

HALIFAX

Halifax Regional Municipality
2014 Citizen Survey

Final Report
April 2015



MQO
RESEARCH RECHERCHE

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EXECUTIVE SUMMARY

Background & Research Methodology

The Halifax Regional Municipality conducts the Citizen Survey every second year. The 2014 Citizen Survey is the eighth study of this nature since the Municipality was formed by the amalgamation of five independent municipal units. The primary objectives of this research is to determine the satisfaction of Halifax residents and taxpayers with the services provided by their Municipal government and to help identify the mix of programs and services to best meet expectations of Halifax residents and taxpayers.

This research utilized a mixed-mode methodology, with an online, telephone and paper-based component. All respondents were given an opportunity to complete the survey using one of these three methods. In November 2014, 11,838 randomly selected Halifax households were mailed a letter from Mayor Mike Savage inviting them to participate in the 2014 Citizen Survey. In total, 592 Halifax residents completed the survey.



Summary of Key Findings

Results from this research are very positive and demonstrate that the Halifax Regional Municipality continues to perform very well. Most citizens have a positive opinion of the Municipality and the services it provides. Some of the key findings that emerged from the data in 2014 are presented below.

Top-of-Mind Issues

Transportation/traffic tops the list of issues our municipal leaders need to address over the next five years, followed by **taxes**, **employment**, and **transit**.

Quality of Life

Improving transit tops the list of suggestions for how to improve the quality of life for residents, followed by **more active transportation**, **lower taxes** and **more parking options**.

Value for Taxes

Most citizens believe they receive either **very good** or **good** value for the level of property taxes they currently pay.

Municipality Leadership and Governance

Halifax citizens believe municipal leadership and governance are performing quite well in various areas. Seven in ten respondents *strongly agree* or *agree* that the **Mayor is providing good leadership and direction**. In addition, well over half of the respondents either *strongly agree* or *agree* that the municipality is **moving in the right direction to ensure a high quality of life for future generations** and **does a good job of keeping residents informed**.

Customer Service

Among those citizens who contacted the municipality in the past year, a vast majority are **very satisfied** or **satisfied** with their most recent contact. In fact, the majority of these residents believe they were **treated in a friendly, courteous manner** and were **treated fairly** by municipal staff.

Slightly less than half of the residents had an opportunity to visit the Halifax.ca website since it was updated in June 2014. Those who did visit the Halifax.ca website found it **easy** to navigate.

City Maintenance

Citizens were asked about their level of satisfaction with the maintenance services provided by the Municipality. Satisfaction among respondents who offered an opinion is highest for **parks and green spaces, indoor recreation facilities, beaches and waterfront areas, outdoor recreation facilities, playgrounds/skateboard/bike parks, community beautification, and greenways**. In terms of **overall satisfaction**, three-quarters of the residents are *very satisfied* or *satisfied* with the city maintenance.

Halifax Transit

Slightly over half of residents have used Halifax Transit in the past 12 months. Satisfaction with transit services among these residents (and excluding those who said don't know) is highest for the **harbour ferry network, accessibility – mobility access, driver courtesy/politeness, park and ride facilities, Access-A-Bus, Metro X service, access to Halifax transit information, comfort of buses, and transit terminal safety and comfort**. In terms of **overall satisfaction**, almost three-quarters of these residents are *very satisfied* or *satisfied* with the quality of transit services provided by the city.

Public Safety

Crosswalk safety and **increased police presence** are seen as the top ways for the municipal government to improve the overall level of public safety in Halifax.

Approximately nine in ten residents are **very** or **somewhat satisfied** with the quality of policing in their community. Almost all residents feel **very** or **somewhat safe** in the local areas where they shop, work and participate in recreation.

Almost all residents are **very** or **somewhat confident** in the ability of police as well as the Halifax Regional Fire & Emergency to respond to emergency calls in a timely and efficient manner.

Recreation and Leisure

Just two in ten residents have registered for or participated in a municipally-run recreation program over the past 12 months. However, the majority of those who did were **very satisfied** or **satisfied** with the **ease of registering for these programs** and with the **variety of programs/activities offered**.

Using one of Halifax's trails / walkways / pathways, walking or running in a major park and **swimming at a local beach/lake** are the top three unscheduled/free recreation activities that residents have participated in.

Satisfaction with the arts, culture and leisure programs and services (among those who offered an opinion) is highest for the **Emera Oval** and **opportunities to attend cultural events**. In terms of **overall satisfaction with the arts and cultural facilities and programs**, eight in ten residents who have an opinion are **very satisfied** or **satisfied** with the facilities and programs offered by the Municipality.

Public Libraries

Approximately six in ten residents have used the Halifax public libraries in the past 12 months. Satisfaction with library programs and services among these residents (and excluding those who said don't know) is highest for **borrow by mail services, library facilities, library materials, programs for seniors, public technology** and **open hours**. In terms of **overall satisfaction with Halifax Public Libraries**, almost all of these residents are **very satisfied** or **satisfied** with Halifax Public Libraries.

Although most residents who use the libraries do not see any barriers preventing them from using the library more often, some feel that the libraries have **inconvenient open hours**. As a result, having **longer/more convenient or earlier hours of opening** would encourage them to use the library more.

Environment

Approximately six in ten residents report having Household Special Waste (HSW) materials stored on their property. Among these residents, the top barriers preventing or delaying their disposal of this HSW materials is that they **just haven't gotten around to it** and the **location of the depot is inconvenient**.

The **drop-off depot in Bayer's Lake** and the **enviro-depot (paint only)** are the most commonly used services that residents dispose of their HSW. The majority of residents place construction and demolition (C&D) material curbside either **several times a year** or **once per year**. Among these residents, half place between **two** and **three bundles** curbside each time.

Downtown Accessibility

Residents were asked for their opinions about parking in the downtown. Agreement is highest for **parking meters are well placed and maintained, parking is easily identified, I know where parking is available**, and **parking meters are affordable**.

Residents strongly feel that having **abundant parking for visits to the downtown area – encouraging people to shop/dine/visit/do business** should be the top priority when it comes to parking downtown.

The majority of residents feel there is inadequate parking available downtown. In fact, most of these residents feel the best way to describe parking in the downtown is that there is **not enough on-street parking**. The two areas where these residents strongly believe parking is a challenge are **Downtown Halifax** and **Spring Garden Road**.

Most residents are willing, especially young people (18-34 years of age) to use new types of payment or technology when parking downtown, if implemented. The most popular is **paying by credit card**.

1.0 BACKGROUND & OBJECTIVES

From November 2014 to January 2015, MQO Research conducted the 2014 Citizen Survey on behalf of the Halifax Regional Municipality (hereafter referred to as the Municipality). This is the eighth study of this nature since the Municipality was formed by the amalgamation of five independent municipal units.

This ongoing citizen research plays a key role in the Municipality's mission to ensure they provide the programs and services that are required and desired by its citizens. The Municipality has two main objectives in conducting the 2014 Citizen Survey, which are to:

- determine the satisfaction of Halifax residents and taxpayers with the services provided by their Municipal government; and
- help identify the mix of programs and services to best meet the expectations of Halifax residents and taxpayers.

By asking these questions and getting answers, the Municipality will use the findings to implement both immediate and long-term strategies to make Halifax vibrant. It is through the analysis of trends in priorities and preferences that the Municipality can make broad policy decisions to set the stage for the future success of Halifax. The Citizen Survey will help the Municipality determine the level of emphasis that should be placed when making decisions about where to allocate efforts and expenditures.

2.0 RESEARCH METHODOLOGY

2.1 Questionnaire Design

The questionnaire was designed by the Municipality in consultation with various Halifax Regional Municipality business units and key stakeholders. MQO Research assisted the Municipality in refining the questionnaire. The questionnaire included a broad range of topics: transportation, public safety, infrastructure, recreation and leisure, environment and interactions with the Municipality and its people. The final questionnaire is presented in Section 4.0.

2.2 Sampling Plan

In November 2014, 11,971 randomly selected Halifax households were mailed a letter from Mayor Mike Savage inviting them to participate in the 2014 Citizen Survey. Approximately 133 letters were returned as undeliverable, meaning that about 11,838 households received the invitation. The sampling methodology for this study was developed by the Municipality. A sample of households was taken from a comprehensive list of all households in Halifax using the Municipality's civic address database. This database was used to randomly select a proportional representation of households from all 16 districts

in Halifax, including both single-family and multi-unit households. This sampling method ensures that the proportion of households selected is a close representation of households in Halifax. This sampling method was successfully used in both the 2010 and 2012 Citizen Surveys.

Once the mailing list was determined, each selected household was mailed the letter inviting them to participate in the survey. The invitation letter contained the survey link, where recipients could access the survey online. Also included in the invitation was a passcode, which was unique to each recipient. Recipients needed this unique passcode in order to access and complete the survey online, by telephone or by mail. The unique passcode allowed the respondent to complete the survey, identify themselves anonymously and prevent unauthorized completion of the survey. Also contained on this invitation was a local telephone number that recipients could call if they preferred to make an appointment to complete the survey by telephone or request a paper version be mailed to them.

Approximately three weeks after receiving the initial invitation letter, a reminder postcard was sent to recipients. This postcard served as a friendly reminder and encouraged participation in the research. Also contained on the postcard was the local contact number for recipients to call to retrieve their unique passcode, in case the resident no longer had their invitation letter. These postcard reminders were only sent to those recipients who had not already completed the survey.

2.3 Survey Administration

The survey was programmed and hosted by MQO Research using the Confirmat software platform. This software was used for the online surveys and by interviewers for the telephone component. Paper surveys were also entered into the same online platform.

Prior to full-scale data collection, a pre-test was conducted to ensure an efficient and effective flow of information and to confirm questionnaire length. Seventy online surveys were completed as part of the pre-test. No changes were made to the questionnaire as a result of the pre-test.

A training session was provided to the interviewers assigned to complete the requested telephone interviews. The training session included a detailed review of the questionnaire, study background and an overview of study protocols. Mock interviews were completed to allow the interviewer an opportunity to familiarize themselves with the questionnaire and potential response scenarios.

Data collection was conducted from November 25th, 2014 to January 8th, 2015. A total of 592 surveys were completed, which results in a response rate of 5.0%. The chosen modes for completing the surveys were distributed into 538 online (91%), 44 paper (7%) and 10 telephone (2%). Therefore, a completion rate of 592 surveys is sufficient to provide a high level of confidence, with a margin of error of ± 4.02 (19 times out of 20 or at the 95% confidence level). To ensure the final sample is representative based on the Halifax population, MQO Research weighted the data by age, gender and area of residence (urban, suburban or rural).

2.4 Profile of Respondents

The demographic profile of respondents is presented in Table 1.

Table 1: Profile of Respondents	
Demographics	
# of Years in Halifax	(n=589)
1-10	25%
11-30	34%
31-50	28%
51+	12%
<i>Average</i>	<i>27.4</i>
Gender	(n=592)
Male	48%
Female	51%
Prefer not to say	1%
Age	(n=591)
18-34	30%
35-54	38%
55+	31%
Prefer not to say	2%
Area of Residence	(n=592)
Urban	81%
Suburban	4%
Rural	15%
Education	(n=592)
High school or less	5%
College	21%
University	73%
Prefer not to say	1%
Income	(n=592)
<\$50K	18%
\$50K-\$99K	31%
\$100K-\$149K	22%
\$150K+	14%
Prefer not to say	15%
Home Owner	(n=592)
Own home	81%
Rent / Live with Parents	17%
Prefer not to say	2%
Property Tax	(n=508)
<\$2K	23%
\$2K-\$4K	50%
Over \$4K	18%
Don't know	6%
Prefer not to say	3%

3.0 DETAILED FINDINGS

3.1 Top-of-Mind Issues

When asked for the top three issues facing Halifax as a region over the next five years that should receive the greatest attention from their municipal leaders, more citizens mentioned **transportation / traffic** (23%) than any other issue. This is followed closely by the issues of **taxes** (18%), **employment** (16%) and **transit** (15%). Table 7 shows all responses that are common to at least 5% of those surveyed.



Males are significantly *more* likely to mention transportation/traffic (28%), taxes (23%), employment (21%) and urban sprawl (20%). Those in suburban areas are significantly *more* likely to mention municipal expenditures (49%), taxes (42%), infrastructure renewal (34%) and road conditions (24%) as the top issues facing Halifax, while rural areas are *more* likely to mention employment (30%).

Table 7: Areas that would Improve the Quality of Life for Residents				
	Overall (N=592)	Area of Residence		
		Urban (n=515)	Suburban (n=26)	Rural (n=51)
Transportation / Traffic	23%	23%	29%	21%
Taxes	18%	16%	42%	22%
Employment	16%	13%	12%	30%
Transit	15%	16%	4%	12%
Urban sprawl / Planning for growth	14%	13%	5%	21%
Infrastructure renewal	14%	12%	34%	17%
Road conditions / Sidewalks / Snow removal	13%	12%	24%	15%
Downtown development	13%	15%	4%	3%
Crime / Policing	12%	13%	15%	7%
Economic growth / Small business growth	12%	12%	11%	12%
Youth / Young professionals retention	11%	11%	6%	9%
Size of Municipality / Expenditures / Salaries	11%	9%	49%	9%
Cost of living	9%	9%	0%	13%
Environment / Greenbelting / Clean water	9%	9%	0%	8%
Waste management	7%	7%	0%	9%
Parking / Winter parking	6%	6%	6%	7%
Development process	5%	6%	0%	5%
Affordable housing	5%	6%	0%	2%
Recreation opportunities	5%	5%	5%	3%
Retention / Attraction of residents / Immigration	5%	5%	6%	2%

3.2 Quality of Life

When asked to suggest three things to improve the quality of life for residents, the most common responses offered on an open-ended basis involved **improving transit** (27%), **more active transportation** (21%), **lower taxes** (15%), and **more parking options** (14%). Table 6 shows all responses that are common to at least 5% of those surveyed.



Males are significantly *more* likely to mention lower taxes (25%) but significantly *less* likely to mention more recreation (3%) and affordable housing (2%). Those in suburban areas are significantly *more* likely to mention lower taxes as a way to improve quality of life (68%) compared to those in urban (11%) or rural (25%) areas, while rural areas are significantly *less* likely to mention active transportation (0%).

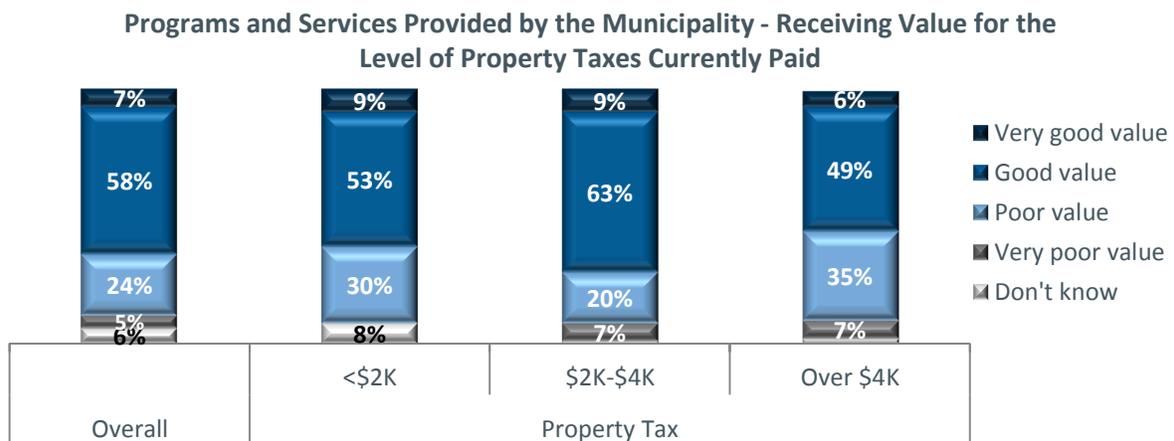
Table 6: Areas that would Improve the Quality of Life for Residents				
	Overall (N=592)	Area of Residence		
		Urban (n=515)	Suburban (n=26)	Rural (n=51)
Improve transit	27%	28%	25%	22%
More active transportation	21%	25%	16%	0%
Lower taxes	15%	11%	68%	25%
More parking options	14%	14%	12%	17%
More parks	12%	14%	10%	5%
Road maintenance	11%	11%	17%	4%
Crime reduction	10%	9%	6%	15%
Enforce traffic laws / Reduce congestion	9%	10%	4%	6%
Waste management	9%	10%	2%	5%
Transportation options	8%	9%	7%	8%
More downtown development	8%	9%	0%	10%
Snow removal	8%	9%	5%	2%
Better recreation facilities	7%	7%	15%	2%
More recreation options	6%	6%	15%	5%
More entertainment / Attractions	6%	7%	0%	2%
HRM administration	6%	4%	4%	13%
Affordable housing	5%	6%	0%	2%
Beautification	5%	5%	2%	5%
Pedestrian safety	5%	6%	6%	0%
Affordability	5%	5%	0%	7%
Better communication / consultation	5%	4%	2%	8%
Economy / Job Opportunities	5%	4%	2%	9%

3.3 Value for Taxes

The Municipality provides a wide range of services, including police and fire protection, garbage collection and disposal, recreation facilities and programming, transit, road and street maintenance. When asked to think about all the programs and services they receive from the Municipality, the majority of Halifax citizens believe they receive either **very good** (7%) or **good** (58%) value for the level of property taxes they currently pay. Nearly one-quarter (24%) believe they receive **poor** value, while only 5% said **very poor**.

Combined ratings of **very good** and **good** value are consistently high across demographic sub-groups, but there are differences among those who provided a **good** value rating. Females are significantly *more* likely to indicate good value compared to males (66% vs. 50% respectively). As well, older adults (73%) are significantly *more* likely to indicate good value compared to younger adults (48%) and middle-aged adults (54%).

Similarly, those who pay between \$2K and \$4K in property taxes (63%) are significantly *more* likely to indicate good value than those who paid over \$4K in property taxes (49%).

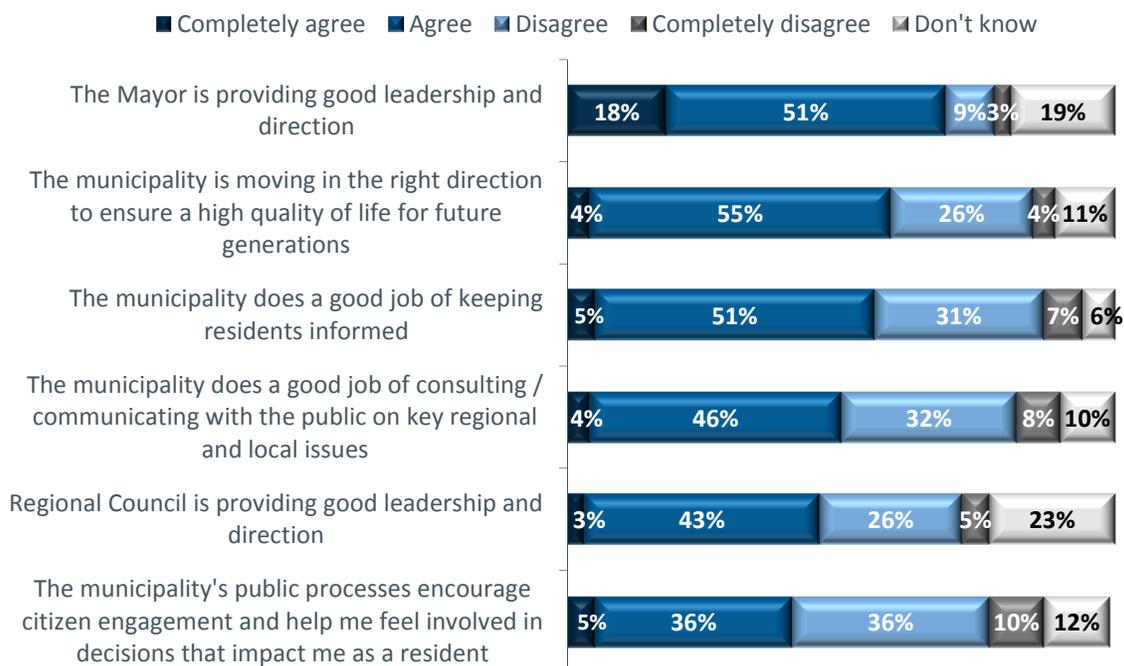


3.4 Municipality Leadership and Governance

Halifax citizens believe municipal leadership and governance are performing quite well in various areas. Seven in ten respondents either *completely agree* (18%) or *agree* (51%) that the **Mayor is providing good leadership and direction**, while slightly less than half of respondents *completely agree* (3%) or *agree* (43%) that **Regional Council is providing good leadership and direction**. Over half of the respondents either *completely agree* or *agree* with the following statements about the municipality: **the municipality is moving in the right direction to ensure a high quality of life for future generations** (59%); **the municipality does a good job of keeping residents informed** (56%); and **the municipality does a good job of consulting/communicating with the public on key regional and local issues** (50%).

In contrast, for the statement: **the municipality's public processes encourage citizen engagement and help me feel involved in decisions that impact me as a resident**, nearly half of the respondents either *completely disagree* (10%) or *disagree* (36%).

Municipal Leadership and Governance



3.5 Customer Service Satisfaction

3.5.1 Recent Contact with the Municipality

Approximately six in ten respondents (57%) had personal contact either in-person, telephone, in writing, email / website, or by fax with a municipal employee over the past 12 months. Home owners are significantly *more* likely than those who rent or live with parents to have had contact with a municipal employee over the last 12 months (61% vs. 45% respectively).

Among those who contacted the municipality in the past year, the most recent regional service they contacted the municipality about varied considerably. The most common responses offered on an open-ended basis are **311** (14%) and **waste collection** (13%). Other common services include: **street / road conditions** (11%) and **development / planning / zoning** (10%). Table 2 shows all responses that were common to at least 3% of those surveyed.

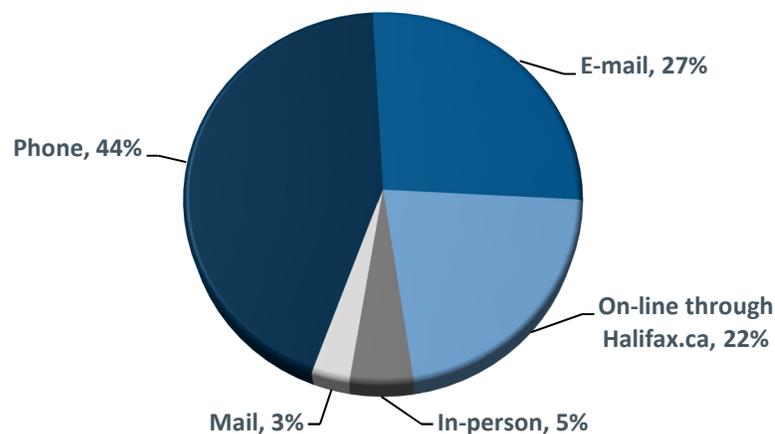
Table 2: Most Recent Regional Service they Contacted the Municipality about in the Past Year			
SUBSET: Those who contacted the Municipality in the past year			
	Overall	Gender	
		Male	Female
	(N=352)	(n=197)	(n=150)
311	14%	9%	19%
Waste collection	13%	9%	16%
Street / Road conditions	11%	13%	9%
Development / Planning / Zoning	10%	12%	9%
Taxes	8%	7%	9%
Parking enforcement	6%	6%	7%
Snow removal / Snow & ice related maintenance	5%	6%	4%
Halifax transit	5%	6%	4%
Halifax Water	5%	7%	3%
By-law	4%	6%	3%
Permit / License	3%	3%	4%
Fire Service	3%	7%	0%
Street cleaning / Lighting	3%	3%	3%
Council / Councillor	3%	3%	2%
Parks & playgrounds	3%	2%	3%

Among those who contacted the municipality in the past year, telephone was the most frequently used method for contacting the municipality. In fact, over half contacted the municipality by telephone using **311/902-490-4000** (47%) or **direct to an employee** (4%). A small number of respondents also contacted the municipality **in person - at the Customer Service Centre** (11%), by **email** (13%) and through their **elected official** (11%). Very few used the **website** (4%) or **posted mail** (1%). Females are significantly **more** likely than males to have contacted the municipality by telephone using 311 (56% vs. 38% respectively). Younger adults aged 18-34 (34%) are significantly **less** likely to have contacted the municipality by telephone using 311 (51% for 35-54 and 55% for 55+).

When those who contacted the municipality were asked to identify their preferred channel to request a service or information from the municipality, the top choices are by **phone** (44%) or **email** (27%). Females, older adults (55+) and those whose income is less than \$50K are significantly **more** likely to prefer the phone to request a service or information from the municipality.

Preferred Channel to Request a Service or Information from the Municipality

SUBSET: Those who contacted the Municipality in the past year (n=352)



3.5.2 Usage of the In-Person Customer Service Centre

Among those who contacted the municipality in the past year, the majority have not used an in-person Customer Service Centre in the last 12 months, while just three in ten said they had. Of those who have used an in-person Customer Service Centre, the most common services accessed by these respondents are: **property tax payment or inquiry** (31%), **licence** (24%) and **parking ticket payment** (21%).

3.5.3 Satisfaction with their Most Recent Contact with the Municipality

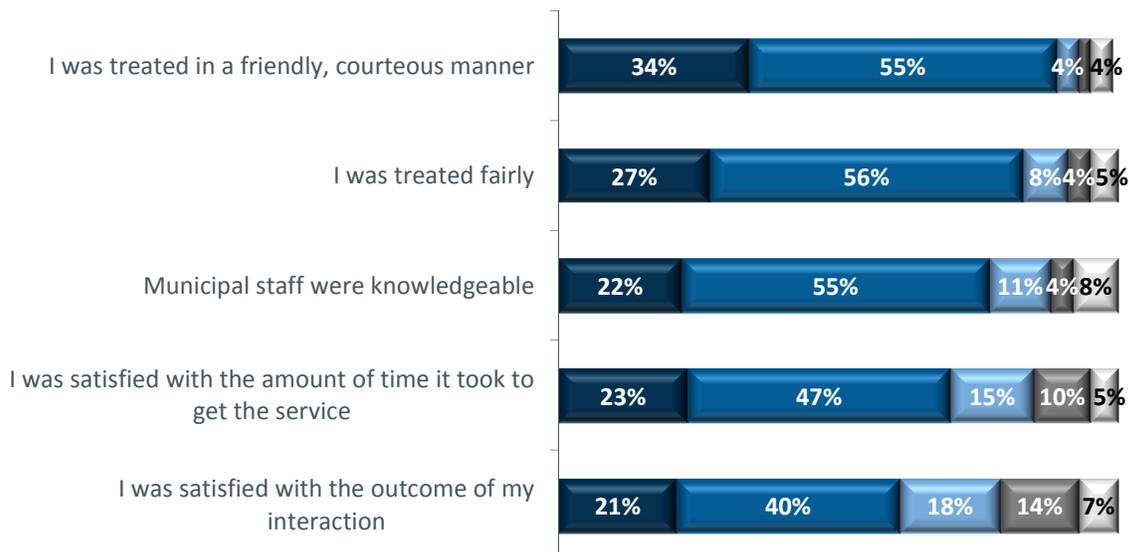
Satisfaction with their most recent contact is high among respondents who contacted the Municipality, with over two-thirds being either **very satisfied** (26%) or **satisfied** (42%). Only three in ten respondents said they were **dissatisfied** (20%) or **very dissatisfied** (8%) with their most recent contact. Females are significantly *more* likely than males to be very satisfied (32% vs. 18% respectively).

Among those respondents who recently contacted the Municipality, most strongly believe municipal staff performed well in various areas. Nine in ten respondents either *strongly agree* (34%) or *agree* (55%) that they were **treated in a friendly, courteous manner**, and the majority of respondents *strongly agree* (27%) or *agree* (56%) that they were **treated fairly**. More than six in ten respondents either *strongly agree* or *agree* with the following statements about the quality of service they received: **municipal staff were knowledgeable** (77%); **I was satisfied with the amount of time it took to get the service** (70%); and **I was satisfied with the outcome of my interaction** (61%).

Quality of Service Received during Recent Contacts with the Municipality

SUBSET: Those who contacted the Municipality in the past year (n=352)

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know

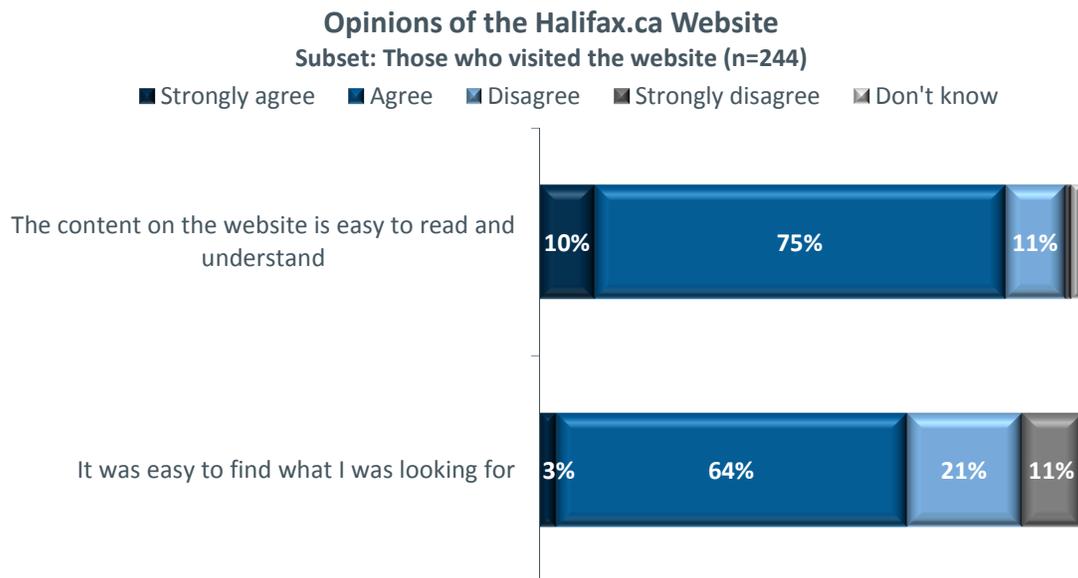


Among those respondents who contacted the Municipality, three-quarters (76%) reported that they did not have any issues during their most recent service interaction. Among the 24% who did report having an issue, the most common issues encountered involved: **a lack of response to their request / complaint** (33%), **staff not knowledgeable / information requested not available** (17%), and **did not complete service as requested** (14%). Other reasons, although less common include: **service delay times** (9%); **rudeness / impolite staff** (9%); **wait times online / in-person** (4%); and **transit driver issue** (2%).

3.5.4 Halifax Website (www.Halifax.ca)

Slightly less than half of the respondents (48%) had an opportunity to visit the website since it was updated in June 2014. Younger adults (18-34) and those with a university education are significantly *more* likely to have visited the website since the update. Of those who visited the website, the vast majority are either **very satisfied** (9%) or **satisfied** (69%) with their most recent experience on the website. Approximately two in ten respondents are either **dissatisfied** (16%) or **very dissatisfied** (3%) with the website.

Halifax citizens find the Halifax.ca website easy to navigate. Eighty-five percent of respondents either *strongly agree* (10%) or *agree* (75%) that the **content on the website is easy to read and understand**. As well, two-thirds believe it was **easy to find what they were looking for** on the website; 3% said *strongly agree* and 64% said *agree* to this statement.

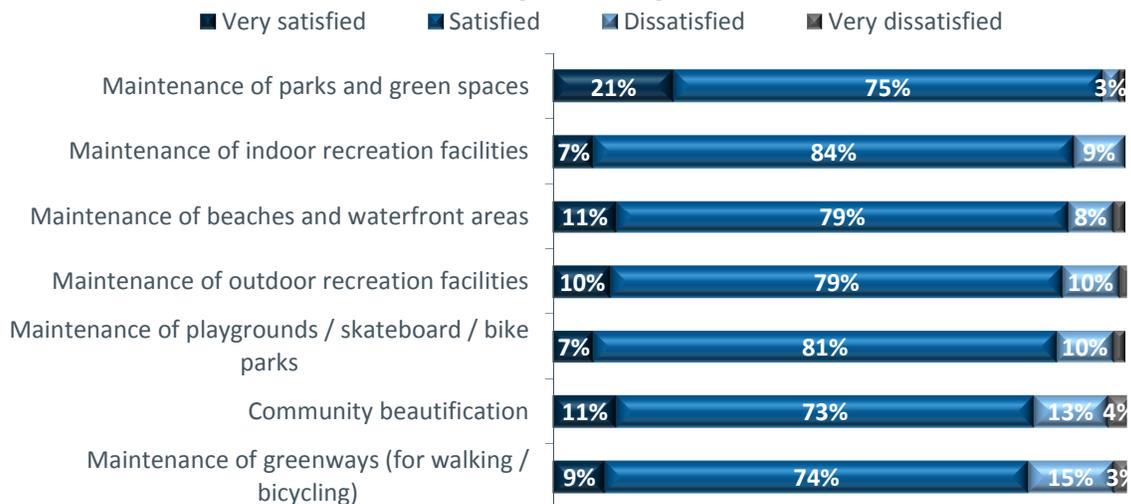


3.6 City Maintenance

City maintenance refers to upkeep and cleanliness of the asset. Most maintenance services provided by the Municipality received high satisfaction ratings from the respondents who offered an opinion, which excludes those who said don't know. The vast majority of these respondents are either *very satisfied* or *somewhat satisfied* with the following services provided by the Municipality: **maintenance of parks and green spaces** (96%); **maintenance of indoor recreation facilities** (91%); **maintenance of beaches and waterfront areas** (90%); **maintenance of outdoor recreation facilities** (89%); **maintenance of playgrounds / skateboard / bike parks** (88%); **community beautification** (84%); and **maintenance of greenways** (83%).



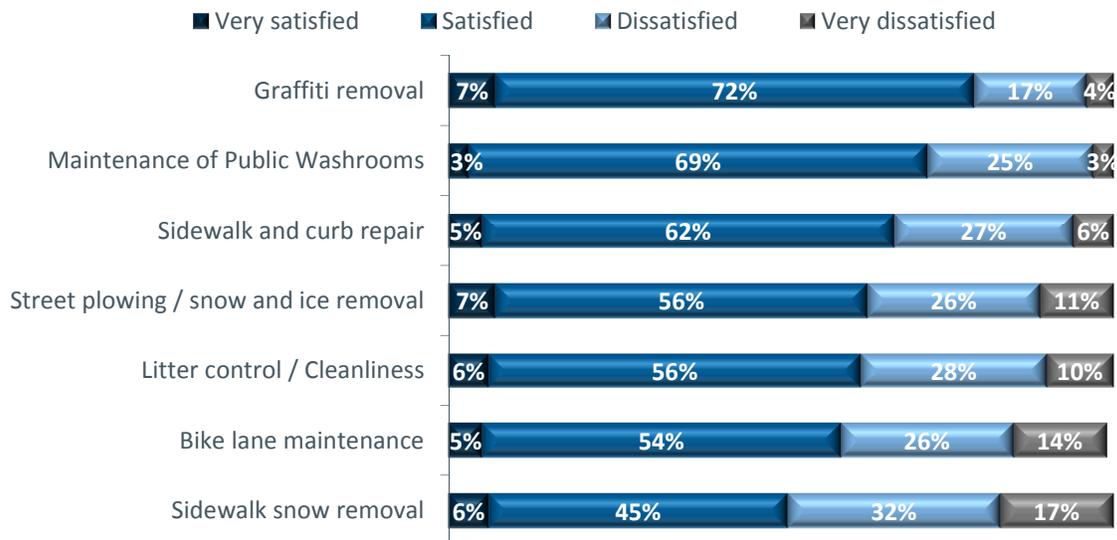
Satisfaction with the Services provided by the Municipality
- Highest Ratings -



Note: The percentage of those who said *don't know* was quite high for most services; therefore, *don't know* responses have been excluded (ranging from 1% to 68%).

Satisfaction among respondents who had an opinion is also high when it comes to the following seven maintenance services provided by the Municipality: **graffiti removal** (79%); **maintenance of public washrooms** (72%); **sidewalk and curb repair** (67%); **street plowing / snow and ice removal** (63%); **litter control / cleanliness** (62%); **bike lane maintenance** (59%); and **sidewalk snow removal** (51%).

Satisfaction with the Services provided by the Municipality - Satisfied -

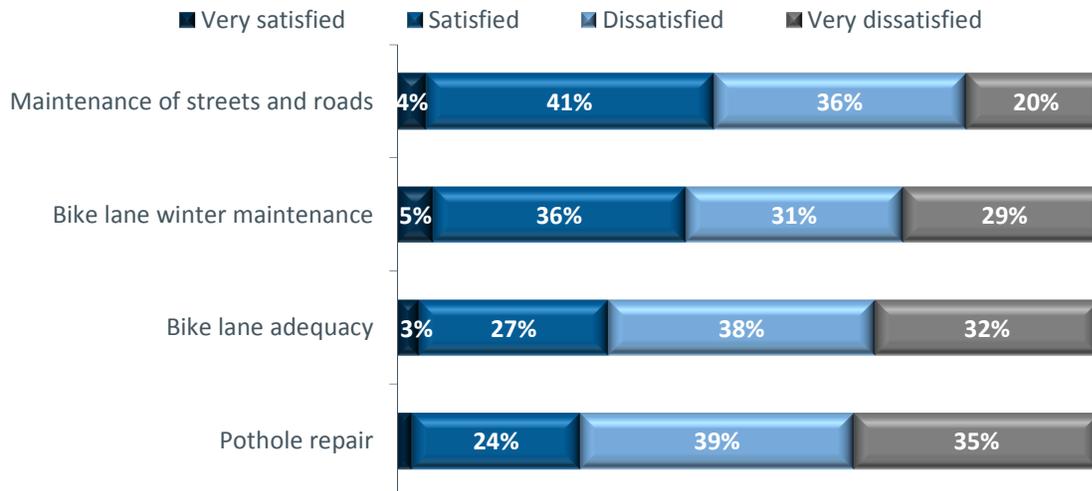


Note: The percentage of those who said *don't know* was quite high for most services; therefore, *don't know* responses have been excluded (ranging from 1% to 68%).

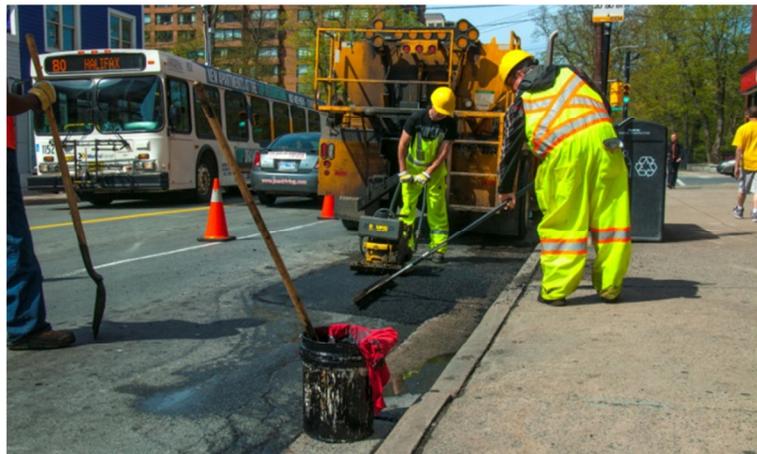


Dissatisfaction among the respondents who offered an opinion is high when it comes to the services related to road and bike lane winter maintenance. In fact, many of these respondents tend to be *very dissatisfied* or *dissatisfied* with the following four services provided by the Municipality: ***maintenance of streets and road*** (56%); ***bike lane winter maintenance*** (60%); ***bike lane adequacy*** (70%); and ***pothole repair*** (74%).

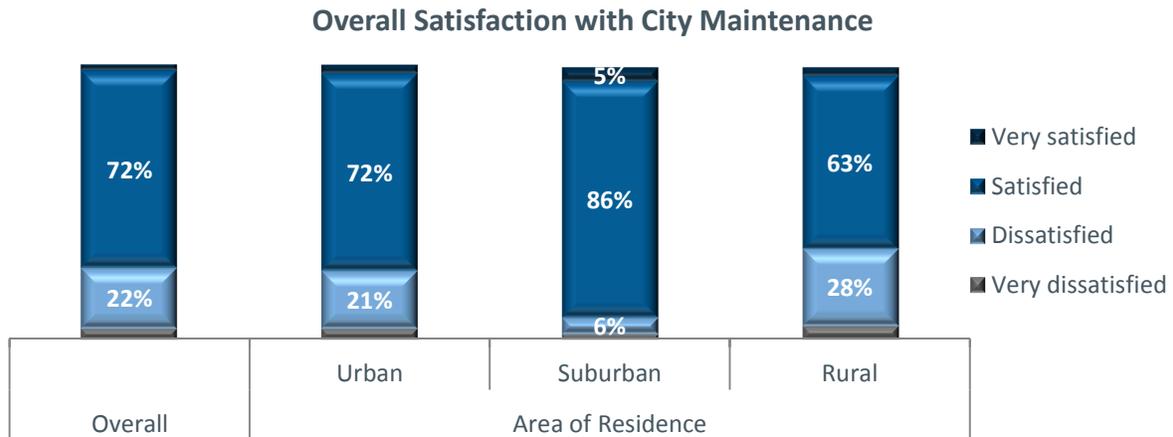
Satisfaction with the Services provided by the Municipality - Least Satisfied -



Note: The percentage of those who said *don't know* was quite high for most services; therefore, *don't know* responses have been excluded (ranging from 1% to 68%).



When asked to rate their **overall satisfaction with city maintenance**, respondents tend to be satisfied. In fact, three-quarters are either *satisfied* (72%) or *very satisfied* (3%) with the quality of the maintenance provided by the city. Only 4% said don't know (which have been excluded). Those in rural areas (66%) are significantly *less* likely than those in suburban areas (91%) to be very satisfied or satisfied with the overall maintenance of the city.



Halifax recently expanded the sidewalk snow clearing program to include all of Peninsula Halifax, Spryfield, Purcell's Cove, and Armdale. When asked to identify whether they reside in or use one of those areas for walking or jogging, most respondents (56%) indicated they **do not live in / use one of these areas**. The percentage of respondents who indicated they do reside in or use these areas are: **Peninsula Halifax area** (38%), **Armdale** (4%), **Spryfield** (2%), and **Purcell's Cove** (1%).

Satisfaction with the sidewalk snow clearing program in these areas tend to be mixed. In fact, nearly half of the respondents who reside in or use one of these areas are either **very satisfied** (7%) or **satisfied** (40%), while the other half are either **very dissatisfied** (16%) or **dissatisfied** (31%). Just 6% said **don't know / no opinion**.

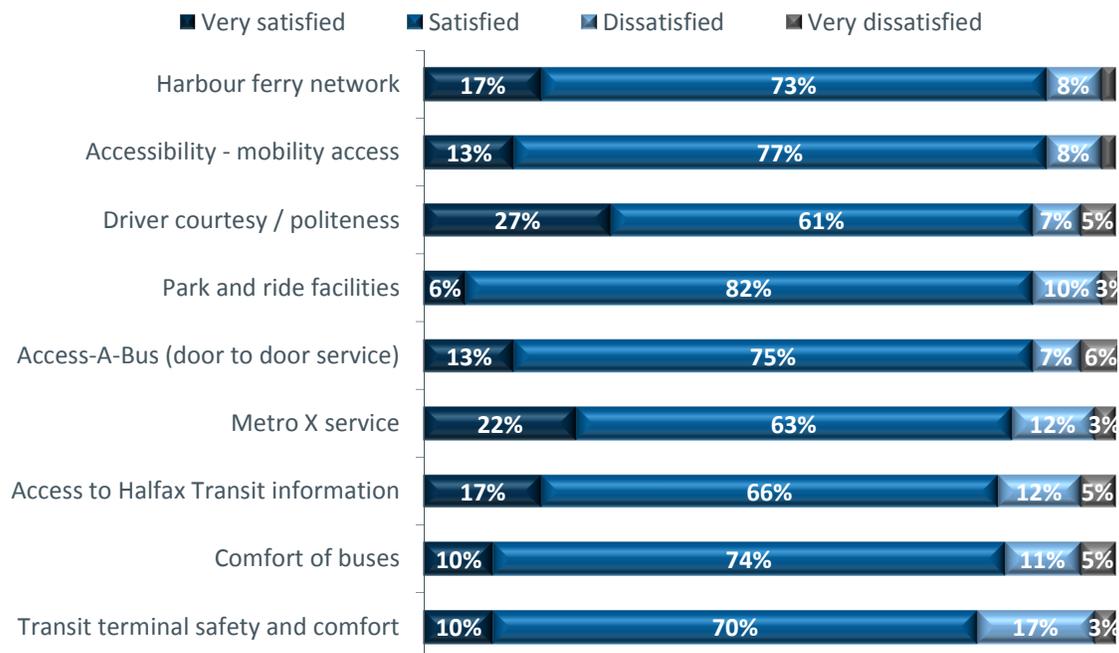
3.7 Halifax Transit

About half of the respondents (53%) had used Halifax Transit in the past 12 months. Those in urban areas (59%) are significantly *more* likely to have used Halifax Transit in the past 12 months than those in suburban (30%) or rural (29%) areas. Similarly, those who rent or live with their parents (70%) are significantly *more* likely than home owners (50%) to have used Halifax Transit in the past 12 months.



Those who used Halifax Transit in the past 12 months (n=306) were then asked to rate their level of satisfaction with the transit services provided by the municipality. Most transit services received high satisfaction ratings among the respondents who offered an opinion. The vast majority of these respondents are either *very satisfied* or *satisfied* with the following transit services: **harbour ferry network** (90%); **accessibility – mobility access** (90%); **driver courtesy / politeness** (88%); **park and ride facilities** (88%); **Access-A-Bus** (88%); **Metro X service** (85%); **access to Halifax transit information** (83%); **comfort of buses** (84%); and **transit terminal safety and comfort** (80%).

Satisfaction with the Transit Services provided by the Municipality
- Highest Ratings -

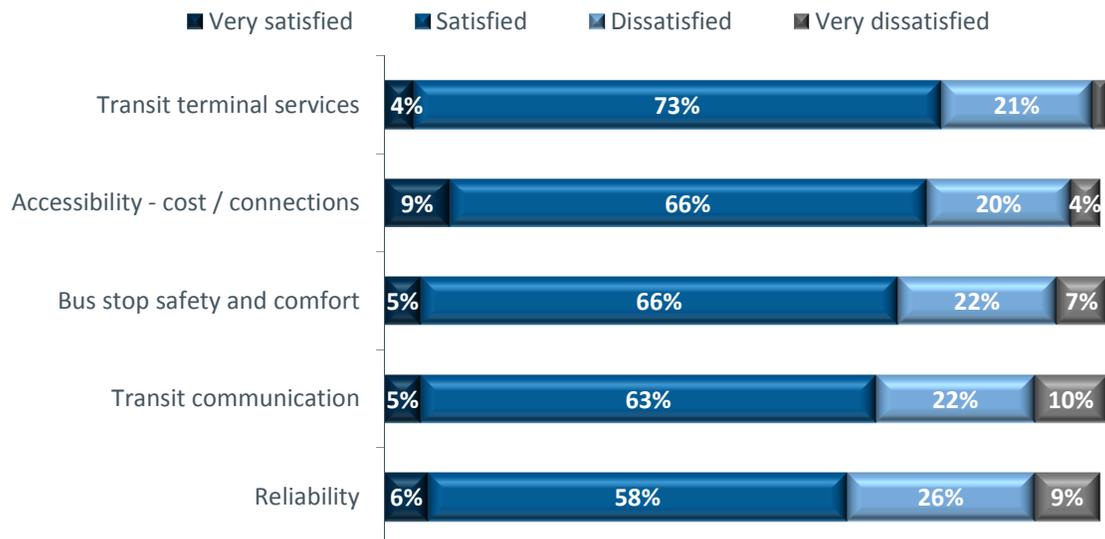


Note: The percentage of those who said *don't know* was quite high for most transit services; therefore, *don't know* responses have been excluded (ranging from 4% to 89%).

Satisfaction among respondents who offered an opinion is also high when it comes to the following five transit attributes: **transit terminal services** (77%); **accessibility – cost / connections** (75%); **bus stop safety and comfort** (71%); **transit communication** (68%); and **reliability** (64%).

Satisfaction with the Transit Services provided by the Municipality

- Satisfied -

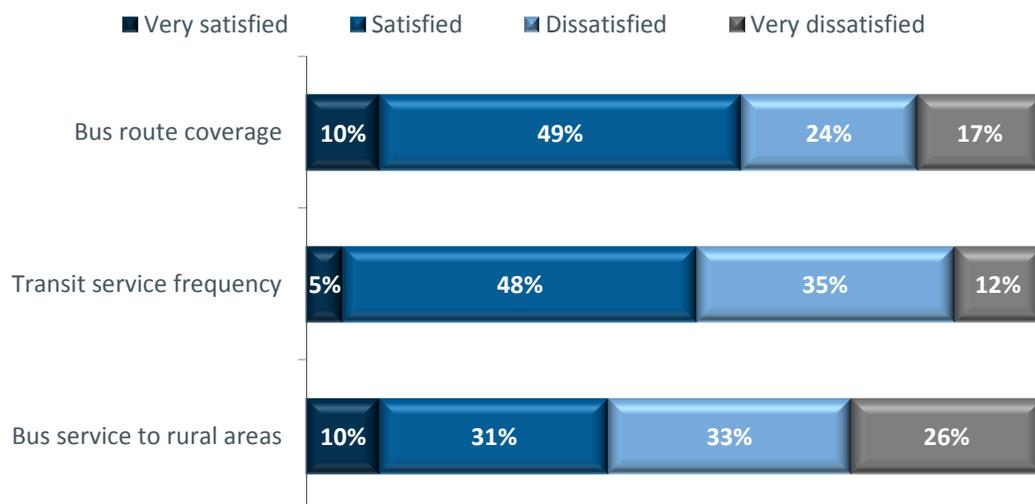


Note: The percentage of those who said *don't know* was quite high for most transit services; therefore, *don't know* responses have been excluded (ranging from 4% to 89%).

Satisfaction among those who offered their opinion tends to be lower for the following transit services: **bus route coverage** (59%); **transit service frequency** (53%); and **bus service to rural areas** (41%).

Satisfaction with the Transit Services provided by the Municipality

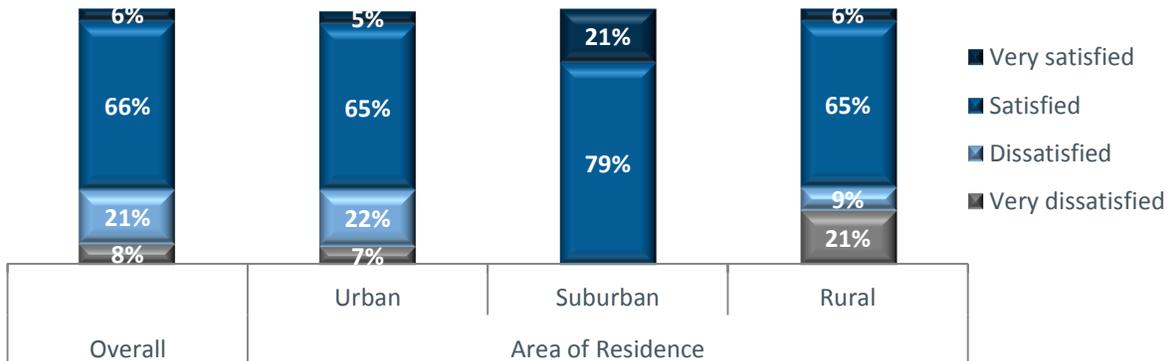
- Least Satisfied -



Note: The percentage of those who said *don't know* was quite high for most services; therefore, *don't know* responses have been excluded (ranging from 4% to 89%).

When asked to rate their **overall satisfaction with the Halifax Transit services**, respondents tend to be satisfied. In fact, almost three-quarters are either *very satisfied* (6%) or *satisfied* (66%) with the quality of transit services provided by the city. Please note that only 4% said *don't know* (which have been excluded).

Overall Satisfaction with Halifax Transit Services (Bus/Ferry)



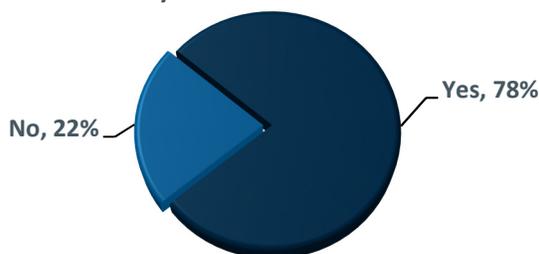
3.8 Pedestrian Safety

The vast majority of respondents (78%) are aware that Provincial legislation indicates that there is a legal crosswalk at every intersection whether or not it is marked with paint/signs and that pedestrians still have the right of way when lawfully within these crosswalks.

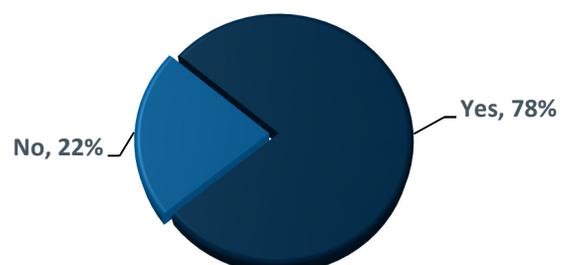
Similarly, the vast majority of respondents (78%) are aware that if a crosswalk has a pedestrian-activated beacon, pedestrians are required to activate the beacon before beginning to cross at that location. Females (82%) are significantly *more* likely than males (74%) to be aware of this.



Awareness that there is a Legal Crosswalk at every Intersection and Pedestrians have Right of Way within these Crosswalks



Awareness that Pedestrians are Required to Activate the Beacon before Crossing



3.9 Public Safety

When asked what the Municipal government could do to improve the overall level of public safety in Halifax, the most common responses provided on an open-ended basis involved **crosswalk safety** (19%), **increased police presence** (18%), **improved visibility on streets** (14%), **education on crosswalk safety / right of way** (13%), **enforcement of traffic laws / traffic cameras** (12%), and **bike safety** (11%). Table 3 shows all responses that were common to at least 5% of those surveyed.



Respondents in urban areas mentioned crosswalk safety (19%) and increased police presence (16%) as the top ways to improve public safety. The top mentions for those in suburban areas are increased police presence (22%) and improved visibility on streets (16%), while those in rural areas mentioned increased police presence (29%) and crosswalk safety (23%).

Table 3: Ways the Municipal Government can Improve the Overall Level of Public Safety in Halifax

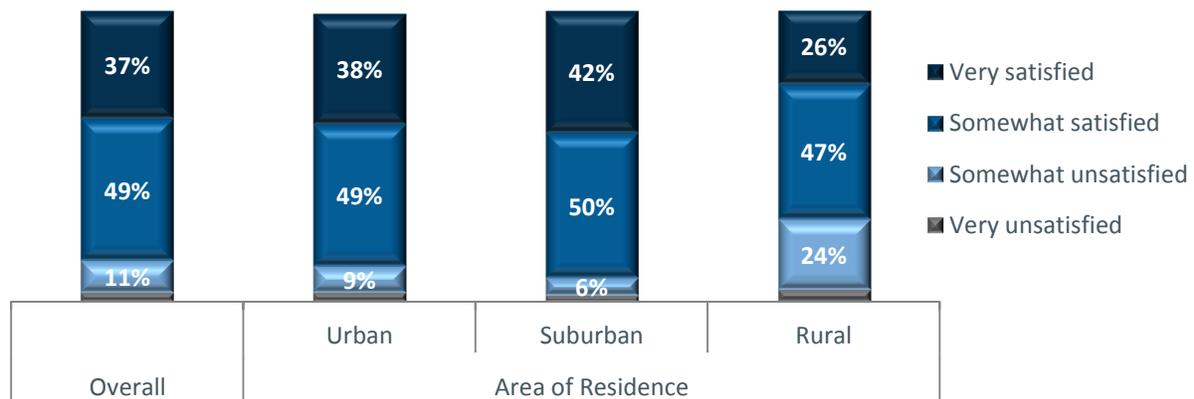
	Overall	Area of Residence		
		Urban	Suburban	Rural
	(N=592)	(n=515)	(n=26)	(n=51)
Crosswalk safety	19%	19%	12%	23%
Increased police presence	18%	16%	22%	29%
Improved visibility on streets	14%	14%	16%	15%
Education on crosswalk safety / right of way	13%	14%	12%	6%
Enforcement of traffic laws / Traffic cameras	12%	12%	14%	13%
Bike safety	11%	12%	2%	8%
Road improvements	6%	4%	2%	17%
Distracted drivers	6%	7%	2%	2%
Improve transit	5%	4%	0%	8%

3.9.1 Police



Overall, almost nine in ten respondents are **very satisfied** (37%) or **somewhat satisfied** (49%) with the quality of policing in their community. Although the overall satisfaction is consistently high across the demographic sub-groups, there are some differences. Those aged 55 or older are significantly *more* likely to feel this way (90%) compared to those 18-34 years old (80%). Those with a university education (89%) are significantly *more* likely than those with a college education (76%) to be satisfied with the quality of policing. Similarly, those who pay either \$2K-\$4K (90%) or over \$4K (91%) in property taxes are significantly *more* likely than those who pay less than \$2K (77%) to be satisfied with the quality of policing. As well, overall satisfaction is significantly *lower* in rural areas (73%) compared to urban (87%) and suburban (92%) areas.

Overall Satisfaction with the Quality of Policing in their Community



Among those satisfied with the quality of policing in their community, the most common reason offered on an open-ended basis for why they are satisfied is because they **feel safe / general satisfaction** (32%), while others are **satisfied, but would like to see additional improvements** (32%).

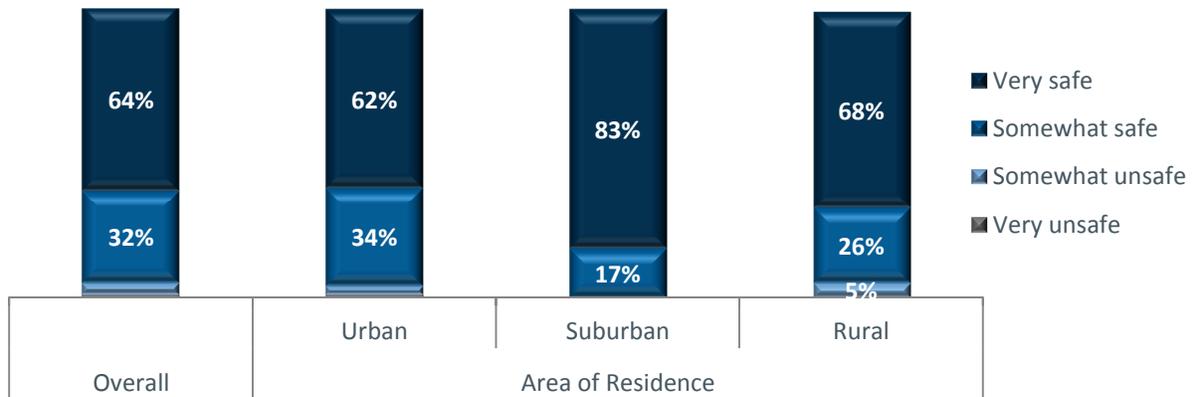
Conversely, among those dissatisfied with the quality of policing in their community, the most common reason offered on an open-ended basis for why they feel this way is because of the **attitude** of the police (15%). Other common reasons include: the **visibility** of police (12%) and **resourcing** (10%).

Table 4: Reasons for their Satisfaction / Dissatisfaction with the Quality of Policing

Satisfaction (n=507)		Dissatisfaction (n=84)	
Reasons	%	Reasons	%
General satisfaction / Feel safe	32%	Attitude	15%
Satisfied, but would like to see additional improvements	32%	Visibility	12%
Visible	16%	Resourcing	10%
Responsive	13%	Responsiveness	7%
Attitude	10%	Crime prevention	7%
Communication with public	1%	Traffic enforcement	6%
Don't know / No answer	7%	Operations	5%
		Don't know / No answer	25%

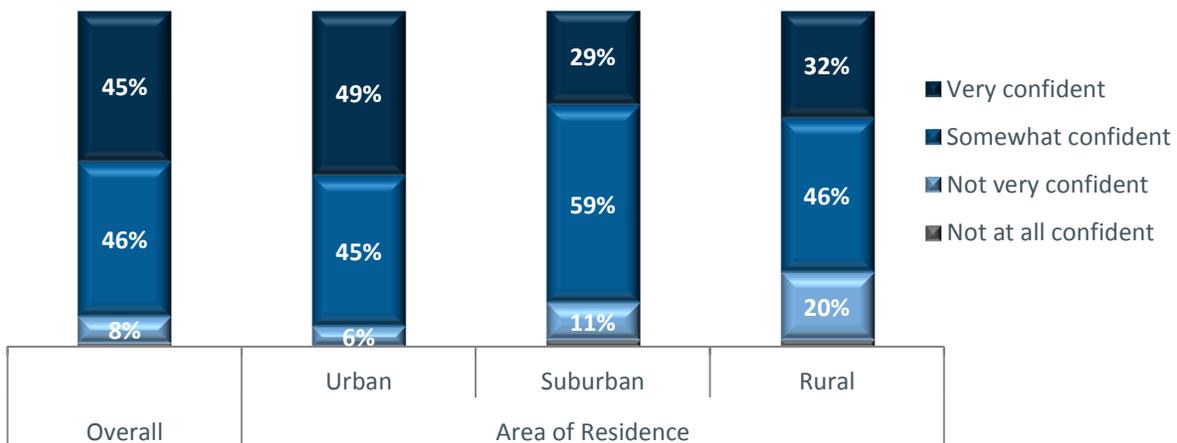
Feelings of safety in local areas for shopping, recreation and work are very high among respondents. Almost all respondents feel either **very safe** (64%) or **somewhat safe** (32%). Very few indicated that they feel **somewhat unsafe** (4%) or **very unsafe** (1%) in these local areas. Those with a high school education or less (85%) are significantly *less* likely to feel safe in these areas compared to those with a college (97%) or university (96%) education.

Feeling of Safety in Local Areas for Shopping, Recreation and Work



Confidence in the ability of police to respond to emergency calls in a timely and efficient manner is very high. Nine in ten respondents feel either **very confident** (45%) or **somewhat confident** (46%). Very few indicated that they are **not very confident** (8%) or **not at all confident** (1%) in the ability of the police. Those in urban areas are significantly *more* likely to feel confident in the ability of police to respond to emergency calls than those in rural areas (94% vs. 78% respectively).

Confidence in the Ability of Police to Respond to Emergency Calls in a Timely and Efficient Manner



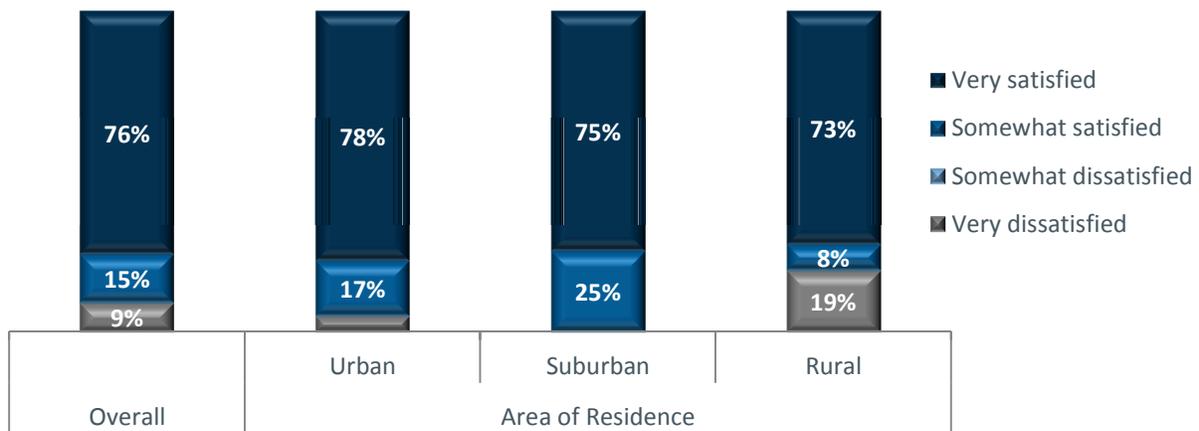
3.9.2 Halifax Regional Fire & Emergency (HRFE)

Eight in ten respondents (84%) have not had any interaction with Halifax Regional Fire & Emergency (HRFE) in the last year. Based on those who reported having interactions with HRFE, the vast majority are **very satisfied** (76%) or **somewhat satisfied** (15%) with their interaction.



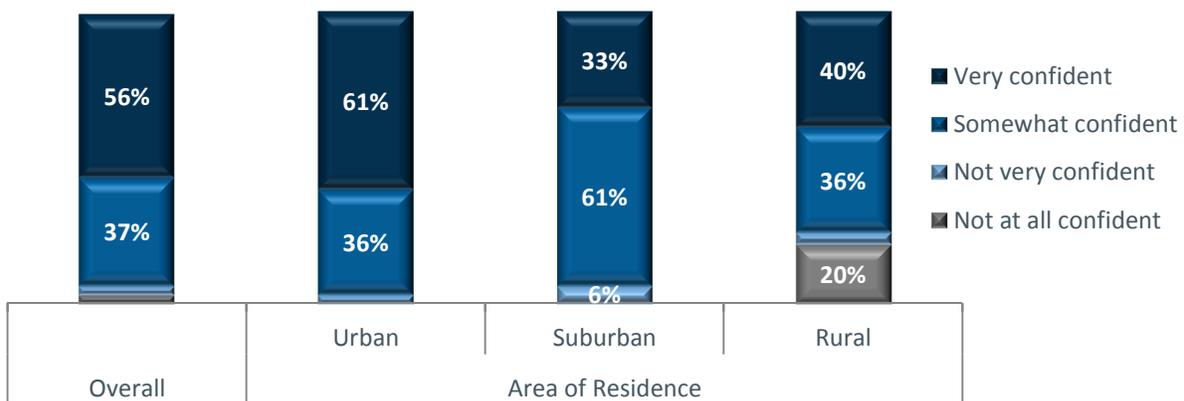
Satisfaction with the Halifax Regional Fire & Emergency, based on their interaction

Subset: Those who interacted with HRFE in the last year (n=85)



Confidence in the ability of Halifax Regional Fire & Emergency to respond to emergency calls in a timely and efficient manner is very high. Nine in ten respondents feel either **very confident** (56%) or **somewhat confident** (37%) in the ability of HRFE to respond in a timely and efficient manner. Those in urban (97%) and suburban (94%) areas are significantly *more* likely to feel confident in the ability of HRFE to respond to emergency calls than those in rural areas (76%).

Confidence in the Ability of Halifax Regional Fire & Emergency to Respond to Emergency Calls in a Timely and Efficient Manner



At the time of the survey, a vast majority of respondents (87%) have **no** concerns with the level of Fire service being provided, while just 13% said **yes**. It is important to question if results would be different depending on the potential closure of several fire stations. Across demographic sub-groups, concerns with the level of Fire service being provided vary across area, education and property taxes. Those in



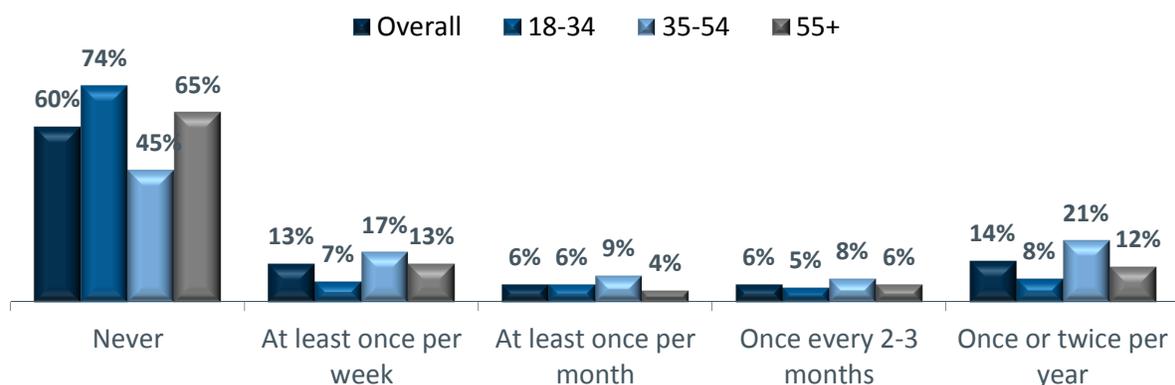
urban areas (7%) are significantly *less* likely to have concerns with the level of Fire service than those in suburban (21%) and rural areas (43%). As well, university educated respondents are significantly *less* likely to have concerns compared to those with a high school or less education (11% vs. 23% respectively). Those who pay less than \$2K in property taxes are significantly *more* likely to have concerns about the level of Fire service provided (22% vs. 13% for \$2K-\$4K and 4% for those over \$4K).

Recruitment/retention of volunteers/staffing of career firefighters (50%) is the most common concern voiced by these respondents. Other common concerns are: **rural response time/lack of firefighters or coverage in rural areas** (31%) and **closure of rural fire stations** (31%).

3.10 Recreation and Leisure

Very few respondents have used a municipally-run recreation facility in the past year, with 60% reporting they **never** used a recreation facility in the past year. Among those who did use a recreation facility, 14% used a facility **once or twice per year**, while 13% said they used a facility **at least once per week**. Across demographic sub-groups, the use of recreation facilities varies across area, owner vs. renter and age. Those in suburban areas (24%) are significantly *more* likely to have used a facility once every 2-3 months compared to those in urban (6%) and rural (4%) areas. Those who rent or live with their parents are significantly *more* likely to have never used a recreation facility in the past year. Younger (74%) and older adults (65%) are significantly *more* likely to have never used a recreation facility in the past year compared to middle-aged adults (45%).

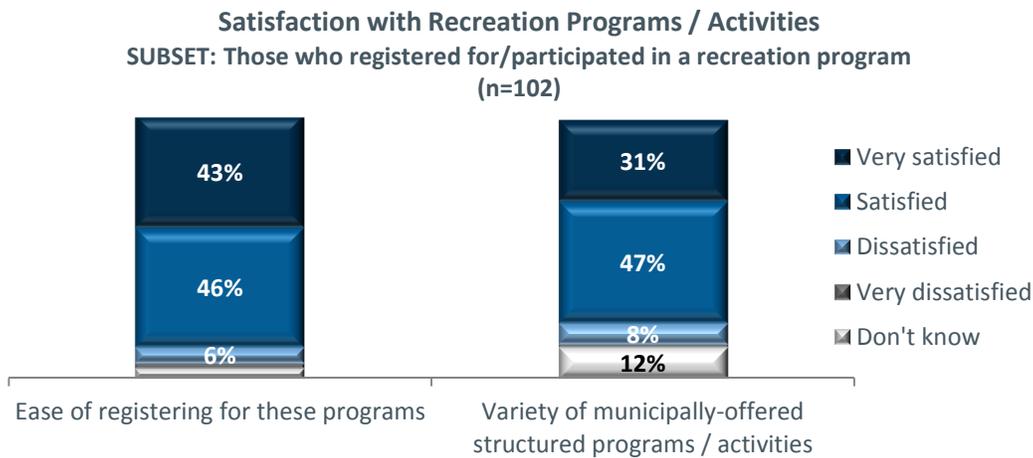
Using a Municipally-Run Recreation Facility in the Past Year



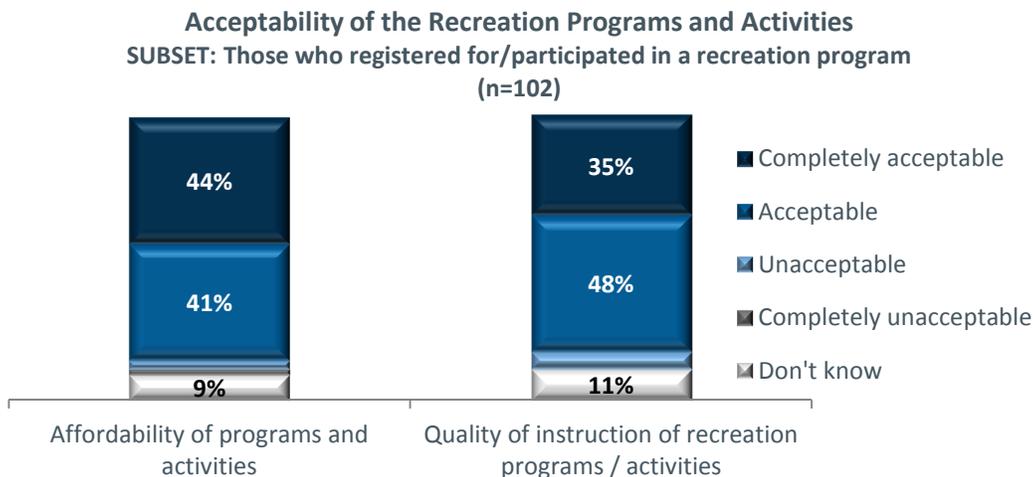
Those who used a municipally-run recreation facility were then asked to rate the quality of the facilities. The vast majority are either **very satisfied** (28%) or **satisfied** (60%) with the quality of the facilities.

All respondents were next asked to indicate whether they registered for or participated in a municipally-run recreation program over the past 12 months. Two in ten respondents indicated they have registered for or participated in a recreation program during this time.

Those who registered for or participated in a municipally-run recreation program were then asked to rate their level of satisfaction with the ease of registering for these programs and the variety of municipally-offered structured programs / activities. The vast majority are either **very satisfied** (43%) or **satisfied** (46%) with the ease of registering for these programs. Over three-quarters are either **very satisfied** (31%) or **satisfied** (47%) with the variety of programs / activities offered.



Those who registered for or participated in a municipally-run recreation program were next asked to rate the recreation programs and activities in two areas: the affordability and quality of instruction offered. The vast majority believe the affordability as well as the quality of instruction is **completely acceptable** (44% and 35% respectively) or **acceptable** (41% and 48% respectively).

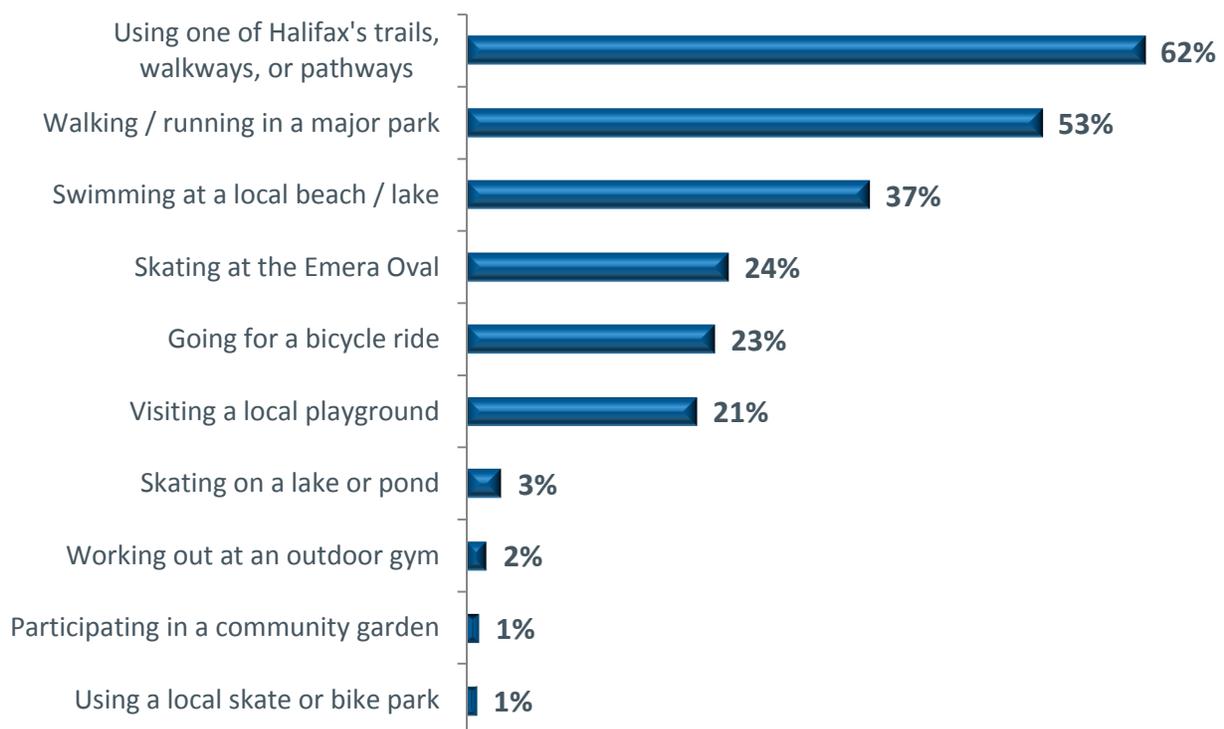


All respondents were then asked to identify whether they have participated in any of the new activities offered by the municipality, specifically the free swimming lessons at beaches and free skating in both summer and winter at the Oval. Nearly two-thirds of respondents (63%) have not participated in any of these new activities. The most common activity that respondents do participate in is **winter skating at the Oval** (35%), while very few have participated in **swimming lessons at beaches** (4%) or **summer skating at the Oval** (2%). Older adults (23%) are significantly *less* likely to participate in winter skating at the Oval compared to younger adults (40%) and middle-aged adults (40%). Those in suburban areas (19%) are significantly *more* likely than urban areas (2%) to participate in free swimming lessons at beaches.



The top three unscheduled / free recreation activities that most respondents have participated in are: **using one of Halifax's trails, walkways or pathways** (62%), **walking / running in a major park** (53%) and **swimming at a local beach / lake** (37%).

Top Three Unscheduled / Free Recreation Activities they Participated in



The most common sources used by respondents to hear about the Municipality's recreation program and services are: **word of mouth** (38%) and **catalogue** (25%). The **Halifax.ca website** is also a common source used by respondents (17%). Responses in the other category included: newspapers and radio. Younger adults are significantly *more* likely to have heard about these programs and services by word of mouth (52% vs. 29% for those 35-54 and 34% for those 55+). Respondents in suburban areas (19%) are significantly *more* likely than those in urban (4%) and rural (5%) areas to have heard about these programs and services at their local recreation centre.

Source Used to Hear about the Municipality's Recreation Programs and Services

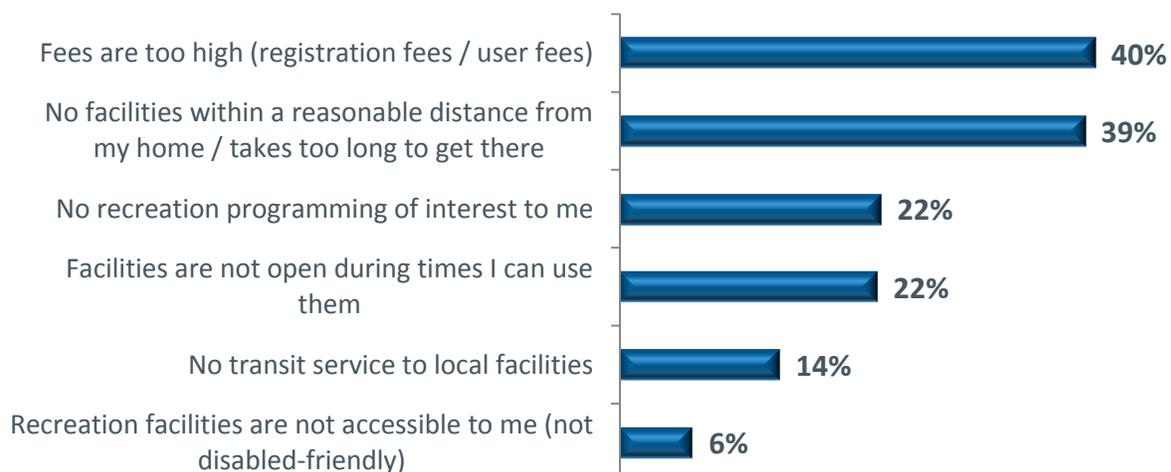


When asked to identify whether they find it difficult to access any municipal facilities or participate in any recreation or leisure programs, almost all respondents (87%) said **no**, they have no difficulties.

The most common reasons offered on an open-ended basis from those who find it difficult to access facilities or recreation and leisure programs include: **fees are too high** (40%) and **no facilities within a reasonable distance from my home / takes too long to get there** (39%). Other common reasons given for their difficulty are: **facilities are not open during times I can use them** (22%) and **no recreation programming of interest to me** (22%). Females (26%) are *more* likely than males (10%) to mention that there was no recreation program of interest to them.

Reasons Why they Find it Difficult to Access Municipal Facilities or Recreation and Leisure Programs

Subset: Those who find it difficult (n=74)

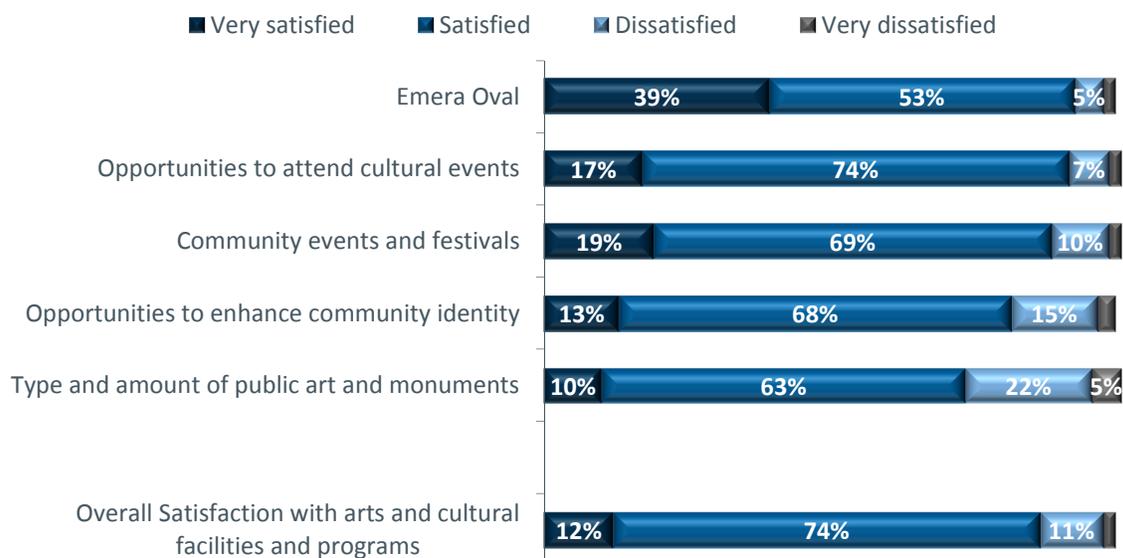


All respondents were lastly asked to rate their satisfaction with the arts, culture and leisure programs and services in Halifax. Most of the programs and services listed received high satisfaction ratings from the respondents who offered an opinion. The vast majority of these respondents are either *very satisfied* or *somewhat satisfied* with the following programs and services: **Emera Oval** (92%); **opportunities to attend cultural events** (91%); **community events and festivals** (88%); **opportunities to enhance community identity** (81%); and **type and amount of public art and monuments** (73%).



Respondents were also asked to rate their **overall satisfaction with the arts and cultural facilities and programs** in Halifax. More than eight in ten respondents who gave their opinion are either *very satisfied* (12%) or *satisfied* (74%) with these facilities and programs.

Satisfaction with the Arts, Culture and Leisure Programs and Services



Note: The percentage of those who said *don't know* was quite high for these programs and services; therefore, *don't know* responses have been excluded (ranging from 15% to 34%).

3.11 Public Libraries

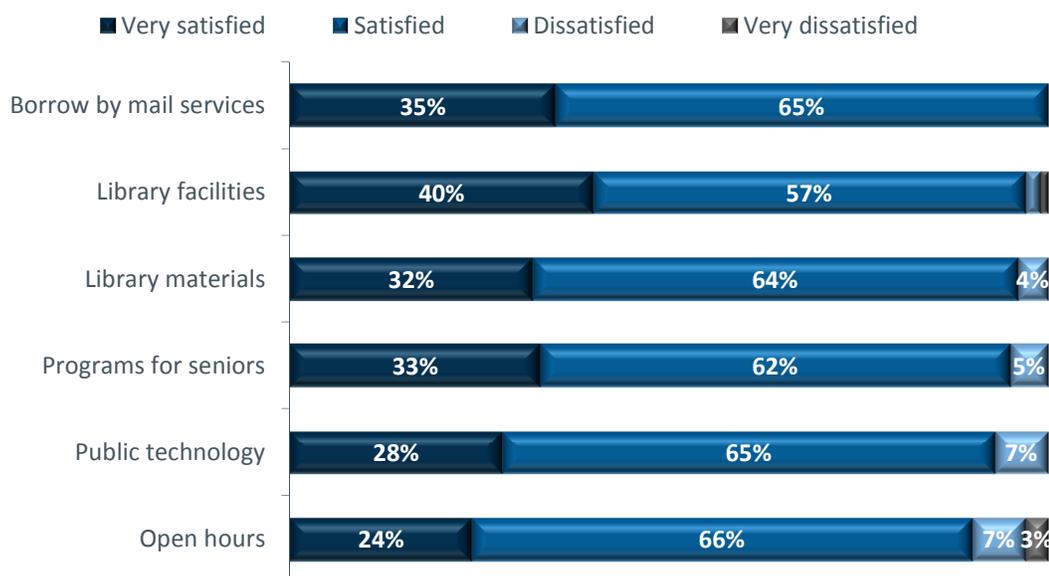
Many respondents have used the services of Halifax Public Libraries in the past 12 months either in a branch, in the community or online; with 57% indicating **yes**, they have used the services of the libraries. The most frequently used libraries by these respondents are: **Keshen Goodman** (35%), **Spring Garden Road** (31%), **Website – halifaxpubliclibraries.ca** (31%), and **Alderney Gate** (28%).



Most of the programs and services provided by the libraries received high satisfaction ratings from those who used the services of Halifax Public Libraries. In fact, almost all respondents who offered an opinion are either *very satisfied* or *satisfied* with the library programs and services: **borrow by mail services** (100%); **library facilities** (97%); **library materials** (96%); **programs for seniors** (95%); **public technology** (93%); and **open hours** (90%).

Satisfaction with the Programs and Services provided by the Libraries

SUBSET: Those who used the services of Halifax Public Libraries (n=330)

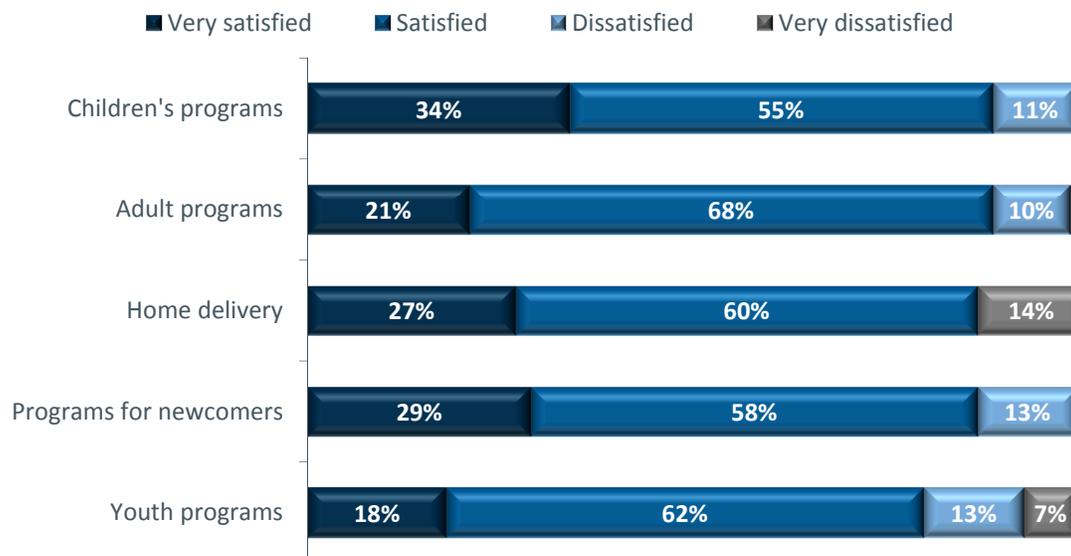


Note: The percentage of those who said *don't know* was quite high for these programs and services; therefore, *don't know* responses have been excluded (ranging from 2% to 92%).

Satisfaction among the respondents who gave their opinion is also high when it comes to the following programs and services offered at the libraries: **children’s programs** (89%); **adult programs** (89%); **home delivery** (87%); and **programs for newcomers** (87%). The one program that did receive somewhat lower ratings in comparison is the **youth programs**, where eight in ten respondents are either *very satisfied* (18%) or *satisfied* (62%).

Satisfaction with the Programs and Services provided by the Libraries

SUBSET: Those who used the services of Halifax Public Libraries (n=330)

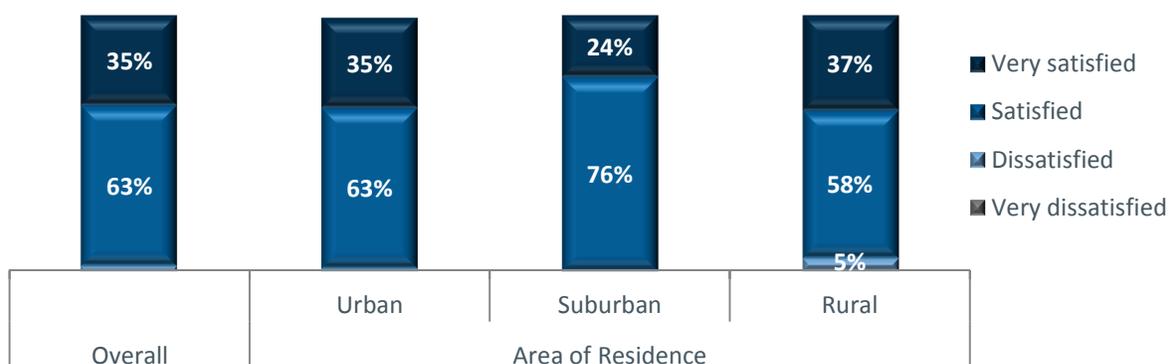


Note: The percentage of those who said *don't know* was quite high for these programs and services; therefore, *don't know* responses have been excluded (ranging from 2% to 92%).

Respondents were also asked to rate their **overall satisfaction with Halifax Public Libraries**. Almost all respondents are either *very satisfied* (35%) or *satisfied* (63%) with Halifax Public Libraries. Please note that only 2% said *don't know* (which have been excluded).

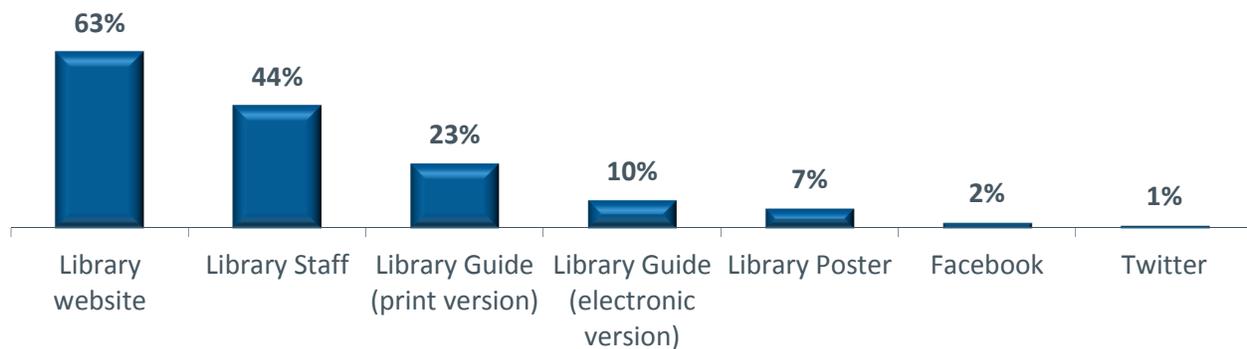
Overall Satisfaction with Halifax Public Libraries

SUBSET: Those who used the services of Halifax Public Libraries (n=330)



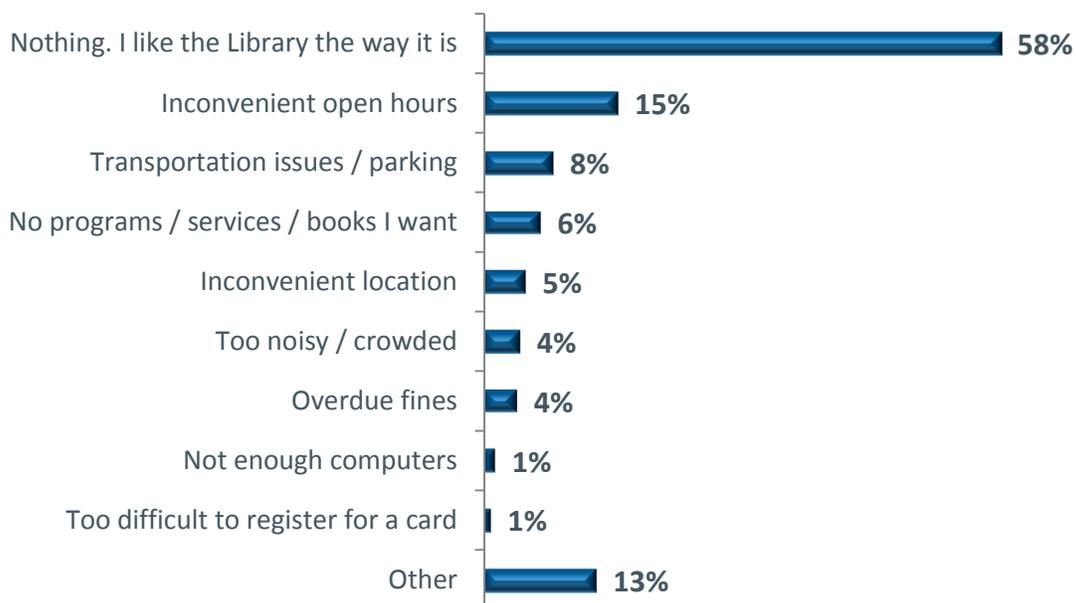
The most common source for respondents to get information about library services are: **library website** (63%) and **library staff** (44%). Very rarely are **Facebook** (2%) or **twitter** (1%) used to get information about library services.

Source Used to Get Information about Library Services
 SUBSET: Those who used the services of Halifax Public Libraries (n=330)



When asked to identify if anything prevents them from using the library more often, the majority of respondents (58%) believe there is **nothing** that prevents them from using it more often. In fact, these respondents like the Library the way it is. From those who do have issues preventing them from using the Libraries, the most common barriers include: **inconvenient open hours** (15%) and **transportation issues / parking** (8%). Those in suburban areas are significantly *more* likely to report inconvenient open hours as the barrier preventing them from using the library more often (47% vs. 13% for urban areas and 15% rural areas).

Barriers Preventing them from Using the Library More Often
 SUBSET: Those who used the services of Halifax Public Libraries (n=330)



When asked on an open-ended basis to identify what would encourage them to use the library more, almost three in ten respondents (28%) believe there is **nothing** that would encourage them to use it more, simply because they like it as is. Among those who did identify certain things that would encourage them to use the library more, the most common are: **longer / more convenient or earlier hours of opening** (13%) and **increased collection options / more current collection / speed up holds** (11%). Table 5 shows all responses that were common to at least 3% of those surveyed. Those in suburban areas (36%) are significantly *more* likely than those in urban (12%) and rural areas (14%) to need longer / more convenient or earlier hours of opening.

Table 5: Things that would Encourage Them to Use the Library More				
	Overall	Area of Residence		
		Urban	Suburban	Rural
	(N=330)	(n=286)	(n=12)	(n=32)
Nothing – like it as is	28%	28%	23%	29%
Longer / More convenient or earlier hours of opening	13%	12%	36%	14%
Increased collection options / More current collection / Speed up holds	11%	11%	8%	17%
The Central Library	7%	9%	0%	0%
More emphasis on adult programming / children and youth programming	5%	6%	4%	4%
More personal time	5%	6%	4%	3%
Workshops / Courses / Events	4%	5%	11%	0%
Parking options	4%	5%	0%	0%
Enforce quiet zones / More quiet zones	4%	4%	4%	4%
More e-book options	3%	3%	4%	4%
Location / Proximity to home	3%	2%	0%	6%

3.12 Environment

Household special waste (HSW) is defined as waste generated from household activities that because of its nature may require special disposal or recycling and can include things like stale gasoline, propane cylinders, batteries, paints, or solvents.

Currently, six in ten respondents (59%) report having HSW materials stored at their house, in their garage, or in a shed, waiting for disposal. Those who do have HSW stored in their house, garage, or shed were then asked to identify any barriers that are preventing or delaying the disposal. The top barriers include: **just haven't gotten around to it** (51%) and the **location of the depot is inconvenient** (41%). Younger adults are significantly more likely than the other age groups to say they just haven't gotten around to it (81% vs. 44% for those 35-54 and 33% for those 55+).

Barriers Preventing or Delaying the Disposal

SUBSET: Those who have HSW materials stored at their house, garage or shed (n=348)

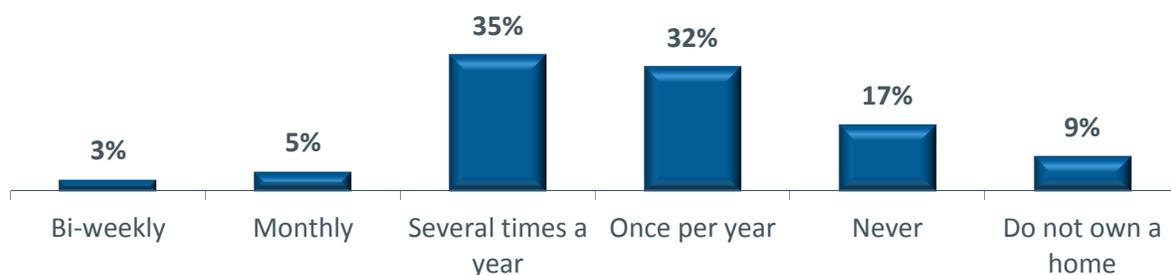


All respondents were asked to identify whether they used any of the listed services to dispose of Household Special Waste. Four in ten respondents reported using the **Drop-off Depot in Bayer's Lake** and another 35% used the **Enviro-Depot for paint only**. One-third of the respondents reported using **none of the above**. The percentage of respondents who used the other listed services include: **return to retail – batteries** (17%), **return to retail – used motor oil** (9%) and **a mobile household special waste event** (8%).

Home renovation material is often referred to as construction & demolition debris (or C&D debris). In Halifax, homeowners may place small amounts of C&D material (up to five bundles) for curbside collection on their garbage collection day. When asked to identify how often they place C&D material curbside for collection each year, the majority of respondents place C&D material curbside either **several times a year** (35%) or **once per year** (32%), while approximately one-fifth report **never** placing C&D material curbside for collection.

Half of these respondents place between **two bundles** (28%) and **three bundles** (23%) curbside each time. Very few respondents (10%) actually reported placing the maximum **five bundles** allowed.

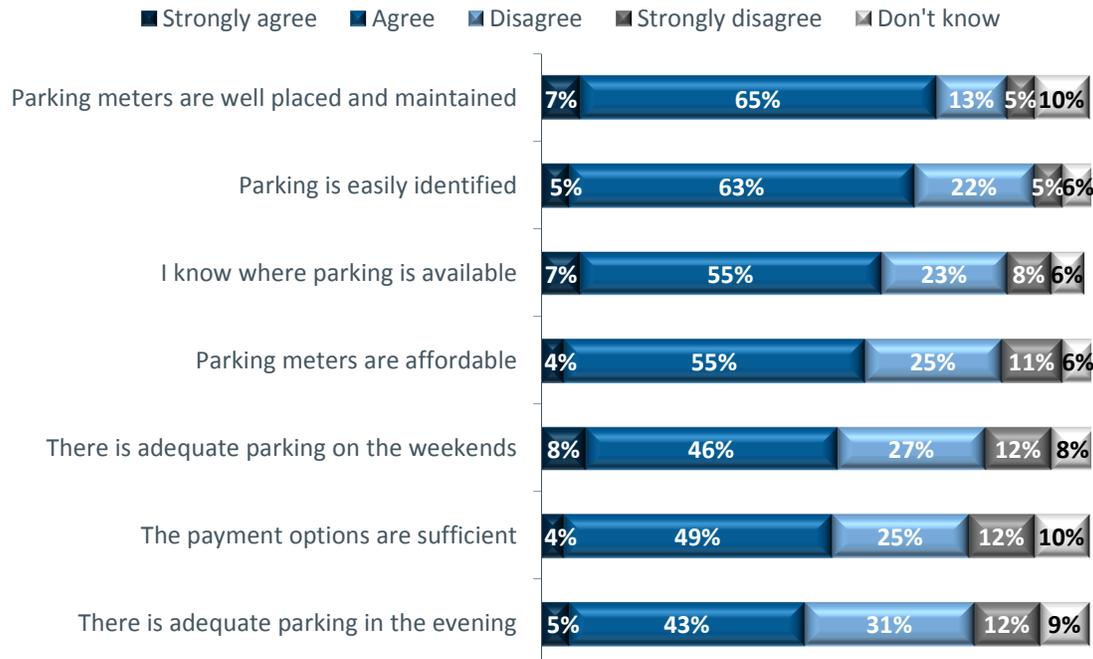
Frequency to which Homeowners place C&D Material Curbside for Collection each year



3.13 Downtown Accessibility

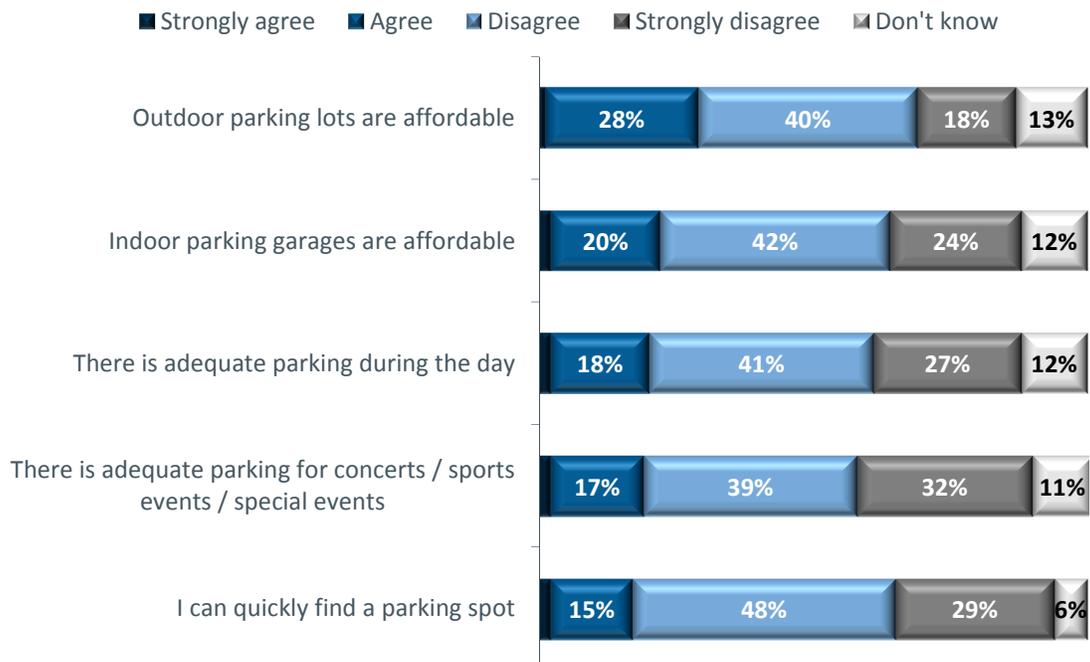
Respondents were presented with a series of questions about parking in the following downtown areas: Downtown Halifax and Dartmouth, Spring Garden Road, Quinpool Road, and North End Halifax (and the areas in between that compete for parking in multiple areas). Given these areas mentioned, respondents were asked to rate their opinion on various statements about parking in general. A majority either *strongly agree* or *agree* with the following statements about parking: ***parking meters are well placed and maintained*** (72%); ***parking is easily identified*** (68%); ***I know where parking is available*** (62%); and ***parking meters are affordable*** (59%). As well, over half of the respondents *strongly agree* or *agree* with these statements: ***there is adequate parking on the weekends*** (54%); and ***the payment options are sufficient*** (53%). Evening parking emerges as the biggest issue, with an equal number of respondents disagreeing with this statement: ***there is adequate parking in the evening***.

Opinions about Parking in the Downtown



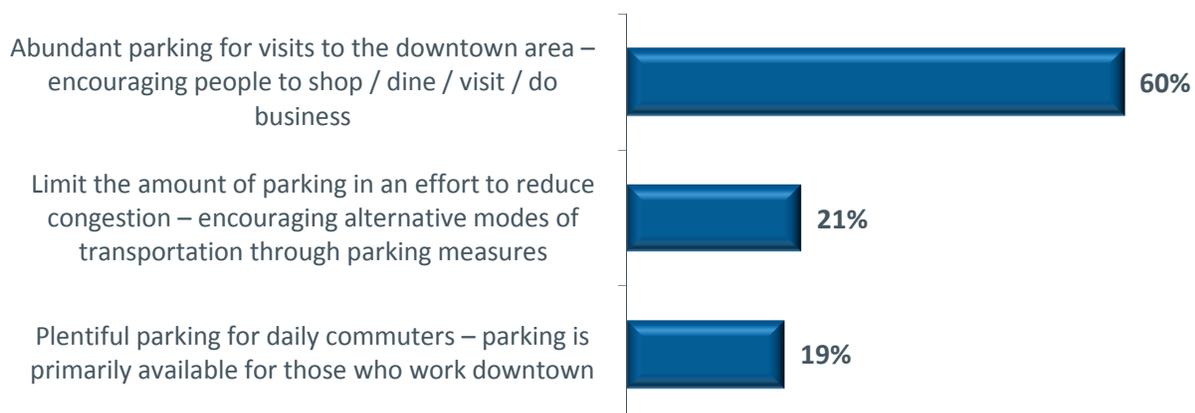
In contrast, a strong majority of the respondents either *strongly disagree* or *disagree* with the following statements about parking in the downtown: ***I can quickly find a parking spot*** (77%); ***there is adequate parking for concerts / sports events / special events*** (71%); ***there is adequate parking during the day*** (68%); ***indoor parking garages are affordable*** (66%); and ***outdoor parking lots are affordable*** (58%).

Opinions about Parking in the Downtown



When it comes to parking downtown, respondents clearly identified ***abundant parking for visits to the downtown area – encouraging people to shop / dine / visit / do business*** as the top priority (60%). This is followed by: ***limit the amount of parking in an effort to reduce congestion – encouraging alternative modes of transportation through parking measures*** (21%) and ***plentiful parking for daily commuters – parking is primarily available for those who work downtown*** (19%).

Top Priority when it comes to Parking Downtown



When asked for their opinion on whether there is adequate parking available downtown, the majority of respondents (64%) said **no**, while 23% said **yes**. Just 12% said **don't know**.

Next, respondents who believe there is inadequate parking downtown were then asked to identify from a list, all statements they believe describes parking in the downtown area. The top descriptive statement selected by two-thirds of the respondents is: **not enough on-street parking**. In addition, a large percentage of respondents also think the following statements describe parking in the downtown area: **not enough off-street parking lots** (50%); **parking is too expensive** (47%); **unable to park in on-street spaces long enough** (46%); and **available spaces are too far away from where I'm going** (44%).



Next, respondents who believe there is inadequate parking downtown were also asked to identify where they believe parking is a challenge. Almost all respondents believe parking is a challenge in **Downtown Halifax** (94%). Three-quarters also believe parking on **Spring Garden Road** (74%) is a challenge. When it comes to parking on **Quinpool Road**, **Downtown Dartmouth** and **North End Halifax**, fewer respondents view these areas as a challenge (40%, 20% and 18% respectively).

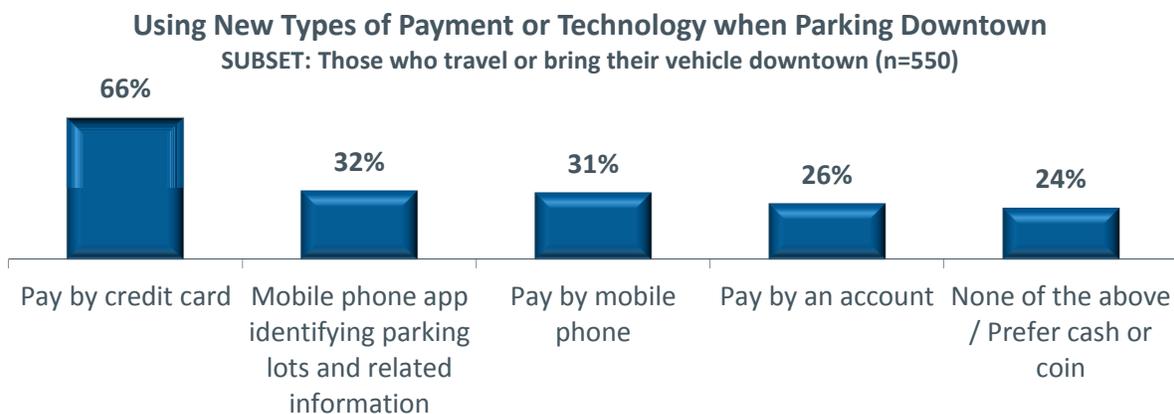
All respondents were asked to identify what type of transportation they use most when travelling downtown. Three-quarters frequently use a **private vehicle / motorcycle / scooter** (73%) when traveling downtown, while one in ten use either **Halifax Transit** (10%) or they **walk** (10%). Those in suburban (95%) and rural (94%) areas are significantly **more** likely than those in urban areas (68%) to use a private vehicle when traveling downtown. In contrast, those in urban areas are significantly **more** likely to walk when going downtown (12% vs. 0% for the other areas) or use Halifax Transit (12% vs. 5% and 4% for suburban and rural residents respectively).

When respondents travel or bring their vehicle downtown, they mostly park using an **on-street meter** (42%) or an **off-street parking garage / lot** (23%). A small percentage of respondents use the **on-street free 2-hour zone** (18%) or a **reserved parking space** (6%).



Respondents who travel or bring their vehicle downtown clearly have a willingness to walk from their parking spot to their intended location. Four in ten respondents would be willing to walk **3-4 blocks** to get to their intended location, while 25% said **4-5 blocks** and 23% said **1-2 blocks**. One in ten respondents stated the **distance does not matter** to them. Very few respondents (2%) said they are **not able / not willing to walk**.

Most respondents who travel or bring their vehicle downtown are willing to use new types of payment or technology when parking downtown, if implemented. Two-thirds of respondents would use **pay by credit card** when parking downtown. Approximately three in ten respondents would also use each of the following new types of payment or technology: **mobile phone app identifying parking lots and related information** (32%); **pay by mobile phone** (31%); and **pay by an account** (26%). One in four respondents indicated they would use none of these new options because they **prefer cash or coin** (24%). Younger adults aged 18-34 are significantly **more** likely than the older age groups (35-54 and 55+) to be willing to use all of the new types of payment or technology if implemented.



4.0 QUESTIONNAIRE

2014 Citizen Survey

Welcome to the **2014 Citizen Survey!** Thank you in advance for taking the time to participate in this survey. Your responses will help guide the municipality with their immediate and long-term planning. You might also be interested that the results from this survey will be available on the municipality's website at www.halifax.ca/citizensurvey.

This survey should take approximately 20 minutes to complete, and for your cooperation in completing all questions in the survey, you will be eligible to win one of 40 gift cards from your choice of Cineplex Theatres or Sobeys, each valued at \$25.

The deadline for completing this survey is December 19, 2014.

Please be assured that your responses will be kept strictly confidential and the results of this survey will not be used in any way that will allow anyone to identify you or your responses. You are free to choose to participate in this survey and free to discontinue your participation at any time.

In the event that you require technical assistance in completing the survey, please email survey@mqoresearch.com.

Thank you in advance for your participation.

When you are ready to begin, click the "next" button below.

MQO Research has been conducting research studies in Canada and abroad for 30 years. We are a Member of the Canadian Marketing Research and Intelligence Association (MRIA) which is responsible for regulating marketing research practices in Canada. MQO adheres strictly to all guidelines of professionalism and privacy as outlined by the MRIA. This study is registered with the Association. If you would like to contact the MRIA to verify the legitimacy of this research study or our company please <https://www.mriportal-arimportail.ca/mpower8/rrs/verification> and reference survey number: 20141105-936V.

Q1. The municipality provides a wide range of services, including police and fire protection, garbage collection and disposal, recreation facilities and programming, transit, road and street maintenance, etc.

Thinking about all the programs and services you receive from the municipality, please indicate the degree to which you believe you receive good or poor value for the level of property taxes that you currently pay?

- Very good value
- Good value
- Poor value
- Very poor value
- No opinion/Don't know

Q2. How would you rate the municipality in each of the following areas?

Municipal Leadership and Governance	Completely Agree	Agree	Disagree	Completely Disagree	Don't know / No Opinion
a. The municipality is moving in the right direction to ensure a high quality of life for future generations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The Mayor is providing good leadership and direction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Regional Council is providing good leadership and direction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The municipality does a good job of consulting / communicating with the public on key regional and local issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The municipality does a good job of keeping residents informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. The municipality's public processes encourage citizen engagement and help me feel involved in decisions that impact me as a resident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CUSTOMER SERVICE SATISFACTION

CS1. Have you had any personal contact either in-person, telephone, in writing, email / website, or by fax with a municipal employee over the last 12 months

- Yes
- No (please skip to CS11)

CS2. What is the most recent regional service that you have contacted the municipality about in the past year?

CS3. How did you contact the municipality during your most recent interaction?

- In person – Customer Service Centre
- In person – Other _____ (please indicate)
- Telephone (311 or 902-490-4000)
- Telephone (911)
- Telephone – Direct to an employee
- Website
- @hfxgov / Twitter
- Posted mail
- Email – specific person
- Email – General
- Elected Official (Councillor / Mayor)
- None of the above

CS4. What is your preferred channel to request a service or information from the municipality?

- Phone
- E-mail
- On-line through Halifax.ca
- In-person
- Mail

CS5. Have you used an in-person Customer Service Centre in the last 12 months?

- Yes
- No (please skip to CS7)

CS6. What services did you access through the Customer Service Centre? (Check all that apply)

- Building / Development permit application
- Dog licence
- Licence, other
- Transit tickets or pass / Transit schedule
- Property tax payment or inquiry
- Parking ticket payment
- Other (please specify): _____

CS7. How satisfied were you with your most recent contact with the municipality?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Don't know/No opinion

CS8. Thinking about the quality of service you received during your most recent contacts with the municipality, please rate your opinion of the following statements:

Customer Service	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know / No Opinion
a. Municipal staff were knowledgeable	<input type="checkbox"/>				
b. I was treated in a friendly, courteous manner	<input type="checkbox"/>				
c. I was treated fairly	<input type="checkbox"/>				
d. I was satisfied with the amount of time it took to get the service	<input type="checkbox"/>				
e. I was satisfied with the outcome of my interaction	<input type="checkbox"/>				

CS9. Did you have any issues during your most recent service interaction?

- Yes
- No (please skip to CS11)

CS10. What was the issue?

CS11. In June 2014, Halifax launched its updated website (www.Halifax.ca). Have you had a chance to visit the website since the update?

- Yes
- No (please skip to question CM1)

CS12. How satisfied were you with your most recent experience on the website?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Don't know/No opinion

CS13. Thinking about your most recent experience using Halifax.ca, please rate your opinion of the follow statements:

Halifax.ca Website	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know / No opinion
a. The content on the website is easy to read and understand	<input type="checkbox"/>				
b. It was easy to find what I was looking for	<input type="checkbox"/>				

Note: Did you know that you can provide feedback (broken links, content, etc.) about the website by clicking on the Feedback button on the bottom right of every page on Halifax.ca?

CITY MAINTENANCE

CM1. Please rate your satisfaction with the following services provided by the municipality

Note: Maintenance refers to upkeep and cleanliness of the asset

City Maintenance	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know / No Opinion
a. Maintenance of streets and roads	<input type="checkbox"/>				
b. Pothole repair	<input type="checkbox"/>				
c. Sidewalk and curb repair	<input type="checkbox"/>				
d. Street plowing / snow and ice removal	<input type="checkbox"/>				
e. Sidewalk Snow removal	<input type="checkbox"/>				
f. Bike lane maintenance (pavement, cleanliness, paint)	<input type="checkbox"/>				
g. Bike lane adequacy (locations, routes, connections)	<input type="checkbox"/>				
h. Bike lane winter maintenance	<input type="checkbox"/>				
i. Community Beautification (Floral displays, landscaping, etc.)	<input type="checkbox"/>				
j. Maintenance of indoor recreation facilities	<input type="checkbox"/>				
k. Maintenance of outdoor recreation facilities (e.g. sports fields / ball diamonds)	<input type="checkbox"/>				
l. Maintenance of Public Washrooms	<input type="checkbox"/>				
m. Maintenance of greenways (for walking / bicycling)	<input type="checkbox"/>				
n. Maintenance of playgrounds / skateboard / bike parks	<input type="checkbox"/>				
o. Maintenance of beaches and waterfront areas	<input type="checkbox"/>				
p. Maintenance of parks and green spaces (e.g. Shubie Park, Point Pleasant, Public Gardens)	<input type="checkbox"/>				
q. Graffiti removal	<input type="checkbox"/>				
r. Litter control / Cleanliness	<input type="checkbox"/>				
s. Overall satisfaction with city maintenance	<input type="checkbox"/>				

CM2. Halifax recently expanded the sidewalk snow clearing program to include all of Peninsula Halifax, Spryfield, Purcell's Cove, and Armdale.

Do you reside in or use one of the following areas for walking / jogging?

- Peninsula Halifax
- Spryfield
- Purcell's Cove
- Armdale
- Do not live in / use one of these areas (SKIP to T1)

CM3. How satisfied are you with the sidewalk snow clearing service in this area?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Don't know/No opinion

HALIFAX TRANSIT

T1. Have you used Halifax Transit (previously Metro Transit) in the past 12 months?

- Yes
- No (skip to question PED1)

T2. Please rate your satisfaction with the following transit services provided by the municipality.

Transit Services	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't know / No Opinion
a. Access-A-Bus (door to door service)	<input type="checkbox"/>				
b. Harbour Ferry network	<input type="checkbox"/>				
c. Bus service to rural areas	<input type="checkbox"/>				
d. Metro X service	<input type="checkbox"/>				
e. Driver courtesy / Politeness	<input type="checkbox"/>				
f. Transit service frequency	<input type="checkbox"/>				
g. Reliability (timely departures / arrivals)	<input type="checkbox"/>				
h. Bus route coverage (ability to get where you need to go via bus)	<input type="checkbox"/>				
i. Comfort of buses (seating / cleanliness / ride smoothness / temperature)	<input type="checkbox"/>				
j. Transit terminal safety and comfort	<input type="checkbox"/>				
k. Bus stop safety and comfort	<input type="checkbox"/>				
l. Transit communication (Announcements, schedule/route information, etc.)	<input type="checkbox"/>				
m. Accessibility – cost / connections	<input type="checkbox"/>				
n. Accessibility – mobility access	<input type="checkbox"/>				
o. Access to Halifax Transit information (website, Google Transit, maps, 311, etc.)	<input type="checkbox"/>				
p. Park and Ride facilities	<input type="checkbox"/>				
q. Business services (cafés, groceries, etc.) at transit terminals and transfer points	<input type="checkbox"/>				
r. Overall Halifax Transit services (bus / ferry)	<input type="checkbox"/>				

PEDESTRIAN SAFETY

PED1. Did you know that Provincial legislation indicates that there is a legal crosswalk at every intersection whether or not it is marked with paint or signs and that pedestrians still have the right of way when lawfully within these crosswalks?

- Yes
- No

PED2. Did you know that if a crosswalk has a pedestrian-activated beacon, pedestrians are required to activate the beacon before beginning to cross at that location?

- Yes
- No

PUBLIC SAFETY

PS1. Thinking broadly of safety as it applies to all aspects of your life in Halifax, what do you think that the municipal government could do to improve the overall level of public safety in Halifax?

PS2. Overall, how satisfied are you with the quality of policing provided in your community?

- Very satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Very unsatisfied

PS3. Please provide a brief reasoning as to why you feel this way.

PS4. How safe do you feel in the local areas you go for shopping, recreation, and work?

- Very safe
- Somewhat safe
- Somewhat unsafe
- Very unsafe

PS5. How confident are you in the ability of the police to respond to emergency calls in a timely and efficient manner?

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident

PS6. Have you had any interaction with Halifax Regional Fire & Emergency (HRFE) in the last year?

- Yes
- No (skip to question PS8)

PS7. Based on your interaction with Halifax Regional Fire & Emergency, would you say you were ... ?

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

PS8. How confident are you in the ability of Halifax Regional Fire & Emergency to respond to emergency calls in a timely and efficient manner?

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident

PS9. Do you have any concerns with the level of Fire service being provided?

- Yes
- No (skip to question RL1)

PS10. What are your concerns about the level of Fire service being provided?

RECREATION AND LEISURE

- RL1. How frequently have you used a municipally-run recreation facility in the past year? (Example: Captain William Spry, Gordon R. Snow, North Preston Community Centre)
- Never (please skip to Question RL3)
 - At least once per week
 - At least once per month
 - Once every 2-3 months
 - Once or twice per year
- RL2. How satisfied were you with the quality of the recreation facilities provided by the municipality?
- Very satisfied
 - Satisfied
 - Dissatisfied
 - Very dissatisfied
 - Don't know/No opinion
- RL3. Have you registered for or participated in a municipally-run recreation program over the past 12 months?
- Yes
 - No (Please skip to Question RL8)
- RL4. How satisfied were you with the ease of registering for these programs?
- Very satisfied
 - Satisfied
 - Dissatisfied
 - Very dissatisfied
 - Don't know/No opinion
- RL5. How satisfied were you with the variety of municipally-offered structured programs / activities?
- Very satisfied
 - Satisfied
 - Dissatisfied
 - Very dissatisfied
 - Don't know/No opinion

RL6. How would you rate the affordability of programs and activities offered by the municipality?

- Completely acceptable
- Acceptable
- Unacceptable
- Completely unacceptable
- Don't know/No opinion

RL7. How would you rate the quality of instruction of recreation programs/activities offered by the municipality?

- Completely acceptable
- Acceptable
- Unacceptable
- Completely unacceptable
- Don't know/No opinion

RL8. The municipality has started free swimming lessons at beaches and free skating in both summer and winter at the Oval. Have you participated in those activities? (Check all that apply)

- Yes, swimming lessons at beaches
- Yes, winter skating at the Oval
- Yes, summer skating at the Oval
- None of the above

RL9. What are the top THREE unscheduled/free recreation activities that you participate in (please check any 3 you participate in, if any)?

- Swimming at a local beach / lake
- Using one of Halifax's trails, walkways, or pathways
- Going for a bicycle ride
- Walking / running in a major park (Shubie, Point Pleasant, Halifax Public Gardens)
- Visiting a local playground
- Skating at the Emera Oval
- Skating on a lake or pond
- Using a local skate or bike park
- Working out at an outdoor gym
- Participating in a community garden
- Other (please specify): _____
- None of the above

RL10. How did you hear about the municipality's recreation programs and services?

- Word of mouth
- Local recreation centre
- Catalogue
- Halifax.ca website
- Other (please specify): _____

RL11. Do you find it difficult to access any municipal facilities or participate in any recreation or leisure programs run by the municipality?

(Access typically refers to the following: Affordability, the ease of getting to and from the facility or activity, or whether the facility or program is built to accommodate persons with physical, emotional or intellectual disabilities)

- Yes
- No (skip to Question RL13)

RL12. What are some of the reasons why you find it difficult to access municipal facilities or recreation and leisure programs run by the municipality? (Check all that apply)

Fees are too high (registration fees / user fees)	<input type="checkbox"/>
No facilities within a reasonable distance from my home / takes too long to get there	<input type="checkbox"/>
No transit service to local facilities	<input type="checkbox"/>
Facilities are not open during times I can use them	<input type="checkbox"/>
No recreation programming of interest to me	<input type="checkbox"/>
Recreation facilities are not accessible to me (not disabled-friendly)	<input type="checkbox"/>
Other (please specify):	

RL13. Please rate your satisfaction with the following Arts, Culture, and Leisure related programs and services.

Arts, Culture, and Leisure	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know / No Opinion
a. Community events and festivals	<input type="checkbox"/>				
b. Opportunities to attend cultural events	<input type="checkbox"/>				
c. Opportunities to enhance community identity (e.g. community art / gardening / etc.)	<input type="checkbox"/>				
d. Type and amount of public art and monuments	<input type="checkbox"/>				
e. Emera Oval	<input type="checkbox"/>				
f. Overall satisfaction with arts and cultural facilities and programs	<input type="checkbox"/>				

PUBLIC LIBRARIES

LIB1. Have you used the services of Halifax Public Libraries in the past 12 months in a branch, in the community, or online?

- Yes
- No (please skip to EN1)

LIB2. Which of the following Libraries have you used in the past 12 months? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Alderney Gate | <input type="checkbox"/> Sackville |
| <input type="checkbox"/> Bedford | <input type="checkbox"/> Sheet Harbour |
| <input type="checkbox"/> Captain William Spry | <input type="checkbox"/> Spring Garden Road |
| <input type="checkbox"/> Cole Harbour | <input type="checkbox"/> Tantallon |
| <input type="checkbox"/> Dartmouth North | <input type="checkbox"/> Woodlawn |
| <input type="checkbox"/> Halifax North | <input type="checkbox"/> Home Delivery/Borrow my Mail |
| <input type="checkbox"/> J.D. Shatford (Hubbards) | <input type="checkbox"/> Website (halifaxpubliclibraries.ca) |
| <input type="checkbox"/> Keshen Goodman | <input type="checkbox"/> In the community (service delivered outside of library) |
| <input type="checkbox"/> Musquodoboit Harbour | |

LIB3. Please rate your satisfaction with the programs and services provided by the Library/Libraries you have used in the past 12 months?

Public Libraries	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know / No Opinion
a. Library Facilities	<input type="checkbox"/>				
b. Library materials (books, CDs, DVDs, ebooks, etc.)	<input type="checkbox"/>				
c. Public technology (computers, iPads, printers, gaming, etc.)	<input type="checkbox"/>				
d. Children's programs (ages 0-13)	<input type="checkbox"/>				
e. Youth programs (ages 14-18)	<input type="checkbox"/>				
f. Adult programs	<input type="checkbox"/>				
g. Programs for seniors	<input type="checkbox"/>				
h. Programs for newcomers	<input type="checkbox"/>				
i. Home delivery	<input type="checkbox"/>				
j. Borrow by Mail services	<input type="checkbox"/>				
k. Open hours	<input type="checkbox"/>				
l. Overall satisfaction with Halifax Public Libraries	<input type="checkbox"/>				

LIB4. Where do you most often get your information about library services?
(Check all that apply)

- Library Staff
- Library Guide (print version)
- Library Guide (electronic version)
- Library website (halifaxpubliclibraries.ca)
- Facebook
- Twitter
- Library poster
- Other (please specify): _____

LIB5. What, if anything, prevents you from using the library more often? (Check all that apply)

Inconvenient open hours	<input type="checkbox"/>
Inconvenient location	<input type="checkbox"/>
Overdue fines	<input type="checkbox"/>
Transportation issues / parking	<input type="checkbox"/>
No programs / services / books I want	<input type="checkbox"/>
Too noisy / crowded	<input type="checkbox"/>
Too difficult to register for a card	<input type="checkbox"/>
Not enough computers	<input type="checkbox"/>
Nothing. I like the Library the way it is	<input type="checkbox"/>
Other (please specify):	

LIB6. What would encourage you to use the library more?

ENVIRONMENT

EN1. Household special waste (HSW) is defined as waste generated from household activities that because of its nature may require special disposal or recycling and can include things like stale gasoline, propane cylinders, batteries, paints, or solvents.

Have you used any of the following services to dispose of household special waste?

- Drop-off Depot in Bayer's Lake
- A mobile household special waste event
- Enviro-Depot (paint only)
- Return to retail (used motor oil)
- Return to retail (batteries, i.e. Call2Recycle)
- None of the above

EN2. Do you currently have any HSW materials stored at your house, in your garage, or in a shed, waiting for disposal?

- Yes
- No (skip to EN4)

EN3. What barriers, if any, are preventing or delaying the disposal?

- Just haven't gotten around to it
- Unsure where to take it
- Location of the depot is inconvenient
- Hours of operation of depot are inconvenient
- Waiting until I have more volume before making a trip
- Other (please specify): _____

EN4. Home renovation material is often referred to as construction & demolition debris (or C&D debris). In Halifax, homeowners may place small amounts of C&D material (up to five bundles) for curbside collection on their garbage collection day. How often would you as a homeowner place C & D material curbside for collection each year?

- Bi-Weekly
- Monthly
- Several times a year
- Once per year
- Never –Bring it to the C&D recycling facility myself/Have it taken to the facility (skip to PK1)
- Never (skip to PK1)
- Do not own a home (skip to PK1)

EN5. And approximately how many bundles would you place curbside each time?

- One bundle
- Two bundles
- Three bundles
- Four bundles
- Five bundles
- Don't know

DOWNTOWN ACCESSIBILITY

NOTE: *For the purpose of the following questions as they relate to Parking, "Downtown" refers to: Downtown Halifax and Dartmouth, Spring Garden Road, Quinpool Road, and North End Halifax (and the areas in between that compete for parking in multiple areas)*

PK1. When you think of parking in general (given the areas mentioned), please rate your opinion of the following statements:

NOTE: *Even though you may or may not personally drive or park in the downtown area, we are still interested in everyone's opinions.*

Parking	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know / No opinion
a. I can quickly find a parking spot	<input type="checkbox"/>				
b. There is adequate parking during the day	<input type="checkbox"/>				
c. There is adequate parking in the evening	<input type="checkbox"/>				
d. There is adequate parking on the weekends	<input type="checkbox"/>				
e. There is adequate parking for concerts / sports events / special events	<input type="checkbox"/>				
f. Parking meters are affordable	<input type="checkbox"/>				
g. Outdoor parking lots are affordable	<input type="checkbox"/>				
h. Indoor parking garages are affordable	<input type="checkbox"/>				
i. Parking is easily identified	<input type="checkbox"/>				
j. The payment options are sufficient	<input type="checkbox"/>				
k. I know where parking is available	<input type="checkbox"/>				
l. Parking meters are well placed and maintained	<input type="checkbox"/>				

PK2. One of the most difficult things about providing and managing parking is balancing the needs and wants of all users, as well as the community at large.

Taking into consideration your own travel situation, please rank the choices below from 1 to 3 in order of importance to you when it comes to parking downtown. (“1” is highest importance, “2” is middle, “3” is lowest importance).

	RANKING
Abundant parking for visits to the downtown area – encouraging people to shop / dine / visit / do business	
Plentiful parking for daily commuters – parking is primarily available for those who work downtown	
Limit the amount of parking in an effort to reduce congestion – encouraging alternative modes of transportation through parking measures	

PK3. In your opinion, is there adequate parking available downtown?

- Yes (please skip to PK6)
- No
- Don't know / Not sure

PK4. Which of the following, in your opinion, describes parking in the downtown area? (Check all that apply)

- Not enough on-street parking
- Not enough off-street parking lots
- Unable to park in spaces long enough (on-street)
- Vehicle does not fit in parking space (parking lots)
- Pay-by-coin is inconvenient
- Available spaces are too far away from where I'm going
- Parking is too expensive
- Other (please specify): _____

PK5. Where do you think parking is a challenge? (Check all that apply)

- Halifax downtown
- Dartmouth downtown
- Spring Garden Road
- Quinpool Road
- North End Halifax (e.g. Hydrostone)
- I think there is sufficient parking available

PK6. When you travel downtown, which type of transportation do you use most?

- Halifax Transit
- Private vehicle / motorcycle / scooter
- Walk
- Cycle
- Taxi
- Other (please specify): _____
- Do not travel downtown (skip to F1)

PK7. If you bring your private vehicle downtown, where do you park most of the time?

- On-street meter
- On-street free 2-hour zone
- Off-street parking garage / lot
- Reserved parking space
- Other (please specify): _____
- Never bring private vehicle downtown (skip to F1)

PK8. When parking downtown, how far would you be willing to walk to get to your intended location?

- 1-2 blocks
- 3-4 blocks
- 4-5 blocks
- Distance does not matter
- Not able / Not willing to walk

PK9. If implemented, which of the following types of payment or technology would you use when parking downtown? (Check all that apply)

- Pay by credit card
- Pay by mobile phone
- Pay by an account
- Mobile phone app identifying parking lots and related information
- Other (please specify): _____
- None of the above / Prefer cash or coin

FINAL THOUGHTS:

F1. If you could suggest 3 things to improve the quality of life for residents, what would they be?

1. _____

2. _____

3. _____

F2. In your opinion, what are the top three issues facing Halifax as a region over the next 5 years that you feel should receive the greatest attention from your municipal leaders?

1. _____

2. _____

3. _____

DEMOGRAPHIC QUESTIONS

Our last questions are about you and your household. As a reminder, your response to this survey is anonymous, and the results of the survey will be reported in aggregate only.

D1. What are the first 3 digits of your postal code? _____

D2. How many years have you lived in the Halifax region? _____
(Please include years prior to amalgamation)

D3. Were you born in the Halifax region?

- Yes
- Yes, but moved away and returned
- No, I was born elsewhere in Nova Scotia
- No, I was born elsewhere in Canada
- No, I was born in another country and immigrated to the Halifax region
- Prefer not to say

D4. What is your gender?

- Male
- Female
- Other
- Prefer not to say

D5. How old are you?

- 18 – 24 years old
- 25 – 34 years old
- 35 – 44 years old
- 45 – 54 years old
- 55 – 64 years old
- 65 – 75 years old
- Older than 75 years
- Prefer not to say

D6. What is the highest level of education you have completed?

- Less than high school graduate
- High school graduate
- Some community college / technical school
- Completed community college / technical school
- Some university
- Four-year university degree
- Post-graduate / Professional degree
- Prefer not to say

D7. What was your 2013 total household income, before taxes? *Your best estimate is fine.*

- Under \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 – \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- Over \$150,000
- Prefer not to say

D8. Do you own or rent your home?

- Own home with mortgage
- Own home without mortgage
- Live in parents / relatives home (skip to comments/feedback)
- Rent (skip to comments/feedback)
- Other (group home / retirement facility / university residence) (skip to comments/feedback)
- Prefer not to say (skip to comments/feedback)

D9. Did you move into your current home within the past 5 years?

- Yes
- No

D10. Prior to your current home, did you:

- Own another home in the Halifax region
- Rent in the Halifax region
- Have another living arrangement in the Halifax region (e.g. lived with parents/friends, lived in residence, etc.)
- Live in Nova Scotia (outside the Halifax region)
- Live in New Brunswick, PEI, or Newfoundland and Labrador
- Live in Canada, but outside Atlantic Canada
- Live outside Canada

D11. For how much was your most recent annual property tax bill?

- Under \$1,000
- Between \$1,000 and \$1,500
- Between \$1,500 and \$2,000
- Between \$2,000 and \$3,000
- Between \$3,000 and \$4,000
- Over \$4,000
- Don't Know
- Prefer not to say

COMMENTS OR FEEDBACK

Is there something missing from the survey that you would like to see addressed in the future, or is there any feedback that you would like to provide the municipality?

PRIZE DRAW:

Please enter your contact information to be eligible to win one of 40 gift cards to your choice of Cineplex Theatre or Sobeys, each valued at \$25.

To be eligible for the contest, you must answer all of the questions on the survey.

Name: _____

Tel. #: _____

Thank you very much for your participation. Your time and effort is appreciated, and we will take every effort to ensure that your input is reflected in the decision-making efforts for the municipality.

Results will be presented to Council once analyzed, and a full report on the results will be available on the municipality's website.

In accordance with Section 485 of the Municipal Government Act, any personal information collected on this survey will only be used for purposes relating to the 2014 Citizen Survey and for prize selection. The information obtained through the survey will not be presented or compiled in a manner that could potentially identify any respondent. If you have any questions about the collection and use of this information, please contact the municipality's Access and Privacy Office at 490-4390 or accessandprivacy@halifax.ca

Thank you very much for taking the time to provide your opinions and feedback.

Interested in Further Engagement?

The Halifax Regional Municipality is always looking for opinions and feedback from our residents. In the coming year, we will be looking for feedback on various topics. Would you be interested in being added to a list of residents that could be asked to provide opinions and give feedback on a variety of Municipal-related topics that matter in your community?

If you are interested, please click 'yes' and you will be asked to fill out a very brief registration form. Please note that the information provided will in no way be linked to your answers in the completed survey.

- Yes (please direct them to registration form)
- No (please direct them to HRM's website at www.halifax.ca/citizensurvey)

Registration Form

Please fill out the following information.

First Name: _____
Last Name: _____
Email: _____
Phone #: _____
Postal Code: _____

Please note: The information provided will in no way be linked to your answers in the completed survey.

Programming Note: Once respondent has filled out the registration form, please direct them to HRM's website at www.halifax.ca/citizensurvey

5.0 ABOUT MQO RESEARCH

As one of Atlantic Canada's leading market and social research firm, MQO was established in 2010 through the merger of Market Quest Research (formed in 1987 in St. John's) and Omnifacts Research (formed in 1977), two of Atlantic Canada's industry leaders. MQO's combined team of experienced research professionals has vast experience in a broad range of research disciplines and industries and offers a cutting edge, fresh approach to market and social research. We offer an unparalleled level of insight from 30 years of accumulated expertise in conducting local, regional, national and international research. Further expanding the depth of our knowledge, MQO is a part of Group m5-the largest marketing communications organization in Atlantic Canada. As part of Group M5, MQO is able to efficiently access a wide range of key communications resources to supplement our research resources.

At MQO, we have established a strong reputation based on our close client relationships, strict quality assurance procedures, analytics expertise, and our ability to produce insightful reports, which provide strategic direction for our clients.

MQO is a Gold Seal member of the Marketing Research and Intelligence association (MRIA), which attests to our professional conduct and skills in the field of Market Research. Our professional staff includes a team of 14 research professionals with expertise in quantitative and qualitative research, data analysis and field operations. Senior research staff has been awarded MRIA's Certified Marketing Research Professional (CMRP) designation, signifying a high level of competence and knowledge in the area of marketing research. We have state-of-the-art Call Centres that employ a combined staff of approximately 100 fully trained interviewing personnel. We offer field services in English and French, with a significant proportion of our interviewing team having bilingual capability and experience in conducting fieldwork in both languages.