

## Attachment A

# Community Satisfaction Survey – Performance Gap Analysis

### What is important to the residents of the Lismore LGA?

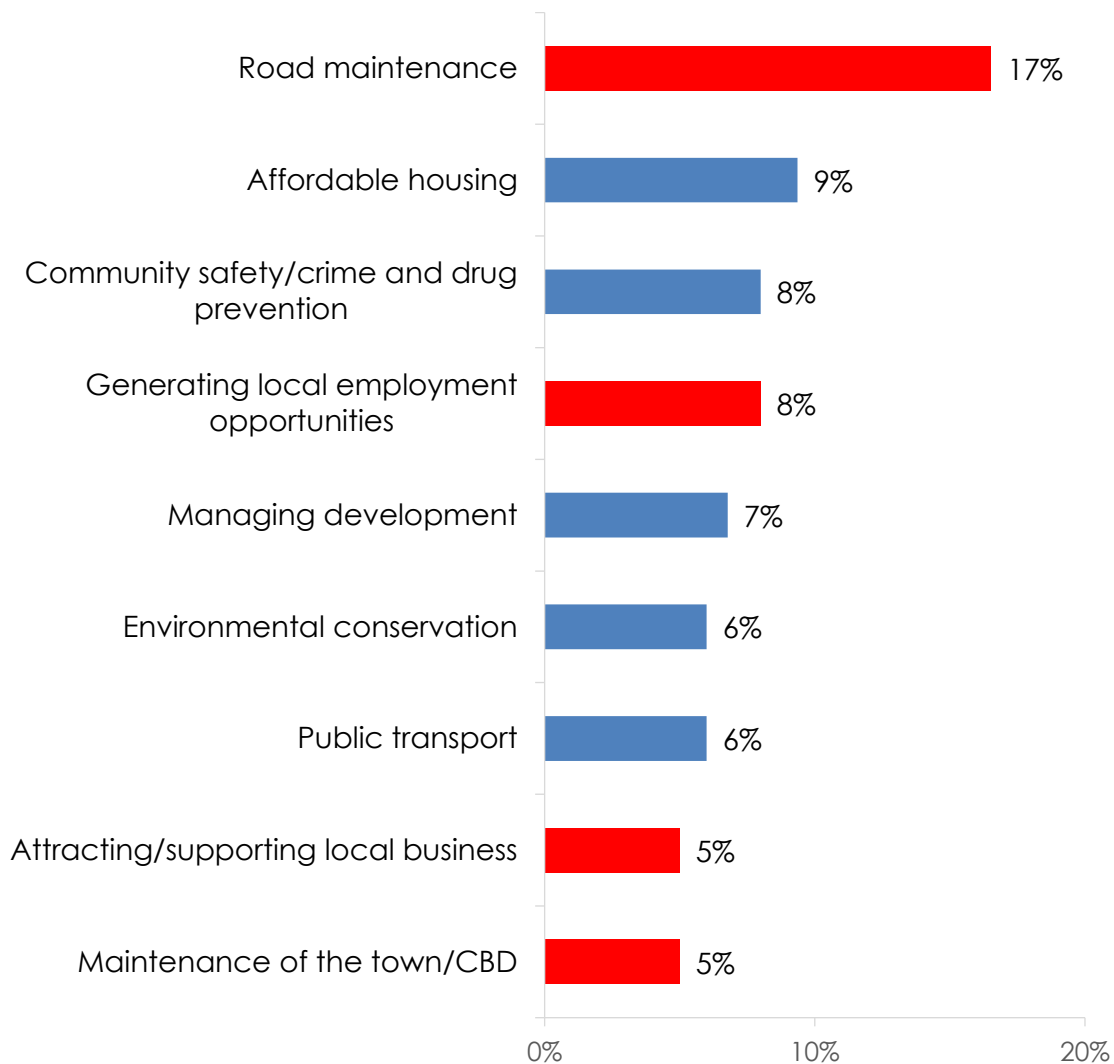
In the 2012 Community Satisfaction Survey was conducted by Iris Research. Lismore LGA residents were asked to rate how important a range of council provided services are and how well Lismore City Council performed these services. The below table shows the range of priority focus areas (in descending priority) for Council as at 2012. First order priority services included maintaining roads (town, sealed and unsealed), consulting with the community, informing the community of council decisions, and promoting economic development.

Table E.1.2: Performance gaps for Council services and facilities

Council Services & Facilities	Performance Gap	Priority Level
Maintaining town roads	2,244	1
Maintaining sealed roads	2,194	1
Maintaining unsealed roads	1,759	1
Consulting with the community	1,347	1
Informing the community of Council decisions	1,246	1
Promoting economic development	1,239	1
Town planning and timely processing of building applications	1,249	1
Council leadership and advocacy	1,192	1
Provision of bike tracks and walking paths	1,181	1
Provision of pedestrian footpaths	1,086	1
Provision of services and facilities for families	1,027	2
Promoting tourism	1,035	2
Protection of wetlands, natural environment and wildlife	0,972	2
Provision and maintenance of parks, playgrounds and reserves	0,971	2
Customer service provided to residents by Council staff	0,890	2
Provision of services and facilities for older people	0,880	2
Food safety in local eateries and restaurants	0,839	3
Appearance of towns and villages	0,806	3
Provision and Maintenance of Sporting Fields	0,697	3
Protection of heritage values and buildings	0,697	3
Lismore Regional Airport	0,687	3
Waste collection	0,652	3
Aboriginal services	0,567	3
Provision of community buildings and halls	0,679	3
Flood and emergency services	0,673	3
Local Swimming Pools	0,579	3
Water and sewerage services	0,538	3
Lismore Regional Gallery	0,311	3
Goonellabah Sports and Aquatic centre	0,205	3
Library services	0,244	3
Lismore cemetery and crematorium	0,087	3

In 2016, the Community Satisfaction Survey was conducted by Micromex Research and Consulting. The survey was modified slightly, however the priorities for road maintenance, generating local employment opportunities, attracting and supporting local businesses and maintaining the town/CBD remained a priority (see below graph).

This evidence was used to develop the proposed Special Rate Variation options. Those services that are most important to the community but have the lowest level of satisfaction among residents are the areas where Council needs to reduce its 'performance gap' between community expectation and service delivery.



## Community Satisfaction Survey – Key Priority Issues

The following two pages have been taken from the 2016 Community Satisfaction and Importance Survey showing the key priority issues for the Lismore LGA including:

- Roads maintenance
- Attracting and supporting local business
- Tourism
- Growth
- CBD
- Generating local employment opportunities

# Key Priority Issues for the Lismore LGA

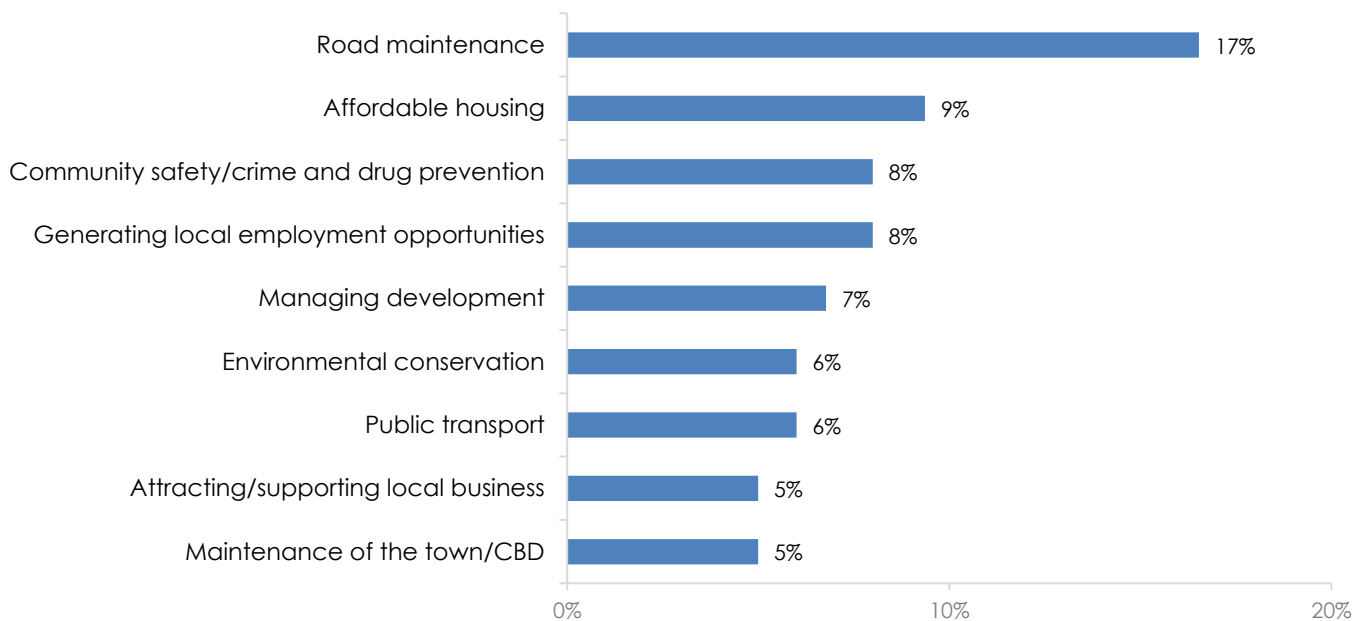
## Summary

Residents considered the most pressing priority issue to be 'Road maintenance' (17%), followed by 'Affordable housing' (9%), 'Community safety/crime and drug prevention' (8%) and 'Generating local employment opportunities' (8%).

Q7. Thinking of the next 10 years, what do you think is the key priority for the local area?

## Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 502

## Other Priority Issues for the Lismore LGA

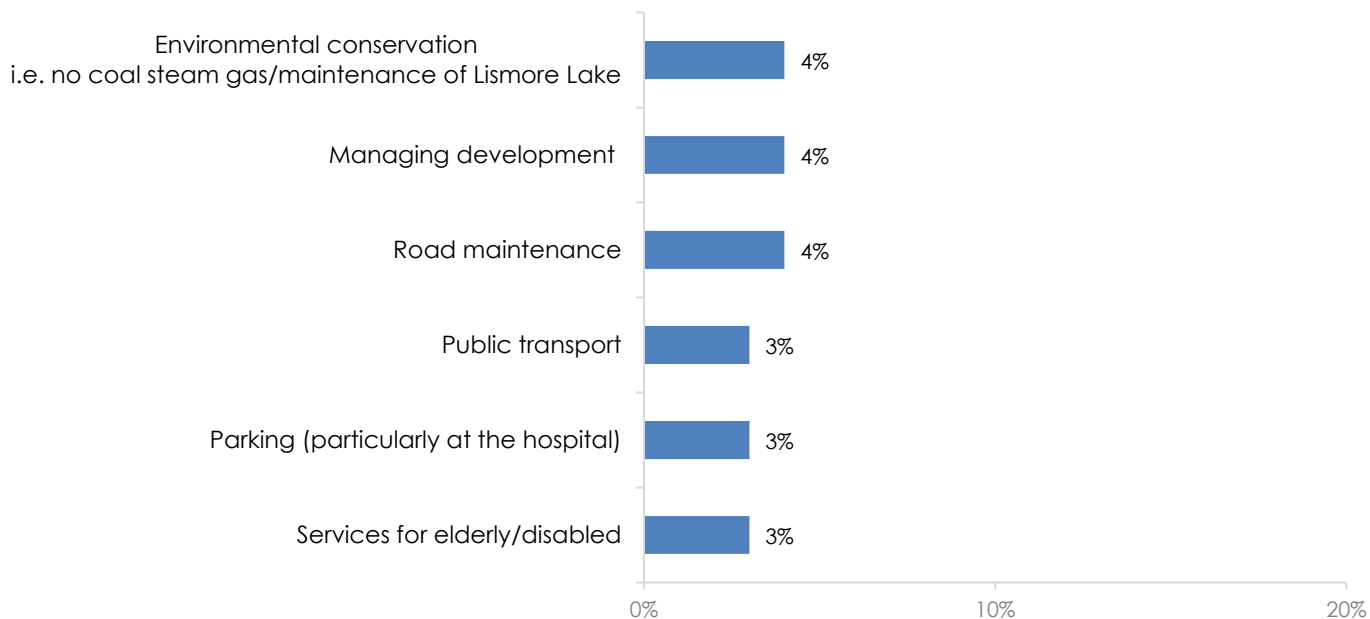
### Summary

The top four 'other priorities' residents mentioned were also listed as key priorities, emphasising a need for Council to focus on these issues. Whilst there were a number of other priorities mentioned, 68% of residents could not think of any.

Q9. Can you think of any other priorities that should be considered in the future?

### Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 502

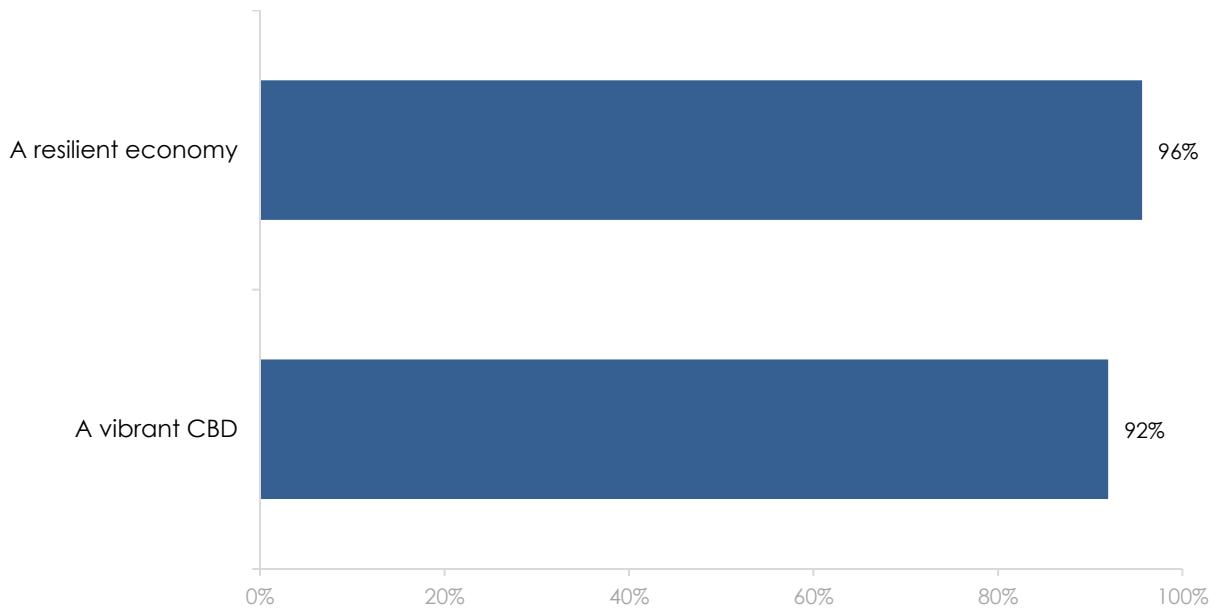
# Economy

## Summary

Both of these categories were prioritised by at least 92% of residents.

Those aged 18-34 were significantly less likely to prioritise 'A vibrant CBD'.

Q8b. For each of the following, could you please indicate which of the following are priorities for you/your household?



Base: N = 502

# Services

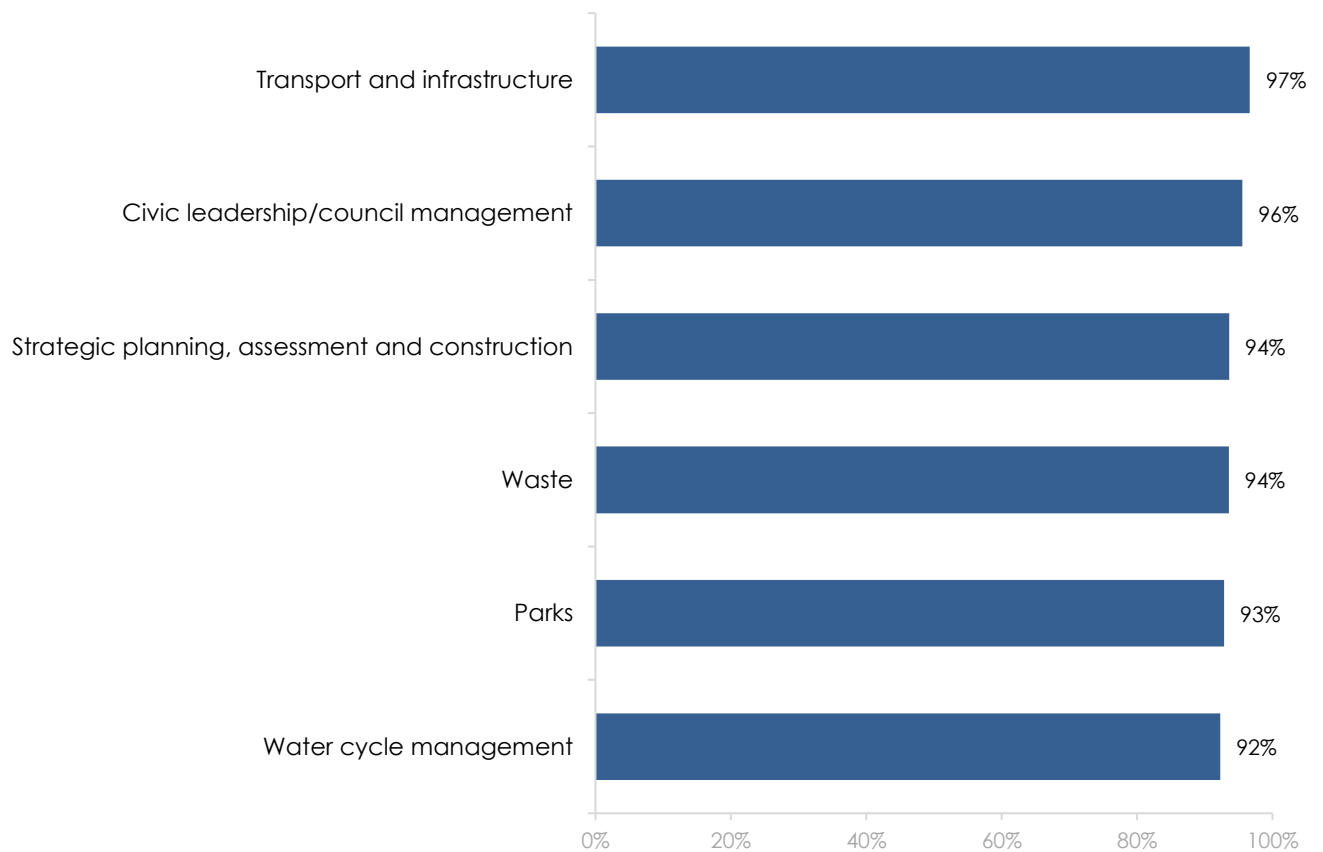
## Summary

Each of these areas was prioritised by at least 92% of residents.

'Transport and infrastructure' received the highest rating (97%).

Females were significantly more likely to prioritise 'Parks' and 'Civic leadership/council management'.

Q8d. For each of the following, could you please indicate which of the following are priorities for you/your household?



Base: N = 502