

Data Sheet 120 (DS 120)

Parking for Shoppers

What are we monitoring?

Difference between resident satisfaction with and their importance rating for parking for shoppers in the Blue Mountains.

The Council conducts a bi-annual Community Survey (previously conducted annually) of a representative sample of the population that includes assessing resident satisfaction and importance for parking for shoppers. Survey respondents are asked to indicate satisfaction and importance on a 1 to 5 scale where 1 means 'very dissatisfied' or 'not at all important' and 5 means 'very satisfied' or 'very important'. This measure assesses the gap between mean importance and mean satisfaction ratings for 'parking for shoppers'. No gap between satisfaction and importance indicates the needs of the community are being addressed, while a large gap indicates they are not.

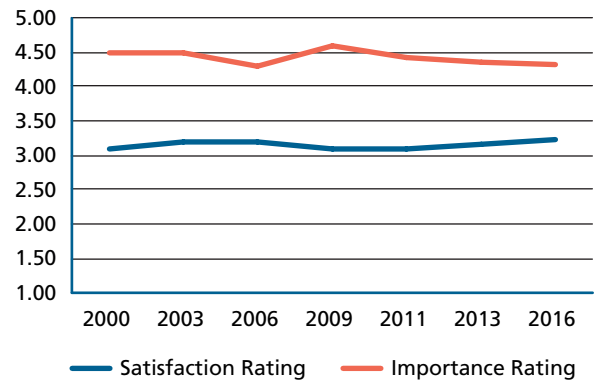
What is the trend?

Over 2000-2016 there has been a slight reduction in the level of importance parking for shoppers and an increase in the level of community satisfaction relative to it. This has resulted in a positive and statistically significant reduction in the gap between importance of and satisfaction with parking for shoppers. This trend indicates community perception that parking for shoppers has improved in the Blue Mountains over the last 16 years.

Why is monitoring this trend important?

Monitoring importance and satisfaction with services provided helps the Council to plan and prioritise future service provision.

Parking for Shoppers – Gap Between Resident Satisfaction and Importance Ratings



Parking for Shoppers – Gap Between Resident Satisfaction and Importance Ratings

Year	2000	2003	2006	2009	2011	2013	2016
Satisfaction Ratings	3.10	3.20	3.20	3.10	3.09	3.15	3.24
Importance Ratings	4.50	4.50	4.30	4.60	4.42	4.36	4.34
Gap	1.40	1.30	1.10	1.50	1.33	1.21	1.10

Source: Blue Mountains City Council, Blue Mountains Community Surveys 2000–2016