



QUARTERLY REPORT

FOR THE QUARTER ENDED MARCH 31, 2024





TOWN OFFICE

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Q1 HIGHLIGHTS

NEW BUSINESS ALERT!

The Town had representation at the grand opening event for Old Stony Physiotherapy. 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 six opportunities with Stony Plain this quarter. The Town responded to three opportunities that aligned with key sectors and land availability. Additionally, the Town supported two direct leads interested in locating in Stony Plain.

DIGITAL ECONOMY PROGRAM

The Digital Economy Program is available to eligible Stony Plain businesses until October 2024. Over 390 hours have been served to Stony Plain businesses. For businesses interested in receiving free marketing support, visit: www.yourdep.ca.

ECONOMIC DEVELOPMENT



BUSINESS E-NEWSLETTER

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

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

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

ECONOMIC DEVELOPMENT MICROSITE

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

Advertising concluded at the end of the first quarter and ensured high visitor numbers, with 4,600 people visiting the site. Key sector webpages were updated in preparation for target sector marketing in Q2. Additionally, Local Intel tools were implemented to improve visitors' experience and access to vital and timely local economic development data.

MICROSITE ANALYTICS		Q1 2023	Q1 2024
Users		2800	4600
Notable User Locations	Edmonton, Calgary, Stony Plain, Spruce Grove, Vancouver, Grande Prairie, Lethbridge, Medicine Hat, Red Deer		
Top Pages Visited	Homepage, Business Directory, Available Properties, Moving to Stony Plain, Our Team, Shopping, Dining, and Arts, Port Alberta, Households, and Community Profile		

[CULTURE AND TOURISM]



CULTURAL ROUNDTABLE

On January 22, Council appointed Kim Wild to serve on the Cultural Roundtable for a two-year term. Ms. Wild is a talented Métis/Papaschase artist and skilled beader living on Treaty 6. With a wealth of experience and a unique perspective, Ms. Wild's expertise will contribute significantly to the cultural enrichment and vibrancy of our community.



SKYDANCER INDIGENOUS CULTURAL SOCIETY

In the spirit of Truth and Reconciliation, the Town of Stony Plain has partnered with the Skydancer Indigenous Cultural Society to bring enriching programming to Stony Plain residents via the Skydancer Indigenous Cultural Centre.

The Centre, a welcoming gathering spot for all, boasts a gallery showcasing Indigenous art, jewelry, ceramics, books, clothing, and crafts. Programming, held at the Centre and satellite locations in the Tri-Municipal Region, includes activities like Tea and Bannock with an Elder, Ribbon Skirt Making, and Beading workshops.

Through these initiatives, the Society shares and preserves Indigenous culture, inviting everyone to learn and engage. This partnership reflects Stony Plain's commitment to building a more inclusive and understanding community.



Q1 HIGHLIGHTS

PROJECTS COMMUNICATED/ PROMOTED IN Q1

- Fourth Quarterly Report
- Shikaoui Exchange Program
- Council Highlights
- Let's Talk Mental Health
- Alzheimer's Awareness Month
- Citizen At Large Boards
- Indoor Walking at Heritage Park
- Municipal Transit Collaboration Agreement
- Tri-Region Grief Collaborative
- Strategic Planning Session
- Lettuce Get to Know Each Other
- Electric Vehicles
- Property Tax Assessments
- Community Volunteer Income Tax Program
- Strategic Plan 2024-2027
- Easter Hunt
- State of the Region
- Tri-Region Mayor's Golf Classic
- Pitch-In Week
- National Volunteer Week
- Seasonal Front-Curb Collection
- Farmers' Days Call Out for Vendors, Sponsors, Volunteers, & Entertainers
- Call for Artists for new Public Art
- Spring Forward & Check Smoke Alarm Batteries
- Cross Country Ski Trails
- Construction Update on High Park Road
- Outdoor Rinks Opening and Closures

CORPORATE COMMUNICATIONS

WATER DEMAND RESTRICTIONS

In the first quarter of 2024, the Town of Stony Plain successfully navigated water demand restrictions by implementing strategic communication tactics. With repairs ongoing at the E.L. Smith Water Treatment Plant from January 29 to February 2, a concerted effort was made to disseminate information effectively. Utilizing the website and Facebook as the primary platforms, a single news release and Facebook post were continuously updated to provide real-time updates, consolidating information, and maximizing audience engagement. A subsequent Campaign Performance Report revealed the effectiveness of this approach, showcasing higher levels of engagement compared to neighbouring municipalities. Notably, the Town garnered 3,327 News Release views and 786 visits to the utility webpage. Throughout the incident, a total of 23 posts (including Stories) across multiple social media platforms reached 40,832 accounts organically, generating 447 reactions, 1,136 link clicks, 115 comments, and 267 shares. Other tactics included digital sign messaging and earned media.

STATE OF THE REGION



The State of the Region project for 2023/2024 showcased Stony Plain's achievements and progress in a captivating video format, presented at the annual Greater Parkland Regional Chamber of Commerce State of the Region event. Mayor William Choy guided viewers through the Town's accomplishments, emphasizing key strategic pillars. The video script was meticulously developed by Corporate Communications, with extensive efforts invested in scene creation and videography. Released on March 16, the video not only highlighted Stony Plain's growth and resilience but also celebrated its vibrant community spirit. It emerged as the top-performing video for Q1, reinforcing its impact in conveying the Town's achievements and fostering community pride.

WEBPAGE ANALYTICS TOP 10 WEBSITE PAGES

WEB PAGE	PAGE VIEWS
Careers with the Town	18,904
Town of Stony Plain Home Page	17,842
Sports Facilities	4058
Town Announces Water Conservation Measures Following...	3385
Road Maintenance	3029
Garbage, Organics and Recycling	2880
Easter Hunt	2701
Utilities and Water	2504
Newsroom	2487
Community Halls	1968

TOTAL WEBSITE PAGE VIEWS: 142,990 (-2226 compared to previous quarter)

NEWSROOM SUBSCRIBERS: 558 (+176 compared to previous quarter)

*This increase is largely due to all Town Staff subscribing per Town Manager's direction.

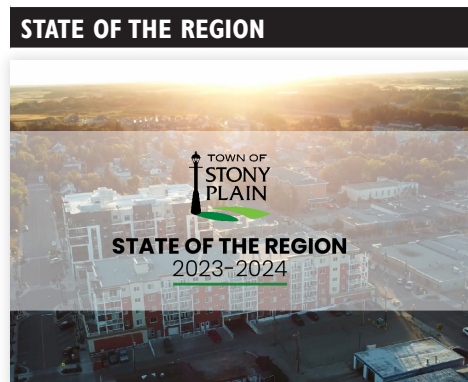
SOCIAL MEDIA ANALYTICS

TOP PERFORMING POST



FACEBOOK	
Engagement	361
Reach	24,877
Reactions	58
Shares	192
INSTAGRAM	
Engagement	105
Reach	2839
Reactions	60
Shares	37
X	
Engagement	28
Impressions	280
Retweets	0

TOP PERFORMING VIDEO



FACEBOOK	
Engagement	39
Reach	1470
Reactions	25
Shares	14
INSTAGRAM	
Engagement	72
Reach	1418
Reactions	60
Shares	6
X	
Engagement	8
Impressions	202
Retweets	1
YOUTUBE	
Views	231
Average Time	5m 32s
Traffic Source	48% from LinkedIn
Likes	5

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

Q1 HIGHLIGHTS

continued

- Mental Health First Aid
- Intermunicipal Business Licencing
- Utility Rate Change Brochure
- C&SD Info Fair Poster
- Winter Warming Stations Poster

RESPONSIVE COMMUNICATIONS IN Q1

- Glenforest Crescent Fire
- Sulphur Smell in Fairways & Graybriar
- Water Demand Restrictions
- Passing of former Canadian Prime Minister, the Right Honourable Brian Mulroney, P.C., C.C., G.O.Q.
- Train Collision at 50 Street & 47 Avenue
- Heritage Park Waterline Break

AUDIENCE GROWTH

(Compared to previous quarter)

	12,863	+300
	5976	-19
	4865	+120
	2756	+192
	429	(New in 2024)

[FIRE DEPARTMENT]

TRAINING UPDATE

During the first quarter of 2024, 12 firefighters engaged in training for the National Fire Protection Association (NFPA) 1001 Level Two certification, while an additional eight members pursued NFPA 1002 Apparatus Drivers certification.

Firefighting emphasis shifted towards wildland operations, marking a transition from winter firefighting operations and ice rescue. By the end of Q1, approximately 80% of firefighters had completed the new Provincial Wildland Firefighting program, further strengthening the department's preparedness for diverse operational scenarios.

Dr. Kendra Doornenbal from the Yellowhead Veterinary Clinic led a training session to instruct and recertify attendees on pet CPR and oxygen therapy. Members acquired essential skills to address emergencies involving family pets. This course, implemented several years ago, is hosted every second year to maintain proficiency. Pet oxygen equipment has been utilized on scene twice within the past six months, highlighting the practical importance of the training provided.



BATTLE OF THE BADGES HOCKEY GAME

First responders from the area joined forces for the third annual Battle of the Badges hockey game, facing off against the PAC-Saints U-18AA Team. Firefighters, RCMP, and Peace Officers participated in this spirited event. Prior to the game, responders showcased their equipment at a tailgate party outside the Grant Fuhr Arena, providing an opportunity for the public to engage with responders and view specialty equipment from each branch. The game drew a crowd of 1200 fans, resulting in a successful fundraiser for Legacy Place Society, which raised \$23,000 to support first responder mental health.

Q1 RESPONSE BREAKDOWN

RESPONSE TYPE	STONY PLAIN			PARKLAND COUNTY		
	2022	2023	2024	2022	2023	2024
Structure Fires	9	3	4	2	3	8
Vehicle Fires	3	1	0	1	0	1
Wildland/Outside Fires	3	2	3	8	3	5
*Medical Assists	23	20	18	7	10	8
**Medical Fire Response	-	-	3	-	-	4
Alarms	43	33	57	13	10	16
Motor Vehicle Collision	16	6	12	42	17	16
Mutual Aid	1	3	1	3	1	3
Citizen Assists	2	6	12	1	0	0
Utility (Power/Gas)	4	6	1	3	0	0
TOTAL	109	80	111	80	44	61

* Medical Assists are triggered by on-scene Emergency Medical Service (EMS) crews.

** Medical Fire Response are automatically dispatched for Delta or Echo responses level and when an ambulance is responding from more than 20 minutes away.

Q1 FAST FACTS

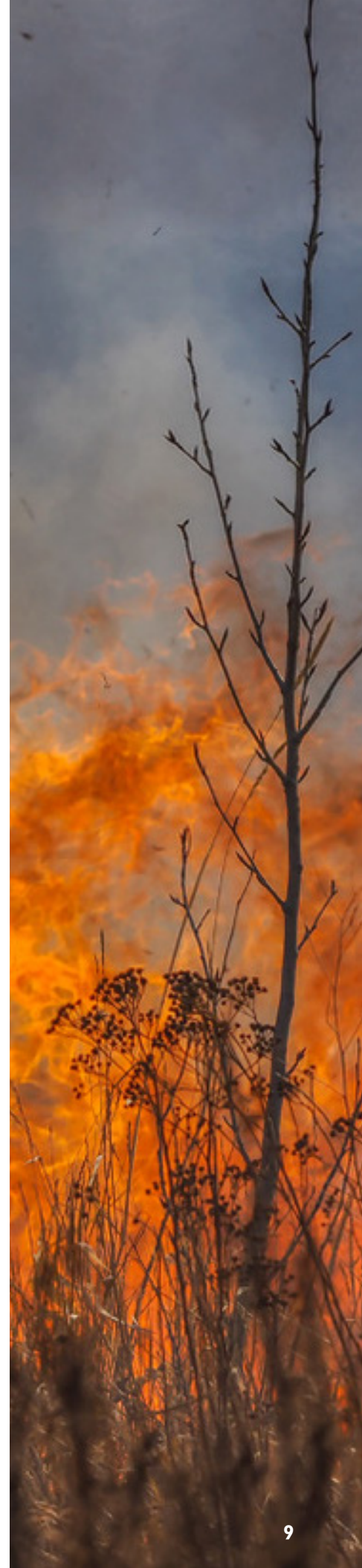
Firefighting Hours	2894
Training Hours	2629
Multiple Calls at Once	10



ANNUAL RESPONSES

	2019	2020	2021	2022	2023	2024
Stony Plain	392	330	366	383	442	111
Parkland County	247	272	267	282	294	61
TOTAL	639	602	633	665	736	172*

* Year to Date



[ENFORCEMENT SERVICES]

VIOLATIONS & WARNINGS

In the first quarter, Stony Plain Peace Officers issued 363 warnings and 155 violation tickets. The top three violations issued were:

- Speeding 43 violations
- Unregistered 37 violations
- Distracted Driving 16 violations

INCIDENTS

Peace Officers responded to 454 incidents this quarter, an increase from 373 incidents during the first quarter of 2023. Of those incidents, 59 were proactively generated by an Officer. The three most frequent incidents were:

- Parking Complaints 72 incidents
- Snow/Ice on Sidewalks 40 incidents
- Dogs at Large 34 incidents

DISTRACTED DRIVING PILOT PROGRAM

Throughout the year, Officers initiate targeted distracted driving enforcement. Distracted Driver offenders ticketed during these targeted times, are given the option to attend an educational information session on the dangers of distracted driving and have their ticket removed. This is a pilot project initiated and hosted by Community Peace Officers several times a year. The intention of the program is a reduction of the annual number of distracted drivers in our community.

COMMUNITY INVOLVEMENT

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

- During the annual Easter Hunt, an Officer distributed safety items to children for their Easter baskets.
- Officers took part in the Honour Guard for the Battle of the Badges hockey game.
- They assisted motorists by pushing stuck vehicles following a large, unexpected snowfall that covered Stony Plain.
- Three education “ride alongs” were provided to showcase the role of a Stony Plain Community Peace Officer.
- In partnership with the RCMP, Officers provided an education training presentation to frontline staff on how to respond to challenging behaviours, while keeping themselves safer on the job.

COMMUNITY STANDARDS INCIDENTS

Vandalism	4
Unsightly/Nuisance Property	7
Snow/Ice on Sidewalk	40
Noise Complaint	19
Littering	1
Fighting/Disturbance in Public	4
Municipal Government Act Order	6
Graffiti	7
TOTAL	88

PUBLIC BEHAVIOUR INCIDENTS

Utility Bylaw	1
Tobacco & Smoking Reduction Act	2
Trespass to Premise Act	5
Public Tree Bylaw	1
Petty Trespass Act	2
Land Use Bylaw	1
Gaming Liquor & Cannabis Act	1
Fire Services Bylaw	5
Environment Protection Act	2
Cannabis Consumption Bylaw	2
TOTAL	22

ASSISTS

Assist Fire	5
Assist Public Works	5
Assist Outside Agency	5
Assist RCMP	12
TOTAL	27

ENGAGEMENT

Community Service	12
Foot Patrol	2
Joint Force Operation	3
Memorandum of Understanding	4
Training	6
TOTAL	27

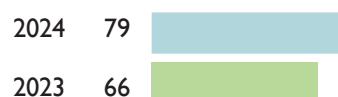
TRAFFIC INCIDENTS	
Driving Complaints	24
Heavy/Commercial Vehicles	4
Idling Vehicle	1
Laser/Radar Speed Enforcement	50
Parking Complaint	72
Red Light Enforcement Operation	4
Special Event Permits	2
Stop Sign Enforcement Operation	25
Suspended Driver	2
Obstruction/Debris on Roadway/Sidewalk	13
Off Highway Vehicle	3
Unattached Trailers	1
Uninsured Motor Vehicle	10
TOTAL	211

RESPONSIBLE PET OWNER INCIDENTS	
Animal Protection Act	13
Barking Complaints	3
Cats at Large	12
Defecation	1
Dog Aggression	8
Dogs at Large	34
Excessive Animal Units	2
Nuisance Animal Declaration	1
Unlicensed	4
Vicious Animal Declaration	1
TOTAL	79

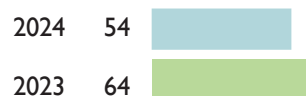
VIOLATIONS	
Pedestrian	1
Parking	6
Occupant Restraint	2
License Plate Violations	3
Fire Services Bylaw	1
Driving	123
Document	14
Animal Control	5
TOTAL	155

Q1 INCIDENT SUMMARY AND COMPARISON

Animals



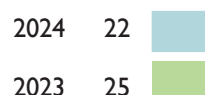
Assist/Engagement



Community Standards



Public Behavior



Traffic



TRAINING UPDATE

The Stony Plain Enforcement team participated in a series of training sessions, including Awareness and Diversity Training, Homeless Encampment Training, Gang Trends Training, High Performance Leadership Training, and Investigations to Prosecution Training.





[PROGRAMS AND SERVICES]

SENIORS' DANCE AND JAMBOREE

The Seniors' Dance and Jamboree, held monthly at the Community Centre, promotes community engagement and wellness. Attendees enjoy live music, refreshments, and dancing at this recurring event. Typically, between 100 to 140 participants join in the festivities, creating a vibrant atmosphere of camaraderie and enjoyment.

INDOOR WALKING AT HERITAGE PARK

The indoor walking program, a popular community activity, resumed in January and ran every Tuesday, Wednesday, and Thursday at Heritage Park until March. With an average of 27 participants per day, the program provided regular opportunities for physical activity and social interaction during the winter months.



HERITAGE PARK WATER LEAK

On January 16, Heritage Park experienced a water leak in the Parkland Hall, resulting in significant flooding damage to both the Spruce Grove and Parkland Halls. As a consequence, extensive repairs were necessary, rendering both halls unavailable for bookings. The Spruce Grove Hall resumed bookings on March 1, while repairs to the Parkland Hall are still ongoing.



GLENN HALL CENTENNIAL ARENA

Throughout the quarter, the Glenn Hall Centennial Arena maintained a steady level of activity, totaling 863 hours of usage by local user groups, private ice rentals, and public skating sessions.

Public skating remained a beloved local activity, with 57 hours offered in Q1. This initiative is proudly sponsored by Fix it Right Plumbing and Heating, contributing to the enjoyment by community members of all ages.

OUTDOOR RINKS

Outdoor rinks were open from December to March, though with fluctuations in temperature affecting ice conditions during Q1. A total of 78 hours of ice was rented at the Centennial Memorial rink this quarter, compared to 115 hours in 2023.

This season, the following ice surfaces were available: Centennial Arena, Forest Green School, St. John Paul II School, Westerra, Rotary Park, and South Creek, offering opportunities for community members to enjoy outdoor skating activities.

FACILITY	Q1 2023	Q1 2024
Glenn Hall Centennial Arena	788 hours	863 hours
Community Centre	99 hours	208 hours
Heritage Park – Spruce Grove Hall	152 hours	128 hours
Heritage Park – Parkland Hall & Lions Den	64 hours	17 hours
Heritage Park – Pavilion	682 hours	435 hours





STONY PLAIN TRANSIT

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

RIDER STATISTICS (PASSENGERS THAT START OR END TRIP IN STONY PLAIN)			OPERATIONS STATISTICS (REGION)		
	2023	2024		2023	2024
January	781	2008	Stony Plain/Spruce Grove/Parkland County		
February	927	1908	January	5648	4663
March	1238	1960	February	5808	4479
TOTAL RIDERS	2946	5876	March	7366	4570
			TOTAL RIDERS	18,822	13,712

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. In February, ATS participated in Kin Kindness Day, organized by the Kinsmen Club of Stony Plain. Clients received cookies, drivers got coffee, and all client rides were covered by the club.

RIDE CATEGORY				
	Medical	Essential	Social	Recreation
January	149	201	36	12
February	173	204	23	22
March	193	224	38	17
TOTAL	515	629	97	51

RIDER RESIDENCY LOCATION STATISTICS						
	Spruce Grove		Stony Plain		Parkland County	
	2023	2024	2023	2024	2023	2024
January	224	204	296	259	18	10
February	239	249	285	230	13	9
March	280	185	359	210	29	14
TOTAL	743	638	940	699	60	33

DRIVER HOURS	
	2024
January	498
February	590
March	486
TOTAL	1574

KILOMETRES TRAVELLED		
	2023	2024
January	14,663	12,429
February	13,406	12,513
March	17,439	15,292
TOTAL	45,508	40,234

[GOLF COURSE]

With the Stony Plain Golf Course closed for the winter season, focus shifted towards optimizing operations during the off-season. This included managing the winter simulator, organizing league and lesson programs, and facilitating the sale of season passes for the upcoming 2024 season. Despite a delayed snowfall, efforts were made to set up the cross-country ski trails for outdoor enthusiasts.

In mid-February, the golf course initiated the recruitment process for seasonal positions, which saw all vacancies successfully filled. There was a 100% return rate among backshop staff, supplemented by new additions to the proshop team. Retail sales during the first quarter included custom-fit equipment orders facilitated through the indoor golf simulator. The course has added a full-time club fitter and a lesson professional to the staff for this year.



NEIGHBOURHOOD CONNECT STRENGTHENS COMMUNITY BONDS



During the last quarter, three more residents enthusiastically registered to become Neighbourhood Connectors, increasing the total number of connectors to 19. This program continues to inspire residents to engage with their neighbours, fostering a sense of community and enhancing the spirit of Stony Plain neighbourhoods.

In February, six dedicated Neighbourhood Connectors actively participated in the community conversation, “Lettuce Get To Know Each Other.” Their valuable insights and feedback contributed significantly to the success of this community event, further highlighting the commitment of residents to building strong and interconnected neighbourhoods.

ENHANCING INCLUSION AND DIVERSITY

WESTVIEW DEMENTIA COLLABORATIVE

In January, Community and Social Development represented the WestView Dementia Collaborative by showcasing an innovative Dementia Interactive tool at the Mapping and Planning Support (MAPS) Alberta Capital Region showcase brunch. The WestView Dementia Collaborative, a regional partnership comprising the Town of Stony Plain, the City of Spruce Grove, Parkland County, WestView Primary Care Network, Alberta Health Services, and the Alzheimer Society of Alberta and the Northwest Territories, aims to enhance dementia care and support services in the region.

Additionally, the WestView Dementia Collaborative received the Enabling Aging in Place Project grant from Health Excellence Canada. This grant will enable the region to further develop and strengthen its collaborative efforts, fostering an environment conducive to aging in place for individuals living with dementia.



DEMENTIA CONNECTIONS MEET AND GREET: COLLABORATIVE EFFORTS AND ALZHEIMER'S AWARENESS MONTH INITIATIVES

During Alzheimer's Awareness Month, the third annual Dementia Connections Meet and Greet event was hosted at the TransAlta Tri Leisure Centre. Over 20 residents and six service providers came together to promote a safe and inclusive environment in Stony Plain for individuals living with dementia. Feedback from service agencies revealed that 100% of them felt they had forged stronger working relationships with other community agencies as a result of the Alzheimer's Awareness Month Campaign.

Further, the “Let's Talk Dementia” session attracted six residents, all of whom reported gaining a deeper understanding of dementia and learning how to access community resources. One attendee remarked, “*Very good presentation, things were explained clearly and all my questions answered.*”

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

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

[CREATING HEALTHY RELATIONSHIPS]



TRI-MUNICIPAL REGION ELDER ABUSE (TREA) COORDINATED COMMUNITY RESPONSE

In 2023, TREA provided support to 45 residents in the Tri-Municipal Region who were experiencing elder abuse, marking an increase from the 36 individuals supported in 2022. This upward trend supports TREA's ongoing commitment to safeguarding the well-being and dignity of older adults in our community. A participant expressed appreciation, stating *"Thank you for all your help... It has been a long time since I have felt this safe."*

TREA, a regional collaboration, comprises 24 community partners across our region. This collective effort ensures a comprehensive and coordinated approach to addressing elder abuse issues within our community.

FINDING OUR VOICES

A collaborative effort between the Town of Stony Plain, City of Spruce Grove, Parkland County, and Sagesse resulted in a seven-week self-esteem and effective communication peer-support group. This initiative aimed to empower residents by fostering self-respect, belief in oneself, and confidence in expressing thoughts and emotions to others.

Despite a slight decrease in participation compared to the previous quarter, the group successfully assisted five residents in realizing personal growth and development. All participants who completed the evaluation reported experiencing an improvement in their personal well-being, citing increased confidence, self-respect, and belief in themselves. A volunteer expressed their deep appreciation for the program, stating, *"I am honoured to be part of such a program helping in whatever way I can."*

SENIORCONNECT

In 2023, the SeniorConnect program, a collaboration between the Town of Stony Plain and the City of Spruce Grove, continued its mission of training residents to recognize and assist seniors in need. Although new participants decreased to 26 from 54 in 2022, SeniorConnect remains a vital resource for equipping community members with essential skills and knowledge. This free, online program covers the following topics over seven short modules: senior connect overview, caregiver burnout, mental illness: dementia, delirium and depression, elder abuse, addictions, diversity, and ageism.



[REDUCING POVERTY]

COMMUNITY AND SOCIAL DEVELOPMENT ROUNDTABLE

In this quarter, the Community and Social Development Roundtable engaged in an interactive session. The discussion included an overview of current action areas in the Poverty Reduction Plan, an examination of root causes of poverty, and exploration of community involvement strategies for the Stony Plain Poverty Reduction Strategy.

FINANCIAL LITERACY

In a collaborative effort between the Town of Stony Plain and the City of Spruce Grove, the first of four financial literacy workshops was offered. Facilitated by the United Way Alberta Capital Region, seven residents from across the region were provided with basic banking knowledge to increase confidence in financial skills. While participation decreased by 13 attendees compared to the previous quarter, the project remains committed to empowering individuals through enhanced financial literacy.



REGIONAL HOUSING INITIATIVES AND RESOURCES

In collaboration between the Town of Stony Plain and the City of Spruce Grove, the Regional Housing Program, 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, successfully supported 13 individuals and or families from our community.

In March, the Regional Housing Guide was updated, offering an overview to residents or potential residents of housing options in the Tri-Municipal Region. In Stony Plain, 28 rental buildings provide 1516 units for rent. Rental prices shared in this guide are subject to change at any time by the housing provider.



INTRODUCING THE LOW INCOME TRANSIT PROGRAM (LITP)

This quarter saw the launch of the Low Income Transit Program (LITP) in Stony Plain, funded through a Government of Alberta Grant. It aims to enhance community access to public transit, offering subsidized rates for Local and Commuter monthly passes, and three months of fully subsidized passes for newcomers to Canada. In collaboration with the City of Spruce Grove, the LITP represents a concerted effort by the Town of Stony Plain to address transportation barriers and promote inclusivity within the community.

COMMUNITY VOLUNTEER INCOME TAX PROGRAM (CVITP)

The annual Stony Plain Community Volunteer Income Tax Clinic commenced operations in Q1, offering vital assistance to residents in filing their taxes. Within the first month alone, taxes were filed for 171 residents, reflecting an increase from 151 in the same quarter of 2023. This program not only brings money back into our region but also ensures that residents receive the benefits entitled to them.

[PROMOTING MENTAL HEALTH & WELLNESS]

LETTUCE GET TO KNOW EACH OTHER – SALAD BAR AND COMMUNITY CONVERSATION

Over 85 residents gathered during this first-time event to learn about 15 support agencies within our community and gained valuable insights on collaboration and reconciliation from Charlene Bearhead, Vice President of Learning and Reconciliation at the Royal Canadian Geographical Society. Through collaborative activities, participants identified support systems and areas for improvement in common scenarios, while also brainstorming ways to strengthen community cohesion.

Following the workshop, 100% of participants who completed the evaluation reported a deeper understanding of the importance of collaboration in our community. Reflecting on the experience, one participant commented, *“I really enjoyed chatting with others at my table.”*

MENTAL HEALTH FIRST AID SUPPORTING OLDER ADULTS

Imagine Institute provided Mental Health First Aid Supporting Older Adults training to 21 participants, representing diverse groups such as older adults, their families, caregivers, service providers, and volunteers. The training equipped participants with skills to recognize signs of mental health issues in older adults, offer initial assistance, access resources, and provide crisis intervention. Upon evaluation completion, 100% felt more prepared to assist older adults in mental health crises, with 89% reporting increased awareness of their own mental wellness.

PSD70 HEALTHY FAMILIES SESSION

In collaboration with Parkland School Division and Alberta Parenting for the Future Association, students and their caregivers were able to learn techniques to regulate emotions, connect through art, reduce stress, and improve their overall wellbeing. Participants were led through creative exercises connecting to nature through art.

TIDeS™: TRAUMA INFORMED DE-ESCALATION STRATEGIES

Imagine Institute provided Trauma Informed De-Escalation Strategies training to 28 participants from Stony Plain, Spruce Grove, and Parkland County. The training, rooted in research highlighting the prevalence of trauma and its impact on escalated interactions, offers a universal trauma-informed approach. With a focus on prevention and long-term crisis reduction, this training is designed for all members of the community.

LET’S TALK MENTAL HEALTH

This year’s Let’s Talk campaign utilized a social media initiative that garnered 411 individual page visits to www.stonyplain.com/supports. In addition, a scheduled promotional pop-up at the Stony Plain Library resulted in 28 resource accesses. The campaign aimed to connect community members with local resources and promote awareness of the new suicide hotline number, 988. Through the use of images and quotes, the campaign shared insights from community members about what they wished they had known earlier about mental health and wellness.



[VOLUNTEER SERVICES]

BETTER IMPACT

A key goal for Volunteer Services is to enrich the Better Impact platform and promote its usage among residents in the Tri-Municipal Region to explore current volunteer opportunities. Volunteer Services actively encourages local organizations to post their volunteer needs on the platform.

In the first quarter, 78 residents created accounts with Better Impact, actively seeking volunteer opportunities. Presently, there are 109 volunteer opportunities posted on the platform by various local organizations.

During this quarter, Town of Stony Plain programs received support from 59 dedicated volunteers, generously contributing their time, skills, and expertise to ensure successful program implementation.



TOWN OF STONY PLAIN RECOGNIZED FOR VOLUNTEER ENGAGEMENT

During the first quarter, the Town of Stony Plain received recognition as a featured site from Volunteer Alberta, highlighting its commitment to volunteerism and community engagement. Additionally, in collaboration with the City of Spruce Grove and Parkland County, the Town secured 2024 National Volunteer Week (NVW) funding. This funding will be utilized to express appreciation for regional volunteers, recognizing their invaluable contributions to fostering a healthy and resilient community.

PROMOTING VOLUNTEER ENGAGEMENT AT TRI-MUNICIPAL SPRING INFORMATION NIGHT

In February, Volunteer Services seized the opportunity to foster connection, community, and belonging through volunteering at the Tri-Municipal Spring Information Night. With 53 non-profit organizations in attendance, the event served as an excellent platform to raise awareness of Volunteer Services and encourage civic engagement in the Tri-Municipal Region. Attendees of all ages enthusiastically toured the tables, asked questions, and expressed interest in getting involved, making the evening a resounding success.

[YOUTH SERVICES]



EMPOWERING YOUTH THROUGH YOUTH CENTRE PROGRAMS

During the first quarter, Youth Centre programs prioritized the development of protective powers and internal assets among youth through a variety of daily activities and weekly programs.

Activities like Healthy Together, Theatre Thursday, Vision Boards, Love Languages, and Pink Shirt Day crafts aimed to reinforce the internal asset of personal power among youth. A survey of 20 participants revealed that 63% of them felt they had gained more control over their circumstances as a result of attending these programs.

Additionally, programs such as Basic Banking and Mighty Money Makers focused on strengthening the internal asset of a positive view of personal future. From these programs, a survey of 16 youth indicated that 73% of them felt more hopeful about their future because of their participation.

YOUTH-LED SOARING SPORTS FEST

Throughout the first quarter, a group of six youth met bi-weekly to coordinate and execute a final project as part of the AHS SOARING (Strengthening Opportunities for Adolescent Resilience, Inclusion and Growth) pilot program. SOARING's objective is to empower youth to identify and address risk and protective factors associated with injury prevention while supporting them in implementing their ideas for the benefit of the community.

In line with these objectives, the youth organizers orchestrated a Sports Fest for community youth at Heritage Park during spring break in March. The event provided 27 participants with the opportunity to explore various sports, including in-line skating instructed by Alien In-Line, kangoo rebounding instructed by Studio 35 Fitness, and football basics instructed by the Stony Plain Bombers. This initiative exemplifies the commitment of youth to promote community engagement and foster a culture of active living among their peers.



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 due to timing of school requisitions paid for separate school division. Tax revenue will be recognized in Q2 once the tax rate bylaw has been approved and tax notices produced.

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 revenues.

RENTALS

Variance due to seasonality of revenues.

OTHER

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

EXPENSES

PROTECTIVE SERVICES

RCMP invoice for Q1 is still to be received.

DEVELOPMENT

Timing of development projects. Expenditures are expected to start in Q2.

FINANCIAL SERVICES

TOWN OF STONY PLAIN

Unconsolidated Statement of Operations

	Budget 2024	Actual 2024	Variance	%
Revenue				
Net taxes available for municipal purposes	\$22,063,668	\$(504,544)	\$22,568,212	-2%
Sales & user charges	17,626,309	3,202,994	14,423,315	18%
Franchise & concession contracts	3,958,200	824,643	3,133,557	21%
Government transfer for operating	3,303,421	391,510	2,911,911	12%
Developer contributions	616,244	-	616,244	0%
Fines	360,300	69,595	290,705	19%
License & permits	625,000	177,049	447,951	28%
Investment income	309,500	58,228	251,272	19%
Rentals	1,011,124	96,733	914,391	10%
Other	766,350	57,494	708,856	8%
Penalties & costs on taxes	253,000	53,469	199,531	21%
	\$50,893,116	\$4,427,171	\$46,465,945	9%

Expenses

Recreation & culture	\$9,997,926	\$3,000,048	\$6,997,878	30%
Utilities	11,462,014	1,786,174	9,675,840	16%
Protective services	8,032,542	939,389	7,093,153	12%
General government	7,202,749	1,733,849	5,468,900	24%
Transportation	3,786,245	813,313	2,972,932	21%
Development	3,893,950	550,491	3,343,459	14%
Community & Social Development	1,131,209	199,577	931,632	18%
	\$45,506,635	\$9,022,841	\$36,483,794	20%

Annual Surplus / (Deficit) Before

Other Revenue/(Expense)	\$5,386,481	\$(4,595,670)	\$9,982,151
Transfers from reserves	\$1,390,808	\$-	\$1,390,808
Transfers to reserves	\$(4,523,728)	\$(12,072)	\$(4,511,656)
Debenture principal	\$(2,253,561)	\$(490,184)	\$(1,763,377)
Operating Surplus/ (Deficit)	\$-	\$(5,097,926)	\$5,097,926

HIGHLIGHTS

GRANTS

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

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

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

INVESTMENTS

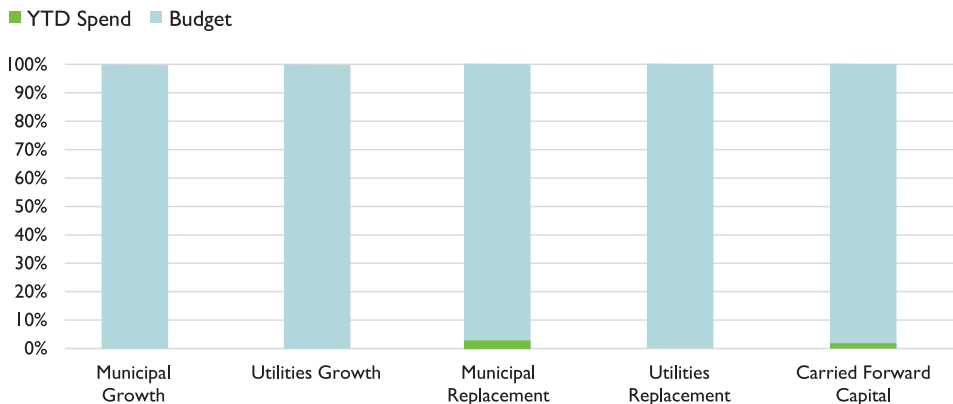
The Town's investment portfolio consists of a combination of long-term and short-term maturities. As of March 31st, the investments totaled \$15,037,128, compared to \$18,859,143 at the end of December 2023.

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

DEBT

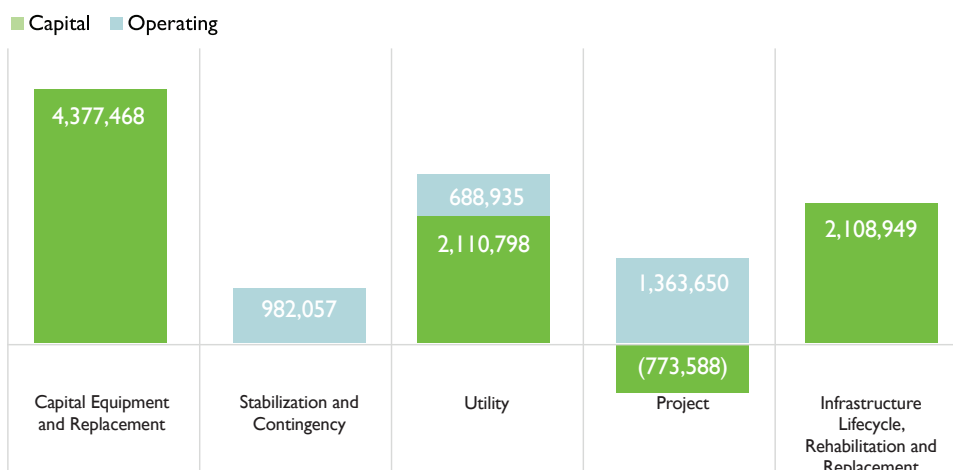
The Town of Stony Plain's Debt Management Policy C-FS-045 outlines the types of debt and financing the Town may undertake. Under the Municipal Government Act, the debt limit for the Town is calculated at 1.5 times its revenue, and the debt service limit is calculated at 0.25 times such revenue. The policy stipulates the Town will adhere to an internal debt limit of 80% of the debt limit set by the MGA. As at March 31, 2024, the Town's outstanding debt represented 41% of Municipal debt limits and 51.2% of the Town's internal debt limit.

CAPITAL SPEND TO BUDGET



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

2024 PROJECTED RESERVE BALANCES



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

DEBT LIMIT	Projected Dec 31, 2024	Dec 31, 2023
Municipal Debt Limits	\$75,415,308	\$68,756,412
Outstanding Debt	\$29,397,403	\$29,887,657
Total Debt Available	\$46,017,905	\$38,868,755
Municipal Debt Service Limit	\$12,569,218	\$11,459,402
Current Debt Service Level	\$2,513,844	\$2,684,133
Service on Debt Limit Available	\$10,055,374	\$8,595,269



[PLANNING & DEVELOPMENT]

First quarter residential construction in 2024 comprised of a total of 32 housing starts that had an estimated construction value of \$9.6 million.

There was one commercial permit issued in the first quarter of 2024 with an estimated construction value of \$5.8 million. Additionally, there were no industrial permits issued in the first quarter.

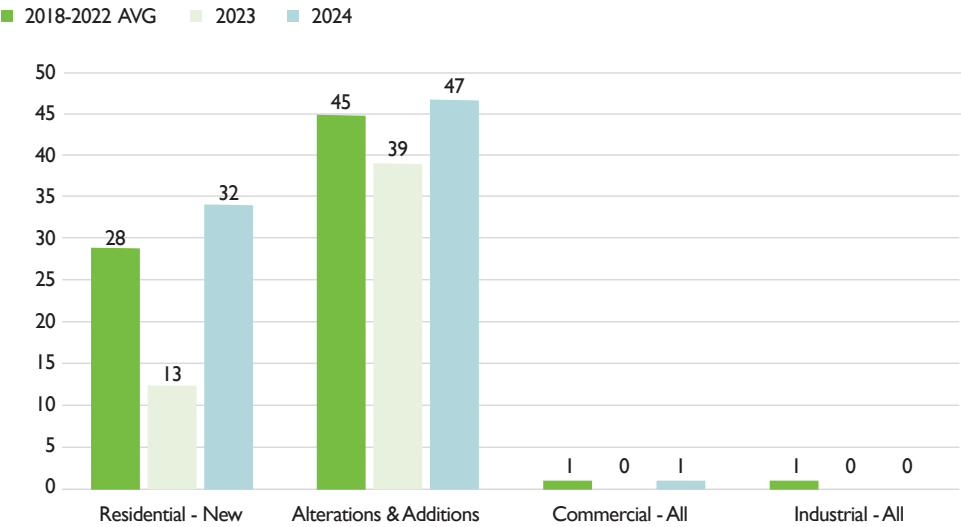
There were 47 permits issued in the first quarter for alterations and additions that include 42 residential improvements, three commercial improvements, and two industrial improvements, with a combined estimated construction value of \$2.0 million.

There were 46 miscellaneous permits issued that include:

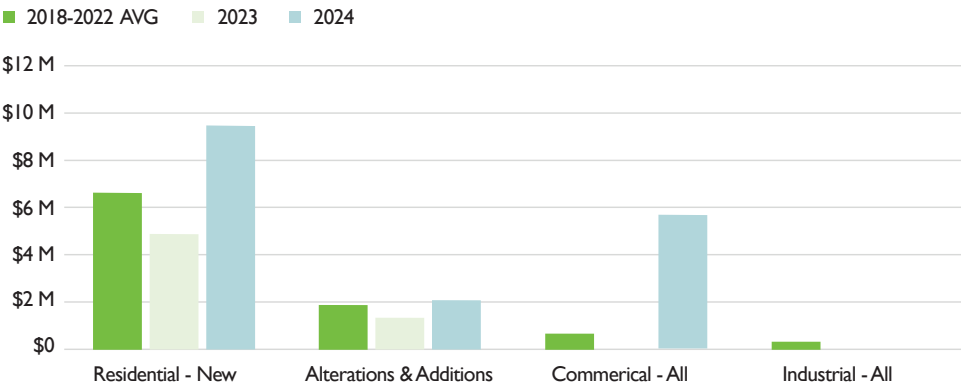
- 24 signs;
- 11 move/demolition;
- 3 home occupation; and
- 8 secondary suite;

with a combined estimated construction value of \$10 thousand.

Q1 VOLUME OF BUILDING PERMITS BY TYPE



Q1 VALUE OF BUILDING PERMITS BY TYPE



[INFRASTRUCTURE ASSETS]

WINTER SNOWFALL RESPONSE

On February 25 and 26, a significant snowfall hit the region, affecting roads across the area. Infrastructure Assets promptly responded to clear snow from priority roads and the downtown core business area. Despite a second snowfall during the week, crews managed to complete priority roads and began snow removal in residential neighbourhoods by March 6.

To expedite the process, a private contractor was enlisted for residential snow removal before anticipated warm temperatures made clearing difficult. By March 13, crews had cleared all residential roads, hauling approximately 5500 cubic yards of snow per day. Alongside clearing priority roads, back alleys, and parking lots, crews removed over 41,000 cubic yards of snow to the snow dump site. The total cost for contractor services amounted to \$267,000 for this event.

Crews express appreciation to residents who supported their efforts by clearing vehicles and driveway ramps from the roads. It's noted that when snow plows push snow into the middle of the road, driveway ramps become obscured. As snow blowers pick up the snow, the ramps may get caught, causing downtime for crews and delaying snow removal efforts.



WEATHER CHALLENGES

In the first quarter, the utilities team encountered extreme weather conditions. As temperatures plummeted to -46 degrees, crews promptly responded to calls for burst water pipes and emergency shut-offs. Later, as snow arrived abruptly by the end of February, crews swiftly assisted the roads crew by operating sanding equipment, enabling the roads crew to focus on clearing arterial roads.

However, within a few weeks, temperatures soared to an unseasonable 20 degrees, causing rapid snowmelt and subsequent flooding of roads, culverts, and alleys. In response, crews mobilized equipment to thaw catch basins and culverts, ensuring continued water flow and mitigating the impact of the sudden thaw.



[PARKS & LEISURE SERVICES]

STRATEGIC PRUNING FOR TREE HEALTH

Taking advantage of the mild winter, Parks & Leisure Services implemented a comprehensive five-zone tree pruning program. With the drop in temperatures, they promptly addressed black knot disease on 89 trees in public spaces around town. Despite the black knot pruning season being restricted from March to October, an ongoing awareness campaign educates residents on the pruning process, disposal, and seasonal considerations. Residents can report black knot locations throughout the year via the Report It submission form at www.stonyplain.com/reportit.

After addressing all identified black knot locations, the team shifted focus to elm tree maintenance, pruning 289 trees along boulevards and trails to ensure their longevity. These proactive initiatives not only contribute to the Town's environmental sustainability but also emphasize our commitment to maintaining a healthy and vibrant urban landscape.



WINTER MAINTENANCE OPERATIONS

Throughout the first quarter, snow and ice control operations remained ongoing on public trails and sidewalks. Outdoor ice surfaces were diligently maintained for public use whenever temperatures allowed, with closures occurring by the end of March.



A photograph of a snowy winter scene. In the foreground, there are snow-covered evergreen trees and a snow-covered path. In the background, a street with a traffic light and a street lamp is visible under a grey sky.

QUARTERLY REPORT

FOR THE QUARTER ENDED MARCH 31, 2024

