



# QUARTERLY **REPORT**

FOR THE QUARTER ENDED  
**SEPTEMBER 30, 2023**





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# TRENDING DATA

## Building Permit Activity

Building permit activity in the first three quarters of the year is much higher when compared to the same time period in 2022. The third quarter was particularly busy as the number of permits processed just in the third quarter was double that of the second quarter. It was also double that of the third quarter of last year. This is partly as a result of new permits being created as part of the Safety Codes File Closure project. Since the start of the year, 855 building permits were approved compared to 666 permits during the same time period last year. In the first three quarters of the year, building permits were issued for 435 new dwelling units, including secondary suites.

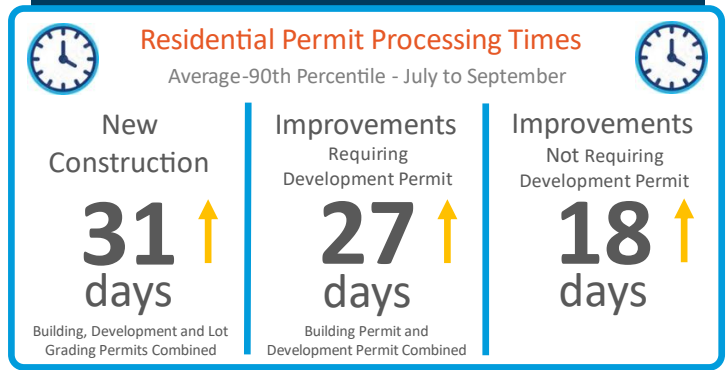
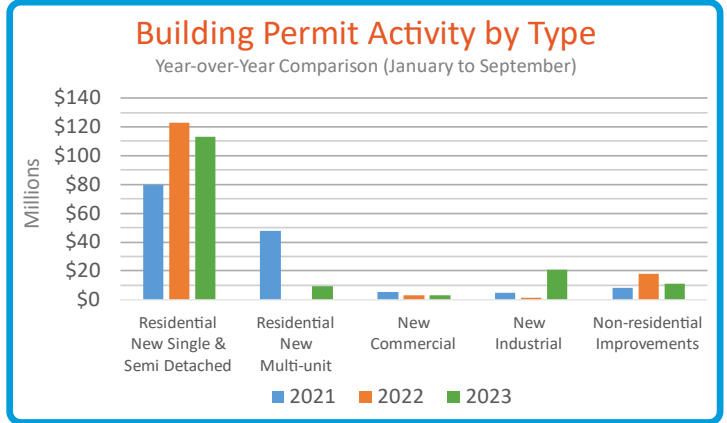
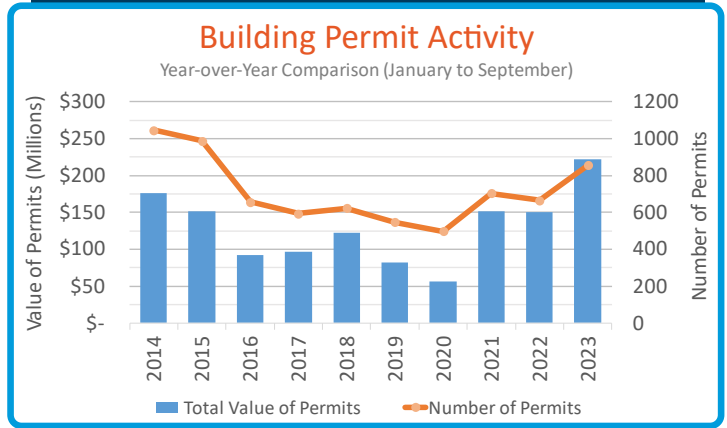
The construction value of permits in the first three quarters of the year is significantly higher at \$223 million when compared to the same time period in 2022. Excluding the Civic Centre permits, construction would be valued at \$165 million in the first three quarters of the year compared to \$151 million for the same time period in 2022.

The value of construction in the residential new single and semi-detached category is 8 per cent lower this year than last year. The construction value in the new commercial category is up marginally to \$3.2 million while the construction value in the new industrial category is up significantly to \$20.7 million when compared to the same time period in 2022.

## Permit Processing Times

The data represents the typical total permit processing time in calendar days for building permit issuance combined with the development permit when a development permit is required.

Permit processing times increased in the third quarter, which is reflective of the significant increase in the number of permits processed in the quarter. The total permit processing time for new residential construction permits during the third quarter was 31 days, an increase from 16 days during the second quarter. The total permit processing time for residential improvement permits requiring a development permit was 27 days, up from 13 days during the second quarter, while improvements not requiring a development permit was 18 days, up from 13 days. This increase in processing time was due to seasonality demand and focused efforts on the Safety Codes File Closure project.



The total permit processing time for non-residential improvement permits requiring a development permit was 36 days, down from 49 days during the second quarter, while for those not requiring a development permit it was 18 days, down from 38 days. The processing time for non-residential improvement permits is expected to vary from quarter to quarter as it is based on a small number of permits and projects typically vary in complexity.

## Transit Ridership

### On-Demand Local Service

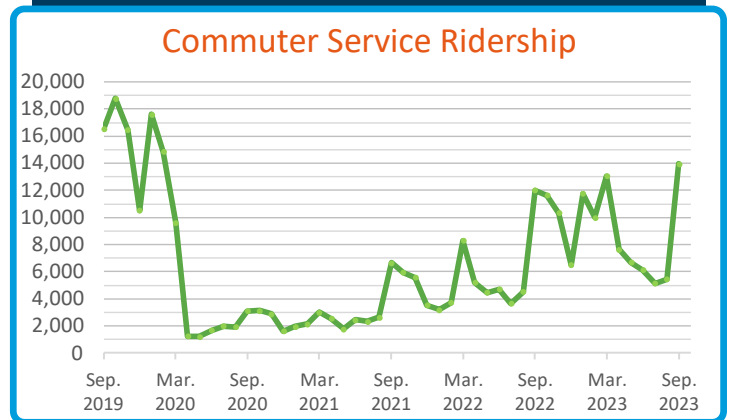
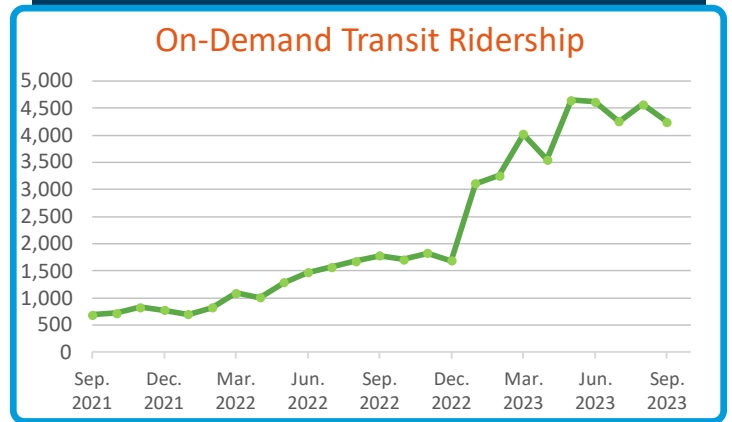
On-demand local transit service saw a slight drop in ridership in September when compared to June. However, the total ridership in the third quarter was 13,072, an increase of 2% over the second quarter.

Ridership on the current level of service has reached capacity, making it more difficult for users to book trips at their preferred travel time.



### Commuter Service

The commuter service saw a spike in ridership with 13,970 riders in September as students returned to post-secondary schools. This represents an increase of 16 per cent when compared to the same month in 2022.



## Economic Activity

### Commercial & Industrial Vacancy Rates

Vacancy rates in the industrial and retail sectors remained relatively unchanged. The vacancy rate in the industrial sector was 1 per cent in September, increasing slightly from 0.8 per cent in June. The small retail sector saw a slight decrease from 6.7 per cent in the June to 6.5 per cent in September, while the total retail sector saw a slight decrease from 3.3 per cent to 3.2 per cent.

The vacancy rate in the office sector saw the biggest change, increasing to 5.7 per cent in September. This can be primarily attributed to the availability of leasable space in the City Centre area.

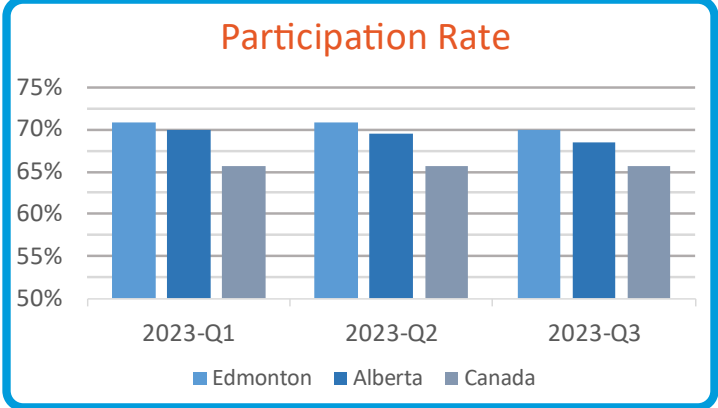
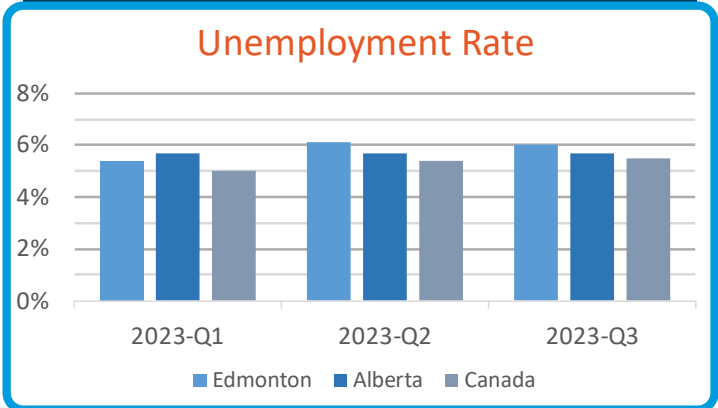
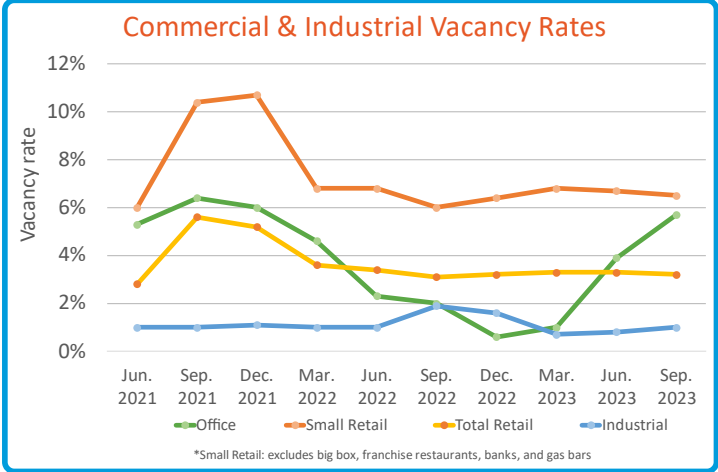
### Labour Force Trends<sup>1</sup>

The Edmonton region's unemployment rate decreased slightly to 6.0 per cent in September, down 0.1 percentage points from June 2023. Alberta's unemployment rate is unchanged at 5.7 per cent. The unemployment rate across Canada also increased slightly to 5.5 per cent, up 0.1 percentage points from June 2023.



The Edmonton region's participation rate decreased to 69.9 per cent in September, down 0.9 percentage points from June 2023. Alberta's participation rate decreased to 68.4 per cent in September, down 1.1 percentage points from June 2023. The participation rate across Canada decreased slightly to 65.6 per cent, down 0.1 percentage points from June 2023. Participation rate measures the total labour force (comprised of those who are employed and unemployed) relative to the size of the working-age population.

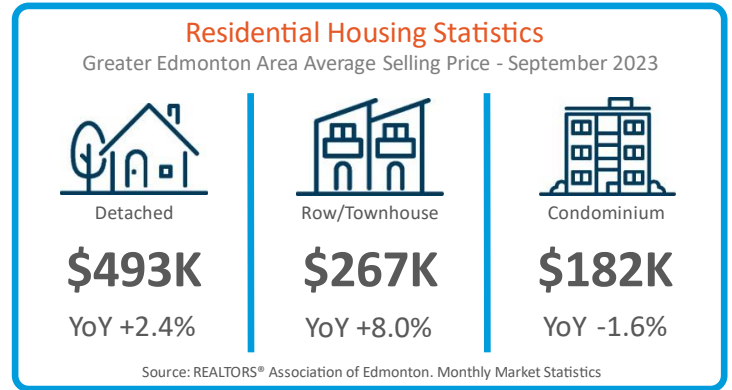
<sup>1</sup> Statistics Canada. Table 14-10-0287-03 Labour force characteristics by province, monthly, seasonally adjusted  
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410028703>



## Residential Housing Statistics<sup>2</sup>

The average selling price for detached homes in September was \$493,328 in the Greater Edmonton Area, a 2.4 per cent year-over-year increase and a June-to-September decrease of 1.4 per cent.

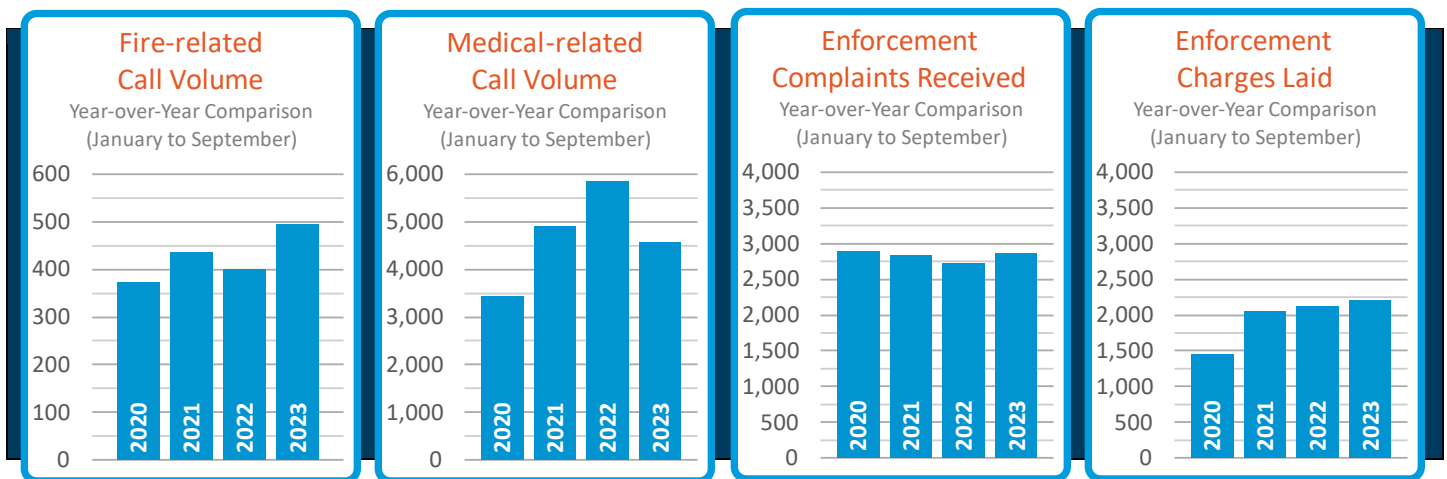
Row/townhouse prices averaged \$267,100, seeing an increase of 8 per cent year-over-year and an increase of 3.6 per cent when compared to June. Condominiums sold for an average of \$182,103, seeing a decrease of 1.6 per cent year-over-year and a decrease of 6.6 per cent when compared to June.



Historical data comparison showing the change in prices over the last two years is not available as the REALTORS® Association of Edmonton has recently adopted a new standardized way of reporting market statistics.

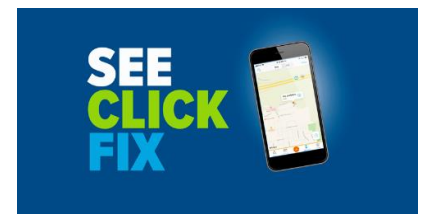
## Protective Services Statistics

The charts below represent the call volumes related to fire and medical calls as well as enforcement complaints received and charges laid. Enforcement complaints and charges laid represent both citizen-initiated and officer-initiated complaints and charges.



## Customer Experience - SeeClickFix

In the third quarter of 2023, the City responded to 194 service requests related to parks, trails and open spaces, graffiti, missed waste collection, debris on roadways, potholes, sidewalk damage, and other categories. This compares to 125 service requests during the same time period last year.



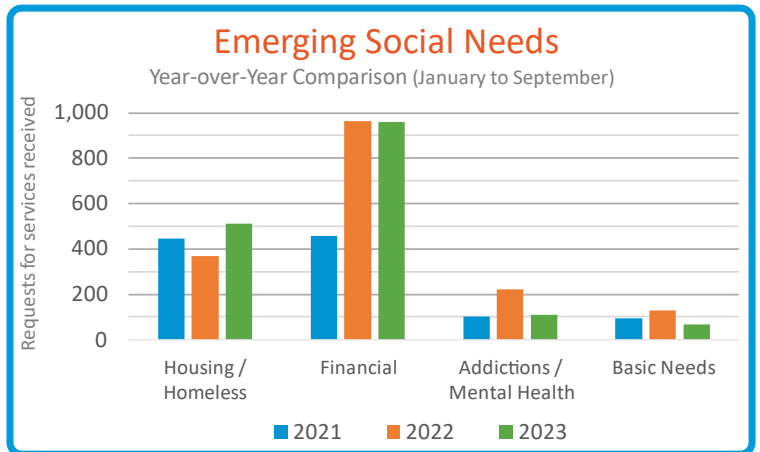
<sup>2</sup> REALTORS® Association of Edmonton. Monthly Market Statistics, <https://realtorsoftedmonton.com/stat-type/monthly-market-statistics>

## Emerging Social Needs

The chart represents the most common requests for services received through the Family and Community Support Services Information and Referral front desk, as well as from new and existing clients as supported through the Case Management Program and Regional Housing Program.

Assistance to access financial support continues to be the most requested service over the last two years.

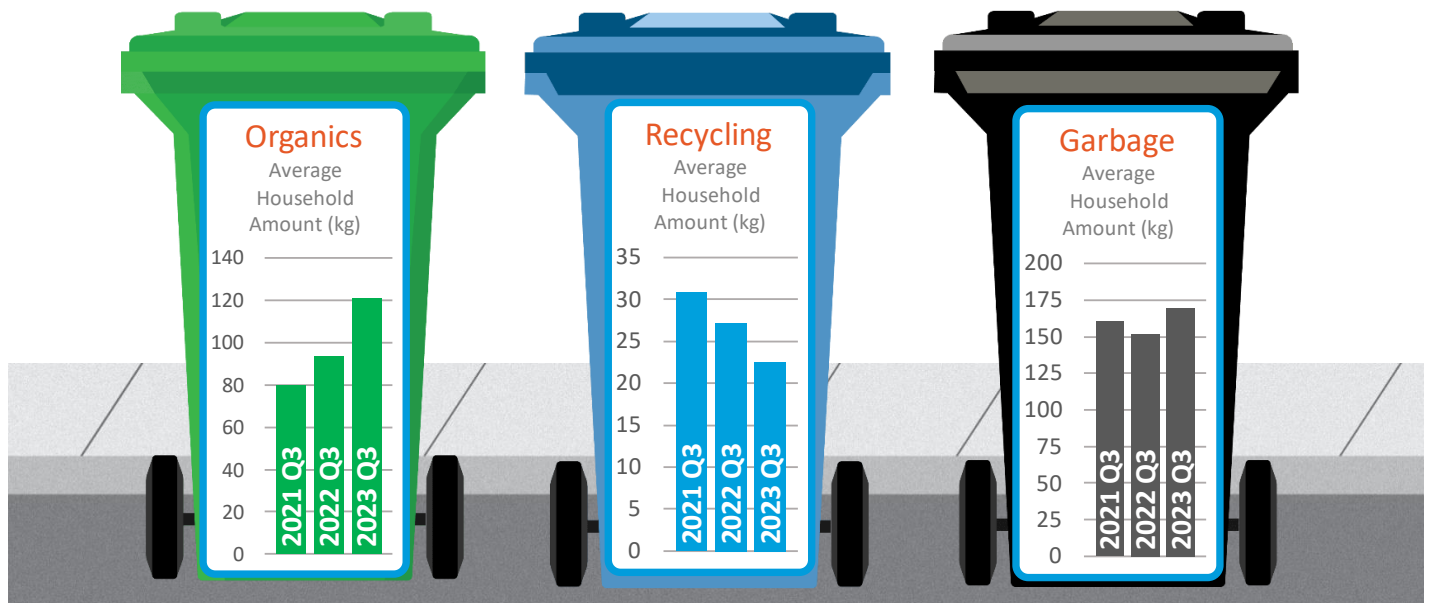
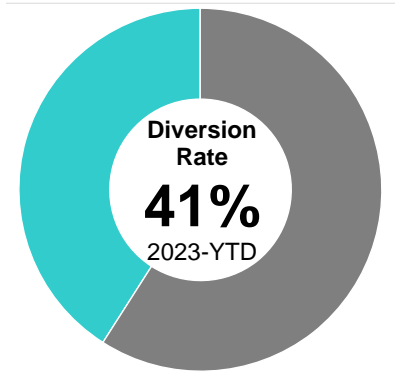
In the first three quarters of the year, 958 requests for financial support were received. This is about the same amount as during the first three quarters of 2022. The increase in the cost of living continues to put a strain on low-income families to meet their basic needs.



## Solid Waste Collection Statistics

The charts below represent the year-over-year comparison (July to September) of the average household curbside solid waste collected in kilograms (kg) for each of the three streams. Between July and September 2023, on average, the City collected 137 kg of organics, 23 kg of recycling, and 154 kg of garbage from each household. The increase in the amount of organics collected is likely as a result of an increase in the amount of grass clippings collected due to an above average amount of rain in the third quarter.

The waste diversion rate for the first three quarters combined works out to 41 per cent. Waste diversion rates fluctuate through the seasons and the rate is typically higher in the spring and summer months due to yard waste. Waste diversion represents the proportion of waste diverted from the landfill and is calculated by dividing the amount of organics and recycling by the total waste collected.



## Social Media and Website Statistics



### Our most popular Facebook post of the quarter

Our most popular Facebook post from the third quarter was all about the Canada Day fireworks which capped off the day high above Jubilee Park.

The post received 288 reactions, 15 comments, and 17 shares.





## Community Connections



### Programs & Events

#### Canada Day



An estimated 7,000 people attended the Canada Day celebration in Spruce Grove. Survey results show the highlights of the day were music, food and children's activities. Survey respondents noted some areas for improvement, including having more food options available to create shorter line ups and beginning the festivities at 1 p.m. Overall, attendees enjoyed the event and had a great time.



**Strategic Plan Alignment to 4.b:**  
*Enhance offerings in culture programming events offered to the community.*

#### Youth at the Log Cabin



More than 120 youth attended the Youth at the Log Cabin program with an average of 22 daily participants.

Youth at the Log Cabin is a summer drop-in program for youth ages 12-18. It was held Monday through Saturday from 1-8 p.m. at the Lions Log Cabin, located at Central Park. Youth connect with friends, try new crafts, and play games and sports.

New this year were programs to support social connection, resiliency, and mental well-being, provided by Community Social Development.

On August 30, an Open Bus event was held to provide youth information about the on-demand transit system. They were invited on the bus and were shown how to download the app and book a trip.

#### Summer in the City



This year's Summer in the City programming for children and teens included Adventure Camps, Art Explorer Camps, Leaders in Training, and Teen Retreat.

Adventure Camps were at 82 per cent capacity, while the Art Explorer Camps were at 73 per cent. Survey respondents rated their overall experience as 4.8 out of 5. All survey respondents indicated that these two programs "cultivated a safe environment for friendships, growth, and participation" for their children.

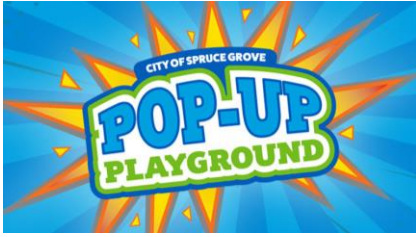
Thirty-two youth participated in the Leaders in Training program this year and they volunteered a total of 2,688 hours to help run the Summer in the City programs in July and August. Participants gained valuable work experience, had an opportunity to meet new friends and strengthened their leadership skills. As part of the program, youth leaders received their certification in the High Five Principles of Healthy Child Development.

Teen Retreat was a new summer camp which provided experiences for teens ages 13-17 to make friends, gain life insight, get active with swimming, engage in healthy competition and more. The camp was at 70 per cent capacity with fourteen youth attending. Survey results show that 80 per cent of survey respondents would register for this camp again.



**Strategic Plan Alignment to 3.a:**  
*Offer recreation and leisure programming that best serves the community.*

## Pop-up Playground



Pop-Up Playground took place throughout the parks of Spruce Grove in July and August and had more than 2,000 participants. The free drop-in program featured bouncy castles, balloon animals, face painting and other fun activities. The final day of Pop-Up Playground was held August 18 at Jubilee Park. Survey respondents rated their overall experience as 4.8 out of 5. All survey respondents indicated that they either “agreed” or “strongly agreed” that Pop-Up Playground “cultivated a safe environment for friendships, growth, and participation” for their children.



**Strategic Plan Alignment to 3.a:**  
*Offer recreation and leisure programming that best serves the community.*

## Alberta Day

A free community party was held on September 1 at the Fuhr Sports Park parking lot to celebrate Alberta’s birthday. The event included musical entertainment by country artists Stirling John and Ryan Snow, family and children’s games and activities, food trucks and an Alberta Fact scavenger hunt.



**Strategic Plan Alignment to 4.b:**  
*Enhance offerings in culture programming events offered to the community.*

## Block Party Program



This year, a total of 37 block parties were hosted in the community. The City’s Block Party program creates an opportunity for residents to get to know their neighbours and help build a more connected community.

Block Party hosts received a voucher to help pay for food and refreshments and had access to games/activity rentals and signage to advertise the party.

Survey data indicates that 97.5 per cent of survey respondents feel a stronger sense of community with the people in their neighbourhoods and an increased sense of trust with their neighbours since attending a block party. All block party hosts surveyed indicated that they would organize a block party again. 90.5 per cent of survey respondents would like to participate in more events in their neighbourhoods as a result of the block party.

Block party applications were accepted until September 17 and block parties could be held until October 1. This year, there was no limit on the number of block parties that could be booked.



**Strategic Plan Alignment to 1.b.2:**  
*Identify community groups the City can build capacity within to deliver programs and host events.*

## Doghouse Orchestra and Ellen Froese Performance



Doghouse Orchestra and Ellen Froese performed on July 19 in Central Park. The lively, free outdoor performance, attended by over 100 people, featured a unique blend of country, funk and jazz music.

Doghouse Orchestra is a collective of fantastic Toronto-based musicians. Ellen Froese is what you'd call a "prolific artist"; having amassed a variety of projects.



**Strategic Plan Alignment to 4.b:**  
Enhance offerings in culture programming events offered to the community.

## E-Scooter Pilot Program



The e-scooter pilot program launched in June, giving Spruce Grove residents a new option for transportation and recreation. Between June and the end of September, there were more than 15,000 e-scooter rides logged and riders traveled over 60,000 kilometers.

The pilot program is now complete. The City will hold a public hearing, likely in early 2024, where residents and users can provide their feedback and ask questions. City Council and Administration will consider the data collected when deciding whether to offer an e-scooter program on a permanent basis.

## National Day for Truth and Reconciliation



To commemorate the National Day for Truth and Reconciliation, an event was hosted at Horizon Stage in partnership with the Spruce Grove Public Library and Skydancer Indigenous Cultural Society. The event was attended by nearly 200 people and provided an opportunity to learn about Canada's history, engage in meaningful conversation, and hear from a local Elder.

The evening included a musical performance by Alexis and Ted Wright and a screening of the documentary *It Had to Be Done* by Tessa Desnomie. The event was funded and supported by the Canadian Heritage Grant.

## Halloween House Hunt



The annual Halloween House Hunt was held from October 6 to October 23. The Halloween House was hidden around the trail system and in public outdoor locations in Spruce Grove, with clues posted on the City website. The contest provided six chances to win a great prize package purchased from local vendors and businesses.

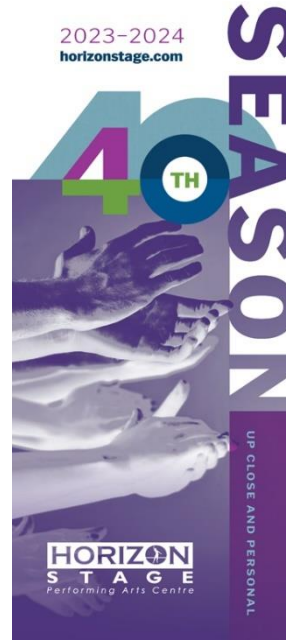
## Horizon Stage 40th Anniversary Season



Horizon Stage is proud to be celebrating its 40<sup>th</sup> anniversary season by bringing back many of the ‘fan favourite’ artists and performers who have thrilled and inspired audiences over the past four decades.

Tickets for the new season went on sale on August 16 and within the first month, 31 per cent of the available tickets for the 22-show lineup were sold.

From musicians to magicians, there's something for everyone! Visit [horizonstage.com](http://horizonstage.com) to see the full lineup and purchase your tickets online.



## Community Events

### Grove Rotary Ribfest

The City supported the Rotary Club of Spruce Grove in organizing its third annual Grove Rotary Ribfest from July 14-16.



The multi-day event included activities, food and entertainment.

### Agra Fair

The Spruce Grove & District Agricultural Society hosted its annual Agra Fair from August 25-27.



The event included bench shows, local vendors, a parade and much more. The City provided operational support and helped to market the event.

### City Centre Markets



The Spruce Grove City Centre Business Association in partnership with the City, hosted the City Centre Markets throughout the summer. The markets took place on July 30, August 13, and August 27.

Each City Centre Market was uniquely programmed to display the talents of a diverse set of vendors. These home-based and similar businesses had the opportunity to showcase their products to a much wider audience. The events also included live entertainment and kids’ activities.



**Strategic Plan Alignment to 1.b:**  
Support community groups through advocacy, capacity building, and grant funding



The second phase of engagement for the Municipal Development Plan (MDP) update, *Shaping Our Community*, was completed in August.

The City asked the public to participate in a survey about options and preferences for community drivers which are key topic areas for community-building that influence and shape a community over time. There were 222 responses to the digital survey, which closed in May.

At the August 21 Council Meeting, Council was presented with an update on the progress of the Municipal Development Plan. At the meeting, Council also approved the Policy Direction Statements Matrix.

On October 18<sup>th</sup>, the City shared with the community the information gathered to date, including the process followed, the identified values and drivers, the community's preferences, and the policy direction that will guide community decision-making to shape our future. The final phase of engagement, Phase 4, will be the presentation of the draft MDP document, expected in early 2024.



**Strategic Plan Alignment to 6.a:**  
*Plan for neighbourhoods that offer a range of housing options, employment opportunities, art, culture and recreation facilities, and other amenities as part of the Municipal Development Plan (MDP) update*

## Community Gardens and Orchards

The City is working to bring fruit-bearing trees and bushes to local parks. This summer, several fruit trees and bushes were added to parks throughout the city, including those bearing apples, Nanking cherries, Haskap berries, saskatoons, blueberries, Romeo cherries and blackcurrants.



Edible trees provide food for humans and animals, aesthetic value, and many other benefits to the community. Residents are welcome to pick and take from fruiting trees and bushes on a first come first served basis.



**Strategic Plan Alignment to 5.a.2:**  
*Consider opportunities for private and publicly owned community gardens and orchards that will increase access to food across the community.*

## Newest Public Art Piece



On September 18, the newest piece of public art was officially unveiled. The beautiful mountain and prairie landscapes were

created on a portable shipping container as part of this year's Canada Day and Alberta Day celebrations.

The shipping container will soon be on display at events throughout the community. See our other murals and public art at

[www.sprucegrove.org/PublicArt](http://www.sprucegrove.org/PublicArt).



## Liberty Swing

This summer, kids and even grown-ups had a chance to experience the freedom of using a swing.

Located in Jubilee Park, the Liberty Swing is specially designed for people who use a wheelchair or have other mobility challenges.

The Liberty Swing was made possible through the partnership with Cohesive Communities, and the remarkable generosity of local philanthropists.

“The Liberty Swing is a great example of how we’re engaging with our community partners to address inequities and provide our residents with the amenities they need,” said Mayor Jeff Acker. “We want to make sure our parks and playgrounds are accessible to every resident who wants to use them, and we’re so pleased to see this enhancement at Jubilee Park.”



“This swing is a wonderful addition to the park to make it accessible for more children. I applaud you for adding this.”

- James Smith,  
local resident



**Strategic Plan Alignment to Goal 3:**  
Parks and recreation facilities are designed to achieve multiple benefits and accommodate a diversity of people and activities.

## Re-imagined Central Park



On August 21, Council approved the Re-Imagined Central Park multi-year project at a cost of \$7.4 million, which included the detailed design and initial construction of the wheeled sport amenities, adjacent plaza space, and related infrastructure upgrades. Construction is to begin in 2024. On October 17, residents were invited to learn about the Re-imagined Central Park project at a public open house.

Re-imagined Central Park is the roadmap which will guide the revitalization and enhancement of this space. Central Park is in the heart of Spruce Grove and has long been a popular spot for community gatherings, special events, recreation, and play.

For more details and to stay updated on this project, please visit [sprucegrove.org/ReimaginedCP](https://sprucegrove.org/ReimaginedCP).



**Strategic Plan Alignment to 3.c.:**  
Invest in infrastructure to support recreation programming.

## Housing Strategy

In August, the City applied to the Canada Mortgage and Housing Corporation's (CMHC) Housing Accelerator Fund (HAF). The program provides incentive funding to develop and implement initiatives that create more housing at an accelerated pace and enhance certainty in the approvals during the building process.

The City also continues to develop a long-term supportive housing initiative, with the goal of building a permanent supportive housing facility in Spruce Grove. This includes identifying a non-profit partner agency to operate the facility, finding a suitable location, and securing the necessary funding to build and operate the facility.



**Strategic Plan Alignment to 2.b.4:**  
*Build a housing strategy that aligns with both the housing state scan and work to update the Municipal Development Plan that also maximizes federal and provincial investment strategies.*

## Low Income Transit Pass

The Low Income Transit Pass Program (LITP), funded through a \$46,000 Government of Alberta Grant, helps to support residents to access public transit and connect with their community.

Subsidized rates are offered for both Local and Commuter monthly passes. Further, Newcomers to Canada (who arrived in Canada within the last three months) are eligible for three months of fully subsidized passes (either Local or Commuter passes). After that, individuals will be transitioned to the subsidized rate, as applicable.

More information on the Low Income Transit Pass Program and Spruce Grove Transit can be found at: [sprucegrove.org/Transit](https://sprucegrove.org/Transit).



**Strategic Plan Alignment to 2.b:**  
*Reduce accessibility and affordability barriers to housing, programming, and transportation services.*

## Community Outreach

The City of Spruce Grove is now operating a new community outreach model of service to support unsheltered individuals, those at risk of homelessness in the community and individuals who experience multiple barriers to well-being.

The outreach model consists of a Community Outreach Team that includes an outreach supervisor, three community outreach workers, and a dedicated Community Peace Officer. The team will be able to connect vulnerable residents to appropriate resources, either in Spruce Grove or other jurisdictions. They will provide holistic solutions to support vulnerable individuals and make the community safe for everyone.

The Community Outreach Team will also be active in providing timely responses to the community, businesses, and partner inquiries to enhance community education, awareness and coordination.

The community outreach model is funded through a combination of municipal and grant sources.

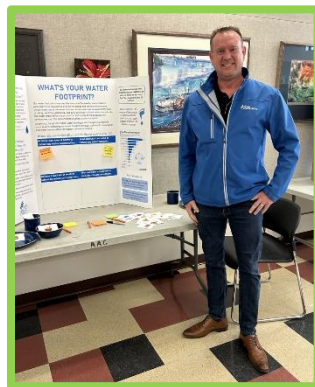


**Strategic Plan Alignment to 2.c:**  
*Facilitate access to supports for residents who are unsheltered, homeless or at risk for homelessness.*



## Climate Adaptation Education Program

On October 14, the City hosted a water conservation workshop as part of the City's Climate Adaptation Education Program. The workshop was free to attend and provided various hands-on learning opportunities to support climate change resilience.



Activities included exploring a rain garden, learning how to select climate resilient plants for your yard or garden, learning about water leaks (and how to prevent them), the relationship between food production and water use, and an opportunity to make a pledge to conserve water at home, school, and work.

The workshop was offered thanks to funding from the Municipal Climate Change Action Centre, which is a partnership of Alberta Municipalities and Rural Municipalities of Alberta.



**Strategic Plan Alignment to 8.c.2:**  
Develop an education program for residents about local climate change impacts.

## Electric Vehicle Charging Stations

Since the launch of the Electric Vehicle Charging Stations in June until end of September, the chargers have been used 79 times for a total of over 150 hours, delivering over 900 kilowatt-hours (kWh) of energy.

For more information, visit [sprucegrove.org/ElectricVehicles](https://sprucegrove.org/ElectricVehicles).



## Arc System Welcomes More Riders

Youth and student riders can now use Arc, the region's electronic fare payment system. Arc allows riders to pay for transit when and how they use it.



With Arc, riders can conveniently tap on and off buses and LRT without having to carry exact change or paper tickets and passes. Riders can check their balance and add money to their Arc accounts anytime, anywhere, including online, by phone or at the Border Paving Athletic Centre at 9 Tri Leisure Way.

The monthly fare cap for Youth and Student riders is \$100 for commuter service to Edmonton and \$45 for local trips. Once the monthly cap has been reached the rest of the month will be free for that service.

More information about Arc and Spruce Grove Transit can be found at: [sprucegrove.org/Transit](https://sprucegrove.org/Transit).



### Did you know?

This year, in addition to the nearly 1,500 new tree seedlings planted in Heritage Grove Park this spring, the City planted almost 300 trees in city parks and boulevards.





## City Centre Revitalization

Construction in the City Centre this year focused on creating a more pedestrian focused environment by improving sidewalks and street crossings, while also incorporating more trees and landscaping.

In the third quarter, work on McLeod Avenue and Main Street was substantially completed. Work on this project included a new center median on McLeod Avenue, new curbs and sidewalks, planter boxes and tree grates, streetlights, and the installation of new street furniture like benches. New trees have been planted with the remaining landscaping work to be finalized in the spring of 2024. Some of the back alleys were paved as part of the work on this project. All streets in the City Centre area are now open to traffic.

The Calahoo Road underground work was completed with the surface work to be completed in 2024. Jespersen Avenue surface work was completed in the third quarter.

The streetscape revitalization work is part of the overall City Centre Area Redevelopment Plan, a \$43 million project with the objective of re-invigorating the City Centre, which was approved by Council in 2020.

For more details and to stay updated on this project, please visit [sprucegrove.org/CCARP](https://sprucegrove.org/CCARP).



Photo courtesy of ISL Engineering



*Strategic Plan Alignment to 11.a:  
Create opportunities for residents to  
experience a revitalized City Centre.*



## CityCentreOpenForYou.ca

Residents are reminded to continue supporting City Centre businesses by shopping local. Visit [CityCentreOpenForYou.ca](https://CityCentreOpenForYou.ca) for a business directory and interactive map to find businesses and parking in the area.



## Storefront Improvement Program



The City Centre Storefront Improvement Program launched this year. The City launched the program to provide commercial property and business owners in the Spruce Grove City Centre with a funding incentive to make exterior improvements to their storefronts.

Since the program launched in May, fourteen applications were received, requesting a total on \$72,000. At the end of the third quarter six projects were completed and grant funding totaling \$31,500 has been given out.

The City of Spruce Grove has allocated \$75,000 to provide 50% matching grants of up to a maximum of \$7,500 per storefront or up to \$10,000 for improvements on a street corner where improvements are made to two façades. It is expected that nearly all grant funding allocated for 2023 will be used.

This program will benefit many City Centre businesses and building owners by increasing sales and foot-traffic, improving window shopping and curb appeal, encouraging a high general standard of storefront maintenance, fostering stability and renewal of existing businesses, attracting new types of businesses, and helping to fill vacancies.

For more information about the program or to apply visit [investsprucegrove.ca](https://investsprucegrove.ca).



*Strategic Plan Alignment to 11.a.3:  
Promote a welcoming and safe environment in the City Centre to encourage increased tourism and visits.*

## Digital Economy Program

Almost 130 local businesses have now signed up for the Digital Economy Program (DEP) and eighty-two have completed their engagement and are on their way to digital transformation.

The program is still accepting applications. For more information and to sign up, visit [www.yourdep.ca](https://www.yourdep.ca).

## High Load Truck Route



Work has been completed to create a high load corridor on Campsite Road/Jennifer Heil Way, connecting the City's industrial area to Highway 16.

Traffic signal adapters are now in place on the north/south poles allowing them to swivel out of the way to accommodate oversized loads through Spruce Grove.

The corridor will allow local businesses to transport large pieces of equipment and fabricated components safely and cost-effectively and will promote long-term economic development and prosperity in the region.

## Check out the October edition of the Economic & Business Development Newsletter

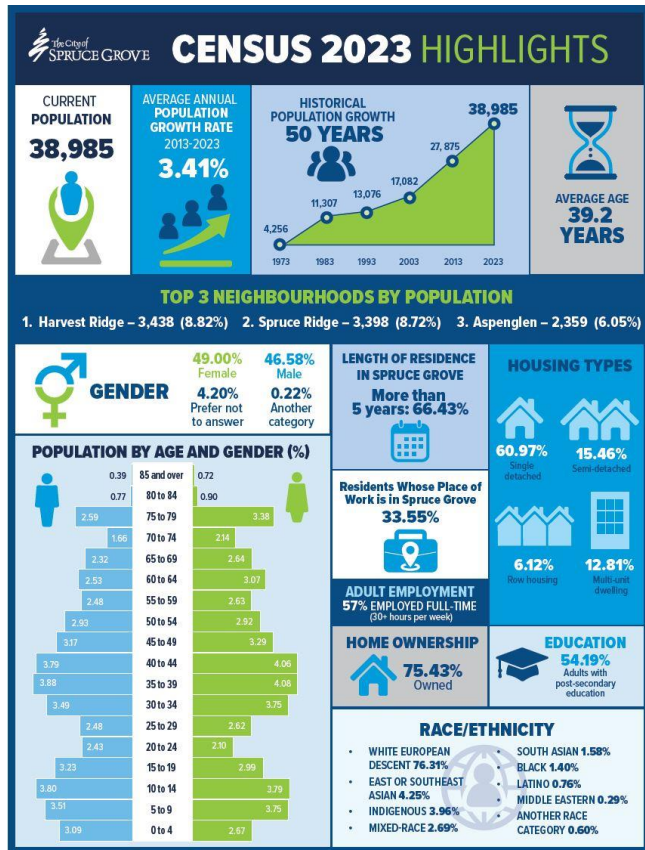
Find out about this month's featured local businesses, stay informed about new development, and learn about interesting upcoming events. Visit [investsprucegrove.ca](https://investsprucegrove.ca) and subscribe to the newsletter.





# SPRUCE GROVE Census

Spruce Grove's population is 38,985, according to the 2023 municipal census. The average annual population growth rate for the past ten years is 3.41 per cent, and more than 66 per cent of Spruce Grove residents have lived in the city for more than five years! Additional information captured through the census is included below.



Feedback received from the 1,200 responses to the public input survey, conducted between May 15 and July 9 on the [Community Standards Bylaw \(CSB\)](#), was presented and discussed during the September 18 Governance and Priorities Committee meeting.

Overall, there is strong support (over 60 per cent of respondents agree) on most of the standards. The feedback will inform the development of the CSB and impact discussions on the future of licensing for hen and/or beekeeping practices in the City.

The Community Standards Bylaw will be a tool for ensuring a safe, healthy and inviting community. It will include four major themes: Public Behaviour, Property Maintenance and Neighbour Relations, Noise Control, and Smoking and Cannabis. A draft of the bylaw will be developed and brought back to City Council for review and discussion in March 2024.



**Strategic Plan Alignment to 6.b.3:**  
Review City bylaws to differentiate definitions of unkempt properties from land use standards that provide opportunities for eco-landscaping.

To view the above select results, check out the [census highlights infographic](#).

The full [census demographic report](#) is also available to view.

## Transportation Master Plan

The City is creating a new Transportation Master Plan that will reflect the current transportation needs of Spruce Grove and align with the new Municipal Development Plan (MDP).

The integrated Transportation Master Plan (iTMP) is a long-term plan for the City's transportation network that addresses the current and future mobility needs of residents, businesses, and visitors. This plan will serve as a comprehensive blueprint for the City's transportation infrastructure and services, including roads, sidewalks, trails, and transit. The iTMP is scheduled to be completed in the spring of 2024.

The City invited residents, business owners, and all interested parties between October 4 and November 17 to share their thoughts on how we can plan for a transportation network that will support a safe, accessible, and healthy community.

The feedback will be used to interpret the values of the community and identify areas of concern, need, opportunities, and aspirations to ensure future planning takes those things into consideration.



**Strategic Plan Alignment to 6.a.3:**  
Coordinate an update to the City's Transportation Master Plan with the development of the MDP, which includes an updated Active Transportation Network Plan.

## Reporting Dashboard

The City's reporting dashboard provides key data to monitor and share important information about the community and the City's programs and services.

The dashboard includes data related to population and demographics, development and construction, local economy, finances, community safety, social media, environment and transit.

The dashboard is updated quarterly and displays historical data trends.

To view the Reporting Dashboard, please visit [sprucegrove.org/Dashboard](https://sprucegrove.org/Dashboard)



# CAPITAL PLAN IMPLEMENTATION HIGHLIGHTS

## Municipal New Capital

### Civic Infrastructure

#### City Hall Customer Service Renovation

- The renovations were completed in the first quarter of 2023 at a total cost of \$760,000.

### Community Facilities

#### Civic Centre and Transit Centre

- Completed structural piling in May.
- Completed sanitary, storm, and water networks that will service the Transit Centre and nearby commercial property in May.
- Utility installation to the Civic Centre facility and the rest of the site is ongoing.
- Foundations and backfilling are ongoing.

### Parks and Open Spaces

#### Re-Imagined Central Park

- Completed detailed design work.
- The first phases of construction are set to begin in 2024.

### Public Transit

#### Bus Stop Pads

- Constructed ten new bus stop pads in 2023 as part of the bus stop pad construction program. The new concrete pads make the bus stops more accessible and easier for individuals to get on and off the bus.

### Transportation

#### High Load Truck Route

- Installed traffic signal adapters on the north/south poles.
- Fortis moved the overhead lines at Diamond Avenue and Campsite Road to underground.
- The project is now complete.



# Municipal Repairs, Maintenance and Replacement

## Transportation

### City Centre Area Redevelopment Plan

- Completed a new center median on McLeod Avenue.
- Constructed new curbs, sidewalks, planter boxes and tree grates.
- Installed streetlights and new street furniture.
- Paved back alleys.

### Road Rehabilitation

- Completed concrete repairs and paving on Jespersen Avenue, Creekside Way, and Stoneshire Manor.

### Hwy 16A Resurfacing

- Paved Hwy 16A eastbound from Jennifer Heil Way to Nelson Drive.
- Paved Hwy 16A eastbound from Century Road to the east City limit, including the entire Hwy 16A/Century Road intersection.

### Deer Park Surface Rehabilitation

- Replaced concrete curbs, gutters and sidewalks.
- Paved roads.

### Traffic Signal Rehabilitation

- Installed new traffic signals at the Calahoo Road/Millgrove Drive intersection.
- Improved traffic signals at the Grove Drive/King Street intersection.

### Vehicles & Equipment Replacement

- Replaced a loader as part of the lifecycle replacement plan which helps ensure reliability to maintain service levels. The new loader was put into service in September in time for the snow removal season.
- Purchased two electric trucks as part of the lifecycle replacement plan.

## Parks and Open Spaces

### Pedestrian Walkways

- Constructed a new sidewalk on the south side of McLeod Avenue from the east to the west end of Broxton Park School.
- Completed three new crosswalks with concrete bump outs, signage and high visibility yellow paint on McLeod Avenue. The new crosswalks allow for safer crossing of McLeod Avenue and encourage traffic calming in the immediate area.



Photo courtesy of ISL Engineering



## Utility New Capital

### Stormwater

#### Greenbury Dewatering Install Phase 1

- Installed a new storm sewer on the north end of the existing bioswale.

## Utility Repairs, Maintenance and Replacement

### Water and Sanitary Sewer

#### Industrial Area Utility Rehabilitation

- Replaced and upsized watermains at Century Road from South Avenue to Diamond Avenue and from Diamond Avenue from Century Road to Schram Street.

#### City Center Watermain Rehabilitation

- Replaced watermain within Golden Spike Road/Calahoo Road from south of the CN Rail to Weston Drive.

#### Pressure Reducing Valve Installation

- Installed pressure reducing valves in the north part of Spruce Grove (Longview Drive, Fairway Drive, Aspenglen Drive and Fieldstone).

## Developer New

### Transportation

#### Pioneer Road Top Lift Asphalt Construction

- Prefilled and paved Grove Drive from existing roundabout to approximately 180m west, and Pioneer Road from Grove Drive to Hwy 16A.



# FINANCIAL HIGHLIGHTS

## Operating Summaries

### Municipal Operating Summary

Third quarter Municipal operating results reflect a projected annual surplus of \$1,460,000 based on projected revenue increases of \$1,261,000 in addition to a decrease in projected expenses of \$199,000.

(Items in **bold** refer to specific revenue sources and financial functions/categories listed on the respective Operating Summaries attached to this report.)

### Municipal Revenue Summary

The following are revenue highlights from the Municipal Operating Summary attached to this report.

Projected revenue increases of \$1,261,000 are primarily comprised of the following:

- **Government Transfers – Operating** is forecasted to be \$810,000 higher than budgeted, remaining relatively unchanged from Q2 forecast of \$822,000.
- **Licenses and Permits** revenue is projected to be \$1,027,000 higher than budgeted, primarily due to some large non-residential permits approved this quarter.
- **Other revenue** is projected to be \$85,000 higher than budgeted due to a higher than anticipated WCB reimbursement.
- **Sales and User Fees** are projected to be \$162,000 lower than budgeted, due primarily to planned subdivision application and endorsement fees that are \$126,000 lower than anticipated, and a projected decrease in Horizon Stage ticket sales of \$45,000.
- **Franchise Fees** are projected to be \$232,000 lower than budgeted based on anticipated consumption.

### Municipal Expense Summary

The following are expense highlights from the Municipal Operating Summary attached to this report.

Projected expense decreases of \$199,000 are primarily comprised of the following:

- **General Government** expenses are projected to be \$230,000 lower than budgeted. This is primarily due to a \$569,000 decrease in personnel costs resulting from staff vacancies offset by an increase of \$348,000 for contracted services.
- **Protective Services** expenses are projected to be \$153,000 lower than budgeted. This is primarily due to a \$269,000 decrease in personnel costs resulting from staff vacancies offset by a \$70,000 increase from provincial wildfire response and \$50,000 increase for medical supplies.



- **Transportation and Roadway** expenses are projected to be \$395,000 lower than budgeted. This is primarily due primarily due to \$164,000 decrease in transit program service costs; \$128,000 decrease in personnel costs resulting from staff vacancies; and \$100,000 decrease in professional engineering fees.
- **Community Services** expenses are projected to be \$805,000 higher than budgeted resulting primarily from the \$400,000 contribution to the Parkland Pickleheads Pickleball Club project, \$240,000 in increased costs for the community outreach program and a \$136,000 increase in personnel costs to support the Community HUB.
- **Development Services** expenses are projected to be a \$225,000 lower than budgeted. This is primarily due to a \$300,000 decrease in personnel costs resulting from staff vacancies offset by an increase of \$80,000 for contracted services and consulting fees for planning and development.

## Utility Operating Summary

- Third quarter utility results are projecting a surplus of \$1,008,000 primarily attributed to:
  - \$515,000 decrease in expenses for **Stormwater** Management Facility (Ponds) Rehabilitation allocated to the corresponding capital project.
  - Anticipated cost savings of \$316,000 under the new **solid waste** services contract that was signed in March 2023, offset by \$87,000 increase in fuel costs.
  - \$120,000 projected decrease in contracted services for **water** infrastructure repairs and maintenance.
  - \$74,000 projected increase in revenues from **sales and user fees** at the Eco Centre.
- The projected utility surplus results in an increased **Transfer to Reserve** of \$1,008,000.

## Developer Summary

- Third quarter developer results reflect a projected decrease in **developer contributions and levies** of \$1,458,000 based on signed development agreements, with in a net offsetting projected overall increase of \$1,259,000 in **Transfer from Reserve** and decrease of \$199,000 in **Transfer to Reserve**.

## Capital Summaries

The following are capital highlights from the Capital Summaries attached to this report.

### Municipal Capital Summary

- **High Load Truck Route** is projected to be \$25,000 less than budgeted due to cost savings.

- **Workplace renovations at City Hall** has a \$296,000 cost increase due to tendered costs being higher than budgeted, as well as additional architecture and abatement costs.

### Utility Capital Summary

- No significant capital variances to report.

### Developer Capital Summary

- **Pioneer Road Top Lift Asphalt** is projected to be \$310,000 less than budgeted due to repair work being completed by the prior construction contractor.