What We Learned

Uniquely Stony Plain Stage 1

October 2026



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Executive Summary

Uniquely Stony Plain is the Town of Stony Plain's initiative to create a renewed Municipal Development Plan (MDP) that reflects the community's values, priorities, and aspirations for the future. As the first stage of the project, the Introduction and Foundational Engagement focused on understanding what residents value most about Stony Plain and what they hope to see as the community continues to grow. The findings from this engagement will help shape a long-term vision and guide future planning decisions.

Throughout the engagement stage, the project team analyzed 3,346 comments about what people love about Stony Plain, and what their hopes and dreams are for Stony Plain. This was sourced from in person community party events with an estimated attendance of 1,300, pop-up engagement booths at other Town led events, and online and post card formats for people to submit their responses.

Each individual response was broken down into its key topics and was assigned tags to reflect the meaning behind the comments. In this report, word clouds were created that illustrate which tags were most applied to engagement responses. This supported the development of community driven emerging directions, which were translated into a long-range community vision for the town:

- Balance growth while maintaining the small-town feeling.
- Expand recreation.
- Preserve and promote local businesses among big box growth.
- Expand and improve the path and trail network.
- Ensure core municipal services keep pace with growth.
- Support and create opportunities for community gathering.
- Preserve Stony Plain's heritage.

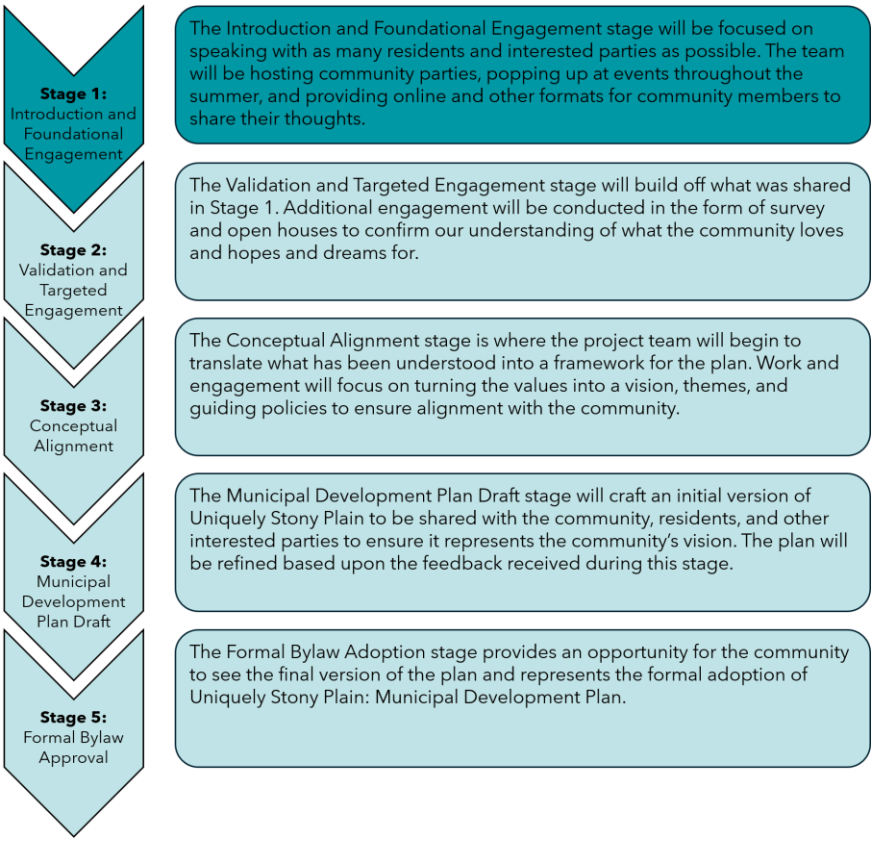
As the project moves into Stage 2, these emerging community driven directions and the draft community vision will be used to support the development of a framework for the renewed Uniquely Stony Plain MDP, which will supplement the creation of policies that support and promote sustainable long-range growth for Stony Plain.

Project Background

Uniquely Stony Plain is about creating a vision for the Town of Stony Plain based on the values of its residents and other community members. It involves reviewing planning documents such as the existing Municipal Development Plan (MDP), exploring what the residents of Stony Plain love and want the future of their community to be, and ultimately creating a new MDP promoting and supporting this vision.

While Uniquely Stony Plain has seen minor updates (2020, 2024), a complete evaluation and rewrite of the MDP has not occurred since 2013. As the town's population grows to nearly 20,000 and the community continues to face a diversity of growth pressures and changing expectations, there is a need to ensure the MDP reflects the values of residents and other community members.

This project has been broken into five stages:



Stage 1, Introduction and Foundational Engagement, officially concluded on August 31, 2026. This document serves to outline the engagement opportunities that the Town of Stony Plain hosted during this stage, summarize the results of that engagement, and provide direction for what's next in the project as we head into Stage 2, Validation and Targeted Engagement.

Under the Town's public participation policy standards, this project's engagement falls under the Involve Category. Community members were able to share their thoughts on the project and how they feel Stony Plain has been successful in its development, and where it can be improved. This feedback is being taken in and will directly contribute to forming the community vision for Uniquely Stony Plain. The community will have opportunities to share their thoughts on future MDP work in later project stages.

5.0 Standards:

5.1 All Public Participation will be undertaken in accordance with the *Municipal Government Act*, the *Freedom of Information and Protection of Privacy Act* and any other applicable legislation.

5.2 The Town will conduct Public Participation approaches when:

- 5.2.1 Establishing or reviewing programs and services.
- 5.2.2 Identifying priorities in the Town's Municipal Development Plan.
- 5.2.3 Transacting Council priorities as outlined in the Strategic Plan.
- 5.2.4 Formulating recommendations to Council regarding the Corporate Plan.
- 5.2.4 Otherwise directed by Council.

5.3 Categories of Public Participation

- 5.3.1 Connect: The Town will keep residents informed, listen to feedback, and consider the information gathered in the decision-making process.
- 5.3.2 Involve: The Town will work with residents to ensure all viewpoints are heard and considered in the alternatives developed and provide feedback on how the input influenced the decision.
- 5.3.3 Partner: The Town will put together teams of residents and Stakeholders who will form recommendations that will be directly considered in the decision-making process.
- 5.3.4 Empower: The Town will provide tools for the decision-making process to be directly in the hands of the Public.

Engagement Overview

This engagement stage focused on reaching as many members of the community as possible through various forms of engagement opportunities to allow them to share their thoughts on two questions that would guide the community's vision:

1. What do you love about Stony Plain?
2. What are your hopes and dreams for Stony Plain?

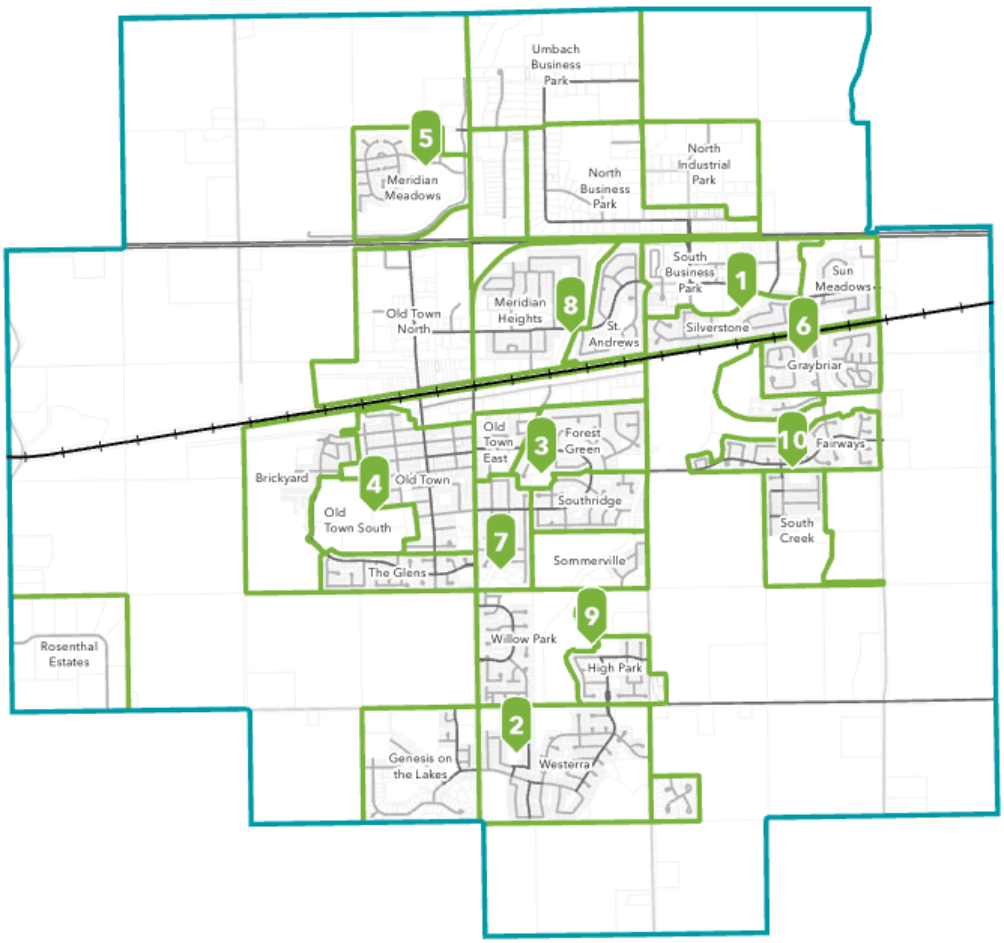
These two questions were chosen due to their broad applicability to town development, allowing the community to share feedback on all aspects of how Stony Plain has grown and will grow into the future. These questions are carried over from the last major rewrite of Uniquely Stony Plain, which occurred in 2013. While the summer engagement period officially ranged from June 6, 2026 – August 31, 2026, a

small number of engagement events were hosted earlier in the year and feedback from those events, which asked the same two questions has been included as well.

Opportunities to Engage:

Community Parties: Community Parties were the primary form of engagement throughout this stage. They were organized and hosted by the Uniquely Stony Plain project team and served as independent events within the community, separate from other Town of Stony Plain events. These were designed to be free to all attendees, provide a variety of free food and entertainment options, and be accessible throughout the community. Community party locations included neighbourhood park and playground areas, making them central and visible to those living within the area. In deciding locations, consideration for neighbourhood coverage was made to ensure that all residents had a community party hosted nearby. A total of ten community parties were hosted at the following locations in Stony Plain:





1. Brookview Playground (June 16, 2026)
2. Westerra Park and Playground (June 25, 2026)
3. Forest Green School (June 30, 2026)
4. Ecole La Trinite Playground (July 9, 2026)
5. Meridian Meadows (July 14, 2026)
6. Graybriar Playground (July 23, 2026)
7. St. John Paul II Catholic School (July 28, 2026)
8. Ecole Meridian Heights School South of 44 Ave (August 4, 2026)
9. High Park School Playground (August 13, 2026)
10. Fairway Drive Playground (August 18, 2026)

Pop-up Engagement: Pop-up engagement was supplementary and aimed to leverage the existing presence of community members at Town of Stony Plain events. While the project team was not responsible for the organization and hosting of the event, the engagement table and questions asked remained consistent with the community parties. The team attended the following events with a pop-up engagement booth:

1. Community and Social Development - Nourishing Connections (January 29, 2026)
2. Town of Stony Plain Spring Annual General Meeting (March 12, 2026)
3. Farmers Day Pancake Breakfast (June 6, 2026)
4. Midsummer Thursdays (June 18, 2026)
5. Midsummer Thursdays (July 16, 2026)
6. Summer Sessions (July 22, 2026)
7. Public Works Presentation (July 23, 2026)
8. Mâmawihitowin Summer Gathering (July 25. 2026)
9. Summer Sessions (August 12, 2026)
10. Midsummer Thursdays (August 20, 2026)



Post Cards: Physical post cards were mailed to each address which briefly summarized the project and promoted the community party dates and locations. Recipients of the post card also had the option to write in their responses to the questions on the back of the card and physically return it to the Town Office for their responses to be recorded. Approximately 5,284 post cards were delivered.







Stony Plain is planning for the future

SHARE YOUR THOUGHTS

Uniquely Stony Plain is our Town's plan that guides future growth and development of our community - its people, places and connections. **By answering the questions below (or online) and dropping this postcard off at the Town Office, you can help shape the future of Stony Plain.**

This summer, **we're hosting 10 community parties in neighbourhood parks across town.** Come join the fun, enjoy the music, food and conversation and share your unique perspectives!

What do you love about Stony Plain?

What are your hopes and dreams for Stony Plain?

UniquelyStonyPlain.ca

TOWN OF STONY PLAIN

Prefer to answer online?
Scan the QR code.

Responses collected may help inform future projects.
Participation is voluntary. Please avoid sharing personal information.

Online Survey: Throughout the course of the engagement, the two engagement questions were available to answer by anyone online. This was advertised through social media ads, promotion of the survey at events, on the physical post cards, and through the Uniquely Stony Plain Blog posts. This gave the option for people to submit their thoughts without having to be physically present at an event.

Methods of Communication:

A holistic collection of methods of communication was used to inform the public about this project, how they can contribute, and where and when events will be held.

Website: A website was created as a subsite of the Town of Stony Plain website to act as a hub for project information and communications. The main page primarily featured an overview of the project, details about how members of the public can share their thoughts, a project timeline, and a section for important project documents including the background report. Other website pages during this phase included a dedicated community parties page which outlined where and when these would be hosted, and the uniquely stony plain blog.

Uniquely Stony Plain Blog: The Uniquely Stony Plain blog was created to facilitate project updates to the public. The public was able to subscribe to these updates and receive emailed notifications when new blog posts were available to read. In total, six blog posts were released throughout the summer which included recaps of events, pictures, samples of the analysis, and a video recap of the summer of engagement.

Facebook and Instagram: Facebook and Instagram were the primary social media platforms used to promote the Uniquely Stony Plain engagement opportunities. Between both platforms, 14 posts were shared promoting the events. The total number of post impressions by the public were 37,381 on Facebook and 14,554 on Instagram. This translated into a total of 1,625 post engagements (likes, comments, shares and saves) across both platforms, with the majority of these 1,436 coming from Facebook. Instagram dark ads were also utilized to promote the online survey.

Post Cards: Post cards detailing project information, ways to share your thoughts, and a schedule of community parties were delivered to approximately 5,284 residences throughout Stony Plain. They were also made available for pickup at various Town of Stony Plain office locations. This was important to ensure those with a preference or need for non-digital forms of communication that were delivered directly to them were made aware of the engagement opportunities.

A-frame Signs: A-frame signs were an adaptable form of communication that were used to promote the community party events the day before and the day of the event. They were strategically placed along pathways and at entrances to local neighbourhoods with the intention of spreading awareness of the upcoming event and directing people towards the event locations.

Portable Road Signs: Portable Road Signs were used to promote the community parties and direct people to check out the Uniquely Stony Plain Website.

Results:

Engagement primarily took place over Summer 2026 from the beginning of June until the end of August, except for two smaller pop-up engagement opportunities that were held prior to official project kickoff. In total, 3,346 individual comments on what people love about Stony Plain and what they hope and dream for in Stony Plain were collected and analyzed.

**The number of comments does not correspond directly to the number of participants. A single participant could submit multiple comments, and the responses that they filled out may have been broken down into multiple comments if they were regarding several different topics.*

Total Comments Breakdown	
Format	**Comments Received**
Community Party	1967
Pop-up	598
Post Card	41
Online Survey	740
Total	**3346**

The community parties were well attended throughout the Summer and served as an effective method of engagement. This is evident in the high number of comments that were sourced from these events.

Community Party Breakdown			
Date	**Party**	**Comments Received**	***Estimated Attendance**
2026-06-16	Brookview Playground	45	45
2026-06-25	Westerra Park and Playground	314	200
2026-06-30	Forest Green School	122	80
2026-07-09	Ecole La Trinite Playground	147	120
2026-07-14	Meridian Meadows	166	130
2026-07-23	Graybriar Playground	234	175
2026-07-28	St. John Paul II Catholic School	122	110
2026-08-04	Ecole Meridian Heights School South of 44 Avenue	175	100
2026-08-13	High Park School Playground	210	125
2026-08-18	Fairway Drive Playground	432	275
	Total	**1967**	1360

*Estimates were based on periodic counts of attendees and the number of meal tickets used per event.

Pop-up event attendance was also a successful initiative. The mobile table setup allowed the project team to quickly pop-up at various Town events and translated into a significant number of engagement comments.

Pop-Up Event Breakdown		
Date	**Event**	**Comments Received**
2026-01-29	CSD - Nourishing Connections	111
2026-03-12	Town of Stony Plain Spring Annual General Meeting	16
2026-06-06	Farmers Day Pancake Breakfast	45
2026-06-18	Midsummer Thursdays - June 18	55
2026-07-16	Midsummer Thursdays - July 16	121
2026-07-22	Summer Sessions - July 22	54
2026-07-23	Public Works Presentation	8
2026-07-25	Mâmawihitowin Summer Gathering - July 25	9
2026-08-12	Summer Sessions - August 12	65
2026-08-20	Midsummer Thursdays - August 20	114
	Total	**598**

While post cards did not contribute a significant number of engagement comments, they served well to promote the community parties as many community members communicated to the project team that this is how they became aware of the project and engagement opportunities.

Post Card Breakdown	
Post Cards Returned	**Comments Received**
9	**41**

The online survey was the second most impactful form of engagement, contributing 183 survey responses that were broken down into 740 comments.

Online Survey Breakdown	
Survey Responses	**Comments Received**
183	**740**

How We Analyzed What We Heard

Following the engagement, the project team reviewed the responses received through the community parties, pop-up events, online survey and post cards. Where a response contained more than one distinct idea, it was separated into individual comments so that each topic could be identified and analyzed consistently.

Each comment was assigned a tag that reflected its main topic or meaning. The frequency of these tags was then reviewed to identify recurring themes across the engagement. These themes, together with the context provided through conversations with participants, were used to develop the Emerging Key Directions and Community Vision presented later in this report.

Tags: What do you love about Stony Plain?

- Accessible Community
- Accountable Government
- Aesthetics
- Affordable Housing
- Amenities
- Business Options
- Community Events
- Community Leadership
- Community Participation
- Community Values
- Development Growth
- Dog Parks
- Economic Development
- Efficient Traffic Movement
- Health and Support Services
- Heritage
- Housing Options
- Kid Friendly
- Leisure
- Limited Development Growth
- Local Businesses
- Location
- Low Density Housing
- Municipal Services
- Natural Areas
- Neighbourhood Feeling
- Old Town
- Outdoor Recreation
- Park Maintenance
- Parks
- Playgrounds
- Recreation Facilities
- Relationships
- Road Safety
- Safe Community
- Small-Town Identity
- Sports Courts
- Sports Fields
- Sports Rinks
- Structured Development Growth
- Summer Events
- Swimming Facilities
- The Arts
- Trail Network
- Welcoming Community
- Winter Events

Tags: What are your hopes and dreams for Stony Plain?

- Activate Park Space
- Celebrate Heritage
- Celebrate the Arts
- Community Affordability
- Continued Park Maintenance Investment
- Curling Rink
- Efficient Traffic Movement
- Expand Outdoor Pool
- Expanded Trail Network
- Good Governance
- Improve Community Events
- Improved Regional Cooperation
- Improved Road Maintenance
- Improved Trails and Sidewalks
- Improved Utility Services
- Improved Waste Management Services
- Inclusive Community
- Indoor Pool
- Keep Small-Town Character
- Limited Development Growth
- Maintain Values
- More Big Box Shopping
- More Business Options
- More Community Engagement
- More Community Event Venues
- More Development Growth
- More Dog Parks
- More Economic Development
- More Enforcement
- More General Programming
- More Health Support Services
- More Hockey Rinks
- More Housing Affordability
- More Housing Options
- More Leisure
- More Local Business
- More Low Density Housing
- More Municipal Services
- More Natural Areas
- More Outdoor Recreation
- More Parks
- More Playgrounds
- More Recreation Facilities
- More Schools
- More Seniors Programming
- More Social Gathering Spaces
- More Social Support Services
- More Sports Courts
- More Sports Fields
- More Spray Parks
- More Swimming Facilities
- More Youth Programming
- Neighbourhood Connectivity
- New Community Events
- Promote Urban Agriculture
- Public Transit Expansion
- Recreation Programming
- Road Safety
- Safe Community
- Safe Community
- Specialized Recreation Facilities
- Structured Development Growth
- Vibrant Old Town

The word clouds throughout the next section and in the Appendix of the report provide a visual representation of this analysis. Larger words represent topics that appeared more frequently in the engagement responses relative to other words. The number of times that tag was used represented the weight that that tag was given in the creation of each word cloud.

Twenty-six word clouds were developed to visually analyze the comments. For each of our main engagement questions, a word cloud was developed for: All Engagement Forms, In Person Events (where participants used a sticky note to respond to the questions), Online and Post Card responses (Non-in-person formats), and each individual community party. This gives a holistic overview of the engagement responses and allows us to analyze similarities and differences in how participants responded to the questions in different formats and neighbourhoods.

Word Clouds:

This section displays and analyzes the word clouds that were developed to illustrate the results of the engagement and showcase the diversity in thought that participants had. The overall word clouds showing the total of all engagement forms are included here. *Other word clouds can be found in the Appendix of the report.*









All Engagement Forms Total

What do you love about Stony Plain?



Stony Plain residents care deeply about the town's small-town identity, community events, community values, trail network, their relationships within the community, that it is a safe community, and Old Town. While these are the most common tags applied to responses throughout all the engagement, the feedback was quite diverse. In total, 46 tags were created to capture the meaning behind community member comments. What community members love ranges from the thoughtful growth the town has embraced, to the recreation opportunities offered, and the accountability that the local government shows to the community.

What are your hopes and dreams for Stony Plain?



In response to the hopes and dreams questions, residents had much more diversity in their responses compared to the love question. In total, 63 tags were created to capture the intention behind commenters responses. This is 17 more than the 46 created to capture what commenters love about Stony Plain. The most used tags were keep small-town character, indoor pool, more local business, more recreation, more business options, improved road maintenance, and new community events. This word cloud captures the differences in how Stony Plain residents view the community and how they hope it grows. While many want to see intangibles, such as the character and values of the town continue to remain strong, others express desires for more recreation opportunities, more efficient municipal services, and a safe and efficient transportation system that allows them to get around in a variety of ways.

Community Parties Total

What do you love about Stony Plain?

At the Community Parties, small-town identity, community values, community events, safe community, trail network, and relationships were the most common tags applied to responses to the love question.

What are your hopes and dreams for Stony Plain?

Similarly to the love question, keeping the small-town character is important to Stony Plain residents when analyzing all community parties at once. However, the indoor pool tag was applied the most of any tag during our analysis for this question, which showcases the town's desire for that form of recreation facility.

Individual Community Parties

What follows is a look at each community party individually, this provides insight into what tags are popular town-wide, and which are more neighbourhood specific. While many responses remained popular across most of the parties, there were some which saw greater emphasis than others. The Appendix to the report shows each of the related word clouds.

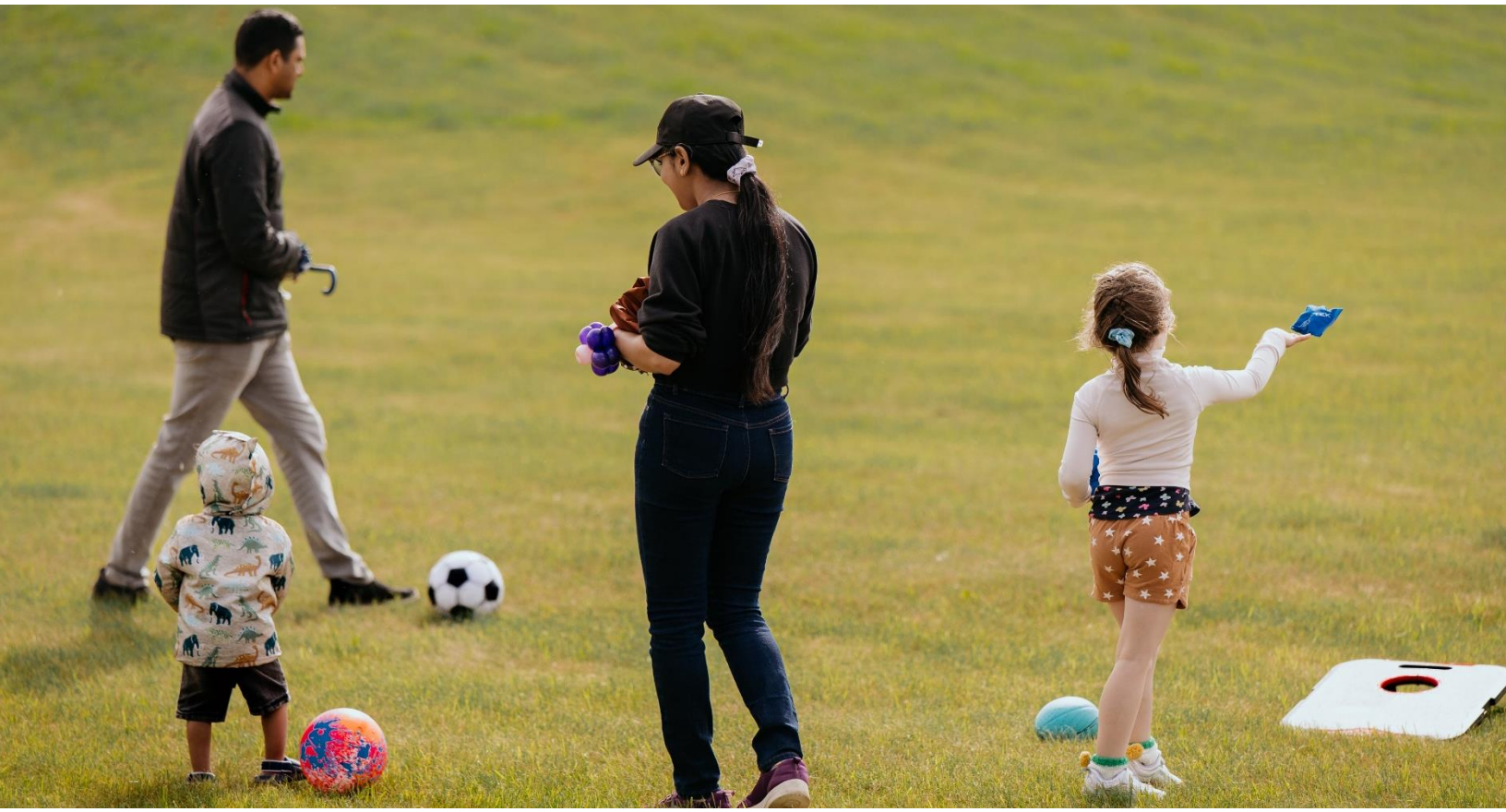
Brookview Playground Community Party

What do you love about Stony Plain?

The first community party of the summer engagement period had the lowest turnout of all the community parties. This is likely due to generally decreased public awareness of the event as social media, website, post card, and word of mouth advertising was just beginning. At this party, residents expressed love for community values, that Stony Plain is a safe community, and the trail network, along with topics like economic development, natural areas and parks, and housing and business options.

What are your hopes and dreams for Stony Plain?

Those who attended the Brookview Community party expressed hopes and dreams primarily for more parks, an expanded trail network, and to keep the small-town character. This was trailed closely by more structured growth within the town, reflecting a desire to grow in a way that is managed, sustainable and in alignment with residents' priorities.



Westerra Park and Playground Community Party

What do you love about Stony Plain?

Attendees at the community party in Westerra spoke highly about the small-town identity and how Stony Plain is a safe community with community values that they love. There was also love expressed for the community events, parks, natural areas, and trail network throughout Stony Plain. This community party was notable for its high attendance and high number of young families making up the attendees.

What are your hopes and dreams for Stony Plain?

Attendees at the Westerra community party have a strong desire for an indoor pool. This was the most common topic that came up in engagement at this event, however it was followed closely by the need for recreation programming and to keep the small-town character of Stony Plain. This is possibly a reflection of the strong presence of young families within the neighbourhood. More community events, business options, municipal services, and activated park space were among other notable topics.

Forest Green School Community Party

What do you love about Stony Plain?

Those who attended the Forest Green School community party had the strongest love for small-town identity, community events, and their relationships within Stony Plain. However, this community party showed a more even distribution of tags. Other topics such as the trail network, community values, municipal services, safe community, and natural areas also had a strong presence at this event.

What are your hopes and dreams for Stony Plain?

Following the trends from other community parties, more recreation facilities stood out as the most common topic at the Forest Green community party, specifically an indoor pool once again showed up as strongly desired. Improved waste management services, more youth programming, and improved trails and sidewalks were also frequently mentioned. Other popular topics included more business options, more housing options, expanded trail network, and neighbourhood connectivity.

Ecole La Trinite Community Party

What do you love about Stony Plain?

At the Ecole La Trinite Community Party, the conversation leaned towards intangible topics. The small-town identity, relationships within the community, Stony Plain being a safe and welcoming community, and the leadership of the community were all quite common topics. Other more physical topics such as parks, natural areas, and community events were present at the event; however showed less frequency when compared to other community parties.

What are your hopes and dreams for Stony Plain?

Keep small-town character continued to be a popular topic at the Ecole La Trinite community party. Unlike other community parties, recreation focused topics were not brought up as frequently. The topics which closely followed keep small-town character were improved waste management services, continued investment in park maintenance, and more big box shopping. This could indicate that attendees to this community party feel the area is lacking in these compared to other parts of Stony Plain.





Meridian Meadows Community Party

What do you love about Stony Plain?

The Meridian Meadows community party was unique in that while it was held in Stony Plain, it was the only party that was held north of highway 16. The demographics in attendance were also notably fewer young families, and more seniors. Community values and small-town identity were significantly more common in conversation than any other topic. Safe community, community events, and relationships were also topics that came up with some frequency at this event.

What are your hopes and dreams for Stony Plain?

The hopes and dreams for attendees at the Meridian Meadows community party were unique among all engagement events. This is likely due to the physical separation that the Meridian Meadows community experiences from the rest of Stony Plain. Consequently, neighbourhood connectivity was the most talked about topic among attendees, likely due to the lack of active transportation connections between the community and the rest of Stony Plain. Expanded trail network was also among the most frequent topics, along with keep small-town character. Community affordability also rose to one of the most common talked about items at this event. This party had a greater diversity of responses, with notably more topics of conversation than have been seen at some other community party events.

Graybriar Playground Community Party

What do you love about Stony Plain?

The Graybriar Playground community party returned to normal trends in topics such as the small-town identity of Stony Plain and the relationships that people have within Stony Plain. Safe community and welcoming community once again followed as common topics of conversation.

What are your hopes and dreams for Stony Plain?

Similarly to the Forest Green Community Party, improved waste management services were much more important to attendees at this community party. This could be indicating a decreased quality of this service perceived within these neighbourhoods. Indoor pool once again was a frequent topic of conversation, and in this case was accompanied by the desire for a spray park. Keeping the small-town character was once again frequently brought up, along with other recreation, programming, and event focused topics.

St. John Paul II Catholic School Community Party

What do you love about Stony Plain?

At the St. John Paul II Catholic School Community Party, community values and the small-town identity were talked about significantly more than any other topic. There was more limited diversity in topics of conversation at this event, however community events, the trail network, and town aesthetics were also popular. It is notable that this event occurred during severe weather and ended early. The severe weather may have impacted the attendance and conversations held at the event.

What are your hopes and dreams for Stony Plain?

Attendees at St. John Paul II, like many of the other community parties, were most passionate about keeping the small-town character of Stony Plain for their hopes and dreams. More youth programming showed up as a topic more often than at other events, as well as having a vibrant downtown. Other topics followed similar trends as at other events, such as safe community, community affordability, and an indoor pool. Severe weather on the evening of this event may have impacted attendance and engagement responses.



Ecole Meridian Heights School Community Party

What do you love about Stony Plain?

There was less diversity in the responses at the Ecole Meridian Heights School Community Party. The top three topics were similar to what has been seen at community parties thus far. Community events, the small-town identity, and community values were all brought up significantly more than other topics. The trail network followed closely behind these three as another significant conversation.

What are your hopes and dreams for Stony Plain?

Ecole Meridian Heights, much like Meridian Meadows, stood out as unique among respondents for the hopes and dreams question. Improved road maintenance was an abnormally frequent topic of conversation at this event, likely due to the ongoing road maintenance that closed 43 Street to the west of the school site. Aside from this, indoor pool, more youth programming, and more business options stood out as other topics of conversation. There was once again lots of diversity in what residents hope and dream for, beyond these main topics.

High Park School Playground Community Party

What do you love about Stony Plain?

The High Park School Playground Community Party had similar responses to other community parties. The top three topics that attendees loved were the small-town identity, community values, and the trail network. Other popular topics included the safe community, community events, relationships, natural areas, and local businesses. While this event was hosted as planned, there was significant rain throughout most of the evening which may have influenced attendance and responses.

What are your hopes and dreams for Stony Plain?

Keep small-town character and indoor pool continued to dominate the hopes and dreams conversation at the High Park School Playground Community Party. Improved road maintenance and more local businesses also appeared frequently. Specialized recreation facilities were also talked about more often at this event, displaying a demand for this within the neighbourhood.

Fairway Drive Playground Community Party

What do you love about Stony Plain?

The Fairway Drive Playground Community Party was the most attended community party of the summer. Despite this, responses to the love question followed similar trends to the other community parties. This emphasises that what residents love about Stony Plain, remains relatively consistent across neighbourhoods. Community values, small-town identity, and community events stood out as the top topics. Relationships were also talked about frequently, along with other topics such as the trail network, swimming facilities, Old Town, and the safe community.

What are your hopes and dreams for Stony Plain?

The final and most attended community party of the summer had some similarities to the other community parties for respondent hopes and dreams, along with some uniqueness. Indoor pool was the most hoped for topic, along with keeping the small-town character and more business options. Unique to this party, hockey rink stood out among the conversation. This may be due to a larger demographic of people who play hockey in attendance, or the lack of a hockey rink in the neighbourhood. Other topics included continued investment in park maintenance, more playgrounds, road safety, new community events, and activated park space.









Online Survey

What do you love about Stony Plain?

Online respondents, like community party attendees, report that they love the small-town identity primarily, but this is supported by a love for the community values, that Stony Plain is a safe community, Old Town, and community events. In this case, more respondents tended to talk about the small-town identity than at the community parties.

What are your hopes and dreams for Stony Plain?

The online survey responses showed great difference from the in-person event responses, mainly in how often keep small town character was a topic compared to every other topic. It is by far the most popular topic, as shown by its standout appearance within the word cloud. It is notable that this does not mean the other topics were not talked about often. 361 comments were collected under the hopes and dreams question of the online survey, and 78 of these were tagged with the keep small town character tag. As shown in the word cloud in the report Appendix, many other tags were also applied, meaning there was still diversity in response.

When comparing the online survey word clouds to the other aggregate word clouds, there is much more weight put onto the small-town character responses. A possible explanation of this is the in-person formats allowed attendees to join conversations about the questions and look at other people's responses. This may have caused other topics of conversation to emerge aside from the small-town character and give people ideas for what they hope for that they otherwise may not have considered. The online survey also allowed more opportunity for participants to reply with small-town character and further break down what that meant to them.

Word Cloud Summary:

The word clouds communicate that there are several topics that Stony Plain participants consistently feel strongly about. They love the small-town identity, community values, community events, safety, relationships, and the trail network that are all core aspects of what makes Stony Plain unique. While these were some of the core loves, there was diversity in responses. With 46 tags applied to the love question, there is no shortage of things that participants appreciate about Stony Plain on a smaller scale. This was even more pronounced in the hopes and dreams responses. While there were again standout tags such as keep small-town character, indoor pool,

improved road maintenance, more local business, and more recreation facilities, there was even more diversity in responses with 63 total tags applied.

Breaking the responses down by individual community party showed that different topics are arising as important in different local neighbourhoods. For example, at the Ecole Meridian Heights community party improved road maintenance was a standout tag. This was likely driven in part by local road closures that were occurring due to construction. This also exposes where core municipal services may be lacking in certain neighbourhoods compared to others and can provide direction for the future of how new services are delivered and where resource allocation can be rebalanced

The non-in person formats such as the online survey and post cards allowed participants to spend more time with their responses to the question. This created a scenario where they more frequently commented on the small-town character of Stony Plain but were also then able to describe what that meant to them. These responses were then broken down further into different tags, but it also meant the small-town focused tags showed up with more weight.

While many of the tags fit nicely together to create a unifying vision for Stony Plain, there are some tensions that are worth mentioning that the MDP will need to work to balance. Many people have an appreciation for the small, local businesses that thrive within Stony Plain. However, many other people have a desire to have more big box style amenities and shopping options. This is a good representation of the conflict that exists between Stony Plain being a growing community of almost 20,000 people, while also wanting to maintain its small-town identity and character. Similarly, topics such affordable housing and the want for more low density housing can also work against each other, and the desire for less growth while wanting more recreational amenities provided within Stony Plain. These tensions create complexity, and while they are not impossible to balance, they create the need for thoughtful and careful planning.

Emerging Directions and Draft Community Vision

The Stage 1 engagement opportunities served to provide the Uniquely Stony Plain project team with an understanding of how the Stony Plain community feels about their town. The engagement locations and formats provided diverse perspectives from residents and other community members that encapsulate much of the Stony Plain population. The word clouds that were developed represent a summary of what participants of the engagement communicated to the project team. In understanding these results, a set of emerging directions based on the engagement feedback have

been developed by the project team. In Stage 2, we will test, validate and refine these directions and the community vision to ensure alignment with the community. These directions provide the unifying framework which will inform recommended MDP policies and the community's vision for the future.

Emerging Directions

Balance growth while maintaining the small-town feeling – Stony Plain residents have a clear connection to the small-town feeling that the town possesses. Among communities within the greater Edmonton region, it stands out as unique and makes it more than a bedroom community. This is met, however, with an acknowledgement from residents that it is a growing town with increasing need for economic, recreation, and housing development that supports day to day life within the community.

Expand recreation – While there are many recreation opportunities for Stony Plain residents, engagement uncovered a growing desire to expand these services within the town. Recreational amenities such as an indoor pool, more outdoor and indoor hockey rinks in local neighbourhoods, and splash parks were identified by the community as areas where gaps exist.

Preserve and promote local businesses among big box growth – Local businesses are a key contributor to what gives Stony Plain its strong community and small-town feeling. With big box retail becoming an increasingly prevalent and convenient option in Stony Plain and the surrounding area, local businesses should be supported and promoted so Stony Plain retains its entrepreneurial spirit.

Expand and improve the path and trail network – The path and trail network is uniquely cherished within Stony Plain by its residents and visitors to the town. However, engagement revealed that there are gaps in the connections between neighbourhoods, and variable quality in some areas. Addressing this will create a more connected Stony Plain for all members of the community.

Ensure core municipal services keep pace with growth – Residents and visitors to the town expressed decreasing satisfaction with some core municipal services, such as waste collection and road maintenance. With increasing town growth, these services must be made a high priority to ensure resources are not overstretched throughout the town.

Support and create opportunities for community gathering – Community events and opportunities to connect with fellow residents were identified as a key priority for

participants. The Town should maintain an environment that promotes and supports both Town and community led opportunities to connect and enjoy Stony Plain together.

Preserve Stony Plain's heritage – Stony Plain residents are looking forward to a bright future, but do not want to forget the past. Old Town and main street are pillars of the community that create opportunities to support local businesses and connects residents with arts, culture, heritage, and each other. This must be actively preserved, with foundational aspects such as the promotion of walkability, the arts, local business opportunity, and unique architectural character used as a reference for how we grow.

The emerging directions were developed through a combination of analyzing which tags participants most strongly align with and creating clusters of those, as well as discussions that were held among the project team members during internal events and with members of the public at the external events that provided context for how participants believe Stony Plain should evolve. These provide the basis for the draft community vision.

Draft Community Vision

Stony Plain is a prosperous destination where families want to live, businesses want to set up shop, and visitors seek to explore. It has not lost its small-town feeling as it continues to expand. Stony Plain has maintained its charm, with quaint and safe neighbourhood streets, strong local business environment, and opportunities to gather and connect. Stony Plain is not just another bedroom community. It is a beacon of small-town character within a growing metropolitan region.

The quality of municipal servicing is important in Stony Plain. Roadways are safe and promote efficient traffic movement, waste management is high quality and ensures clean neighbourhoods, and weather conditions such as snow and rapid rainfall do not impede daily life.

Residents of Stony Plain enjoy recreation opportunities in their own backyard that are diverse, affordable, and accessible to all. This supports it as a healthy community where families can have fun together outside the house, kids are able to connect with friends while being active, and seniors are able to maintain their health in a supportive environment that fits their unique needs.

The local business community has prospered alongside increased big box amenities within and surrounding Stony Plain. Old Town remains the heart of the community with diverse retail, food, and service offerings driven by local entrepreneurship. This strong local business environment has extended further throughout the community to allow residents to meet their daily needs close to home.

Pathways and connections between neighbourhoods have expanded into a complete, high-quality network that allow residents and visitors to be mobile in the community with ease. This supports a connected community environment that is accessible to all and promotes freedom of movement within Stony Plain.

Community events are frequent, high quality, and affordable for residents to attend. They promote community gathering, cultural celebrations, entertainment for all ages, and support the small-town connected atmosphere that Stony Plain holds dearly. Events allow neighbours to get to know each other, encourage non-residents and businesses to get involved, and promote Stony Plain as a destination.

Stony Plain is a forward-thinking community that understands the importance of the past. Our heritage is seen as a pillar of community growth that is continually supported in mature neighbourhoods and lifted into new development areas to ensure that what has made us unique and liveable is not lost as Stony Plain moves into the future.

What Thoughts and Values Have Changed

Uniquely Stony Plain began in 2012 with summer community parties, which lead to its adoption in 2013. Looking back at the origin of our current MDP allows for the analysis of how the thoughts and values of Stony Plain community members have shifted in the past decade. The 2012 engagement provided the framework for how the 2026 MDP renewal engagement would be conducted. The 2026 Stage 1 engagement intended to reflect and expand on the successful 2012 engagement by repeating and expanding successful initiatives and adding new ones that reflect modern engagement standards.

In 2012, the project team was present at pop-up events, hosted community parties, administrated a project website, and compiled the comments into tags and word clouds much like the ones that were produced today. The key difference between these two periods of engagement is that in 2026 there were more community parties hosted and more pop-up engagement opportunities. There were also no online surveys or post cards distributed in 2012. The 2026 engagement was therefore an expansion on what was conducted in 2012 and had additional engagement avenues.

The same two questions, 'What do you love about Stony Plain?' and 'What are your hopes and dreams for Stony Plain?' were used to collect feedback from participants. During the 2012 engagement, approximately 1,200 comments were received from more than 600 participants. These were recorded using the same sticky note method that was used in 2026.

The following is an analysis of how the results of the 2026 feedback differs from that which was seen in 2012. The overall word clouds from each period are included for each question, and an analysis and comparison is conducted.

What do you love about Stony Plain?

2012



2026



What are your hopes and dreams for Stony Plain?

2012



2026



'What do you love about Stony Plain?' Comparison Analysis

In 2012, the primary tags that were applied to engagement responses to the love question were sense of community, paths and trails, and parks and green spaces. In 2026, the idea of community similarly shows up with the tags community values, community events, and safe community quite frequently.

In 2026, by far the most talked about concept that was tagged was small-town identity, while in 2012 similar tags such as town size appear much smaller. One possible explanation for this is that Stony Plain has grown steadily since 2012. Residents may now be feeling more of a need to hold onto this identity as they sense it may be being overcome by factors such as continued population growth, increasing presence of big box stores, and the continued expansion of neighbouring communities such as Edmonton and Spruce Grove.

The love for the paths and trail network still exists, however it is being superseded in 2026 by other concepts. This could reflect a maturity in that trails are simply part of Stony Plain, a change in how the Stony Plain community values the pathway and trail network, or simply other things taking precedent over the path and trail network.

Parks and green space related tags have also seen a decrease in priority since 2012. In 2026, while tags such as natural areas and parks are somewhat enlarged, they are not near the size that they were in 2012. Like the paths and trail network, this could be indicative of several things. Decrease in overall importance, a change in how residents view their relationship with the environment, or increasing love for other aspects of the town are all possible explanations.

Other similarities in the word clouds include the prevalence of people in the community and friendliness as tags in 2012, and relationships in 2026. This indicates that community members still place significant value on their place within the community in connection with other people.

'What are your hopes and dreams for Stony Plain?' Comparison Analysis

More facilities, more trails, and more connections were the top three hopes and dreams for respondents in 2012. More facilities is consistent with much of the desires seen in 2026. At the community parties, the most common hope or dream from residents was an indoor pool. This was supported by other tags that were commonly applied such as more recreation facilities and hockey rink. While the types of facilities desired in 2026 have become more specific, there is still an overall strong desire for more facilities.

Similarly to the love question in 2026, keep small-town character has become a strong hope and desire of the town. Again, this may reflect a feeling that the town is growing in a way that could put the small-town character at risk.

Improved road maintenance interestingly remained at about the same priority level as road improvements held in 2012. Similar trends are seen with more business options and more commercial.

A major difference in the hopes and dreams is regarding the trail system. In 2012, more trails was one of the top three most used tags. In 2026, expanded trail network has fallen to a medium weighted tag. In combination with the results seen for the love questions, this could reflect a change in how residents prioritize this aspect of the town, or it could mean the trail system has maintained its quality.

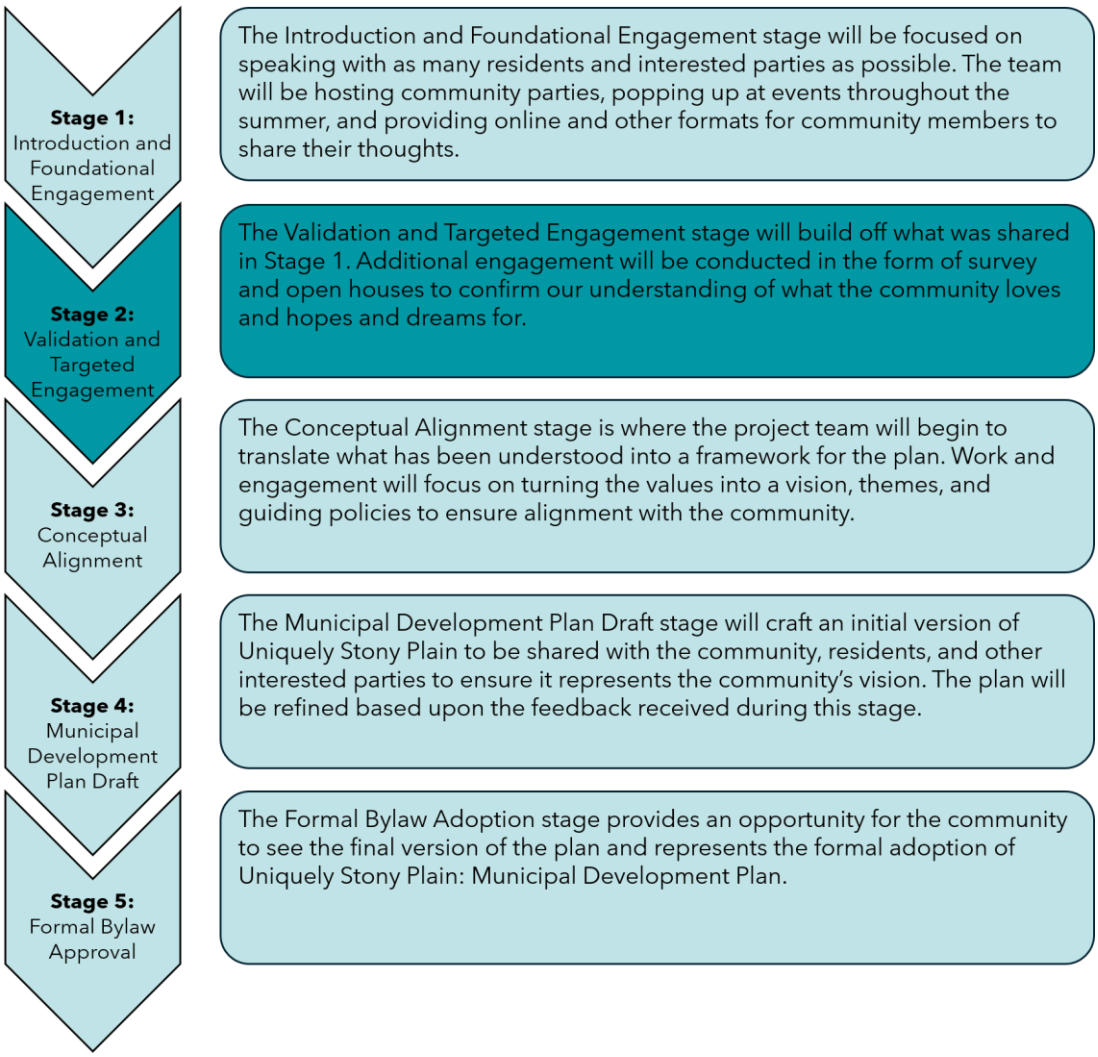
Overall, much more diversity can be seen in the responses in 2026 to the hopes and dreams question compared to 2012. More tags stick out as at least somewhat commonly applied, and they cover a more diverse range of topics. This creates increased complexity for how the town approaches its identity moving forward.

What's Next?

With summer engagement and initial analysis of the results concluded, the project is proceeding into Stage 2: Validation and Targeted Engagement. The results of the Stage 1 work will be presented to the community in an open house and survey format where participants will have the opportunity to share their feedback with the project team. This will help the project team to test, validate, and refine the emerging directions and community vision and ensure that there is alignment between what the community expressed, and what the project team learned. This will uncover what topics may be overstressed, and which ones may need to be explored further.

Future work includes finalizing a structure to the MDP that meets the requirements of what is to be covered in accordance with the *Municipal Government Act*, as well as expands on this to address the issues that participants in this engagement have highlighted as important.

The current MDP content will be refined into that framework, and supplementary work will follow to confirm alignment and highlight areas that need to be updated to accurately reflect the community in 2026. This will ensure that the MDP represents the current conditions of the town and the values held by the community.


Stage 1: Introduction and Foundational Engagement
The Introduction and Foundational Engagement stage will be focused on speaking with as many residents and interested parties as possible. The team will be hosting community parties, popping up at events throughout the summer, and providing online and other formats for community members to share their thoughts.
Stage 2: Validation and Targeted Engagement
The Validation and Targeted Engagement stage will build off what was shared in Stage 1. Additional engagement will be conducted in the form of survey and open houses to confirm our understanding of what the community loves and hopes and dreams for.
Stage 3: Conceptual Alignment
The Conceptual Alignment stage is where the project team will begin to translate what has been understood into a framework for the plan. Work and engagement will focus on turning the values into a vision, themes, and guiding policies to ensure alignment with the community.
Stage 4: Municipal Development Plan Draft
The Municipal Development Plan Draft stage will craft an initial version of Uniquely Stony Plain to be shared with the community, residents, and other interested parties to ensure it represents the community's vision. The plan will be refined based upon the feedback received during this stage.
Stage 5: Formal Bylaw Approval
The Formal Bylaw Adoption stage provides an opportunity for the community to see the final version of the plan and represents the formal adoption of Uniquely Stony Plain: Municipal Development Plan.

Appendix

Community Party and Pop-up Event Total

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Brookview Playground Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Westerra Park and Playground Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Forest Green School Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Ecole La Trinite Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Meridian Meadows Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Graybriar Playground Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



St. John Paul II Catholic School Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Ecole Meridian Heights School Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



High Park School Playground Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Fairway Drive Playground Community Party

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?



Online Survey

What do you love about Stony Plain?



What are your hopes and dreams for Stony Plain?

