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## Item No. 7

Halifax Regional Council  
November 22, 2022

**TO:** Mayor Savage and Members of Halifax Regional Council

**SUBMITTED BY:**

Original Signed by 

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Jacques Dubé, Chief Administrative Officer

**DATE:** November 15, 2022

**SUBJECT:** 2022 Municipal Services Survey

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### INFORMATION REPORT

#### ORIGIN

May 27, 2019 meeting of the Executive Standing Committee, [Item 12.2](#). (Approved by Regional Council, June 4, 2019, [Item 15.2.1](#))

#### LEGISLATIVE AUTHORITY

***Halifax Regional Municipality Charter, Council and Chief Administrative Officer relationship 34***

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.

## **BACKGROUND**

In alignment with Administrative Priority of Community Focused, and to support evidence-based decision making, the 2022 Municipal Services Survey was conducted from September 12 – 29, 2022.

The 2022 Municipal Services Survey is the 11<sup>th</sup> survey HRM has conducted since amalgamation in 1996. The Municipal Services Survey is a public engagement tool used to gather information from our diverse communities; it acts as a gauge of the satisfaction of residents and taxpayers with the services provided by their municipal government. The results of the survey guide strategic priority planning, and associated business planning and budgeting decisions. The survey results provide Regional Council and administration with valuable insight into what matters most to residents.

On June 27, 2011, the Executive Standing Committee endorsed a long-term survey cycle; the Municipal Services Survey (previously Municipal Budget Survey) is conducted every two years to solicit public feedback into the budget process. In the interim years the more comprehensive Resident Survey provides more detailed data for decision-making and service performance reporting. The Municipal Services Survey, unlike the Resident Survey, is not a controlled sample. The benefit of this approach is that all residents will have the opportunity to respond. The limitation is that using a non-controlled sample methodology does not allow the application of a margin of error to the results, which means the results cannot be interpreted as representative of all residents, or directly compare the results to previous budget or resident surveys. This means that this year's results will be informational only. Municipal Services Surveys are intended to be a 'pulse survey' to supplement the more rigorous Resident Survey, and at a lower cost.

For further information on the background of this item, refer to the [staff report date June 4, 2019](#).

## **DISCUSSION**

To inform the 2023/24 planning process, the municipality asked residents to participate in the 2022 Municipal Services Survey, an online survey that was available to all residents. Residents who were unable to participate online could request a paper-based survey by calling 311.

The survey asked participants about their priorities, preferences, and satisfaction with services provided by the municipality and included a section specific to HalifACT. It was open from September 12 to 29, 2022.

This year, the municipality piloted a new survey vendor tool, Ethelo, which provides an online interactive engagement platform that enables local governments to make collective decisions that empower residents.

Benefits of this pilot include:

- A dynamic and interactive tool that offers participants the ability to prioritize the issues most important to them, providing the option to view how their choices align with other residents and the overall sentiment of the community in real-time.
- Expedient results and decision-making for the municipality; and,
- Lessons learned for future community engagement deployments.

A copy of the survey questions is found in Attachment 1.

An extensive media and social media advertising campaign helped to build awareness of the survey, encourage participation, and inform residents of the opportunity to complete the survey. In total, **4,030 respondents participated in the survey**, with 4,013 participating in the online English version of the survey, 14 participating in the online French version of the survey, and three participants completing by mail. This is down slightly from the previous open survey, the 2020 Municipal Budget Survey, which had 4,312 respondents. Note that open surveys are available to all residents. The last invitation-based citizen survey, the 2021 Resident Survey, had 1,766 respondents.

**Respondent Profile**

<b>Table 1: Profile of respondents</b>	<b>2020 Survey</b>	<b>2021 Survey</b>	<b>2022 Survey</b>
	<b>(n = 4,312)</b>	<b>(n = 1,766)</b>	<b>(n = 4,030)</b>
<b>Gender</b>			
Man	45.5%	45.5%	40.9%
Woman	52.4%	50.6%	50.2%
Non-Binary	2.2%	0.7%	1.6%
Prefer not to say		3.0%	6.0%
Another gender not listed above		0.1%	0.6%
Trans-Man – Trans Masculine			0.3%
Trans-Woman – Trans Feminine		0.1%	0.2%
Two-Spirit		0.1%	0.2%
<b>Age</b>			
18-34 years old	26.9%	14.4%	11.9%
35-54 years old	37.2%	28.3%	37.4%
55 to 74	35.9%	44.7%	40.7%
75 and older		10.0%	5.2%
Prefer not to say		2.6%	4.9%
<b>Total Household Income</b>			
Less than \$50,000	25.1%	22.4%	15.1%
\$50,000 to less than \$75,000	19.3%	16.6%	14.0%
\$75,000 to less than \$100,000	16.8%	13.8%	15.2%
\$100,000 to less than \$125,000	14.8%	10.8%	12.0%
\$125,000 to less than \$150,000	10.1%	7.1%	8.6%
Over \$150,000	13.9%	11.3%	17.9%
Prefer not to say		18.0%	17.3%
<b>Identify as a person with disabilities</b>			
Yes	13.9%	12.7%	17.0%
No	86.1%	83.5%	75.6%
Prefer not to say		3.8%	7.4%
<b>Identify as Acadian or Francophone</b>			
Acadian	5.9%	8.0%	5.9%
Francophone	2.2%	2.5%	2.8%
No	92.0%	86.4%	84.2%
Prefer not to say		3.1%	7.1%
<b>Identify as member of the 2SLGBTQ+ Community</b>			
Yes		6.3%	10.1%
No		90.2%	81.5%
Prefer not to say		3.6%	8.4%

Table continued next page

<b>Table 1: Profile of respondents, continued</b>	<b>2020 Survey (n = 4,312)</b>	<b>2021 Survey (n = 1,766)</b>	<b>2022 Survey (n = 4,030)</b>
<b>Employment Status</b>			
Employed full time	54.8%	43.4%	51.8%
Employed part time	6.5%	5.5%	4.0%
Unemployed and currently looking for work	2.8%	2.3%	1.3%
Unemployed and not currently looking for work	0.3%	0.5%	0.3%
Student	3.8%	1.8%	1.2%
Retired	22.0%	35.6%	27.7%
Homemaker / caregiver	1.4%	1.4%	1.5%
Self-employed	6.5%	5.3%	5.4%
Unable to work	1.8%	2.0%	2.0%
Prefer not to say		2.2%	4.8%
<b>Most Recent Annual Property Tax Bill</b>			
Less than \$1,000	2.5%	2.0%	1.4%
Between \$1,000 and \$2,000	17.8%	12.8%	10.4%
Between \$2,000 and \$3,000	32.0%	20.9%	23.2%
Between \$3,000 and \$4,000	25.4%	13.8%	16.8%
Between \$4,000 and \$5,000	12.4%	7.0%	9.4%
Over \$5,000	10.0%	6.9%	9.7%
Don't know / don't pay property tax		28.5%	17.8%
Prefer not to say		8.0%	11.3%
<b>Ethnicity*</b>			
Caucasian (White)	90.9%	85.4%	81.9%
Prefer not to say	N/A	5.6%	10.6%
Other	N/A	3.1%	3.5%
First Nations (includes Status and Non-Status)	2.3%	0.8%	1.6%
Métis	1.7%	1.3%	1.3%
Black (African Nova Scotian)	1.9%	0.8%	1.1%
Black (African Canadian)	1.8%	0.8%	1.1%
South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)	1.7%	1.4%	0.9%
Mi'kmaq and/or L'nu		0.6%	0.7%
Latin American	0.6%	0.7%	0.7%
Filipino	0.4%	0.5%	0.5%
Arab	1.0%	0.5%	0.4%
Chinese	0.9%	1.3%	0.4%
Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai, etc.)	0.3%	0.2%	0.3%
Inuk (Inuit)	0.4%		0.2%
Japanese	0.4%	0.1%	0.2%
Korean	0.2%	0.4%	0.1%
West Asian (e.g. Iranian, Afghan, etc.)	0.3%	0.5%	0.1%

Note: Totals may not equal 100% due to rounding.

Note: Not all respondents answered each question, n provided indicates the number of participants in the overall survey

\*Note: Respondents could provide more than one answer; totals may sum to more than 100%.

### **Interpreting the Results**

Throughout this report, only those who have provided a response to a question are included in the results. **Don't know / no opinion** responses have been removed from the calculations. In the attached Consultant's Report (Attachment 2), the data there includes respondents who indicated 'Don't know / No opinion', and thus there may be discrepancies between this Report and the Consultant's Report.

In standard survey methodologies used by the municipality in the 2010, 2012, 2014, and 2018 Citizen Surveys and the 2021 Resident Survey, a random sample of households were selected to participate. In the case of this engagement, the survey was open to all respondents of the municipality. This lack of control over the sample, and inability to ensure that there were not multiple entries by one participant means that no margin of error has been assigned to this survey. Typically, for a survey with 4,030 responses from a population of 439,819 (per Statistics Canada 2021 Census of Population), the margin of error would be  $\pm 1.5\%$  (19 times out of 20 or at the 95% confidence level). This same margin of error should not be applied to this data, it is for reference purposes only.

Results from the 2020 Municipal Budget Survey, 2019 Shape Your Budget and 2018 Open version of the Citizen Survey are also subject to this same disclaimer about inability to control the sample and thus no margin of error being applicable.

### **Results Analysis**

**NOTE:** For comparison purposes, the results of the 2021 Resident Survey, 2020 Municipal Budget Survey, 2019 Shape Your Budget Survey, and the 2018 Citizen Survey are shown where available. If only one number is shown, this will be the 2022 Municipal Services Survey result.

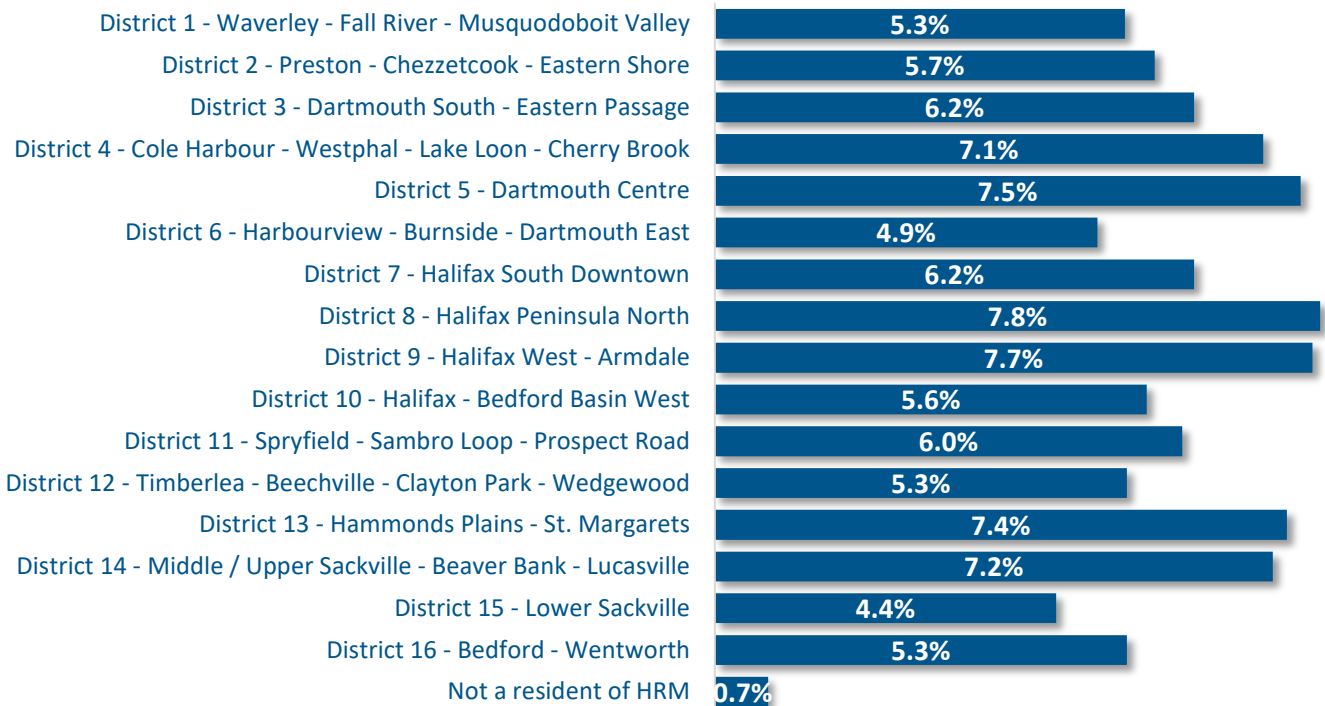
Data is reported at the regional level only in this report, unless otherwise noted. Respondents were asked to indicate their District of residence, so data is available for District-level results. Caution should be exercised in interpreting results as there was no controlling the population sample and how many surveys a respondent could complete, or where they were from. Additionally, the number of responses by District could result in a high margin of error (if it were applicable) and may not be representative of the population.

In terms of proportion of responses by HRM District, results were evenly spread. In a standard scientific survey, some of this spread could be managed by controlling the number of invites to each district to ensure they represent a proportional percentage of the population of the municipality. With that said, the number of responses by district are approximate to the proportion of population per district relative to the entirety of HRM.

**Numbers have been rounded in this Information Report, so may vary slightly from the reported figures in the raw data. Graphs / charts may not always add up to 100% in some cases due to rounding. Where a figure is shown with no decimals, the number may have been rounded up or down from the raw data. For example, for Value for Taxes, 3.1% of respondents say they receive Very Good value for taxes, and 43.4% say they receive Good value. In the chart, those would round down to 3% and 43% respectively, however when combined for the purposes of noting the 'percentage of respondents who say they receive Very Good or Good value for their taxes', this totals to 46.5%, which has been rounded up to 47% in the narrative text.**

Full survey results are available at: <https://www.halifax.ca/citizensurvey>

### % Responses by District



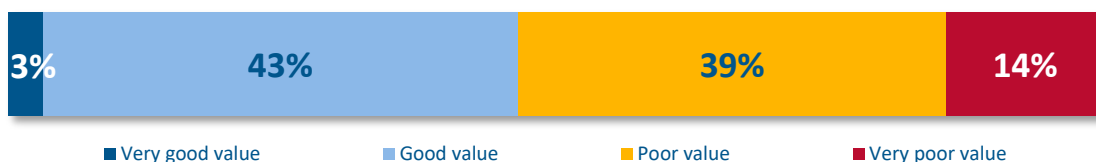
Results are grouped under the following topics:

- Value for Taxes / Tax-Service Balance
- Community Priorities
- Satisfaction with Services
- Preference for Service Levels
- Comparing Service Satisfaction to Service Level Preferences
- Infrastructure
- HalifACT

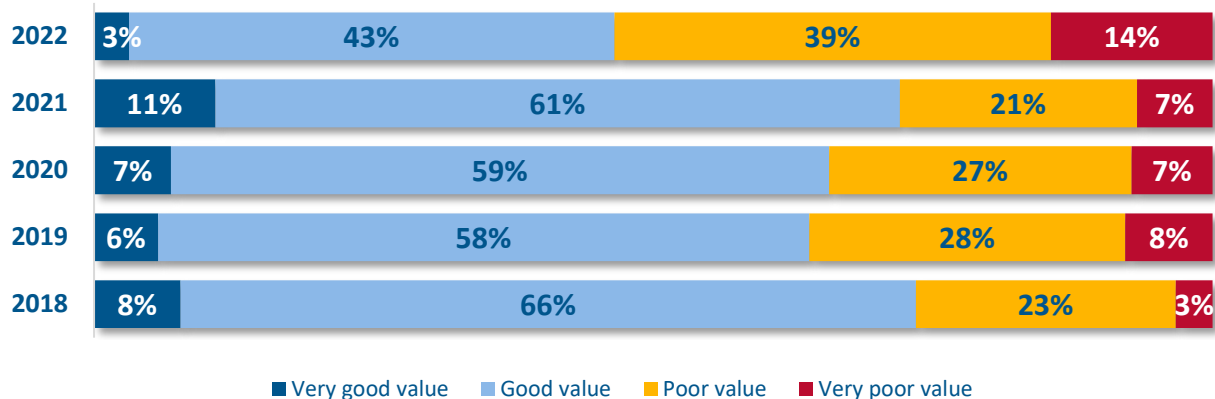
#### Value for Taxes / Tax-Service Balance

Over 40% of respondents feel that they receive either **very good** (3.1%) or **good** (43.4%) value for their property taxes, compared to 72% in the 2021 Resident Survey, 66% in the 2020 Municipal Budget Survey, 64% in the 2019 Shape Your Budget Survey, and 73% in the 2018 Citizen Budget Survey. Note that an additional 12% of respondents indicated that they Do not pay property tax.

#### Value for Taxes

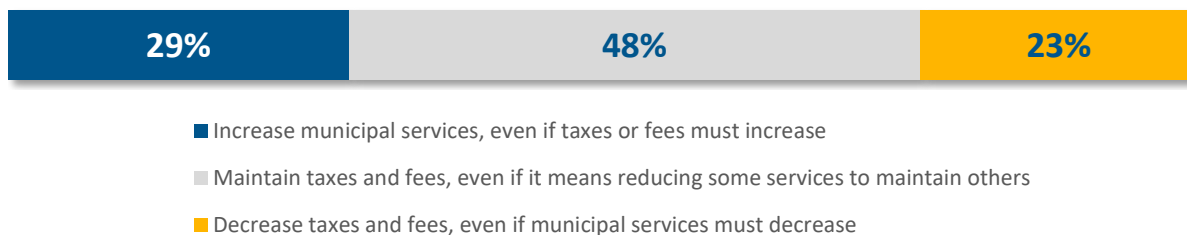


### Value for Taxes - Multi-Year

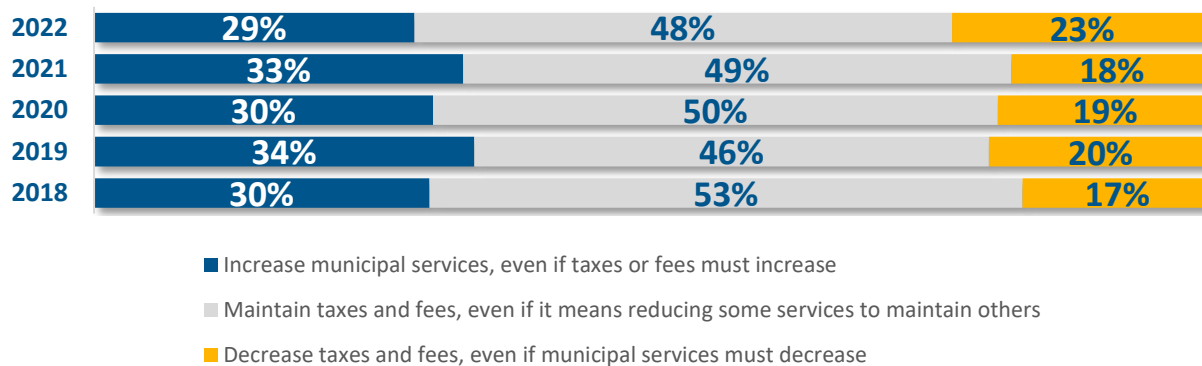


In terms of budgeting, almost half (48%) say they would ***maintain taxes and fees***, even if it means reducing some services to maintain others, followed by 29% who say they would ***increase municipal services***, even if taxes or fees must increase, and 23% in favour of ***decreasing taxes and fees***, even if municipal services must decrease. These results are similar to recent years, though the per cent of respondents indicating that they would ***decrease taxes and fees*** has slightly increased (18% in 2021), and the per cent of respondents indicating that they would ***increase taxes and fees***, has slightly decreased (33% in 2021).

### Opinions on Municipal Budget Creation



### Opinions on Municipal Budget Creation - Multi-Year

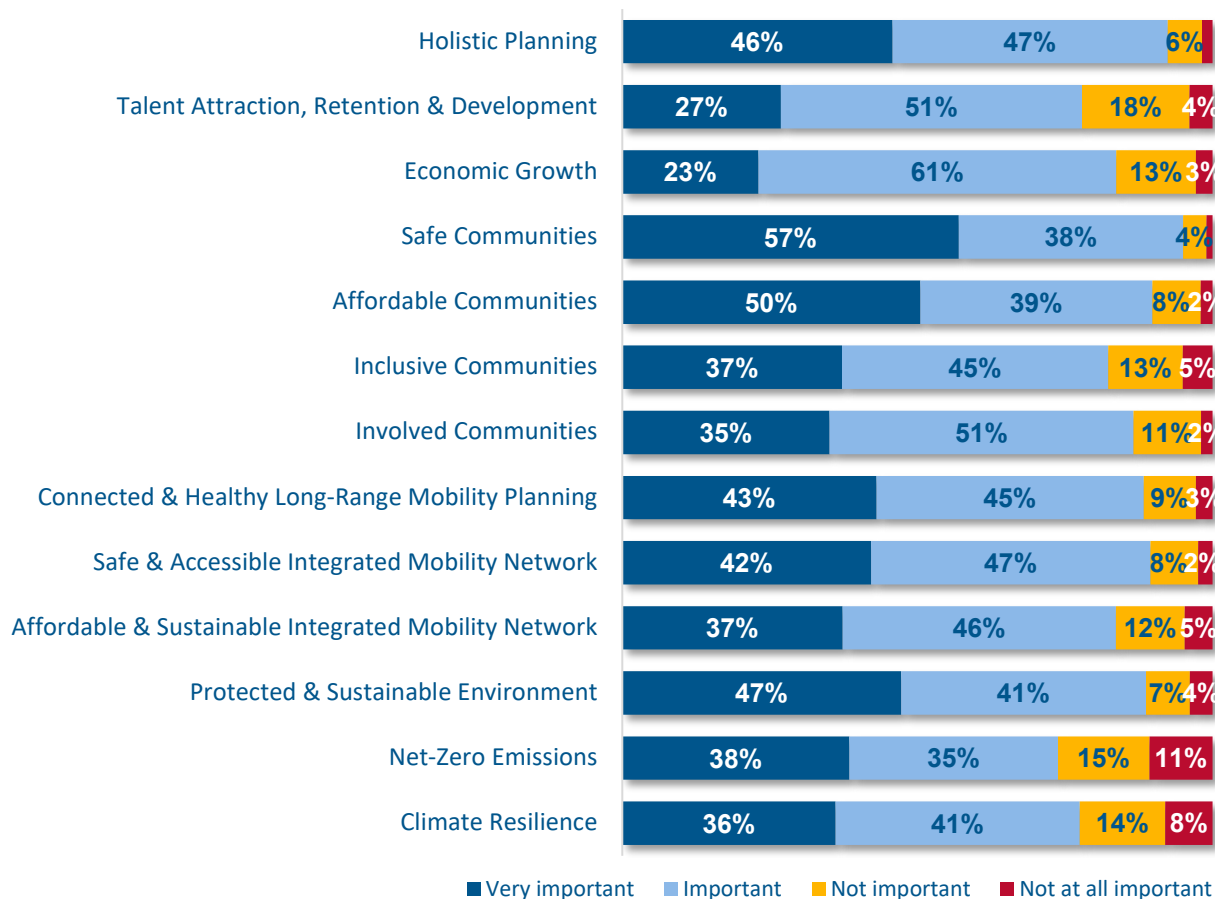


**Community Priorities**

Respondents were asked to rate how important each of the thirteen council priority outcomes were to them. For every council priority outcome, a large majority of survey respondents indicated that it was **important** or **very important**.

- More than 74% of respondents rated each of the priority outcomes as **important** or **very important**, however Economic Growth (23%) and Talent Attraction, Retention & Development (27%) both had lower **very important** ratings than the other priority outcomes. Net-Zero Emissions received the lowest combined **important** or **very important** score, at 74%.
- Safe Communities (95%) and Holistic Planning (92%) had the highest combined **important** or **very important** ratings, while Safe Communities (57%), Affordable Communities (50%), Protected and Sustainable Environment (47%), and Holistic Planning (46%) had the highest **very important** ratings.

**Importance of Council Priority Outcomes**

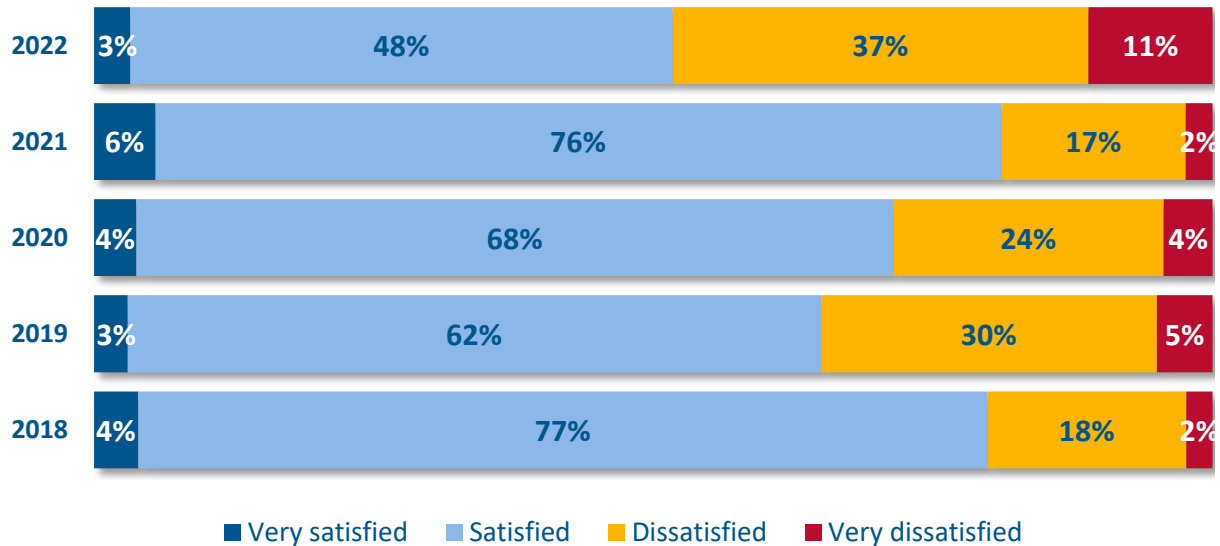




**Satisfaction with Services**

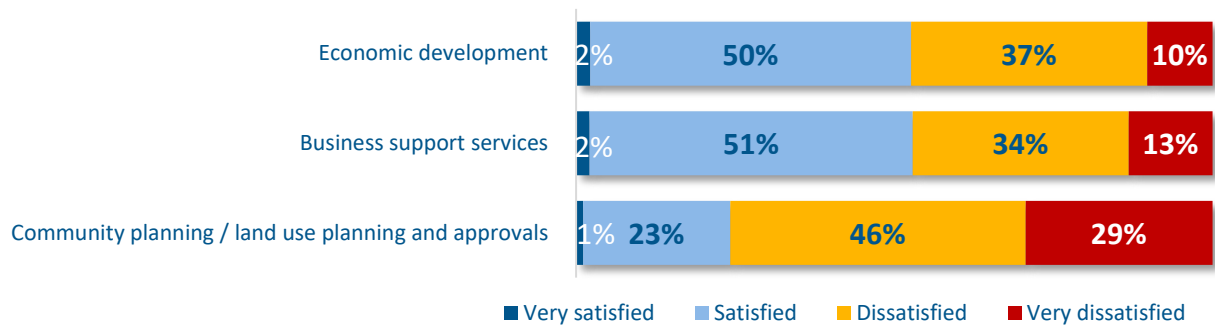
Overall, 52% of respondents said that they were **very satisfied** (3.2%) or **satisfied** (48.5%) with overall municipal service delivery. This is down from 81% in the 2021 Resident Survey (75.6 % **satisfied**, 5.5% **very satisfied**), 72% in the 2020 Municipal Budget Survey, 65% in the 2019 Shape Your Budget Survey, and 81% in the 2018 Citizen Survey.

**Overall Satisfaction with Municipal Services**

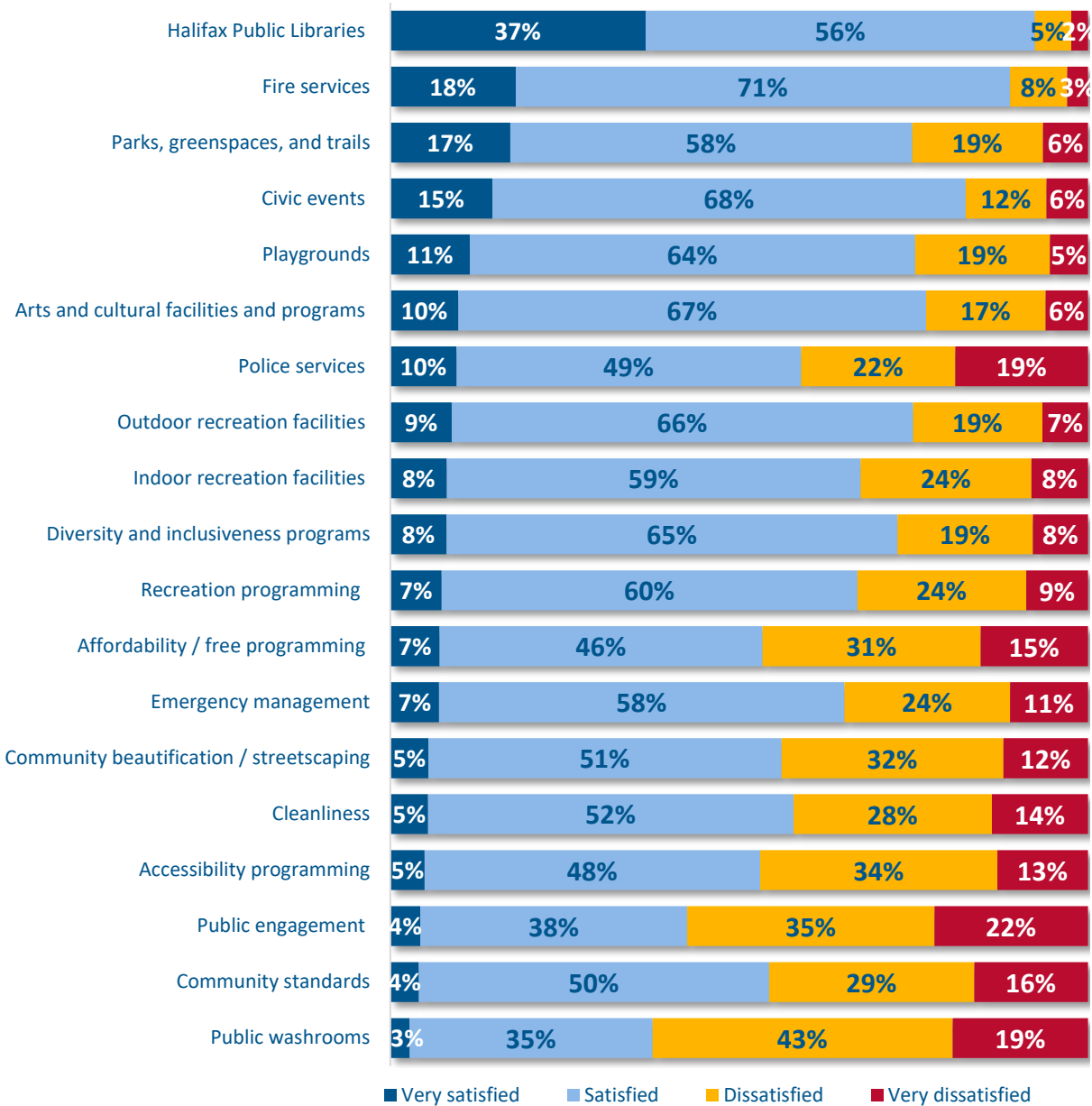


Respondents were asked to rate their satisfaction with 36 municipal services. Respondents are most satisfied with Halifax Public Libraries (92% **very satisfied** or **satisfied**), Fire services (89%), Civic events (82%), and public transit – ferry (81%). They were least satisfied with Community planning / land use and approvals (24%), Traffic management (26%), Bike lanes / cycling facilities (34%), and Street / road maintenance (35%).

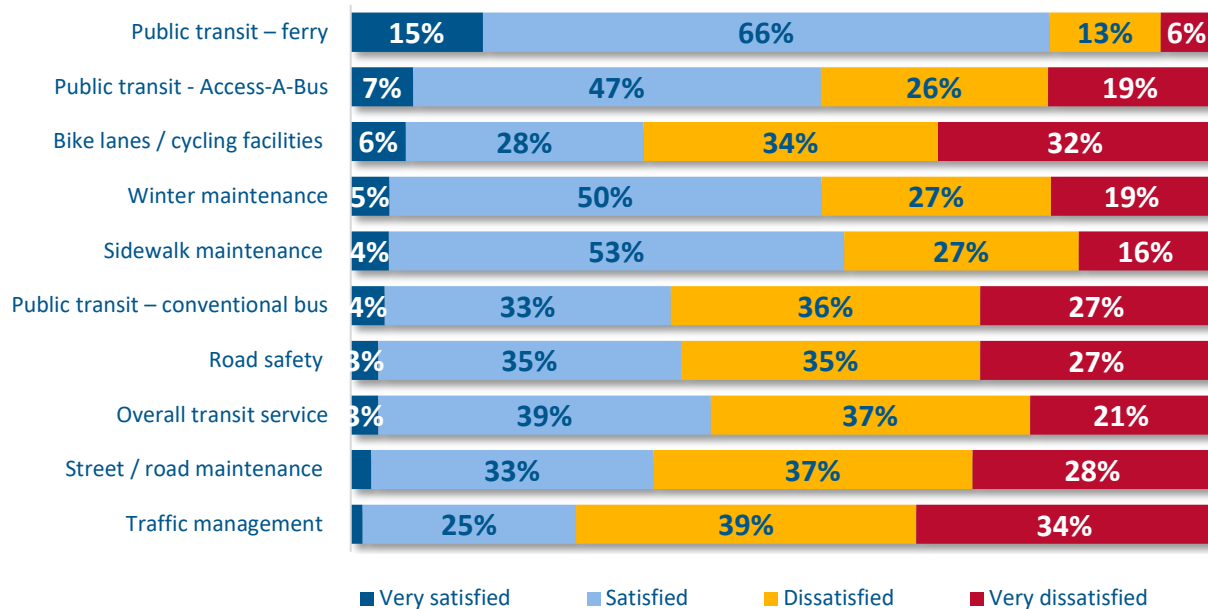
**Satisfaction with Services: Prosperous Economy**



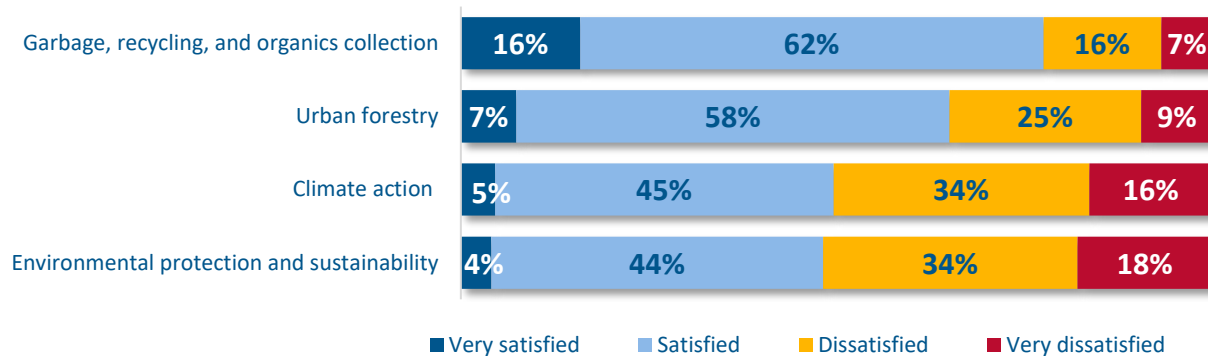
### Satisfaction with Services: Communities



### Satisfaction with Services: Integrated Mobility



### Satisfaction with Services: Environment



When comparing satisfaction results of the 2022 Municipal Services Survey with the 2021 Resident Survey and the 2020 Municipal Budget Survey, there is a general negative trend, with 31 of 33 services showing a decrease in satisfaction compared to 2021 (three services were not asked about in 2021). Compared to the previous open survey, the 2020 Municipal Budget Survey, 23 of 26 services showed a decrease in satisfaction (the remaining services were not asked about in 2020).

In terms of changes in service satisfaction scores compared with the 2021 Resident Survey:

- Only two services showed an increase in satisfaction: Diversity and inclusiveness programs (73%, up from 67%) and Climate action (50%, up from 49%).
- The largest declines in satisfaction were for Bike lanes / cycling facilities (34%, down from 59%), Overall transit service (42%, down from 66%), Community planning / land use planning and approvals (24%, down from 47%), and Public transit – Access-A-Bus (55%, down from 75%).

<b>Table 2: Satisfaction with Services (2018 – 2019 – 2020 – 2021 – 2022)</b> (sum of Very Satisfied and Satisfied)						
<b>Service</b>	<b>2018 Open Survey</b>	<b>2018 Citizen Survey</b>	<b>2019 Shape Your Budget Survey</b>	<b>2020 Municipal Budget Survey</b>	<b>2021 Resident Survey</b>	<b>2022 Municipal Services Survey</b>
Accessibility programming			69%	58%	65%	53%
Affordability / free programming			71%	62%	64%	53%
Arts and cultural facilities and programs	75%	88%	66%	70%	82%	77%
Bike lanes / cycling facilities	33%	41%	39%	48%	59%	34%
Business support services	71%	80%	60%	66%	71%	53%
Civic events					86%	82%
Cleanliness	58%	64%	61%	69%	71%	58%
Climate action					49%	50%
Community beautification / streetscaping					71%	56%
Community planning / land use planning and approvals	35%	52%	36%	39%	47%	24%
Community standards	62%	72%	56%	59%	70%	54%
Diversity and inclusiveness programs			71%	63%	67%	73%
Economic development	59%	72%	61%	67%	67%	53%
Emergency preparedness	76%	85%	74%	77%		
Emergency management					76%	65%
Environmental protection and sustainability	56%	73%	50%	54%	58%	48%
Fire services	97%	98%	93%	94%		89%
Garbage, recycling, and organics collection	82%	88%	85%	85%	86%	77%
Halifax Public Libraries	96%	99%	95%	95%	97%	92%
Indoor recreation facilities			74%	76%	84%	67%
Outdoor recreation facilities			76%	81%	85%	75%
Overall transit service	45%	62%	49%	51%	66%	42%
Parks, greenspaces, and trails					90%	75%
Playgrounds					90%	75%
Police services			81%	63%	68%	59%
Public engagement	58%	68%	63%	59%	58%	43%
Public transit - Access-A-Bus	45%	72%	58%	57%	75%	55%
Public transit – conventional bus & ferry	46%	62%	49%	52%	68%	
Public transit – conventional bus						37%
Public transit – ferry						81%
Public washrooms					51%	38%
Recreation programming	76%	85%	74%	78%	85%	67%
Road safety	50%	65%	50%	52%	59%	38%
Sidewalk maintenance	61%	72%	57%	62%	69%	57%
Street / road maintenance	45%	52%	37%	51%	55%	35%
Traffic management	53%	63%	58%	55%	42%	26%
Urban forestry					76%	65%
Winter maintenance	67%	63%	45%	53%	63%	55%

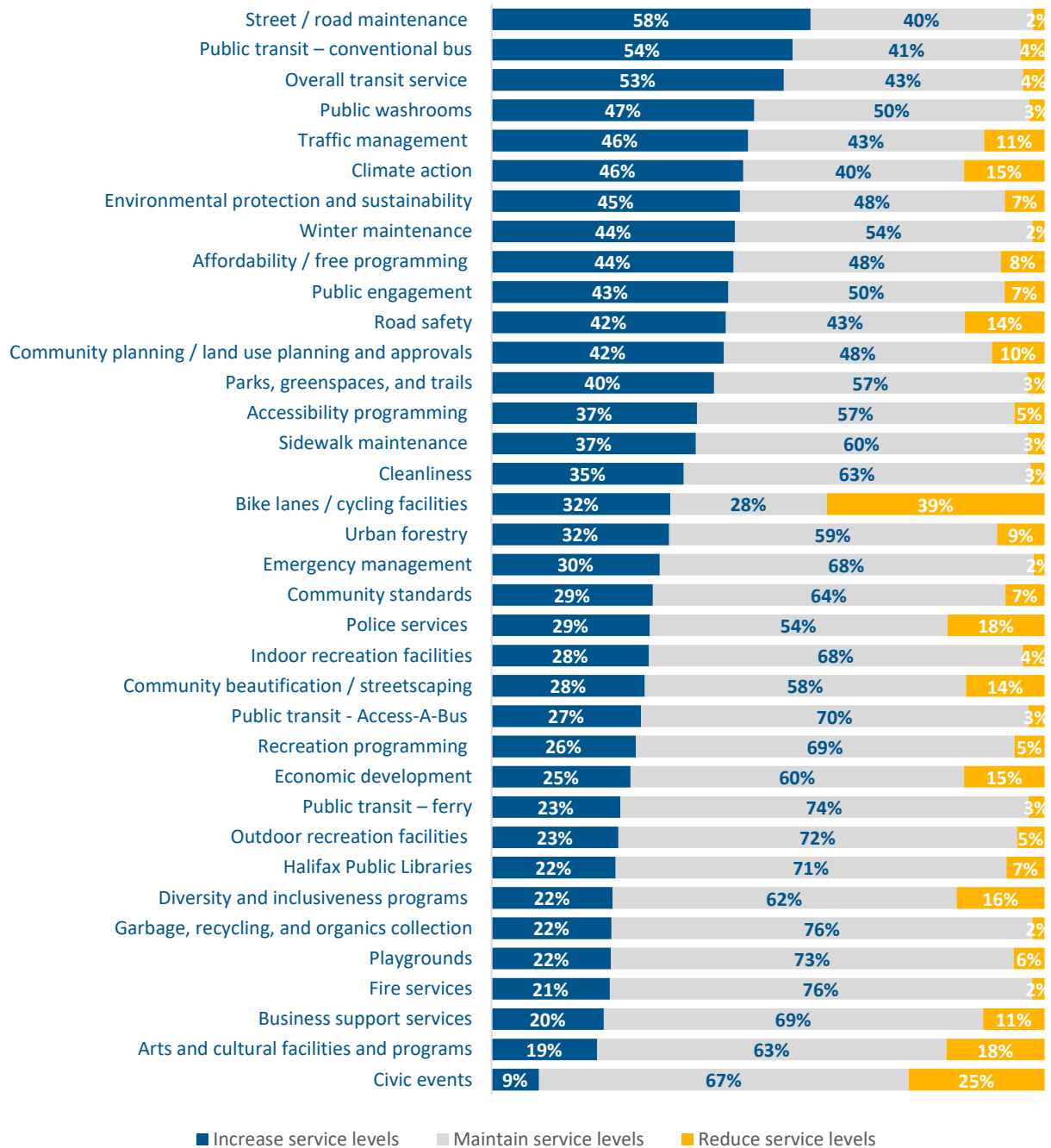
### Preference for Service Levels

For each municipal service, respondents were asked to indicate whether they wanted service levels to increase, remain the same, or decrease, even if there was a tax implication associated with the service level change. Of the 36 services listed, 30 services had a majority (24 services), or plurality (6 services) wanting the municipality to **maintain service levels**. Three services had a majority seeking an **increase in service levels**: Street / road maintenance (58%), Public transit – conventional bus (54%), and Overall transit service (53%). Two services, Traffic management (46%) and Climate action (46%) had a plurality, but not majority, of respondents seeking an **increase in service levels**. Only one service, Bike Lanes / cycling facilities had a plurality preferring a **decrease in service levels** (39%).

Of the 36 services, 19 services (53%) had 30% or greater proportion of respondents looking for an **increase in service levels**, compared to 16 of 37 services in the 2021 Resident Survey, 9 of 31 services in the 2020 Municipal Budget Survey, 20 of 31 services in the 2019 Shape Your Budget Survey, and 9 of the 26 services in the 2018 Citizen Survey.

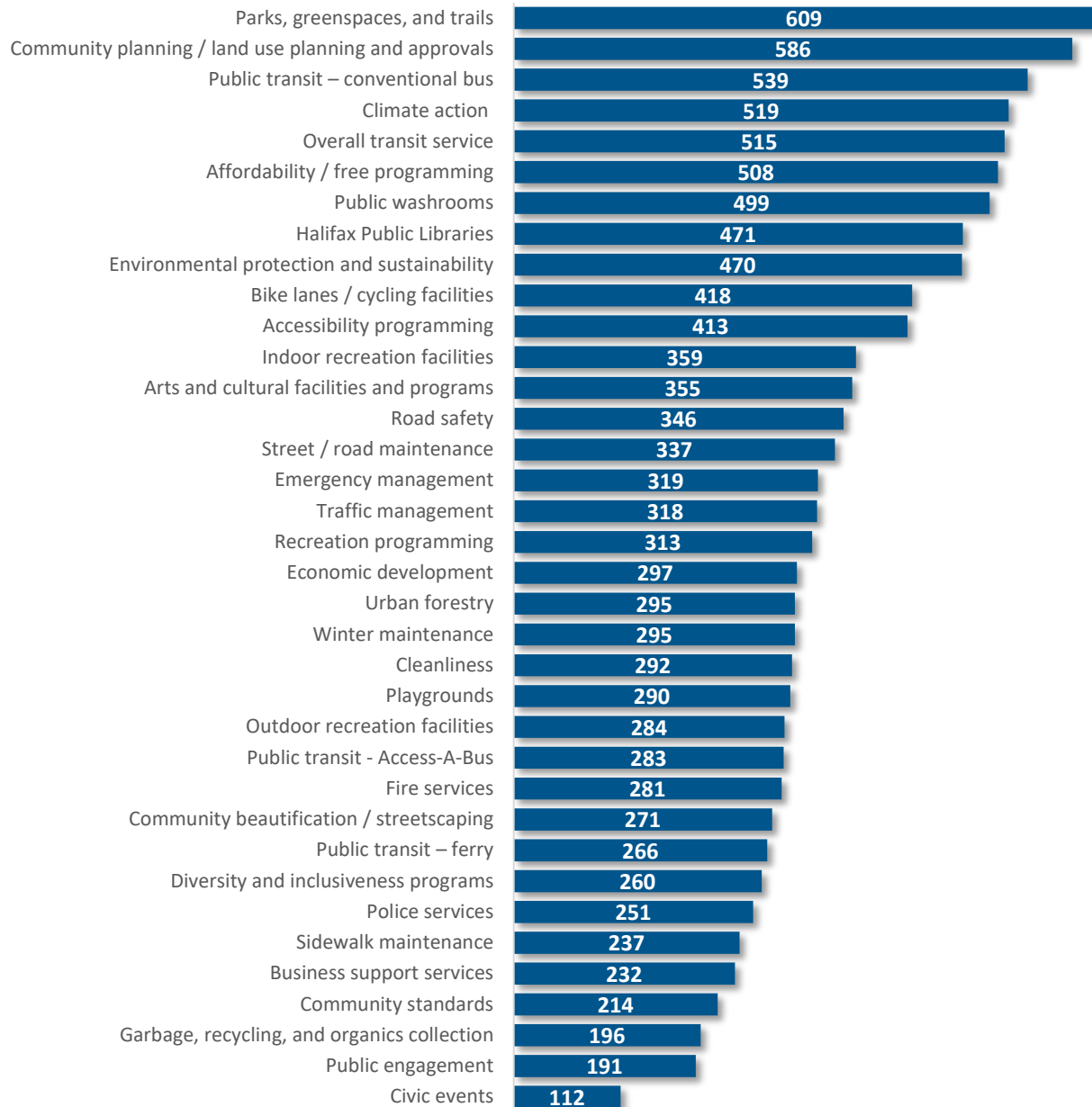
- The top priorities for increased service levels have changed compared to last year, with Street / road maintenance (58%), Public transit – conventional bus (54%), and Overall transit service (53%) leading the list in 2022. Last year, Climate action (56%), Environmental protection and sustainability (47%), and Affordability / free programming (42%) were the top priorities for increased service levels.
- As in previous years, Bike lanes / cycling facilities remains polarizing, as 32% voted in favour of an **increase in service levels**, 28% to **maintain service levels**, and 39% to **decrease service levels**, compared to 27% / 45% / 29% in 2021, 29% / 31% / 40% in 2020, 43% / 28% / 29% in 2019 and 38% / 41% / 22% in 2018.
- Also notable were the areas respondents wanted to see reduced service levels / funding. Bike lanes / cycling facilities had the highest per cent in favour of **decreasing service levels** (39%), followed by Civic events (25%). These were the only services for which more respondents were in favour of a **decrease in service levels** than in favour of **an increase in service levels**.

### Service Level Preferences - All Services



Since 2020, respondents have been asked an additional question about their willingness to pay additional tax to improve services. There were no services where a majority of respondents were willing to pay more to improve services. Services with the most respondents indicating they would be willing to pay additional tax to increase service levels are Parks, greenspaces, and trails; Community planning / land use planning and approvals; and Public transit – conventional bus. The least number of respondents were willing to pay additional tax to increase service levels for Civic events.

### Would pay additional tax to improve service - Total



### Comparing Service Satisfaction to Service Level Preferences

To understand the relationship between satisfaction with services and preferences for service levels (funding), results for each of these questions were plotted on a 4-quadrant map. The intent was to determine which services should receive the most attention and funding, relative to other services. Services with high satisfaction, but low funding needs, and services with low satisfaction, but also low funding needs could be deemed as lower priority for decision-makers, compared to services with low satisfaction and high funding needs, and those with high satisfaction and high funding need.

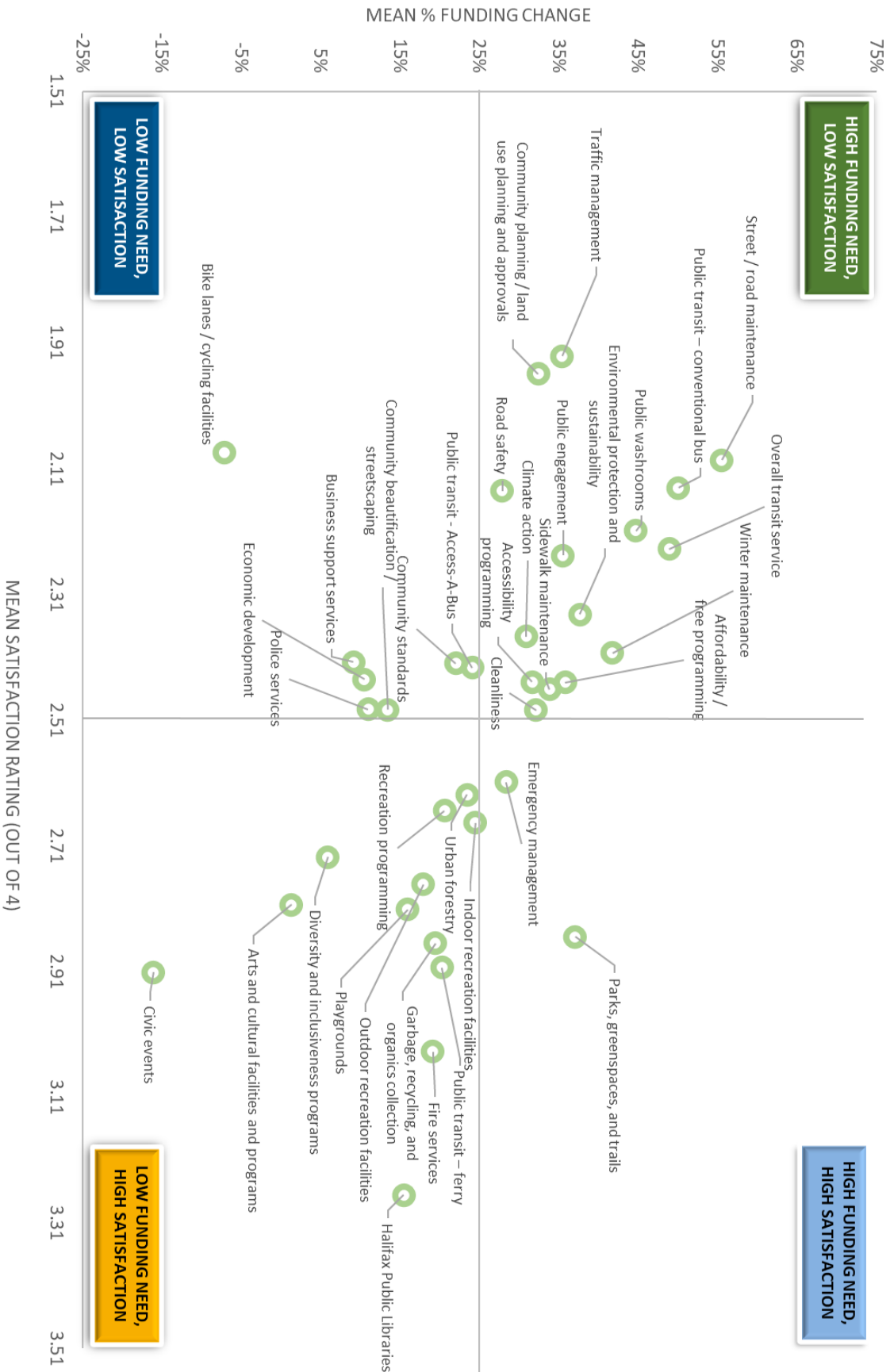
Satisfaction scores were converted to a 4-point scale, with **very dissatisfied** rating a 1, and **very satisfied** rating a 4 (the x-axis). The Mean % Funding Need score was determined by subtracting the % wanting to **decrease service levels** from those who wanting to **increase service levels**. For example, Bike Lanes / cycling facilities had 32% preferring an increase in service levels/funding, and 39% a decrease, resulting in a net Mean % Funding Need score of -7% (32% less 39%).

Services were then plotted on the chart (see following page) based on their average Satisfaction score and Mean % Funding Score. It should be noted that residents would prefer the municipality maintain funding levels for the majority of services.

- There were fifteen services in the High Funding Need – Low Satisfaction quadrant. While several of these services clustered near the midpoint with slightly lower than average satisfaction scores, those services with a higher funding need/lower satisfaction were Street / road maintenance, Public transit - conventional bus, Overall transit service, Public washrooms, Traffic management, Community planning / land use planning and approvals, and Road safety.
- Emergency management and Parks, greenspaces, and trails were the only two services to fall into the High Satisfaction / High Funding Need quadrant, indicating that, while respondents were generally satisfied with these services, there remains interest in further increasing service levels/funding.
- It is interesting to note that the two services with the most interest in *decreasing service levels*, Bike lanes / cycling facilities and Civic events, have different satisfaction ratings. Respondents have a high satisfaction with Civic events, but the lowest Mean % Funding Change score, indicating that more people preferred to decrease service levels/funding than increase. Comparatively, respondents have a low satisfaction with Bike lanes / cycling facilities, but also more interest in decreasing the service levels/funding in this area. However, as previously mentioned, Bike lanes / cycling facilities remains a polarized topic with a large percentage of respondents in each category of increasing, maintaining, or decreasing service levels.
- Services which appear to be meeting resident expectations for service and funding levels tend to cluster near the midline in the Low Funding Need / High Satisfaction quadrant and include Halifax Public Libraries; Fire services; Public transit – ferry; Garbage, recycling, and organics collection; Fire Services; Playgrounds; Urban forestry; Recreation programming and Indoor and Outdoor Recreation Facilities. Diversity and inclusiveness programs and Arts and cultural facilities and programs, and Civic events also fall into this quadrant, but with relatively lower funding level scores, indicating there is less interest in increasing funding for these services.
- Police services, Community beautification / streetscaping, Community standards, Business support services, Economic development, Public transit – Access-A-Bus, and Bike lanes / cycling facilities were all below the mean for satisfaction but also fell into the low funding need quadrant, indicating that there was less interest in funding to improve these services.



### Satisfaction versus Service Funding Levels

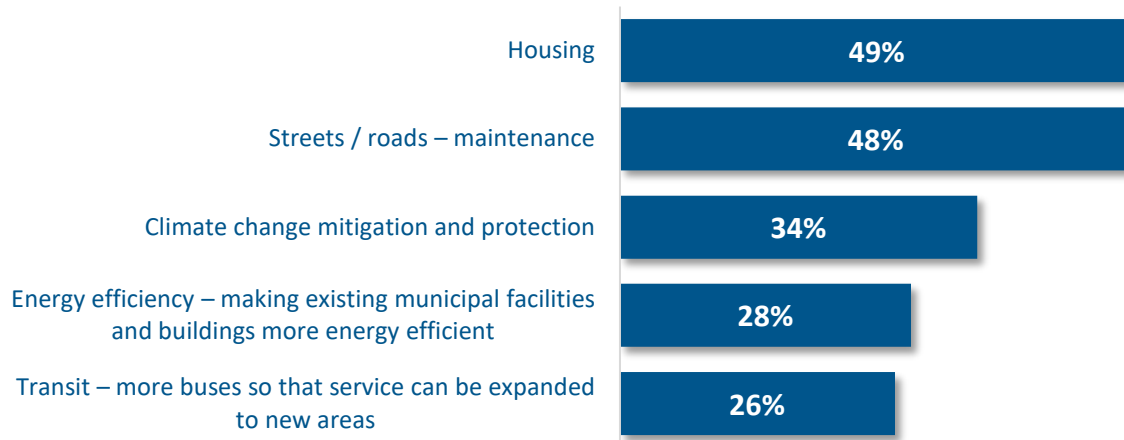


### Infrastructure

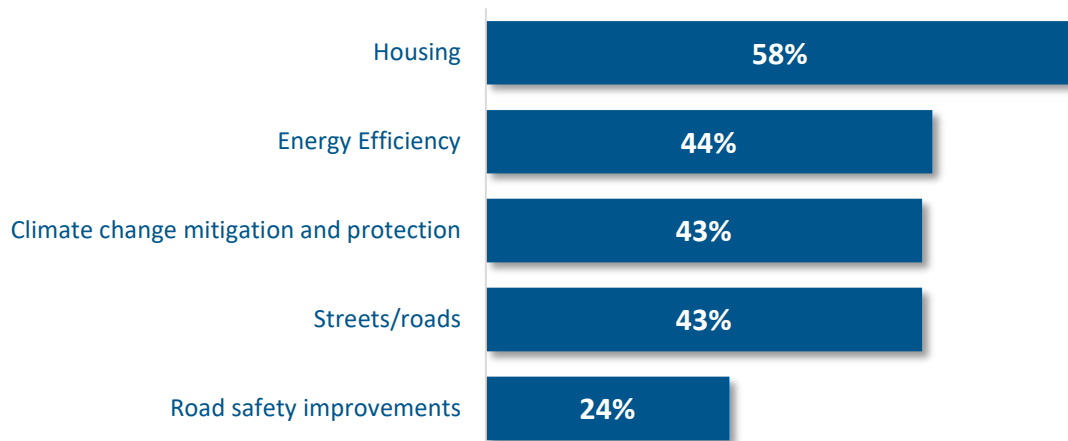
Participants were asked to choose the top five infrastructure projects they would like the municipality to pursue over the next five years. The two most popular choices, 49% of respondents chose Housing and 48% chose Streets / roads maintenance as one of their top five Infrastructure projects. Note that as respondents were able to choose up to five infrastructure projects, totals do not sum to 100%.

The infrastructure priorities for respondents are very similar compared to the 2021 Resident Survey. In 2021, the top five Infrastructure projects were Housing (58%), Energy efficiency (44%), Climate change mitigation and protection (43%), Streets/roads (43%), and Road safety improvements (24%). The only topic change in the top five list this year is Transit replacing Road safety improvements (though both choices had >20% in both years.)

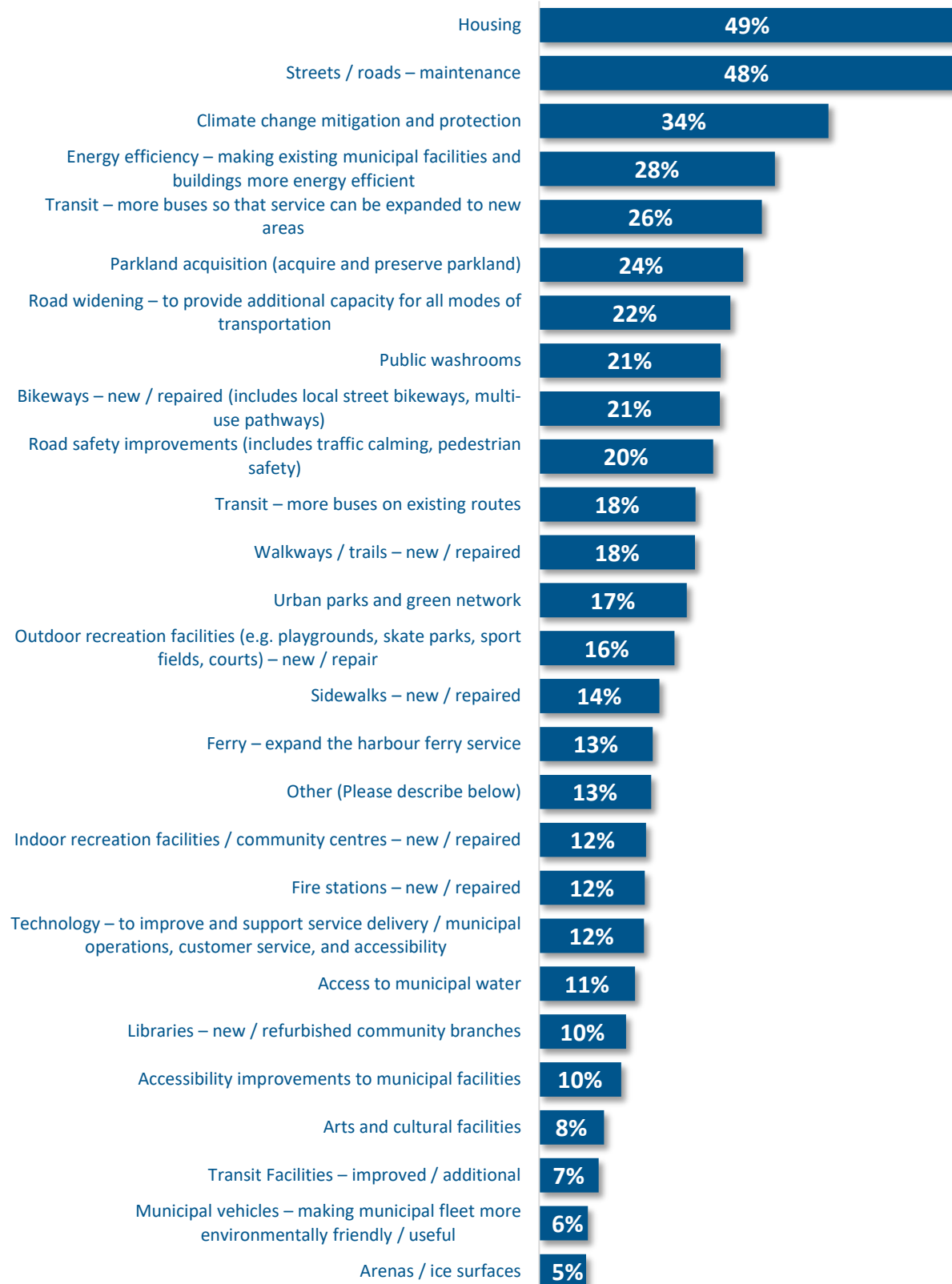
### 2022 Top Five Infrastructure Projects



### 2021 Top Five Infrastructure Projects



### Percent of respondents choosing each infrastructure project as one of their top five



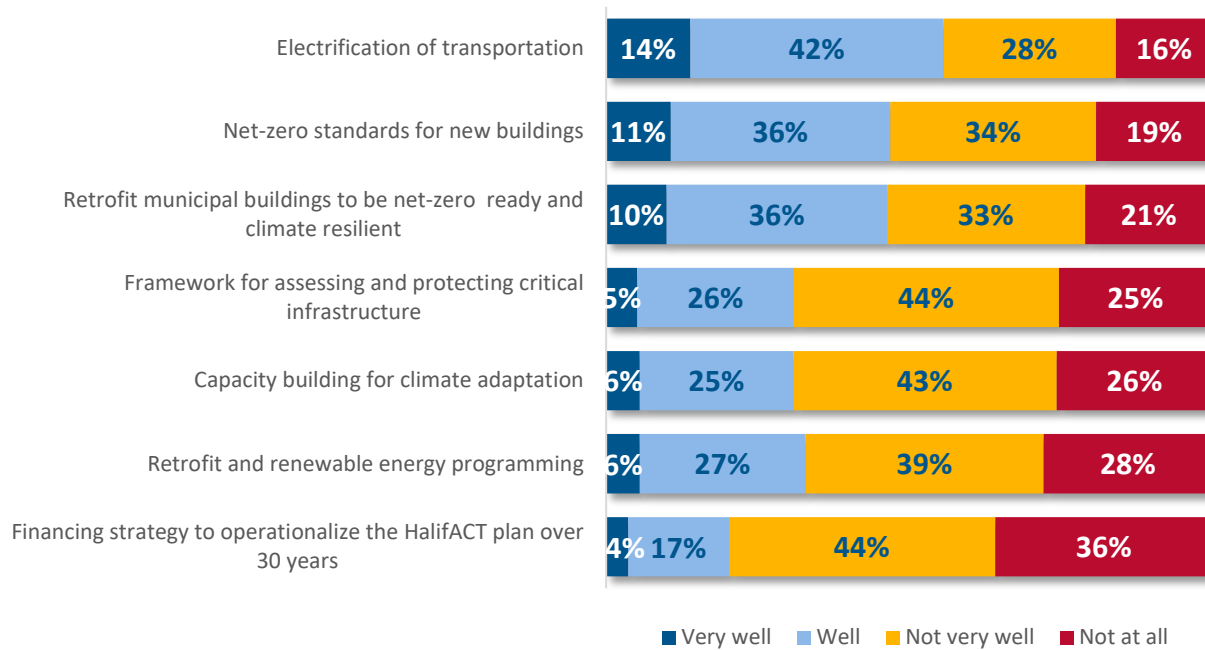
**HalifACT**

The 2022 Municipal Services Survey included an additional research section specific to HalifACT, to better understand residents' familiarity with the goals and actions of HalifACT and preferences for learning and engaging with the municipality's Climate Action Plan. The following section provides the results to each of the HalifACT-specific questions.

**HalifACT: Education**

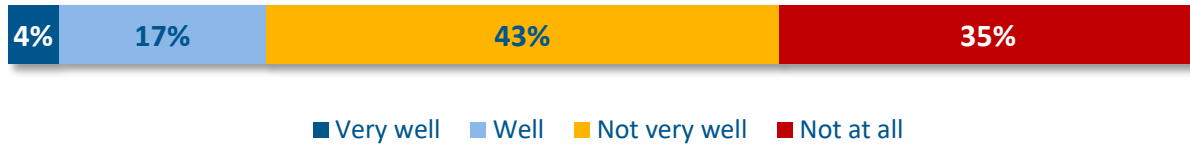
Respondents were asked how well they understood the HalifACT action areas. Respondents were most confident with their understanding of Electrification of transportation, with 52% of respondents indicating they understood it **well** or **very well**. The least understood area was Financing strategy to operationalize the HalifACT plan over 30 years, which had only 22% of respondents indicate they understood.

**How well do you understand the following HalifACT action areas?**



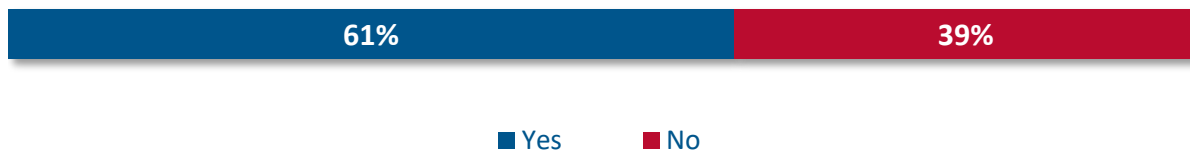
Respondents were also asked how well they understood overall how climate tax funds are being used to support climate action. In general, the climate tax is not well understood by respondents, with only 22% indicating that they understood **well** or **very well** how the climate tax funds are being used.

### Overall, how well do you understand how the climate tax funds are being used to support climate action?



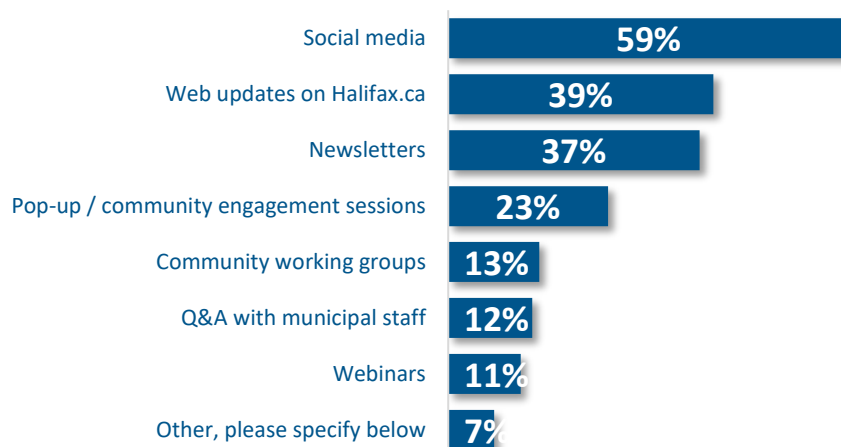
Sixty-one percent of respondents indicated that they believed additional examples of climate action presented in the public space (e.g. pop-up education seminars, signage on buildings with an action that has been implemented, etc.) would lead to more resident buy-in for HalifACT.

### Do you believe that more examples of climate action presented in the public space would lead to more resident buy-in regarding the HalifACT Climate Action Plan?



Respondents were asked to indicate how they would prefer to learn more about HalifACT. The majority of respondents indicated that they would prefer to use Social Media (59%) to learn about HalifACT, while Web updates on Halifax.ca (39%) and Newsletters (37%) also had a high number of responses. As this question allowed for multiple selections, percentages do not sum to 100%.

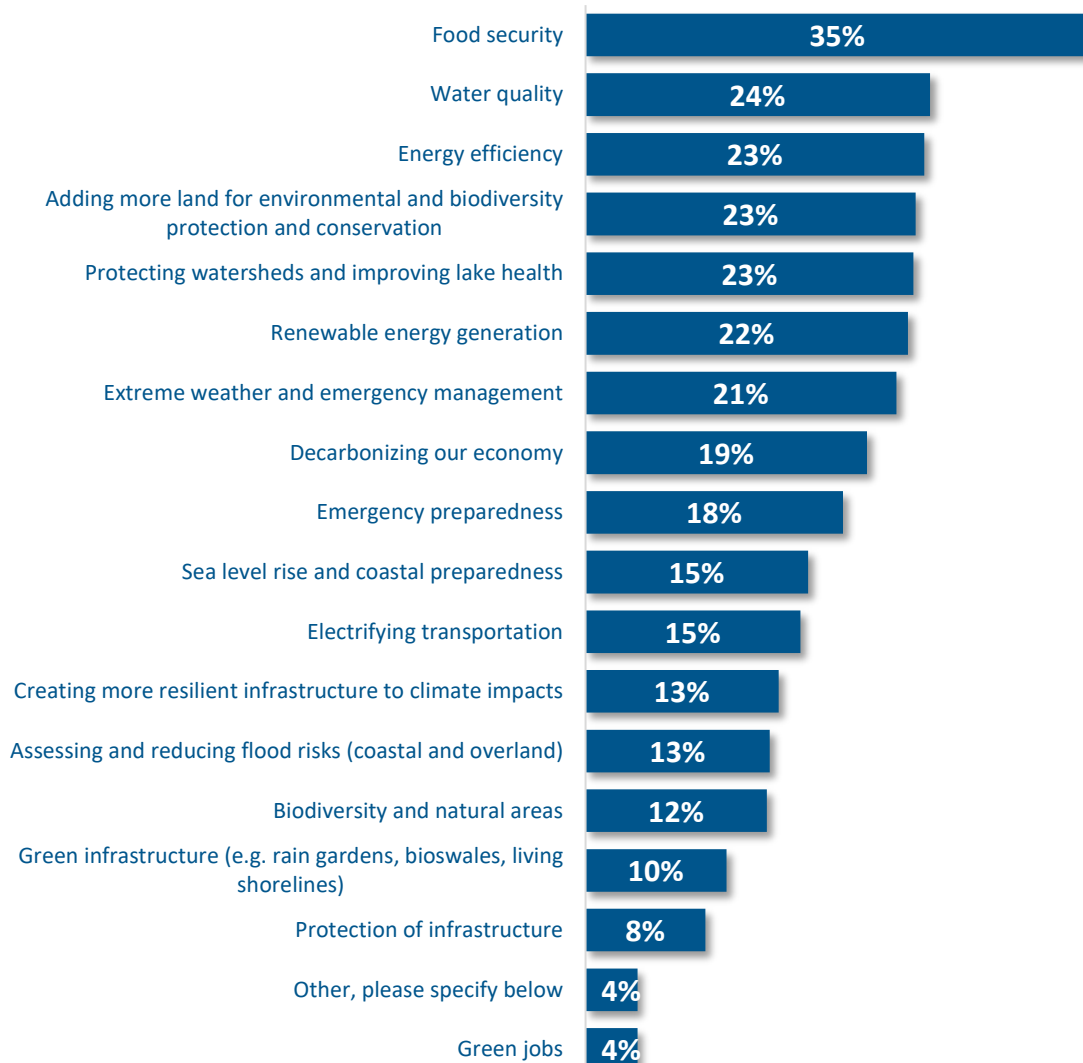
### How would you prefer to learn about HalifACT?



### HalifACT: Importance

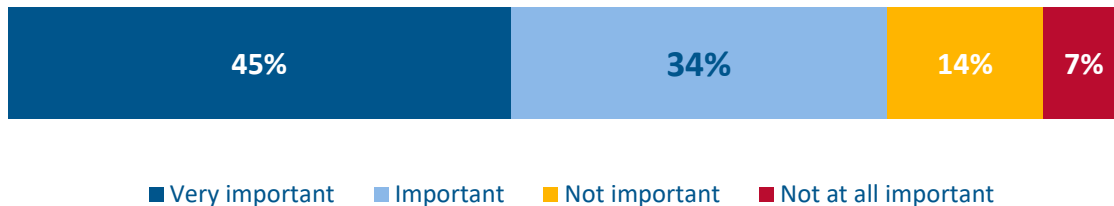
Respondents were asked to choose their top three environment / climate related issues that were important to them. Food security (35%) was the most frequently chosen issue, followed by Water quality (24%), Energy efficiency (23%), Adding more land for environmental and biodiversity (23%), and Protecting watersheds and improving lake health (23%). Several other issues followed closely with 18-22% response. As this question allowed for multiple selections, percentages do not sum to 100%.

### What are the top THREE (3) environmental / climate related issues that are the most important to you?



The municipality's investment in climate action is an important issue to respondents, with 79% of respondents indicating that it is *important* or *very important* to them.

### How important is it to you that the municipality invest in climate action?

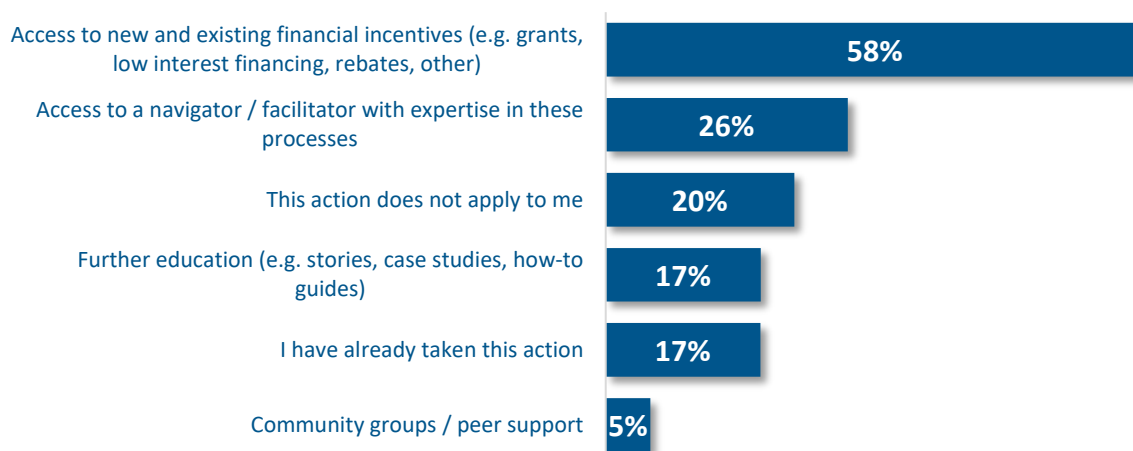


#### HalifACT: Actions

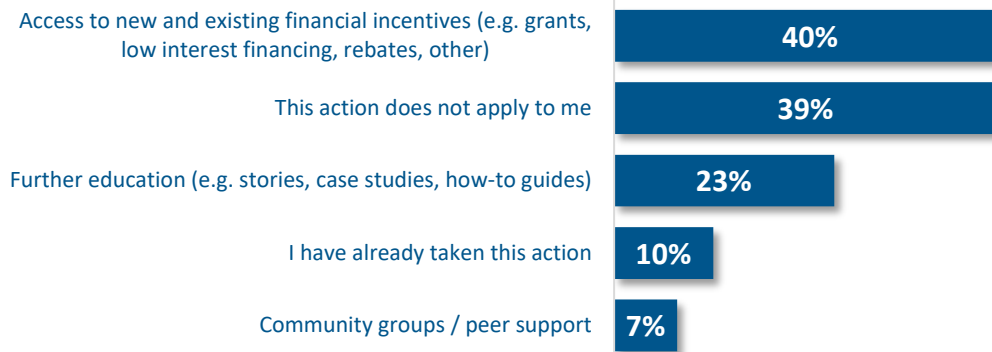
The municipality asked residents which supports would help them make changes related to the following participatory actions in HalifACT. As respondents could select more than one support in each question, percentages may not sum to 100%.

For actions where **Access to new and existing financial incentives (e.g. grants, low interest financing, rebates, other)** was an option, the majority of respondents selected that this support would help them in making the change.

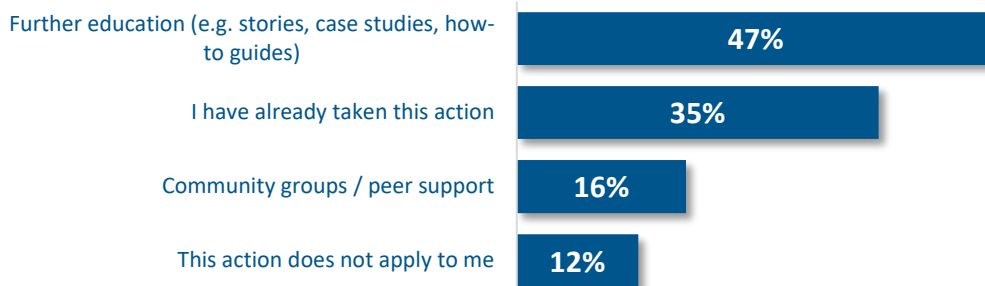
### Retrofitting homes and buildings to be energy efficient and resilient to a changing climate



### Implementing green infrastructure to prevent water damage on my property



### Having an emergency plan for extreme weather events



### Switching to sustainable transportation modes: Transit





### Switching to sustainable transportation modes: Active Transportation



### Switching to sustainable transportation modes: Electric Vehicles



#### **FINANCIAL IMPLICATIONS**

Results from public engagements inform the budget and business planning process. Regional Council may choose to make tax policy decisions based on this information, and the information may be reflected in adjustments to budget and business planning and delivery in 2023/24 and beyond.

The total cost for the 2022 Municipal Services Survey public engagement is approximately \$31,000 (net HST included). Funding for this expenditure has been provided for in Finance & Asset Management cost centre A301.

There are no immediate financial implications resulting from this report.

#### **COMMUNITY ENGAGEMENT**

Citizen Surveys are a common way that the municipality engages the community. This approach helps to inform Regional Council and the organization of citizen satisfaction with services and priorities and is

intended to build resident trust and confidence in the municipality, leading to increased engagement going forward.

**ATTACHMENTS**

Attachment 1 – 2022 Municipal Services Survey

Attachment 2 – Consultants Report – 2022 Municipal Services Survey

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Sarah Hall, Corporate Planning and Performance Coordinator, Finance & Asset Management, 902.478.5734

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## 2022 Municipal Services Survey

Welcome to the 2022 Municipal Services Survey. Our goal with this survey is to understand where residents would like to see investments in municipal programs and services. Your responses will help guide the Halifax Regional Municipality with its immediate and long-term business and budget planning.

Thank you in advance for taking the time to participate in this survey. The results will be available on the municipality's website at [www.halifax.ca/citizensurvey](http://www.halifax.ca/citizensurvey).

The survey should take approximately 15 minutes to complete.

The survey officially closes **Thursday, September 29, 2022**. Please return completed surveys by mail no later than **Thursday, October 6, 2022** using the included postage-paid envelope.

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.

*In accordance with Section 485 of the Municipal Government Act (MGA), any personal information collected on this survey form will only be used by municipal staff and, if necessary, individuals and/or organizations under service contract with the Halifax Regional Municipality for purposes relating to processing the 2022 Municipal Services Survey results. 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 902.943.2148 or [privacy@halifax.ca](mailto:privacy@halifax.ca).*

## 2022 Municipal Services Survey

Q1. What area of HRM do you live in?

- District 1 - Waverley – Fall River – Musquodoboit Valley
- District 2 - Preston – Chezzetcook – Eastern Shore
- District 3 - Dartmouth South - Eastern Passage
- District 4 - Cole Harbour – Westphal – Lake Loon – Cherry Brook
- District 5 - Dartmouth Centre
- District 6 - Harbourview – Burnside – Dartmouth East
- District 7 - Halifax South Downtown
- District 8 - Halifax Peninsula North
- District 9 - Halifax West – Armdale
- District 10 - Halifax – Bedford Basin West
- District 11 - Spryfield – Sambro Loop – Prospect Road
- District 12 - Timberlea – Beechville – Clayton Park – Wedgewood
- District 13 - Hammonds Plains – St. Margarets
- District 14 - Middle / Upper Sackville – Beaver Bank – Lucasville
- District 15 - Lower Sackville
- District 16 - Bedford – Wentworth
- Don't know
- NOT a resident of HRM

If you don't know which District you reside in, you can find out by visiting the municipality's website at: <https://www.halifax.ca/city-hall/districts-councillors/district-look> and inputting your address. This information will remain anonymous and will be used for analytical purposes only.

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- Q2. The municipality provides a wide range of services, including police and fire protection, garbage collection and disposal, recreation facilities, parks and programming, transit and bike ways, road and street maintenance, etc.

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

- Very good value
  - Good value
  - Poor value
  - Very poor value
  - Don't know / no opinion
  - Do not pay property tax (e.g. rent, live with parents)
- 

- Q3. When the municipality is creating the municipal budget it often faces higher costs to continue to provide the same level of service. Please indicate which of the statements comes closest to your point of view. The municipality should:

- 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
- 

- Q4. 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
-

## Prosperous Economy: Importance

In 2020, Regional Council approved four Council Priority Areas: Prosperous Economy, Communities, Integrated Mobility, and Environment. The following section focuses on the council priority:

### **Prosperous Economy**

*A prosperous and growing economy positions the municipality as a business and tourism destination of choice, with economic opportunities for all.*

Please rate the following Prosperous Economy priority outcomes in terms of their importance to you.

**P-I1. Economic Growth**

Economic opportunities are seized to promote and maximize balanced growth, reduce barriers for businesses, support local economies, and showcase the region's strengths to the world.

- Very important
- Important
- Not important
- Not at all important

**P-I2. Holistic Planning**

Informed decisions are made about housing, municipal services, and employment and quickly directs growth to the right places in a way that furthers community goals.

- Very important
- Important
- Not important
- Not at all important

**P-I3. Talent Attraction, Retention & Development**

A global and welcoming community that attracts, retains, and develops talent.

- Very important
  - Important
  - Not important
  - Not at all important
-

## Prosperous Economy: Satisfaction

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'.

P-S1. Business support services (e.g. permits)

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

P-S2. Community planning / land use planning and approvals

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

P-S3. Economic development (e.g. promoting and connecting the municipality to grow and get business, talent, and investment)

- Very satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied
- Don't know / no opinion

---

## Prosperous Economy: Service Levels

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.

P-SL1. Business support services (e.g. permits)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

P-SL2. Community planning / land use planning and approvals

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

P-SL3. Economic development (e.g. promoting and connecting the municipality to grow and get business, talent, and investment)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

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## Communities: Importance

The following section focuses on the council priority:

### **Communities**

*The municipality boasts strong social equity through meaningful engagement to build safer and more inclusive communities for all.*

Please rate the following Communities priority outcomes in terms of their importance to you.



C-11. **Affordable Communities**

The municipality demonstrates leadership and fosters partnerships that provide access to a range of quality, affordable municipal amenities and services, including housing options, in safe vibrant communities.

- Very important
- Important
- Not important
- Not at all important

C-12. **Inclusive Communities**

Residents are empowered as stewards and advocates for their communities, and work with the municipality and others to remove systemic barriers

- Very important
- Important
- Not important
- Not at all important

CI3. **Involved Communities**

Residents are actively involved in their communities and enjoy participating and volunteering in a wide range of leisure, learning, social, recreational, cultural, and civic opportunities.

- Very important
- Important
- Not important
- Not at all important

CI-4. **Safe Communities**

Residents and visitors feel safe and are supported by a network of social and transportation infrastructure that helps community members thrive.

- Very important
  - Important
  - Not important
  - Not at all important
-

## Communities: Satisfaction

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'.

C-S1. Arts and cultural facilities and programs

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

C-S2. Civic events (e.g. Canada Day, Natal Day, Bedford Days, event grants)

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

C-S3. Halifax Public Libraries

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

C-S4. Parks, greenspaces, and trails

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

C-S5. Playgrounds

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

C-S6. Public washrooms

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

C-S7. Indoor recreation facilities (e.g. community centres, pools)

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

C-S8. Outdoor recreation facilities (e.g. sport fields, tennis courts, pickleball)

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

C-S9. Recreation programming (e.g. swimming, camps)

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

C-S10. Accessibility programming (e.g. physical, intellectual, and emotional access to facilities, services, and programs)

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

C-S11. Affordability / free programming (e.g. low-income transit pass, free menstrual products, property tax reduction program)

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

C-S12. Cleanliness (e.g. litter & graffiti removal)

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

C-S13. Community beautification / streetscaping

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

C-S14. Community standards (e.g. by-law enforcement, animal control)

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

C-S15. Diversity and inclusiveness programs (e.g. language and culture programming, support for community events)

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

C-S16. Emergency management (e.g. preparedness, coordination of municipal emergency response, and recovery)

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

C-S17. Fire services (e.g. fire and rescue response, public education, inspections, code enforcement, investigation)

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

C-S18. Police services

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

C-S19. Public engagement (e.g. consultation on projects like Cogswell District, surveys, etc.)

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

## Communities: Service Levels

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.

### C-SL1. Arts and cultural facilities and programs

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

### C-SL2. Civic events (e.g. Canada Day, Natal Day, Bedford Days, event grants)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

### C-SL3. Halifax Public Libraries

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

### C-SL4. Parks, greenspaces, and trails

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL5. Playgrounds

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL6. Public washrooms

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL7. Indoor recreation facilities (e.g. community centres, pools)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL8. Outdoor recreation facilities (e.g. sport fields, tennis courts, pickleball)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL9. Recreation programming (e.g. swimming, camps)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL10. Accessibility programming (e.g. physical, intellectual, and emotional access to facilities, services, and programs)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL11. Affordability / free programming (e.g. low-income transit pass, free menstrual products, property tax reduction program)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL12. Cleanliness (e.g. litter & graffiti removal)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL13. Community beautification / streetscaping

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL14. Community standards (e.g. by-law enforcement, animal control)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*



C-SL15. Diversity and inclusiveness programs (e.g. language and culture programming, support for community events)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL16. Emergency management (e.g. preparedness, coordination of municipal emergency response, and recovery)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL17. Fire services (e.g. fire and rescue response, public education, inspections, code enforcement, investigation)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL18. Police services

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

C-SL19. Public engagement (e.g. consultation on projects like Cogswell District, surveys, etc.)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

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## Integrated Mobility: Importance

The following section focuses on the council priority:

### **Integrated Mobility**

*The municipality offers safe, sustainable, and accessible travel options to move conveniently throughout the region.*

Please rate the following Integrated Mobility priority outcomes in terms of their importance to you.

I-I1. **Connected & Healthy Long-Range Mobility Planning**

The mobility network supports active living, growth and development, linking people and communities with goods, services and opportunities whether walking, rolling, cycling, using public transit, and/or driving.

- Very important
- Important
- Not important
- Not at all important

I-I2. **Safe & Accessible Integrated Mobility Network**

A well-maintained network that supports all ages and abilities by providing safe, flexible, and barrier-free journeys throughout the region.

- Very important
- Important
- Not important
- Not at all important

I-I3. **Affordable & Sustainable Integrated Mobility Network**

A responsible investment approach that maximizes the use of existing mobility infrastructure and aligns with climate and social equity goals.

- Very important
  - Important
  - Not important
  - Not at all important
-

## Integrated Mobility: Satisfaction

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'.

- I-S1. Bike lanes / cycling facilities
- Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know / no opinion
- I-S2. Public transit – conventional bus
- Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know / no opinion
- I-S3. Public transit – ferry
- Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know / no opinion
- I-S4. Public transit – Access-A-Bus
- Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know / no opinion

I-S5. Overall transit service

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

I-S6. Sidewalk maintenance

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

I-S7. Street / road maintenance

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

I-S8. Traffic management (e.g. to balance congestion and space on street for different users (vehicles, goods, transit, cyclists, walking, and rolling))

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

I-S9. Road safety (e.g. traffic calming, education, signals, and signage for pedestrian, cycling, rolling, and vehicles)

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

I-S10. Winter maintenance (e.g. snow and ice control)

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

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## Integrated Mobility: Service Levels

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.

I-SL1. Bike lanes / cycling facilities

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL2. Public transit – conventional bus

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL3. Public transit – ferry

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL4. Public transit – Access-A-Bus

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL5. Overall transit service

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL6. Sidewalk maintenance

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL7. Street / road maintenance

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL8. Traffic management (e.g. to balance congestion and space on street for different users (vehicles, goods, transit, cyclists, walking, and rolling))

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL9. Road safety (e.g. traffic calming, education, signals, and signage for pedestrian, cycling, rolling, and vehicles)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

I-SL10. Winter maintenance (e.g. snow and ice control)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

---

## Environment: Importance

The following section focuses on the council priority:

### **Environment**

*Leadership in climate change action and environmental protection – both as an organization and a region.*

Please rate the following Environment priority outcomes in terms of their importance to you.

#### **E-I1. Net-Zero Emissions**

Achieve net-zero municipal operations emissions by 2030 and strive for community-wide emission reductions of 75 percent by 2030 and net-zero by 2050.

- Very important
- Important
- Not important
- Not at all important

E-I2. **Climate Resilience**

Our city builds resilience by providing leadership in climate change, energy management, sustainability, and environmental risk management, both as an organization and in the community we serve.

- Very important
- Important
- Not important
- Not at all important

E-I3. **Protected & Sustainable Environment**

Healthy and protected ecosystems support biodiversity and connected habitats, and enhanced quality of life.

- Very important
- Important
- Not important
- Not at all important

---

## Environment: Satisfaction

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'.

E-S1. Climate action (e.g. reducing emissions and preparing for climate impacts)

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

E-S2. Environmental protection and sustainability (e.g. water monitoring, green network, wetland restoration)

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



E-S3. Garbage, recycling, and organics collection

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

E-S4. Urban forestry (e.g. street & park tree planting and maintenance)

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

---

## Environment: Service Levels

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.

E-SL1. Climate action (e.g. reducing emissions and preparing for climate impacts)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

E-SL2. Environmental protection and sustainability (e.g. water monitoring, green network, wetland restoration)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

E-SL3. Garbage, recycling, and organics collection

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

E-SL4. Urban forestry (e.g. street & park tree planting and maintenance)

- Increase service levels
- Maintain service levels
- Reduce service levels

Would you be willing to pay additional tax to improve the service? *(Check box for Yes)*

---

## Infrastructure

IN1. The municipality spends a portion of its yearly budget on infrastructure to meet both growth requirements and community expectations. Please choose the top FIVE (5) infrastructure projects that you would like to see the municipality pursue over the next five years. *Check only your top FIVE (5)*

- Accessibility improvements to municipal facilities
- Access to municipal water
- Arenas / ice surfaces
- Arts and cultural facilities
- Bikeways – new / repaired (includes local street bikeways, multi-use pathways)
- Climate change mitigation and protection (e.g. mitigating flooding, emergency planning, protecting critical infrastructure)
- Energy efficiency – making existing municipal facilities and buildings more energy efficient (may result in long term savings)
- Ferry - expand the harbour ferry service
- Fire stations – new / repaired
- Housing – additional support / tools
- Indoor recreation facilities / community centres – new / repaired
- Libraries – new / refurbished community branches
- Municipal vehicles – making municipal fleet more environmentally friendly / useful
- Outdoor recreation facilities (e.g. playgrounds, skate parks, sport fields, courts) – new / repair
- Parkland acquisition (acquire and preserve parkland)
- Public washrooms
- Road safety improvements (includes traffic calming, pedestrian safety)
- Road widening – to provide additional capacity for all modes of transportation
- Sidewalks – new / repaired
- Streets / roads – maintenance (e.g. fill potholes, patching, crack sealing)
- Technology – to improve and support service delivery / municipal operations, customer service, and accessibility (e.g. online services, mobile services, etc.)
- Transit – more buses on existing routes
- Transit – more buses so that service can be expanded to new areas
- Transit Facilities – improved / additional
- Urban parks and green network
- Walkways / trails – new / repaired
- Other \_\_\_\_\_

## HalifACT: Introduction

**HalifACT: Acting on Climate Together** is the municipality's long-term climate action plan to address climate change by reducing greenhouse gas (GHG) emissions and safeguard communities as we transition to a clean, low-carbon, economy with opportunities for all. The Plan was unanimously adopted by Regional Council on June 23, 2020.

Learn more about HalifACT and its initiatives and impacts at <https://www.halifax.ca/about-halifax/energy-environment/halifact-2050-acting-climate-together>

## HalifACT: Education

HRM would like to better understand residents' familiarity with the goals and actions of HalifACT and preferences for learning and engaging with the municipality's Climate Action Plan. This feedback will help HRM plan community education initiatives.

How well do you understand the following HalifACT action areas?

H-E1. Retrofit and renewable energy programming

- Very well
- Well
- Not very well
- Not at all

H-E2. Retrofit municipal buildings to be net-zero ready and climate resilient

+ What is net-zero?

*100% of a building's energy need is generated on-site or off-site through a renewable source.*

- Very well
- Well
- Not very well
- Not at all

H-E3. Electrification of transportation

- Very well
- Well
- Not very well
- Not at all

H-E4. Net-zero standards for new buildings

- Very well
- Well
- Not very well
- Not at all

H-E5. Framework for assessing and protecting critical infrastructure

- Very well
- Well
- Not very well
- Not at all

H-E6. Capacity building for climate adaptation

- Very well
- Well
- Not very well
- Not at all

H-E7. Financing strategy to operationalize the HalifACT plan over 30 years

- Very well
- Well
- Not very well
- Not at all

---

Regional Council established a Climate Action Tax as part of its approval of the 2022/23 municipal budget.

+What is the Climate Action Tax?

*This tax will fund projects such as electric buses, installing public electric vehicle chargers, retrofitting municipal buildings, as well as taking actions to improve the Halifax region's resiliency against the impacts of climate change – which range from flood mitigation and stormwater management to food security and emergency preparedness.*

*While implementing HalifACT will require significant financial contribution from all levels of government, investing today will save money, prevent loss, prepare communities, and improve wellbeing.*

*The municipality is already seeing early signs of these savings. Since 2018, as part of a three-year partnership with Efficiency Nova Scotia, the municipality has implemented approximately 200 energy efficiency projects, saving over \$2 million annually and reducing greenhouse gas emissions by 15 per cent.*

H-E8. Overall, how well do you understand how the climate tax funds are being used to support climate action?

- Very well
- Well
- Not very well
- Not at all

H-E9. Do you believe that more examples of climate action presented in the public space (e.g. pop-up education seminars, signage on buildings with an action that has been implemented, etc.) would lead to more resident buy-in regarding the HalifACT Climate Action Plan?

- Yes
- No

H-E10. How would you prefer to learn about HalifACT?

*Check all that apply*

- Newsletters
  - Web updates on Halifax.ca
  - Pop-up / community engagement sessions
  - Webinars
  - Q&A with municipal staff
  - Community working groups
  - Social media
  - Other \_\_\_\_\_
-

## HalifACT: Importance

H-11. What are the top THREE (3) environmental / climate related issues that are the most important to you?

*Check only your top THREE (3)*

- Adding more land for environmental and biodiversity protection and conservation
- Assessing and reducing flood risks (coastal and overland)
- Biodiversity and natural areas
- Creating more resilient infrastructure to climate impacts
- Decarbonizing our economy
- Electrifying transportation
- Emergency preparedness
- Energy efficiency
- Extreme weather and emergency management
- Food security
- Green infrastructure (e.g. rain gardens, bioswales and living shorelines)
- Green jobs
- Protecting watersheds and improving lake health
- Protection of infrastructure
- Renewable energy generation
- Sea level rise and coastal preparedness
- Water quality
- Other \_\_\_\_\_

H-12. How important is it to you that the municipality invest in climate action?

- Very important
  - Important
  - Not very important
  - Not at all important
-

## HalifACT: Action

Many of the actions in HalifACT require active participation from residents and business owners. These include:

- Retrofitting homes and buildings to be energy efficient (including rooftop solar) and resilient to a changing climate
- Implementing green infrastructure to prevent water damage on private property
- Switching to sustainable transportation modes (e.g. driving an electric vehicle, walking, biking, and riding public transit)
- Having an emergency plan for extreme weather events

The municipality would like to understand what supports would help you make these kinds of changes. For each of the active participation categories below, please indicate which supports would help you to take action on each change.

### H-A1. **Retrofitting homes and buildings to be energy efficient and resilient to a changing climate**

*Buildings accounted for approximately 70% of total energy use in Halifax in 2016, and 77% of total GHG emissions. Deep energy retrofits (DERs) can reduce energy use in homes and business by 50% or more. DERs can include, but are not limited to things like:*

- *Envelope upgrades (windows, doors, insulation, and air sealing);*
- *Mechanical upgrades (increasing the efficiency of heating and cooling systems and switching to a lower carbon intensive fuel); and*
- *Onsite renewables and resiliency measures (rooftop solar, battery storage, sump pumps, green infrastructure).*

Which of the following supports would help you retrofit your home or building to be energy efficient and resilient to a changing climate?

*If you have already taken this action or if it doesn't apply to you, please select only one of the first two options. Otherwise, check all that apply.*

- This action does not apply to me
- I have already taken this action
- Access to new and existing financial incentives (e.g. grants, low interest financing, rebates, other)
- Access to a navigator / facilitator with expertise in these processes
- Community groups / peer support
- Further education (e.g. stories, case studies, how-to guides)

Are there any other supports that would help you make this kind of change?



---

H-A2. **Implementing green infrastructure to prevent water damage on my property**

*Overland flow (e.g. river flooding, rainstorms, hurricanes, snow melt, etc.) can cause water damage to properties. Green infrastructure such as rain gardens, bioswales, and living shorelines can be used to prevent or mitigate this kind of water damage.*

Which of the following supports would help you implement green infrastructure to prevent water damage?

*If you have already taken this action or if it doesn't apply to you, please select only one of the first two options. Otherwise, check all that apply.*

- This action does not apply to me
- I have already taken this action
- Access to new and existing financial incentives (e.g. grants, low interest financing, rebates, other)
- Community groups / peer support
- Further education (e.g. stories, case studies, how-to guides)

Are there any other supports that would help you make this kind of change?

---

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H-A3. **Switching to sustainable transportation modes**

*Choosing a green commute makes you healthier, happier, and saves money. The transportation sector made up 19% the municipality's GHG emissions in 2016. Alternative transportation options that reduce emissions include walking, rolling, cycling (including electric bikes), taking public transit, carpooling, or driving an electric vehicle.*

**1) Transit**

Which of the following supports would help you switch to public transit?

*If you have already taken this action or if it doesn't apply to you, please select only one of the first two options. Otherwise, check all that apply.*

- This action does not apply to me
- I have already taken this action
- Access to a navigator / facilitator with expertise in these processes
- Community groups / peer support
- Further education (e.g. stories, case studies, how-to guides)

Are there any other supports that would help you make this kind of change?

## 2) Active Transportation

Which of the following supports would help you switch to active transportation (e.g. walking, rolling, or cycling (including electric bikes))?

*If you have already taken this action or if it doesn't apply to you, please select only one of the first two options. Otherwise, check all that apply.*

- This action does not apply to me
- I have already taken this action
- Community groups / peer support
- Further education (e.g. stories, case studies, how-to guides)

Are there any other supports that would help you make this kind of change?

---

## 3) Electric Vehicles

Which of the following supports would help you switch to driving an electric vehicle?

*If you have already taken this action or if it doesn't apply to you, please select only one of the first two options. Otherwise, check all that apply.*

- This action does not apply to me
- I have already taken this action
- Access to new and existing financial incentives (e.g. grants, low interest financing, rebates, other)
- Community groups / peer support
- Further education (e.g. stories, case studies, how-to guides)

Are there any other supports that would help you make this kind of change?

---

H-A4. **Having an emergency plan for extreme weather events**

*If an emergency weather event (e.g. winter storm, flood, forest fire, hurricane) happens in your community, it may take emergency workers some time to get to you. With an emergency plan, you can be better prepared to face a range of emergencies.*

Which of the following supports would help you develop an emergency plan for extreme weather events?

*If you have already taken this action or if it doesn't apply to you, please select only one of the first two options. Otherwise, check all that apply.*

- This action does not apply to me
- I have already taken this action
- Community groups / peer support
- Further education (e.g. stories, case studies, how-to guides)

Are there any other supports that would help you make this kind of change?

---

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## HalifACT: Ranking Actions

On a scale from 1-100, where 1 = Unimportant and 100 = Very Important, please indicate how important the following actions are to you by filling in the blank.

H-RA1. How important is *Retrofitting homes and buildings to be energy efficient and resilient to a changing climate* to you?

*Please enter a number from 1-100, where 1 = Unimportant and 100 = Very Important*

---

H-RA2. How important is *Implementing green infrastructure to prevent water damage on my property* to you?

*Please enter a number from 1-100, where 1 = Unimportant and 100 = Very Important*

---

H-RA3. How important is *Switching to sustainable transportation modes: Transit* to you?

*Please enter a number from 1-100, where 1 = Unimportant and 100 = Very Important*

---

H-RA4. How important is *Switching to sustainable transportation modes: Active Transportation* to you?

*Please enter a number from 1-100, where 1 = Unimportant and 100 = Very Important*

\_\_\_\_\_

H-RA5. How important is *Switching to sustainable transportation modes: Electric Vehicles* to you?

*Please enter a number from 1-100, where 1 = Unimportant and 100 = Very Important*

\_\_\_\_\_

H-RA6. How important is *Having an emergency plan for extreme weather events* to you?

*Please enter a number from 1-100, where 1 = Unimportant and 100 = Very Important*

\_\_\_\_\_

---

## About You

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. I identify my gender as:

- Man
  - Woman
  - Non-binary
  - Trans-Woman – Trans Feminine
  - Trans-Man – Trans Masculine
  - Two-spirit
  - Another gender not listed above
  - Prefer not to say
-

D2. How old are you?

- 18 – 34 years old
- 35 – 54 years old
- 55 – 74 years old
- 75 and older
- Prefer not to say

D3. What was your 2021 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

---

D4. What is your current employment status?

- Employed full time
  - Employed part time
  - Unemployed and currently looking for work
  - Unemployed and not currently looking for work
  - Student
  - Retired
  - Homemaker / caregiver
  - Self-employed
  - Unable to work
  - Prefer not to say
-

D5. 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 on several demographics.

D6. Do you identify as a person with disabilities?

- Yes
  - No
  - Prefer not to say
- 

D7. Do you identify as Acadian or Francophone?

- Yes – Acadian
  - Yes – Francophone
  - No
  - Prefer not to say
- 

D8. Do you identify as being a member of the 2SLGBTQ+ community?

- Yes
  - No
  - Prefer not to say
-

D9. Based on the ethnicity categories of the Canadian Census, what is your ethnic identity?  
*Check all that apply*

- South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)
- Chinese
- Black (African Nova Scotian)
- Black (African Canadian)
- Caucasian (White)
- Filipino
- Latin American
- Arab
- Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai, etc.)
- West Asian (e.g. Iranian, Afghan, etc.)
- Korean
- Japanese
- First Nations (includes Status and Non-Status)
- Métis
- Mi'kmaq and/or L'nu
- Other \_\_\_\_\_
- Prefer not to say

---

## Thank You

Thank you very much for taking the time to provide your opinions and feedback. Your time and effort is appreciated.

Final results will be presented to Regional Council once analyzed, and a full report will be available in November on the municipality's website at [www.halifax.ca/citizensurvey](http://www.halifax.ca/citizensurvey).

---

## Feedback

The following section was asked at the end of the online survey to gather participants' feedback on the process.

### FB.1 Process Evaluation

How would you rate this process, on a scale of 1 - 10?

(1=awful, 10=excellent)

[drag the slider]

**FB2. Support for Group Results**

Would you support the collective outcome that is described on the group results page?

- Yes
- No

**FB3. Support for this kind of Decision-Making Process**

Would you be more likely to support future decisions if you knew it was based on the results of a process like this?

- Yes
- No

**FB4. Other Processes**

Would you like to see this process be used for other engagements in your community?

- Yes
- No

**FB5. Was it informative?**

Was this process informative enough for you to provide good feedback?

- Yes
- No

**FB6. Where can it improve?**

What were some of the weak points of the process, which the organizers could improve to make it better for next time?

**FB7. What did you like?**

Are there any aspects of the process that you liked, that you'd like us to keep and perhaps expand upon?

**FB8. Final Comments**

Any final thoughts or feedback? We'd love to hear it!



ATTACHMENT 2

HALIFAX

○ ○ ○ ○

2022 MUNICIPAL  
SERVICES SURVEY

POWERED BY ETHELO



# INTRODUCTION

The Halifax Regional Municipality conducted a 4-year Operating Budget Engagement and gave citizens the opportunity to have their say on how funds are prioritized. Information gathered will be shared with the public and Council to inform future budgets and decision-making.

The Ethelo survey was open for engagement from September 12, 2022 to September 29, 2022. The Ethelo team configured the survey and produced this report.

# Table Of Contents

04	At a glance	32	Integrated Mobility	69	HalifACT: Ranking Actions
09	Initial Participant Opinion	42	Environment	70	About Participants
12	Prosperous Economy	52	Infrastructure		
21	Communities	54	HalifACT		

## At A Glance

The input of 4,030 citizens from September 12th to 29th provided significant insights into the Halifax Regional Municipality's spending, services and initiatives.

A highly participative and active set of citizens demonstrated a generally neutral level of service level ratings and a slight preference to increase funding.

Clear ideas of priorities and actions emerged for further consideration from the municipality, with particular emphasis on environmentally and socially responsible growth, education and investment in core infrastructure and climate-responsive initiatives.

## Overall

The participants were asked to provide a variety of inputs on the Council's Priority Areas and their associated Priority Outcomes, and the HalifACT initiative.

The levels of participation were very high, with most visitors to the site actively participating in votes, ratings and discussions. In line with other similar municipal consultations, there was a skew towards female and later-generation participants over and above the population as a whole.

Service levels, across 36 service delivery categories, showed an overall neutral level of satisfaction though there was a diversity in ratings. This matched the overall assessment of property tax value for money, which averaged as neutral.

Taken as an average, there was a desire to modestly increase service funding levels, and clarity over which services should receive greater funding through tax increases. When specifically asked about municipal taxes and service spending, almost half the participants wanted to keep taxes and fees the same (48.1%), with the other half split between increase (28.6%) and decrease (23.4%)

The comment discussions revealed a number of core themes which broadly aligned with the vote and survey activity. They were generally neutral and mostly respectful in tone.

## Overall

There was a general preference to maintain taxes and fees with implied service level adjustments. In consideration of this, the items that merit further attention are:

Prosperous Economy - Community planning: increase satisfaction by increasing service levels and funding through additional taxes

Prosperous Economy - Planning and funding for housing and infrastructure

Prosperous Economy - Green growth and equality of participation along with a focus on local talent

Communities - Improve and expand public transit and infrastructure and engage with citizens to do so

Communities - Pay particular attention to investment in parks and public washrooms

Environment - Pay attention to encouraging dialogue and investing in environmental protection and climate action

Environment - Being mindful of wetland protection, urban development and the environment and general investment

## Overall

There was a general preference to maintain taxes and fees with implied service level adjustments. In consideration of this, the items that merit further attention are:

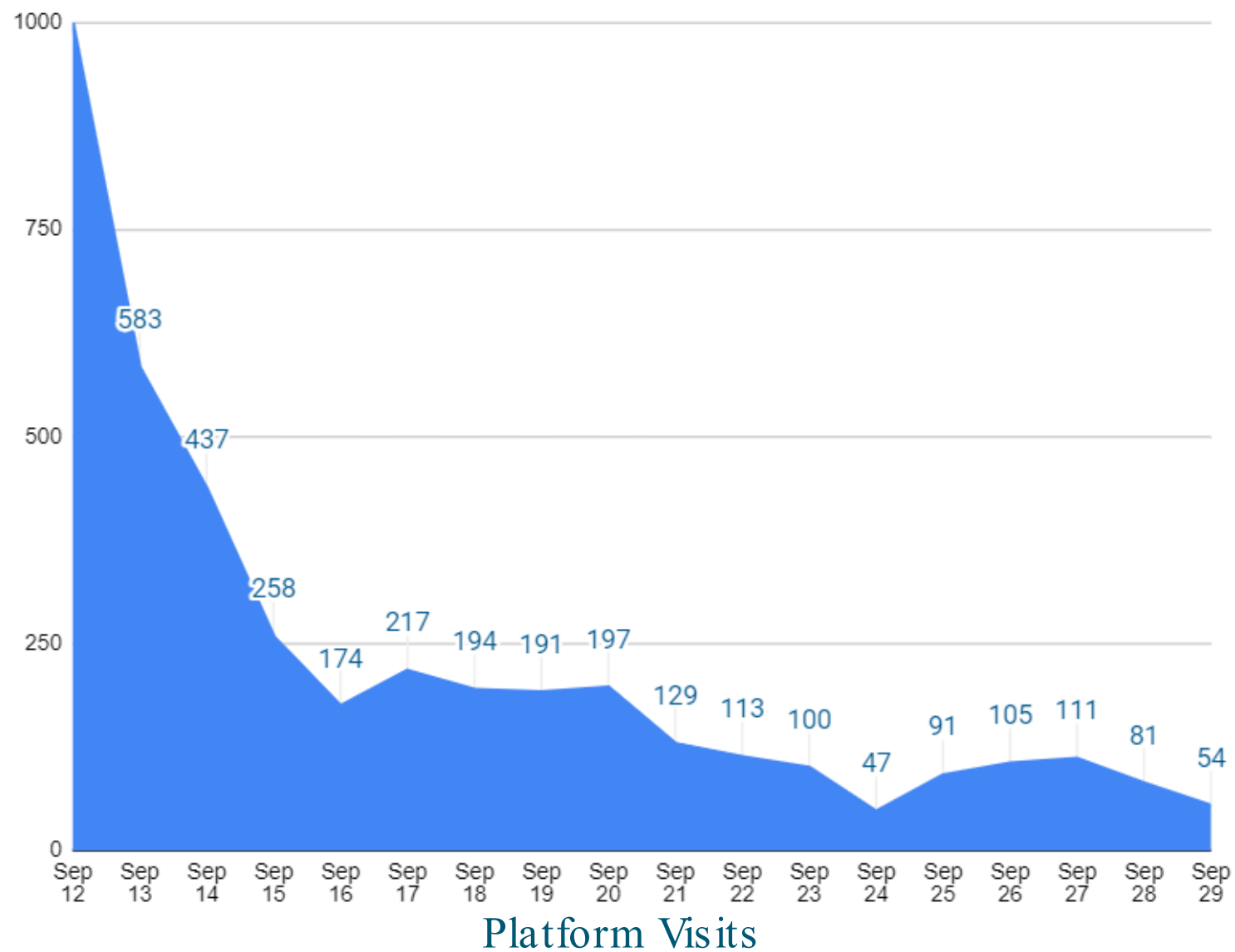
Integrated Mobility - Improve and invest in transit infrastructure

Integrated Mobility - Prioritize safety within the network

HalifACT - review the prioritization of actions citizens have presented (and recognized the overall importance attached to HalifACT), and address issues such as food security, water quality and energy efficiency

HalifACT - Invest in more public education and deliver digitally. Address EV charging infrastructure, subsidies for green infrastructure and retrofitting, safer and better transit solutions

# PARTICIPATION



Start Date 12 - Sep - 2022 End Date 29 - Sep - 2022

Over the 3 weeks that the engagement was live, the online platform garnered...

5,892 VISITORS  
4,030 PARTICIPANTS  
5,378 COMMENTS

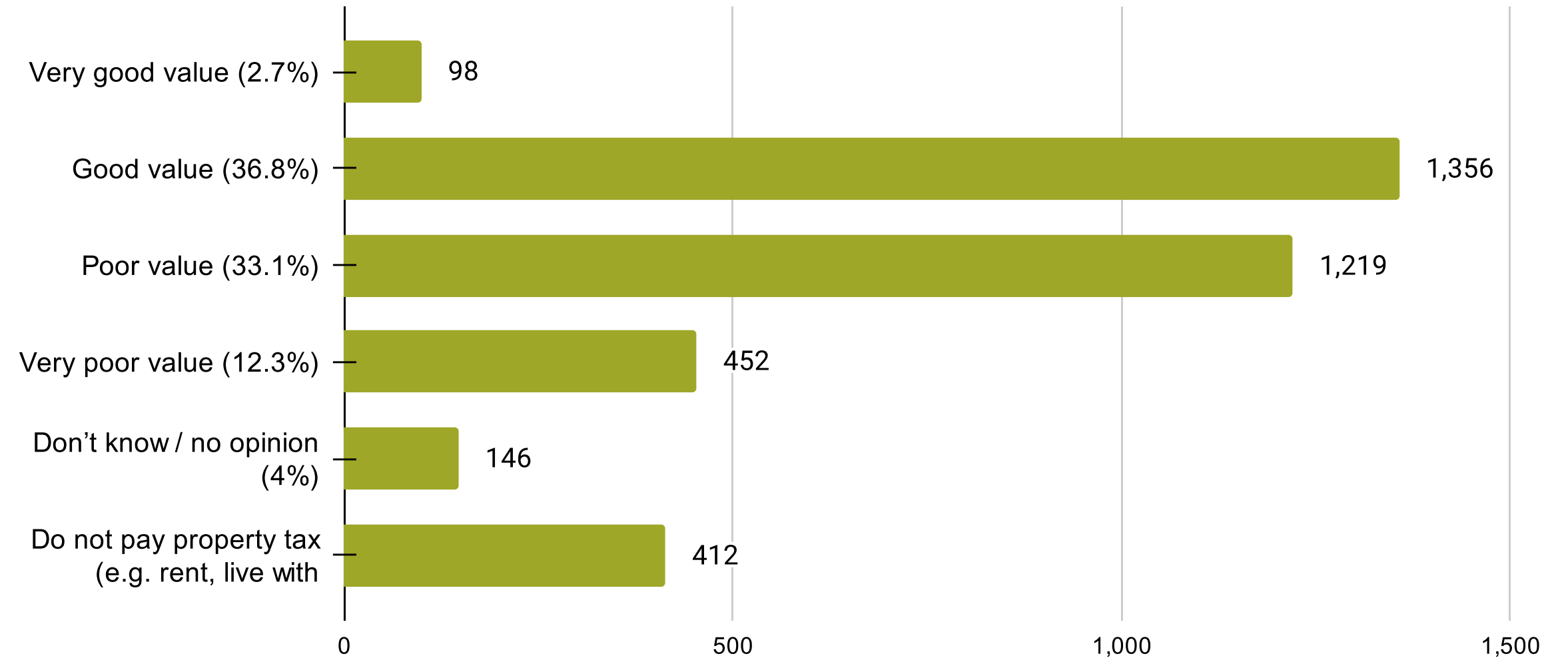
2,713 - 67.3% Completed at least 25% of survey  
2,224 - 55.2% Completed at least 50% of survey  
773 - 19.2% Completed at least 75% of survey



## Initial Participant Opinion

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.

(n=3,683)

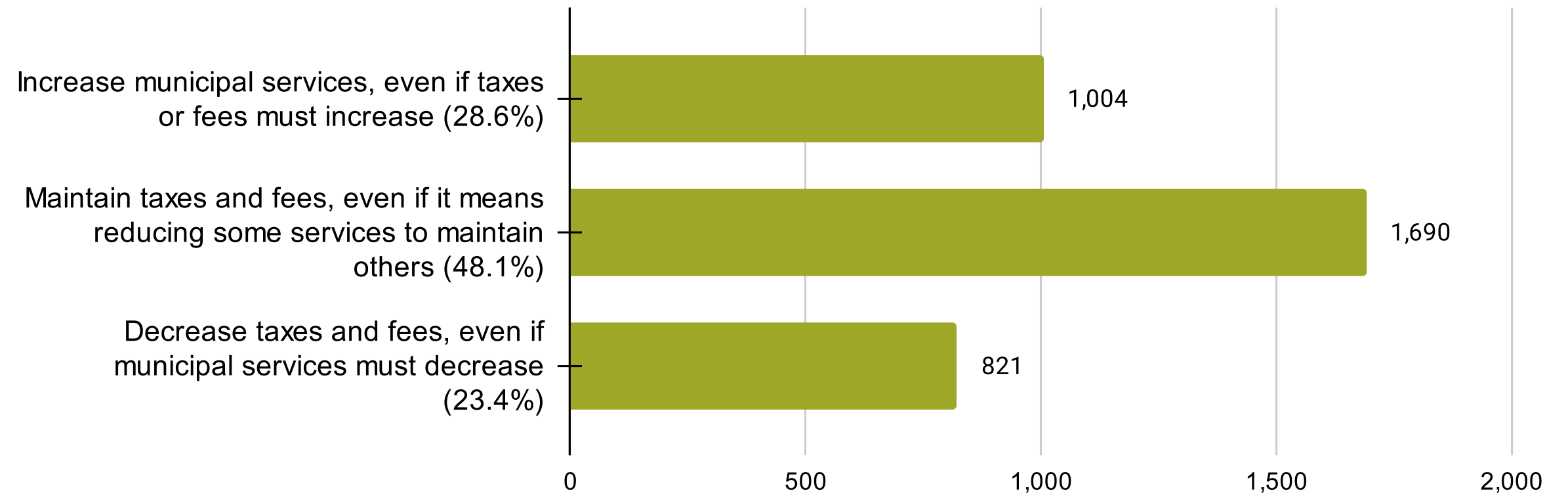


When asked specifically about all programs, there were differences of opinion, with the overall response being neither positive nor negative. This was consistent with the other value -for -money question responses.

# Initial Participant Opinion

When the municipality is creating the municipal budget, it often faces higher costs to continue to provide the same level of service. Please indicate which of the statements comes closest to your point of view. The municipality should:

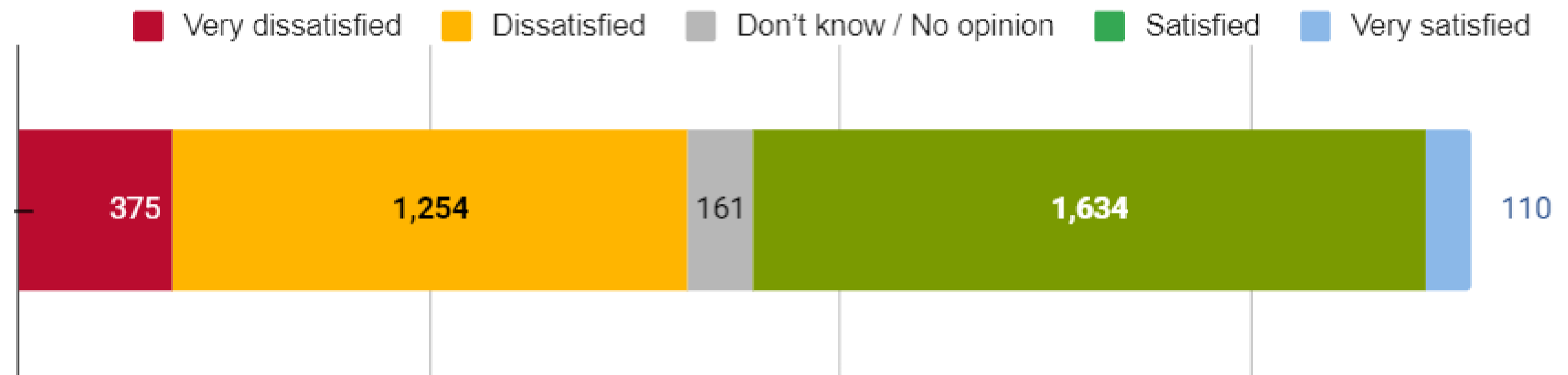
(n=3,515)



# Initial Participant Opinion

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

(n=3,534)



**HALIFAX**



# PROSPEROUS ECONOMY

A prosperous, welcoming and growing economy positions the municipality as a business and tourism destination of choice, with economic opportunities for all.



# Prosperous Economy: Importance

## Holistic Planning

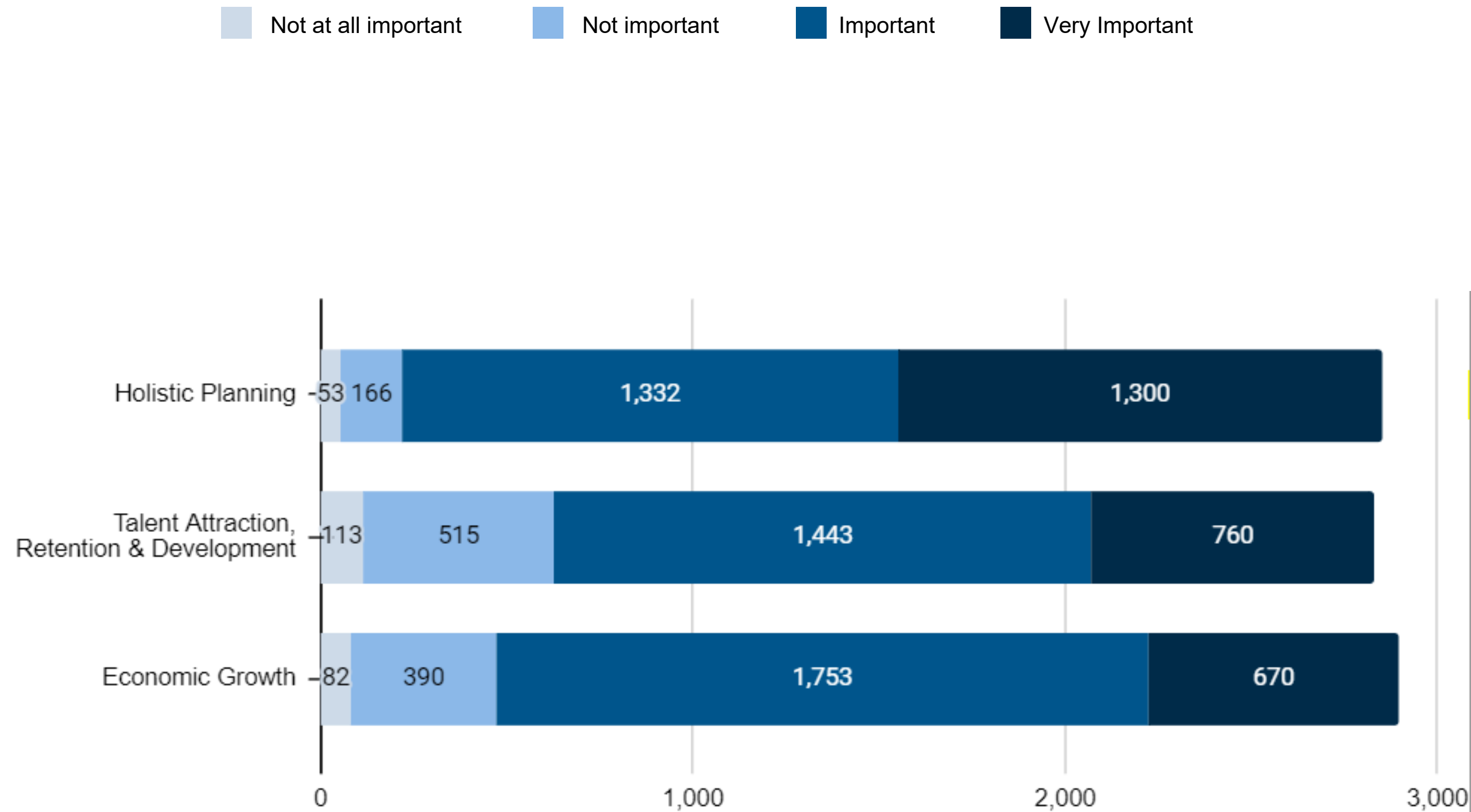
(n=2,851)

## Talent Attraction, Retention & Development

(n=2,831)

## Economic Growth

(n=2,895)



The following table shows the top six themes that emerged from "Prosperous Economy Importance" and its three subtopics.

Subtopic	Top theme	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6						
Holistic Planning	Affordable Housing as Defined by the Living Wage is the Most Important	52	Proper Planning for Infrastructure Necessary	32	HRM is Not Doing Enough	27	Community Involvement/ Oriented Development Needed	26	Avoid Developing New Areas with No Municipal Services/ Infrastructure	23	Environmental and Climatic Impact Should be Considered	19
Economic Growth	Promote the Environment/ Green Spaces for Economy to Prosper	39	Equal Access to Participation within the Economy is Needed	27	Prioritize Society/ Living as It Is First	27	Proper Infrastructure is Needed to Support This	26	Focus on Local Economies	23	Prioritize Affordable Housing	22
Talent Attraction, Retention & Development	Focus on Local Talent	29	Ensure There's Diversity and Inclusion and Not Lip Service	19	Skilled Healthcare Talent Needed	19	This is Important	14	Prioritize Housing	13	More Attention to Affordability to Ensure Retention	13

Counts indicate how many comments covered the theme.

# Sentiment Analysis

## Comments count by tone and type

Economic Growth

Holistic Planning

Talent Attraction,  
Retention and  
Development

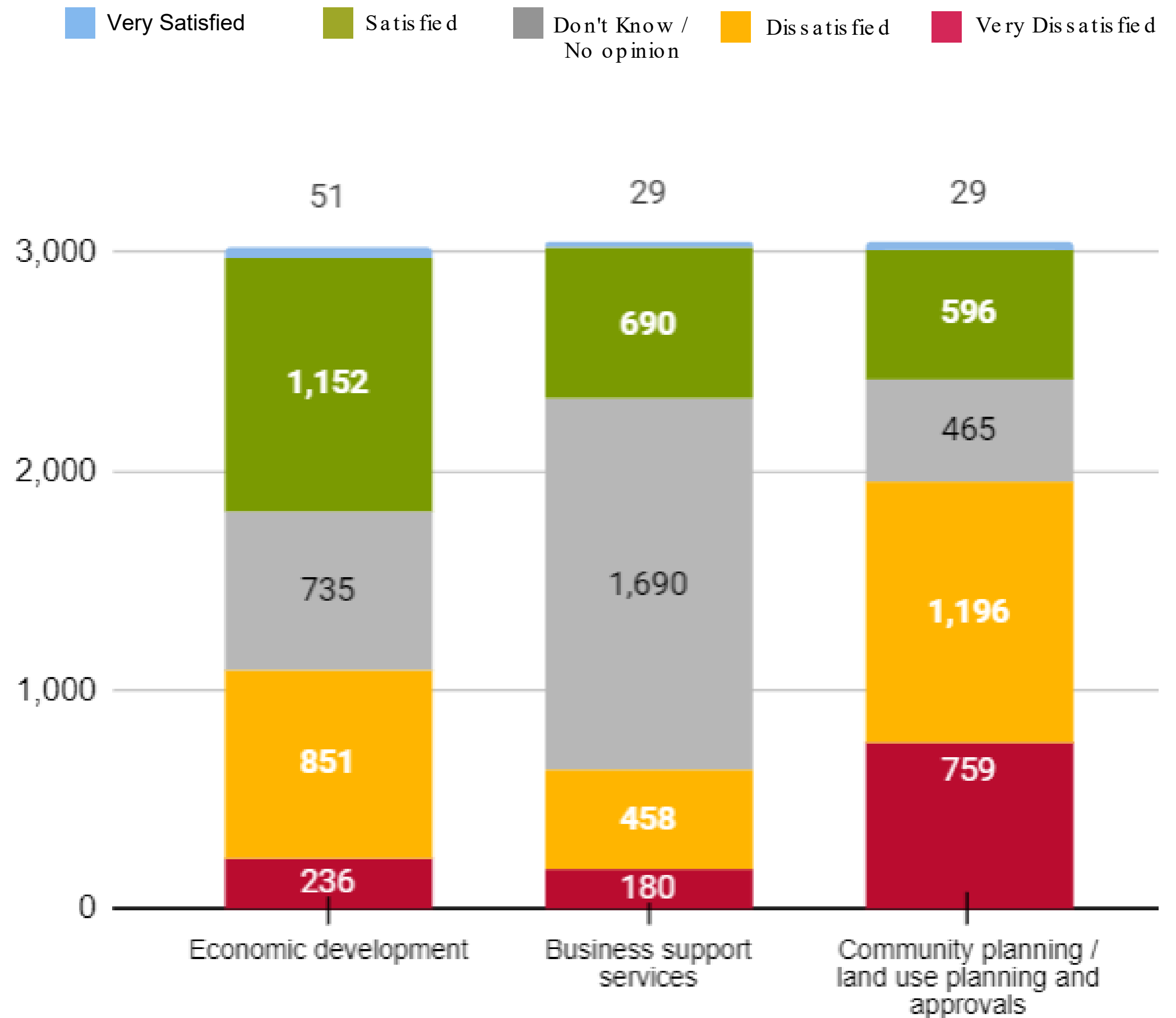
<b>Tone</b>		Economic Growth	Holistic Planning	Talent Attraction, Retention and Development
Positive	7	4	13	
Neutral	250	291	188	
Negative	40	35	35	
<b>Tone summary</b>	Neutral	Neutral	Neutral	
<b>Type</b>		Economic Growth	Holistic Planning	Talent Attraction, Retention and Development
Value Judgment	5	9	0	
Policy recommendation	4	8	1	
Observation	17	18	3	
Question	2	15	10	
General	269	280	222	
<b>TOTAL</b>	297	330	236	

## Prosperous Economy: Satisfaction

Business support services  
(e.g., permits)  
(n=3,025)

Community planning / land  
use planning and approvals  
(n=3,045)

Economic development (e.g.,  
promoting and connecting  
the municipality to grow and  
get business, talent, and  
investment)  
(n=3,025)





## Prosperous Economy: Service Levels

Community planning / land  
use planning and approvals  
(n=2,829)

Economic development (e.g.,  
promoting and connecting  
the municipality to grow and  
get business, talent, and  
investment)

(n=2,810)

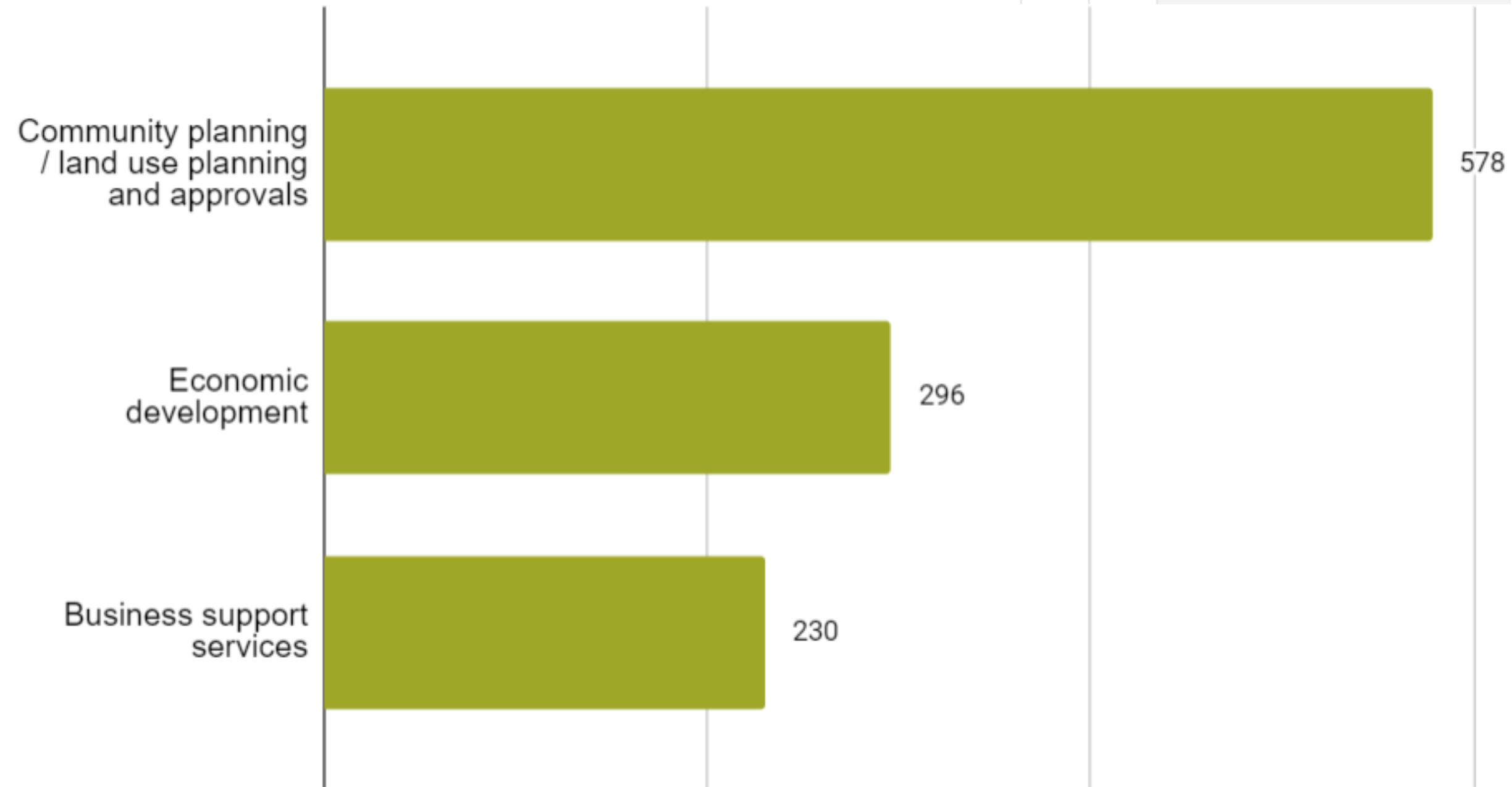
Business support services  
(e.g., permits)

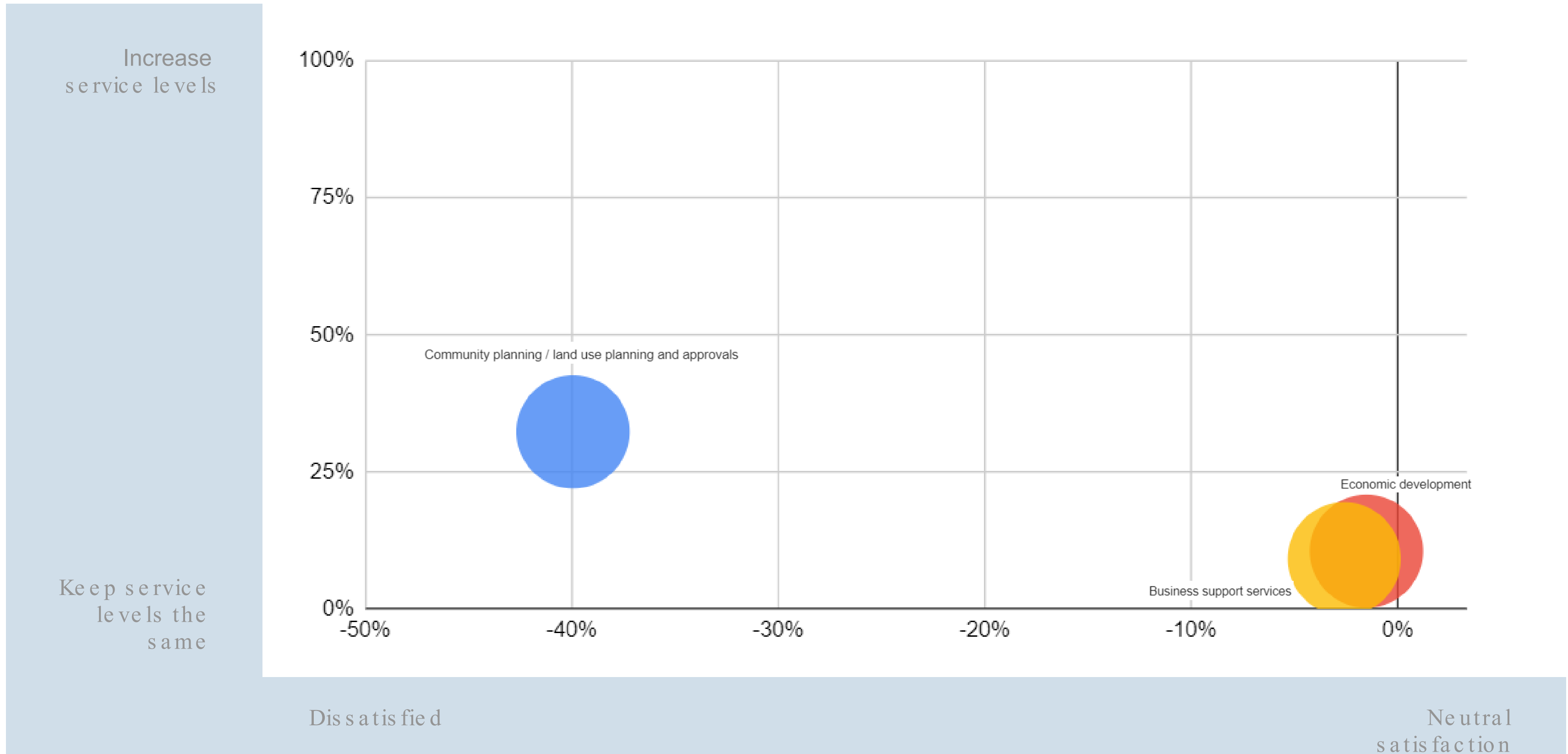
(n=2,801)



Prosperous Economy:

Pay additional tax support





In the three areas of delivery, including Economic Development, Business Support Services and Community Planning (along with land use planning and approval), the overall level of satisfaction was neutral, however residents felt somewhat dissatisfied with community planning in particular.

There was an overall desire to see a moderate level of service increase to community planning, and lower levels of service increase for the other two areas. When asked explicitly, 578 participants were willing to pay more taxes for the community planning area of delivery, significantly more than the two other service areas.

All three ideas of holistic planning, talent and economic development were seen as important, especially holistic planning. There were 330, 236 and 297 comments on these respectively.

The comments had a generally neutral and respectful tone. The top three themes to emerge from the comments within each idea were as follows:

Holistic planning - Affordable housing, proper infrastructure planning and the need to do more. A further 68 themes emerged.

Economic growth - Green economic growth, equal access to economic participation and prioritization of society. A further 66 themes emerged.

Talent attraction - Local focus, diversity, skilled healthcare. A further 65 themes emerged.

In summary, out of the three areas of service of delivery, community planning needs to improve its service levels, and some people seem to be willing to pay for this. The economy is clearly seen as important, and having the right mix of diverse, local talent within a fair and green economic framework are key directions forward.

# COMMUNITIES

The municipality boasts strong social equity through meaningful engagement to build safer and more inclusive communities for all.



# Communities: Importance

## Safe Communities

(n=2,604)

## Affordable Communities

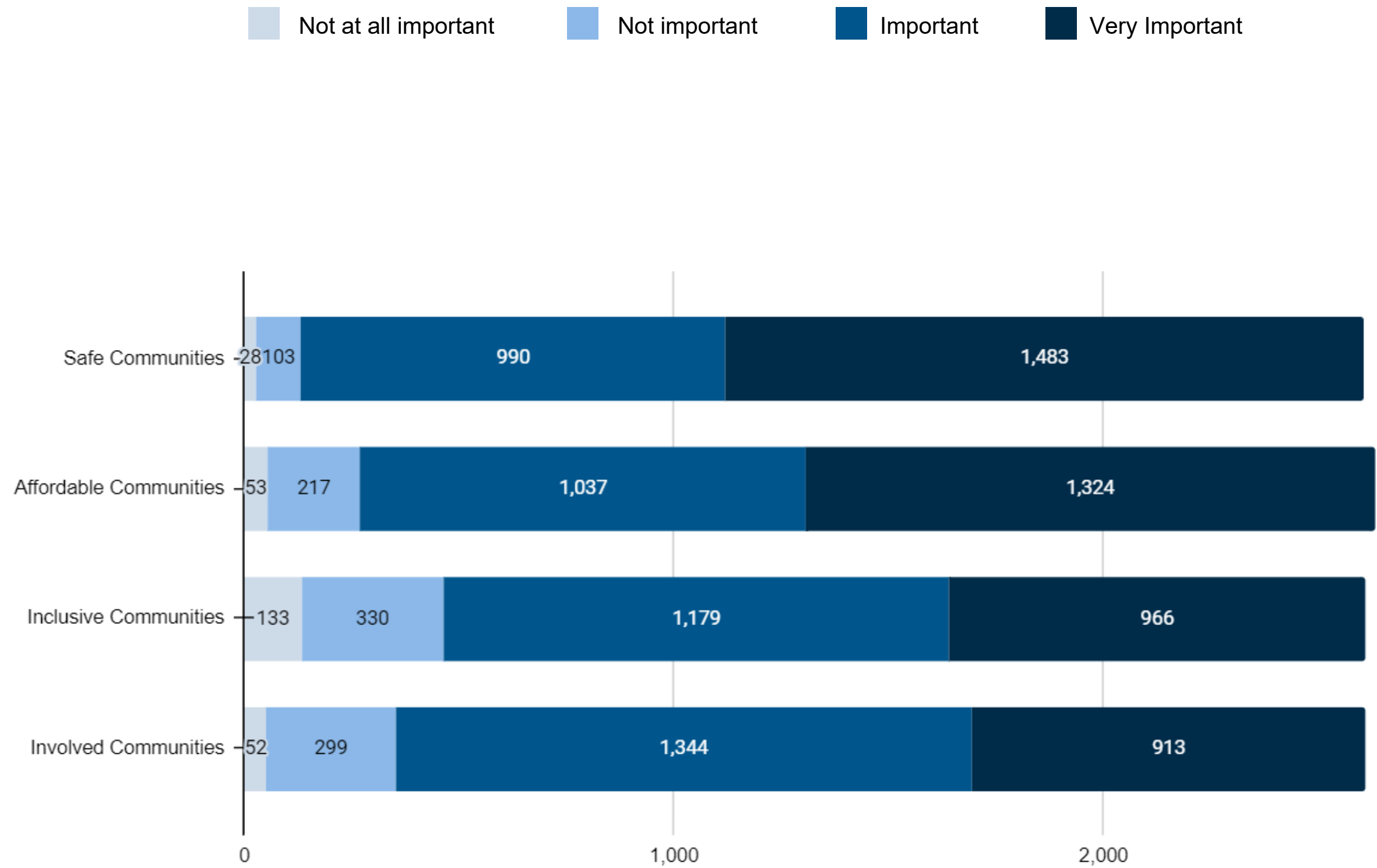
(n=2,631)

## Inclusive Communities

(n=2,608)

## Involved Communities

(n=2,608)



The following table shows the top six themes that emerged from "Community Importance" and its subtopics.

Subtopic	Top theme	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6						
Affordable Communities	Affordable Housing is Needed	65	Not Enough is Being Done in this Area	36	Support/ Consider Everyone	23	This is Important	20	Ensure Safety	18	Improve Transit Services/ Road Infrastructure	15
Safe Communities	Improve/ Expand the Public Transit System	62	Improve Road, Trail, Sidewalk Infrastructure	35	Safety is Lacking Generally	31	We are Failing in This	23	Better Safety Measures for Bikes and Pedestrians is Needed	21	Increase Police Presence in Communities	10
Inclusive Communities	Currently This Does Not Happen	40	Inclusivity Needs to be Considered	27	Community Opinion is Not Sought/ Ignored	24	This is Not Very Important	14	Show That Residents are Listened To Not Just Developers	10	Councillor/ Council is Doing a Poor Job	9
Involved Communities	This Doesn't Happen Enough	14	Make the Opportunities Accessible to Everyone	11	Give Residents a Chance to Give Input	10	This is Important	9	Time Poverty is a Barrier to Volunteering	8	Don't Rely on Volunteers to Provide Municipal Services	6

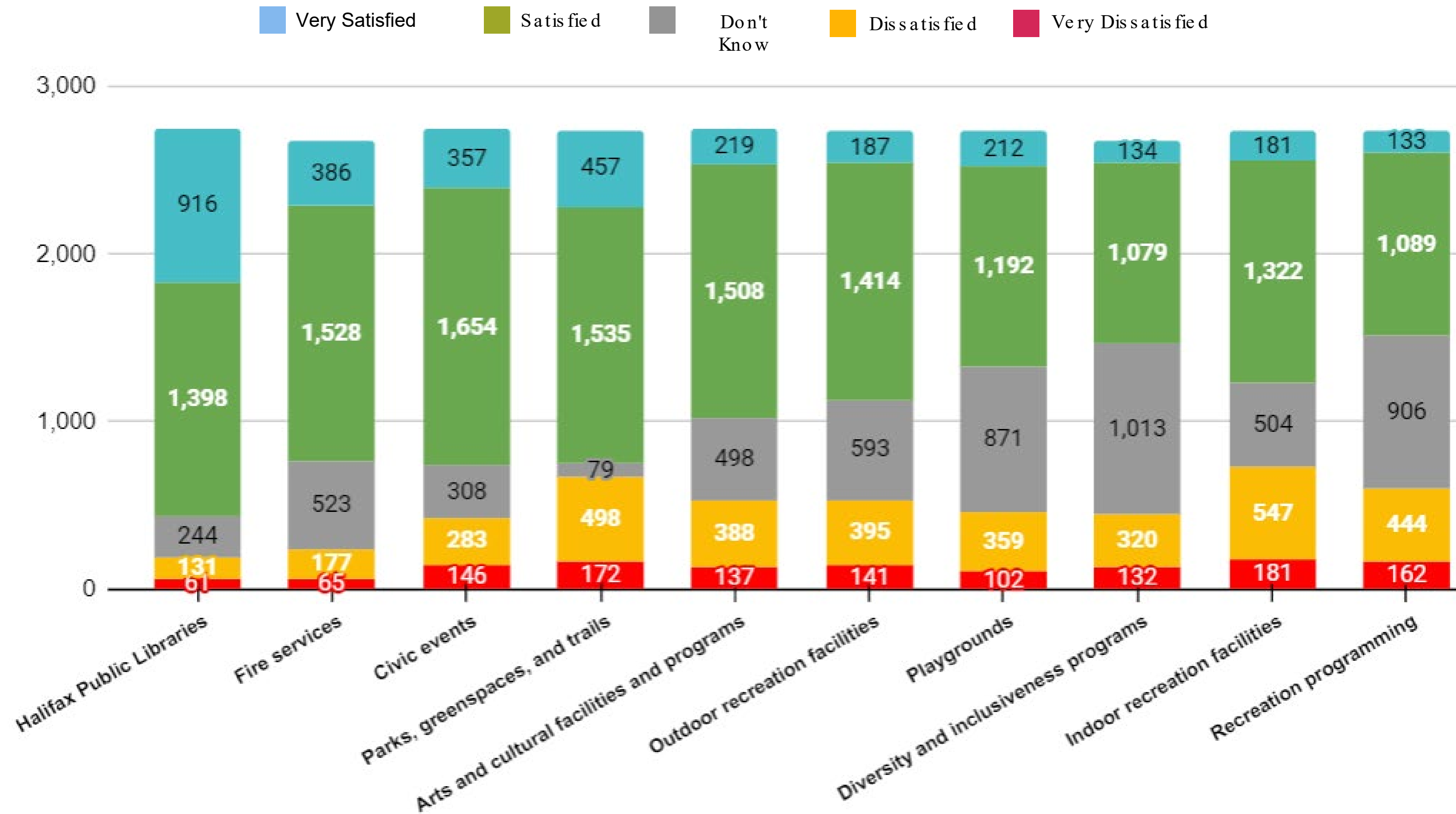
Counts indicate how many comments covered the theme.

# Sentiment Analysis

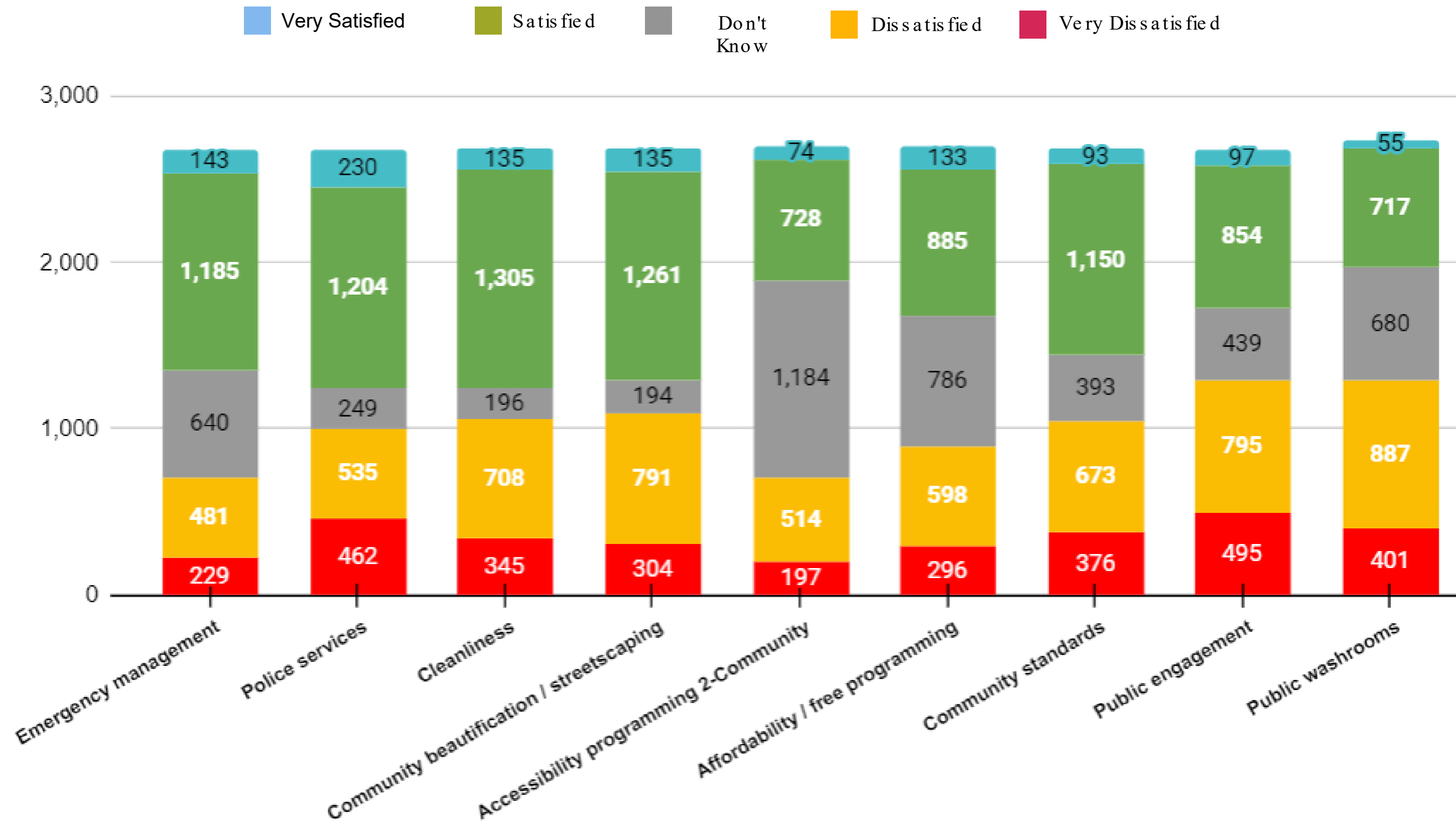
## Comments count by tone and type

	<b>Affordable communities</b>	<b>Inclusive Communities</b>	<b>Safe Communities</b>	<b>Involved Communities</b>
<b>Tone</b>				
Positive	12	5	6	15
Neutral	239	107	139	68
Negative	83	73	124	51
<b>Tone summary</b>	Neutral	Mod negative	Mod Negative	Mod Negative
<b>Type</b>				
Value Judgment	16	2	1	0
Policy recommendation	8	2	3	1
Observation	30	6	10	10
Question	7	9	11	3
General	273	166	244	120
<b>TOTAL</b>	334	185	269	134

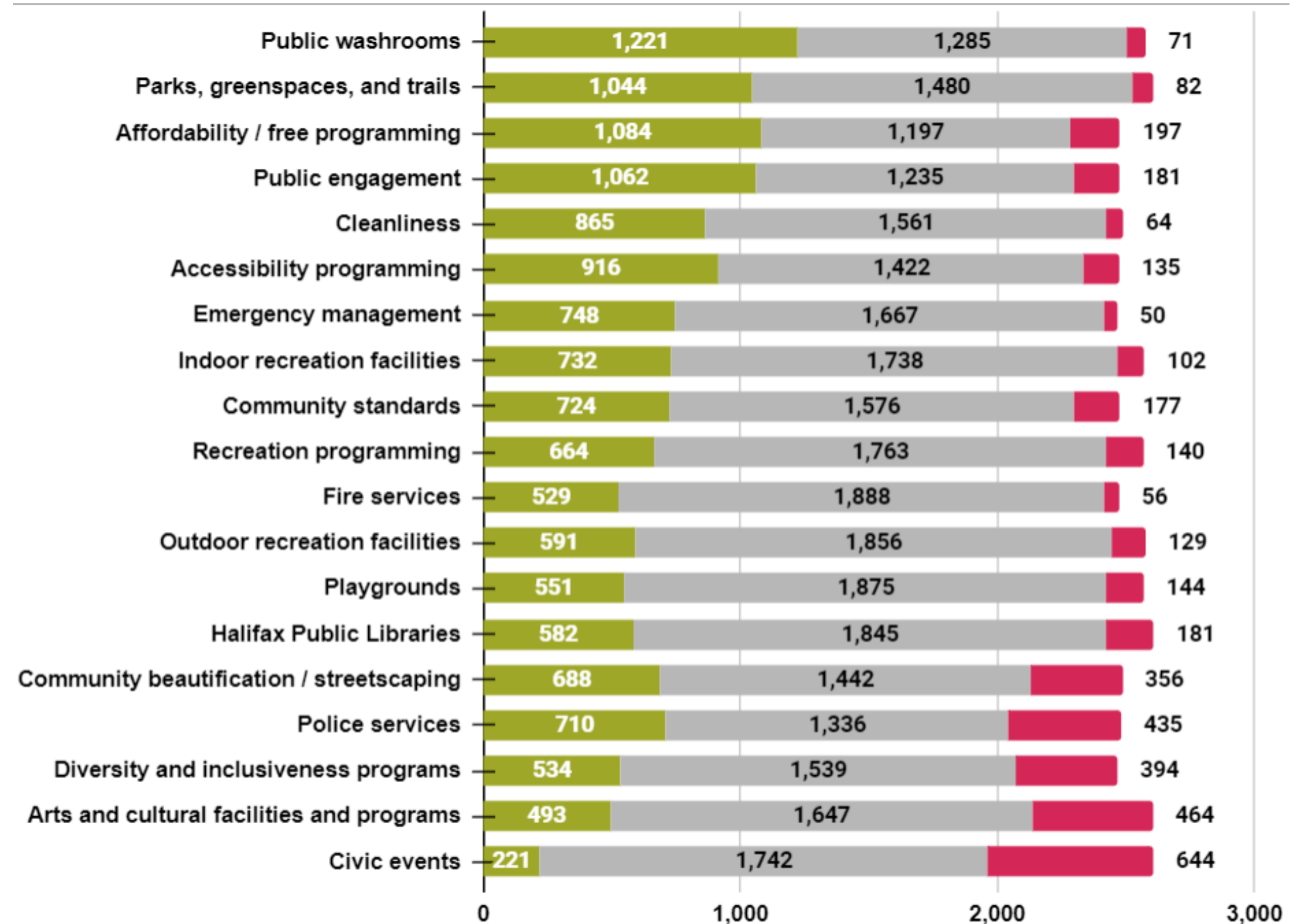
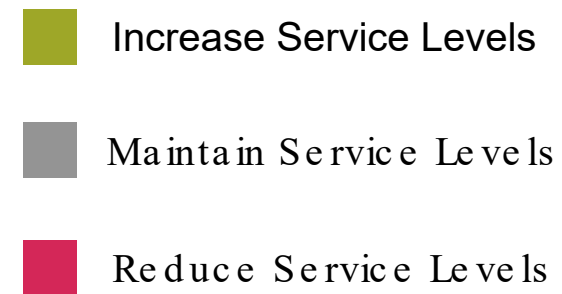




Communities: Satisfaction (cont'd)  
 (2,756 > n > 2,677)



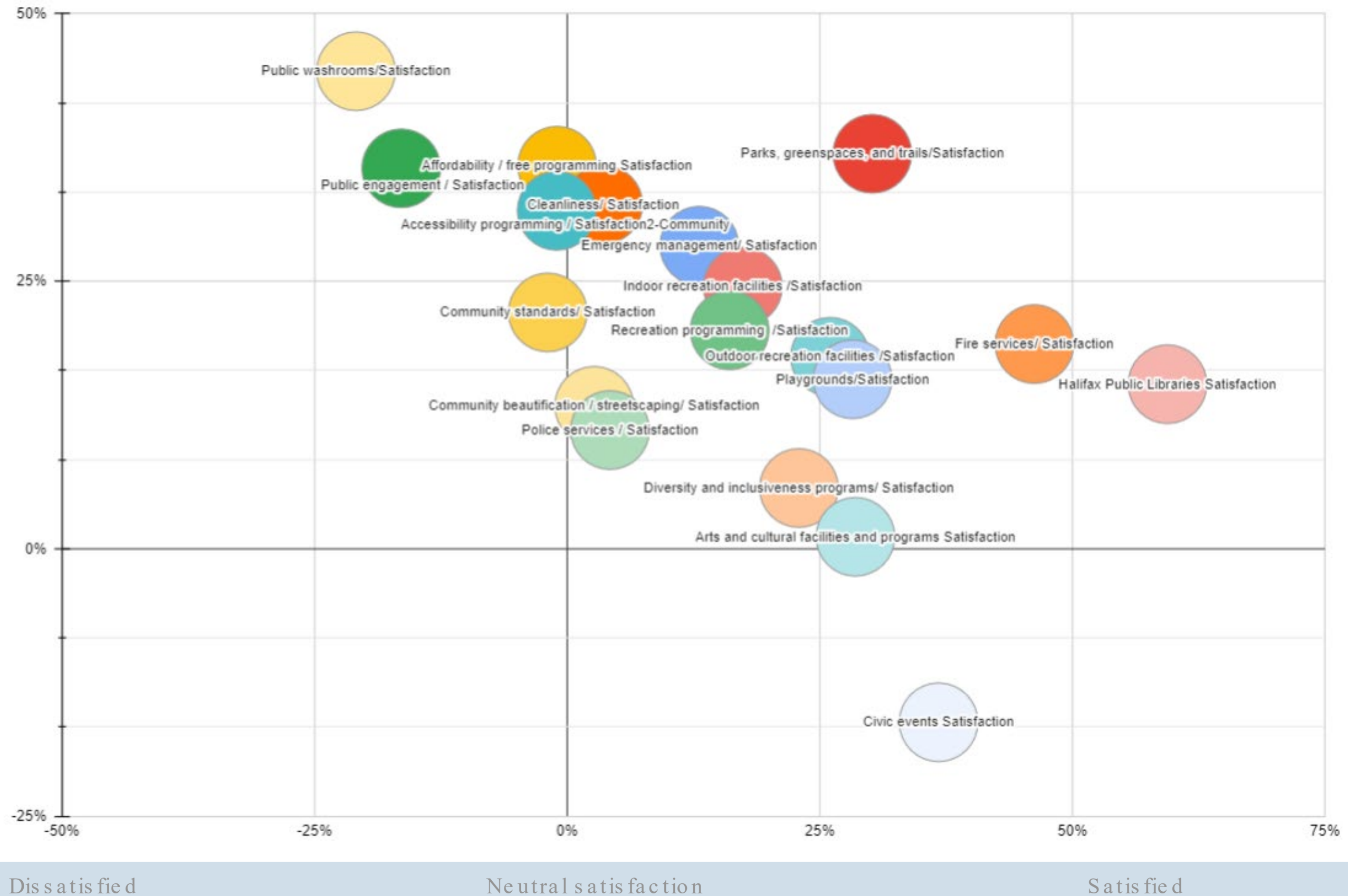
# Communities: Service Levels (2,609 > n > 2,464)



Moderately  
Increase  
Service levels

Keep service  
levels the  
same

Slightly  
decrease  
service levels



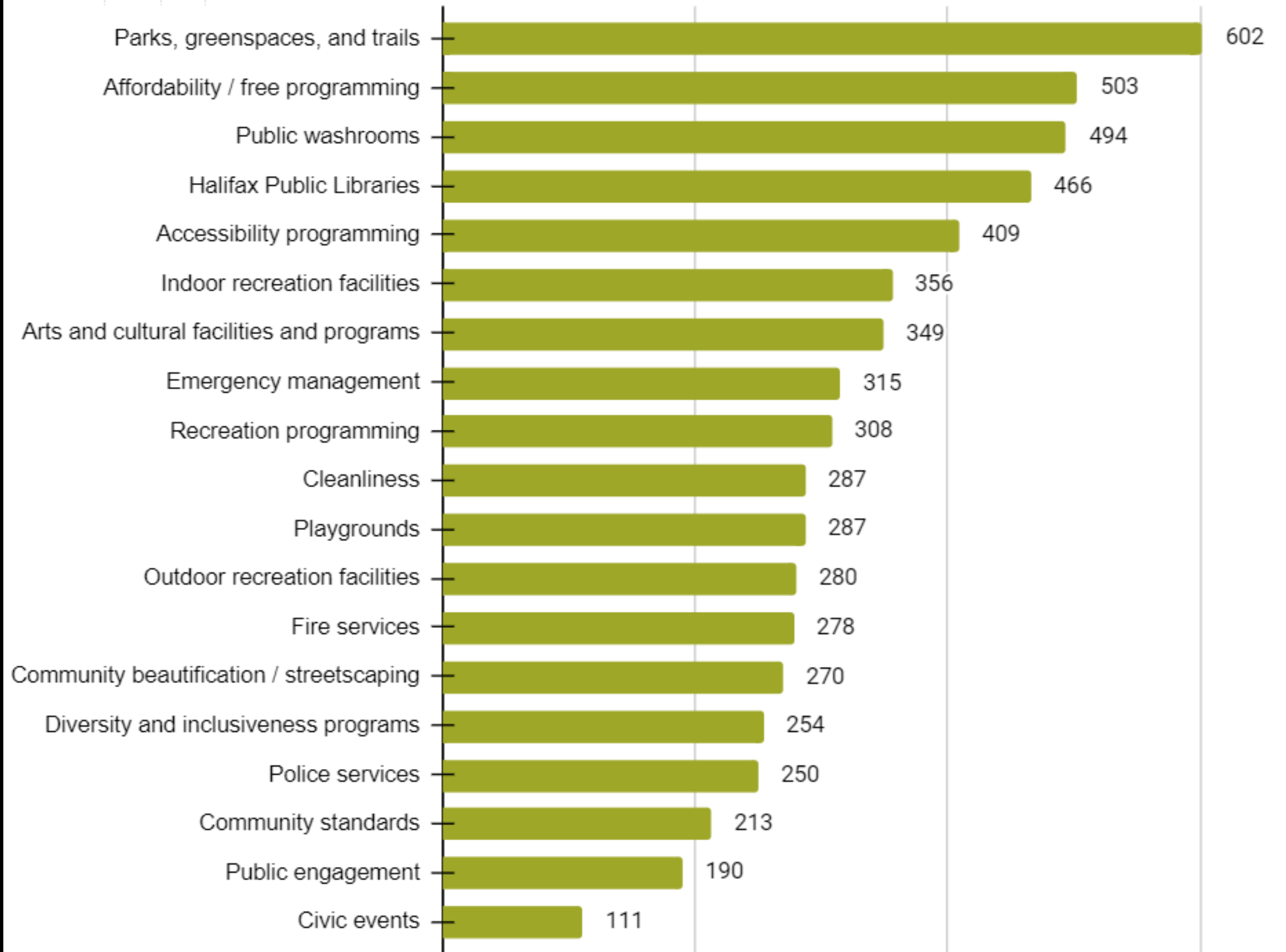
Dissatisfied

Neutral satisfaction

Satisfied

Communities :

Pay additional tax support



Across the 19 areas of service delivery, on average, service levels were seen as mildly satisfactory. However, there were significant differences within that group. 5 areas were not seen positively, especially public washrooms and public engagement. The libraries, fire service, civic events and parks were rated as satisfactory, and the remaining nine as somewhat satisfactory.

The overall desire for funding level changes was a modest increase. Generally, the lower the level of service satisfaction, the higher the desire was to increase service funding. There were notable exceptions to this - participants rated parks reasonably well and wanted to see more funding. Civic events were also rated reasonably well, yet this was an area where participants had the strongest inclination to reduce funding.

Just over 600 participants actively stated a desire to pay additional taxes for parks and around 500 were willing to pay additional taxes both for affordability/free programming and public washrooms.

In terms of importance, all of the Safe, Affordable, Inclusive and Involved Communities areas were rated between important and very important. There were 269, 335, 185 and 134 comments on these respectively.

The overall tone was moderately negative. The top three themes to emerge were:

**Safe communities:** Public transit expansion and improvement, road/trail/sidewalk infrastructure improvements, more focus on safety. A further 57 themes emerged.

**Affordable communities:** Affordable housing, insufficiency of effort and inclusiveness. A further 69 themes emerged.

**Inclusive communities:** Lack of activity, the need for its consideration and lack of community input. A further 47 themes emerged.

**Involved communities:** Infrequency of involvement, opportunity accessibility, need for community input. A further 59 themes emerged.

In summary, participants have provided the municipality with a prioritization of spending that broadly matches perceived need for improvement. The participants value community and want the municipality to collaboratively and inclusively address various infrastructure and housing in particular.



## INTEGRATED MOBILITY

The municipality offers safe, sustainable, and accessible travel options to move conveniently throughout the region.



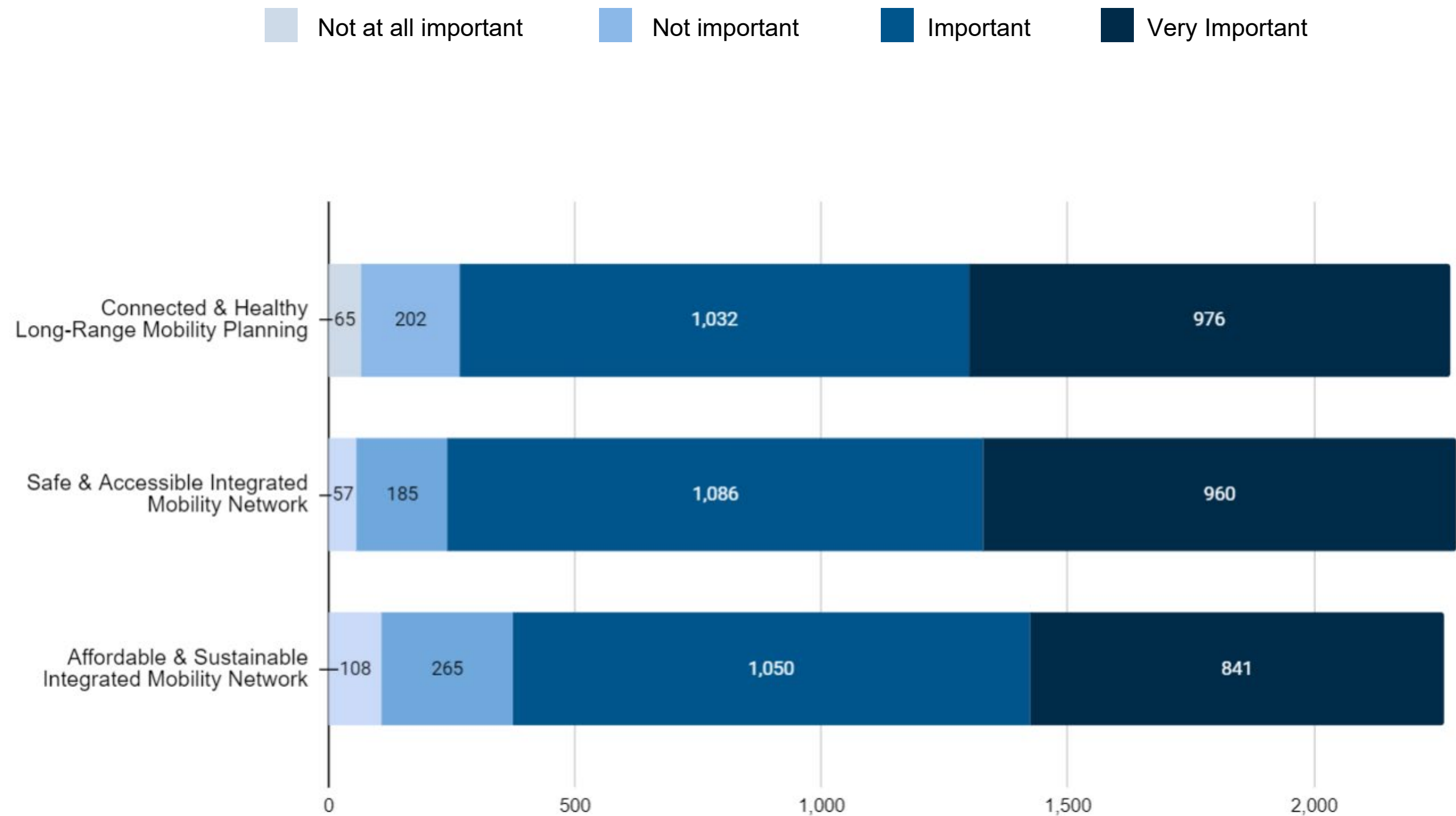


# Integrated Mobility: Importance

Connected & Healthy Long Range Mobility Planning  
(n=2,275)

Accessible Integrated Mobility Network  
(n=2,288)

Sustainable Integrated Mobility Network  
(n=2,264)



The following table shows the top six themes that emerged from "Integrated Mobility" and its subtopics.

Subtopic	Top theme	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6	
Connected & Healthy Long-Range Mobility Planning	Improve/Increase Transit Routes, Time and Frequency	64 Safe Roads, Sidewalks, Trails, Bike Lanes Needed	41 No More Bike Lanes Needed	33 Increase/Improve Sidewalk, Trails and Bike Lanes	31 Increase/Improve Car Road Infrastructure	27 Reduce Use of Cars/ Driving	26
Safe & Accessible Integrated Mobility Network	Prioritize Safe Active Transportation	20 Work with All Ages, All Abilities	18 Improve Transit Schedule, Frequency, Reliability, Access to Attract More People	13 The City is Not Doing Enough on This	10 This is Important	8 Bike Usage is Low/ Reduce Bike Lanes	7
Affordable & Sustainable Integrated Mobility Network	Build Better Transit Infrastructure	17 Safety for Roads and Active Transportation is Needed	11 Less Car Centric Please	9 Prioritize social Equity	7 Prioritize Active Transportation	7 Enough with the Bike Lanes Already	7

Counts indicate how many comments covered the theme.

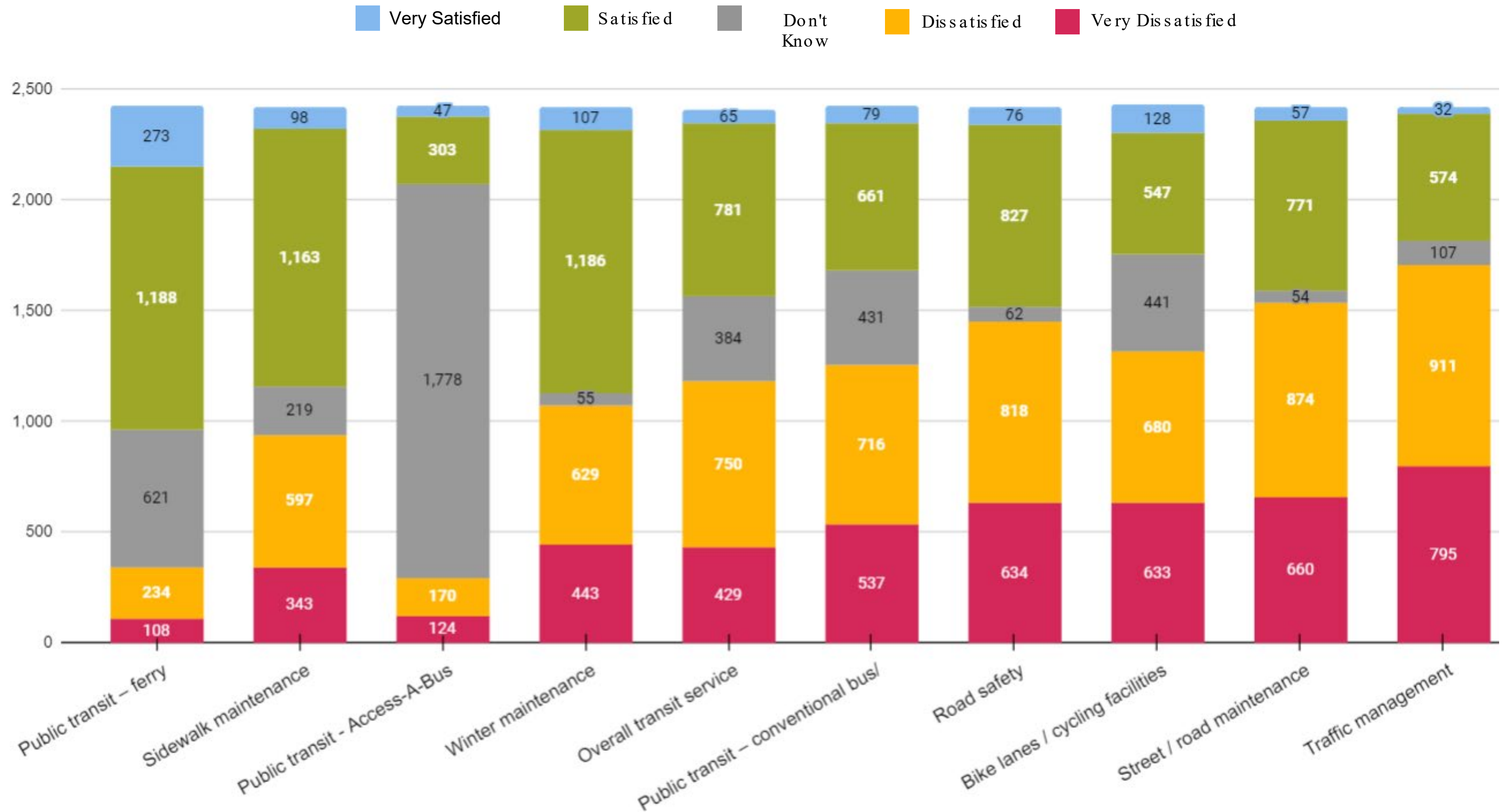
# Sentiment Analysis

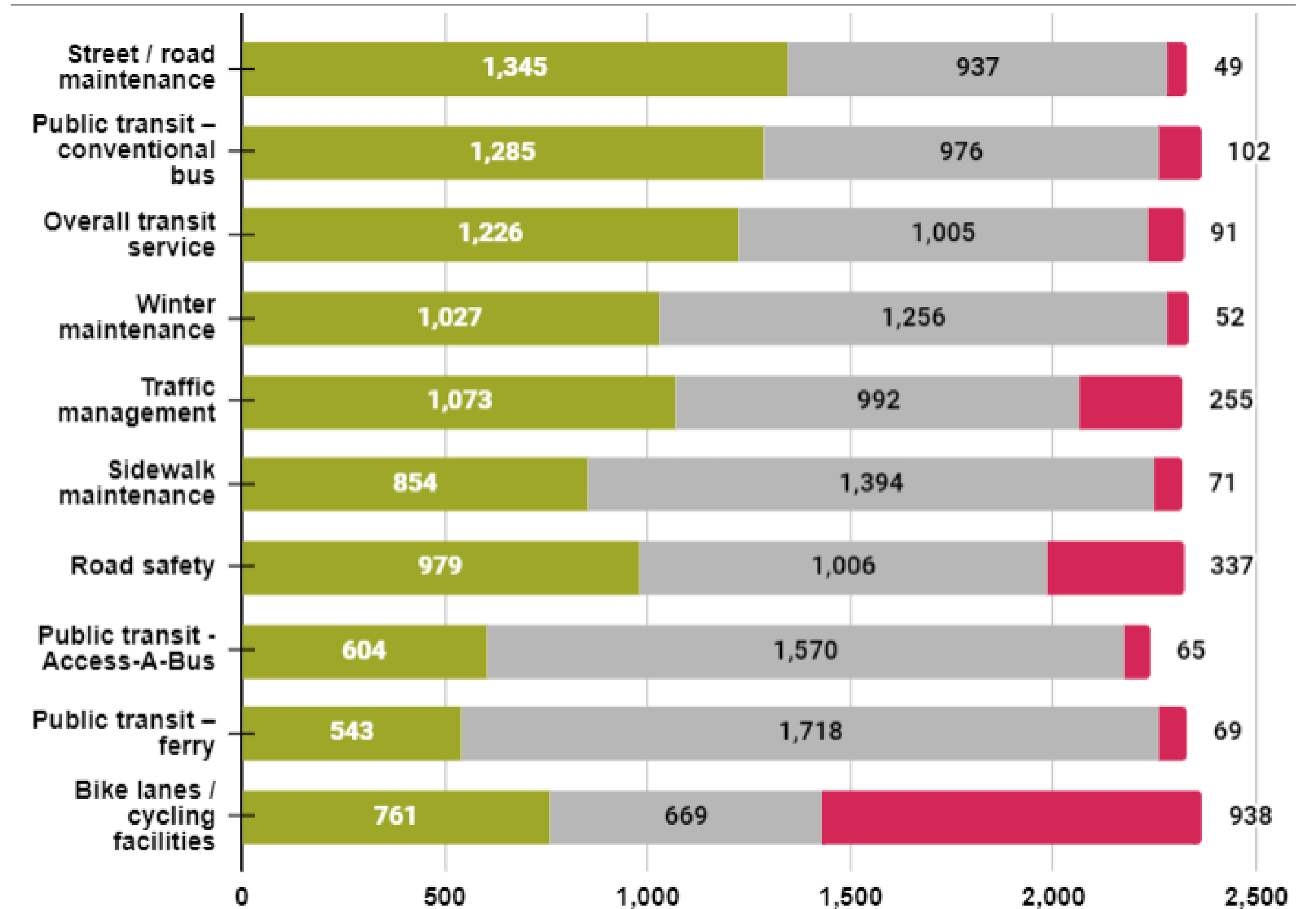
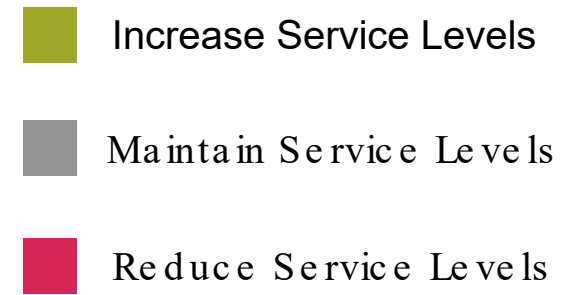
## Comments count by tone and type

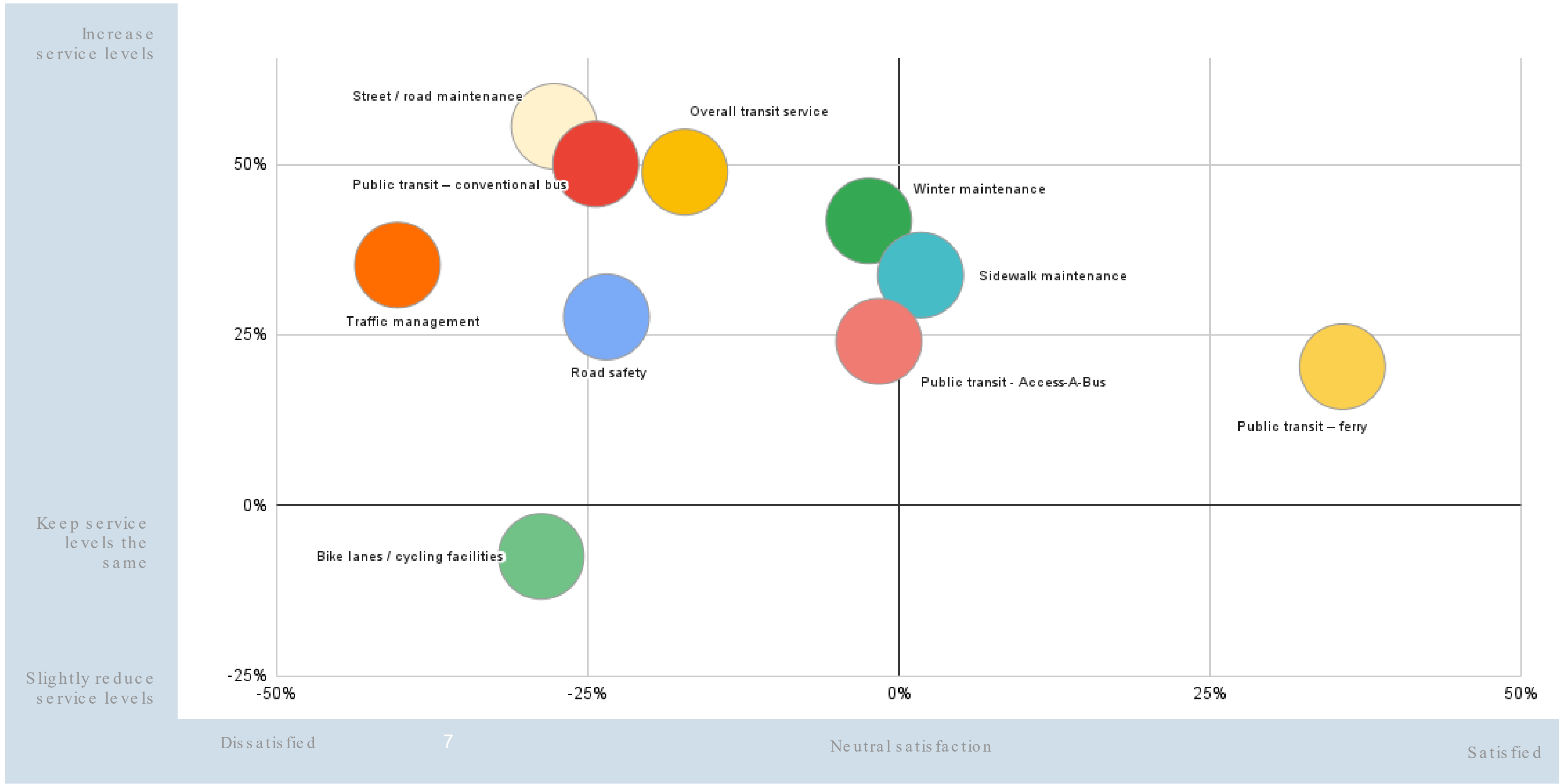
	<b>Affordable &amp; Sustainable Integrated Mobility Network</b>	<b>Connected &amp; Healthy Long-Range Mobility Planning</b>	<b>Safe &amp; Accessible Integrated Mobility Network</b>
<b>Tone</b>			
Positive	2	6	4
Neutral	101	211	87
Negative	16	49	23
<b>Tone summary</b>	Neutral	Neutral	Neutral
<b>Type</b>			
Value Judgment	0	9	0
Policy recommendation	2	3	1
Observation	3	28	2
Question	1	6	4
General	113	220	107
<b>TOTAL</b>	119	266	114

# Integrated Mobility: Satisfaction

(2,430 > n > 2,408)







Increase service levels

Keep service levels the same

Slightly reduce service levels

Dissatisfied

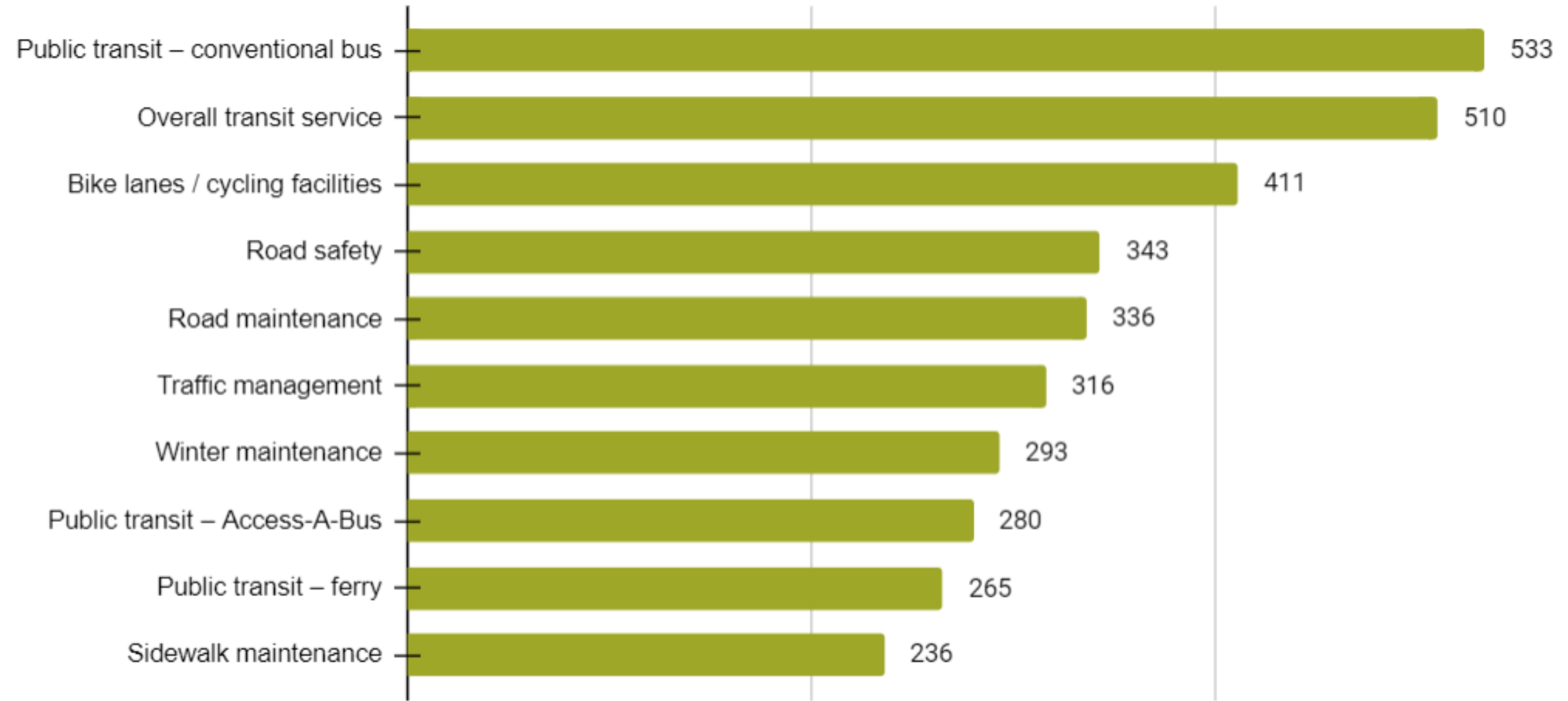
7

Neutral satisfaction

Satisfied

Integrated Mobility:

Pay additional tax support



Across the 10 areas of service delivery, on average, service levels were seen to be very slightly unsatisfactory, but individually there were significant differences. The ferry was viewed as somewhat satisfactory. Sidewalks, Access -A-Bus and Winter maintenance were viewed neutrally, and the remaining transit and transit infrastructure services were viewed somewhat negatively, in particular, Traffic management.

The participants wanted to see funding levels increase in all but one of these areas (Bike lanes / cycling facilities), generally in line with the implied need indicated by current service levels. 514 participants supported additional tax payments to fund conventional buses and 510 supported the same for overall transit. Although cycling infrastructure had an overall desire to slightly decrease service levels, it was the third highest tax funding initiative supported, with 411 participants, indicating a diversity of opinion overall.

All three initiatives – Connected & Healthy Long-range Mobility Programming, Safe & Accessible Integrated Mobility Network and Affordable & Sustainable Integrated Mobility Network were seen to be important. There were 266, 114 and 119 comments on these respectively.



The overall tone was neutral. The top three themes to emerge were:

**Affordable & Sustainable Integrated Mobility Network:** the need to build better transit infrastructure, road and transport safety and less car -centricity. A further 63 themes emerged.

**Connected & Healthy Long -Range Mobility Planning:** Improvement and increase in routes and schedule, the need for safe roads and other transport routes, the need for more bike lanes.

**Safe & Accessible Integrated Mobility Network:** the prioritization of safe active transportation, the need to work with all ages and abilities, the improvement of schedules (as per #1 point in the last initiative).

In summary, all service initiatives were seen as important. Service delivery levels, particularly within transit infrastructure are identified as needing improvement matched by a clear desire to see increased funding. This infrastructure investment theme was reflected in the comments alongside the need for more safety.

# HALIFAX



## ENVIRONMENT

Leadership in climate change action and environmental protection – both as an organization and a region.



# Environment: Importance

## Climate Resilience

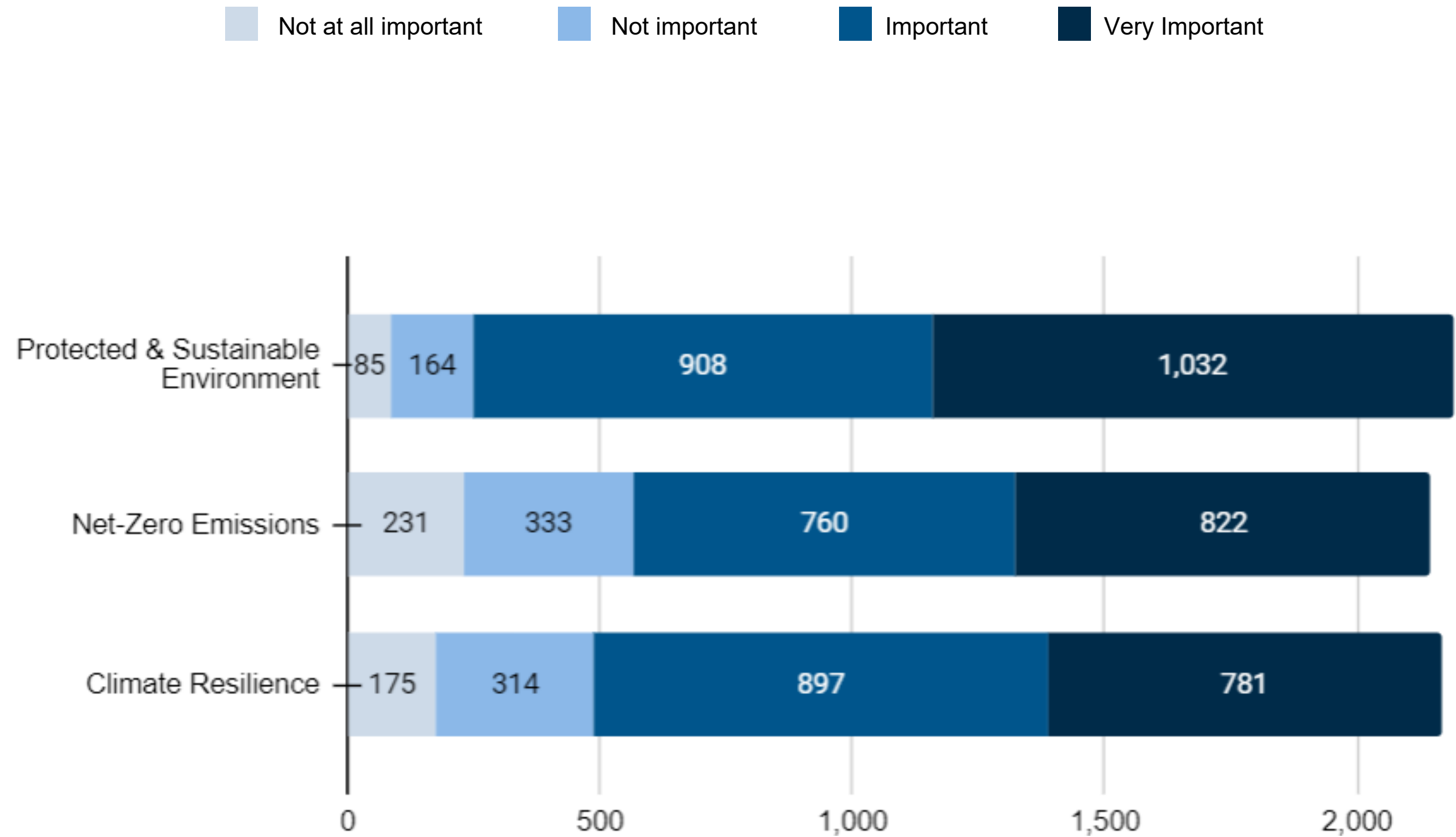
(n=2,167)

## Net-Zero Emissions

(n=2,146)

## Protected & Sustainable Environment

(n=2,189)



The following table shows the top six themes that emerged from "Environment" and its subtopics.

Subtopic	Top theme	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6	
Protected & Sustainable Environment	Protect the Wetlands	43 Stop Letting the Wealthy and Developers Have their Way for Profit	20 Nobody is Involved with Biodiversity/ Protecting Ecosystems	18 Protect Green Spaces and Forests	16 This is Important	10 Practice What You Preach	6
Net-Zero Emissions	This is Important	29 Likely Unattainable/ Unrealistic	26 This is Not a Priority	25 This Should Be Done Soon	18 Anything We Do is Likely Meaningless in the Grand Scheme	14 Preserve the Wetlands and Forests	12
Climate Resilience	This is Not a Priority	10 Empty Promises	9 Current Leadership is Not Doing Enough to Reduce Climate Change	9 This is Important	8 Not Doing a Good Job at This	7 Protect Wetlands and Shoreline	7

Counts indicate how many comments covered the theme.

# Sentiment Analysis

## Comments count by tone and type

**Climate Resilience**

**Net-Zero Emissions**

**Protected & Sustainable Environment**

<b>Tone</b>		<b>Climate Resilience</b>	<b>Net-Zero Emissions</b>	<b>Protected &amp; Sustainable Environment</b>
Positive	1	17	3	
Neutral	72	164	93	
Negative	32	36	28	
<b>Tone summary</b>	Slight negative	Neutral	Neutral	
<b>Type</b>		<b>Climate Resilience</b>	<b>Net-Zero Emissions</b>	<b>Protected &amp; Sustainable Environment</b>
Value Judgment	2	0	0	
Policy recommendation	3	8	1	
Observation	2	2	7	
Question	2	5	8	
General	96	202	108	
<b>TOTAL</b>	<b>105</b>	<b>217</b>	<b>124</b>	

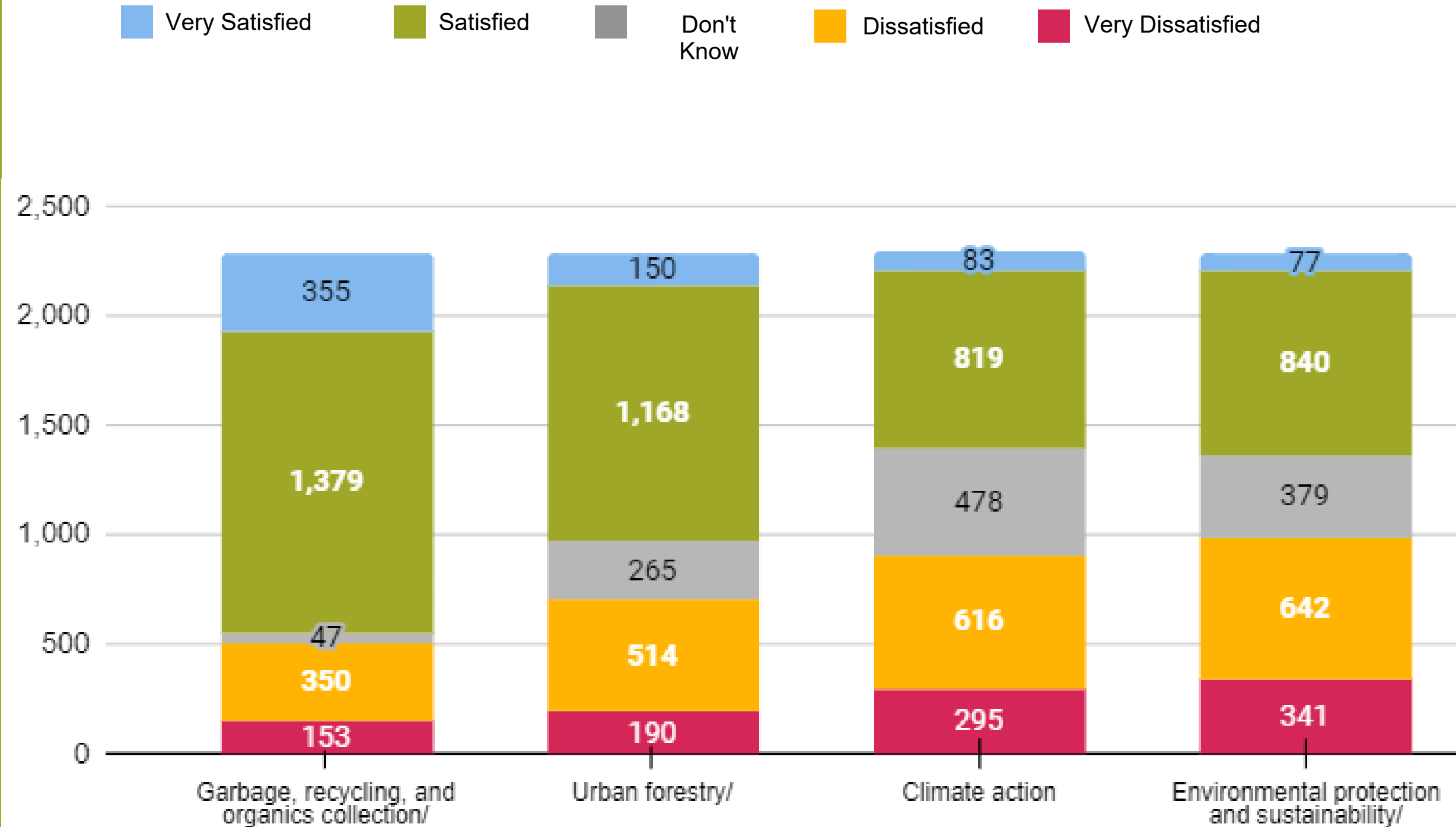
## Environment: Satisfaction

Garbage, recycling, and organics collection  
(n=2,284)

Urban forestry (e.g., street & park tree planting and maintenance)  
(n=2,287)

Climate action (e.g., reducing emissions and preparing for climate impacts)  
(n=2,291)

Environmental protection and sustainability (e.g. water monitoring, green network, wetland restoration)  
(n=2,279)



## Environment: Service Levels

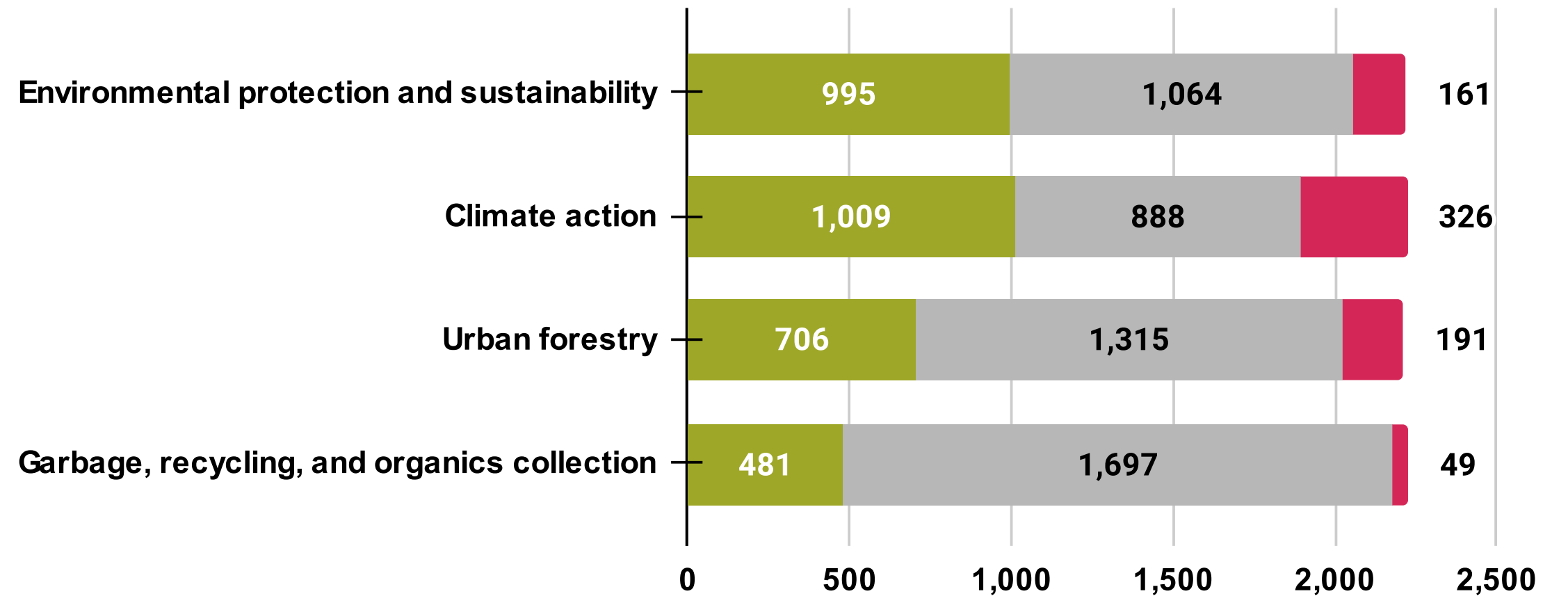
Environmental protection and sustainability (e.g., water monitoring, green network, wetland restoration)  
(n=2,220)

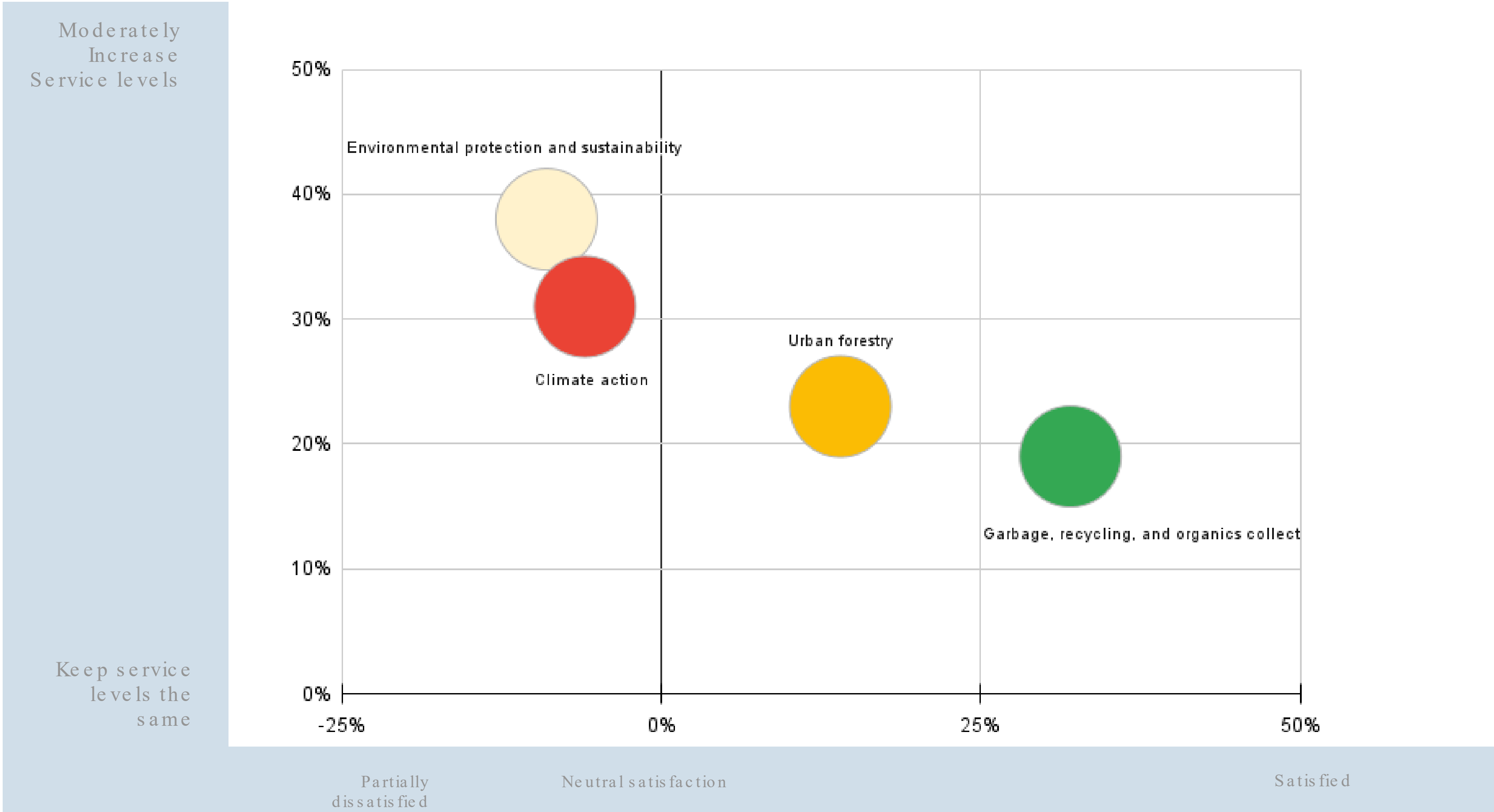
Climate action (e.g., reducing emissions and preparing for climate impacts)  
(n=2,223)

Urban forestry (e.g. street & park tree planting and maintenance)  
(n=2,212)

Garbage, recycling, and organics collection  
(n=2,227)

■ Increase Service Levels    ■ Maintain Service Levels    ■ Reduce Service Levels

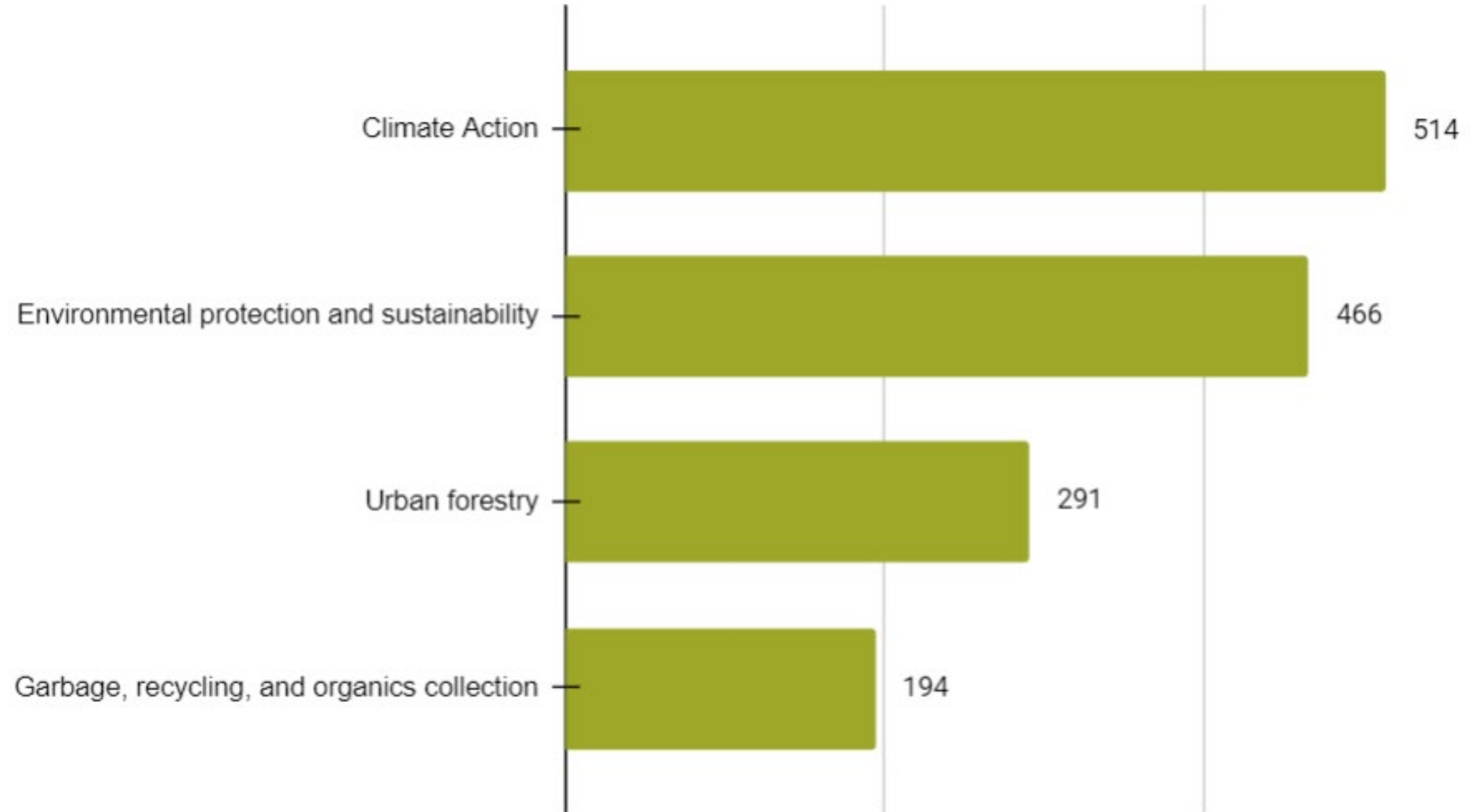






Environment:

Pay additional tax support



Across the 4 areas of service delivery, on average, service levels were seen to be somewhat satisfactory, but individually there were significant differences. Both environmental protection and climate action were seen to be slightly unsatisfactory whereas urban forestry and garbage were seen moderately favourable. The participants wanted to see funding levels increase in all these areas, generally in line with the implied need indicated by current service levels.

514 participants supported additional tax payments to fund the environment and 466 supported the same for environmental protection. Smaller numbers supported additional tax payments for forestry and garbage.

All three initiatives - Protected & Sustainable Environment, Net -Zero Emissions and Climate Resilience were seen to be important. There were 124, 217 and 105 comments on these respectively.

The overall tone was mostly neutral, although there was slight negativity within the climate resilience discussions. The top three themes to emerge were:

**Protected & Sustainable Environment:** Wetland protection, concern about developer profit over the environment and the lack of resources in protecting biodiversity. A further 33 themes emerged.

**Net -Zero Emissions:** its importance, questioning the realism of achieving it and (against the general thrust of discussion) it being a non -priority. A further 56 themes emerged. There was a clear diversity and divergence of thought here.

**Climate Resilience:** Its non -importance (again counter to the main thrust), promises not being fulfilled and not enough effort being made. A further 39 themes emerged.

In summary, all service areas were seen as important. The more familiar services of forestry and garbage were positively rated whereas on average, slightly unsatisfactory service level ratings were given to environmental protection and climate action. In those instances, there was a significant diversity of opinion about resilience and net -zero. Responsible development and biodiversity were two of the key themes.



## INFRASTRUCTURE

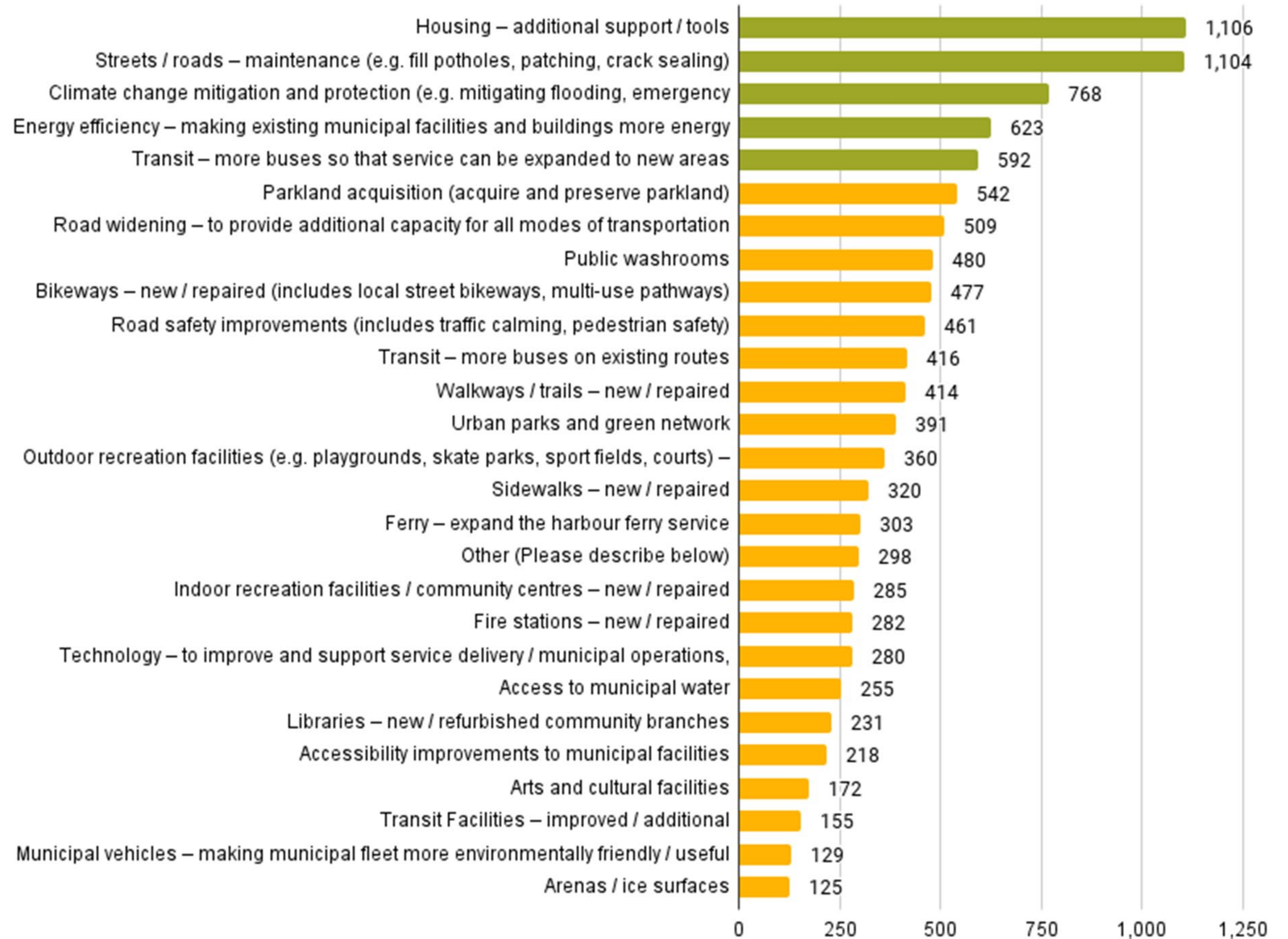
The municipality spends a portion of its yearly budget on infrastructure to meet both growth requirements and community expectations.



# Priorities

Please choose the top FIVE (5) infrastructure projects that you would like to see the municipality pursue over the next five years.

(n=1,296)



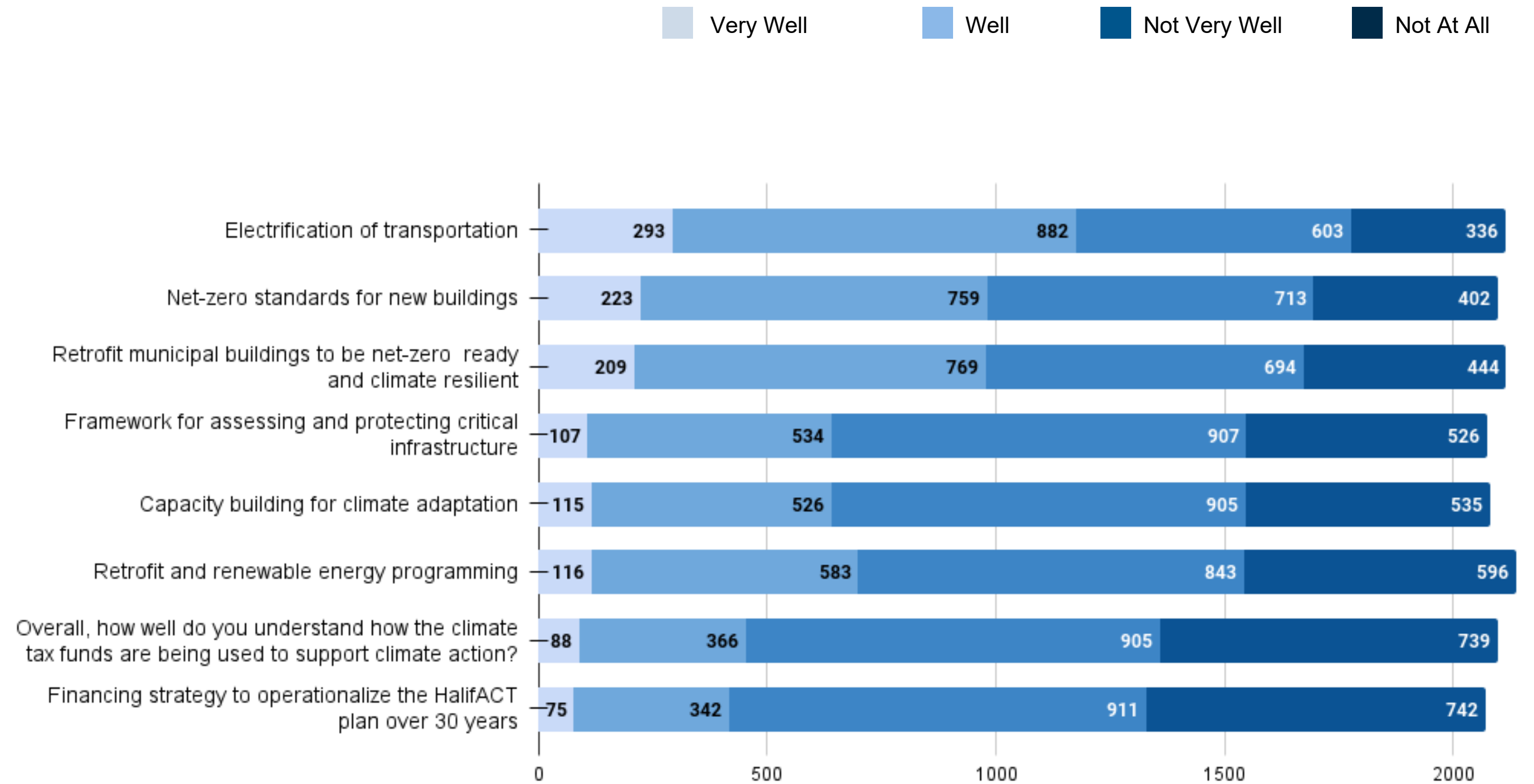
**HALIFAX**

Ha lifACT



# HalifACT: Education

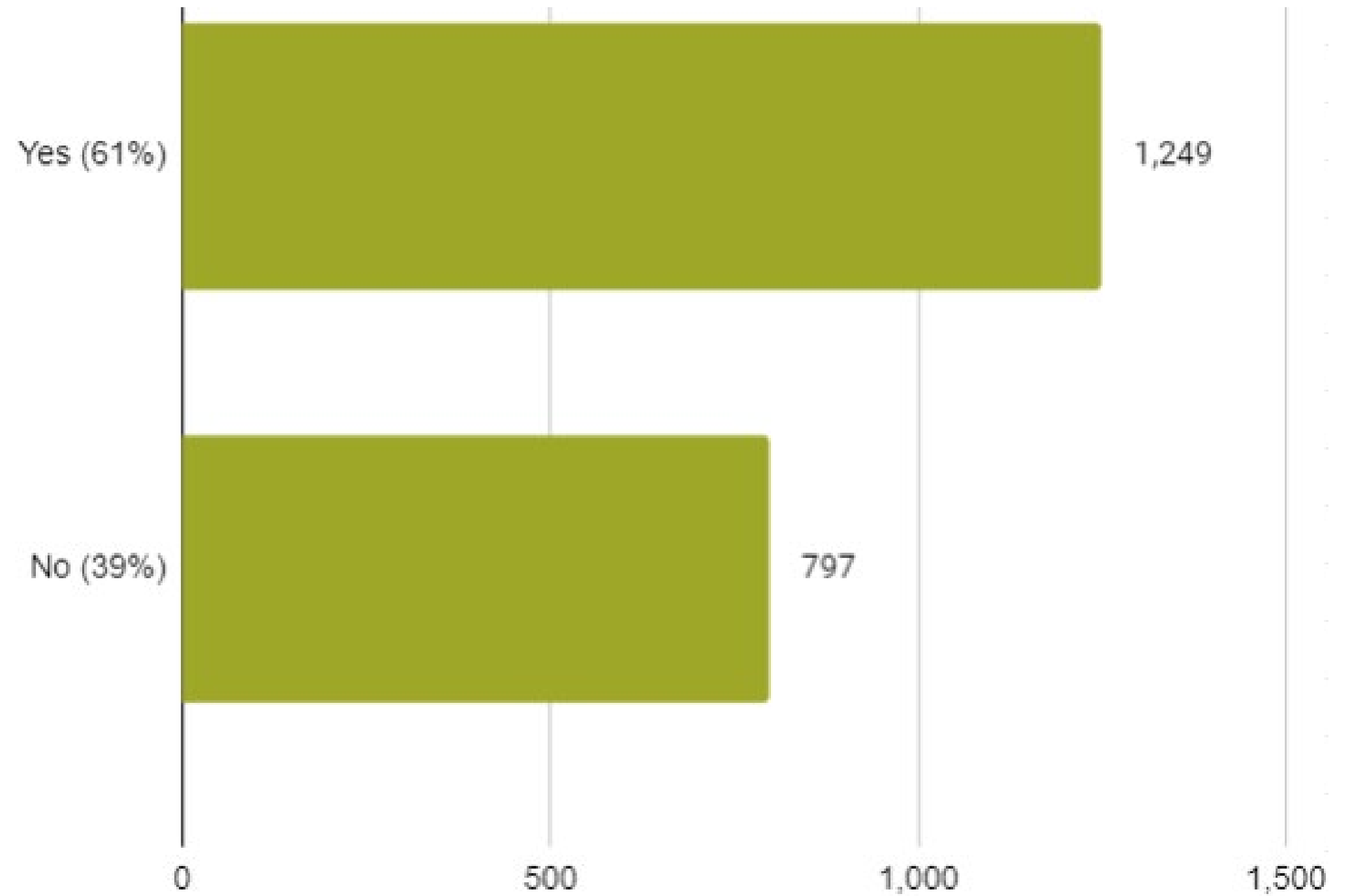
How well do you understand the following HalifACT action areas?  
(2,138 >n >2,073)



# HalifACT: Education

Do you believe that more examples of climate action presented in the public space would lead to more resident buy-in regarding the HalifACT Climate Action Plan?

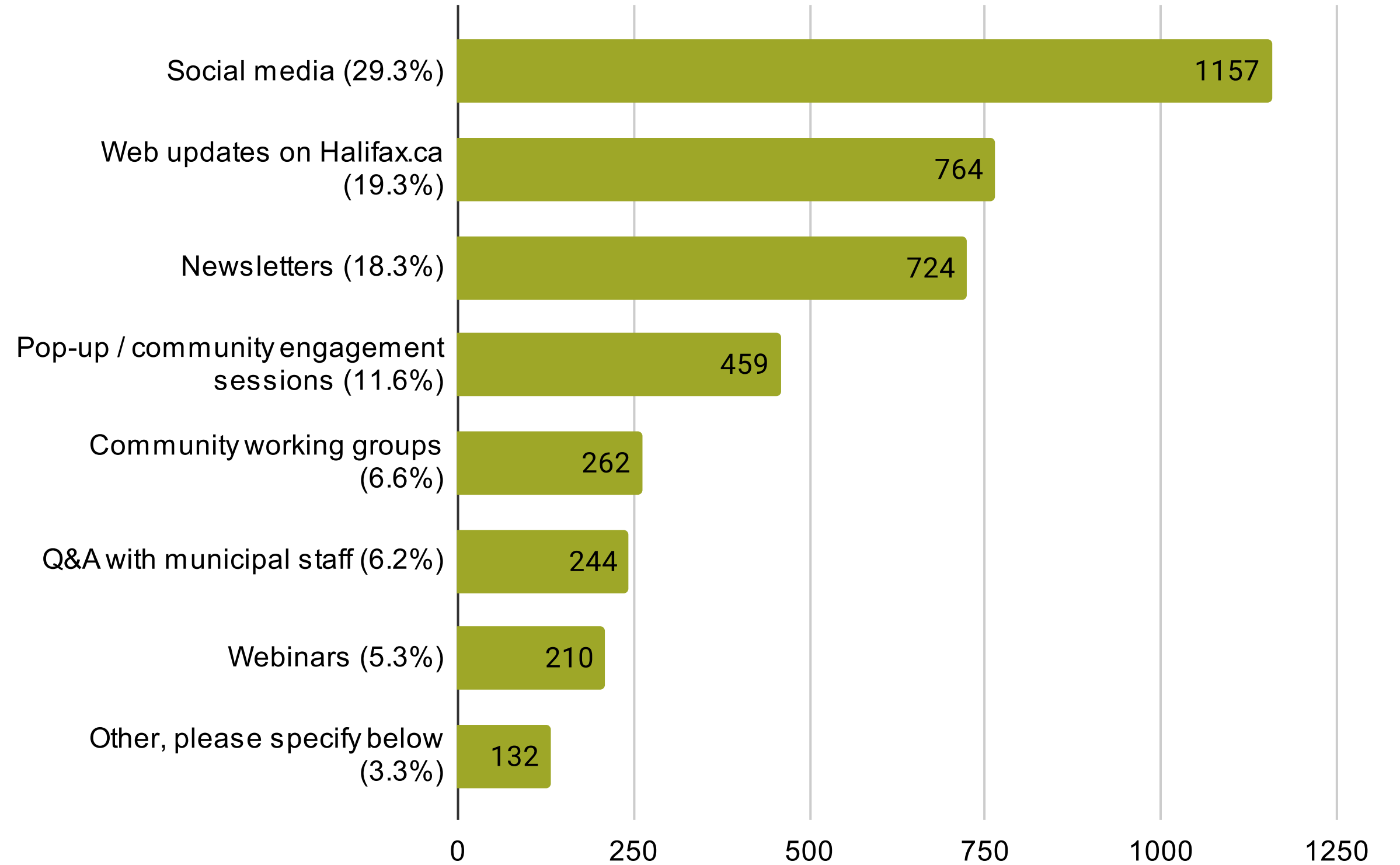
(n=2,046)





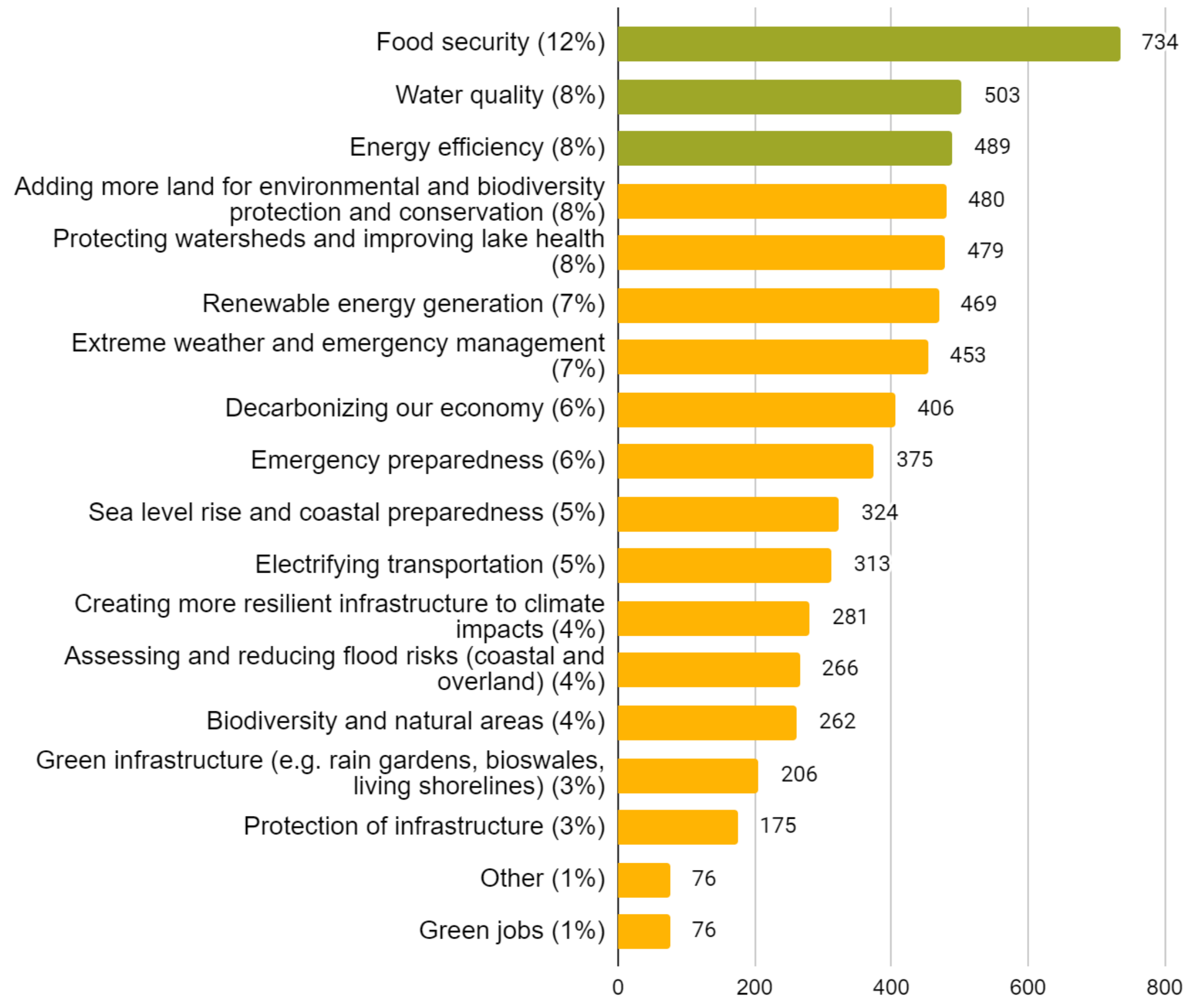
# HalifACT: Education

How would you prefer to  
learn about HalifACT?  
(n=3,957)



# HalifACT: Importance

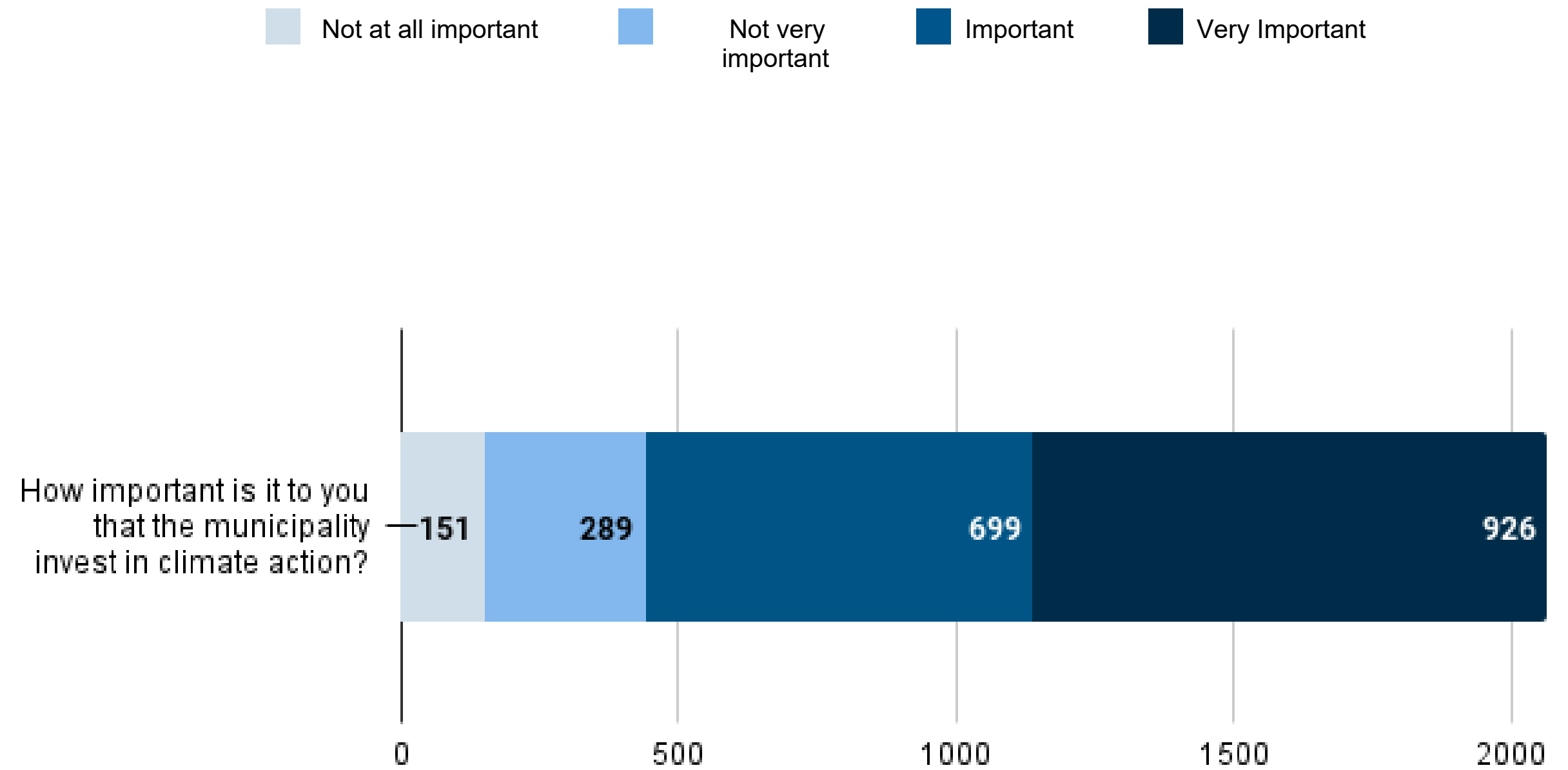
What are the top THREE (3) environmental / climate related issues that are the most important to you?  
(n=6,367)



# HalifACT: Importance

How important is it to you that the municipality invest in climate action?

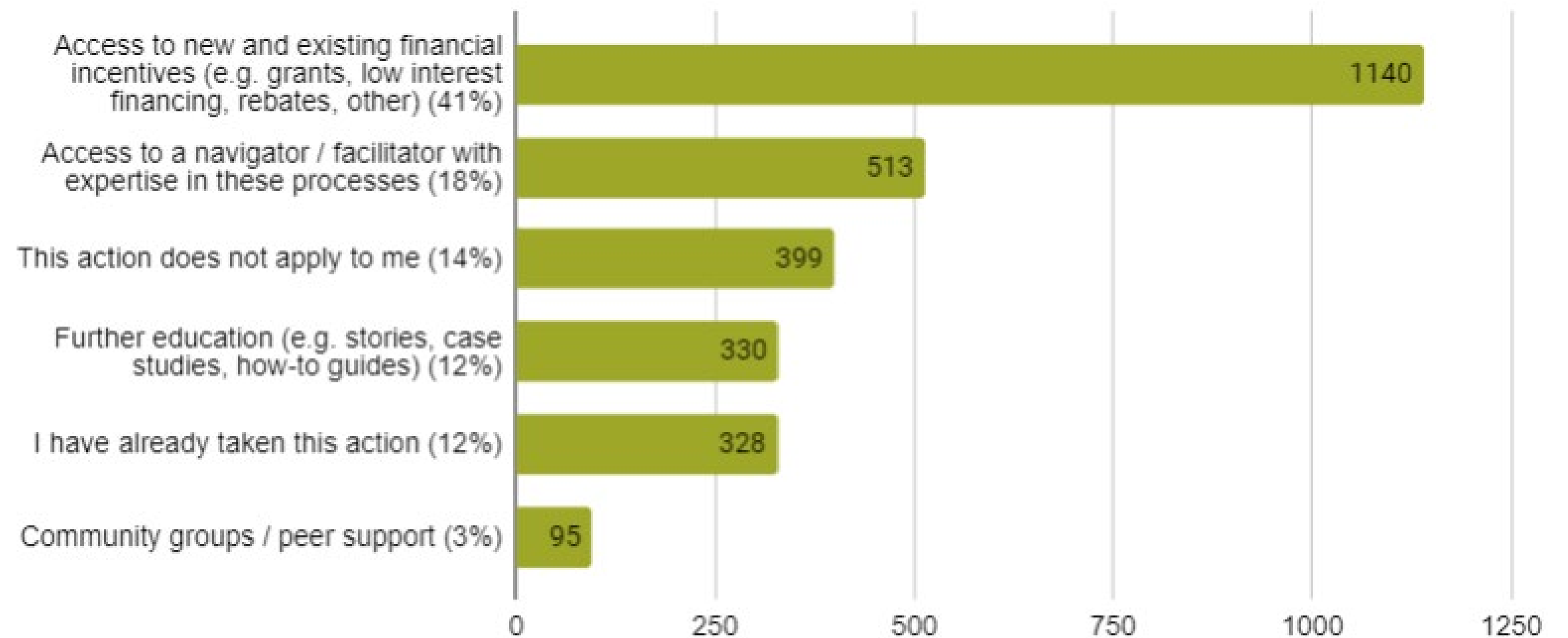
(n=2,065)



## HalifACT: Action

Retrofitting homes and buildings to be energy efficient and resilient to a changing climate

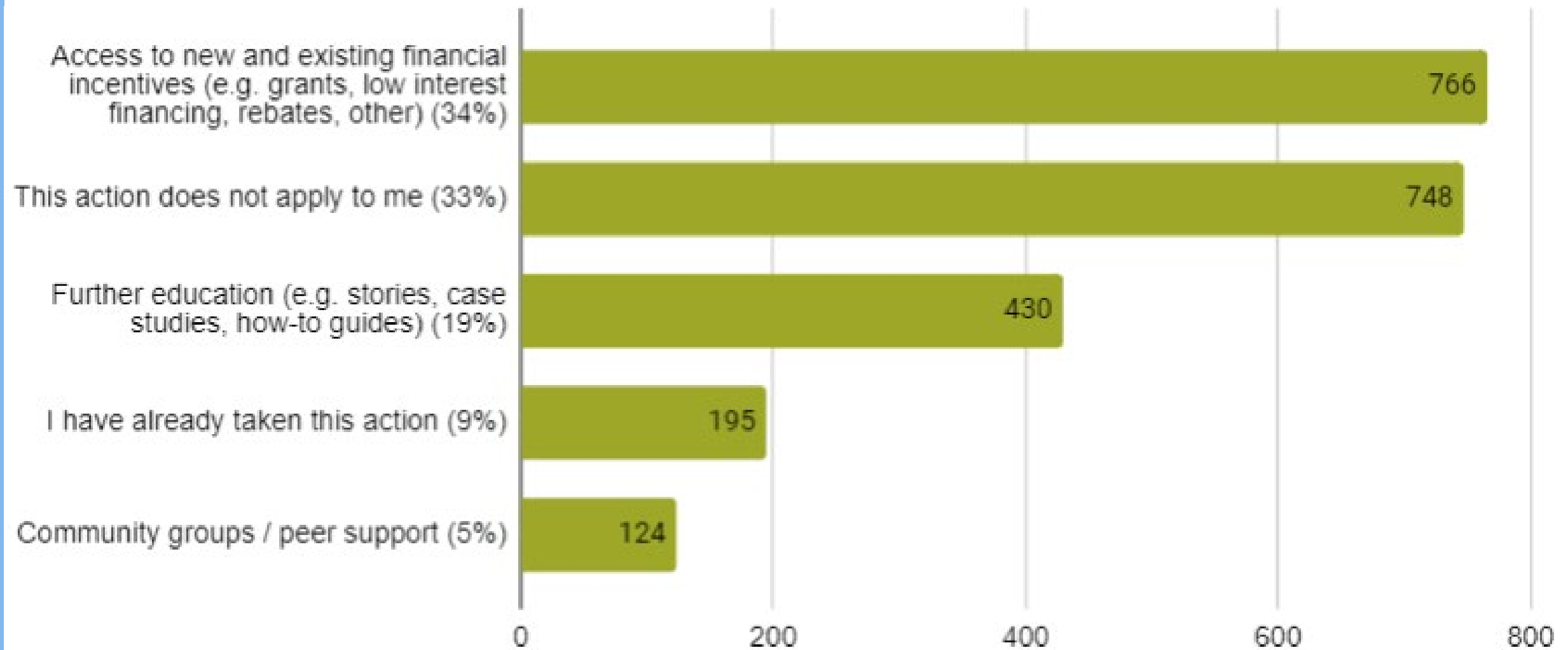
Which of the following supports would help you retrofit your home or building to be energy efficient and resilient to a changing climate?  
(n=2,805)



## HalifACT: Action

Implementing green infrastructure to prevent water damage on my property

Which of the following supports would help you implement green infrastructure to prevent water damage?  
(n=2,263)

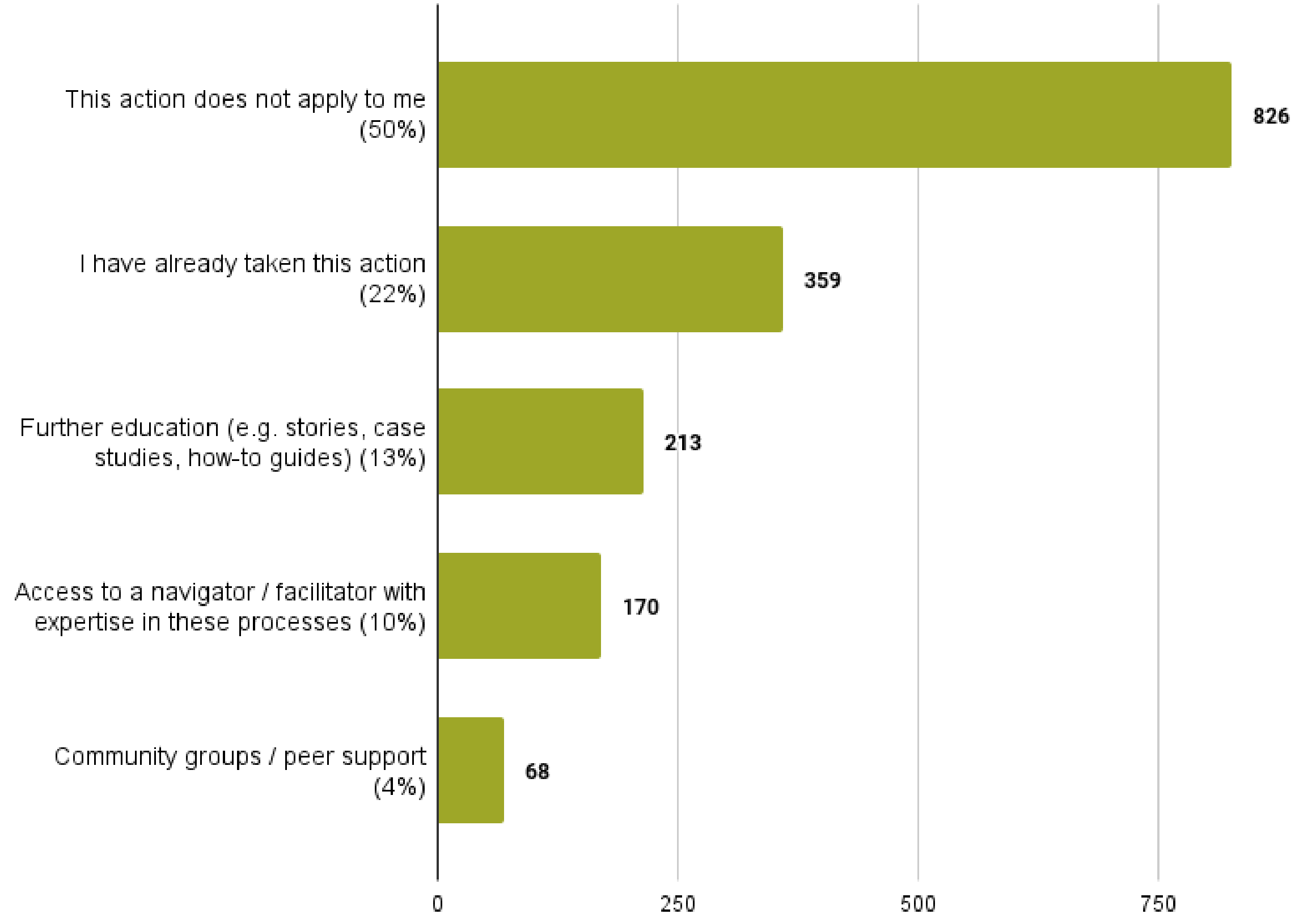


## HalifACT: Action

Switching to sustainable transportation modes:

Which of the following supports would help you switch to public transit?

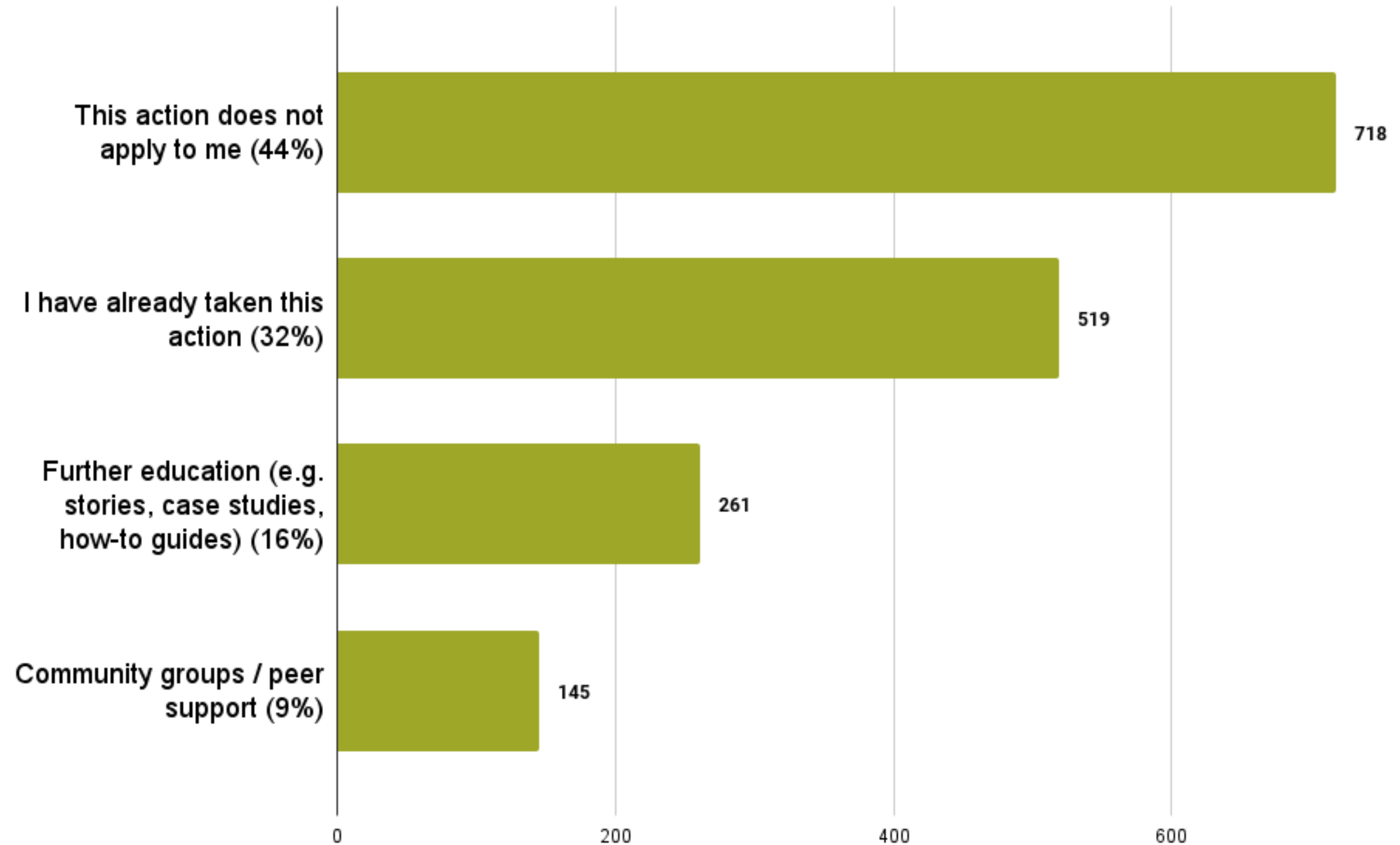
(n=1,636)



## HalifACT: Action

Switching to sustainable transportation modes:

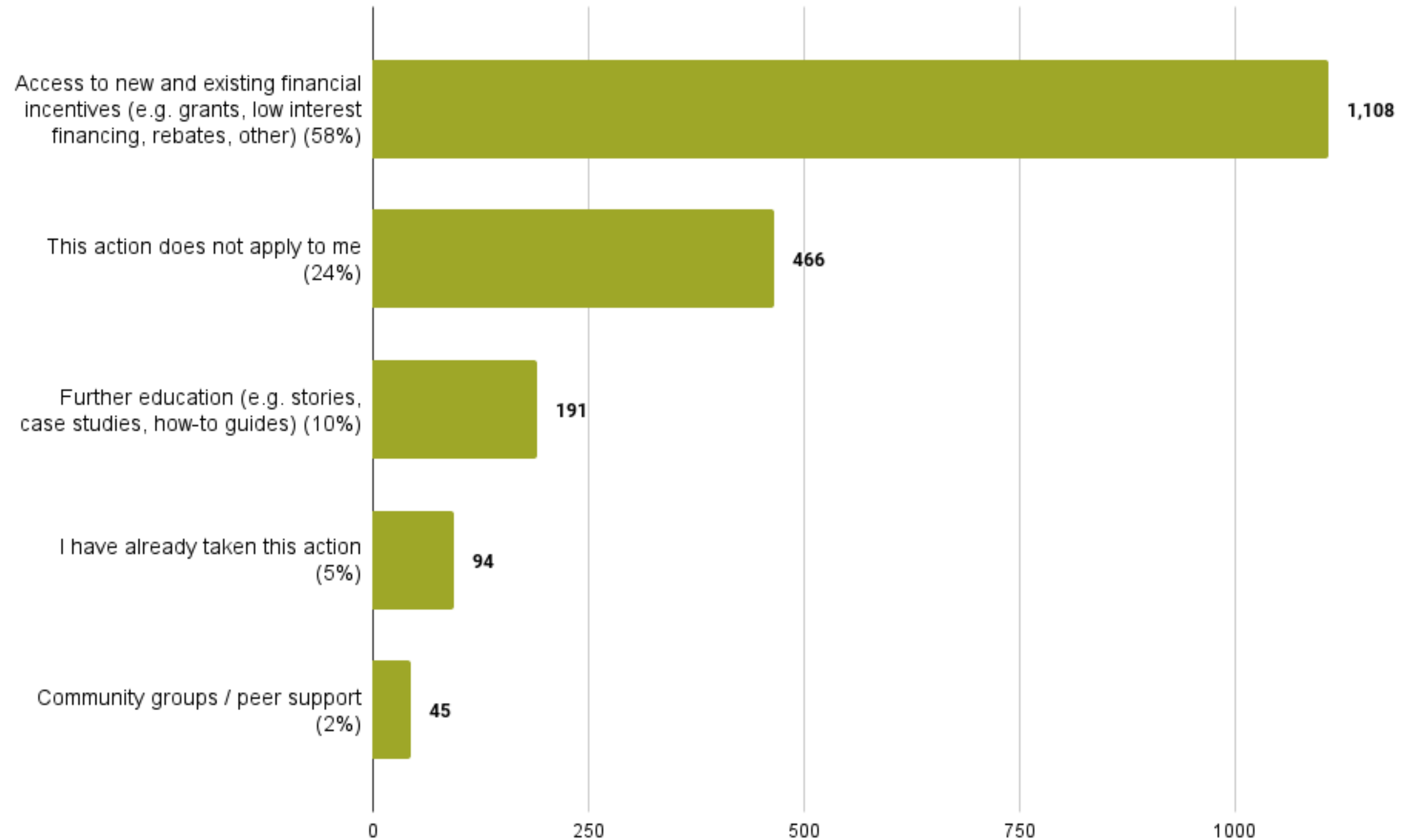
Which of the following supports would help you switch to **active transportation** (e.g., walking, rolling, or cycling [including electric bikes])?  
(n=1,643)



## HalifACT: Action

Switching to sustainable transportation modes:

Which of the following supports would help you switch to driving an electric vehicle?  
(n=1,904)

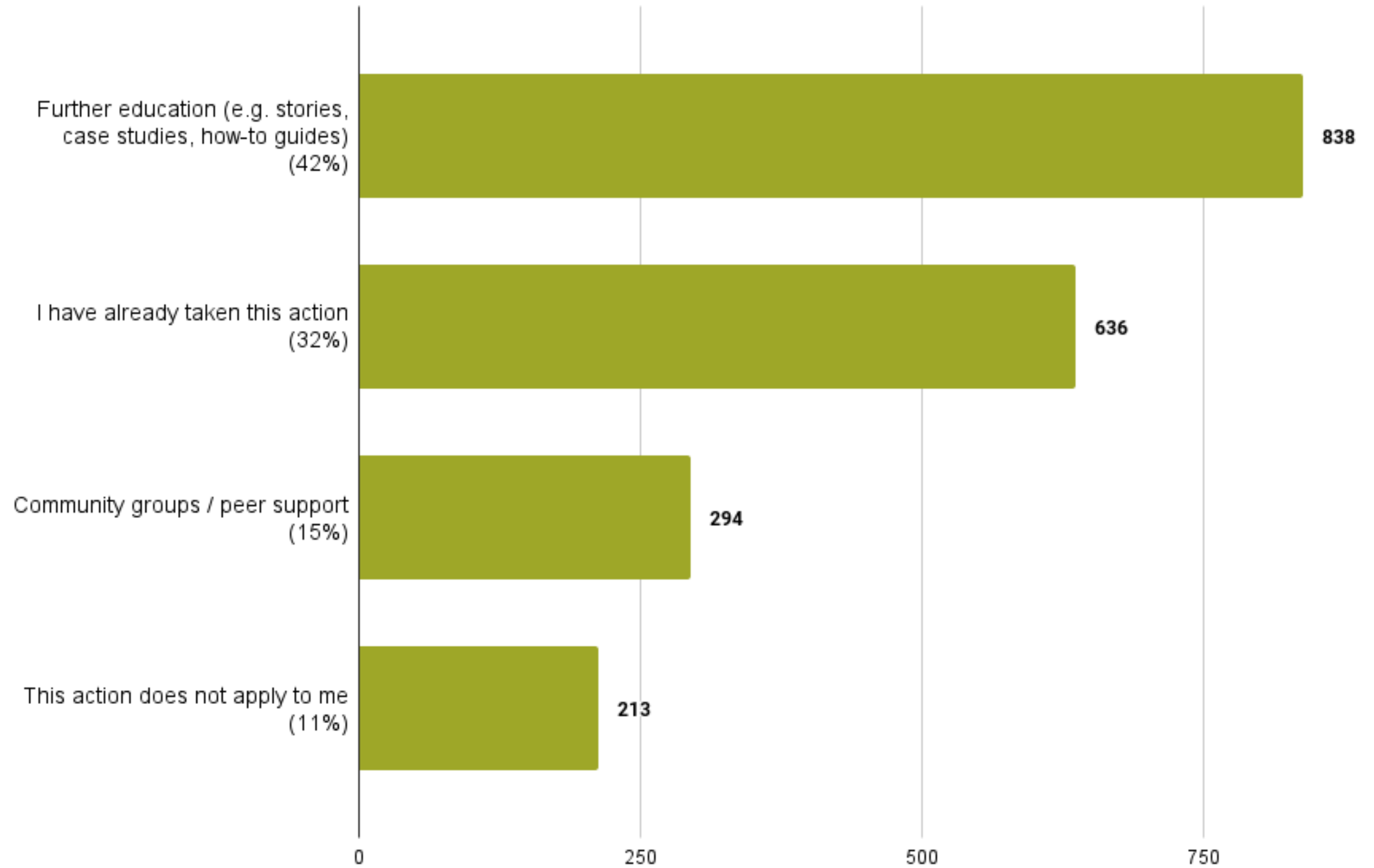




# HalifACT: Action

## Having an emergency plan for extreme weather events

Which of the following supports would help you develop an emergency plan for extreme weather events?  
(n=1,981)



The 8 HalifACT retrofit initiatives are understood at different levels.

Electrification of transportation, Net -zero standards for new buildings and Retrofit municipal buildings are partially understood.

The framework for Assessing/protecting critical infrastructure, Climate adaptation capacity building, Retrofit and renewable energy programming are not particularly well understood.

Climate tax fund usage and HalifACT financing strategy are not very well understood.

A clear majority support showing more examples of climate action in the public space.

The preference to learn about HalifACT is mostly through digital.

The top three environmental/climate related issues of importance are Food security (703 votes), Water quality (503 votes) and Energy efficiency (489 votes). A further 4,641 votes were cast across the remaining 15 stated issues.

Municipal climate action investment is seen as substantially important.

## The 6 HalifACT initiatives

The three most important solutions to retrofitting were seen as access to favourable financing (1,140 votes), access to an expert navigator (513) and further education (330). A further 822 votes were cast over three solutions.

The three most important solutions to water damage were favourable financing (766), further education (430) and community groups (124). The remaining votes (872) were for those to whom it either didn't apply or had taken action already.

The majority of votes for solutions for sustainable transit modes were directed at not applying to that person or having already taken action (1,185). The remaining solutions were further education, access to a navigator, and community groups (401 in total).

Similarly, the solutions for active transportation were directed at not applicable (1,237). Further education and community groups took the remaining votes (406).

For switching to electric vehicles, a significant majority saw access to favourable financing as a solution (1,108). 506 votes were attributed to non-applicable options and the remainder (236) were for further education and community groups.

In the case of emergency planning for extreme weather events, further education attracted 838 votes. 849 were not applicable to action and 294 were attributed to community groups. In terms of the HalifACT initiatives relative weighting, Emergency planning and Retrofitting homes had a higher importance attached than the others.

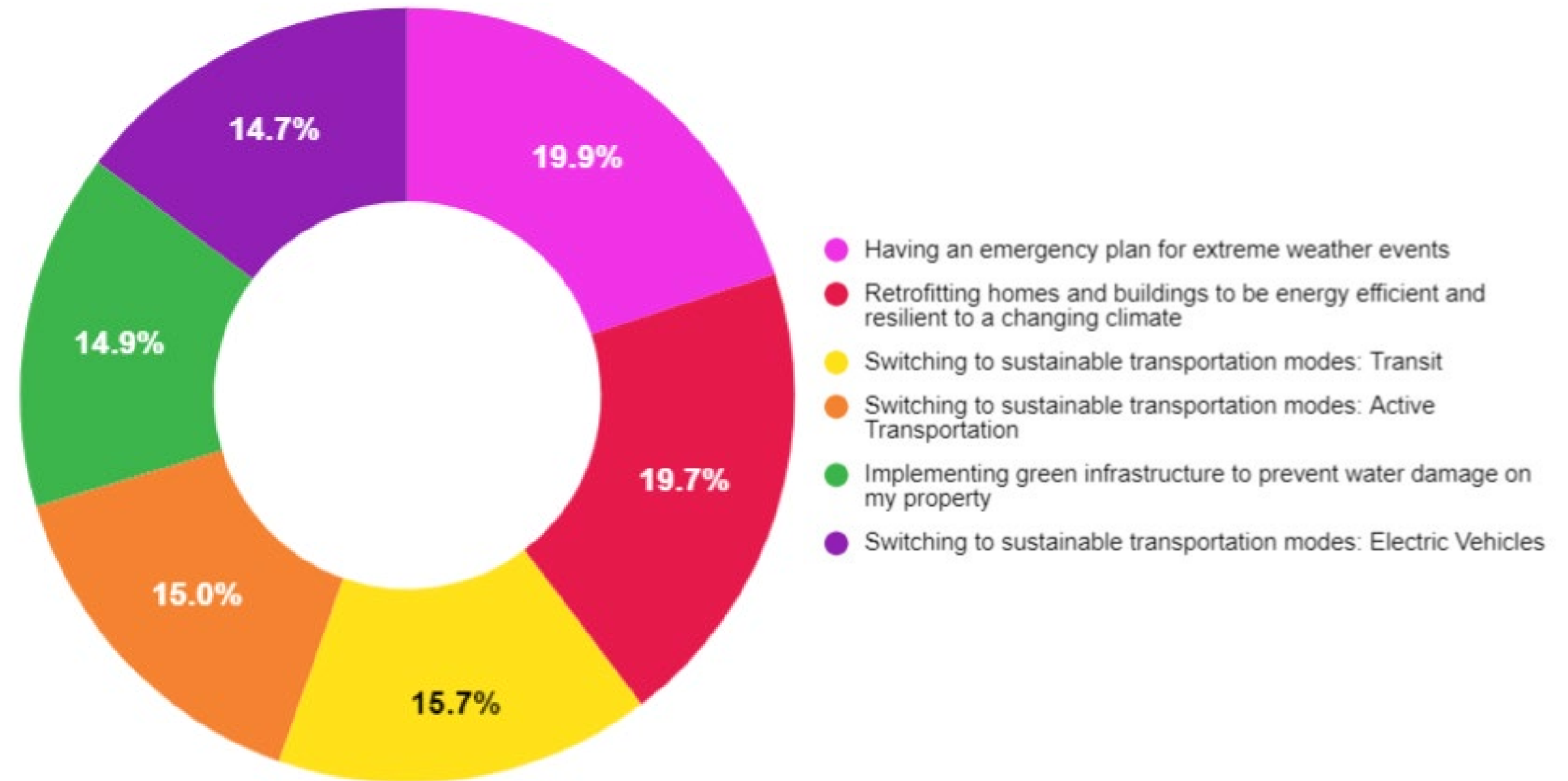
Participant input on the 6 subtopics revealed the following top 3 themes:

- Electric vehicles: Need for more charging stations (115), The high cost of batteries (108) and Opposition to the initiative (36). A further 51 themes were identified
- Green infrastructure: Need for financial incentives (34), Implementation of prevention measures (34) and the Reduction of taxes (34).
- Active transit: Safer infrastructure (203), Rebates and financial support (98) and More bike lanes (70)
- Transit: Unreliability (283), Lack of transit (200), The need for better transit (152)
- Emergency Planning for Extreme weather: More accessible education (11), Support systems need (7) and Financial supports (6)
- Retrofitting: The need for subsidy (69), Homeowner or government cost (34) and the Need for guidance (29)

In summary, participants attach substantial importance to HalifACT and have clear ideas about the prioritization of actions. They are also clear about the key issues, namely food security, water quality and energy efficiency. There are notable knowledge gaps in some areas of HalifACT, which could be addressed primarily through digital means. Core concerns to address include EV charging station availability, green infrastructure incentives, safer and better transit and retrofit subsidies.

# HalifACT: Ranking Actions

Relative weighting of action  
(a v n=1,639)





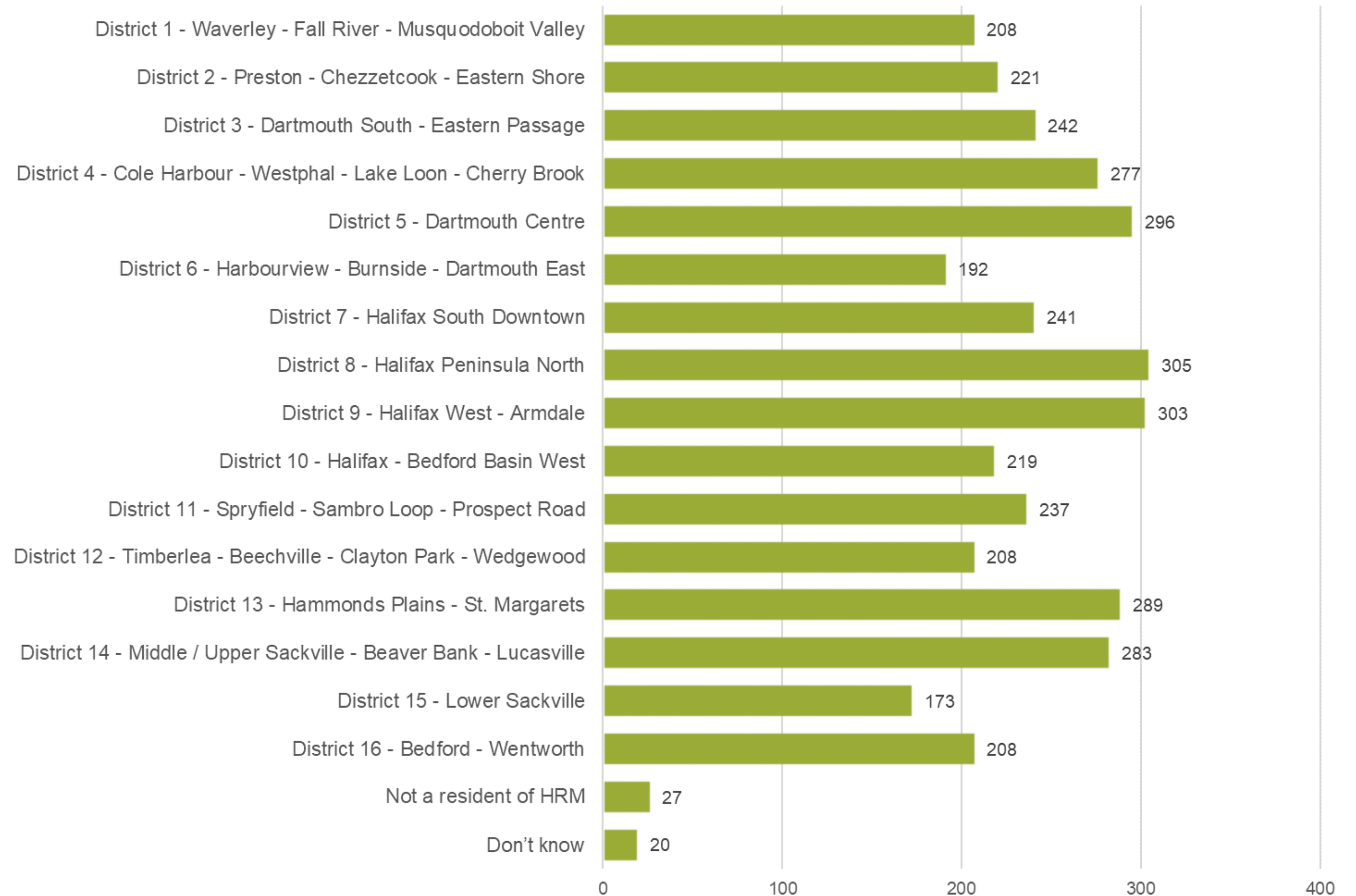
## ABOUT PARTICIPANTS

Responses to this survey were anonymous and the results of the survey are reported in aggregate only.



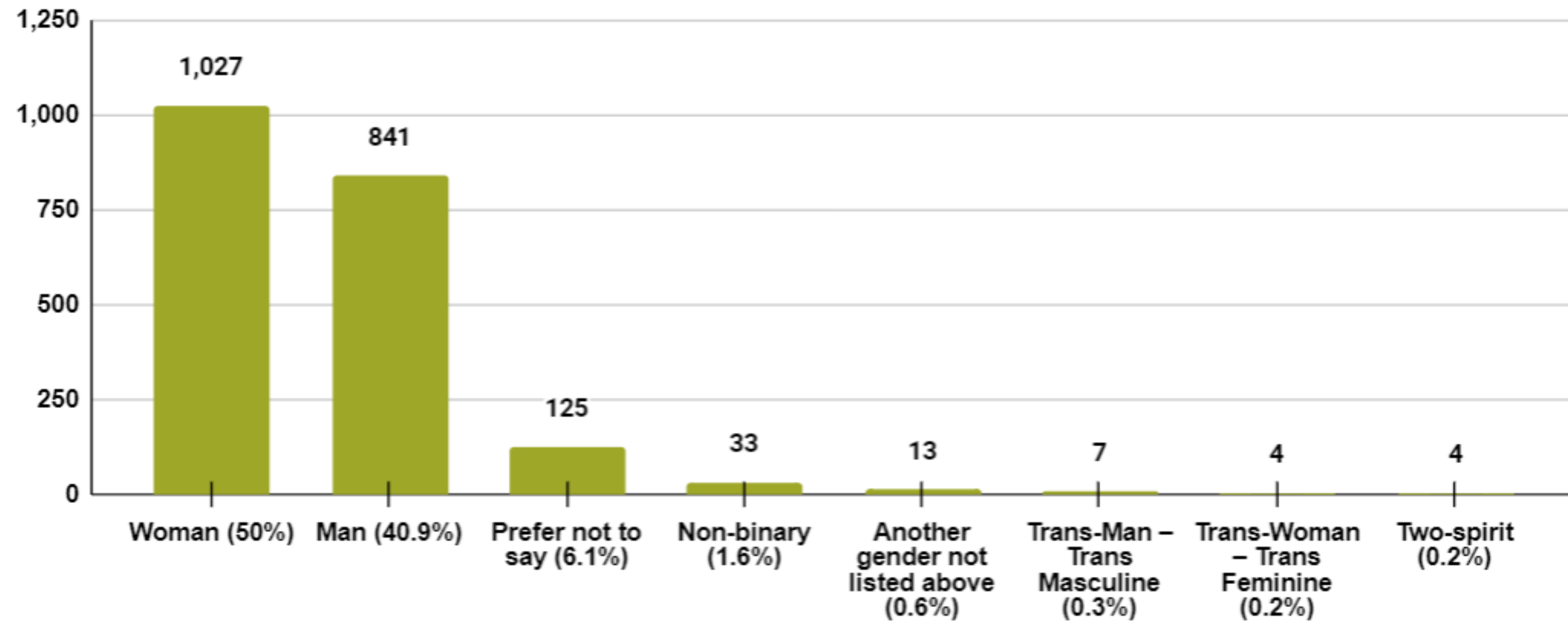
# About Participants

What area of HRM do you live in?  
(n=3,949)



# About Participants

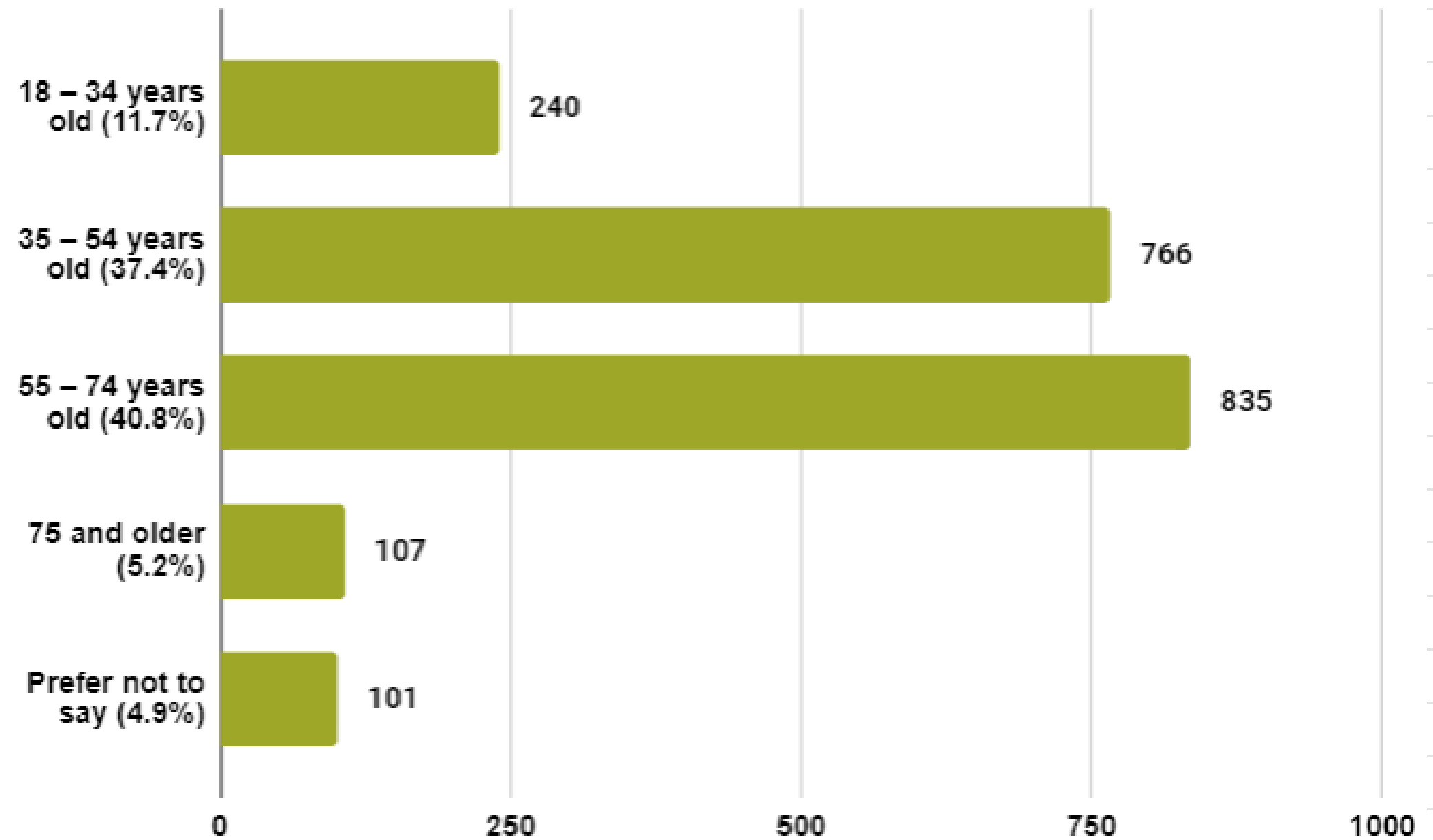
I identify my gender  
as :  
(n=2,054)





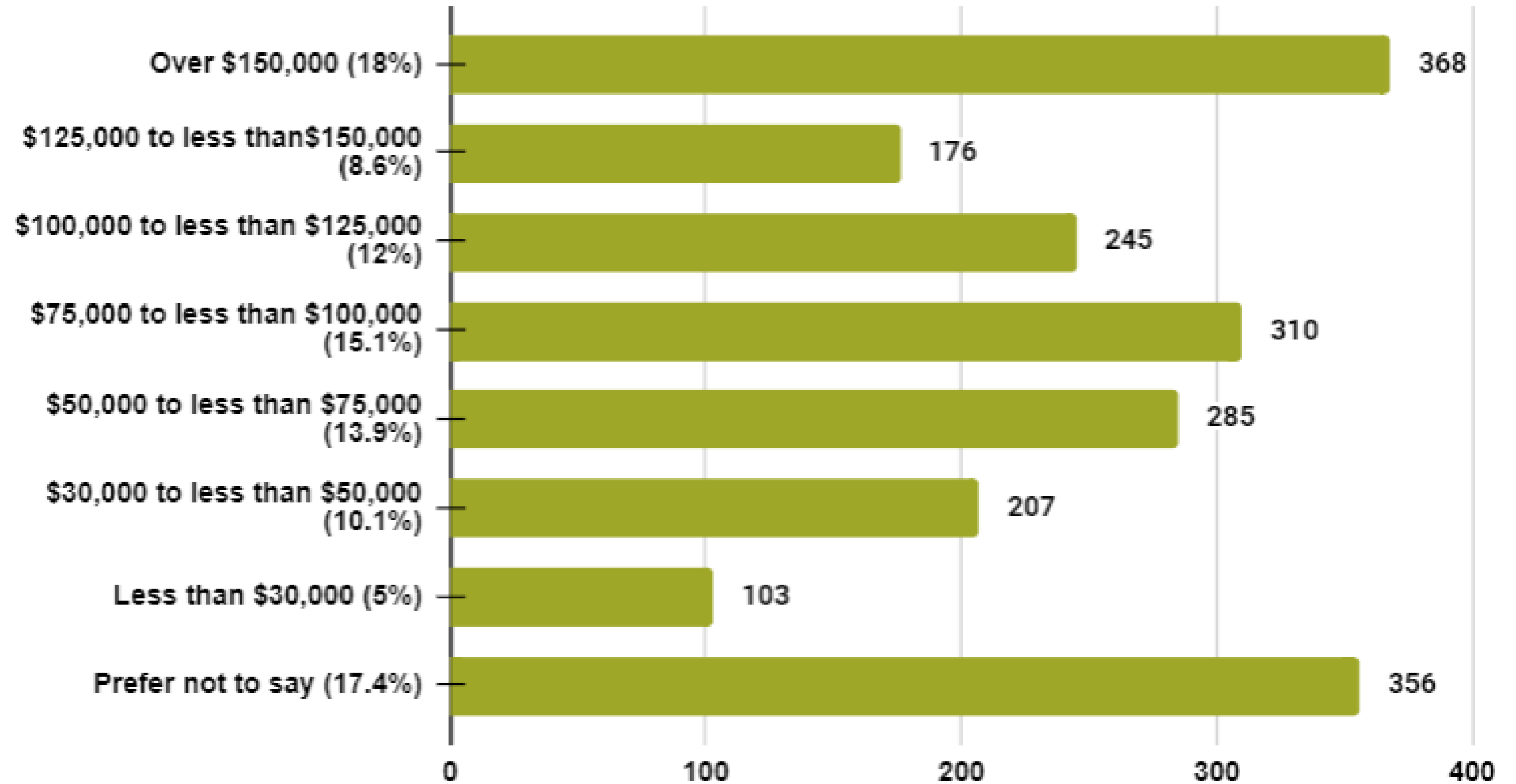
# About Participants

How old are you?  
(n=2,049)



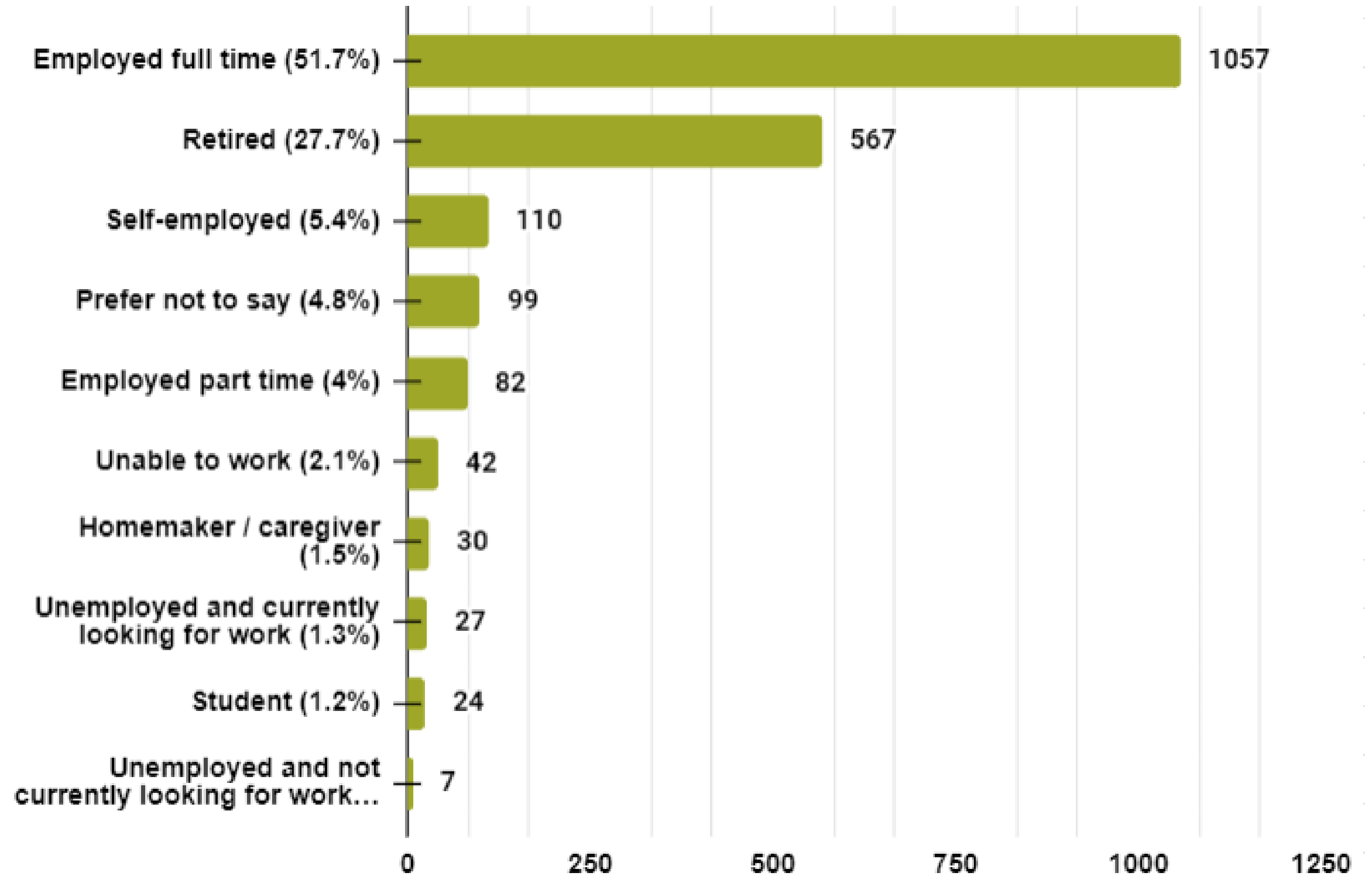
## About Participants

What was your 2021  
total household  
income, before  
taxes? Your best  
estimate is fine.  
(n=2,050)



# About Participants

What is your current employment status?  
(n=2,045)



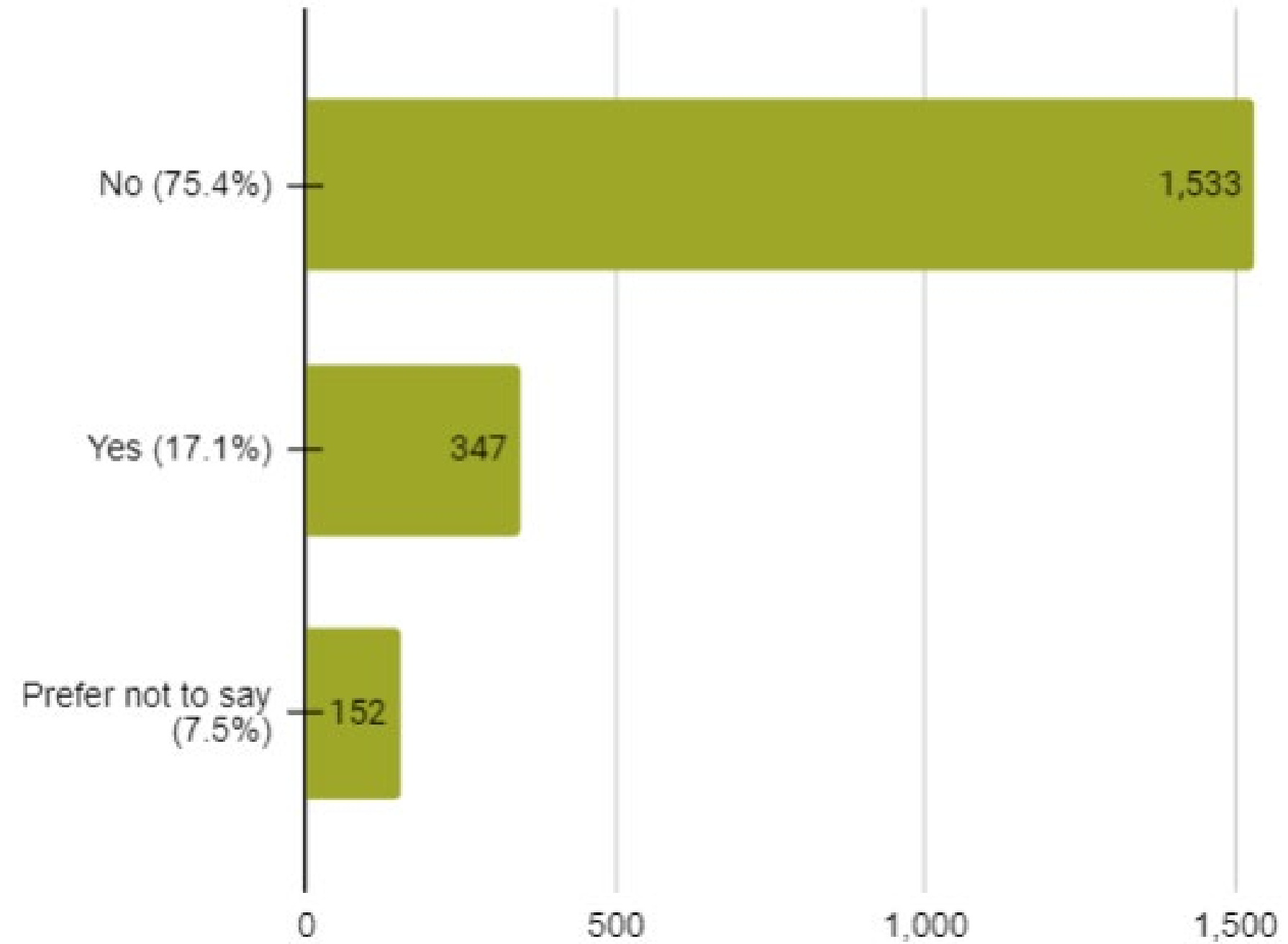
## About Participants

How much was your  
most recent annual  
property tax bill?  
(n=2,041)



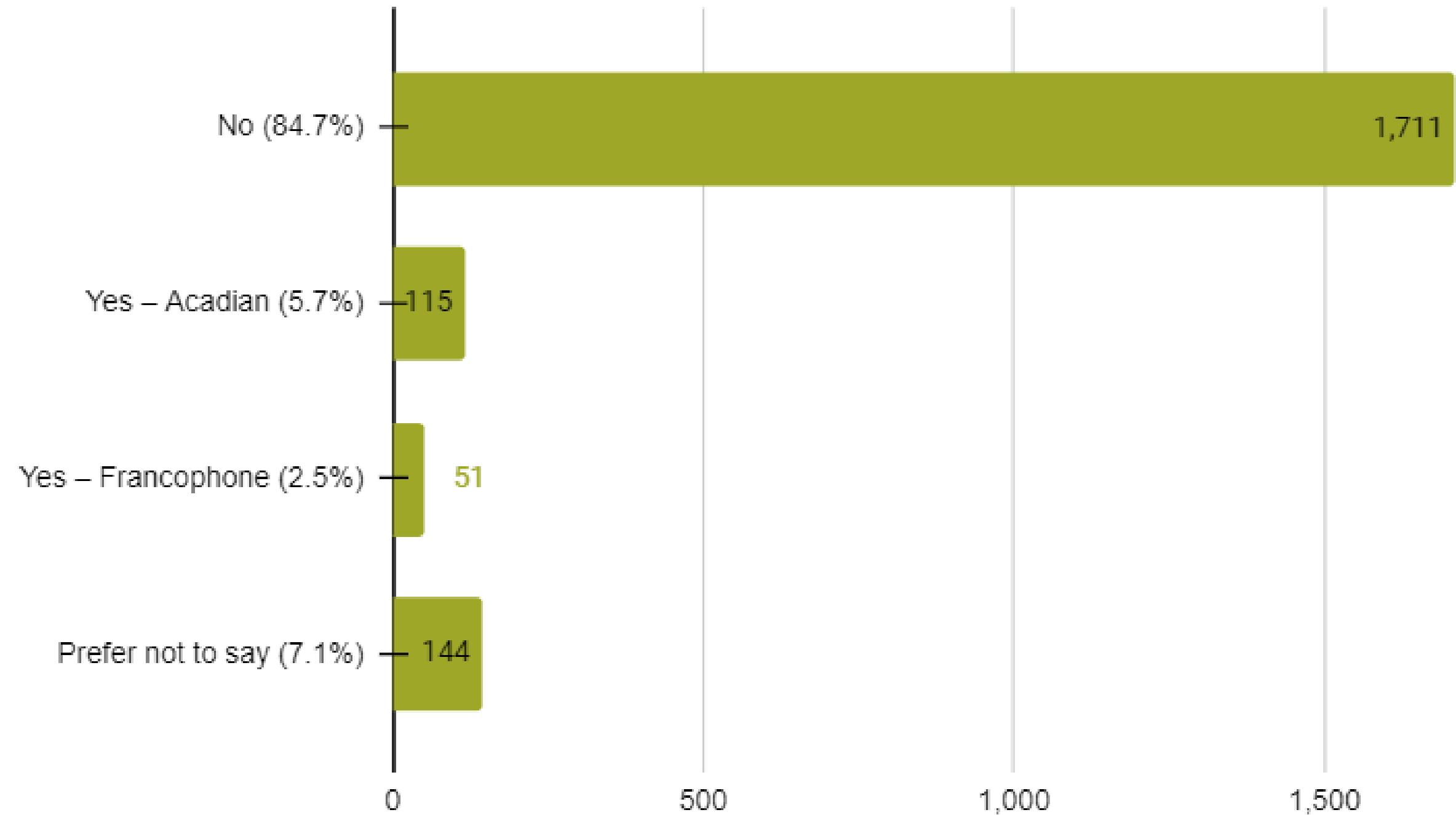
# About Participants

Do you identify as a  
person with  
disabilities?  
(n=2,032)



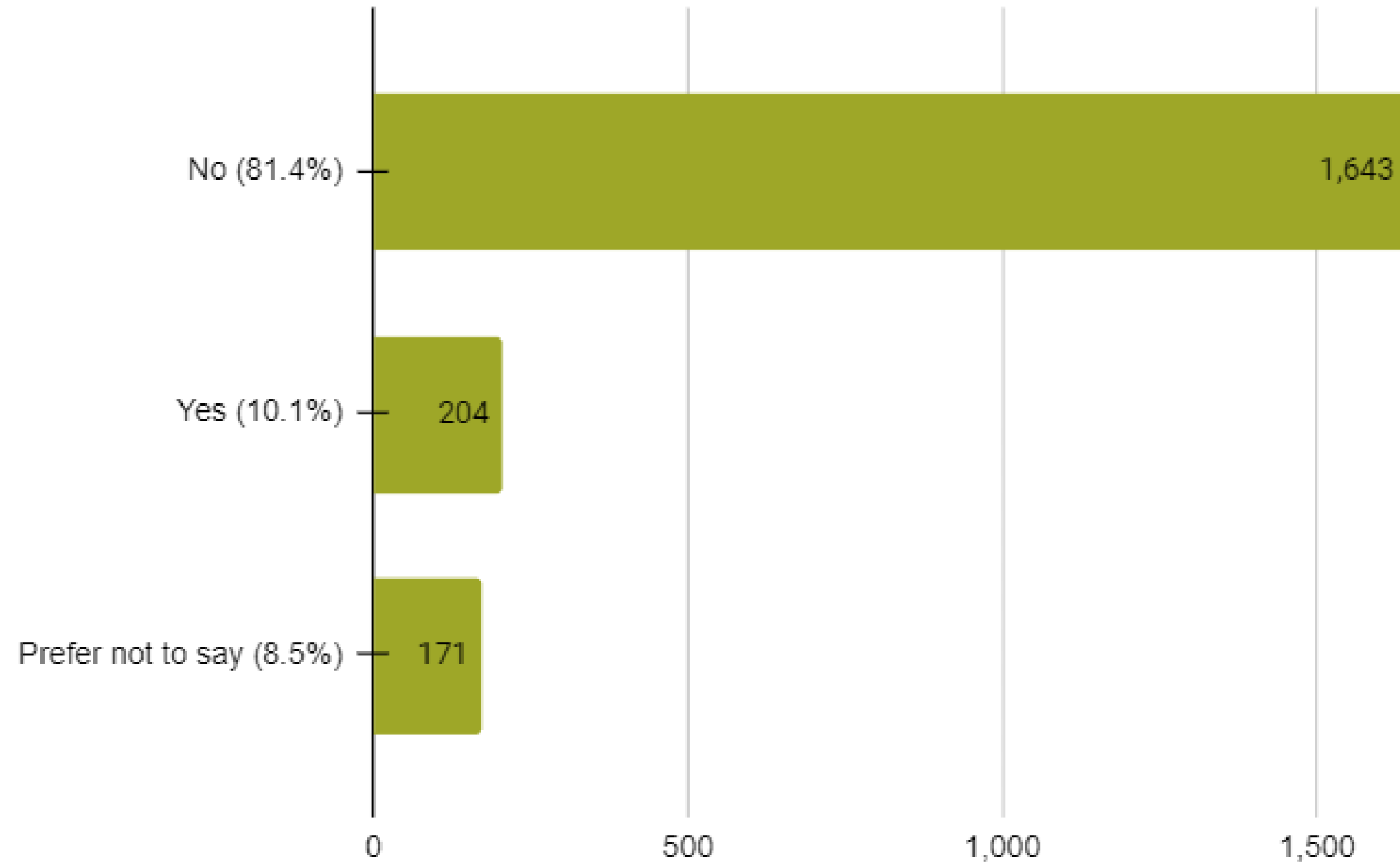
# About Participants

Do you identify as  
Acadian or  
Francophone?  
(n=2,021)



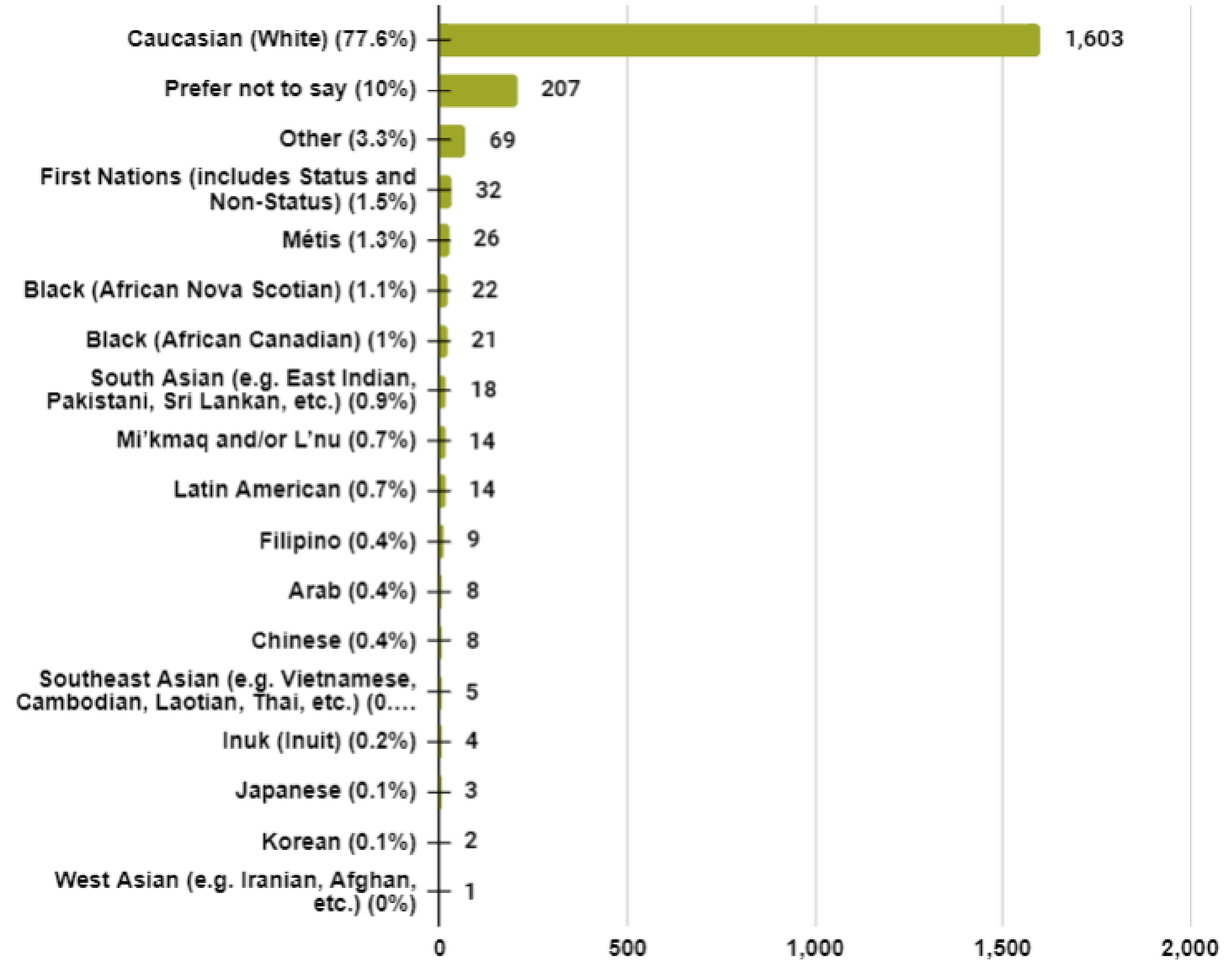
## About Participants

Do you identify as  
being a member of  
the 2S LGBTQ+  
community?  
(n=2,018)



# About Participants

Based on the ethnicity categories of the Canadian Census, what is your ethnic identity?  
(n=2,066)





Subtopic		Top theme	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6
Final Comments	Nothing	37	Good to be Involved 12	Save Tax Payers Money while Maintaining Services 8	This is Excellent/ Interesting 7	Make a Shorter Survey 7	This is Pointless 5
Where can it improve?	Reduce Ambiguity in Questions/ Selection of Answers	23	Not Able to Make Detailed Responses 19	Nothing 14	Many of the Questions are Leading 13	Improve the Wording 11	The Process Lacks True Sampling Process 8
What did you like?	Nothing	20	Survey is Simple which is Great 12	Involving Us is Great 11	Real Time Results is Great 8	The Survey is Great 6	Structure Answer Selections to be More Comprehensive to Avoid Bias 5

Counts indicate how many comments covered the theme.

# Sentiment Analysis

## Comments count by tone and type

**Final Comments**      **What did you like?**      **Where can it improve?**

<b>Tone</b>				
	Positive	14	37	2
	Neutral	130	57	131
	Negative	14	8	26
	<b>Tone summary</b>	Neutral	Mod positive	Neutral
<b>Type</b>				
	Value Judgment	1	0	0
	Policy recommendation	2	0	0
	Observation	0	1	8
	Question	4	0	1
	General	151	101	150
<b>TOTAL</b>		158	102	159

Half of participants identified as a woman, and just under 41% identified as a man, with the remainder (just over 9%) selecting other options or not stating an identity.

There was a significant skew in participation towards those in the 55 -74 category (40.8%) and those in the 35 -54 age category (37.4%)

A significant minority (17.4%) preferred not to state household income and there was a bell -shaped distribution from the lowest income to the second highest category. The largest category response was 18% for household incomes of over \$150,000.

51.7% of participants were full -time employed and a further 27.7% were retired. The remainder (20.6%) were spread across 8 other categories.

In terms of property tax, 29.1% of participants either didn't pay it or didn't want to divulge their tax. The remainder were split across 6 bands, with the largest group (23.1%) paying between \$2,000 to \$3,000.

17.1% of participants stated they had a disability and a further 7.5% preferred not to say.

5.7% and 2.5% of participants respectively identified as Acadian and Francophone.

10.1% of participants identified as being a member of the 2SLGBTQ+ community with a further 8.5% preferring not to say.

The majority of participants identified as being Caucasian (White) at 77.6%. Some 10% preferred not to state. First Nations (of any status), Metis and Mi'kmaq/L'nu collectively represented 3.5% of participants.

None of the other 7 ethnicities singularly represented more than 1.1% of participants

All 16 districts were represented. The top 6 were Districts 8, 9, 5, 13, 14 and 4 representing 44% of participants.

A very high percentage (68%) of visitors participated in the engagement in some capacity. A still high percentage (38%) of visitors completed at least half of the survey items.

3,149 comments were collected in dialogues and a further 2,229 inputs were taken from the HalifACT suggestion boxes. Each participant contributed on average 1.4 comments.

The French language platform attracted 14 participants. This was too small a sample to merit a separate analysis, but the data has been used overall. A further 3 inputs were taken by paper and entered into the English language platform.

# HALIFAX

## THANK YOU

POWERED BY **ETHELO**

