

A photograph of the Town of Stony Plain Council Chamber. In the background, four flags are displayed on poles: the Canadian flag, the Alberta flag, the Stony Plain flag (featuring a circular seal with the text 'TOWN OF STONY PLAIN' and a central emblem), and a flag with the text 'TREATY 7' and 'AS LONG AS THE SUN SHINES'. Below the flags is a long wooden council table with four black leather chairs. Nameplates are visible on the table: 'JUSTIN LAURIE DEPUTY MAYOR', 'ERIC MEYER COUNCILLOR', 'WILLIAM CHOY MAYOR', and 'JUSTIN ANDERSON COUNCILLOR'. The foreground shows a wooden table with a green cloth and a brass stanchion with a green rope. The floor is covered in a grey and blue patterned carpet.

GOVERNMENT ENGAGEMENT & ADVOCACY PLAN

2026

STONY PLAIN | ALBERTA | CANADA

TOWN OF
STONY
PLAIN
stonyplain.com

Stony Plain is a growing community in the Edmonton metropolitan region. The community has nearly 20,000 residents, comprised of young families, working professionals, artists, entrepreneurs, and retirees.

Over 1100 businesses provide services to the community, as well as to customers in the region and beyond. We are committed to community wellness by providing connection opportunities and supports for residents of all ages.

As identified in the Strategic Plan, the Town of Stony Plain has health care and education services the community values. Stony Plain has businesses and industry to serve our residents. As our resident population moves toward 30,000 we need to focus on expanding and developing these areas of our community to complement this growth. Focusing on commercial and industrial development will provide jobs and services for both current and future residents.

There are elements of Stony Plain's Strategic Plan pillars that are in direct alignment with the direction of the Alberta government as articulated in the Speech from the Throne, Budget 2026 and recently released Business Plans for each Ministry.

However, it is understood that while there is potential for priority synergy, there is more work to be done to improve cooperation between the provincial government and municipality.

Municipalities across the province need to be heard by their provincial counterparts, specifically that policies and initiatives need to move forward in a timely manner, and the status quo is not sustainable. To address this issue, the engagement tracks will be applied to moving forward on key actions from the Town within a strategic timeframe.





In March 2026, Mayor and Council approved Stony Plain's Strategic Plan 2026–2029. It's a plan that focuses on the community growth and vision for the municipality for the Council's term. And while it includes four strategic commitment pillars with several key actions attached to them – a clear advocacy roadmap is required to ensure success of the Strategic Plan.

An advocacy plan is a strategy with identified tactics and target audiences that involves educating, building relationships and impacting key decision-makers. For the purposes of this advocacy plan, impacting meaningful change will relate to and support the outcomes and goals of the Stony Plain's Strategic Plan 2026–2029.

In a clear and concise plan to support the Town of Stony Plain, both Council and the Senior Leadership Team (SLT) play important and unique roles when it comes to building relationships and moving forward on advocacy priorities. Engagement will not only include elected provincial and federal officials, but vital department staff as well.

The advocacy plan will take a phased and balanced approach to support Stony Plain to and through the upcoming provincial 2027 election next October. While a provincial timeline is applied to these phases, advocacy engagement will include all three levels of government–federal, provincial and other municipal partners.

Advocacy efforts will focus on five main priorities:

- **Funding and partnership to build a community recreation facility in Stony Plain**
- **Transportation infrastructure investment to support business and community growth**
- **Healthcare and education investment to meet our growing community needs**
- **Funding and partnership to build affordable housing**
- **Partnership and support to enhance community belonging and public safety**

Advocacy efforts will focus on three approaches that will be monitored for success:

- Identify opportunities to align Stony Plain priorities with other levels of government,
- Position the Town as a trusted advisor and policy partner to the provincial and federal governments on applicable issues and,
- Ensure Stony Plain and local governments receive their fair share of capital project funding and support from other levels of government.

Using timelines leading up to the provincial election, the advocacy plan takes a “now, next, later and beyond” approach. This will ensure that Stony Plain moves forward on the key action items laid out in the Strategic Plan in a coordinated manner. And while the phases are divided into different areas of focus, a common theme of collaboration and solution-orientation will be Council and SLT’s approach to discussions.

With the current uncertainty in today’s political landscape, shifting dynamics provide an opportunity for engagement if Stony Plain Council moves forward as a steady hand, presenting opportunities and solutions where possible. Currently, Stony Plain has a proven track record of being a trusted partner with other levels of government and as a key contributor to growth in the Edmonton Metro Region.

Harnessing these existing partnerships and developing new ones will support successful advocacy. And by using a clear advocacy roadmap, Stony Plain will have a meaningful impact in the months leading up to the election and lay the groundwork to move forward on the Strategic Plan beyond 2026.





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