

Environment and Sustainability Standing Committee
February 6, 2012

TO: Chair and Members of Environment and Sustainability Standing Committee

SUBMITTED BY:



Phillip Townsend, Director, Planning & Infrastructure

DATE: December 5, 2011

SUBJECT: **IPSOS Public Affairs Survey: Municipal Solutions for a Greener Earth**

INFORMATION REPORT

ORIGIN

5 Year Review, Regional Plan.

BACKGROUND

In support of the Regional Plan, 5 Year Review Project, staff engaged IPSOS Reid to perform a survey to provide some benchmarking data related to the Environment both within the Halifax Regional Municipality (HRM) and with other municipalities in Canada.

DISCUSSION

Attachment One shows the overview of the Survey Results. 300 residents were surveyed.

A brief synthesis of the findings demonstrates:

- A high proportion of HRM residents put priority on preserving and protecting our local environment;
- Water is the top of mind environmental issue in HRM;
- Residents feel that not enough time and resources are spent on preserving and protecting the local environment (at a notably higher rate than other municipalities);
- 83% of residents feel municipal performance on environment is good; and
- Alternative Transportation Choices and Energy Efficiency were the priorities for residents.

However, at the same time:

- Residents would oppose a tax increase to pay for further protection of environment.

Purchase Order #2070543365 was issued for this work for \$6,900 and funded from D935 (Energy and Environment Office).

BUDGET IMPLICATIONS

There are no budget implications associated with this report.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

There was a survey of 300 HRM residents.

ATTACHMENTS

Attachment One: Presentation of Survey Results


A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Richard MacLellan, Manager, Energy and Environment, 490-6056

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Municipal Solutions for a Greener Earth – Halifax Regional Municipality

2011 Syndicated Survey
November




Ipsos Methodology

- 300 telephone interviews with a randomly selected representative sample of the Halifax Regional Municipality residents aged 18 years or older.
- Conducted between October 5th and October 16th, 2011.
- Overall results accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in the Halifax Regional Municipality according to the 2006 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms to provide additional context, insight, and benchmarks.

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PRIORITIZING THE ISSUE



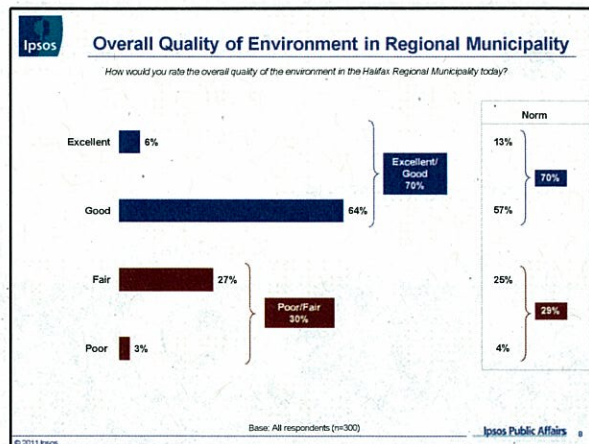
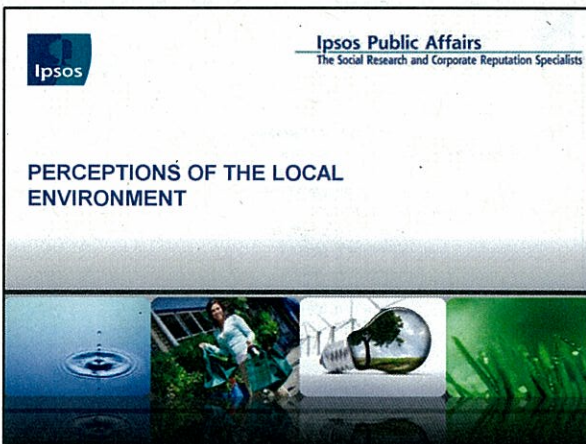
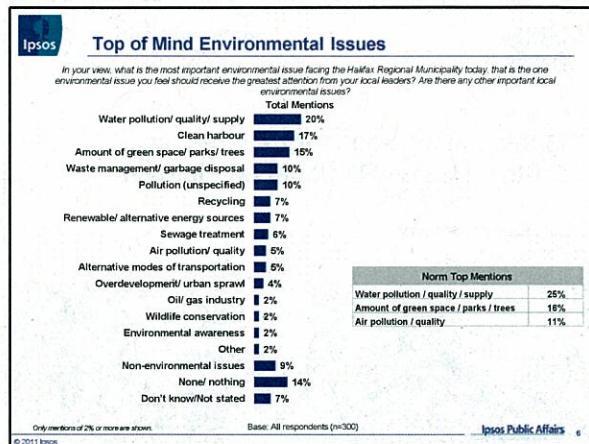
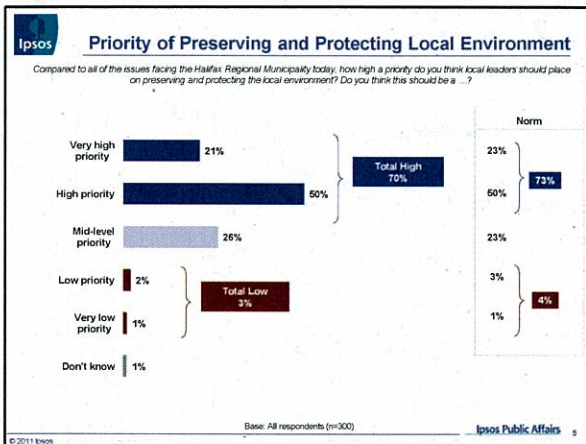
Ipsos Top of Mind Issues

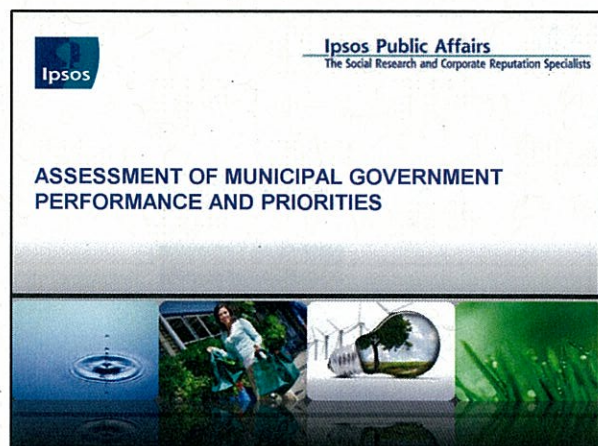
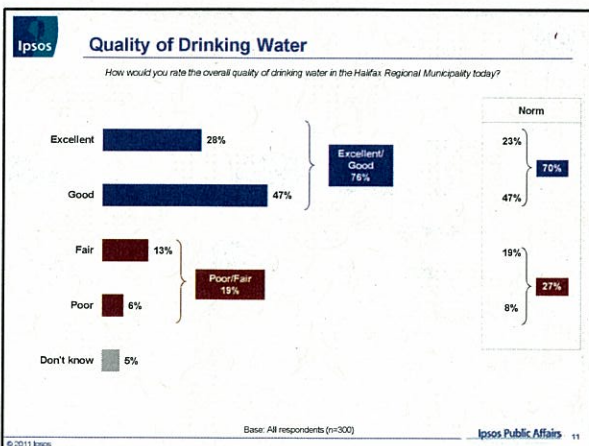
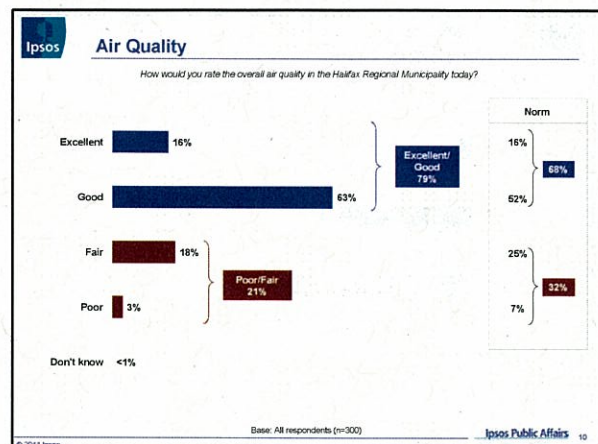
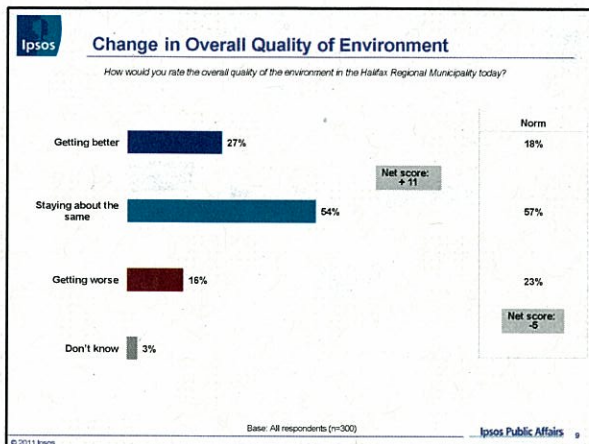
In your view, as a resident of the Halifax Regional Municipality, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

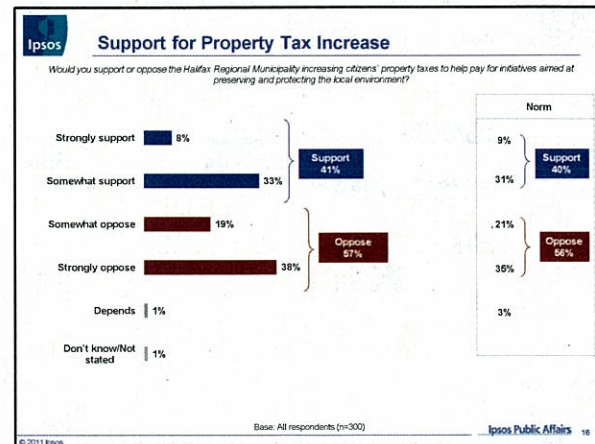
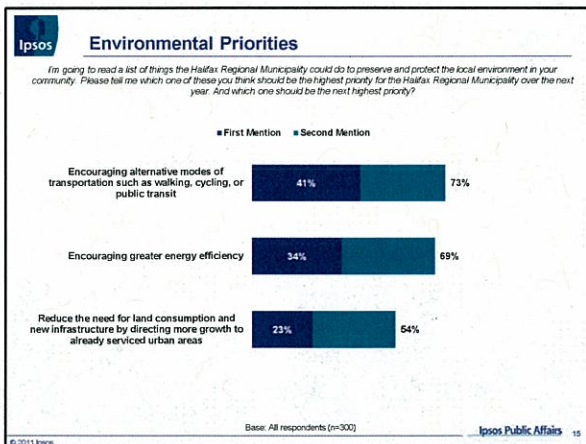
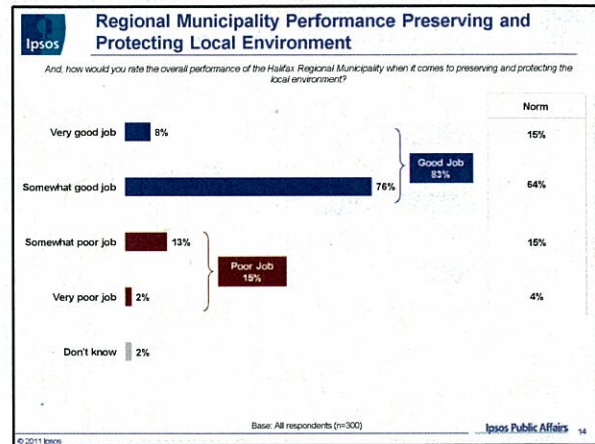
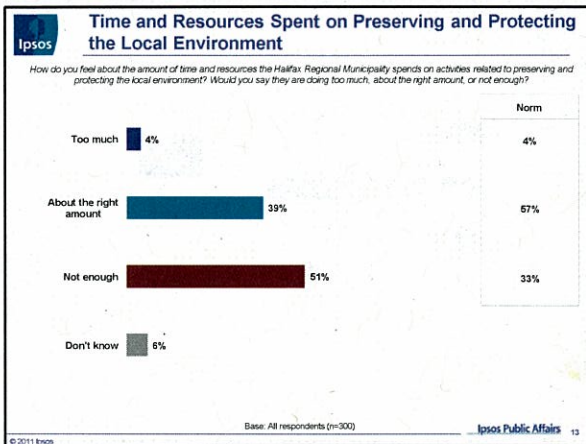
	First mention	Second mention	Norm
Transportation (NET)	15%	26%	28%
Taxation/ Municipal Government Spending (NET)	15%	21%	11%
Education (NET)	10%	17%	8%
Crime (NET)	10%	14%	14%
Municipal Government Services (NET)	8%	13%	12%
Economy (NET)	6%	13%	8%
Healthcare (NET)	7%	9%	7%
Environment (NET)	5%	8%	8%
Parks, Recreation, Cultural (NET)	7%	7%	6%
Social (NET)	5%	6%	14%
Growth (NET)	3%	3%	13%
Other	6%	11%	
None/ nothing	10%		
Don't know	4%		

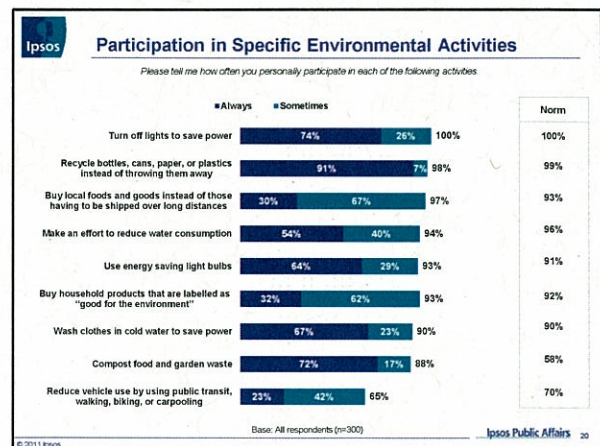
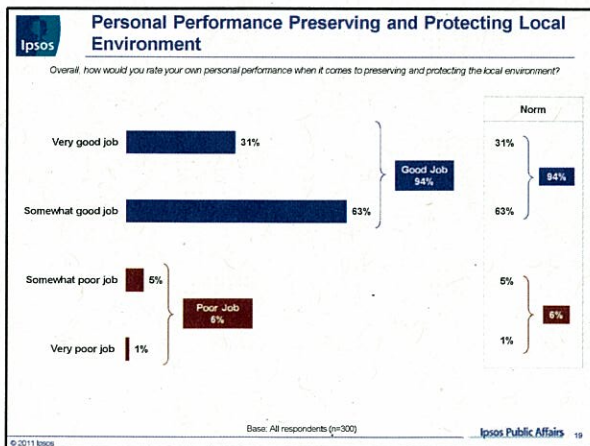
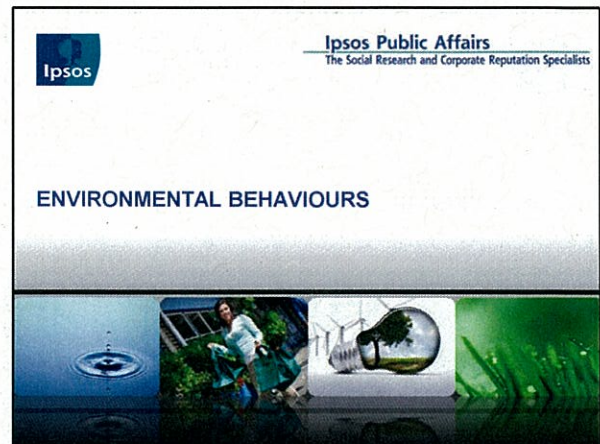
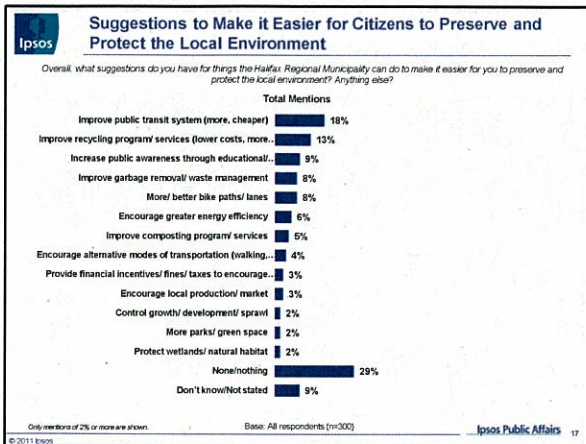
Base: All respondents (n=300)


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WEIGHTED SAMPLE CHARACTERISTICS



All Respondents (n=103)		All Respondents (n=103)	
Gender:		Household Composition:	
Male	47%	With children	37%
Female	53%	Without children	63%
Age:		Length of Residency in HRM:	
18 to 24	9%	Less than a year	3%
25 to 34	21%	1 to 5	11%
35 to 44	18%	6 to 10	15%
45 to 54	22%	11 to 20	20%
55 to 64	12%	21 to 30	16%
65 or older	17%	31+	36%
		Average Number of Years	25

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