

A large, dark grey sign with white lettering that reads "DOWNTOWN STONY PLAIN". Below the text is a circular seal of the Town of Stony Plain. The sign is mounted on a brown post. The background of the entire page features a blue sky, a building, and several colorful, hand-painted diagonal lines in teal, green, orange, and pink. There are also two green leaves with yellow stems. The text "DOWNTOWN STONY PLAIN" is in a bold, sans-serif font.

DOWNTOWN  
STONY  
PLAIN



*quarterly report*

FOR THE  
SECOND QUARTER ENDED  
JUNE 30, 2021

2021

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# Stony Plain



## Economic Development

### Business License Fee Rebate

Driven by the Growth and Commerce Committee, the Business License Fee Rebate provided a 50 percent rebate to resident businesses whose operations have been negatively impacted by the global health pandemic. Eighty-nine applications were received, which resulted in \$3,925 of financial support being issued to Stony Plain businesses.

In 2020, the Mayor's Task Force on COVID-19 created the Business License Fee Rebate and ninety-nine businesses applied, which totaled \$4,325 in refunds.



### Business Milestones

Stony Plain businesses celebrating a milestone divisible by 5-years can apply to receive milestone recognition from the Town until July 31. Typically businesses seeking milestone recognition express their interest via the Greater Parkland Regional Chamber's Biannual Luncheon. However, due to the cancellation of the event in 2021, the process was shifted online to ensure businesses could still receive a milestone. Recognition is retroactive to any milestones missed in 2020. More information about business milestones can be found at [www.choosestonyplain.com/milestones](http://www.choosestonyplain.com/milestones).

### Business Incubator Feasibility Study

The Town's Economic Development Strategic Plan identifies exploring the feasibility of an incubator space for entrepreneurs or home businesses as an opportunity to foster Stony Plain's entrepreneurial ecosystem. Economic Development is currently hard at work conducting the feasibility study to determine the opportunities and operational requirements for an incubator space in Stony Plain. The results will be used to inform a recommendation to Council in 2022.







## Investment Attraction Campaign

The #LikeABoss Campaign launched in February of 2021 and has garnered valuable exposure and engagement for the Town and it's priority sectors. Over the second quarter, the campaign raked in 823,110 impressions and 5,731 clicks, and continues to trend above the set benchmarks for success.



**LEARN WHY YOU  
SHOULD BRING YOUR  
BIG-BOSS ATTITUDE  
TO STONY PLAIN**



## Land-Use Bylaw Feedback

In collaboration with the Planning and Development Department, Economic Development facilitated engagement with Stony Plain's builders and land developers to gather feedback towards updates to the Land-Use Bylaw. The Land-Use Bylaw has a considerable effect on Stony Plain's growth and investor's ability to develop in accordance with market demands. Economic Development's facilitation resulted in several considerations being included in the update and long-range items being identified to promote efficiency and relieve unnecessary constraints and costs for business.



## Formal Review of the Ambassador of Action Award

The Growth and Commerce Committee completed a formal review of the Ambassador of Action Award. No changes were made to the award criteria or processes from previous years. However, the notable change is to the award's scoring criteria. In past years, award criteria were scored out of five, and in some cases, the award recipient only won by a very small margin. By broadening the scoring criteria to ten, the Growth and Commerce Committee intends to streamline the selection process. The Ambassador of Action Award is set to open for nominations on August 11.



## Business Highlights

Business Highlights began in March of 2021 to promote the sharing of ideas, hope, and recovery. Specifically, what has worked, what hasn't, and how businesses are managing. Any local business was welcome to submit their story for the monthly feature. In total, six businesses were highlighted, and their stories were viewed thousands of times. Those who participated were thankful for the exposure and glad to share their story with businesses in similar positions.



## Edmonton Global Site Selection Submission

The Town submitted a site selection proposal to a prospective logistics company looking to locate in the Edmonton Metropolitan Region. The opportunity was identified and facilitated through Edmonton Global and the proposal was pursued in consultation with experts from Stony Plain's developer industry.







## Culture & Tourism Development

### Destination Guide

The Stony Plain Destination Guide is back after taking a hiatus in 2020 due to COVID-19. The guide is smaller this year because of the continued uncertainty around in-person events when it was produced. It features locally amenities, events and information to assist both residents and visitors in navigating the great offerings in the community. The guide was printed and distributed to the Visitor Information Centre and local businesses. It is also available for online viewing/download at [www.stonyplain.ca/guide](http://www.stonyplain.ca/guide)

Residents were encouraged to pick up a copy at the Visitor Information Centre via a postcard mailed to their home. In doing so, they would be entered into a draw to win a 'Finding Adventure' prize. The winner of the contest was Maureen Scheideman of Stony Plain.



### Tourism Master Plan

Stony Plain has an opportunity to invite visitors to discover and celebrate all the things that make the community special. To capitalize on this opportunity, the community will focus on cultural tourism development and will make a significant effort toward creating compelling cultural tourism experiences through the implementation of the 2021 Tourism Master Plan. The plan will initiate action items for 10 years and provides both focus and tools to evaluate the success of the initiatives being undertaken.

### Coming Up in Q3

Summer Sessions Continue

Downtown Pop-Up Events

Alberta Culture Days

Library Public Art Project  
Call for Art

Mural Conservation

Installation of Riders Mural





## Summer Sessions

The 7<sup>th</sup> annual Summer Sessions concert series kicked off on June 16 with Martin Kerr and Bob Donaldson. The event was held in-person, though some restrictions remained in place including a capacity limit, physical distancing and masks. Blake Reid with special guest Justin Sutton performed the second concert June 23. The June 30 concert was postponed due to the extreme heat warning and has been rescheduled for August 11.

With the lifting of health protocols on July 1 the concert series will continue until August 11 with no restrictions in place. Additionally, the concerts continue to be presented in a virtual format and are available for viewing on the Town's Facebook page and Youtube channel.



## Passport to Prizes

In partnership with local businesses Passport to Prizes, the summer shopping passport program, ran from June 18-26. Participants were asked to retrieve stamps from over 35 local businesses and then return their stamped book for a chance to win one of five prizes.

This year a pilot program was also initiated with a grade one class from Meridian Heights school in an effort to engage the youth of our community. Students were encouraged to explore town with their family while filling out the passport. The winning class was Madame Cloutier's and they won a set of math pop-its for their class room.

The winner of this years grand prize worth over \$2000 was Jade Vachon. Four consolation prizes, each with a value of \$300-400 were awarded to Megan Propp, John Jansen, Barb Blackport, and Tammy Van der Veen.







## Q2 vs Q1 (2021) User Statistics



## Communications

### Top 10 Webpages

1. [Town of Stony Plain](#)
2. [News Releases](#)
3. [Careers with the Town](#)
4. [Parks, Trails and Recreation](#)
5. [news search](#)
6. [Garbage Organics and Recycling](#)
7. [Calendar](#)
8. [Contact Us](#)
9. [Stony Plain Transit](#)
10. [Canada Day](#)



### COVID-19 Communications

The second quarter saw a number of updates from the provincial government regarding COVID-19. Communications continued to share these updates and provide information to residents through social media, the Town website, and local signage. Updates included overviews of changes to public health restrictions, financial support for local businesses, facility openings, and vaccine distribution.



### Signage Strategy

The Town welcomed three new sets of signs in the second quarter, including signs at the south entrance of downtown, the South Business Park, and the Stony Plain Fire Hall. Since beginning in 2017, the Signage Strategy has seen over 20 signs installed in the community.



### Distracted Driving Social Media Campaign

Communications worked alongside Community and Protective Services to launch an educational campaign on distracted driving. The campaign was launched in response to high rates of distracted driving in the community and it aims to inform residents on what constitutes distracted driving and the importance of improving community safety.

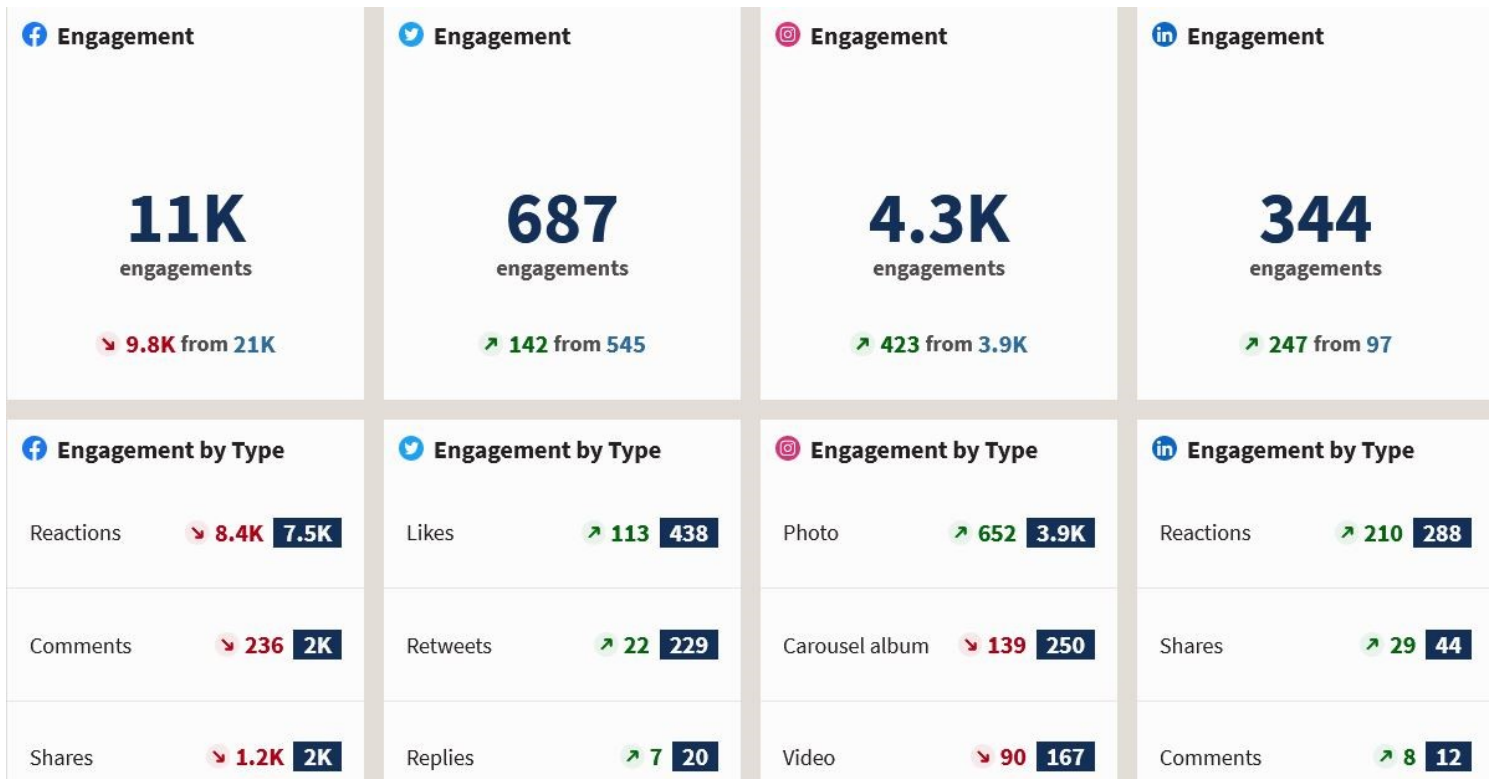
## Highlights

- COVID-19 Update
- Signage Strategy
- Distracted Driving Campaign
- Video Analytics





## Social Media Engagement Analytics as compared to Q2 2020



## Reaction and Video View Analytics

The second quarter was host to four new videos including a feature for the launch of Stony Plain Transit, Jane's Walk, Summer Sessions, and the new Stony Plain Public Library. The most popular video in the second quarter was the announcement of this year's Treasure Hunt, garnering just nearly 30,000 views on Facebook. From the four new videos, the top spot went to the virtual tour of the new downtown library space with 2,428 views.

An early announcement for the upcoming Farmers' Days celebration planned for August came out on top for best non-video posts, pulling in 338 reactions and 239 shares on Facebook.





## Planning & Infrastructure



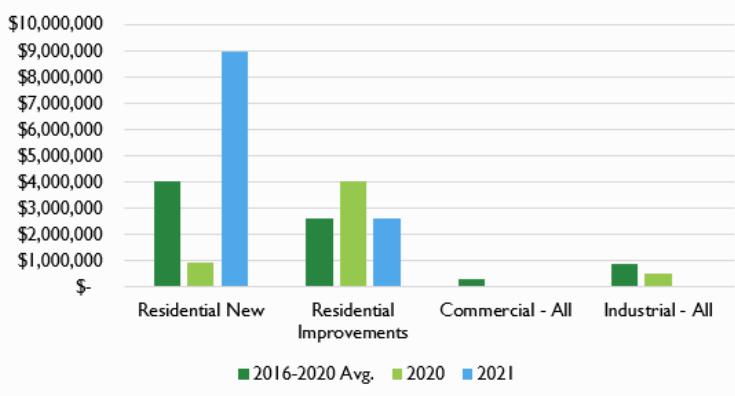
### Planning and Development

Second quarter residential construction in 2021 comprised a total of 33 housing starts including 25 single detached dwellings and eight semi-detached dwellings, with a combined estimated construction value of \$8.9 million.

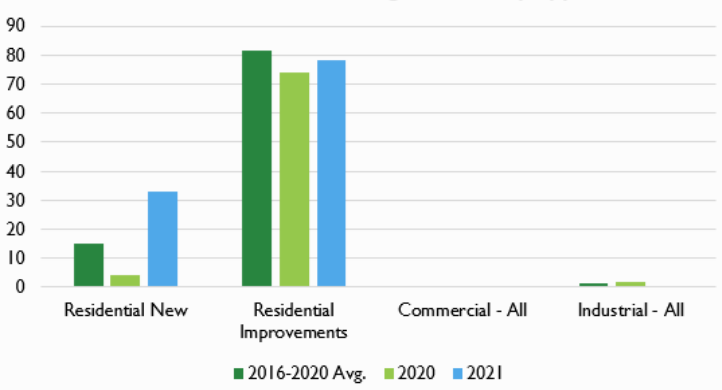
There were no commercial or industrial permits issued in the second quarter.

There were 78 permits issued for alterations and additions in the second quarter, including 68 residential improvements, six commercial improvements, and four industrial improvements, with a combined estimated construction value of \$2.6 million. There were 18 other permits issued including eight signs, four moves/demolitions, etc., three secondary suites, and three home occupations, with a combined estimated construction value of \$560 thousand.

Q2 Value of Building Permits by Type



Q2 Volume of Building Permits by Type







## Public Works

Summer seasonal staff joined Public Works on May 3 (two Utilities staff) and May 10 (seven Horticulture and 11 Parks); one additional Horticulture seasonal joined in mid-May.

### Projects:

- Significant pruning of Town trees and stump grinding along the trail system was completed in April by the Parks department.
- Bus stop signage was installed for Stony Plain Transit and completed by April 28.
- Adopt-A-Barrel program was rolled out at the beginning of June for the Downtown Core businesses; this has received very positive feedback.
- Lead Management Assessment Program launched on June 2; sampling is scheduled to begin in August for 60, pre-1990, residential homes.
- New process for tree donation/volunteering to plant submissions launched in July.
- New process for Black Knot control on private property was created and is ready to be launched. Staff have worked together to prepare Black Knot door knockers with information for residents on ways to control infected trees on their property.
- Preparation underway for the Large Item Ticket program in August; Communications launched on July 5.
- Significant road work completed on the following roads using a new procurement system: Range Road 11, Golf Course Road, Glory Hills Rd, Range Rd 280, 47<sup>th</sup> Ave east of 48 Street, and 47<sup>th</sup> Ave west of 50<sup>th</sup> Street.

### Events

- PITCH-IN Week 2021 at the end of April was very successful for the Town. We had approximately 1,080 volunteers, almost double the amount from previous years. The event is a huge help in keeping our green spaces pristine.
- Large Item Drop-Off was held in the Public Works yard on Sunday, May 16, resulting with a very steady flow of traffic during all hours of the event. Vehicles were lined up westbound on 50 Ave for a good portion of the day.

### Work Requests

2021 Work Requests					
Administration	Horticulture	Parks	Roads	Utilities	TOTAL Q2
7	12	42	11	48	120

### Collection Tonnage Statistics

Recycling, Organics & Waste Tonnage 2021				
	April	May	June	TOTAL Q2
Blue Bags				
Curbside	38.76	37.06	35.24	
Depot	30.48	26.25	26.82	
	69.24	63.31	62.06	
194.61				
Organics				
Curbside	121.04	213.94	275.94	
Depot	59.28	60.42	46.86	
	180.32	274.36	321.86	
776.54				
Waste				
Curbside	241.5	197.98	189.45	
Depot	7.69	15.73	9.04	
	249.19	213.71	198.49	
661.39				





## Facility Services

### Arena/Sports fields

The Arena saw limited dry floor lacrosse use in Q2 due to continued activity restrictions. The new ice plant condenser was delivered and is scheduled for installation in late August. Sports fields were prepared, maintained, and ready for health orders to be lifted:

- Ball diamond fencing and dugouts were inspected and repaired.
- Field lines were painted on seven ball diamonds, one football field, and one rugby field.
- New bullpen pitching mounds were installed.
- All fields/diamonds were inspected twice monthly.

### Facility Projects

- Bollards installed at Heritage Park to manage and restrict vehicle access.
- Rotary Park Fountain was installed and the bridge was adjusted to minimize access slopes.
- Six community bulletin boards were removed as part of the Signage Strategy Replacement Plan.
- Five new tamper resistant portable signs were procured to replace existing, highly vandalized portable signs.
- Facility Project and Asset Teams collaborated with Recreation Services to open the Pool and Spray Park.

### Facility Assets

- Inspections and required repairs were completed (30 visual building inspections and 72 playground inspections)







## Fire Department



### Wildland fire season

Wildland fire season began early this year. Traditionally May 1 is the informal kickoff for wildland season. Dry, windy conditions lead to fire starts around the area and Province. SPFD assisted our regional partners on several bush and grass fires. Quick actions kept fires small and losses minimal.

SPFD assisted Parkland County at a large fire in the Tomahawk area. Crews spent several days helping at this location. Due to some of the remote areas, the fire will continue until weather conditions change.



*SPFD crews assisted at the Tomahawk wildland fire*



### Fire Safety Inspections

Fire Prevention activities have resumed during the second quarter. Building fire safety inspections are being conducted in all apartments, hotels, assembly and care occupancies.



*Building fire safety inspections resume*



SPFD has created more than a hundred pre-plans of buildings that can be accessed electronically through the IAMResponding system. Preplans identify building systems, hazards and other vital information required in emergency situations.

## Q2 Highlights

- Wildland Fire Season
- Fire Safety Inspections
- Quarterly Highlights
- Covid-19
- Fire Recruits Training
- Training Statistics
- Response Summary Stats



*CSIO Jimmy Schoepp and his new bike.*

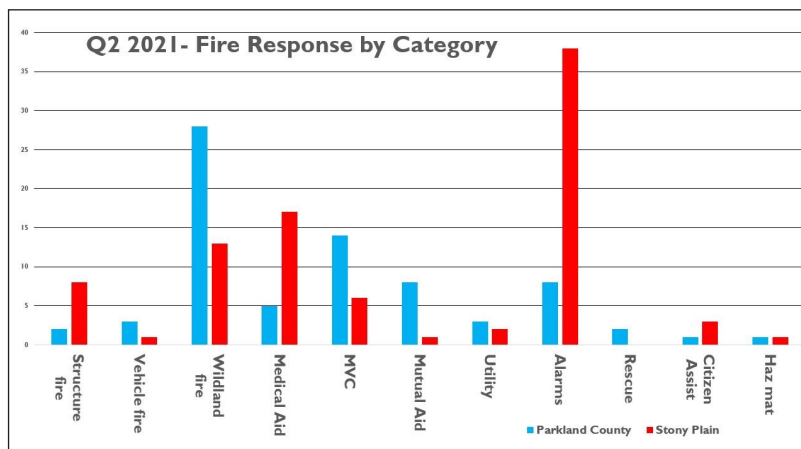
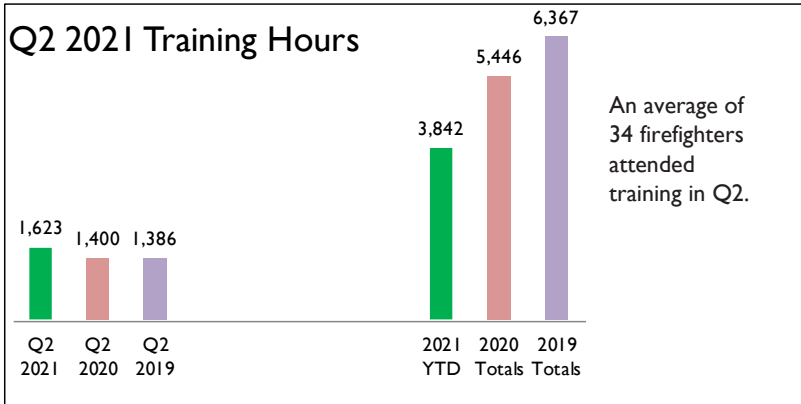
SPFD Coffee Shop Information Officer, Jimmy Schoepp's bicycle was in dire need of repair. Members from SPFD and RCMP partnered to present Jimmy with a new bike which he can use to safely navigate our streets.

## Quarterly Highlights

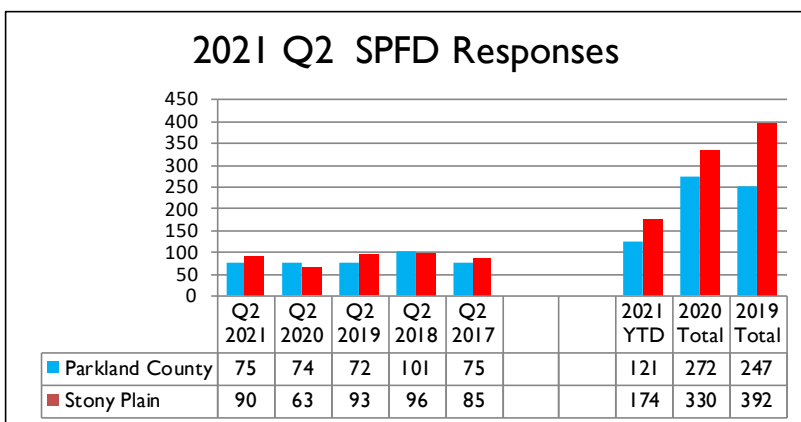
The SPFD fulltime fire fighter recruitment has successfully been completed.

SPFD Officers completed a Leadership Skills for Supervisors course through NAIT. The online course focused on communications, coaching and conflict resolution.

To promote fire prevention education, members have given out approximately 200 plastic SPFD fire helmets to children during call responses, site visits and while on errands around Town.



Fire responses by category for the Town and Parkland County.



Total Town call volume is within the average range for the past 5 years with the exception of 2020 which was influenced by Covid-19.

## Covid-19

Fire training has continued in a modified format through the second quarter. Regular Department meetings have been held virtually.

Hands on training continued under the Covid-19 protocols, which included staggered start times to ensure smaller group sizes, social distancing and face coverings around the station while in training during response calls.

### Fire Recruits Training

SPFD Recruits continue their fire training program. Recruits have began the live fire portion of their training in the training tower. The class is progressing very through their course material and are still on pace to write their NFPA 1001 Level I exam this fall.



Recruits practicing interior firefighting skills at training tower



Members conducting hands on Pump training following Covid-19 restrictions



# Municipal Enforcement Services



## Bylaw Enforcement

During the 2nd quarter of 2021 Stony Plain welcomed the addition of a Seasonal Summer Bylaw Officer to assist the Peace Officer Team with the increased files that warmer weather brings. In this quarter Officers responded to 755 Incidents. 242 of those incidents were proactively generated by the Officer.

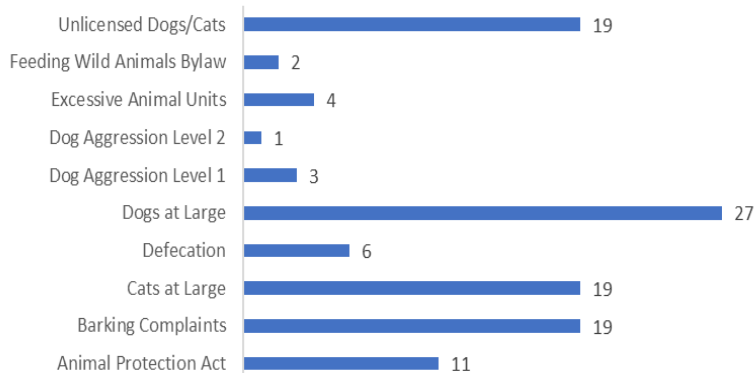
The 3 most frequent incidents this quarter were:

- Unightly properties (218 incidents)
- Parking complaints (82 incidents)
- Municipal Government Act Orders Issued (59 incidents)

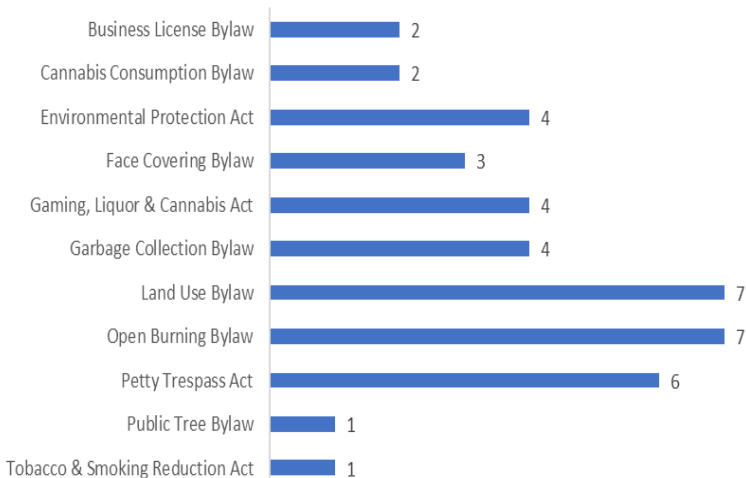


Summer Bylaw Enforcement Officer

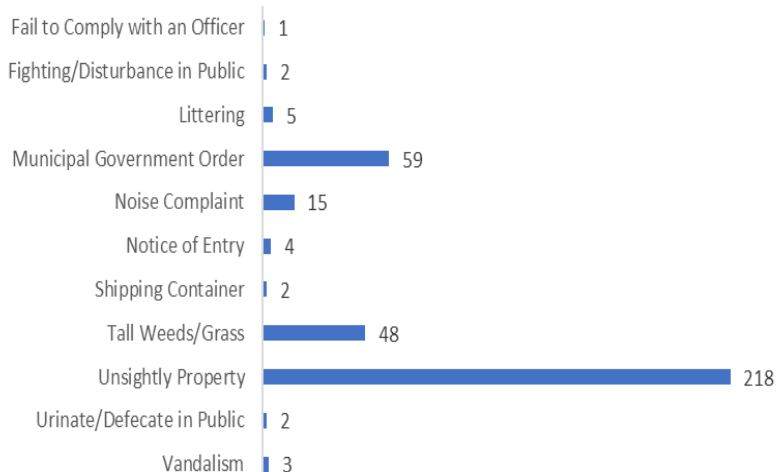
### 2021 Second Quarter Animal Incidents



### 2021 Second Quarter Public Behavior Incidents



### 2021 Second Quarter Community Standard Incidents



## Traffic Incidents & Violations

Traffic Safety utilizing both education and enforcement is important to ensure a vibrant, and safe community for our residents to live and travel through. This quarter the Peace Officers and the Corporate Communications Team launched an education campaign for Distracted Driving. In addition to this, Peace Officers conducted:

- 1 Stop Sign Operation
- 6 Laser Speed Enforcement Operations
- 12 Distracted Driving Operations

During the 2nd quarter of 2021 Community Peace Officers issued 120 warnings and 280 violation tickets.

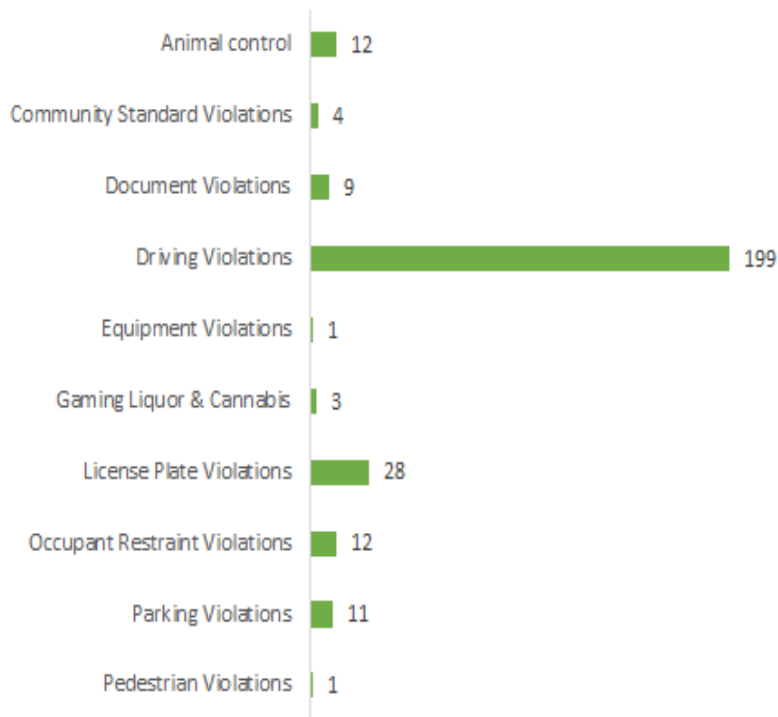
The top 3 most frequent driving violations were:

- Distracted Driving (122 incidents)
- Speeding (29 incidents)
- Expired License Plates (17 incidents)

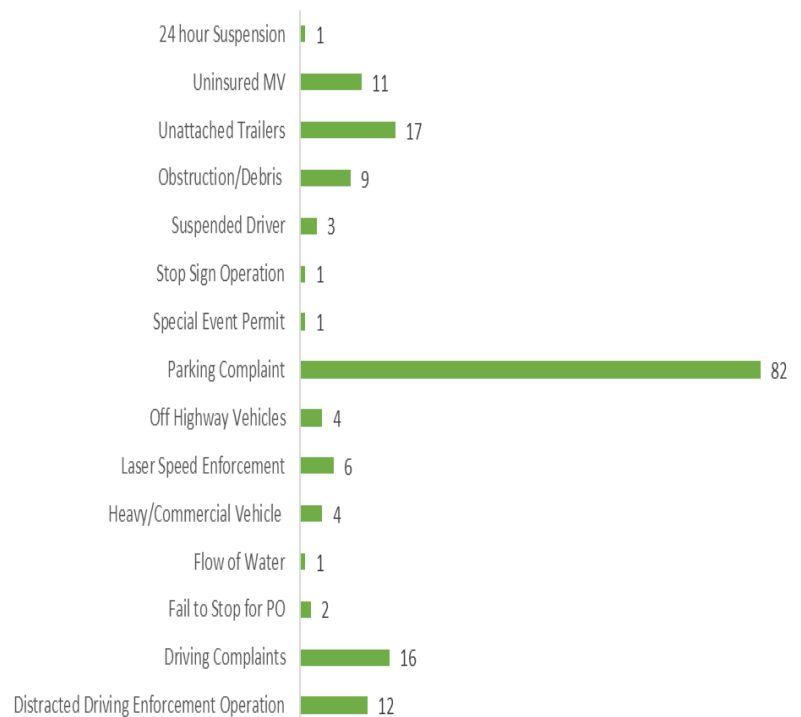


*CPO Conducting Enforcement Operation*

### 2021 Second Quarter Violations Issued



### 2021 Second Quarter Traffic Incidents



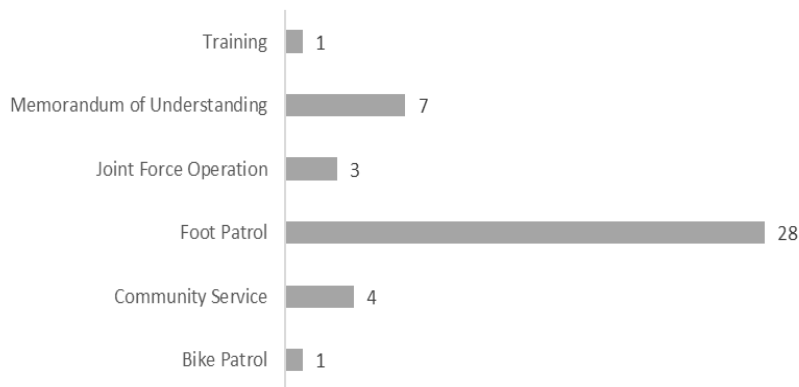


## Agency Collaboration & Public Engagement

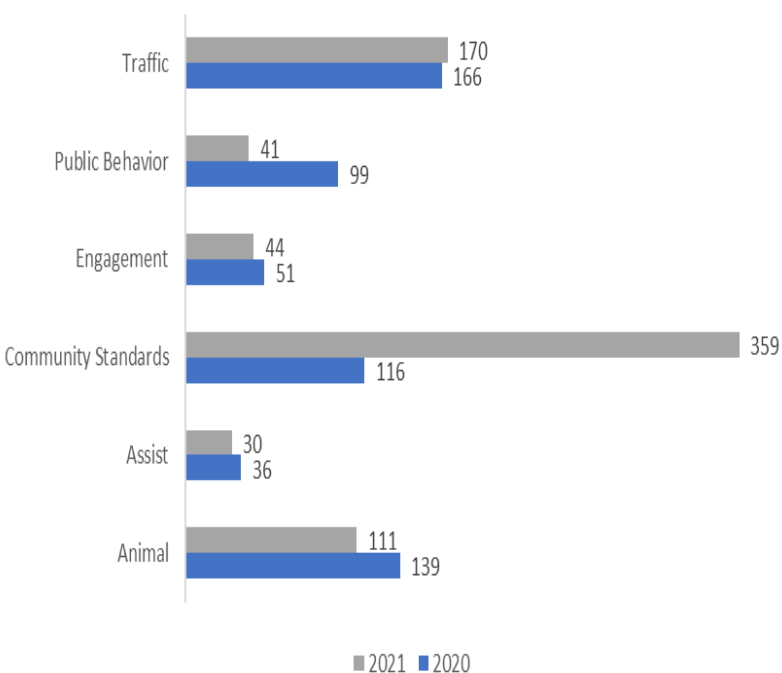
Peace Officers collaborated with other agencies and our area partners on 30 matters this quarter, including providing support to Stony Plain Fire Services as they battled a large scale Structure Fire at the Westridge Curling Club.

The weather began to improve during the 2nd quarter of 2021, however Public Health Restrictions for the pandemic were still in place. During this quarter Peace Officers were out in the community more conducting different patrols and operations. Peace Officers also helped a stranded motorist and completed a Crime Prevention through Environmental Design Review on a property to attempt to solve ongoing issues.

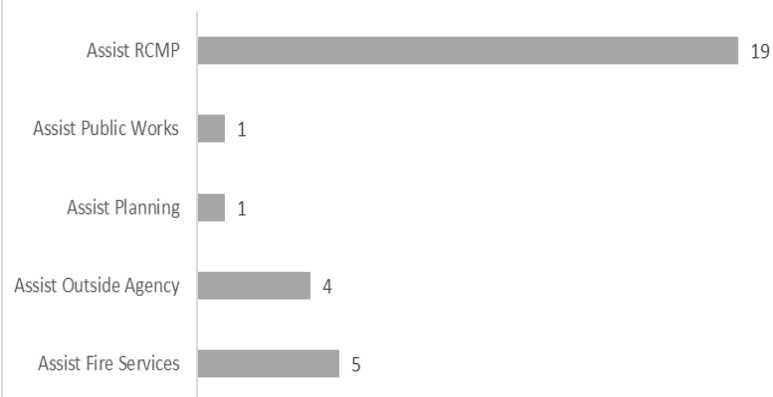
2021 Second Quarter Engage Incidents



Second Quarter Summary of Incidents



2021 Second Quarter Assist Incidents







## Second Quarter Highlights

Easter Egg Hunt  
Stony Plain Transit  
Outdoor Pool  
Rotary Spray Park  
Facility Bookings & Rentals  
COVID 19  
ATS

## Recreation Services



## Easter Egg Hunt

The Town of Stony Plain hosted a town-wide Easter egg hunt from Friday, April 2 to Monday, April 5.

This innovative event was planned to provide a creative way for families to engage with the community in a safe way on a holiday while following COVID-19 restrictions and guidelines.

Fifty eggs and baskets were hidden throughout the Town for residents to find. Those who submitted a photo of their successful hunt were entered into the grand prize draw.



**Grand Prize Winners:**  
Alison and Jaakob Tatarin



## Coming next quarter

Canada Day Celebrations  
ATS & Transit  
Outdoor Movie  
Farmers' Days  
Community Grant Program  
Regional Programming

## Easter Engagement Analytics



Retweets: 4  
Likes: 122



Likes: 122



Reach: 11.25K  
Engagement: 753  
Reactions: 130



## Stony Plain Transit



The Stony Plain Transit System launched May 3rd, 2021, following two years of in-depth research, during which the Town hosted several pop-up events to provide information and seek resident feedback. Opportunity to weigh-in was also provided through a two-month long online community survey during February and March 2020. Route 565 offers transit service within the Town and between Stony Plain and Spruce Grove. Within the first month of opening, Transit ridership increased by 64%.

### May Statistics

	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	19	3	1	15
Aberdeen & 44 Ave	20	2	16	2
Tri Leisure	15	1	5	9
43 St & 44 Ave	13	1	11	1
<b>Total Rides</b>	<b>67</b>	<b>7</b>	<b>33</b>	<b>27</b>

### June Statistics

	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	11	4	0	7
Aberdeen & 44 Ave	46	23	20	3
Tri Leisure	32	1	8	23
43 St & 44 Ave	16	1	11	4
<b>Total Rides</b>	<b>105</b>	<b>29</b>	<b>39</b>	<b>37</b>

## ROUTE 565

Transit between  
Stony Plain and  
Spruce Grove

REVISED MARCH 2021



**STONY PLAIN TRANSIT**

### Individual Trips

May 67

June 105

## Stony Plain Outdoor Pool & Rotary Spray Park

The Stony Plain Outdoor Pool opened to the public on May 31 after a year of being closed due to the COVID-19 pandemic. AHS restrictions allowed for private bookings, with public swimming expected in early July as Stage 3 of the Open for Summer Plan began. On June 4, the Rotary Spray Park opened in time for warm weather and eager residents. Social distancing regulations continued to be followed, but prebooking for the spray park was not required.

A three-day forced closure of both facilities was necessary following a fire at the adjacent curling rink on June 23, as water and soil testing were completed.

The Tri Leisure Centre staff operate the Outdoor pool and monitor the spray park on the Town's behalf.



### Utilization Statistics

A significant number of bookings were cancelled due to the COVID-19 pandemic, particularly after the second wave of restrictions were announced in early spring 2021. Reopening plans for Summer encouraged a resurgence of bookings in June for all venues.

#### Heritage Park

	Spruce Grove Hall	Parkland Hall	Pavilion	Bluegrass Stage	East Parking	Riding Ring
Scheduled Events	9.5 hours	17 hours	23.5 hours	10 hours	12 hours	100 hours
Cancelled Events (COVID)	268.5 hours	71.5 hours	395.5 hours	51.5 hours	0 hours	0 hours

#### Community Centre

	Upstairs	Basement	Whole Facility
Scheduled Events	29.5 hours	4 hours	33.5 hours
Cancelled Events (COVID)	73.5 hours	48 hours	121.5 hours

#### Glenn Hall Centennial Arena

Scheduled Events	441.5 hours
Cancelled Events (COVID)	41 hours

#### Sports Fields

	Diamonds	Fields
Scheduled Events	542.5 hours	22 hours
Cancelled Events (COVID)	168.5 hours	295 hours



### COVID-19

The Town was not permitted to host most of our in-person special events and facility rentals during this quarter due to the Public Health Orders in place for COVID-19 restrictions. Rentals and events affected:

#### Facility Rentals

- Heritage Park
- Glenn Hall Centennial Arena
- Community Centre
- Sports Fields

#### Programs & Events

- Farmers' Days (postponed to August)
- Summer Programs
- Skikaoi Exchange Program
- Adult Ballroom Dance
- Seniors' Jamboree
- Community Grant Funding



## Accessible Transportation Service



The Accessible Transportation Service has continued throughout the COVID 19 pandemic providing delivery for regularly scheduled medical appointments and shopping trips. The service has continued to focus on maintaining its increased sanitization and safety procedures.

Over the second quarter, public health orders eliminated groups trips and restricted the number of clients we were able to facilitate in a single vehicle, thus the increase in need and demand for service has meant the ATS schedule was steadily booked to capacity.

*"A rose gold star for your service. Your drivers are phenomenal, you have been more than accommodating and so amazing and wonderful to take on our schedule. I cannot thank you enough."*

~ New ATS Client

### 35 New Clients

23 Stony Plain  
10 Spruce Grove  
2 Parkland County

#### APRIL

Ride Statistics							
Single Trips	Shared-ride Trips (# of users)	KM's	Wheelchair	Walker/Cane	Scoter	Oxygen	Attendant
322	0	6023.0	35	112	6	2	49
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County		Other	
67		95		4		0	

#### MAY

Ride Statistics							
Single Trips	Shared-ride Trips (# of users)	KM's	Wheelchair	Walker/Cane	Scoter	Oxygen	Attendant
342	0	7239.7	27	105	2	7	74
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County		Other	
97		71		4		0	

#### JUNE

Ride Statistics							
Single Trips	Shared-ride Trips (# of users)	KM's	Wheelchair	Walker/Cane	Scoter	Oxygen	Attendant
403	0	9006.4	31	174	10	2	75
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County		Other	
124		88		22		0	

Opening day for 2021 was Friday, April 9th, which was almost one month earlier than 2020. The driving range also opened in conjunction with the course.

There were Provincial restrictions implemented in May that resulted in three weeks of operation in which the golf course only booked groups of two players that had to be from the same household or deemed a close contact of a single person living alone. This resulted in tee sheet utilization declining to approximately 40-45 percent of capacity.

Upon the restrictions being relaxed, the month of June was very steady with the typical mix of member play accounting for around 30% of all rounds played and the other 70% as daily-fee players.



## Golf Course



### Round Count

April round count was 2,795 during the 16.5 days of operation. 2020 the course remained closed.

May round count was 4,513 during the 26 days of operation. The three weeks of restrictions accounted for the reduction from 2020 May count of 4,700 that had a May 6 opening date.

June round count was 6,677 compared to 6,602 from 2020.



### Retail Sales

The proshop moved through plenty of hard goods early on with the excitement of a full season of play. Numerous hard goods vendors experienced inventory issues and logistical delays, however, our custom fitting program still yielded numerous orders despite the delays in shipping.



### Membership

All membership categories have reached capacity for the 2021 season.

Waiting lists have been established, however, our roster will most likely remain capped for the remainder of the year.

## Food & Beverage Update

Our Food and Beverage operation was operational, however, also had to deal with the restriction implemented in May.

The new 10th tee option called "The Crossing" opened for business June 7th that replaces the shack that was demolished in Fall 2020.



## Corporate Services - Financial Services

Net taxes show as these include the collection of provincial education taxes, which are paid out quarterly throughout the year.

Town of Stony Plain					
Unconsolidated Statement of Operations					
	Budget 2021	Q2 2021	Variance	%	
Revenue					
Net Taxes available for municipal purposes	\$ 17,487,832	\$ 21,494,372	\$ (4,006,540)	123%	
Sales & user charges	13,895,889	6,981,877	6,914,012	50%	
Franchise and concession contracts	3,481,954	1,515,850	1,966,104	44%	
Government transfer for operating	1,957,195	437,730	1,519,465	22%	
Fines	556,500	277,560	278,940	50%	
License & permits	491,000	409,955	81,045	83%	
Investment income	277,500	68,398	209,102	25%	
Rentals	902,124	190,088	712,036	21%	
Other	645,438	129,771	515,667	20%	
Penalties & costs on taxes	254,000	125,365	128,635	49%	
	<u>\$ 39,949,432</u>	<u>\$ 31,630,967</u>	<u>\$ 8,318,465</u>	79%	
Expenses					
Recreation & culture	\$ 7,788,806	\$ 4,170,638	\$ 3,618,168	54%	
Utilities	9,563,052	3,862,933	5,700,119	40%	
Protective services	6,654,133	2,396,834	4,257,299	36%	
General government	6,343,069	3,034,966	3,308,103	48%	
Transportation	2,960,299	974,823	1,985,476	33%	
Development	3,027,389	1,197,144	1,830,245	40%	
	<u>\$ 36,336,748</u>	<u>\$ 15,637,338</u>	<u>\$ 20,699,410</u>	43%	
Annual Surplus (Deficit) Before					
Other Revenue/(Expense)	<u>\$ 3,612,684</u>	<u>\$ 15,993,629</u>	<u>\$ (12,380,945)</u>		
Transfers From Reserves	\$ 1,628,779	\$ 213,697	\$ 1,415,082		
Transfers to Reserves	\$ (3,752,014)	\$ (29,775)	\$ (3,722,239)		
Debenture Principal	\$ (1,489,449)	\$ (1,184,481)	\$ (304,968)		
Operating Surplus/ Deficit	\$ -	\$ 14,993,070	\$ (14,993,070)		

22



## Capital Projects

The total amount of Capital budget from new projects in 2021 and the remaining budget from prior year projects is \$11,971,504

The budget and expenditures noted below only include amounts applicable to 2021, no prior or future years are included.

Capital Projects	2021 Budget	2021 Expenditures
HWY 779 SIDEWALKS	\$425,994	-
BOUNDARY ROAD	\$105,912	\$2,484
RCMP FACILITY	\$1,490,304	-
LIBRARY	\$3,631,268	\$3,269,102
OLD TOWN NORTH STORM WATER	\$732,573	\$134,861
UMBACH STORM	\$801,285	\$47,819
NEW SCHOOL INFRASTRUCTURE	\$396,738	\$20,945
REC CENTRE DESIGN	\$1,500,000	-
DOWNTOWN	\$1,895,251	\$46,802
SIGNAGE STRATEGY PHASE 3	\$100,000	\$79,266
REGIONAL TRANSIT	\$140,179	\$24,822
CENTRAL TRUNK SANITARY SEWER	\$352,000	\$101,835
PUBLIC WORKS BUILDING DESIGN	\$350,000	-
SIGNAGE STRATEGY 2021	\$50,000	-
CROSSWALK IMPROVEMENTS	\$40,000	-
MERIDIAN RESEVOIR UPGRADES	\$48,000	-
2019 MACHINERY & EQUIPMENT	\$12,000	-
2020 FACILITY LIFECYCLES	\$50,000	\$49,277
2021 FACILITY LIFECYCLES	\$210,000	\$33,656
2021 MACHINERY & EQUIPMENT	\$439,000	\$107,096
2021 VEHICLE REPLACEMENT	\$755,000	\$132,670
2021 WATER SYSTEM REPLACEMENT	\$338,000	\$27,000
2021 WASTEWATER SYSTEM REPLACEMENT	\$172,500	\$24,556
2021 STORM SYSTEM REPLACEMENT	\$400,000	-
2021 INFRASTRUCTURE REPLACEMENT	\$2,000,000	-
2021 PARKS & OUTDOOR RECREATION	\$180,000	-
	<b>\$ 11,971,504</b>	<b>\$ 3,727,934</b>

Operating Initiatives and Projects		
	Budget	Expenditures
<b>OCAO</b>		
Tourism Master Plan	\$30,000	\$30,000
<b>Corporate Services</b>		
Performance Measurements	\$20,000	\$0
Bellamy Enhancements	\$30,205	\$0
Corporate Systems Strategy	\$18,000	\$15,875
OnBase Implementation	\$13,000	\$12,260
<b>Planning &amp; Infrastructure</b>		
Sanitary Inflow & Infiltration Study	\$84,265	\$4,690
Asset Management Implementation	\$65,000	\$0
Off-site Levy Bylaw	\$75,000	\$63,704
Rail Underpass Design	\$80,000	\$0
Housing Strategy	\$110,000	\$0
Transportation Master Plan	\$147,228	\$113,448
<b>Community &amp; Protective Services</b>		
Program & Facility Booking Software	\$41,000	\$0
	<b>\$713,698</b>	<b>\$209,977</b>

## 2021 Grants Received/Used

Grants are an important source of funding which assists the Town in providing the services required by it's residents. The Town applies grant funding to both operations and capital projects. The Town is required to report on the use of Grant funds, ensuring they are used for their prescribed purpose.

The grants below are those received or deployed which were received from the Provincial & Federal government. There are additional grants which been applied for, but have not yet been received or been applied to a costing project.

As part of any new initiatives or projects, the Town explores any potential grant opportunities which may exist.

Operating Grants Received - Year to Date	
<b>Federal Grants</b>	
Canada Day Grant	6,000
	\$ 6,000
<b>Provincial Grants</b>	
MSI Operating	131,776
Municipal Intern	22,980
Summer Career Placements	1,500
	\$ 156,256
<b>2021 Grant Allocations</b>	
Federal Gas Tax	2,089,097
MSI Capital	4,662,734
Canada Summer Grants	79,425
	\$ 6,831,256

## 2021 Reserve Projections

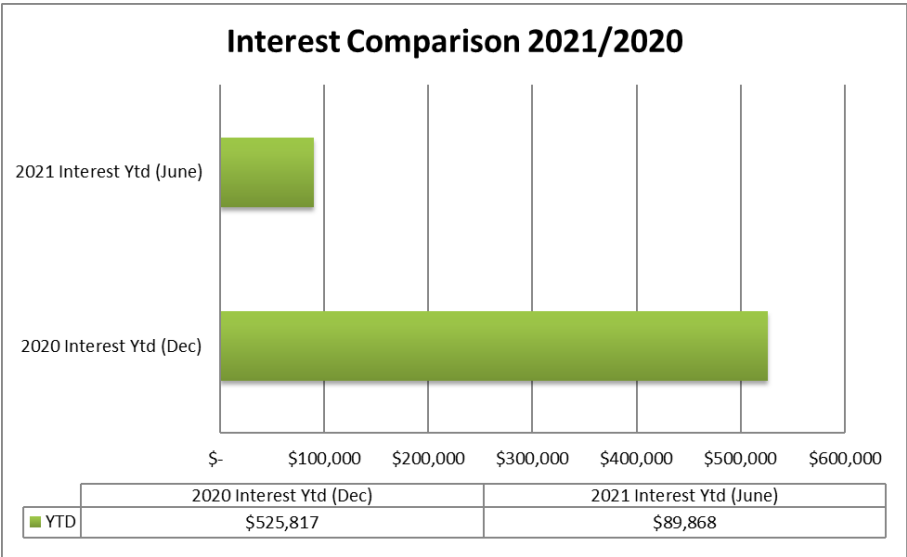
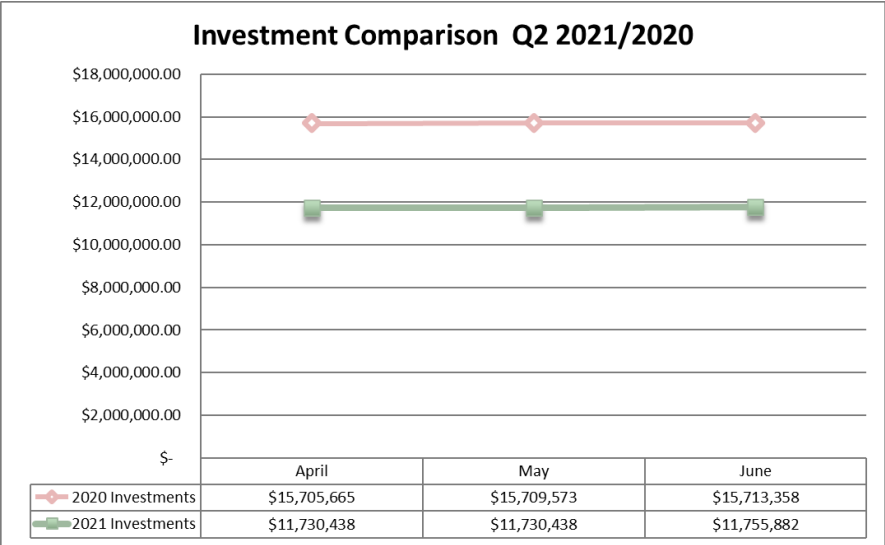
2021 CAPITAL RESERVES	2021 Opening Balance	2021 Projected Ending Balance
<b><u>LIFE CYCLE RESERVES</u></b>		
Life Cycle - Public Works	87,954	86,954
Life Cycle - Arena	398,974	212,474
Life Cycle - Pool	215,078	225,078
Life Cycle - Community Center	194,102	199,102
Life Cycle - Heritage Park	875,786	810,572
Life Cycle - Parkland Building	107,664	72,664
Life Cycle - Library	313,760	120,093
Life Cycle - Town Admin Building	181,950	31,950
Life Cycle- Firehall	153,115	163,115
Life Cycle- Youth Centre	80,409	80,409
Life Cycle- Outdoor Rec	72,937	99,297
Life Cycle- Forest Green Plaza	60,000	75,000
Life Cycle - Old Firehall	20,000	20,000
Life Cycle - RCMP Building	5,000	5,000
<b><u>CAPITAL EQUIPMENT REPLACEMENT</u></b>		
Fire Truck/Equipment Replacement	75,927	143,240
Capital Equipment Replacement	390,407	197,907
<b><u>GENERAL CAPITAL RESERVES</u></b>		
Capital Reserve - Roads	115,827	66,679
Capital Reserve - Water	1,595,945	486,721
Capital Reserve - Sewer	584,541	265,845
Capital Reserve - Storm	182,965	65,778
Capital Reserve - Waste Mgmt	102,702	107,087
<b><u>OTHER RESERVES</u></b>		
Economic Development & Regional Reserve	50,000	7,012
Recreation & Culture Reserve	341,396	-
Trails Reserve	641,119	446,119
Public	188,169	6,609
General Purpose	315,597	20,061
Golf Course	20,042	57,692
Land (School) Reserve	119,000	328,000
<b>CAPITAL RESERVES</b>	<b>7,490,366</b>	<b>4,400,458</b>
2021 OPERATING RESERVES	2021 Opening Balance	2021 Projected Ending Balance
Mural Preservation	75,455	70,455
Tax Levy Stabilization	4,450,881	2,065,592
Utility Rate Stabilization	391,501	313,815
Snow Removal	300,461	200,461
Safety Rebate Reserve	57,505	60,005
Public Art Reserve	235,447	265,447
Policing and Public Safety Reserve	220,677	75,517
Legacy Reserve	147,238	249,673
Technology Reserve	85,660	148,660
<b>OPERATING RESERVES</b>	<b>5,964,825</b>	<b>3,449,625</b>
<b>TOTAL RESERVES</b>	<b>13,455,191</b>	<b>7,850,083</b>



## Investments

The Town is maintaining an investment portfolio that is a mixture of long term and short term maturities; permitting the Town to earn a rate of return while ensuring adequate cash flow, as per Policy C-FS-025, Cash Management & Investments. The Town has \$11,755,882 in investments as of June 30, 2021. \$1,000,000 is invested in short term investments at local financial institutions, and the value of the portfolio with the investment firm is \$12,051,701 (market value). The portfolio is a mixture of cash and cash equivalents, fixed income (bonds rated A to AAA) and short to medium term investments. Administration continues to monitor cash and investments to maximize the Town’s return while still maintaining an available cash flow.

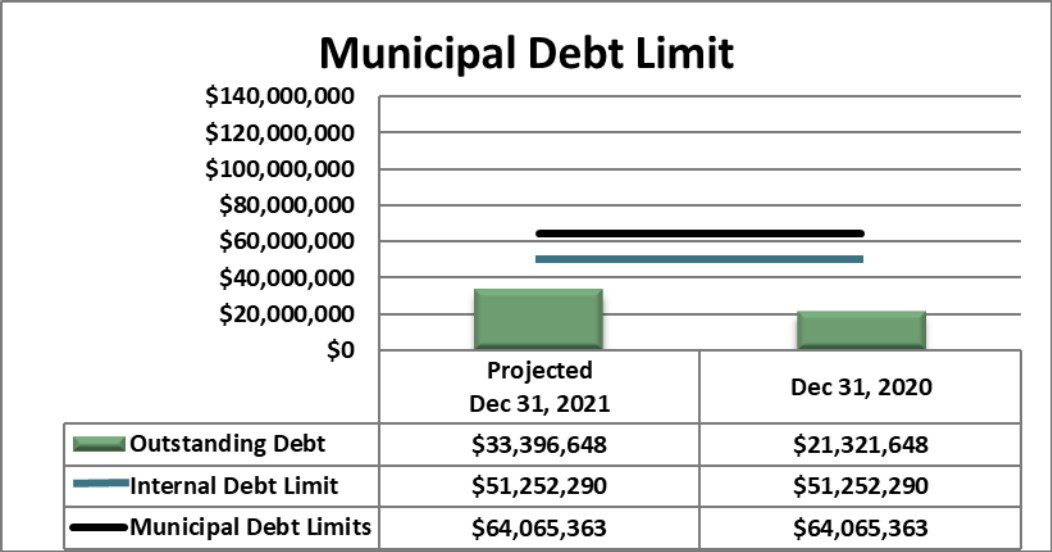
Year over year the Town’s investment portfolio has decreased as funds have been deployed to major projects.



The timing of interest is dependent on the current composition of the investment portfolio. At this point the Town is expecting to come in below the interest budget of \$250,000.

## Debt

The Town of Stony Plain's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the Municipal Government Act, the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The Policy which was adopted on July 13, 2020 stipulates that the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. On June 28, 2021 \$12,075,000 in debt was approved by Council to fund the Umbach Storm Pond Slope Remediation. When the debenture is transacted, the projected outstanding debt will be 52% of the municipal limit and 65% of the internal limit.

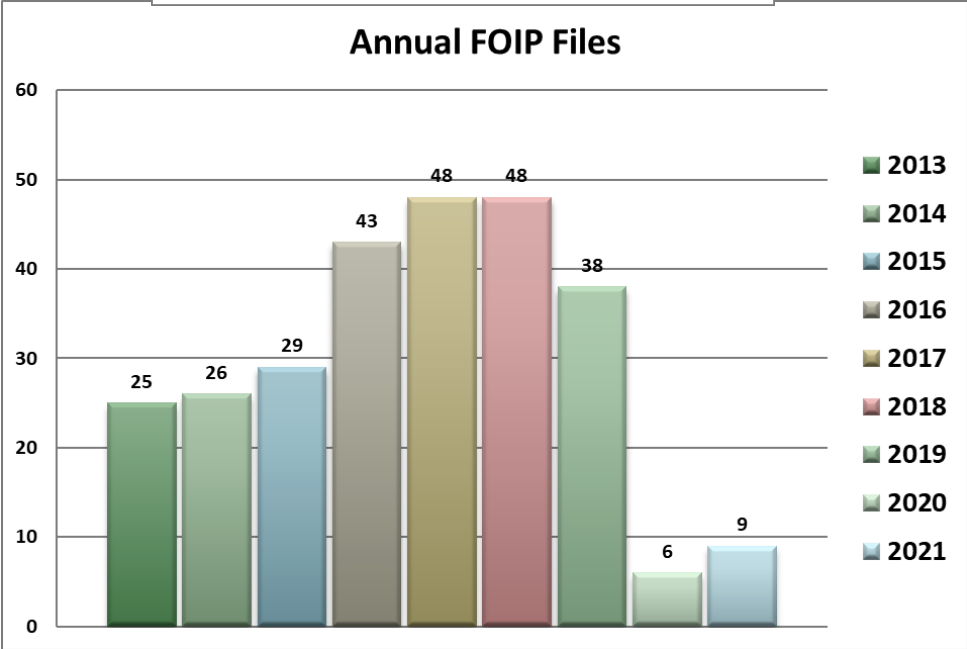
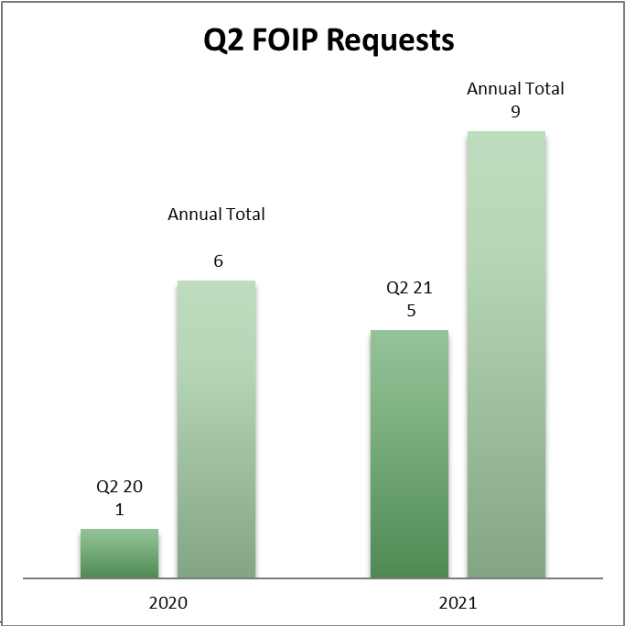


DEBT LIMIT	Projected Dec 31, 2021		Dec 31, 2020	
Municipal Debt Limits	\$	64,065,363	\$	64,065,363
Outstanding Debt	\$	33,396,648	\$	21,321,648
<b>Total Debt available</b>	<b>\$</b>	<b>30,668,715</b>	<b>\$</b>	<b>42,743,715</b>
<b>Internal Limit Debt available</b>	<b>\$</b>	<b>17,855,642</b>	<b>\$</b>	<b>29,930,642</b>
Municipal Debt Service Limit	\$	10,677,561	\$	10,677,561
Current Debt Service Level	\$	2,480,975	\$	2,159,322
<b>Service on Debt Limit Available</b>	<b>\$</b>	<b>8,196,586</b>	<b>\$</b>	<b>8,518,239</b>
<b>Service on Internal Limit Available</b>	<b>\$</b>	<b>6,061,074</b>	<b>\$</b>	<b>6,382,727</b>





# Legislative Services

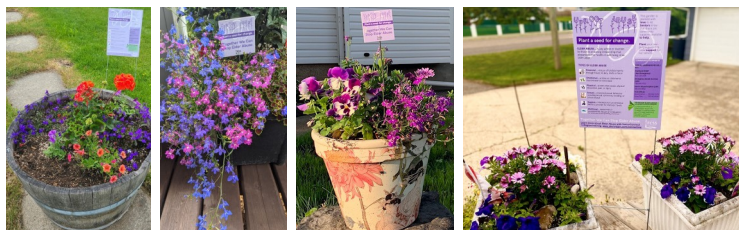


**127 Uproot Abuse Gardens** have been planted across our TriRegion in an effort to plant a seed for change and end elder abuse in our communities. Can you find them all?

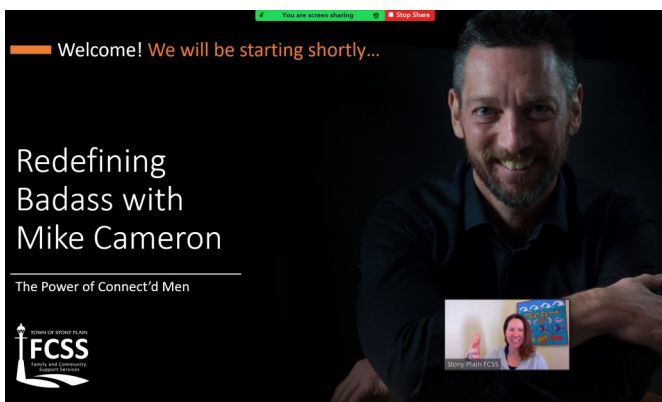
Sadly, elder abuse happens in our community.

This year, 8 community partners and TriRegion Elder Abuse Coordinated Community Response members, came together to coordinate **108** community participants to host gardens, to raise awareness for elder abuse and to share community resources and support for those experiencing elder abuse.

The project also demonstrates to seniors in our community that they are an important part of our community.



## Community & Social Development- Creating Healthy Relationships



Thank you so much for this important message.  
—Participant comment

### TREA News

TriRegion Elder Abuse (TREA) Coordinated Community Response Network received good news this quarter when we received the 2021 Alberta Government Taking Action Against Elder Abuse Case Management funding.

The TREA team will be growing our coordinated community response this summer.

TREA is a collaboration of 20+ community partners working to address elder abuse through awareness, education and wrap-around supports.



**TRI-REGION ELDER ABUSE**  
Coordinated Community Response

### Redefining Badass

Acknowledging May as Sexual Violence Awareness Month, we hosted an authority on healthy masculinity and healthy relationships focusing on the male perspective - Mike Cameron. Mike spoke on the impact that men can have to affect community health and reduce gender-based violence in our community.

26 people participated and a working group of Connect'd Men was created.



I love this project! I can't wait to see all the purple gardens across our town.  
—Participant comment



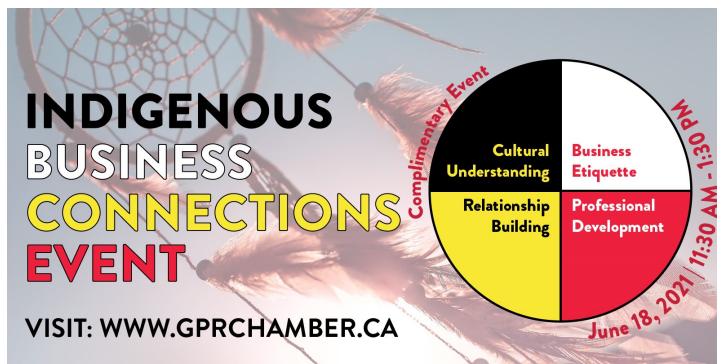
At the Town of Stony Plain, Community and Social Development, we believe the residents of Stony Plain and Parkland County are at the heart of everything we do.

Individual supports provide connections to services and resources to support people. Programs help people to develop skills and learn about themselves to strengthen resilience. Community development uses education and awareness activities, events and volunteerism to support increased community connections.

We are working towards making Stony Plain more welcoming and inclusive through the creation of a Stony Plain Together We Shine Inclusion Plan. It is our vision that all layers of identity and difference are considered, supported and accepted in our community. To raise awareness about the importance of inclusion requires a community wide approach, using collaborative relationships.

Our department continues to host and coordinate the Community Action groups with the purpose of providing a framework to keep our service organizations connected and working together efficiently and effectively for the greater good of the Tri-Region. 92 members subscribed to our monthly meetings invites. In the second quarter, Stony Plain FCSS hosted 11 community action group conversations with over 80 participants.

## Enhancing Inclusion and Diversity



### Building Connections

The Dementia Connections project increases and builds upon individual's resilience and ensures people are connected with others and experience an increase in personal well-being.

In June, Trail Explorers hit the ground! This dementia friendly walking group is exploring the Tri-Region's paths and creating connections.

All the dementia volunteers report an increase in their own personal well-being by having more meaning and purpose.

### Community Development

The virtual Understanding Dementia presentation on June 16 saw 100% of participants indicate they felt they learned new information about dementia and how to access community resources.

To promote awareness of the importance of celebrating diversity, we supported several initiatives around National Indigenous Peoples Day and Stony Plain Pride in the Park.

The Community & Social Development team is proud to be a part of these community based groups like the Connecting with Indigenous Neighbours group, the Pride in the Park group and the Indigenous Business Connection committee.

### Collaboration

The WestView Dementia Collaborative is a shining example of cross sector organizations working to make Stony Plain Dementia Friendly.

Our ongoing support for the Community Action groups continue to prove the need to collaborate. These groups are bringing service organizations together and building connections to better serve our region.

## Quotes

*"Thank you for the Understanding Dementia Presentation. Great info and appreciate ongoing information as it can be easy to dismiss a person with dementia"*

—Presentation Participant

*"Congratulations to all for bringing everyone together and for bringing vision to reality."*

*Celebrate your success!*

*"There is a lot of learning ahead but what a great first step. Paula, you were fantastic! Great job hosting."*

—Indigenous Business Connections Partner







## Community Feedback

"It was perfect timing to take a break and to do something to change the way I was feeling. It has been a while since I have been out and participating in events in our community and it was so nice just to touch base with people as well."

"I have new skills and a renewed desire for getting rid of things that add more work to go around them."

"The program taught me skills that will prepare me to support my community."

## Creating Hope for Mental Wellness

### Our Vision

A vibrant community with good mental health for all. We seek to help people understand, protect, sustain and flourish with their mental health. Prevention and awareness are at the heart of what we do because the best way to deal with a crisis is to prevent it from happening in the first place.



### Mental Health Week

May 3-9, residents were able to participate in various programs that impact mental health with the Name it, Don't Numb it campaign.

Residents had 8 sessions they could attend to support mental wellness and 7 self-guided activities that related back to the protective factor of creativity.

149 participants registered for activities and many more participated in the self-guided activities.

### Community Better Challenge

The Town partnered with the Tri Leisure Centre and the region to offer the Community Better Challenge to get communities active during the month of June.

The Tri Leisure Centre, and 6 regional businesses and clubs offered a variety of free classes from baton twirling to karate.

Stony Plain finished 33<sup>rd</sup>/206 in AB and in 273<sup>rd</sup> place nationally. The challenge resulted in 328,063 minutes of physical activity and 13,000 activities logged.

### Community Helpers Program

The Town of Stony Plain delivered its first training for the Community Helpers Program at Paul First Nation to the new Peacemaker team that will be offering victim support and crisis prevention efforts at Paul First Nation.

The program is delivered in partnership with Alberta Health Services. Stony Plain is one of 25 communities delivering the program.



### Highlights

Mental Health Week  
May 3-9

TriRegion Community  
Better Challenge

Community Helpers  
Program

Coming next quarter

Suicide Prevention Week

Early Adopters

Wellness Training

The TriRegion Housing and Service Needs Estimate final report was released in June and provides a snapshot of who is experiencing housing insecurity in our region, the reasons for accessing services, and the barriers to safe, affordable, stable housing in October 2020.

The survey data highlights possible needs, gaps, and challenges but it is not a conclusive count of the residents who may be struggling in our community.

This project is a partnership between The City of Spruce Grove and Town of Stony Plain, working with the Rural Development Network (RDN) Housing and Service Needs Estimate, and 26 other Rural Alberta communities and key community partners, to capture data on homeless and at-risk of homelessness populations from October 1-31, 2020.

**Here is a fictional representation of the actual data collected in our community...**



Carol is a 42 year old single parent who has been living in Stony Plain for over a year with her two children. She is unemployed and depends on income assistance, child support and help from family to make it through the month. She gets a monthly food hamper but still struggles to feed her family. More than 30% of her income goes to her rent and her house has a leaking roof. There are only two bedrooms and one of her children sleeps on a couch in the living room.

## Preventing and Reducing Poverty



### Public Participation

- Community was engaged and feedback on the DRAFT strategy was obtained through an online survey and a series of virtual public participation sessions.
- Dignity was voted the most important guiding principle.
- Collaboration was seen as the area in which we could make the most impact.
- A VIP list was created for the next step of action planning.
- An additional item was added as a gamechanger for reducing poverty.

### A new Stony Plain Strategy

The Town of Stony Plain Council officially accepted the Stony Plain Poverty Reduction Strategy in June.

Next steps will be to gather community to review the 2017 action plan and create a new updated action plan for moving forward on our journey of reducing poverty in Stony Plain.

Our vision—Stony Plain plans to be a home where every one of us can live free of the constraints of poverty.

### 15 updated gamechangers

1. Lived Experience perspectives
2. Regional impact
3. Income
4. Housing
5. Food
6. Childcare
7. Transportation
8. Medical care
9. Supporting vulnerable people
10. Reconciliation
11. Connection
12. Life Quality
13. Early Childhood
14. Education
15. Health

### Homelessness is...

the situation of an individual, family or community without stable, safe, permanent, appropriate housing, or the immediate prospect, means and ability of acquiring it.



### Indigenous Homelessness

is more fully described and understood through a composite lens of Indigenous worldviews. These include: individuals, families and communities isolated from their relationships to land, water, place, family, kin, each other, animals, cultures, languages and identities.



# Stony Plain Youth Centre

The Stony Plain Youth Centre (SPYC) aligns with the Positive Youth Development (PYD) philosophy as a programmatic approach for supporting healthy, productive and engaged youth as they grow into adulthood. The PYD approach is based on the idea that youth with more developmental assets are more likely to achieve academic success, be better prepared to enter the workforce, be more connected to community and enjoy social and emotional wellness.

Strengthening developmental assets in youth fits well in the SPYC prevention approach that focuses on the promotion of protective factors in young people's lives. A strong developmental foundation, that includes supportive relationships and diverse skill building opportunities, lessens the likelihood that youth will engage in a wide range of risk-compromising behaviors.

## Strategic Pillars

### Inclusivity & Diversity

Our community really showed up for Seniors Week. We had 5 families volunteer to decorate windows at Whispering Waters Manor with the paint packs we provided.

We hosted a virtual tea party to celebrate our seniors. Participants received a 'Tea Tote' which included everything needed to join in the planned games and to make snacks and drinks ahead of time.

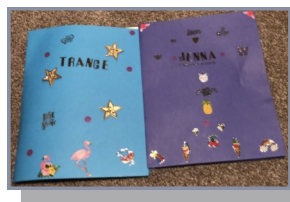
We gave out a total of 19 totes and had 5 youth volunteer to 'host' the tea party.

We also celebrated Pride and Indigenous Peoples History month. The centre was able to partner with 'Pride in the Park' and bring in a special youth volunteer to help us tackle the new Pride Crosswalk. We created and handed out 13 Pride Packs and 7 Honouring Indigenous People Packs.

### Mental Wellness

For Mental Health Week 2021, the Youth Centre offered a 7-day Mindfulness Journaling challenge. Youth learned how writing and creating art can be a great way to express themselves, and can provide an outlet for ideas, feelings or thoughts that feel stuck.

In total, 89 Journaling Packs were provided to youth and families throughout Parkland County.



This quarter also kicked off our new WiseMind Wednesday (WMW) program in partnership with Parkland County and Spruce Grove. Family Life Psychology presented 4 WiseMind Wednesday (WMW) sessions, covering a series of topics addressing mental health.

### Reducing Poverty

Through our WiseMind program we were able to partner with the Bredin Centre for Career Advancement, YETI (Young Entrepreneur Training Initiative), Careers: Next Gen and Junior Achievement.

Youth first learned how to job search, build a resume and ace an interview. Additional presentations touched on local entrepreneurial opportunities as well as highlighted internship and work experience programs that are available to them.

And finally, youth participated in interactive money management sessions with the goal of increasing financial literacy and money management skills. Youth learned about how to live a debt free life and become savvy investors.

## Highlights

Seniors Week Events/Volunteers

Community Delivery:

3 Comfort Boxes, 7 Hygiene Kits and 24 Prize Packs



Coming next quarter:

- Youth Day
- Every Active School Programs

### Healthy Relationships

Our last group of MacEwan University Nursing Students created an in depth presentation all about healthy relationships, including how to spot relationship red flags and green flags.

We also partnered with Laurier Mediation for another set of WMW programs focusing on collaborative communication. Youth learned how to set boundaries, be assertive and understand anger.

Additionally, youth had a chance to build some healthy relationships when volunteers met in the community to "Pitch In" and pick up litter.





Social Media



Engagement Analytics



Followers	545 from 508	429 from 380	44 from 42
Post Engagements (likes, views, shares, comments)	3086 from 2221	548 from 529	N/A
Average Daily Story views	12 from 7	33 from 27	11 from 13
Direct Messaging	46 from 32	44 from 49	20 from 26

“My daughter has a ton of energy and ambition so I’m so thankful for the WMW program. You are doing a wonderful job and she looks forward to it every week.”  
—Message from parent

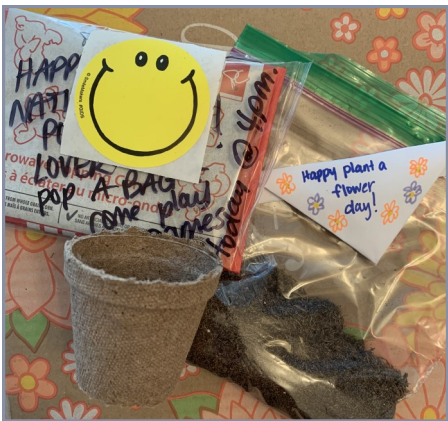


“Thank you for the tea party! That was so much fun and I know A. and his Grandma really enjoyed themselves! They loved the games and really enjoyed interacting with everyone. What a success!! It’s a lot of work to pull those things together and you already do so much for these kids!! It was so nice to have everyone brought together in such a fun way. It really is appreciated!!”

-Seniors Tea Party Youth Volunteer Parent

“I was actually having a really rough day and your smiling face and prize pack brightened a dark day. I really appreciate what you are doing with the WMW’s and I can’t wait to come to all the other courses.”

-WiseMind Wednesday Youth Participant



## Volunteer Centre

### National Volunteer Week April 18 - 24

The City of Spruce Grove, Parkland County and the Town of Stony Plain come together to celebrate National Volunteer Week – an opportunity to recognize and thank volunteers for the time and energy they contribute to the community. This year's theme was "The Value of One – The Power of Many". Thank you cards and gift vouchers were passed out to your deserving volunteers to redeem a special gift.

