

Attachment 1 Customer Satisfaction Monitor 2012/13 Improvement Actions

Service	06/07	07/08	08/09	09/10	10/11	11/12	12/13	Comments on 2012/13 Survey	Proposed improvement actions for 2011/12 as a result of the 2010/11 Survey	2011/2012 Actions Achieved	Proposed improvement actions for 2012/13 as a result of the 2011/12 Survey	2012/2013 Actions Achieved	Proposed improvement actions for 2013/14 as a result of the 2012/13 Survey
Overall Satisfaction	86.1	81.9	83.1	82.6	84.1	82.6	89.1	High levels of overall satisfaction. Increase from previous year.	Continue to improve service delivery and customer service to maintain high overall satisfaction levels.	A range of improvements to services implemented – Significant increase in overall satisfaction rates indicate that these improvements have been received positively by the community.	Continue to improve service delivery and customer service to maintain high overall satisfaction levels.	A range of improvements to service delivery and customer service were implemented in 2012/13 and these are detailed below. These improvements have contributed to an increase in overall satisfaction with the City.	Continue to improve service delivery and customer service to maintain high overall satisfaction levels.
Satisfaction with services provided	Not measured	Not measured	89.8	89.2	92	89.2	94.1	High levels of satisfaction with City services. Increase from previous year.	Continue to improve service delivery based on customer feedback to specific services.	Changes implemented in the previous year have increased overall ratings. Management of graffiti continues to rate highly and this year ratings for street appearance, local traffic, community consultation, and understanding community needs have increased.	Continue to improve service delivery based on customer feedback to specific services. Review service levels in specific areas.	Changes implemented in the previous year have increased overall satisfaction ratings for City services. This year ratings for graffiti removal, street appearance, festivals, events and cultural activities, managing and controlling traffic on local roads, informing the community about local issues, community consultation, and residential parking have increased.	Continue to improve service delivery based on customer feedback to specific services. Review service levels in priority areas.
Value for Money from Rates	67.3	67.5	62.3	63.4	66	63.4	72.7	Significant increase from previous year.	Continue to look for opportunities to improve service delivery which should impact on value for money from rates satisfaction ratings.	Satisfaction ratings have increased significantly showing community satisfaction with value for money for rates – correlates with high levels of overall satisfaction and satisfaction with service delivery.	Continue to look for opportunities to improve service delivery in order to improve value for money from rates satisfaction results.	Satisfaction ratings have increased significantly showing community satisfaction with value for money for rates – correlates with high levels of overall satisfaction and satisfaction with service delivery.	Continue to look for opportunities to improve service delivery in order to improve value for money from rates satisfaction results.
Libraries	95.5	93.7	93.5	92.3	95.1	97.2	95.6	High level of satisfaction.	Self serve/RIFD at Duncraig Library. Will complete all four libraries. Introduction of floating collections for DVDs and CDs. Introduction of a PC booking system to all libraries. Introducing Wi-Fi access at Woodvale Library. Introduction of e-audio books for 2011-2012, with access from home. Modifying library website for increased functionality, including book walls and "Picture Joondalup". Stage 4 of the digitisation project – digitising local history records for prosperity.	Self service and RFID capability is now available in all four of the City's libraries. This was introduced in March 2012. PC booking system in Joondalup Lib. Other branches in 2012/13. Not occurred due to cost and security issues. E-Audio book service introduced in October 2011. Book walls went live in August 2011 and "Picture Joondalup" in September 2011. Digitisation of oral, film and photographic histories completed and currently 27.5% of resources are publicly accessible.	Expansion of E-Audio service to include more Australian content. Implementation of state-wide initiative to enable E-Books to be available through the City's four Libraries. Continue to upload digitised local history collection onto "Picture Joondalup". Finalise implementation of the PC booking system into the remaining three Libraries.	Bolinda e-audio resources were introduced on 31 October 2012 to increase Australian content. E-books became available for loan through the City's four public libraries on 1 October 2012. 7,729 local history photographs were available on "Picture Joondalup" at 30 June 2013. Not finalised due to technical difficulties with installation in branch libraries. Due for completion by end of August 2013.	Implement hosted services for the Library Management System and an upgrade to Spydus 9 which provides for online payments of library fines and charges. Expand the availability of public Wi-Fi access to one more City library. Re-design the front desk at the Woodvale Library to make it more customer friendly. Finalise implementation of the PC booking system into the remaining three City Libraries.
Festivals	87.4	87.6	90.3	88.3	93.1	89.8	90.5	High level of satisfaction.	A slight change in focus for Valentines artist to appeal to various demographics is proposed. Returning to Mawson Park for a summer concert which will be a regular venue, and moving the Emerald Park concert to Chichester Park in Woodvale.	The City implemented a multi cultural theme across its Music in the Parks concert series. In addition engaged the services of a non main stream artist for its annual Valentines concert. Satisfaction and	The City will again retain a summer concert at Mawson Park and will also retain a concert at Chichester Park in Woodvale as part of the second year rotation for the 3 concert series. The third concert will be located in the	The City instigated a Blues and Roots theme across its Music in the Parks Program and achieved great success and attendances, with over 12,000 attending the 3 concert series. A total of 6,500 residents attended the Chichester Park concert.	Due to the success of the 2012/13 Music in the Park concert series, the venues will remain unchanged and the City will continue with a Blues and Roots theme.

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									<p>The City has agreed to manage the night markets in house for the pre Christmas market period, while also trialling a 4 week post Christmas market season.</p> <p>Multi cultural themes will be introduced to the summer concert series, and the Joondalup Festival.</p>	<p>attendances for Valentines were slightly down from previous years. Individual customer satisfaction undertaken direct with event customers showed a satisfaction across City events/festivals at 88.2%</p> <p>The City did manage the markets in house for first time and also extended the series into a 4 week post Xmas period. The Markets both through stall holders and customers were not well attended post Xmas.</p> <p>The Little Feet festival was held of public holiday and exceeded KPI by approximately 4000 attendees, this in itself created logical issues as programming and budget only catered for KPI of 4500. This lead to decline in customer satisfaction.</p>	<p>northern section of the City at Caledonia Park. The theme for 12/13 music in the park will be blues and roots.</p> <p>The City will continue to manage markets in house and will explore opportunities to alter location and timing of the markets.</p> <p>Additional funding has been allocated as part of 12/13 budget for increase programming for the Little Feet Festival.</p> <p>A more mainstream performer will be sourced for the 2013 Valentine's Concert which will be held on Valentine's Day.</p> <p>The site plan for the Joondalup Festival will be altered in an attempt to reduce the span of the festival site and will also include a significant large scale community project to better engage.</p>	<p>The 2012/13 markets were relocated to the western end of Boas Avenue, adjacent to the Lakeside Shopping Centre. This site provided a number of challenges and satisfaction rating from patrons and storeholders was low. The post Christmas market season was cancelled.</p> <p>Additional funding towards programming for the Little Feet Festival was well received with satisfaction high amongst patrons. The grounds of ECU continued to provide an ideal setting for this event.</p> <p>The 2013 Valentine's Concert featured the Perth Symphony Orchestra. A capacity crowd of 8,000 attended.</p> <p>The site plan for the Joondalup Festival was significantly altered to engage more with Central Park and the lake area. The programming for the Festival was also redefined, with a big top tent transcending Central Park and acting as a feature for the Festival. Approximately 35,000 attended the City Centre over the weekend.</p>	<p>The markets will continue and return to Central Walk on a Friday evening and will be managed by the City.</p> <p>The Little Feet Festival will again be held in the grounds of ECU continuing a multi cultural theme focussing on traditions and celebrations of other nations.</p> <p>The site plan for the 2014 Festival will be maintained in line with the 2013 layout.</p>
Sport and Recreation	91.5	88.5	90.2	90.2	95.6	94.2	94.5	High level of satisfaction.	<p>The Clubs in Focus program will be relaunched with a slight change in focus of the team with a more concerted focus on serving sporting groups.</p>	<p>The Club In focus program was successfully relaunched and well attended.</p> <p>Minor upgrades continued within the Leisure Centres, being Craigie and Duncraig which has seen a general increase in satisfaction with the look and feel of the Centres.</p>	<p>The City will continue to run its clubs in focus programme and also look at including a conference style event for clubs.</p> <p>Further capital improvements are scheduled for the leisure centres that will add to the customer experience at the centres.</p> <p>The City is also exploring projects to improve floodlighting at some of its major playing reserves, along with planning for additional clubroom facilities and Bramston and Hawker Parks.</p>	<p>The City continued the Clubs in Focus Program and undertook a number of workshops and seminars to assist the numerous community groups and sporting clubs across the district. For the first time the program featured a club conference where a number of information and interactive sessions were held.</p> <p>A number of capital improvements were undertaken across the leisure centres in particular roofing works, entrance upgrade and new access gates at the Craigie Leisure Centre.</p> <p>Sorrento Hall was refurbished making the facility more attractive and functional to existing community groups and new community groups hiring the hall.</p>	<p>Clubs in Focus will continue in line with the funding agreement with DSR, including a second year of the club conference.</p> <p>Capital improvements are planned for Craigie Leisure Centre to maintain it as a premier facility.</p> <p>If approved as part of the CSRFF program, detailed designs will be undertaken for the synthetic hockey pitch at Warwick Open Space, along with clubroom facilities at Hawker and Bramston Parks.</p> <p>Floodlighting projects for Iluka Open Space and Prince Regent Park are envisaged to be completed by 30 June 2014, which will allow greater access by sporting groups utilising the areas.</p>

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													The Admiral Park Clubroom redevelopment is scheduled for construction in the 2013/14 financial year and is expected to be completed by April 2014. Construction will begin on the refurbishment of Timberlane Park Hall and will carry through into the 2014/15 financial year.
Mobile Security Patrols	70.6	62.3	63.5	70.4	66.7	71.1	71.0	<p>Similar satisfaction rating as previous year.</p> <p>Review the current uniform and the existing vehicle livery.</p> <p>Review current marketing strategy and determine if new elements are required such as representation at all festivals and events</p> <p>Review the "standard services" offered and look for new/ added value services that could be included – undertake a benchmark of "standard services" provided by other LG's</p>	<p>Review the current uniform and the existing vehicle livery.</p> <p>Review current marketing strategy and determine if new elements are required such as representation at all festivals and events</p> <p>Review the "standard services" offered and look for new/ added value services that could be included – undertake a benchmark of "standard services" provided by other LG's</p>	<p>The marketing program was reviewed and continued with advertisements in the local newspaper and presentations on local radio. A new "calling card" was developed to be issued to residents in relation to holiday alerts. The calling card has been very well received.</p> <p>The vehicle livery was slightly modified with improved presentation of the service name and telephone number to improve recognition.</p> <p>Standard services were reviewed and City Watch Officers now have the authority, once directed, to process infringements for poor parking activity.</p> <p>A benchmark survey was completed and will inform the next set of business service improvement proposals.</p>	<p>Review the benchmarking data and assess City services in relation to other LG offerings.</p> <p>Continue with the marketing program as a part of the annual Business Unit and Budget planning process.</p> <p>Continue the close cooperation between CoJ and WA Police on targeted patrols</p>	<p>The Ciy reviewed the services and KPIs that relate to the City Watch Service. The service is being well recieved by residents and no further changes are anticipated at this time.</p> <p>The Marketing Program was undertaken.</p> <p>City Watch undertook a number of targeted patrols in cooperation with both WA Police and Ranger Services.</p>	<p>Continue with the Marketing Program for City Watch.</p> <p>Continue the close cooperation between CoJ and WA Police on targeted patrols.</p>
Graffiti Removal	74.6	75.4	78.4	82.1	92.1	89.8	92.5	<p>High levels of satisfaction. Increase from previous year.</p> <p>Continued monitoring of the contract.</p> <p>Particular effort to be made with Agencies to ensure the timely removal of graffiti from their assets.</p> <p>Review and revise the web site pages to better market the service and improve resident useability .</p>	<p>Continued monitoring of the contract.</p> <p>Particular effort to be made with Agencies to ensure the timely removal of graffiti from their assets.</p> <p>Review and revise the web site pages to better market the service and improve resident useability .</p>	<p>The graffiti removal contractor has continued to perform at very high standards. The City has made very good progress with all Agencies this year on the swift and effective removal of graffiti. Proposed amendments to the web pages have been finalised and await formal approval.</p>	<p>Continue with the regular monitoring of the graffiti removal contract.</p> <p>Continue the City's close relationship with the WA Police and State Agencies in relation to the prompt and effective removal of graffiti from non-City controlled assets.</p> <p>Implement the proposed website amendments once approved and monitor their effectiveness.</p> <p>Publish periodic advertisements as described in the Marketing Plan associated with the Business Unit Business Plan</p>	<p>Regular monitoring was undertaken. The contractor met all performance obligations.</p> <p>Liaison was maintained with WA Police.</p> <p>The website amendments were completed within the year.</p> <p>Marketing was undertaken as outlined in Marketing Plan.</p>	<p>A new contract for graffiti removal services will be called during the year as the previous contract expires.</p> <p>Continue the City's close relationship with the WA Police and State agencies in relation to the prompt and effective removal of graffiti from non-City controlled assets.</p> <p>Implement the proposed website amendments once approved and monitor their effectiveness.</p> <p>Publish periodic advertisements as described in the Marketing Plan.</p>

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Ranger Services	Not measured	79.6	79.3	77.8	78.3	85	82	High levels of satisfaction – slight drop in rating from previous year.	Continued promotion of responsible dog ownership to residents Conduct a “dog day” event in the City with suppliers and service providers having stalls Review and simplify the Ranger website pages Review new Ranger uniforms and livery.	The City continued to provide information to residents about responsible dog ownership. A “door knock” program was undertaken during the late summer to visit properties including those where previous registrations were not renewed. There has been some initial planning for a “dog day” which may be held in late spring. Proposed amendments to the web pages have been finalised and await formal approval.	A project plan to ensure the smooth implementation of the Cat Act 2012 has been prepared. Actions from the plan will be undertaken during the year. The annual Dog Door Knock program will be undertaken during the year to assist with the City's continuing efforts to promote responsible dog ownership.. Publish periodic advertisements as described in the Marketing Plan associated with the Business Unit Business Undertake bush fire mitigation activities as required.	Elements of the Cat Act Implementation Plan were undertaken as scheduled. The plan will be completed during October 2013. The dog door knock program was completed as scheduled. Marketing was undertaken as outlined in the Marketing Plan. Requirements under the Bush Fires Act were undertaken as required during the year.	Complete the Implementation Plan for the Cat Act 2011. Review options for a “Dog Day Out” event. Publish periodic advertisements as described in the Marketing Plan. Undertake bush fire mitigation activities as required.
Weekly Rubbish Collection	98	96.3	97.2	97	98.5	97.4	97.4	High levels of satisfaction.	Develop Business case to offer the option of 120 litre and 140 litre rubbish bins when current is due for replacement.	This project is subject to the MRC bin survey to be completed in the summer of 2012/13.	From the results of the MRC bin survey the City will develop a bin format strategy for consideration by Council in 2013/14.	MRC did not proceed with the bin survey.	Develop a draft overarching Waste Strategy to guide decision making and the direction of future waste services.
Fortnightly Recycling	95.0	91.1	92.6	92	89.9	91.4	91.8	High levels of satisfaction.	Introduce glass cleaning process into the Wangara MRF to reduce the current volume of recyclable residue to landfill.	Glass cleaning has been successfully installed and the glass is now being diverted from the Tamala Park Landfill	Project is complete	Trials of mattress and metal recycling were instigated in 2012/13.	Complete trials and use information gained in conjunction with the Waste Strategy to improve waste and recycling service design.
Parks and POS	Not Measured	91.9	91.5	91.7	90.8	93	93.2	High levels of satisfaction.	Continue the implementation of parks annual maintenance programs. Implement the restructure of parks crews, and review the trial of the Natural Areas restructure. Continue with ground water consumption monitoring in order to ensure levels are maintained within allocation. Develop the City Water Plan. Undertaken a service level review of Irrigation Maintenance. Implement Kingsley Park hydro-zoning project.	Annual parks maintenance programs were completed Ground water consumption levels were maintained within allocation. Service level review of irrigation maintenance has commenced but not yet completed. Kingsley Park hydro-zoning project will be completed between sporting seasons in October 2012	Revise service levels in all parks areas to maximise outputs ensuring parks infrastructure is maintained at optimum levels Ensure the administrative advantages of combining natural areas and landscape construction into Operation Services Business Unit reflects in capital works delivery and meeting natural areas service levels	New maintenance service levels were developed for the CBD. Operational budgets in the parks and natural areas were fully expended due to the completion of works programs. Capital Works Program was completed within budget with only minimal carry forwards.	Develop zero based operational budget and implement to ensure maintenance programs are adequately scoped and funded. Continue to ensure best practice in design and implementation of the Capital Works Program.
Street Appearance	82.1	84.2	84.1	83.5	83.4	88	91.1	High levels of satisfaction. Increase from previous year.	Continue the implementation of the annual streetscape maintenance programs. Review of services and service levels to continue including drainage. Review the Street Verge Guidelines. Undertake the road resurfacing program.	Annual maintenance programs were completed inclusive of street tree planting and road resurfacing.	Continue the implementation of the annual streetscape maintenance programs. Review drainage service levels. Review street sweeping service levels Ensure street tree planting orders are placed 6 months	Annual maintenance programs were completed inclusive of street tree planting and road resurfacing. Drainage service levels were reviewed and draft documentation completed. Street sweeping service levels were reviewed. Design and budget approval for the arterial road entry statement project.	Revise street tree service levels which currently drive customer service requests. Implement drainage service level agreement subject to budget approval. Construct arterial road entry statements on Marmion Avenue.

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									Implement the annual street tree planting program.		prior to the planting season	finalised.	Construct Shenton Avenue Iconic Arterial Road Streetscape Project. Complete Burns Beach Road Iconic Arterial Road Streetscape Project.
Building	61.6	54.8	89.7%	87%	94.7	84	79	High level of satisfaction however decrease from previous year.	Establishment of two Business Units – Planning Services and Compliance and Regulatory Services. Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed. Continue to review and update correspondence, forms and information sheets for Building, Heath and Compliance teams. Introduce standard Q&A sheets for administration to aid with quick responses to enquiries. Continue the fast tracking of building licence applications for minor works to improve turnaround times. Continue with dedicated administrative support to assist building surveyors with improving turnaround times	The establishment of two Business Units – Planning Services and Compliance and Regulatory Services was finalised. The customer satisfaction survey was undertaken monthly to track progress. As a result adjustments to process and procedures were made as needed. A complete review and update was undertaken of all correspondence, forms and information sheets for the new Compliance sub-unit and Building following the introduction of the new building act. Environmental Heath correspondence was also reviewed. Standard Q&A sheets for administration staff was created and are now being used to aid with quick responses to enquiries. The fast tracking of building licence applications for minor works to improve turnaround times continues. There is dedicated administrative support to assist building surveyors with improving turnaround times.	Continue to review, improve and update correspondence, forms and information sheets for Building, Heath and Compliance teams. Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed. Update and improve upon the standard Q&A sheets for administration to aid with quick responses to enquiries. Continue with the fast tracking of building licence applications for minor works to improve turnaround times. Continue with dedicated administrative support to assist building surveyors with improving turnaround times	All correspondence was reviewed and updated. This included correspondence, forms and information sheets for Building, Heath and Compliance teams to match the requirements of the new Building Act. The monthly customer satisfaction survey undertaken by Compliance and Regulatory Services indicated high levels of customer dissatisfaction with the constant changes to process due to the changes to the Building Act 2012. Updated all standard Q&A sheets for administration team to facilitate prompt and accurate responses to enquiries. Continued with the fast tracking of minor building licence applications. This now includes certified applications. Continued with dedicated administrative support to assist building surveyors.	Continue to review and update correspondence, forms and information sheets for Building, Health and Compliance teams. Maintain the monthly customer satisfaction survey (with changes to the questions) to track progress and make adjustments to process and procedures as needed. Continue the fast tracking of building licence applications for minor works and certified applications to improve turnaround times. Continue with dedicated administrative support to assist building surveyors.
Planning	61.6	54.8	80%	85.1%	95.2	84	72	Moderate level of satisfaction. Decrease from previous year.	Establishment of two Business Units – Planning Services and Compliance and Regulatory Services. Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed. Continue to review and update correspondence, forms and information sheets for Planning and Urban Development teams.	The establishment of two Business Units – Planning Services and Compliance and Regulatory Services was finalised. The customer satisfaction survey was undertaken monthly to track progress. As a result adjustments to process and procedures were made as needed. Review and update of correspondence, forms	Maintain the customer satisfaction survey monthly to track progress and make adjustments to process and procedures as needed. Continue to review, improve and update correspondence, forms and information sheets for Planning and Urban Development teams.	Due to staffing issues, the monthly customer satisfaction survey was only undertaken for six months of 2012/13. Adjustments to process and procedures were made as needed. Review of and improvements to correspondence, forms, and information sheets continued, including regular updates of the website information.	Undertake investigation into the implementation of 'People Pulse' online survey software to replace the current manual customer satisfaction survey. Continue to review, improve and update correspondence, forms, information sheets and website information for Planning Services.

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									<p>Introduce standard Q&A sheets for administration to aid with quick responses to enquiries.</p> <p>Continue with the investigation of introducing an online application and tracking system for Planning Services business unit.</p>	<p>and information sheets for Planning and Urban Development teams continued</p> <p>Planning Approvals Admin Officer collating and progressing the introduction of Q&A info sheets</p> <p>Investigation of introducing online applications was put on hold awaiting outcome of building licence tracking system</p>	<p>Continue with dedicated administrative officer to assist Planning and Urban Development teams with improving turnaround times and finalising Q&A info sheets to aid with quick response to enquiries</p> <p>Continue with the investigation of introducing an online application and tracking system for Planning</p>	<p>As the Planning Approvals Administration Officer position was vacant for a substantial period, progress against this action was limited.</p> <p>A number of online application tracking systems were investigated, however further research into the most suitable system is required.</p>	<p>Develop the skills of the Planning Services administrative officers to provide an appropriate first point of telephone contact by finalising Q&A info sheets to assist with responses to enquiries.</p> <p>Continue with the investigation of introducing an online application and tracking system for Planning Services.</p>
Local Traffic	77.3	72.9	77.4	79.5	73.5	81.8	83	High level of satisfaction.	<p>Implement Road Safety Action Plan actions.</p> <p>Introduce 40km/hour speed zone trial in Oceanside Promenade, Mullaloo.</p> <p>Complete Traffic Management and Blackspot projects as part of 2011/2012 Capital Works Program.</p>	<p>Road safety Action Plan actions were completed.</p> <p>Trial not yet instigated as further works required by Main Roads WA.</p> <p>Projects completed.</p>	<p>Implement Road Safety Action Plan actions.</p> <p>Complete site works and undertake traffic counts for Oceanside Promenade.</p> <p>Complete Traffic Management and Blackspot projects as part of 2011/2012 Capital Works Program.</p>	<p>Road Safety Action Plan projects were completed.</p> <p>Site works and traffic counts for Oceanside Promenade were completed.</p> <p>Projects completed.</p>	<p>Scope out the requirements and content of an Integrated Transport Plan and recalibrate the Joondalup CBD traffic model.</p>
Parking	72.4	69.4	58.2	54.4	City Centre 45.4 Schools and Train Stations 43.2 Resident 76.8	City Centre 55 Schools and Train Stations 42.7 Resident 83.9	City Centre 55 Schools 61.6 Train Stations 44.9 Resident 86.1	<p>Same result as previous year.</p> <p>Moderate level of satisfaction – this year parking near schools and train stations separated.</p> <p>Low level of satisfaction.</p> <p>High level of satisfaction. Increase on previous year.</p>	<p>All Continue to support and deliver staff with appropriate conflict resolution and customer service skills.</p> <p>City Centre Review the available on-line content of the parking pages for ease of use.</p> <p>Introduce “interactive maps” that show parking availability in City locations</p> <p>Review and recommend improvements to City Centre directional signage for off street parking. This includes utilising the recognised standard of blue P on a white background and providing information on signage as to direction and proximity of other parking locations to assist when the current location is fully utilised.</p> <p>Develop community interactive strategies and techniques (festivals, events, flyers, give-aways etc)</p>	<p>Proposed amendments to the web pages have been finalised and await formal approval.</p> <p>The “interactive maps” proposal is still being developed.</p> <p>New City Centre directional signage was not developed during the period as other City Centre revitalisation activities are already underway and it would not be appropriate to anticipate that outcome.</p> <p>Parking Services provided information to residents and visitors during the Joondalup Festival.</p> <p>The School Parking patrol regime undertaken by Rangers was amended to improve the coverage given to schools to support safe driver behaviour.</p>	<p>City Centre Review and recommend improvements to City Centre directional signage for off street parking.</p> <p>Continue to market the Parking Services that are provided by the City through media opportunities, festivals and events.</p> <p>Recommend parking scheme amendments and implement them once approved.</p> <p>Parking near Schools and Train stations Continue to liaise with the PTA on train station parking and develop a strategy for the expiry in 2012 of the existing agreement for commuter parking adjacent to Joondalup train stations.</p>	<p>City Centre A review of City Centre Street signage was undertaken. Further work will be undertaken in relation to the proposed Multi Storey Car Park.</p> <p>Marketing was undertaken as outlined in the Business Unit Plan and Parking Services was represented at the Joondalup Festival.</p> <p>25 Minor Scheme Amendments were approved and completed during the year.</p> <p>Parking near Schools and Train stations Commuter parking adjacent to Joondalup Train Station is now available as paid parking, and is very well used.</p> <p>The City continued to liaise with schools prior to each term on responsible parking practices and</p>	<p>City Centre Continue to market the Parking Services that are provided by the City through media opportunities, festivals and events.</p> <p>Carry out periodic marketing as described in the Marketing Plan associated with the Business Unit.</p> <p>Recommend parking scheme amendments and implement them once approved.</p> <p>Parking near Train stations Continue to liaise with the PTA on train station parking.</p> <p>Parking near Schools Continue to liaise with schools and deliver the School Parking</p>

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									Schools and Train Stations Review the existing school monthly parking patrol program and liaise with School Liaison Officer on service delivery. Continue to review and recommend minor parking scheme amendments for the Chief Executive Officer where appropriate. Continue to liaise with the PTA on train station parking and develop a strategy for the expiry in 2012 of the existing agreement for commuter parking adjacent to Joondalup train stations. Residential Continue to review and recommend minor parking scheme amendments where appropriate. Continue to provide enforcement activities in permitted and prohibited areas of residential suburbs.	Information was issued to all schools at the start of Semester 1 to assist them with parking management A number of Parking Scheme amendments were introduced within the City on safety grounds. The City met with senior officers of the Public Transport Authority in relation to planned changes to parking provided at train stations Parking enforcement activity continued in suburban areas particularly in relation to resident complains, Abalone Season parking and train station parking..	Continue to liaise with schools and deliver the School Parking program to encourage better parking practice amongst parents Carry out periodic marketing as described in the Marketing Plan associated with the Business Unit Business Parking Residential Areas Continue to provide parking enforcement activity to enhance community safety and amenity. Recommend parking scheme amendments and implement them once approved.	also provided advice and patrols to schools. Marketing was undertaken as outlined in the Business Unit Plan. Parking Residential Areas Both routine and targeted enforcement was undertaken.	Program to encourage better parking practices amongst parents.
Community Consultation - The extent to which the City consults the community about local issues	Not measured	Not measured	69.7	74.8	67.4	71.3	73..9	Increase from previous year. .	Training program established to ensure the City's expectations and processes for community consultation and engagement are understood and adhered to. Finalise: <ul style="list-style-type: none"> Requirements for trial of 'active citizenship' (CJ174-10/10 refers). Social media policy/strategy. Youth website. 		Continue to promote City's approach to community consultation.	Program continued to promote community consultation protocols throughout the organisation. The City's Social Media Strategy was launched, which included using new platforms in Facebook, Twitter and YouTube to better inform, engage and interact with the local community.	Review Community Consultation and Engagement Protocol. Develop work program for 2013/14 for the Strategic Community Reference Group. Progress the Community Stakeholder Group as a means of consulting with the community. Review Community Consultation and Engagement Protocol to ensure it remains in line with best practice approaches to community engagement.

Attachment 1 Customer Satisfaction Monitor 2012/13 Improvement Actions

Service	06/07	07/08	08/09	09/10	10/11	11/12	12/13	Comments on 2012/13 Survey	Proposed improvement actions for 2011/12 as a result of the 2010/11 Survey	2011/2012 Actions Achieved	Proposed improvement actions for 2012/13 as a result of the 2011/12 Survey	2012/2013 Actions Achieved	Proposed improvement actions for 2013/14 as a result of the 2012/13 Survey
									Consultation and Engagement Policy.	outlined in Annual Plan Quarterly Progress Reports.			
Community Information - The extent to which the City informs the community about local issues	Not measured	Not measured	72.0	78.3	72.9	76	77.5	Increase from previous year.	<p>Finalise:</p> <ul style="list-style-type: none"> Social media policy/strategy. Youth website. <p>Website enhancements to be examined:</p> <ul style="list-style-type: none"> Ability for stakeholders to select targeted newsletters and information. Mobile-friendly technologies. Online business capabilities. <p>Impementation of protocols and agreed actions in the Friends Group Manual aimed at enhancing the relationship between Friends Groups and the City.</p> <p>Continued emphasis on relationships with JLP, Business Community, and Environmental Groups.</p> <p>Continue implementation of Customer Service Strategy through Project Teams.</p> <p>Review:</p> <ul style="list-style-type: none"> Communications based on research results. Corporate branding guidelines. Requirements for a specialist publication for events. <p>Develop an action plan for regional/State/National opportunities to market the City.</p>	<p>Social Media Strategy researched, developed and presented to ELT. The Strategy will now be presented to Elected Members at an upcoming Strategy Session.</p> <p>The youth website, Y-Lounge went live on 21 May 2012.</p> <p>These website projects have been delayed due to the significant workload of IT.</p> <p>Several Business Units have improved their capabilities online, including the secure pay section of the website and the successful launch of Y-Lounge.</p> <p>Customer Service Taskforce not completed. However, the following strategies were achieved: Complaint Management review to ensure processes meet Australian standards;</p> <p>Fact Sheet reviews; Customer Service training program; All customer service procedures reviewed and updated.</p> <p>Budgeted funds were reserved for advertising and editorials in State and National publications promoting Joondalup outside its region.</p>	<p>If resourced properly, the City will launch its Social Media Strategy allowing the City to use new mediums to communicate and engage with its residents.</p> <p>Assistance and advice will be provided to keep The Y-Lounge website relevant and informative for the youth population.</p> <p>Project plans are being developed to ensure Marketing and IT progress specific website enhancement including Events Booking feature and HR improvements in a timely manner.</p> <p>Undertake regional marketing campaigns and promotion of Joondalup in State and National publications.</p>	<p>A dedicated Marketing and Communications Business Unit was established mid way through 2012/13 to enhance and improve the City's strategic focus on marketing and communications.</p> <p>Y-Lounge is updated on a weekly basis and the Y-Lounge e-newsletter is distributed monthly. There were over 5,500 visits to Y-Lounge during 2012/13.</p> <p>The City's Social Media Strategy was launched which included new platforms in Facebook, Twitter and YouTube to better inform, engage and interact with the local community.</p> <p>There was a significant increase in advertising and editorial coverage in statewide media including lift-outs and features promoting local issues.</p> <p>Research was undertaken on how residents used the City's website to better understand the online needs of the local community.</p> <p>Continued to provide consolidated key City information to residents and visitors through the media, advertising, various newsletters and the Explore Joondalup publication.</p>	<p>The City is undertaking market research into the City's communication mediums, various platforms and branding awareness to gauge effectiveness and the community's preferred methods of receiving communication.</p> <p>There will be a continued focus on using social media platforms to inform, engage and interact with greater audiences in the local community.</p> <p>Review the City's website and undertake mobile development to ensure it remains informative and engaging using the latest trends and technologies available.</p> <p>Investigate options for promoting the City both regionally, nationally and internationally to assist with economic development initiatives like Destination Marketing and tourism.</p> <p>Continue to provide consolidated key City information to residents and visitors through the media, advertising, various newsletters and the Live and Explore Joondalup publications.</p>
Understands community needs	Not measured	Not measured	73.5	72.6	68.8	74.5	82.2	High levels of satisfaction. Significant increase from previous year.	<p>Continue implementation of Customer Service Strategy through Project Teams.</p> <p>Review Working Groups following 2011 election.</p> <p>Conduct Strategic Planning Forum in 2011.</p>	<p>Customer Service Taskforce not completed. However, the following strategies were achieved:</p> <p>Complaint Management review to ensure processes meet Australian standards;</p> <p>Fact Sheet reviews; Customer Service training</p>	<p>The following customer service projects will be undertaken:</p> <p>Educate staff on any changes to customer complaint management.</p> <p>Review customer service charter.</p>	<p>Major progress achieved toward the development of comprehensive complaints management processes.</p> <p>Review commenced of Customer Service Charter– will be completed in1st Quarter of 2013/14.</p>	<p>Implement Complaint Management Protocols, associated procedures and guides and process mapping.</p> <p>Complete review and update the City's Customer Service Charter.</p>

Attachment 1 Customer Satisfaction Monitor 2012/13 Improvement Actions

Service	06/07	07/08	08/09	09/10	10/11	11/12	12/13	Comments on 2012/13 Survey	Proposed improvement actions for 2011/12 as a result of the 2010/11 Survey	2011/2012 Actions Achieved	Proposed improvement actions for 2012/13 as a result of the 2011/12 Survey	2012/2013 Actions Achieved	Proposed improvement actions for 2013/14 as a result of the 2012/13 Survey
									<p>Review Community Forums for 2012.</p> <p>Community input to be sought in the development of the City's Strategic Plan and informing plans.</p>	<p>program;</p> <p>All customer service procedures reviewed and updated.</p>	<p>Review Employee Excellence Awards.</p> <p>Review Voicemail and telephone protocol and Telephone etiquette guidelines.</p>	<p>Review commenced of Employee Excellence Awards – will be completed in the 1st quarter of 2013/14.</p> <p>New telephone system implemented replacing old PABX system with new VOIP technology. Implementation of the Telephone and Voicemail Protocol to occur in the 1st quarter of 2013/14.</p> <p>Strategic Community Reference Group introduced as a mechanism for community consultation.</p>	<p>Implement revised Employee Excellence Awards Program.</p> <p>Implement Telephone and Voicemail Protocols and introduce new telephone features providing a greater degree of reliability and flexibility including integration of telephone system with email system.</p> <p>Develop 2013/14 Work Program for the Strategic Community Reference Group.</p> <p>Utilise the Community Engagement Network for community consultation and engagement in 2013/14.</p>