New Plymouth District Council

Ten Year Plan
Pre-engagement Consultation

Research Report | October 2020

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Key Messages

1

1.1 Top 10 Takeaways

$2,000,000,000

The Ten-Year Plan (TYP) sets out how around $2 billion of public funds will be invested. This research gives key insights into the priorities and perceptions of local district residents about significant service issues that are facing the district

9,403 Respondents

The level of engagement with New Plymouth District residents was high. Over 9,400 residents took part in the consultation process from a total population of 80,679

11 WEEKS

Residents answered surveys that covered ten service areas. Questions asked about levels of importance and satisfaction with current services, plus levels of support for investing in specific programmes. Residents were also asked how much they would be willing to pay to continue investing in specific services and programmes

Tracks and Trails

Service with the **highest overall level of satisfaction**

The level of satisfaction with current tracks and trails in the district was very high (over 80% of residents thought this)

What determined how much money were residents willing to pay to continue investing in services?

Willingness to pay to continue to invest in services was directly related to the level of importance of a service or support for a particular investment

Water upgrades

Most important investment priority for the district

Water upgrades were identified as the most important investment priority for the New Plymouth District

Representative panel *service most willing to invest in* **Zero Waste**

The representative panel of respondents was most willing to invest in Zero Waste

General Public panel *service most willing to invest in* **Multisport and Recreation hub**

The general public panel was most willing to invest in a multi-sport and recreation hub

Water meters *and* **more public conversations**

Water meters and more public conversations were the least favoured services residents wanted to invest in

0

The Bottom Line
zero rates increase, or a small rates increase

The consultation process with residents showed there was little willingness to pay medium or large rate increases to continue investing in services, indicating either a zero rates increase or a small rates increase at best

Introduction and Scope

The research aimed to provide information to help the New Plymouth District Council (NPDC) put together their Ten-Year Plan (TYP) that sets out how around $2 billion of public funds will be invested. This report, prepared using independent and scientifically sound data methodology, gives key insights into the priorities and perceptions of local district residents about ten significant service issues that are facing the district.

Research Design

The research was designed as a round of pre-consultation feedback to 1) facilitate introducing the community to the Ten Year Plan (TYP), 2) check that the Council is heading in the right direction for the TYP, and 3) ensure the Council can incorporate any feedback they receive into the second (formal round of consultation) of the TYP.

Public feedback was received over an eleven-week consultation phase, undertaken in a campaign of 'bite-size' surveys of five minutes duration. Each week residents' attitudes were measured about levels of importance and satisfaction with existing Council services, and their level of support and willingness to pay to continue to invest in upgrading services or building new facilities in the district.

There were two samples of residents: 1) a random and demographically representative sample (2,273 responses), and 2) a self-selected sample of the general public (7,130 responses) driven to the surveys through a highly visual and multi-channel marketing and communication campaign. Due to differences in perceptions and demographics of the two samples of respondents, each panel was reported separately.

Willingness to Pay to Invest in Services

Each week respondents were asked how much they were willing to pay (ranging from no extra rates, a small rates increase, a medium rates increase, or a large rates increase) for the Council to continue to invest in their services.

Overall, willingness to pay to invest in any service was strongly related to the level of importance or level of support given for a specific programme of work, but as expected the willingness to invest was weaker or negatively associated with satisfaction levels with current services.

Specifically, for water upgrades and climate response issues, the higher the level of importance identified by a respondent, the more willing they were to pay an increased level of rates to continue investment. For the other issues, however, willingness to pay was directly related to the level of support for specific investments such as continuing the Taranaki Traverse walkway, opening the Huatoki Stream, investing in a commercial waste plant, and the $20million economic recovery package from COVID-19.

Climate response was a polarising issue for both panels. Respondents who perceived the issue as very high importance and supported the Council's climate response measures were much more willing to support a rates increase to address this issue. But the overall willingness to increase rates was tempered by those who did not support a climate response.

In more detail, the representative panel was more willing to pay a small rates increase (or less likely to oppose a rates increase) for six of the ten issues, listed in order of ranking:

1. Zero waste
2. Extending tracks and trails
3. A multisport hub
4. Towns and city revitalisation
5. COVID-19 economic response
6. Water upgrades

But the representative panel was willing to consider investing a medium rates increase for issues they had rated as very high importance (namely, zero waste and water upgrades).

Willingness to invest a large rates increase was limited to one to three percent of respondents for any particular issue.

The general public panel was also willing to pay a small rates increase (or less likely to oppose a rates increase) for six of the ten issues, listed in order of ranking:

1. A multisport hub
2. Extending tracks and trails
3. Town and city revitalisation
4. Water upgrades
5. Zero waste
6. A marina at Breakwater Bay

The general public group indicated they were likely to invest a medium rates increase in a wider mix of infrastructure and facilities compared to the representative panel, namely, a multisport hub, extending tracks and trails, reinvigorating towns and cities, and water upgrades.

Upgrading water infrastructure was the only issue the general public panel indicated they would be willing to pay a large rates increase to continue investment.

Investment Priorities

The most important investment priority ranked by both panels of respondents was water upgrades. Reinvigorating town and city centres were also a high investment priority. While the representative panel ranked investing in zero waste highly, the general public panel's investment priorities favoured a multi-sport hub.

But a marina at Breakwater Bay, providing more feedback channels to and from the Council (public conversations), and fitting water meters to homes connected to the network were ranked the lowest investment priorities by both panels equally.

What is the Bottom Line?

Overall, this round of public consultation indicated there was little willingness to pay to invest medium or large rate increases for most services, indicating either a zero rates increase or a small rates increase at best.

About this Research

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2.1 Research Context

The Ten-Year Plan (TYP) is a crucial planning tool for the New Plymouth District Council (NPDC). Its purpose is to:

- Describe the Council's activities and the community outcomes it aims to achieve.
- Provide integrated decision-making and coordination of resource.
- Provide a long-term focus.
- Show accountability to the community.
- Provide an opportunity for participation by the public in council decision-making processes.

Research First was engaged by NPDC to provide independent data analytical services to engage with a representative and a general public (non-representative) panel of their community to get feedback on the proposed direction of their TYP.

2.2 Research Objectives

This research was designed to provide the Council with a round of pre-consultation feedback to facilitate:

1. Introducing the community to the TYP.
2. Checking that the Council is heading in the right direction for the TYP.
3. Ensuring the Council can incorporate any feedback they receive into the second (formal round of consultation) of the TYP.

2.3 Approach and Data Methods

Over eleven consecutive weeks from 31st July to 19th October 2020, feedback was sought from residents about ten significant issues facing the district. In the final week of consultation, residents were asked to rank their investment priorities for the Council. The research aimed to provide information to help the NPDC put together their TYP that sets out how around $2billion of public funds will be invested.

The research was undertaken in a campaign of 'bite-size' surveys of five minutes duration each week. The questions focused on 1) importance and satisfaction with existing Council services, and 2) support and willingness to continue investing in services. The weekly samples consisted of:

1. A representative sample (n-200 per week):

- An online survey: a random and demographically representative sample of 75 district residents per week.
- A telephone survey: a random and demographically representative sample of 125 district residents per week.
- Quotas were set to ensure that location, age, gender, and ethnicity biases were not introduced to the sample frame (see Section 5).
- Each survey was open for one week until survey quotas were full.

The representative sample was based on the 2018 Census place summary for the New Plymouth District (Table 1):

Table 1 Census 2018 place summary statistics for the New Plymouth District

Ward	**New Plymouth City**	**71%**
	North Ward	14%
	South-West Ward	15%
	TOTAL	**100%**
Age	18-24 years	10%
	25-44 years	32%
	45-64 years	35%
	65 years or older	23%
	TOTAL	**100%**
Gender	Male	49%
	Female	51%
	Gender Diverse	
	TOTAL	**100%**
Ethnicity	NZ European	85%
	Māori	18%
	Pasifika	2%
	Asian	5%
	Middle East/Latin American/African	2%
	Other European	
	TOTAL	**100%**

Source: https://www.stats.govt.nz/tools/2018-census-place-summaries/new-plymouth-district

2. Non-representative general public sample (self-selected respondents):

- An online survey: sent to a selection (n=500) from the Council's People's Panel (n=1,500) each week.
- A public link accessed via the Council's website. The number of responses varied each week, depending on the issue.
- One survey was launched each week and was open for responses until the consultation phase ended.
- Channels used to advertise the campaign included:
    - Social media
    - Digital advertising
    - Radio advertising
    - Advertisements in the North Taranaki Midweek
    - Billboards

Table 2 outlines the weekly consultation topics and participation numbers.

Table 2 Number of survey completions per week of consultation

	Issue	Representative Panel (n)	General Public Panel (n)	TOTAL (n)
Week1	Water Services	272	888	1,160
Week 2	Zero Waste	200	832	1,032
Week 3	Tracks & Trails	200	698	898
Week 4	COVID-19 Response	200	316	516
Week 5	Thriving Town/Cities	201	427	628
Week 6	Climate	200	345	545
Week 7	Let's Kōrero	200	337	537
Week 8	Marina	200	698	898
Week 9	Multi-sport and Recreation Hub	199	1,516	1,715
Week 10	Water Meters	201	393	594
Week 11	What Else?	200	680	880
TOTAL		2,273	7,130	9,403

2.4 A Note of Caution

Over the consultation phase, the representation of general public panel respondent demographics differed to the representative panel. Generally, the general public panel was overrepresented by respondents from New Plymouth City ward, New Zealand European, males, and those aged 45 to 64 years. Each week a two-sample t-test was performed on age and gender responses (the most variable statistics) to report whether the differences were statistically different.

Due to the demographic differences between the representative and general public panel, the two panels are reported separately throughout the report.

Research First acknowledges that the results in this report might be coloured by a measure of 'self-selection bias' among the general public panel respondents. This kind of bias is present when only those motivated to participate in research are heard from. Self-selection bias is a subset of non-response bias and occurs where research participants differ in important ways from the population as a whole.

Therefore, care must be given when interpreting the general public ratings due to respondent self-selection bias and an over/underrepresentation in respondent demographics in each of the individual weekly surveys.

Section 1: Ranking of Services

To provide information to help the Council prioritise their investment strategy for their TYP, this section describes the priority ranking of services the district residents most want NPDC to focus on.

These priorities were ranked by:

1. Level of importance of existing services.
2. Level of satisfaction with existing services.
3. Willingness to pay a rates increase to continue investing in these services.
4. Priorities for investment.

3.1 Ranking by Levels of Importance of Existing Service Provision

Each week respondents were asked to rank the importance of nine services on a scale of 1 to 5, where 1 was very low importance, 2 was low importance, 3 was neutral, 4 was high importance, and 5 was very high importance.

The resulting ranking of levels of importance of existing service provision was measured by the mean values taken from each issue related survey. The weekly surveys were answered by different respondents each week.

Table 3 shows the ranking of importance by weekly mean values. The rankings by the representative and general public panels differed considerably, although water services were highly important to both panels. However, the mean values for the level of importance varied minimally, so this must be taken into consideration when interpreting the rankings.

Four of the nine services received rating scores over the value of 4.0 that indicate a very high level of importance of these existing services to the district's residents.

The existing Council services about zero waste, water services, a COVID-19 economic response, and tracks and trails were ranked the most important services by the representative panel.

The provision of adequate recreation and sports facilities, water services, tracks and trails, and thriving towns and cities were the top four issues of importance identified by the general public panel.

Table 3 Ranking level of importance of existing Council Services by weekly mean values

Rank	Representative Panel	Mean	Rank	General Public Panel	Mean
1	Zero Waste	4.28	1	Recreation and sport facilities	4.36
2	Water services	4.20	2	Water services	4.33
3	COVID-19 response	4.14	3	Tracks and trails	4.33
4	Tracks and trails	4.06	4	Thriving towns and cities	4.00
5	Thriving towns and cities	3.85	5	Coastline and ocean access	3.86
6	Saving water	3.77	6	COVID-19 response	3.84
7	Climate response	3.75	7	Zero Waste	3.74
8	Recreation and sport facilities	3.71	8	Climate response	3.71
9	Coastline and ocean access	3.67	9	Saving water	3.63

3.1.1 Representative Panel Level of Importance Rankings

Table 4 shows the rankings by the level of existing service importance by percentage in the representative panel. All existing services were perceived as more than important.

The two services of very high importance to this panel were zero waste and water services. Other existing services were of high importance. Neutral perceptions were more marked in the representative panel, rather than identifying low service importance.

Table 4 Representative panel ranking order of level of importance of existing services

	Very low importance	Low importance	Neutral	High Importance	Very high importance	Mean
Zero Waste	1%	3%	12%	38%	47%	4.28
Water services	4%	4%	7%	35%	49%	4.20
COVID-19 response	1%	3%	15%	45%	37%	4.14
Tracks and trails	2%	3%	17%	45%	34%	4.06
Thriving towns and cities	1%	6%	21%	50%	22%	3.85
Saving water	4%	5%	24%	42%	24%	3.77
Climate response	3%	7%	30%	34%	27%	3.75
Recreation and sports facilities	6%	8%	21%	41%	24%	3.71
Coastline and ocean access	5%	7%	25%	46%	19%	3.67

Looking at the neutral perceptions for climate response and coastline access in more depth:

1. Climate response neutral perceptions were more prevalent in:
    a. New Zealand Europeans
    b. Families with pre-school aged children
2. Coastline access:
    a. 18-24 years old
    b. The combined ‘Other’ ethnicity group (non-New Zealand European or Māori)
    c. Low household income families

3.1.2 General Public Panel Level of Importance Rankings

Table 5 shows the ranking by the level of existing service importance in the general public panel. Recreation and sports facilities, water services, and tracks and trails were identified as issues of very *high* importance.

Table 5 General public panel ranking in order of the level of importance of existing services

	Very low importance	Low importance	Neutral	High Importance	Very high importance	Mean
Recreation and sport facilities	4%	2%	6%	30%	58%	4.36
Water Services	3%	2%	7%	35%	53%	4.33
Tracks and trails	2%	3%	7%	38%	50%	4.33
Thriving towns and cities	1%	5%	15%	51%	28%	4.00
Coastline access	8%	5%	14%	37%	36%	3.86
COVID-19 response	3%	8%	21%	37%	30%	3.84
Zero Waste	13%	5%	11%	35%	36%	3.74
Climate response	8%	9%	21%	28%	34%	3.71
Saving water	6%	12%	19%	41%	23%	3.63

Of interest, the level of importance of zero waste and climate response was tempered by the higher levels of very low importance attributed to these issues. Looking at these two issues in more depth:

1. Zero waste was perceived as very low importance to respondents in:
    a. New Plymouth City ward
    b. 18 to 44 years old
    c. Males
2. Climate response was perceived as very low importance to respondents in:
    d. North ward
    e. 45-64 years old

3.2 Ranking by Levels of Satisfaction with Existing Services

Same as the levels of importance, the ranking of levels of satisfaction with existing NPDC service provision was measured by the weekly scored mean values from each of the ten surveys undertaken weekly. These surveys were answered by different respondents each week.

Table 6 shows the ranking of satisfaction by weekly mean values. The representative panel was generally more satisfied with their existing services than the general public panel[1]. Noticeably, the satisfaction rankings for the highest level of satisfaction (tracks and trails) and least levels of satisfaction (climate response and sports and recreational facilities) were ranked the same by both panels. Compared to the level of importance, the mean scores for the level of satisfaction with existing services were lower.

Table 6 Ranking level of satisfaction of existing Council Services by weekly mean values

Rank	Representative Panel	Mean	Rank	General Public Panel	Mean
1	Tracks and trails	4.09	1	Tracks and trails	3.97
2	Access to the coastline and oceans	3.79	2	Water services	3.54
3	Water services	3.69	3	Let's Kōrero (public conversations)	3.43
4	COVID-19 response	3.67	4	Access to the coastline and ocean	3.40
5	Zero Waste	3.66	5	COVID-19 response	3.34
6	Let's Kōrero (public conversations)	3.45	6	Zero Waste	3.16
7	Thriving towns and cities	3.25	7	Saving water	2.97
8	Saving water	3.16	8	Thriving towns and cities	2.97
9	Climate response	3.16	9	Climate response	2.94
10	Recreational and sports facilities	3.02	10	Recreational and sports facilities	2.48

1 A larger variance in attitudes is expected in a self-selected sample because those who have more extreme views are more likely to be motivated to respond to a survey.

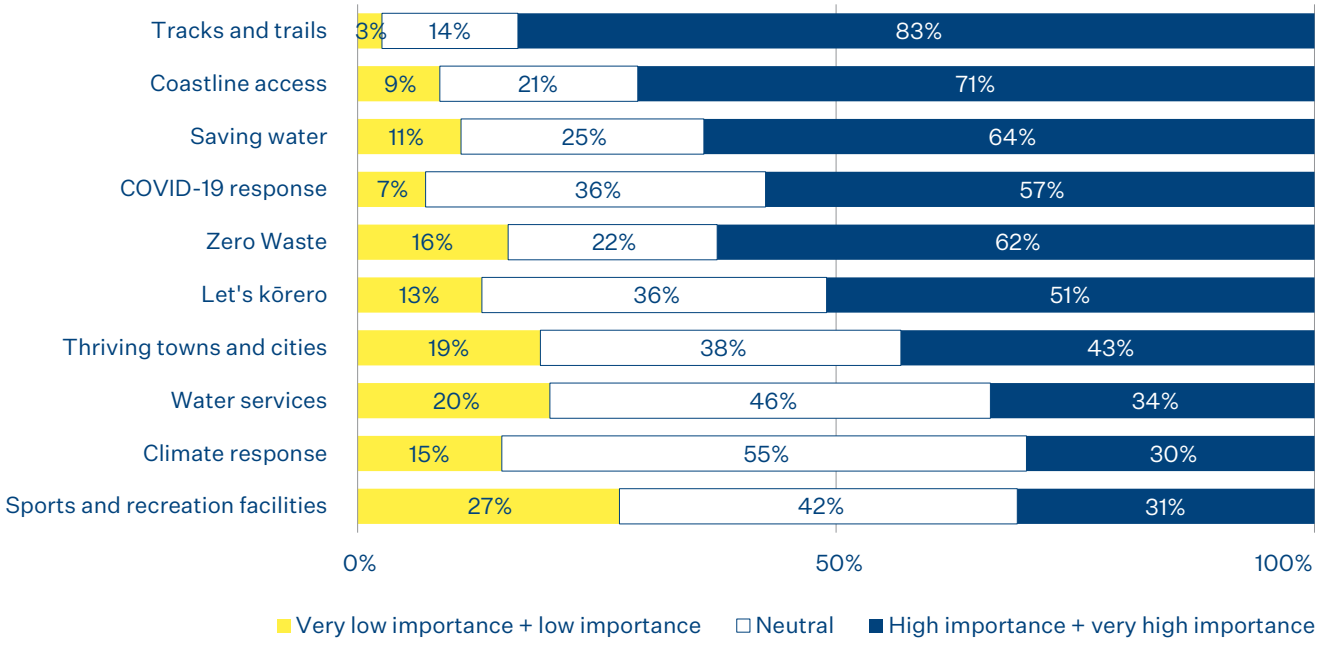
3.2.1 Representative Panel Level of Satisfaction Rankings

Table 7 and Figure 1 show the rankings by the level of existing service satisfaction by percentage in the representative panel. There were mixed perceptions about current service, although respondents were satisfied with most existing services rather than being very satisfied. But neutral perceptions were high in the lowest-ranked services.

Table 7 Representative panel ranking order of level of satisfaction with existing services

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Mean
Tracks and trails	2%	1%	14%	53%	30%	4.09
Coastline access	2%	7%	21%	52%	19%	3.79
Water services	4%	6%	25%	44%	20%	3.69
COVID-19 response	3%	4%	36%	38%	20%	3.67
Zero Waste	6%	10%	22%	37%	25%	3.66
Let's Kōrero (public conversations)	3%	10%	36%	41%	10%	3.45
Thriving towns and cities	5%	14%	38%	38%	6%	3.25
Water meters (saving water)	6%	14%	46%	25%	8%	3.16
Climate response	4%	11%	55%	26%	4%	3.16
Sports and recreation facilities	7%	21%	42%	26%	5%	3.02

Figure 1 Representative panel ranking of the level of satisfaction with existing services



Looking at satisfaction with existing sports facilities in more depth, unsatisfied respondents were more likely to be from:

- New Plymouth City ward
- 18 to 24 years old
- Male
- Families with children at home (non-adult children)

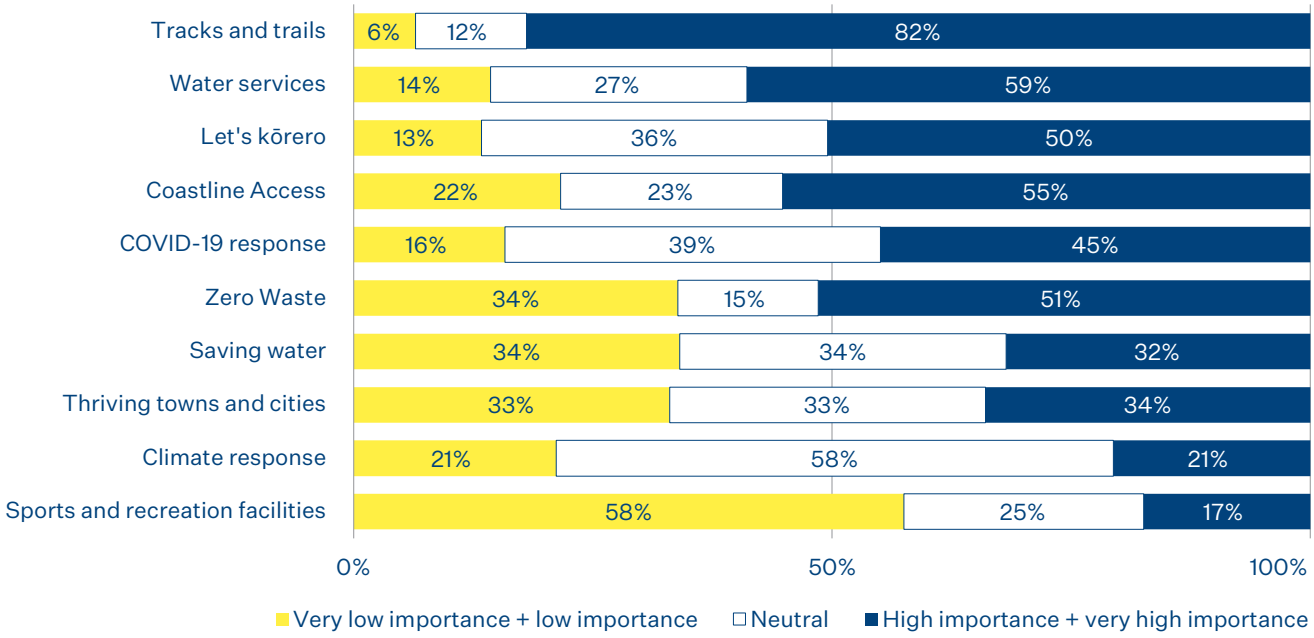
3.2.2 General Public Level of Satisfaction Levels

Table 8 and Figure 2 show that the levels of satisfaction with current Council services were lower than the representative panel, and they were more than satisfied for only 5 of 10 services. Neutral perceptions dominated 4 of 10 services that could indicate a lack of knowledge of these services. Dissatisfaction with existing sports and recreation facilities was indicated by nearly one in six respondents.

Table 8 General public panel ranking in order of level of satisfaction with existing services

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Mean
Tracks and trails	3%	4%	12%	58%	24%	3.97
Water services	4%	10%	27%	45%	14%	3.54
Let's Kōrero (public conversations)	1%	12%	36%	43%	7%	3.43
Coastline Access	5%	16%	23%	43%	12%	3.40
COVID-19 response	6%	10%	39%	34%	11%	3.34
Zero Waste	13%	21%	15%	40%	11%	3.16
Water meters (saving water)	9%	25%	34%	23%	8%	2.97
Thriving towns and cities	6%	27%	33%	32%	2%	2.97
Climate response	6%	16%	58%	20%	1%	2.94
Sports and recreation facilities	16%	42%	25%	14%	4%	2.48

Figure 2 General public panel ranking in order of level of satisfaction with existing services



Looking at satisfaction levels with existing sports facilities in more depth, unsatisfied respondents were more likely to be from:

- New Plymouth City ward and males

3.3 Ranking of Levels by Willingness to Pay Increased Rates to Invest in Services

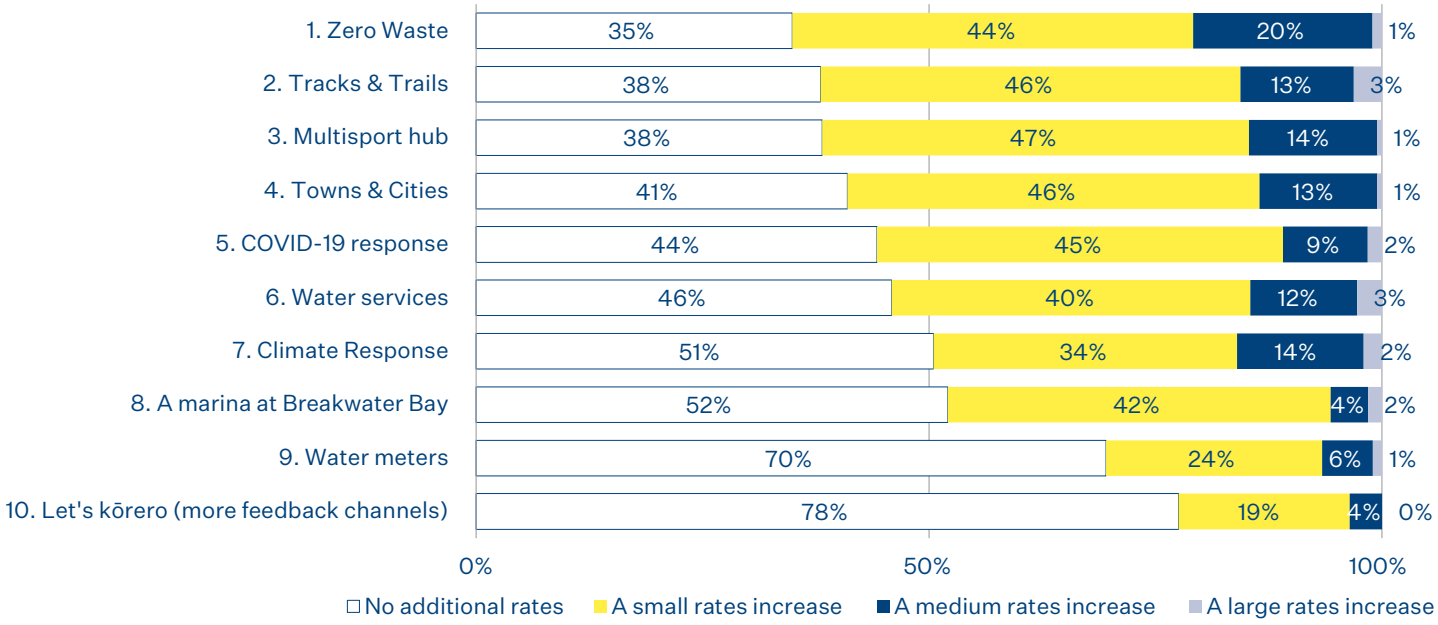
Each week, all respondents were asked how much they were willing to pay (ranging from no extra rates, a small rates increase, a medium rates increase, and a large rates increase) for the Council to continue to invest in their services. These ten surveys were answered by different respondents each week.

Overall, there was little willingness to pay medium or large rate increases with most services indicating either a zero rates increase or a small rates increase at best.

3.3.1 Representative Panel Willingness to Pay Increased Rates

Figure 3 shows representative panel respondents were more willing to invest (or less likely to oppose a rates increase) in six of ten service areas. The issue the panel indicated they would be willing to pay a medium rates increase to continue investment was zero waste, followed by tracks and trails and a climate response.

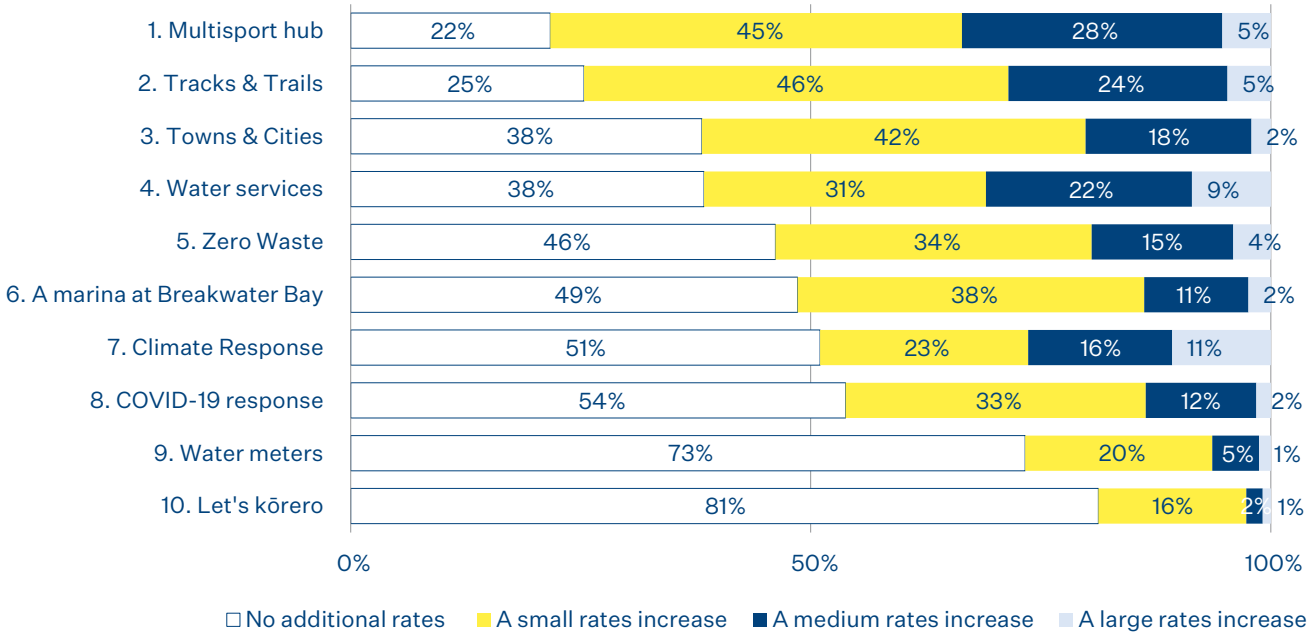
Figure 3 Ranking of representative panel willingness to pay increased rates



3.3.2 General Public Panel Willingness to Pay Increased Rates

Figure 4 shows general panel respondents were more willing to invest (or less likely to oppose a rates increase) in six of ten service areas. The general public panel indicated they were likely to invest a medium rates increase in a wider mix of infrastructure and facilities. Climate response and water services were the issues they indicated they would be willing to pay (or less likely to oppose) a large rates increase to continue investment.

Figure 4 Ranking of general public panel willingness to pay increased rates



3.3.3 Key Drivers that affect Willingness to Pay Increased Rates to Continue to invest in Rates

The drivers that affect a willingness to pay (or less opposition to a rates increase) are described in more detail in Section 2. Table 9 summarises the key drivers (as correlation coefficients) for each issue for the representative panel. The higher the correlation coefficient, the higher probability of willingness to invest.

The findings demonstrate that the willingness to pay to invest was directly related to the level of importance and level of support attributed to specific programmes of work. Still, the relationship was weaker for satisfaction levels with current services.

For water upgrades and climate response issues, the higher the level of importance identified by a respondent, the more willing they were to pay an increased level of rates to continue investment. For other issues, willingness to pay was related to the level of support for specific investments.

Table 9 Correlation coefficients for willingness to pay in the representative panel*

Issue			Willingness to pay	
	Importance	Satisfaction	Concern/support	Support
Water upgrades	0.1934	0.1775	0.1149	N/A
Zero Waste	0.2868	0.0731	0.3043 ($3.5m for commercial waste)	0.1675 (education about recycling)
Tracks and trails	0.1721	0.1211	0.2570 (extending Coastal Walkway)	0.2935 (Taranaki Traverse continuing)
COVID-19 response	0.0899	0.1205	0.1537 ($20m economic recovery package)	0.0663 (focusing on finding savings)
Reinvigorating Towns and Cities	0.1627	0.1742	0.1047 (revitalising town centres)	0.2172 (open Huatoki Stream)
Climate response	0.4553	0.0656	0.3606 (reducing impacts of climate change)	0.2909 (reducing district's emissions)
A marina at Breakwater Bay	0.3075	0.0845	0.4588 (a marina)	N/A
Multisport Hub	0.4251	-0.2237	0.4535 (a multi sports hub)	N/A
Water meters	0.2310	-0.0363	0.3806 (water meters in homes)	N/A

* shaded boxes highlight the strongest correlation driver

3.4 Ranking by Investment Priorities

A single question in week 11 of the consultation phase that asked respondents to rank the services in order of their investment priority, where 1 was the most important investment priority, and 10 was the least important investment priority. Ratings were calculated by weighting the responses (Table 10).

Both panel groups identified water upgrades as their top investment priority, followed by invigorating towns and cities, and zero waste. The lowest priorities were identical in both panels, namely a marina at Breakwater Bay, more public conversations, and water meters as part of a broader savings plan.

Table 10 Investment priorities by ranking

Representative Panel Rankings		General Public Panel Rankings	
Rank	Issue	Rank	Issue
1	Water upgrades	1	Water upgrades
2	Thriving towns and cities	2	A multi-sport and recreation hub
3	Zero Waste	3	Thriving towns and cities
4	Tracks and trails	4	Tracks and trails
5	Climate response	5	Zero Waste
6	COVID-19 response	6	Climate response
7	A multi-sport and recreation hub	7	COVID-19 response
8	A marina at Breakwater Bay	8	A marina at Breakwater Bay
9	Let's Kōrero – public conversations	9	Let's Kōrero – public conversations
10	Water meters	10	Water meters

Section 2: In-depth Individual Issue Findings

The following section examines each service issue in more depth and identifies any differences found between the representative and general public panels.

4

4.1 Water Upgrades

Since the Global Financial Crisis (GFC), the NPDC has underinvested in their Three Waters (drinking water, wastewater and stormwater) network.

With about 1,700 kilometres of pipes, the Council urgently need to invest in them now before they get too old and start to break. Independent experts have confirmed the NPDC has a $126million backlog of pipes that need replacing immediately. This will cost up to $300 million over the next decade to ensure the district's water network is up to scratch.

This week of consultation aimed to find out how important water is to residents and to gauge the willingness to pay for water infrastructure upgrading.

In total, 1,160 respondents completed the water upgrades consultation, comprised of 272 representative panel members and 888 general public panel members.

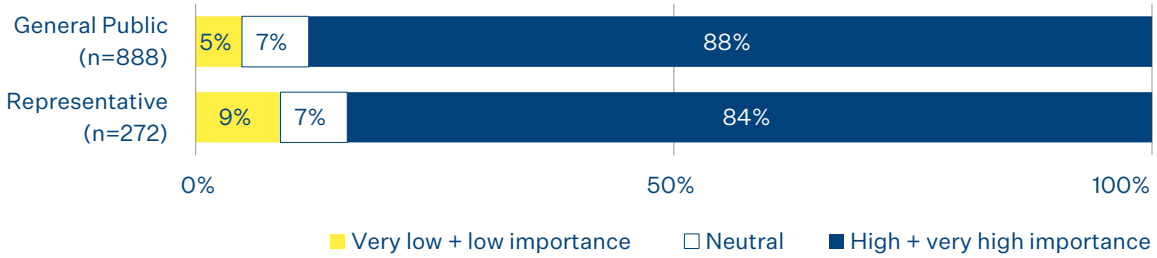
There was an overrepresentation of general public respondents from the New Plymouth City ward, New Zealand European, males, and in the 45-64 age group compared to the representative panel. The differences were statistically significant for age groups (42% vs 35% Census, $p<.05$) but not gender.

4.1.1 Level of Importance of Water and the Services NPDC Provides Over the Next Decade

Respondents were asked how important the Three Waters are and the service NPDC provides around it to them over the next decade. Figure 5 shows that water services were an issue of high importance to nearly all residents of the district.

The high level of importance was very similar between the two panel groups of residents, although slightly higher in the general public panel.

Figure 5 How important is water and the service NPDC provides around it to you?



Different Demographic Perceptions

Location: Water services were more important to the residents from the North and New Plymouth city wards, compared to the South-West ward - possibly because residents in the South-West have their own water supply and were less impacted by this issue (Table 11).

Table 11 Importance of current three water services

	Representative			General Public		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Very low importance	2% ↓	9%	13% ↑	1% ↓	6%	13% ↑
Low importance	4%	3%	9%	1%	3%	3%
Neutral	8%	0%	7%	7%	9%	8%
High Importance	33%	38%	39%	36%	32%	32%
Very high importance	53%	50%	33%	55%	51%	44%

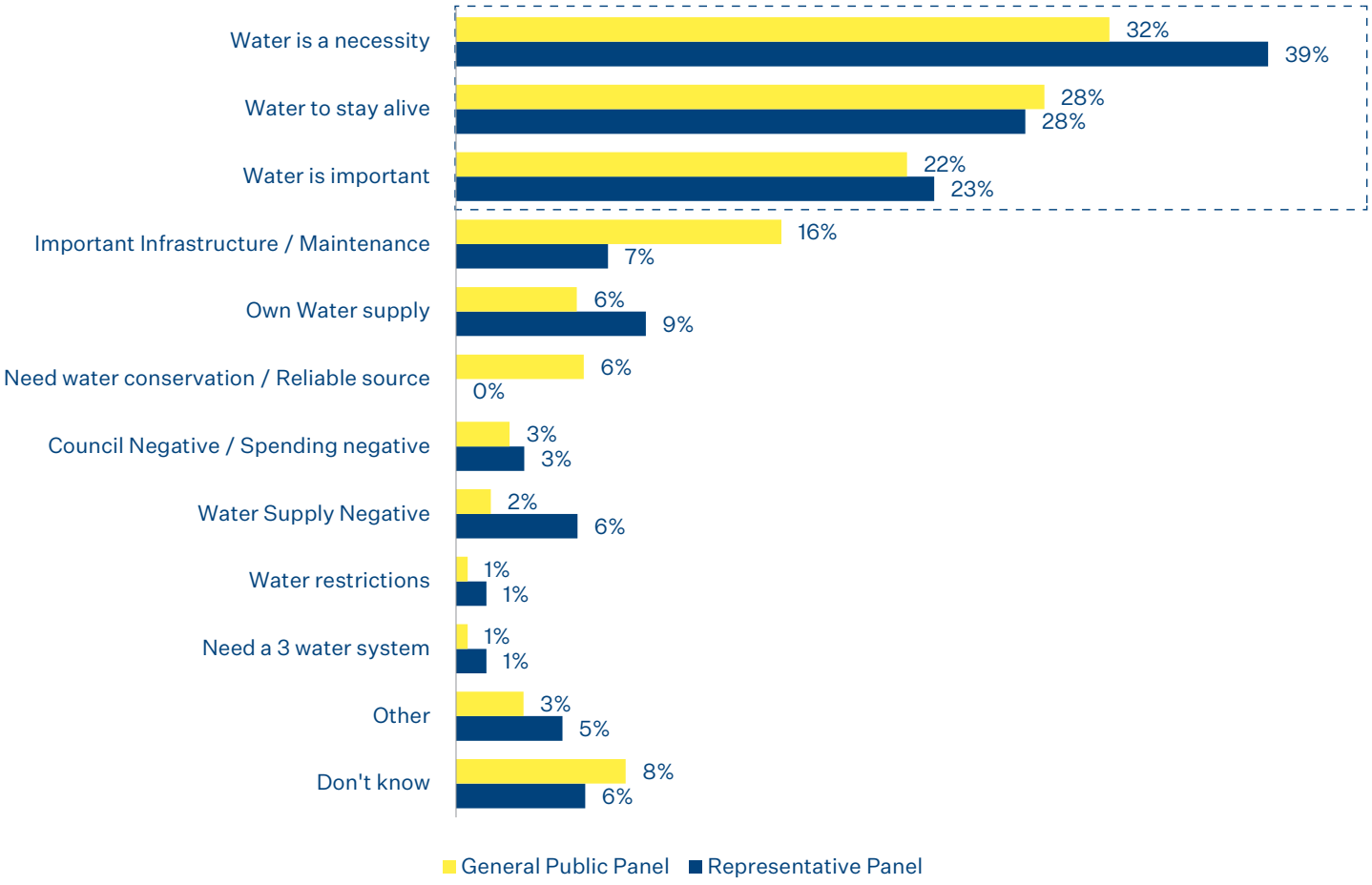
No other demographic differences were found.

4.1.2 Why are Water Services Important?

Respondents were asked to comment on why they thought their water services were important. The reasons given were focused on the importance and necessity of water for life (Figure 6).

Nearly 30% of residents from the South-West ward identified they had their own water supply.

Figure 6 Why are water services important?



Some typical comments were:

> *We need this infrastructure to continue to have a region that is prosperous, and water is a basic human need. We don't want to end up like Auckland…where their water infrastructure is making people sick or paying for emergency water infrastructure, as that will cost more than what you are proposing.*

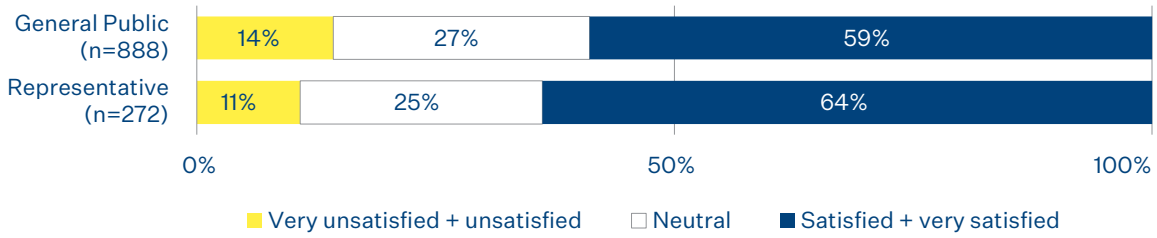
> *Access to clean water is the most important service that a local council can provide.*

> *You can't function as a community without clean drinking water; you also need water to be of that standard for washing, so that means all tap water needs to be at that level, there will also be longer periods of droughts because of Climate Change and from all accounts these will be longer and more serve as temperatures increase, making the strain on the water system. So, it needs to be fit for purpose now and the future needs/ demands.*

4.1.3 Level of Satisfaction with Water Services Currently Received

About six of ten of the district residents were more than satisfied (satisfied + very satisfied) with the Three Water services they currently receive (Figure 7). The representative sample was slightly more likely to be satisfied with their water services compared to the general public panel. However, a further one-quarter of residents had neutral perceptions.

Figure 7 How satisfied are you with the Three Water services you currently receive?



Different Demographic Perceptions

Location: Respondents from both panel groups in the South-West ward were the least satisfied ward with their current water services, whereas respondents in New Plymouth City ward were the most satisfied. Again, this might be attributed to the source of their water supply (Table 12).

Table 12 Satisfaction with water services by ward

	Representative			General Public		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Less than satisfied	9%	3%	24% ↑	13%	20%	20%
More than satisfied	69%	70%	39% ↓	65% ↑	49%	32% ↓
Average	3.8	3.8	3.2 ↓	3.6 ↑	3.3	3.1 ↓

Gender: Female representative panel respondents were slightly more satisfied with their current water services than their male counterparts. This difference was not evident in the general public panel. (Table 13).

Table 13 Satisfaction with water services by gender

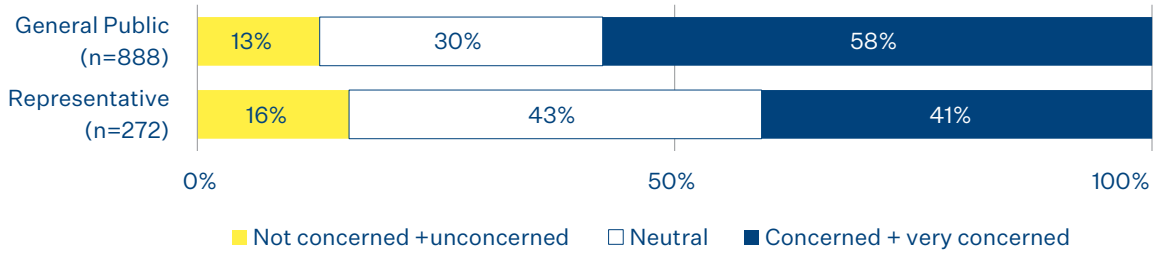
	Representative		General Public	
	Male	Female	Male	Female
Less than satisfied	15%	6%	16%	12%
More than satisfied	60%	67%	61%	58%
Average	3.6	3.8 ↑	3.6	3.5

4.1.4 Level of Concern About the Water Network on the Environment

Respondents were asked about how concerned they were about the impact of the Three Water network on the environment.

Figure 8 shows the general public panel was more concerned with the impact of the water network on the environment compared to the representative panel, who had more neutral perceptions.

Figure 8 How concerned are you about the impact of our Three Water network on the environment?



Different Demographic Perceptions

There were no noticeable differences between the two panels of respondents based on demographics.

4.1.5 Willingness to Pay to Improve the Water Network

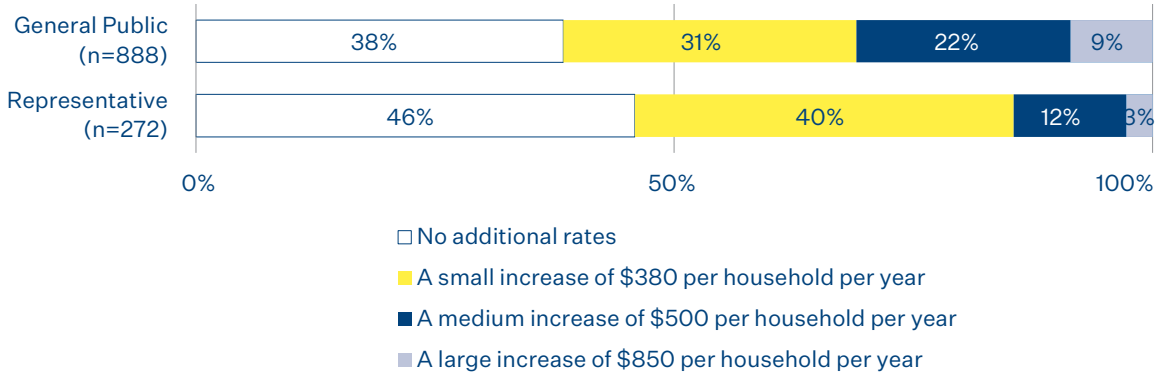
There are four options around how much NPDC invests in getting their Three Waters network to an acceptable or satisfactory quality:

1. No additional rates: keeping the investment at its current level of about $55m, meaning the Three Waters network would continue to deteriorate.
2. A small rates increase: invest $165m over the next decade would keep the renewals on track in future, but the backlog would not be cleared, at an estimated cost of an extra $380 per household per year.
3. A medium rates increase: invest $200m over the next decade to clear the backlog of renewals in 15 to 20 years and allow for some upgrades, at an estimated cost of an extra $500 per household per year.
4. A large rates increase: invest $300 million over the next decade to clear the backlog of renewals in 10 years and carry out essential upgrades, at an estimated cost of an extra $850 per household per year.

All respondents were asked how much money they are willing to pay to improve their water network.

The general public was twice as willing to invest a medium or large rates amount to improve the water network (31%) compared to the representative panel (15%). But most respondents in both panel groups were either not willing to invest in this issue or only invest a small rates increase, meaning the backlog of water issues over the next decade will not be resolved (Figure 9).

Figure 9 How much money are you willing to pay to improve your water network?



4.1.6 Drivers for Willingness to Pay to Invest in Water Upgrades

The probability of willingness to pay increased rates was higher in:

- Individuals that attribute a higher level of importance, satisfaction and concern for the provision of the Three Water services in both panels. These drivers are generally stronger in the general public panel.
- Level of importance of the service was the strongest driver.
- Age and gender did not affect the likelihood to invest more rates in this issue.
- See Appendix 1 for detailed probability statistics.

4.2 Zero Waste

The Council's vision is Zero Waste by 2040.

Since 2015, the district has cut the amount of rubbish in the landfill by almost a quarter. But more than half what still goes to landfill is commercial and industrial waste.

This section of research sought to ascertain the respondents' priorities around zero waste.

In total, 1,032 respondents completed the Zero Waste research, comprised of 200 representative panel members and 832 general public panel members.

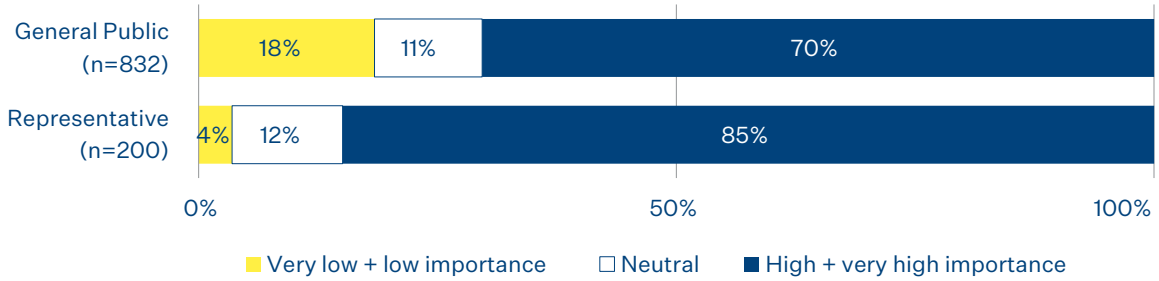
There was an overrepresentation of general public respondents from the New Plymouth City ward, New Zealand European, males, and in the 45-64 age group compared to the representative panel. These differences were not statistically significant.

4.2.1 Level of Importance of Working Towards Zero Waste

Firstly, the survey respondents were asked how important it is to you that NPDC works towards zero waste.

While working towards zero waste was important to most respondents, the issue was more important to the representative panel compared to the general public panel (Figure 10). Negative perceptions were more evident in the public panel by a factor of four, where just under 20% of respondents perceived working towards zero waste was of low importance.

Figure 10 How important is it to you that NPDC continues to work towards Zero Waste?



Different Demographic Perceptions

Location: General public respondents in the New Plymouth City ward were less likely to perceive zero waste as important, particularly when compared to residents in South-West Ward (Table 15).

Table 15 Importance of working towards zero waste by location

	Representative			General Public		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Less than important	5%	0%	0%	21% ↑	14%	6% ↓
More than important	83%	93%	88%	68% ↓	74%	83%
Average	4.2	4.5	4.3	3.7 ↓	3.9	4.1 ↑

Gender: Working towards zero waste was less important for male respondents, particularly those in the general public panel (Table 16).

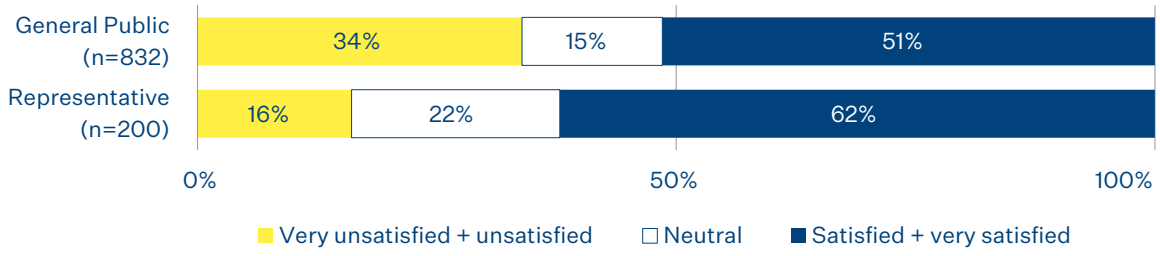
Table 16 Importance of working towards zero waste by gender

	Representative		General Public	
	Male	Female	Male	Female
Less than important	4%	3%	27% ↑	8% ↓
More than important	81%	89%	61% ↓	81% ↑
Average	4.1 ↓	4.4 ↑	3.4 ↓	4.1 ↑

4.2.2 Level of Satisfaction with Rubbish and Recycling Services Currently Provided

The general public panel was twice as likely to be unsatisfied with their current waste services. The level of satisfaction was higher in the representative panel (Figure 11).

Figure 11 How satisfied are you with the rubbish and recycling services currently provided?



Different Demographic Perceptions

Location: Both panel groups in the South-West Ward were slightly less satisfied with their current rubbish and recycling services currently provided compared to the other wards.

Age groups: Respondents 65 years and older were more likely to be satisfied with their current rubbish and recycling services.

Gender: Males in the general public panel were more likely to be dissatisfied with current waste services.

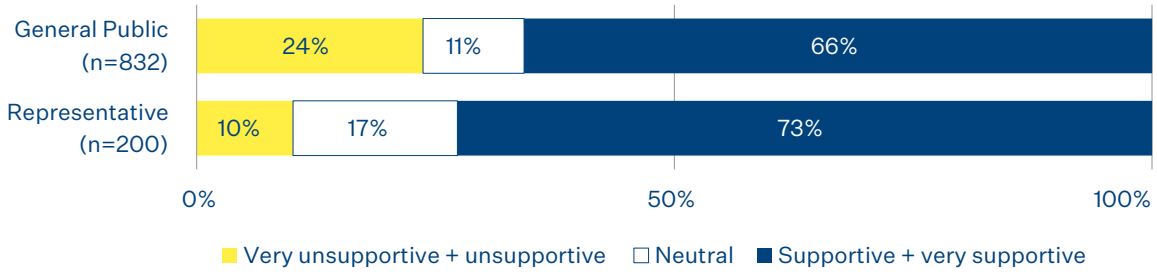
Family Composition: Families with pre-school aged children and adult children at home were less satisfied with their current services.

4.2.3 Level of Support for Spending $3.5million to Build a Recycling Facility for Commercial Waste

The NPDC wants to know if they should build a dedicated recycling facility for industrial waste at the cost of about $3.5 million from reserve funds. The Council is also considering a service to pick up waste from the central city, which would focus on recycling.

Over two-thirds of both panel groups were supportive of the Council spending from reserve funds to build a commercial waste recycling facility. Support was slightly higher in the representative panel group. But nearly one-quarter of the general public panel was unsupportive of this level of spend (Figure 12).

Figure 12 How supportive are you of the Council spending $3.5m from reserve funds to build a recycling facility to handle commercial waste?



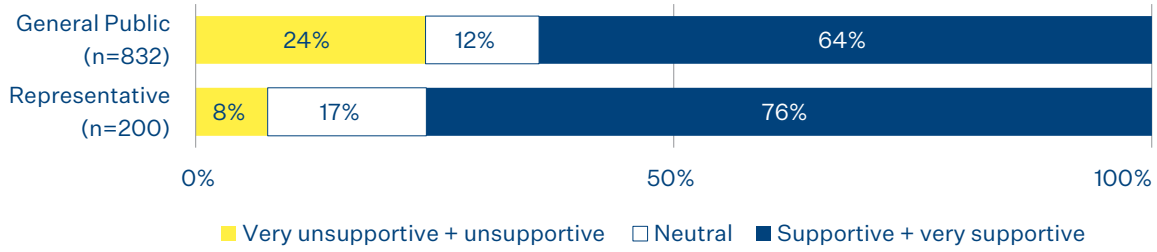
Different Demographic Perceptions

Location: North ward representative panel respondents were less supportive for this spend compared to other wards.

4.2.4 Level of Support to Educate People About Recycling

Another issue this survey considered was hard to recycle plastic. NPDC wants to know if they should invest more in educating people on how to avoid these problem plastics. Most respondents (over two-thirds) were supportive of the Council investing more to educate people about plastic recycling. Again, support was higher in the representative panel compared to the general public panel (Figure 13).

Figure 13 How supportive are you of the Council investing more to educate people about what plastics can and can't be recycled?



Different Demographic Perceptions

Gender: Males in the general public panel were less supportive of the Council spending to educate people about recycling (Table 17).

Table 17 Level of support to educate people about recycling by gender

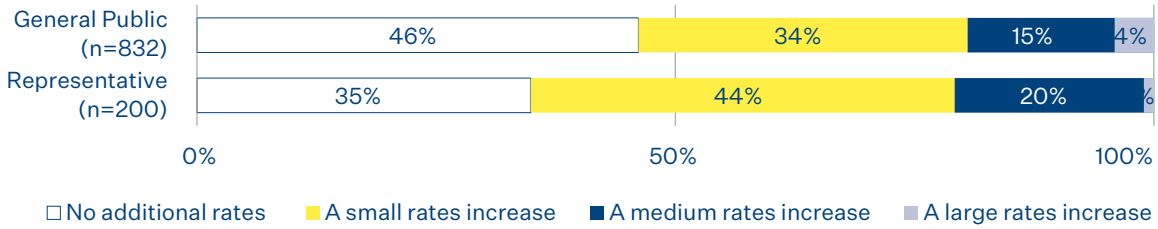
	Representative		General Public	
	Male	Female	Male	Female
Less than supportive	10%	10%	30% ↑	17%
More than supportive	72%	73%	58% ↓	71%
Average	4.0	3.9	3.4 ↓	3.8

4.2.5 Willingness to Pay to Continue to Invest in Zero Waste

Respondents were asked how much of a rates increase were they willing to pay to continue to invest in zero waste.

The representative panel was more likely to be willing to invest (or less opposed to) a small rates increase to continue investing in zero waste services compared to the general public panel. But fewer respondents were willing to invest a medium or large increase, and nearly half of the general public panel was not willing to invest in any rates increase at all (Figure 14).

Figure 14 How much money are you willing to pay to continue investing in zero waste?



Different Demographic Perceptions

Location: respondents in the North ward were less willing to continue to invest in zero waste.

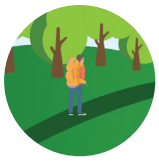
Age groups: The 18 to 24-year old age group in both panel group respondents were less willing to invest additional rates than the older age groups.

Income: respondents with larger household incomes (over $50,000) were more willing to invest in this issue.

4.2.6 Drivers for Willingness to Pay to Invest in Zero Waste

The probability of willingness to pay increased rates was higher in:

- Individuals that attribute a higher level of importance to zero waste. This was the strongest driver.
- Individuals more supportive of the Council spend on a commercial waste plant.
- Satisfaction with current services does not translate into a willingness to invest in zero waste services.
- Age and gender had little effect on the willingness to invest in a rates increase for zero waste.
- See Appendix 1 for detailed probability statistics.



4.3 Tracks and Trails

People around the district enjoy the great outdoors, from the Mounga to the Coast, and being able to walk and ride, and connecting the local communities to the environment has always been part of the district's lifestyle.

The district has more than 1,600 hectares of parks and 82 kilometres of walkways across the district.

This week of consultation looked at the importance of the district's tracks and trails, and to gauge support for extending the Coastal Walkway, and continuing to work on the Taranaki Traverse Trail.

In total, 898 respondents completed the Tracks and Trails research, comprised of 200 representative panel members and 698 general public panel members.

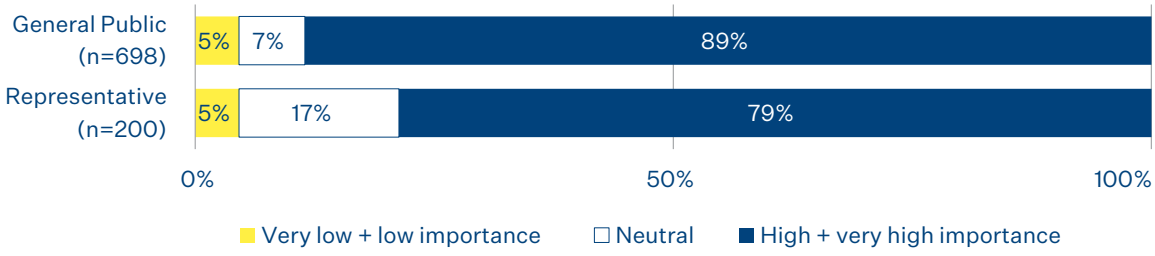
There was an overrepresentation of general public respondents from the New Plymouth City ward, in the 45-64 age groups compared to the representative panel. A t-test indicated the difference in age groups was statistically significant (39% vs 35% Census, p<.01).

4.3.1 Level of Importance of Walkways, Tracks and Trails

Respondents were asked how important to you are the NPDC walkways, tracks and trails NPDC provides.

Overall, the provision of tracks and trails were very important to both groups of respondents with the majority of both panels agreeing they were more than important. Neutral perceptions were more evident in the representative panel compared to the general public panel (Figure 15).

Figure 15 How important to you are NPDC walkways, tracks and trails NPDC provides?



Different Demographic Perceptions

Wards: there was lower levels importance for the provision of tracks and trails in the representative North and South-West Wards in the representative panel, but that was not evident in the general public panel (Table 19).

Table 19 Location differences with the importance of tracks and trails provision

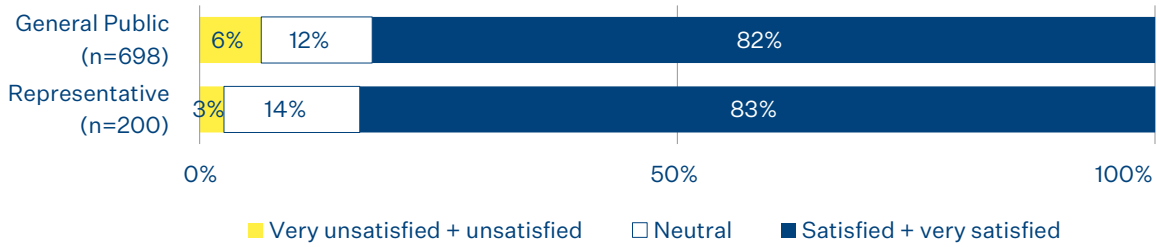
	Representative Panel			General Public Panel		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Less than important	1% ↓	16% ↑	6%	5%	1%	4%
More than important	87% ↑	61% ↓	63% ↓	89%	84%	93%
Average	4.2 ↑	3.5 ↓	3.8	4.4	4.2	4.3

No other significant demographic differences were found.

4.3.2 Satisfaction with Walkways, Tracks and Trails

The level of satisfaction with current tracks and trails in the district was very high, and very little dissatisfaction was reported (Figure 16).

Figure 16 How satisfied are you with the walkways, tracks and trails NPDC currently provides?



Different Demographic Perceptions

Location: North ward respondents from both panels were less satisfied with the current tracks and trails compared to other wards (Table 20).

Table 20 Location differences with the satisfaction of current tracks and trails

	Representative Panel			General Public Panel		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Less than satisfied	1%	10%	0%	6%	9%	10%
More than satisfied	88%	58% ↓	88%	84% ↑	64% ↓	79%
Average	4.1	3.6 ↓	4.3	4.0	3.7 ↓	3.9

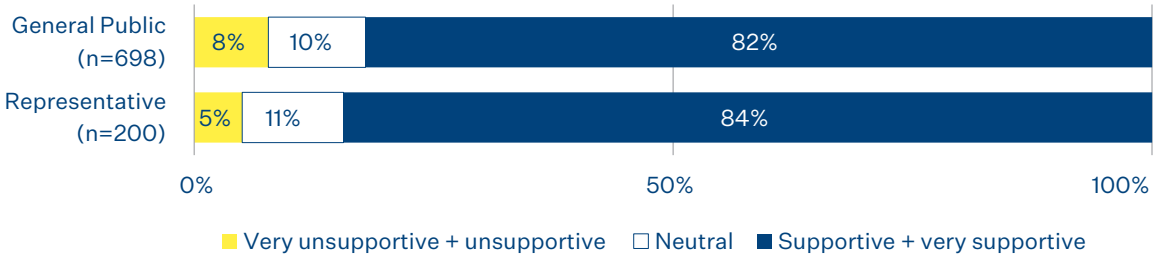
4.3.3 Level of Support to Continue Extending the Coastal Walkway from Bell Block to Waitara

When it comes to Tracks and Trails, NPDC has two focus areas.

The first focus is on continuing the award-winning Coastal Walkway from Bell Block to Waitara. NPDC has been working with hapū on a design that helps tell the stories of the historic landscape which features once thriving pā sites and their links to kai moana beds, and ancient routes to the Mounga.

The panel respondents were asked about their level of support for the Council to extend the Coastal walkway from Bell Block to Waitara. The majority of all respondents were supportive of the Council continuing to extend the Coastal walkway (Figure 17).

Figure 17 How supportive are you of the Council continuing work to extend the Coastal Walkway from Bell Block to Waitara?



Different Demographic Perceptions

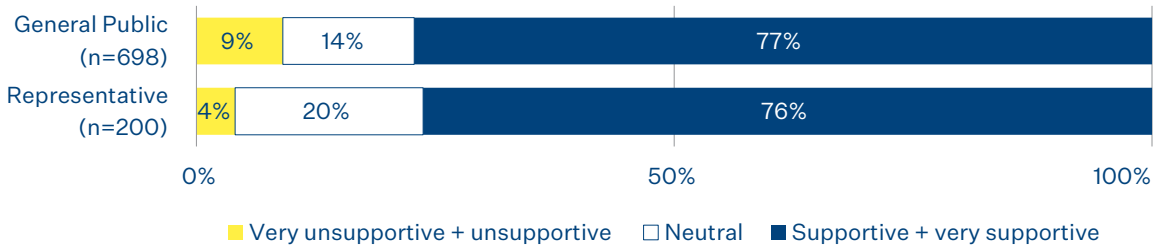
No significant demographic differences were found.

4.3.4 Level of Support for Continuing to Work on the Taranaki Traverse Trail

The second focus area for the NPDC is working on the Taranaki Traverse - a walking and cycling trail from the coastal walkway, up the Waiwhakaiho River to North Egmont and down to Ōākura via Pukeiti, and eventually back to New Plymouth City. Work is underway on the Ōākura leg, and the Council wants to start planning the link to Lake Māngamāhoe, the North Egmont Visitor Centre, linking the Pouākai Crossing and Pukeiti Gardens.

Respondents were asked their level of support for continuing work on the Taranaki Traverse Trail. Again, the majority of both panel respondents were supportive of continuing working on the trail, although slightly less supportive of this track when compared to the Coastal walkway. Neutral perceptions were more evident in the representative panel (Figure 18).

Figure 18 How supportive are you of the Council continuing to work on the Taranaki Traverse Trail?



Different Demographic Perceptions

Location: panel members from the North ward were less supportive of work on the Taranaki Trail compared to other wards (Table 21).

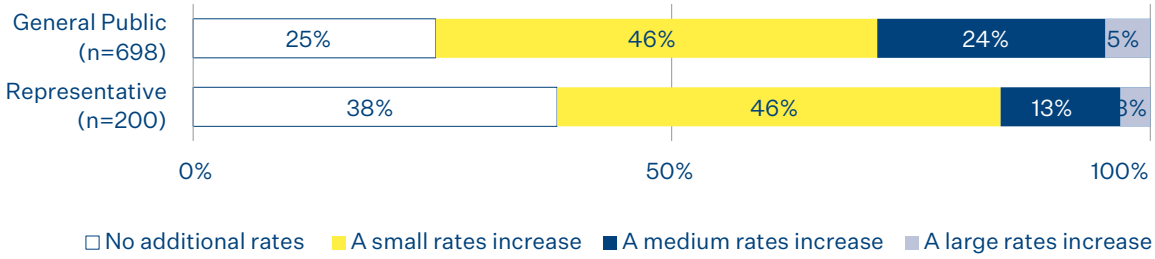
Table 21 Level of support of work on the Taranaki Trail by ward

	Representative Panel			General Public Panel		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Less than supportive	2%	16% ↑	0%	8%	17%	5%
More than supportive	79%	58%	82%	80% ↑	59% ↓	78%
Average	4.3 ↑	3.6 ↓	4.2	4.3 ↑	3.7 ↓	4.1

4.3.5 Willingness to Pay to Continue to Invest in Walkways, Tracks and Trails

Although most respondents were willing to pay (or less opposed) additional rates to invest in walkways, the majority would only consider investing a small increase in rates for this issue. The general public panel was twice as willing to invest in a medium or large increase compared to the representative panel (Figure 19).

Figure 19 How much money are you willing to pay to continue investing in walkways, tracks and trails?



4.3.6 Drivers for Willingness to Pay to Invest in Walkways, Tracks and Trails

The probability of willingness to pay increased rates was higher in:

- Individuals that attribute a higher level of importance to the provision of tracks and trails in the general public panel only.
- Individuals that attribute a higher level of support for both walkways in both panels – the driver for willingness to pay to invest was stronger for the Taranaki Traverse Walkway.
- Females in the general public panel.
- Older age groups in the representative panel.
- See Appendix 1 for detailed probability statistics.

4.4 COVID-19 Response

COVID-19 has caused major disruptions across New Zealand. The NPDC wants to ensure their district is managing the economic turbulence and thinking ahead to the future.

Over the next year, the Council is projecting a $5.4 million drop in revenue, and they have set aside about $20 million for a variety of 'Get Us Back on Our Feet' measures. These measures range from:

- Rates relief;
- An enhanced home insulation scheme;
- Reducing fees for business;
- Grants for small and medium enterprises; and
- An incentive to buy local.

The question the Council wants answering is whether they have this mix, about right? Or should they be looking to find more savings in their operations or be investing more in major work programmes to create jobs and stimulate the local economy? Also, does the Council need to invest more into the Covid recovery in the district's 10-year plan?

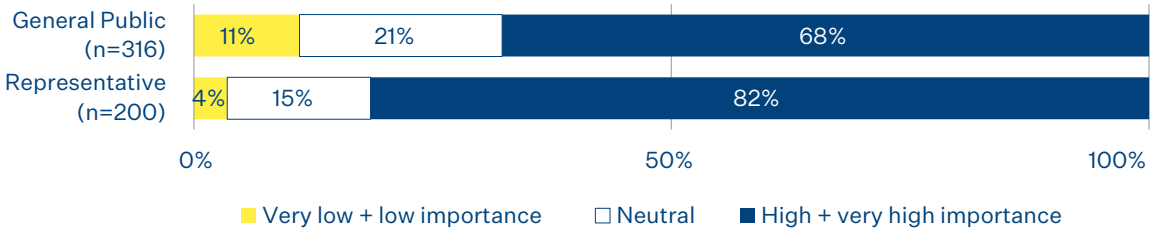
In total, 516 respondents completed the COVID-19 Response research, comprised of 200 representative panel members and 316 general public panel members.

There was an overrepresentation of general public respondents in New Plymouth City ward, 45-64 age groups, and male respondents compared to the representative panel. The age groups were statistically different between the panels (43% vs 35% Census, $p<.05$), but the gender difference was not significant.

4.4.1 Level of Importance to Focus on Economic Recovery from COVID-19

Focusing on economic recovery from COVID-19 was regarded as highly important to most respondents, although more important to the representative panel compared to the general public panel. Just over one in five general public respondents were neutral on this issue (Figure 20).

Figure 20 How important is it to you that NPDC continues to focus on economic recovery from Covid?



Different Demographic Perceptions

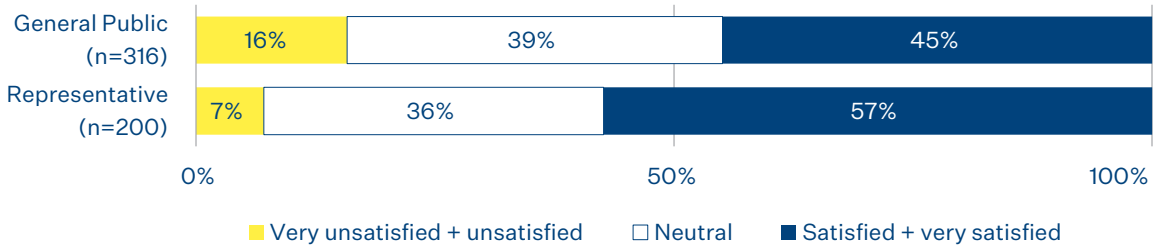
There were no discernable demographic differences.

4.4.2 Level of Satisfaction with $20million Back on our Feet Package

Respondents were asked how satisfied they are with the Council's $20million Back on our Feet Package as an economic response to COVID-19 to date.

Less than half of the general public panel was satisfied with the Council's economic response to COVID-19, but the representative panel was more slightly more supportive. Importantly, nearly two in five respondents had neutral perceptions of the package, rather than being unsatisfied with the Council's response (Figure 21).

Figure 21 How satisfied are you with NPDC's $20m Back on Our Feet package as an economic response to Covid to date?



Different Demographic Perceptions

Location: Representative panel respondents in New Plymouth City and North wards were more satisfied the 'Back on our Feet' package economic response than the South-West Ward, who had more neutral perceptions.

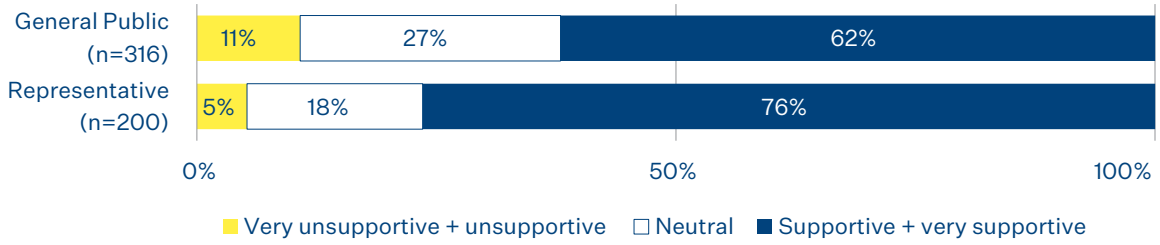
Age groups: 18 to 24-year-old respondents from both panels were more satisfied with the economic package than all other age groups.

Household income: Respondents with less than $30,000 income per year were the most satisfied group with the economic recovery package.

4.4.3 Level of Support for Major Work Programmes to Create Jobs and Stimulate the Economy

Most respondents were supportive of major work programmes to create jobs and stimulate the economy, although the representative panel was more supportive of this programme. Again, the general public panel had a larger proportion of neutral perceptions about this issue (Figure 22).

Figure 22 How supportive are you of the Council's future Covid recovery plan including further investment, on top of the $20m so far, in major work programmes to create jobs and stimulate the local economy?



Different Demographic Perceptions

Age groups: the 18 to 24-year-old representative panel respondents were the most supportive age group of the economic recovery package, and they have a high likelihood to benefit from it (Table 23).

Table 23 Level of support for major work programmes to create jobs by age group

	Representative				General Public			
	18-24 years	25-44 years	45-64 years	65 years or older	18-24 years	25-44 years	45-64 years	65 years or older
Less than supportive	0%	3%	8%	6%	0%	9%	11%	14%
More than supportive	94%	79%	66%	81%	33%	64%	63%	58%
Average	4.6 ↑	4.0	3.8	4.0	3.7	3.7	3.6	3.6

Gender: female respondents from both panels were slightly more likely to support this package.

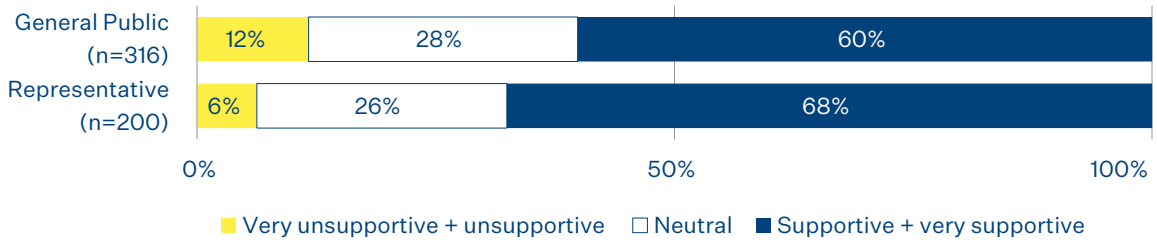
Ethnicity: Māori and all other ethnicities from the representative panel were also more likely to support the economic recovery package.

4.4.4 Level of Support for Focusing on More Savings for the COVID-19 Recovery Plan

In addition to being supportive of major work programmes to create jobs and stimulate the economy, most respondents were also supportive of the Council focusing on finding more savings for the Council's future COVID-19 recovery plan. Again, the level of support was slightly higher in the representative panel.

While the proportions of respondents who do not support the savings plan were relatively low, neutral perceptions exceeded one-quarter of respondents from both panels (Figure 23).

Figure 23 How supportive are you of the Council's future Covid recovery plan focusing on finding more savings?



Different Demographic Perceptions

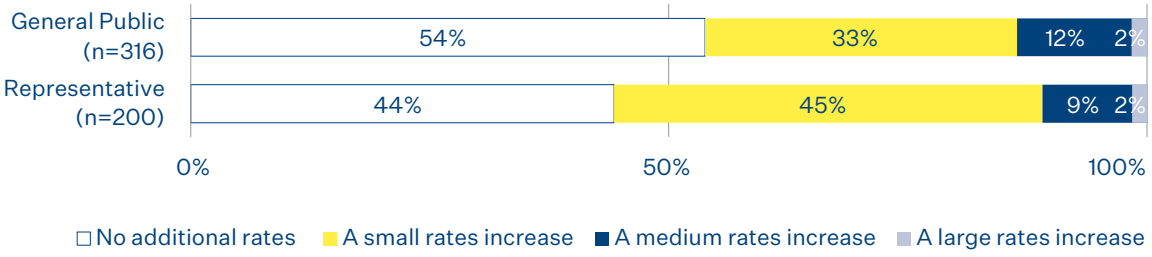
Age groups: General public panel respondents in the 25-44 age group were less supportive of the Council focusing on findings more savings, but this was not seen in other age groups or the representative panel.

Ethnicity: Representative panel respondents that identified as New Zealand Europeans were more likely to be supportive of focusing on more savings.

4.4.5 Willingness to Pay to Continue to Invest in Ongoing COVID-19 Recovery Plan

Just over half of the representative panel was willing to invest in a small rates increase for the Council's COVID-19 response. Conversely, just over half of the general public panel did not want to invest any increase in rates for this issue (Figure 24).

Figure 24 How much money are you willing to pay to continue investing in NPDC's ongoing COVID-19 recovery plan?



4.4.6 Drivers for Willingness to Pay to Invest in a COVID-19 Response

The probability of willingness to pay increased rates was higher in:

- General public panel individuals that attribute a higher level of importance of the Council focusing on economic recovery.
- Individuals that attribute a higher level of satisfaction for COVID-19 major work programmes (strongest driver).
- Younger age groups and females from the representative panel were more willing to invest.
- See Appendix 1 for detailed probability statistics.

4.5 Thriving Towns and Cities

Everyone wants their central city and town centres to be humming.

The NPDC bought the Metro Plaza Building to help develop the Huatoki area and secured funding to work on a living streets project around Devon Street East. The Council is eager to work with retailers and business to develop a 30-year central city strategy.

In the district's heartland, the Council has plans underway to revitalise town centres in places like Waitara, Inglewood, Ōākura and Ōkato.

The Council wants to know if this work should be a priority and the ascertain the willingness of ratepayers to invest in Thriving Towns and Cities. This section of the research was designed to help the Council decide what the priorities should be.

In total, 628 respondents completed the Thriving Towns and Cities research, comprised of 201 representative panel members and 427 general public panel members.

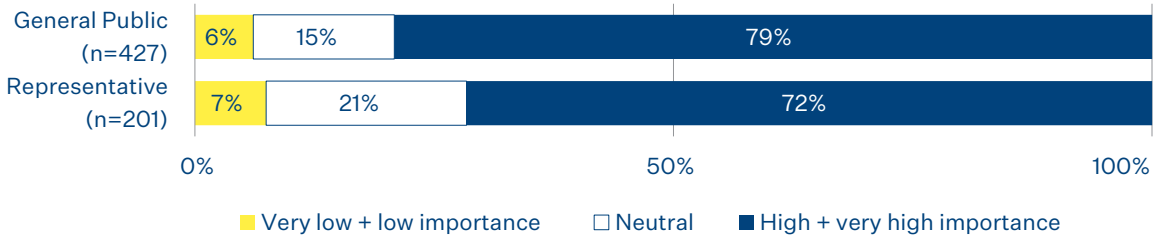
There was an overrepresentation of general public respondents in the 25-64 age groups and females compared to the representative panel. The age groups were statistically different (39% vs 32% Census, $p<.05$), but gender was not.

4.5.1 Level of Importance of NPDC Focusing on District Towns and Cities

Firstly, all respondents were asked to rank the level of importance of the Council focusing on towns and cities. All respondents from both panels perceived this issue to be of high importance.

Perceptions of importance were slightly higher in the general public panel compared to the representative panel (Figure 25).

Figure 25 How important is it to you that NPDC continues to focus on our town and city centres?



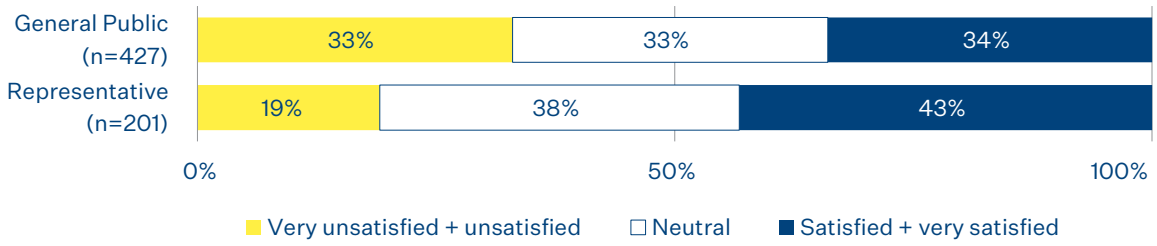
Different Demographic Perceptions

Gender: This issue had slightly higher importance for females from both panel groups compared to males.

4.5.2 Level of Satisfaction with The State of City Centres of District Towns and Cities

Most respondents were either dissatisfied or had neutral perceptions with the state of their city centres (Figure 26). The representative panel was slightly more satisfied compared to the general public panel.

Figure 26 How satisfied are you with the state of the city centres of our towns and cities?



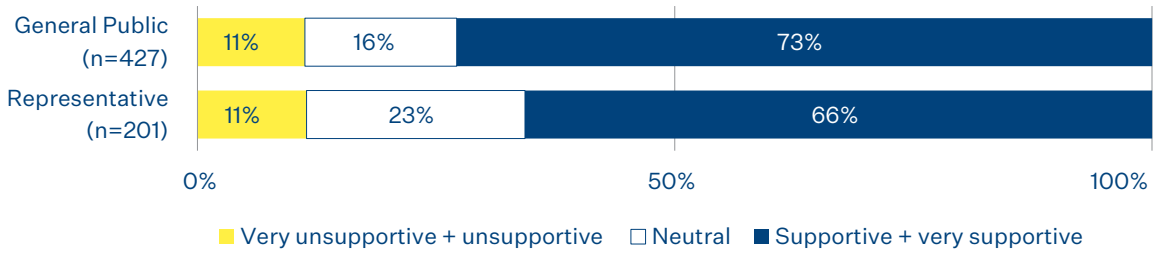
Different Demographic Perceptions

Gender: Male respondents from both panels were slightly less satisfied with the state of their city centres.

4.5.3 Level of Support for Revitalising Town Centres Like Waitara, Inglewood, Ōākura and Ōkato

Most respondents were supportive of the Council revitalising town centres, and support was slightly higher in the general public panel compared to the representative panel (Figure 27).

Figure 27 How supportive are you of the Council revitalising town centres in places like Waitara, Inglewood, Ōākura and Ōkato?



Different Demographic Perceptions

Location: General public panel respondents from New Plymouth City ward were less than supportive of revitalising city centres, but this was not evident in the representative panel.

Gender: Males from both panels were less supportive of city centre revitalisation (Table 25).

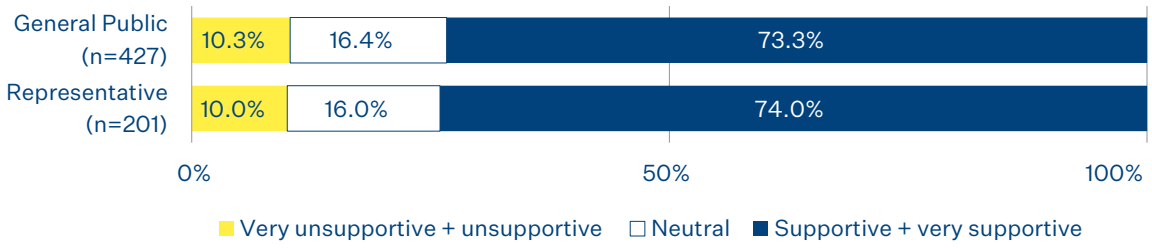
Table 25 Support for city centre revitalisation by gender

	Representative Panel		General Public Panel	
	Male	Female	Male	Female
Less than supportive	15%	8%	14%	8%
More than supportive	60%	72%	68%	77%
Average	3.6 ↓	4.0 ↑	3.8 ↓	4.0 ↑

4.5.4 Level of Support for Opening Up Huatoki Stream

Support was higher in the representative panel for opening the Huatoki stream as a green heart of the New Plymouth city centre compared to revitalising city centres in towns - although the support level was similar for the general public panel (Figure 28).

Figure 28 How supportive are you of the Council's plans to continue opening up the Huatoki Stream as a green heart of the New Plymouth city centre?



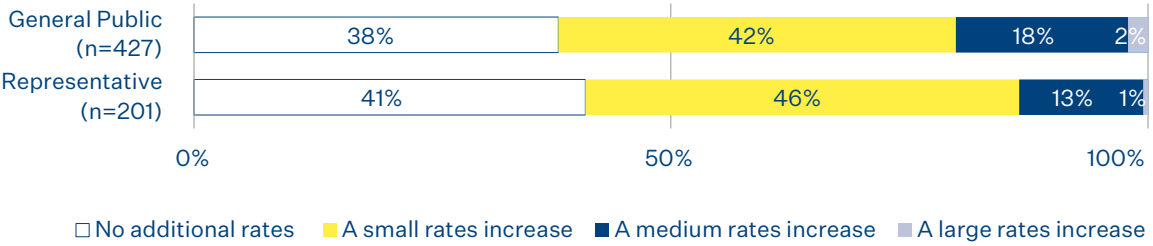
Different Demographic Perceptions

Location: support for opening up the Huatoki Stream was more evident in respondents from the New Plymouth City ward in both panels.

4.5.5 Willingness to Pay to Continue to Invest in Ensuring Town and City Centres Thrive

Under half of the respondents from both panels were willing to invest (or less opposed) a small rates increase to ensure town and city centres thrive (Figure 29).

Figure 29 How much money are you willing to pay to continue investing in ensuring our town and city centres thrive?



Different Demographic Perceptions

Location: New Plymouth City ward respondents from both panels were more willing to invest a medium rates increase.

Age: Willingness to invest in this issue increases with respondent age in the representative panel, but this was not evident in the general public panel.

4.5.6 Drivers for Willingness to Pay to Invest in Revitalising Towns and Cities

The probability of willingness to pay increased rates was higher in:

- General public panel individuals that attribute a higher level of importance of the Council focusing on towns and cities.
- Individuals that attribute a higher level of satisfaction for major work programmes, particularly opening the Huatoki Stream. This was the strongest driver.
- Older age groups and males from the representative panel were more willing to invest or less likely to oppose any increase in rates for this issue.
- See Appendix 1 for detailed probability statistics.

4.6 Climate Response

The NPDC recognises the need to plan their climate response together with their district.

The Council is adopting a Climate Action Framework which looks at how they are going to reduce emissions and set a target and prepare for the challenges ahead.

As part of this planning, the Council acknowledge the need to investigate ways of improving the infrastructure and moving it away from areas at risk of sea-level rise or flooding.

Another option is to look at ways to make the local facilities more energy efficient and work with households to do the same.

In terms of roading, the Council could explore how to make it easier for low emissions transport such as cycling or buses.

Some of these things will have a cost, but the longer they wait, the greater the cost.

The questions around climate response sought to find out what the district thinks the Council should invest in now, and how quickly they should get moving.

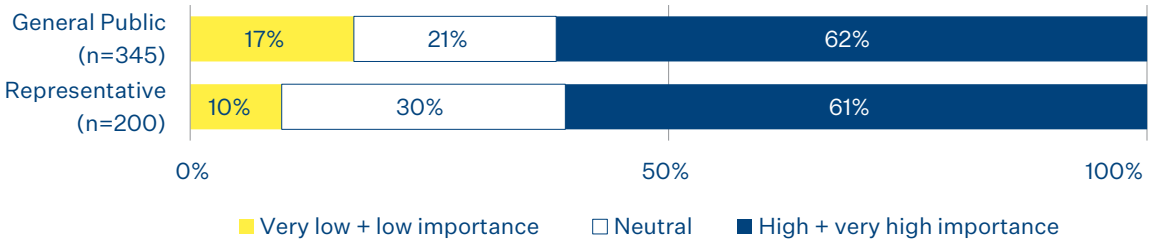
In total, 545 respondents completed the Climate Response research, comprised of 200 representative panel members and 345 general public panel members.

There was an overrepresentation of general public respondents in the New Plymouth City ward, 45 to 64 age groups, and males compared to the representative panel. The difference in the age groups was significant (43% vs 35% Census, $p<05$), but the difference in gender was not significant.

4.6.1 Level of Importance for Focusing on Climate Response

Over one-half of all respondents perceive NPDC continuing focusing on climate response to be high or very high importance for the NPDC. There was no difference in perceptions between the two respondent groups (Figure 30).

Figure 30 How important is it to you that NPDC continues to focus on a climate response?



Different Demographic Perceptions

Gender: although not evident in the representative panel, males in the general public panel perceived lower importance for focusing on climate response (Table 27).

Table 27 Level of importance by gender

	Representative		General Public	
	Male	Female	Male	Female
Less than important	13%	6%	21%	13%
More than important	60%	61%	53% ↓	71% ↑
Average	3.7	3.8	3.5 ↓	3.9

Ethnicity: focusing on climate response was more important to Māori respondents in the representative panel, and less so for the New Zealand European respondents. This difference was not evident in the general public panel (Table 28).

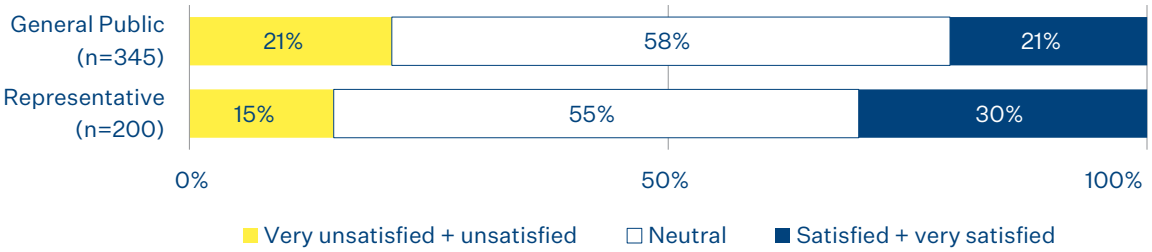
Table 28 Level of support by ethnicity

	Representative			General Public		
	NZ European	Māori	Other NET	NZ European	Māori	Other NET
Less than important	9%	7%	13%	17%	14%	20%
More than important	56% ↓	77%	73%	62%	69%	61%
Average	3.7	4.2	3.9	3.7	3.8	3.7

4.6.2 Level of Satisfaction with NPDC's Climate Response to Date

Levels of satisfaction with the Council's climate response to date were low, and most respondents in both panels had neutral perceptions regarding this issue. Although focusing on climate response was indicated as important, there was little evidence of satisfaction with the Council's response (Figure 31).

Figure 31 How satisfied are you with NPDC's climate response to date?

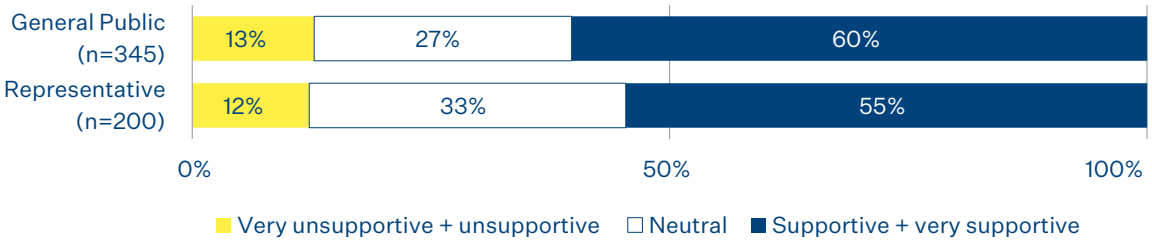


No different demographic perceptions were found.

4.6.3 Level of Support for Reducing the Impacts of Climate Change

Most respondents were supportive of the NPDC's climate response on reducing the impacts of climate change, but neutral perceptions on this issue were relatively high (Figure 32).

Figure 32 How supportive are you of NPDC's climate response focusing on reducing the impacts of climate challenges?



Different Demographic Perceptions

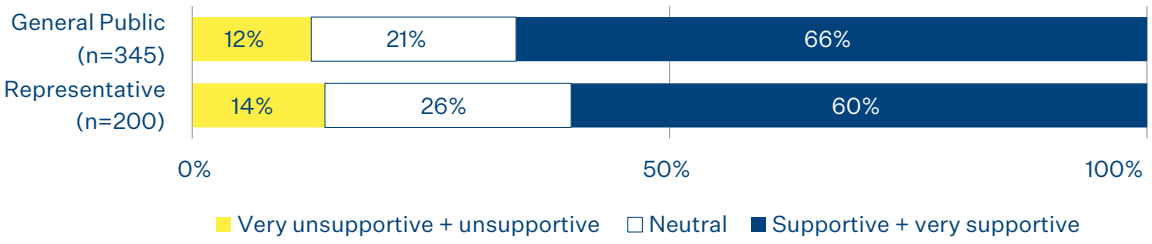
Location: representative panel respondents in the North ward were comparatively less supportive for reducing the impacts of climate change.

Gender: females from both panel groups were more supportive.

4.6.4 Level of Support for Looking at Ways to Reduce the District's Emissions

Most respondents were supportive of looking at ways to reduce the district's emissions, and the level of support was slightly higher in the general public panel compared to the representative panel (Figure 33).

Figure 33 How supportive are you of NPDC's climate response looking at ways we can reduce our district's emissions?



Different Demographic Perceptions

Age groups: younger respondents in both panels (under 45 years) were slightly more supportive.

Gender: Female respondents from both panel groups were significantly more supportive of NPDC looking at ways to reduce emissions (Table 29).

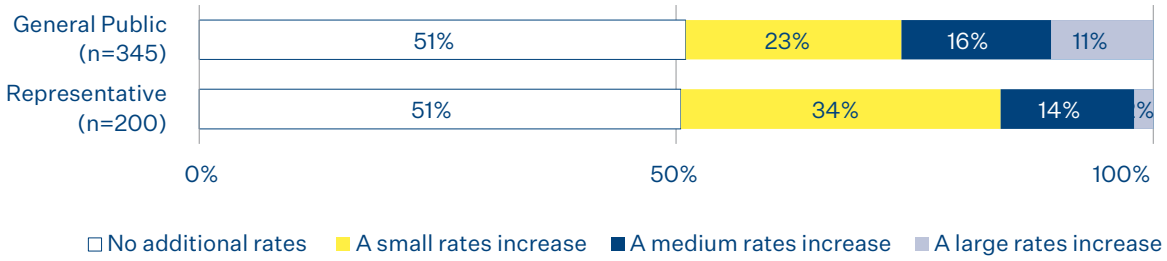
Table 29 Level of support by gender

	Male	Female	Male	Female
Less than supportive	19%	9%	18% ↑	6% ↓
More than supportive	52%	70%	58% ↓	75% ↑
Average	3.4 ↓	3.9 ↑	3.5 ↓	4.1 ↑

4.6.5 Willingness to Pay to Continue to Invest in A Climate Response

Interestingly, although the willingness to invest in rates in this issue was low, the percentage of respondents willing (or less opposed) to invest a medium or large rates increase was higher for a climate response than other issues (Figure 34).

Figure 34 How much money are you willing to pay to continue investing in our climate response?



Different Demographic Perceptions

Location: General public panel respondents were more willing to continue to invest or less likely to oppose any increase in rates for this issue compared to other wards.

4.6.6 Drivers for Willingness to Pay to Invest in a Climate Response

The probability of willingness to pay increased rates was higher in:

- Individuals that attribute a higher level of importance of the Council focusing on climate response (strongest driver).
- General public panel individuals that attribute a lower level of satisfaction for the Council's response.
- Representative panel members who support reducing the impact of climate change.
- Females from the representative panel were more willing to invest or less likely to oppose any increase in rates for this issue.
- Age does not affect willingness to pay to invest in this issue.
- See Appendix 1 for detailed probability statistics.

4.7 Let's Kōrero: Public Conversations

From your first coffee of the day to when the rubbish is put out at night, NPDC is impacting every part of its residents' life.

The Council has a range of ways to communicate with locals, from social media to newspapers, to their quarterly newsletter, or being available when residents send an email or phone them.

This section of research sought to find out how the Council should be communicating with its residents because what they think helps the Council make decisions and prioritise our multimillion-dollar work programmes.

In total, 537 respondents completed the Tracks and Trails research, comprised of 200 representative panel members and 337 general public panel members.

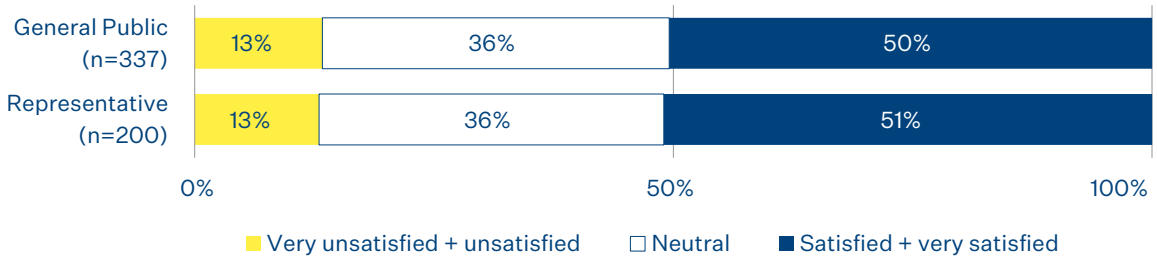
There was an overrepresentation of New Plymouth City ward, 45-64 years, and male general public respondents compared to the representative panel. The gender difference was statistically significant (57% vs 49% Census, p<.05).

4.7.1 Level of Satisfaction with Current Public Feedback Tools

The respondents were asked to rate their level of satisfaction with the public feedback tools they have available to them (Figure 35).

Half of all respondents were more than satisfied with the range of ways the NPDC shares information and gets feedback from them. Just over one-third of respondents had neutral perceptions rather than being unsatisfied.

Figure 35 We have a range of ways we share information and get feedback from you. How satisfied are you with this range?

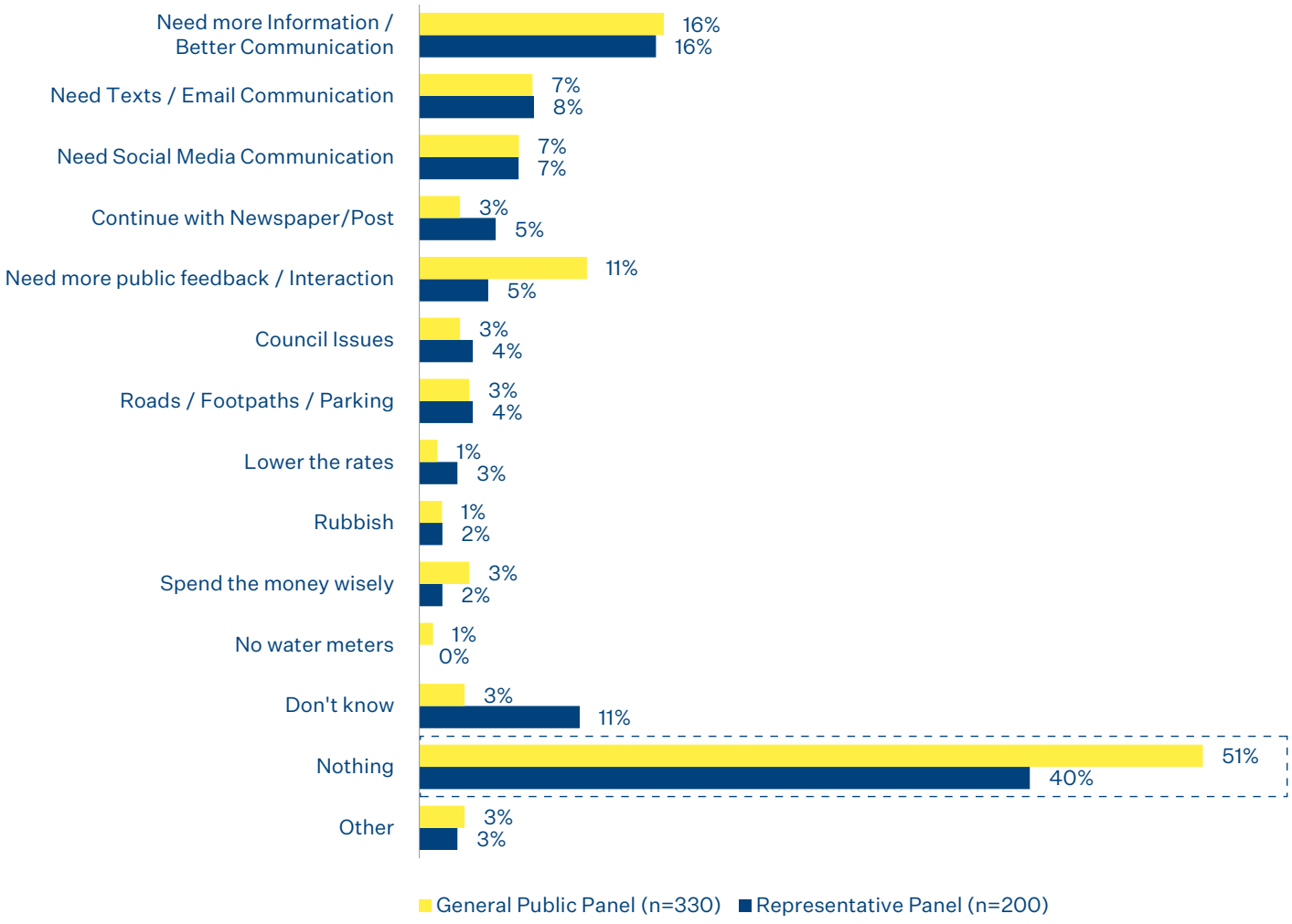


No different demographic perceptions were found.

4.7.2 What Would you Like to See Changed?

Most respondents did not want anything to change with their feedback tools currently available to them. Otherwise, increasing the amount and channels of feedback were the most popular choices (Figure 36).

Figure 36 What would you like to see changed about current public feedback channels



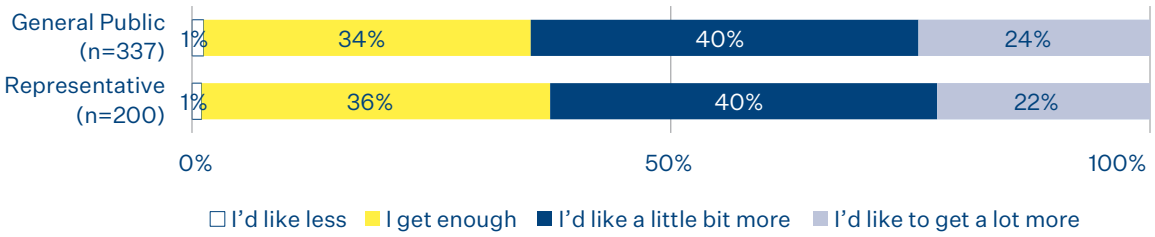
Some typical comments were:

- *Maybe the local newspaper or the free newspaper that gets circulated around town should have things that they want us to know.*
- *We are not into Social Media because of age. A newsletter with the rate would be better for us than Social Media.*
- *Pretty much emails are probably the best way to get hold of people or share information.*
- *I don't have the internet or a computer, so I rely on things that come in the mail - anything that comes in the mail, I read it - I get the Midweek and occasionally the newspaper, and if there is anything in there, I read it.*

4.7.3 Is the Mix of Information and Methods of Connection, About Right?

When asked if the mix of information and methods of connection are about right, about two-thirds of all respondents (both panels) wanted a little (or a lot) more information from the NPDC. Just over one-third felt they were getting enough information and connection opportunities with the Council, and very few (1%) wanted to receive less information and connection from the Council (Figure 37).

Figure 37 Have we got the mix of information and method of connection, about right?



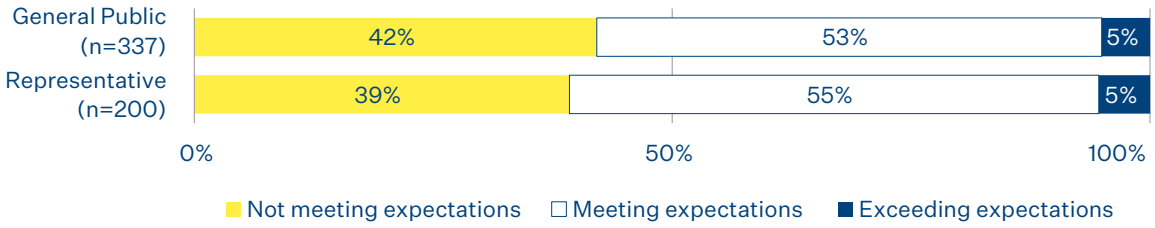
No different demographic perceptions were found.

4.7.4 Connecting with The Voters and Ratepayers of Tomorrow

Youth is an important age group in the district, and the Council wanted to know if they are doing enough to connect with the voters and ratepayers of tomorrow.

Just over half of respondents in both panels felt the Council is meeting expectations about connecting with youth. But the percentage of respondents who perceive the Council to be exceeding or greatly exceeding these expectations was very low for both panels (Figure 38).

Figure 38 We have a number of ways we talk with youth. Do you feel NPDC is doing enough to connect with the voters and ratepayers of tomorrow?

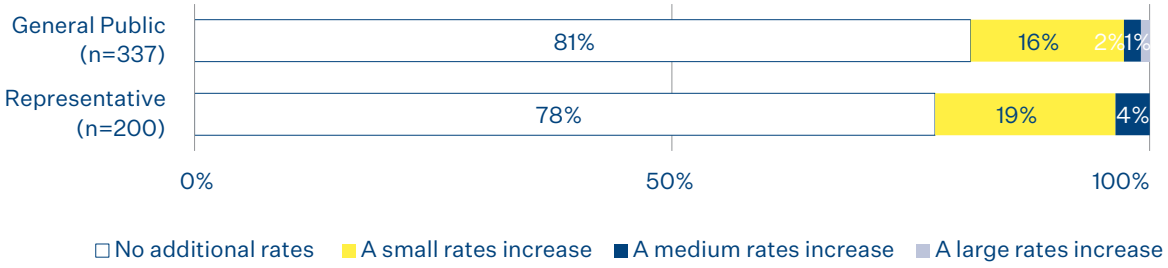


No different demographic perceptions were found.

4.7.5 Willingness to Pay to Continue to Make It Easier for People to Give NPDC Feedback

Respondents were asked about their willingness to pay to continue to make it easier for people to give feedback to the Council. The majority of respondents were not willing to invest in any rate increase to make it feedback easier, meaning this was a low priority area for residents for investment (Figure 39).

Figure 39 How much money are you willing to pay for NPDC to make it easier for people to give feedback?



No different demographic perceptions were found.

4.7.6 Drivers for Willingness to Pay to Invest in in Public Conversations

The probability of willingness to pay increased rates was higher in:

- Individuals that attribute a higher level of satisfaction with current feedback tools (strongest driver).
- Representative panel individuals who were satisfied with the current mix of tools.
- Age and gender did not affect the willingness to invest.
- See Appendix 1 for detailed probability statistics.

4.8 A Marina

Many people enjoy spending time on the beaches and Coast around the New Plymouth district.

One suggestion that has been suggested to enhance this enjoyment is to have a marina at Breakwater Bay, at the western end of the New Plymouth city. The city has the only deep-water port on the West Coast of New Zealand, and Marlin game fishing is only a ten-minute boat ride away.

Previous economic studies have shown a marina could have significant economic benefits to the district, and it could be a new source of revenue to offset rates.

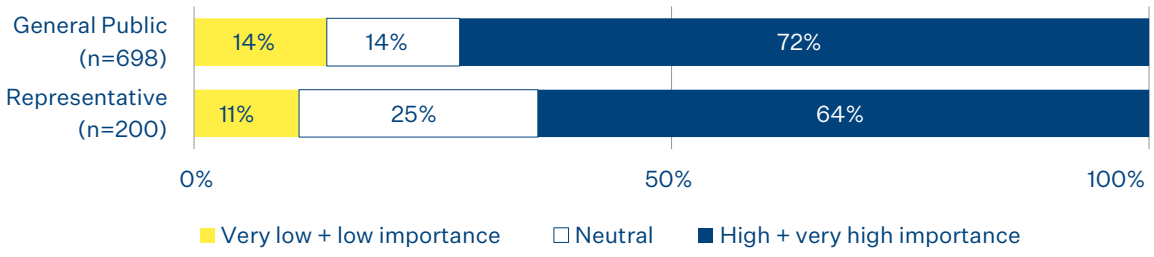
The following questions sought to find out public perceptions about whether a marina should be a priority in the Council's next 10-year plan?

In total, 898 respondents completed the Coastline and Ocean research, comprised of 200 representative panel members and 698 general public panel members. There was an overrepresentation of general public respondents in the New Plymouth City ward, 45-64 age groups and males compared to the representative panel. The gender difference was significantly different (44% vs 35% Census, p<.01).

4.8.1 Level of Importance of NPDC Making the Most of the District's Coastline and Ocean

When asked about their perceptions of the importance of NPDC making the most of the local coastline and ocean, most respondents in both groups perceived this issue as important/very important. The general public panel perceived this issue as slightly more important than the representative panel (Figure 40).

Figure 40 How important is it to you that NPDC makes the most of our coastline and the ocean?



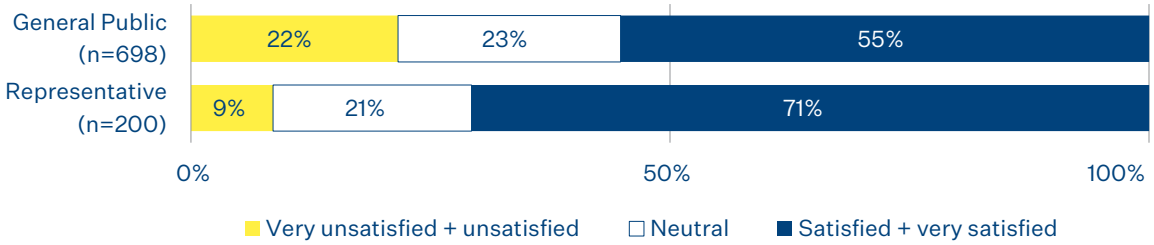
Different Demographic Perceptions

Age groups: access to the coastline and ocean was less important to the 18-24 age group in the representative panel.

4.8.2 Level of Satisfaction with the Opportunities to Enjoy the Coast

The respondents were asked to rate their level of satisfaction with their current opportunities to enjoy the Coast. The representative panel had a higher level of satisfaction with their current level of opportunity to enjoy their coastlines compared to the general public panel. The general public panel was twice as likely to be dissatisfied with their current opportunities provided to enjoy the Coast (Figure 41).

Figure 41 How satisfied are you with the opportunities provided to enjoy the Coast?



Different Demographic Perceptions

Location: Representative respondents from the North ward were less satisfied with their current opportunities to enjoy the coast.

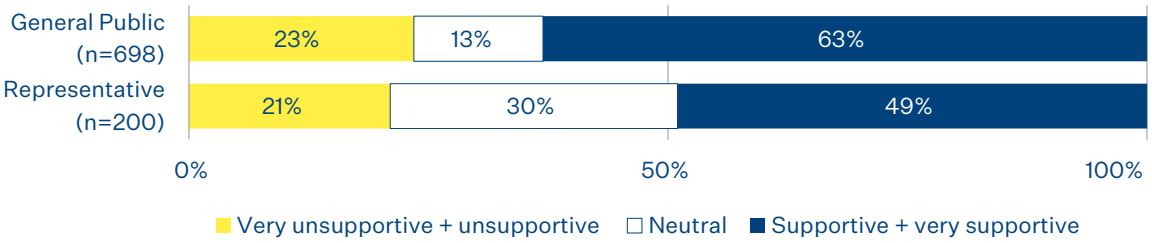
Gender: Males from the general public panel were less satisfied.

Ethnicity: Māori representative panel respondents were less satisfied.

4.8.3 Level of Support to Build a Marina at Breakwater Bay

When asked to identify their level of support to build a marina at Breakwater Bay, the level of support was much higher in the general public panel compared to the representative panel. Neutral perceptions were more evident in the representative panel (Figure 42).

Figure 42 How supportive are you of the idea to develop a marina at Breakwater Bay?



Different Demographic Perceptions

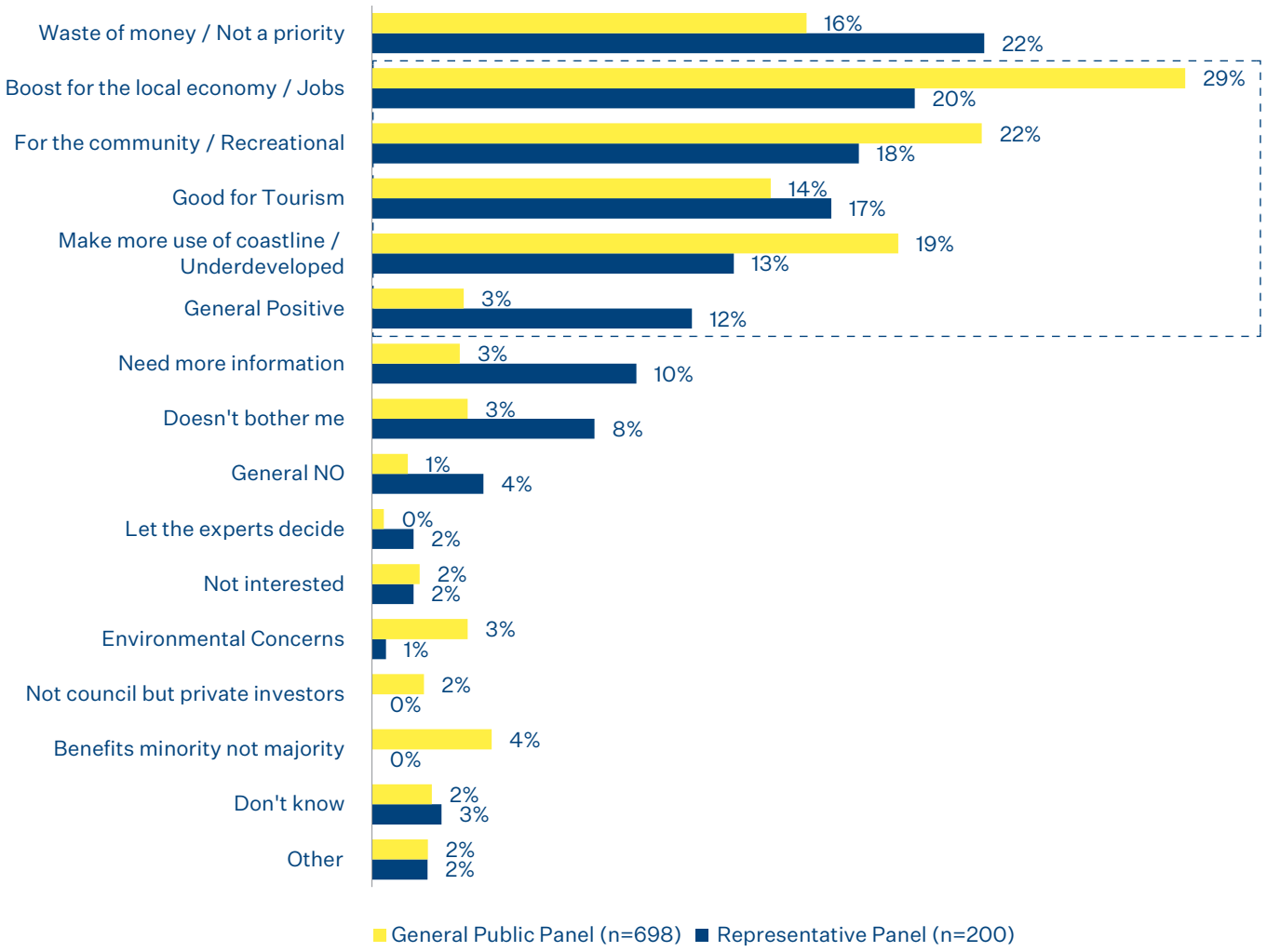
Age groups: General public panel respondents in the 25-44 age group were more likely to support building a marina, and those 65 years and older were the least likely.

Ethnicity: Māori respondents from the general public panel were more supportive.

4.8.4 Why Do You Say That?

When asked to comment on their level of support, responses were mixed between not being supportive of the marina (not a priority) and supportive. However, most responses were positive and were focused on providing positive opportunities for the economy, and residents and visitors. Environmental concerns were low (Figure 43).

Figure 43 Why do you say that about the level of support for a marina?



Some typical comments were:

> *Selfishly I have no interest in boats and think the cost of development is too great, and the money could be better used.*

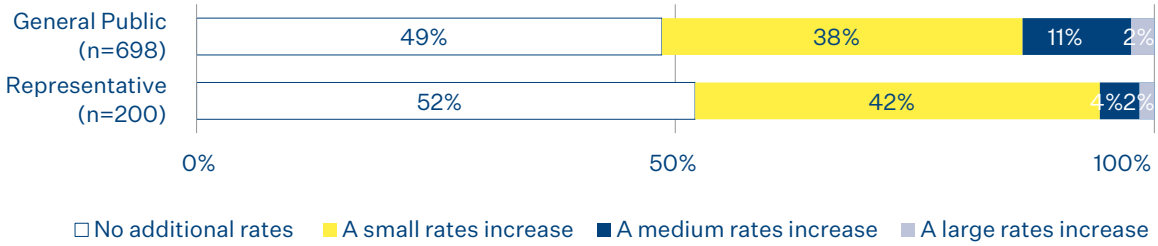
> *We need to encourage additional larger pleasure craft into New Plymouth and in addition, provide facilities for visiting pleasure craft as well. The chance to encourage visiting pleasure craft and their respective overseas owners to our city would further enhance our tourist opportunities.*

> *I would need to understand the actual plans more as well as the cost and whether or not a marina would take away the focus of more meaningful investment from the council. NPDC definitely doesn't utilise the coastline and the foreshore. However, I don't know if a Marina is the best way to maximise the use of the coastline.*

4.8.5 Willingness to Pay to Invest in a Marina at Breakwater Bay

Although the general public respondents were more supportive of a marina being built at Breakwater Bay, this did not translate into wanting to invest more rates in paying for it. While about 40% of both panels would be prepared to invest a small rates increase, about half of each panel did not want to invest any additional rates at all (Figure 44).

Figure 44 How much money are you willing to pay to invest in a marina?



Different Demographic Perceptions

Location: Representative panel respondents from New Plymouth City ward were more likely to be willing to pay a small rates increase.

4.8.6 Drivers for Willingness to Pay to Invest in a Marina

The probability of willingness to pay increased rates was higher in:

- Individuals that attribute a higher level of importance with their access to the coastline and ocean in the general public panel only.
- Individuals that support the building of a marina at Breakwater bay (strongest driver).
- Females (stronger driver in the representative panel).
- Age did not affect the willingness to invest in this issue.
- See Appendix 1 for detailed probability statistics.

4.9 Multi-Sport and Recreation Hub

A multi-purpose recreation and sports hub has been proposed to be developed in the district.

A regional sports group, which included regional and national funding agencies, and led by Sport Taranaki, was established to look at sporting trends, current facilities, and the gaps around the district.

The regional sports group have released a draft plan for this proposed sport and recreational hub. The first phase could cost about $60m if it gets the go-ahead.

It will take some years to plan, and if Councillors decide to fund it partially, it will need to measure up against competing for multimillion-dollar work programmes and the ratepayer's ability to pay.

This section of research sought to ascertain the respondents' priorities around sports and recreation facilities in the district.

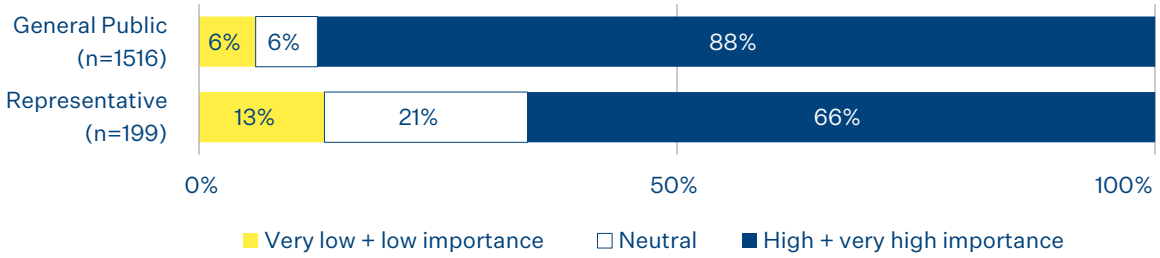
In total, 1,715 respondents completed the Recreation and Sports Facilities research, comprised of 199 representative panel members and 1,516 general public panel members.

There was an underrepresentation of respondents from the North ward. There was an overrepresentation of 25-44 age groups, New Zealand European, and females in the general public panel compared to the representative panel. The younger age groups were significantly different (42% vs 32% Census, $p<.05$).

4.9.1 Level of Importance for Provision of Adequate Ground and Modern Facilities for Sport and Recreation

When asked about the importance of having adequate grounds and modern facilities for sport and recreation, the general public panel was twice as likely to rate this service provision very high importance (58%). In comparison, the representative panel was more likely to give a rating of high importance (41%) – Figure 45.

Figure 45 How important is it to you that NPDC there are adequate grounds and modern facilities for sport and recreation in our district?



Different Demographic Perceptions

Location: Having adequate grounds and modern facilities were slightly more important to New Plymouth City respondents in both panel groups compared to the other wards.

Gender: Males and females in the general public panel were more likely to perceive this issue as more important than the representative panel (Table 33).

Table 33 Gender differences in the importance of adequate sports and recreation facilities

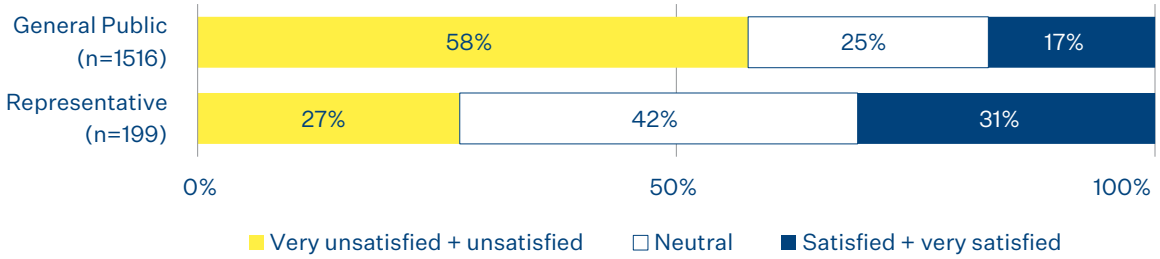
	Representative		General Public	
	Male	Female	Male	Female
Less than important	11%	15%	7%	5%
More than important	70%	62%	87%	88%
Average	3.9 ↑	3.6 ↓	4.4	4.4

Household composition: single people and families with younger aged children were rated having adequate sports and recreation facilities as more important than other household types.

4.9.2 Level of Satisfaction with Existing Sports and Recreation Facilities

Levels of dissatisfaction with existing sports and recreation facilities in the district were high in the general public panel - more than half of those respondents were either very unsatisfied or unsatisfied with existing facilities compared to just over one-quarter of the representative panel being dissatisfied (Figure 46).

Figure 46 How satisfied are you with the existing sports grounds, courts, and recreational facilities around our district?



Different Demographic Perceptions

Wards: Both panel groups in New Plymouth City were the most dissatisfied with their existing sports and recreation facilities. Dissatisfaction was more evident in the general public panel (Table 34).

Table 34 Levels of satisfaction with current facilities by ward

	Representative			General Public		
	New Plymouth City	North Ward	South-West Ward	New Plymouth City	North Ward	South-West Ward
Less than satisfied	31%	20%	13%	60% ↑	49%	50%
More than satisfied	26%	35%	58% ↑	16%	21%	22%
Average	2.9 ↓	3.2	3.6 ↑	2.4 ↓	2.6	2.5

Age groups: Interestingly, the least satisfied age group with existing facilities was the 45-64 age group in the general public panel, although all the levels of satisfaction were lower in the general public panel compared to the representative panel (Table 35).

Table 35 Levels of satisfaction by age group

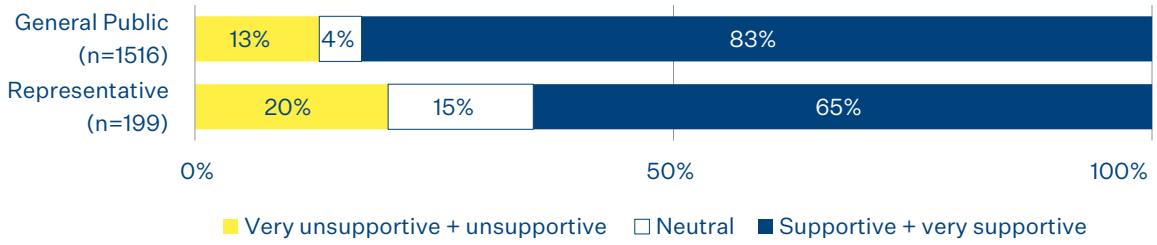
	18-24 years	25-44 years	45-64 years	65 years or older	18-24 years	25-44 years	45-64 years	65 years or older
Less than satisfied	38%	28%	31%	17%	53%	57%	62% ↑	54%
More than satisfied	31%	31%	31%	31%	22%	15%	17%	23%
Average	2.8	3.1	3.0	3.1	2.6	2.5	2.4	2.6

Household income: levels of satisfaction were linked to income, where the higher the household income, the lower the level of satisfaction with existing facilities.

4.9.3 Level of Support to Build A Multi-Sport and Recreation Hub

When asked, most respondents were supportive of the idea of building a multi-sport and recreation hub. This result was more evident in the general public panel compared to the representative panel (Figure 47).

Figure 47 How supportive are you of the idea to build a multi-sport and recreational hub?



Different Demographic Perceptions

Location: respondents from New Plymouth city were more likely to support the idea to build a multi-sport and recreational hub in the district.

Age groups: respondents under the age of 45 years from both panels were more likely to support this issue (Table 36).

Table 36 Level of support by age groups

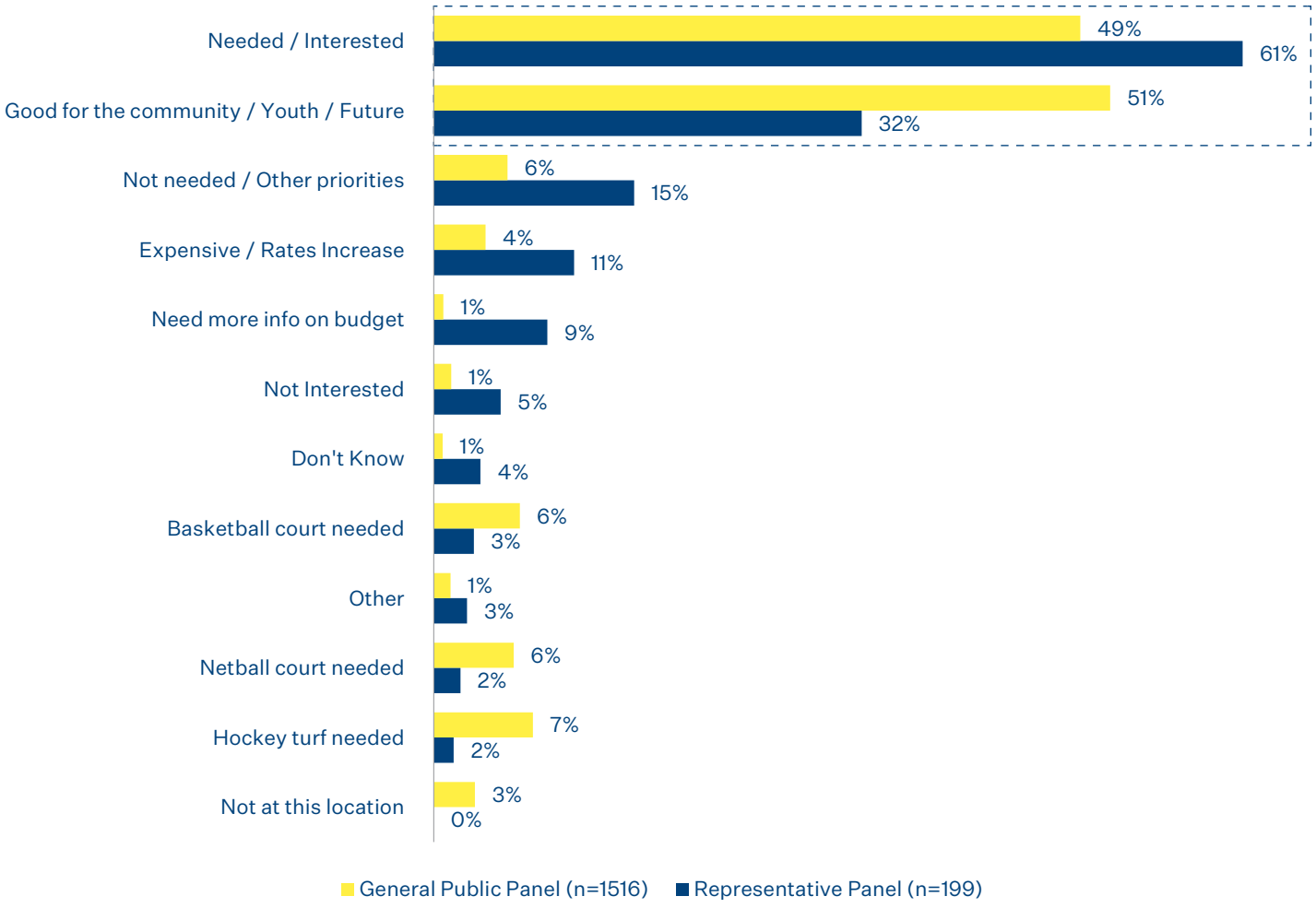
	Representative				General Public			
	18-24 years	25-44 years	45-64 years	65 years or older	18-24 years	25-44 years	45-64 years	65 years or older
Less than supportive	19%	10%	26%	27%	11%	11%	15%	15%
More than supportive	56%	78%	59%	58%	88%	84%	80%	79%
Average	3.7	4.0 ↑	3.5	3.4	4.4↑	4.3↑	4.1	4.1

Household composition and income: families with younger children are more likely to be supportive, as were households with a larger income (positive linear relationship).

4.9.4 Reasons for Supporting the Idea to Build A Multi-Sport and Recreational Hub?

The major reasons given for supporting the idea to build a multi-sport and recreational hub centred on 1) the need (or level of interest) and 2) the benefits for the community, youth, and for the future. Negative perceptions focused on the risk of rates increases, or they need more information (Figure 48).

Figure 48 Why do you say that?



> *There are not enough facilities for many sports, particularly netball and basketball. We also require a larger space for conferences and events with a large-scale commercial kitchen.*

> *Sports codes are limited by lack of space. We need to be able to attract national tournaments and bring people to Taranaki.*

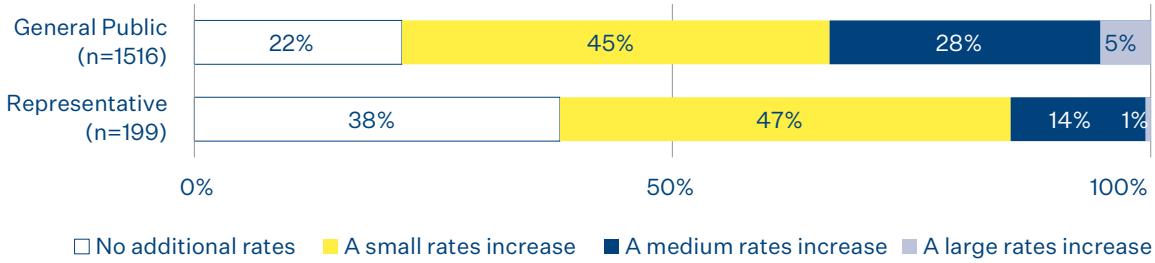
> *Our young people need space to be able to be active - particularly with their friends. The community needs a space to connect socially for our well-being - especially at a time when we are time poor and 'connecting' in other ways. We need to get back to the time when sport and physical activity was a vital ingredient in our lives and were intergenerational.*

> *The Taranaki community cannot afford both this and rugby park, one or the other.*

4.9.5 Willingness to Pay to Invest in A Multi-Sport Hub

There were large differences in the willingness to pay to invest in a multi-sport and hub. The general public panel was twice as likely to be willing to invest (or less opposed) a medium rates increase compared to the representative panel. However, over half of both panel groups were not willing to invest or willing to invest only a small rates increase (Figure 49).

Figure 49 How much money are you willing to pay to invest in a multi-sport and recreational hub?



Different Demographic Perceptions

Location: Both panel respondents from New Plymouth City ward were more likely to invest a medium rates increase to pay for a multi-sport hub.

Age groups: All age groups in the general public panel respondents were willing to invest a medium rates increase, whereas the representative panel was only willing to invest a small rates increase.

Gender: Males from both panels were more willing to invest a medium rates increase or less likely to oppose any increase in rates for this issue as opposed to females who were more willing to invest a small rates increase.

4.9.6 Drivers for Willingness to Pay to Invest in a Multi-sport and Recreation Hub

The probability of willingness to pay increased rates was higher in:

- Individuals in the general public panel that attribute a higher level of importance with adequate sports and recreation facilities (strongest driver).
- Individuals in the general public panel who were unsatisfied with their current facilities.
- Individuals who support building the multi-sport hub (stronger driver in the representative panel).
- Age has little effect on the willingness to invest.
- Female respondents from both panels were more willing to invest or less likely to oppose any increase in rates about this issue.
- See Appendix 1 for detailed probability statistics.

4.10 Water Meters as a Part of a Broader Savings Plan

Many district residents think because it frequently rains in Taranaki, water is no problem.

As a district, residents use too much water. If this level of consumption continues, the region risks damaging their local environment and will face substantial costs to upgrade the water network.

As a district, some progress is being made driving down the average water usage, but the region remains one of the thirstiest places in New Zealand (and nearly double that of Auckland).

At the moment all ratepayers are charged a flat rate for water, which is less than a dollar a day. One option to save water is to install water meters for every home, so residents are only charged for what they use.

The question the Council wants answering is should water meters be installed for every home in the district, costing about $15 million, as part of a broader water-saving plan. If water meters are installed across the region, it could reduce water network repairs by about $40 million over the next 30 years.

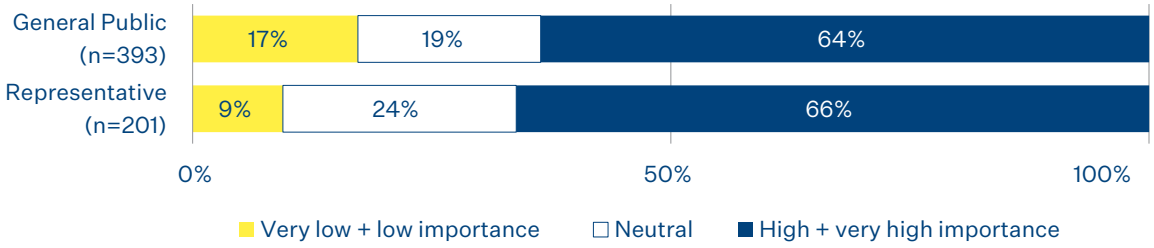
In total, 594 respondents completed the Water Meter research, comprised of 201 representative panel members and 393 general public panel members.

General public respondents were over-represented in the New Plymouth ward, as were males, the 45-64 age group, and from the New Plymouth City ward compared to the representative panel. Both age and gender were significantly larger (age: 43% vs Census 35%, $p<.01$; gender: 62% vs 49% Census, $p<.01$).

4.10.1 Level of Importance that NPDC Promotes and Focuses on Saving Water

Saving water was an important issue for most respondents, and about two-thirds of all respondents perceived saving water was highly important. However, the representative panel was more likely to have neutral perceptions as opposed to perceiving saving water as less than important (Figure 50).

Figure 50 How important is it to you that NPDC promotes, and focuses on, saving water?



Different Demographic Perceptions

Gender: It was slightly more important to females in both panel groups that NPDC focuses on saving water.

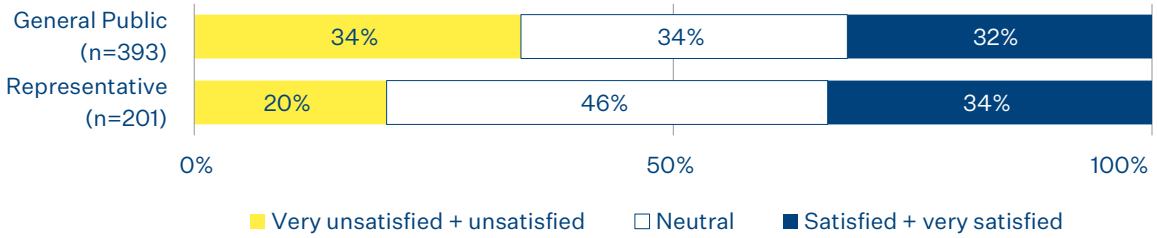
Household income: focusing on saving water was more important to low-income households (less than $30,000 per year) than other income groups.

4.10.2 Levels of Satisfaction with Existing Programmes and Measures to Save Water

Levels of satisfaction with existing Council programmes and measures to save water were reasonably low, particularly among the general public panel where one-third were either unsatisfied or very unsatisfied, and a further third had neutral perceptions.

The representative panel had mainly neutral perceptions regarding satisfaction with the existing programmes and measures the Council uses to save water on this issue that could indicate a lack of awareness of what measures the Council is undertaking to save water (Figure 51).

Figure 51 How satisfied are you with the existing programmes and measures we use to save water?



Different Demographic Perceptions

No discernible demographic differences.

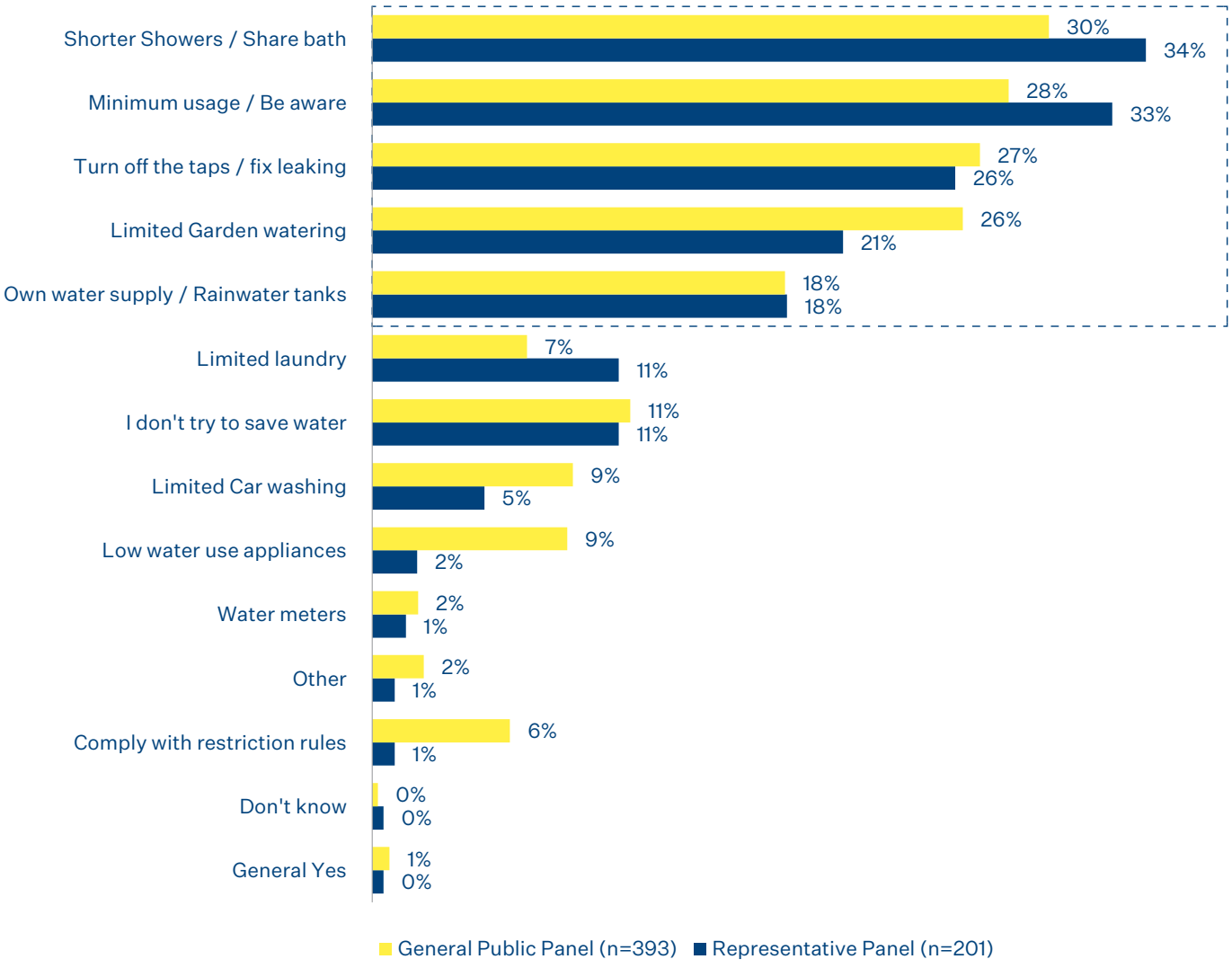
4.10.3 Water-Saving Measures

Nearly all residents in the district undertake a variety of measures to save water, and only about one in ten residents do not try to save water. Therefore, saving water is an issue that was on people's minds.

In this research, the most prevalent way to save water was taking shorter showers/sharing a bath and being aware of minimising usage and fixing water leaks. Limiting garden watering was also popular. About one in five respondents had their own water supply or rainwater tanks.

Therefore, although residents were aware of the need to save water, they may not be aware of or satisfied with the Council's existing programmes (Figure 52).

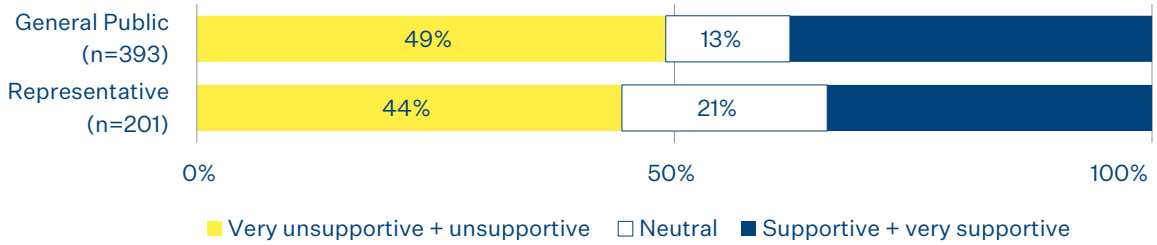
Figure 52 What do you do to save water?



4.10.4 Level of Support of Putting a Water Meter into Homes Connected to the Water Network

Installing water meters in homes connected to the water network was not widely supported. The levels of support for this issue were more varied compared to all other issues showing a wider range of perceptions on a more potentially dividing issue (Figure 53).

Figure 53 How supportive are you of the idea to put a water meter into every home connected to our network?



Different Demographic Perceptions

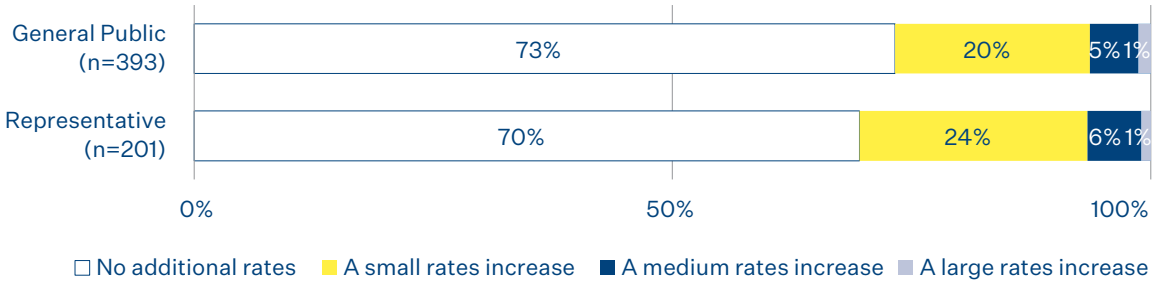
Location: Support to install water meters was the highest in the South-West Ward in the representative panel, but this was not evident in the general public panel.

Age groups: The 18 to 24 age group in the representative panel was more supportive of installing water meters than any other age group. Again, this finding was not found in the general public panel, although the numbers of younger age groups engaging with this survey were underrepresented in this panel.

4.10.5 Willingness to Pay to Put in Water Meters

Given the mixed level of support for installing water meters, just under three-quarters of all respondents were unwilling to pay additional rates to put in water meters. No significant demographic differences were found.

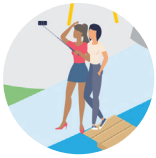
Figure 54 How much money are you willing to pay to put a water meter into every home connected to our network?



4.10.6 Drivers for Willingness to Pay to Invest in Water Meters

The probability of willingness to pay increased rates was higher:

- In individuals that support the installation of water meters (stronger driver in the representative panel). This was the strongest driver.
- Younger respondents were less willing to invest in water meters.
- Female respondents from the general public panel were more willing to invest or less likely to oppose any increase in rates about this issue.
- See Appendix 1 for detailed probability statistics.



4.11 What Else?

In the final week of consultation, respondents were asked if there was anything they would like to provide feedback on, or if there are any fresh ideas the Council should consider. Nearly two-thirds of respondents had nothing further to add.

The comments were diverse (positive and negative) and included topics such as roading, cycleways, better planning, green spaces, climate change, public parking, housing.

Figure 56 is a word cloud derived from their comments.

Figure 56 What else.

Some of their comments were:

> *Yes, getting public feedback on water infrastructure is interesting. As an engineer, I do not see how this has not been prioritized, and the public is meant to be helping you gauge what is important. We cannot thrive without outdated infrastructure being replaced. Money should already have been set aside for this prior to looking into some of "Luxury items" on the list this is a basic human need, as is a decent climate focus that doesn't blame everything on farmers.*

> *Widen the coastal walkway footpath by 1/2 metre on each side to allow room for walking and biking more safely*

> *When costing out projects, long term savings should be taken into account and made public as opposed to this will cost x, so the rate payer's know what direction we are moving in. this will give us a better understanding of what the reasons are behind some of the decision makings.*

> *Well done to the NPDC for going through this process, there are some tough decisions to make, wish you well.*

> *We need more events to bring outsiders into Taranaki, more exposure for small local businesses, more parking in the CBD, so people get there and spend more instead of online, more care for your rural residents.*

Who Took Part?

5

5.1 Ward

	Rep Panel N	Public Panel N	TOTAL N	Rep Panel %	Public Panel %	TOTAL %	Census %
New Plymouth City	1,621	5,628	7,249	71%	79%	77%	71%
North Ward	308	510	818	14%	7%	9%	14%
South-West Ward	342	762	1,104	15%	11%	12%	15%
No location given	2	53	55	0%	1%	1%	
Outside district	0	177	177	0%	2%	2%	
TOTAL	2,273	7,130	9,403	100%	100%	100%	100%

5.2 Age

	Rep Panel N	Public Panel N	TOTAL N	Rep Panel %	Public Panel %	TOTAL %	Census %
18-24 years	185	195	380	8%	2%	4%	10%
25-44 years	755	2501	3256	33%	34%	34%	32%
45-64 years	811	2951	3762	36%	42%	40%	35%
65 years or older	522	1385	1907	23%	21%	21%	23%
Under 18 years	0	98	98	0%	1%	1%	
TOTAL	2,273	7,130	9,403	100%	100%	100%	100%

5.3 Gender

	Rep Panel N	Public Panel N	TOTAL N	Rep Panel %	Public Panel %	TOTAL %	Census %
Male	1,085	3,755	4,840	48%	54%	52%	49%
Female	1,181	3,334	4,515	52%	46%	48%	51%
Gender Diverse	7	41	48	0%	1%	1%	
TOTAL	2,273	7,130	9,403	100%	100%	100%	100%

5.4 Ethnicity

	Rep Panel N	Public Panel N	TOTAL N	Rep Panel %	Public Panel %	TOTAL %	Census %
NZ European	1869	6431	8300	82%	90%	88%	85%
Māori	307	633	940	14%	8%	10%	18%
Other TOTAL	218	681	899	10%	10%	10%	9%
Pasifika	21	63	84	1%	1%	1%	2%
Asian	64	140	204	3%	2%	2%	5%
Middle East/Latin American/ African	38	56	94	2%	1%	1%	2%
Other European	64	219	283	3%	3%	3%	
Other	17	141	158	1%	2%	2%	
Declined	14	67	81	1%	1%	1%	
TOTAL	2272	7130	9402	100%	100%	100%	100%

5.5 Household Composition

	Rep Panel N	Rep Panel %
Single person	337	15%
Couple without children at home	731	32%
Family with pre-school age children	242	11%
Family with school-age children	528	23%
Family with adult children at home	250	11%
Other multi-person households (e.g. flat)	162	7%
Prefer not to say	23	1%
TOTAL	2,273	100%

5.6 Household Income

	Rep Panel N	Rep Panel %
Less than $30,000 per year	323	14%
$30,000 - $50,000 per year	418	18%
$50,001 - $70,000 per year	350	15%
$70,001 - $100,000 per year	377	17%
More than $100,000 per year	555	24%
Refused	130	6%
Don't know	120	5%
TOTAL	2,273	100%

Appendix 1: Key Driver Analysis

6

To identify the strength of the relationship between willingness to invest in services, an ordered logistic regression that shows the magnitude of associations was performed. Because perceptions between age groups between the representative and general panel were the most statistically different, age groups were used for this analysis.

In this key driver analysis, a positive score represents the probability odds of an increased willingness to invest in the service with each increasing age group. Conversely, a negative score represents an increased willingness to invest in the service with decreasing age. Overall, a larger score indicates the higher odds of willingness to invest. A positive gender score shows males were more willing to invest, and a negative score shows females were more willing to invest in a service.

6.1 Water Upgrades

Probability of Willingness to Pay to Invest in Water Upgrades

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	-0.083	-0.163	-0.074
	(0.069)	(0.137)	(0.081)
Importance	0.697***	0.476***	0.786***
	(0.077)	(0.133)	(0.094)
Satisfaction	0.340***	0.349***	0.337***
	(0.060)	(0.123)	(0.069)
Concern	0.398***	0.189*	0.454***
	(0.058)	(0.113)	(0.068)
Gender	0.027	-0.037	0.032
	(0.113)	(0.243)	(0.129)

Standard errors in parentheses
***** p<0.01, ** p<0.05, * p<0.1**

6.2 Zero Waste

Probability of Willingness to Invest in Zero Waste

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	0.023	-0.258*	0.105
	(0.078)	(0.153)	(0.091)
Importance	0.759***	0.605***	0.804***
	(0.093)	(0.207)	(0.106)
Satisfaction	0.047	0.037	0.049
	(0.064)	(0.130)	(0.075)
Support Spending	0.550***	0.626***	0.524***
	(0.077)	(0.155)	(0.088)
Support Education	0.366***	-0.040	0.473***
	(0.076)	(0.158)	(0.089)
Gender	-0.264**	-0.158	-0.282*
	(0.132)	(0.280)	(0.151)

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

6.3 Tracks and Trails

Probability of Willingness to Invest in Tracks and Trails

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	0.184**	0.402**	0.117
	(0.079)	(0.172)	(0.091)
Importance	0.496***	-0.009	0.609***
	(0.102)	(0.203)	(0.122)
Satisfaction	-0.076	-0.091	-0.043
	(0.086)	(0.215)	(0.096)
Support Coastal Walkway	0.334***	0.440**	0.321***
	(0.086)	(0.185)	(0.098)
Support Taranaki Trail	0.856***	0.784***	0.893***
	(0.091)	(0.197)	(0.105)
Gender	-0.424***	-0.243	-0.414***
	(0.136)	(0.306)	(0.155)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.4 COVID-19 Response

Probability of willingness to pay to invest in a COVID-19 response

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	-0.104	-0.247*	0.039
	(0.105)	(0.150)	(0.150)
Importance	0.341***	0.233	0.375**
	(0.110)	(0.174)	(0.149)
Satisfaction	0.198*	0.084	0.247*
	(0.104)	(0.157)	(0.144)
COVID-19 Work Programmes	0.582***	0.346**	0.836***
	(0.125)	(0.173)	(0.189)
COVID-19 Focus Savings	-0.298***	0.004	-0.581***
	(0.102)	(0.148)	(0.144)
Gender	-0.202	-0.485*	-0.011
	(0.178)	(0.280)	(0.236)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.5 Thriving Towns and Cities

Probability of willingness to pay to invest in towns and cities

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	0.108	0.299*	0.031
	(0.096)	(0.157)	(0.125)
Importance	0.512***	0.285	0.610***
	(0.107)	(0.178)	(0.136)
Satisfaction	0.037	0.344**	-0.078
	(0.083)	(0.146)	(0.105)
Supp Revit Town Centres	0.284***	0.128	0.357***
	(0.087)	(0.152)	(0.109)
Supp Open Huatoki	0.579***	0.343**	0.702***
	(0.087)	(0.148)	(0.112)
Gender	0.048	0.252	-0.031
	(0.163)	(0.297)	(0.197)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.6 Climate Response

Probability of willingness to pay to continue to invest in a climate response

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	-0.045	0.104	-0.160
	(0.110)	(0.168)	(0.149)
Importance	1.200***	1.037***	1.210***
	(0.140)	(0.204)	(0.196)
Satisfaction	-0.274**	-0.016	-0.409**
	(0.108)	(0.154)	(0.161)
Supp Reduce impact	0.536***	0.649***	0.198
	(0.156)	(0.219)	(0.229)
Sup Reduce emissions	0.250	-0.120	0.805***
	(0.156)	(0.202)	(0.259)
Gender	-0.394**	-0.629**	-0.224
	(0.190)	(0.309)	(0.247)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.7 Let's Kōrero

Probability of willingness to pay to continue to invest in more feedback channels

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	0.186	0.101	0.294
	(0.136)	(0.191)	(0.193)
Satisfaction	0.524***	0.666***	0.444**
	(0.155)	(0.229)	(0.213)
Info Mix right?	0.417***	0.484**	0.266
	(0.154)	(0.223)	(0.219)
Connect with Youth	-0.062	0.026	-0.342
	(0.128)	(0.156)	(0.215)
Gender	-0.318	-0.442	-0.374
	(0.228)	(0.346)	(0.312)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.8 A Marina

Probability of willingness to pay to continue to invest in a marina

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	-0.055	-0.083	0.013
	(0.096)	(0.180)	(0.116)
Importance of coast	0.482***	0.041	0.601***
	(0.104)	(0.220)	(0.125)
Satisfaction with coast	-0.166**	0.260	-0.288***
	(0.076)	(0.197)	(0.086)
Support Marina	1.152***	1.407***	1.141***
	(0.097)	(0.218)	(0.115)
Gender	-0.502***	-1.037***	-0.421**
	(0.157)	(0.339)	(0.181)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.9 A Multi-sport and Recreation Hub

Probability of willingness to pay to invest in a multi-sport hub

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	0.107*	0.274	0.087
	(0.057)	(0.175)	(0.061)
Importance	0.842***	0.416*	0.919***
	(0.086)	(0.229)	(0.095)
Satisfaction	-0.461***	-0.190	-0.510***
	(0.057)	(0.151)	(0.062)
Support Multi Sport Hub	0.686***	0.892***	0.670***
	(0.062)	(0.200)	(0.066)
Gender	-0.704***	-0.676**	-0.718***
	(0.100)	(0.314)	(0.107)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

6.10 Water Meters

Probability of willingness to pay to invest in water meters

	(COMBINED)	(REPRESENTATIVE)	(NON-REPRESENTATIVE)
VARIABLES	WillingtoPay	WillingtoPay	WillingtoPay
Age	-0.157	-0.203	-0.064
	(0.125)	(0.183)	(0.176)
Importance	0.186*	0.424**	0.141
	(0.108)	(0.213)	(0.141)
Satisfaction	0.064	0.001	0.083
	(0.096)	(0.135)	(0.145)
Support Water Meter	1.036***	0.655***	1.329***
	(0.090)	(0.142)	(0.137)
Gender	-0.130	0.071	-0.447
	(0.215)	(0.342)	(0.292)

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

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