Halifax Regional Municipality (HRM) Citizens Survey 2010

HALIFAX REGIONAL MUNICIPALITY

THINKWELL RESEARCH

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HALIFAX REGIONAL MUNICIPALITY THINKWELL RESEARCH

1.0 Executive Summary

1.1 Background

Conducted over a 6-week period in January and February 2010, this study – which involved 2,420 adults, is one of the most comprehensive research projects of its kind to be conducted in the HRM.

Working closely with HRM staff to refine a list of more than 300 individual questions, we surveyed HRM residents on a range of subjects – their top economic priorities, their most pressing environmental concerns, their thoughts on the economy and job outlook, what they think the Municipality is doing well, and what could be improved upon.

Invitations to participate in the study were delivered to nearly 23,400 randomly selected households within the HRM. To ensure a random selection of respondents within each household, we asked that the adult who had the most recent birthday complete the survey. Participants could complete the survey online, or call a 1-800 number to arrange an appointment for a telephone interview or to request a paper version of the survey. In the end, the response rate of 10.3% slightly exceeded our expected response rate. A more detailed explanation of the survey methodology is outlined at the end of this report.

We present our detailed findings in the Section 2.0. The complete statistical tables – which provide an in-depth breakdown by sex, age, education levels, and community council – are available in a separate document.

1.2 Key findings

Of course, no one resident is the same. However, a large sample size such as this gives us a unique opportunity to identify trends in perceptions and priorities. Over the course of this study, we began to see an interesting picture of HRM emerge. Some of the key highlights of the study include:

- A high level of satisfaction with the quality of life in the HRM, and with the HRM as a place to live. Smaller – but still healthy – majorities agree that the HRM is a good place to work, raise a family, and to retire.

- Diverging views on where the quality of life is heading in the HRM, with about one quarter of residents believing that it has become better over the past 5 years and about the same reporting that it has become worse, driven primarily by concerns about crime.

- A strong sense of community belonging, with most residents reporting that they like their neighbourhood and feel they belong in the HRM.

- A plurality of residents expressing at least some degree of satisfaction with the overall direction of municipal government in the HRM, and a slight majority reporting that they feel adequately represented by the current regional and community council.

A wide range of opinion on where the HRM should focus its attention over the next 3 years, with public transportation, fairer taxation and crime prevention topping the list.

A recurring concern about the quality of roads in the HRM. Improving the quality of roads is the most common "top 3" priority for residents in the economic development and capital project categories, and the gap between perceived importance and satisfaction is consistently large when road related services are evaluated by residents.

Public dissatisfaction with Halifax Harbour water quality, and a clear desire to make the Harbour cleanup a top environmental priority for the Municipality. The gap between perceived importance and satisfaction with wastewater treatment was among the widest of all HRM services.

A preference for improvements and upgrades to existing infrastructure (such as roads or water systems) over new infrastructure development (such as new indoor recreation facilities or a new Metro Centre).

Concerns over the quality and visibility of policing at the community level, tempered by a fairly high degree of confidence that police will respond to emergencies in timely manner. There is an even higher level of confidence that the fire department will do the same.

A certain level of scepticism that residents receive good value for the amount of municipal taxes paid. Residents are most likely to support maintaining existing tax levels, but with a shift in funding between services.

Relatively low levels of satisfaction with the HRM's public consultation efforts on HRM initiatives, and relatively large gaps between perceived importance and satisfaction with public consultation on planning and community issues, as well as communication regarding crime and criminal activity.

Concerns about the availability of parking in general in the HRM, and even more so with respect to downtown Halifax.

A high level of use of – and satisfaction with - major public parks in the HRM, and a reasonably high level of satisfaction with most recreation, culture and leisure services.

A generally upbeat, but tentative, view of the HRM's economic prospects, with the municipality receiving better marks for attracting tourists and major events, but lower marks for attracting immigrants and young professionals.

The presence of a balanced perspective of the relationship between heritage protection and economic growth when making decisions about new construction, with relatively few residents placing themselves on either end of the spectrum.

2.0 Detailed Findings

2.1 Quality of Life and Community Engagement

2.1.1 Quality of Life

The vast majority of HRM residents rank HRM's overall quality of life as good to very good (77% at a "4" or "5" on a 5-point scale). Slightly more – 81% - say the HRM is a good to very good place to live.

What do people like most about living in HRM? Proximity to services and amenities rank as the number one attraction for 18% of respondents. HRM's friendly people come in a close second at 14%. A further 12% mention the Municipality's proximity to the water – be it oceans, lakes, or rivers. One in ten say HRM is an ideal size (10%).

Respondents are slightly less favourable about HRM when prompted about specifics. More than six in ten (64%) of HRM adults rate the region as a good to very good place to work, while 23% give the Municipality's work outlook an average rating (3). Meanwhile, 63% of respondents say the HRM is a good place to retire, with a nearly one-fifth (19%) pegging the region's retirement prospects as average.

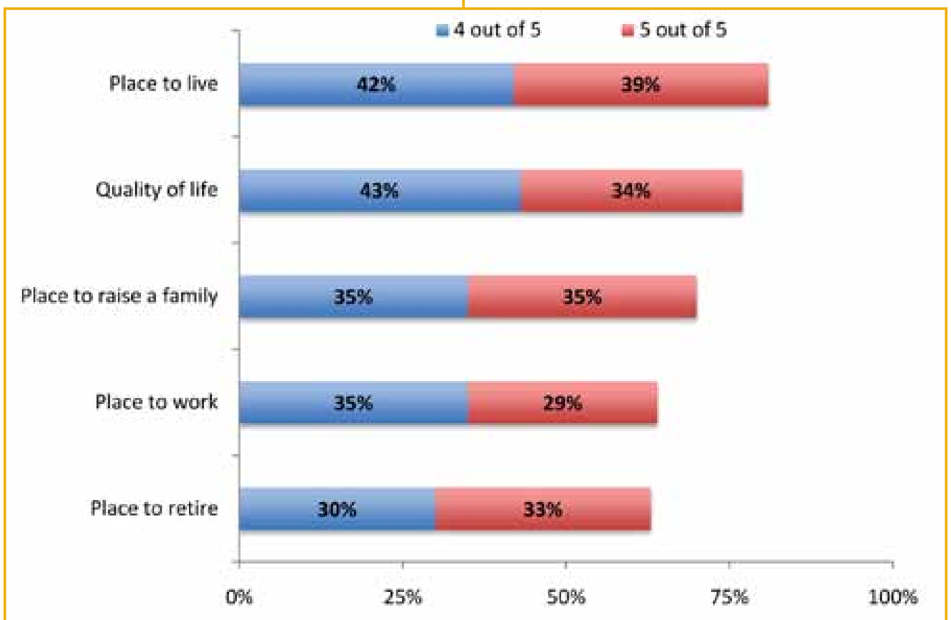


Figure 1: **Characteristics of life in HRM - Good (4) or Very Good (5)**

HRM fares slightly better as a place to raise a family; 70% of respondents say it is a good to very good place to raise their kids, while 17% give the Municipality an average rating in this area.

Nearly half (44%) of HRM adults feel the quality of life in the HRM has stayed the same over the last five years. More than one-quarter believe the quality of life has worsened (26%), while 25% think it has improved.

When asked to list the three things that contributed most to an improved quality of life in HRM, improved public transportation topped the list at 25%. An increase in amenities, shops and restaurants (19%) as well as improved roads (17%) and access to healthcare (15%) rounded out the top four enhancing factors (See Table 1).

Table 1: **Most significant things contributing to an *improved* quality of life**

Better transportation system/transit	25%
More amenities /shopping/ restaurants	19%
Roads/highway improvements	17%
Healthcare/access to hospitals/doctors	15%
Parks/trails /green spaces	12%
Recreation/recreation facilities	12%
Schools/educational facilities/opportunities	12%
Improved services (general)	11%
Infrastructure	10%
More/better concerts/entertainment	10%
Work/job opportunities	9%

While residents provide a variety of evenly scored responses for factors that have improved the quality of life in the HRM, they are much more unified when it comes to listing the factors that have contributed most to a *worsened* quality of life. More than half rank crime as the single greatest detriment to overall quality of life in the HRM (53%). More than a quarter mention higher taxes (26%), and 25% say traffic congestion.

Table 2: **Most significant things contributing to a *worsened* quality of life**

Crime / violence / feel unsafe	53%
Higher taxes / property taxes	26%
Traffic congestion/ traffic issues	25%
Mayor / City Council/poor leadership/management	10%
Other Council issues (size, infighting, bureaucracy)	9%
Road conditions	8%
Increase in cost of living	8%
Public transit / inadequate service	8%
Taxes paid without improved services	8%
Poor/lack of services	7%
Downtown planning/development	7%

These issues resurfaced – in opposite order – when respondents were asked what are the top 3 issues requiring attention from local leaders in the next 5 years. Nearly one quarter say HRM requires improved public transportation (24%), 23% say council must examine fairer taxation, and 20% say local leaders must look at ways to address crime and violence (see Table 3).

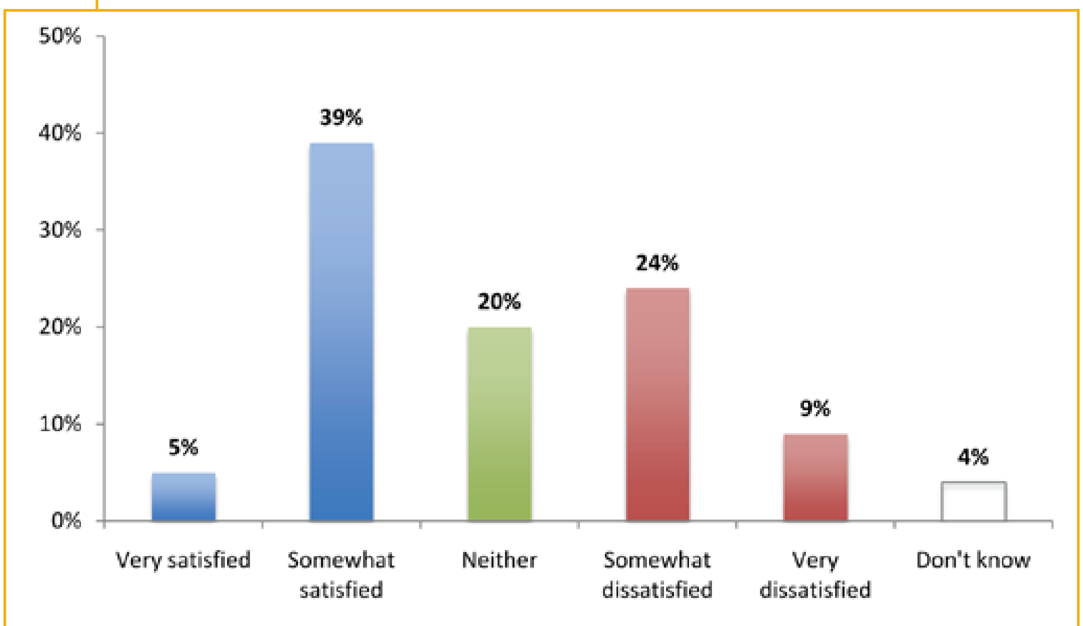
Table 3: **Top issues facing HRM over the next 5 years**

Need to improve public transportation system	24%
Taxes / property taxes / fair taxation	23%
Crime / violence rates / prevention / punishment	20%
Roads / Poor road conditions/ infrastructure	15%
Traffic / traffic congestion / flow	14%
Infrastructure / deterioration of infrastructure	13%
Harbour cleanup / sewage treatment plant	12%
Healthcare/hospital wait times	12%
Transportation (general)	10%

2.1.2 Direction of Municipal Government

HRM residents are more likely to be satisfied than dissatisfied with the overall direction of municipal government. Over two-fifths of HRM residents are either very (5%) or somewhat (39%) satisfied with the overall direction. Meanwhile, a third say they are somewhat dissatisfied (24%) or very dissatisfied (9%). A further 20% say they are neither satisfied nor dissatisfied, and 4% are unsure.

Figure 2: **Overall direction of municipal government**



What contributes to the sense of satisfaction among residents? A tenth of respondents say they feel Council is getting things done (11%), while 8% say they like at least some of the actions taken by Council.

Among those who say they are *dissatisfied* with municipal government, 17% cite what they perceive to be a slow decision-making process, while a further 14% say Council spends too much time on trivialities. An additional 12% of this group say the municipal government lacks direction.

Not surprisingly, there is a clear association between perceptions of the overall quality of life in the HRM, and the HRM as a place to live, work, raise a family, and retire and opinions about the direction of municipal government in the municipality: those who are at least somewhat satisfied with the direction of the municipal government are more positive about the HRM in all five of the areas listed above.

When it comes to gauging attitudes about leadership, 35% say Council is doing a so-so job ("3" on a 5-point scale) of leading HRM effectively. More than one in three (34%) disagree that Council is demonstrating effective leadership, while 24% agree.

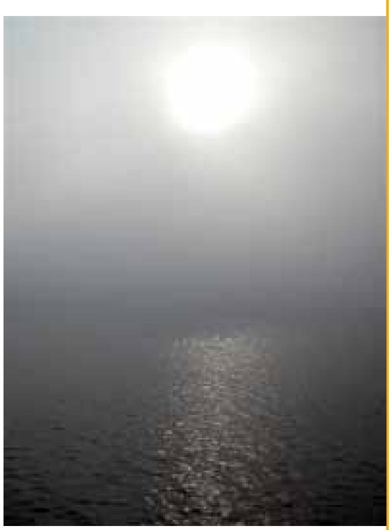
Nearly half of HRM residents do not feel their voices are valued or reflected in municipal decision-making (45%). In contrast, less than two in ten residents agree their voices are heard (18%).

As we would expect, agreement that Council has shown effective leadership and has worked to successfully deal with issues important to the HRM is strongly and positively associated with satisfaction with the overall direction of the municipal government.[1] This is also true, albeit to a lesser extent, with agreement that one's voice is valued or reflected in local government decision making.

Meanwhile, nearly nine in ten express agreement on the importance of local government, with 86% of respondents agreeing that councillors must work to deal with local issues. A further 84% say local councillors must also work to deal with important issues facing the entire region, while eight in ten say it's important for councillors to help resolve issues with HRM services (80%)(see Table 4).

Table 4: **Opinion of Council and Municipal government**

	Strongly Disagree (1)	(2)	(3)	(4)	Strongly Agree (5)	Undecided/ No opinion	Mean
Is important to me that my local Councillor works to deal with issues important to my community	2%	2%	8%	19%	67%	3%	4.5
It is important to me that my local Councillor works to deal with issues of importance to the entire region	2%	2%	9%	23%	61%	3%	4.4
It is important to me that my local Councillor works to resolve issues I have with HRM services	2%	3%	11%	23%	57%	5%	4.4
Council as a whole has worked to successfully deal with issues important to HRM	10%	20%	37%	22%	3%	7%	2.9
I feel that Council has demonstrated effective leadership for the Municipality	13%	21%	35%	20%	4%	7%	2.8
I feel my voice is valued/reflected in local government decision making	18%	27%	27%	13%	5%	10%	2.5



How civically engaged are HRM residents? In general, residents either engage with their municipal government or a neighbourhood/community association in some fashion about once or twice a year - or not at all.

About one-half of respondents said they attend or watch Regional Council meetings *at least* once per year (51%), versus about one-sixth (17%) who say they attend community council meetings with the same frequency. Nearly four in ten say they attend public meetings about municipal matters at least once a year (39%). A higher proportion volunteers with local community or neighbourhood associations at least once (48%) during this time frame.

More than one-third contact HRM offices or staff once or twice a year to either express a concern about a municipal decision (35%), while more than one-quarter do so to obtain more information about a decision made by the Municipality (27%). A further 43% of residents contact their councillors at least once per year regarding an issue that affects their community.

Table 5: **Resident civic engagement**

	Once or twice per year	Once every 2-3 months	Once per month	At least once per week	Daily	Never
Attended or watched Halifax Regional Council meetings	25%	11%	12%	3%	-	49%
Volunteered at a neighbourhood / community organization or event (e.g. Heart & Stroke Foundation, Natal Day celebrations, etc.)	30%	7%	6%	5%	-	52%
Contacted your Councillor regarding an issue that affects your community	35%	6%	1%	1%	-	57%
Attended a public meeting about Municipal matters	34%	4%	1%	<1%	-	60%
Contacted your Councillor regarding a service issue	28%	4%	1%	1%	-	66%
Contacted any HRM offices or staff to express concerns about a decision made by the Municipality	28%	5%	1%	1%	-	66%
Contacted any HRM offices or staff to obtain information about a decision made by the Municipality	23%	3%	1%	<1%	-	73%
Attended a Community Council meeting	14%	2%	1%	<1%	-	83%
Contacted the Mayor regarding an issue that affects your community	9%	1%	<1%	<1%	-	90%
Contacted the Mayor regarding a service issue	7%	<1%	<1%	<1%	-	93%

Almost one-third of respondents contact their councillor regarding a service issue at least once per year. Meanwhile the vast majority of residents have never contacted the mayor either regarding issues or services affecting their communities (93% and 90% respectively).

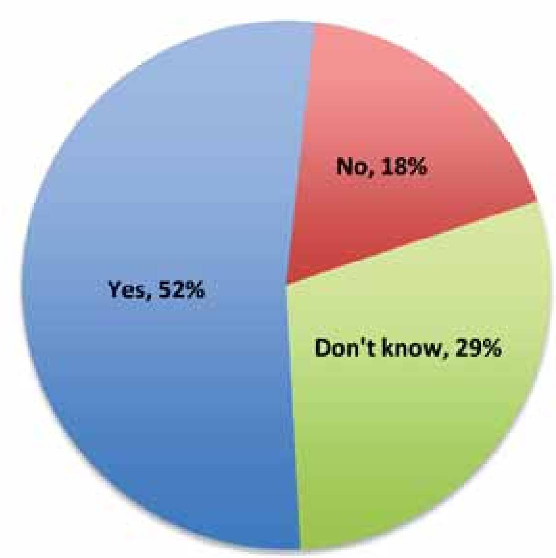
We created a simple additive scale of municipal "political" activity based on the responses to the questions in this section. Respondents are assigned a score of 5 for "daily" activity on any single measure, a score of 4 if they participate "at least once a week", etc. The scores are added up for all of the political measures in this section (the question about volunteering with a local community or neighbourhood association was excluded from this analysis). The mean value is 3.6 out of a possible maximum score of 45. The median is 3. Nearly one-quarter (23%) of residents receive the lowest possible score of 0 on this scale meaning they do not participate in any of the listed activities.

The results also reveal that, as one might expect, those who are dissatisfied with the direction of the municipal government report a higher average level of political activity (a score of 5.7 among those who are *very* dissatisfied). The lowest score was reported among those who describe themselves as *neither* satisfied nor dissatisfied with the municipal government's direction (2.9).

2.1.3 Current Council Structure

Slightly more than half (52%) of HRM's citizens feel adequately represented by the municipality's current council and community council structure. Fewer than one in five (18%) say they are not, while 29% are not sure.

Figure 3: **Do you feel adequately represented by Council under its current Council and Community Council structure?**



Residents who believe they are well represented by the current Council structure are notably more likely to be satisfied with the overall direction of municipal government in the HRM. They are also more likely to agree that the Council has shown effective leadership, has worked to successfully deal with issues important to the HRM, and to report that their opinion is valued.

Of the 18% of citizens who do not feel adequately represented by the current structure, what changes would help them feel better represented? Two-fifths of respondents said reducing the size of council would enhance its effectiveness (40%).

Just less than one-tenth cite greater transparency (8%) while 5% want either more balanced representation between urban and rural areas, improved work ethic of Council or a focus on important issues.

2.1.4 Community Engagement

In general, HRM residents are connected and feel like they belong in their communities. For instance, 90% of residents say they like the neighbourhood in which they live ("4" or "5" on a 5-point agree/disagree scale), and 82% feel they belong in HRM. Nearly three-quarters say they know their neighbours (72%), and a further 75% have people close by they can call upon in an emergency. A strong majority of respondents say HRM is accepting of diverse cultures (73%), and 73% believe there are a variety of things to do in the Municipality (see Table 6).

HRM did not score as highly when it comes to accessibility for people with disabilities: less than half (47%) describe the city as accessible for this group. Also, slightly less than half of residents believe HRM recognizes the positive contributions made by citizens (47%). In both cases, one in six (16%) residents are unsure (see Table 6).

Table 6: **Community engagement**

	Strongly Disagree (1)	(2)	(3)	(4)	Strongly agree (5)	Undecided/ No opinion	Mean
I like the neighbourhood in which I live	1%	2%	7%	22%	68%	<1%	4.5
I feel I belong here	2%	4%	11%	28%	54%	2%	4.3
My community accepts diverse cultures	1%	3%	14%	32%	41%	8%	4.2
If I had an emergency, even people I did not know in my community would be willing to help	2%	4%	13%	29%	46%	6%	4.2
There are always a variety of things to do in HRM	2%	6%	16%	34%	39%	3%	4.1
I know my neighbours	3%	8%	16%	29%	43%	1%	4.0
HRM recognizes the positive contributions that citizens make	2%	7%	27%	33%	14%	16%	3.6
I am well informed about opportunities to participate in community life	5%	14%	27%	32%	18%	5%	3.5
HRM is accessible to persons with disabilities	4%	9%	25%	32%	15%	16%	3.5

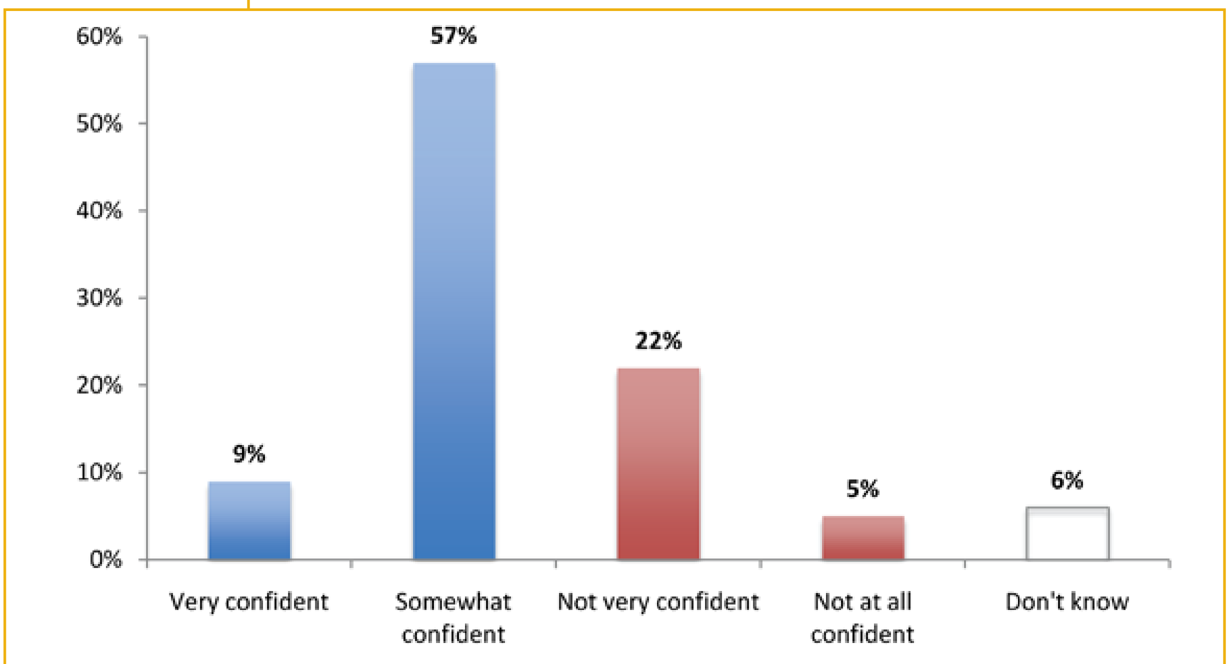
2.1.5 Employment Characteristics

The data collected paints a mixed picture about perceptions regarding career outlook in HRM. For instance, of those who are employed, nearly four-fifths are employed in the profession of their choice (77%). Yet only half (51%) of those employed thought there were sufficient opportunities in HRM to work in a field or profession of their choice. Despite this, a vast majority - 72% - does not anticipate having to move from HRM to find their dream job.

2.1.6 Economic Prosperity

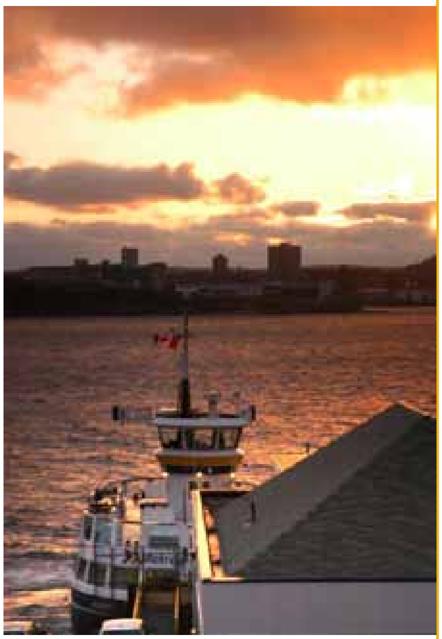
Two-thirds (66%) of respondents feel confident (see Figure 4) about HRM's economic outlook, although the vast majority of this group is only "somewhat" so. Fewer than three in ten (27%) report a lack of confidence in the economic outlook for the region (see Figure 4).

Figure 4: **Confidence in economic outlook**



Respondents were asked to identify their top three priorities to improve economic prosperity. The responses are listed in the Table 7 from the highest number of top three mentions to the lowest.

Table 7: **Spending on priorities to improve economic prosperity**



	Total Mentions	First Mention	Second Mention	Third Mention
Improvements to HRM's roadway system / road conditions	51%	17%	21%	13%
Investments in transit system	40%	13%	15%	12%
Change in tax structure (tax reform)	29%	18%	6%	5%
Increased public safety	29%	12%	9%	8%
Increased efforts to attract and retain young workers/professionals	27%	8%	10%	9%
Improved coordination between levels of government regarding economic strategy and infrastructure development	23%	10%	7%	6%
Increased marketing of HRM as a destination of choice for business	17%	5%	6%	6%
More emphasis on recreation services / facilities	14%	2%	5%	7%
More emphasis on downtown growth	13%	5%	4%	4%
Increased cleanliness of the Municipality (graffiti removal, vandalism, etc)	12%	2%	4%	6%
More emphasis on 'rural' growth	9%	2%	3%	4%
Improvements in the appearance / beautification of the Municipality	8%	2%	3%	3%
More emphasis on arts, culture and major events	6%	1%	2%	3%
Increased efforts to attract immigrants / new residents	6%	1%	2%	3%
Reduced regulations	6%	1%	1%	4%
New convention centre	5%	1%	1%	3%
Other	7%	3%	2%	2%

While a change in the tax structure (tax reform) receives the most first priority votes (18%), improvements to the roadway system are a clear favourite when the top 3 choices are combined (51%). Investments in public transit (40%) received the next greatest number of "top 3" votes, followed by tax reform (29%) and increased public safety (29%).

How effective is HRM in managing the components of a vibrant economy? Residents are most positive about HRM's efforts to attract tourists and major events (58% and 49% satisfied, respectively). Far fewer are satisfied with efforts to attract business (24%), immigrants (19%) or young professionals (19%), with a high proportion in each case expressing a neutral opinion or saying they are unsure. In the case of young professionals, a slightly higher number of residents are actually dissatisfied than satisfied with the HRM's efforts in this area.

Table 8: **Satisfaction with efforts to ensure economic prosperity**

	Very Unsatisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Undecided/ No opinion	Mean
The efforts of the Municipality in attracting major events (e.g. large concerts, national sporting competitions)	4%	9%	21%	36%	22%	8%	3.7
The efforts of the Municipality in attracting tourism / visitors	4%	11%	28%	37%	12%	8%	3.5
The efforts of the Municipality in attracting immigrants	4%	13%	28%	13%	6%	35%	3.1
The efforts of the Municipality in attracting business	5%	15%	36%	20%	4%	21%	3.0
The efforts of the Municipality in attracting young professionals	6%	19%	34%	14%	4%	22%	2.9

2.1.7 Municipal Taxation

Only 19% of HRM residents believe they are receiving good value for their property taxes. More than one-third disagrees (36%). Another three in ten (31%) have a neutral opinion, and a further 14% are unsure.

Among those who feel they are getting their money's worth, snow removal services (31%), police/fire/ambulance/911 services (24%) and waste management services (21%) are the largest contributors to a general feeling of satisfaction.

More than one quarter (28%) of the people who are dissatisfied with the value they receive for their tax dollars cite increasing and "unfair" rates. An additional 19% identify the poor condition and maintenance of roads as the cause of their dissatisfaction while an additional 16% mention poor bus service.

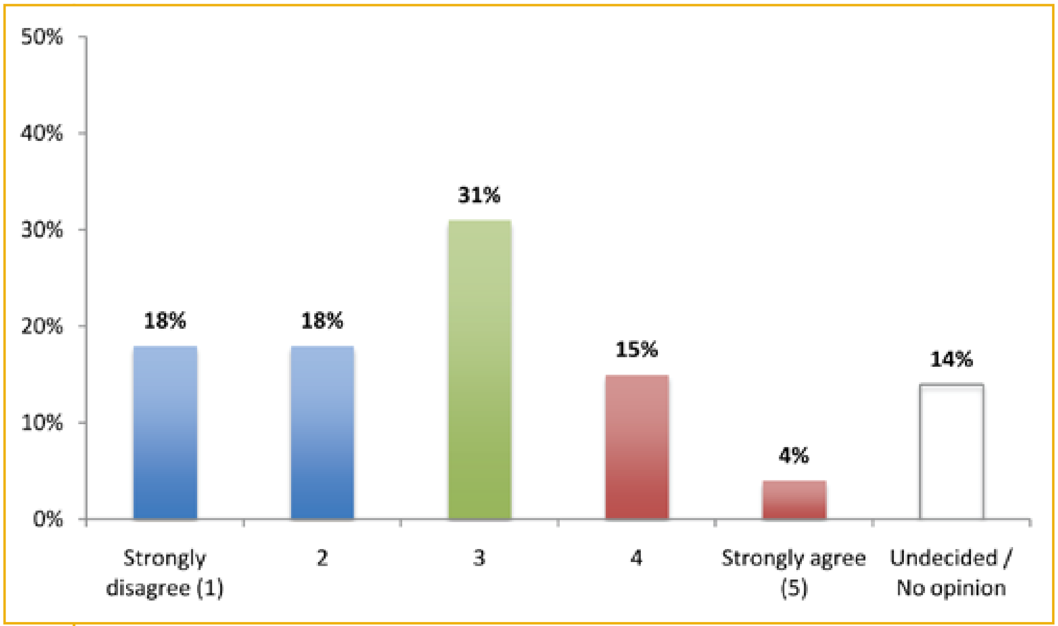


Figure 5: **Perceptions of receiving good value for tax dollars**

2.1.8 Tax Rates

When it comes to tax rates, respondents are largely unsupportive of significant changes. Very few residents are open to either a large increase (1%) or large decrease (3%) in the tax levels in return for a corresponding increase or decrease in services.

Instead, residents are most likely to support the same level of taxation, with either no change in services (13%) or a shift in funding between services (32%).

Meanwhile, a total of 19% of residents would support an increase in taxes (small, moderate or large) in exchange for a corresponding shift in the level of services, and 11% would prefer decreases in taxation with the same trade-off.

Table 9: **Tax levels vs. service levels**

Small increase taxes / small improvement in services	11%
Moderate increase taxes / moderate improvement in services	7%
Large increase taxes / large improvement in services	1%
Small decrease taxes / small decrease in services	5%
Moderate decrease taxes / moderate decrease in services	3%
Large decrease taxes / large decrease in services	3%
Same taxes / same services	13%
Same taxes / shift funds between services	32%
No opinion	11%
Don’t know	14%

2.2 Public Safety

2.2.1 Opinions of Public Safety

Slightly more than half of HRM citizens say they feel personally safe in HRM (52%). Significantly more – 76% - say they feel safe in the community where they live. More than seven-tenths (71%) of people feel safe walking in downtown Halifax during the day – but less than one-quarter feel safe doing so at night (22%).

What elements contribute to a feeling of vulnerability in HRM? Residents cite an increase in violent crime (17%), drug-related crime (13%), robberies/theft/breaking and entering (10%) and a lack of police patrol presence (10%) as major contributors.

In fact, less than half of respondents – 47% - feel satisfied with both the visibility and the quality of policing in their community. At the same time, a higher number - 62%- report feeling confident in the ability of the police force to respond to an emergency in a timely manner. At 82%, confidence in the fire service's emergency response abilities is even higher.

Table 10: **Public safety in the HRM**

	Strongly disagree (1)	(2)	(3)	(4)	Strongly agree (5)	Undecided/ No opinion	Mean
I am confident that the Fire Department will respond to emergencies in a timely and efficient manner	2%	3%	10%	32%	50%	3%	4.3
In general, I feel personally safe in the community where I live	2%	6%	16%	39%	37%	<1%	4.0
I feel safe walking downtown Halifax alone in the daytime	4%	7%	17%	36%	35%	2%	3.9
I am confident that the police will respond to emergencies in a timely and efficient manner	5%	10%	21%	35%	27%	3%	3.7
In general, I feel personally safe in HRM	5%	13%	30%	36%	16%	1%	3.4
I am satisfied with the quality of policing in my community	8%	13%	28%	31%	16%	2%	3.4
I am satisfied with police visibility and presence in my community	9%	15%	27%	32%	15%	2%	3.3
I feel safe walking downtown Halifax alone in the evening	32%	24%	19%	15%	7%	4%	2.4

2.2.2 Victims of Crime

Less than one-fifth (17%) of HRM residents report that they or a family member have been a victim of a property crime within the past 12 months. Far fewer – 3% - report that they or a family member have been the victim of a violent crime over this time period.

Those who report that they or a family member have been a victim of a crime are less likely to report that they feel personally safe in the HRM or their community, or to express confidence about police responsiveness and the quality and visibility of the police presence in their community. Being a victim of a violent crime seems to have a slightly greater impact on opinion on these questions than being the victim of a property crime, although we caution that the number of violent crime victims (or family members) in our sample is very small.

2.2.3 Importance and Satisfaction

The following table outlines the perceived importance of various municipal services related to public safety, and the degree to which residents are satisfied with those services.

Public Safety	Importance 1 = Very Unimportant 5 = Very Important N/A = No opinion / unsure							Satisfaction 1 = Very Dissatisfied 5= Very Satisfied N/A = No opinion / unsure						
	1	2	3	4	5	N/A	Mean	1	2	3	4	5	N/A	Mean
Firefighting services	1%	<1%	3%	10%	84%	2%	4.8	1%	2%	8%	30%	54%	5%	4.4
HRM's emergency / disaster preparedness	<1%	2%	10%	23%	60%	4%	4.5	2%	6%	20%	31%	13%	27%	3.7
Maintenance of existing infrastructure	1%	2%	8%	22%	65%	2%	4.5	11%	25%	36%	19%	4%	4%	2.8
Community Policing	1%	2%	11%	25%	56%	4%	4.4	5%	12%	29%	28%	14%	12%	3.4
Fire and public safety education programs	1%	3%	16%	26%	50%	4%	4.3	1%	3%	17%	34%	25%	20%	4.0
Building and fire inspection services	1%	3%	17%	30%	44%	6%	4.2	2%	6%	22%	24%	13%	32%	3.6
Communication regarding crime / criminal activity	1%	3%	16%	31%	47%	3%	4.2	7%	16%	34%	27%	8%	7%	3.1
Lighting (street lighting, bus stops, etc.)	1%	3%	16%	28%	47%	5%	4.2	6%	11%	27%	34%	17%	6%	3.5
Traffic law enforcement	2%	4%	20%	27%	43%	5%	4.1	8%	12%	28%	30%	14%	7%	3.3
Community safety initiatives	1%	4%	22%	32%	34%	7%	4.0	4%	13%	30%	22%	8%	23%	3.2
Availability of late night transportation options	4%	6%	18%	25%	37%	11%	4.0	17%	21%	20%	15%	7%	20%	2.7
Drop-in centres for at-risk youth	3%	6%	18%	24%	32%	17%	3.9	7%	11%	18%	9%	3%	51%	2.8
After-school programs for youth	4%	5%	17%	24%	34%	16%	3.9	7%	12%	18%	11%	3%	48%	2.8
Advocacy to the Province regarding social services for homeless people	4%	6%	17%	23%	34%	15%	3.9	9%	16%	22%	11%	5%	37%	2.8
Community grants for social services	4%	7%	21%	23%	26%	18%	3.8	4%	8%	20%	13%	5%	49%	3.1
Advocacy to the Province regarding social services for substance addicted persons	4%	7%	20%	23%	30%	16%	3.8	8%	13%	23%	11%	4%	42%	2.8
Traffic calming	4%	8%	21%	24%	26%	17%	3.7	7%	13%	26%	18%	8%	27%	3.1
By-law enforcement	3%	7%	26%	29%	26%	9%	3.7	9%	12%	28%	21%	8%	21%	3.1
Parking enforcement	7%	12%	27%	26%	22%	6%	3.5	11%	11%	28%	26%	12%	13%	3.2
Animal Services	10%	15%	25%	19%	20%	11%	3.3	4%	7%	23%	20%	11%	36%	3.4
Advocacy to the Province regarding social services for substance addicted persons	13%	13%	22%	15%	19%	17%	3.2	5%	10%	24%	14%	8%	38%	3.2

We used the mean importance and satisfaction scores to conduct a gap analysis. Subtracting the mean satisfaction rating from the importance rating created a gap score for each category. The logic behind this is that a larger gap would represent a more pressing area of concern for the municipality, i.e. it signals that there is a disparity between citizen expectations and government performance.

We have isolated the categories that yield a gap score of 1 or greater, and have displayed them in Table 11. The largest gap between perceived importance and satisfaction in this section is with respect to the maintenance of existing infrastructure, followed by the availability of late night transportation options.

Table 11: **Gap analysis of public safety services**

Public Safety	Importance Mean	Satisfaction Mean	Gap
Maintenance of existing infrastructure	4.5	2.8	1.7
Availability of late night transportation options	4.0	2.7	1.3
Communication regarding crime / criminal activity	4.2	3.1	1.1
Drop-in centres for at-risk youth	3.9	2.8	1.1
After-school programs for youth	3.9	2.8	1.1
Advocacy to the Province regarding social services for homeless people	3.9	2.8	1.1
Community policing	4.4	3.4	1.0
Advocacy to the Province regarding social services for substance addicted persons	3.8	2.8	1.0

2.3 Transportation and Mobility

2.3.1 Commute Characteristics

The majority of residents (53%) who participated in this study regularly commute to work or school. More than two-thirds do so with their own automobile or motorcycle (71%). Over one in six regular commuters take public transit (17%), while another 4% walk, and 4% commute by way of car pool.

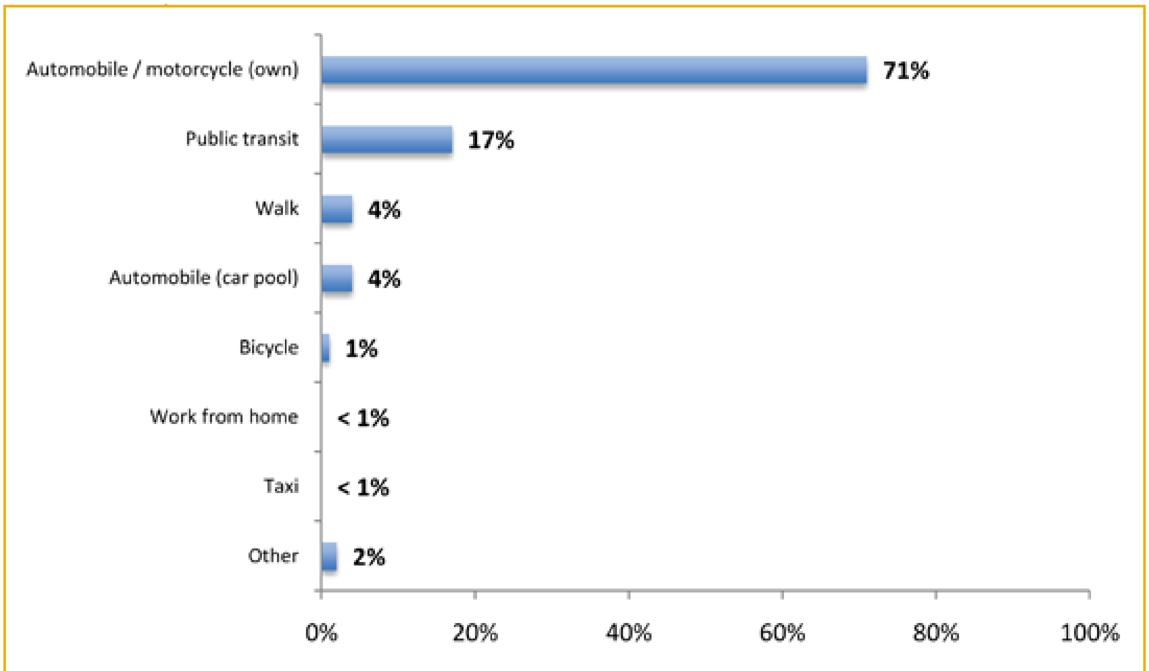


Figure 6: **Primary modes of travel to work/school among regular commuters (n=1273)**

Regular commuters report varying distances to travel to get to work or school with almost one third traveling more than 15 kilometres (32%). Almost one in five residents travel either between 11 and 15 kilometres (19%), between 6 and 10 kilometres (20%), or between 2 and 5 kilometres (17%). Less than one in ten say they travel less than 2 kilometres to reach their work or school (7%).

Residents were also asked to estimate the length of time for their average commute. The reported average is 25.8 minutes.

2.3.2 Public Transit Services

HRM residents identify several improvements that would encourage them to use public transit services more often. However, no one improvement is selected by more than half of the adult population.

Over four in ten states that increased service frequency (41%) would encourage them to use public transit on a more frequent basis, while 37% are looking for more reliable / on-time service. Nearly the same number state that direct or limited stop routes (35%), or added service to rural areas (28%) would encourage greater use. Less than one quarter of residents state that *nothing* would encourage them to use public transit services more (22%).

Table 12: **Improvements that would encourage more use of public transit services**

Increased service frequency	41%
Reliable / on-time service	37%
More direct or limited stop routes	35%
Added service to rural areas (i.e. Fall River)	28%
Stops closer to home or work	26%
Improved schedule information / access to schedule information	23%
Increased safety on board, at terminals & stops	23%
Fewer transfers	21%
Additional Park & Ride lots	20%
Additional shelters	19%
Additional urban core bus routes	18%
Improved / electronic / fare payment options	16%
Environmental concerns	15%
Additional designated fully bike rack accessible routes active transportation	10%
Additional designated fully accessible routes	9%
Nothing	22%
Other	16%

More than one in four residents say that they would be willing to pay more for improved transit services than the current prices of $2.25 per trip and $70 for monthly passes (28%). Less than four in ten (36%) state they would *not* want to pay more while almost three in ten (35%) say that they are unsure.

Among those who are willing to pay more, about three-quarters would want the cost included in transit fares (76%). Less than two in ten (15%) want the cost increase included in tax rates while even fewer (9%) would like to see the improvements funded through a decrease in funding for other services.

Residents were then asked to select which recently added service improvements may have influenced their decision to try public transit. Nineteen percent indicate the new MetroLink premium commuter service influenced their decision, while 17% name more Sunday / holiday and special event service and 14% point to the new on-board bus surveillance system for better security.

Table 13: **New services that influenced decision to try public transit**

New MetroLink premium commuter service	19%
More Sunday / holiday and special event service	17%
New on-board bus surveillance system for better security	14%
New MetroX rural commuter transit service	7%
New U-Pass program for 5 area universities	3%
None of the above	62%

2.3.3 Importance and Satisfaction

The following table outlines the perceived importance and satisfaction of various municipal services related to transportation and mobility.

Transportation & Mobility	Importance 1 = Very Unimportant 5 = Very Important N/A = No opinion / unsure							Satisfaction 1 = Very Dissatisfied 5= Very Satisfied N/A = No opinion / unsure						
	1	2	3	4	5	N/A	Mean	1	2	3	4	5	N/A	Mean
Maintenance of streets and roads	2%	2%	7%	22%	63%	4%	4.5	20%	25%	29%	15%	7%	4%	2.6
Snow and ice control / removal	2%	2%	5%	22%	66%	3%	4.5	12%	14%	27%	31%	14%	2%	3.2
Ease of travel by car	2%	2%	11%	26%	54%	5%	4.3	2%	8%	28%	37%	18%	7%	3.6
Ease of pedestrian travel	4%	5%	14%	26%	43%	8%	4.1	6%	9%	30%	30%	13%	12%	3.4
Parking availability	3%	4%	13%	26%	44%	9%	4.1	17%	23%	23%	14%	5%	18%	2.6
Ease of finding parking down-town	4%	5%	14%	24%	44%	8%	4.1	34%	26%	18%	7%	4%	11%	2.1
Managing rush hour traffic	3%	4%	14%	28%	42%	9%	4.1	12%	18%	32%	17%	7%	14%	2.9
Traffic signal timing / signal coordination	2%	4%	19%	29%	35%	10%	4.0	7%	13%	27%	30%	12%	11%	3.3
Transit service frequency	5%	3%	17%	25%	34%	16%	4.0	8%	13%	27%	15%	6%	30%	3.0
Bus route coverage	5%	4%	14%	23%	38%	16%	4.0	13%	15%	21%	17%	7%	27%	2.9
Transit terminal and bus stop safety	6%	4%	13%	23%	37%	18%	4.0	5%	11%	25%	16%	7%	37%	3.1
Metro Transit services	6%	5%	17%	25%	33%	16%	3.9	5%	10%	29%	24%	7%	25%	3.2
Ease of travel by bus	7%	5%	17%	23%	35%	12%	3.8	8%	13%	29%	22%	7%	20%	3.1
Ease of movement using a wheelchair/scooter	10%	4%	11%	13%	23%	38%	3.6	5%	8%	12%	5%	2%	67%	2.7
Fully-accessible bus routes	9%	5%	14%	20%	23%	29%	3.6	4%	6%	16%	12%	6%	57%	3.2
Bus service to rural areas	10%	5%	14%	20%	26%	25%	3.6	15%	13%	14%	8%	4%	47%	2.5
Harbour Ferry network	7%	5%	19%	23%	21%	25%	3.6	2%	5%	19%	24%	12%	38%	3.6
Park and Ride facilities	8%	7%	16%	21%	22%	26%	3.6	5%	9%	19%	11%	5%	50%	3.0
Widening of congested major streets	9%	8%	21%	24%	27%	12%	3.6	11%	16%	29%	17%	8%	19%	2.9
Reversing lanes on busy streets	7%	7%	23%	24%	21%	19%	3.6	6%	11%	25%	20%	10%	28%	3.2
Active transportation routes	10%	8%	16%	18%	23%	25%	3.5	16%	18%	17%	9%	3%	37%	2.5
Availability of taxis	7%	9%	22%	23%	22%	17%	3.5	5%	10%	25%	21%	10%	29%	3.3
Ease of travel by bicycle	14%	9%	17%	17%	21%	22%	3.3	17%	19%	20%	7%	3%	35%	2.4
Access-A-Bus	11%	7%	11%	14%	18%	40%	3.3	3%	4%	10%	7%	4%	73%	3.2
Transit terminal amenities	9%	10%	24%	19%	14%	24%	3.3	7%	12%	20%	11%	5%	45%	2.9

Again, we used the mean importance and satisfaction scores to conduct a gap analysis for each municipal service listed in the table above. The larger the gap score, the larger the gap between citizen expectations and government performance.

The categories that yield a gap score of 1 or greater are shown in Table 14.

Table 14: **Gap analysis of transportation and mobility services/issues**

Transportation and Mobility	Importance Mean	Satisfaction Mean	Gap
Ease of finding parking downtown	4.1	2.1	2.0
Maintenance of streets and roads	4.5	2.6	1.9
Parking availability	4.1	2.6	1.5
Snow and ice control / removal	4.5	3.2	1.3
Managing rush hour traffic	4.1	2.9	1.3
Bus route coverage	4.0	2.9	1.1
Bus services to rural areas	3.6	2.5	1.1
Transit service frequency	4.0	3.0	1.0
Active transportation routes	3.5	2.5	1.0

The largest gap is the with respect to ease of finding parking downtown (2.0), followed very closely by the maintenance of streets and roads (1.9). The latter category, it should be noted, has a higher average importance rating. Parking availability registered the third highest gap score in the transportation and mobility service area (1.5).

2.4 Recreation, Leisure, and Culture

2.4.1 Activity Participation

Nine in ten (90%) residents visit a major park in the HRM *at least* once or twice per year. Just under eight in ten (78%) attend a festival or civic event or an event at the Metro Centre (77%). Nearly that many visit an HRM public library, mobile library or library website at least once during the year (73%).

Slightly fewer HRM residents participate in a recreation or leisure program (64%), attend a cultural presentation (61%), or watch an activity at a community centre or hall, recreational facility, arena, pool, or other sports facility (60%) at least once in a given year. Almost half of the HRM adult population (48%) participates in an event or activity at one of HRM's playgrounds, sports fields or ball diamonds at the same frequency (see Table 12).

The Halifax Metro Centre (20%), Cole Harbour Place (15%) and the Dartmouth Sportsplex (15%) rank as the most frequented recreational venues in the HRM.

Table 15: **Participation in recreational, leisure, cultural activity**

	Once or twice per year	Once every 2-3 months	Once per month	At least once per week	Daily	Never
Visited a major park (Shubie, Point Pleasant, Halifax Public Gardens)	37%	20%	21%	10%	3%	10%
Taken a walk in either downtown Halifax or Dartmouth	26%	21%	18%	13%	5%	18%
Attended a festival or civic event (such as Natal Day or Bedford Days)	56%	16%	5%	1%	<1%	22%
Attended an event at the Metro Centre	53%	19%	4%	1%	<1%	23%
Visited an HRM public library, mobile library or library website	27%	15%	17%	12%	2%	27%
Used one of the HRM trails for leisure or transportation	24%	15%	18%	11%	3%	29%
Participated in a recreation or leisure program	24%	8%	8%	20%	5%	36%
Attended a cultural presentation, such as a theatre production, or gallery in HRM	39%	13%	8%	1%	<1%	39%
Was a spectator at an activity or event at a community centre or hall, recreational facility, arena, pool, or other sports facility	30%	14%	7%	8%	1%	40%
Participated in an activity or event at a community centre or hall, recreation facility, arena, pool, or other sports facility	23%	10%	8%	15%	2%	41%
Participated in an event or activity at one of HRM's playgrounds, sports field or ball diamond	24%	9%	6%	7%	1%	52%

2.4.2 Access to Facilities and Programs

One fifth of respondents say they find it difficult to access certain recreation facilities in HRM (21%). The cost of both recreation programs and facility visits are the most significant barriers (52% and 46% respectively). A lack of facilities within easy commuting distance also discourages participation (40%).

Three in five residents (59%) said they'd like to see HRM invest in a balance of different sized facilities throughout the municipality. Less than two in ten (18%) say they prefer smaller but more recreational facilities while 6% say larger but less.

Table 16: **Reasons for difficulty accessing recreation facilities (n=504)**

Recreation programs cost too much (registration costs too expensive)	52%
Costs too much to visit facilities	46%
No facilities within a reasonable distance from my home / takes too long to get there	40%
No transit services to local facilities	25%
Facilities are not open during times I can use them	22%
No recreation programming of interest to me	19%
Recreation facilities are not accessible to me (not disabled – friendly)	10%
Other (please specify):	7%

2.4.3 Importance and Satisfaction

The following table outlines the perceived importance and satisfaction of various municipal services related to recreation, leisure and culture.

Recreation, Leisure and Culture	Importance 1 = Very Unimportant 5 = Very Important N/A = No opinion / unsure							Satisfaction 1 = Very Dissatisfied 5= Very Satisfied N/A = No opinion / unsure						
	1	2	3	4	5	N/A	Mean	1	2	3	4	5	N/A	Mean
Parks (e.g. Shubie Park, Point Pleasant)	2%	2%	12%	28%	49%	7%	4.3	1%	2%	21%	38%	28%	10%	4.0
Public open / green spaces (e.g. Grand Parade, Halifax Commons)	2%	3%	15%	28%	46%	7%	4.2	1%	3%	24%	37%	23%	11%	3.9
Library facilities	3%	3%	14%	24%	45%	11%	4.2	2%	4%	17%	32%	27%	18%	4.0
Accessibility of recreation facilities and parks	2%	3%	15%	27%	45%	8%	4.2	2%	4%	24%	35%	22%	13%	3.8
Library collection and services	4%	3%	14%	25%	39%	15%	4.1	1%	3%	16%	29%	25%	26%	4.0
Bicycle paths, trails and walking paths	3%	4%	14%	26%	42%	10%	4.1	1%	9%	24%	28%	15%	18%	3.5
Beaches and waterfront areas	2%	3%	16%	29%	41%	9%	4.1	4%	8%	28%	32%	16%	13%	3.6
Indoor community recreation facilities	3%	5%	18%	28%	35%	10%	4.0	4%	7%	28%	28%	14%	20%	3.5
Outdoor recreation facilities	3%	5%	17%	29%	35%	11%	4.0	2%	5%	30%	28%	13%	22%	3.6
Programs for adults	4%	4%	18%	27%	29%	18%	3.9	3%	7%	24%	21%	8%	37%	3.4
Programs for senior adults	5%	4%	15%	24%	33%	18%	3.9	3%	6%	19%	15%	7%	51%	3.4
Community events and festivals	3%	4%	22%	34%	28%	10%	3.9	1%	3%	29%	34%	17%	17%	3.8
Programs for disabled	8%	5%	13%	19%	29%	27%	3.8	3%	5%	12%	6%	3%	72%	3.1
Programs for economically disadvantaged persons and families	7%	4%	14%	20%	29%	25%	3.8	5%	8%	13%	7%	3%	64%	2.9
Concerts and major cultural events	5%	5%	23%	29%	26%	12%	3.8	2%	5%	25%	33%	18%	17%	3.7
Playgrounds	7%	7%	17%	25%	29%	16%	3.7	1%	5%	23%	25%	13%	33%	3.6
Programs for children (0-12 years)	10%	5%	12%	18%	28%	28%	3.7	2%	4%	14%	12%	5%	63%	3.4
Programs for youth (13-19 years)	10%	5%	11%	18%	29%	27%	3.7	3%	6%	14%	8%	4%	64%	3.1
Sports fields and ball diamonds	7%	9%	18%	24%	26%	16%	3.6	5%	4%	25%	27%	12%	30%	3.6
Major sporting events	8%	8%	22%	28%	22%	14%	3.6	1%	4%	23%	28%	17%	27%	3.8
Opportunities for cultural expression	7%	8%	23%	23%	19%	19%	3.5	1%	4%	23%	23%	12%	37%	3.6
Arts and Cultural facilities	6%	8%	23%	24%	20%	18%	3.5	2%	6%	24%	26%	11%	31%	3.6
Public art	8%	11%	25%	19%	17%	20%	3.3	2%	7%	24%	19%	10%	38%	3.4
Arts Programming	8%	10%	25%	18%	16%	23%	3.3	2%	6%	23%	15%	7%	47%	3.4
Skateboard / bike parks	14%	10%	20%	14%	13%	29%	3.0	2%	4%	18%	11%	7%	59%	3.4

As in the public safety and transportation and mobility sections, we used the mean importance and satisfaction scores to conduct a gap analysis for each municipal service listed in the table above.

In contrast to the other municipal service areas, all of the gap scores were less than 1. The highest gap score was for programs for economically disadvantaged persons and families (0.9).

Where the categories were comparable, we explored the connection between frequency of participation in various recreational activities and services and satisfaction with the same. There is a positive connection between the frequency of major park visitation and satisfaction; i.e. satisfaction tends to increase with the rate of use. The same is true with library services. Those who report more frequent use of the library system tend to report a higher level of satisfaction with both library facilities and library collection and services.

The opposite is true when we examined the relationship between attendance at cultural presentations and satisfaction in two related areas - public art and arts programming. In these cases, residents who attend a higher number of cultural presentations per year tend to be less satisfied with government service in these two areas.

2.5 Community Infrastructure

2.5.1 Capital Project Priorities

When asked to rate their top three capital project priorities, more than half of HRM residents (53%) listed improved road conditions somewhere in their top three. This was also the clear first priority listed by HRM residents (27%).

Table 17: **Capital project priorities**

	Total Mentions	First Mention	Second Mention	Third Mention
Improve condition of streets / roads	53%	27%	16%	10%
Improve / upgrade / expand sewer / water infrastructure (rainwater, sewage, etc.)	31%	13%	11%	7%
Upgrade major roadways to provide increased capacity	31%	10%	9%	12%
Active transportation improvements (e.g. bike lanes, trails, sidewalks)	26%	10%	8%	8%
Redevelopment of downtown core – Halifax	22%	8%	7%	7%
More buses so that service can be expanded to new areas	22%	5%	9%	8%
More buses on existing routes to improve services	16%	5%	7%	4%
Redevelopment of downtown core – Dartmouth	15%	4%	5%	6%
Construction of new sidewalks / upgrades to existing sidewalks	12%	3%	4%	5%
Improve existing recreation facilities	12%	2%	5%	5%
New indoor recreation facilities	10%	2%	4%	4%
New Convention Centre	9%	2%	3%	4%
New Metro Centre	9%	2%	3%	4%
New outdoor recreation facilities (e.g. parks, spray pools, etc)	8%	1%	3%	4%
Expanding the harbour ferry network	7%	1%	2%	4%
New fire stations	5%	1%	2%	2%
Municipal museum	3%	<1%	1%	2%
Other	8%	3%	2%	3%

About three in ten residents name improvements to sewer and water infrastructure (31%), and the same number listed upgrades to major roadways in their top three. Active transportation improvements (such as bike lanes, trails and sidewalks) also place high on the list (26%)(see Table 17).

2.5.2 Heritage and development

Much has been made of the heritage versus development debate in HRM, but residents express a decidedly measured view on the subject. Relatively few residents believe that the HRM should always place the highest priority on either heritage (12%) or development (8%) *alone* when reviewing applications for new construction.

Instead, a majority believe in a mixed approach with either a heritage (37%) or development (26%) preference. Another 8% are neutral on the subject, and 9% are unsure where the highest priority should lie.

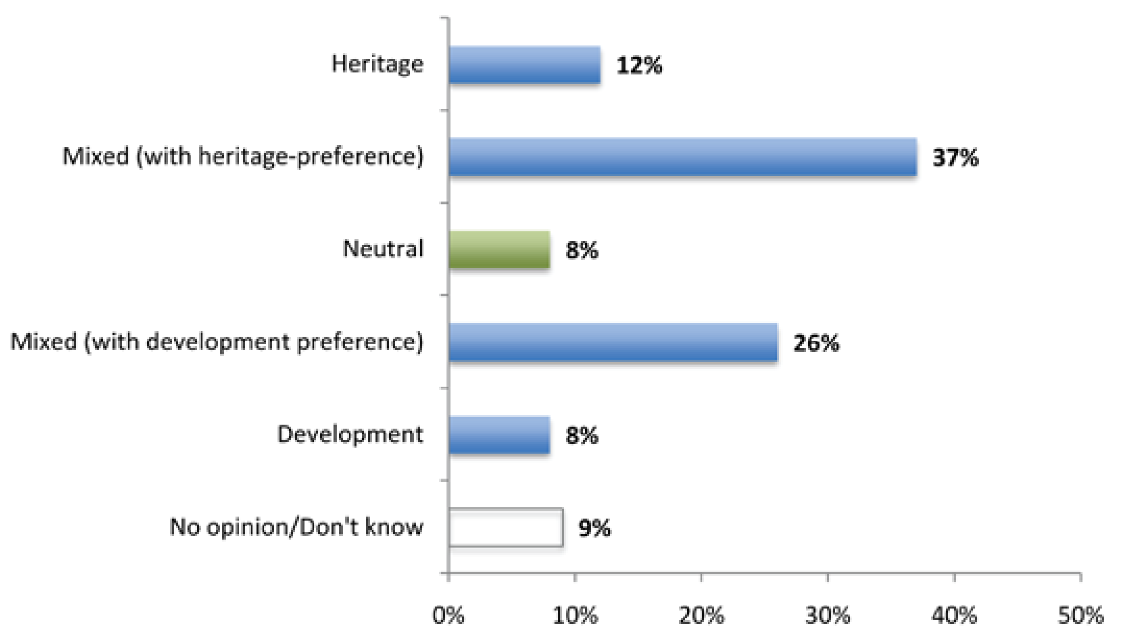


Figure 7: **Heritage vs. Development**

In total, nearly half (49%) express a preference for placing all or some priority on heritage when the HRM is faced with these decisions, while a total of 34% fall on the pro-development side of the issue.

2.5.3 Importance and Satisfaction

The following table outlines the degree of importance that residents attached a range of municipal infrastructure, maintenance and environmental services, and their level of satisfaction with each.

Municipal Infrastructure, Maintenance and Environmental Services	Importance 1 = Very Unimportant 5 = Very Important N/A = No opinion / unsure							Satisfaction 1 = Very Dissatisfied 5= Very Satisfied N/A = No opinion / unsure						
	1	2	3	4	5	N/A	Mean	1	2	3	4	5	N/A	Mean
Quality of drinking water	2%	1%	2%	7%	83%	5%	4.8	3%	3%	11%	28%	44%	10%	4.2
Snow and Ice removal (streets)	1%	1%	6%	23%	66%	3%	4.6	9%	13%	26%	33%	16%	3%	3.4
Garbage collection	1%	1%	8%	27%	61%	3%	4.5	3%	4%	19%	35%	37%	3%	4.0
Recycling collection	1%	1%	9%	27%	59%	3%	4.5	2%	4%	18%	35%	38%	3%	4.1
Green cart collection	1%	1%	9%	265	59%	3%	4.5	3%	4%	17%	34%	39%	3%	4.1
Wastewater treatment	1%	2%	9%	20%	59%	9%	4.5	25%	19%	23%	11%	5%	17%	2.4
Timely pothole repairs	1%	3%	10%	26%	58%	3%	4.4	27%	34%	25%	9%	3%	3%	2.3
Sidewalk Snow removal (streets)	2%	2%	9%	25%	53%	9%	4.4	9%	11%	24%	24%	15%	18%	3.3
Overall pavement condition	1%	2%	12%	32%	50%	3%	4.3	13%	27%	37%	17%	3%	2%	2.7
Street lighting	2%	3%	13%	30%	49%	3%	4.3	4%	10%	33%	35%	16%	2%	3.5
Litter control / Cleanliness	1%	2%	16%	355	43%	45	4.2	12%	21%	35%	22%	6%	4%	2.9
Sidewalk repair	2%	4%	17%	34%	375	6%	4.1	4%	11%	32%	30%	9%	13%	3.3
Addressing dangerous / unsightly properties	2%	4%	20%	32%	36%	6%	4.0	11%	20%	31%	15%	6%	18%	2.8
Quantity of existing sidewalks	2%	3%	20%	33%	35%	7%	4.0	5%	11%	33%	31%	10%	10%	3.3
Street cleaning	2%	6%	23%	34%	31%	5%	3.9	5%	11%	32%	31%	12%	8%	3.4
Public washrooms	2%	6%	22%	28%	30%	12%	3.9	11%	19%	28%	13%	5%	25%	2.8
Graffiti removal	3%	6%	28%	31%	25%	7%	3.7	6%	15%	34%	23%	6%	16%	3.1
Community Beautification (Floral displays, landscaping, etc.)	3%	7%	32%	31%	21%	6%	3.6	3%	9%	32%	31%	15%	10%	3.5
Planning and Economic Development	1	2	3	4	5	N/A	Mean	1	2	3	4	5	N/A	Mean
Public access along waterfronts	2%	2%	16%	29%	43%	8%	4.2	3%	6%	23%	36%	21%	11%	3.8
Economic development	2%	2%	16%	28%	39%	13%	4.1	6%	12%	37%	18%	4%	23%	3.0
Public consultation on planning issues	2%	3%	18%	31%	34%	13%	4.1	7%	12%	29%	21%	6%	25%	3.1
Planning for community amenities / services	1%	3%	17%	31%	34%	14%	4.1	6%	10%	32%	19%	5%	28%	3.1
Public consultation on community issues	2%	2%	17%	30%	37%	12%	4.1	7%	12%	32%	20%	6%	23%	3.1
Design of streets, public spaces and boulevards	1%	3%	21%	32%	31%	10%	4.0	7%	14%	36%	22%	6%	15%	3.1
New commercial development	3%	5%	22%	28%	28%	14%	3.8	6%	13%	34%	20%	5%	21%	3.1
Heritage conversation	5%	7%	23%	25%	30%	9%	3.8	6%	11%	33%	23%	8%	19%	3.2
New residential development	4%	6%	25%	29%	23%	13%	3.7	5%	12%	35%	23%	6%	19%	3.2
Business licensing	4%	6%	22%	19%	16%	33%	3.5	3%	4%	22%	11%	4%	56%	3.2

Again, a gap score was created for each service by subtracting the mean importance rating from the satisfaction level. Those categories where the gap score equals 1 or greater are listed in Table 17.

Table 18: **Gap analysis of Municipal infrastructure & services / Planning & Econonomic Development**

Municipal Infrastructure and Services	Importance Mean	Satisfaction Mean	Gap
Timely pothole repairs	4.4	2.3	2.1
Wastewater treatment	4.5	2.4	2.1
Overall pavement condition	4.3	2.7	1.6
Litter control / cleanliness	4.2	2.9	1.3
Addressing dangerous / unsightly properties	4.0	2.8	1.2
Snow and ice removal (streets)	4.6	3.4	1.2
Sidewalk snow removal (streets)	4.4	3.3	1.1
Public washrooms	3.9	2.8	1.1
Planning and Economic Development	**Importance Mean**	**Satisfaction Mean**	**Gap**
Economic development	4.1	3.0	1.1
Public consultation on planning issues	4.1	3.1	1.0
Planning for community amenities / services	4.1	3.1	1.0
Public consultation on community issues	4.1	3.1	1.0

In the municipal infrastructure and services category, timely pothole repairs (2.1) and wastewater treatment (2.1) received the highest gap scores. In fact, these were the highest gaps score registered for the entire survey. Overall pavement condition (1.6) is not too far behind.

In the Planning and Economic Development category, economic development (1.1), public consultation on planning issues (1.0), public consultation on community issues (1.0) and planning for community amenities / services (1.0) were the only areas where gap scores reach the 1.0 threshold.

2.6 Respect for the Environment

2.6.1 Opinions of Environmental Issues

For the listed environmental areas (see Table 19) HRM residents place the highest ratings on the quality of HRM drinking water (71% good (4) or very good (5), and a mean rating of 4.2) and the air quality in their community (79%, mean of 4.1). The water quality of rivers, streams and lakes (57%, mean of 3.7) is also highly rated. At the other extreme, 75% rate the water quality of Halifax Harbour as poor (2) or very poor (1), with an average score of only 1.7.

Table 19: **Opinions of environmental areas**

	Very Poor (1)	(2)	(3)	(4)	Very Good (5)	Undecided/ No opinion	Mean
The quality of HRM drinking water	2%	4%	12%	30%	41%	10%	4.2
The air quality in your community	1%	3%	16%	39%	40%	2%	4.1
The water quality of rivers, streams, and lakes in your community	3%	7%	24%	37%	20%	9%	3.7
The effort of the Municipality in protecting the environment	9%	18%	34%	23%	8%	8%	3.0
The effort of the Municipality in promoting energy efficiency initiatives	9%	18%	33%	22%	7%	12%	3.0
The effort of the Municipality in promoting renewable energy use	11%	19%	30%	19%	6%	15%	2.9
HRM's efforts to improve the water quality in the harbour	23%	21%	23%	18%	12%	3%	2.7
The water quality in the harbour	53%	22%	15%	4%	1%	6%	1.7

The condition of the Halifax Harbour – and the status of the Harbour Solutions Project – is the most pressing environmental concern for HRM residents by a significant margin (49%). A further 10% cited sewage treatment in general as the major environmental priority. Air quality, wastewater treatment and water quality each captured 6% of the responses.

A majority (55%) of HRM residents favour investments in alternative energy sources for municipal buildings – even if these sources are more expensive than non-renewable fuel sources. Two in ten (20%) say they do not favour investment while another 25% don't know.

2.6.2 Recycling / Composting

Almost two-thirds of residents receive HRM's "Naturally Green" newsletter (65%); close to half (46%) of this group say reading the newsletter has prompted them to make changes in the way they manage waste. A vast majority of residents – 96% - say either they or someone in their household is currently participating in the Blue Bag and Paper Recycling program.

Table 20: **Reasons for not participating in the Blue Bag or Paper Recycling program (n=63)**

Too many stipulations / restrictions on recycling	42%
Too messy / concerned about pests	34%
No space to store recyclables	22%
Live in an apartment not serviced by the program	22%
Need more program information	19%
Don't know anything about recycling program / don't know how	16%
Too time consuming / can't be bothered	15%
No convenient depot to return recyclables	13%
Do not believe in recycling / recycling not important	11%
No answer / no opinion	10%
Nothing to recycle / re-use / compost everything	7%
Other (please specify):	18%

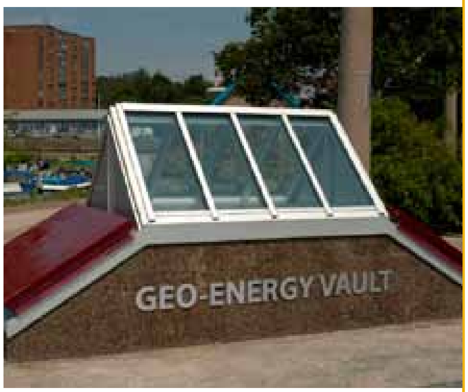
Among the small number of respondents who do not participate in this program, 42% say too many restrictions on recycling is to blame for their lack of participation. One-third say recycling is "messy" and attracts pests (34%). More than one-fifth said they either live in an apartment not serviced by the program, or have no space to store recyclables (22% each).

Nine-tenths (89%) of HRM residents say their household participates in the Green Cart Composting program. Among the non-participants, 41% cite concerns over the mess, 30% live in an apartment building with no access to green carts and 26% say they have no space to store compost.

Table 21: **Reasons for not composting in green cart (n=237)**

Too messy / Concerned about pests	41%
Live in an apartment with no access to green carts	30%
No space to store compost	26%
Too many stipulations / restrictions on composting	14%
Already have a backyard composter / already compost	12%
Too time consuming / Can't be bothered	10%
Don't know anything about composting program / Don't know how	9%
Need more program information	7%
Do not believe in composting / Composting not important	4%
Live in a rural area / compost not picked up often enough	3%
No green cart / unable / unsure how to get a green cart	2%
Do not have enough waste	2%
No answer / No opinion	7%
Other (please specify):	7%

2.6.3 Environmental Protection Priorities



When residents are asked to identify their top three environmental protection priorities (see Table 22), 51% include improving Halifax Harbour's water quality on their list. This is also the clear first priority for residents (26%).

In a related finding, 45% cited upgrades to wastewater treatment facilities among their top three. More than three in ten place some degree of priority on ensuring that all new HRM facilities and buildings use or investigate alternative energy sources (31%). The same number include managing development to reduce the cutting of trees on their list of environmental protection priorities.

Table 22: **Environmental protection priorities**

	Total Mentions	First Mention	Second Mention	Third Mention
Improve water quality in our harbour	51%	25%	15%	11%
Expand / upgrade wastewater treatment facilities	45%	16%	12%	7%
Ensure that all new HRM facilities and buildings use or investigate alternative energy sources such as solar, wind or ground heat	31%	10%	10%	11%
Manage development to reduce the cutting of trees and loss of green space	31%	8%	10%	13%
Improve major roadways to reduce delay and carbon emissions	30%	12%	11%	7%
Improve the solid waste management programs (garbage, recycling, organics) to encourage less waste and lower landfill costs	27%	7%	11%	9%
Provide incentives to use public transit	24%	5%	8%	11%
Ensure that all new vehicles purchased by HRM are environmentally friendly and low-emission (e.g. hybrid technology, small vehicles, bio-fuel, etc.)	17%	4%	7%	6%
Solar / LED street and traffic lighting	16%	2%	5%	9%
Invest in ways to improve the cleanliness of HRM's beaches and lakes	13%	2%	5%	6%
Ban the sale of pesticides / herbicides at HRM retail stores	12%	4%	3%	5%
Develop disincentives to driving and driving alone	10%	4%	3%	3%
Don't know / No Opinion	0%	0%	0%	0%
Other	2%	1%	<1%	1%

2.7 Communication with the Municipality

2.7.1 Source and Frequency of Information

The newspaper and TV are the most common sources of information for what is happening in the HRM at 56% and 54%, respectively. Nearly four in ten (37%) residents list the radio as a major information source, while 16% rely mostly on the Internet.

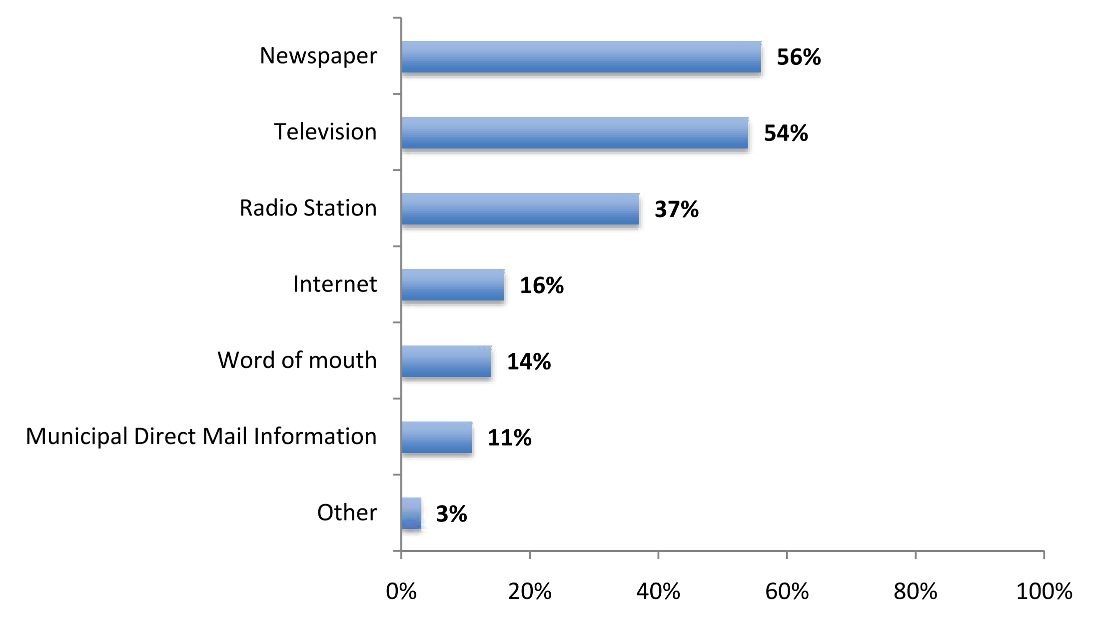


Figure 8:
Sources of Information about HRM

Two-thirds (66%) of residents say they *prefer* to receive HRM-related news via the media, while 32% said they would appreciate newsletters and direct mail. A further 18% prefer to get information via email.

More than two-thirds of HRM residents say they would be open to hearing from the Municipality every one to three months (70%). Residents are most likely to be looking to learn more about development and construction projects (9%), how taxpayers' money is being spent (6%), what Council is doing (5%) and results of Council meetings (5%).

2.7.2 Satisfaction with Municipal Government Communication

More than two-fifths (43%) of HRM adults have a neutral ("3" on a 5-point scale) opinion of the effectiveness of HRM's communication efforts; 17% say they are dissatisfied, while 35% are satisfied with these efforts.

In terms of specifics, residents are most satisfied with HRM's Visitor Information Centre (3.7 average) and the HRM's call centre (3.7), followed closely by Customer Service Centres and the ease of conducting business on the HRM website (3.6 each). It should be noted that a large percentage of HRM residents expressed no opinion, or were undecided on these services. HRM's website also received a high level of no opinion

/ undecided responses with 51% of residents responding this way to the use of the website for paying bills / property taxes, and 35% provides no opinion on the content of the website.

The lowest scores were reserved for public consultation on HRM initiatives (2.9) (see Table 23 for full list), and for the information provided by the municipality on how to become involved in community life.

It is interesting to note that while residents give lower ratings to HRM's direct communications, significantly more citizens provided a rating on these services, suggesting that while residents may not be satisfied with the message or effectiveness of communicating with the residents, they are at least aware that the organization is trying to engage with the public.

Table 23: **Perceptions of HRM's effectiveness in communicating with public**

	Very Unsatisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Undecided/ No opinion	Mean
HRM's Call Centre (490-4000)	2%	4%	17%	20%	17%	40%	3.7
HRM's Visitor Information Centres	1%	3%	18%	19%	10%	49%	3.7
HRM's Customer Service Centres	2%	4%	20%	21%	12%	41%	3.6
The ease of conducting business on the HRM website (e.g. paying bills / property taxes)	2%	4%	17%	16%	10%	51%	3.6
The content on HRM's website (e.g. accuracy, completeness, etc.)	3%	9%	25%	21%	8%	35%	3.4
The ease of finding what you're looking for on the HRM website (www.halifax.ca)	4%	9%	26%	24%	9%	29%	3.3
The communication efforts of the Municipality	5%	12%	43%	24%	6%	9%	3.2
The information provided by the municipality on how to become involved in community life (e.g. public meetings volunteer opportunities, etc.)	6%	17%	39%	20%	6%	12%	3.0
HRM's public consultation on HRM initiatives	7%	17%	38%	18%	4%	16%	2.9

3.0 Methodology

3.1 Survey design

The questionnaire was designed by the Halifax Regional Municipality (HRM). Thinkwell Research assisted the HRM in refining the draft questionnaire.

3.2 Sample Design and Selection

In late December 2009, 26,601 randomly selected households from the Halifax Regional Municipality were mailed a letter from Mayor Peter Kelly asking for their participation in the HRM Citizen Survey. Approximately 3,200 letters were returned as undeliverable, meaning that about 23,400 households received the survey invitation.

These households were taken from a comprehensive list of households using HRM's civic addressing database. Multi-unit residential buildings were expanded, such that each unit within the building qualified as a household, thus ensuring that residents living in condominiums, apartment buildings, university residences, and other multi-unit homes and buildings would be represented in the sample.

The sample was further balanced by weighting the distribution of survey participants across HRM's 23 Districts. While exact population numbers within each household (and thus each District) was unknown, the number of households in each District as a proportion of the total number of households within the Municipality was used to determine how many households within each District would be invited to participate. This was done to ensure that each District received a fair and approximately proportionate representation in the survey sample.

Once the mailing list was determined, each selected household was mailed the invitation from Mayor Kelly inviting the person in the household over the age of 18 who had most recently celebrated a birthday to respond to the survey. This is the market research industry's standard method of ensuring a random selection of respondents within each household.

In light of the geographic diversity of the HRM, we wanted to ensure that the final sample reflected the estimated population share of each district. Also, because most surveys were completed online, and because education is a key predictor of online access, we wanted to ensure that the final sample reflected the education profile of the HRM. Using a polygon overlay in MapPoint, we were able to align Census dissemination areas with municipal districts and weight the final data set by both district population and education level. Separate weights for age and home ownership status have also been created and included in the data file provided to the HRM.

3.3 Survey Administration

The survey was conducted between December 30, 2009 and February 7, 2010. Respondents had the option of completing the survey online, calling a 1-800 to complete the survey by phone, or to request a paper version of the survey. The vast majority (85%) chose to complete the survey online. Another 13% returned paper versions of the survey, and 2% completed the survey by phone.

In return for their participation, those who completed the survey in its entirety were eligible to have their name entered into a draw for one of five $200 Superstore gift certificates, or one of 50 Empire Theatres gift cards. IMP Customer Care - Market Research Division (Windsor, Nova Scotia) was responsible for collecting and coding the surveys for all three modes of interviewing.

3.4 Completion results

The response rate for the survey was 12.3 percent. The response rate is calculated as the number of completed (2,420) and partially completed (455) surveys divided by the total number of eligible respondents contacted (23,400).

The completion rate for the survey was 10.3 percent. The completion rate is calculated as the number of completed surveys (2,420) divided by the total number of eligible respondents contacted (23,400).

Only completed surveys have been included in our analysis for this report.

3.5 Sampling Error

As with any quantitative study, the data reported in this research are subject to sampling error, which can be defined as the likely range of difference between the reported results and the results that would have been obtained had we been able to interview everyone in the relevant population. Sampling error decreases as the size of the sample increases and as the percentage giving a particular answer moves toward unanimity.

At the 95% confidence level, "worst-case" potential sampling error for a sample of 2,420 is ± 2.0 percentage points.

4.0 About Thinkwell Research

Thinkwell Research is a Halifax, Nova Scotia based market and public opinion research firm.

Thinkwell has conducted a large number of research projects for clients in a wide range of sectors including government, post secondary education, personal finance, telecommunications, energy, retail, natural resources, agriculture, personal fitness, and information technology. In the process, Thinkwell has conducted customer and employee satisfaction surveys, market feasibility studies, public policy and political surveys, literature reviews (secondary research) and brand positioning research.

Thinkwell Research is proud to be the Atlantic Canadian member of the **Nanos Research Group**. Nanos Research (formerly SES) is one of North American's premier marketing and public opinion research firms. The Nanos Research Group is a national team of like-minded research professionals and organizations bound by a common commitment to quality research and services as well as superior research outcomes.

Thinkwell's membership in this group allows our clients to access a network of marketing research companies throughout Canada. In addition, Thinkwell has access to a broad network of research professionals who can serve in a consulting capacity on projects conducted by Thinkwell in Atlantic Canadian markets.

Thinkwell has successfully completed the Market Research Intelligence Association (MRIA) **Gold Seal** certification. MRIA's Gold Seal Certification involves a monitored self-assessment process – working with an independent, third party Reviewer – based on the certification process of the former Canadian Association of Market Research Organizations. Gold Seal Certification is one of MRIA's primary mechanisms for developing and delivering world-class professional standards and ensuring member compliance.

Confidentiality

As with any public opinion research project, confidentiality is of the utmost importance.

Thinkwell Research has established high standards for the safeguarding of personal information based on the ten principles set out in the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA). For more information on our privacy policy, please visit **http://www.thinkwellresearch.ca/privacy.html**.

Len Preeper, President and Founder

Len Preeper is the owner and President of Thinkwell Research. He began working in the public opinion and market research industry in 1995 with Corporate Research Associates. In 1996 he joined the Nova Scotia government where he served in a variety of research and policy advisory roles before co-founding OpinionTrac Research in the fall of 2000. He founded Thinkwell Research in August of 2003.

During his research career Len has conducted a number of research projects for government departments and private sector clients, including Sobeys, Irving Oil, Aliant Telecom, Emera/Nova Scotia Power, National Sea, the Nova Scotia Department of Energy, the Nova Scotia Department of Justice, the Nova Scotia Department of Transportation & Public Works, the Nova Scotia Gaming Corporation, Nova Scotia Health Promotion, the Canadian Cancer Society, Smoke Free Nova Scotia, the Coady International Institute, the GrowthWorks Atlantic Venture Fund, the Canadian Petroleum Products Institute, Dalhousie University, Mount Saint Vincent University, Tourism PEI, ACOA and the CBC. He has managed three large scale syndicated research projects - the CRA Atlantic Omnibus Survey, the OpinionTrac Quarterly Review, and the Nextbus Survey.

Len is a Professional Member of the Marketing Research and Intelligence Association (MRIA), a Canadian not-for-profit association representing all aspects of the market intelligence and survey research industry. He has also been employed as a part-time professor of political science at Acadia University. He has taught an introductory level class in political science and a third-year undergraduate course in public opinion and polling.

Len has a Bachelor of Arts (Honours) degree in Political Science from Acadia University and a Master of Arts degree in Political Studies from Queen's University.

5.0 Questionnaire

See next page

Halifax Regional Municipality (HRM)
2010 Citizen Survey

Instructions for Completion:

Who should complete this survey?
Please complete this questionnaire if you are the adult (**age 18 or older**) in the household who most recently had a birthday.

If you are not a resident of the Halifax Regional Municipality (HRM), and have received this survey, please answer Question #62 and return this survey.

This survey should take you approximately 40 minutes to complete. If you are completing this survey online, you will have the option of saving your results and returning to them at a later date to complete the survey, should you need to interrupt your effort. You will simply need to enter your login and password to return to your survey.

Privacy Statement:

Your responses are anonymous and will be reported in group form only. Any demographic information you provide will only be used to help us analyze the results by various groups and regions within the Municipality.

District (postal code) information may be used to develop more in-depth community understanding, and to identify community needs and expectations. Your individual household responses will not be identified in the results, or be made available to the public.

Respond for a chance to win great prizes!

If you would like to be entered into a draw for one of FIVE $200 gift certificates to Atlantic Superstore, or movie passes to Empire Theatres, please complete the survey and include your name, address, and telephone number at the end of this survey so that we may contact you if you win. To be eligible for the prize draw, you must complete the survey. As always, your information will be kept confidential.

Questions or Feedback:
If you have any questions about this survey, please contact:

Michael Pappas,
Business Planning Coordinator, Halifax Regional Municipality
Telephone: 490-5534.

QUALITY OF LIFE & COMMUNITY ENGAGEMENT

1. On a scale of 1 (very poor) to 5 (very good) please circle the number that comes closest to your opinion for each of the following questions:

	VERY POOR	………………………			VERY GOOD	UNDECIDED / NO OPINION
a. The overall quality of life in the HRM	1	2	3	4	5	6
b. HRM as a place to live	1	2	3	4	5	6
c. HRM as a place to work	1	2	3	4	5	6
d. HRM as a place to retire	1	2	3	4	5	6
e. HRM as a place to raise a family	1	2	3	4	5	6

2. What do you like most about living in HRM?

____

____

____

3. How many years have you lived in the HRM? ________
(includes prior to amalgamation)

4. I feel that the quality of life in HRM has ____________ in the past five years.

- ☐ Improved
- ☐ Worsened
- ☐ Stayed the Same
- ☐ Don't know

5. If you answered IMPROVED to Question 4, what would you say are the three (3) most significant things contributing to an IMPROVED quality of life?

1. ____
2. ____
3. ____

6. **If you answered WORSENED to Question 4, what would you say are the three (3) most significant things contributing to a WORSENED quality of life?**

1. ______________________________
2. ______________________________
3. ______________________________

7. **In your opinion, what are the top three issues facing the HRM over the next 5 years that you feel should receive the greatest attention from your local leaders?**

1. ______________________________
2. ______________________________
3. ______________________________

8. **a) All things considered, how satisfied are you with the overall direction of the municipal government in HRM?**

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know **[SKIP TO Question 9a.]**

8. **b) Why would you say you are [satisfied/dissatisfied] with the overall direction of the municipal government in HRM?**

____
____
____

9. **On a scale of 1 (Strongly Disagree) to 5 (Strongly Agree) please circle the number that comes closest to your opinion for each of the following questions:**

	STRONGLY DISAGREE	…………………………..			STRONGLY AGREE	UNDECIDED / NO OPINION
a. Council as a whole has worked to successfully deal with issues important to HRM	1	2	3	4	5	6
b. I feel that Council has demonstrated effective leadership for the Municipality	1	2	3	4	5	6

c. I feel my voice is valued / reflected in local government decision making	1	2	3	4	5	6
d. It is important to me that my local Councillor works to deal with issues important to my local community	1	2	3	4	5	6
e. It is important to me that my local Councillor works to deal with issues of importance to the entire region (HRM)	1	2	3	4	5	6
h. It is important to me that my local Councillor works to resolve issues I have with HRM services	1	2	3	4	5	6

10. In the past 12 months, approximately how often did you participate in each of the following activities? (Please circle the number that most closely applies to you)

	ONCE OR TWICE PER YEAR	ONCE EVERY 2 TO 3 MONTHS	AT LEAST ONCE PER MONTH	AT LEAST ONCE PER WEEK	DAILY	NEVER
a. Attended or watched Halifax Regional Council meetings	1	2	3	4	N/A	5
b. Attended a Community Council meeting	1	2	3	N/A	N/A	4
c. Attended a public meeting about Municipal matters	1	2	3	4	5	6
d. Volunteered at a neighbourhood / community organization or event (e.g. Heart & Stroke Foundation, Natal Day celebrations, etc.)	1	2	3	4	5	6
e. Contacted any HRM offices or staff to express concerns about a decision made by the Municipality	1	2	3	4	5	6
f. Contacted any HRM offices or staff to obtain information about a decision made by the Municipality	1	2	3	4	5	6
g. Contacted your Councillor regarding an issue that affects your community	1	2	3	4	5	6
h. Contacted your Councillor regarding a service issue	1	2	3	4	5	6
i. Contacted the Mayor regarding an issue that affects your community	1	2	3	4	5	6
j. Contacted the Mayor regarding a service issue	1	2	3	4	5	6

11. Regional Council currently consists of the Mayor (elected by all residents) and 23 Councillors each representing a District of HRM, who meet weekly as Regional Council. Councillors also meet monthly in six (6) Community Councils to consider local and community issues. Do you feel adequately represented by Council under its current Council and Community Council structure?

☐ Yes ☐ No ☐ Don't Know

12. If you answered NO to Question 11 above, what changes would you like to see in how Council is structured so that you would feel more represented?

____

____

____

13. On a scale of 1 (Strongly Disagree) to 5 (Strongly Agree) please circle the number that comes closest to your opinion for each of the following questions about your sense of belonging in the community:

	STRONGLY DISAGREE	....			STRONGLY AGREE	UNDECIDED / NO OPINION
a. I like the neighbourhood in which I live	1	2	3	4	5	6
b. I know my neighbours	1	2	3	4	5	6
c. I feel like I belong here	1	2	3	4	5	6
d. If I had an emergency, even people I did not know in my community would be willing to help	1	2	3	4	5	6
e. My community accepts diverse cultures	1	2	3	4	5	6
f. There are always a variety of things to do in HRM	1	2	3	4	5	6
g. HRM is accessible to persons with disabilities	1	2	3	4	5	6
h. HRM recognizes the positive contributions that citizens make	1	2	3	4	5	6
i. I am well informed about opportunities to participate in community life	1	2	3	4	5	6

14. How confident are you in the economic outlook for the HRM?

☐ Very Confident
☐ Somewhat Confident
☐ Not Very Confident
☐ Not At All Confident
☐ Don't know

15. **What is your current employment status?**
   - ☐ Employed Full-time
   - ☐ Employed Part-time
   - ☐ Student
   - ☐ Not currently employed
   - ☐ Retired

<u>If you are retired, please skip to question 19.</u>

16. **Are you working in the field or profession of your choice?**
   ☐ Yes ☐ No ☐ Not Currently Employed

17. **Do you feel that there are sufficient opportunities in HRM to work in the field or profession of your choice?**
   ☐ Yes ☐ No ☐ Don't know

18. **Do you anticipate having to move from HRM to find work in the field or profession of your choice?**
   ☐ Yes (Me) ☐ Yes (family member) ☐ No ☐ Don't know

19. **If you were given the choice of where to focus spending over the next five (5) years to improve <u>ECONOMIC PROSPERITY</u> in the HRM, what would be your TOP THREE priorities?**

   Please place a (1) beside your top priority, a (2) beside your second highest priority, and a (3) beside your third highest priority

   For example: New Convention Centre: _1_

Change in tax structure (tax reform)		Investments in transit system	
Improved coordination between levels of government regarding economic strategy and infrastructure development		More emphasis on arts, culture and major events	
Improvements in the appearance / beautification of the Municipality		More emphasis on downtown growth	
Improvements to HRM's roadway system / road conditions		More emphasis on 'rural' growth	
Increased cleanliness of the Municipality (graffiti removal, vandalism, etc)		More emphasis on recreation services / facilities	
Increased efforts to attract immigrants / new residents		New convention centre	
Increased efforts to attract and retain		Reduced regulations	

young workers/professionals			
Increased marketing of HRM as a destination of choice for business		Nothing	
Increased public safety		Don't know	
Other (please specify):			

20. On a scale of 1 (Very Unsatisfied) to 5 (Very Satisfied) please circle the number that comes closest to your satisfaction with the efforts of the Municipality in the following areas linked to ensuring the economic prosperity for HRM:

	VERY UNSATISFIED	…………………………			VERY SATISFIED	UNDECIDED / NO OPINION
a. The efforts of the Municipality in attracting business	1	2	3	4	5	6
b. The efforts of the Municipality in attracting immigrants	1	2	3	4	5	6
c. The efforts of the Municipality in attracting tourism / visitors	1	2	3	4	5	6
d. The efforts of the Municipality in attracting young professionals	1	2	3	4	5	6
e. The efforts of the Municipality in attracting major events (e.g. large concerts, national sporting competitions)	1	2	3	4	5	6

21. On a scale of 1 (Strongly Disagree) to 5 (Strongly Agree) please circle the number that comes closest to your opinion for the following question:

	STRONGLY DISAGREE	………………………			STRONGLY AGREE	UNDECIDED / NO OPINION
a. I receive good value for the level of property taxes I currently pay	1	2	3	4	5	6

22. If you circled 4 or 5 (Agree / Strongly Agree) to Question 21 above (value for taxes), what reasons, if any, do you have for believing that you DO receive good value for your tax dollars?

____

____

____

23. **If you circled 1 or 2 (Strongly Disagree / Disagree) to Question 21 above (value for taxes), what reasons, if any, do you have for believing that you <u>DO NOT</u> receive good value for your tax dollars?**

____
____
____

24. **What type of change, if any, would you be willing to accept in tax and service levels in HRM?**

- ☐ Small increase in taxes for a small improvement / increase in service levels
- ☐ Moderate increase in taxes for a moderate improvement / increase in service levels
- ☐ Large increase in taxes for a large improvement / increase in service levels
- ☐ Small decrease in taxes for a small decrease in service levels
- ☐ Moderate decrease in taxes for a moderate decrease in service levels
- ☐ Large decrease in taxes for a large decrease in service levels
- ☐ Same taxes with same level of Municipal services
- ☐ Same taxes but shift funds between services
- ☐ Don't know
- ☐ No opinion

PUBLIC SAFETY:

25. **On a scale of 1 (Strongly Disagree) to 5 (Strongly Agree) please circle the number that comes closest to your opinion for each of the following questions.**

	STRONGLY DISAGREE	……………………………			STRONGLY AGREE	UNDECIDED / NO OPINION
a. In general, I feel personally safe in HRM	1	2	3	4	5	6
b. In general, I feel personally safe in the community where I live	1	2	3	4	5	6
c. I feel safe walking downtown Halifax alone in the daytime	1	2	3	4	5	6
d. I feel safe walking downtown Halifax alone in the evening	1	2	3	4	5	6
e. I am satisfied with the quality of policing in my community	1	2	3	4	5	6
f. I am satisfied with police visibility and presence in my community	1	2	3	4	5	6
g. I am confident that the police will respond to emergencies in a timely and efficient manner	1	2	3	4	5	6

h. I am confident that the Fire Department will respond to emergencies in a timely and efficient manner	1	2	3	4	5	6

26. Have you or any of your family been the victim of a property crime in the HRM within the past 12 months (e.g. home robbery, car theft, vandalism to property)?

☐ Yes ☐ No

27. Have you or any of your family been the victim of a violent crime in the HRM within the past 12 months (e.g. assault, rape, robbery)

☐ Yes ☐ No

28. What, if anything, are the key things that make you feel UNSAFE in HRM?

____

____

____

29. The following question contains TWO sections. A <u>rating of your satisfaction</u> with the service provided, and <u>your rating of its importance</u> as a service or program that the Municipality provides.

How do you rate each of the following municipal government services?

Please circle a number under **"Satisfaction",** and a number under **"Importance"** **Please use additional pages for comments**	On a 5-point scale, rate **your satisfaction** with this service. **1** = Very Dissatisfied **5** = Very Satisfied **N/A** = No Opinion / Unsure						On a 5-point scale, rate the **overall importance to you** of this service. **1** = Very Unimportant **5** = Very Important **N/A** = No Opinion / Unsure					
Public Safety	**Satisfaction**						**Importance**					
Animal services	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Firefighting services	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Fire and public safety education programs	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
HRM's emergency / disaster preparedness	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Building and fire inspection services	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Maintenance of existing infrastructure (e.g. buildings, streets, roads, bridges)	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Communication regarding crime / criminal activity	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Community safety initiatives (e.g. Block Parent, Citizens on Patrol)	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Community Policing	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**

Traffic law enforcement	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Traffic calming	1	2	3	4	5	N/A	1	2	3	4	5	N/A
By-law enforcement	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Parking enforcement	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Lighting (street lighting, bus stops, etc.)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Community grants for social services	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Drop-in centres for at-risk youth	1	2	3	4	5	N/A	1	2	3	4	5	N/A
After-school programs for youth	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Advocacy to the Province regarding how late bars can stay open / serve alcohol	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Advocacy to the Province regarding social services for homeless people	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Advocacy to the Province regarding social services for substance addicted persons	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Availability of late night transportation options (e.g. bus service, taxis)	1	2	3	4	5	N/A	1	2	3	4	5	N/A

TRANSPORTATION AND MOBILITY

If you do not regularly commute to work or school, then please skip to Question 33.

30. What is your primary mode of travel to get to work / school (mode used for the longest distance)?

- ☐ Automobile / Motorcycle (own vehicle)
- ☐ Automobile (car pool)
- ☐ Walk
- ☐ Public Transit (including bus, ferry, or Access-A-Bus)
- ☐ Bicycle
- ☐ Taxi
- ☐ Work from home
- ☐ Other: ___________________________

31. What is the distance (in kilometres) you travel to get to work / school (one-way)?

- ☐ Less than 2 kilometres
- ☐ Between 2 and 5 kilometres
- ☐ Between 6 and 10 kilometres
- ☐ Between 11 and 15 kilometres
- ☐ More than 15 kilometres
- ☐ Don’t know

32. What is your estimated average commute time to get to work / school (one-way)?

Time in Minutes: ______

33. **What would encourage you to use public transit services more often than you do now? (Please check ☑ all that apply)**

Added service to rural areas (i.e.: Fall River)	☐	Improved /electronic/ fare payment options	☐
Additional designated fully accessible routes	☐	Improved schedule information/access to schedule information	☐
Additional designated fully bike rack accessible routes (active transportation)	☐	Increased safety on board, at terminals & stops	☐
Additional Park & Ride lots	☐	Increased service frequency	☐
Additional shelters	☐	More direct or limited stop routes	☐
Additional urban core bus routes	☐	Reliable/on-time service	☐
Environmental concerns	☐	Stops closer to home or work	☐
Fewer transfers	☐	Nothing	☐
Other (please specify):			

34. **Currently, transit fare is $2.25 per trip, with regular monthly passes at $70. Would you be willing to pay more for improved transit service?**

☐ Yes ☐ No ☐ Don't Know

35. **If you answered yes to Question 34 how would you like to see this cost for improved transit service absorbed?**

☐ Through an increase in transit fares (at the farebox)
☐ Through an increase in the tax rate
☐ Through a decrease in funding for other service(s)

36. **Which of the new transit services added over the past few years may have influenced your decision to try public transit?**

☐ New MetroLink premium commuter service
☐ New U-Pass program for 5 area universities
☐ New on-board bus surveillance system for better security
☐ New MetroX rural commuter transit service
☐ More Sunday / holiday and special event service
☐ None of the above

37. The following question contains TWO sections. A <u>rating of your satisfaction</u> with the service provided, and <u>your rating of its importance</u> as a service or program that the Municipality provides.

How do you rate each of the following municipal government services?

Please circle a number under **"Satisfaction",** and a number under **"Importance"** **Please use additional pages for comments**	On a 5-point scale, rate **<u>your satisfaction</u>** with this service. **1** = Very Dissatisfied **5** = Very Satisfied **N/A** = No Opinion / Unsure						On a 5-point scale, rate the **<u>overall importance to you</u>** of this service. **1** = Very Unimportant **5** = Very Important **N/A** = No Opinion / Unsure					
Transportation & Mobility	**<u>Satisfaction</u>**						**<u>Importance</u>**					
Ease of pedestrian travel	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Ease of travel by bicycle	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Ease of travel by bus	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Ease of travel by car	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Ease of movement using a wheelchair/scooter	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Traffic signal timing / signal coordination	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Metro Transit services (bus / ferry)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Active transportation routes (e.g. bike lanes)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Access-A-Bus (door to door service)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Fully-accessible bus routes	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Bus service to rural areas	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Transit service frequency	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Bus route coverage (ability to get where you need to go via bus)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Transit terminal amenities	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Transit terminal and bus stop safety	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Harbour Ferry network	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Parking availability	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Ease of finding parking downtown	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Park and Ride facilities	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Availability of taxis	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Widening of congested major streets	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Reversing lanes on busy streets	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Managing rush hour traffic	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Maintenance of streets and roads	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Snow and ice control / removal	1	2	3	4	5	N/A	1	2	3	4	5	N/A

RECREATION, LEISURE, and CULTURE

Recreation, leisure and cultural facilities are available to citizens in HRM through a number of service providers – the Municipality, Community Boards and Associations, partnerships with School Board, universities, community college and military, and other private non-profit and for-profit organizations. This survey is interested in capturing your level of current participation in all forms, unless otherwise indicated.

38. In the past 12 months, approximately how often did you or a family member participate in each of the following activities? (Please circle the number that most closely applies to you.)

	ONCE OR TWICE PER YEAR	ONCE EVERY 2 TO 3 MONTHS	AT LEAST ONCE PER MONTH	AT LEAST ONCE PER WEEK	DAILY	NEVER
a. Participated in a recreation or leisure program	1	2	3	4	5	6
b. Visited a major park (Shubie, Point Pleasant, Halifax Public Gardens)	1	2	3	4	5	6
c. Used one of the HRM trails for leisure or transportation	1	2	3	4	5	6
d. Taken a walk in either downtown Halifax or Dartmouth for pleasure	1	2	3	4	5	6
e. Attended a festival or civic event (such as Natal Day or Bedford Days)	1	2	3	4	5	6
f. Attended an event at the Metro Centre	1	2	3	4	5	6
g. Attended a cultural presentation, such as a theatre production, or gallery in HRM	1	2	3	4	5	6
h. Visited an HRM public library, mobile library or library website	1	2	3	4	5	6
i. Participated in an event or activity at one of HRM's playgrounds, sports field or ball diamond	1	2	3	4	5	6
j. Participated in an activity or event at a community centre or hall, recreation facility, arena, pool, or other sports facility	1	2	3	4	5	6
k. Was a spectator at an activity or event at a community centre or hall, recreation facility, arena, pool, or other sports facility	1	2	3	4	5	6

39. Please name the facility or facilities you participated or were a spectator in when responding to question 38J and 38K above.

____

____

____

40. The following question contains TWO sections. A <u>rating of your satisfaction</u> with the service provided, and <u>your rating of its importance</u> as a service or program that the Municipality provides.

How do you rate each of the following municipal government services?

Please circle a number under **"Satisfaction",** and a number under **"Importance"** **Please use additional pages for comments**	On a 5-point scale, rate **<u>your satisfaction</u>** with this service. **1** = Very Dissatisfied **5** = Very Satisfied **N/A** = No Opinion / Unsure					On a 5-point scale, rate the **<u>overall importance to you</u>** of this service. **1** = Very Unimportant **5** = Very Important **N/A** = No Opinion / Unsure					
Recreation, Leisure and Culture	**<u>Satisfaction</u>**						**<u>Importance</u>**					
Accessibility of recreation facilities and parks	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Indoor community recreation facilities	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Outdoor recreation facilities	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Sports fields and ball diamonds	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Bicycle paths, trails and walking paths	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Playgrounds	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Beaches and waterfront areas	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Parks (e.g. Shubie Park, Point Pleasant)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Public open / green spaces (e.g. Grand Parade, Halifax Commons)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Skateboard / bike parks	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Programs for children (0-12 years)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Programs for youth (13-19 years)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Programs for adults	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Programs for senior adults	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Programs for the disabled	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Programs for economically disadvantaged persons and families	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Concerts and major cultural events	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Major sporting events (e.g. Canada Winter Games, Tim Horton's Brier)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Community events and festivals	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Opportunities for cultural expression	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Arts and Cultural facilities	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Public art	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Arts programming	1	2	3	4	5	N/A	1	2	3	4	5	N/A

Library facilities	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**
Library collection and services	**1**	**2**	**3**	**4**	**5**	**N/A**	**1**	**2**	**3**	**4**	**5**	**N/A**

41. Do you find it difficult to access any recreation facilities (indoor / outdoor) or participate in any recreation or leisure programs within the HRM?
(Access typically refers to the following: affordability, the ease of getting to and from the facility or activity, or whether or not the facility or program is built to accommodate people with physical impairments)
☐ Yes ☐ No

42. If you responded <u>YES</u> to question 41, what are some of the reasons why you find it difficult to access recreation facilities or recreation and leisure programs within the HRM?

a. Costs too much to visit facilities	☐
b. Recreation programs cost too much (registration costs too expensive)	☐
c. No facilities within a reasonable distance from my home / takes too long to get there	☐
d. No transit service to local facilities	☐
e. Facilities are not open during times I can use them	☐
f. No recreation programming of interest to me	☐
g. Recreation facilities are not accessible to me (not disabled-friendly)	☐
h. Other (please specify):	

43. What kind of recreation / community facilities would you like to see the Municipality invest in?
(Please check ☑ just one box indicating your preference)

a. Larger, more extensive (but fewer) recreation facilities	☐
b. Smaller (but more) community recreation facilities	☐
c. Balance of different sized facilities throughout the municipality	☐
d. Don't know / No opinion	☐

COMMUNITY INFRASTRUCTURE

44. When reviewing applications for new construction in the HRM, there are times when the Municipality has to consider both the protection of the heritage of municipal properties and infrastructure and the value of new development. On these occasions, where do you think the Municipality should place the highest priority?
(Please check ☑ just one box indicating your preference)

a. Heritage	☐
b. Mixed (with heritage-preference)	☐
c. Neutral	☐
d. Mixed (with development preference)	☐
e. Development	☐
f. No opinion / Don't know	☐

45. The Municipality spends a portion of its yearly budget on large projects, called capital projects. Please rank your TOP THREE (3) projects according to which you feel are the <u>most important capital projects</u> that you would like to see the Municipality pursue over the next 5 years.

HOW: Please place a (1) beside your top priority, a (2) beside your second highest priority, and a (3) beside your third highest priority, and so on until your Top 3 are ranked.

For example: New fire stations _1_

Project	Ranking
a. Active transportation improvements (e.g. bike lanes, trails, sidewalks)	
b. Construction of new sidewalks / upgrades to existing sidewalks	
c. Expanding the harbour ferry network	
d. Improve condition of streets / roads	
e. Improve / upgrade / expand sewer / water infrastructure (rainwater, sewage, etc.)	
f. Improve existing recreation facilities	
g. More buses on existing routes to improve services	
h. More buses so that service can be expanded to new areas	
i. Municipal museum	
j. New Convention Centre	
k. New fire stations	
l. New indoor recreation facilities	
m. New outdoor recreation facilities (e.g. parks, spray pools, etc)	
n. New Metro Centre	
o. Redevelopment of downtown core - Dartmouth	
p. Redevelopment of downtown core - Halifax	
q. Upgrade major roadways to provide increased capacity	
r. Other (please specify):	

46. The following question contains TWO sections. A rating of your satisfaction with the service provided, and your rating of its importance as a service or program that the Municipality provides.

How do you rate each of the following municipal government services?

Please circle a number under **"Satisfaction",** and a number under **"Importance"** **Please use additional pages for comments**	On a 5-point scale, rate **your satisfaction** with this service. **1** = Very Dissatisfied **5** = Very Satisfied **N/A** = No Opinion / Unsure					On a 5-point scale, rate the **overall importance to you** of this service. **1** = Very Unimportant **5** = Very Important **N/A** = No Opinion / Unsure					
Municipal Infrastructure, Maintenance and Environmental Services	**Satisfaction**						**Importance**					
Quality of the drinking water	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Sidewalk repair	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Quantity of existing sidewalks	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Overall pavement condition	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Timely pothole repairs	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Street lighting	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Street cleaning	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Community Beautification (Floral displays, landscaping, etc.)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Graffiti removal	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Litter control / Cleanliness	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Addressing dangerous / unsightly properties	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Garbage collection	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Recycling collection	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Green cart collection	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Sidewalk Snow removal	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Snow and Ice removal (streets)	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Public washrooms	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Wastewater treatment	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Planning & Economic Development	**Satisfaction**						**Importance**					
Design of streets, public spaces and boulevards	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Economic development	1	2	3	4	5	N/A	1	2	3	4	5	N/A
New residential development	1	2	3	4	5	N/A	1	2	3	4	5	N/A
New commercial development	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Heritage conservation	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Business licensing	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Public access along waterfronts	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Public consultation on planning issues	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Planning for community amenities / services	1	2	3	4	5	N/A	1	2	3	4	5	N/A
Public consultation on community issues	1	2	3	4	5	N/A	1	2	3	4	5	N/A

RESPECT FOR THE ENVIRONMENT

47. How would you rate the following environmental areas?

	VERY POOR	…………………………..			VERY GOOD	UNDECIDED / NO OPINION
a. The air quality in your community	1	2	3	4	5	6
b. The water quality of rivers, streams, and lakes in your community	1	2	3	4	5	6
c. The quality of HRM drinking water	1	2	3	4	5	6
d. The water quality in the harbour	1	2	3	4	5	6
e. HRM's efforts to improve the water quality in the harbour	1	2	3	4	5	6
f. The effort of the Municipality in protecting the environment	1	2	3	4	5	6
g. The effort of the Municipality in promoting energy efficiency initiatives	1	2	3	4	5	6
h. The effort of the Municipality in promoting renewable energy use	1	2	3	4	5	6

48. What do you consider the most important *environmental* issue in the HRM?

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49. Would you like to see the Municipality invest in alternative energy sources for its buildings, facilities and assets (such as cars / trucks / buses), even if it meant that they were more expensive to buy and run, compared to other non-green fuel sources?

☐ Yes ☐ No ☐ Don't Know

50. Do you receive the Municipality's "*Naturally Green*" environmental stewardship newsletter?

☐ Yes ☐ No ☐ Don't Know

51. Has the information contained in the "*Naturally Green*" newsletter led to you making any changes in how you manage waste?

☐ Yes ☐ No ☐ Don't Know

52. Are you or anyone else in your household currently participating in the Blue Bag and Paper Recycling program in the HRM

☐ Yes ☐ No ☐ Don't Know

53. If you answered NO to QUESTION 52 what are the main reasons why your household is not involved in Blue Bag or Paper Recycling programs? (Please check ☑ all that apply)

a. Do not believe in recycling / Recycling not important	☐
b. Don't know anything about recycling program / Don't know how	☐
c. Need more program information	☐
d. Live in an apartment not serviced by the program	☐
e. Too many stipulations / restrictions on recycling	☐
f. No convenient depot to return recyclables	☐
g. No space to store recyclables	☐
h. Too messy / Concerned about pests	☐
i. Too time consuming / Can't be bothered	☐
j. No answer / No opinion	☐
k. Other (please specify):	☐

54. Are you or anyone else in your household currently participating in the Green Cart Composting Program?

☐ Yes ☐ No ☐ Don't Know

55. If you answered NO to QUESTION 54 what are the main reasons why your household is not involved in Green Cart composting? (Please check ☑ all that apply)

a. Do not believe in composting / Composting not important	☐
b. Don't know anything about composting program / Don't know how	☐
c. Need more program information	☐
d. Live in an apartment with no access to green carts	☐
e. Too many stipulations / restrictions on composting	☐
f. No space to store compost	☐
g. Too messy / Concerned about pests	☐
h. Too time consuming / Can't be bothered	☐
i. No answer / No opinion	☐
j. Other (please specify):	☐

56. If you were given the choice of where to focus spending over the next five (5) years in the area of <u>ENVIRONMENTAL PROTECTION</u>, what would be your priority?

Please rank your TOP THREE by place a (1) beside your top priority, a (2) for your second highest priority, and a (3) beside your third highest priority.

For example: Ban sale of pesticides / herbicides at HRM retail stores _1_

a. Ban the sale of pesticides / herbicides at HRM retail stores	
b. Develop disincentives to driving or driving alone	
c. Ensure that all new HRM facilities and buildings use or investigate alternative energy sources such as solar, wind or ground heat	
d. Ensure that all new vehicles purchased by HRM are environmentally friendly and low-emission (e.g. hybrid technology, smaller vehicles, bio-fuel, etc.)	
e. Expand / upgrade wastewater treatment facilities	
f. Improve the solid waste management programs (garbage, recycling, organics) to encourage less waste and lower landfill costs	
g. Improve major roadways to reduce delay and carbon emissions	
h. Improve water quality in our harbour	
i. Invest in ways to improve the cleanliness of HRM's beaches and lakes	
j. Manage development to reduce the cutting of trees and loss of green space	
k. Provide incentives to use public transit	
l. Solar / LED street and traffic lighting	
m. Don't know / No opinion	
n. Other (please specify):	

COMMUNICATION WITH THE MUNICIPALITY

57. As a resident of HRM, what is your main source of information regarding what's happening in the Municipality?

- ☐ Television
- ☐ Word of mouth
- ☐ Radio Station
- ☐ Internet
- ☐ Newspaper
- ☐ Municipal Direct Mail Information
- ☐ Other (please specify): ______________________________

58. When the HRM has some news to share, how do you prefer to receive information?

- ☐ Via the media
- ☐ Electronically, via email
- ☐ Online via Halifax.ca
- ☐ Via telephone (automated calling service)
- ☐ Newsletter or direct mail
- ☐ Other (please specify): ________________________

59. **How often would you like to hear from the HRM? Would you say:**
- ☐ Monthly
- ☐ About every 3 months
- ☐ About every 6 months
- ☐ About once per year
- ☐ Never
- ☐ Not sure

60. **What is it about HRM that you would like to know more about?**

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61. **On a scale of 1 (Very Unsatisfied) to 5 (Very Satisfied) please circle the number that comes closest to your satisfaction with the following:**

	VERY UNSATISFIED	……………………………			VERY SATISFIED	UNDECIDED / NO OPINION
a. The communication efforts of the Municipality	1	2	3	4	5	6
b. The information provided by the Municipality on how to become involved in community life (e.g. public meetings, volunteer opportunities, etc.)	1	2	3	4	5	6
c. HRM's public consultation on HRM initiatives	1	2	3	4	5	6
d. The ease of finding what you're looking for on the HRM website (www.halifax.ca)	1	2	3	4	5	6
e. The content on HRM's website (e.g. accuracy, completeness, etc.)	1	2	3	4	5	6
f. The ease of conducting business on the HRM website (e.g. paying bills / property taxes)	1	2	3	4	5	6
g. HRM's Call Centre (490-4000)	1	2	3	4	5	6
h. HRM's Customer Service Centres	1	2	3	4	5	6
i. HRM's Visitor Information Centres	1	2	3	4	5	6

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 group form only.

62. What area of HRM do you live in?

- ☐ District 1 - Eastern Shore / Musquodoboit Valley
- ☐ District 2 - Waverley – Fall River – Beaver Bank
- ☐ District 3 - Preston – Lawrencetown – Chezzetcook
- ☐ District 4 - Cole Harbour
- ☐ District 5 - Dartmouth Centre
- ☐ District 6 - East Dartmouth - The Lakes
- ☐ District 7 - Portland - East Woodlawn
- ☐ District 8 - Woodside - Eastern Passage
- ☐ District 9 - Albro Lake – Harbourview
- ☐ District 10 - Clayton Park West
- ☐ District 11 - Halifax North End
- ☐ District 12 - Halifax Downtown
- ☐ District 13 - Northwest Arm - South End
- ☐ District 14 - Connaught - Quinpool
- ☐ District 15 - Fairview / Clayton Park
- ☐ District 16 - Rockingham – Wentworth
- ☐ District 17 - Purcell's Cove – Armdale
- ☐ District 18 - Spryfield – Herring Cove
- ☐ District 19 - Middle and Upper Sackville - Lucasville
- ☐ District 20 - Lower Sackville
- ☐ District 21 - Bedford
- ☐ District 22 - Timberlea – Prospect
- ☐ District 23 - Hammonds Plains – St. Margaret's
- ☐ Don't know
- ☐ NOT a resident of HRM

If you don't know which District you reside in, you can find out by visiting the Municipality's website at: http://eservices.halifax.ca/districtLookup/ and inputting your address.

This information will remain anonymous, and will be used for analytical purposes only.

63. Are you female or male?

- ☐ Female
- ☐ Male

64. 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

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

- ☐ Elementary school / Junior high school (Grade 8)
- ☐ Some high school
- ☐ Graduated high school
- ☐ Some community college / technical school
- ☐ Graduate community college / technical school
- ☐ Some university
- ☐ Graduated university
- ☐ Post-graduate

66. What is your total annual household income, before taxes?

- ☐ 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

67. Do you own or rent your home?

- ☐ Own (includes live with parents)
- ☐ Rent

68. If you answered that you own your own home in Question 64, your most recent annual property tax bill is?

- ☐ 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
- ☐ No answer

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?

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____
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PRIZE DRAW:

Please enter your contact information to be eligible to win one of five $200 gift certificates to Atlantic Superstore, or movie passes to Empire Theatres.

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

Name: __________________________________
Telephone Number: _____________________
Address: ____

THANK YOU!

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 and engagement efforts for the Municipality.

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