

QUARTERLY REPORT

FOR THE QUARTER ENDED MARCH 31, 2025







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Q1 HIGHLIGHTS

BUSINESS RETENTION & EXPANSION PROGRAM

The Town completed seven business support files in Q1, with 14 continuing into Q2. As a comprehensive Business Retention and Expansion Program is being built, businesses can contact ecdev@stonyplain.com for support with opportunities or needs.

GRAND OPENING EVENTS

There were no grand opening events in Q1. Grand openings are hosted collaboratively with the Greater Parkland Regional Chamber of Commerce.

New businesses interested in hosting a grand opening can complete the form on www.stonyplain.com/grandopening at least two weeks in advance.

ECONOMIC LEADS

Edmonton Global shared three opportunities with Stony Plain this quarter. However, the Town did not meet the opportunity criteria and/or the opportunities did not align with the Town's key sectors.

NEWS

CBC Radio conducted an interview regarding Stony Plain's record breaking 1105 business licences approved in 2024. The interview can be heard on www.stonyplain.com/invest.

ECONOMIC DEVELOPMENT

BUSINESS E-NEWSLETTER

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

E-NEWSLETTER ANALYTICS		JANUARY		FEBRUARY		MARCH	
		2024	2025	2024	2025	2024	2025
Sends	Number of E-Newsletters sent out	570	583	570	571	566	576
Opens	Number of E-Newsletters opened	357	195	342	186	354	203
Open Rate	Rate of E-Newsletters opened	66%	33%	64%	33%	66%	35%
Click Rate	Proportion of people who see a link in the newsletter and click on it to learn more	9%	5%	10%	6%	5%	9%

ECONOMIC DEVELOPMENT MICROSITE

Hosting a wealth of economic development data, vacant properties, and other key information for prospective businesses, www.stonyplain.com/invest is an essential resource for those considering doing business in Stony Plain. The site is continually updated with the latest data and serves as the first and primary referral to stakeholders. Additionally, the site is advertised to audiences throughout the year to ensure Stony Plain's value propositions reach businesses considering relocation and expansion opportunities.

Q1 MICROSITE ANALYTICS		Q1 2024	Q1 2025
Users		4600	3300
Notable User Locations	Edmonton, Stony Plain, Calgary, Spruce Grove, Ili, Vancouver, Ashburn, Dublin, Toronto, Chengdu		
Top Pages Visited	Business Directory, Homepage, English Bay Video, Available Properties, Moving to Stony Plain, News, Population Forecast, Our Team, Stony's Sector Spotlight: Truewood Timber & Furniture, Maps		

STONY SECTOR SPOTLIGHT

Stony's Sector Spotlight is a new promotional initiative launched in January. The goal is to highlight business operating in the Town's key sectors, including agribusiness, logistics and professional services, manufacturing, and shopping, dining and arts. Not only do these spotlights generate valuable exposure for participating businesses, but they also share insights into the sectors at the centre of Stony Plain's economy.

Three businesses were featured in Q1, including Stony Tackle Shack, 3Bs Flowers, and Truwoods Timber & Furniture. The spotlights are available on the Town's LinkedIn and www.stonyplain.com/sector-spotlight. Businesses interested in participating are encouraged to submit an expression of interest at www.stonyplain.com/sector-spotlight-eoi.

[CULTURE AND TOURISM]

CULTURE & TOURISM ROUNDTABLE

On January 27, Council appointed Hasini Jayasuriya to serve on the Culture and Tourism Roundtable for a two-year term. Hasini's experience in the hospitality and tourism industry and passion for celebrating cultural diversity will contribute to the cultural enrichment and promotion of our community.



SATELLITE ART GALLERY

The Town began a partnership with Red Brick Common in 2024 to host a satellite art gallery in the Town Hall lobby. Continuing this partnership in 2025, the first exhibit of the year was installed in January. The group exhibit titled "InFocus Photo Exhibit & Awards 2025: Light & Shadow" showcases contemporary photography from local and international artists and delves into the dramatic contrasts, subtle nuances, and evocative moods that light and shadow create in visual storytelling.



Q1 HIGHLIGHTS

PROJECTS COMMUNICATED/ PROMOTED IN Q1

- 2024 Permit Statistics
- 2025 Municipal Election
- Accessible Transportation Service Applications
- Alzheimer’s Awareness Month
- Citizen at Large Board Recruitment – Policing Committee
- Communications Preferred Vendors List
- Community Volunteer Income Tax Program
- Construction
- Council Highlights
- Development Assets Profile – Youth Survey
- Easter Hunt
- English Bay Construction Update
- Employment Opportunities
- Farmers’ Days – Call for Vendors
- Front Curb Collection
- Leading with Mental Health in Mind Workshop
- Let’s Talk Mental Health
- Love Letters to Men
- National Volunteer Week
- Midsummer Thursdays – Call for Vendors
- Nourishing Connections
- Old Town South Grant Programs
- On Demand Transit – Saturday Service
- Pitch-In Week
- Property Tax Assessments
- Q4 Report
- Seasonal Road Bans

[CORPORATE COMMUNICATIONS]



STATE OF THE REGION

In the first quarter, Corporate Communications produced the 2024-2025 State of the Region, blending key Town updates with a nostalgic 90s sitcom theme. The team led scriptwriting, attended video shoots, and oversaw production, premiering the final video alongside Tri-Region partners (the City of Spruce Grove and Parkland County) at the Greater Parkland Chamber of Commerce’s annual State of the Region event. The video highlighted major initiatives such as the Community Recreation Facility, Old Town South Redevelopment, and the Joint Trail Connection, along with community events. The creative approach resonated with the community, making it the top-performing video of the quarter. Engagement was higher than average, with a 483% increase from 48s to 4m 40s in YouTube watch time, and strong social media interaction. The State of the Region webpage also saw 128 visits in the final 10 days of the quarter.

WEBPAGE ANALYTICS

TOP 10 WEB PAGES	PAGE VIEWS
Town of Stony Plain Home Page	17,932
Careers with the Town	15,308
Sports Facilities	4359
Road Maintenance	3603
Newsroom	3118
Garbage, Organics, & Recycling	2707
Utilities	2366
Farmers’ Days	2296
2025 Business Licence Application	2223
Community Halls	1928

TOTAL WEBSITE PAGE VIEWS: 150,766 (-491 compared to previous quarter,
+7776 compared to Q1 2024)

NEWSROOM SUBSCRIBERS: 636 (+4 compared to previous quarter
+78 compared to Q1 2024)

Q1 HIGHLIGHTS

continued




- Self-Injury Awareness Day
- Shikaoi Exchange Program
- Spring Forward
- State of the Region
- Strategic Plan
- Strategic Plan Retreat
- Summer Sessions – Call for Vendors
- Tri-Region Candidate Information Session
- Tri-Region Mayors' Golf Classic
- Utility Rate Change
- Youth Speak

RESPONSIVE COMMUNICATIONS IN Q1

- Cemetery Bylaw
- Community Recreation Facility Construction Kick-Off
- Snow Removal

AUDIENCE GROWTH

(Compared to previous quarter)

	13,826	+298
	5357	+148
	3158	+115
	546	+30

SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST

REC FACILITY CONSTRUCTION KICK-OFF



FACEBOOK

Engagement	296
Reach	30,190
Reactions	232
Shares	29

INSTAGRAM

Engagement	189
Reach	2360
Reactions	160
Shares	26

TOP PERFORMING VIDEO

2024-2024 STATE OF THE REGION



FACEBOOK

Engagement	80
Reach	3112
Reactions	62
Shares	15

INSTAGRAM

Engagement	89
Reach	2072
Reactions	63
Shares	18

YOUTUBE

Views	213
Average Time	4m 40s
Traffic Source	62% from external
Likes	3

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



[FIRE DEPARTMENT]

BATTLE OF THE BADGES TAILGATE PARTY

The Fire Department kicked off the year by participating in the Battle of the Badges Tailgate Party at the Grant Fuhr Arena in Spruce Grove. Organized by Cst. Miles Valiquette of the Parkland RCMP, the regional event brought together local emergency response agencies to showcase equipment and connect with the community. Highlights included a kids' fire fit challenge, fire extinguisher training, and interactive displays. Proceeds from the event supported mental health initiatives through Legacy Place Society.

KNOX ELOCK SYSTEM TRANSITION

The Fire Department began transitioning to the Knox eLock System in early 2024, replacing the traditional lock box system used for emergency building access. The upgrade enhances security and accountability while reducing delays in emergency response. In less than a year, 89% of buildings in Stony Plain requiring a lock box have had the new system installed or ordered.

The Knox eLock System is being implemented in partnership with Spruce Grove Fire Services and Parkland County Fire Services, ensuring consistency across the Tri-Municipal Region. The system supports faster, more secure access for first responders during fire or medical emergencies, reducing the risk of property damage and costly repairs.

The updated boxes are a requirement under the National Fire Code – Alberta Edition and the Town of Stony Plain Bylaw 2646/PS/21 for commercial properties with fire sprinkler systems or monitored fire alarms. The Fire Department aims to complete the transition for all required properties by the end of 2025.



TRAINING UPDATE

The Fire Department's recruit class of eight firefighters continues to advance through their training and certification. In the first quarter, recruits successfully completed the Medical First Responder Program, Hazardous Materials Awareness course, and Ice Rescue Technician training.

Recruits are now responding to emergency calls when appropriate, gaining hands-on experience under the guidance of seasoned members, similar to the mentorship model of an apprentice and journeyman. This approach ensures a strong foundation in both technical skills and real-world application as they work toward full certification.



Q1 RESPONSE BREAKDOWN

RESPONSE TYPE	STONY PLAIN		PARKLAND COUNTY	
	2024	2025	2024	2025
Structure Fires	4	9	9	4
Vehicle Fires	0	3	1	3
Wildland/Outside Fires	3	2	5	5
Medical	21	24	12	6
Alarms	57	55	16	16
Motor Vehicle Collision	12	9	16	24
Citizen Assists	12	12	0	0
Utility (Power/Gas)	1	1	0	2
Hazmat	0	0	0	0
TOTAL	111	109	61	60

ANNUAL RESPONSES		
	2024	2025
Stony Plain	393	109
Parkland County	288	60
TOTAL	681	169*

Q1 FAST FACTS		
	2024	2025
Firefighting Hours	2894	2406
Training Hours	2629	1834

*Year to Date



[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the first quarter, Community Peace Officers (CPOs) issued 149 warnings and 95 violation tickets. The most frequent offences CPOs encountered this quarter were:

- Speeding 39 violations & 26 warnings
- Unregistered Vehicle..... 8 violations & 43 warnings
- Failing to Produce Insurance..... 2 violations & 13 warnings



COMMUNITY INVOLVEMENT

During the first quarter, Stony Plain Community Peace Officers actively engaged in community safety, training, and collaboration:

- Provided traffic control support to Fire Services for motor vehicle collisions and an active structure fire
- Assisted the RCMP with motor vehicle collisions, suspicious activity investigations, and stolen vehicles
- Supported emergency crews and Parkland County Enforcement with highway traffic management during the record snowfall event
- Partnered with Planning and Infrastructure on several files and notice deliveries
- Assisted Public Works with a traffic sign-related motor vehicle incident
- Provided parking enforcement at multiple events hosted at Heritage Park
- Facilitated ride-alongs with interested parties
- Completed accredited defensive tactics instructor training, traffic stop safety course, APIS (Advanced Projects Information System) administration training, a warrant training workshop with RCMP staff and attended the Alberta Association of Community Peace Officers training conference

ENGAGEMENT

Community Service	5
Focused Vehicle Patrol	3
Found Property	1
Tri-Region Memorandum of Understanding	1
Training	5
TOTAL	15

COMMUNITY STANDARDS INCIDENTS

Vandalism	2
Unsightly/Nuisance Property	21
Snow/Ice Files	286
Shipping Container	1
Noise Complaint	9
Municipal Government Act Order	17
Littering	1
Graffiti	3
Causing a Disturbance/Fighting	2
TOTAL	342

ASSISTS

Assist Fire	4
Assist Public Works or Planning Department	7
Assist Outside Agency	3
Assist RCMP	21
TOTAL	35

VIOLATIONS

License Plate	2
Land Use	1
Gaming, Liquor, and Cannabis	1
Driving	63
Document	11
Community Standards	2
Animal Control	1
TOTAL	95

TRAFFIC INCIDENTS	
Driving Complaints	15
Heavy Commercial Vehicle Complaints	5
Idling Complaints	5
Laser/Radar Speed Enforcement	20
Parking Complaint	66
Red Light Enforcement Operation	1
Special Event Permits	4
Obstruction/Debris on Roadway/Sidewalk	7
Off Highway Vehicle	4
Unattached Trailers	1
TOTAL	128

PUBLIC BEHAVIOUR INCIDENTS	
Utility Bylaw	2
Trespass to Premise Act	4
Petty Trespass Act	5
Land Use Bylaw	2
Gaming Liquor & Cannabis Act	2
Fire Services Bylaw	1
Cannabis Consumption Bylaw	2
Business Licence Bylaw	1
TOTAL	19

ANIMAL INCIDENTS	
Animal Protection Act	10
Barking Complaints	6
Cats at Large	7
Defecation	1
Dog Aggression	4
Dogs at Large	16
Excessive Animal Units	1
Interference with Animals	1
Unlicensed	1
Vicious Animal Declaration	1
TOTAL	48

INCIDENTS

Peace Officers responded to 587 incidents this quarter, an increase from 454 incidents during the first quarter of 2024.

Of those incidents, 234 were proactively generated by an Officer. The most frequently responded to incidents were:

- Snow and Ice..... 286 incidents
- Parking..... 66 incidents
- Nuisance/Unsightly..... 21 incidents

Q1 INCIDENT SUMMARY & COMPARISON		
	2024	2025
Animals	79	48
Community Standards	88	342
Assist/Engagement	54	50
Public Behaviour	22	19
Traffic	211	128
TOTAL	454	587





[PROGRAMS AND SERVICES]

SENIORS' DANCE AND JAMBOREE

The Seniors' Dance and Jamboree takes place on the first Sunday of each month at the Community Centre, promoting community connection and well-being. The event includes live music, refreshments, and dancing, with an average attendance of 120 participants.

INDOOR WALKING PROGRAM

The Indoor Walking Program resumed in January and was held every Tuesday, Wednesday, and Thursday at Heritage Park until the end of March. The program provided a free, accessible way for residents to stay active during the winter months and saw an average of 35 participants per day.

GLENN HALL CENTENNIAL ARENA

The Glenn Hall Centennial Arena saw 768 hours of usage in Q1, with time allocated to local user groups, and private ice rentals. Public skating sessions continued to be a favourite local activity, with 60 hours available in Q1. This initiative is proudly supported by Fix It Right Plumbing and Heating, bringing enjoyment to community members of all ages.

FACILITY HOURS	Q1 2024	Q1 2025
Glenn Hall Centennial Arena	863	768
Community Centre	208	201
Heritage Park – Spruce Grove Hall	128	590*
Heritage Park – Parkland Hall & Lions Den	18	175*
Heritage Park – Pavilion	435	567

*Heritage Park hours for the Spruce Grove and Parkland Halls saw a significant increase due to a water leak in Q1 2024 which rendered both halls unavailable for bookings.



Q1 HIGHLIGHTS

ON-DEMAND TRANSIT

The regional on-demand system is a partnership between the Town of Stony Plain, City of Spruce Grove and Parkland County. It provides access throughout Stony Plain, Spruce Grove, Parkland Village and Acheson.

RIDER STATISTICS (PASSENGERS THAT START OR END TRIP IN STONY PLAIN)			OPERATIONS STATISTICS (REGION) TOTAL TRIPS		
	2024	2025		2024	2025
January	2008	2161	Stony Plain/Spruce Grove/Parkland County		
February	1908	2030	January	4663	4884
March	1960	2357	February	4479	4800
			March	4570	5625
TOTAL RIDERS	5876	6548	TOTAL RIDERS	13,712	15,309

SERVICE USAGE

ATS drivers completed 5646 trips with clients from Stony Plain, Spruce Grove, and Parkland County to meet primarily medical and essential needs.

KILOMETRES TRAVELLED

ATS drivers travelled a total of 40,673 kilometres in Q1, an increase of 439 from 40,234 kilometres in Q1 2024.

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.

RIDER STATISTICS (Clients that start or end trip at the following location)						
	Spruce Grove		Stony Plain		Edmonton/Other	
	2024	2025	2024	2025	2024	2025
January	729	817	744	939	103	251
February	721	788	681	816	108	211
March	597	799	596	816	115	209
TOTAL	2047	2404	2021	2571	326	671

RIDER CATEGORIES			RIDER RESIDENCY		
	2024	2025		2024	2025
Medical	515	523	Spruce Grove	638	602
Essential	629	476	Stony Plain	699	714
Social	97	56	Parkland County	33	41
Recreation	51	44	TOTAL	1370	1357

[GOLF COURSE]

OFF-SEASON OPERATIONS

With the course closed for the winter, focus shifted to off-season operations, including the TrackMan simulator, 2025 season pass sales, and preparation for league and lesson programming.

Season pass renewal opened to returning members until January 31. All pass categories, including five-day, seven-day, Intermediate, and Junior, have reached capacity and are now operating on a waitlist.

Marketing for the Ladies and Men's Leagues launched in January, with a high level of returning commitment. Both leagues are expected to reach full capacity ahead of the season start in May. The Proshop team is looking forward to another exciting season welcoming both season pass holders and green fee players.



CROSS COUNTRY SKIING

The cross country ski trails remained a popular attraction, with regular community users and visits from local schools for physical education programming.

SEASONAL RECRUITMENT

Seasonal hiring for the backshop generated strong interest, with over 40 applications received. Four new staff were hired to join the team, while a few returning members will transition into Proshop roles.

[PLANNING & DEVELOPMENT]

Q1 SUMMARY

First quarter residential construction in 2025 comprised of a total of 34 housing starts with an estimated construction value of \$11.2 million.

There were no commercial permits issued in the first quarter of 2025. There was one industrial permit issued with an estimated construction value of \$1.0 million.

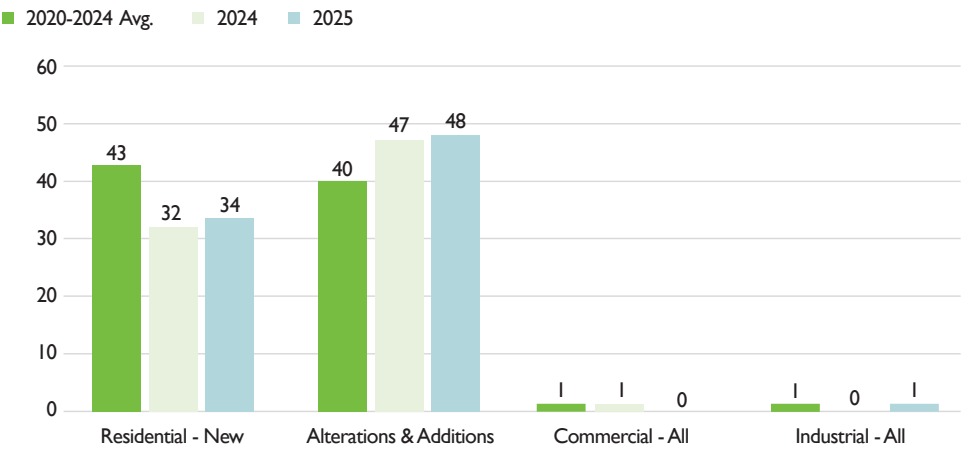
There were 48 permits issued in the first quarter for alterations and additions, including 41 residential improvements, two commercial improvements, three industrial improvements, and two institutional permits with a combined estimated construction value of \$2.8 million.

There were 31 miscellaneous permits issued, including:

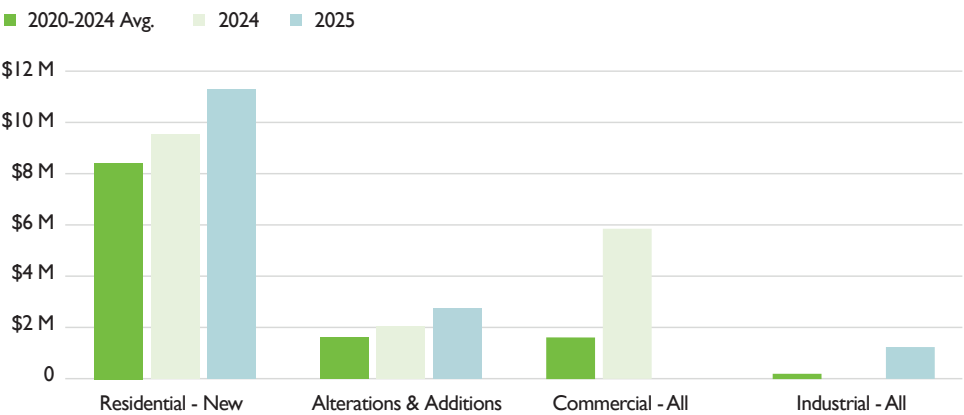
- 3 change of use;
- 2 move/demolition etc.;
- 3 home occupation;
- 1 secondary suite;
- 20 signs; and
- 2 other

with a combined estimated construction value of \$80 thousand.

Q1 VOLUME OF BUILDING PERMITS BY TYPE



Q1 VALUE OF BUILDING PERMITS BY TYPE





[INFRASTRUCTURE ASSETS]

UTILITY SAFETY PARTNERS

In January 2025, the Utilities department joined Utility Safety Partners (formerly Alberta One-Call), streamlining locate requests for water and sewer lines. This change has significantly increased requests—262 in Q1 2025 compared to just 21 in the same period last year—helping ensure all utilities are marked before digging begins.

WINTER ROAD MAINTENANCE

Due to repeated snow events and fluctuating temperatures, residential snow removal began early on January 13 and continued to January 29, with two pauses to address priority roads. Over 13 days, 1300 truckloads of snow were removed.

EXTENDED PRODUCER RESPONSIBILITY (EPR)

Alberta's new Extended Producer Responsibility (EPR) is a provincial policy that shifts the costs of managing recyclable materials and household hazardous waste from municipalities to the producers. Companies that make and sell certain products and packaging are now responsible for collecting and recycling those materials with consumers dispose of them.

EPR comes into effect on April 1, 2025. Stony Plain has selected the Opt-In model, meaning the Town will continue managing residential recycling services directly through contracted providers. Under this model, the Town will receive a monthly rebate based on the number of serviced households.

RESIDENTIAL WASTE AND RECYCLING TRENDS

While the number of households participating in residential waste collection continues to grow, the Rotary Recycle Centre has seen a reduction in some materials received. This trend suggests despite a growing population, fewer residents are using the recycling facility.

ROTARY RECYCLE CENTRE	2021	2022	2023	2024
Lightbulbs (kg)	645	728	757	720
Batteries (kg)	1068	1136	1301	1240
Electronics (tons)	40	25	23	20
Aerosol (cans)	1330	1015	500	1682
Paint & Hazardous Materials (kg)	15,174	10,498	8,627	7,401
Blue Bags (tons)	318	324	653	727
RESIDENTIAL WASTE COLLECTION	2021	2022	2023	2024
House Count (source: GFL)	5529	5529	5641	5692
Organics (tons)	1660	1725	1878	1744
Recycle (tons)	450	502	487	515
Waste (tons)	2380	2343	2397	2469

[PARKS & LEISURE SERVICES]

OUTDOOR RINKS AND SKATING SURFACES

Outdoor skating rinks opened on December 13, but due to unseasonably warm weather, closed early on February 28. Rinks were operational for 34 out of 72 days, compared to 41 out of 84 days during the 2023-2024 season. The Centennial Memorial Rink saw a total of 60 rental hours this quarter, down from 78 hours in the same period in 2024.

Each year, staff track evening and weekend usage to support future planning decisions. This season saw an increase in participation, with 3571 users counted, up from 3311 the previous year. The rise in usage is attributed to the reopening of the Meridian rink and the addition of a new skating surface in Westerra.

OUTDOOR RINK COMPARISON	2023/2024	2024/2025
Start Date	December 18	December 13
End Date	March 13	February 28
Operational Days	41	34
USER COUNTS BY LOCATION		
Rotary Park	1589	1626
Meridian Heights	Closed	330
Forest Green	566	447
South Creek	508	187
John Paul II	516	339
Westerra Rink	132	353
Westerra Surface	--	289
TOTAL USERS	3311	3571

WINTER OPERATIONS

Parks & Leisure Services uses Geographic Information Systems (GIS) to track snow clearing routes, support operational efficiency, and respond to snow and ice concerns reported on trails and sidewalks. When an operator pauses to check their phone, they are updating the system to confirm a trail has been cleared and identifying their next location based on recent activity. The team follows four designated clearing routes, and it generally takes three days to clear all trails across the community.



Q1 UPDATES

HORTICULTURE & TREE CARE

Pruning season for elm trees and black knot wrapped up in March. With Dutch elm disease detected in the Edmonton area, Parks & Leisure Services is monitoring the Town's 1400 elm trees closely. In Q1, 214 elms were inspected and pruned to improve health, manage growth, and remove hazardous branches.

Black knot, a fungal disease affecting *Prunus* species like plum and cherry, is managed using a five-zone plan. This quarter, 60 trees were pruned and six removed. Pruning is focused on open spaces and boulevards, with natural areas only addressed if there's a safety risk.

PROJECTS

Parks & Leisure Services completed winter takedown of seasonal lighting, constructed new railings at the Stony Plain Public Library, and built and installed oversized Adirondack chairs in Rotary Park—designed to encourage connection with nature, promote physical and mental well-being, and enjoy the beautiful park. Sit down for a break or to snap a quick selfie!

Q1 UPDATES

COMMUNITY AND SOCIAL DEVELOPMENT ROUNDTABLE

The Stony Plain Community and Social Development Roundtable met in February and March. These meetings included a welcome and orientation, as well as discussions centered around the theme of belonging.

The Roundtable serves as a platform to exchange ideas, collaborate on problem-solving, and support community-driven initiatives.

[ENHANCING INCLUSION AND DIVERSITY]



ALZHEIMER'S AWARENESS

The WestView Dementia Collaborative is a regional partnership committed to supporting individuals affected by dementia. The collaborative includes the Town of Stony Plain, the City of Spruce Grove, Parkland County, WestView Primary Care Network, Alberta Health Services, the Alzheimer Society of Alberta and the Northwest Territories, and engaged community members. Each year, the group hosts events for Alzheimer's Awareness Month, working to foster a more dementia-friendly community. In January, 42 residents participated in activities designed to increase understanding and support for those living with dementia. From participants surveyed, 100% reported they now know more about dementia and how to access community resources.

"I spoke with people who were feeling lost/helpless, and they were so happy to know that there are people to help, and they care."

— Alzheimer's Awareness Attendee

SUPPORTING NEWCOMERS

Local service agencies have partnered to offer a newcomer workshop series for front-line staff to enhance understanding and support for newcomers in the region. The first session, "Immigration Systems and Structures (understanding why and how people arrive to Canada)," occurred on February 26 with 36 participants. Of those surveyed, 89% have a greater understanding of why understanding immigration systems and structures is important to the community.

RESOURCE NAVIGATION

In this quarter, Community Connectors supported residents to access information about vital services and strengthen relationships with the community. This included assistance in areas such as housing, basic needs, mental health, healthy relationships, and life skills. These efforts empowered 48 residents to connect in person with essential resources to improve their overall health and well-being (up 17 from last quarter). Additionally, the Town engaged with seven youth through a 2SLGBTQIA+ information session with Fyrefly at the Stony Plain Public Library.

[CREATING HEALTHY RELATIONSHIPS]

NOURISHING CONNECTIONS COMMUNITY EVENT

On January 30, the Town of Stony Plain hosted the Nourishing Connections community event. This annual event brought 158 residents (up from 118 in 2024) together to discuss the importance of belonging for building a strong, healthy community. The evening featured diverse voices sharing their experiences. Of those surveyed, 96% shared they had gained a greater understanding of why belonging is important for community.

At the event, residents highlighted the importance of belonging for well-being, emphasizing acceptance, connection, and purpose. According to participants, feeling valued, respected, and included in a supportive community allows individuals to be authentic and free from judgment. Belonging strengthens relationships, fosters unity, and provides comfort, security, and a sense of purpose. Belonging helps individuals contribute, grow, and build resilience, while embracing diversity and recognizing that everyone is part of something greater. Read the full [Nourishing Connections – Community Report](#) online.

“I am very grateful to be part of this community, thank you.”

— Nourishing Connections Event Attendee

UNDERSTANDING CONFLICT STYLES

In January, 10 individuals participated in a workshop to discover their conflict style and to work effectively with people with different conflict styles, unlocking the secrets to clearer communication and understanding. All participants gained a better understanding of their conflict style and felt they would be better able to manage conflict with others.

“How eye opening it was to see how our brains react to different conflict styles.”

— Workshop Participant



[REDUCING POVERTY]

COMMUNITY TAX CLINICS

This quarter, the annual Stony Plain Community Volunteer Income Tax program (CVITP) was opened. In the first month of operations, taxes were filed for 170 eligible residents with a modest income (on par with this same time last year). This program returns money to the community and ensures residents receive the benefits they are entitled.

REGIONAL HOUSING PROGRAM

Through the Regional Housing Program, 12 Stony Plain residents experiencing housing insecurity were assisted to become more stable in their housing through this partnership program with the City of Spruce Grove (up 8 from the last quarter). The program is funded by the Government of Canada's Reaching Home: Canada's Homelessness Strategy and administered by the Rural Development Network for Rural and Remote Alberta.



WECAN FOOD BASKET

In February, Stony Plain welcomed the reopening of the WECAN Food Basket Society, a non-profit that provides individuals and families with healthy food at an affordable price, previously operated in Stony Plain in 2022. The newly reopened depot is run and operated by the staff and students of Unlimited Potential Community Services (UP), Columbus Academy School. The Town of Stony Plain supports the program by assisting with coordination, recruiting volunteers, advertising, and helping clients register, thus providing greater access to the program.

REGIONAL COLLABORATIONS

In March, the Town of Stony Plain facilitated a regional meeting of the Alberta Poverty Reduction Network (APRN) – a network of organizations and municipalities across Alberta committed to developing and supporting local poverty reduction strategies. The session gathered 60 individuals from across Alberta to learn about responding to encampments, addressing individual homelessness and the state of homelessness in Alberta.

[PROMOTING MENTAL HEALTH & WELLNESS]



LET'S TALK MENTAL HEALTH CAMPAIGN

In January, the Let's Talk Mental Health campaign inspired community members to step away from daily distractions and focus on presence, connection, and self-care. The initiative aimed to reduce stigma, promote mental wellness, and encourage open conversations. Alongside a social media campaign, pop-up booths were set up at key community locations, including the TransAlta Tri-Leisure Centre, WestView Health Centre, Stony Plain Public Library, and Meridian Housing Foundation. These booths provided valuable resources, with over 480 Mental Health and Wellness materials distributed for community use (up from 95 in Q1 2024) and 271 visits to the Help and Supports webpage.

LOVE LETTERS TO MEN

On February 19, a watch party was held for the 4th Annual Men's Mental Health Forum—*Love Letters to Men: A Celebration of Men and Mental Health*, with 35 people from the region in attendance (down from 42, in Q1 2023). The forum aimed to advocate for men's wellness by providing valuable information and fostering a space for the community to share personal experiences. The event featured presentations from experts in the field, as well as individuals from the community who shared their stories and presented information on local supports they provide the Tri-Municipal Region.

"It was good to really see that the challenges men have traditionally faced in silence, alone, and many times afraid are being brought to the light."

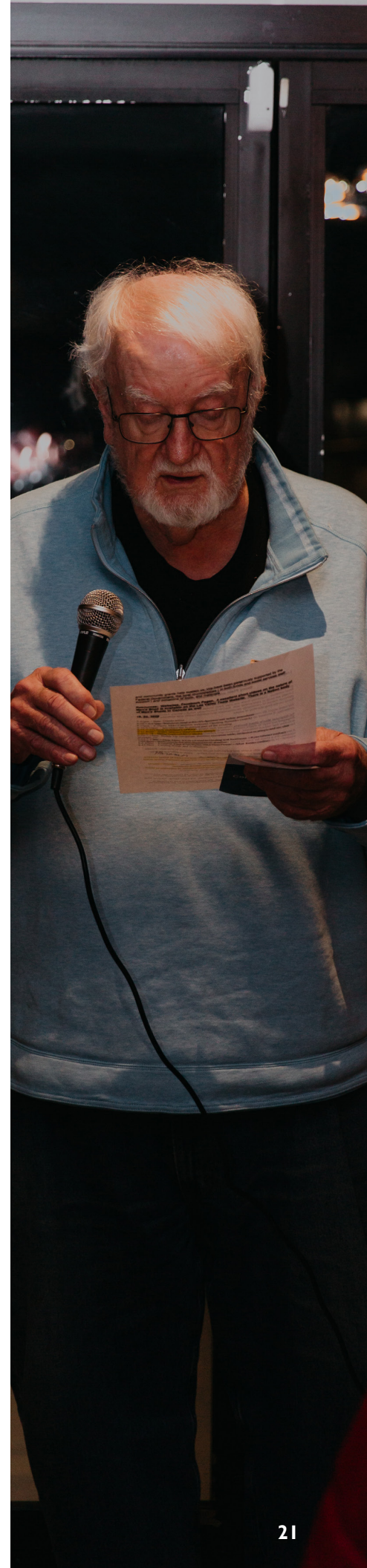
— Event Attendee

COMMUNITY HELPERS PROGRAM

In the first quarter, the Community Helpers Program was delivered to 13 junior high leadership students, identified as natural peer supporters within Evergreen Catholic School Division. The program enhanced their ability to support others and maintain their own well-being. All participants who completed an evaluation reported increased confidence in supporting peers through crises and stressful events.

"This program really is helpful, and I think super important for people who want to help and people who need help."

— Program Participant





[CULTIVATING VOLUNTEERISM]

ANYONE CAN VOLUNTEER CAMPAIGN

The “Anyone Can Volunteer” awareness campaign continues to highlight local volunteer opportunities. In the first quarter, content reached 12,152 individuals—an expected decrease from the 30,101 reached in the previous quarter, which aligns with the typical peak in volunteer activity.

In addition to social media, the campaign is being promoted through other channels, including newsletter submissions, community board posters, and digital signs.

TRI-REGION INFORMATION NIGHT

The Tri-Region Information Night was hosted on February 22. This event brings together local non-profits and charities to showcase their organizations and recruit potential new volunteers. The Town of Stony Plain was on-site to raise awareness of current volunteer opportunities and encourage non-profits to post their positions on the website. The event also highlighted other Town programs, including youth services.

VOLUNTEER ENGAGEMENT

In this quarter, 88 residents created Better Impact accounts and explored volunteer opportunities in the Tri-Municipal Region, a notable increase from the 35 accounts created in the last quarter of 2024. Currently, there are 143 volunteer opportunities posted on the [Better Impact](#) website from various local organizations, up from 137 last quarter.

Town of Stony Plain programs were supported by 46 active volunteers this quarter, who contributed their time, skills, and expertise to ensure successful program implementation. With a total of 87 volunteers in 2024, volunteer engagement is on track to continue growing throughout 2025.

The Tri-Municipal Region Community Development Planning Committee, consisting of the Town of Stony Plain, the City of Spruce Grove, and Parkland County, regularly offers training and networking opportunities for local non-profit organizations and charities. These events aim to enhance sustainability, volunteer management, leadership, and organizational capacity building. In the first quarter of 2025, 23 residents participated in programs focused on skill development and resource awareness. Of those surveyed, 100% reported increased knowledge of how to access the community resources they need.

“I found the meeting today very worthwhile...refreshed much of what I have been reading about over the last couple of years and put it in perspective.”

— Program Participant



[ENGAGING YOUTH]



YOUth SPEAKS SUMMIT

On January 31, the Town of Stony Plain hosted YOUth Speaks, a community summit for youth and young adults aged 16 to 24. The event brought 46 local youth and young adults together to discuss the importance of belonging in building a strong, healthy community. The event featured inspiring talks, interactive workshops and networking opportunities, dinner, and entertainment. Of those surveyed, 80% gained a greater understanding of why belonging is important for community and 80% became more aware of available resources and supports.

"When you hang out with friends, you don't really talk about those things, so we got to learn something new about everyone."

— Event Attendee

DEVELOPMENTAL ASSETS PROFILE: YOUTH SURVEY

In January, the Town of Stony Plain administered the Search Institute's Developmental Assets Profile (DAP) survey to 51 young people in Stony Plain. Participation was elective and targeted youth between the ages of 11 and 17, providing valuable insights into their perspectives on personal, social, family, school, and community assets. The survey offers a snapshot of the factors shaping young people's development and highlights opportunities for strengthening supports across Stony Plain.

The findings under review highlight several strengths for youth in the community, including strong family support, positive social connections, supportive environments and opportunities for meaningful engagement.

LEARNING OPPORTUNITIES

Over two days in February, 16 youth ages 11 to 15 participated in the Red Cross Babysitter's course, learning new skills in basic first aid, child development, caregiving and the business of babysitting. Of those surveyed, 100% feel more confident in their ability to be a babysitter and felt that they learned valuable new skills to support a business.

"I learned how to do CPR and other useful skills."

— Training Attendee

In March, ten youth aged 9 to 13 completed the Red Cross Stay Safe course, gaining essential skills in basic first aid and personal safety. This training empowers them with the knowledge and confidence to make responsible decisions when home alone, fostering independence. Following the course, 100% of participants reported feeling more confident in their ability to stay safe on their own.



VARIANCE ANALYSIS

Variances are reported for any areas where the Actuals to Budget differ by more than 10% from expected levels. For Q1, this will include variances below 15% and above 35%.

REVENUES

NET TAXES

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

DEVELOPER CONTRIBUTIONS

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

GOVERNMENT TRANSFER FOR OPERATING

Variance due to timing of grant distributions and recognition based on project progress.

RENTALS

Variance due to seasonality of revenues.

OTHER

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

EXPENSES

UTILITIES

Variance due to timing of repairs and maintenance projects. Work typically occurs further into the year.

PROTECTIVE SERVICES

Q1 RCMP invoice is yet to be received.

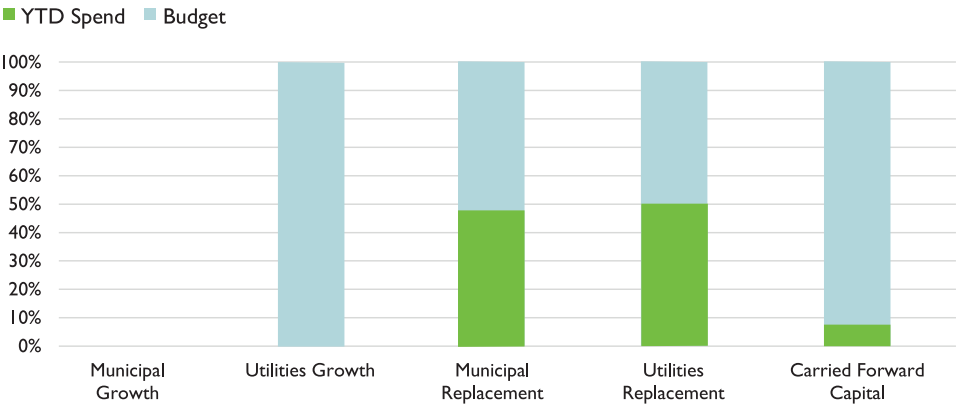
FINANCIAL SERVICES

TOWN OF STONY PLAIN

Unconsolidated Statement of Operations

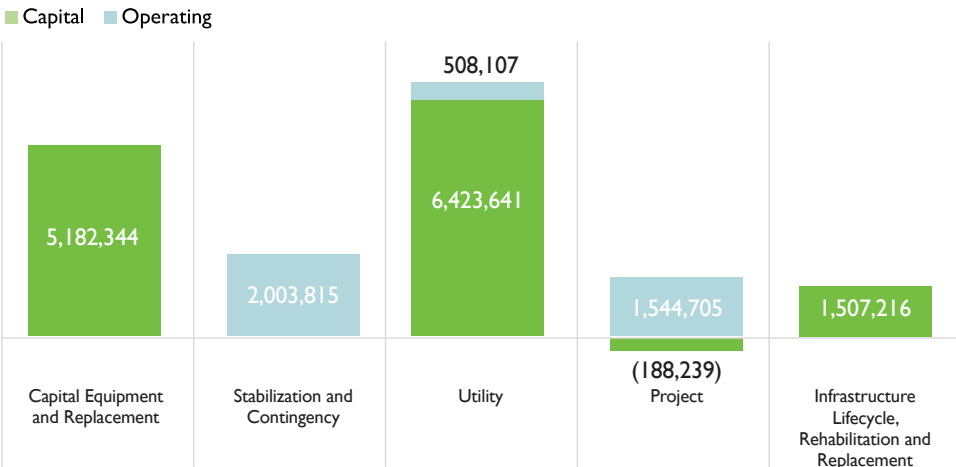
	Budget 2025	Actual 2025	Variance	%
Revenue				
Net taxes available for municipal purposes	\$ 24,321,276	\$ (283,075)	\$ 22,973,740	-1%
Sales & user charges	18,407,733	3,275,350	15,132,383	18%
Franchise & concession contracts	4,114,978	689,117	3,425,861	17%
Government transfer for operating	2,764,100	258,512	2,597,057	9%
Developer contributions	460,825	-	460,825	0%
Fines	405,300	52,750	352,550	13%
License & permits	714,900	252,903	461,997	35%
Investment income	407,196	60,496	346,700	15%
Rentals	1,001,124	92,083	1,239,041	9%
Other	754,100	8,042	764,887	1%
Penalties & costs on taxes	253,000	61,660	191,340	24%
	\$ 53,604,532	\$ 4,467,838	\$ 47,946,381	
Expenses				
Recreation & culture	\$ 10,830,360	\$ 2,343,240	\$ 8,523,375	22%
Utilities	12,067,231	1,520,205	10,547,026	13%
Protective services	8,692,946	681,899	8,011,047	8%
General government	9,057,598	2,316,550	6,741,048	26%
Transportation	3,982,811	903,174	3,079,637	23%
Development	3,667,333	770,955	2,896,378	21%
Community & Social Development	1,161,546	283,902	877,644	24%
	\$ 49,459,825	\$ 8,819,924	\$ 40,676,156	20%
Annual Surplus / (Deficit) Before				
Other Revenue/(Expense)	\$ 4,144,707	\$(4,352,086)	\$ 7,270,225	
Transfers from reserves	\$ 4,155,194	\$ -	\$ 778,747	
Transfers to reserves	\$ (5,707,732)	\$ 6,757	\$ (5,218,421)	
Debenture principal	\$ (2,592,169)	\$ (14,625)	\$ (3,813,048)	
Operating Surplus/ (Deficit)	\$ -	\$(4,359,954)	\$ (982,497)	

CAPITAL SPEND TO BUDGET



Capital spend to date equates to 9% as spending typically occurs in spring, summer and early fall.

2025 PROJECTED RESERVE BALANCES



Reserve balances at the end of 2025 are projected to be \$16,981,558 and are broken into categories as shown in the chart above.

DEBT LIMIT	Projected Dec 31, 2025	Projected Dec 31, 2024
Municipal Debt Limits	\$ 79,715,561	\$ 75,415,308
Outstanding Debt	\$ 28,888,050	\$ 28,513,545
Total Debt Available	\$ 50,827,511	\$ 46,901,763
Municipal Debt Service Limit	\$ 13,285,927	\$ 12,569,218
Current Debt Service Level	\$ 2,657,185	\$ 2,513,844
Service on Debt Limit Available	\$ 10,628,741	\$ 10,055,374

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* (MGA) the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The policy stipulates the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. As at March 31, the Town’s outstanding debt represented 36% of Municipal debt limits and 45% of the Town’s internal debt limit.

HIGHLIGHTS

- GRANTS**
Grant Allocation for the Town of Stony Plain for the fiscal year 2025 are as follows:
- Local Government Fiscal Framework (LGFF) Capital**
\$2,520,784
- Local Government Fiscal Framework (LGFF)**
\$263,552
- Housing Accelerator Fund (HAF)**
\$1,296,617 (\$5,186,467 awarded)
- Local Growth & Sustainability**
\$1,021,097 (awarded)
- Alberta Community Partnership - Municipal Internship**
\$60,000 (awarded)
- Fire Services Training Program**
\$30,060 (awarded)
- Emergency Management & Preparedness Program**
\$6,630 (awarded)

INVESTMENTS
The Town’s investment portfolio consists of a combination of long-term and short-term maturities. As of March 31, the investments totaled \$21,613,476 compared to \$22,190,381 at the end of December 2024.

QUARTERLY REPORT

FOR THE QUARTER ENDED MARCH 31, 2025



PERC BUILDING →
RESTAURANT →
MUSEUM →
ART GALLERY →