

Residents Survey

May 2026





Our approach to Bay Say

Bay Say is a survey designed to help Council understand the needs and wants of Bay of Plenty residents, and their understanding of Bay of Plenty Regional Council and the work we do.

These surveys are held three times a year as a 'check in' with our local communities. The information from these surveys helps us plan and deliver the work we do for you, across the rohe (region).

Information gathered through Bay Say surveys helps track community sentiment over time and helps staff to plan how to meet community needs. Only minor changes have been made to the questions we have used in our previous third-party resident surveys in order to allow for general comparison.

The survey results are shared with Councillors and staff to identify and action key insights from the survey.

This document highlights a summary of findings from the survey. To view all survey response data please visit the dashboard on [our Participate site](#).



Methodology

The Bay Say survey ran from 1-31 May 2026 and was conducted by Bay of Plenty Regional Council. Survey responses were collected digitally via a web survey as well as through a hard copy paper survey.

The survey was advertised online, promoted through Council's social media, newsletters and print advertising, and at pop-up community events. Pop up event locations were Tauranga Farmers Market, Kwik Sticks Hockey (Mount Maunganui), Junior Football at Puarenga Park (Rotorua) and the Whakatāne Sunday markets.

The **955** residents that completed the survey online or at community events self-selected to participate and, therefore, are not a representative sample of the population.

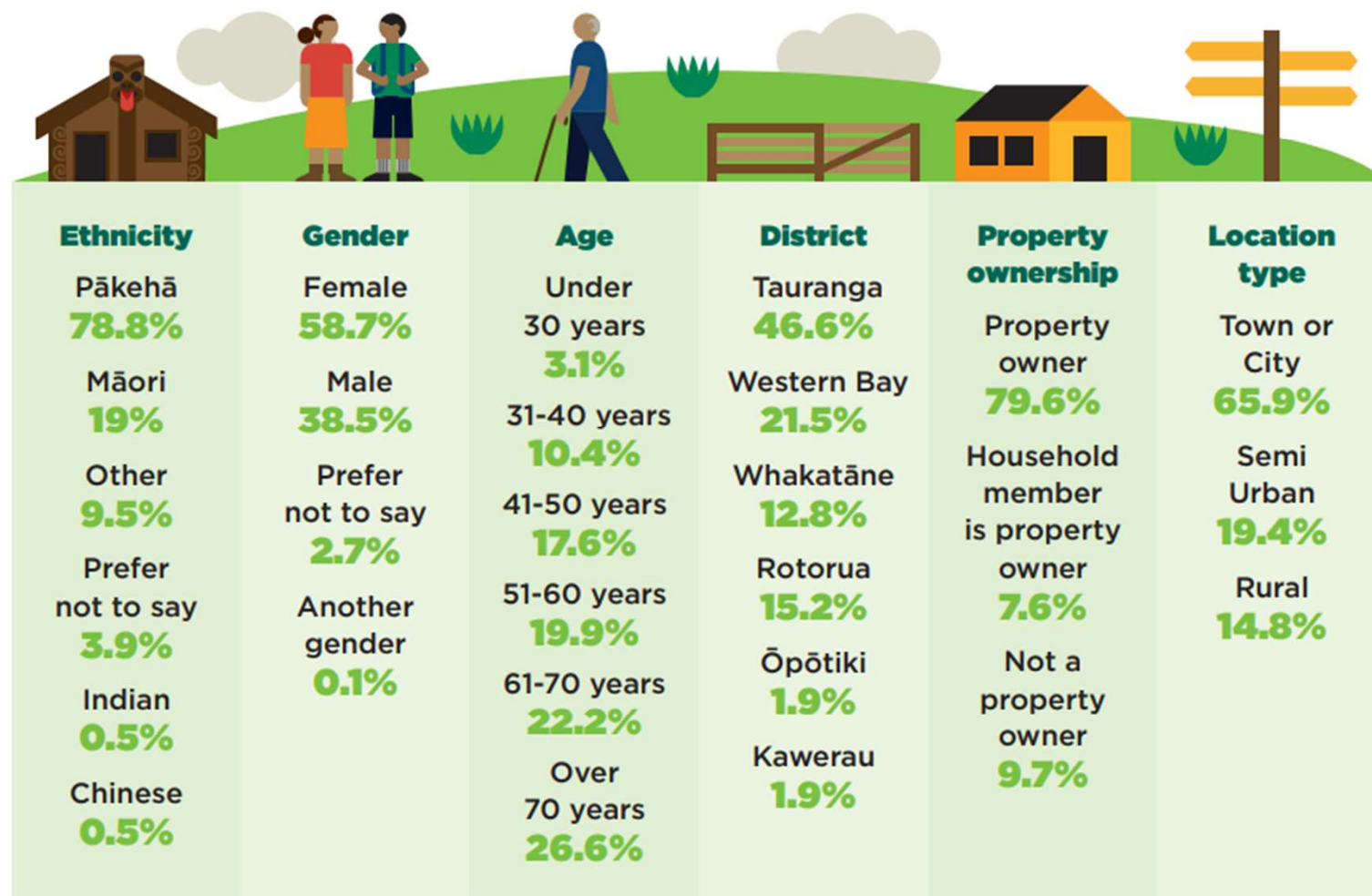
This methodology is a step change from previous residents surveys delivered by independent providers once every 2-3 years. This approach is designed to be more cost effective and provide more frequent insights into community perception in addition to feedback on focus topics.

Due to rounding, figures may add to under/over (+/- 1%) 100%. These results are a snapshot pulse check only, no margin of error can be assigned to the results.



BAY SAY

Who did the survey?



Note: Responses from participants outside the region or with household members working at council were excluded from this data set. Figures rounded to one decimal point.

Focus topic results:

Pollution Response





Your thoughts on pollution response

84.4%

**Have never called our
24/7 Pollution Hotline
(0800 884 883)**

- Only 3.6% have reported pollution
to the hotline in the last year

“Smell goes right through my house. Would never complain but always wondered who do I contact.”

“Dumping in the Wairoa River is one I come across frequently, I did not even realise it could be reported”

“in regards to septic tanks seems to be one rule for some and loose rules for others”



Your thoughts on pollution response

More than 70% people would call the Pollution Hotline about:

- Water Pollution and Spills
- Oil Spills from Vessels
- Odour complaints
- Smoky Outdoor burning
- Sediment run off

However less than 50% of respondents would call for:

- Wetland draining or damage
- Illegal water takes
- Earthworks

“Exhaust pollution from vehicles using inferior fuels.”

“shoreline pollution by excessive numbers of black swans”

“Is a neighbour that complains about my use of a brazier for toasting marshmallows an ‘environmental concern’?”



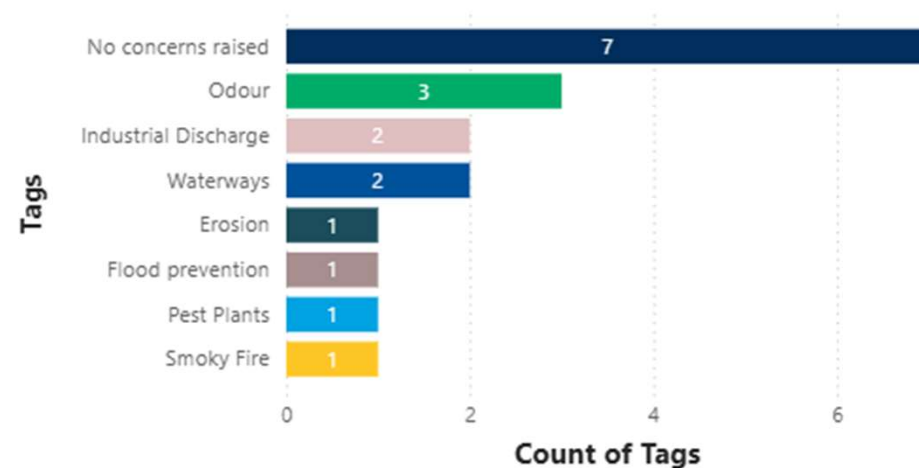
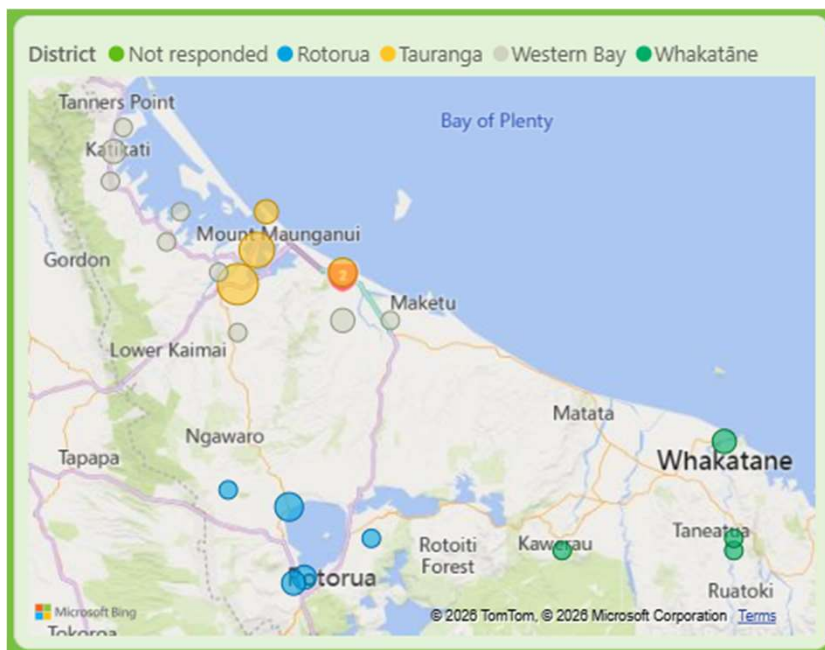
Your thoughts on pollution response (3)



More than half of all respondents have no current environmental concerns where they live (56.8%)



Your thoughts on pollution response (4)



Concerns about waterways, smoky fires and pest plants were raised by more than forty respondents each.

Resident survey results

Awareness of the services council provides





BUS
STOP



The top three services you are *most aware of that council provides*

82.0%

Monitors land, water and air quality in the Region

80.3%

Processes resource consents for activities that may have an effect on the natural environment

76.9%

Responds to oil spills to reduce impact on the environment



The top three services you are *least* aware of that council provides

39.9%

Has run submission processes over the past 12 months

50.5%

Has grants for environmental projects such as protecting waterways, pest control, erosion control and wildlife habitat restoration

53.1%

Helps keep boaties safe and enforce rules on the water



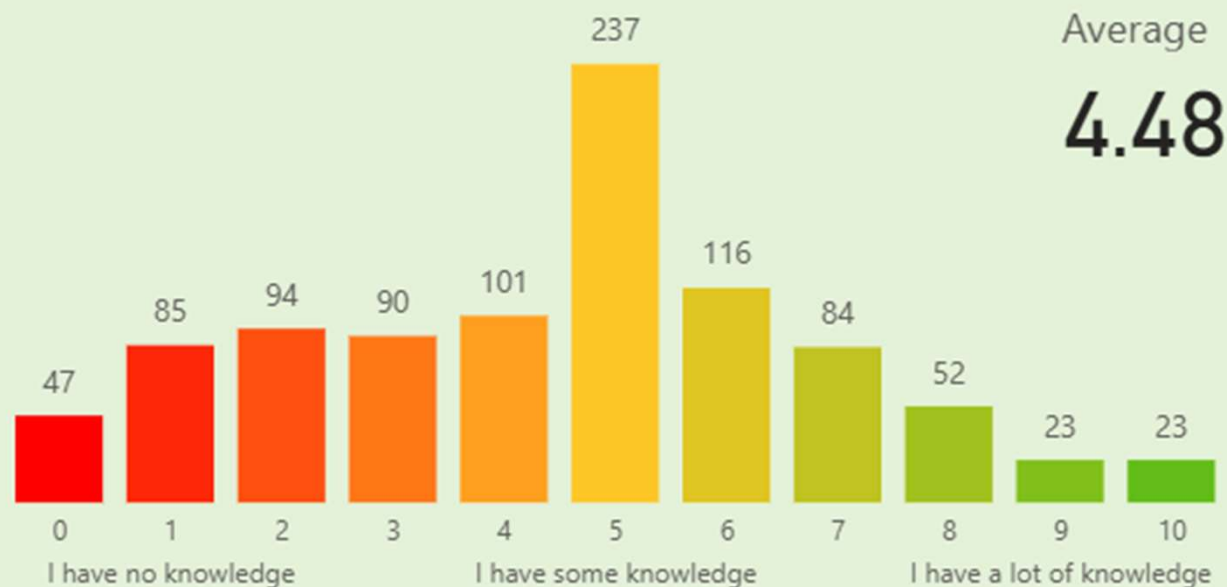
Rating council services





Rating your knowledge of council

How would you rate your knowledge of the difference between the services provided by the Bay of Plenty Regional Council and those provided by your local city or district council?



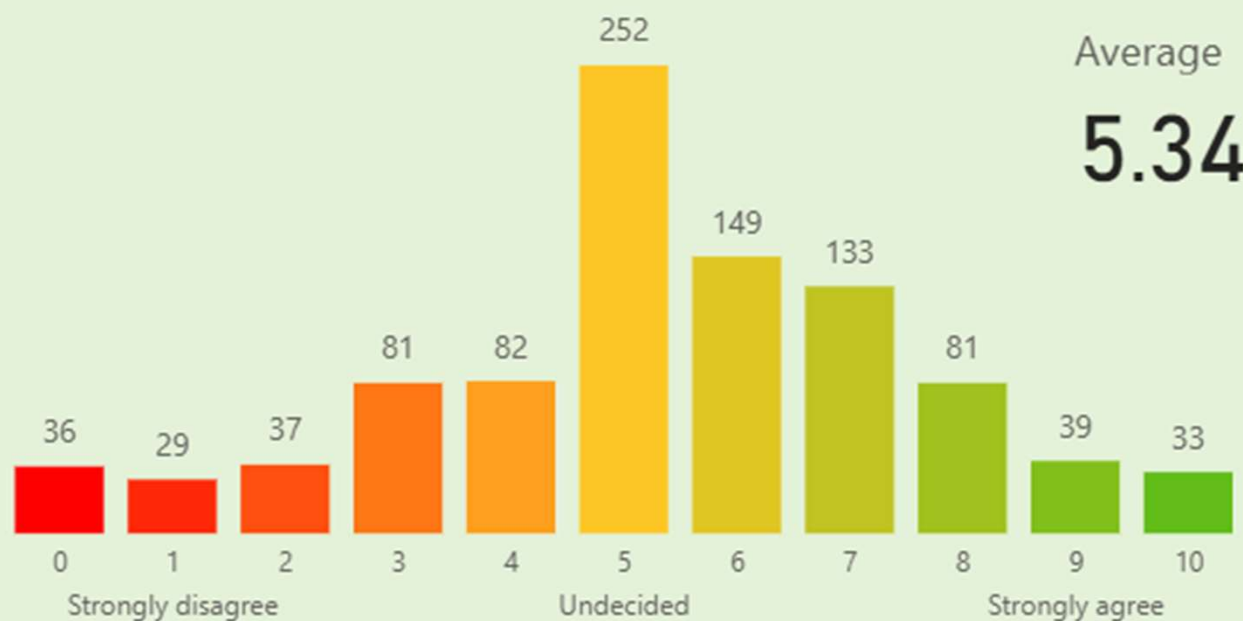
19.1% rated your knowledge of the difference between regional and city or district councils as 7 or higher.

76.1% unaware that the average household rates bill was reduced by \$380 per property through subsidies from Quayside Holdings Limited



Rating the quality of service

How much do you agree or disagree that Bay of Plenty Regional Council provides good quality services to ratepayers



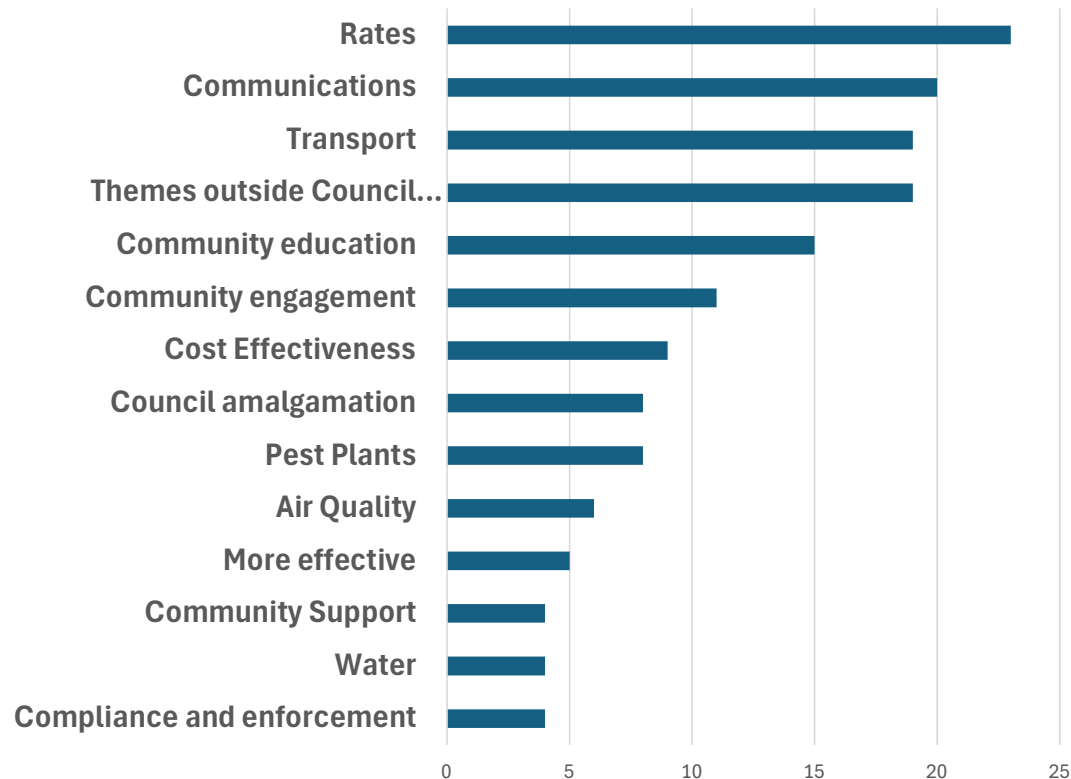
30.0% rated the quality of service council provides to ratepayers as seven or more





What would Council need to do to increase your levels of satisfaction with their services?

Changes community would most like to see to increase satisfaction (n=187)



“Reduce costs to rate payers”

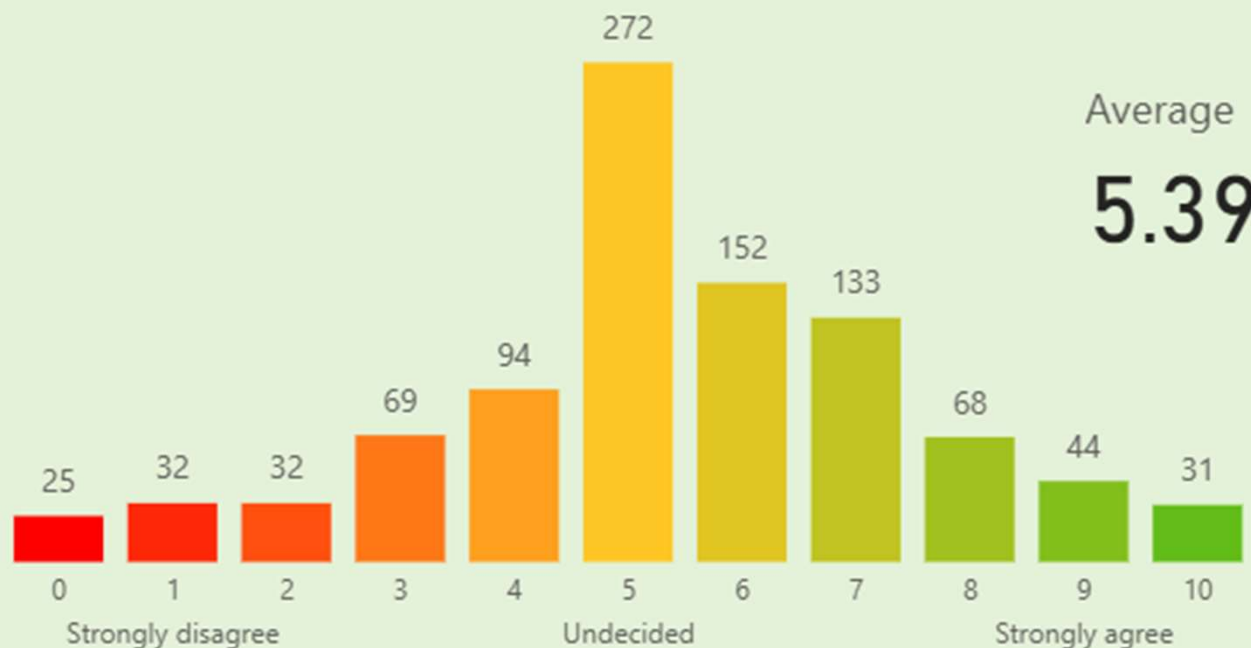
“Provide more awareness on what services are available”

“improve bus services to the west ie Omokoroa and Katikati.”



Rating the prioritisation of services

How much do you agree or disagree that Bay of Plenty Regional Council prioritises the services that are most important



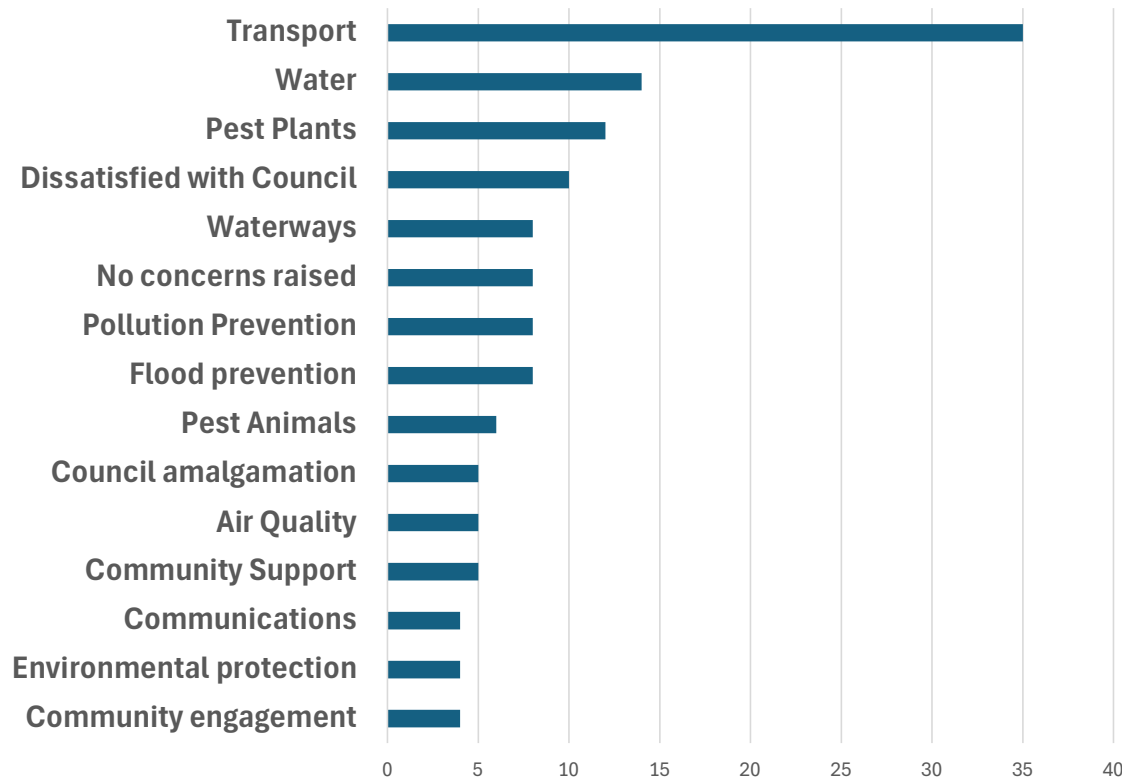
29.0% of you rated council prioritises the services that are most important as a seven or more out of ten.





Which services would you like to see prioritised?

Services community would like to see prioritised (n=162)



"I would like to see better rural bus services and more stops"

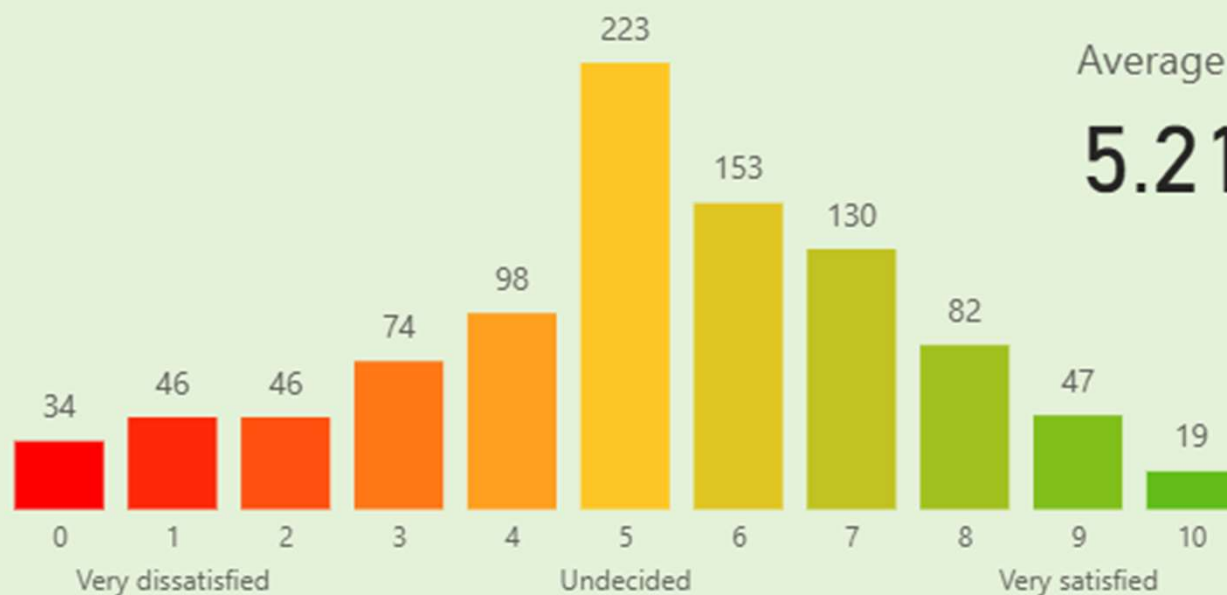
"Keep up your environmental management work"

"I'd like you to pressure NZTA to tidy the S.H and Railways and NZTA to eradicate pests and pest plants on their corridors."



Rating value for money of services

Considering all the services and facilities that the Bay of Plenty Regional Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?



29.2% of you rated council a seven or more out of ten for providing good value for money for service to ratepayers



Next steps

Internally, teams will look at the results to see what we can learn, and any opportunities for improvement. Please note names and contact details have not been provided with the comments to protect the privacy of participants.

Prize draw winners will be contacted from the May survey participants.

We'll provide a detailed report to council in August with the collated results of our first three surveys, compared with previous residents surveys.

Our next survey will be coming out later this year.

www.participate.boprc.govt.nz/bay-say-results