

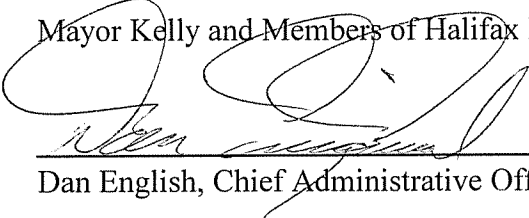


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ITEM NO. 11.1.4

Halifax Regional Council
January 8, 2008

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Dan English, Chief Administrative Officer

DATE: January 7, 2008

SUBJECT: Economic Strategy Target Measures

SUPPLEMENTARY INFORMATION REPORT

ORIGIN

This report provides supplementary information in respect to Item 11.1.4 of the January 8, 2008 Council Agenda. Table 4 (last row, page 8) of the January 2 staff report committed to bringing forward additional information on the community satisfaction target measure on January 8.

BACKGROUND

The Economic Strategy identifies the attainment of a high level of community satisfaction as an outcome for measuring progress against the strategic goal of “Leveraging HRM’s Creative Community” as a strategy for propelling economic growth. This is one of several indicators used in gauging HRM’s ability to attract and retain talented people and businesses. In adopting the Economic Strategy, HRM committed to developing an appropriate means of measuring progress towards this outcome.

In the 2007 Economic Scorecard prepared by the Halifax Chamber of Commerce, it was suggested that an overall community satisfaction level of 80% would be a reasonable target to set in determining a “high” level of satisfaction. In the absence of a more specific means of measuring progress towards this target, the Chamber relied on an index developed as part of a 2005 citizens’ survey undertaken by Corporate Research Associates (CRA) for the previous HRM Corporate Scorecard process. An index developed by CRA aggregated responses to a series of questions in the 2005 survey which resulted in an overall score of 62% citizen satisfaction. Based on this result, the 2007 Chamber scorecard assigned a red light for this measure.

DISCUSSION

The cost of undertaking citizens' surveys on an annual basis can be significant. There may be alternative ways in which community satisfaction can be determined in order to meet HRM's commitment to set a target, and ways in which satisfaction levels can be measured and benchmarked against other municipalities. Staff will undertake to explore these further in conjunction with corporate initiatives, including Council Focus Areas, and in conjunction with the Chamber of Commerce. This work will not likely be completed before release of the Chamber Scorecard (next month), but will be completed in time for the 2009 Scorecard. Once a target is developed and agreed upon, staff will return to Council for endorsement within the Economic Strategy. In the meantime, no further action by Council is required.

BUDGET IMPLICATIONS

There are no budget implications associated with this report as no action is required. Any consideration to undertake citizen surveys as a means of determining community satisfaction levels should be deferred to the municipal budget process.

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.

ATTACHMENTS

None

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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