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Item No. 13.1

Halifax Regional Council
October 30, 2018
November 13, 2018

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original Signed

Jerry Blackwood, Acting Director, Finance & Asset Management

Original Signed by

Jacques Dubé, Chief Administrative Officer

DATE: October 22, 2018

SUBJECT: **2018 Citizen Survey - Results**

INFORMATION REPORT

ORIGIN

This report stems from the Municipality's commitment in the 2018/19 business plan to conduct a citizen survey, as outlined in the Information Reports to the Executive Standing Committee of Council of June 27, 2011 and October 31, 2011.

LEGISLATIVE AUTHORITY

Council and Chief Administrative Officer relationship 34
(1) The Chief Administrative Officer is the head of the administrative branch of the government of the Municipality and is responsible to the Council for the proper administration of the affairs of the Municipality in accordance with the by-laws of the Municipality and the policies adopted by the Council.

Executive Standing Committee

Priority Areas and Corporate Performance Objectives of the Council
9. The Executive Standing Committee shall:

(a) have strategic oversight of progress on HRM's Corporate Performance Objectives and priority areas of the Council; and

(b) perform other Administrative matters as may be determined and directed by the Council.

BACKGROUND

In alignment with Council's Priority Outcomes of Public Engagement and Fiscal Responsibility, and to support citizen-centred service delivery, the 2018 Citizen Survey was conducted during August and September 2018. The findings help identify municipal priorities and inform future decisions. The Citizen Survey acts as a gauge of the satisfaction of Halifax residents and taxpayers with the services provided by their municipal government, and to help identify the mix of programs and services to best meet their expectations. The results of the survey will guide strategic and business planning and budgeting decisions, and provide provide Regional Council and administration with valuable insight into what matters most to residents.

As an engagement tool the Citizen Survey is an invaluable means of gathering information to inform policy and decision-making and investments in the community.

On June 27, 2011 the Executive Standing Committee endorsed a long-term survey cycle, as per the following table. Due to concerns about survey burnout and costs, the 2013 and 2015 Service Satisfaction surveys were combined into one survey in 2014, and the 2017/2019 service satisfaction surveys were also consolidated into one survey for 2018.

Long Term Survey Cycle

Year	Survey Type	In-Market Time Frame
2010	Full Priority and Satisfaction	April 2011
2012	Community Priority/Expectations	April 2013
2014	Community Priority/Service Satisfaction	April 2015
2018	Community Priority/ Service Satisfaction	August-September 2018
2020	Community Priority	August-September 2020

DISCUSSION

The 2018 Citizen Survey was developed in collaboration with municipal business units, and with input from the Halifax Partnership.

PRA Inc., a national research firm, was contracted via standard procurement process to conduct on behalf of the municipality both the invitation-based survey and the open survey available to all residents.

The PRA Inc. report and data from the survey will be made available to the public following the October 30th Regional Council meeting at www.halifax.ca/citizensurvey/.

Methodology:

Like the 2014 survey, the Municipality conducted two surveys (both hosted by PRA Inc.) to gather information – an invitation-based survey (Invitation), and an online-only (Open) version that was open to all residents. The Invitation-based survey was conducted from July 30 to August 19, 2018. Once the Invitation survey closed, the Open survey was made available and was conducted from August 20 to September 16. This was different from 2014, where both the Invitation and Open surveys were conducted at the same time. The Invitation and Open surveys both contained the same questions.

The Invitation survey was a formal, invitation-based scientifically-valid survey giving residents the opportunity to respond online, by paper copy, or by telephone. For the Invitation survey a request to participate was mailed to 12,000 randomly selected households across the municipality. Approximately 500 of the 12,000 mailed letters were returned to the Municipality as undeliverable, meaning that about 11,500 households received the invitation to participate.

A total of 1,097 Invitation surveys were completed, which results in a response rate of 9.5%. Among the 1,097 completed surveys, 980 (89%) were completed online, 48 were completed by telephone (4%), and 69 were completed by mail (6%). The margin of error for this study is of ± 2.9% (19 times out of 20 or at the 95% confidence level). In 2014, 592 invitation-based surveys were completed.

For the Open survey, an identical copy of the survey was hosted by PRA Inc. following the close of the Invitation survey. Residents were invited to participate via media and social media announcements, local newspaper advertising, Facebook ads, and a link on the Halifax.ca website. In total, 1,567 respondents completed the Open survey in whole or in part (compared to 1,087 in 2014). The results of the Open survey cannot be considered as scientifically valid due to a lack of control over the sample and the possibility of residents completing multiple copies of the survey and impacting results, however results were similar to the invitation responses, and add value in understanding residents' perception of municipal service delivery. Results from both surveys will be made available on the municipal website at www.halifax.ca/citizensurvey.

The survey contained approximately 200 unique components across 67 questions, ranging in topics from quality of life, value for taxes, customer service satisfaction, satisfaction with and funding for services, community priorities, public safety, recreation and leisure, parks, public libraries, transportation, and key issues of focus for municipal leaders.

The official survey also captured a broad range of demographic information that allows the analysis of results by demographic markers.

Future surveys will follow this methodology to ensure scientifically-valid results are available, and will include an open version to allow all residents to voice their opinions.

Interpreting the Results:

This is the 9th survey HRM has conducted since amalgamation in 1996. This survey's focus was to determine the satisfaction of Halifax residents and taxpayers with the services provided by their municipal government, and to help identify the mix of programs and services to best meet those expectations.

Typical municipal or city surveys range from 400 to 1500 respondents. 1,097 HRM residents completed the invitation-based region-wide 2018 survey, representing a completion rate of 9.5%, up from 4.9% in 2014. Conducting the Open survey following the Invitation survey instead of concurrently like in 2014 likely improved response rate as there was no confusion as to which survey to complete since only one option was available at a time.

The margin of error reported for the results is ±2.9% This means that, for example, if a result shows that 80% of residents say they receive good value for the property taxes they currently pay, the real result lies between 77.1% and 82.9% (80% + 2.9% = 82.9%, or 80% - 2.9% = 77.1%). This is called the confidence interval, and represents the range within which true sentiment for HRM residents toward value for taxes can be expected to fall, 95% of the time.

Results Analysis:

NOTE: For comparison purposes, the results of the Open survey are shown in parentheses beside the Invitation results. If only one number is shown, this will be the 2018 Invitation result. Results for both 2018 and 2014 are shown as Invitation (Open) where available.

Numbers have been rounded in this information report, so may vary slightly from the reported figures in the raw data.

Results are grouped under the following topics:

- Quality of Life
- Value for Taxes
- Top of Mind Issues
- Community Priorities
- Satisfaction with Services and Service Funding
- Service Quality
- Access to Information / Public Engagement
- Public Safety
- Recreation and Leisure
- Parks
- Public Libraries
- Transportation
- Demographics

Quality of Life

- 96% of respondents rate the quality of life in Halifax as ***very good*** (35%) or ***good*** (61%), which is almost unchanged from 2014 (94%). 91% of respondents to the Open survey rate the quality of life as very good.

- Over the past five years, 38% of respondents say the quality of life in Halifax has ***improved***, which is about three times more than those who say it has worsened (13%). The proportion who say it has improved is higher than 2012 (19%) or 2010 (25%), while the proportion who say it has worsened is lower (28% in 2012 and 26% in 2010). In the Open survey, 30% say quality of life has improved, while 19% say it has worsened.

Value for Taxes

- About 73% (65%) of respondents feel that they receive either ***very good*** (7.7%) or ***good*** (65.6%) value for their property taxes, up from 65% (55%) in 2014.

- In terms of budgeting, the majority (53%) say they would ***maintain taxes and fees****, even if it means reducing some services to maintain others*, followed by 30% who say they would *increase municipal services, even if taxes or fees must increase*. Open respondents are split between maintain (46%) and increase (38%).

- When asked how they would prefer to fund adding or maintaining services and facilities, respondents tend to favour some aspect of *user fees* - either a *standalone* ***increase to user fees*** (36%), or in *combination with a property tax increase* (20%) or *property tax increase and debt increase* (31%).

Top of Mind Issues

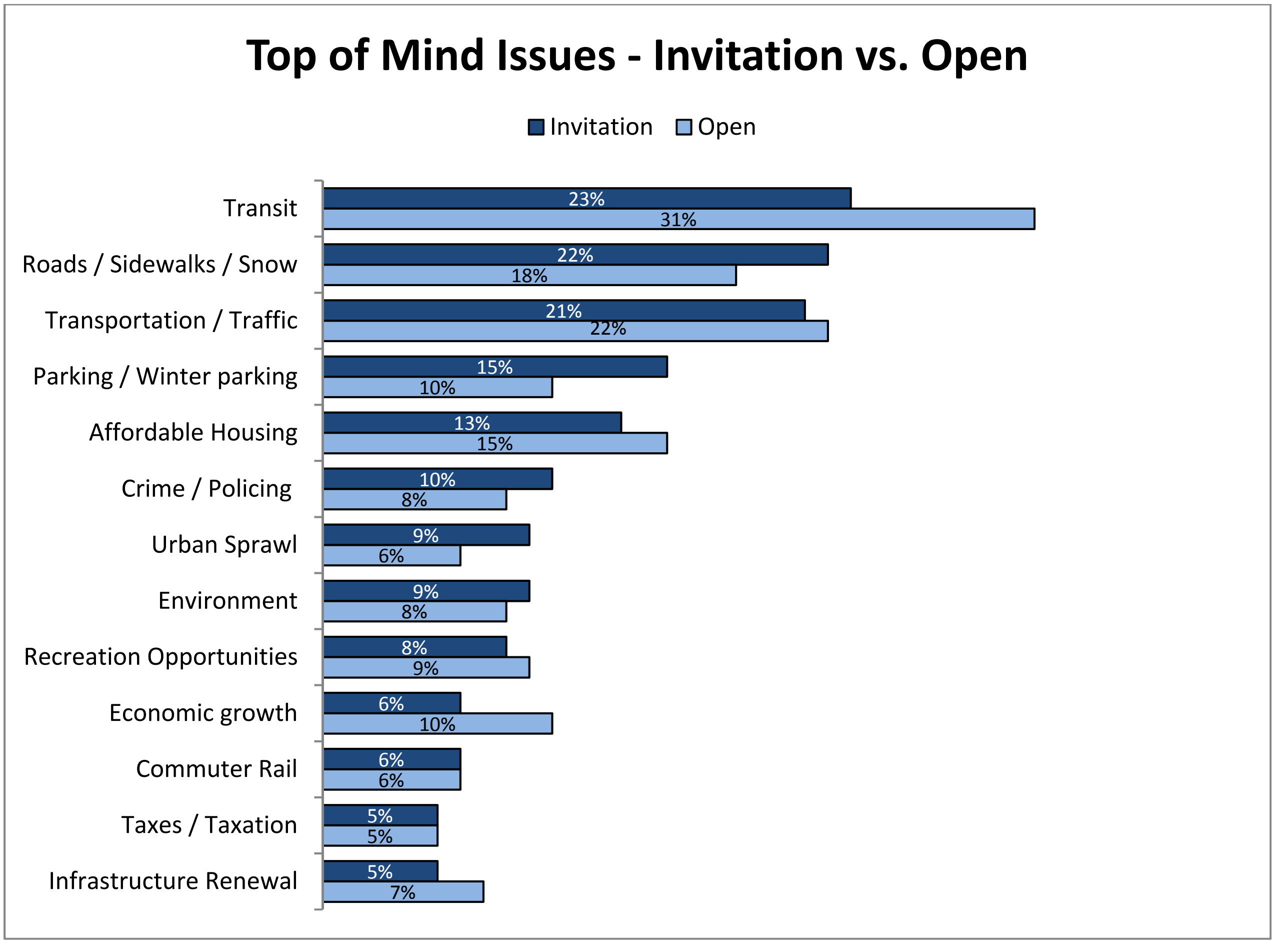
- When combining their responses to the question "In your opinion, what are the top three issues facing the Halifax region over the next five years that you feel the municipality should invest greater resources?", the top issues mentioned were ***Transit*** (23%), ***Road conditions / sidewalks / snow removal*** (22%), ***Transportation / Traffic*** (21%), ***Parking / winter parking*** (15%), ***Affordable housing*** (13%), ***Active transportation*** (12%), and ***crime / policing*** (10. However, there are several issues all within several percentage points, as shown in Table 1.

- When comparing the Invitation and Open results, there is a slight discrepancy in priorities, as respondents to the Open survey prioritized ***Transit*** (31%), ***Transportation/Traffic*** (22%), ***Road Conditions / Sidewalks / Snow Removal*** (18%), and ***Affordable Housing*** (15%).

Table 1. Top 3 Issues facing the Municipality over the next 5 years (Total mentions) *** Invitation Results (Open Results)**	**2010**	**2012**	**2014**	**2018**	**Trend**
Transit	24%	26%	15% (24%)	23% (31%)	↑
Road conditions / sidewalks / snow removal	15%	12%	13% (10%)	22% (18%)	↑
Transportation / Traffic	14%	18%	23% (21%)	21% (22%)	↓
Parking / Winter parking	-	-	6%	15% (10%)	↑
Affordable housing	4%	7%	5%	13% (15%)	↑
Active transportation	-	3%	4%	12% (13%)	↑
Crime / Policing	20%	22%	12% (15%)	10% (8%)	↓
Urban Sprawl / Planning for growth	1%	5%	14% (9%)	9% (6%)	↓
Environment / green belting / clean water	6%	19%	8% (10%)	9% (8%)	↑
Recreation opportunities	6%	4%	5%	8% (9%)	↑
Health / healthcare / hospitals	12%	4%	4%	6% (5%)	↑
Economic growth * / small business growth	7%	18%	12% (11%)	6% (10%)	↓
Commuter rail / light rail / ferry system	-	-	-	6% (6%)	↑
Taxes*	23%	15%	18% (22%)	5% (5%)	↓
Retention / attraction of residents / immigration	2%	-	5%	5% (3%)	↔

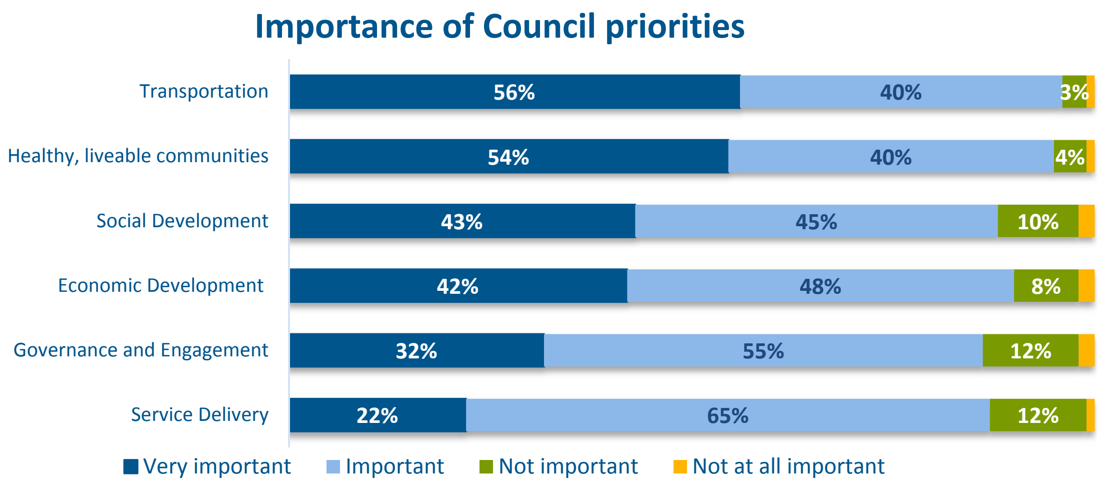
Infrastructure renewal	13%	11%	14% (8%)	5% (7%)	↓
Clean up / beautification	2%	4%	2%	5% (3%)	↑

* Economic growth split from employment and jobs, as economic growth was considered to be broader in context, and include such things as support to small business, tourism, and other economic stimulation actions.

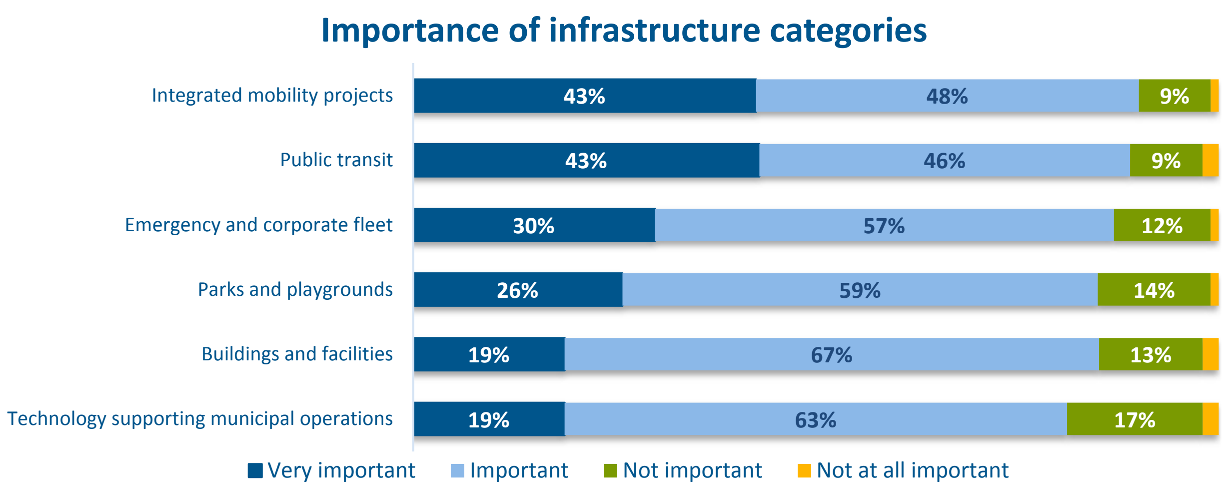


Community Priorities

- Among Council's six priority areas, almost 9 in 10 respondents say that each of the six priorities are at least important. however, the differentiator appears to be in the proportion rating each as very important. This seems to indicate that ***Transportation*** at 56% and ***Healthy, Liveable Communities*** at 54% are most important, and ***Service Delivery*** at 22% is least important to respondents. Open results were very comparable.



- Respondents ranked their infrastructure priorities according to the capital project groupings used when presenting the capital project budget to Council. Between Invitation and Open groups, the only significant difference was that Public Transit rated highest among Open respondents, and they rated it Very Important (54%, Important 38%).



- Respondents were asked to rank their top three infrastructure projects for the Municipality to pursue over the next five years. Table 2 outlines their selections.

Table 2: Top infrastructure priorities

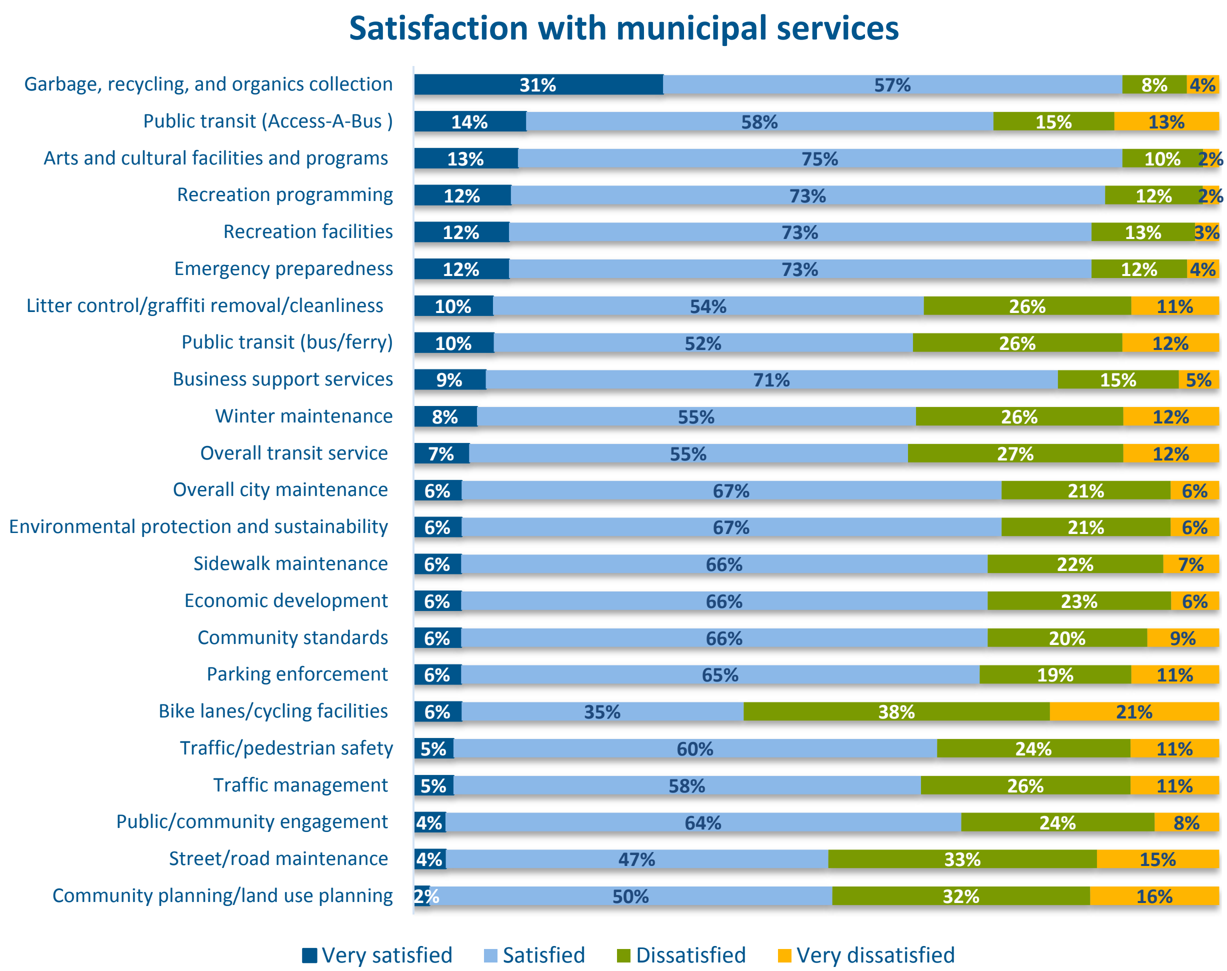
	% selecting as top priority	% selecting as top three priority*
Maintenance of existing streets and roads	22%	51%
Upgrade major roadways to provide increased capacity	16%	36%
Commuter rail	12%	33%
New active transportation improvements	10%	25%
More buses to new areas	6%	17%
More buses on existing routes	5%	15%
Improved/additional public transit facilities	5%	14%
New stadium	5%	12%
Maintenance of existing sidewalks, walkways, and trails	3%	22%
Arts and cultural facilities	3%	11%
New recreation facilities/community centres	3%	9%
Improving existing facilities	2%	15%
New/repair of outdoor recreation facilities	2%	14%
Technology to improve service delivery/customer service/accessibility	2%	12%
New/refurbished community branch libraries	2%	7%
Arenas/ice surfaces	1%	3%
Other	1%	4%

*Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.

- Open responses tend to follow the same pattern, with *maintenance of existing streets and roads* (16%), *commuter rail* (15%), *active transportation improvements* (12%), *upgrade major roadways* (11%), and *more buses to new areas* (8%) the top priorities.

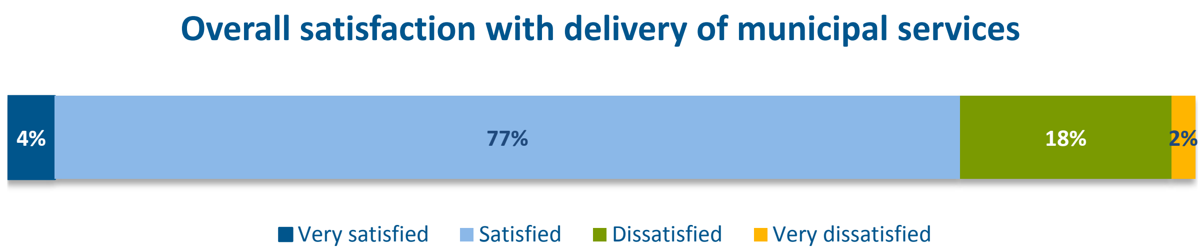
Satisfaction with Services and Service Funding

Respondents were asked to rate their satisfaction with 23 municipal services. Respondents appear to be most satisfied with *garbage, recycling, and organics collection* at 88%, with 31% very satisfied. At the lower end, respondents are least satisfied with *bike lanes and cycling facilities* (41%), which is the only aspect tested where fewer than half of respondents are satisfied.



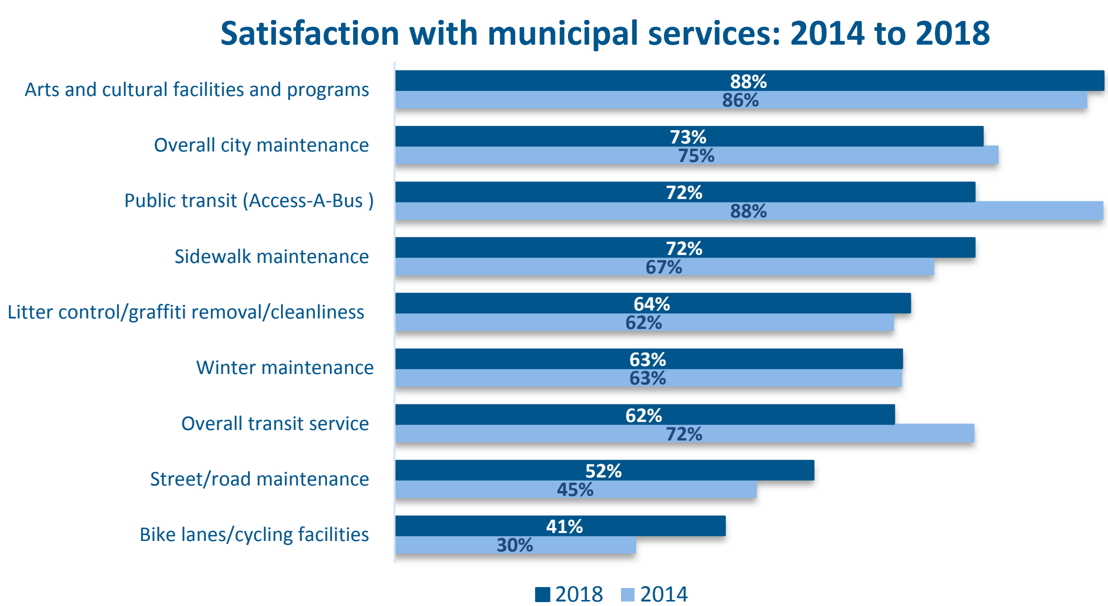
- In almost every instance, the satisfaction with municipal services for Open respondents was about the same for *Very Satisfied*, but lower for *Satisfied*, typically by around 10%.

Overall, 81% (68%) of respondents are at least satisfied with the *delivery of all the services provided by the Municipality*, including 4% who are very satisfied.



- Compared to 2014, results show similar levels of satisfaction, with the exception of *public transit - Access-A-Bus* (88% in 2014 to 72% in 2018) and *overall transit service* (72% in 2014 to 62% in 2018).

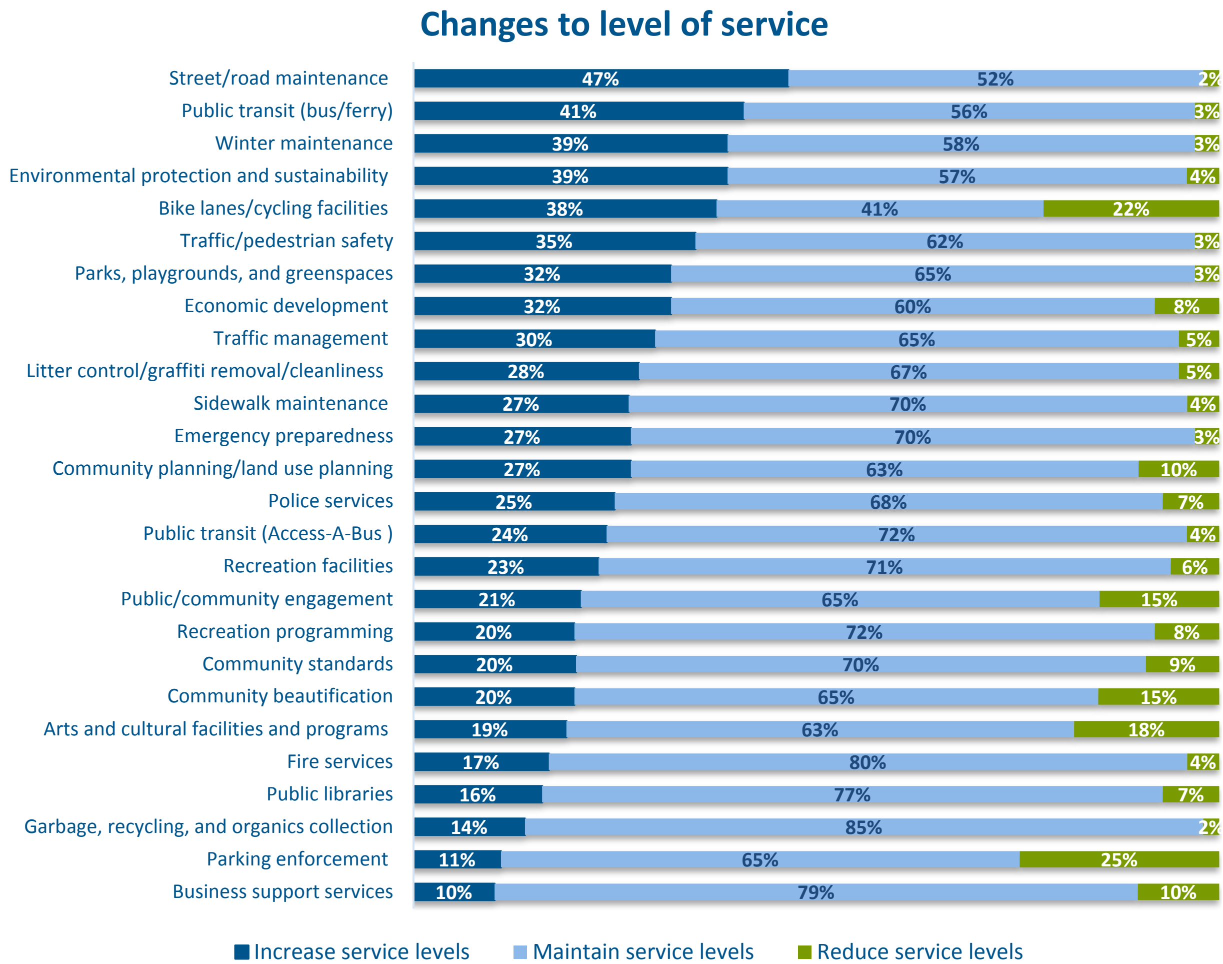
- The only service to see a significant increase from 2014 was *bike lanes and cycling facilities*, from 30% in 2014 to 41% in 2018; however, even with this increase, it still is the service with the lowest satisfaction rating.



When asked about which services should be increased, maintained, or reduced, in all cases the most common answer was maintain service levels.

- The services respondents would like to see increased most are *street/road maintenance* (47%) and *public transit – bus/ferry* (41%). The only service with more respondents saying to decrease than increase service is *parking enforcement*, with 11% saying increase and 25% saying decrease.

- The service that seems to be the most divisive is *bike lanes/cycling facilities*, as it is the only service with less than half saying to maintain it, and the second most saying to decrease it (22%).



Open respondents were more inclined to increase service levels than Invitation respondents.

- Some notable differences include *Transit (bus/ferry* - 56% increase / 40% maintain / 4% decrease), *Traffic / Pedestrian safety* (43%/53%/4%), *Public Transit (Access-A-Bus* – 33%/62%/5%), and *Public / Community Engagement* (28%/57%/14%).

Service Quality

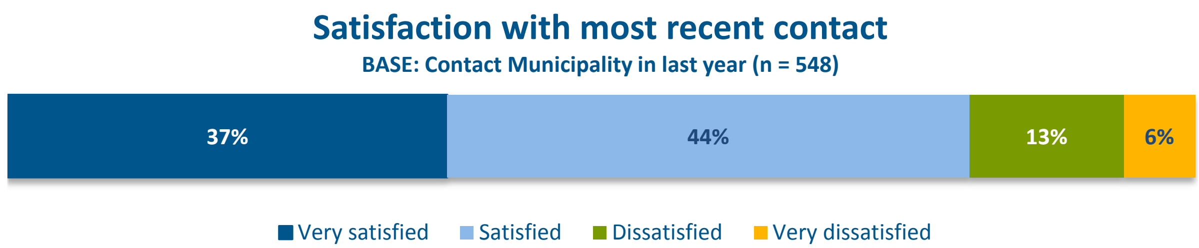
Overall, 46% (41%) of respondents say *they have had any contact with a municipal employee, either in-person, in writing, by telephone, email/website, by fax, by social media, or by encounter with a police/by-law officer, over the last 12 months*. This is down from 57% in 2014

- Among those who had contact in the past year, the most common type of contact was by *telephone - calling 311 or 902-490-4000* at 33% (38%).

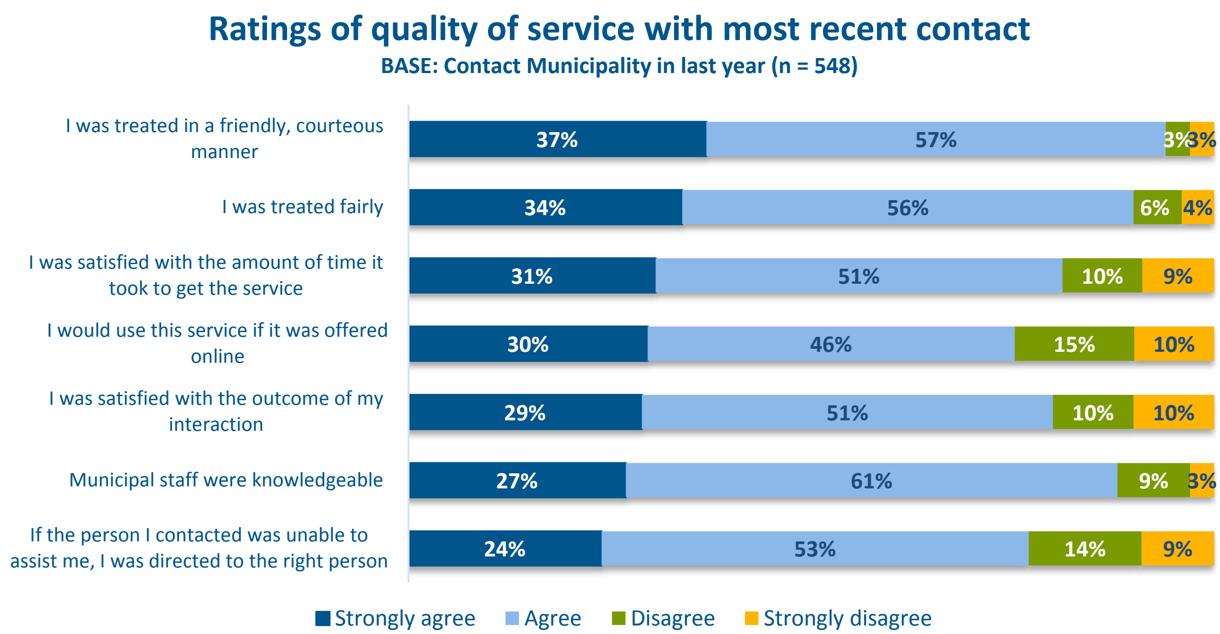
- In the past 12 months, 20% (27%) *have accessed the Municipality's Customer Service Centre in-person*. This is down from 30% in 2014.

- Among the 20% who have accessed the Customer Service Centre in-person in the last 12 months, the most common reasons were for *property tax payment or inquiry* (23%), *licence other than a dog licence* (18%), *transit tickets, pass or schedule* (17%), or *parking ticket payment* (16%). For Open respondents, the most common reason was *transit tickets, pass or schedule* (26%).

- Among those who had any contact with the Municipality in the past year, 81% (78%) are at least satisfied with their contact, including 37% who are very satisfied. This proportion is up from 2014 when 68% were satisfied or very satisfied.



Respondents with any contact with the Municipality in the last year rated their agreement with seven statements. In all cases, approximately 3 in 4 at least agreed with the statement, with respondents most likely to at least agree that *they were treated in a friendly, courteous manner* (94%) and that *they were treated fairly* (90%).



- Compared to 2014, all the service quality ratings improved, with respondents *satisfied with the outcome of their interaction* improving the most, from 61% to 80%. There was minor difference between Invitation and Open responses.

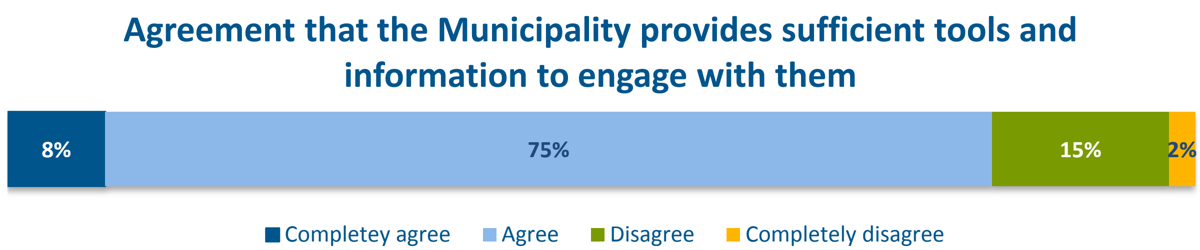
- Overall, 78% of respondents have accessed *www.halifax.ca* (60% in the past year) and 73% have accessed services at www.halifax.ca/home/online-services (43% in the past year), with most using it to seek out information or complete an online payment. Approximately 75% of respondents said that they would be *likely to use online services in the future*.

Access to Information / Public Engagement

- In the past 12 months, respondents are most likely to have received or accessed information through *calling 311* (45%), *viewing or engaging the Municipality's social media channels* (37%), or *contacting a Councillor or municipal staff* (29%). Fewer have *made a Freedom of Information Request* (8%) or *visited the Municipal Archives or used their online catalogue* (13%).

- Among those who have accessed online services or information in the past year, the majority rate each as at least easy to access, with *calling 311* (97%) and *viewing or engaging the Municipality's social media channels* (98%) being rated as very easy. Respondents seem to have the most difficulty *making a Freedom of Information Request* with 60% rating as at least easy.

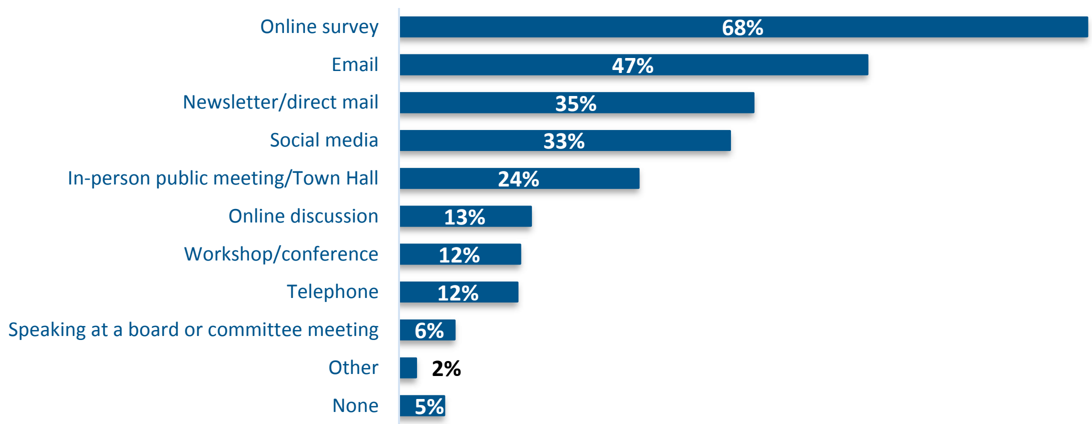
- Respondents are most likely to have *attended an in-person public meeting* (39%), *completed online surveys from the Municipality* (38%), or they *spoke directly with their Councillor or municipal staff* (27%). However, in most cases these behaviors are rare, with most respondents engaging in them only once or twice in the past 12 months.



- When asked for barriers or challenges they have faced accessing information, or participating or engaging with the Municipality, 78% indicate they have not faced any challenges. The most common challenges identified were *lack of awareness or notification of engagement opportunities* (7%), *issues accessing the website* (3%), *feeling like their opinion won't be heard or taken seriously* (3%), *issues contacting their Councillor* (2%), or *lack of opportunities to engage* (2%).

Preferred method of engaging with the Municipality

Note: Respondents could provide more than one answer.

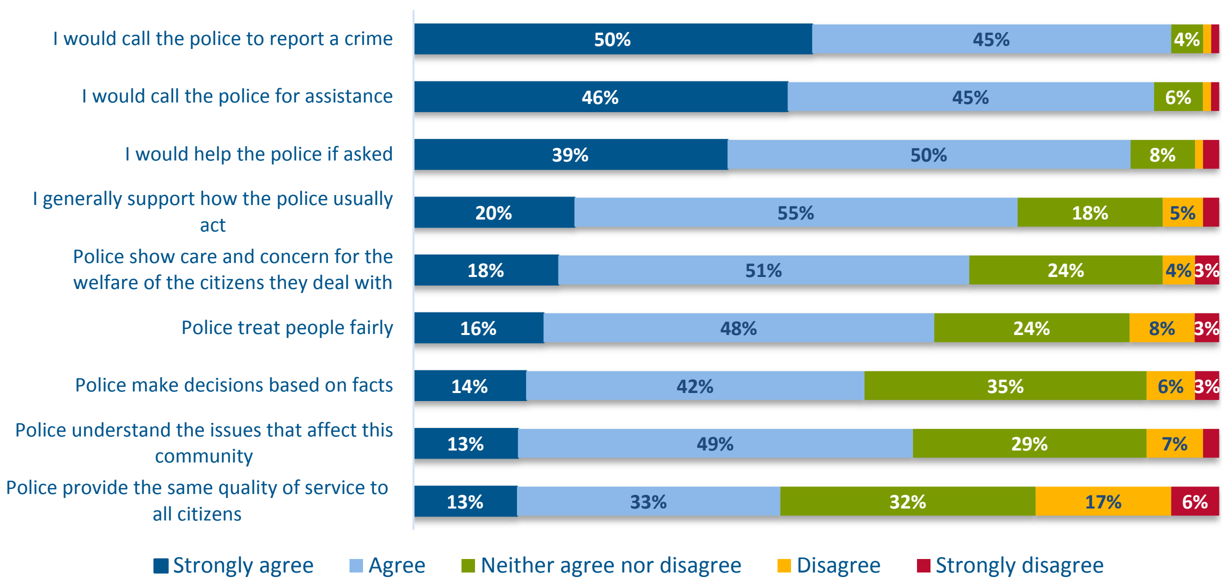


Public Safety

- Residents are most likely to agree that they would *call police to report a crime*, *call police for assistance*, and *help police if asked*. In each case, more than 9 in 10 at least agree with each statement.

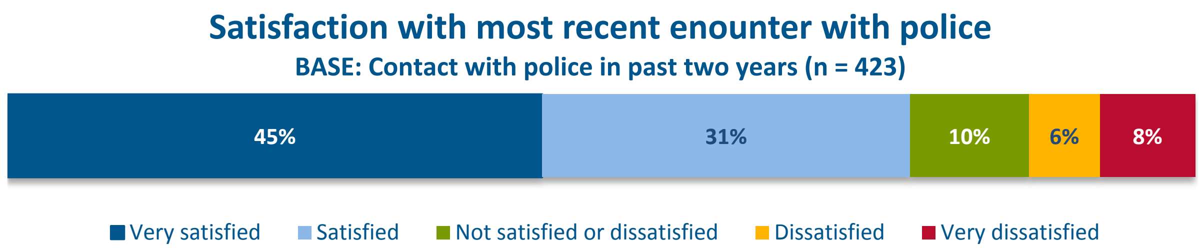
- On the other hand, citizens are least likely to agree that *police provide the same quality of service to all citizens*, with just under half agreeing or strongly agreeing. In fact, 2 in 10 disagree or strongly disagree, which is the only statement where more than 8% disagree or strongly disagree.

Agreement with statements about police

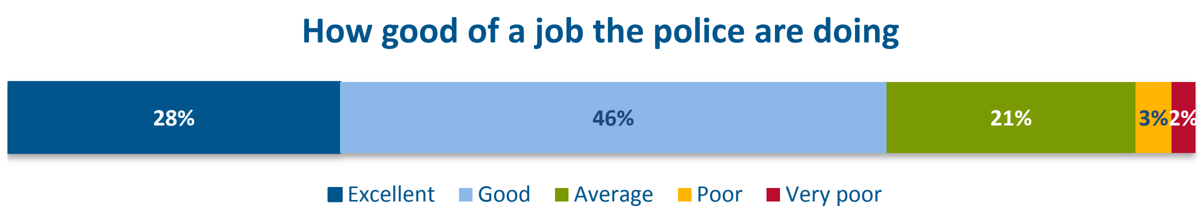


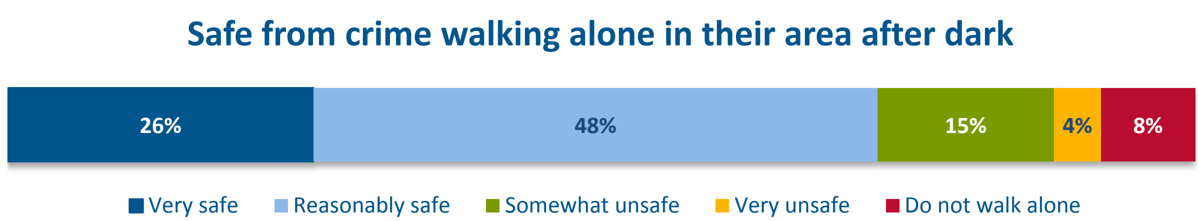
- Comparing Invitation to Open results, the Open results tended to be higher for *strongly agree*, slightly lower for *agree* and *neither agree nor disagree* (which is slightly counter to the general tone of the Open responses being slightly more negative in other questions, or in the 2014 survey).

- In the past two years, 39% of residents say the *police approached them, stopped them, or made contact with them for any reason*. Three quarters of respondents were satisfied with their most recent encounter.

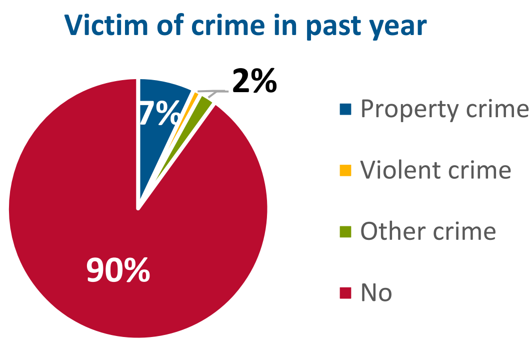


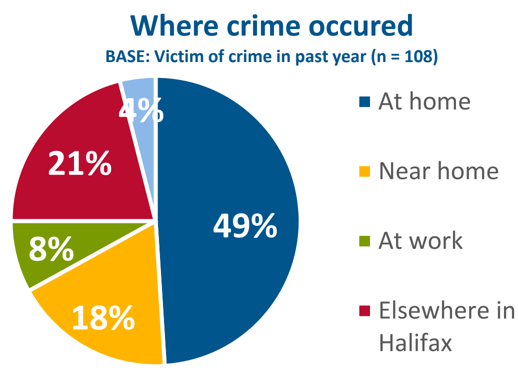
- Most citizens say that *police in their neighbourhood* never or almost never (57%) *exceed their authority*, with another 25% saying rarely. Just 2% say the police always or almost always exceed their authority.





- Females, younger people, and those with no post-secondary education are more likely than their counterparts to say they feel unsafe walking alone in their area after dark. In addition, those in the lowest income households are more likely than those in higher income households to say they do not walk alone.





- Among victims of crime in the past year, 75% (69%) say they *reported the crime to police.*

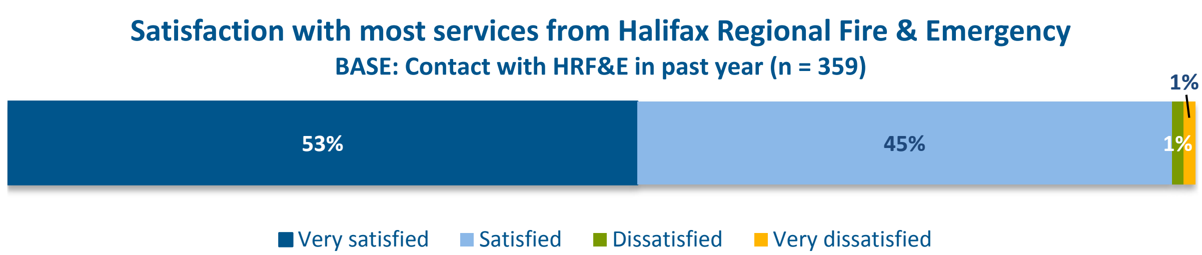
<u>Fire Services and Emergency Management</u>

Halifax Regional Fire & Emergency asked a variety of questions to understand resident knowledge of available services and their preparedness for an emergency, and to concurrently build awareness of the services.

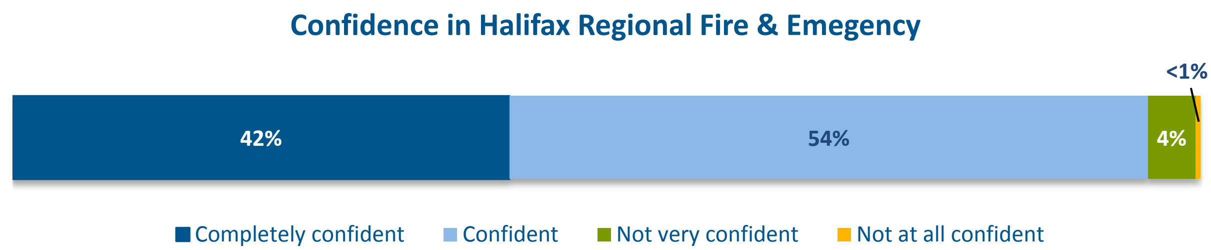
- Among eight fire services that Halifax Regional Fire & Emergency offers, respondents are very aware of several, including *firefighting and rescue* (96%), *motor vehicle accident response* (95%), *medical response* (95%), and *community/public events* (92%). They are least aware that Halifax Regional Fire & Emergency offers *technical/water rescue* (74%) or *public education/information programs* (72%).

- Respondents are less aware of emergency management services than fire services, with *response and recovery* (75%) receiving the highest level of awareness.

- In the past year, 33% have *required or witnessed a response from Halifax Regional Fire & Emergency*. Of these, 98% were very satisfied (53%) or satisfied (45%). This compares with 91% in 2014.



- 96% of respondents said that they were very confident (42%) or confident (54%) that *Halifax Regional Fire and Emergency will respond to emergency calls in a timely manner*, up from 93% in 2014.



- Respondents were told that *"in the event of an emergency or disaster situation, Halifax Regional Fire & Emergency recommends that you have enough supplies to last you for 72 hours, and a plan in case you need to evacuate your home."* Overall, 59% say they meet this guideline.

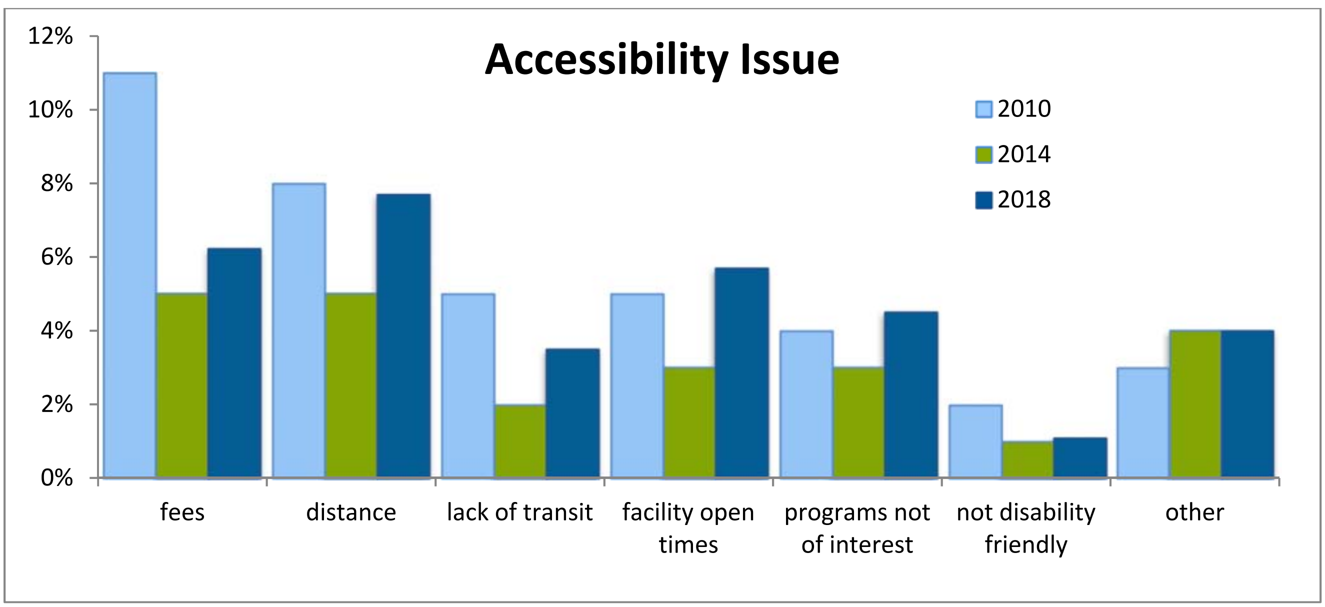
Recreation and Leisure

Overall, 50% of respondents have *used a municipally-run recreation facility in the past year*, including 11% who use them at least weekly. This is up from 2014, when 40% had used such facilities in the past year; however, the change is primarily due to a higher proportion who used these facilities once or twice a year (21% in 2018 compared to 14% in 2014). Weekly and monthly rates were very similar in 2018 as 2014.

- 18% of residents have registered for or participated in a municipally-run recreation program over the past 12 months, about the same as in 2014.

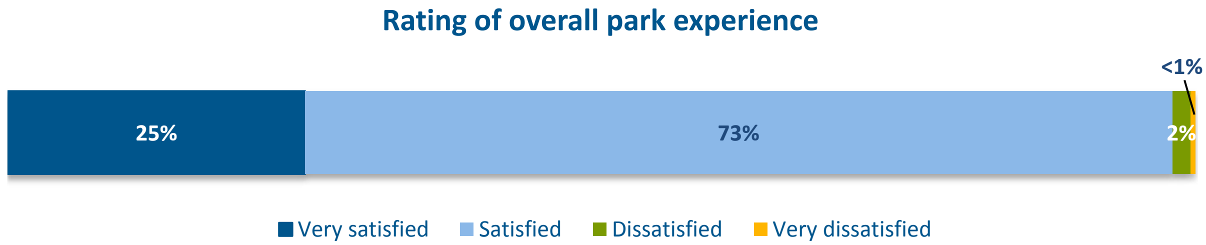
- Just 16% (26%) of respondents said they *find it difficult to access any municipal facilities or participate in any recreation or leisure programs run by the Municipality* – similar to 2014 (13%) and 2010 (21%).

- The following chart shows the proportion of total respondents by stated accessibility issue.



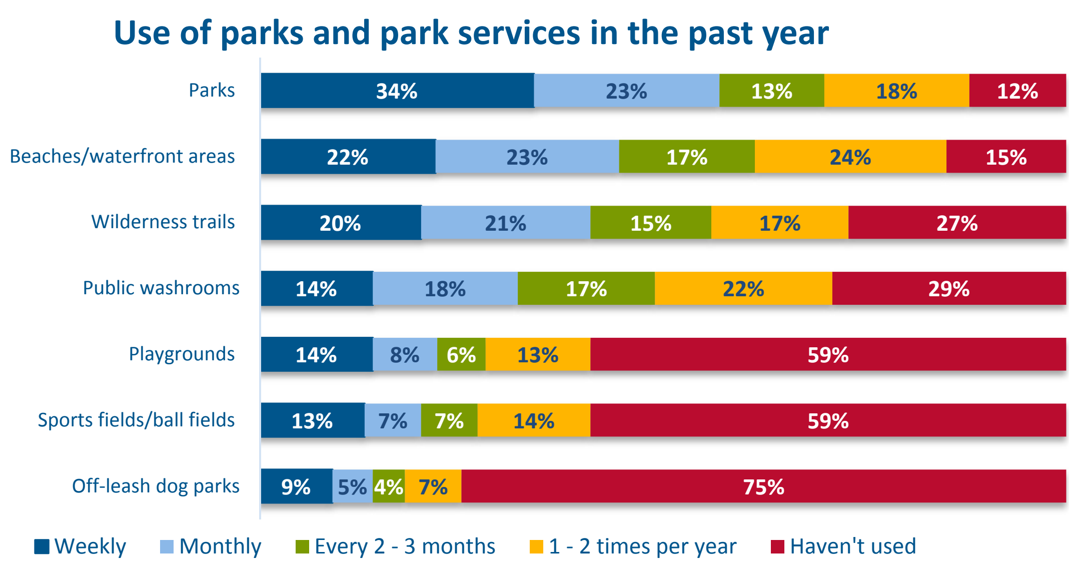
Parks

In general, 98% of residents are satisfied with their overall park experience, including 25% who are very satisfied. It is also important to note that, despite differences in use of the parks, there are no statistical differences in the overall rating of park experiences between demographic groups.

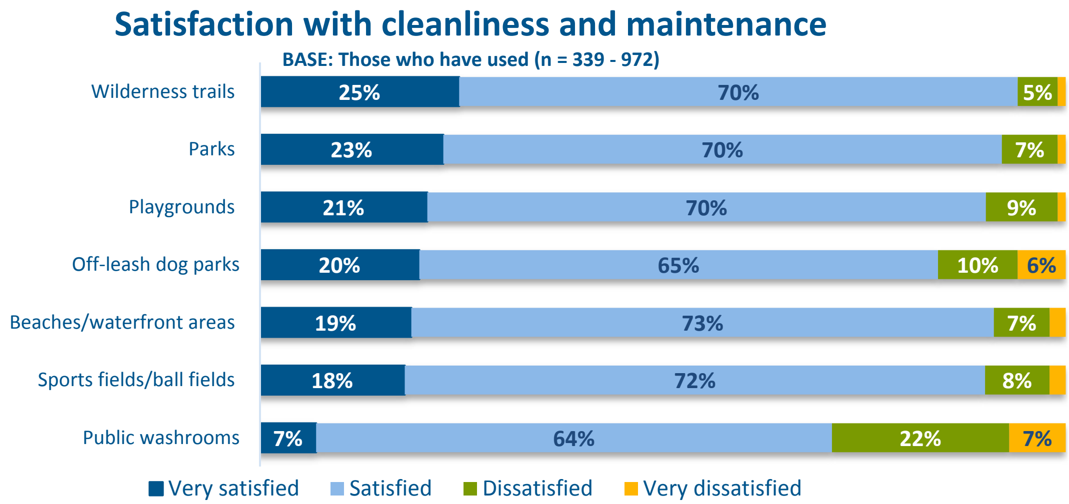


In the past year, respondents' use of parks and park services varies from 88% who have used *parks* to 25% who have used *off-leash dog parks*. In 2012, respondents were asked about their use of *parks, playgrounds*, and *trails*, and use is slightly different.

- For *parks,* the biggest change is in frequency of use, as just 19% were using parks weekly in 2012 compared to 34% in 2018. Use in the past year as a whole is up slightly, with 79% having used parks in 2012 compared to 88% in 2018.
- For *playgrounds*, both weekly use (14% in 2018 and 9% in 2012), and total use (41% in 2018 and 49% in 2012) are quite similar. Additionally, for *trails*, weekly use (20% in 2018 and 25% in 2012) and total use (73% in 2018 and 82% in 2012) are similar.



- Satisfaction with cleanliness and maintenance of parks and park services does not tend to be as high as satisfaction with other municipal services; however, more than 7 in 10 are at least satisfied with each included in the survey. Almost all have similar satisfaction ratings, except *public washrooms*, which 28% are dissatisfied or very dissatisfied with.

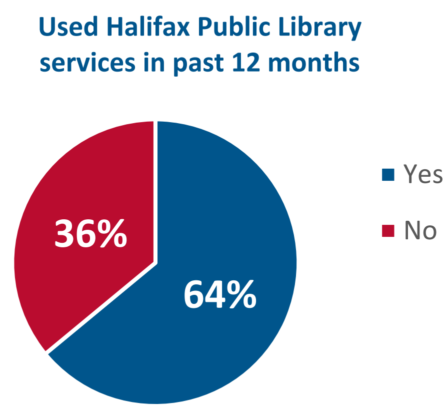


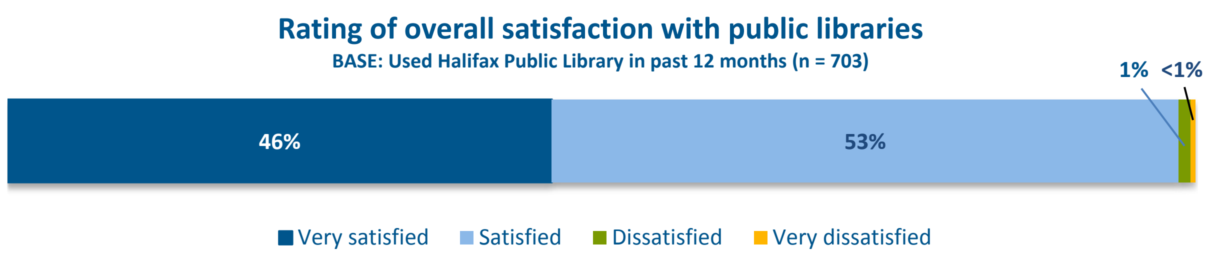
Halifax Public Libraries

64% of respondents have used the services of the Halifax Public Libraries, up from 54% in 2014.

Results show younger respondents, those living in Halifax for less time, those with more education, and those with children are most likely to report using library services in the past year.

Overall, 99% of respondents who have used libraries in the past 12 months are at least satisfied with them, including 46% who are very satisfied. The total satisfaction is on par with 2014 (98%), although the proportion who are very satisfied is up from 35% to 46%.



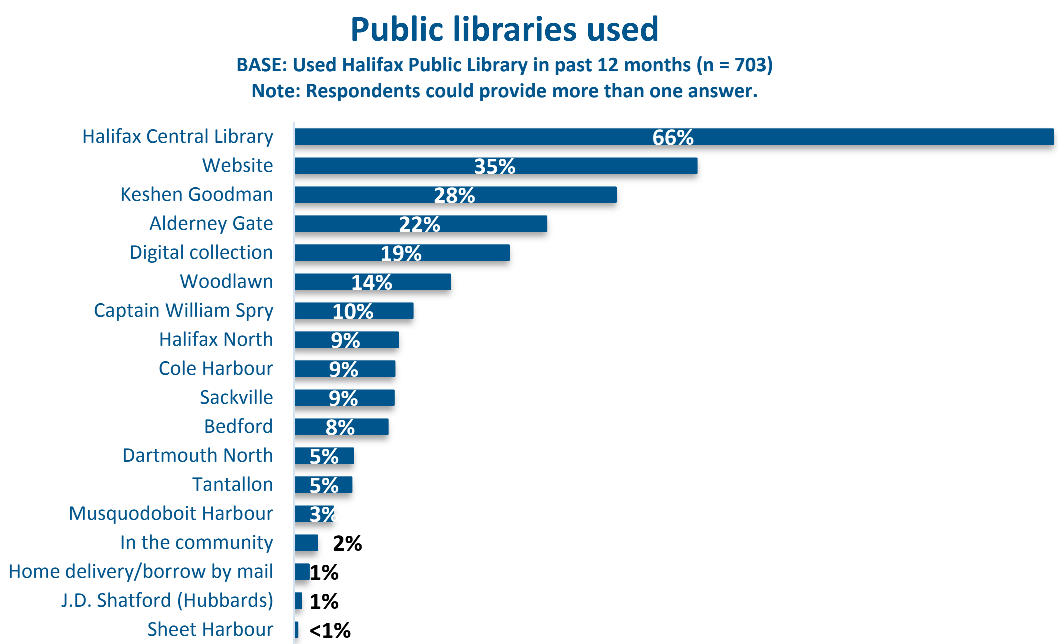


For the most part, library users are satisfied with various aspects of libraries, with about 9 in 10 or more reporting they are at least satisfied. However, the proportion who are very satisfied does vary, with 62% of respondents very satisfied with *library facilities* and 25% of respondents satisfied with *open hours*.

Table 3 outlines the satisfaction with various Library services over the past 3 surveys. Overall, respondents seem more satisfied with Library services in 2018 than in 2014. Open respondents tend to show lower satisfaction than the Invitation sample.

Table 3. Satisfaction with Library Services (% responding Satisfied or Very Satisfied)	**2010 ****	**2014 Invitation (Open)**	**2018 Invitation (Open)**
Library facilities	72%*	97% (96%)	99% (97%)
Library materials	73%*	96% (92%)	95% (94%)
Public technology	-	93% (91%)	98% (95%)
Children's programs	-	89% (93%)	96% (90%)
Youth programs	-	80% (87%)	94% (84%)
Adult programs	-	89% (86%)	94% (88%)
Programs for seniors	-	95% (86%)	92% (85%)
Programs for newcomers	-	87% (81%)	96% (85%)
Home delivery	-	87% (89%)	91% (82%)
Borrow by Mail services	-	100% (88%)	96% (89%)
Hours	-	90% (79%)	89% (84%)
Overall satisfaction with Halifax Public Libraries	-	98% (95%)	99% (96%)

- When comparing Library usage between the Invitation and Open groups, there is not much difference. In the Open sample Halifax Central (69%), Alderney Gate (30%), Woodlawn (16%) and Cole Harbour (12%) trend higher.

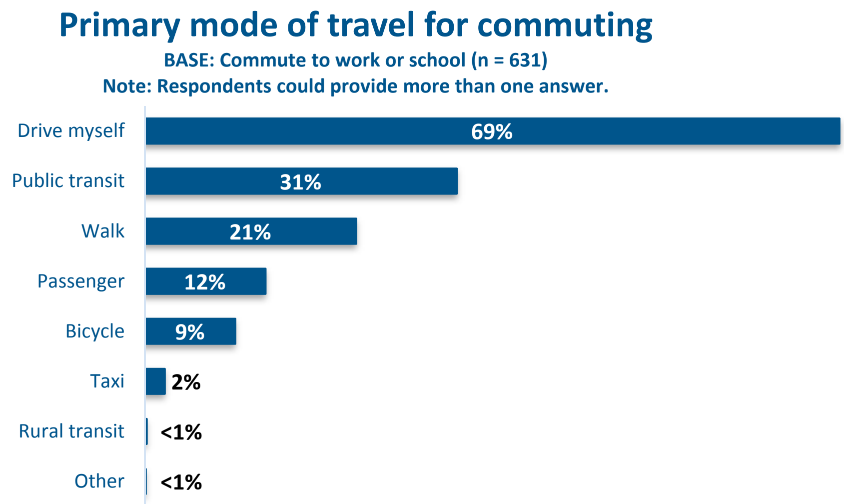


- Respondents tend to say that *public libraries and the service they provide to their community* are important, as 92% rate them as at least important (including 61% saying very important).

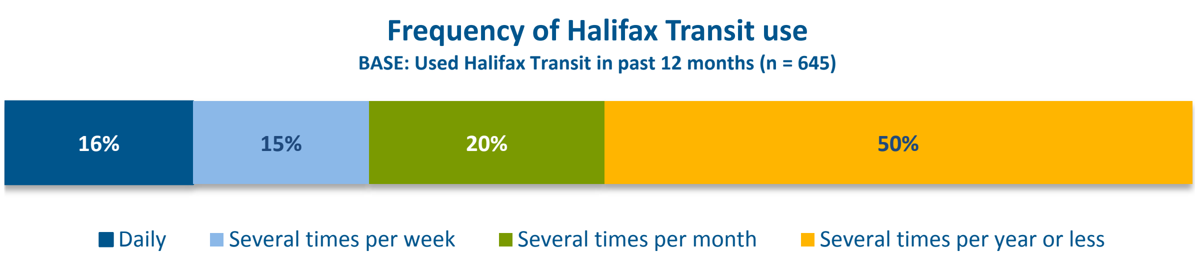
- When asked what prevents them from using libraries most often, 59% say nothing or there are no barriers, about the same as 2014. The most common barriers cited include *inconvenient hours/not open 7 days a week* (13%), *inconvenient locations* (7%), *no programs/services that they want* (7%), or *transportation issues* (6%). In 2014, *hours of operation* was also the most cited barrier at 15%.

Transportation

Amongst respondents, 59% *commute to work or school*. For commuters, the primary mode of travel is *driving themselves* at 69%, with 31% of commuters using *public transit*. In the Open survey, 64% indicated they commute to work, with 64% *driving themselves*, 37% using *public transit*, and 20% *walk*.



Overall, 59% (66%) have *used Halifax Transit in the past 12 months*, up from 53% in 2014. Among those who have used transit in the past year, 16% (21%) are daily transit users, while 50% are occasional users (i.e., several times per year or less). When examined as a whole, including those who have not used transit in the past year, **about 18% of respondents use transit at least several times week**.



When asked what would get them to use transit more or more often, the reasons tend to be different between users and non-users. The most common factors for users are *increased service frequency* (45%) and *reliable/on-time service* (45%). For non-users, there are 56% who say nothing would make them use it or use it more often. The most common factors for non-users are *more direct or limited stop routes* (19%), *added service to rural areas* (18%), and *increased service frequency* (18%).

Table 4: Encourage to use public transit more often		
	Used Halifax Transit in past 12 months (n = 645)	**Have not used in past 12 months (n = 4485)**
Increased service frequency	45%	18%
Reliable/on-time service	45%	17%
Improved/access to schedule information	32%	13%
Improved/electronic fare payment options	31%	13%
More direct or limited stop routes/faster	30%	19%
App to determine bus arrival times	28%	8%
Additional urban core bus routes	23%	6%
Added service to rural areas	22%	18%
Fewer transfers	22%	14%
Stops closer to home or work	22%	14%
Additional shelters	20%	7%
Additional Park & Ride lots	14%	10%
Increased safety	12%	6%
Environmental concerns	11%	4%
Additional designated fully accessible routes	9%	3%
Additional bike rack accessible buses	6%	2%
Extend hours	1%	1%
Better customer services	1%	-
When I can't drive	<1%	1%
Other	3%	3%
Nothing - I don't plan to use transit	4%	47%
Nothing - happy with current services	14%	9%
Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.		

Generally, respondents see a **need for more downtown parking**, with a greater emphasis on *downtown Halifax* (74%) than *downtown Dartmouth* (34%). Just 21% think downtown parking in either area is sufficient, and 4% believe less downtown parking is needed.

FINANCIAL IMPLICATIONS

The total cost of the 2018 HRM Citizen Survey is $42,424 (net HST included), including consulting fees of $12,318 (net HST included). Funding for this expenditure has been provided for in contract services (6399) in Finance and Asset Management cost centre M351

There are no immediate financial implications resulting from this report.

COMMUNITY ENGAGEMENT

Citizen Surveys are one way the HRM engages the community. These results in combination with many other engagement approaches help to inform Regional Council and the organization of citizen satisfaction with services and priorities.

ATTACHMENTS

Appendix A - Consultants Report - PRA HRM 2018 Citizen Survey

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A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Michael Pappas, Planning & Performance Coordinator, Finance & Asset Management 902.490.5534

Original Signed

Report Approved by: ______________________________

Wendy Lines, Acting Manager, Corporate Planning, Finance & Asset Management, 902.490.6470

HALIFAX REGIONAL MUNICIPALITY
2018 CITIZEN SURVEY REPORT

September 2018

HALIFAX

WINNIPEG | OTTAWA
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EXECUTIVE SUMMARY

The 2018 Citizen Survey is the ninth time the Halifax Regional Municipality has undertaken this study since the Municipality was formed by the amalgamation of five independent municipal units. The primary objectives of this research are to determine the satisfaction of Halifax residents and taxpayers with the services provided by their municipal government and to help identify the mix of programs and services to best meet expectations of Halifax residents and taxpayers.

In July 2018, the Municipality randomly selected 12,000 Halifax households to receive an invitation to complete the survey. Approximately 500 of the 12,000 mailed letters were returned to the Municipality as undeliverable, meaning that about 11,500 households received the survey. Over approximately four weeks, a total of 1,097 surveys were completed, which results in a response rate of 9.5%. The margin of error for this study is of ± 2.9% (19 times out of 20 or at the 95% confidence level).

Quality of life

Almost all respondents (96%) say that the *overall quality of life in the Halifax region* is at least good, which is virtually unchanged from 2012 (94%). Over the past five years, 38% of respondents say the quality of life in Halifax has improved, which is about three times more than those who say it has worsened (13%). The proportion who say it has improved is higher in 2018 than 2012 (19%) or 2010 (25%).

Value for taxes

About 73% of respondents say they get at least good value for *the level of property taxes they currently pay relative to the programs and services they receive from the Municipality*. The proportion who say they receive at least good value is slightly higher than 2014 (65%).

In terms of budgeting, the majority (53%) say they would *maintain taxes and fees, even if it means reducing some services to maintain others*, followed by 30% who say they would *increase municipal services, even if taxes or fees must increase*. When asked how they would prefer to fund adding or maintaining services and facilities, respondents tend to favour some aspect of *user fees* - either a *standalone increase to user fees* (36%), or in *combination with a property tax increase* (20%) or *property tax increase and debt increase* (31%).

Satisfaction with municipal services

Respondents were asked to rate their satisfaction with 23 municipal services. In general, respondents appear to be satisfied with services, with all but one service receiving a majority who are at least satisfied. Respondents are most satisfied with *garbage, recycling, and organics collection* at 88% and least satisfied with *bike lanes and cycling facilities* (41%). Compared to 2014, two aspects saw noticeable drops: *public transit - Access-A-Bus* (88% in 2014 to 72% in 2018) and *overall transit service* (72% in 2014 to 62% in 2018), while *bike lanes and cycling facilities* increased from 30% in 2014 to 41% in 2018.

The generally positive perception of services leads to 81% who are at least satisfied with the *delivery of all the services provided by the Municipality*.

When asked about which services should be increased, maintained, or reduced, in all cases the most common answer was maintain service levels. The services respondents would like to see increased most are *street/road maintenance* (47%) and *public transit – bus/ferry* (41%).

Community priorities

Among six Council priorities, almost 9 in 10 respondents say that each of the six priorities are at least important, with *Transportation* (56% very important) and *Healthy, Liveable Communities* (54% very important) identified as most important.

Among six infrastructure priorities, two tend to stand out as being most important — *integrated mobility projects* and *public transit* — with both having 43% of respondents saying they are very important.

When ranking their top infrastructure projects for the Municipality to pursue over the next five years, the highest priority was *maintenance of existing streets and roads*, which 22% selected as their top priority and 51% selected as one of their top three. This was the only project where at least half selected it in their top three.

Service quality

Overall, 46% of respondents say *they have had any contact with a municipal employee, either in-person, in writing, by telephone, email/website, by fax, by social media, or by encounter with a police/by-law officer, over the last 12 months* and 20% *have accessed the Municipality's Customer Service Centre in-person*. Among those who had any contact with the Municipality in the past year, 81% are at least satisfied with their contact, up from 68% in 2014.

Overall, 78% have accessed *www.halifax.ca* (61% in the past year) and 57% have accessed services at www.halifax.ca/home/online-services (34% in the past year). Most often, respondents were *searching for information* (60%) or *completing an online payment* (29%).

Among all residents, 76% would be at least likely to *access online services in the future*, including 30% who would be very likely.

Access to information and public engagement

In the past 12 months, respondents are most likely to have received or accessed information through *calling 311* (45%), *viewing or engaging the Municipality's social media channels* (37%), or *contacting a Councillor or municipal staff* (29%). Among those who have accessed the service or information in the past year, the majority rate each as at least easy to access with *calling 311* (97%) and *viewing or engaging the Municipality's social media channels* (98%) rated highest.

Among other types of engagement respondents have taken part in over the past 12 months, respondents are most likely to have *attended an in-person public meeting* (39%), *completed online surveys from the Municipality* (38%), or *spoken directly with their Councillor or municipal staff* (27%).

About 83% at least agree that *the Municipality provides sufficient tools and information to allow them to meaningfully participate and engage with the Municipality*.

For most, their preferred method of engaging with the Municipality tends to be online, either through *an online survey* (68%), *email* (47%), or *social media* (33%).

Public safety

In the past two years, 39% of residents say the *police approached them, stopped them, or made contact with them for any reason*. Among those who had contact with the police in the past two years, almost 8 in 10 are at least satisfied with *the way the police treated them during the last time they had contact with police*. About three-quarters of citizens think the police are doing at least a good job in their area, with 28% saying the police are doing an excellent job. Most citizens say that *police in their neighbourhood* never or almost never (57%) *exceed their authority*.

Overall, almost three-quarters of citizens say they feel at least reasonably *safe from crime when walking alone in their area after dark*, including 26% who feel very safe.

Overall, 10% of residents say they have been a victim of crime in the past year, with the most common type of crime reported as *property crime* at 7%. The proportion who reported a property crime is down from 17% in 2010, as well as violent crime at 3% in 2010 down to 1% in 2018. Among victims of crime in the past year, 75% say they *reported the crime to police.*

Among eight fire services the Halifax Regional Fire & Emergency offers, respondents are very aware of several, including *firefighting and rescue* (96%), *motor vehicle accident response* (95%), *medical response* (95%), and *community/public events* (92%). For emergency management services, respondents are less aware of these than fire services, with *response and recovery* (75%) receiving the highest level of awareness.

In the past year, 33% have *required or witnessed a response from Halifax Regional Fire & Emergency*. Among those who had contact with Halifax Regional Fire & Emergency in the past year, 98% are at least satisfied *with the services provided*.

Overall, 96% of respondents are at least confident that *Halifax Regional Fire & Emergency will respond to emergency calls in a timely manner*, including 42% who are completely confident.

Recreation and leisure

Overall, 50% of respondents have *used a municipally-run recreation facility in the past year*, including 11% who use them at least weekly. About 18% have *registered or participated in a municipally-run recreation program over the past 12 months*. Just 16% said they *find it difficult to access any municipal facilities or participate in any recreation or leisure programs run by the Municipality*, with *no facilities or programs of interest within a reasonable distance from their home / time it takes to get there* being the most common difficulty (47%).

Parks

In the past year, respondents' use of parks and park services varied from 88% who have used *parks* to 25% who have used *off-leash dog parks*. More than 7 in 10 are at least satisfied with each park and park service included in the survey. Almost all have similar satisfaction ratings, with the exception of *public washrooms*, which 28% are dissatisfied or very dissatisfied with. Overall, 98% of residents are satisfied with their overall park experience, including 25% who are very satisfied.

Public libraries

About 64% of respondents have *used services of Halifax Public Libraries in the past 12 months in a branch, in the community, or online*. This is up slightly from 57% in 2014. The most common sources of information for those using the library are *the website* (72%) and *library staff* (52%). Overall, 99% of respondents who have used libraries in the past 12 months are at least satisfied with them, including 46% who are very satisfied.

Respondents tend to say that *public libraries and the service they provide to their community* are important, as 92% rate them as at least important (including 61% who say they are very important).

Transportation

Amongst respondents, 59% *commute to work or school*. For commuters, the primary mode of travel is *driving themselves* at 69%, with 31% of commuters using *public transit*.

Overall, 59% have *used Halifax Transit in the past 12 months*, up from 53% in 2014. Among those who have used transit in the past year, 16% are daily transit users, while 50% are occasional users (i.e. once a month or less often). When examined as a whole, including those who have not used transit in the past year, about 18% of respondents use transit at least several times week.

Generally, respondents see a need for more downtown parking, with a greater emphasis on *downtown Halifax* (74%) than *downtown Dartmouth* (34%). Just 21% think downtown parking in either area is sufficient.

Halifax Regional Municipality issues

Respondents were asked to name up to three *issues facing the Halifax region over the next five years in which they feel the Municipality should invest greater resources*. Respondents named many issues, with three being mentioned more often than others, all of which related to transportation. These included *transit* (23%), *road conditions, sidewalks, and snow removal* (22%), and *transportation and traffic* (21%).

HALIFAX

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30TH ANNIVERSARY PRA 30e ANNIVERSAIRE

1.0 Background and objectives

In the summer of 2018, the Halifax Regional Municipality (the Municipality) hired PRA Inc. to conduct its Citizen Survey. The 2018 survey marks the ninth study of this nature since the Municipality was formed by the amalgamation of five independent municipal units.

This ongoing citizen research plays a key role in the Municipality’s mission to ensure it provides the programs and services that are required and desired by its citizens. The Municipality has two main objectives in conducting the 2018 Citizen Survey, which are to:

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

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

2.0 Methodology

2.1 Questionnaire design

The Municipality designed the questionnaire in consultation with various Halifax Regional Municipality business units and key stakeholders. PRA Inc. reviewed the draft questionnaire and provided feedback to improve and refine questions to ensure more reliable results were obtained from the questions.

PRA pretested the survey by telephone using random-digit dialling with eight citizens on July 17, 2018. This pretest resulted in slight wording changes to questions. The final questionnaire can be found in Appendix A.

2.2 Sampling plan

In July 2018, the Municipality randomly selected 12,000 Halifax households to receive an invitation to complete the survey. A sample of households was taken from a comprehensive list of all households in Halifax using the Municipality's civic address database. This database was used to randomly select a proportional representation of households from all 16 districts in Halifax, including both single-family and multi-unit households. This sampling method ensured that the proportion of households selected was a close representation of households in Halifax. This sampling method was used in the 2010, 2012, and 2014 Citizen Surveys.

2.3 Survey administration

The Municipality drafted a letter inviting a member of the household to complete the survey, either online, by telephone, or by receiving a paper copy by mail. To access the online survey, each letter contained a passcode, which allowed respondents to complete the survey and prevented unauthorized completion of the survey.

Two weeks after sending the letter, the Municipality mailed all 12,000 households a reminder postcard encouraging participation in the research. The postcard also included contact information for citizens to use if they no longer had their invitation letter.

Approximately 500 of the 12,000 mailed letters were returned to the Municipality as undeliverable, meaning that about 11,500 households received the survey.

The survey was open from July 30 to August 19, 2018. A total of 1,097 surveys were completed, which results in a response rate of 9.5%. Among the 1,097 completed surveys, 980 (89%) were completed online, 48 were completed by telephone (4%), and 69 were completed by mail (6%). The margin of error for this study is of ± 2.9% (19 times out of 20 or at the 95% confidence level).

2.4 Weighting

In some cases, when the random sample diverges from Canadian census data, PRA corrects for discrepancies. For this study, the sample is weighted to the general population data of Halifax to correct for differences in age, gender, and area of residence (urban, suburban, or rural), and proportions in this report are weighted unless otherwise stated. The table below shows the overall sample relative to the proportions used for weighting.

Table 1: Weighting profile

	(n = 1,097)	Population
Gender		
Man	43%	48%
Woman	51%	52%
Undetermined	6%	-
Age		
18 to 34	12%	29%
35 to 54	27%	34%
55 and older	56%	36%
Prefer not to say	5%	-
Region		
Urban	82%	82%
Suburban	3%	4%
Rural	15%	14%

Population data is based on 2016 Census information for gender and age, and on information from Halifax Regional Municipality for region.
Note: Totals may not equal 100% due to rounding.

2.5 Non-response

Throughout this report, only those who have provided a response to a question are included in the results. Those respondents who did not provide an answer to a question have been removed from the calculations, unless otherwise shown.

2.6 Profile of participants

The table below summarizes the demographic profile of respondents.

Table 2: Profile of respondents	
	(n = 1,097)
Years lived in Halifax Regional Municipality	
4 years or less	12%
5 to 9 years	10%
10 to 14 years	10%
15 to 20 years	10%
More than 20 years	58%
Highest level of education	
High school diploma (equivalent) or lower	16%
Apprenticeship, trades, college, CEGEP, or other non-university certificate or diploma	28%
University graduate (Bachelor's degree)	32%
University certificate, diploma, or degree above bachelor level	25%
Total household income	
Less than $50,000	30%
$50,000 to less than $75,000	20%
$75,000 to less than $100,000	18%
$100,000 to less than $125,000	12%
Over $125,000	19%
Rent or own	
Own home (with or without mortgage)	67%
Rent	30%
Other	3%
People in household	
1	23%
2	45%
3 or more	32%
Children or seniors in household*	
Children	22%
Seniors	24%
Neither	55%
Annual property tax	
Less than $2,000	19%
Between $2,000 and $3,000	21%
Between $3,000 and $4,000	13%
Over $4,000	12%
Don't know/don't pay property tax	35%
Ethnicity*	
Caucasian	91%
Black (African Nova Scotian)	2%
Chinese	2%
Arab	2%
Métis	1%
Black (African Canadian)	1%
South Asian	1%
First Nations	1%
Acadian	1%
West Asian	1%
Latin American	1%
Other	2%

Note: Totals may not equal 100% due to rounding.
*Note: Respondents could provide more than one answer; totals may sum to more than 100%.

2.7 Key differences

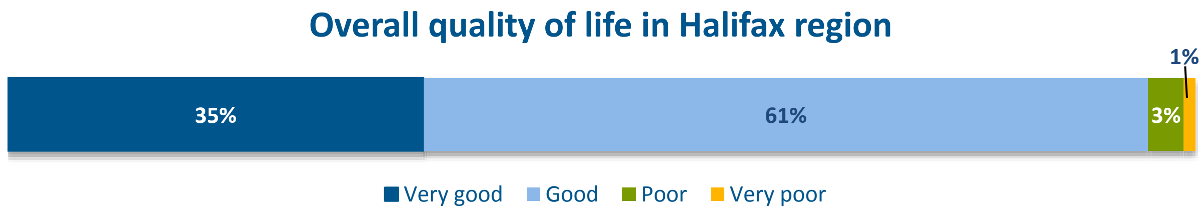
Large sample sizes may increase the likelihood of obtaining statistical differences between groups and lead to over identification of differences that are small or not practically different. In standard research, differences are identified at a probability level below 5% (.05); however, for this report, the standard has been raised to 0.1% (.001) to identify differences that are practical and worthy of identification. Throughout this document, any differences reported meet this criteria, unless otherwise stated. If no key differences are discussed for a given question, it means no differences between groups met the criteria.

3.0 Quality of life

In 2018, almost all respondents (96%) say that the *overall quality of life in the Halifax region* is at least good, including 35% who say it is very good. This is almost unchanged from 2012 (the last time this question was asked) when 94% said it was good or very good.

Key differences. Results show differences in the rating of overall quality of life by two demographic groups:

- Those in the highest income category (over $125,000 annually) are most likely to rate their overall quality of life as very good, while those in the two lowest income groups (less than $50,000 and $50,000 to less than $75,000) are least likely to rate their overall quality of life as very good.
- Home owners are more likely than renters to rate their quality of life as very good.



Over the past five years, 38% of respondents say the quality of life in Halifax has improved, which is about three times more than those who say it has worsened (13%). The proportion who say it has improved is higher than 2012 (19%) or 2010 (25%), while the proportion who say it has worsened is lower (28% in 2012 and 26% in 2010).

4.0 Value for taxes

4.1 Value for property taxes

About 73% of respondents say they get at least good value for *the level of property taxes they currently pay relative to the programs and services they receive from the Municipality*. This includes just 8% who say they get very good value. The proportion who say they receive at least good value is higher than 2014 (65%) and similar to 2012 (72%).

Key differences. Results show differences in the rating of value for property tax by two demographic groups:

- Those living in suburban/urban areas are much more likely to rate the value for property tax as good or very good (76%) than those living in rural areas (58%).
- Somewhat surprisingly, those in the lowest income category — less than $50,000 annually (17%) — are more likely to rate the value for property tax as very good than those in households making $50,000 or more (4% to 11%).

When examining the reason for their rating of value, those who said they received very good value tend to indicate that they are satisfied with the services they receive, either *services in general* (42%) or *municipal services* (21%). For those who only report good value, many cannot give a specific reason, with 31% saying they cannot define their reason. For poor value, it is based on a combination of *high cost of taxes* (29%), mixed with poor service, specifically *road maintenance* (28%) and *transportation* (25%).

Table 3: Reason for value of property taxes

	Very good value (n = 61)	Good value (n = 539)	Poor or very poor value (n = 222)
Satisfied with services	42%	13%	<1%
Satisfied with municipal services	21%	8%	2%
Fair cost for services/good value/fair taxes	18%	10%	-
Satisfied with aesthetics	10%	2%	-
Satisfied with safety/emergency services	9%	4%	2%
Satisfied with facilities/programs	7%	4%	-
High cost for services/poor value for tax dollar/high taxes	6%	8%	29%
Satisfied with transportation	6%	2%	-
Dissatisfied with road maintenance	1%	9%	28%
Dissatisfied with services	1%	1%	9%
Dissatisfied with municipal services	-	8%	22%
Dissatisfied with transportation	-	6%	25%
Always room for improvement	-	5%	-
Satisfied with road maintenance	-	4%	1%
Dissatisfied with use of tax dollar/spending priorities/bowing to developers	-	3%	11%
Dissatisfied with safety/emergency services	-	2%	8%
Dissatisfied with facilities/programs	-	2%	6%
Dissatisfied with aesthetics	-	2%	11%
Dissatisfied with lack of sidewalks/curbs/crosswalks	-	2%	6%
Dissatisfied with lack of water/septic services	-	1%	5%
Dissatisfied with parking issues	-	1%	3%
Dissatisfied with property assessment/unfair calculations/condo prices	-	1%	5%
Dissatisfied with recycling issues	-	<1%	2%
Poor value for tax dollar when living in rural areas	-	<1%	6%
Other	2%	5%	10%
Don't know	16%	31%	7%
Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.			

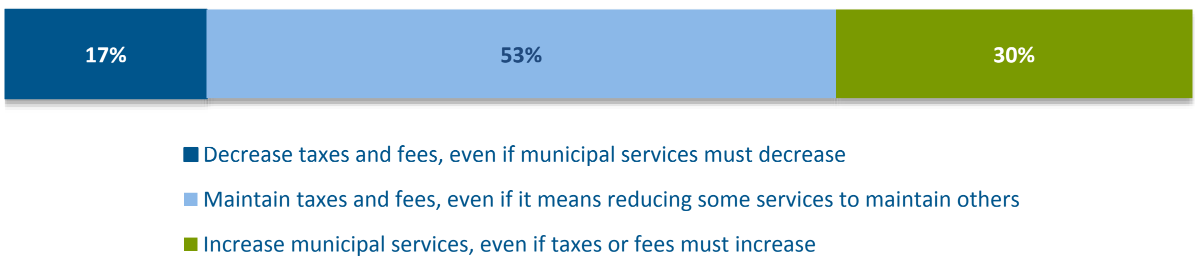
4.2 Municipal budgets

When asked for their opinion about municipal budgeting, the majority (53%) say they would *maintain taxes and fees, even if it means reducing some services to maintain others*, while 30% say they would *increase municipal services, even if taxes or fees must increase*. Just 17% say they would *decrease taxes and fees, even if municipal services must decrease*.

Key differences. Results show differences in opinion about municipal budgeting among two demographic groups:

- Those who rent (40%) are more likely to say the Municipality should *increase services, even if taxes or fees must increase* than those who own their home (27%).
- Those who pay the most in property taxes — over $4,000 annually (16%) — are much less likely than their counterparts with lower property taxes (28% to 32%) to say the Municipality should *increase services, even if taxes or fees must increase*.

Opinion on municpal budgeting

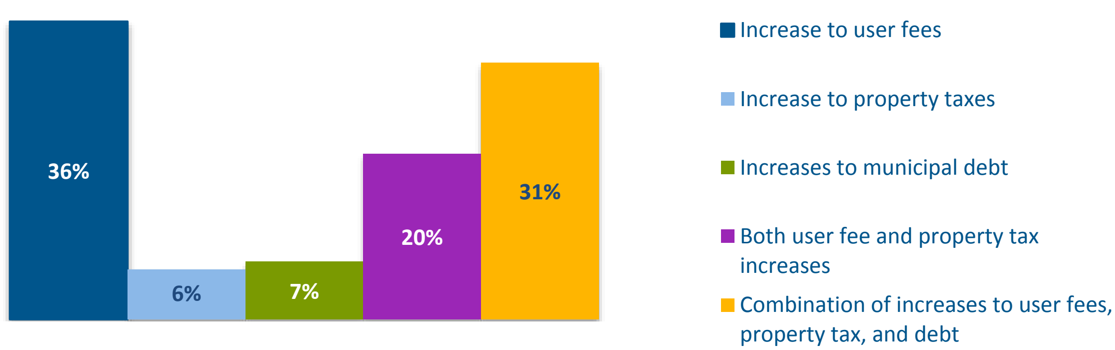


When asked how they would prefer to fund adding or maintaining services and facilities, respondents tend to favour some aspect of *users fees*, either a *standalone increase to user fees* (36%), or in *combination with a property tax increase* (20%) or *property tax increase and debt increase* (31%). There is very little preference for funding the increase solely through *property taxes* (6%) or *increases to municipal debt* (7%).

Key differences. Results show a number of key differences among demographic groups in terms of opinion about funding municipal services:

- Those aged 18 to 34, those living in urban/suburban areas, those who rent, and those who have lived in Halifax for less than 10 years are more likely than their counterparts to prefer options with *increased property taxes* as a way of funding services.
- Those in lower income households are more likely than their counterparts in higher income households to prefer options involving *increased municipal debt* in order to fund services.

Preference to fund increased costs for services



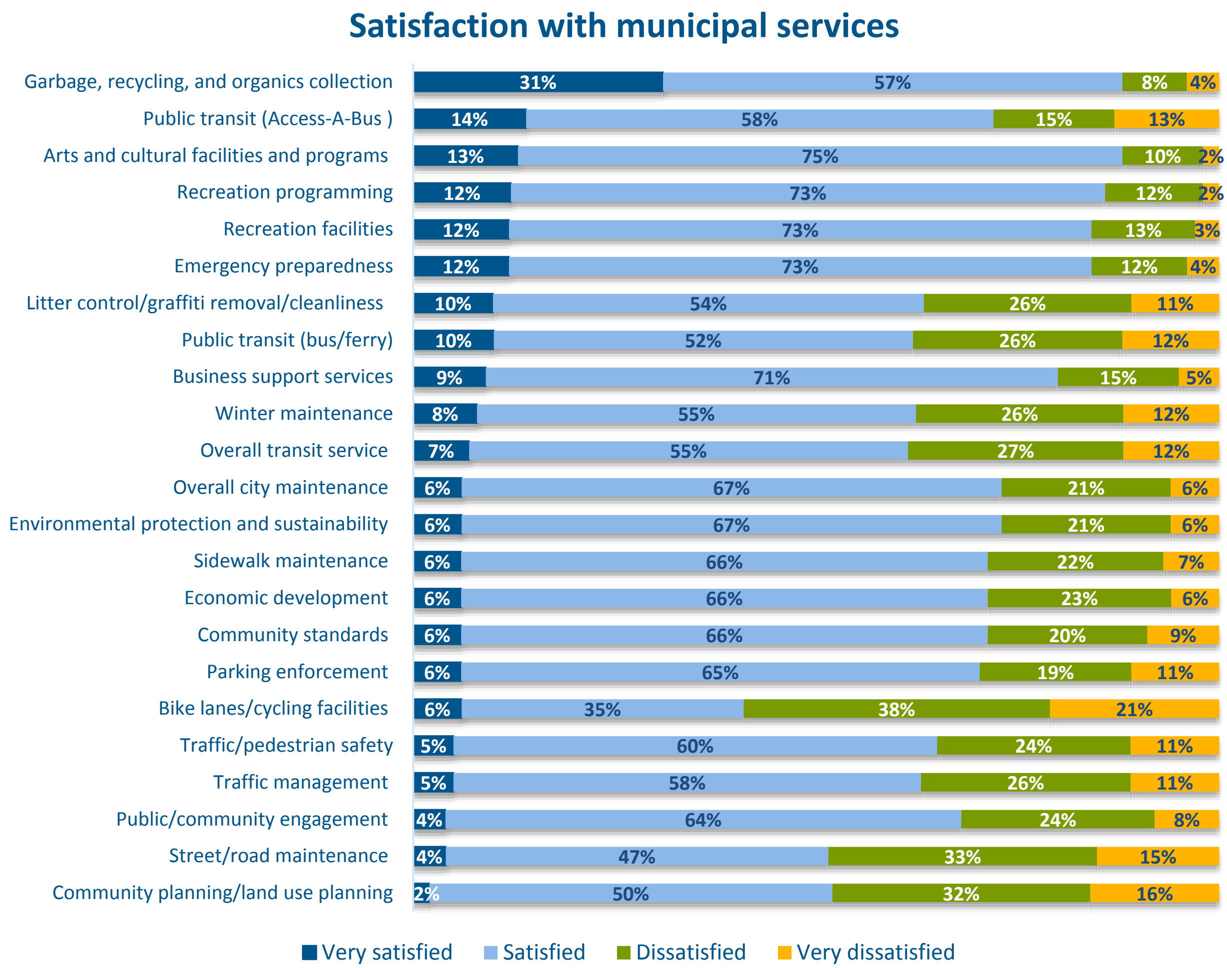
5.0 Satisfaction with municipal services

5.1 Satisfaction with municipal services

Respondents were asked to rate their satisfaction with 23 municipal services. Respondents appear to be most satisfied with *garbage, recycling, and organics collection* at 88%, with 31% very satisfied. At the lower end, respondents are least satisfied with *bike lanes and cycling facilities* (41%), which is the only aspect tested where fewer than half of respondents are satisfied.

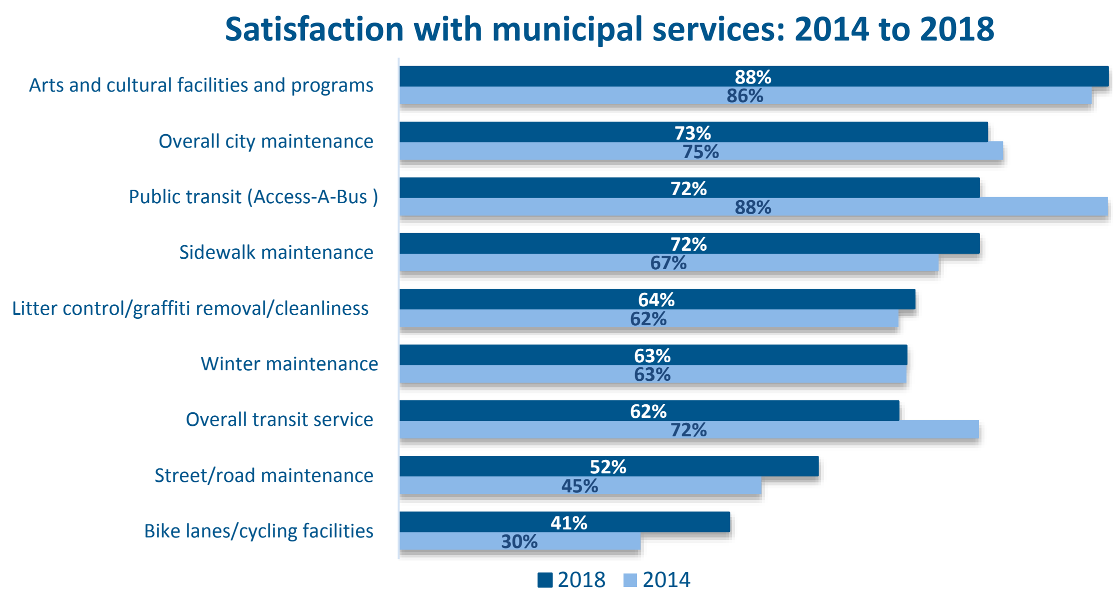
Key differences. Results show that among the 23 services, respondents tended to rate their satisfaction with services similarly, as there was only one difference for each demographic group (with the exception of how long residents lived in Halifax; this group had two significant differences). The statistically significant differences included the following:

- Females are more likely than males to be satisfied with *arts and cultural facilities and programs*.
- Those who lived in Halifax the longest tend to be more satisfied with *bike lanes/cycling facilities* and less with *litter control/graffiti removal*. Those who have been living in Halifax for less than 10 years tend to be more likely to rate their satisfaction with *environmental protection and sustainability* as the extremes; that is, more likely to rate as very satisfied or very dissatisfied.
- Those who are in the lowest income category are more likely to be satisfied with *bike lanes/cycling facilities*.
- Those paying the highest property tax are more likely to be satisfied with *recreation programming*.
- Those with children under 18 in the household are more like to be satisfied with *street/road maintenance*.
- Those in the youngest age group tended to be on the extreme side (more likely to say very satisfied or very dissatisfied) of rating their satisfaction with *business support services* than other age groups.
- Those living in urban/suburban areas are more likely than those living in rural areas to be satisfied with *litter control/graffiti removal* and *recreation facilities*.


Satisfaction with municipal services
Garbage, recycling, and organics collection 31% 57% 8% 4%
Public transit (Access-A-Bus) 14% 58% 15% 13%
Arts and cultural facilities and programs 13% 75% 10% 2%
Recreation programming 12% 73% 12% 2%
Recreation facilities 12% 73% 13% 3%
Emergency preparedness 12% 73% 12% 4%
Litter control/graffiti removal/cleanliness 10% 54% 26% 11%
Public transit (bus/ferry) 10% 52% 26% 12%
Business support services 9% 71% 15% 5%
Winter maintenance 8% 55% 26% 12%
Overall transit service 7% 55% 27% 12%
Overall city maintenance 6% 67% 21% 6%
Environmental protection and sustainability 6% 67% 21% 6%
Sidewalk maintenance 6% 66% 22% 7%
Economic development 6% 66% 23% 6%
Community standards 6% 66% 20% 9%
Parking enforcement 6% 65% 19% 11%
Bike lanes/cycling facilities 6% 35% 38% 21%
Traffic/pedestrian safety 5% 60% 24% 11%
Traffic management 5% 58% 26% 11%
Public/community engagement 4% 64% 24% 8%
Street/road maintenance 4% 47% 33% 15%
Community planning/land use planning 2% 50% 32% 16%
Very satisfied
Satisfied
Dissatisfied
Very dissatisfied

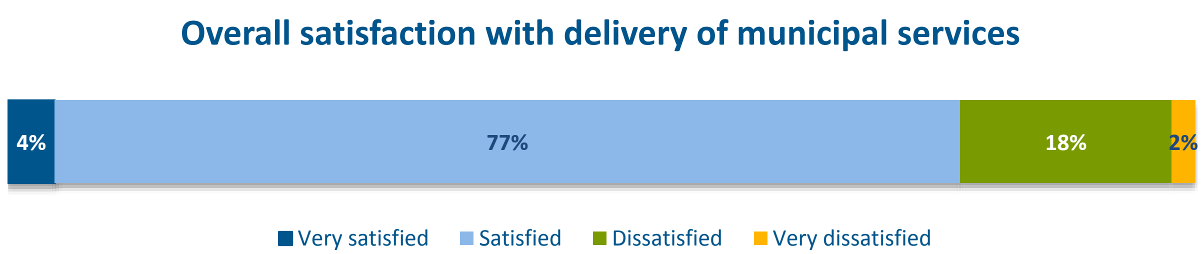
In the 2014 Citizen Survey, respondents were asked about their satisfaction with nine of the 23 services asked about in 2018. Compared to 2014, results show similar levels of satisfaction, with the exception of three services. Two services, both transit related, saw significant drops from 2014, including *public transit - Access-A-Bus* (88% in 2014 to 72% in 2018) and *overall transit service* (72% in 2014 to 62% in 2018).

The only aspect to see a significant increase from 2014 was *bike lanes and cycling facilities*, from 30% in 2014 to 41% in 2018; however, even with this increase, it still is the service with the lowest satisfaction ratings.



5.2 Overall satisfaction with delivery of municipal services

Overall, 81% are at least satisfied with the *delivery of all the services provided by the Municipality*, including 4% who are very satisfied.

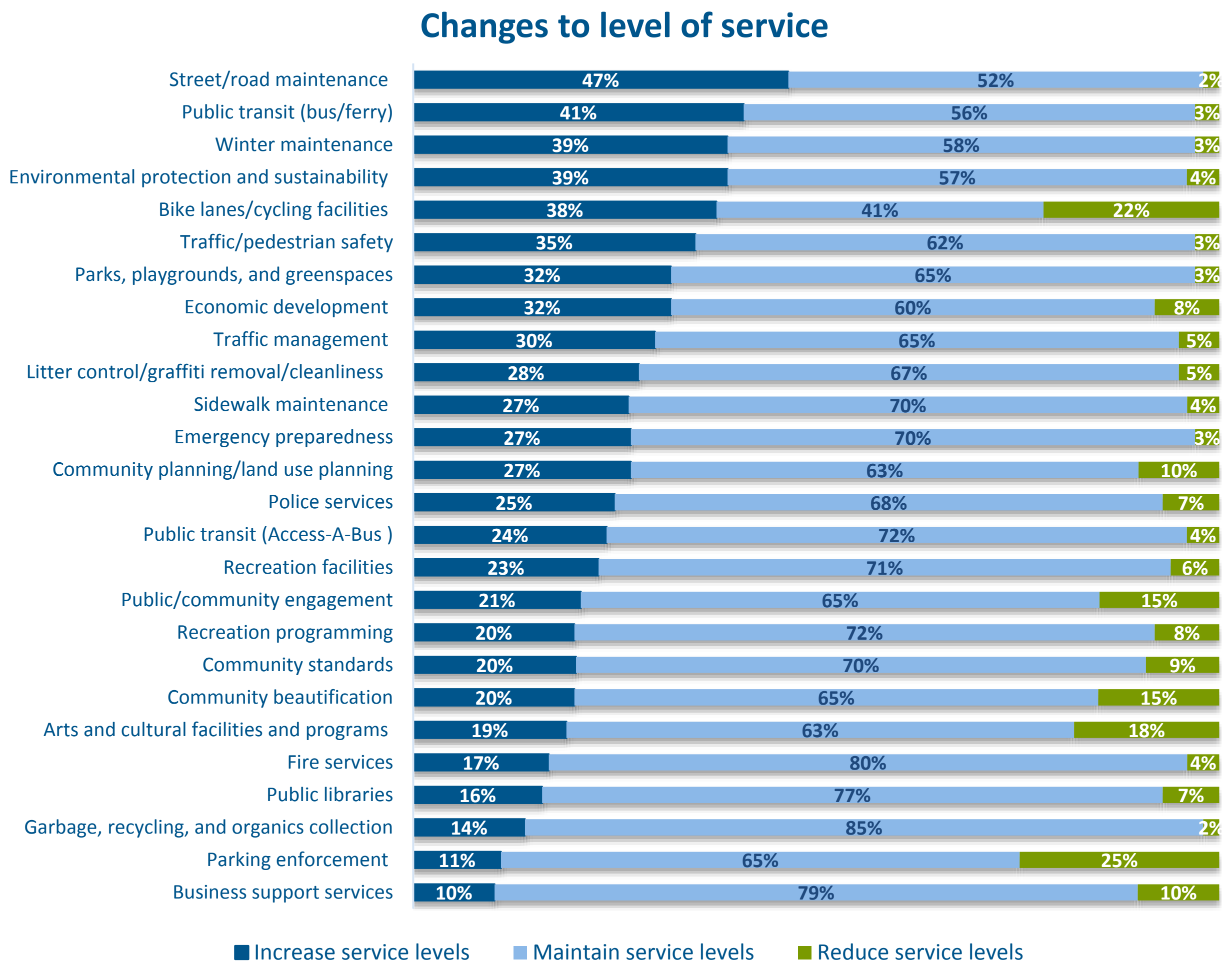


5.3 Service levels for municipal services

When asked about which services should be increased, maintained, or reduced, in all cases the most common answer was maintain service levels. The services respondents would like to see increased most are *street/road maintenance* (47%) and *public transit – bus/ferry* (41%). The only service with more respondents saying to decrease than increase service is *parking enforcement*, with 11% saying increase and 25% saying decrease. The service that seems to be the most divisive is *bike lanes/cycling facilities*, as it is the only service with less than half saying to maintain it, and the second most saying to decrease it (22%).

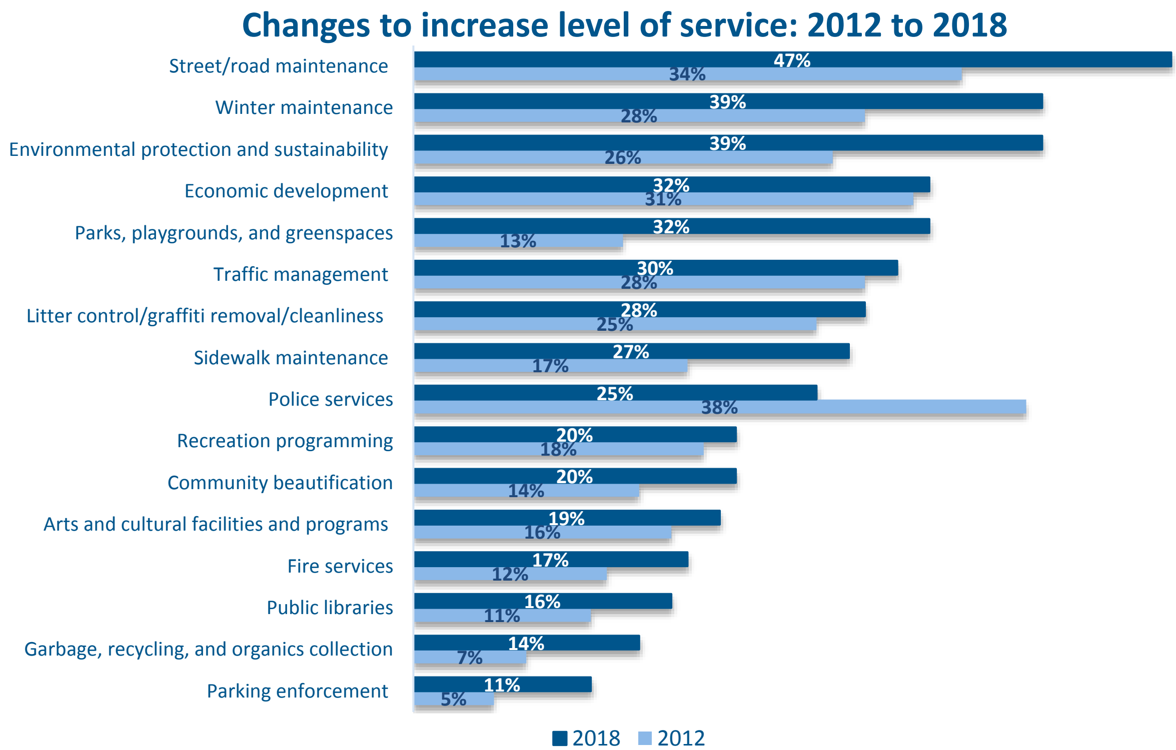
Key differences. When examining service level preferences, there are a number of statistically significant differences among demographic groups.

- Females tend to be more likely than males to want increased levels of service for *environmental protection and sustainability*, *police services*, and *public transit (Access-A-Bus)*, while males tend to be more likely to prefer increased levels of *economic development*, but reduced levels of *arts and cultural facilities and programs* and *bike lanes/cycling facilities*.
- Younger residents are more likely to say they want increased levels of a number of services. These include *arts and cultural facilities and programs*, *bike lanes/cycling facilities*, *economic development*, *parks, playgrounds, and greenspaces*, *public libraries*, *public transit (bus/ferry)*, *recreation facilities*, *traffic management*, and *winter maintenance*.
- Home renters were more likely than home owners to want increased levels of *arts and cultural facilities and programs*, *environmental protection and sustainability*, *fire services*, *public libraries*, and *sidewalk maintenance*.
- Those who have lived in Halifax for over 20 years tend to be more likely to prefer increased levels of *police services* and reduced levels of *bike lanes/cycling facilities*. Those who have not lived in Halifax as long are more likely to want increased levels of *environmental protection and sustainability*, *public libraries*, and *parks, playgrounds, and greenspaces*, but reduced levels of *parking enforcement*.
- Those with high school education or less are more likely to want increased levels of *fire services*, while university graduates tend to prefer increased levels of *bike lanes/cycling facilities*, but reduced levels of *police services*.
- Residents with children are more likely than those without to want reduced levels of *community standards*, and increased levels of *parks, playgrounds, and greenspaces*, *recreation facilities* and *recreation programming*. Those without children in the household are more likely to want increased levels of *traffic management*.
- Those in lower income households are more likely than their counterparts to want increased levels of *emergency preparedness*, *fire services*, and *public libraries*.


Changes to level of service
Street/road maintenance 47% 52% 2%
Public transit (bus/ferry) 41% 56% 3%
Winter maintenance 39% 58% 3%
Environmental protection and sustainability 39% 57% 4%
Bike lanes/cycling facilities 38% 41% 22%
Traffic/pedestrian safety 35% 62% 3%
Parks, playgrounds, and greenspaces 32% 65% 3%
Economic development 32% 60% 8%
Traffic management 30% 65% 5%
Litter control/graffiti removal/cleanliness 28% 67% 5%
Sidewalk maintenance 27% 70% 4%
Emergency preparedness 27% 70% 3%
Community planning/land use planning 27% 63% 10%
Police services 25% 68% 7%
Public transit (Access-A-Bus) 24% 72% 4%
Recreation facilities 23% 71% 6%
Public/community engagement 21% 65% 15%
Recreation programming 20% 72% 8%
Community standards 20% 70% 9%
Community beautification 20% 65% 15%
Arts and cultural facilities and programs 19% 63% 18%
Fire services 17% 80% 4%
Public libraries 16% 77% 7%
Garbage, recycling, and organics collection 14% 85% 2%
Parking enforcement 11% 65% 25%
Business support services 10% 79% 10%
Increase service levels
Maintain service levels
Reduce service levels

In 2012, respondents were asked about 16 of the 26 services asked about in the 2018 Citizen Survey in terms of whether they wanted the service levels to increase, maintain, or decrease. Compared to 2012, most show similar proportions with several showing increases of about 10 percentage points. However, the largest increase was for service levels of *parks, playgrounds, and greenspaces*, which increased from 13% in 2012 to 32% in 2018.

The only service to show a significant decrease was funding levels for *police service*, which decreased from 38% in 2012 to 25% in 2018.



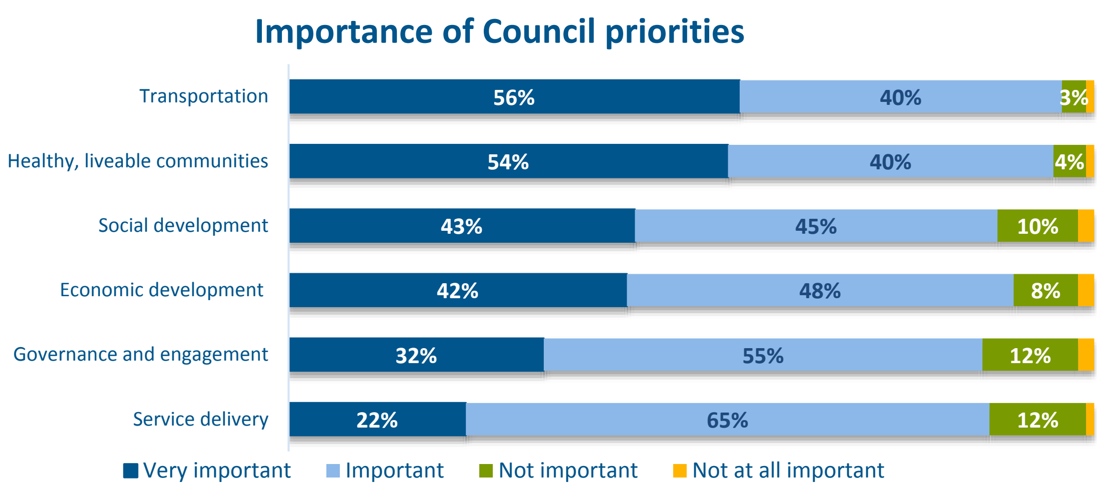
6.0 Community priorities

6.1 Council priorities

Among six Council priorities, almost 9 in 10 respondents say that each of the six priorities are at least important; however, the differentiator appears to be in the proportion rating each as very important. This seems to indicate that *Transportation* at 56% and *Healthy, Liveable Communities* at 54% are most important, and *Service Delivery* at 22% is least important to respondents.

Key differences. Results show the following differences among demographic groups:

- Females and younger residents are more likely than males and older residents to rate *Healthy, Liveable Communities* as very important.
- Younger residents are more likely than older residents to rate *Transportation* as very important.
- Females and those in lower income households are more likely than their counterparts to rate *Social Development* as very important.



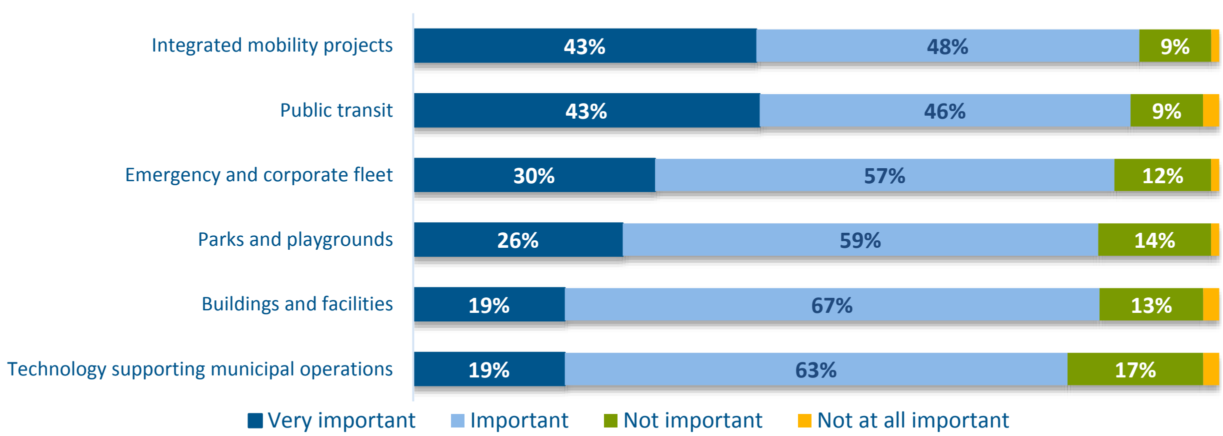
6.2 Infrastructure priorities

Among six infrastructure priorities, two tend to stand out as being most important — *integrated mobility projects* and *public transit* — with both receiving 43% of respondents saying they are very important.

Key differences. Results show the following differences for ratings of infrastructure priorities among demographic groups:

- Renters are more likely than home owners and those living in urban/suburban areas are more likely than those living in rural areas to rate *integrated mobility projects* as very important.
- Females and those with children are more likely than males and those without children to rate *parks and playgrounds* as very important.
- Females and renters are more likely than their counterparts to rate *public transit* as very important.
- Females, older residents, those who have lived in Halifax for over 20 years, those with no post-secondary education, and those in the lowest income category are more likely than their counterparts to rate *emergency and corporate fleet* as very important.
- Those in the lowest income category are much more likely than their counterparts to rate *technology supporting municipal operations* as very important.

Importance of infrastructure categories



Respondents ranked their top three infrastructure projects for the Municipality to pursue over the next five years. The highest priority was *maintenance of existing streets and roads*, which 22% selected as their top priority and 51% selected as one of their top three. This was the only project where at least half selected it in their top three.

The next two highest ranked projects were *upgrade major roadways to provide increased capacity* (16% as top priority and 36% in top three) and *commuter rail* (12% as top priority and 33% in top three).

Table 4: Top infrastructure priorities

	% selecting as top priority	% selecting as top three priority*
Maintenance of existing streets and roads	22%	51%
Upgrade major roadways to provide increased capacity	16%	36%
Commuter rail	12%	33%
New active transportation improvements	10%	25%
More buses to new areas	6%	17%
More buses on existing routes	5%	15%
Improved/additional public transit facilities	5%	14%
New stadium	5%	12%
Maintenance of existing sidewalks, walkways, and trails	3%	22%
Arts and cultural facilities	3%	11%
New recreation facilities/community centres	3%	9%
Improving existing facilities	2%	15%
New/repair of outdoor recreation facilities	2%	14%
Technology to improve service delivery/customer service/accessibility	2%	12%
New/refurbished community branch libraries	2%	7%
Arenas/ice surfaces	1%	3%
Other	1%	4%

*Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.

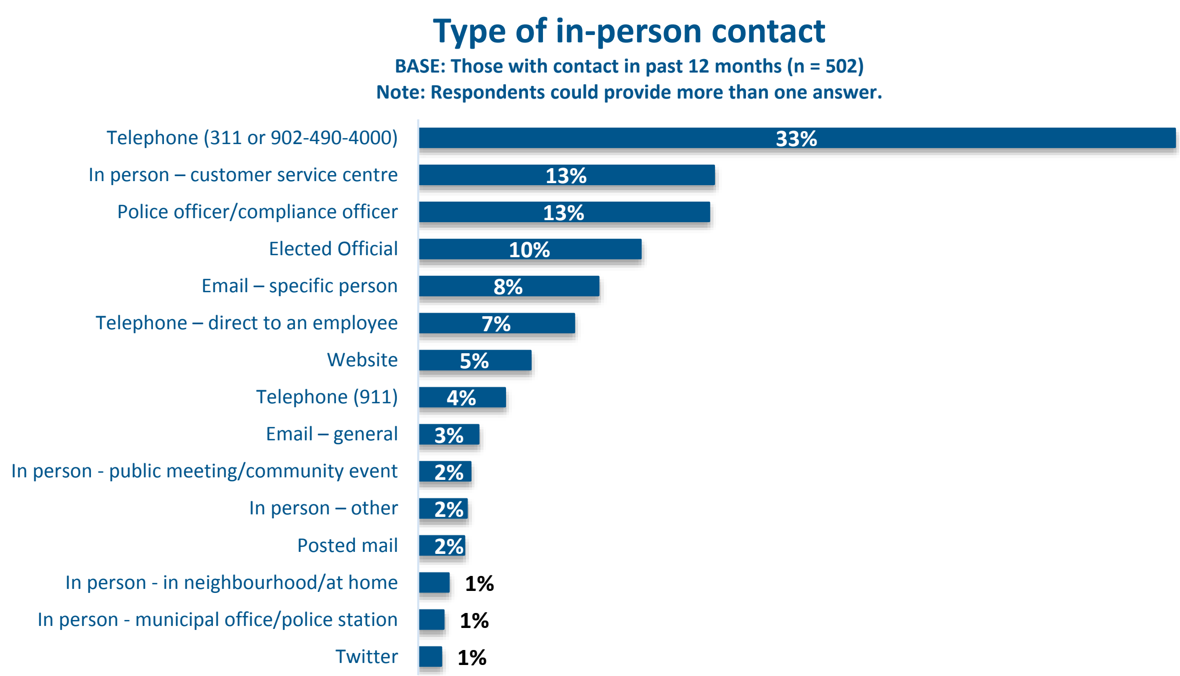
7.0 Service quality

7.1 In-person contact

Overall, 46% of respondents say *they have had any contact with a municipal employee, either in-person, in writing, by telephone, email/website, by fax, by social media, or by encounter with a police/by-law officer, over the last 12 months*. This is down from 57% in 2014.

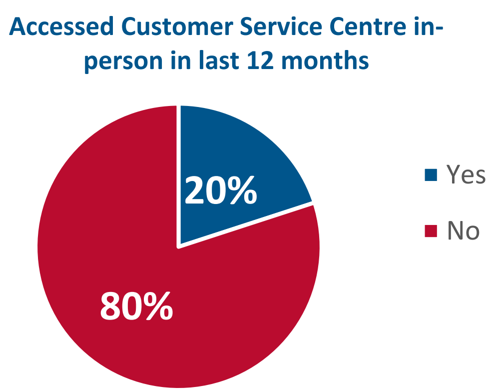
Key differences. Results indicate that as household income and annual property tax increase, so does the likeliness of having contact with a municipal employee in the past 12 months.

Among those who had contact in the past year, the most common type of contact was by *telephone - calling 311 or 902-490-4000* at 33%.

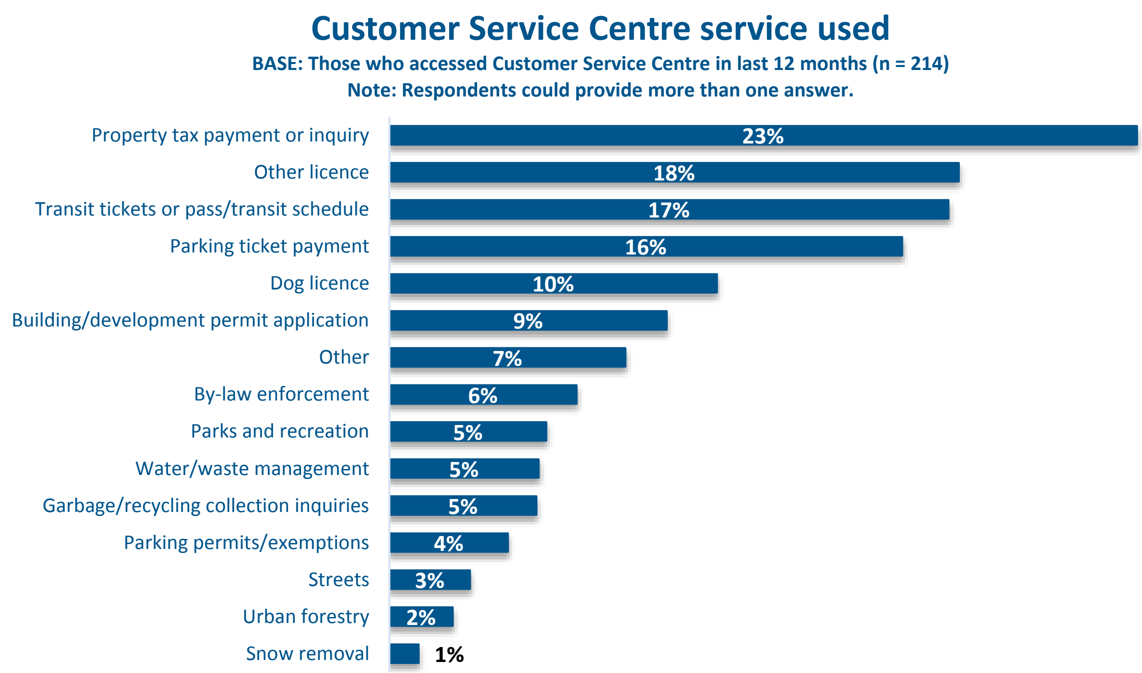


7.2 Customer Service Centre contact

In the past 12 months, 20% *have accessed the Municipality's Customer Service Centre in-person*. This is down from 30% in 2014.



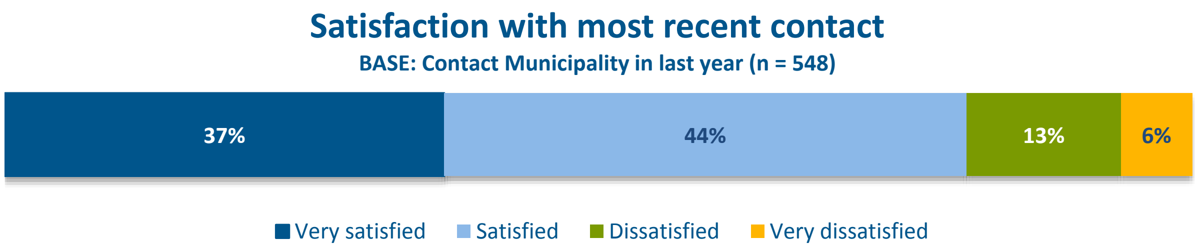
Among the 20% who have accessed the Customer Service Centre in-person in the last 12 months, the most common reasons were for *property tax payment or inquiry* (23%), *licence other than a dog licence* (18%), *transit tickets, pass or schedule* (17%), or *parking ticket payment* (16%).



7.3 Perceptions of most recent contact with the Municipality

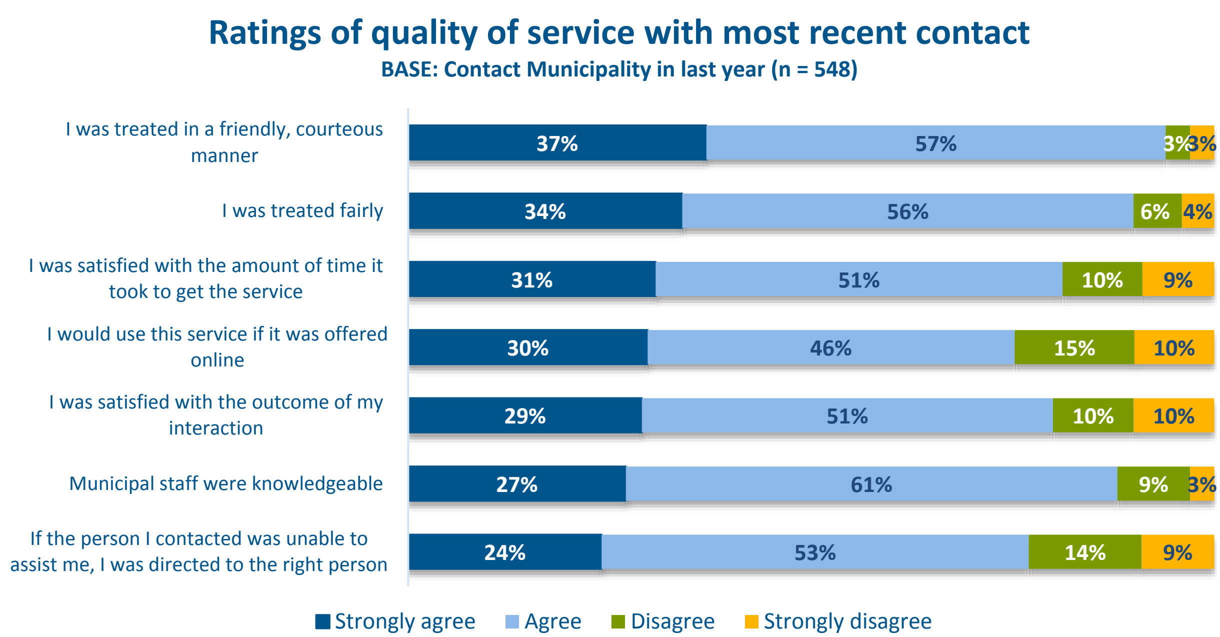
Among those who had any contact with the Municipality in the past year, 81% are at least satisfied with their contact, including 37% who are very satisfied. This proportion is up from 2014 when 68% were satisfied or very satisfied.

Key difference. Those who own a home (42%) are more likely than those who rent (28%) to say they were very satisfied with their most recent contact with the Municipality.



Respondents with any contact with the Municipality in the last year rated their agreement with seven statements. In all cases, approximately 3 in 4 at least agreed with the statement, with respondents most likely to at least agree that *they were treated in a friendly, courteous manner* (94%) and that *they were treated fairly* (90%). They were least likely to agree that *they would use this service if offered online* (75%).

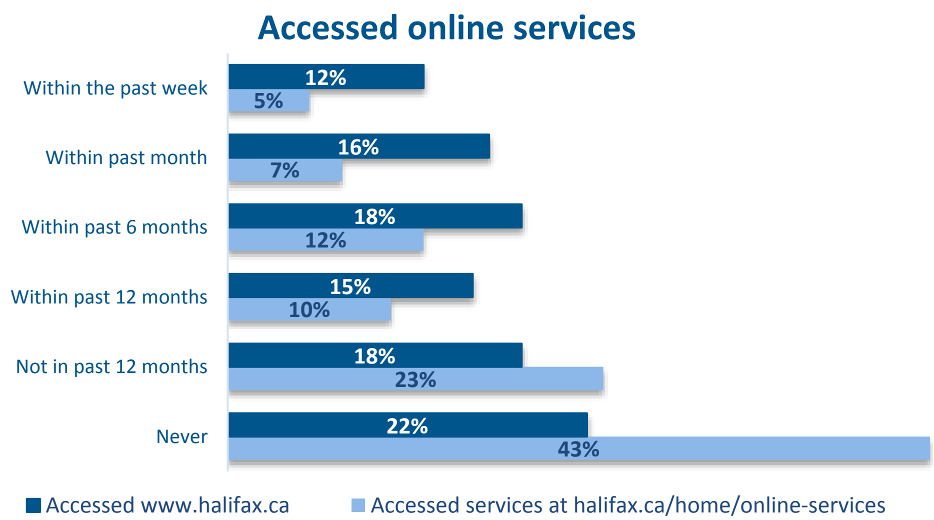
Key difference. Results show home owners (30%) are more likely than renters (20%) to strongly agree that *municipal staff were knowledgeable*. There were no other differences among groups.



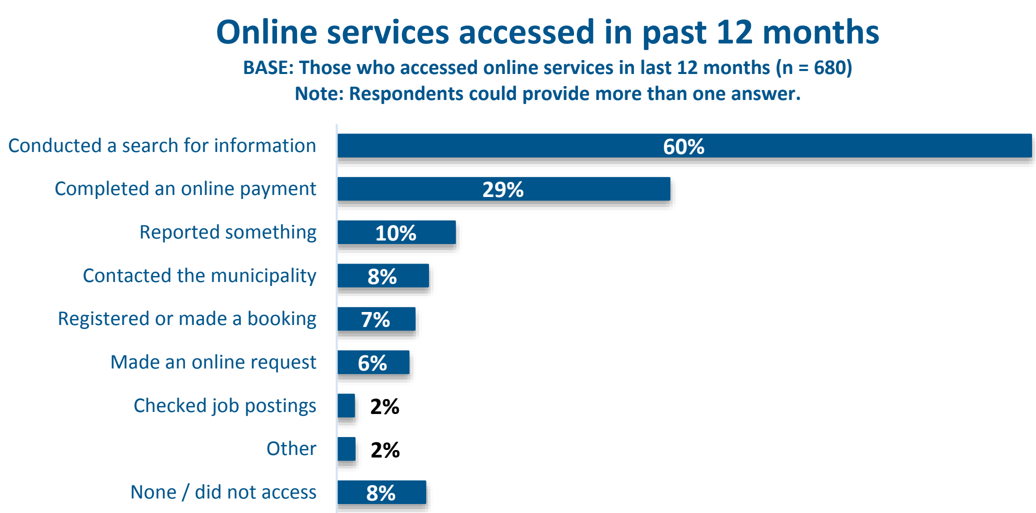
7.4 Online experiences

Overall, 78% have accessed *www.halifax.ca* (60% in the past year) and 73% have accessed services at www.halifax.ca/home/online-services (43% in the past year).

Key differences. Those 55 or older, those who have lived in Halifax for more than 20 years, and those with no post-secondary education are less likely than their counterparts to say they have accessed www.halifax.ca or any online services.

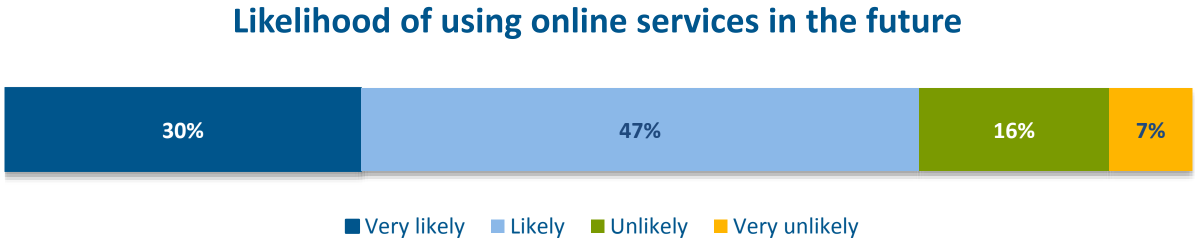


For those accessing the Municipality's website, most often respondents were *searching for information* (60%) or *completing an online payment* (29%).



Among all residents, 76% would be at least likely to *access online services in the future*, including 30% who would be very likely.

Key differences. Residents under 55 years old, those who have lived in Halifax for less than 10 years, university graduates, and those in higher income households tend to be most likely to use online services in the future.



When asked for suggestions for improvements to the self-serve online portal, just 17% of respondents were able to provide a suggestion. The most common suggestions were to *improve design issues* (e.g., cluttered, simplify, broken links) (4%), *have more or better information on the portal* (3%), *have more in-person services available online* (2%), or *improve navigation* (2%).

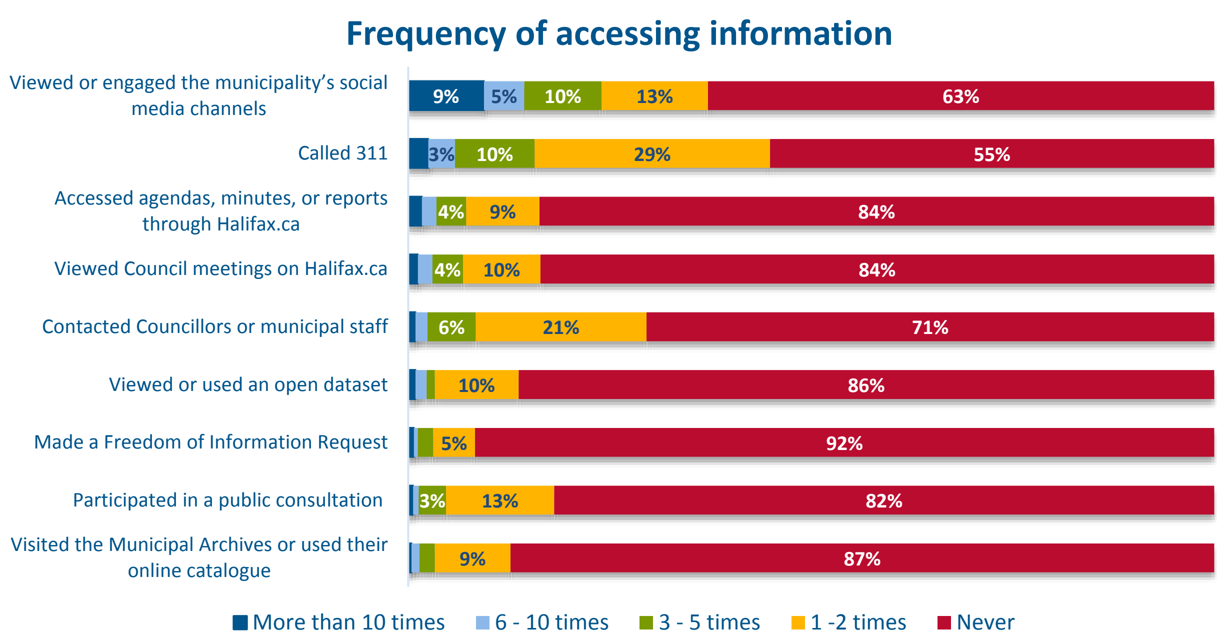
8.0 Access to information and public engagement

8.1 Frequency of accessing information[1]

In the past 12 months, respondents are most likely to have received or accessed information through *calling 311* (45%), *viewing or engaging the Municipality's social media channels* (37%), or *contacting a Councillor or municipal staff* (29%). Fewer have *made a Freedom of Information Request* (8%) or *visited the Municipal Archives or used their online catalogue* (13%).

Key differences. Results show the following statistical differences among demographic groups:

- Residents who have lived in Halifax for less than 20 years are more likely than those who have lived 20 or more to have *viewed or used an open dataset*.
- Those 35 to 54 years old are more likely than their counterparts to have *participated in a public consultation*.
- Younger residents, those who have lived in Halifax for less than 10 years, and those who rent are less likely than their counterparts to have *contacted Councillors or municipal staff*.
- Younger residents, those who have lived in Halifax for fewer years, university graduates, and those with children are more likely to have *viewed or engaged the Municipality's social media channels*.

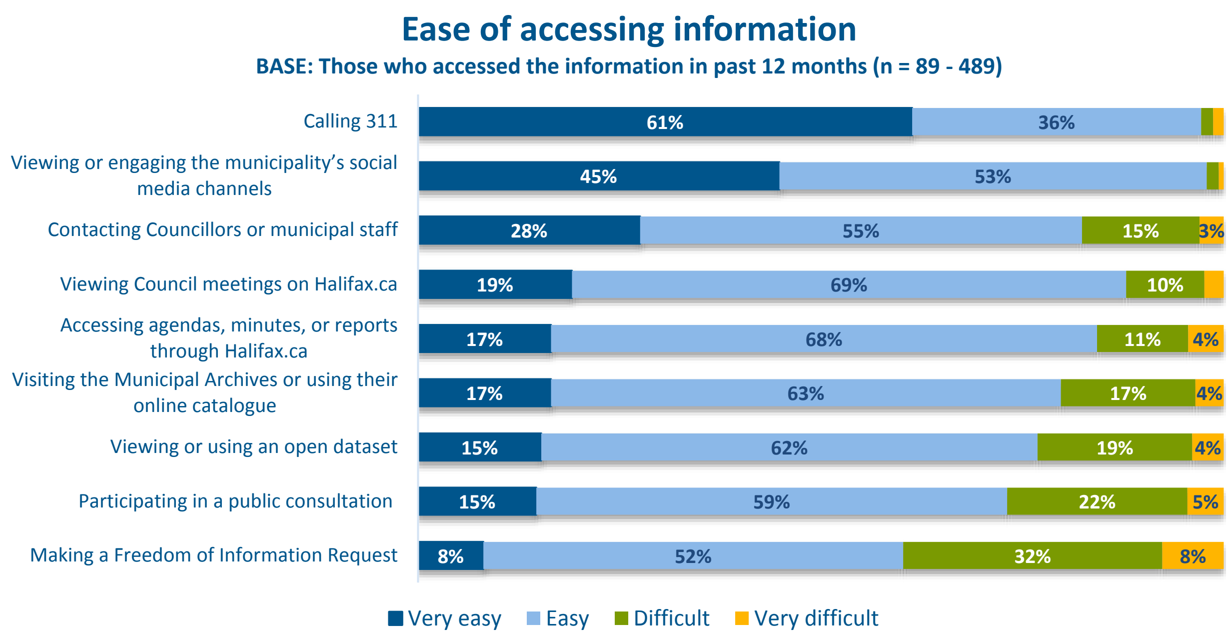


1 Data labels showing the percentage for bars representing 2% or fewer respondents have been removed for readability.

8.2 Ease of accessing information[2]

Among those who have accessed online services or information in the past year, the majority rate each as at least easy to access, with *calling 311* (97%) and *viewing or engaging the Municipality's social media channels* (98%) being rated as very easy. Respondents seem to have the most difficulty *making a Freedom of Information Request* with 60% rating as at least easy.

Key differences. Results show only one statistically significant difference among demographic groups. Females are more likely than males to rate *viewing or engaging the Municipality's social media channels* as very easy.



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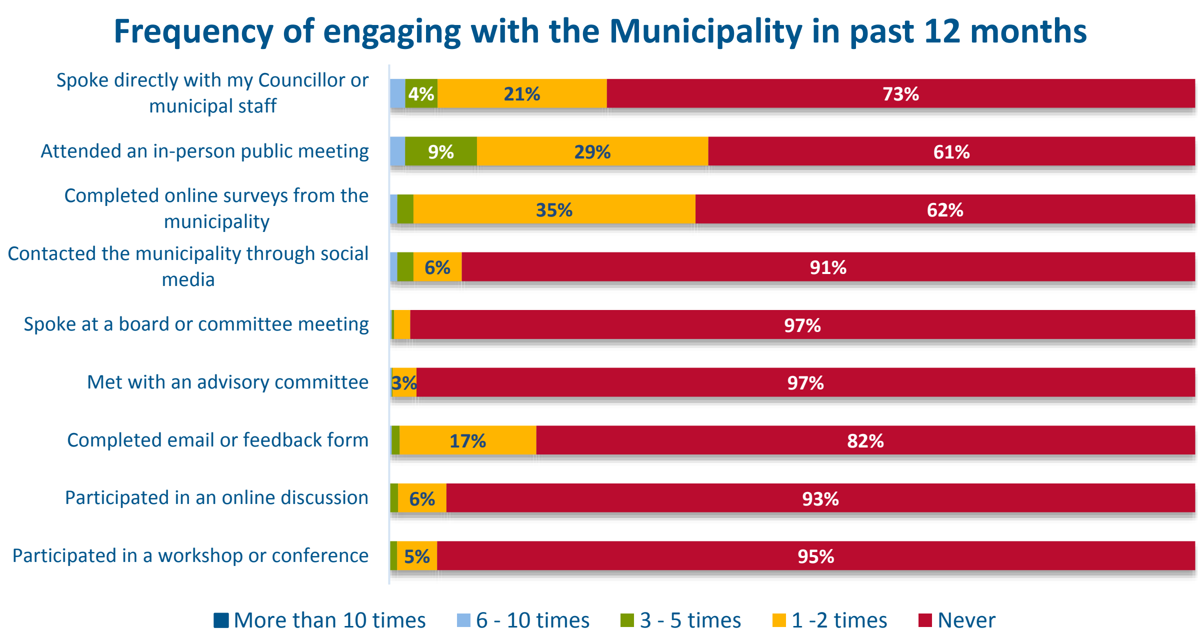
[2] Data labels showing the percentage for bars representing 2% or fewer respondents have been removed for readability.

8.3 Frequency of engaging with the Municipality[3]

Among other types of engagement respondents have taken part in during the past 12 months, respondents are most likely to have *attended an in-person public meeting* (39%), *completed online surveys from the Municipality* (38%), or they *spoke directly with their Councillor or municipal staff* (27%). However, in most cases these behaviors are rare, with most respondents engaging in them only once or twice in the past 12 months.

Key differences. Results show a few differences in engagement among demographic groups:

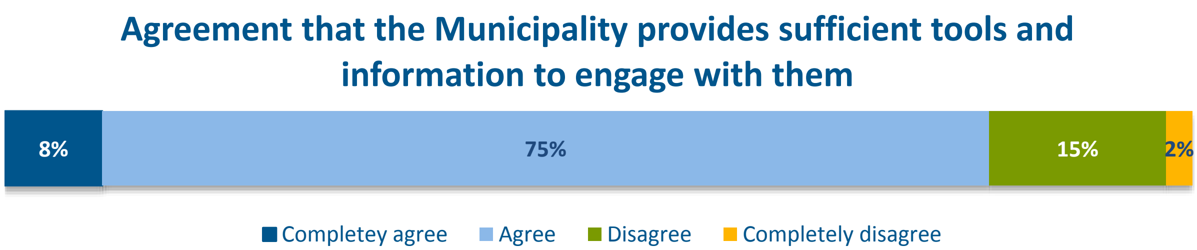
- Those 55 and older, those with less education, and those without children are less likely to have *completed online surveys from the Municipality*.
- Younger residents and those who rent are less likely to have *spoken directly to a Councillor or municipal staff*.
- Those 35 to 54 years old are more likely to have *contacted the Municipality through social media* than respondents under 35 or 55 and older.



[3] Data labels showing the percentage for bars representing 2% or fewer respondents have been removed for readability.

8.4 Engaging with the Municipality

About 83% at least agree that *the Municipality provides sufficient tools and information to allow them to meaningfully participate and engage with the Municipality*.

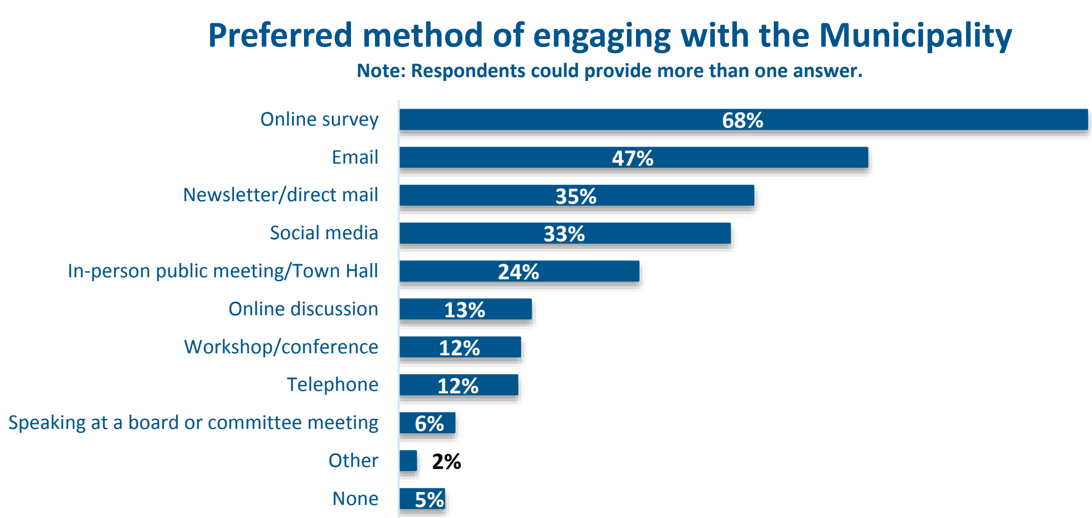


8.4.1 Barriers to engaging

When asked for barriers or challenges they have faced accessing information, or participating or engaging with the Municipality, 78% indicate they have not faced any challenges. The most common challenges identified were *lack of awareness or notification of engagement opportunities* (7%), *issues accessing the website* (3%), *feeling like their opinion won't be heard or taken seriously* (3%), *issues contacting their Councillor* (2%), or *lack of opportunities to engage* (2%).

8.4.2 Preferred method of engaging

For most, their preferred method of engaging with the Municipality tends to be online, either through *an online survey* (68%), *email* (47%), or *social media* (33%). Given that most respondents completed their survey online, however, this may indicate a bias in preference for online resources.



9.0 Public safety

This section examines residents' experiences with Halifax Regional Police and Halifax District RCMP, and Halifax Regional Fire & Emergency.

9.1 Perceptions of the police[4]

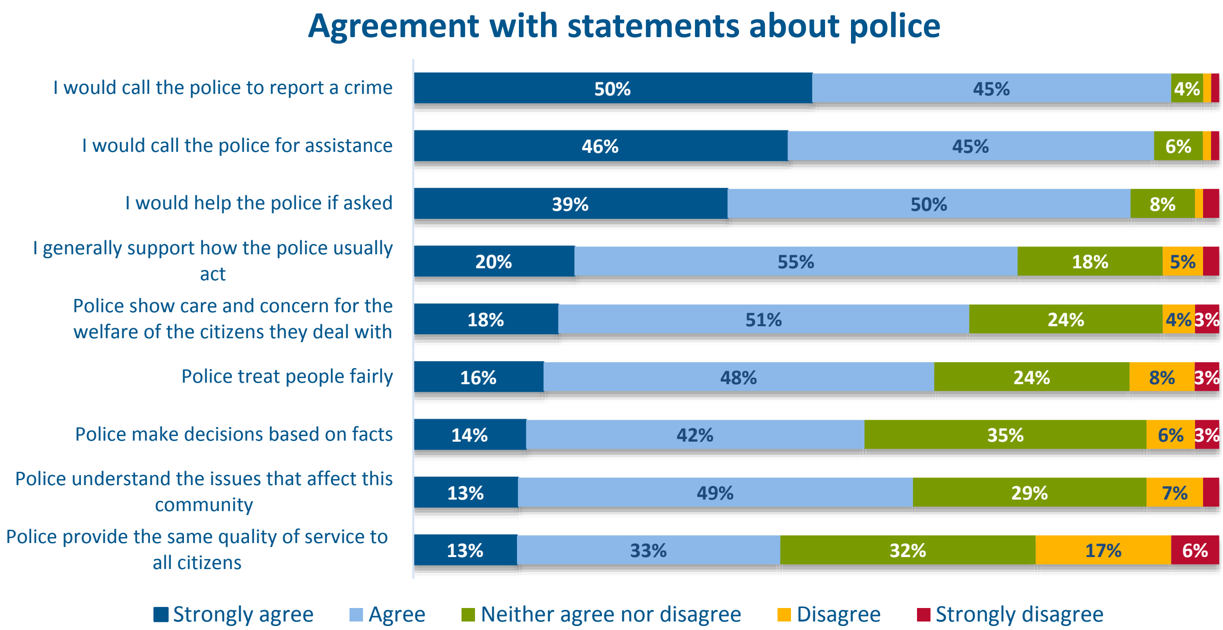
Residents are most likely to agree that they would *call police to report a crime, call police for assistance*, and *help police if asked*. In each case, more than 9 in 10 at least agree with each statement.

On the other hand, citizens are least likely to agree that *police provide the same quality of service to all citizens*, with just under half agreeing or strongly agreeing. In fact, 2 in 10 disagree or strongly disagree, which is the only statement where more than 8% disagree or strongly disagree.

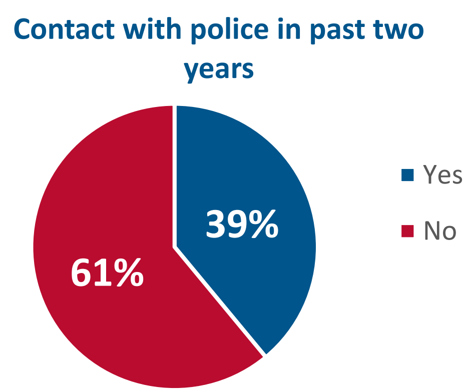
Key differences. Results indicate several differences among perceptions of police and demographic groups.

- Older residents are generally more likely to agree with statements about police than younger residents. The only statement where there is not a difference by age is agreement that they would *call police to report a crime.*
- Likely linked to age, those who have been living in Halifax for longer tend to be more likely to agree with many statements, including statistical differences for *the police treat people fairly*, *the police show care and concern for the welfare of the citizens they deal with*, *they generally support how the police usually act*, and *they would call the police to report a crime*.
- Potentially linked to age, those who rent are less likely to agree that *the police show care and concern for the welfare of the citizens they deal with*, *the police understand the issues that affect their community*, *they generally support how the police usually act*, and *they would help the police if asked*.
- Home owners paying the highest property tax are most likely to strongly agree that *they would help the police if asked*.
- As household income increases, respondents are less likely to agree that *the police understand the issues that affect their community*.

[4] Data labels showing the percentage for bars representing 2% or fewer respondents have been removed for readability.



9.2 Recent contact with police

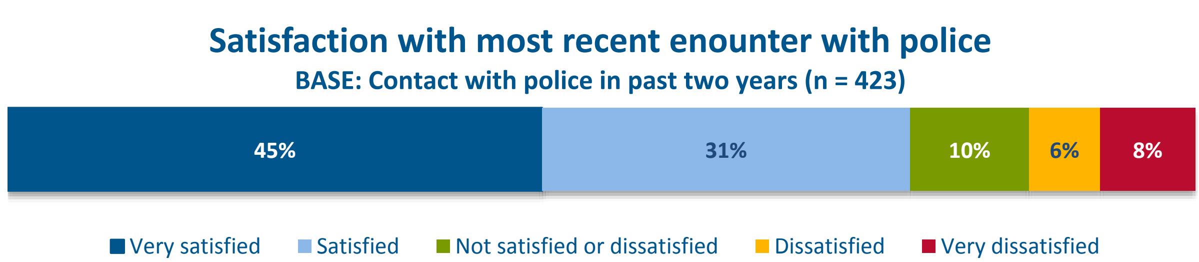


In the past two years, 39% of residents say the *police approached them, stopped them, or made contact with them for any reason.*

Key differences. Results show that those 55 and older are less likely than those under 55 to have had contact with the police in the past two years.

Among those who had contact with the police in the past two years, about 3 in 4 are at least satisfied with *the way the police treated them during the last time they had contact with police*. This includes 45% who are very satisfied.

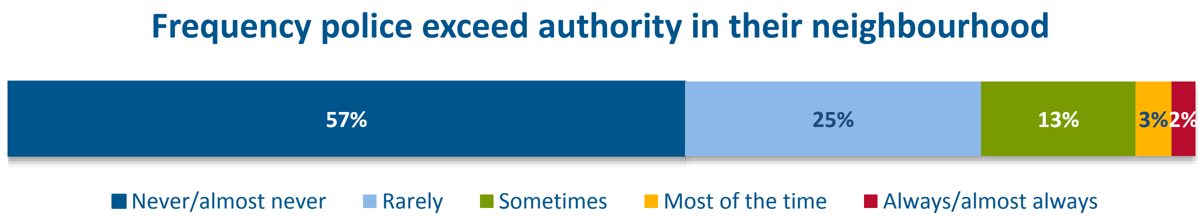
Key differences. Of those who had contact with police, those 55 and older and those who have lived in Halifax for more than 20 years were more likely to say they were very satisfied with their most recent encounter.



9.3 Perceptions of police

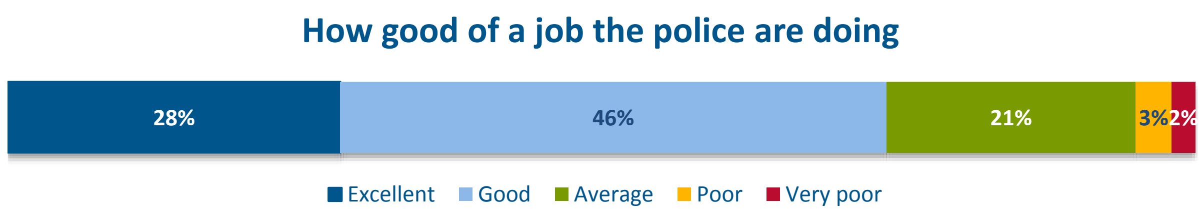
Most citizens say that *police in their neighbourhood* never or almost never (57%) *exceed their authority*, with another 25% saying rarely. Just 2% say the police always or almost always exceed their authority.

Key differences. Those 18 to 34 years old, those in lower income households, and those who rent are more likely than their counterparts to say *the police exceed authority in their neighbourhood*.



About three-quarters of citizens think the police are doing at least a good job in their area, with 28% saying the police are doing an excellent job. Just 5% think the police are doing a poor or very poor job.

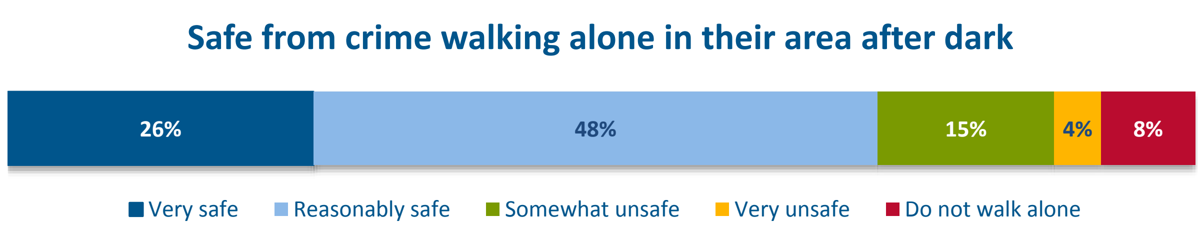
Key differences. Those 55 and older and home owners are more likely than younger people and those who rent to rate the police as doing a good or excellent job.



9.4 Safe from crime

Overall, almost three-quarters of citizens say they feel at least reasonably *safe from crime when walking alone in their area after dark*, including 26% who feel very safe.

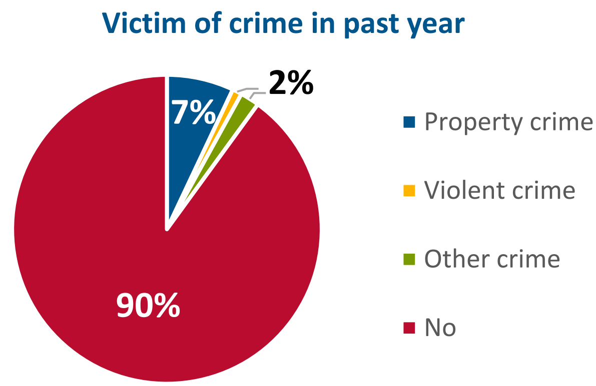
Key differences. Females, younger people, and those with no post-secondary education are more likely than their counterparts to say they feel unsafe walking alone in their area after dark. In addition, those in the lowest income households are more likely than those in higher income households to say they do not walk alone.



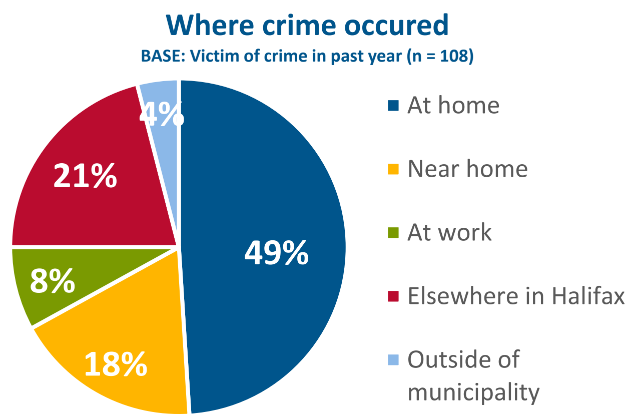
9.5 Victim of crime

Overall, 10% of residents say they have been a victim of crime in the past year, with the most common type of crime reported is *property crime* at 7%. The proportion who reported a property crime is down from 17% in 2010, as well as violent crime, which was at 3% in 2010, now down to 1% in 2018.

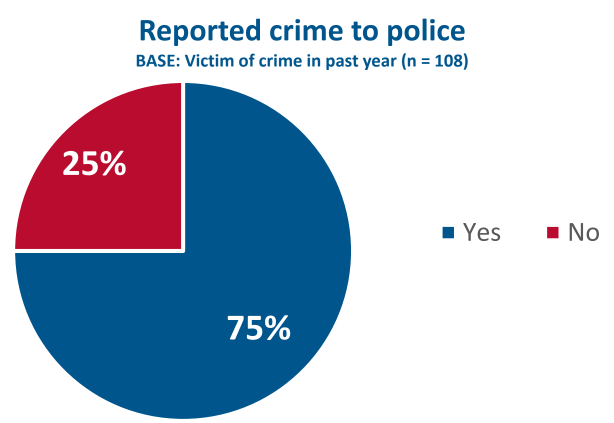
Key differences. Results show that younger Halifax residents and those who rent are more likely to have been a victim of crime, or know someone who has been a victim.



Given the fact that the most common type of crime was property crime, it is not surprising that residents who were a victim of crime in the past year most often report it occurring *at home* (49%).



Among victims of crime in the past year, 75% say they *reported the crime to police.*

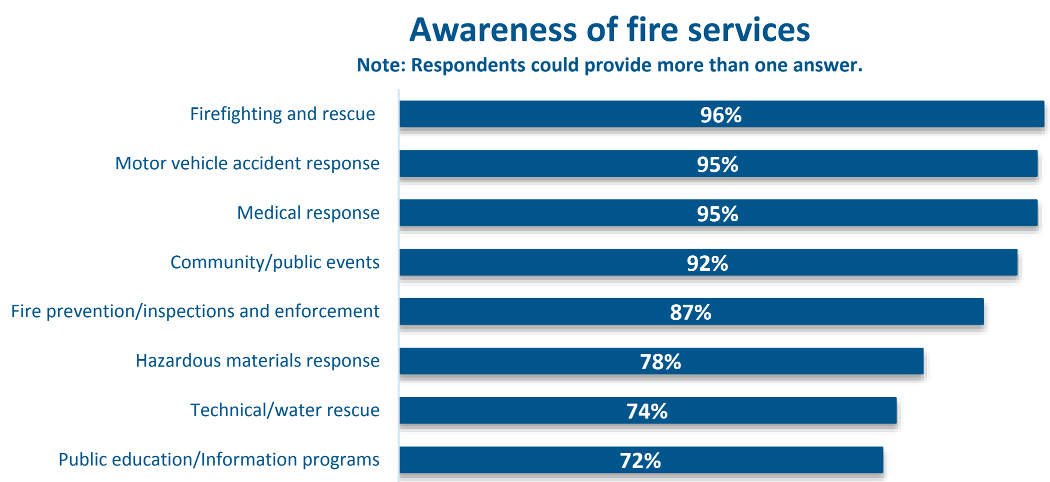


9.6 Fire services

Among eight fire services that Halifax Regional Fire & Emergency offers, respondents are very aware of several, including *firefighting and rescue* (96%), *motor vehicle accident response* (95%), *medical response* (95%), and *community/public events* (92%). They are least aware that Halifax Regional Fire & Emergency offers *technical/water rescue* (74%) or *public education/information programs* (72%).

Key differences. When analyzing awareness of fire services, results show the following differences between demographic groups:

- Females are more likely than men to be aware of *community/public events*.
- Older residents, those who have lived in Halifax longer, home owners, and those with a college diploma or similar level of education are more likely than their counterparts to be aware of *hazardous materials response*.
- Older residents of Halifax and those with less education are more likely to be aware of *technical/water rescue*.

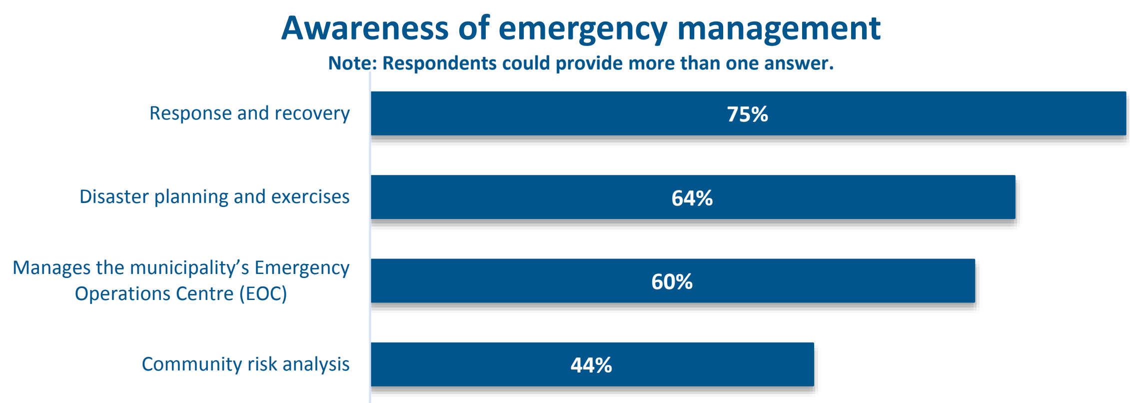


9.7 Emergency management

Respondents are less aware of emergency management services than fire services, with *response and recovery* (75%) receiving the highest level of awareness.

Key differences. In terms of awareness of emergency management, results show the following:

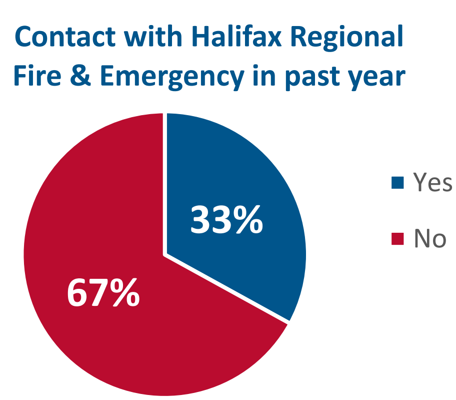
- Older residents are more likely than younger people to be aware of *response and recovery*.
- Older Halifax residents and those who have lived in Halifax longer are more likely than their counterparts to be aware of *disaster planning and exercises* and the *Emergency Operations Centre*.



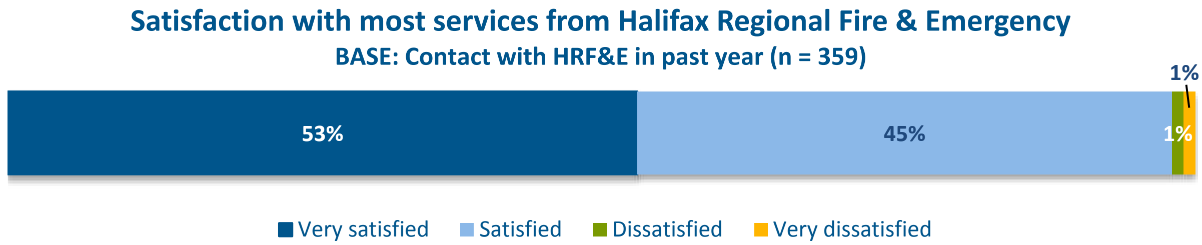
9.8 Experience with Halifax Regional Fire & Emergency

In the past year, 33% have *required or witnessed a response from Halifax Regional Fire & Emergency*.

Key differences. Results show that those who rent their home are more likely than home owners to have had contact with Halifax Regional Fire & Emergency in the past year.

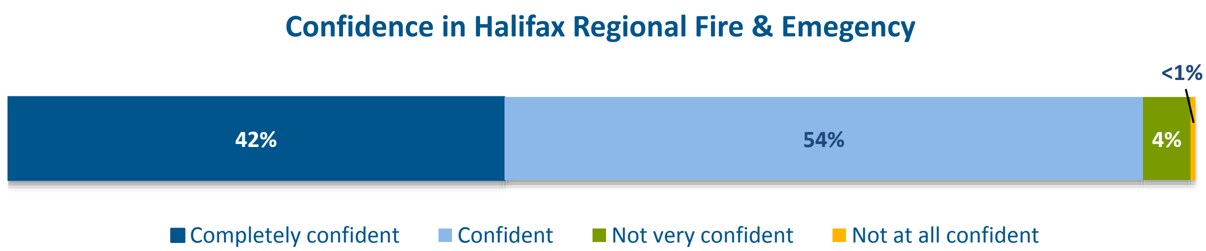


Among those who had contact with Halifax Regional Fire & Emergency in the past year, 98% are at least satisfied *with the services provided*, including 53% who are very satisfied. In 2014, 91% were satisfied with their experiences.



Overall, 96% of respondents are at least confident that *Halifax Regional Fire & Emergency will respond to emergency calls in a timely manner*, including 42% who are completely confident. Overall, this result is on par with 2014 when 94% were confident.

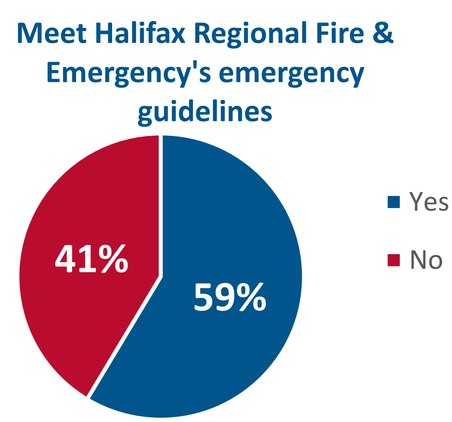
Key differences. Results show that those living in urban or suburban areas and those who have lived in Halifax longer are more likely than those living in a rural area of the Halifax Regional Municipality, or those who have lived in Halifax for less than 10 years, to say they are confident that Halifax Regional Fire & Emergency will respond to calls in a timely manner.



9.9 Emergency preparedness

Respondents were told that *"in the event of an emergency or disaster situation, Halifax Regional Fire & Emergency recommends that you have enough supplies to last you for 72 hours, and a plan in case you need to evacuate your home."* Overall, 59% say they meet this guideline.

Key differences. Results show that males, older Halifax residents, and those who have lived in Halifax longer are more likely than their counterparts to say they meet Halifax Regional Fire & Emergency's recommended emergency guidelines.



10.0 Recreation and leisure

Overall, 50% of respondents have *used a municipally-run recreation facility in the past year*, including 11% who use them at least weekly. This is up from 2014, when 40% had used such facilities in the past year; however, the change is primarily due to a higher proportion who used these facilities once or twice a year (21% in 2018 compared to 14% in 2014). Weekly and monthly rates were very similar in 2018 as 2014.

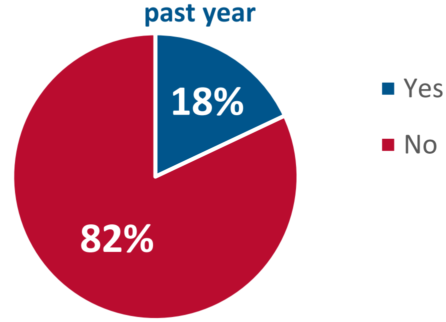
Key differences. Results show than younger Halifax residents, those with more education, those in higher income households, and those with children are more likely than their counterparts to have used municipally-run recreation facilities in the past year.

Use of municipally-run recreation facilities in the past year

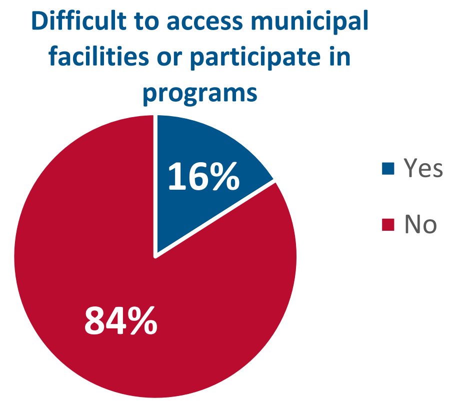
About 18% have *registered or participated in a municipally-run recreation program over the past 12 months*, virtually unchanged from 20% in 2014.

Key differences. Those who are more likely than their counterparts to have registered or participated in a municipal recreation program in the past year are females, those with higher household incomes, and those with children.

Registered or participated in municipal recreation program in past year



Just 16% said they *find it difficult to access any municipal facilities or participate in any recreation or leisure programs run by the Municipality*. This is similar to 2014 (13%) and 2010 (21%). Among the 16% (n = 179) who found it difficult, the most common reasons were that *no facilities or programs of interest are within a reasonable distance of their home* (47%), *fees are too high compared to other providers* (38%), *facilities are not open during times they can use them* (35%), *no programs of interest* (27%), and *no transit service is available to the locations* (21%).[5]



Key differences. Results show that those in lower income households and those who rent are more likely than their counterparts to say it is difficult to access municipal facilities or participate in programs.

When asked if there were other recreational programs the Municipality could offer, 77% indicated there were no other programs needed. Although many programs were mentioned, the only type of programming mentioned by more than 1% of respondents was *programming for children and youth* (3%).

5 Respondents could give more than one answer.

11.0 Parks

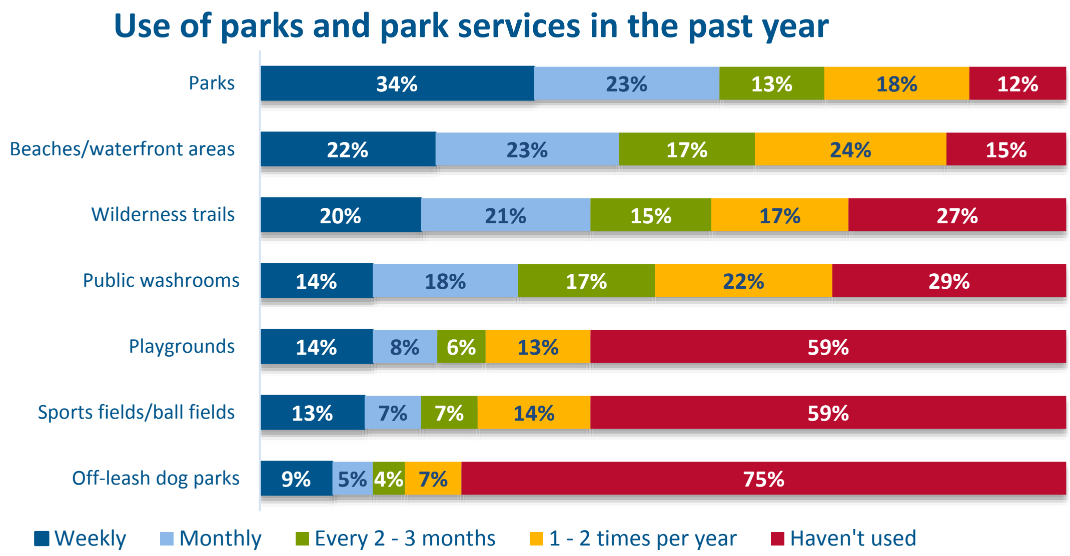
11.1 Use of parks and park services

In the past year, respondents' use of parks and park services varies from 88% who have used *parks* to 25% who have used *off-leash dog parks*. In 2012, respondents were asked about their use of *parks*, *playgrounds*, and *trails*, and use is slightly different.

- For *parks*, the biggest change is in frequency of use, as just 19% were using parks weekly in 2012 compared to 34% in 2018. Use in the past year as a whole is up slightly, with 79% having used parks in 2012 compared to 88% in 2018.
- For *playgrounds*, both weekly use (14% in 2018 and 9% in 2012), and total use (41% in 2018 and 49% in 2012) are quite similar. Additionally, for *trails*, weekly use (20% in 2018 and 25% in 2012) and total use (73% in 2018 and 82% in 2012) are similar.

Key differences. In terms of use of parks and parks services in the past 12 months, there are fairly consistent patterns:

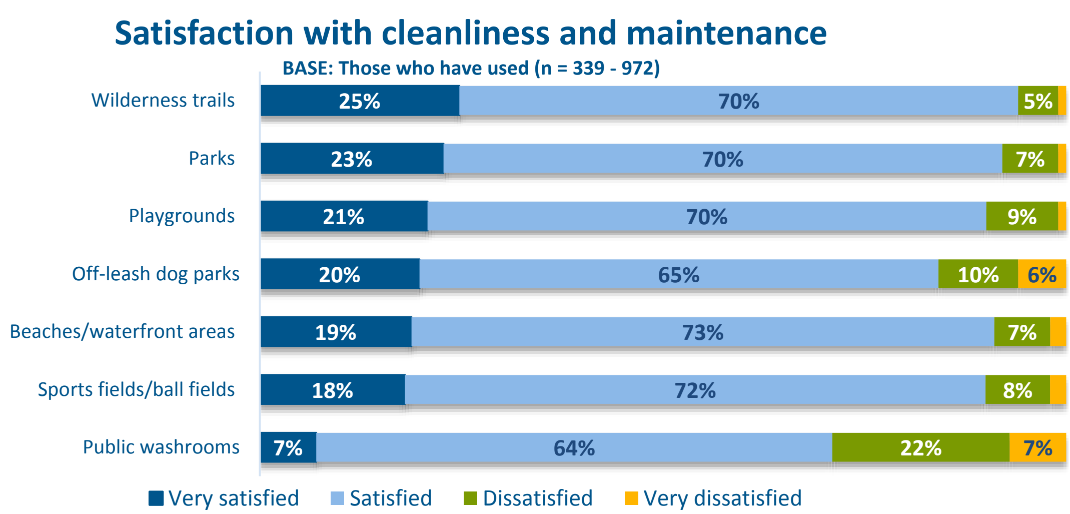
- As respondents get older, they are less likely to report using all of the parks and parks services included in the survey. This pattern is also evident in most cases according to how long respondents have lived in Halifax (with those living in Halifax longer being less likely to have used), which is likely because length of time living in the Municipality may be correlated with age.
- Those with more education are more likely to have used *parks*, *trails*, *sports fields*, and *beaches/waterfront area*.
- People with children are more likely than those without children to have used everything but *off-leash dog parks* (no difference).
- People who rent are more likely to report using *public washrooms*.
- Those with a higher annual income are more likely to have used *trails* and *sports fields*.
- People living in suburban/urban areas are more likely than those living in rural areas to use *parks* (and also tend to use them more often).



11.2 Satisfaction with cleanliness and maintenance of parks[6]

Satisfaction with cleanliness and maintenance of parks and park services does not tend to be as high as satisfaction with other municipal services; however, more than 7 in 10 are at least satisfied with each included in the survey. Almost all have similar satisfaction ratings, with the exception of *public washrooms*, which 28% are dissatisfied or very dissatisfied with.

Key differences. Despite many differences among demographic groups in terms of their use of parks, there were only a few differences for satisfaction. First, younger respondents tend to be more likely to be very dissatisfied with the cleanliness of *public washrooms*, and those living in Halifax for longer tend to be less satisfied with *beaches and waterfront areas*.



6 Data labels showing the percentage for bars representing 2% or fewer respondents have been removed for readability.

11.3 Overall park experience

In general, 98% of residents are satisfied with their overall park experience, including 25% who are very satisfied. It is also important to note that, despite differences in use of the parks, there are no statistical differences in the overall rating of park experiences between demographic groups.

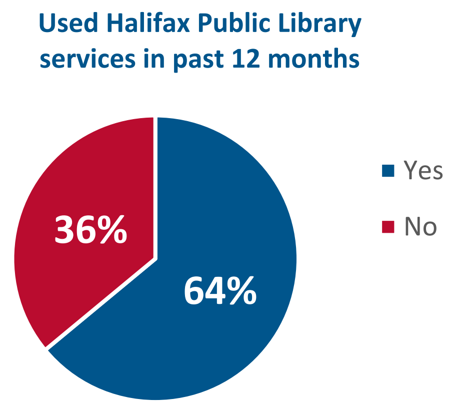
When asked what would improve their overall park experience, 71% did not provide any suggestions. The most common suggestions are for *better clean –up/litter pickup* (5%), *more amenities* (e.g., benches, water fountains, food) (5%), *enforce dogs to be on leashes* (4%), *better maintenance* (3%), and *more public washroom* (3%).

12.0 Public libraries

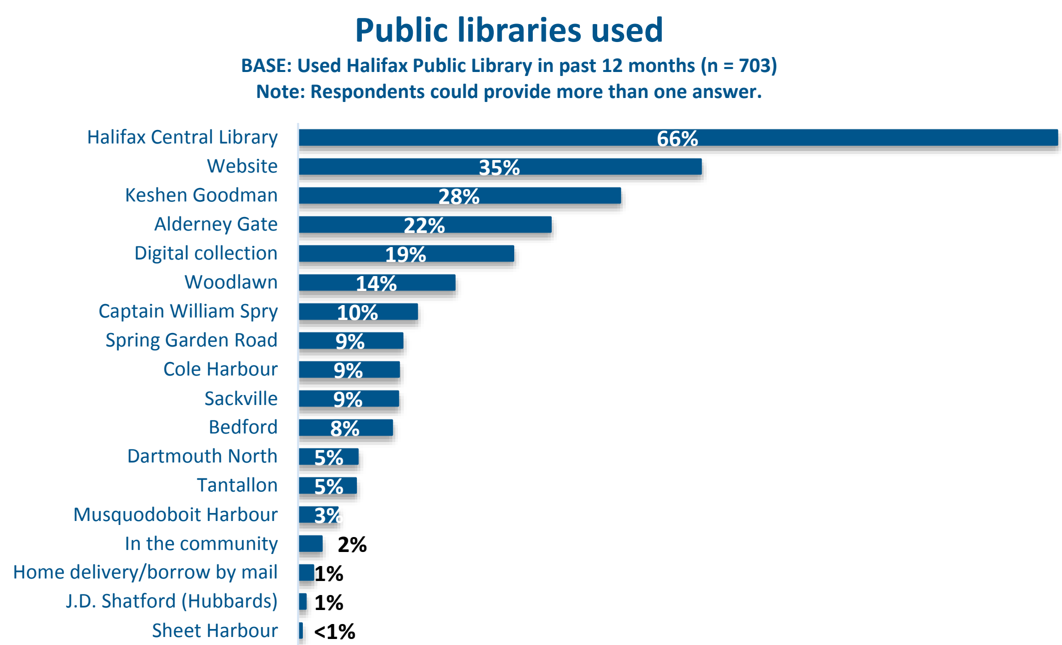
12.1 Use of public libraries

About 64% of respondents have *used services of Halifax Public Libraries in the past 12 months in a branch, in the community, or online*. This is up slightly from 57% in 2014.

Key differences. Results show younger respondents, those living in Halifax for less time, those with more education, and those with children are most likely to report using library services in the past year.

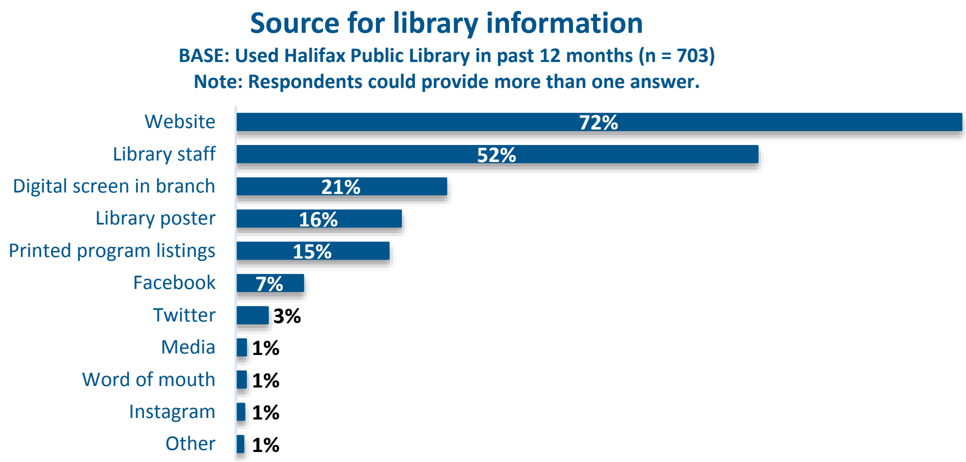


Among library users, the most common library used was the *Halifax Central Library* (66%), with the *Keshen Goodman* (28%) and *Alderney Gate* (22%) libraries second and third. For the most part, library usage is similar to 2014, with the exception of the *Halifax Central Library* since it was not built in 2014.



The most common sources of information for those using the library are *the website* (72%) and *library staff* (52%). These results are similar to 2014, as both were the most common sources of information (*website* at 63% and *staff* at 44%).

Key differences. Results tend to indicate that younger respondents, those with more education, and those with higher incomes are more likely to access services through *the website* and less likely to rely on *library staff*.

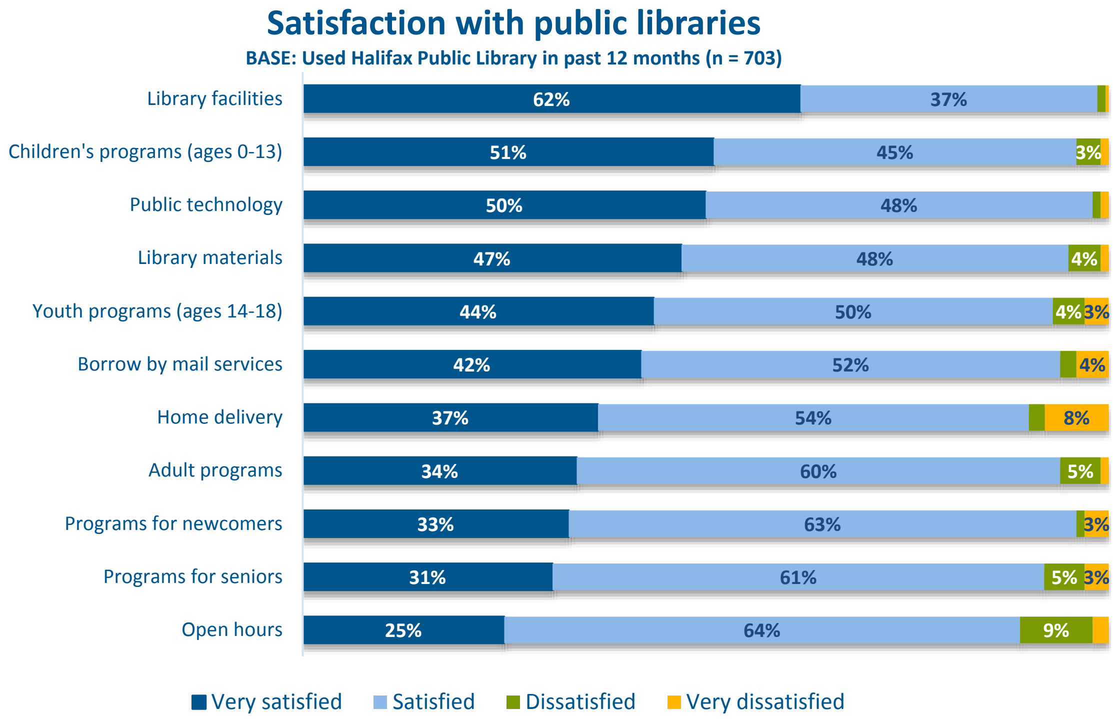


12.2 Satisfaction with public libraries[7]

For the most part, library users are satisfied with various aspects of libraries, with about 9 in 10 or more reporting they are at least satisfied. However, the proportion who are very satisfied does vary, with 62% of respondents very satisfied with *library facilities* and 25% of respondents satisfied with *open hours*.

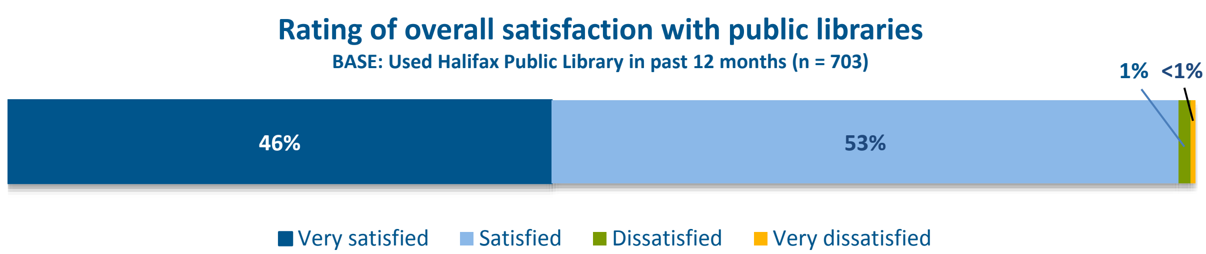
Key difference. Among the 11 library aspects for which respondents could rate their satisfaction, there was only one difference among demographic groups — women are more likely than men to be very satisfied with *children's programs*.

[7] Data labels showing the percentage for bars representing 2% or fewer respondents have been removed for readability.



12.3 Overall library satisfaction

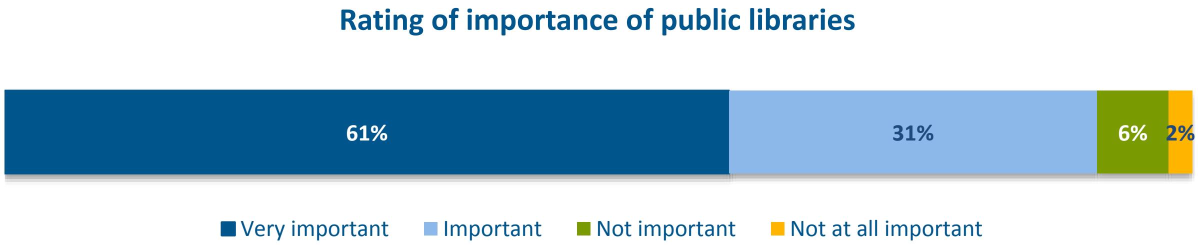
Overall, 99% of respondents who have used libraries in the past 12 months are at least satisfied with them, including 46% who are very satisfied. The total satisfaction is on par with 2014 (98%), although the proportion who are very satisfied is up from 35% to 46%.



12.4 Importance of libraries

Respondents tend to say that *public libraries and the service they provide to their community* are important, as 92% rate them as at least important (including 61% saying very important).

Key differences. Women and those with more education are more likely than their counterparts to say that public libraries and their services are very important to the community.



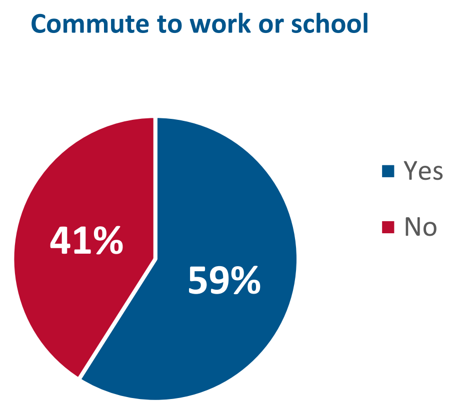
When asked what prevents them from using libraries most often, 59% say nothing or there are no barriers. The most common barriers cited include *inconvenient hours/not open 7 days a week* (13%), *inconvenient locations* (7%), *no programs/services that they want* (7%), or *transportation issues* (6%). In 2014, *hours of operation* was also the most cited barrier at 15%.

13.0 Transportation

13.1 Commuting to work or school

Amongst respondents, 59% *commute to work or school*.

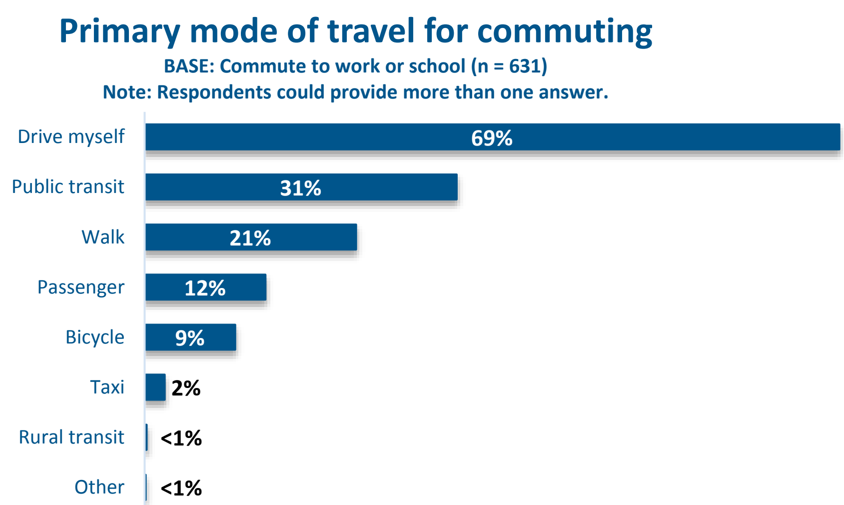
Key differences. Results show those under 55, those living in Halifax for 20 years or less, those with higher levels of education, those with children, and those with higher household incomes are most likely to report commuting to work or school.



For commuters, the primary mode of travel is *driving themselves* at 69%, with 31% of commuters using *public transit*.

Key differences. Results show differences by two primary modes: *walking* and *biking*.

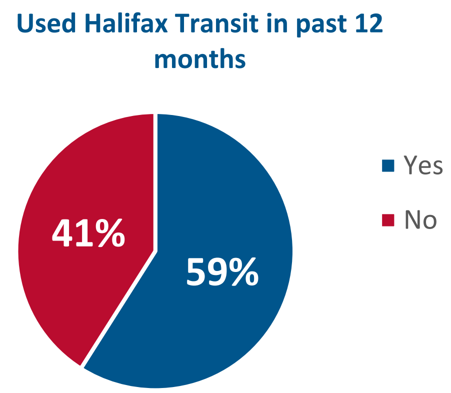
- For *walking*, younger respondents, those living in urban/suburban Halifax, those living in Halifax for less time, and renters are most likely to report that *walking* is their primary mode of commuting.
- For *biking*, those under 55 and those with children are most likely to report *biking* as part of their commute.



13.2 Halifax transit

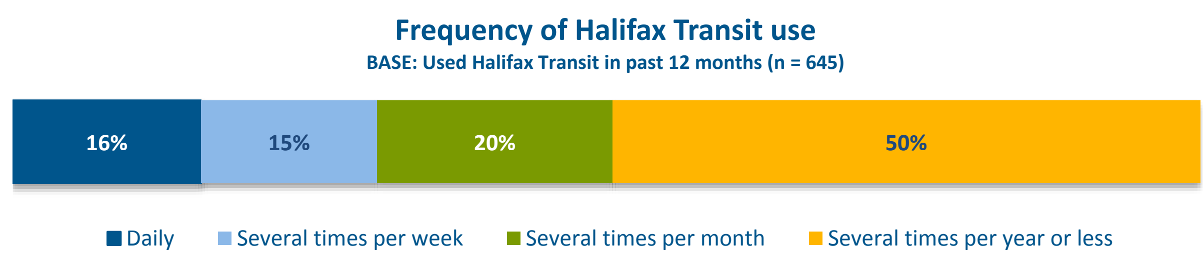
Overall, 59% have *used Halifax Transit in the past 12 months*, up from 53% in 2014.

Key differences. Results show that younger residents, those living in urban/suburban Halifax, those living in Halifax for fewer years, university graduates, and renters are more likely than their counterparts to have used Halifax Transit in the past year.



Among those who have used transit in the past year, 16% are daily transit users, while 50% are occasional users (i.e., several times per year or less). When examined as a whole, including those who have not used transit in the past year, about 18% of respondents use transit at least several times week.

Key differences. Similar to use in the past year, there are also differences in frequency of use among demographic groups. Those living in Halifax for less than 10 years, those in lower income households, and renters are most likely to report using Halifax Transit daily.



When asked what would get them to use transit more or more often, the reasons tend to be different between users and non-users. The most common factors for users are *increased service frequency* (45%) and *reliable/on-time service* (45%). For non-users, there are 56% who say nothing would make them use it or use it more often. The most common factors for non-users are *more direct or limited stop routes* (19%), *added service to rural areas* (18%), and *increased service frequency* (18%).

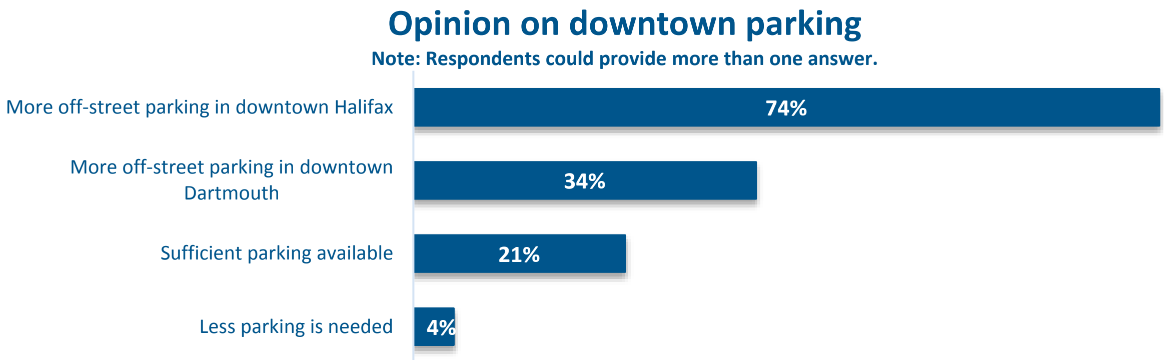
Table 5: Encourage to use public transit more often

	Used Halifax Transit in past 12 months (n = 645)	Have not used in past 12 months (n = 4485)
Increased service frequency	45%	18%
Reliable/on-time service	45%	17%
Improved/access to schedule information	32%	13%
Improved/electronic fare payment options	31%	13%
More direct or limited stop routes/faster	30%	19%
App to determine bus arrival times	28%	8%
Additional urban core bus routes	23%	6%
Added service to rural areas	22%	18%
Fewer transfers	22%	14%
Stops closer to home or work	22%	14%
Additional shelters	20%	7%
Additional Park & Ride lots	14%	10%
Increased safety	12%	6%
Environmental concerns	11%	4%
Additional designated fully accessible routes	9%	3%
Additional bike rack accessible buses	6%	2%
Extend hours	1%	1%
Better customer services	1%	-
When I can't drive	<1%	1%
Other	3%	3%
Nothing - I don't plan to use transit	4%	47%
Nothing - happy with current services	14%	9%

Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.

13.3 Downtown parking

Generally, respondents see a need for more downtown parking, with a greater emphasis on *downtown Halifax* (74%) than *downtown Dartmouth* (34%). Just 21% think downtown parking in either area is sufficient, and 4% believe less downtown parking is needed.



14.0 Halifax Regional Municipality issues

Respondents were asked to name up to three *issues facing the Halifax region over the next five years in which they feel the Municipality should invest greater resources*. Respondents named many issues, with three being mentioned more often than others, all of which related to transportation. These included *transit* (23%), *road conditions, sidewalks, and snow removal* (22%), and *transportation and traffic* (21%). In 2014, the top three issues mentioned were *transportation / traffic* (23%), *taxes* (18%), and *employment / jobs* (16%). In 2012, the top three issues mentioned were *public transit* (26%), *public safety* (22%), and *the environment* (19%).

Table 6: Top issues facing Halifax region over next five years

	% selecting as top three priority
Transit	23%
Road conditions/sidewalks/snow removal	22%
Transportation/traffic	21%
Parking/winter parking	15%
Affordable housing	13%
Active transportation	12%
Crime/policing	10%
Urban sprawl/planning for growth	9%
Environment/green belting/clean water	9%
Recreation opportunities	8%
Health/healthcare/hospitals	6%
Economic growth/small business growth	6%
Commuter rail/light rail/ferry system	6%
Taxes	5%
Retention/attraction of residents/immigration	5%
Infrastructure renewal	5%
Clean up/beautify	5%
Upgrade roads/road system	4%
Size of Municipality/expenditures/salaries	4%
Development process	4%
Build a stadium	4%
Senior services	3%
Schools/education	3%
Employment	3%
Downtown development	3%
Climate change	3%
Attract business	3%
Waste management	2%
Emergency services	2%
Youth/young professional retention	1%
Programming for youth/children	1%
Preserve buildings/historical sites	1%
Cost of living	1%
Renewable energy	<1%
Other	25%
None	2%

Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.

Appendix A – 2018 Halifax Citizen Survey

2018 Citizen Survey

Welcome to the **2018 Citizen Survey**! Thank you in advance for taking the time to participate in this survey. Your responses will help guide the Halifax Regional Municipality with its immediate and long-term planning. The results from this survey will be available on the municipality's website at www.halifax.ca/citizensurvey.

The survey should take approximately 25 minutes to complete, and for your participation, you will be eligible to win one of 10 VISA or Mastercard gift cards valued at $100.

The deadline for completing this survey is **August 19, 2018**.

Responses will be kept strictly confidential and the results of the survey will not be used in any way that will allow anyone to identify you or your responses. Your participation is voluntary and you can discontinue your participation at any time.

To conduct this survey, the municipality has hired PRA Inc., a national research firm. If you require any assistance completing the survey, please contact PRA Inc. at 1-888-877-6744 (toll free) or at admin@pra.ca.

Thank you in advance for your participation.

PASSCODE (see invitation letter): ________________

Quality of Life

Q1. How would you rate the overall quality of life in the Halifax region?

Please check only one

- ☐ Very Good
- ☐ Good
- ☐ Poor
- ☐ Very Poor

Q2. In the past five years, the quality of life in the Halifax region has …

Please check only one

- ☐ Improved
- ☐ Stayed the same
- ☐ Worsened

Value for Taxes

Q3. The municipality provides a wide range of services, including police and fire protection, garbage collection and disposal, recreation facilities and programming, transit, road and street maintenance, etc.

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

Please check only one

- ☐ Very good value
- ☐ Good value
- ☐ Poor value
- ☐ Very poor value
- ☐ No opinion / Don't know (skip to question Q5)
- ☐ Do Not Pay Property Tax (e.g. rent, live with parents) (skip to question Q5)

Q4. Can you share the reason(s) why you feel this way about the value for your property taxes?

____

____

____

Q5. When the municipality is creating the municipal budget, please indicate which of the statements comes closest to your point of view. The municipality should:

Please check only one

- ☐ Decrease taxes and fees, even if municipal services must decrease
- ☐ Maintain taxes and fees, even if it means reducing some services to maintain others
- ☐ Increase municipal services, even if taxes or fees must increase

Q6. If adding services and facilities, or maintaining existing service levels meant an increased cost to provide those services, which would you prefer most as a way to fund this increase?

Please check only one

- ☐ Increases to user fees
- ☐ Increases to property taxes
- ☐ Increases to municipal debt
- ☐ Both user fee and property tax increases
- ☐ A combination of increases to user fees, property tax increases, and debt
- ☐ Don’t know

Satisfaction with Services

SI1. Please tell us **how satisfied you are** with each of the following services provided by the municipality. If you don't know, or have not had any experience with the service to provide a rating, please choose Don't Know / No Opinion.

Service	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know / No Opinion
Arts and cultural facilities and programs	☐	☐	☐	☐	☐
Bike lanes / Cycling facilities	☐	☐	☐	☐	☐
Business support services (e.g. licenses, permits)	☐	☐	☐	☐	☐
Community planning / Land use planning and approvals	☐	☐	☐	☐	☐
Community standards (e.g. by-law enforcement, animal control)	☐	☐	☐	☐	☐
Economic development	☐	☐	☐	☐	☐
Emergency preparedness	☐	☐	☐	☐	☐
Environmental protection and sustainability	☐	☐	☐	☐	☐
Garbage, recycling, and organics collection	☐	☐	☐	☐	☐
Litter control / Graffiti removal / Cleanliness	☐	☐	☐	☐	☐
Overall city maintenance	☐	☐	☐	☐	☐
Parking enforcement	☐	☐	☐	☐	☐
Public / Community engagement (e.g. consultations on projects like Cogswell District, Centre Plan, etc.)	☐	☐	☐	☐	☐
Public transit (bus / ferry)	☐	☐	☐	☐	☐
Public transit (Access-A-Bus)	☐	☐	☐	☐	☐
Overall transit service	☐	☐	☐	☐	☐
Recreation facilities (e.g. community centres, sports fields)	☐	☐	☐	☐	☐
Recreation programming	☐	☐	☐	☐	☐
Sidewalk maintenance	☐	☐	☐	☐	☐
Street / Road maintenance	☐	☐	☐	☐	☐
Traffic management (e.g. signals, road widening, etc.)	☐	☐	☐	☐	☐
Traffic / Pedestrian safety	☐	☐	☐	☐	☐
Winter maintenance (snow and ice control)	☐	☐	☐	☐	☐

SI2. Overall, how satisfied are you with the delivery of all the services provided by the municipality?

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

SI3. The cost of delivering municipal services is rising, and even the cost of *maintaining* some service levels is increasing. Maintaining or increasing some service levels without additional revenues may require reducing other services.

For each of the following service areas, please indicate whether you believe the municipality should increase the level of service, maintain the level of service, or reduce the level of service.

Please check the box that corresponds with your response

Service	Increase service levels	Maintain service levels	Reduce service levels
Arts and cultural facilities and programs	☐	☐	☐
Bike lanes / Cycling facilities	☐	☐	☐
Business support services (e.g. licenses, permits)	☐	☐	☐
Community beautification (e.g. landscaping, floral displays)	☐	☐	☐
Community planning / Land use planning and approvals	☐	☐	☐
Community standards (e.g. by-law enforcement, animal control)	☐	☐	☐
Economic development	☐	☐	☐
Emergency preparedness	☐	☐	☐
Environmental protection and sustainability	☐	☐	☐
Fire services	☐	☐	☐
Garbage, recycling, and organics collection	☐	☐	☐

Service	Increase service levels	Maintain service levels	Reduce service levels
Litter control / Graffiti removal / Cleanliness	☐	☐	☐
Parking enforcement	☐	☐	☐
Parks, playgrounds, and green spaces	☐	☐	☐
Police services	☐	☐	☐
Public / Community engagement (e.g. consultations on projects like Cogswell District, Centre Plan, etc.)	☐	☐	☐
Public libraries	☐	☐	☐
Public transit (bus / ferry)	☐	☐	☐
Public transit (Access-A-Bus)	☐	☐	☐
Recreation facilities (e.g. community centres, sports fields)	☐	☐	☐
Recreation programming	☐	☐	☐
Sidewalk maintenance	☐	☐	☐
Street / Road maintenance	☐	☐	☐
Traffic management (e.g. signals, road widening, etc.)	☐	☐	☐
Traffic / Pedestrian safety	☐	☐	☐
Winter maintenance (snow and ice control)	☐	☐	☐

Community Priorities

CP1. In 2017, Regional Council approved six Council priorities. Please rate them in terms of their importance to you.

Council Priorities	Very Important	Important	Not Important	Not at all Important
Governance and Engagement through improved management of municipal resources, clear communications with the public, and opportunities to participate in municipal policy and planning.	☐	☐	☐	☐
Economic Development through attracting investment and keeping and growing business and talent in the municipality.	☐	☐	☐	☐
Healthy Liveable Communities through investments in public safety, recreation and leisure programming and facilities, considerations for the environment, and supporting the health of the community.	☐	☐	☐	☐
Transportation improvements through investments in public transit, active transportation, traffic congestion reduction, and maintaining our roadways and sidewalks.	☐	☐	☐	☐
Service Delivery improvements focused on making service to people and businesses better.	☐	☐	☐	☐
Social Development through investments to make it easier for all persons to be able to afford or access programs and services they need to participate fully in life.	☐	☐	☐	☐

CP2. The municipality invests in various infrastructure projects, including buying or building new assets, or investing in existing ones (e.g. new 4-pad rink / a new roof on a recreation facility / new sidewalks / pothole repairs). Please rate them in terms of their importance to you?

Infrastructure Categories	**Very Important**	**Important**	**Not Important**	**Not at all Important**
Buildings and facilities	☐	☐	☐	☐
Integrated mobility projects such as streets, sidewalks, Active Transportation projects (cycling, walking), and traffic improvements	☐	☐	☐	☐
Parks and playgrounds	☐	☐	☐	☐
Public transit, including buses, ferries, and their facilities	☐	☐	☐	☐
Equipment and corporate fleet (e.g. fire and police vehicles, ice resurfacers, fire equipment)	☐	☐	☐	☐
Technology supporting municipal operations	☐	☐	☐	☐

CP3. The municipality spends a portion of its yearly budget on infrastructure to meet both growth requirements and community expectations. Please rank the top three (3) infrastructure projects that you would like to see the municipality pursue over the next 5 years.

Please place a:
1 beside your top priority
2 beside your second highest priority
3 beside your third highest priority

	Arenas / Ice surfaces
	Arts and cultural facilities
	Commuter rail
	Improved / Additional public transit facilities
	Improving existing facilities
	Maintenance of existing sidewalks, walkways, and trails
	Maintenance of existing streets and roads (e.g. fill potholes, patching, crack sealing)
	More buses on existing routes
	More buses so that service can be expanded to new areas
	New / Refurbished community branch libraries
	New / Repair of outdoor recreation facilities (e.g. playgrounds, skate parks, sports fields)
	New active transportation improvements (e.g. new sidewalks, bike lanes, walkways, and trails)
	New recreation facilities / Community centres
	New stadium
	Technology to improve service delivery / Customer service / Accessibility
	Upgrade major roadways to provide increased capacity (e.g. road widening, reversing lanes)
	Other (please describe): ____

Service Quality

CS1. Have you had any contact with a municipal employee either in-person, in writing, by telephone, email / web site, by fax, by social media, or by encounter with a police / by-law officer over the last 12 months?

- ☐ Yes
- ☐ No (please skip to CS7)

CS2. How did you contact the municipality during your most recent interaction?

- ☐ In person – Customer Service Centre
- ☐ In person – Other ____________________________________ (please indicate)
- ☐ Telephone (311 or 902-490-4000)
- ☐ Telephone (911)
- ☐ Telephone – Direct to an employee
- ☐ Website (www.halifax.ca)
- ☐ Twitter (e.g. @hfxgov, @hfxcivicevents, etc.)
- ☐ Posted mail
- ☐ Email – Specific person
- ☐ Email – General
- ☐ Elected Official (Councillor / Mayor)
- ☐ Police officer / Compliance officer (e.g. parking, by-law)

CS3. Have you accessed the municipality's Customer Service Centre in-person in the last 12 months?

- ☐ Yes
- ☐ No (please skip to CS5)

CS4. If you accessed a Customer Service Centre what services did you use?

(Check all that apply)

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

CS5. How satisfied were you with your most recent contact with the municipality?

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

CS6. Thinking about the quality of service you received during your most recent contact(s) with the municipality, please indicate your opinion in the following areas:

Customer Service	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know / No Opinion
a. Municipal staff were knowledgeable	☐	☐	☐	☐	☐
b. I was treated in a friendly, courteous manner	☐	☐	☐	☐	☐
c. I was treated fairly	☐	☐	☐	☐	☐
d. I was satisfied with the amount of time it took to get the service	☐	☐	☐	☐	☐
e. If the person I contacted was unable to assist me, I was directed to the right person	☐	☐	☐	☐	☐
f. I was satisfied with the outcome of my interaction	☐	☐	☐	☐	☐
g. I would use this service if it was offered online	☐	☐	☐	☐	☐

The municipality would like to identify key areas of action to improve customers' online experience by making services more convenient, intuitive, and easier to use.

CS7. How recently have you accessed the www.halifax.ca website?

- ☐ Within the last week
- ☐ Within the past month
- ☐ Within the past six months
- ☐ Within the past 12 months
- ☐ Have not accessed in the past 12 months
- ☐ Have never accessed www.halifax.ca website

CS8. How recently have you accessed any of the municipal services offered online at https://www.halifax.ca/home/online-services?

- ☐ Within the last week
- ☐ Within the past month
- ☐ Within the past six months
- ☐ Within the past 12 months
- ☐ Have not accessed in the past 12 months
- ☐ Have never accessed any online services?

CS9. Which online service(s) did you access in the past 12 months?

Check all that apply

- ☐ Made an online request
- ☐ Completed an online payment
- ☐ Conducted a search for information
- ☐ Registered or made a booking
- ☐ Reported something
- ☐ Contacted the municipality
- ☐ Other (please specify): ____

CS10. Do you have any suggestions to improve your experience / are there any services you would like to see available through the self-serve online portal?

____
____
____

CS11. How likely are you to use online services in the future?

- ☐ Very likely
- ☐ Likely
- ☐ Unlikely
- ☐ Very unlikely

Access to Information / Public Engagement

PE1. Please indicate how often you have received or accessed information from the Halifax Regional Municipality within the past 12 months?

	Never	1-2 times	3-5 times	6-10 times	More than 10 times
a. Made a Freedom of Information Request	☐	☐	☐	☐	☐
b. Viewed or used an Open Dataset	☐	☐	☐	☐	☐
c. Visited the Municipal Archives or used their online catalogue	☐	☐	☐	☐	☐
d. Viewed Council meetings on Halifax.ca	☐	☐	☐	☐	☐
e. Accessed agendas, minutes, or reports through Halifax.ca	☐	☐	☐	☐	☐
f. Participated in a public consultation	☐	☐	☐	☐	☐
g. Called 311	☐	☐	☐	☐	☐
h. Contacted Councillors or municipal staff	☐	☐	☐	☐	☐
i. Viewed or engaged the municipality's social media channels (e.g. Twitter, Facebook)	☐	☐	☐	☐	☐
j. Other	☐	☐	☐	☐	☐

PE2. Overall, how easy or difficult do you find doing the following from the municipality?

	Have not tried to access	Very easy	Easy	Difficult	Very difficult
a. Making a Freedom of Information Request	☐	☐	☐	☐	☐
b. Viewing or using an Open Dataset	☐	☐	☐	☐	☐
c. Visiting the Municipal Archives or using their online catalogue	☐	☐	☐	☐	☐
d. Viewing Council meetings on Halifax.ca	☐	☐	☐	☐	☐
e. Accessing agendas, minutes, or reports through Halifax.ca	☐	☐	☐	☐	☐
f. Participating in a public consultation	☐	☐	☐	☐	☐
g. Calling 311	☐	☐	☐	☐	☐
h. Contacting Councillors or municipal staff	☐	☐	☐	☐	☐
i. Viewing or engaged the municipality's social media channels (e.g. Twitter, Facebook)	☐	☐	☐	☐	☐
j. Other (please specify) ___________________________	☐	☐	☐	☐	☐

PE3. Please indicate how frequently you have participated or engaged with the Halifax Regional Municipality over the past 12 months.

	Never	1-2 times	3-5 times	6-10 times	More than 10 times
a. Completed online surveys from the municipality	☐	☐	☐	☐	☐
b. Spoke directly with my Councillor or municipal staff	☐	☐	☐	☐	☐
c. Completed email or feedback form	☐	☐	☐	☐	☐
d. Contacted the municipality through social media (e.g. Twitter, Facebook)	☐	☐	☐	☐	☐
e. Attended an in-person public meeting	☐	☐	☐	☐	☐
f. Participated in an online discussion	☐	☐	☐	☐	☐
g. Participated in a workshop or conference	☐	☐	☐	☐	☐
h. Spoke at a board or committee meeting	☐	☐	☐	☐	☐
i. Met with an advisory committee	☐	☐	☐	☐	☐
j. Other (please specify) ______________________	☐	☐	☐	☐	☐

PE4. Do you agree or disagree that the municipality provides sufficient tools and information to allow you to meaningfully participate and engage with the municipality?

- ☐ Completely Agree
- ☐ Agree
- ☐ Disagree
- ☐ Completely Disagree

PE5. What barriers or challenges, if any, have you encountered in accessing Halifax Regional Municipality information or participating or engaging with the municipality?

____
____
____

PE6. What is your preferred method(s) of being engaged by the Halifax Regional Municipality?

Check all that apply

- ☐ Online survey
- ☐ In-person public meeting / Town Hall
- ☐ Workshop / Conference
- ☐ Social media (e.g. Twitter, Facebook)
- ☐ Speaking at a board or committee meeting
- ☐ Online discussion
- ☐ Newsletter / Direct mail
- ☐ Email
- ☐ Telephone (via automated calling service)
- ☐ Other (please specify): ____
- ☐ None

Public Safety

Please note: The Halifax Regional Municipality includes Halifax Regional Police and Halifax District RCMP. In your responses, please focus on your overall experience with police in the municipality.

PS1. When you think about police in Halifax, to what extent do you agree or disagree with each of the following statements.

Police	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
a. The police treat people fairly	☐	☐	☐	☐	☐
b. The police show care and concern for the welfare of the citizens they deal with	☐	☐	☐	☐	☐
c. The police make decisions based on facts	☐	☐	☐	☐	☐
d. The police provide the same quality of service to all citizens	☐	☐	☐	☐	☐
e. The police understand the issues that affect this community	☐	☐	☐	☐	☐
f. I generally support how the police usually act	☐	☐	☐	☐	☐
g. I would help the police if asked	☐	☐	☐	☐	☐
h. I would call the police to report a crime	☐	☐	☐	☐	☐
i. I would call the police for assistance	☐	☐	☐	☐	☐

PS2. In the past 2 years, did the police approach you, stop you, or make contact with you for any reason?

- ☐ Yes
- ☐ No (Skip to PS4)

PS3. How satisfied or dissatisfied were you with the way the police treated you the last time this happened?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

PS4. About how often would you say that the police in your neighbourhood exceed their authority?

- ☐ Never / Almost never
- ☐ Rarely
- ☐ Sometimes
- ☐ Most of the time
- ☐ Always / Almost always

PS5. Taking everything into account, how good a job do you think the police in this area are doing?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very poor

PS6. How safe from crime do you feel walking alone in your area after dark?

Please check only one

- ☐ Very safe
- ☐ Reasonably safe
- ☐ Somewhat unsafe
- ☐ Very unsafe
- ☐ Do not walk alone

PS7. Have you, or someone in your household been a victim of a crime in the past year?

- ☐ Yes
- ☐ No (please skip to PS11)

PS8. The last time this happened, where did this incident happen?

- ☐ At your home
- ☐ Near your home
- ☐ At your work
- ☐ Elsewhere in the Halifax region
- ☐ Outside of the municipality

PS9. What type of crime was it?

- ☐ Property crime (e.g. break and enter, theft, arson, fraud, mischief)
- ☐ Violent crime (e.g. robbery, assault, attempted murder, murder, abduction)
- ☐ Other kind of crime (e.g. indecent acts, harassment, hate speech, cybercrime)

PS10. Did you or anyone else report it to the police?

- ☐ Yes
- ☐ No

Halifax Regional Fire & Emergency (HRFE) provides Fire and Emergency Management services throughout the Halifax Regional Municipality. These services are delivered by career and volunteer personnel.

PS11. Fire services are based on three lines of defence: Public Education, Fire Prevention, and Emergency Response. Are you or are you not aware that HRFE provides the following fire services / activities?

Fire Services	Aware	Not Aware
Public Education / Information programs	☐	☐
Fire prevention / Fire code inspections and enforcement	☐	☐
Fire fighting and rescue	☐	☐
Medical response	☐	☐
Motor vehicle accident response	☐	☐
Technical / Water rescue	☐	☐
Hazardous Materials response	☐	☐
Community / Public events (e.g. parades / festivals)	☐	☐

PS12. Emergency Management ensures readiness in the event of a natural or man-made disaster. Are you or are you not aware that HRFE provides the following services?

Emergency Management	Aware	Not Aware
Community risk analysis	☐	☐
Disaster planning and exercises	☐	☐
Response and recovery	☐	☐
Manages the municipality’s Emergency Operations Centre (EOC)	☐	☐

PS13. Have you required or witnessed a response from Halifax Regional Fire & Emergency in the past year?

☐ Yes

☐ No (if no, please skip to question PS15)

PS14. How satisfied were you with the services provided by Halifax Regional Fire & Emergency?

Please check only one

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

PS15. How confident are you that Halifax Regional Fire & Emergency will respond to emergency calls in a timely manner?

Please check only one

- ☐ Completely confident
- ☐ Confident
- ☐ Not very confident
- ☐ Not at all confident
- ☐ Don't know / No opinion

PS16. In the event of an emergency or disaster situation, Halifax Regional Fire & Emergency recommends that you have enough supplies to last you for 72 hours, and a plan in case you need to evacuate your home. Do you meet this recommended guideline?

Please check only one

- ☐ Yes
- ☐ No

Recreation and Leisure

RL1. How frequently have you used a municipally-run recreation facility in the past year? (Example: Captain William Spry, Gordon R. Snow, North Preston Community Centre)

- ☐ At least once per week
- ☐ At least once per month
- ☐ Once every 2-3 months
- ☐ Once or twice per year
- ☐ Never

RL2. Have you registered for or participated in a municipally-run recreation program over the past 12 months?

- ☐ Yes
- ☐ No

RL3. Do you find it difficult to access any municipal facilities or participate in any recreation or leisure programs run by the municipality?
(Access meaning: Affordability / The ease of getting to and from the facility or activity / Whether the facility or program is built to accommodate persons with physical, emotional or intellectual disabilities)

- ☐ Yes
- ☐ No (skip to Question RL5)

RL4. What are some of the reasons why you find it difficult to access municipal facilities or recreation and leisure programs run by the municipality?

Check all that apply

- ☐ Registration / User fees are too high compared to other recreation service providers / Athletic associations
- ☐ No facilities or programs of interest are within a reasonable distance from my home / Takes too long to get there
- ☐ No transit service to local facilities
- ☐ Facilities are not open during times I can use them
- ☐ No recreation programming of interest to me
- ☐ Recreation facilities are not accessible to me (not disabled-friendly)
- ☐ Other (please specify): ____

RL5. Is there any additional recreation, arts, culture, and leisure programming that you would like to see the municipality offer?

____
____
____

Parks

PR1. How frequently have you used the following over the past year?

Parks	Weekly	Monthly	Every 2-3 Months	1-2 times per year	Haven't used
a. Parks	☐	☐	☐	☐	☐
b. Playgrounds	☐	☐	☐	☐	☐
c. Wilderness trails	☐	☐	☐	☐	☐
d. Sports fields / Ballfields	☐	☐	☐	☐	☐
e. Off-leash dog parks	☐	☐	☐	☐	☐
f. Public washrooms	☐	☐	☐	☐	☐
g. Beaches / Waterfront areas	☐	☐	☐	☐	☐

PR2. How satisfied are you with the cleanliness / maintenance of the following?

Parks	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Haven't used / No Opinion
a. Parks	☐	☐	☐	☐	☐
b. Playgrounds	☐	☐	☐	☐	☐
c. Wilderness trails	☐	☐	☐	☐	☐
d. Sports fields / Ballfields	☐	☐	☐	☐	☐
e. Off-leash dog parks	☐	☐	☐	☐	☐
f. Public washrooms	☐	☐	☐	☐	☐
g. Beaches / Waterfront areas	☐	☐	☐	☐	☐

PR3. How would you rate your overall park experience?

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

PR4. Is there anything that would enhance the overall park experience for you?

____

____

____

Public Libraries

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

- ☐ Yes
- ☐ No (please skip to LIB5)

LIB2. Which of the following libraries have you used in the past 12 months?

Check all that apply

- ☐ Alderney Gate
- ☐ Bedford
- ☐ Captain William Spry
- ☐ Cole Harbour
- ☐ Dartmouth North
- ☐ Halifax Central Library
- ☐ Halifax North Memorial
- ☐ J.D. Shatford (Hubbards)
- ☐ Keshen Goodman
- ☐ Musquodoboit Harbour
- ☐ Sackville
- ☐ Sheet Harbour
- ☐ Tantallon
- ☐ Woodlawn
- ☐ Home Delivery / Borrow by Mail
- ☐ Website (halifaxpubliclibraries.ca)
- ☐ Digital Collection (ebooks, streaming, emagazines, etc.)
- ☐ In the community (service delivered outside a library)

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

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

LIB4. Where do you most often get your information about library services?

(Check all that apply)

- ☐ Library staff
- ☐ Digital screen in branch
- ☐ Website
- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Library poster
- ☐ Printed program listings
- ☐ Other (please specify): __________________

LIB5. How important are public libraries and the services they provide to your community?

- ☐ Very important
- ☐ Important
- ☐ Not Important
- ☐ Not at all Important
- ☐ Don’t know / No opinion

LIB6. What, if anything, prevents you from using the library more often?
(Check all that apply)

Inconvenient open hours	☐
Inconvenient location	☐
Overdue fines	☐
Transportation issues	☐
No programs / Services / Books I want	☐
Too noisy / Crowded	☐
Too difficult to register for a card	☐
Accessibility issues	☐
Not enough computers	☐
Nothing. I like the library the way it is	☐
Other (please specify):	

Transportation

If you do not regularly commute to work or school, then please skip to Question T3.

T1. Do you commute to work or school?

- ☐ Yes
- ☐ No (Skip to Question T3)

T2. What is your primary mode of travel to get to work / school (mode used for the longest distance)?

If you use more than one mode, please check all that apply.

- ☐ Walk
- ☐ Bicycle
- ☐ Public transit (including bus, ferry, or Access-A-Bus)
- ☐ Rural transit (e.g. MusGo Rider)
- ☐ Taxi
- ☐ Drive myself by car or motorcycle
- ☐ Am a passenger in a car, or on a motorcycle
- ☐ Other: ____

T3. Have you used Halifax Transit in the past 12 months?

- ☐ Yes
- ☐ No (Skip to question T5)

T4. If you answered Yes to Question T3, how frequently do you use Halifax Transit?

- ☐ Daily
- ☐ Several times per week
- ☐ Several times per month
- ☐ Several times per year

T5. 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 (e.g. Fall River)	☐	Improved / Electronic fare payment options	☐
Additional designated fully accessible routes	☐	Improved schedule information / Access to schedule information	☐
Additional bike rack accessible buses	☐	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	☐	App to determine bus arrival times	☐
Nothing. Happy with current services.	☐	Nothing. I don't plan to use transit.	☐
Other (please specify):			

T6. Please indicate your thoughts about parking downtown:

Check all that apply

- ☐ I feel that more off-street parking (e.g. parkade / parking lot) is needed in downtown Halifax
- ☐ I feel that more off-street parking (e.g. parkade / parking lot) is needed in downtown Dartmouth
- ☐ I feel that there is sufficient parking available
- ☐ I feel that less parking is needed

FINAL THOUGHTS:

F1. In your opinion, what are the top three issues facing the Halifax region over the next five years that you feel the municipality should invest greater resources?

1. ____

2. ____

3. ____

DEMOGRAPHIC QUESTIONS

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

D1. What are the first three characters of your postal code? _____________

D2. How many years have you lived in the Halifax Regional Municipality?
(*Please include years prior to amalgamation*)

- ☐ 0 - 4 Years
- ☐ 5 - 9 Years
- ☐ 10 – 14 Years
- ☐ 15 - 20 Years
- ☐ More than 20 Years

D3. What gender identity do you most associate with?

- ☐ Man
- ☐ Woman
- ☐ Non-binary
- ☐ Prefer not to say

D4. How old are you?

- ☐ 18 – 34 years old
- ☐ 35 – 54 years old
- ☐ 55 and older
- ☐ Prefer not to say

D5. What is the highest level of education you have completed?

- ☐ No certificate, diploma, or degree
- ☐ Secondary (high) school diploma or equivalency certificate
- ☐ Apprenticeship or trades certificate or diploma
- ☐ College, CEGEP or other non-university certificate or diploma
- ☐ University graduate (Bachelor’s degree)
- ☐ University certificate, diploma, or degree above bachelor level
- ☐ Prefer not to say

D6. What was your 2017 total household income, before taxes?

Your best estimate is fine.

- ☐ Less than $30,000
- ☐ $30,000 to less than $50,000
- ☐ $50,000 to less than $75,000
- ☐ $75,000 to less than $100,000
- ☐ $100,000 to less than $125,000
- ☐ $125,000 to less than$150,000
- ☐ Over $150,000
- ☐ Prefer not to say

D7. Do you own or rent your home?

- ☐ Own home (with or without mortgage)
- ☐ Rent
- ☐ Live in parent’s / relative’s home
- ☐ Other (group home / retirement facility / university residence)
- ☐ Prefer not to say

D8. Number of people in household?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

D9. Are there children (under the age of 18) or seniors (age 65+, including yourself) living in your household?

Please check all that apply

- ☐ Children
- ☐ Seniors
- ☐ Neither

D10. How much was your most recent annual property tax bill?

- ☐ Less than $1,000
- ☐ Between $1,000 and $2,000
- ☐ Between $2,000 and $3,000
- ☐ Between $3,000 and $4,000
- ☐ Between $4,000 and $5,000
- ☐ Over $5,000
- ☐ Don't Know / Don't pay property tax
- ☐ Prefer not to say

The Halifax Regional Municipality has identified valuing diversity and inclusion as a corporate priority. To support this, we are asking you to please self-identify based on the ethnicity categories of the Canadian Census.

D11. What is your ethnic identity?

Check all that apply

- ☐ White
- ☐ South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)
- ☐ Chinese
- ☐ Black (African Nova Scotian)
- ☐ Black (African Canadian)
- ☐ Filipino
- ☐ Latin American
- ☐ Arab
- ☐ Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai, etc.)
- ☐ West Asian (e.g. Iranian, Afghan, etc.)
- ☐ Korean
- ☐ Japanese
- ☐ First Nations (North American Indian; includes Status and Non-Status Indians)
- ☐ Metis
- ☐ Inuk (Inuit)
- ☐ Other
- ☐ Prefer not to say

COMMENTS OR FEEDBACK

Do you have any final comments about this survey?

____

____

PRIZE DRAW:

Please enter your contact information to be eligible to win one of 10 VISA/Mastercard prepaid credit cards valued at $100.

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

Name: _________________________

Tel. #: __________________________

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

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

In accordance with Section 485 of the Municipal Government Act (MGA), any personal information collected in this survey will only be used by municipal staff and, if necessary, individuals under service contract with the Halifax Regional Municipality for purposes relating to the 2018 Citizen Survey and for prize selection; the information will not be presented or compiled in a manner that could potentially identify any respondent. If you have any questions about the collection and use of this personal information, please contact the Access and Privacy Office at 490-7460 or accessandprivacy@halifax.ca.

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