



2027 PUBLIC BUDGET SURVEY *What We Heard*

Results from the Town of Crossfield
2027 Public Budget Survey



Your voice. **Your** priorities. **Your** community.

Introduction



“The 2027 Public Budget Survey provided residents and businesses with an opportunity to share their perspectives on municipal services, community priorities, infrastructure, investments, and financial planning.”

The Town of Crossfield is committed to transparent, accountable, and community-informed decision-making. As part of the annual budget planning process, the Town conducted the 2027 Public Budget Survey to better understand the priorities, preferences, and perspectives of residents and businesses regarding municipal services, infrastructure investments, and long-term financial planning.

The survey was open from May 11 to June 8, 2026, and received 119 responses from community members representing a broad cross-section of Crossfield. This represents an increase from the 104 responses received through the 2026 Public Budget Survey. Responses were collected through an online survey with paper copies distributed to Rocky View Lodge and Dr. Whillans Manor to help reduce barriers to participation and ensure seniors had an opportunity to share their perspectives.

Administration and Council thank everyone who took the time to participate. The feedback received provides valuable insight into the services, programs, and investments that matter most to the community and will help inform development of the 2027 Operating and Capital Budget.



WHY THIS MATTERS



Supports evidence-based decision-making



Helps identify community priorities



Informs budget planning and service delivery

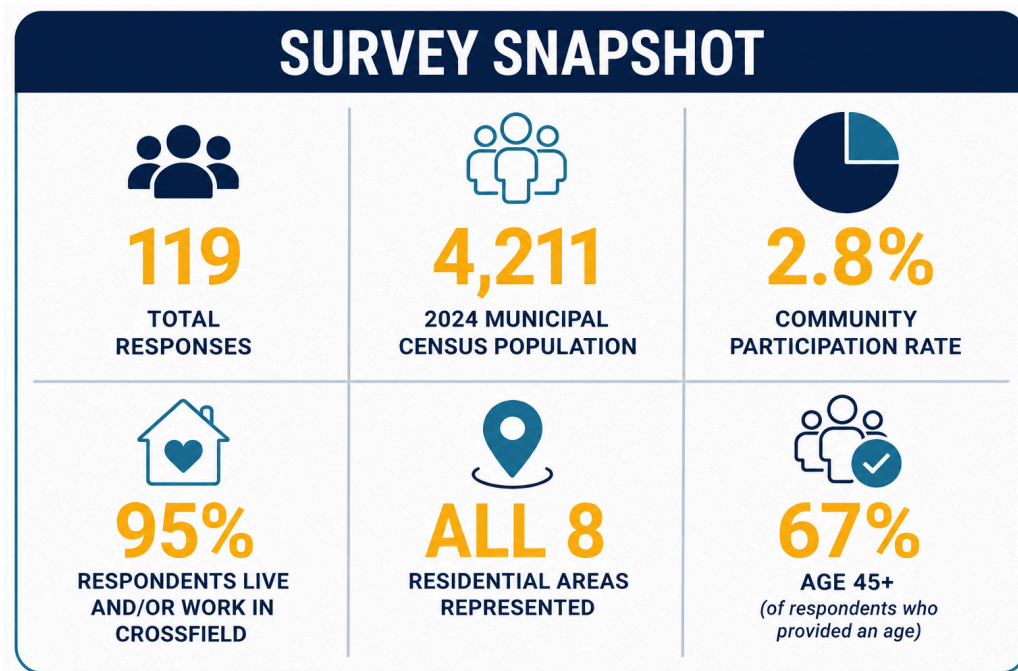


Strengthens transparency and public engagement

2027 Public Budget Survey

— at a Glance —

Thank you to everyone who took the time to share your thoughts. Your feedback helps Council make informed decisions that reflect the priorities of our community.



Who Engaged?

Understanding who participated in the 2027 Public Budget Survey provides important context for interpreting the results. A total of 119 responses were received, representing approximately 2.8% of Crossfield's 2024 Municipal Census population of 4,211 residents.

To encourage broad participation, the survey was made available online and in paper format. Paper copies were distributed to residents of Rocky View Lodge and Dr. Whillans Manor to help reduce barriers to participation and ensure seniors had an opportunity to share their perspectives.

Survey responses were received from a diverse cross-section of the community, including residents from all eight residential neighbourhoods, individuals who both live and work in Crossfield, and respondents representing a range of age groups and lengths of residency. The demographic information presented in this section helps demonstrate the diversity of participation and provides context for the perspectives shared throughout the survey.

The following figures summarize the demographic characteristics of survey respondents, including age, gender, connection to Crossfield, length of residency or business ownership, and geographic distribution throughout the community.

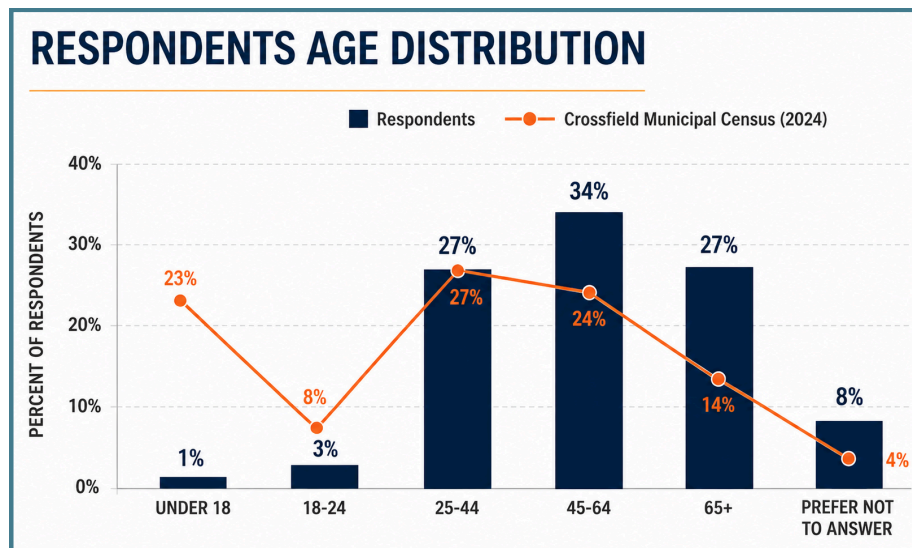


Figure 1

Figure 1 demonstrates that survey respondents represented a range of age groups within the community when compared to Crossfield's 2024 Municipal Census. Participation was highest among residents aged 45 to 64 years (34%), while respondents aged 25 to 44 years and older each accounted for 27% of responses. Overall, the survey received strong participation from middle-aged and older adults, providing valuable insight into community priorities and perspectives.

RESPONDENTS GENDER DISTRIBUTION

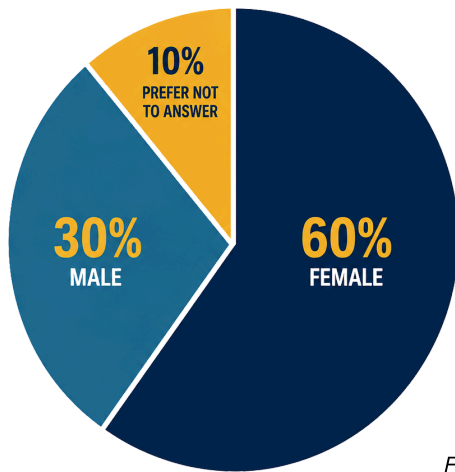


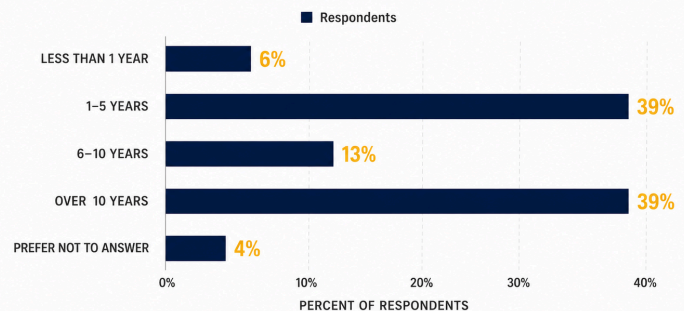
Figure 2

Note: Percentages may not total 100% due to rounding.

Figure 2 shows that survey participation was strongest among female respondents, who represented 60% of responses. Male respondents accounted for 30% of participants, while 10% chose not to disclose their gender.

Figure 3 illustrates the length of time respondents have lived in or owned a business in Crossfield. More than half of respondents (52%) indicated they have lived in or owned a business in the community for more than six years, while 45% reported being in Crossfield for five years or less. This balance provides perspectives from both long-term community members and newer residents.

DURATION IN CROSSFIELD



52% have lived or owned a business in Crossfield for more than 6 years

Figure 3

CONNECTION TO CROSSFIELD

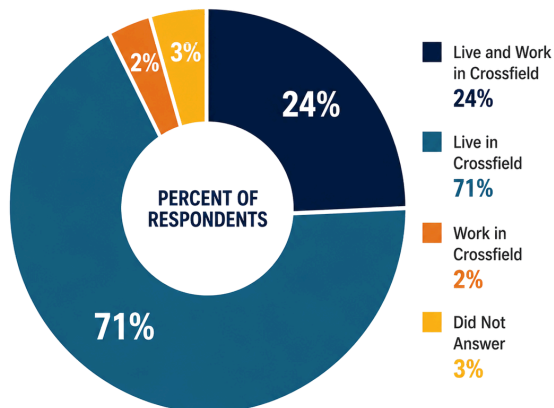


Figure 4

Note: Percentages may not total 100% due to rounding.

Figure 4 demonstrates that the vast majority of respondents have a direct connection to Crossfield. Most participants (71%) identified as residents, while 24% indicated they both live and work in the community. Together, these responses provide insight from individuals who actively engaged in the day-to-day life of Crossfield.

Figure 5 illustrates the geographic distribution of survey respondents throughout Crossfield. Responses were received from all eight residential neighbourhoods, demonstrating broad community representation across the municipality. The highest participation was received from Section 1 (26%), followed by Section 8 (15%) and Section 7 (13%). The higher response rate from Section 1 may have been influenced by the distribution of paper surveys to residents of Rocky View Lodge and Dr. Whillans Manor, which are located within this area.

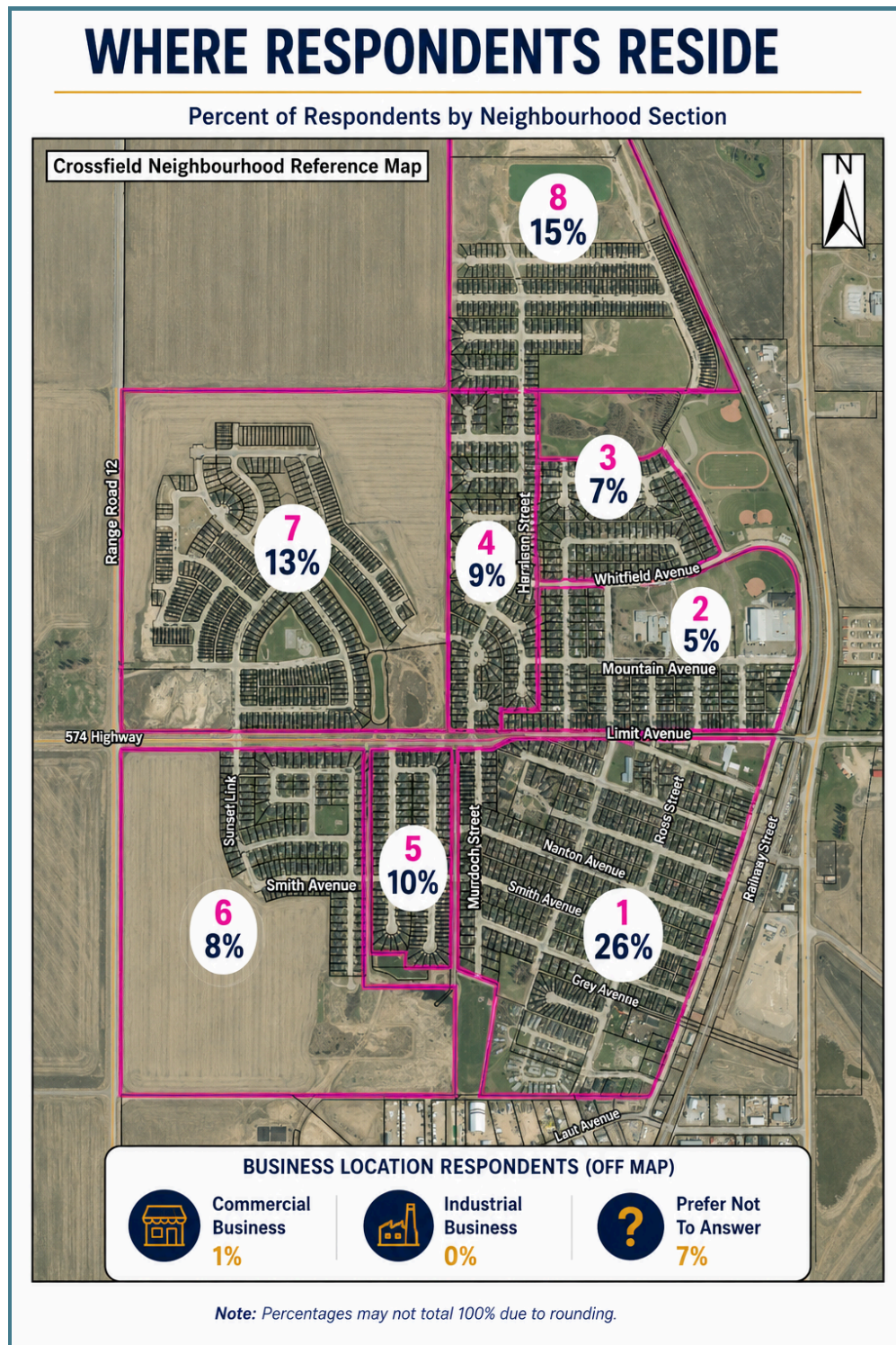


Figure 5

Community Services & Quality of Life

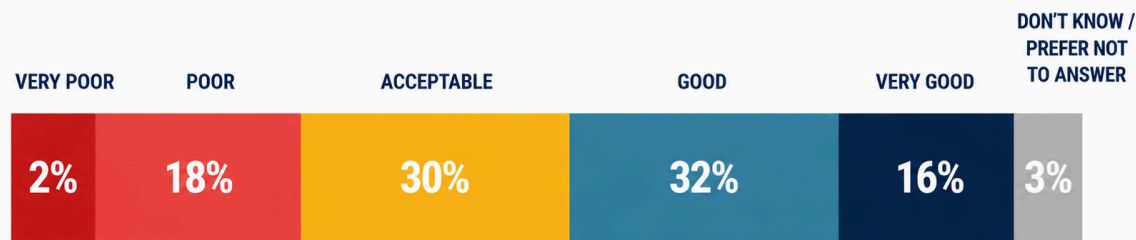
As part of the 2027 Public Budget Survey, respondents were asked to share their perspectives on how the Town of Crossfield is performing today. Questions focused on the quality of municipal services and programs, the level of service being provided, the effectiveness of Town communications, and overall quality of life within the community.

The feedback received provides valuable insight into residents' experiences and expectations. These results help identify strengths, highlight areas for improvement, and support informed decision-making as Council considers future priorities and budget investments.

OVERALL QUALITY OF SERVICES AND PROGRAMS PROVIDED BY THE TOWN OF CROSSFIELD

Q1. How would you rate the overall quality of services and programs provided by the Town of Crossfield?

Note: Quality refers to how well services are delivered.



Answered: 119

Figure 6

Figure 6 illustrates respondents' perceptions of the quality of services and programs provided by the Town of Crossfield. Nearly half of respondents (48%) rated the quality of service delivery as Good or Very Good, while 30% considered it Acceptable. 20% of respondents rated service quality as Poor or Very Poor, indicating there may be opportunities to enhance how services and programs are delivered to the community.

Additional analysis of Question 1 responses identified some geographic variation in perceptions of service quality. While responses were received from all neighbourhoods, respondents residing in Section 8 accounted for nearly half (48%) of all Poor or Very Poor ratings despite representing only 15% of survey participants. Conversely, respondents from Section 1 accounted for one-third (33%) of all Good or Very Good ratings while representing 26% of total survey participants.

Although the survey sample size within individual residential areas is limited and results should be interpreted with caution, these findings may warrant further exploration to better understand the factors influencing perceptions of municipal services across the community.

OVERALL LEVEL OF SERVICES AND PROGRAMS PROVIDED BY THE TOWN OF CROSSFIELD

Q2. How would you rate the overall level of services and programs provided by the Town of Crossfield?

Note: Level refers to the amount of service provided (i.e., frequency, response time).



Figure 7

Answered: 119

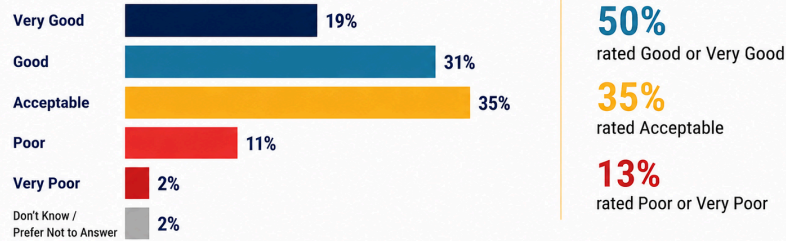
Figure 7 illustrates respondents' perceptions of the overall level of services and programs provided by the Town of Crossfield. 39% of respondents rated service levels as Good or Very Good, while 37% considered them Acceptable. 21% of respondents rated service levels as Poor or Very Poor, indicating there may be opportunities to enhance the amount of service provided, including factors such as service frequency and response times.

Additional analysis of Question 2 responses identified some geographic variation in perceptions of service levels. While responses were received from all residential areas, respondents residing in Section 8 accounted for 44% of all Poor or Very Poor ratings despite representing only 15% of survey participants. Conversely, respondents residing in Section 1 accounted for 41% of all Good or Very Good ratings while representing 26% of total survey participants.

Although the survey sample size within individual residential areas is limited and results should be interpreted with caution, these findings may warrant further exploration to better understand the factors influencing perceptions of municipal service levels across the community.

INFORMATION AND COMMUNICATION PROVIDED BY THE TOWN OF CROSSFIELD

Q3. How would you rate the information and communication provided by the Town of Crossfield (i.e., website, eNewsletter, social media)?



Answered: 119

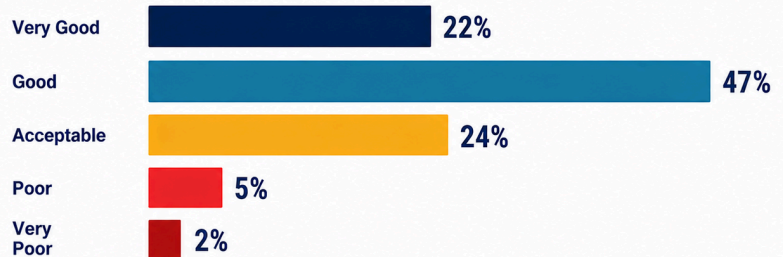
Figure 8

Figure 8 illustrates respondents' perceptions of the information and communication provided by the Town of Crossfield. Half of respondents (50%) rated Town communications as Good or Very Good, while 35% considered them Acceptable. 13% of respondents rated communications as Poor or Very Poor, indicating there may be opportunities to further enhance how information is shared with the community.

Figure 9 illustrates respondents' perceptions of the overall quality of life in Crossfield. The majority of respondents (69%) rated quality of life as Good or Very Good, while 24% considered it Acceptable. Only 7% of respondents rated quality of life as Poor or Very Poor, highlighting the strong community sentiment toward living in Crossfield.

OVERALL QUALITY OF LIFE IN CROSSFIELD

Q4. In general, how would you rate the overall quality of life in Crossfield?



Answered: 119

Figure 9



Community Priorities

Respondents were asked to identify up to three priorities they believe are most important for the future of Crossfield. The results provide insight into where residents would like to see continued investment and focus as the community grows and evolves.

Keeping the community safe emerged as the highest-ranked priority, with 69% of respondents identifying police, fire, and bylaw services as one of their top three priorities. Maintaining and improving roads and infrastructure followed closely at 63%, while parks, recreation, and community spaces ranked third at 47%.

The results suggest that residents value a balance between essential municipal services, infrastructure investment, and quality-of-life amenities. Planning for growth, supporting local economic development, and providing good customer service and communication also remained important considerations for many respondents.



Additional analysis of responses indicates that **community safety** was identified as a priority across all areas of Crossfield. The highest number of respondents selecting this priority resided in Section 1 (22 respondents), followed by Section 8 (14 respondents). Section 1 includes Rocky View Lodge and Dr. Whillans Manor and accounted for the largest share of survey respondents, which may help explain the higher number of responses from this area.

Maintaining and improving roads and infrastructure was identified as a priority by respondents across all residential areas of Crossfield. While the highest number of responses came from Section 1 (17 respondents) and Section 8 (14 respondents), support for this priority was broadly distributed throughout the community, indicating widespread interest in maintaining and enhancing municipal infrastructure.

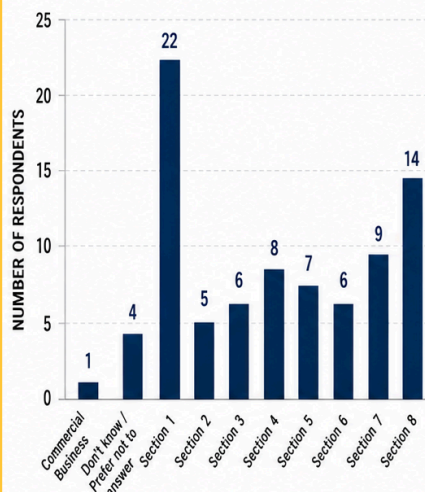
Additional analysis of responses indicates that **parks, recreation, and community spaces** were identified as a priority across all areas of Crossfield. The highest number of respondents selecting this priority resided in Section 1 (16 respondents) and Section 8 (10 respondents). While support for this priority was distributed throughout the community, the results suggest particular interest in recreation amenities and community spaces among residents in Crossfield's newer north development area.

TOP 3 COMMUNITY PRIORITIES BY SECTION

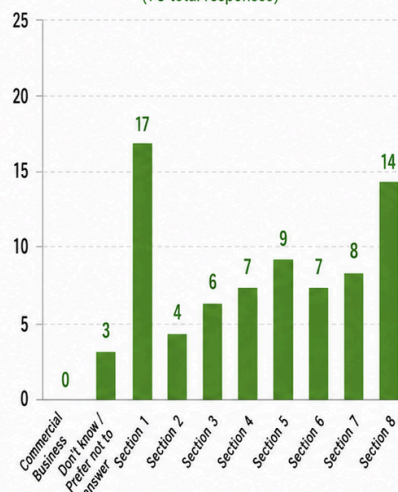
The charts below show the number of respondents from each section of Crossfield who selected each of the top 3 priorities as one of their top choices.



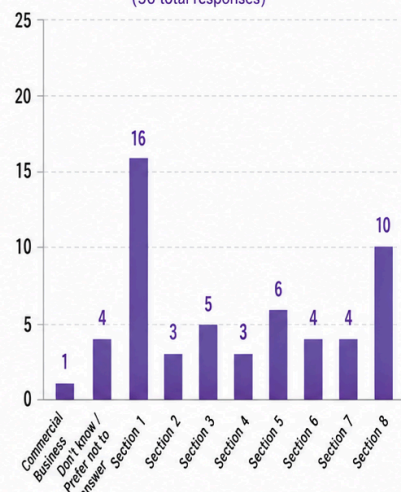
1. KEEPING THE COMMUNITY SAFE (82 total responses)



2. MAINTAINING AND IMPROVING ROADS AND INFRASTRUCTURE (75 total responses)



3. PARKS, RECREATION AND COMMUNITY SPACES (56 total responses)



Taxes, Values and Trade-Offs

Municipal property taxes are one of the primary ways local services are funded in Crossfield. These revenues support essential services and infrastructure that residents rely on every day, including roads, parks, recreation facilities, emergency services, community programs, and municipal operations.

When considering municipal budgets, communities are often faced with trade-offs between maintaining service levels, investing in infrastructure, and managing costs. To better understand residents' perspectives, the survey asked participants about the value they receive from their property taxes, their willingness to support various service and investment priorities, and how they believe future budget decisions should be approached.

The following results provide insight into how residents view municipal taxation, service delivery, and the balance between community expectations and available resources.

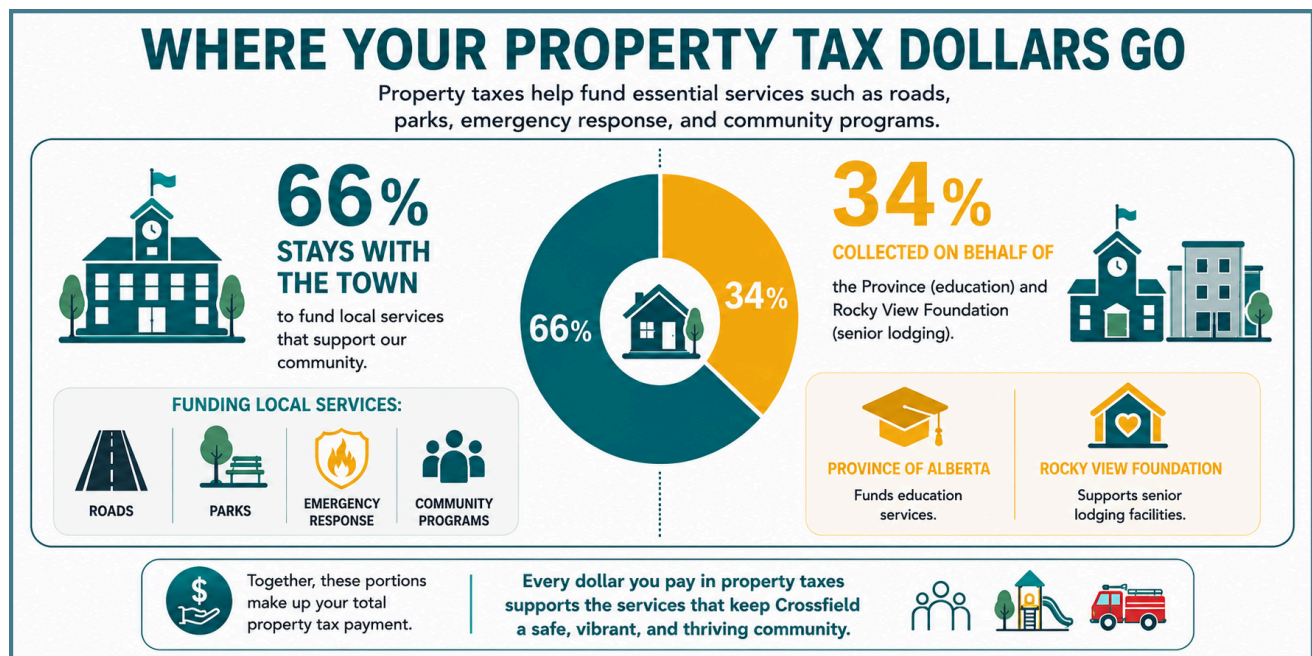


Figure 10 illustrates respondents' perceptions of the value they receive from their municipal property taxes relative to the services provided by the Town of Crossfield. 31% of respondents rated the value received as Good Value or Very Good Value, while 30% considered it Fair. 36% of respondents rated the value received as Poor Value or Very Poor Value, indicating that many residents may perceive a disconnect between the taxes they pay and the services they receive.

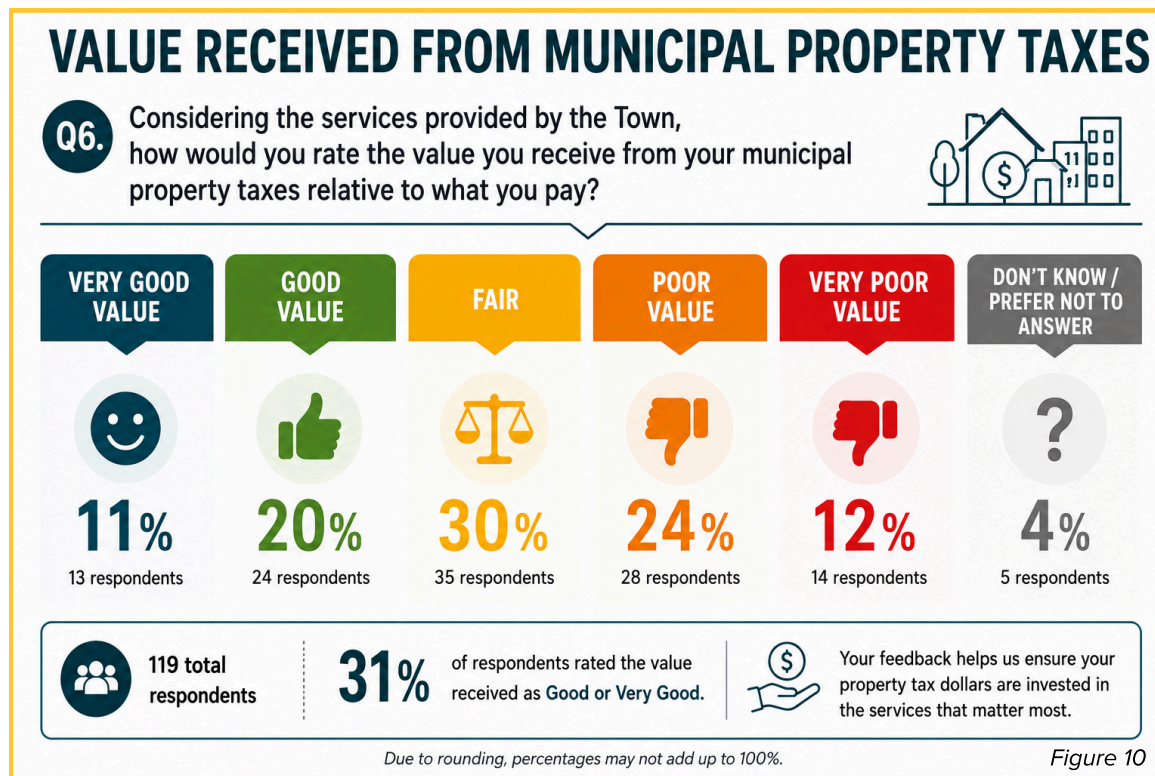
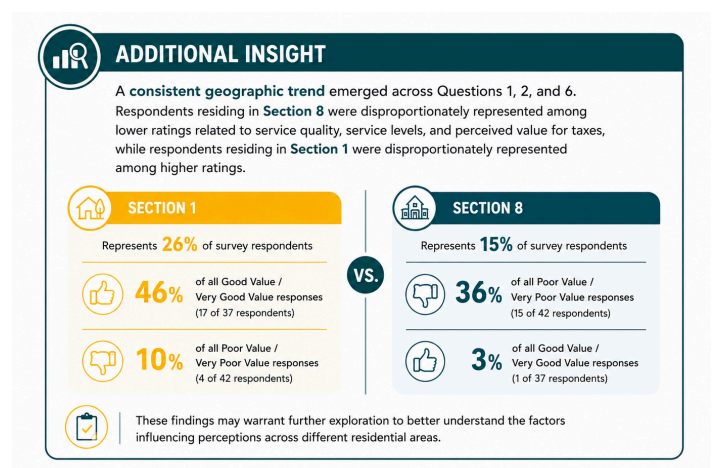


Figure 10

Additional analysis of Question 6 responses identified some geographic variation in perceptions of value. While responses were received from all residential areas, respondents residing in Section 8 accounted for 36% of all Poor Value or Very Poor Value ratings despite representing only 15% of survey participants. Conversely, respondents residing in Section 1 accounted for 46% of all Good Value or Very Good Value ratings while representing 26% of total survey participants.



Although the survey sample size within individual residential areas is limited and results should be interpreted with caution, these findings may warrant further exploration to better understand the factors influencing perceptions of value across the community.

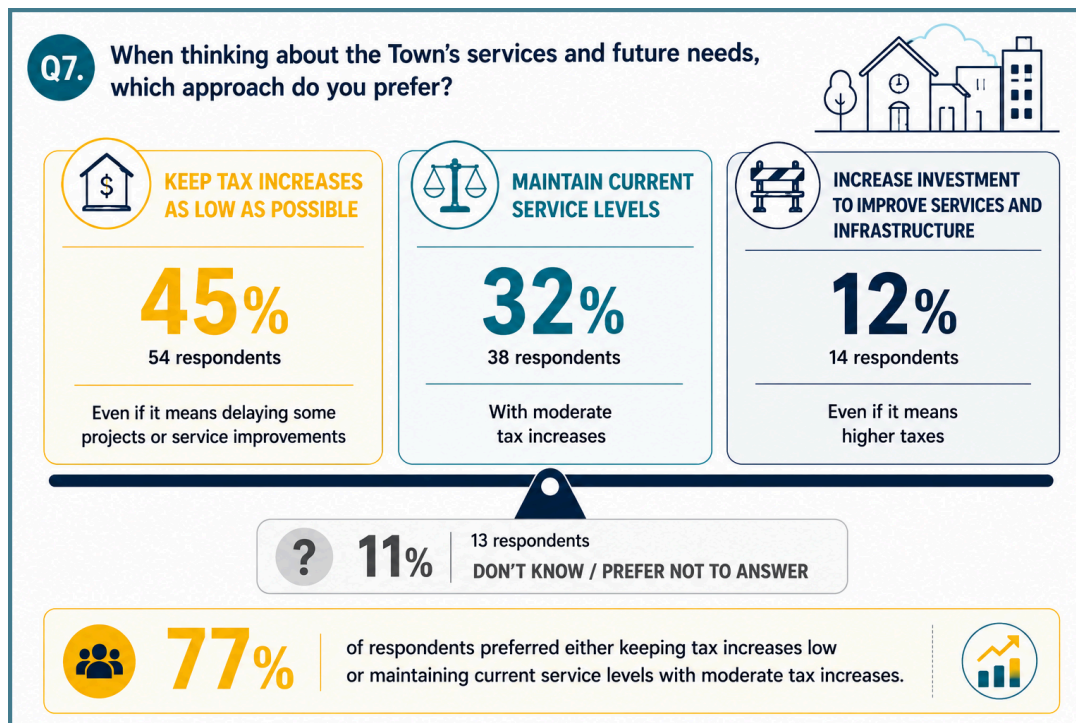
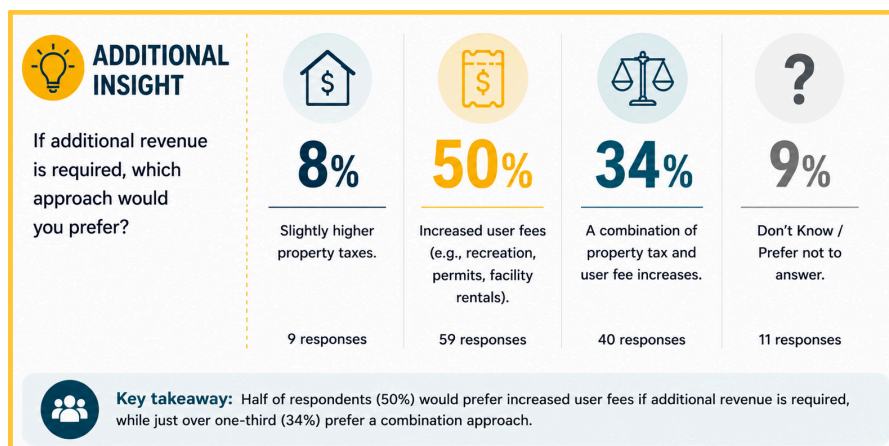


Figure 11

Figure 11 illustrates respondents' preferences regarding the balance between taxation, service levels, and future investment. The largest proportion of respondents (45%) indicated they would prefer to keep tax increases as low as possible, even if it means delaying some projects or service improvements. An additional 32% supported maintaining current service levels with moderate tax increases.

Only 12% of respondents indicated a preference for increased investment in services and infrastructure if it resulted in higher taxes, while 11% were unsure or preferred not to answer.

Overall, the results suggest that many respondents place a high value on limiting tax increases, although a significant proportion also recognize the need to maintain existing service levels through moderate investment. These findings highlight the importance of balancing community expectations for affordability with the ongoing need to maintain infrastructure, services, and long-term community growth.

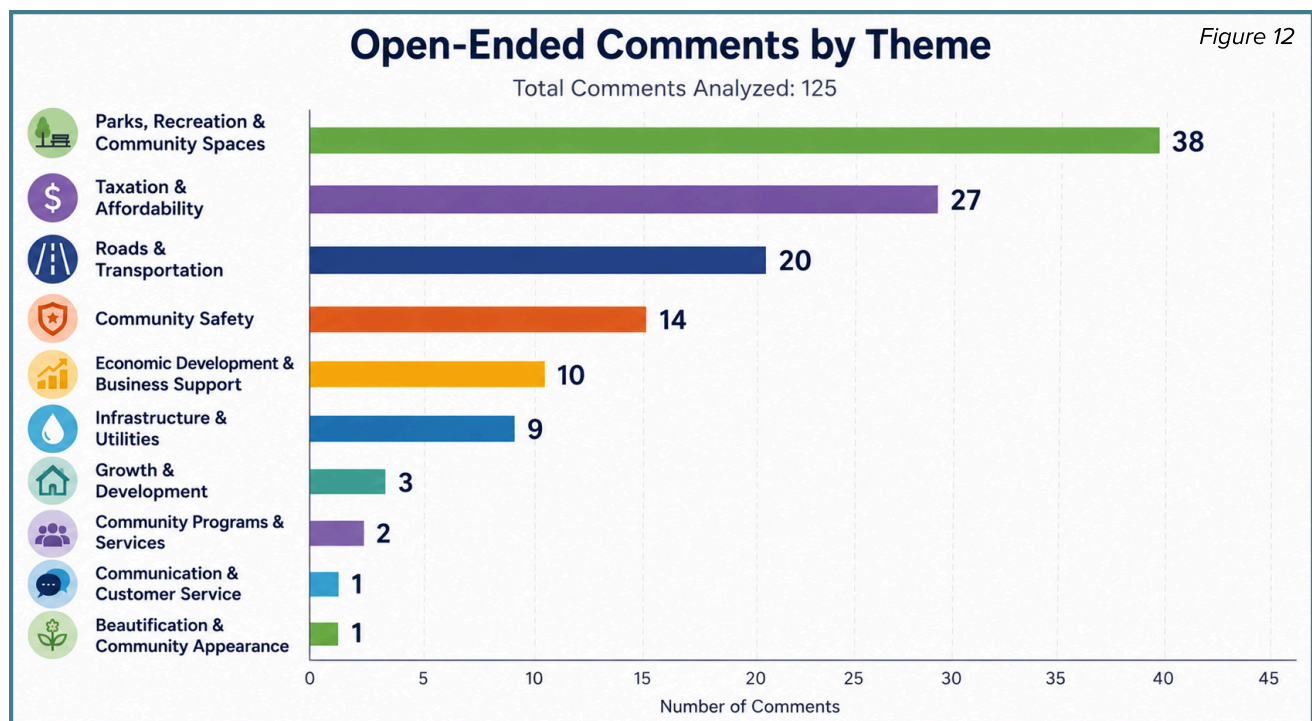


Open-Ended Feedback

In addition to the structured survey questions, respondents were provided opportunities to share their thoughts in their own words through two open-ended questions: “What is one thing you would like to see the Town invest more in?” and “Do you have any comments to add?”

These responses provide valuable context to the survey results by highlighting the issues, priorities, and concerns most important to residents. While individual comments varied, common themes emerged across the feedback. To better understand these perspectives, responses were reviewed and grouped into broad topic areas based on the primary subject of each comment.

Figure 12 summarizes the themes identified through the open-ended responses and illustrates the areas most frequently referenced by survey participants.



KEY FINDING:

The most common themes identified in open-ended responses related to **Parks, Recreation & Community Spaces (38 comments)**, **Taxation & Affordability (27 comments)**, and **Roads & Transportation (20 comments)**.

Parks, Recreation & Community Spaces was the most frequently referenced theme within the open-ended survey responses, accounting for 38 comments. Figure 13 provides a breakdown of the comments received within this theme.



Figure 13

Comments related to Recreation Facilities represented the largest sub-theme, with 17 comments. Three common areas of interest emerged from these responses:

- Improvements to existing recreation facilities, including the Pete Knight Memorial Arena and Splash Park;
- Addition of new recreation amenities and facilities; and
- Increased recreation opportunities and spaces targeted toward teenagers.

Playgrounds and Parks accounted for 10 comments. *Notably, 8 of these comments were submitted by residents living in Section 8. These responses were primarily focused on a desire to see playgrounds and park space incorporated into the community's newer north development area as growth continues.*

Pathways represented the third most common sub-theme, with 9 comments. Feedback in this category was centered on expanding and enhancing Crossfield's pathway network to support walking, cycling, and other forms of active transportation, while improving connectivity throughout the community. *Comments were received from residents across several neighbourhoods, indicating broad community interest in enhancing the Town's pathway system.*

Together, these responses highlight the importance residents place on accessible recreation opportunities, outdoor spaces, and community amenities that support both current needs and future growth.

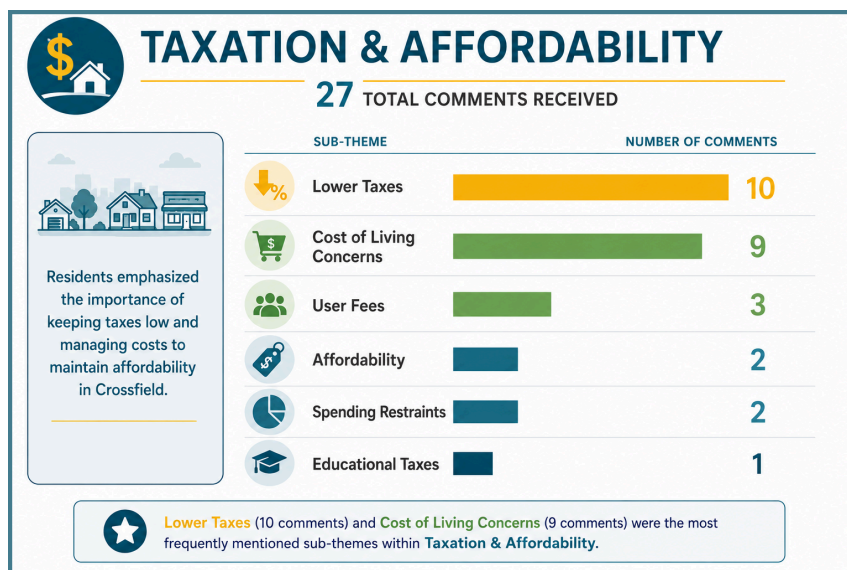


Figure 14

Figure 14 provides a breakdown of the comments received within the Taxation & Affordability theme. The most common sub-themes related to maintaining lower taxes and concerns about the rising cost of living, highlighting the importance residents place on affordability and managing household costs while balancing municipal service delivery and future community needs.

Figure 15 provides a breakdown of the comments received within the Roads & Transportation theme. The most common sub-themes were Traffic Flow and Road Repairs. A notable number of comments referenced concerns surrounding Limit Avenue, which is a Provincial Highway. Feedback focused primarily on traffic congestion, safety, and the movement of vehicles through key intersections within the community.

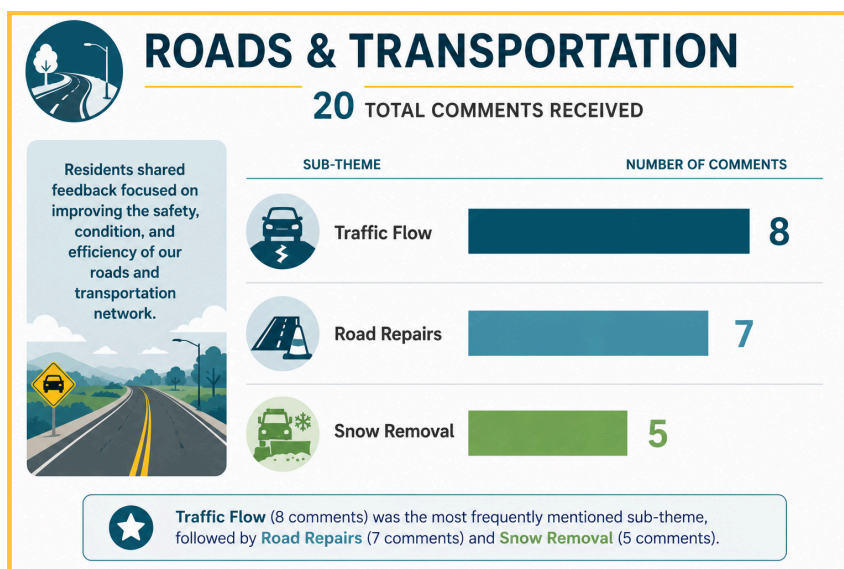


Figure 15

“Town of Crossfield is looking better than ever!
Kudos to the Public Works and Parks
Departments.”

Conclusion

The 2027 Public Budget Survey provided valuable insight into the priorities, perspectives, and experiences of Crossfield residents. Through both quantitative survey responses and open-ended feedback, participants shared what they value most about the community and where they believe future investments should be focused.

Several key themes emerged throughout the survey results. Residents identified community safety, roads and infrastructure, and parks, recreation, and community spaces as the highest priorities for the future. Feedback also highlighted the importance of maintaining affordability, managing growth responsibly, and ensuring municipal services continue to meet the needs of a growing community.

The survey results demonstrate that residents value the quality of life available in Crossfield while recognizing the challenges associated with balancing service expectations, infrastructure demands, and financial sustainability. While perspectives varied on specific issues, many responses reflected a desire to maintain and enhance the amenities, services, and community character that make Crossfield a welcoming place to live.

The information gathered through this survey will help inform Council's discussions and decision-making during the development of the 2027 municipal budget and future planning initiatives. While the survey represents one of many considerations in the budgeting process, resident feedback provides important context regarding community priorities and expectations.

Thank you to everyone who took the time to participate and share their perspectives. Your feedback helps shape the future of Crossfield and supports informed decision-making on behalf of the community.

**“ I think Crossfield is
a great place to live.
— Thank you! — ”**