



Playford Community Survey
What We Heard Report
December 2021

Background and Objective

At City of Playford, there is a strong commitment to understand, listen to and engage our community better. One of the ways we have traditionally done this is through the delivery of an annual survey to help us understand our community's level of satisfaction with Council services, facilities, and plans.

In 2021, instead of asking questions about Council services, we asked our community questions about how they think, feel and experience life in Playford. This resulted in a survey that put our community first; by using simpler language, relatable questions and more methods of delivery.

Questions were also aligned to Council's Strategic Plan 2020-24 Community Themes, which allowed us to understand how well we are tracking against our long-term community theme outcomes.

All data collected was of a high standard and co-delivered by an independent market research firm in July 2021.

Information will be used to gain insight and strengthen Council's focus, planning, and delivery of services.

Executive Summary

This year's Playford Community Survey results indicate a solid year of service delivery which provides a good baseline to measure progress of our Strategic Plan over coming years. This has been done by defining an overall score from survey results for each Community Theme within Council's Strategic Plan (below).

A total of 1461 community members provided their feedback over the phone and across digital channels. Over 5000 comments were captured which are being used to build a picture of respondent's experiences and stories behind ratings. To make sure there was broad community representation, quotas on age and suburb were used in line with Playford's demographic profile.

Our community have highlighted areas we are doing well, as well as some areas we could focus our attention on to make living, visiting, working, or studying in Playford even better.

- Community members aged 16-34 and 60+ demonstrated higher levels of trust and confidence towards Council.
- Higher levels of positive sentiment were evident across Playford's older areas, particularly throughout our Elizabeth suburbs.
- Many respondents agreed they know where to get information about Council, but comments indicated there is a lack of awareness about the range of Council services, a need for non-digital communication methods along with a strong desire for greater community engagement.
- Those who had frustrations in the city mentioned the growing pains in their area (largely evident in the township of Angle Vale), accessibility and/or lack of footpaths, cleanliness of the area (particularly rental properties) and financial management of Council.

Community Theme Scores





Contents

Executive Summary.....	2
1. Understanding this report	4
2. Need to know	5
3. Background	6
4. Our objectives	7
5. What we asked.....	7
6. How we sought information	8
7. Community participation – the numbers	9
8. What we heard	10
8.1 Key observations.....	10
8.2 Community Theme 1: Improving Safety and Accessibility.....	11
8.3 Community Theme 2: Lifting City Appearance.....	13
8.4 Community Theme 3: Connecting with Our Community and Each Other.....	15
8.5 Community Theme 4: Supporting Business and Local Employment Opportunities.....	17
8.6 Community Theme 5: Using Money Wisely	19
8.7 Community Sentiment	21
9. How we are going to use information.....	23
10 Appendix: Questionnaire 2021.....	24

1. Understanding this report

By 2024 our community will...
Feel more confident about themselves and their families moving safely around their neighbourhoods.
Trust that Council is planning for and considering the ways that people get around the city now and into the future.

7.2 Community Theme 1: Improving Safety and Accessibility

- When it comes to moving around Playford, majority of our community responses indicated it is relatively easy to drive around the city and find a park where they need to. Those who were less agreeable about moving around Playford frequently mentioned their frustrations with Curtis Road, with many indicating they avoid the road when they can, particularly during peak periods.
- Parking was highlighted as a challenge in newer high-density suburbs. Huge, narrow streets and the reduced number of on and off-street parking has made it difficult to manoeuvre, park and access open space. This highlighted opportunity to consider how future high density housing projects can be planned, with greater consideration given to public transport, shared pathways and walking trails connected to local open space areas.
- Respondents indicated better lighting and visibility would make them feel safer walking around at night.
- There were lower levels of agreement when asked if respondents could use footpaths in their neighbourhood safely. Here, there was mixed feedback, with some sections of our community frustrated they don't have any footpaths in their local area and highlighting challenges related to safety and accessibility, particularly for wheelchairs, trolleys, young families, and prams.
- With the large amount of footpath renewal work undertaken in recent years, positive feedback was noted around footpath width and condition across many suburbs which has made it easier to traverse throughout local neighbourhoods safely.
- A desire to feel connected through a planned and considered footpath network was evident through the growing areas of Angle Vale and Virginia. By addressing the lack of footpaths within developments, planning the timing of infrastructure builds and considering the placement of footpaths within the streetscapes, there is opportunity to address the pain felt by these growing communities to improve liveability and connect residents to shops, schools and other local facilities and services.

Key themes in comments

- Footpaths - accessibility
- 'Growing Pains'
- Curtis Road

City of Playford Community Survey – What We Heard Report | Page 11

This is the Community Theme outcome and taken from Council's Strategic Plan 2020-24. It outlines what Council would like to achieve and provides context as to what information we need to look for in results.

High level summary and analysis of all results (ratings and comments) related to theme.

The coloured boxes represent common themes found in comments

Improving Safety and Accessibility

Overall theme rating

3.1

What we asked...

	Rating
I feel safe moving around my neighbourhood during the day	3.7
I find it easy to drive around Playford	3.5
I find it easy to park where I need to	3.5
I enjoy walking around my neighbourhood	3.3
I regularly spend time in Playford's parks/playgrounds	2.9
I regularly use the local walking trails or bike paths	2.7
Myself and others are able to safely use the footpaths in my neighbourhood	2.7
I feel safe moving around my neighbourhood at night time	2.4
Overall, I agree that it is safe and easy to get around my neighbourhood	3.1

Scale: 1 = completely disagree and 5 = completely agree

City of Playford Community Survey – What We Heard Report | Page 12

This represents our community's overall experience with each community theme. It is not a measure of Council's performance. The overall score is the average number of all the ratings in this theme.

The results on the right-hand side of the page represent the community ratings for each statement asked. These results are based on a scale of agreeance out of 5, where 1 = completely disagree and 5 = completely agree.

Within each Community Theme, an overall question was asked at the end. It gave our community a chance to share/elaborate on their experience. This is where all comments in the survey were caught and it has provided rich insight and stories around the ratings for each question.

2. Need to know



Thank you!

Thank you to everyone who took part in this year's survey. We'll use your feedback to track against the delivery of Council's Strategic Plan 2020-24 and keep working to make sure Playford is a great place to live, work, visit and play.

5 point scale

All results are represented on a five point scale of agreeance, where 1 = completely disagree and 5 = completely agree.

Not about the numbers

In 2021, over 5000 comments were received throughout the survey. All of these are tagged, categorised for ongoing use and will help build a picture of community experiences and stories behind ratings.

Experience not Satisfaction

In 2021, our community rated their experience about living in Playford, stepping away from satisfaction and importance of Council services.

Strategic Plan

Questions and the structure of the survey has been aligned to City of Playford's Strategic Plan 2020-24 Community Themes.

Context

This survey was delivered in July 2021. At the same time we were seeking feedback, our community went into a State-wide lockdown due to COVID-19.



3 Background

As a Council, we have a strong commitment to understand, listen to and engage our community better. One of the ways we have traditionally done this is through the annual delivery of a survey which helps us understand our community's thoughts on services, facilities, and priorities in the area.

For the last 20 years, this annual survey has been delivered and results analysed by an independent market research company in July. The information collected each year, and over time, has assisted Council understand what is working well and areas to improve in order to meet the diverse needs of Playford.

After engagement with City of Playford staff in early 2021, an extensive review of the survey was undertaken to ensure the survey is meaningful, accurate, community friendly and accessible to people who live, visit, study, and work in Playford. There was a strong need to do better and with that, the following changes were made based on feedback:

- Changing the name from 'Resident Satisfaction Survey' to 'Playford Community Survey' and opening the survey to those who visit, study and work in Playford (in addition to residents).
- Aligning to Council's Strategic Plan 2020-2024 themes to track and measure our community's experience each year.
- Asking our community about their experience, thoughts, and feelings, and not their level of satisfaction and importance with Council services.
- Reducing the amount of survey questions from 126 to 40.
- Using our community's language to make it easier to understand and provide input.
- Using more survey channels to make the survey more accessible for our community.
- Providing more opportunities for the community to provide qualitative feedback.

In July 2021, we undertook this new approach and administered the new Playford Community Survey in collaboration with Micromex Research.

With survey results now available, we are now working with Council teams over the coming year to ensure the collective voice and key themes in community feedback are taken into consideration in planning and delivery.

4 Our objectives

- Understand our community's experience of living, visiting, working, and studying in Playford.
- Obtain a community experience rating for each community theme in Council's Strategic Plan.
- Gain insights to strengthen Council's focus, planning, and delivery.
- Enhance the data available to the organisation to assist in strengthening our understanding of our community and city.

5 What we asked

Community Theme Statements	To understand how our community experience Playford, a series of 'I' statements were developed based on each theme within Council's Strategic Plan. Respondents were asked to respond based on their level of agreement with these statements.
Sentiment	To uncover how our community feel towards Council, and the drivers of positive and negative sentiment, questions were included about trust, confidence, and overall satisfaction.
Demographics	Questions about age and suburb were asked to ensure we could secure a representative sample and breakdown the data by segments of our community.
Further Research	At the end of the survey, we asked if any members of the community would like to be involved in future research. This database will help us re-engage this group in any future engagement activity, where relevant.



6 How we sought information

The Playford Community Survey was conducted between 13 – 28 July 2021. A total of 1461 respondents completed the survey at an average time of 10 minutes.

A mixed methodology was utilised consisting of phone interviews, online surveys advertised through social media, direct email and QR codes on printed materials (as shown in **diagram 1**).

Of the 1461 respondents, 301 respondents completed the survey over the phone. This was administered by market research company, Micromex Research. All other survey channels were administered by City of Playford and all results are presented in this report.

To ensure there was representation from across Playford, quotas on age and suburb were used in line with city's demographic profile. A marketing campaign running alongside the survey targeted demographics in order to reach survey targets.

Field work with the community was also scheduled in delivery, however a state wide COVID-19 lockdown occurred in the second week which hindered this approach.

Although predominantly digital survey completion, broad reach and age representation was achieved. Moving forward it is essential to maintain phone surveys and conduct field work to ensure we reach our non-digital community and those who may be harder to reach through other methods.

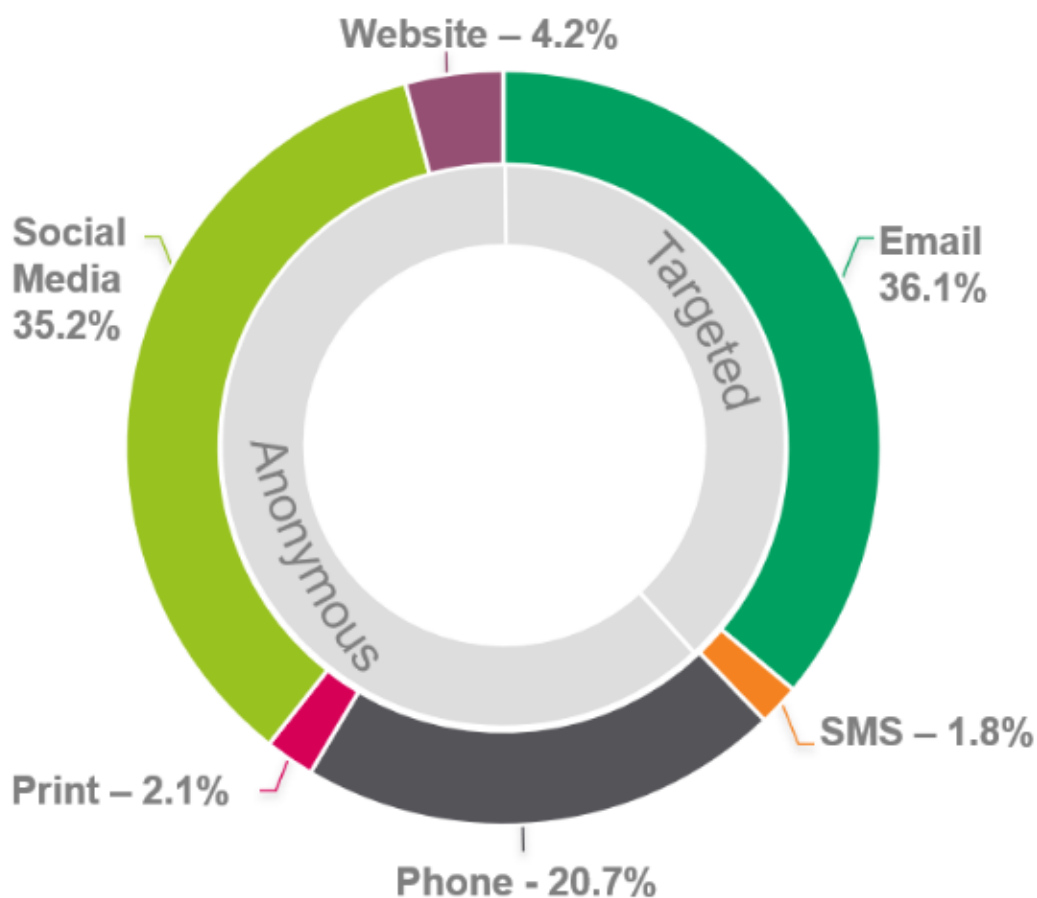


Diagram 1: Survey Channels

7 Community participation – the numbers

1461

Survey responses

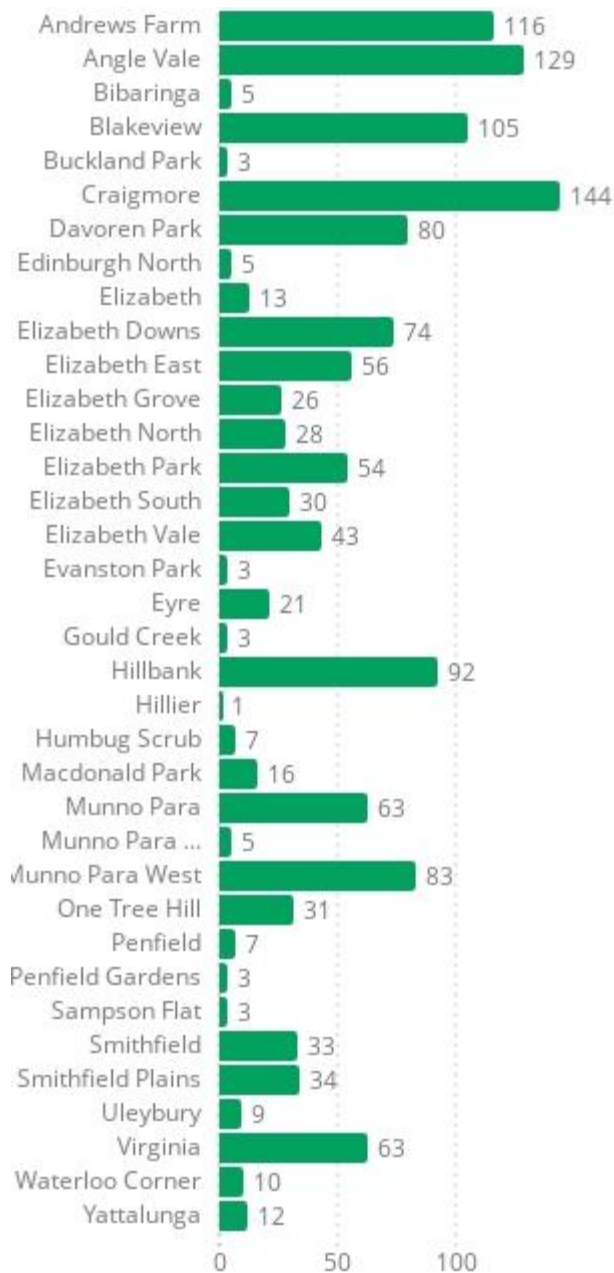
1410

live in Playford

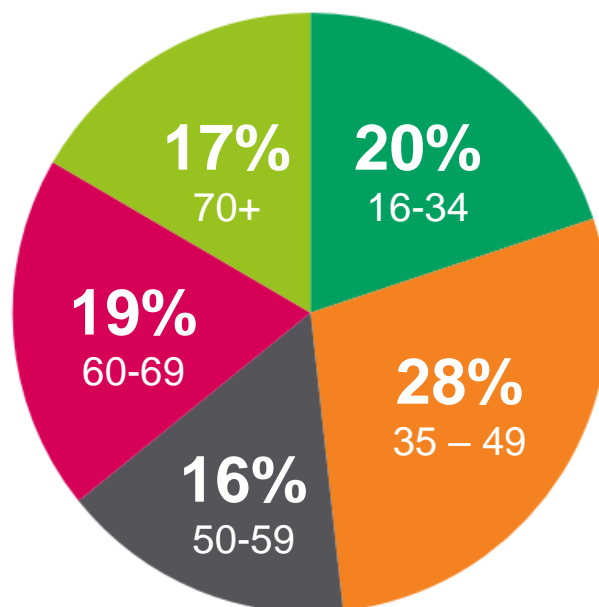
51

visit, study, or work in Playford

Suburb

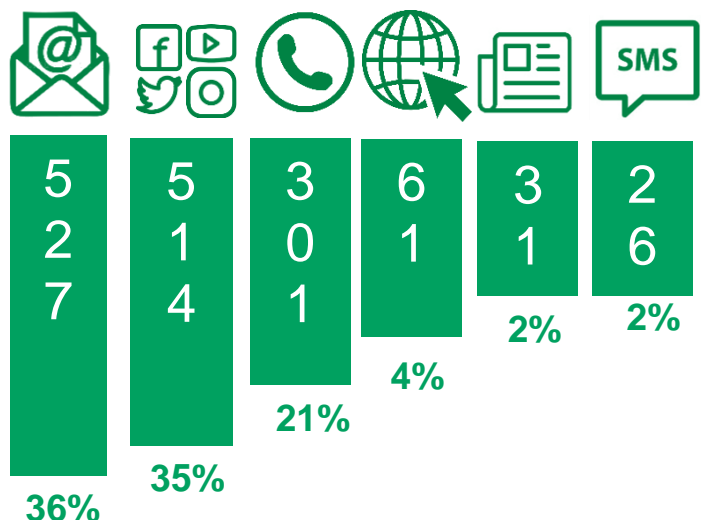


814 contacted Council within the last year



Age breakdown

Channels



5,338

Verbatim comments

8 What we heard

8.1 Key observations



Confidence

Those aged 60+ and 16-34 are more confident Council is doing its best.

Trust

Those aged 60-69 trust Council will deliver what it promises.



Positive Sentiment

Higher across Council's older areas, including Smithfield, Smithfield Plains, Munno Para Downs and Elizabeth suburbs.

Growing Pains

Changing local environments are causing frustration in growth areas.





By 2024 our community will...

Feel more confident about themselves and their families moving safely around their neighbourhoods.

Trust that Council is planning for and considering the ways that people get around the city now and into the future.

8.2 Community Theme 1: Improving Safety and Accessibility

- When it comes to moving around Playford, majority of our community responses indicated it is relatively easy to drive around the city and find a park where they need to. Those who were less agreeable about moving around Playford frequently mentioned their frustrations with Curtis Road, with many indicating they avoid the road when they can, particularly during peak periods.
- Parking was highlighted as a challenge in newer high-density suburbs. Here, narrow streets and the reduced number of on and off-street parking has made it difficult to manoeuvre, park and access open space. This highlighted opportunity to consider how future high density housing projects can be planned, with greater consideration given to public transport, shared pathways and walking trails connected to local open space areas.
- Respondents indicated better lighting and visibility would make them feel safer walking around at night.
- There were lower levels of agreement when asked if respondents could use footpaths in their neighbourhood safely. There was mixed feedback with some sections of our community frustrated they don't have any footpaths in their local area, highlighting challenges related to safety and accessibility particularly for wheelchairs, trolleys, young families, and prams.
- With the large amount of footpath renewal work undertaken in recent years, positive feedback was noted around footpath width and condition across many suburbs which has made it easier to traverse throughout local neighbourhoods safely.
- A desire to feel connected through a planned and considered footpath network was evident through the growing areas of Angle Vale and Virginia. By addressing the lack of footpaths within developments, planning the timing of infrastructure builds and considering the placement of footpaths within the streetscapes, there is opportunity to address the pain felt by these growing communities to improve liveability and connect residents to shops, schools, and other local facilities and services.

Key themes in comments

Footpaths - accessibility

'Growing Pains'

Curtis Road

Improving Safety and Accessibility

Overall theme rating



What we asked...

	Rating
I feel safe moving around my neighbourhood during the day	3.7
I find it easy to drive around Playford	3.5
I find it easy to park where I need to	3.5
I enjoy walking around my neighbourhood	3.3
I regularly spend time in Playford's parks/playgrounds	2.9
I regularly use the local walking trails or bike paths	2.7
Myself and others are able to safely use the footpaths in my neighbourhood	2.7
I feel safe moving around my neighbourhood at night time	2.4
Overall, I agree that it is safe and easy to get around my neighbourhood	3.1

Scale: 1= completely disagree and 5= completely agree

By 2024 our community will...

Feel more pride in the appearance of their neighbourhood.

Be inspired to take more initiative in how their street and local neighbourhood looks.

Experience increased wellbeing as they enjoy spending more time in public realm spaces that look and feel nice.

8.3 Community Theme 2: Lifting City Appearance

- High levels of civic pride underpinned the feedback received within this theme. Lovely examples of homeowners and their neighbours maintaining and looking after their properties and local areas reinforced why many people choose to call Playford home.
- There was acknowledgment that Council is doing its best to lift city appearance, through maintaining the city and keeping up with improvements. This is evident with the moderate levels of agreement around maintenance and cleanliness of the city in ratings. However there is still some concern in commentary about the condition of local infrastructure (roads, kerbs, and footpaths) where some feel 'more could be done'.
- Despite a large portion of respondents agreeing they know how to get rid of rubbish and hard waste, comments held frequent reference to dumped rubbish and shopping trolleys which are impacting the community's perception of a clean and well-maintained city.
- Related to civic pride, the appearance of rental properties versus privately owned was a strong theme. Many respondents talked to the high number of rental properties within their local areas and the impact some of these properties had on the presentation of local streets.
- Mention was made of people who may not be able to afford costs associated with maintenance and those who leave contents of their home in the front yard or verge when moving homes. Homes looking rundown and neglected has had a negative impact on the community's overall rating for this theme.
- There is opportunity to promote the accessibility and availability of waste services, and work with Housing SA or rental managers to provide information about Council services to new residents.

Key themes in comments

Condition of infrastructure

Private realm

Council is doing its best

Cleanliness

Lifting City Appearance

Overall theme rating



What we asked...

	Rating
I know how to get rid of my rubbish and hard waste	4.6
Looking after our environment is important to me	4.5
The private properties in my street are looked after	3.4
My local neighbourhood has enough trees, plants and grass	3.3
My neighbourhood has clean streets	3.2
My local neighbourhood is well maintained by Council	3.1
I agree that my neighbourhood looks and feels nice	3.2

Scale: 1= completely disagree and 5= completely agree



By 2024 our community will...

Trust Council, understand the services it delivers and actively use those services.

Value what Council does and what Council can do for them.

Feel that Council is approachable and easy to interact with.

Feel listened to.

Believe that Council has its best interests at heart.

8.4 Community Theme 3: Connecting with Our Community and Each Other

- A large portion of respondents indicated they know where to get information about Council services and facilities, with many referring to Council's website, phone, or email as key channels. However, there were lower levels of agreement about the amount of information available and awareness on the range of services Council provides.
- There were lower levels of agreement around our community knowing how to get involved and share their views. Many felt that decisions had been made without them and it was evident our community has a greater desire for community engagement.
- Since local newspaper, The Messenger Press, stopped circulation in April 2020, an information gap in a cross section of our community is apparent. Often this was a source of news and events and indicates a need for Council to communicate across non-digital channel more broadly.
- Communication provided by Council was strongly linked to community trust and confidence, through the provision of transparent and accurate information. There was perception around Council providing superficial or not enough information. There is a desire and opportunity for Council to be more transparent in news and information shared with the community.

Key themes in comments

Awareness of services

Traditional Media

Getting Involved

Transparency

Connecting with Our Community and Each Other

Overall theme rating



What we asked...

	Rating
I know where to get information about Council and its services and facilities	3.8
I enjoy meeting new people in my local community	3.5
My family, friends and I can access local activities or entertainment in Playford	3.3
I know how to get involved and share my views or feedback with Council	3.3
I regularly visit a local community centre or library	2.5
I spend time at a local sport or recreational facility	2.5
I am satisfied with the level of information available about services and facilities	3.3

Scale: 1= completely disagree and 5= completely agree



By 2024 our community will...

Feel confident Council is doing what it can to support local jobs and businesses.

Feel inspired to gain education, training and new skills because there is a better chance of getting a job here.

8.5 Community Theme 4: Supporting Business and Local Employment Opportunities

- Respondents agree Council plays an important role in supporting businesses to grow and stay in Playford. However, respondents indicated there is a lack of awareness or that Council has not made it clear about what it does to support jobs, business and keeping money local in Playford.
- Keeping money local was a strong and important theme in comments, with many hoping this will flow on to local employment opportunities.
- Whilst many respondents indicated they had access to local businesses and services, some comments indicated the need to attract high quality businesses to the area. Visual appearance and the condition of local shops was highlighted as a barrier to this occurring, with responses from business owners indicating that changes to commercial rates could assist in attracting and retaining businesses within the local area.
- While feedback was primarily from Playford residents, it was noted a small number of local business owners provided feedback.

Key themes in comments

Visual appearance of shops

Local employment

Awareness

Keeping money local

Commercial rates

Supporting Business and Local Employment Opportunities

Overall theme rating

3.8



What we asked...

	Rating
I think it is important Council plays a role in supporting businesses to grow and stay in Playford	4.4
I have access to services and businesses that I need locally	3.7
I agree the Council is doing what it can to support local jobs and business	3.3

Scale: 1= completely disagree and 5= completely agree



By 2024 our community will...

Trust that Council is spending their rates wisely and using resources for the good of the community.

Trust Council is responsibly managing our finances, including debt.

Be reassured that Council does business honestly and fairly.

8.6 Community Theme 5: Using Money Wisely

- Our community have indicated they would like Council to 'stick to the priorities' when it comes to building infrastructure, maintenance of the city and maintaining service levels. Through this theme we have been able to understand the services and programs that are highly valued by our community and gain an understanding of community pain points that warrant further investigation and investment.
- Related to level of infrastructure and maintenance delivered within the city, conflicting views were evident between rural versus urban and newer versus older areas, where each perceive the other as better off. This links to the level of awareness about the services delivered by Council, with the opportunity to provide localised information that would help each section of the community understand what work is being undertaken within their local area, and across the city more broadly.
- With the perception about Playford's rates being high, community members are seeking more transparency and information about how and where rates are being spent. There is opportunity to address this throughout the year across Council's communication channels.
- Concern about Council's financial position was also evident, with many concerned about Council debt and what this means for the future. A number of community members noted Council's attempts to manage and reduce debt.

Key themes in comments

Conflicting views:
new versus old areas & urban versus rural areas

Council's
priorities

Financial
position

Rates

Using Money Wisely

Overall theme rating

2.7



What we asked...

Rating

I agree that Council is spending rates wisely and using resources for the good of the community

2.7

Scale: 1= completely disagree and 5= completely agree



8.7 Community Sentiment

- An overall experience rating of 3.1 indicates respondents acknowledge Council is doing a good job and working to make positive changes in the community and the city.
- Drivers of negative sentiment towards Council were relative to Council spending rates wisely, aligning services to community's expectations and priorities, and legacy decisions and broken promises.
- Drivers of positive sentiment towards Council included local neighbourhood appearance, the level of information about services and facilities and supporting local jobs and business. It was also evident that respondents who accessed more activities and saw work in their neighbourhood held more positive sentiment towards Council. This could be due to the amount of exposure they have had to local Council services and associations with value for money.

Drivers of **positive** sentiment

Local neighbourhood appearance

Awareness of Council services

Supporting local business

Drivers of **negative** sentiment

Spending rates wisely

Legacy decisions / broken promises

Community expectations of priorities

Average Community Sentiment

3.1



What we asked...

	Rating
I am confident that Council will deliver what it promises over the next year*	2.9
I trust Council is doing its best for the community*	3.1
Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?	3.1

*Scale: 1= completely disagree/not at all satisfied and 5= completely agree/very satisfied
If respondents rated 2 or lower, they were provided the opportunity to explain their rating.

9 How we are going to use information

Thank you to the 1461 respondents who completed the Playford Community Survey.

We want to show we are listening and that your voice is heard when we consider and make decisions. Already we have shared these with Council, staff – and now our community. We will continue to use these results over the next 12 months, working with teams in their service planning to make sure our community thoughts and experiences are taken into consideration.

Already we are using your feedback to inform:

- A community rating for each theme within Council's Strategic Plan 2020-24. It is our aim to secure a rating each year so we can track our progress and understand your experiences in Playford.
- Urban Design Guidelines – these are currently being workshopped and will be a key tool used to help inform public realm and streetscape asset designs. These Guidelines will be used by third party developers, designers, contractors, and key teams within Council.
- What we need to focus on in our communication and marketing and how we go about getting this to you.
- Informing service presentations to our Mayor and Councillors and Executive teams, ensuring that community insights are shared when discussing service delivery and priorities.
- Progressing delivery partnerships with government departments and businesses to address concerns raised by our community, specifically related to presentation of private properties and how we can collectively support improvements to city appearance.

How we plan to use results ongoing:

- Reviewing our services
- Service assurance initiatives
- Reports and presentations to Council
- Informing community engagement activity

Important: To make more informed decisions, it is important the Playford Community Survey is not viewed in isolation. It is just one measure among a range of other data points that help build a picture, but not the whole story. That's why it is important in any decision making to use and consider different data sources, such as service usage data, maps, customer request data and information from community engagement activities.



10 Appendix: Questionnaire 2021

City of Playford Community Survey - Questionnaire 2021

Section 1: Introduction

We are reaching out to members of the Playford community to understand their thoughts on services, facilities and priorities in the area.

The information collected today will help Council to better understand what they are doing well, and areas where they can improve to meet the diverse needs of the community.

Before we start, I would like to ask two quick questions around your eligibility to complete this survey:

1. Have you already completed a City of Playford community survey online or over the phone?

- ☐ Yes (Terminate survey)
- ☐ No

If survey is terminated: Thank you for your time today. Unfortunately we are not able to progress with any other questions at this time. Would you like to stay in touch with City of Playford and have the opportunity to provide feedback in the future?

- ☐ Yes
- ☐ No

If yes: That is great to hear. I will just need to capture your name, email and phone number so that our teams can reach out to you. (Go to Q38)

If no: Thanks again, have a great day

2. In which suburb do you live?

Andrews Farm	Elizabeth Park	Munno Para Downs
Angle Vale	Elizabeth South	Munno Para West
Bibaringa	Elizabeth Vale	One Tree Hill
Blakeview	Elizabeth West	Penfield
Buckland Park	Evanston Park	Penfield Gardens
Craigmore	Eyre	Sampson Flat
Davoren Park	Gould Creek	Smithfield
Elizabeth	Hillbank	Smithfield Plains
Elizabeth Downs	Hillier	Uleybury
Elizabeth East	Humbug Scrub	Waterloo Corner
Elizabeth Grove	Macdonald Park	Yattalunga
Elizabeth North	Munno Para	

3. Please stop me when I read out your age group.

- ☐ 18 - 34
- ☐ 35 - 49

- ☐ 50 - 59
- ☐ 60 - 69
- ☐ 70 years and over

Section 2: Customer Service

My first set of questions are focused on how well council delivers customer service.

Council provides dedicated customer service counters at the Playford Civic Centre and the Stretton Centre. You may also contact Council via telephone, email, web chat or complete an action at Playford Online Services.

I'd like you now to please think about your recent experiences with City of Playford.

4. Have you contacted Council in the last 12 months?

- ☐ Yes
- ☐ No (Go to Section 3)

5. I was satisfied with how my contact was handled by Council

- ☐ 1 – Completely disagree
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – Completely agree

Section 3: Council's Delivery

In 2020, with extensive input from our community, Council developed a Strategic Plan that outlines what we will focus on between 2020 and 2024, and how we will go about it.

These next questions are framed around each of our Community Themes within the strategic plan. We hope to understand what is important to you, and how satisfied you are with how we are delivering on our promises. We also hope to share some information with you along the way.

Improving safety and accessibility

We want you to feel more confident about moving safely around your neighbourhood, have access to well-maintained local infrastructure (like roads and footpaths), as well as trust the way that Council is planning for ways that people get around our growing city.

How strongly do you agree or disagree with the following statements?

		1 – Completely disagree	2	3	4	5 – Completely agree
6	I enjoy walking around my neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	I regularly spending time in Playford's parks/playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	I regularly use the local walking trails or bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9	Myself and others are able to safely use the footpaths in my neighbourhood (people with prams, people in wheel chairs, walking sticks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	I feel safe moving around my neighbourhood during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	I feel safe moving around my neighbourhood at night time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	I find it easy to drive around Playford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	I find it easy to park where I need to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		1 – Completely disagree	2	3	4	5 – Completely agree
14	I agree that it is safe and easy to get around my neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	14a. Please share why:					

Lifting city appearance

We want more of our community to be proud of living in Playford and be able to enjoy spending time in public spaces that look and feel nice.

How strongly do you agree or disagree with the following statements?

		1 – Completely disagree	2	3	4	5 – Completely agree
15	My neighbourhood has clean streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Looking after our environment is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	I know how to get rid of my rubbish and hard waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	My local neighbourhood is well maintained by Council (Parks, reserves, verges)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19	My local neighbourhood has enough trees, plants and grass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20	The private properties in my street are looked after	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		1 – Completely disagree	2	3	4	5 – Completely agree
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21	I agree that my neighbourhood looks and feels nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21a. Please share why						

Connecting with our community and each other

A big challenge for Council is helping you to interact with us and understand the services that we deliver for you. We want you to be aware of the services you can access and be actively using them.

How strongly do you agree or disagree with the following statements?

		1 – Completely disagree	2	3	4	5 – Completely agree
22	I know where to get information about Council and its services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	I enjoy meeting new people in my local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24	I regularly visit a local community centre or library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25	I spend time at a local sport or recreational facility (indoor or outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26	My family, friends and I can access local activities or entertainment in Playford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27	I know how to get involved and share my views or feedback with Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		1 – Completely disagree	2	3	4	5 – Completely agree
28	I am satisfied with the level of information available about the services and facilities provided by Council?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28a. Please share why						

Supporting business and local employment opportunities

The next theme is supporting business and local employment opportunities. Council is committed to supporting local jobs and businesses to do the best they can.

We want our community to have an increased chance of working locally and getting the training and skills they need to land a job.

How strongly do you agree or disagree with the following statements?

		1 – Completely disagree	2	3	4	5 – Completely agree
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29	I have access to services and businesses that I need locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30	I think it is important Council plays a role in supporting businesses to grow and stay in Playford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		1 – Completely disagree	2	3	4	5 – Completely agree
31	I agree that Council is doing what it can to support local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	31a. Please share why:					

Using money wisely

We want you to have trust in Council's financial management practices and the way we use resources to provide infrastructure and services for you and the broader community.

How strongly do you agree or disagree with the following statement?

		1 – Completely disagree	2	3	4	5 – Completely agree
32	I agree that Council is spending rates wisely and using resources for the good of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	32a. Please share why:					

Section 4: Community Sentiment

Thank you for the feedback you have provided so far. We are almost done. I will now ask you some general questions about how you feel about Council.

Considering the themes we have discussed, from lifting city appearance, connecting with our community through to using money wisely, how much do you agree or disagree with the following statements.

		1 – Completely disagree	2	3	4	5 – Completely agree
34	I am confident Council will deliver what it promises over the next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34a	(If rated 2 or lower) May I ask why?					

