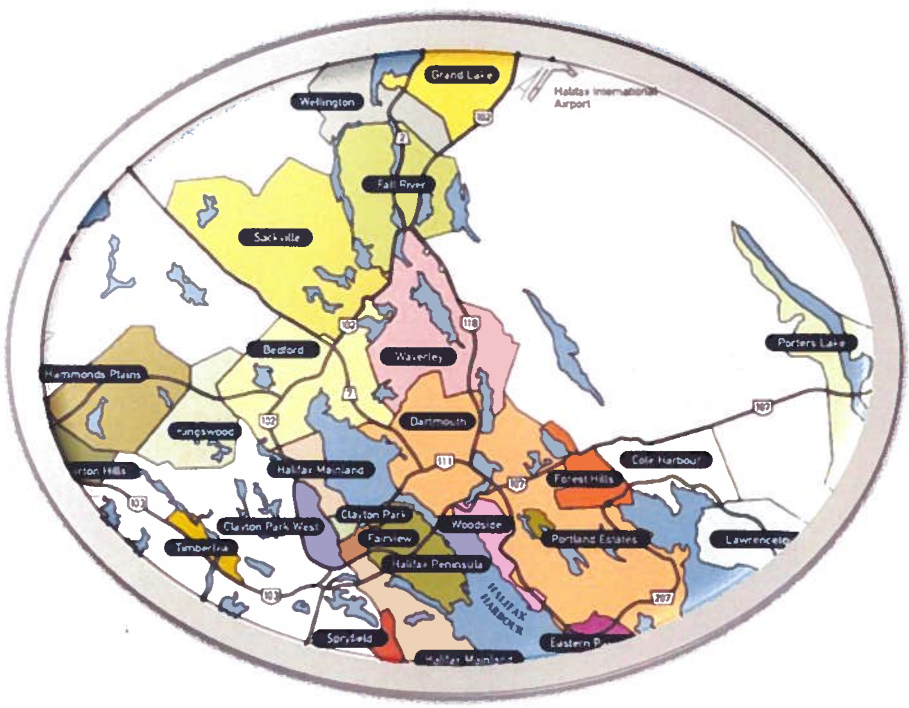
Item No. 11.1.8 (ii)

HALIFAX
REGIONAL MUNICIPALITY

2012 Citizen Survey



August 7, 2012

Nova Insights
Market Research & Consulting

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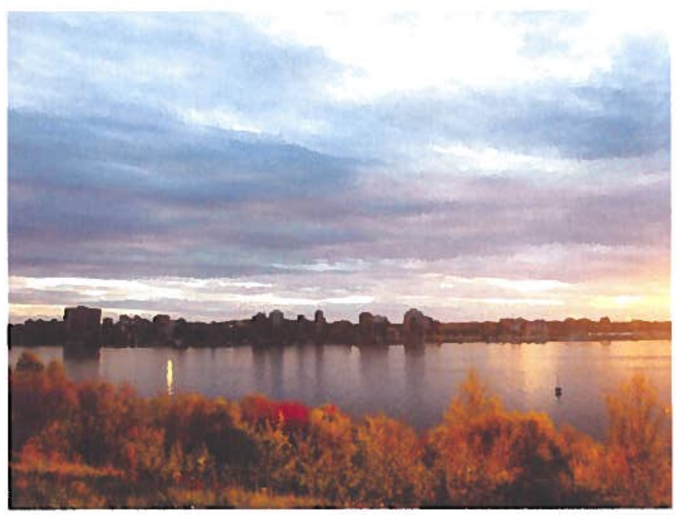
1.0 Foreword

1.1 Background and methodology

Conducted over a five-week period in January and February, 2012, this research – which included 1241 adults – continues HRM's commitment to measure the opinions of its citizens in a comprehensive way.

Working closely with HRM staff to refine the list of nearly 300 individual questions, Nova Insights surveyed HRM residents on a broad range of subjects. These included quality of life, quality of place, economic development, infrastructure, service levels, and public safety. We gathered feedback from citizens on what the Municipality does well, and what could be improved upon.

Invitations to participate in the study were delivered to over 12,700 households within the HRM. To ensure a random selection within households, we asked that the person with the most recent birthday complete the survey. Participants could choose to complete the survey online, by telephone (by calling a 1-888 number to make an appointment), or on paper (by calling a 1-888 number to request a paper version be mailed). The research completed with a response rate of 9.7%. The chosen modes of completion were distributed into 1102 online (89%), 60 telephone (5%), and 79 paper (6%).



The results of this survey are based on 1241 interviews with HRM residents (age 18+) that chose to participate from the 12,700 randomly selected mailing addresses. Sampling error based on this sample size is a *maximum* of ±2.8 percentage points, 19 times out of 20.

Interviewing was conducted January 9 – February 12, 2012 using a robust web survey tool administered by Nova Insights from Kentville, Nova Scotia. This tool was used for online interviews and by interviewers for the telephone component. Paper surveys were also data-entered into the same online system.

The median interview length was 43 minutes.

All data were weighted to more closely reflect the demographic (age, gender, income, District) distribution according to Statistics Canada.

1.2 Key Findings

All residents have their own, unique set of opinions, attitudes, and priorities. However, market research initiatives such as this allow us to scientifically and methodically identify trends in these attitudes and priorities. Some of the key highlights that emerged from the data in 2012 include:

1. There is almost unanimity in the belief that the quality of life in HRM is "good" or "very good." Nearly three-quarters believe it has remained the same or improved over the past five years.

2. More than seven-in-ten perceive "very good" or "somewhat good" value for the taxes they pay. Citizens say better value could come from improved transit, lower taxes, and improved roads.

3. A majority of citizens prefer to have taxes remain the same, but redistribute priorities within the services provided. Public transit service and police protection and patrols are the most likely votes for increased levels of service, and parking enforcement for reduced funding.

4. A very strong proportion of citizens feel at least "mostly" satisfied with peace and order in their neighbourhood and the quality of policing. Somewhat lower, but still strong, is the proportion at least "mostly" satisfied with the visibility of policing.

5. A vast majority of residents feel very or completely safe in their neighbourhoods and where they shop, work, and recreate.

6. Transit service investments and expansion consistently shows up as a priority for residents.

7. Transportation tops the broad priorities, followed by economic development, environmental progress, and community development.

8. More than half of HRM citizens believe there should be more opportunities to participate in Municipal decision-making.

9. HRM is seen as the government level most responsible for promoting and attracting new commercial business to the municipality.

10. The highest spending priorities for economic development are for increased efforts to attract and retain young workers and investments in the public transit system.

11. Maintaining existing streets and roads and upgrades to major roadways are the highest transportation infrastructure priorities.

12. Improving existing recreation facilities and a new stadium are the highest community infrastructure priorities.

13. Renewable energy projects and reducing demand for additional land fill cells are the top environmental infrastructure priorities.

14. Parking improvements and beautification top the list of suggestions for how HRM can make the downtown more attractive to residents and businesses.

15. An improved public transit system and a new commuter rail are the most common top priorities to deal with traffic congestion.

16. When asked about satisfaction with, and the level of importance people place on 'quality of place' factors affecting the choice of where to live, the greatest gaps are for affordability of housing options and safety of neighbourhoods.

17. HRM's walkways, trails, pathways and parks are the most commonly used recreational features.

18. Newspapers are the most common source of information on what's happening in HRM.

19. Over half of citizens would be interested in receiving updates from the Municipality via email.

2.0 Detailed Findings

2.1 Broad priorities

2.1.1 Top-of-mind issues

When asked for the **top three issues facing the HRM over the next five years** on an open-ended basis, more citizens mentioned the **frequency, coverage, or availability of transit service** (26%) than any other issue. This was followed closely by those making a mention relating to **public safety** (22%). **Environmental issues** received mentions from about a fifth (19%) of the citizens. **Transportation** (18%) and the **economy** (18%) were mentioned by almost as many. Table 1 shows the most commonly mentioned issues.

Those citizens in the younger 18-34 segment are significantly more likely to mention issues relating to the transit service (34%) than those in the 35-54 segment (24%) or 55 or older (23%).

Table 1 - Top issues facing HRM over the next five years

		AGE		
Top issues facing HRM over next 5 years	TOTAL HRM	18-34	35-54	55+
Transit service - frequency / coverage / availability (bus/ferry/Access-A-Bus)	26%	34%	24%	23%
Public Safety - Crime / Reduce Crime / More policing / Improved visibility of police / Tougher on criminals	22%	18%	23%	23%
Environment – Protection / Alternative energy / Protect urban forest / Harbour	19%	27%	15%	17%
Transportation issues – traffic flow / ease of getting around	18%	18%	21%	16%
Economy / Employment / Jobs	18%	27%	17%	10%
Downtown – Redevelop-Revitalize / Affordable mixed development / Shopping / Densification and in-filling / Protect heritage elements	17%	15%	18%	19%
Taxation - Lower Taxes / Reduce taxes / Fairer taxes / Do not increase taxes	15%	9%	18%	18%
Roads and streets - Improve / Fix / Pave Roads	12%	8%	16%	12%
Municipal leadership	12%	6%	13%	17%
Municipal government - Better run Municipality	11%	8%	13%	13%
Infrastructure - Facilities / Buildings / Bridges	11%	7%	13%	11%
Homelessness / Housing / Affordable housing	7%	10%	6%	6%
Business – Support for small businesses / Fewer big-box developments / Economic Development	6%	9%	5%	5%

2.1.2 Citizen participation in Municipal decision-making

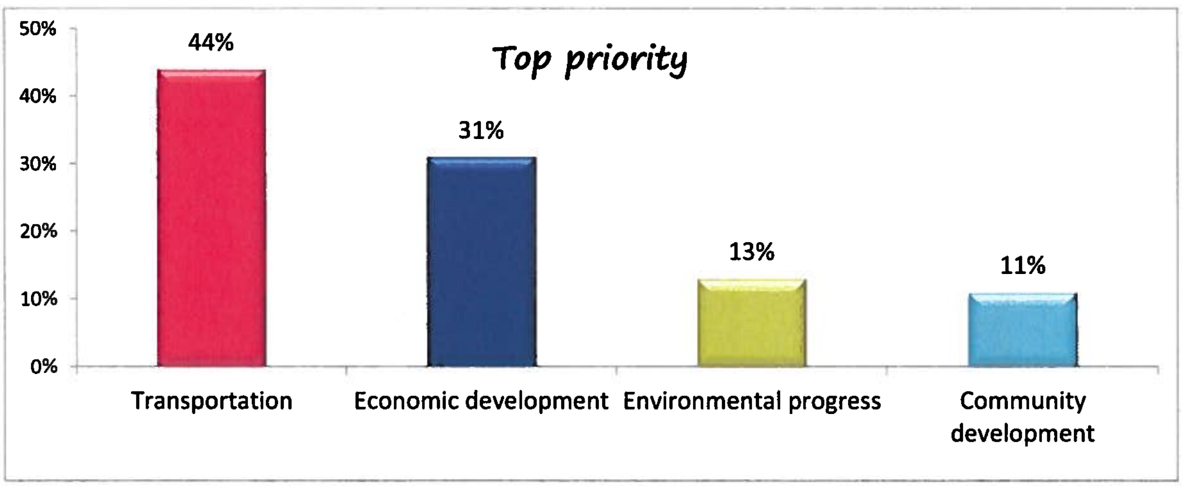
Fairly consistent across demographic segments is the proportion of citizens that believe they have **sufficient opportunities to participate in municipal decision-making** (41%).

Among those who feel there are too few opportunities to participate in municipal decision-making (57%), the most common solution offered on an open-ended basis is for HRM to conduct **more frequent surveys** (15%). Closely behind is the suggestion that HRM more frequently conduct **community and Town Hall meetings** (13%).

2.1.3 Priorities among broad categories of municipal activities

It could be argued that most **municipal activities and priorities** can be segmented into one of four broad categories. When considered in this way by HRM citizens, their priorities distribute as seen in Chart 1. Transportation is the priority for a plurality of citizens (44%) followed by economic development (31%), environmental progress (13%), and community development (11%).

Chart 1 - Broad priorities for resource allocation



Those ages 18-34 are more likely to prioritize community development (19%) than are those 35-54 (9%) or the 55 or older segment (7%). Those in the $100k or more household income segment are more likely to prioritize economic development (39%) than those with lower incomes (29%).

Those in urban areas are more likely to prioritize community development (19%) than those in suburban (9%) or rural areas (7%).

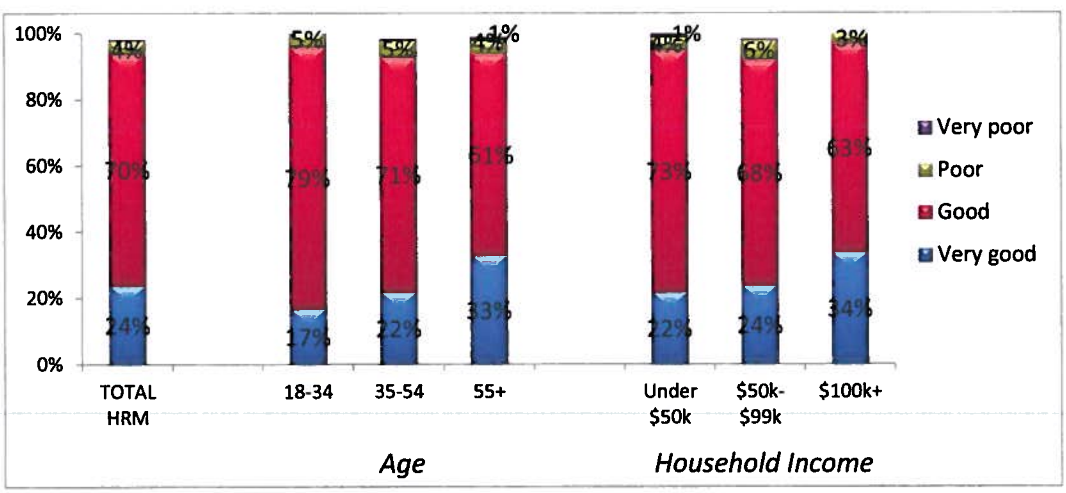
2.2 Quality of life

HRM citizens are almost unanimous (94%) in their opinion that the quality of life in the municipality is at least "good." Only 5% rate the quality of life as "poor" or "very poor." Nearly one-quarter (24%) provide the top rating of "very good."

As seen in Chart 2, combined "very good"/"good" ratings are consistently high across segments, but there is variation in the highest rating. Those in the 55 or older age segment are significantly more likely to provide the "very good" rating (33%) than those age 35-54 (22%) or age 18-34 (17%). This 55+ age segment have also have the longest tenure living in HRM (median 48 years) compared to the overall 18+ population (26 years).

Similarly, those in the higher $100k income segment are more likely to rate the quality of life as "very good" (34%) than those with a household income of $50k-$99k (24%) or under $50k (22%).

Chart 2 - Quality of life ratings



The majority of citizens (53%) feel the quality of life in HRM has remained the same over the past five years. This increases to three-fifths (62%) among the youngest segment (18-34). Nearly three-in-10 (28%), overall, feel the quality of life has worsened over this time frame, and one-fifth (19%) feel it has improved.

When asked what HRM could do to improve the quality of life, the most common responses involved aspects of **transit** (38%), **lower taxes** (25%), **social issues** (22%), and **public safety** (18%). Table 2 shows all responses that were common to at least 5% of those interviewed.

Those age 18-34 are *more* likely to mention public transit (50%), and *less* likely to mention public safety issues (10%) or road improvement (5%).

Table 2 - How HRM could improve quality of life

Would improve quality of life	TOTAL HRM	AGE 18-34	AGE 35-54	AGE 55+
Improved transit (frequency / coverage / availability) – bus/ferry/Access-A-Bus	38%	50%	34%	33%
Lower Taxes / Reduce taxes / Fairer taxes / Do not increase taxes	25%	19%	28%	27%
Social issues – homelessness / affordable housing / education / health care	22%	22%	24%	19%
Reduce Crime / More policing / Improved visibility of police / Tougher on criminals	18%	10%	21%	23%
City Leadership – Council / Mayor / Vision / Better decision-making / transparency	13%	13%	12%	13%
Better run Municipality - Reduce bureaucracy / Red tape / Better accountability / Efficiency / Improved or more frequent communication	11%	7%	14%	12%
Active Transportation - Bike lanes / walking paths / Sidewalks	11%	14%	11%	10%
Revitalize / Develop Downtown – Redevelop / Stop sprawl / Affordable mixed development / Shopping / Densification and in-filling / Protect heritage elements	11%	11%	11%	10%
Improve / Fix / Pave Roads	9%	5%	9%	12%
Infrastructure – Maintain / Fix	8%	6%	8%	10%
Create more Public spaces / Green Spaces / Parks	8%	9%	10%	4%
Traffic – Improve flow / transportation	8%	7%	8%	8%
Snow removal / Plowing	7%	5%	7%	8%
Cleaner city / Beautification / Landscaping	5%	2%	5%	8%
Build a Stadium / Concert facility	5%	6%	6%	4%
More work, Jobs, better wages	5%	8%	6%	2%

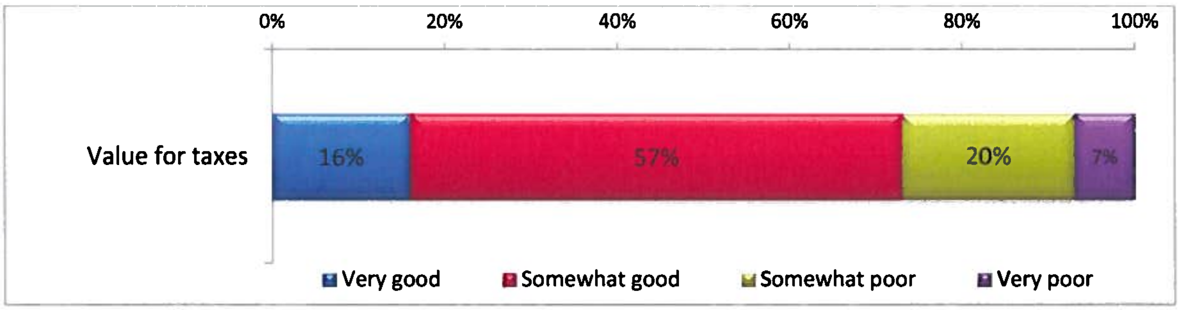
Those in urban areas of HRM are significantly less likely to mention lower taxes as a way to improve quality of life (16%) compared to those in suburban (26%) or rural areas (33%). Those in urban areas are more likely to mention a revitalized downtown (18%) and social issues (28%).

2.3 Value for taxes

Although opinions are relatively split, citizens have expressed a preference for not increasing property taxes (56%) over keeping municipal services the same or higher (44%).

On an overall basis, nearly three-quarters (72%)[1] of HRM citizens perceive a "very good" or "somewhat good" value for the property taxes they pay.

Chart 3 - Value for level of property taxes you pay (among those with opinion who pay property taxes)



On an open-ended basis, the most common changes mentioned by citizens to provide better value for the property taxes they pay are **improved transit** (11%), **lower taxes** (9%), **improved roads** (9%), **timely snow removal** (7%), and **a better run municipality** (6%).

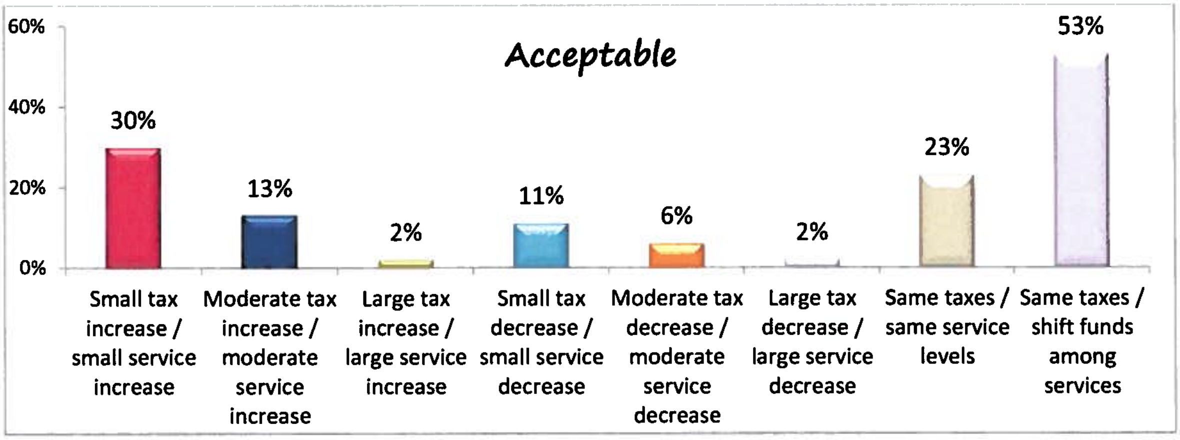
Those in rural areas of HRM are significantly less likely to perceive at least "somewhat" good value for their taxes (56%).

2.4 Service levels

Assuming changes in taxes require offsetting changes in service levels, a set of choices were presented to HRM citizens to determine acceptable tradeoffs. As seen in Chart 4, the strongest preference is for taxes to remain the same, but to re-prioritize the funding of the various services (53%). A distant second choice is to have a small increase in taxes for a small increase in service levels.

[1] Individual percentages may not add to the reported aggregate due to rounding.

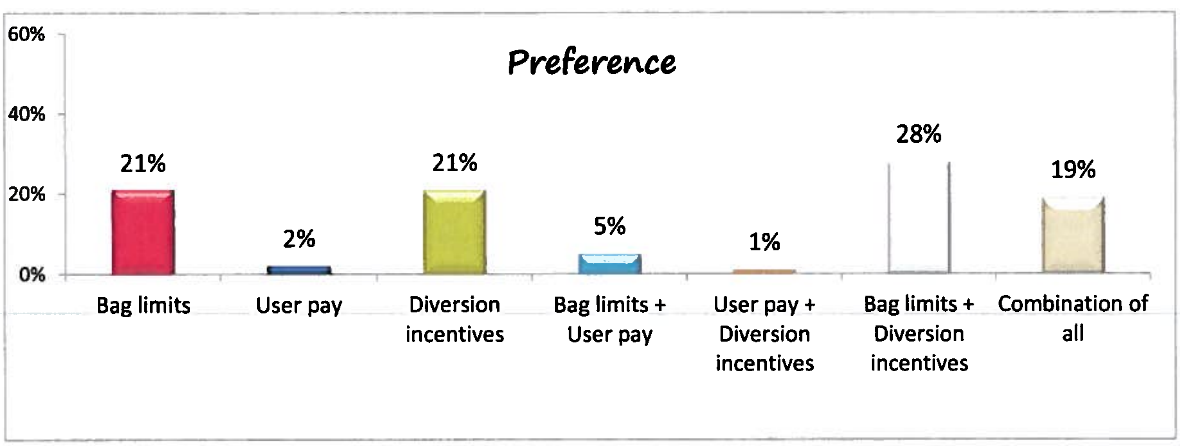
Chart 4 - Tradeoffs of taxes vs. service levels



One current service under review by HRM relates to waste management and how to reduce the reliance on landfill capacity. Various options and combinations of options were presented (along with descriptions) for citizens to indicate their preference, as seen in Chart 5.

The most common preference is for the combination of bag limits (maximum number of black bags per household per pick-up) and a diversion incentive (rebates for green bin and black bin use). The next closest preferences are for these programs individually. Any option that includes a user pay receives a very low level of preference.

Chart 5 - Preference for reducing landfill reliance



After explaining that the cost of delivering municipal services is rising, and that even the cost of *maintaining* some service levels is increasing, citizens were asked to indicate whether they believe the Municipality should increase, maintain, reduce, or eliminate the level of service for over two dozen specific services provided by tax dollars.

As seen in Table 3, **ongoing street maintenance** is not only the least likely to be mentioned for reduction (3%), but also is the most likely to have a desire for increased service levels (34%). Similarly, **major street improvement** projects receive support for increased service levels from more than one-quarter (28%) of respondents.

Almost one-third (31%) would like a higher level of **economic development**, yet one-in-eight (13%) would like to see this service reduced or eliminated.

Environmental protection (26%) and **cleanliness** (25%) also have relatively high proportions wanting increased levels of service.

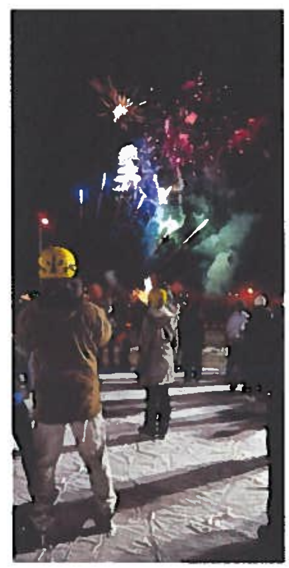
More citizens are willing to see some of the services reduced or eliminated than increased. **Parking enforcement** tops this list (46%). Distantly tied for second place are **animal control** services (32%), **communications** (32%), and **bylaw enforcement** (32%). Just below these priorities for reduction or removal are **graffiti removal** (31%), **community grants** (31%), **community events** (29%), and **cultural programming** (29%).

Table 3 - Service level preferences for specific services

Services	Increase	Maintain	Reduce / Eliminate
Ongoing regular street maintenance (e.g. repaving / pothole filling)	34%	62%	3%
Police protection and patrols	38%	59%	3%
Firefighting services	12%	84%	4%
Garbage collection	7%	88%	5%
Public transit service	58%	37%	5%
Snow and ice removal	28%	67%	5%
Recycling programs	33%	61%	6%
Harbour Ferry service	20%	72%	7%
Processing garbage before going to landfill	22%	70%	7%
Park / playground maintenance	13%	80%	8%
Cleanliness and litter control	25%	65%	10%
Major street improvement projects (e.g. reconstruction / traffic safety measures)	28%	62%	10%
Sidewalk maintenance	17%	72%	11%
Environmental protection and management	26%	62%	12%
Economic development	31%	55%	13%
Recreation programs	18%	68%	13%
Composting (green bin) programs (increased pick up)	15%	70%	14%
School crossing guards	6%	80%	14%
Community branch libraries	11%	74%	15%

Services	Increase	Maintain	Reduce / Eliminate
Bike path / walking trails maintenance	21%	62%	17%
Youth drop-in services	22%	61%	17%
Community beautification (e.g. landscaping / floral displays)	14%	58%	27%
Arts and cultural programming	16%	54%	29%
Festivals and community events	13%	58%	29%
Publicly supervised beaches	6%	64%	30%
Community grants	14%	54%	31%
Graffiti removal	13%	56%	31%
Animal control services	7%	60%	32%
By-law enforcement	11%	57%	32%
Communications / Public affairs	8%	59%	32%
Parking enforcement	5%	49%	46%

Those who say reductions in taxes along with reductions in services would be acceptable are significantly more likely to recommend decreasing or eliminating most of the specific services listed above. This is especially true for those who would accept "large" decreases in services for "large" decreases in taxes.



Among all those who say they would accept decreases in services, the greatest differences from the general public are on the proportions willing to accept decreases or elimination of **arts and cultural programming** (50%), **community grants** (54%), and **festivals and community events** (49%).

Among those who say they are willing to accept higher taxes for higher levels of service, the greatest differences from the general public are on the proportions with a desire for increased service for **public transit** (63%), **graffiti removal** (20%), and **arts and cultural programming** (19%).

Those in urban areas of HRM are significantly more likely to want to increase arts and cultural programming (27%) along with bike paths and walking trail maintenance (33%) and environmental protection (37%).

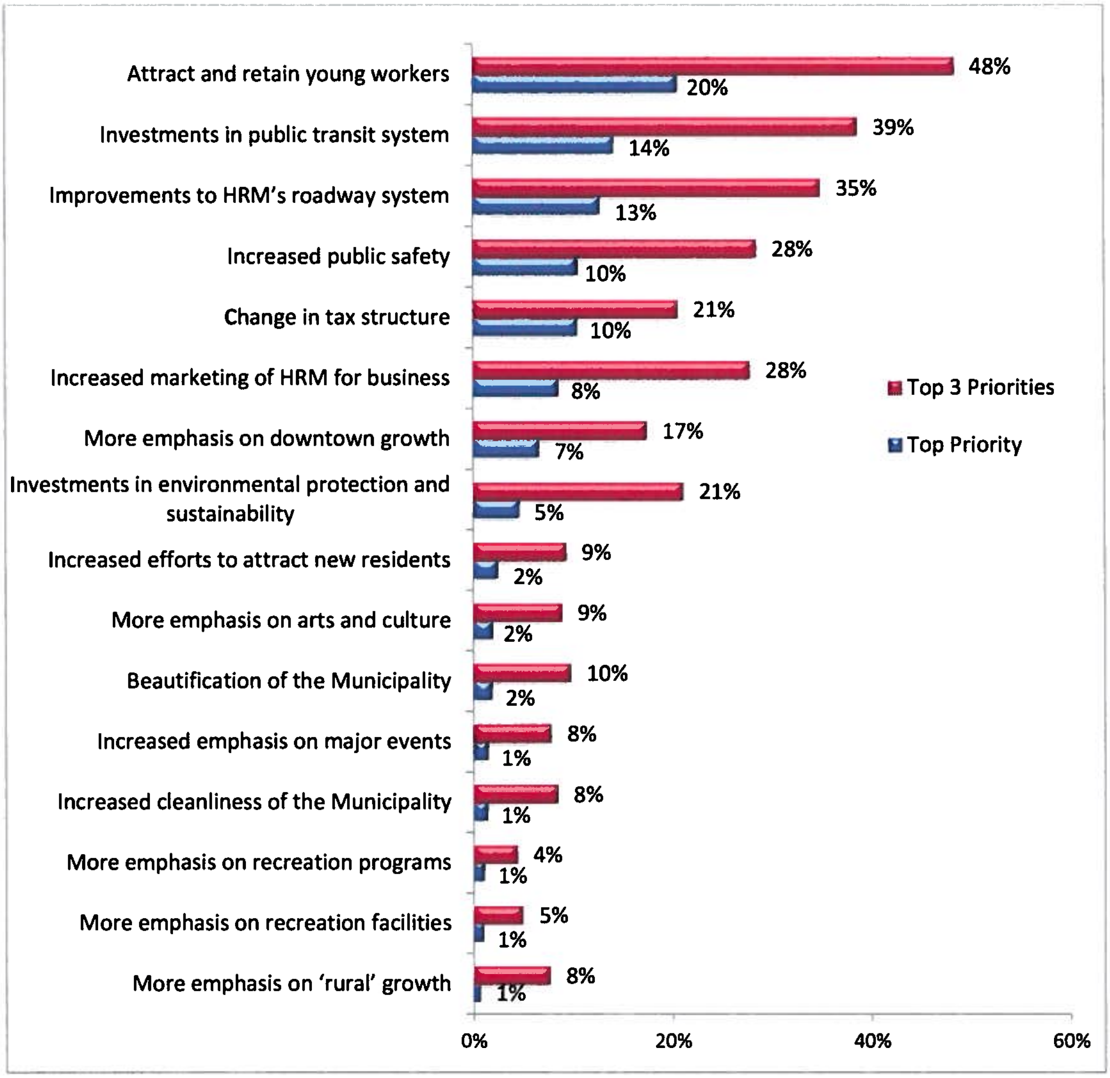
2.5 The economy

Four-fifths (81%) believe a government and private enterprise partnership should be responsible for promoting and **attracting new commercial businesses and industries to the HRM.** The remaining are split between feeling it should be government (10%) or the private sector (9%). This is fairly consistent across demographic segments. However, those who prioritized economic development at the top as a broad priority are even more likely to see the responsibility as a partnership (89%).

Among those that believe government should be involved either solely or in partnership, more than half (52%) feel it falls primarily to the HRM as the government entity, rather than the Province (38%), or the federal government (4%). Males (60%) are more likely to assign the government responsibility to the HRM than are females (45%). Those ages 55 or older are more likely to say the HRM (46%) than are those 35-54 (34%) or 18-34 (35%).

Chart 6 shows citizens' priorities for spending to improve the economic prosperity of the HRM. Nearly half (48%) say that **retaining young workers** is one of their *top three* priorities, and one-fifth (20%) say this is a *top* priority. A common theme throughout this survey also resurfaces here–two-fifths (39%) place **public transit investments** in their top three. This is followed closely by **improvements to the roadway system** (35%).

Chart 6 - Spending priorities for economic prosperity



Those who earlier stated that their top broad priority is economic development are significantly more likely to assign a top three prioritization to **marketing of HRM** as a destination for business (42%) compared to the overall sample (28%). Aside from retaining young workers (55%) this is the highest priority for this segment.

Suburban residents are more likely than other HRM residents to consider an investment in public transit as a top priority (18%).

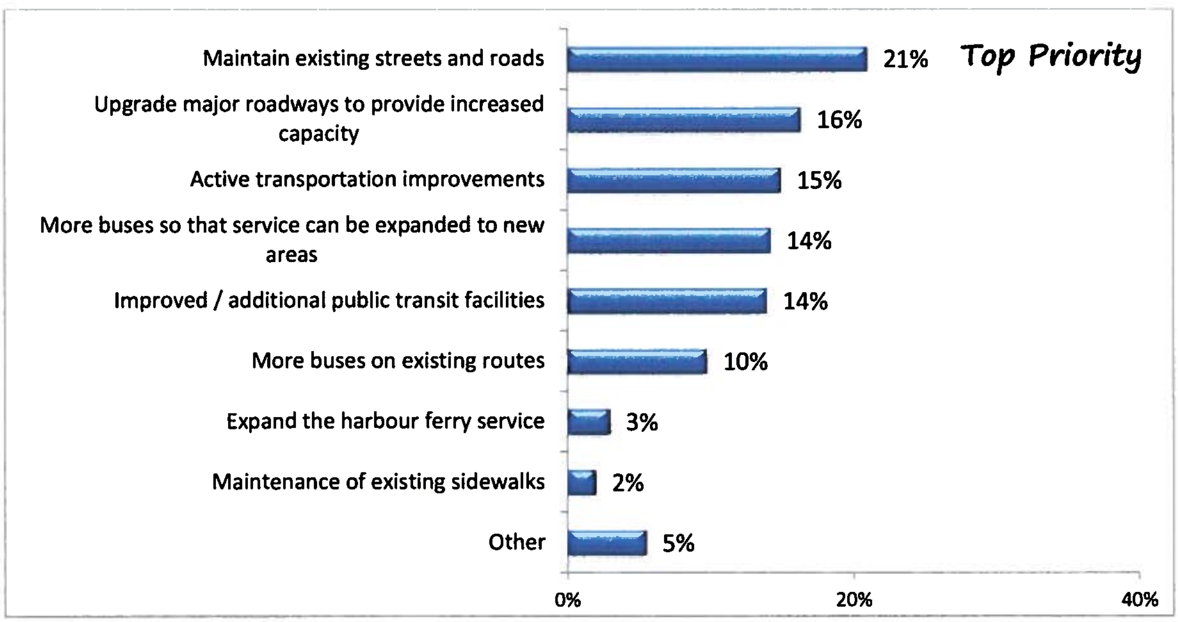
2.6 Infrastructure priorities

Infrastructure is a broad, diverse topic. Therefore, HRM citizens were asked to think about this category of projects separately for transportation, community, and environmental, and then provide their overall priorities.

2.6.1 Transportation

As shown in Chart 7, **maintaining existing streets and roads** is the highest priority for HRM citizens within the transportation category (21% top priority). The next set of priorities are clustered together showing effectively equal weight in the minds of citizens–**upgrading major roadways** for increased capacity (16%), **active transportation** improvements (15%), **expanding bus service to new areas** (14%), and **improved public transit facilities** (14%).

Chart 7 - Transportation infrastructure priorities



Upgrading major roadways for increased capacity is ranked as a top priority significantly more often (26%) by those who earlier said economic development is their top broad priority. **Active transportation** is significantly more likely to receive a top ranking from those who prioritize community development (32%) and environmental progress (27%), and from those who live in an urban area of HRM (26%).

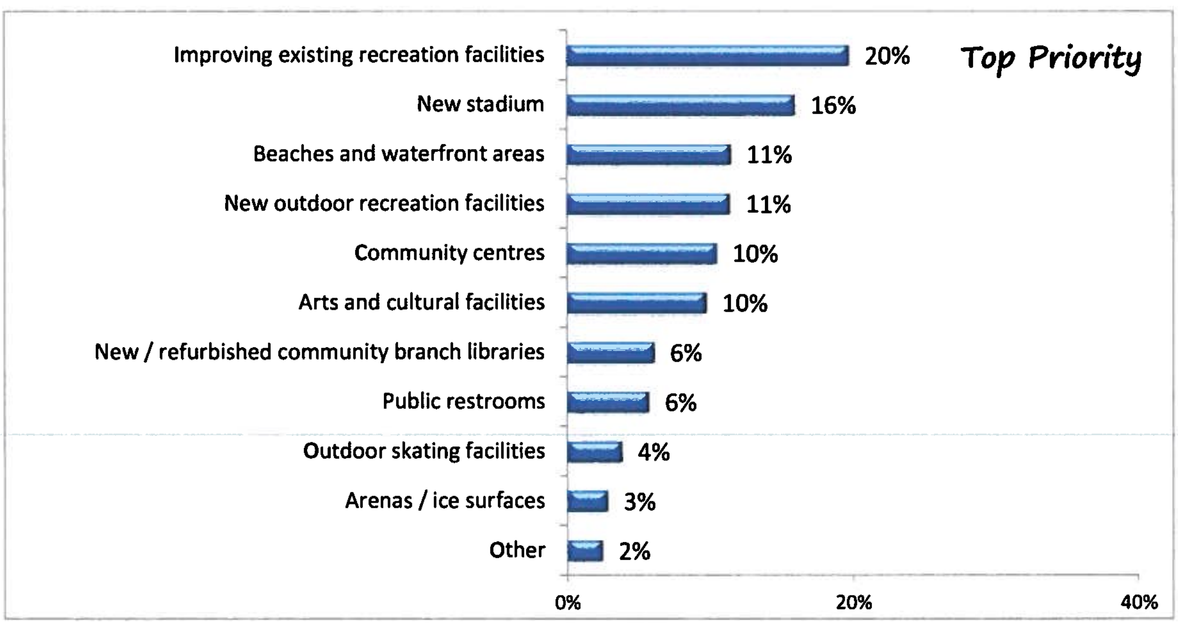
Active transportation is significantly more likely to be considered a top priority among those who give a "very high" priority to improving the bike lane network (35%), encouraging residents to consider sustainability (25%), and increasing the population density (25%) as traffic congestion strategies.

Upgrading major roadways is significantly more likely to be considered a top priority among those who consider adding vehicle lanes on congested roads (35%) and creating more reversing lanes (26%) "very high" priority as traffic congestion strategies.

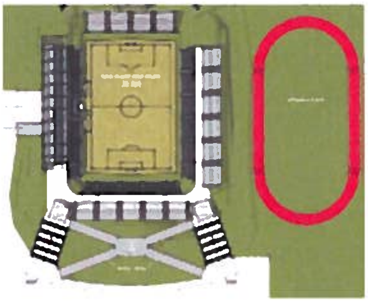
2.6.2 Community

As shown in Chart 8, **improving existing recreation facilities** is the top priority for the greatest proportion of HRM citizens (20%) with regard to community infrastructure investment. Not too far behind is a **new stadium** (16%). The second tier of priorities includes **waterfront areas** (11%), new **outdoor recreation facilities** (11%), **community centres** (10%), and **arts and cultural facilities** (10%).

Chart 8 - Community infrastructure priorities



When looking at the new investment candidates included in the 10 funding options above, new **outdoor recreation facilities** ranks in the top three for two-fifths (40%) of citizens. A



new stadium is placed in the top three priorities by about one-quarter (27%) of citizens. New **community branch libraries** are in the top three for 24%.

Arts and cultural facilities are significantly more likely to be a top priority among those that say community development is broadly a top priority (28%), and those in urban areas (16%).

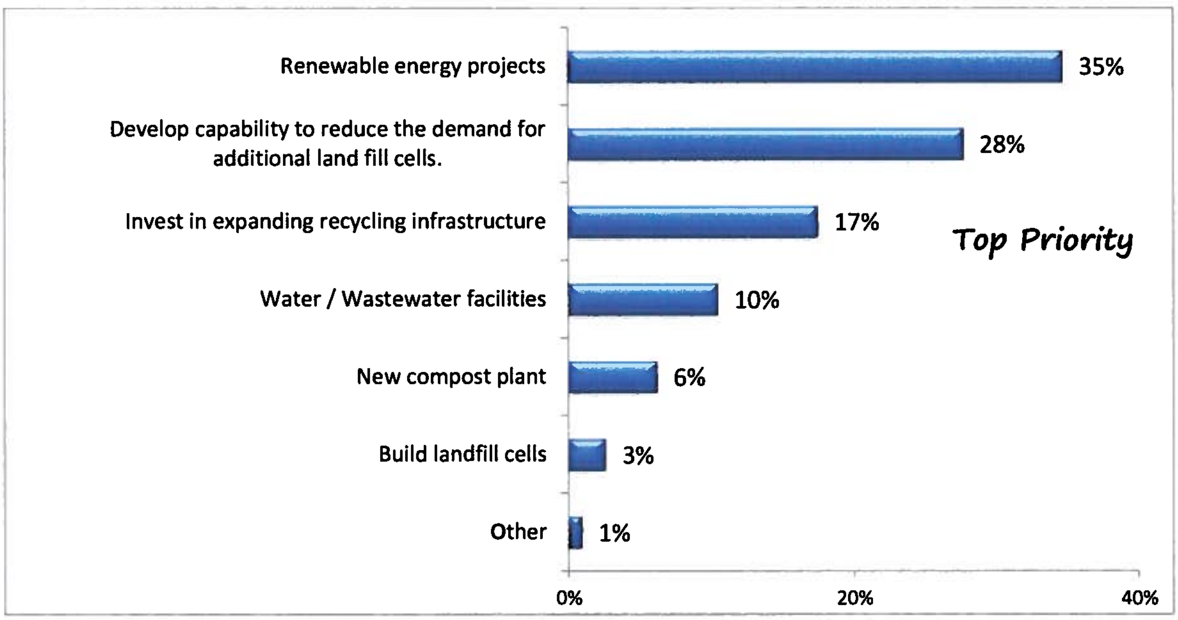
A **new stadium** is more likely to be considered a top priority by those who consider an increased emphasis on major events (64%), more emphasis on recreation facilities (41%), and increased marketing of HRM (28%) as priority economic investments.

New outdoor recreation facilities are more likely a top priority for those who also prioritize recreational facilities as economic investments (35%). Similarly, those who prioritize arts and culture as economic investments are also more likely to prioritize **arts and culture facilities** as infrastructure investments (65%).

2.6.3 Environmental

The top environmental infrastructure priority among HRM citizens is investment in **renewable energy** projects such as wind farms and solar power (35%). **Reducing demand for additional landfill cells** is also a top priority for over one-quarter of citizens (28%). As Chart 9 shows, other environmental projects receive top ranking from less than a fifth of citizens.

Chart 9 - Environmental infrastructure priorities



Water and wastewater facilities are ranked at the top more often for those that broadly prioritize community development (19%). For those who broadly prioritize environmental progress, the ranking is similar to the results in Chart 9, but **renewable energy** is even more likely to be given the top ranking (40%).

2.6.4 Overall priorities among all infrastructure projects

After considering the 24 capital projects presented and ranking them within their broader categories, the entire list of projects were presented for citizens to rank their top three overall projects. Chart 10 shows these projects ranked by the proportion providing a top three ranking.

Renewable energy projects receive a *top three* ranking more often than any other project (30%). **Maintaining existing streets and roads** receives more *top* rankings than any other project (12%). Close behind is the ranking of **major highway upgrades** (11% top; 23% top three).

Chart 10 - Overall ranking of infrastructure projects

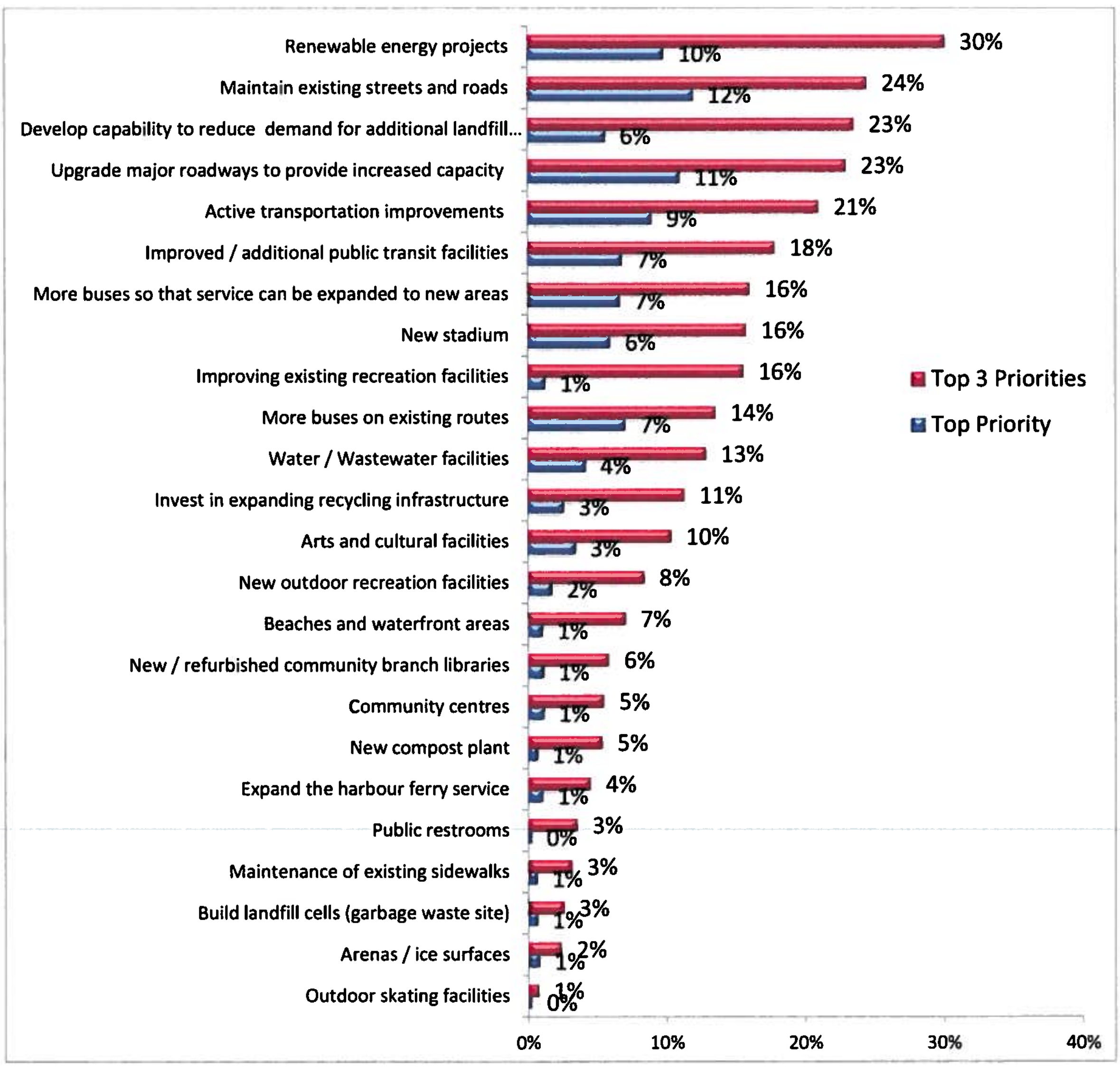


Table 4 outlines the top infrastructure priorities of residents, and compares the responses across the earlier self-reported broad priorities. As can be seen in this table, those who rank environmental progress as their top broad priority are significantly more likely to rank **renewable energy** as their top infrastructure project (28%). Generally, broad priorities tend to be a predictor of infrastructure priorities.

Table 4 - Infrastructure priorities by broad priorities

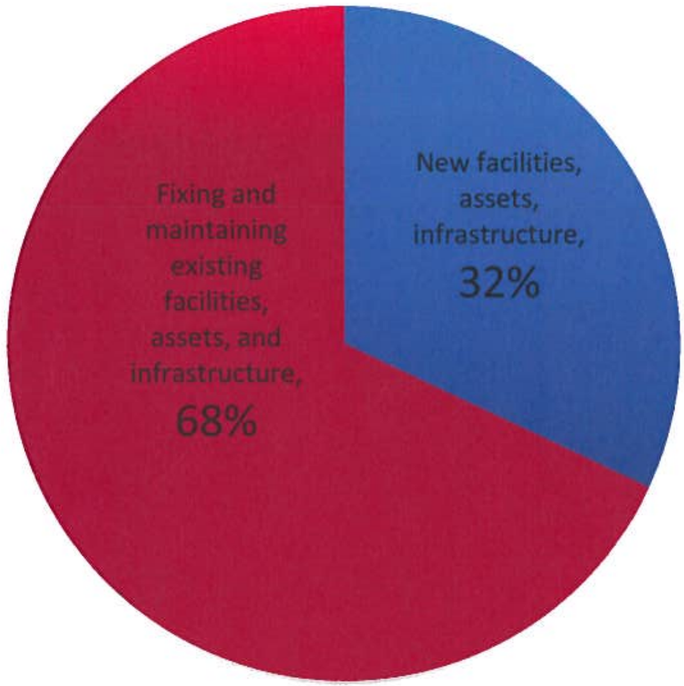
		BROAD PRIORITY			
Services	TOTAL HRM	Community Development	Economic Development	Environmental Progress	Transportation
Maintain existing streets and roads	12%	8%	11%	4%	**16%**
Upgrade major roadways to provide increased capacity (e.g. road widening, reversing lanes)	11%	6%	**16%**	3%	11%
Renewable energy projects (e.g. wind farms / solar power / etc.)	10%	7%	9%	**28%**	5%
Active transportation improvements (e.g. trails, sidewalks, bike lanes)	9%	**9%**	7%	13%	9%
More buses on existing routes	7%	-	6%	2%	11%
Improved / additional public transit facilities	7%	3%	5%	4%	10%
More buses so that service can be expanded to new areas	7%	2%	8%	3%	8%
New stadium	6%	4%	8%	5%	5%
Develop capability to reduce waste program costs and flexibility in waste program to reduce the demand for additional la	6%	6%	6%	11%	3%

Those with a post-graduate degree are significantly more likely to rank **active transportation** as their top priority (19%) compared to those with a four-year degree (10%), some university (7%), community college (4%), or high school or less (5%).

Taking a step back, if forced to prioritize spending on facilities, assets, and infrastructure, more than two-thirds (68%) say they'd prefer the HRM **invest a greater proportion toward**

fixing and maintaining the existing facilities, assets, and infrastructure. About one-third (32%) say they should focus on new facilities, assets, and infrastructure (Chart 11).

Chart 11 - Prioritization of new versus repair of existing infrastructure



Those who feel the quality of life in HRM has improved are more likely to prefer investment in new capital projects (42%) than those who believe it has stayed the same (28%) or worsened (31%).

Females are more likely to prefer investment in fixing and maintaining existing infrastructure (73%) than males (61%).

2.7 Planning and growth

2.7.1 How to make downtown more attractive

When asked on an open-ended basis "*What can HRM do to make the downtown more attractive for residents and businesses?*" the most common responses include ***more*** or ***free parking*** (20%). The 18-34 age segment is somewhat less likely to mention this (15%), but it still ranks within their top three, as can be seen in Table 5. This younger segment is most likely to mention **tax incentives** for businesses to locate downtown (19%) and **more or better transit serving the downtown** (17%).

Mentions of **beautification** are common across segments (14%), but are somewhat more common in the upper age segments.

Table 5 - How can HRM make downtown more attractive to residents and businesses

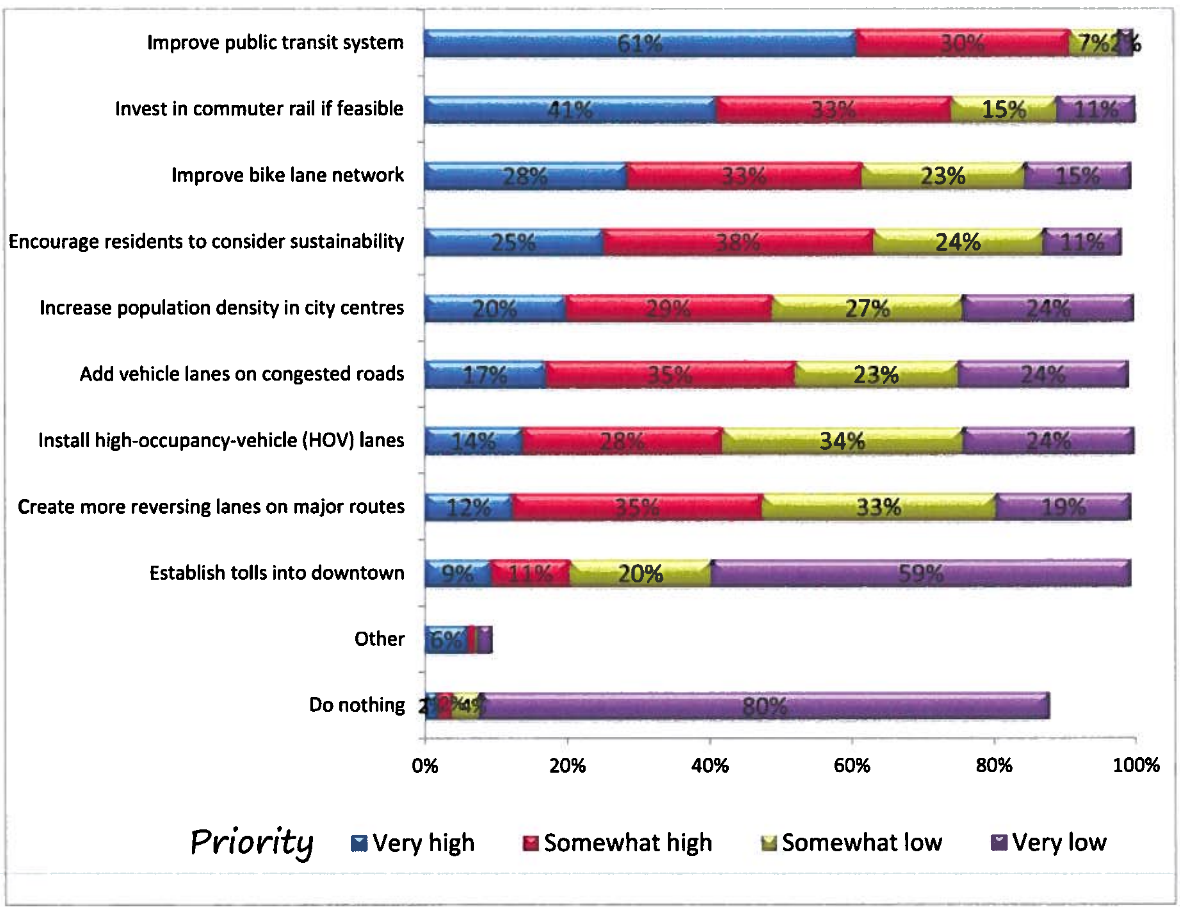
		AGE		
How to make downtown more attractive	TOTAL HRM	18-34	35-54	55+
More parking / Free parking	20%	15%	21%	22%
Beautification - Cleanliness / graffiti / waste collection / landscaping	14%	11%	14%	15%
Tax incentives for businesses to locate / relocate downtown / Make it more affordable for small businesses to operate downtown	12%	19%	9%	10%
More / Better transit serving the downtown	8%	17%	6%	3%
Increased police presence	6%	4%	6%	7%
Make pedestrian friendly only / Block off certain roads to vehicular traffic	5%	4%	6%	4%
Make it easier for developers to develop / reduce red tape	5%	3%	6%	4%
Clean up old / derelict buildings	4%	3%	4%	3%
More green spaces / plazas / places for people to congregate	3%	3%	3%	3%
Revitalize Barrington street	3%	3%	2%	3%
Protect heritage elements of downtown	2%	3%	2%	3%
Other	11%	6%	13%	14%

2.7.2 Traffic congestion

As the Halifax Regional Municipality continues to grow, traffic congestion is expected to increase. To help mitigate this problem, there are various approaches the Municipality could take. Chart 12 shows that HRM citizens are most likely to rate an **improved transit system** as a "very high" priority strategy to pursue (61%). Twenty points behind (41%) are those who rate the **investment in commuter rail** a very high priority.

Improving the bike lane network (28%) and encouraging the residents consider sustainability in their decision-making (25%) form the second tier of strategic "very high" priorities for HRM citizens.

Chart 12 - Priorities for planning and growth strategies



Females are more likely to consider an **improved public transit system** a "very high" priority strategy (65%) than males (56%). Those with a household income of under $50k are also more likely to consider this a "very high" priority strategy (67%).

The 18-34 age segment is significantly more likely to give a "very high" priority to an improved **bike lane network** (37%) than those age 35-54 (26%) or 55 or older (24%). This is also more likely to be prioritized among those with a household income of under $50k (35%), renters (38%), and those living in the urban areas of HRM (44%).

Those in urban areas are also significantly more likely to provide a "very high" priority for encouraging resident to consider sustainability (36%) and increasing population densities (35%).

Those age 55 or older are significantly more likely to consider **more reversing lanes on major routes** a "very high' priority (17%), compared to those 35-54 (11%) or 18-34 (9%).

Those with less than some university education are more likely to consider **HOV lanes** a "very high" priority (17%) compared to those with at least some university (11%). Those with at least some university are more likely to highly prioritize **increasing the city centres population density** (25%) than those without some university (15%).

2.7.3 Quality of place

As described to those taking the Citizens Survey, "*Quality of place* describes how livable and functional a neighbourhood is, and includes the variety and accessibility of natural, recreational, and lifestyle amenities."

Knowing the priorities of citizens when it comes to quality of place is important to understanding how to make communities attractive to homebuyers and renters, as well as how development resources can be effectively used.

Priorities relating to neighbourhood, home, and location of home were determined by ratings of importance on specific factors in these categories. A scale of one-to-five with one meaning "very unimportant," and five meaning "very important" was used for this. Satisfaction levels on these same factors were also measured using a similar one-to-five scale with one meaning "very dissatisfied" and five meaning "very satisfied."

Chart 13 shows the percentage rating each factor a five or four on a five-point scale. It also shows the degree to which citizens are satisfied with each of these specific factors. Over three-quarters (77%) say the feeling of safety in the neighbourhood is "very important," but fewer than half this many (32%) say they are "very satisfied" on this factor where they currently live.

Affordability of housing receives the highest importance rating from three-fifths (62%) of citizens, but fewer than a fifth (19%) are "very satisfied." Proximity to transit is the third most commonly cited factor as "very important" (42%), with nearly as many (37%) saying they are "very satisfied."

Each of these above three factors are the top ratings in their categories "About your neighbourhood," "About your home," and "About where your home is located," respectively.

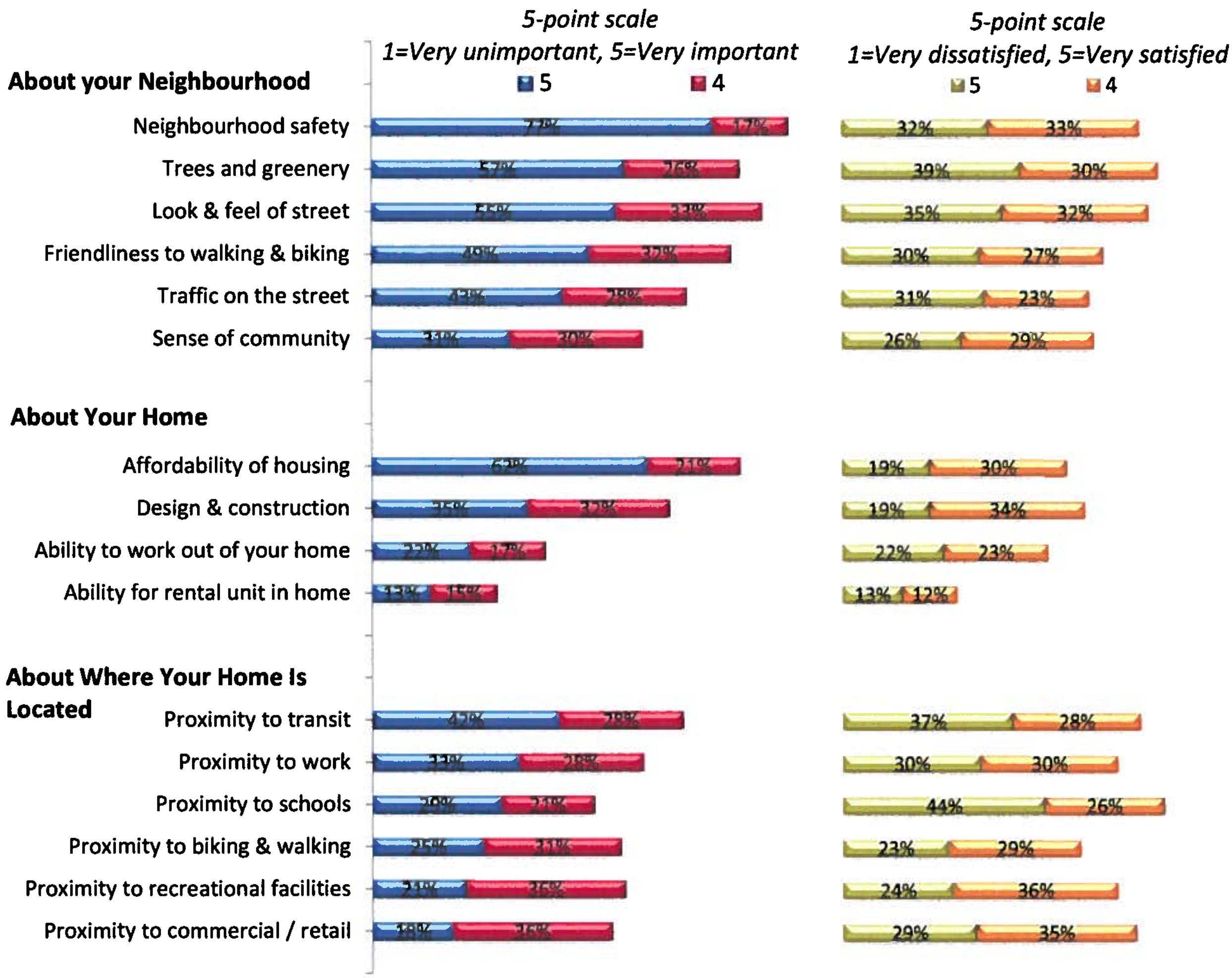
Over half believe the presence of trees and greenery is very important (57%) in their neighbourhood followed closely by the look and feel of their street (55%). Another neighbourhood factor, friendliness to active transportation, is considered "very important" by just under half the citizens (49%), followed by the amount of traffic on their street (43%). The "very satisfied" ratings lag behind these importance levels by 12 to 20 points.

About a third of citizens rate home design and construction (35%) as "very important" with fewer than one-fifth (19%) saying they are "very satisfied" on this factor where they currently live. However, on proximity to work (33% very important), and sense of community (31% very important) satisfaction levels are not far behind (30% and 26% very satisfied, respectively).

Other home location factors rate relatively low on the importance scale with between a fifth and three-in-ten saying they are "very important"–proximity to schools (29%), walking and biking opportunities (25%), and recreational facilities (21%). Less than a fifth (18%) believe it is "very important" to be close to commercial and retail resources.

The lowest "About the home" priorities are for the ability to work out of the home, and have a rental property in the home (22% and 13% "very important," respectively).

Chart 13 - Quality of place / Importance and Satisfaction ratings



Those in urban areas of HRM are significantly more likely to say proximity to work is "very important" (46%) than those in suburban (28%) or rural areas (27%).

Table 6 shows the average importance and satisfaction ratings for each specific factor, and the gap between each of these ratings. The greatest gap between satisfaction and importance is on affordability of housing options, followed closely by how safe the neighbourhood feels. As we'll see later in this report satisfaction with public safety services receives high marks. However, this emphasizes the notion that even with expressed satisfaction; safety is such as base, fundamental need that there may always be the opinion that we could do more to increase perceptions of safety.

The more positive gaps tend to be on the factors with the lower rated levels of importance.

Table 6 - Quality of place / gap analysis

Factor	Importance Mean	Satisfaction Mean	Gap
About your neighbourhood	***4.26***	***3.72***	*-0.54*
How safe your neighbourhood feels	4.70	3.77	-0.93
Your streets friendliness to walking and biking	4.24	3.56	-0.68
The look and feel of your street (is it a nice place to be?)	4.39	3.88	-0.51
How much traffic is on the street	4.09	3.61	-0.48
Presence of trees and greenery in your neighbourhood	4.36	3.91	-0.45
Sense of community (knowing your neighbours)	3.76	3.58	-0.18
About your home	***3.48***	***3.36***	***-0.12***
Affordability of housing options	4.40	3.44	-0.96
Quality of the design and construction of area homes and structures	3.88	3.55	-0.33
Ability to have a rental unit in your home to lower mortgage costs	2.59	2.99	0.40
Ability to work out of your home	3.04	3.45	0.41
About where your home is located	***3.61***	***3.74***	***0.13***
Proximity to transit	3.93	3.70	-0.23
Proximity to bike paths and walking trails	3.54	3.39	-0.15
Proximity to your place of work	3.74	3.76	0.02
Proximity to recreational facilities	3.61	3.72	0.11
Proximity to commercial / retail resources	3.54	3.81	0.27
Proximity to schools	3.32	4.05	0.73

2.7.4 Lifestyle opportunities

Four-in-five (82%) of HRM citizens use one of HRM's trails, walkways, or pathways for leisure *at least* once or twice a year. Nearly as many (77%) have gone for a walk or run in a major park with this frequency.

About half of HRM citizens say they've swam at a local beach (51%) or visited a local playground (49%) at least once in the past year.

Slightly fewer say they've gone for a bicycle ride (37%), skated at the oval (27%), or skated on a lake or pond (24%) at least once a year.

Fewer than a fifth have visited a local skate or bike park (17%), visited an outdoor gym (14%), or participated in a community garden (10%) at least once a year.

Table 7 - Participation in recreational or leisure activity

Activity	At least once per week	At least once per month	Once every 2-3 months	Once or twice per year	Never
Used one of HRM's trails, walkways or pathways for leisure	25%	25%	15%	17%	18%
Went for a walk or run in a major park (Shubie, Point Pleasant, Halifax Public Gardens)	19%	19%	18%	23%	21%
Swam at a local beach	6%	12%	10%	23%	49%
Visited a local playground	9%	12%	13%	15%	51%
Went for a bicycle ride	11%	9%	7%	10%	63%
Skated at the Oval	4%	7%	3%	13%	73%
Skated on a lake or pond	1%	4%	3%	16%	76%
Visited a local skate park / bike park	2%	2%	3%	9%	83%
Visited an outdoor gym	2%	2%	3%	7%	86%
Participated in a community garden	1%	3%	1%	5%	90%

More than one-quarter (28%) of HRM citizens have participated in two or fewer of the above activities at least once a year. Another third (35%) have participated in three or four of these activities with this frequency, and a similar proportion (32%) have participated in five, six, or seven. Only one-in-twenty (5%) have participated in eight or more of these 10 activities.

When asked why they do not participate more frequently, those who had reported "never" participating most frequently said it is because they simply are not interested, as seen in Table 8. HRM's trails, walkways, or pathways are often seen as not being within a reasonable distance (20%), nor are HRM's parks (31%), the oval (21%), an outdoor gym (21%), and community gardens (19%).

Safety is a concern for some when it comes to using trails, walkways, or pathways (14%), parks (14%), skating on lakes or ponds (13%), or bicycle riding (11%).

Table 8 - Reasons for not participating in activity (among those who say "never" participate)

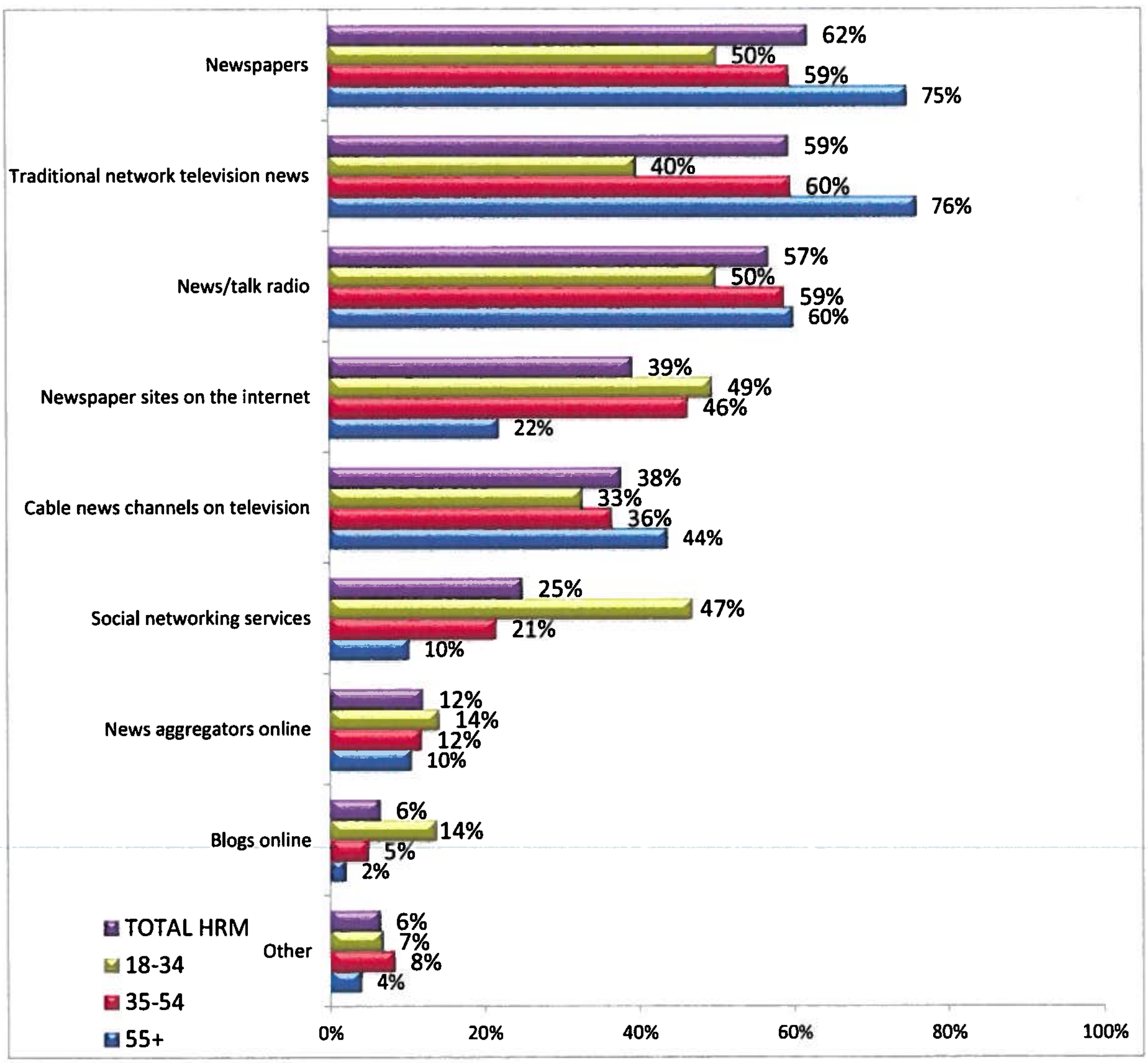
Activity	None within reasonable distance from home	No transit service to get me there	Concerned about safety	Quality of facilities not acceptable	Not accessible (not disabled-friendly)	Not of interest to me
Used one of HRM's trails, walkways or pathways for leisure	20%	3%	14%	1%	5%	52%
Went for a walk or run in a major park (Shubie, Point Pleasant, Halifax Public Gardens)	31%	3%	14%	<0.5%	6%	42%
Swam at a local beach	10%	2%	7%	4%	3%	70%
Visited a local playground	3%	<0.5%	3%	2%	2%	82%
Went for a bicycle ride	5%	1%	11%	1%	3%	68%
Skated at the Oval	21%	2%	5%	1%	3%	63%
Skated on a lake or pond	16%	2%	13%	3%	3%	60%
Visited a local skate park / bike park	5%	<0.5%	3%	1%	2%	84%
Visited an outdoor gym	21%	2%	3%	1%	2%	68%
Participated in a community garden	19%	1%	2%	1%	1%	70%

2.8 Communication

Of the nine information sources about HRM presented, the most common one to be considered in the top three by HRM citizens is newspapers (62%). As shown in Chart 14, this source is much more common among those ages 55 or older (75%). Traditional network television news is close behind as a top three source for 59% of all citizens. This source has a similar distribution by age as newspapers.

The 55 or older segment are much less likely to highly rank internet sources such as newspaper sites (22%) and social networking services (10%) than the other segments. Nearly half (47%) of the 18-34 year olds say social networking sites are in their top three.

Chart 14 - Sources of information



The most common specific source of information on HRM mentioned by citizens is the Chronicle Herald (23%), followed by the CBC (15%) and CTV (11%).

Over two-fifths (42%) expressed an interest in receiving more information about **events and festivals**, with much of this interest coming from those age 18-34 (53%). Interest in receiving information about **public transit** is almost as high at 41%, as is that in **resources to improve neighbourhoods** (41%) and HRM's **infrastructure projects** (41%).

Nearly two-fifth (39%) are interested in information on **recreation services**, but that interest is significantly lower for those age 55 or older (26%).

Table 9 - Interest in information regarding HRM

		AGE		
Information	**TOTAL HRM**	**18-34**	**35-54**	**55+**
Events and festivals	42%	53%	41%	33%
Employment / volunteer opportunities	42%	55%	42%	30%
Public transit	41%	46%	38%	42%
Resources to improve your neighbourhood	41%	37%	41%	46%
Infrastructure projects	41%	40%	40%	43%
Recreation services	39%	50%	41%	26%
Recycling / garbage collection	37%	38%	36%	37%
Budget / financial / taxes	37%	32%	36%	43%
Public consultations	32%	32%	31%	34%
Grant / funding information	31%	33%	29%	33%
Community safety	31%	23%	31%	38%
Arts and Culture	30%	42%	26%	24%
Mayor and Council	28%	27%	22%	35%
None	12%	11%	13%	11%

Just over half (55%) say they'd be interested in receiving **email notifications** from the Municipality on topics they are interested in. Fewer than two-in-five (36%) would communicate with the Municipality using **social networking services**.

It should be noted that, although multiple modes were offered, this survey was conducted primarily online, which could affect the degree to which findings about online usage are representative of the population. That being said, 30% report not using any social networking services. This is only 6% for the 18-34 age segment. Over three-fifths (61%) say they use Facebook. This is followed distantly by YouTube (29%), Google+ (22%), Twitter (15%), and LinkedIn (12%). As shown in Table 10, most of these are more popular among the younger age segment (except Google+).

Table 10 - Social networking services used

		AGE		
Social networking services	TOTAL HRM	18-34	35-54	55+
Facebook	61%	92%	64%	30%
YouTube	29%	48%	28%	12%
Google +	22%	21%	23%	23%
Twitter	15%	28%	13%	5%
LinkedIn	12%	19%	11%	7%
Other	3%	1%	3%	5%
None	30%	6%	27%	53%

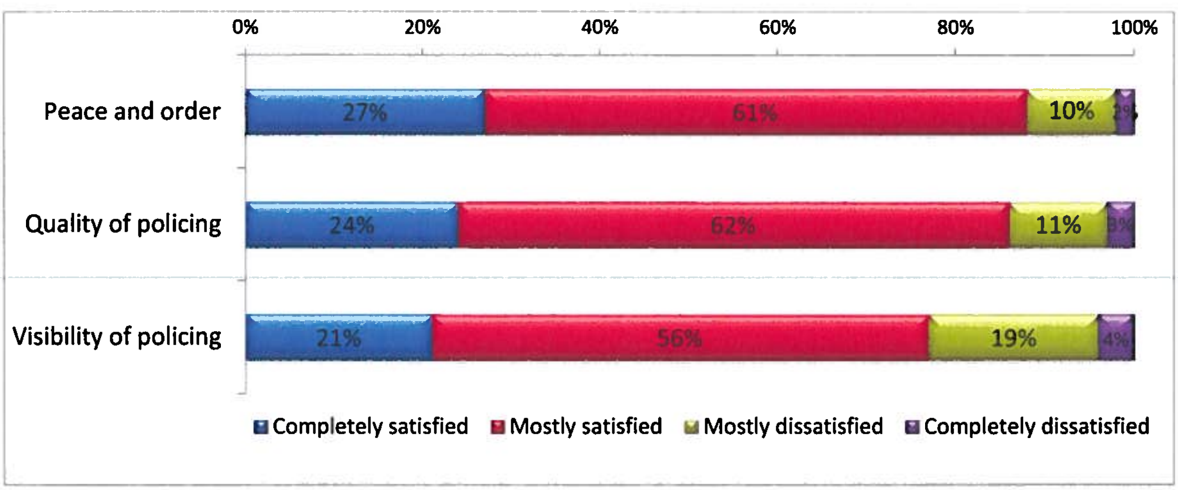
2.9 Public safety

Overall, one-quarter (27%) are "completely satisfied" with the **peace and order** in their local neighbourhood. Another three-fifths (61%) are "mostly satisfied." This overall 88% satisfaction level increases to 92% among the 55 and older age segment, compared to 88% of those 35-54 and 82% of the 18-34 age segment. Overall satisfaction is significantly lower in urban areas (79%).

Nearly seven-in-eight (85%)[2] HRM citizens are "completely" or "mostly" satisfied with the **quality of policing** in their community. Those who own their home (88%) are more likely to feel this way than those who rent (81%). Those who believe they receive good value for their taxes (90%) are also more likely to be satisfied than those who say they receive poor value (70%).

Visibility of policing receives somewhat lower satisfaction ratings with 78% saying they are "completely" or "mostly" satisfied. Those ages 55 or older are more likely to feel this way (83%) than those 35-54 (76%) or 18-34 years old (72%). Those who rent are also more likely to be satisfied with visibility (81%) than those who rent (69%).

Chart 15 - Satisfaction - peace and order, quality of policing, visibility of police (Total HRM)

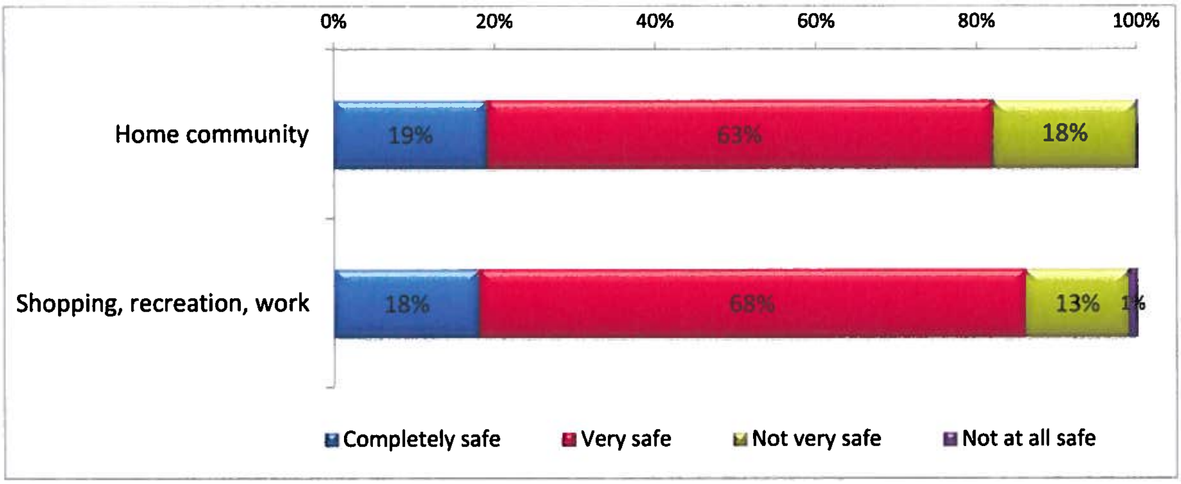


[2] Individual percentages may not add to the reported aggregate due to rounding.

One-fifth (19%) of HRM citizens feel "completely safe" in their community and another three-fifths (63%) say they feel "very safe." Males (85%) are more likely than females (78%) to feel *at least* "very" safe.

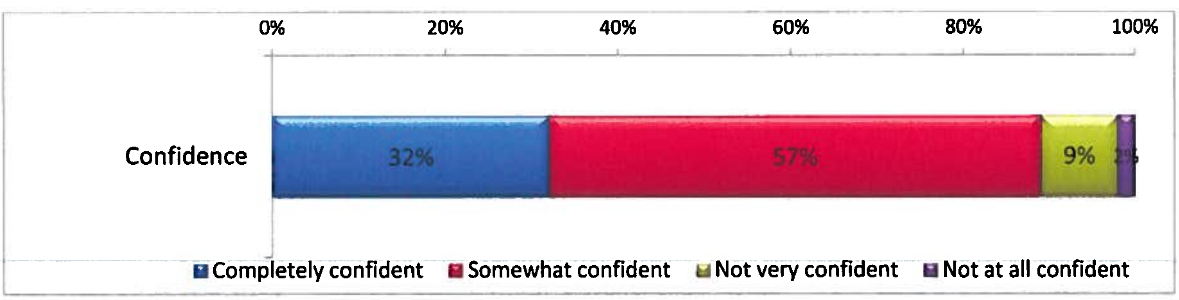
Feelings of safety in the local shopping, recreation, and work areas are very similar to those in home areas. Fully 86% feel "very" or "completely" safe. Males (89%) are also more likely to feel safe in these areas than females (83%).

Chart 16 - Feeling of safety (Total HRM)



Nearly nine-in-ten (89%) are at least "somewhat" confident in the police's ability to respond to emergency calls in a timely and efficient manner. Females (92%) are more likely to be confident in this than males (84%). Those who perceive a good value for taxes (94%) also express greater confidence than those who perceive poor value (69%).

Chart 17 - Confidence in police's ability to respond to emergency calls



3.0 About Nova Insights

Nova Insights is a full service **market research and evidence-based consulting** firm providing services to companies across Canada and the United States.

Nova Insights is owned and operated by Paul DesBarres who brings over 17 years of experience in the market research industry to clients. He built his experience working in the U.S. for a diverse client list including major universities, lobbyists, international music companies, major newspapers, entertainment companies, and professional and amateur sports organizations. In Canada, he has worked for various government departments, municipalities, ad agencies, public relations firms, social marketing organizations, and educational institutions.

Paul began his career with the Becker Institute of Boston. Becker has a long history as New England's first name in survey research, and provided a vital foundation where Paul specialized in higher education and public policy research.

Paul then spent nearly a decade with The Taylor Research & Consulting Group of Portsmouth, New Hampshire. At Taylor, Paul specialized in quantitative consumer research in the sports, media, and entertainment industries. It was during this time that Paul received specialized training as a qualitative moderator from the RIVA Institute in Bethesda, Maryland.

After spending many years learning and honing his skills in the United States, Paul returned to Nova Scotia where he was Vice President of Research for Thinkwell Research, specializing in public policy and social marketing, and then established his own business, Nova Insights.

Nova Insights recognizes and adheres to the philosophy that the value and reliability of a research project depends on the quality of all stages throughout the process—design, data collection, data processing, and reporting. We constantly strive for excellence in all stages, and have established a long track record of success.

4.0 Methodology

4.1 Survey design

The questionnaire was designed by the Halifax Regional Municipality (HRM). Nova Insights assisted the HRM in refining the draft questionnaire.

4.2 Sample Design and Selection

In January 2012, 13,309 randomly selected households were mailed a letter from Mayor Peter Kelly asking for the participation in the HRM Citizen Survey. Approximately 575 letters were returned as undeliverable, meaning that about 12,724 households received the invitation.

These households were taken from a comprehensive list of households using HRM's civic addressing database. Multi-unit residential buildings were expanded, such that *each* unit within the building would be qualified as a household. The sample was further balanced by weighting the distribution of survey invitees across HRM's 23 districts.

Once the mailing list was determined, each selected household was mailed the invitation letter from Mayor Peter Kelly inviting the person in the household over age 18 with the most recent birthday to respond to the survey. This is the market research industry's standard method of ensuring random selection of respondents within households.

The final collected data were weighted by age, gender, income, and district to ensure the final sample was representative of the HRM population.

4.3 Survey Administration

The survey was programmed and hosted by Nova Insights Market Research & Consulting. Data collection took place between January 9 and February 12, 2012.

4.4 Sampling Error

As with any quantitative study, the data reported in this research are subject to ***sampling error,*** which can be defined as the likely range of difference between the reported results and the results that would have been obtained had we been able to interview *everyone* in the relevant population. Sampling error decreases as the size of the sample increases and as the percentage giving a particular answer moves toward unanimity. At the 95% confidence level, "worst-case" potential sampling error for a sample of 1241 is ±2.78 percentage points.

4.5 Sample profile

The table below shows the distribution of the sample on key demographic variables compared to Statistics Canada.

Demo	Census 2006	Weighted sample	Un-weighted sample	Demo	Census 2006	Weighted sample	Un-weighted sample
Gender				**District**			
Male	47%	45%	53%	**1**	3.9%	3.5%	2.6%
Female	53%	55%	47%	**2**	4.2%	3.5%	6.1%
Age				**3**	4.7%	3.9%	3.1%
18-34	30%	28%	15%	**4**	4.9%	4.6%	4.3%
35-54	40%	39%	37%	**5**	2.1%	2.1%	4.1%
55+	30%	32%	48%	**6**	7.0%	6.9%	5.3%
Household income				**7**	1.7%	1.6%	5.8%
Under $25k	20%	20%	11%	**8**	7.4%	7.3%	2.4%
$25k-49.9k	26%	26%	21%	**9**	4.1%	5.0%	3.2%
$50k-$74.9k	20%	21%	21%	**10**	1.8%	2.1%	3.5%
$75k-$99.9k	15%	15%	16%	**11**	3.3%	3.6%	5.0%
$100k-$124.9k	9%	9%	14%	**12**	3.4%	4.1%	4.0%
$125k-$149.9k	4%	4%	6%	**13**	7.7%	8.4%	4.7%
$150k+	6%	6%	10%	**14**	3.5%	4.1%	5.6%
				15	2.8%	2.9%	4.2%
				16	8.1%	9.2%	5.4%
				17	4.5%	5.1%	5.3%
				18	4.0%	3.4%	3.6%
				19	1.2%	1.0%	3.7%
				20	7.1%	6.5%	3.3%
				21	3.8%	3.5%	5.2%
				22	5.2%	4.9%	4.1%
				23	3.4%	2.8%	5.4%

Percentages may not add to 100% due to rounding.

Other demographic data collected from the sample include the following.

Demo	Weighted sample
Education	
Less than high school graduate	5%
High school graduate	12%
Some community college/technical school	7%
Completed community college/technical school	22%
Some university	10%
Four-year university degree	26%
Post graduate	18%
Own/rent home	
Own home	69%
Rent home	29%
Property tax bill	
Prefer not to answer	34%
Under $1000	3%
$1000-$1499	9%
$1500-$1999	15%
$2000-$2999	22%
$3000+	14%
Don't know	4%

Percentages may not add to 100% due to rounding.

5.0 Questionnaire

Halifax Regional Municipality (HRM)
2012 Citizen Survey

Thank you for taking this survey to help guide Halifax Regional Municipality administrators in their long-term planning.

This survey should take about 20 minutes to complete, and for your cooperation in completing all questions in the survey, you will receive a chance to win one of 40 gift cards from your choice of Empire Theatres or Sobeys, each valued at $25.

All responses to this survey will be kept confidential and results will only be reported in aggregate. Your identity will not be associated with any responses you provide. You can view our privacy policy at http://www.novainsights.ca/Privacy_Policy.php

If you have any questions about this survey, please contact:

Paul DesBarres
Nova Insights

QUALITY OF LIFE

Q1. How many years have you lived in the HRM? _______
(*Please include years prior to amalgamation*)

Q2. How would you rate the overall quality of life in HRM?

Please check only one

- ☐ Very Poor
- ☐ Poor
- ☐ Good
- ☐ Very Good

Q3. In the past five years, the quality of life in HRM has ...

Please check only one

- ☐ Improved
- ☐ Worsened
- ☐ Stayed the same

Q4. If HRM could do 3 things to improve the quality of life for residents, what would they be?

1 ______________________________

2 ______________________________

3 ______________________________

Q5. When it comes to Municipal decision-making, do you believe you have ...

Please check only one

- ☐ Sufficient opportunities to participate
- ☐ Too many opportunities to participate
- ☐ Too few opportunities to participate

Q6. What could HRM do to help you become more involved in Municipal decision-making by making your voice heard?

____

____

____

Q7. The HRM is able to pursue various initiatives simultaneously. However, funds and other resources are limited. For that reason, it would be valuable to understand the broad priorities of citizens. Please rank the following broad initiatives to reflect the priority with which you believe resources should be allocated in the HRM. A "1" represents your top priority, and a "4" represents your lowest priority.

— Community development through a focus on arts, culture, and recreational services
— Economic development through attracting investment and keeping and growing business in the Municipality
— Environmental progress through investment in greener technologies and initiatives
— Transportation improvements through investments in public transit, active transportation, and street, road, and sidewalk work

VALUE FOR TAXES

Q8. The Municipality provides a wide range of services, including police and fire protection, garbage collection and disposal, recreation facilities and programming, transit, road and street maintenance, etc.

Thinking about all the programs and services you receive from the Municipality, please indicate the degree to which you believe you receive good or poor value for the level of property taxes that you currently pay?

Please check only one

- ☐ Very poor value
- ☐ Somewhat poor value
- ☐ Somewhat good value
- ☐ Very good value
- ☐ No opinion
- ☐ Don't pay property taxes

Q9. What specific change(s) could be made to provide better value for the property tax you pay?

____

____

____

Q10. When the Municipality is creating the municipal budget, do you think it is more important to not increase property taxes or keep municipal services the same or higher?

Please check only one

- ☐ Not increase property taxes
- ☐ Keep municipal services the same or higher

Q11. Please consider each of the following possible changes to tax and service levels in HRM, and check each one that would be acceptable to you?

PLEASE CHECK ALL THAT APPLY

- ☐ 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
- ☐ No opinion

Q12. In an effort to reduce reliance on landfill capacity, HRM must consider ways to reduce the amount of waste going into the landfill. Of the following options, which would you be most likely to support?

Please check only one

- ☐ Bag limits (maximum number of black bags per household per pick-up)
- ☐ User pay (fee charged based on the number of black bags picked up)
- ☐ Diversion "incentives" (rebates for green bin and black bin use)
- ☐ A combination of Bag Limits and User Pay
- ☐ A combination of User Pay and Diversion "incentives"
- ☐ A combination of Bag Limits and Diversion "incentives"
- ☐ A combination of all three

THE ECONOMY

Q13. In your opinion, who should be responsible for promoting and attracting new commercial businesses and industries to the HRM?

Please check only one

- ☐ Government (HRM/Province/Federal)
- ☐ Private Sector (business groups/property owners/developers)
- ☐ Government/Private Partnership

IF YOU CHECKED "GOVERNMENT ABOVE"

Q14. What level of government do you believe should have primary responsibility for attracting new commercial businesses and industries to the HRM?

Please check only one

- ☐ HRM
- ☐ Province
- ☐ Federal

Q15. 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,
2 beside your second highest priority, and
3 beside your third highest priority

- ___ Change in tax structure
- ___ Improvements in the appearance / beautification of the Municipality
- ___ Improvements to HRM's roadway system / road conditions
- ___ Increased cleanliness of the Municipality (graffiti removal, vandalism, etc.)
- ___ Increased efforts to attract immigrants / new residents
- ___ Increased efforts to attract and retain young workers/professionals
- ___ Increased marketing of HRM as a destination of choice for business
- ___ Increased public safety
- ___ Increased emphasis on major events (concerts, sporting events, etc.)
- ___ Investments in environmental protection and sustainability
- ___ Investments in public transit system
- ___ More emphasis on arts and culture
- ___ More emphasis on downtown growth
- ___ More emphasis on 'rural' growth
- ___ More emphasis on recreation facilities
- ___ More emphasis on recreation programs
- ___ Nothing
- ___ No Opinion
- ___ Other (please specify): ______________________________

INFRASTRUCTURE

Q16. The Municipality spends a portion of its yearly budget on buildings, facilities, and infrastructure to meet both growth requirements and community expectations.

For each category, please rank your TOP THREE (3) projects according to which you feel are the most important.

Q16a. We will start with **transportation infrastructure projects**. Please rank the top three projects that you would like to see the Municipality pursue over the next 5 years.

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

Transportation Infrastructure Projects

— Active transportation improvements (e.g. trails, sidewalks, bike lanes)
— Expand the harbour ferry service
— Improved / additional public transit facilities
— Maintenance of existing sidewalks
— Maintain existing streets and roads
— More buses on existing routes
— More buses so that service can be expanded to new areas
— Upgrade major roadways to provide increased capacity (e.g. road widening, reversing lanes)
— Other (please specify): ______________________________

Q16b. Now let's consider **community infrastructure projects** that you would like to see the municipality pursue over the next 5 years. Please rank the top three projects that you would like to see the Municipality pursue over the next 5 years.

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

Community Infrastructure Projects

— Public restrooms
— Arenas / ice surfaces
— Arts and cultural facilities
— Beaches and waterfront areas
— Community centres
— Improving existing recreation facilities
— New outdoor recreation facilities (e.g. playgrounds / skate parks / sports fields)
— New / refurbished community branch libraries
— Outdoor skating facilities
— New stadium
— Other (please specify): ________________________________

Q16c. Finally, let's consider **environmental infrastructure projects**. Please rank the top three projects that you would like to see the Municipality pursue over the next 5 years.

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

Environmental Infrastructure Projects

— Build landfill cells (garbage waste site)
— Develop capability to reduce waste program costs and flexibility in waste program to reduce the demand for additional land fill cells.
— Invest in expanding recycling infrastructure
— New compost plant to meet capacity and regulatory requirements
— Renewable energy projects (e.g. wind farms / solar power / etc.)
— Water / Wastewater facilities
— Other (please specify): ______________________________

Q17. Now, given all of the choices listed in Question 16, what would you consider your TOP 3 priorities for the Municipality when it comes to capital projects?

1. ______________________________
2. ______________________________
3. ______________________________

Q18. If forced to choose, which of the following would you rather see the HRM focus on, with respect to spending on facilities, assets, and infrastructure:

Please check only one

- ☐ Invest a greater proportion toward new facilities, assets, and infrastructure
- ☐ Invest a greater proportion toward fixing and maintaining the existing facilities, assets, and infrastructure

PLANNING AND GROWTH

Q19. What can HRM do to make the downtown more attractive for residents and businesses?

____

____

Q20. As the Halifax Regional Municipality continues to grow, traffic congestion is expected to increase. To help mitigate this problem, what priority would you assign to each of the following strategies?
Please indicate for each strategy whether you would consider it a very low priority, somewhat low priority, somewhat high priority, or very high priority.

Please place an X in the cell to indicate your response

		Very low priority	Somewhat low priority	Somewhat high priority	Very high priority
A	Add vehicle lanes on congested roads				
B	Create more reversing lanes on major routes				
C	Encourage residents to consider sustainability				
D	Establish tolls into downtown to				
E	Improve bike lane network				
F	Improve public transit system				
G	Increase population density in city centres				
H	Install high-occupancy-vehicle (HOV) lanes				
I	Invest in commuter rail if feasible				
J	Do nothing				
K	Other (please specify)				

Q21. *"Quality of place"* describes how livable and functional a neighbourhood is, and includes the variety and accessibility of natural, recreational, and lifestyle amenities.

In looking at the following Quality of Place indicators, please indicate the level of importance each would have for you **if you were moving to a new neighbourhood**.

On a 5-point scale, rate the ***overall importance to you*** *of this indicator.*

		Please circle a number **Importance** **1** = Very Unimportant **5** = Very Important				
	About your Neighbourhood					
A	The look and feel of your street (is it a nice place to be?)	**1**	**2**	**3**	**4**	**5**
B	Presence of trees and greenery in your neighbourhood	**1**	**2**	**3**	**4**	**5**
C	How much traffic is on the street	**1**	**2**	**3**	**4**	**5**
D	Your streets friendliness to walking and biking	**1**	**2**	**3**	**4**	**5**
E	How safe your neighbourhood feels	**1**	**2**	**3**	**4**	**5**
F	Sense of community (knowing your neighbours)	**1**	**2**	**3**	**4**	**5**
	About your home					
G	Affordability of housing options	**1**	**2**	**3**	**4**	**5**
H	Ability to work out of your home	**1**	**2**	**3**	**4**	**5**
I	Ability to have a rental unit in your home to lower mortgage costs	**1**	**2**	**3**	**4**	**5**
J	Quality of the design and construction of area homes and structures	**1**	**2**	**3**	**4**	**5**
	About where your home is located					
K	Proximity to schools	**1**	**2**	**3**	**4**	**5**
L	Proximity to your place of work	**1**	**2**	**3**	**4**	**5**
M	Proximity to recreational facilities	**1**	**2**	**3**	**4**	**5**
N	Proximity to commercial / retail resources	**1**	**2**	**3**	**4**	**5**
O	Proximity to transit	**1**	**2**	**3**	**4**	**5**
P	Proximity to bike paths and walking trails	**1**	**2**	**3**	**4**	**5**

Q22. Now looking at these "*Quality of Place*" indicators again, please indicate your level of satisfaction with each in the neighbourhood where you **currently live.**

*On a 5-point scale, rate your **overall satisfaction** with each indicator.*

		Satisfaction **1** = Very Dissatisfied **5** = Very Satisfied				
	About your Neighbourhood					
A	The look and feel of your street (is it a nice place to be?)	1	2	3	4	5
B	Presence of trees and greenery in your neighbourhood	1	2	3	4	5
C	How much traffic is on the street	1	2	3	4	5
D	Your streets friendliness to walking and biking	1	2	3	4	5
E	How safe your neighbourhood feels	1	2	3	4	5
F	Sense of community (knowing your neighbours)	1	2	3	4	5
	About your home					
G	Affordability of housing options	1	2	3	4	5
H	Ability to work out of your home	1	2	3	4	5
I	Ability to have a rental unit in your home to lower mortgage costs	1	2	3	4	5
J	Quality of the design and construction of area homes and structures	1	2	3	4	5
	About where your home is located					
K	Proximity to schools	1	2	3	4	5
L	Proximity to your place of work	1	2	3	4	5
M	Proximity to recreational facilities	1	2	3	4	5
N	Proximity to commercial / retail resources	1	2	3	4	5
O	Proximity to transit	1	2	3	4	5
P	Proximity to bike paths and walking trails	1	2	3	4	5

Q23. The cost of delivering municipal services is rising, and even the cost of *maintaining* some service levels is increasing.
Maintaining or increasing some service levels without additional revenues may require reducing or eliminating other services.
For each of the following service areas, please indicate whether you believe the Municipality should increase the level of service, maintain the level of service, reduce the level of service, or eliminate the service.

Please place an X in the cell to indicate your response

	Service Area	**Increase service levels (+$$)**	**Maintain service levels (+$)**	**Reduce service levels (-$)**	**Eliminate this service (-$$)**
A	Animal control services				
B	Arts and cultural programming				
C	Bike path / walking trails maintenance				
D	By-law enforcement				
E	Cleanliness and litter control				
F	Communications / Public affairs				
G	Community beautification (e.g. landscaping / floral displays)				
H	Community branch libraries				
I	Community grants				
J	Composting (green bin) programs (increased pick up)				
K	Economic development				
L	Environmental protection and management				
M	Festivals and community events				
N	Firefighting services				
O	Garbage collection				

	Service Area	Increase service levels (+$$)	Maintain service levels (+$)	Reduce service levels (-$)	Eliminate this service (-$$)
P	Graffiti removal				
Q	Green cart compost collection				
R	Harbour Ferry service				
S	Major street improvement projects (e.g. reconstruction / traffic safety				
T	Ongoing regular parks maintenance				
U	Ongoing regular street maintenance (e.g. repaving / pothole filling)				
V	Park / playground maintenance				
W	Parking enforcement				
X	Police protection and patrols				
Y	Processing garbage before going to landfill				
Z	Public transit service				
AA	Publicly supervised beaches				
BB	Recreation programs				
CC	Recycling programs				
DD	School crossing guards				
EE	Sidewalk maintenance				
FF	Snow and ice removal				
GG	Youth drop-in services				

LIFESTYLE OPPORTUNITIES

Q24. In the past 12 months, approximately how often did you participate in each of the following activities?

Please place an X in the cell to indicate your response

		Once or twice per year	Once every 2 to 3 months	At least once per month	At least once per week	Never
A	Swam at a local beach					
B	Used one of HRM's trails, walkways or pathways for leisure					
C	Went for a bicycle ride					
D	Went for a walk or run in a major park (Shubie, Point Pleasant, Halifax Public Gardens)					
E	Visited a local playground					
F	Skated at the Oval					
G	Skated on a lake or pond					
H	Visited a local skate park / bike park					
I	Visited an outdoor gym					
J	Participated in a community garden					

Q25. Now for each of these same activities, please indicate any possible reason(s) why you do not participate more often.

PLEASE CHECK ALL THAT APPLY

		None within reasonable distance from home	No transit service to get me there	Concerned about safety	Quality of facilities not acceptable	Not accessible (not disabled-friendly)	Not of interest to me
A	Swam at a local beach						
B	Used one of HRM's trails, walkways or pathways for						
C	Went for a bicycle ride						
D	Went for a walk or run in a major park						
E	Visited a local playground						
F	Skated at the Oval						
G	Skated on a lake or pond						
H	Visited a local skate park / bike park						

		None within reasonable distance from home	No transit service to get me there	Concerned about safety	Quality of facilities not acceptable	Not accessible (not disabled-friendly)	Not of interest to me
I	Visited an outdoor gym						
J	Participated in a community garden						

PUBLIC SAFETY

Q26. How satisfied are you with the peace and order in your local neighbourhood?

Please check only one

- ☐ Completely satisfied
- ☐ Mostly satisfied
- ☐ Mostly dissatisfied
- ☐ Completely Dissatisfied

Q27. In general, how safe do you feel in the community where you live? Do you feel:

Please check only one

- ☐ Completely safe
- ☐ Very safe
- ☐ Not very safe
- ☐ Not at all safe

Q28. How safe do you feel in the local areas you go for shopping, recreation, and work?

Please check only one

- ☐ Completely safe
- ☐ Very safe
- ☐ Not very safe
- ☐ Not at all safe

Q29. Overall, how satisfied are you with the quality of policing provided in your community?

Please check only one

- ☐ Completely satisfied
- ☐ Mostly satisfied
- ☐ Mostly dissatisfied
- ☐ Completely Dissatisfied

Q30. Overall, how satisfied are you with the police visibility or presence in your community?

Please check only one

- ☐ Completely satisfied
- ☐ Mostly satisfied
- ☐ Mostly dissatisfied
- ☐ Completely Dissatisfied

Q31. How confident are you in the ability of the police to respond to emergency calls in a timely and efficient manner?

Please check only one

- ☐ Completely confident
- ☐ Somewhat confident
- ☐ Not very confident
- ☐ Not at all confident

COMMUNICATION

Q32. We'd now like to understand where you get the majority of information about HRM (not including entertainment).
Please rank each of the following sources of information where 1 represents the most important source of information to you, 2 is the next most important, etc.
Please enter a 0 if you do not use that source.

— Newspapers
— News/talk radio
— Traditional network television news
— Cable news channels on television
— Blogs online
— Newspaper sites on the internet
— News aggregators online that gather headlines from various sources
— Social networking services (e.g., Facebook, Twitter, Google+)
— Other (please specify): ______________________________

Q33. What is your most common source of information on what's happening in HRM? Please be specific about station, paper, internet site/service

____

Q34. What aspects of the Municipality would you like more information about? (Please check all that apply)

PLEASE CHECK ALL THAT APPLY

- ☐ Infrastructure projects
- ☐ Arts and Culture
- ☐ Mayor and Council
- ☐ Events and festivals
- ☐ Recreation services
- ☐ Grant / funding information
- ☐ Recycling / garbage collection
- ☐ Public transit
- ☐ Employment / volunteer opportunities
- ☐ Budget / financial / taxes
- ☐ Community safety
- ☐ Public consultations
- ☐ Resources to improve your neighbourhood

Q35. Would you want the ability to receive email notifications from the Municipality on topics of interest to you?

Please check only one

- ☐ Yes
- ☐ No

Q36. Would you use social networking sites to communicate with the Municipality about topics of interest to you?

Please check only one

- ☐ Yes
- ☐ No

Q37. What social networking services do you use?

PLEASE CHECK ALL THAT APPLY

- ☐ Facebook
- ☐ Google +
- ☐ YouTube
- ☐ Twitter
- ☐ LinkedIn
- ☐ Other: (*specify*)
- ☐ None

GENERAL IMPRESSIONS

Q38. What do you like most about living in HRM?

____

____

Q39. In your opinion, what are the <u>top three issues</u> facing the HRM over the next 5 years that you feel should receive the greatest attention from your Municipal leaders?

1. ____
2. ____
3. ____

Q40. Are there any additional things you can think of that have not been addressed in the survey that you think HRM should consider when attempting to balance the expectations of residents with the need to deliver critical programs and services?

____

____

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 aggregate only.

Q41. What are the first 3 digits of your postal code? ____________

Q42. Are you female or male?

- ☐ Male
- ☐ Female

Q43. How old are you?

- ☐ 18 – 24 years old
- ☐ 25 – 34 years old
- ☐ 35 – 44 years old
- ☐ 45 – 54 years old
- ☐ 55 – 64 years old
- ☐ 65 – 75 years old
- ☐ Older than 75 years

Q44. What is the highest level of education you have completed?

- ☐ Less than high school graduate
- ☐ High school graduate
- ☐ Some community college / technical school
- ☐ Completed community college / technical school
- ☐ Some university
- ☐ Four-year university degree
- ☐ Post-graduate

Q45. What was your 2011 total household income, before taxes?

Your best estimate is fine.

- ☐ 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

Q46. Do you own or rent your home?

- ☐ Own home with mortgage
- ☐ Own home without mortgage
- ☐ Live in parent(s) home
- ☐ Rent

IF YOU OWN HOME WITH OR WITHOUT MORTGAGE

Q47. For how much was your most recent annual property tax bill?

- ☐ Under $1,000
- ☐ $1,000 to $1,499
- ☐ $1,500 to $1,999
- ☐ $2,000 to $2,999
- ☐ $3,000 to $3,999
- ☐ $4,000 or over
- ☐ Don't Know
- ☐ Prefer not to 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?

____

____

PRIZE DRAW:

Please enter your contact information to be eligible to win one of 40 gift cards to your choice of Empire Theatres *or* Sobeys, each valued at $25.

To be eligible for the contest, you must answer all of the questions on the survey.

Name: ______________________________

Tel. #: ______________________________

Address: ______________________________

____

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 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.

In accordance with Section 485 of the Municipal Government Act, any personal information collected on this survey will only be used for purposes relating to the 2012 HRM Citizen Survey and for prize selection. The information obtained through the survey will not be presented or compiled in a manner that could potentially identify any respondent. If you have any questions about the collection and use of this information, please contact HRM's Access and Privacy Office at 490-4390 or accessandprivacy@halifax.ca

Thank you very much for taking the time to provide your opinions and feedback.