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## Q4 HIGHLIGHTS 1

### **NEW BUSINESS ALERT!**

The Town had representation at grand opening or reopening events for AgrAnna Beauty & Health, Parkland Early Learning Playschool Society, Lotus Lao & Thai Cuisine, and Golf Biz. 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 <a href="https://www.stonyplain.com/GrandOpening">www.stonyplain.com/GrandOpening</a> at least two weeks in advance.

### **ECONOMIC LEADS**

Edmonton Global shared two opportunities with Stony Plain this quarter. The Town responded to one opportunity that aligned with key sectors and current land availability.

# ECONOMIC DEVELOPMENT

### **AWARD OF BUSINESS EXCELLENCE**

Mira Timber Frame was awarded the 2024 Award of Business Excellence at the Greater Parkland Regional Chamber of Commerce Business Awards of Distinction. Based in Stony Plain's North Business Park, the company has completed over 520 projects across North America and Japan, specializing in traditional mortise-and-tenon joinery. Led by Julian and Trudy Gauthier, Mira Timber Frame is recognized for its innovative designs, outstanding customer service, and support of local initiatives such as the Parkland Sharks Rugby Club and the Stony Plain Disc Golf Community, exemplifying business leadership in Stony Plain.

### **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 <a href="https://www.stonyplain.com/subscribe">www.stonyplain.com/subscribe</a>.

| E-NEWSLETTER ANALYTICS |   | OCTOBER | NOVEMBER | DECEMBER |
|------------------------|---|---------|----------|----------|
| Sends                  | Number of E-Newsletters sent out  | 585     | 585      | 591      |
| Opens                  | Number of E-Newsletters opened  | 408     | 343      | 410      |
| Open Rate              | Rate of E-Newsletters opened  | 72%     | 63%      | 75%      |
| Click Rate             | Proportion of people who<br>see a link in the newsletter<br>and click on it to learn more | 6.6%    | 5.0%     | N/A*     |

<sup>\*</sup>December's E-Newsletter was a Year in Review and did not track Click Rate

### **ECONOMIC DEVELOPMENT MICROSITE**

Hosting a wealth of economic development data, vacant properties, and other key information for prospective businesses, <a href="www.StonyPlain.com/invest">www.StonyPlain.com/invest</a> 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 ANALYTI         | cs   | QI                             | Q2            | Q3             | Q4          |
|---------------------------|--|--------------------------------|---------------|----------------|-------------|
| Users                     |  | 4600                           | 3100          | 4000           | 3700        |
| Notable User<br>Locations | Edmonton, Calgary<br>New York, Vancou                                      |                                | •             | •              | e, Orlando, |
| Top Pages Visited         | Business Director Logistics and Profe Commercial and In Alberta, and Our T | essional Serv<br>ndustrial Pro | ices, Manufac | turing, Availa | ble         |

### **BUSINESS LICENCE STATISTICS**

Business licencing is a key component of Stony Plain's economic development. It ensures accurate business data is collected and maintained to support planning efforts and provide a clear understanding of the local business community. This process helps the Town respond to businesses' needs effectively. The statistics below reflect 2024's business licencing totals:

| BUSINESS LICENCES BY TYPE       |     |      |  |
|---------------------------------|-----|------|--|
| RENEWALS                        | Q2  | Q4   |  |
| Local                           | 606 | 653  |  |
| NEW LICENCES                    |     |      |  |
| Local                           | 76  | 102  |  |
| Non-Local                       | 151 | 170  |  |
| Parkland County                 | 21  | 29   |  |
| Temporary                       | 44  | 106  |  |
| Intermunicipal Business Licence | 35  | 45   |  |
| TOTAL                           | 933 | 1105 |  |

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                          | Q2  | Q4  |
| Construction                    | 247 | 305 |
| Retail Trade                    | 156 | 157 |
| Other Services                  | 114 | 116 |
| Health Care Assistance          | 85  | 88  |
| Accommodation and Food Services | 68  | 77  |

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   | Q2  | Q4  |
| Agriculture, Forestry, Fishing, and Hunting      | 1   | 1   |
| Manufacturing                                    | 37  | 41  |
| Wholesale Trade                                  | 12  | 12  |
| Retail Trade                                     | 156 | 157 |
| Transportation and Warehousing                   | 15  | 17  |
| Professional, Scientific, and Technical Services | 60  | 60  |
| Arts, Entertainment, and Recreation              | 20  | 20  |
| Accommodation and Food Services                  | 68  | 77  |

## HISTORICAL BUSINESS LICENCE TOTALS

Over the past five years, Stony Plain has experienced consistent growth in business licencing, culminating in a new record of 1105 licenses in 2024. This upward trend highlights the strength and resilience of the local economy.





# CULTURE AND TOURISM



### 11th ANNUAL LIMITED EDITION CHRISTMAS ORNAMENT

The much-anticipated release of the 11th annual Limited Edition Christmas Ornament took place on November 12. This year's limited-edition ornament, created by local artist Cindy Gabel, is made of felt embroidered with intricate winter designs and comes in a variety of colour combinations. The program celebrates Stony Plain's talented artists, supporting the cultural sector and fostering community pride.

### **MÉTIS WEEK**

From November 10 to 16, Stony Plain proclaimed Métis Week in recognition of the Métis people as a proud and distinct Indigenous community within Canada. The proclamation celebrates Métis identity, culture, and contributions while commemorating the sacrifices made in the pursuit of rights and recognition. The Town reaffirmed its commitment to truth and reconciliation, as well as respect for Métis heritage and traditions.



### **AWARD OF CREATIVE EXCELLENCE**

On October 16, Alexis Marie Chute was honoured with the Town of Stony Plain's Award of Creative Excellence during the Greater Parkland Regional Chamber of Commerce Business Awards of Distinction Gala. This prestigious award celebrates individuals, organizations, non-profits, and businesses that contribute to social and cultural cohesion, community identity, creative economic sustainability, and local tourism. Alexis was recognized for her work on Memorable Murals, an award-winning book that captures the history of Stony Plain's mural program, highlighting its rich artistic heritage and contributions to cultural tourism.

### **CULTURE & TOURISM ROUNDTABLE**

The Town's Cultural Roundtable was recently renamed the Culture & Tourism Roundtable to better reflect its role in advising Council on matters related to culture and tourism development. This name change aligns with the existing business unit and fulfills a recommendation in the Tourism Master Plan to establish a tourism advisory committee. The Culture & Tourism Roundtable will consist of up to 13 members, including representatives from the culture and tourism sectors, local organizations, and one member of Council. The committee will provide recommendations to support the growth and sustainability of culture and tourism in Stony Plain.



### **ART IN PUBLIC PLACES**

The Town unveiled *The Wisdom Comes*, a bronze sculpture by artist Pavlo Bolgaryn, as the newest addition to the Art in Public Places collection. Installed outside the Stony Plain Public Library, the sculpture depicts a stylized owl reading a book and symbolizes the pursuit of knowledge and the importance of lifelong learning. The interactive piece invites visitors to sit beside it and take photos, creating a new community landmark and tourist attraction that reflects the Town's commitment to enhancing public spaces through creativity and culture.

### **SHOP THE SEASON**

The "Shop the Season" campaign encourages residents to explore and support local businesses during the holidays. Featured in the InfoEdmonton Wish Book, the campaign awarded Sarah Miller as its contest winner, with gift cards to six local shops. By shopping locally, residents help to build a thriving economy and vibrant community.

### **SATELLITE ART GALLERY**

In partnership with Red Brick Common, the Town hosted a satellite art gallery in the Town Office lobby throughout 2024. The final exhibit of the year, installed in October, featured Elemental Daydreams by artist Joanne Guthrie. The gallery showcases a diverse range of artists and offers a platform for creativity and cultural appreciation. This successful collaboration will continue in 2025, bringing more inspiring works to the community.



## Q4 HIGHLIGHTS I

### PROJECTS COMMUNICATED/ PROMOTED IN Q4

- 2025 Municipal Election
- 2025 Waste Collection
- Alberta Living Wage
- Accessible Transportation Service (ATS)
- Award of Business Excellence
- Award of Creative Excellence
- Banner Unveiling
- Black Knot Awareness
- Citizen at Large Board Recruitment
- Corporate Plan
- Council Highlights
- Fall Back Smoke Alarm Awareness
- · Fall Clean Up
- Family Violence Prevention Month
- Fire Prevention Week
- Halloween Haunted House Hunt
- Joint Trail Connection Awareness
- Library Public Art Unveiling
- Limited Edition Christmas Ornament
- Long Service & Matthew Claus Awards
- · Mental Health First Aid
- Métis Week
- Outdoor Rinks
- Q3 Report
- Recreation Facility Groundbreaking
- · Red One Movie Screening
- · Shikaoi Exchange Program
- Snow Removal

## CORPORATE COMMUNICATIONS



### **COMMUNITY STREET BANNERS**

In the fourth quarter, Corporate Communications with Parks & Leisure Services and Culture & Tourism, unveiled new community-designed banners along Highway 779 as part of the Town's ongoing Banner Strategy. The banners, which celebrate Stony Plain's spirit, diversity, and heritage, were selected through a Call for Art campaign held earlier in the year. Of the 29 designs submitted, I0 met the design specifications and were reviewed by a jury panel. Two locally designed banners were selected for production: one by Julia Gibot and one by Teagan Jensen. These, along with a banner designed by the Town, contribute to a vibrant addition to Stony Plain's community street banner collection. A total of 83 banners were installed in 2024, with additional installations planned for spring 2025 to further enhance the welcoming presence in the community.

### WEBPAGE ANALYTICS

| TOP 10 WEB PAGES               | PAGE VIEWS |
|--------------------------------|------------|
| Town of Stony Plain Home Page  | 16,980     |
| Careers with the Town          | 10,658     |
| Winter Fest                    | 9072       |
| Halloween                      | 6543       |
| Sports Facilities              | 5412       |
| Garbage, Organics, & Recycling | 3052       |
| Newsroom                       | 2511       |
| Utilities                      | 2424       |
| Community Halls                | 2291       |
| Transit                        | 2188       |

**TOTAL WEBSITE PAGE VIEWS: 151,257** (-15,791 compared to previous quarter)

**NEWSROOM SUBSCRIBERS: 632** (+17 compared to previous quarter)

### **SOCIAL MEDIA ANALYTICS**

### **TOP PERFORMING POST**

### REC FACILITY GROUNDBREAKING



| FACEBOOK                |             |
|-------------------------|-------------|
| Engagement              | 461         |
| Reach                   | 18,219      |
| Reactions               | 351         |
| Shares                  | 42          |
|                         |             |
| INSTAGRAM               |             |
| INSTAGRAM<br>Engagement | 178         |
|                         | 178<br>3346 |
| Engagement              |             |

### **TOP PERFORMING VIDEO**

### WINTER LIGHT UP IS COMING



|                | i e e e e e e e e e e e e e e e e e e e |
|----------------|---|
| FACEBOOK       |   |
| Engagement     | 234                                     |
| Reach          | 10,508                                  |
| Reactions      | 161                                     |
| Shares         | 51                                      |
| INSTAGRAM      |   |
| Engagement     | 433                                     |
| Reach          | 6025                                    |
| Reactions      | 265                                     |
| Shares         | 144                                     |
| YOUTUBE        |   |
| Views          | 189                                     |
| Average Time   | 58s                                     |
| Traffic Source | 42% 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

## **Q4 HIGHLIGHTS**

#### continued

- Survivors of Suicide Loss Day
- The Walking Dead House
- Toys for Tickets
- Winter Fest

## RESPONSIVE COMMUNICATIONS IN Q4

- ATCO Community Energy Fund Grant
- E-Billing (Canada Post Strike)

## AUDIENCE GROWTH

(Compared to previous quarter)

| A            | 13,826 | +298 |
|--------------|--------|------|
| $\mathbb{X}$ | 5951   | -53  |
| 0            | 5357   | +148 |
| in,          | 3158   | +115 |
|              | 546    | +30  |



# FIRE DEPARTMENT



### CASUAL FIREFIGHTER RECRUITMENT CAMPAIGN

The 2025 Casual Firefighter Recruitment campaign broke records with over 80 applications, marking the highest number of applicants in the campaign's history. Following the selection process, nine Stony Plain residents were chosen to join the 2025 recruit class, set to begin training in Q1 of 2025 and complete their certification in the fall.

Additionally, the 2024 recruit class celebrated a milestone with the graduation of five members, all of whom achieved their National Fire Protection Association (NFPA) 1001 certifications. These individuals are now fully prepared to serve as valuable members of the Fire Department.

### FIRE PREVENTION WEEK

Fire Prevention Week, held from October 6 to 12, embraced the theme "Smoke alarms: make them work for you!" from the National Fire Protection Association (NFPA). The Fire Department conducted voluntary smoke alarm inspections in select neighbourhoods, rewarding homes with working alarms with gift certificates from local businesses. For homes without functional smoke alarms, units were repaired or replaced. The campaign revealed that approximately one-third of inspected residences did not have a working smoke alarm, highlighting the importance of this initiative.

The Fire Department also hosted a well-attended open house, drawing between 500 and 600 visitors. Families enjoyed interactive displays, and kids left with big smiles on their faces. Community feedback was positive. Alongside the Fire Department's displays, Community Peace Officers showcased their enforcement vehicle, Parkland Search and Rescue presented their equipment, and Parkland County Fire Services' Fire Smart Coordinator shared valuable fire prevention tips and resources.

### **FUNDRAISING**

Giving back to the community continues to be a cornerstone of the Fire Department's mission. In partnership with the Stony Plain Kinsmen, the Fire Services supported the annual Christmas Hamper campaign, contributing \$4000 in cash donations. The Department also participated in the annual Red Apple toy drive, which raised over \$7000 in cash donations and collected five truckloads of toys, ensuring support for local families.

### **Q4 RESPONSE BREAKDOWN**

| RESPONSE TYPE           | STONY PLAIN |      | PARKLAND COUNTY |      |
|-------------------------|-------------|------|-----------------|------|
|                         | 2023        | 2024 | 2023            | 2024 |
| Structure Fires         | 2           | 7    | 3               | 4    |
| Vehicle Fires           | 2           | 2    | 2               | 2    |
| Wildland/Outside Fires  | 4           | 6    | П               | 12   |
| *Medical Assists        | 24          | П    | 12              | 3    |
| **Medical Fire Response | 0           | 6    | 0               | 6    |
| Alarms                  | 63          | 46   | 21              | 14   |
| Motor Vehicle Collision | 15          | 14   | 23              | 29   |
| Mutual Aid              | 3           | 2    | I               | 4    |
| Citizen Assists         | 2           | 5    | I I             | 1    |
| Utility (Power/Gas)     | 5           | 2    | I               | 1    |
| Hazmat                  | 0           | 4    | 0               | 0    |
| TOTAL                   | 120         | 105  | 75              | 79   |

<sup>\*</sup> Medical Assists are responses primarily requesting lifts assists or building access to patients. Medical Assists are triggered by on scene EMS crews.

<sup>\*\*</sup> Medical Fire Responses (MFR) were not identified separately in 2023. The Medical First Responder program consists of automatically dispatched responses designated as Delta or Echo levels. These include heart attacks, severe breathing issues, or other life-threatening concerns. The MFR program is also automatically triggered when an ambulance is delayed by more than 15 minutes.

| ANNUAL RESPONSES |      |      |
|------------------|------|------|
|                  | 2023 | 2024 |
| Stony Plain      | 442  | 393  |
| Parkland County  | 294  | 288  |
| TOTAL            | 736  | 681  |

| Q4 FAST FACTS      |        |
|--------------------|--------|
| Firefighting Hours | 8038   |
| Training Hours     | 10,421 |





# ENFORCEMENT SERVICES

### **VIOLATIONS & WARNINGS**

In the fourth quarter, Community Peace Officers (CPOs) issued 167 warnings and 74 violation tickets. The most frequent offences CPOs encountered this quarter were:

| • | Speeding | 29 | violations | & | 62 | warnings |
|---|----------|----|------------|---|----|----------|
|---|----------|----|------------|---|----|----------|

- Unregistered Vehicle...... 12 violations & 47 warnings
- Fail to Obey Traffic Control .........5 violations & 7 warnings

### **INCIDENTS**

Peace Officers responded to 439 incidents this quarter, an increase from 409 incidents during the fourth quarter of 2023. Of those incidents, 161 were proactively generated by an Officer. The most frequently responded to incidents were:

| Graffiti     | 83 incidents |
|--------------|--------------|
| Snow and Ice | 73 incidents |



### **COMMUNITY INVOLVEMENT**

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

- Participated in festive endeavours throughout the holiday season, including Winter Light Up, Parkland Fill-a-Cruiser, Family Fest, and the annual Toys for Tickets Program
- Assisted Fire Services, RCMP, and Town departments with motor vehicle collisions, encampment fires, and recovery of a stolen vehicle
- Conducted a Candy Cane event with RCMP and MADD to remind youth to make smart choices on the road
- Assisted a local school with traffic management during a large-scale track and field event
- Facilitated "Take Your Kid to Work Day" with grade 9 students
- Participated in Traffic Stop Safety, Dangerous Goods Inspector, Radar/Lidar, Animal Control, First Aid, GIS, and OC Instructor Training

| ENGAGEMENT             |     |
|------------------------|-----|
| Community Service      | 8   |
| Foot Patrol            | 3   |
| Joint Force Operation  | - 1 |
| Training               | 1   |
| Focused Vehicle Patrol | 3   |
| TOTAL                  | 16  |

| ANIMAL INCIDENTS            |     |
|-----------------------------|-----|
| Animal Protection Act       | 10  |
| Barking Complaints          | 9   |
| Cats at Large               | 20  |
| Defecation                  | T I |
| Dog Aggression              | 5   |
| Dogs at Large               | 23  |
| Excessive Animal Units      | T I |
| Nuisance Animal Declaration | T I |
| Unlicenced                  | 1   |
| TOTAL                       | 71  |

| ASSISTS                                    |     |
|--|-----|
| Assist Fire                                | 6   |
| Assist Public Works or Planning Department | 5   |
| Assist Outside Agency                      | - 1 |
| Assist RCMP                                | 19  |
| TOTAL                                      | 31  |

| VIOLATIONS                  |     |
|-----------------------------|-----|
| Tobacco & Smoking Reduction | - 1 |
| Parking                     | 5   |
| Equipment                   | I I |
| Driving                     | 46  |
| Document                    | 14  |
| Animal Control              | 7   |
| TOTAL                       | 74  |

| TRAFFIC INCIDENTS                      |     |
|--|-----|
| Driving Complaints                     | 9   |
| Heavy Commercial Vehicle Complaints    | 3   |
| Laser/Radar Speed Enforcement          | 12  |
| Parking Complaint                      | 55  |
| Special Event Permits                  | 1   |
| Stop Sign Enforcement Operation        | 3   |
| Obstruction/Debris on Roadway/Sidewalk | 16  |
| Off Highway Vehicle                    | - 1 |
| Unattached Trailers                    | 2   |
| Uninsured Motor Vehicle                | 2   |
| TOTAL                                  | 104 |

| COMMUNITY STANDARDS INCIDENTS  |     |
|--------------------------------|-----|
| Vandalism                      | - 1 |
| Unsightly/Nuisance Property    | 13  |
| Snow/Ice Files                 | 73  |
| RV in Front Yard Out of Season | I   |
| Noise Complaint                | 7   |
| Municipal Government Act Order | 6   |
| Long Grass/Weeds               | I   |
| Littering                      | 2   |
| Graffiti                       | 83  |
| TOTAL                          | 187 |

| PUBLIC BEHAVIOUR INCIDENTS      |    |
|---------------------------------|----|
| Utility Bylaw                   | I  |
| Trespass to Premise Act         | I  |
| Tobacco & Smoking Reduction Act | I  |
| Petty Tresspass Act             | 14 |
| Land Use Bylaw                  | 3  |
| Gaming Liquor & Cannibis Act    | T  |
| Environment Protection Act      | I  |
| Cannabis Consumption Bylaw      | 1  |
| Business Licence Bylaw          | 7  |
| TOTAL                           | 30 |

## **Q4 INCIDENT SUMMARY AND COMPARISON**

### **A**nimals

2024 7I 2023 102

## Assist/Engagement

2024 47 2023 61

## **Community Standards**

2024 187 2023 49

### **Public Behaviour**

2024 30 2023 42

### **Traffic**

2023

155

2024 104





# PROGRAMS AND SERVICES

### **HALLOWEEN**

The Halloween season brought spooktacular fun to Stony Plain with the return of the Haunted House Scavenger Hunt. Over the ten days leading up to Halloween, residents searched for hidden haunted houses, with five lucky participants winning prizes.

In partnership with Parkland Search and Rescue, the Walking Dead House returned to Heritage Park, thrilling attendees with its eerie ambiance. This year's event featured a variety of new attractions, including crafts, a balloon twister, a smash room, axe throwing, and a concession.



#### WINTER FEST

Winter Fest brought the holiday spirit to life, beginning with Winter Light Up, continuing with an online Advent Calendar, and concluding with Family Fest on New Year's Eve. The event series was a true celebration of community, tradition, and festive cheer.

Winter Light Up transformed Stony Plain into a dazzling wonderland, thanks to the participation of local businesses and service clubs. Families delighted in a live DJ, photos with Santa, and the addition of face painting. The tree lighting ceremony served as the perfect start to a month filled with festive fun.

The Advent Calendar kept spirits high throughout December, offering daily activities, crafts, recipes, and contests. Highlights included a youth and adult colouring contest and letters to Santa, making the countdown to Christmas extra special.

## **FAMILY FEST**

Family Fest closed out the year with a bang, drawing nearly 2000 attendees to Heritage Park on New Year's Eve despite cooler temperatures. The evening offered something for everyone, with a family dance featuring a live DJ, a BBQ dinner, hot chocolate, popcorn, outdoor skating, horse-drawn wagon rides, bonfires, fireworks, and face painting. A photo booth added a touch of fun for families capturing memories. The event also gave back to the community, collecting over \$500 in food and monetary donations for the Parkland Food Bank.



### **GLENN HALL CENTENNIAL ARENA**

The Glenn Hall Centennial Arena saw 815 hours of usage in Q4 (a decrease from 888 in Q4 2023), with time allocated to local user groups, private ice rentals, and public skating sessions. This quarter accounted for an impressive 35% of the total usage for 2024.

Public Skating remains a cherished activity for the community. Sponsored by Fix It Right Plumbing and Heating, it runs until March each year with five time slots per week, including a dedicated Parent-Tot Skate.



### **OUTDOOR RINKS**

In December, all outdoor rink surfaces were available, offering recreational shared-use opportunities for the community to enjoy. The Centennial Memorial Outdoor Rink hosted 30 hours of rentals during December alone. Over the course of 2024, a total of 108 hours of ice time was recorded (a decrease from 163 hours in 2023), showcasing the community's continued enthusiasm for outdoor winter activities.

| FACILITY HOURS                            | Q4 2023 | Q4 2024 |
|---|---------|---------|
| Glenn Hall Centennial Arena               | 888     | 815     |
| Community Centre                          | 208     | 261     |
| Heritage Park – Spruce Grove Hall         | 538     | 453     |
| Heritage Park – Parkland Hall & Lions Den | 297     | 405     |
| Heritage Park – Pavilion                  | 665     | 678     |



## Q4 HIGHLIGHTS |

### **NEW ATS CLIENTS**

The ATS client list grew to 1435 by the end of Q4, an increase from 1267 at the end of 2023, reflecting ongoing demand for the service.

### SERVICE USAGE

Drivers fulfilled nearly 3000 ride requests this quarter, ensuring reliable and safe transportation for clients across the community.

### HOLIDAY OUTREACH

ATS facilitated multiple Christmas Light Tours over the holiday season, including special tours for Westview Hospital residents, spreading festive cheer to those in care.

### **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) |      |      |  |
|---|------|------|--|
|   | 2023 | 2024 |  |
| October   | 1648 | 2193 |  |
| November  | 1739 | 1730 |  |
| December  | 1346 | 1540 |  |
| TOTAL RIDERS  | 4733 | 5463 |  |

| OPERATIONS STATISTICS (REGION)              |        |        |
|---|--------|--------|
| Stony Plain/Spruce<br>Grove/Parkland County | 2023   | 2024   |
| October                                     | 5924   | 7005   |
| November                                    | 6071   | 6108   |
| December                                    | 4881   | 5524   |
| TOTAL RIDERS                                | 16,876 | 18,637 |

### **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 |      |       |      |       |      |      |       |       |
|---------------|------|-------|------|-------|------|------|-------|-------|
|               | Med  | lical | Esse | ntial | So   | cial | Recre | ation |
|               | 2023 | 2024  | 2023 | 2024  | 2023 | 2024 | 2023  | 2024  |
| October       | 212  | 166   | 183  | 198   | 13   | 24   | 20    | 7     |
| November      | 237  | 185   | 185  | 212   | 14   | 21   | 20    | 12    |
| December      | 173  | 148   | 173  | 164   | 8    | 25   | П     | 10    |
| TOTAL         | 622  | 499   | 541  | 574   | 35   | 70   | 51    | 29    |

| RIDER RESIDENCY LOCATION STATISTICS |        |       |       |             |      |                 |  |
|-------------------------------------|--------|-------|-------|-------------|------|-----------------|--|
|                                     | Spruce | Grove | Stony | Stony Plain |      | Parkland County |  |
|                                     | 2023   | 2024  | 2023  | 2024        | 2023 | 2024            |  |
| October                             | 229    | 197   | 230   | 322         | 23   | 13              |  |
| November                            | 237    | 191   | 225   | 304         | 13   | 12              |  |
| December                            | 183    | 141   | 223   | 282         | 6    | 10              |  |
| TOTAL                               | 649    | 529   | 678   | 908         | 42   | 35              |  |

| DRIVER HOURS |      |      | KILOMETR |
|--------------|------|------|----------|
|              | 2023 | 2024 |          |
| October      | 618  | 613  | October  |
| November     | 724  | 676  | November |
| December     | 641  | 633  | December |
| TOTAL        | 1983 | 1922 | TOTAL    |

| KILOMETRES TRAVELLED |        |        |  |  |  |
|----------------------|--------|--------|--|--|--|
|                      | 2023   | 2024   |  |  |  |
| October              | 14,315 | 15,333 |  |  |  |
| November             | 13,935 | 15,095 |  |  |  |
| December             | 10,896 | 12,548 |  |  |  |
| TOTAL 39,146 42,976  |        |        |  |  |  |

# GOLF COURSE

The Stony Plain Golf Course closed out the year with a strong fourth quarter despite seasonal limitations. Over the 16 days of play in this period, golfers played 1731 rounds, contributing to a final total of 32,443 rounds for the year—a slight decrease from 33,554 in 2023. A detailed comparison of operational days, unplayable days, and rounds per day against the previous year is provided in the chart below:

| SEASON STATISTICS |      |      |  |  |  |
|-------------------|------|------|--|--|--|
|                   | 2023 | 2024 |  |  |  |
| Operational Days  | 177  | 185  |  |  |  |
| Unplayable Days   | 9    | 13   |  |  |  |
| Rounds Per Day    | 190  | 188  |  |  |  |

Driving Range revenue and traffic remain consistent compared to 2023, with a minor dip attributed to the Edmonton Oilers' extended playoff run.

**Fun Fact:** An estimated one million range balls are hit annually at the Driving Range!

Winter preparations wrapped up by mid-to-late October, and cross-country trails were established in mid-November, providing the community with an opportunity to enjoy the course in a new way during the snowy season.

Off-season programming is well underway with the introduction of TrackMan group bookings. Looking ahead, the TrackMan system will also support instructional sessions, club fittings, and sales as the course prepares for Q1 of 2025.

Retail activity in the Proshop slowed during the winter months, but gift card sales remained consistent. The enthusiasm for 2025 league registrations and season pass renewals is already building, indicating another exciting season ahead.



## **Q4 UPDATES**

### **DEMENTIA CONNECTIONS**

In the fourth quarter,
Dementia Connections
assisted several residents
with dementia to navigate
and connect to dementiafocused services, support
offered 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 November
for an update on the
youth engagement
strategy development and
a discussion on being an
inclusive community.

## ENHANCING INCLUSION AND DIVERSITY



### INTERNATIONAL DAY FOR PERSONS WITH DISABILITIES

Stony Plain is building community through celebrating inclusion. The observance of International Day of Persons with Disabilities in December aims to promote an understanding of disability issues and mobilize support for the dignity, rights, and well-being of persons with disabilities.

In the fourth quarter, an event was hosted at the TransAlta Tri Leisure Centre through a partnership of the Town of Stony Plain, Parkland County, City of Spruce Grove, Community AlM, Goodwill Industries of Alberta, TransAlta Tri Leisure Centre, Alberta Parenting for the Future Association, and Ability by Design. This event included a fashion show, vendor market, and experiential activities like wheelchair basketball, ringette, and sledge hockey. Over 170 residents moved through the day's activities with many positive comments indicating participation in the activities helped residents realize the value people with disabilities bring to the community. Participants also commented that they felt welcome at this event, and they learned about the resources and supports available.

### **BUILDING SAFER COMMUNITIES PROJECT**

In this quarter, Community Connectors supported residents to access information about vital services and strengthen relationships with community. This included the Money Matters drop-in financial literacy program at the Stony Plain Public Library, along with support in areas such as housing, basic needs, mental health, healthy relationships, and life skills. These efforts empowered 31 residents to connect with essential resources and improve their overall health and well-being.

## CREATING HEALTHY RELATIONSHIPS

### TRI-REGION SENIORCONNECT

This quarter, two additional participants completed the Tri-Region SeniorConnect training, bringing the annual participant total to 32. Tri-Region SeniorConnect is a free online training program designed to equip residents with the knowledge and tools to respond effectively to seniors in need.

The program features seven modules, covering caregiver burnout, dementia, delirium and depression, elder abuse, addictions, diversity, and ageism. To date, 218 individuals have completed a combined total of 497 SeniorConnect certificates



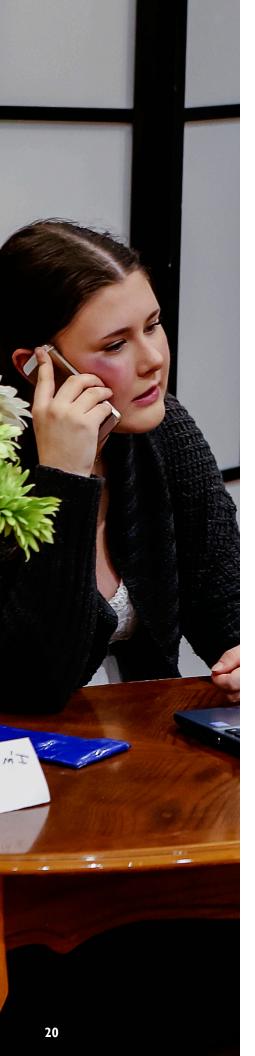
# AN EMPOWERED COMMUNITY EVENT FOR FAMILY VIOLENCE PREVENTION MONTH

In November, six community partners—including the Town of Stony Plain, City of Spruce Grove, Parkland County, Alberta Parenting for the Future Association, Native Counseling Services of Alberta, and Stony Plain Spruce Grove and Parkland County Victim Services—collaborated to host a special community event at the Landmark Theater in Spruce Grove.

The event featured three impactful short local films, followed by a panel discussion with diverse perspectives, including lived experience, Indigenous insights, representation from the Alberta Council of Women's Shelters (ACWS), and a Crown prosecutor.

A total of 45 attendees participated, and donations raised \$894 in support of ACWS. Special thanks to the Rotary Club of Spruce Grove for their generous support.





# REDUCING POVERTY

### **POVERTY PATHWAYS**

In October, 61 residents gathered for stories, soup, and table talk, discussing how poverty can happen to any one of us and affect us all. Participants were immersed in four different paths of poverty portrayed through powerful performances by KaRAR Performing Arts members. Opening words were shared by Sheilah Pittman, Vice President of Community Building and Impact for United Way Alberta Capital Region.

This thought-provoking regional project was a special collaboration for Poverty Awareness Month, involving the Town of Stony Plain, Parkland County, the City of Spruce Grove, WestView Primary Care Network, Alberta Parenting for the Future Association, and KaRAR Performing Arts.



### ALBERTA LIVING WAGE NETWORK

The Alberta Living Wage Network has calculated the new Living Wage for Stony Plain at \$21.30, up 20 cents from last year. This increase reflects the rising costs of living that are affecting many families in our community. While childcare, electricity, and clothing costs have stabilized or decreased, rising housing costs has outweighed these savings. Shifts in the local economy and demand for housing have contributed to higher costs, impacting the overall affordability. The rise highlights the need to continue addressing housing affordability and supporting cost living measures. By working together to manage these challenges, Stony Plain can ensure it remains a thriving, inclusive community where all residents can live and work with dignity.

### **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, four housing insecure residents of Stony Plain (down two from the last quarter) were assisted to become more stable in their housing.

## PROMOTING MENTAL HEALTH & WELLNESS



### **SURVIVORS OF SUICIDE LOSS DAY**

In November, I3 residents gathered for National Survivors of Suicide Loss Day to remember their loved ones, grieve, make new connections and rekindle old ones. With the theme of "Carry the Light," guests participated in a sharing circle with candle lighting and an art therapy workshop where lanterns were created in honour of loved ones.

Of those surveyed, all the participants felt that the event contributed to their personal healing and resiliency, and that strength and healing can be found in art and community.

"Loved being able to hold space for everyone's loved one."

- Event Participant

### **ROOTS OF HOPE**

End of year meetings for Roots of Hope were held in the fourth quarter. The local roundtable comprised of eight members provided updates and planned for the new year, including plans for the 2025 Walk for Wellness and the 2025 Forest of Hope.

### MENTAL HEALTH FIRST AID TRAINING (ADULTS)

In the fourth quarter, 24 people completed Mental Health First Aid (MHFA) training to improve mental health literacy and provide skills to help people better manage potential or developing mental health problems in themselves, a family member, a friend or a colleague.

All the participants strongly agreed that the training contributed to a greater understanding of mental health, the community, and addressing it.

"The information given, and group discussion were helpful to understand and help in a mental health situation."

— Training Participant

## **Q4 UPDATES**

### SUPPORT GROUPS

In the fourth quarter, 22 individuals participated in the Caring Friends Bereavement Group, with new members joining the program. This confidential support group, led by trained bereavement volunteers, provides a safe and supportive space for participants to share their feelings, explore the emotions associated with grief, and navigate the challenges of coping after loss.

Survey results showed that all participants felt more connected to others experiencing similarlife situations, highlighting the group's positive impact.

### **COMMUNITY HELPERS**

This quarter, 26 high school students participated in a Community Helper training to learn helpful skills to reduce exam stress and manage anxiety. Youth received information on where to access support in the community. The purpose of the program is to better equip youth to help their peers while maintaining their own well-being.



# VOLUNTEER SERVICES

#### **ENHANCING AWARENESS**

The primary goal for Volunteer Services 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. In the fourth quarter, 30,101 people were reached with 2030 content engagements.

### **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 fourth quarter, 35 new residents registered on Better Impact, up two from last quarter. This brings a total of new accounts in 2024 to 189. Currently, 137 volunteer opportunities are available from various local organizations, up from 129 last quarter. Town of Stony Plain programs were supported by 82 active volunteers this quarter (up from 77 in Q3), who generously contributed their time, skills, and expertise to ensure program success.

### ORGANZATIONAL CAPACITY NOURISHING

In October, the Town of Stony Plain Volunteer Centre hosted seven regional partners to participate in the worldwide conference—Creating Influence in your Organization: Thinking Beyond a Seat at the Table. This annual conference presented by Alive and Better Impact was attended by 50 other regional gatherings from across the United States, Australia, and Canada. Over 900 attendees shared successes, enhanced collaboration, shared resources, and communicated future initiatives. By participating in this international conference, the Tri-Municipal Region heard trends from across the volunteer sector worldwide. Evaluations reveal that this capacity-building opportunity strengthened local organizations' volunteer management and improved working relationships between groups. 100% of participants indicated positive change.

"I loved the ability to meet other professionals and be able to network and problem solve and have meaningful conversations."

— Conference Participant

### DON'T JUST SURVIVE, THRIVE: NON-PROFIT CONFERENCE

In November, Don't Just Survive, THRIVE, had 90 participants gather for the non-profit conference. The conference was held in partnership with the Town of Stony Plain, City of Spruce Grove, and Parkland County. The day included 16 learning sessions on organizational capacity building, volunteer management, leadership capacity building, sustainability, and opportunities for networking and learning from other organizations.

"The knowledge in this facility today is vast and more connections can be made. It's absolutely amazing how much everyone can work together. I'm so grateful for the people I met."

— Non-Profit Conference Participant

# YOUTH SERVICES

### **'RED ONE' MOVIE NIGHT**

In December, 223 participants attended a youth screening of the movie 'Red One' which highlighted the positive messages of resiliency and second chances, encouraging viewers to recognize their ability to make positive choices even after making mistakes. Free transportation, admission, and concessions made this event more accessable to local youth.

| ATTENDEE FEEDBACK                           |      |
|---|------|
| Attendees Ages 11 to 24                     | ~60% |
| Felt very involved in their community       | 36%  |
| Reported a positive sense of belonging      | 36%  |
| Felt connected to people in their community | 51%  |
| Satisfaction with the event                 | 93%  |

### **EMPOWERING YOUTH THROUGH YOUTH CENTRE PROGRAMS**

This quarter, the Youth Centre engaged 371 youth through a variety of programs and activities designed to foster creativity, community, and personal development. Highlights included collaborative crafts with the Stony Plain Public Library, movie nights, Chopped Challenges, and holiday-themed celebrations.

Specialized programs continued to create meaningful opportunities for youth. Seven participants joined a six-week Dungeons and Dragons program facilitated by a psychologist from WestView Primary Care Network. This initiative, which supported 23 participants throughout 2024, promoted social and emotional well-being, turn-taking, collaboration, and self-confidence. Fall break brought additional excitement with a field trip to the TransAlta Tri Leisure Centre, where 15 youth enjoyed swimming and field house activities. Free transportation was provided to reduce barriers and ensure accessibility for all participants.

The Sexuality and Gender Alliance (SAGA) program saw remarkable growth, expanding from 10 to 44 participants this quarter. Bi-weekly sessions provide a safe space for youth to access 2SLGBTQIA+ activities, supports, and resources, as well as plan events and campaigns to strengthen allyship within the community. Participation is open to all youth, regardless of whether they identify as part of the 2SLGBTQIA+ community.

Youth leadership also remained a priority, with 20 members of the Youth Advisory Team actively shaping daily programs and events. Their input helped bring to life popular activities, including the Halloween Party, Christmas Dinner, and movie nights, demonstrating the value of youth-led initiatives.

### **STONY PLAIN YOUTH TEAM (SPYT)**

This quarter, SPYT volunteers supported local events, such as Métis Week Celebrations and the Parkland County Round Dance, by running concessions, and assisting with event hosting tasks like set up and welcoming participants.



## **HIGHLIGHTS**

### **GRANTS**

Grants for the Town of Stony Plain in the fiscal year 2024:

Local Government Fiscal Framework, Capital \$2,190,817

**Local Government Fiscal Framework, Operating**\$263,552

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

Canada Community Building Fund, Capital \$1,098,220

**Building Safer Communities** \$596,398

**Policing Support 2420/25** \$451,902

Municipal Internship 2024/25 \$60,000

Canada Summer Jobs Program \$56,400

ATCO Community Energy Fund Program \$15,000

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

Canada Day Federal Grant \$5000

Fortis Alberta - Emergency Preparedness Local Grant \$1000

## FINANCIAL SERVICES



### **CORPORATE PLAN**

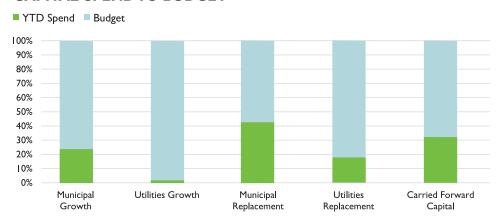
The 2025-2027 Corporate Plan was approved by Council on November 25, 2024.

The Corporate Plan guides the implementation of the services, processes, and capital projects to achieve the outcomes in Council's Strategic Plan. It is based upon the principles of the Municipal Development Plan (www.stonyplain.com/CorporatePlan).

"Each Corporate Plan is a strategic blueprint to action opportunities and address challenges. This Plan will guide our investment in services, infrastructure, and programs to support a stronger, more dynamic community"

— Town Manager, Tom Goulden

### **CAPITAL SPEND TO BUDGET**



Capital spending to date represents 36%, with many projects spanning multiple years. In 2024, 21 capital projects were completed, while work on the remaining projects will carry into 2025. Final expenditures may vary as the 2024 year-end is finalized and outstanding invoices are processed.

### **INVESTMENTS AND FINANCIAL STATEMENTS**

Audited financial results for 2024 will be published after being presented to Council in April 2025.

# PLANNING & DEVELOPMENT

### **Q4 SUMMARY**

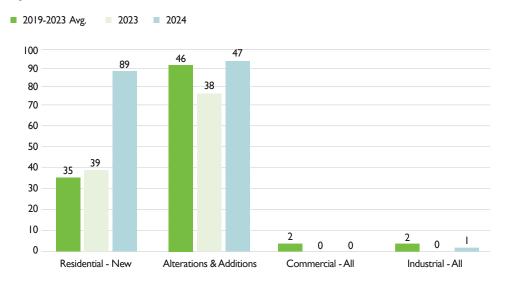
The fourth quarter of 2024 marked the close of a record-breaking year for the Town. Residential construction saw 39 new unit starts, with an estimated construction value of \$9.9 million. One industrial permit valued at \$1.9 million was issued, though there were no new commercial permits this quarter.

A total of 44 permits were issued for alterations and additions, including 40 residential improvements, three commercial improvements, and one industrial improvement, with a combined estimated construction value of \$1.8 million.

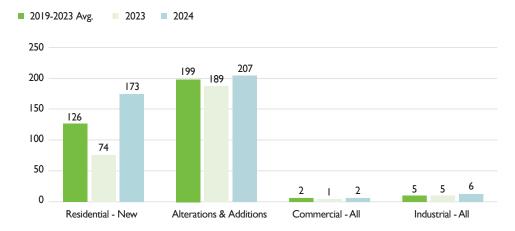
There were also 23 miscellaneous permits issued, including 14 signs, five moves or demolitions etc., three secondary suites, and one home occupation. These projects had a combined estimated value of \$173 thousand.

The development activity in 2024 highlights Stony Plain's continued growth and investment in both residential and industrial sectors.

### **Q4 VOLUME OF BUILDING PERMITS BY TYPE**



### 2024 YEAR TOTAL VOLUME OF BUILDING PERMITS BY TYPE



# YEAR TOTAL PERMITS

In 2024, Planning & Development facilitiated the issuance of various permits, contributing to the Town's growth and development:

### **RESIDENTIAL CONSTRUCTION**

Total new residential construction reached 173 housing units, including:

- 98 single detached dwellings
- 27 medium density dwellings
- 48 high density dwellings

Estimated construction value: \$48.6 million.

### **COMMERCIAL & INDUSTRIAL**

Two commercial permits and six industrial permits were issued.

Estimated construction value: \$23.1 million.

### **ALTERATIONS & ADDITIONS**

In 2024, 208 permits were issued for alterations and additions:

- 175 residential improvements
- 21 commercial improvements
- 9 industrial improvements
- 2 institutional improvement
   Estimated construction value:
   \$9.8 million.

### **MISCELLANEOUS**

In 2024, 132 miscellaneous permits were issued, including:

- 80 signs
- 29 moves/demolitions, etc.
- 10 home occupations
- 12 secondary suites

Estimated construction value: \$920 thousand.



# INFRASTRUCTURE ASSETS

### **WATER MAIN REPAIR**

On October I, the Town responded to a resident's report of wet sod in the vicinity of Hillary Place. Investigation revealed a crack in a water main at a bell joint. Repairs required a temporary water supply shutdown, affecting 18 homes, followed by a seven-day boil water advisory.

### WATER LOSS REDUCTION

The Town has implemented actions to reduce water loss within the utility system. Early results show a significant improvement, supported by the ongoing water meter replacement program that began in 2024. Water loss in municipal systems is typically categorized into infrastructure, operations, and measurement issues, with expected ranges of 7 to 10%. Factors such as system age, materials, and proactive maintenance all contribute. For additional details, refer to the December Regular Council Meeting Agenda, page 91.

| TOWN R | EPORTED | AVERAGE | WATER LO | OSS BY YE | AR     |        |        |        |
|--------|---------|---------|----------|-----------|--------|--------|--------|--------|
| 2016   | 2017    | 2018    | 2019     | 2020      | 2021   | 2022   | 2023   | 2024   |
|        |         |         |          |           |        |        |        |        |
| 9.53%  | 9.33%   | 8.30%   | 9.43%    | 11.36%    | 19.49% | 21.09% | 17.88% | *9.53% |

<sup>\*2024</sup> data based on 10 months

### TIRE RECYCLING PROGRAM

In November, the Tire Recycling Pilot Program was suspended following the loss of a service provider in the Edmonton area. During the program, 32,310 kilograms (32 tons) of tires were successfully collected in Stony Plain.



### WINTER ROAD MAINTENANCE

The Town managed its first major snowfall of the season at the end of November, clearing 14 cm of snow over two days. In December, snow removal efforts included the downtown core, school zones, collector roads, and arterial roads, each cleared twice to ensure accessibility and safety. Fire hydrant access was also prioritized during these operations to maintain emergency readiness.

## PARKS & LEISURE SERVICES



### **OUTDOOR RINKS AND SKATING SURFACES**

Outdoor rinks and skating surfaces were prepared for community use in early December. As part of the Family Fest celebrations, an event-specific skating surface was installed at Heritage Park, opening on December 13. Additionally, Parks & Leisure Services tested a snowbank skating surface adjacent to the existing board rink in Westerra, offering families a safe space to learn to skate without concerns about hockey pucks.

### **HOLIDAY PREPARATIONS**

In Q4, Parks & Leisure Services brought festive cheer to Stony Plain by installing the 45-foot Christmas tree on Main Street. Weighing 5500 pounds (approximately equal to the weight of an elephant) and featuring 1400 feet of lights (approximately equal height to the Empire State Building), the tree became a centerpiece of the holiday season. The display was complemented by 83 wreaths around the community and beautiful light installations at Rotary Park, creating a magical atmosphere for the community.

### WINTER OPERATIONS

To meet the growing demands for snow clearing, Parks welcomed two winter seasonal members. The trail maintenance program expanded by 4.5 kilometers in 2024, reflecting the addition of the Joint Trail Connection between Stony Plain and Spruce Grove, and new community developments.

### TREE CARE AND HORTICULTURE

Throughout the fourth quarter, the Town's Horticulture team worked diligently to protect Stony Plain's trees from black knot and Dutch elm disease, pruning 168 trees and planting 22 new ones. Unfortunately, six trees had to be removed due to black knot.

### **GRAFFITI REMOVAL**

Addressing an ongoing issue, Parks & Leisure Services has spent approximately 184 hours in 2024 removing graffiti from Town property, helping to maintain the community's appearance and safety.





# LONG SERVICE AWARDS



In Q4, the Town of Stony Plain celebrated its staff members with the annual Long Service Awards and Recognition Banquet, recognizing employees who have dedicated years of service to supporting and improving the community, and those who have engaged in significant further education and professional development. Each recipient's work has contributed to the development of Stony Plain, from behind-the-scenes operations to community-facing services that directly impact residents.

This year, the Town specifically recognized one employee for an education accomplishment: Savannah Mass, who has achieved a master's degree, and 16 employees were recognized for long service milestones:

| 5 YEARS                | 10 YEARS             | 15 YEARS           | 20 YEARS        | 25 YEARS          |
|------------------------|----------------------|--------------------|-----------------|-------------------|
| Adam<br>Scharmann      | Adam<br>Wenmann      | Amy<br>Maksymyk    | Cathy<br>Kozyra | Wayne<br>Bicknell |
| Brett<br>Newstead      | Chantelle<br>Laberge | Annette<br>May     |                 |                   |
| Charlene<br>Komarnisky | Wouter<br>Geismann   | Bob<br>McKee       |                 |                   |
| Helen<br>Clark         |                      | Janet<br>Homme     |                 |                   |
| Jonathon<br>Jensen     |                      | Rhonda<br>Tailleur |                 |                   |
| Teri<br>Stewart        |                      |                    |                 |                   |

## MATTHEW CLAUS AWARD

Matthew Claus, former Manager of Planning for the Town of Stony Plain, passed away on April 19, 2016. Matthew took pride in his work, treated his co-workers with respect, and believed in public service. The Town of Stony Plain founded the Matthew Claus Award to honour his legacy. The award is presented annually to an employee who demonstrates the qualities Matthew Claus was known and respected for.

This year, the 2024 Matthew Claus Award has been awarded to Payroll Clerk, Nancy Koch. The award was presented at the Town's annual Long Service Awards and Recognition Banquet.

Nancy's contributions to the Town of Stony Plain embody the spirit of the Matthew Claus Award, which honours individuals who demonstrate the values of respect, commitment to public service, and community involvement. Known for her ability to build strong personal connections, Nancy's influence reaches every corner of the organization. She knows everyone by name and takes a genuine interest in their lives, whether it be their family, hobbies, or well-being. Her compassion and active listening make each person feel valued and heard, fostering a positive and supportive workplace culture. This is exemplified through her co-creation of the Community Club, an internal initiative that has strengthened connections and built a sense of community within the Town's staff. Through her tireless volunteer efforts, Nancy has helped cultivate a workplace culture that naturally spills over into the community, enhancing the Town's service to its residents.

Nancy's leadership also shines in her commitment to continuous improvement. From improving payroll processes to tackling tough conversations with grace and professionalism, she is never satisfied with the status quo. In 2021, the payroll team achieved a perfect score on the Local Authorities Pension Plan (LAPP) compliance report audit—an accomplishment that demonstrates her dedication to excellence and attention to detail. Additionally, she has spearheaded a Town of Stony Plain team for both the annual Terry Fox Run and Coldest Night of the Year Walk, rallying her colleagues to join her in supporting causes that benefit the greater Stony Plain area. She is the first to step up, whether it's organizing or participating.





