

# Hawke's Bay Regional Council SIL Research | Resident Survey 2021

June 2021



TE KAUNIHERA Ā-ROHE O TE MATAU-A-MĀUI

# SUMMARY

- The purpose was to learn Hawke's Bay residents' attitudes to the environment, to measure awareness and satisfaction with the Regional Council (HBRC) relative to its role, and to identify current and preferred ways to communicate with the Regional Council. This two-yearly survey also sought residents' opinions regarding the 2021-31 Long Term Plan.

- Research was gathered: 22 March to 6 May 2021 and 800 surveys were used in the final analysis.

## The main findings were:

- **Awareness of Regional Council role and environmental matters:** Identifying the Regional Council (63.9%) as Hawke's Bay's main '*environmental organisation*' was down in 2021 (from 76.5% in 2019) but on par with the 2017 results. The most cited main role of the Council was '*waterways/coast management/flood control*'.
- **Long-Term Plan:** '*Work with water users to encourage more efficient and effective water use*' (3.84 out of 5) and '*urgently remove gravel build-up from upper Tukituki River to keep the community safe from floods*' (3.73 out of 5) were rated the most important Long Term Plan proposals. '*Introduce virtual bus stops*' was least important (2.96 out of 5).
- **Regional Council services:** Most services received similar or higher satisfaction ratings in 2021.
- Water and related services continued to be of greatest importance to residents; on average 8-in-10 residents found these services important. While satisfaction with Council's performance in relation to water was lower compared to other services, 4-out-of-5 water attributes showed an improved performance. '*Make rivers and streams more swimmable*' recorded the biggest improvement in 2021 (2.94) compared to 2019 (2.61). Among water services, only perceived flood control performance decreased in 2021 – this could be influenced by Napier's major flood event in November 2020.
- In 2021, the importance of air-related services was higher compared to 2019 levels, whereas satisfaction levels remained similar.

# SUMMARY (cont.)

- The importance of land-related services decreased slightly compared to 2019. The satisfaction with 3-out-of-4 land-related attributes has increased in 2021; only 'control plant and animal pests' exhibited a slight decline.
- Among other services, the perceived importance of '*rules for water and boating safety*' has continued to decline in 2021. Only one other service showed a decline in satisfaction ratings in 2021 – '*tourism promotion*'.
- The Regional Council performance in relation to '*Tukituki catchment*', '*Ahuriri estuary*', '*Lake Tūtira*', '*Protecting the region's biodiversity*' and overseeing the performance of both local councils and farmers/growers has improved in 2021.
- **Value of services:** Consistent with their improved satisfaction, 82.1% of residents stated the value of services they receive from their Regional Council rates is '*acceptable*' to '*very good*' (73.7% in 2019).
- **Emergency management:** The threat or disaster of highest concern in Hawke's Bay residents was Earthquake (73.6%), followed by Flooding (59.1%) and Tsunami (33.6%). In 2021, more residents reported having a household emergency plan (62.1%) and a plan to get away in case of tsunami (64.5%). The most preferred communication method for emergencies was an emergency alert on mobile (74.1%).
- **Dealing with the Regional Council and communication:** Across all residents, 32.1% had contact with the Regional Council in the last 12 months, similar to 2019 (38.7%). Of these residents, 63.2% were satisfied with the way their issue was dealt with (56.0% in 2017). Email (51.7%) continued to be the preferred way to receive communication from the Regional Council. Direct mail (a flyer or posted letter) was rated second (44.5%).
- **Other findings:** The most requested area for improvement was water ('*Improve water quality/management/fix waterways*'). Just under half of residents (49.0%) disagreed about paying more, such as in rates, fees or charges, for the Regional Council to expand existing efforts to maintain and protect the environment.



82.1% believed they receive **acceptable** to **very good** value for their rates

### Best performing areas in 2021

6 in 10 residents were satisfied with river access and quality outdoor places (60.8%, 3.64 average) and native bush, reserves and wetlands (60.4%, 3.61 average).



63.9%

named HBRC as the main environmental organisation in Hawke's Bay

Main roles:  
waterways  
coast management  
flood control

### Top 5 most important services in 2021



- Monitor river and groundwater levels and quality – **4.47** out of 5
- Improve water security – **4.44** out of 5
- Look after native bush, reserves and wetlands – **4.41** out of 5
- Protect communities from flooding – **4.38** out of 5
- Make rivers and streams more swimmable – **4.35** out of 5

### Focus further improvements on:



- Water security
- Swimmable rivers and streams
- River and groundwater levels and quality



- Plant and animal pests' control
- Flood control

64.8% found it important to encourage more efficient and effective water use



### Emergency Preparedness



- 86.3% had food stored for 3 days
- 81.2% had ways of cooking without electricity
- 62.2% had water stored for 3 days
- 61.4% had an emergency plan

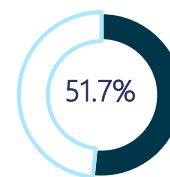


32.1% contacted the Regional Council

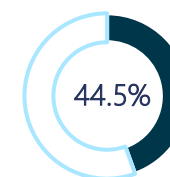
Emergency alerts on mobile was the top communication method during an emergency



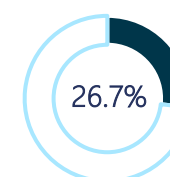
### Preferred communication methods in 2021



Email



Flyer/ Letter

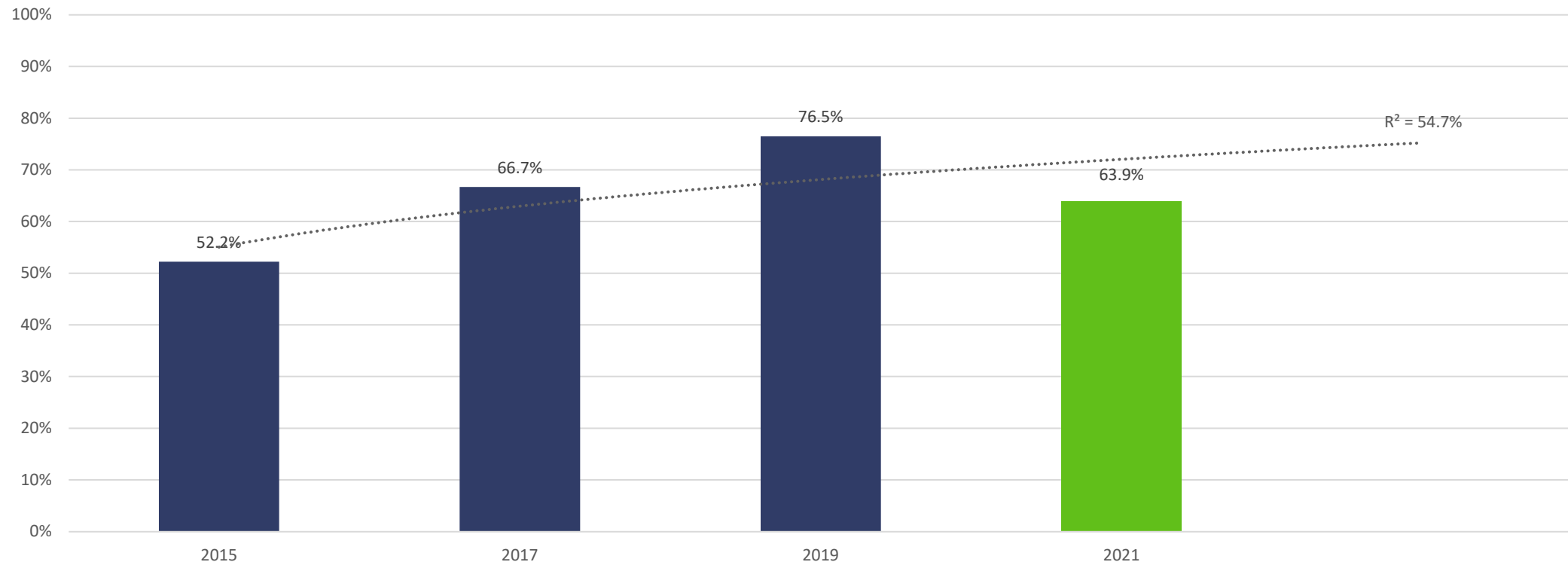


Facebook/ Social media

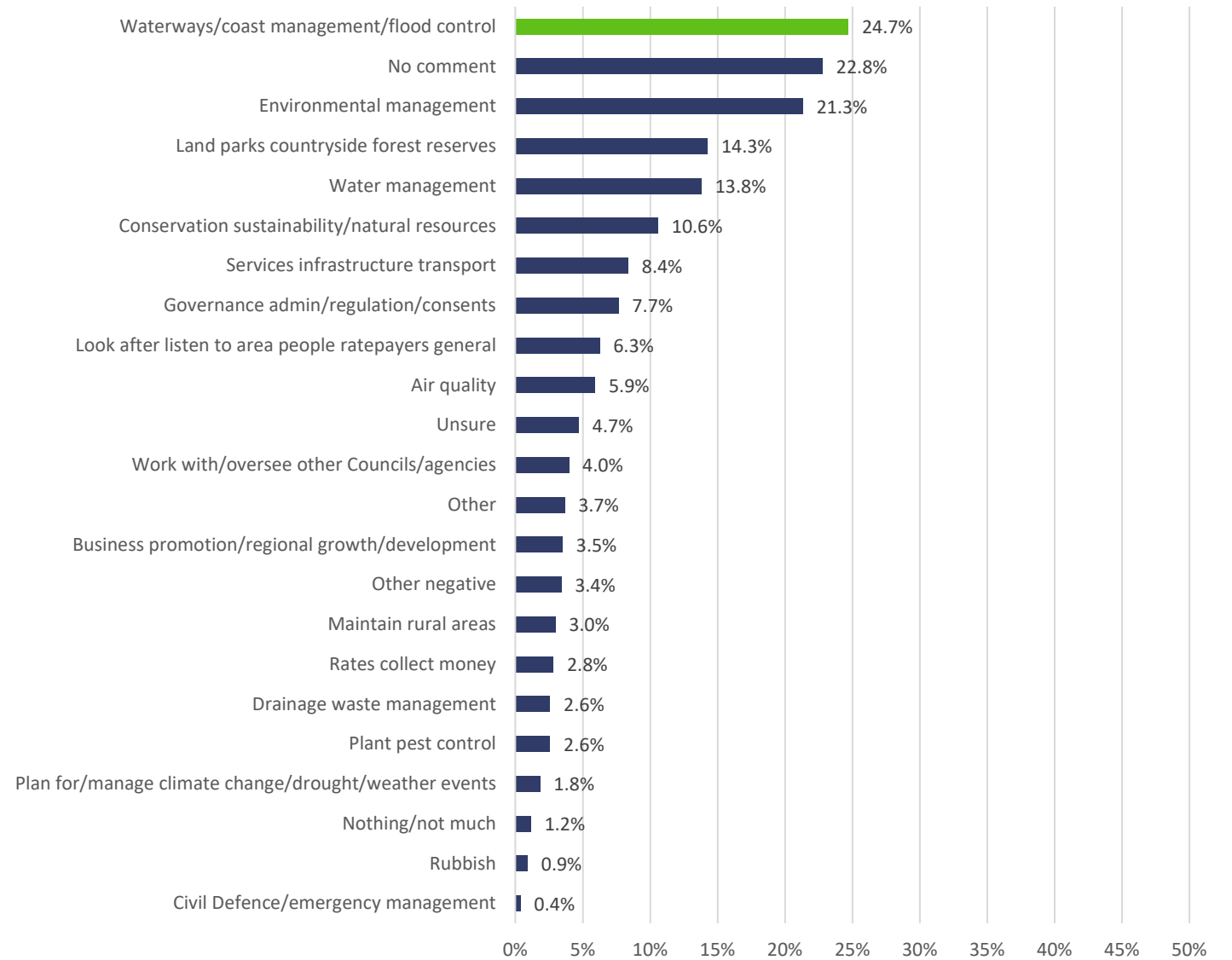
63.2% were satisfied with their contact

# MAIN ENVIRONMENTAL ORGANISATION

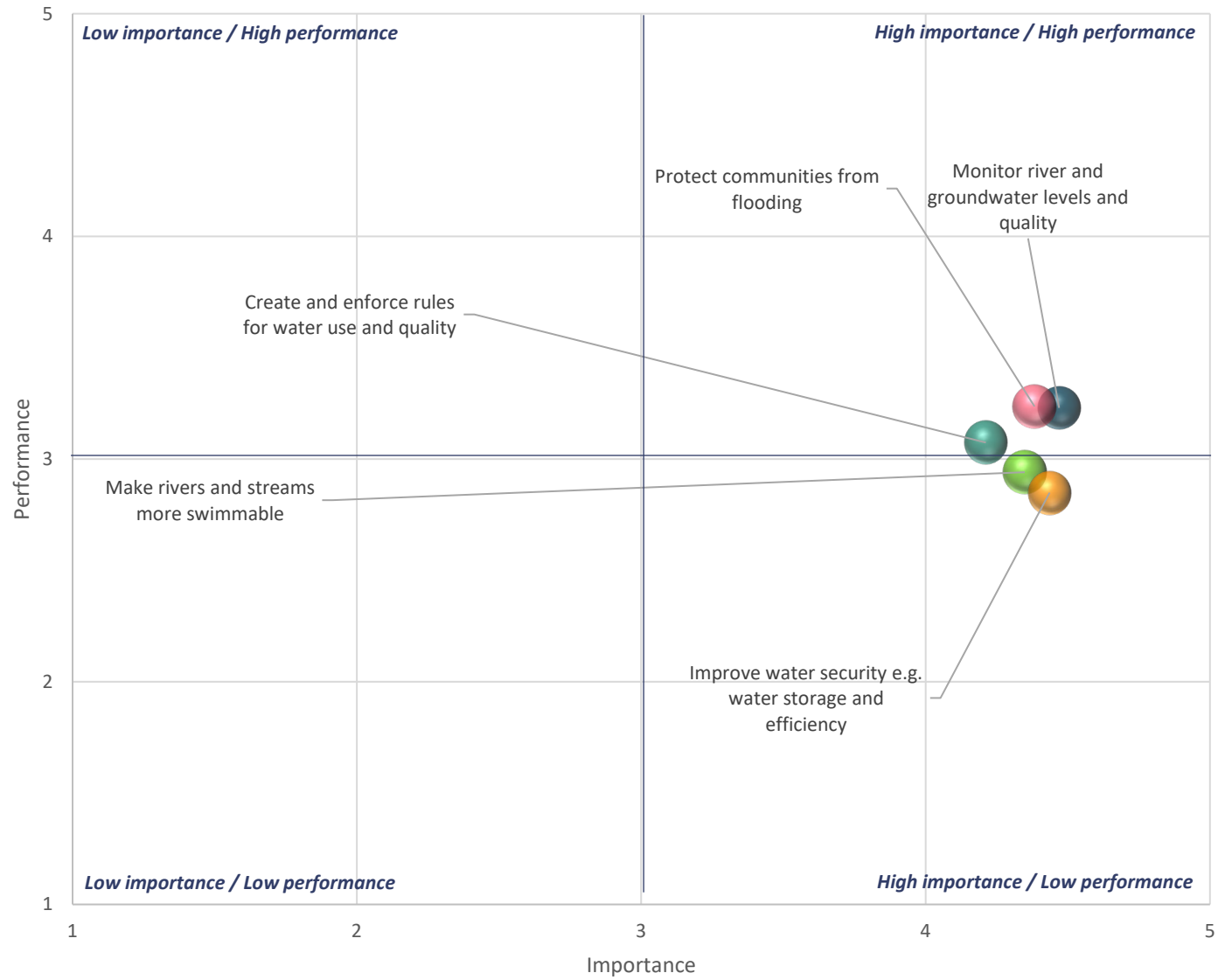
HBRC mentioned by year



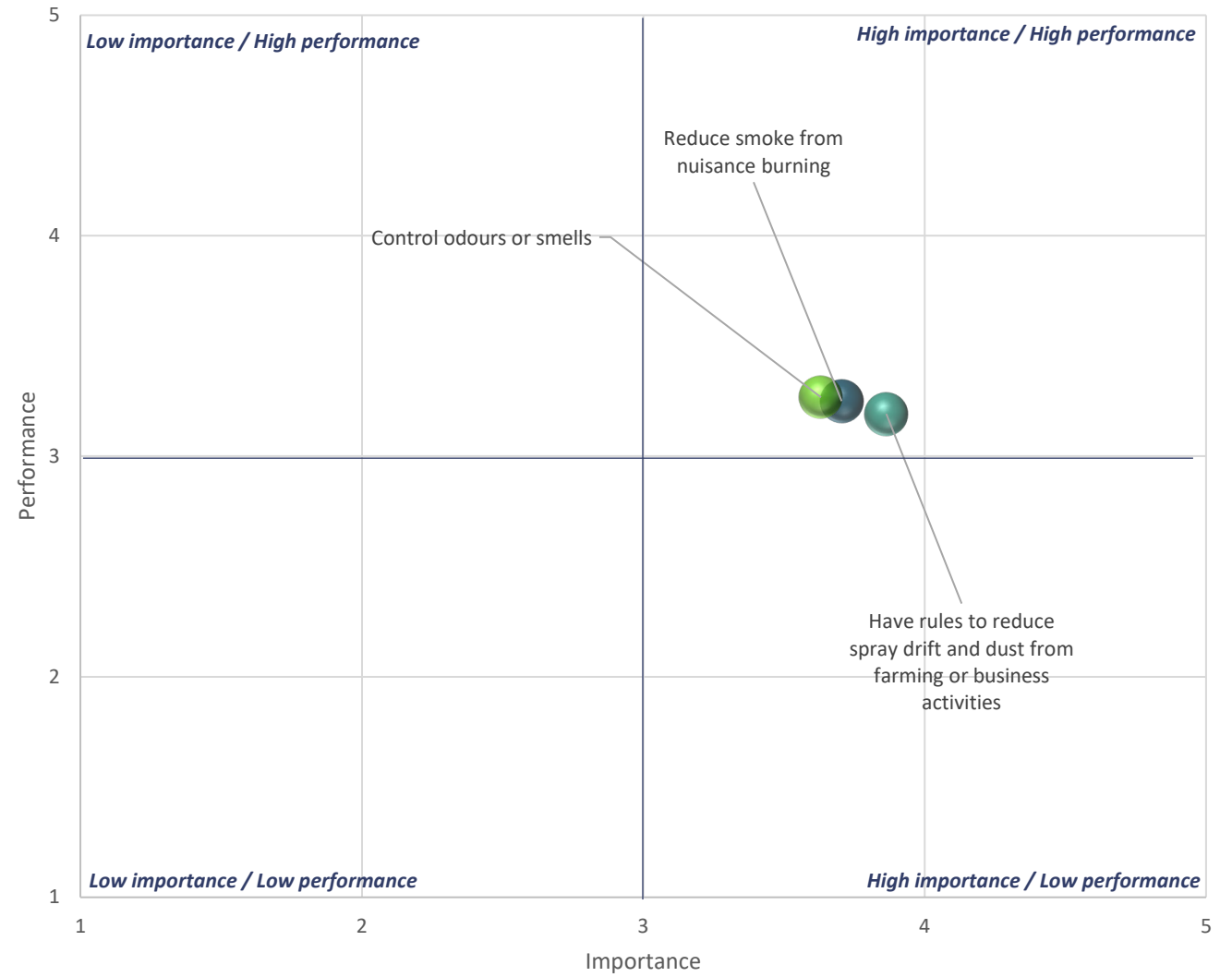
# MAIN ENVIRONMENTAL ORGANISATION - roles



# Water services

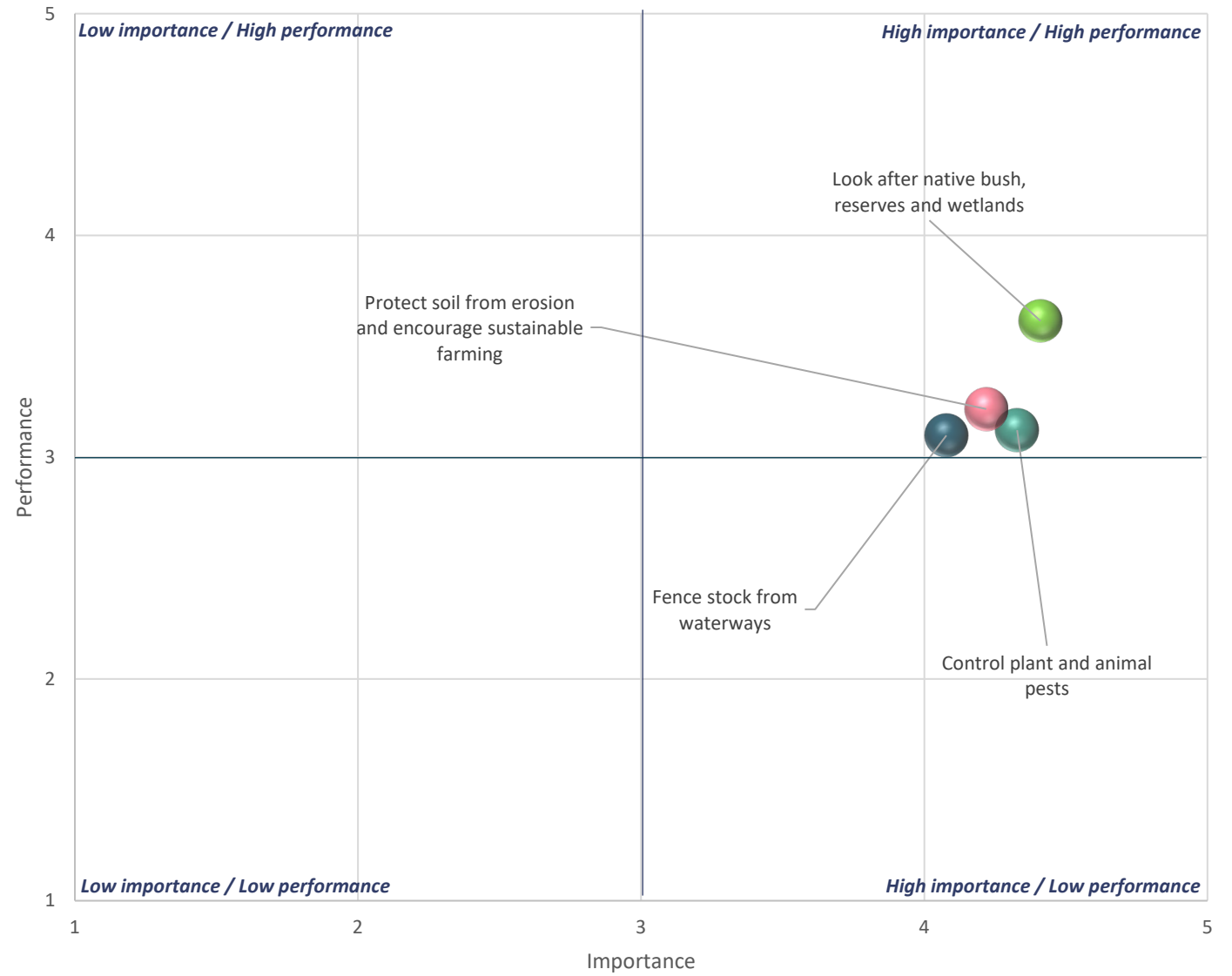


# Air services

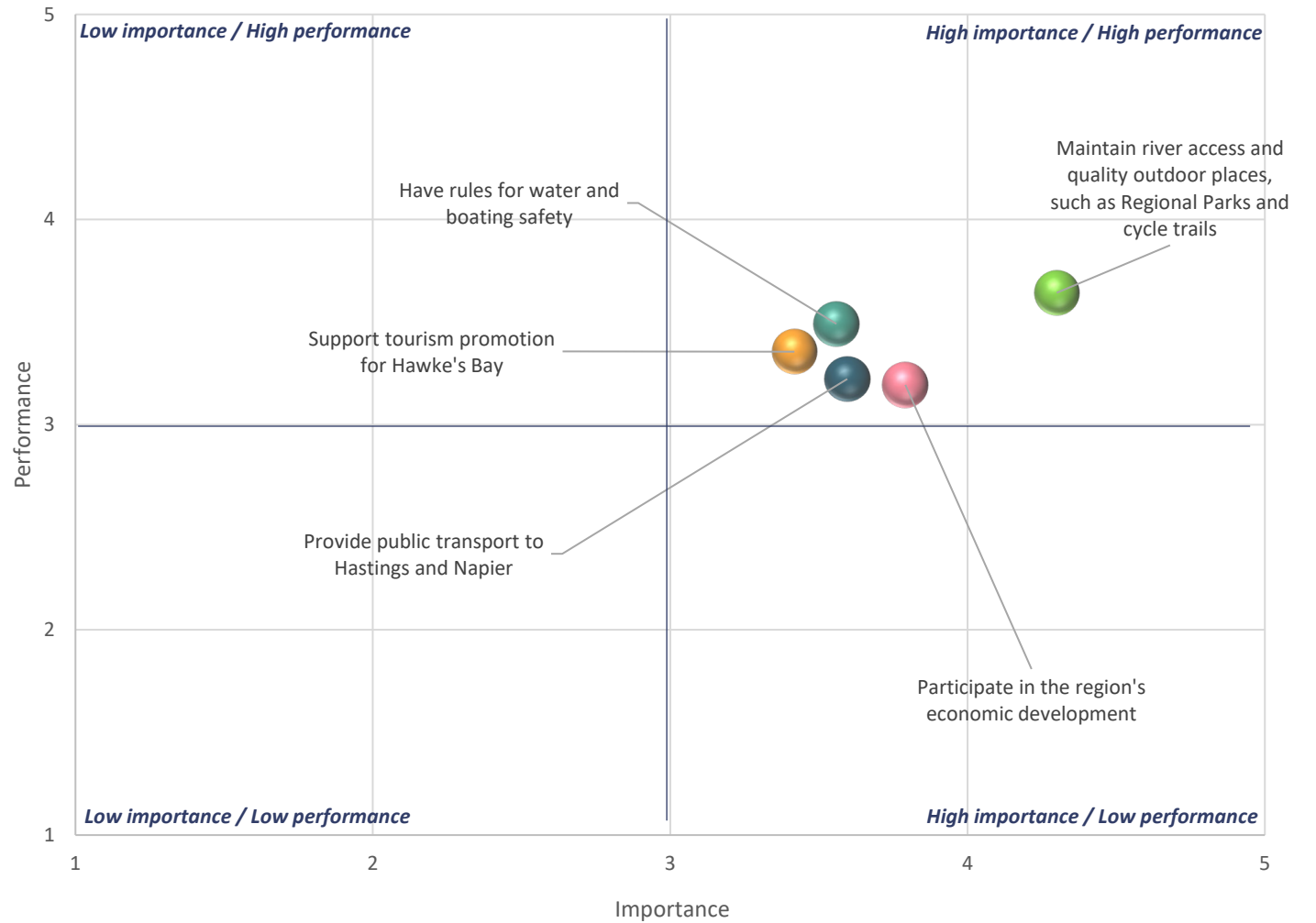




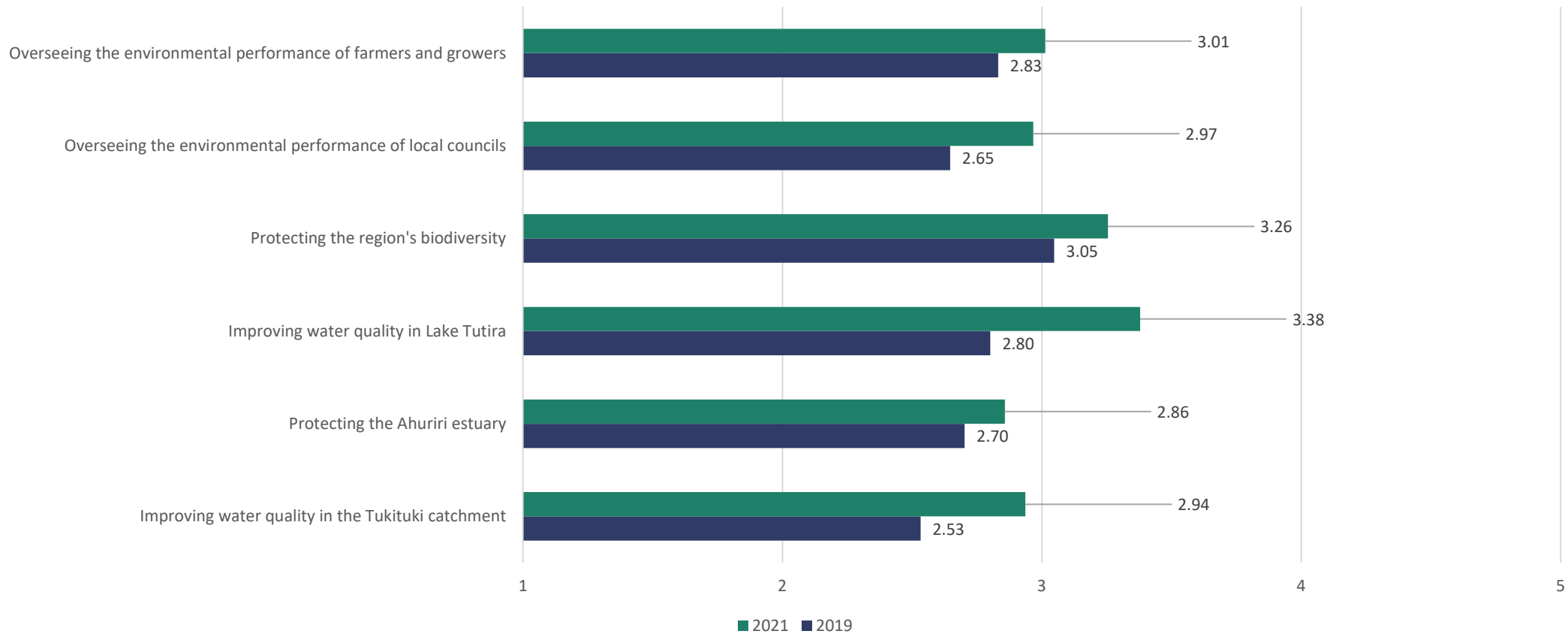
# Land services



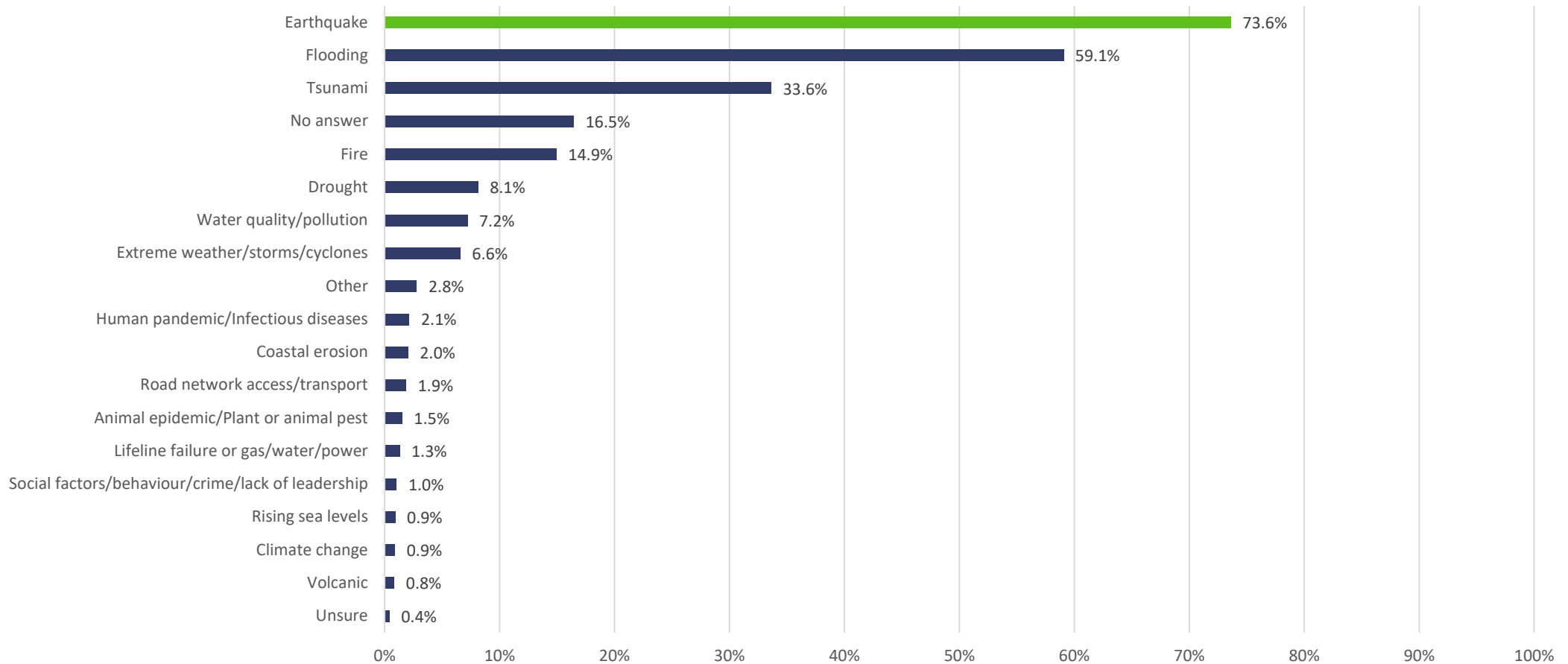
# Other services



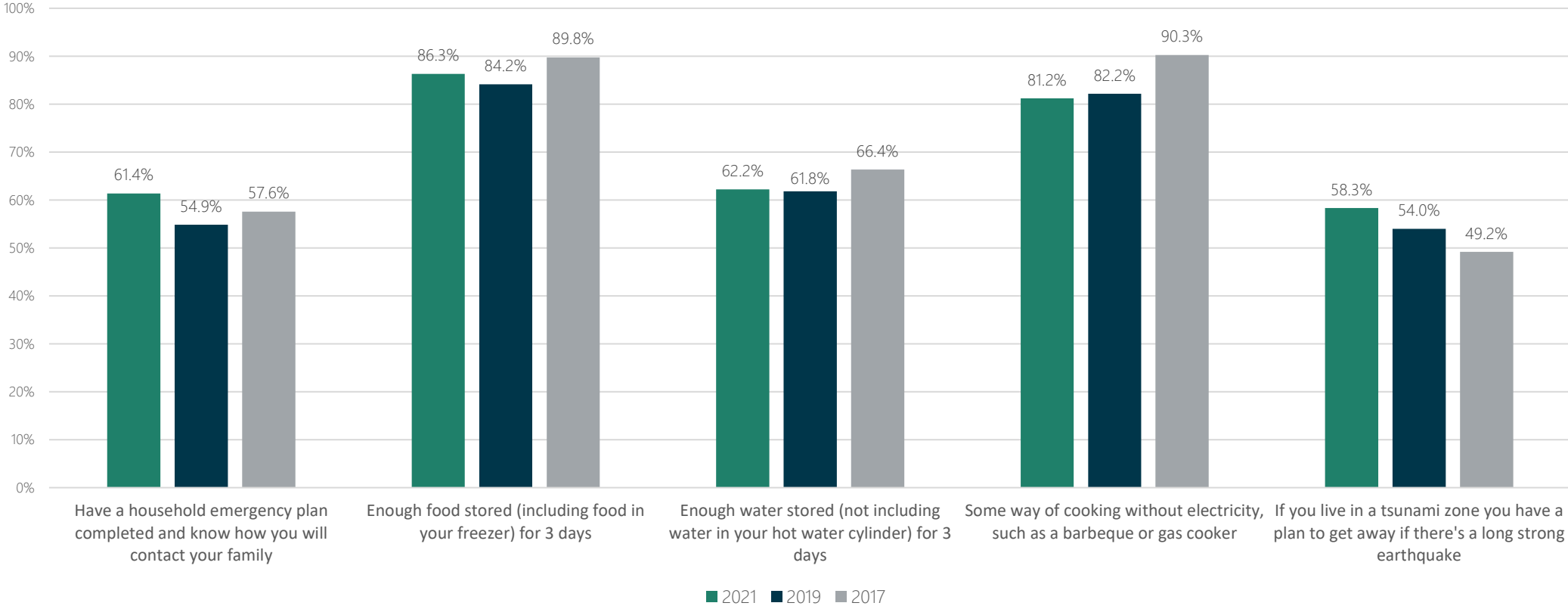
# OTHER REGIONAL COUNCIL WORKS



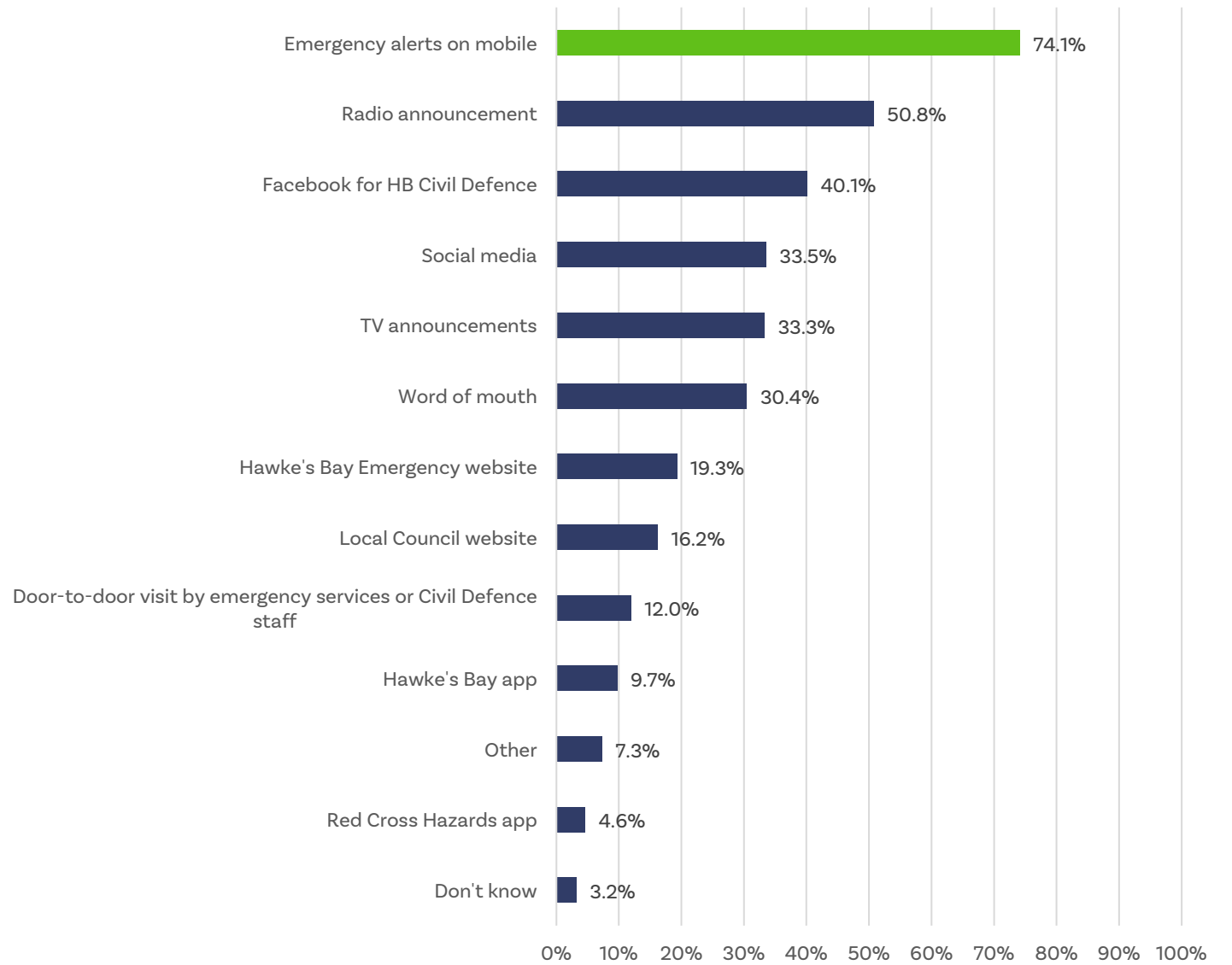
# CDEM PREPAREDNESS - hazards



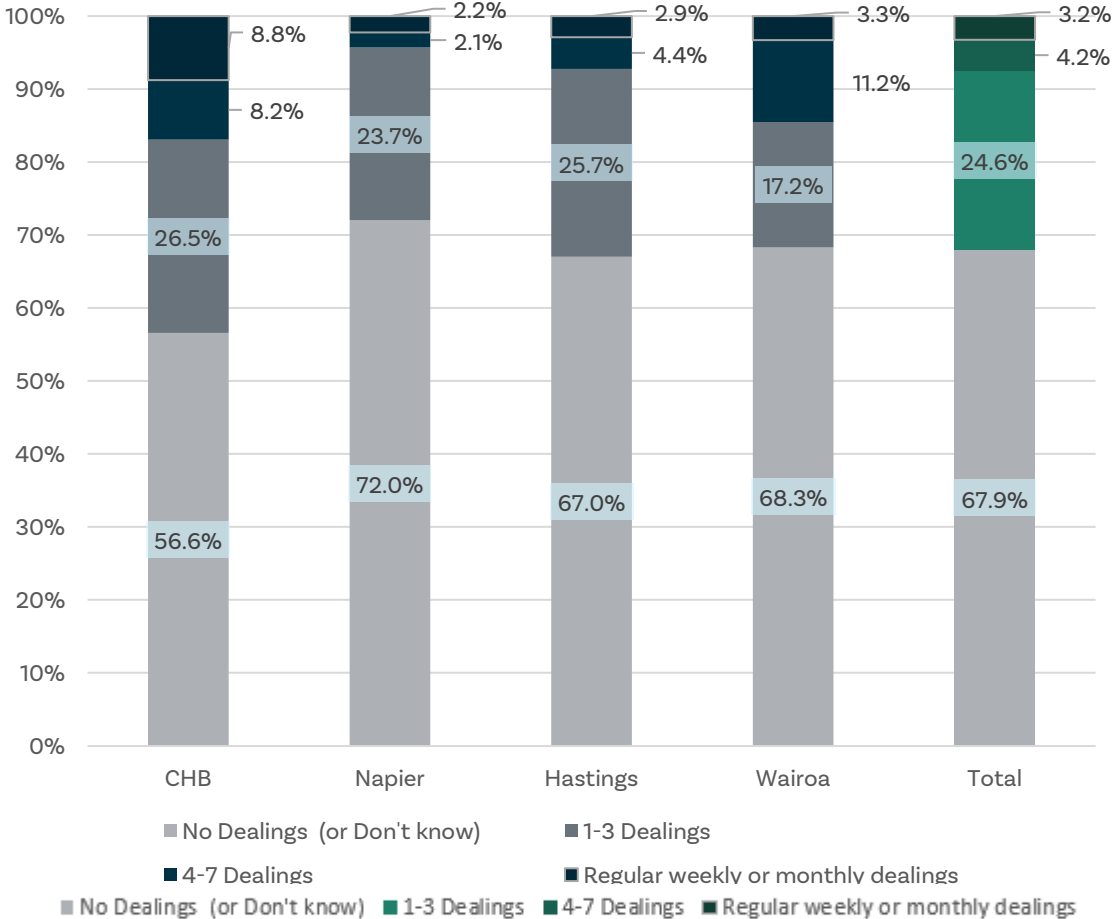
# EMERGENCY PREPAREDNESS



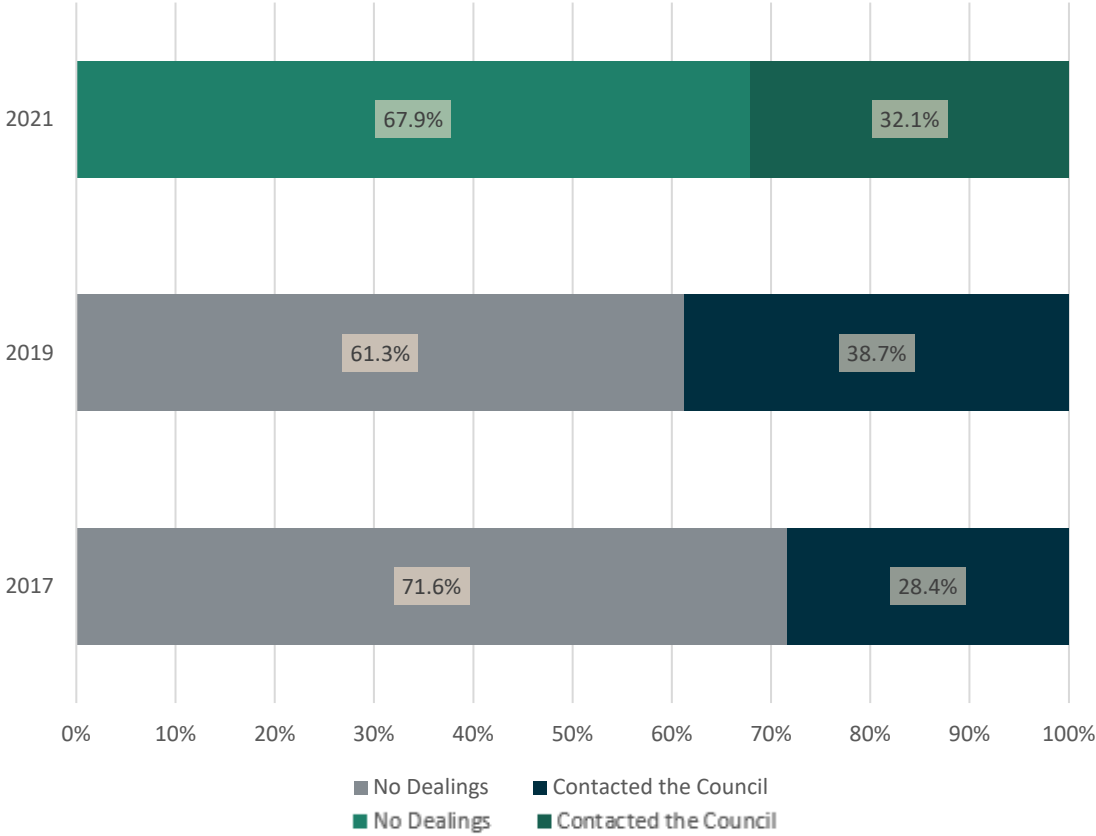
# CDEM PREPAREDNESS - communication



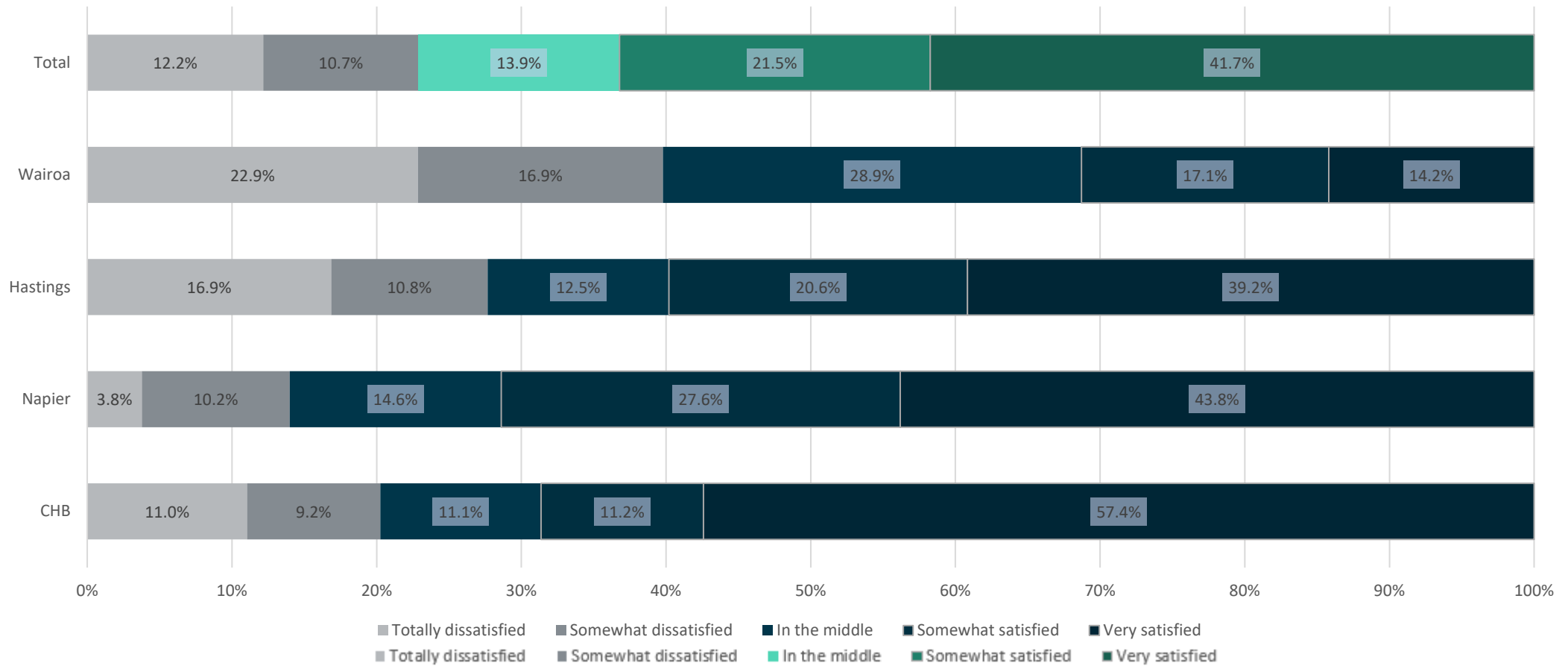
# CONTACT WITH HBRC



Contact with HBRC by year

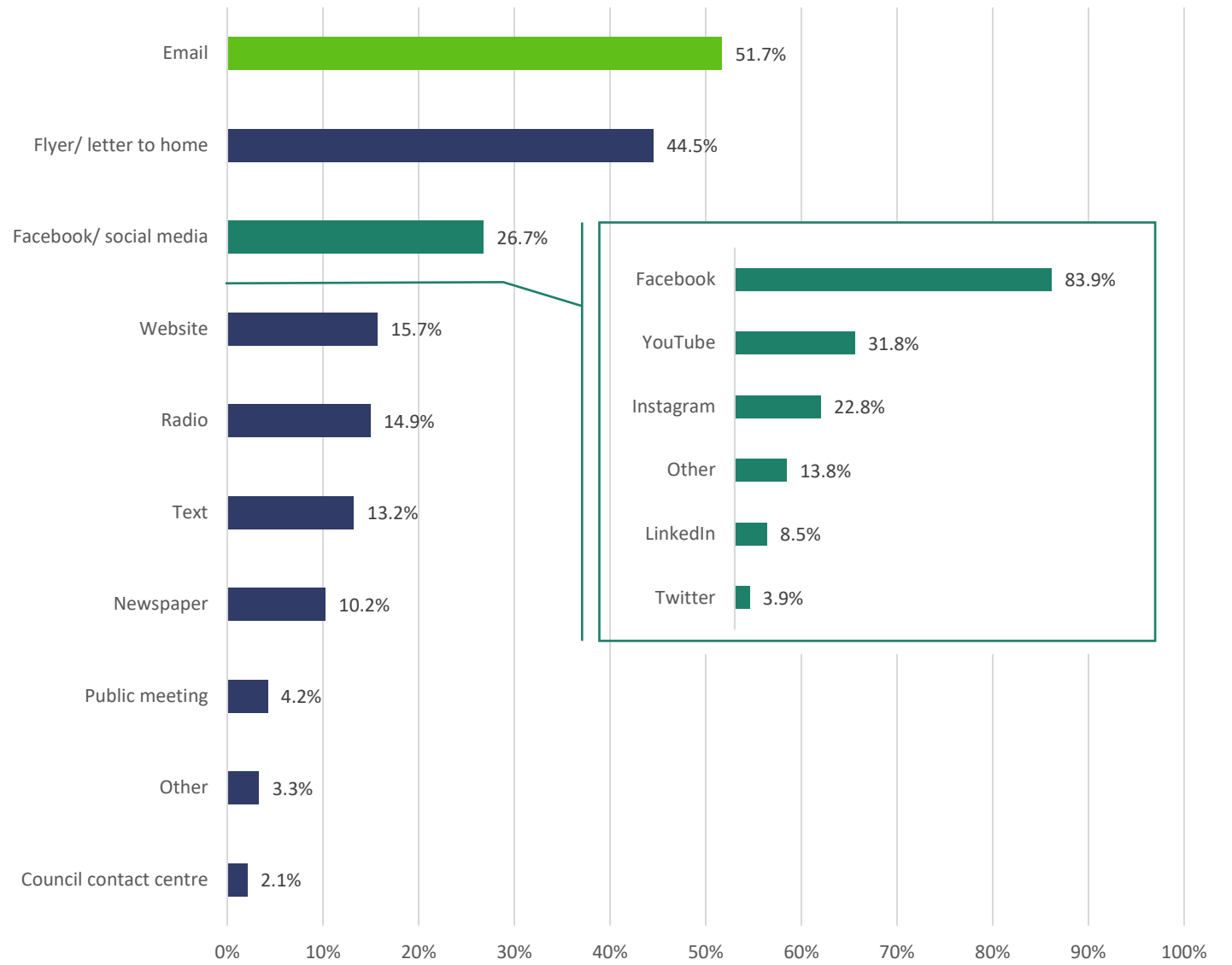


# CONTACT WITH HBRC

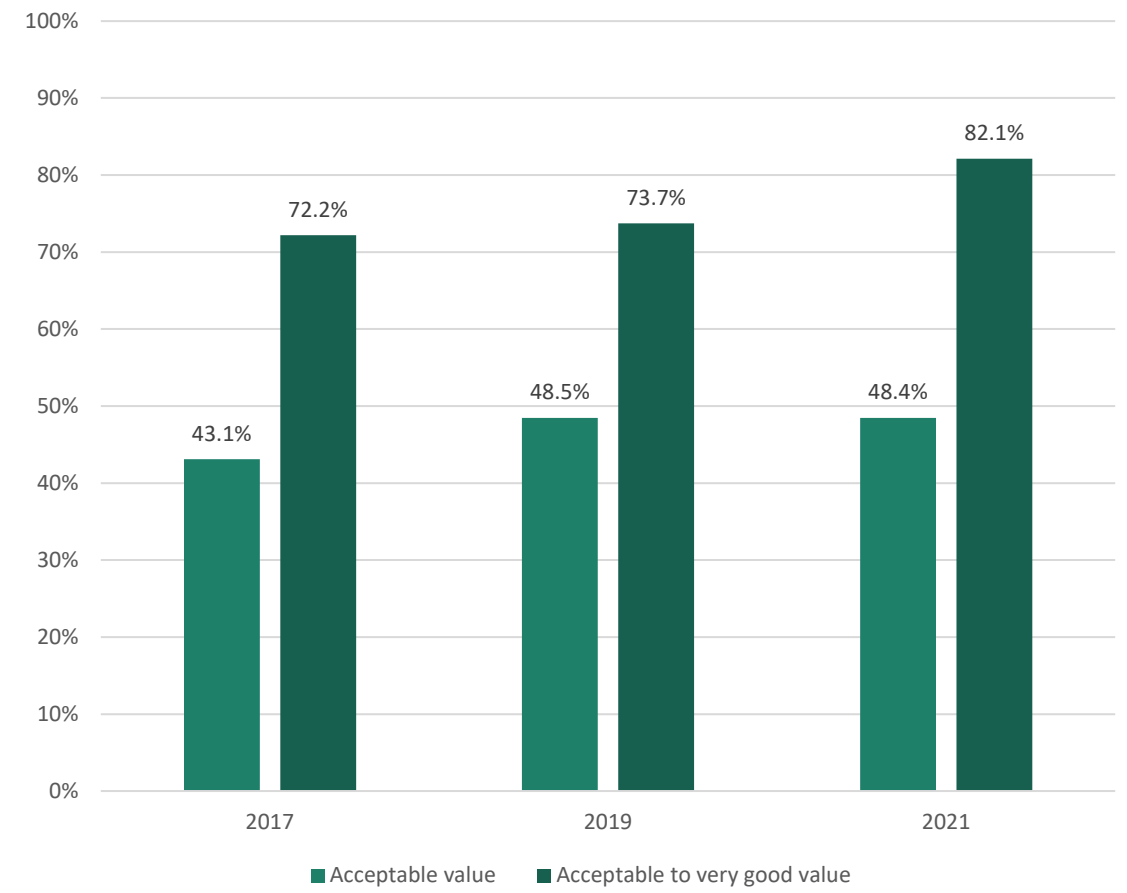
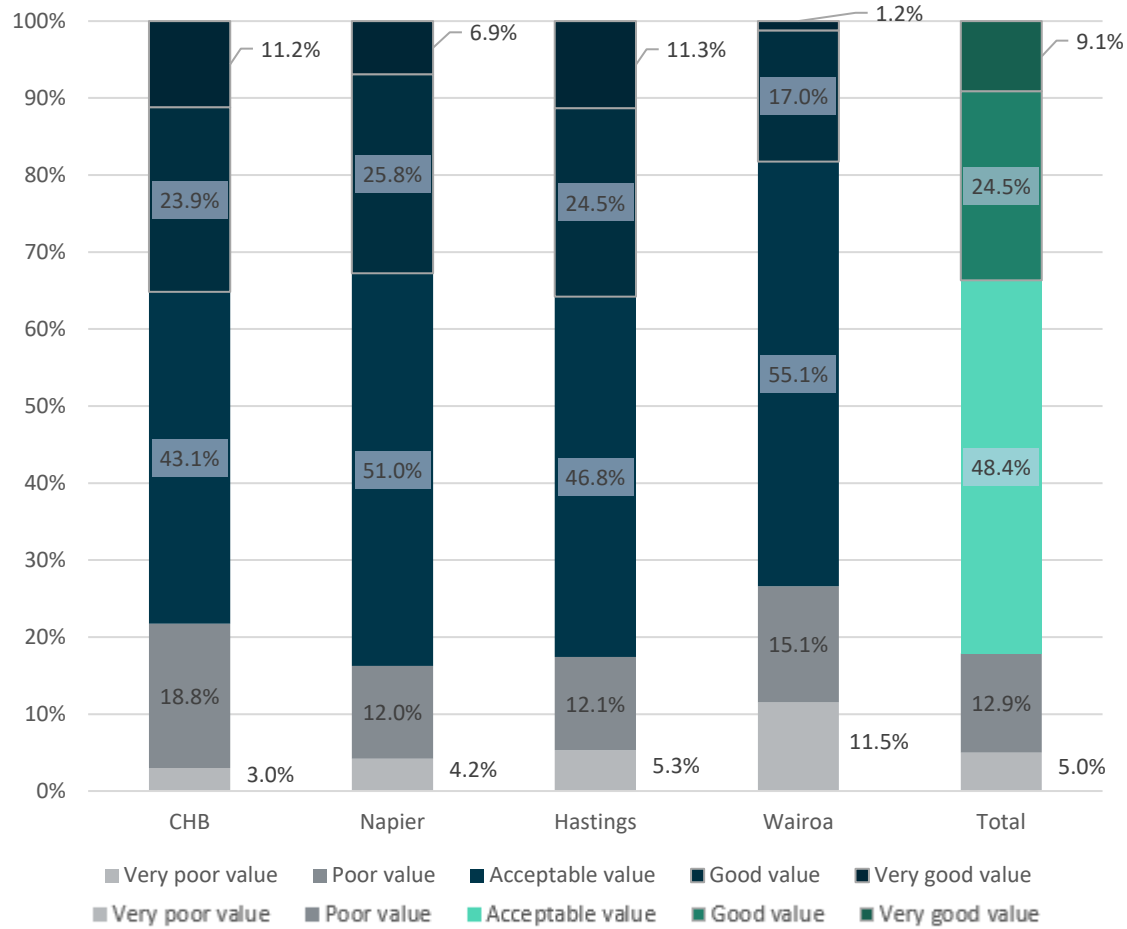




# COMMUNICATION

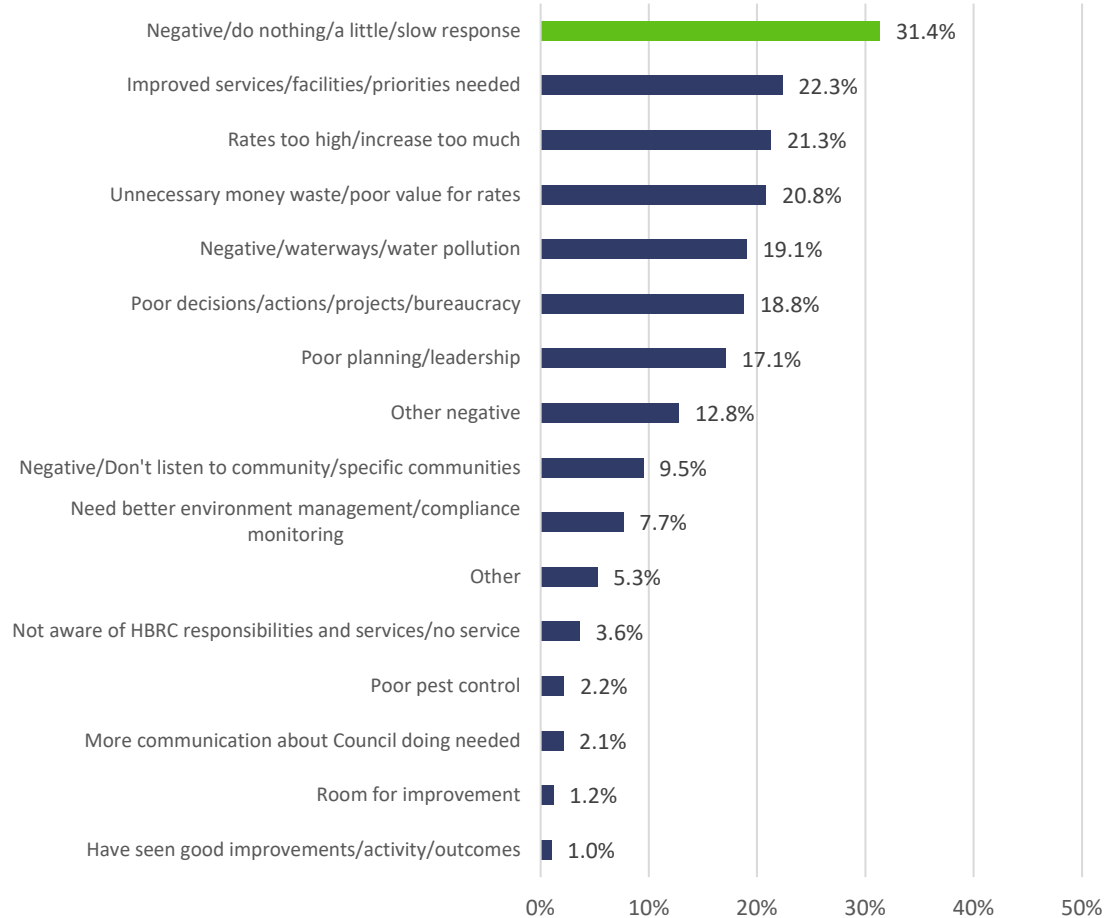


# PERCEIVED VALUE

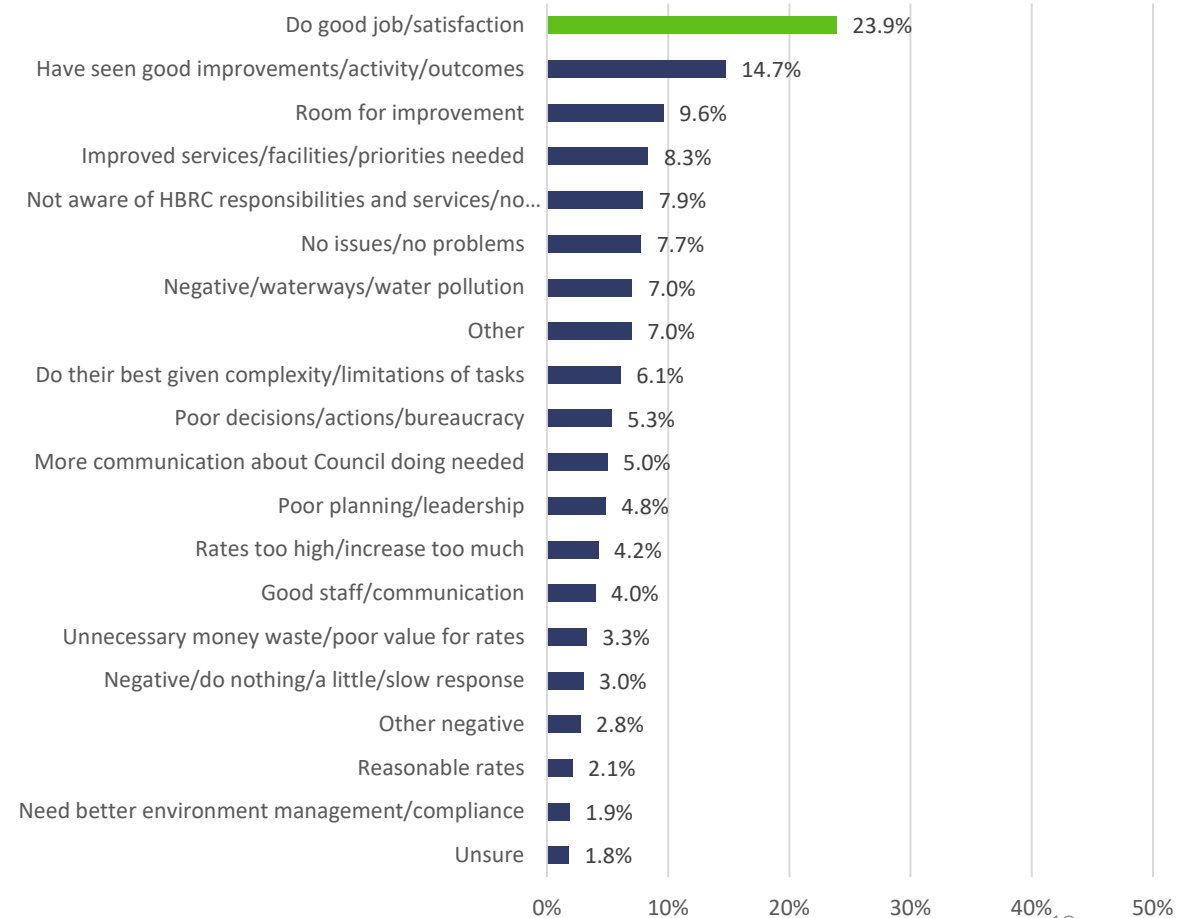


# PERCEIVED VAUE - REASONS

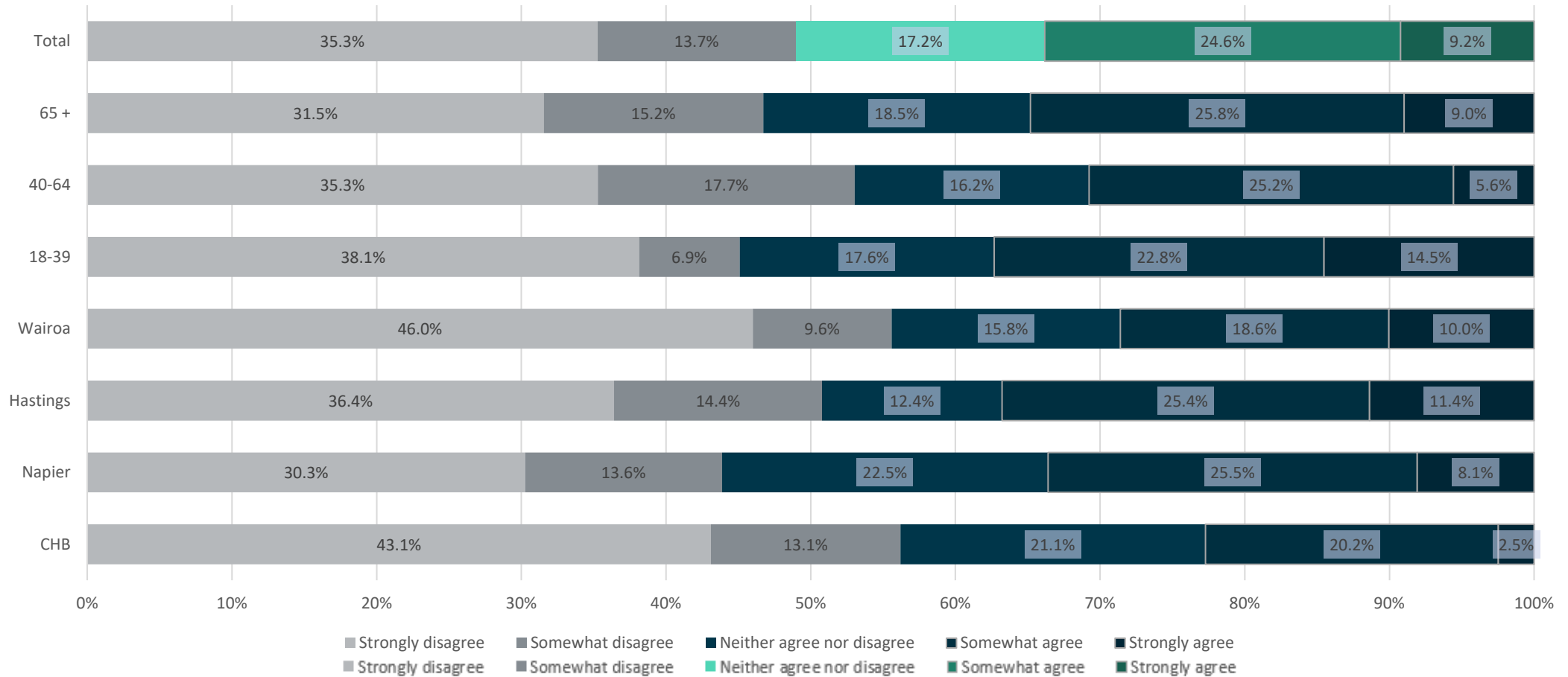
Poor rate value



Acceptable to good rate value



# PROTECTING THE ENVIRONMENT



# IMPROVEMENTS

Top 10 improvements

