



Citizen Insights Monitor

March 2016

FINAL REPORT

Prepared for the Market Research & Engagement Unit

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Introduction to Auckland Council's Citizen Insights Monitor

Aucklanders' trust and confidence in Auckland Council has a strong influence on shaping council's reputation. In turn, this delivers tangible benefits to the organisation in areas such as staffing, civic engagement, speed and quality of decision making and better overall performance.

In the past, trust and confidence in Auckland Council has been tracked in two different studies - the Brand Health & Values Monitor, and the Stakeholder Perceptions Research. Each had a different strategic focus, however neither provided a full picture of council's reputation.

In December 2015 Auckland Council combined the key elements of these studies into a new overall Citizen Insights Monitor that would comprehensively monitor reputation, what drives it and how to improve trust in council.



Objectives of Auckland Council's Citizen Insights Monitor

The core objective of the Citizen Insights Monitor is to inform strategies to grow trust and confidence in Auckland Council and its CCOs, to ensure the organisation can effectively deliver their vision to become the World's Most Liveable City, and meet the needs of all Auckland residents.

It aims to align with council's organisational strategy goals to:

- Understand residents' levels of trust and confidence in Auckland Council, and track levels of trust over time.
- Identify the impact that council interactions and initiatives have on trust.
- Identify the impact that media and communications have on residents' levels of trust.
- Understand performance of the key drivers of trust over time, including annual measurement at the local board level.
- Identify council provided services that are the most important to Aucklanders.
- Benchmark council's reputational performance against other public and private sector organisations.

Outside of scope for the research is the measurement of service delivery.

Research Approach



15 minute survey conducted with n=3,015 Auckland residents aged 15+ (n=3,006 online and n=9 telephone) between 19 November and 18 December 2015



Local Board Areas of Great Barrier & Waiheke were included in the research to represent the regional sample, however sample sizes for these local boards are small and are not reported at the local board level



The margin of error on a sample size of n=3,015 is +/- 1.8%



Quotas were set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



The data has been post-weighted by age, gender, ethnicity and region from the 2013 Census statistics of the Auckland region

This report covers the findings from the Benchmark wave of the Citizen Insights Monitor in December 2015 with n=3,015 Auckland residents. Where relevant, results have been compared to previous measures to understand shifts in perceptions over time.



Understanding the Reputation Model

When residents make a judgement about council they take into account a wide range of influencing factors.

Complex
assessment

“Can I trust you?”

Heuristics



Level of interest in
politics

Many touch points

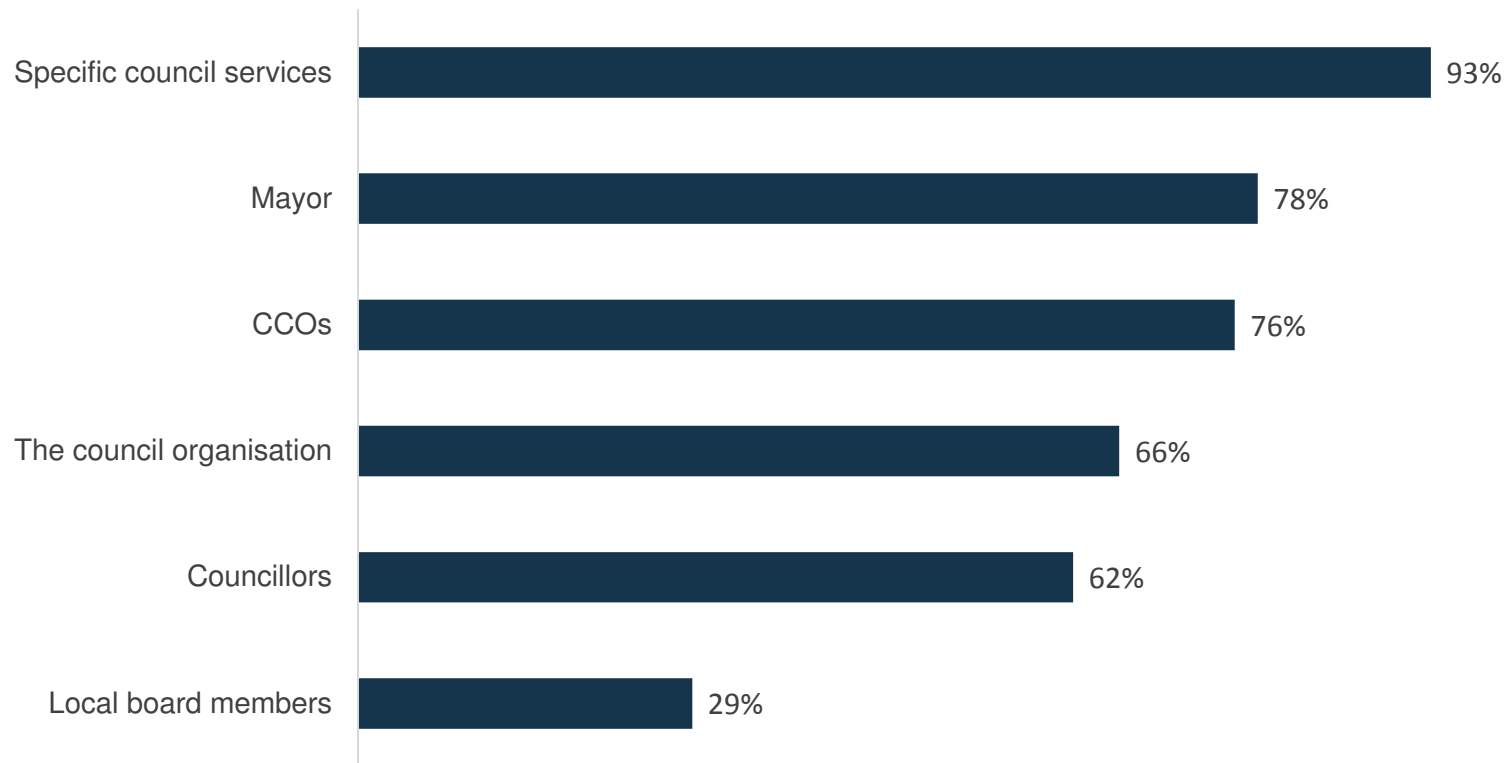
Negative experiences
linger

Media
Social networks
Direct from council

Direct service experience

Understanding an organisation's reputation is complex, particularly for Auckland Council and its broad organisational structure. Residents will view council's reputation through different lenses depending on their level of engagement and experiences.

ASSOCIATION WITH AUCKLAND COUNCIL



Q) When you think of Auckland Council, which of the following comes to mind?

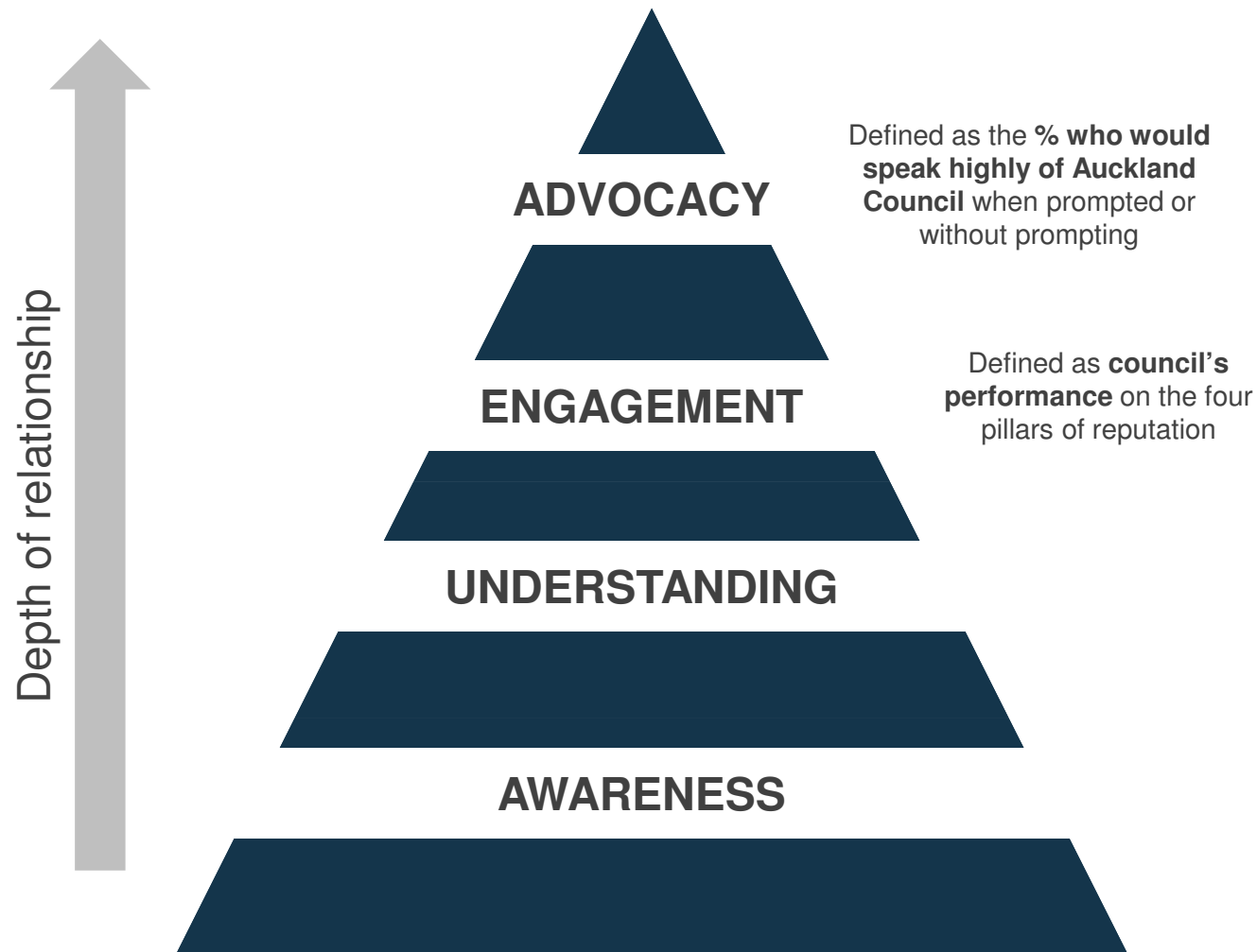
The reputation model aligns with Auckland Council’s organisational strategy goals and previous reputation research.

The reputation model builds on the previous research by including additional drivers of reputation strength, and ensuring that all of Auckland Council’s strategic goals are accounted for in the measurement and tracking of reputation.

The previous stakeholder reputation model was heavily focused on attributes that fell under the Accountability & Effectiveness and Leadership & Growth pillars, meaning that Social Responsibility and Fairness were under-represented. The reputation model provides a more balanced perspective of reputation that aligns across all of council’s organisational strategy goals.



The Reputation Pyramid shows that the journey to advocacy is more than just awareness and understanding, its about engaging with stakeholders in a meaningful way. Advocacy is the goal to achieve, however a consistent service experience underpins the pyramid as more positive experiences will shift critical residents into neutral or advocates.

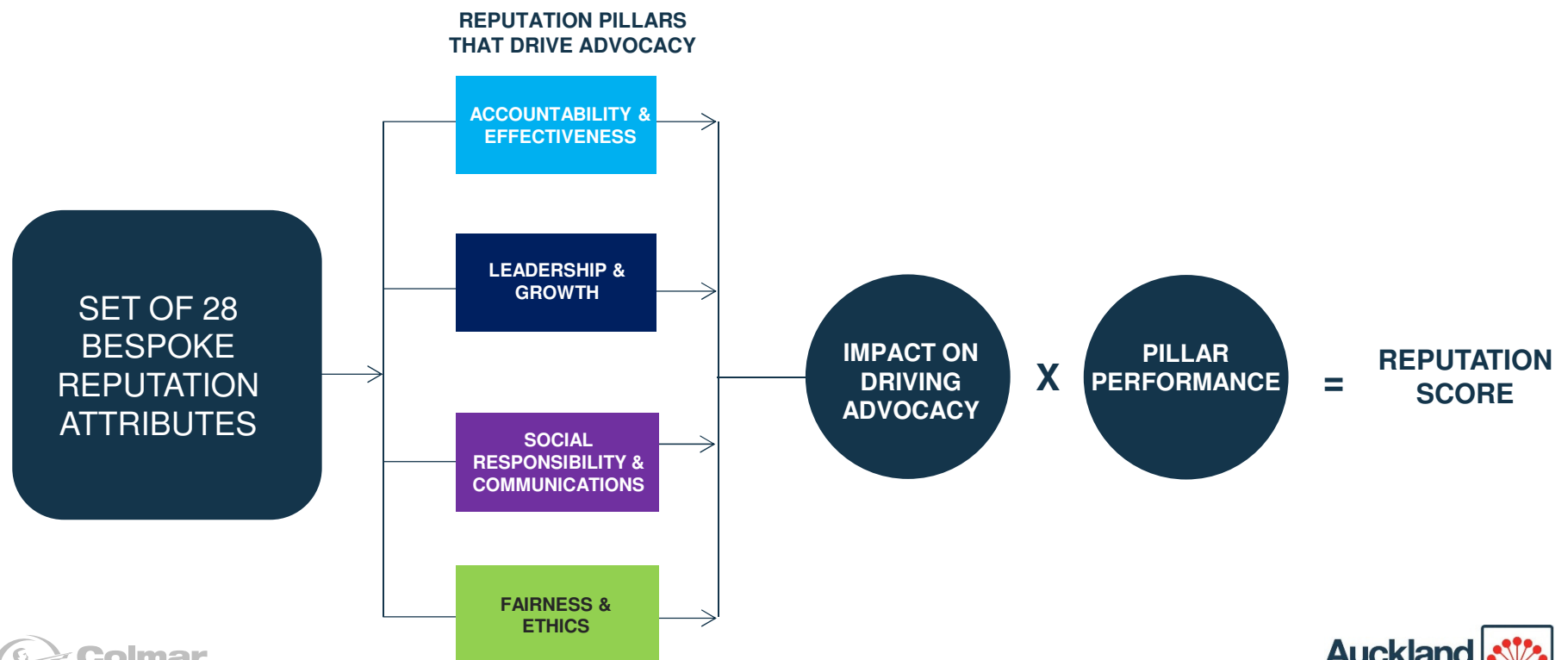


The RepZ methodology, developed by Millward Brown, has been used as the model used to understand the drivers of reputation for Auckland Council.

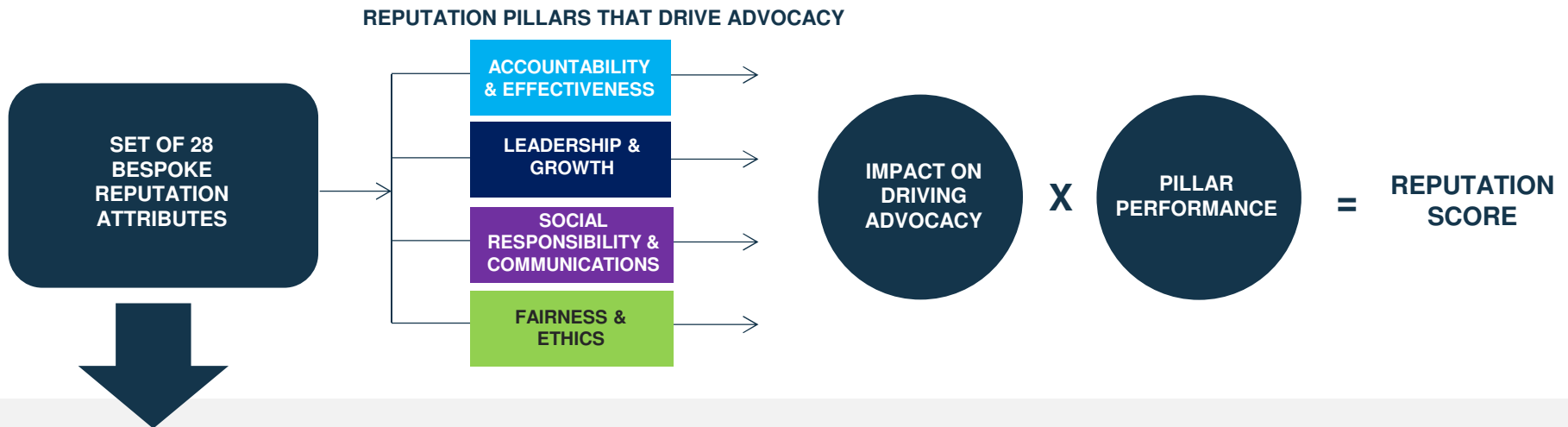
The reputation model is made up of four key pillars that drive advocacy for Auckland Council – Accountability & Effectiveness, Leadership & Growth, Fairness & Ethics, and Social Responsibility & Communications. The themes of these four reputation pillars are consistent across all industries, categories and organisations.

Attributes underpinning and driving each of these four pillars have been customised to reflect Auckland Council’s organisational strategy goals and the specifics of how they operate, including service delivery, financial performance, communications, management and leadership.

We have explained the model in more detail over the next few slides.



How reputation is calculated: Bespoke Reputation Attributes



The reputation attributes have been customised to reflect Auckland Council’s organisational strategy goals and the specifics of how they operate, including service delivery, financial performance, communications, management and leadership.

Respondents were asked to rate Auckland Council on a 5 point scale to indicate how well they believe council demonstrates each attribute.

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Is efficient and well run • Is trustworthy • Makes wise spending decisions • Delivers effective services or programmes • Acts with integrity and honesty • Understands residents’ needs and what they care about • Good value for ratepayers’ money • Spends without waste or cost over-runs • Open and transparent | <ul style="list-style-type: none"> • Provides high quality services • Accountable • Attracts and retains talented staff • Adapts quickly to change • Anticipates future trends and opportunities • Contributes to economic growth • Has a clear strategy and vision for the future • Keeps up with technology • Invests in infrastructure to meet future needs • Treats employees fairly and ethically | <ul style="list-style-type: none"> • A positive influence on society • Deals fairly with all residents • Communicates clearly • Simple and effortless to deal with • Communicates to residents how their point of view informs council decisions • Seeks residents’ point of view • Easy to deal with online • Behaves in an environmentally responsible way • Honours the principles of The Treaty Of Waitangi |
|---|--|--|

How reputation is calculated: Four Reputation Pillars

REPUTATION PILLARS THAT DRIVE ADVOCACY



A factor analysis is used to group the bespoke reputation attributes into the 4 reputation pillars:



ACCOUNTABILITY & EFFECTIVENESS

Auckland Council is honest, accountable and understanding. It is financially prudent and well run, providing effective services and programmes.



LEADERSHIP & GROWTH

Auckland Council has a clear vision and strategy. It is adaptable and invests to meet future needs and contribute to economic growth.



SOCIAL RESPONSIBILITY & COMMUNICATIONS

Auckland Council engages and communicates with Aucklanders and treats all residents fairly. It is simple and easy to deal with, and acts responsibly towards the environment.



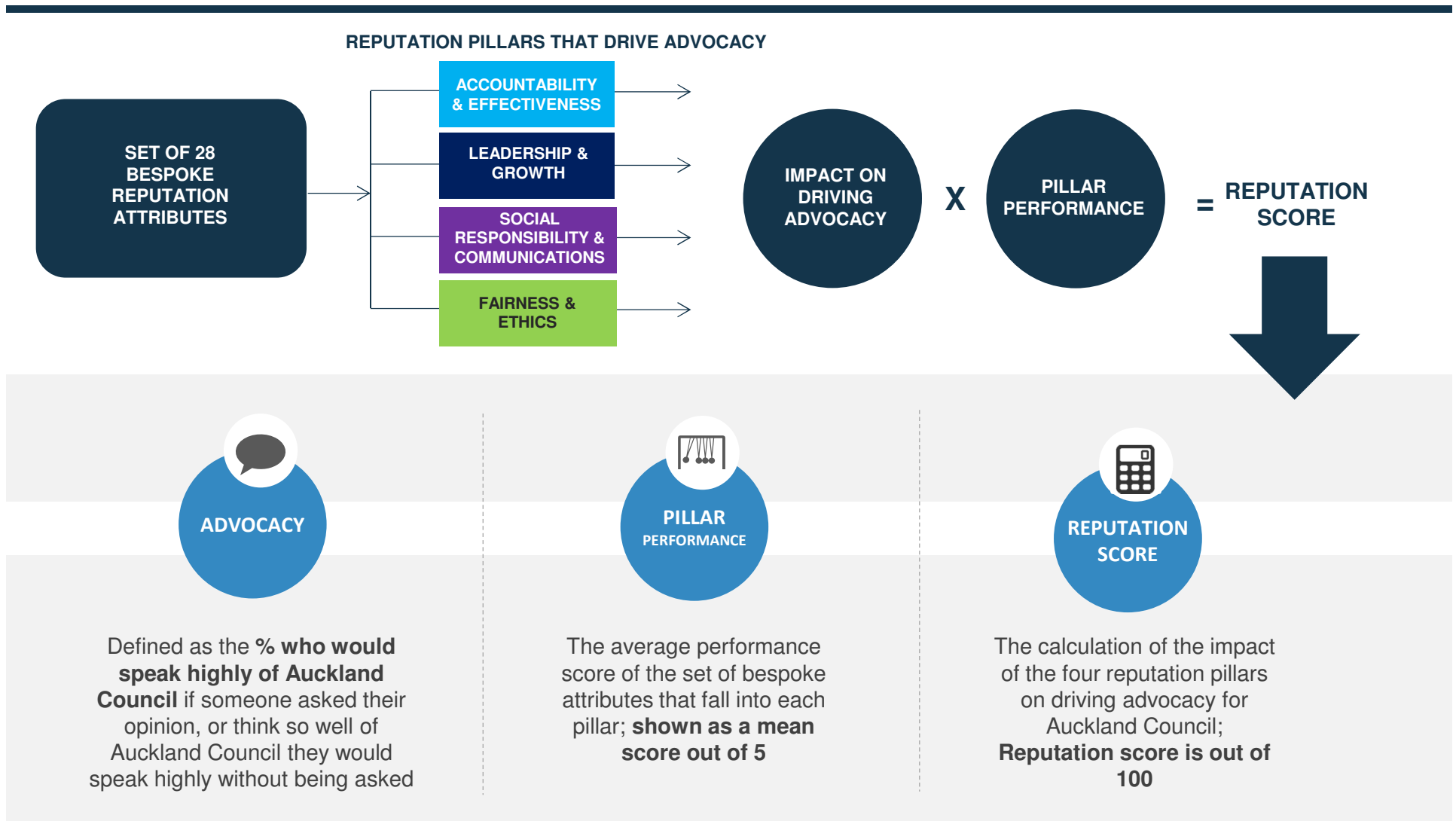
FAIRNESS & ETHICS

Auckland Council treats employees fairly and ethically, and honours the principles of the Treaty of Waitangi.

Underpinning each of the four reputation pillars are the set of bespoke reputation attributes. Each pillar is then regressed against advocacy to determine its impact on driving advocacy.



How reputation is calculated: Advocacy, Pillar Performance and Reputation Score





Key Findings:
Overview of Auckland Council's Reputation

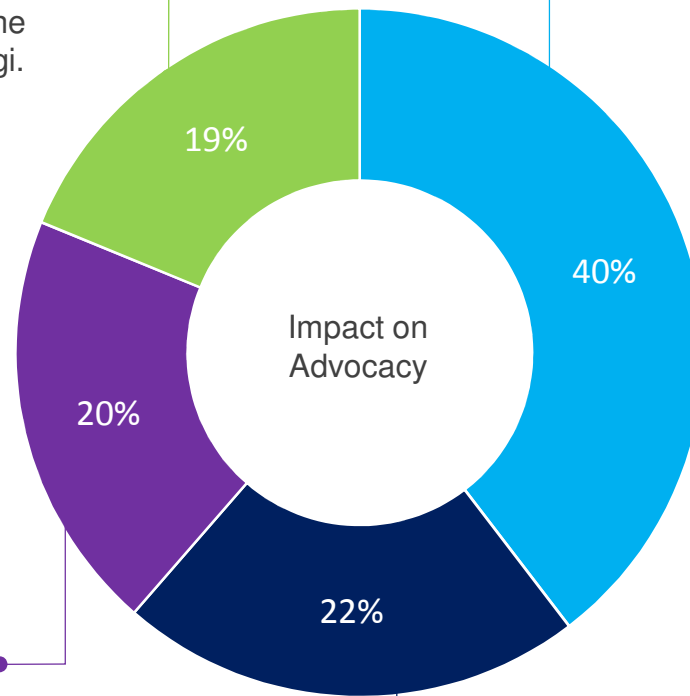
Accountability and Effectiveness is the biggest driver of advocacy for Auckland Council, with Leadership, Social Responsibility and Fairness playing a key supporting role.

FAIRNESS & ETHICS

Auckland Council treats employees fairly and ethically, and honours the principles of the Treaty of Waitangi.

ACCOUNTABILITY & EFFECTIVENESS

Auckland Council is honest, accountable and understanding. It is financially prudent and well run, providing effective services and programmes.



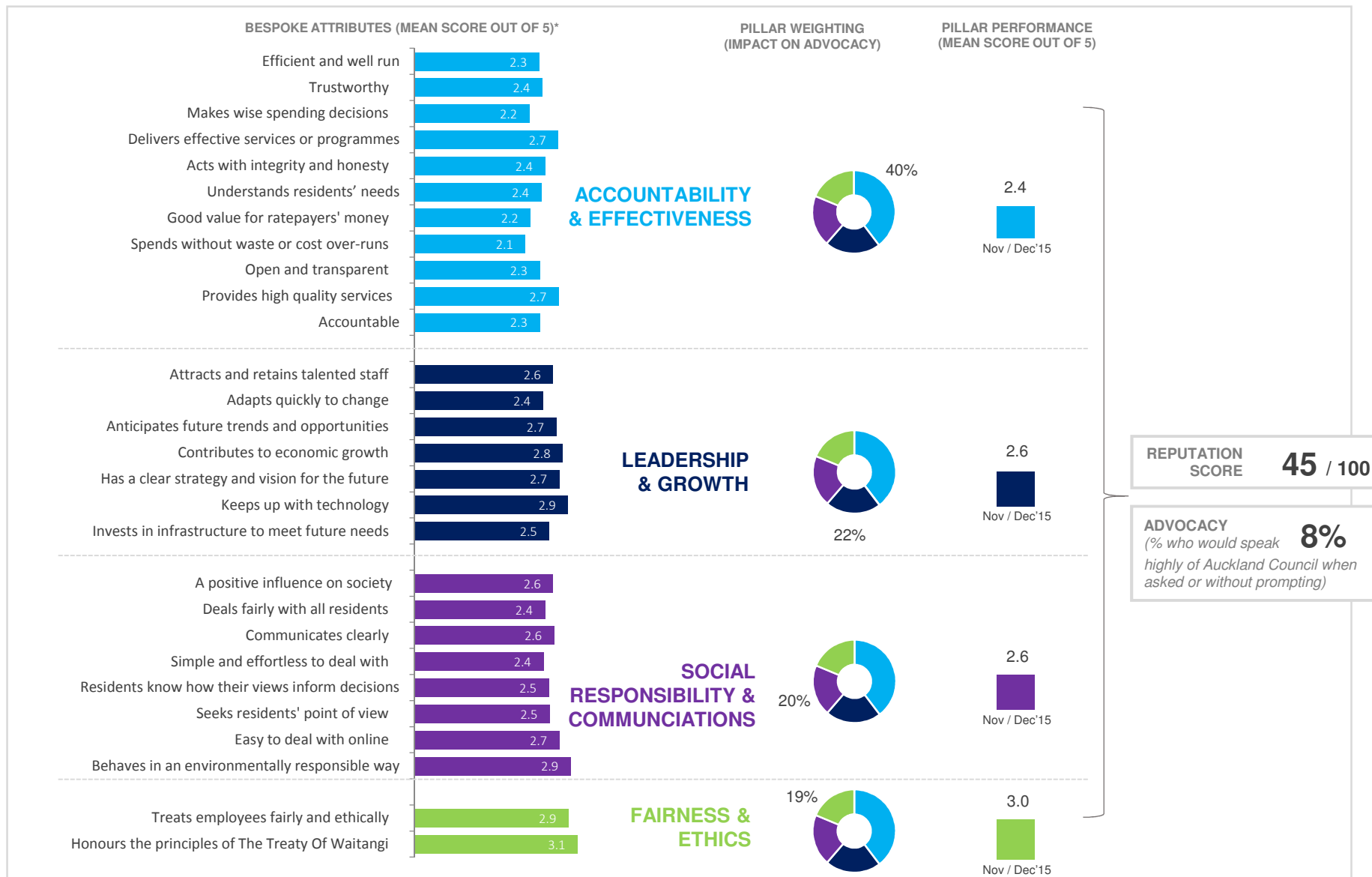
SOCIAL RESPONSIBILITY & COMMUNICATION

Auckland Council engages and communicates with Aucklanders and treats all residents fairly. It is simple and easy to deal with, and acts responsibly towards the environment.

LEADERSHIP & GROWTH

Auckland Council has a clear vision and strategy. It is adaptable and invests to meet future needs and contribute to economic growth.

Accountability & Effectiveness has the greatest impact on driving advocacy. Auckland Council's performance on these measures is rated low compared to the other pillars, especially relating to council's financial accountability and spending. Fairness and environmental responsibility are areas where council is doing well.



Q) How well do you believe Auckland Council demonstrates the following attributes? Mean is based on a 5 point scale from 1 (does not demonstrate at all) to 5 (demonstrates extremely well)
 * Attributes are ranked within pillars based on their relative importance

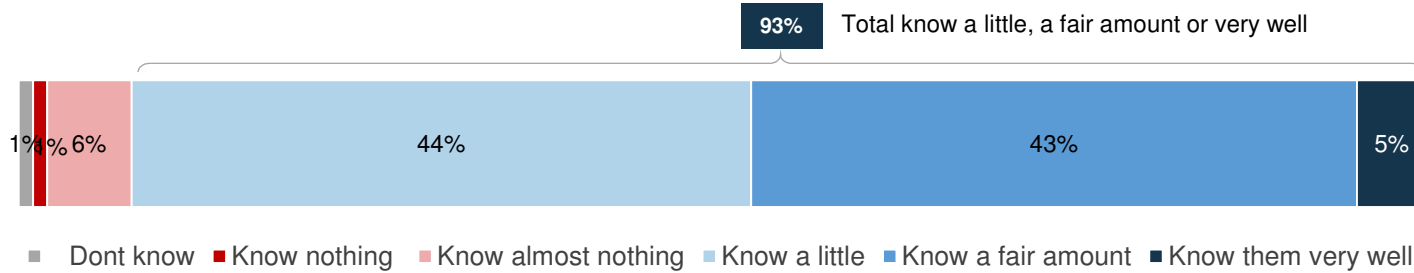


Key Findings:

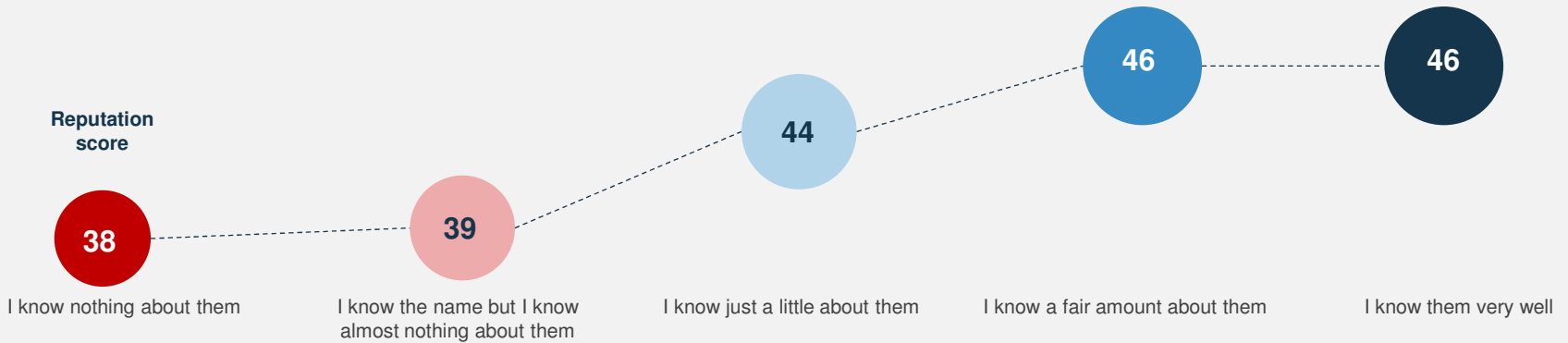
Further Diagnosis of Auckland Council's Reputation score

Reputation starts to build as residents understand more about Auckland Council, but there is more to reputation than knowing the council very well. Residents who know council well can either advocate for you, or be highly critical.

KNOWLEDGE OF AUCKLAND COUNCIL



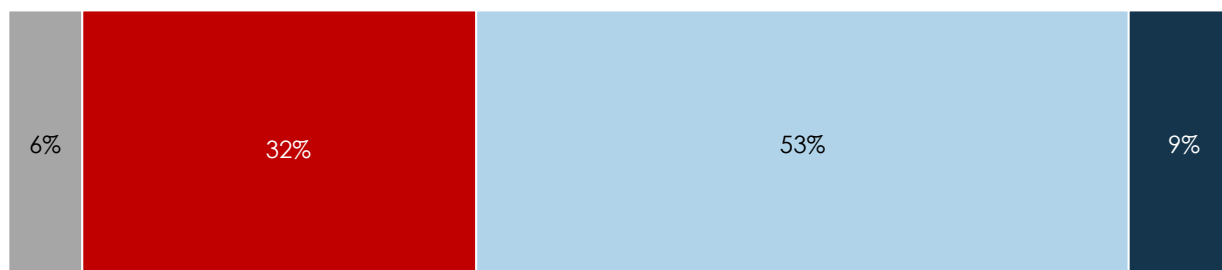
Reputation score



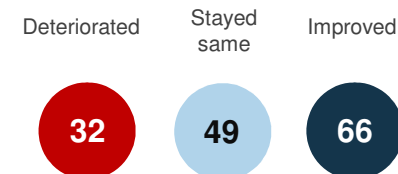
Q) How well do you know Auckland Council in terms of what they do?

Reputation is strongest among those whose views of council have improved recently, however one third of residents say their views of council have deteriorated over the past six months.

MOMENTUM



Reputation Score



■ Don't know ■ Deteriorated ■ Stayed the same ■ Improved



Residents whose views of council have **deteriorated in the past six months** are more likely to live in North Auckland (Rodney), males, those aged 50+, NZ European, residential ratepayers, voters or from the Outdoor Families or Neighbourly Seniors segments



Those whose views have **stayed the same** are more likely to live in Central Auckland (Albert Eden), females, non ratepayers, have a HH income of \$100k+ or from the Cultural Independent segment



Residents whose views of council have **improved in the past six months** are more likely to live in Central Auckland (Waitemata), aged 40 or younger, ethnically diverse, business ratepayers, lower HH incomes or from the Active Aspirers segment

Q) How have your views of Auckland Council changed over the past six months?

The following comments reflect the positive and negative views of residents in terms of Auckland Council's performance over the past 6 months.

MOMENTUM

Residents who feel their views of council **have deteriorated** over the past 6 months say this is because of the rates increases, they lack confidence in the political leadership, or feel that there is poor governance and wasteful spending within Auckland Council.

“Rates keep going up dramatically but there is no visible action to back these dramatic increases.”

“It is very clear to me that the ‘Super City’ Council has not reduced our costs (rates and service charges) and the quality of those services does not warrant the extra cost (rates). The deterioration has been over the life of the council rather than the last 6 months. I believe the staff costs have exploded out of control.”

“They are borrowing too much money. It is the next generation that will have to pay it back, and that will never happen. If a business was run this way it would be closed down.”

“Expensive, wasteful and corrupt. Last year I thought that they were near the bottom of the barrel but this year they have exceeded themselves by finding new levels of incompetence.”

“Wasteful spending with no accountability to the ratepayers. Stupid decisions that affect Aucklanders. Bad urban planning.”

Improved roads, streets and footpaths, better public transport, new developments and construction around the city and good customer service are the main reasons mentioned by those whose views of Auckland Council's have improved over the past 6 months

“They have done great things with public transport specifically electrifying trains, they have also opened up our waterfront in Onehunga which looks great!”

“Dramatically increased the length/number of bus lanes around the city and implemented the new Hibiscus Coast bus network”

“Roads and motorways are being worked on to make them bigger. The train transportation is slowly getting better.”

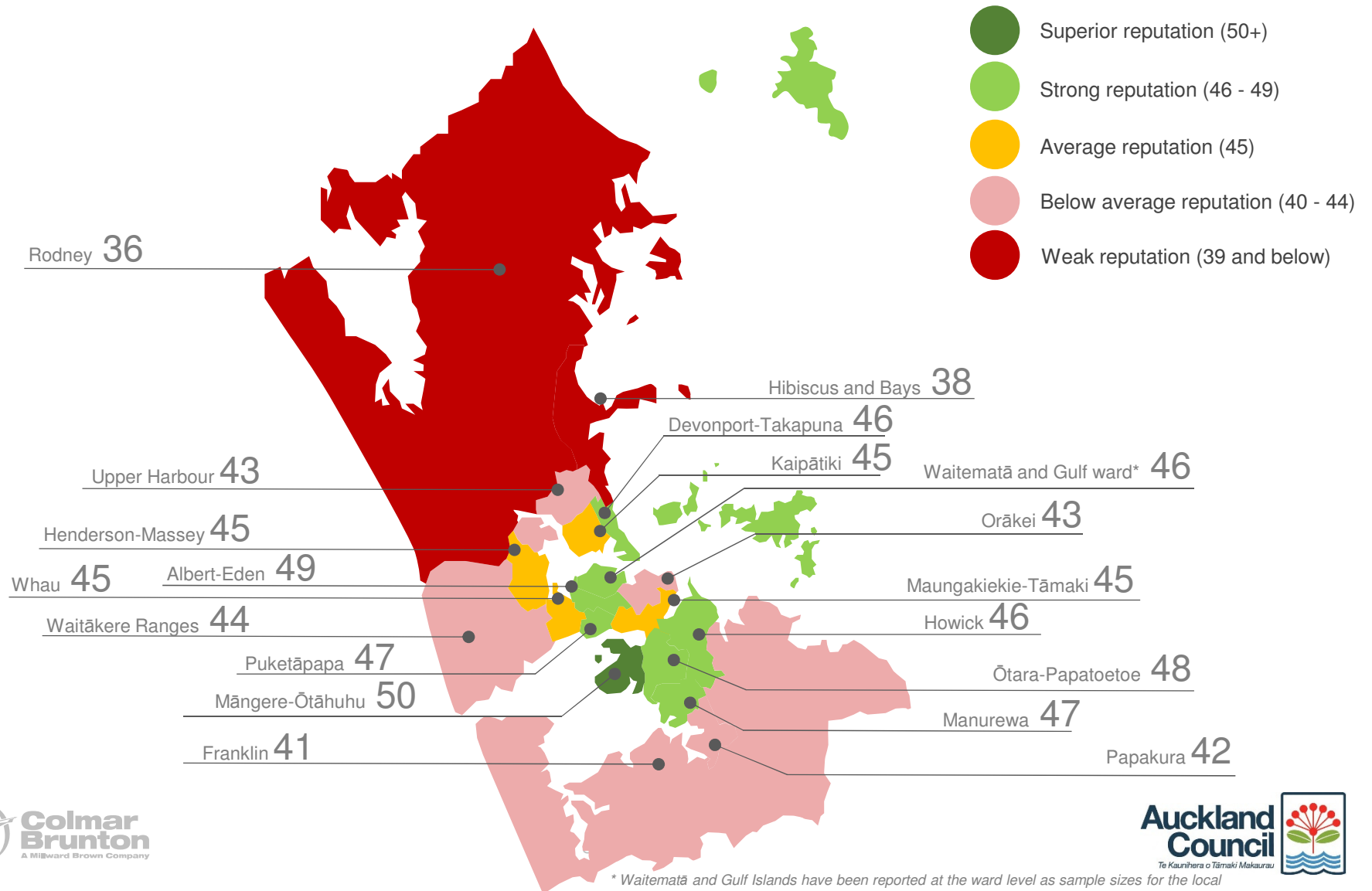
“Auckland Council listens to any complaints made and acts upon them immediately or at their earliest possible convenience, which is usually the next day.”

“Seems more is happening around Auckland in terms of events and overall improvements when dealing with council. Being able to receive rates invoices via email is great.”

Q) How have your views of Auckland Council changed over the past six months?

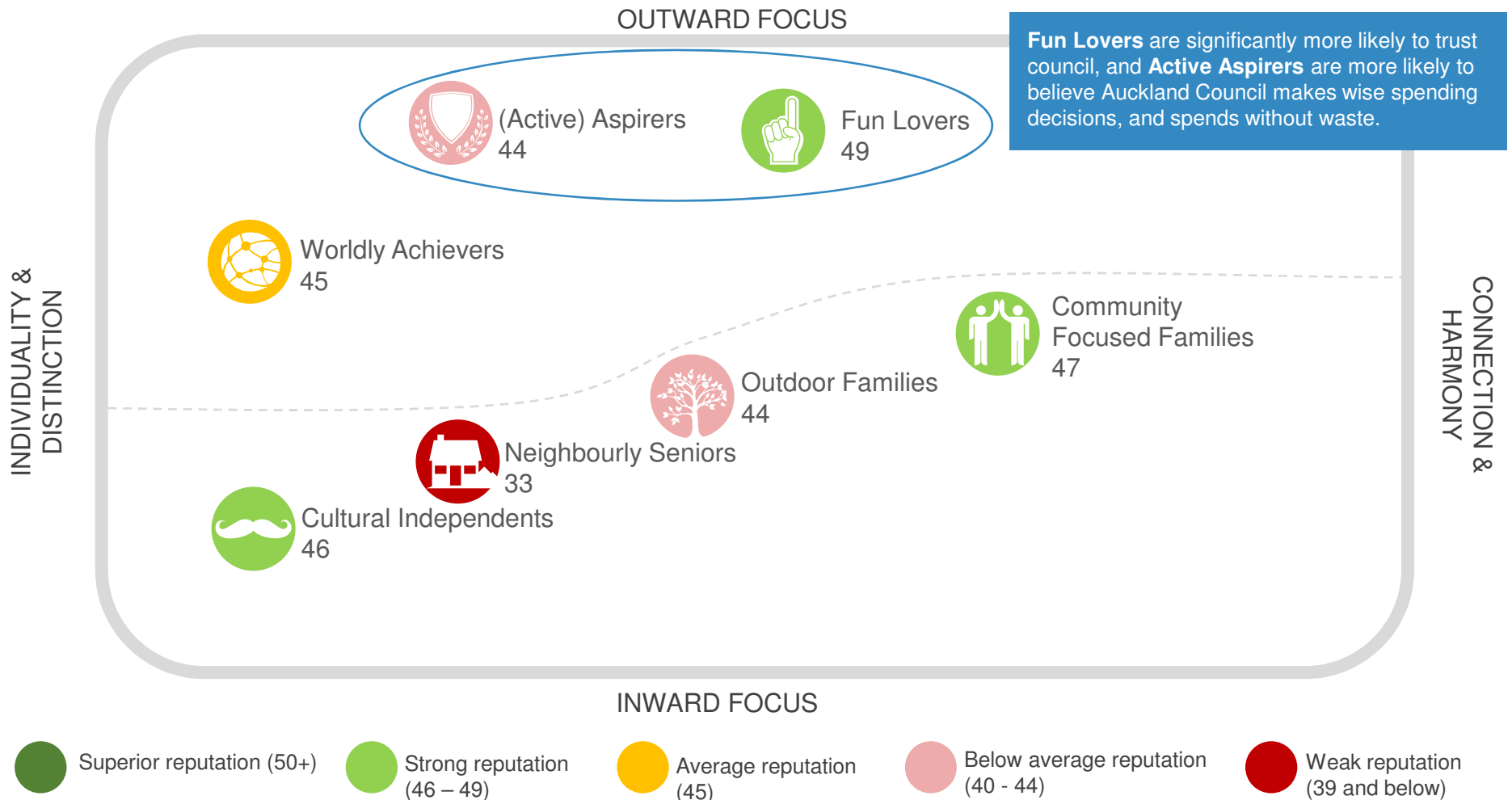
Residents who live furthest from the centre of Auckland rate council's reputation weaker than those in central or South Auckland, due to a lower level of engagement and the value placed on a number of council services. In particular, residents in the north see less value in council services including arts, cultural and sports events, opening up the waterfront and protecting Auckland's cultural and historical heritage.

PROFILING REPUTATION SCORES ACROSS THE REGION: LOCAL BOARD AREAS



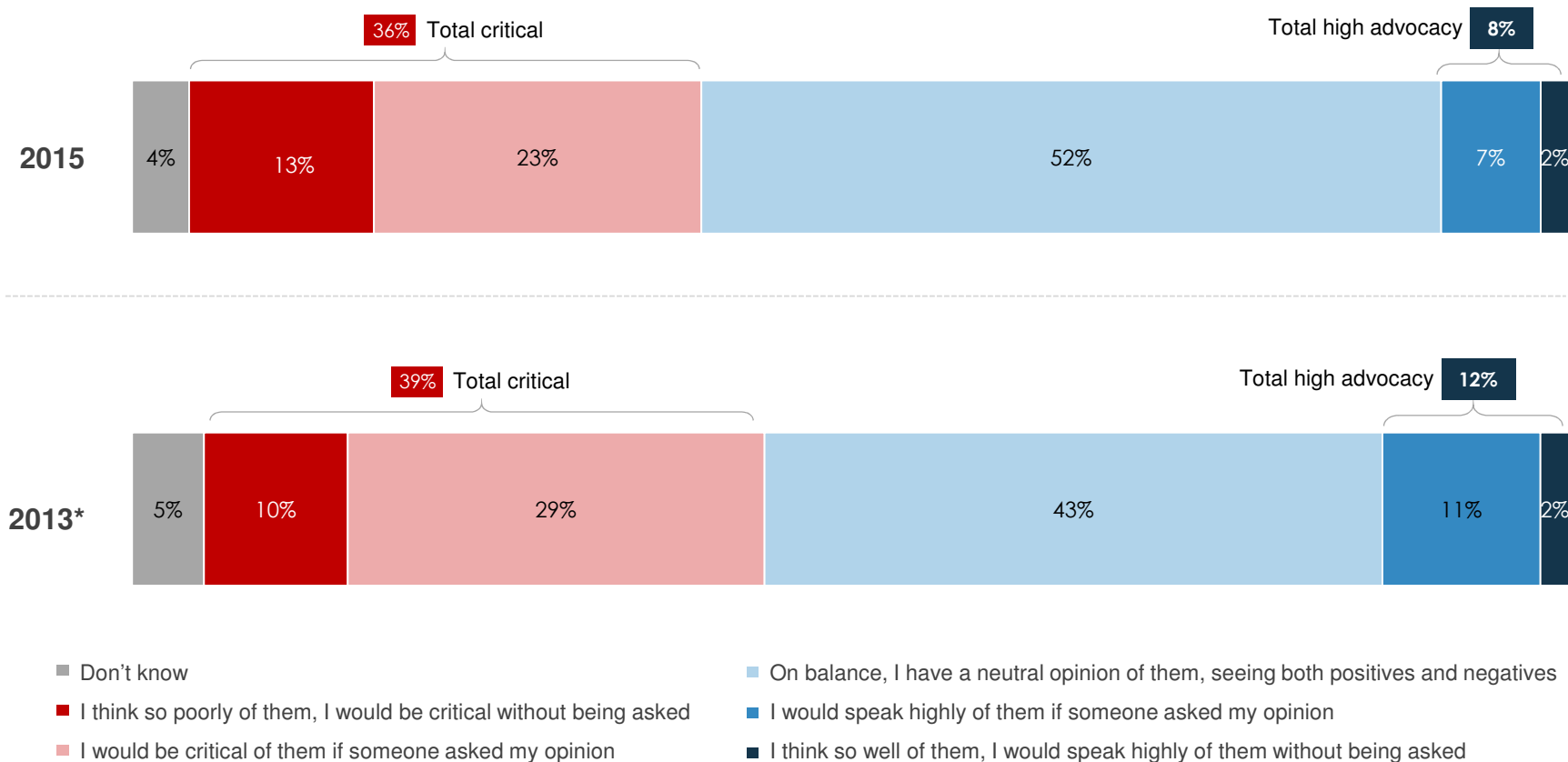
Residents within the Neighbourly Seniors segment rate council's reputation lowest, while reputation is strongest among the Fun Lover, Cultural Independent and Community Focused Family segments.

PROFILING REPUTATION SCORES AMONG LIVEABLE CITY SEGMENTS



Advocacy levels show that residents are not trusting Auckland Council enough to advocate for you and are more likely to hold a neutral or critical view. As an indication, advocacy levels were similarly spread in 2013.

ADVOCACY



Q) Which one of the following statements best reflects your opinion of Auckland Council?

* Data from the 2013 Perceptions Research (n=2,018) .

* Question wording slightly different in 2013 Perceptions Research – comparisons as an indication only.

SLIDE 25

The greatest challenge for Auckland Council over the next 12 months is moving residents from critical into neutral, in turn improving the overall reputation score. Talking about the benefits that an improved transport network will provide, events and arts will lead to stronger advocacy.

ADVOCACY



Reputation builds the more residents advocate for Auckland Council:

■ I think so poorly of them, I would be critical without being asked

Reputation Score

22

- Council services are less important to this group - particularly public transport, roads & footpaths, cycle lanes, libraries, major events, arts and cultural events, protecting our cultural heritage

■ I would be critical of them if someone asked my opinion

Reputation Score

34

- More likely to be residential ratepayers, NZ European or aged 60+
- Getting the basics of rubbish and recycling right is most essential to them.

■ On balance, I have a neutral opinion of them, seeing both positives and negatives

Reputation Score

52

- More likely to be females, vote in council elections, ratepayers or singles
- Public transport, cycle lanes, arts, culture & sporting events, supporting the economic prosperity and planning for the future of Auckland are more likely to be essential services for them.

■ I would speak highly of them if someone asked my opinion

Reputation Score

67

- Public transport, roads & footpaths, attracting and planning for major events and facilities to promote arts are the most essential services among this group
- More likely to live in Central Auckland and are younger than 40

■ I think so well of them, I would speak highly of them without being asked

Reputation Score

78

Q) Which one of the following statements best reflects your opinion of Auckland Council?

We can profile those who are advocates vs. those who are more critical of Auckland Council's reputation.

PROFILING RESIDENTS WITH HIGH / LOW REPUTATION AND ADVOCACY



Residents who rate council's reputation low and are critical are more likely to be...

- ▶ *Living in North Auckland (Hibiscus & Bay and Rodney), males, aged 50+, NZ European or in the 'Neighbourly Seniors' segment*
- ▶ *Vote in council elections and pay rates, have given their opinion to Auckland Council in the last 2 years*
- ▶ *Are critical of council and believe their performance has deteriorated in the past 6 months. Dissatisfied with council's performance and have low trust and confidence in council*
- ▶ *Have been exposed to (mainly negative) media about the Mayor or new mayoral candidates, rates increases and housing issues*
- ▶ *More likely to pick up news stories from TV or national newspapers*



Residents who rate council's reputation high and are advocates are more likely to be...

- ▶ *Living in the local boards of Puketapapa or Whau, younger, single residents, particularly youth (aged 15-29) or aged 30-39, ethnically diverse*
- ▶ *Don't vote in council elections, don't pay rates, disengaged with council*
- ▶ *Believe council's performance has improved in the past 6 months, would speak highly about council to others and have high satisfaction, trust and confidence in council*
- ▶ *Have been exposed to mostly positive media about council events & activities, road & public transport improvements*
- ▶ *More likely to pick up news stories from OurAuckland (hard copy and online), online or at events and conferences*

Summary – Auckland Council’s Reputation



Auckland Council has a reputation score of 45 (out of 100). The greatest opportunity to improve this score is through focusing on building Accountability and Effectiveness. This means ensuring that residents understand the value and implications of investment in services and projects that improve our quality of life. This needs to be balanced with clarity of vision, and engaging with the community ensure all voices are heard and growth is achieved sustainably .



Younger residents living in Central and South Auckland rate council’s reputation better. Their perceptions are largely driven by media and communications. They see council as having a positive impact in public transport, events and arts/culture.



Housing affordability and wasteful spending are key pain points, while improvements in roading and transport are delight factors. These are the headlines to focus communications and PR around council’s impact and strategies in order to improve reputation. Perceptions of council’s reputation differ across the Auckland region and among segments, so tailored communications are important.

The next sections look at Auckland Council’s performance on key metrics, including the impact of council services and media on building a strong reputation.

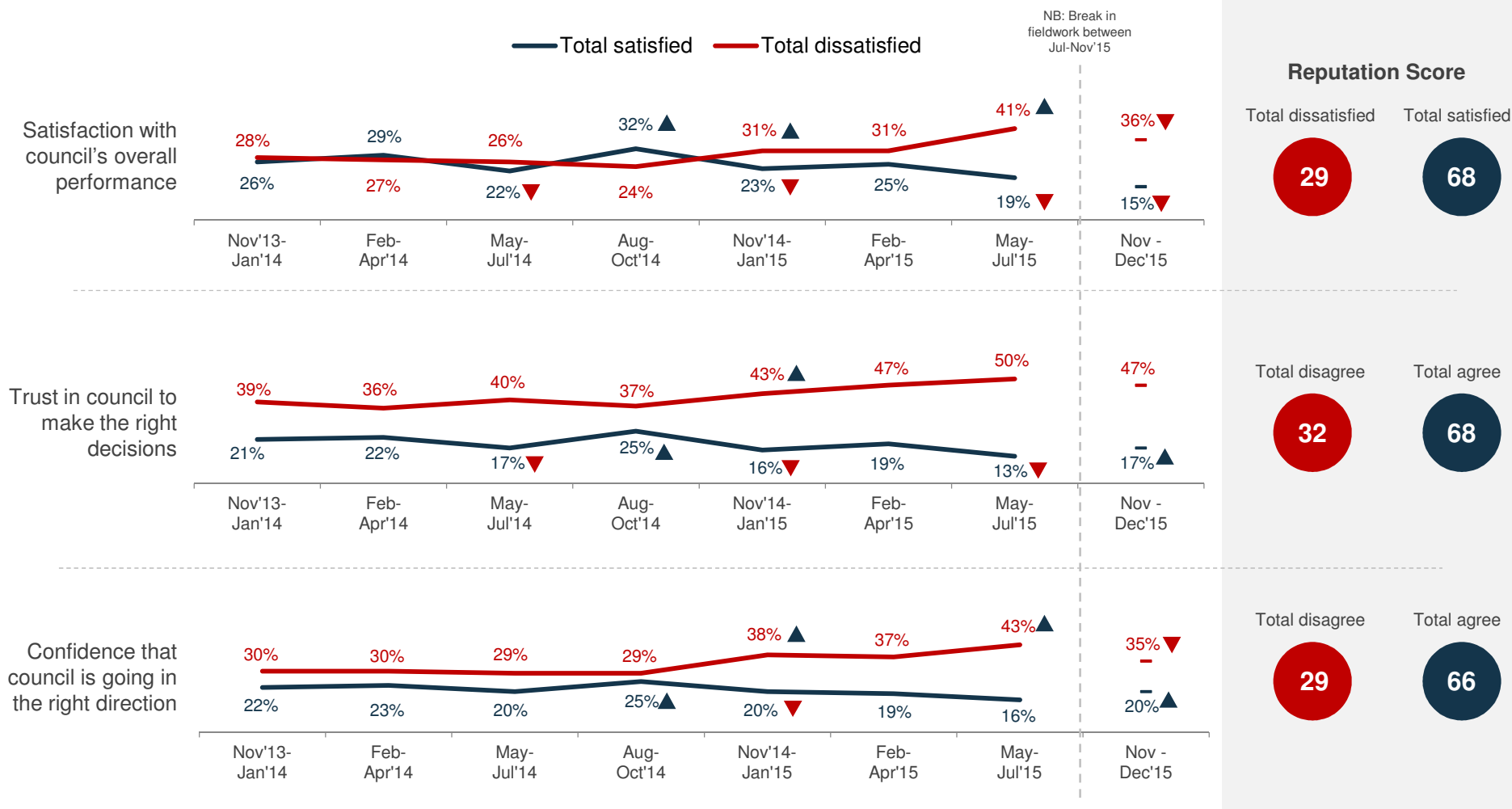


Key Findings:

Satisfaction with Council's Overall Performance

Those who are satisfied with council's performance, or have high trust and confidence in council have a reputation score double those who are dissatisfied.

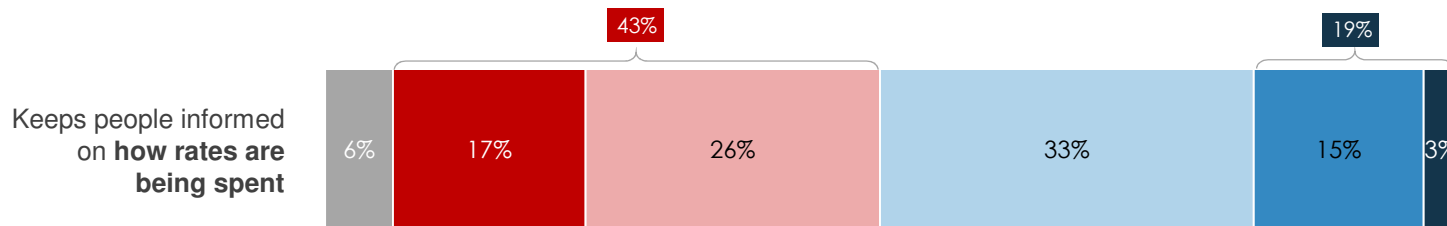
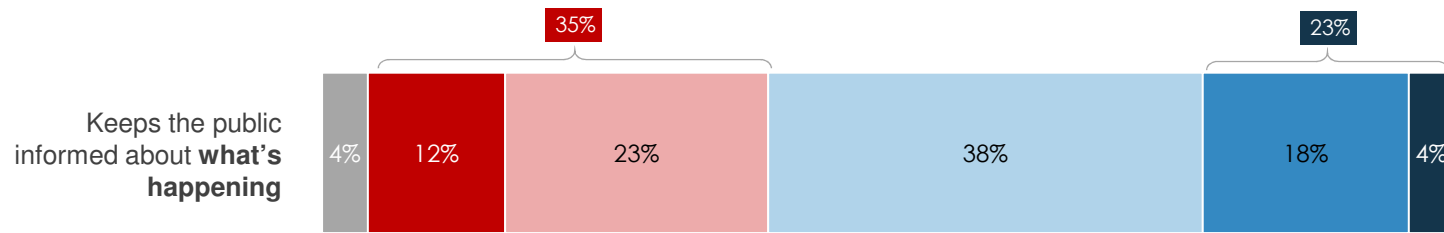
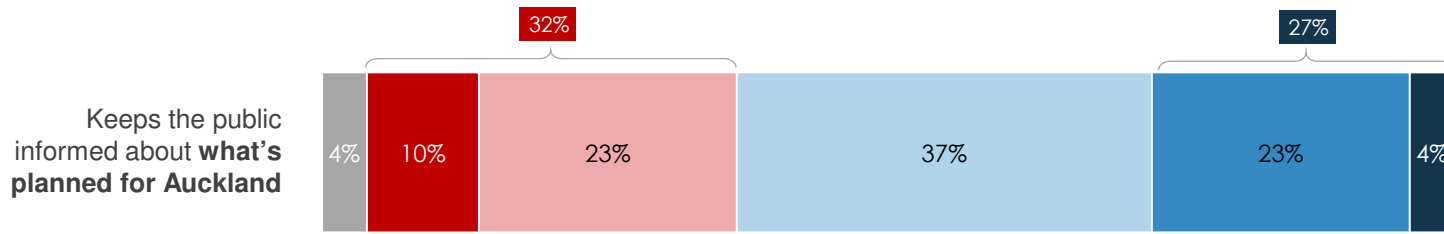
OVERALL SATISFACTION, TRUST AND CONFIDENCE



▲▼ Significantly higher/lower than previous period

Keeping the public informed about how rates are being spent, what's happening in Auckland, and what's planned for the region will lead to a stronger reputation.

KEEPING RESIDENTS INFORMED



■ Don't know ■ (1) Strongly Disagree ■ (2) ■ (3) ■ (4) ■ (5) Strongly Agree

Reputation Score

Total disagree

Total agree

30

62

Total disagree

Total agree

30

62

Total disagree

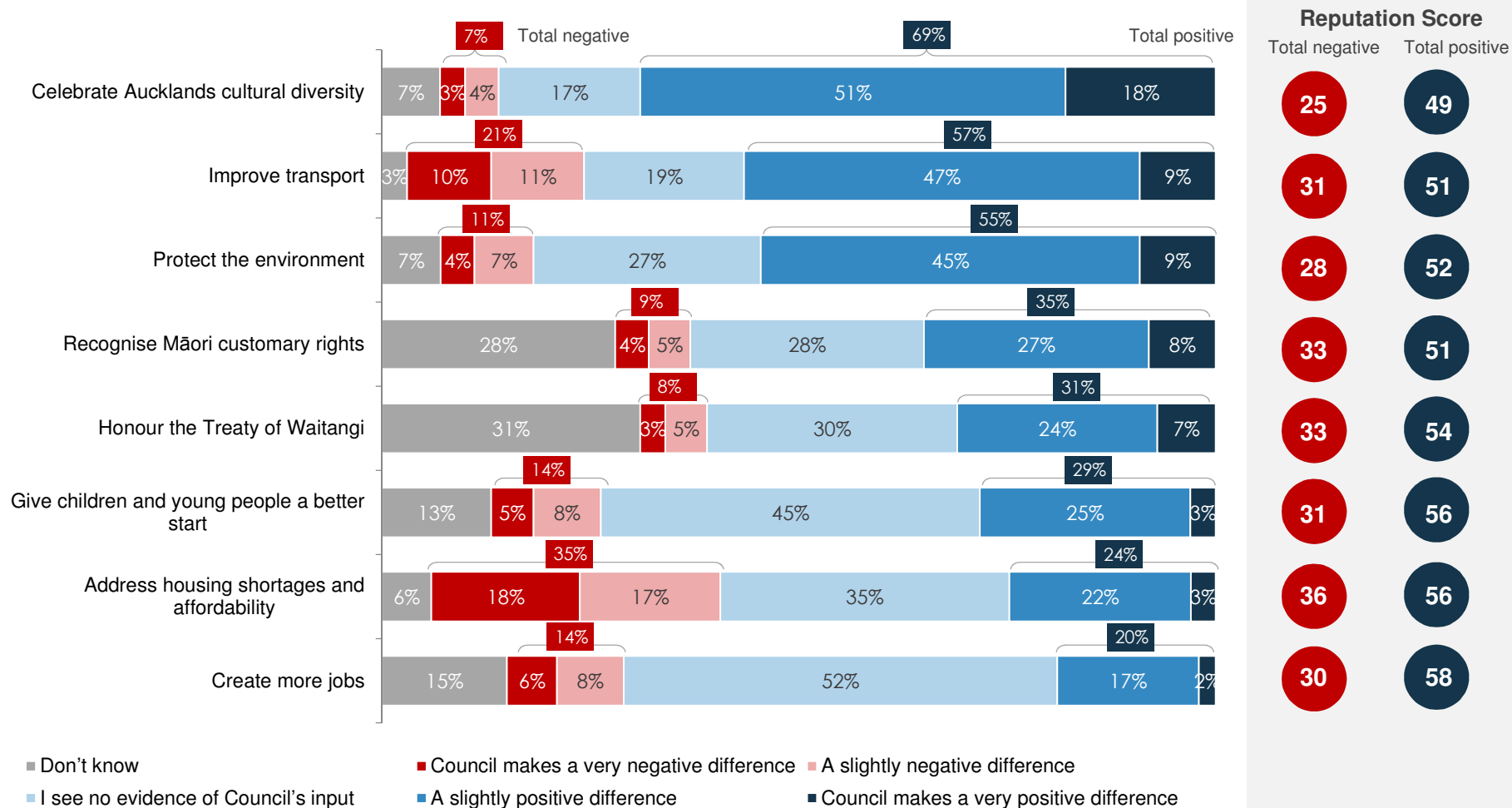
Total agree

33

62

Continuing council's positive commitment to Auckland's cultural diversity, improving transport and the environment are the areas that residents are noticing as examples of council's positive impact.

COUNCIL'S COMMITMENT TO THE WORLD'S MOST LIVEABLE CITY

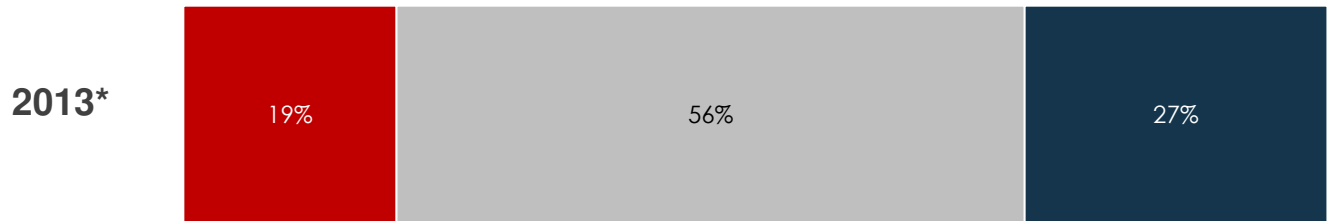
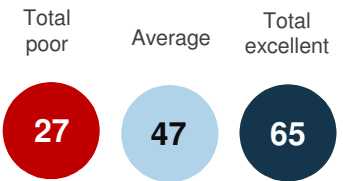


Q) Please rate how Auckland Council is doing in terms of helping to...

One in five residents feel that Auckland Council is doing a good job in helping to create the world's most liveable city, and they rate council's reputation well as a result. As an indication, residents were more positive of council's performance in creating the most liveable city in 2013.

COUNCIL'S PERFORMANCE TO MAKE AUCKLAND THE WORLD'S MOST LIVEABLE CITY

Reputation Score

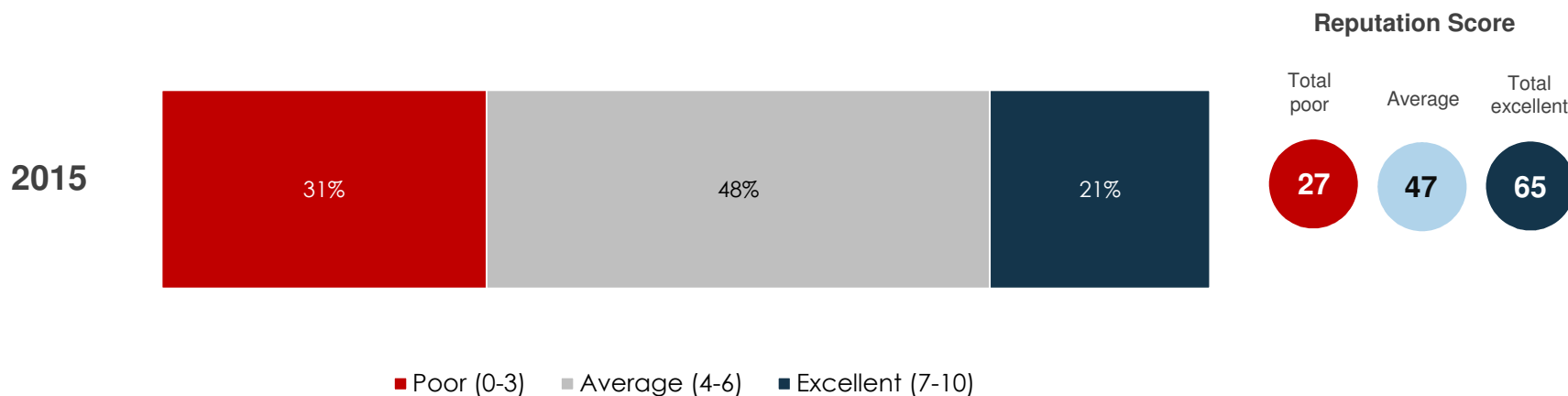


■ Poor (0-3) ■ Average (4-6) ■ Excellent (7-10)

Q) Overall, how good a job is Auckland Council doing to help make Auckland a more liveable city?
 * Data from the 2013 Perceptions Research (n=2,018)

There is a distinct profile of residents who believe council is doing a good job in creating the world's most liveable city, with those in Central or South Auckland feeling more positive than residents in North Auckland.

COUNCIL'S PERFORMANCE TO MAKE AUCKLAND THE WORLD'S MOST LIVEABLE CITY



Residents who feel council is doing a **poor job** in creating the WMLC are more likely to live in North Auckland (Rodney and Hibiscus & Bay), males, those aged 50+, high HH incomes, residential ratepayers, voters or from the Neighbourly Seniors segment



Those whose feel that council is doing an **average job** are more likely to be female, aged 40 or younger, ethnically diverse and don't vote in council elections.



Residents whose feel council is doing an **excellent job** in creating the WMLC are more likely to live in Central (Albert-Eden) or South Auckland (Otago-Papatoetoe), lower HH incomes, singles or from the Cultural Independent segment

Q) Overall, how good a job is Auckland Council doing to help make Auckland a more liveable city?

Evidence of council trying hard to do their best, and improve services to create a more efficient city are the key reasons why residents believe council is doing a good job to make Auckland the world's most liveable city.

COUNCIL'S PERFORMANCE TO MAKE AUCKLAND THE WORLD'S MOST LIVEABLE CITY

Residents who gave council a **poor rating** for helping to make Auckland a more liveable city say this is because of the expensive cost of living, high house prices, inefficient public transport system and being generally unhappy with how council is run

“Rising rates, unaffordable overpriced housing, not enough new buildings, rents rising, the inner city rail link is not beneficial to the majority of Aucklanders”

“It is becoming an unaffordable city. The high density housing infiltrating the suburbs will make it less desirable as most do not want to live in concrete apartments”

“I see no evidence of helping with the housing shortage in Auckland but is it really their job to do this? Poor use of tax payer money with mayors and councillor's wages – paid far too much.”

“Major Transport issues, poor spending, rate increases, major housing issues”

“Have no faith in what they are doing – they do not listen to the ratepayers”

Residents who feel that council is doing a good job in making Auckland a more liveable city understand that council is doing their best and can see improvements over time, especially in public transport

“I think that they are doing their best in an increasingly difficult environment”

“All things considered, Auckland Council is trying to do a good job with the resources at hand. However, there's definitely room for improvement.”

“I think they are doing great things with the cycle ways, the parks the water fronts the festivals and the transport system. And while I don't really like the idea of all the high rise accommodation in residential areas I can see the need for it. I definitely like what is happening with the transport system”

“Auckland Council listens to its ratepayers and in my experience has always taken the appropriate actions to address problems”

“This is the first council to actually commit to some big projects which could be some what unpopular, but will benefit the city in regards to transport infrastructure”

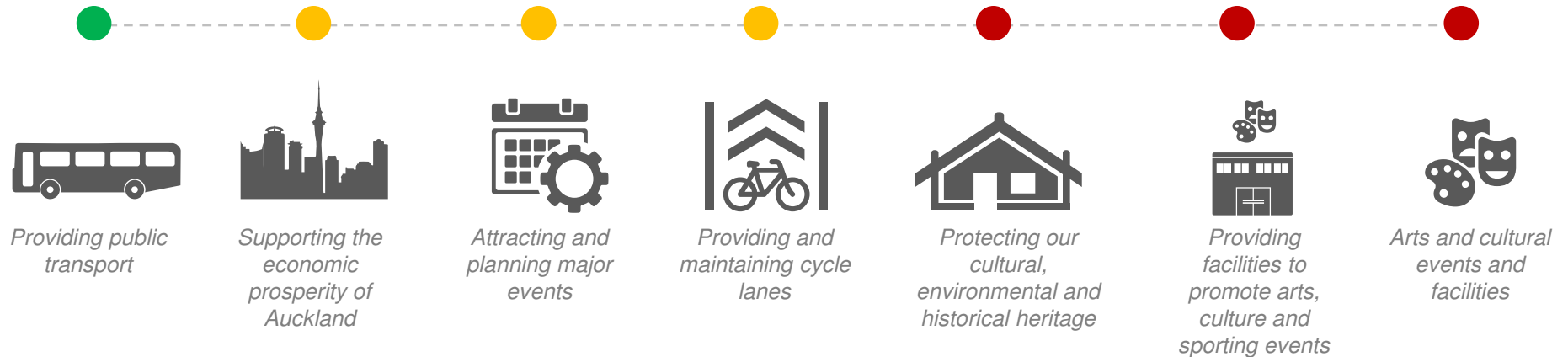
Q) Overall, how good a job is Auckland Council doing to help make Auckland a more liveable city?



Key Findings:
Impact of Council Services on Reputation

We have identified 7 council services that have the greatest impact on driving reputation. Residents consider these to be 'value add' services that help to enhance and improve their lives.

In order of importance of driving Reputation...



- Most important
- Second most important
- Third most important

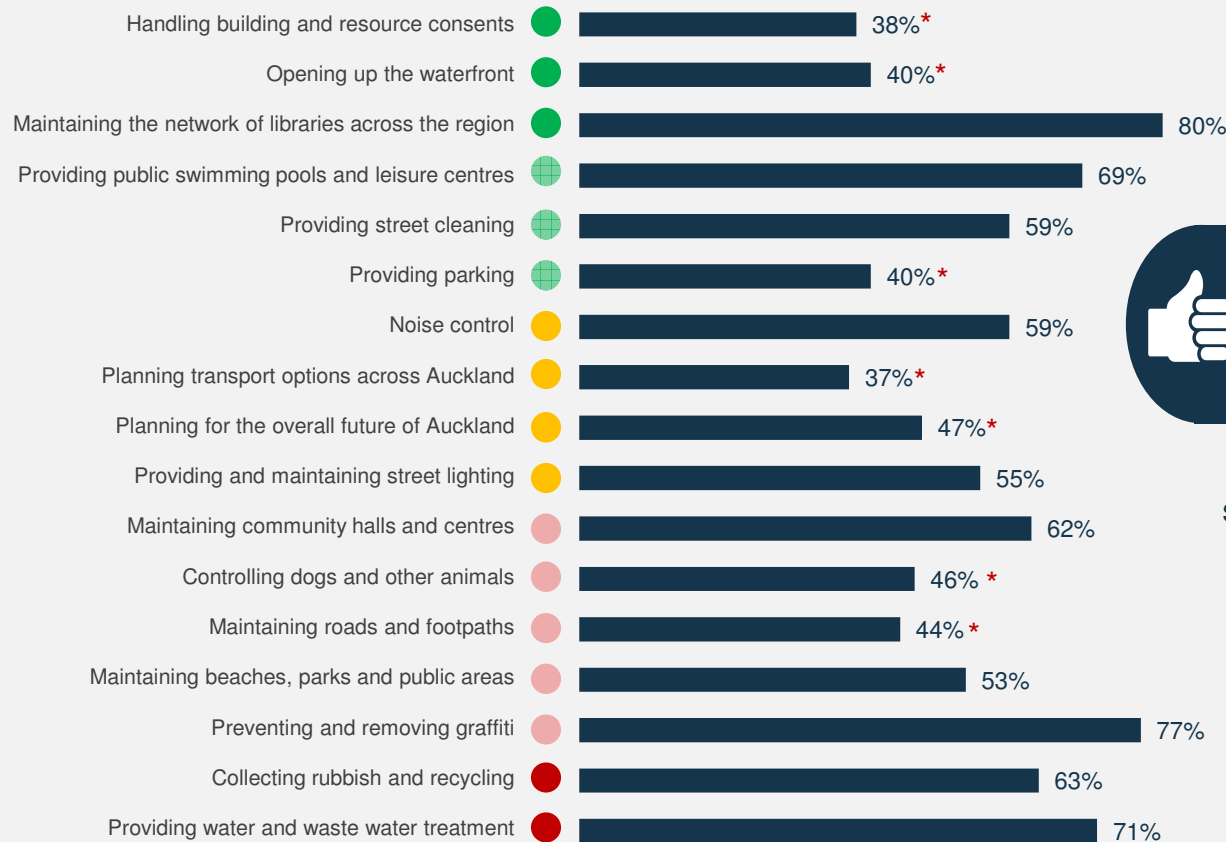
We know that contact with council breeds satisfaction, but contact in relation to these services is low – increasing their visibility will have a positive impact on reputation.

Q) How important is each service to you? (A must have – essential for a well-run city / Good to have – not essential but improves the quality of my life / Good to have – not essential but could improve the quality of my life / Not important and doesn't impact on the quality of my life)

Other council services have less of an impact on driving reputation. These are the ‘hygiene factors’ that residents expect council to get right. Although the provision of these services is less important in driving reputation, positive service experiences contribute to a stronger reputation.

% who have had a positive contact experience

IMPORTANCE ON DRIVING REPUTATION



Residents who have had a positive experience with these council services have a significantly higher reputation score

All residents **45** Positive contact experience **51**

* Indicates services with poor service experiences should be the focus to build reputation.



Q) How important is each service to you? (A must have – essential for a well-run city / Good to have – not essential but improves the quality of my life / Good to have – not essential but could improve the quality of my life / Not important and doesn't impact on the quality of my life)



Q) Have you had any contact with Auckland Council about any of these services in the last six months? Was your experience with Auckland Council positive or negative?

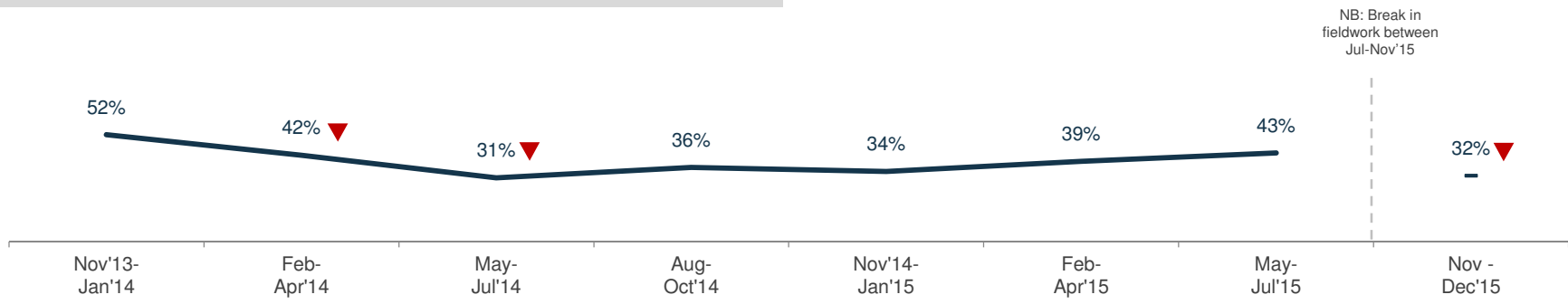




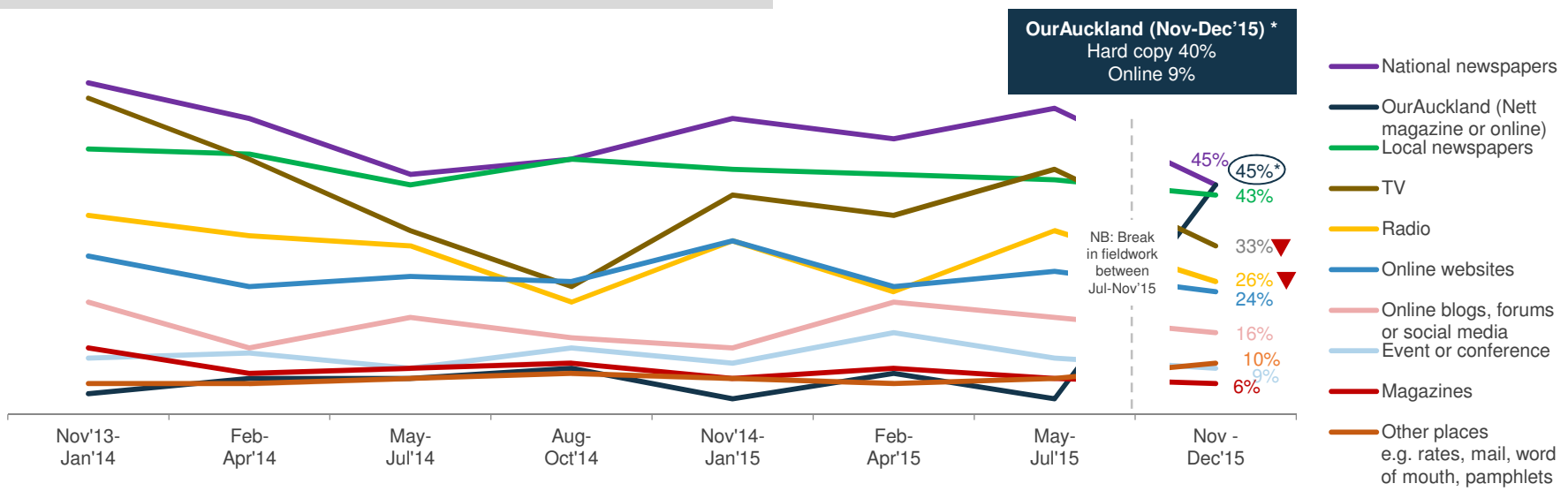
Key Findings: Media Influences

One in three Aucklanders have seen or heard something about Auckland Council recently, with almost half attributing their awareness to council's OurAuckland publication (hard copy or online).

% who have seen, read or heard about Auckland Council in the media recently



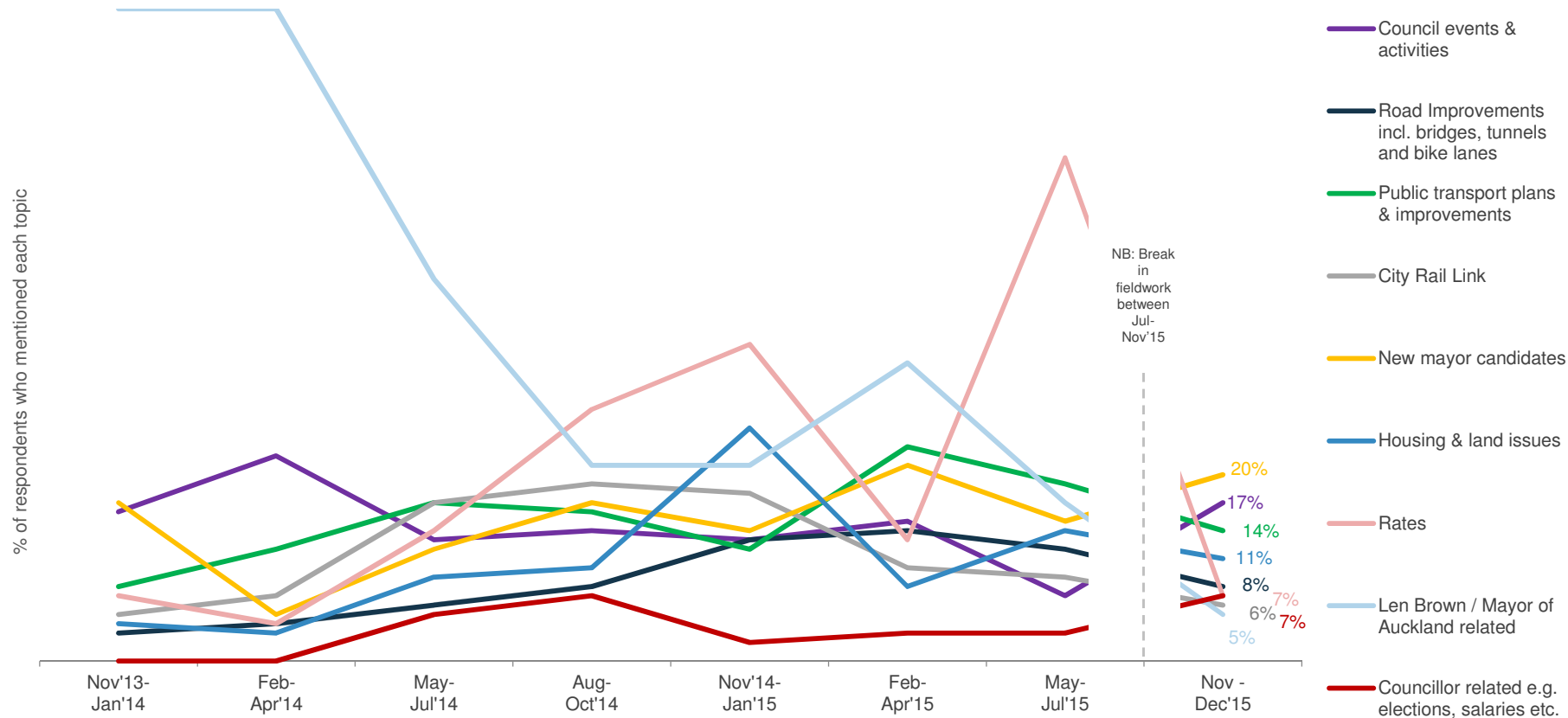
Main places seen, read or heard about Auckland Council (Nov-Dec'15)



* NB: OurAuckland wording changed in Nov-Dec'15 from 'Council's mini magazine (OurAuckland/council flyer/newsletter) to 'OurAuckland magazine' and 'OurAuckland online'

The 2016 council elections, events and activities, and public transport plans are the key topics that residents have heard more about recently.

MAIN MEDIA TOPICS SEEN, READ OR HEARD ABOUT

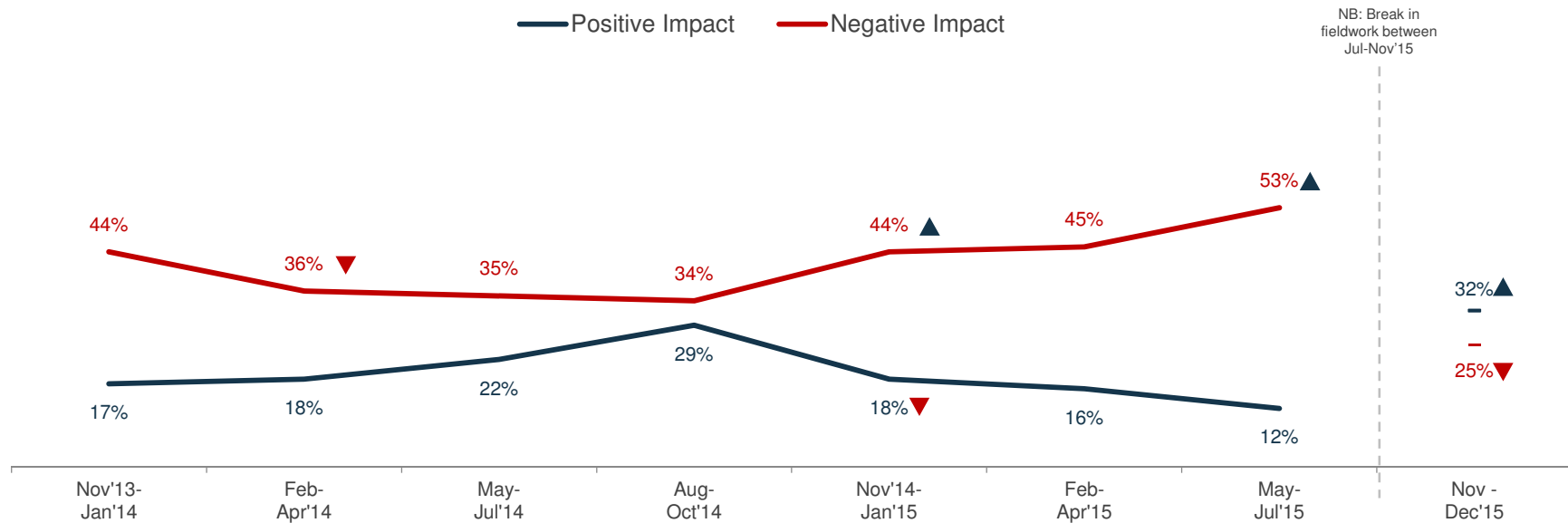


Q) What did you see or hear about Auckland Council?



For the first time since 2013, the nett impact of media coverage about Auckland Council is more positive than negative. This aligns with council's media analysis for Q4, 2015 which showed more favourable coverage of council via print, broadcast and internet coverage over this period.

NETT. IMPACT OF MEDIA COVERAGE



Respondents asked what they saw or heard about Auckland Council recently in a previous survey question, followed up by asking how that content then made them feel overall.
 Positive Impact = Content seen/heard about Auckland Council made them feel mostly positive
 Negative Impact = Content seen/heard about Auckland Council made them feel mostly negative

Q) Thinking about your answer to the last question... Overall, did these make you feel positive or negative about Auckland Council?



Summary and Recommendations

STRATEGIC PRIORITIES taking into account the relative importance of the different pillars

COUNCIL REPUTATION



We need to keep telling our own story – both reach and frequency matter

1

Crafting the Story of 'The World's Most Liveable City'

The short and long term value delivered through council's strategy and Vision, and how this impacts across the whole of Auckland i.e.. both local and regional benefits delivered

2

Prioritise outcomes that matter most to build perceptions of Accountability fastest with Aucklanders

Focus on what people care about the most so they feel their voice is being heard e.g. housing, roading, transport, events, arts and culture

3

'Show and tell' with a focus on tangible evidence of the Vision being achieved

Demonstrate evidence of Vision in action through proactive communications that inform and engage – both content and frequency are important

Tailor our story to different audiences

	RATEPAYERS	NON RATEPAYERS
Satisfied with council's performance	<p>Make me feel good about being an Aucklander. High pride in their city.</p> <p>WHO: Second oldest demographic (46 years), within the Cultural Independent and Worldly Achievers segments. Have had a positive service experience. Believe council has a strong reputation (67) and would speak highly of council (42%)</p> <p>HOW: Via OurAuckland, magazines and conferences especially positive stories about events and activities, and transport improvements</p> <p>WHAT: They want to hear about council's involvement in delivering public transport, roads and transport, housing, the environment and cultural diversity. Tell stories of council's Vision to bring them along on the journey</p>	<p>Communicate high profile projects and services that make a difference to my life.</p> <p>WHO: Younger residents (32 years) in the Fun Lovers segment. Believe council has a strong reputation (70) and would speak highly of council (30%)</p> <p>HOW: Via mass media and online where they want to hear about positive stories such as events and activities</p> <p>WHAT: Talk about council's leadership, high quality and effective services, and environment responsibility. They want to know what council is doing to improve parking, public transport, cycle lanes, major events, arts and culture events and improving the economic prosperity of the region</p>
Dissatisfied with council's performance	<p>Don't be wasteful and get the basics rights</p> <p>WHO: Oldest demographic (50 years), within the Outdoor Families or Neighbourly Seniors segments. Rate council's reputation low (29) and are not advocates (1%)</p> <p>HOW: Heavy users of national and local newspapers but mainly pick up negative news stories around the upcoming elections and mayor candidates</p> <p>WHAT: They want to hear how council is demonstrating fairness, being open and transparent, understanding residents' needs, wise spending, value for rates, efficient and well run, adapting quickly to change. How is council continuing to deliver basic services such as water/waste water and transport?</p>	<p>Be responsible with money and sustainable</p> <p>WHO: Younger residents (36 years) in the Fun Lovers segment. Rate council's reputation low (31) and are not advocates (1%)</p> <p>HOW: Via mass media but mainly exposed to negative news stories around the upcoming elections and mayor candidates</p> <p>WHAT: Demonstrate the attributes of the Accountability pillar especially wise spending decisions, value for money, efficient and well run and integrity. Talk about how council is improving housing and transport issues for the future generation</p>



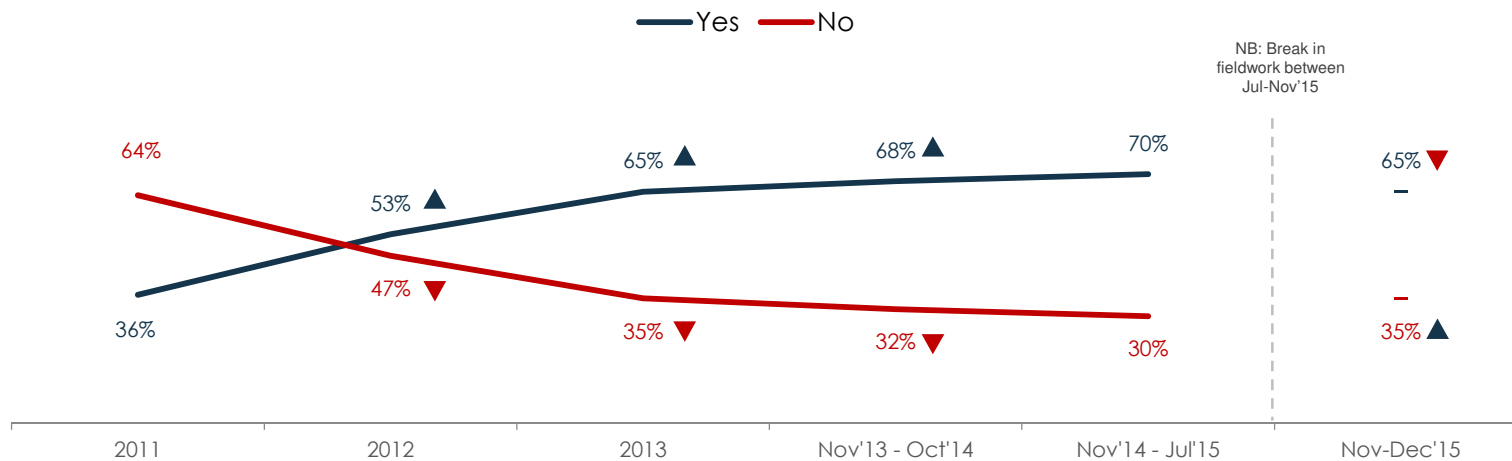
Appendix:
Additional Measures from the Citizen Insights Monitor

Pillar attributes are customised across different reputation groups.

	AUCKLAND COUNCIL AND LOCAL COUNCILS	NZ CORPORATES	NZ CENTRAL GOVERNMENT
ACCOUNTABILITY & EFFECTIVENESS	<ul style="list-style-type: none"> Efficient and well run Trustworthy Makes wise spending decisions Delivers effective services or programmes Acts with integrity and honesty Understands residents' needs and what they care about Good value for ratepayers' money Spends without waste or cost over-runs Open and transparent Provides high quality services Accountable 	<ul style="list-style-type: none"> Has a positive influence on society You can trust Are honest and ethical in the way they conduct business 	<ul style="list-style-type: none"> Listens to the public's point of view Communicates clearly and consistently Is open and transparent Is trustworthy Uses taxpayer money responsibly Provides effective services Understands customers' needs Can be relied upon to protect individuals' personal information
LEADERSHIP & GROWTH	<ul style="list-style-type: none"> Attracts and retains talented staff Adapts quickly to change Anticipates future trends and opportunities Contributes to economic growth Has a clear strategy and vision for the future Keeps up with technology Invests in infrastructure to meet future needs 	<ul style="list-style-type: none"> Offers investors a good financial return Are leaders not followers Are well known Are typically first to market with new products and services 	<ul style="list-style-type: none"> Attracts and retains top talented staff Contributes to economic growth Is a forward looking organisation Anticipates future trends and opportunities Is a successful and well run organisation Adapts quickly to change Has a long term perspective Is easy to deal with in a digital environment
SOCIAL RESPONSIBILITY & COMMUNICATIONS	<ul style="list-style-type: none"> A positive influence on society Deals fairly with all residents Communicates clearly Simple and effortless to deal with Communicates to residents how their point of view informs council decisions Seeks residents' point of view Easy to deal with online Behaves in an environmentally responsible way 	<ul style="list-style-type: none"> Treats their employees well Behaves in a responsible way towards the environment 	<ul style="list-style-type: none"> Honours the principles of the Treaty of Waitangi Is a positive influence on society Behaves in a responsible way towards the environment
FAIRNESS & ETHICS	<ul style="list-style-type: none"> Treats employees fairly and ethically Honours the principles of The Treaty Of Waitangi 	<ul style="list-style-type: none"> Charges fair prices for their products or services 	<ul style="list-style-type: none"> Deals fairly with people regardless of their background or role Treats their employees well

While awareness of the Vision has declined in Nov-Dec'15, it remains high across the region.

% HEARD OF THE VISION TO BE THE WORLD'S MOST LIVEABLE CITY



Q) The Mayor and council's vision is for Auckland to be the world's most liveable city. Before now, had you heard of this?

Momentum – breakdown of themes from open ended comments

THOSE WHOSE VIEWS OF COUNCIL HAVE IMPROVED

Base (n=)	237
Improvements/construction/maintenance to roads/streets/footpaths (includes cycle ways)	18%
Improvements to transport/public transport/city rail loop	15%
Progressive/new developments/changes/improvements/construction in place (non specific)	11%
Good customer service/easy to contact/helpful/responsive/follow up	10%
Good maintenance/revamping of parks/reserves/public areas	8%
Provide good public services e.g. libraries, swimming pools, leisure, events etc.	7%
More aware of what they do	6%
Think they are doing a good job/best they can/provide good services	6%
Better communication/transparency/open	4%
Other reason (including negative mentions)	28%
No comment	7%
Don't know	2%

THOSE WHOSE VIEWS OF COUNCIL HAVE STAYED THE SAME

Base (n=)	1,623
Haven't noticed any change/nothing new/changed/no significant difference	54%
Haven't notice any improvements/progress/benefits/development	7%
Don't deal with them enough/know much about what they have done	5%
Poor governance/planning/unrealistic/bureaucratic/inefficient/unprofessional	5%
Think they are doing a good job/best they can/provide good services	5%
Rates increases/way too high/no value for rates dollars	4%
Have no opinion/not really thought about the council lately	3%
Need to get a new mayor/have no confidence in the mayor	3%
Issues with the public transport system	2%
Appears a lot of wasteful/gross expenditure/overspending/debt	2%
Other positive mentions (<1% of mentions)	2%
Other negative mentions (<1% of mentions)	9%
No comment	7%
Don't know	1%

THOSE WHOSE VIEWS OF COUNCIL HAVE DETERIORATED

Base (n=)	1,008
Rates increases/way too high/no value for rates dollars	23%
Need to get a new mayor/have no confidence in the mayor	19%
Poor governance/planning/unrealistic/bureaucratic/inefficient/ unprofessional	19%
Appears a lot of wasteful/gross expenditure/overspending/debt	17%
Decrease in services/level of service	9%
Council staffing issues e.g. overpaid, overstaffed	7%
Don't listen/care about the people/only interested in own agendas	7%
Not equal services across all of Auckland region	6%
Issues with the public transport system	6%
Poor regular maintenance/improvement to footpaths/roads/streets	5%
Haven't notice any improvements/progress/benefits/development	5%
Focus on non essentials/wrong areas/needs to get back to basics	5%
Poor consultation/not keeping residents informed	5%
Promises not kept	5%
Costs/increases in charges/overpriced	5%
Poor traffic management	4%
Poor customer service e.g. rude, unhelpful, no follow up, action	4%
Problems with housing/infill housing/housing prices/property development	4%
Issues with rubbish collection/charges/inconsistent/rubbish bags	3%
Issues with building/resource consents e.g. slow, expensive, bureaucratic, red tape	3%
Poor maintenance of public places e.g. parks, reserves, public areas, toilets	3%
Poor cleanliness/rubbish on sides of roads	2%
Negative comments about the city rail loop project e.g. waste of money, benefits minority	2%
Issues with parking e.g. lack of parking, prices, parking tickets	2%
Poor long term planning/long term infrastructure planning	2%
Improvements/construction/maintenance to roads/streets/footpaths (includes cycle ways)	1%
Haven't noticed any change/nothing new/changed/no significant difference	1%
Other reason (including positive mentions)	14%
No comment	2%
Don't know	2%

Q) How have your views of Auckland Council changed over the past six months?

There is a distinct profile of residents who engage with Auckland Council via OurAuckland.

PROFILE OF OUR AUCKLAND USERS

	<i>Residents who hear about council via OurAuckland are more likely to be...</i>	<i>Residents who don't read/access OurAuckland are more likely to be...</i>
DEMOGRAPHICS	<i>Living South Auckland, females, aged 70+, ethnically diverse (especially online readers), vote in council elections, ratepayers or from the Cultural Independent segment</i>	<i>Living in North Auckland, aged 30 or younger, non ratepayers or from the Active Aspirers segment</i>
REPUTATION SCORE	<i>Higher reputation score especially for those who read OurAuckland online (55)</i>	<i>Lower reputation score (43)</i>
PERCEPTIONS OF COUNCIL	<i>Know a lot about council and are significantly more satisfied with their performance. More likely to advocate for Auckland Council.</i>	<i>Know little about council and have little interaction with them. More likely to be critical of Auckland Council.</i>



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