

CUSTOMER SATISFACTION MONITOR 2015-16 IMPROVEMENT ACTIONS

ATTACHMENT 1

Service	10/11	11/12	12/13	13/14	14/15	15/16	Comments on 2015/16 Survey	Improvement actions achieved in 2015/16 as a result of the 2014/15 Survey	Proposed Improvement Actions for 2016/17 as a result of the 2015/16 Survey
Overall Satisfaction	84.1	82.6	89.1	87.8	89	85.8	Overall satisfaction levels remain high.	The City undertook reviews of activities in order to identify areas to reduce costs by eliminating and identifying waste and improving efficiency and effectiveness throughout the City's operations – report provided to the Audit Committee.	Continuation of the Service Review Program to identify improvements to service delivery as well as cost efficiencies.
Satisfaction with services provided	92	89.2	94.1	92.7	92.4%	88.8%	High levels of satisfaction with City services. Slight decrease from last year.	The City undertook reviews of activities in order to identify areas to reduce costs by eliminating and identifying waste and improving efficiency and effectiveness throughout the City's operations – report provided to the Audit Committee.	Continuation of the Service Review Program to identify improvements to service delivery as well as cost efficiencies.
Value for Money from Rates	66	63.4	72.7	70.7%	72%	63.7	Significant decline from last year.	The City continued to look for opportunities to improve service delivery in order to improve value for money from rates satisfaction results including through the undertaking of cost efficiency reviews of services.	Continuation of the Service Review Program.
Libraries	95.1	97.2	95.6	95.6%	93.9%	95.2	Continuing high levels of satisfaction	Improved services and facilities during 2015/16 included: <ul style="list-style-type: none">All Library branches self serve facilities upgraded with latest 3M software.Introduction of new programs that responded to changing community needs (such as Lego clubs)Targeted marketing & awareness campaign to raise profile of Library called "I didn't know my library did that!"	Continued provision of a range of lifelong learning and community education programs. Implementation of maintenance and capital improvements consistent with Capital Works Program. New circulation desk and accessible toilets at Duncraig Library Continuous improvements to programming to meet changing community needs and expectations. Proposed project to develop a Strategic Library Vision and Framework to ensure the provision of coordinated, timely and relevant library services and facilities into the future.
Festivals, Events and Cultural Activities	93.1	89.8	90.5	88.9%	89.3%	86.6	Continuing high level of satisfaction.	Continued provision of the City's cultural program including the Joondalup Festival, Joondalup Eisteddfod, Little Feet Festival, and Music in the Park, Community Art Invitation Award, and Sunday Serenades etc. Delivery of the Mural Arts Program and the Inside-Outside Billboard Art Project. Completion of an international artist residency. Introduction of Culture Counts value metrics for analysing all events. Significant progress on, and planning for, the Kaleidoscope Project – Significant Lighting Event to be held in the City in 2016-17	Continued provision of the City's cultural program and analysis of metrics provided by Culture Counts to build up a pattern of response and initiate improvements to events. Formulation of a Policy for Public Art. The City will deliver the Kaleidoscope event in 2016-17 to provide a futuristic community event for the local community. Review Communication Plans for festivals and events.
Sport and Recreation	95.6	94.2	94.5	92.2%	95%	91.9	Continuing high level of satisfaction.	The City undertook reviews of its Club in-focus program as well continued with ongoing reviews of the seasonal, annual and casual booking processes. Changes were implemented to the program to better service sporting clubs as their needs change. The City is continuing to review the booking process with a view to going online shortly.	Review Clubs in-focus program and service provision as well as the staffing level and structure of the Recreation Services sub unit. Review processes for bookings system with a view of working with IT and Strategic and Organisational Development on a new bookings management software system.

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Mobile Security Patrols	66.7	71.1	71.0	69.3%	69.2%	N/A	Not measured this year due to the new in-house Ranger and Community Patrol Service.	A new combined Ranger and Community Patrol Service operating 24 hours a day, seven days was implemented replacing the current City Watch Service. The new service has an increased focus on enforcement and suburban parking.	This service is now fully embedded into the City Ranger Service.
Graffiti Removal	92.1	89.8	92.5	90.0%	94.4%	90.9	Continuing high levels of satisfaction.	Implemented full integration between the City and the WA Police Goodbye Graffiti website. Continued cooperation with the WA Police and State agencies in relation to the removal of graffiti from non-City controlled assets.	Continued use of designing out crime principles in the development of new, and refurbishment of existing, community facilities. Continued cooperation with the WA Police and State agencies in relation to the removal of graffiti from non-City controlled assets.
Ranger Services	78.3	85	82	82.0%	83%	80.9	High level of satisfaction – similar to the previous year.	Daily and targeted patrols for City Centre and Suburban Parking. Incorporated the mobile patrol service previously operated under contract, with the City Rangers Service, providing a 24 hour response to residents and other stakeholders on matters related to neighbourhood amenity, anti social behaviour, animal controls and bush fire management	Continuation of animal control activities and prompt response times. Daily and targeted patrols for City Centre and Suburban Parking. Minor amendments to the provision of beach patrols within the Beach Management Plan to provide greater coverage of vulnerable locations
Weekly Rubbish Collection	98.5	97.4	97.4	97.0%	95.2%	95.7	Continuing high level of satisfaction.	Options for bulkwaste service reviewed. New Waste Management Plan finalised.	Implementation of new bulk rubbish service. Implementation of Waste Management Plan.
Fortnightly Recycling	89.9	91.4	91.8	89.8%	90.6%	88.6	Continuing high level of satisfaction.	The City participated in the Garage Sale Trail (a national initiative to reduce landfill and connect people within communities). New Waste Management Plan finalised.	Continued participation in the Garage Sale Trail. Implementation of Waste Management Plan.
Parks and POS	90.8	93	93.2	92.4%	94.9%	91.9	High level of satisfaction – similar to the previous year.	Implementation of the Parks Development Program (Capital Works Program) including the Urban Tree Planting Program which saw a number of trees planted in residential areas, open spaces, parks, verges and medians to increase biodiversity and to reduce the heat island effect in built up areas Implementation of the Foreshore and Natural Area Management Program (Capital Works Program). Development and Implementation of Natural Area Management Plans Ongoing implementation of the Yellagonga Integrated Management Plan 2015 – 2019.	Continued implementation of the Parks Development Program (Capital Works Program) including implementation of the Leafy City Program. Continued implementation of the Foreshore and Natural Area Management Program (Capital Works Program). Continued development of Natural Areas Management Plans. Continue implementation of the Yellagonga Integrated Management Plan 2015 – 2019.
Street Appearance	83.4	88	91.1	88.3%	91.2%	88.1	High level of satisfaction – similar to the previous year.	Implementation of the Streetscape Enhancement Program.	Continued implementation of Streetscape Enhancement Program.
Building	94.7	84	79	90.5%	85.7%	76.6	Significant decrease from previous year.	Maintain the monthly customer satisfaction survey 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.	Meet with Research Solutions to discuss the validity of the questions used for the external survey and how they compare to the monthly survey undertaken by the building approvals team. Identifying potential improvements to the building permit application process in particular the fast tracking of certified applications. Implement improvements where needed following a review of all the

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								Implementation of Online Building Application System.	services provided by the building approvals team. Implement changes and or improvements based on the comments provided by the survey participants.
Planning	95.2	84	72	91.3%	70.1%	71.5	Similar satisfaction levels with previous year.	Maintain the monthly customer satisfaction survey to track progress and make adjustments to process and procedures as needed.	Revise the Development Application timeframes and process to more closely align with statutory timeframes and process. Review the monthly customer service survey undertaken in-house and the annual survey conducted by Research Solutions to ensure alignment and the most accurate and up-to-date capture of customer satisfaction. Improve the integration of the Planning and Building process to simplify the process for customers and update the Planning and Building pages on the City's Website in accordance with any changes.
Management and Control of Traffic on Local Roads	73.5	81.8	83	78.5	82%	81.6	High level of satisfaction – similar to previous year.	The City completed a number of traffic management projects which included the installation of median trees, pedestrian islands, crossings and traffic calming treatments at various locations. Liaison with numerous schools regarding traffic management concerns and responding to enquiries by members of the community.	Continued delivery of the City's Local Traffic Management Program.
Parking	City Centre 45 Schools and Train Stations 43.2 Residential 76.8%	City Centre 55 Schools and Train Stations 42.7 Residential 83.9%	City Centre 55 Schools 61.6% Train Stations 44.9 Residential 86.1%	City Centre 54.3 Schools 55.4 Train Stations 38.7 Residential 81.8	City Centre 62.5% Schools 58.1 Train Stations 49.7 Residential 82.2	City Centre 56.3 Schools 60.2 Train Stations 51.5 Residential 84.1	Moderate level of satisfaction. Significant decrease from previous year. Moderate level of satisfaction – slight increase from previous year. Moderate level of satisfaction – slight increase from previous year. Continuing high level of satisfaction. Slight increase from previous year.	City Centre Continue to market the Parking Services that are provided by the City through media opportunities, festivals and events. Multi-Storey Car Park in the City Centre – Project delivered in 2015-16. Parking near Schools Continue to liaise with schools and deliver the School Parking Program to encourage better parking practices amongst parents. Parking near Train stations Continue to liaise with the PTA on train station parking.	City Centre Continue to market the Parking Services that are provided by the City through media opportunities, festivals and events. Parking near Schools Continue to liaise with schools and deliver the School Parking Program to encourage better parking practices amongst parents. Parking near Train stations Continue to liaise with the PTA on train station parking. Provide weekday patrols of local parking to protect local amenity
Community Consultation - The extent to which the City consults the community about local issues	67.4	71.3	73.9	63.4%	70.4%	58.2	Significant decrease from previous year.	Enhancements made to Community Consultation and Engagement Protocol following findings from the review of the Community Consultation and Engagement Protocol. Training delivered to key staff on community consultation and engagement by IAPP (International Association for Public Participation). Continued utilisation of the Community Engagement Network in community consultation	Further review of the City's Community Consultation and Engagement approach. Continued training of key staff on community consultation and engagement by IAPP. Continued use of the Community Engagement Network in community consultation activities. Continue to conduct meetings of the Strategic Community Reference Group with membership consisting of community

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								<p>activities.</p> <p>Meetings of the Strategic Community Reference Group conducted with membership consisting of community members, elected members as well as 'experts' from various disciplines.</p>	<p>members, elected members as well as 'experts' from various disciplines.</p> <p>Testing of community tolerance to changes in community consultation activities in the SIMALTO survey.</p> <p>Conduct further research into community consultation preferences via Focus Groups.</p>
Community Information - The extent to which the City informs the community about local issues	72.9	76	77.5	70.7%	74.9%	64.2	Significant decrease from previous year.	<p>Continued focus on using social media platforms to inform, engage and interact with greater audiences in the local community.</p> <p>New mobile website launched to provide on-the-go information for visitors and residents.</p> <p>Continued provision of key City information to residents and visitors through the media, advertising, various newsletters and the Live and Explore Joondalup publications.</p> <p>Introduction of a works update into the City's quarterly newsletter, City News to inform residents of current works around the City.</p> <p>Trial direct mail campaigns were undertaken for the Joondalup Festival Program and the Bulk Waste Collection changes to ensure targeted City residents received information.</p> <p>Continued strong relationship with the local community newspapers to ensure coverage of City news in the Joondalup Times and Weekender.</p> <p>Communication Campaigns developed and delivered to major projects and events to ensure a strategic approach to marketing and communications.</p>	<p>Review of mechanisms for providing information to the community.</p> <p>Continued provision of key City information to residents, stakeholders and visitors through the media (all mediums), PR, website, social media, advertising, various newsletters and E-newsletters and the annual Live and Explore Joondalup publications.</p> <p>Continue to build the City's social media following to ensure more residents have direct access to City news and information as it becomes available.</p> <p>The City's website redevelopment will commence following a comprehensive external review with a new website expected to deliver improved online services and experiences for customers. Project expected to be completed in 2017-18.</p> <p>Continue to improve opportunities for user engagement and promotion of the City on social media by implementing recommendations provided by an external review of its social media platforms.</p> <p>Maintain the mobile website and continue to promote opportunities for improved and targeted information and engagement for customers on this new mobile optimised platform.</p> <p>Review the City's eNewsletter system and upgrade to create a customised newsletter for City residents to subscribe to and receive targeted information in one newsletter.</p> <p>Continue to develop integrated communication campaigns for City services and major projects to ensure that any changes, services or new services are communicated thoroughly via a number of communication mediums.</p> <p>Commence Communications Research to determine changes and trends in residents communication preferences.</p>
Understands community needs	68.8	74.5	82.2	78.2%	81%	77	Decrease from previous year.	<p>Online survey utilised to research community needs – Community Safety, Community Wellbeing surveys analysed in 2015-16.</p> <p>Meetings of the Strategic Community Reference Group conducted with membership consisting of community members, elected members as well as 'experts' from various disciplines.</p> <p>The Strategic Community Reference Group met during the year, twice to consider the Waste Management Plan, Volunteer Approaches, and the major review of the Strategic Community Plan.</p>	<p>Continue to utilise 'online surveys' to research community needs.</p> <p>Development of Work Plan for the Strategic Community Reference Group for 2016/17.</p> <p>Continue to utilise the Community Engagement Network for community consultation and engagement in 2016-17.</p>

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								Community Engagement Network utilised for community consultation and engagement in 2015-16.	

Benchmarking Data			
Local Government	City as a Place to live	City Governance	Value for money from rates
City of South Perth 2014	97%	88%	73%
City of Melville 2016	97%	90%	78%
City of Joondalup 2016	96%	89%	64%
City of Nedlands 2014	96%	83%	76%
Town of Claremont 2014	94%	81%	72%
City of Cockburn 2015	93%	88%	75%
City of Subiaco 2015	93%	79%	77%
City of Belmont 2014	92%	88%	79%
City of Canning 2015	93%	80%	77%
City of Wanneroo 2014	90%	81%	-
City of Armadale 2014	88%	83%	-
City of Fremantle 2015	86%	74%	64%
City of Bayswater 2016	87%	64%	46%
City of Kwinana 2014	87%	83%	62%
City of Kalgoorlie Boulder 2015	80%	67%	54%