



June 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 3-30 June 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 Blake Park netball courts in Mount Maunganui, the Pāpāmoa Lions Market, the Kuirau Park markets in Rotorua and the Whakatāne Sunday markets.

The **322** 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?



Ethnicity	Gender	Age	District	Property Ownership	Location type
Pākehā 74.5%	Female 64.5%	Under 30 years 12.4%	Tauranga 49.4%	Property owner 75.4%	Town or City 67.7%
Māori 19.6%	Male 32.9%	31-40 years 16.5%	Western Bay 20.5%	Household member is property owner 11.4%	Semi Urban 19.0%
Other 11.4%	Prefer not to say 2.0%	41-50 years 22.7%	Whakatāne 17.1%	Not a property owner 10.7%	Rural 13.3%
Prefer not to say 4.6%	Another gender 0.6%	51-60 years 15.2%	Rotorua 8.1%		
Cook Islander 1.3%		61-70 years 14.9%	Ōpōtiki 1.6%		
Samoaan 1.3%		Over 70 years 16.5%	Kawerau 0.9%		

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:

Local Government Elections





Your thoughts on elections

80.4%

**of you intend to
vote in October -**

- but only 38.1% of the
population actually voted in
the previous election.

**Having a say, democracy and
civic duty and the importance
of representation** were the
most common reasons to vote.

*"I care about what
happens where I live"*

*"To ensure we have
elected members
who care for taiao"*

*"Because everybody's
vote counts"*



Your thoughts on elections (2)

Before deciding who to vote for, respondents most want to know about candidates’:

Skills and qualifications 72.6%

Community roles and responsibilities 71.4%

Any conflicts of interest 60.4%

“Their views and policies on significant issues”

“Ability to make a properly formed judgement”

“Political leanings”

Resident survey results

Awareness of the services council provides





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

89.6%

Monitors land, water and air quality in the Region

83.3%

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

81.5%

Maintains flood protection schemes to reduce the impact of major floods and support climate change adaptation

BUS
STOP





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

50.5%

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

55.7%

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

56.0%

Has run submission processes over the past 12 months



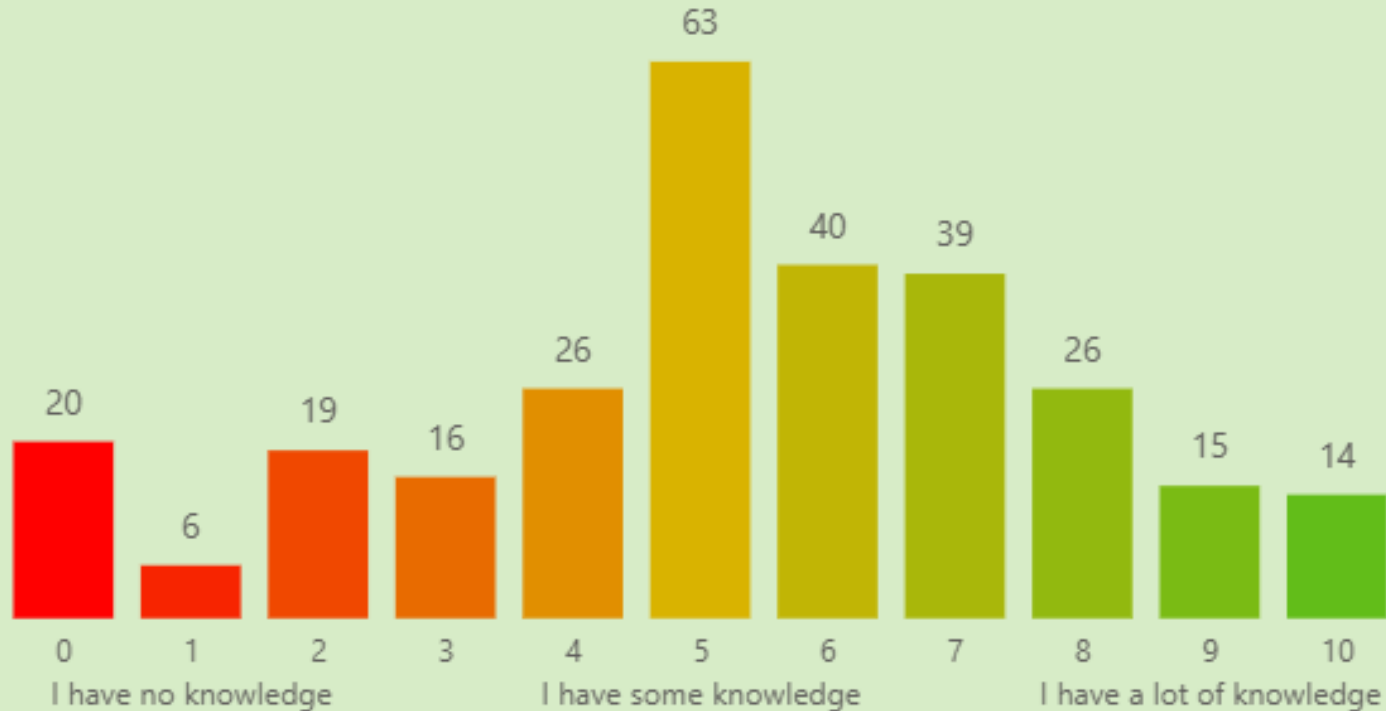
Rating council services





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?



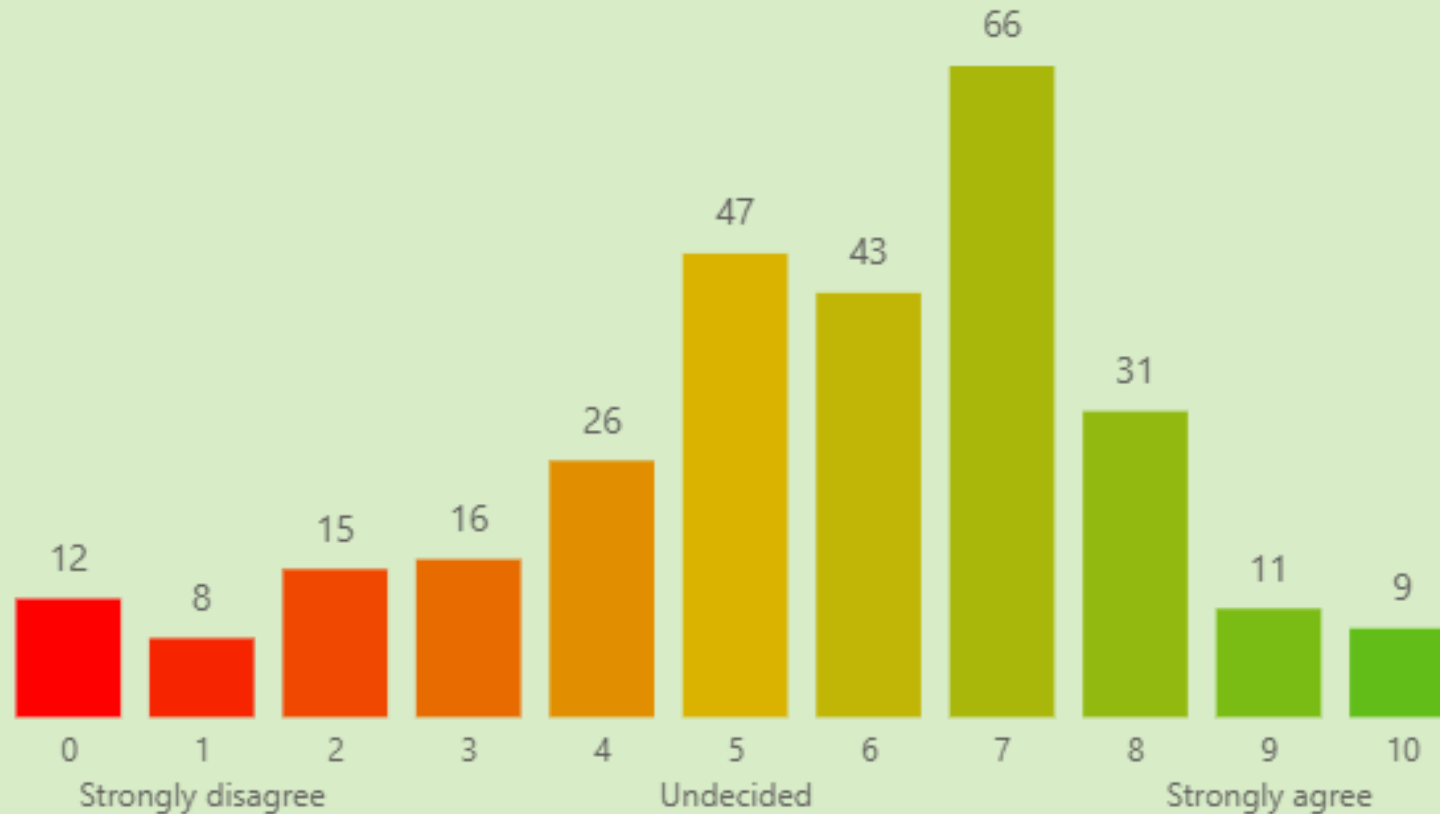
47.2% reported you knew the difference between regional and city or district councils

68.0% 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?



56.3% agreed council provides good quality of service to ratepayers i.e. rated it six or more out of ten.





Rating the quality of service (2)

The three most common suggestions to increase levels of satisfaction were:

1. Cost savings i.e. reduce rates, financial prudence
2. Increased communication and engagement
3. Increased Level of service i.e. focus on environment, smaller centres, economy

“Do more in the smaller towns, not just Tauranga”

“Decrease rates”

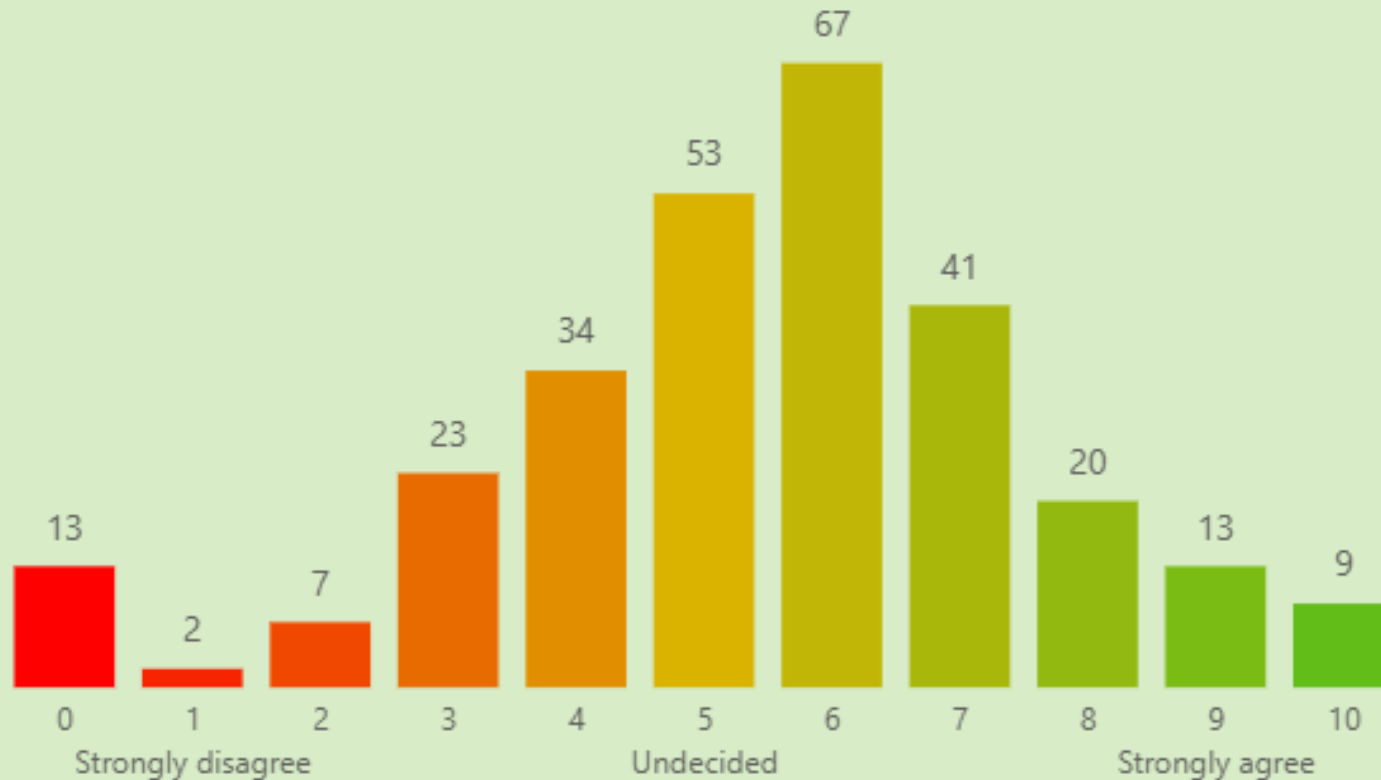
“Be more present, be out in public, seek public consultation.”





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?



53.2 % of you agreed council prioritises the services that are most important i.e. rated it six or more out of ten.

Note There were 11 requests for better roading infrastructure. This is a responsibility of city and district councils along with Waka Kotahi





Rating the prioritisation of services (2)

The three most common suggestions to prioritise were:

1. Greater focus on the environment, especially waterways and the harbour
2. Improve public transport
3. Greater focus on flooding

“Looking after the environment”

“The bus service is shocking - I want to use it but I can't because it is so unreliable”

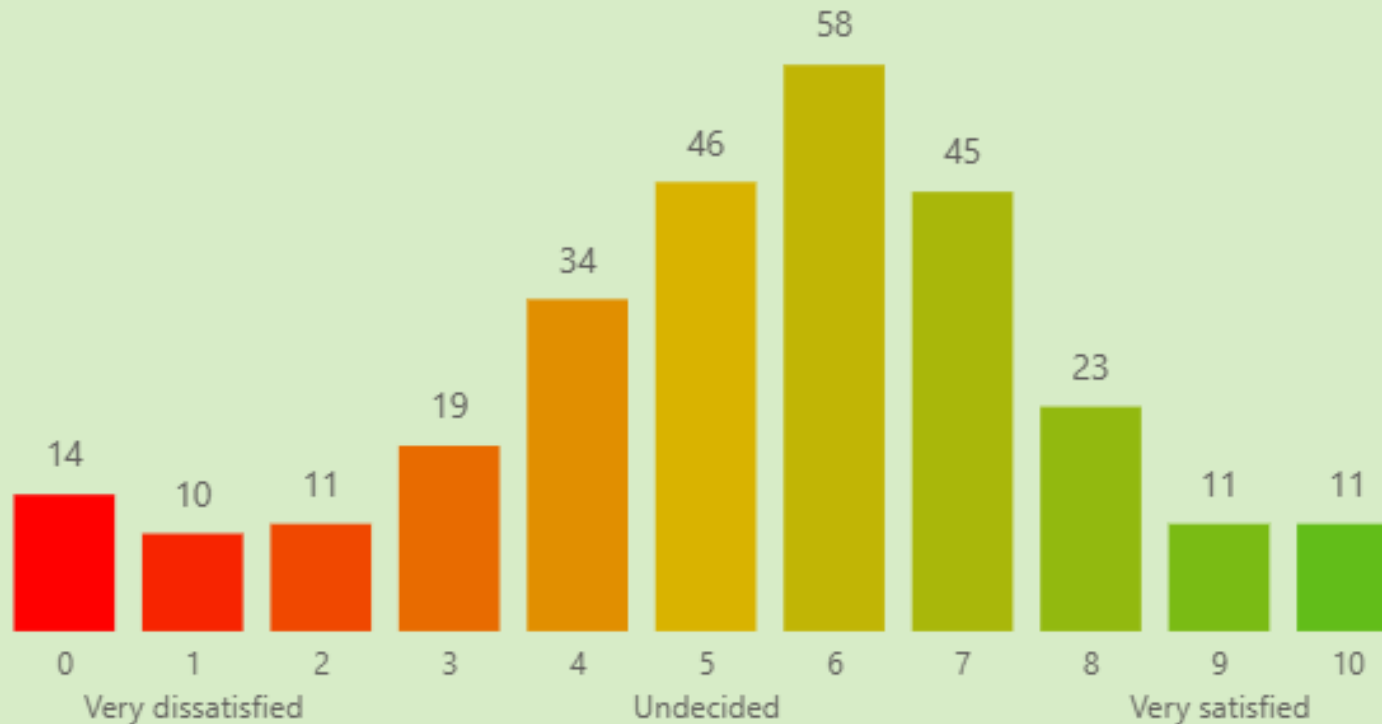
“Enforcement, treaty compliance, restoration”





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?



52.6% of you agreed council provides good value for money for service to ratepayers i.e. rated it six or more out of ten.





Rating value for money of services (2)

There's still a lot of misunderstanding about Regional Council's role

"Improve the Parking at the netball"

You want to see efficiencies

"Be nicer if the rates weren't so high"

You want to see and hear from Council

"More people on the ground and less behind the computer"

There's more work to be done

"Love the Onekawa Regional Park. Improve transport in rural areas; reduce pollution of rivers and streams. Prioritise Environmental issues"





Other Comments

"The questions in this survey seem like a desperate attempt at PR after the government announcement that you may be abolished. I have found you self-righteous and unresponsive and your consultation to be a facade"

"I like that the council seems to focus on doing core services well, it does not seem to waste money and appears to be able to successfully complete new projects and work to maintain existing assets. It doesn't seem to operate in a corrupt manor, thank you"

"It would be helpful if more updates were shared in plain language, sometimes council documents are too technical for the average resident to fully engage with."

"BOPRC has been able to hide its true costs to the public behind the funding received through Quayside Holdings which offsets rates and therefore has not had the financial discipline that should be applied in the expenditure of public money."





Other Comments (2)

"In most cases RC do a great job, are proactive and concentrate on a huge area and respond as best you can. Take more due care and diligence and a stance on contaminated land."

"Keep doing what you are doing"

"Ask the people what they want and implement it. Don't waste money on admin."

"After reading this sounds like they provide much more than I know. Prioritise - do you keep cycle lands clear i.e. on the way to Omokoroa. Thank you."

"Reporting back to residents / stakeholders (to increase level of satisfaction with services)"





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.

We'll be sharing the elections results with candidates so they can share the information you most want to hear from them to help you decide who to vote for

Our next survey will be coming out in October.

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

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