



2027 Municipal Budget Survey Report

What We Heard from the Community

August 2026

Prepared for Town Council and Public Reporting



Budget 2027 - What We Heard from the Community

Executive Summary

The Town of Vermilion conducted its 2027 Municipal Budget Survey between July 7 and July 31, 2026, to better understand resident priorities and expectations for municipal services, infrastructure investments, and long-term financial planning. A total of 243 responses were received, matching participation levels from the previous year’s survey and providing valuable insight into community preferences and budget priorities.

These findings will help inform the development of the 2027 operating and capital budgets while ensuring community perspectives remain an important component of the decision-making process.

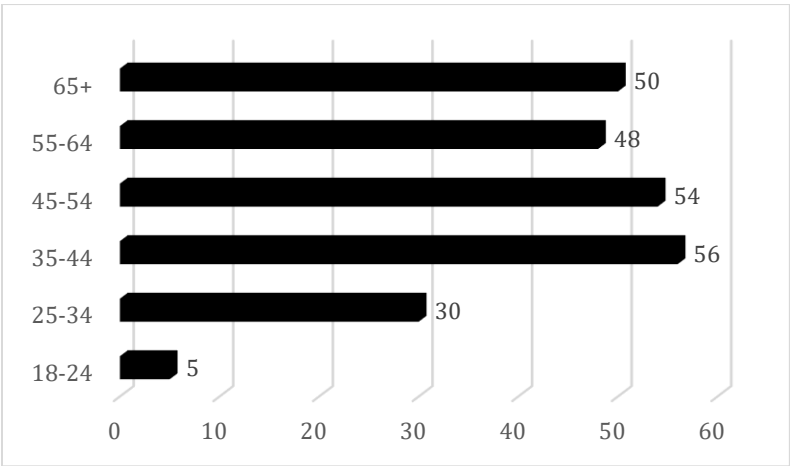
We thank everyone who took the time to participate by providing their input to help shape the future of the Town of Vermilion.

Participation & Demographics

A total of 243 responses were received from residents and stakeholders across a variety of age groups and property ownership classifications. Participation was primarily driven by Town residents who own their homes, representing approximately 83% of all respondents.

- 202 respondents are resident homeowners within the Town
- 21 respondents are renters/tenants
- 7 respondents are non-residents but own property in the Town
- 12 are non-residents and do not own property in the Town
- 1 respondent did not answer this question

Age Distribution



Participation & Demographics Key Takeaway: Survey participation reflects a broad cross-section of the community, with particularly strong representation from resident homeowners and working-age adults, providing Council with valuable insight into community priorities for the 2027 budget.

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Communication

WE ASKED

How informed do you feel about Town initiatives, services, and programs on an ongoing basis?

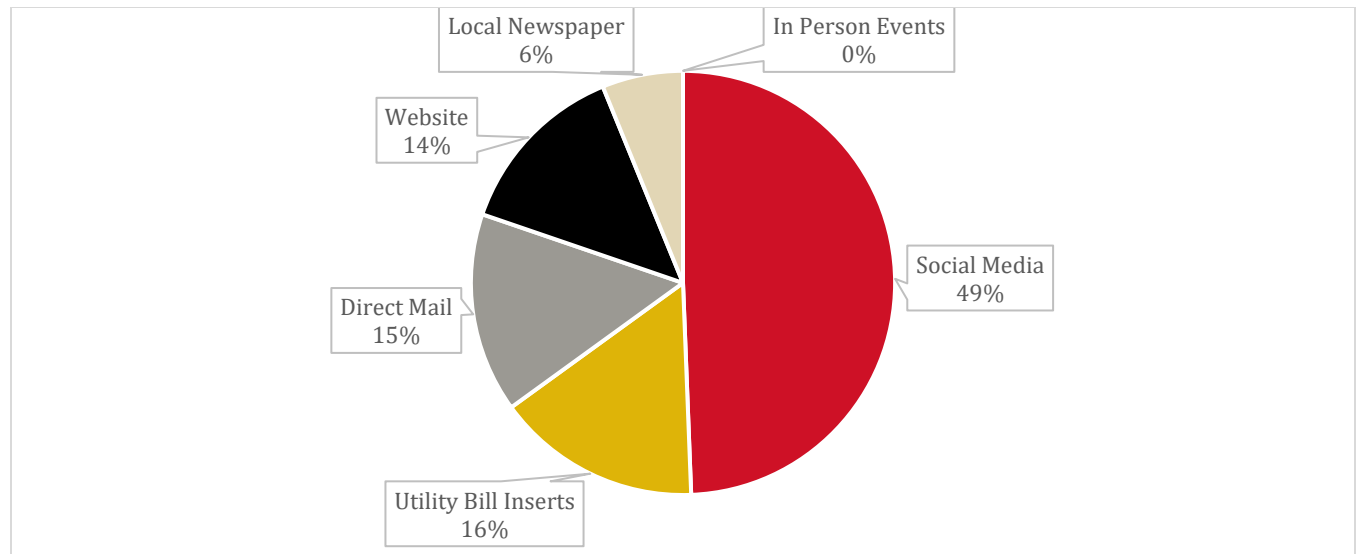
WE HEARD

- 27 respondents feel very informed
- 139 respondents feel somewhat informed
- 57 respondents feel somewhat uninformed
- 20 respondents feel very uninformed

WE ASKED

What is your preferred method of communication?

WE HEARD



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WE ASKED

How transparent do you feel the Town is when sharing information about decisions, projects, initiatives and finances?

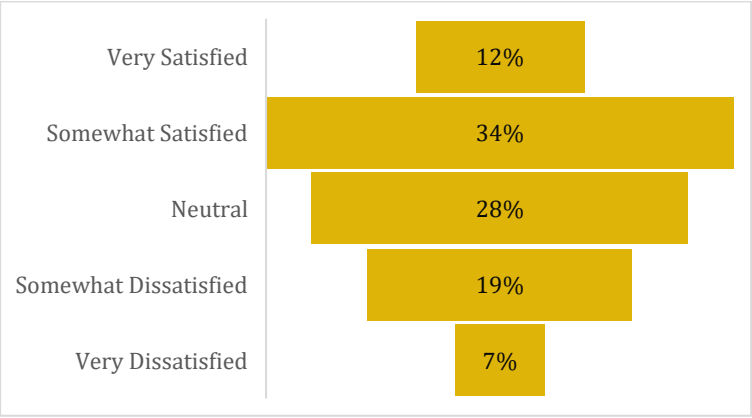
WE HEARD

- Very Transparent: 23
- Somewhat Transparent: 82
- Neutral: 77
- Somewhat Not Transparent: 36
- Not Transparent at All: 25

WE ASKED

How satisfied are you with how the Town communicates with residents?

WE HEARD



Communications Key Takeaway: Residents generally feel informed and satisfied with Town communications, with the majority of respondents expressing satisfaction with the Town’s communications, and some show there is opportunity to strengthen transparency.

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Strategic Priorities

WE ASKED

In consideration of the Town's Strategic Plan for the current Council term, please indicate which potential projects and/or initiatives are most important to you by ranking them in order of priority.

WE HEARD

- 1) Expansion of available residential housing lots
- 2) Maintenance and construction of roads, trails and sidewalks
- 3) Business engagement, attraction and retention initiatives
- 4) Development of new, or renovation of existing recreational facilities
- 5) Maintenance and replacement of underground infrastructure
- 6) Acquisition and development of commercial and industrial land
- 7) Rehabilitation of provincial park infrastructure for recreational purposes (ex: CN station)
- 8) Implementation of alternative transportation options (golf carts, ATV's in Town)

WE ASKED

Please rate priorities in order of importance for the Town in 2027.

WE HEARD

ITEM	Highest Priority	High Priority	Moderate Priority	Low Priority	Lowest Priority
Traffic Safety Improvements	17	43	85	67	27
Road Repairs and Maintenance	67	103	61	9	1
Sidewalks and Trails	38	70	97	24	7
Recreation Facilities and Programs	28	75	102	27	9
Residential Growth and Community Planning	44	78	88	26	8
Good Governance and Risk Management	48	92	75	20	5
Building and Municipal Asset Management	7	89	106	28	9
Economic Development and Business Growth	46	90	81	17	7
Rebuilding Municipal Reserve Funds	31	95	86	21	7

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WE ASKED

Looking at the Town's facilities, where would you consider a priority for the Town to focus future improvements and/or expansion? Rank the following facilities by highest priority to lowest priority:

WE HEARD

- 1) Arena/Stadium
- 2) Fire Hall
- 3) Midtown Medical Clinic
- 4) Vermilion Airport
- 5) Vermilion Regional Centre
- 6) Curling Rink
- 7) Town Office

Strategic Priorities Key Takeaway: Survey respondents rated expansion of residential housing and road repairs and maintenance as the Town's top priorities. Economic development and business growth, good governance/risk management, and financial stability also remain priorities for the Town to continue focusing on.

Recreation facilities and programs as well as building and asset management remain important to the community, although they ranked below core infrastructure and growth initiatives.

When looking at future building asset improvements and/or expansion, the Arena/Stadium ranked the highest, closely followed by the Fire Hall and then the Midtown Medical Clinic and Vermilion Airport.

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Public Works & Infrastructure

WE ASKED

Thinking about your experience on the Town's roadways, how would you like to see the Town tackle specific repair and maintenance items in 2027?

WE HEARD

	Spend a lot more	Spend a little more	Keep it the same	Spend a little less	Spend a lot less
Sidewalks	43	99	89	21	3
Walking Trails	24	57	119	27	13
Snow Removal	40	87	110	1	4
Street Sweeping	6	30	173	3	8
Traffic Signs	7	19	164	37	13
Back Alleys and Lanes	33	51	113	22	17

Public Works & Infrastructure Key Takeaway: Residents generally support maintaining current service levels for public works and infrastructure. Sidewalks and Snow Removal were areas that the public wanted to see increase some spending, followed by back alleys and walking trails.

Overall, the results suggest the residents were satisfied with current service levels in most areas but would prioritize additional funding toward sidewalks and snow removal if resources were available.

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Community Services

WE ASKED

Thinking about your experience on the Town's parks, greenspace and recreation facilities, where would you like to see the Town invest in 2027?

WE HEARD

	Spend a lot more	Spend a little more	Keep it the same	Spend a little less	Spend a lot less
Grass Cutting	10	35	169	23	2
Seasonal Flowers	6	24	164	31	14
Tree Care / Planting	15	46	143	26	9
Sports Fields	15	47	153	15	9
Ball Diamonds	20	36	157	19	8
Vermilion Provincial Park	25	65	122	19	7
Neighbourhood Parks & Playgrounds	15	50	160	11	4
Arena/Stadium/Curling Rink	19	54	137	18	11

Community Services Key Takeaway: Residents generally support maintaining current service levels across parks, greenspaces and recreation facilities. The strongest support for increased investment was for the Provincial Park, followed by Arena/Stadium/Curling Rink, and Neighbourhood Parks and Playgrounds. Most respondents indicated that spending on grass cutting, seasonal flowers, sports fields and ball diamonds should remain at current levels.

Overall, the results suggest residents are largely satisfied with existing service levels, while identifying select recreation facilities and park amenities as areas where additional investment may be supported.

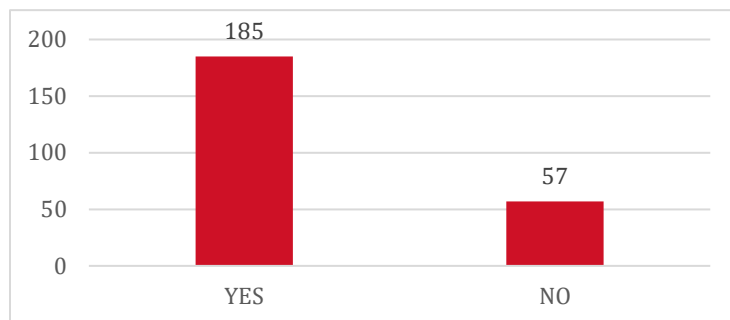
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Finance and Taxation

WE ASKED

Do you support modest increases to user fees (such as recreation programs, utilities, permits or facility rentals) if it reduced reliance on general revenues derived from property taxes, or offset potential property tax increases?

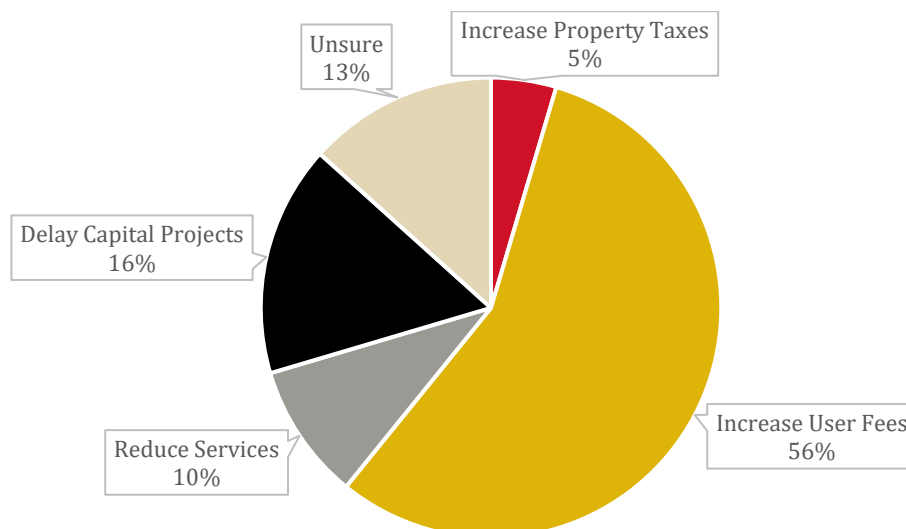
WE HEARD



WE ASKED

If additional funding is required to maintain existing service levels, which approach would you prefer:

WE HEARD



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WE ASKED

How important is it to you that the Town continue to pay down long-term debt early where possible?

WE HEARD

Very Important: 95

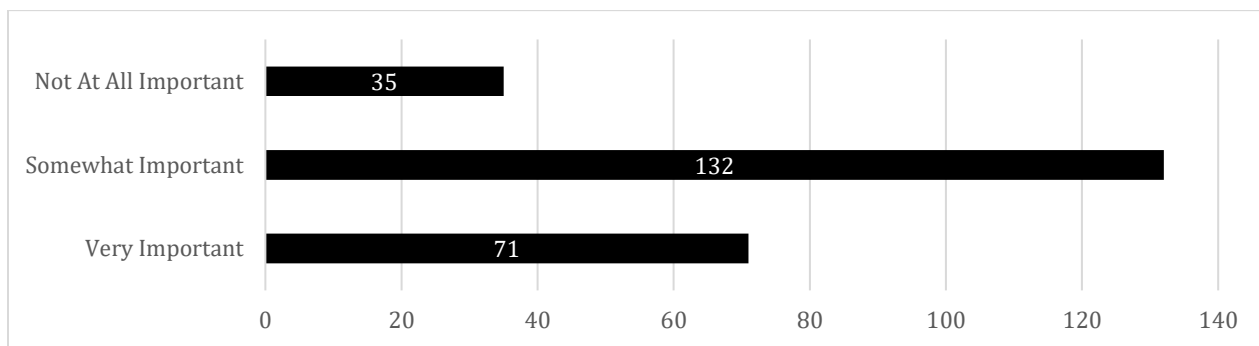
Somewhat Important: 128

Not at all important: 18

WE ASKED

How important is it for the Town to invest in long-term infrastructure and asset management and planning, even if it impacts taxes today?

WE HEARD



WE ASKED

A 1% increase in municipal property taxes generates approximately \$62,000 in additional annual revenue for the Town. If Council had to choose between increasing taxes to fund new projects or delaying projects to keep taxes lower, which would you prefer:

WE HEARD

Increase taxes to proceed with priority projects: 99 (41%)

Delay some projects to keep tax increases lower: 140 (59%)

Finance & Taxation Key Takeaway: Survey results indicate that residents generally support a user-pay approach to funding municipal services rather than relying on property tax increases. The majority of respondents supported modest increases to user fees if it would reduce reliance on property taxes.

Residents also demonstrated support for long-term financial sustainability, with most respondents considering it important for the Town to continue to pay down long-term debt early where possible. When faced with a choice between increasing taxes to fund projects or delaying projects, respondents were more likely to favor delaying projects.