Post-Engagement Validation Report

Addendum to: Uniquely Stony Plain Stage 1 – What We Learned Report



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Introduction

Following the release of the What We Learned Report, an open house and an online survey were provided to collect feedback on the results the Summer Engagement.

The purpose of this post-report engagement was to confirm that the What We Learned Report accurately reflected the feedback received during Phase 1 of engagement, and to ensure that the project remained aligned with community priorities. It also served as an opportunity to identify possible gaps or areas requiring further consideration before the project moved onto its next stage.

Participants were asked to review the Community Vision and Emerging Directions contained in this report and answer the following question:

Does this community vision resonate with you, what resonates most, is anything missing?

Open House

The Open House was hosted on October 15 from 3 to 8PM in Council Chambers at the Town Office. A series of informational displays guided participants through the process of Stage 1 engagement, including an overview of the summer engagement activities, the resulting word clouds, and the draft Community Vision and Emerging Directions. Attendees were then invited to share comments and feedback on the vision and directions.

Online Survey

The Online Survey was posted prior to the Open House and ran until October 26, 2026. The survey provided an additional opportunity to engage, for those who couldn't or didn't wish to attend the in person open house.

What We Heard

Our findings from this process indicated broad community support for the Community Vision and Directions. Participants felt that they were reflective of the insight provided during Stage 1 of engagement and that they align with their aspirations for the future

of Stony Plain. The community also highlighted several areas where additional emphasis or clarification could strengthen the vision.

What participants appreciated:

Many respondents expressed that the vision and directions largely reflected their perspectives and emphasized the correct priorities. Respondents appreciated the recognition of Stony Plain's small-town feel and the importance of preserving that identity as the community grows.

Participants acknowledged that growth is inevitable but emphasized that it should be managed thoughtfully and in a way that enhances and contributes to the community's character and quality of life.

There was strong support for continuing to foster the Town's local businesses and entrepreneurial spirit, which many viewed as important parts of the economy and identity of the town.

Opportunities for improvement:

While most participants supported the overall vision, some felt that certain topics deserved greater emphasis. Very few comments expressed direct opposition towards elements of the vision. Instead, feedback was mostly centered around the emphasis given to certain elements as opposed to others.

These included:

- Recreation, in particular:
    - Hockey and ice rinks;
    - Youth programming; and
    - Family-oriented amenities;
- Parks, gardens and natural areas;
- Bylaw enforcement;
- Local business and economy;
- Employment opportunities; and
- Skills development and entrepreneurship

Takeaways

- The Community Vision and Emerging Directions received broad support from participants.
- Participants felt the vision reflected the feedback received during Stage 1 engagement.
- No issues emerged as a dominant community wide concern with the vision or directions.
- Areas of tension were mostly found in the degree of emphasis given to a specific topic, rather than disagreement with the overall direction.
- Recreation, support for local business, growth management and community character were the most frequently mentioned areas for additional emphasis.
- The Community Vision and Emerging Directions provide a strong foundation to inform the development of the Municipal Development Plan.

Next Steps

The feedback received through the Open House and the Online Survey confirm that the Community Vision and Emerging Directions generally reflect the priorities identified by the community through Stage 1 engagement. These findings will be used to inform the next phases of the Municipal Development Plan project, including the evolution of the vision and development of themes and directions as the project moves into Stage 3.

