

TOWN OF  
STONY  
PLAIN

*quarterly report*

FOR THE  
FOURTH QUARTER ENDED  
DECEMBER 31, 2021

2021

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## Economic Development

In Q4, Stony Plain welcomed a new Economic Development Officer to oversee the delivery of the Economic Development Strategic Plan (2019 Update). Focus was on maintaining regular operation during the transition, wrapping up annum’s marketing initiatives, and poising the department for a productive 2022. Reporting has shifted to demonstrate the action items and priorities within the Department’s Strategic Plan.

<b>Strategic Direction: Product Development</b>	<b>Strategic Direction: Product Development</b>
<b>Initiative: Foster the entrepreneurial ecosystem</b>	<b>Initiative: Investment Readiness</b>
<ul style="list-style-type: none"> <li>• Lease renewals</li> <li>• Land Development Forum</li> <li>• Investment Attraction Campaign</li> <li>• Support Local Campaign</li> <li>• Small Business Week</li> <li>• Business Milestones</li> </ul>	<ul style="list-style-type: none"> <li>• Communication of pandemic status and resources for businesses</li> <li>• Facilitated conversations and information sharing amongst prospective businesses and investors</li> <li>• Promotion of Town-owned space (Forest Green Plaza)</li> </ul>
<b>Strategic Direction: Promotion</b>	<b>Strategic Direction: Resource Allocation</b>
<b>Initiative: Market opportunities for small and medium-sized businesses, including professional services and destination retail</b>	<b>Initiative: Regional Economic Development</b>
<ul style="list-style-type: none"> <li>• Monthly business newsletter</li> <li>• Marketing support for Moonlight Madness</li> <li>• Economic Developers Alberta – Invest in Alberta Advertisement</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing partnership in the Edmonton Global partnership               <ul style="list-style-type: none"> <li>• One request for proposal was received</li> </ul> </li> <li>• Greater Edmonton Economic Developer Team (GEEDT) network meeting</li> <li>• Greater Parkland Regional Chamber of Commerce Labour Shortage Roundtable</li> </ul>
<b>Strategic Direction: Customer Service</b>	
<b>Initiative: Business retention and expansion</b>	
<ul style="list-style-type: none"> <li>• Ongoing coordination of Ambassador of Action Award</li> <li>• Support local video (launched Q1 2022)</li> </ul>	







## Culture & Tourism Development

### Coming Up in 2022

- Public Art Strategy
- Downtown Celebration
- Library Public Art and Murals
- 8th Annual Summer Sessions
- Appointment of New Poet Laureate
- Midsummer Thursdays
- Tourism Ambassador Program
- Time Capsule Exhibit with Pioneer Museum
- Mural Book with Multicultural Heritage Centre
- Tourism Marketing Partnership with Spruce Grove




 Public Art Bench

*Trifecta*, Stony Plain's first public art bench was installed as a component of the Oatway Dr. and Brightbank Ave. trail convergence, neighborhood improvement project.

The artwork was created by artist Wendy Sieibert of Jagged Design Works. The bench is a combination of poured solid concrete and hand carved concrete rocks. The heaviness of the work conveys a sense of grounding while users are enjoying the outdoors.

A formal unveiling will take place in 2022.



 Christmas Ornament

The 2021 Stony Plain Christmas Ornament was created by local artist Buffy Trimble.

Trimble created a selection of stained glass shapes and colours to portray the whimsy of the holiday season. The Town partnered with the Greater Parkland Regional Chamber of Commerce to distribute the ornaments.

This is the 8th annual ornament. 250 of the commemorative ornaments are prepared each year and given to residents on a first come, first served basis.





## Shop the Season

Shop the Season, a holiday, shop-local campaign ran in the digital Where Edmonton Wish Book. The ad was styled, photographed, and designed in-house using products from local businesses including Stony Plain Farmers' Market, Parkland Ventures Thrift Store, Forest Green Liquor, Magic Happens Metaphysical, Movie World, North Central Co-op, Pet Foods Etc., Multicultural Heritage Centre, Furniture First and Whimsical Vintage Creations. The products featured in the ad were given away to one lucky winner, Kailey Smith of Stony Plain.



## Meridian Foundation Mural Partnership

To mark the completion of the multi-year mural partnership between the Meridian Housing Foundation and the Town, representatives of the Foundation attended Council and were presented with framed maquettes of the murals.

The partnership began in 2017 and includes four double-sided murals created by artist James Mackay. The artworks are located at 5303 47 Street.

## Cultural Roundtable Welcomes New Members

The Cultural Roundtable (CRT) welcomed three new members as a result of the 2021 recruitment process; Ed Haylin, Brenda Reeve and Patty Mackay.

There currently remain three positions vacant on the CRT, a public member at large, the Indigenous representative, and the Stony Plain artist representative. These positions will be further advertised in 2022.





#### Q4 vs Q3 (2021) User Statistics



## Communications

### Top 10 Webpages

1. [Town of Stony Plain](#)
2. [Election Results - Town of Stony Plain](#)
3. [Careers with the Town - Town of Stony Plain](#)
4. [Voter Information - Town of Stony Plain](#)
5. [Election - Town of Stony Plain](#)
6. [Winter Light Up - Town of Stony Plain](#)
7. [Calendar - Town of Stony Plain](#)
8. [Parks, Trails and Recreation - Town of Stony Plain](#)
9. [News Releases - Town of Stony Plain](#)
10. [news search - Town of Stony Plain](#)

### 2021 Municipal Election

With the Municipal Election on the Q4 agenda, Communications worked closely with Legislative Services throughout the quarter. The team worked to create and share important election information for residents including voter information, polling station locations and dates, as well as COVID-19 public health restrictions in place at the polls.

### Ever Active Banners

Golf Course Road got a banner makeover! The Ever Active banners were created through a partnership with Ever Active Schools, Parkland School Division, and the Town.

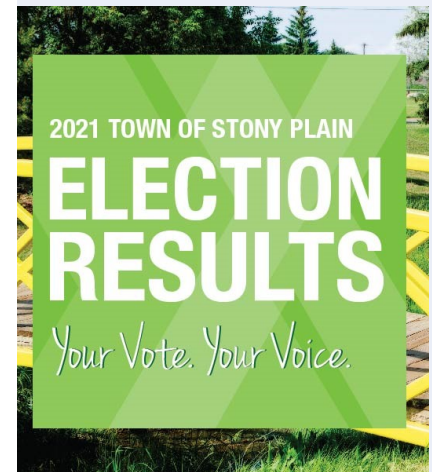
The design work can be attributed to Stony Plain's very own local artists from the Connections for Learning My Path Program and Stony Plain Central school. The project aims to promote more sustainable methods of travel and a more active lifestyle.

### Signage Strategy

New quarter, new signs! As part of the Signage Strategy, a few new sets of signs went up around the community including at the downtown entrances and the North and South business parks.

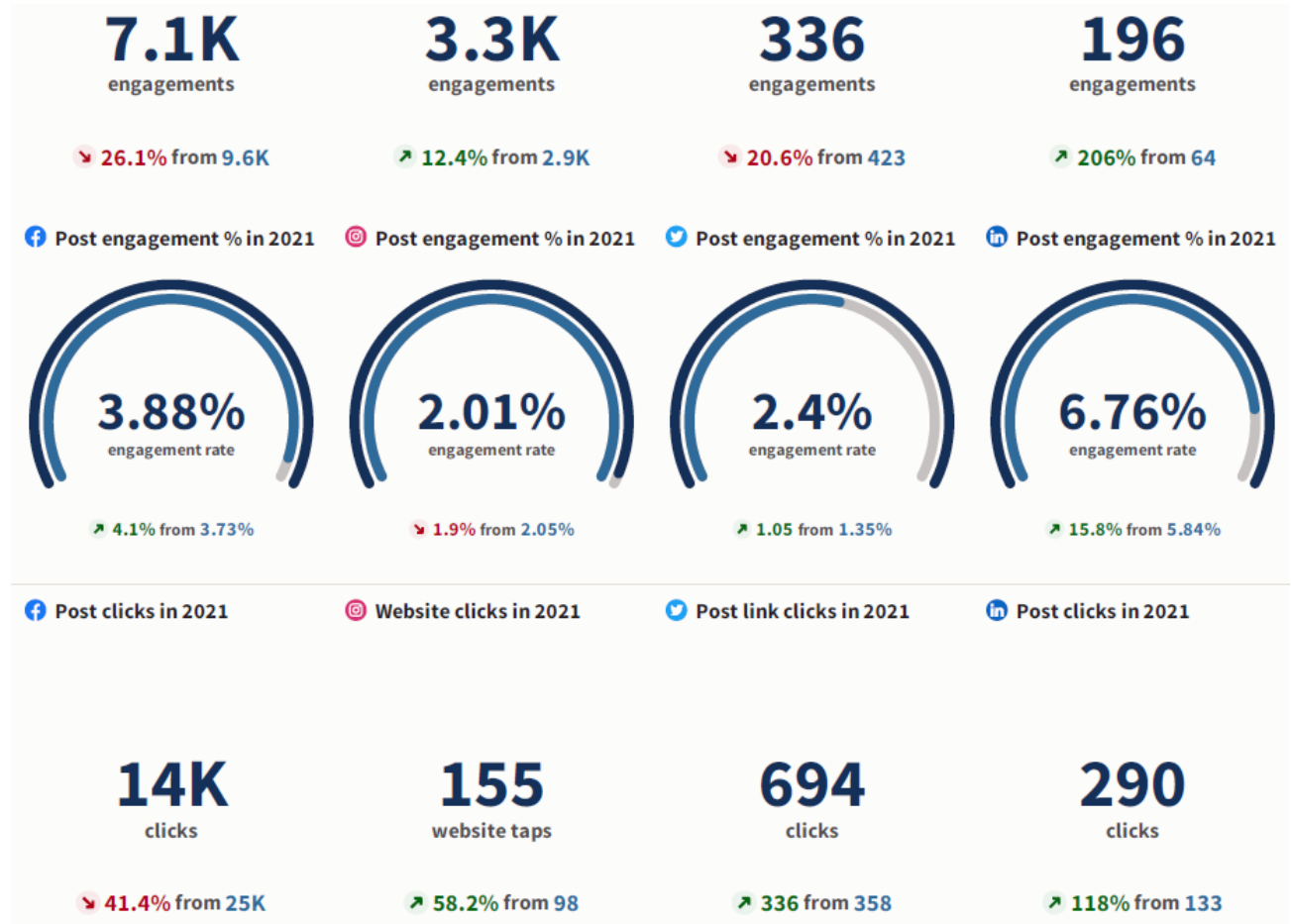
### Highlights

- Municipal Election Results
- Ever Active Banners
- Signage Strategy
- Video Analytics





## Social Media Engagement Analytics (as compared to Q3)



## Reaction and Video View Analytics

It was another hustle and bustle quarter for Communications with video projects. Four new videos were filmed and released over the winter.

Downtown Redevelopment garnered plenty of excitement—both for the Town team and residents. The video reached 4.8K Facebook users with 165 engagements, and reached 1,575 Instagram users.

The Urban Agriculture Plan video made in collaboration with the Planning team reached 4.2K users and brought in 148 engagements on Facebook, and through Instagram it reached 449 users.

The Ever Active Banners video featuring the new banners along Golf Course Road reached nearly 4K users on Facebook with 120 engagements, and the clip reached 878 users on Instagram.

The annual Culture Days returned to town, and the video highlighting the 2021 event reached almost 1K users.





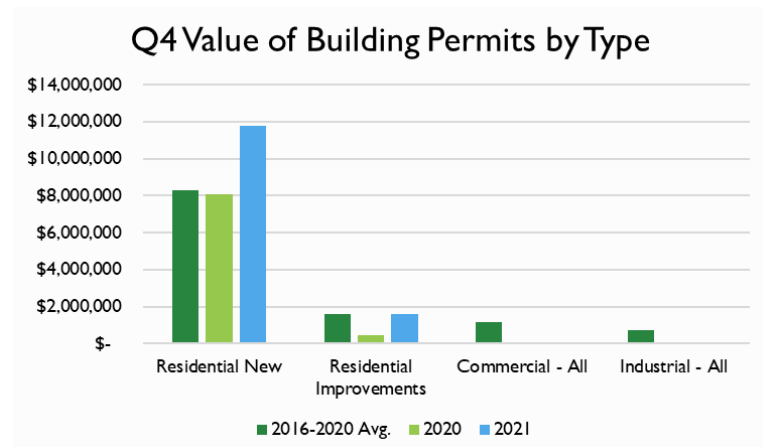
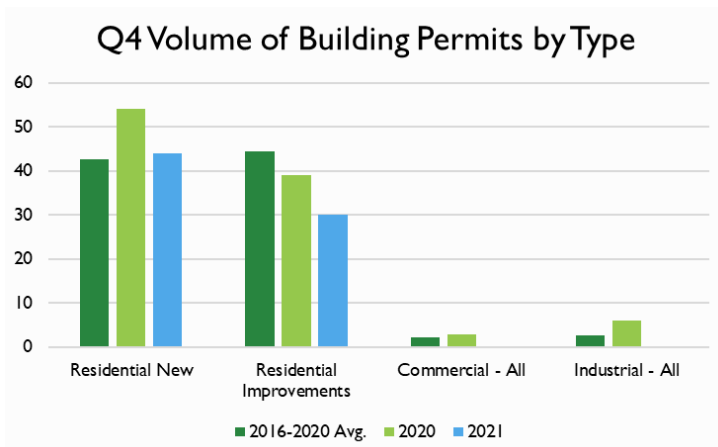
## Planning & Infrastructure

### Planning and Development

Fourth quarter residential construction in 2021 comprised a total of 44 housing starts including 12 single detached dwellings, eight semi-detached dwellings, and 24 medium density dwellings, with a combined estimated construction value of \$11.7 million.

There were no commercial, institutional, or industrial permits issued in the fourth quarter.

There were 30 permits issued for alterations and additions in the fourth quarter, including 24 residential improvements, five commercial, and one industrial improvement, with a combined estimated construction value of \$1.6 million. There were 37 other permits issued including 21 signs, eight home occupations, seven moves/demolitions, etc., and one secondary suite, with a combined estimated construction value of \$10 thousand.





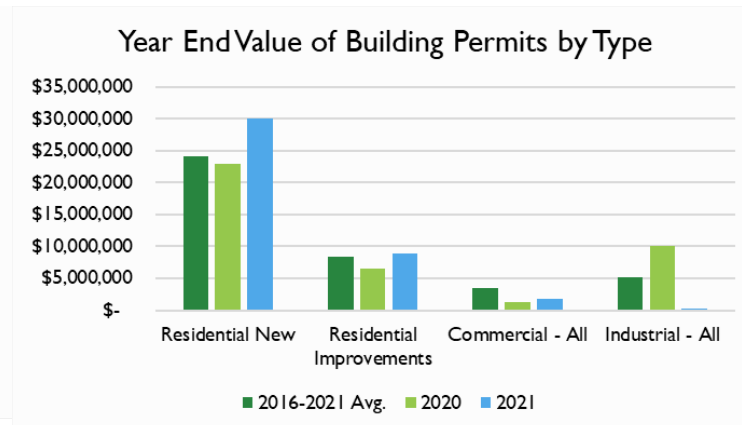
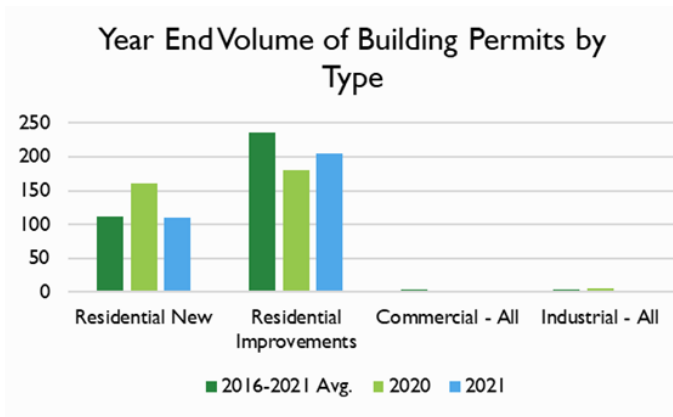


## Planning and Development

Year-to-date residential construction in 2021 comprised a total of 110 housing starts including 62 single detached dwellings, 24 semi-detached dwellings, and 24 medium density dwellings, with a combined estimated construction value of \$30 million.

There was one commercial permit, one institutional permit, and two industrial permits issued in 2021 with an combined estimated construction value of \$21.3 million.

There were 205 permits issued for alterations and additions in 2021, including 172 residential improvements, 20 commercial, 12 industrial, and one institutional improvement, with a combined estimated construction value of \$8.8 million. There were 97 other permits issued including 49 signs, 26 moves/demolitions, etc., 16 home occupations, and six secondary suites, with a combined estimated construction value of \$773 thousand.



## Public Works

- Outdoor skating surfaces opened in December—Fairways, Rotary Park, Forest Green, and John Paul II
- Facilities, Parks, and Roads crews completed snow and ice control
- One complete round of residential snow removal was completed between the end of November and early December
- Utilities crew completed locates for the Telus Fibre Optic Project
- Water metres were installed at Sommerville Gates

### Work Requests

2021 Work Requests					
Administration	Horticulture	Parks	Roads	Utilities	TOTAL Q4
17	10	35	6	19	87

# Public Works

## Collection Tonnage Statistics

Recycling, Organics & Waste Tonnage 2021						
	October	November	December	TOTAL Q4	TOTAL Year to date	% Year to date
<b>Blue Bags</b>						
Curbside	341.57	34.24	54.08		449.87	14.6%
Depot	27.25	22.53	27.99		317.69	
	<b>58.82</b>	<b>56.77</b>	<b>82.07</b>	<b>197.66</b>	<b>767.56</b>	
<b>Organics</b>						
Curbside	203.78	80.07	59.67		1659.63	38.6%
Depot	39.98	19.77	4.04		366.03	
	<b>243.76</b>	<b>99.84</b>	<b>63.71</b>	<b>407.31</b>	<b>2025.66</b>	
<b>Waste</b>						
Curbside	215.78	171.5	175.07		2380.48	46.8%
Depot	5.65	5.91	1.72		78.91	
	<b>221.43</b>	<b>177.41</b>	<b>176.79</b>	<b>575.63</b>	<b>2459.39</b>	

**53% Diversion**

## Facility Services

### Arena/Sports fields

- Sport fields were shut down for the season
- Full day to day operations resumed for arena under COVID REP Program

### Facility Projects

- Two memorial benches installed
- Annual Rotary Park fountain shut down/removal
- Seasonal lighting installed at Rotary Park
- Cut, installed, and decorated the Downtown Christmas Tree
- Supported the Winter Light Up Event and New Years Eve Fireworks
- Supported Parks and Roads with snow removal and ice control

### Facility Assets

- Completed inspections and required repairs (27 visual building inspections and 48 visual playground inspections)
- Supported Parks with ice building for outdoor rinks





# Fire Department



Merry Christmas and Happy New Year from the members of the Stony Plain Fire Department



## Q4 Highlights

- Oct / Nov / Dec / Highlights
- Response Summary Stats
- Response Stats by Category
- Training Statistics

### October Highlights

SPFD participated in the annual Fire Prevention Week campaign. Unfortunately Covid-19 restrictions impacted activities but SPFD reached out through social media and other smaller ways. Hoping for a bounce back year in 2022 and return for the "Fire Chief For A Day" contest.

Training never stops, SPFD members completed Provincial exams and evaluations for National Fire Protection Association (NFPA) 1001 certification. SPFD has 6 new 1001 Level 1 and 4 new Level 2 firefighters that will serve our community. Congratulations on your success and thank you for your hard work. At the end of 2021 SPFD has over 88% of its members trained to NFPA 1001 Level 2.

### November Highlights

In a unique partnership with the Kinsmen and Tim Horton's, SPFD members were able to help out by making TH Smile Cookies which the profits were donated to the Kinsmen Christmas Hamper Program. Sales went way above expectation and Tim Horton's donated \$16,544.70 to the Kinsmen which was used for hampers in our Community.

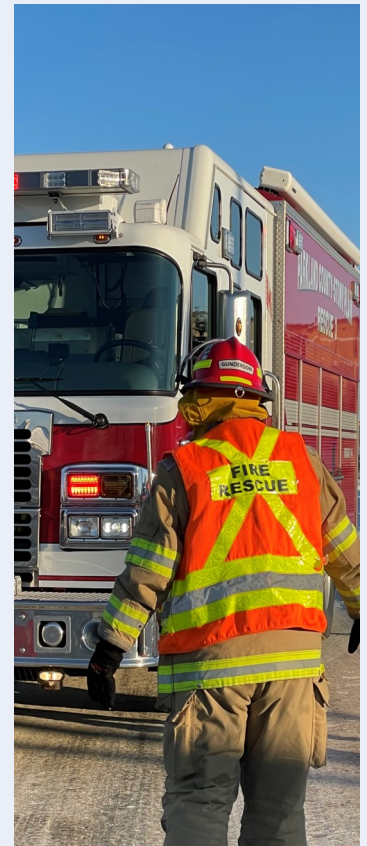
A local day care participated in a Virtual Fire Prevention tour. Covid-19 has restricted the ability to do tours over the past 24 months. Members took a truck to their location and conducted a "hands off" tour of the truck and equipment. At the end, Engine 3's lights and sirens were activated to the delight of the children.

### December Highlights

SPFD Members braved the cold to participate in the Red Apple, Stuff a Sleigh event with the RCMP. During the day SPFD and RCMP members were able to collect almost \$3,000 in cash donations and four pick up truck loads of toys. All went to the Kinsmen Christmas Hamper program.

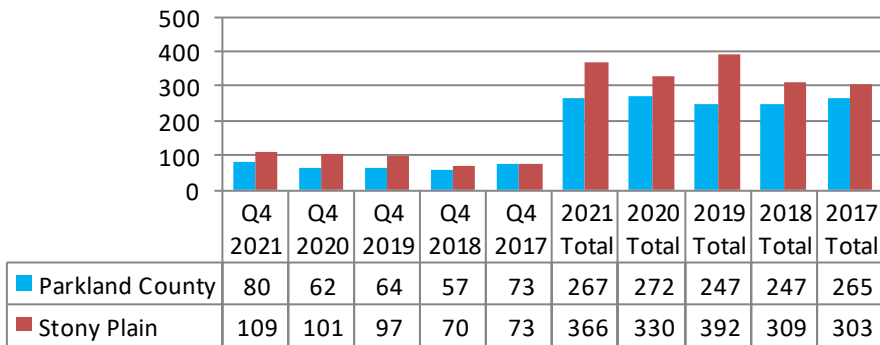
SPFD held our annual Kids Christmas Party, with a twist. A drive through event was organized at the station. Everyone stayed in their vehicle and Santa and his elves came to the family. It was enjoyed by all.

The end of 2021 brought some changes to SPFD. Mike MacMillan who served for 11 years and Gerry Gunderson who served for 13 years have hung up their helmets for the last time. Thank you for your service and dedication to our great community.



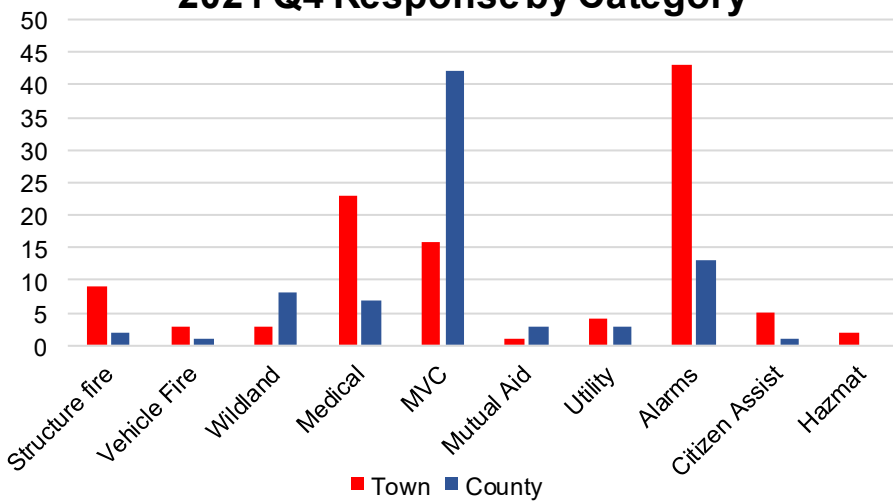
Lt. Gerry Gunderson, walking back to the truck after responding to his last call. Gerry served the Town of Stony Plain for over 13 years.

## 2021 Q4 SPFD Responses



SPFD trying to promote fire prevention during these Covid restricted times. A hands free education tour was completed at a local daycare. The kids loved the lights and sirens.

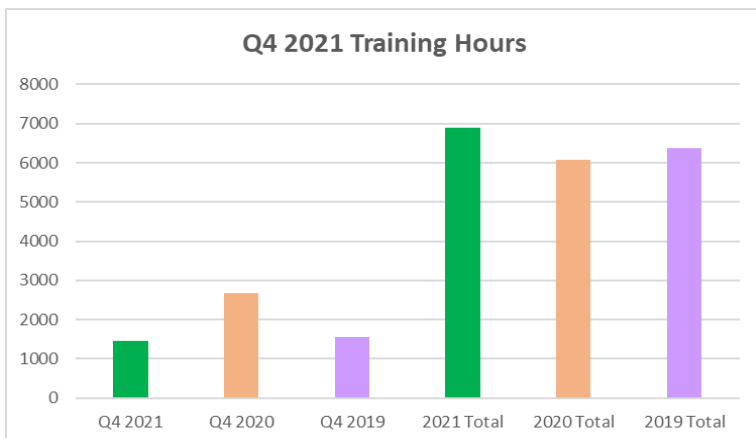
## 2021 Q4 Response by Category



SPFD & RCMP at the Red Apple for the Stuff a Sleigh event.

Responses broken down by response category for both the Town (in red) and County (in blue).

## Q4 2021 Training Hours



Fire training has continued in a modified format through Q4. A return to regular training was happening pre-Omicrom. Masking, social distancing and disinfecting procedures were still being followed.

SPFD averaged 30 firefighters attending training nights in Q4 and an average of 33 members in attendance for all of 2021.



Santa, Sparky, Olaf and several other Elves worked to make the Drive Thru Kids Christmas Party a huge success



SPFD Drive thru kids Christmas Party, for our Department children.



# Municipal Enforcement Services: 2021 Fourth Quarter Report



## Traffic Incidents & Violations

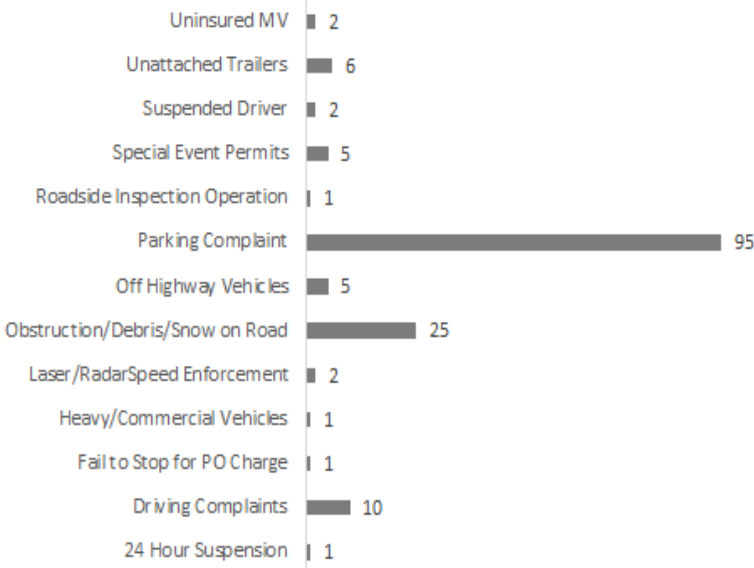
During the 4th quarter of 2021, Peace Officers issued a total of 159 violations and 64 warnings. The top 3 violations were issued for:

- Distracted Driving (53 citations)
- Speeding (26 citations)
- Expired License Plates (12 citations)

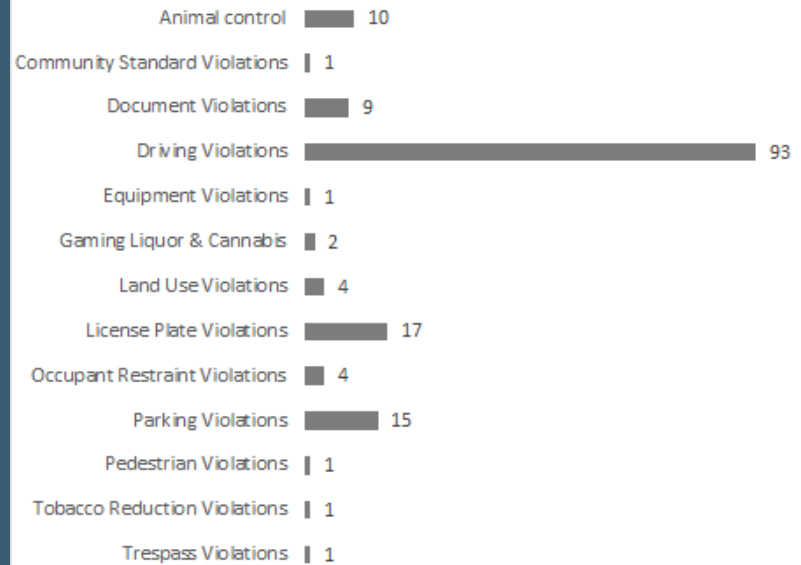


CPO's walking with Mr. & Mrs. Claus during Light Up Event

### 2021 Fourth Quarter Traffic Incidents



### 2021 Fourth Quarter Violations



MADD Candy Cane Event



CPO's in a training course

# Municipal Enforcement Services: 2021 Fourth Quarter Report

## Bylaw Enforcement

In the 4th quarter Peace Officers responded to a total of 413 Incidents. 73 of those incidents were proactively generated by the Officer on duty.

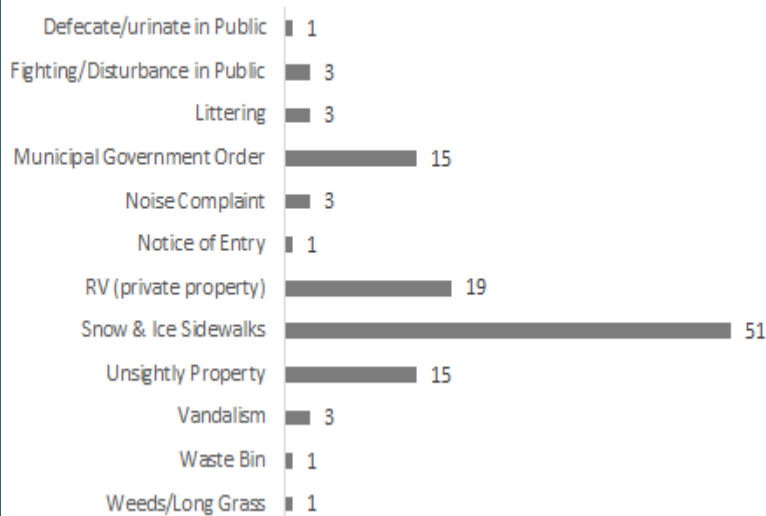
The 3 most frequent incidents this quarter were:

- Parking Complaints (95 incidents)
- Snow & Icy sidewalks (51 incidents)
- Dog's at Large (30 incidents)

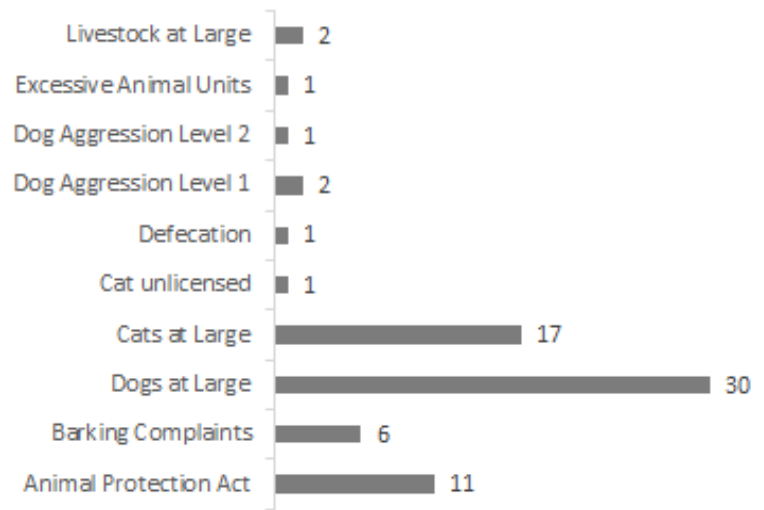


Enforcement staff taking part in required Defensive Tactics training

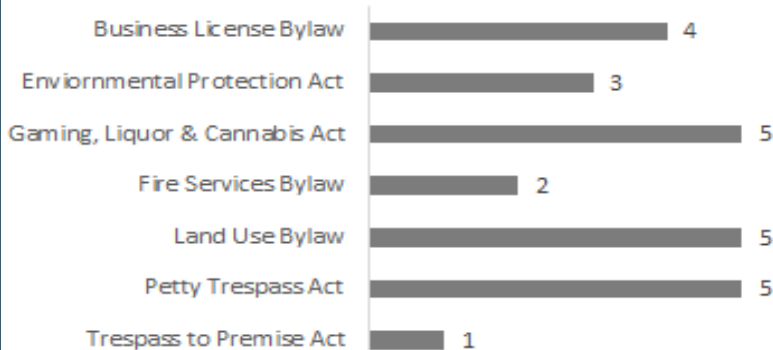
### 2021 Fourth Quarter Community Standards Incidents



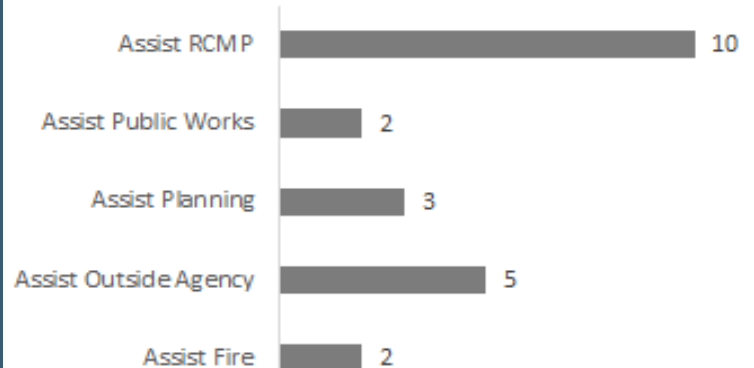
### 2021 Fourth Quarter Animal Incidents



### 2021 Fourth Quarter Public Behavior Incidents



### 2021 Fourth Quarter Assist Incidents



## Agency Collaboration & Public Engagement

Peace Officers collaborated with other agencies and our area partners on 22 incidents this quarter including:

- MADD Candy Cane Event
- Joint Force Traffic Operations with the RCMP, the Sheriffs and Parkland County.
- Providing traffic control and support for the 12 Streets of Christmas event in Graybriar
- Kinsmen Christmas Hampers with the Smile Cookie Campaign and the Toys for Tickets program



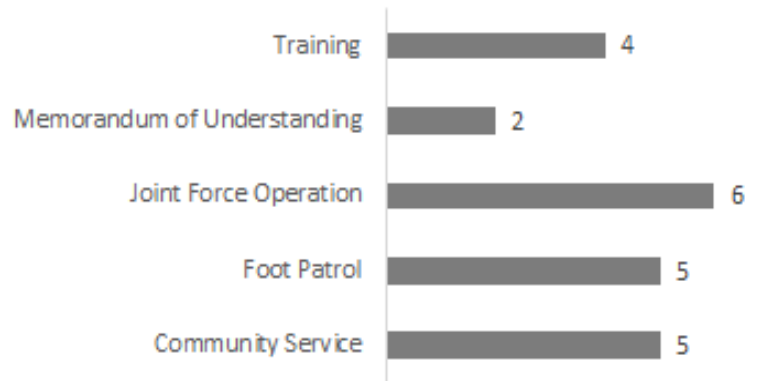
*Smile Cookies for the Kinsmen Hampers*

Peace Officers assisted internal agencies on a number of matters including:

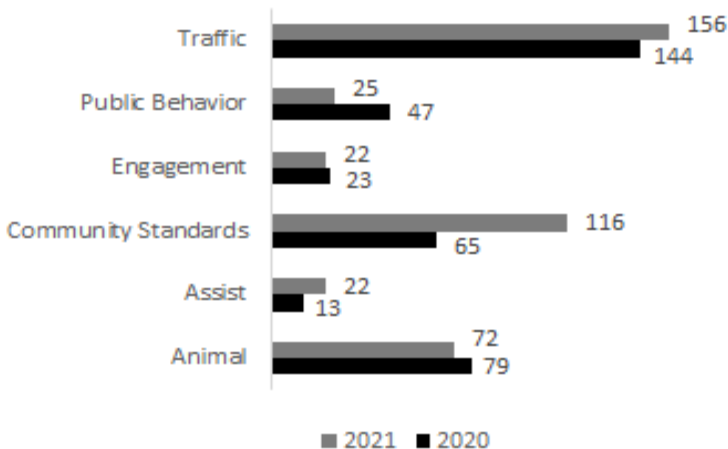
- Providing traffic control for New Years Eve Fireworks and assistance with the Light Up Event
- Providing traffic control for Fire Services at a structure fire
- Working with Planning to address Land Use Bylaw files

Peace Officers also completed training such as Tactical First Aid and Defensive Tactics re-certification training.

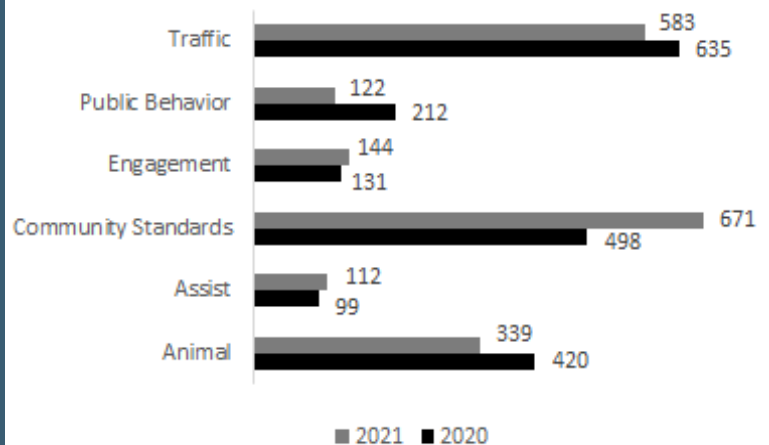
### 2021 Fourth Quarter Engage Incidents



### Summary of Fourth Quarter Incidents



### Summary of Annual Incidents







## Recreation Services



### Halloween

Last year's successful Halloween Haunted House Hunt event was resumed in lieu of the annual Mini Monster Bash to comply with COVID-19 restrictions. The City of Spruce Grove partnered with the Town to provide adapted activities, including take-home activity kits available at the Spruce Grove and Stony Plain public libraries, a haunted house held at Heritage Park during the Halloween weekend, and the two week-long Halloween Haunted House Hunt. Ten scavenger hunt winners received gift baskets filled with goodies worth \$400, donated by generous local sponsors.

#### Sponsors:

- ACP Applied Products
- Backyard Birds Nature Shop
- Britannia Hills Massage
- Capital Insurance Brokers
- Classic Replay
- Crown and Fox Boutique
- Freson Bros.
- Good Time Tattoo
- Jack's Drive In
- Kountry Korner Gifts
- Mira Timberframe
- North Central Coop
- On Time Business Solutions
- Orchard Berry Arrangements
- Paul Davis
- Spruce Grove Public Library
- Stony Plain Eye Care
- Stony Plain Kyokushin Karate
- Stony Plain Public Library
- Tournament Marine



### Haunted House

A joint committee of the Parkland Search and Rescue, Spruce Grove and Stony Plain hosted a spooky Haunted House at Heritage Park Pavilion on October 30th and 31st. The two-day event welcomed more than 1,200 participants from across the Tri Municipal Region.

## Forth Quarter Highlights

- Halloween
- Haunted House
- Accessible Transportation Service
- Stony Plain Transit
- Winter Light Up
- Seniors' Jamboree
- Covid-19
- Recreation Software Upgrade
- Facility Usage
- Adult Ballroom Dance



### Coming next quarter

- Accessible Transportation Service
- Stony Plain Transit
- Adult Ballroom Dance

## Accessible Transportation Service

The Accessible Transportation Service provides scheduled ride service for medical appointments and shopping trips for seniors and persons with mobility or cognitive disabilities and continues to be steadily booked to capacity. This Quarter, in addition to regularly scheduled medical appointments, the ATS offered local Christmas Light Tours and Senior facilities while following the REP program.

### RIDE STATISTICS

Single Trips 1,571

Total for 2021 = 4,956

Group Trips (# of Users) 17

Total for 2021 = 55

### Kilometers Travelled

October	10,072
November	9332
December	9751
<b>Total KM for 2021</b>	<b>96,968</b>

### Mobility Aids Used

	Wheelchairs	Walkers & Canes	Attendants
October	58	196	98
November	33	197	79
December	30	167	68

### New Clients

Stony Plain 13

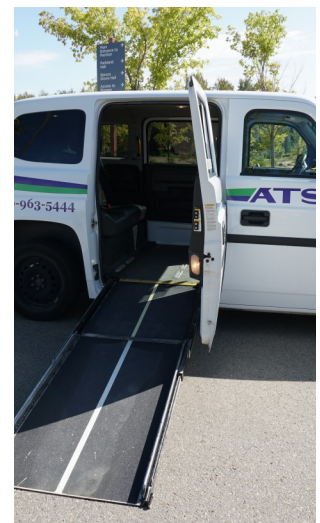
Spruce Grove 4

Parkland County 0

Total New—Q4 = 17  
Total New—2021 = 128

### Residency Location Statistics

	Spruce Grove	Stony Plain	Parkland County
October	114	113	2
November	163	83	3
December	136	116	1



## Stony Plain Transit

Stony Plain Transit provides transportation service within the Town and between Stony Plain and Spruce Grove. Ridership continued to increase and has maintained a 50% overall increase in the 4th quarter. Since May launch, the total riders in 2021 is 882.

### Ridership Statistics

OCTOBER	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	15	0	2	13
Aberdeen & 44 Ave	59	25	27	7
Tri Leisure	73	8	8	57
43 St & 44 Ave	28	5	19	4
<b>Total Riders</b>	<b>175</b>	<b>38</b>	<b>56</b>	<b>81</b>

NOVEMBER	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	11	2	1	8
Aberdeen & 44 Ave	59	26	32	1
Tri Leisure	56	1	8	47
43 St & 44 Ave	22	1	14	7
<b>Total Riders</b>	<b>148</b>	<b>30</b>	<b>55</b>	<b>63</b>

DECEMBER	Monthly Total	AM Total	Mid Day Total	PM Total
Heritage Park	2	0	1	1
Aberdeen & 44 Ave	47	30	15	2
Tri Leisure	47	0	4	43
43 St & 44 Ave	15	2	11	2
<b>Total Riders</b>	<b>111</b>	<b>32</b>	<b>31</b>	<b>48</b>



## Winter Light Up

### Christmas Light Up

Residents were invited to watch virtually as Mayor Choy counted down the Town's 2021 Tree Lighting. Hundreds of residents also came in person on November 30th to the downtown streets to celebrate the annual tree lighting and local downtown activities.

Guests were asked to bring Kinsmen Christmas Hamper donations to a variety of town locations.

Santa and Mrs. Claus made an appearance for Selfies with Santa in the ATB Lobby.



**The 2021 Winter Light Up included the following in-person and online activities and more throughout December:**

- Tree and Community Light Displays
- Selfies with Santa
- Letters to Santa
- Kinsmen Hamper Donation
- Coloring Contest
- Candy Canes & Candy Sticks
- Popcorn
- Rice Krispy Trees
- Maple Candy on Snow
- Hot Apple Cider
- Coffee & Hot Chocolate
- Festive Beverages
- Live DJ
- Online Advent Calendar Activities
- New Years Eve Fireworks

### Light-up Sponsors:

- ATB
- Plains Wine, Beer & Spirits, Inc.
- Parkland Potters Guild
- The Crooked Pot Gallery
- Kountry Korner
- Canadian Maple Shack
- Village Fashions
- Forest Green Liquor
- One Man's Treasure
- Stony Plain Games & Collectibles



## New Years Eve Fireworks

Cold temperatures did not deter residents who came to watch the Town's annual New Years Eve fireworks display at Heritage Park.

## Seniors' Jamboree

Held the first Sunday of every month at the Stony Plain Community Centre, the Seniors' Jamboree features live music, refreshments and an afternoon of dancing and friendship.



Attendance typically ranges from 75 to 100 seniors.

## COVID-19

COVID Restrictions resumed with modifications in September, affecting bookings and events during this fourth quarter. Additionally, the Government of Alberta introduced its Restriction Exemption Program (REP). The Program was implemented at designated facilities, including Heritage Park, Glenn Hall Centennial Arena, and the Community Centre.

Events, programs and facility rentals affected by restrictions included:

- Mini Monster Bash
- Winter Light Up (includes Christmas Light Up & Family Fest)
- Heritage Park
- Glenn Hall Centennial Arena
- Community Centre
- Community Grant Funding
- School Joint Use Program

## Recreation Software Upgrade

During this fourth quarter the Town began transitioning to a new Recreation software to meet the requirements of integrated billing, online registration and payment, comprehensive reporting, and the capacity to adapt to the Town's needs and growth. PerfectMind replaced the existing MaxGalaxy software with a soft launch in January 2022 and a full launch scheduled for the end of Q1 2022.

## Facility Usage

Bookings and event plans for all venues resumed under the Government of Alberta's Restriction Exemption Program (REP) during the fourth quarter.

- Heritage Park and Community Centre bookings continued to be impacted by COVID-19 restrictions.
- 80% of Pavilion usage was by Yellowhead Pickleball.
- Extreme weather and heavy snowfalls delayed opening of outdoor rinks. Most were prepared and ready for public use by late December.

## Utilization Statistics

Heritage Park			
	Spruce Grove Hall	Parkland Hall	Pavilion
2021 Q4 Usage	206.5 hours	171 hours	374 hours
2020 Q4 Usage	28.5 hours	24 hours	208 hours
Total usage for 2021	508 hours	480.5 hours	897.5 hours

Community Centre		
	Whole Facility	Main Hall
2021 Q4 Usage	131 hours	85 hours
2020 Q4 Usage	74 hours	75.5 hours
Total usage for 2021	240.5 hours	186.5 hours

Glenn Hall Centennial Arena	
2021 Q4 Usage	949 hours
2020 Q4 Usage	416 hours
Total usage for 2021	2,798 hours



## Adult Ballroom Dance

### Fall Session

The Adult Ballroom Dance program typically runs from September to June with two fall sessions occurring this quarter. Although start-up was delayed by COVID restrictions, the Town offered one fall session running in November and December. Ballroom Dance partners learn how to Foxtrot, Jive, Waltz and Rumba throughout the 6-week session.



The golf course remained open through October 17th for play. Winter course preparations were completed prior to significant snow coverage that included Enka-Mat and tarping of each green. In addition a full course aeration was completed along with a small amount of tree removal along hole #8.

The proshop remained open for retail sales through mid- December. Once again, retail sales towards the holidays remained relatively minimal with hazardous road conditions, and the continuing popularity and simplicity of on-line purchases.

Custom club fitting and the subsequent sales contributed to the majority of the retail sales experience in the fourth quarter.



## Golf Course



### Winter Simulator League

With the uncertainty of evolving restrictions, the Winter League will be on hold and re-evaluated in the New Year.

The simulator will be used for individual and group use (max 4 - must be vaccinated) as well as for instruction and custom club fitting.

### Round Count Summary 2021

Overall round count concluded with 33,981 rounds played. This is an increase of 1,070 rounds from 2020 despite a three week period where restrictions reduced play.

Member rounds accounted for 30% of the round count.

Our operational season was April 9th to October 17th. Of the 171 operational days, 20 were impacted by severe weather conditions, intense heat or poor air quality.

### Driving Range

The driving range was busier in 2021 as it opened earlier and additional stalls were added for use compared to the previous season. This contributed to a 37% increase in revenue.

Driving range netting replacement as well as upgrades to hitting mats will need to be taken into consideration to enhance customer experience and safety in the 2022 season.

## Food & Beverage Update

In-person dining has remained closed since course closure.

Executive Chef Sijo Sauru developed multiple menus that are featured on Skip the Dishes and also prepared Thanksgiving and Christmas meals that were offered to the membership and marketed to Town of Stony Plain employees.



Corporate Services - Financial Services

Operating Initiatives

**Operating Initiatives and Projects**

	Budget	Expenditures
<b>OCAO</b>		
Tourism Master Plan	\$30,000	\$30,000 Completed
<b>Corporate Services</b>		
Performance Measurements	\$20,000	\$0 Deferred
Bellamy Enhancements	\$30,205	\$3,798 Completed
Corporate Systems Strategy	\$18,000	\$15,875 Completed
OnBase Implementation	\$13,000	\$12,260 Completed
<b>Planning &amp; Infrastructure</b>		
Sanitary Inflow & Infiltration Study	\$84,265	\$48,858 Carryforward
Asset Management Implementation	\$65,000	\$29,090 Carryforward
Off-site Levy Bylaw	\$75,000	\$68,586 Completed
Rail Underpass Design	\$80,000	\$0 Deferred
Housing Strategy	\$110,000	\$69,007 Carryforward
Transportation Master Plan	\$147,228	\$113,448 Completed
<b>Community &amp; Protective Services</b>		
Program & Facility Booking Software	\$41,000	\$16,061 Carryforward
	<b>\$713,698</b>	<b>\$376,984</b>



## Capital Projects

The total amount of Capital budget from new projects in 2021 and the remaining budget from prior year projects is \$19,131,960

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	-	<i>Finalizing</i>
BOUNDARY ROAD	\$105,912	\$8,315	<i>Completed</i>
RCMP FACILITY	\$1,490,304	658	<i>Finalizing</i>
LIBRARY	\$3,631,268	\$3,296,930	<i>Carryforward</i>
OLD TOWN NORTH STORM WATER	\$732,573	\$596,825	<i>Carryforward</i>
UMBACH STORM	\$801,285	\$103,756	<i>Carryforward</i>
NEW SCHOOL INFRASTRUCTURE	\$396,738	\$30,266	<i>Carryforward</i>
REC CENTRE DESIGN	\$1,500,000	\$24,589	<i>Carryforward</i>
CEMETERY DESIGN	\$225,200	\$103,890	<i>Carryforward</i>
DOWNTOWN	\$2,140,190	\$2,248,896	<i>Completed</i>
SIGNAGE STRATEGY PHASE 3	\$100,000	\$79,266	<i>Carryforward</i>
REGIONAL TRANSIT	\$140,179	\$24,822	<i>Carryforward</i>
CENTRAL TRUNK SANITARY SEWER	\$352,000	\$208,734	<i>Completed</i>
PUBLIC WORKS BUILDING DESIGN	\$350,000	\$75,414	<i>Carryforward</i>
SIGNAGE STRATEGY 2021	\$50,000	\$21,604	<i>Carryforward</i>
CROSSWALK IMPROVEMENTS	\$40,000	\$34,890	<i>Completed</i>
MERIDIAN RESEVOIR UPGRADES	\$48,000	-	<i>Carryforward</i>
SPRUCE GROVE TRAIL	\$200,000	142,265	<i>Carryforward</i>
2019 MACHINERY & EQUIPMENT	\$12,000	\$49,601	<i>Completed</i>
2020 FACILITY LIFECYCLES	\$50,000	\$49,277	<i>Completed</i>
2020 INFRASTRUCTURE REPLACEMENT	\$1,845,817	\$1,496,601	<i>Completed</i>
2021 FACILITY LIFECYCLES	\$210,000	\$165,286	<i>Completed</i>
2021 MACHINERY & EQUIPMENT	\$439,000	\$369,463	<i>Carryforward</i>
2021 VEHICLE REPLACEMENT	\$755,000	\$248,898	<i>Carryforward</i>
			<i>Two Complete, One</i>
2021 WATER SYSTEM REPLACEMENT	\$338,000	\$412,507	<i>Carryforward</i>
2021 WASTEWATER SYSTEM REPLACEMENT	\$172,500	\$125,888	<i>Carryforward</i>
2021 STORM SYSTEM REPLACEMENT	\$400,000	\$315,283	<i>Carryforward</i>
2021 INFRASTRUCTURE REPLACEMENT	\$2,000,000	\$1,442,151	<i>Carryforward</i>
2021 PARKS & OUTDOOR RECREATION	\$180,000	\$167,948	<i>Completed</i>
	<b>\$ 19,131,960</b>	<b>\$ 11,844,022</b>	

## 2021 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 listed 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.

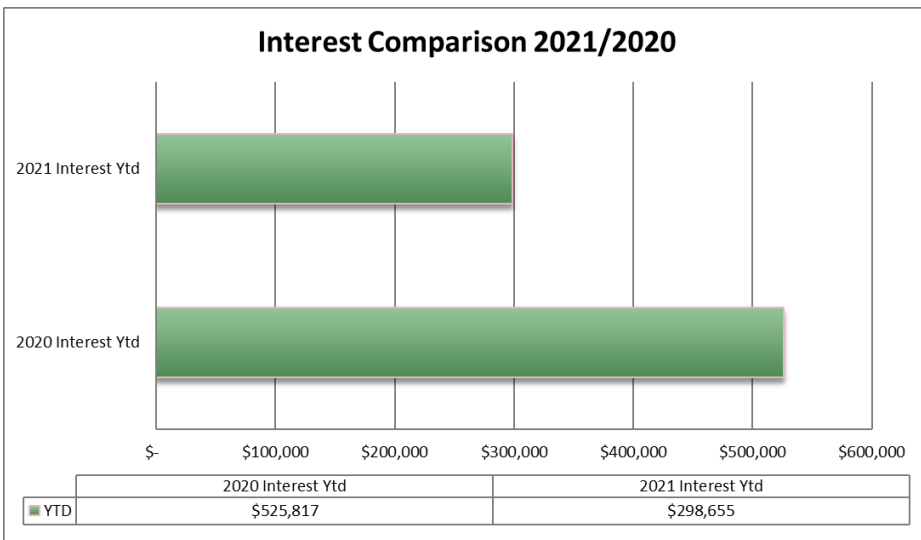
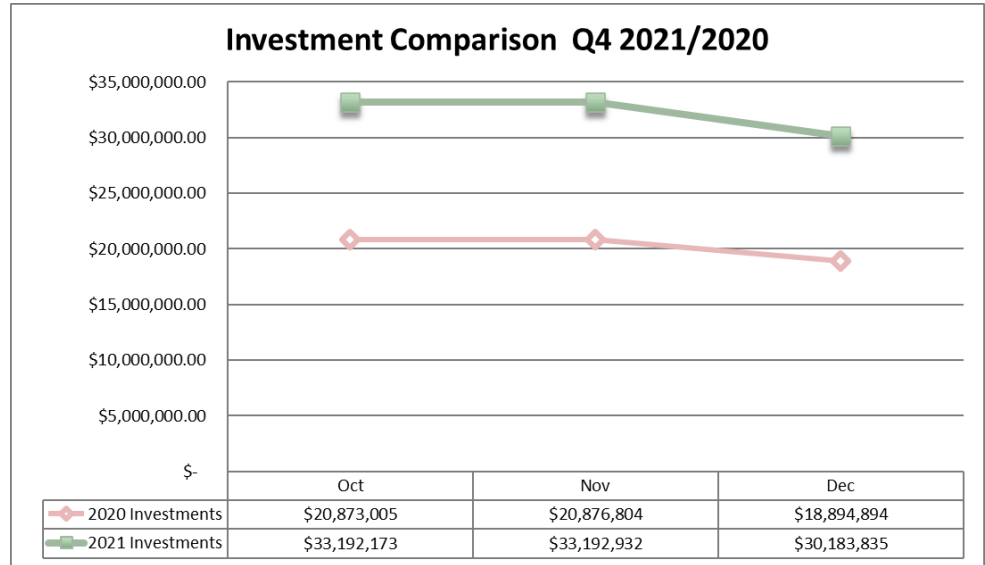
<b>Operating Grants Received - Year to Date</b>		
<b>Federal Grants</b>		
Canada Summer Jobs Grant		63,675
Canada Day Grant		6,000
		\$ 69,675
<b>Provincial Grants</b>		
MSI Operating		131,776
Municipal Intern		45,980
Tri-Municipal Regional Plan Integration		150,000
Senate Election/ Referendum Grant		37,004
2019 Flooding Project Grant		314
CSD Operating Grant		383,354
Dementia Collaborative Work Grant		28,380
Community And Regional Economic Support		30,000
Housing Strategy		69,007
Municipal Police Assistance Grant		349,788
Police Officer Grant		100,000
		\$ 1,325,603
<b>2021 Grant Allocations</b>		
Canada Community Building Fund (GTF)		2,089,097
MSI Capital		4,662,734
		\$ 6,751,831



## 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 \$30,183,835 in investments as of December 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 \$28,816,602 (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.

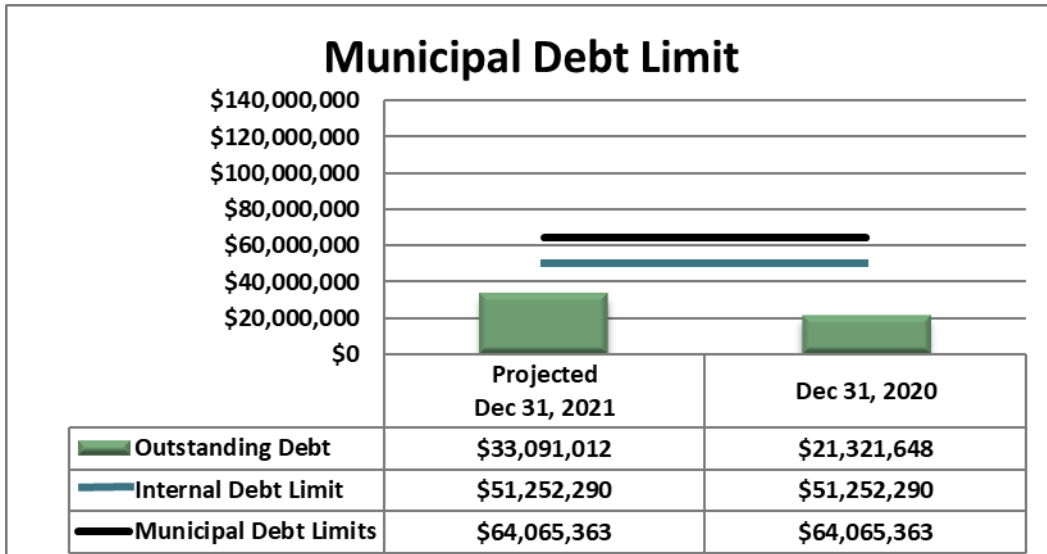
Year over year the Town's investment portfolio has increased as debenture funds are invested until deployed.



The timing of interest is dependent on the current composition of the investment portfolio. Year over year interest has been impacted by lower market rates.

## 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. On September 15, 2021 \$12,075,000 in debt was added to fund the Umbach Storm Pond Slope Remediation. The projected outstanding debt will be 52% of the municipal limit and 65% of the internal limit.

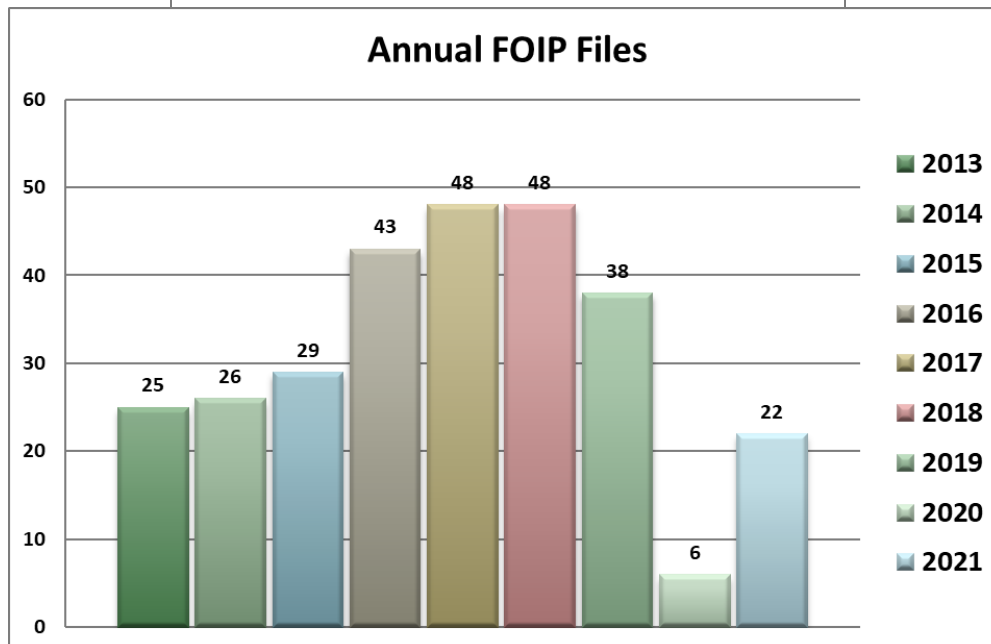
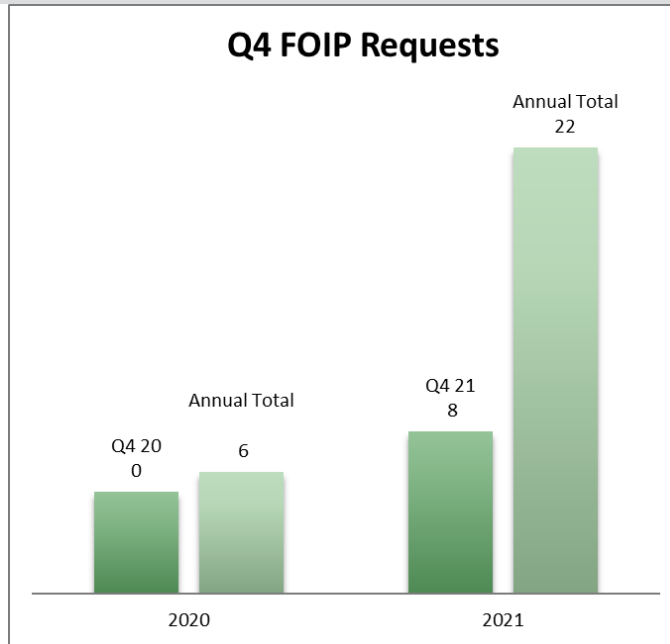


DEBT LIMIT	Projected Dec 31, 2021		Dec 31, 2020	
Municipal Debt Limits	\$	64,065,363	\$	64,065,363
Outstanding Debt	\$	33,091,012	\$	21,321,648
<b>Total Debt available</b>	<b>\$</b>	<b>30,974,351</b>	<b>\$</b>	<b>42,743,715</b>
<b>Internal Limit Debt available</b>	<b>\$</b>	<b>18,161,278</b>	<b>\$</b>	<b>29,930,642</b>
Municipal Debt Service Limit	\$	10,677,561	\$	10,677,561
Current Debt Service Level	\$	2,707,368	\$	2,159,322
<b>Service on Debt Limit Available</b>	<b>\$</b>	<b>7,970,193</b>	<b>\$</b>	<b>8,518,239</b>
<b>Service on Internal Limit Available</b>	<b>\$</b>	<b>5,834,681</b>	<b>\$</b>	<b>6,382,727</b>





## Legislative Services



## Addressing Elder Abuse regionally...

The TriRegion Elder Abuse Coordinated Community Response Network is a collaboration of 23 community partners to support the safety and security of older adults through a coordinated regional response of awareness, training, tools and information.

They also collect community statistics for our region.

In 2021, the network supported 55 residents experiencing elder abuse.



Figure 2. Elder Abuse Cases by Gender

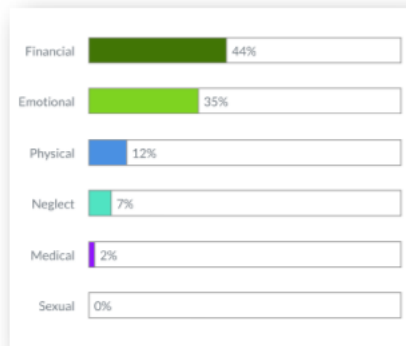


Figure 1. Elder Abuse Cases by Type

Awarded the *Alberta Taking Action Against Elder Abuse Grant* in the Fall of 2021, enhancements were made to the Tri-Region Elder Abuse Coordinated Community Response Network through the hiring of an Elder Abuse Coordinator. This position, hosted by Stony Plain Community and Social Development will coordinate access to our community supports and ensure older adults in our region are respected and supported.

## Resident Reflections

Stony Plain Youth engaged local seniors as judges for the SPYC Pumpkin carving. Pumpkins were displayed at Whispering Waters to the delight of resident seniors.

## Creating Healthy Relationships



### Building Capacity

7 community partners collaborated this November on several community events to raise awareness about family violence in our community. Activities such as purple ribbon distribution, self defense classes and a purple light campaign helped community to better understand this community social issue.



### Personal Wellbeing

5 residents participated in 12 hours of training to learn healthy ways to express their anger and techniques to de-escalate angry individuals in our Understanding Anger workshop.

70% of participants felt better able to express emotions constructively after taking the course and 100% felt they had gained knowledge that could improve their lives.

### Skill Development

Our community came together on October 17 to celebrate Conflict Resolution Day and to learn about kindness and communication in a special virtual lunch and learn.

100% of participants felt they were able to address conflict constructively after participating in the session.



Coming next quarter  
Moosehide Campaign  
Languages of the Heart  
Real Talk with Sagesse



## Fostering a connected community in Stony Plain...

In collaboration with the Tamarack Cities Deepening Community, the Town of Stony Plain was featured in a case study that has been published.

The study looks at how communities foster connectedness at a time when it is ever more challenging to do so? It highlights how the Town of Stony Plain has pivoted and adapted its community initiatives to create more connections than ever, thereby cultivating an inclusive and diverse culture, fostering a sense of belonging and promoting a healthier community for all.



[https://www.tamarackcommunity.ca/hubfs/Case-Study\\_Fostering-a-connected-community-in-stony-plain.pdf](https://www.tamarackcommunity.ca/hubfs/Case-Study_Fostering-a-connected-community-in-stony-plain.pdf)

## Enhancing Inclusion & Diversity



Everyone's ethnicity, ability, sexual orientation, age, income level, and language enriches and brings value to our community.

The Town of Stony Plain is actively working to improve inclusivity and create a more welcoming community. A social media campaign promoted the importance of inclusion and increased awareness of work in the community— what inclusion looks like in Stony Plain, why it is important, and how residents can get involved. The Together We Shine Community Report can be viewed at [www.stonyplain/csd.com](http://www.stonyplain/csd.com)

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

### Collaboration

The Town of Stony Plain is committed to building relationships and working in a collaborative way. The Town of Stony Plain has been an active member of the Connecting with Indigenous Neighbours community group for several years. This group has been active this year in increasing awareness and hosting community events.

### Community Development

Dementia Connections aims to create a dementia friendly community by increasing awareness and offering programs for people living with dementia and their care partners. Programs such as the Trail Explorers Dementia Friendly walking group and the Creating Connections Through Art program use dedicated volunteers to assist and offers support to participants. Both participants and volunteers report an increased sense of belonging and that they feel connected to others as a result of the programs.

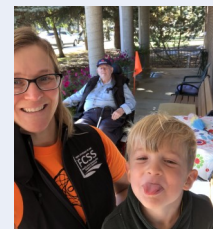
## Resident Reflections



*"Loved loved loved this program! The class was small, which made it much less intimidating"*  
—Person living with dementia, Creating Connections Through Art



*"I have enjoyed volunteering so much, made many new friends!"*  
—Dementia Connection Volunteer



*"Our Caring Heart residents have become part of our family, they are extra grandparents to my kids and now how special to us"*  
—Caring Heart Connection Volunteer



## Established the Roots of Hope Roundtable

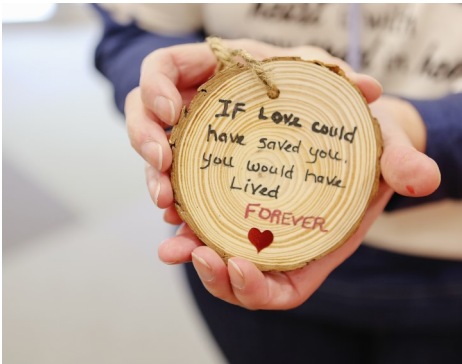
The Roots of Hope Roundtable was established to work on the safety of our community for suicide and mental health. The committee will be working over the next three years to create a regional strategy. The committee includes police, peace officers, pharmacists, schools, minority groups, Indigenous groups, and interested community members for a total of 18 people within the committee.

## Promoting Mental Health and Wellness

### Resident Reflections

*"I felt it was a good day. It reminded me with what I am going through, I am normal."* —Participant Survivors of Suicide Loss Day

*"Wow! This was one of the best events—above and beyond—what a great way to be nurtured and so cared for!!!"* —Participant Survivors of Suicide Loss Day



### Survivors of Suicide Loss Day

Each year residents who have lost someone they know to suicide are welcome to attend a healing day with other survivors of suicide loss. This year saw two keynote speakers – Ashley Mielke and Margot Crane of the Grief Recovery Method, address grief and grief coping strategies. Participants made ornaments, shared lunch, talked through their grief, and took home care boxes.

*"That others here understand my loss, more than others in everyday life."* —Participant

### SafeTALK

To increase community capacity to be suicide alert, a SafeTALK training was hosted. Training included the basics of recognizing the signs of suicide, how to ask about suicide and how to connect an individual thinking about suicide with resources.

Year to date, 179 residents have been trained on the topic of suicide and 79 people were supported through suicide grief.

### Covid 19 Grant Wrap Up

A Government of Alberta Covid 19 Grant of \$125,000 supported initiatives to co-fund a community connector for an attempted suicide support group, and produce decks of Resilience Cards.

The grant reached 6,147 people—1,905 received direct support, 218 individuals through community capacity building sessions, 4,000 received resources. The grant was supported by 24 volunteers.

### Highlights

Decks of Resilience cards are available through schools, libraries, seniors homes, mental health services, and community partners like the Chamber of Commerce and the Town offices.

### Coming next quarter

Power of Storytelling Contest  
Let's Talk Mental Health  
Happiness Basics  
Self-Injury Awareness



## Let's Talk Poverty...

Public participation sessions were held in the fall of 2021. 60 residents participated in 6 hours of community conversations reflecting on actions that our community could take to implement the Stony Plain Poverty Reduction Strategy.

Separate sessions were held for three of the guiding principles—Dignity, Opportunities and Resilience. The fourth guiding principle of Collaboration was considered throughout all the other sessions.

100% of participants who completed an evaluation felt our community has more of the necessary knowledge to address the social issue of poverty after participating in the sessions.

191 thoughts on diverse actions and 45 gaps or challenges were identified by the community. This data will be used to inform the creation of a community action plan. This was an opportunity for community to think creatively, feel inspired and discuss innovative ideas for building a stronger community.

Using Alberta Living Wage Network data, we have been able to calculate the living wage for our residents.

A resident of Stony Plain would have to make \$17.20 per hour in order to meet their basic needs. A living wage could lift families out of severe financial stress by providing a basic level of economic security.

## Reducing Poverty



### Building Capacity

In October, for Poverty Eradication Month, 32 residents completed 12 hours of specialized training to become Poverty Advocates with the John Humphrey Centre for Peace and Human Rights.

100% of participants surveyed felt they were better able to serve the people in the community after completing the certificate program.

### Skill Development

In partnership with Tri Community Adult Learning Association, a three-part legal series provided residents with valuable information to ensure financial security. Sessions included: Estate Planning and Wills, Personal Directives and Being an Executor.

100% of participants surveyed felt they knew more about how to prepare for their future after completing a session.

### Personal Wellbeing

Community came together again this year to create a network of warm spaces for unsheltered residents to stay warm.

Thank you to our partners at the WestView Health Centre, the Stony Plain Public Library and St. Matthews Lutheran Church.

Locations also distributed warming backpacks provided by Neighbourlink Parkland.

## Resident Reflections

*“Wonderful Class. Excellent facilitator and perfect host! Learning with other individuals that are working in the field was very helpful!”*  
—Participant of Poverty Advocate Training series



### Coming next quarter

Stony Plain has been approved to host the Community Volunteer Income Tax Program in 2022. Filing income taxes has positive spillover effects on health, children's educational outcomes, and overall economic well-being that also better's the lives of Canadians with low income. Clinic will be open March and April 2022.

Community and Social Development would not have been able to offer many of programs this year without the generous gift of time from incredible volunteers. In December, the Volunteer Centre organized a holiday appreciation initiative to thank volunteers.

With gathering restrictions in place, in person expressions of gratitude were not possible this year. Instead, words of thanks and holiday greetings were sent to 67 volunteers who supported Community and Social Development in 2021.

**Did you know?** Volunteers reside all over the region—25 volunteers live in Stony Plain, 12 live in Spruce Grove, 7 live in Parkland County and the remaining volunteers reside elsewhere around the Capital region.



## Volunteer Centre



### Coming next quarter

Volunteers will be welcomed back to help run our Canadian Volunteer Income Tax Program in March and April.

Working together with community partners, planning for National Volunteer Week will commence in February.

The Volunteer Centre's 5 year Strategy is under development, and corporate, Council, and community engagement is upcoming.

### Better Impact

Our Better Impact online software recruitment tool helped connect 23 new individuals to volunteer opportunities in the community.

There are a total of 253 volunteers registered on the site.

### Department Volunteers

5 new volunteers were successfully onboarded within the Community and Social Development Department in Q4.

These volunteers selflessly give of their time, skills and knowledge to help make sure programs run successfully.

### Streamlining Processes

A new Volunteer Development Officer was hired in September.

Early in the quarter, recruitment, screening and onboarding processes for Department volunteers were adjusted and streamlined.



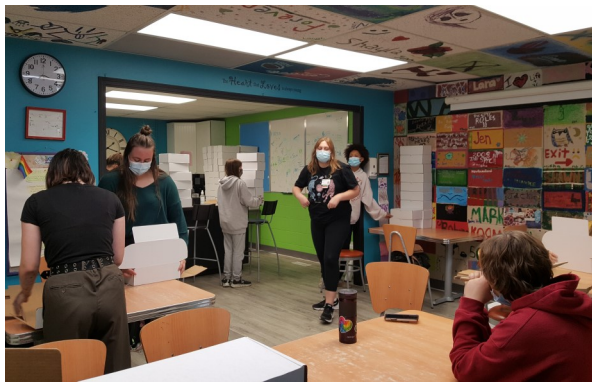
- Bell Let's Talk Day
- Wise Mind Wednesdays
  - Understanding Stress
  - Learning to Self Empower
  - Social Emotional Skills
  - Navigating Grief and Loss
- Collaborative Communications for Youth
- Pink Shirt Day

The last quarter of 2021 saw an increase in the number of youth accessing programs and activities at the Youth Centre. On average, 13 youth visited the centre each day after school with numbers reaching as high as 27 youth for special events.

Practicum students and community volunteers were crucial in supporting the day-to-day operations of the centre. Volunteers included 2 practicum students—from Lakeland College and MacEwan University Social Work program. The MacEwan University Nursing program was also well represented by 8 third-year students who were onsite each week. The students focused on developing interpersonal communication skills with youth and implemented health promotion projects.

15 adult volunteers contributed 427 volunteer hours in support of SPYC programs and activities in the final quarter of 2021.

## Youth Centre



### Inclusion & Diversity

The SPYC volunteer team supported community initiatives and events impacted by COVID 19 restrictions. They assembled 480 loot bags for the Mini Monster Bash, constructed 500 gift boxes for the Tender Hearts Foundation and popped 400 bags of popcorn for the 12 Streets of Christmas.

### Reducing Poverty

The Spruce Grove Home Depot collected donations on behalf of the Stony Plain Youth Centre once again during the Winter Orange Door Project. Donations will be used to support skill building programs at the SPYC including The Gear.

13 youth attended Fall sessions of the 6 week Gear program.

100% of those surveyed indicated that they were proud of their accomplishments at the Gear.

### Mental Wellness

The SPYC continues to be a safe after school space where they can gather and access programs and services.

Youth find warm and welcoming adults who listen to their concerns including the Community Connector for Youth. This Westview PCN staff is on hand at the YC each Tuesday and Thursday afternoon to provide services and connect youth to the appropriate resources for their mental wellness.

### Healthy Relationships

Residents of Whispering Waters once again graciously agreed to judge the entries in the annual SPYC pumpkin carving contest.

Ten entries were delivered to the facility for residents to view. Prizes were awarded to the top 3 courtesy of the residence.