citywide levels;
- Identify priorities for action and funding over the next 5-10 years.

## 1.3 ATTITUDE MEASUREMENT

The three separate attitude scales used in this survey are shown below: they are used by survey respondents to rate importance, satisfaction and agreement. In the first section of the survey, a series of 50 Council services and facilities were read out to respondents. For each, respondents were asked to give both an importance and satisfaction rating. Results from these ratings form the basis of much of the analysis in this report.

<b><i>Importance scale</i></b>	<b><i>Satisfaction scale</i></b>	<b><i>Agreement Scale</i></b>
1 ... Not at all important	1 ... Very dissatisfied	1... Strongly disagree
2 ...	2 ...	2...
3 ...	3 ...	3...
4 ...	4 ...	4...
5 ... Very important	5 ... Very satisfied	5... Strongly agree

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were coded as a non-response (i.e. 6 = 'can't say').

It should be noted that one section of this year's report – Section 5: Funding Priorities – utilises an 11-point scale to measure the priority place on various asset funding options. In this case, 0 represents the minimum value (i.e. 'very low priority') with 10 representing the maximum (i.e. 'very high priority'). The non-response code on this scale is 11.



## 1.4 DATA ANALYSIS

Results have been presented in a standardised way in this report. Rating scale results have generally been presented in two basic forms. Firstly, the numeric values recorded for each attribute have been converted into an overall mean score out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. The mean score makes data interpretation considerably easier when comparing multiple services and facilities.

On the whole, a mean score is a good measure of the overall agreement, importance or satisfaction measured in the sample group. However, two services with the same mean score could have vastly different dispersions of opinion, leading to a gap in any interpretation of results. This potential problem can be avoided by considering the collapsed frequency distribution tables presented in this report, which serve to highlight possible differences between seemingly similar mean scores. Hence, in this report the results have also been summarised into collapsed frequency distributions as shown in the table below.

**Table 1-1 Reporting collapsed frequency distributions – 5 point scale**

Scale Type	Scale Values		
	1-2	3	4-5
Importance	Low	Medium	High
Satisfaction	Low	Medium	High
Agreement	Disagree	Neutral	Agree

**Table 1-2 Reporting collapsed frequency distributions – 11 point scale**

Scale Type	Scale Values		
	0-3	4-6	7-10
Priority	Low	Medium	High

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software. Frequency counts, cross tabulations and charts have been used to present basic descriptive results in most sections of the report. Other statistical procedures were used to conduct significance tests. Where proportions have been reported for groups of respondents (e.g. males 65% vs. females 75%) Pearson's Chi-Square was the test statistic used to determine whether group results were indeed significantly different. When comparing mean scores for interval data (e.g. Ward A = 5.40, Ward B = 5.60 & Ward C = 5.80) analysis of variance (ANOVA) was the primary statistical test used to investigate whether results were significantly different. Where more than two groups were being compared, post-hoc tests were applied: Bonferroni (equal variance assumed) and Games-Howel (equal variance not assumed). Post-hoc tests highlight exactly which groups have differing results where more than two groups are being compared.

## 1.5 COMPARING RESULTS

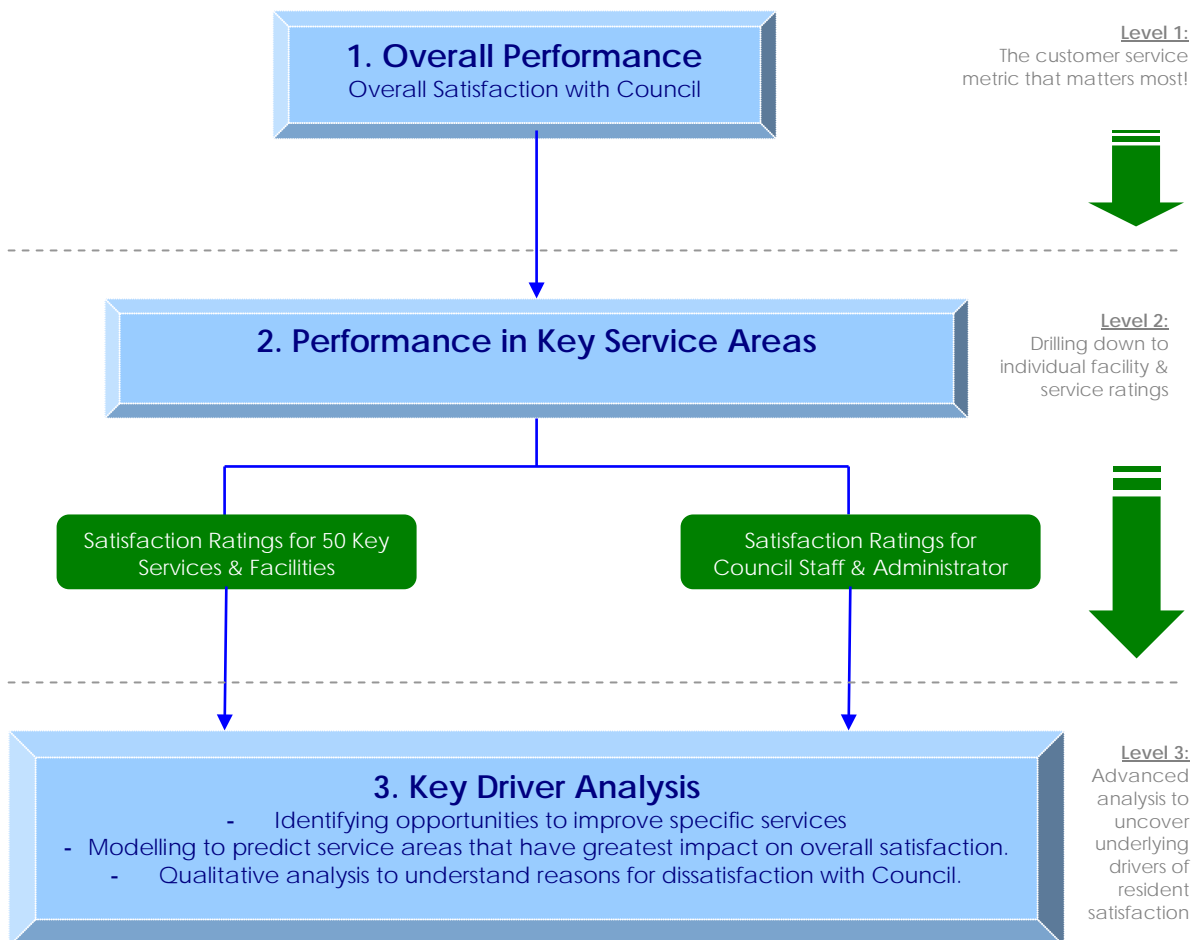
### 1.5.1 *Previous Surveys*

Where possible, results from the 2010 survey have been compared with previous survey results. While overall the questionnaire employed in 2010 was very similar to those used in previous years, it should be noted that a number of questions were rephrased this year to better align with other Council planning instruments, including the *City Vision*. This can affect comparisons between the ratings given for these services and facilities in 2009 and 2010.

## 1.6 MEASURING PERCEPTIONS OF PERFORMANCE

To gain true insight into how Council is performing relative to resident expectations, the best approach is to use a ‘top down’ analytical approach. As Figure 1-1 illustrates, the IRIS analytical framework is logical and sequential: first overall performance metrics (big picture); then specific aspects of Council performance in delivering key services (operational); and finally, advanced analytical techniques to uncover key drivers (diagnostic).

Figure 1-1 Performance Measurement – the IRIS Analytical Framework



## 1.7 SURVEY RESPONSE

A total of 1008 completed surveys were collected from a random sample of residents throughout the Blue Mountains Local Government Area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on Census data). Table 1-2 provides an overview of the distribution of key respondent characteristics.

**Table 1-3 Sample Respondent Characteristics**

Characteristic	Proportion of Area (%)					
	1	2	3	4	5	Overall
<b>Gender</b>						
Male	41.6%	36.8%	43.4%	43.7%	45.8%	42.3%
Female	58.4%	63.2%	56.6%	56.3%	54.2%	57.7%
<b>Age Group</b>						
18-29 yrs	11.0%	13.3%	12.8%	15.8%	17.9%	14.9%
30-39 yrs	18.6%	16.6%	19.9%	15.6%	16.5%	16.9%
40-49 yrs	29.6%	29.7%	35.4%	35.3%	34.8%	33.3%
50-59 yrs	20.7%	19.4%	17.5%	16.4%	19.5%	18.5%
Over 60 years	20.0%	21.0%	14.4%	16.8%	11.2%	16.4%

Please refer to Appendix 1 for a detailed description of the survey methodology.

# SURVEY RESULTS

## 2 INDIVIDUAL COUNCIL SERVICES & FACILITIES

This section presents the results for Question 1 (see questionnaire in Appendix 3), which asked respondents to rate the importance of 50 key services and facilities provided by BMCC, and then to rate their satisfaction with Council's provision of these services and facilities.

In 2010 services and facilities were grouped under headings relating to Key Directions as set out in the *City Vision*. This differs from previous years in which the individual services and facilities were grouped under nine key service areas which were derived in survey planning workshops held between Council management and IRIS. In all, there were five Key Directions:

1. **Looking after the Environment** (eg. bush regeneration, garbage collection, etc)
2. **Using Land for Living** (eg. residential development, parking, town centre, etc)
3. **Moving Around** (eg. roads, footpaths, lighting public areas, etc)
4. **Looking after People** (eg. daycare, bushfire protection, sportsgrounds, etc)
5. **Sustainable Economy** (eg. employment, tourism, arts, etc)

Ratings have been analysed at two levels: a) key service area level, as displayed above; & b) individual service or facility level. At the key service area level, composite scores have been derived for each area by calculating the mean score for all services and facilities rated under that heading.

Due to the change in the overall groupings of the individual services and facilities in 2010, trend comparisons at the Key Direction level are not possible as they were in previous years for the key service areas.

Section 2.1 presents the results in terms of the importance placed on the services and facilities by residents. Section 2.2 assesses Council performance in terms of resident satisfaction with the provision of these services and facilities. Finally, Section 3.0 attempts to prioritise these services and facilities, giving Council actionable information that can be used to allocate resources and make informed policy decisions.

## 2.1 IMPORTANCE RATINGS

Respondents were asked to rate the importance of each of the 50 Council services and facilities on a scale of 1 to 5, where 1 = 'not important' and 5 = 'very important'. Section 2.1.1 provides an overview of the key service areas, whilst sections 2.1.2 to 2.1.6 give a more detailed account of importance ratings for individual services and facilities. A more detailed summary of ratings for each service is provided in the appendix.

### 2.1.1 Overview of Key Direction Areas

#### 2.1.1.1 Overall Analysis

Table 2-1 Importance Ratings for Overall Key Directions

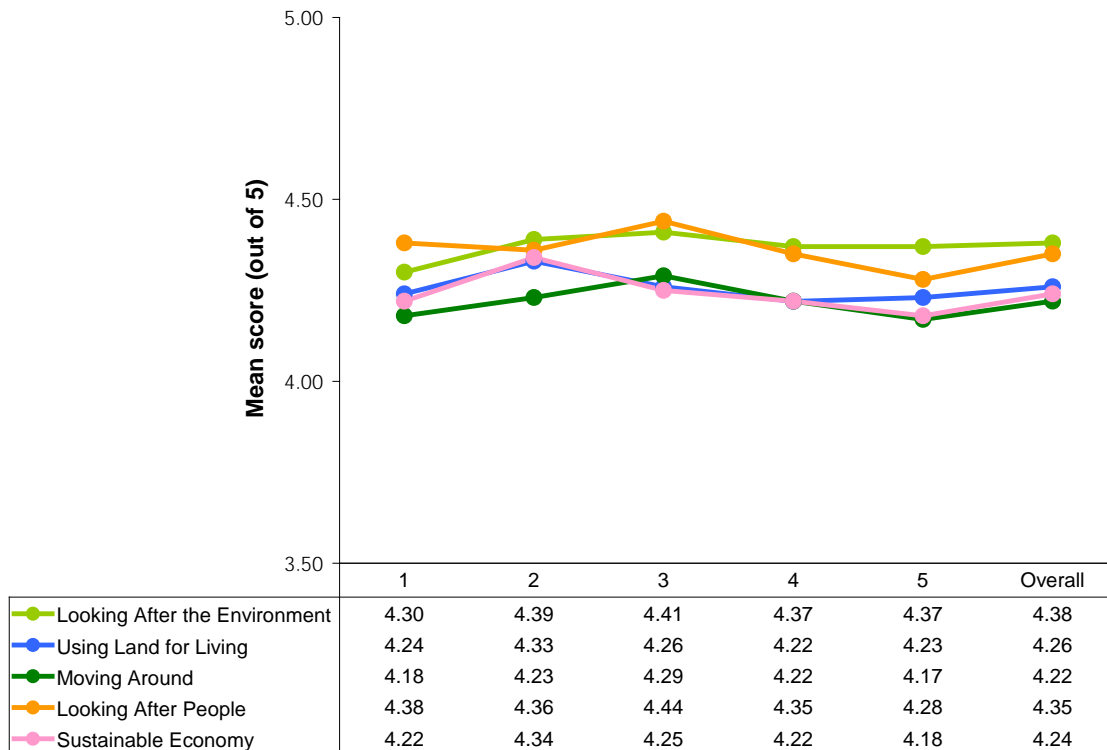
Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Looking After the Environment	0.0%	1.3%	18.1%	80.6%	4.38
Looking After People	0.0%	1.7%	20.5%	77.8%	4.35
Using Land for Living	0.0%	2.6%	23.3%	74.1%	4.26
Sustainable Economy	0.4%	3.6%	23.0%	73.0%	4.24
Moving Around	0.0%	2.4%	27.3%	70.3%	4.22

#### Key results:

- Looking After the Environment was rated as the most important Key Direction by the Blue Mountain's community in 2010, with a mean score of 4.38 out of 5. This is consistent with last year's survey in which the Key Service Area of Environmental Management was ranked first.
- Coming in at a close second was Looking After People, with a mean score of 4.35.
- Moving around was ranked the least important Key Direction, however its mean score of 4.22 is not far behind that of the top scoring Key Direction.
- In all, at least 7 out of 10 residents provided a 'high' importance rating (that is, a score of 4 or 5) for each of the Key Directions covered in this survey.

### 2.1.1.2 Planning Area Analysis

Figure 2-1 Planning Area comparison of Mean Importance of Key Directions (n=1008)



**Key results:**

- There were no statistically significant differences between the Planning Areas when it came to the average importance placed on each of the Key Directions.



## 2.1.2 Looking After the Environment

The first Key Direction dealt with in the 2010 survey was 'Looking After the Environment' The following section of this report deals with the individual services and facilities falling under this banner.

### 2.1.2.1 Distribution of Results

Table 2-2 Importance Ratings for Looking After the Environment

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Environmental Management</b>					
Clean creeks & waterways	0.8%	1.5%	5.7%	92.0%	4.58
Protection of natural bushland.	0.2%	3.2%	16.2%	80.4%	4.29
Weed control	1.2%	6.1%	12.2%	80.4%	4.27
Bush regeneration	1.3%	6.8%	14.6%	77.3%	4.18
<b>Resource Management</b>					
Garbage collection	0.0%	0.3%	3.2%	96.4%	4.78
Wheelie Bin curbside recycling service	0.1%	1.6%	2.6%	95.6%	4.75
Waste Management Facilities	4.1%	4.2%	7.2%	84.5%	4.46
Annual bulky waste pickup	2.0%	6.1%	14.1%	77.9%	4.24
Curbside chipping of green waste	3.4%	8.7%	18.6%	69.2%	4.05
Construction materials recovery and recycling service	14.2%	9.3%	14.5%	62.1%	4.00
<b>Water Resource Management</b>					
Stormwater Infrastructure	3.6%	3.7%	9.3%	83.5%	4.46

#### Key results:

- All the services falling within the Looking After the Environment Key Direction received a 'high' mean importance score of 4 or higher out of 5.
- Garbage collection and the wheelie bin curbside recycling service were ranked as the services Blue Mountains residents place the greatest importance on within this Key Direction, with means of 4.78 and 4.75 respectively.
- These were ranked third and fifth overall out of all 50 service and facilities.
- Meanwhile, curbside chipping of green waste and the construction materials recovery and recycling service, which also fall under 'Resource Management' were ranked least important.

- 
- Residents placed particularly high importance on clean creeks and waterways (4.58) while waste management facilities and stormwater infrastructure were not far behind, both scoring importance means of 4.46.
  - Further statistical testing revealed a number of significant differences between demographic groupings:
    - Of all the items within this Key Direction, females placed higher importance on seven: protection of natural bushland (4.43), clean creeks and waterways (4.65), bush regeneration (4.32), wheelie bin curbside recycling service (4.80), annual bulky waste pickup (4.33), curbside chipping of green waste (4.15) and stormwater infrastructure (4.53).
    - Blue Mountains youth (16-24 years) provided statistically lower importance scores for all of the above services and facilities than the older age groups, except in the case of wheelie bin curbside recycling service in which all age brackets gave very similar ratings.

### 2.1.2.2 Trend Analysis

Figure 2-2a Trend in Importance Ratings for Looking After the Environment (n=1008)

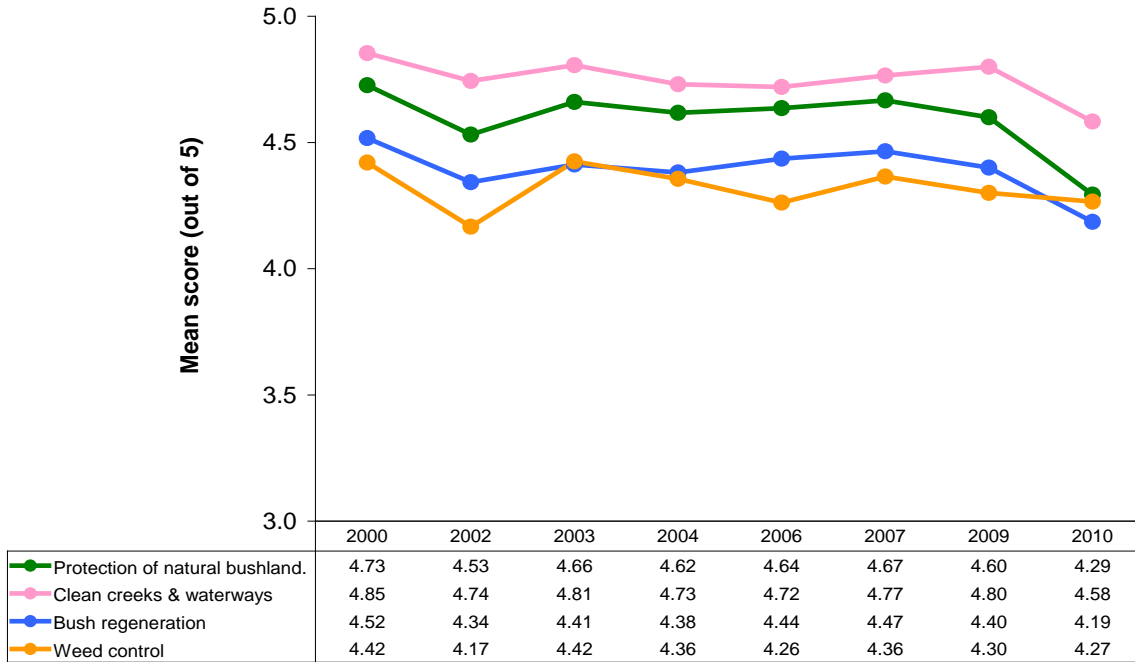
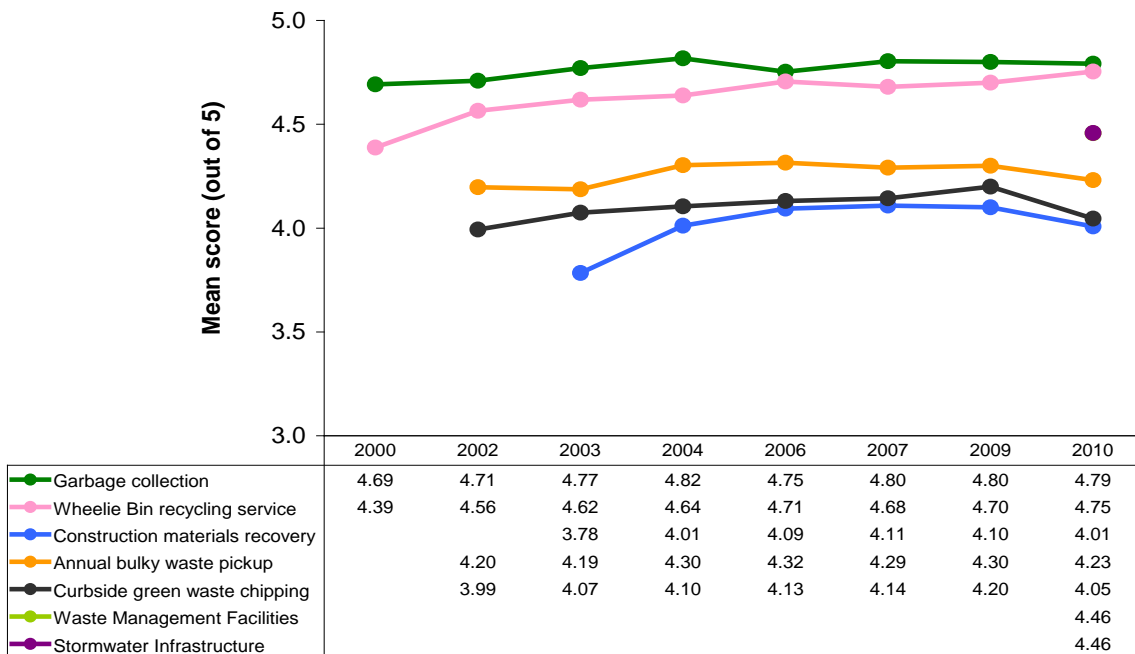


Figure 2-2b Trend in Importance Ratings for Looking After the Environment (n=1008)



**Key results:**

- There appears to have been a drop off in the importance residents place on services falling under the banner of ‘Environmental Management’. While still achieving ‘high’ mean scores, protection of natural bushland, clean creeks and waterways, and bush regeneration all reported declines from their 2009 scores.
- Otherwise, there has been little movement in importance ratings for the individual services and facilities within this Key Direction over the last few years.

**2.1.2.3 Planning Area Analysis**

**Figure 2-2c Planning Area Importance Ratings for Looking After the Environment**

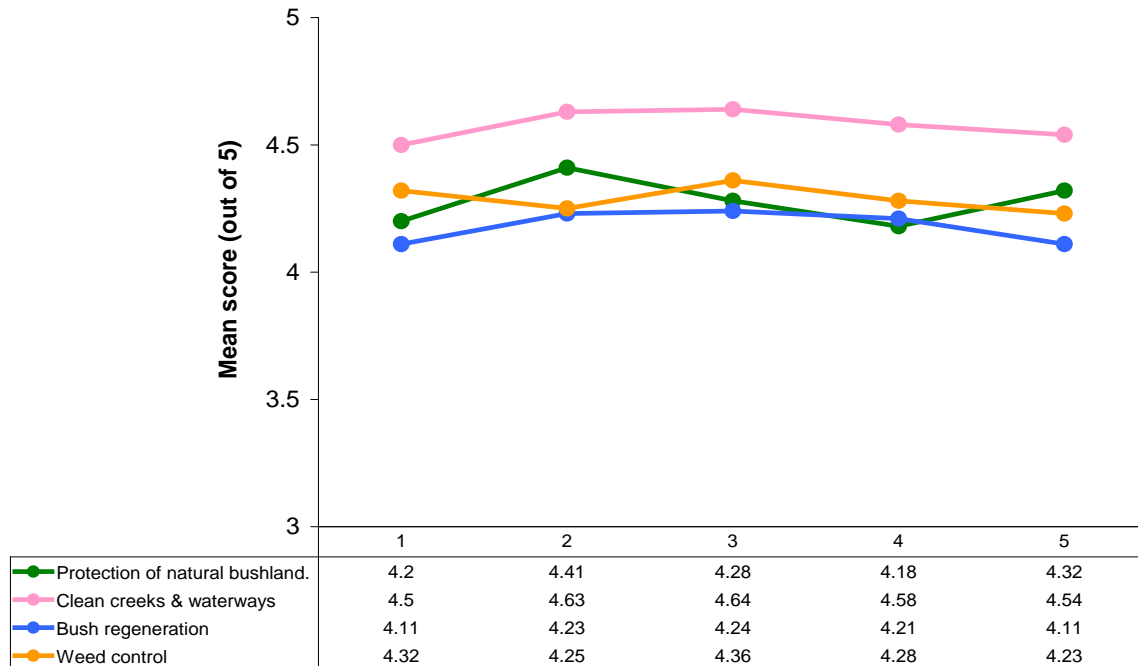
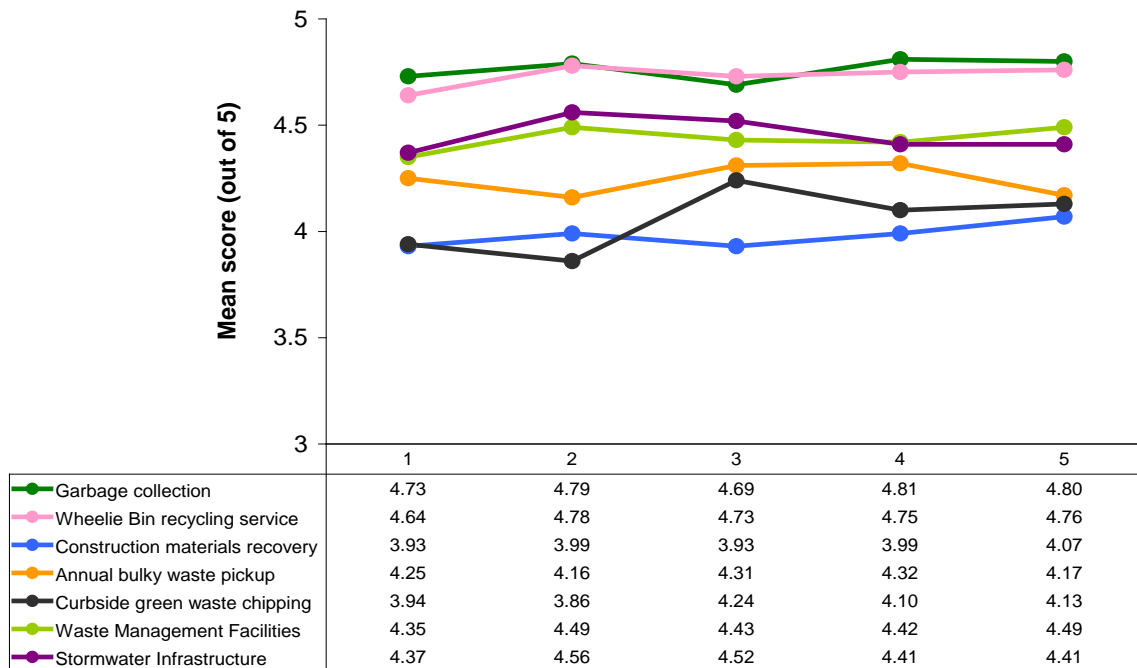


Figure 2-2d Planning Area Importance Ratings for Looking After the Environment



**Key results:**

- The only statistically significant difference in importance ratings for items in the Key Direction of Looking After the Environment was that residents of Planning Area 3 (4.24) were more likely to provide a higher score for curbside chipping of green waste than residents of Planning Area 2 (3.86).

## 2.1.3 Using Land for Living

The next Key Direction dealt with was 'Using Land for Living'. This section of the report looks into the individual services and facilities within this Key Direction.

### 2.1.3.1 Distribution of Results

Table 2-3 Importance Ratings for Using Land for Living

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Land Use Management</b>					
Managing residential development	3.7%	3.1%	10.3%	83.0%	4.41
Protection of heritage values & buildings	0.6%	5.9%	14.1%	79.4%	4.22
Enhancing the built environment	3.1%	5.3%	19.6%	72.0%	4.06
<b>Town Centres</b>					
Litter control	0.4%	1.7%	6.4%	91.5%	4.52
Town centre & village atmosphere	0.5%	2.4%	8.5%	88.6%	4.44
Parking for shoppers	0.5%	2.2%	10.7%	86.5%	4.43
Public toilets	0.5%	4.4%	12.1%	82.9%	4.36
Street cleaning	1.7%	6.3%	18.0%	74.0%	4.10
<b>Burial &amp; Ashes Placement</b>					
Cemeteries and ashes placement sites.	9.1%	15.7%	18.9%	56.3%	3.70

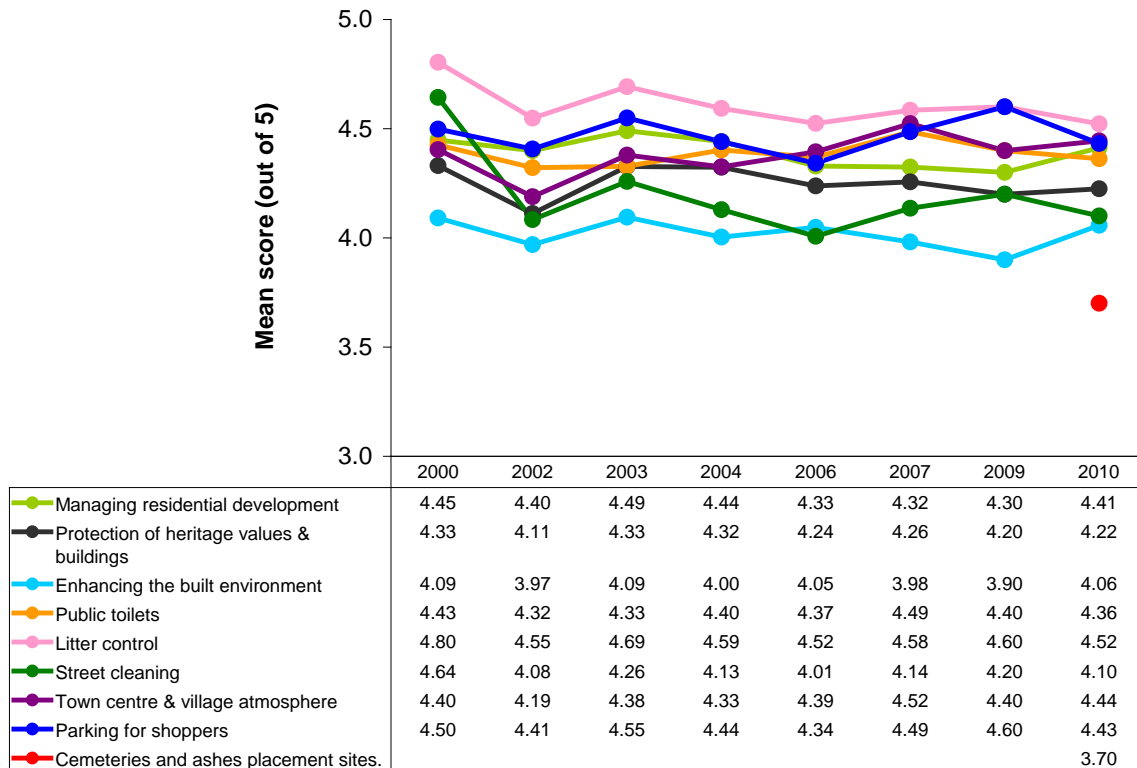
#### Key results:

- Litter control was rated by Blue Mountains residents as the most important service within the Key Direction of Using Land for Living, recording a 'high' mean score of 4.52 out of 5.
- In general, the items falling within the sub-group of 'Town Centres' rated quite highly, with town centre and village atmosphere registering an importance mean of 4.44 and parking for shoppers following at 4.43.
- Managing residential development was the 'Land Use Management' item that residents placed greatest satisfaction on, with a mean score of 4.41.
- Cemeteries and ashes placement sites was the only service or facility within this Key Direction to not achieve a 'high' mean rating. Its importance score of 3.70 places it in the 'medium' range.

- 
- A number of statistically significant variations were identified within demographic groupings:
    - Females placed significantly higher importance on all items within the Key Direction of Using Land for Living than males, except in the case of street cleaning for which there was no difference between the sexes.
    - 16-24 year olds again were more likely to provide lower importance ratings for all of the above services and facilities.
    - Residents in the 25-34 years age bracket joined the local youth in providing significantly lower importance ratings when it came to managing residential development (4.16) and cemeteries and ashes placement sites (3.10).

### 2.1.3.2 Trend Analysis

Figure 2-3a Trend in Importance Ratings for Using Land for Living (n=1008)



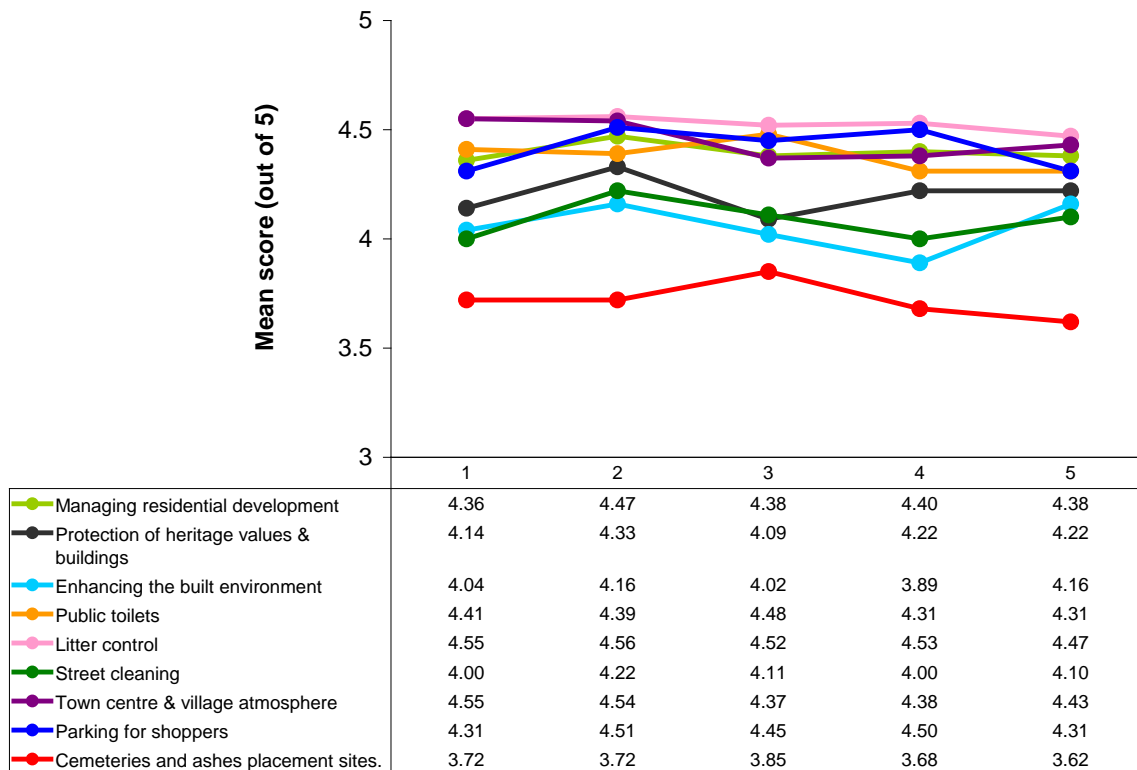
#### Key results:

- There were minimal changes in the importance scores for the individual services and facilities measured in this Key Direction since the last survey.
- The most notable increase was for enhancing the built environment, up from 3.90 to 4.06.
- Parking for shoppers reported the largest fall although this was relatively small, down from 4.60 to 4.43.



### 2.1.3.3 Planning Area Analysis

Figure 2-3b Planning Area Importance Ratings for Using Land for Living



#### Key results:

- Residents of the five local Planning Areas were fairly consistent in how they rated the importance they place on the individual services and facilities within the Key Direction of Using Land for Living, with no significant differences uncovered.

## 2.1.4 Moving Around

Moving Around was the third Key Direction dealt with in this survey. Importance ratings for items within this Key Direction are detailed below.

### 2.1.4.1 Distribution of Results

Table 2-4 Importance Ratings for Moving Around

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Transport &amp; Public Access</b>					
Sealed roads	0.4%	3.0%	9.3%	87.4%	4.47
Pedestrian access generally around shopping centres & community facilities.	0.1%	1.5%	7.9%	90.5%	4.47
Lighting of public areas.	1.4%	2.9%	10.1%	85.6%	4.47
Footpaths	0.2%	3.3%	9.2%	87.2%	4.42
Carparks	1.2%	3.3%	15.0%	80.5%	4.27
Commuter parking	2.6%	8.7%	11.5%	77.1%	4.17
Bus shelters	3.4%	13.1%	17.8%	65.7%	3.86
Cycle ways	4.0%	15.9%	18.0%	62.1%	3.74
Unsealed roads	8.3%	17.6%	30.7%	43.4%	3.42
<b>Traffic Management</b>					
Traffic Safety	0.2%	0.5%	3.2%	96.2%	4.77

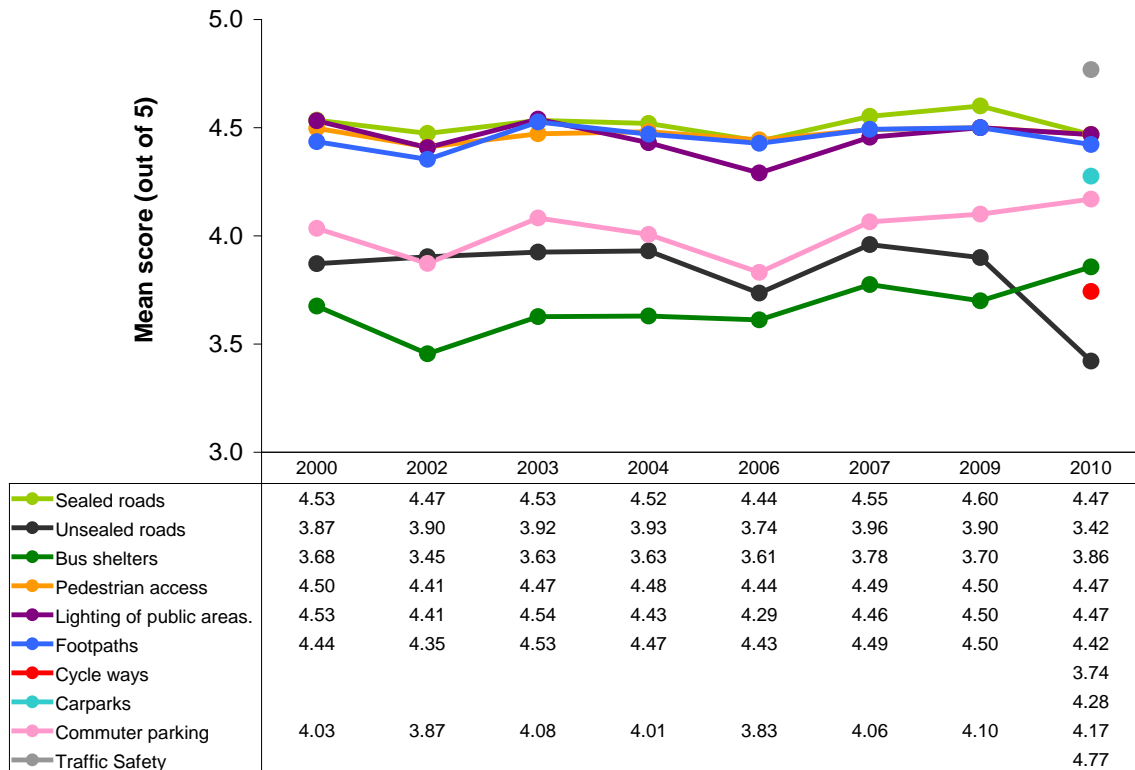
#### Key results:

- Traffic safety was by far the most important item within this Key Direction, with a mean score of 4.77 out of 5. It was given a 'high' score by 96.2% of residents.
- Sealed roads, pedestrian access generally around shopping centres and community facilities, and lighting of public areas all recorded mean importance scores of 4.47, with around 9 in 10 residents providing 'high' ratings.
- There were three 'Transport & Public Access' items that attained mean scores in the 'medium' range, those being bus shelters (3.86), cycle ways (3.74) and unsealed roads (3.42).
- Statistical testing uncovered a number of significant differences:
  - Females continued to provide higher importance ratings for items in this Key Direction, except for footpaths which is the one service/facility where there was no notable difference between the sexes.

- 
- Senior residents (65 years or older) placed significantly more importance on bus shelters (4.31) than those of the other age brackets surveyed.
  - People in the 65+ years age group also rated carparks as more important than residents aged 16-49 years.
  - Local youth (16-24 years) generally provided significantly lower scores for all other items, with 25-34 year olds joining them when it came to pedestrian access generally around shopping centres and community facilities (4.40), lighting of public areas (4.31) and commuter parking (3.90).

### 2.1.4.2 Trend Analysis

Figure 2-4a Trend in Importance Ratings for Moving Around (n=1008)

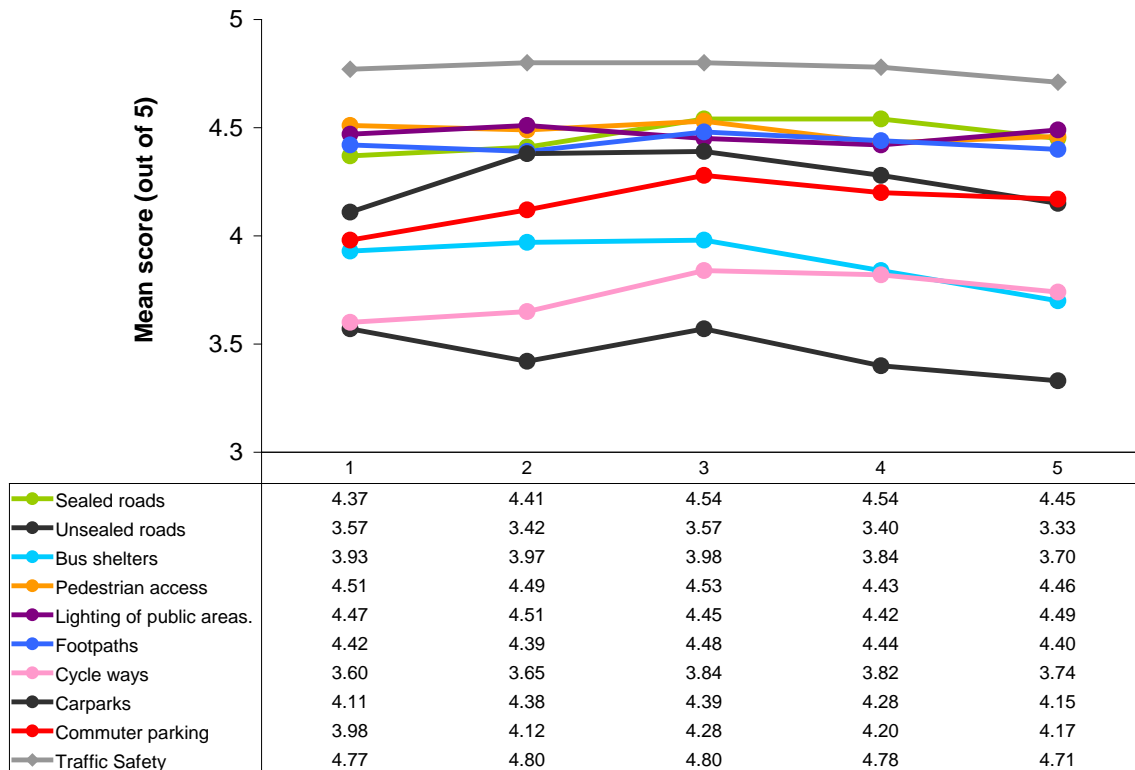


#### Key results:

- Overall there was little change in the importance residents place on the Moving Around services and facilities between this survey and the last.
- A slight increase in importance was reported for bus shelters, up from 3.70 to 3.86.
- There was, however, a significant decline in the mean importance rating for unsealed roads with the mean score falling from 3.90 to 3.42.

### 2.1.4.3 Planning Area Analysis

Figure 2-4b Planning Area Importance Ratings for Moving Around



**Key results:**

- Most items within this Key Direction reported strong similarities between local Planning Areas.
- The only statistically significant difference was that residents of Planning Areas 2 (4.38) and 3 (4.39) were more likely to provide higher importance ratings for carparks than those of Planning Area 1 (4.11).

## 2.1.5 Looking After People

Respondents were next asked to rate the importance they place on services and facilities that have to do with Looking After People. This subsection of the report analyses this.

### 2.1.5.1 Distribution of Results

Table 2-5 Importance Ratings for Looking After People

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Child Care</b>					
Family Day Care Services	13.4%	18.6%	8.5%	59.5%	3.82
<b>Community Safety</b>					
Protection from bushfires and emergencies	0.2%	0.1%	1.8%	97.8%	4.87
Rural Fire Service and SES buildings	1.6%	1.3%	3.4%	93.7%	4.70
<b>Community Development</b>					
Advocacy for facilities & services for people with a disability	4.7%	4.4%	5.5%	85.4%	4.48
Advocacy for services and facilities for older people	3.8%	4.8%	8.4%	82.9%	4.39
Advocacy for services and facilities for young people	5.6%	5.1%	7.9%	81.4%	4.38
Advocacy for services & facilities for children & families	6.9%	6.3%	10.1%	76.6%	4.29
Community centres & community halls	2.2%	5.5%	17.2%	75.1%	4.10
<b>Sport &amp; Recreation</b>					
Parks & playgrounds.	1.4%	3.3%	6.0%	89.4%	4.48
Council lookouts and walking trails.	2.2%	3.7%	13.0%	81.1%	4.29
Ovals & sporting grounds.	1.7%	6.7%	9.3%	82.3%	4.27
Swimming pools.	1.6%	5.3%	13.5%	79.5%	4.23
<b>Environmental Health &amp; Regulation</b>					
Clean, safe and healthy living environments	0.8%	0.3%	2.5%	96.4%	4.83
<b>Library &amp; Information</b>					
Library services	2.4%	7.8%	11.5%	78.3%	4.21
Library buildings	5.3%	5.7%	17.7%	71.3%	4.11
Hours of operation of the library service	7.5%	9.2%	16.7%	66.6%	4.01

#### Key results:

- Blue Mountains predictably regard 'Community Safety' with 'high' importance. Protection from bushfires and emergencies achieved the highest mean importance score out of all 50 items measured, at 4.87 out of 5. Rural Fire Service and SES building was close behind at 4.70.

- Locals also place great importance on clean, safe and healthy living environments, with this item registering a mean score of 4.83. Nearly all of those surveyed gave it a 'high' rating.
- Advocacy for services and facilities for disadvantaged groups within the community is also considered quite important, particularly when it comes to people with a disability (4.48), older people (4.39) and young people (4.38).
- In the area of 'Sports and Recreation' residents highly value parks and playgrounds, which recorded a mean importance score of 4.48 out of 5.
- Family day care services was the only item to attain a mean score in the 'medium' range, at 3.82.
- The following statistically significant differences in importance scores were discovered through further analysis:
  - Females were more likely to provide higher importance ratings for all of the 'Community Development', 'Sport & Recreation', 'Environmental Health & Regulation', and 'Library & Information' items measured in this survey than males, except in the case of ovals and sportsgrounds in which there was no statistical difference.
  - Females (4.73) also had a tendency to place greater importance on Rural Fire Services & State Emergency Service buildings than males (4.65).
  - Young adults (25-34 years) generally provided lower importance ratings for protection from bushfires and emergencies (4.79) and Rural Fire Services & State Emergency Service buildings (4.55) than senior residents aged 65 years or older (4.96 and 4.81 respectively).
  - Blue Mountains youth (16-24 years) were significantly more likely to place lower importance on advocacy for services & facilities for children & families (4.04), advocacy for services and facilities for young people (4.16), community centres & community halls (3.66), ovals & sporting grounds (3.94), swimming pools (3.97) and parks and playgrounds (4.12) than older residents.

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- Residents aged 50-64 years (4.62) and 65+ years (4.66) tend to place greater importance on advocacy for service and facilities for older people than younger residents.
  - Seniors (65 years or older) were also significantly more likely to provide higher importance scores for advocacy for service and facilities for people with a disability (4.71), library services (4.53), hours of operation of the library service (4.42) and library buildings (4.44) than residents aged 16-49 years.



### 2.1.5.2 Trend Analysis

Figure 2-5a Trend in Importance Ratings for Looking After People (n=1008)

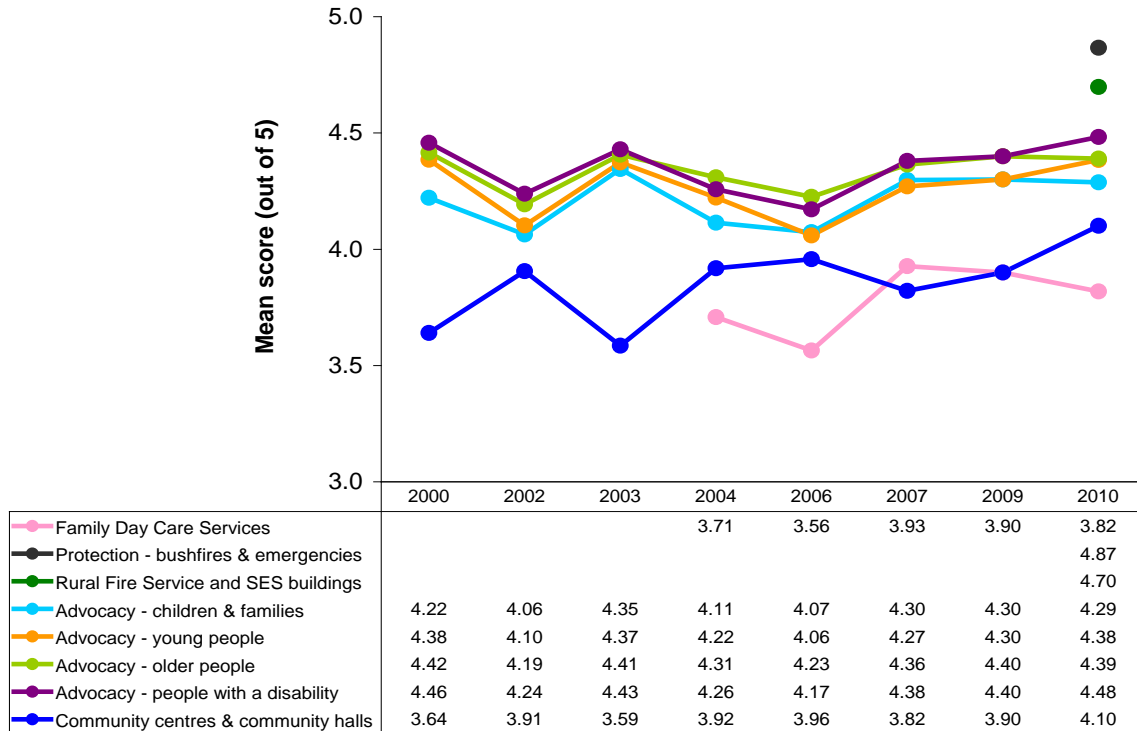
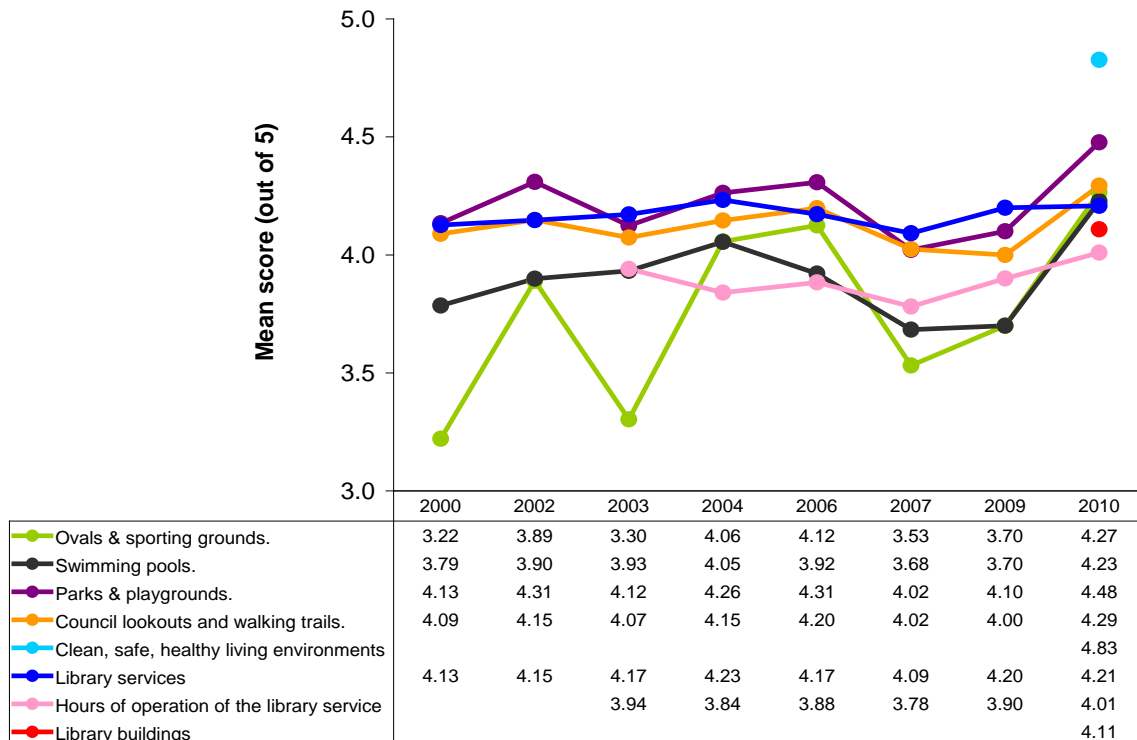


Figure 2-5b Trend in Importance Ratings for Looking After People (n=1008)



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**Key results:**

- There were a number of notable increases in the importance Blue Mountains residents place on services and facilities within the Key Direction of Looking After People since last year.
- Community centres and halls (3.90 to 4.10), ovals and sporting grounds (3.70 to 4.27), and swimming pools (3.70 to 4.23) all moved out of the 'medium' range in 2009 to the 'high' range in 2010.
- The importance placed on parks and playgrounds also increased significantly, with the mean score for this item rising from 4.10 to 4.48, while the importance score for Council lookouts and walking trails grew from 4.00 to 4.29.

### 2.1.5.3 Planning Area Analysis

Figure 2-5c Planning Area Importance Ratings for Looking After People

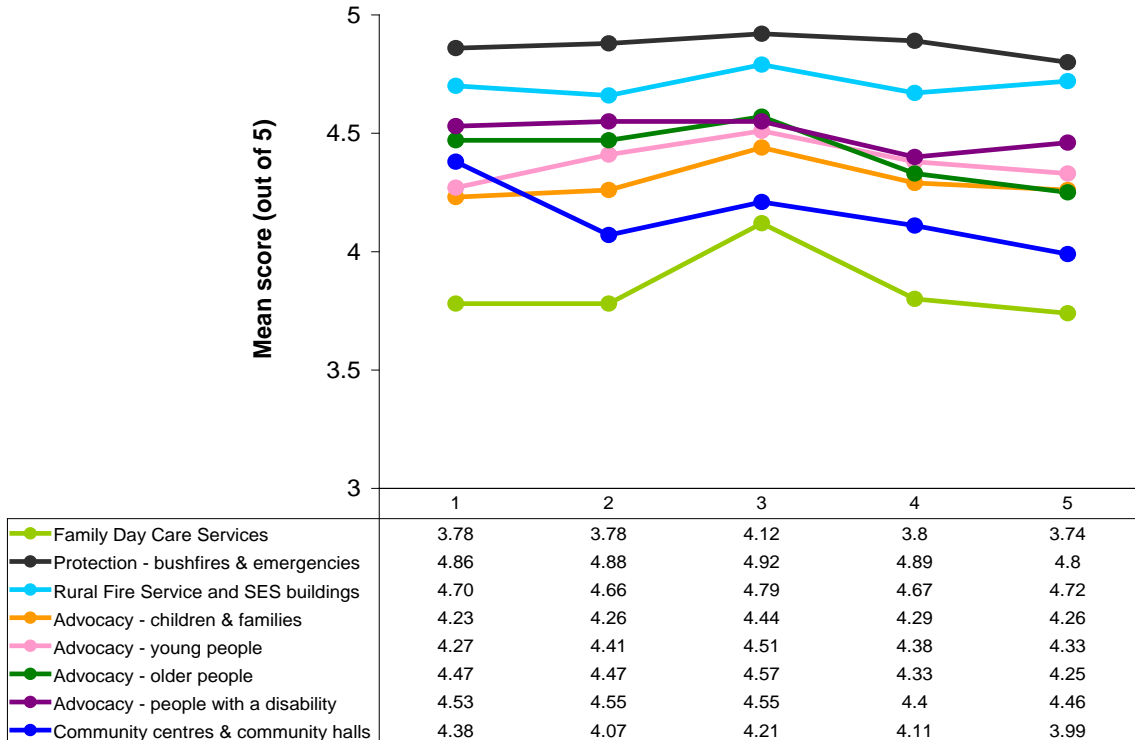
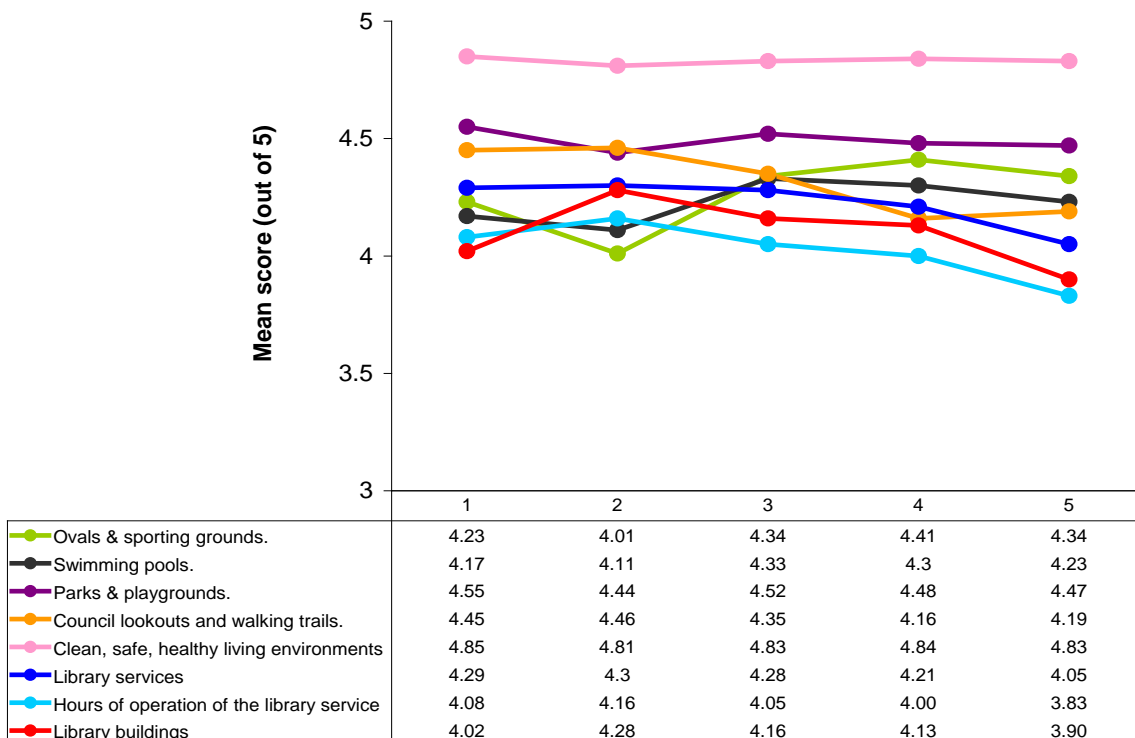


Figure 2-5d Planning Area Importance Ratings for Looking After People



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**Key results:**

- There were a number of statistically significant differences across the local Planning Areas when it came to the level of importance placed on services and facilities within this Key Direction.
- Residents of Planning Area 3 (4.92) had a tendency to place greater importance on protection from bushfires and emergencies than those of Planning Area 5 (4.80).
- This was also the case when it came to advocacy for services and facilities for older people (4.57 and 4.25 respectively).
- Meanwhile, residents of Planning Area 2 generally provided higher importance scores for hours of operation of the library services (4.16) and library buildings (4.28) than residents of Planning Area 5 (3.83 and 3.90 respectively).
- Planning Area 1 had a significantly higher mean importance rating for community centres and community halls (4.38) than Planning Areas 2 (4.07) and 5 (3.99).
- Significantly higher importance scores were generally provided by Planning Areas 3 (4.34), 4 (4.41) and 5 (4.34) for ovals and sportsgrounds than by Planning Area 2 (4.01).
- Residents of Planning Areas 1 (4.45) and 2 (4.46) had a tendency to place greater importance of Council lookouts and walking trails than residents of Planning Areas 4 (4.16) and 5 (4.19).

## 2.1.6 Sustainable Economy

Sustainable Economy was the last of the Key Directions residents were asked about as part of this survey. There were four services and facilities that residents were asked to rate, as shown below.

### 2.1.6.1 Distribution of Results

Table 2-6 Importance Ratings for Sustainable Economy

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Economic Development</b>					
Generating local employment opportunities	2.2%	2.4%	5.3%	90.1%	4.59
<b>Tourism Promotion</b>					
Tourism promotion	0.6%	6.0%	15.2%	78.2%	4.20
Visitor Information Centres	2.0%	5.2%	16.7%	76.1%	4.19
<b>Cultural &amp; Arts Facilities</b>					
Cultural & Arts facilities	3.2%	6.8%	21.6%	68.4%	3.98

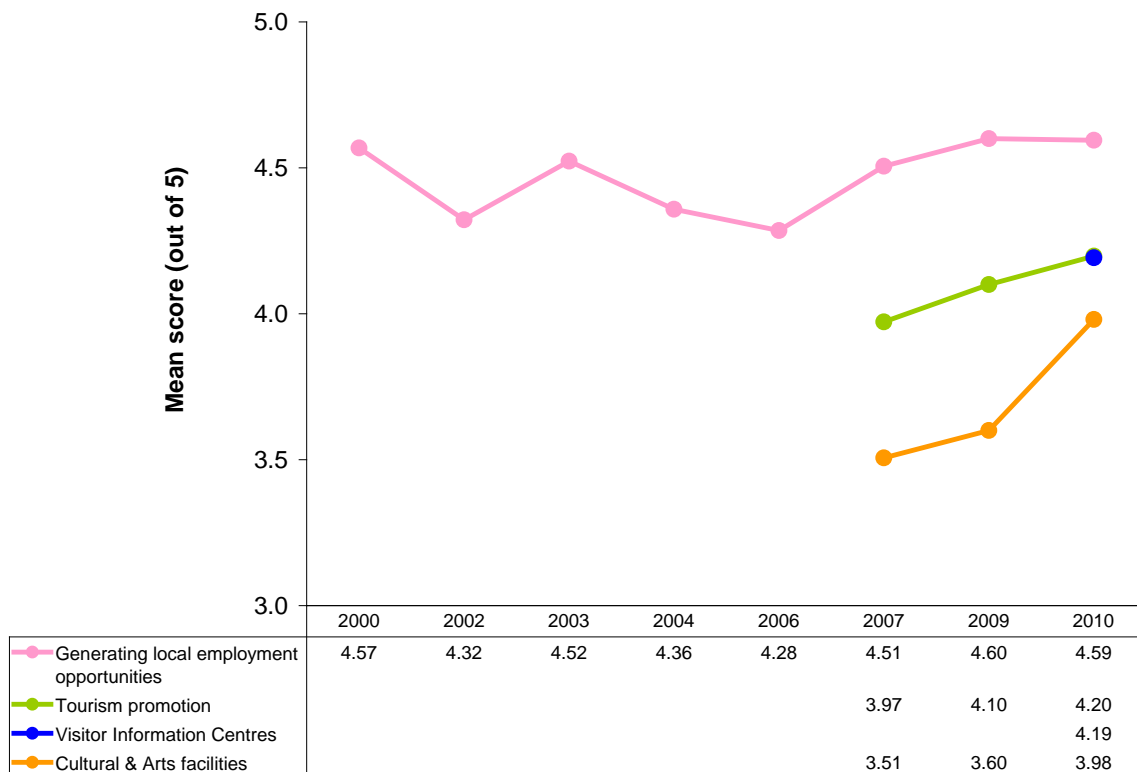
#### Key results:

- Three of the four Sustainable Economy items achieved 'high' mean scores of 4 or higher.
- Generating local employment opportunities was rated as the most important service within this Key Direction, with a mean score of 4.59 out of 5.
- Tourism promotion and Visitor Information Centres rated almost identically, recording importance means of 4.20 and 4.19 respectively.
- Cultural and arts facilities just slipped into the 'medium' range, registering a mean of 3.98 out of 5.
- Significant differences in mean importance were recorded for the following demographic groups:
  - Females placed greater importance on generating local employment opportunities (4.64) and cultural and arts facilities (4.13) than males (4.53 and 3.77 respectively).

- Local youth (16-24 years) were significantly more likely to provide a higher importance score for generating local employment opportunities (4.73) than seniors/retirees (4.42).
- Meanwhile, it was the youth that were least likely to provide a high importance rating for the other three items in this Key Direction.

### 2.1.6.2 Trend Analysis

Figure 2-6a Trend in Importance Ratings for Sustainable Economy (n=1008)

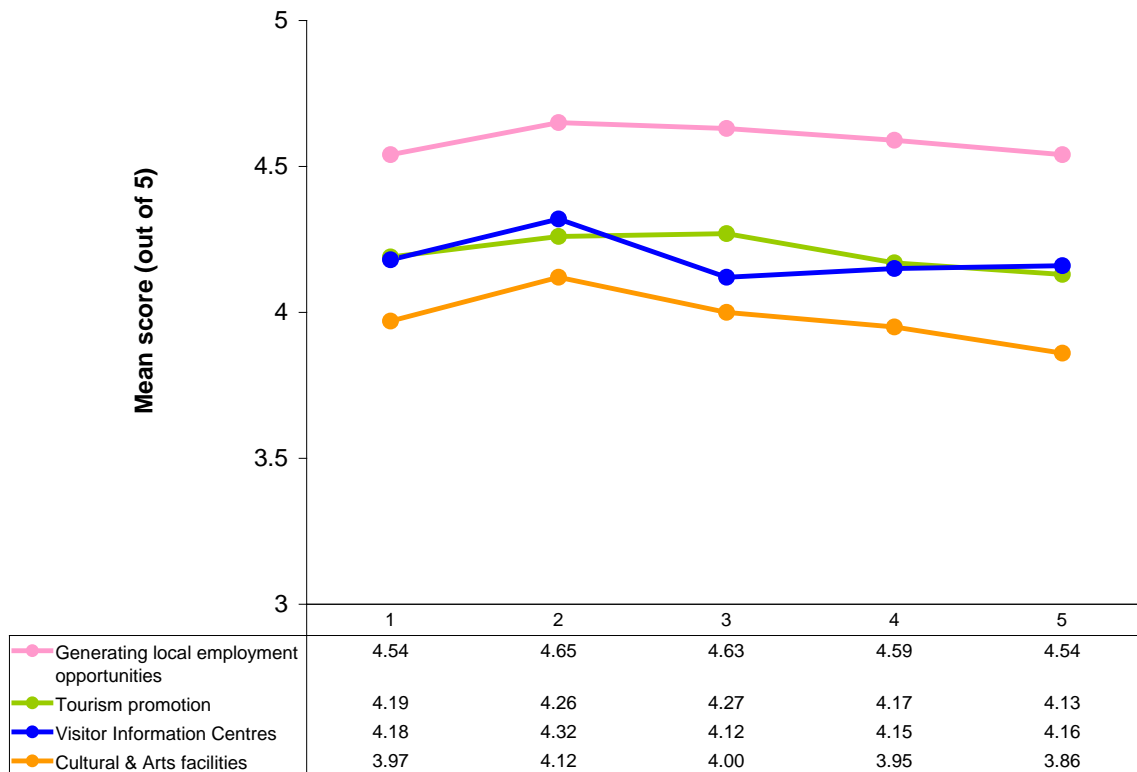


**Key results:**

- The only significant change in importance within this Key Direction occurred for cultural and arts facilities. The mean score for this item rose from 3.60 in 2009 to 3.98 this year.

### 2.1.6.3 Planning Area Analysis

Figure 2-6b Planning Area Importance Ratings for Sustainable Economy



**Key results:**

- The variation in importance between local Planning Areas was minimal and not significant.

## 2.2 SATISFACTION RATINGS

Respondents were asked to rate their satisfaction with the delivery of each of the 50 Council services and facilities on a scale of 1 to 5, where 1 = 'very dissatisfied' and 5 = 'very satisfied'. Section 2.2.1 provides an overview of the Key Directions, whilst sections 2.2.2 to 2.2.10 give a more detailed account of satisfaction ratings for individual services and facilities. A more detailed summary of ratings for each service is provided in the appendix.

### 2.2.1 Overview of Key Direction Areas

#### 2.2.1.1 Analysis

Table 2-7 Satisfaction Ratings for Overall Key Directions

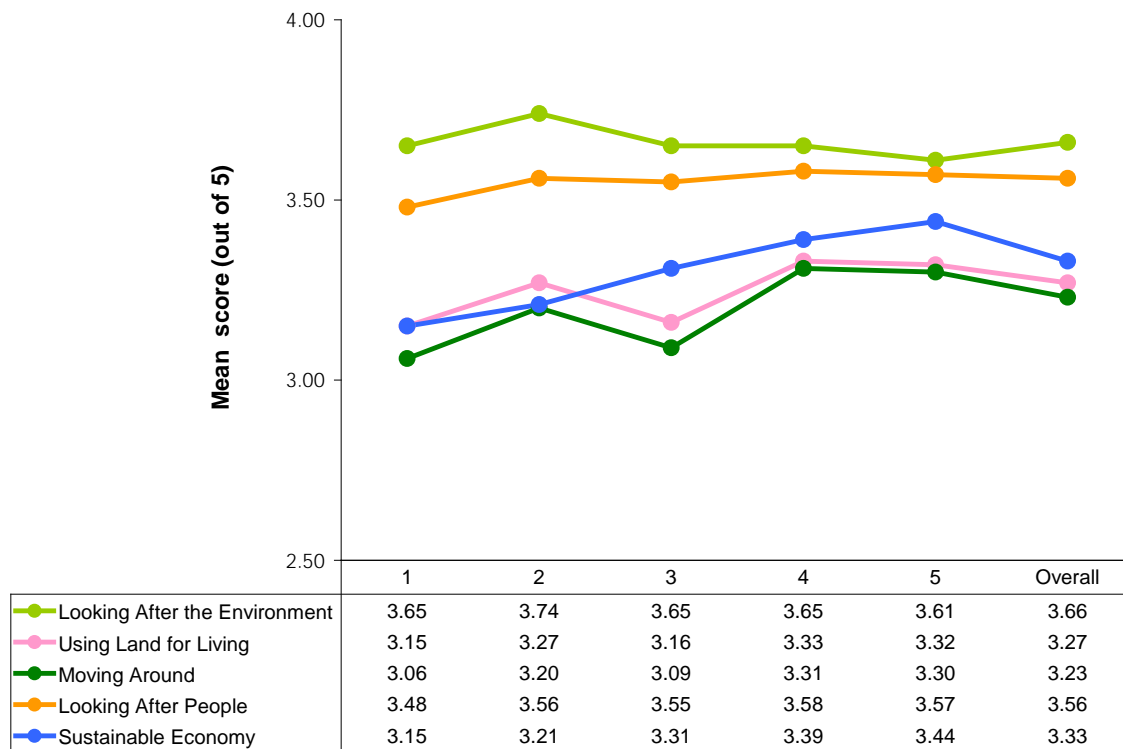
Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
Looking After the Environment	0.0%	11.2%	59.0%	29.8%	3.66
Looking After People	0.0%	16.5%	58.9%	24.6%	3.56
Sustainable Economy	1.3%	24.9%	50.6%	23.2%	3.33
Using Land for Living	0.0%	29.3%	56.7%	14.1%	3.27
Moving Around	0.0%	33.9%	52.6%	13.5%	3.23

#### Key results:

- In addition to being rated as most important, the Key Direction of Looking After the Environment achieved the highest overall mean satisfaction rating of 3.66 out of a possible 5.
- Each of the five Key Directions recorded overall satisfaction means within the 'medium' range, with Moving Around the lowest at 3.23. Just 13.5% of residents provided 'high' satisfaction scores for items within this Key Direction.



Figure 2-7 Planning Area comparison of Mean Satisfaction of Key Directions (n=1008)



**Key results:**

- A number of differences were noticed when it came to the level of satisfaction with these Key Directions between the five local Planning Areas.
- Planning Areas 4(3.31) and 5 (3.30) displayed greater levels of satisfaction with the Moving Around services and facilities than Planning Areas 1 (3.06) and 3 (3.09).
- Residents of Planning Areas 4 (3.39) and 5 (3.44) had a tendency to be more satisfied with the Sustainable Economy services and facilities than residents of Planning Area 1 (3.15).

## 2.2.2 Looking After the Environment

As was the case when it came to importance, residents were first asked to rate their level of satisfaction with the services and facilities within the Key Direction of Looking After the Environment. This subsection of the report analyses those responses.

### 2.2.2.1 Distribution of Results

Table 2-8 Satisfaction Ratings for Looking After the Environment

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Environmental Management</b>					
Bush regeneration	11.0%	9.9%	33.4%	45.6%	3.53
Protection of natural bushland.	8.6%	11.1%	35.4%	44.9%	3.49
Clean creeks & waterways	14.7%	14.0%	31.5%	39.8%	3.40
Weed control	9.9%	28.6%	37.3%	24.1%	2.93
<b>Resource Management</b>					
Garbage collection	0.0%	3.7%	9.0%	87.3%	4.43
Wheelie Bin curbside recycling service	0.6%	5.8%	10.1%	83.5%	4.37
Waste Management Facilities	12.7%	7.3%	22.0%	58.0%	3.89
Annual bulky waste pickup	6.3%	14.6%	24.6%	54.5%	3.69
Curbside chipping of green waste	10.4%	12.5%	24.5%	52.5%	3.68
Construction materials recovery and recycling service	9.5%	26.9%	33.8%	29.8%	3.55
<b>Storm Resource Management</b>					
Stormwater Infrastructure	10.7%	26.8%	32.1%	30.3%	3.04

#### Key results:

- Two services within the Key Direction of Looking After the Environment achieved 'high' mean satisfaction scores. Garbage collection recorded a mean of 4.43 out of 5, while the wheelie bin curbside recycling service was close behind at 4.37.
- It was the services and facilities falling under the banner of 'Resource Management' that rated most highly.
- Bush regeneration was the highest scoring of the 'Environmental Management' items, with a satisfaction mean of 3.53.
- At the same time, weed control was the lowest ranking item within this Key Direction at a 'low' 2.93.

- Nearly one third of residents provided a 'high' satisfaction rating for stormwater infrastructure, resulting in a mean score of 3.04.
- Further statistical testing revealed a number of significant differences in satisfaction ratings between the following demographic groupings:
  - Females (3.65) were more likely to be satisfied with the construction materials recovery and recycling service than males (3.43).
  - Senior residents (65 years and older) displayed higher levels of satisfaction with garbage collection (4.68), the construction materials recovery and recycling service (3.77) and curbside chipping of green waste (3.91) than younger residents.
  - Senior residents (4.54) were joined by those aged 35-49 years (4.39) in providing higher satisfaction for the wheelie bin curbside recycling service than local youth (4.11).
  - Young adults in the 25-34 years age bracket (4.11) were significantly more likely to be satisfied with waste management facilities than 16-24 year olds (3.71).

### 2.2.2.2 Trend Analysis

Figure 2-8a Trend in Satisfaction Ratings for Looking After the Environment (n=1008)

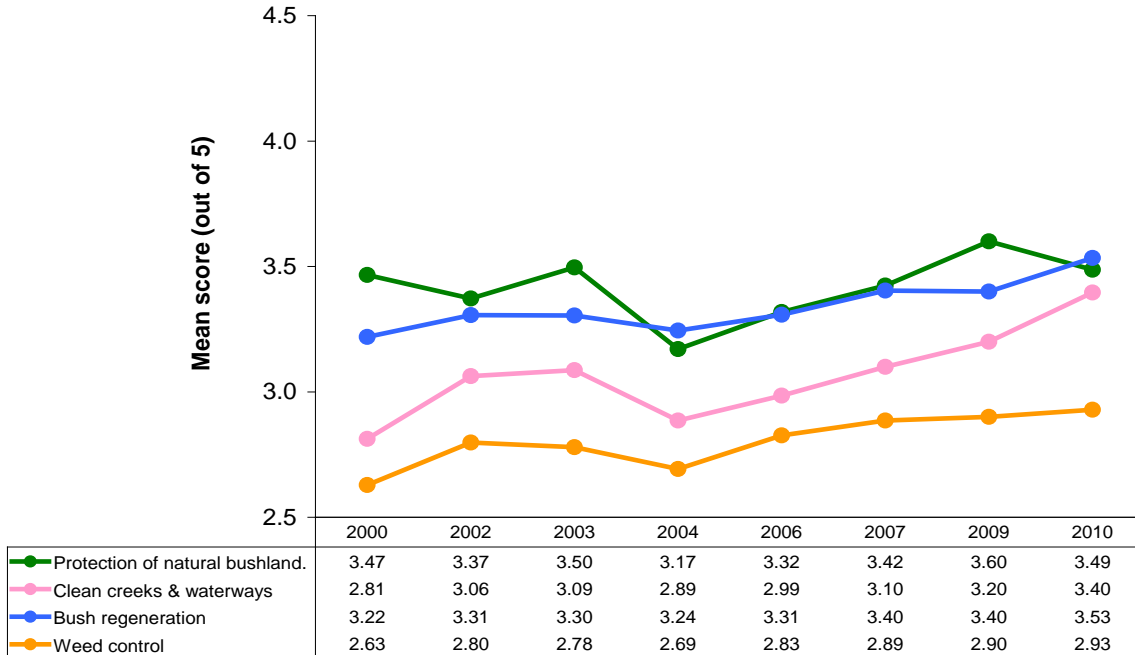
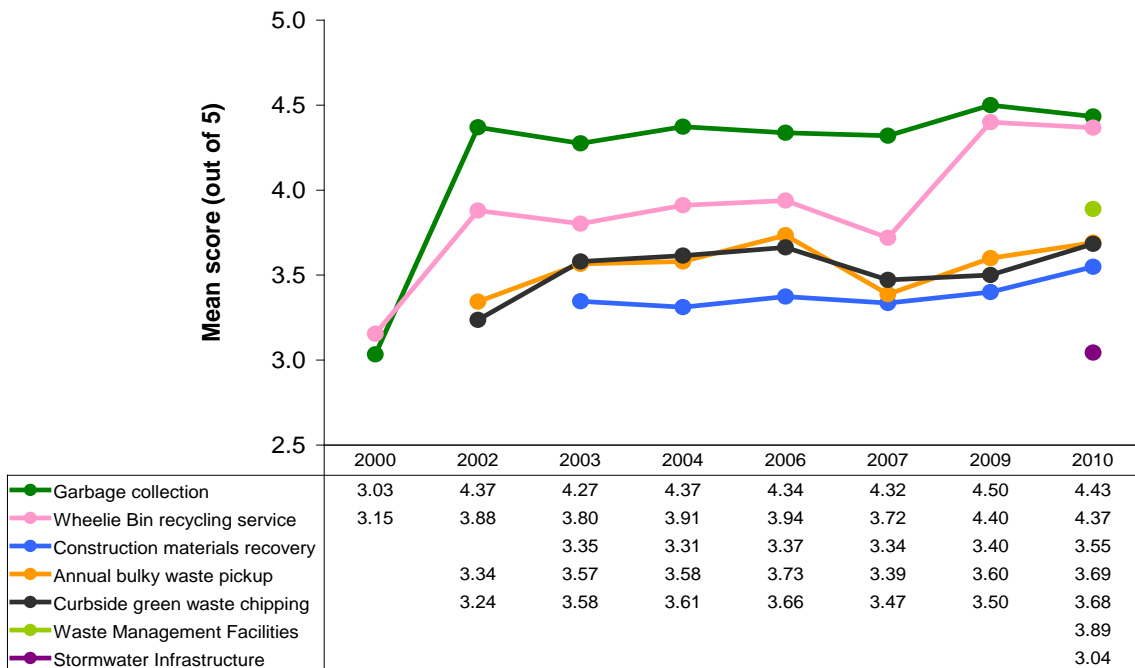


Figure 2-8b Trend in Satisfaction Ratings for Looking After the Environment (n=1008)



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**Key results:**

- A few notable improvements in satisfaction ratings were recorded since last year.
- Satisfaction with bush regeneration rose from 3.40 to 3.53.
- Satisfaction with the construction materials recovery and recycling service was up from 3.40 to 3.55.
- Satisfaction with the curbside chipping of green waste increased from 3.50 to 3.68.

### 2.2.2.3 Planning Area Analysis

Figure 2-8b Planning Area Satisfaction Ratings for Looking After the Environment

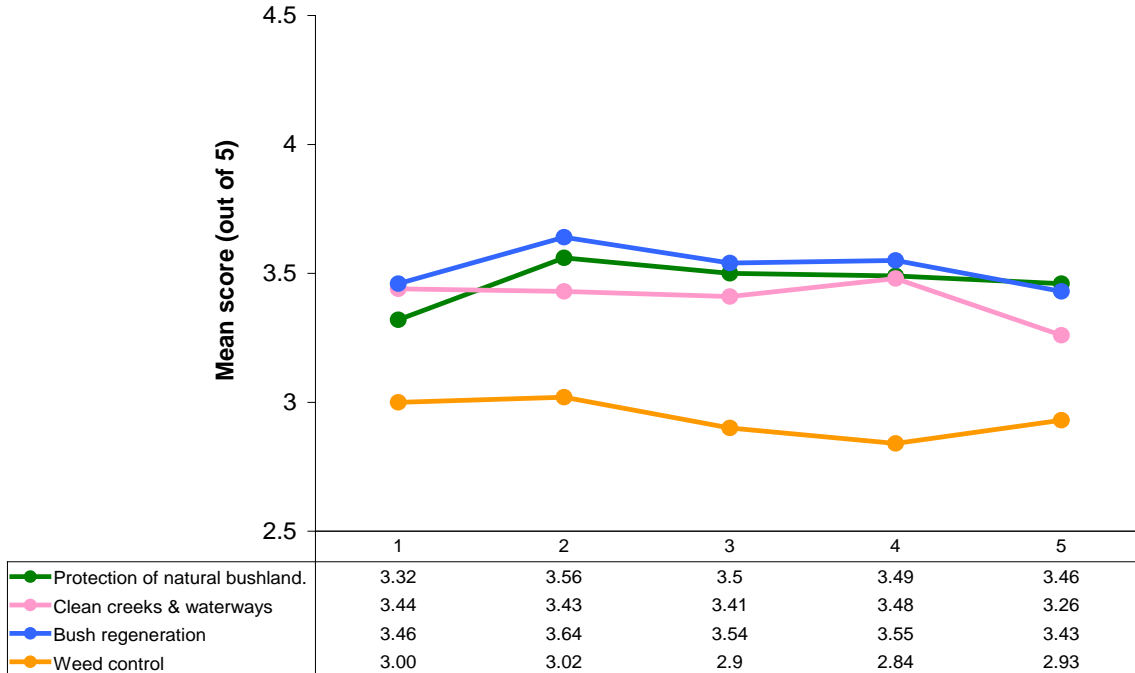
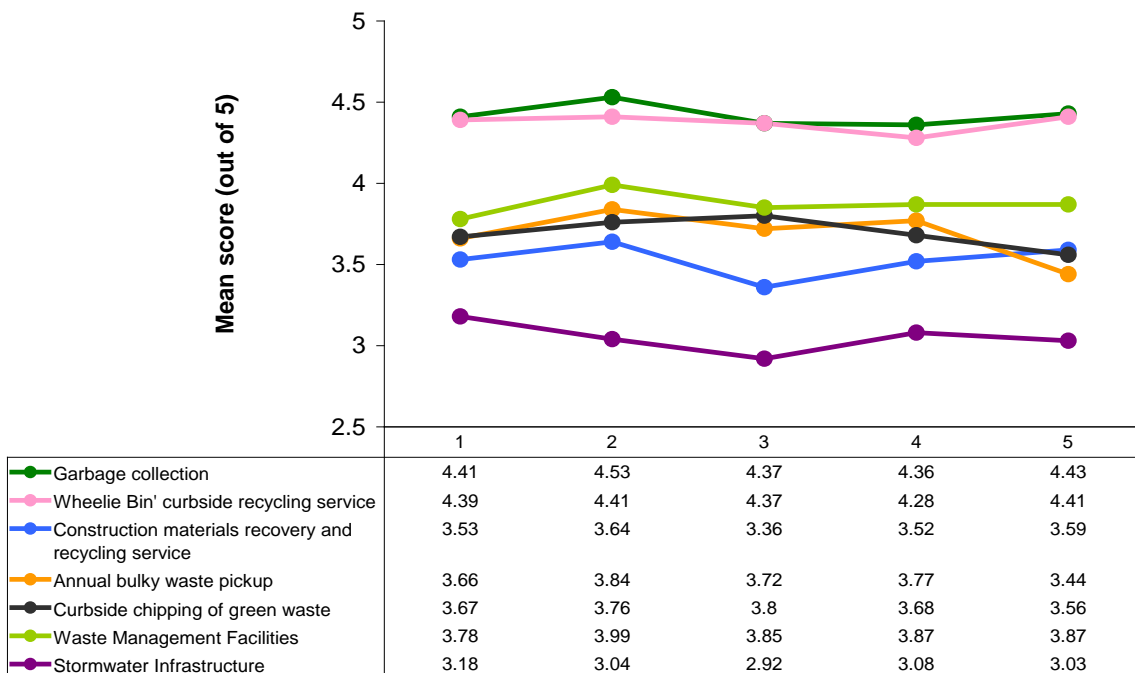


Figure 2-2d Planning Area Satisfaction Ratings for Looking After the Environment



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**Key results:**

- The satisfaction ratings for items within this Key Direction were extremely similar across the five local Planning Areas.
- The only notable exception was that Planning Areas 2 (3.84) and 4 (3.77) were significantly more likely to provide a higher satisfaction rating for the annual bulky waste pick up service than Planning Area 5 (3.44).

## 2.2.3 Using Land for Living

The second Key Direction that residents were asked to address was Using Land for Living. The satisfaction ratings that were given to these items are explored below.

### 2.2.3.1 Distribution of Results

Table 2-3 Satisfaction Ratings for Using Land for Living

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Land Use Management</b>					
Protection of heritage values & buildings	6.1%	14.3%	35.2%	44.4%	3.43
Enhancing the built environment	18.6%	41.7%	33.2%	6.5%	3.19
Managing residential development	10.0%	21.6%	39.1%	29.3%	3.11
<b>Town Centres</b>					
Litter control	1.2%	16.9%	33.5%	48.3%	3.41
Town centre & village atmosphere	1.8%	16.8%	35.4%	46.0%	3.41
Street cleaning	3.8%	16.2%	34.8%	45.2%	3.38
Parking for shoppers	1.4%	22.9%	36.3%	39.3%	3.22
Public toilets	4.2%	37.7%	35.3%	22.8%	2.76
<b>Burial &amp; Ashes Placement</b>					
Cemeteries and ashes placement sites.	31.5%	6.0%	26.7%	35.8%	3.60

#### Key results:

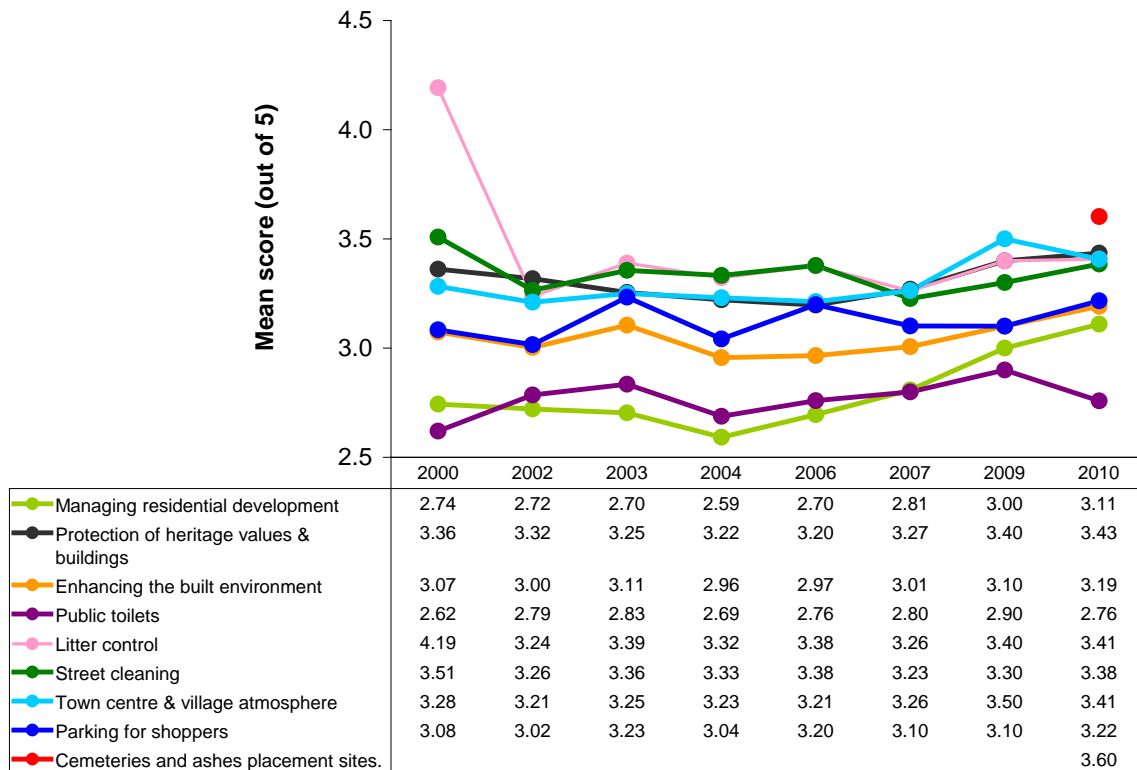
- Services and facilities within this Key Direction were generally placed at the lower end of the 'medium' range.
- Cemeteries and ashes placement sites achieved the highest ranking of the Using Land for Living items, with a mean satisfaction score of 3.60 out of 5.
- Protection of heritage values and buildings registered a mean score of 3.43, while litter control, and town centre and village atmosphere both recorded satisfaction ratings of 3.41.
- Public toilets was the only item to attain a satisfaction score in the 'low' range, at 2.76 out of 5.
- A number of statistically significant differences were revealed through further analysis:
  - The only notable difference between the sexes was that males (2.94) had a tendency to be more satisfied with public toilets than females (2.63).



- 
- Blue Mountains youth (16-24 year olds) generally provided higher satisfaction ratings when it came to managing residential development (3.28), protection of heritage values (3.61), enhancing the built environment (3.51) and street cleaning (3.45) than some of the older age groups.
  - Residents aged 25-34 years joined the local youth in displaying high levels of satisfaction with the protection of heritage values (3.53).
  - This age group (3.68) was also significantly more likely to be satisfied with litter control than both 16-24 year olds (3.23) and 50-64 year olds (3.22)
  - Seniors (65+ years) had a tendency to be more satisfied with public toilets (3.07) than the local youth (2.55).

### 2.2.3.2 Trend Analysis

Figure 2-9a Trend in Satisfaction Ratings for Using Land for Living (n=1008)

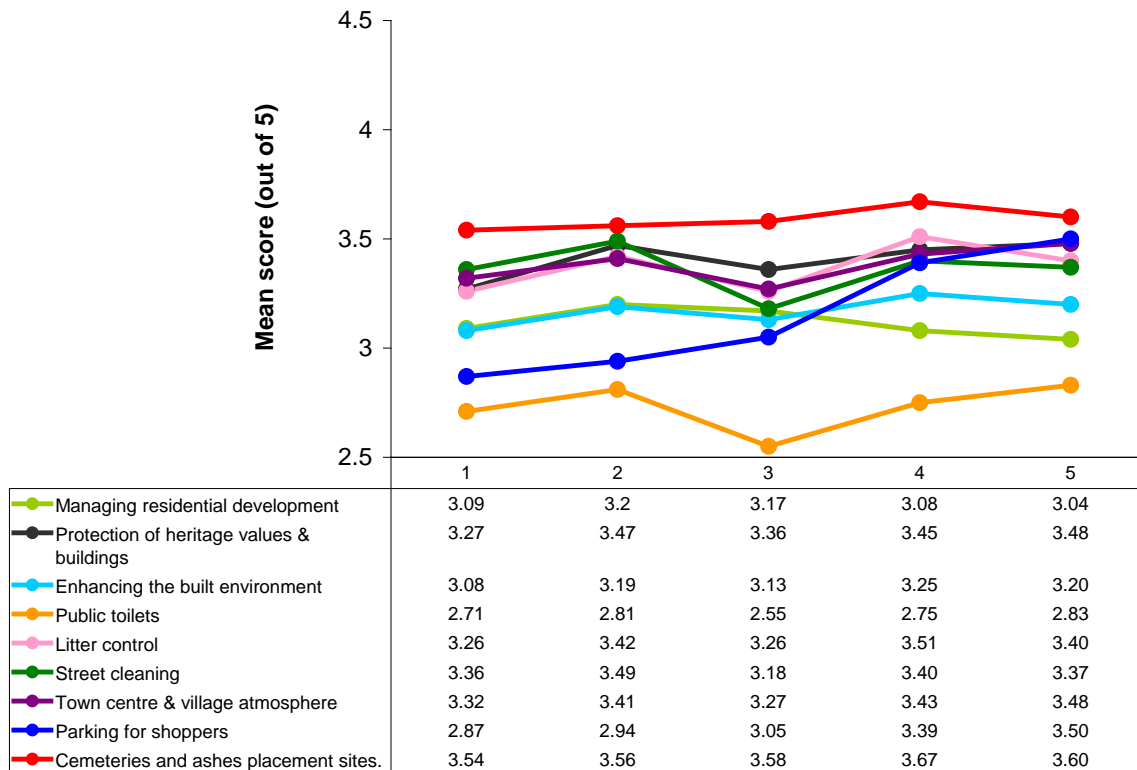


#### Key results:

- Year on year comparisons revealed little change in satisfaction for the items falling under the Using Land for Living banner.
- Satisfaction with managing residential development rose slightly, from 3.00 in 2009 to 3.11 in 2010.
- A decline of similar magnitude was recorded for public toilets, down from 2.90 to 2.76.

### 2.2.3.3 Planning Area Analysis

Figure 2-9b Planning Area Satisfaction Ratings for Using Land for Living



#### Key results:

- On the whole, residents across the five Planning Areas provided very similar satisfaction ratings in the area of Using Land for Living, although there were two exceptions.
- Residents of Planning Area 2 (3.49) had a tendency to be more satisfied with street cleaning than those of Planning Area 3 (3.18).
- Both Planning Areas 4 (3.39) and 5 (3.50) displayed higher levels of satisfaction than the other three Planning Areas when it came to parking for shoppers.

## 2.2.4 Moving Around

Residents were next given the opportunity to consider their satisfaction with services and facilities falling under the banner of Moving Around. The results are discussed in this subsection of the report.

### 2.2.4.1 Distribution of Results

Table 2-10 Satisfaction Ratings for Moving Around

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Transport &amp; Public Access</b>					
Pedestrian access generally around shopping centres & community facilities.	0.8%	11.5%	27.5%	60.2%	3.68
Lighting of public areas.	4.1%	13.8%	36.2%	45.9%	3.44
Bus shelters	12.4%	16.8%	37.2%	33.6%	3.26
Carparks	2.3%	17.3%	44.8%	35.6%	3.26
Commuter parking	7.4%	18.7%	41.1%	32.8%	3.21
Sealed roads	1.2%	24.4%	36.0%	38.4%	3.18
Footpaths	0.3%	32.5%	30.5%	36.7%	3.05
Unsealed roads	17.5%	19.4%	42.3%	20.8%	2.99
Cycle ways	12.9%	35.5%	32.9%	18.7%	2.74
<b>Traffic Management</b>					
Traffic Safety	1.4%	16.4%	36.9%	45.4%	3.36

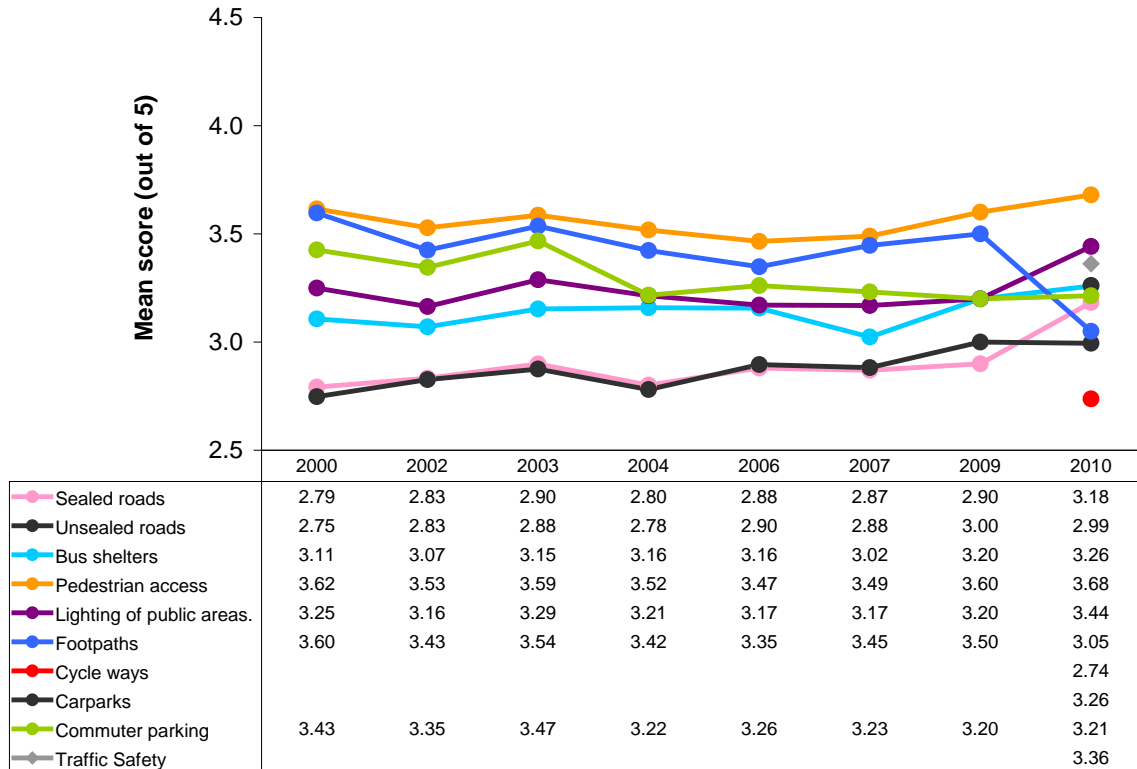
#### Key results:

- All but two of the services and facilities measured within the Key Direction of Moving Around attained mean satisfaction scores in the 'medium' range.
- Pedestrian access generally around shopping centres and community facilities recorded the highest level of satisfaction within this Key Direction at 3.68 out of 5.
- Lighting of public areas achieved a mean satisfaction score of 3.44, while traffic safety – which was rated as the most important item within this Key Direction – achieved a mean satisfaction score of 3.36.
- 'Low' levels of satisfaction were recorded for unsealed roads (2.99) and cycle ways (2.74).

- 
- Statistical testing showed that there were significant differences between the following groups:
    - Males (3.29) were generally more satisfied with commuter parking than females (3.16).
    - Blue Mountains youth (16-24 years) had a tendency to be more satisfied when it came to pedestrian access generally around shopping centres and community facilities (3.91) and carparks (3.49) than residents in the 50-64 years age bracket (3.50 and 3.15 respectively).
    - 16-24 year olds also displayed higher levels of satisfaction with sealed roads (3.26), footpaths (3.53), cycle ways (3.13) and traffic safety (3.66) than most of the older age groups.
    - Young adults aged 25-34 years also joined the youth in providing significantly higher satisfaction ratings for cycle ways (3.01).

### 2.2.4.2 Trend Analysis

Figure 2-10a Trend in Satisfaction Ratings for Moving Around (n=1008)

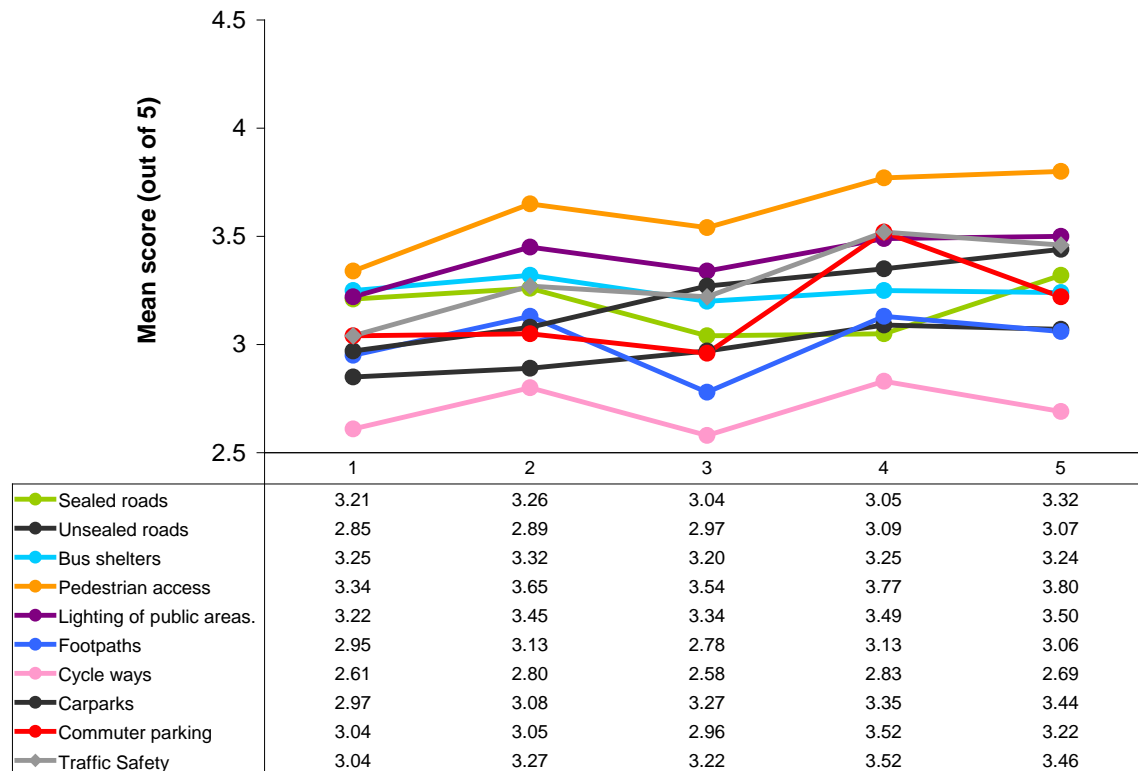


#### Key results:

- There were some particularly large changes in satisfaction with items measured under the banner of Moving Around.
- Satisfaction with the lighting of public areas rose from a mean of 3.20 in 2009 to 3.44 this year, while satisfaction with sealed roads moved from the 'low' range (2.90) to the 'medium' range (3.18) over the same period.
- Meanwhile, the mean satisfaction rating for footpaths plummeted over the last twelve months to 3.05, down from 3.50.

### 2.2.4.3 Planning Area Analysis

Figure 2-10b Planning Area Satisfaction Ratings for Moving Around



#### Key results:

- There were quite a few statistically significant differences in the level of satisfaction with services and facilities between residents of the local Planning Areas.
- Planning Areas 2 (3.65), 4 (3.77) and 5 (3.80) had a tendency to be more satisfied with pedestrian access generally around shopping centres and community facilities than Planning Area 1 (3.34).
- Residents of Planning Area 2 (2.80) and 4 (2.83) displayed higher levels of satisfaction with local cycle ways than those of Planning Area 3 (2.58).
- Planning Areas 3 (3.27), 4 (3.35) and 5 (3.44) were more likely to be satisfied with carparks.
- Planning Area 4 (3.52) was most satisfied with commuter parking.
- Residents of Planning Areas 4 (3.52) and 5 (3.46) had a tendency to be more satisfied with traffic safety than residents of Planning Areas 1 (3.04) and 3 (3.22).

## 2.2.5 Looking After People

Residents were next asked to rate their level of satisfaction with the delivery of services and facilities within the Key Direction of Looking After People. The results are shown below.

### 2.2.5.1 Distribution of Results

Table 2-11 Satisfaction Ratings for Looking After People

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Child Care</b>					
Family Day Care Services	41.5%	5.5%	23.9%	29.1%	3.56
<b>Community Safety</b>					
Rural Fire Service and SES buildings	10.4%	5.8%	21.0%	62.8%	3.93
Protection from bushfires and emergencies	5.6%	15.3%	23.7%	55.4%	3.64
<b>Community Development</b>					
Community centres & community halls	9.9%	13.1%	37.4%	39.6%	3.38
Advocacy for services & facilities for children & families	24.9%	11.4%	36.2%	17.4%	3.29
Advocacy for services and facilities for older people	23.1%	13.8%	34.6%	28.4%	3.26
Advocacy for facilities & services for people with a disability	25.2%	20.8%	33.7%	20.4%	2.99
Advocacy for services and facilities for young people	21.7%	27.5%	37.0%	13.8%	2.78
<b>Sports &amp; Recreation</b>					
Swimming pools.	6.2%	7.9%	25.6%	60.3%	3.82
Council lookouts and walking trails.	6.1%	8.7%	28.3%	56.9%	3.69
Ovals & sporting grounds.	8.2%	8.9%	30.2%	52.7%	3.63
Parks & playgrounds.	4.9%	15.3%	28.2%	51.7%	3.51
<b>Environmental Health &amp; Regulation</b>					
Clean, safe and healthy living environments	2.3%	3.7%	29.6%	64.4%	3.82
<b>Library &amp; Information</b>					
Library services	7.9%	6.5%	26.5%	59.1%	3.85
Hours of operation of the library service	15.9%	9.1%	29.9%	45.2%	3.64
Library buildings	11.5%	10.2%	30.4%	47.8%	3.61

#### Key results:

- Of the 16 items measured in the Key Direction of Looking After People, the mean satisfaction score for two fell in the 'low' range, with the others all in the 'medium' range.



- Of these services and facilities, Rural Fire Service and SES buildings achieved the highest satisfaction rating. 62.8% of residents gave it a 'high' score, resulting in a mean of 3.93 out of 5.
- Library services recorded a mean satisfaction score of 3.85 this year, with swimming pools, and clean, safe and healthy living environments not far behind at 3.82.
- 'Low' mean scores were received by advocacy for facilities & services for people with a disability (2.99) and advocacy for services and facilities for young people (2.78).
- Various significant differences were identified when the demographic groups were looked at more closely:
  - Male residents displayed a higher level of satisfaction with advocacy for services and facilities for people with a disability (3.12) as well as parks and playgrounds (3.63) than females (2.89 and 3.42 respectively).
  - Meanwhile, females (3.75) had a tendency to be more satisfied with Council lookouts and walking trails than males (3.61)
  - Local youth (16-24 year olds) generally provided higher satisfaction ratings for protection from bushfires and emergencies (3.92), advocacy for young people (3.04), advocacy for older people (3.52), advocacy for people with a disability (3.31) and library buildings (3.80).
  - Seniors (65 years and older) joined the local youth in displaying higher levels of satisfaction with advocacy for services and facilities for older people (3.52) and library buildings (3.81).
  - Seniors (3.54) had a tendency to be more satisfied with community centres and community halls than residents aged 50-64 years (3.18).
  - Seniors also provided significantly higher satisfaction ratings for library services (4.07) and hours of operation of the library service (3.84) than residents in the 35-49 years age group (3.80 and 3.53 respectively).

### 2.2.5.2 Trend Analysis

Figure 2-11a Trend in Satisfaction Ratings for Looking After People (n=1008)

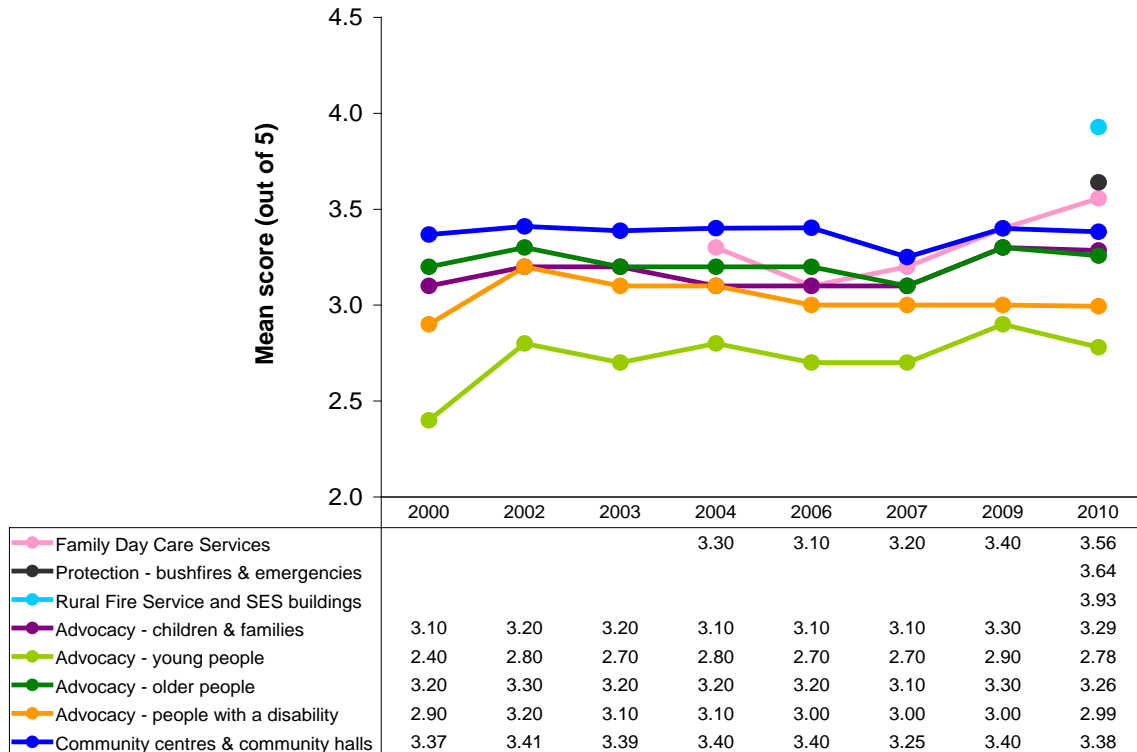
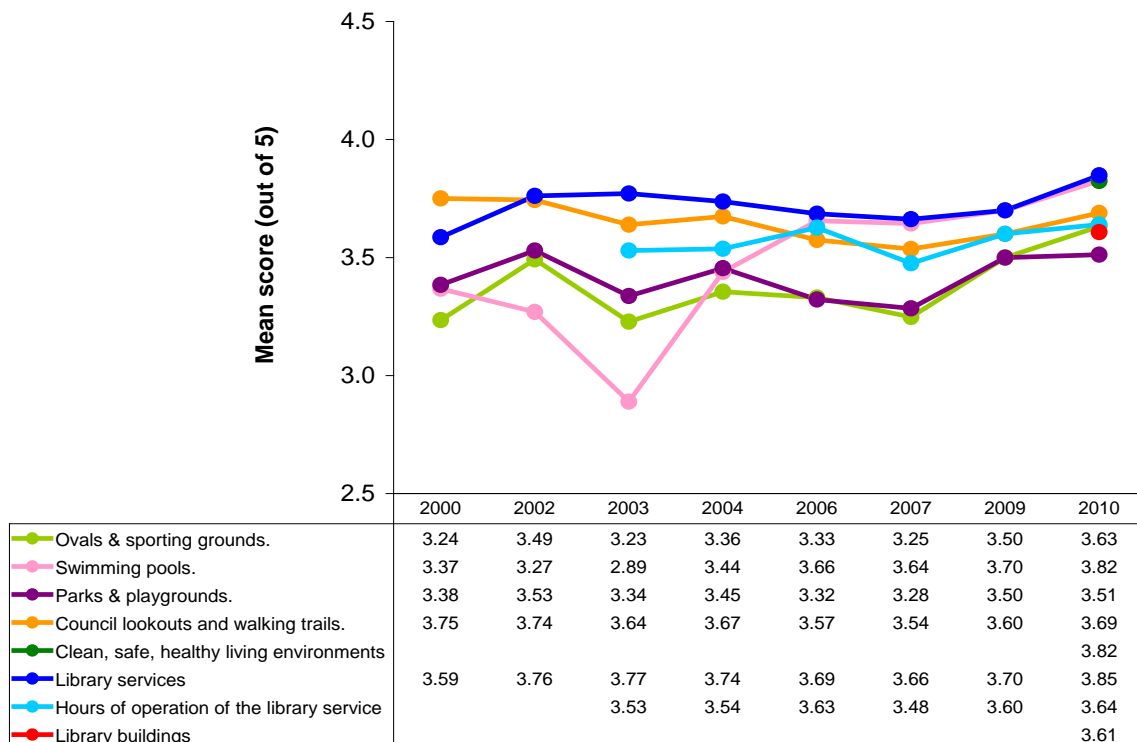


Figure 2-11b Trend in Satisfaction Ratings for Looking After People (n=1008)



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**Key results:**

- There was very little movement in the level of satisfaction with the items in this Key Direction over the last twelve months.
- Mean satisfaction with family day care services rose marginally since 2009, from 3.40 to 3.56.

### 2.2.5.3 Planning Area Analysis

Figure 2-11c Planning Area Satisfaction Ratings for Looking After People

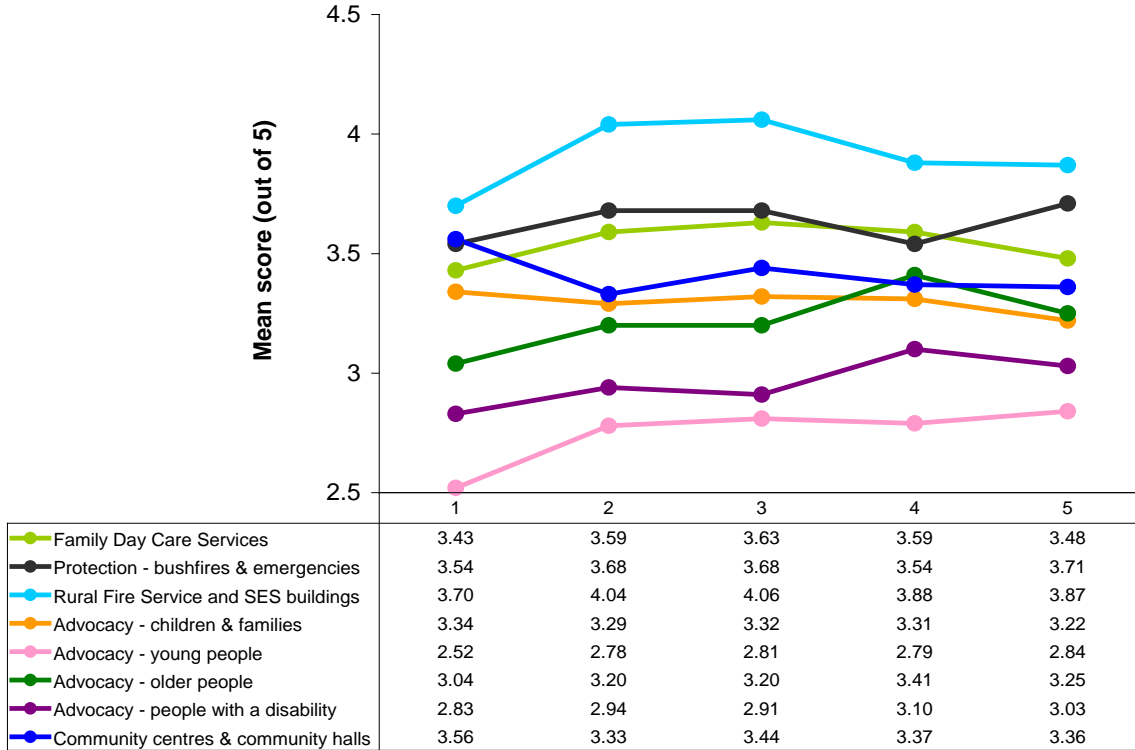
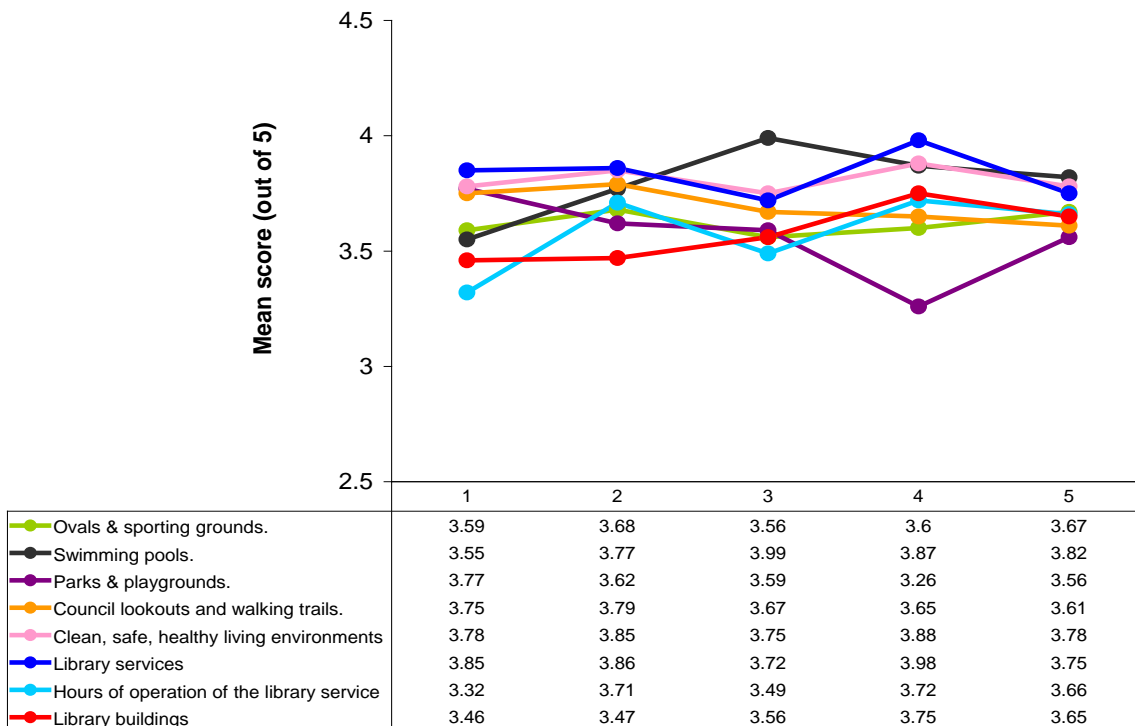


Figure 2-11d Planning Area Satisfaction Ratings for Looking After People



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**Key results:**

- Further testing uncovered a number of statistically significant differences in satisfaction between residents of the five Planning Areas.
- Planning Areas 2 (4.04) and 3 (4.06) provided higher satisfaction ratings for Rural Fire Service and SES buildings than Planning Area 1 (3.54).
- Residents of Planning Area 4 (3.41) were significantly more satisfied with advocacy for services and facilities for older people than residents of Planning Area 1 (3.04).
- Residents of Planning Areas 3 (3.99) and 4 (3.87) had a tendency to be more satisfied with swimming pools than residents of Planning Area 1 (3.55).
- Satisfaction with parks and playgrounds was significantly lower among residents of Planning Area 4 (3.26) when compared to the other Planning Areas.
- Planning Areas 2 (3.71), 4 (3.72) and 5 (3.66) were more likely to be satisfied with hours of operation of the library service than Planning Area 1 (3.32).

## 2.2.6 Sustainable Economy

Lastly, residents indicated how satisfied they were with services and facilities that promote a Sustainable Economy. The responses to these questions are explored below.

### 2.2.6.1 Distribution of Results

Table 2-12 Satisfaction Ratings for Sustainable Economy

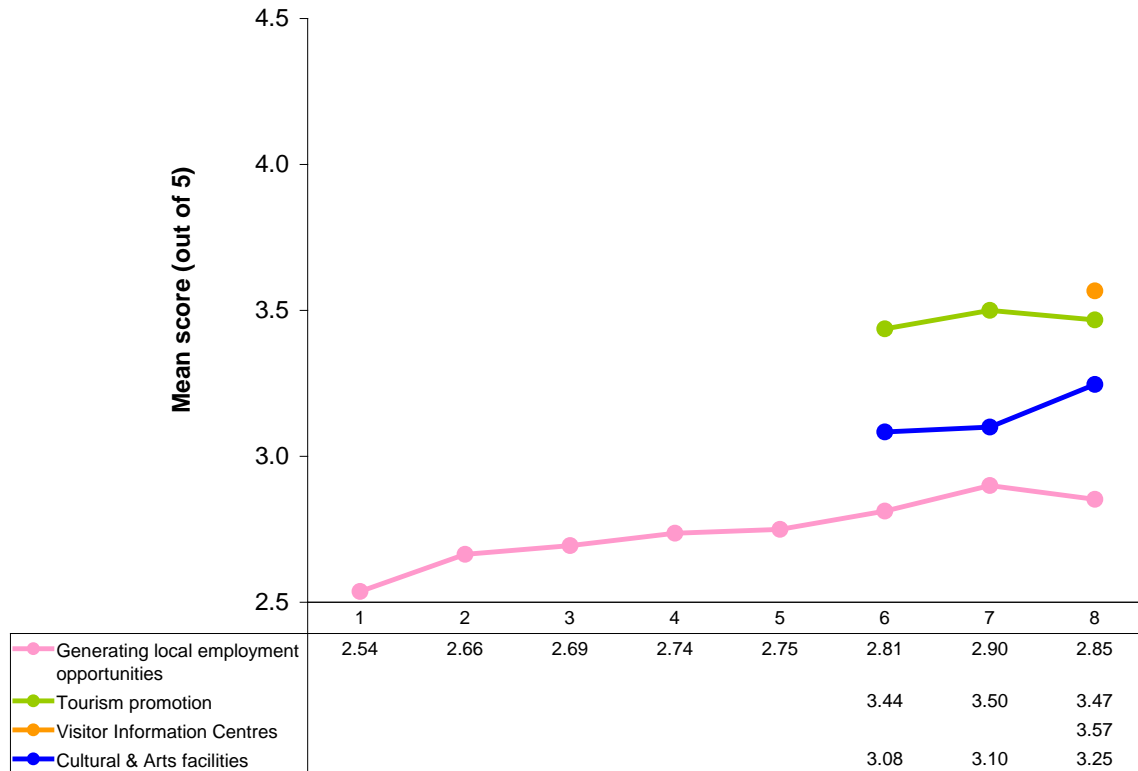
Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
<b>Economic Development</b>					
Generating local employment opportunities	16.3%	27.2%	37.1%	19.4%	2.85
<b>Tourism Promotion</b>					
Visitor Information Centres	6.5%	9.1%	31.9%	52.5%	3.66
Tourism promotion	6.4%	13.3%	34.1%	46.2%	3.47
<b>Cultural Development</b>					
Cultural & Arts facilities	8.2%	16.9%	39.1%	35.8%	3.25

#### Key results:

- It was the items falling under the banner of 'Tourism Promotion' that residents were most satisfied with in this Key Direction.
- Visitor Information Centres received a mean score of 3.66 out of 5, while tourism promotion attained a satisfaction rating of 3.47.
- Overall there was a 'low' level of satisfaction amongst Blue Mountains residents with Council's efforts in generating local employment opportunities, resulting in a mean score of 2.85.
- Further statistical testing identified a number of significant differences based on gender and age:
  - Males (2.93) had a tendency to be more satisfied with generating local employment opportunities than females (2.79).
  - Females (3.54), on the other hand, were significantly more satisfied with tourism promotion than males (3.38).
  - Residents in the 25-49 years (3.75) and 65+ years (3.74) age brackets displayed higher levels of satisfaction with Visitor Information Centres than the local youth (3.38).

### 2.2.6.2 Trend Analysis

Figure 2-12a Trend in Satisfaction Ratings for Sustainable Economy (n=1008)

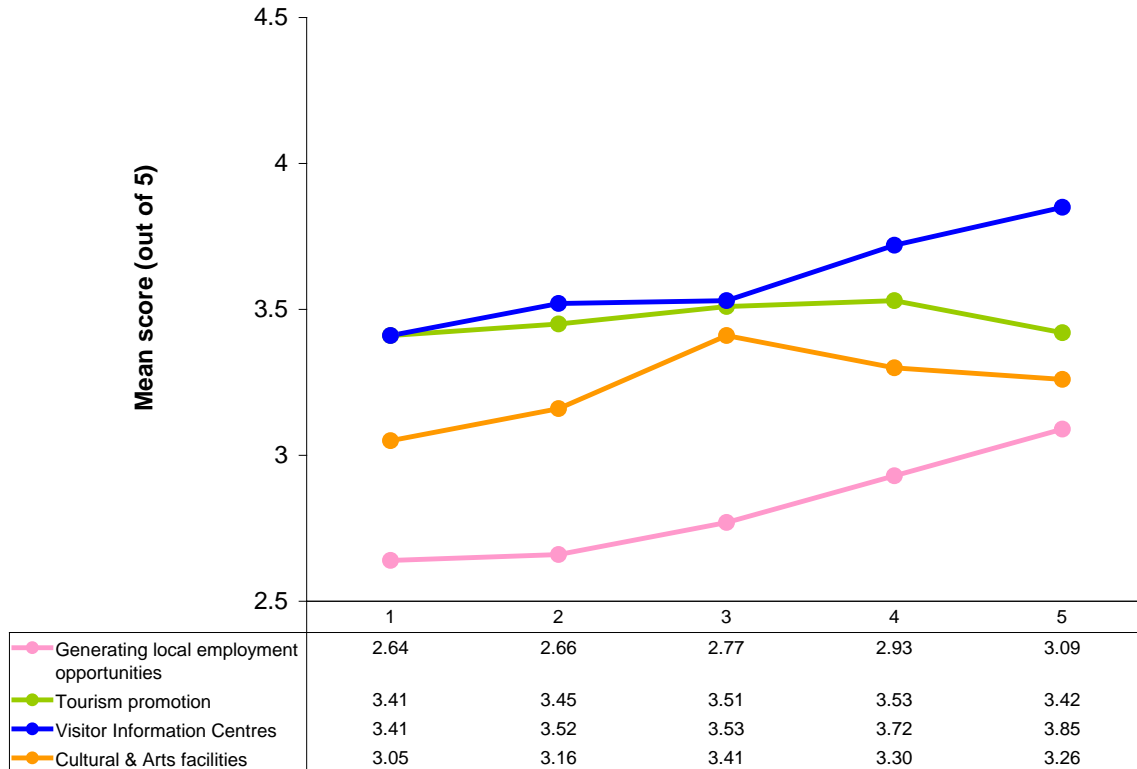


**Key results:**

- Satisfaction with items within the Key Direction of Sustainable Economy remained relatively flat since the 2009 survey.
- Cultural and arts facilities achieved a slight increase in satisfaction, from 3.10 to 3.25 over that period.

### 2.2.6.3 Planning Area Analysis

Figure 2-12b Planning Area Satisfaction Ratings for Sustainable Economy



**Key results:**

- There were some very notable differences in the level of satisfaction with these items between local Planning Areas.
- Residents of Planning Area 5 had a tendency to be more satisfied with generating local employment opportunities (3.09) and Visitor Information Centres (3.85) than those of Planning Areas 1, 2 and 3.
- Planning Area 3 (3.41) displayed a significantly higher level of satisfaction with cultural and arts facilities than Planning Area 1 (3.05).



### 3 Prioritising Services & Facilities

Given the range of services and facilities Council has to manage, it can often be a difficult task to prioritise. The sheer number of services and facilities under management can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction scores presented in the previous section.

#### 3.1 QUADRANT ANALYSIS

Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services combined mean importance and satisfaction scores were calculated for the entire set of 50 Council services and facilities.

**Table 3-1 Quadrant Analysis Mean Scores**

Mean score (out of 5)	2009	2010
Importance score	4.24	4.18
Satisfaction score	3.36	3.09

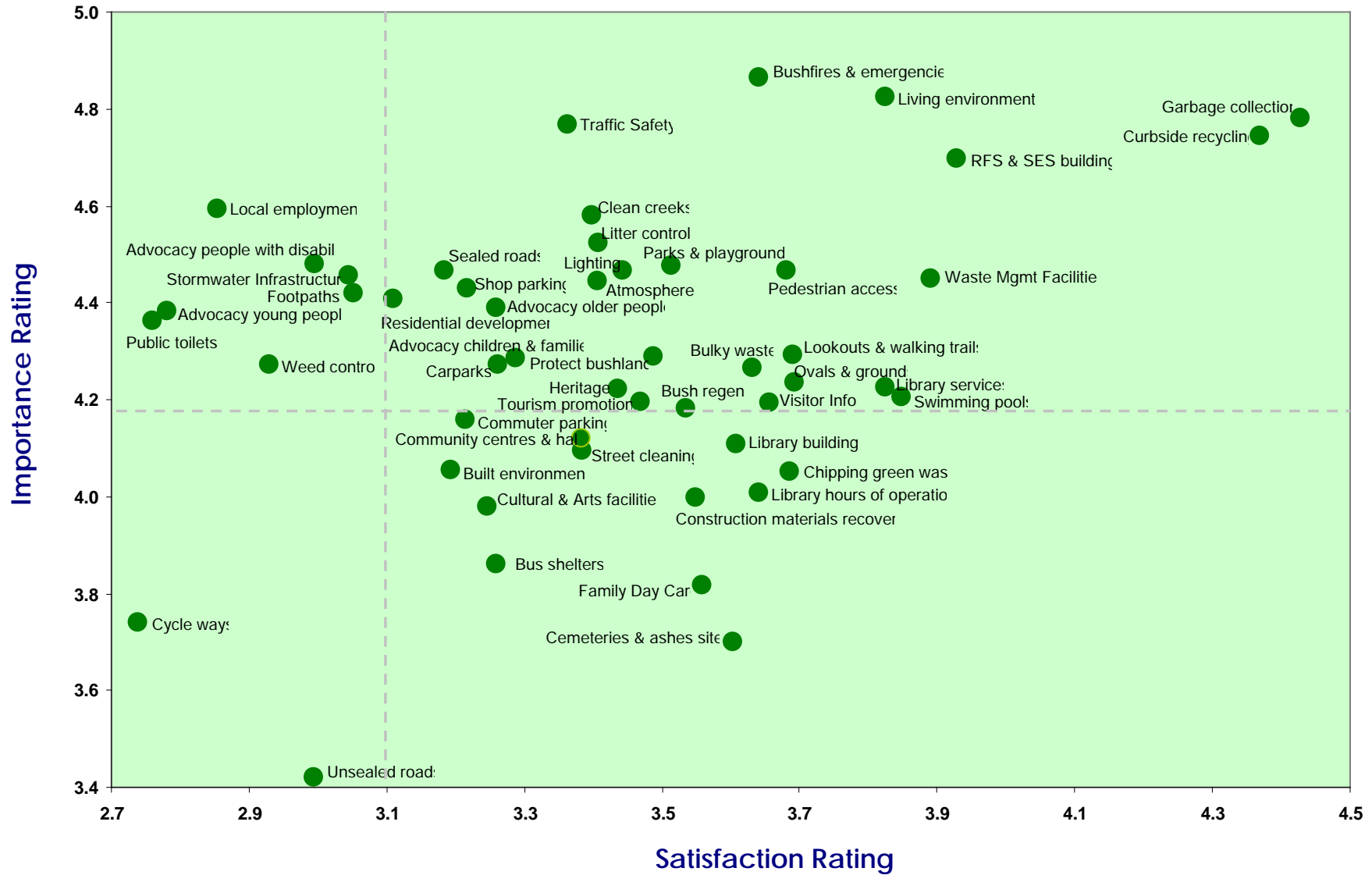
Thus, for example, services or facilities found to have a mean importance score that is significantly less than the overall mean of 4.18 were classified as having ‘lower’ importance. Conversely, services or facilities found to have a mean importance score that is significantly greater than 4.18 were classified as having ‘higher’ importance.

The results of the quadrant analysis are displayed in Table 3.1.2. Each quadrant has a specific interpretation:

1. The **upper right** quadrant (high importance and high satisfaction) represents current Council service strengths.
2. The **upper left** quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The **lower left** quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The **lower right** quadrant (relatively lower importance and high satisfaction) is often interpreted as representing 'overkill' services where effort exceeds expectations.

***The attributes in the upper left quadrant are all candidates for immediate attention.*** Residents placed a high importance on these attributes but also reported relatively lower satisfaction.

Figure 3-1 Quadrant Analysis



**Key results:**

- Service areas where Council is performing well (high importance/high satisfaction) are:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Protect bushland        | <input checked="" type="checkbox"/> Carparks                     |
| <input checked="" type="checkbox"/> Clean creeks            | <input checked="" type="checkbox"/> Traffic Safety               |
| <input checked="" type="checkbox"/> Bush regeneration       | <input checked="" type="checkbox"/> Bushfires & emergencies      |
| <input checked="" type="checkbox"/> Garbage collection      | <input checked="" type="checkbox"/> RFS & SES buildings          |
| <input checked="" type="checkbox"/> Curbside recycling      | <input checked="" type="checkbox"/> Advocacy children & families |
| <input checked="" type="checkbox"/> Annual bulky waste      | <input checked="" type="checkbox"/> Advocacy older people        |
| <input checked="" type="checkbox"/> Waste Mgmt Facilities   | <input checked="" type="checkbox"/> Ovals & grounds              |
| <input checked="" type="checkbox"/> Residential development | <input checked="" type="checkbox"/> Swimming pools               |
| <input checked="" type="checkbox"/> Heritage                | <input checked="" type="checkbox"/> Parks & playgrounds          |
| <input checked="" type="checkbox"/> Litter control          | <input checked="" type="checkbox"/> Lookouts & walking trails.   |
| <input checked="" type="checkbox"/> Atmosphere              | <input checked="" type="checkbox"/> Living environments          |
| <input checked="" type="checkbox"/> Shop parking            | <input checked="" type="checkbox"/> Library services             |
| <input checked="" type="checkbox"/> Sealed roads            | <input checked="" type="checkbox"/> Tourism promotion            |
| <input checked="" type="checkbox"/> Pedestrian access       | <input checked="" type="checkbox"/> Visitor Information Centres  |
| <input checked="" type="checkbox"/> Lighting                |  |

- Priority service areas for improvement (high importance/low satisfaction) are

- Weed control
- Stormwater Infrastructure
- Public toilets
- Footpaths
- Advocacy young people
- Advocacy people with disability
- Local employment

## 3.2 GAP ANALYSIS

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean importance score from the mean satisfaction score for each attribute. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations.***

Gap scores are presented in Table 3.2.1. The table ranks services and facilities from highest gaps to lowest gaps. Statistical testing was used to help categorise services as high, medium and lower priority for improvement. Those services with a gap score that was found to be significantly above the overall mean gap score ( $\mu=0.9198$ ) were given top priority (i.e. a rating of 1). Services with a gap score statistically equal to the overall mean gap score were given second priority (rating of 2). Services with a gap score that was found to be significantly below the overall mean gap score were given third priority (rating of 3).

**Table 3-2 Gap Analysis**

Service	Mean Gap (out of 5)	Priority Rank	Change 09-10
Generating local employment opportunities	1.80		-
Advocacy for services and facilities for young people	1.70		-
Public toilets	1.64		-
Advocacy for facilities and services for people with a disability	1.57		-
Stormwater Infrastructure	1.45		na
Traffic Safety	1.42		na
Weed control	1.41		-
Footpaths	1.37		↑ (2)
Managing residential development	1.33	<b>1</b>  Higher than average gap scores	-
Sealed roads	1.30		-
Protection from bushfires and emergencies	1.23		na
Parking for shoppers	1.22		-
Advocacy for services and facilities for older people	1.20		-
Clean creeks & waterways	1.20		-
Cycle ways	1.13		-
Litter control	1.12		-
Advocacy for services and facilities for children and families	1.08		-
Town centre & village atmosphere	1.05		↑ (2)
Lighting of public areas	1.03	-	
Carparks	1.02		na
Parks & playgrounds	1.00		↑ (3)
Clean, safe and healthy living environments	1.00		
Commuter parking	1.00	<b>2</b> Average gap score	-
Enhancing the built environment	0.90		-
Protection of natural bushland	0.81	<b>3</b>  Lower than average gap scores	↓ (1)
Protection of heritage values & buildings	0.80		-
Pedestrian access generally around shopping centres and community facilities	0.79		↓ (2)
Community centres & community halls	0.79		-
Rural Fire Service and State Emergency Service buildings	0.78		na
Tourism promotion	0.78		-
Cultural & Arts facilities	0.76		-
Street cleaning	0.72		-
Ovals & sporting grounds	0.71		-
Bus shelters	0.71		-
Bush regeneration	0.66		↓ (2)
Waste Management Facilities	0.63		
Council lookouts and walking trails	0.62		
Construction materials recovery and recycling service	0.60		
Annual bulky waste pickup	0.60		
Visitor Information Centres	0.56		
Library buildings	0.55		
Family Day Care Services	0.54		
Unsealed roads	0.52		↓ (2)
Hours of operation of the library service	0.48		-
Swimming pools	0.45		-
Curbside chipping of green waste	0.44		-
Library services	0.42		-
Wheelie Bin curbside recycling service	0.39		-
Garbage collection	0.35		-
Cemeteries and ashes placement sites	0.18		na

---

**Key results:**

- The gap analysis indicated that resident expectations are furthest from being met in the following areas:
  - Generating local employment opportunities
  - Advocacy for services and facilities for young people
  - Public toilets
  - Advocacy for facilities and services for people with a disability
  - Stormwater Infrastructure
  - Traffic Safety
  - Weed control
  - Footpaths
  - Managing residential development
  - Sealed roads
  - Protection from bushfires and emergencies
  - Parking for shoppers
  - Advocacy for services and facilities for older people
  - Clean creeks & waterways
  - Cycle ways
  - Litter control
  - Advocacy for services and facilities for children and families
  - Town centre & village atmosphere
  - Lighting of public areas
  - Carparks
  - Parks & playgrounds
  - Clean, safe and healthy living environments.
  
- Based on the gap analysis, service areas where perceptions of Council's performance appear to have improved (in relative terms) since the 2009 survey were:
  - Footpaths
  - Town centre & village atmosphere
  - Parks & playgrounds.
  
- Service areas where perceptions of Council's performance appear to have deteriorated (in relative terms) since the 2009 survey were:
  - Protection of natural bushland
  - Pedestrian access generally around shopping centres and community facilities
  - Bush regeneration
  - Unsealed roads.

### 3.3 PRIORITIES FOR IMPROVEMENT

Table 3.3 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant analysis or gap analysis. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is a good confirmation and this area should be given priority.

**Table 3-3 Gap Analysis**

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Above average gap between importance & satisfaction)
Generating local employment opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advocacy for services & facilities for young people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public toilets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advocacy for facilities & services for people with disability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Stormwater Infrastructure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Footpaths	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weed control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Traffic Safety		<input checked="" type="checkbox"/>
Managing residential development		<input checked="" type="checkbox"/>
Sealed roads		<input checked="" type="checkbox"/>
Protection from bushfires & emergencies		<input checked="" type="checkbox"/>
Parking for shoppers		<input checked="" type="checkbox"/>
Advocacy for services & facilities for older people		<input checked="" type="checkbox"/>
Clean creeks & waterways		<input checked="" type="checkbox"/>
Cycle ways		<input checked="" type="checkbox"/>
Litter control		<input checked="" type="checkbox"/>
Advocacy for services & facilities for children & families		<input checked="" type="checkbox"/>
Town centre & village atmosphere		<input checked="" type="checkbox"/>
Lighting of public areas		<input checked="" type="checkbox"/>
Carparks		<input checked="" type="checkbox"/>
Parks & playgrounds		<input checked="" type="checkbox"/>
Clean, safe & healthy living environments		<input checked="" type="checkbox"/>



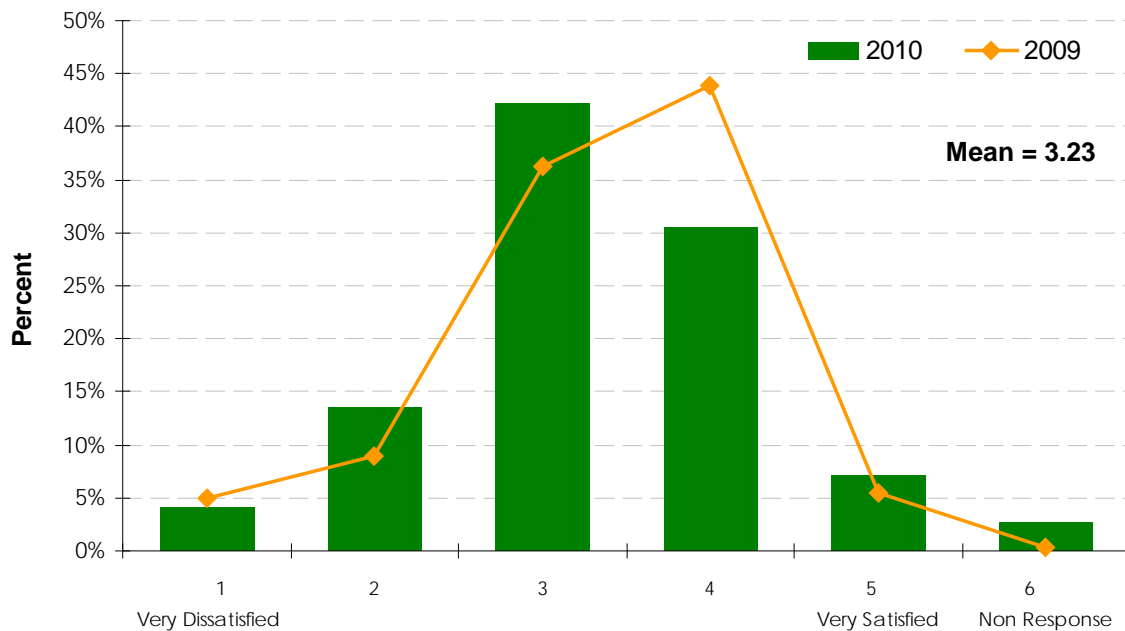
## 4 Overall Satisfaction & Value

### 4.1 OVERALL SATISFACTION

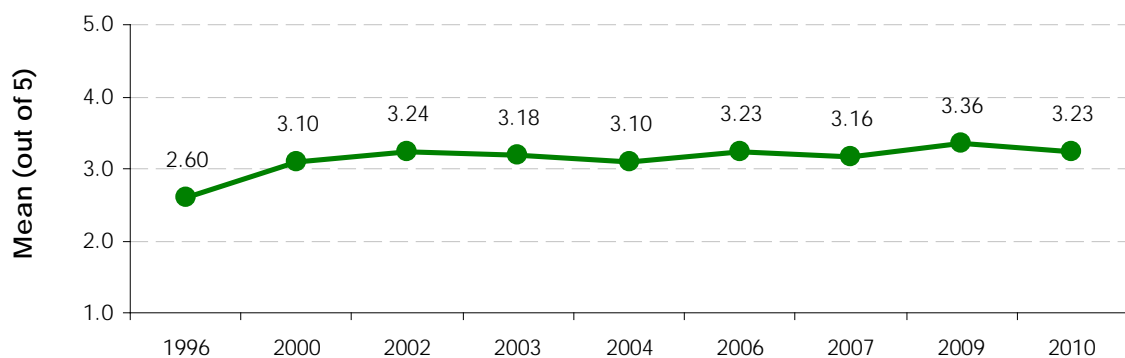
#### 4.1.1 Satisfaction Rating

At the end of the first section of the survey, respondents were asked to rate the overall performance of Blue Mountains City Council. The results are provided in the following figures and tables.

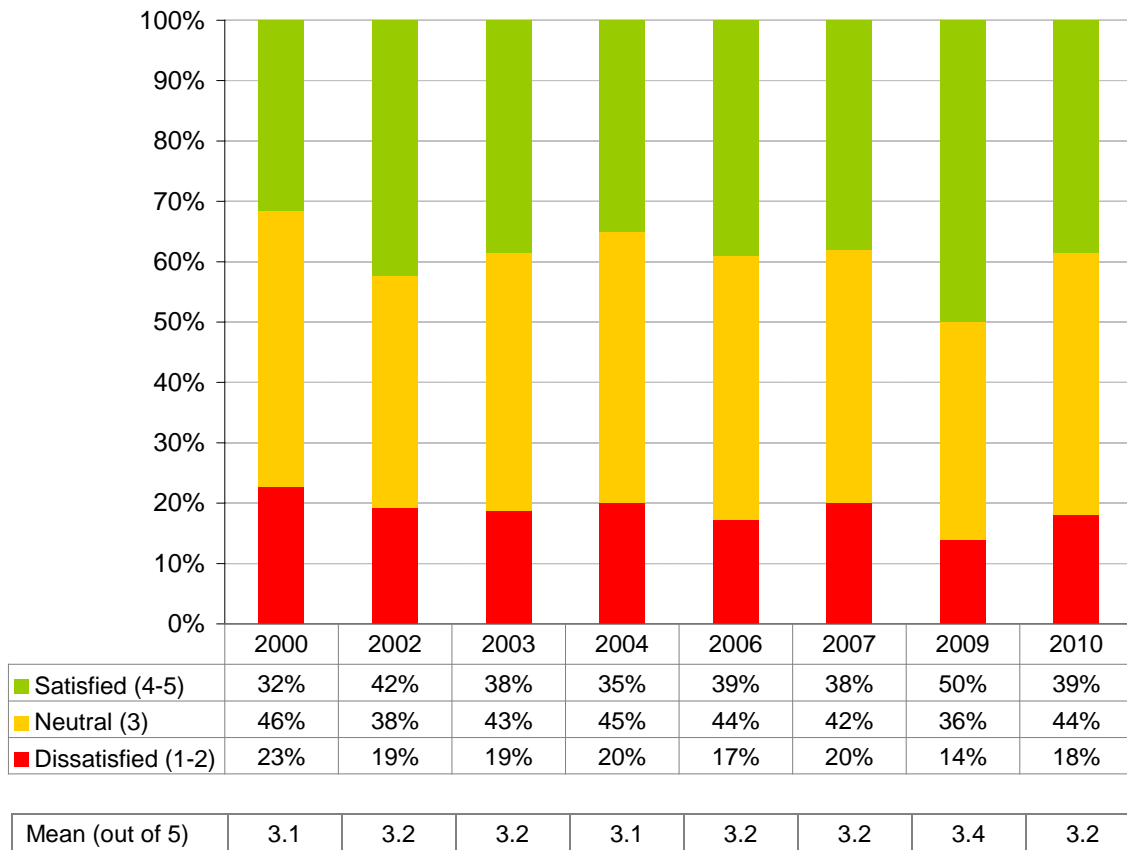
**Figure 4-1 Overall Satisfaction with Council Performance 2010 (n=1008)**



**Figure 4-2 Overall Satisfaction with Council Performance – Mean Scores (n=1008)**



**Figure 4-3 Overall Satisfaction with Council Performance 2000-2010 (n=1008)**



**Table 4-1 Overall Satisfaction by Age & Sex**

		Survey Year	Dissatisfied (1-2)	Neutral (3)	Satisfied (4-5)	Mean (1-5 scale)
<b>Overall</b>		2000	23%	46%	32%	3.1
		2002	19%	38%	42%	3.2
		2003	19%	43%	38%	3.2
		2004	20%	45%	35%	3.1
		2006	17%	44%	39%	3.2
		2007	20%	42%	38%	3.2
		2009	14%	36%	50%	3.4
	<b>2010</b>	<b>18%</b>	<b>44%</b>	<b>39%</b>	<b>3.2</b>	
<b>Sex</b>	<b>Male</b>	2002	23%	36%	41%	3.2
		2003	21%	39%	40%	3.1
		2004	23%	44%	34%	3.1
		2006	17%	44%	39%	3.2
		2007	23%	39%	38%	3.1
		2009	16%	31%	53%	3.4
		<b>2010</b>	<b>20%</b>	<b>41%</b>	<b>39%</b>	<b>3.2</b>
	<b>Female</b>	2002	16%	41%	43%	3.3
		2003	17%	46%	37%	3.2
		2004	18%	46%	36%	3.2
		2006	18%	44%	39%	3.2
		2007	19%	44%	38%	3.2
		2009	12%	41%	47%	3.4
		<b>2010</b>	<b>17%</b>	<b>45%</b>	<b>38%</b>	<b>3.3</b>
<b>Age</b>	<b>16-24 years</b>	2002	6%	43%	51%	3.5
		2003	12%	35%	52%	3.4
		2004	15%	53%	32%	3.2
		2006	6%	40%	54%	3.5
		2007	16%	40%	45%	3.3
		2009	2%	25%	73%	3.8
		<b>2010</b>	<b>9%</b>	<b>49%</b>	<b>42%</b>	<b>3.4</b>
	<b>25-34 years</b>	2002	14%	43%	43%	3.3
		2003	19%	46%	35%	3.1
		2004	26%	45%	29%	3.0
		2006	20%	44%	35%	3.1
		2007	16%	44%	40%	3.2
		2009	16%	36%	47%	3.3
		<b>2010</b>	<b>18%</b>	<b>43%</b>	<b>39%</b>	<b>3.3</b>
	<b>35-49 years</b>	2002	26%	30%	45%	3.2
		2003	22%	45%	33%	3.1
		2004	20%	48%	32%	3.1
		2006	22%	44%	34%	3.1
		2007	24%	41%	35%	3.1
		2009	14%	38%	48%	3.3
		<b>2010</b>	<b>18%</b>	<b>45%</b>	<b>37%</b>	<b>3.2</b>
	<b>50-64 years</b>	2002	22%	49%	29%	3.1
		2003	25%	46%	30%	3.0
		2004	21%	39%	40%	3.1
		2006	17%	46%	37%	3.2
		2007	22%	43%	34%	3.1
		2009	19%	41%	40%	3.2
<b>2010</b>		<b>24%</b>	<b>46%</b>	<b>31%</b>	<b>3.1</b>	
<b>65+ years</b>	2002	18%	33%	49%	3.3	
	2003	9%	38%	54%	3.5	
	2004	17%	41%	42%	3.2	
	2006	13%	43%	43%	3.4	
	2007	21%	40%	39%	3.2	
	2009	18%	37%	46%	3.3	
	<b>2010</b>	<b>19%</b>	<b>34%</b>	<b>47%</b>	<b>3.3</b>	

**Key results:**

- Overall, 38.5% of residents were satisfied with the performance of Blue Mountains Council, which is more than double the 18.1% that were dissatisfied.
- This is a significant fall from the 49.7% reported last year.
- A mean satisfaction score of 3.23 was achieved for Council's overall performance, which is on par with the results prior to the 2009 survey.
- Further statistical testing revealed that residents in the 50-64 years age bracket (3.07) were significantly less likely to be satisfied with Council's overall performance than the region's youth (16-24 years) who had a mean score of 3.40.

**4.1.2 Reasons for Satisfaction/Dissatisfaction with Council Performance**

In an attempt to uncover the sources of satisfaction and dissatisfaction with Council performance, an open-ended question was asked of all respondents. They were asked to briefly explain the main reason behind the rating they gave Council for its overall performance. These were subsequently classified into common themes where possible, and are displayed below under the groupings of low, medium and high satisfaction.

**Table 4-2 Reasons for Satisfaction/Dissatisfaction with Council Performance**

Reason (Rank Order)	Count	Percent
<b>LOW SATISFACTION (1-2)</b>		
Poor allocation of funds/no value for money	28	16.1%
Slow/no/poor responses	18	10.0%
Better curbs/guttering/drains/footpaths/trees/lighting	16	8.8%
Bureaucracy/councillors	13	7.5%
Inadequately maintained outdoor areas	12	6.6%
Poor road maintenance	11	5.9%
Poor building approval process	10	5.8%
Lower Blue Mountains neglected	10	5.7%
Poor customer service	7	4.1%
Need improved environment/recycling	7	3.9%
Lack of communication	6	3.5%
Poor youth services/facilities	6	3.2%
Insufficient waste collection	4	2.5%
Neglecting residents	4	2.3%
Fire management/hazard reduction insufficient	4	2.3%
Negative comment about tourism	2	1.3%
Fighting/comment about news	2	1.0%
Other	15	8.3%
NA	2	1.2%
<i>Total</i>	<i>177</i>	<i>100.0%</i>

<b>MEDIUM SATISFACTION (3)</b>		
General comment that they could be doing better	44	10.4%
Poor allocation of funds/no value for money	27	6.3%
Can't say/don't know	26	6.1%
Better curbs/guttering/drains/footpaths/trees/lighting	24	5.7%
Poor building approval process	21	4.8%
Inadequately maintained outdoor areas	19	4.5%
Poor road maintenance	19	4.4%
Slow/no/poor responses	16	3.8%
I am happy/no problems	14	3.4%
Need improved environment/recycling	10	2.4%
Fighting/comment about news	9	2.1%
Poor youth services/facilities	8	1.8%
Lower Blue Mountains neglected	7	1.7%
Fire management/hazard reduction insufficient	7	1.7%
Poor customer service	6	1.5%
Good facilities/services	7	1.5%
Comment about dog/neighbour	6	1.5%
Bureaucracy/councillors	6	1.3%
Negative comment about tourism	5	1.1%
Insufficient waste collection	3	0.6%
Good communication	2	0.4%
Good customer service	1	0.2%
Positive comment about tourism	1	0.2%
More for disabled	1	0.25%
More for children	0	0.1%
Other	33	7.8%
NA	86	20.2%
<b>Total</b>	<b>427</b>	<b>100.0%</b>
<b>HIGH SATISFACTION (4-5)</b>		
I am happy/no problems	145	38.5%
Good customer service	33	8.7%
Good facilities/services	21	5.6%
Well maintained	17	4.5%
Fast responses	11	2.9%
General comment that they could be doing better	10	2.6%
Value for money/no wasting money	9	2.3%
Slow/no/poor responses	7	1.9%
Poor allocation of funds/no value for money	7	1.8%
Inadequately maintained outdoor areas	6	1.6%
Good environmental action	5	1.2%
Poor road maintenance	4	1.1%
Better curbs/guttering/drains/footpaths/trees/lighting	3	0.8%
Poor youth services/facilities	3	0.7%
Good waste collection	3	0.7%
Lack of communication	2	0.6%
Good communication	2	0.6%
Insufficient waste collection	2	0.5%
Poor building approval process	2	0.5%
More for children	2	0.4%
Other	23	5.8%
NA	62	16.5%
<b>Total</b>	<b>378</b>	<b>100.0%</b>

## 4.2 VALUE FOR MONEY

2010 marked the fourth year that residents were asked about their perceptions of the overall value they receive for their rate dollar.

Figure 4-4 Value for Rates 2010 (n=1008)

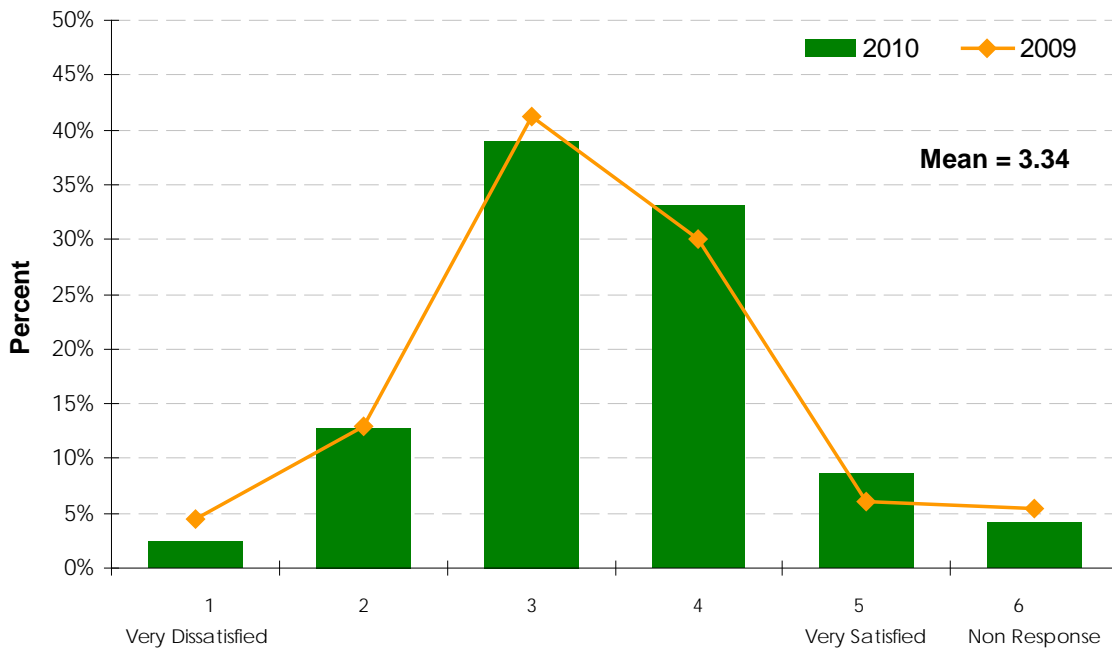
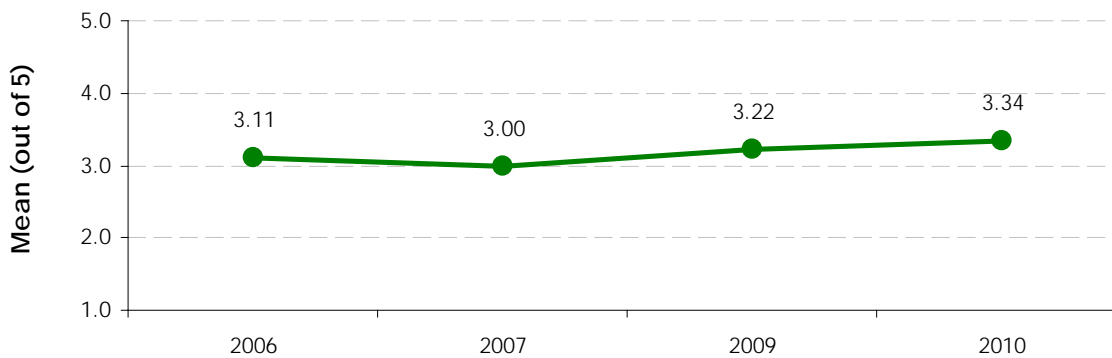
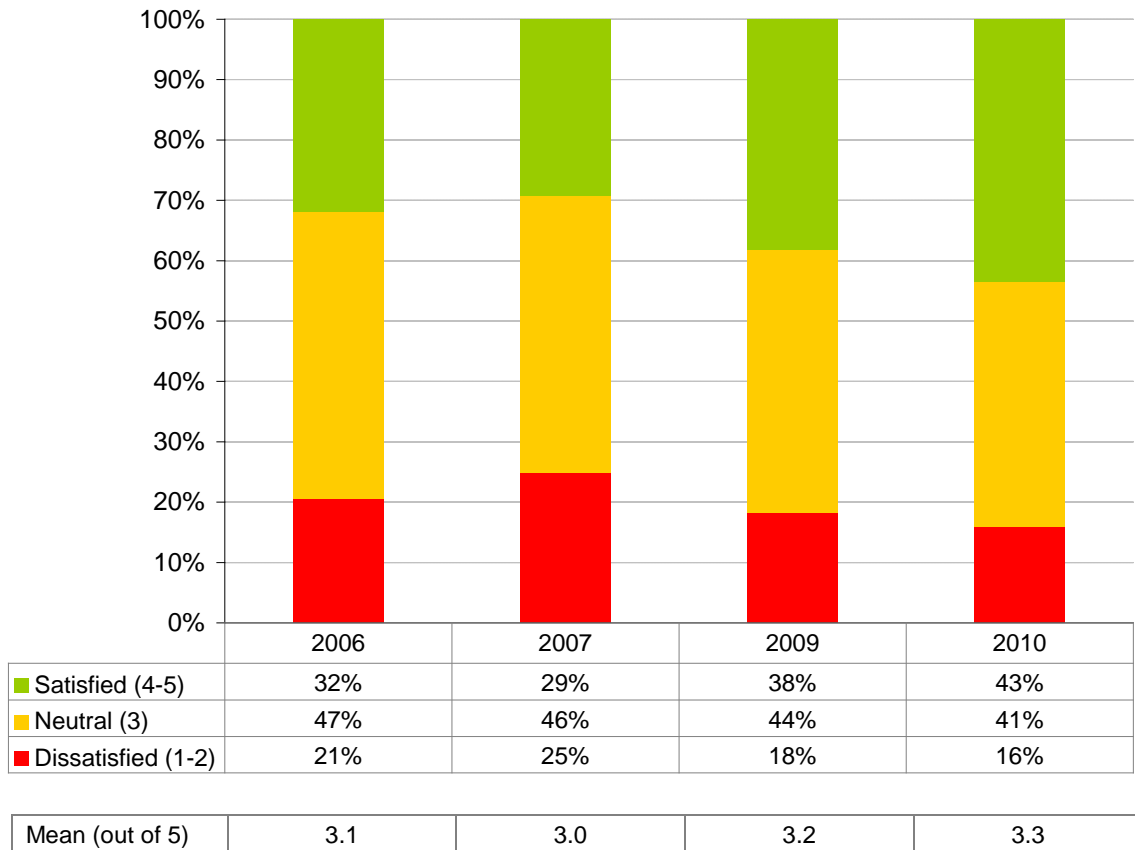


Figure 4-5 Value for Rates – Mean Scores (n=1008)



**Figure 4-6 Value for Rates 2000-2010 (n=1008)**



**Key results:**

- Resident perception of the value received for rates dollar spend has continued to improve, with the mean satisfaction score rising to 3.34 out of 5.
- Around two in five respondents provided a 'high' score of 4 or higher.
- Further analysis revealed that Blue Mountains youth (3.54) were more likely to agree that they received value for their rates spend than persons in the 25-34 years age bracket (3.22).

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## 5 PLANNING PRIORITIES

As in the previous survey, respondents were asked to nominate the major issue of concern to them, both for the Blue Mountains as a whole and for their local area. This section provides a summary of the major issues mentioned by respondents.

### 5.1 CITY-WIDE PLANNING PRIORITIES

Respondents were first asked to identify any action areas that they believe to be priority if Council plans to make the Blue Mountains as a whole a better place in the future. Responses are listed under common themes in Table 5-1 below.



**Table 5-1 City-Wide Priorities For Action (n=1008)**

Priority for Action (rank order)	Percent
Road maintenance and upgrades including kerb, guttering and footpaths	10.9%
Backburning and other fire prevention measures	8.2%
Developments to retain the village atmosphere and character / controlled developments	8.2%
Attracting tourism	8.0%
The environment	6.2%
Beautification of the area/ maintenance & cleanliness of area & facilities (eg Katoomba)	6.2%
Balance between environment and development	4.1%
Employment opportunities / economic development	3.9%
Facilities for the youth	3.9%
Traffic management	3.5%
More public transport and improvements to current system	3.3%
Crime and vandalism	2.5%
Parks, playgrounds, sports and recreation facilities / open spaces	2.2%
Retail and commercial development	1.9%
Better communication and consultation with the community	1.8%
Improve waste management services & facilities / more frequent bulky waste collection	1.6%
Maintaining bush trails and national parks	1.6%
More accountability with rate money / better value	1.5%
Cycleways	1.3%
More parking	1.3%
Facilities, services and access for older and disabled people	1.3%
The arts and cultural facilities / community centres	1.2%
Improving public toilets	1.2%
Looking after and listening to residents	0.9%
Educational facilities, such as schools and higher education	0.8%
Improving stormwater run off	0.7%
Keeping / building community spirit	0.7%
Libraries and greater funding for them	0.5%
Bus Shelters	0.4%
Health care facilities	0.4%
Other	2.6%
Don't know/ Non response	16.0%

**Table 5-2 City-Wide Priorities For Action by Planning Area (n=1008)**

Priority for Action (overall rank order)	Planning Area (%)				
	1	2	3	4	5
Road maintenance and upgrades including kerb, guttering and footpaths	8.5%	13.2%	10.9%	12.2%	7.9%
Backburning and other fire prevention measures	9.4%	5.9%	6.9%	9.2%	9.9%
Developments to retain the village atmosphere and character / controlled developments	9.3%	8.2%	7.4%	9.7%	6.7%
Attracting tourism	7.6%	7.8%	6.7%	8.3%	8.7%
The environment	7.5%	5.5%	5.1%	5.8%	7.4%
Beautification of the area / maintenance and cleanliness of area and facilities (eg Katoomba)	8.3%	9.2%	5.7%	4.0%	5.1%
Balance between environment and development	1.4%	5.1%	4.9%	3.4%	4.1%
Employment opportunities / economic development	3.1%	4.2%	4.5%	3.0%	4.8%
Facilities for the youth	4.6%	2.6%	6.2%	2.2%	5.6%
Traffic management	8.4%	2.3%	2.2%	3.4%	4.1%
More public transport and improvements to current system	4.2%	1.7%	2.4%	7.1%	0.9%
Crime and vandalism	1.0%	1.9%	3.1%	2.7%	2.9%
Parks, playgrounds, sports and recreation facilities / open spaces	0.6%	0.3%	1.2%	2.4%	4.8%
Retail and commercial development	1.0%	4.8%	2.4%	1.1%	0.0%
Better communication and consultation with the community	2.7%	1.1%	1.4%	1.9%	2.4%
Improving waste management services and facilities / more frequent bulky waste collection	0.6%	1.9%	1.8%	0.0%	3.2%
Maintaining bush trails and national parks	0.6%	0.6%	2.2%	1.8%	2.4%
More accountability with rate money / better value	0.9%	0.4%	1.5%	1.8%	2.4%
Cycleways	2.6%	0.6%	2.2%	1.6%	0.9%
More parking	1.0%	0.7%	1.2%	1.9%	1.4%
Facilities, services and access for older and disabled people	1.3%	2.1%	0.3%	0.2%	2.1%
The arts and cultural facilities / community centres	1.0%	1.2%	0.7%	1.4%	1.4%
Improving public toilets	1.6%	2.6%	0.0%	0.0%	1.6%
Looking after and listening to residents	3.5%	0.0%	1.3%	0.4%	1.4%
Educational facilities, such as schools and higher education	0.0%	2.1%	0.0%	0.0%	1.0%
Improving stormwater run off	0.0%	1.8%	0.5%	0.5%	0.0%
Keeping / building community spirit	0.0%	0.4%	0.9%	0.5%	1.2%
Libraries and greater funding for them	1.4%	0.0%	0.5%	1.2%	0.0%
Bus Shelters	0.0%	0.0%	0.5%	1.1%	0.0%
Health care facilities	0.0%	0.7%	0.0%	0.5%	0.2%
Other	2.4%	2.9%	0.5%	3.6%	2.2%
Don't know/ Non response	12.7%	17.4%	19.9%	16.2%	13.5%

## 5.2 LOCAL PLANNING PRIORITIES

Respondents were then asked to identify any action areas that they believe to be priority if Council plans to make their local area a better place in the future.

**Table 5-3 Local Priorities For Action (n=1008)**

Priority for Action (rank order)	Percent
Road maintenance and upgrades including kerb, guttering and footpaths	20.8%
Backburning and other fire prevention measures	7.0%
Beautification of the area / maintenance and cleanliness of area and facilities (eg Katoomba)	6.5%
More parking	6.1%
Developments to retain the village atmosphere and character / controlled developments	6.0%
Traffic management	5.9%
Facilities for the youth	5.8%
Parks, playgrounds, sports and recreation facilities / open spaces	4.7%
Retail and commercial development	4.4%
Crime and vandalism	4.0%
Improving waste management services and facilities / more frequent bulky waste collection	3.3%
The environment	3.2%
Employment opportunities / economic development	3.0%
Improving stormwater run off	2.8%
More street signs / road safety	2.7%
More public transport and improvements to current system	2.5%
The arts and cultural facilities / community centres	2.4%
Attracting tourism	1.9%
Maintaining bush trails and national parks	1.4%
Balance between environment and development	1.2%
Cycleways	1.0%
Facilities, services and access for older and disabled people	0.9%
Improving public toilets	0.8%
Keeping / building community spirit	0.6%
Looking after and listening to residents	0.6%
More accountability with rate money / better value	0.5%
Day care centre	0.5%
Facilities for children	0.4%
Libraries and greater funding for them	0.3%
Better communication and consultation with the community	0.2%
Health care facilities	0.2%
Grass and weeds	0.2%
Bus Shelters	0.1%
Pedestrian awareness	0.1%
Other	2.4%
Don't know	9.3%

**Table 5-4 Local Priorities For Action by Planning Area (n=1008)**

Priority for Action (overall rank order)	Planning Area (%)				
	1	2	3	4	5
Road maintenance and upgrades including kerb, guttering and footpaths	18.1%	12.4%	29.2%	21.3%	25.0%
Backburning and other fire prevention measures	5.2%	4.1%	10.0%	6.6%	9.4%
Beautification of the area / maintenance and cleanliness of area and facilities for instance Katoomba	5.0%	10.0%	2.2%	6.2%	5.9%
More parking	4.6%	12.7%	6.1%	2.8%	3.4%
Developments to retain the village atmosphere and character / controlled developments	5.5%	3.6%	2.7%	12.7%	3.0%
Traffic management	9.1%	7.7%	3.4%	7.0%	3.1%
Facilities for the youth	8.3%	4.4%	1.3%	5.5%	9.2%
Parks, playgrounds, sports and recreation facilities / open spaces	1.5%	1.8%	4.9%	5.9%	7.2%
Retail and commercial development	0.8%	4.4%	10.9%	4.9%	1.7%
Crime and vandalism	2.3%	3.3%	4.6%	2.3%	7.0%
Improving waste management services and facilities / more frequent bulky waste collection	2.7%	2.9%	0.5%	3.3%	5.3%
The environment	3.5%	2.8%	1.4%	3.7%	3.9%
Employment opportunities / economic development	2.4%	4.8%	1.9%	2.1%	3.0%
Improving stormwater run off	0.8%	4.8%	5.2%	2.6%	0.5%
More street signs / road safety	3.8%	1.8%	3.9%	3.6%	1.7%
More public transport and improvements to current system	3.3%	2.1%	0.6%	2.6%	3.5%
The arts and cultural facilities / community centres	5.2%	2.2%	0.7%	2.1%	3.1%
Attracting tourism	4.0%	5.0%	0.0%	0.0%	1.3%
Maintaining bush trails and national parks	4.4%	0.9%	1.4%	0.0%	2.5%
Balance between environment and development	0.8%	0.8%	0.7%	1.4%	1.6%
Cycleways	0.0%	0.8%	0.7%	1.7%	0.9%
Facilities, services and access for older and disabled people	0.4%	1.8%	0.0%	0.5%	1.1%
Improving public toilets	2.4%	1.2%	1.4%	0.0%	0.6%
Keeping / building community spirit	1.0%	0.3%	0.5%	0.0%	1.5%
Looking after and listening to residents	0.0%	0.0%	0.7%	0.2%	0.0%
More accountability with rate money / better value	0.0%	0.0%	0.0%	0.9%	0.5%
Day care centre	0.9%	0.4%	0.5%	0.0%	1.0%
Facilities for children	0.0%	0.0%	2.1%	0.5%	0.0%
Libraries and greater funding for them	1.4%	1.8%	0.5%	0.2%	0.0%
Better communication and consultation with the community	0.9%	0.0%	0.0%	0.4%	0.0%
Health care facilities	0.0%	0.0%	0.0%	0.5%	0.2%
Grass and weeds	0.4%	0.6%	0.0%	0.2%	0.3%
Bus Shelters	0.0%	0.0%	0.7%	0.0%	0.0%
Pedestrian awareness	1.0%	0.3%	0.0%	0.0%	0.0%
Other	2.7%	3.8%	0.9%	2.7%	1.2%
Don't know/ Non response	7.1%	10.3%	9.9%	9.9%	8.0%

### 5.3 FUNDING PRIORITIES

This year residents were also asked to rate the priority they place on a number of asset funding alternatives. The tables below show the response of residents, both overall and by Planning Area.

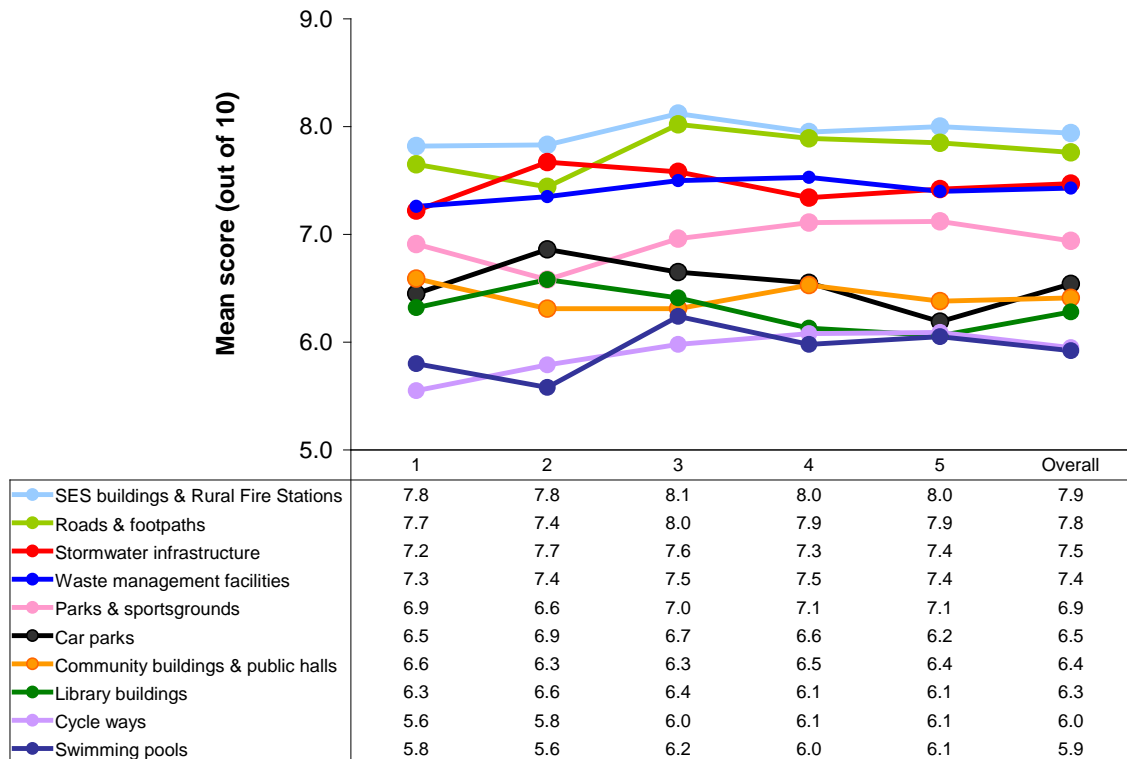
**Table 5-5 Overall Funding Priorities**

Asset (rank order)	Priority Rating (%)				Mean Score (out of 10)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
SES buildings and Rural Fire Stations	0.6%	3.3%	17.1%	78.9%	7.94
Roads and footpaths	0.2%	4.4%	19.4%	76.0%	7.76
Stormwater infrastructure	1.4%	3.4%	25.4%	69.8%	7.47
Waste management facilities	0.5%	3.4%	27.3%	68.8%	7.43
Parks and sportsgrounds	0.6%	5.1%	34.1%	60.2%	6.94
Car parks	0.3%	7.4%	40.8%	51.5%	6.54
Community buildings and public halls	0.8%	7.8%	41.8%	49.6%	6.41
Library buildings	1.3%	9.6%	41.0%	48.1%	6.28
Cycle ways	0.7%	18.1%	34.8%	46.4%	5.95
Swimming pools	0.9%	15.2%	44.3%	39.6%	5.92

**Table 5-6 Planning Area Funding Priorities**

Asset (overall rank order)	Planning Area (Mean Score out of 10)				
	1	2	3	4	5
SES buildings and Rural Fire Stations	7.82	7.83	8.12	7.95	8.00
Roads and footpaths	7.65	7.44	8.02	7.89	7.85
Stormwater infrastructure	7.22	7.67	7.58	7.34	7.42
Waste management facilities	7.26	7.35	7.50	7.53	7.40
Parks and sportsgrounds	6.91	6.58	6.96	7.11	7.12
Car parks	6.45	6.86	6.65	6.55	6.19
Community buildings and public halls	6.59	6.31	6.31	6.53	6.38
Library buildings	6.32	6.58	6.41	6.13	6.06
Cycle ways	5.55	5.79	5.98	6.08	6.09
Swimming pools	5.80	5.58	6.24	5.98	6.05

Figure 5-1 Planning area funding priorities (n=1008)



**Key results:**

- SES buildings and Rural Fire Stations was identified by Blue Mountains residents as the main funding priority for the area. Nearly four out of five residents gave it a 'high' priority rating, resulting in a mean score of 7.94 out of 10.
- Other assets funding options to score highly included roads and footpaths (7.76), stormwater infrastructure (7.47) and waste management facilities (7.43).
- A number of statistically significant differences were identified through further analysis:
  - Females were more likely to provide a higher priority score for the asset funding items, except in the case of parks and sportsgrounds in which there was no significant difference between the sexes.
  - Blue Mountains youth (16-24 years) placed lower priority on funding for cycle ways (5.54) and swimming pools (5.46) than residents aged 25-34 years (6.39 and 6.23 respectively).

- 16-24 year olds (7.14) also placed less priority on funding for roads and footpaths than persons aged 35-49 years (8.10) and 65+ years (7.85), and lower priority on parks and sportsgrounds (6.63) than those in the 25-34 years (7.14), 35-49 years (7.28) and 65+ years (6.93) age brackets.
- Residents in all age brackets from 35 years onwards rated stormwater infrastructure higher than the local youth did (6.63).
- Meanwhile, residents aged 35-49 years (7.70) and 65 years or older (7.69) had a tendency to place higher priority on funding for waste management facilities than those in the 25-34 years age group (6.82).
- Planning Area 2 provided lower priority ratings for roads and footpaths (7.44) and swimming pools (5.58) than Planning Area 3 (8.02 and 6.24 respectively).
- Planning Area 2 also recorded a lower priority rating for parks and sportsgrounds (6.58) than Planning Areas 4 (7.11) and 5 (7.12).
- However, residents of Planning Area 2 regarded car parks (6.86) as a higher funding priority than those of Planning Area 5 (6.19).

## 6 STAFF PERFORMANCE

The survey also sought to measure resident perceptions of, and satisfaction with, Council staff performance. It should be noted that this year’s survey only sought to measure satisfaction with the Council staff by residents that have had recent interaction.

### 6.1 INTERACTION WITH COUNCIL STAFF

Respondents were first asked whether or not they had an interaction with Council staff at any time during the past 12 months. Table 6.1 shows the result for this question.

**Table 6-1 Recent Interaction with Council Staff**

Survey Year	Base	Yes	No
2000	1032	60%	40%
2002	515	64%	36%
2003	508	64%	36%
2004	504	57%	43%
2006	505	62%	38%
2007	1012	57%	43%
2009	757	57%	43%
2010	1008	57%	43%

**Key results:**

- 57.4% of residents surveyed indicated that they have interacted with Council staff in the last twelve months.
- This is exactly on par with the results of the previous two waves of the survey.



## 6.2 STAFF CUSTOMER SERVICE MEASURES

Residents were asked to rate their level of satisfaction with

Figure 6-1 Satisfaction of Respondents who HAD contact with staff, 2000-2010

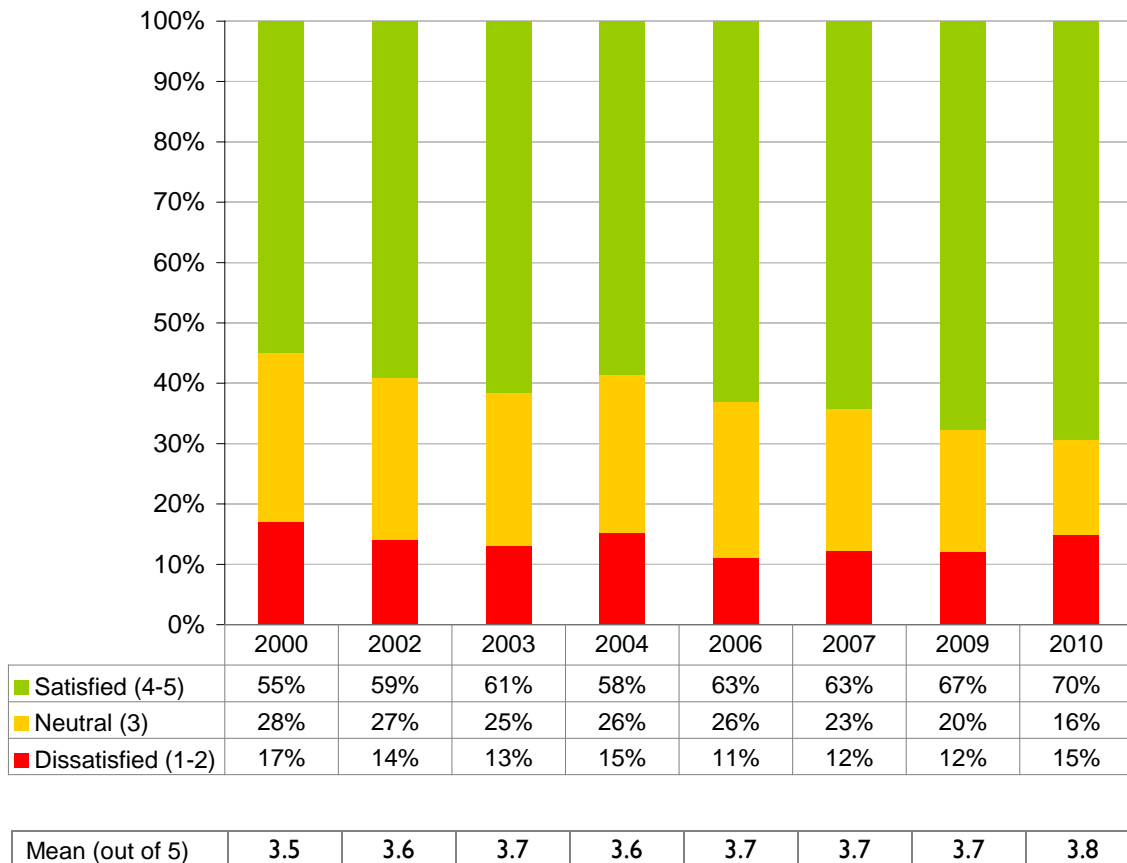


Table 6-2 Summary of Satisfaction Ratings for Councillors, 2004-2010

	Year	Satisfaction Rating (%)			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Overall Satisfaction with Staff Performance	2000	17%	28%	55%	3.5
	2002	14%	27%	59%	3.6
	2003	13%	25%	61%	3.7
	2004	15%	26%	58%	3.6
	2006	11%	26%	63%	3.7
	2007	12%	23%	63%	3.7
	2009	12%	20%	67%	3.7
	<b>2010</b>	<b>15%</b>	<b>16%</b>	<b>70%</b>	<b>3.8</b>

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**Key results:**

- Satisfaction with Council staff has continued to grow amongst residents that have recently interacted with them.
- Over two thirds (69.5%) of residents that have had recent contact provided a 'high' satisfaction rating, resulting in a mean of 3.81 out of 5.
- This is the highest score since the original survey measure in 2000.
- Residents of Planning Area 3 (4.06) were significantly more likely to provide a higher satisfaction rating than those of Planning Area 5 (3.64).

## 7 COUNCILLOR PERFORMANCE

2010 marks the fifth wave of the project in which respondents were asked to respond to issues regarding their dealings and views on Councillors.

### 7.1 DEALINGS WITH COUNCILLORS

Respondents were first asked whether or not they had any dealings with elected Councillors at any time during the past 12 months. Table 7.1 shows the result for this question.

**Table 7-1 Dealings with Elected Councillors**

Survey Year	Base	Yes	No
2004	504	16%	84%
2006	505	13%	87%
2007	1012	11%	89%
2009	757	10%	90%
2010	1008	12%	87%

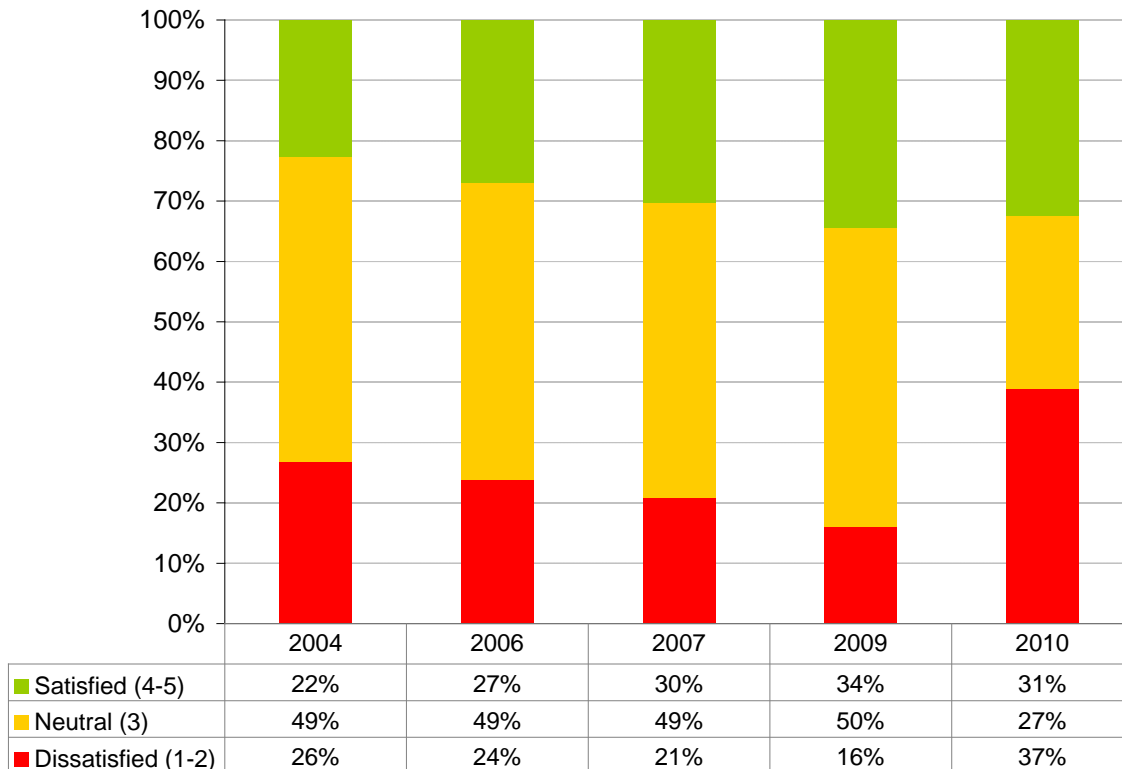
**Key results:**

- In this wave of the survey, 12.2% of residents indicated that they have had a dealing with at least one of their elected Councillors in the last twelve months.
- This is up slightly on last year's result, but still lower than was reported when this question was first introduced in 2004.

## 7.2 OVERALL SATISFACTION WITH COUNCILLORS

Respondents that indicated they had dealings with their elected Councillors during the past 12 months were asked to rate their level of satisfaction with the overall performance of Councillors.

**Figure 7-1 Satisfaction with elected Council representative, 2004- 2010**



**Table 7-2 Summary of Satisfaction Ratings for Councillors, 2004-2010**

	Year	Satisfaction Rating (%)				Mean Score (out of 5)
		N/R	Low (1-2)	Medium (3)	High (4-5)	
Overall Satisfaction with Councillor Performance	2004	3%	26%	49%	22%	2.9
	2006	3%	23%	48%	26%	3.0
	2007	8%	19%	45%	28%	3.1
	2009	11%	14%	44%	31%	3.2
	<b>2010</b>	<b>5%</b>	<b>37%</b>	<b>27%</b>	<b>31%</b>	<b>2.9</b>

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**Key results:**

- Satisfaction with Councillor performance has slipped, with the mean score down from 3.21 in 2009 to 2.88 in 2010.
- While there was no change in the proportion of residents providing 'high' satisfaction ratings (31%), the proportion indicating a 'low' level of satisfaction increased from 14.0% to 36.8% over the last twelve months.
- Further statistical testing uncovered no significant differences in satisfaction with overall Councillor performance between the various sexes, ages and Planning Areas.

## 8 OTHER GENERAL THEMES

2009 marks the second year in which respondents were asked to respond to a number of questions regarding what they value about the Blue Mountains, and their perceptions about living in the area.

### 8.1 COMMUNITY VALUES

Again, respondents were asked what they value most about living in the Blue Mountains.

**Table 8-1 Community Values**

Response (rank order)	Count	Percent
Natural environment/ bush/ mountains/ flora & fauna	223	22.1%
Peaceful/ quiet/ tranquil	159	15.8%
Fresh air	131	13.0%
Small community/ community spirit	95	9.4%
Atmosphere (eg village, rural)	74	7.3%
Lifestyle	42	4.2%
Beauty/ scenery	39	3.9%
Away from city/ limited development/ no overcrowding	37	3.7%
The people	27	2.7%
Safe place to live	26	2.5%
Heritage/ National Park	22	2.2%
Climate	21	2.1%
Clean & healthy place to live	21	2.1%
Location - close to city, facilities and bush	19	1.9%
Open space	15	1.5%
Close to family/ Great place to raise kids	12	1.2%
Great place to live	8	0.8%
Activities available (eg bushwalking)	6	0.6%
Parks & ovals	1	0.1%
Other	11	1.1%
Non response	18	1.8%

#### **Key results:**

- Nearly a quarter of residents (22.1%) identified the natural environment and bushlands as the thing they value most about living in the Blue Mountains.
- The top three was unchanged from 2009, with peacefulness and tranquillity (15.8%) and fresh air (13.0%) rounding out the top of the list.
- Residents love the sense of community (9.4%) and the village atmosphere (7.3%).

## 8.2 ENVIRONMENTALLY SUSTAINABLE LIVING

This section of the report looks at the community friendly actions that residents consciously partake in on a daily basis that helps maintain and protect the environment.

**Table 8-2 Community friendly actions by residents**

Action (rank order)	Planning Area (%)					Overall (%)
	1	2	3	4	5	
Recycle paper, plastics, glass and metals	100.0%	99.3%	98.5%	99.1%	99.4%	99.2%
Conserve water by recycling water or using water efficient fixtures or use water from a water tank	80.9%	63.8%	76.9%	74.0%	75.3%	72.6%
Maintain a compost heap or worm farm	60.7%	60.8%	59.4%	58.4%	59.9%	59.7%
Use non-car transport for local trips	55.6%	61.7%	52.7%	50.5%	66.7%	58.2%
Maintain a vegetable garden	50.3%	45.1%	53.1%	46.0%	46.2%	47.1%
Purchase green energy (green power)	29.6%	25.5%	26.1%	16.8%	21.1%	22.4%

### Key results:

- Nearly all Blue Mountains residents indicated that they recycle paper, plastics, glass and metals (99.2%).
- Around three quarters (72.6%) conserve water by recycling it, using water efficient fixtures or water tanks. Residents of Planning Area 1 (80.9%) were more likely to engage in water conservation measures than residents of Planning Area 1 (63.8%).
- Three in five residents maintain a compost heap or worm farm (59.7%).
- The proportion using non-car transport for local trips rose from 46.1% in 2009 to 58.2% this year, with Planning Area 5 more likely to do this (66.7%).
- Nearly half of the residents surveyed said that they maintain a vegetable garden (47.1%).
- This year's survey showed that fewer residents were purchasing green power, down from 26.5% to 22.4%. Planning Area 4 (16.8%) was far less likely to purchase green energy than Planning Area 1 (29.6%).

### 8.3 COMMUNITY SAFETY & CONNECTEDNESS

Respondents were asked to indicate their level of agreement with a number of statements about how they perceive their neighbourhood and the Blue Mountains as a place to live. They were asked to rate their level of agreement on a 5 point scale, where 1 means 'strongly disagree' and 5 means 'strongly agree'. The results are presented in Tables 8.3.1 and 8.3.2.

**Table 8-3 Community Perceptions**

Statement (rank order)	Agreement Rating (%)				Mean Score (out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	
I feel that I am generally safe in my neighbourhood	0.0%	2.4%	7.2%	90.4%	4.47
I am in good health	0.1%	3.1%	7.0%	89.8%	4.47
I have someone in my area outside my immediate family to turn to in a time of crisis	0.1%	8.2%	7.4%	84.3%	4.35
My neighbourhood is a friendly place to live	0.1%	3.5%	9.8%	86.6%	4.34
I feel I belong to the community I live in	0.0%	5.3%	14.5%	80.2%	4.18
I like the way my neighbourhood looks	0.0%	8.8%	16.6%	74.6%	4.03
My town/village is child friendly	5.8%	6.9%	19.5%	67.8%	3.96
I make a contribution to the community I live in	0.2%	13.3%	28.0%	58.5%	3.68

**Table 8-4 Community Perceptions by Planning Area**

Action (rank order)	Planning Area (%)					Overall (%)
	1	2	3	4	5	
I feel that I am generally safe in my neighbourhood	4.42	4.52	4.47	4.57	4.32	4.47
I am in good health	4.42	4.41	4.49	4.44	4.57	4.47
I have someone in my area outside my immediate family to turn to in a time of crisis	4.39	4.30	4.26	4.38	4.39	4.35
My neighbourhood is a friendly place to live	4.46	4.22	4.31	4.41	4.37	4.34
I feel I belong to the community I live in	4.29	4.07	4.19	4.28	4.14	4.18
I like the way my neighbourhood looks	4.23	4.13	3.80	4.09	3.92	4.03
My town/village is child friendly	3.98	3.90	3.77	4.08	3.99	3.96
I make a contribution to the community I live in	3.88	3.81	3.77	3.63	3.50	3.68



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### **Key results:**

- Six of the eight statements about community connectedness dealt with in this survey achieved 'high' agreement ratings of 4 or more out of 5.
- Nine in ten residents agree that they generally feel safe in their neighbourhood, resulting in a mean score of 4.47.
  - Residents of Planning Area 2 (4.52) were more likely to agree with this statement than those in Planning Area 5 (4.32), although all achieved quite 'high' scores.
- Similarly, 89.8% of residents provided a 'high' agreement rating for the statement 'I am in good health', also resulting in a mean of 4.47.
- Most residents in all Planning Areas have someone local outside their immediate family to turn to in a time of crisis (4.35).
- A mean agreement score of 4.34 was recorded for the statement 'My neighbourhood is a friendly place to live'.
  - Planning Areas 1 (4.46) and 4 (4.41) provided higher mean scores than Planning Area 2 (4.22).
- Four in eight Blue Mountains residents feel that they belong in the local community (4.18).
- Three quarters of Blue Mountains residents agreed that they like the way their neighbourhood looks, leading to a mean score of 4.03.
  - Residents of Planning Areas 1 (4.23) and 2 (4.13) were far more likely to be happy with the appearance of their neighbourhood than Planning Areas 3 (3.80) and 5 (3.92).
- Two thirds of residents agreed that their town/village is a child-friendly place (3.96), although Planning Area 4 (4.08) displayed a much higher level of agreement than Planning Area 3 (3.77).
- Nearly three in five residents indicated that they contribute to their local community, resulting in a mean agreement score of 3.68.
  - Residents of Planning Areas 1 (3.88) appeared to contribute more greatly than those of Planning Area 5 (3.50).

- Further statistical testing revealed that:
  - Females are significantly more likely to agree with the above statements about community connectedness, with the exclusion of 'I feel that I am generally safe in my neighbourhood' and 'My neighbourhood is friendly place to live' in which there were no differences between males and females.
  - Blue Mountains youth (16-24 years) had a lower tendency to agree that they feel safe in their neighbourhood (4.27) than residents aged 35-49 years (4.52) and 65 years or older (4.60).
  - All groups provided a significantly higher agreement rating than local youth when it came to the statements 'I feel I belong to the community I live in' (3.83) and 'I make a contribution to the community I live in' (3.01).
  - Predictably, residents aged 49 years and younger were more likely to feel that they were in good health than those aged 50 years or older.
  - Residents in the 65+ years age bracket had a greater propensity to agree that their town/village was child friendly (4.19) than those in the 35-49 years age bracket (3.85).
  - Similarly, older residents (65 years and older) were significantly more likely to like the way their neighbourhood looks (4.24) than younger residents in the 16-24 years (3.90) and 25-34 years (3.84) age groups.

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## APPENDIX 1: Survey Methodology

### Sample Design

A telephone-based survey aiming to secure a response from approximately 1000 residents from throughout the Blue Mountains LGA was used. The survey unit was permanent residents of the Blue Mountains Council area. Respondents also had to be aged 16 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of response by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (eg. every 110<sup>th</sup> number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area and within the three survey sub areas. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

## Data Collection

During the survey process, the person from the selected household who had the most recent birthday was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call-backs were scheduled for a later time or day. Unanswered numbers were retried five times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m.

Following the close of the main survey period, additional interviews were conducted, according to need, in those age groups that were under represented. During this part of the sampling process, a quota sampling procedure was employed to ensure that adequate numbers in all age groups were selected for interview. This eliminated the need for heavily weighting the survey data. Non-private numbers and faxes reached during the selection process were excluded from the sample. The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

## Response

At the end of the survey period, 1008 completed interviews had been collected. Table 0-1 shows that a completion rate of 72% was achieved.

**Table 0-1 Survey Response Outcomes**

Response sequence	Outcome
Completed Interviews	1008
Refusals & terminated interviews	390
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	1398
<b>Completion rate</b>	<b>72.1%</b>

Given the level of response to the survey and the fact that it represents a very good random cross-section of the area the findings presented in this report provide a good basis for gauging community opinion.

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## **WEIGHTING ADJUSTMENT**

The final results have been weighted by the age and area distribution of the population, as this provides the most accurate reflection of overall resident opinions. The proportions and frequency counts in this report are based on a combination of an area weighting and an age weighting. Using weighted results means that, whilst large enough sub-samples have been achieved to make statistically valid comparisons between sub-groups (i.e. n-200 for each area), all sub-groups will contribute to the total sample result in proportion to their characteristics.

## **SURVEY ACCURACY**

When analysing results for the entire sample, the maximum error rate will be about  $\pm 3.2\%$  at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within  $\pm 3.2\%$  of the result achieved in this survey.

## APPENDIX 2: Importance & Satisfaction Ratings

### IMPORTANCE RATINGS

#### BMCC Overall

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low	Med	High	
Protection from bushfires and emergencies	0.2%	0.1%	1.8%	97.8%	4.87
Clean, safe and healthy living environments	0.8%	0.3%	2.5%	96.4%	4.83
Garbage collection	0.0%	0.3%	3.2%	96.4%	4.78
Traffic Safety	0.2%	0.5%	3.2%	96.2%	4.77
Wheelie Bin' curbside recycling service	0.1%	1.6%	2.6%	95.6%	4.75
Rural Fire Service and SES buildings	1.6%	1.3%	3.4%	93.7%	4.70
Generating local employment opportunities	2.2%	2.4%	5.3%	90.1%	4.59
Clean creeks & waterways	0.8%	1.5%	5.7%	92.0%	4.58
Litter control	0.4%	1.7%	6.4%	91.5%	4.52
Advocacy for facilities & services for people with a disability	4.7%	4.4%	5.5%	85.4%	4.48
Parks & playgrounds.	1.4%	3.3%	6.0%	89.4%	4.48
Sealed roads	0.4%	3.0%	9.3%	87.4%	4.47
Pedestrian access generally around shopping centres and community facilities.	0.1%	1.5%	7.9%	90.5%	4.47
Lighting of public areas.	1.4%	2.9%	10.1%	85.6%	4.47
Stormwater Infrastructure	3.6%	3.7%	9.3%	83.5%	4.46
Waste Management Facilities	4.1%	4.2%	7.2%	84.5%	4.46
Town centre & village atmosphere	0.5%	2.4%	8.5%	88.6%	4.44
Parking for shoppers	0.5%	2.2%	10.7%	86.5%	4.43
Footpaths	0.2%	3.3%	9.2%	87.2%	4.42
Managing residential development	3.7%	3.1%	10.3%	83.0%	4.41
Advocacy for services and facilities for older people	3.8%	4.8%	8.4%	82.9%	4.39
Advocacy for services and facilities for young people	5.6%	5.1%	7.9%	81.4%	4.38
Public toilets	0.5%	4.4%	12.1%	82.9%	4.36
Protection of natural bushland.	0.2%	3.2%	16.2%	80.4%	4.29
Advocacy for services & facilities for children & families	6.9%	6.3%	10.1%	76.6%	4.29
Council lookouts and walking trails.	2.2%	3.7%	13.0%	81.1%	4.29
Weed control	1.2%	6.1%	12.2%	80.4%	4.27
Carparks	1.2%	3.3%	15.0%	80.5%	4.27
Ovals & sporting grounds.	1.7%	6.7%	9.3%	82.3%	4.27
Annual bulky waste pickup	2.0%	6.1%	14.1%	77.9%	4.24
Swimming pools.	1.6%	5.3%	13.5%	79.5%	4.23
Protection of heritage values & buildings	0.6%	5.9%	14.1%	79.4%	4.22
Library services	2.4%	7.8%	11.5%	78.3%	4.21
Tourism promotion	0.6%	6.0%	15.2%	78.2%	4.20
Visitor Information Centres	2.0%	5.2%	16.7%	76.1%	4.19
Bush regeneration	1.3%	6.8%	14.6%	77.3%	4.18
Commuter parking	2.6%	8.7%	11.5%	77.1%	4.17
Library buildings	5.3%	5.7%	17.7%	71.3%	4.11
Street cleaning	1.7%	6.3%	18.0%	74.0%	4.10
Community centres & community halls	2.2%	5.5%	17.2%	75.1%	4.10
Enhancing the built environment	3.1%	5.3%	19.6%	72.0%	4.06
Curbside chipping of green waste	3.4%	8.7%	18.6%	69.2%	4.05
Hours of operation of the library service	7.5%	9.2%	16.7%	66.6%	4.01
Construction materials recovery and recycling service	14.2%	9.3%	14.5%	62.1%	4.00
Cultural & Arts facilities	3.2%	6.8%	21.6%	68.4%	3.98
Bus shelters	3.4%	13.1%	17.8%	65.7%	3.86
Family Day Care Services	13.4%	18.6%	8.5%	59.5%	3.82
Cycle ways	4.0%	15.9%	18.0%	62.1%	3.74
Cemeteries and ashes placement sites.	9.1%	15.7%	18.9%	56.3%	3.70
Unsealed roads	8.3%	17.6%	30.7%	43.4%	3.42

## Planning Areas

Service / facility (overall rank order)	Planning Area				
	1	2	3	4	5
Protection of natural bushland.	4.20	4.41	4.28	4.18	4.32
Clean creeks & waterways	4.50	4.63	4.64	4.58	4.54
Bush regeneration	4.11	4.23	4.24	4.21	4.11
Weed control	4.32	4.25	4.36	4.28	4.23
Garbage collection	4.73	4.79	4.69	4.81	4.80
Wheellie Bin curbside recycling service	4.64	4.78	4.73	4.75	4.76
Construction materials recovery and recycling service	3.93	3.99	3.93	3.99	4.07
Annual bulky waste pickup	4.25	4.16	4.31	4.32	4.17
Curbside chipping of green waste	3.94	3.86	4.24	4.10	4.13
Waste Management Facilities	4.35	4.49	4.43	4.42	4.49
Stormwater Infrastructure	4.37	4.56	4.52	4.41	4.41
Managing residential development	4.36	4.47	4.38	4.40	4.38
Protection of heritage values & buildings	4.14	4.33	4.09	4.22	4.22
Enhancing the built environment	4.04	4.16	4.02	3.89	4.16
Public toilets	4.41	4.39	4.48	4.31	4.31
Litter control	4.55	4.56	4.52	4.53	4.47
Street cleaning	4.00	4.22	4.11	4.00	4.10
Town centre & village atmosphere	4.55	4.54	4.37	4.38	4.43
Parking for shoppers	4.31	4.51	4.45	4.50	4.31
Cemeteries and ashes placement sites.	3.72	3.72	3.85	3.68	3.62
Sealed roads	4.37	4.41	4.54	4.54	4.45
Unsealed roads	3.57	3.42	3.57	3.40	3.33
Bus shelters	3.93	3.97	3.98	3.84	3.70
Pedestrian access generally around shopping centres and community facilities.	4.51	4.49	4.53	4.43	4.46
Lighting of public areas.	4.47	4.51	4.45	4.42	4.49
Footpaths	4.42	4.39	4.48	4.44	4.40
Cycle ways	3.60	3.65	3.84	3.82	3.74
Carparks	4.11	4.38	4.39	4.28	4.15
Commuter parking	3.98	4.12	4.28	4.20	4.17
Traffic Safety	4.77	4.80	4.80	4.78	4.71
Family Day Care Services	3.78	3.78	4.12	3.80	3.74
Protection from bushfires and emergencies	4.86	4.88	4.92	4.89	4.80
Rural Fire Service and SES buildings	4.70	4.66	4.79	4.67	4.72
Advocacy for services & facilities for children & families	4.23	4.26	4.44	4.29	4.26
Advocacy for services and facilities for young people	4.27	4.41	4.51	4.38	4.33
Advocacy for services and facilities for older people	4.47	4.47	4.57	4.33	4.25
Advocacy for facilities & services for people with a disability	4.53	4.55	4.55	4.40	4.46
Community centres & community halls	4.38	4.07	4.21	4.11	3.99
Ovals & sporting grounds.	4.23	4.01	4.34	4.41	4.34
Swimming pools.	4.17	4.11	4.33	4.30	4.23
Parks & playgrounds.	4.55	4.44	4.52	4.48	4.47
Council lookouts and walking trails.	4.45	4.46	4.35	4.16	4.19
Clean, safe and healthy living environments	4.85	4.81	4.83	4.84	4.83
Library services	4.29	4.30	4.28	4.21	4.05
Hours of operation of the library service	4.08	4.16	4.05	4.00	3.83
Library buildings	4.02	4.28	4.16	4.13	3.90
Generating local employment opportunities	4.54	4.65	4.63	4.59	4.54
Tourism promotion	4.19	4.26	4.27	4.17	4.13
Visitor Information Centres	4.18	4.32	4.12	4.15	4.16
Cultural & Arts facilities	3.97	4.12	4.00	3.95	3.86

## SATISFACTION RATINGS

### BMCC Overall

Service / facility (rank order)	Satisfaction Rating(%)				Mean Score (out of 5)
	N/R	Low	Medium	High	
Garbage collection	0.0%	3.7%	9.0%	87.3%	4.43
Wheelie Bin' curbside recycling service	0.6%	5.8%	10.1%	83.5%	4.37
Rural Fire Service and SES buildings	10.4%	5.8%	21.0%	62.8%	3.93
Waste Management Facilities	12.7%	7.3%	22.0%	58.0%	3.89
Library services	7.9%	6.5%	26.5%	59.1%	3.85
Swimming pools.	6.2%	7.9%	25.6%	60.3%	3.82
Clean, safe and healthy living environments	2.3%	3.7%	29.6%	64.4%	3.82
Annual bulky waste pickup	6.3%	14.6%	24.6%	54.5%	3.69
Council lookouts and walking trails.	6.1%	8.7%	28.3%	56.9%	3.69
Curbside chipping of green waste	10.4%	12.5%	24.5%	52.5%	3.68
Pedestrian access generally around shopping centres and community facilities.	0.8%	11.5%	27.5%	60.2%	3.68
Visitor Information Centres	6.5%	9.1%	31.9%	52.5%	3.66
Protection from bushfires and emergencies	5.6%	15.3%	23.7%	55.4%	3.64
Hours of operation of the library service	15.9%	9.1%	29.9%	45.2%	3.64
Ovals & sporting grounds.	8.2%	8.9%	30.2%	52.7%	3.63
Library buildings	11.5%	10.2%	30.4%	47.8%	3.61
Cemeteries and ashes placement sites.	31.5%	6.0%	26.7%	35.8%	3.60
Family Day Care Services	41.5%	5.5%	23.9%	29.1%	3.56
Construction materials recovery and recycling service	9.5%	26.9%	33.8%	29.8%	3.55
Bush regeneration	11.0%	9.9%	33.4%	45.6%	3.53
Parks & playgrounds.	4.9%	15.3%	28.2%	51.7%	3.51
Protection of natural bushland.	8.6%	11.1%	35.4%	44.9%	3.49
Tourism promotion	6.4%	13.3%	34.1%	46.2%	3.47
Lighting of public areas.	4.1%	13.8%	36.2%	45.9%	3.44
Protection of heritage values & buildings	6.1%	14.3%	35.2%	44.4%	3.43
Litter control	1.2%	16.9%	33.5%	48.3%	3.41
Town centre & village atmosphere	1.8%	16.8%	35.4%	46.0%	3.41
Clean creeks & waterways	14.7%	14.0%	31.5%	39.8%	3.40
Street cleaning	3.8%	16.2%	34.8%	45.2%	3.38
Community centres & community halls	9.9%	13.1%	37.4%	39.6%	3.38
Traffic Safety	1.4%	16.4%	36.9%	45.4%	3.36
Advocacy for services & facilities for children & families	24.9%	11.4%	36.2%	17.4%	3.29
Bus shelters	12.4%	16.8%	37.2%	33.6%	3.26
Carparks	2.3%	17.3%	44.8%	35.6%	3.26
Advocacy for services and facilities for older people	23.1%	13.8%	34.6%	28.4%	3.26
Cultural & Arts facilities	8.2%	16.9%	39.1%	35.8%	3.25
Parking for shoppers	1.4%	22.9%	36.3%	39.3%	3.22
Commuter parking	7.4%	18.7%	41.1%	32.8%	3.21
Enhancing the built environment	18.6%	41.7%	33.2%	6.5%	3.19
Sealed roads	1.2%	24.4%	36.0%	38.4%	3.18
Managing residential development	10.0%	21.6%	39.1%	29.3%	3.11
Footpaths	0.3%	32.5%	30.5%	36.7%	3.05
Stormwater Infrastructure	10.7%	26.8%	32.1%	30.3%	3.04
Unsealed roads	17.5%	19.4%	42.3%	20.8%	2.99
Advocacy for facilities & services for people with a disability	25.2%	20.8%	33.7%	20.4%	2.99
Weed control	9.9%	28.6%	37.3%	24.1%	2.93
Generating local employment opportunities	16.3%	27.2%	37.1%	19.4%	2.85
Advocacy for services and facilities for young people	21.7%	27.5%	37.0%	13.8%	2.78
Public toilets	4.2%	37.7%	35.3%	22.8%	2.76
Cycle ways	12.9%	35.5%	32.9%	18.7%	2.74



## Planning Areas

Service / facility (overall rank order)	Planning Area				
	1	2	3	4	5
Protection of natural bushland.	3.32	3.56	3.50	3.49	3.46
Clean creeks & waterways	3.44	3.43	3.41	3.48	3.26
Bush regeneration	3.46	3.64	3.54	3.55	3.43
Weed control	3.00	3.02	2.90	2.84	2.93
Garbage collection	4.41	4.53	4.37	4.36	4.43
Wheellie Bin' curbside recycling service	4.39	4.41	4.37	4.28	4.41
Construction materials recovery and recycling service	3.53	3.64	3.36	3.52	3.59
Annual bulky waste pickup	3.66	3.84	3.72	3.77	3.44
Curbside chipping of green waste	3.67	3.76	3.80	3.68	3.56
Waste Management Facilities	3.78	3.99	3.85	3.87	3.87
Stormwater Infrastructure	3.18	3.04	2.92	3.08	3.03
Managing residential development	3.09	3.20	3.17	3.08	3.04
Protection of heritage values & buildings	3.27	3.47	3.36	3.45	3.48
Enhancing the built environment	3.08	3.19	3.13	3.25	3.20
Public toilets	2.71	2.81	2.55	2.75	2.83
Litter control	3.26	3.42	3.26	3.51	3.40
Street cleaning	3.36	3.49	3.18	3.40	3.37
Town centre & village atmosphere	3.32	3.41	3.27	3.43	3.48
Parking for shoppers	2.87	2.94	3.05	3.39	3.50
Cemeteries and ashes placement sites.	3.54	3.56	3.58	3.67	3.60
Sealed roads	3.21	3.26	3.04	3.05	3.32
Unsealed roads	2.85	2.89	2.97	3.09	3.07
Bus shelters	3.25	3.32	3.20	3.25	3.24
Pedestrian access generally around shopping centres and community facilities.	3.34	3.65	3.54	3.77	3.80
Lighting of public areas.	3.22	3.45	3.34	3.49	3.50
Footpaths	2.95	3.13	2.78	3.13	3.06
Cycle ways	2.61	2.80	2.58	2.83	2.69
Carparks	2.97	3.08	3.27	3.35	3.44
Commuter parking	3.04	3.05	2.96	3.52	3.22
Traffic Safety	3.04	3.27	3.22	3.52	3.46
Family Day Care Services	3.43	3.59	3.63	3.59	3.48
Protection from bushfires and emergencies	3.54	3.68	3.68	3.54	3.71
Rural Fire Service and SES buildings	3.70	4.04	4.06	3.88	3.87
Advocacy for services & facilities for children & families	3.34	3.29	3.32	3.31	3.22
Advocacy for services and facilities for young people	2.52	2.78	2.81	2.79	2.84
Advocacy for services and facilities for older people	3.04	3.20	3.20	3.41	3.25
Advocacy for facilities & services for people with a disability	2.83	2.94	2.91	3.10	3.03
Community centres & community halls	3.56	3.33	3.44	3.37	3.36
Ovals & sporting grounds.	3.59	3.68	3.56	3.60	3.67
Swimming pools.	3.55	3.77	3.99	3.87	3.82
Parks & playgrounds.	3.77	3.62	3.59	3.26	3.56
Council lookouts and walking trails.	3.75	3.79	3.67	3.65	3.61
Clean, safe and healthy living environments	3.78	3.85	3.75	3.88	3.78
Library services	3.85	3.86	3.72	3.98	3.75
Hours of operation of the library service	3.32	3.71	3.49	3.72	3.66
Library buildings	3.46	3.47	3.56	3.75	3.65
Generating local employment opportunities	2.64	2.66	2.77	2.93	3.09
Tourism promotion	3.41	3.45	3.51	3.53	3.42
Visitor Information Centres	3.41	3.52	3.53	3.72	3.85
Cultural & Arts facilities	3.05	3.16	3.41	3.30	3.26

## EXPECTATION GAPS

Service / facility (rank order)	Mean Score (out of 5)		Difference (Imp - Sat)
	Importance	Satisfaction	
Generating local employment opportunities	4.59	2.85	1.74
Public toilets	4.36	2.76	1.60
Advocacy for services & facilities for young people	4.38	2.78	1.60
Advocacy for facilities & services for people with a disability	4.48	2.99	1.49
Stormwater Infrastructure	4.46	3.04	1.41
Traffic Safety	4.77	3.36	1.41
Footpaths	4.42	3.05	1.37
Weed control	4.27	2.93	1.35
Managing residential development	4.41	3.11	1.30
Sealed roads	4.47	3.18	1.28
Protection from bushfires & emergencies	4.87	3.64	1.23
Parking for shoppers	4.43	3.22	1.22
Clean creeks & waterways	4.58	3.40	1.19
Advocacy for services & facilities for older people	4.39	3.26	1.13
Litter control	4.52	3.41	1.12
Town centre & village atmosphere	4.44	3.41	1.04
Lighting of public areas.	4.47	3.44	1.03
Cycle ways	3.74	2.74	1.01
Carparks	4.27	3.26	1.01
Advocacy for services & facilities for children & families	4.29	3.29	1.00
Clean, safe & healthy living environments	4.83	3.82	1.00
Parks & playgrounds.	4.48	3.51	0.96
Commuter parking	4.17	3.21	0.95
Enhancing the built environment	4.06	3.19	0.86
Protection of natural bushland.	4.29	3.49	0.80
Protection of heritage values & buildings	4.22	3.43	0.79
Pedestrian access around shopping centres & community facilities.	4.47	3.68	0.79
Rural Fire Service & SES buildings	4.70	3.93	0.77
Tourism promotion	4.20	3.47	0.73
Cultural & Arts facilities	3.98	3.25	0.73
Community centres & community halls	4.10	3.38	0.72
Street cleaning	4.10	3.38	0.71
Bush regeneration	4.18	3.53	0.65
Ovals & sporting grounds.	4.27	3.63	0.63
Bus shelters	3.86	3.26	0.60
Council lookouts & walking trails.	4.29	3.69	0.60
Waste Management Facilities	4.45	3.89	0.56
Annual bulky waste pickup	4.24	3.69	0.55
Visitor Information Centres	4.19	3.66	0.54
Library buildings	4.11	3.61	0.50
Construction materials recovery & recycling service	4.00	3.55	0.45
Unsealed roads	3.42	2.99	0.43
Swimming pools.	4.23	3.82	0.40
Wheelie Bin' curbside recycling service	4.75	4.37	0.38
Curbside chipping of green waste	4.05	3.68	0.37
Hours of operation of the library service	4.01	3.64	0.37
Library services	4.21	3.85	0.36
Garbage collection	4.78	4.43	0.35
Family Day Care Services	3.82	3.56	0.26
Cemeteries & ashes placement sites.	3.70	3.60	0.10

## APPENDIX 3: Questionnaire

### INTRODUCTION

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Hello, my name is ... from IRIS Research, an opinion research organisation. We are conducting a survey about services and facilities provided by Blue Mountains City Council and we are interested in the views of a person in your household. By answering this survey you will be providing valuable feedback to Blue Mountains City Council so that the needs of residents can be better addressed.

May I please speak to the person in that household who had the most recent birthday.

Just to give you some background, the information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

### SCREENING

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Before we start, I just have to make sure you qualify for an interview.

Firstly, is this household in the Blue Mountains Council area? [IF NOT TERMINATE]

And, have you lived in the Blue Mountains Council area for longer than 6 months? [IF NOT TERMINATE]

Before we start, I just have to inform you that my supervisor may monitor this call for quality control purposes.

### SECTION 1 – COUNCIL SERVICES & FACILITIES (IMPORTANCE & SATISFACTION RATINGS)

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#### Question 1A

In this first section I will read out a list of services and facilities provided by Blue Mountains City Council.

For each I will ask you how important the service is to you personally on a scale of 1 to 5. In the scale, a score of 1 means that the service is not at all important and a score of 5 means that the service is very important to you.

For each service or facility I will also ask you how satisfied you are with Council's performance. This will involve a scale of 1 to 5, where 1 means you are very dissatisfied and 5 means you are very satisfied.

#### LOOKING AFTER ENVIRONMENT

1. Protection of natural bushland.
2. Clean creeks & waterways
3. Bush regeneration
4. Weed control
5. Garbage collection
6. Wheelie Bin' curbside recycling service
7. Construction materials recovery and recycling service
8. Annual bulky waste pickup
9. Curbside chipping of green waste
10. Waste Management Facilities
11. Stormwater Infrastructure

#### Using Land for Living

12. Managing residential development
13. Protection of heritage values & buildings
14. Enhancing the built environment
15. Public toilets
16. Litter control
17. Street cleaning
18. Town centre & village atmosphere
19. Parking for shoppers
20. Cemeteries and ashes placement sites.

**Moving Around**

21. Sealed roads
22. Unsealed roads
23. Bus shelters
24. Pedestrian access generally around shopping centres and community facilities.
25. Lighting of public areas.
26. Footpaths
27. Cycle ways
28. Carparks
29. Commuter parking
30. Traffic Safety

**Looking After People**

31. Family Day Care Services
32. Protection from bushfires and emergencies
33. Rural Fire Service and State Emergency Service buildings
34. Advocacy for services and facilities for children and families
35. Advocacy for services and facilities for young people
36. Advocacy for services and facilities for older people
37. Advocacy for facilities and services for people with a disability
38. Community centres & community halls
39. Ovals & sporting grounds.
40. Swimming pools.
41. Parks & playgrounds.
42. Council lookouts and walking trails.
43. Clean, safe and healthy living environments
44. Library services
45. Hours of operation of the library service
46. Library buildings

**Sustainable Economy**

47. Generating local employment opportunities
48. Tourism promotion
49. Visitor Information Centres
50. Cultural & Arts facilities

**Question 1C**

Council uses rates paid by residents to provide the services we have just covered. Please tell me whether you think the services provided by Blue Mountains City Council overall are good value for the rate dollar?

Use a 1 to 5 scale, where 1 means you think the services provided by Council overall are very poor value for your rate dollar and 5 means they are very good value.

- 1 Very poor value
- 2 ...
- 3 ...
- 4 ...
- 5 Very good value
- 6 CANT SAY

---

**SECTION 2 – COUNCILLOR & STAFF PERFORMANCE**

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**Question 2A**

Now I want to ask you some general questions about Council's staff and overall image.

In the past 12 months, have you had any contact with Council staff?

- 1 Yes
- 2 No

**Question 2D**

How satisfied are you with the overall performance of Council's staff, again on a scale of 1 to 5, where 1=very dissatisfied and 5=very satisfied.

- 1 Very dissatisfied
- 2 .
- 3 .
- 4 .
- 5 Very satisfied
- 6 CANT SAY / DONT KNOW

**Question 2N**

Have you had any dealings with your elected representatives over the last year?

- 1 Yes
- 2 No
- 3 Cant recall

**Question 2Q**

How satisfied are you with the overall performance of Councillors?

- 1 Very dissatisfied
- 2 ...
- 3 ...
- 4 ...
- 5 Very satisfied
- 6 CANT SAY

---

**SECTION 3 – OVERALL SATISFACTION**

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**Question 1B**

We are near the end of the first section about council services and facilities. Given the answers you have just provided, how would you rate your overall satisfaction with Blue Mountains City Council as an organisation?

Again, we will use a scale of 1 to 5 where 1=very dissatisfied and 5=very satisfied.

- |                       |                |
|-----------------------|----------------|
| 1 Very dissatisfied   | [ Go to 1C ]   |
| 2 .                   | [ Go to 1C ]   |
| 3 .                   | [ Jump to 1D ] |
| 4 .                   | [ Jump to 1D ] |
| 5 Very satisfied      | [ Jump to 1D ] |
| 6 CANT SAY / DECLINED | [ Jump to 1D ] |

**Question 1B2**

In just a few words, what is your main reason for feeling that way?

[80 CHARACTER TEXT BOX]

---

**SECTION 4 – PLANNING PRIORITIES FOR THE BLUE MOUNTAINS**

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**Question 4B**

Thinking firstly about your **local neighbourhood**, what would you say is the most important issue at the moment?

- |                                 |                         |
|---------------------------------|-------------------------|
| <b>1<sup>st</sup> Mentioned</b> | [80 CHARACTER TEXT BOX] |
| <b>2<sup>nd</sup> Mentioned</b> | [80 CHARACTER TEXT BOX] |
| <b>3<sup>rd</sup> Mentioned</b> | [80 CHARACTER TEXT BOX] |

**Question 5B**

Now for the **City of Blue Mountains overall**, what do you see as the major issue of concern?

**1<sup>st</sup> Mentioned** [80 CHARACTER TEXT BOX]  
**2<sup>nd</sup> Mentioned** [80 CHARACTER TEXT BOX]  
**3<sup>rd</sup> Mentioned** [80 CHARACTER TEXT BOX]

**Question 5C [PRIORITY ACTION AREAS]**

The Council has limited funds to provide and maintain all of its existing assets such as roads, parks, libraries and swimming pools.

Thinking firstly about the facilities currently available, what funding priority areas should Council have for the next ten years? I would like you to use a scale of 1 to 10, where 1 is low priority area for funding and 10 is a high.

**PRIORITY SCALE**

0 Very Low Priority

1...

2 ...

3 ...

4 ...

5 ...

6...

7...

8...

9...

10 Very High Priority

11 CAN'T SAY

- a) Roads and footpaths
- b) Cycleways
- c) Swimming pools
- d) Parks and Sportsgrounds
- e) Stormwater infrastructure
- f) Waste Management Facilities
- g) Community buildings and Public Halls
- h) Library buildings
- i) Car parks
- j) State Emergency Services Buildings and Rural Fire Stations.

**SECTION 5 – COMMUNITY VALUES**

---

I now want to ask you some more general questions about life in the Blue Mountains...

**Question 4A [COMMUNITY VALUES]**

What do you value most about living in the Blue Mountains?

[250 CHARACTER TEXT BOX – FULLY PROBE]

**Question 5A**

How many of the following actions do you make a conscious effort to do in normal day-to-day life? Please give an honest answer.

Do you... [MULTIPLE RESPONSE ACCEPTED]

- a) recycle paper, plastics, glass and metals
- b) maintain a compost heap or worm farm
- c) maintain a vegetable garden
- d) use non-car transport (bus, train, cycle, walk) for local

- e) conserve water by recycling water or using water efficient fixtures or use water from a water tank
- f) purchase green energy (green power)

#### Question 5B

Now I want to ask you a number of questions about your perceptions of your neighbourhood and the Blue Mountains as a place to live. I am going to read out some statements and I want you to rate them on a scale of 1 to 5, where 1 means you "strongly disagree" with the statement and 5 means you "strongly agree"

#### AGREEMENT SCALE

- 1 Strongly disagree
- 2 ...
- 3 ...
- 4 ...
- 5 Strongly agree
- 6 CAN'T SAY

- a) "I feel that I am generally safe in my neighbourhood"
- b) "I feel I belong to the community I live in"
- c) "My neighbourhood is a friendly place to live."
- d) "I make a contribution to the community I live in"
- e) "My town/village is child friendly"
- f) "I am in good health"
- g) "I have someone in my area outside my immediate family to turn to in a time of crisis"
- h) "I like the way my neighbourhood looks"

Council is interested in finding out what residents' think are the biggest issues currently facing the community.

## SECTION 6 - RESPONDENT CHARACTERISTICS

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#### **Variable (SEX)**

Finally, I just have a few brief questions relating to household data to help classify your answers. From your voice, I assume you are a....

- 1 Male
- 2 Female

#### **Variable (AGE)**

Please stop me when I read out the age group you are in ...

- 1 16-24 years
- 2 25-34 years
- 3 35-49 years
- 4 50-64 years
- 5 65+ years
- 6 REFUSED

#### **Variable (pcode)**

What is the postcode of this residence?

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## CONCLUSION

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That completes our interview. As this is market research, you can be assured that it is carried out in full compliance with the Privacy Act and the information you provided is only used for research purposes.

Again, my name is ....and my supervisors name is Judy. If you have any questions about this survey, or would like further information about IRIS Research, you can call our office between 9am and 5pm weekdays on 4229-4777. Thank you for your time.  
END.