

LTP public feedback on ORC's Facebook page March 28-April 28

ORC put up repeated paid advertising posts during the LTP advertising campaign, most of which were encouraging people to submit and have their say on the LTP. These drew a lot of commentary, that also spread into organic posts not specifically related to the LTP.

In the month to April 28, we received 1407 comments and direct messages about the LTP – including non-LTP social media posts. According to statistics counted by the CX team, in April 2023 we had 326 facebook comments. Below is a table drawn from 298 comments, to illustrate the type of feedback we had.

The LTP comments sentiment was overwhelmingly negative, with some encouraging others to not just leave their views on facebook, but go online and make their views known via our process. One or two stated that clean water and clean air, and ORC functions, were important – but these were by far in the minority.

The LTP Transport themed posts had a higher percentage of constructive/positive engagement, while posts around 'rates changes' in particular, drew mostly negative responses.

While Facebook commentary can be confronting, it is a useful tool that ORC needs to pay attention to, even if it is not the official means of gathering feedback or consulting. It is fair to say that the amount of engagement these posts generated was influenced by the advertising that ORC conducted via Facebook, but it was also unusually high engagement for advertising nevertheless. Hence, needs to be taken into account.

Top themes:

- The rates increase is unreasonable and unaffordable.
- Why bother consulting, you won't listen anyway.
- Disband the ORC
- What does the ORC actually do?

Other consistent themes:

- The rates increase is paying for the new building
- Staff are overpaid
- Stop paying rates
- This \$## is how much my rates will increase.

There was good engagement with the Rates Estimator, which supported an understanding of how the draft changes may effect their rates.

Regarding the feedback specifically on the Keyplan portal, we had a total (all mediums) of around 26 complaints/negative comments that this system was difficult to use to provide feedback. Some made the comment that this was on purpose – ORC did not want to hear their feedback.

Sample of comments FB March 28 – April 28

Proposal	In favour	against	Sample comment
Bus proposals	2	18	<p>'Can't use (buses), don't live in the city, but still have to pay the rates.'</p> <p>And Why one earth they don't use smaller buses...</p>
Proposed rates changes	0	184	<p>'recession, perfect timing.'</p> <p>'My rates increase is 35% this year despite them saying they will keep it to 10% in their LTP.'</p> <p>' Absolutely get rid of ORC...waste of money; don't do anything except increase rates and spend our money on doing up a not needed building for their own self indulgence selves.'</p> <p>Other themes: ORC should amalgamate with other councils/you won't listen anyway/please stop large increases in rates they are unaffordable</p>
Willingness to Listen/submit	4-5	42	<p>'You won't listen anyway'</p> <p>'Would be great if they actually listened to the people who pay the rates and their wages . Submission process is a complete waste of time just a fob off exercise.'</p>