



QUARTERLY REPORT

FOR THE QUARTER ENDED JUNE 30, 2024





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Q2 HIGHLIGHTS

NEW BUSINESS ALERT!

The Town had representation at grand opening or reopening events for the Local Refillery, Bridge to Care, Chopped Leaf, Lavender Lily Massage & Healing, Glow Beauty Lounge, and Pieces by Sharon. Grand openings are hosted collaboratively with the Greater Parkland Regional Chamber of Commerce. New businesses interested in hosting a grand opening can complete the form on www.stonyplain.com/GrandOpening at least two weeks in advance.

ECONOMIC LEADS

Edmonton Global shared five opportunities with Stony Plain this quarter. Additionally, the Town supported two direct leads interested in locating in Stony Plain.

DIGITAL ECONOMY PROGRAM

The Digital Economy Program is available to eligible Stony Plain businesses until October 2024. Over 409 hours have been served to Stony Plain businesses representing an increase of 19 hours from Q1. For businesses interested in receiving free marketing support, visit: www.yourdep.ca.

ECONOMIC DEVELOPMENT



BUSINESS E-NEWSLETTER

Economic Development produces a monthly e-newsletter containing news, events, programs, inspiration, and anything relevant to doing business in Stony Plain. Businesses and economic development stakeholders are encouraged to subscribe and can do so at www.stonyplain.com/subscribe.

The performance of each month's e-newsletter continues to track above industry standard, reflecting a strong subscriber interest in the content.

E-NEWSLETTER ANALYTICS		APRIL	MAY	JUNE
Sends	Number of E-Newsletters sent out	565	574	577
Opens	Number of E-Newsletters opened	366	364	459
Open Rate	Rate of E-Newsletters opened	67%	66%	82%
Click Rate	Proportion of people who see a link in the newsletter and click on it to learn more	9%	9%	5%

ECONOMIC DEVELOPMENT MICROSITE

Hosting a wealth of economic development data, vacant properties, and other key information for prospective businesses, www.StonyPlain.com/invest is an essential resource for those considering doing business in Stony Plain. The site is continually updated with the latest data and serves as the first and primary referral to stakeholders.

A target sector marketing campaign launched at the beginning of Q2, aiming to engage growing businesses in the Town's key sectors, including agribusiness, logistics and professional services, manufacturing, and shopping, dining, and arts. Although user numbers decreased this quarter, the microsite saw increased traffic from the United States, indicating growing interest among prospective businesses in target sectors.

MICROSITE ANALYTICS		Q1	Q2
Users		4600	3100
Notable User Locations	Edmonton, Calgary, Stony Plain, Spruce Grove, Houston, New York, Vancouver, Toronto, and Atlanta		
Top Pages Visited	Business Directory, Agribusiness, Logistics and Professional Services, Homepage, Shopping, Dining, and Arts, Manufacturing, Moving to Stony Plain, and Available Properties		

BUSINESS LICENCE STATISTICS

On November 13, 2023, Council passed Bylaw 2679/LIC/33, the Business Licence Bylaw, which included several changes intended to make doing business in Stony Plain and the Tri-Municipal Region easier. No-cost renewals were issued to local businesses in Q1 2024, and inactive accounts were closed in Q2 2024. The following business licence statistics reflect active business licences in Stony Plain up to the end of the second quarter.

BUSINESS LICENCES BY TYPE	
RENEWALS	
Local	606
NEW LICENCES	
Local	76
Non-Local	151
Parkland County	21
Temporary	44
Intermunicipal Business Licence	35
Total New Licences	327
Total Business Licences as of June 30	933

Stony Plain is home to a diverse business ecosystem. The table below highlights the top five sectors in Town by business count.

TOP 5 SECTORS BY BUSINESS COUNT	
SECTOR	
Construction	247
Retail Trade	156
Other Services	114
Health Care Assistance	85
Accommodation and Food Services	68

The Highway Development Strategy has pinpointed growth opportunities in agribusiness, logistics, professional services, manufacturing, and the shopping, dining, and arts sectors. These focus areas align with the Town of Stony Plain's investment attraction efforts while complementing existing industries, boosting non-residential assessment, and creating new jobs for residents.

KEY SECTORS	
SECTOR	
Agriculture, Forestry, Fishing, and Hunting	1
Manufacturing	37
Wholesale Trade	12
Retail Trade	156
Transportation and Warehousing	15
Professional, Scientific, and Technical Services	60
Arts, Entertainment, and Recreation	20
Accommodation and Food Services	68





[CULTURE AND TOURISM]

DESTINATION GUIDE LAUNCH

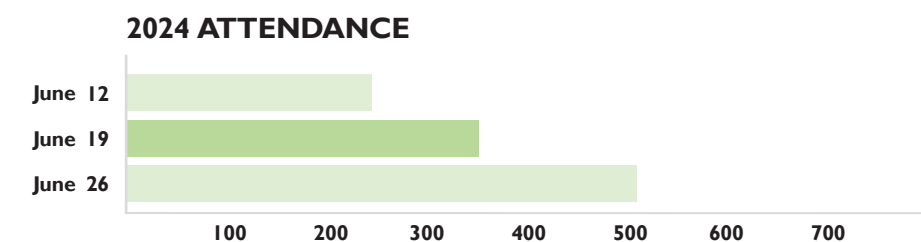
The annual Destination Guide was launched on April 24, with over 4500 copies distributed locally alongside the Visitor Map. Showcasing Stony Plain's attractions, events, landmarks, dining options, accommodations, and other points of interest, the Guide serves as a valuable companion for both locals and visitors. By highlighting the Town's unique offerings, it aids in itinerary planning and encourages exploration of the community.



SUMMER SESSIONS TENTH ANNIVERSARY

The tenth anniversary of the Summer Sessions concert series kicked off on June 12, at the Blueberry Stage in Heritage Park. Despite challenging weather, The Gecko Band, traveling all the way from Mexico, delivered an energetic performance to over 230 attendees. The celebration continued on June 19, when Carter and the Capitals drew a crowd of more than 350 with their high-energy funk show. On June 26, Russell deCarle, a 2016 Summer Sessions performer, returned to Stony Plain to join in the anniversary festivities, captivating an excited audience of 500.

This year, the series introduced a purchasable "A-List Access" ticket option, which has been well-received by concertgoers. Additionally, two extra shows were added to the lineup, enhancing the event's appeal. The series will continue until August 14, with an extra-special closing show featuring performances by Duanne Steele, Phillip White, and Jake Mathews.



MIDSUMMER THURSDAYS

Midsummer Thursdays, a "Third Thursday" event, kicked off on June 18, drawing over 2000 attendees to Downtown Stony Plain. Continuing the successful format from 2023, Main Street was closed from 50 to 52 Avenue, allowing space for booths from local businesses and organizations, as well as a full schedule of entertainment. A total of 47 businesses participated, including 21 downtown establishments. The series continued on July 18, and the final event is set for August 15.



NEW MAGPIE INSTALLATION

On April 26, three new magpies joined Stony Plain's Art in Public Places collection, bringing the parliament's total to six. Created by artist David McAuley, these additions can be found at the Glenn Hall Arena, north of the Forest Green outdoor rink, and atop the welcome sign at the Stony Plain and Parkland Pioneer Museum.

MUNICIPAL HISTORIC RESOURCE POLICY UPDATE

An update to the Municipal Historic Resource Policy C-CD-058 was presented to and approved by Council on May 13. The policy aims to encourage the designation and conservation of historic resources within the town, reinforcing Stony Plain's commitment to preserving its rich heritage.

SATELLITE ART GALLERY AT TOWN HALL

The Town partnered with Red Brick Common to host a satellite art gallery in the lobby of Town Hall for the InFocus photography exhibition. Following positive feedback, the partnership and exhibition space have been transitioned into an ongoing program. The first exhibit was installed in June, with art set to rotate every three months.



Q2 HIGHLIGHTS

PROJECTS COMMUNICATED/ PROMOTED IN Q2

- 57 Avenue Culvert Replacement
- April Fools
- Backyard Fire Safety Tips
- Canada Day
- Canadian Award for Financial Reporting (CAnFR)
- Citizens at Large Board Recruitment
- Community Recreation Facility
- Council Highlights
- Cultural Campfires
- Destination Guide
- Don't Just Survive, Thrive
- Drive for Change
- Emergency Preparedness Day
- Farmers' Days
- First Quarterly Report
- Horse and Wagon Mural Tours
- Joint Trail Connection
- Large Item Drop Off
- Magpies in Stony
- Mental Health Week
- Midsummer Thursdays
- Missing & Murdered Indigenous Peoples Day
- Mobile Vendor Information
- Mural Guide
- National Indigenous Peoples Day
- Pride Flag Raising
- Property Tax
- Public Works Building
- Red Dress Day
- Residential Street Sweeping
- Roads Program

CORPORATE COMMUNICATIONS

2023 ANNUAL REPORT

During the second quarter, the 2023 Annual Report was created in collaboration between Corporate Communications and Financial Services. This comprehensive document is designed and written by Corporate Communications while Financial Services ensures the accuracy and clarity of the financial data. The Annual Report provides an in-depth look at the Town's achievements, financial health, and strategic initiatives over the past year. Released in alignment with the Canadian Award for Excellence in Financial Reporting (CAnFR) guidelines, the Annual Report highlights Stony Plain's commitment to transparency and community engagement.



WEBPAGE ANALYTICS

TOP 10 WEBSITE PAGES

WEB PAGE	PAGE VIEWS
Farmers' Days (Events)	36,474
Town of Stony Plain Home Page	19,786
Farmers' Days (Rodeo & Exhibition)	15,558
Careers with the Town	11,164
Sports Facilities	8,251
Summer Sessions	6,864
Canada Day	4,452
Midsummer Thursdays	4,006
Garbage, Organics & Recycling	3,350
Newsroom	3,344

TOTAL WEBSITE PAGE VIEWS: 224,505 (+81,515 compared to previous quarter)

NEWSROOM SUBSCRIBERS: 612 (+54 compared to previous quarter)

SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST

EMERGENCY PREPAREDNESS DAY



FACEBOOK	
Engagement	586
Reach	44,856
Reactions	119
Shares	26
INSTAGRAM	
Engagement	62
Reach	1249
Reactions	52
Shares	7

Social Media Analytics can be defined as:

- **Engagements** – total number of interactions, including likes, shares, comments, link clicks, etc.
- **Reach** – number of unique users who viewed the post
- **Impressions** – total number of times the post has been seen (same account could view multiple times, and each visit is recorded)
- **Reactions** – likes, loves, hahas, sads
- **Shares** – number of unique users who have 'shared,' or republished the post

TOP PERFORMING VIDEO

MIDSUMMER THURSDAYS



FACEBOOK	
Engagement	49
Reach	1825
Reactions	33
Shares	8
INSTAGRAM	
Engagement	49
Reach	1019
Reactions	37
Shares	11
YOUTUBE	
Views	177
Average Time	42s
Traffic Source	152 from external
Likes	-

Q2 HIGHLIGHTS

continued

- Shikaoi Exchange
- Small-Scale Urban Garden
- Stony Plain Cemetery
- Stony Plain Outdoor Pool Opening
- Summer Sessions
- Treasure Hunt
- Tri-Municipal Rain Barrel Sale
- Tri-Region Elder Abuse (TREA)
- Tri-Region Mayors' Golf Classic
- Try Transit – Youth Summer Passes
- Umbach Off-Leash Dog Park Closures
- Visitor Map
- World Elder Abuse Awareness Day (WEAAD)

RESPONSIVE COMMUNICATIONS IN Q2

- FibreConnect Installation
- Power Outage

AUDIENCE GROWTH

(Compared to previous quarter)

f	13,358	+495
X	5990	+14
@	5108	+243
in	2954	+198
▶	516	+87



[FIRE DEPARTMENT]



EMERGENCY PREPAREDNESS DAY

In May, Emergency Preparedness Day brought together emergency management partners, including Fortis, Atco Gas, West Parkland Gas, RCMP, Stony Plain Peace Officers, Wildlife Enforcement, Call Before You Dig, and Parkland Search & Rescue. The event aimed to promote personal emergency preparedness and was well-attended throughout the day. The Stony Plain Youth Centre also contributed by raising funds through a BBQ sponsored by Fortis.



MUSCULAR DYSTROPHY FUNDRAISING

The Fire Department continued its annual Muscular Dystrophy fundraising efforts with several events throughout the quarter. A hot dog sale sponsored by North Central Co-op on the May long weekend marked the start of this year's Muscular Dystrophy drive. Firefighters further supported the cause by "Filling the Boot" during the Farmers' Days parade and at the Farmers' Days event held at Heritage Park in June. These efforts raised over \$9000 for Muscular Dystrophy and provided additional engagement opportunities with residents.

SPOUSAL SUPPORT NIGHT

The Fire Department hosted its annual Spousal Support night at the station in Q2. This event, sponsored by Mr. Mikes, offered firefighters' spouses and significant others an evening of networking and bonding. The night included a meal, a firehall tour, and interactive activities such as donning firefighting gear, extinguishing a fire with an extinguisher, climbing through the self-rescue maze, and viewing Stony Plain from the ladder truck. This event provided an opportunity to welcome new families and strengthen community ties.

Q2 RESPONSE BREAKDOWN

RESPONSE TYPE	STONY PLAIN		PARKLAND COUNTY	
	2023	2024	2023	2024
Structure Fires	4	2	4	1
Vehicle Fires	1	0	4	0
Wildland/Outside Fires	25	14	40	28
*Medical Assists	14	13	5	1
**Medical Fire Response	-	9	-	4
Alarms	63	48	11	19
Motor Vehicle Collision	14	9	11	19
Mutual Aid	4	4	24	19
Citizen Assists	1	0	1	0
Utility (Power/Gas)	1	3	6	2
TOTAL	127	102	96	75

- * Medical Assists are triggered by on-scene Emergency Medical Service (EMS) crews.
- ** Medical Fire Response are automatically dispatched for Delta or Echo responses level and when an ambulance is responding from more than 20 minutes away.

ANNUAL RESPONSES		
	2023	2024
Stony Plain	442	213
Parkland County	294	138
TOTAL	736	351*

* Year to Date

Q2 FAST FACTS	
Firefighting Hours	4585
Training Hours	5541



[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the second quarter, Stony Plain Peace Officers issued 199 warnings and 123 violation tickets. The top three violations and warnings issued were:

- Unregistered Vehicle.....22 violations & 74 warnings
- Speeding 18 violations & 40 warnings
- Distracted Driving 12 violations & 7 warnings

INCIDENTS

Peace Officers responded to 631 incidents this quarter, an increase from 595 incidents during the second quarter of 2023. Of those incidents, 61 were proactively generated by an Officer. The three most frequent incidents were:

- Parking Complaints 110 incidents
- Dogs at Large..... 48 incidents
- Unsightly Properties 43 incidents



COMMUNITY INVOLVEMENT

During the second quarter, Stony Plain Community Peace Officers were active in the community:

- They facilitated a Bicycle Safety Course for a local school to teach students how to properly wear a helmet, clothing ideas for safety, how to stop and signal turns while riding.
- Traffic control was provided for Farmers’ Days, the Missing and Murdered Indigenous Peoples Day Walk, the Great White North Triathlon, and two funerals.
- They assisted the City of Spruce Grove’s Canada Day event, and a motorist with a broken-down vehicle.
- Educational “ride alongs” were provided to showcase the role of a Stony Plain Community Peace Officer.
- Officers attended Emergency Preparedness Day and Midsummer Thursdays events, and participated in the annual MADD Crashed Car awareness project.

COMMUNITY STANDARDS INCIDENTS	
Vandalism	10
Unsightly/Nuisance Property	43
Notice of Entry	2
Noise Complaint	8
Municipal Government Act Order	14
Long Grass/Weeds	18
Littering	1
Graffiti	1
Fighting/Disturbance in Public	4
TOTAL	101

ANIMAL INCIDENTS	
Animal Protection Act	7
Barking Complaints	15
Cats at Large	27
Dangerous Dog Act	1
Defecation	1
Dog Aggression	11
Dogs at Large	48
Excessive Animal Units	1
Interference with Animals	2
Nuisance Animal Declaration	1
Unlicensed	2
TOTAL	116

ASSISTS	
Assist Fire	2
Assist Public Works or Planning Department	6
Assist Outside Agency	4
Assist RCMP	25
TOTAL	37

ENGAGEMENT	
Community Service	24
Bike Patrol	1
Foot Patrol	9
Joint Force Operation	1
Memorandum of Understanding	2
Training	7
Focused Vehicle Patrol	13
TOTAL	57

TRAFFIC INCIDENTS	
Driving Complaints	42
Heavy/Commercial Vehicles	3
Laser/Radar Speed Enforcement	47
Parking Complaint	110
Red Light Enforcement Operation	2
Special Event Permits	6
Stop Sign Enforcement Operation	14
Obstruction/Debris on Roadway/Sidewalk	19
Off Highway Vehicle	6
Unattached Trailers	3
Uninsured Motor Vehicle	4
Unsafe Motor Vehicle	2
TOTAL	258

PUBLIC BEHAVIOUR INCIDENTS	
Utility Bylaw	1
Trespass to Premise Act	1
Tobacco & Smoking Reduction Act	2
Public Tree Bylaw	3
Petty Trespass Act	15
Land Use Bylaw	8
Garbage Collection & Disposal Bylaw	4
Gaming Liquor & Cannabis Act	7
Fire Services Bylaw	4
Environment Protection Act	6
Cannabis Consumption Bylaw	8
Business Licence Bylaw	3
TOTAL	62

VIOLATIONS	
Trespass	5
Parking	14
Occupant Restraint	1
Licence Plate	2
Gaming, Liquor, and Cannabis	7
Driving	73
Document	12
Community Standards	1
Business Licence	1
Animal Control	7
TOTAL	123

Q2 INCIDENT SUMMARY AND COMPARISON

Animals



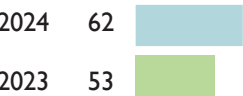
Assist/Engagement



Community Standards



Public Behaviour



Traffic



TRAINING UPDATE

The Stony Plain Enforcement team participated in a series of training sessions, including:

- Tactical Oleoresin Capsicum Recertification
- Tactical First Aid
- Pressure Points and Control Tactics Instructure Recertification
- Seasonal Bylaw Officer and Community Peace Officer in-house orientation



[PROGRAMS AND SERVICES]

EASTER EGG HUNT

Residents participated in a town-wide Easter Egg Hunt, searching for 50 hidden eggs and baskets scattered throughout the community. Participants who shared photos of their finds were entered into a grand prize draw. This year, the Davis family of Stony Plain emerged as the lucky grand prize winners.



FARMERS' DAYS

Farmers' Days Rodeo and Exhibition, Stony Plain's largest annual event, was held at Heritage Park and the Stony Plain & Parkland Pioneer Museum from May 31 to June 2. This three-day festival, coordinated in collaboration with the Kinsmen Club of Stony Plain, received tremendous support from community sponsors and volunteers.

The Mayor's Pancake Breakfast, featuring delicious cooking by dignitaries, was enjoyed by more than 2300 attendees. The Parade, with over 80 participants, captivated an estimated 10,000 spectators. The entire weekend was a resounding success, marked by great weather, strong community engagement, record-breaking attendance, and many happy faces!

Festival activities included:

- Mayor and Council Pancake Breakfast
- Farmers' Days Market
- Kinsmen Rodeo
- Parade
- Midway
- Stony Plain & Parkland Pioneer Museum
- Kinsmen Saloon with live entertainment
- Kids Korral and entertainment
- Train Rides



GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena ice was removed at the end of March, marking the start of the off-season. For the second quarter, total usage hours amounted to 330, an increase of 78 hours from 252 total usage hours in Q2 2023. This included 70 hours of Pickleball and 246 hours of Lacrosse from April through June.

OUTDOOR POOL & SPRAY PARK

The Outdoor Pool commenced its season on May 17, followed by the opening of the Rotary Spray Park on May 24.

The Outdoor Pool provides a range of activities including swimming lessons, public swimming programs, and private rentals. The Sunday public swim time is generously sponsored by West Parkland Gas.

FACILITY HOURS	Q2 2023	Q2 2024
Scheduled Fields	475	605
Scheduled Diamonds	1408	1679
Glenn Hall Centennial Arena	252	330
Community Centre	196	181
Heritage Park – Spruce Grove Hall	427	440
Heritage Park – Parkland Hall & Lions Den	297	340
Heritage Park – Pavilion	593	770
Heritage Park – Outdoor Spaces	348	616





STONY PLAIN TRANSIT

Stony Plain Transit is a local and regional on-demand system in partnership with the City of Spruce Grove and Parkland County. It provides access throughout Stony Plain, Spruce Grove, Parkland Village and Acheson.

RIDER STATISTICS (PASSENGERS THAT START OR END TRIP IN STONY PLAIN)			OPERATIONS STATISTICS (REGION)		
	2023	2024	Stony Plain/Spruce Grove/Parkland County	2023	2024
April	1246	2295	April	3547	4841
May	1781	2345	May	4651	4917
June	1772	2141	June	4617	4507
TOTAL RIDERS	4799	6781	TOTAL RIDERS	12,815	14,265

ACCESSIBLE TRANSPORTATION SERVICE (ATS)

ATS offers door-to-door transportation for residents aged 16 and over who are unable to utilize the existing full-accessible conventional public transit services due to a physical or cognitive disability. Registration with the service is required before booking trips.

RIDE CATEGORY				
	Medical	Essential	Social	Recreation
April	166	195	15	12
May	178	194	10	15
June	157	165	10	2
TOTAL	501	554	35	29

RIDER RESIDENCY LOCATION STATISTICS						
	Spruce Grove		Stony Plain		Parkland County	
	2023	2024	2023	2024	2023	2024
April	220	205	247	184	28	11
May	246	212	281	249	30	9
June	257	168	275	211	42	3
TOTAL	723	585	803	644	100	23

DRIVER HOURS		KILOMETRES TRAVELLED		
	2024		2023	2024
April	625	April	13,874	13,308
May	655	May	16,185	14,427
June	643	June	17,280	12,343
TOTAL	1923	TOTAL	47,339	40,078

[GOLF COURSE]

The Stony Plain Golf Course opened for play on April 15, marking a seven-day earlier start than the previous season. Despite a winter with minimal snowfall until January, the course was in excellent shape. However, weather conditions during April and May were less than ideal, with many days experiencing unseasonably cold temperatures and high winds. This led to reduced daily attendance on both the golf course and driving range. From opening day through June 30, there were 10 days deemed unplayable due to wind, rain, or cold temperatures. The second quarter concluded with 12,531 rounds played, a decrease of 965 rounds compared to 2023.

All membership categories once again reached their capacity, and both the Men’s League and Ladies League have grown in size. The addition of four new stalls at the Driving Range has increased traffic during peak times, particularly when club fitting and instructional programs are in operation.

Lesson programming provided by the new Head Teaching Professional was well-received and will continue into the third quarter with several introductory women’s golf camps and summer kids camps. The second quarter also featured external events from Wesco, Trans-Alta, KidSport, National Tire Dealers, and the annual two-day Maple Leaf Junior Event held on Father’s Day weekend.





[ENHANCING INCLUSION AND DIVERSITY]

ENABLING AGING IN PLACE INITIATIVE

The Town of Stony Plain is proud to be one of 26 organizations across Canada invited to participate in the Enabling Aging in Place initiative with Healthcare Excellence Canada. Building on the success of previous projects such as the Dementia Connections Project and the strong collaboration of the WestView Dementia Collaborative, more Stony Plain residents will now have the opportunity to age in place within the community. This initiative will help align services and strategies for older adults, continue to assess caregiver needs, and prescribe social care in a coordinated manner.



ATTITUDE, ENGAGEMENT, AND CELEBRATING DIVERSITY

The second quarter offered several opportunities to celebrate diversity: the annual Seniors Week celebrations, which included the Generations Celebration at the Seniors Centre and the sharing of resources at the West End Seniors Conference in Tomahawk.

CREATING A SAFE AND INCLUSIVE STONY PLAIN FOR PEOPLE LIVING WITH DEMENTIA

In the second quarter, Dementia Connections assisted several residents living with dementia, helping them navigate and access specialized services. Additionally, six residents strengthened their personal well-being through the Creating Connections Through Art program. More than 20 residents actively participated in the monthly support group tailored for care partners of individuals living with dementia.

NEIGHBOURHOOD CONNECT UPDATE

In May, a group of nine Neighbourhood Connectors gathered to share insights with new members and begin plans for creating a connected community and enriching neighbourhood spirit within their own areas and social circles. The initiative has grown, and there are now 20 registered Neighbourhood Connectors actively working to enhance community connections throughout Stony Plain.

[CREATING HEALTHY RELATIONSHIPS]

MISSING AND MURDERED INDIGENOUS PEOPLE WALK TO END VIOLENCE

Led by community elders and Indigenous youth, over 140 people, an increase from 125 in 2023, participated in a powerful and bonding walk along Highway 16A to raise awareness of murdered and missing Indigenous People on Red Dress Day on May 5. This event honours the memory of Missing and Murdered Indigenous People, raises awareness about the ongoing issue, and provides an opportunity for the community to come together and heal. A participant from this year's walk commented, *"I was walking and looked at the people ahead of me, then looked at those behind me, and, I realized, we all care."*

MOOSE HIDE CAMPAIGN DAY

For the Tri-Municipal Region's third annual Moose Hide event on May 17, 22 residents, a decrease from 36 in 2023, came together to share their experiences with violence towards Indigenous women. A safe and caring circle was created, leaving participants feeling empowered and supported. Many reported that they now have a better understanding of how violence affects the community. For example, one participant shared, *"Honoured to be part of this healing process."* Another noted, *"I'm here because I want to support my community."*

The Moose Hide Campaign is an Indigenous-led grassroots movement born from The Highway of Tears, British Columbia Highway 16, between Prince George and Prince Rupert, which is infamous for being a location of many Missing and Murdered Indigenous Women (MMIW).

WORLD ELDER ABUSE AWARENESS DAY

June 15 is honoured as World Elder Abuse Awareness Day. This year, the Uproot Abuse campaign was hosted by a partnership including the Town of Stony Plain, the City of Spruce Grove, Parkland County, Parkland County Libraries, Spruce Grove Public Library, Stony Plain Servus Credit Union, WestView PCN, and Victim Services Society of Stony Plain, Spruce Grove and District. The campaign saw 531 Uproot gardens planted across the region, an increase from 321 planted in 2023, and distribution of over 300 petunias with Uproot Abuse Garden stakes and a TriRegion Elder Abuse information brochure. The petunias, grown and donated by The Big Greenhouse in Spruce Grove, were a significant part of the initiative.

As part of the campaign, nearly 300 residents from across the Tri-Municipal Region participated in a draw with a skill-testing question on Elder Abuse, with five residents each winning a hanging garden basket. Additionally, 11 new signups were registered on Senior Connect, a free online training program designed to empower residents to assist seniors in need, including recognizing signs of elder abuse.

Having participated in this campaign since 2020, it has been noted that purple petunias are now becoming a symbol in the region of protecting seniors from elder abuse. A participant commented, *"The more we can raise awareness of abuse, the better. This is so important."*





[REDUCING POVERTY]

POVERTY WALK COMMUNITY PLANNING

During the second quarter, four community members participated in special community engagement sessions to help develop a Poverty Data Walk in Stony Plain. Together they learned about poverty in Stony Plain and selected five local data points to increase awareness and open conversations about poverty and poverty reduction.



TRY TRANSIT SUMMER YOUTH PASSES

In June, 80 youth signed up for the Try Transit Summer Youth Pass program, which is designed for those aged 12 to 19 who have never ridden on transit. The program aims to empower youth and increase their confidence in using public transit as a fun and affordable way to move around.

When surveyed, 97% of participants felt that the program made it easier for them to get around, and they expressed that they would use transit more because of the pass. Additionally, 90% of the youth felt more supported by the community due to the program, and 31% indicated they would use the passes to get to work.

COMMUNITY VOLUNTEER INCOME TAX CLINIC

This year, the Community Volunteer Income Tax Clinic supported 355 residents, an increase from 314 in 2023, bringing nearly \$90,000 back into the community (down from \$118,000 in 2023). The Community Volunteer Income Tax Program (CVITP) is a partnership with the Canada Revenue Agency (CRA) that provides tax services to low-income residents, ensuring they receive or continue to receive their entitled benefit payments. This program is driven by volunteers, who are dedicated to helping people within the community. Seven community volunteers contributed 301 volunteer hours. All volunteers felt they made a valuable contribution to the community.

Volunteers responded to 415 resident calls to the tax intake line and processed 50 online registrations for the clinic. While most services were provided by phone, 7% of participants received in-person assistance. Additionally, income tax vouchers were provided to 15 clients, up from 14 in 2023, who needed more in-depth assistance.

[PROMOTING MENTAL HEALTH & WELLNESS]



'COMPASSION CONNECTS' POETRY READING

In recognition of Mental Health Week and the impact of compassion within the community, 17 individuals participated in a public poetry event hosted at a local business. This inaugural event provided a platform for participants to share their stories and experiences, demonstrating how acts of kindness and compassion can foster stronger connections among people.

Feedback from the event was positive, with 100% of those surveyed reporting that they felt more aware of different methods to enhance their mental health. One participant commented, "Very good. It's important for people to express their feelings—particularly when they're uncertain about the validity or significance of these feelings to a sympathetic audience." Another shared, "We all left feeling a little bit less alone and a lot more connected."

ROOTS OF HOPE

Roots of Hope is a national collaboration focused on coordinating actions for suicide prevention since 2018. In May, the Government of Canada recognized this work in the National Suicide Action Plan (2024-2027), highlighting the significance of community-led initiatives in suicide prevention.

Stony Plain has been an active participant in this initiative since 2019 as an early adopter community and collaborates closely with a roundtable of regional representatives to coordinate suicide prevention efforts in the Tri-Municipal Region. Actions in the second quarter included the community-wide promotion of the Suicide Crisis Helpline 9-8-8, with over 50 posters distributed across the region. Additionally, ongoing discussions have focused on preventing trespassing on the railway, with Suicide Crisis Helpline stickers placed at numerous crossings within the region to encourage help-seeking behaviour at critical locations.

APPLIED SUICIDE INTERVENTION STRATEGIES (ASIST)

This quarter, 19 individuals participated in the Applied Suicide Intervention Skills Training (ASIST), a two-day workshop in suicide first aid. The training equips participants with the skills to recognize when someone is experiencing thoughts of suicide and how to work with them to develop a plan for their immediate safety. This workshop was a partnered effort between the Town of Stony Plain, the City of Spruce Grove, and Parkland County.

Of the participants, 84% completed the evaluation, and 100% reported feeling ready, willing, and able to intervene with someone at risk of suicide following the training. Additionally, all participants indicated that they now know how to connect someone to mental health resources within their community.

Q2 UPDATES

SUPPORT GROUPS

In the second quarter, 19 individuals participated in the Caring Friends Bereavement Group. This confidential and informal support group, led by trained bereavement volunteers, provides a safe and supportive environment for participants to share their feelings, understand the emotions associated with grief, and navigate the complexities of coping after a loss.

Survey results indicated that 100% of participants felt more connected to others experiencing similar life situations. This sense of connectedness is further demonstrated by the independently organized bi-weekly meet-ups, initiated by the participants themselves, which bridge the gap between the monthly sessions and help reduce feelings of isolation.

COMMUNITY HELPERS

In the second quarter, ten individuals participated in the Community Helpers Program. This program provides support, training, and resources for youth to help improve mental wellness. The purpose of the program is to better equip youth to help their peers while maintaining their own well-being. It encourages help-seeking behaviour and community connections, promoting the use of local resources and services.



[VOLUNTEER SERVICES]

COUNCIL ACCEPTS VOLUNTEERISM AND CIVIC ENGAGEMENT STRATEGY FOR INFORMATION

In May, Council accepted the Volunteerism and Civic Engagement Strategy for information. This strategy aims to promote well-being and healthy communities in Stony Plain by providing a framework for enhancing volunteerism and civic engagement. Emphasizing community development, the strategy will be monitored over the next five years of its implementation, building on the legacy of the Volunteer Centre established in 1997.

Reflecting a long-term commitment to supporting civic engagement and volunteerism, the strategy aligns with the goals outlined in the 2024-2026 Corporate Plan and 2024-2027 Strategic Plan, ensuring continued growth and community involvement in the years to come.

VOLUNTEER APPRECIATION

In April, the Town of Stony Plain, City of Spruce Grove, and Parkland County joined together with 129 residents (up from 81 in 2023) to celebrate the contributions of regional volunteers during National Volunteer Week. This year's theme, "Every Moment Matters," focused on how everyone can work toward a more inclusive and connected community. Of the 47 residents surveyed, 42 (89%) reported that the event helped them feel important and connected to their community. Attendee comments included: "Thanks for this. Great to see how many volunteers we have in our area," and "Absolutely well done. Loved seeing other volunteers and connecting again."

In response to feedback from local youth, a youth-specific appreciation event was also hosted. Over 22 youth volunteers from the Tri-Municipal Region participated in various activities, with 90% of those completing the exit survey indicating that they feel a stronger connection to the community because of this event.

BETTER IMPACT

Volunteer Services continues to promote opportunities for community engagement through Better Impact, an online platform where local organizations post their current volunteer needs. In the second quarter, 43 residents created accounts and explored volunteer opportunities, joining the 78 who registered in the first quarter. This brings the total to 121 new accounts created in 2024.

Currently, 124 volunteer opportunities are listed on Better Impact from a variety of local organizations, an increase from 109 in the previous quarter. Town programs benefited from the support of 66 active volunteers (up from 58), who generously contributed their time, skills, and knowledge to help ensure successful program implementation.

As highlighted in the Strategic Plan and as part of the Volunteerism and Civic Engagement Strategy, Volunteer Services is dedicated to enhancing community wellness by providing connection opportunities and support for residents of all ages. Efforts to advance volunteerism are helping to grow connection, community, and belonging. A youth-specific "Ways to Volunteer" list was created and launched in June, recognizing the unique skills, talents, and energy that youth bring to our community organizations.

[YOUTH SERVICES]

EMPOWERING YOUTH THROUGH YOUTH CENTRE PROGRAMS

In the second quarter, local youth engaged in programs designed to enhance their resilience and self-empowerment. These initiatives, developed in collaboration with partner organizations, addressed challenges identified by the youth themselves. Programs offered included Healthy Together Cooking, Empower Yourself Personal Safety, and Dungeons and Dragons, a social-emotional program led by a local registered psychologist. Feedback from participants was positive, with 100% of those surveyed reporting that they feel more capable of handling whatever life throws their way.

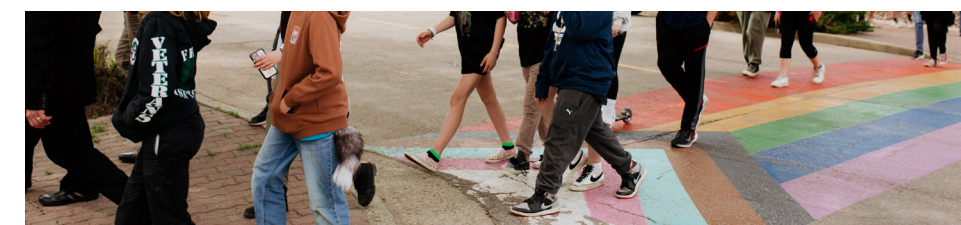
The Gear Program was reintroduced in May, offering a four-session experiential learning opportunity that introduces youth to the basics of bike repair. The new Gear facilitator conducted the first session with three participants and will continue offering small group sessions moving forward. Each youth learns to repair and maintain their own bike or refurbishes a donated bike to keep. This program is made possible through generous bike donations from the community and sponsorship from the Home Depot Foundation and the Orange Door Project, ensuring that it remains free of charge for participants.

STONY PLAIN YOUTH TEAM, WORK EXPERIENCE PROGRAM

This quarter, the Stony Plain Youth Work Experience program provided training to 10 youths. This eight-week program is designed to develop essential workplace skills and offer hands-on practice through operation of concessions at various summer events, including Midsummer Thursdays and the annual Street Market. Participants received team training in Safe Food Handling and First Aid Certification. Through regular practice at community events, they enhanced their money handling and customer service skills, which contributes to increased employability following their participation in the program.

GENERATION CELEBRATION

In June, the Youth Centre partnered with the Stony Plain Seniors Centre to host a BBQ and an evening of intergenerational games during Seniors Week. Just over 100 youth and seniors attended the event, a decrease of approximately 20 participants from 2023. Survey results showed that all attendees felt a greater sense of belonging in the community.



PRIDE FLAG RAISING

The Town celebrated Pride Month by raising the Pride Flag at Town Hall. Community members gathered to hear welcoming words from Mayor Choy and witness the flag-raising ceremony. Approximately 30 individuals attended the event, many of whom continued the celebration by walking across the freshly painted Pride Crosswalk to the Youth Centre.



Variance Analysis

Variances are reported for any areas where the Actuals to Budget differ by more than 10% from expected levels. For Q2, this will include variances below 40% and above 60%.

REVENUES

NET TAXES

Variance in net taxes available for municipal purposes is due to Alberta School Requisition.

DEVELOPER CONTRIBUTIONS

Variance due to timing of revenues of developer offsite levies. Revenues are typically recognized at year end.

GOVERNMENT TRANSFER FOR OPERATING

Timing of grant distributions and recognition based on project progress.

RENTALS

Timing of lease revenues. Increased rentals occur on facilities in the fall and winter.

LICENCE & PERMITS

Increase in permit revenues during summer months for construction.

OTHER

Variance due to timing of Parkland County Water Commission Contract fees.

EXPENSES

PROTECTIVE SERVICES

RCMP invoice for Q2 is still to be received.

DEVELOPMENT

Timing of expenditure of Housing Accelerator Fund initiatives.

UTILITIES

Timing of repairs and maintenance projects. Work is anticipated to occur in the fall.

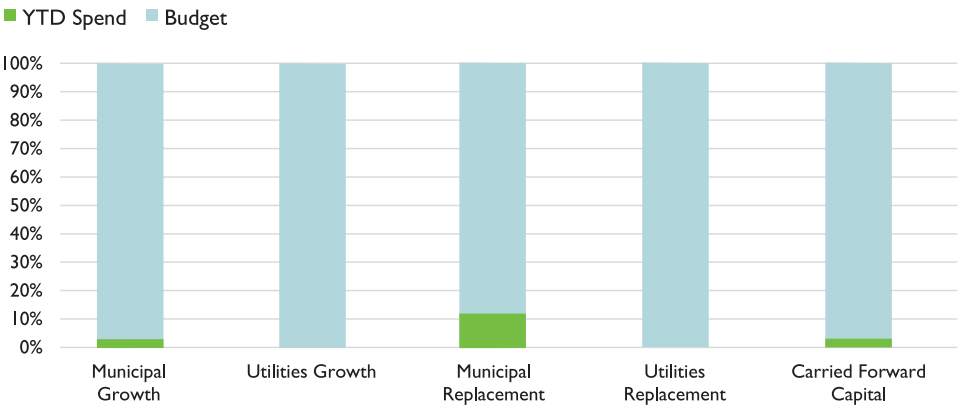
Financial Services

TOWN OF STONY PLAIN

Unconsolidated Statement of Operations

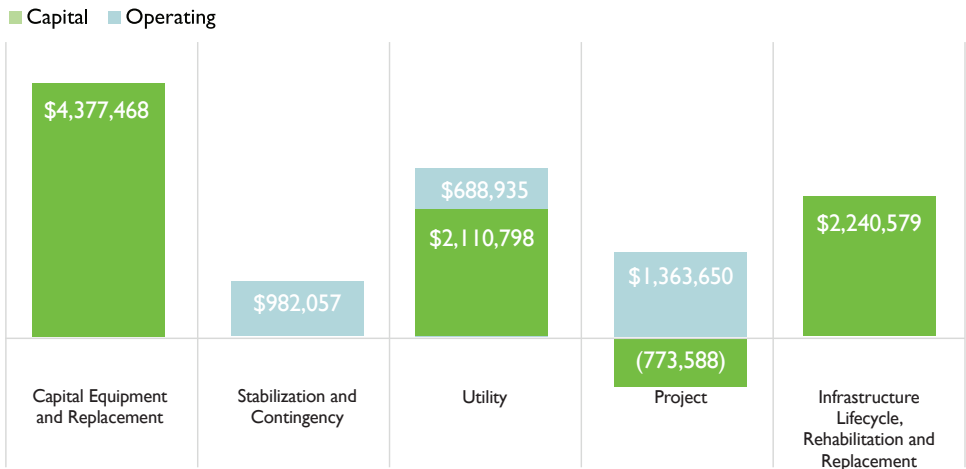
	Budget 2024	Actual 2024	Variance	%
Revenue				
Net taxes available for municipal purposes	\$ 22,063,668	\$ 26,533,740	\$ (4,470,072)	120%
Sales & user charges	17,626,309	9,029,824	8,596,485	51%
Franchise & concession contracts	3,958,200	1,840,347	2,117,853	46%
Government transfer for operating	3,303,421	739,091	2,564,330	22%
Developer contributions	616,244	-	616,244	0%
Fines	360,300	147,921	212,379	41%
License & permits	625,000	425,703	199,297	68%
Investment income	309,500	187,863	121,637	61%
Rentals	1,011,124	268,679	742,445	27%
Other	766,350	120,448	645,902	16%
Penalties & costs on taxes	253,000	104,771	148,229	41%
	<u>\$ 50,893,116</u>	<u>\$ 39,398,386</u>	<u>\$ 11,494,730</u>	<u>77%</u>
Expenses				
Recreation & culture	\$ 9,986,326	\$ 5,312,418	\$ 4,673,908	53%
Utilities	11,462,014	4,142,791	7,319,223	36%
Protective services	8,032,542	2,469,602	5,562,940	31%
General government	7,214,349	3,996,046	3,218,303	55%
Transportation	3,786,245	1,852,001	1,934,244	49%
Development	3,893,950	1,401,054	2,492,896	36%
Community & Social Development	1,131,209	477,904	653,305	42%
	<u>\$ 45,506,635</u>	<u>\$ 19,651,817</u>	<u>\$ 25,854,818</u>	<u>43%</u>
Annual Surplus / (Deficit) Before				
Other Revenue/(Expense)	<u>\$ 5,386,481</u>	<u>\$ 19,746,569</u>	<u>\$(14,360,088)</u>	
Transfers from reserves	1,390,808	483,639	907,169	
Transfers to reserves	(4,523,728)	(2,386,621)	(2,137,107)	
Debenture principal	(2,253,561)	(877,569)	(1,375,992)	
Operating Surplus/ (Deficit)	<u>\$ -</u>	<u>\$ 16,966,018</u>	<u>\$(16,966,018)</u>	

CAPITAL SPEND TO BUDGET



Capital spend to date equates to 1% as spending typically occurs in spring, summer and early fall.

2024 PROJECTED RESERVE BALANCES



Reserve balances at the end of 2024 are projected to be \$10,858,269 and are broken into categories as shown in the chart above.

DEBT LIMIT	Projected Dec 31, 2024		Dec 31, 2023
Municipal Debt Limits	\$	75,415,308	\$ 73,722,540
Outstanding Debt	\$	29,005,048	\$ 29,887,587
Total Debt Available	\$	46,410,260	\$ 43,834,953
Municipal Debt Service Limit	\$	12,569,218	\$ 12,287,090
Current Debt Service Level	\$	2,513,844	\$ 2,616,198
Service on Debt Limit Available	\$	10,055,374	\$ 6,970,892

The Town's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the *Municipal Government Act* (MGA), 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 stipulates the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. As at June 30, the Town's outstanding debt represented 38.5% of Municipal debt limits and 48.1% of the Town's internal debt limit.

HIGHLIGHTS

GRANTS

Grant Allocation for the Town of Stony Plain for the fiscal year 2024 are as follows:

Local Government Fiscal Framework (LGFF) Capital
\$2,190,817

Local Government Fiscal Framework (LGFF)
\$263,552

Housing Accelerator Fund (HAF)
\$1,296,617 (\$5,186,467 awarded)

Canada Day Federal Grant
\$5000

Building Safer Communities Grant
\$596,398 (Awarded)

Healthcare Excellence Canada - Enabling Aging in Place
\$15,000

Fortis Alberta - Emergency Preparedness Local Grant
\$1000

INVESTMENTS

The Town's investment portfolio consists of a combination of long-term and short-term maturities. As of June 30, the investments totaled \$13,163,162.43, compared to \$18,859,143 at the end of December 2023.

Investment fluctuation is due to timing of capital projects and expenditures.



[PLANNING & DEVELOPMENT]

Second quarter residential construction comprised of a total of 27 housing starts for a variety of low, medium, and high-density dwellings that had an estimated construction value of \$9.8 million.

There were no industrial permits issued in the second quarter. There were two commercial permits issued with an estimated construction value of \$2.2 million. Additionally, there were two “other” permits issued with an estimated construction value of \$44.2 million. These two notable permits include the Town of Stony Plain Public Works Administration Building and Community Recreation Facility.

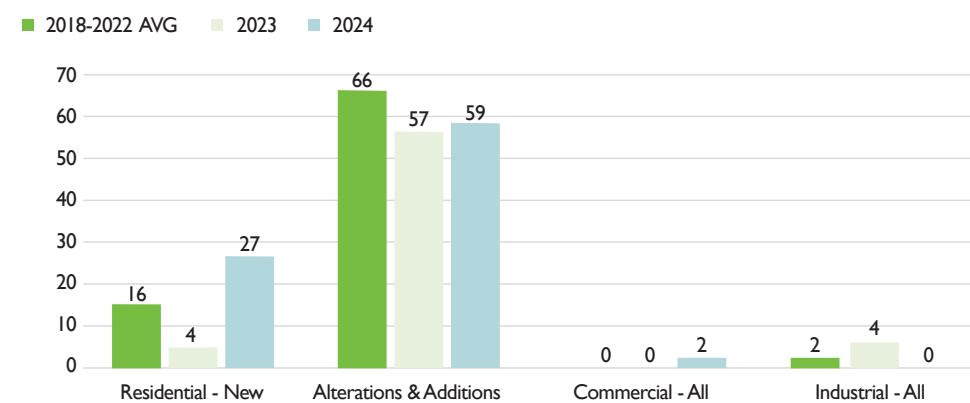
There were 59 permits issued for alterations and additions, including 47 residential improvements, seven commercial improvements, four industrial improvements, and one institutional permit with a combined estimated construction value of \$4.0 million.

There were 42 miscellaneous permits issued, including:

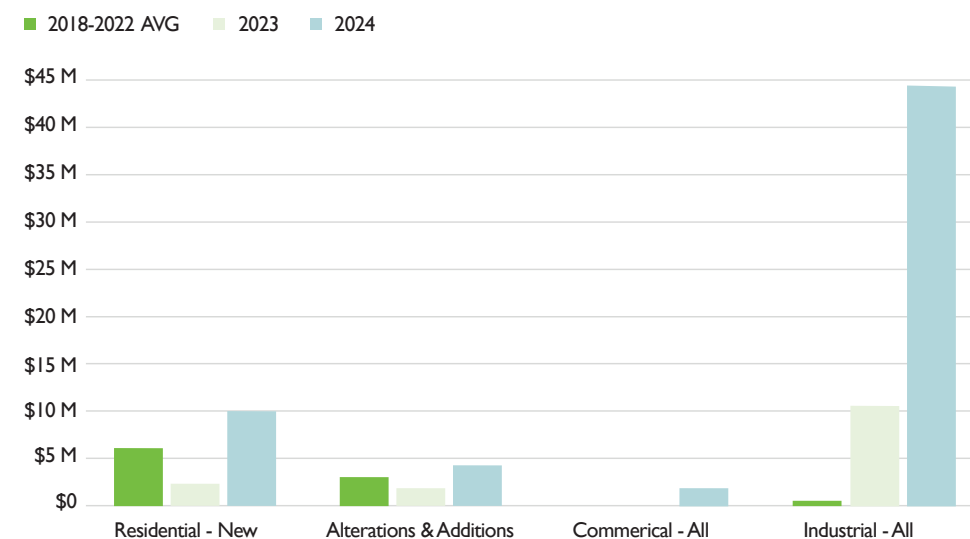
- 29 signs;
- 10 moves/demolitions, etc.; and
- 3 home occupations.

with a combined estimated construction value of \$640,000.

Q2 VOLUME OF BUILDING PERMITS BY TYPE



Q2 VALUE OF BUILDING PERMITS BY TYPE



[INFRASTRUCTURE ASSETS]



PUBLIC WORKS YARD: A HUB OF ACTIVITY

In the second quarter, the public works yard was a hive of activity. Following the annual Treasure Hunt, which welcomed 153 vehicles for Large-Item Drop-Off, the yard quickly transitioned into a construction site for the new Public Works Administration building. The new facility will feature added locker rooms, office spaces, training and meeting rooms.

UTILITY INFRASTRUCTURE UPGRADE

The Town's commitment to maintaining its utility infrastructure was evident with the installation of a new lift station in the North Business Park, replacing the older facility. Crews also flushed hydrants and sewer lines, ensuring that Stony Plain's utility systems remain in top condition.



ROAD CREW SPRING ACTIVITIES

As the snow melted in early Q2, the road crew shifted focus to street sweeping, pothole repairs, grading roads and alleys, and line painting to ensure the Town's roads are safe and well-maintained.





[PARKS & LEISURE SERVICES]

WELCOMING THE SEASON WITH EXPANDED SUPPORT

In the second quarter, Parks & Leisure Services welcomed seasonal staff to help maintain Stony Plain's green spaces, shrub beds, trees, and sports fields. The addition of these extra hands ensured the Town's natural beauty was well-cared for throughout the season. Focus in Q2 is placed on preparing the many outdoor sports facilities for the season of programmed activity and spontaneous use.

On June 3, the Horticulture and Arboriculture Level of Service was presented to Council, highlighting Parks & Leisure Service's commitment to maintaining a high standard of care.

SHURB BED REDUCTION & EXPANSION OF THE ADOPT-A-BARREL PROGRAM

Throughout the second quarter, Parks & Leisure Services continued its Shrub Bed Reduction Program, focusing efforts on the pathways in Silverstone and Westerra Pond. Meanwhile, the Adopt-a-Barrel program expanded beyond the downtown business area, now available to all businesses in Stony Plain, fostering a stronger community connection through beautification.

CONTAINER PLANTERS

To endorse environmental sustainability, Parks & Leisure Services placed 75 self-watering container planters throughout the community. Additionally, 112 hanging baskets were installed along main street and at Town facilities.



PITCH-IN WEEK

Pitch-In Week, running from April 13 to April 22, saw a notable increase in participation, with 32 groups, an increase from 26 in 2023, coming together to clean and preserve local greenspaces. This annual initiative provides a vital opportunity for residents, schools, and organizations to volunteer, promoting a cleaner and healthier Stony Plain.



QUARTERLY REPORT

FOR THE QUARTER ENDED JUNE 30, 2024

