

ATTACHMENT 1 – TOP LINE RESULTS FROM CUSTOMER SATISFACTION SURVEY 2008/09 INCLUDING ACTIONS AND IMPROVEMENTS FOR 2009/10

TOP LINE RESULTS					
Service	Satisfaction Rating 2007	Satisfaction Rating 2008	Satisfaction Rating 2009	Comments	Planned or proposed improvement actions for 2009/10
Overall Satisfaction	86.1	81.9	83.1		
Value for Money from Rates	67.3	67.5	62.3		
Libraries	95.5	93.7	93.5	High level of satisfaction being maintained.	Introduction of Radio Frequency Identification / Self Serve into Joondalup Library; enhanced email services in all four City libraries; introduction of Supplier Assisted Services to improve quantity and timeliness of local book stock availability; Memorandum of Understanding with the City of Wanneroo to provide residents with reciprocal access to local stock.
Festivals	87.4	87.6	90.3	High level of satisfaction being maintained.	Regular review of customer feedback has been included in planning festivals. This has included attracting particular types of artists and activities, engagement of local business and schools and improved promotion of the events.
Sport and Recreation	91.5	88.5	90.2	High level of satisfaction being maintained.	A focus on improving the condition and presentation of sporting facilities; Clubs in Focus program to support the development of operations of sporting clubs. Leisure centres focus on providing high quality, value for money facilities and services.

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Mobile Security Patrols	70.6	62.3	63.5	A modest change but in the right direction considering the change in focus and the reduction in resourcing from the most recent review.	The City has entered into a short term arrangement with Wilson Security for the provision of City Watch services under the same general terms and conditions as the existing contract - whilst the current contract for services is reviewed. .
Graffiti Removal	74.6	75.4	78.4	Increase in satisfaction rating.	A new contract commenced on 1 July 2009 which will build on the work done in early 2009 following a review and improvements to operational procedures.
Ranger Services	Not measured	79.6	79.3	Maintenance of steady satisfaction levels.	Review of marketing activities. The major issue to address is “dogs in prohibited areas” particularly on the beaches.
Weekly Rubbish Collection	86.5	82.8	85.8	This area continues to attract high satisfaction ratings.	A range of waste initiatives will continue to be implemented including <ul style="list-style-type: none"> • Household hazardous waste collection days • Electronic waste collection days • Dry cell battery collection program • The domestic waste landfill diversion rate will significantly increase due to the Neerabup Resource Recovery Facility being fully operational.

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Fortnightly Recycling	95.0	91.1	92.6	<p>The service has continued to respond to feedback from residents, through the provision of a comprehensive waste collection and advice service including greens vouchers, free trailer of mulch, and assisted collections for older residents, Hazardous Waste Collection Day, E-waste Collection Day, Dry Cell Battery Program, and a community outreach program. Ongoing information to residents of waste management activities via waste calendars, website, stickers, and City events. Considerable effort focused on waste minimisation and resource recovery (with very little now going to landfill).</p>	<p>Schools Program to commence in October. in first year.</p> <p>Implement Environmental Management System (ISO 14001). The intent is to align with the Standard.</p> <p>It is proposed to enhance community awareness of recycling and waste minimisation/management through a review of the City's internet and other communication mediums.</p>

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Parks and POS	Not Measured	91.9	91.5	During 2008/09 a range of programs were undertaken aimed at improving the management of parks and public open spaces. This included a comprehensive internal review of the delivery of services which resulted in a detailed improvement plan currently being implemented. Some improvements during 2008/09 include increased resources dedicated to turf maintenance, which has resulted in increased service levels for parks maintenance.	Ongoing review and improvements to the scheduling and delivery of services to parks and public open spaces across a range of areas including maintenance of turf, landscape, irrigation, natural areas, and arboriculture.
Street Appearance	82.1	84.2	84.1	Introduction of additional street sweeping services (through in-house provision). Increased frequency of mowing to verges and medians as a result of the increased mowing resources.	Service levels and work schedules currently being developed in relation to street sweeping. Ongoing monitoring, reporting and review of mowing of verges and medians.

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				Implemented a Customer Response Unit dedicated to attending to customer requests relating to maintenance. This has resulted in an improved response rate to handling customer requests.	Ongoing monitoring, reporting and review of response times for handling customer requests.
Planning and Building	61.6	54.8	Surveyed separately: Planning Services 89.7% Building Services 80%	Significant improvement. Customers are surveyed monthly to track the following: <ul style="list-style-type: none"> • Information on process • Information on Application • Timeliness of pending information • Options for modifications • Explanation of decision • Ease of understanding forms • Ease of understanding information requested • Timeliness of returned calls and 	Planning and Development will continue to undertake customer satisfaction surveys, whilst examining: <ul style="list-style-type: none"> • A review of forms, brochures and information sheets available • On-line applications for Building, Planning and Health applications

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				correspondence • Overall satisfaction.	
Local Traffic	77.3	72.9	77.4	The majority of reports received by Infrastructure Services in relation to local traffic management relate to 'hoon related incidents' – approximately 8 out of 10 calls received relate to this. The City implements many different types of traffic intervention – however, these treatments do not address behavioural issues.	Implement a road safety plan / strategy for the City (currently in concept stage) Trial modifications to dual lane roundabout approaches to reduce traffic speeds and facilitate control / traffic movements (e.g. Additional pavement markings and rumble bars).
Parking	72.4	69.4	58.2	Anecdotal feedback suggests that the low scores may be associated with provision of parking by the Department of Transport (DoT) around train stations and the introduction of fee paying parking in the CBD.	The City will continue to work with residents and the DoT on suburban parking schemes to ensure residential amenity is preserved.

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Community Consultation - The extent to which the City consults the community about local issues	Not measured	Not measured	69.7	<p>The Council has adopted a Public Participation Policy and comprehensive Public Participation Strategy. The City employs a Community Engagement Coordinator to coordinate community consultation and examine community engagement strategies.</p> <p>Community consultation undertaken during 2008/09 included a number of local laws (including the Cats Local Law), Edgewater Quarry Master Planning, Penistone Oval Shared Use Agreement, Greenwood Underground Power, City Centre Structure Plan, Ocean Reef Marina, Seacrest Park Development et al.</p>	<p>In 2009/10 the City will be undertaking the following activities in relation to community consultation:</p> <ul style="list-style-type: none"> • Review of the Public Participation Policy and Strategy, including examination of alternative and best practice community engagement strategies. • Review and enhancement of the City's new website with regard community engagement. • Review the manner in which the City undertakes its community satisfaction monitor. • Develop and implement a Customer Service Strategy.

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				The City undertakes consultation through a number of mediums including media releases, advertisements, public notices, articles in City publications, surveys, Advisory Committees (comprising members of the community), Steering Committees (Ocean Reef Marina), and the City's website.	
Community Information - The extent to which the City informs the community about local issues	Not measured	Not measured	72.0	The City utilises a number of mediums to inform the community about local issues including, but not limited to: <ul style="list-style-type: none"> • Media releases, many of which are published/reported in the local newspaper. • City publications, circulated widely throughout the City, 	In 2009/10 the City will be undertaking the following activities in relation to community information dissemination: <ul style="list-style-type: none"> • Examination of alternative communication mediums such as social media. • Review and enhancement of the City's new website. • Review the way in which the City establishes and maintains

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				including e-newsletters. <ul style="list-style-type: none"> • Surveys to affected stakeholders. • Media advertisements of both a statutory and non-statutory nature. • Enhanced website with up-to-date issues commented on. 	relationships with key stakeholders. <ul style="list-style-type: none"> • Develop and implement a Customer Service Strategy. • Review of the City's Marketing Plan with the view to enhancing the marketing and promotion of City services. • Digital display screens to be introduced in four City libraries and Craigie Leisure Centre for provision of City information.