

2010 citizen SURVEY



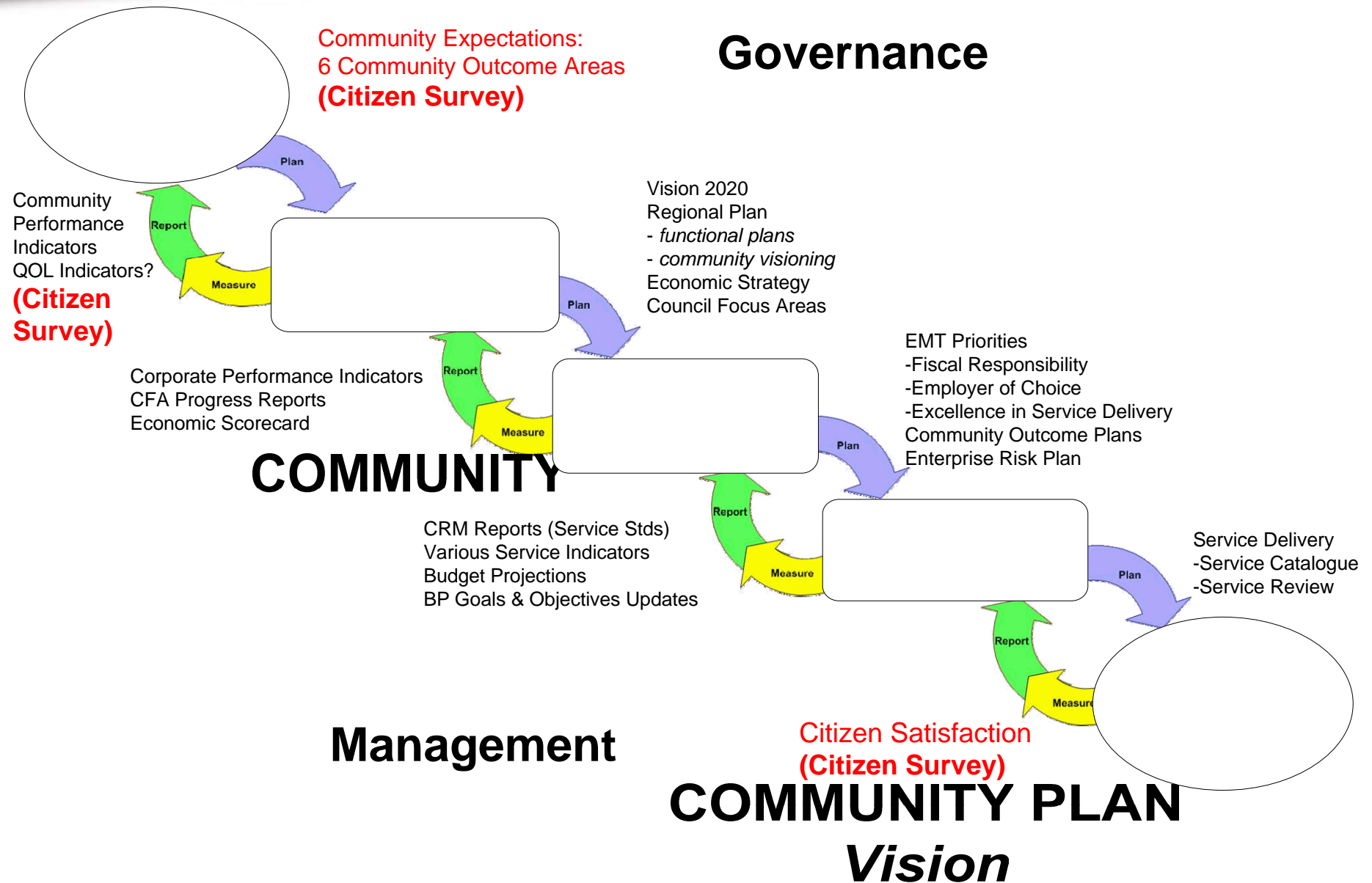
HALIFAX
REGIONAL MUNICIPALITY



 **THINKWELL**
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A member of The Nanos Research Group.

1. Background
2. Link to Corporate Planning Framework
3. Survey Design
4. Survey Methodology
5. Survey Findings
6. Closing Remarks
7. Questions

- HRM's last citizen survey conducted in 2005
 - Much less comprehensive / less broad in scope
- Council was updated on status of Survey on November 24th
 - Commitment as part of the 2009/10 Business Plan
 - Best practice of leading municipalities
 - Builds trust and opens lines of communication
 - Valuable feedback that will help inform decisions
 - Important component of the Corporate Planning Framework



- Focus of the survey was on HRM's Community Outcomes
 - Safe and Welcoming Community
 - Affordable and Integrated Transportation Networks
 - Diverse Recreation, Leisure, and Cultural Choices
 - Well Planned and Engaged Communities
 - Clean and Healthy Environment
 - Economic Prosperity
- Survey commenced in late December 2009

- Halifax-based market research firm
- Awarded the contract through a competitive RFP process
- Len Preeper, President and Founder of Thinkwell Research
- Member of the Nanos Research Group
- MRIA Gold Seal Certified



2010 citizen
SURVEY

February 2010
Key Findings



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Methodology

Survey Specifications:

- Online, mail, and telephone-based survey (respondent option)
- Scope: Randomly selected representative sample of HRM residents
- Survey conducted between December 30th 2009 and February 7, 2010.

Survey Specifications:

- Sample size: 2,420
- Margin of error $\pm 2\%$, 19 times out of 20
- 23,400 random households received request to complete survey

Completion Results:

- 88% of responses were completed online. 10% via mail survey. 2% phone
- Completion rate was 10.3%

Rating scales



Disagree
Agree

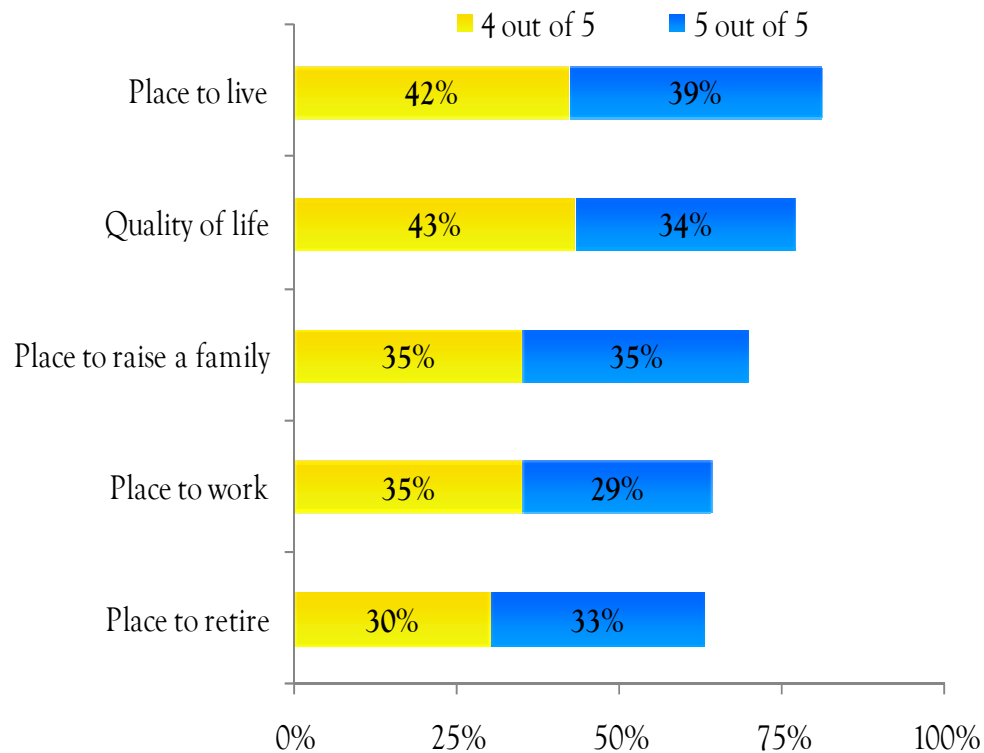
Gap Analysis

Average importance rating
- **Average satisfaction rating**
= Gap score

Key Themes

People like the HRM

Characteristics of life in HRM - Good (4) or Very Good (5)



People like the HRM

Community engagement

- 90% like the neighbourhood where they live
- 82% feel they belong here
- 75% believe that if they had an emergency, even those they did not know in their community would be willing to help

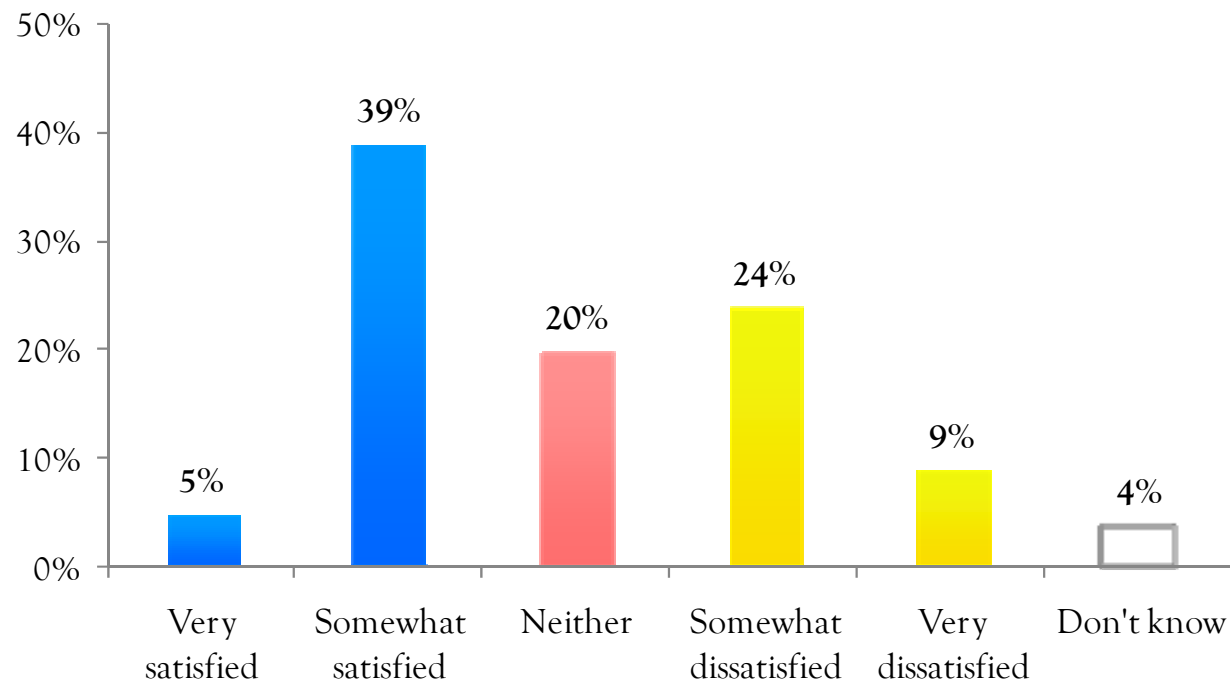
People like the HRM

Community engagement

- 73% believe their community accepts diverse cultures
- 73% believe there are always a variety of things to do in HRM
- 72% know their neighbours

Generally content with Municipal government

More satisfied than dissatisfied with the overall direction of government



Generally content with Municipal government

More satisfied than dissatisfied with the overall direction of government

Satisfied

44%

Dissatisfied

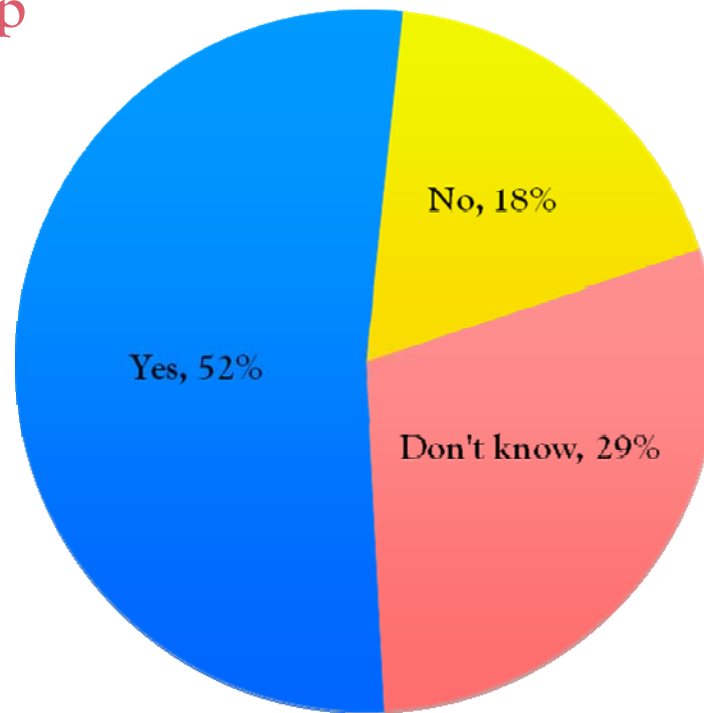
33%

NET

+11%

Generally content with structure of Municipal government

Majority feel well represented by current council and community council makeup



Citizen concerns of note

- 24% believe council is demonstrating effective leadership, 34% disagree
- 25% believe council successfully deals with important issues in HRM, 30% disagree
- 45% believe their voices are *not valued* or reflected in decision making, 18% believe they are

Concern about public communications

Three lowest rankings in perceived effectiveness in communicating with the public

1. HRM's public consultations on HRM initiatives
2. Information on how to engage in community life in HRM
3. The communication efforts of the municipality

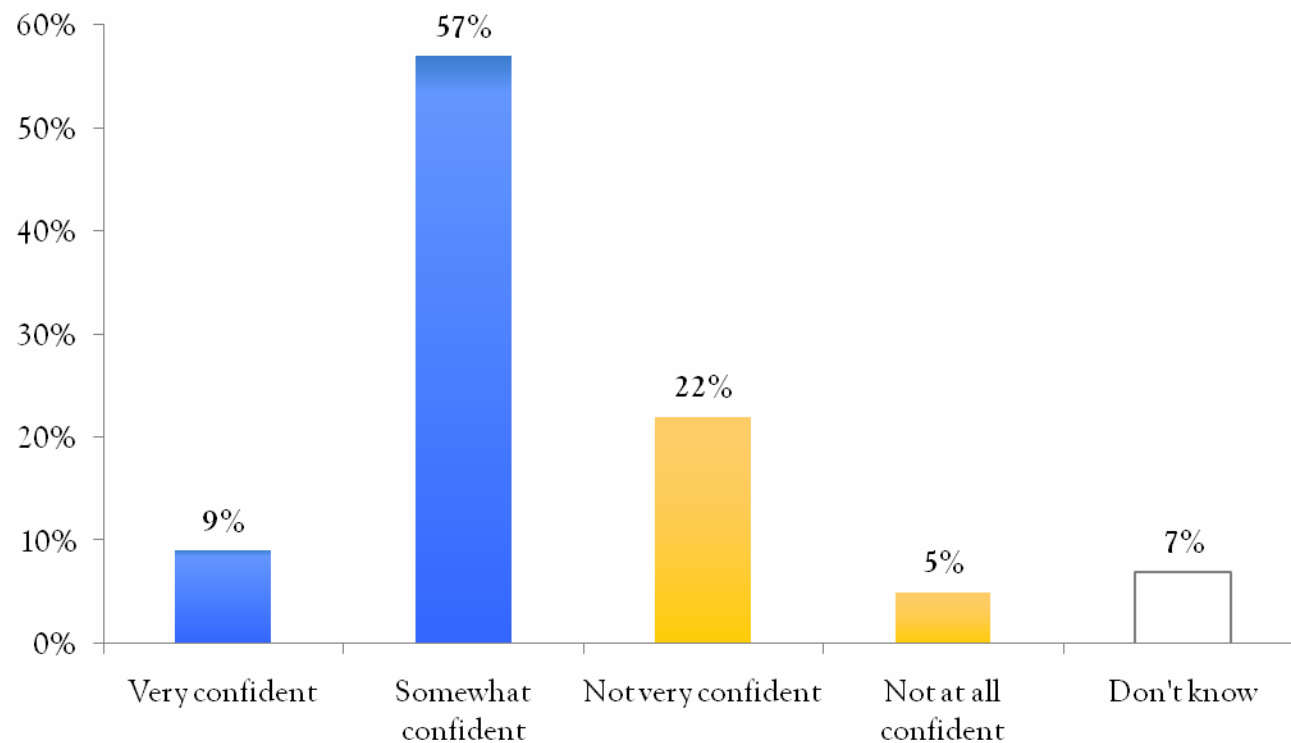
Concern about public communications

Gap Analysis (Importance v. Satisfaction)

- a. Communication regarding crime / criminal activity (1.1)
- b. Public consultation on planning issues (1.0)
- c. Public consultation on community issues (1.0)

Cautiously optimistic about HRM's economic future

Economic confidence



Satisfaction with efforts to ensure economic prosperity

58% satisfied with efforts to attract major events, 13% dissatisfied

49% satisfied with efforts to attract tourism/visitors, 15% dissatisfied

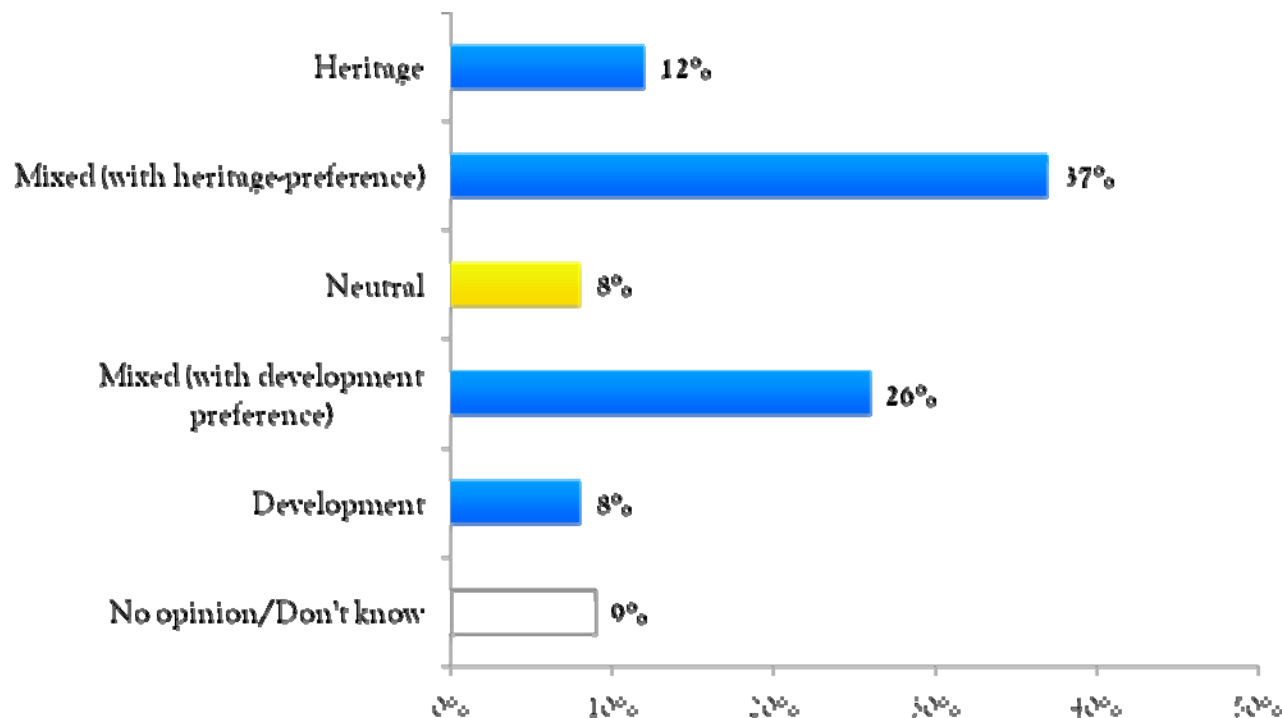
24% satisfied with efforts to attract business, 20% dissatisfied

19% satisfied with efforts to attract immigrants, 17% dissatisfied

18% satisfied with efforts to attract young professionals, 25% dissatisfied

Cautious approach to new development

Heritage v. Development



Cautious approach to new development

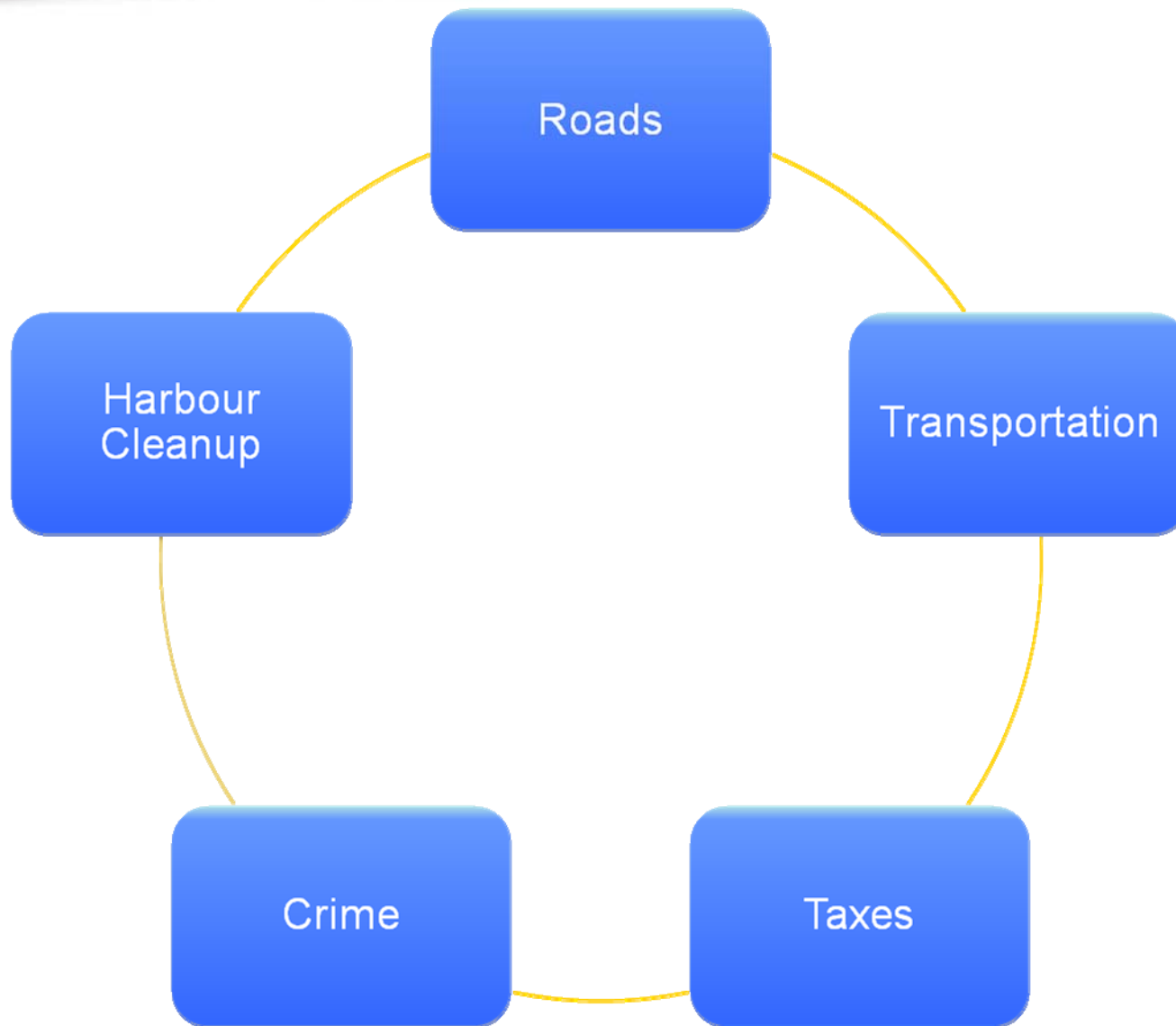
Improvements and upgrades preferred over new development

- **Capital project priorities (Top 3)**

Improve conditions of streets / roads	53%
Improve / upgrade / expand sewer / water infrastructure	31%
Upgrade major roadways to provide increased capacity	31%
Active transportation improvements	26%
Construction of new sidewalks / upgrades to existing	12%
Improve existing recreation facilities	12%
New indoor recreation facilities	10%
New Convention Centre	9%
New Metro Centre	9%
New outdoor recreation facilities	8%

The Big Five

The Big Five



Roads

- Improved condition of streets / roads is the top capital project priority among residents (53% mention as top 3 priority)
- Improvements to HRM's roadway system / road conditions top priority to improve economic prosperity (51% mention as top 3 priority)
- Seen as 4th biggest issue facing HRM over next 5 years

Roads

- Gap analysis (Importance v. Satisfaction)
 - a. Timely pothole repairs (2.1)
 - b. Maintenance of streets and roads (1.9)
 - c. Overall pavement condition (1.6)
 - d. Snow and ice control / removal (1.3)

Transportation

- Improved public transportation seen as top issue facing HRM over the next 5 years
- Better public transportation seen as top reason leading to perceived *improved* quality of life
- Traffic congestion seen as 3rd most common reason leading to a perceived *worsened* quality of life
- Traffic congestion seen as 5th biggest issue facing the HRM over the next 5 years

Transportation

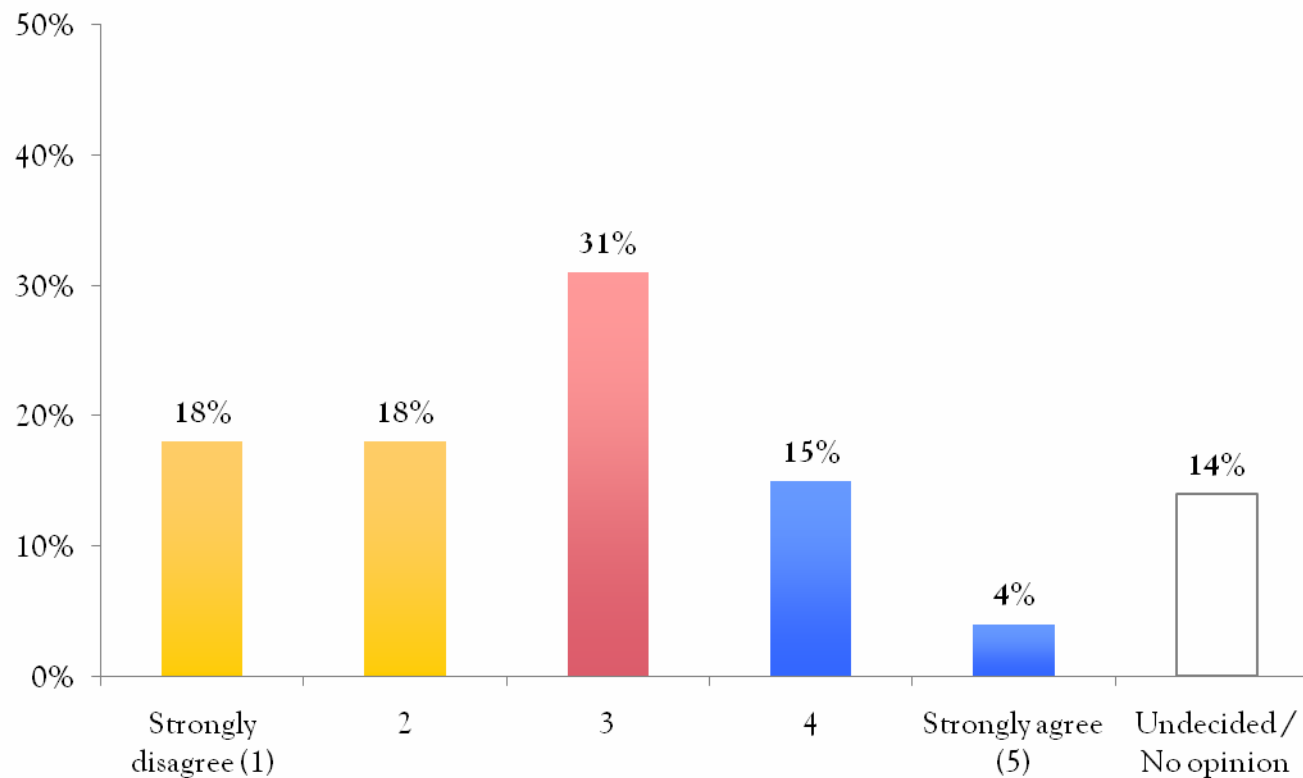
- Gap analysis (Importance v. Satisfaction)
 - a. Ease of finding parking downtown (2.0)
 - b. Parking availability (1.5)
 - c. Managing rush hour traffic (1.3)
 - d. Bus route coverage (1.1)
 - e. Bus services to rural areas (1.1)
 - f. Transit service frequency (1.0)
 - g. Active transportation routes (1.0)

Taxes

- Seen as 2nd biggest issue facing HRM over the next 5 years
- 2nd most common reason leading to a perceived *worsened* quality of life (Higher taxes / property taxes)

Taxes

- Perceptions of receiving good value for tax dollars



Taxes

- Unsupportive of significant change in rates

Same taxes / shift funds between services	32%
Same taxes / same services	13%
Small increase taxes / small improvement in services	11%
Moderate increase taxes / moderate improvement in services	7%
Large increase taxes / large improvement in services	1%
Small decrease taxes / small decrease in services	5%
Moderate decrease taxes / moderate decrease in services	3%
Large decrease taxes / large decrease in services	3%
Don't know / no opinion	25%

Crime

- Perceived single biggest reason quality of life has *worsened* in HRM (Crime/violence/feel unsafe, 53%)
- Seen as 3rd biggest issue facing HRM during the next 5 years
- Gap analysis (Importance v. Satisfaction)
 - a. Communication regarding crime/criminal activity (1.1)
 - b. Drop-in centres for at risk youth (1.1)
 - c. Community policing (1.0)

Harbour Cleanup

- Harbour cleanup is the top environmental protection priority
- 75% believe the quality of the harbour water is poor – lowest rating among environmental areas
- Gap analysis (Importance v. Satisfaction)
 - a. Wastewater treatment (2.1)

Final Comments

“I commend you on requesting this survey and look forward to the results and actions that will result from it. I am an optimist, but also a realist. Thank you for the opportunity to express my opinions”

“Thanks for the opportunity to do the survey, these kinds of things are very important to me and I’m glad I had a chance to participate.”

- Thank you to citizens who participated, to Thinkwell Research, and to HRM's Business Units.
- Staff are incorporating into 2010/11 plans, wherever possible
- Staff will return to Council to discuss alignment / areas for improvement or action, and process for future surveys
- Important to continue to communicate with the public on the results
 - Survey information will be posted on www.halifax.ca
 - How their feedback is being used to inform future decisions
 - Commitment to being open and transparent
 - HRM intend to continue to survey residents on a bi-annual basis