

Customer Satisfaction Survey for District Minor Works Programme

EXECUTIVE SUMMARY



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E.1 Independence of the Customer Satisfaction Survey for District Minor Works Programme

E.1.1 Commissioned by the Home Affairs Department (HAD) in 2013, the Customer Satisfaction Survey for District Minor Works (DMW) Programme (the Survey) was conducted by an independent private consulting firm selected through open tendering. The following multi-dimensional survey methods were used to collect comprehensive view on the satisfaction level of the District Minor Works (DMW) facilities in 2014.

- Telephone survey with randomly selected local residents (Telephone Survey with Public);
- Face-to-Face Interviews with local residents and end-users of the DMW facilities;
- Focus group meetings with Chairmen, Vice-Chairmen and members of Districts Facilities Management Committee or other relevant committees of the District Councils (DCs) (Committee Members) and local residents; and
- Telephone interviews with implementation agents (representatives from HAD Headquarters, HAD District Offices, Leisure and Cultural Services Department (LCSD), Architectural Services Department, Electrical and Mechanical Services Department and HAD's term consultants) of the DMW Programme.

E.1.2 Taking into account the nature of the existing DMW facilities, the DMW facility types were classified in the following six groups for carrying out the Survey:

- Rainshelter and arbour
- Indoor leisure and recreational facilities (e.g. accessory facilities in community hall/ centre, sport centre, library)
- Greening and beautification facilities
- Outdoor leisure and recreational facilities
- Access and covered walkway
- Notice board, sign, mass mail box and toilet

E.2 Awareness of the DMW Programme

E.2.1 Overall, 23.8% of the respondents were aware of the DMW Programme which is considered low. The respondents were more aware of facilities located in busy areas like town centre but less aware of facilities located in remote areas or sparsely populated areas.

E.3 Survey Findings on Utilization Level of Different Types of DMW Facilities

E.3.1 Generally speaking, more than 80% of the respondents had used the DMW facilities and "more than once per week" was the most common frequency.

E.3.2 Most of the Committee Members and respondents of the implementation agents believed that DMW facilities had been commonly used by the public and the usage rate was high in general. The respondents considered that the usage rate would depend on the type and location of the facility.

E.4 Local Residents' Satisfaction and Feedback on Different Types of DMW Facilities

E.4.1 Based on the perception, understanding and experience of the respondents on using DMW facilities, the overall satisfaction level was at a medium level of **6.3** (from the range of 0-10 points). The Survey scores of the overall satisfaction level for the 18 districts are shown in Table 1 below:

Table 1 – Survey Score of the Overall Satisfaction Level by District

District	Survey Score
Central and Western	5.7
Wan Chai	5.8
Eastern	6.2
Southern	6.3
Yau Tsim Mong	5.7
Sham Shui Po	6.5
Kowloon City	6.3
Wong Tai Sin	6.8
Kwun Tong	6.3
Sub-total: Urban	6.2
Kwai Tsing	5.9
Tsuen Wan	5.9
Tuen Mun	6.1
Yuen Long	6.5
Islands	6.6
Sub-total: NTW	6.2
North	6.6
Tai Po	6.2
Sha Tin	6.3
Sai Kung	6.6
Sub-total: NTE	6.4
Total: All Districts	6.3

E.4.2 The Survey scores of the overall satisfaction level for each DMW facility type are shown in Table 2 below:

Table 2 – Survey Score of the Overall Satisfaction Level by DMW Facility Type

Facility Type	Survey Score
Rainshelter/ harbour	6.5
Indoor leisure and recreational facilities	6.7
Greening and beautification facilities	6.3
Outdoor leisure and recreational facilities	6.7
Access and covered walkway	6.4
Notice board, sign, mass mail box and toilet	6.5

E.4.3 In addition to the overall satisfaction level, indicators including suiting needs, improvement to the community, sufficiency of facility, standard of facility design and maintenance of facility were also covered under the Telephone Survey with randomly selected local residents and Face-to-Face Interview with local residents and end-users to measure the scores on respondents' satisfaction level towards the DMW facilities. The respondents in the New Territories East gave slightly higher Survey scores ranging from 6.2 to 6.3 on these five indicators while the respondents in New Territories West and Urban gave more or less the same Survey scores ranging from 5.7 to 6.1.

E.4.4 The ratings of the six DMW facility types among the five indicators were similarly good. In detail, sufficiency of access and covered walkway and maintenance of rainshelter / harbour

were the two main areas gaining relatively lower satisfaction score (5.8 and 5.9 respectively) only.

- E.4.5 While the feedback on DMW facilities performance was in general positive, the main suggestion for enhancement was to increase the number and coverage of the facilities.

E.5 Communication Channels on DMW Facilities

- E.5.1 The respondents were generally aware of the communication channels with government on DMW facilities. The awareness of communication channels increased with decreasing age. Mature/ elder persons tended to be aware of traditional means of communication such as using phone while the youngsters know the electronic means.

- E.5.2 The Survey score of the satisfaction level on using communication channels was 6.4. The channel of visiting district offices of HAD/ LCSD gained the best rating at 6.9.

E.6 Recommendations

- E.6.1 With reference to the Survey findings, the following measures are recommended for the future enhancement of the DMW Programme:

Facilities Enhancement

- E.6.2 A strong demand of larger coverage of the DMW facilities was observed during the Survey. Among the respondents in the Telephone Survey with Public who had made suggestions for enhancing the DMW Programme, 73.8% suggested building more facilities or expanding existing facilities with higher priority on the following facility types:
- Rainshelter / arbour;
 - Outdoor leisure and recreational facilities; and
 - Access and covered walkway

Programme Implementation

- E.6.3 The overall allocation for the DMW Programme and the financial limit of each DMW project are suggested to be reviewed so that more DMW projects and relatively large scale projects could be considered.
- E.6.4 HAD should review measures for improving the performance of term consultants.

Communication with the Public

- E.6.5 More promotions should be carried out to raise public awareness of the DMW Programme.

Maintenance

- E.6.6 More efforts should be made to enhance the existing maintenance work of DMW facilities.

Baseline of Satisfaction Survey on DMW Facilities

- E.6.7 The result of the Survey would be used as a baseline on the satisfaction level of the public on DMW facilities and the baseline could be used as a reference for future similar satisfaction survey.