HALIFAX

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Info Item No. 2
Executive Standing Committee
May 25, 2015

TO: Chair and members of the Executive Standing Committee

SUBMITTED BY: Original Signed

Greg Keefe, Finance and ICT

DATE: May 12, 2015

SUBJECT: 2014 Citizen Survey

INFORMATION REPORT

ORIGIN

This report stems from the Municipality's commitment in the 2014/15 business plan to conduct a Citizen Survey, as outlined in the Information Reports to the Executive Standing Committee of Council of June 27, 2011 and October 31, 2011.

LEGISLATIVE AUTHORITY

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

Executive Standing Committee

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

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

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

BACKGROUND

As part of the commitment to citizen-centred service delivery, the 2014 Citizen Survey was conducted in November and December 2014. The Citizen Survey was an attempt to determine the satisfaction of Halifax residents and taxpayers with the services provided by their municipal government, and to help identify the mix of programs and services to best meet those expectations. The results of the survey will guide strategic and business planning and budgeting decisions, and provide Council and staff with knowledge of the priorities that are pertinent to the residents of Halifax.

The Citizen Survey is an important component of the municipal Planning and Accountability Framework, as it establishes resident priorities, and solicits feedback on Municipal performance. As an engagement tool it is an invaluable means of gathering information to inform policy and decision-making and investments in the community.

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

Long Term Survey Cycle

Year	Survey Type	Reporting Time Frame
2010	Full Priority and Satisfaction	April 2011
2012	Community Priority/Expectations	April 2013
2014	Service Satisfaction	April 2015
2016	Community Priority/Expectations	April 2017
2018	Service Satisfaction	April 2019
2020	Community Priority/Expectations	April 2021

DISCUSSION

The 2014 Citizen Survey was developed in collaboration with municipal business units, and input from the Halifax Partnership.

MQO Research, a market research firm, was contracted via standard procurement process to conduct the invitation-based Official survey on behalf of the municipality.

The MQO Research report and data from the survey will be made available to the public following the May 25th Executive Standing Committee meeting at www.halifax.ca/citizensurvey/.

Methodology:

For the 2014 survey, the Municipality used two concurrent surveys to gather information – an invitation-based survey (Official version), and an online version hosted via Halifax.ca that was open to all residents (Open version). Both surveys were conducted over a five-week period in November and December 2014.

The Official survey was a formal, invitation-based scientifically-valid survey giving residents the opportunity to respond online, by paper copy, or by telephone. For the invitation-based survey a request to participate was mailed to 11,971 randomly selected households across the municipality, of which 592 completed the Official survey.

For the Open survey, the Municipality hosted an identical copy of the survey (without the demographic questions) on its website, and invited residents via media announcements and a link on the Halifax.ca website to complete the survey. In total, 1086 respondents completed the survey in whole or in part. The results of the Open survey cannot be considered as scientifically valid due to a lack of control over the sample and the possibility of residents completing multiple copies of the survey and impacting results, however results were comparable to the Official responses, and add value in understanding residents' perception of municipal service delivery. Results from both surveys will be made available on the municipal website at www.halifax.ca/citizensurvey.

The survey contained approximately 140 unique components across 67 questions, ranging in topics from customer service satisfaction, municipal leadership, taxation, city maintenance, Halifax Transit, pedestrian safety, public safety, recreation and leisure, public libraries, the environment, downtown accessibility (parking), and key issues of focus for municipal leaders.

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

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

Interpreting the Results:

This is the 8th survey HRM has conducted since amalgamation in 1996. This survey's focus was to determine the satisfaction of Halifax residents and taxpayers with the services provided by their municipal government, and to help identify the mix of programs and services to best meet those expectations.

Typical municipal or city surveys range from 400 to 1500 respondents. 592 HRM residents completed the invitation-based region-wide 2014 survey, representing a completion rate of 4.9%, which was below the expected completion rate of 10%. However, concurrent to the invitation-based survey was an Open survey available to all residents of the municipality to complete. It is expected that some respondents that received an invitation chose to complete the Open survey instead, likely cannibalizing the completion rate.

HRM's Citizen Survey provides the Municipality with feedback and priorities of citizens that is representative of the general population of HRM, and is accurate to within ±4.02%, 19 times out of 20.

The margin of error reported for the results is ±4.02% This means that, for example, if a result shows that 80% of residents say they receive good value for the property taxes they currently pay, the real result lies between 76% and 84% (80% + 4% = 84%, or 80% - 4% = 76%). This is called the confidence interval, and represents the range within which true sentiment toward value for taxes can be expected to fall, 95% of the time.

Results Analysis:

NOTE: For comparison purposes, the results of the Open survey are shown in parentheses beside the Official 2014 results, or in a separate column labelled "2014 Open." If only one version of 2014 results is shown, these will be the Official results.

Results are grouped under the following topics:

- Value for Taxes, Leadership and Governance
- Top of Mind Issues
- Service Satisfaction
- City Maintenance
- Halifax Transit

- Pedestrian Safety
- Public Safety
- Recreation and Leisure
- Halifax Public Libraries
- Downtown Accessibility (Parking)

Value for Taxes, Leadership, and Governance

- 65% (55%) of respondents feel that they receive either ***very good*** (58%) or ***good*** (7%) value for their property taxes, down from 72% in 2012, but up from 2010 (19%).

- Respondents tended to be positive when asked about the leadership and communication of the municipality, but were less positive about feeling engaged and involved in decision-making (see chart below).

- Results for the Open survey were much more negative, with only 46% either ***agreeing*** (43%) or ***completely agreeing*** (3%) that the municipality was headed in the right direction, and 41% ***agreeing*** (38%) or ***completely agreeing*** (3%) that Regional Council provided leadership and direction. Respondents were more favourable toward the Mayor with 61% ***agreeing*** (46%) or ***completely agreeing*** (15%) that he is providing good leadership and direction. Communication was also a challenge, as respondents to the Open survey were less satisfied on all three questions.

Top of Mind Issues

- When combining their responses to the question “In your opinion, what are the top three issues facing Halifax as a region over the next 5 years that you feel should receive the greatest attention from your municipal leaders?", the top 5 issues mentioned were ***transportation/traffic*** (23%), ***taxes*** (18%), ***employment*** (16%), ***transit*** (15%), ***infrastructure renewal*** (14%), ***urban sprawl*** (14%). However, there is a cluster of issues all within several percentage points, as shown in Table 1.

- ***Transportation/Traffic*** (10%) was the first mentioned issue that respondents wanted to see addressed within the next 5 years by municipal leaders, followed by ***Taxes*** (8%), and ***Employment*** (8%). ***Urban Sprawl*** and ***Transit*** rounded out the top 5 at 7% each.

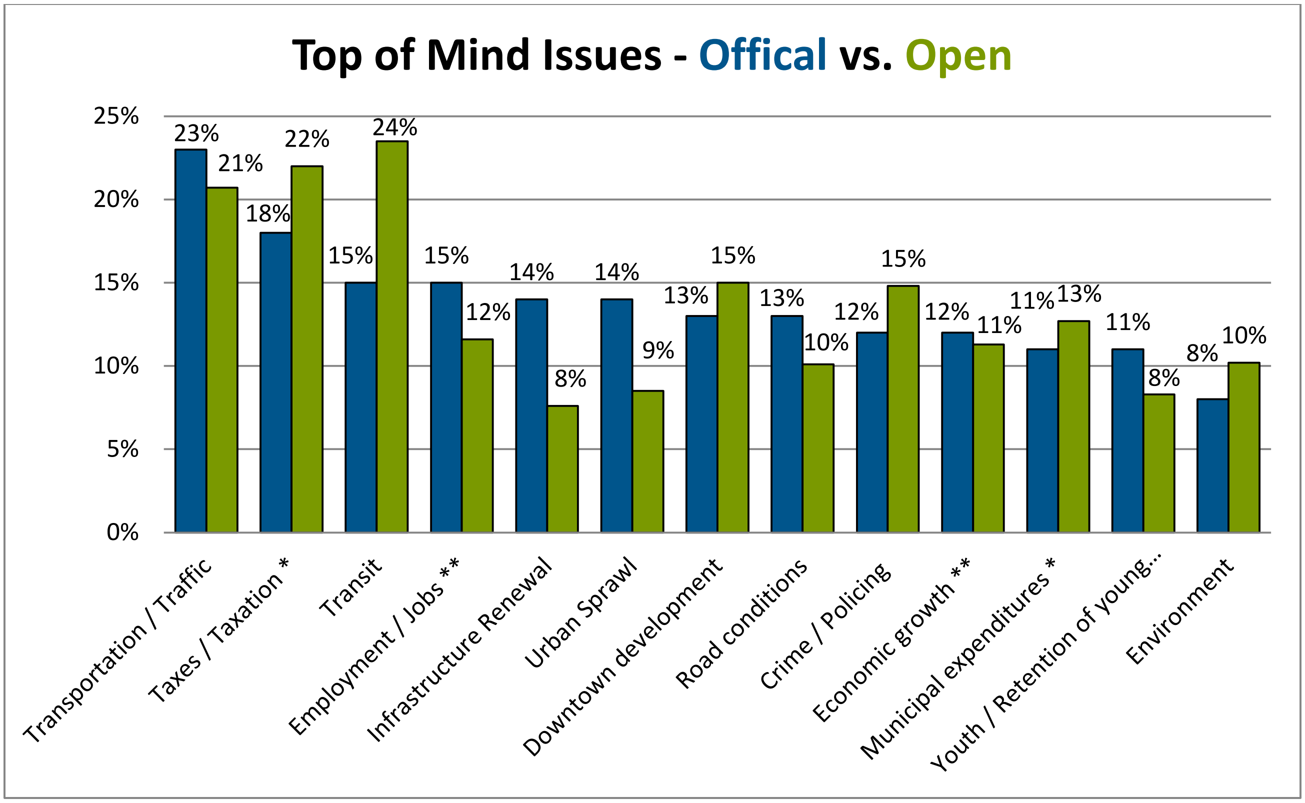
- When comparing the Official and Open results, there is a slight discrepancy in priorities, as respondents to the Open survey prioritized ***Transit*** (24%), followed by ***Taxes*** (22%), ***Transportation/Traffic*** (21%), ***Downtown Development*** (15%), and ***Crime/Policing*** (15%).

Table 1. Top 3 Issues facing the Municipality over the next 5 years (Total mentions) **2014 – Official Results (Open Results)**	**2010**	**2012**	**2014**
Transportation / Traffic	14%	18%	23% (21%)
Taxes*	23%	15%	18% (22%)
Transit	24%	26%	15% (24%)
Employment / Jobs **	7%	18%	15% (12%)
Infrastructure renewal	13%	11%	14% (8%)
Urban Sprawl	1%	5%	14% (9%)
Downtown development	8%	17%	13% (15%)
Road conditions	15%	12%	13% (10%)
Crime / Policing	20%	22%	12% (15%)
Economic growth **	7%	18%	12% (11%)
Municipal expenditures *	3%	11%	11% (13%)
Youth / Retention of young professionals	-	-	11% (8%)
Environment	6%	19%	8% (10%)
Government – Council leadership / Council-staff relations ***	6%	12%	5% (12%)

* Municipal expenditures included organizational spending, efficiencies, and the size of the staff complement. Shown separate from taxes/taxation. For 2010, municipal expenditures included 'Control spending / better value for money' and 'Financial management/budgeting'

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

*** For 2010, included 'More effective council/decision making / accountability' and 'Lack of leadership'



Service Satisfaction

- Overall, the majority of HRM respondents are satisfied with municipal service delivery. The Halifax Public Libraries and the quality of policing received the highest overall.

Table 2. Satisfaction with Municipal services **(% responding Satisfied or Very Satisfied / % very satisfied in parentheses)**	**2010**	**2014 Open**	**2014 Official**
Satisfaction with recent customer service interaction	-	62%	68%
Overall city maintenance	-	63%	71%
Overall transit service	31%	59%	68%
Overall quality of policing	47%	80%	86%
Overall arts and cultural facilities and programs	-	62%	71%
Satisfaction with Halifax Public Libraries	54%	95%	96%

- 57% of respondents had contacted a municipal employee, and 30% of respondents have used an in-person Customer Service Centre within the past 12 months (compared with 63% and 39% for the Open survey)

- Respondents contacted the municipality for a variety of reasons, including service requests, to obtain information, to report an issue to the municipality, or to make a payment. Table 3 shows a summary of the services that respondents contacted the municipality about. There were some significant differences between the two survey groups.

Table 3. Reason for contacting the municipality	2014 Open	2014 Official
311 (general information / service call / complaint / etc.)	9.1%	14%
Waste collection	9.9%	13%
Street / Road conditions	5.0%	11%
Development / Planning / Zoning	5.0%	10%
Taxes (information / payment / complaint)	6.9%	8%
Parking enforcement (incl. parking ticket payment)	4.7%	6%
Snow removal / Snow and ice maintenance	2.8%	5%
Halifax Transit	8.9%	5%
Halifax Water	4.5%	5%
Bylaw	4.7%	4%
Permit / License	3.5%	3%
Fire Service	0.9%	3%
Street cleaning	3.7%	3%
Council / Councillor	3%	3%
Parks / Playgrounds	1.7%	3%
Recreation (registration / information / rental)	5.0%	2%
Police (911 / non-emergency)	3.5%	2%

- For their most recent service-related interaction the majority of respondents contacted the municipality via telephone (53.4%) compared to in-person (15%), email (11.8%), the Halifax.ca website (5.2%), or through an elected official (9.2%). Their preferred channel for communication was telephone (43.8%), followed by email (30%), online through Halifax.ca (19.3%), in-person (4.6%), and via mail (2.3%). These numbers were very similar to the Open results.

- Overall, respondents were pleased with the quality of service they received.
    - 77% (73%) of respondents found municipal staff were knowledgeable;
    - 89% (82%) of respondents believed they were treated in a friendly, courteous manner;
    - 83% (74%) believe they were treated fairly;
    - 70% (62%) were satisfied with the time it took to get the service; and
    - 61% (58%) were satisfied with the outcome of their interaction

- 48% (66%) of respondents had visited the updated Halifax.ca website, with 78% (67%) of those visitors satisfied with their experience on the website. The majority (85%/74%) of visitors found the content easy to read and understand however only 67% (54%) found it was easy to find what they were looking for.

City Maintenance Services

- Most maintenance services provided by the Municipality received high satisfaction ratings from the respondents who offered an opinion, which excludes whose who said don’t know. The vast majority of these respondents are either very satisfied or somewhat satisfied with the services provided by the Municipality. There was a significant improvement in ratings from the 2010 survey.

- Respondents in the Open survey were significantly less positive in their rating of municipal performance than those in the Official survey.

Table 4. Satisfaction with City Maintenance Municipal services (% responding Satisfied or Very Satisfied)	2010	2014 Open	2014 Official
Maintenance of streets and roads	23%*	40%	44%
Pothole repair	12%	25%	26%*
Sidewalk and curb repair	45%*	61%*	66%*
Street snow and ice removal	50%*	55%*	60%
Sidewalk snow and ice removal	48%*	39%*	46%*
Bike lane maintenance	-	49%*	59%*
Bike lane adequacy	19%*	27%*	29%*
Bike lane winter maintenance	-	34%*	41%*
Community beautification	51%*	75%*	84%*
Graffiti removal	35%*	72%*	79%*
Public washrooms	24%*	60%*	72%*
Maintenance of indoor recreation facilities	53%*	79%*	91%*
Maintenance of outdoor recreation facilities	53%*	77%*	89%*
Maintenance of beach and waterfront areas	55%*	82%*	90%*
Maintenance of playgrounds / skateboard / bike parks	57%*	77%*	87%*
Maintenance of greenways (for walking / bicycling)	52%*	78%*	82%*
Maintenance of parks and green spaces	73%*	89%*	96%*
Litter control / Cleanliness	29%*	50%*	63%*
Overall satisfaction with city maintenance	-	66%*	75% *

* For these services, a significant proportion (more than 4%) of respondents indicated “Don’t Know / No Opinion.” These responses were factored out of the calculation, and the proportion responding ‘Satisfied’ or ‘Very satisfied’ was calculated based on the remaining responses.

- In 2013, the municipality took on the responsibility of sidewalk snow clearing for Peninsula Halifax, Spryfield, Purcell’s Cove, and Armdale. Of those that 44% of respondents who said that they reside in or use those areas for walking/jogging, 47% were ***satisfied*** (40%) or ***very satisfied*** (7%) with sidewalk snow removal efforts (compared with 31% of the Open survey respondents).

Satisfaction with Halifax Transit

- 53% (54%) of respondents say that they have used Halifax Transit within the past 12 months.

- 72% (60%) of people who have used the service indicated that they were ***satisfied*** (66%) or ***very satisfied*** (6%).

Table 5. Satisfaction with Halifax Transit services (% responding Satisfied or Very Satisfied)	2010	2014 Open	2014 Official
Transit service frequency	30%*	40%*	53%*
Reliability	-	48%*	64%*
Bus route coverage	33%*	49%*	59%*
Comfort of buses		75%*	84%*
Safety and comfort of terminals	37%*	69%*	80%*
Bus stop safety and comfort	37%*	59%*	71%*
Harbour ferry network	58%*	89%*	90%*
Bus service to rural areas	23%*	31%*	41%*
Metro X Service	-	75%*	85%*
Driver courtesy / politeness	-	76%*	88%*
Park and Ride facilities	32%*	68%*	88%*
Access-A-Bus	41%*	66%*	88%*
Transit communication (announcements / schedule / etc.)	-	50%*	68%*
Accessibility – Cost/ Connections	-	62%*	75%*
Accessibility – Mobility Access	-	72%*	90%*
Transit Information	-	67%*	83%*
Business services at Transit terminals/transfer points	29%*	49%*	77%*
Overall satisfaction with Halifax Transit	41%*	60%*	72%*

* For these services, a significant proportion (more than 4%) of respondents indicated “Don’t Know / No Opinion.” These responses were factored out of the calculation, and the proportion responding ‘Satisfied’ or ‘Very satisfied’ was calculated based on the remaining responses.

- Satisfaction scores were higher across the board for the Official survey respondents sample than the Open survey sample, often by substantial amounts. Results were also significantly higher than in 2010.

Pedestrian Safety

The municipality asked residents two questions in an effort to build awareness of pedestrian safety regulations and to inform the public during a time when pedestrian-vehicle collisions are becoming too frequent. As the results show, while the majority of respondents are aware of the regulations around crosswalks, there likely remains a significant portion of the public who are uninformed and at risk.

- 78% (81%) of respondents are aware that there is a legal crosswalk at every intersection, whether it is painted or not, and that pedestrians have the right of way when lawfully within these crosswalks.

- 78% (79%) of respondents know that if a crosswalk has a pedestrian-activated beacon, pedestrians are required to activate the beacon before beginning to cross at that location.

Public Safety

- Respondents were asked to identify what the municipal government could do to improve the overall level of public safety in Halifax. Results are show in the Table 6 below:
    - The top concern for respondents was crosswalk safety. Respondents emphasized the need for both drivers and pedestrians to take responsibility for this issue and to change behaviours that

would lead to fewer incidents. Respondents in the Open survey mentioned pedestrian accountability significantly more often than did those in the Official sample, and were more inclined toward driver attentiveness as well.

- Improvements to crosswalks through better/brighter lighting, marking on the pavement (tiger stripes), speed bumps or rumble strips, flags, and many other potential means of improving safety were mentioned.
- Many respondents felt that increasing the number of police officers, foot patrols, and being more present in the downtown and residential neighbourhoods was essential to improve safety.
- Public safety education ranked highly as well, particularly education around the rights and responsibilities associated with crosswalks. General public safety tips were also encouraged.
- Enforcement of traffic laws and speeding was also a touch point. Traffic cameras were suggested by a few.
- Improvement in the bike lane network, more dedicated lanes, and increased visibility by bikers were some of the cyclist-friendly suggestions to improve safety for this demographic.
- Many respondents pointed out the need to improve overall lighting around the city and to increase visibility/remove foliage in areas that people tend to walk.

Table 6: Ways the Municipal Government can Improve the Overall Level of Public Safety in Halifax

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

Table 7. Perception of Public Safety **(% responding Satisfied or Very Satisfied)**	**2011**	**2012**	**2013**	**2014**
Quality of policing in your community	83%	85%	86%	86% (80%)
Feeling of safety where you shop, recreate, and work	90%	86%	89%	96% (91%)
Confidence in a timely and efficient police response	90%	89%	88%	91% (88%)

- When asked to provide a reason as to why they felt the way they did about the quality of policing in their community, respondents said they were ***generally satisfied with the service provided and amount of police presence*** (32%), but would ***still like to see some additional improvements***

(32%). ***Visibility in the community*** (16%), ***responsiveness*** (13%), and a ***positive interaction with the public*** (10%) were also cited as reasons for satisfaction.

- Of those respondents that were dissatisfied with policing, due to ***attitude*** (15%), ***lack of presence*** (15%), ***resourcing*** (10%), ***responsiveness*** (7%), and ***crime prevention efforts*** (7%).

- Of the 16% (20%) of respondents who said that they had some interaction with Halifax Regional Fire & Emergency over the past year, 91% (83%) were ***very satisfied*** (76%) or ***somewhat satisfied*** (15%) with their interaction.

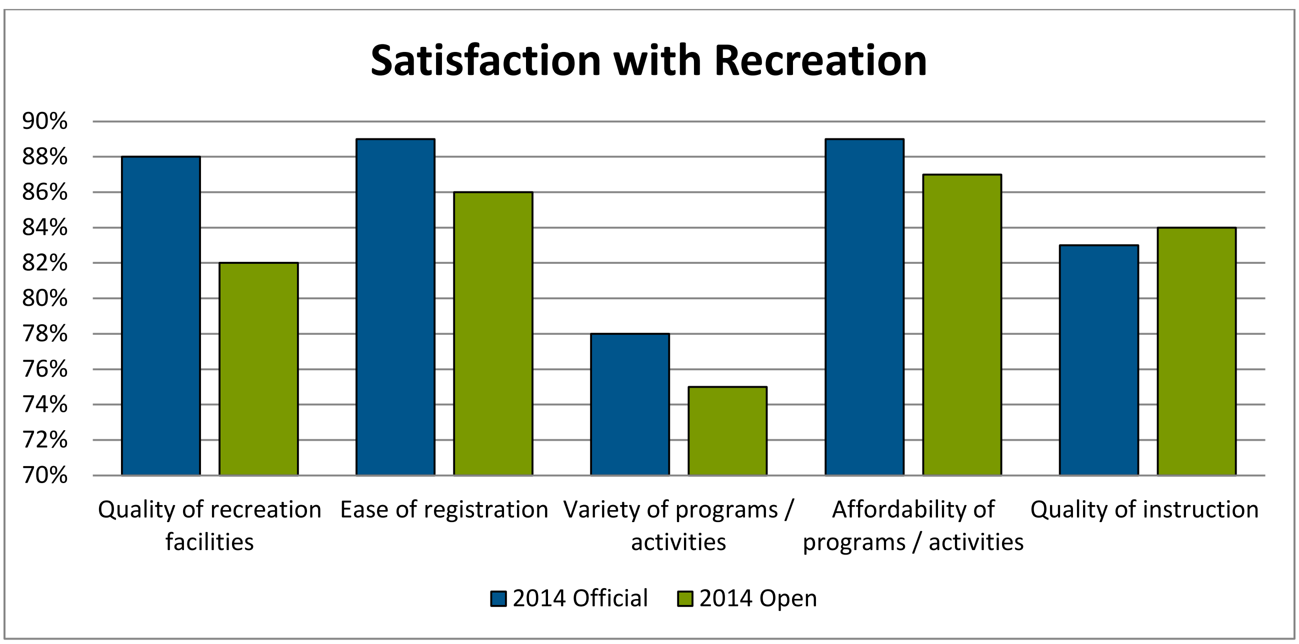
- 93% (90%) of respondents said that they were ***very confident*** (56%) or ***somewhat confident*** (37%) that Halifax Regional Fire & Emergency would respond in a timely and efficient manner.

- At the time of the survey, a vast majority of respondents (87%) have ***no*** concerns with the level of Fire service being provided, while just 13% said ***yes***. ***Recruitment/retention*** of volunteers/staffing of career firefighters (50%) is the most common concern voiced by these respondents. Other common concerns are: ***rural response time/lack of firefighters or coverage in rural areas*** (31%) and ***closure of rural fire stations*** (31%).

Recreation and Leisure

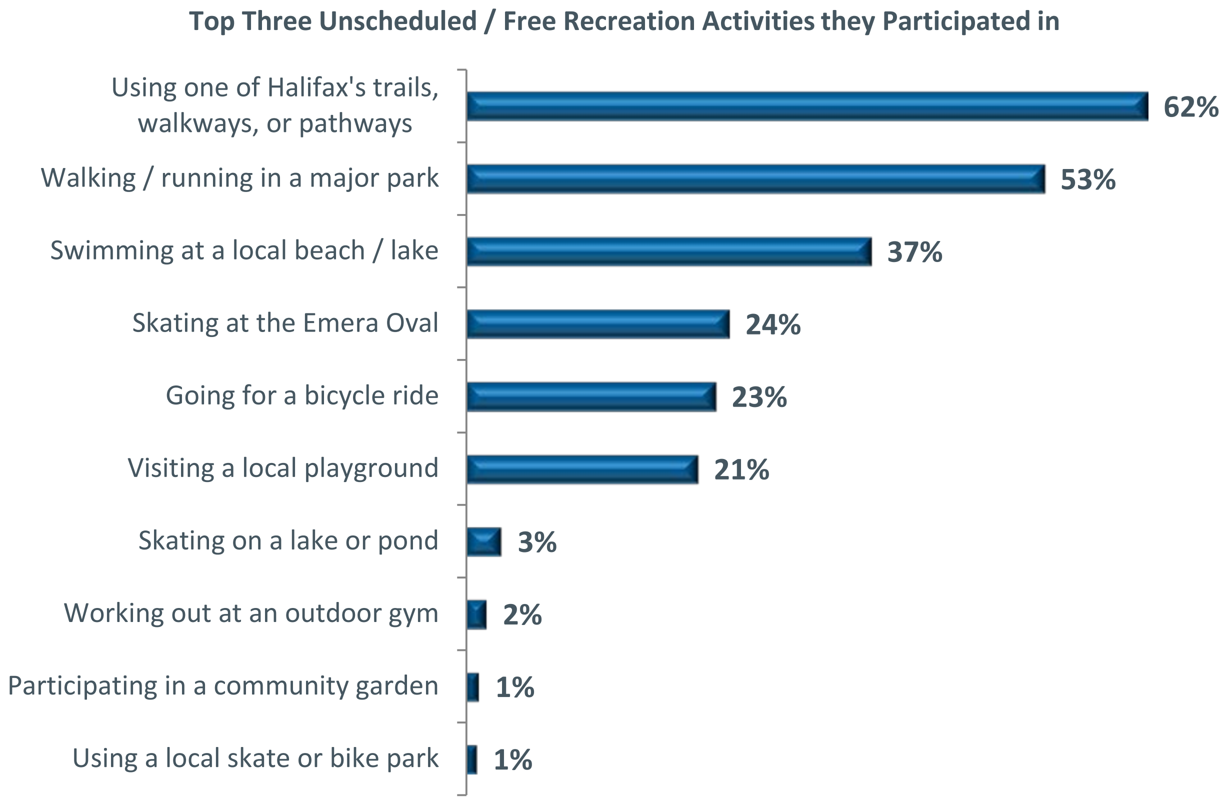
- Just two in 10 respondents have registered for or participated in a municipally-run recreation program over the past 12 months. 40% (48%) of surveyed respondents have used a municipally-run recreation facility over the past year. Of those respondents, 88% (82%) of them were ***satisfied*** (60%) or ***very satisfied*** (28%) with the quality of the facilities.

- The following chart outlines the percentage of respondents responding ‘satisfied' or ‘very satisfied with municipal recreation facilities, programs, or activities.



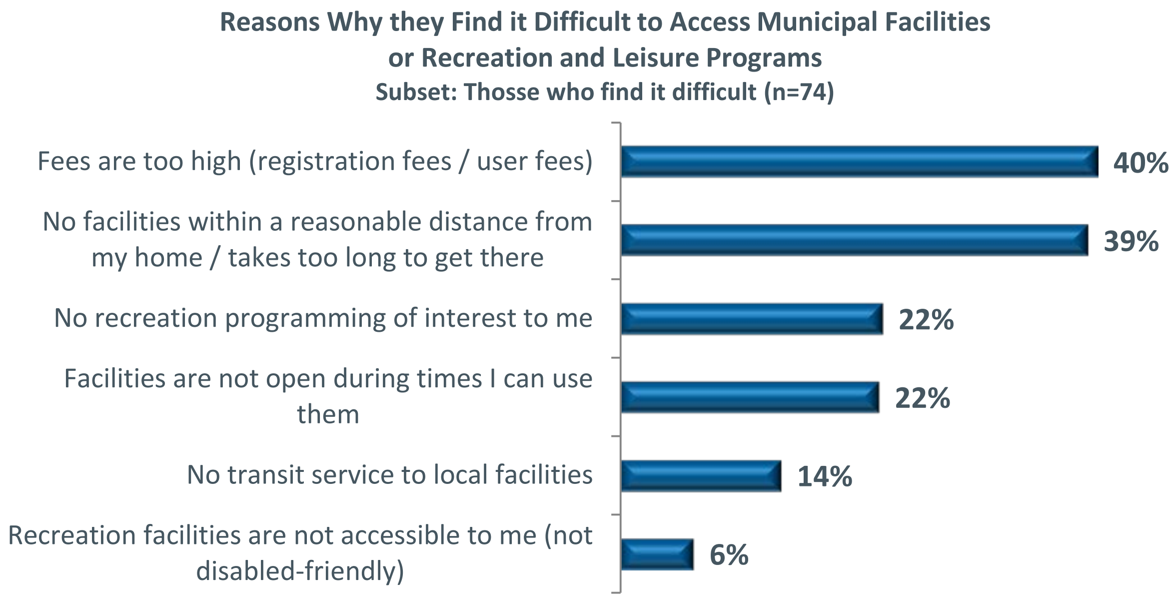
- The municipality offers free swimming lessons at beaches and free skating in both the summer and winter at the Emera Oval; however 63% (71%) of respondents have not taken advantage of these opportunities. 35% (27%) of respondents have used the Oval in the winter, but few (4% / 2%) have taken advantage of free swimming lessons or summer skating on the Oval, respectively.

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

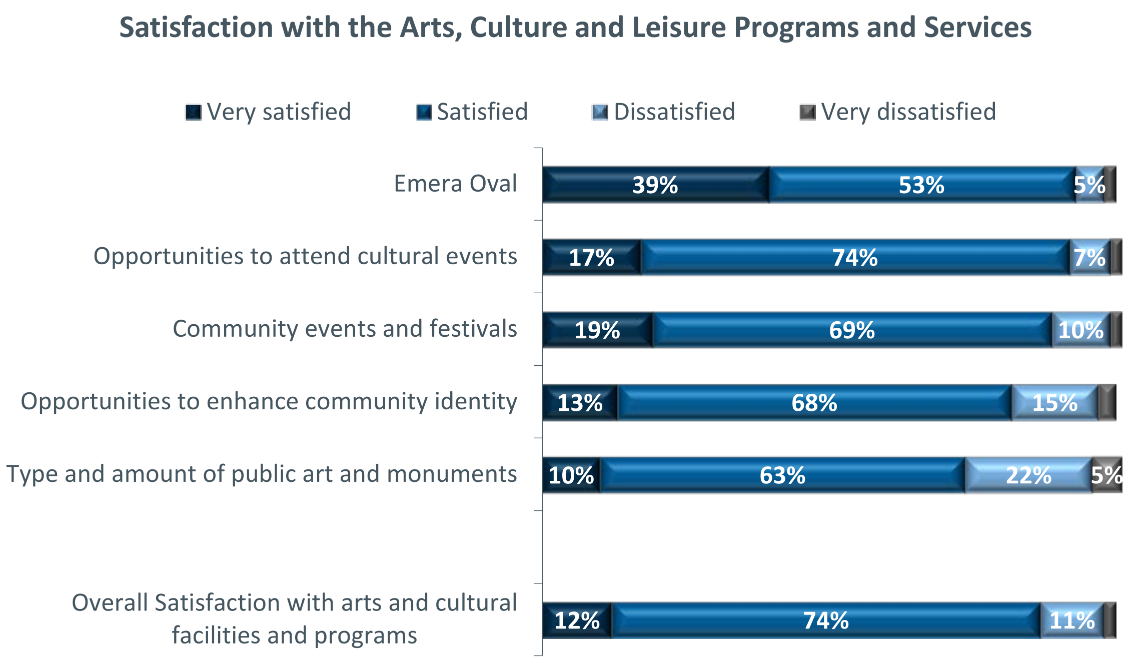


- The most common sources used by respondents to hear about the Municipality's recreation program and services are: ***word of mouth*** (38%) and ***catalogue*** (25%). The ***Halifax.ca website*** is also a common source used by respondents (17%). Responses in the other category included: newspapers and radio. A substantial number of respondents noted that they did not hear about the programs / services at all, and that the municipality could do a better job of communicating about them.

- The majority of respondents (87%) rated the affordability of programs and activities offered by the municipality as acceptable. Of those who found it difficult to access municipal facilities or recreation and leisure programs, the most common reasons are shown in the chart below.



- Respondents were generally satisfied with arts, culture, and leisure related programs and services.



Halifax Public Libraries

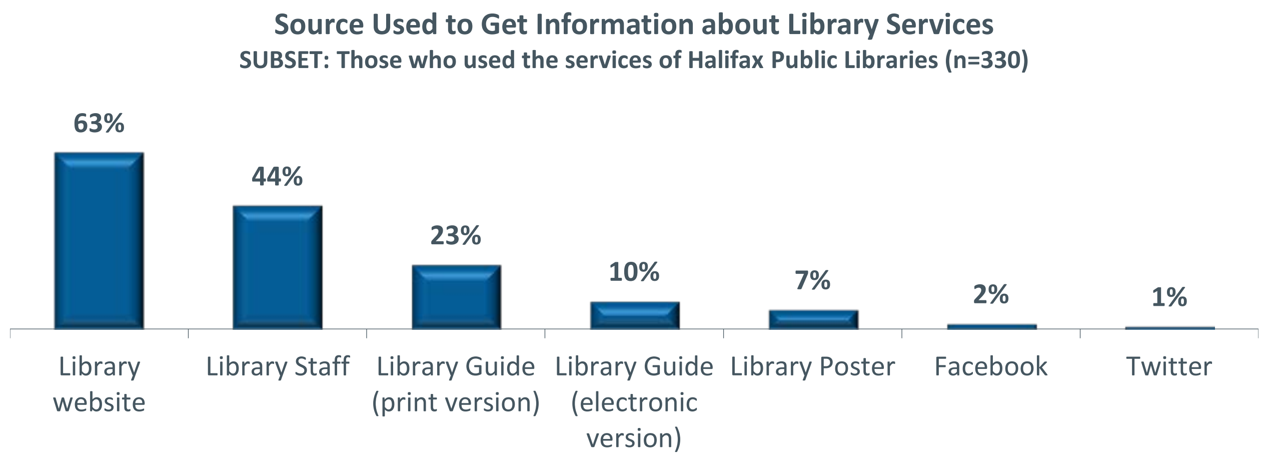
- 54% of respondents have used the services of Halifax Public Libraries in the past 12 months

- The most commonly used libraries were ***Keshen Goodman*** (35% / 33%), ***Spring Garden Road*** (31% / 35%), ***Alderney Gate*** (28% Official / 36% Open), ***Woodlawn*** (16% / 19%), ***Halifax North*** (14%), ***Cole Harbour*** (11% / 16%), and ***Captain William Spry*** (8% / 13%).

- 31% (35%) of respondents have used the Library's website - www.halifaxpubliclibraries.ca .

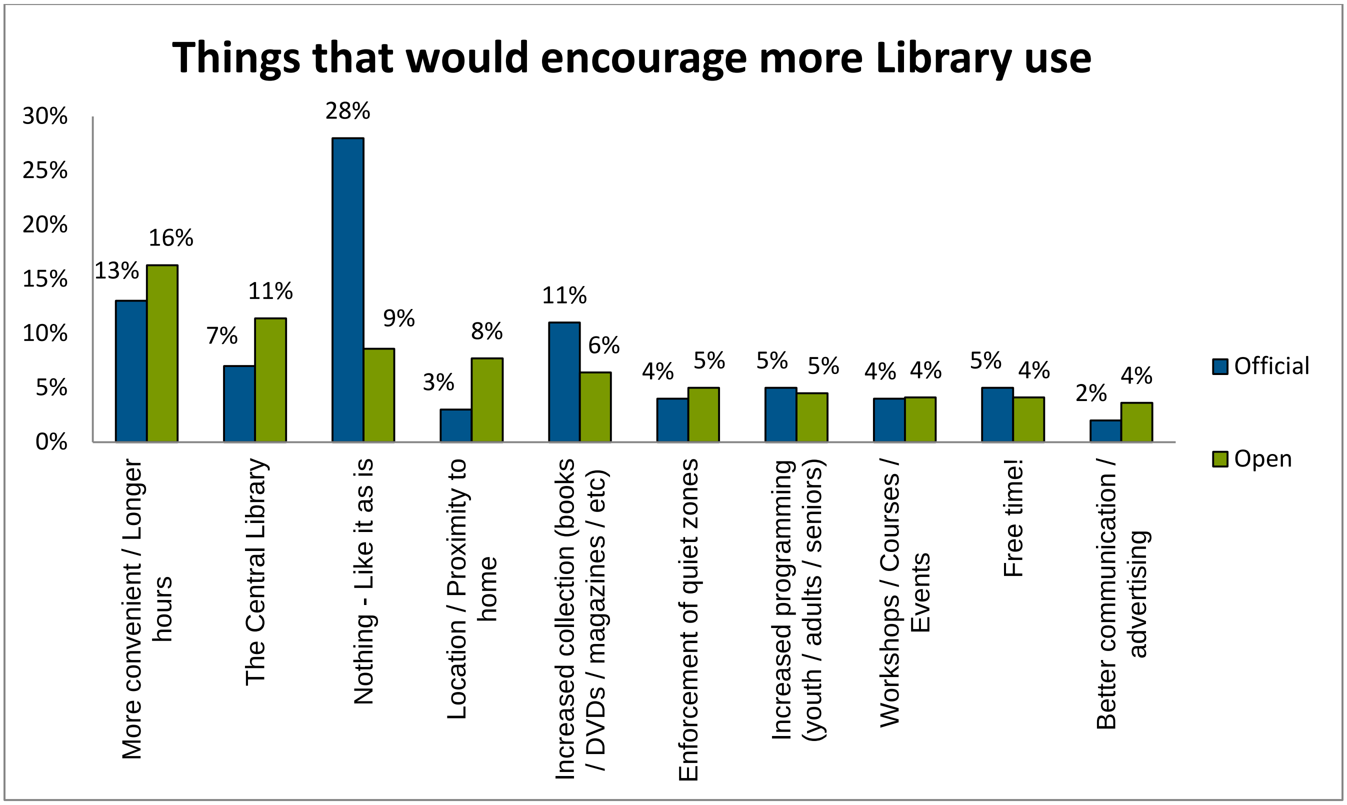
Table 8. Satisfaction with Library Services **(% responding Satisfied or Very Satisfied)**	**2010 ****	**2014 Open**	**2014 Official**
Library facilities	72%*	96%	97%*
Library materials	73%*	92%	96%*
Public technology	-	91%*	93%*
Children's programs	-	93%*	89%*
Youth programs	-	87%*	80%*
Adult programs	-	86%*	89%*
Programs for seniors	-	86%*	95%*
Programs for newcomers	-	81%*	87%*
Home delivery	-	89%*	87%*
Borrow by Mail services	-	88%*	100%*
Hours	-	79%*	90%*
Overall satisfaction with Halifax Public Libraries	-	95%	98%

* For these services, a significant proportion (more than 4%) of respondents indicated "Don't Know / No Opinion." These responses were factored out of the calculation, and the proportion responding 'Satisfied' or 'Very satisfied' was calculated based on the remaining responses.



- The majority of respondents (58% Official/ 53% Open) like the Library as is and find no obstacles to using it. Inconvenient open hours (15% / 22%), non-interesting programs/services/books (6% / 9%), inconvenient location (5% / 8%), overdue fines (4% / 8%), transportation issues/parking (8%), and noise/crowds (4% / 5%) round out the reasons why respondents did not use the library more often.

- More convenient hours were the number one preference for increasing library use amongst responders. The new Central library was also a substantial draw. Many respondents are pleased with the Library as is, but many opportunities across the board would seemingly increase use.



Environment

- A majority (59% / 54%) of people currently have household special waste such as paint, gasoline, batteries, and propane cylinders stored at their house awaiting disposal. Those who do have HSW stored in their house, garage, or shed were then asked to identify any barriers that are preventing or delaying the disposal. The top barriers include: ***just haven't gotten around to it*** (51%) and the ***location of the depot is inconvenient*** (41%).

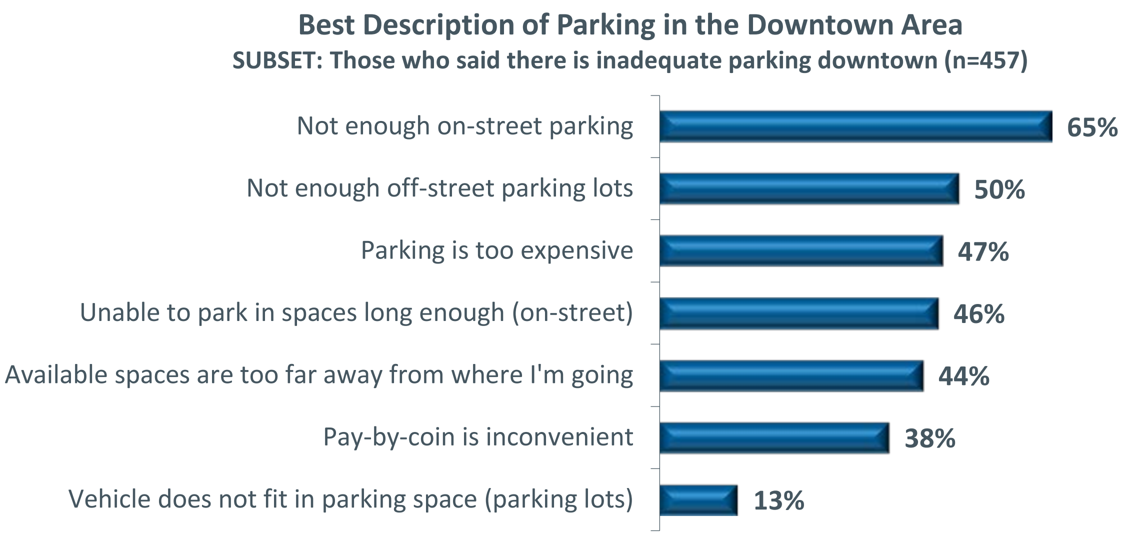
- When disposing of this waste, respondents use the drop off depot in Bayer's Lake (40% / 31%) or Enviro-Depot (35% / 31% - paint only). Return to retail (26% / 20%) and a mobile household special waste event (8%) are other options used.

- 35% of respondents mentioned that they dispose of home renovation materials at the curbside several times a year, and 32% (24%) responded that they did it once per year. 70% of respondents place three or fewer bundles at the curb each time.

Downtown Accessibility (Parking)

Note: For the purpose of this section, "Downtown" refers to: Downtown Halifax and Dartmouth, Spring Garden Road, Quinpool Road, and North End Halifax (and the areas in between that compete for parking in multiple areas).

- 64% (70%) of respondents believe that there is inadequate parking downtown.



- Halifax Downtown (94%), Spring Garden Road (74%) and Quinpool Road (40%) were the areas that respondents found the most challenging to find parking. Downtown Dartmouth (20%) and North End (e.g. Hydrostone – 18%) were not considered as problematic.

- 73% (68%) of respondents use a private vehicle when going downtown compared to 10% (18%) using Halifax Transit, or walking (10% / 7%).

- When parking downtown using their private vehicle, respondents primarily used on-street meters (42%), off-street parking garages/lots (23% / 27%), or parked in an on-street 2 hour free zone (18% / 14%).

- Table 9 outlines the opinion of respondents on a variety of parking-related statements.

Table 9. Parking **(% responding Agree or Strongly Agree)**	**2014 Open**	**2014 Official**
I can quickly find a parking spot	17%	17%
There is adequate parking during the day	20%	20%
There is adequate parking in the evening	43%	48%
There is adequate parking on the weekends	49%	54%
There is adequate parking for concerts / sports and special events	20%	19%
Parking meters are affordable	52%	59%
Outdoor parking lots are affordable	29%	29%
Indoor parking lots are affordable	22%	22%
Parking is easily identified	57%	68%

The payment options are sufficient	46%	53%
I know where parking is available	58%	62%
Parking meters are well placed and maintained	63%	72%

- A majority of people (63%) would be willing to walk up to 4 blocks to get to their intended destination. Nearly 25% would be willing to walk up to 5 blocks.

- If implemented, 66% (57%) of respondents would be willing to use a pay by credit card option; 31% would use a pay by mobile phone option; and 26% would use pay by an account. However, 27% would prefer to use the traditional pay by cash/coin option.

- Over 30% of respondents would use a mobile phone app identifying parking lots and related information.

- When asked to rank options balancing the provision of parking, and the needs of all users and the community at large, respondents ranked abundant parking for visits to the downtown core as the highest priority for parking. Commuter parking availability was the second priority; and limiting parking availability to try to encourage alternative transportation / reducing congestion was the lowest priority for respondents.

	Highest Importance	Middle Importance	Lowest Importance
Abundant parking for visits to the downtown area – encouraging people to shop / dine / visit / do business	60% (54%)	19%	22% (28%)
Plentiful parking for daily commuters – parking is primarily available for those who work downtown	32% (33%)	47% (45%)	22%
Limit the amount of parking in an effort to reduce congestion – encourage alternative modes of transportation through parking measures	8% (13%)	35% (37%)	58% (50%)

FINANCIAL IMPLICATIONS

The total cost of the 2014 HRM Citizen Survey is $47,999 (net HST included), including consulting fees of $24,321 (net HST included).

There are no immediate financial implications resulting from this report, however the information gathered through the Survey will help to inform future priority setting and decision making. Those financial implications will be considered separately as part of the decision making process.

COMMUNITY ENGAGEMENT

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

ATTACHMENTS

None

A copy of this report can be obtained online at http://www.halifax.ca/council/agendasc/cagenda.php then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Michael Pappas, Planning and Performance Coordinator, Finance & ICT 902.490.5534

Original Signed

Report Approved by

Ed Thornhill, Manager, Corporate Planning, Finance & ICT 902.490.4480
