

The background of the entire page is an abstract, vibrant artwork. It features thick, swirling strokes of paint in a variety of colors including deep blues, purples, magentas, reds, pinks, yellows, and greens. The texture appears to be that of a marbled paper or a thick paint application. Scattered throughout the composition are several small, solid gold-colored circles of varying sizes, adding a touch of elegance and modernity to the design.

HALIFAX INDEX 2019

PRESENTED BY
**HALIFAX
PARTNERSHIP**
CONNECT. COLLABORATE. PROSPER.

GOLD PARTNER

The
ChronicleHerald
A member of the SaltWire Network

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GOLD PARTNER MESSAGE

There's rarely a day that goes by when someone doesn't ask me, "How are you managing to compete against Google or Facebook?"

It's a great question that I love to answer. Yes, these are formidable organizations. But the truth is that while Mark Zuckerberg might be able to offer something of value, he doesn't know where the IWK is, nor does he care about the health of the Atlantic Canadian economy, or whether your family or friends have the opportunities they need to thrive.

For too long, our news publications have been trying to compete with the Zuckerbergs of the world, but the truth is, in a place like Atlantic Canada, he can't compete with us.

He can't stand shoulder-to-shoulder and do business with people who have shared values. He can't look you in the eye and say, "I see you and I hear you." That's our job.

Questions about our competitors are a gift: they remind me of who we are and who we are not. They remind me that we don't need to be anyone other than the truest version of ourselves, the one where we continue to provoke thought and action for the betterment of our communities.

When someone asks you, "How is Halifax managing to compete against Toronto, Vancouver, or New York?" I hope you find yourself feeling the same pride about this city as we do about our company. We have much to be proud of, and if you need any inspiration, look no further than the pages in this year's *Halifax Index*.

At the *Chronicle Herald* and SaltWire Network, we want to be partners with organizations who are helping the place we call home be the strongest and best it can be. That's why we continue to team up with the Halifax Partnership. We're in it together. This is what community partnership is all about.



Mark Lever
President and CEO

**The
ChronicleHerald**

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Visit HalifaxIndex.com to download a copy of the *Halifax Index* 2019.

INTRODUCTION

As we gathered and analyzed the data for the *Halifax Index 2019*, it felt in some ways like last year all over again—and that's a good thing.

In the 2018 *Index*, we reported near or record highs for immigration and population growth, a turnaround in youth retention, significant increases in businesses' intentions to hire, invest, and innovate, and an all-time high in business confidence. The optimism and confidence created by these results, however, were tempered by a concern that one year's figures were perhaps anomalous blips rather than indicators of a trend.

I am pleased to say this is not the case. Another year's worth of data is now in, and key indicators for immigration, population, youth retention, and business intentions and confidence remain in historically high ranges. Last year was not a one-hit wonder.

While past results do not guarantee future performance, a few key shifts can establish a strong foundation for the long term. Today's growth creates tomorrow's confidence and that leads to future investment. That investment spurs continued growth, in turn forming a virtuous cycle.

One key aspect of this growth is the performance of startup and scaling companies in Halifax. Investment trends among these companies are examined in one of this year's special topics.

Another special topic by guest author Jordi Morgan of the Canadian Federation of Independent Business recounts the progress Halifax has made recently in improving the regulatory environment for business and highlights the work still to be done on this front.

By the time that next year's *Halifax Index* is published, we will have entered a new decade. Based on the running start we have given ourselves, the 2020s just may be Halifax's time to race to the front of the pack as cities around the world strive to attract people, business, and investment.



Ian Munro

Chief Economist
Halifax Partnership

HALIFAX ECONOMIC GROWTH PLAN 2016-21 PROGRESS

All indicators are measured for the Halifax Census Metropolitan Area unless indicated otherwise.

Goal	Measurement	Baseline	2016	2017	2018	STATUS VS. BASELINE*
 Promote & Maximize Growth	Grow Halifax's GDP to \$22.5 Billion Source: Conference Board of Canada, Metropolitan Outlook (Winter)	\$18.3 billion	\$18.6 billion	\$18.9 billion	\$19.2 billion	Progressing
	• Increase average annual income growth Source: Conference Board of Canada, Metropolitan Outlook (Winter)	1.2%	1.5%	1.7%	1.6%	Improving
	• Increase the total number of jobs Source: Statistics Canada, Labour Force Survey	224,100	226,000	224,600	233,400	Improving
	• Increase the share of full-time work Source: Statistics Canada, Labour Force Survey	83%	82%	81%	83%	Unchanged
	• Increase the share of businesses that consider Halifax an above-average place to do business Source: Narrative Research, Business Confidence Survey	15%	23%	27%	26%	Improving
	• Reduce commercial vacancy rates in the downtown Source: Cushman & Wakefield Atlantic, Office Marketbeat	14.3%	15.1%	19.6%	19.1%	Worsening
	• Increase the commercial property tax base Source: HRM – Financial Policy and Planning	\$7.8 billion	\$8.2 billion	\$8.3 billion	\$8.3 billion	Improving
 Attract & Retain Talent	Grow Halifax's Labour Force to 271,000 Source: Statistics Canada, Labour Force Survey	239,100	240,700	241,000	249,000	Progressing
	• Increase Halifax's overall labour force growth Source: Statistics Canada, Labour Force Survey	0.5%	0.7%	0.1%	3.3%	Improving
	• Increase net interprovincial migration of youth ages 20 to 29 to Nova Scotia Source: Statistics Canada, Annual Demographic Estimates	-1,300	-222	252	152	Improving
	• Grow the international student body Source: Maritime Provinces Higher Education Commission	5,832	6,045	6,498	6,742	Improving
	- ...and the gross share that transition into permanent residency	3.4%	6.9%	9.4%	12.6%	Improving
	• Increase net international immigration to Halifax Source: Statistics Canada, Annual Demographic Estimates	2,097	5,501	4,427	5,405	Improving
 Make Halifax a Better Place to Live & Work	Grow Halifax's Population to 470,000 Source: Statistics Canada, Annual Demographic Estimates	408,046	414,020	421,968	430,512	Progressing
	• Increase Halifax's overall population growth Source: Statistics Canada, Annual Demographic Estimates	0.2%	1.5%	1.9%	2.0%	Improving
	• Increase the share of Nova Scotians who have a strong, or somewhat strong, sense of belonging to their community Source: Statistics Canada, Canada Community Health Survey	76.4%	73.4%	~	71.7%	Worsening
	• Raise the mean score on quality-of-life indicators Source: MQO Research, City Matters, Public Opinion Survey	7.7	7.2	7.1	7.4	Worsening
	- Good place to raise a family	7.7	7.8	7.4	7.6	Unchanged
	- Outdoor recreational facilities	7.3	6.8	6.9	6.9	Worsening
	- Indoor recreational facilities	7.2	6.8	6.8	6.9	Worsening
	- Housing affordability	6.1	5.7	5.5	5.5	Worsening
	- Arts and cultural events	7.4	6.8	7.0	6.9	Worsening
	- City is easy to get around	6.6	5.9	6.0	5.6	Worsening
	- Percentage who feel mostly safe	61%	80%	80%	87%	Improving
	• Increase library programming attendance Source: Halifax Regional Library	209,772	213,576	224,072	254,813	Improving
	- ...and in-person visits	3,595,902	3,613,986	3,618,317	3,617,008	Improving

**Growth Plan metrics with a specific numerical target for the year 2021—GDP, labour force, and population growth—are categorized as “On Track” if the current growth path leads to the target being reached or exceeded, “Progressing” if there is substantial positive growth, although not enough to reach the target, or “Not Progressing” if there is negligible or negative growth.*

All other items are assessed in terms of the difference between the most recent result and the baseline figure, but without specific targets. “Improving” denotes substantial improvement, “Unchanged” indicates that the most recent data is not considered to be substantially changed from the baseline year, and “Worsening” means there has been noticeable deterioration. Note that because the status is determined in relation to the baseline year, an item may be characterized as “Improving” even though the item has worsened (or vice versa) from 2017 to 2018.

KEY FINDINGS

PEOPLE

- Following two very strong years for population growth, a new record was set in 2018 with a 2.0% increase. Over the past three years Halifax’s population has swelled by more than 22,000 people.
- For the third year in a row, international immigration was far above the long-term average.
- Halifax saw its labour force participation rate increase for the first time since 2009. As well, after three years of annual labour force growth below 1.0%, 2018 saw an increase of 8,000 workers, a 3.3% jump.

ECONOMY

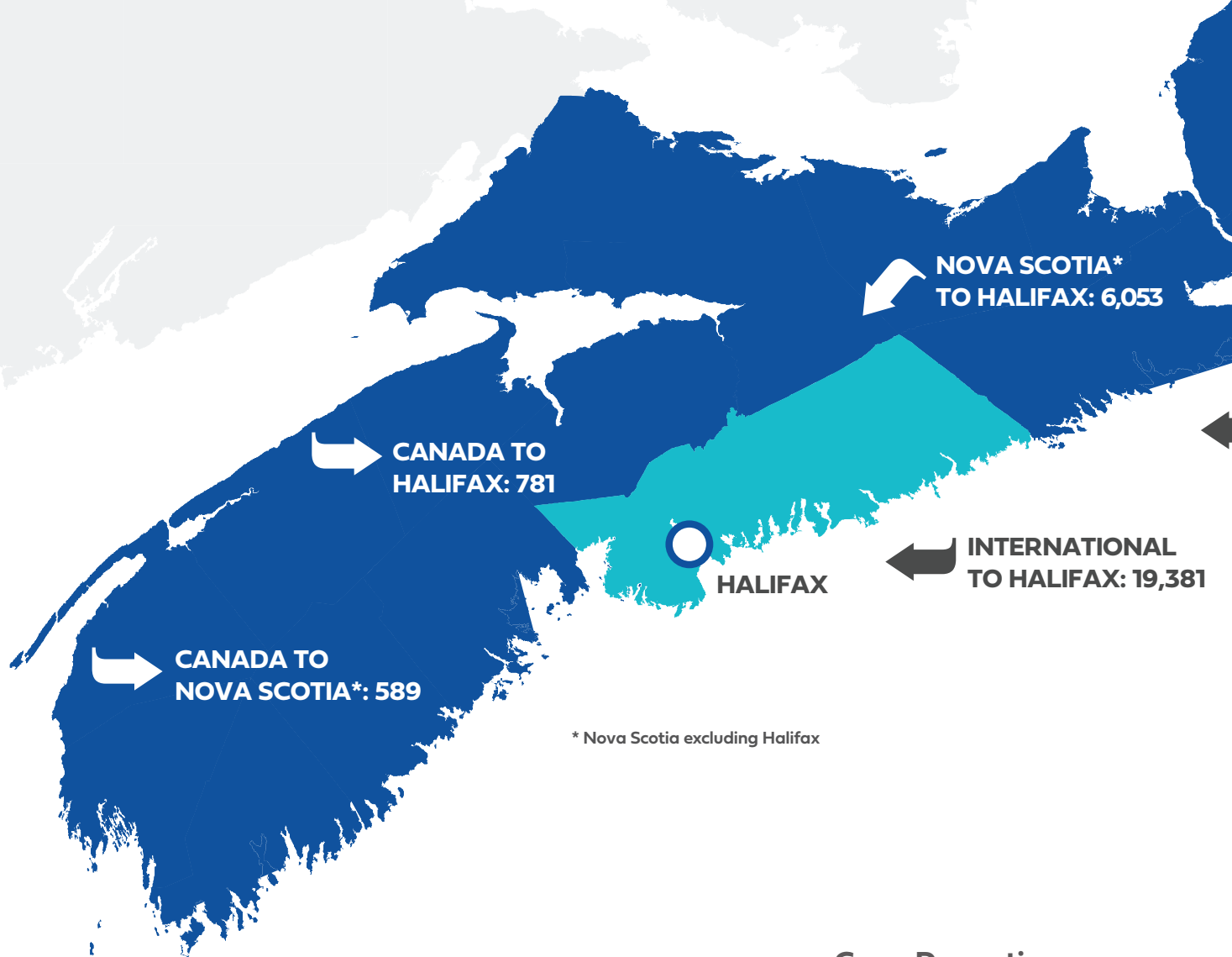
- Halifax’s GDP grew by 1.6% in 2018. Among our benchmark cities Halifax ranked fourth in terms of 2018 GDP growth, behind Quebec City, Victoria, and Kitchener-Cambridge-Waterloo (KCW), but ahead of Regina and St. John’s.
- After reaching a record high last year, the Business Confidence Index for Halifax was essentially unchanged in our spring 2019 survey. The shares of surveyed businesses expecting to increase sales, hire additional staff, make a major investment in facilities or equipment, and make a major investment in research and development remain significantly above long-term averages.
- In 2018, Halifax surpassed its record for cruise ship visits and total number of cruise passengers for the second year in a row and posted the most successful conference year in the city’s history. Total overnight room bookings grew by 14%, marking six straight years of growth in room bookings.

QUALITY OF PLACE

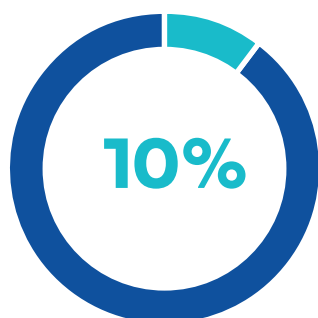
- Construction on residential rental units reached a historic high in 2018, yet demand is so strong for rental units that vacancy rates are still going down. In 2018, Halifax’s average apartment rent grew by 2.1%, the third highest increase among the benchmark cities, but still below the Canadian average of 3.4%.
- As of spring 2019, Halifax Transit charged the least (or in some cases a tie for the least) for single tickets, monthly passes, senior fares, and child fares for all six benchmark cities. Halifax and Victoria are the only two of the six benchmark cities that do not have a reloadable card or digital payment system.
- Over the past decade, Halifax has experienced only 10 days of Air Quality Advisories, the second lowest figure among the six benchmark cities. In comparison, St. John’s had only three, Kitchener-Cambridge-Waterloo, Regina, and Victoria each had approximately 30, and Quebec City had almost 150.

HALIFAX PROFILE

Total Net Migration Between Regions, 2013 to 2018



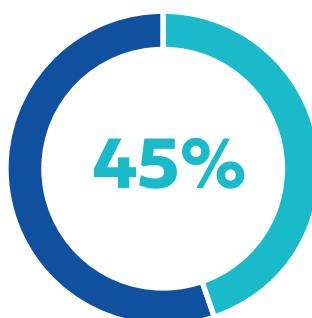
Land Area



5,490 km²

■ Nova Scotia ■ Halifax

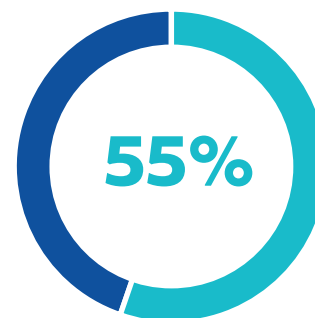
Population



430,512

■ Nova Scotia ■ Halifax

Gross Domestic Product (GDP)



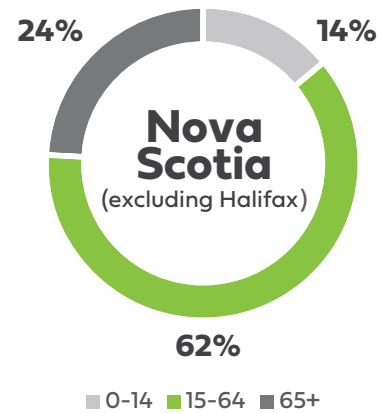
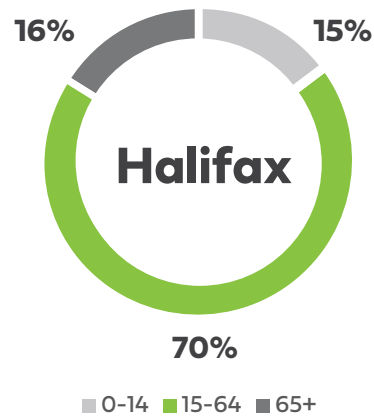
\$18.8 Billion

■ Nova Scotia ■ Halifax

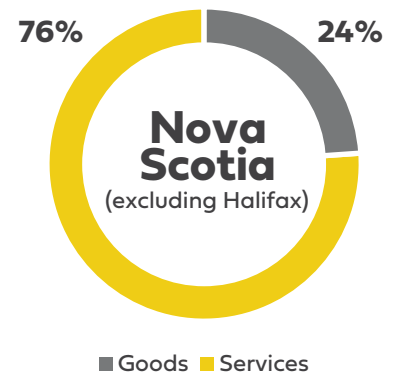
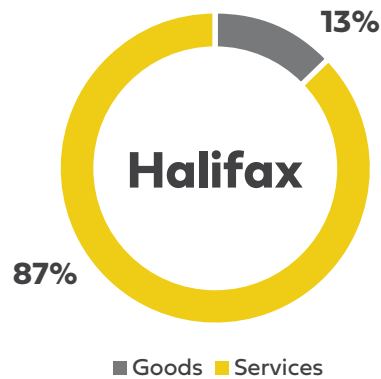


INTERNATIONAL TO
NOVA SCOTIA*: 5,760

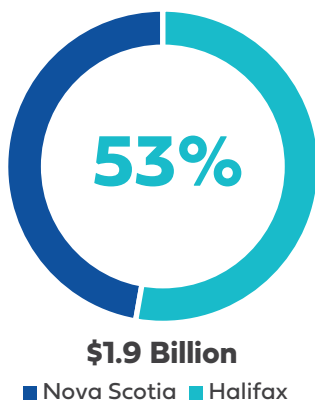
Age Distribution



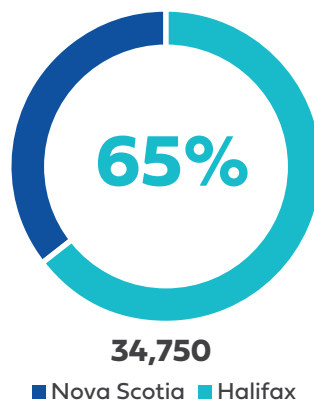
Employment by Sector



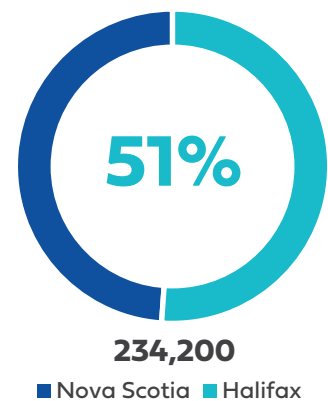
Major Project Spending



Post-Secondary Students



Employment





OUR PEOPLE



KEY INDICATORS

POPULATION

- Population growth
- Population estimates
- Migration by origin

DEMOGRAPHICS

- Age demographics
- Interprovincial migration by age group

POST-SECONDARY INSTITUTIONS

- University enrolment by student origin
- University enrolment by program

ELEMENTARY AND SECONDARY SCHOOLS

- Grade 6 learning assessments
- Grade 6 learning assessments for select communities

LABOUR AND EMPLOYMENT

- Labour force participation
- Unemployment by age group
- Job vacancies

WORKPLACE SAFETY

- Registered injury claims
- Time-loss claims

POPULATION

Halifax experienced yet another record year for population growth in 2018, with Statistics Canada estimating the 2018 population to be 430,512.

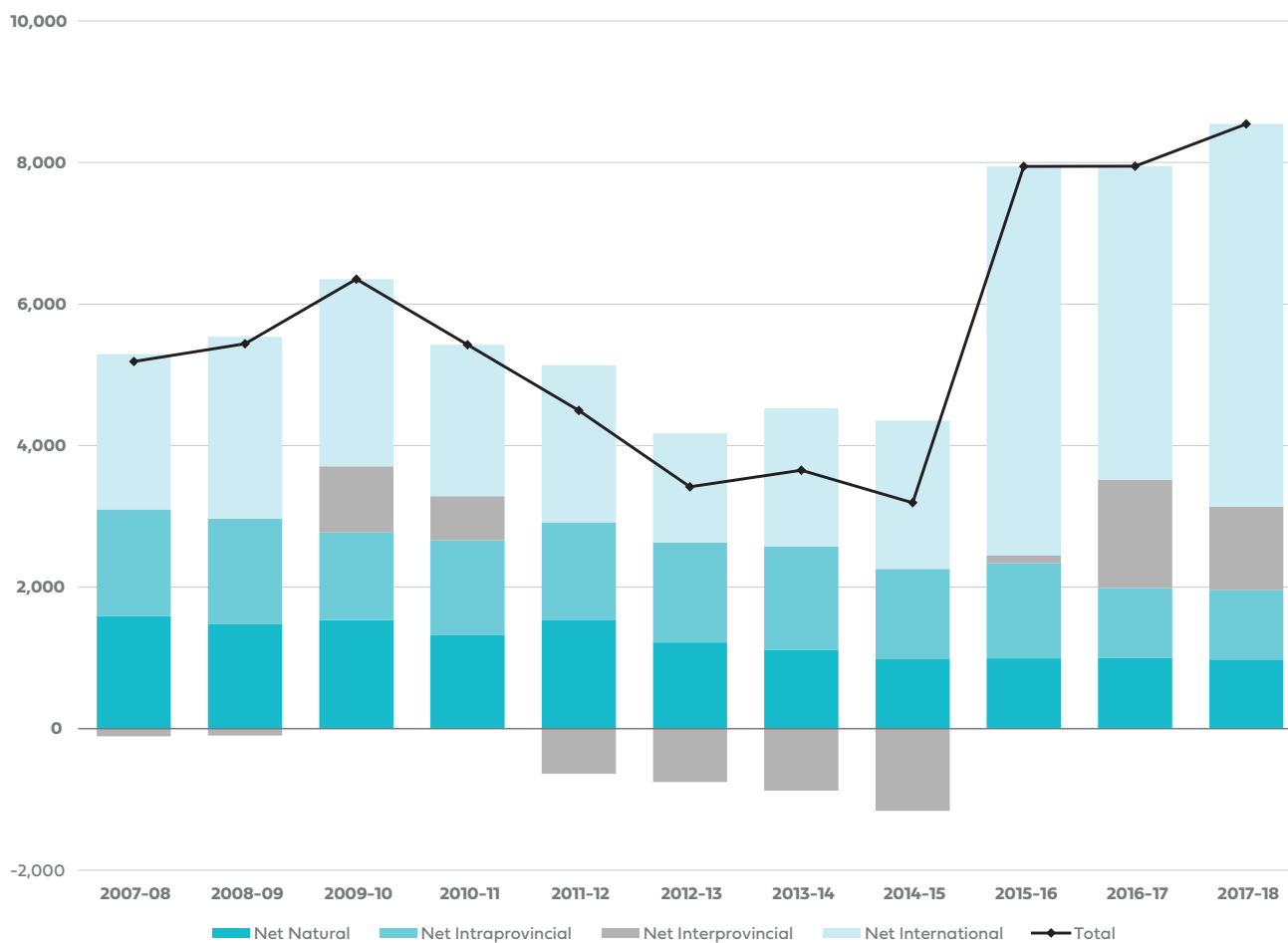
This translates to a 2.0% increase in population in 2018 and 8,544 new people in our community. Astute followers of Halifax's population statistics will notice that this estimate is lower than the previous year. In March 2019, Statistics

Canada revised its annual population estimates back through 2015 based on the 2016 census. Overall, Halifax's population has not decreased, and growth in recent years has been very strong.

A population growth rate of 2.0% is exciting, especially when looking at youth and the diversity of new arrivals. Immigration continues to be the main driver of population growth in Halifax. In 2018, nearly 65% of population growth was accounted for by international migration, corresponding to 5,405 new people. Halifax also experienced notable gains in the 20-to-29 age cohort. These 2,503 young people represented almost one-third of Halifax's population growth over the last year.

FIGURE 1: HISTORICAL POPULATION GROWTH BY SOURCE

Halifax, 2007 to 2018



Source: Statistics Canada, Annual Demographic Estimates

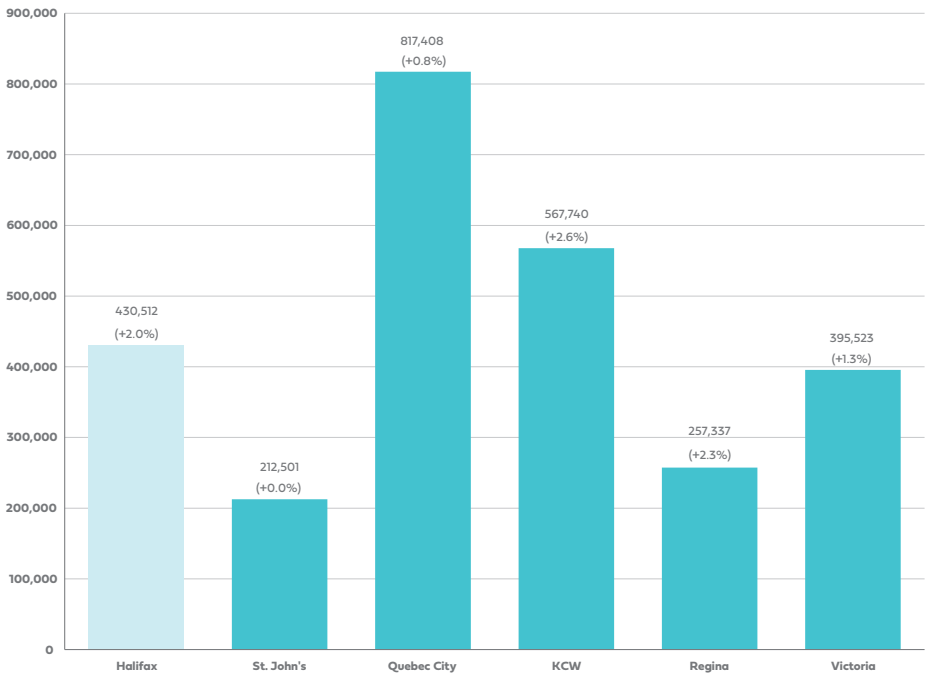
Halifax's population growth rate in 2018 was in the middle of the pack among benchmark cities and higher than the national average of 1.4%. While Halifax's growth was not the fastest among the six benchmark cities, it is the fastest rate on record for the city. Kitchener-Cambridge-Waterloo experienced the fastest population growth rate in 2018, jumping from 2.1% in 2017 to 2.6%. Regina experienced the second-fastest growth rate in 2018, but it was down slightly from 2.6% the previous year.

In 2018, Halifax welcomed the third-highest number of net international migrants among the benchmark cities, with 5,405 newcomers arriving between July 1, 2017, and June 30, 2018. International migration was up by nearly 1,000 people, from 4,427 the previous year, and continues to be a strong contributor to population growth.

Net intraprovincial migration in Nova Scotia held relatively steady in 2018, coming in below the 10-year average of 1,300, at 979 people. Net interprovincial migration was down by 350 people from the previous year, but remains positive. This is great news for Halifax given the city's longstanding history of net outmigration.

FIGURE 2: POPULATION ESTIMATES AND ANNUAL GROWTH RATE

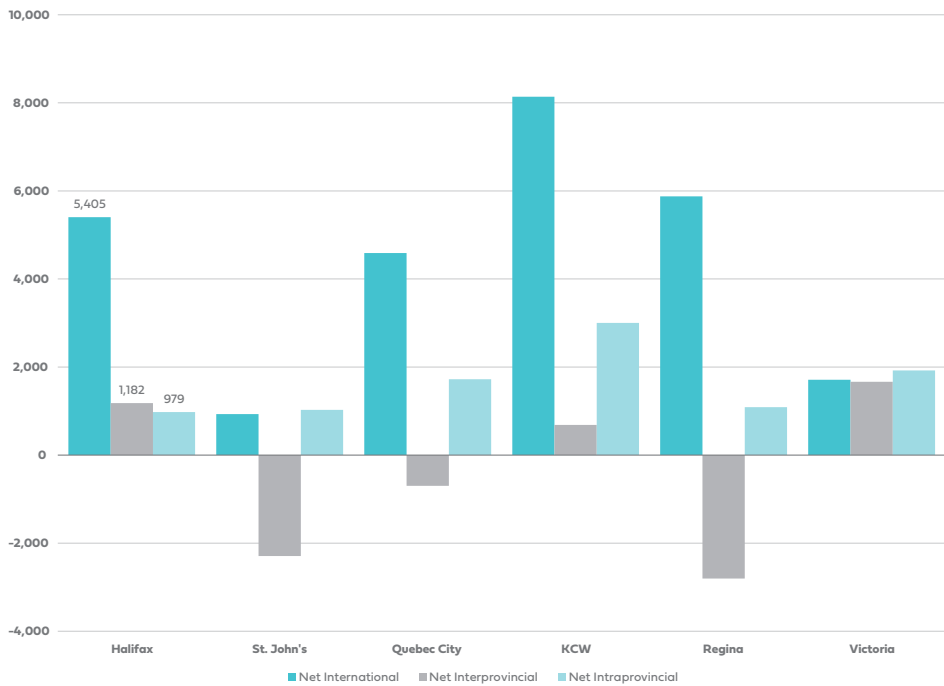
Benchmark Cities, 2018



Source: Statistics Canada, Annual Demographic Estimates

FIGURE 3: NET MIGRATION BY SOURCE

Benchmark Cities, 2017-18



Source: Statistics Canada, Annual Demographic Estimates

DEMOGRAPHICS

The largest increases in Halifax's population in 2018 were in the 25-to-39 and 55+ cohorts, growing by 4,575 and 4,404 people, respectively.

Gains in the number of people at an age where they are beginning their careers, buying homes, and starting families are critical to Halifax's long-term prosperity. The 0-to-14 age group also saw an increase, growing by 942 people.

Statistics Canada's 2016-17 revised estimates and 2017-18 estimates for net interprovincial migration show that Halifax experienced net positive migration in nearly every age cohort for both years. Previous estimates showed a total net gain of 32 people in Halifax in 2016-17, but revised figures find total net migration to actually be 1,524 people.

Historically, young people (typically in their 20s) have left the region for central and western Canada in search of more promising economic opportunities. However, that pattern has changed over the last two years. In 2017-18, Halifax's interprovincial net migration totalled 1,182 people, with the largest gains in the 25-to-39 cohort (515 net migrants). This was followed by a gain of 418 in the 15-to-24 cohort.

Although the estimated interprovincial migration for 2017-18 is slightly lower than the previous year, continued positive net migration is great news. The results for the 15-to-24 and 25-to-39 cohorts demonstrate success in efforts made by the community to attract and retain youth.

FIGURE 4: POPULATION CHANGE BY AGE GROUP

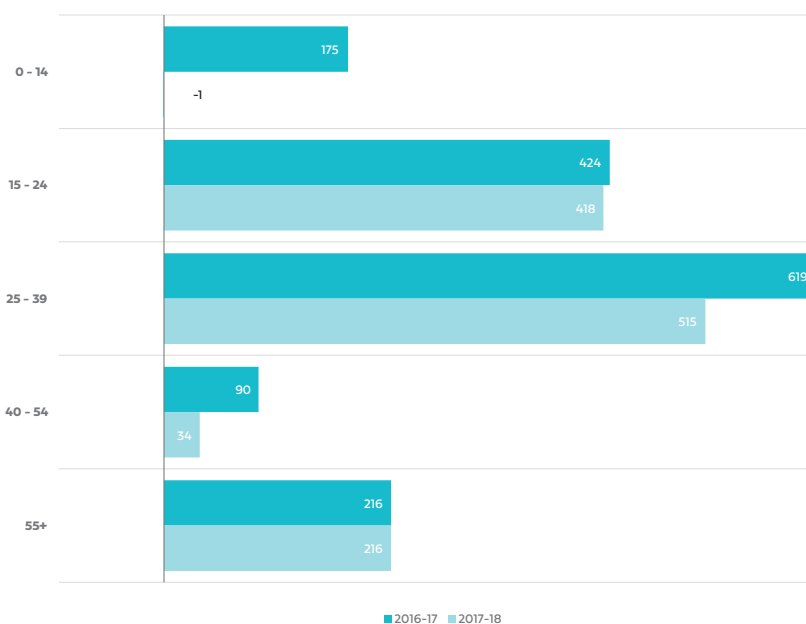
Benchmark Cities, 2017-18



Source: Statistics Canada, Annual Demographic Estimates

FIGURE 5: NET INTERPROVINCIAL MIGRATION BY AGE GROUP

Halifax, 2016 to 2018



Source: Statistics Canada, Annual Demographic Estimates

POST-SECONDARY INSTITUTIONS

For the fourth consecutive year, enrolment at Halifax universities decreased, from 30,373 in 2016-17 to 30,272 in 2017-18.

Enrolment of students from Nova Scotia and other Canadian provinces has been decreasing since 2010-11 and 2014-15, respectively. In contrast, international enrolment has been climbing since 2008-09. The 2017-18 school year saw the largest number of international students to date: 6,742 students.

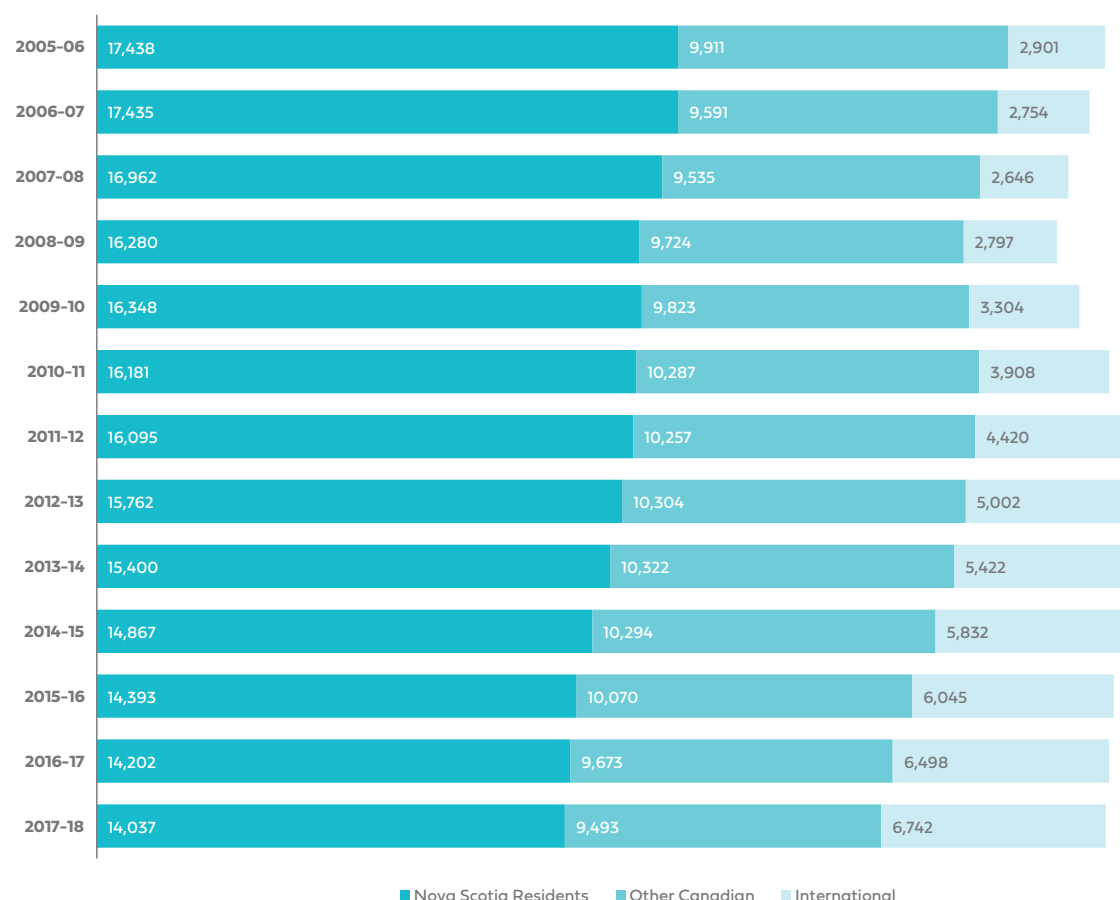
Enrolment in the Nova Scotia Community College's metro campuses (Akerley, Ivany, and the Institute of Technology) totaled 4,478 in 2017-18, virtually the same as the previous year. International enrolment at these

campuses was up by 188 over last year, for a total of 477 students. Domestic enrolment declined by 187 students and totaled 4,001 students.

Several programs exist to provide assistance to, and opportunities for, recent graduates. Programs such as the Atlantic Immigration Pilot (AIP) and the Nova Scotia Nominee Program (NSNP) help international students remain in Halifax after graduation and give employers access to skilled workers. The Graduate to Opportunity (GTO) program provides temporary wage subsidies to employers who hire recent graduates, and the Halifax Partnership's Connector Program assists recent graduates to build their professional networks by connecting them with working professionals in their industry. The Halifax Partnership has developed the

FIGURE 6: UNIVERSITY ENROLMENT BY STUDENT ORIGIN

Halifax, Full- and Part-Time Students, 2006 to 2018

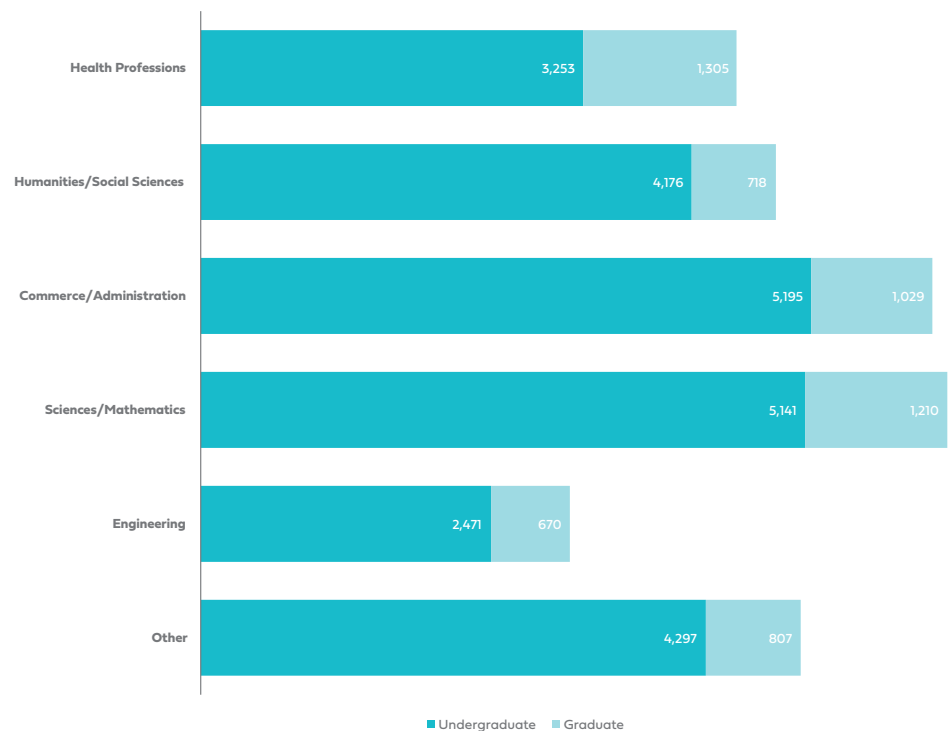


Source: Maritime Provinces Higher Education Commission, Enrolment Data

Connector+ networking app will allow users to match and arrange meetings with professionals in Nova Scotia based on skill set and industries of interest in their preferred community.

Enrolment in most programs at Halifax universities remained steady in 2017-18, with the exception of commerce at the undergraduate level, which decreased by 159 (3.1%) between 2016-17 and 2017-18. The largest increase was in sciences and mathematics at the graduate level, which saw 82 (6.8%) more students in 2017-18. Business management and public administration continue to be the most subscribed programs for university students in Halifax.

FIGURE 7: UNIVERSITY ENROLMENT BY PROGRAM TYPE AND LEVEL
Halifax, Full- and Part-Time Students, 2017-18



Source: Maritime Provinces Higher Education Commission, Enrolment Data

ELEMENTARY AND SECONDARY SCHOOLS

Looking into the future, the next generation of Nova Scotians are learning new skills and preparing for a future in our province.

Their success now is integral to our success in the future, making it critically important to measure the outcomes of our elementary and secondary school students.

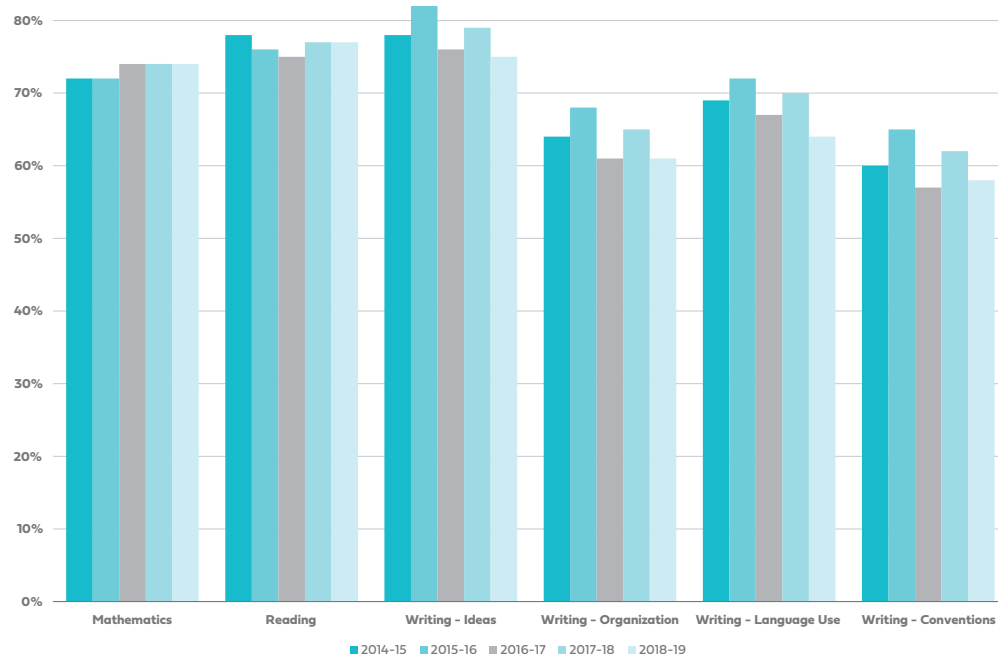
The Program of Learning Assessment for Nova Scotia (PLANS) gathers and disseminates data on student outcomes in Mathematics, Reading, and four categories within the domain of Writing. Examining how students of a specific grade level have changed

over time, we can compare the share of students who meet or exceed curricular expectations. This allows us to make inferences about the readiness of students within the system. While long-term, comparable data does not exist, results are available over the past five years. This provides a picture of recent progress within the P-12 education system.

Within the past five years, results from students in the Halifax Regional Centre for Education (HRCE) system have stayed relatively flat. In 2018-19, just over three-quarters (77%) of students met or exceeded Reading expectations, with near identical results over the past five years. Similarly, 74% of students met or exceeded expectations in Mathematics, compared to 72% in 2014-15.

FIGURE 8: SHARE OF GRADE 6 STUDENTS AT OR ABOVE EXPECTATION BY SUBJECT

Halifax, 2014 to 2019



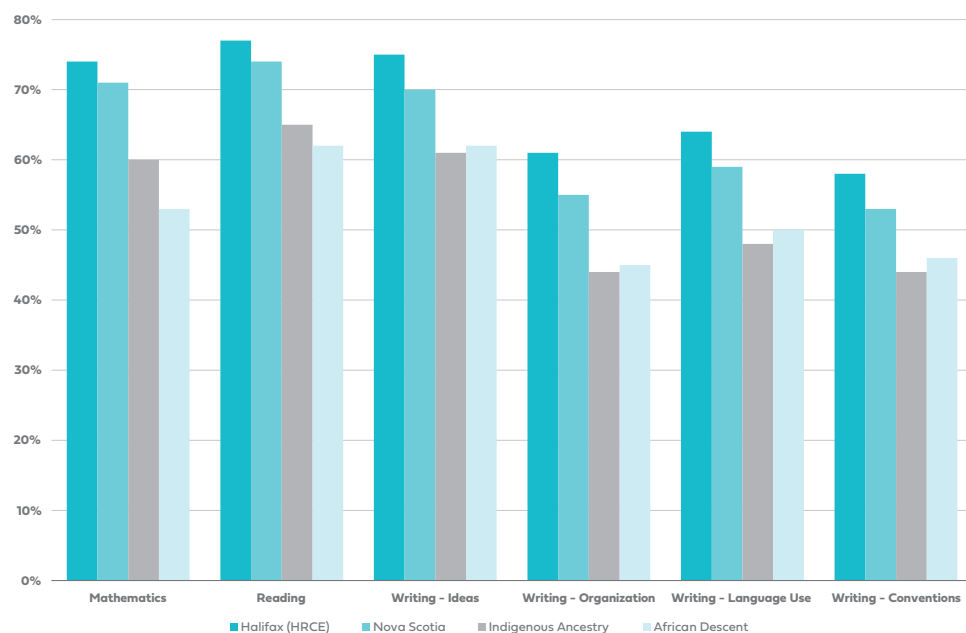
Source: Program of Learning Assessment for Nova Scotia, Nova Scotia Assessment

The share of HRCE students meeting Writing expectations has fallen marginally in all four of the measured sub-categories: Ideas, Organization, Language Use, and Conventions. Writing Language Use has fallen the most noticeably, down to 64% this year compared to 69% in 2014-15. Among the Writing sub-categories, Conventions has seen the smallest decline over this time period, down to 58% this year compared to 60% in 2014-15.

It is also important to assess how our education system is supporting and delivering results for all communities in Nova Scotia. Certain groups such as the Aboriginal and African Nova Scotian communities have faced systemic barriers which make accessing and succeeding in schools more difficult. In order to provide a fuller picture of progress, we have included comparative results for students who self-identified as having Mi'kmaq or other Indigenous ancestry or self-identified as being of African descent.

FIGURE 9: SHARE OF GRADE 6 STUDENTS AT OR ABOVE EXPECTATION BY SELECT COMMUNITIES

Halifax and Nova Scotia, 2018-19



Source: Program of Learning Assessment for Nova Scotia, Nova Scotia Assessment

The results for both Aboriginal and African Nova Scotian students remain systemically lower than the provincial average. The largest difference is in Mathematics, with 11% fewer students of Indigenous ancestry and 18% fewer students of African descent meeting or exceeding expectations. While these differences vary between subject and community, students from these communities have systemically worse curricular outcomes ranging from 7% lower to 18% lower than the provincial average.

LABOUR AND EMPLOYMENT

Halifax's labour force participation rate—the percentage of the population age 15 and older who are in the workforce—turned a corner in 2018.

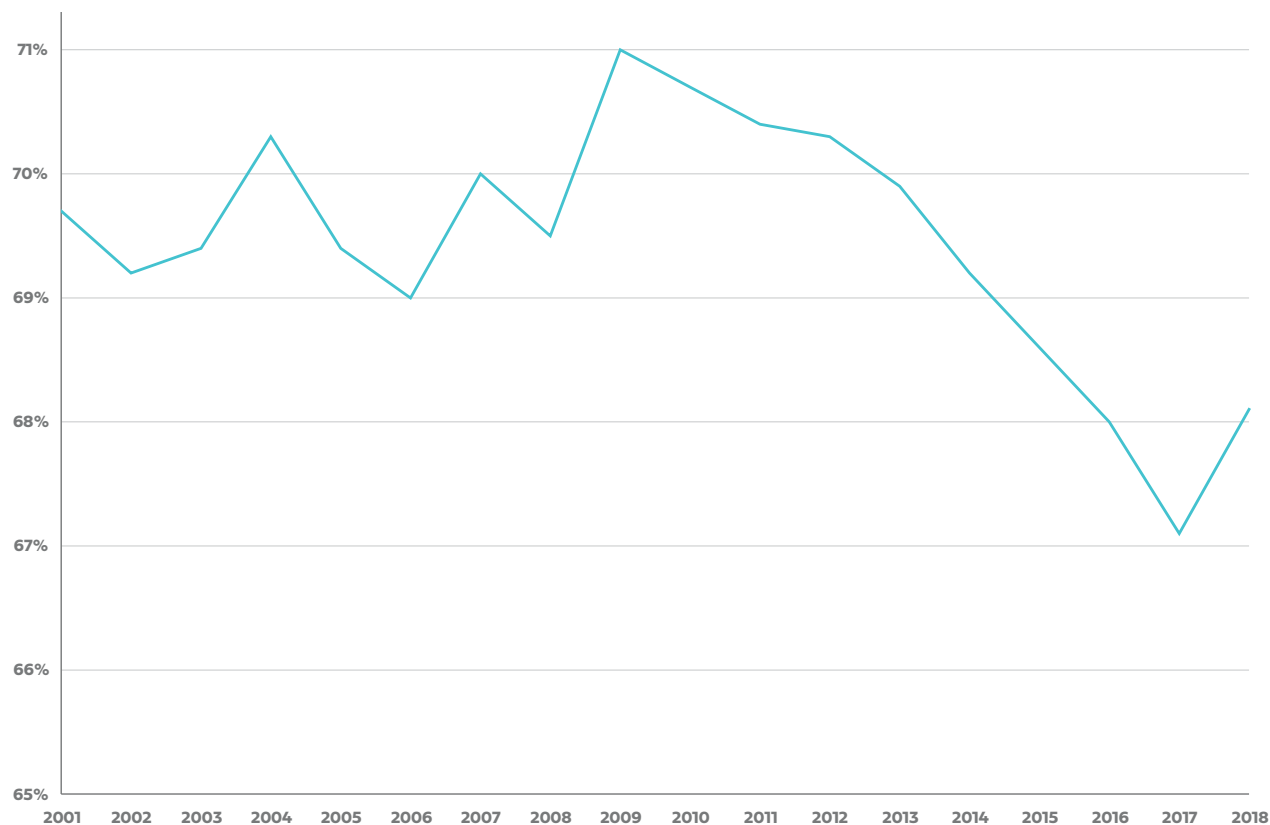
For the first time since 2009, Halifax saw its labour force participation rate increase, reaching 68.1% after a low of 67.1% the previous year. While this is only a one percentage point increase, it corresponds with an increase of roughly 8,000 more people in the labour force.

Notable gains were seen in the 15-to-24 and 25-to-44 age brackets, which saw 3,200 and 6,200 new labour force participants in 2018, respectively. There was a 9.0% increase in the number of 15- to 24-year-olds in the labour force, the largest annual increase on record. While the number of people 45 and older in the labour force decreased by 1,400 in 2018, this is more than offset by younger workers entering the labour force.

Both the overall unemployment rate and the unemployment rate for young people ages 15 to 24 fell in 2018, from 6.8% to 5.9% and 16.1% to 13.7%, respectively. More and more young people are finding work in Halifax. While Halifax's youth unemployment rate is the highest among the benchmark cities, it is only slightly above the rates for St. John's and Regina.

FIGURE 10: LABOUR FORCE PARTICIPATION RATE

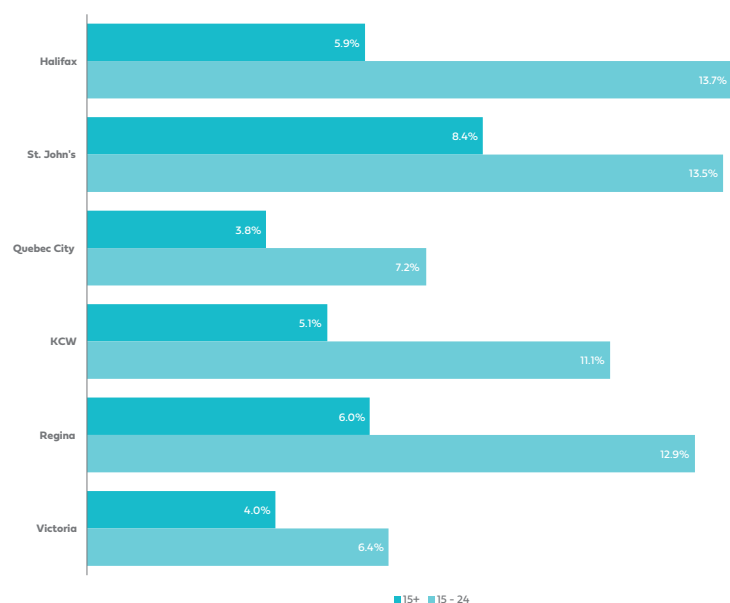
Halifax, Population Ages 15 and Older, 2001 to 2018



Source: Statistics Canada, Labour Force Survey

FIGURE 11: UNEMPLOYMENT RATE BY AGE GROUP

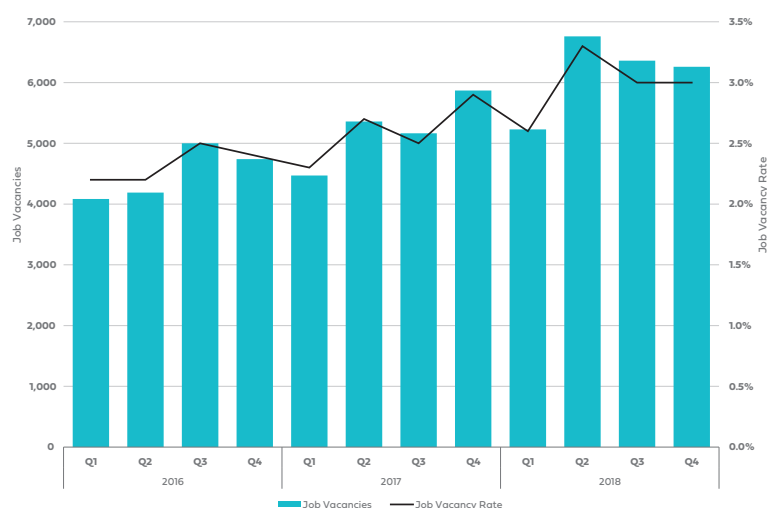
Benchmark Cities, Population Ages 15 and Older, 2018



Source: Statistics Canada, Labour Force Survey

FIGURE 12: JOB VACANCIES AND VACANCY RATES

Halifax Economic Region, 2016 to 2018



Source: Statistics Canada, Job Vacancy and Wage Survey

Halifax saw the biggest improvement from 2017 to 2018 in its youth unemployment rate with a drop of 2.4 percentage points; St. John's, Quebec City, and Victoria experienced smaller decreases while Kitchener-Cambridge-Waterloo and Regina both experienced increases in their youth unemployment rates. Halifax's overall unemployment rate is comparable to the Canadian average of 5.8%.

Halifax saw significant employment gains in 2018. Full-time employment increased by roughly 10,400 jobs, and the employment rate increased by 1.5 percentage points to 64%. While part-time employment decreased by roughly 800 jobs, gains in full-time employment more than offset the loss in part-time positions. The Halifax Partnership's Business Confidence Survey, conducted in March 2019 by Narrative Research, shows that more than two-thirds (67%) of businesses surveyed plan to hire additional staff, and only 7% plan to reduce staff. This is steady from last year's Business Confidence survey results. Additionally, roughly four in 10 businesses indicated they had no reservations about hiring entry-level employees, an increase from three in 10 last year.

The job vacancy rate is the number of vacant positions divided by the total number of occupied and vacant positions. Since 2016, the number of job vacancies, as well as the job vacancy rate in Halifax, while volatile, have been trending upward. The number of vacancies rose from just over 4,000 in early 2016 to more than 6,000 for most of 2018. The vacancy rate peaked in Q2 2018 at 3.3%, but declined and remained steady over the second half of 2018, at 3.0%. The average hourly wage paid by businesses in 2018 fluctuated between \$17.95 and \$18.80.

Using National Occupational Classification (NOC) categories, sales and service occupations had the most vacancies in Q4 2018 (2,700 vacancies; \$13.25/hour on average). This sector was followed by trades, transport and equipment operators, and related occupations (830 vacancies; \$18.60/hour on average) and business, finance, and administration occupations (695 vacancies; \$19.40/hour on average).

WORKPLACE SAFETY

After decreasing in 2017, registered injury claims rose in both Halifax and across Nova Scotia in 2018. In Halifax, registered injury claims increased by 3.8%. Provincially, this figure was 1.8%.

Time-loss injury claims decreased for the second consecutive year in Halifax, falling by 0.9% in 2018, and for the third consecutive year in Nova Scotia overall, with a 1.3% drop in 2018. The largest number of time-loss claims occurred in the health and social services sector with 598 in Halifax and 1,647 across the province.

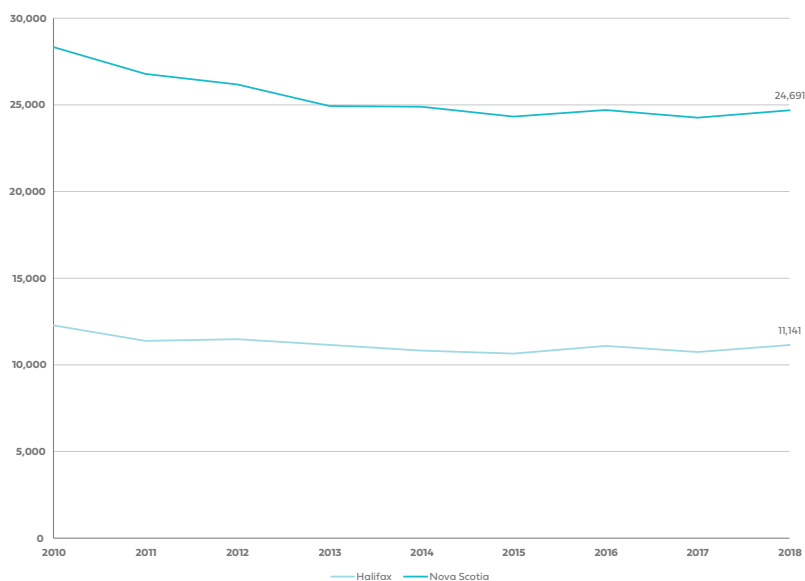
The 2019 Business Confidence Survey found that 83% of businesses surveyed (up from 76% last year) felt that Halifax's workplace safety culture was an advantage, with only 6% citing it as a disadvantage.



83% of businesses surveyed felt that Halifax's workplace safety culture was an advantage.

FIGURE 13: REGISTERED INJURY CLAIMS

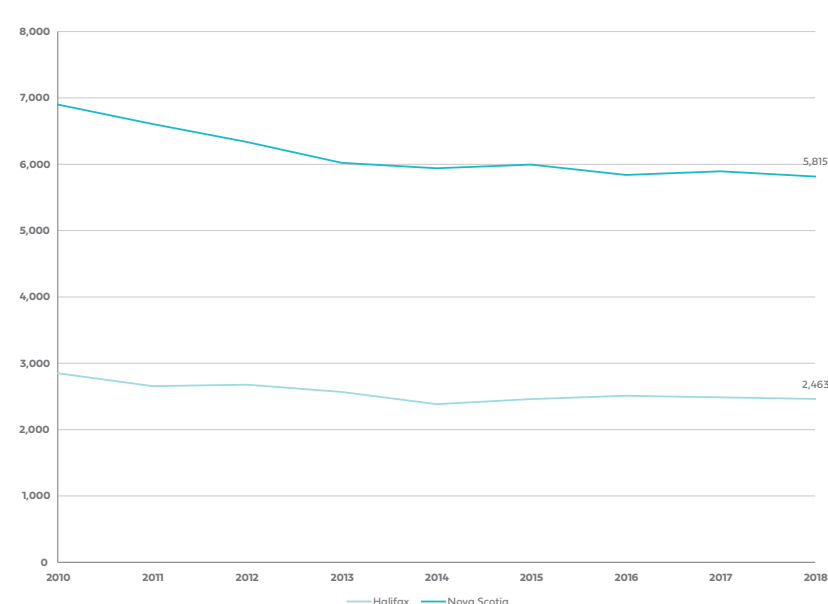
Halifax and Nova Scotia, 2010 to 2018



Source: Workers' Compensation Board of Nova Scotia

FIGURE 14: TIME-LOSS INJURY CLAIMS

Halifax and Nova Scotia, 2010 to 2018



Source: Workers' Compensation Board of Nova Scotia

RURAL LIVING

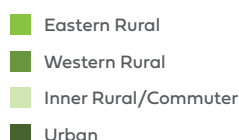


ONE FIFTH OF HALIFAX'S POPULATION LIVES IN RURAL COMMUNITIES.

Rural living offers many advantages, including inexpensive real estate, close-knit communities, quiet neighbourhoods, and proximity to panoramic beaches, scenic hiking trails, and rustic wilderness. Figure 15 shows census tract aggregations used to define three rural areas: Eastern, Western, and Inner/Commuter. These aggregations are used to identify trends and patterns specific to rural Halifax.

FIGURE 15: RURAL AND URBAN REGIONS WITHIN HALIFAX

Source: Halifax Partnership



RURAL QUALITY OF LIFE

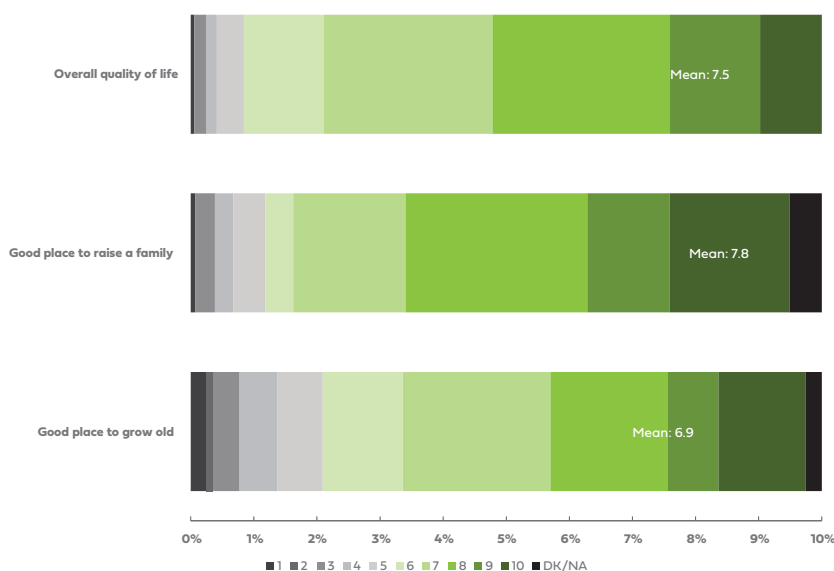
Rural residents are exceptionally optimistic about Halifax being a good place to raise a family. When asked, 61% of rural respondents rated Halifax an eight or higher —10 percentage points higher than the number of urban respondents giving the same score.

There was no statistically significant difference between how rural and urban respondents rated Halifax as a good place to grow old or on the availability of affordable housing (5.5 mean score).

Just over half (52%) of rural respondents scored Halifax's overall quality of life as an eight out of 10 or above compared to 48% of urban respondents, a statistically insignificant difference between the two populations. Few rural respondents rated Halifax's quality of life poorly.

FIGURE 16: RESIDENT RATINGS OF OVERALL QUALITY OF LIFE

Rural Halifax, 1 (Very Poor) to 10 (Excellent), 2019



Source: MQO Research, City Matters Survey 2019

Only 8% of rural respondents gave the city a score below six, again a statistically insignificant difference compared to the 14% of urban respondents who rated the same.

In both rural and urban communities, 87% of respondents rated their neighbourhoods as either “very safe” or “mostly safe.” However, residents living in rural communities perceived their neighbourhoods to be safer, with 43% of rural respondents believing their neighbourhoods to be “very safe” compared to 24% of urban respondents. Rural and urban respondents did not demonstrate a statistically significant difference in their perceptions of the trustworthiness of people, with 62% of respondents believing that most people can be trusted.

Not surprisingly, residents living in rural Halifax rated the availability and convenience of public transit lower than those living in urban communities, with the largest difference in the rating of whether buses stop close to where the respondent lives and works. Additionally, rural respondents rated Halifax lower on whether the city is easy to get around with respect to traffic disruptions and navigation.

TABLE 2: RESIDENT RATINGS OF TRANSPORTATION BY REGION

Regions within Halifax, 1 (Very Poor) to 10 (Excellent), 2019

City Matters Survey Question	Rural	Urban
City is easy to get around (traffic disruptions and navigation)	5.1	5.8
Buses stop close to where you live and work	4.3	7.3
Buses run on schedules that are convenient for you	4.7	6.0
Buses arrive frequently and wait times are short	5.1	5.9
Affordability of public transit	6.2	6.8

Source: MQO Research, City Matters Survey 2019

TABLE 1: RESIDENT RATINGS OF SAFETY AND TRUST BY REGION

Regions within Halifax, Share of Resident Respondents, 2019

City Matters Survey Question	Response	Rural	Urban
In your opinion, would you say your neighbourhood is...	Very Safe	43%	24%
	Mostly Safe	43%	63%
Do you believe that most people can be trusted?	Yes	61%	63%

Source: MQO Research, City Matters Survey 2019

INDUSTRIAL STRUCTURE

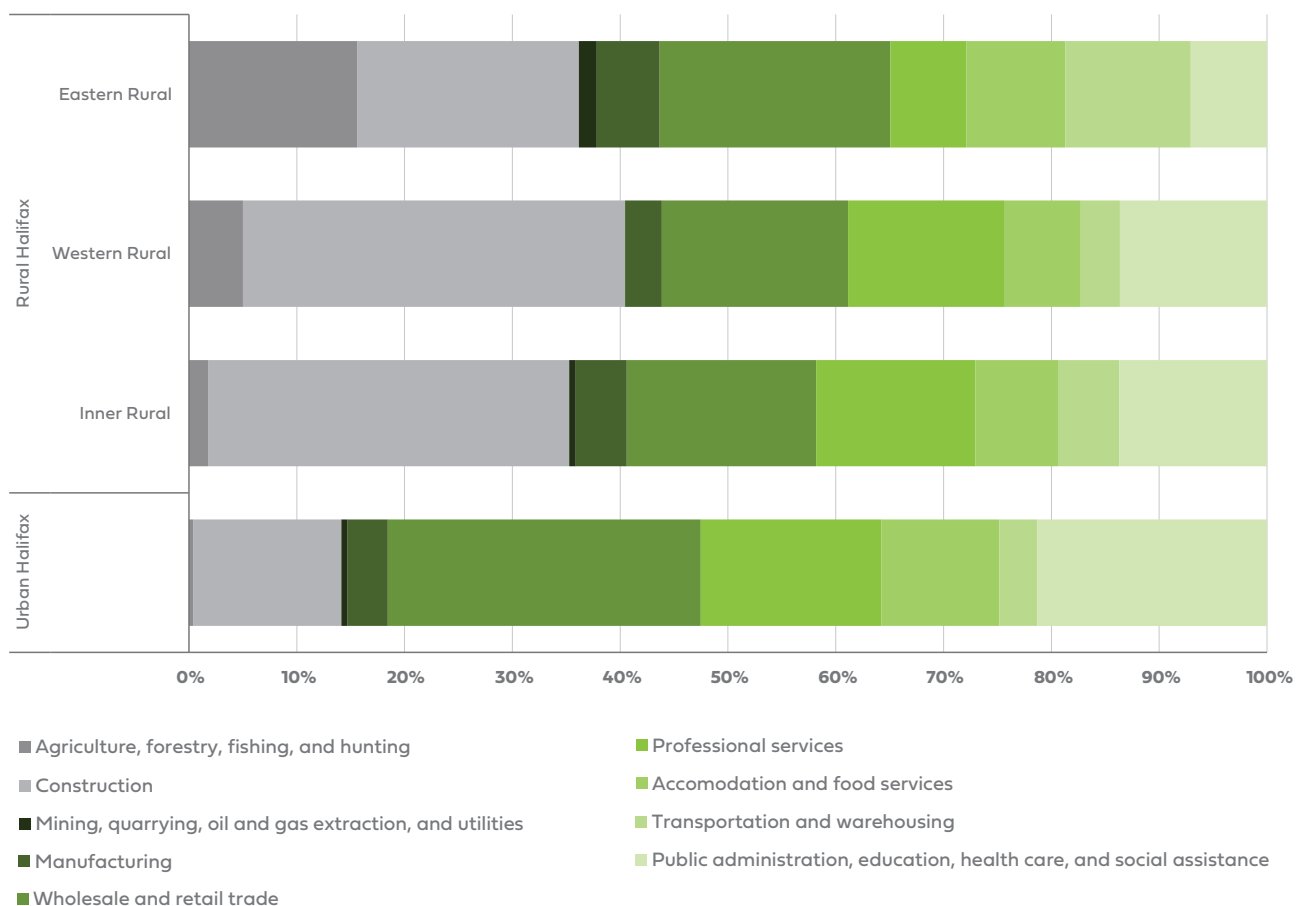
While the services-producing sector has the most businesses by location in Halifax, the goods-producing sector is more prevalent in rural Halifax.

Leading industries within the goods-producing sector vary across rural Halifax communities: Construction makes up a larger share of industry in the Inner Rural and Western Rural areas, whereas agriculture, forestry, fishing, and hunting play a larger role in Eastern Rural Halifax.

Looking at the urban centre, wholesale and retail trade makes up the largest share of businesses out of all industries, followed closely by public administration, education, health care and social assistance, with construction making up the largest share of businesses in the goods-producing sector.

FIGURE 17: SHARE OF BUSINESS LOCATION COUNTS BY INDUSTRY

Regions within Halifax, NAICS Industries, 2018



Source: Statistics Canada, Business Location Counts, December 2018

SPECIAL ANALYSIS: **REGULATION**



Written by:

JORDI MORGAN

Vice-President, Atlantic Canada
Canadian Federation of Independent Business (CFIB)

The quality of a city's regulatory environment has a significant impact on business performance and can be a key differentiator in the competition to attract investment from across the country and around the world.

This was recognized by the One Nova Scotia (Ivany) Commission in 2014 that identified eliminating regulatory barriers, or "red tape", as an essential piece in fixing Nova Scotia's economy. Later that year, a major provincial tax and regulatory review provided specific recommendations to address the problem, leading to the creation of Nova Scotia's Office of Regulatory Affairs and Service Effectiveness (ORASE).

The ORASE team began the extraordinarily complex job of untying the Gordian knot that is Nova Scotia's regulatory environment. The job was daunting, but after reviewing best practices around the world, the team devised a plan.

First, stanch the bleeding. That meant putting constraints on the creation of more unnecessary red tape. To do this, the governments of the three Maritime Provinces introduced a ground-breaking set of principles enshrined in legislation: the *Premiers' Charter of Governing Principles for Regulation*.

This charter essentially says new regulations will be created only when no better options are available. Furthermore, when and if new rules are needed, understanding the costs before putting them in place will be an essential first step.

The Charter also instructs government to look for ways to offset the cost of introducing new rules (one in/one out) so as not to add to the overall compliance burden. This required a means to measure the cost burden, and the Office developed a business impact assessment (BIA) tool. This approach also paved the way to reducing the costs of existing regulations on business.

There have been plenty of one-off red tape efforts come and go in the past, but the difference-maker here was how ORASE engaged government employees. They got buy-in from public servants by noting this

was a political priority, establishing a few clear targets, and providing the BIA so managers could measure and report on improvements.

While all this was happening, it became clear that Halifax City Hall was also seen as a source of red tape frustration for business. The Halifax Partnership and Regional Council added their voices to the calls for a better approach to regulation in the *Halifax Economic Growth Plan 2016-21*, with the very first of 84 enumerated action items being to "Develop an approach to red tape reduction for HRM." This became operational through the Joint Project on Regulatory Modernization, with the idea being to use the expertise that ORASE was developing and extend these practices into the municipal government.

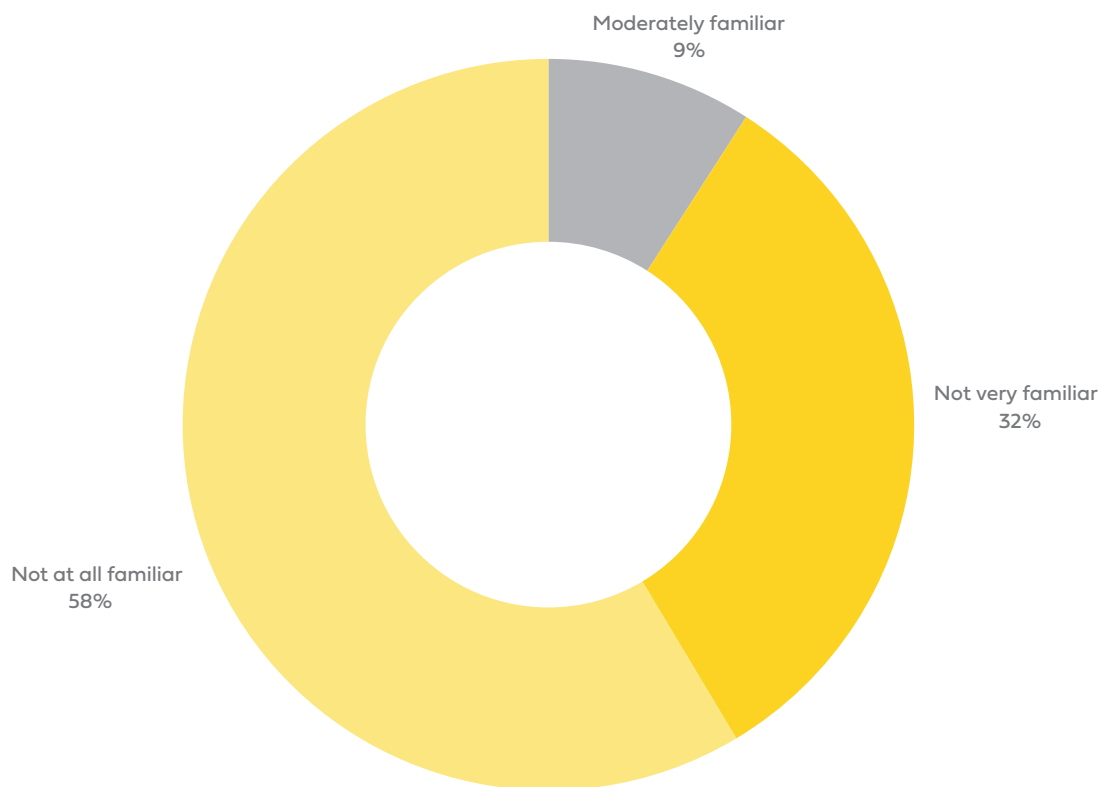
Nova Scotia and HRM entered into an agreement for a one-year pilot. A voluntary Business Advisory Panel made up of ORASE and HRM staff, plus representatives from the business community, was established to help set priorities, and a full-time position was created to quarterback the effort across the two levels of government.

A key recommendation from the Business Advisory Panel was the adoption of a charter similar to the one in place at the provincial level. The strategy was to ensure this would not be a one-off project, but an idea that would percolate throughout the whole of government. Council accepted the proposal, and in 2018, passed an administrative order incorporating most of the principles in an adaptation of the provincial Charter.

Regulatory modernization certainly does not knock scandal, crime, and natural disaster out of news headlines. As shown in Figure 18, more than 90% of surveyed businesses were "not very familiar" or "not at all familiar" with the *Charter of Governing Principles for Regulation* that Council had adopted, and no respondents claimed to be "completely familiar."

FIGURE 18: FAMILIARITY WITH HRM'S CHARTER OF GOVERNING PRINCIPLES FOR REGULATION

Halifax, Share of Business-Owner Respondents, 2019



Source: Narrative Research, Business Confidence Survey, Spring 2019

However, as the Ivany report noted, reducing red tape is vital to our economic growth. In January 2019, the Canadian Federation of Independent Business awarded Premier Stephen McNeil and Mayor Mike Savage with a Golden Scissors Award for their leadership and co-operation on the Joint Project: Halifax is the first municipality in the country to adopt this innovative approach.

In a recent CFIB survey of almost 9,000 business owners across the country, half of the respondents said they felt their local government was doing either a "poor" or "terrible" job of keeping rules and compliance costs for business at a reasonable level. There were hundreds of pages of comments on the survey from frustrated business owners. Time-consuming and delayed building permit processes, inconsistent rules, lack of information, and unacceptable customer service are among their top issues.

In Halifax specifically, 46% of businesses surveyed in early 2019 said that the regulatory environment was a disadvantage. So, while there is still much work to be

done, progress is being made, as evidenced by the fact that the percentage of business respondents who feel the regulatory environment here is a disadvantage has dropped from 51% last year to 46% this year.

The one-year pilot for the Joint Project was extended for two more years due to its early success. Halifax has adopted a business-impact assessment tool based on the provincial model to calculate the costs and benefits of proposed regulations, a key piece of creating a better regulatory environment for business. While the city has not yet committed to offsets, this could be an important next step in constraining regulatory growth.

Other practical measures are taking hold. All municipal decisions made by Council must now meet the criteria set out in the municipality's *Charter of Governing Principles*. This was evident most recently in the debate over the plastic bag ban when Council agreed to ensure the by-law met the evaluation standards from the Charter as recommended by staff.

Sidewalk café regulations have been overhauled, sign laws are being addressed, and a full by-law review is underway to identify antiquated holdovers from pre-amalgamation days.

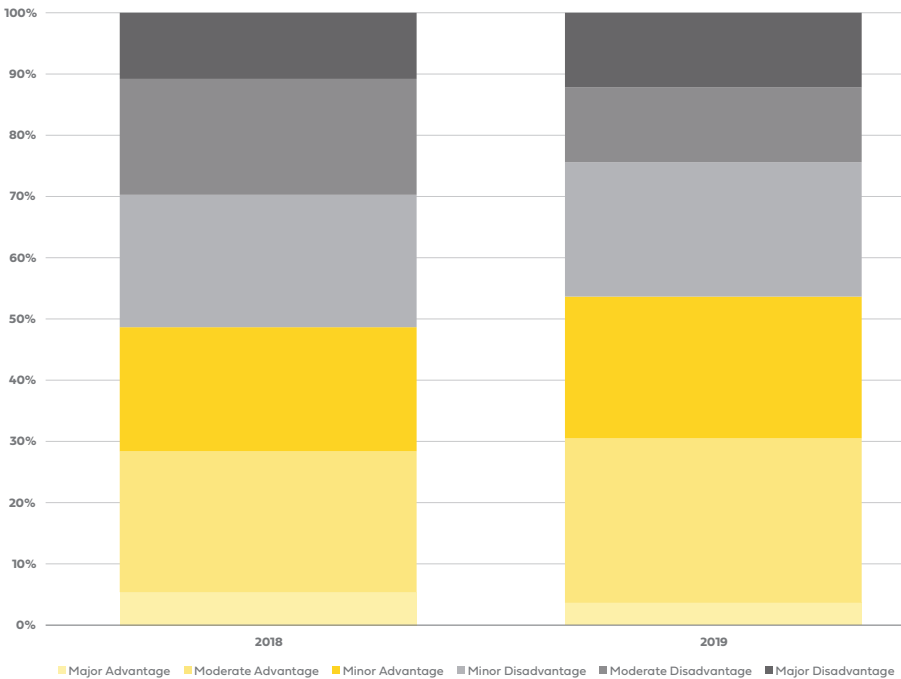
Customer service is a big part of red tape, too. Service standards are being updated and service targets are being improved, both in time required and communication in businesses interactions. Fire and emergency inspectors are receiving customer service training to better carry out their duties when it comes to working with small businesses. Additionally, questions or issues of a municipal nature from small business owners coming into the provincial business navigation service are now being “warm transferred” to a municipal customer service agent to handle.

Nobody in government sets out to make ridiculous rules or unmanageable processes, but that is the result when there are no checks in place to control the clutter. Rules pile up over time like too many old sweaters, DVDs, and unread magazines spilling out of an overstuffed closet. Cleaning out that closet may not qualify as fun, but once you do it, the benefits are obvious.



FIGURE 19: RATINGS OF REGULATORY ENVIRONMENT

Halifax, Share of Business-Owner Respondents, 2018 to 2019



Source: Narrative Research, Business Confidence Survey

The percentage of business respondents who feel the regulatory environment here is a disadvantage has dropped from 51% last year to 46% this year.

OUR ECONOMY



KEY INDICATORS

INCOME AND SPENDING

- GDP growth
- Income per capita
- Purchasing power
- Retail sales

KEY INDUSTRIES

- Employment by industry
- Employment growth

INVESTMENT

- Non-residential construction investment
- Office vacancy and rental rates
- Industrial availability and rental rates
- Building permit values

HOUSING

- Housing starts
- Housing starts by region

BUSINESS CONFIDENCE

- Ratings of business confidence
- Intended business activities
- Ratings of Halifax attributes affecting businesses

TOURISM

- Overnight room stays
- Daily room supply

HALIFAX GATEWAY

- People and cargo movement
- Aircraft and ship movement

MUNICIPAL FINANCES

- Municipal revenue by source
- Municipal spending by department

INCOME AND SPENDING

The Conference Board of Canada estimated that Halifax's real GDP grew by 1.6% in 2018 to \$18.8 billion.

The GDP growth rate has been steady over the last two years, but is expected to increase to 1.8% in 2019, close to the forecasted national growth rate of 1.9%.

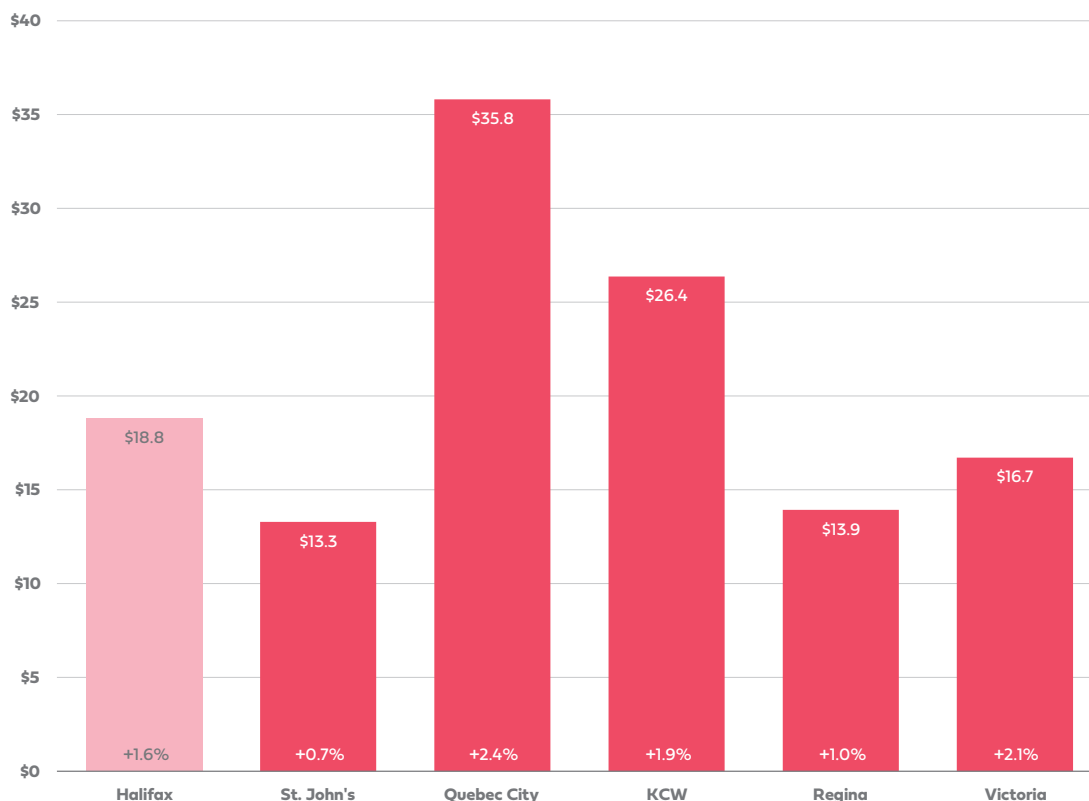
Much of Halifax's GDP growth in 2018 was driven by manufacturing and construction. Manufacturing output was strong last year as construction of the Arctic and

Offshore Patrol Ship project for the Royal Canadian Navy was well underway, but manufacturing output is forecast to grow at a slower pace in 2019. Consistent with strong population growth, residential construction has been booming in Halifax to accommodate newcomers and is forecasted to continue with positive growth in 2019. In addition to residential real estate, non-residential construction has also been important for growth in the sector.

Other notable gains were seen in wholesale trade, as well as transportation and warehousing, consistent with strong results at the Port of Halifax. Both sectors are forecasted to see positive growth in 2019.

FIGURE 20: REAL GDP LEVEL AND ANNUAL GROWTH RATE

Benchmark Cities, \$2007 Chained Billions, 2018

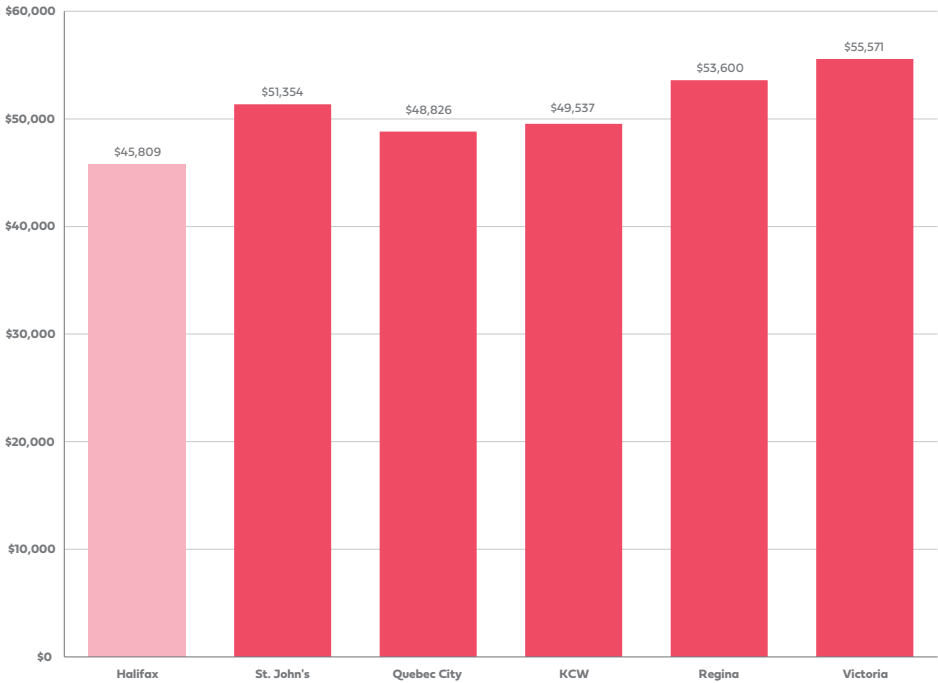


Source: Conference Board of Canada, Metropolitan Outlook, Winter 2019

Per capita income in Halifax grew by 4.0% in 2018, the second highest growth rate across the six benchmark cities and just behind Victoria's 5.0% growth. Income growth in Halifax outpaced the national rate of 2.4%, but household income per capita was \$2,352 below the national figure. The Conference Board of Canada forecasts income growth in Halifax to be 1.3% in 2019, with household income growing to \$46,402.

Purchasing power—the difference between per capita income growth and inflation—grew by 1.7% in Halifax in 2018. Like Halifax, St. John's, Quebec City, and Victoria reported increasing purchasing power in 2018, with Victoria reporting the largest increase, at 2.5%. Inflation outpaced per capita income growth in Kitchener-Cambridge-Waterloo and Regina, leading to decreases in purchasing power of 0.5% and 0.8%, respectively.

FIGURE 21: PER CAPITA INCOME
Benchmark Cities, 2018



Source: Conference Board of Canada, Metropolitan Outlook, Winter 2019

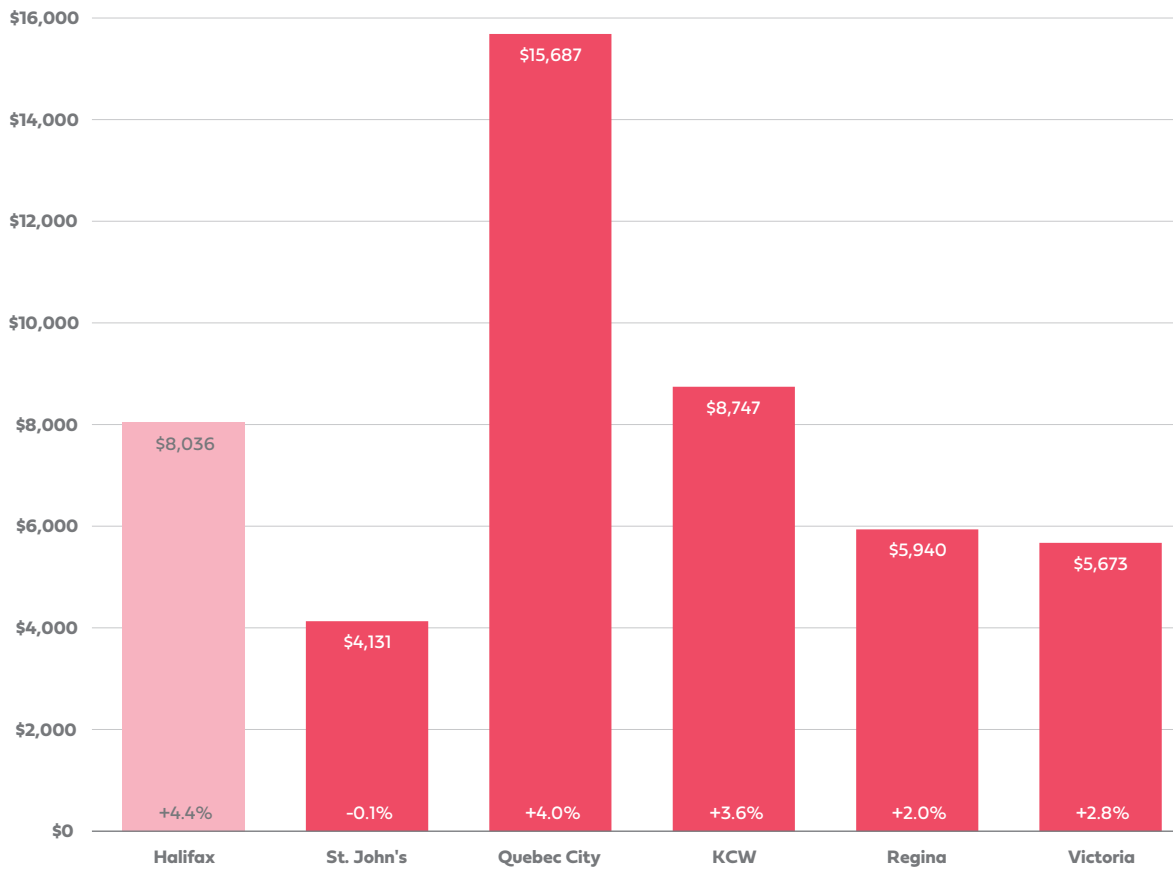
FIGURE 22: INCOME PER CAPITA AND THE CONSUMER PRICE INDEX
Benchmark Cities, Annual Growth Rate, 2018



Source: Calculations based on Conference Board of Canada, Metropolitan Outlook, Winter 2019

FIGURE 23: RETAIL SALES AND ANNUAL GROWTH RATE

Benchmark Cities, \$ Millions, 2018



Source: Conference Board of Canada, Metropolitan Outlook, Winter 2019



Retail spending grew by 4.4% in 2018, a smaller increase than seen in 2017, but the largest increase among the six benchmark cities.

The Conference Board of Canada forecasts retail growth to slow in the next few years, coming in at 2.6% in 2019 and fluctuating between 2.7% and 2.9% through 2022. Retail spending was exceptional in 2017 and 2018, likely due to high population growth and more newcomers in Halifax, as well as the recent opening of big box retailers like IKEA and Bass Pro Shops.

KEY INDUSTRIES

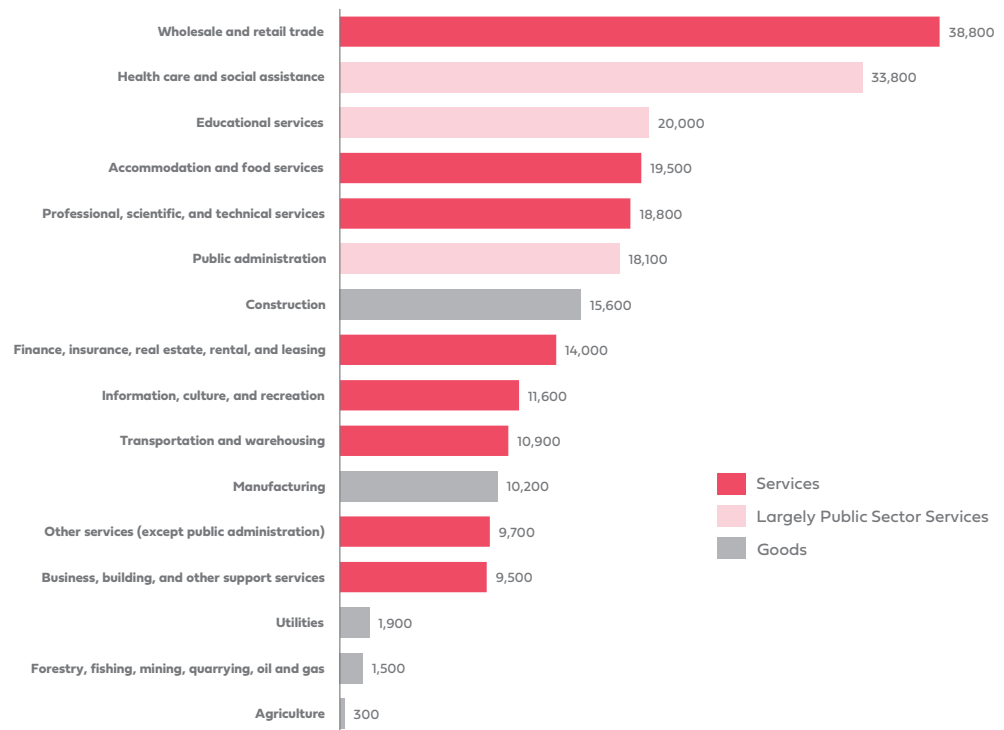
Halifax's economy is primarily service-based, with 204,700 employees working in the service sector in 2018, an increase of 8,400 people over 2017.

Service industries employ more than 87% of all Halifax workers, led by employment in wholesale and retail trade (17% of total employment) and health care and social assistance (14% of total employment). Professional, scientific and technical services, and health care and social assistance added the most employees over the last decade due to strong growth in the city's information technology sector and increased demand for health care as the population grows older.

Employment in business, building, and other support services declined more than any other industry, shedding one-quarter of the sector's workforce over the last decade. Most of these losses were managerial positions, likely driven by retirements and an overall trend towards flattening managerial models in the retail sector. The Conference Board of Canada forecasts Halifax's largest employment gains through 2023 to be in non-commercial services (1.3% employment growth) followed by finance, insurance, and real estate (1.6% employment growth).

Within Halifax's goods-producing sector, the construction industry employs the most workers and has posted the strongest employment growth over the last decade.

FIGURE 24: EMPLOYMENT BY INDUSTRY AND SECTOR
Halifax, NAICS Industries, 2018



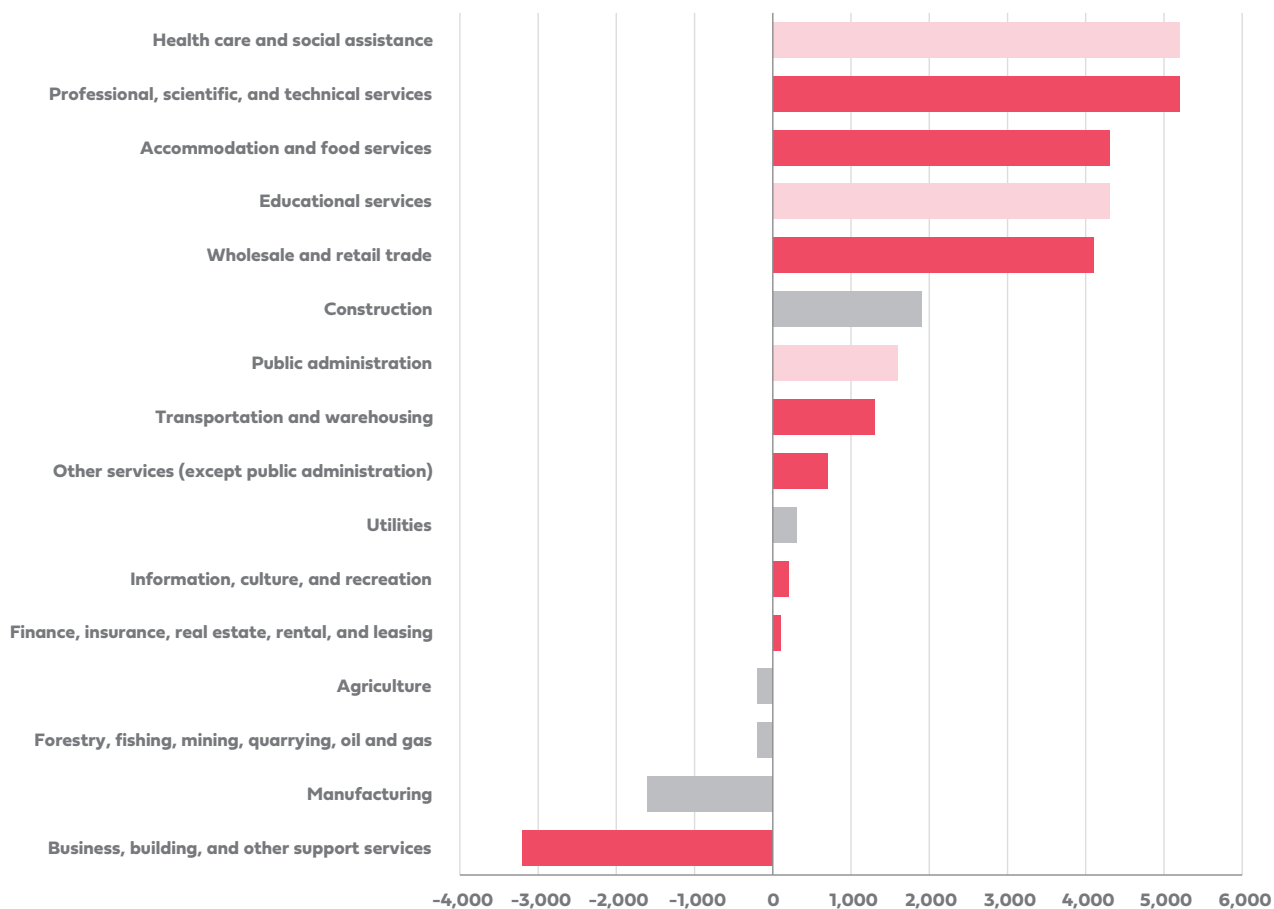
Source: Statistics Canada, Labour Force Survey

Demand for residential construction has been driven by Halifax's robust population growth over the last two years. Manufacturing employment likely will remain steady or see a slight decline in employment until the Canadian Surface Combatant contract enters production in 2023.

Nearly one-third (31%) of Halifax employees work in predominantly public sectors (health care, education, public administration). The Conference Board of Canada expects strong growth in both health care and education employment in the short term and a decline in public administration employment.

FIGURE 25: 10-YEAR CHANGE IN EMPLOYMENT BY INDUSTRY

Halifax, NAICS Industries, 2008 to 2018



Source: Author calculations based on Statistics Canada, Labour Force Survey

■ Services
■ Largely Public Sector
■ Goods

INVESTMENT

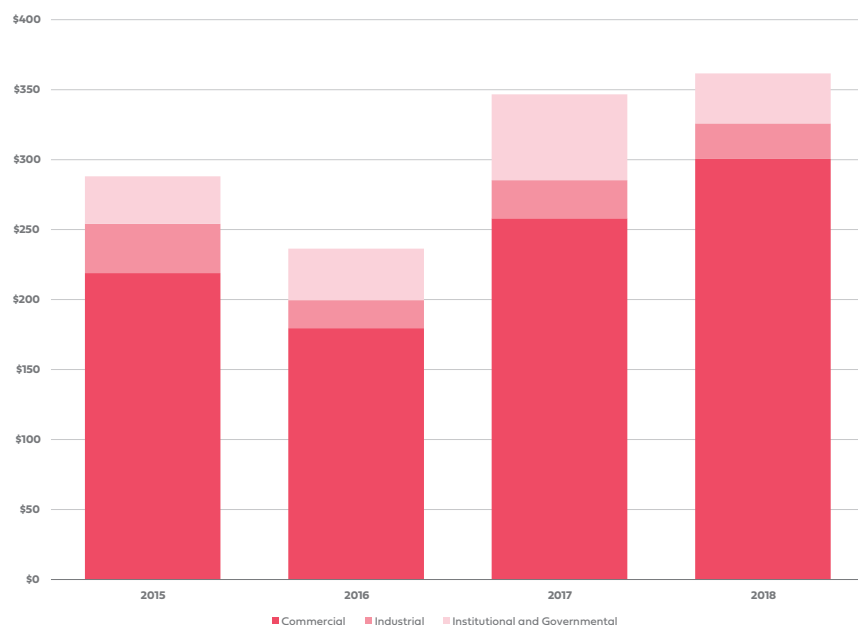
According to the Atlantic Provinces Economic Council's 2018 prediction, major project spending in Halifax is expected to remain strong and steady at \$1.9 billion in 2019, roughly the same annual figure as the past two years.

Non-residential construction activity increased by \$14.9 million compared to 2017 (+4.3%) to a total of \$361 million, marking the second straight year of

increases. Several major projects wrapped up in 2018, including the Bedford Institute of Oceanography upgrades, the Centre for Ocean Ventures & Entrepreneurship (COVE), and Dalhousie University's Emera IdeaHUB.

FIGURE 26: INVESTMENT IN NON-RESIDENTIAL BUILDING CONSTRUCTION BY SECTOR

Halifax, \$ Millions, 2015 to 2018



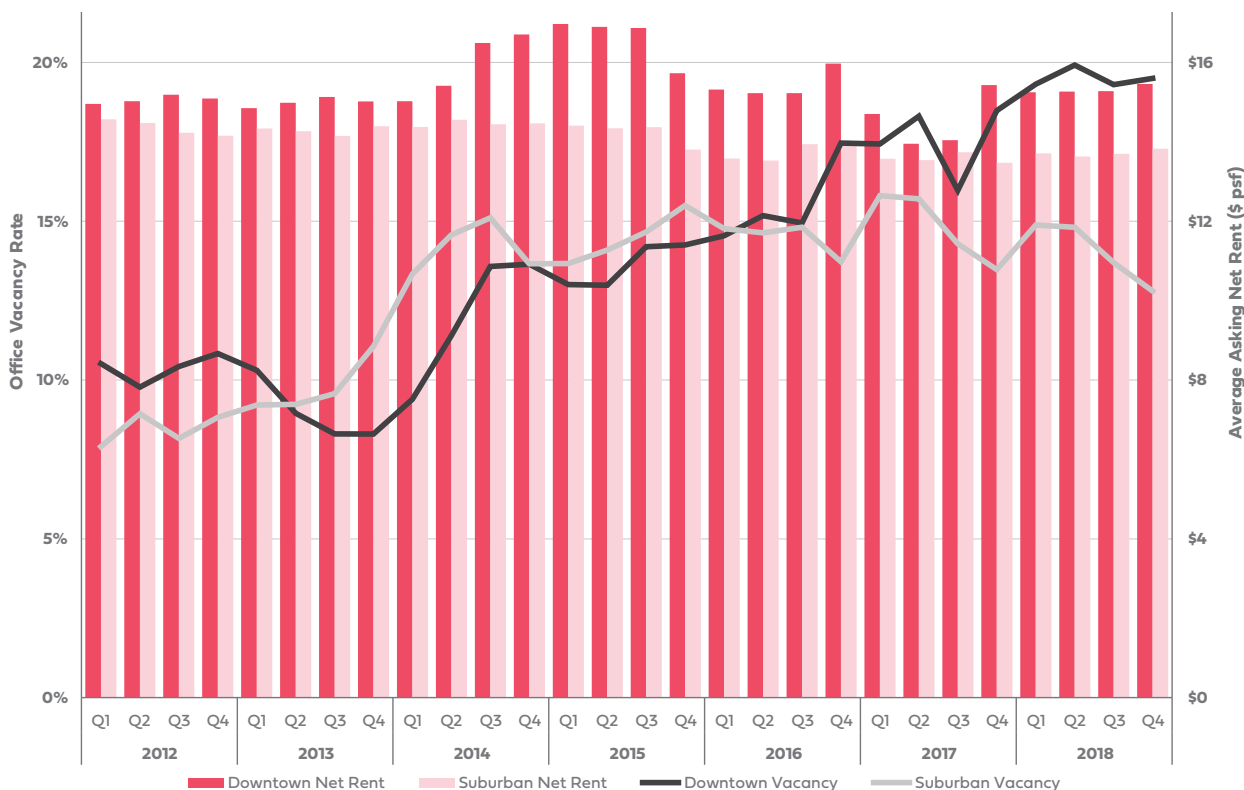
Source: Statistics Canada, Investment in Building Construction

Commercial projects led non-residential construction in both total size and growth of investment, growing \$42 million over 2017 (+16.5%). This marks the second year in a row of robust growth in commercial construction. Industrial construction investment in 2018 reached \$25.3 million, close to the \$27.3 million invested in 2017. Institutional and governmental construction returned to typical levels of investment in 2018 after the completion of significant projects like the Big Lift.

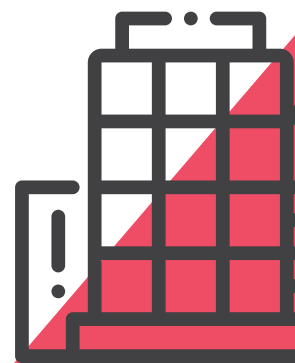
Construction began on Halifax Water's wastewater and stormwater upgrades in the city, an NHL-sized rink at Saint Mary's University, high schools in Eastern Passage and Spryfield, a P-9 school in south Dartmouth, and an elementary school in south end Halifax. Demolition of the Cogswell Interchange is set to begin in fall 2019.

FIGURE 27: OFFICE VACANCY AND RENTAL RATES

Regions within Halifax, Share of Sq. Ft. and \$ PSF, 2012 to 2018



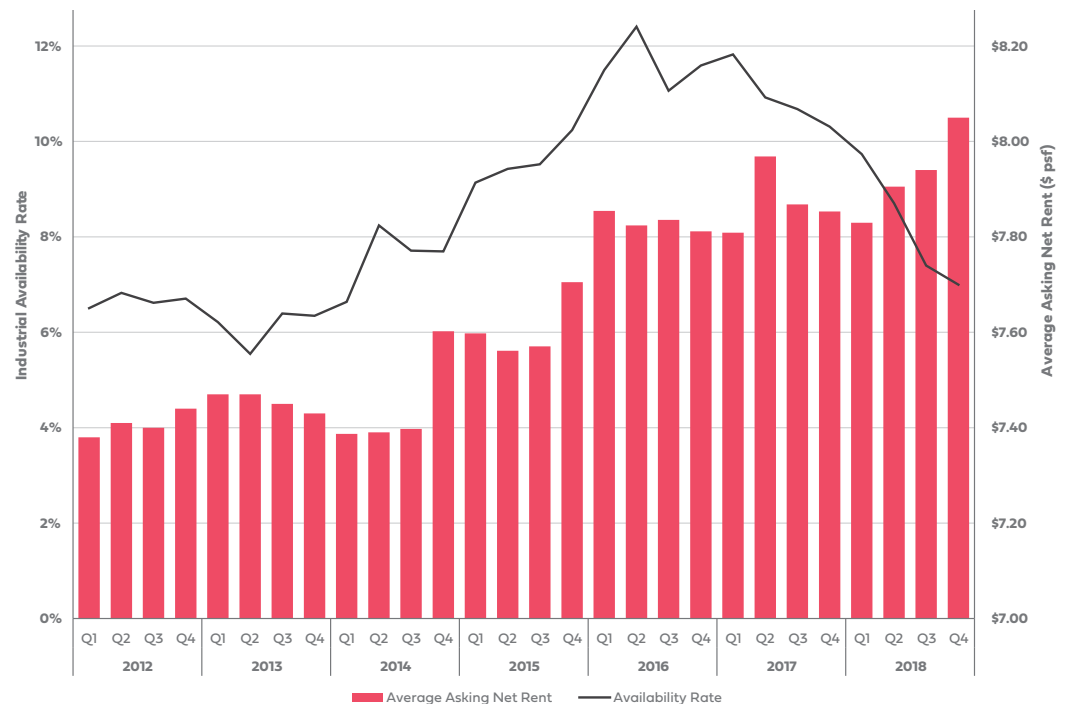
Source: CBRE, Office Marketview



While office vacancy rates remain high in Halifax following the opening of the Nova Centre, the overall vacancy rate is inching downward. Absorption of office space was net positive throughout 2018, thanks to strong positive absorption of office space outside the central business district (CBD). The suburban office vacancy rate dropped to 12.8%, a full percentage point lower than the national suburban figure. Downtown office vacancy remains high at 19.5% (compared to the national downtown figure of 10.3%), with the CBD experiencing net negative absorption of space throughout 2018.

FIGURE 28: INDUSTRIAL AVAILABILITY AND RENTAL RATES

Halifax, Share of Sq. Ft. and \$ PSF, 2012 to 2018



Source: CBRE, Industrial Marketview

FIGURE 29: VALUE OF BUILDING PERMITS BY SECTOR

Halifax, \$ Millions, 2009 to 2018



Source: Statistics Canada, Building Permits

These high vacancy rates are a symptom of significant expansions and additions to CBD office space over the last five years, in addition to the overall trend towards open-office designs that require less space per employee.

The Q4 2018 average net asking rent for Class-A office space in the CBD was \$19.25 psf, \$2.43 less than the 2018 Canadian average. Similarly, Class-A office space outside of the CBD cost \$15.85 psf, \$1.90 less than the Canadian average. High vacancy rates will likely keep prices from rising substantially in the medium term.

Demand for industrial space in Halifax continues to outpace supply, even with significant additions of space to Burnside Industrial Park. According to CBRE, 557,176 sq. ft. of industrial space was absorbed in 2018 across Halifax, the highest total absorption in a decade. The large absorption is the result of both increased leasing activity and the leasing of new industrial supply in Dartmouth. The industrial availability rate dropped to 7.0% as a result of this leasing activity, but is still more than double the Canadian figure of 3.2%. Prices pushed up to \$8.05 psf in Q4 2018, \$0.20 higher than Q4 2017 and \$0.06 below the Canadian average industrial rent price.

The total value of building permits declined in 2018,

but remained higher than previous lows over the 2013 to 2016 period, coming in at \$864 million. Residential and non-residential building permit values in Halifax declined in 2018 by \$30 million and \$57 million, respectively.

HOUSING

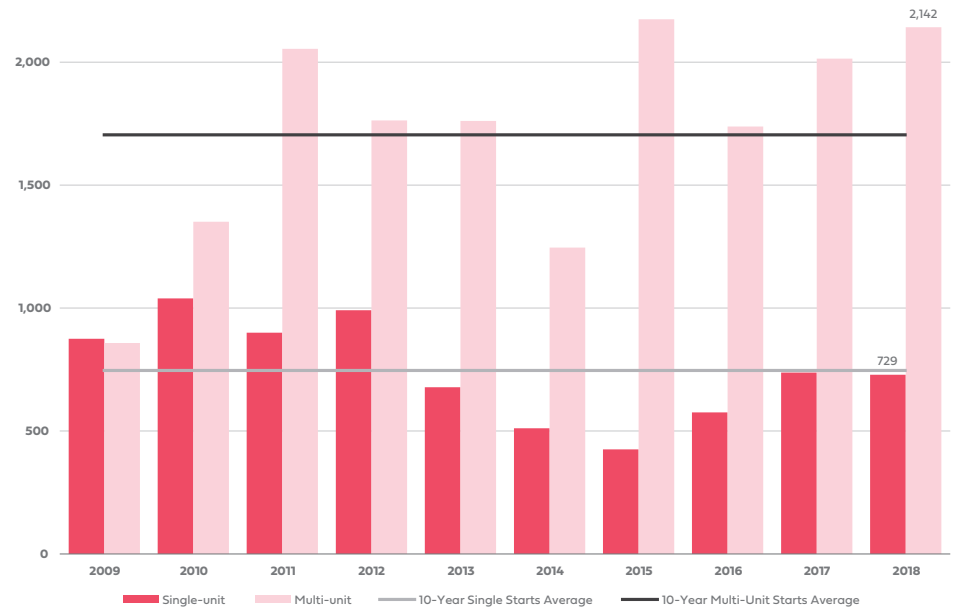
Total housing starts rose from 2,752 to 2,871 in 2018, an increase of 4.3%.

Halifax also saw a 128 unit increase in multi-unit starts, coming in at a total of 2,142. Multi-unit construction in 2018 was significantly above the 10-year average of 1,710. Single-unit construction held steady in 2018 with 729 single-unit starts, just slightly below the 10-year average of 746.

Breaking housing starts down by region, Rural Halifax saw a significant increase of 640 multi-unit starts, with 535 in Hammonds Plains. The spike in residential construction in Hammonds Plains is attributable to the Parks of West Bedford development. According to the Atlantic Provinces Economic Council (APEC), this \$1.7 billion project will eventually house 20,000 people and include both residential and commercial properties. On the Peninsula and in Suburban Halifax, multi-unit construction was down by 349 and 163 starts, respectively, but this decline was offset by the spike in multi-unit construction in Rural Halifax.

FIGURE 30: SINGLE- AND MULTI-UNIT HOUSING STARTS

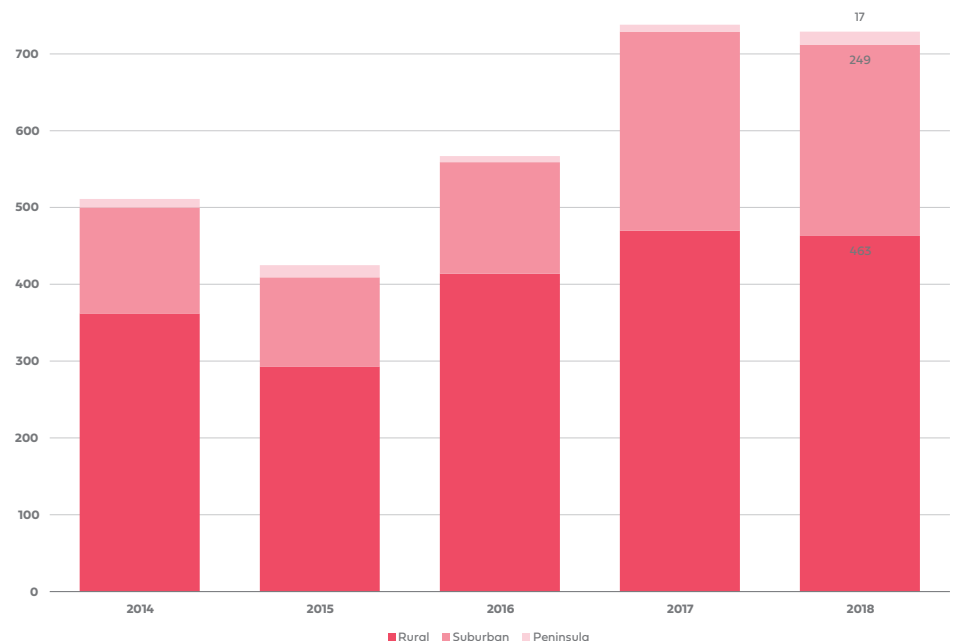
Halifax, Number of Units, 2009 to 2018



Source: Canada Mortgage and Housing Corporation, Housing Now

FIGURE 31: SINGLE-UNIT HOUSING STARTS BY REGION

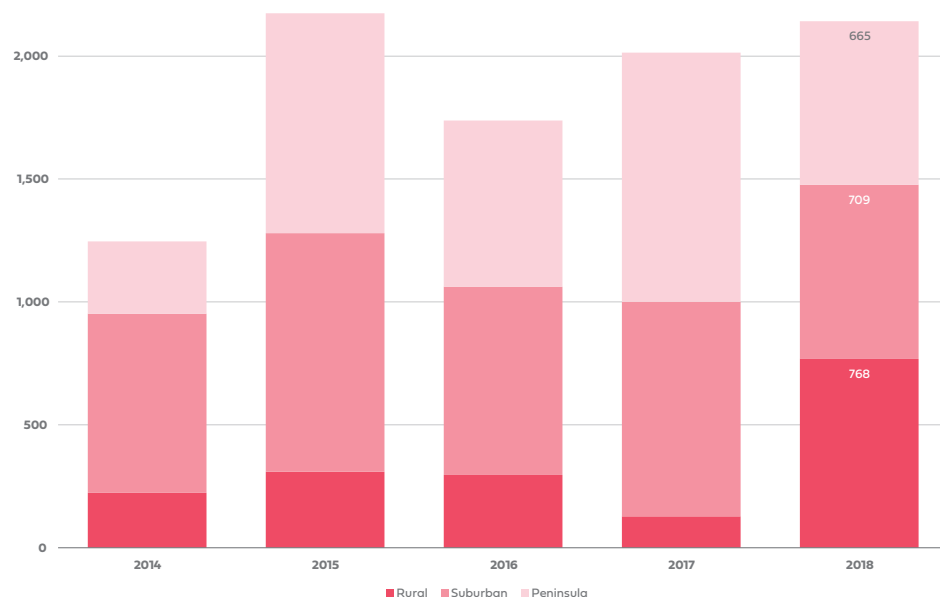
Regions within Halifax, Number of Units, 2014 to 2018



Source: Canada Mortgage and Housing Corporation, Housing Market Information Portal

FIGURE 32: MULTI-UNIT HOUSING STARTS BY REGION

Regions within Halifax, Number of Units, 2014 to 2018



Source: Canada Mortgage and Housing Corporation, Housing Market Information Portal

BUSINESS CONFIDENCE

The Partnership's Business Confidence Survey, uses the business confidence index (BCI) to assess current and future economic prospects in Halifax.

The BCI is constructed using five key measures and indicates, on a scale from -100 to +100, whether the local business community has a pessimistic or optimistic outlook on future economic prospects.

TABLE 3: RATINGS OF BUSINESS CONFIDENCE

Halifax, Share of Business-Owner Respondents, 2013 to 2019

Year	Business Confidence Index	Rating of Halifax as a Place to Do Business			
		Above Average	Just Average	Below Average	Don't Know/ No Answer
Spring 2013	24.6	19%	59%	18%	4%
Spring 2014	20.2	14%	66%	17%	4%
Spring 2015	21.1	15%	61%	20%	4%
Spring 2016	28.1	26%	55%	14%	5%
Spring 2017	29.1	23%	60%	12%	4%
Spring 2018	32.9	27%	57%	12%	3%
Spring 2019	32.8	26%	61%	10%	3%

Source: Narrative Research, Business Confidence Survey

The BCI remained stable and high in the most recent survey following the rise to record heights in 2018.

The majority of Halifax businesses are optimistic about their current and future economic prospects in 2019. Out of the 300 businesses surveyed, 89% were “extremely optimistic” or “moderately optimistic,” up four percentage points from 2018. Businesses are also optimistic about their prospects for revenue growth, with 19% being “extremely confident” and 67% being “moderately confident” about their revenue growth over the next five years.

One-quarter (26%) of respondents perceived Halifax as an above-average place to conduct business and 87% rate the city as “average” or above. Only 10% of respondents perceived Halifax as a below-average place to do business, the lowest on record.

Businesses also demonstrate optimism in planned activities over the next year, with 85% of respondents expecting an increase in sales and 67% planning to hire additional staff. The responses to all the positive activities are at or near record highs. The ratio of businesses planning to hire staff compared to those planning to downsize is roughly 10 to one—the highest ratio on record.

A new question was introduced to the survey this year: Businesses were asked if they were planning to utilize cutting-edge technology such as artificial intelligence, big data, 3D printing, or smart sensors in their products or business processes. Nearly one-quarter of respondents indicated they planned to use such technologies.

The Business Confidence Survey also asked businesses about their perceptions of various Halifax attributes and whether they present advantages or disadvantages for their business. Quality of life for residents, workplace safety culture, and access to post-secondary institutions were reported as the top key advantages to business in Halifax. The tax environment, energy costs, and availability of parking were perceived as Halifax’s greatest disadvantages.

TABLE 4: INTENDED BUSINESS ACTIVITIES OVER THE NEXT YEAR

Halifax, Share of Business-Owner Respondents Answering “Yes”, 2013 to 2019

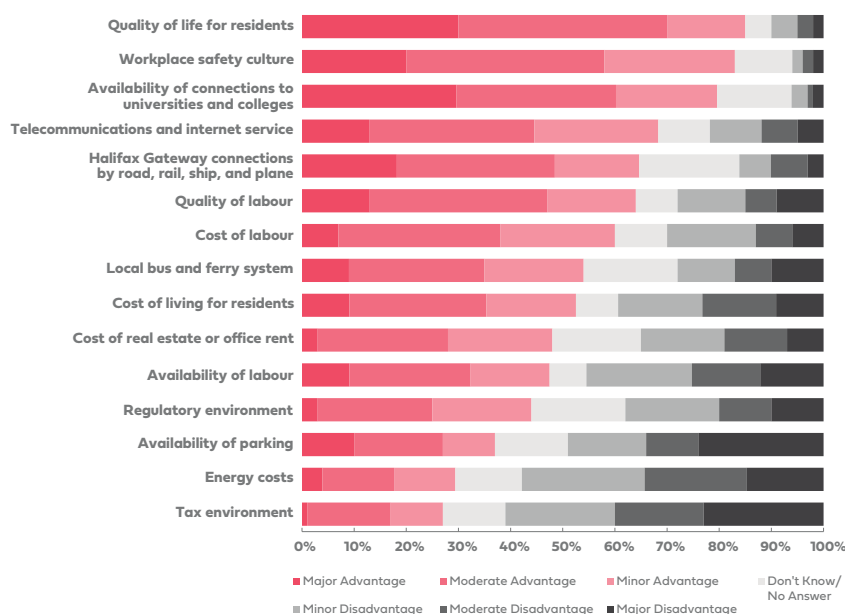
Expected Activities in the Next Year (% Saying “Yes”)							
Activity	2013	2014	2015	2016	2017	2018	2019
Increase Sales	75%	75%	72%	80%	82%	86%	85%
Hire Additional Staff	54%	53%	51%	59%	60%	67%	67%
Introduce a New Product or Service	50%	52%	47%	48%	51%	54%	56%
Make a Major Investment in Facilities or Equipment*	33%	30%	33%	29%	35%	47%	45%
Enter a New Market Outside Atlantic Canada	31%	27%	31%	24%	28%	29%	28%
Utilize Cutting-Edge Technology	-	-	-	-	-	-	24%
Make a Major Investment in R&D*	9%	12%	12%	14%	11%	23%	21%
Downsize or Reduce Staff	8%	8%	11%	10%	7%	8%	7%

*Wording of question changed slightly in 2018

Source: Narrative Research, Business Confidence Survey

FIGURE 33: RATINGS OF HALIFAX ATTRIBUTES AFFECTING BUSINESSES

Halifax, Share of Business-Owner Respondents, 2019



Source: Narrative Research, Business Confidence Survey, Spring 2019

TOURISM

Halifax's attractiveness as a destination of choice for leisure and business travellers continues to grow year over year.

In 2018, Halifax surpassed its record for cruise ship visits and total number of cruise passengers for the second year in a row, posted the most successful conference year in the city's history, and was named a top 10 global destination on the rise by TripAdvisor's Travelers' Choice awards. Total overnight room bookings grew by 218,000 units in 2018 (a 14% increase), marking six straight years of growth in room bookings and the highest increase on record. Online room-sharing bookings account for most of the increase, although hotels also posted strong growth in overnight stays throughout the year.

The daily hotel room supply increased by 421 rooms (8.2% increase) in 2018 to a total of 5,545 rooms—70 rooms above the five-year average. Many hotel properties throughout the city are undergoing major renovations, the reason for the 400-room drop in supply in 2017. Supply is expected to increase further as these renovations wrap up.

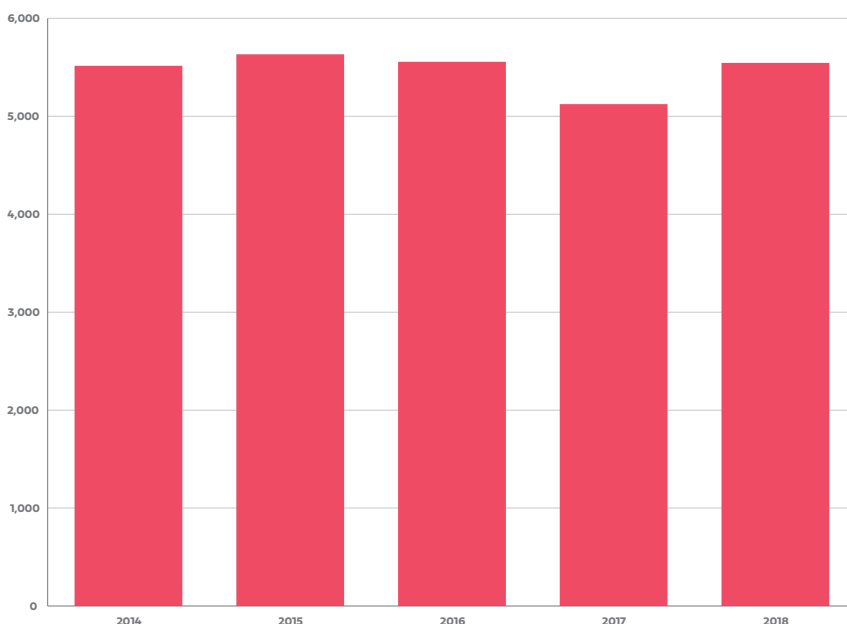
Significant capacity will be added to the daily hotel room supply, as four hotels are scheduled to open in Halifax in 2019. Additionally, several new hotel developments are slated to break ground in the next few years, including locations in Bedford, Dartmouth, and the Halifax peninsula.

FIGURE 34: OVERNIGHT STAYS BY TYPE OF PROVIDER
Halifax, Millions of Room-Nights Sold, 2010 to 2018



Source: Discover Halifax

FIGURE 35: HOTEL CAPACITY
Halifax, Daily Room Supply, 2014 to 2018



Source: Discover Halifax

HALIFAX GATEWAY

Last year was another exciting year for the Halifax Gateway.

The Halifax Gateway is made up of transportation infrastructure including the Port of Halifax, Halifax Stanfield, Halifax Logistics Park, CN's auto port and rail infrastructure, and the Port of Sheet Harbour.

Halifax Harbour saw 198 cruise ships and 316,869 passengers arrive in 2018, breaking the 2017 record for the busiest year for cruises by both the number of vessels and number of passengers. Moreover, the Port of Halifax was recognized as a top-rated Canada-US cruise destination by Cruise Critic, an online cruise guide that serves as a comprehensive resource for cruise travellers.

Likewise, 2018 was a record year for Halifax Stanfield, as the airport welcomed 4.3 million passengers, a 5.7% increase compared to 2017. Both domestic and international ridership increased in 2018, up by 4.6% (160,254 passengers) and 12.1% (72,637 passengers), respectively. Airport cargo was up by 8.5% in 2018, hitting a total of 36,938 metric tonnes.

The Halifax Port Authority reported a 2.1% decrease of containerized cargo to 11,797 twenty-foot equivalent units (TEUs). Work is underway on the 135-metre extension to Pier C at Halterm, which will allow for the berth and service of two ultra-class container vessels expected to be completed by early 2020. Halterm welcomed the CMA CGM vessel *APL Salalah* on March 18, 2018, which at 10,798 TEUs was the largest vessel to arrive in 2018.

TABLE 5: HALIFAX GATEWAY ACTIVITIES

Halifax, Units Indicated in Table, 2017 to 2018

Year	Air Passengers (En/Deplaned)	Cruise Passengers	Plane Movements	Cruise Ships	Port Cargo (Metric Tonnes)	HPA Port Cargo (TEUs)	Air Cargo (Metric Tonnes)
2017	4,083,188	292,722	84,045	173	8,902,348	559,242	34,051
2018	4,316,079	316,869	83,138	198	8,990,289	547,445	36,938

Sources: Various, including Statistics Canada, Port of Halifax, Halifax Stanfield

MUNICIPAL FINANCES

The municipal government now takes in almost one billion dollars in revenue annually.

Property taxes and payments in lieu of taxes (PILT) make up the most significant share of municipal revenues, roughly 80%. Total revenues in 2018 came to \$945,581,231, and projected revenue in 2019-20 is estimated at \$955,655,800.

In the 2018-19 fiscal year, expenditures by Halifax Regional Municipality (HRM) totaled \$760.9 million.



2018 was a record year for Halifax Stanfield.

The airport welcomed 4.3 million passengers, a 5.7% increase compared to 2017.

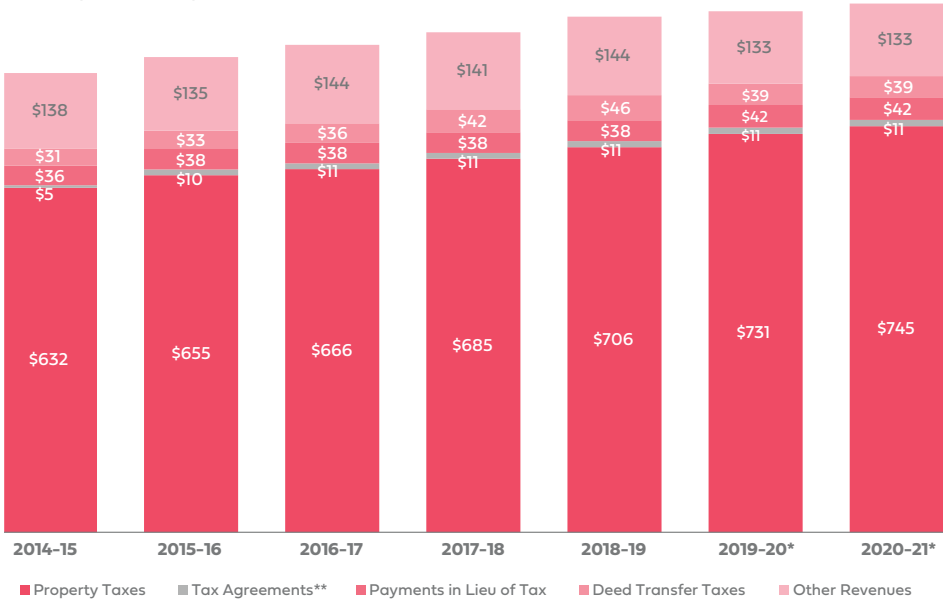
The largest share of expenditures went to Fiscal Corporate Services (19.7%), followed by Halifax Transit (15.2%), Transportation and Public Works (13.2%), Halifax Regional Police (12.6%), and Fire and Emergency Services (9.5%).

Breaking expenditure down by business units, HRM spent 45.7% on Public Services, 25.5% on Public Safety Service, 19.7% on Fiscal Corporate Services, and 9.1% on Governance and Support Services. (Fiscal Services incorporates HRM’s financial responsibilities and general revenues not directly related to specific business units.)

The proposed 2019-20 budget estimates expenditures will total \$793.7 million, with major areas of cost increases being in the replacement and expansion of capital assets and public safety compensation increases.

FIGURE 36: MUNICIPAL REVENUES BY SOURCE

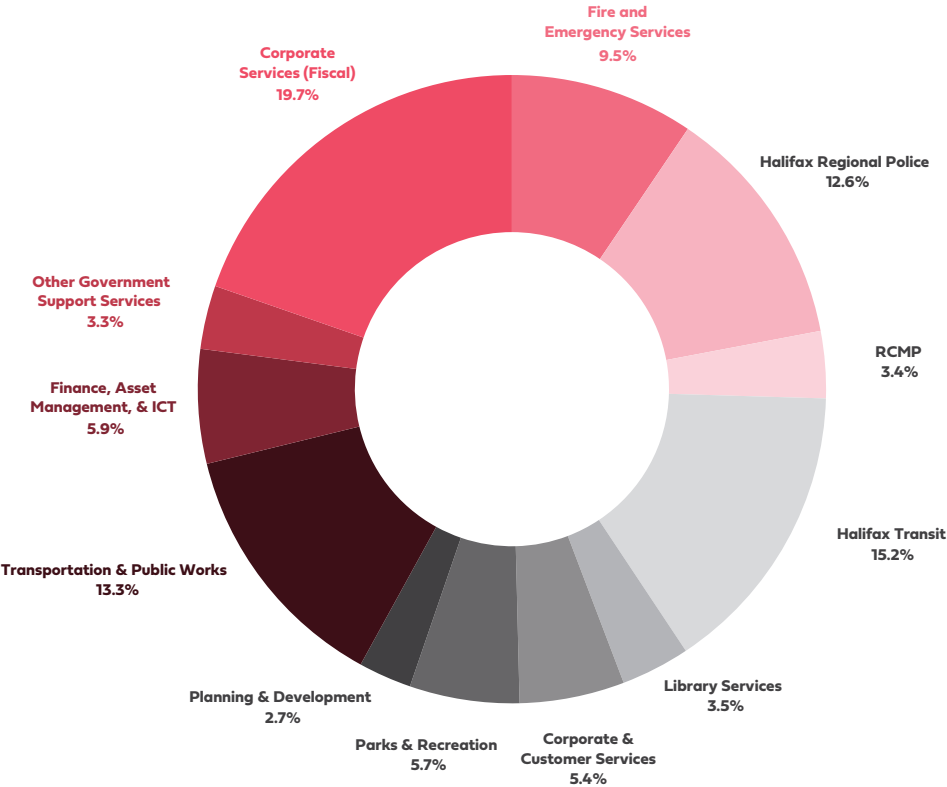
Halifax, \$ Millions, 2014 to 2020



*Forecasted
**Change in budgeting treatment of HIAA and Irving taxes between 2014 and 2015
Source: Halifax Regional Municipality, Financial Policy and Planning

FIGURE 37: MUNICIPAL SPENDING BY DEPARTMENT

Halifax, Share of Total Spending, 2018-19



Source: Halifax Regional Municipality, Financial Policy and Planning

SPECIAL ANALYSIS: **STARTUP FUNDING**



Written by:

CHADWICK MEYERS

Economist, Halifax Partnership

With more than 60 startup companies founded in the last five years, Halifax is an increasingly attractive destination for entrepreneurs looking to start and scale their companies.

Halifax ranked eighth among Canadian cities for both the number and value of venture capital and private equity investment deals in 2018 according to the Canadian Venture Capital & Private Equity Association (CVCA).

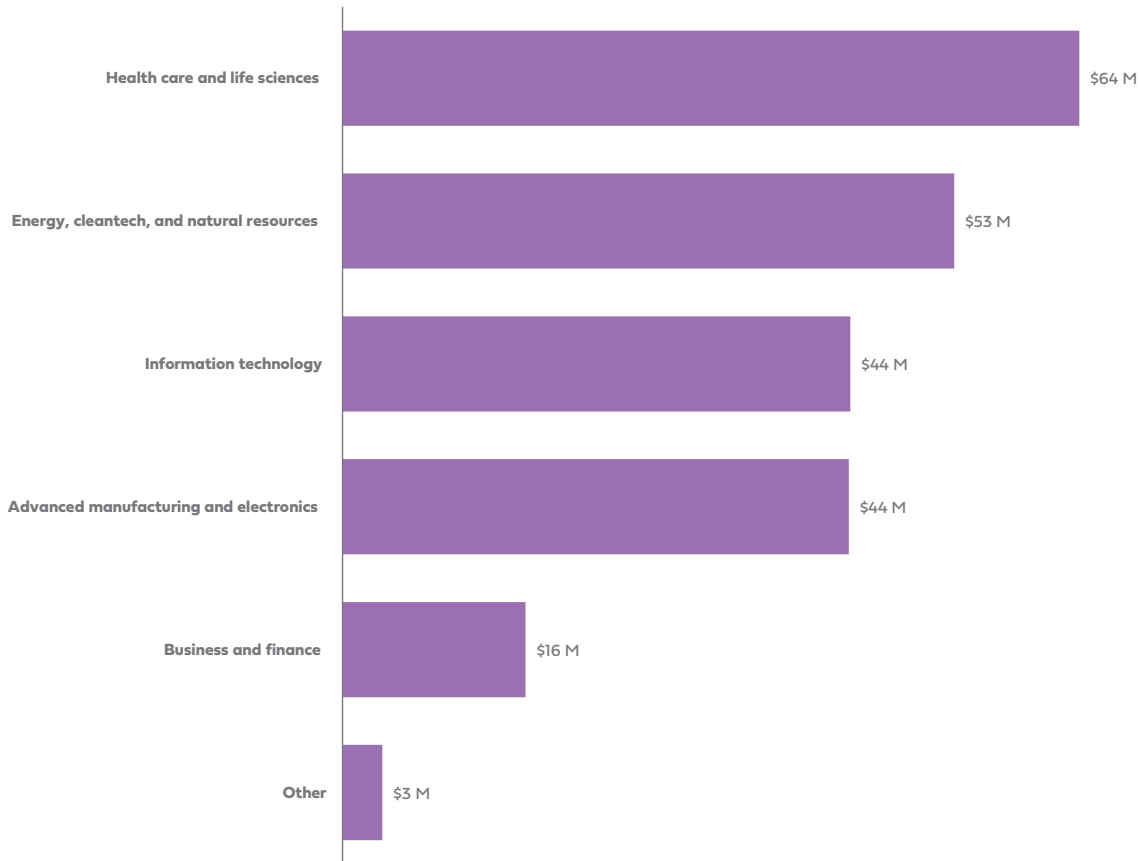
This special analysis examines Crunchbase investment data to explore trends in startup and scaleup investment funding in Halifax.

Crunchbase, a business investment and funding database, captures most investment activity in Halifax, but not all;

angel, pre-seed, and private investment funding data are limited. However, the data allow for a useful overview of the entrepreneurial investment climate in the city and in five of six benchmark cities. Regina-based investment data is limited and thus excluded from this analysis.

The majority of funds raised by young and scaling companies in Halifax over the last five years went to health care and life sciences companies (\$64 million USD, 28%) followed by energy, cleantech, and natural resources companies (\$53 million USD, 24%), and information technology companies (\$44 million USD, 20%). Health care and life sciences companies have shown the strongest growth over the last five years in both value and number of funding rounds. It is important to note that the lines between the sectors are not clear-cut and many companies could fit into multiple sectors. For example, information technology plays a major role across all sectors, with over half of Halifax’s startups and scaleups using software or the internet as a major part of their business models.

FIGURE 38: FUNDING ROUNDS BY SECTOR
Halifax, Sum of Multi-Year Investment in \$ Millions USD, 2014 to 2018



Source: Author calculations based on Crunchbase data

In comparison to the benchmark cities, Halifax fares well with respect to investment funding. Kitchener-Cambridge-Waterloo, a well-established entrepreneurial centre, leads the way in both number and value of deals. However, Halifax-based companies have consistently raised the second-most investment rounds of the benchmark cities while showing steady growth. Of the 128 investments made in Halifax-based companies since 2014, 55 were seed funding (43%), 35 were venture funding (27%), 11 were grants (9%), and 27 were other sources of startup funding including debt financing and private equity investments (21%).

According to Crunchbase data, Halifax-based startups and scaleups raised 12 seed rounds and seven venture capital rounds, secured two grants, and negotiated seven other private investment deals in 2018. The total number of investments was four short of 2017's total, but still part of an upward trend of investment.

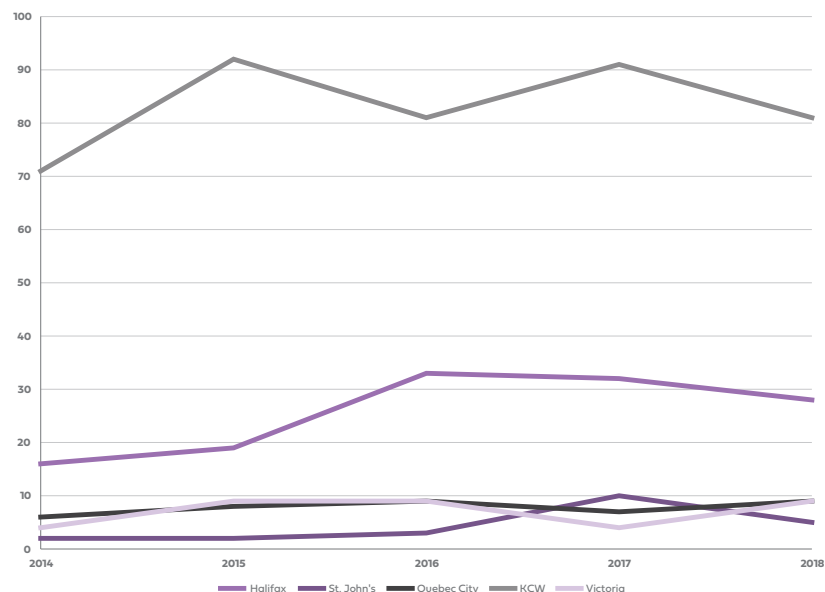
Twelve Halifax-based companies raised \$8.5 million USD in seed-stage investment deals in 2018, just shy of the \$9.1 USD million raised by 10 companies in 2017.

Six companies raised \$14.8 million USD through seven venture capital funding rounds in 2018. The amount of early- and late-stage venture capital funding in Halifax is often heavily influenced by one or two high-value deals in a given year. For instance, of the eight venture capital investments raised in 2017, Manifold's \$15 million USD Series A accounted for one-third of 2017 total venture funding. As the city's innovation ecosystem matures and more companies choose to locate and grow in Halifax (evidenced by the increasing number of startups and seed investments), an increase in both the frequency and value of early- and late-stage venture capital investment is expected. In fact, the funding raised by Halifax companies in the first four months of 2019 has already doubled 2018 and is quickly approaching 2017's totals.

Furthermore, Dalhousie University and the Halifax Partnership are coordinating the effort in Halifax, bringing key actors together from academia and industry to grow the capacity of the city's innovation district.

FIGURE 39: INVESTMENT FUNDING DEALS

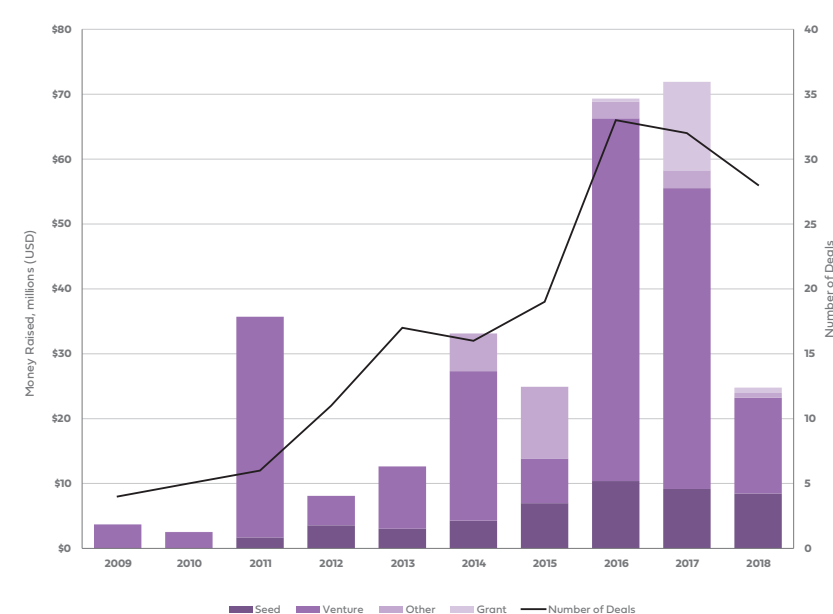
Benchmark Cities, Number of Deals, 2014 to 2018



Source: Author calculations based on Crunchbase data

FIGURE 40: GRANT AND INVESTMENT FUNDING BY SOURCE

Halifax, \$ Millions USD and Number of Deals, 2009 to 2018



Source: Author calculations based on Crunchbase data

Additionally, in 2018, Build Ventures received \$50 million from the federal government’s Venture Capital Catalyst Initiative. Build Venture’s funds are earmarked for early-stage investment in the region and will be invested in promising companies in the next few years. At present, six of the VC fund’s 14 portfolio companies are headquartered or operating in Halifax. This increasing pool of capital available to entrepreneurs in and around the city is a boon for the region’s innovators and further testament to Halifax’s growing attractiveness as a startup destination.

The Halifax-based startups in this analysis landed 1.9 investment rounds on average, second to startups in Kitchener-Cambridge-Waterloo, which raised 2.2 rounds on average. More investment deals generally indicate a company is growing successfully by continuing to raise investment funds to scale the business.

Quebec City surpasses Halifax in terms of total dollar value of funding raised by young and scaling companies over the last five years, thanks to three of the region’s high-growth companies collectively raising close to \$300 million USD in three sizeable deals. The average value of the funding rounds raised by Halifax startups over the last five years was \$1.8 million USD, short of Kitchener-Cambridge-Waterloo’s \$2.7 million USD average.

In terms of the total value of investments raised from 2014 to 2018, 66% of the funds raised in Halifax were venture funds and 18% were seed funds. Venture funding deals are usually significantly higher than seed funding and grants.

In April 2019, ABK Biomedical raised a \$30 million USD Series B—the largest venture capital round ever raised in Atlantic Canada. The Halifax-based life sciences company will use the funding for further development of its microsphere products designed to improve treatment for liver and hypervascular tumors.

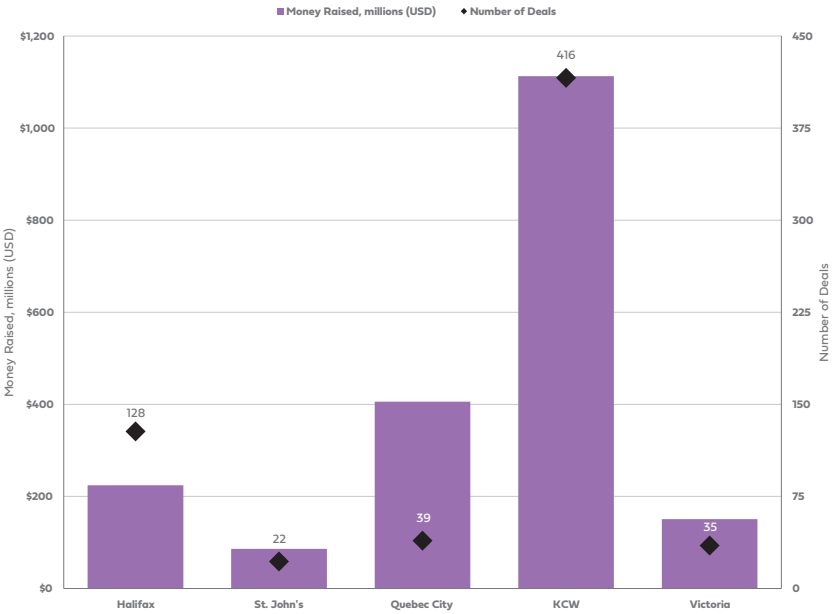
If Halifax continues to attract talented workers and nurture innovative new companies at its current pace, landmark investment rounds like these will become increasingly frequent.

FIGURE 41: AVERAGE NUMBER OF FUNDING ROUNDS PER COMPANY
Benchmark Cities, Deals per Company, 2014 to 2018



Source: Author calculations based on Crunchbase data

FIGURE 42: VALUE AND NUMBER OF FUNDING ROUNDS
Benchmark Cities, \$ Millions USD and Number of Deals, 2014 to 2018



Source: Author calculations based on Crunchbase data

QUALITY OF PLACE



KEY INDICATORS

AFFORDABILITY

- Apartment rental and vacancy rates
- Home sale prices
- Housing and affordability

TRANSPORTATION

- Annual ridership
- Transit fares and cost per ride
- Resident ratings of public transit
- Transportation policy

ARTS, CULTURE, AND ENTERTAINMENT

- City Matters Survey results
- Gallery and museum visits

HALIFAX AFTER HOURS

- Restaurants and bars per capita
- Craft breweries, wineries, and distilleries
- Cannabis usage and price

COMMUNITY

- Quality of life in Halifax
- Resident ratings of trust

HEALTH

- Hospital stay costs
- Median wait times for select procedures

SAFETY

- Crime severity index
- Violent crime severity index

ENVIRONMENT

- Waste diversion rate
- Renewable energy supply
- Air quality advisories

AFFORDABILITY

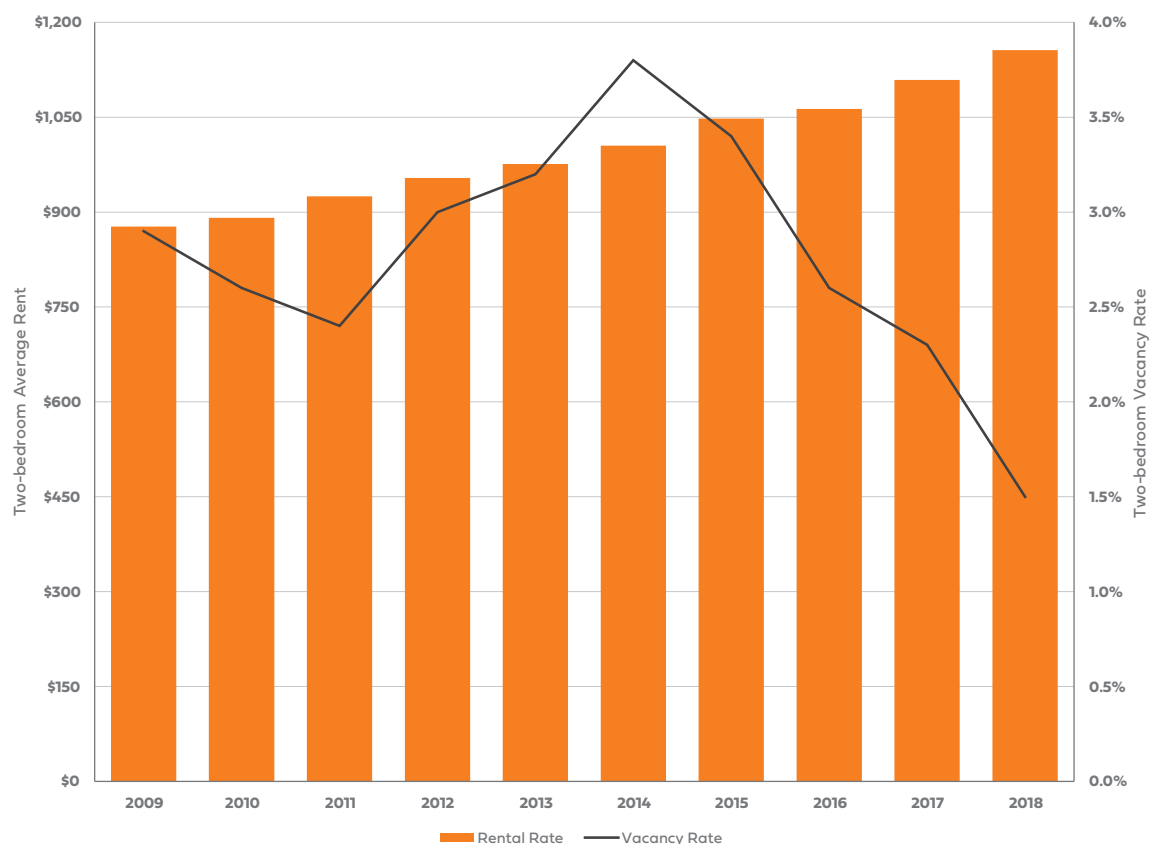
Construction on rental units reached a historic high in 2018 according to the Canada Mortgage and Housing Corporation (CMHC).

Despite this substantial addition to rental supply, demand for rental housing continues to outpace construction of new units, thus pushing the overall vacancy rate down to 1.6% (and 1.5% for a two-bedroom unit). The growing demand for rental units can be explained by record migration to Halifax and the growing trend of retirees downsizing from houses to apartments.

Rent increased across all size units in 2018, driven by growing demand for new high-end units. Average rent for a two-bedroom apartment rose by 1.5% to reach \$1,156 in 2018, a higher increase than both the five- and 10-year average increases. In 2018, CMHC reported a growing trend toward more expensive, premium rental units, offering two explanations for the trend: those of retirement age, who typically downsize into expensive units, are becoming a larger portion of the market and improved labour market conditions are allowing renters to afford more premium units.

FIGURE 43: TWO-BEDROOM RENTAL AND VACANCY RATES

Halifax, Monthly Rent and Share of Units, 2018



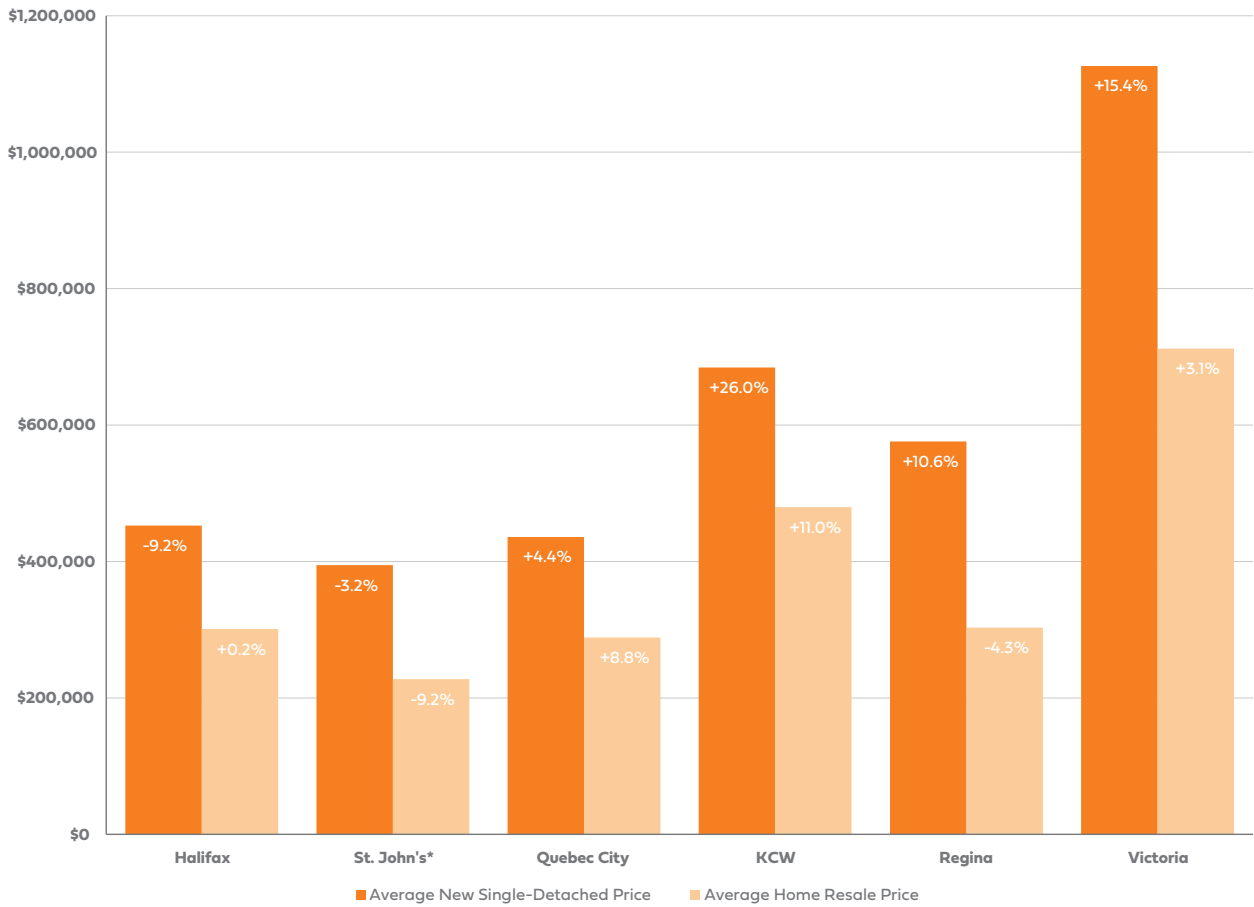
Source: Canada Mortgage and Housing Corporation, Rental Market Report (Halifax)

In comparison to the benchmark cities, Halifax’s average rental prices place it in the middle of the pack, with Victoria and Kitchener-Cambridge-Waterloo priced higher. In 2018, Halifax’s average rental price of all bedroom types grew by 2.1%, the third highest increase of the benchmark cities, but still below the Canadian average of 3.4%. Among the benchmark cities, Victoria’s average rent increased by 7.4%, Kitchener-Cambridge-Waterloo’s by 5.5%, St. John’s by 1.7%, and Quebec City’s by 1.2%. Regina’s average rent decreased by 0.3%.

Housing prices remain low and stable in Halifax despite reaching a six-year high for home resales. While the population continues to grow, much of this demand is currently targeted at apartment and rental units. The supply of resold houses—driven by retirees downsizing—has outweighed the increase in demand. The average price of a new single-detached home in Halifax was \$452,574 in 2018, a 9.2% decrease from 2017’s average price. This price is the third lowest of the six benchmark cities and the largest decrease in price. The resale price of a home in Halifax increased by just 0.2% in 2018 to an average price of \$300,957—also third lowest among the benchmark cities.

FIGURE 44: AVERAGE NEW AND RESALE HOME PRICES

Benchmark Cities, \$ and Annual Growth Rate, 2018

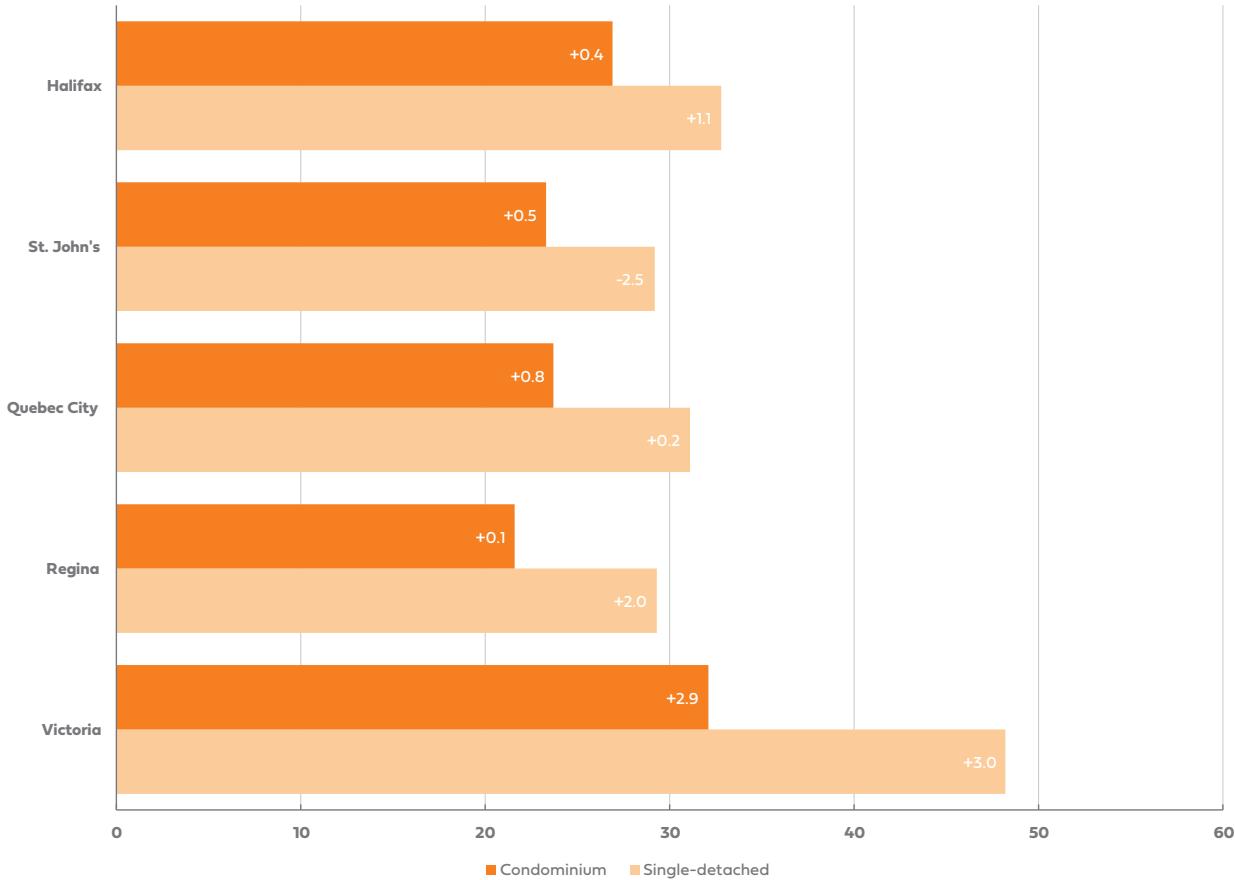


*Data is unavailable for St. John’s; Newfoundland and Labrador prices were used as a proxy.
Sources: Canada Mortgage and Housing Corporation, Housing Now (Various) and Conference Board of Canada, Metropolitan Resale Snapshot

RBC’s Housing Affordability Index measures home ownership costs as a percentage of household income in 14 Canadian cities to compare relative housing affordability for the average household. Halifax’s aggregate housing affordability measure (including

single-detached homes, condominiums, and row houses) was 31.9 in Q4 2018, meaning that mortgage payments, property taxes, and utilities take up 31.9% of a typical household’s pre-tax income. The lower the measure, the easier it is to afford a home.

FIGURE 45: RBC HOUSING AFFORDABILITY INDEX
Benchmark Cities, Index Value and Change in Index, Q4 2018



Source: Royal Bank of Canada, Housing Affordability Report, 2019

Halifax’s housing affordability score is significantly more affordable than the national average of 51.9, but second-highest among five of the benchmark cities (data is unavailable for Kitchener-Cambridge-Waterloo). Victoria is the least affordable of the benchmark cities and becoming more so faster than all the other cities. St. John’s is the most affordable city in which to own a home.

Halifax is unique among the benchmark cities for single-detached homes being more affordable than condominiums. In all the other cities, single-detached homes range from 8 to 27 percentage points more expensive than condominiums.

TRANSPORTATION

Halifax Transit ridership increased by 70,000 rides (0.34%) in 2018 to a total ridership of 19.1 million.

Quebec City, unsurprisingly, boasts the highest annual ridership; it has the largest population of the benchmark cities. However, in terms of ridership per capita, Victoria takes top spot, with 83 rides per person in the service-area population every year. Halifax sits in the middle of the pack with 61 annual rides per capita (Regina is excluded from this analysis due to data limitations). Rides per revenue hour, the number of hours buses ran throughout the year, are similar across the benchmark cities for which data are available.

Quebec City’s transit system scores the highest by providing 34 rides per revenue hour, while Halifax Transit provides 20.

Halifax Transit charges the least (or in some cases a tie for the least) for single tickets, monthly passes, senior fares, and

FIGURE 46: ANNUAL RIDES PER CAPITA
Benchmark Cities, Rides per Service-Area Population, 2016 to 2018



Sources: Various Municipal Sources

child fares for all six benchmark cities. In January 2019, Regional Council voted in favour of a \$0.25 increase in all fares effective in October 2019, the first increase since 2013.

When comparing annual operating expenses to annual ridership, Halifax Transit spent \$6.08 per ride in 2017-18, the fourth most expensive of five of the benchmark cities (Regina is excluded from this analysis due to data limitations).

TABLE 6: TRANSIT FARES
Benchmark Cities, 2019

	Halifax	St. John’s	Quebec City	KCW	Regina	Victoria
Single Fare	\$2.50	\$2.50	\$3.05	\$3.25	\$3.25	\$2.50
Monthly Pass	\$78.00	\$78.00	\$88.50	\$86.00	\$88.00	\$85.00
Senior Fare	\$1.75	\$2.50	\$2.55	\$2.40	\$3.25	\$2.50
Child Fare	\$1.75	\$2.00	\$2.55	\$2.40	\$2.75	\$2.50

(Orange = lowest price for given fare category) Sources: Various Municipal Sources

It is important to note that this is not a measure of the efficiency of the transit system, rather more a comparison between operating expenses and ridership. Ridership can increase significantly with limited effects on operating expenses, thus bringing the total cost per rider down.

The 2019 City Matters Survey asked residents throughout Halifax about their satisfaction with transit service. The scores on the four questions asked remained on par with 2018; changes in mean scores were too small to be statistically significant. In general, people were happier with the cost of transit and the location of bus stops than they were with scheduling and wait times. On average, residents living in rural communities rated all four questions lower than those living in urban communities.

TABLE 7: RESIDENT RATINGS OF PUBLIC TRANSIT
Halifax, Scores of 1 (“Very Poor”) to 10 (“Excellent”), 2018 to 2019

	2018 Mean Score	2019 Mean Score
Buses stop close to where you live and work	6.9	6.6
Buses run on schedules that are convenient for you	5.9	5.7
Buses arrive frequently and wait times are short	5.8	5.7
Affordability of public transit	6.7	6.7

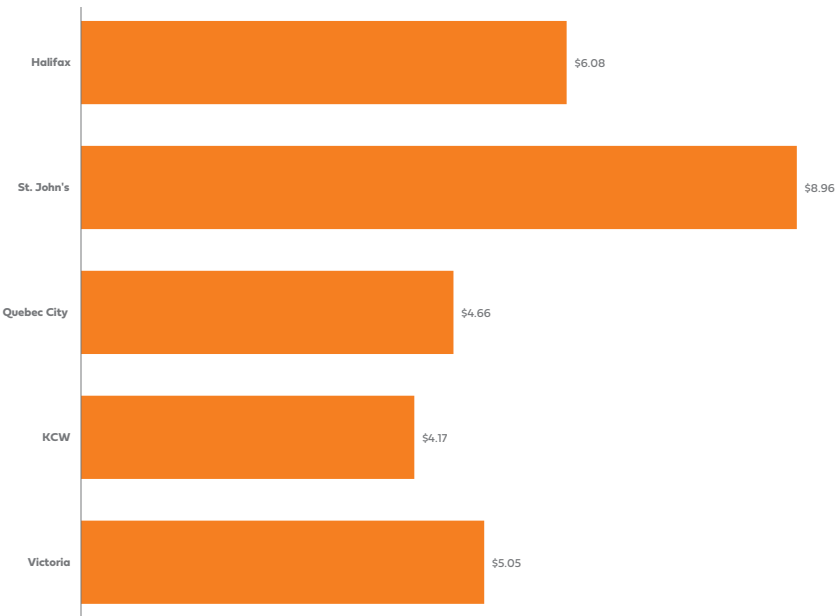
Source: MQO Research, City Matters Survey

TABLE 8: TRANSPORTATION POLICY IMPLEMENTATION
Benchmark Cities, Various, 2018

	Halifax	St. John’s	Quebec City	KCW	Regina	Victoria
Buses	332	54	582	250	N/A	290
Routes	65	24	135	50	21	59
Bus Rapid Transit	Under consideration	x	✓	✓	x	Under consideration
Light Rail Transit	x	x	Proposed	Nearing completion	x	Proposed
Transit Priority Signals/Lanes	Signals + lanes	Signals in development	Reserved lanes	Signals + lanes	Signals	Signals + lanes
Reloadable Card/Digital Payment	x	✓	✓	✓	✓	x

Sources: Various Municipal Sources

FIGURE 47: PUBLIC TRANSIT COST PER RIDE
Benchmark Cities, Operating Expenses per Ride, 2016 to 2018



Sources: Various Municipal Sources

Halifax Transit is investigating the possibility of introducing bus rapid transit (BRT), a bus-based transitway that typically includes dedicated lanes, stations, and priority routes for frequent and fast transit service. Halifax Transit presented feasibility findings and proposed routes to the public for feedback in February 2018. Revisions and further recommendations are currently underway. Halifax and Victoria are the only two of the six benchmark cities that do not have a reloadable card or digital payment system.









ARTS, CULTURE, AND ENTERTAINMENT

Residents of Halifax were asked to rate the city on several indicators, based on a scale of one (very poor) to 10 (excellent) over the last three years.

Ratings for arts and cultural events remained relatively steady in 2019 at a mean score of 6.9. The share of respondents rating arts and culture an eight or higher was virtually the same in 2018 and 2019, going from 40% to 38%.

TABLE 9: CITY MATTERS SURVEY RESULTS

Halifax, Scores of 1 ("Very Poor") to 10 ("Excellent"), 2014 to 2019

	2014 Mean Score	2017 Mean Score	2018 Mean Score	2019 Mean Score
 Overall quality of life	7.7	7.2	7.1	7.4
 Good place to raise a family	7.7	7.8	7.4	7.6
 Outdoor recreational facilities	7.3	6.8	6.9	6.9
 Indoor recreational facilities	7.2	6.8	6.8	6.9
 Arts and cultural events	7.4	6.8	7.0	6.9
 Commute time from home to work	NA	6.6	6.8	6.9
 City is easy to get around (traffic disruptions and navigation)	6.6	5.9	6.0	5.6
 Availability of affordable housing	6.1	5.7	5.5	5.5

Source: MQO Research, City Matters Survey

Tourism Nova Scotia reports on a number of statistics, including visits to art galleries, museums, and national parks/historic sites. Tourism Nova Scotia does not report on Pier 21 statistics, rather, the Partnership sourced this data from Pier 21's Annual Reports. Given that not all data are reported at the Halifax level, not all museums in Halifax are accounted for in these data and thus this list is not comprehensive.

Total visits to Mary E. Black Gallery, the Art Gallery of Nova Scotia, and the Halifax Citadel came to 258,000 in 2018, down slightly from 2017's peak, but still trending upward. The Art Gallery of Nova Scotia saw peaks in visitation over the last two years, with 39,000 visitors in 2017 and 36,000 in 2018, up from 18,000 in 2016. As for the Mary E. Black Gallery, visits peaked in 2014 at 14,000 visitors, and averaged 10,500 visitors per year since.

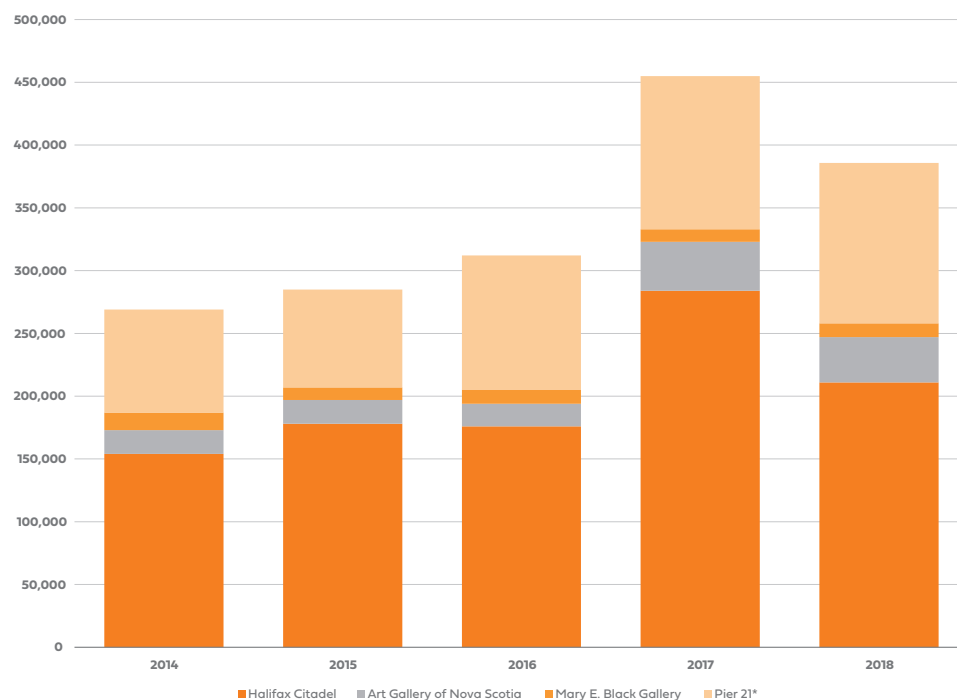
Pier 21 saw more than 127,000 visitors in 2017-18, the best year on record.

Likewise, the number of visits to Citadel Hill jumped in 2017, as the federal government waived entrance fees to National Parks and Historic Sites for Canada 150. The Halifax Citadel welcomed 211,000 visitors in 2018, less than 2017's peak high but still part of an upward trend.

On April 18, 2019, the Premier of Nova Scotia announced plans for a \$130 million, 13,000 square-metre art gallery to be built on the Halifax waterfront. This new facility will house the Art Gallery of Nova Scotia and feature community spaces. The art gallery expects to see double the number of visitors in the new location.

FIGURE 48: ART GALLERY AND MUSEUM VISITS

Halifax, Total Annual Visitors, 2014 to 2018

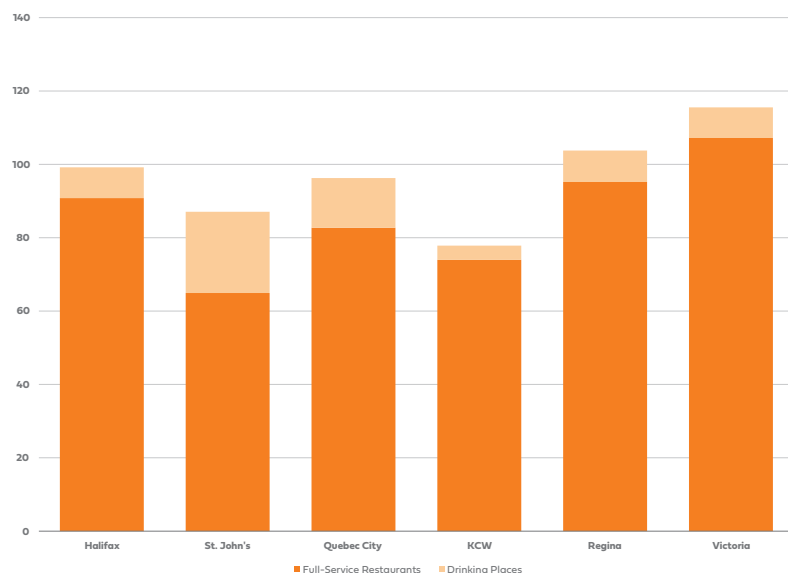


*Pier 21 data includes visits up to fiscal year end, e.g. April 2017 to March 2018.
Sources: Tourism Nova Scotia, Current Tourism Activity Statistics, and Canadian Museum of Immigration at Pier 21, Annual Report

HALIFAX AFTER HOURS

FIGURE 49: DRINKING PLACES AND FULL-SERVICE RESTAURANTS PER CAPITA

Benchmark Cities, NAICS Locations per 100,000 Population, 2018



Source: Statistics Canada, Business Location Counts, December 2018

Halifax is widely known as a great place to grab a drink or go out for a meal.

The quality of our post-secondary institutions is no doubt the primary draw for the thousands of students who come here every year, but being known as a fun place to have a beer with friends and enjoy some live music are added bonuses when it comes time for students to choose a school. Similarly, the local culture, cuisine, and nightlife are key selling points for our tourism sector.

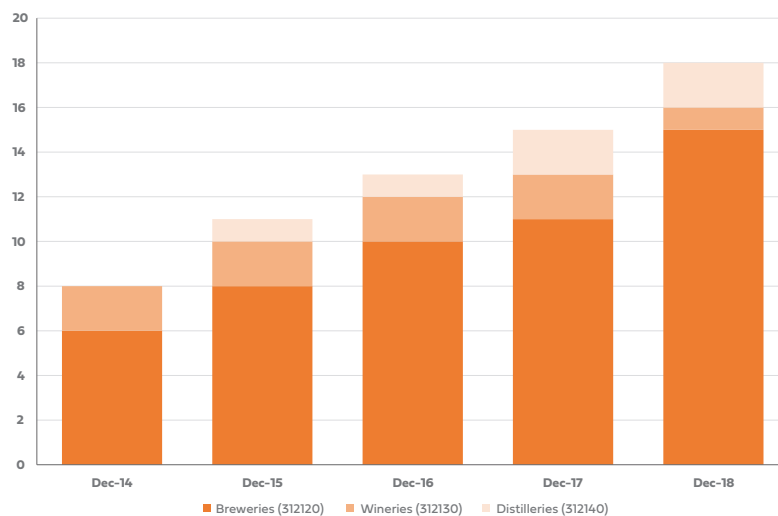
With eight drinking places for every 100,000 people, Halifax is similar to Regina and Victoria, but without quite as many pubs and brasseries as St. John's and Quebec City. When full-service restaurants are added to the mix, Halifax has 99 eating and drinking locations per 100,000, just behind Victoria's figure of 116 and Regina's 104.

The thirst for craft beer in Halifax continues to grow, with the number of breweries in the region more than doubling over the last five years.

Nova Scotians are also brewing their own alcoholic beverages in increasing quantities. In 2018, almost 48,000 litres of beer and close to 1.6 million litres of wine were made at licensed ferment-on-premises locations throughout the province, a 73% and 46% increase over two years ago.

FIGURE 50: BREWERIES, WINERIES, AND DISTILLERIES

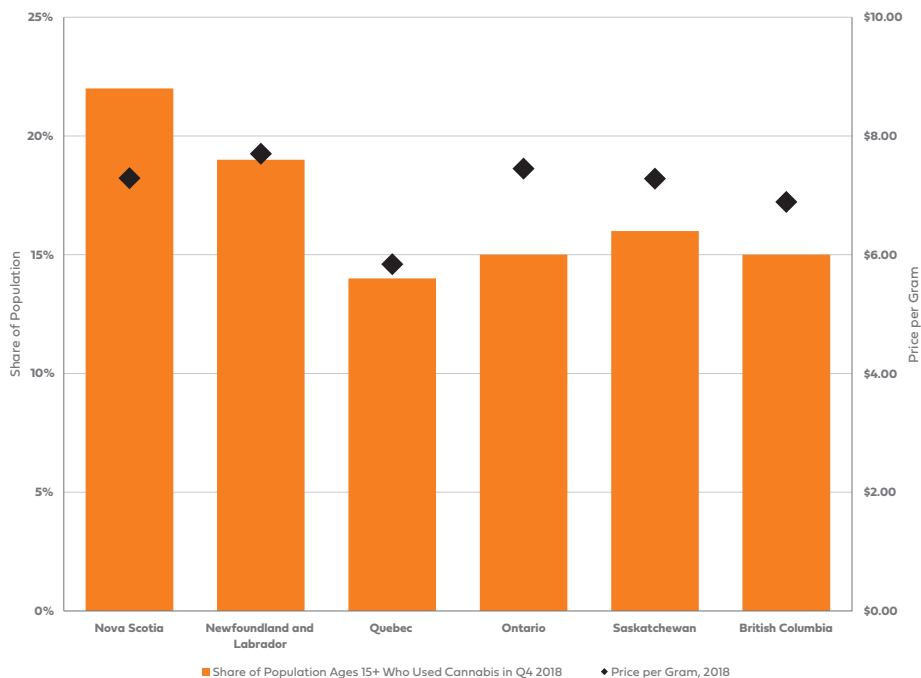
Halifax, NAICS Establishments with Employees, 2014 to 2018



Source: Statistics Canada, Business Location Counts

FIGURE 51: USAGE AND PRICE OF CANNABIS

Provinces, Share of Population Ages 15+ and \$ per Gram, 2018



Source: Statistics Canada, Crowdsourcing - Cannabis

It became legal to use, buy, grow, and possess recreational cannabis in Nova Scotia in October 2018. With legalization, Statistics Canada has begun to gather and publish a variety of cannabis data points. As census metropolitan area data are not available, provincial-level usage and price statistics are presented as proxies for the benchmark cities.

At 22%, Nova Scotia had the highest share of the population aged 15 and older who had used cannabis within the past three months. Newfoundland and Labrador followed at 19%, with Quebec, Ontario, Saskatchewan, and British Columbia clustered in the 14% to 16% range. Note that the implementation steps for legalization followed separate paths and timelines in each province and that differences in the usage rates may be impacted by those varying circumstances.

The price per gram of cannabis ranged from a low of \$5.84 in Quebec to a high of \$7.70 in Newfoundland and Labrador. Nova Scotia fell in the middle of the pack at \$7.29.

COMMUNITY

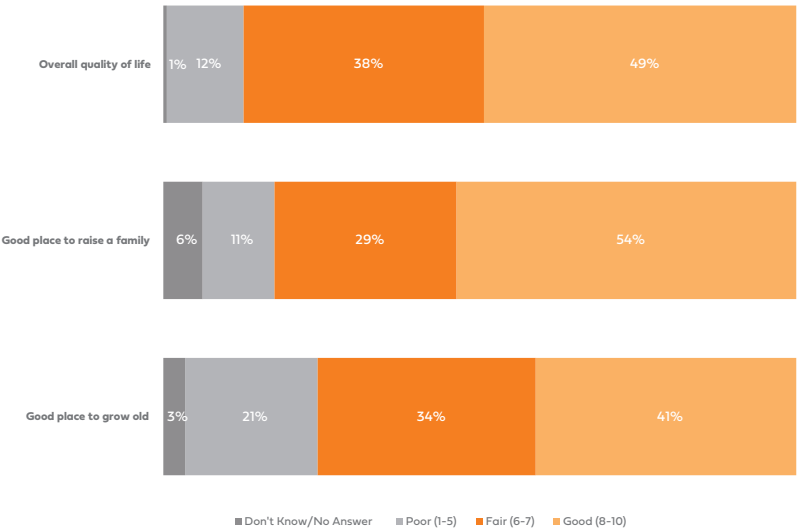
The Halifax Partnership’s City Matters Survey, conducted by MQO Research, gathers important information on residents’ perceptions of their community.

Each of the 500 residents surveyed were asked to rate Halifax on a scale of 1 to 10 on measures related to quality of life. Encouragingly, perceptions of quality of life improved in 2019. Close to half (49%) of the surveyed residents rated Halifax between eight and 10 when asked about the overall quality of life in the city, a four-percentage-point improvement from 2018. Only 12% of respondents gave a rating below six, lower than last year’s 16%.

Perceptions about whether Halifax is a good place to raise a family remained positive, with fewer people giving a rating below six compared to 2018 (11% vs. 16%).

FIGURE 52: RESIDENT RATINGS OF QUALITY OF LIFE BY LIFE-CYCLE STAGE

Halifax, Share of Resident Respondents, 2019



Source: MQO Research, City Matters Survey, 2019

TABLE 10: RESIDENT RATINGS OF TRUST

Halifax, Share of Resident Respondents Who Say Most People Can be Trusted, 2019

Response	Overall	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	62%	64%	61%	57%	62%	68%
No	25%	25%	24%	30%	26%	19%
Don't Know/No Answer	13%	11%	15%	13%	13%	14%

Source: MQO Research, City Matters Survey, 2019

When asked if Halifax was a good place to grow old, 41% of respondents rated this attribute an eight or higher, while 21% rated it below six. Both these shares declined in 2019 while the share of people rating the city a six or seven on the scale increased.

The majority of the residents surveyed (62%) believe most people can be trusted, an increase of four percentage points since 2018. More older respondents perceived people as trustworthy than younger respondents.

When asked to rate Halifax as a place where women are respected and treated equally to men, 53% of female respondents rated the city as “excellent” or “good” compared to 70% of male respondents. Both of these ratings improved slightly in 2019. Twelve percent of female respondents and 4% of male respondents rated the city as a “poor” place for equal respect and treatment of women and men.

The City Matters Survey also measured perceptions of tolerance by asking respondents to rate their perception of Halifax’s general acceptance of diversity on a scale of 1 (poor) to 10 (excellent). The mean scores were close for the varying groups identified: perceived tolerance of individuals who identify as LGBTQ+ was rated the

highest (7.4); the tolerance of visible minorities, people from non-Christian religions, and immigrants was rated in the middle (7.2 – 7.3); and the perceived tolerance of Indigenous people was rated the lowest (7.0). These mean scores increased marginally in 2019.

HEALTH

The Canadian Institute for Health Information estimates the average cost of a standard hospital stay by adjusting for differences in the types of patient treatment.

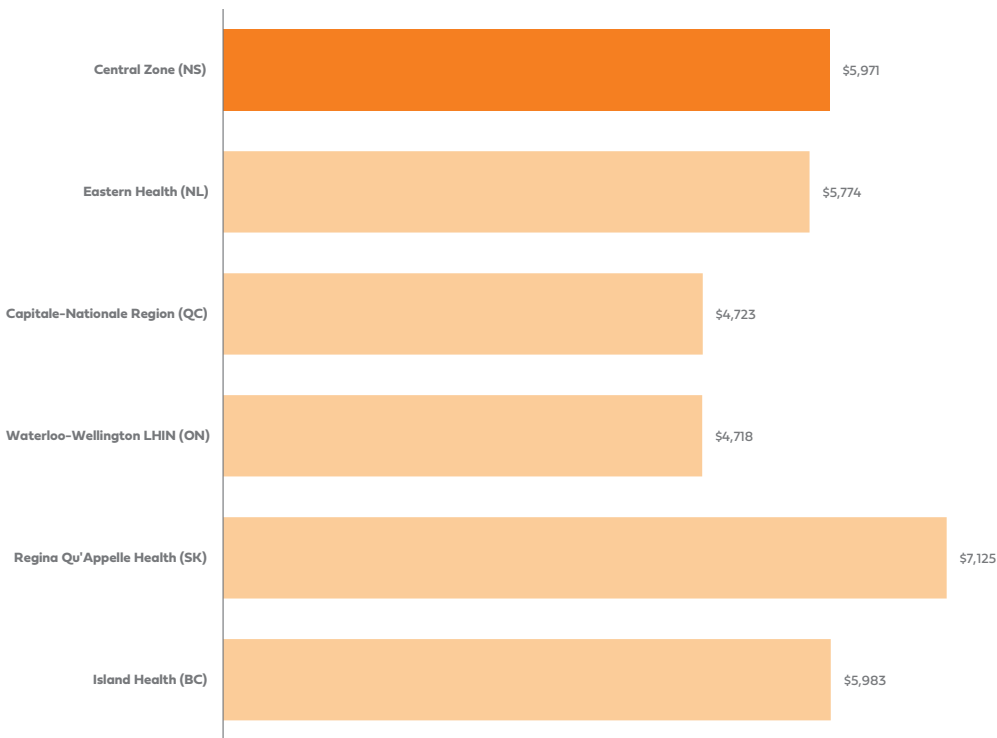
Factors that influence the cost of a hospital stay include location (urban, rural), type of hospital (teaching), and the size of the hospital. This calculation

gives a sense of how efficiently acute care services are provided, but it does not indicate how well services are delivered.

In 2016-17, the average cost of a hospital stay in Halifax (Central Zone) was \$5,971. In 2016-17, of the six comparator cities, Halifax had the third-highest average cost of a standard hospital stay.

FIGURE 53: COST OF A HOSPITAL STAY

Benchmark City Health Regions, 2016-17



Source: Canadian Institute for Health Information

Table 11 illustrates the shortest and longest times the average patient waited for select consultations and surgeries in 2018, organized by Halifax hospitals, and compared to the province as a whole. Wait times for these procedures are reported quarterly and only include patients having their first procedure. Consult wait times refer to the number of days a patient waited to see a surgeon for the first time after a referral was made. Surgery wait times refer to the number of days a patient waited for surgery after the surgeon and patient agree that an operation is needed.

In general, wait times tended to be longer for patients referred to the QEII. Patients are encouraged to use the wait time database and ask their doctor about being referred to a hospital with shorter wait times if they are willing and able to travel.

TABLE 11: RANGE OF WAIT TIMES FOR SELECT PROCEDURES BY APPOINTMENT TYPE

Halifax Hospitals and Nova Scotia, Time in Days, 2018

Procedure	Appointment	QEII	Dartmouth General	IWK	Nova Scotia
Hip Replacement	Consult	53 to 120 days	44 to 113 days	N/A	59 to 120 days
	Surgery	172 to 214 days	89 to 177 days		154 to 197 days
Ear Tubes (Pediatric)	Consult	37 to 67 days	N/A	37 to 67 days	33 to 50 days
	Surgery	36 to 69 days		36 to 69 days	33 to 57 days
Knee Scope and ACL Repair	Consult	42 to 72 days	N/A	N/A	33 to 41 days
	Surgery	103 to 177 days			66 to 122 days
Cataract Surgery	Consult	69 to 106 days	N/A	N/A	93 to 104 days
	Surgery	63 to 71 days			71 to 84 days
Radiation Therapy (all types)	Treatment	8 to 14 days	N/A	N/A	9 to 14 days

Source: Nova Scotia Health Authority, Healthcare Wait Times

SAFETY

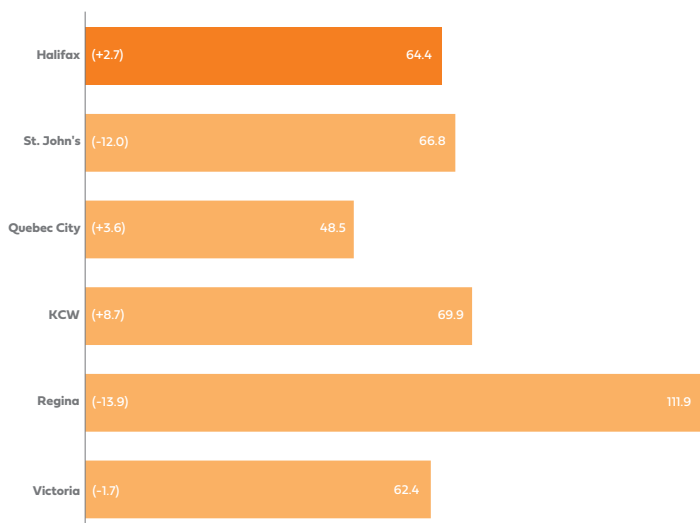
Statistics Canada's Crime Severity Index (CSI) measures the incidence and severity of crime over time and across cities.

After seven straight years of decreases, the CSI for Halifax increased by 2.7 points in 2017, the most recent year for which data are available. Halifax's score remains below the national average of 72.9, but the increase moves the city from the second-lowest to the third-lowest position among benchmark cities.

Halifax's Violent Crime Severity Index (VCSI) increased by 6.8 points in 2017 to 86.7. This score is higher than the Canadian average and second highest among benchmark cities. Notably, Quebec City and Kitchener-Cambridge-Waterloo both experienced double-digit increases in VCSI scores, while Regina saw a significant decrease.

FIGURE 54: CRIME SEVERITY INDEX AND ANNUAL CHANGE

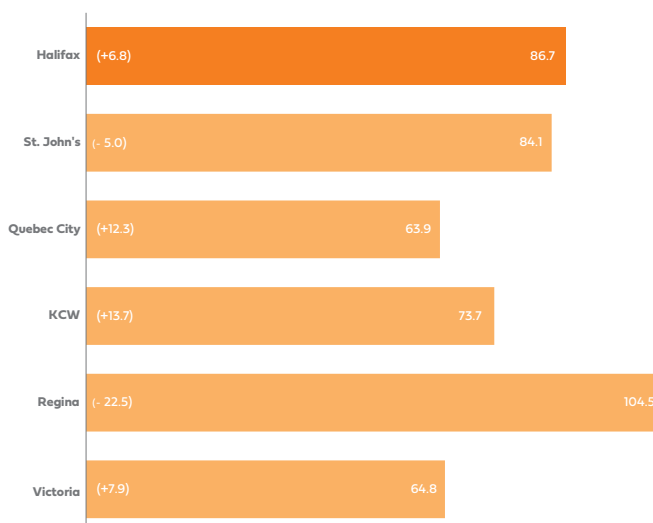
Benchmark Cities, 2017



Source: Statistics Canada, Uniform Crime Reporting Survey

FIGURE 55: VIOLENT CRIME SEVERITY INDEX AND ANNUAL CHANGE

Benchmark Cities, 2017



Source: Statistics Canada, Uniform Crime Reporting Survey

ENVIRONMENT

The waste diversion rate represents the amount of residential solid waste diverted from the landfill to recycling. This rate continues to improve, reaching 60.3% for 2017-18.

Nova Scotia Power continues to demonstrate progress towards its 2020 target of having 40% of total electricity generation coming from renewable sources. In 2018, 31% of the electricity supply came from renewable energy, such as wind, tidal, biomass, and hydroelectric power.

Environment and Climate Change Canada (ECCC), in concert with provincial bodies, issues Air Quality Advisories, which explain adverse air quality situations including forest fire smoke and the persistence of pollutants such as sulphur dioxide.

TABLE 12: WASTE DIVERSION RATE

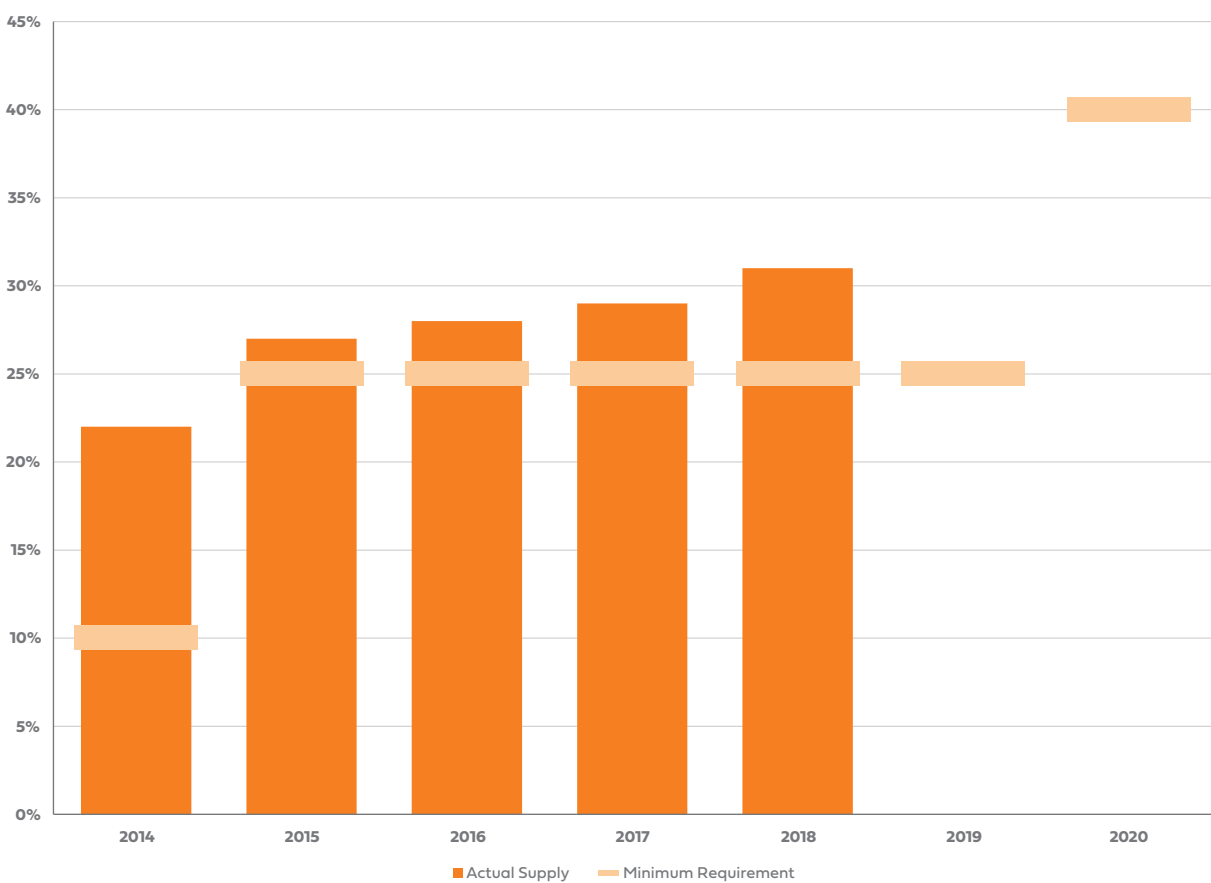
Halifax, Share of Solid Waste Diverted, 2015 to 2018

Waste Diversion	
Year	Division Rate
2015-16	58.7%
2016-17	59.5%
2017-18	60.3%

Source: Halifax Regional Municipality – Transportation and Public Works

FIGURE 56: RENEWABLE ENERGY SUPPLY AND REQUIREMENTS

Nova Scotia, Share of Total Supply, 2014 to 2020



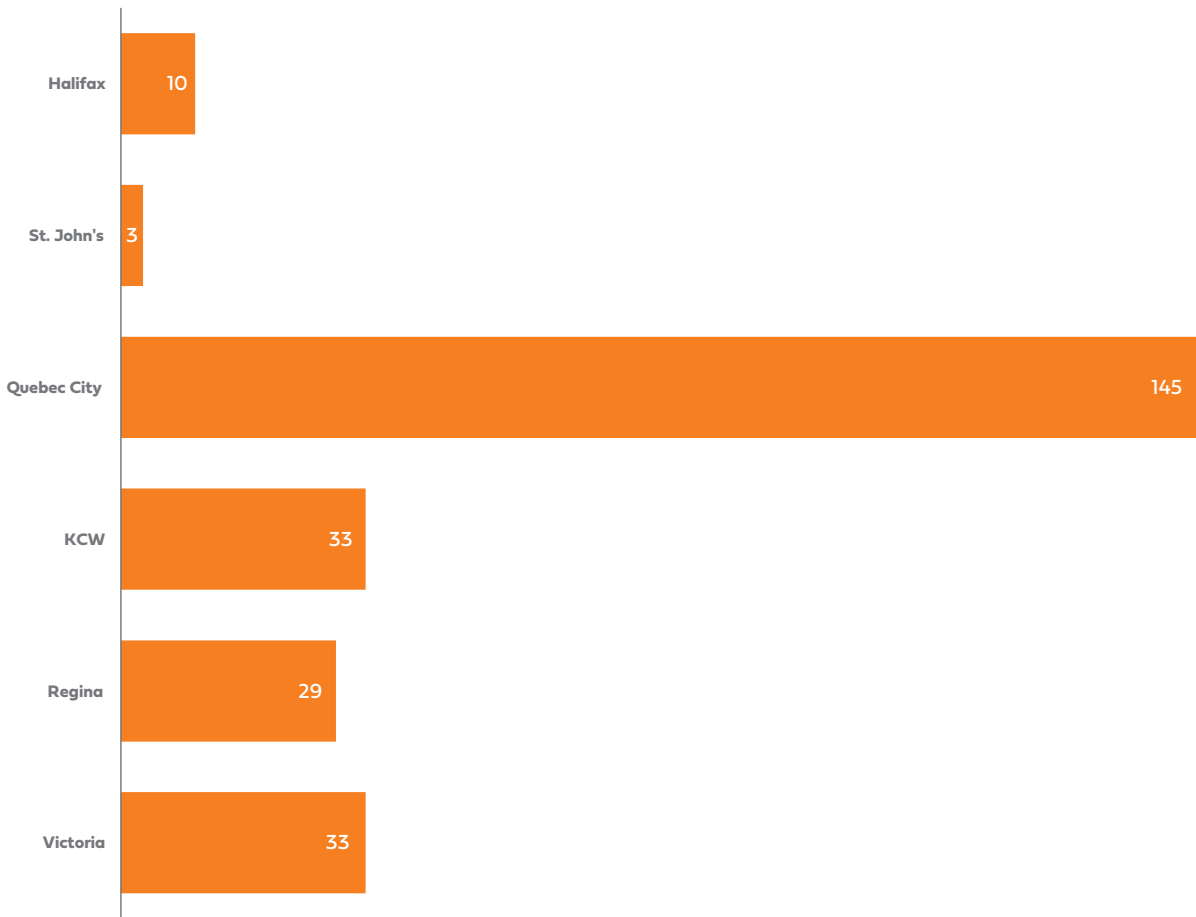
Source: Nova Scotia Power, Renewable Electricity Regulations

Air Quality Advisories caution the public about poor environmental conditions and warn at-risk populations about possible health impacts.

Since 2009, Halifax has experienced only 10 days of Air Quality Advisories, the second lowest among the six benchmark cities. In 2018, an Air Quality Advisory was issued for Halifax as a result of forest fires and lasted for two days. Halifax saw the most Air Quality Advisories it has in the last ten years in 2015, which lasted for five consecutive days due to forest fire smoke.

Quebec City has experienced a disproportionate number of Air Quality Advisories in comparison to the six benchmark cities. These have been mainly triggered by smog. In the last 10 years, Air Quality Advisories were issued in Regina and Victoria, mainly because of forest fires, and in Kitchener-Cambridge-Waterloo due to a mix of smog and forest fires. St. John’s has experienced only three days of advisories in the last 10 years, which occurred consecutively in 2013 because of a forest fire.

FIGURE 57: INCIDENCE OF AIR QUALITY ADVISORIES
Benchmark Cities, Days with Air Quality Advisories, 2009 to 2018



Source: Environment and Climate Change Canada

The background is a vibrant, abstract composition of swirling colors. The top half is dominated by deep blues and purples, with streaks of teal and green. The bottom half features bright reds, pinks, and magentas, transitioning into yellows and greens at the very bottom. Scattered throughout the composition are several small, solid gold-colored circles. The overall texture is fluid and organic, resembling a marbled paper or a liquid paint pour.

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