



Town of Creston

2022 Citizen Satisfaction Study

Final Report

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Background & Objectives

Background

The Town of Creston commissioned Align Consulting Group to conduct a Citizen Satisfaction Study in May of 2022. The study was designed to provide the Mayor, Council and Administration with feedback on current services as well as to gauge preferences for budget allocation and future directions.

Objectives

The objectives of the study were to:

- Identify important local issues to the residents of Creston;
- Measure overall satisfaction with the community's quality of life and municipal services offered by the Town of Creston;
- Understand resident perceptions related to value for tax dollars;
- Identify residents' preferred approaches for balancing funding and service levels;
- Determine resident preferences for communicating with the Town and receiving municipal information; and,
- Understand resident impressions and experiences with the Town's customer service.



Methodology

Methodology: Data Collection

- Two data collection methods were employed to collect feedback from Creston citizens:
 1. **Random household survey:** conducted online by invitation only (sent via mail) using the Town of Creston resident mailing address database.
 2. **Open link online survey:** offered in parallel with the random household survey, this survey was open to all residents through a link on the municipal website.
- The most previous survey was conducted in 2013. The 2022 survey followed most of the 2013 survey with some additions and modifications co-developed by the Town of Creston and Align Consulting Group (see Appendix B).
- Only the results of the random household survey are included in this analysis, as this method involved random sampling and is therefore appropriate for statistical analysis.

Methodology Continued...

Data Collection Details

- On June 13, 2022 a random sample of 1,250 Creston households were sent a letter that invited them to complete the online survey. Approximately 200 in this list were identified as they were vacant lots, businesses or other that were not in the scope of this study. As such, Align pulled an additional 208 random households to replace this.
- The letter requested that the adult (aged 18 years or older) in the household with the next birthday complete the survey. Each household had a unique access code noted in the letter which they used to access the survey. This ensured we could track responding from non-responding addresses as well as limit the access to only the randomly selected household from completing the survey. In addition, it also ensured that each household could only respond to the survey once.
- One reminder letter was sent on June 24, 2022 to non-responding households. On June 27, 2022, an additional pull of 250 randomly selected households were sent an invite to ensure that sufficient sample was reached as many households did not respond until closer to the initial deadline of July 3, 2022. The survey was extended to accommodate the additional sample and closed on July 6, 2022.

Methodology Continued...

- An incentive was offered for fully completed responses. The incentive was to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$250.
- In addition to the randomly selected households, an ‘open-link’ was available for those who wanted to provide feedback but were not randomly selected. The results of the open-link are summarized under a different cover due to the self-selection nature of these respondents and that the demographics and results vary compared to the representative random results.

Key Findings

Response Rate

- There were 503 **full responses** to the random household survey. This represents a **34.7% response rate**.
- These responses were **weighted by gender and age** to reflect the actual Creston population. The weighting was based on the 2021 Canadian Census (see Appendix A).
- The random survey results are accurate to within ± 4.2 percentage points, 19 times out of 20.
- The parallel open link online survey was posted on the Town of Creston's website during the same time period (June 13 – July 6, 2022). There were 117 full open link responses, which have been provided to the Town under separate cover as the demographic distribution of responses was different from the actual Creston population .



Summary of Key Findings

Quality of Life

- The vast majority of respondents (89%) describe the quality of life in Creston as either ‘Good’ or ‘Very Good’.
- Only 22% of respondents report that the quality of life in Creston has improved over the past 5 years, while approximately one-third indicate it has stayed the same (36%). Of note, 30% indicate that the quality of life has worsened in the past 5 years.
- When thinking about their impression about aspects and impressions of Creston, the topics with the highest ratings (‘Good’ or ‘Very Good’) are “Creston as a place to retire” (83%), “Safety and security of your neighborhood” (81%) and “Recreational/fitness opportunities in Creston” (81%). Affordable housing appears to be a concern with only 11% having a good impression on “Availability of affordable housing”.
- When asked to select one issue that should receive the greatest attention from local leaders, the issue that receives the most mentions is affordable housing (34%), followed by property taxes (18%) and other issues (14%), of which 6.2% were healthcare related.

Summary of Key Findings, continued...

Programs and Services

- Overall, among the different services and programs specified in the survey, residents are most satisfied with parks and trails (75% satisfied), municipal services (70%) and protective services (68% satisfied); while those services that have the most room for improvement in terms of resident satisfaction include transportation (48% satisfied) and development services (43% satisfied).

Parks and Trails

- Among specific parks and trails services, the top three topics with the highest satisfaction ratings (‘Very Satisfied’ or ‘Satisfied’) are the spray park (Centennial Park) (80%), park appearance (landscaping/ gardens / cleanliness) (77%), and park accessibility (76%). The “Green gym” equipment has the most room for improvement with only 51% of resident satisfaction.

Summary of Key Findings, continued...

Programs and Services

Municipal Services

- Among specific municipal services, residents are most satisfied with quality of drinking water (85% satisfied), sewage treatment (82% satisfied), stormwater management (74% satisfied) and garbage collection (72% satisfied). Two-thirds are satisfied with the street lighting (67% satisfied) and 63% are satisfied with snow removal; while those services that have the most room for improvement in terms of resident satisfaction include sidewalk maintenance (56% satisfied), curbside compost/ recycling collection (53% satisfied) and road maintenance and repair (41% satisfied).

Development Services

- Overall development services have low satisfaction ratings. Among specific topics, only half of residents are ‘Satisfied’ or ‘Very Satisfied’ with maintaining the character of neighbourhoods (50%) and environmental protection (48%). Those services that have the most room for improvement in terms of resident satisfaction include community planning /land use management (41% satisfied), building inspections (35% satisfied), business licensing process (30% satisfied) and building permit process (30% satisfied).

Summary of Key Findings, continued...

Programs and Services

Transportation Services

- Among specific transportation services, residents are most satisfied with traffic safety (signage, road markings) (67% satisfied) and ease of pedestrian travel (61% satisfied); while those services that have the most room for improvement in terms of resident satisfaction include parking control and enforcement (48% satisfied), ease of movement by wheelchair/ scooter (37% satisfied) and ease of travel by bicycle (36% satisfied).

Protective Services

- Among specific protective services, residents are most satisfied with fire services including road rescue (Creston Fire Rescue) (83% satisfied), emergency preparedness (66% satisfied) and policing services (RCMP) (62% satisfied); while only 39% are satisfied with bylaw enforcement.

Summary of Key Findings, continued...

Taxation and Funding

- Thinking about municipal programs and services, the majority of residents (69%) report that they receive 'Fairly Good' or 'Very Good' value for their tax dollars.
- When thinking about current service levels/infrastructure and taxation, just over half of residents (56%) would prefer the Town cut services to maintain or reduce taxation, while 44% would prefer that the Town increase taxes to maintain or enhance services.
- When asked how they would modify the municipal budget, residents indicated they would:
 - increase funding for municipal roads and operations.
 - slightly increase funding for water system.
 - slightly reduce funding for parks, trails and sidewalks, fire and rescue services and police protection (RCMP).
 - Reduce bylaw compliance and other protective services and planning and development services.

Summary of Key Findings, continued:

Communications

- Six-in-ten of respondents (61%) report that the Town does a ‘Good’ or ‘Very Good’ job at keeping residents **informed** of important information and decisions. Just under half of residents (47%) say that the Town is ‘Good’ or ‘Very Good’ about **consulting** residents about municipal topics and decisions, while only four-in-ten of respondents think that the Town is ‘Good’ or ‘Very Good’ at **listening** to resident feedback regarding community topics and decisions (41%), and at **responding** to resident feedback regarding community topics and decisions (38%).
- When thinking about specific topics, 64% of residents rate the Town's communication as either ‘Good’ or ‘Very Good’ for communication related to household services, including water/sewer/recycling & garbage, etc. Approximately four-in-ten residents rate the Town’s communication related to local services (i.e. transit, arts & culture, parks & trails, etc.) and administration & finance (i.e. budget and taxation, public processes, etc.) as ‘Good’ or ‘Very Good’ (45% and 41%, respectively). Development/permitting (building permitting, development planning) received the lowest rating (25% rated it as ‘Good’ or ‘Very Good’).

Summary of Key Findings, continued:

Communications

- When asked about the effectiveness of the Town's information sharing, just over half of residents indicate that the Views Newsletter by direct mail is '4' or '5 - Very Effective' (57%). The Town of Creston's website (www.Creston.ca) and the newspaper columns/ads (Creston Valley Advance) received ratings of 39% and 29%, respectively (rated '4' or '5 - Very Effective'), while only one-quarter rated the Town's social media (Facebook, Instagram) and Town of Creston's Let's talk Creston page (www.letstalkcreston.ca) (24% and 23%, respectively) as effective (rated '4' or '5 - Very Effective'). Of note, one-third of residents indicate that they had no opinion regarding the Town's Social Media or about the www.letstalkcreston.ca website, which suggests low awareness levels.

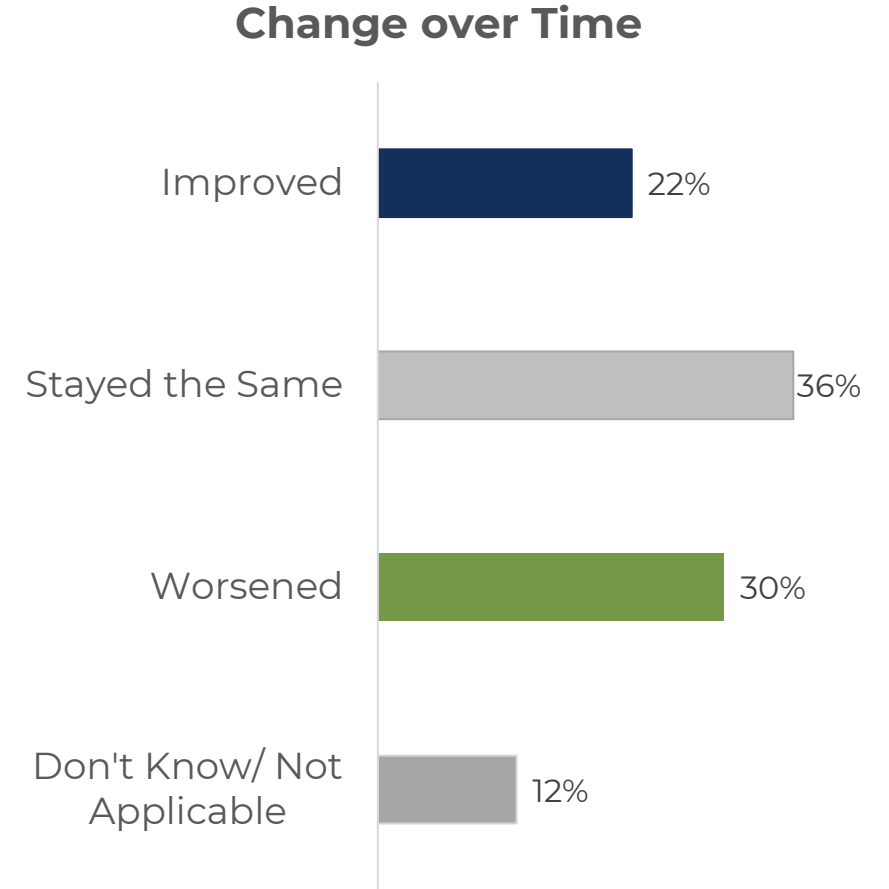
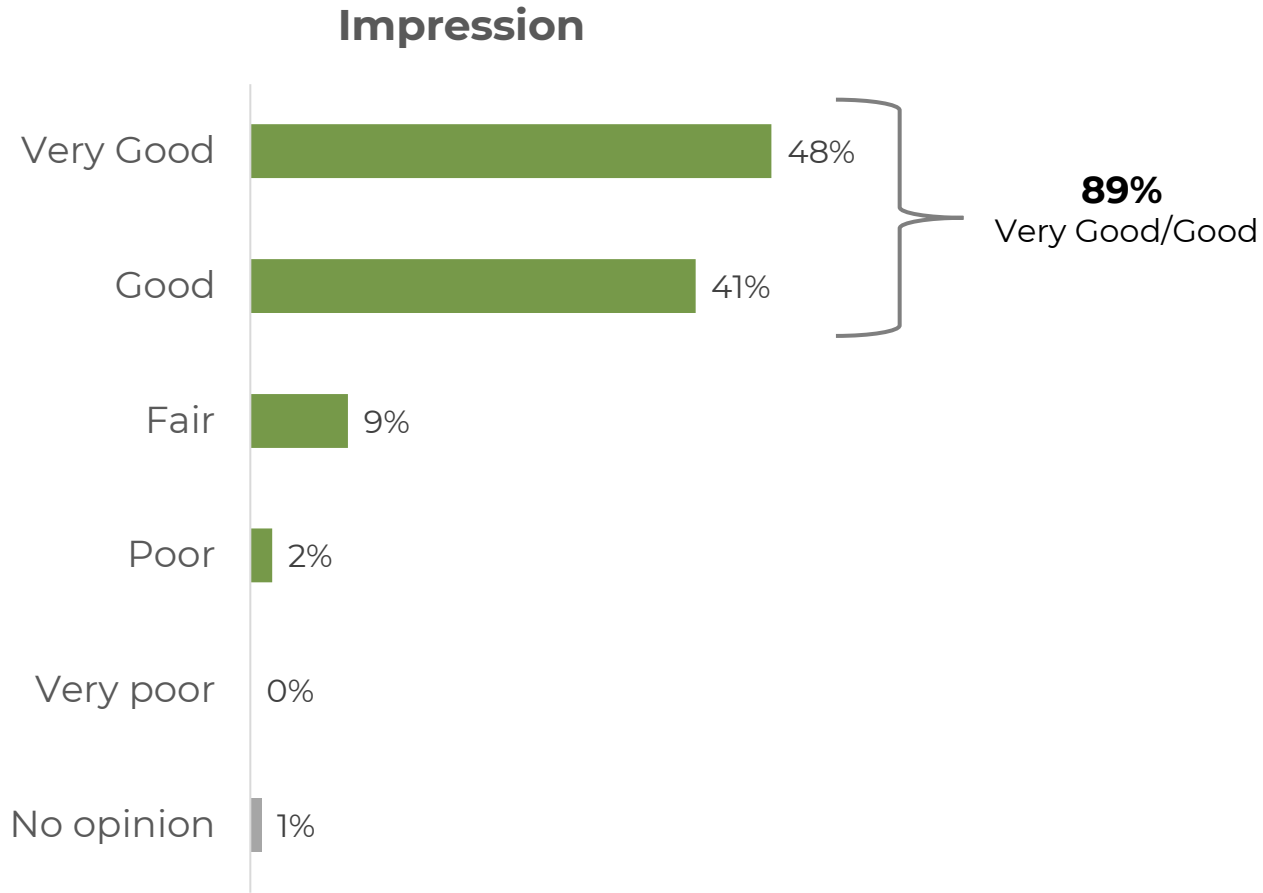
Customer Service

- Nearly 6-in-10 residents (57%) indicate that they have had contact with the Town's representative in the past 12 months. The vast majority of respondents have a good or very good impression of the Town's representative based on their most recent contact. Friendliness has the highest rating (88% rated 'Good' or 'Very Good'), followed closely by professionalism (86%), knowledgeable (83%) and responsiveness (81%).

1. 2022 Results

2022 Results – Quality of Life

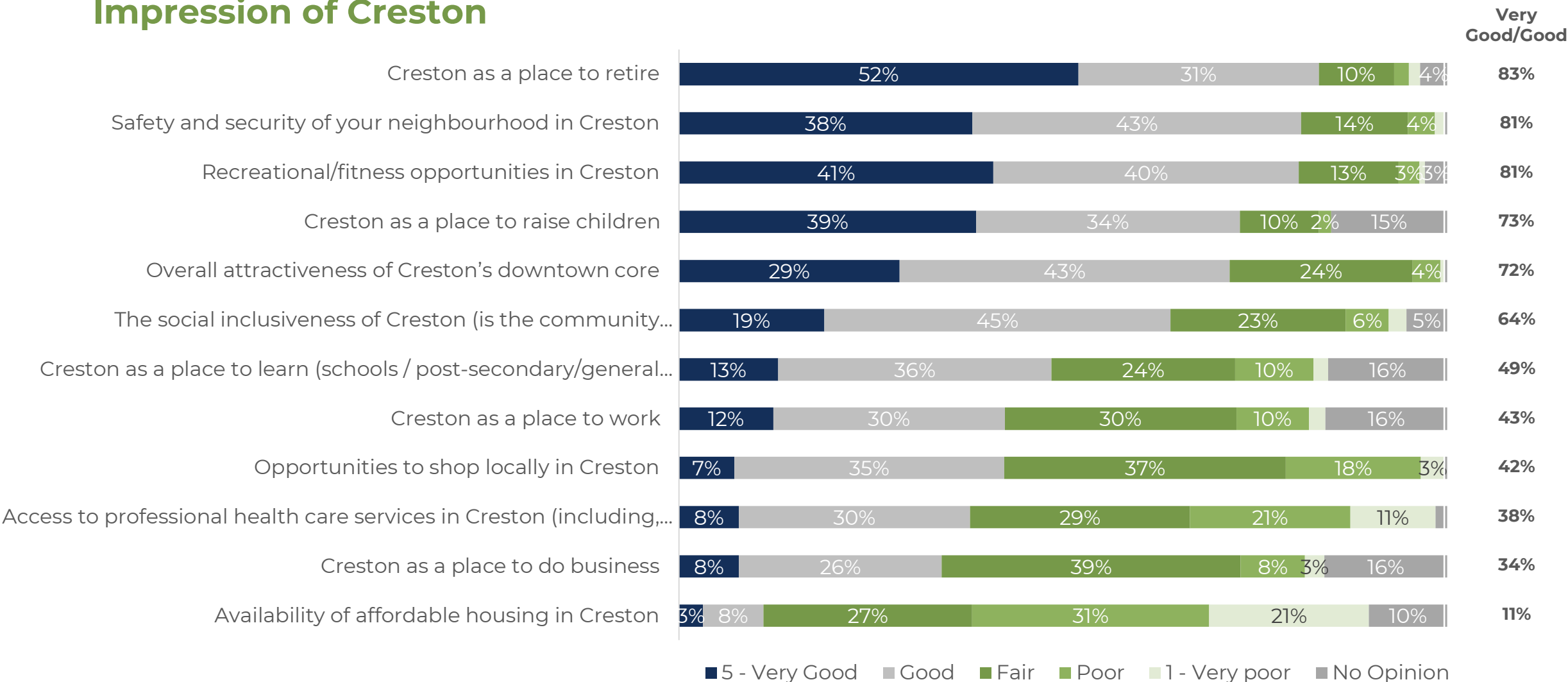
Quality of Life



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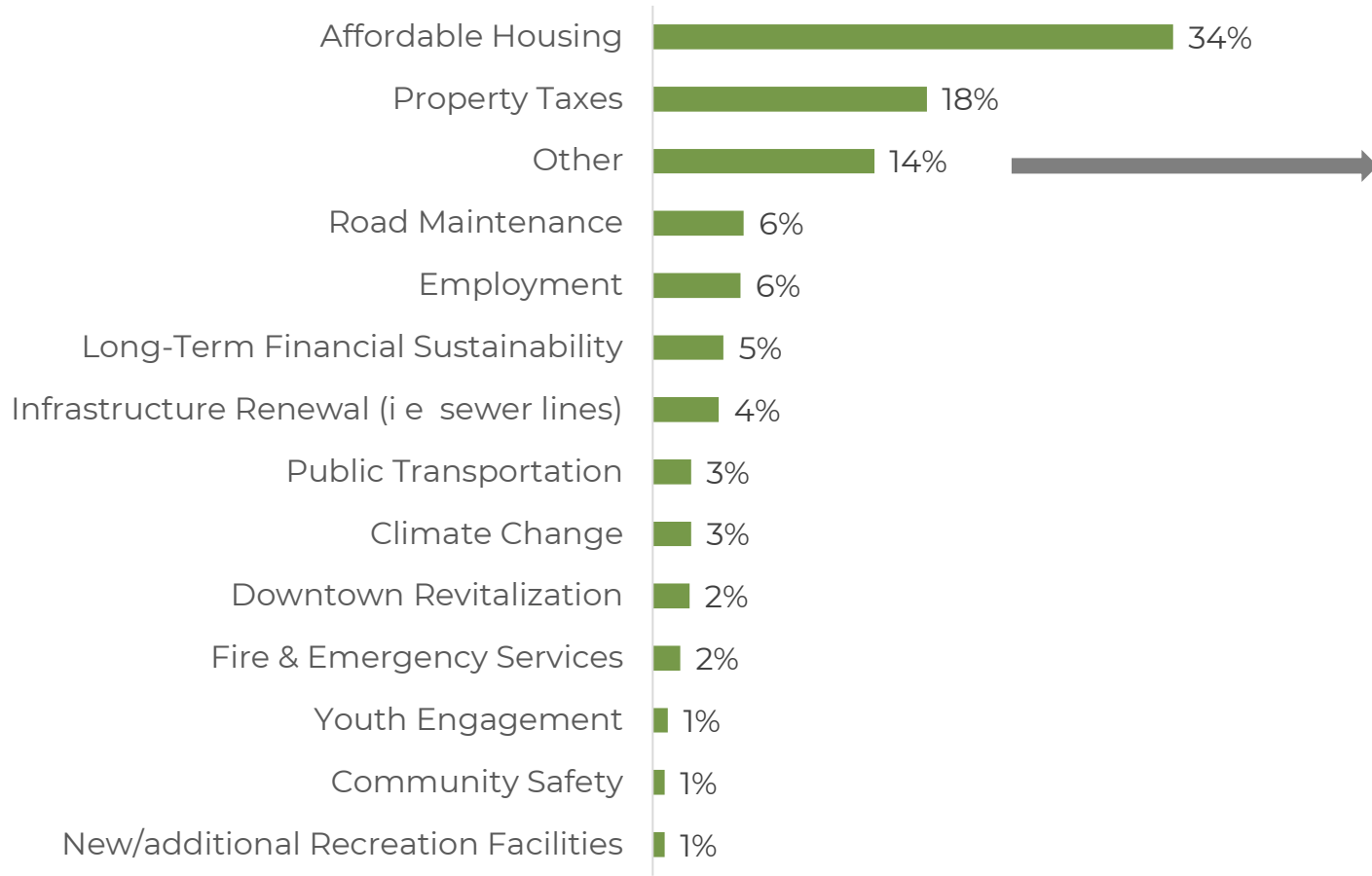
Results – Quality of Life

Impression of Creston



1. Please rate your impression of Creston on each of the following:
 Results are weighted. Base: All Respondents (n=528).
 For graphical clarity, response percentage of less than 3% have been removed.

Most Important Issue Facing Town



Other Issues

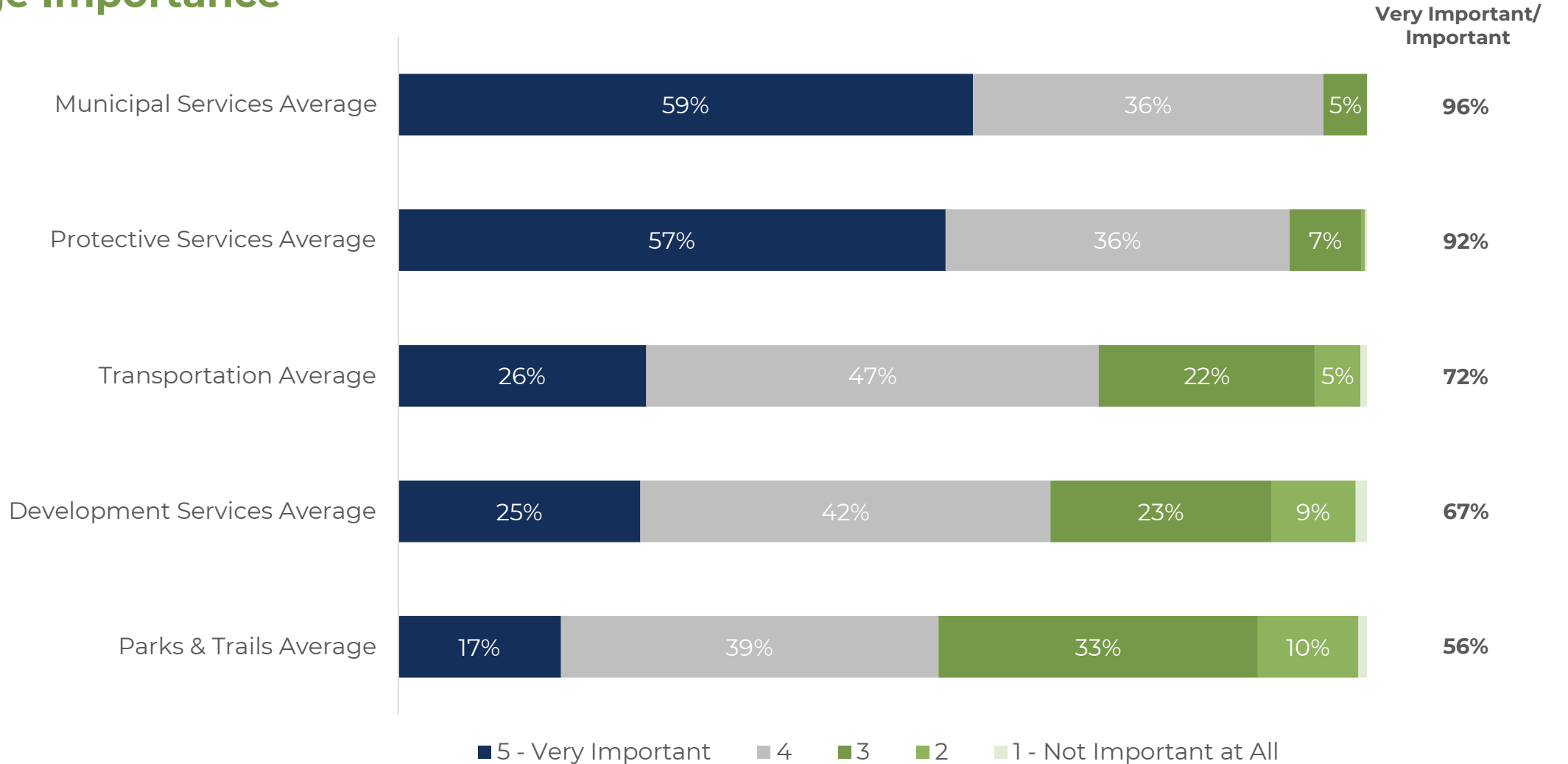
79 Creston Residents noted other issues, **6.2%** were Healthcare related, including: lack of doctors, nurses, senior homecare facilities and healthcare improvements.

2022 Results – Programs and Services

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Results – Programs and Services: Overall Scores

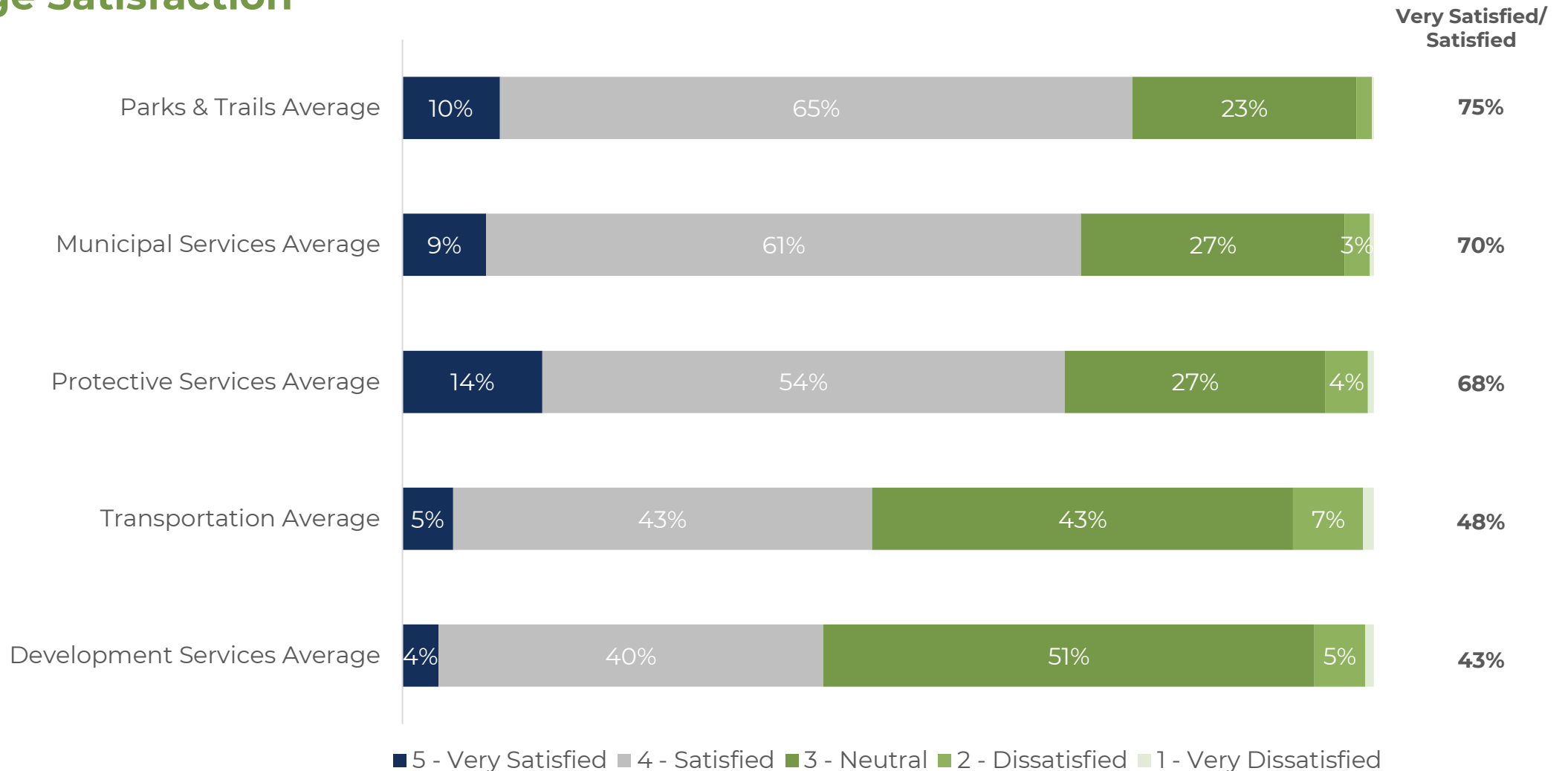
Average Importance



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Overall Scores

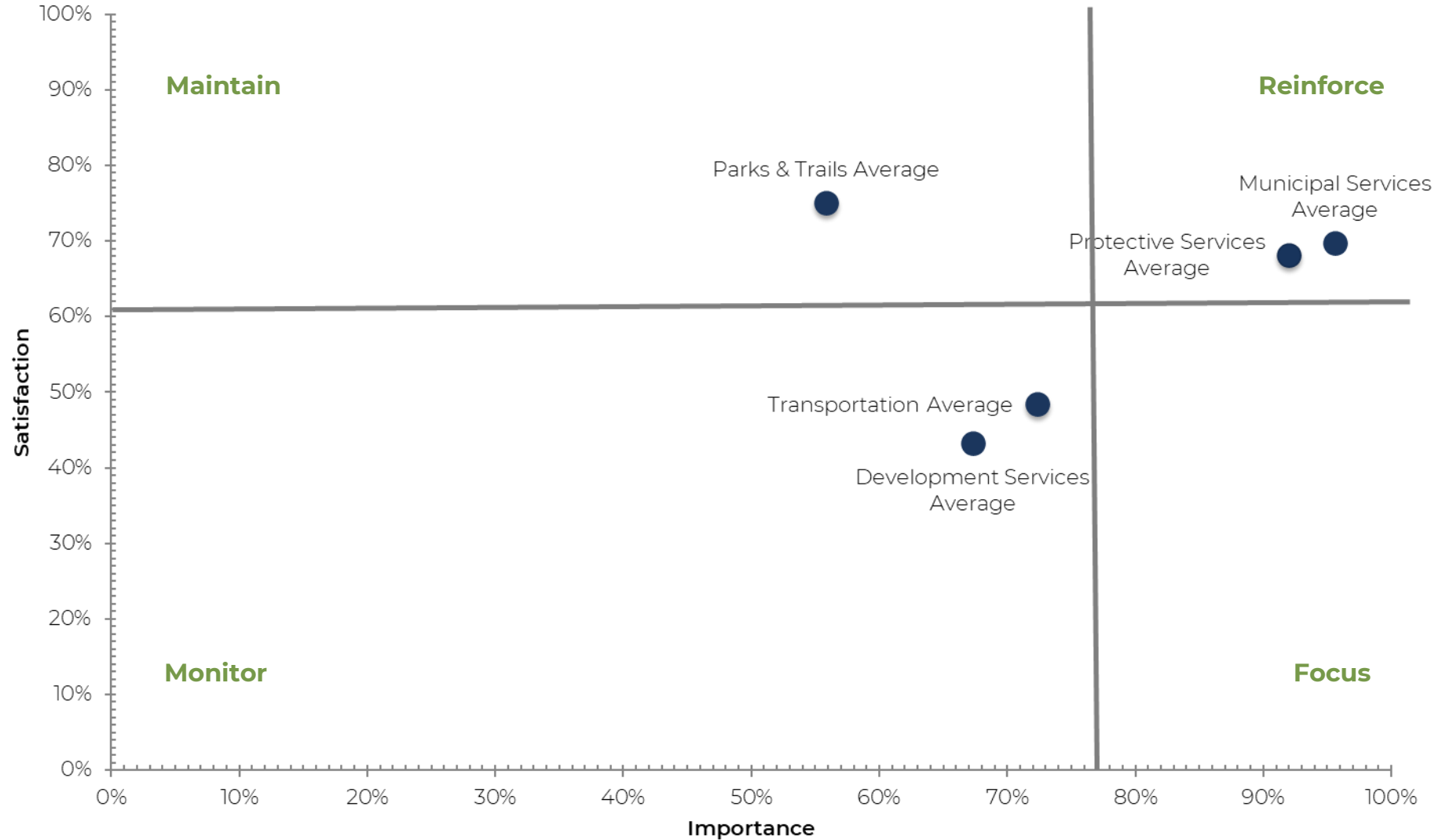
Average Satisfaction



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Importance/Service Matrix: Overall Scores

Importance/Service Matrix



Interpreting the Importance/Service Matrix

Reinforce: *High importance; high satisfaction (upper right quadrant)*

Residents perceive services in this quadrant to be important and feel that the Town is performing well in the delivery of these services. These are the Town's core strengths – it is important to ensure these service aspects are reinforced.

- ✓ Municipal Services Average
- ✓ Protective Services Average

Focus : *High importance; low satisfaction (lower right quadrant)*

This is the critical focus quadrant – it includes services that residents perceive to be important, but where they also perceive the Town to be performing relatively poorly. It is important to focus on these service aspects to improve overall satisfaction.

- There are no services classified in this quadrant

Interpreting the Importance/Service Matrix Continued...

Maintain: *Low importance; high satisfaction (upper left quadrant)*

These services are perceived by residents to be of lower importance, but residents are satisfied with the Town's service delivery performance. These services should be maintained.

- ✓ Parks & Trails Average

Monitor: *Low importance; low satisfaction (lower left quadrant)*

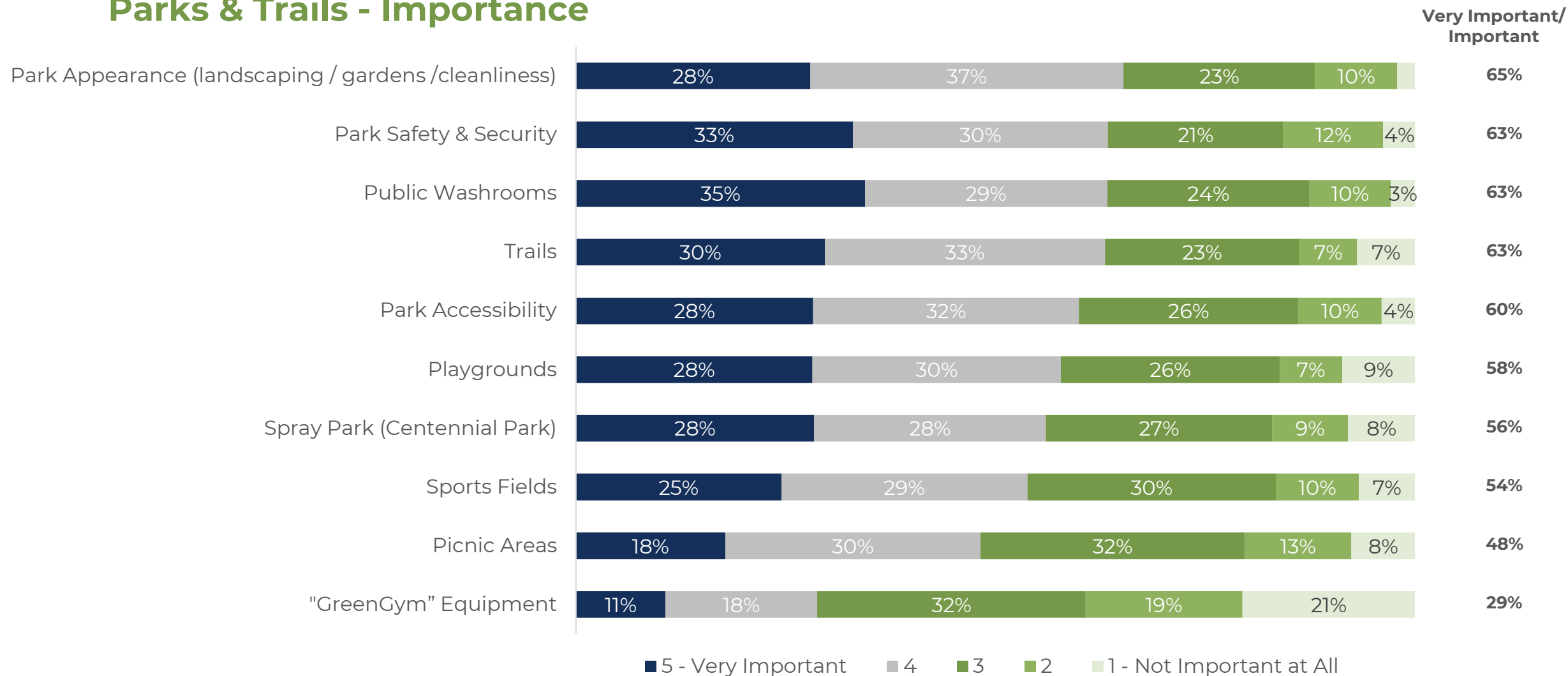
While residents perceive these service aspects as not performing well by the Town of Creston, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- ✓ Transportation Average
- ✓ Development Services Average

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Parks and Trails

Parks & Trails - Importance

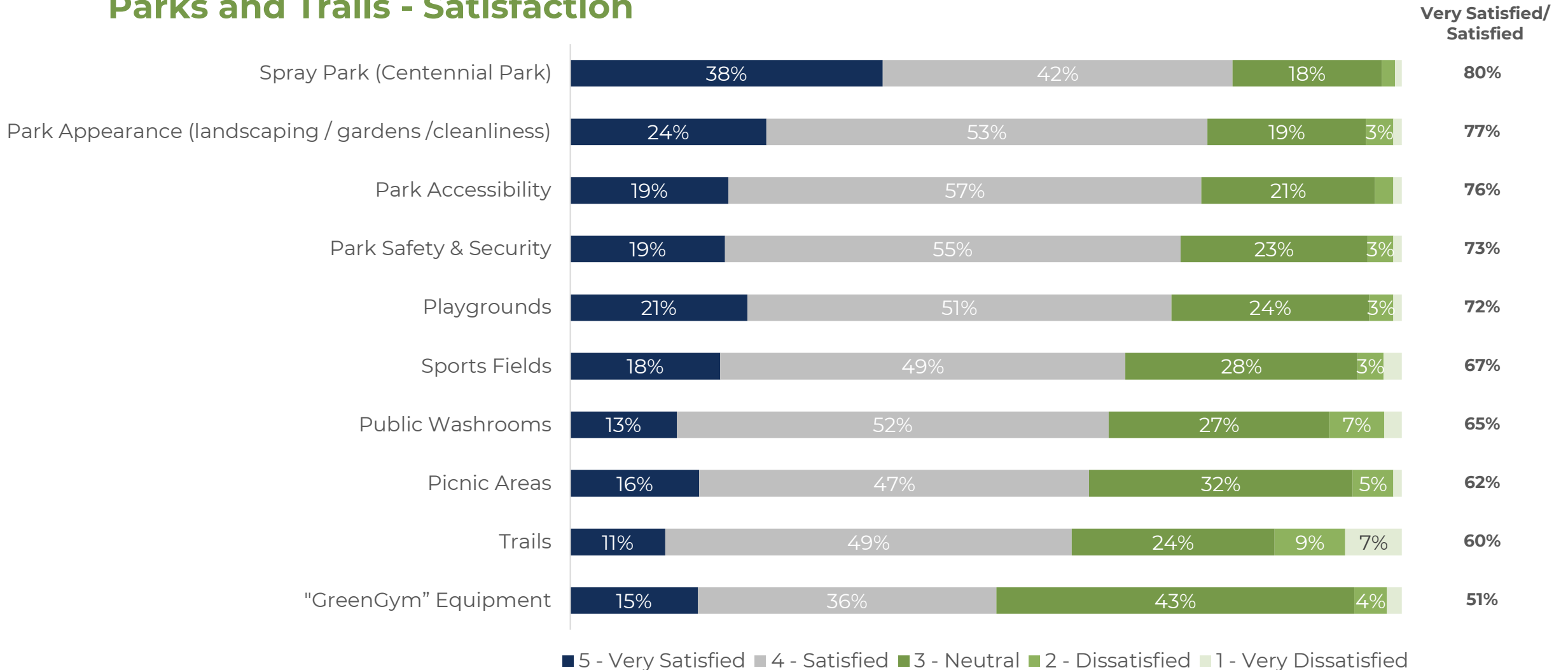


4. How would you rate each of the following Town services?
 Results are weighted. Base: All Respondents (n=503).
 For graphical clarity, response percentage of less than 3% have been removed.

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Parks and Trails

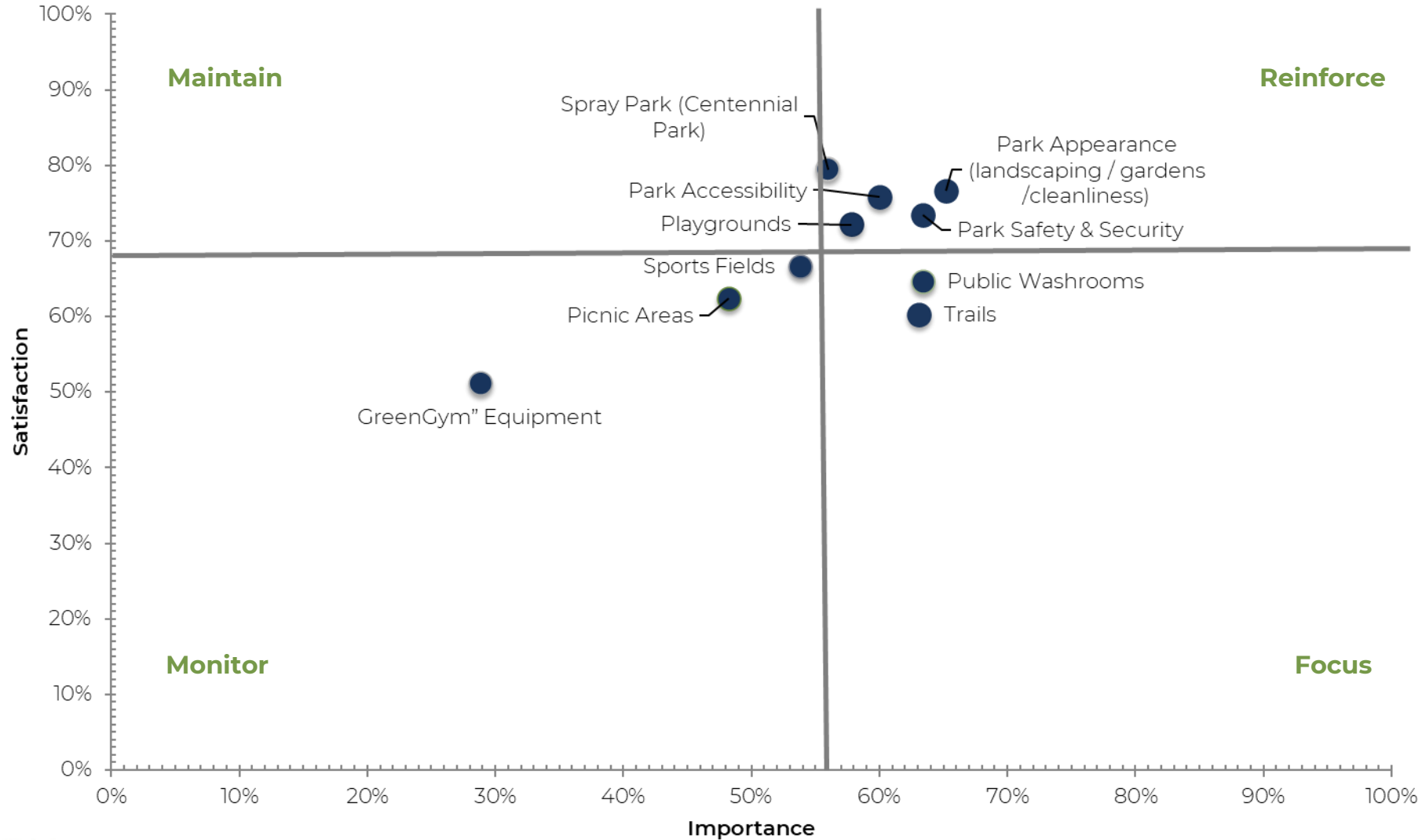
Parks and Trails - Satisfaction



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Importance/Service Matrix: Parks and Trails

Importance/Service Matrix



Interpreting the Importance/Service Matrix

Reinforce: *High importance; high satisfaction (upper right quadrant)*

Residents perceive services in this quadrant to be important and feel that the Town is performing well in the delivery of these services. These are the Town's core strengths – it is important to ensure these service aspects are reinforced.

- ✓ Park Appearance (landscaping / gardens /cleanliness)
- ✓ Park Safety & Security
- ✓ Playgrounds
- ✓ Park Accessibility
- ✓ Spray Park (Centennial Park)

Focus : *High importance; low satisfaction (lower right quadrant)*

This is the critical focus quadrant – it includes services that residents perceive to be important, but where they also perceive the Town to be performing relatively poorly. It is important to focus on these service aspects to improve overall satisfaction.

- ✓ Public Washrooms
- ✓ Trails

Interpreting the Importance/Service Matrix Continued...

Maintain: *Low importance; high satisfaction (upper left quadrant)*

These services are perceived by residents to be of lower importance, but residents are satisfied with the Town's service delivery performance. These services should be maintained.

- There are no services classified in this quadrant

Monitor: *Low importance; low satisfaction (lower left quadrant)*

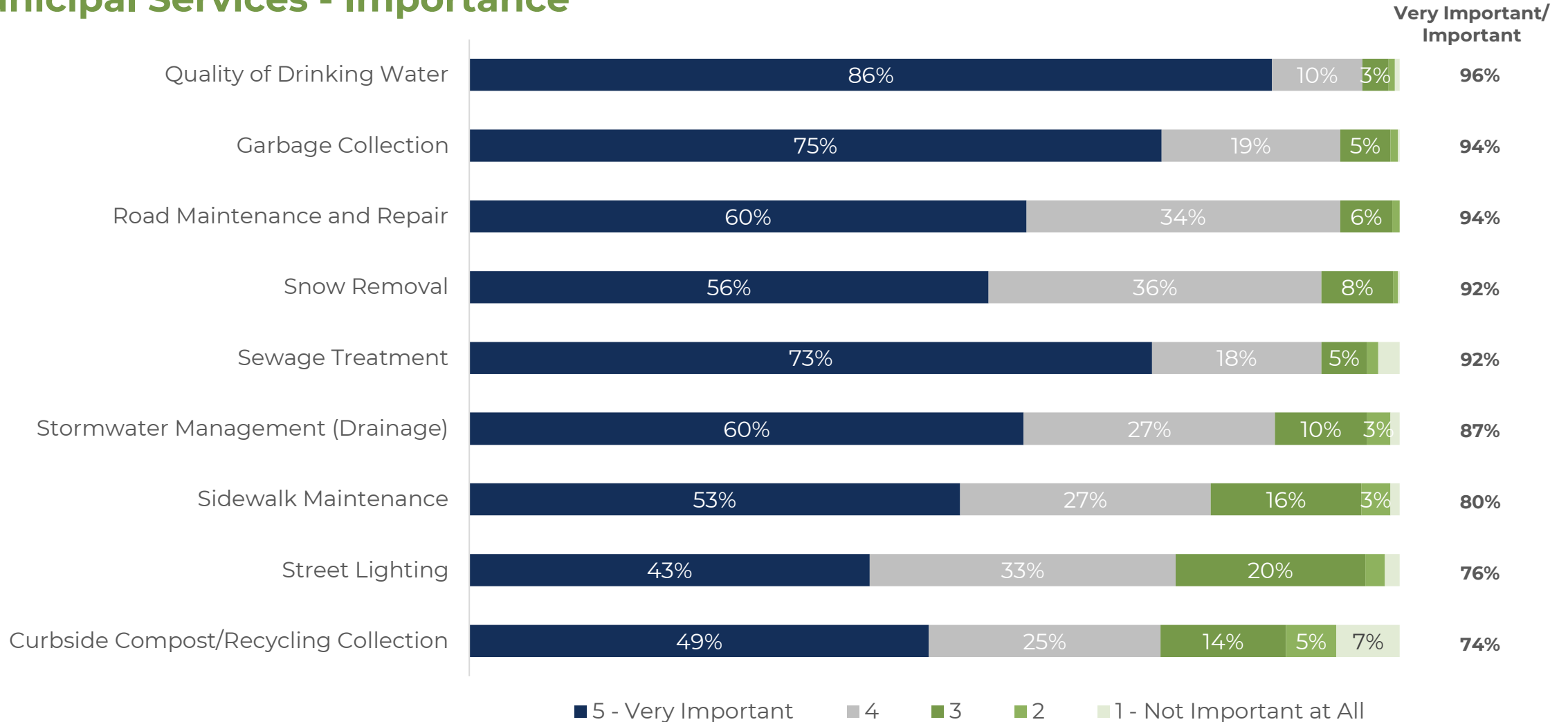
While residents perceive these service aspects as not performing well by the Town of Creston, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- ✓ Sports Fields
- ✓ Picnic Areas
- ✓ “GreenGym” Equipment

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Municipal Services

Municipal Services - Importance

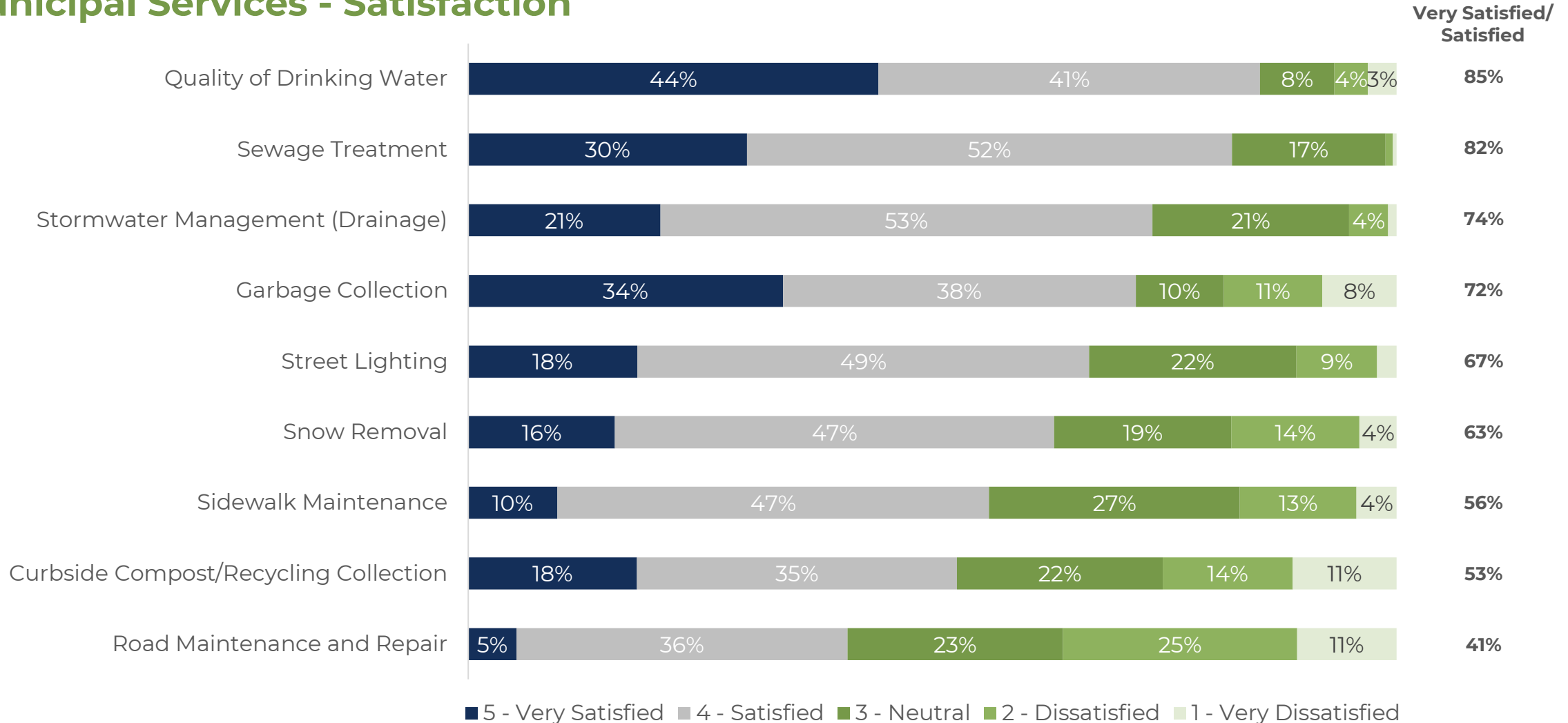


4. How would you rate each of the following Town services?
 Results are weighted. Base: All Respondents (n=503).
 For graphical clarity, response percentage of less than 3% have been removed.

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Municipal Services

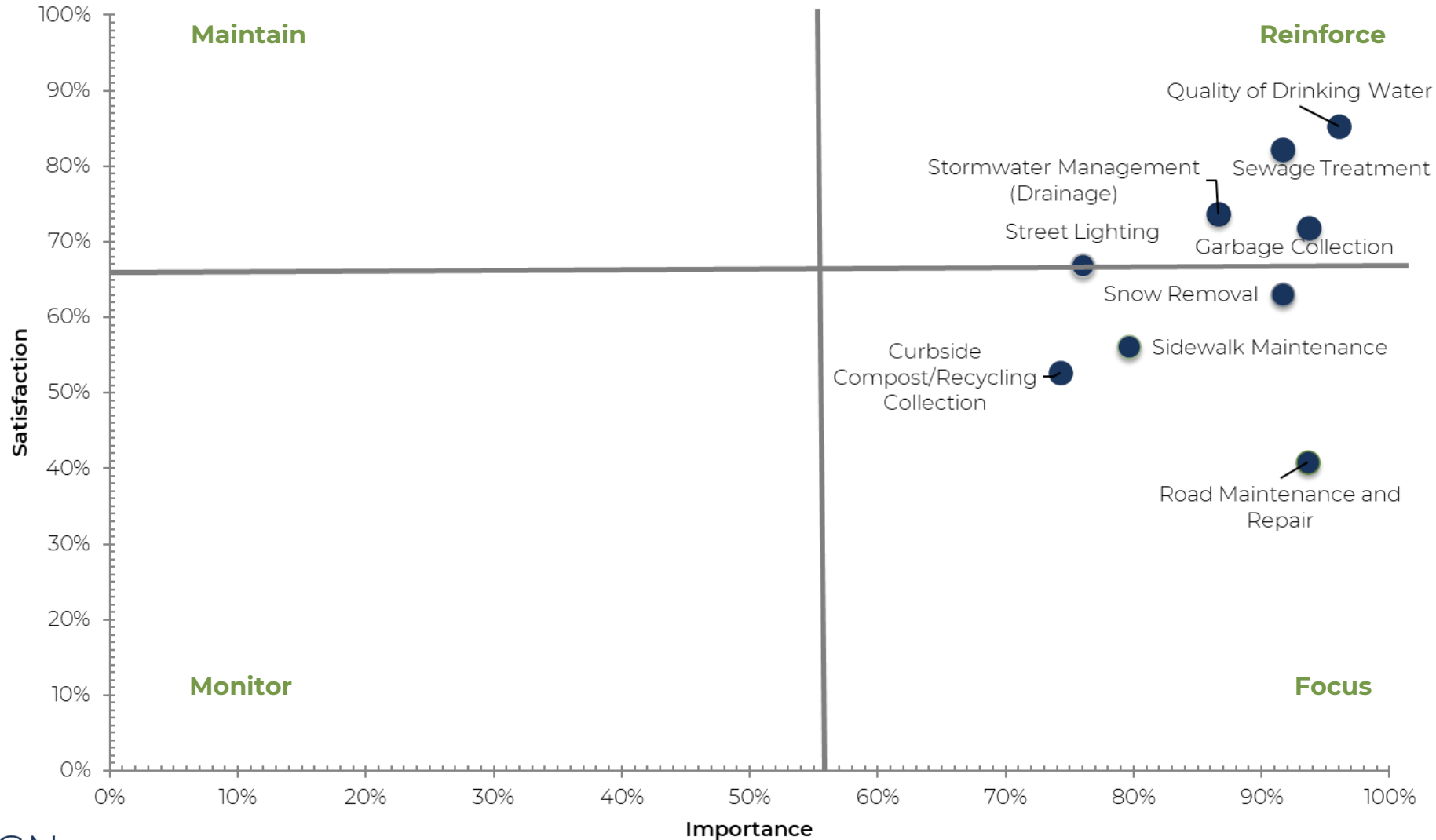
Municipal Services - Satisfaction



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Importance/Service Matrix: Municipal Services

Importance/Service Matrix



Interpreting the Importance/Service Matrix

Reinforce: *High importance; high satisfaction (upper right quadrant)*

Residents perceive services in this quadrant to be important and feel that the Town is performing well in the delivery of these services. These are the Town's core strengths – it is important to ensure these service aspects are reinforced.

- ✓ Quality of Drinking Water
- ✓ Sewage Treatment
- ✓ Stormwater Management (Drainage)
- ✓ Garbage Collection

Focus : *High importance; low satisfaction (lower right quadrant)*

This is the critical focus quadrant – it includes services that residents perceive to be important, but where they also perceive the Town to be performing relatively poorly. It is important to focus on these service aspects to improve overall satisfaction.

- ✓ Street Lighting (*though this service straddles the 'reinforce' quadrant for satisfaction, it is ranked moderately for satisfaction which suggests has an area for improvement, and therefore it is recommended that is treated as a 'focus' item*).
- ✓ Snow Removal
- ✓ Sidewalk Maintenance
- ✓ Curbside Compost/Recycling Collection
- ✓ Road Maintenance and Repair

Interpreting the Importance/Service Matrix Continued...

Maintain: *Low importance; high satisfaction (upper left quadrant)*

These services are perceived by residents to be of lower importance, but residents are satisfied with the Town's service delivery performance. These services should be maintained.

- There are no services classified in this quadrant

Monitor: *Low importance; low satisfaction (lower left quadrant)*

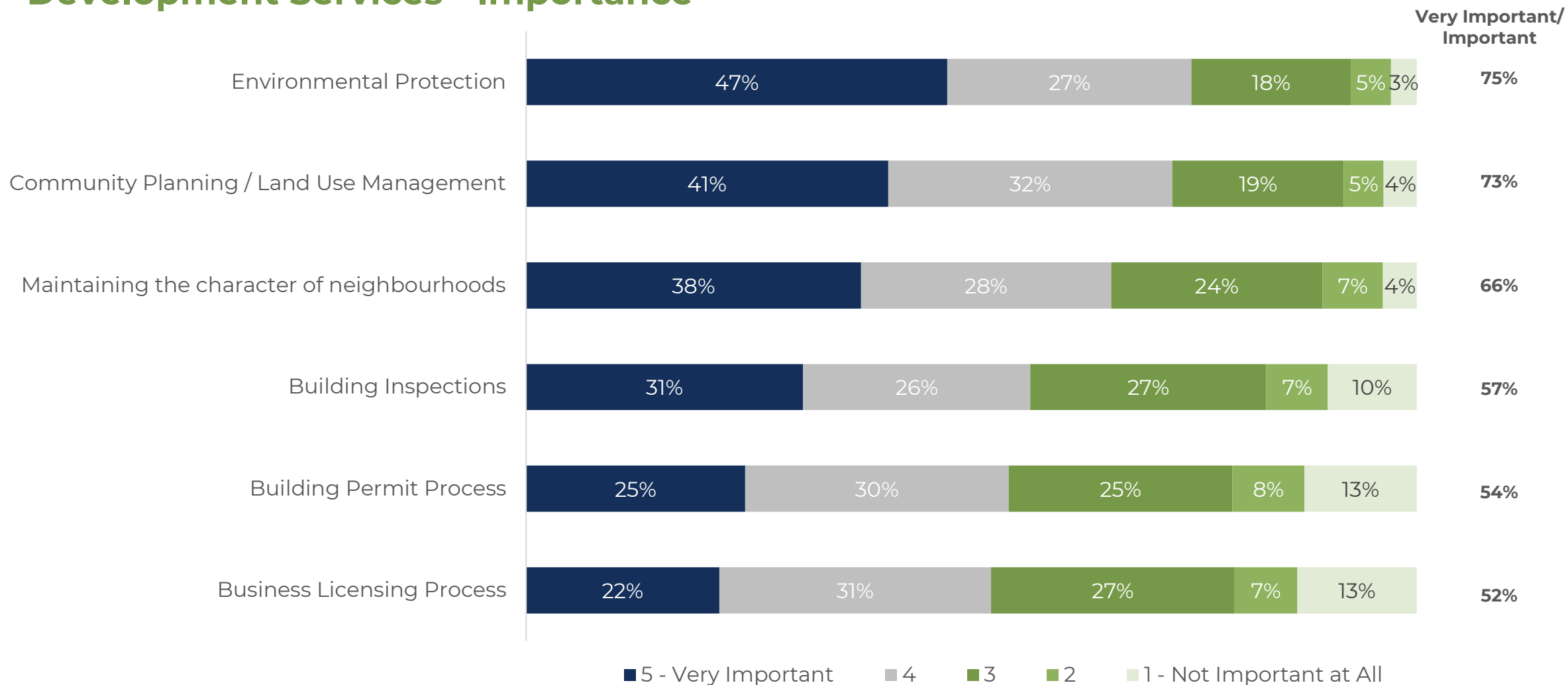
While residents perceive these service aspects as not performing well by the Town of Creston, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- There are no services classified in this quadrant

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Development Services

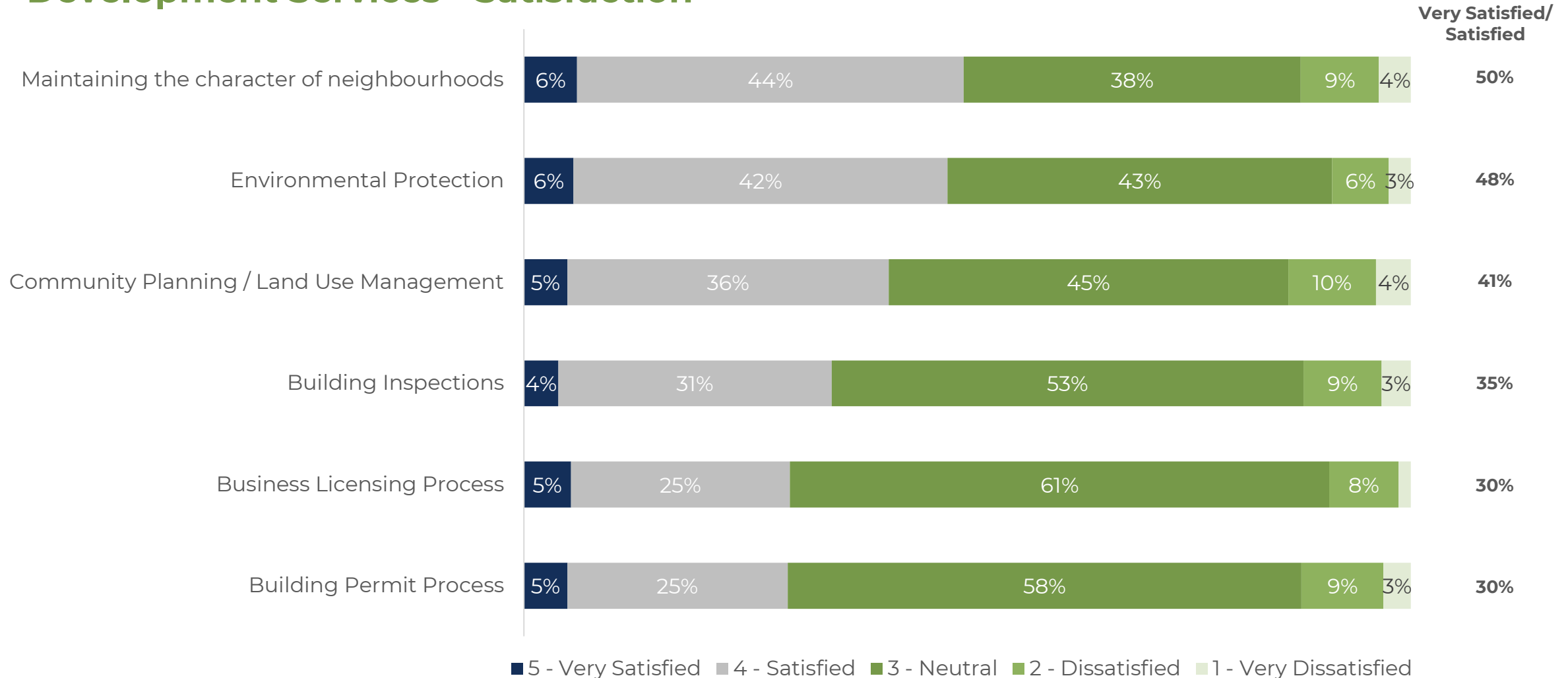
Development Services - Importance



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Development Services

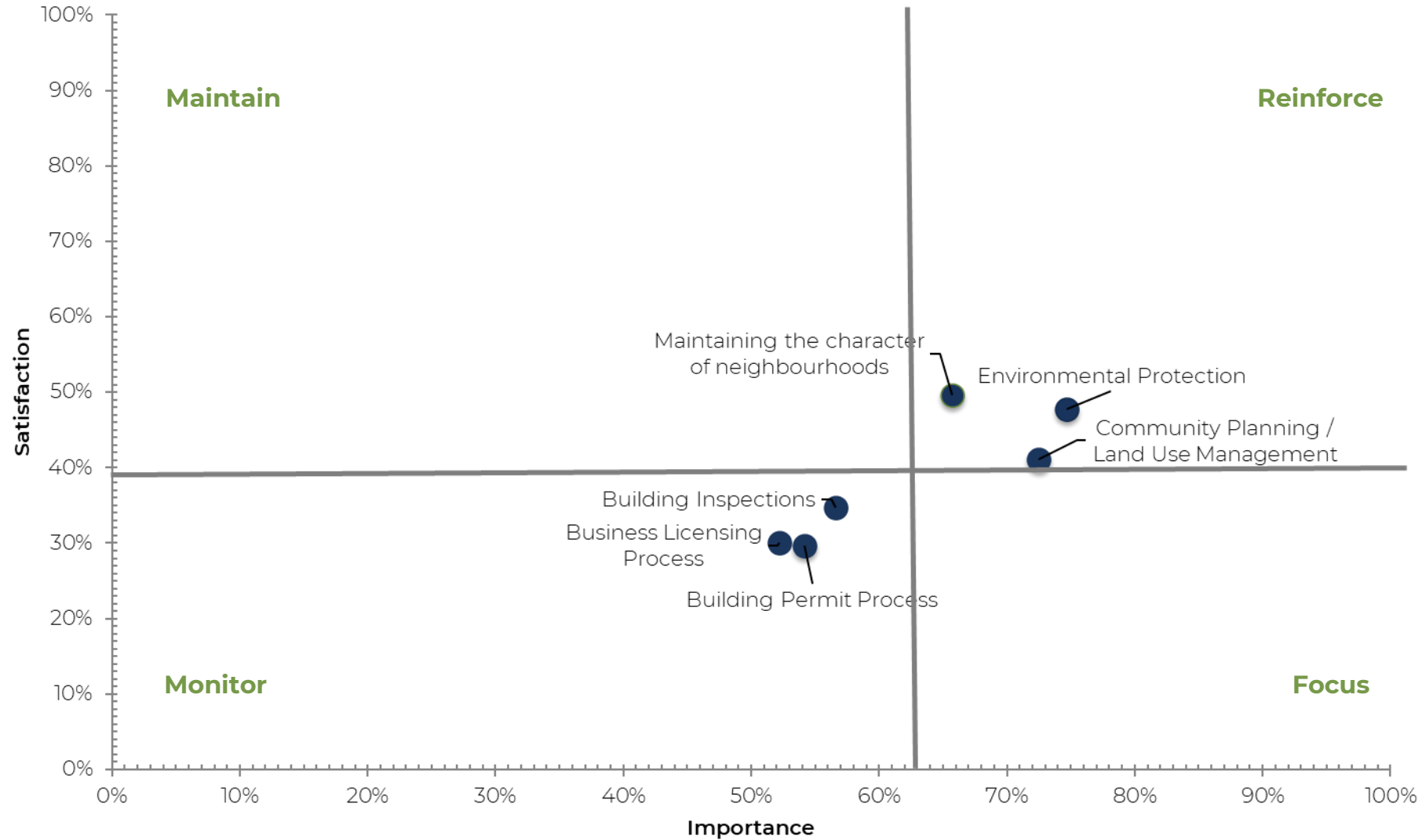
Development Services - Satisfaction



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Importance/Service Matrix: Development Services

Importance/Service Matrix



Interpreting the Importance/Service Matrix

Reinforce: *High importance; high satisfaction (upper right quadrant)*

Residents perceive services in this quadrant to be important and feel that the Town is performing well in the delivery of these services. These are the Town's core strengths – it is important to ensure these service aspects are reinforced.

- ✓ Environmental Protection
- ✓ Maintaining the character of neighbourhoods
- ✓ Community Planning / Land Use Management

Focus : *High importance; low satisfaction (lower right quadrant)*

This is the critical focus quadrant – it includes services that residents perceive to be important, but where they also perceive the Town to be performing relatively poorly. It is important to focus on these service aspects to improve overall satisfaction.

- There are no services classified in this quadrant

Interpreting the Importance/Service Matrix Continued...

Maintain: *Low importance; high satisfaction (upper left quadrant)*

These services are perceived by residents to be of lower importance, but residents are satisfied with the Town's service delivery performance. These services should be maintained.

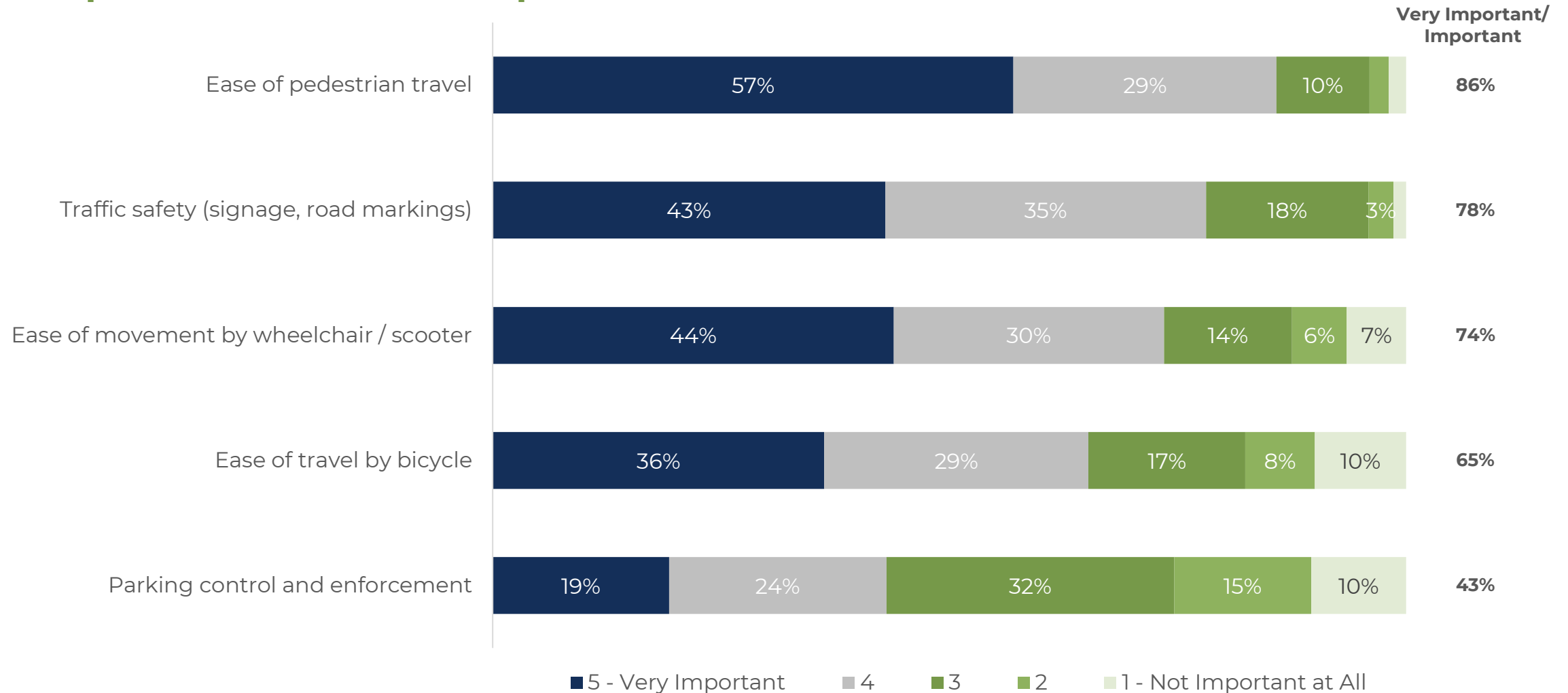
- There are no services classified in this quadrant

Monitor: *Low importance; low satisfaction (lower left quadrant)*

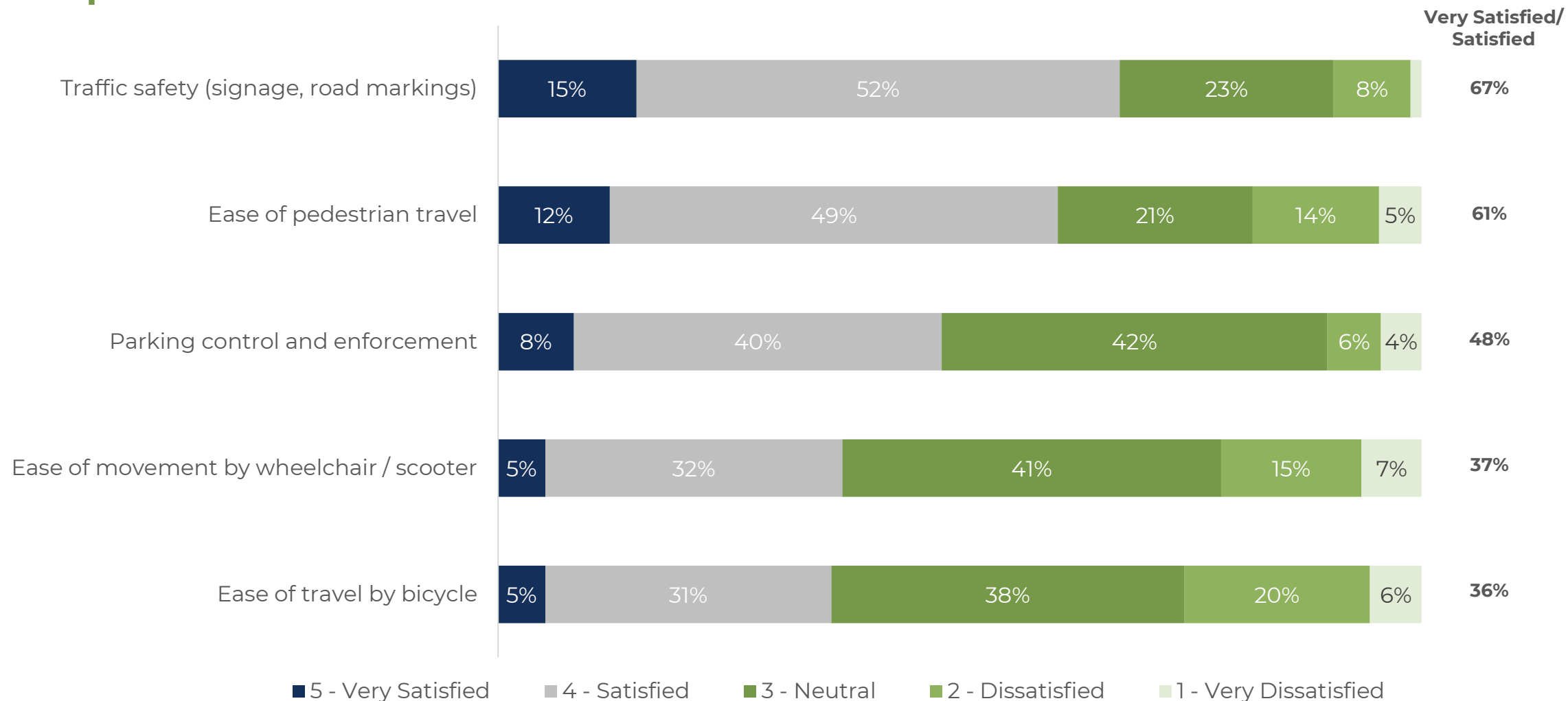
While residents perceive these service aspects as not performing well by the Town of Creston, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- ✓ Building Inspections
- ✓ Business Licensing Process
- ✓ Building Permit Process

Transportation Services - Importance



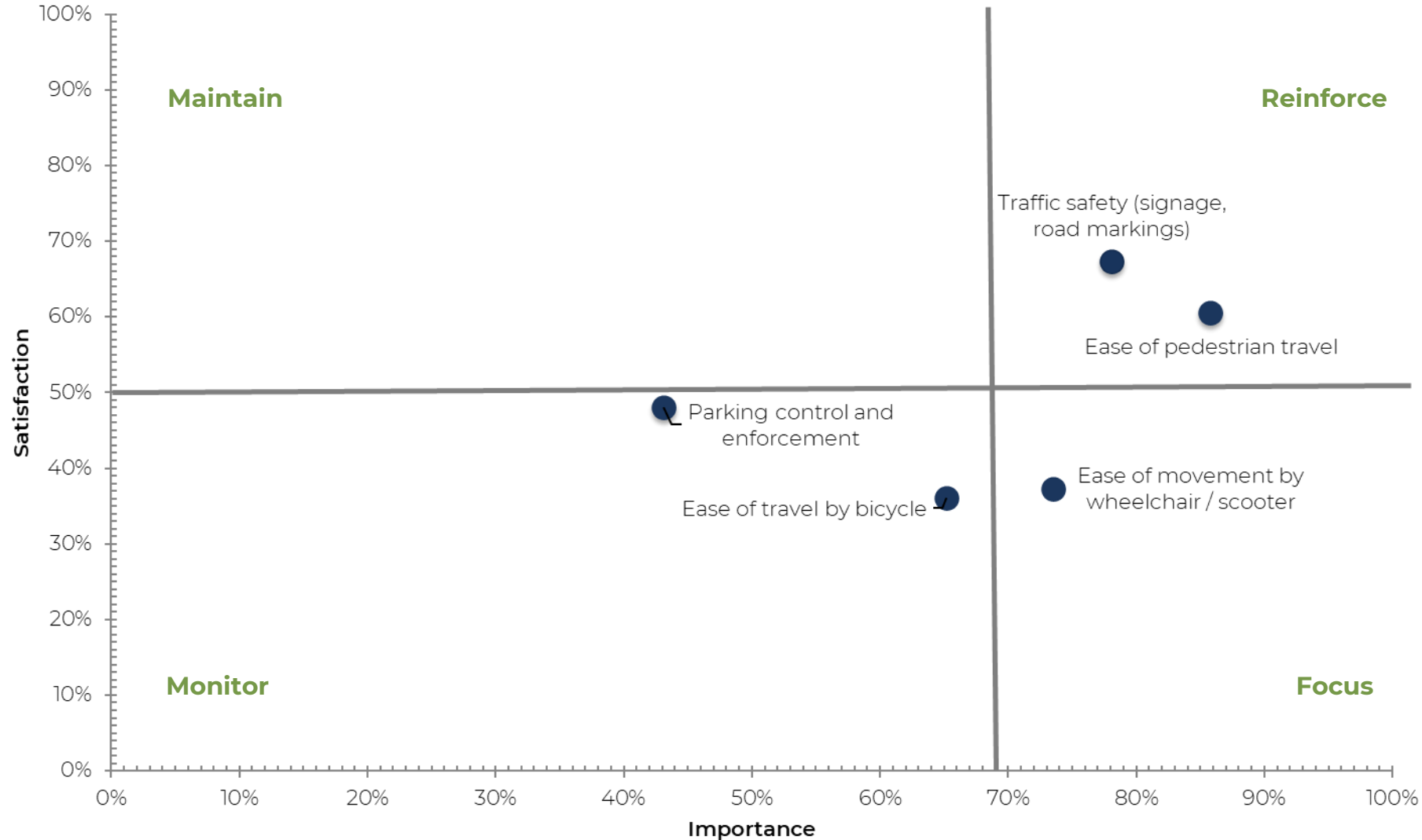
Transportation Services - Satisfaction



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Importance/Service Matrix: Transportation

Importance/Service Matrix



Interpreting the Importance/Service Matrix

Reinforce: *High importance; high satisfaction (upper right quadrant)*

Residents perceive services in this quadrant to be important and feel that the Town is performing well in the delivery of these services. These are the Town's core strengths – it is important to ensure these service aspects are reinforced.

- ✓ Traffic safety (signage, road markings)
- ✓ Ease of pedestrian travel

Focus : *High importance; low satisfaction (lower right quadrant)*

This is the critical focus quadrant – it includes services that residents perceive to be important, but where they also perceive the Town to be performing relatively poorly. It is important to focus on these service aspects to improve overall satisfaction.

- ✓ Ease of movement by wheelchair / scooter

Interpreting the Importance/Service Matrix Continued...

Maintain: *Low importance; high satisfaction (upper left quadrant)*

These services are perceived by residents to be of lower importance, but residents are satisfied with the Town's service delivery performance. These services should be maintained.

- There are no services classified in this quadrant

Monitor: *Low importance; low satisfaction (lower left quadrant)*

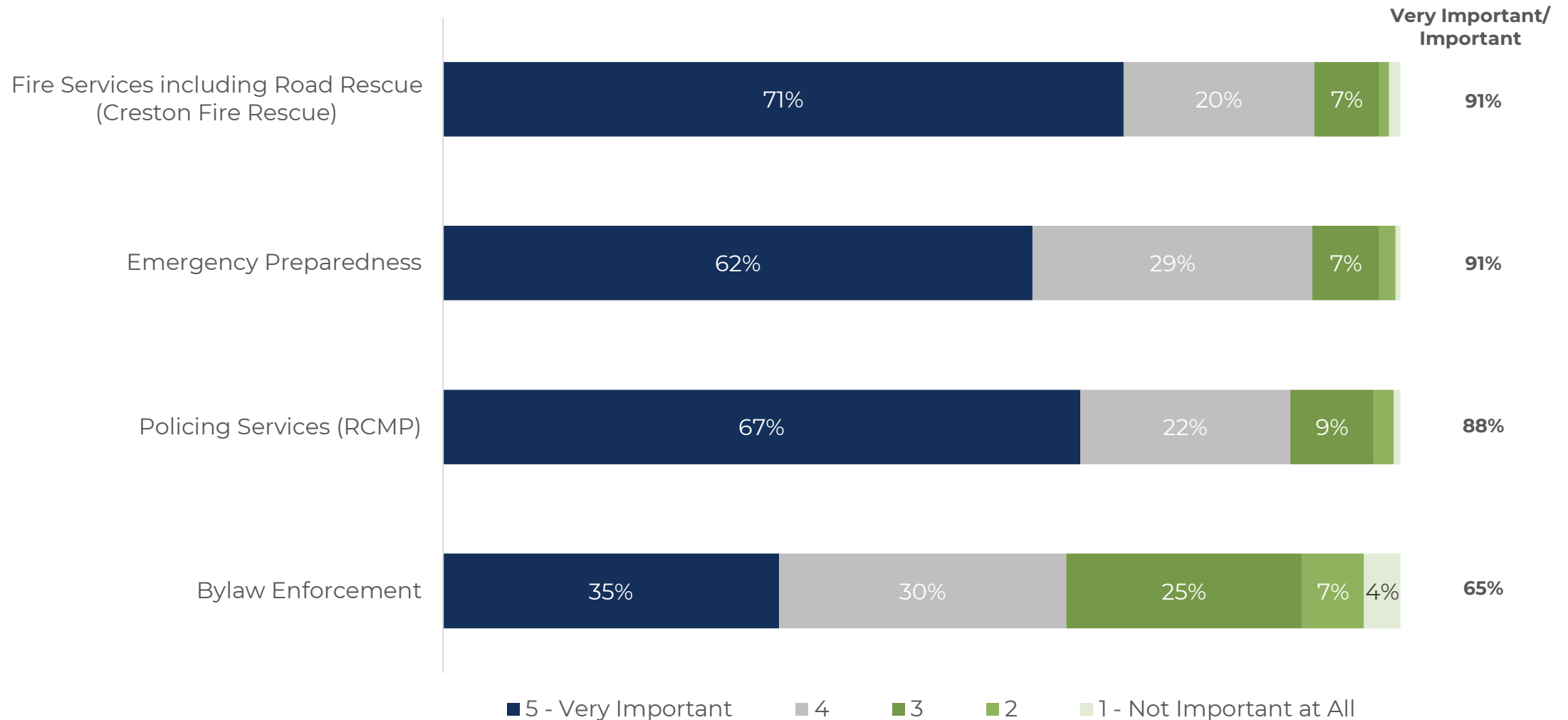
While residents perceive these service aspects as not performing well by the Town of Creston, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- ✓ Parking control and enforcement
- ✓ Ease of travel by bicycle

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Protective Services

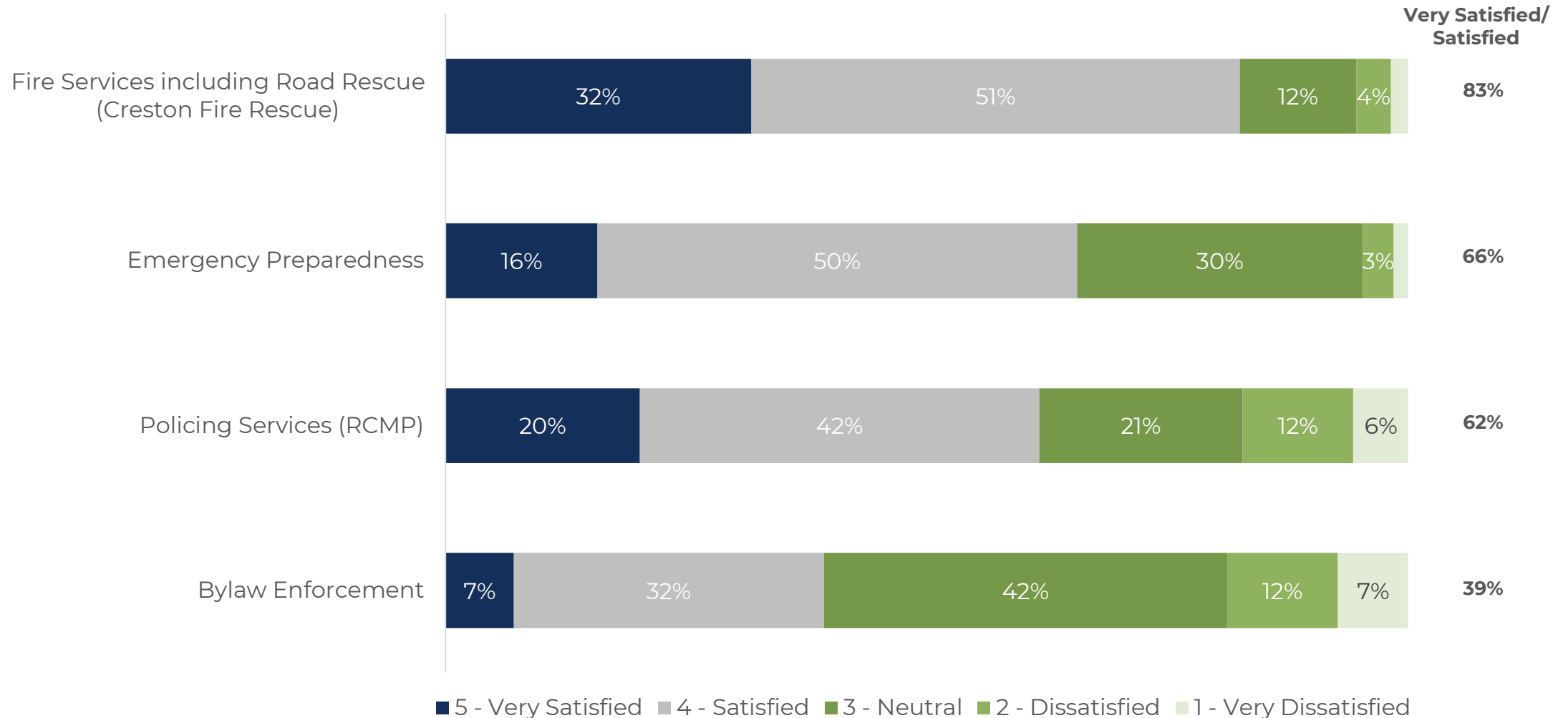
Service Importance



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Programs and Services: Protective Services

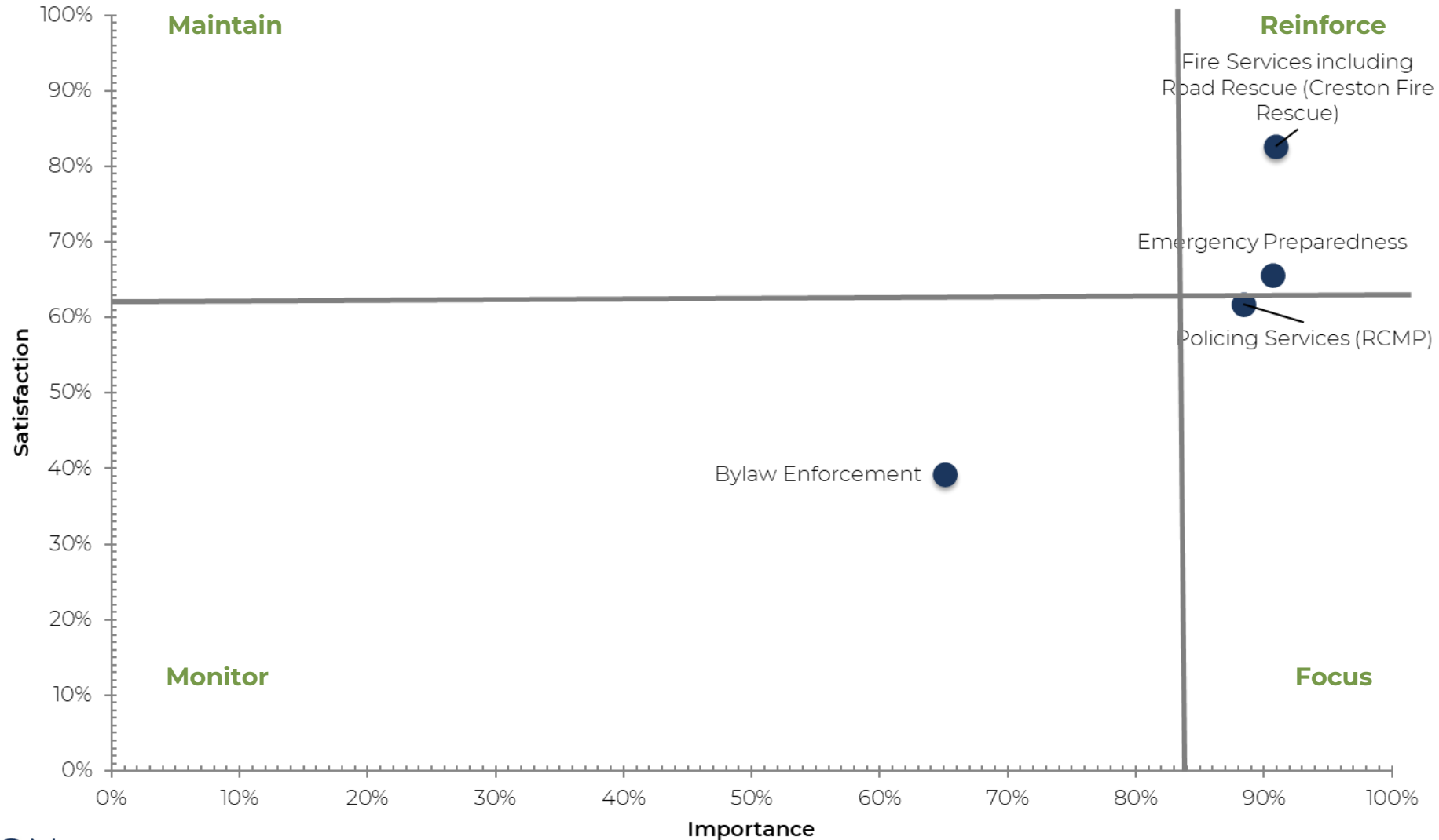
Service Satisfaction



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Importance/Service Matrix: Protective Services

Importance/Service Matrix



Interpreting the Importance/Service Matrix

Reinforce: *High importance; high satisfaction (upper right quadrant)*

Residents perceive services in this quadrant to be important and feel that the Town is performing well in the delivery of these services. These are the Town's core strengths – it is important to ensure these service aspects are reinforced.

- ✓ Fire Services including Road Rescue (Creston Fire Rescue)
- ✓ Emergency Preparedness

Focus : *High importance; low satisfaction (lower right quadrant)*

This is the critical focus quadrant – it includes services that residents perceive to be important, but where they also perceive the Town to be performing relatively poorly. It is important to focus on these service aspects to improve overall satisfaction.

- ✓ Policing Services (RCMP)

Interpreting the Importance/Service Matrix Continued...

Maintain: *Low importance; high satisfaction (upper left quadrant)*

These services are perceived by residents to be of lower importance, but residents are satisfied with the Town's service delivery performance. These services should be maintained.

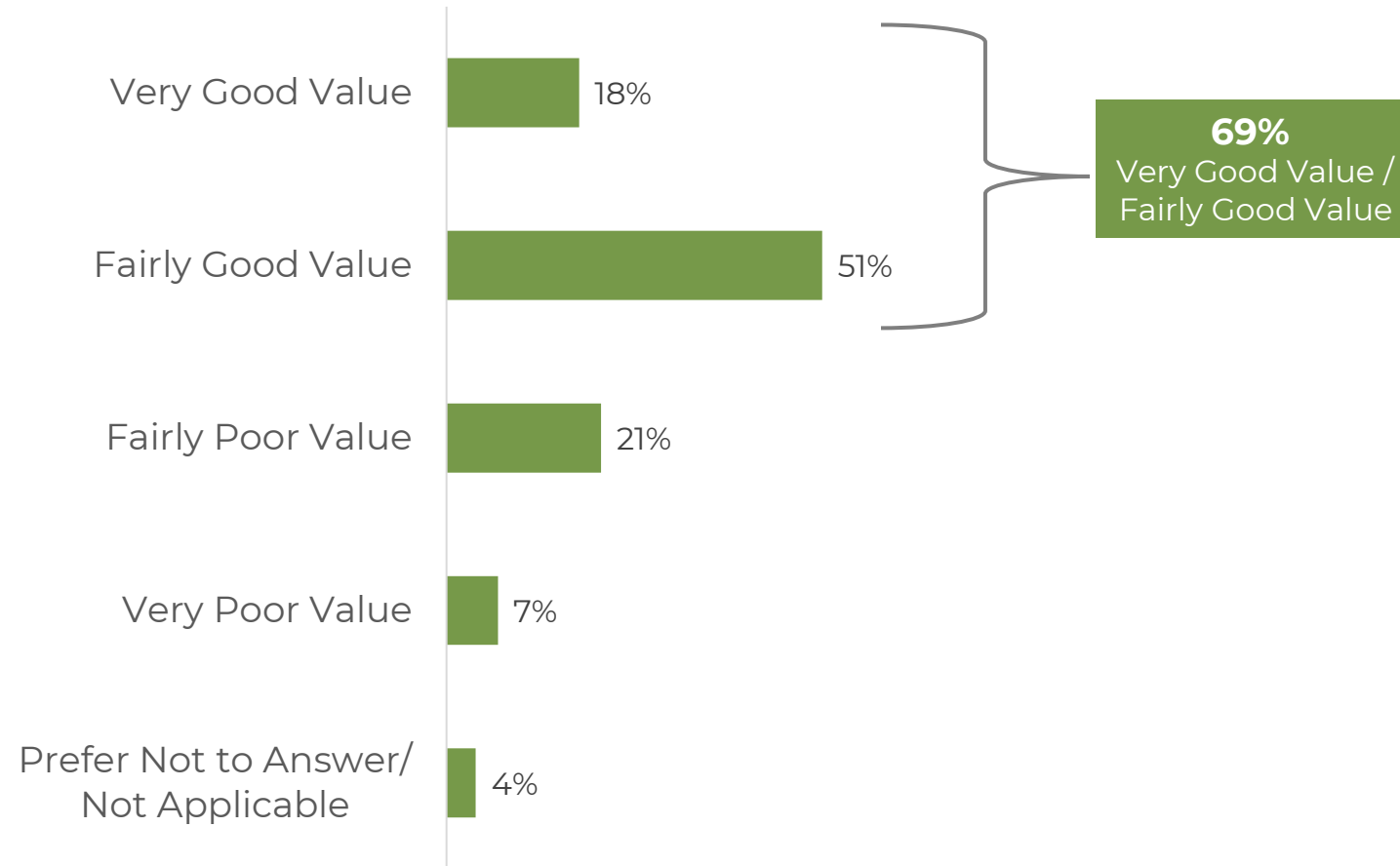
- There are no services classified in this quadrant

Monitor: *Low importance; low satisfaction (lower left quadrant)*

While residents perceive these service aspects as not performing well by the Town of Creston, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- ✓ Bylaw Enforcement

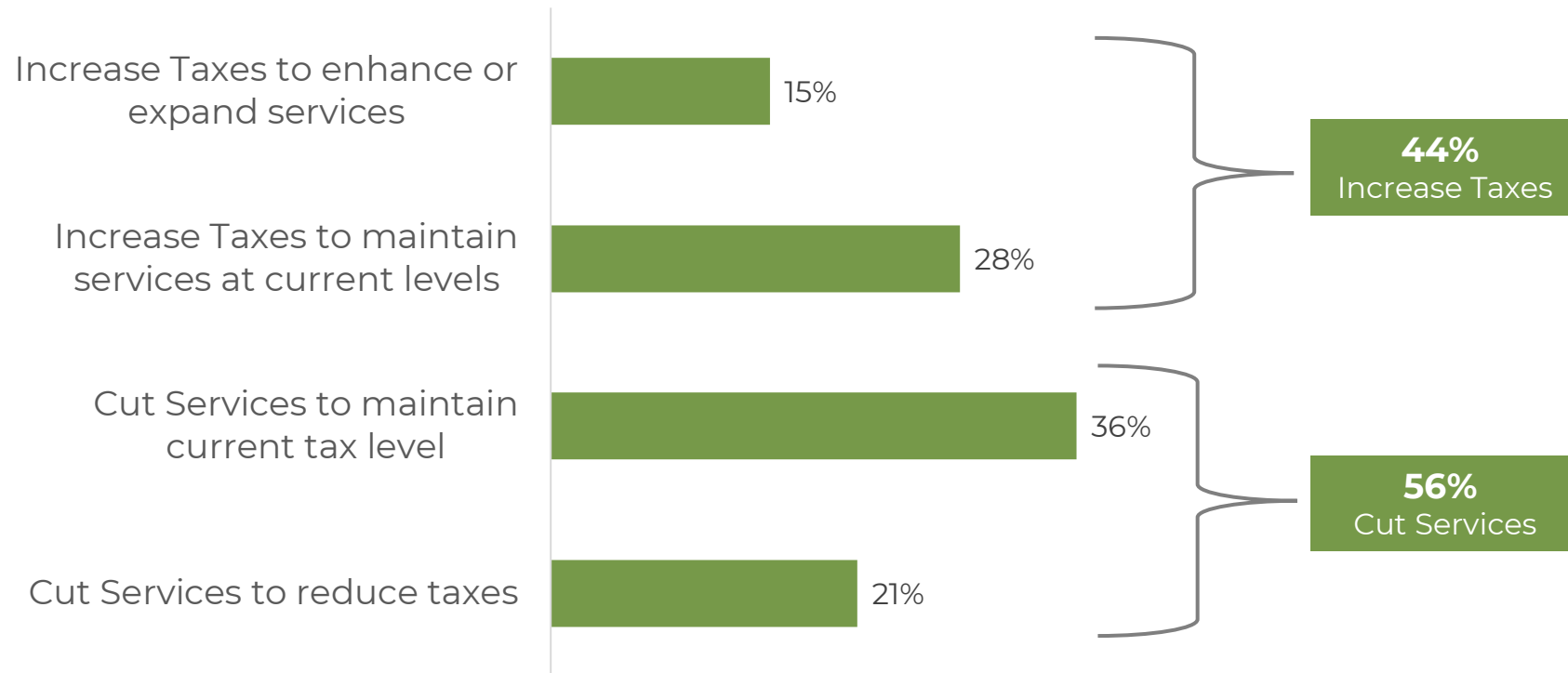
Value for Programs and Services





2022 Results – Taxation and Funding

Balancing Taxation and Service Levels



6. Municipal property taxes are the primary way to pay for programs and services provided by the Town of Creston. If the increased cost of maintaining current services/service levels and infrastructure begin to cost more than the increase in tax revenue, the Town of Creston must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the Town of Creston to pursue? Results are weighted. Base: All Respondents less those that noted the element was 'DK/Prefer not to answer'.(n=349).

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Taxation and Funding

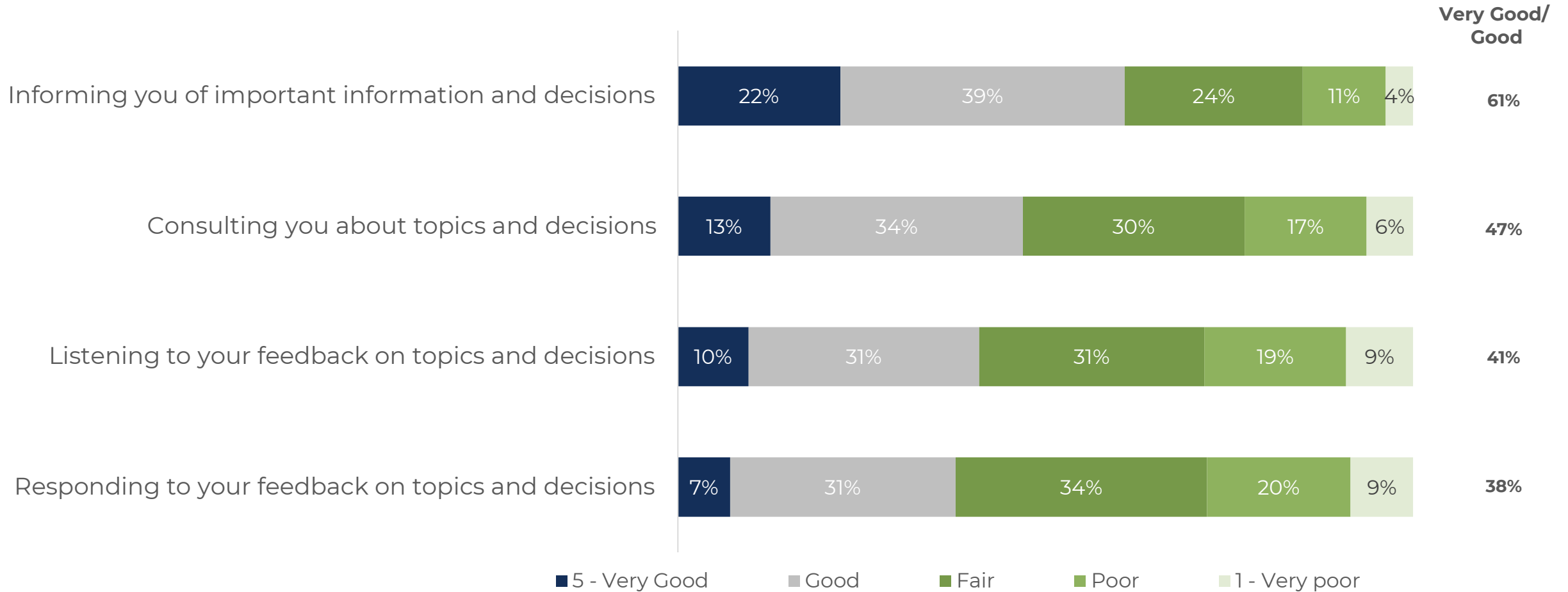
Selected Services 2023 Spending

| Programs/Services | 2023 Spending | | | Differential (Increase – Decrease) |
|--|---------------|------------|----------|---------------------------------------|
| | Decrease | Maintain | Increase | |
| Roads & Operations | 6% | 70% | 25% | 19% |
| Water System | 5% | 84% | 12% | 7% |
| Parks, Trails and Sidewalks | 25% | 55% | 20% | -5% |
| Bylaw Compliance and Other Protective Services | 38% | 56% | 6% | -32% |
| Planning and Development Services | 37% | 57% | 6% | -31% |
| Fire and Rescue Services | 18% | 73% | 9% | -9% |
| Police Protection (RCMP) | 18% | 71% | 11% | -8% |

7. The Town of Creston is interested in understanding how you would modify the budget for the services listed below, if at all. Please specify if you think spending should increase, be maintained, or decrease in 2023 for each service listed. Results are weighted. Base: All Respondents (n=503).

2022 Results – Communications

Community Engagement

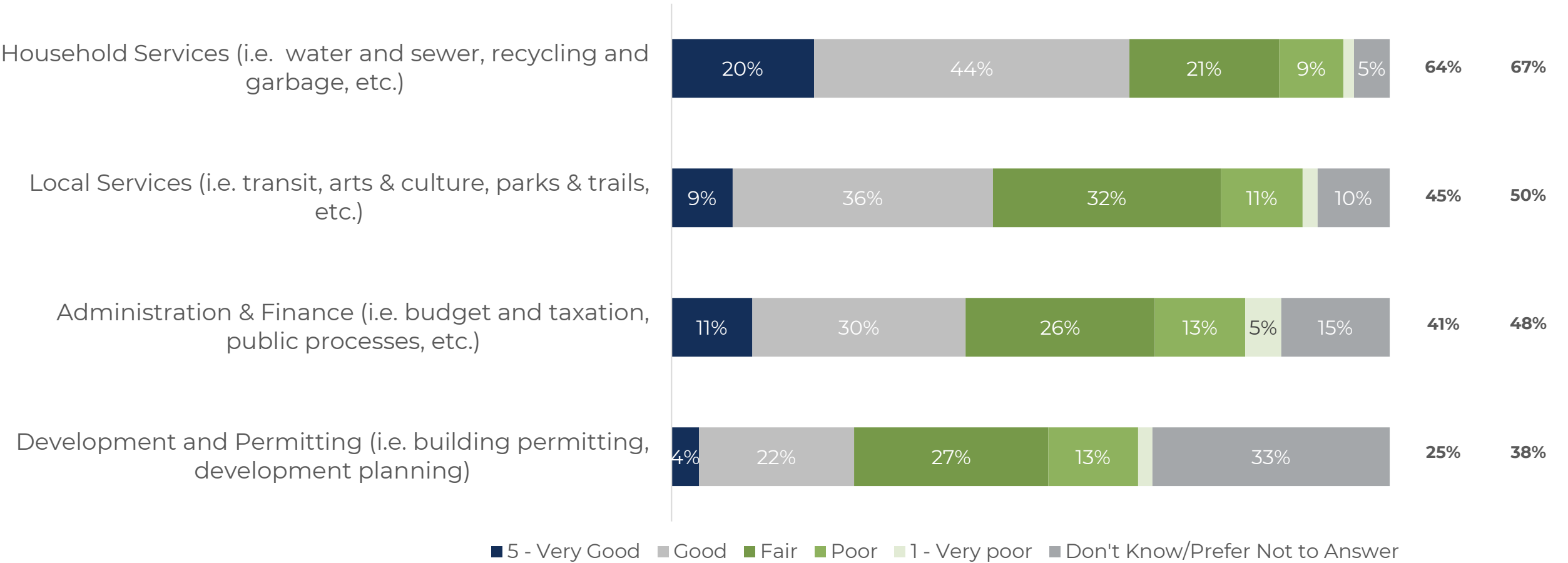


TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Communications

Communications on Topics

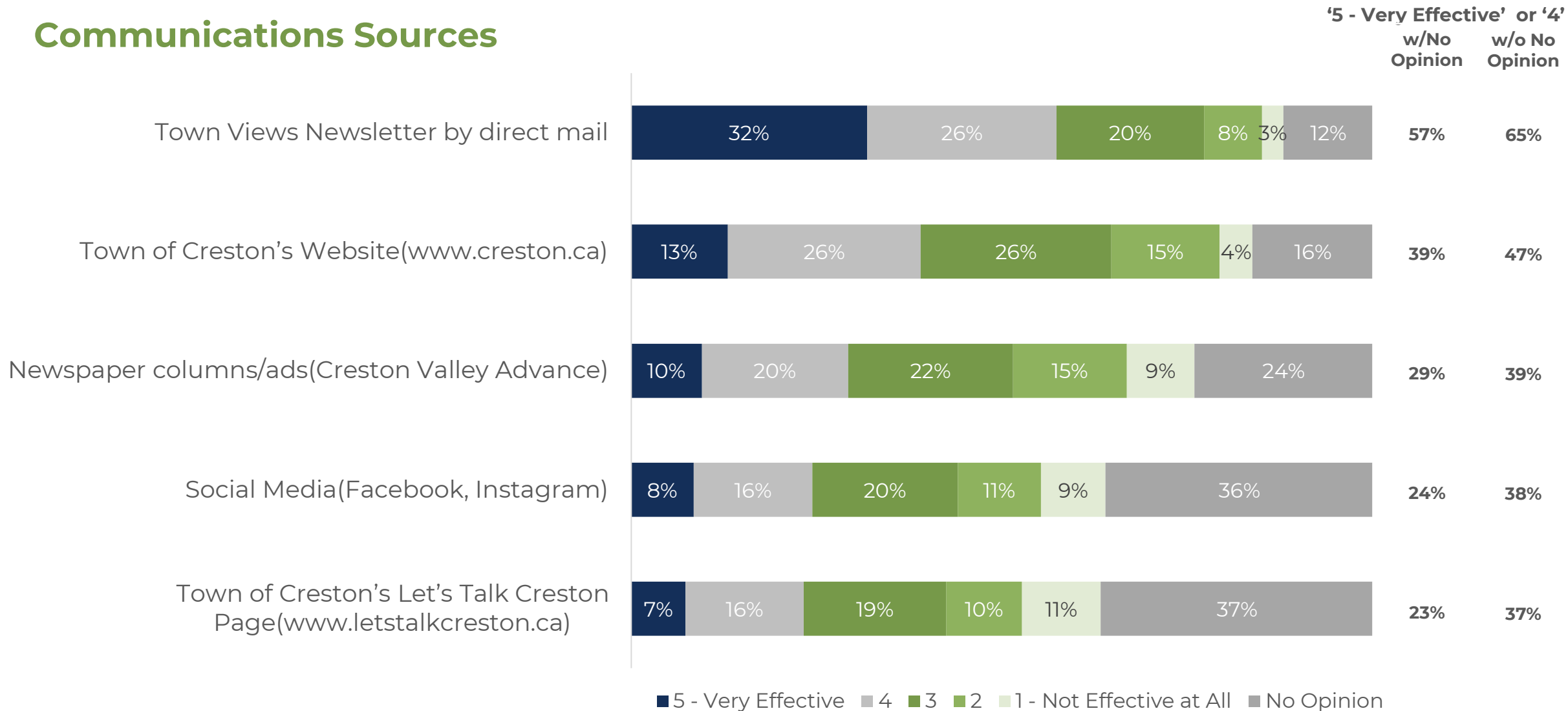
Very Good/Good
w/Don't Know w/o Don't Know



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

Results – Communications

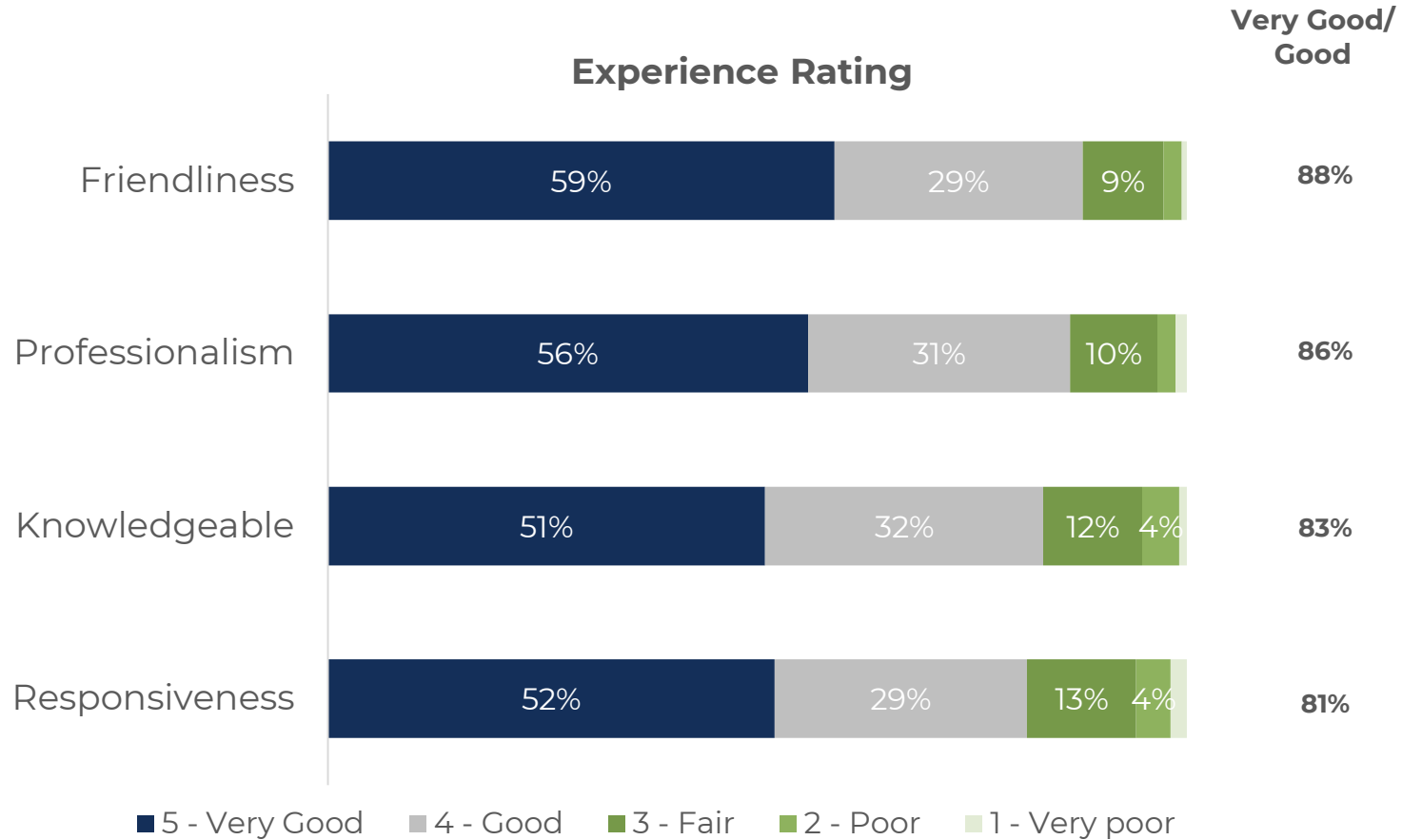
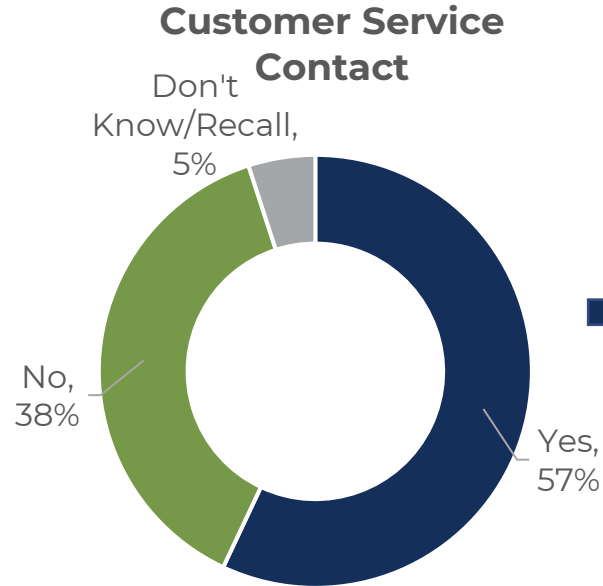
Communications Sources





2022 Results – Customer Service

Impressions and Experiences



11. Have you had any contact either in person, by phone, or by email with a Town of Creston representative in the last 12 months?

Results are weighted. Base: All Respondents n= 503

12. Using a scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Very Good', please rate the Town of Creston representative on the following elements. Please use your most recent contact as your reference.

Results are weighted. Base: All Respondents less those that noted the element was 'DK/Prefer not to answer'.(n=297-302).

For graphical clarity, response percentage of less than 3% have been removed.

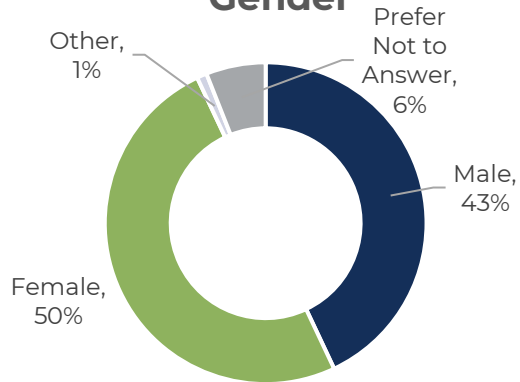
2022 Results – Demographics

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

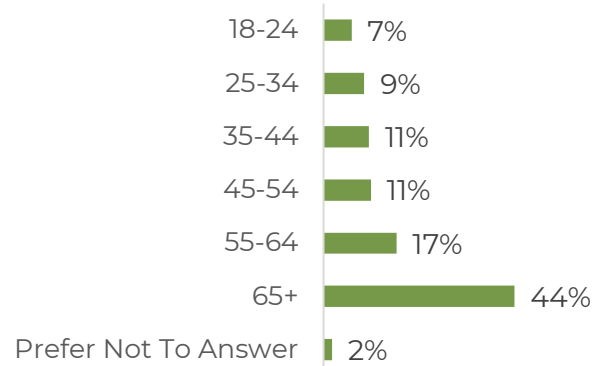
Results – Demographics

Demographics

Gender



Age



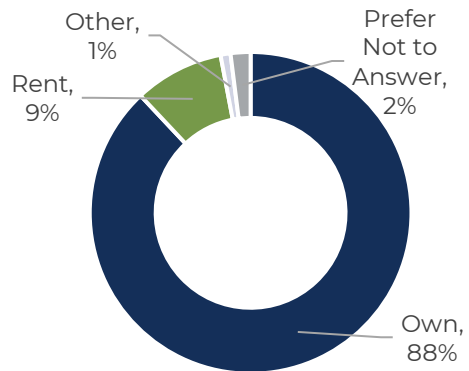
Average People in Household



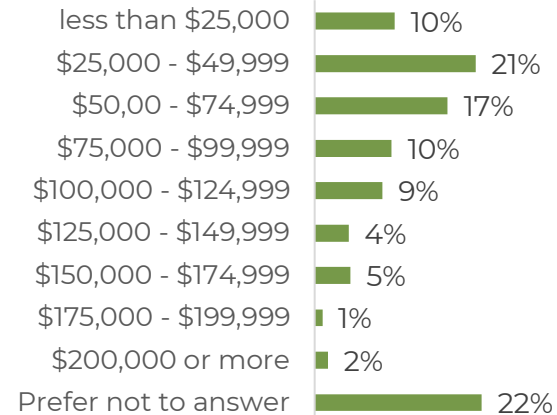
Average Children in Household



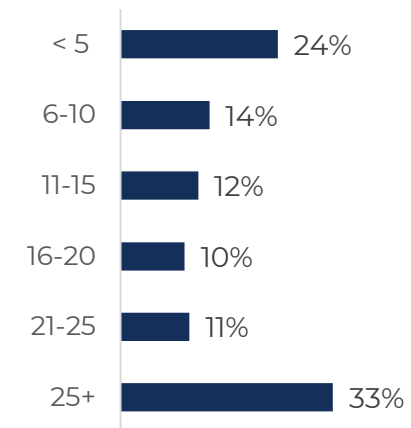
Home Ownership



Household Income



Years Living in Creston



Average = 20.3 years

Prompted Decision to Move to Creston - Selected Comments

'The beauty of the town's setting, the strong sense of community, the friendliness of the community, the volunteering spirit, and the town's smaller size.'

'Comfortable climate, access to services, affordability of housing, acceptable social atmosphere, access to entertainment functions as in choir and theatre performances.'

'Lived in the area for 50 + years, moved into Creston to retire.'

'Peaceful way of life. Quality of air we inhale every day. Away from noisy cities.'

'Climate and cost of living (so far), welcoming neighbourhood and sense of community.'

2. 2022 vs 2013 Results



2022 vs 2013 Results – Key Findings

2022 vs 2013 Results - Summary of Key Findings

Quality of Life

- Although there has been a shift from 'Good' to 'Very Good' in 2022, the overall proportion of residents who rate their quality of life in Creston as high ('Good' to 'Very Good') is consistent with 2013 results at 89%.
- There have been several decreases in the impressions of aspects of Creston since 2013. The most notable changes have been 'availability of affordable housing' (-27 points), 'access to professional health care...' (-8 points), 'recreational/fitness opportunities' (-8 points). In contrast, there were large gains on the impressions of 'Creston as a place to work' (+20 points), 'opportunities to shop locally' (+18 points) and the 'attractiveness of Creston's downtown core' (+17 points).

Programs and Services – Parks & Trails

- Almost all parks & trails services have increases compared to 2013 results. The only element that had a notable decrease is "Green Gym" equipment (-14 points). The largest gains have been in Public Washrooms (+13 points), Trails (+12 points) and Park Appearance (+12 points).

2022 vs 2013 Results - Summary of Key Findings, continued...

Programs and Services – Municipal Services

- The vast majority of the municipal services have had notable increases since 2013. The most remarkable have been ‘quality of drinking water (+15 points), ‘sewage treatment’ (+11 points) and ‘stormwater management’ (+11 points), while ‘road maintenance and repair’ had a 9-point decrease.

Programs and Services – Development Services

- Satisfaction with all elements evaluated as part of Creston’s Development services are down compared to 2013. The most notable are ‘building inspections’ (-22 points), ‘business licensing process’ (-27 points), and ‘building permit process’ (-28 points).

Programs and Services – Transportation Services

- Since 2013, ‘traffic safety’ has had a notable increase in satisfaction rating (+15 points). In contrast, there were large losses on satisfaction of ‘parking control and enforcement’ (-13 points), ‘ease of movement by wheelchair/ scooter’ (-34 points) and ‘ease of travel’ (-14 points).

2022 vs 2013 Results - Summary of Key Findings, continued...

Programs and Services – Protective Services

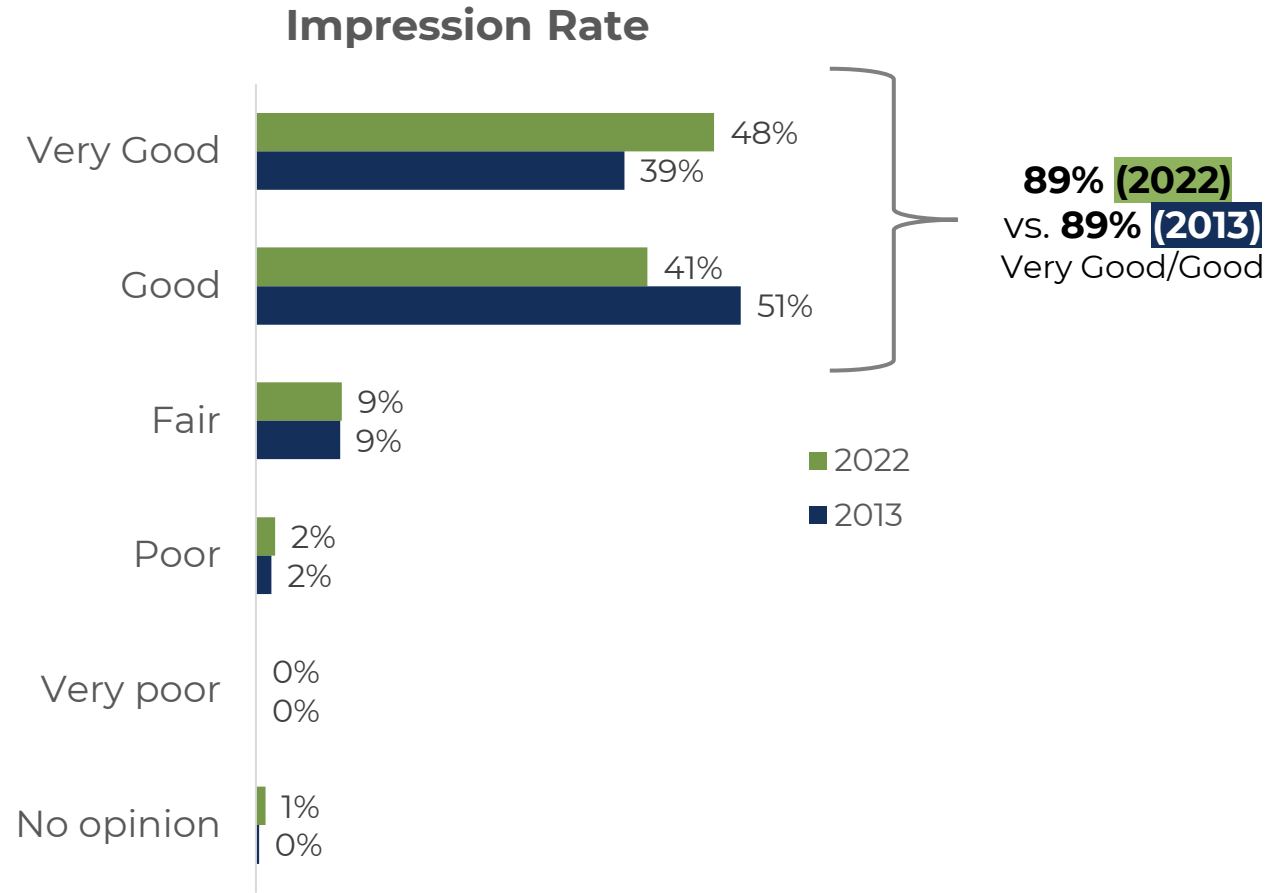
- Due to how firefighting and road rescue services elements were evaluated differently in 2013 and 2022 items are not directly comparable, that said, there is a slight increase in satisfaction with ‘fire services including Road Rescue’ in 2022 if compared to each individual items (Firefighting Services, 79% and Road Rescue, 76%) in 2013. In contrast, there have been some decreases in satisfaction with the Town’s ‘emergency preparedness’ (-3 points), ‘policing services (RCMP)’ (-6 points) and the most notable being for ‘bylaw enforcement’ (-14 points).

Customer Services

- The proportion of residents contacting the Town is lower. Less than 6-in-10 (57%) residents had contact with the Town of Creston in the past year compared to 68% in 2013. Of those that did have contact, ‘friendliness’ and ‘responsiveness’ are the only customer service items that are comparable to 2013. Both elements had slight increases since 2013 results. In fact, ‘responsiveness’ has increase to 81% satisfied from only 75% in 2013. ‘Knowledgeable’ has increase from 80% being satisfied to 83% in 2022.

2022 vs 2013 Results – Quality of Life

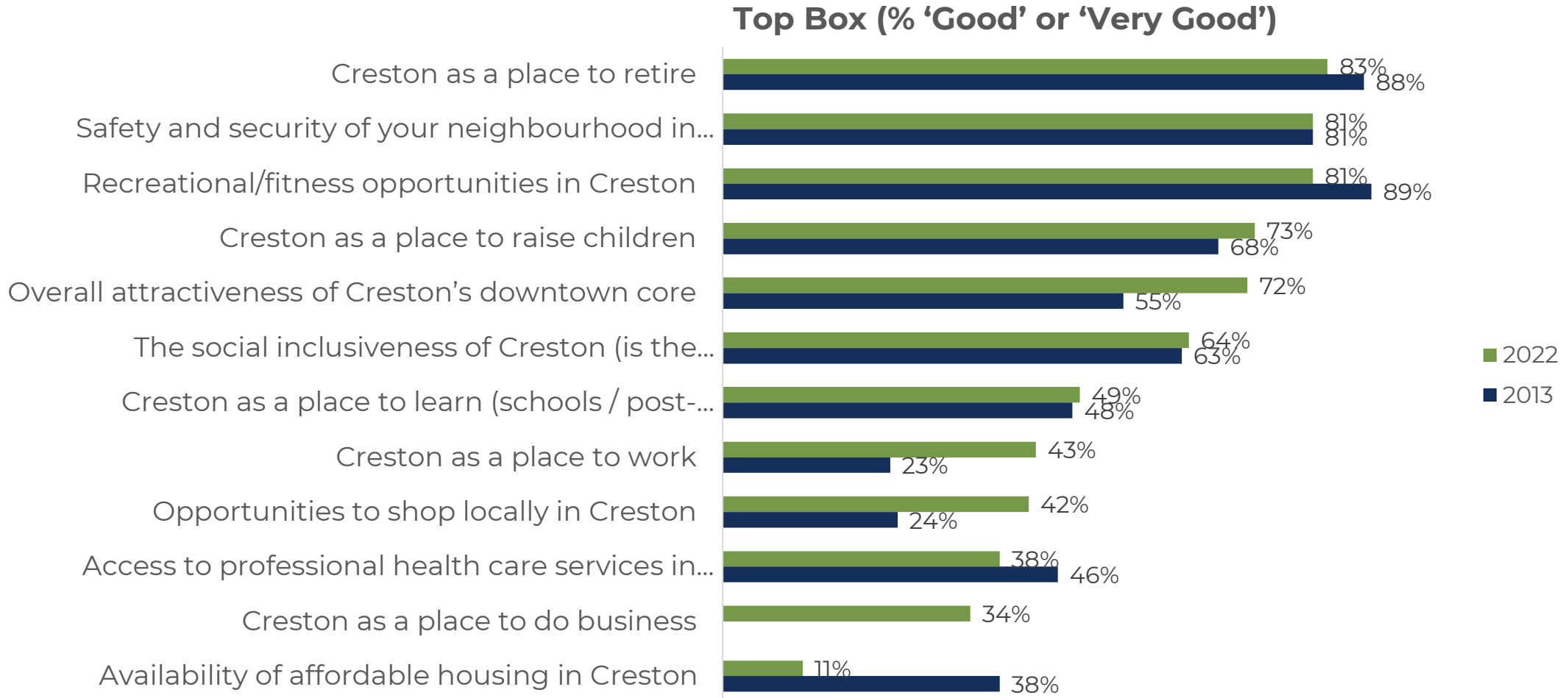
Quality of Life



TOWN OF CRESTON – 2022 Citizen Satisfaction Study

2022 vs 2013 Results – Quality of Life

Impression of Creston



1. Please rate your impression of Creston on each of the following:
2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years?
Results are weighted based on age and gender. Base: All Respondents ((2022 survey, n=503, 2013 survey n~384).

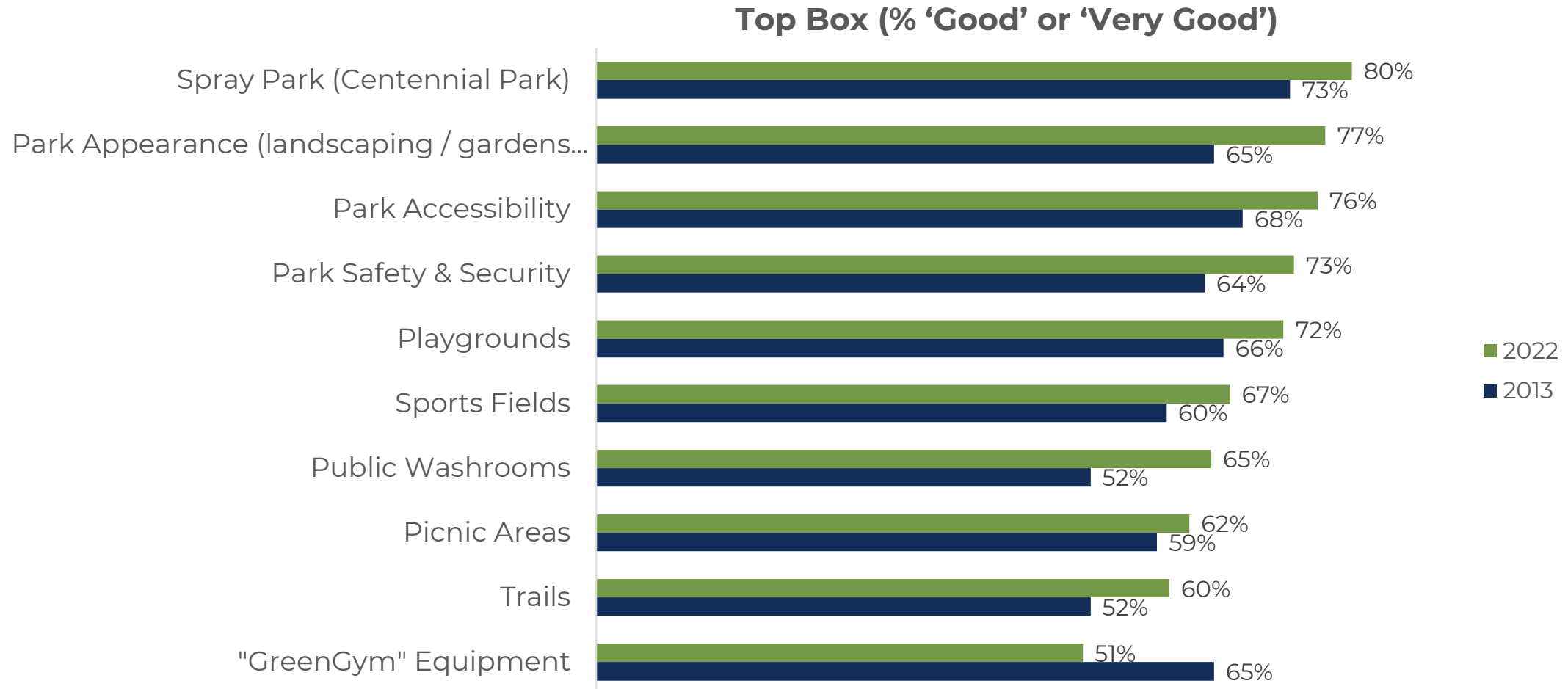


2022 vs 2013 Results – Programs and Services

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

2022 vs 2013 Results – Programs and Services

Parks & Trails – Satisfaction



1. Please rate your impression of Creston on each of the following:

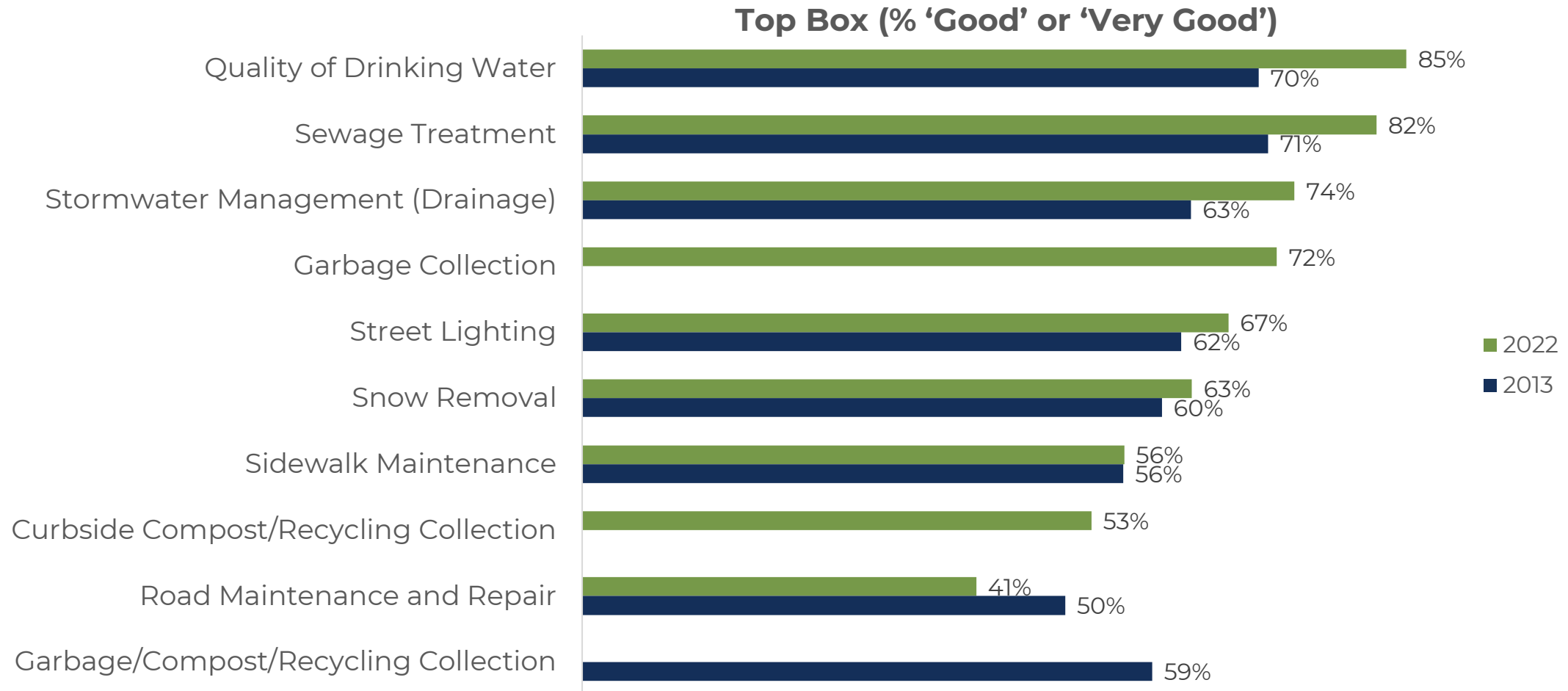
2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2022 survey, n= 396-486, 2013 survey n~331-341).

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

2022 vs 2013 Results – Programs and Services

Municipal Services- Satisfaction



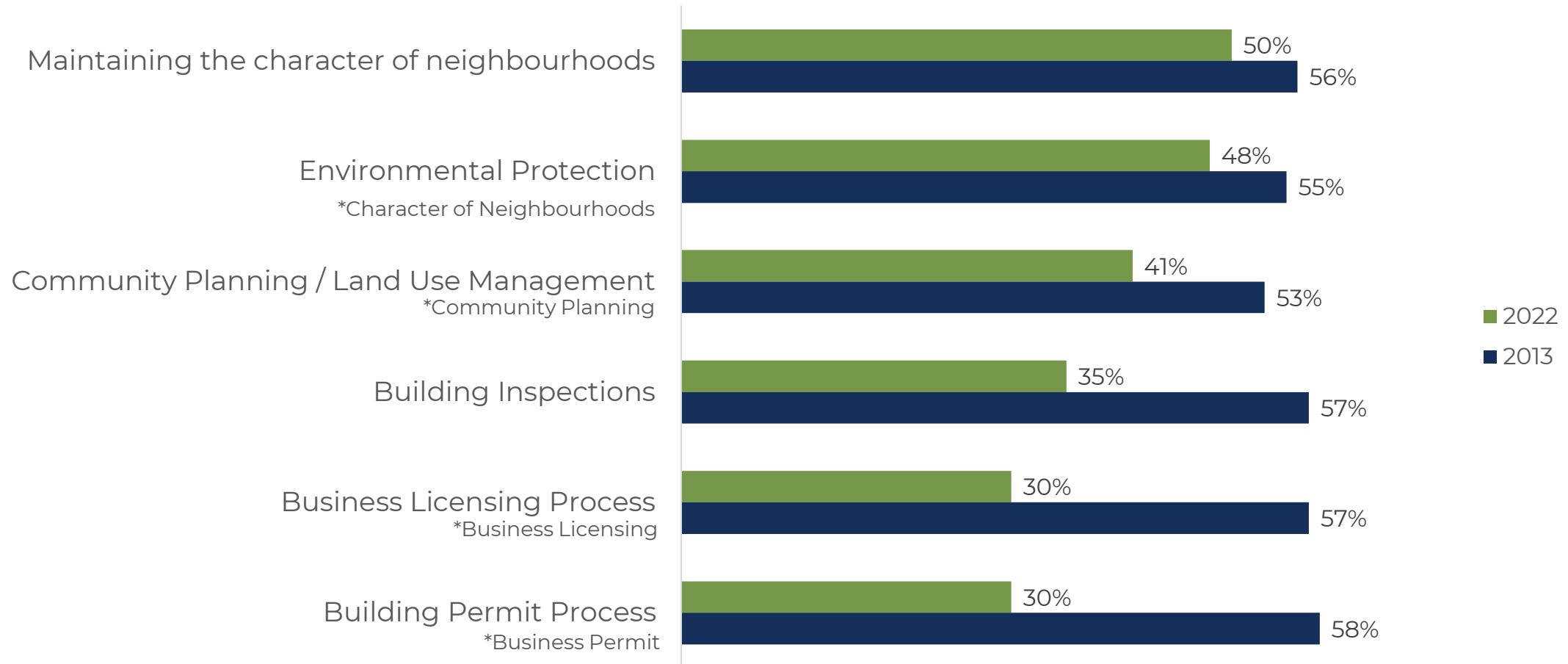
1. Please rate your impression of Creston on each of the following:

2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2022 survey, n= 396-486, 2013 survey n~= 338-343).

Development Services- Satisfaction

Top Box (% 'Good' or 'Very Good')



1. Please rate your impression of Creston on each of the following:

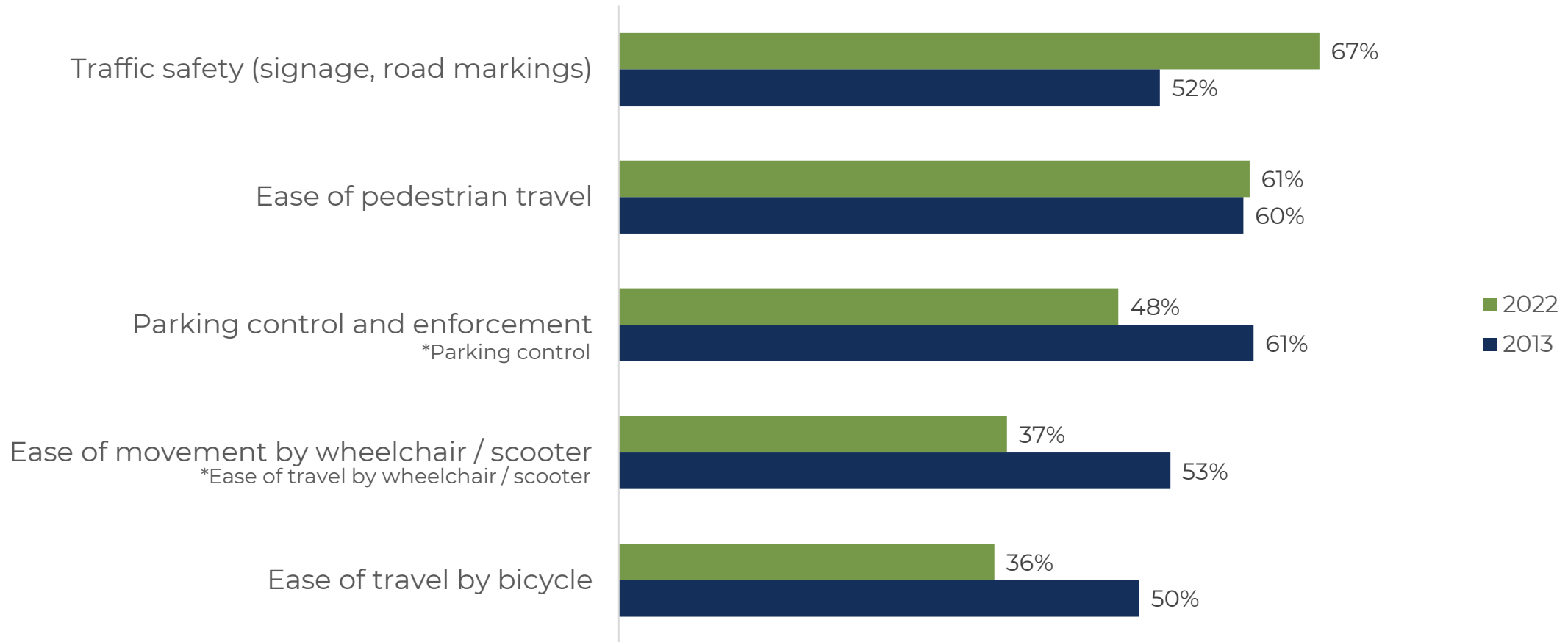
2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2022 survey, n= 301-445, 2013 survey n~= 329-338).

*Wording used in 2013 survey.

Transportation – Satisfaction

Top Box (% 'Good' or 'Very Good')



1. Please rate your impression of Creston on each of the following:

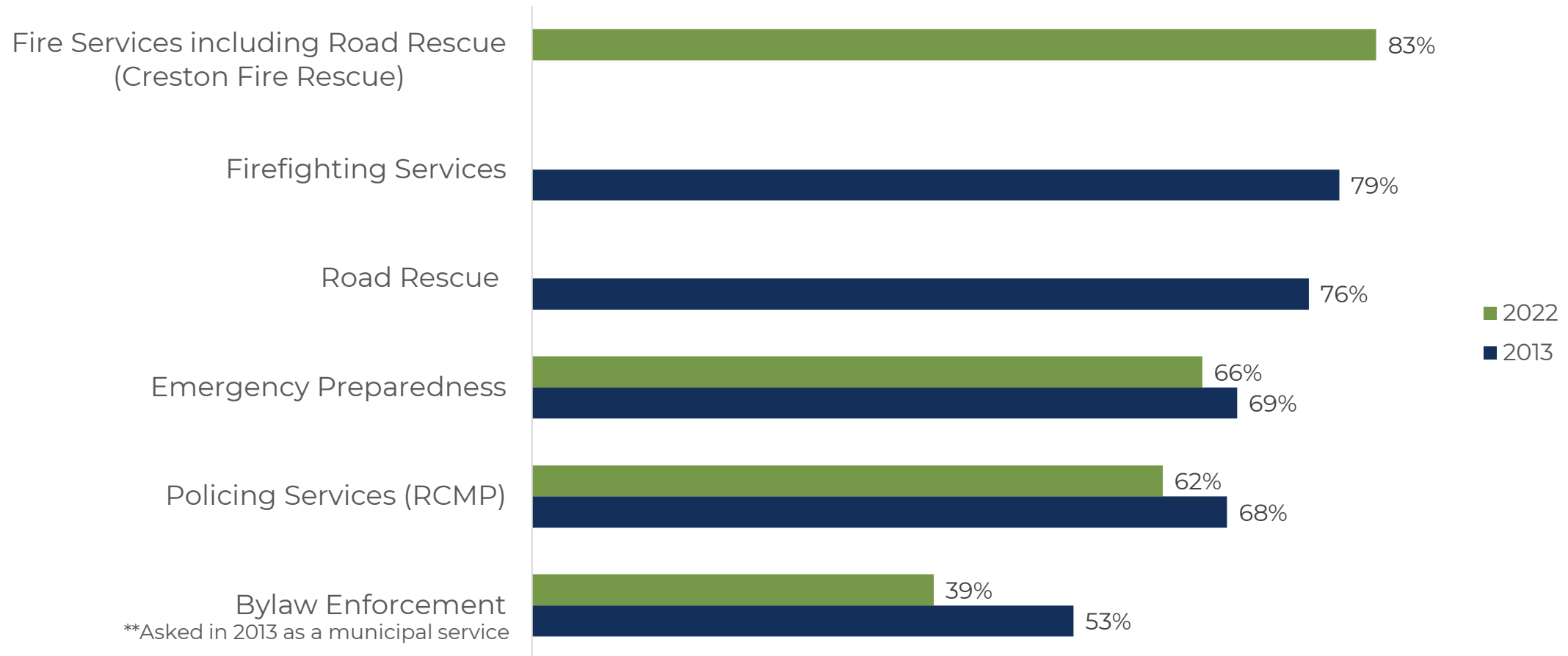
2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2022 survey, n= 389-486, 2013 survey n~ 338-347).

*Wording used in 2013 survey.

Protective Services- Satisfaction

Top Box (% 'Good' or 'Very Good')



1. Please rate your impression of Creston on each of the following:

2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2022 survey, n= 424-481, 2013 survey n~= 346-351).

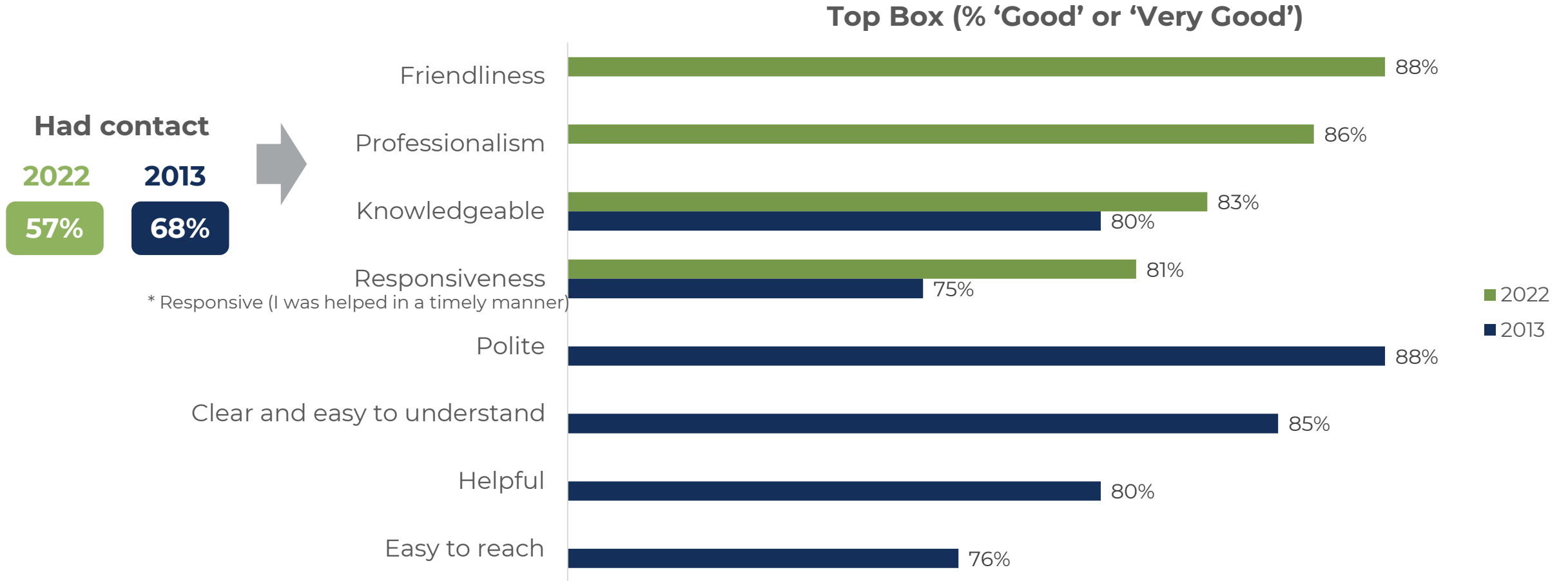


2022 vs 2013 Results – Customer Service

TOWN OF CRESTON – 2022 Citizen Satisfaction Study

2022 vs 2013 Results – Customer Service

Impressions and Experiences



11. Have you had any contact either in person, by phone, or by email with a Town of Creston representative in the last 12 months? Base: All Respondents 2022 survey n=503, 2013 survey n=361.

12. Using a scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Very Good', please rate the Town of Creston representative on the following elements. Please use your most recent contact as your reference. Results are weighted. Base: All Respondents less those that noted the element was 'DK/Prefer not to answer'. (2022 survey n=297-302, 2013 survey n= 232-237).



Summary & Conclusions

Summary & Conclusions

- Residents rated the Town of Creston positively in the following aspects:
 - ✓ Overall quality of life rating;
 - ✓ Parks & Trails;
 - ✓ Municipal Services;
 - ✓ Protective Services;
 - ✓ Overall value for their tax dollars;
 - ✓ Informing residents on important information and municipal decisions; and,
 - ✓ Town communication related to household services (water, sewer, garbage collection, etc.).
- The Town can be very proud of its service delivery ratings for the quality of drinking water, fire services, sewage treatment, and the spray park.
- Immediate/short-term priorities for service improvement should include accessibility for bicycles as well as wheelchairs/scooters, bylaw enforcement, road maintenance & repairs, most aspects of development services, and parking control & enforcement.
- Overall, respondents lean slightly towards cutting services rather than increasing taxes when asked about balancing services and taxation.

Summary & Conclusions

- The majority of respondents want to maintain spending in the presented budget items; however, when looking at the differential between the proportion that say decrease the budget and those that say increase the budget we see some key insights if there are budget modifications. For instance, there is more appetite to expand budget for Roads & Operations, and Water Systems. In contrast, there is a net desire to decrease Bylaw Compliance and Other Protective Services, and Planning and Development Services budget. This suggests that although bylaw enforcement and most aspects of development services have low satisfaction levels, residents want to see improvements within the current or even a constricted budget. Conceptually, an improvement in residents' experiences in these areas may make them more apt to accept budget maintenance or expansion. It is important to note that Parks & Trails has some conflict with 25% wanting to decrease its budget and 20% wanting to increase it. This suggests that residents are at odds and any budget modification for this item would require targeted and clear communications to address the likely opposition.
- Though the Town has a relatively positive impression on informing residents of important information and decisions, there is a large opportunity to improve the municipality's engagement with the community to improve their perceptions of consulting, listening to feedback and responding to feedback on topics and decisions. Reporting out on the actions taken as a result of this study may help, as a first step, to strengthen ratings in this area. In addition, looking for opportunities to shift communications (i.e. dissemination of information) to engagement (i.e. consultation and two-way conversations) may increase satisfaction in this area.
- The Town Views Newsletter (delivered by direct mail) and the municipal website is a very important information source for residents – continued investments in website design, navigation, content management and online services is advisable. The Newsletter has the most reach as only 12% had no opinion on it suggesting the majority have seen/read it. There is an opportunity to increase awareness and use of both Social Media as well as Let's Talk Creston as one-third of respondents didn't know enough to provide an opinion on these communication tools.

Summary & Conclusions

- Approximately 6-in-10 (57%) of respondents have contacted the Town of Creston in the last year. The custom service interactions that they did have were overwhelmingly positive with strong scores for Friendliness, Professionalism, Knowledge, and Responsiveness.
- Although rating of quality of life overall has remained consistent with 2013, there have been some shifts in various impression so living in Creston since the 2013 Citizen Survey. Most notably:
 - There is a perceived lack of affordable housing in Creston.
 - Healthcare is a growing concerns.
 - Residents have a more favourable impression of ‘Creston as a place to work’ (+20 points), ‘opportunities to shop locally’ (+18 points) and the ‘attractiveness of Creston’s downtown core’ (+17 points).
 - Residents are more satisfied with nearly all Parks & Trails Services although the “Green Gym” equipment does need addressing.
 - Satisfaction with municipal services are generally up, specifically with ‘quality of drinking water (+15 points), ‘sewage treatment’ (+11 points) and ‘stormwater management’ (+11 points); however, ‘road maintenance and repair’ has slipped.
 - Satisfaction with all elements evaluated as part of Creston’s Development services are down compared with large decreases for ‘building inspections’ (-22 points), ‘business licensing process’ (-27 points), and ‘building permit process’ (-28 points).
 - Although the perception of ‘traffic safety’ has increased over the past 9 years, several element of Transportation Services have experienced decreased satisfaction, specifically: ‘parking control and enforcement’ (-13 points), ‘ease of movement by wheelchair/ scooter’ (-34 points) and ‘ease of travel’ (-14 points).
 - Changes in Protective Services is mixed with a large decline in satisfaction with ‘bylaw enforcement’. In addition, ‘policing services (RCMP)’ (-6 points) and emergency preparedness’ (-3 points) also saw declines.

Appendix A – Methodology Details

Appendix A - Methodology Details

To ensure the results were representative of the Creston population, the survey responses were balanced, or **weighted by gender and age** to reflect the actual Creston population. The weighting was based on the 2021 Canadian Census. Age and Gender which are not reflected in the Census were given a weight of 1. Given the low proportion of younger respondents, several cells have high weight factors.

| | Census | | | Survey Responses | | |
|----------------------|--------|--------|-------|------------------|--------|-------|
| | Male | Female | Other | Male | Female | Other |
| 18-24 | 4% | 3% | - | 0% | 1% | 0% |
| 25-34 | 5% | 5% | - | 2% | 3% | 0% |
| 35-44 | 5% | 6% | - | 3% | 6% | 1% |
| 45-54 | 5% | 6% | - | 2% | 6% | 2% |
| 55-64 | 8% | 9% | - | 8% | 11% | 1% |
| 65+ | 20% | 24% | - | 24% | 27% | 1% |
| Prefer Not to Answer | - | - | - | 0% | 0% | 1% |

Appendix B - Questionnaire

To access the survey, please enter the code provided in the letter you received:

[\[LANDING PAGE\]](#)

Welcome to the Town of Creston's Citizen Satisfaction Survey. The Town of Creston is working to better understand residents' experiences, perceptions and priorities related to Creston and town services.

We appreciate your time to share details about your experience as a citizen of Creston.

Depending on your responses, we anticipate the survey will take you about 10 - 12 minutes to complete.

By completing this survey, by **July 3, 2022**, you are eligible to be entered into a draw to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$250. Please note each household is only eligible to enter the contest once.

How to navigate: Please use the BACK and NEXT buttons at the bottom of your screen to navigate back and forth through this survey. Do not use your web browser's navigation buttons located at the top of your screen as they may cause connection errors.

Confidentiality: No personal information will be collected in this survey. Your responses will be kept confidential and not linked to any individual.

Questions? If you experience any technical difficulties while completing this survey, please contact Align Consulting Group via email at surveys@alignconsultinggroup.ca. If you have specific questions about the how the Town is going to use the feedback they receive, please contact Kirsten Dunbar at 250-428-2214 (ext. 210) or via email at kirsten.dunbar@creston.ca.

Section 1 – Quality of Life in Creston and Top of Mind Issues

1. Please rate your impression of Creston on each of the following:

| | 1 - Very Poor | 2 - Poor | 3 - Fair | 4 - Good | 5 - Very Good | No Opinion |
|--|---------------|----------|----------|----------|---------------|------------|
| Overall quality of life in Creston | 1 | 2 | 3 | 4 | 5 | N/A |
| Creston as a place to raise children | 1 | 2 | 3 | 4 | 5 | N/A |
| Creston as a place to retire | 1 | 2 | 3 | 4 | 5 | N/A |
| Creston as a place to work | 1 | 2 | 3 | 4 | 5 | N/A |
| Creston as a place to do business | 1 | 2 | 3 | 4 | 5 | N/A |
| Creston as a place to learn (schools / post-secondary/general interest) | 1 | 2 | 3 | 4 | 5 | N/A |
| Safety and security of your neighbourhood in Creston | 1 | 2 | 3 | 4 | 5 | N/A |
| Overall attractiveness of Creston's downtown core | 1 | 2 | 3 | 4 | 5 | N/A |
| Opportunities to shop locally in Creston | 1 | 2 | 3 | 4 | 5 | N/A |
| Availability of affordable housing in Creston | 1 | 2 | 3 | 4 | 5 | N/A |
| The social inclusiveness of Creston (is the community welcoming and inclusive) | 1 | 2 | 3 | 4 | 5 | N/A |
| Recreational/fitness opportunities in Creston | 1 | 2 | 3 | 4 | 5 | N/A |
| Access to professional health care services in Creston (including, physiotherapists, massage therapists, other...) | 1 | 2 | 3 | 4 | 5 | N/A |

2. Do you feel that the quality of life in Creston has improved, stayed the same, or worsened over the past five years? Please select one response.

- Improved
- Stayed the same
- Worsened
- Don't know / Not Applicable

3. In your opinion, what is the single most important issue facing the town of Creston; that is, the one issue you feel should receive the greatest attention from your local leaders? Please select one response.

- Affordable Housing
- Downtown Revitalization
- Community Safety
- Public Transportation
- Infrastructure renewal (i.e. sewer lines)

- Road Maintenance
- Employment
- Property Taxes
- Fire & Emergency Services
- New/additional Recreation Facilities
- Long-term financial sustainability
- Youth Engagement
- Climate Change
- Other - Please specify: _____
- Don't Know/No Opinion

Section 2 – Evaluation of Services

The Town of Creston provides a number of services to residents. These services include, but are not limited to parks and recreation, curbside collection of garbage, recycling and kitchen waste, road and infrastructure maintenance, development services such as building inspections and development approvals and protective services such as public safety and Creston Fire Rescue. This section is focused on your perceptions of the general services and infrastructure provided by the Town of Creston.

4. How would you rate each of the following Town services? First, please indicate how **important** each service is to you, then indicate how **satisfied** you are with each service or aspect.

| | |
|--------------------------|-----------------------|
| "Importance" | "Satisfaction" |
| 1 - Not Important at All | Very Dissatisfied |
| 2 | Dissatisfied |
| 3 | Neutral |
| 4 | Satisfied |
| 5 - Very Important | Very Satisfied |
| | N/A = No opinion |



| PARKS & TRAILS | | | | | | | | | | | | | |
|---|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Park Accessibility | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Park Safety & Security | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Park Appearance (landscaping / gardens / cleanliness) | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Trails | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Playgrounds | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Picnic Areas | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |

| | | | | | | | | | | | | | |
|------------------------------|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Public Washrooms | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Sports Fields | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Spray Park (Centennial Park) | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| "GreenGym" Equipment | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |

MUNICIPAL SERVICES

| | | | | | | | | | | | | | |
|---------------------------------------|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Garbage Collection | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Curbside Compost/Recycling Collection | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Quality of Drinking Water | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Sewage Treatment | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Stormwater Management (Drainage) | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Road Maintenance and Repair | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Sidewalk Maintenance | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Snow Removal | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Street Lighting | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |

DEVELOPMENT SERVICES

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Building Permit Process | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Building Inspections | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Business Licencing Process | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Community Planning / Land Use Management | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Environmental Protection | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Maintaining the character of neighbourhoods | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |

TRANSPORTATION

| | | | | | | | | | | | | | |
|--|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Ease of pedestrian travel | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Ease of travel by bicycle | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Ease of movement by wheelchair / scooter | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Parking control and enforcement | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Traffic safety (signage, road markings) | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
|---|---|---|---|---|---|--|--|---|---|---|---|---|-----|

| PROTECTIVE SERVICES | | | | | | | | | | | | | |
|---|---|---|---|---|---|--|--|---|---|---|---|---|-----|
| Fire Services including Road Rescue (Creston Fire Rescue) | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Emergency Preparedness | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Policing Services (RCMP) | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |
| Bylaw Enforcement | 1 | 2 | 3 | 4 | 5 | | | 1 | 2 | 3 | 4 | 5 | N/A |

5. Thinking about the programs and services that you receive from the Town of Creston, would you say that overall you get very good value, fairly good value, fairly poor value or very poor value for your tax dollars? Please select one response.
- Very Poor Value
 - Fairly Poor Value
 - Fairly Good Value
 - Very Good Value
 - Not Applicable
 - Prefer Not to Answer

Section 3 – Taxation and Funding

Now we will turn to funding and budgeting for services provided by the Town of Creston.

6. Municipal property taxes are the primary way to pay for programs and services provided by the Town of Creston. If the increased cost of maintaining current services/service levels and infrastructure begin to cost more than the increase in tax revenue, the Town of Creston must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the Town of Creston to pursue? Please select one response.
- Increase Taxes to enhance or expand services
 - Increase Taxes to maintain services at current levels
 - Cut Services to maintain current tax level
 - Cut Services to reduce taxes
 - Don't know
 - Prefer not to answer
7. The Town of Creston is interested in understanding how you would modify the budget for the services listed below, if at all. Please specify if you think spending should increase, be maintained, or decrease in 2023 for each service listed.
Please select one response per row.

| | Increase spending | Maintain spending | Decrease spending | Don't Know/Prefer not to answer |
|--|-------------------|-------------------|-------------------|---------------------------------|
| Roads & Operations | 0 | 0 | 0 | 0 |
| Water System | 0 | 0 | 0 | 0 |
| Parks, Trails & Sidewalks | 0 | 0 | 0 | 0 |
| Bylaw Compliance and Other Protective Services | 0 | 0 | 0 | 0 |
| Planning and Development Services | 0 | 0 | 0 | 0 |
| Fire and Rescue Services | 0 | 0 | 0 | 0 |
| Police Protection | 0 | 0 | 0 | 0 |

Section 4 – Communication

This section discusses the Town of Creston's communications about topics and decisions.

8. Using a scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Very Good', please rate the Town of Creston on each for the following topics relating to the community. Please select one response per topic/row.

| | 1 - Very Poor | 2 - Poor | 3 - Fair | 4 - Good | 5 - Very Good | Don't know | Prefer not to answer |
|--|---------------|----------|----------|----------|---------------|------------|----------------------|
| Informing you of important information and decisions | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Consulting you about topics and decisions | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Listening to your feedback on topics and decisions | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Responding to your feedback on topics and decisions | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

9. The Town of Creston recognizes that residents may have differing experiences on various topics. As such, please rate the Town of Creston's communication about the following topics. Please select one response per topic/row.

| | 1 - Very Poor | 2 - Poor | 3 - Fair | 4 - Good | 5 - Very Good | Don't know | Prefer not to answer |
|---|---------------|----------|----------|----------|---------------|------------|----------------------|
| Administration & Finance (i.e. budget and taxation, public processes, etc.) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Local Services (i.e. transit, arts & culture, recreation, etc.) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Household Services (i.e. water and sewer, recycling and garbage, etc.) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Development and Permitting (i.e. building permitting, development planning) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

10. Please rate the following communication tools in terms of how effective they are for sharing information with you. Please select one response per row.

| | 1- Not Effective at all | 2 | 3 | 4 | 5 - Very Effective | No Opinion |
|---|-------------------------|---|---|---|--------------------|------------|
| Town of Creston's Let's Talk Creston Page (www.letstalk.creston.ca) | 1 | 2 | 3 | 4 | 5 | N/A |
| Town of Creston's Website (www.creston.ca) | 1 | 2 | 3 | 4 | 5 | N/A |
| Social Media (Facebook, Twitter, YouTube) | 1 | 2 | 3 | 4 | 5 | N/A |
| Newspaper columns/ads (Creston Valley Advance) | 1 | 2 | 3 | 4 | 5 | N/A |
| Town Citizen Newsletter by direct mail | 1 | 2 | 3 | 4 | 5 | N/A |

Section 5 – Customer Service

This section discusses your impressions and experiences with the Town of Creston.

11. Have you had any contact either in person, by phone, or by email with a Town of Creston representative in the last 12 months? Please select one response.

- Yes
- No
- Don't Know/Recall

12. ASK IF Q11 = YES, On a scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Very Good', please rate the Town of Creston representative on the following elements. Please use your most recent contact as your reference. Please select one response per row.

| The employee was... | 1 - Very Poor | 2 - Poor | 3 - Fair | 4 - Good | 5 - Very Good | No Opinion |
|---------------------|---------------|----------|----------|----------|---------------|------------|
| Friendliness | 1 | 2 | 3 | 4 | 5 | N/A |
| Knowledgeable | 1 | 2 | 3 | 4 | 5 | N/A |
| Professionalism | 1 | 2 | 3 | 4 | 5 | N/A |
| Responsiveness | 1 | 2 | 3 | 4 | 5 | N/A |

Section 6 – Demographics

We just have a few more questions for statistical purposes only and your responses will remain anonymous. This information will help us understand the different views and needs of citizens by sub-groups. Please be assured that nothing will link your responses to your household. All reporting will be on an aggregate level.

13. In which of the following age categories are you? Are you... Please select one response.

- a. 18-24
- b. 25-34

- c. 35-44
- d. 45-54
- e. 55-64
- f. 65 years or older
- g. Prefer not to answer

14. What gender do you identify as? Please select one response.

- a. Female/Woman/Feminine
- b. Male/Man/Masculine
- c. Non-Binary, Gender Fluid, and/or Two-Spirit
- d. My gender identity is not listed, please specify _____
- e. Prefer not to answer

15. How many people in total are living in your household? ____

16. How many children (under 18 years) are living in your household? ____

17. What is your total combined household income before taxes? Please select one response.

- less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 or more
- Prefer not to answer

18. Do you own or rent your current place of residence? Please select one response.

- Own
- Rent
- Other
- Prefer not to answer

19. How long have you lived in Creston? Please select one response.

- Years: _____
- Prefer not to answer

20. ASK IF Q21<=5, You have lived in Creston for 5 years or less, please share what prompted your decision to move to our community:

Section 7 – Contest Entry

21. Thank you for your time and effort to share your opinion with the Town of Creston. As a token of our appreciation, you are eligible for a draw to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$250? In order to be entered, you will need to provide your name, phone number and email address. This information will remain confidential and only be used for the administration of this draw. The selected entrants will be notified in August 2022. Would you like to enter the draw?

- Yes
- No

If Yes, please complete the following to be entered into the draw:

Name: _____

Phone Number: _____

Email Address: _____

Thank you for completing this survey. Your feedback is appreciated. We expect to publish the survey results on our web site at www.creston.ca in the fall of 2022.



TOWN of CRESTON

2022 CITIZEN SURVEY

Randomly Selected Household

Welcome to the Town of Creston's Citizen Satisfaction Survey. The Town of Creston is working to better understand residents' experiences, perceptions and priorities related to Creston and town services.

We appreciate your time to share details about your experience as a citizen of Creston.

Depending on your responses, we anticipate the survey will take you about 10 - 12 minutes to complete.

By completing this survey, by July 3, 2022, you are eligible to be entered into a draw to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$250. Please note each household is only eligible to enter the contest once.

Confidentiality: No personal information will be collected in this survey. Your responses will be kept confidential and not linked to any individual.

Questions? If you experience any technical difficulties while completing this survey, please contact Align Consulting Group via email at surveys@alignconsultinggroup.ca. If you have specific questions about the how the Town is going to use the feedback they receive, please contact Kirsten Dunbar at 250-428-2214 (ext. 210) or via email at kirsten.dunbar@creston.ca.

Please enter the code provided in the letter you received: _____



TOWN of CRESTON

2022 CITIZEN SURVEY

Non-Randomly Selected Household

Welcome to the Town of Creston's Citizen Satisfaction Survey. The Town of Creston is working to better understand residents' experiences, perceptions and priorities related to Creston and town services.

We appreciate your time to share details about your experience as a citizen of Creston.

Depending on your responses, we anticipate the survey will take you about 10 - 12 minutes to complete.

By completing this survey, by July 3, 2022, you are eligible to be entered into a draw to win one (1) of three (3) Visa gift cards valued at \$100, \$150, and \$250. Please note each household is only eligible to enter the contest once.

Confidentiality: No personal information will be collected in this survey. Your responses will be kept confidential and not linked to any individual.

Questions? If you experience any technical difficulties while completing this survey, please contact Align Consulting Group via email at surveys@alignconsultinggroup.ca. If you have specific questions about the how the Town is going to use the feedback they receive, please contact Kirsten Dunbar at 250-428-2214 (ext. 210) or via email at kirsten.dunbar@creston.ca.

Appendix C – Open End Comments on What Prompted Move to Creston

5 months. For good weather to plant. But some people are racist!

A small community to raise my young children. Good growing area

Affordability /recreation + retirement

Affordability and small town environment.

Affordability, climate, quiet.

agriculture

At the time it was more affordable compared to the Okanagan. It has a hospital and Rec Centre and banking along with grocery shopping. Closer to family. Relatively close to a larger centre.

Beautiful house, beautiful vistas. Lake and river and mountains all nearby.

Beautiful surroundings, affordable housing

Being close to nature and having easy access to pathways, trails, and nature areas, especially access to the lake and rivers for swimming and canoe/kayaking. Also, with the township being so small, it is easy to get around on foot and to save on gas to reduce our footprint. Being able to buy local produce during the summer is also a big draw as it further reduces our carbon footprint and gives us a better opportunity to keep our \$\$ in the community.

better climate to reduce headaches/migraines

Better lifestyle

Business opportunity

Came back to my partner's childhood town

Climate and cost of living (so far), welcoming neighbourhood and sense of community.

Climate, house prices

Climate, quality of life.

Close to family in Idaho.

Close to friends & family. Climate & growing opportunities.

Comfortable climate, access to services, affordability of housing, acceptable social atmosphere, access to entertainment functions as in choir and theatre performances

Creston had been on our radar as a place to move to for as long as I can remember...we finally had the opportunity to check Creston out, found a nest and moved in...haven't looked back since 😊 ...covid was rough on everyone but small town is better than big city hand over fist any day!

Creston's location is incredible, there is no denying it. Before choosing a BC municipality to move to, my wife and I first evaluated Creston for: - Access to grocery shopping - Access to fitness centre - Access to other ancillary amenities such as vehicle repair, coffee shops, restaurants, building supplies, plumbing and electrical services, and other municipal conveniences. - Obviously the location in the Kootenays, which we love well. On a surface-level evaluation, Creston met the minimum requirements for these. There have come to light, however, some astounding drawbacks to life in Creston, compared to Winnipeg, Manitoba and also to other BC municipalities. While it may not be fair to compare Creston's cost of living to Winnipeg's, the following points fairly shocked us: - Fuel, groceries, building supplies, and other staple consumable products cost significantly more in Creston than other comparably-sized BC communities. The reason for this eludes us. For instance, fuel is Salmo, a much smaller community, is cheaper than in Creston. Admittedly, this may not be a municipal issue, however it seems to be Creston-specific, so I'm including it here. - For the perceived value of services in Creston, property taxes are extremely high when compared to other BC communities. - Parking culture is markedly rural in Creston, but not much effort to modernize this is taking place. Large events clog local streets with parked cars, cars routinely park on both sides of residential streets (a well-established safety issue in city planning). Yet, only a handful of signage to control parking exists in Creston. - Sidewalk infrastructure in Creston is wildly inconsistent and appallingly inadequate. Some areas are very accessible to pedestrians while others force pedestrians to share the road with cyclists and cars. No significant effort to connect pedestrians to the industrial business section of Creston is apparent. Several sidewalks invite pedestrians to cross a street at a point where no sidewalk exists on the other side. Several sidewalks are clearly overbuilt for the obviously low pedestrian traffic they accommodate (capacity planning oversight?). Crosswalks are bizarrely located and have no signaling mechanism. A walk from downtown to any other area in Creston will almost certainly create several situations where pedestrians put themselves in dangerous situations. - Cyclists abound in Creston, yet there is absolutely zero effort to accommodate them, even low-cost, low-effort solutions for locking up bikes are more or less non-existent here, with a few exceptions like the RDCK Fitness Centre. Then again, getting anywhere in Creston poses some dangerous transport problems for cyclists and it hardly matters whether one can lock up one's bike if it means sharing the road with an 18 wheeler to get to Tim Hortons. - Snow removal is obviously a much lower priority in Creston than in, say, Winnipeg, which is understandable, given the Kootenay Valley climate, but the absolutely perplexing timing of snow removal (3 weeks after snowfall?) coupled with inadequate removal itself makes it clear that a professional level of service is lacking here; the same number of cars will park on the street, so not removing snow from the entire roadway only creates nuisance situations for vehicles getting around one another. - Little or no control of engine retarding braking is enforced on Highway 3 at the east end of Creston. - Yard waste burning is banned most of the year, however there is no clear means of disposing of this waste beyond the spring and fall pickups. - I see a line entry in the municipal budget for ordinance and bylaw enforcement, but this is very obviously not taken very seriously. Lawns are watered at all hours in the summer, several yards are obvious fire hazards with derelict outbuildings and removing dog waste is clearly not enforced in any way. - The public-facing Creston municipal budget is not useful. I appreciate the effort to publish some public expenditure figures at <https://letstalk.Creston.ca/budget>, but these are not serious figures. An overall budget with meaningful figures and justifications should include capital projects, emergency fund usage breakdown, audit details and findings, and more granular itemization in ongoing service expenditures is required to at least fulfill the illusion of transparency. The Creston civic office is a public one, and offering a sub-par marketing pamphlet called 'Service Levels' that looks like a PowerPoint presentation is unacceptable. If I have missed where budgets are published, please feel free to point out its location to me at [email], because I couldn't find it. Overall, quality of life here is good and Creston is a lovely, quiet town. However, we suspect that the Creston is primarily focused on serving its majority population of retirement-age citizens. If we had known this, we would have chosen another community in which to see off out..

Employment in the field of education.

Family

Family

Family

Fixing my house

Food security, green spaces, relatively affordable compared to other areas

Good place for retirement, nice town, friendly people

Grandchildren and I appreciate the weather and the agriculture.

Grew up in the Kootenays, originally retired to Nelson, but after 8 years with increasing homelessness and changes to community we realized it was never going to be what it was when we moved there. Considered lots of options but landed on Creston because of lifestyle and friendliness of community. We haven't looked back since moving here, everything we have experienced for our personal needs has met or exceeded expectations. My only complaint is the poor planning around Hawkview estates (where we bought), being in between 2 main roads there needs to be some improvement considering the amount of taxes we pay to live there. Some suggestions: town consider petitioning the province to reduce speed limit on Hwy 21 to 60 when exiting Hwy 3 on to Hwy 21, this would help with the turtle mortality and help with traffic and safety concerns. (More and more people use Hwy 21 to bike and walk.) Consider making Valleyview Drive a one-way road from the top down with speed bumps and noise bylaws - far too many vehicles come off HWY 21 exceeding 80/50 km speed limit with excessively noisy motorcycles as one example. A motorhome recently went off the road behind us, the stability of the bank had it slipping into our fence, not sure how long it would have stayed there before flipping on its side and causing severe property damage had the tow truck not come when it did.

Have lived in west Creston for 15 years prior to moving to Creston. Age and health considerations prompted our move. Creston is a great place to live.

Housing and community/amenities.

Housing was a little more reasonable than Kamloops. Beautiful and close to a lot of recreation and good motorcycling roads!

husband born in 53 left at 17 yrs return at 67 wife born in 53 left at 17 yrs return at 62 both had family beautiful valley bought beautiful house twice the size on twice the land at 1/2 the price of Ladner

I came to help my parents as they age

I grew up in Creston and came back after 35 years.

I have been visiting family here for 30 years and knew the climate was very good plus the town had many things available culturally, recreationally, and socially.

I have wanted to live in BC for many years, we love gardening and the nicer climate. Also, Creston was the most affordable at the time we purchased our home.

I liked the house.

I lived here for 15 years previously

I love the area & wanted to get away from city life!

I transferred to my job here. I've always wanted to work in the Kootenays to live and work. Creston was always on the radar and the opportunity presented itself and I jumped at the chance.

I was working from home. My son invited me down to visit for the summer and work from here. I am still working from home and decided to stay

I'm living in my family home in which I rent from my mother

It's a beautiful town with good weather and friendly people.

It's beautiful here and I love that I can grow my own food

It's so beautiful, VERY friendly people, love the climate. Much kinder, gentler place than Calgary and I love the pace of life here. I call it Life on a human scale - big cities are truly painful and the traffic grates on me. People have time to connect with each other and seeing someone I know just about anywhere I go is a wonderful thing. People know your name - you're not just a blur.

It's where I am originally from

job transfer

Knew the area, visited frequently. was able to find part time work, but commute to Cranbrook

lifestyle

lived

Lived in rural community prior and desired more urban lifestyle

Lived in the area for 50+ years, moved into Creston to retire.

Living off grid

Loved the ambiance of the town, weather, closeness to Kootenay Lake, and family in Trail

Low crime rate, public friendliness, well run and organized town, quietude.

Lower population, food production and climate

More affordable property combined with climate. Proximity to cross border shopping opportunities and entertainment. Landscapes and outdoor activities available. However, we didn't know that Creston does not generally allow 'box stores'. We find costs high here and employment opportunities low. As much as local businesses are great and we love to support them the convenience and affordability of larger stores must be considered too. I would buy more luxury products at local shops if my day-to-day essentials did not cost so much.... as it is we don't buy much beyond essentials so are not able to support many of the local products.

More amenities and location and still small town. Moved from Elkford last April. Absolutely love it and people are so friendly.

Mostly the climate and friends that live here. The fresh local food.

Moved here for my spouse's work

my hometown, mom and dad here, had hopes of starting a new job

My husband was born and raised in Creston, we moved here together after meeting on Vancouver Island while he was in college.

My wife wanted to live near her sick mother

My work transferred me here and the cost of living was much lower

Nice scenery, small-ish town (could be bigger up to \$25K), quiet and safe. After living here though, we have some other opinions. We found out that it is only safe at first glance. Several things have happened that people should be informed about, that directly impacts their personal safety when out walking, when gardening in their own yard, and their children's safety as well. We NEED to be informed the moment something occurs that is potentially life threatening - the woman being attacked and almost taken into the man's vehicles, she fought him off. If we weren't on the Creston Community FB page we never would have known about it. The public needs to be made aware, regardless of how you think it may impact your 'town image'!!

Opportunity to be in a small town, to help facilitate community groups, climate, family.

Originally cost of housing compared to Castlegar and Nelson, closer to Alberta where children reside

our grandchildren live here
Peaceful way of life. Quality of air we inhale every day. Away from noisy cities.
Place to retire (from Calgary)
Previously had an acreage in Wynndel. It got to be too much for a couple of seniors, but we wanted to stay in the Creston Valley.
Quiet small-town lifestyle.
quiet, affordable, nice weather, friendly, calm, food independence,
Retire to somewhere affordable and warmer than Winnipeg. We love Creston!
Retired here last July. Love the town and people, have friends here, like the 'small town' atmosphere, Like to walk everywhere. No traffic issues except noise on Canyon from big trucks and motor bikes
Retirement
Retirement ,affordable
Retirement and great community. Also, great weather
Retirement to be closer to family.
Retirement, weather and financial
Safety, small town vibe
Seems like a nice, quiet farming town where I can raise my children without the city nonsense, i.e. Covid hysteria, LGBT programming, climate change BS, rampant drug use.
The beauty of the town's setting, the strong sense of community, the friendliness of the community, the volunteering spirit, and the town's smaller size.
The draw of my child growing up in a small community. The beauty of the Creston Valley and the friendliness of the population.
The environment
The small town feel
The weather, cost of housing, local produce, also in the Center of medical facilities if needed.
The weather, the people and the easy way of living.
The Yaquim Nuky school for our indigenous children. Plus, the mild winter.
This is my home town, lived here for 20 years and then moved out of province for awhile; I was simply moving home 3 summers ago.
to be closer to family and retirement
to get away from snow and affordable house prices
Town size, proximity to USA border, affordability vis-à-vis Kelowna, Vancouver, weather, fitness facilities.
Wanted change, good weather and small town without big box stores or McDonalds.
Wanted to be closer to elderly family that retired here.
Wanted to move out of the city and Creston seemed very nice with milder winters.
Warm weather, good view, small community vibe, less traffic less noise
Warm winters, lakes/better water quality, able to grow our own fruits and vegetables
Warmer climate. Affordable housing.
We lived in Wynndel for 11 years then moved to Creston as our 1/2 acre had a lot of fruit trees and got be more work than we wanted. Also did not like the drive to Creston in the winter.

We have been part time residents for the last 7 years - possibly retiring here permanently within the next 5. Purchased this home due to proximity to the lake, motorcycle roads and US border. Easy to get to from Calgary, AB (about 1/2 day drive) so that we can travel between the two as needed.

We liked the small town that had a lot of amenities. The only thing we are unhappy with is the lack of doctors and/or nurse practitioners.

We love the weather...Creston is a friendly town. availability of fresh fruit and vegs

We moved from Ontario to be closer to our daughters- one in Surrey and one in Sandpoint.

We moved here primarily for the mild climate and because the community provides all essential services/programs we were looking for.

We moved to the town of Creston from Erickson. We love the valley. Moved to town to have a smaller house and property and to be able to walk and ride bikes to access events, services and shopping. May I add that the crosswalks are not safe because of motorists not paying attention and stopping.

We also left Erickson because of the noisy toxic cherry orchard spraying that goes on all hours of the night and early morning for 6 months of the year.

We visited friends here several times. Loved the small-town atmosphere, local unique businesses, 2 grocery stores and a hospital. Our friends told us it was a safe community with many recreational activities. We feel our decision to move here was a good one. We are fortunate to have amazing neighbours and have met many new people in our recreational pursuits.

We wanted small town living that had great amenities, library, hospital, theater

We were looking for a place to live with a warmer climate

Weather

Weather and the Community

Work and the community is very welcoming. :)