

**Item No. 7.1.1**

**Executive Standing Committee**  
**June 27, 2011**

**TO:** Chair and Members of Executive Standing Committee

**SUBMITTED BY:**



Brad Anguish, Director, Business Planning and Information Management

**DATE:** June 21, 2011

**SUBJECT:** **2012 HRM Citizen Survey**

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**ORIGIN**

Regional Council's approved 2011/12 Business Plan objective to "undertake citizen survey in Jan/Feb 2012, incorporating lessons learned from 2010".

**RECOMMENDATIONS**

It is recommended that the Executive Standing Committee:

1. Endorse the proposed long term survey cycle as defined in Table 1 of this report;
2. Endorse the proposed work plan defined in Table 2 that will guide the development of the 2012 survey content; and,
3. Endorse the proposed survey schedule defined in Table 3 of this report.

## **BACKGROUND**

As part of the commitment to citizen-centred service delivery, an HRM Citizen Survey was conducted in January 2010. That survey was designed to solicit both community priorities and citizen satisfaction with HRM services, providing Councillors and staff with valuable feedback in aligning resources with community priorities and service expectations. It had been five years since the previous citizen survey.

The Citizen Survey is an important element of the Corporate Planning Framework and asks questions related to HRM's Community Outcomes, namely:

- A Safe, Inclusive, and Welcoming Community;
- Integrated and Affordable Transportation Networks;
- Diverse Lifestyle Opportunities;
- Well Planned and Engaged Communities;
- Clean and Healthy Environment; and
- Economic Prosperity.

HRM's Citizen Survey results provided data for 15 of the HRM Community Indicators reported in the 2011 Corporate Plan. This information ensures transparency of reporting and establishes critical baseline data and ultimately trend analysis capability to help inform decision making when considering program and service adjustments to advance Community Outcomes. In addition, survey results are used to inform service providers of pressure points and areas where additional attention may be needed.

The 2010 citizen survey was developed in-house, in consultation with HRM business units, and our partners at the Halifax Chamber of Commerce and the Greater Halifax Partnership. The survey was conducted during January and early February 2010 by Thinkwell Research, a Halifax-based market research firm that was contracted via standard procurement process to conduct the survey on behalf of the Municipality.

### **2010 Survey Methodology**

Approximately 23,400 randomly selected households received a letter from the Mayor, including instructions on how to participate in the survey. The Mayor's message welcomed residents to the survey, introduced the process, and outlined the survey completion options and benefits. Residents had the option of completing the survey online, by mail, or by telephone. This methodology was selected because it was the most cost-effective and timely approach, as well as to reduce the environmental impact associated with doing a large-scale survey. Each household received a unique passcode which allowed them access to the online survey or to identify them if they chose to call Thinkwell Research to request a mail or telephone survey. The survey contained more than 300 individual questions, ranging in topics from perceptions on the quality of life and feeling of belonging in the community, to satisfaction with and ratings of importance of municipally-provided services.

This survey was the largest resident survey HRM has conducted since amalgamation, both in terms of sample size and scope of questions. Typical municipal or city surveys range from 400 to 1500 residents. 2,420 HRM residents completed the region wide survey, representing a completion rate of 10.3%. This response rate slightly exceeded our expected response rate of 10%, and is in line with the expected response rates suggested by other proponents who bid on the Survey RFP.

HRM's 2010 Citizen Survey provided the Municipality with feedback and priorities of citizens that was representative of the general population of HRM and was accurate to within +/- 2%, 95% of the time. The margin of error reported for the results was  $\pm 2\%$ . For example, if a result shows that 84% of residents say they are satisfied with a service, the real result lies between 82% and 86% ( $84\% + 2\% = 86\%$ , or  $84\% - 2\% = 82\%$ ).

This is called the confidence interval, and represents the range within which true satisfaction with the service can be expected to fall, 95 times out of 100.

## **DISCUSSION**

The 2010 citizen survey took respondents as much as 1 hour to complete. This is considered too long under industry standards which is consistent with feedback received from respondents. To create shorter, more focused surveys, staff is proposing a “cycle” of citizen surveys to provide continuous feedback on both community expectations as well as citizen satisfaction with services as defined in Table 1 below:

Table 1

<b>Year</b>	<b>Survey Type</b>	<b>Reporting Time Frame</b>
2010	Full Priority and Satisfaction	April 2010
2012	Community Priority/Expectations	April 2012
2013	Service Satisfaction	April 2013
2015	Service Satisfaction	April 2015
2016	Community Priority/Expectations	April 2016
2017	Service Satisfaction	April 2017
2019	Service Satisfaction	April 2019
2020	Community Priority/Expectations	April 2020

The proposed cycle ensures that a focused municipal service satisfaction survey is conducted every other year and that a community priority/expectations survey is conducted every four years to coincide with the municipal election schedule. The community priority/expectations survey should serve to both inform the incoming Council of the issues most relevant to the community as well as to help increase community engagement in the election process.

Based on the survey cycle proposed above, staff will build upon the work completed in 2010 and develop a 2012 community priority/expectations survey for Council’s consideration via the Executive Standing Committee in November 2011. The community priority/expectations portion of the 2010 survey is attached for reference purposes. (Attachment A).

There are a number of benefits associated with conducting a community priority/expectations survey:

- Best-practice of leading cities and municipalities to solicit feedback from a random and representative sample of citizens region-wide;
- Enables identification of the variable(s) with the most influence on citizen’s perception of HRM, and identification of the main themes most affecting residents quality of life;
- Provides an assessment of community priorities and need(s), identifies broad community issues, and enables Council and staff to align service delivery to meet specific community and planning needs;
- Results will help to inform discussions during business planning, enabling better allocation of resources for maximum community benefit and improved policy development and decision making;
- Fulfils a commitment made as part of HRM’s Economic Strategy to undertake citizen surveys on a regular basis.
- Will help to inform council of the current issues in advance of the 2012 municipal election.
- Will help to engage the community in municipal issues in advance of the 2012 municipal election.

### **Proposed 2012 Survey Development Workplan**

Staff is proposing to use the same methodology for conducting the 2012 survey as was used in 2010, including

the same time frames (Jan/Feb). This methodology proved effective and statistically valid.

The 2010 survey questions were developed without direct feedback from Council. It is staff's recommendation to develop the questions for the 2012 survey in direct consultation with the Executive Standing Committee, and ultimately endorsed by Regional Council. This collaborative approach will ensure that the information that is being gathered includes the feedback Council wants. The following Workplan in Table 2 is recommended:

Table 2

<b>Date/Period</b>	<b>Work Plan Action/Deliverable</b>
June – August 2011	Staff review 2010 community priority questions and apply “lessons learned” to re-work, add, or delete questions.
August – October 2011	Distribute draft 2012 questions to Exec Stand Comm to solicit feedback/ideas on questions.
Sept 2011	RFP for Survey (standard procurement process)
November 2011	Submit Final questions to Exec Stand Comm for endorsement/recommendation to Regional Council
November 2011	Award contract to successful proponent
December 2011	Finalize survey content with successful proponent and commence communications.

The above schedule provides key milestones, however much can be accomplished concurrently. For example, Councillors are invited to provide their input to the questions anytime and the RFP can be prepared and awarded sooner than the schedule indicates. The dates indicated are the latest dates in order to conduct the survey in January of 2012.

#### Proposed Survey Schedule

It is estimated that the survey will take approximately ten weeks to complete, with results presented to Regional Council in April 2012. A proposed draft time line is shown in Table 3 below. The actual surveying of the residents should take approximately four weeks to complete.

Table 3

<b>Milestone</b>	<b>Completion Date</b>
Survey pre-test / Finalize Survey	December 16 <sup>th</sup>
Survey distribution	January 3 <sup>rd</sup>
Close survey	January 31 <sup>st</sup>
Data analysis	March 31 <sup>st</sup>
Preliminary Report to Executive Standing Committee	March 31 <sup>st</sup>
Final Report to Council	April, 2012

#### **BUDGET IMPLICATIONS**

It is expected that the total cost to conduct the 2012 survey will be \$85,000 as follows:

<b>Item</b>	<b>Estimated Cost</b>
Mailing	\$33,000
Printing	\$10,000
Consultant	\$40,000
Advertising/Promotion	\$2,000
<b>Estimated Total</b>	<b>\$85,000</b>

All of the above costs are included in the 2011/12 Approved Budget under Cost Centre A302.

## **FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

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

## **ALTERNATIVES**

1. The Executive Standing Committee could recommend to Regional Council that a 2012 Citizen Survey not be conducted.
2. The Executive Standing Committee could amend the proposed survey cycle both in terms of frequency and/or survey scope.
3. The Executive Standing Committee could adjust the survey development work plan and/or schedule.

## **ATTACHMENTS**

Attachment A – 2010 HRM Survey excerpt- Community Priority Questions

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

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Report Approved by:

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Bruce Fisher, MPA, CMA, A/Director of Finance/CFO

490-6308

Attachment A – 2010 Citizen Survey excerpt - Community Priority Questions

Excerpt from the  
**Halifax Regional Municipality (HRM) 2010 Citizen Survey**  
**“Community Priority Questions”**

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

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

2. What is your current employment status?

- ☐ Employed Full-time  
☐ Employed Part-time  
☐ Student  
☐ Not currently employed  
☐ Retired

**If you are retired, please skip to question 6.**

3. Are you working in the field or profession of your choice?

☐ Yes ☐ No ☐ Not Currently Employed

4. Do you feel that there are sufficient opportunities in HRM to work in the field or profession of your choice?

☐ Yes ☐ No ☐ Don't know

5. Do you anticipate having to move from HRM to find work in the field or profession of your choice?

☐ Yes (Me) ☐ Yes (family member) ☐ No ☐  
Don't know

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

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

For example: New Performing Arts Centre: 1

Change in tax structure (tax reform)		Investments in transit system	
Improved coordination between levels of government regarding economic strategy and infrastructure development		More emphasis on arts, culture and major events	
Improvements in the appearance / beautification of the Municipality		More emphasis on downtown growth	
Improvements to HRM's roadway system / road conditions		More emphasis on 'rural' growth	
Increased cleanliness of the Municipality (graffiti removal, vandalism, etc)		More emphasis on recreation services / facilities	
Increased efforts to attract immigrants / new residents		New convention centre	
Increased efforts to attract and retain young workers/professionals		Reduced regulations	
Increased marketing of HRM as a destination of choice for business		Nothing	
Increased public safety		Don't know	
Other (please specify):			

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

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

**PUBLIC SAFETY:**

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

	STRONGLY DISAGREE	.....			STRONGLY AGREE	UNDECIDED / NO OPINION
a. In general, I feel personally safe in HRM	1	2	3	4	5	6
b. In general, I feel personally safe in the community where I live	1	2	3	4	5	6
c. I feel safe walking downtown	1	2	3	4	5	6

Halifax alone in the daytime						
d. I feel safe walking downtown Halifax alone in the evening	1	2	3	4	5	6
e. I am satisfied with the quality of policing in my community	1	2	3	4	5	6
f. I am satisfied with police visibility and presence in my community	1	2	3	4	5	6
g. I am confident that the police will respond to emergencies in a timely and efficient manner	1	2	3	4	5	6
h. I am confident that the Fire Department will respond to emergencies in a timely and efficient manner	1	2	3	4	5	6

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

☐ Yes ☐ No

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

☐ Yes ☐ No

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

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**12. The following question contains your rating of its importance as a service or program that the Municipality provides.**

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

Please use additional pages for comments	On a 5-point scale, rate the <b><u>overall importance to you</u></b> of this service.					
	1 = Very Unimportant 5 = Very Important N/A = No Opinion / Unsure					
Public Safety	<b><u>Importance</u></b>					
Animal services	1	2	3	4	5	N/A
Firefighting services	1	2	3	4	5	N/A
Fire and public safety education programs	1	2	3	4	5	N/A
HRM's emergency / disaster preparedness	1	2	3	4	5	N/A
Building and fire inspection services	1	2	3	4	5	N/A



Maintenance of existing infrastructure (e.g. buildings, streets, roads, bridges)	1	2	3	4	5	N/A
Communication regarding crime / criminal activity	1	2	3	4	5	N/A
Community safety initiatives (e.g. Block Parent, Citizens on Patrol)	1	2	3	4	5	N/A
Community Policing	1	2	3	4	5	N/A
Traffic law enforcement	1	2	3	4	5	N/A
Traffic calming	1	2	3	4	5	N/A
By-law enforcement	1	2	3	4	5	N/A
Parking enforcement	1	2	3	4	5	N/A
Lighting (street lighting, bus stops, etc.)	1	2	3	4	5	N/A
Community grants for social services	1	2	3	4	5	N/A
Drop-in centres for at-risk youth	1	2	3	4	5	N/A
After-school programs for youth	1	2	3	4	5	N/A
Advocacy to the Province regarding how late bars can stay open / serve alcohol	1	2	3	4	5	N/A
Advocacy to the Province regarding social services for homeless people	1	2	3	4	5	N/A
Advocacy to the Province regarding social services for substance addicted persons	1	2	3	4	5	N/A
Availability of late night transportation options (e.g. bus service, taxis)	1	2	3	4	5	N/A

## TRANSPORTATION AND MOBILITY

If you do not regularly commute to work or school, then please skip to Question 16.

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

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

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

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

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

Time in Minutes: \_\_\_\_\_

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

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

**17. Currently, transit fare is \$2.25 per trip, with regular monthly passes at \$70. Would you be willing to pay more for improved transit service?**  
☐ Yes ☐ No ☐ Don't Know

**18. If you answered yes to Question 18 how would you like to see this cost for improved transit service absorbed?**  
☐ Through an increase in transit fares (at the farebox)  
☐ Through an increase in the tax rate  
☐ Through a decrease in funding for other service(s)

**19. Which of the new transit services added over the past few years may have influenced your decision to try public transit?**  
☐ New MetroLink premium commuter service  
☐ New U-Pass program for 5 area universities  
☐ New on-board bus surveillance system for better security  
☐ New MetroX rural commuter transit service  
☐ More Sunday / holiday and special event service  
☐ None of the above

**20. The following question contains your rating of its importance as a service or program that the Municipality provides.**

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

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

## RECREATION, LEISURE, and CULTURE

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

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

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

**22. Please name the facility or facilities you participated or were a spectator in when responding to question 21J and 21K above.**

**23. The following question contains your rating of its importance as a service or program that the Municipality provides.**

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

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

**24. Do you find it difficult to access any recreation facilities (indoor / outdoor) or participate in any recreation or leisure programs within the HRM?**

*(Access typically refers to the following: affordability, the ease of getting to and from the facility or activity, or whether or not the facility or program is built to accommodate people with physical impairments)*

☐ Yes ☐ No

**25. If you responded YES to question 24, what are some of the reasons why you find it difficult to access recreation facilities or recreation and leisure programs within the HRM?**

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

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

a. Larger, more extensive (but fewer) recreation facilities	<input type="checkbox"/>
b. Smaller (but more) community recreation facilities	<input type="checkbox"/>
c. Balance of different sized facilities throughout the municipality	<input type="checkbox"/>
d. Don't know / No opinion	<input type="checkbox"/>

## COMMUNITY INFRASTRUCTURE

- 27. When reviewing applications for new construction in the HRM, there are times when the Municipality has to consider both the protection of the heritage of municipal properties and infrastructure and the value of new development. On these occasions, where do you think the Municipality should place the highest priority?**

(Please check ☒ just one box indicating your preference)

a. Heritage	<input type="checkbox"/>
b. Mixed (with heritage-preference)	<input type="checkbox"/>
c. Neutral	<input type="checkbox"/>
d. Mixed (with development preference)	<input type="checkbox"/>
e. Development	<input type="checkbox"/>
f. No opinion / Don't know	<input type="checkbox"/>

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

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

**For example: New fire stations 1**

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

**29. The following question contains your rating of its importance as a service or program that the Municipality provides.**

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

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



## RESPECT FOR THE ENVIRONMENT

**30. Please rank the following in order of importance to you, 1 being most important and 8 being least important. (do not duplicate any rankings, ie: only one 1, one 2, etc.)**

	Importance "ranking" (1-8)
a. The air quality in your community	
b. The water quality of rivers, streams, and lakes in your community	
c. The quality of HRM drinking water	
d. The water quality in the harbour	
e. HRM's efforts to improve the water quality in the harbour	
f. The effort of the Municipality in protecting the environment	
g. The effort of the Municipality in promoting energy efficiency initiatives	
h. The effort of the Municipality in promoting renewable energy use	

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

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

☐ Yes      ☐ No      ☐ Don't Know

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

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

**For example: Ban sale of pesticides / herbicides at HRM retail stores 1**

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

## COMMUNICATION WITH THE MUNICIPALITY

**34. As a resident of HRM, what is your main source of information regarding what's happening in the Municipality? (Please check ☒ all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Television                    | <input type="checkbox"/> Word of mouth                     |
| <input type="checkbox"/> Radio Station                 | <input type="checkbox"/> Internet                          |
| <input type="checkbox"/> Newspaper                     | <input type="checkbox"/> Municipal Direct Mail Information |
| <input type="checkbox"/> Other (please specify): _____ |  |

**35. When the HRM has some news to share, how do you prefer to receive information?  
(Please check ☒ all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Via the media             | <input type="checkbox"/> Electronically, via email                 |
| <input type="checkbox"/> Online via Halifax.ca     | <input type="checkbox"/> Via telephone (automated calling service) |
| <input type="checkbox"/> Newsletter or direct mail | <input type="checkbox"/> Other (please specify): _____             |

**36. How often would you like to hear from the HRM? Would you say:**

- ☐ Monthly
- ☐ About every 3 months
- ☐ About every 6 months
- ☐ About once per year
- ☐ Never
- ☐ Not sure

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

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## DEMOGRAPHIC QUESTIONS

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

### 38. What area of HRM do you live in?

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

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

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

### 39. Are you female or male?

- ☐ Female
- ☐ Male

### 40. How old are you?

- ☐ 18 – 24 years old
- ☐ 24 – 34 years old
- ☐ 35 – 44 years old
- ☐ 45 – 54 years old
- ☐ 55 – 64 years old
- ☐ 65 – 75 years old
- ☐ Older than 75 years

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

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

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

- ☐ Under \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 – \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,999
- ☐ Over \$150,000

**43. Do you own or rent your home?**

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

**44. If you answered that you own your own home in Question 44, your most recent annual property tax bill is?**

- ☐ Under \$1,000
- ☐ Between \$1,000 and \$1,500
- ☐ Between \$1,500 and \$2,000
- ☐ Between \$2,000 and \$3,000
- ☐ Between \$3,000 and \$4,000
- ☐ Over \$4,000
- ☐ Don't Know
- ☐ No answer

**COMMENTS OR FEEDBACK**

**Is there something missing from the survey that you would like to see addressed in the future, or is there any feedback that you would like to provide the Municipality?**

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**THANK YOU!**

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

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