

TOWN OF CROSSFIELD

Municipal Development Plan What We Learned Report

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1.0 PROJECT BACKGROUND

The Town of Crossfield (the Town) is updating the Municipal Development Plan (MDP). The current MDP was adopted in 2018, and with priorities evolving over time, specific areas of the MDP are being updated to better align with the current priorities of the day, as it relates to Council and the Community's vision for future growth. The document will also be re-formatted, with illustrations added, to make it more user-friendly and easier to navigate.

Engagement is an important element of the MDP process to consider community priorities and build awareness of MDP within the Town. The purpose of the public engagement was to inform residents about the updated vision and desired outcomes and gather their perspectives on what is most important to them. This feedback will provide Council with valuable insights into community priorities. It also sought input on what aspects of the Town residents wish to protect and improve over time. The public was engaged through various methods, including informational posters with survey links, an online survey via SurveyMonkey, and a booth at the September 10th, 2024, Community Fest. At the festival, residents were asked to identify which key areas addressed by the MDP—such as housing, parks, recreation, and infrastructure—are most important to them.

TACTIC OVERVIEW

SURVEY

A survey was conducted from August 29th, 2024, until September 12th, 2024. The survey was available online through the Town of Crossfield's website and was promoted through the Town's social media including Facebook, Instagram, and Twitter. The survey was also included in the Town's monthly e-News distribution list. The survey was also made available at the Town's civic centre for individuals to fill out paper copies.

In total, 146 individuals responded to the survey.

POP-UP BOOTH

A pop-up booth took place on September 10th, 2024, from 4-7pm at the Town's Community Fest event. The booth included information about the MDP update, and an opportunity to participate in an engagement activity designed to understand the community's priority areas in the MDP. The activity was aimed to be inclusive to both adults and children (approximately 5 and older). Town project team members and Council attended the booth to answer questions and facilitate the engagement activities.

In total, approximately 108 community members participated in the activity.

For participating in either the survey or engagement booth activity, community members could enter into a draw to win family-friendly games.

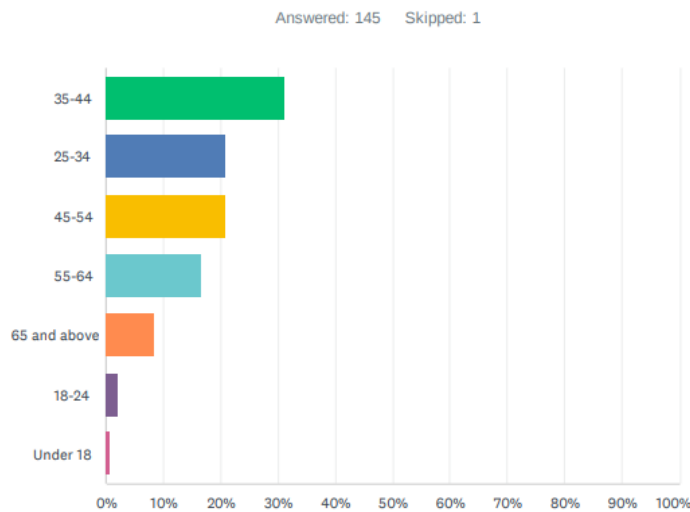
The survey was promoted at the pop-up booth through QR codes and through paper copies for individuals to fill out on-site.

ENGAGEMENT RESULTS

SURVEY

The Municipal Development Plan (MDP) survey was designed to gather insights from community members to shape the future growth and development of the municipality. The survey, consisting of 9 targeted questions, focused on understanding the demographics of respondents, what aspects of the community were most important to them, and their values and priorities for future development. The survey responses will be used to inform the MDP's community's vision, ensuring that local policies and initiatives aligned with residents' needs and aspirations.

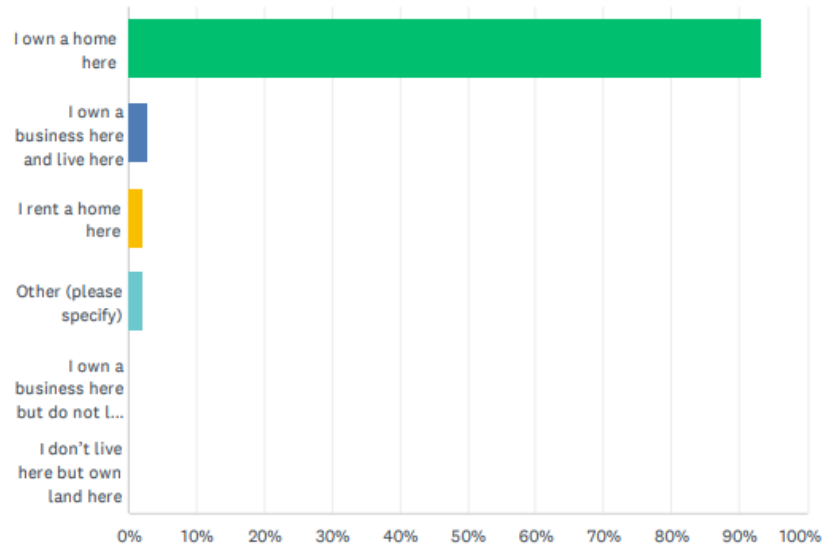
Q1: WHAT IS YOUR AGE?



ANSWER CHOICES	RESPONSES
35-44	31.03% 45
25-34	20.69% 30
45-54	20.69% 30
55-64	16.55% 24
65 and above	8.28% 12
18-24	2.07% 3
Under 18	0.69% 1
TOTAL	145

Q2: WHAT IS YOUR CURRENT RELATIONSHIP TO CROSSFIELD?

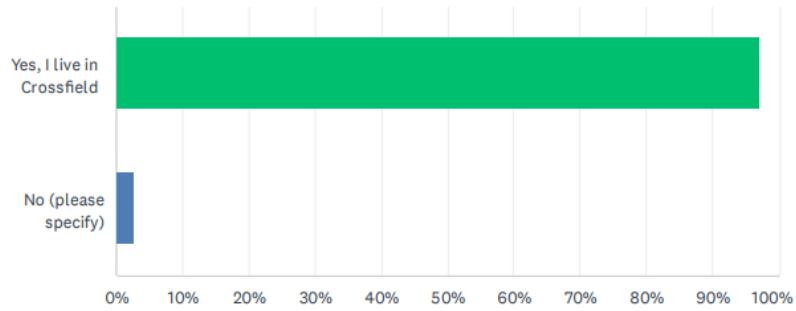
Answered: 145 Skipped: 1



ANSWER CHOICES	RESPONSES	
I own a home here	93.10%	135
I own a business here and live here	2.76%	4
I rent a home here	2.07%	3
Other (please specify)	2.07%	3
I own a business here but do not live here	0.00%	0
I don't live here but own land here	0.00%	0
TOTAL		145

Q3: DO YOU CURRENTLY LIVE IN CROSSFIELD? PLEASE NOTE THAT THIS DOCUMENT WILL ONLY APPLY TO LAND SITUATED WITHIN CROSSFIELD TOWN LIMITS.

Answered: 145 Skipped: 1



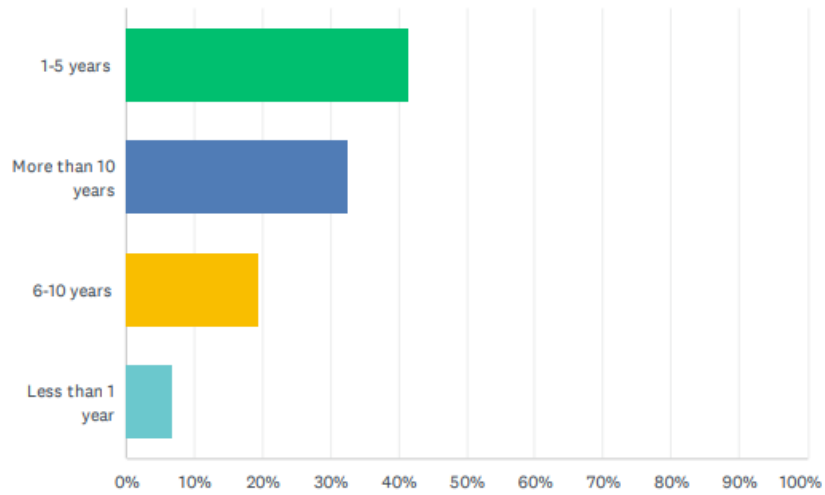
ANSWER CHOICES	RESPONSES	
Yes, I live in Crossfield	97.24%	141
No (please specify)	2.76%	4
TOTAL		145

Other responses included:

- Farms near Crossfield
- Calgary
- Airdrie

Q4: HOW LONG HAVE YOU LIVED IN CROSSFIELD?

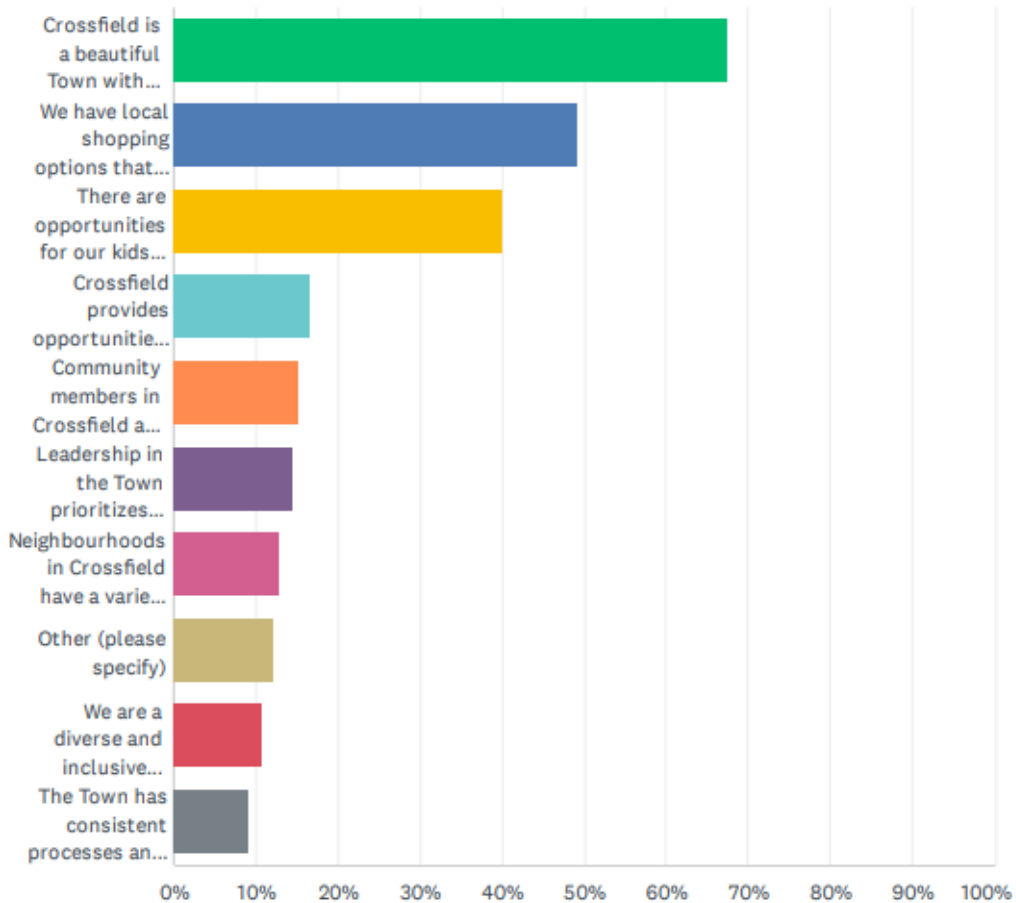
Answered: 145 Skipped: 1



ANSWER CHOICES	RESPONSES	
1-5 years	41.38%	60
More than 10 years	32.41%	47
6-10 years	19.31%	28
Less than 1 year	6.90%	10
TOTAL		145

Q5: IF YOU OVERHEARD SOMEONE DESCRIBE CROSSFIELD 20 YEARS FROM NOW, WHAT COMMUNITY DESCRIPTIONS WOULD MAKE YOU MOST PROUD TO CALL THIS TOWN HOME? PLEASE PICK YOUR TOP 3.

Answered: 132 Skipped: 14



ANSWER CHOICES	RESPONSES	
Crossfield is a beautiful Town with desirable, attractive public parks and spaces	67.42%	89
We have local shopping options that fulfill our needs	49.24%	65
There are opportunities for our kids to work and live in the community when they have finished schooling	40.15%	53
Crossfield provides opportunities for diverse economic growth	16.67%	22
Community members in Crossfield are engaged and informed	15.15%	20
Leadership in the Town prioritizes open and consistent communication around the state of the community	14.39%	19
Neighbourhoods in Crossfield have a variety of housing types that support different demographic and income needs	12.88%	17
Other (please specify)	12.12%	16
We are a diverse and inclusive community with a committed group of volunteers	10.61%	14
The Town has consistent processes and decision making	9.09%	12
Total Respondents: 132		

Other responses included:

- Safe place for children
- Has the benefits of a small town
- Less housing development
- Affordability
- The Town is fiscally responsible and attracts residents and businesses
- None of these options apply to Crossfield

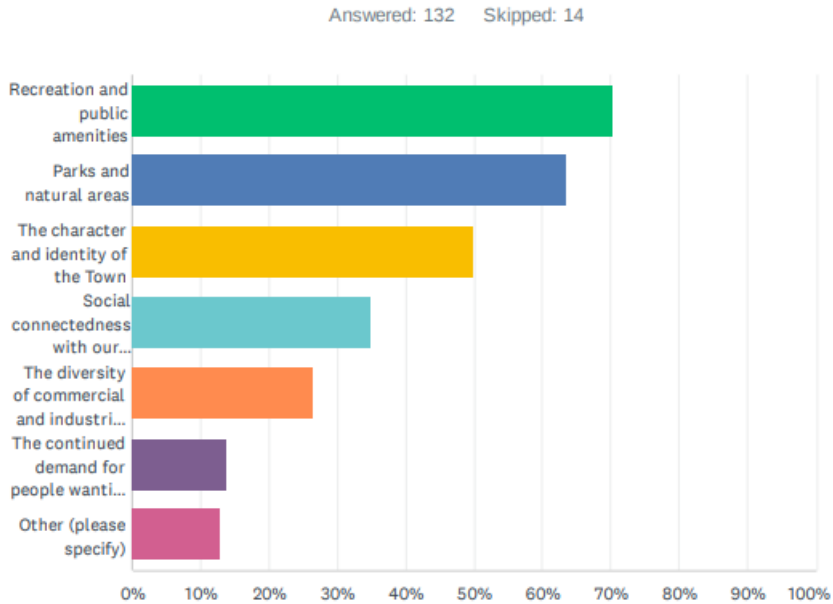
Q6: IF YOU COULD ONLY USE ONE WORD OR SENTENCE TO DESCRIBE WHAT YOU VALUE MOST ABOUT CROSSFIELD, WHAT WOULD THAT BE?

A Word Cloud was created to illustrate the responses to Question 6. Responses were analyzed and themed into key words and then generated into the Word Cloud graphic. The themes that were more common have been represented with larger text, and themes that were less common have been represented with smaller text, and

Answered: 124 Skipped: 22



Q7: AS THE COMMUNITY CONTINUES TO GROW AND EVOLVE, WHAT WOULD YOU CONSIDER THE MOST IMPORTANT CHARACTERISTICS TO PRESERVE THAT MAKE CROSSFIELD SPECIAL? PLEASE PICK YOUR TOP 3.



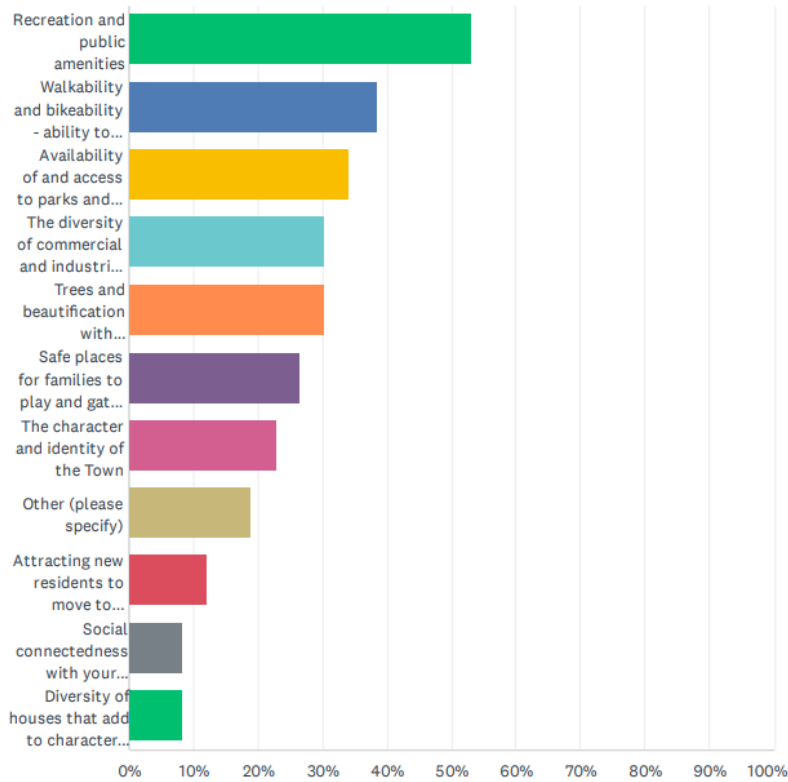
ANSWER CHOICES	RESPONSES	
Recreation and public amenities	70.45%	93
Parks and natural areas	63.64%	84
The character and identity of the Town	50.00%	66
Social connectedness with our neighbours	34.85%	46
The diversity of commercial and industrial businesses	26.52%	35
The continued demand for people wanting to move to Crossfield	13.64%	18
Other (please specify)	12.88%	17
Total Respondents: 132		

Other responses included:

- History and character of the Town
- Safety and low crime rates
- Affordability
- Larger lot sizes

**Q8: WHAT ARE THE THINGS ABOUT YOUR COMMUNITY THAT YOU WANT TO IMPROVE?
PLEASE PICK YOUR TOP 3.**

Answered: 132 Skipped: 14



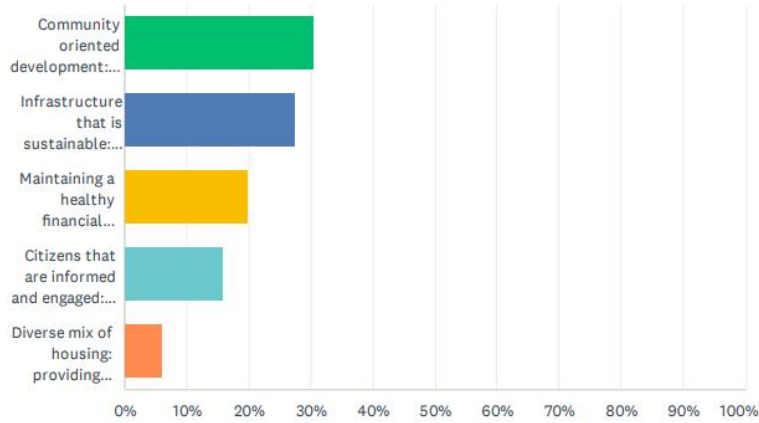
ANSWER CHOICES	RESPONSES
Recreation and public amenities	53.03% 70
Walkability and bikeability - ability to bike and walk places, in a relatively direct manner	38.64% 51
Availability of and access to parks and green spaces	34.09% 45
The diversity of commercial and industrial businesses	30.30% 40
Trees and beautification with landscaping, public art, and architectural standards	30.30% 40
Safe places for families to play and gather	26.52% 35
The character and identity of the Town	22.73% 30
Other (please specify)	18.94% 25
Attracting new residents to move to Crossfield	12.12% 16
Social connectedness with your neighbours	8.33% 11
Diversity of houses that add to character of the neighbourhood, and provide places to live for a range of demographics and tenures	8.33% 11
Total Respondents: 132	

Other responses included:

- Diversity of businesses, more places to work in Crossfield
- Lower property taxes
- Local healthcare options
- Police presence to deter crime
- More park amenities like benches and gathering areas
- Condition of roads
- Dog parks, or designated off-leash areas
- Development that aligns with small town living
- School amenities
- Community mailboxes
- Increased dialog between community and Council

Q9: THE UPDATE TO THE PLAN HAS IDENTIFIED THE FOLLOWING DESIRED OUTCOMES THAT THE COMMUNITY WILL CONTINUE TO WORK TOWARDS. ALL OF THESE ARE IMPORTANT FOR OUR COMMUNITY, HOWEVER IF YOU HAD TO CHOOSE ONE AS A PRIORITY FOCUS AREA, WHICH IS THE MOST IMPORTANT TO YOU?

Answered: 131 Skipped: 15



ANSWER CHOICES	RESPONSES	
Community oriented development: grow in a family-friendly way that enhances quality of life and fosters community interaction.	30.53%	40
Infrastructure that is sustainable: balancing short-term growth with long-term infrastructure management (i.e., ensuring Town can maintain and replace servicing overtime)	27.48%	36
Maintaining a healthy financial position: balancing residential and non-residential tax revenues to maintain and replace infrastructure efficiently for long-term stability and quality service.	19.85%	26
Citizens that are informed and engaged: getting the community involved in discussions and decisions helps residents understand and shape the Town's goals, encouraging everyone to take responsibility and feel a sense of ownership for Crossfield's future.	16.03%	21
Diverse mix of housing: providing diverse and attainable (i.e., available and affordable) housing to meet community needs, foster a resilient economy and vibrant community.	6.11%	8
TOTAL		131

POP-UP BOOTH

An engagement activity was conducted at the pop-up booth to collect feedback on community priority areas within the MDP.



Upon entering the booth, participants were given 3 marbles to vote for the policy areas that were most important to them. The results are outlined in the table below.

Topic Area	Description	Votes
Public Spaces & Amenities	Public spaces and amenities contribute to the aesthetic of the community and help attract and retain residents and businesses. They can include streetscapes, public parks, recreation areas/facilities, decorative art and furniture.	93
Natural & Open Spaces	Maintaining natural, open spaces provides opportunities for people to engage with nature, preserves habitats for wildlife, and can help manage stormwater and flooding.	92
Infrastructure & Servicing	Infrastructure and services (roads, water, sewer, garbage collection, snow clearing, fire protection) play a key role in maintaining a strong and healthy community.	47
Community Character & Design	Community character and design include a cohesive blend of historic and new buildings, integration of public and private spaces, a focus on a central community core or main street, and attractive public spaces enhanced by landscaping and public art.	36
Mix of Business & Land Use	Mix of land use refers to how different types of land uses (e.g., residential, commercial, industrial) are physically and functionally integrated in the community.	36
Mix of Housing Types	Diverse housing options that are based on community need, and include considerations for affordability and accessibility at all stages of life.	20

Other community comments included:

- Connectivity and transportation around the Town, including the functionality of Provincial Highways and upgrading access to the Town through off-ramps
- Interest in maintaining open spaces while managing development opportunities (around Vista Crossing)
- Concerns around sewage servicing, odor, and an interest in potential upgrades
- Importance of engaging seniors in Town processes