



Town of Creston

2025 Citizen Satisfaction Study

Final Draft Report

November 25, 2025

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Background & Objectives

Background

The Town of Creston commissioned Align Consulting Group to conduct a Citizen Satisfaction Study in September of 2025. 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 2022. The 2025 survey followed the 2022 survey which had previously been co-developed by the Town of Creston and Align Consulting Group. There were some small updates and modifications in 2025 with the final survey being available in 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.

Data Collection Details

- On September 8, 2025 a random sample of 1,500 Creston households were sent a letter that invited them to complete the online survey.
- 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 September 18, 2025 to non-responding households. The survey closed on October 3, 2025.



Methodology

- 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.

Notes for Interpretation

Notes for Interpretation

The results in this report reflect citizens' perceptions of life in Creston. These perceptions are shaped by individuals' personal experiences as well as what they have seen, read, or heard. Because residents' understanding of the Town's operating context varies and is not assessed in this study, the findings should be considered as one input among others to support staff in developing or revising programs, policies, and budgets.

The 2025 data was compared to the 2022 data to identify significant differences. Significant differences are noted with either a blue circle and green upward arrow  to indicate a notable increase compared to 2022 or a red circle and red downward arrow  to indicate a significant. Decrease.

Key Findings

Response Rate

- There were 591 **full responses** to the random household survey. This represents a **40.2% 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 ± 3.8 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 (September 8 – October 3, 2025). There were 163 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 24% of respondents report that the quality of life in Creston has improved over the past 5 years, while approximately half indicate it has stayed the same (47%). Of note, the perception that quality of life has worsened in the past five years has sharply declined since 2022 (30%), with only 19% of people now reporting this view.
- When thinking about their impression about aspects and impressions of Creston, the topics with the highest ratings ('Good' or 'Very Good') are "Recreational/fitness opportunities in Creston" (83%), "Creston as a place to retire" (82%) and "Safety and security of your neighborhood" (81%). Affordable housing remains a concern with only 21% having a good impression on "Availability of affordable housing", however, there has been a notably increase compared to 2022 (+11 percentage points).
- 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 (26%), followed by property taxes (17%) and other issues (15%), of which 5% 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 protective services (77% satisfied), municipal services (76% satisfied) and parks and trails (72% satisfied); while those services that have the most room for improvement in terms of resident satisfaction include transportation (54% satisfied) and development services (48% satisfied).

Parks and Trails

- Among specific parks and trails services, the top three topics with the highest satisfaction ratings (‘Very Satisfied’ or ‘Satisfied’) are park appearance (landscaping/ gardens / cleanliness) (78%), park accessibility (77%) and the spray park (Centennial Park) (77%). The “Green gym” equipment has the most room for improvement with only 48% resident satisfaction.

Summary of Key Findings, continued...

Programs and Services

Municipal Services

- Among specific municipal services, residents are most satisfied with the sewage treatment (83% satisfied), garbage collection (82% satisfied) and quality of drinking water (81% satisfied). Approximately, three-quarters are satisfied with the curbside compost/ recycling collection (79% satisfied) and stormwater management (drainage) (75% satisfied). Two-thirds are satisfied with the snow removal (67% satisfied) and 63% are satisfied with the street lighting; while those services that have the most room for improvement in terms of resident satisfaction include sidewalk maintenance (56% satisfied), and road maintenance and repair (46% satisfied).

Development Services

- Overall development services have lower satisfaction ratings. Among specific topics, only half of residents are 'Satisfied' or 'Very Satisfied' with maintaining the character of neighbourhoods (54%) and environmental protection (50%). Those services that have the most room for improvement in terms of resident satisfaction include community planning /land use management (43% satisfied), business licensing process (40% satisfied), building inspections (36% satisfied) and building permit process (32% 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) (70% satisfied) and ease of pedestrian travel (64% satisfied); while those services that have the most room for improvement in terms of resident satisfaction include parking control and enforcement (54% satisfied), ease of travel by bicycle (43% satisfied) and ease of movement by wheelchair/ scooter (32% satisfied).

Protective Services

- Among specific protective services, residents are most satisfied with fire and rescue services (89% satisfied), policing services (RCMP) (76% satisfied), emergency management (74% satisfied); while only half (48%) are satisfied with bylaw enforcement.

Summary of Key Findings, continued...

Taxation and Funding

- Thinking about municipal programs and services, the majority of residents (71%) report that they receive 'Fairly Good' or 'Very Good' value for their tax dollars.
- When thinking about current service levels/infrastructure and taxation, approximately half of residents (49%) would prefer the Town cut services to maintain or reduce taxation, while 51% would prefer that the Town increase taxes to maintain or enhance services.
- When asked how they would modify the municipal budget, the majority of residents indicated they would keep the budget allocation to presented service areas as is.

Summary of Key Findings, continued:

Communications

- Almost six-in-ten of respondents (57%) 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 (40%). In contrast, only one-third of residents (34%) mentioned that the Town is ‘Good’ or ‘Very Good’ **responding** to resident feedback regarding community topics and decisions.
- When thinking about specific topics, 62% 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. Just under half of residents (46%) rate the Town’s communication related to local services (i.e. transit, arts & culture, parks & trails, etc.) as ‘Good’ or ‘Very Good’; while only one-third of respondents (34%) rated administration & finance (i.e. budget and taxation, public processes, etc.) as ‘Good’ or ‘Very Good’. Development/permitting (building permitting, development planning) received the lowest rating (19% rated it as ‘Good’ or ‘Very Good’).

Summary of Key Findings, continued:

Communications

- When asked about the effectiveness of the Town's information sharing, six-in-ten residents indicate that the Town's Views Newsletter by direct mail is '4' or '5 - Very Effective' (60%). The Town of Creston's website (www.Creston.ca) and the Town's social media (Facebook, Instagram) received ratings of 40% and 30%, respectively (rated '4' or '5 - Very Effective'), while only one-quarter of residents (26%) rated the Town of Creston's Let's talk Creston page (www.letstalkcreston.ca) as effective (rated '4' or '5 - Very Effective') and only 21% rated the newspaper columns/ads (Creston Valley Advance) as effective (rated '4' or '5 - Very Effective'). Of note, approximately one-third of residents indicate that they had no opinion regarding the Town's Social Media, about the www.letstalkcreston.ca website or about the newspaper columns/ads (Creston Valley Advance), which suggests low awareness levels.

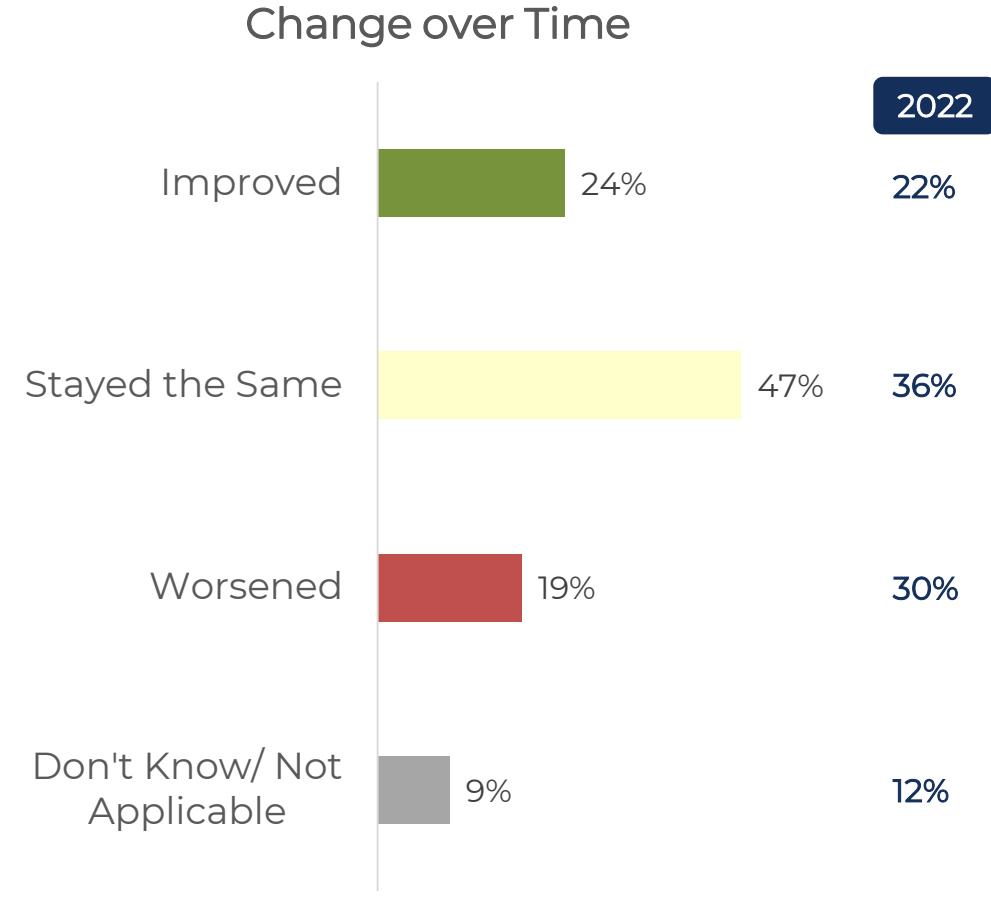
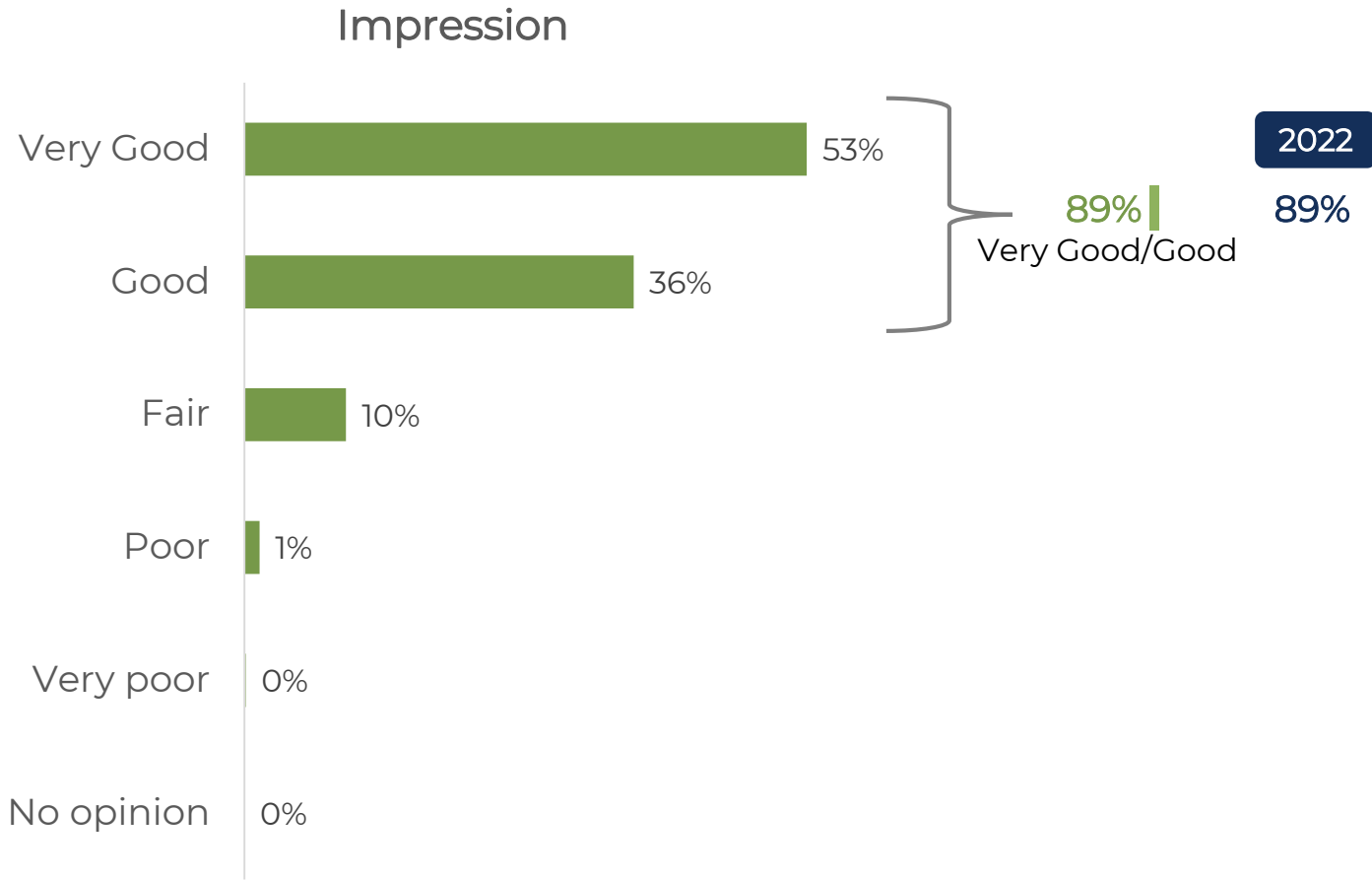
Customer Service

- Just over half of residents (53%) 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 (87%), knowledgeable (85%) and responsiveness (78%).

1. 2025 Results

2025 Results – Quality of Life

Quality of Life



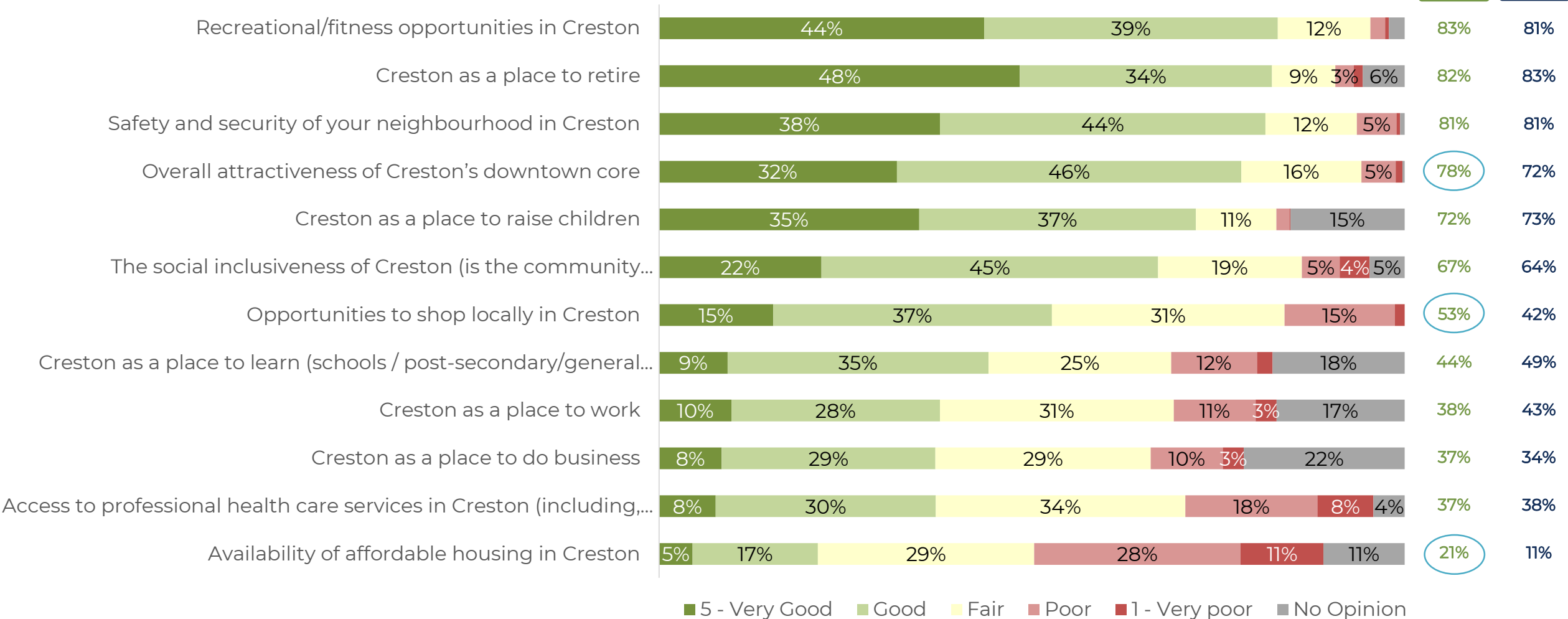
TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Quality of Life

Impression of Creston

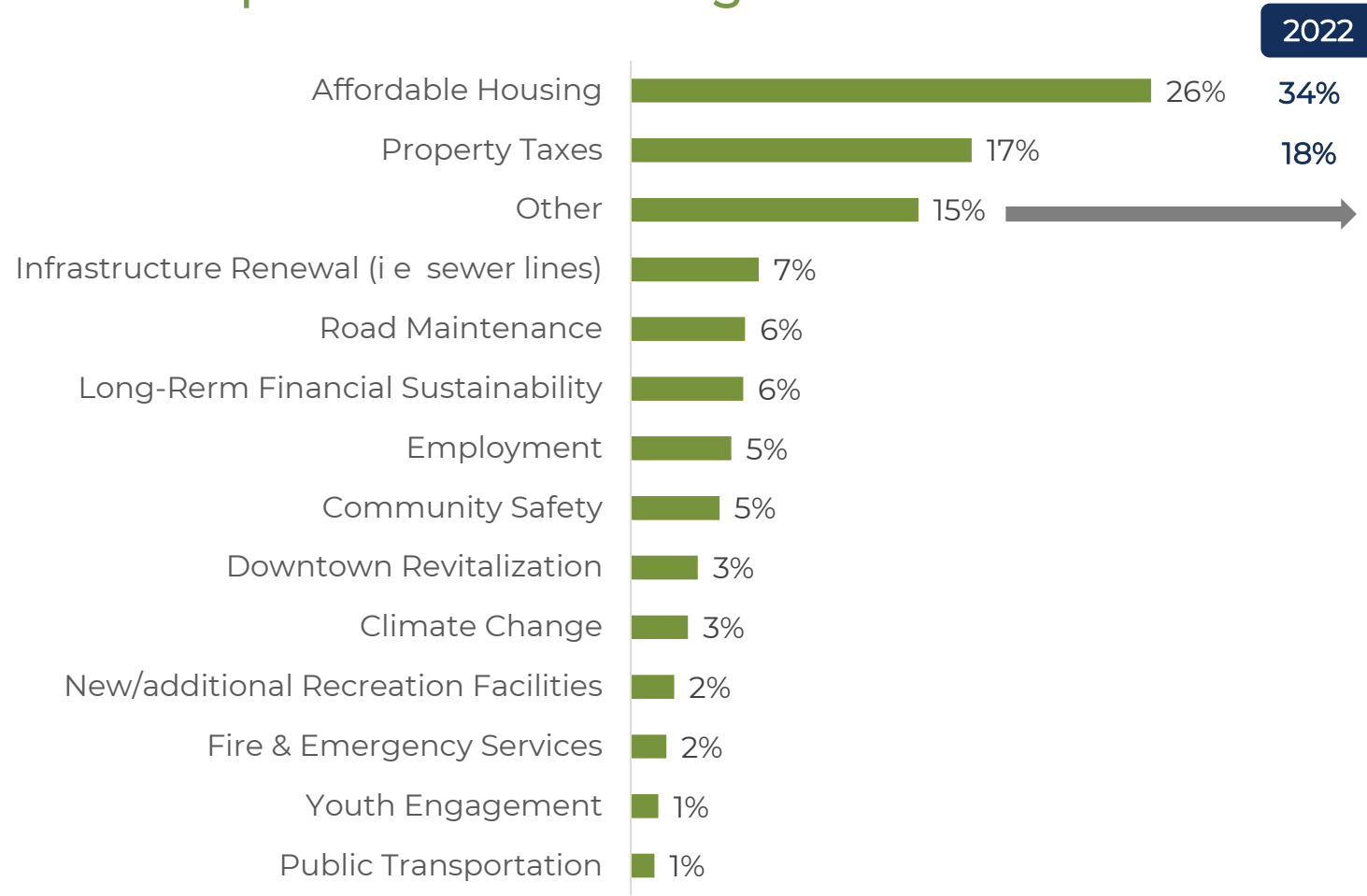
Very Good/Good

2025 2022



5 - Very Good Good Fair Poor 1 - Very poor No Opinion

Most Important Issue Facing Town



Other Issues

89 Creston Residents noted other issues, 4.9% were Healthcare related, including: lack of doctors, nurses, senior homecare facilities and healthcare improvements. 2.2% Homelessness related.

2025 Results – Programs and Services

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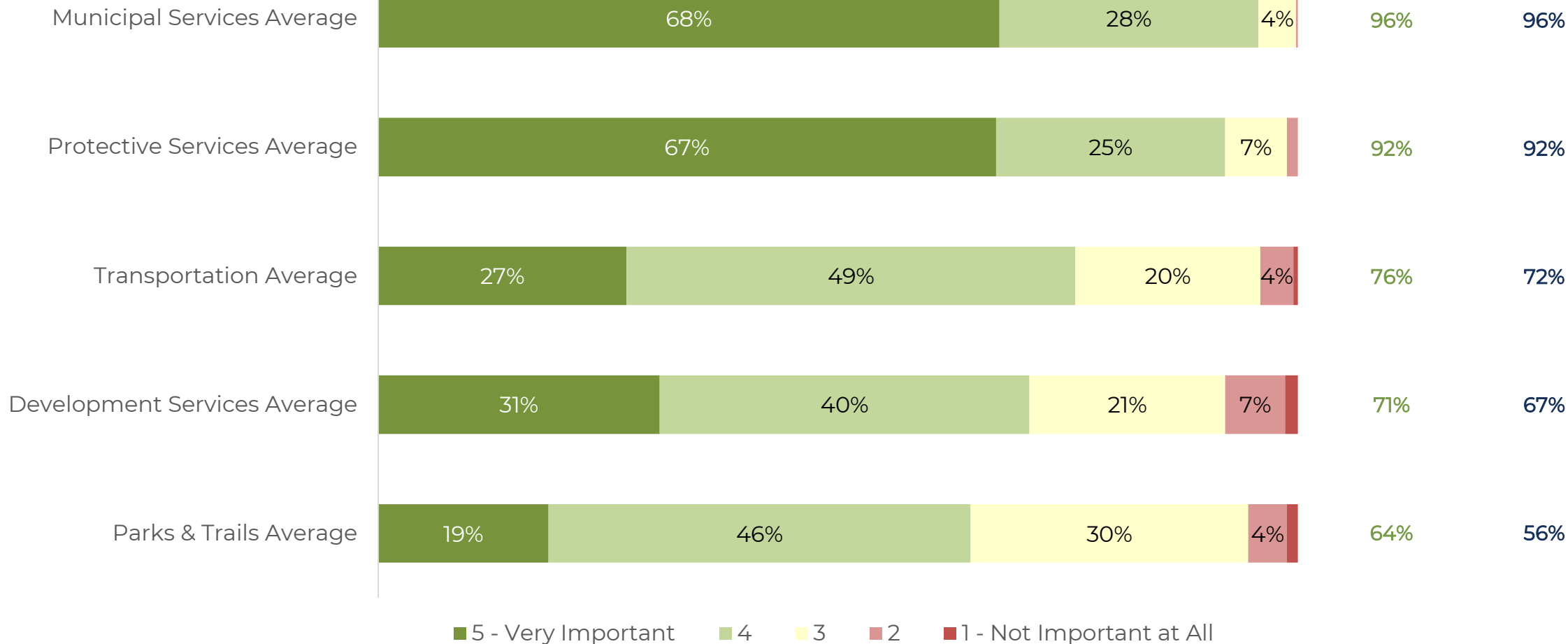
Results – Programs and Services: Overall Scores

Average Importance

Very Important/ Important

2025

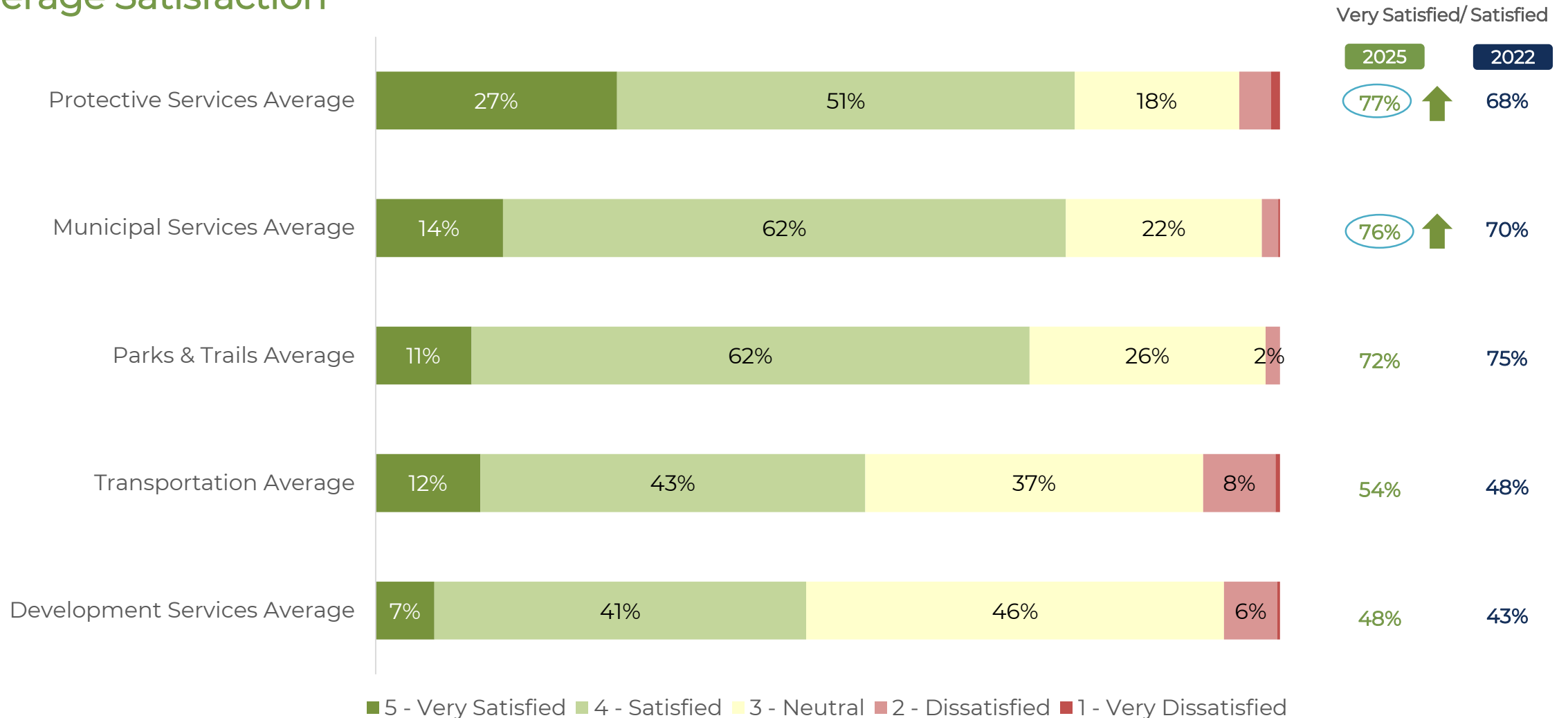
2022



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Results – Programs and Services: Overall Scores

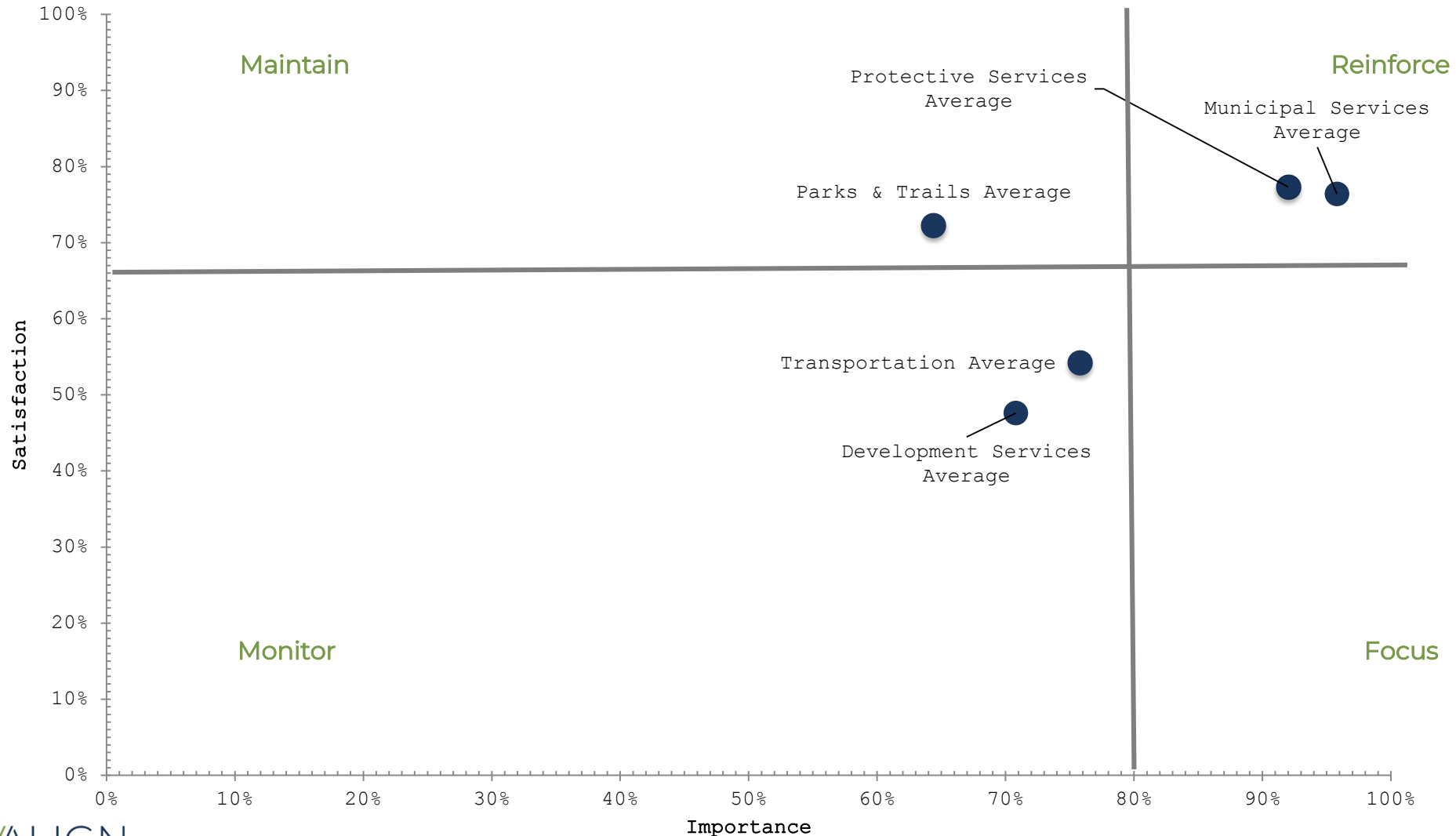
Average Satisfaction



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Importance/Service Matrix: Overall Scores

Importance/Service Matrix



Results are weighted. Base: 'Importance' All Respondents (n=503). Base: 'Satisfaction' All Respondents less those that noted the element was 'No Opinion' (n= 539-588).
Quadrants lines were placed at mean satisfaction (61%) and importance (77%) values.
Satisfaction - % rating as 4 - 'Satisfied' or 5 - 'Very Satisfied'. Importance - % rating as 4 - or 5 'Very Important'.

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, relative to other presented services, 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 underperforming relative to other presented services. 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 relative to other presented services. These services should be maintained.

- ✓ Parks & Trails Average

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

While residents perceive these service aspects as underperforming relative to other presented services, 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.

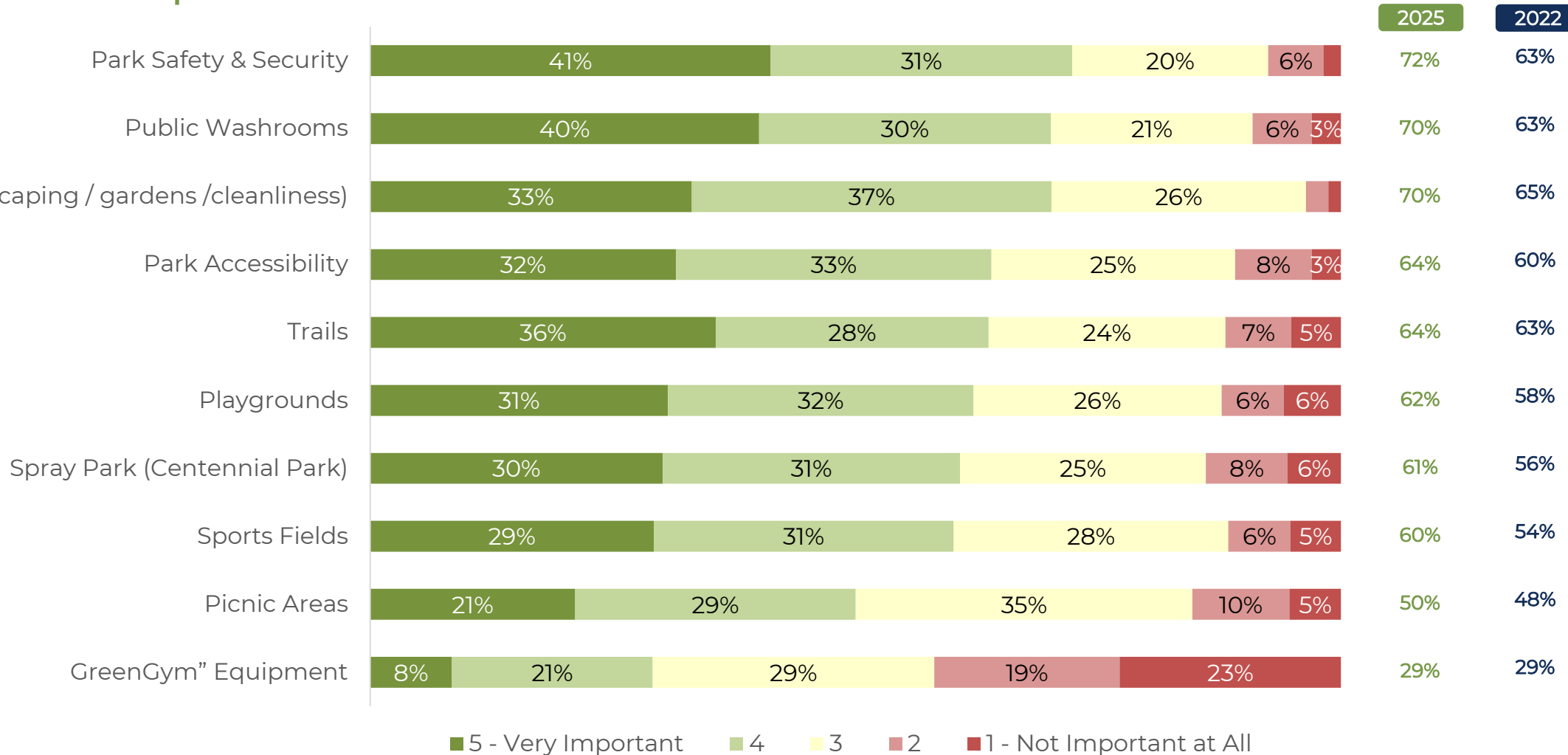
- ✓ Transportation Average
- ✓ Development Services Average

TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Parks and Trails

Parks & Trails - Importance

Very Important/ Important

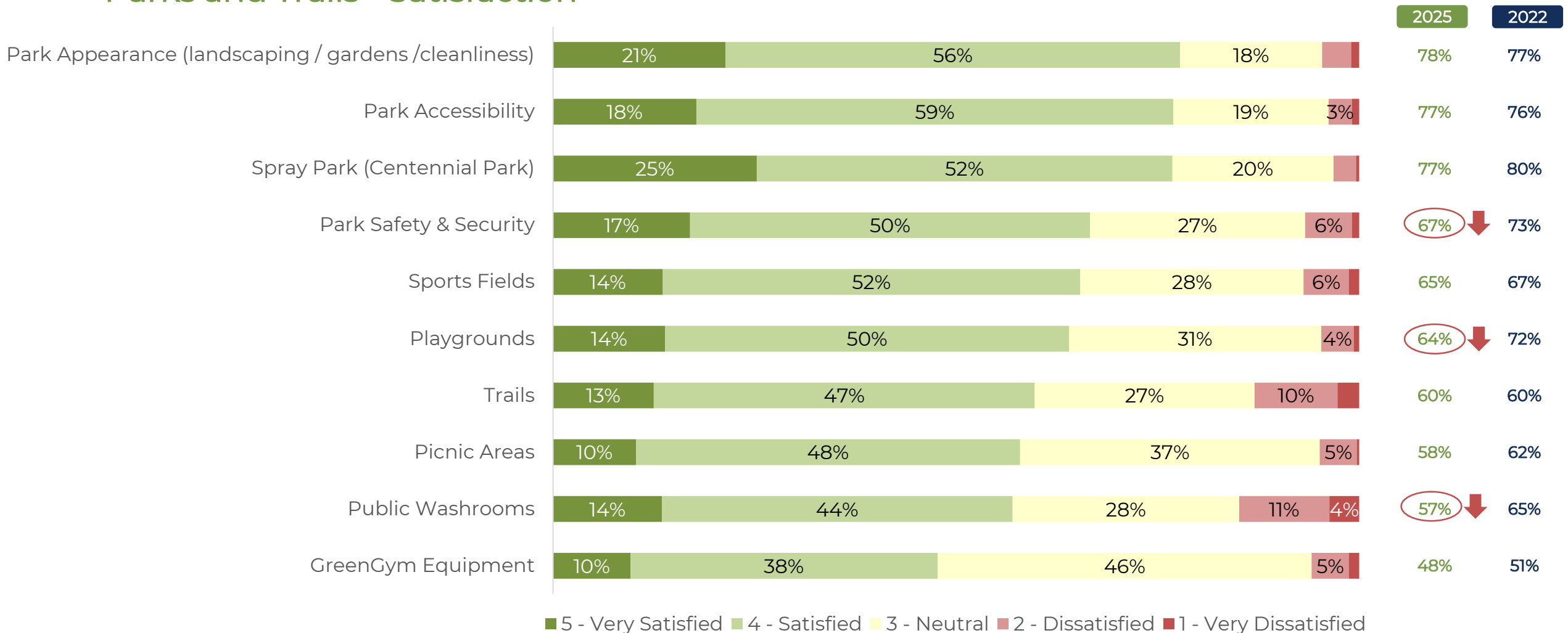


TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Parks and Trails

Parks and Trails - Satisfaction

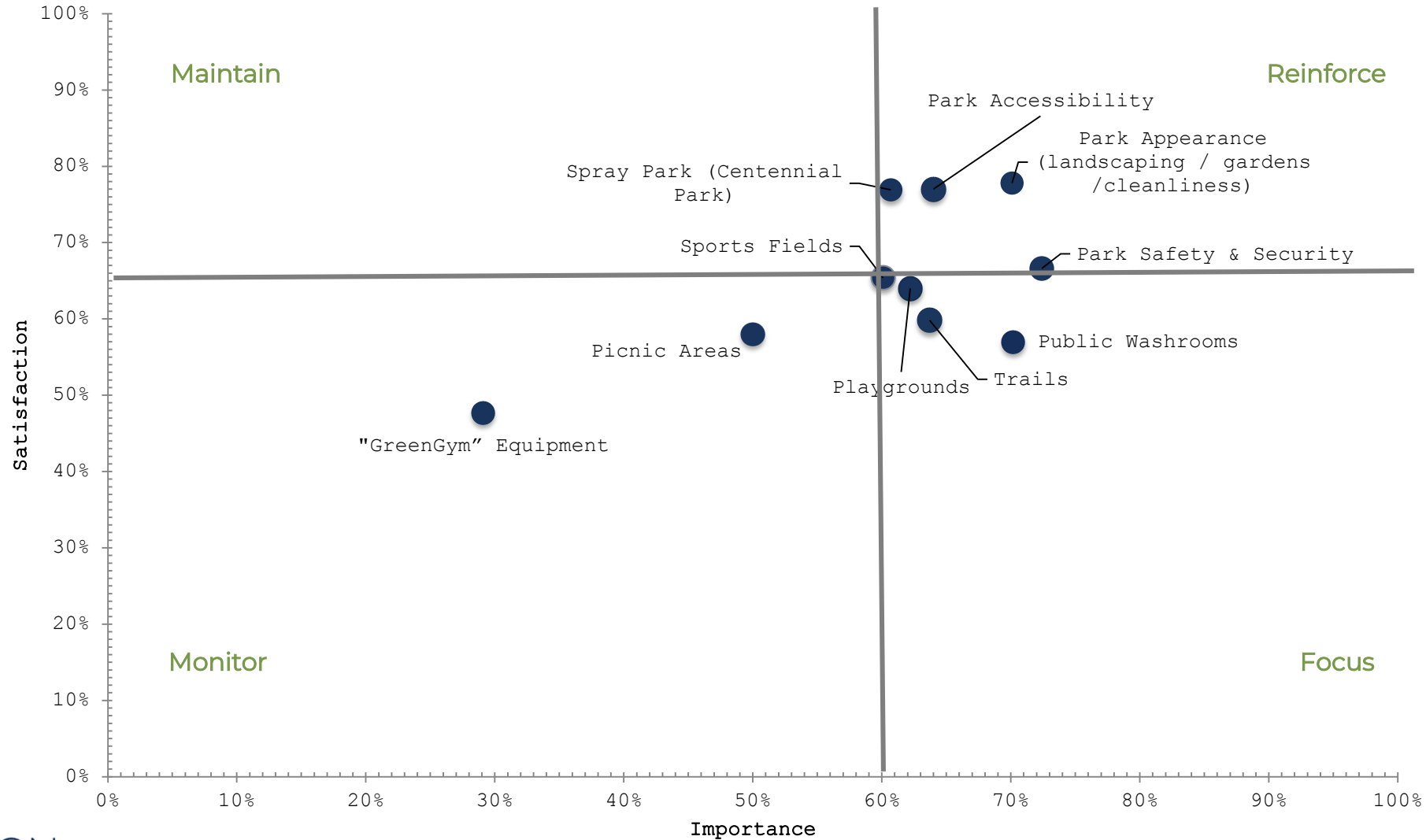
Very Satisfied/ Satisfied



TOWN OF CRESTON – 2025 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, relative to other presented services, 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 Accessibility
- ✓ Spray Park (Centennial Park)
- ✓ Park Safety & Security

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 underperforming relative to other presented services. It is important to focus on these service aspects to improve overall satisfaction.

- ✓ Public Washrooms
- ✓ Trails
- ✓ Sports Fields
- ✓ Playgrounds

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 relative to other presented services. These services should be maintained.

- *There are no services classified in this quadrant*

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

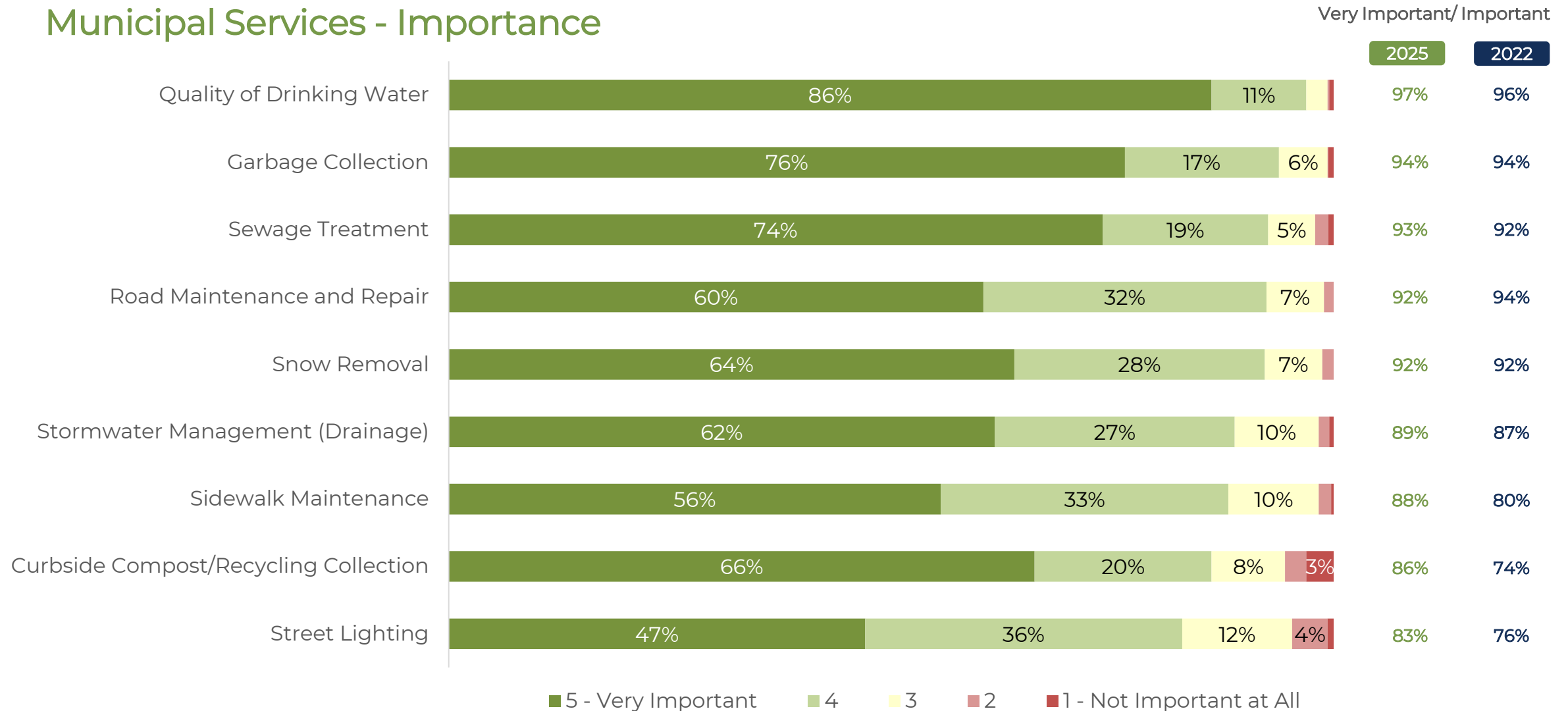
While residents perceive these service aspects as underperforming relative to other presented services, they also do not perceive them as being as important as other services provided by the municipality. Thus, they may not be an immediate priority for any action at this time.

- ✓ Picnic Areas
- ✓ “GreenGym” Equipment

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Results – Programs and Services: Municipal Services

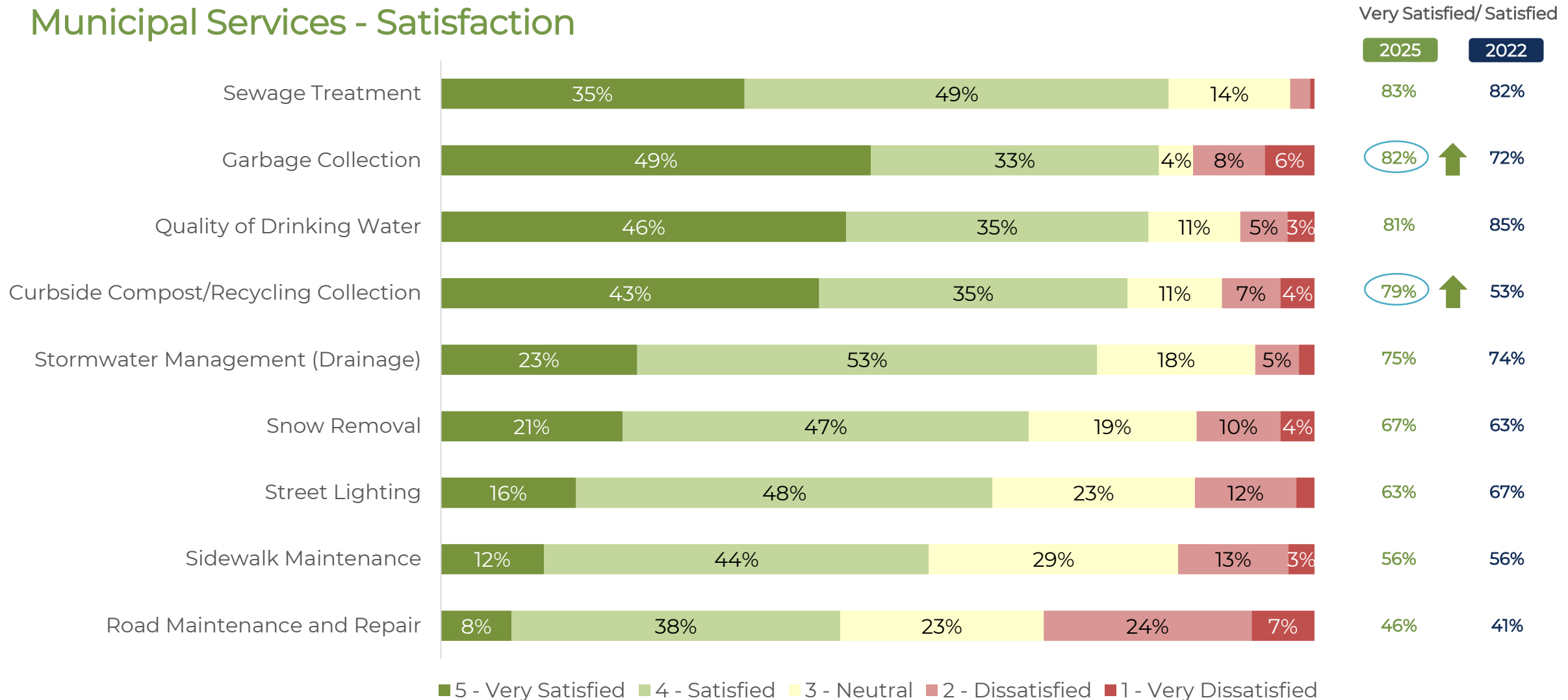
Municipal Services - Importance



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Municipal Services

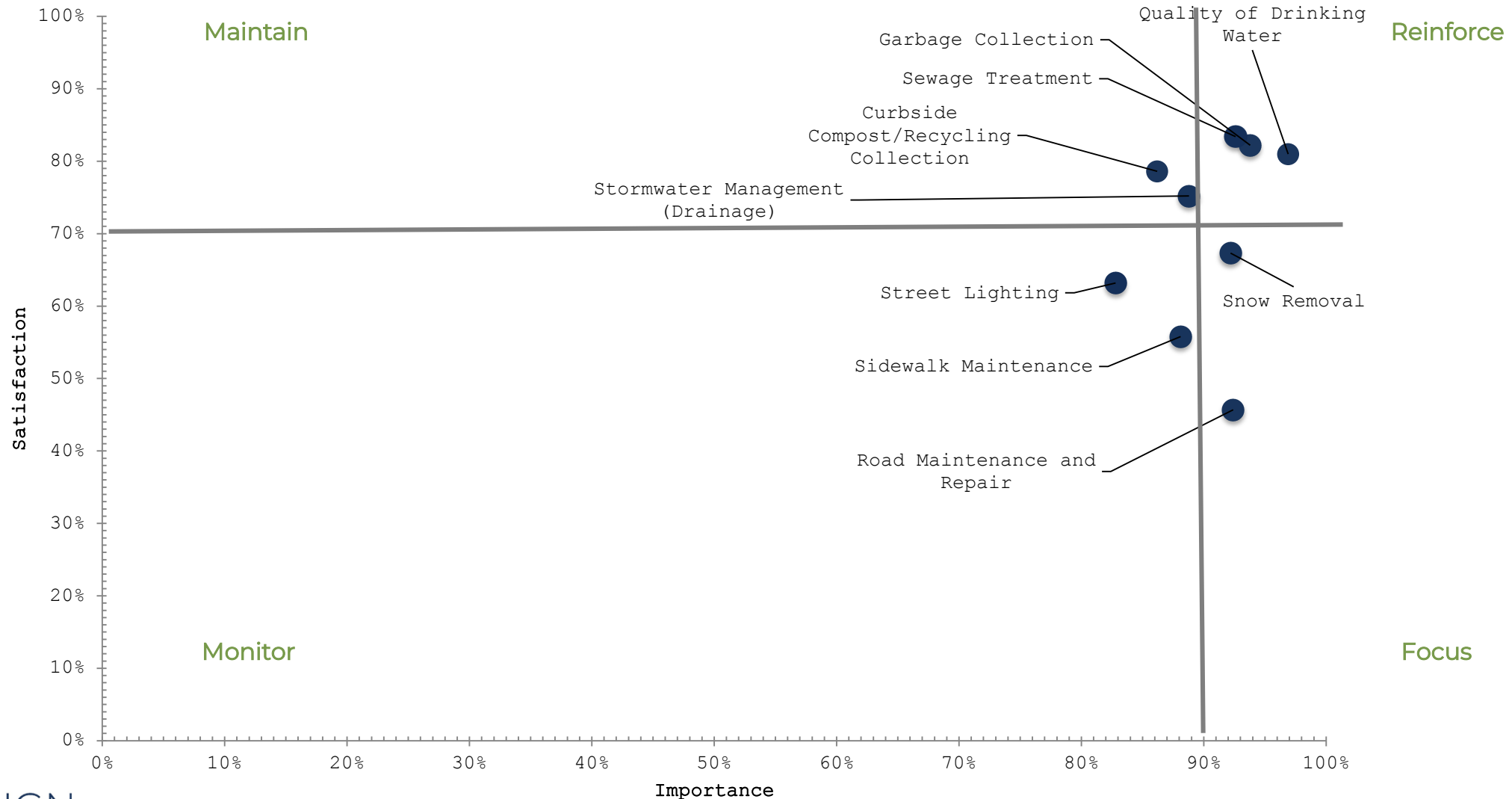
Municipal Services - Satisfaction



TOWN OF CRESTON – 2025 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, relative to other presented services, 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
- ✓ 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 underperforming relative to other presented services. It is important to focus on these service aspects to improve overall satisfaction.

- ✓ Road Maintenance and Repair
- ✓ Snow Removal

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 relative to other presented services. These services should be maintained.

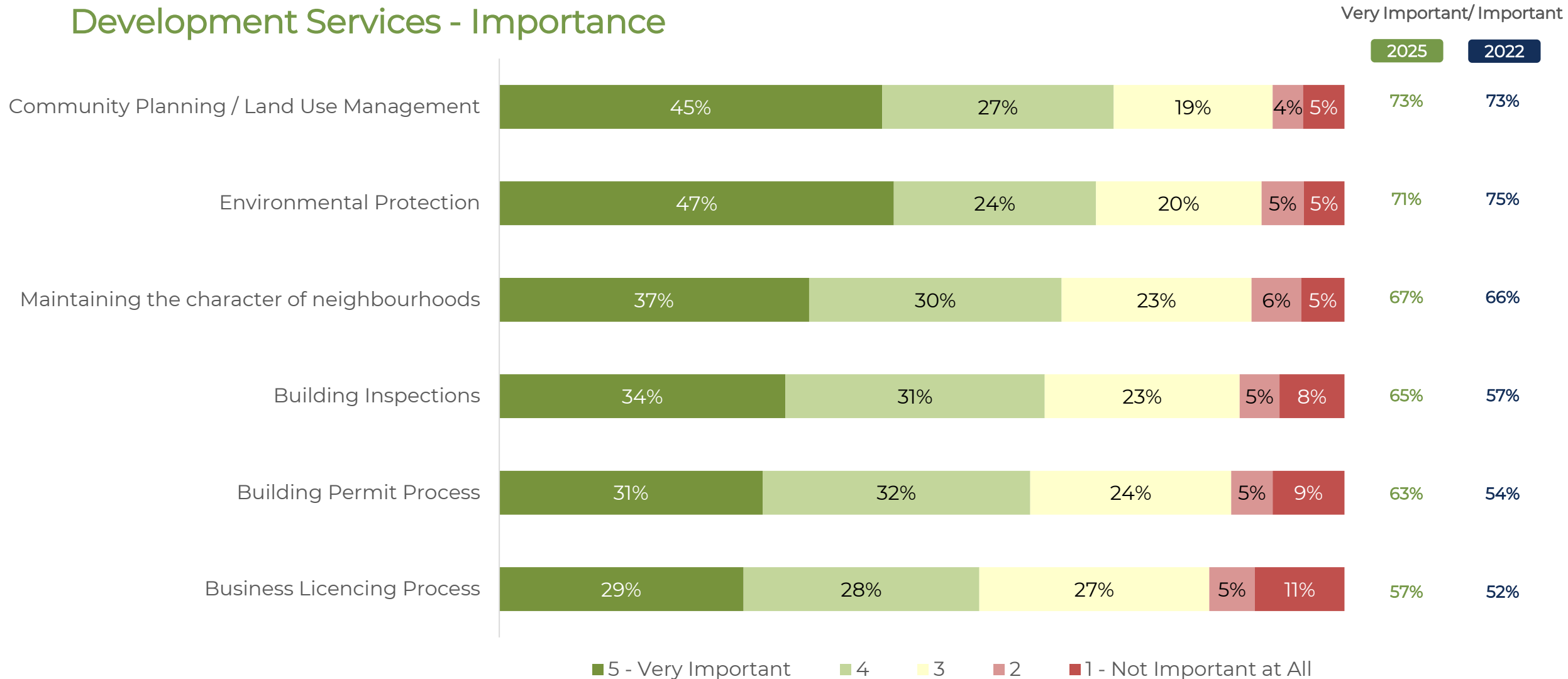
- ✓ Curbside Compost/Recycling Collection
- ✓ Stormwater Management (Drainage)

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

While residents perceive these service aspects as underperforming relative to other presented services, 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.

- ✓ Street Lighting
- ✓ Sidewalk Maintenance

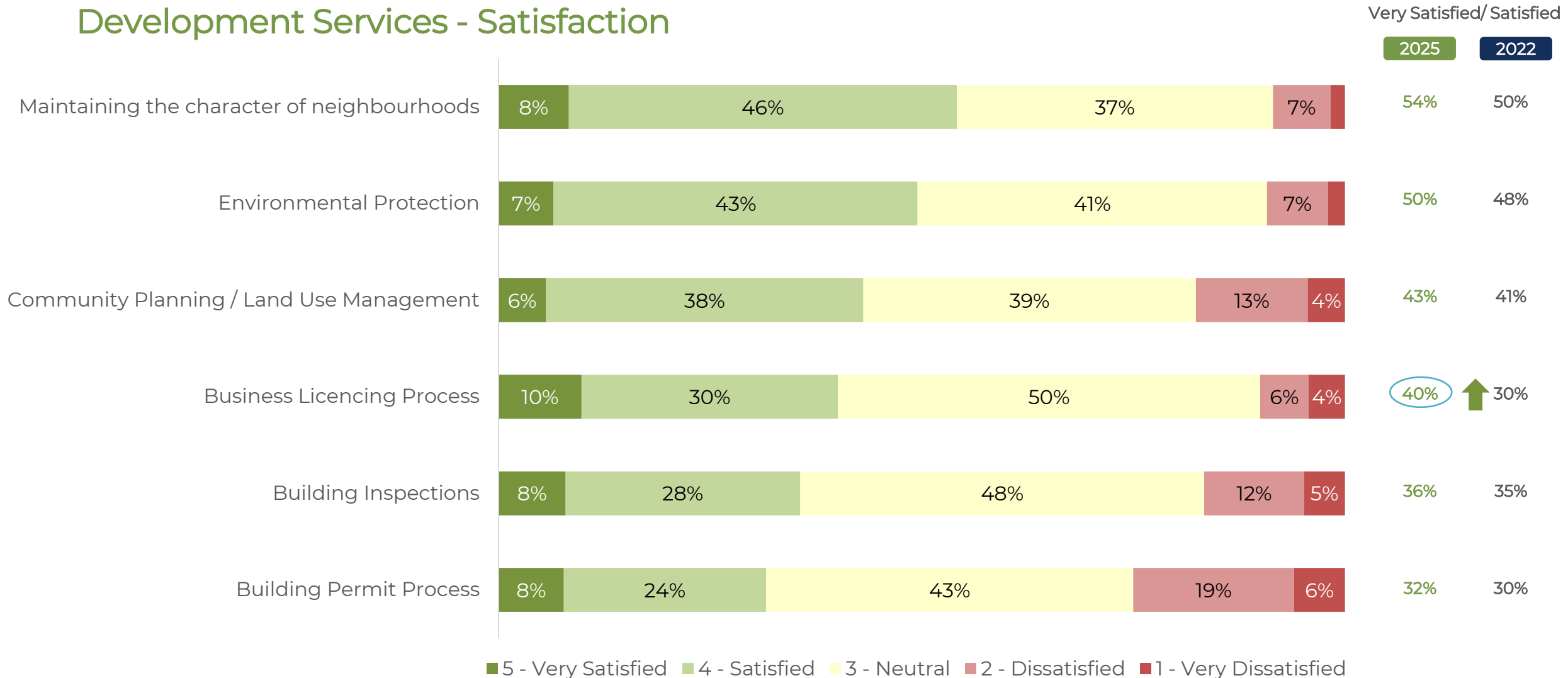
Development Services - Importance



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Development Services

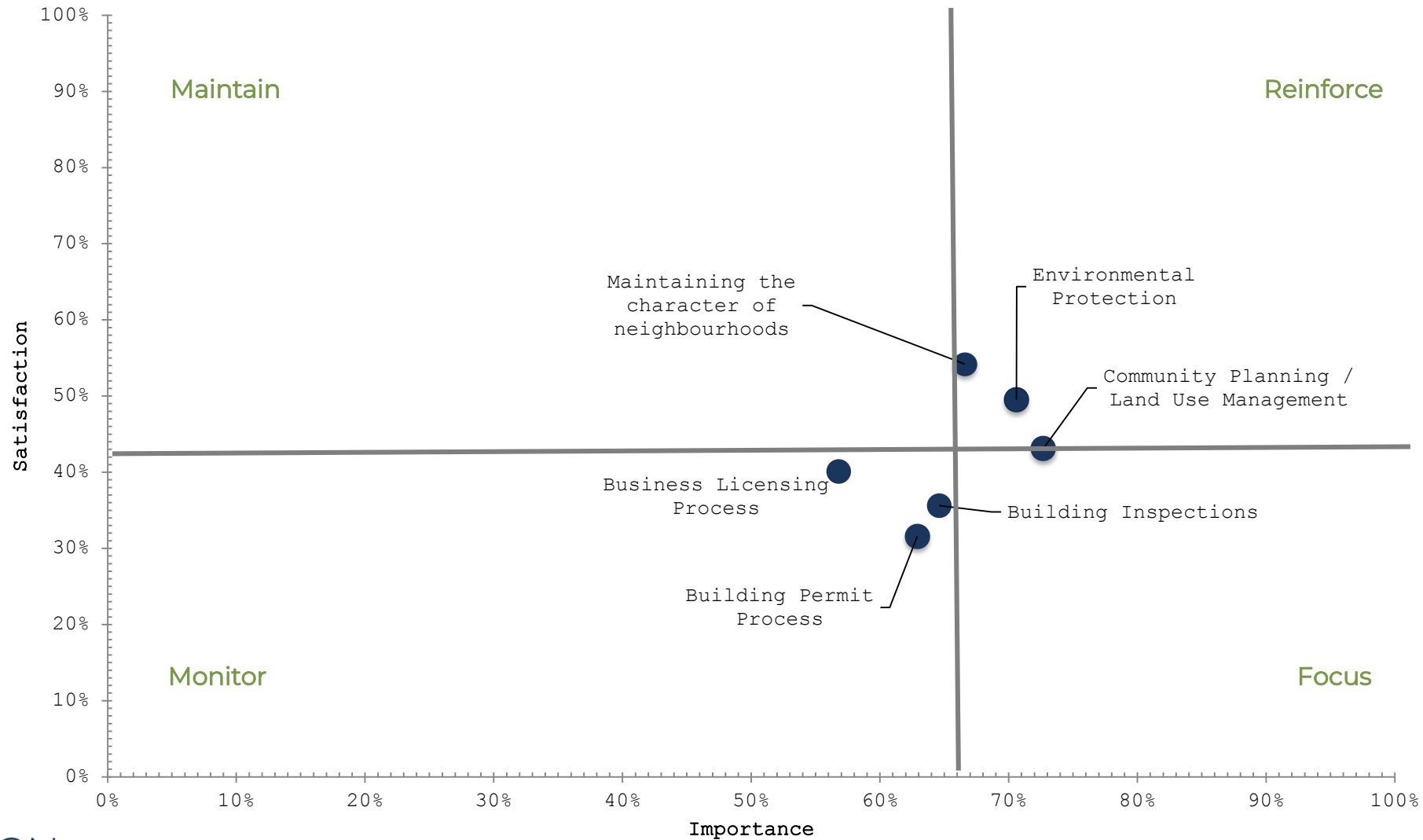
Development Services - Satisfaction



TOWN OF CRESTON – 2025 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, relative to other presented services, 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 underperforming relative to other presented services. 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 relative to other presented services. These services should be maintained.

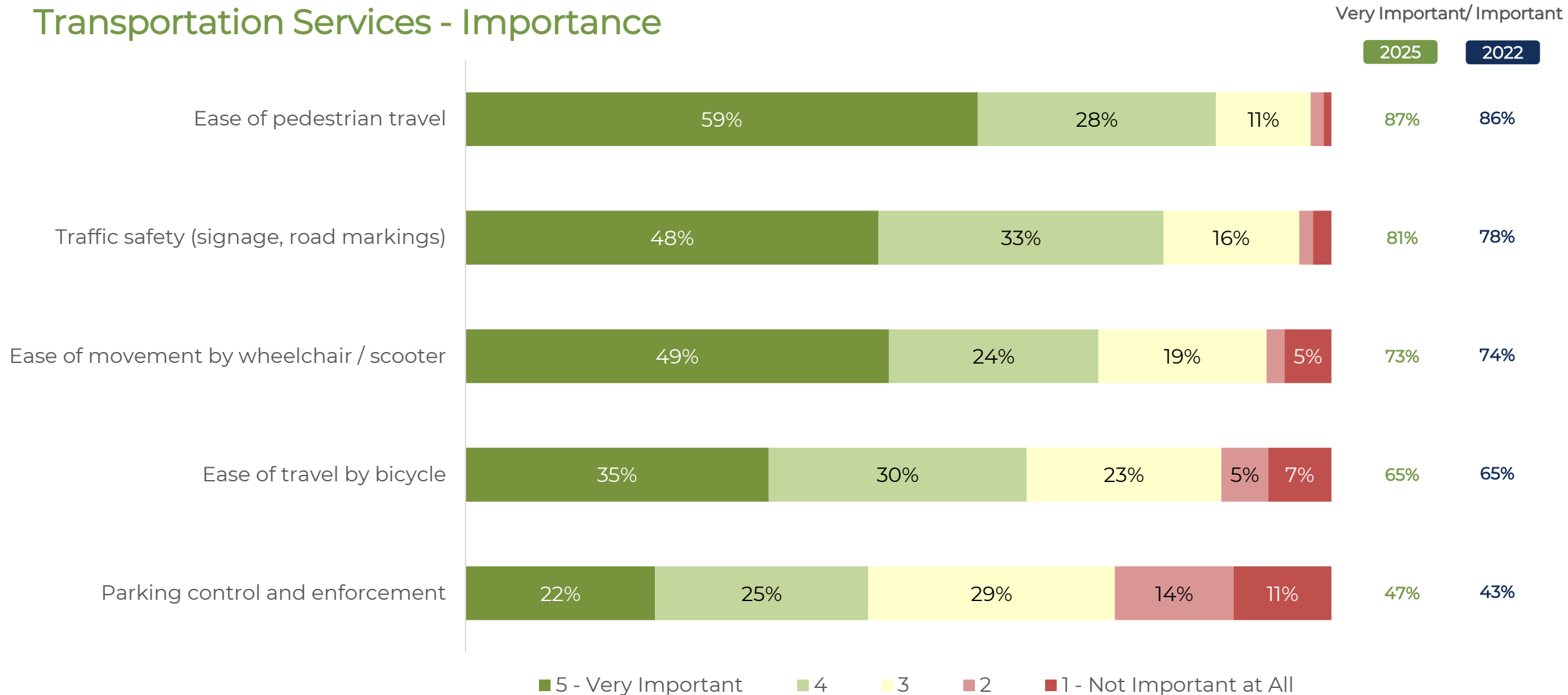
- *There are no services classified in this quadrant*

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

While residents perceive these service aspects as underperforming relative to other presented services, 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
- ✓ Building Permit Process
- ✓ Business Licensing Process

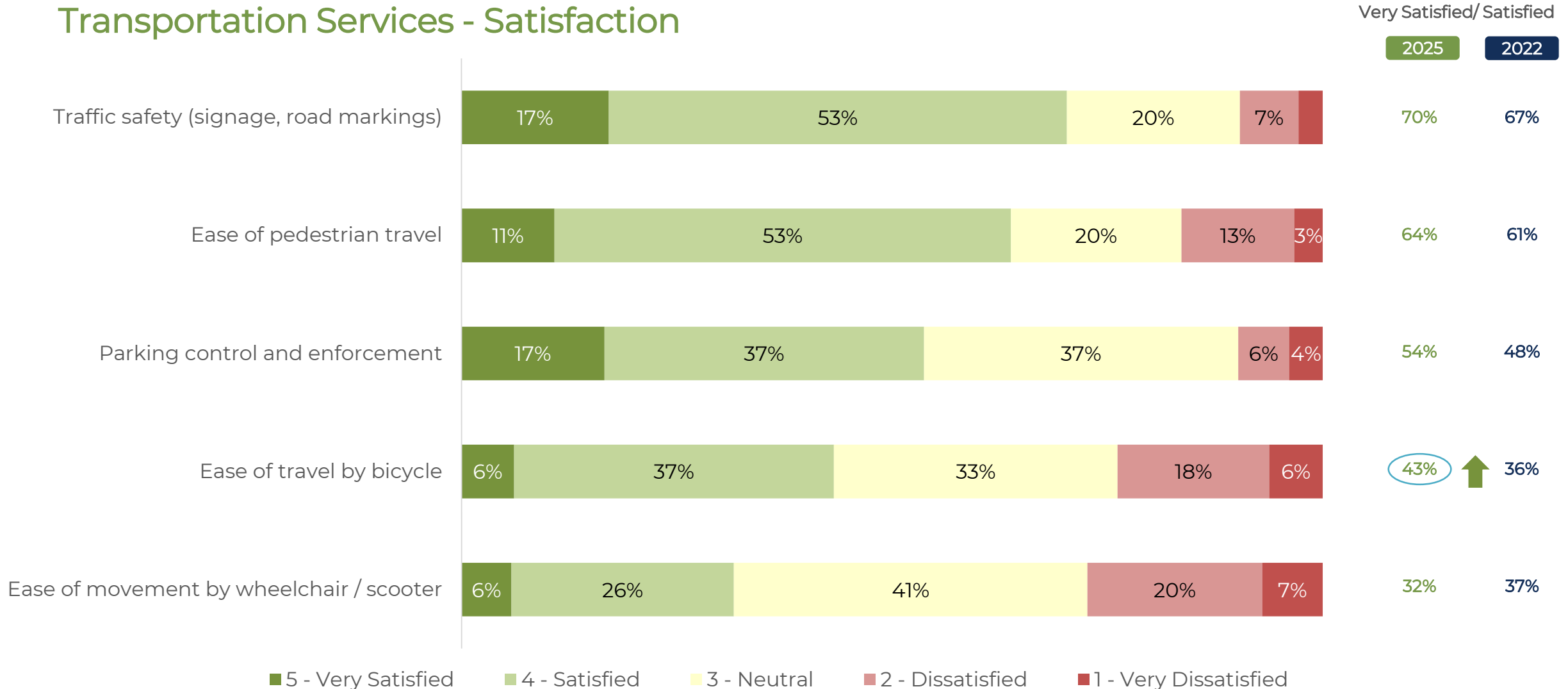
Transportation Services - Importance



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Transportation

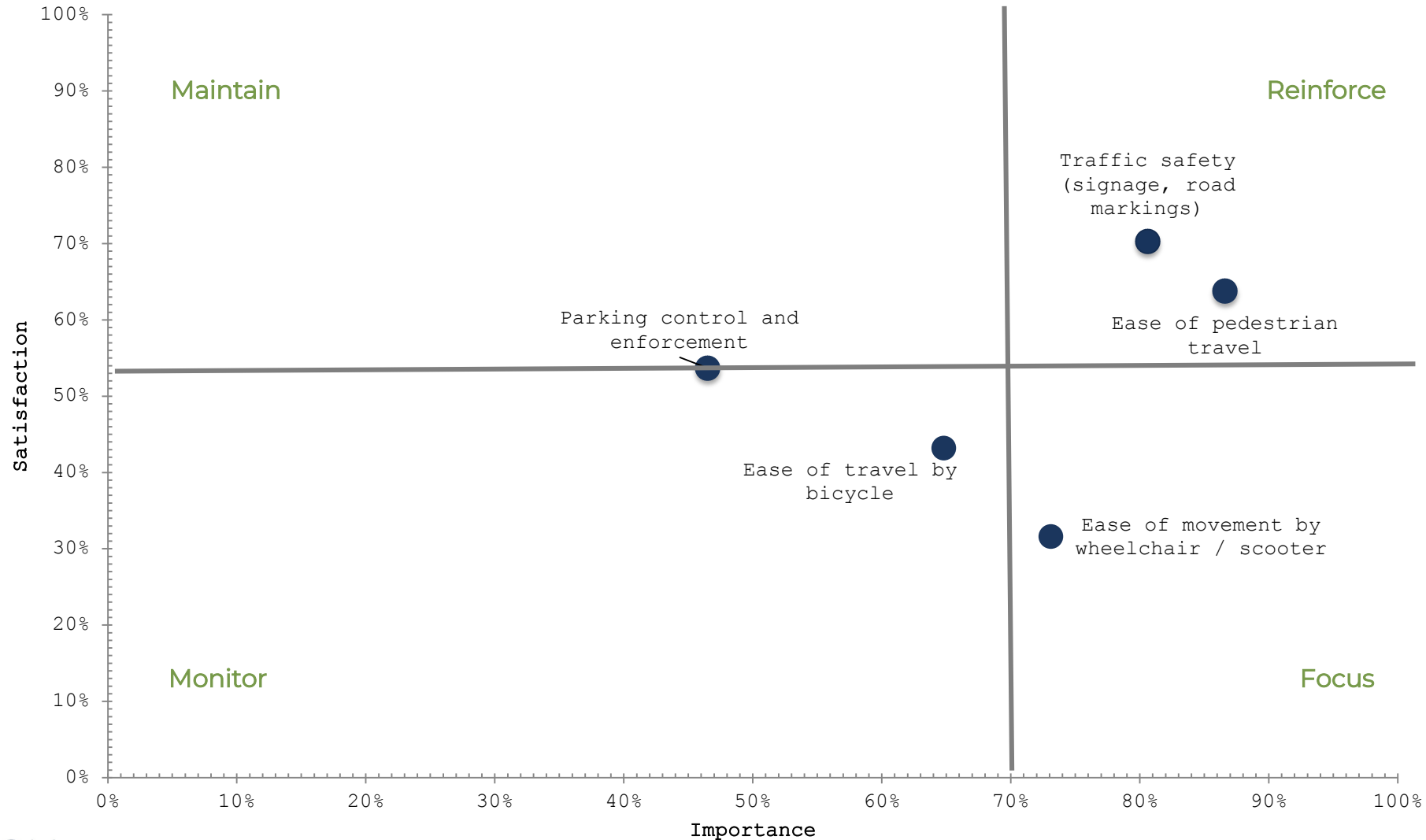
Transportation Services - Satisfaction



TOWN OF CRESTON – 2025 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, relative to other presented services, 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 underperforming relative to other presented services. 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 relative to other presented services. These services should be maintained.

- ✓ Parking control and enforcement

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

While residents perceive these service aspects as underperforming relative to other presented services, 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.

- ✓ Ease of travel by bicycle

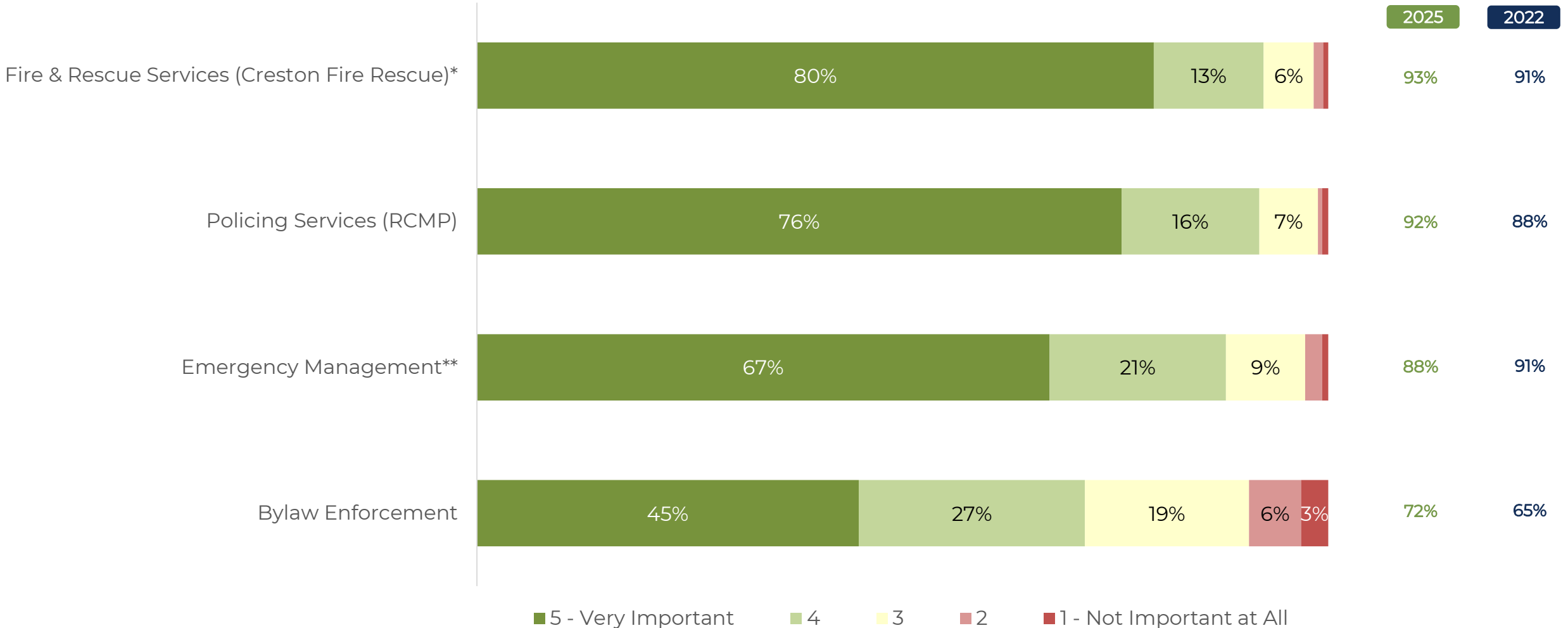
TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Protective Services

Service Importance

Very Important/ Important

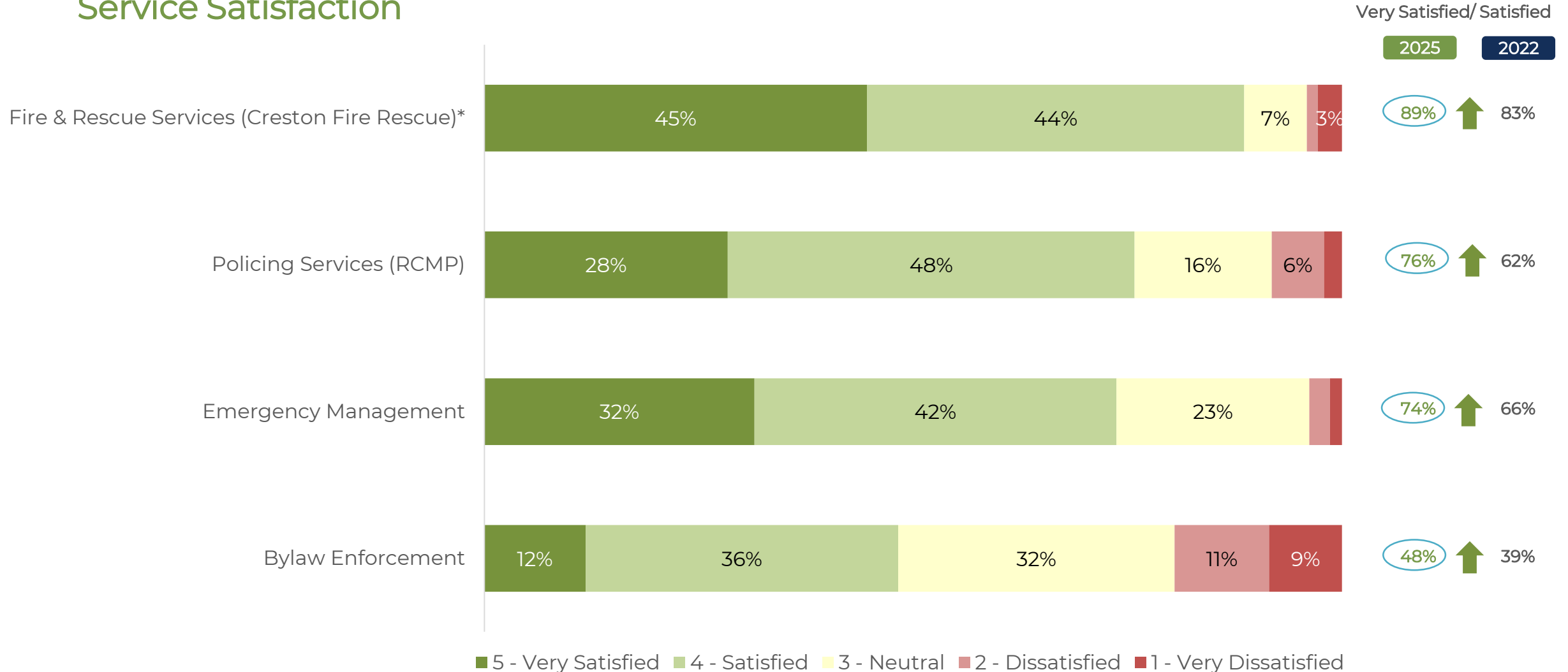
2025 2022



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Programs and Services: Protective Services

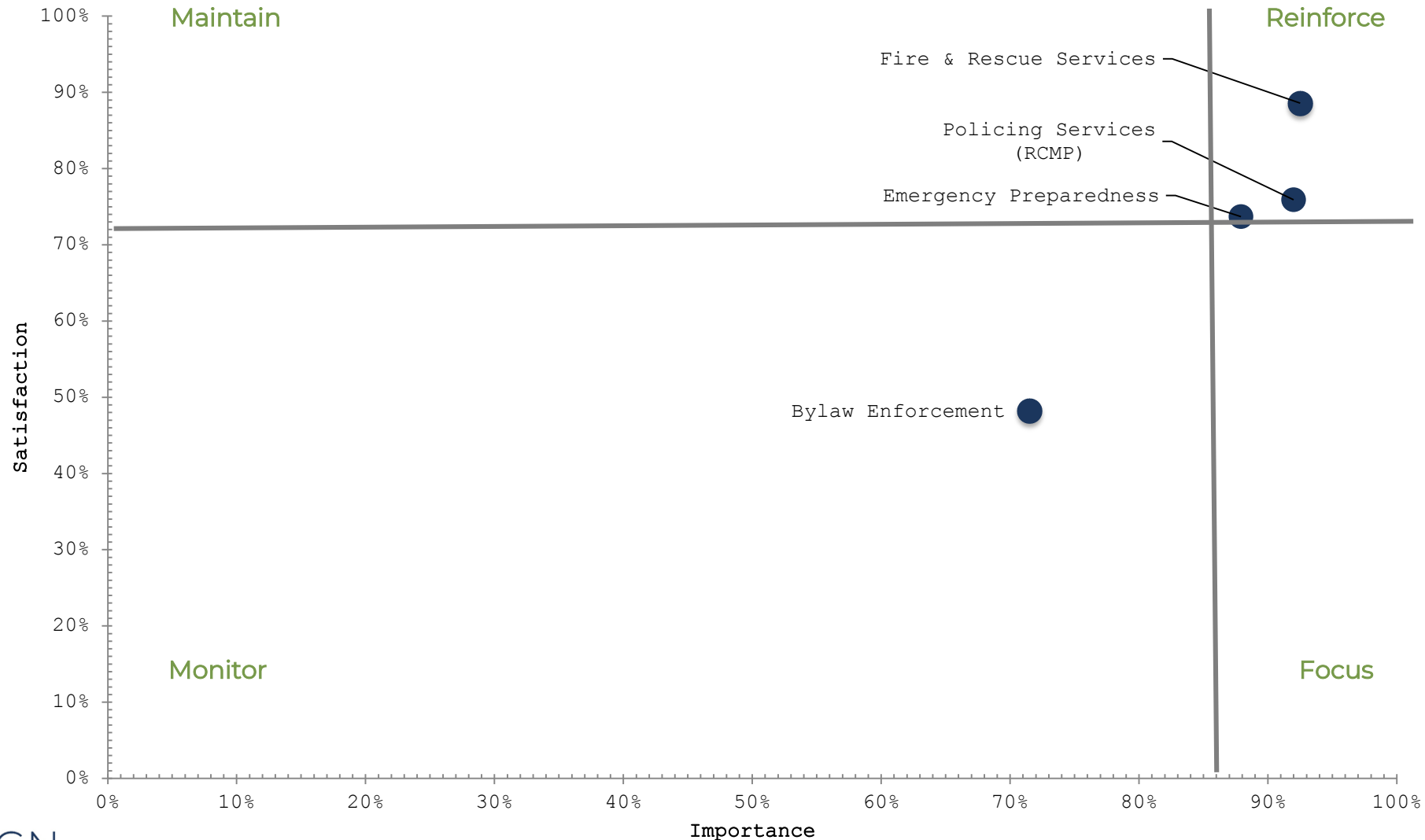
Service Satisfaction



TOWN OF CRESTON – 2025 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, relative to other presented services, 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 & Rescue Services
- ✓ Emergency Preparedness
- ✓ Policing Services (RCMP)

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 underperforming relative to other presented services. 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 relative to other presented services. These services should be maintained.

- *There are no services classified in this quadrant*

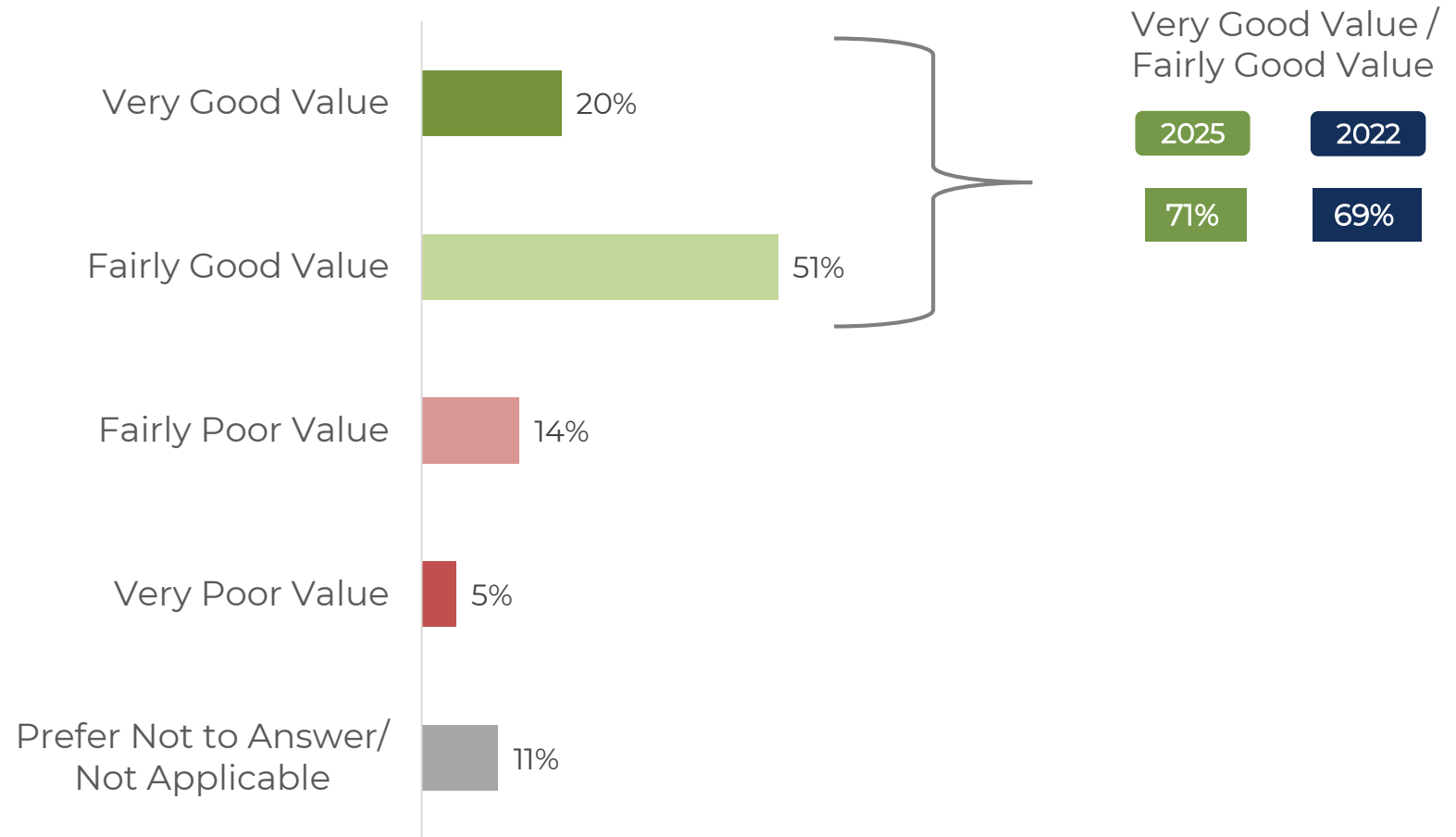
Monitor: *Low importance; low satisfaction (lower left quadrant)*

While residents perceive these service aspects as underperforming relative to other presented services, 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

TOWN OF CRESTON – 2025 Citizen Satisfaction Study

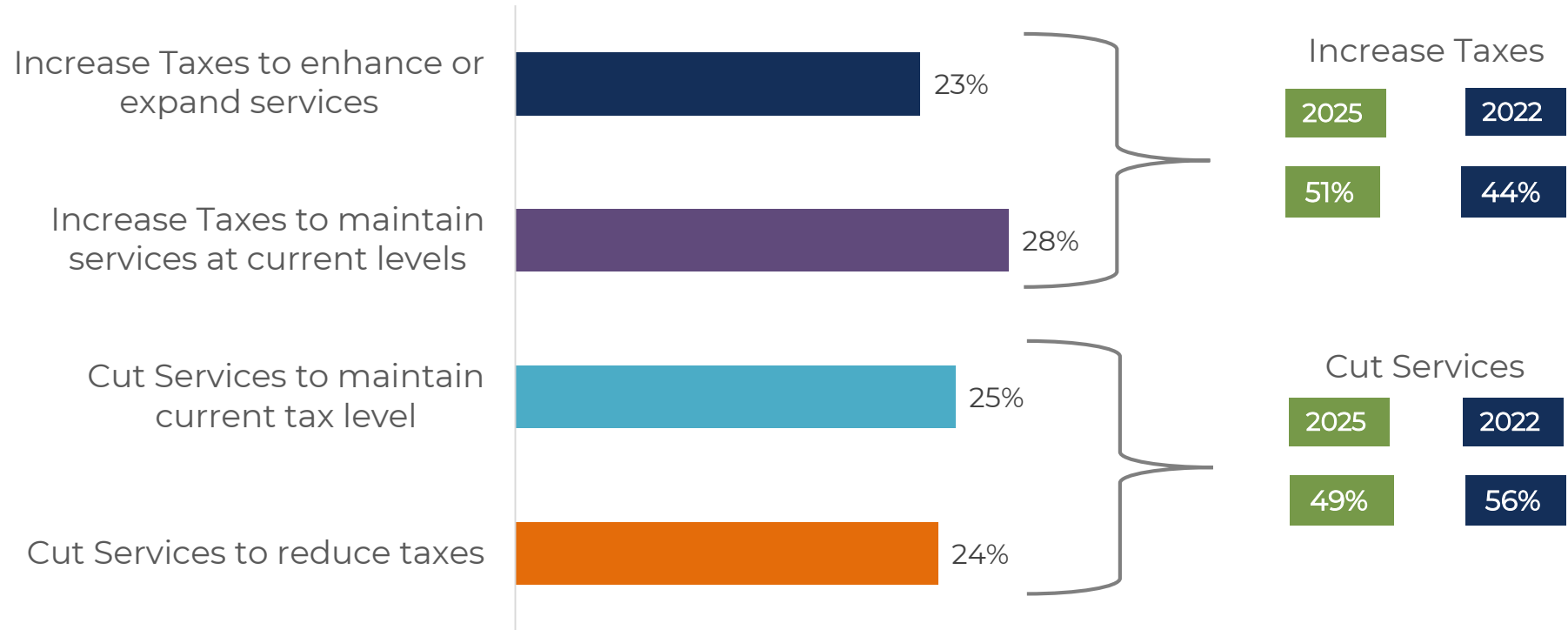
Results – Programs and Services:





2025 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=421).

Selected Services 2026 Spending

Programs/Services	2026 Spending			Differential (Increase – Decrease)
	Decrease	Maintain	Increase	
Roads & Operations	7%	73%	21%	+14%
Police Protection (RCMP)	9%	72%	19%	+10%
Water System	3%	86%	11%	+8%
Fire and Rescue Services	12%	75%	13%	0%
Parks, Trails and Sidewalks	21%	60%	19%	-1%
Bylaw Compliance and Other Protective Services	36%	60%	5%	-31%
Planning and Development Services	39%	55%	7%	-32%

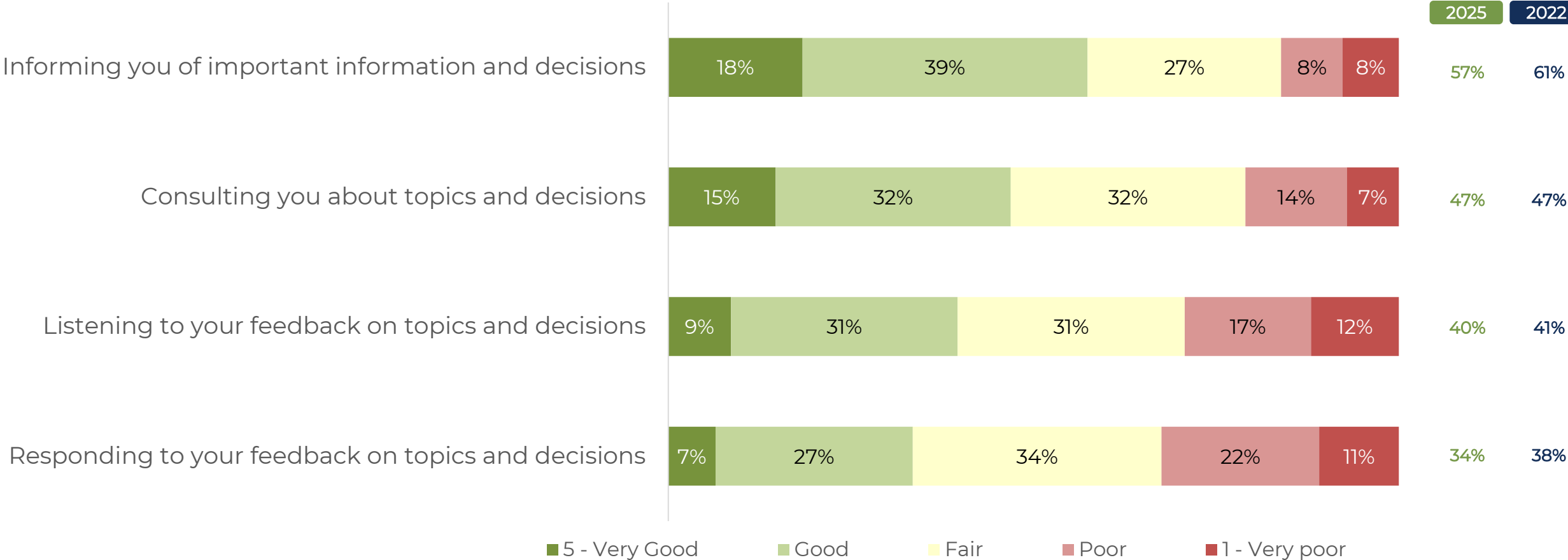
7. The Town of Creston is interested in understanding how you would modify the budget for the services listed below, if at all. Please specify if you think spending should increase, be maintained, or decrease in 2026 for each service listed. Results are weighted. Base: All Respondents (n=490-568).

2025 Results – Communications

Community Engagement

Very Good/
Good

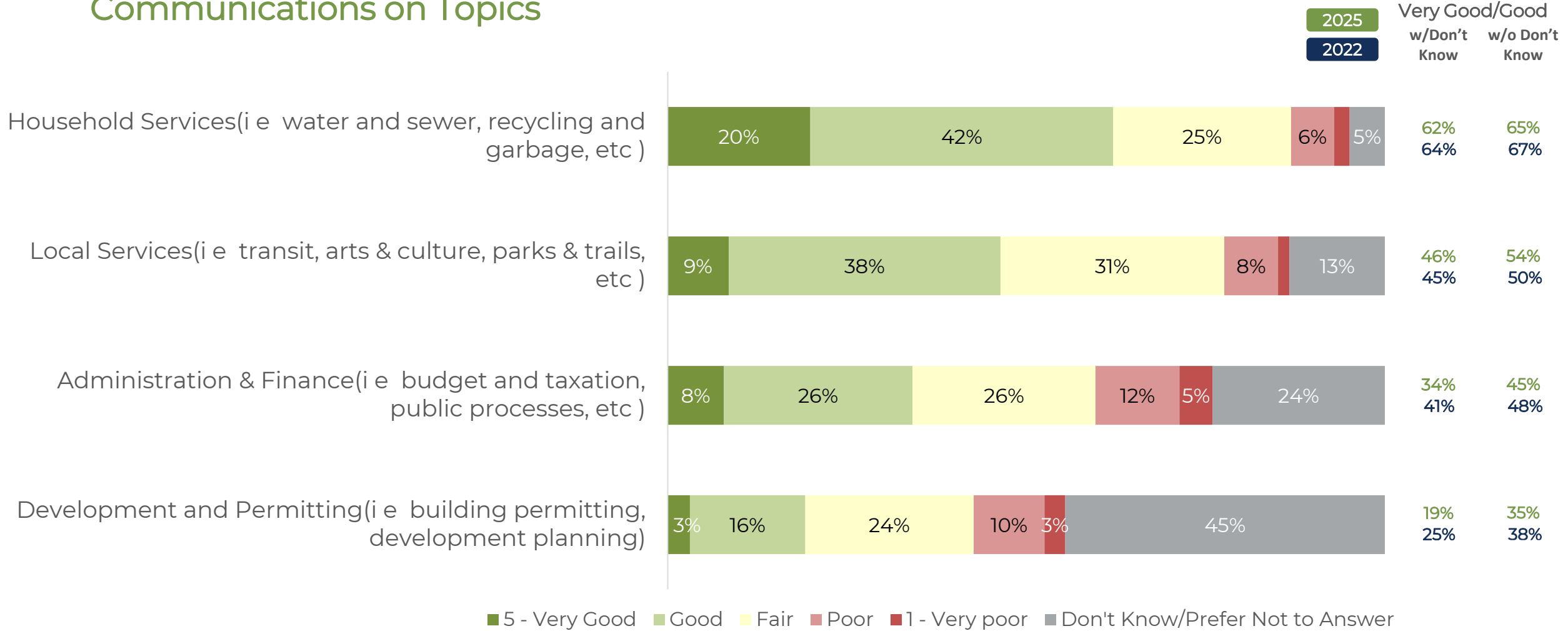
2025 2022



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Communications

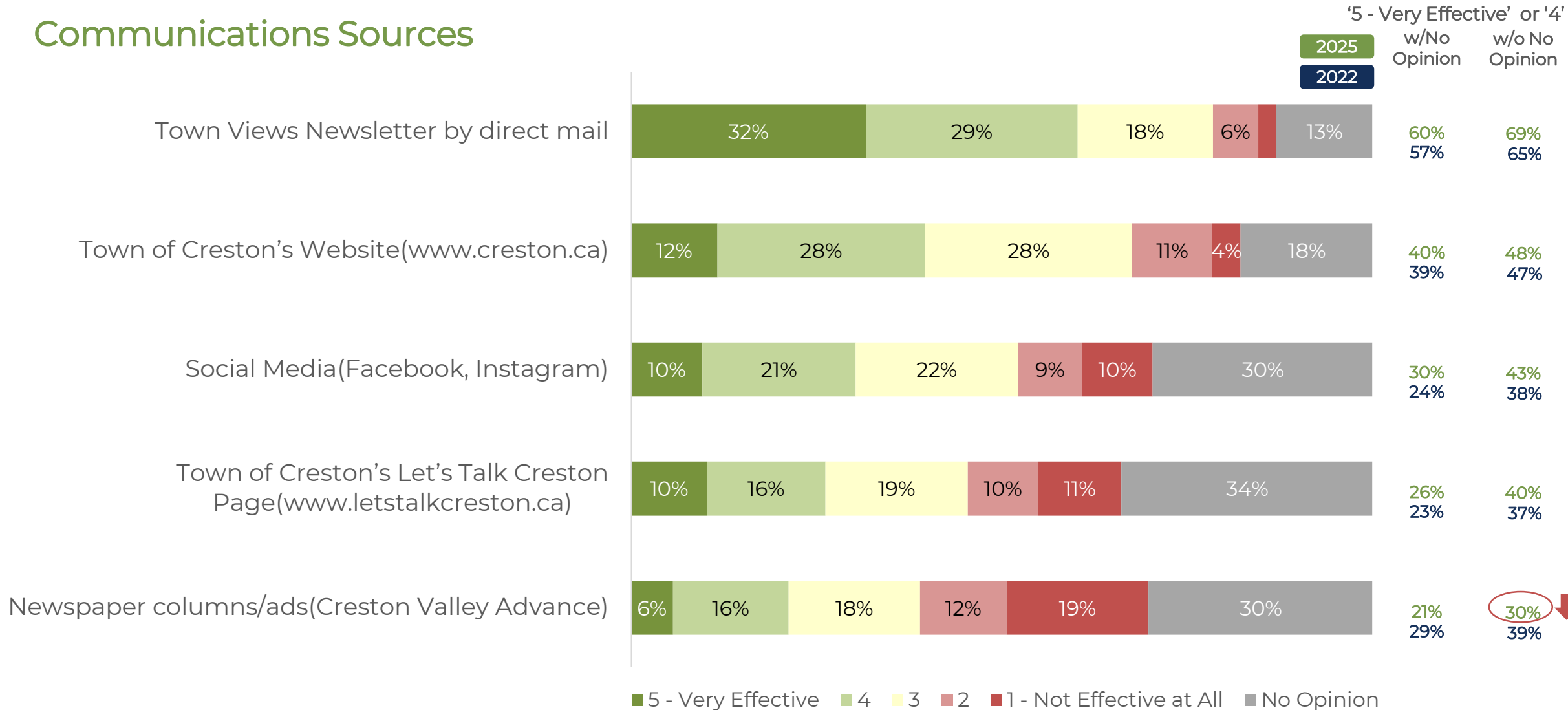
Communications on Topics



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Communications

Communications Sources



2025 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= 591

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=328-332).

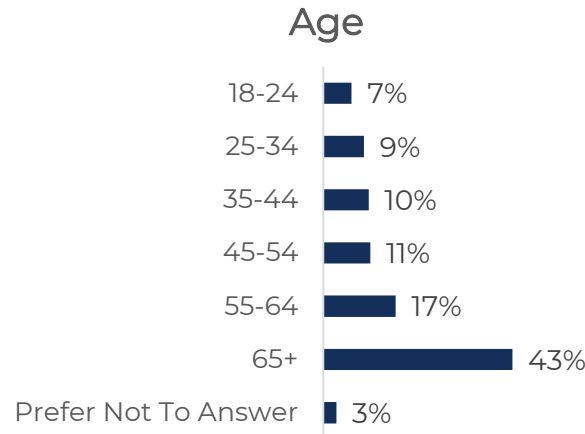
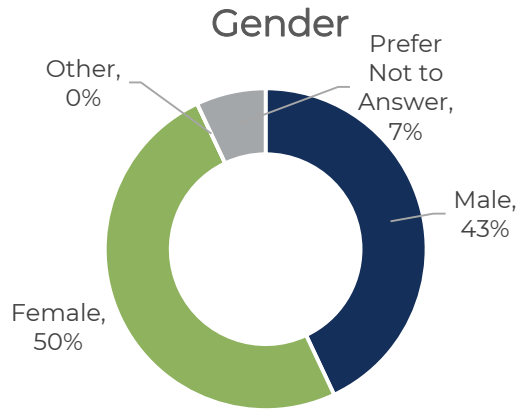
For graphical clarity, response percentage of less than 3% have been removed.

2025 Results – Demographics

TOWN OF CRESTON – 2025 Citizen Satisfaction Study

Results – Demographics

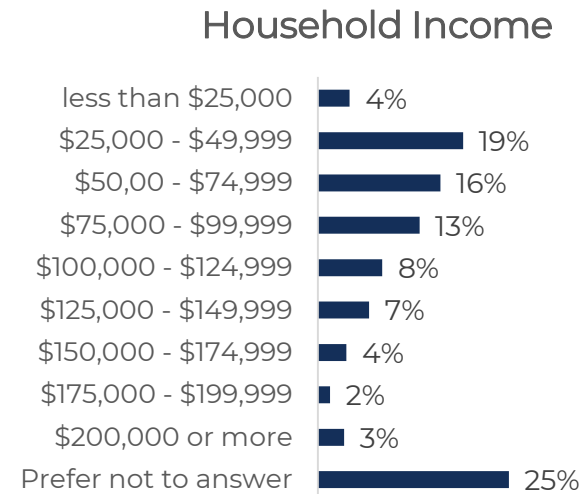
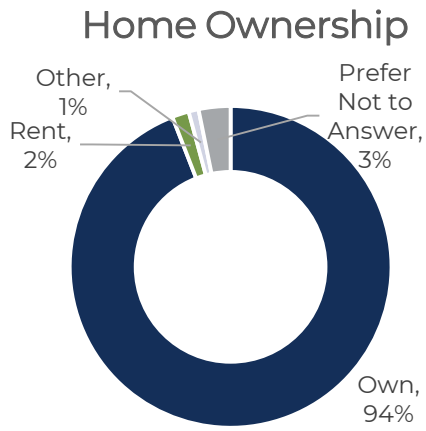
Demographics



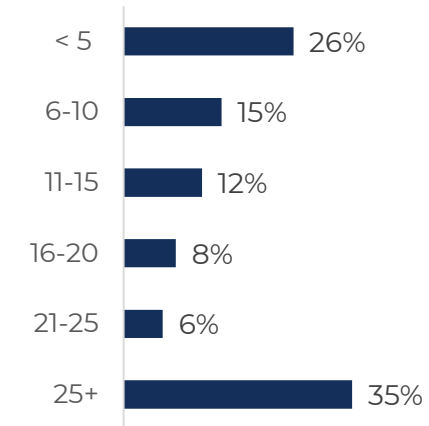
Average People in Household



Average Children in Household



Years Living in Creston



Average = 20.4 years

Prompted Decision to Move to Creston - Selected Comments

'Moved for the work opportunities, geographic location and amazing growing. Stayed for the community I was delighted to find here.'

'Lovely weather, affordable home purchase, low crime, beautiful scenery, friendly community, access to hospital.'

'Wanted small town living, wanted to be able to grow more food and enjoy nicer weather, close friends living here, closer to our grown children.'

'Quiet small town atmosphere, the motorcycle riding roads in the area, friendly community overall. Needed to get out of the big city to retire.'

'The friendliness of the community. Creston is more relaxed and offers a variety of activities. It has medical, emergency and police services.'

2. 2025 vs 2022 Results



2025 vs 2022 Results – Key Findings

2025 vs 2022 Results - Summary of Key Findings

Quality of Life

- The shift from 'Good' to 'Very Good' observed in 2022 continues in 2025. The overall proportion of residents who rate their quality of life in Creston as high ('Good' to 'Very Good') is consistent with 2022 and 2013 results at 89%, in fact, in 2025, more than half (53%) of residents rated their quality of life in Creston as 'Very Good'.
- The majority of the aspects regarding the impressions of Creston are similar to the results observed in 2022. That said, there are slight variations. 'Creston as a place to learn (i.e. schools / post-secondary/general interest)' and 'Creston as a place to work' saw a small decline of -5 points each, compared to 2022. In contrast, there were larger gains on the impressions of 'opportunities to shop locally in Creston' (+11 points), 'availability of affordable housing' (+10 points) and 'attractiveness of Creston's downtown core' (+6 points).

Programs and Services – Parks & Trails

- Almost all parks & trails services have seen declines in satisfaction compared to 2022 results. The most notable perceived decreases have been in Playgrounds (-8 points), Public Washrooms (-8 points) and Park Safety & Security (-6 points).

2025 vs 2022 Results - Summary of Key Findings, continued...

Programs and Services – Municipal Services

- The majority of the municipal services have had increases in satisfaction since 2022. The most remarkable have been 'curbside compost /recycling collection (+26 points) and garbage collection (+10 points). In contrast, 'quality of drinking water' and 'street lighting' saw slight decreases in overall satisfaction (-4% and -3%, respectively).

Programs and Services – Development Services

- Satisfaction with all elements evaluated as part of Creston's Development services are slightly up compared to 2022. The most notable is 'business licensing process' with a 10-point increase.

Programs and Services – Transportation Services

- While most elements of Creston's Transportation services have seen a slight increase in satisfaction since 2022, the 'ease of movement by wheelchair/scooter' overall satisfaction dropped slightly by -4-points.

2025 vs 2022 Results - Summary of Key Findings, continued...

Programs and Services – Protective Services

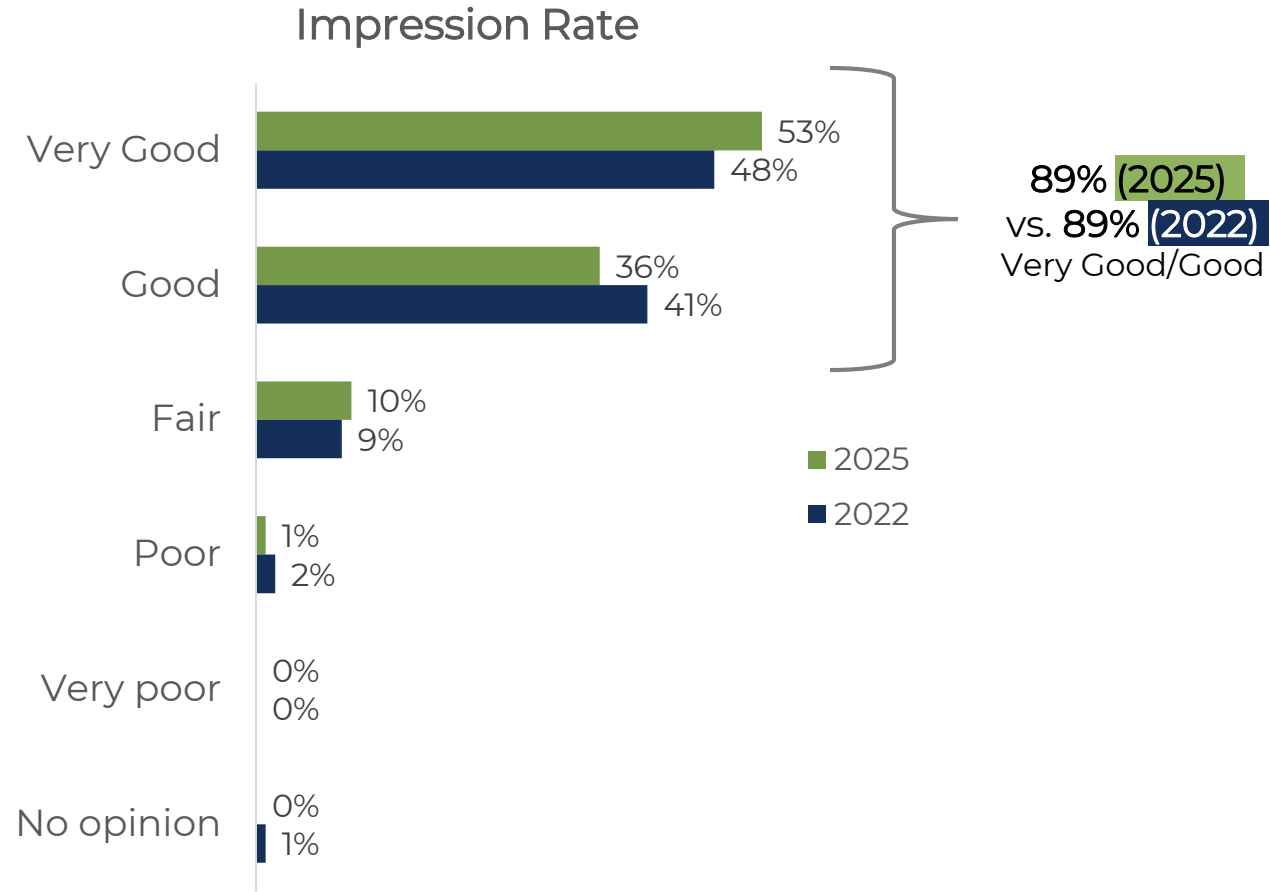
- Overall satisfaction with Creston’s Protective services has notably increased since 2022. The most remarkable increases being for ‘policing services (RCMP)’ (+14 points), ‘bylaw enforcement’ (+9 points) and ‘emergency management’ (+8 points). Fire & Rescue services (Creston Fire Rescue)’ also saw a 6-points increase in satisfaction.

Customer Services

- The proportion of residents contacting the Town is lower. Just over half (53%) of residents had contact with the Town of Creston in the past year compared to 57% in 2022. Of those that did have contact, ‘knowledgeable’ and ‘professionalism’ saw minimal increases in satisfaction of (2% and 1%, respectively), while ‘responsiveness’ has slightly decreased from 81% being satisfied to 78% in 2025. ‘Friendliness’ satisfaction score remained the same at 88%.

2025 vs 2022 Results – Quality of Life

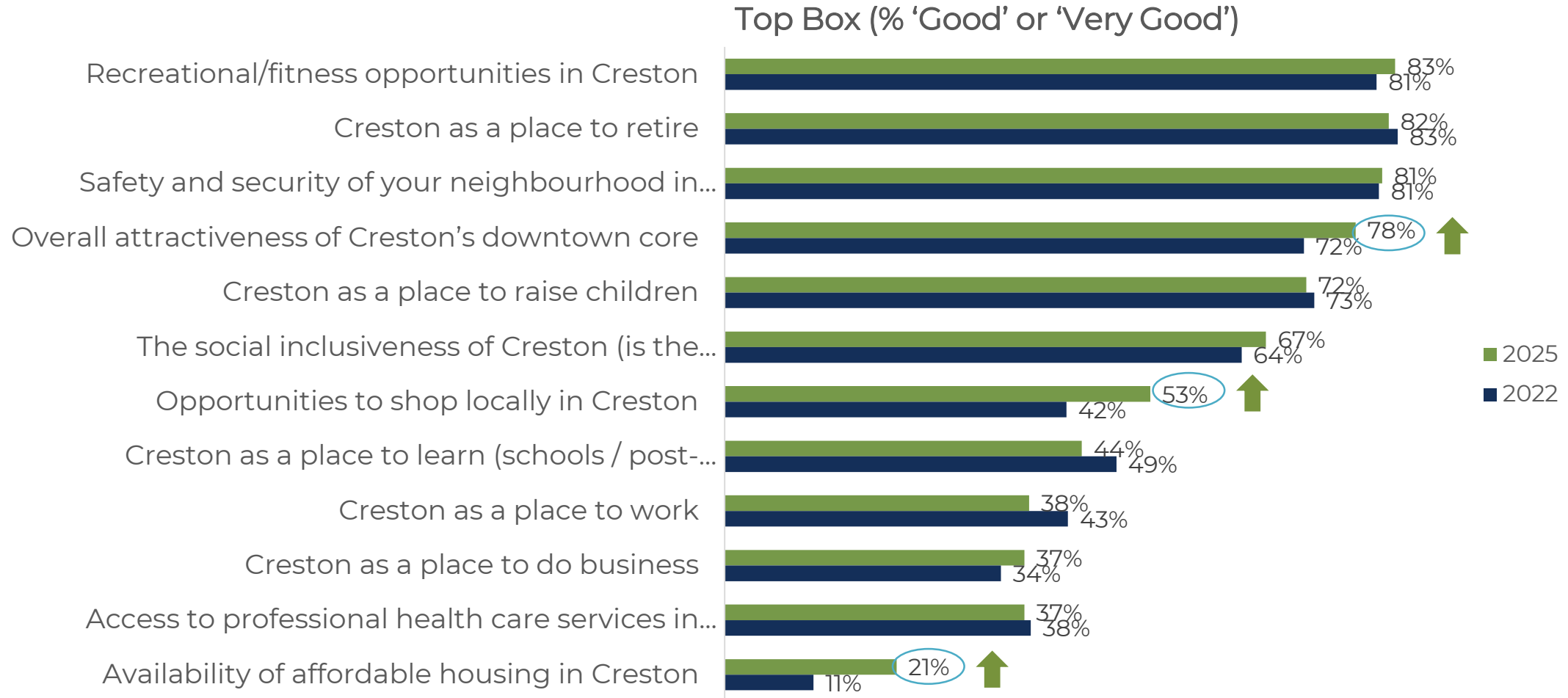
Quality of Life



TOWN OF CRESTON – 2025 Citizen Satisfaction Study

2025 vs 2022 Results – Quality of Life

Impression of Creston

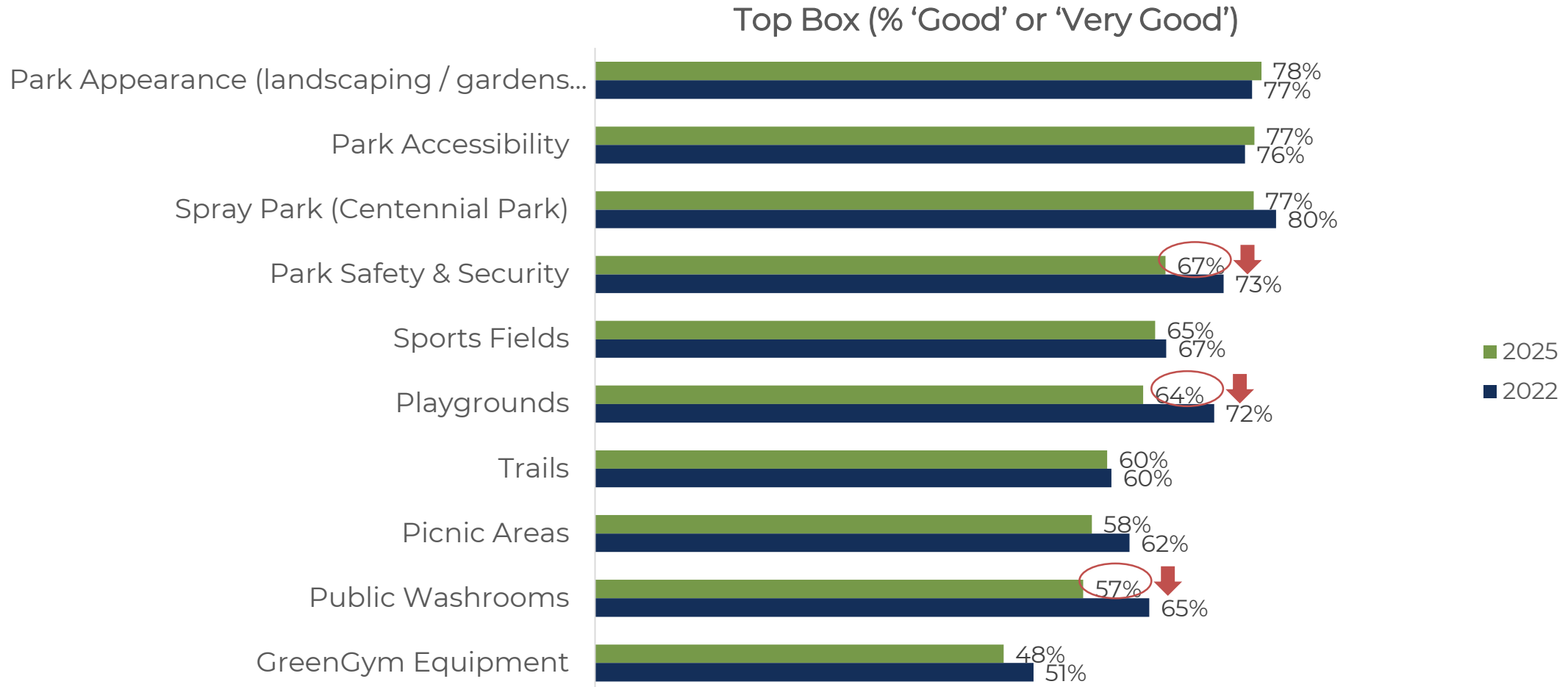


1. Please rate your impression of Creston on each of the following:
Results are weighted based on age and gender. Base: All Respondents (2025 survey, n=591, 2022 survey, n=503).



2025 vs 2022 Results – Programs and Services

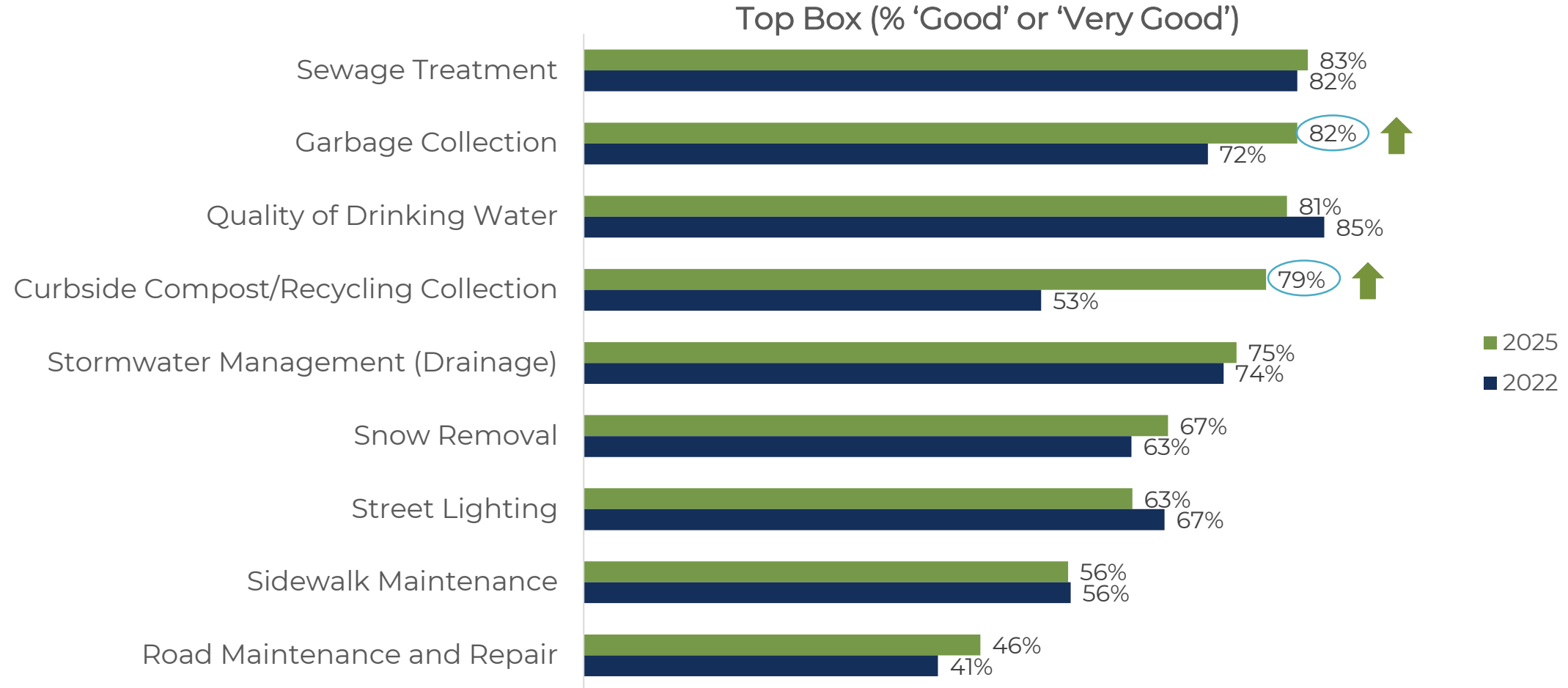
Parks & Trails – Satisfaction



4. How would you rate each of the following Town services?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2025 survey, n=409-577, 2022 survey, n= 396-486).

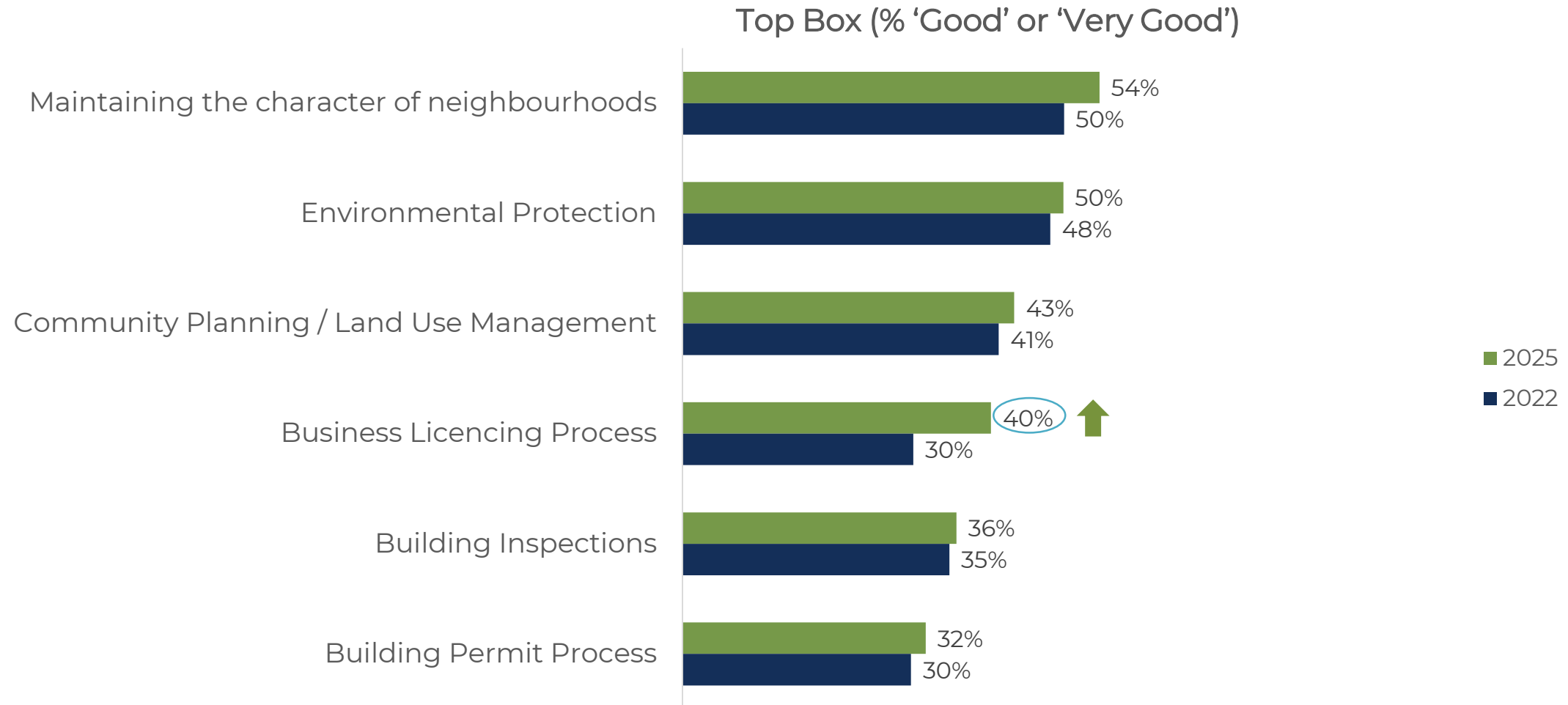
Municipal Services- Satisfaction



4. How would you rate each of the following Town services?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2025 survey, n= 549-589, 2022 survey, n= 396-486).

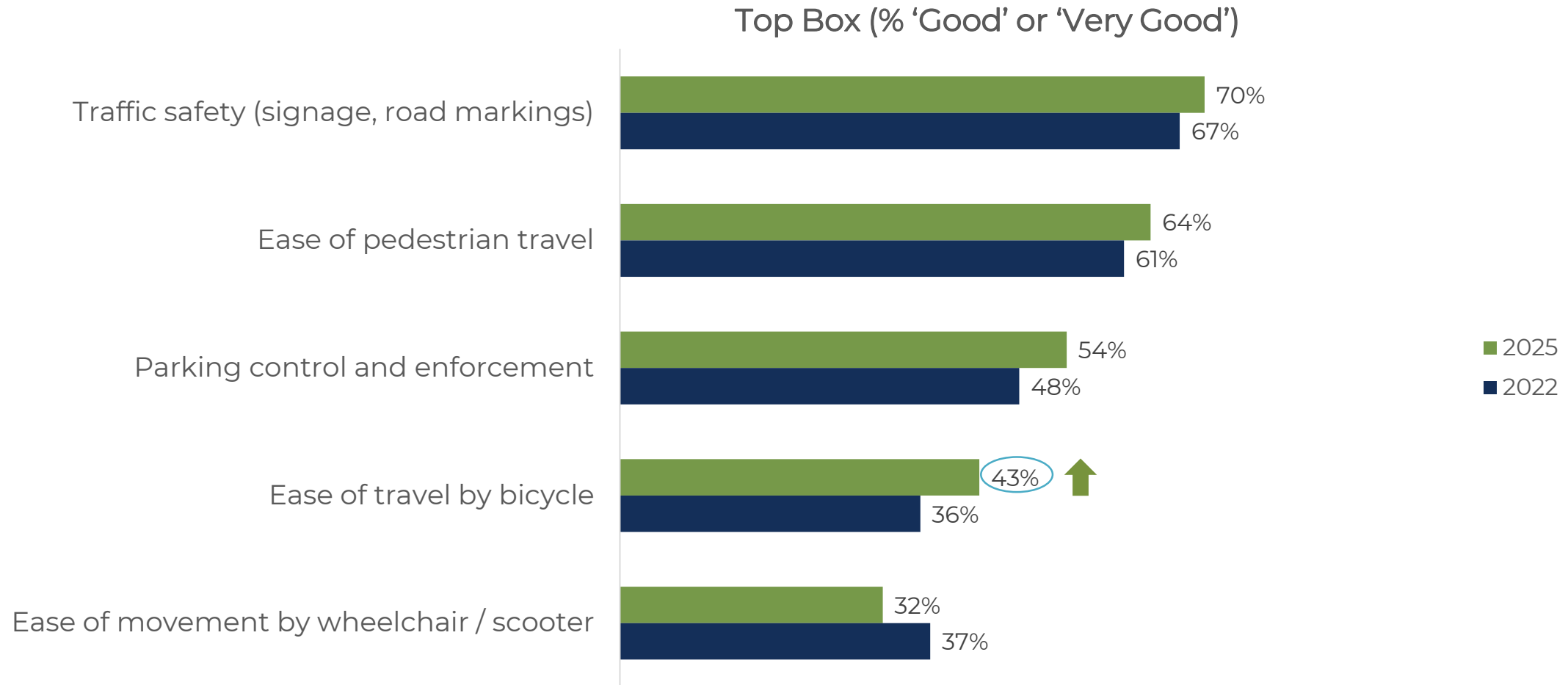
Development Services- Satisfaction



4. How would you rate each of the following Town services?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2025 survey, n= 276-524, 2022 survey, n= 301-445).

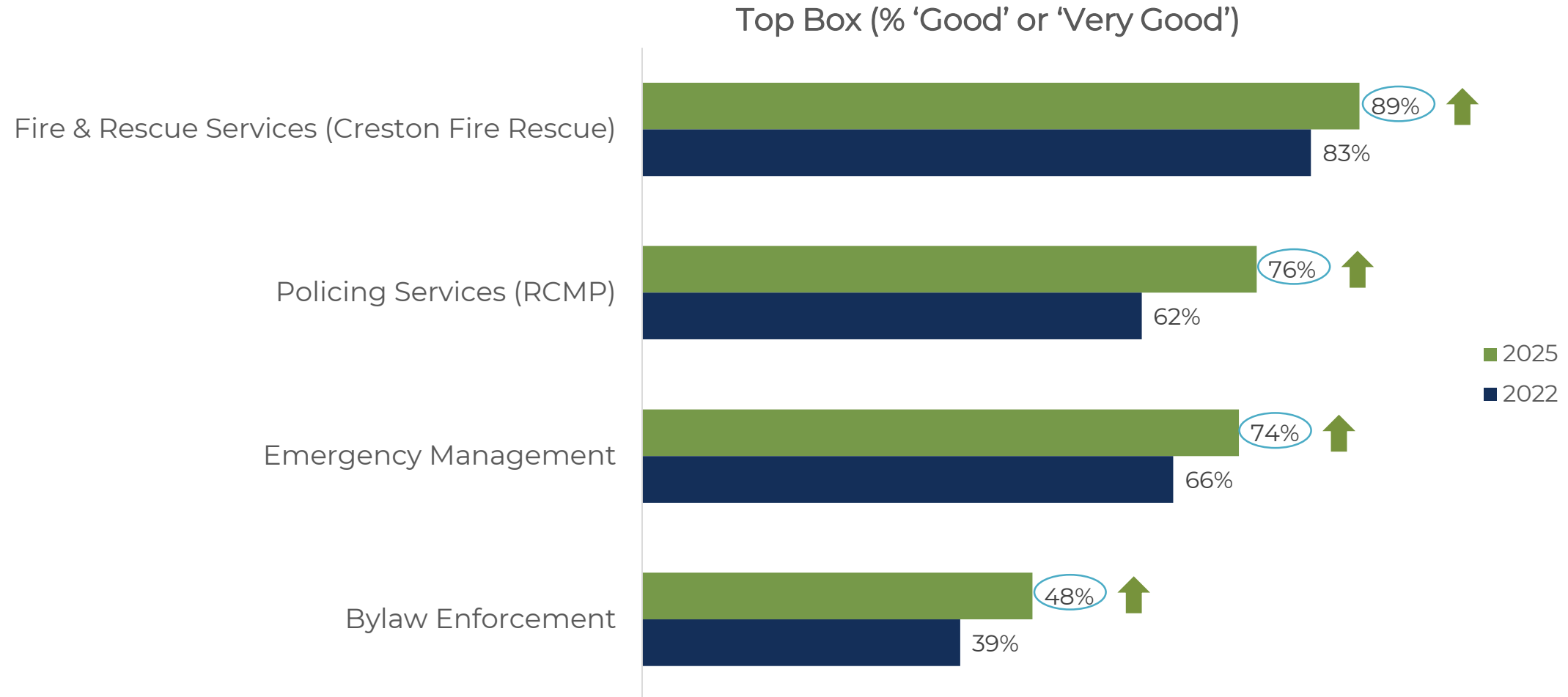
Transportation – Satisfaction



4. How would you rate each of the following Town services?

Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2025 survey, n=350-582, 2022 survey, n= 389-486).

Protective Services- Satisfaction



4. How would you rate each of the following Town services?

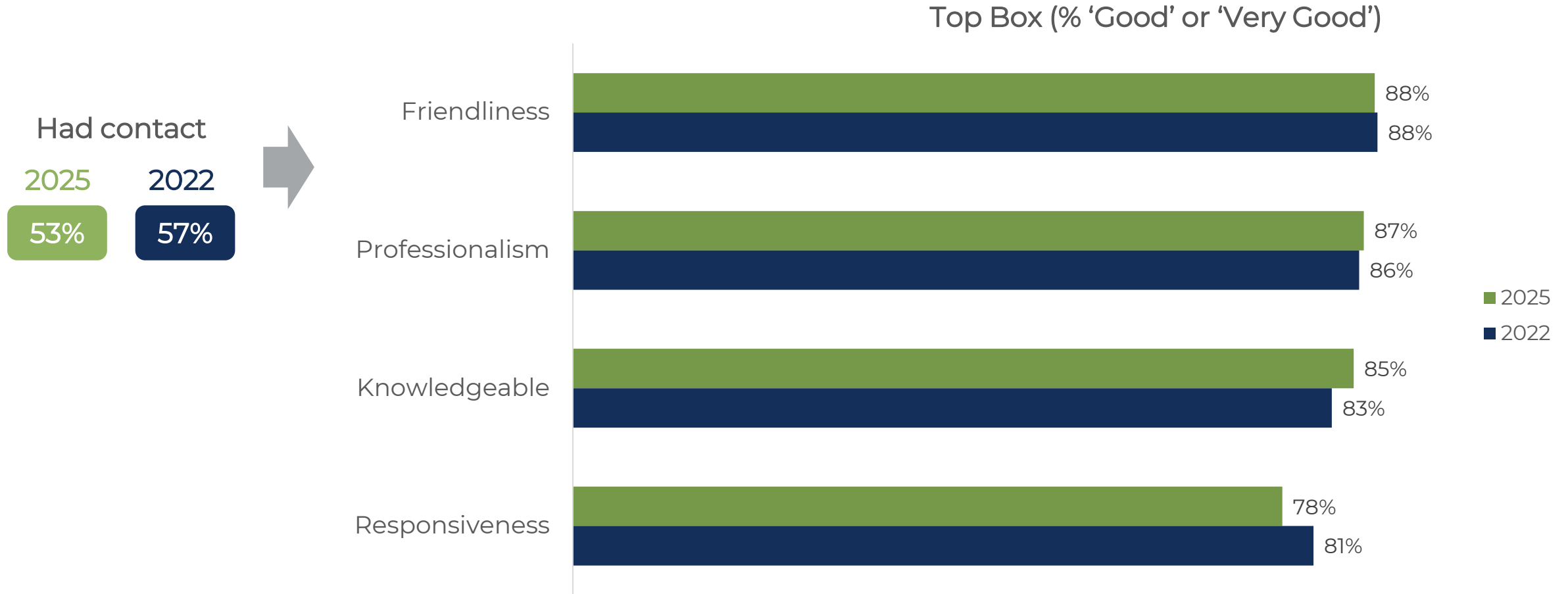
Results are weighted based on age and gender. Base: All Respondents less those that noted the element was 'No Opinion' (2025 survey, n=430-518, 2022 survey, n= 424-481).

2025 vs 2022 Results – Customer Service

TOWN OF CRESTON – 2025 Citizen Satisfaction Study

2025 vs 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? Base: All Respondents 2025 survey n= 591, 2022 survey 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'.(2025 survey, n=330-332, 2022 survey n=297-302).



Summary & Conclusions

Summary

- The overall perceived quality of life in Creston is favourable and remains consistent with 2022 results. The impression of various aspects of life in Creston are good with the three highest rated elements being recreational opportunities, being a place to retire, and safety and security of the neighbourhood. In contrast, the weakest perceived elements are of Creston as a place to learn, as a place to work, as a place to do business, having access to health care and availability of affordable housing. That said, the perception of availability of affordable housing has notably increased in the past three years suggesting that although there is more work to do, efforts are being recognized.
- On average, Parks and Trails are the highest rated programs and services although performance has softened slightly since 2022. Public perception of Municipal Services and Protective Services, on average, have notably improved in the past three years.
- Satisfaction ratings for all sub-service within Protective Services have significantly increased in the past three years. Similarly, Waste and Curbside Recycling/Compost Collection notably improved as did the Business Licensing Process and travelling by bicycle in Creston. Parks and Trails, however, had notable drops in satisfaction related to Park Safety, Playgrounds, and Public Washrooms.
- The Town can be very proud of Fire & Rescue Services, Sewage Treatment, Garbage Collection, and Quality Of Drinking Water as over 80% of respondents rate these services as 'Good' or 'Very Good'.
- Overall respondents feel that the Town of Creston provides good value in the form of programs and services in exchange for their taxes.
- Overall, respondents are split 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 insights that could inform how palatable changes would be if there are budget modifications. As noted, the budget information presented was minimal and did not contain actual budget levels, tradeoffs, or implications of any changes. As such, the differential results are really an order of magnitude of residents' perceived value or impact to their day-to-day life in Creston.
- 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 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 continue to be a very important information source for residents – ongoing investments in website design, navigation, content management and online services is advisable. The Newsletter appears to have the most reach as only 13% 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. The efficacy of the newspaper is minimal and notably decreasing.

Summary & Conclusions

- Approximately one half (53%) 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.

Conclusions

- Although there have been improvements, focusing on increasing availability of affordable housing and access to health care would help to improve the perceived quality of life in Creston.
- Parks and Trails are a highlight of the Town's programs and services; however, there have been some notable decreases in performance. Addressing these emerging issues now, may help to mitigate longer-term performance issues.
- Creston residents believe they receive good value for their tax dollars.
- Residents appear to be most comfortable with the status quo in terms of taxation levels and service delivery trade-offs. If budget cutbacks are contemplated, the areas residents would be most likely to accept decreases are for Bylaw Compliance and Other Protective Services (other than RCMP and Fire & Rescue) and Planning & Development Services.
- Efforts should be made to improve engagement specifically related to responding to feedback, listening to feedback and consulting residents about decisions.
- Newspaper should not be used as a primary communication medium but rather as a support tactic to other channels.

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 (rounded to the closest whole number), several cells have high weight factors.

	Census			Survey Responses		
	Male	Female	Other	Male	Female	Other
18-24	4%	3%	-	0%	0%	--
25-34	5%	5%	-	2%	2%	0%
35-44	5%	6%	-	6%	3%	1%
45-54	5%	6%	-	6%	4%	1%
55-64	8%	9%	-	11%	7%	1%
65+	20%	24%	-	28%	23%	3%
Prefer Not to Answer	-	-	-	1%	0%	2%

Appendix B - Questionnaire



TOWN of CRESTON

2025 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 September 26, 2025, you are eligible to be entered into a draw to 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 ACG Insights via email at [redacted]. If you have specific questions about the how the Town is going to use the feedback they receive, please contact [redacted] or via email at [redacted].

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

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

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

Please select one response per row.

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

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

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

First, please indicate how **important** each service is to you, then indicate how **satisfied** you are with each service or aspect.

"Importance"

- 1 = Not Important at All
- 2
- 3
- 4
- 5 = Very Important

"Satisfaction"

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Haven't Used/No Opinion

MUNICIPAL SERVICES	Importance						Satisfaction					
	1 = Not Important at all	2	3	4	5 = Very Important		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Haven't Used/No Opinion
Garbage Collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curbside Compost/Recycling Collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Drinking Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewage Treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater Management (Drainage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Maintenance and Repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalk Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow Removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEVELOPMENT SERVICES	Importance						Satisfaction					
	1 = Not Important at all	2	3	4	5 = Very Important		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Haven't Used/No Opinion
Building Permit Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Licencing Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Planning / Land Use Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Maintaining the character of neighbourhoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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First, please indicate how **important** each service is to you, then indicate how **satisfied** you are with each service or aspect.

"Importance"

- 1 = Not Important at All
- 2
- 3
- 4
- 5 = Very Important

"Satisfaction"

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Haven't Used/No Opinion

TRANSPORTATION	Importance						Satisfaction					
	1 = Not Important at all	2	3	4	5 = Very Important		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Haven't Used/No Opinion
Ease of pedestrian travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of travel by bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of movement by wheelchair / scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking control and enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic safety (signage, road markings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROTECTIVE SERVICES	Importance						Satisfaction					
	1 = Not Important at all	2	3	4	5 = Very Important		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Haven't Used/No Opinion
Fire & Rescue Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policing Services (RCMP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bylaw Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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/Have Not Used Programs or Services
- 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 2026 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	○	○	○	○
Water System	○	○	○	○
Parks, Trails & Sidewalks	○	○	○	○
Bylaw Compliance and Other Protective Services	○	○	○	○
Planning and Development Services	○	○	○	○
Fire and Rescue Services	○	○	○	○
Emergency Management	○	○	○	○
Police Protection (RCMP)	○	○	○	○

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/Not Sure	Prefer not to answer
Informing you of important information and decisions	○	○	○	○	○	○	○
Consulting you about topics and decisions	○	○	○	○	○	○	○
Listening to your feedback on topics and decisions	○	○	○	○	○	○	○
Responding to your feedback on topics and decisions	○	○	○	○	○	○	○

9. **The Town of Creston recognizes that residents may have differing experiences on various topics. As such, please rate the Town of Creston's communications 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/Not Sure	Prefer not to answer
Administration & Finance <i>(i.e. budget and taxation, public processes, etc.)</i>	○	○	○	○	○	○	○
Local Services <i>(i.e. transit, arts & culture, parks and trails, etc.)</i>	○	○	○	○	○	○	○
Household Services <i>(i.e. water and sewer, recycling and garbage, etc.)</i>	○	○	○	○	○	○	○
Development and Permitting <i>(i.e. building permitting, development planning)</i>	○	○	○	○	○	○	○

10. On a scale of 1 to 5 where 1 is 'Not Effective at All' and 5 is 'Very Effective', 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/Not Sure
Town of Creston's Let's Talk Creston Page (www.letstalk.creston.ca)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town of Creston's Website (www.creston.ca)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (Facebook, Instagram)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper columns/ads (Creston Valley Advance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Views Newsletter by direct mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 - GO TO SECTION 6

12. 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/Not Applicable
Friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 / don't know

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. [ANSWER IF YOU HAVE LIVED IN CRESTON 5 YEARS OR LESS], if 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 October 2025. 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 Winter of 2025/26.



TOWN of CRESTON

2025 CITIZEN SURVEY

Randomly Selected Household

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

If you have lost your access code, please contact ACG Insights via email at [redacted] and provide your mailing address. They will reply with your unique access code.

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. If you need to continue the form later, please click the save and [continue later](#) button at the top of the page and follow the instructions.

By completing this survey, by [October 3, 2025](#), you are eligible to be entered into a draw to 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 ACG Insights via email at [redacted] If you have specific questions about the how the Town is going to use the feedback they receive, please contact [redacted] at [redacted] or via email at [redacted]



TOWN of CRESTON

2025 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. If you received a letter in the mail with a unique access code, your household was randomly selected to complete the main survey. Please do not use this survey but follow the instructions in that letter to complete the survey.

Depending on your responses, we anticipate the survey will take you about 10 - 12 minutes to complete. If you need to continue the form later, please click the save and [continue later](#) button at the top of the page and follow the instructions.

Please complete this [survey](#) by [October 3, 2025](#).

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 ACG Insights via email at [redacted] If you have specific questions about the how the Town is going to use the feedback they receive, please contact [redacted] at [redacted] or via email at [redacted]

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

A slower lifestyle with greater access to nature and trails; easy access to locally grown food; a smaller community that is accessible by bicycle or walking for most daily errands; community support for artist and artisans; beautiful weather with four (4) seasons and mild winters; a climate where I can grow my own food including stone fruit trees in my garden; safe community where I don't have to lock-up every piece of furniture/equipment/toy/etc. in the backyard.

Affordability, walkability, and the beauty of the valley. The downtown is charming and compact, although we've lost some good businesses since we moved here (do we really need another Vape store?!).

Affordable

Affordable houses

Affordable housing

Affordable housing compared to the cities.

Affordable housing, climate and small town living. Could be more dog friendly.

Affordable real estate, small town feel, beautiful scenery.

Age and Cancer related inability to maintain business and property in the Slocan Valley.

Aged out of acreage and had no choice but to move

Agriculture and food security, mild climate, friendly people of the Kootenay's, sense of community, living on the mainland of Canada versus living on an island, affordable housing and food, recreation, birds and bird sanctuary, like minded people who value the environment, not too busy, beautiful valley and mountains.

Beauty of area

beauty. lower real state price than where we came from. Victoria

Both wife and I born here Both left at 17 Both returned 4 years ago Returned for real estate prices and family and it's beautiful here

Climate & scenery, local food producers, slower pace, congenial society, arts & culture, community support.

Climate, community, smaller town living.

Climate, proximity to Christina Lake, distance to visit our children, four seasons, lakes, outdoor activities, small town feeling, access to hospital and health care, slower pace of life (good for retirement).

Closer to my kids

Closer to services, doctors, smaller yards to care for(we moved from an acreage), closer to friends, friendly neighborhood, affordable housing, access to town amenities.

Convenience; Central location to Cranbrook, Nelson, Castlegar, Trail; rural atmosphere; closer to Alberta border

Could not stay in rural area.

Creston is more affordable than other communities in BC. The landscape, town infrastructure, and community opportunities are good. We love the fresh fruit and vegetables available here, as well as the proximity to other larger communities for items that are not locally available.

Don't like city life. Wanted a small town. This one was perfect far as I could see. Have no regrets so far!

Escaping big city

Family

Family

Family here

Family lived here, the weather, and small town charm.

Family member asked me to move here to be closer to family. I wanted to be back in BC.

Family, weather, affordable golf course

Family, climate & community

Followed my daughter and family

Food security, geography and climate are fantastic. Food security was very important, so the plethora of local produce meant a lot to us, as did the opportunity to grow our own food. Good small town vibe. Relative affordability of housing was a factor. I did flag housing affordability as an issue earlier in the survey. Even though we managed to squeak into the market, that's only because we bought a dirt cheap fixer upper. We also saw Creston as a town with phenomenal opportunity. We appreciate the core of businesses that we have right now, but see room for more. Although I think the downtown core isn't offensive, architecturally it could use a facelift and unifying aesthetic.

Friendly, not overly trendy and peaceful neighbourhoods

Friends moved here first, so I followed. Community is great, slower life and just overall better quality of life improvements.

Friends told me this was a good place to live. I am very satisfied with their recommendation.

good community, close to American border

Good rec centre, market community; scenic, small town for safety; good new builds, family experience, good hospital, good community spirit and volunteers who care for the town folk in an aging environment.

great area employment was available and affordable housing

Grew up here. Moved away and came back to allow my daughter to go to highschool here.

Had an acreage in Erickson and it was just time to downsize due to getting older.

Has more culture & artistic energy

Have relatives here. Couldn't stand the woke agenda in the lower mainland and the Liberal ideology

House prices. Close to nature. Small town feel. Good amenities. Hospital. Library. Community centre.

Housing affordability, climate, proximity to major centers of Calgary, Kelowna and Spokane, mountains

Housing and friends

Husband retired and thought this would be a good place to stay in BC and buy a home. However, having to drive to other towns to shop and get services or return to Vancouver for health care, shopping etc. is a drain and considering moving in the next year or two to an area where there is more restaurants, shopping, services etc.

I don't see a general comments section, and I need to express my concern that the library was not included in this survey?? My understanding that city funds are directed to the library and right now they need help, I would support greater funding for this service. Thanks!

I grew up here and moved back when a job became available. I wanted to raise my kids here and move home to work and be available while my dad is in his retirement years

I grew up here and went away for university, but I was excited to move back to Creston a few years ago to start my career after finishing university. I was excited to move back for a few reasons, but the few main ones being: ease of finding a job in a smaller community, being closer to friends and family, affordability, and a quieter and safer community to raise children in eventually.

I have lived in the town of Creston for 2 years but previously lived in Wynndel for 18 years

I just recently moved to Creston and bought a trailer in the CrestGlen MHP. I moved from Nelson because I could no longer cope with the present chaos. It's a total disaster in my opinion and Mayor Morrison is a personal friend. She's amazing but Council is having tremendous difficulties. I've always LOVED Creston and I can't tell you why. It may be due the number of churches, Certainly its small friendly place. When I moved to Creston 2 months ago I knew in my heart it was the perfect place for me. I've made so many instant friends. I was going to right council about my delight in learning there was a Dog Park. It's absolutely perfect! Well designed, adequate parking, garbage right there which I would prefer to not have to bring home. Just saying. I have not explored much of the town but intend to do so when I am unpacked. I hear there is a VERY good coffee shop in Lister (?) I intend to check out. I responded to information that there was a 'Welcome Wagon' and went to the Saturday Market - me here and was impressed with the contents and gifts. I would suggest encouraging local business to beef up their discounts etc. Not only will you attract more residents to expand your tax base but it will add to the local economy. I feel very safe here. When I mentioned to my friends that I was moving to Creston everyone said 'I LOVE Creston!' People need a refuge from high real estate, crime - just about every category of issues they experience elsewhere. I am starting the suggest to my retiree friends that they pre-purchase and buy a residence NOW before others know and you find the town inundated with folks who do not value your objectives. I have much more to add but I am a senior citizen on low income and what I have mentioned here are how safe and protected I feel. I thank you for the opportunity to respond with my thoughts.

I loved the beautiful views, the quaint downtown area with coffee shops, unique shops. The people are friendly and it's a nice small town. I love the farms orchards and fresh food available. The cost of living is quite high and that is troublesome. It is overall a wonderful place to live with swimming holes and awesome hiking areas, beautiful places to ride my bike. Also the climate! No more -60 winters for me! I feel like the town reps could pay more attention to what the citizens want and not be so condescending at town council meetings

I wanted to be close to my family in Calgary, but wanted to live in BC. Creston felt big enough to have enough services, but small enough to be friendly and easy to live in. I liked that it's close to Nelson and the US border, and still only six hours to Calgary. I really like the downtown area and all the local shopping and restaurants. I just wish there was a little more of those good things! I've been very impressed with how the town is run- clean water, excellent utilities, friendly staff, and the town seems to be always trying to improve.

I was born here and always wanted to move back

I was living alone in a rather remote area after the death of my wife and my younger brother and sister-in-law who have lived here 40 years persuaded me and helped me move here.

Improving quality of life and work transfer

Job opening

Just had a gut feeling that this was the place to stay. So far I am not disappointed. Due to only living here for a year, it is hard to answer most questions as I have not been here long enough. As said, so far so good.

Kelowna-like weather without the hustle and bustle.

Lived here for 3 months. Prompted by the high cost of housing in Vancouver and wanting to be able to purchase a home. The overall beauty of the region and the town itself were draws, as were good experiences visiting the area, the climate, etc. The community center/pool was also a factor in that had that recreation space not existed we might not have decided on moving here. Maintaining and expanding other recreation resources and health care access will contribute to the town attracting others fleeing the high cost of housing elsewhere, bringing jobs and expanded tax base to the town.

Lived in the area.

Lovely weather, affordable home purchase, low crime, beautiful scenery, friendly community, access to hospital

Met spouse online and moved to be with her.

milder climate and longer growing season,

Move to a smaller town away from the city with a good community feeling

Move to the community to start a new job.

Moved for the work oppertunities, geographic location and amazing growing. Stayed for the community I was delighted to find here

Moved here because rent and work were available decided to stay because very welcoming

Moved to support aging family

Moved with family

My daughter & family moved here

My husband's born and raised here

My mom was getting older so we wanted to come here to help her.

My Son-in-law and daughter moved to Creston 3.5 years ago and we built a home to be closer to our grandchildren. I like the country living of Creston.

Compared to Kelowna, it is more relaxed and easier to get around, there is less crime, fewer street/homeless people. every effort should be explored so the homeless population does not explode like other communities. Also, create a truck route to Erickson Rd so that the dangerous big rigs are not in the downtown core.

Nice place to retire.

Nice weather

Not as busy as city life.

Not so busy as the coast, a bit more laid back.

Parent care

Parents have been there for 25 years, so it feels like home to us. We only live part time but will likely retire and spend majority time there.

Peaceful safe weather affordable close to the border

possibility to rent an affordable place

prefered to live in a small friendly town with fewer big city issues. Good climate, closer to family

Proximity to family and then falling in love with the town

Proximity to family, weather, services, property prices, small town, close to cranbrook

proximity to other communities, housing prices more reasonable than other locations in area.

Quiet small town atmosphere, the motorcycle riding roads in the area, friendly community overall. Needed to get out of the big city to retire

Quieter lifestyle, location and access to backcountry terrain, cost of housing was lower than where I came from, and to be closer to family.

Relative living just out of town. Summer visits. Weather.

Relocated for work without choice.

Retirement

Retirement

Retirement

Retirement

Retirement in attractive and affordable area near family member who was already living here.

Significant other had a job opportunity

Small community and to be around family

Small Quiet minimal crime and no or very few homeless.

Small town

Small town, small local businesses, Local products. Nature, wilderness

Smaller community

Smaller community and closer to major hospitals.

Spent time here as a young man and have two daughters that live here, also two grandchildren.

The friendliness of the community. Creston is more relaxed and offers a variety of activities. It has medical, emergency and police services.

The growing season and weather conditions

The weather, friendliness of the people.

the weather, the beauty. We were hoping for an affordable house or acreage to buy but the pandemic ruined that as real estate escalated to ridiculous levels. The only winners were the real estate agents. Creston used to be a very affordable place to purchase land and homes but those days are over sadly.

Thought it was an affordable place to live and that it had a hospital that was more than a walk-in clinic. Good thing it is close to the border for shopping.

To escape crime in the Fraser valley.

Wanted small town living, wanted to be able to grow more food and enjoy nicer weather, close friends living here, closer to our grown children.

Warmer Winters Mountain scenery Reasonable real estate Hiking/biking opportunities Abundance of fruit

Was looking for a smaller version of my previous community

We couldn't find an affordable home in other places that we were looking at. We knew a couple who lived here, so we chose to come here for financial reasons and the fact that we knew someone. The couple that we knew have lived here 45+ years, and we would come and visit them approximately every second year. I remember them saying to us to move here, but seriously, for the longest time, Creston was on the dumpy side - and there were clearly very few jobs. Creston has come a long way. We are happy that it is getting some personality; the downtown is a gazillion times better, the parks are better, the Rec Center is awesome, and the Emergency Services have come a long way. For too many years, there were a handful of people who hindered the town by refusing to raise taxes and have a town that everyone can be proud of. I want to commend the Town, the Mayor, and the Councillors. Thank you. But one thing that is shocking is the poor condition that some of the roads are in - it is like they never had a proper base, and some of the roads do not have curbing or sidewalks. It is disappointing that there is no great place to walk along NorthWest Blvd. It is so dangerous; and people/bikes use it all the time.

We decided to move to Creston because it was a nicest town in the Kootenay's that we found, and the people weren't as clicky as Nelson and it wasn't as destitute looking as Cranbrook. We did also move here because of the recreation facilities that we haven't used yet, but our child has when he was visiting us. We have enjoyed some of our neighbours and have found other neighbours to be nothing but gossip and very cut off socially but once we found work some people have warmed up to us which is nice.

We liked having all the grocery, hardware, health and hospital options in town without having to drive 1-2 hours for such services but still live in a small community.

we live in West Creston but own a house in Creston

We lived nearby. Got old, our doctor, dentist, and friends lived in Creston. Needed a strata condo.

We lived on an acreage within 15K of Creston and found it too much work as we were getting older so we moved into town to downsize.

We love small town communities

We moved from Manitoba to bc, and wanted a town of around 5,000 people with a home we could afford and a slower lifestyle than the city. We love it here :)

We moved to Creston because of a job at the Wynnwood Sawmill.

We retired here and chose this community because of the moderate climate, the 'small town' feel and because Creston offers all the basic resources needed (recreational facilities, health care, grocery stores, restaurants, hardware stores and arts/entertainment).

Weather and slightly more affordable housing compared to Fernie where we moved from

Weather, good cycling, good motorcycling, boating, views, quiet community, not very much development, no big box stores, no facilities for the homeless, no facilities to encourage drug users, friendly people.

Weather, low housing cost, friendly people

We're guided by the angel, the weather is warmer compared to other provinces. A good place for retirement and safety community.

We've lived in Creston for just over three months, over the past few years leading up to retirement we toured BC and AB looking for a community to retire in. Creston/the east Kootenay provided the best fit for our requirements.

Work