



quarterly report

FOR THE
FIRST QUARTER ENDED
MARCH 31, 2021

2021

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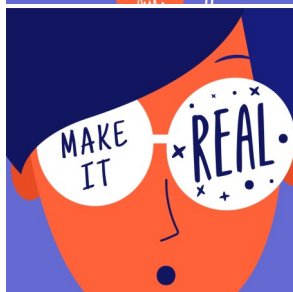
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Economic Development



Investment Attraction Campaign

Launched in February of 2021, the #LikeABoss campaign features catchy visuals and animation that highlight the numerous opportunities in Stony Plain for our target business sectors. The campaign creates awareness about the community as a viable option to start or expand a business while helping Stony Plain stand out amongst other municipalities.

By creating something fun, shareable, and visually appealing, the campaign intends to help Stony Plain rise above the digital noise and grab the engagement needed to be successful in attracting new investment. The goal is to brand Stony Plain as a trail-blazing location for investors and entrepreneurs to take their business to the next level by converting engagement into leads and tangible investments. Within less than 24-hours of being live, the campaign raked in positive engagement from the Town's following as well as an inquiry from a motivated business looking to relocate!

The visuals are designed to be bold and catch the eye of our target audiences. The videos' content was developed to leave prospective businesses and entrepreneurs intrigued and empowered to seek more information and connect with the Town. We utilized out-of-the-box concepts that appeal to both young entrepreneurs and established businesses and chose advertising placements and channels that reflect both our audience and the current environment.

Within its first month, the #LikeABoss campaign ads were served more than 650,000 times, which resulted in 4,878 clicks that brought prospective businesses and investors to www.ChooseStonyPlain.com/LikeABoss. As we advance, our focus will remain on campaign delivery and ongoing performance management, updating our investment attraction material to incorporate collateral, and pursuing resulting leads.



Land Development & Investment Outreach

Stony Plain's developer industry was actively engaged through a series of meetings, continued dialogue and collaborative efforts to strengthen industry opportunities and attract investment to Town, which included input and engagement on both the Land Use Bylaw and Infill Policy updates and support on an Edmonton Global investment proposal.

Efforts to strengthen relationships with the Town's land developers continue to be a priority for the department.



Business Insight Program

Home Reflections Design Inc. (HRD Homes), Alquinn Homes, and Stony Brew Co. participated in the Town's Business Visitation Program. The Program has since been updated to increase efficiencies and to better reflect Stony Plain's business climate. The newly named Business Insight Program continues to collect valuable information from our business community to improve the Town's business programming and service delivery.



Business Highlight

To promote the sharing of ideas, support, hope, and recovery, we'll be highlighting a different Stony Plain business' pandemic story every month. What has worked, what hasn't, and how they're managing. The first story highlighted through the initiative comes from Whimsical Vintage Creations. The owner, Kyla Tetley, provides a powerful look into the obstacles her business has faced and overcome. Business Highlights are shared through www.ChooseStonyPlain.com/news, within our business newsletter, and on social media.



Video Lottery Terminals (VLTs) Approval

On February 8, 2021, the Town received approval from the Honourable Travis Toews to end the VLT prohibition in Stony Plain. Eligible businesses can now apply to the Alberta Gaming and Lottery Commission to offer VLTs to their customers.

Having access to VLTs creates a new revenue stream for eligible businesses, brings a new dynamic into their operations, and allows them to compete on a level playing field as those in other communities.



Co-op Pharmacy Grand Opening

North Central Co-op celebrated an exciting milestone during its 75-year anniversary with the opening of Stony Plain's newest pharmacy. Mayor Choy was able to participate by addressing attendees and helping cut the ribbon.



Builders & Developers Forum

Twelve stakeholders from the builder and developer industry joined the Town's Economic Development and Planning and Development Departments for 2021's first Builders & Developers Forum. A variety of topics were discussed, ranging from the year's tentative construction schedule to changes in utility processes, and essential insight was gathered for the Town's consideration moving forward. The next Forum will be hosted in October.



Q1 vs Q4 (2020) User Statistics



Communications

Top 10 Webpages

1. [Careers with the Town](#)
2. [Town of Stony Plain](#)
3. [Garbage Organics and Recycling](#)
4. [Parks, Trails and Recreation](#)
5. [Contact Us](#)
6. [Calendar](#)
7. [News Releases](#)
8. [Family and Community Support Services](#)
9. [Employee Portal](#)
10. [COVID-19](#)

COVID-19 Communications

With the Government of Alberta announcing the four-step action plan for the province, ensuring residents were informed about ongoing changes to restrictions was a priority in the first quarter.

Communications continued to share important updates and information on public health guidelines from the GOA social media accounts and worked alongside fellow departments to communicate local updates including facility openings and closures.



Regional Transit

Communications worked alongside regional partners to promote the Regional Transit Services Commission (RTSC) early in the year. To kick off the official formation of the Commission, Communications worked on a video project featuring each municipality. The video was shared through social media platforms and is hosted on the Town website.

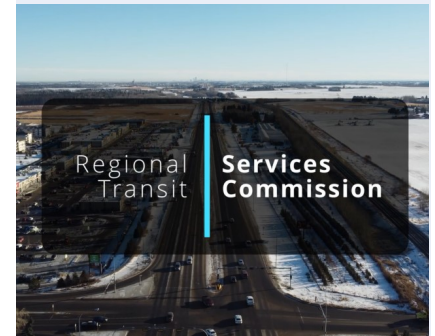


Stony Plain Transit

With Stony Plain's new local service preparing for launch, Communications worked alongside Planning & Infrastructure to garner excitement and engage residents. In February, Communications launched an online slogan campaign where residents could submit their slogan suggestions. A 'top five' was selected from over 60 responses for voting. In total, 371 community members voted. The winning slogan was Stony Plain Transit: *Connecting our community.*

Highlights

- COVID-19 Update
- Regional Transit
- Stony Plain Transit
- State of the Region



Social Media Engagement Analytics as compared to Q1 2020

Facebook Engagement	Twitter Engagement	Instagram Engagement	LinkedIn Engagement
4.3K engagements ▼ 5.5K from 9.7K	363 engagements ▼ 200 from 563	1.6K engagements ▼ 767 from 2.3K	135 engagements ▲ 47 from 88
8.2K fans ▲ 13% from 7.3K	5.8K followers ▲ 2.4% from 5.6K	3.5K followers ▲ 29.5% from 2.7K	823 followers ▲ 69% from 487
Facebook Engagement by Type	Twitter Engagement by Type	Instagram Engagement by Type	LinkedIn Engagement by Type
Reactions ▼ 4.1K 2.7K	Likes ▼ 145 220	Photo ▼ 720 1.5K	Reactions ▲ 42 96
Comments ▼ 735 854	Retweets ▼ 48 126	Carousel album 57	Shares ▲ 5 37
Shares ▼ 643 674	Replies ▼ 7 17	Video ▼ 104 10	Comments 0 2

Reaction and Video View Analytics

The RTSC video released near the beginning of the quarter reached 4.3 thousand users on Facebook and 834 users on Instagram. The video showcases each locality and features Mayors and Councillors from the eight municipalities who form the core membership of the RTSC including Stony Plain, Spruce Grove, St. Albert, Edmonton, Devon, Leduc, Fort Saskatchewan, and Beaumont.

Q1 was also host to the annual State of the Region event. Due to COVID-19, this year's event was held virtually. The Year in Review video provides an overview of the previous year's accomplishments and is an ongoing annual project for Communications. On the Town's social media channels, the video reached nearly 3.5 thousand users on Facebook and almost a thousand Instagram users.





Planning & Infrastructure

2021 First Quarter Permit Statistics

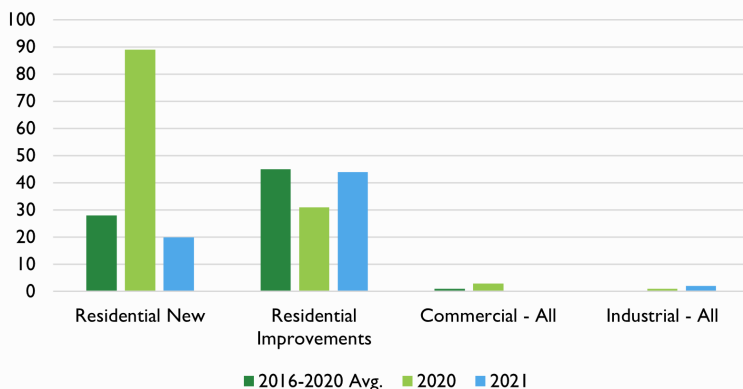
Planning and Development

First quarter residential construction in 2021 comprised a total of 20 housing starts including 14 single detached dwellings and six semi-detached dwellings, with a combined estimated construction value of \$4.8 million.

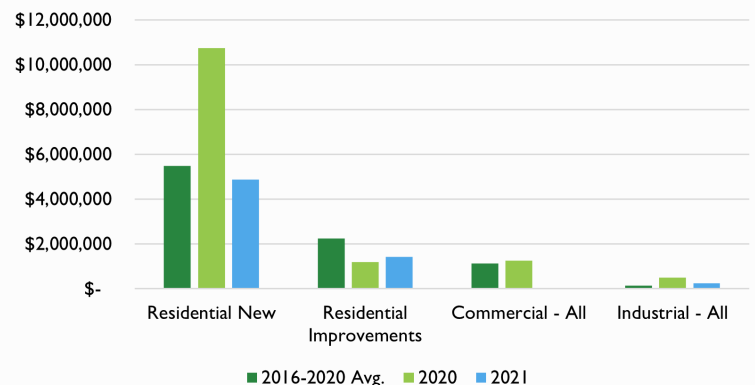
There were two industrial permits issued in the first quarter of 2021 with an estimated construction value of \$255 thousand, and no commercial permits issued. Please note there was one institutional permit issued with an estimated construction value of \$19.2 million that is not reflected in the figures below.

There were 44 permits issued to date for alterations and additions including 38 residential improvements, four commercial improvements, and two industrial improvements, with a combined estimated construction value of \$1.4 million. There were 18 other permits issued including 11 signs, four moves/demolitions, etc., two secondary suites, and one home occupation, with a combined estimated construction value of \$75 thousand.

Q1 Volume of Building Permits by Type



Q1 Value of Building Permits by Type



Public Works



Public Works had two small snow events at the end of January and the beginning of February. No residential snow clearing was triggered as measured snowpack only reached 3.5cm, well below trigger levels.



Horticulture has been doing significant work around the town including pruning 700 trees and completing removals of dangerous trees.



Spring clean-up began early in the roads department with street sweepers cleaning major roadways and crews out washing the concrete boulevards.



The Town's mechanics successfully installed two back-up generators in the High Park Pumphouse & Reservoir to allow safe operation in the event of an unexpected power failure; they even did a great paint job!

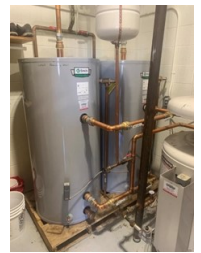
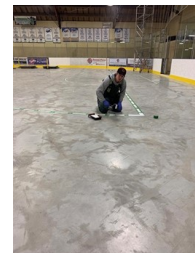


Facility Services

Arena/Sports fields

- Ice was removed February 3 (the earliest to date) due to continued COVID-19 restrictions and public health orders.
- Turn over to dry floor use (Lacrosse) starting in early March.
- Staff got ahead of annual maintenance and turf sweeping of all sports fields.
- Capital lifecycle replacement completed: booster pump and boiler tank.
- Capital lifecycle replacement in progress: condenser and radiant heater upgrade.

The Facility Operations team was split into Facility Assets and Facility Projects in Q1 as part of the Facilities transition from Community and Protective Services to Planning and Infrastructure



Facility Assets

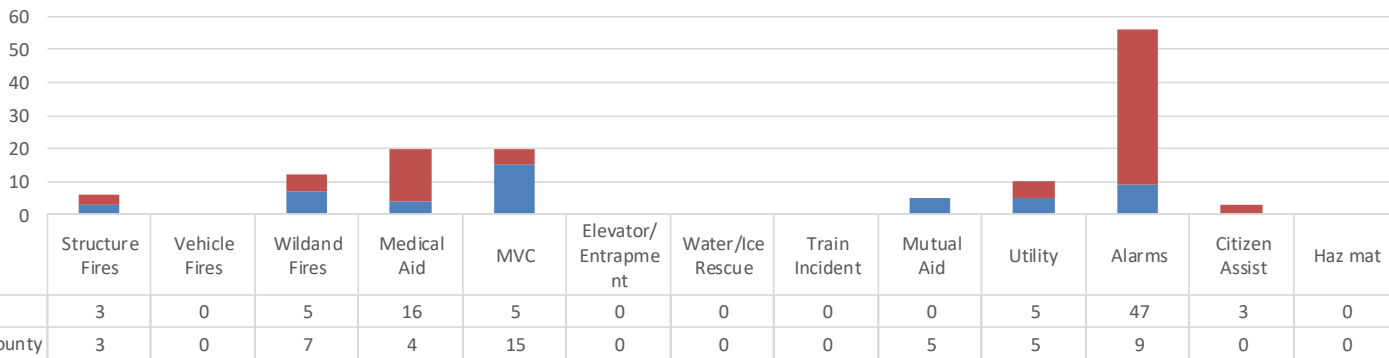
- Commenced outdoor asset inventories and developing a matrix for condition assessments.
- Building and playground inspections.

Facility Projects

- Removal of all Christmas lighting/displays.
- Streetlight banner changeover.
- Golf Course snack shack renovation; tap upgrade (touchless), and driving range netting installation.
- Portable sign retrofit to restrict vandalism.



Q1 2021 - Fire Responses by Category



Fast Facts
Busiest years in SPFD History
 2019 T 392 C 247 = 639
 2020 T 330 C 272 = 602
 2017 T 265 C 303 = 568

Fast Facts
 3 busiest response categories. % of total YTD calls.

Highlights from the 1st Quarter include: January

- The start of the year saw six new casual firefighter recruits officially join the Department. They have began their FD orientations and National Fire Protection Association (NFPA) 1001 Level 1 training. The recruits will be in training for the next few months and will be responding to calls when basic skills are completed.
- The Fire Hall remains closed to the public due to Covid-19 restrictions. Members continue to work with customers virtually to limit exposures and risk, while still meeting the demands of the public.

February

- SPFD filled the Administrative Assistant position.
- Virtual firefighter training continues through Microsoft Teams. This has been a reliable platform to allow information to be shared and new skills learned, while still aligning with Public Health Order (PHO) restrictions. Members have been working hard to develop videos and other content to train firefighters. This material is saved on the firehall system and can be accessed by members on their schedule.

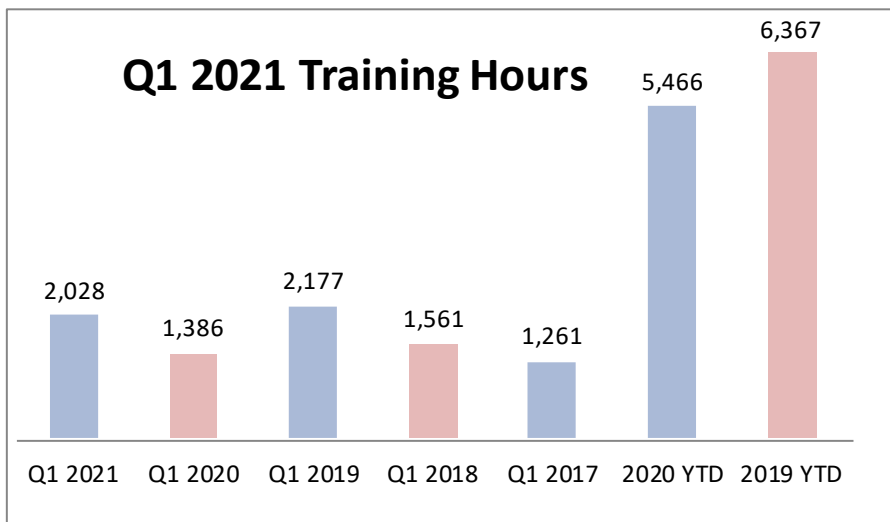
March

- SPFD members conducted two Ice Rescue training and recertification courses through Dive Rescue International. A classroom theory portion followed by members practicing their skills in the frigid water of Muir Lake, made for an excellent course. The group was split in two to conform with PHO's. A total of 14 members were certified or recertified over the weekend.
- SPFD members returned to in person training on Monday nights. Separate stations are utilized to ensure maximum groups of ten. Members have expressed great relief to return to traditional training and hoping that life will return to the new normal soon.
- While at a routine alarm call, a young resident was given a plastic fire helmet as she waited patiently to return to her building. She was so excited, her mother posted her picture and a thank you on social media. The story was picked up by CTV Edmonton and her story shown on the news. Our members believe in and live our values of Community, Commitment, Compassion.

	Year	Town	County
Alarms	2021 (ytd)	55%	19%
	2020	40%	20%
	2019	39%	22%
	2018	37%	19%
Medical	2021 (ytd)	19%	10%
	2020	22%	5%
	2019	22%	11%
	2018	21%	8%
MVC	2021 (ytd)	6%	31%
	2020	10%	35%
	2019	14%	34%
	2018	14%	31%



Even a SPFD first aid mannequin takes Covid seriously. Social distancing, masking and handwashing is a part of everyone's lives.



2021 TRAINING SUMMARY

Training was challenged by Covid-19 restrictions on large groups.

- ◇ Virtual training conducted through Microsoft Teams, was the platform that brought members together to share information and maintain relationships. Q1 2021 averaged almost 41 members per training night as compared to 27 in Q1 2020.
- ◇ Regular Department meetings are held on the first Monday of each month. Meetings will remain in virtual format until all public gathering restrictions are lifted.
- ◇ 2028 hours of safe, quality training was completed in Q1 2021, compared to 1386 in Q1 2020.



New signage to identify permitted burns in our Community, to limit false calls.



Ice Rescue Training & Re-certification course at Muir Lake



Structure fire at Ironstone Terrace



SPFD members helping Stony Plain Facilities Crew with flag poles at Town Office. Crews exercise and operate Ladder 3

Municipal Enforcement Services: 2021 First Quarter Report



CPO Taking Notes



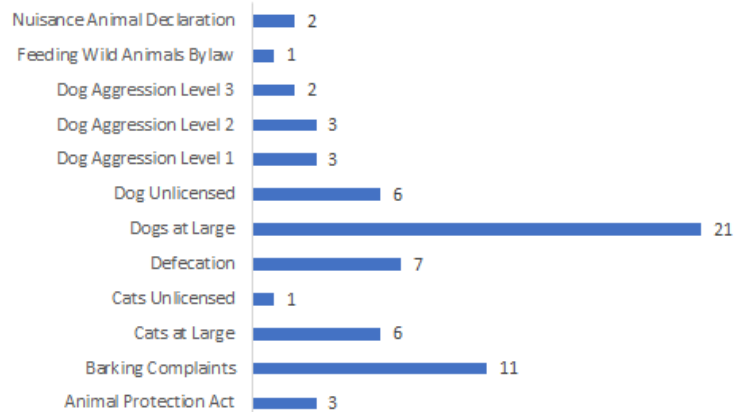
Bylaw Enforcement

In the 1st quarter of 2021 Stony Plain Peace Officers responded to 293 Incidents. 52 of those incidents were proactively generated by a Peace Officer.

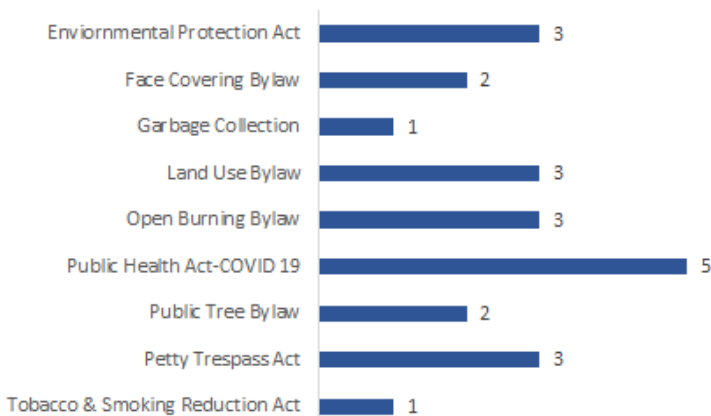
The 3 most frequent incidents this quarter were:

- Parking Complaints (56 incidents)
- Dogs at Large (21 incidents)
- Snow Covered Sidewalks (19 incidents)

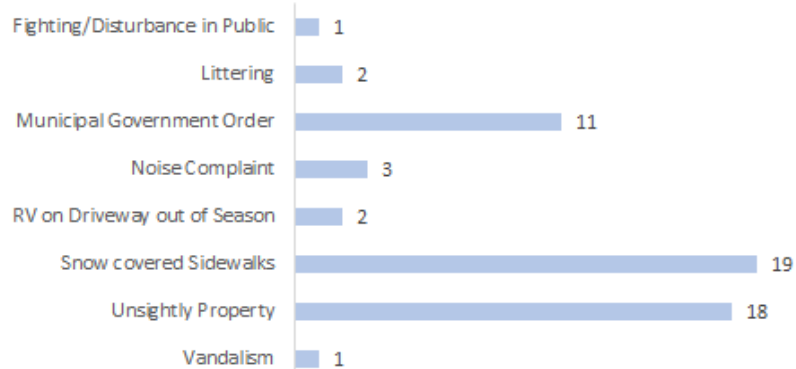
2021 First Quarter Animal Incidents



2021 First Quarter Public Behavior Incidents



2021 First Quarter Community Standard Incidents





Traffic Incidents & Violations

Some of the most frequently observed traffic incidents this quarter included:

- Uninsured Motor Vehicles (6 incidents)
- Road Obstructions/Debris (5 incidents)
- Unattached Trailers (4 incidents)

In the 1st quarter of 2021 Community Peace Officers issued 153 warnings and 346 violation tickets.

The top 3 most frequent driving violations were:

- Distracted Driving (160 incidents)
- Speeding (45 incidents)
- Expired License Plates (21 incidents)

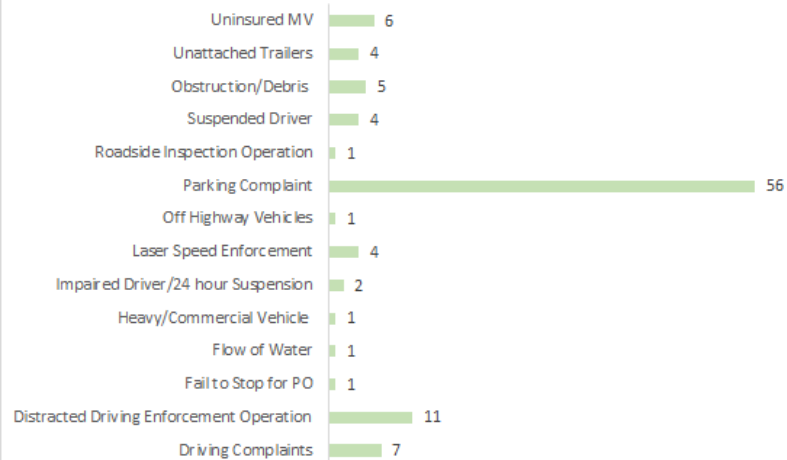


CPO Conducting Speed Enforcement Operation

2021 First Quarter Violations Issued



2021 First Quarter Traffic Incidents





☐ Agency Collaboration & Public Engagement

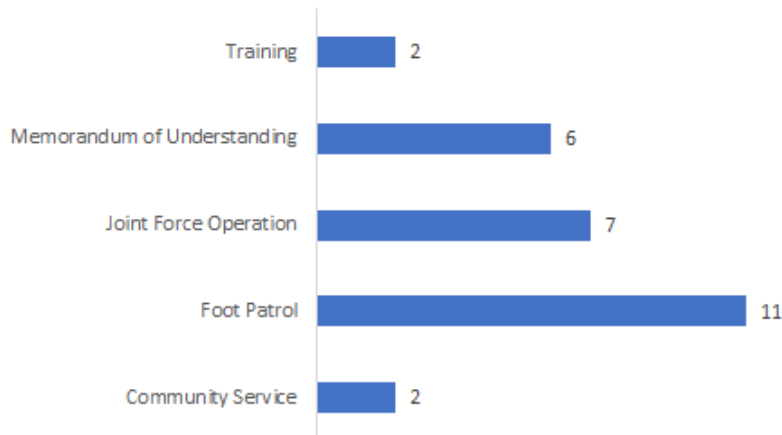
Peace Officers collaborated with other agencies and our area partners on a number of matters this 1st quarter:

- Peace Officers assisted the RCMP (8 matters) including found property, motor vehicle collisions, traffic control, and general member assistance files.
- Peace Officers assisted Public Works (2 matters)
- Worked with Planning and Infrastructure (1 matter)
- Joined Outside Agencies (4 matters)

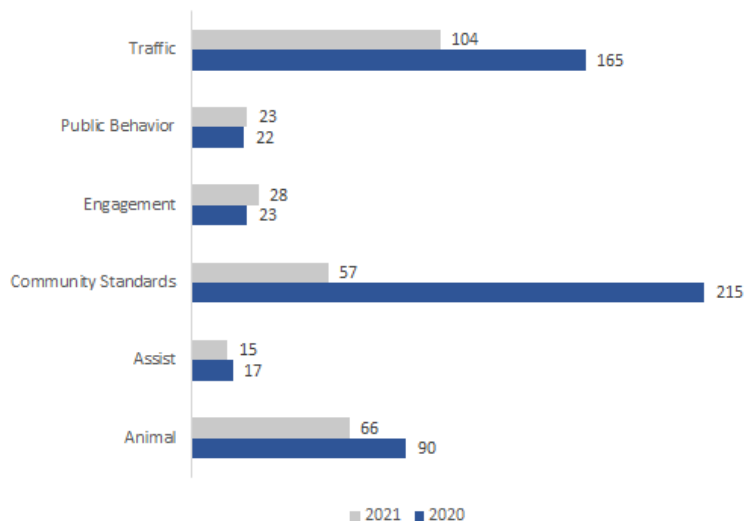
As the pandemic continues, Peace Officers have been navigating ways to engage with the public. During the 1st quarter of 2021 Peace Officers:

- Engaged in 7 Joint Force Operations
- Utilized the Tri-Region Memo of Understanding on 6 Occasions
- Conducted 11 Foot Patrols

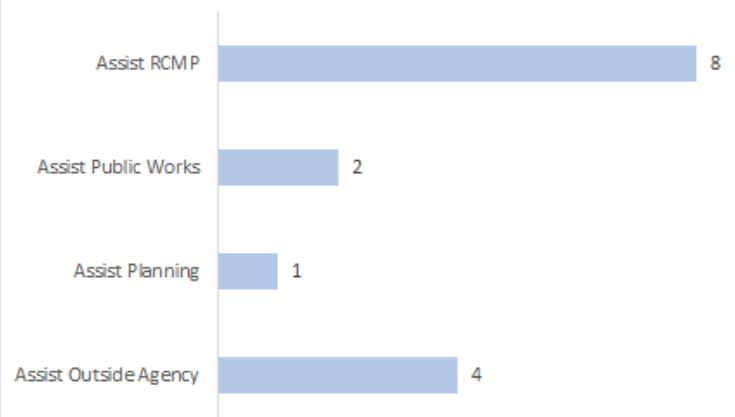
2021 First Quarter Engage Incidents



First Quarter Summary of Incidents



2021 First Quarter Assist





Recreation Services

Highlights

Heritage Park
Community Centre
Glenn Hall Centennial Arena
Accessible Transportation

Facility Booking and Rentals

Heritage Park

UTILIZATION STATISTICS

	Spruce Grove Hall	Parkland Hall	Pavilion
Scheduled Events	123.5 hours	160 hours	150 hours
Cancelled Events (COVID)	78 hours	7 hours	195 hours



Community Center

UTILIZATION STATISTICS

	Upstairs	Lobby
Scheduled Events	35 hours	1 hour
Cancelled Events (COVID)	78 hours	7 hours

Glenn Hall Centennial Arena

UTILIZATION STATISTICS

Scheduled Events	64 hours
Cancelled Events (COVID)	803 hours



COVID 19

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

Facility Rentals

- Heritage Park
- Glenn Hall Centennial Arena
- Community Centre

Programs & Events

- Adult Ballroom Dance
- Seniors' Jamboree
- Tri Municipal Leisure Guide
- Tri Municipal Info Fair
- Community Grant Funding



Accessible Transportation Service



The COVID 19 Pandemic has impacted the Accessible Transportation Service delivery. Service has continued throughout the pandemic for essential appointments and increased sanitization and safety procedures have been implemented. Over the last quarter the service focused on essential transportation needs.

Public health orders eliminated groups trips and restricted the number of clients we were able to facilitate in a single vehicle.

JANUARY

31 New Clients (21 Stony Plain, 8 Spruce Grove, 2 Parkland County)

Ride Statistics							
Single Trips	Shared-ride Trips (# of users)	KM's	Wheelchair	Walker/Cane	Scooter	Oxygen	Attendant
272	0	5267	23	90	7	2	34
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County		Other	
56		76		3		0	

FEBRUARY

Ride Statistics							
Single Trips	Shared-ride Trips (# of users)	KM's	Wheelchair	Walker/Cane	Scooter	Oxygen	Attendant
303	0	6432	27	128	8	2	45
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County		Other	
91		68		1		0	

MARCH

Ride Statistics							
Single Trips	Shared-ride Trips (# of users)	KM's	Wheelchair	Walker/Cane	Scooter	Oxygen	Attendant
371	0	6856	28	135	14	1	68
Residency Location Statistics							
Stony Plain		Spruce Grove		Parkland County		Other	
92		90		2		0	

The first quarter of operation involved strategizing for 2021 programming and building on the momentum of our successful and safe 2020 season.

Postings for our seasonal positions received plenty of interest and the process to fill the limited amount of positions available was completed.

On-line training, product knowledge seminars, and a 2-day online Education Seminar kept the remaining golf shop staff busy during the Winter months.

There were also 7 participants who were re-certified in General First-Aid during a 2-day on-site seminar.



Golf Course



Winter Leagues

With restrictions in place due to Covid-19, the simulator was not able to be booked.

Custom club-fitting appointments were permitted as it was a supervised 1-on-1 session and that helped to get some early season equipment orders in the system.

Retail Sales

Spring orders of equipment and apparel started to arrive in January. The process of receiving, pricing and merchandise was on-going throughout the quarter in anticipation of what could be an earlier start date compared to May 6 of 2020.

Membership

In anticipation of a busy season and increased interest in “New Member Inquiries”, we asked our 2020 members to commit to a \$500 deposit to secure their spot as a 2021 member.

Between 90-95% expressed interest to return with a few opting out due to medical reasons. Early indications show that we will have room for a few new additions, however, all categories will reach their cap by Opening Day.

Food & Beverage Update

Our Food and Beverage operation was not operational for the first quarter given the restrictions in place and the cost to try and operate a limited-service option.



Corporate Services - Financial Services

Net taxes show as a negative as these include the collection of provincial education taxes, which are paid quarterly.

Town of Stony Plain Unconsolidated Statement of Operations			
	Budget 2021	Q1 2021	Variance
Revenue			
Net Taxes available for municipal purposes	\$ 18,078,594	\$ (2,004,182)	\$20,082,776
Sales & user charges	14,171,980	3,814,728	10,357,252
Franchise and concession contracts	3,250,697	901,388	2,349,309
Government transfer for operating	1,469,462	269,618	1,199,844
Fines	881,500	149,064	732,436
License & permits	501,800	281,006	220,794
Investment income	277,500	190,296	87,204
Rentals	652,124	100,055	552,069
Other	616,690	32,782	583,908
Penalties & costs on taxes	258,000	47,287	210,713
	<u>\$ 40,158,347</u>	<u>\$ 3,782,042</u>	<u>\$36,376,305</u>
Expenses			
Recreation & culture	\$ 8,219,325	\$ 2,891,276	\$ 5,328,049
Utilities	9,225,193	2,073,323	7,151,870
Protective services	6,852,507	754,011	6,098,496
General government	6,116,812	2,085,528	4,031,284
Transportation	2,504,105	972,939	1,531,166
Development	2,873,384	833,234	2,040,150
	<u>\$ 35,791,326</u>	<u>\$ 9,610,311</u>	<u>\$26,181,015</u>
Annual Surplus (Deficit) Before Other Revenue/(Expense)	<u>\$ 4,367,021</u>	<u>\$ (5,828,270)</u>	<u>\$10,195,291</u>
Transfers From Reserves	\$ 713,935	\$ 304,688	\$ 409,247
Transfers to Reserves	\$ (3,647,603)	\$ (39,447)	\$ (3,608,156)
Debenture Principal	\$ (1,433,353)	\$ (303,507)	\$ (1,129,846)
Operating Surplus/ Deficit	<u>\$ -</u>	<u>\$ (5,866,535)</u>	<u>\$ 5,866,535</u>

Capital Projects

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

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

Capital Projects	2021 Budget	2021 Expenditures
HWY 779 SIDEWALKS	\$425,994	-
BOUNDARY ROAD	\$105,912	\$421
RCMP FACILITY	\$1,490,304	-
LIBRARY	\$3,631,268	\$737,772
OLD TOWN NORTH STORM WATER	\$732,573	\$6,304
UMBACH STORM	\$801,285	\$28,078
NEW SCHOOL INFRASTRUCTURE	\$396,738	\$9,457
REC CENTRE DESIGN	\$1,500,000	-
DOWNTOWN	\$1,895,251	\$15,189
SIGNAGE STRATEGY PHASE 3	\$100,000	-
REGIONAL TRANSIT	\$140,179	\$18,839
CENTRAL TRUNK SANITARY SEWER	\$352,000	-
PUBLIC WORKS BUILDING DESIGN	\$350,000	-
SIGNAGE STRATEGY 2021	\$50,000	-
CROSSWALK IMPROVEMENTS	\$40,000	-
MERIDIAN RESEVOIR UPGRADES	\$48,000	-
2019 MACHINERY & EQUIPMENT	\$12,000	-
2020 FACILITY LIFECYCLES	\$50,000	\$44,349
2021 FACILITY LIFECYCLES	\$210,000	-
2021 MACHINERY & EQUIPMENT	\$439,000	\$103,417
2021 VEHICLE REPLACEMENT	\$755,000	\$132,670
2021 WATER SYSTEM REPLACEMENT	\$338,000	-
2021 WASTEWATER SYSTEM REPLACEMENT	\$172,500	-
2021 STORM SYSTEM REPLACEMENT	\$400,000	-
2021 INFRASTRUCTURE REPLACEMENT	\$2,000,000	-
2021 PARKS & OUTDOOR RECREATION	\$180,000	-
	\$ 11,971,504	\$ 816,060

2021 Operating Initiatives

Operating Initiatives and Projects		
	Budget	Expenditures
OCAO		
Tourism Master Plan	\$30,000	\$0
Corporate Services		
Performance Measurements	\$20,000	\$0
Bellamy Enhancements	\$30,205	\$0
Corporate Systems Strategy	\$18,000	\$0
OnBase Implementation	\$13,000	\$9,750
Planning & Infrastructure		
Sanitary Inflow & Infiltration Study	\$84,265	\$434
Asset Management Implementation	\$65,000	\$0
Off-site Levy Bylaw	\$75,000	\$31,270
Rail Underpass Design	\$80,000	\$0
Housing Strategy	\$110,000	\$0
Transportation Master Plan	\$147,228	\$0
Community & Protective Services		
Program & Facility Booking Software	\$41,000	\$0
	\$713,698	\$41,454

2020 Grants Received/Used

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

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

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

Operating Grants Received - Year to Date		
Provincial Grant Allocation		
MSI Operating		131,776
	\$	131,776
2021 Grant Allocations		
Federal Gas Tax		1,068,313
MSI Capital		4,662,734
	\$	5,731,047

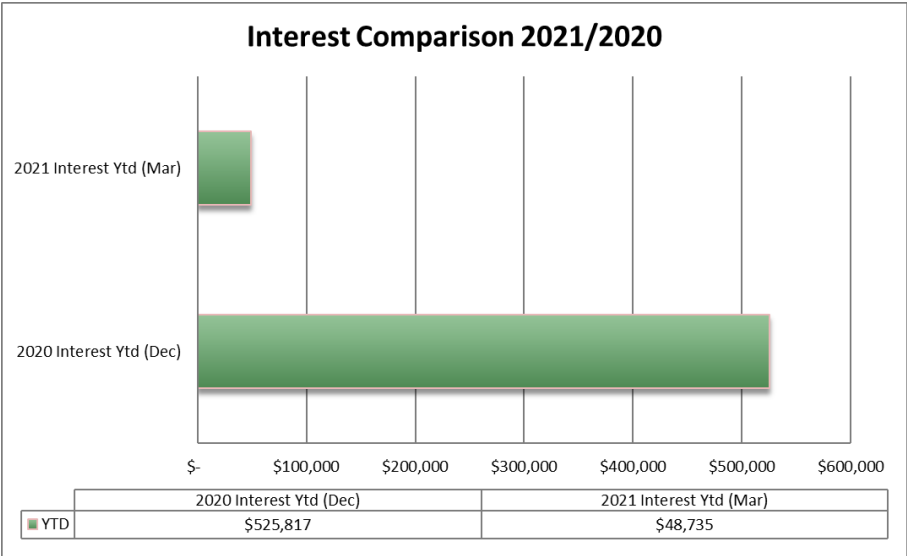
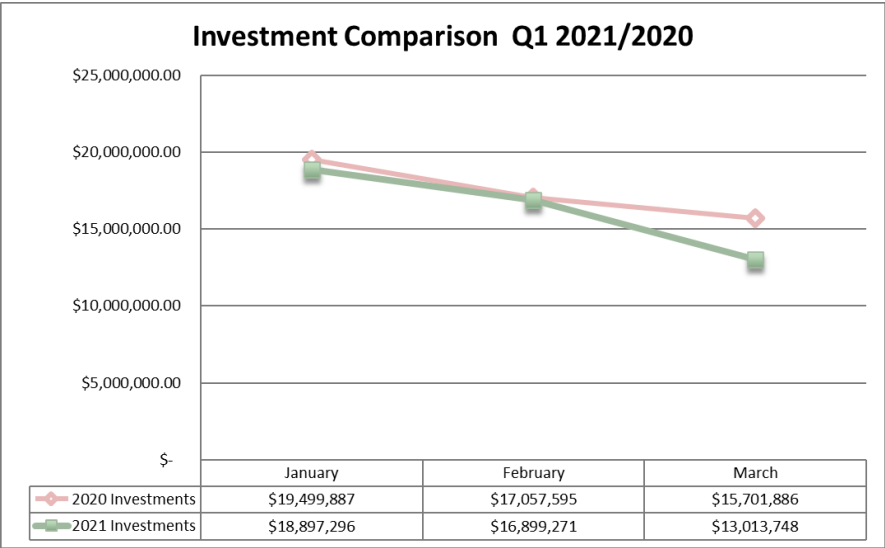
2021 Reserve Projections

2021 CAPITAL RESERVES	2021 Opening Balance	2021 Projected Ending Balance
<u>LIFE CYCLE RESERVES</u>		
Life Cycle - Common Services	87,954	86,954
Life Cycle - Arena	398,974	212,474
Life Cycle - Pool	215,078	225,078
Life Cycle - Community Center	194,102	199,102
Life Cycle - Heritage Park	875,786	810,572
Life Cycle - Parkland Building	107,664	72,664
Life Cycle - Library	313,760	120,093
Life Cycle - Town Admin Bldg	181,950	31,950
Life Cycle - Firehall	153,115	163,115
Life Cycle - Youth Centre	80,409	80,409
Life Cycle - Outdoor Rec	72,937	99,297
Life Cycle - Forest Green Plaza	60,000	75,000
Life Cycle - Old Firehall	20,000	20,000
Life Cycle - RCMP Building	5,000	5,000
<u>CAPITAL EQUIPMENT REPLACEMENT</u>		
Fire Truck/Equipment Replacement	75,927	143,240
Capital Equipment Replacement	390,407	197,907
<u>GENERAL CAPITAL RESERVES</u>		
Capital Reserve - Roads	115,827	66,679
Capital Reserve - Water	1,595,945	486,721
Capital Reserve - Sewer	584,541	265,845
Capital Reserve - Storm	182,965	65,778
Capital Reserve - Waste Mgmt	102,702	107,087
<u>OTHER RESERVES</u>		
Economic Development & Regional Reserve	50,000	50,000
Recreation & Culture Reserve	341,396	-
Trails Reserve	641,119	446,119
Public	188,169	6,609
General Purpose	315,597	20,061
Golf Course	20,042	57,692
Land (School) Reserve	119,000	328,000
CAPITAL RESERVES	7,490,366	4,443,446
2021 OPERATING RESERVES	2021 Opening Balance	2021 Projected Ending Balance
Mural Preservation	75,455	70,455
Tax Levy Stabilization	4,450,881	2,065,592
Utility Rate Stabilization	391,501	313,815
Snow Removal	300,461	200,461
Safety Rebate Reserve	57,505	60,005
Public Art Reserve	235,447	265,447
Policing and Public Safety Reserve	220,677	75,517
Legacy Reserve	147,238	249,673
Technology Reserve	85,660	148,660
OPERATING RESERVES	5,964,825	3,449,625
TOTAL RESERVES	13,455,191	7,893,071

Investments

The Town is maintaining an investment portfolio that is a mixture of long term and short term maturities; permitting the Town to earn a rate of return while ensuring adequate cash flow, as per Policy C-FS-025, Cash Management & Investments. The Town has \$13,013,748 in investments as of March 31, 2021. \$1,000,000 is invested in short term investments at local financial institutions, and the value of the portfolio with the investment firm is \$11,989,840 (market value). The portfolio is a mixture of cash and cash equivalents, fixed income (bonds rated A to AAA) and short to medium term investments. Administration continues to monitor cash and investments to maximize the Town’s return while still maintaining an available cash flow.

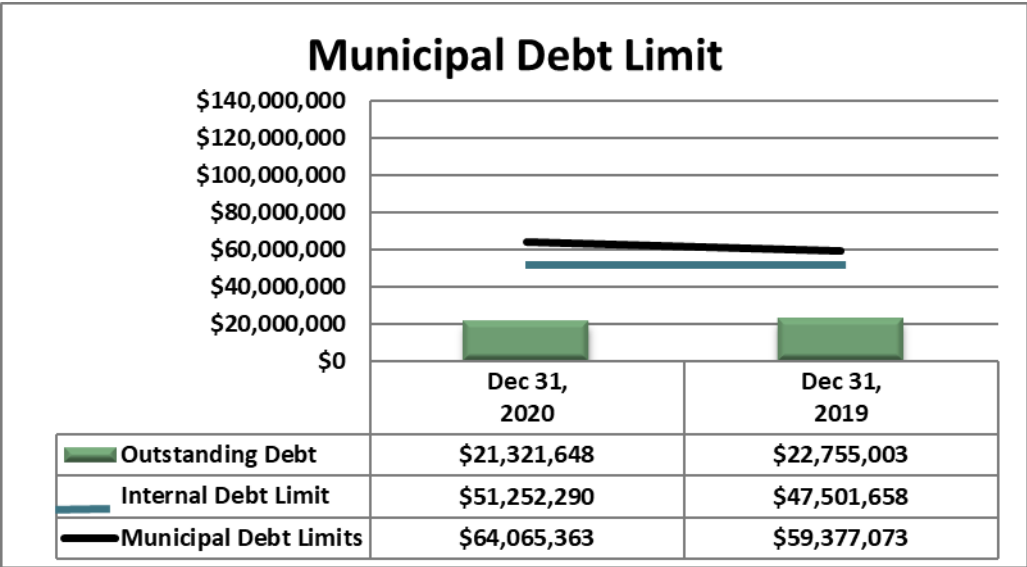
Year over year the Town’s investment portfolio has decreased as funds have been deployed to major projects.



The timing of interest is dependent on the current composition of the investment portfolio.

Debt

The Town of Stony Plain's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the Municipal Government Act, the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The Policy which was adopted on July 13, 2020 stipulates that the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. The forecasted debt outstanding as of December 31st, 2020 is \$21,321,648. The outstanding debt is 33.28% of the legislated debt limit and 41.60% of the Town's internal limit.



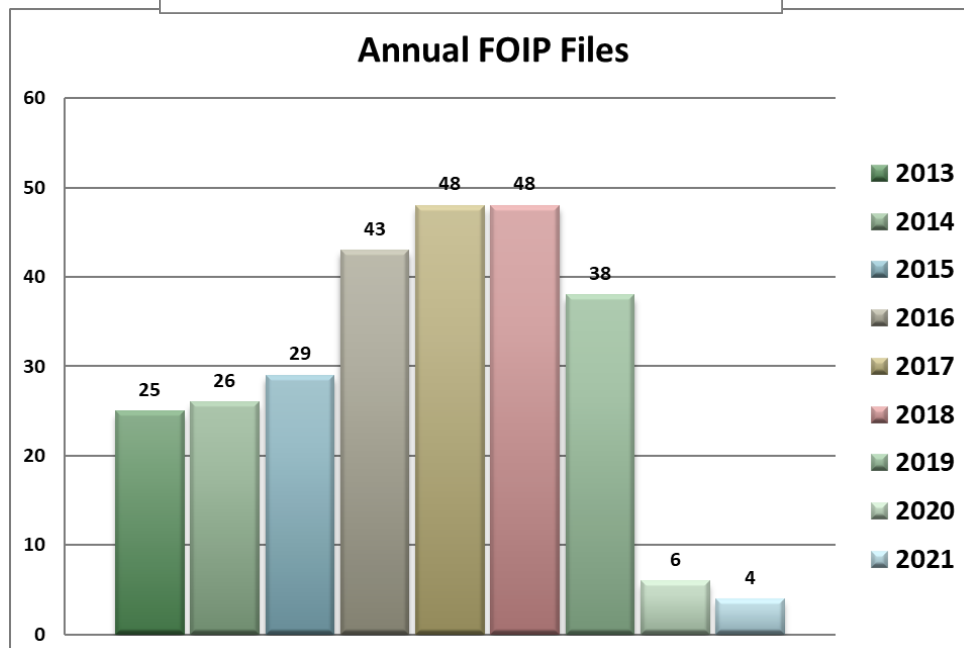
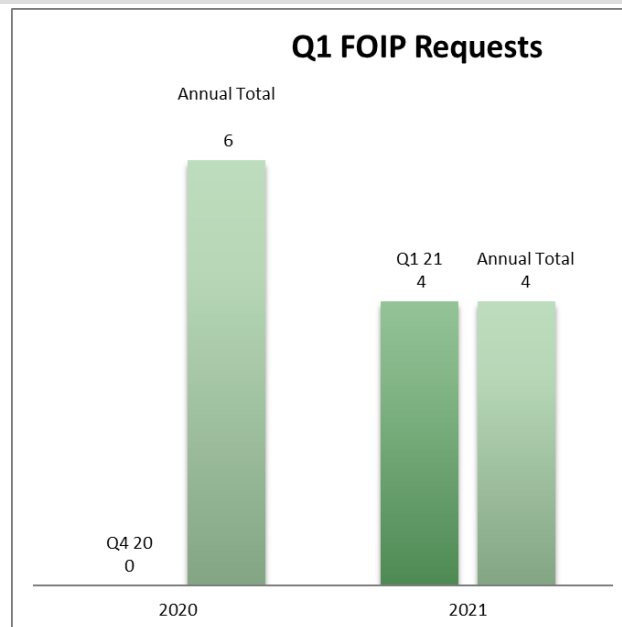
* Internal Debt Limit was established on July 13, 2020, this is presented on 2019 for information purposes only.

DEBT LIMIT	Dec 31, 2020		Dec 31, 2019	
Municipal Debt Limits	\$	64,065,363	\$	59,377,073
Outstanding Debt	\$	21,321,648	\$	22,755,003
Total Debt available	\$	42,743,715	\$	36,622,070
Internal Limit Debt available	\$	34,194,972	\$	29,297,656
Municipal Debt Service Limit	\$	10,677,561	\$	9,896,179
Current Debt Service Level	\$	2,159,322	\$	2,159,322
Service on Debt Limit				
Available	\$	8,518,239	\$	7,736,857
Service on Internal Limit				
Available	\$	6,814,591	\$	6,189,486

The remaining debt limit available under the Town's internal limit is 58.40%.



Legislative Services



Family violence affects us all. It has negative social, financial and health impacts on those directly involved, as well as on their friends and family, colleagues, community and society at large.

Our approach to preventing family violence is to build on healthy relationships. This includes changing beliefs and attitudes, building safe and supportive communities, supporting our youth, families and relationships and promoting good health and well-being.



Stony Plain FCSS staff joined community partners to participate in the IMPACT province-wide virtual summit on domestic and sexual violence. Knowledge on current challenges, gaps and solutions being used provincially was brought back to our community.

One takeaway: the power of positive role modeling is key in effecting social change and preventing abuse. We are all responsible for creating a safe community.

FCSS - Creating Healthy Relationships

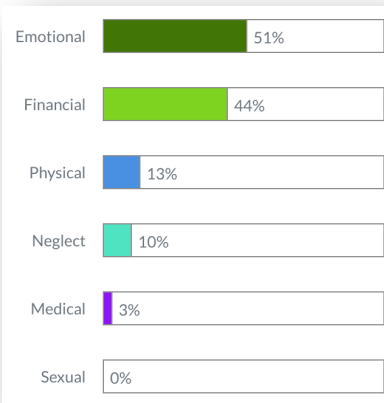


Figure 1. Elder Abuse Cases by Type

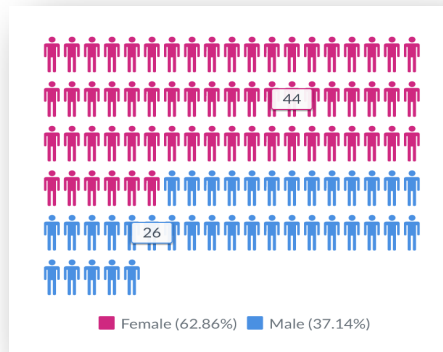


Figure 2. Elder Abuse Cases by Gender



TREA

Stony Plain FCSS is a member of the Tri-Region Elder Abuse (TREA) Coordinated Community Response Network.

This collaborative group brings diverse stakeholders together to address elder abuse through awareness, education and wrap-around supports. Visit the website to read the 2020 Annual report. 70 cases of elder abuse were supported and the most common type of abuse was emotional (51%). See Figure 1. This can be compared to 2019 stats of 54 cases in which the most common type of abuse was financial (57%).



MooseHide Campaign Day

Stony Plain FCSS partnered with local RCMP to honour MooseHide Day on February 11.

Moose hides signify your commitment to honour, respect and protect the women and children in your life and to work together to end violence against women and children.



Anti Bullying Workshop

In Q1, the Stony Plain Youth Centre partnered with Alberta Parenting for the Future (APFA) to offer a multifaceted approach to Pink Shirt Day, extending to a week-long campaign of activities focused on building self-esteem and healthy relationships. The final activity was a hosted viewing of "Dark Cloud-The high cost of cyberbullying".

2020 Elder Abuse Stats*

70 - cases of Elder Abuse supported

85 - types of Elder Abuse identified in the 70 cases

44 - female

26 - male

*Reported by TREA network



Coming next quarter:

June 15 is Elder Abuse Awareness day. Stony Plain FCSS will be working with community partners to UpRoot Abuse with dedicated purple gardens across our region sharing information on Elder Abuse. Prevention.

At Stony Plain FCSS, we believe our people, the residents of Stony Plain, and Parkland County are at the heart of everything we do. Individual supports provide connections to services and resources to support people. Programs help people to develop skills and learn about themselves to strengthen resilience. Community development uses education and awareness activities, events, and volunteerism to support increased community connections.

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

Stony Plain FCSS continues to host and coordinate the Community Action groups with the purpose of providing a framework to keep our service organizations connected and working together efficiently and effectively for the greater good of the Tri-Region. 92 members subscribed to our monthly meetings invites. In the first quarter, Stony Plain FCSS hosted 12 community action group conversations with over 100 participants.

FCSS - Enhancing Inclusion and Diversity



Building Connections

Caring Hearts Connection and Dementia Connections projects increased and built upon individual's resilience and ensured people are connected with others and experience an increase in personal well-being.

In the first quarter, our projects are supporting and connecting 20 residents with 12 actively-engaged volunteers.

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

Community Development

The virtual Let's Talk Dementia presentation on January 17 saw 100% of participants indicate they felt they learned new information about dementia and how to access community resources.

To promote awareness of the importance of celebrating diversity, we launched the 2021 Parkland Equity, Diversity and Inclusion webinar series. In the first of six webinars, 90% of participants reported increased knowledge about Diversity, Equity and Inclusion.

The Greater Parkland Regional Chamber of Commerce, BadaB Consulting and Stony Plain FCSS are proud to present this series.

Building Resilience

With the need for a connected community more than ever, the Connecting in Your Community project aims to empower residents to check on their neighbours as a form of outreach.

This year Stony Plain FCSS hosted the February Connection Challenge to help residents make connections.

Participants were asked to complete seven days of connecting.

Quotes

"Thank you for the presentation and how to connect with resources."

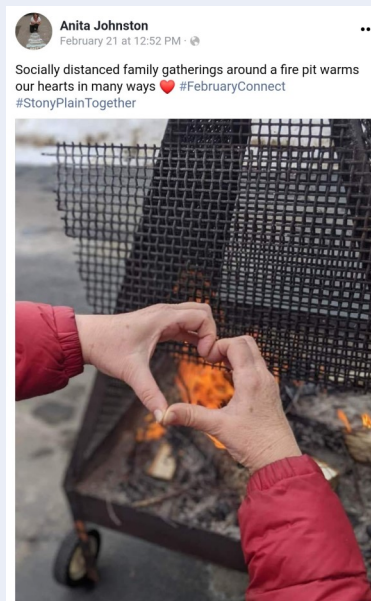
—Presentation Participant

"In the midst of these difficult days of covid, it was great to connect with people and laugh over even simple things."

—Connection Card Participants

"This challenge gave me a push to connect with others as I had been staying away thinking I had nothing to say."

—Neighbourhood Connector





FCSS - Mental Wellness

Trapped

I was stuck.
I couldn't breathe.
The darkness consuming my body was suffocating me.
Reaching for my lungs and latching on to them with a strength that made it hard to breathe.
I begged and pleaded for it to stop but no help came to me.
I could do nothing but suffer through the never-ending pain.
I was trapped in my mind with no way out.



Jasmin

Mother-load

Smart, beautiful mother of two—but if you only knew
Every day's a battle—I'm just trying to make it through
I only do—because I love you
Burned-out, exhausted, and miserable too
Thoughts of death creep up anew
Too ashamed to ask for help
I die inside while smiling at you

Jamie



Storytelling Contest

Throughout the month of January, residents throughout the Tri-Region were invited to participate in the 7 Sentence Story, 7 Lines of Poetry contest to raise awareness on the stigmas and struggles associated with Mental Health.

This is the second year the contest has been run. In total, 24 writers participated in the contest. The ages of participants ranged from 12 - 74. *Jamie* won the over 18 category, and *Jasmin* won the under 18 category.



Sticker Campaign

March 5 & 6, with the help of our generous community partners A&W, McDonalds and Tim Hortons in Stony Plain, distributed 8,000 resource stickers with food orders. The stickers directed residents to mental health and related supports in the region.

The partnership was a great example of how we can all do our part to help one another in support of mental health.



Community Helpers Program

Alberta Health Services expanded their areas of delivery to three new regions and awarded the Community Helpers Program to Stony Plain FCSS. FCSS joins 22 organizations across the province who deliver the program. The program targets participants 11 - 30 years old.

Community Helpers offers the opportunity to develop new skills and knowledge that will help individuals to deal effectively with mental health concerns, suicide, relationships, substance use, how to safely be a peer support for someone else and take care of self.

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

Ongoing Grief Support

The Caring Friends Grief Support Group meets the second Thursday of each month and the Living with Loss to Suicide Support Group continue to meet the last Monday of each month.



Coming next quarter:

Mental Health Week May 3 - 9

TriRegion Community Better Challenge Month of June

Community Helper Training

Psychological First Aid

Mental Health First Aid

Youth Suicide Training

This year, Stony Plain Family and Community Support Services will be updating and refocusing our community's plan to reduce poverty, continuing the work that was started in 2014.

The Stony Plain Plan to Reduce Poverty will be guided by four principles:

- **Collaboration** - Working together with people.
- **Dignity** - Acknowledging that access to basic needs such as housing and food are a human rights issue.
- **Opportunity** - Recognizing that everyone is important and needed for a strong, healthy community.
- **Resilience** - Preventing people from falling into poverty and building on their capacity to face hard times.



[vision]

a community where every individual and family has the right to a safe place to sleep and live, and a life free from the constraints of poverty.

FCSS - Preventing and Reducing Poverty



Hope&Home

Stony Plain FCSS sits at the regional Champions Table for Hope&Home.

The table includes key stakeholders who care about reducing poverty and homelessness in Stony Plain, Spruce Grove and Parkland County.

The table works on collaborative strategic planning, resource allocation, future funding, data collection and evaluation.



Regional Housing

The Regional Housing Program was launched in 2020 in partnership with Spruce Grove FCSS. The program provides support to residents for rapid rehousing and housing breakdown prevention.

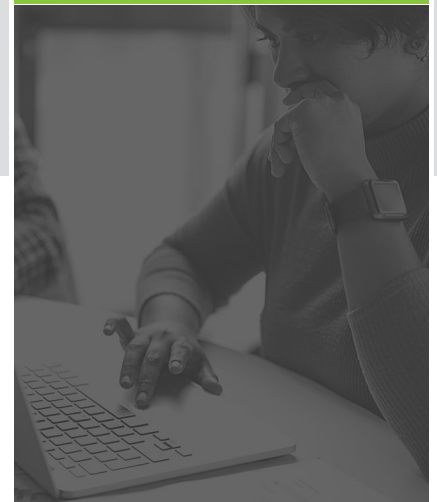
28 individuals were supported by this program in the first quarter of 2021.



Preparing for Tax Season

Helping people file their taxes is a very impactful poverty reduction action at the community level. Tax credits and benefits can put lump sum, annual, quarterly and monthly income into the hands of people living on low income, and help lift them above or closer to the poverty line. This quarter was spent revamping the program for COVID restrictions, training volunteers and preparing to launch this important community program.

Tax Time



Coming next quarter:

Income tax clinics will run until the end of April.

The program aims to ensure that residents with modest incomes and simple tax situations feel supported by our office and community.



HOPE&HOME

Tri-Regional Homelessness
& Poverty Initiative

National Volunteer Week April 18 - 24

Annually, the Town of Stony Plain partners with the City of Spruce Grove, Parkland County and nonprofits to provide recognition to community volunteers. Once again, the Tri-Region has applied to be a feature site which includes recognition, promotion and recruitment of volunteers during the week. The National Volunteer Week funding application was approved for \$1,250.

Stay tuned for more information on how we will celebrate and recognize our community volunteers.



FCSS - Volunteer Centre



Visit stonyplainfcss.com



Capacity Building

Neighbourhood Connect members have access to resources and ideas to help grow the connections in neighbourhoods. We encourage opportunities to share ideas and help build the overall network. Connectors help build a sense of community. Our community is stronger when we care about each other and the neighbourhoods we live in. Knowing your neighbours is vital to creating a safe and connected community.

A Volunteer Managers coffee break was held which provided an opportunity to join Jennifer Beyer, Community Development Unit, in discussing Profiling Volunteerism. The discussion paper explores the tangible and intangible benefits of volunteering, discusses trends and maps roles for civil society actors in maintaining the health of the volunteer ecosystem.

We have a deep respect and humble gratitude to those who support our programs and donate their skills and time to help us to do our work. New volunteers joined FCSS in supporting Caring Friends Bereavement Support Group, Trail Explorers Dementia Walking Group, Caring Hearts and Community Volunteer Income Tax Program. Volunteers are able to register and browse volunteer opportunities on Better Impact and the database was used to recruit new volunteers for our programs and assist recruitment for other organizations.

Community Volunteer Income Tax Stats (March 1 - 31):

- 3 - virtual host volunteers
- 3 - tax preparer volunteers
- 218 - residents on the list
- 115 - taxes completed
- 26 - in progress
- 77 - waiting for virtual intakes

Coming next quarter:

Community Development workshops offered to those looking to increase their knowledge regarding non profit sector. All workshops are offered virtually on Zoom 6:30-7:30PM and are free of charge. Registration is now open.

From Response to Recovery - April 12

Objects and Bylaws - April 26

Mergers, Amalgamations and Dissolutions - May 17

Keeping your Nonprofit Healthy - May 31

National Volunteer Week April 18 - 24



FCSS - Stony Plain Youth Centre

As resiliency and asset development research has shown, safe and caring adults can successfully impact positive youth development through services, opportunities and supports.

The SPYC endeavours to create positive outcomes by meeting basic needs, offering supportive long-term relationships and providing a range of challenging opportunities that engage youth in building on their strengths.

Youth programs, projects and initiatives run through all the above strategies including enhancing inclusion, promoting healthy relationships, preventing & reducing poverty and supporting mental health.

Highlights

Black Shirt Day Kick off

Community Delivery:

7 Comfort Boxes, 13 Hygiene

Kits and 26 Porch Packs

BLACK SHIRT DAY

| FRIDAY, JANUARY 15TH |



"BEYOND JUST ONE DAY A YEAR"

PROMOTE AWARENESS ABOUT RACISM AND
THE ONGOING FIGHT FOR CIVIL RIGHTS BY
WEARING A BLACK SHIRT

FCSS - Strategic Pillars



Inclusivity & Diversity

The Virtual YC promoted and participated in the first ever 'Black Shirt Day' as well as Chinese New Year, International Women's Day and Black History Month.

In February, we collaborated with our MacEwan University nursing students to host a presentation on 'Interpreting Intersectionality'.

Youth learned about how personal identities like race, gender, sexuality and disability, combine into a single experience to create different modes of discrimination and privilege.



Mental Wellness

'Bell Let's Talk' day was the highlight of a week-long focus on mental health. In addition to participating in the initiative, we also featured daily mental health challenges all week long and youth were encouraged to do one thing for their social, emotional, physical, spiritual and mental well-being. We finished the week with a 'Mental Health Meme' contest.

Our MacEwan University nursing students facilitated a presentation on how to recognize and cope with the negative effects of social isolation.

We participated in 'Self Harm Awareness' Day, grounding exercises and mindfulness/gratitude journaling.



Reducing Poverty

Hygiene Boxes containing items such as pads/tampons, soap, deodorant and dental products are still proving to be in high demand. Boxes were graciously provided through our partnership with WE CARE.

Through our connection to the Tri-Region Bunch and other community partners, we became aware of two families in the area that were in need of support.

With the help of WE CARE and other generous residents, we were able to provide both families with non-perishables, grocery gift cards, hygiene and comfort items as well as other necessities.



Healthy Relationships















Our Pink Shirt Day was extended for the entire week with a different focus each day.

Topics ranged from healthy relationships and self-esteem building, to learning what a dig-cit (digital citizen) is.

As school has shifted online, teaching digital citizenship has never been more important. It teaches youth to stay safe, solve problems and become a force for good online.

In partnership with APFA, we created 'Pink Packs' for drop off/pick up, containing: anti-bullying resources, a craft, candy and wristbands. We finished the week with a viewing of "Dark Cloud: the high cost of cyberbullying" followed by a presentation and discussion.

Engagement Analytics

			
Followers	 24 from 508	 56 from 324	 3 from 42
Post Engagements (likes, views, shares, comments)	 2221 from 1005	 771 from 449	N/A
Average Daily Story views	(Not previously tracked) 7 views	 27 from 22	 13 from 12
Reach	 9510 from 2604	N/A	N/A
Direct Messaging	 32 from 28	 49 from 41	 26 from 22



When youth were surveyed participating in Pink Shirt Day, 100% of participants responded that they 'strongly agreed' with the statement: "I learned about anti-bullying tools that I can use whether I'm a victim, bystander or bully".

“Here’s a pic of my bunnies, I made one for my dad to take up north while he is away.”
-A.L.

“Thank you so much for all of this! He’s already written in his gratitude journal and he’s planning on making the cardboard cat next. It’s such a great idea to make a comfort box for times of stress and this has been a great distraction.” —Message from parent



We also:

- Played games online
- Had Crafternoons on Zoom
- Attempted TikTok trends
- Baked and cooked