

ATTACHMENT 1 – TOP LINE RESULTS FROM CUSTOMER SATISFACTION SURVEY 2009/10 INCLUDING ACTIONS AND IMPROVEMENTS FOR 2010/11

Service	2006/07	2007/08	2008/09	2009/10	Comments on 2009/10 Survey	Planned or proposed improvement actions for 2009/10 as a result of 2008/09 Survey	2009/10 Action Achieved	Planned or proposed improvement actions for 2010/11.
Overall Satisfaction	86.1	81.9	83.1	82.6	Overall satisfaction rates remain high.	Continue to improve overall customer service and service delivery.	Improvements implemented.	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	Satisfaction with City services remains high.	Improvements detailed for specific services.	Improvements detailed below.	Continue to improve service delivery based on customer feedback to specific services.
Value for Money from Rates	67.3	67.5	62.3	63.4	Slight increase from previous year. Value for money from rates continues to be a priority.			Improvements to specific services should impact on satisfaction with value for money from rates. Two in three ratepayers are satisfied with value for money from rates.
Libraries	95.5	93.7	93.5	92.3	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.	Free email access at 37 points across 4 libraries. Free Wi-Fi access at Joondalup Library. Supplier Assisted Services for quicker access to high demand library resources such as best sellers. Implementation of Self Serve/RFID at Joondalup. Memorandum of Understanding signed with the City of	Self Serve/ RFID at Woodvale and Whitford Libraries. Upgrade of Public Internet Access terminals in all libraries. Increased funding from State Government should result in greater number of library materials available to the public.

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							Wanneroo.	
Festivals	87.4	87.6	90.3	88.3	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.	Customer feedback was reviewed, along with in depth market research being undertaken for the 2009 festival.	No major changes scheduled for 2010/11 event program.
Sport and Recreation	91.5	88.5	90.2	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.	This has been achieved, a number of mini makeovers have been implemented along with Federal Government funding being secured to upgrade and provide new facilities.	A relaunch of the Clubs In Focus Program is scheduled for 2010/11 to re-emphasise the importance of the Program. A new Community Sporting Facility at Seacrest Park, Clubroom Facility at Forrest Park, Community Facility at Gibson Park and extension to the Fleur Freame Pavilion at MacDonald Park will all be constructed in 2010/11 which will give the City 1 refurbished and 3 new facilities to service sporting groups, community groups and residents.

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Mobile Security Patrols	70.6	62.3	63.5	70.4	Significant increase in satisfaction ratings from previous years.	The current Contract for services is being reviewed in preparation for the end of the current 5 year contract in December 2009. A report will be presented on 1 September 2009 to gauge Elected Member opinions on the options for future provision.	The new Contract was approved by Council at its meeting on 16 February 2010. The Marketing Plan was implemented for 2009-2010 as scheduled to raise awareness of the service to the community.	Continued promotion of the service. Continued monitoring of Contract.
Graffiti Removal	74.6	75.4	78.4	82.1	Satisfaction ratings continue to increase.	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. The improved reporting and recording process and the upgraded responsiveness of the contractor all work to improving the level of service which should enhance further the community score.	City staff and the Contractor have continued to liaise on a daily basis to ensure quality control is maintained.	Continued monitoring of the Contract.
Ranger Services	Not measured	79.6	79.3	77.8	Satisfaction ratings remain high.	Ranger Services is to examine its marketing activities with the view to development of enhanced marketing strategies. An examination of the structure of Ranger	The service review was completed with the Senior Ranger focussing more on field work and the administration previously undertaken	Review the new structural arrangements at the end of 2010/11. Implementation of marketing strategy for 2010/11 including;

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						Services is proposed to make the service more responsive and to develop better mechanisms to drive improvements.	<p>being transferred to a Senior Admin Officer role. The new role was met from the existing establishment.</p> <p>Marketing strategy developed for proposed implementation in 2010/11.</p>	<ul style="list-style-type: none"> • Distribution of dog information flyers via Vets, Libraries, Customer Service/Leisure/Community Centres and Community Events, • Continued development of Rangers pages on the website, and • Promotion of responsible dog ownership via Dog Doorknock program and through local newspapers, City News and Joondalup Voice. •
Weekly Rubbish Collection	98	96.3	97.2	97	Satisfaction ratings remain consistently high.	<p>A range of new waste initiatives will continue to be implemented including:</p> <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. 	<p>All initiatives undertaken and ongoing.</p> <p>Strategic Waste Minimisation Plan developed and adopted by Council.</p>	<p>New domestic and recycling tender (joint tender)</p> <p>Enhancement of Internet site</p>

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Fortnightly Recycling	95.0	91.1	92.6	92	<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, 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, promotional events (eg Joondalup Festival, Little Feet).</p> <p>Considerable effort focused on waste minimisation and resource recovery.</p>	<p>Schools Program to commence in October – taking the recycling message to 40 classrooms 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>	<p>Trial implemented successfully.</p> <p>Implementation of Environmental Management System (ISO 14001) deferred to 2011/12</p> <p>Community awareness of recycling was carried out by 'Captain Clean-up' used at Little Feet Festival and Joondalup Festival - will also be used for 10/11.</p> <p>A trial of recycling education in schools was also conducted.</p>	<p>New strategy for recycling calendars</p> <p>Recycling education in schools – Implementing full program (from trial)</p> <p>The waste management component of the internet to be reviewed</p>
Parks and POS	Not Measured	91.9	91.5	91.7	<p>Satisfaction ratings remain high.</p>	<p>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.</p>	<p>Review and improvement of services within parks and public open space areas continued. In particular new turf mowing service levels were implemented and arboriculture services were consolidated. At</p>	<p>Implementation of annual maintenance programs will be undertaken. In addition to this there will be a continuation of the review and improvement of services including a review of natural areas service delivery approach.</p>

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						Service levels are being reviewed and developed, and systems will be introduced to monitor and review the performance across these areas.	the same time significant reductions were implemented in the City's irrigation regime	The reduced irrigation regime will also be continued.
Street Appearance	82.1	84.2	84.1	83.5	Satisfaction ratings remain high.	Service levels and work schedules currently being developed in relation to street sweeping. Ongoing monitoring, reporting and review of mowing of verges and medians. Ongoing monitoring, reporting and review of response times for handling customer requests to ensure that performance continues to be within the agreed timeframes.	Annual maintenance program was implemented. Street sweeping service levels were reviewed. New service levels for the mowing of verges and medians were implemented	Annual maintenance program to be implemented. Review of services and service levels to continue including drainage and road resurfacing. Revised street tree guidelines to be produced. Streetscape Working Group to examine: <ul style="list-style-type: none"> • Street tree marketing and promotion. • Suburban entry statements. • Pedestrian Access Ways. • Street tree strategy.
Planning and Building	61.6	54.8	Surveyed separately: Planning Services	Surveyed separately: Planning Services 85.1%	High satisfaction ratings continue. The City also undertakes a customer satisfaction survey monthly to track the	Planning and Development will continue to undertake customer satisfaction surveys, whilst examining: <ul style="list-style-type: none"> • A review of forms, 	Monthly Survey The City surveys customers who have dealt with planning and building service on a monthly basis	Continuation of the correspondence review covering all areas within Planning, Approvals and Environmental Services.

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			80% Building Services 89.7%	Building Services 87%	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 correspondence Overall satisfaction. 	<ul style="list-style-type: none"> brochures and information sheets available On-line applications for Building, Planning and Health applications 	through random selection. Review The City has been undertaking a review of all standard correspondence, forms and information sheets throughout the year to ensure communication is clear and correct. On-Line Applications The City has developed an online lodgement and payment service for building customers. This is being undertaken with a number of invited building companies and will be expanded.	Development of an improved customer service approach covering areas of provision of advice and viewing of plans. Also looking at: <ul style="list-style-type: none"> Developing and clearly communicate the service offer – thereby not creating unrealistic expectations and disappointment. Targets for turnaround times based on complexity Dedicated administrative support to the Building and Planning teams to ensure quicker responses to customers and to free specialists up to concentrate on assessments.
Local Traffic	77.3	72.9	77.4	79.5	Satisfaction rates continue to improve. High satisfaction rating for 2009/10.	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	Draft Road Safety Plan developed Safe System Project underway.	Road Safety Plan to be presented to Council in October 2010 Introduction of new Key Performance Indicator for correspondence turnaround timeframe (5 working days)

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						(e.g. Additional pavement markings and rumble bars).		<p>2 working days for Elected Member requests</p> <p>Development of 5 year Capital Works Program – identified list of projects.</p> <p>40km/hour trial currently being investigated.</p>
Parking	72.4	69.4	58.2	54.4	Lower satisfaction ratings have occurred due to the introduction of paid parking.	The City will continue to work appropriately with residents and the DoT on suburban parking schemes to ensure residential amenity is preserved.	Replacement permits were issued to the ten permit control areas of the City. The City continued to provide services to the Joondalup Health campus until February 2010 when at their request the service was suspended. Beach side parking was heavily enforced during the abalone season and through the summer to mitigate the impact on residents of spill over parking	<p>Continued monitoring and fine tuning of parking arrangements.</p> <p>Increased focus on School and Train Station parking enforcement.</p> <p>Marketing of City Centre parking through:</p> <ul style="list-style-type: none"> • Continued distribution of parking flyers via Parking Officers, Libraries, Customer Service/Leisure Centres and Community Events, • Continued development of Parking pages on the website, and • Promotion of community benefits of parking through local newspapers, City News and Joondalup Voice.

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Community Consultation - The extent to which the City consults the community about local issues	Not measured	Not measured	69.7	74.8	<p>Significant increase in satisfaction ratings.</p> <p>The City undertook a number of consultation projects in 2009/10 and the results are pleasing.</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. Develop and implement a Customer Service Strategy 	<p>Review of Public participation Policy and Strategy complete – endorsed by the Policy Committee and will progress to Council in October 2010.</p> <p>Template produced to inform the Council of each approach to community consultation.</p> <p>Web Site review completed and initiated. The review has included greater prominence on Community Consultation Projects.</p> <p>Customer Service Strategy complete.</p>	<p>Continued review of Public Participation and Consultation Projects and approaches.</p> <p>Working Groups and Community Forums Terms of Reference to be endorsed and commenced.</p> <p>Implementation of Customer Service Strategy through Project Teams.</p> <p>Further enhancements to the website to be examined including enhanced online consultation.</p>
Community Information - The extent to which the City informs the community about local issues	Not measured	Not measured	72.0	78.3	<p>This is a significant and pleasing increase in satisfaction ratings.</p> <p>The City continues to utilise a number of mediums to inform the community about local issues including, but not limited to:</p> <ul style="list-style-type: none"> Media releases, many 	<p>In 2009/10 the City will be undertaking the following activities in relation to community information dissemination:</p> <ul style="list-style-type: none"> Review of the Public Participation Policy and Strategy, 	<p>Review of Public participation Policy and Strategy complete – endorsed by the Policy Committee and will progress to Council in October 2010.</p> <p>City is currently</p>	<p>Introduction of alternative communication media where appropriate.</p> <p>Website - New media and news section, which is designed to ensure that interested local residents can easily access current and important information</p>

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					<p>of which are published/reported in the local newspaper. It is considered that the City has established an excellent relationship with the newspaper media.</p> <ul style="list-style-type: none"> • City publications, circulated widely throughout the City, including e-newsletters. • Surveys to affected stakeholders. • Media advertisements of both a statutory and non-statutory nature. • Enhanced website with up-to-date issues commented on. 	<ul style="list-style-type: none"> • Examination of alternative communication mediums such as social media. • Review and enhancement of the City's new website with regard community information. • Review the way in which the City establishes and maintains relationships with key stakeholders. • 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 	<p>research and investigating various forms of social media – to be progressed in 2010/11.</p> <p>Website redevelopment complete.</p> <p>Significant enhancements to JLP working arrangements to enhance outcomes.</p> <p>Customer Service Strategy developed.</p> <p>Review of Marketing Plan in progress - to be completed in 2010.</p> <p>Display screens operational.</p>	<p>and news about what's happening in the City and how it may affect the wider community.</p> <p>Priority to be given to formalising roles and relationships with Friends Groups and development of Protocols.</p> <p>Continued emphasis on relationships with JLP, Business Community, and Environmental Groups.</p> <p>Implementation of Customer Service Strategy – Project Teams.</p> <p>Review of corporate communications.</p> <p>Establish an awareness campaign for regional activities, such as the Special Trading Precinct changes.</p>

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						Centre for provision of City information.		
Understands community needs	Not measured	Not measured	73.5	72.6	Satisfaction ratings remain high.	Develop and implement a Customer Service Strategy.	Customer Service Strategy developed.	Implementation of Customer Service Strategy – Project Teams. Establish and conduct Working Groups. Establish and conduct Community Forums on: <ul style="list-style-type: none"> • Sustainability • Conservation • Seniors • Youth New Strategic Plans – seek community input in their development.