



# QUARTERLY REPORT

FOR THE QUARTER ENDED SEPTEMBER 30, 2024







## TABLE OF CONTENTS

<b>OFFICE OF THE CAO .....</b>	<b>4</b>
Economic Development .....	4
Culture and Tourism .....	6
Corporate Communications .....	8
<b>COMMUNITY &amp; PROTECTIVE SERVICES .....</b>	<b>10</b>
Fire Department (SPFD) .....	10
Enforcement Services .....	12
Programs & Services .....	14
Golf Course .....	17
<b>COMMUNITY &amp; SOCIAL DEVELOPMENT .....</b>	<b>18</b>
Enhancing Inclusion & Diversity .....	18
Creating Healthy Relationships .....	19
Reducing Poverty .....	20
Promoting Mental Health & Wellness .....	21
Volunteer Services .....	22
Youth Services .....	23
<b>CORPORATE SERVICES .....</b>	<b>24</b>
Financial Services .....	24
<b>PLANNING &amp; INFRASTRUCTURE .....</b>	<b>26</b>
Planning & Development .....	26
Infrastructure Assets .....	27
Parks & Leisure Services .....	28



### Q3 HIGHLIGHTS

#### NEW BUSINESS ALERT!

The Town had representation at grand opening or reopening events for North Central Coop Cardlock Station and a re-location/ expansion opening event for the Petite Retreat Collective. 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](http://www.stonyplain.com/GrandOpening) at least two weeks in advance.

#### ECONOMIC LEADS

Edmonton Global shared one opportunity with Stony Plain this quarter. The Town was unable to pursue the opportunity due to current land availability.

#### DIGITAL ECONOMY PROGRAM

The Digital Economy Program concluded at the end of Q3. Congratulations and thank you to the Stony Plain businesses that participated in the program. Final participation figures for Stony Plain will be reported in the Q4 Report.

### 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](http://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		JULY	AUGUST	SEPTEMBER
Sends	Number of E-Newsletters sent out	577	579	580
Opens	Number of E-Newsletters opened	395	351	297
Open Rate	Rate of E-Newsletters opened	70%	62%	55%
Click Rate	Proportion of people who see a link in the newsletter and click on it to learn more	6.4%	4.8%	4.2%

#### ECONOMIC DEVELOPMENT MICROSITE

Hosting a wealth of economic development data, vacant properties, and other key information for prospective businesses, [www.StonyPlain.com/invest](http://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. Additionally, the site is advertised to audiences throughout the year to ensure Stony Plain’s value propositions reach businesses considering relocation and expansion opportunities.

MICROSITE ANALYTICS		Q1	Q2	Q3
Users		4600	3100	4000
Notable User Locations	Edmonton, Coffeyville, Calgary, Stony Plain, Spruce Grove, Ashburn, New York, Vancouver, and Houston			
Top Pages Visited	Business Directory, Agribusiness, Logistics and Professional Services, Homepage, Agribusiness, Manufacturing, Shopping, Dining, and Arts, Moving to Stony Plain, and Available Properties			

#### BUSINESS MILESTONES

This quarter, a new method for business milestones was implemented that ensures local businesses receive milestone recognition in five-year increments. The recognition includes a letter and certificate from the Mayor and Council, distributed by mail. Milestones were issued to businesses that celebrated a milestone between 2022 and 2024, encompassing 293 businesses. Going forward, milestones will be issued in the year they are celebrated.

#### Significant Milestone: Businesses with 50+ Years of Operation

Highlighting businesses that have operated for 50 years or more, showcasing their longstanding commitment and invaluable contributions to the community:

BUSINESSES WITH 50+ YEARS OF OPERATION	
2022	
Summers Drilling	105 years
Assinger Concrete	65 years
Gerald McGinn Drilling	55 years
West Parkland Gas Co-op	50 years
2023	
Servus Credit Union	55 years
Gerard Developments	80 years
2024	
Stony Plain Dry Cleaners	70 years
Parkland Cycle & Lawn	55 years
G O’s Ditching	50 years
Stony Plain Farmers’ Market	50 years





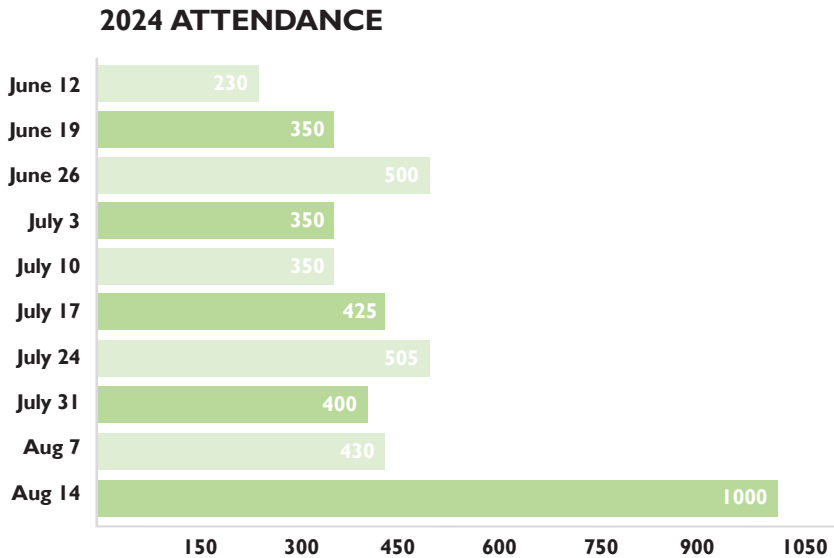


# [CULTURE AND TOURISM]



## SUMMER SESSIONS RECORD BREAKING ATTENDANCE

The 10th annual Summer Sessions concert series achieved its highest attendance to date, attracting nearly 5000 attendees across ten shows. July saw 2030 attendees, while August drew in 1430 people, including a record-breaking crowd of 1000 at the final performance, which also featured sold-out A-List Access seating. July’s performances included Payphones, Whale & the Wolf, Ollee Owens, The Red Cannons, and Shady Mavis, while August showcased Kaeley Jade and The Songwriters (Duane Steele, Jake Mathews, and Phillip White).



## CITIZENSHIP CEREMONY RETURNS TO STONY PLAIN

After a hiatus due to COVID-19, the Citizenship Ceremony returned to Stony Plain on July 9, hosted at Heritage Park. Organized in partnership with Immigration, Refugees, and Citizenship Canada, the event saw over 200 attendees witness 71 individuals from 27 different countries become new Canadians.

## ALBERTA CULTURE DAYS

Alberta Culture Days took place in Stony Plain on September 13 and 21, featuring events hosted by the Town of Stony Plain, Skydancer Indigenous Cultural Centre, Stony Plain Public Library, Red Brick Common, Stony Plain and Parkland Pioneer Museum, and the Parkland Potter’s Guild. Highlights included a Storytelling Festival, Tipi Teachings, Harvest Festival, Horse and Wagon Mural Tours, Filipino Canadian Heritage Dance, pottery studio open house, poetry reading, an art gallery exhibit opening, and the Taste of Downtown.



## MIDSUMMER THURSDAYS

The July Midsummer Thursdays event in downtown Stony Plain saw 2000 attendees, a lower turnout than anticipated due to extreme heat and wildfire smoke affecting air quality. The final Midsummer Thursdays event of the season took place on August 15, attracting 3500 attendees and featuring over 50 vendors. In addition to face painting, a balloon artist, a magician, roving mascots, and main stage performances, a petting zoo was added and was well received by attendees. A feedback survey has been released to gather input from business owners and the public on possible additions or changes for future events.

## HORSE & WAGON MURAL TOURS CONTINUE TO THRIVE

The annual Horse and Wagon Mural Tours, which have operated for over a decade, took place in partnership with Red Brick Common. All four tours—two held in July and two in August—were sold out. Additionally, the Town continued its partnership with Red Brick Common, serving as a satellite art gallery location in the Town Office lobby. A new exhibit titled “Who Lives Here? Greeting the Powerful Faces of the Inner Self” by Adele Duguay was installed in July.





Q3 HIGHLIGHTS

PROJECTS COMMUNICATED/  
PROMOTED IN Q3

- Alberta Culture Days
- Annual Report
- Back to School
- Bridge Construction
- Call for Art – Banner Strategy
- Casual Firefighter Recruitment
- Citizens at Large Board Recruitment
- Citizenship Ceremony
- Concession Lease Agreement Bid Invitation
- Council Highlights
- Dementia Connections
- Drive for Change
- Gather & Grow Day
- Housing Accelerator Fund (HAF)
- Joint Trail Connection Construction
- Joint Trail Connection Grand Opening & Ribbon Cutting Event
- Meridian Heights Reservoir Construction
- Midsummer Thursdays
- National Day For Truth and Reconciliation
- National Indigenous Peoples Day
- Neighbourhood Connect
- Outdoor Movie
- Poverty Datawalk
- Public Works Building Construction
- Q2 Quarterly Report
- Shikaoi Exchange
- Shred & Go
- Stony Plain Youth Centre 20th Anniversary

CORPORATE COMMUNICATIONS



JOINT TRAIL CONNECTION

In Q3 2024, Corporate Communications supported the Joint Trail Connection project, a collaboration between Stony Plain and Spruce Grove to enhance community connectivity. A joint news release on June 4 announced the final phase of construction. Once construction was complete, Communications promoted the grand opening on September 16, through a social media campaign and joint release. The final construction update post, announcing paving completion, was the top performing post in Q3, reaching 40,264 people organically and receiving 338 reactions. A post-event campaign promoting the completed trail continues into Q4, encouraging residents to explore the new pathway.

WEBPAGE ANALYTICS

TOP 10 WEB PAGES	PAGE VIEWS
Town of Stony Plain Home Page	16,499
Careers with the Town	12,344
Summer Sessions	9463
Midsummer Thursdays	7397
Stony Plain Fire Department	3833
Canada Day	3295
Newsroom	2882
Sports Facilities	2855
Garbage, Organics & Recycling	2289
Utilities	2066

**TOTAL WEBSITE PAGE VIEWS: 167,048** (-57,457 compared to previous quarter)  
**NEWSROOM SUBSCRIBERS: 615** (+2 compared to previous quarter)

SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST



FACEBOOK	
Engagement	418
Reach	40,264
Reactions	338
Shares	43

\* Instagram analytics are not available for this post, as it was published as a construction update on Facebook and X.

TOP PERFORMING VIDEO



FACEBOOK	
Engagement	65
Reach	3880
Reactions	50
Shares	11
INSTAGRAM	
Engagement	91
Reach	1362
Reactions	78
Shares	10
YOUTUBE	
Views	61
Average Time	35s
Traffic Source	12 from external
Likes	-

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

Q3 HIGHLIGHTS

continued

- Suicide Awareness Week
- Summer Sessions/ Midsummer Thursdays Survey
- Tri-Region Mayors’ Golf Classic
- Volunteer Opportunity and Enhancing Awareness
- Youth Day

RESPONSIVE  
COMMUNICATIONS IN Q3

- Chief Administrative Officer (CAO) Receives Dedicated CAO Award for Leadership and Community Impact
- CN Rail Crossing Construction
- Jasper Wildfire
- New Fire Chief: Jason Nesbitt
- Parkland Foodbank Corporate Challenge
- Passing of Parkland Country Councillor Allan Hoefsloot

AUDIENCE  
GROWTH

(Compared to previous quarter)

f	13,528	+170
X	5994	+4
@	5209	+101
in	3043	+89
▶	516	+15





### BACK TO SCHOOL SAFETY

The Stony Plain Fire Department (SPFD), in collaboration with Community Peace Officers, conducted visits to school zones and crosswalks during the first week of the back-to-school season. These actions served as reminders to drivers that school is now in session, emphasizing crosswalk safety for students. Positive feedback was received from both parents and students, while drivers expressed their approval with enthusiastic thumbs up.

### FUNDRAISING

The Fire Department concluded its annual Muscular Dystrophy fundraising efforts with Midsummer Thursdays in August. The 2024 fundraising drive has raised over \$10,000 for Muscular Dystrophy and provided additional engagement opportunities with residents.

Additionally, the Fire Department partnered with Safeway to raise money for the Stollery Children's Hospital.

### TRAINING UPDATE

Six recruits successfully completed the National Fire Protection Association Professional Firefighting Standard 1001 Level I exam and practical evaluations, demonstrating their readiness to be valuable assets to the Department.

### ANNUAL CASUAL FIREFIGHTER RECRUITMENT

In Q3, the SPFD launched the annual Casual Firefighter Recruitment campaign. The campaign welcomes applicants without the need for prior training or experience, underlining a commitment to comprehensive training aligned with national standards. The Department seeks individuals, aged 18 or older, and holding a valid Class 5 Alberta driver's license. Successful applicants will begin onboarding in Q4.

### Q3 RESPONSE BREAKDOWN

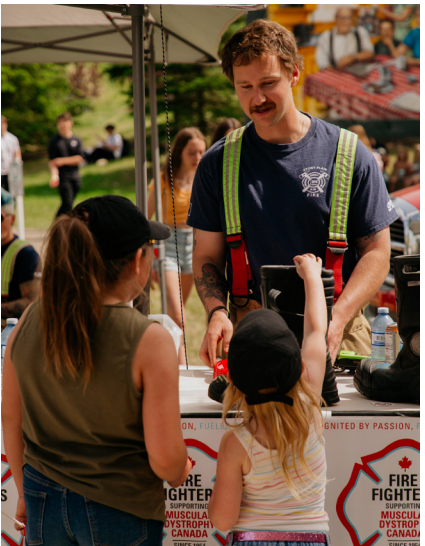
RESPONSE TYPE	STONY PLAIN		PARKLAND COUNTY	
	2023	2024	2023	2024
Structure Fires	6	2	8	5
Vehicle Fires	0	2	10	5
Wildland/Outside Fires	4	7	9	15
*Medical Assists	22	11	12	8
**Medical Fire Response	-	3	-	6
Alarms	63	38	9	21
Motor Vehicle Collision	4	10	17	15
Mutual Aid	5	2	3	3
Citizen Assists	3	0	2	0
Utility (Power/Gas)	5	1	2	1
<b>TOTAL</b>	<b>112</b>	<b>75</b>	<b>72</b>	<b>79</b>

- \* 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	290
Parkland County	294	211
<b>TOTAL</b>	<b>736</b>	<b>501*</b>

\* Year to Date

Q3 FAST FACTS	
Firefighting Hours	6275
Training Hours	8640





[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the third quarter, Community Peace Officers (CPOs) issued 316 warnings and 182 violation tickets. The most frequent offences CPOs encountered this quarter were:

- Speeding ..... 40 violations & 57 warnings
- Unregistered Vehicle.....26 violations & 124 warnings
- Distracted Driving .....21 violations & 15 warnings

INCIDENTS

Peace Officers responded to 556 incidents this quarter, an increase from 499 incidents during the third quarter of 2023. Of those incidents, 59 were proactively generated by an Officer. The three most frequent incidents were:

- Parking Complaints ..... 82 incidents
- Speed Operations..... 47 incidents
- Cats at Large ..... 38 incidents



COMMUNITY INVOLVEMENT

- During the third quarter, Stony Plain Community Peace Officers were active in the community:
- Welcomed new Officers to the team with Senior Officers providing training and development to the new members
  - Assisted Fire Services with motor vehicle collisions as well as a natural gas leak in Willow Park
  - Facilitated ride along tours with potential hiring candidates and officers from external agencies
  - Traffic control assistance was provided for the Rotary Run for Life, Terry Fox Run, the Great White North Triathlon, and funeral processions
  - Foot patrol was provided for Summer Sessions, Midsummer Thursdays, Cultural Campfires, and Youth Day
  - Participated in Emergency Vehicle Operations and Scene Hazard Training

ENGAGEMENT	
Community Service	36
Foot Patrol	7
Joint Force Operation	1
Memorandum of Understanding	6
Training	3
Focused Vehicle Patrol	9
TOTAL	62

ANIMAL INCIDENTS	
Animal Protection Act	11
Barking Complaints	18
Cats at Large	38
Defecation	6
Dog Aggression	5
Dogs at Large	29
Feeding Wild Animals	2
Interference with Animals	1
Unlicensed	1
TOTAL	111

VIOLATIONS	
Trespass	3
Parking	14
Occupant Restraint	1
Licence Plate	7
Gaming, Liquor, and Cannabis	2
Environmental Protection	1
Equipment	1
Driving	107
Document	44
Community Standards	1
Animal Control	1
TOTAL	182

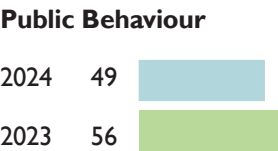
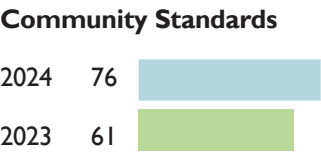
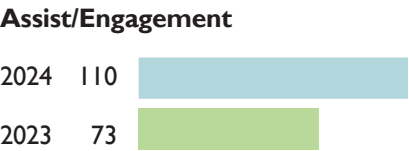
ASSISTS	
Assist Fire	5
Assist Public Works or Planning Department	7
Assist Outside Agency	5
Assist RCMP	31
TOTAL	48

TRAFFIC INCIDENTS	
Distracted Driver	1
Driving Complaints	16
Laser/Radar Speed Enforcement	47
Parking Complaint	82
Red Light Enforcement Operation	1
Special Event Permits	4
Stop Sign Enforcement Operation	20
Suspended Driver	2
Obstruction/Debris on Roadway/Sidewalk	16
Off Highway Vehicle	3
Unattached Trailers	8
Uninsured Motor Vehicle	10
TOTAL	210

COMMUNITY STANDARDS INCIDENTS	
Vandalism	8
Unsightly/Nuisance Property	25
Shipping Container	1
Notice of Entry	2
Noise Complaint	11
Municipal Government Act Order	10
Long Grass/Weeds	13
Graffiti	2
Fighting/Disturbance in Public	4
TOTAL	76

PUBLIC BEHAVIOUR INCIDENTS	
Utility Bylaw	2
Trespass to Premise Act	7
Tobacco & Smoking Reduction Act	1
Public Tree Bylaw	1
Petty Trespass Act	17
Land Use Bylaw	3
Garbage Collection & Disposal Bylaw	2
Gaming Liquor & Cannabis Act	2
Fire Services Bylaw	1
Environment Protection Act	3
Cannabis Consumption Bylaw	6
Business Licence Bylaw	4
TOTAL	49

Q3 INCIDENT SUMMARY AND COMPARISON







## [PROGRAMS AND SERVICES]



### CANADA DAY

This year's Canada Day celebration was well supported by the community, attracting a record-breaking attendance of over 3000 people. The event featured a diverse array of live entertainment, family-friendly activities, and cultural displays. Beloved attractions returned, including a traditional Dragon Dance, a Royal Canadian Air Force flyover, Stony Plain & Parkland Pioneer Museum train rides, and a foam pit dance party.

New highlights included pony rides, a Ninja Warrior obstacle course, a henna tattoo artist, maple taffy sticks, and an interactive hula hoop demonstration. Special thanks to the Parkland Food Bank and Stony Plain Youth Centre for running the fan-favorite Dunk Tank, which raised \$838 in donations and over 30 pounds of food.



### OUTDOOR MOVIE

The annual Outdoor Movie drew a crowd of over 1500 people to Heritage Park in August. Due to inclement weather, the event was moved indoors at the last minute, which affected this year's initial attendance. Families and friends were thrilled to enjoy live performances by Barbie and Ken, take pictures at the Barbie photo backdrop, and participate in fun crafts and a colouring contest with prizes. The evening buzzed with laughter and creativity, with the Stony Plain Youth Centre providing delicious concession options.



### GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena was closed for the summer while lighting was upgraded to LED. The ice surface was restored and ready for use on August 26. In the third quarter, the facility recorded a total of 323 usage hours, including 244 hours for hockey, six hours for ringette, and 12 hours for the skating club. Free public skating is sponsored by Fix It Right Plumbing and Heating. It runs from September to March annually, with five time slots available each week, including a Parent-Tot Skate.

### OUTDOOR POOL & SPRAY PARK

Weather conditions allowed the Stony Plain Outdoor Pool and Rotary Spray Park to remain open and welcoming until September 22. The Outdoor Pool hosted a variety of activities, including swimming lessons, public swimming, swim club usage, and private rentals. Public swimming sessions on Sundays were sponsored by West Parkland Gas Co-op.

FACILITY HOURS	Q3 2023	Q3 2024
Scheduled Fields	114	154
Scheduled Diamonds	497	562
Glenn Hall Centennial Arena	618	323
Community Centre	139	145
Heritage Park – Spruce Grove Hall	255	282
Heritage Park – Parkland Hall & Lions Den	362	415
Heritage Park – Pavilion	326	528
Heritage Park – Outdoor Spaces	468	688





### Q3 HIGHLIGHTS

**ATS SOCIAL TRIPS**  
A few social trips were added to the schedule in Q3, including visits to the University of Alberta Botanical Gardens, Midsummer Thursday in Stony Plain, and the River Cree Casino.

**COMMUNITY SUPPORT**  
In August, ATS drivers provided assistance to residents traveling to and from downtown festivities, such as Midsummer Thursday, Cultural Campfires, and the Outdoor Movie Night.

**NEW ATS CLIENTS!**  
This quarter, over 70 new clients were added to the service, with general feedback being overwhelmingly positive. New clients expressed their gratitude for the support and convenience this service provides.

### ON-DEMAND TRANSIT

The regional on-demand system is a partnership between the Town of Stony Plain, 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		2023	2024
July	1501	2411	Stony Plain/Spruce Grove/Parkland County		
August	1655	2078	July	4256	4971
September	1754	2168	August	4568	4694
TOTAL RIDERS	4910	6657	September	4248	4655
			TOTAL RIDERS	13,072	14,320

### 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	
	2023	2024	2023	2024	2023	2024	2023	2024
July	193	182	212	194	23	19	9	6
August	176	166	192	173	34	13	6	8
September	184	151	195	175	24	22	1	20
TOTAL	553	499	599	542	81	54	16	34

RIDER RESIDENCY LOCATION STATISTICS						
	Spruce Grove		Stony Plain		Parkland County	
	2023	2024	2023	2024	2023	2024
July	231	208	225	247	22	9
August	199	230	250	247	24	10
September	189	208	222	228	15	8
TOTAL	619	646	697	722	61	27

DRIVER HOURS			KILOMETRES TRAVELLED		
	2023	2024		2023	2024
July	745	722	July	14,773	17,347
August	618	710	August	15,417	14,718
September	603	693	September	14,543	13,570
TOTAL	1966	2125	TOTAL	44,733	45,635

### GOLF COURSE

The Stony Plain Golf Course experienced another outstanding summer with minimal weather disruptions. Exceptional course conditions kept tee sheets fully booked with a mix of season pass holders and returning public players.

From opening day through September 30, the course faced 12 days of closure, with only two occurring in the third quarter. Year-to-date, 30,712 rounds were played—1121 fewer than in 2023, largely due to less favourable weather conditions in the second quarter.

All leagues concluded by early September, with increased participation and successful season wind-up events. The Ladies League grew from 80 to over 110 participants, thanks in part to the introduction of a summer league, while the Men’s League reached its expanded capacity of 72 players, up from 64 last season.

Retail sales continued to rise, driven by custom club-fitting services, which gained momentum through the third quarter.

The third quarter also saw major external events, including tournaments hosted by Stony Plain Minor Hockey, The Mayor’s Challenge, Edmonton Korean Golfers Association, NASA Ladies and Men’s, and the PGA of Alberta Championship.





## Q3 UPDATES

### NEIGHBOURHOOD CONNECT

The Neighbourhood Connect initiative continues to grow, with 22 registered Neighbourhood Connectors actively fostering connections in the community—an increase of two from the previous quarter. This quarter saw three neighbourhood connection events, bringing together 127 Stony Plain residents. Participants shared that they felt more connected to their neighbours as a result of the events.

### DEMENTIA CONNECTIONS

In the third quarter, Dementia Connections assisted several residents with dementia to navigate and connect to dementia-focused services. It also provided support to care partners and increased general awareness in the region about the importance of being dementia friendly.

### COMMUNITY AND SOCIAL DEVELOPMENT ROUNDTABLE

The Stony Plain Community and Social Development Roundtable convened in September to learn about the new Building Safer Communities project. They met with the project lead, were provided with project objectives, and offered insights.

## [ENHANCING INCLUSION AND DIVERSITY]

### CULTURAL CAMPFIRE SERIES

This summer, eight dedicated volunteers supported the Cultural Campfire series, fostering community engagement and cultural exchange. The series successfully connected with 222 households, doubling last year's engagement of 111 households. Stories from a diverse range of cultures were shared, including Indigenous, Filipino, Chinese, Ukrainian, Inuit, and a Newcomer's Showcase, highlighting the rich cultural diversity within the community.

### GATHER & GROW DAY

Hosted on September 21, Gather and Grow Day combined the annual Neighbours' Day and Arbour Day, which were first held together in 2023. The day featured beloved activities from both celebrations, offering residents an opportunity to reconnect with friends, meet new neighbours, and contribute to a greener Stony Plain through tree planting. Attendance grew to 112 participants, up from 70 in 2023. Of those surveyed, 100% reported feeling a stronger sense of belonging as a result of the event.



### NATIONAL DAY FOR TRUTH & RECONCILIATION

Stony Plain remains committed to reconciliation, ensuring the tragic history and legacy of residential schools are never forgotten. The National Day for Truth and Reconciliation is an opportunity for the community to come together, learn, and heal. This year's commemorative event saw approximately 347 residents attend, up from 200 in 2023. The event featured a speech by Elder Philip Campiou, a performance of the Honour Song, survivor stories, drumming and dancing demonstrations hosted by Kokums Klost, a memorial song, and a feast. The event was supported by seven community partners, thirteen volunteers, two Elders, and four drummers.

### BUILDING SAFER COMMUNITIES PROJECT

In this quarter, the Building Safer Communities project was launched. This project aims to support youth and young adults aged 11 to 29 with resource navigation and capacity building. Activities completed include recruitment, orientation and training of Community Connectors. An information session with 211 was completed with 12 participants from different community agencies to raise awareness of available services. The team is working to develop programs to address life skills and mentorship.

## [CREATING HEALTHY RELATIONSHIPS]



### TRI-REGION SENIORCONNECT

In this quarter, 44 certificates were completed by seven new TriRegion SeniorConnectors, marking an increase from the second quarter, which saw 18 certificates completed by five new participants. TriRegion SeniorConnect is a free online training program designed to empower residents to respond effectively to seniors in need. The program offers seven modules covering topics such as caregiver burnout, dementia, delirium and depression, elder abuse, addictions, diversity, and ageism. To date, 218 individuals have completed a total of 495 SeniorConnect certificates.

### FINDING OUR VOICES

A seven-week self-esteem and effective communication peer-support group was launched this quarter. The program is designed to help participants develop greater self-respect, belief in their abilities, and confidence in expressing their ideas and feelings with others. This initiative is a partnership between the Town of Stony Plain, City of Spruce Grove, Parkland County, and Sagesse.

### PARTICIPANT QUOTES

*"We met a new family that moved in, they loved our event and feel like they will take a planning role next year. The husband works away and I was able to offer my number if she ever needs help. Our neighbours ate together, everyone participated in games and had a good time."*

— Community Member referencing Neighbourhood Connect

*"Watching children be moved by the drumming and dancing freely at the back of the room. I cried watching and thinking about so many little ones stripped of that joy, their families and any source of love. Here we stand together- with a platform, an audience and unwavering support to allow healing and the reclaiming of what was stolen."*

— Attendee at National Day of Truth and Reconciliation Event







## [REDUCING POVERTY]

### POVERTY WALK

This quarter, with the help of a team of community residents, a poverty data walk was held in Stony Plain. Five key data points were displayed at eight public locations across town, including Main Street, community parks, and the dog park. The walk aimed to engage and empower residents to explore the complex issue of poverty within the community. It attracted 73 participants who shared 209 feelings and 271 suggestions based on the data.

Reactions to the data included sadness, disgust, anger, fear, and surprise. Of those surveyed, 65% felt they gained a better understanding of poverty in Stony Plain. While 47% of respondents felt financially secure, the remaining responses were evenly split between feeling financially insecure, being unsure of their situation, or preferring not to answer.

When asked about personal actions, 24% of respondents were unsure or felt there was little they could do. However, suggestions such as helping others when possible and advocating for change were top recommendations. As for community actions, respondents emphasized the need for more affordable housing and stronger support for service organizations.



### LOW INCOME TRANSIT PROGRAM

In partnership with the City of Spruce Grove, the Town of Stony Plain brought subsidized transit passes to residents this summer. Low-income residents and newcomers to Canada were able to access this support through the Town website at [www.stonyplain.com/transit](http://www.stonyplain.com/transit).

### REGIONAL HOUSING PROGRAM

Through the Regional Housing Program, a partnership with the City of Spruce Grove, supported by the Government of Canada's Reaching Home: Canada's Homelessness Strategy, and administered by the Rural Development Network for Rural and Remote Alberta, six housing insecure residents of Stony Plain were assisted to become more stable in their housing.

## [PROMOTING MENTAL HEALTH & WELLNESS]

### DRIVE FOR CHANGE

In July, the second annual Drive for Change event was hosted to raise awareness about men's mental wellness and suicide prevention. The event, organized in collaboration with men's mental health advocates, community partners, and individuals with lived experience, provided 22 community members (up from 20 in 2023) with the opportunity to take part in a disc golf tournament and learn about available resources in the community.

*One father and son (~11 years old) approached to thank us for the event. It was the first time that they played disc golf, and is something that they will do again. The father mentioned that he appreciated the mental health aspect as it opened up conversation between him and his son.*

### WALK FOR WELLNESS

The Walk for Wellness program aimed to promote mental well-being and physical health through community walks and engaging discussions on important mental health topics. It was facilitated by psychological interns and encouraged 13 participants to learn strategies related to mental well-being, share their thoughts and experiences, and connect with others. Each session focused on a specific topic, including self-compassion, mindfulness, and setting boundaries. Of those surveyed, 86% felt they have more tools to support their mental health because of the program.

### FIRST RESPONDER MENTAL HEALTH TRAINING

The Working Minds First Responders training focuses on improving performance and long-term mental health by reducing barriers to care and promoting early access. It equips participants with tools to manage mental health and support colleagues. This quarter, 14 first responders from fire departments, healthcare, policing, municipalities, and First Nations attended.

### CHALK THE WALK AND HAVE THE TALK

Chalk the Walk and Have the Talk was a weeklong campaign in September, encouraging individuals to blanket the community with messages and images of hope, resilience, and inspiration to increase awareness of the importance of mental wellness and suicide prevention. Participants across the Tri-Municipal Region had the opportunity to submit photo entries of their chalk art to win a prize. Two entries were submitted – one from Spruce Grove and one from Stony Plain. Both participants won a gift certificate.

*"It's good to put happy positive things in people's heads."*

— Youth Participant

### GUIDED FOREST BATHING FOR SUICIDE AWARENESS

Forest therapy, inspired by the practice of Shinrin Yoku (forest bathing), promotes slowing down and connecting with your senses, yourself, and your surroundings. Research shows it reduces stress, improves mood, cognition, and boosts cardiovascular and immune health. As part of Suicide Awareness Week, four individuals attended a forest therapy session at Chickakoo Lake Recreation Area, gaining new insights into managing their mental health.

## Q3 UPDATES

### SUPPORT GROUPS

In the third quarter, 25 individuals (up from 19 in the previous quarter) 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 third quarter, six individuals participated in the Community Helpers Program. This program provides support, training, and resources for youth to help improve mental wellness and 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]

### ENHANCING AWARENESS

The primary goal for Volunteer Services this year is to elevate its visibility in the community and encourage greater participation in volunteerism and civic engagement. In September 2024, a refreshed communications plan for the “Anyone Can Volunteer” campaign was launched. Volunteer Services information and opportunities for civic engagement were also showcased to residents during the Tri-Regional Fall Information Fair on August 22.



### OPPORTUNITIES THROUGH BETTER IMPACT

Volunteer Services encourages residents to explore volunteer opportunities through Better Impact, an online platform where local organizations post available roles. In the third quarter, 33 new residents registered on Better Impact, joining 43 from the previous quarter, bringing the total number of new accounts in 2024 to 154. Currently, 129 volunteer opportunities are available from various local organizations, up from 124 last quarter. Town of Stony Plain programs were supported by 77 active volunteers this quarter (up from 66 in Q2), who generously contributed their time, skills, and expertise to ensure program success.



### CAPACITY BUILDING

A special public participation session was convened in July 2024 with several organizational leaders of volunteers gathering to share successes, enhance collaboration, discuss challenges, and share resources. Further sessions are planned on a quarterly basis to strengthen working relationships for community agencies.

## [YOUTH SERVICES]



### YOUTH DAY

Celebrating the 20th anniversary of the Stony Plain Youth Centre, the Stony Plain Youth Advisory initiative hosted a special event that was planned by-youth-for-youth. This special block party included a bouncy house, free food, and public art projects. Youth emceed the event and provided DJ services to keep the music playing.

This event saw 74 individuals participate in the Youth Day block party (up from 50 in 2023). Special guests included representatives from Council, Stony Plain Public Library, Youth Centre alumni, as well as members of the community. Event highlights are available @ TownofStonyPlain.

### EMPOWERING YOUTH THROUGH YOUTH CENTRE PROGRAMS

This quarter, Stony Plain Youth Centre programs continued to empower local youth through a range of initiatives focused on building resilience, community connection, and personal growth.

The Sports in the Park program encouraged 17 youth to explore various neighbourhood parks, with nine of 10 surveyed participants expressing a stronger sense of belonging in their community. Similarly, the Gear Program saw nine youth gaining hands-on experience in bike repair, teamwork, and problem-solving, with 80% reporting increased hope for their future and all feeling supported by the Town.

In fostering inclusion, the newly launched SAGA (Sexuality and Gender Alliance) created a safe, supportive environment for LGBTQIA+ youth, providing space for 10 participants to plan events, access resources, and build community. Additionally, the Stony Plain Youth Advisory Team (SPYT) enabled 20 youth to actively contribute to planning local events and programs, ensuring their voices shaped initiatives like Youth Day and Summer Trips.

### SUMMER TRIPS

During the summer, 87 youth (up from 45 in 2023) participated in weekly field trips across the greater Edmonton region, engaging in recreational activities like Launch Pad, Laser Tag, Clip and Climb, as well as local spots such as Whole Scoop, the Stony Plain Outdoor Pool, and the Tri-Leisure Centre. These trips, offered at reduced costs with transportation included, aimed to increase accessibility and foster connection among participants. Of the 22 surveyed, 16 youth reported feeling a stronger sense of belonging after attending.





## Variance Analysis

### 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.

#### INVESTMENT INCOME

Variance due to higher interest rate and timing of cash output than projected.

#### LICENCE & PERMITS

Increase in permit revenues during summer months for construction.

#### OTHER

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

#### PENALTIES & COSTS ON TAXES

Timing of penalties. Most tax penalties are issued in Q2.

### EXPENSES

#### PROTECTIVE SERVICES

RCMP invoice for Q3 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.

#### COMMUNITY & SOCIAL DEVELOPMENT

Timing of project expenses.

## Financial Services

### TOWN OF STONY PLAIN

#### Unconsolidated Statement of Operations

	Budget 2024	Actual 2024	Variance	%
<b>Revenue</b>				
Net taxes available for municipal purposes	\$ 22,063,668	\$ 26,157,247	\$ (4,093,579)	119%
Sales & user charges	17,626,309	12,730,420	4,895,889	72%
Franchise & concession contracts	3,958,200	2,772,751	1,185,449	70%
Government transfer for operating	3,303,421	1,223,548	2,079,873	37%
Developer contributions	616,244	-	616,244	0%
Fines	360,300	304,220	56,080	84%
License & permits	625,000	620,718	4,282	99%
Investment income	309,500	339,033	(29,533)	110%
Rentals	1,011,124	424,433	586,691	42%
Other	766,350	389,018	377,332	51%
Penalties & costs on taxes	253,000	243,733	9,267	96%
	<u>\$ 50,893,116</u>	<u>\$ 45,205,122</u>	<u>\$ 5,687,994</u>	<u>89%</u>

#### Expenses

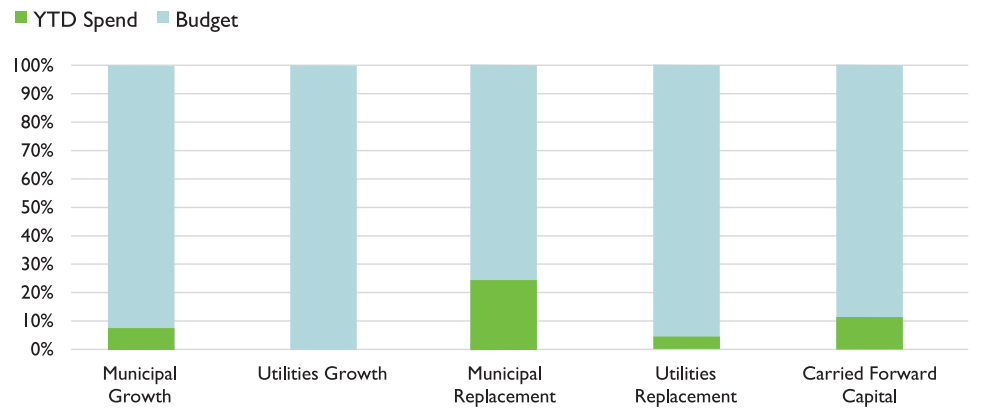
Recreation & culture	\$ 9,986,326	\$ 7,490,849	\$ 2,495,477	75%
Utilities	11,462,014	6,804,468	4,657,546	59%
Protective services	8,032,542	4,125,302	3,907,240	51%
General government	7,214,349	6,172,980	1,041,369	86%
Transportation	3,786,245	2,802,411	983,834	74%
Development	3,893,950	2,181,273	1,712,677	56%
Community & Social Development	1,131,209	707,539	423,670	63%
	<u>\$ 45,506,635</u>	<u>\$ 30,284,820</u>	<u>\$ 15,221,815</u>	<u>67%</u>

#### Annual Surplus / (Deficit) Before

Other Revenue/(Expense)	\$ 5,386,481	\$ 14,920,302	\$ (9,533,821)
Transfers from reserves	1,390,808	\$ 838,486	\$552,322
Transfers to reserves	(4,523,728)	\$ (2,447,770)	\$ (2,075,958)
Debenture principal	(2,253,561)	\$ (1,374,042)	\$(879,519)
<b>Operating Surplus/ (Deficit)</b>	<b>\$ -</b>	<b>\$ 11,936,975</b>	<b>\$(11,936,975)</b>

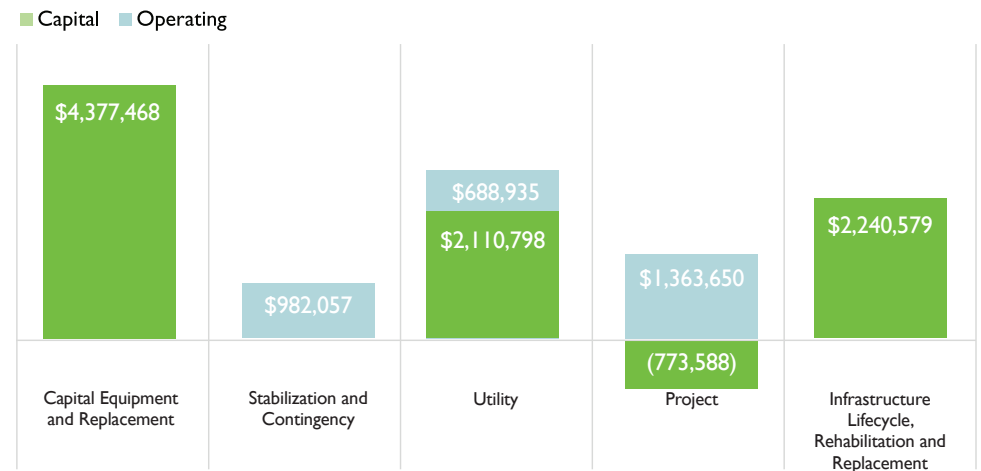
Variances are reported for any areas where the Actuals to Budget differ by more than 10% from expected levels. For Q3, this will include variances below 65% and above 85%.

### CAPITAL SPEND TO BUDGET



Capital spend to date equates to 12%. Larger capital project spend occurs in the 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	\$	28,513,545	\$ 29,887,587
<b>Total Debt Available</b>	<b>\$</b>	<b>46,901,763</b>	<b>\$ 43,834,953</b>
<b>Municipal Debt Service Limit</b>	<b>\$</b>	<b>12,569,218</b>	<b>\$ 12,287,090</b>
Current Debt Service Level	\$	2,513,844	\$ 2,616,198
<b>Service on Debt Limit Available</b>	<b>\$</b>	<b>10,055,374</b>	<b>\$ 6,970,892</b>

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 September 30, the Town's outstanding debt represented 37.8% of Municipal debt limits and 47.3% 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) Operating**  
\$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

**Canada Summer Jobs Program**  
\$56,400

### INVESTMENTS

The Town's investment portfolio consists of a combination of long-term and short-term maturities. As of September 30, the investments totaled \$119,982,994 compared to \$18,859,143 at the end of December 2023.

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





## [PLANNING & DEVELOPMENT]

Third quarter residential construction comprised of a total of 25 housing starts with an estimated construction value of \$9.4 million.

There was one commercial permit issued in the third quarter with an estimated construction value of \$13 million. Additionally, there were three industrial permits issued in the third quarter with an estimated construction value of \$240 thousand.

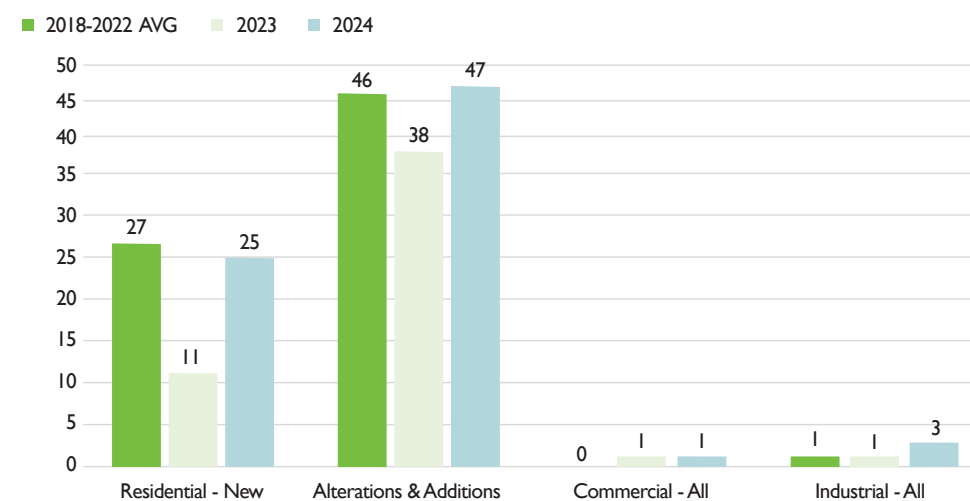
There were 58 permits issued for alterations and additions, including 47 residential improvements, eight commercial improvements, two industrial improvements, and one institutional permit with a combined estimated construction value of \$1.9 million.

There were 20 miscellaneous permits issued, including:

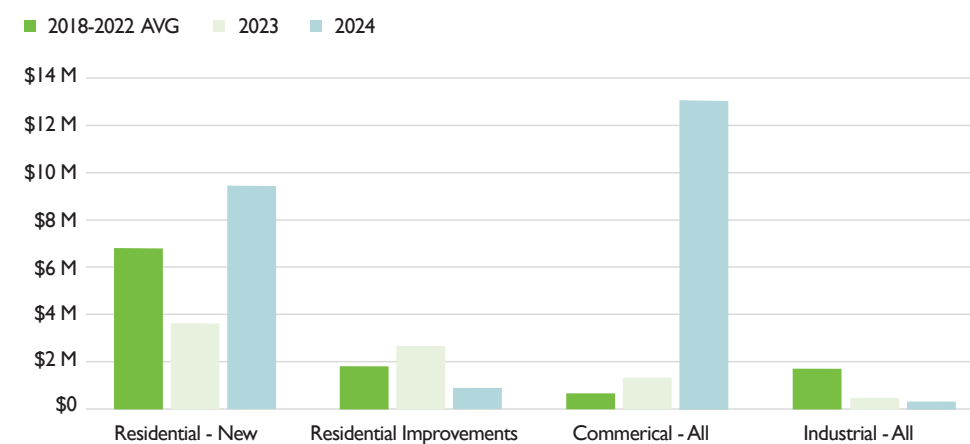
- 13 signs;
- 3 moves/demolitions, etc.; and
- 3 home occupations.

with a combined estimated construction value of \$77,000.

### Q3 VOLUME OF BUILDING PERMITS BY TYPE



### Q3 VALUE OF BUILDING PERMITS BY TYPE



## [INFRASTRUCTURE ASSETS]

### MERIDIAN HEIGHTS RESERVOIR IMPROVEMENTS

The Meridian Reservoir is the main water reservoir for the Town of Stony Plain. Construction began in the third quarter to address critical infrastructure repairs to maintain operations. The Meridian Heights Reservoir project is a key initiative identified within the 2024-2026 Corporate Plan. The resulting road and sport court closures are necessary for the upgrading and maintenance of the reservoir to ensure the long-term reliability of our water system.

### UTILITIES MAINTENANCE

Each year, the utilities team implements a comprehensive program to ensure the full operational capacity of all utility systems. To aid in this physically demanding process, a valve exerciser was brought in to help prepare valves for emergency situations that may require water shut-off. A critical aspect of this maintenance program includes the annual sewer and hydrant flushing initiatives. The team diligently checks and flushes over 600 Town-maintained fire hydrants every year.

### FACILITY IMPROVEMENTS

With 19 Town-operated facilities and 26 playgrounds to maintain, ongoing repairs are essential. Throughout the third quarter, significant upgrades were made to several locations. At the Parkland Building, which houses the Potters' Guild, the roof was replaced with new shingles. Town Hall saw the installation of a new heat exchanger to replace aging equipment, enhancing temperature regulation and reducing costs.

The Heritage Park Pavilion, constructed in 2009, received a revitalizing facelift. The exterior pergola and wood timbers were sanded and refinished to preserve the building's aesthetic appeal, and a new furnace was installed in the Kinsman Kitchen.

Pedestrian safety was enhanced at the intersection of South Park Drive and 44 Avenue with the replacement of pedestrian lights, which now include an audible signal for improved accessibility.



### SHRED & GO

The Town held its annual Shred & Go event on September 8. This year, attendance decreased from 2023, with 111 visitors participating and 3700 lbs of shredding processed, compared to 166 visitors and 4612 lbs of shredding in 2023. It was observed that attendance was impacted by the construction on Golf Course Road and the road closures related to the Rotary Run for Life.





## [ PARKS & LEISURE SERVICES ]

### PARKS & HORTICULTURE WORK

Parks & Leisure Services appreciated the support received from 24 seasonal staff this summer. The addition of enhanced GIS tracking on the 12 established cut routes confirmed when a route was cut and the time associated with cutting. This tracking drives adjustments to routes as new developments are turned over to the Town.

It was a successful year for the shrub bed reduction program, with beds removed in Silverstone, Forest Green, and Westerra and converted to turf areas. This ongoing effort to reduce shrub beds allows crews to dedicate more time to maintaining the high-profile beds at neighbourhood entrances and in the downtown core, enhancing the beauty of the community. The growing season enabled flowers to flourish, with the addition of 36 new planters placed throughout town. The self-watering feature of these planters reduced the need for frequent watering, allowing crews to allocate more time to shrub bed reduction and high-profile beds.



### NEW LIGHTS AT GLENN HALL CENTENNIAL ARENA

In Q3, the Glenn Hall Centennial Arena, constructed in 1967, underwent a significant upgrade to the lighting above the ice surface and bleachers. The new LED fixtures produce 41,006.50 lumens and have an average lifespan of 100,000 hours. This enhanced lighting provides greater illumination while consuming less power and reducing maintenance time associated with lamp replacement. The ice was installed on August 26 in preparation for welcoming users back for another busy season.

### UMBACH OFF LEASH DOG PARK IMPROVEMENTS

Benefitting both public users and internal operations, a weekly early morning maintenance shutdown was implemented at the Umbach Off-Leash Dog Park. This change allows operators to safely maneuver equipment, reduces weekly maintenance time, and enhances public safety.

In addition to this improvement, work began on installing a 100x150 ft small dog area, which will be fenced off adjacent to the parking and entrance area within the 20-acre off-leash and dog agility park.



## QUARTERLY REPORT

FOR THE QUARTER ENDED SEPTEMBER 30, 2024

