



21 July 2016

LGOIMA No. 814000072
(Please quote this in any correspondence)

Matthew Rhodes
New Zealand Taxpayers' Union
Sent via email: matthew@taxpayers.org.nz

Dear Mr. Rhodes

Local Government Official Information And Meetings Act 1987

Citizens Insights Monitor survey

I refer to your email, which we received on 17 June 2016, requesting a breakdown of the total costs of the Citizens Insights Monitor survey. Please find our response to your question below.

The total cost for the baseline Citizen Insights Monitor study in the 2016 financial year was \$90,000. This breaks down as follows:

- Project design, project management, reporting analysis and dashboards – \$45,000
- Fieldwork, processing and marketing science analytics – \$45,000

The purpose of the Citizen Insight Monitor is to inform strategies to grow trust and confidence in Auckland Council and its CCOs, to ensure the organisation can effectively deliver the vision to become the World's Most Liveable City, and meet the needs of all Auckland residents.

This information is also available on our [website](#) and a further story about the Citizen Insights Monitor was published last month on [OurAuckland](#).

If you have any further queries please contact me on 09 301 0101, quoting LGOIMA No. 814000072.

Should you believe Auckland Council has not responded appropriately to your request, you have the right by way of complaint, under section 27(3) of the LGOIMA, to apply to the Ombudsmen to seek an investigation and review of the decision.

Yours sincerely

Isis van Geenen
Privacy and LGOIMA Business Partner
Auckland Council