



November 2025



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 1-30 November 2025 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 the Weet-bix Tryathlon in Arataki, Maketū Markets, the Rotorua Pasifika Festival and the Whakatāne Sunday markets.

The **664** residents that completed the survey online or at community events self-selected to participate and, therefore, are not a representative sample of the population.

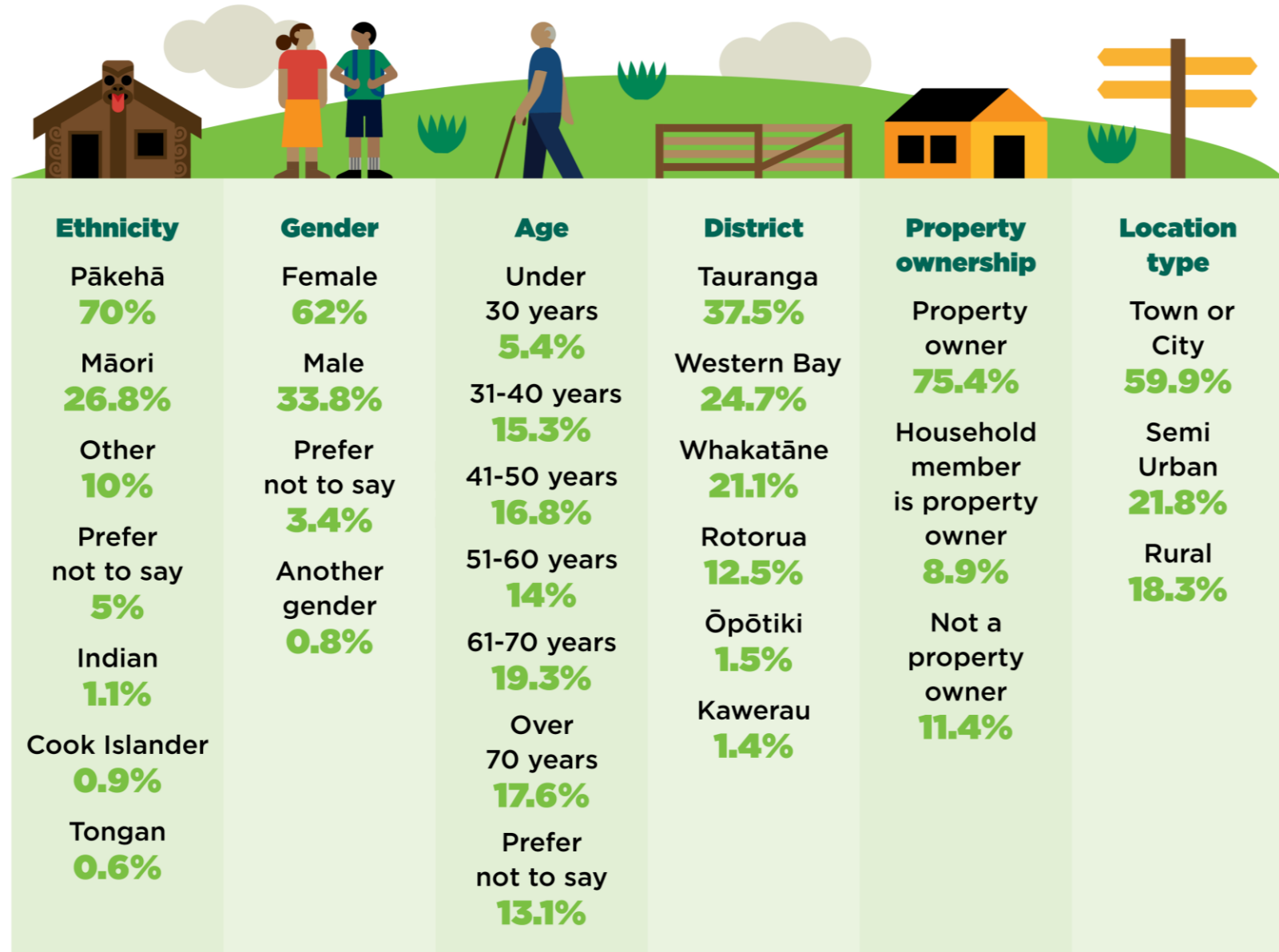
This methodology is a step change from previous residents surveys delivered by independent providers once every 2-3 years. This approach is designed to be more cost effective and provide more frequent insights into community perception in addition to feedback on focus topics.

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.





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:

Biodiversity





Your thoughts on biodiversity

60.0%

**Would like to see
council do more work to
care for nature**

- Only 7.7% would like to see less

*“More planting near
creeks, streams, rivers
and hillsides.”*

*“Continue with projects in
partnership with land
owners, Iwi and Hapū that
serve the best interests of
the wider community.”*

*“Encouraging volunteer
input”*



Your thoughts on biodiversity (2)

The most common biodiversity related activities you are involved in:

- Enjoying visiting our parks and natural areas
- Encouraging wildlife around your home
- Planting native trees and shrubs were

“More support and funding for landowners to control pests and invasive weeds and plants.”

“Better access to our awa for whanau to connect and to be safe”

“remove all the cattle grazing along the riverbanks”



Your thoughts on biodiversity (3)

The most common changes suggested to better look after our native plants and animals.

- Pest Plant control 18.4%
- Native planting and habitat restoration 18.1%
- Pest animal control 13.3%
- Public education 9.1%
- Community engagement 7.9%

“More action on pest plants illegally dumped”

“I would like the regional council to reduce the rates they charge us”

“More planting education or opportunities for schools to be involved”

Resident survey results
Awareness of the
services council provides





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

88.4%

Monitors land, water and air quality in the Region

81.3%

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

80.5%

Helps to get rid of, or manage the impact of, introduced pests (plants and animals)

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STOP





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

47.6%

Has run submission processes over the past 12 months

53.0%

Runs a 24/7 Pollution Hotline where you can report environmental incidents

57.8%

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



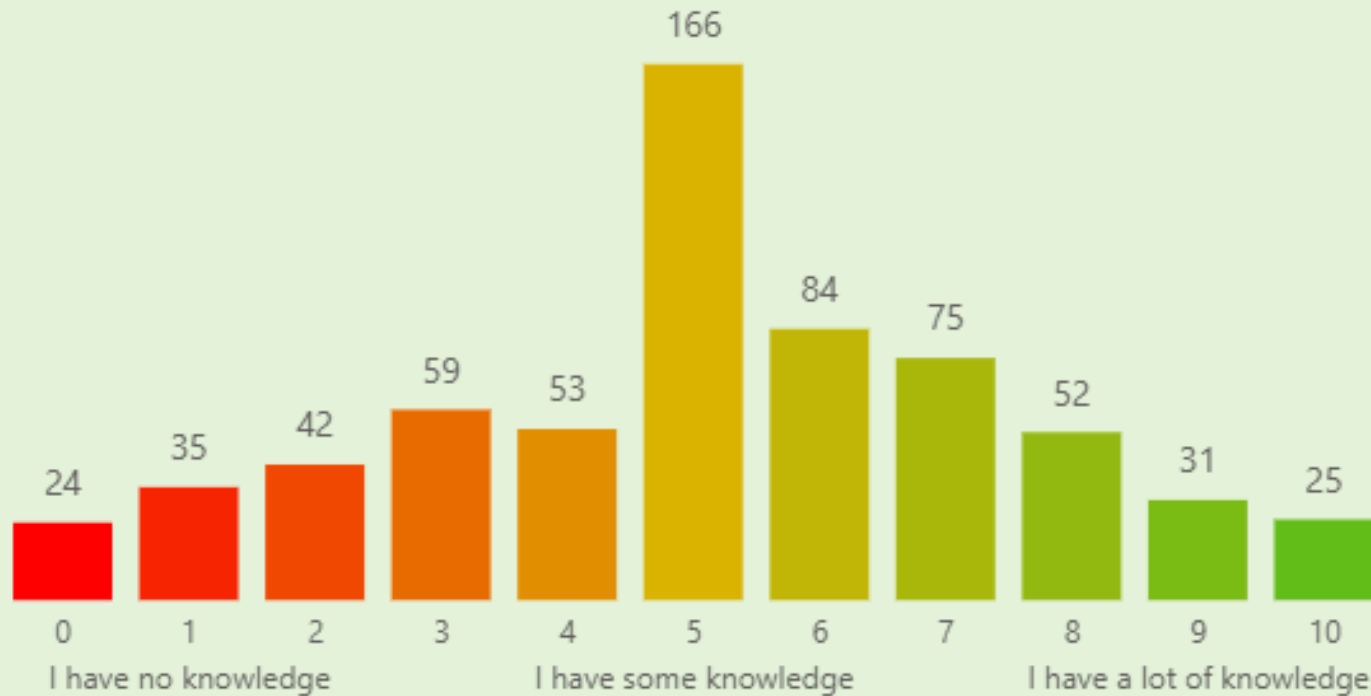
Rating council services





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?



28.3% rated your knowledge of the difference between regional and city or district councils as 7 or higher.

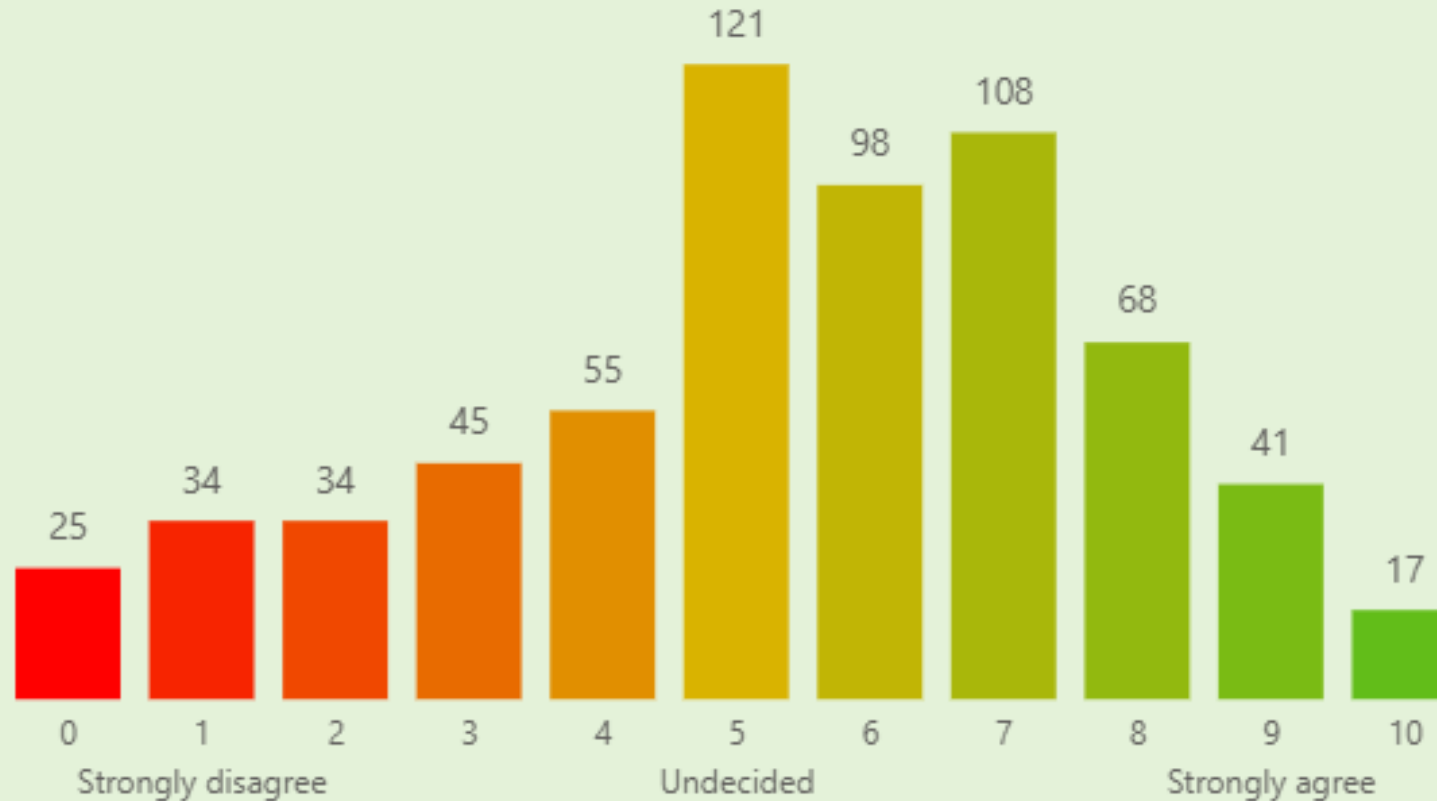
72.3% unaware that the average household rates bill was reduced by \$380 per property through subsidies from Quayside Holdings Limited





Rating the quality of service

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



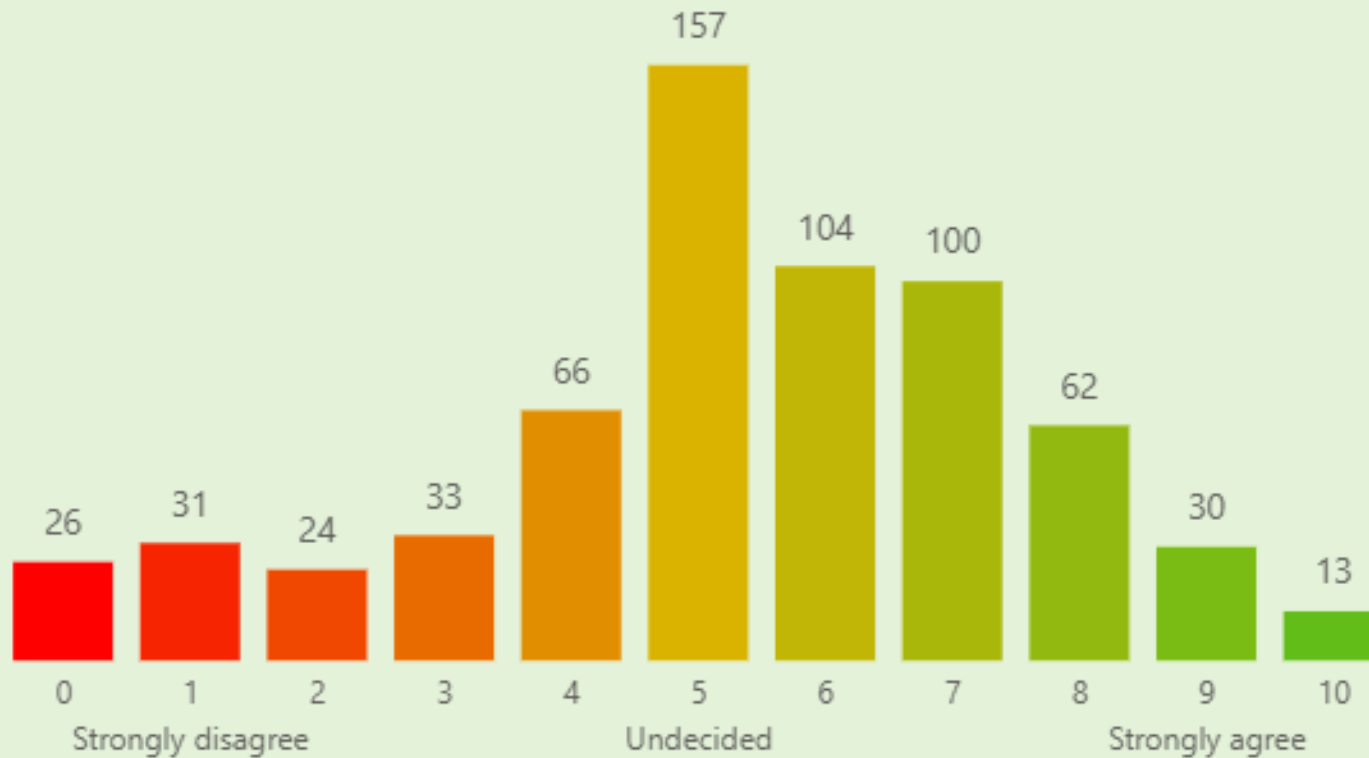
36.2% rated the quality of service council provides to ratepayers as seven or more





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?



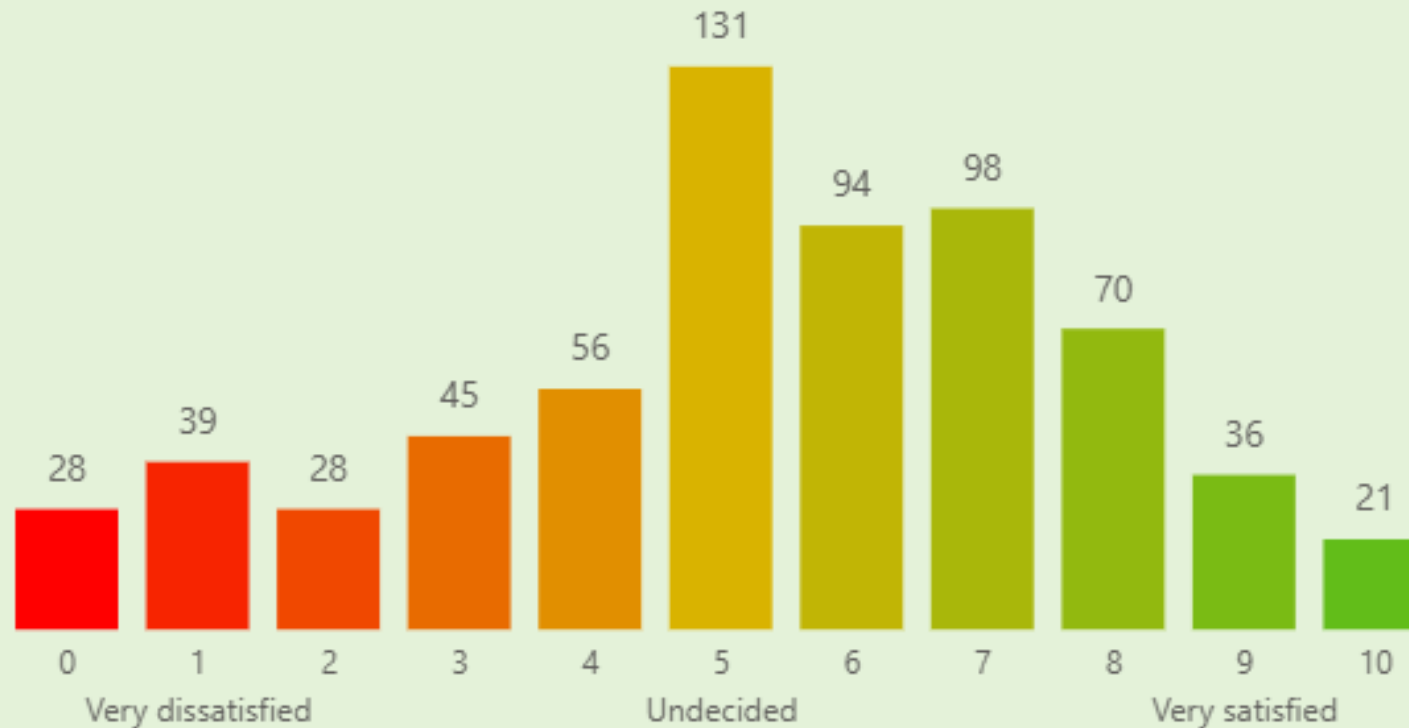
31.7% of you rated council prioritises the services that are most important as a seven or more out of ten.





Rating value for money of services

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



34.8% of you rated council a seven or more out of ten for providing good value for money for service to ratepayers





Next steps

For detailed results, please visit our [dashboard](#).

Please note comments have not been provided in full to protect the privacy of participants.

We've already shared these results within council so staff can learn from your feedback.

Our next survey will be coming out later this year.

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

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