

Emergency Budget 2020/2021 Consultation – summary of feedback received

Purpose

This report summarises feedback received during the Emergency Budget 2020/2021 public consultation in May/June 2020. The feedback received includes written submissions, telephone interviews and digital channels (including social media). It aims to capture key views and preferences rather than detail every point of feedback received. This report does not include any advice or recommendations for decision making.

Executive Summary

Consultation items were agreed by the Emergency Committee on 21 May 2020. The Consultation Document and Supporting Information were adopted by the Governing Body on 28 May 2020. Public consultation ran between 29 May and 19 June 2020.

Feedback to inform the Emergency Budget was received through telephone interviews, written forms, including online and hard copy forms, emails and letters. Due to restrictions on social gatherings there were no Have Your Say events staged. A summary of all feedback received includes:

- A total of 34,915 pieces of feedback
- Around 90 per cent of feedback was received digitally
- 29 people provided feedback over the phone
- 149 pieces of feedback were received through social media
- We heard from 580 organisations including 34 regional stakeholders and 12 Mana Whenua.

Council consulted the public on a number of key issues, including: the level of proposed general rates increase, a proposal to introduce a COVID-19 Rates Postponement Scheme and a proposal to suspend the Accommodation Provider Targeted Rate until March 2021. In addition, Council also sought feedback on other issues including the in-principle decisions made following the first round of consultation on the Annual Budget 2020/2021.

In summary, analysis of the responses indicated the following:

1.0 Consultation items

1.1 The proposed general rates increase for 2020/2021

When including all the feedback received on this topic, 29 per cent of responses supported a 2.5 per cent general rates increase, 28 per cent supported a 3.5 per cent general rates increase, 13 per cent selected 'I don't know', and 30 per cent of responses provided a different response or a comment without selecting a survey response option.

When excluding pro forma feedback received on this topic, 40 per cent of responses supported a 2.5 per cent general rates increase, 37 per cent supported a 3.5 per cent general rates increase, 10 per cent selected 'I don't know', and 13 per cent of responses provided a different response or a comment without selecting a survey response option.

1.2 The proposal to introduce a COVID-19 Rates Postponement Scheme

Overall, 67 per cent of responses supported the proposal, whilst 23 per cent did not support. A further 10 per cent selected 'I don't know' or made another comment without a clear stance.

1.3 The proposal to suspend the Accommodation Provider Targeted Rate

Overall, 72 per cent of responses supported the proposal, whilst 14 per cent did not support. A further 13 per cent selected 'I don't know' or made another comment without a clear stance.

1.4 Feedback on proposals agreed in principle subject to consideration of feedback received in the Emergency Budget consultation

- 1 submission directly referenced the waste management targeted rate noting that they did not support it
- 1 submission specifically mentioned support for increasing the Auckland City Council and Manukau City Council refuse collection targeted rate.
- 1 submission specifically mentioned support for continuing the Waitākere rural sewerage service and targeted rate
- Overall, 72 per cent of responses supported the establishment of the Central Park Henderson Business Improvement District, whilst 28 per cent did not support.

2.0 Other feedback

Feedback on topics outside of those directly consulted on can be found in Attachment Four in the appendix.

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Pro Forma submissions

Sometimes we receive submissions that have come via a platform created by an external organisation – these are referred to by the council as pro forma submissions. We received an unusually large number of pro forma submissions in this consultation process. There were two significant pro forma's received which addressed question one (general rates increase) in the consultation document. These came from two organisations – the Auckland Ratepayers' Alliance (9,002) and Generation Zero (371).*

When people submit via the our official consultation platform (either the hardcopy feedback form or the digital form), they are directed to our consultation document and supporting information which are the statutory basis for the consultation process. People who submit via pro forma submissions often will not have had this same information presented to them when they submit, although each pro forma submission is different in its approach.

For example, the submission form set up by the Auckland Ratepayers' Alliance did not refer to our consultation material and did not ask the same questions that were included on our feedback form. Generation Zero's submission form also did not ask the same questions as our feedback form. However, Generation Zero did include links to our consultation material in the information supporting their submission form.

As with all feedback, pro forma submissions must be given due consideration with an open mind, and it is up to elected members to determine the weight that is given to this feedback.

*After removing duplicate respondents who submitted via both the external organisation platform and by the official council platform. All comments were merged into a single submitter profile

The Engagement Approach

The Emergency Budget consultation was presented for feedback to Aucklanders on 29 May through to 19 June 2020.

Due to Covid-19 restrictions, only two face to face events were held – when we reached Alert Level

1. However, alternative digital and non-digital options to provide feedback were made available throughout the three week consultation period.

These included:

- Seven skype webinars (five sub-regional and two topic related) where councillors and subject matter experts were online to inform and answer the public's questions
- The opportunity to speak to a member of our staff on the phone to work through the feedback from with the customer (this service was available in different language options)
- Community engagement partner facilitated online events/sessions
- Māori online events (including Mana Whenua online/face to face event)
- Regional stakeholder event (online and face to face).

Online engagement also included:

- Emails or texts sent to all ratepayers, previous submitters and library members
- Emails to the People's Panel, stakeholders
- The Have Your Say site and feedback form, consultation document and supporting documents
- Social media (#AKHaveyoursay).

Offline engagement:

- Summaries and supporting documents were available in libraries/service centres (including translations) when open at COVID-19 Alert Level 2 and below

Key terms used in summarising this feedback are defined below.

Glossary of terms

Term	Definition
Pieces of feedback	Summation of all written submissions and feedback points from in person engagement
Response	Where a submission has answered the question (support, do not support, or other)
Feedback point	An individual point made by a submitter (in addition to support, do not support, or other)
Written	Includes hand-written forms or letters, emails or emailed forms, and forms completed online
In person	Feedback received through Have Your Say, Māori and community events
Pro forma	A submission that has been prepared from a template provided by a community group or other external organisation
HYS event	Have Your Say event

Consultation feedback

1.1 The proposed general rates increase for 2020/2021

Question 1: We are proposing an average general rates increase of either 2.5 per cent or 3.5 per cent for 2020/2021. We looked at, but could not responsibly propose rates increases below 2.5 per cent because of the severe impacts that would have on council services, new infrastructure, our debt levels and employment and business activity in Auckland.

The scale of the financial challenge that we face for next year with a revenue loss of over half a billion dollars due to COVID-19 means that spending on some council services will need to be reduced and many capital projects will be delayed even with the 3.5 per cent increase we had previously planned.

With a lower rate increase of 2.5 per cent, we would need to further reduce spending on council services and further delay investment in transport, parks and community and town centre projects.

Which increase do you support?

- 2.5 per cent average general rates increase
- 3.5 per cent average general rates increase
- I don't know

The charts below show a side by side comparison of the total feedback. Firstly including pro forma submissions and secondly excluding. All responses received that did not align with a response option given on an official feedback form are grouped into 'other'.

Fig 1.1:

Total responses **INCLUDING** pro forma
(n=33,648)

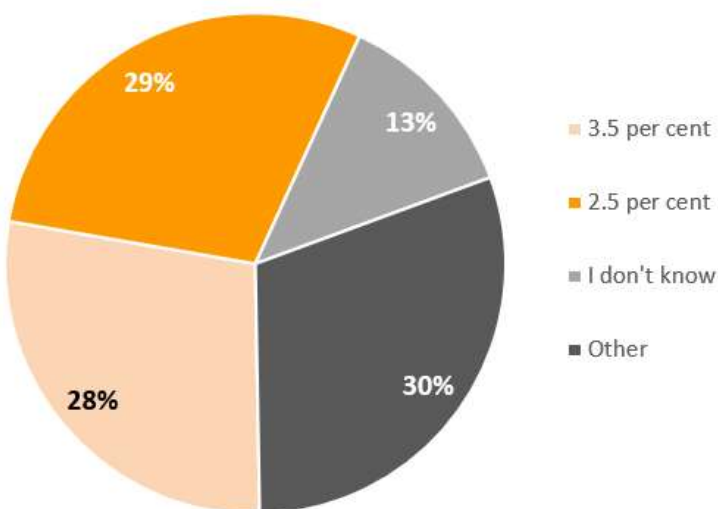


Fig 1.2:

Total responses **EXCLUDING** pro forma
(n=24,297)

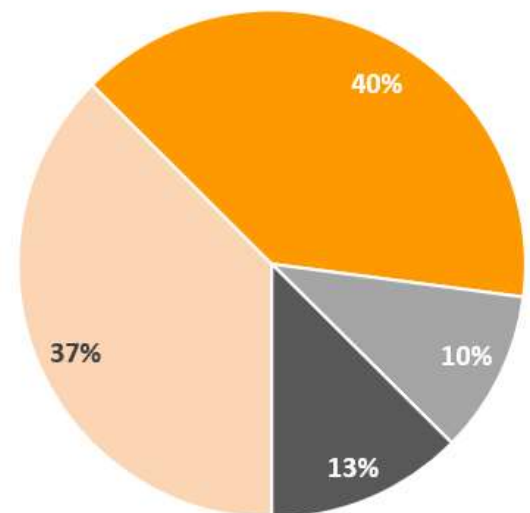
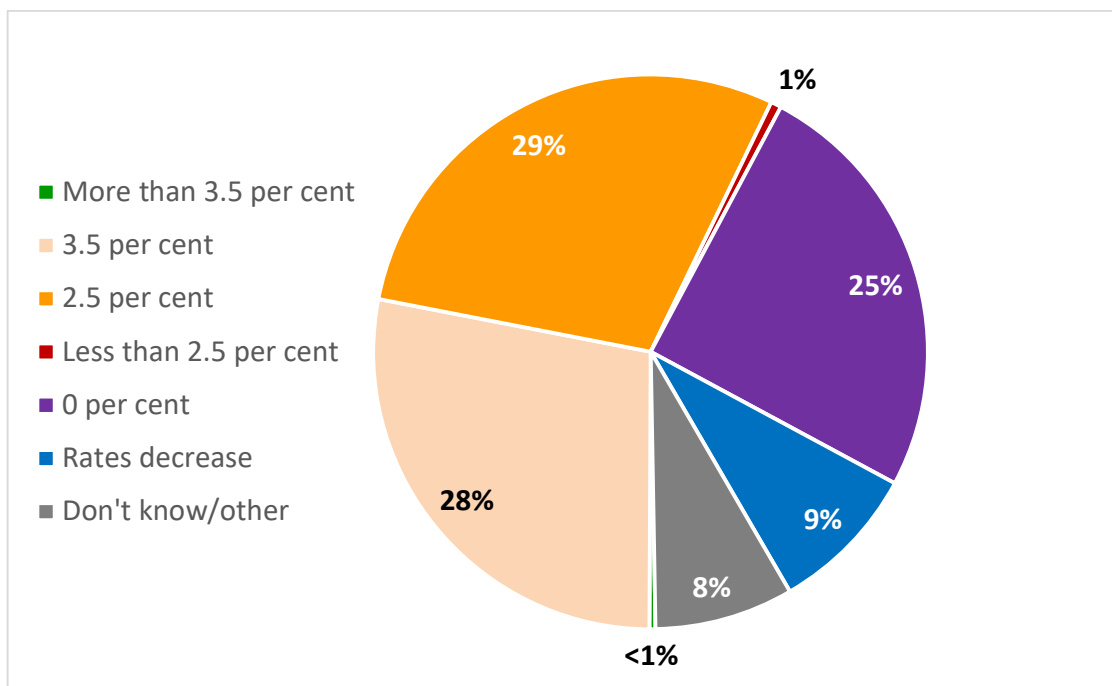


Fig 1.2: In the process of excluding pro formas, a portion of the 'I don't know' responses have been recoded to match the sentiment of the comment provided.

OVERALL	Total including pro forma	Total excluding pro forma
2.5 per cent average general rates increase	9,803 29%	9,621 40%
3.5 per cent average general rates increase	9,418 28%	9,105 37%
I don't know	4,225 13%	2,518 10%
Other	10,202 30%	3,053 13%

The chart below shows a more detailed breakdown of all feedback previously grouped as 'I don't know/other' in the above chart (Fig 1.1). These were responses that we received that did not align with the options identified in our consultation document.

Total responses INCLUDING pro forma (n=33,648)



OVERALL	TOTAL
More than 3.5 per cent increase	117 <1%
3.5 per cent increase	9,418 28%
2.5 per cent increase	9,803 29%
Between 0% and 2.5% increase	207 1%
0 per cent (rates freeze)	8,436 25%
Rates decrease	2,952 9%
Don't know	2,726 8%

1.1.1 Key findings

Key findings across feedback specific to the proposal are:

- As between the two options expressly consulted on, the community's view is reasonably evenly split between those who want a 3.5 per cent average general rates increase and those who want a 2.5 per cent or average general rates increase - with only a slight preference for a 2.5 per cent increase.
- Those who supported a 3.5 per cent increase expressed a desire for council services to remain open and investment in infrastructure (including water) and climate change initiatives to continue. However, those who supported a 2.5 per cent increase were concerned about financial hardship caused by the COVID-19 situation and whether increasing rates would add to this.
- A significant portion of the submissions proposed an option outside of the two options expressly consulted on - either a rates freeze or a rates decrease. A majority of these submissions came from the Auckland Ratepayers' Alliance pro-forma (about 75% of submissions in this category).

1.1.2 Written feedback received

We received and analysed 33,648 written responses to this question. The themes mentioned most frequently were:

Summary of written feedback on the proposed general rates increase for 2020/2021		
Feedback	Submissions	Notes
3.5 per cent average general rates increase	9,418	<p>Major feedback points from submitters not using pro-formas discussed below (9,105 submissions) included:</p> <ul style="list-style-type: none"> • Around 2,900 submissions expressed a desire to keep the council's services open. Services considered essential by submitters included council facilities, transport (including public transport) and libraries • Around 2,100 submissions suggested that the council needs to maintain its infrastructure investment programme. Examples of infrastructure programmes submitters were concerned about included community, transport and water programmes • Around 1,300 submissions were concerned about how changes in council expenditure would have an impact on the broader economy • Around 600 submissions, while selecting 3.5 per cent rates increase indicated a willingness to pay more than a 3.5 per cent rates increase in their feedback. <p>Pro formas received for this option included:</p> <ul style="list-style-type: none"> • Around 240 submissions using the Generation Zero pro-forma. • Around 80 submissions using the Auckland Ratepayers' Alliance pro-forma.
2.5 per cent average general rates increase	9,803	<p>Major feedback points from submitters not using pro-formas discussed below (9,614 submissions) included:</p> <ul style="list-style-type: none"> • Around 3,000 submissions were concerned with the affordability of rates in the current economic environment. These submissions largely either expressed concern for their communities or their own personal circumstances • Around 1,900 submissions suggested the council find other sources of revenue or savings. Examples of suggested savings included staff, salaries and cutting non-essential projects • Around 1,700 submissions, while selecting 2.5 per cent rates increase indicated a preference for lower than a 2.5 per cent rates increase in their feedback. These submitters either preferred a rates decrease (around 100 submissions), a rates freeze (around 1,100 submissions) or an increase lower than 2.5 per cent (around 500 submissions). These submitters were largely concerned about the affordability of rates increases in the current economic conditions • Around 1,000 submissions conveyed a general dissatisfaction with how council is run. <p>Pro formas received for this option included:</p> <ul style="list-style-type: none"> • Around 160 submissions using the Auckland Ratepayers' Alliance pro-forma • Around 20 submissions using the Generation Zero pro-forma.
I don't know/other – Indicating preference for a lower rates increase	11,595	A number of submitters selected either "I don't know option", or selected none of the provided options, however in their written feedback indicated their preference for:

Summary of written feedback on the proposed general rates increase for 2020/2021		
Feedback	Submissions	Notes
		<ul style="list-style-type: none"> • A rates increase lower than 2.5 per cent (around 200 submissions) • A zero percent rates increase or a rates freeze (around 8,400 submissions) • A decrease in rates (around 3,000 submissions). <p>Similarly to those discussed for the 2.5 per cent option, major feedback points from submitters not using pro-formas discussed (3,100 submissions) included:</p> <ul style="list-style-type: none"> • Around 1,200 submissions suggested the council find other sources of revenue or savings • Around 750 submissions were concerned with the affordability of rates in the current economic environment • Around 650 conveyed a general dissatisfaction with how council is run <p>Pro formas received for this option included</p> <ul style="list-style-type: none"> • Around 8,600 submissions using the Auckland Ratepayers' Alliance pro-forma.
I don't know/other – Indicating preference for a higher rates increase	117	<p>Pro formas received for this option included</p> <ul style="list-style-type: none"> • Around 100 submissions using the Generation Zero pro-forma.
I don't know/other – other feedback	2,726	<p>A large portion of this group are people who selected 'I don't know' and did not submit any feedback on this question (around 2,200 submissions). Of those who did submit feedback the most common feedback point was expressing concern for financial hardship caused by the COVID-19 situation (around 600 submissions).</p> <p>Pro formas received in this group included</p> <ul style="list-style-type: none"> • Around 200 submissions using the Auckland Ratepayers' Alliance pro-forma • Around 10 submissions using the Generation Zero pro-forma.

Pro formas received

9,002 submissions were received in total from the Auckland Ratepayers' Alliance pro-forma. This group primarily supported rates freezes or rates decreases. Submitters also expressed dissatisfaction with the two proposals that were being consulted on.

371 submissions were received in total from the Generation Zero pro-forma. This group primarily supported a 3.5 per cent average general rates increase or higher. Submitters were primarily concerned about ensuring council continued to invest in climate change mitigation and sustainability initiatives.

1.1.3 Māori feedback

Of the 1,551 written responses to this question from submitters who identified as Māori, 36 per cent supported a 2.5% general rates increase, 34 per cent supported a 3.5 per cent general rates increase, 23 per cent said the don't know and 6 per cent provided a comment with no clear stance.

Of those who supported a 2.5 per cent increase, 158 mentioned financial hardships or rates being too high already. Of those who supported a 3.5 per cent increase the most common theme talked about keeping council services open (159). Of those who said don't know or other, 173 mentioned a preference for either a rates freeze or a rates decrease.

1.1.4 Mana whenua feedback

6 Iwi supported a 3.5% increase (Ngāti Whātua o Ōrākei; Ngāti Whātua o Kaipara; Te Runanga o Ngāti Whātua; Te Uri o Hau Settlement Trust; Ngāi Tai ki Tāmaki Tribal Trust; Ngati Paoa Trust Board).

5 Iwi supported a 2.5% increase - Te Waiohū (Te Aakitai Waiohū Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohū); Te Patukirikiri Iwi Trust; Ngaati Whanaunga Incorporated Society.

See appendix three for more detail on Mana Whenua issues and needs

1.1.5 Regional stakeholder feedback

Submissions on a general rate increase of 2.5 percent or 3.5 percent were received from 34 stakeholders.

Response	Total feedback
Rates increase higher than 3.5%	1
3.5% increase	14
2.5% increase	3
Rates increase between 0% and 2.5%	0
Rates freeze (0% increase)	5
I don't know / did not specify	11
Total	34

Those who supported a 3.5 per cent or higher increase commented this level of increase would help retain council services such as libraries, swimming pools, community halls, parks, arts and culture programming and community events. The higher rate would also help to stimulate the economy and keep people in jobs. Those who supported a 2.5 per cent increase believed this was the appropriate rate as many were facing increased financial hardship under the new economic environment.

- Those who did not specify which option they supported noted that cuts in spending would impact services or service providers. These include:
 - a negative impact of reductions in bus routes, travel concessions and library services on disabled people, women, children and the homeless community
 - cuts that would impact on the arts sector which are vital to reviving and thriving communities
 - support for action on the Smokefree Policy 2017-2025 Implementation Plan and progression of a marine strategy
 - reductions in funding could put environment and climate action at risk
 - retention of the city's animal shelters as they promote the welfare of dogs and animal management.

Nine stakeholders argued that the assumptions made in April when the Emergency Budget was prepared have been overtaken by more recent events.

1.1.6 Feedback by local board area

The below table shows a breakdown of all feedback received by Local Board (**including pro forma responses**)

Local board area	Total responses	More than 3.5 per cent	3.5 per cent	2.5 per cent	Between 0%- 2.5%	0 per cent (freeze)	Rates decrease	Don't know
Albert-Eden	2,977	1%	43%	24%	1%	19%	7%	6%
Aotea/Great Barrier	74	0%	34%	35%	0%	15%	7%	9%
Devonport-Takapuna	1,636	0%	32%	29%	1%	24%	8%	6%
Franklin	1,066	0%	24%	31%	1%	30%	8%	6%
Henderson-Massey	1,627	0%	27%	37%	0%	21%	7%	7%
Hibiscus and Bays	2,525	0%	23%	35%	1%	27%	6%	8%
Howick	2,520	0%	16%	30%	0%	32%	14%	7%
Kaipātiki	1,527	1%	42%	28%	1%	18%	5%	5%
Mangere-Ōtāhuhu	987	0%	17%	45%	1%	16%	4%	17%
Manurewa	1,335	0%	27%	35%	0%	16%	5%	17%
Maungakiekie-Tāmaki	1,609	0%	33%	28%	0%	25%	7%	7%
Ōrākei	1,949	1%	27%	30%	1%	28%	8%	6%
Otara-Papatoetoe	735	0%	19%	36%	1%	15%	7%	22%
Papakura	870	0%	19%	33%	0%	27%	9%	12%
Puketāpapa	538	0%	42%	31%	0%	18%	4%	4%
Rodney	2,050	0%	18%	29%	1%	37%	9%	5%
Upper Harbour	1,218	0%	23%	33%	1%	26%	10%	6%
Waiheke	442	0%	36%	33%	2%	18%	5%	5%
Waitākere Ranges	1,216	0%	43%	25%	1%	18%	6%	6%
Waitematā	1,861	1%	51%	23%	1%	16%	5%	5%
Whau	1,145	1%	42%	34%	0%	14%	3%	5%

The below table shows a breakdown of all feedback received by Local Board (**excluding pro forma responses**)

Local board area	Total responses	More than 3.5 per cent	3.5 per cent	2.5 per cent	Between 0%- 2.5%	0 per cent (freeze)	Rates decrease	Don't know
Albert-Eden	2,310	0%	53%	31%	1%	9%	1%	7%
Aotea/Great Barrier	63	0%	37%	41%	0%	10%	3%	10%
Devonport-Takapuna	1,217	0%	42%	38%	1%	11%	1%	7%
Franklin	734	0%	34%	45%	1%	10%	1%	8%
Henderson-Massey	1,258	0%	34%	48%	1%	9%	1%	8%
Hibiscus and Bays	1,911	0%	30%	45%	1%	13%	1%	10%
Howick	1,545	0%	25%	49%	1%	14%	1%	10%
Kaipātiki	1,202	0%	51%	35%	1%	6%	0%	6%
Mangere-Ōtāhuhu	840	0%	19%	53%	1%	7%	1%	19%
Manurewa	1,125	0%	32%	41%	0%	6%	1%	20%
Maungakiekie-Tāmaki	1,195	0%	42%	37%	1%	11%	1%	8%
Ōrākei	1,378	0%	37%	41%	1%	12%	2%	7%
Otara-Papatoetoe	601	0%	23%	43%	1%	6%	0%	27%
Papakura	618	0%	27%	45%	0%	10%	1%	16%
Puketāpapa	436	0%	50%	38%	0%	6%	0%	5%
Rodney	1,302	0%	28%	44%	2%	17%	1%	7%
Upper Harbour	861	0%	33%	45%	1%	12%	1%	8%
Waiheke	359	0%	43%	40%	2%	9%	1%	6%
Waitākere Ranges	990	0%	51%	31%	1%	9%	1%	7%
Waitematā	1,534	0%	59%	27%	1%	7%	1%	5%
Whau	987	0%	48%	40%	1%	6%	0%	6%

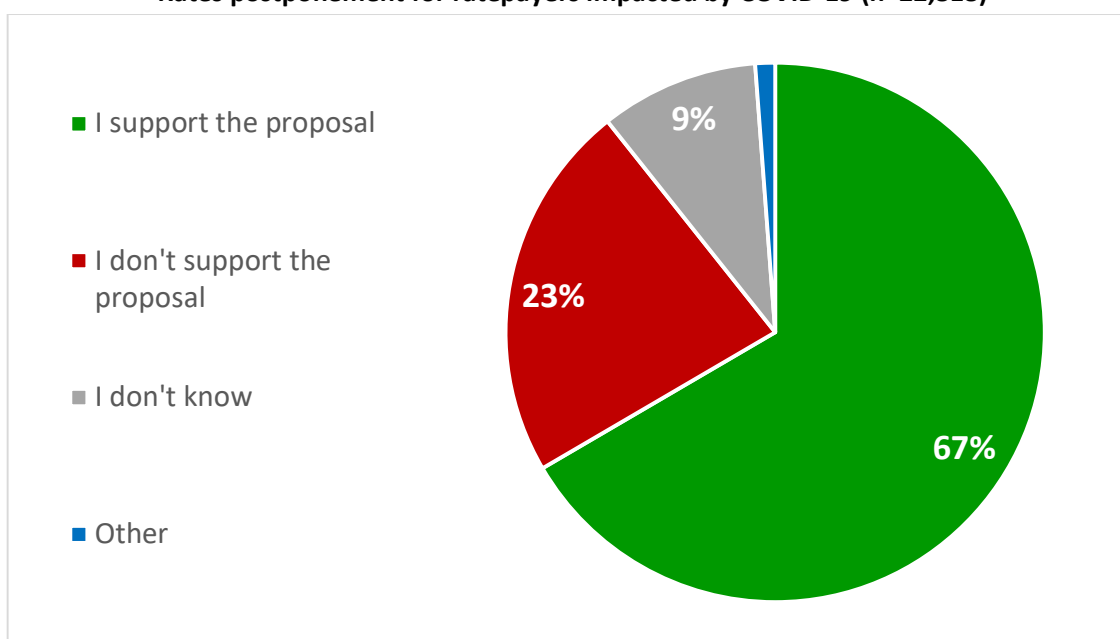
1.2 Rates postponement for ratepayers impacted by COVID-19

Question 2: We are proposing to introduce a COVID-19 Rates Postponement Scheme. This will allow ratepayers who are struggling financially as a result of COVID-19 to defer up to \$20,000 of their rates for the 2020/2021 year. At the end of the postponement period ratepayers would have until 30 June 2022 to pay off the balance (including interest and administration fees)

What do you think of our proposal?

- I support the proposal
- I don't support the proposal
- I don't know

Rates postponement for ratepayers impacted by COVID-19 (n=22,818)



OVERALL	TOTAL pieces of feedback
I support the proposal	15,192 67%
I don't support the proposal	5,187 23%
I don't know	2,166 9%
Other	273 1%

1.2.1 Key findings

Key findings across feedback specific to the proposal are:

- The majority of respondents (67 per cent) supported the proposal to introduce a rates postponement scheme for ratepayers impacted by COVID-19. Of these, around 6,800 did not provide any reason to explain why they supported the suspension.
- Of those who supported the proposal, the most common theme noted the scheme was a good idea or would support ratepayers facing hardship.
- Around 3,000 feedback points opposed the application of interest or administration fees, or otherwise thought the scheme should provide more support.
- Around 2,000 feedback points were concerned about the impact of debt on those who take up the scheme. Respondants were concerned that many would be unable to pay when the postponement ends, and would be worse off as a result.

1.2.2 Written feedback received

We received and analysed 22,818 written responses to this question. The themes mentioned most frequently were:

Summary of written feedback on proposed rates postponement for COVID 19		
Feedback	Submissions	Key point
I support the proposal	15,192	The most common response (around 6,100 submissions) was that the postponement scheme is a good idea that would support ratepayers facing hardship. Other points (around 1,600 submissions) opposed the application of interest or administration fees, or otherwise thought the scheme should provide more support. Some (around 660 submissions) wanted strong checks to ensure that the scheme was only accessed by those in hardship.
I don't support the proposal	5,187	The most common response (around 1,500 submissions) was concern that postponement would drive applicants deeper into debt. Other points (around 1,100 submissions) opposed the application of interest or administration fees, or otherwise thought the scheme should provide more support.
I don't know/ Other	2,439	The most common response (around 300 submissions) was concern that postponement would drive applicants deeper into debt. Others (around 260 submissions) opposed the application of interest or administration fees, or otherwise thought the scheme should provide more support.

1.2.3 Māori feedback

Of the 1,254 written responses to this question from submitters who identified as Māori, 60 per cent supported the introduction of the rates postponement scheme for ratepayers impacted by COVID-19., 27 per cent did not support and 13 per cent selected 'I don't know' or provided a comment without selecting a response option. Of those that supported the proposal, 304 submissions thought the postponement scheme is a good idea that would support ratepayers facing hardship.

Te Awa Ora Trust, Ruapotaka Marae Board and Te Arataki ki te ao Marama Branch – Māori Women's Welfare League all supported the proposal.

1.2.4 Mana whenua feedback

8 Iwi supported the proposal (Ngāti Whātua o Ōrākei; Ngāti Whātua o Kaipara; Te Runanga o Ngāti Whātua; Te Patukirikiri Iwi Trust; Ngāi Tai ki Tāmaki Tribal Trust; Ngaati Whanaunga Incorporated Society; Ngati Paoa Trust Board; Waikato).

3 Iwi did not support the proposal - Te Waiohua (Te Aakitai Waiohua Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohua).

See appendix three for more detail on Mana Whenua issues and needs

1.2.5 Regional stakeholder feedback

Submissions on the introduction of a COVID-19 Rates Postponement Scheme were received from 31 stakeholders. Twenty-eight respondents supported the proposal and two did not. Generation Zero supported the proposal but argued that those who owned investment properties should not be eligible for a postponement.

Nine business associations asked that further consideration be given to extending the scheme so that commercial landlords could apply for postponement if they were passing the benefits on to their tenants.

The Salvation Army recommended that the scheme be extended as additional support for those who have been impacted by COVID-19. They also recommend that the council considers designing a rates relief scheme to support homeowners to support them from losing their homes.

1.2.6 Feedback by local board area

Local board area	Total response	I support	I don't support	I don't know	Other
Albert-Eden	2,222	71%	19%	9%	1%
Aotea/Great Barrier	58	62%	26%	12%	0%
Devonport-Takapuna	1,198	67%	24%	9%	1%
Franklin	711	58%	33%	8%	1%
Henderson-Massey	1,306	71%	20%	8%	1%
Hibiscus and Bays	1,897	62%	24%	13%	1%
Howick	1,510	64%	26%	9%	1%
Kaipātiki	1,178	69%	19%	11%	1%
Mangere-Ōtāhuhu	735	79%	14%	6%	1%
Manurewa	684	69%	22%	8%	1%
Maungakiekie-Tāmaki	1,159	67%	25%	7%	1%
Ōrākei	1,351	67%	24%	8%	1%
Otara-Papatoetoe	530	73%	18%	8%	1%
Papakura	532	65%	26%	8%	1%
Puketāpapa	412	67%	22%	10%	0%
Rodney	1,283	58%	30%	11%	1%
Upper Harbour	852	63%	26%	10%	1%
Waiheke	348	66%	21%	10%	3%
Waitākere Ranges	978	69%	22%	9%	0%
Waitematā	1,475	71%	19%	10%	1%
Whau	947	74%	17%	7%	1%

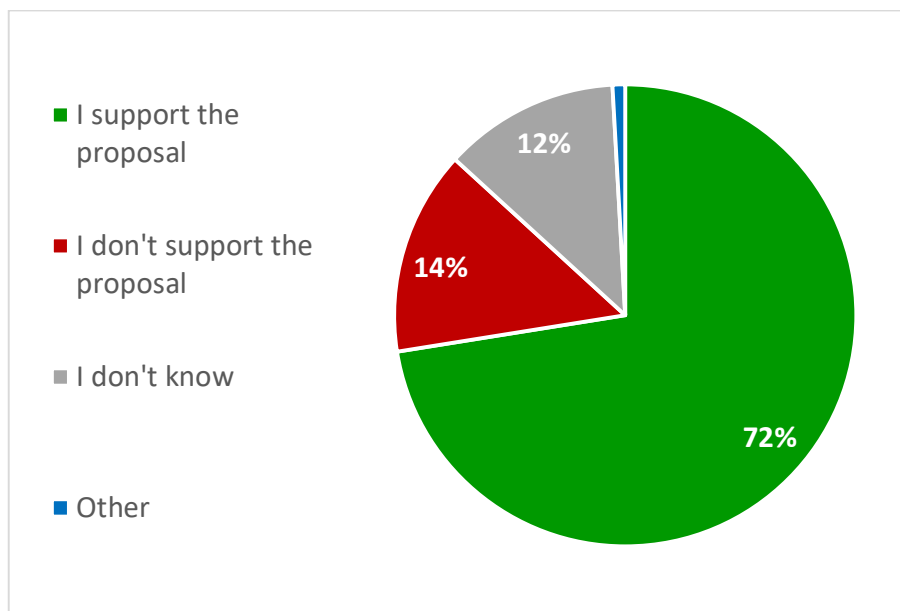
1.3 Suspending the targeted rate paid by accommodation providers

Question 3: *Restrictions on travel and mass gatherings due to COVID-19 have resulted in us reducing our spending on visitor attraction and major events. We are proposing to suspend the Accommodation Provider Targeted Rate (APTR) which helps fund these activities until 31 March 2021. The APTR will only be charged for the last three months of the next financial year (2020/2021) as we increase our spending in this area. This proposal will assist the accommodation sector who are struggling financially.*

What do you think of our proposal?

- I support the proposal
- I don't support the proposal
- I don't know

Suspending targeted rates paid by accommodation providers (n=22,745)



OVERALL	TOTAL pieces of feedback
I support the proposal	16,488 72%
I don't support the proposal	3,257 14%
I don't know	2,800 12%
Other	200 1%

1.3.1 Key findings

Key findings across feedback specific to the proposal are:

- The majority of respondents (72 per cent) supported the proposal to suspend the Accommodation Provider Targeted Rate (APTR). Of these, around 9,500 did not provide any reason to explain why they supported the suspension
- Where respondents provided a comment, the main reason for supporting the proposal were that it made sense and would help those in financial hardship
- The main reason given by those that didn't support the proposal were that we should continue to provide some visitor attraction activities and charge accommodation providers for it. Other comments suggested accommodation providers can afford to pay the APTR.

1.3.2 Written feedback received

We received 22,745 written responses that provided specific feedback on this issue. The themes mentioned most frequently were:

Summary of feedback on suspending targeted rates paid by accommodation providers		
Feedback	Submissions	Key point
Support - 72%	16,488	Most respondents (around 9,500 submissions) supported the proposal with no further reason given. Of those who commented, the most common theme noted the proposal made sense (around 3,100 submissions), whilst some mentioned it would help those in financial hardship (around 2,200 submissions). Additionally, some mentioned they don't support the APTR or the visitor attraction activities that ATEED undertakes (around 670 submissions).
Do not support – 14%	3,257	Most respondents (around 1,200 submissions) who did not support the proposal provided no reason. Of those who commented, most noted we should continue to provide some visitor attraction services and charge accommodation providers (around 600 submissions). Others mentioned that council should continue to charge the APTR as the accommodation providers can afford it (around 400 submissions). Additionally, some mentioned they don't support the APTR or the visitor attraction activities that ATEED undertakes (around 130 submissions).
Do not support/ Other– 13%	3,000	Most respondents (around 2,000 submissions) who answered 'I don't know' provided no reason. Of those respondents that commented, there was a range of topics mentioned including that they didn't understand the question or they felt they didn't sufficiently understand the issues to make and informed comment.

1.3.3 Māori feedback

Of the 1,257 responses to this question, 67 per cent of submitters who identified as Māori supported the suspension of the APTR, 18 per cent did not support and 16 per cent selected 'I don't know' or provided a comment without a clear stance. Comments on the proposal were in line with feedback noted above.

Te Awa Ora Trust, Ruapotaka Marae Board and Te Arataki ki te ao Marama Branch – Māori Women's Welfare League all supported the proposal.

1.3.4 Mana whenua feedback

7 Iwi supported the proposal (Ngāti Whātua o Ōrākei; Ngāti Whātua o Kaipara; Te Runanga o Ngāti Whātua; Ngāi Tai ki Tāmaki Tribal Trust; Ngaati Whanaunga Incorporated Society; Ngati Paoa Trust Board; Waikato)

3 Iwi did not support the proposal - Te Waiohua (Te Aakitai Waiohua Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohua)

Te Patukirikiri Iwi Trust were neutral on the proposal.

See appendix three for more detail on Mana Whenua issues and needs

1.3.5 Regional stakeholder feedback

All 34 stakeholders who submitted on the suspension of the APTR supported the proposal. Ten submitters argued that the APTR should be disestablished because it is:

- a large operational overhead for the hotel and motel industry
- not equitable for the commercial accommodation sector as the charge cannot be passed on to the end user
- not charged to all of Auckland's Airbnb operators as they have not all been identified or have been exempted.

1.3.6 Feedback by local board area

Local board area	Total response	I support	I don't support	I don't know	Other
Albert-Eden	2,222	69%	16%	14%	1%
Aotea/Great Barrier	58	76%	16%	9%	0%
Devonport-Takapuna	1,196	73%	15%	11%	1%
Franklin	707	77%	10%	12%	1%
Henderson-Massey	1,298	76%	13%	10%	1%
Hibiscus and Bays	1,873	68%	13%	18%	1%
Howick	1,507	71%	17%	11%	1%
Kaipātiki	1,183	74%	14%	12%	0%
Mangere-Ōtāhuhu	734	82%	10%	7%	1%
Manurewa	687	76%	14%	10%	1%
Maungakiekie-Tāmaki	1,155	74%	15%	10%	1%
Ōrākei	1,351	75%	15%	9%	1%
Otara-Papatoetoe	531	78%	11%	10%	0%
Papakura	527	69%	19%	12%	0%
Puketāpapa	407	74%	13%	12%	0%
Rodney	1,280	72%	14%	13%	1%
Upper Harbour	848	74%	13%	12%	1%
Waiheke	349	72%	17%	9%	1%
Waitākere Ranges	974	71%	14%	14%	1%
Waitematā	1,470	72%	17%	10%	1%
Whau	943	79%	10%	11%	1%

1.4 Feedback on proposals agreed in principle subject to consideration of feedback received in the Emergency Budget consultation

There was no specific question for this in the feedback form. All feedback on this topic was captured through question 4: Do you have feedback on any other issues including the in-principle decisions made from the first round of consultation?.

The Governing Body also made the following decisions in principle subject to further feedback received from the Emergency Budget consultation:

- discontinuation of rural sewerage service in the Upper Harbour Local Board area
- changes to waste management targeted rates.
- establishment of the Central Park Henderson Business Improvement District (BID)

Minimal feedback was received on these, however a brief summary of what was received is shown below:

- 1 submission directly referenced the waste management targeted rate noting that they did not support it. 35 submitters generally noted that waste services were already too expensive, but these submitters did not specifically mention the waste management targeted rate.
- 1 submission specifically mentioned support for increasing the Auckland City Council and Manukau City Council refuse collection targeted rate.
- 1 submission specifically mentioned support for continuing the Waitākere rural sewerage service and targeted rate, including recovering the full cost by increasing the targeted rate to between \$260 and \$320 a year
- 81 responses were received on the Central Park Henderson BID. Of these 72 per cent supported the establishment of the BID and 28 per cent opposed it. Those that supported the proposal thought the BID would bring significant benefits to local businesses. Those opposed were concerned about the additional costs at a time businesses are struggling.

2.0 Other Feedback

The consultation invited the public to provide feedback on issues that were important to them. The question was kept broad and open ended “Do you have feedback on any other issues including the in-principle decisions made from the first round of consultation?”. For a full table of topics mentioned please refer to attachment four in the appendix.

ATTACHMENTS

Attachment		Page number
Attachment one:	Emergency Budget 2020/2021 – Who we heard from	25
Attachment two:	Other notable submissions	26
Attachment three:	Mana Whenua feedback	28
Attachment four:	Other feedback received	32
Attachment five:	Sentiment analysis for Question one (general rates increase)	35
Attachment six:	Colmar Brunton independent survey report	47

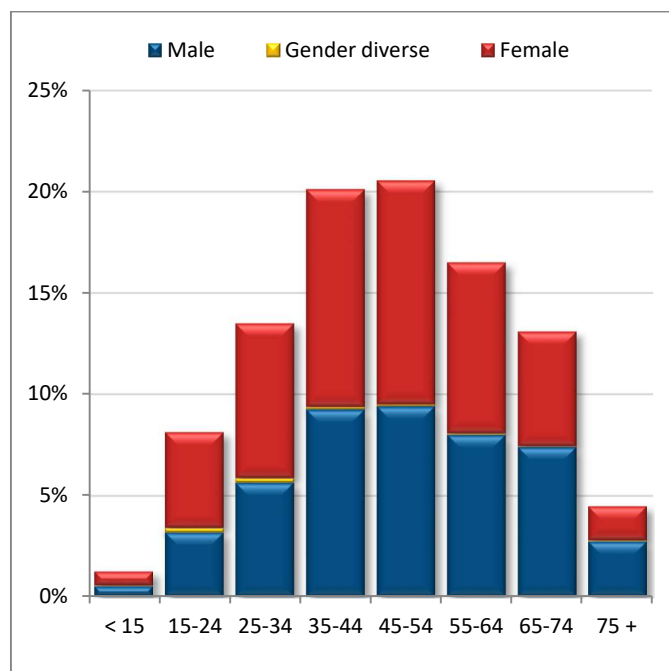
ATTACHMENT 1: Demographic profile

Who we have heard from via written submissions

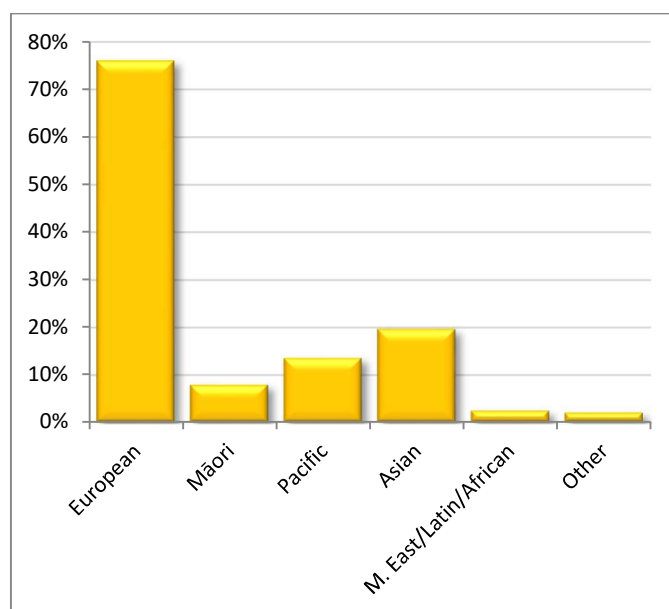
The tables and graphs below indicate the demographic information of those that provided demographic information, i.e. the percentages do not represent all submitters. All data points can be connected to providing a piece of feedback.

GENDER		
Male	10,677	47%
Female	11,738	52%
Gender diverse	154	1%
Total submitters providing data	22,569	100%

AGE	Male	Female	Diverse	Total	%
< 15	121	159	2	285	1%
15 – 24	727	1,080	47	1,888	8%
25 – 34	1,285	1,746	48	3,194	14%
35 – 44	2,110	2,456	25	4,720	21%
45 – 54	2,147	2,528	15	4,821	21%
55 – 64	1,827	1,929	8	3,865	17%
65 – 74	1,689	1,295	2	3,041	13%
75 +	626	387	6	1,036	5%
Total submitters providing data				22,850	100%



ETHNICITY	#	%
European	15,415	76%
Pākehā/NZ European	13,421	66%
Other European	1,994	10%
Māori	1,595	8%
Pasifika	2,744	14%
Samoan	1,231	6%
Tongan	793	4%
Other Pasifika	720	4%
Asian	3,973	20%
Chinese	2,360	12%
Indian	893	4%
Other Asian	720	4%
Middle Eastern/Latin/African	485	2%
Other	413	2%
Total	20,278	NA*



* Does not add to 100% due to some people selecting more than one ethnicity

ATTACHMENT 2: Other notable submissions

Auckland Ratepayer Alliance

Approximately 9000 were submitted on a pro forma with the pre-prepared statement as follows:

I submit that the Council's predetermined options of 2.5% or 3.5% rate increase do not reflect the full range of views held by Auckland ratepayers. For this reason I have used the submission form provided by the Auckland Ratepayers' Alliance at www.rates2020.nz I support budget measures that will result in the rate option selected above.

Submitters were also able to add their own comments to the statement above.

The pro forma submission allowed people to select their preferred rate option: +3.5% (rates increase), +2.5% (rates increase), 0% (rate freeze), -2.5% (rates relief), -3.5% (rates relief), other.

Gen Zero

Approximately 370 were submitted on a pro forma

The pro forma submission allowed people to select their preferred rate option: +2.5% (rates increase), +3.5% (rates increase), More than 3.5%. The question stated 'An increase of 3.5% OR more than 3.5% means climate action is not sacrificed for future generations!'

Submitters were also able to add their own comments to explain their reasons why.

A significant proportion chose to mention climate change or related topics in their responses.

Opposition to the proposed closure of animal shelters

Approximately 420 were submitted on a pro forma with the pre-prepared statement as follows:

I OPPOSE the planned reduction in the number of animal shelters from three to two, as well as the closure of the Waiheke animal shelter.

Reasons: By reducing space for animals to be impounded Council will likely risk shelter capacity issues. Increased financial pressure due to Covid-19 may mean that dog owners are unable to pay to get their dogs back, and that less people are able to afford to adopt a dog resulting in more dogs being impounded for longer with risk of being euthanised if not claimed or rehomed.

The Dog Control Act 1996, Section 9 states that "All money received and retained by a territorial authority under this Act shall be expended only for purposes authorised by or under this Act." This means dog registration fees, impound fees, adoption fees, infringement fees monies received by Council cannot be used on other Council activities outside of those in the Dog Control Act.

Submitters were also able to add their own comments to the form but none of the Emergency Budget proposals were presented to submitters.

Save the Franklin Arts Centre petition

A change.org petition presented 1980 signatures from Auckland and locations around New Zealand and the world.

The change.org page gives some background about the centre and then notes the following:

The Covid-19 pandemic has caused a large shortfall in budget allocations that come from Auckland Council, Auckland Airport and Auckland Ports and economies will need to be made. However, there is some danger that we will lose the Franklin Arts Centre altogether.

Please sign this petition and show Auckland Council how much this community space is valued and supported by you so that they will continue to offer funds and not close the community centre down.

The Emergency Budget is open for public consultation until 19th June, so we encourage you to support us by submitting feedback on the budget yourself
- <https://www.aucklandcouncil.govt.nz/have-your-say/topics-you-can-have-your-say-on/emergency-budget/Pages/default.aspx>

The change.org page also notes the petition closed with 2,211 supporters.

Support Papakura Museum in the 2020/2021 Emergency Budget petition

A change.org petition presented 640 signatures from Auckland and locations around New Zealand and the world. This was supported by a further 46 physical signatures. The physical petition states:

We, the undersigned, request Auckland Council and the Papakura Local Board to continue supporting Papakura Museum's operational funding agreement (2020/2021) and fully support Papakura Museum's submission PPK/2020/36 to the Papakura Local Board to cover additional 30% of Museum operating expenses.

The change.org page gives some background about the centre and then notes the following:

Due to the COVID-19 pandemic, Auckland Council has ordered a review of its budget allocations to meet their current shortfall. Papakura Museum relies on funds from the Auckland Council (via Papakura Local Board) for its base operational and staff costs - these funds are at risk of being reduced or altogether removed, risking the fate of the Papakura Museum.

We are tremendously grateful for the ongoing support that the Papakura Local Board has demonstrated to us. However our current budget is only just enough to keep our two main staff members employed and cover base running costs. Prior to the budget review we had been working towards a 30% budget increase (PLB submission PPK/2020/36), so that we could hire an educator to facilitate school visits to the museum, and run handling workshops with schools that are unable to visit us onsite.

We want to show Auckland Council and Papakura Local Board how much our community values the Papakura Museum, and strongly encourage them to continue funding us. We hope that we will continue to receive our usual annual budget, with an increase to hire an educator. This petition will accompany our Auckland Council Emergency Budget submission.

Please sign this petition to show Auckland Council that our local heritage is valued and to help us keep Papakura Museum's doors open!

The Emergency Budget is open for public consultation until 19th June, so we encourage you to support us by submitting feedback on the budget yourself
- <https://www.aucklandcouncil.govt.nz/have-your-say/topics-you-can-have-your-say-on/emergency-budget/Pages/default.aspx>

The change.org page also notes the petition closed with 699 supporters.

Glenvar Road

Approximately 970 submissions called for the Glenvar Road project not to be deferred, most of which were copied into submissions in a pro forma manner. The exact wording of comments varied throughout but the pre-prepared statement was as follows:

Our community is calling on Auckland Council to re-prioritise the Glenvar Road project and commence work in 2021 as originally promised.

The Glenvar Rd realignment project is an essential safety project to upgrade the most dangerous roads in the East Coast Bays. The upgrade and realignment of Glenvar Road has been due for

decades. In recent years, the development at Long Bay has put a great deal of pressure on the road and made it even more dangerous.

There are stories from hundreds of motorists, cyclists, pedestrians and residents about accidents, near misses and traffic chaos. This upgrade has never been a nice-to-have. It is an essential safety upgrade that has been put off for decades.

Glenvar is NOT a project that can be deferred. This is an essential infrastructure project and an essential safety upgrade. We have waited decades for this and we can not wait any longer.

ATTACHMENT 3: Mana Whenua feedback

SUMMARY OF SUBMISSIONS ON THE AUCKLAND COUNCIL EMERGENCY BUDGET 2020/2021 - MANA WHENUA FEEDBACK

QUESTION 1 – GENERAL RATES INCREASE OF 3.5%

Mana Whenua Feedback

Auckland Council received the following submissions from Mana Whenua Entities over the consultation.

Presentations to the Governing Body on 17th June 2020 – eleven Mana Whenua entities spoke with the Governing Body, two groups - Te Waiohū and Ngāti Whātua elected to work with their associated entities to present together and/or produce a joint submission.

Auckland Councils “Have Your Say” – online process – one submission received from Ngāti Whātua o Ōrākei

- **6 Iwi supported a 3.5% increase** (Ngāti Whātua o Ōrākei; Ngāti Whātua o Kaipara; Te Runanga o Ngāti Whātua; Te Uri o Hau Settlement Trust; Ngāi Tai ki Tāmaki Tribal Trust; Ngati Paoa Trust Board).
- **5 Iwi supported a 2.5% increase** - Te Waiohū (Te Aakītai Waiohū Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohū); Te Patukirikiri Iwi Trust; Ngaati Whanaunga Incorporated Society
- Waikato did not provide a preference

Issues Iwi raised

- Waikato understands the rationale for the increase
- Five iwi (Te Waiohū (Te Aakītai Waiohū Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohū); Ngaati Whanaunga; and Waikato) considered that the proposed General Rates Increase of 3.5% will be a **struggle for people who are already struggling**
- Two (Ngāti Whātua o Ōrākei and Te Uri o Hau Settlement Trust) considered the **difference between** the General Rates Increase of **3.5% or 2.5%** was **marginal** and unlikely to make a material difference to ratepayers who are suffering from the economic effects of COVID-19
- Te Uri o Hau noted that ratepayers in the **north will (largely) not benefit** from the services gained due to the rates increase due to a lack of services in the north; and is conscious that ratepayers in their rohe would **also need to** pay increased rates to Auckland Council and Northland Council to **help fund the Kaipara Harbour Remediation Project**
- Te Waiohū are **concerned about the level of service**
- Te Patukirikiri are concerned that Auckland Transport's proposed changes to renewals will have **negative implications for road safety** when Maori already have the highest percentage of deaths

and serious injuries, especially for rangatahi (Maori under 25 years)

- Ngai Tai ki Tamaki Tribal Trust recognised that the proposed rates increase of 3.5% allows a **faster recovery time; reduces Council debt and borrowing**, though is concerned about the **potential for landlords to transfer costs onto their tenants** and conscious that the perception to the rates increase is **heavily dependent on peoples economic situation**

Needs

- Te Waiohū encouraged Auckland Council to **maintain or enhance the level of service** as much as possible, **while making provision for Maori needs**
- Te Uri o Hau identified the need to **publicise the rates relief more**; and the potential to **include the Kaipara Remediation Project in the proposed 3.5% rates increase**. Te Uri o Hau also questioned whether all people should be treated the same when the context is often very different
- Te Patukirikiri encouraged Auckland Council to **prioritise road safety**
- **Continue to prioritise Maori Outcomes**
- The Ngati Paoa Trust Board recognised that New Zealand has suffered because of COVID-19 and that we all **need to help each other to recover**

QUESTION 2 – RATES POSTPONEMENT FOR RATEPAYERS IMPACTED BY COVID-19

Mana Whenua Feedback

- **8 Iwi supported the proposal** Ngāti Whātua o Ōrākei; Ngāti Whātua o Kaipara; Te Runanga o Ngāti Whātua; Te Patukirikiri Iwi Trust; Ngāi Tai ki Tāmaki Tribal Trust; Ngaati Whanaunga Incorporated Society; Ngati Paoa Trust Board; Waikato.
- **3 Iwi did not support the proposal** - Te Waiohū (Te Aakitai Waiohū Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohū)
- Te Uri o Hau did not provide a preference

Issues Iwi raised

- The Ngati Paoa Trust Board identified that this proposal is a **good gesture** from Auckland Council because it will benefit low income workers, the elderly, and people facing redundancy
- Several (Te Waiohū (Te Aakitai Waiohū Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohū) and Te Patukirikiri Iwi Trust) i.e. 4 entities, expressed concerns that it does **little to help those who are already struggling**, and it will just create a bill that ratepayers will not be able to pay
- Te Uri o Hau questioned **who will benefit?** businesses can recoup costs, private individuals cannot
- Two entities (Ngaati Whanaunga Incorporated Society and Te Uri o Hau) expressed concerns about **potential administration costs**

Needs

- Four entities Te Waiohū (Te Aakitai Waiohū Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohū) and Ngāi Tai ki Tāmaki Tribal Trust encouraged Auckland Council to **consider how you can help** Maori communities

- Te Uri o Hau Settlement Trust identified the need to **ensure people have ready access support**
- Another requested consideration of **potential alternative options** to help families manage

QUESTION 3 – SUSPENDING THE TARGETED RATE PAID BY ACCOMODATION PROVIDERS

Mana Whenua Feedback

- **7 Iwi supported the proposal** Ngāti Whātua o Ōrākei; Ngāti Whātua o Kaipara; Te Runanga o Ngāti Whātua; Ngāi Tai ki Tāmaki Tribal Trust; Ngaati Whanaunga Incorporated Society; Ngati Paoa Trust Board; Waikato
- **3 Iwi did not support the proposal** - Te Waiohua (Te Aakitai Waiohua Iwi Authority; Ngaati Tamaoho Settlement Trust; Te Ara Rangatū o te iwi o Ngāti Te Ata Waiohua)
- Te Patukirikiri Iwi Trust were neutral on the proposal whilst Te Uri o Hau did not state a preference

Issues Iwi raised

- Te Waiohua stated that **Maori needs are not being reflected in this proposal**. Te Waiohua comprises predominantly small to medium sized businesses, they anticipate that this **proposal will largely benefit big businesses**
- Ngai Tai ki Tamaki Tribal Trust questioned the relevance of this proposal given that Auckland (and the rest of NZ) are in Level 1 and tourism is happening
- The Ngati Paoa Trust Board **praised Auckland Council for its common sense** given that it recognises that hospitality can only service customers - no customers/no revenue

Needs

- Te Waiohua consider **creating a level playing field** to help small to medium sized businesses recover from the effects of COVID-19, big businesses should pay
- Ngaati Whanaunga encouraged Auckland Council to ensure measures were in place to **eliminate local spread of COVID**
- Waikato recommended **provision to manage the reinstatement** of rates and **identify any additional support requirements** **QUESTION 4 – OTHER**

Other feedback received from Mana Whenua

Eleven mana whenua entities embraced the opportunity to speak with the Governing Body - Rangatira to Rangatira to talk about their whakapapa, rohe, regulatory boundaries, core principles and values, strategic outcomes, and management approaches. While all submitters responded to Auckland Councils feedback questions, the focus for feedback was identifying potential opportunities to generate income and to lessen expenditure by operating more efficiently and effectively

Key recommendations for generating returns

- Work in partnership with Mana Whenua entities to achieve mutually beneficial outcomes
- Asset sales - Enhance procurement processes to enable mana whenua entities to purchase and/or lease Council assets and land
- Public / Private partnerships

Key recommendations for enhancing efficiencies and effectiveness

- Enhance the efficacy of mana whenua engagement across Auckland Council (including Council-Controlled Organisations)
 - Recognise that the Mana Whenua Kaitiaki Forum (MWKF) and Independent Maori Statutory Board (IMSB) do not have the right to speak on behalf of any mana whenua entity
 - Clearly distinguish governance and operations
 - Identify who has the right to speak for different areas to avoid creating conflict
- Enhance transparency relating to decision-making
- Ensure that communication documents identify the needs of their target audience

Strategic Priorities

- Maori Outcomes and creating a legacy that we can be proud of for future generations
- Water management - ensuring effective use of water management tools e.g. water sensitive design; championing sustainable water use and alternative technologies
- Climate resilience
- Protecting the wellbeing of the environment (including people)
- Road safety - preventing death and injury, particularly for rangatahi (under 25yrs)
- Projects and programmes occurring within each entities rohe
- Fixing and maintaining infrastructure assets
- Creating opportunities for employment and helping communities to recover

ATTACHMENT 4: Other feedback received

Below is a summary table of feedback topics that were collect but not directly consulted on.

Theme	Total pieces of feedback
Transport	4,114
Water	873
Libraries and community services	2,411
Parks, sport and recreation	1,302
Arts, culture and events	1,047
Planning	1,828
Regulatory and bylaws	966
Waste services	632
Environmental services	1,529
Rating and funding	6,603
Governance and support	1,546
Tupuna Maunga	59
CCOs	1,346
Other	796

Rating and funding and transport were the two most significant areas submitters commented on. These areas will be covered in more detail in the detailed report presented by Finance. A brief summary of other areas is provided below.

Water

Approximately 800 submitters made comments related to water, with around 530 of these calling for more investment in water infrastructure. Many of these submitters (approximately 230) were also concerned about drought management and water supply. Around 170 submissions called for more action to improve water quality.

Various community water stakeholders, such as the Stop Auckland Sewerage Overflow Coalition and Long Bay Okura Great Park Society, made submissions calling for investment in essential water infrastructure and environmental management and regulation of waterways.

Libraries and community services

Around 1200 submissions were expressed a desire for library services to be retained. Key themes included libraries are vital community hubs, libraries support social and educational needs, libraries are needed more in difficult times.

Around 85 submissions supported reductions in library hours, services or some closures and user pay options. Another key theme that ran through the feedback was the importance of community facilities as a hub for local communities – giving them a space to come together, share, exhibit, display and connect.

Parks, sport and recreation

The most notable theme was support to increase or maintain levels of service and maintenance of parks to promote health and wellbeing, especially as Auckland recovers from Covid-19.

Access to pools and leisure facilities and playgrounds was also important to many submitters to ensure Aucklanders have access to facilities that contribute to physical and mental health.

Maintaining environmental programmes (e.g. pest eradication and track maintenance) also came through strongly.

Around 100 submissions specifically supported not deferring sport and recreation grants.

Arts, culture and events

While a significant percentage of the feedback was in favour of reducing funding towards arts, community activities, events and public art and focusing on 'essential services' such as Watercare, rubbish and transport, a large number of submissions support continued funding of our arts, community activities and events programmes. There was a substantial amount of feedback that these activities will play a major role in lifting Auckland's recovery response and contributing to the revitalisation of the city centre.

A significant theme of the feedback was supportive of Council continuing to fund Matariki and other Māori activities and events, acknowledging the hard work that had gone into making Matariki such a significant event on the Auckland calendar. There was also support for other regional events, such as Proud Centres, focusing on communities of need – rather than events like music and movies in parks which other organisations could deliver or could be community led.

The role that arts, community development and event services play in sustaining people's mental health, particularly youth, was a theme that came through the submissions quite strongly, particularly in areas where there were vulnerable communities in need.

Regulatory and bylaws

The predominant theme was opposition to the proposed closure of some animal shelters (see **Opposition to the proposed closure of animal shelters** in Attachment 2).

A minority (approximately 1 in 10 of these) did mention that they would find the closure of one acceptable, although there wasn't one that was consistently identified by these submitters.

Waste services

Approximately 490 submitters made comments related to waste services, with around 340 of those generally supporting the council to continue delivery of waste services and initiatives as 'core services.' Other themes included support for improving recycling services, more consistent charging, waste education and diversion.

Environmental services

Approximately 1,530 submitters made comments related to environmental services, with around 1,340 of these calling for more investment in the environment, including on climate change action, natural environment protection, kauri dieback management and support for community conservation groups.

Various key environmental stakeholders, such as Generation Zero, EcoMatters and Pest Free Kaipātiki, and many other community conservation groups made submissions calling for more investment in environmental protection and climate change initiatives.

ATTACHMENT 5: Responses on particular issues

Our consultation material discussed a number of actions that the council proposed to undertake in our Emergency Budget. A number of submitters commented on specific actions and this section provides analysis of these comments.

The following issues are included:

- a) Public transport
- b) Road safety
- c) Traffic congestion
- d) Cycleways
- e) Park and ride
- f) Glenvar road project
- g) Climate change
- h) Water supply
- i) America's cup
- j) Events in the city
- k) Public toilets
- l) Animal shelters

Methodology

We use sentiment analysis to quantify opinions expressed in the qualitative data that was received through the submissions.

The themes were data-mined using keyword searches. For each theme, the feedback was classified into three key sentiments i.e. positive sentiment, neutral sentiment, and negative sentiment.

This classification was done using the following line of assessment:

- Identify key aspects of a theme that respondents care most about.
- respondents' underlying opinions and reactions concerning those key aspects.

Sentiment on Public transport

Positive sentiment supports the development of more public transport infrastructure, many consider it an essential way to combat climate change and environmental degradation. Negative sentiment towards public transport were mainly driven by opposition to CRL and negative perception of management of public transport. There was substantial negative feedback about costs associated with running empty feeder busses or busses running empty during the covid lockdown period.

Sentiment	Distribution	Example quotes
Positive	67%	<ul style="list-style-type: none"> – <i>public transport and libraries are essential in a recession. Transport is already expensive. You need libraries to help people get jobs & improve their lives. Most homeowners can afford a rates increase.</i> – <i>I want to see things like public transport and other big infrastructure projects that will make a significant impact on our lives supported.</i> – <i>Focus on climate change is essential for us as a city going forward - in real terms this means prioritising green space, cycleways and public transport.</i> – <i>So many people in lockdown commented on how great it was to be able to safely walk and cycle through their communities - which we need to prioritise going forwards rather than returning to a car-centric city.</i>
Neutral	13%	<ul style="list-style-type: none"> – <i>Ensuring that public transport fares and concessions remain the same rather than going up</i> – <i>Don't cut funding to community centres (like rec centres and pools), public transport (keep this free for gold card holders). These are important. Put more funding into fixing/better roads, this is a safety issue</i> – <i>please don't increase the bus fare for next year</i>
Negative	20%	<ul style="list-style-type: none"> – <i>I can barely afford to pay for bus fare before lockdown, if transport fares were to be increased I wouldn't even be able to make it to school and back even with the job I currently have.</i> – <i>Concentrate on core business not concerts, cultural events, housing, 5 million \$ donations to City M, Americas cup, ridiculous so called street improvements etc. And just wait for the city rail link blow out that is to come.</i> – <i>Stop running empty busses.</i> – <i>Lastly, make huge cuts to bus services. Not sure if you have noticed but buses run mostly empty at off peak school times.</i> – <i>Auckland Transport seem to have wasted huge amounts of money providing unnecessarily high bus route frequencies during lockdown. If they are prepared to spend so much money like this they should be made to face the consequences and not given extra funds.</i>
Total mentions	1732	
Mentions per 1000	50	

Sentiment on Road safety

Most sentiment is positive in support of road safety initiatives and consider it a fundamental aspect of this service

Sentiment	Distribution	Example quotes
Positive	97%	<ul style="list-style-type: none"> – Keep walking and cycling projects, free park and ride, safety improvements on roads and footpaths – What's important to me is that Council continues to invest in transport projects which will improve public transport around our region. It's also critical that Council invests in making our roads safer because too many people are dying on our roads. – Projects need to keep moving forward. Support those in financial strife with targeted rates relief. There are those that can pay, and the city needs its amenities . We also need to keep working on projects like pest control and safer roads.
Neutral	2%	– N/A
Negative	1%	– Why is Auckland Transport spending money on drink driving, speeding or seat belts - their core purpose should be getting Auckland moving. safety related can be left to LTSA.
Total mentions	578	
Mentions per 1000	17	

Sentiment on Traffic congestion

Negative sentiments are grievances against traffic congestion. Neutral sentiments are those comments where congestion is not the principal topic but a perceived outcome of a proposal or suggestion (For example, spending more on public transport will reduce congestion).

Sentiment	Distribution	Example quotes
Positive	1%	<ul style="list-style-type: none"> – Bigger roads only encourage more traffic. – Prioritise spending on safe streets, less cars, cyclists and pedestrians as the default. Don't build more roads. Make people pay a congestion tax. Most people are selfish. They won't do anything for the public good. Financial disincentives are all they understand.
Neutral	45%	<ul style="list-style-type: none"> – Why develop in town centre when that create a congestion ? why not develop outside of town instead? – Continue with the redesign of Otahuhu Town Centre, it's currently a mess with road blacks and mass traffic.
Negative	53%	<ul style="list-style-type: none"> – Did not feel the rate we have contributed did anything good for my area which is Pakuranga and highland park when we have the top 5 busiest road in Auckland. We pay for the T2 line then we suffer the congestion . Can you please have a better planner who really travel on Pakuranga road instead of sitting in the office and imagining what it should be ? – Developers should be charged a fee for roading upgrades as they are imposing congestion and costs on other rate payers. – traffic is critical issue. ALL other services (library, swimming pool, park, etc) are non-essential and can be reduced.
Total mentions	414	
Mentions per 1000	12	

Sentiment on Cycleways

Most positive sentiments in this theme propose to continue developing cycling infrastructure and continue to make it safe for cyclists. The negative sentiments largely comment on the cost of building cycle lanes, underutilised cycleways, and the perception of disruption on the rest of traffic.

Sentiment	Distribution	Example quotes
Positive	74%	<ul style="list-style-type: none"> – <i>Do not reduce spending on walking, cycling and pt projects - these should be lifeblood of Auckland following Covid-19 and would allow Auckland to continue to contribute to climate change mitigation measures. We should be looking to increase spending in these areas; defer most of our car based projects and direct in to improving what we have already.</i> – <i>Projects like cycle paths, pedestrian safety measures and increased public transport are vital for a safe, liveable city and it would be tragic to see these stalled or discarded.</i> – <i>Cycle ways, public transport, reducing cars on our roads, kauri dieback, clean beaches and other environmental issues, supporting the arts, maintaining our heritage buildings, providing for those who are homeless or in need and creating sustainable, caring communities are important to me. Thanks for doing your best!!!</i>
Neutral	1%	<ul style="list-style-type: none"> – <i>Council could increase revenue by licensing all adult cyclists with a nominal amount that could go towards cycle-ways etc, say \$20 a year.</i> – <i>Ensure that infrastructure (water, cycleways, walking and parks) are protected and invested in through the period if possible.</i>
Negative	24%	<ul style="list-style-type: none"> – <i>The amount of money wasted on cycle lanes and the negative impact they have had on our roads for the very limited use is disgraceful and I am a keen cyclist</i> – <i>You need to sharpen your pencil because there is a crisis happening at the moment in case you hadn't noticed. Pet projects need to be cut....like cycleways over the Harbour Bridge and cycle lanes in places all over the city.</i> – <i>Cut Cycleway Expenditure to the absolute bone. This is a "nice to have", not a necessity.</i>
Total mentions	1557	
Mentions per 1000	45	

Sentiment on Park and Ride charges

The largest set of sentiment is negative and doesn't support the proposed charging for park and ride. The predominant reason cited is that this will dissuade commuters from utilising public transport and some feel that this may tilt the financial equation for them to use a car instead. Most submissions that are tagged neutral are from a multi-themed and broad proformas that lists park and rides in their list of items they don't want to cut funding from.

Sentiment	Distribution	Example quotes
Positive	10%	<ul style="list-style-type: none"> – I support a 3.5% increase but ask that initiatives like paid park and ride are still implemented to better spread the demand and open up additional funding. – We should look at removing all unnecessary subsidies, e.g. charge for park'n'ride carparks, sell council parking buildings, charge a commercial rate for urban golf courses.
Neutral	38%	<ul style="list-style-type: none"> – 'Support' park and ride facilities going ahead – The council should not cut or defer funding to the following parking charges for park & Ride
Negative	53%	<ul style="list-style-type: none"> – Do not support park and ride fees at bus station's, as these fees and reduced services will affect PT ridership. – Do NOT include parking fees at park and ride. The bus system is already bad enough let alone having to pay for parking. People will simply say "stuff it" and drive! I know I certainly would!! – I don't support introducing charges to park & Ride facilities. This does not support Auckland's goals to make public transport more accessible.
Total mentions	512	
Mentions per 1000	15	

Sentiment on Glenvar Road project

The negative sentiment is from a proforma that is principally against the deferment of the Glenvar road project.

Sentiment	Distribution	Example quotes
Positive	1%	<ul style="list-style-type: none"> – Don't upgrade glenvar rd / east coast rd
Neutral	0%	<ul style="list-style-type: none"> – N/A
Negative	99%	<ul style="list-style-type: none"> – The Glenvar/East Coast Road upgrade is urgently required. Far too dangerous on a daily basis and there will be fatalities if this is not addressed. Urgent action required on this project. – Glenvar road intersection needs to go ahead. The council needs to stop wasting money and do a better job. Projects need to be completed. – Glenvar road on the northshore needs to be fixed!
Total mentions	980	
Mentions per 1000	28	

Sentiment on Climate change

Key elements of positive feedback are that Climate change initiatives should be top priority and that we do not lose the progress we've made so far. Most feedback is in combination with support for areas such as cycle and walk lanes, public transport and electric buses, clean water, carbon reduction, air pollution, and environmental services.

Sentiment	Distribution	Example quotes
Positive	95%	<ul style="list-style-type: none"> – <i>I don't think climate change mitigation or public and active transport have the right priority in this budget. They, alongside partnering with Maori, honouring te tiriti and improving equity, must be top priority. Covid is an acute crisis that's landed on top of a chronic crisis, ie climate change. This opportunity to address both must not be squandered.</i> – <i>The emergency budget failed to acknowledge the immediate threat of climate change and to put measures in place to prevent it. When the council is organising their own plan, please do not make the same mistake. Focus on removing fossil fuel-powered motor vehicles, supporting regenerative agriculture, make the bus fleet 100% electric, and create more green initiatives that will push Auckland to be the most sustainable and environmentally focused city in the country. We can not afford to ignore climate change at this pressing time.</i> – <i>All council decisions should be in line with the principles set out by the climate Change Commission.</i>
Neutral	2%	– N/A
Negative	3%	– <i>This is how much I can afford. Rates is my biggest household bill. We don't need nice to have stuff such arts, climate etc. Focus on essential services such as water, waste etc.</i>
Total mentions	1164	
Mentions per 1000	34	

Sentiment on Water supply issues

Elements of negative feedback comprises of dissatisfaction with the management of water supply issues, annoyance that water restrictions are in place, suggestion actions could have been taken sooner and comments that the issue should be resolved speedily

Neutral feedback includes comments that the water supply issues are a result of climate change, assertion that reliable water supply is a priority and planning for drought is important. It includes suggestions to simplify the process to install rain water tanks, or consideration be given to installing water storage tanks for new builds.

Sentiment	Distribution	Example quotes
Positive	0%	– N/A
Neutral	34%	– <i>Spending should go on the essentials such as rubbish, sewage and water supply.</i>
Negative	66%	<ul style="list-style-type: none"> – <i>Infrastructure for water etc still needs to be done, we are facing a water crisis and nothing seems to have happened in the previous years to provide for the future. We need more dams and the ability to process the extra water flow through our water treatment plants.</i> – <i>while water rate is keep increasing, it is very disappointing that watercare literally did nothing to build necessary infrastructure, it seems whether water restriction is needed all depends on luck- if</i>

		<p><i>we all lucky enough there may be enough rain- why we do need watercare then?</i></p> <ul style="list-style-type: none"> – <i>My business can't operate with current water restrictions in play. Please review. They are too restrictive and causing revenue loss, as we have had to stop the guys on site.</i>
Total mentions	644	
Mentions per 1000	19	

Sentiment on America's Cup

The negative sentiment responses do not support hosting of America's cup in Auckland. They primarily cite costs as the main factor, especially in the post covid-19 economic era where the fund could be diverted to more essential projects. The positive sentiment supports going ahead with the event.

Sentiment	Distribution	Example quotes
Positive	4%	<ul style="list-style-type: none"> – <i>Important - Americas Cup leveraging for Auckland/international tourism promotion. Not-important for next FY - Pasifika festival, Lantern, Diwali festivals etc with domestic audiences.</i>
Neutral	2%	<ul style="list-style-type: none"> – <i>N/A</i>
Negative	94%	<ul style="list-style-type: none"> – <i>Council should step away from spending monies on non-essential items such as the America's Cup. Get back to basics and provide essential services</i> – <i>America's cup should be postponed</i> – <i>I think spending priorities need to be reassessed, including whether of not any money should be spent on the America's cup. The city can't afford to support a rich persons hobby at this time</i>
Total mentions	712	
Mentions per 1000	21	

Sentiment on Events in the city

Aspects of positive sentiment are promotion of well-being, a driver for economic growth and a more connected communities. Most aspects of negative sentiment are that they are a non-essential service or uneconomical.

Sentiment	Distribution	Example quotes
Positive	54%	<ul style="list-style-type: none"> – <i>Please consider putting more support into Community events and Campaigns.</i> – <i>I think that arts and cultural events and venues should be considered, as losing these will have a long term negative impact on the vibrancy of the city and subsequently reduce people spending time and money in Auckland. Arts and culture are also important for mental health.</i> – <i>I'm concerned there will be no cultural events, public art ...these are vital to bring people together and for general wellbeing.</i>
Neutral	10%	<ul style="list-style-type: none"> – <i>Free events for families</i>
Negative	36%	<ul style="list-style-type: none"> – <i>Continue to spend on horizontal infrastructure. Stop spending on community events.</i> – <i>Stop non-essential services, such as events.</i>
Total mentions	696	
Mentions per 1000	20	

Sentiment on Public toilets

The largely positive sentiment supports public toilets and opposes reduction of this service. Neutral feedback suggests a user pays model and doesn't consider it a high priority. Negative sentiment comments on excessive spend in this area.

Sentiment	Distribution	Example quotes
Positive	78%	<ul style="list-style-type: none"> – It should not reduce public service as litter bin collection, toilet cleaning. There are BASIC SERVICES that any human being needs without question. You should rethink it – I want to see the city tidied up, with more bike lanes, trees planted, public toilets and drinking fountains built, clean beaches, and plenty of parks and green space. Higher rates means more workers will be employed to keep the city beautiful, safe and growing. – I have heard that basics will be cut on the 2.5 per cent model- such as park lawn mowing and toilet block servicing. These are core services and would prefer to pay slightly higher rates for those types of services to be maintained or stepped up.
Neutral	19%	<ul style="list-style-type: none"> – This is a really uncertain time for all of us. Great to have more toilets open but the – you should tell us what the impact will actually be (e.g. public toilets are only cleaned once every two days instead of everyday?) difference in my rates bill could be me still owning my house or not.
Negative	3%	<ul style="list-style-type: none"> – Transport is priority for Auckland not toilets and recreation, we survived without it during lockdown.
Total mentions	190	
Mentions per 1000	6	

Sentiment on reducing Animal shelter service

All sentiment under this theme was negative, via a proforma campaign, in that people who commented, opposed the proposed reduction of animal shelters or services.

Sentiment	Distribution	Example quotes
Positive	0%	– N/A
Neutral	0%	– N/A
Negative	100%	<ul style="list-style-type: none"> – I OPPOSE the planned reduction in the number of animal shelters from three to two, as well as the closure of the Waiheke animal shelter. Reasons: By reducing space for animals to be impounded Council will likely risk shelter capacity issues. Increased financial pressure due to Covid-19 may mean that dog owners are unable to pay to get their dogs back, and that less people are able to afford to adopt a dog resulting in more dogs being impounded for longer with risk of being euthanised if not claimed or rehomed. – The dog Control Act 1996, Section 9 states that "All money received and retained by a territorial authority under this Act shall be expended only for purposes authorised by or under this Act.". This means dog registrations fees, impound fees, adoption fees, infringement fees monies received by Council cannot be used on other Council activities outside of those in the dog Control Act.
Total mentions	858	
Mentions per 1000	25	

ATTACHMENT 6: Independent Colmar Brunton Survey report



Emergency Budget research

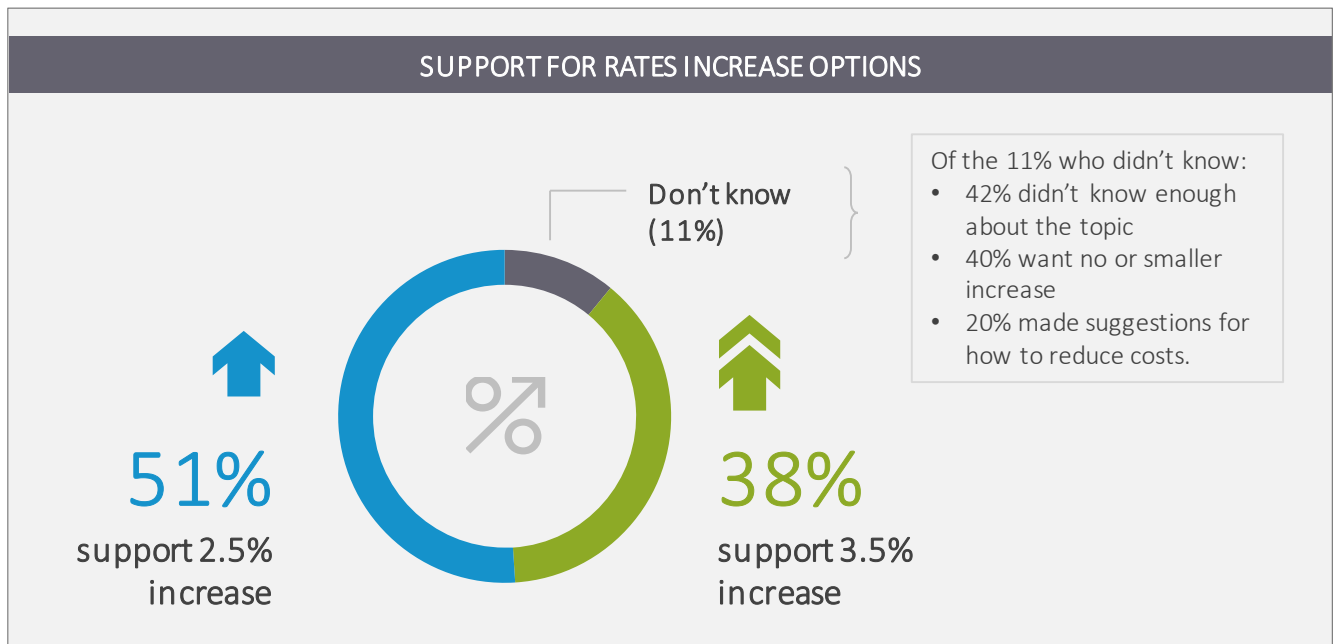
Research findings of a survey of Aucklanders

Organisation: Auckland Council
Attention: Warren Marshall and Anton Griffith
From: Jocelyn Rout
Date: 2 July 2020

Summary

Auckland Council commissioned Colmar Brunton to measure support for proposed average general rates increases of either 2.5% or 3.5% to guide decision making on the 2020/2021 Emergency Budget.

A mixed method survey of 4,054 Auckland residents who are eligible to vote in local government elections was carried out from 5 to 25 June, 2020. The questionnaire was robustly tested using cognitive testing and conventional piloting to ensure survey questions were easily understood.



Support for the 2.5% option is higher in South and North Auckland and lower in Central and West Auckland

The 2.5% option receives higher support than the 3.5% option in all local board areas. However, the margin between support for the 2.5% option and the 3.5% option is small (between three and six percentage points) in seven local boards largely in Central and West Auckland.

Support for the 2.5% option is especially high in Great Barrier (65%), Howick (60%), and Otara-Papatoetoe (59%).

All demographic groups prefer the 2.5% option except for high income households

The 2.5% option receives higher support than the 3.5% option in all demographic groups except for high income households (47% of households with incomes over \$150,000 prefer the 3.5% option versus 44% for the 2.5% option).

Support for the 2.5% option is especially high from:

- Men (54%) – especially men aged 30 to 39 years (60%)
- Ratepayers (54%)
- Asian Aucklanders (63%)
- Household incomes under \$100,000 (56%).

Opinion is notably more polarised in the following groups:

- Women (41% prefer the 3.5% option versus 48% for the 2.5% option)
- Non-ratepayers (43% prefer the 3.5% option versus 44% for the 2.5% option)
- New Zealand European Aucklanders (43% prefer the 3.5% versus 47% for the 2.5% option)
- Household incomes over \$100,000 (45% prefer the 3.5% option versus 46% for the 2.5% option).

The task at hand

Auckland Council is consulting on its proposed Emergency Budget 2020/2021 that responds to the impacts of the COVID-19 pandemic. A key topic of interest in the Emergency Budget relates to proposed average general rates increases of either 2.5% or 3.5%.

A question on this topic is included in Auckland Council's summary consultation document. Aucklanders are able to provide feedback on the consultation document through a number of channels (online, email, post, and in person at feedback events). In addition to this consultation process, the governing body directed the Auckland Council Chief Executive to commission a robust and representative quantitative survey of Aucklanders' views on this topic.

To this end, Auckland Council commissioned Colmar Brunton to carry out an independent mixed method survey (online and telephone) of approximately 4,000 Aucklanders across the region. Insights from the survey will support local government decision making in relation to the Emergency Budget.

Research objectives

The research was designed to measure:

- The level of public support for either a 2.5% average general rates increase or a 3.5% average general rates increase, and reasons for not supporting either rate
- Levels of public support by local board
- Levels of public support by key demographic variables – age, gender, ethnicity, household income, and ratepayer status.

This report presents the survey findings and methodology Colmar Brunton used to carry out the survey.

The University of Auckland was commissioned to independently review the survey design, methodology, questions and the survey findings. The report containing conclusions from the review conducted by the University is currently being finalised.

Research methodology

Colmar Brunton carried out a survey of 4,054 Aucklanders from 5 to 25 June, 2020.

The target population was Auckland residents aged 18 years and older who are eligible voters for Auckland Council local government elections.

A mixed method approach was used: 3,384 Aucklanders took part in an online survey and 670 Aucklanders were interviewed by phone. The use of online surveying recognised the decreasing proportion of households with landline phones. On the other hand, the use of phone interviews recognised that some areas have significant numbers of households without online access. Further, it was not feasible to interview sufficient numbers of Aucklanders using an online survey for some local boards (e.g. Waiheke and Great Barrier).

Across the combined online and telephone survey fieldwork, approximately 200 interviews were conducted in each local board (with the exception of Great Barrier where we achieved 51 interviews).

Online survey fieldwork

The online survey was conducted using Colmar Brunton's online panel and Dynata's online panel.

The first half of fieldwork focussed on ensuring quotas on age by gender, ethnicity, and household income by household size were met to ensure a representative sample. The second half of fieldwork focussed on ensuring local board quotas were met.

Telephone survey fieldwork

A random digit dialling (RDD) methodology was used to sample landline telephones, including people with unlisted phone numbers. Telephone interviews were restricted to those living in Māngere-Ōtāhuhu, Otara-Papatoetoe, Papakura, Puketapapa, Rodney, and Waiheke and Great Barrier. All telephone respondents lived in households with a working landline telephone, including unlisted numbers. A response rate of 22% was achieved (based on all estimated eligible attempted contacts).

Maximum margin of error

The maximum margin of error on the total sample size of 4,054 is +/-1.6%¹ (at the 95% confidence level).

Weighting

Survey data were weighted to align with Statistics New Zealand 2018 Census population demographic characteristics: age by gender, ethnicity, and local board area. Statistics New Zealand Household Economic Survey data was used to weight the data to estimated population household income by household size characteristics.

Questionnaire development

The questionnaire was developed by Colmar Brunton in collaboration with the University of Auckland. The draft questionnaire was cognitively tested with five respondents in a face-to-face or Zoom setting to test respondent comprehension and interpretation of the survey questions. The final questionnaire used in this study incorporated revisions made to draft versions of the questionnaire following the cognitive testing, conventional online survey and CATI pilots, feedback from interviewers, and observations from a researcher listening to a sample of the recordings.

¹ The disproportionate sampling approach used in targeting local boards has been taken into account in calculating this estimated sampling error.

The average interview length for the online survey fieldwork was seven minutes. The average telephone interview length was nine minutes. The questionnaires are appended to this report.

Aucklanders' views on rates increase options

This section examines the level of public support for either a 2.5% average general rates increase, or a 3.5% average general rates increase, and reasons for not supporting either rate.

All respondents were given the information shown below. After reading or hearing this information, they were asked whether they would like more information before giving their answer. This additional information is shown on pages 17 (for the online survey version) and 24 (for the phone survey version) in Appendix B.

“Due to COVID-19, Auckland Council is facing a revenue loss of over half a billion dollars next year.

*Before Covid-19 Auckland Council had planned an average general rates increase of 3.5%. Auckland Council still needs to increase rates to continue to fund important services like rubbish, water and transport, but they are now looking at an **increase of 2.5% or 3.5%**.*

For the average ratepayer, this would mean about an extra \$70 per year for the 2.5% option, and about an extra \$95 per year for the 3.5% option.

Later in this survey, we'll ask you whether you prefer the 2.5% or 3.5% rates increase.

*Council have looked at a rates increase **lower** than 2.5%, but feel they could not responsibly do that because of the severe impacts it would have on important services and infrastructure.*

Now let's compare the 2.5% rates increase and the 3.5% rates increase.

First, some things are the same. Under both options, Auckland Council will make the same reductions in spending on what it does to supply us with safe water, manage stormwater and protect Auckland's natural environment.

*With a **lower rates increase of 2.5%**, Auckland Council would need to make **bigger** reductions in spending on council services and **longer** delays in investing in transport, parks and local town centre projects.*

But both options mean Auckland Council will need to delay many infrastructure projects and reduce non-essential council services, and make reductions in their staff costs.

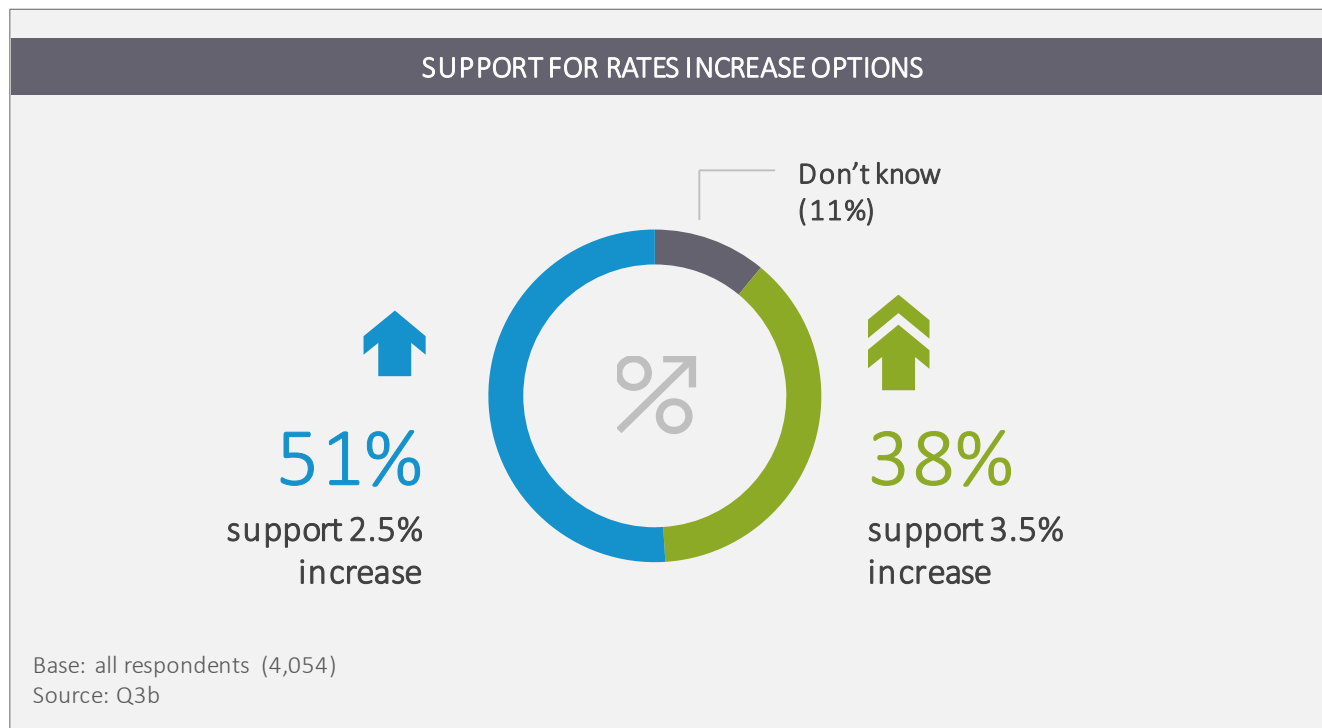
Shortly, we'll ask you whether you support the 2.5% or 3.5% rates increase. But first, would you like more information on how spending will be cut before you answer that question?

Which increase do you support?

- 2.5% average general rates increase
- 3.5% average general rates increase
- Don't know”

Results are presented in the following chart.

Just over one half (51%) of Aucklanders support the lower rates increase of 2.5%. Less than four in ten (38%) support the higher rates increase of 3.5%. And the remainder are unsure (11%).



A closer examination of those who said they ‘don’t know’

Respondents who said they didn’t know which option to support were then asked:

“You said that you don’t know which option you support. Which of these best describes how you feel about the options?”

- *You’re not sure which option you support because you don’t know enough about the topic*
- *You would prefer some other option (please tell us).”*

Aucklanders who ‘didn’t know’ which of the two rates increase options they prefer most commonly attributed this to not knowing enough about the topic (42%) or wanting a smaller or no increase (40%).

Reasons why respondents said ‘don’t know’

	% (based on those who said they don’t know which option they prefer)
Don’t know enough about the topic	42%
Want zero increase, smaller increase, or a decrease in rates	40%
Suggestions for how to reduce costs, e.g. cut staff salaries, stop wasteful spending, spend on essential services only	20%
Other	7%
Don’t know/ don’t care/ not a ratepayer	5%

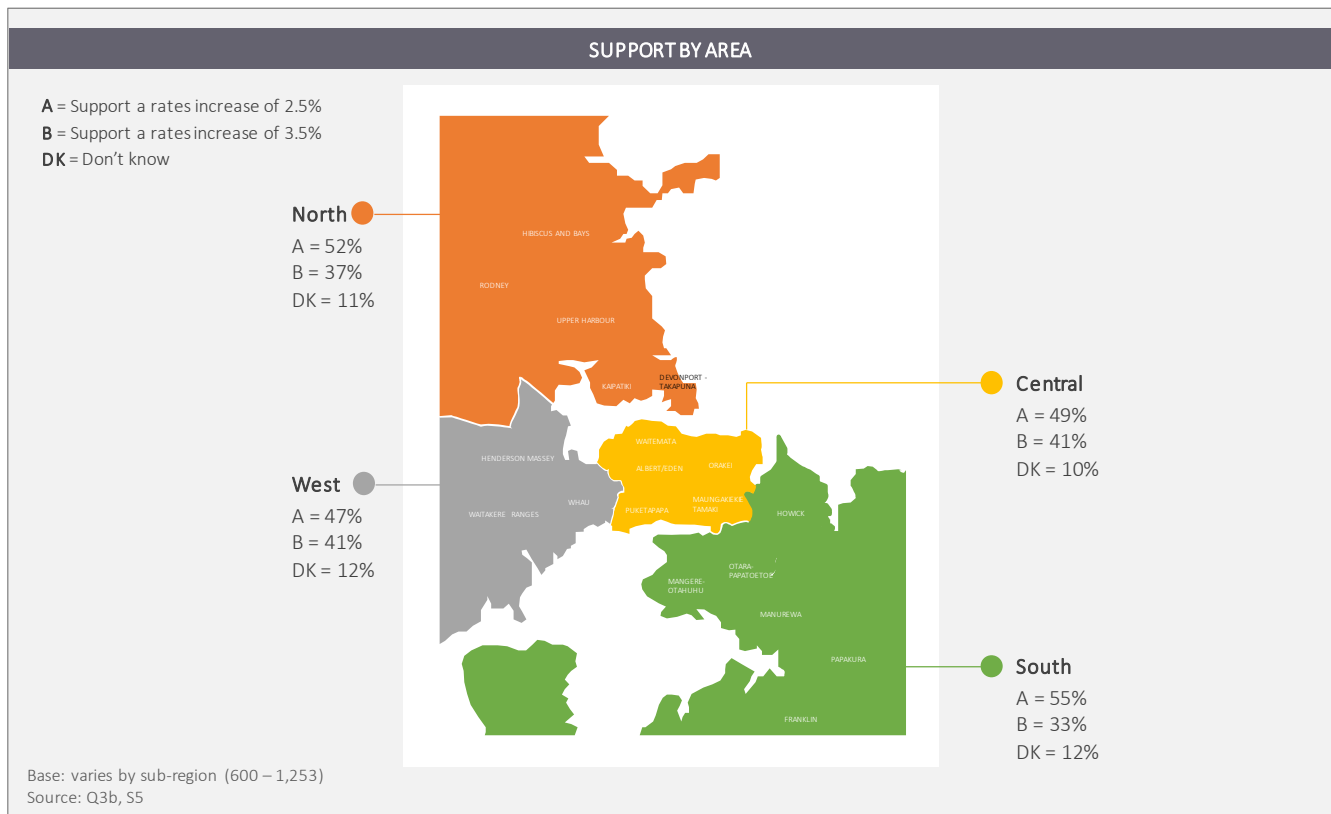
Base: Respondents who said they ‘don’t know’ which option they prefer (434)
Source: Q3c

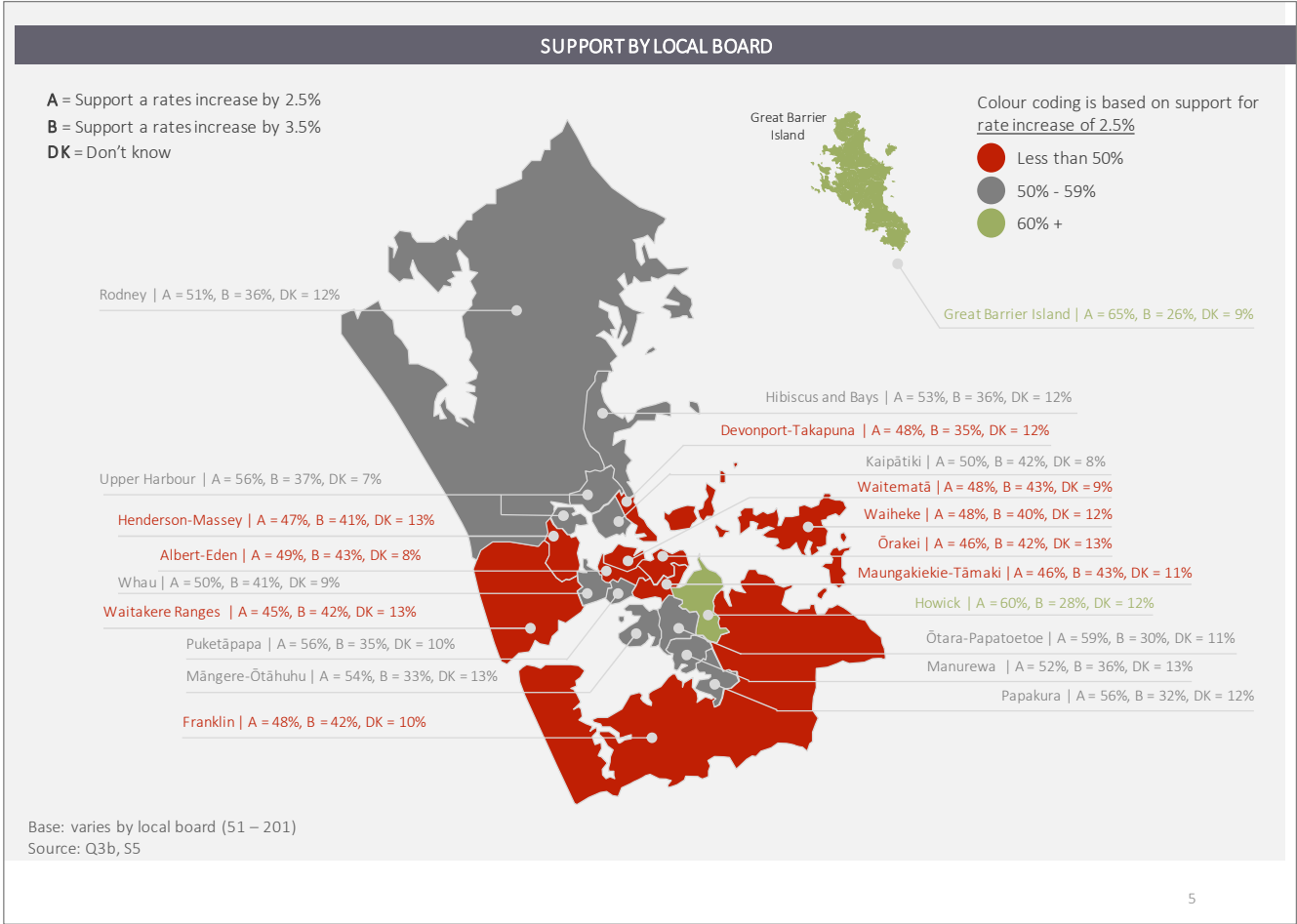
Area

The next two charts show support levels by Auckland sub-region and local board area respectively.

The 2.5% rates increase option is the preferred option in all sub-regions and local boards. However, the following patterns are evident:

- The margin between support for the 2.5% option and the 3.5% option is much smaller in Central and West Auckland compared to South and North Auckland.
- Less than half of residents in nine local board areas support the 2.5% option (however, the 3.5% option remains less popular). For seven of these local boards the margin between support for the 2.5% option and the 3.5% option is only three to six percentage points.
- Conversely, the margin is large for six local board areas (i.e. the difference between the proportion who support the 2.5% option versus the 3.5% option is more than 20 percentage points). Support for the 2.5% option is especially high in Great Barrier, Howick, and Ōtara-Papatoetoe.



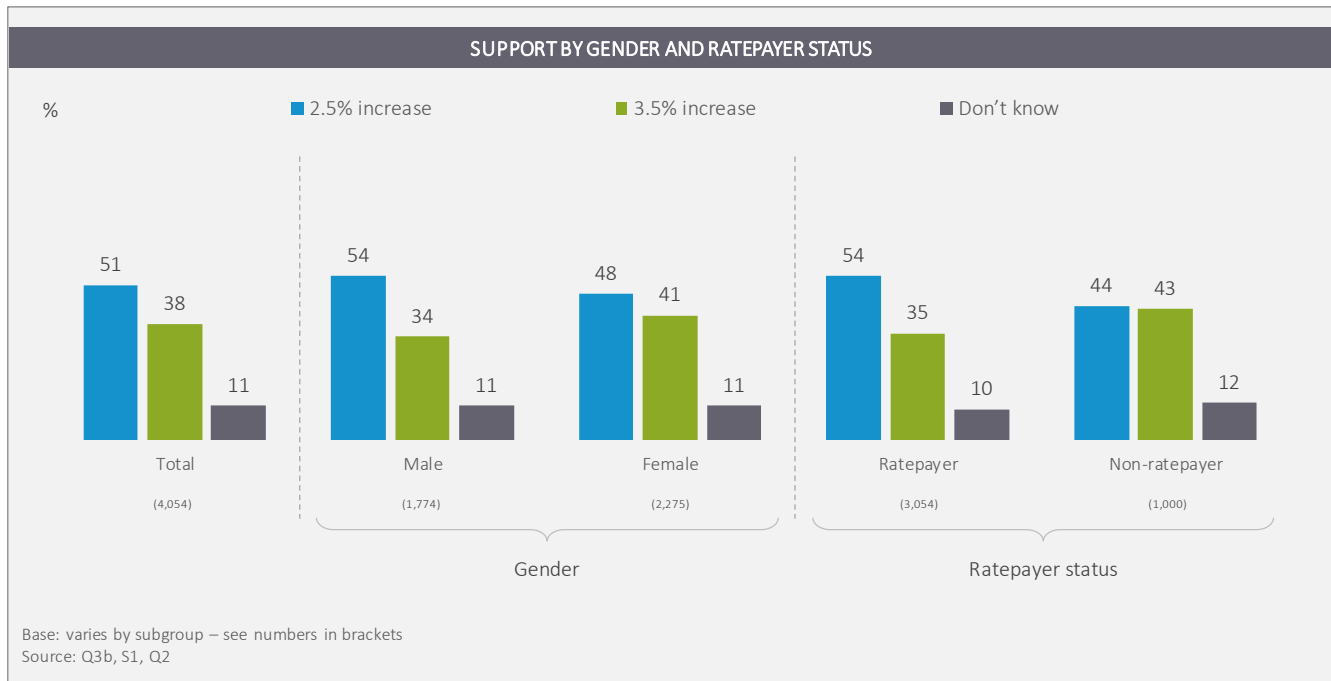


Demographic variations

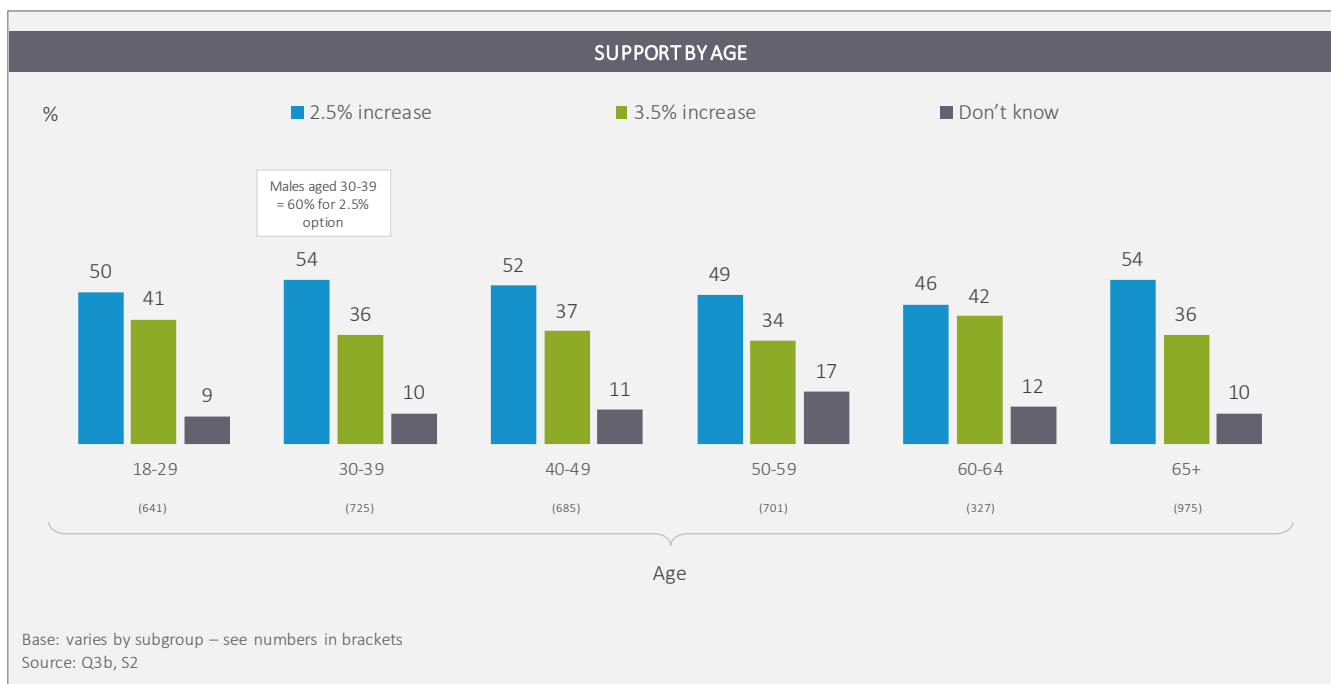
The next four charts illustrate the demographic variation that exists in support for the rates increase options.

Support for the 2.5% option is higher among men than women (54% versus 48%).

The 2.5% option is a clear preference for ratepayers. Non-ratepayers (or those who are unsure whether they are a ratepayer) are fairly evenly split with 44% preferring the 2.5% option and 43% preferring the 3.5% option.

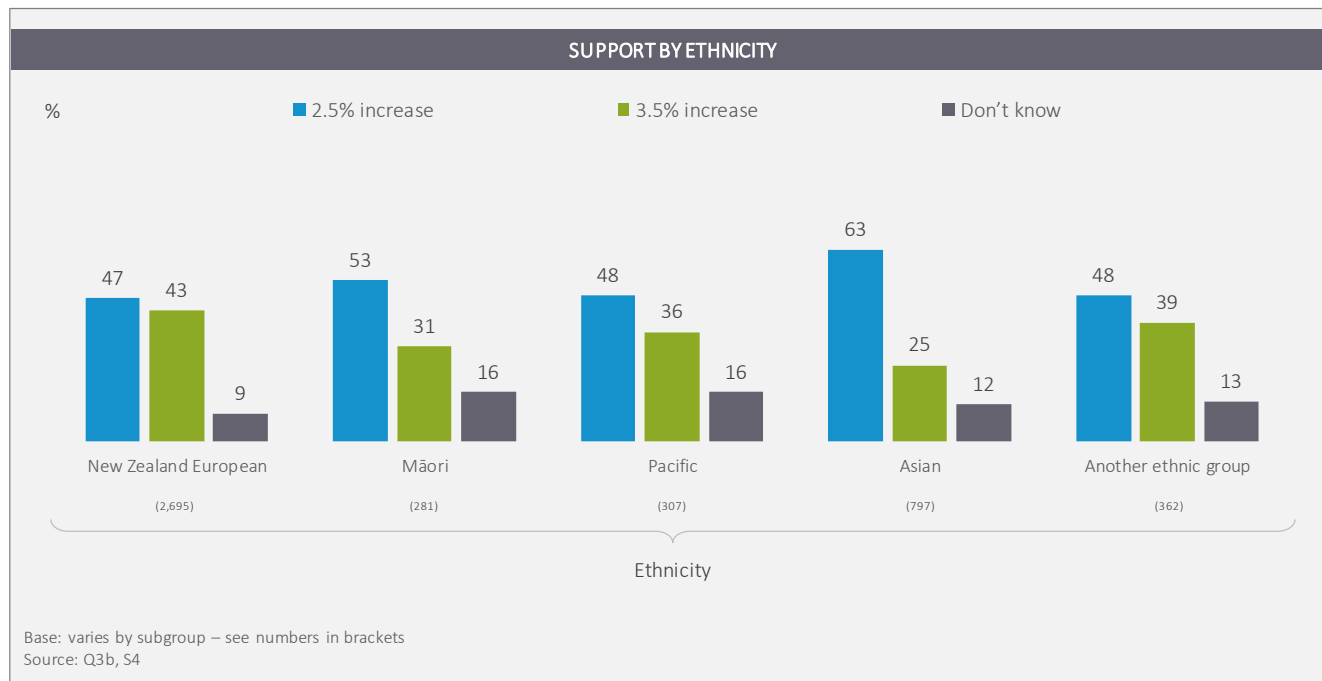


There is no clear pattern by age. Support for the 2.5% option is highest among men aged 30-39 years (60%).

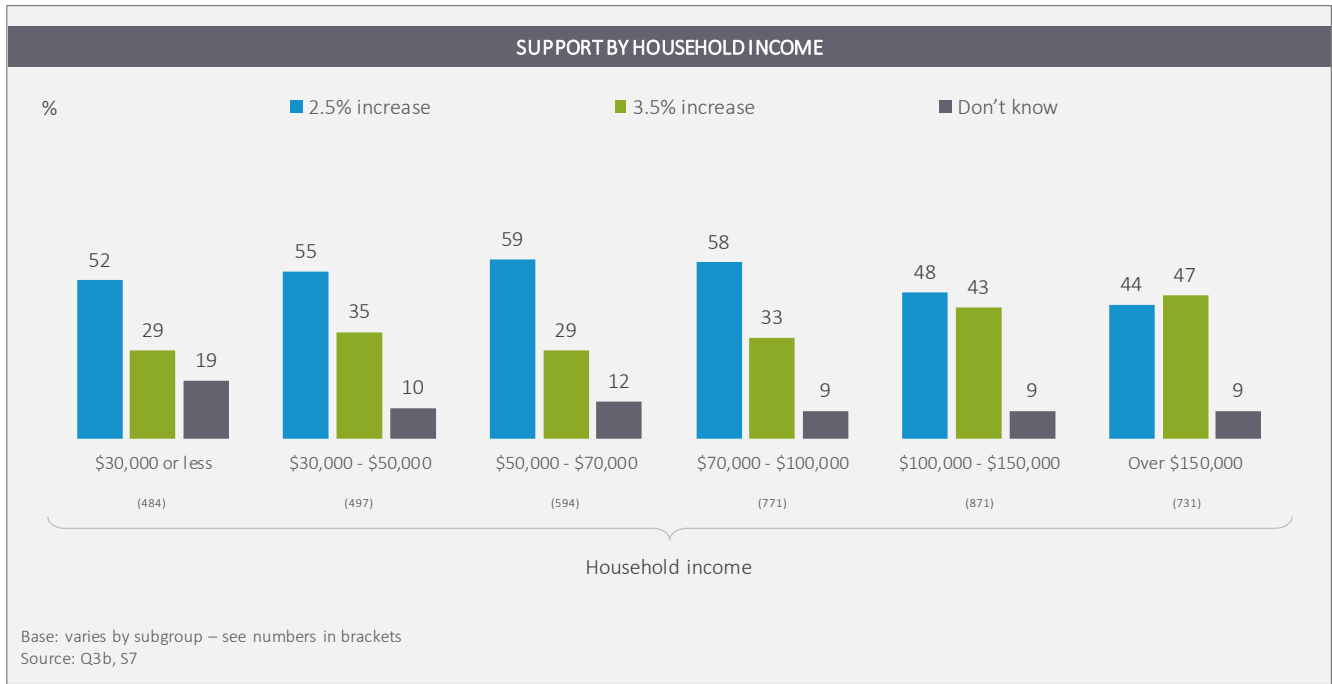


Support for the 2.5% option is highest among Asian Aucklanders (63%). New Zealand European Aucklanders are most likely to be divided in their views, with 47% preferring the 2.5% option and 43% preferring the 3.5% option.

While the 2.5% option is the most common preference for Māori (53%) and Pacific (48%) Aucklanders, these groups are more likely than other ethnic groups to indicate they are unsure (16% respectively). Additional analysis shows that the main reason for their uncertainty relates to not feeling they know enough about the topic (51% of Māori and 57% of Pacific Aucklanders who said they don't know which option to support).



High income households are more supportive of a higher rates increase than low income households. Households with income over \$150,000 is the only demographic group that prefers the higher rate over the lower rate (47% support the 3.5% increase and 44% support the 2.5% increase). Uncertainty over which is the best option is highest for low income households (19% of households with under \$30,000).



Appendix A: Sample profile

Demographic profiles of the unweighted and weighted samples are provided below.

Demographic profile of sample

	Unweighted		Weighted	
	n	%	n	%
Gender				
Male	1774	44%	1978	49%
Female	2275	56%	2071	51%
Gender Diverse	5	*	5	*
Age				
18-29	641	16%	1001	25%
30-39	725	18%	786	19%
40-49	685	17%	714	18%
50-59	701	17%	652	16%
60-64	327	8%	259	6%
65+	975	24%	641	16%
Refused	-	-	-	-
Ethnicity				
New Zealand European	2695	67%	2464	61%
Māori	281	7%	386	10%
Pacific	307	8%	506	12%
Asian	797	20%	901	22%

Other	362	9%	328	8%
Refused	8	*	6	*
Household size				
One	558	14%	415	10%
Two	1260	31%	1122	28%
Three	815	20%	900	22%
Four	837	21%	899	22%
Five or more	581	14%	715	18%
Refused	3	*	3	*
Household income				
\$30,000 or less	484	12%	495	12%
Over \$30,000 up to \$50,000	497	12%	466	11%
Over \$50,000 up to \$70,000	594	15%	493	12%
Over \$70,000 up to \$100,000	771	19%	645	16%
Over \$100,000 up to \$150,000	871	21%	938	23%
Over \$150,000	731	18%	948	23%
Don't know	66	2%	49	1%
Refused	40	1%	20	*

Base: All respondents (4,054)

Source: S1, S2, S4, S6, S7, Q1, Q2

* denotes a % between 0.0% and 0.5%

	Unweighted		Weighted	
	n	%	n	%
Given feedback in formal consultation process				
Yes	1118	28%	1076	27%
No	2588	64%	2595	64%
Don't know	348	9%	383	9%
Ratepayer				
Yes, ratepayer	3054	75%	2843	70%
No, not ratepayer	884	22%	1043	26%
Don't know	116	3%	169	4%
Sub-region				
Central	1253	31%	1115	28%
North	1001	25%	994	25%
South	1200	30%	1309	32%
West	600	15%	635	16%
Local board				
Albert Eden	200	5%	265	7%
Devonport Takapuna	200	5%	153	4%
Franklin	200	5%	189	5%
Great Barrier	51	1%	3	*
Henderson Massey	200	5%	296	7%
Hibiscus and Bays	200	5%	272	7%
Howick	200	5%	364	9%
Kaipātiki	200	5%	233	6%
Māngere Ōtāhuhu	200	5%	182	4%
Manurewa	200	5%	226	6%
Maungakiekie Tāmaki	201	5%	199	5%
Ōrakei	200	5%	222	5%
Ōtara Papatoetoe	200	5%	207	5%
Papakura	200	5%	141	3%
Puketapapa	200	5%	154	4%
Rodney	201	5%	171	4%
Upper Harbour	200	5%	165	4%
Waiheke	200	5%	25	1%
Waitākere Ranges	200	5%	131	3%
Waitematā	201	5%	248	6%
Whau	200	5%	208	5%

Base: All respondents (4,054)

Source: S1, S2, S4, S5, S6, S7, Q1, Q2

* denotes a % between 0.0% and 0.5%

Appendix B: Questionnaire (online version)

First, we have some questions to ensure we survey a wide range of people.

S1. Are you...

Male	1
Female	2
Gender diverse	3

S2. What is your age?

Under 18 years	SCREEN OUT
18 – 24 years	1
25 – 29 years	2
30 – 34 years	3
35 – 39 years	4
40 – 44 years	5
45 – 49 years	6
50 – 54 years	7
55 – 59 years	8
60 – 64 years	9
65 – 74 years	10
75 – 84 years	11
85 years or over	12

S3. Are you a New Zealand citizen or permanent resident?

Yes	1	
No	2	SCREEN OUT

S4. Which of the following ethnic groups do you identify with?

Please select all that apply.

NZ European / Pakeha	1
Māori	2
Samoa	3
Cook Island Māori	4
Tongan	5
Niuean	6
Another Pacific Island group (please tell us)	7
Chinese	8
Indian, Pakistani or Sri Lankan	9
Another Asian group (please tell us)	10

Middle Eastern / Latin American / African	11
Another European (please tell us)	12
Another ethnic group (please tell us)	13

S5 Which **suburb** do you **live in**?

Please type in your suburb and select the option that best applies.

[PROGRAMMER NOTE – SHOW SUBURB LIST AS DROP DOWN BOX IN ALPHABETICAL ORDER. INCLUDE ‘I don’t live in the Auckland region’ and ‘I’d prefer not to say’ as single response codes outside of the drop down box]

<INSERT SUBURB LIST>	1	
None - I don't live in the Auckland Region	2	SCREEN OUT
I'd prefer not to say	3	SCREEN OUT

PROGRAMMER NOTE – THE FOLLOWING AREA BOARDS ARE THE QUOTAS WHICH ARE THEN LINKED FROM SUBURB LIST

QUOTAS – MAX n=205 per area board below

Albert-Eden	1
Aotea / Great Barrier	2
Devonport-Takapuna	3
Franklin	4
Henderson-Massey	5
Hibiscus and Bay	6
Howick	7
Kaipātiki	8
Māngere Ōtāhuhu	9
Manuwera	10
Maungakiekie-Tamaki	11
Ōrākei	12
Ōtara-Papatoetoe	13
Papakura	14
Puketāpapa	15
Rodney	16
Upper Harbour	17
Waiheke	18
Waitakere Ranges	19
Waitemata	20
Whau	21

PROGRAMMER NOTE – AUTO CODE LOCAL BOARD INTO THE FOLLOWING WIDER AUCKLAND AREAS

Central Auckland	1
East Auckland	2
Gulf Islands	3
North Auckland (Includes Rodney and North Shore)	4
South Auckland (Includes Manukau, Papakura and Franklin)	5
West Auckland	6

S6. Including yourself, how many people usually live in your household?

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6

S7. This question just helps to ensure we survey a wide range of people. Which of the following best describes your **annual household income, before tax?**

Please consider all sources of income including any salary or wages, self-employed income, child support payments, money from the Government, and investments, etc.

If you're unsure, your best estimate is fine.

\$20,000 or less	1
\$20,001-\$30,000	2
\$30,001-\$50,000	3
\$50,001-\$70,000	4
\$70,001-\$100,000	5
\$100,001-\$150,000	6
Over \$150,000	7

Q1 “This next question is about whether you have given feedback to Auckland Council as part of their **formal consultation process**. Please read carefully before answering.

This would involve giving feedback on **new options** about funding proposals, policy, new plans, or potential changes to the region or local community.

For this question, we’re **not** talking about giving feedback on council service or performance, we’re **not** talking about voting at local government elections, and we’re **not** talking about doing a survey for a research company.

Feedback as part of **Auckland Council’s formal consultation process** can be given by completing an Auckland Council consultation feedback form, or giving feedback through Auckland Council’s website, or giving feedback at an Auckland Council event.

Have you ever given feedback to Auckland Council as part of a **formal consultation process**?”

Yes	1
No	2
Not sure	3

Q2. Are you a ratepayer in Auckland? This could be either a residential ratepayer or business ratepayer.

Yes	1
No	2
Not sure	3

ASK IF NO OR NOT SURE AT Q2: The rest of this survey is about rates. Home and business owners can pay rates directly to Auckland Council, but these can also be paid indirectly (e.g. often rates are taken into account in the rental price of properties).

Q3a This next question is about general rates and has a long explanation, but it's the last and **most important** question in the survey.

Please read the information on the next screen very carefully.

NEW SCREEN

Due to COVID-19, Auckland Council is facing a revenue loss of over half a billion dollars next year.

Before Covid-19 Auckland Council had planned an average general rates increase of 3.5%. Auckland Council still needs to increase rates to continue to fund important services like rubbish, water and transport, but they are now looking at an **increase of 2.5% or 3.5%**.

For the average ratepayer, this would mean about an extra \$70 per year for the 2.5% option, and about an extra \$95 per year for the 3.5% option.

Later in this survey, we'll ask you whether you prefer the 2.5% or 3.5% rates increase.

Council have looked at a rates increase **lower** than 2.5%, but feel they could not responsibly do that because of the severe impacts it would have on important services and infrastructure.

Click the green arrow to continue

NEW SCREEN

Now let's compare the 2.5% rates increase and the 3.5% rates increase.

First, some things are the same. Under both options, Auckland Council will make the same reductions in spending on what it does to supply us with safe water, manage stormwater and protect Auckland's natural environment.

With a **lower rates increase of 2.5%**, Auckland Council would need to make **bigger** reductions in spending on council services and **longer** delays in investing in transport, parks and local town centre projects.

But both options mean Auckland Council will need to delay many infrastructure projects and reduce non-essential council services, and make reductions in their staff costs.

Click the green arrow to continue

NEW SCREEN

Shortly, we'll ask you whether you support the 2.5% or 3.5% rates increase. But first, would you like more information on how spending will be cut before you answer that question?

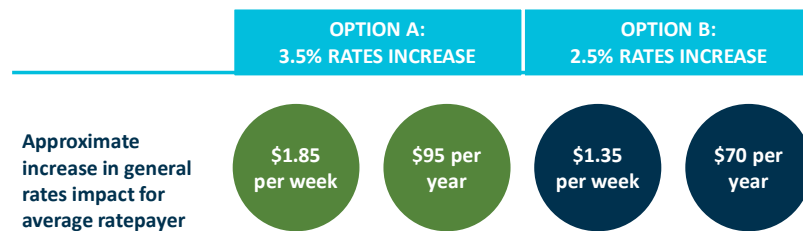
Yes, I would like to read more information before answering that question	1
No, I'm happy to answer the question now	2

EXTRA INFORMATION PAGE FOR THOSE WHO ANSWERED CODE 1 AT Q3a.

How do the 2.5% and 3.5% rates increases compare?

Because of COVID-19, Auckland Council's income from many areas has decreased. Therefore, both rates options require reduced council spending, increased debt, and sale of land and buildings. Both options would see a reduction in permanent council staff numbers, disruption to some council services, and delays in investment in infrastructure, resulting in lower employment across Auckland.

The two options differ in the size of spending reductions required and the impact on the community. The approximate increase in rates for the average ratepayer are shown below.



A lower rates increase of 2.5% would mean reduced spending on infrastructure and investment in facilities. This would include things like roading and other transport projects, improving playgrounds and upgrading tracks, and delaying planned improvements to local town centres.

The 2.5% increase option means Auckland Council would also need to look at other costs, for example:

- Spend less on community events and programmes
- Introduce car parking charges at park and rides and possible increases in public transport fares
- Shorter opening hours for public facilities
- Close some public toilets and remove litter bins to save money on emptying costs
- Make more reductions in council staff salaries and numbers
- Reduce maintenance and cleaning of public spaces, e.g. footpaths.

With the 3.5% increase option, there would still be reductions in spending but they would be smaller.

Why is Auckland Council facing a loss of more than half a billion dollars?

Auckland Council will get much less money from things like:

- Auckland Airport dividends (due to lack of international travel)
- Conventions and concerts (due to restrictions on borders and gatherings)
- Public facilities like pools, leisure centres and holiday parks (due to public reluctance to gather in busy places)
- Public transport fares, parking fares and fuel tax (as people's travel patterns change)
- Building and consent fees (due to less construction activity)

What about ratepayers who can't pay rates at the moment?

Auckland Council are looking at introducing a scheme that would allow ratepayers who are struggling financially as a result of COVID-19 to postpone paying some or all of their rates for the current financial year that runs from July 2020 to June 2021. These ratepayers would still need to pay the unpaid amount (plus administration costs), but would have until the end of June 2022 to pay.

Click the green arrow to continue.

Q3b Which increase do you support?

2.5% average general rates increase	1
3.5% average general rates increase	2
Don't know	3

ASK IF DON'T KNOW AT Q1b:

Q3c You said that you don't know which option you support. Which of these best describes how you feel about the options?

You're not sure which option you support because you don't know enough about the topic	1
You would prefer some other option (please tell us)	2

That's the end of the survey. Thanks for taking the time to give us your opinion. If you'd like to know more about Auckland Council's 2020 Emergency budget, please visit <https://www.aucklandcouncil.govt.nz/have-your-say/topics-you-can-have-your-say-on/emergency-budget/Pages/default.aspx>.

Appendix C: Questionnaire (Telephone version)

Good morning/afternoon/evening. My name is *** from Colmar Brunton, the independent research company. We're conducting an important poll for Auckland Council on a topic of interest to people in the Auckland region. It will only take around 7 to 9 minutes. May I please speak to the person in your household who is 18 or over with the next birthday?

IF UNAVAILABLE - ARRANGE TO CALL BACK.

IF NECESSARY: Everything you say is confidential. Only Colmar Brunton will see your individual answers.

RE-INTRODUCE IF NECESSARY

Is now a convenient time to go through the survey with you?

IF YES, CONTINUE:

IF NO, MAKE APPOINTMENT: Is there a time I can call you back? We're keen to make sure the survey represents the views of all Aucklanders. **IF NO, THANKS AND CLOSE.**

IF ALREADY DONE THE ONLINE SURVEY: Thanks for letting me know, we won't need to survey you again. Thank you very much for your time.

First, I have a question to check you qualify for the survey

S1A Are you a New Zealand citizen or permanent resident?

Yes	1
No	2

THANK AND CLOSE: For this survey, we only need to speak to people who are eligible to vote in local council elections. Thank you for your time.

S1B. *We are interviewing people in certain areas in the greater Auckland region. Could you please tell me what suburb you live in?*

CODE ONE ONLY.

IF RESPONDENT GIVES BROAD ANSWER, E.G. WEST AUCKLAND, NORTH SHORE, OR SOUTH AUCKLAND, PROBE: What suburb within that area do you live in?

CHECK AREA QUOTAS. IF NQ: For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

IF REFUSED: Sorry, for this survey we need your suburb to ensure we have the right representation of people in your area. Thanks for your time.

IF 'Do not live in Auckland' or suburb outside of quota areas: For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

CHECK QUOTAS

S1C. IF ‘SILVERDALE’: Do you know if you’re in the Hibiscus and Bays end or the Rodney end?

CODE ONE ONLY

Hibiscus and Bays end	1
Rodney end	2
Not sure	3

For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

CONTINUE

For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

Thank you for agreeing to take part in this research. Our calls are recorded for training purposes. DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS UPSET.

IF NECESSARY: The purpose of recording is to check that I have conducted the survey correctly.

IF NECESSARY: All recordings are stored securely and can only be accessed by authorised staff.

Now I have some questions to ensure we survey a wide range of people.

D1. Would you mind telling me in which of the following age groups you belong? Please stop me when I get to your age group.

CODE ONE ONLY. READ.

DO NOT READ: Under 18	THANK AND CLOSE
18 – 24 years	1
25 – 29 years	2
30 – 34 years	3
35 – 39 years	4
40 – 44 years	5
45 – 49 years	6
50 – 54 years	7
55 – 59 years	8
60 – 64 years	9
65 – 74 years	10
75 – 84 years	11
85 years or over	12
DO NOT READ: Refused	13

D2. RECORD GENDER.

Male	1
Female	2

D3. Which of the following ethnic groups do you identify with? You can choose more than one. Are you...

READ OUT AND CODE ALL MENTIONED.

NZ European / Pakeha	1
Māori	2
Samoan	3
Cook Island Māori	4

Tongan	5
Niuean	6
Chinese	7
Indian, Pakistani or Sri Lankan	8
Another ethnic group (specify)	9
DO NOT READ: Refused	10
DO NOT READ: Other Pacific Island group	11
DO NOT READ: Other Asian group	12
DO NOT READ: Other European group	13

D4. How many people usually live in your household, including yourself?

CODE ONE ONLY.

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6
DO NOT READ: Refused	

D5. This question just helps to ensure we survey a wide range of people. Which of the following best describes your **annual household income, before tax?**

Please consider all sources of income including any salary or wages, self-employed income, child support payments, money from the Government, and investments, etc.

If you're unsure, your best estimate is fine. Please stop me when I get to your income group.

READ.

\$20,000 or less	1
Over \$20,000 up to \$30,000	2
Over \$30,000 up to \$50,000	3
Over \$50,000 up to \$70,000	4
Over \$70,000 up to \$100,000	5
Over \$100,000 up to \$150,000	6
Over \$150,000	7
DO NOT READ: Don't know	8
DO NOT READ: Refused	9

Q1 “This next question is about whether you have given feedback to Auckland Council as part of their **formal consultation process**. First, I’ll explain some more about it.

Auckland Council’s formal consultation processes involve giving feedback on **new options** about funding proposals, policy, new plans, or potential changes to the region or local community.

For this question, we’re **not** talking about giving feedback on council service or performance, we’re **not** talking about voting at local government elections, and we’re **not** talking about doing a survey for a research company.

Feedback as part of **Auckland Council’s formal consultation process** can be given by completing an Auckland Council consultation feedback form, or giving feedback through Auckland Council’s website, or giving feedback at an Auckland Council event.

Have you ever given feedback to Auckland Council as part of a **formal consultation process**?”

Yes	1	
No	2	
Don’t know	3	

Q2. Are you a ratepayer in Auckland?

Yes	1	
No	2	
Don’t know	3	

ASK IF NO OR DON’T KNOW AT Q2: This rest of this survey is about rates. Home and business owners can pay rates directly to Auckland Council, but these can also be paid indirectly (e.g., often rates are taken into account in the rental price of properties).

Q3a This next question is about general rates and has a long explanation, but it's the last and **most important** question in the survey.

Please listen carefully and let me know if you need me to repeat anything.

NEW SCREEN

Due to COVID-19, Auckland Council is facing a revenue loss of over half a billion dollars next year.

Before Covid-19 Auckland Council had planned an average general rates increase of 3.5%. Auckland Council still needs to increase rates to continue to fund important services like rubbish, water and transport, but they are now looking at an **increase of 2.5% or 3.5%**.

For the average ratepayer, this would mean about an extra \$70 per year for the 2.5% option and about an extra \$95 per year for the 3.5% option.

Later in this survey, I'll ask you whether you prefer the 2.5% or 3.5% rates increase.

Council have looked at a rates increase **lower** than 2.5%, but feel they could not responsibly do that because of the severe impacts it would have on important services and infrastructure.

CHECK RESPONDENT IS OKAY. Are you okay so far?

INTERVIEWER CLICK FOR NEXT SCREEN

NEW SCREEN

Now let's compare the 2.5% rates increase and the 3.5% rates increase.

First, some things are the same. Under both options, Auckland Council will make the same reductions in spending on what it does to supply us with safe water, manage stormwater and protect Auckland's natural environment.

With a **lower rates increase of 2.5%**, Auckland Council would need to make **bigger** reductions in spending on council services and **longer** delays in investing in transport, parks and local town centre projects.

But both options mean Auckland Council will need to delay many infrastructure projects and reduce non-essential council services, and make reductions in their staff costs.

Shortly, I'll ask you whether you support the 2.5% or 3.5% rates increase. **But first**, would you like more information on how spending will be cut before you answer that question?

Yes, would like more information before answering that question	1	CONTINUE TO ADDITIONAL INFORMATION SCREEN
No, happy to answer the question now	2	GO TO Q3b

IF CODE 1 TO PREVIOUS QUESTION.

READ

Here’s some more information on how the 2.5% and 3.5% rates increases compare.

Because of COVID-19, Auckland Council’s income from many areas has decreased. Therefore, both rates options require reduced council spending, increased debt, and sale of land and buildings. Both options would see a reduction in permanent council staff numbers, disruption to some council services, and delays in investment in infrastructure, resulting in lower employment across Auckland.

A lower rates increase of 2.5% would mean reduced spending on infrastructure and investment in facilities. This would include things like roading and other transport projects, improving playgrounds and upgrading tracks, and delaying planned improvements to local town centres.

The 2.5% increase option means Auckland Council would also need to look at other costs, for example:

- Spend less on community events and programmes
- Introduce car parking charges at park and rides and possible increases in public transport fares
- Shorter opening hours for public facilities
- Close some public toilets and remove litter bins to save money on emptying costs
- Make more reductions in council staff salaries and numbers
- Reduce maintenance and cleaning of public spaces, e.g. footpaths.

With the 3.5% increase option, there would still be reductions in spending but they would be smaller.

Q3b Which increase do you support?

2.5% average general rates increase	1
3.5% average general rates increase	2
DO NOT READ: Don’t know	3

ASK IF DON’T KNOW AT Q3b:

Q3c Which of these best describes how you feel about the options? **READ ALL.**

You’re not sure which option you support because you don’t know enough about the topic	1
You would prefer some other option (please tell us)	2
DO NOT READ: Don’t know	3

THANK AND CLOSE: *Thank you, those are all the questions we have. Thank you very much for doing this survey. If you’d like to know more about the Auckland Council 2020 Emergency budget consultation, you can visit the Auckland Council website.*

Have a nice day.