

# What we heard from the community.

Town residents and businesses were invited to provide input on the 2024 Municipal Budget through an online survey that launched July 28<sup>th</sup> and closed September 5<sup>th</sup>.

Administration and Council want to thank those that took time to complete the 2024 Municipal Budget survey. This survey promotes transparency and serves to engage residents and businesses on the budgeting process. Information collected from the survey will inform Council decisions based on what the community values most.

289 - Survey Participants = 8% of Crossfield (289/3,599 *per 2021 Federal Census*)

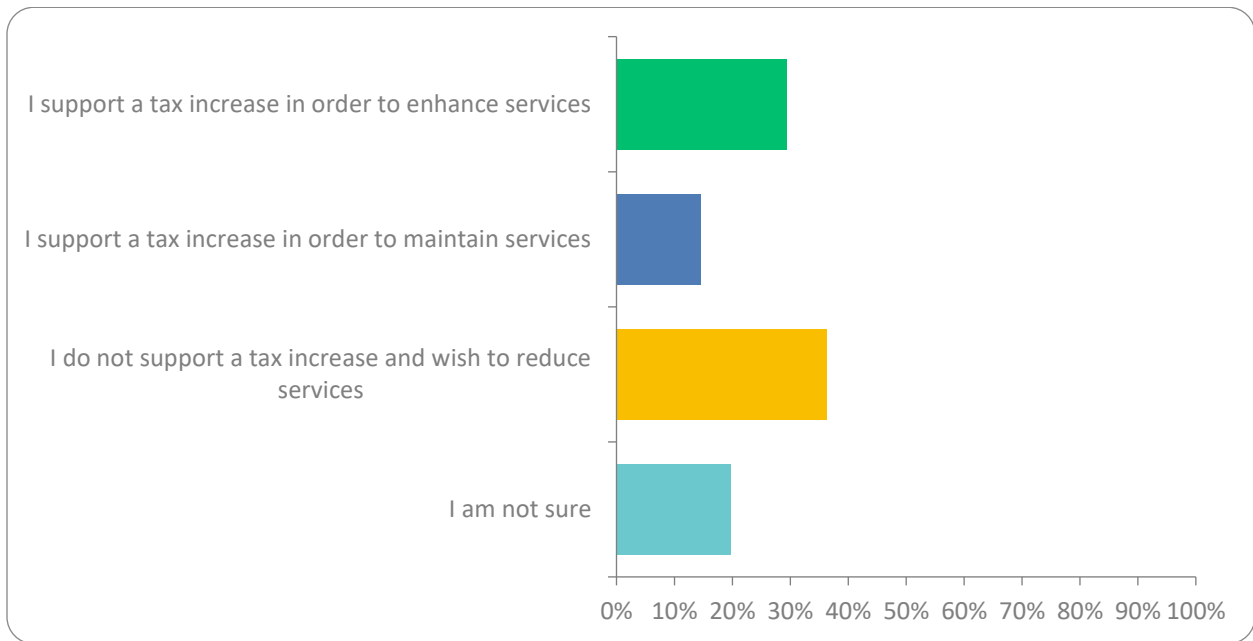
6 minutes – Average length to complete



## Survey Results

Question 1 – Which statement best describes your position regarding property taxation in Crossfield?

- 44% of respondents support a tax increase
- 36% of respondents do not support a tax increase
- 20% of respondents are unsure

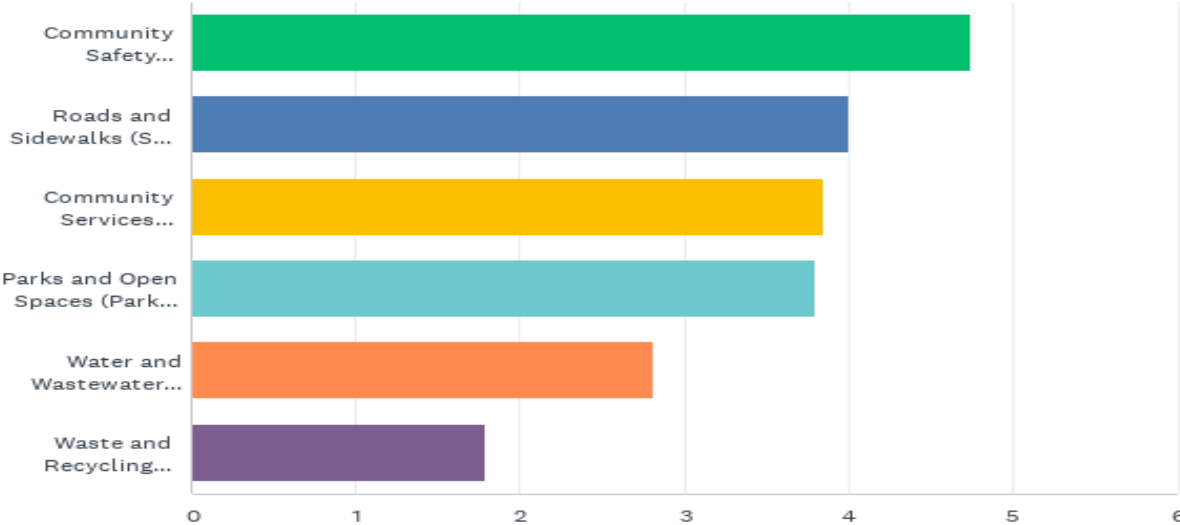


ANSWER CHOICES	RESPONSES	
I support a tax increase in order to enhance services	29.41%	85
I support a tax increase in order to maintain services	14.53%	42
I do not support a tax increase and wish to reduce services	36.33%	105
I am not sure	19.72%	57
<b>TOTAL</b>		<b>289</b>

Question 2 – Based on what’s important to you, how should the Town prioritize its spending in the upcoming budget?

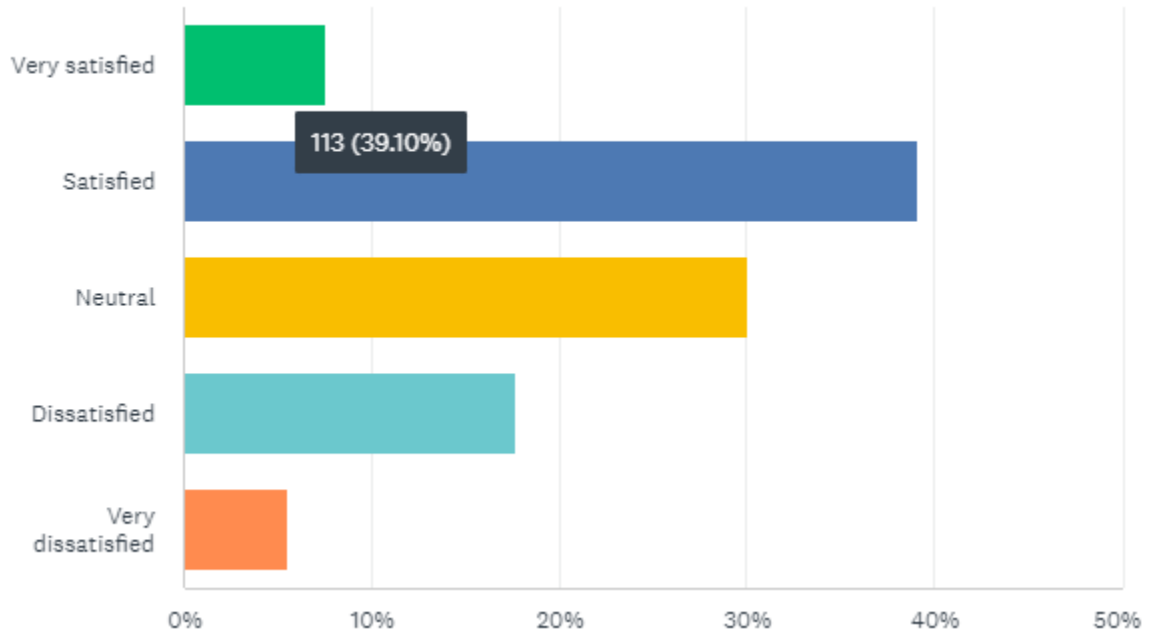
Top 3 Most Important to you:

- 1. **Community Safety** (Municipal Enforcement, Fire Services, RCMP, Emergency Management)
- 2. **Roads and Sidewalks** (Snow & Ice Control, Road Maintenance, Signage)
- 3. **Community Services** (Community Events, Recreation Facilities, Library, Programming for Children/Youth/Seniors)



Question 3- Would you say that you are generally satisfied or dissatisfied with the overall quality of services provided to residents/businesses in the Town of Crossfield?

- 47% of respondents are satisfied or very satisfied
- 30% of respondents are neutral
- 23% of respondents are dissatisfied or very dissatisfied



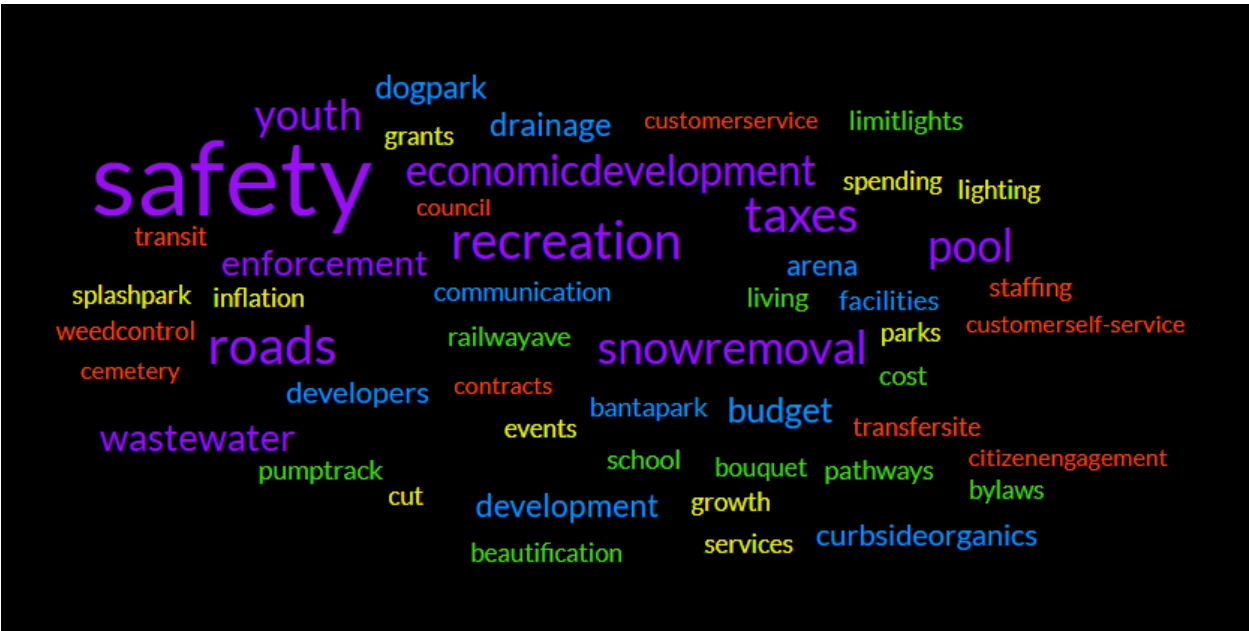
ANSWER CHOICES	RESPONSES	
Very satisfied	7.61%	22
Satisfied	39.10%	113
Neutral	30.10%	87
Dissatisfied	17.65%	51
Very dissatisfied	5.54%	16
<b>TOTAL</b>		<b>289</b>

Question 4- What community issues, trends or services do you think the Town of Crossfield should be paying attention to when making 2024 budgeting decisions? Please be as specific as possible.

- 201 Comments
- 71 Issues/Trends/Services identified
- 379 Total Issues/Trends/Services mentioned (*some comments contained multiple Issues/Trends/Services*)

**Most Popular Issues/Trends/Services:**

Issue/Trend/Service	# of mentions	% of total mentions	Issue/Trend/Service	# of mentions	% of total mentions
Safety	71	18.7%	Pool	18	4.7%
Roads	26	6.9%	Youth	17	4.5%
Recreation	24	6.3%	Economic Development	16	4.2%
Taxes	23	6.1%	Wastewater	13	3.4%
Snow Removal	20	5.3%	Enforcement	12	3.2%

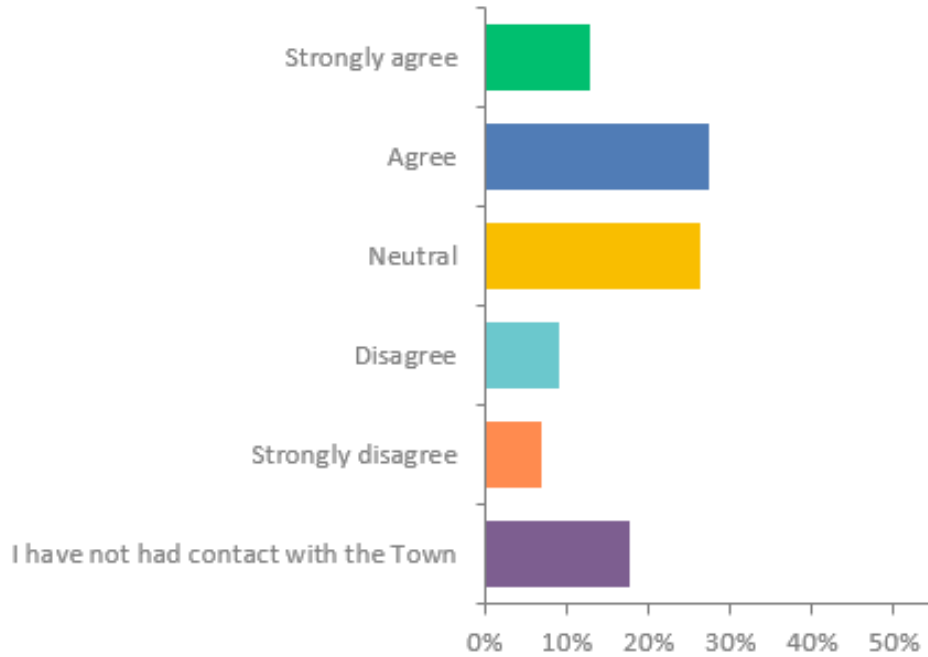


Some comments included issues or services outside of the Town’s mandate, such as

- Alberta Education – schools
- Alberta Transportation – area highways
- Economic Conditions – inflation

Question 5- I feel heard when I contacted the Town with a question or concern. Even if I don't like the answer, I am treated with respect.

- 40% of respondents agree or strongly agree
- 16% of respondents disagree or strongly disagree
- 44% have not had contact with the Town or are neutral

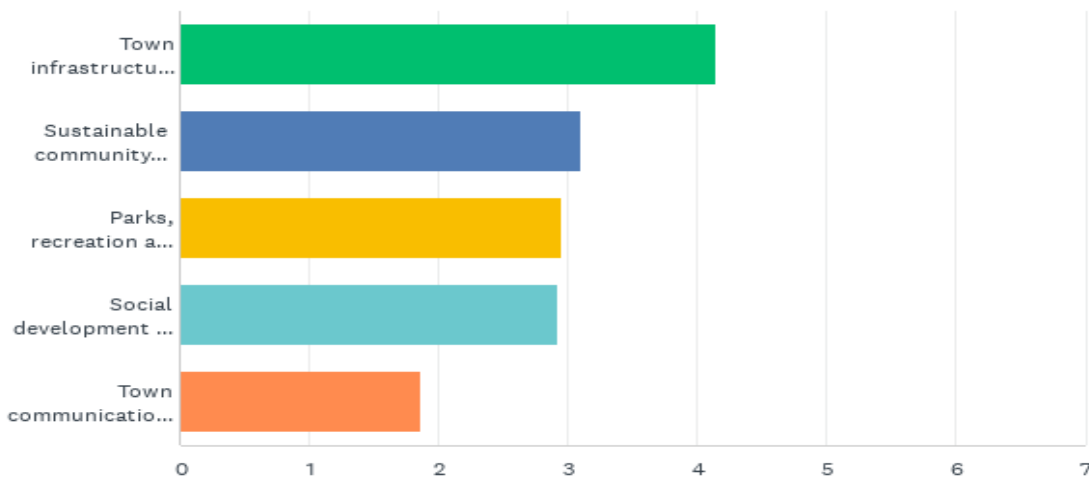


ANSWER CHOICES	RESPONSES	
Strongly agree	12.80%	37
Agree	27.34%	79
Neutral	26.30%	76
Disagree	9.00%	26
Strongly disagree	6.92%	20
I have not had contact with the Town	17.65%	51
<b>TOTAL</b>		<b>289</b>

Question 6- Council has identified 5 priorities to guide the development of the Town. Rank the following priorities from 1-5; 1 being the most important to you and the community.

Top 3 priorities:

1. **Town Infrastructure** (To ensure Crossfield has quality infrastructure, such as buildings, fleet, roads and watermain, to support and sustain growth.)
2. **Sustainable Community Growth** (Promote environmental stewardship in responsible land use, environmental protection, economic impact, social equality, and community benefit.)
3. **Parks, Recreation and Beautification** (Contribute to the environmental health of the community through the preservation and improvement of parks, open spaces and recreation as well as the beautification of public spaces.)

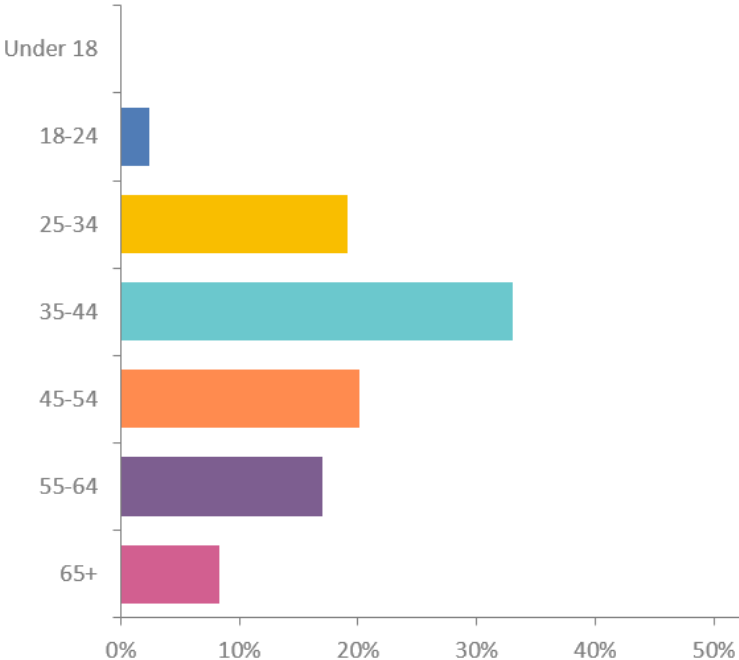


# Demographics

Survey respondents were asked to provide some information about themselves. This information allows decision makers to better understand certain background characteristics of the survey audience.

## Question 7 – Respondent Age

- 22% of respondents are under 35
- 53% of respondents are between 35-55
- 25% of respondents are over 55
- 1 respondent skipped this question

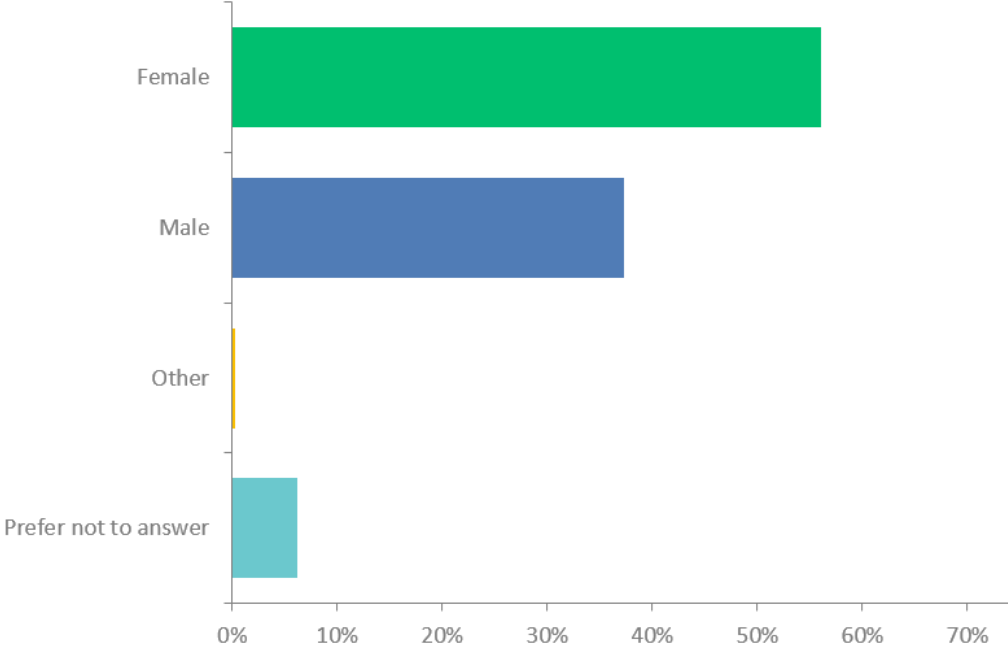


ANSWER CHOICES	RESPONSES	
Under 18	0%	0
18-24	2.43%	7
25-34	19.10%	55
35-44	32.99%	95
45-54	20.14%	58
55-64	17.01%	49
65+	8.33%	24
TOTAL		288



### Question 8 – Respondent Gender

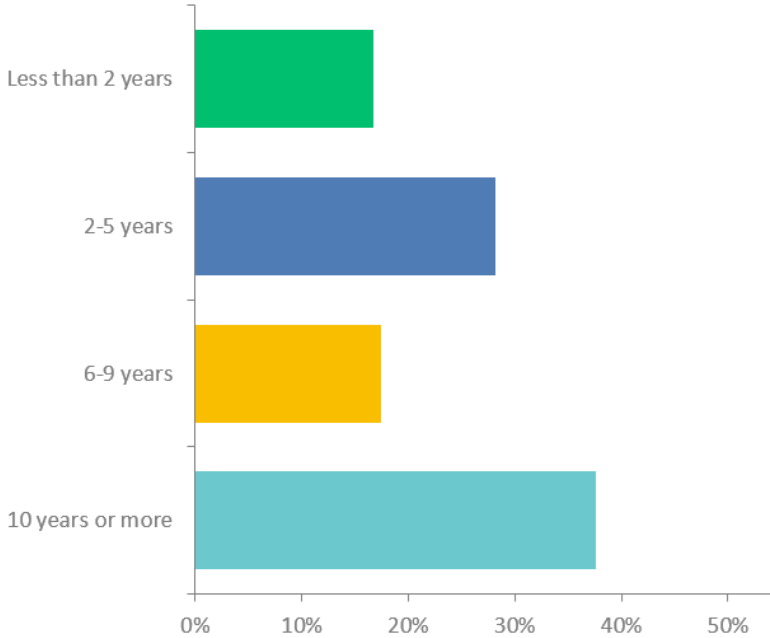
- 2 respondents skipped this question
- 56% of respondents are female
- 37% of respondents are male



ANSWER CHOICES	RESPONSES	
Female	56.10%	161
Male	37.28%	107
Other	0.35%	1
Prefer not to answer	6.27%	18
<b>TOTAL</b>		<b>287</b>

Question 9 – How long have you been living or operating a business in the Town of Crossfield?

- 45% of respondents have been living or operating a business for 5 years or less
- 55% of respondents have been living or operating a business for 6 years or more
- 2 respondents skipped this question

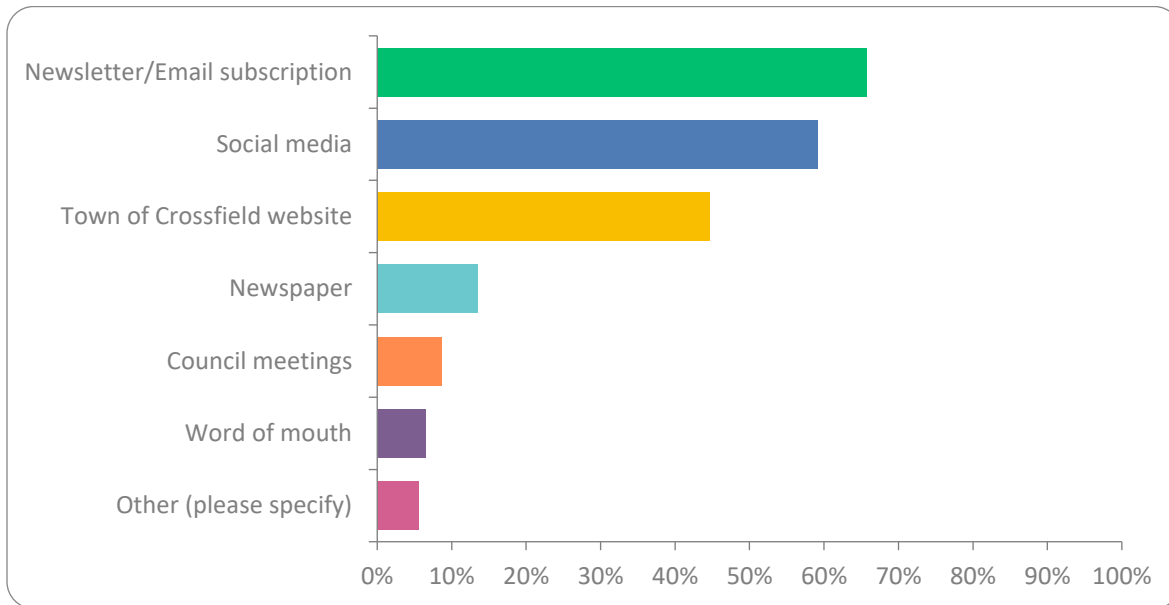


ANSWER CHOICES	RESPONSES	
Less than 2 years	16.72%	48
2-5 years	28.22%	81
6-9 years	17.42%	50
10 years or more	37.63%	108
<b>TOTAL</b>		<b>287</b>

## Communication

Survey respondents were asked how they prefer to receive information from the Town. This is useful information as it will help the Town understand how to best reach residents and businesses.

Question 10- How do you prefer to receive information from the Town of Crossfield?  
Check all that apply.



ANSWER CHOICES	RESPONSES	
Newsletter/Email subscription	65.74%	190
Social media	59.17%	171
Town of Crossfield website	44.64%	129
Newspaper	13.49%	39
Council meetings	8.65%	25
Word of mouth	6.57%	19
Other (please specify)	5.54%	16
<b>TOTAL</b>		<b>589</b>

The budget survey was communicated on the Town’s website and Facebook page. Posters were placed in high visible locations throughout town and flyers were distributed to all mailboxes. A QR code was created to make accessing the survey quick and easy.

Paper copies of the survey were available at the Town Office and paper copies were delivered to the Golden Key Club and the Crossfield Lodge and Manor.

Question 11 – Do you have any other feedback to share with the Town?

This optional question was added as an opportunity for residents and businesses to provide additional feedback.

- 78 Comments
- 41 Distinct Issues were identified
- 129 Issues were mentioned (*some comments contained multiple issues*)

Issue	# of mentions	% of total mentions	Issue	# of mentions	% of total mentions
Praise	12	9.3%	Development	6	4.7%
Taxes	10	7.8%	Enforcement	6	4.7%
Communication	9	7.0%	Safety	6	4.7%
Council	9	7.0%	Youth	6	4.7%
Budget	7	5.4%	Recreation/Small Town/Beautification	4	3.1%

