



QUARTERLY REPORT

City of
St. Albert
Alberta, Canada

2011

Celebrating 150 Years



SECOND QUARTER

Table of Contents

Economic Development 3

Business Attraction and Development	3
Tourism Development	3
Promoting St. Albert	4
Other Items of Importance to Council	4

Land-Use Planning 4

Expedite Sound Decision Making on Commercial and Light Industrial Development	4
Expedite Sound Decisions on the Land Areas Designated as Future Study Area to Allow for Development	5
Make Necessary Updates to Municipal Development Plan (MDP) to Remove All References to Smart Growth	5

Safety and Health 5

Safety	5
Health	6
Other Items of Importance to Council	6

Social 7

Strengthening our Community	7
Housing	7
Other Items of Importance to Council	7

Infrastructure 8

Complete Ray Gibbon Drive	8
Riel Area Enhancements	8
Enhance Public Transportation	8
Community Amenities	9
Civic Infrastructure	9

Environment 9

Environmental Plans	9
Other Items of Importance to Council	10

Council Governance 10

Council Operations	10
Connecting our Community and Region	11

150th Anniversary 11

Deliver Exceptional Year-Long 150 th Anniversary Celebration Activities	11
Advocate for Funding to Support the Operational and Legacy Project of the 150 th Anniversary	11
Support the Community and its Volunteers in their Provision of 150 th Anniversary Activities	11

Other Items 12

Attract and Retain High Quality Employees	12
Deliver Programs and Services that Meet or Exceed our Standards	12



Economic Development

Increased businesses, visitors and investment are achieved to strengthen and diversify St. Albert's economy.

Business Attraction and Development

Pursue Commercial and Light Industrial Development

Administration continues to meet with various business owners, land owners and developers to discuss opportunities for commercial and light industrial development in St. Albert.

Marketing Plan to Attract and Retain Businesses

The marketing plan is currently in its third year and the focus is shifting from internal marketing (Join Us Campaign) to a more external focus (Grow With Us Campaign). Some of the planned events that took place in quarter two include:

- St. Albert commercial that aired on Dragon's Den.
- Transit ads on two Edmonton buses and one St. Albert bus.
- Networking and intelligence gathering at various economic development and business events.
- Display booth at the Travel Alberta Show.
- Two Edmonton Examiner ads promoting events taking place in St. Albert.
- Sponsorship of a hole at the Chamber of Commerce Annual Golf Tournament.

Capital Region Board (CRB) Economic Roadmap

Council and Administration received the CRB Economic Roadmap report. This report was initiated by Alberta Finance and Enterprise to identify ways to improve regional competitiveness. Administration is considering the recommendations in this report and the impact future initiatives may have on St. Albert. These recommendations were also forwarded to St. Albert Economic Development Advisory Committee (SAEDAC).

Light Industrial Park Location

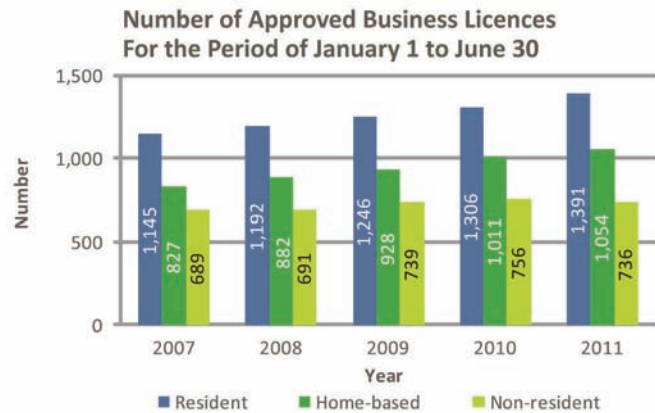
On June 20, Council received the Future Industrial Land Requirements Study report. Copies of the report were also sent to landowners, developers, SAEDAC, the Chamber of Commerce and other stakeholders. Further discussion with Council will take place in August.

Downtown Area Redevelopment Plan (DARP)

In May, Council accepted a high-level implementation plan for DARP as information.

Business Licences

In comparison to 2010, the number of business licences increased by 85 for resident businesses and by 43 for home-based businesses as of the end of the second quarter of 2011. There were 20 fewer non-resident businesses when compared to 2010.



Target for 2011: 1355 resident, 1072 home-based and 849 non-resident businesses.

Tourism Development

Heritage Site Phase 1

The 1906 elevator was opened for the Canada Day celebrations. The 1929 elevator will open to the public in September.

New Visitor Guide

The new visitor guide was developed and approximately 2,800 copies were distributed to Visitor Information Centres across Alberta. The guide is produced annually to showcase St. Albert to visitors and potential visitors. This comprehensive guide promotes all that St. Albert has to offer and includes a special event listing and a city map.

Official 2011 City of St. Albert Map

The official 2011 City Map was produced and is now available for purchase at the Business and Visitor Centre. The map was also distributed to residents through the St. Albert Gazette Directory.

The 2011 City Map received first place in the Public Sector category at the annual GeoAlberta conference, the annual gathering of Alberta Geographic Information System (GIS) professionals, recognizing the work done by Corporate GIS and Business and Tourism Development.

Promoting St. Albert

Botanical Arts City Brand

Administration continues with initiatives to ensure that the city brand takes root throughout the community. In quarter two, the following initiatives took place:

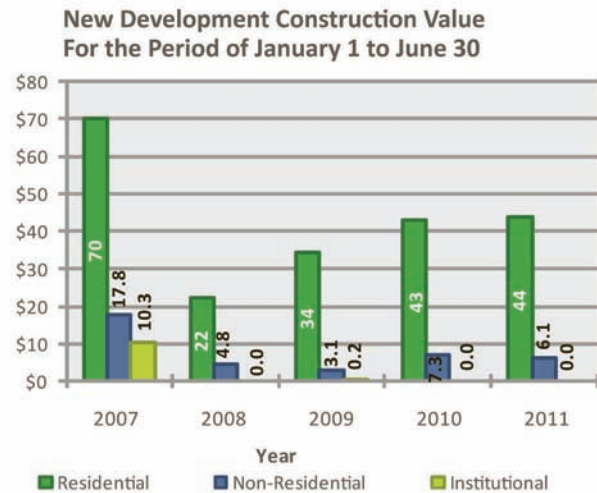
- Concrete engravings of the City’s leaf button were installed around the Business and Visitor Centre building. This is a pilot project that may be expanded based on the results.
- Commercial Beautification Program continues with 28 applications approved.
- Administration sent out 475 brochures about the new commercial beautification program to Perron District, St. Albert Trail, Bellerose and McKenney businesses.
- Meetings with the Perron District continued to encourage more business owners to participate in the beautification program.
- The Hops/Clematis program was implemented for residents backing onto the sound barrier on St. Albert Trail.
- The beautification program was successfully completed with 17 intersections in the city now having petunia barrels.
- The City sponsored the “Botanic Dress”, a living plant from Art in the Garden. The dress will be displayed at the Business and Visitor Centre.



Other Items of Importance to Council

Building Permit Value

Compared to the same time period in 2010, the value of new residential construction permits increased slightly while non-residential construction permits decreased in 2011.



Land-Use Planning

Necessary decisions are made to support progress of undeveloped and infill areas.

Expedite Sound Decision-Making on Commercial and Light Industrial Development

Administration met with the following developers during quarter two to discuss various land matters:

- Avenir/SAS Melcor
- Landrex
- Genstar
- ReidWorld
- Cameron Developments
- Canterra
- Beaverbrook
- West 16 Developments Ltd.
- Anthem Properties



Expedite Sound Decisions on the Land Areas Designated as Future Study Area to Allow for Development

Administration provided a project schedule for the Future Land Use Study that will be completed in November. This study will recommend a location for a light industrial park. As noted under the Economic Development Priority, Council received the Future Industrial Land Requirements Study but has not yet provided Administration with direction regarding the Future Study Area.

Make Necessary Updates to the Municipal Development Plan (MDP) to remove all references to Smart Growth

Council received the MDP Smart Growth Amendments and referred application to the Capital Region Board. The plan will be processed to Council for second and third reading on August 15.

Safety and Health

Initiatives are implemented to augment safety and health for St. Albertans.

Safety

Long-Term Policing Plan

Administration drafted a high level strategy for Policing Services including vision, mission, values and objectives. A community engagement process is being developed to ensure appropriate community consultation. Once completed, the plan will include a policing model and vision for St. Albert and the required service levels to achieve the vision over the next 10-15 years.

Neighbourhood Development Initiatives

Deer Ridge Safety Campaign

Administration worked with residents in Deer Ridge interested in developing a safety campaign on Deer Ridge Drive in front of Muriel Martin School. The intent of the fall campaign is to address concerns including:

- Safety of children
- Parking in private driveways
- Stopping in the middle of the street to drop off children
- Parking in front of no-parking signs and fire hydrants
- Drivers parking in the staff parking lot

Gentry Lane Initiative

The purpose of this initiative is to create a more connected, safer neighbourhood and to work together on initiatives. Work continued with residents of Gentry Lane to bring together all residents who reside in the four adjacent condos. This initiative will proceed in the fall of 2011.

Langley Park Leadership Group

The group identified a number of priorities for their neighbourhood:

- Increasing membership
- Beautifying the park
- Hosting a winter event
- Forming a walking group
- Enrolling with Citizen's Patrol

In June, the group hosted a "Summer Solstice Neighbourhood BBQ" with 80 residents in attendance.

Braeside Initiative

Public Works, Fire Services, and Family and Community Support Services (FCSS) met with residents to address fire hazards along the Red Willow Trail system and residential properties. Three action items were implemented:

- A feature article ran in the St. Albert Gazette providing education and information to the general public about the risk of fire from poplar tree fuzz.
- An all terrain vehicle is being used by Fire Services to proactively patrol parks.
- Fire, Recreation and FCSS will be working with schools to look at the feasibility of incorporating the "Fire Smart" program in school curriculum.

Woodlands School Group

The group is working with parents and administration from Keenooshayo School/Woodland on an initiative to encourage residents to proactively watch the playground and school area over the summer months.

Block Parties

There were 35 block parties held in June, and 18 block parties are scheduled to take place July through September.

Neighbourhood Garden Project

Both neighbourhood garden projects are continuing. Most plots at the St. Albert Parish Heritage Garden have been booked by community members and parishioners. The Gate Avenue Neighbourhood Garden had their “build” day on April 30 with 12 people working on building 1.2 square metre gardening plots. Out of 13 garden plots available, 11 have been booked by community and church members.

Health

Physicians Attraction Task Force

The Physician Attraction online survey took place from May 12 to June 12. Residents participated in the online survey to help assess the need for more physicians in St. Albert. Council received an Agenda Report with the results.

Other Items of Importance to Council

The Best Place to Raise a Family in Canada

In May, St. Albert was ranked by Today’s Parent magazine as the best place in Canada to raise a family. Today’s Parent worked with data from MoneySense’s study of 180 Canadian communities and also included additional categories to produce more family-specific results.

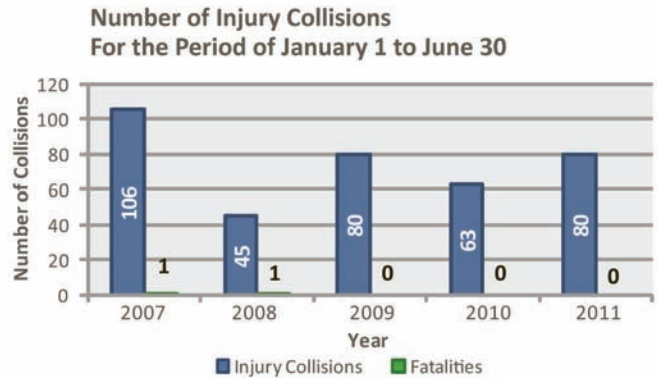
Criminal Code Offences

Compared to the same time period in 2010, criminal code offences decreased as of the end of the second quarter of 2011. Police believe this decrease is partially due to social development initiatives.

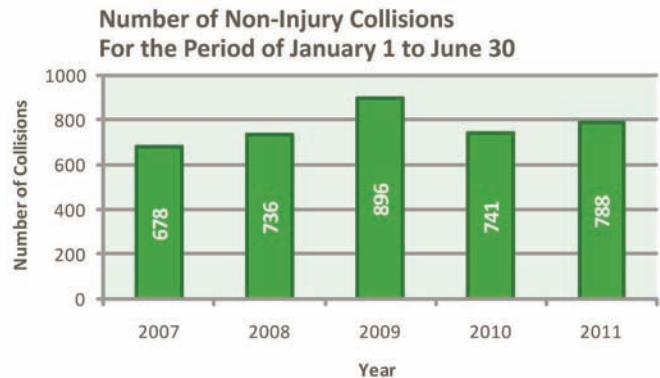


Injury and Non-injury Collisions

Compared to the same time period in 2010, the number of injury collisions increased as of the end of the second quarter of 2011. Police believe that the winter road conditions in quarter one were the main reason for this increase in injury collisions.



Compared to the same time period in 2010, non-injury collisions slightly increased in 2011. Police believe this year to date increase is mainly due to winter road conditions in quarter one.

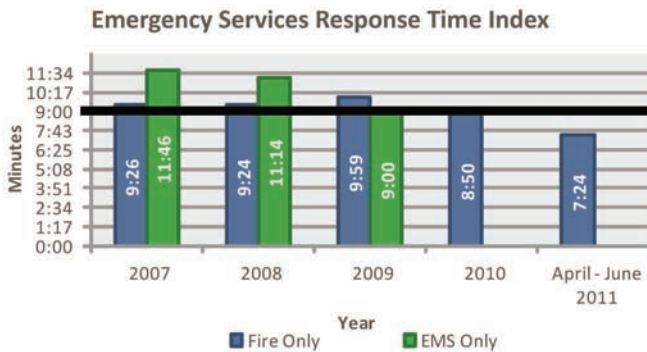


Public Artwork Vandalized

Public Artwork by Stewart Steinhauer entitled Star Woman was vandalized in May. Administration addressed the situation in accordance with the Public Art Policy and is working with the RCMP and Crime Stoppers in response to this incident.

Emergency Response Time

The following graph shows the fire response time for the second quarter of 2011, compared to the previous four years, as well as the emergency medical service (EMS) response time for 2007 to 2009. The target of responding within nine minutes to 90 per cent of fire calls has been met in quarter two.



Target: Respond to 90% of fire calls within 9 minutes.

Social

Plans and initiatives are delivered to strengthen St. Albert's social fabric.

Strengthening our Community

Culture Master Plan

Administration continues to work on the Cultural Master Plan. The draft plan was reviewed by the Cultural Working Committee and feedback was provided to the consultants. Administration is planning a workshop in August with Council and the Community Services Advisory Board to review the draft plan. Public consultation will take place in the fall of 2011.

Recreation Master Plan

The draft Master Plan was received and reviewed by the Working Committee. An updated draft will be presented to the Steering Committee in July for their review and discussion. Administration is planning a workshop with Council in August and public consultation in fall of 2011.

Neighbourhood Cleanliness Program

New graffiti removal information postcards were designed and are now available through Family and Community Support Services office.

Partners In Parks

Partners in Parks planted flowerbeds and cleaned up green space garbage/organic materials around the city. Partners in Parks signs indicate areas where residents assist the City with various tasks as part of the program.

Spruce Up St. Albert

The event took place on May 3 with Mayor Crouse and two other guests helping judge garbage cans painted using the theme "Let's All Pitch In", "Spruce Up St. Albert" and "Cultivate Life". Nine garbage cans painted by students in six different St. Albert schools are now being used at various events around the city.

Clean Up the Sturgeon and River Ridge Enhancement Project

The event took place on May 15 and was a success with record participation by 475 people. The Environmental Fair was also part of this event.

Social Master Plan

After completing preliminary data collection for the Social Master Plan, Administration completed a draft project plan that will be presented to Council by quarter four for their approval before further work continues on this initiative.

Housing

Rental Subsidy Program

In April, Council approved the reallocation of \$185,000 originally intended to purchase an affordable home or suite to be used for the Rental Subsidy Program.

Other Items of Importance to Council

Key Contributors to Red Willow Park Honoured

In 2010, Council approved a program to recognize individuals, not-for-profit community groups, donors, businesses, citizens and City employees who have made significant contributions to Red Willow Park. In June, 47 individuals and organizations were honoured and their names installed on a four-sided pillar in Red Willow Park.

Infrastructure

Appropriate infrastructure investments are made to meet the community's need for mobility, recreation, collaboration and beautification.

Complete Ray Gibbon Drive (RGD)

The Functional Planning Study is nearing completion and will be submitted to the Province for their review in July. A detailed construction drawing and design has been initiated. An issue of concern, which may delay construction to 2012, is the need for environmental approvals for the storm drainage into Carrot Creek as a result of changing the drainage from urban to rural. Prime consultant ISL is retaining services of Spencer Environmental to inspect and prepare an Environmental Assessment for Stage 3 and to contact various agencies to determine extent of approvals required and the timing for receiving approvals.

Secure Provincial Funding for Stage 3

Administration continues to review alternate funding sources to undertake the construction of Stage 3.

Riel Area Enhancements

Phase 2 Construction

All work required for the 2011 Rainmaker Rodeo was completed on time. The Rainmaker Rodeo was a huge success with many positive comments received on the new facilities. Kinsmen and Administration are working on finalizing the announcer's booth.

The track and building are now in use by BMX; however, there may be a need for final track modifications once BMX riders have had full opportunity to test it.



Phase 3 and 4 Construction

The Standing Committee on Finance changed the priority of Riel Park Phases 3 and 4 in order to plan for this project to be initiated in 2012. Administration needs to issue a Request for Proposal (RFP) in July 2011 for an irrigation system with results of the RFP to go back to Council in September 2011 for a possible budget amendment, depending on the type of irrigation system chosen. Based on current draft timelines, the contract would be awarded by March 2012 with work starting in September 2012. Fields would be closed from September 2012 to September 2014.

Administration continues to work with the St. Albert Minor Soccer Association on the feasibility of installing an artificial field on Field One, at their cost. Until such a decision is made, the original plan to cap, grade and install sod on Field One will continue.

Enhance Public Transportation

Study of Handibus

Discussions with the Seniors Working Group and other stakeholders have resulted in changing this initiative from a pilot to a study of the handibus. Council approved a Terms of Reference for the study and budget of \$25,000. Administration issued a request for proposal in June with a closing date of August 9.

NextBus Launched

St. Albert Transit riders now have access to NextBus, an online tool that gives riders the arrival time of up to the next three buses. St. Albert is the second municipality in Alberta to offer this service to residents.

Funding for South Park and Ride

Administration received written notification from Alberta Transportation stating that the City would need to demonstrate the following before the Green Transit Incentives Program (TRIP) funding is approved:

- Access to the land required in the Transportation Corridor from Alberta Infrastructure.
- Proposed intersection upgrades at Highway 2 and Campbell Road are acceptable to Alberta Infrastructure.

In June, Administration met with the Alberta Infrastructure Deputy Minister to discuss land requirements for the south Park and Ride. He advised that currently the province is not considering the nominal fee transfer of any provincially owned land.

Plan for Future of LRT to St. Albert

Administration continues to meet with the City of Edmonton to discuss future northwest light rail transit (LRT) including St. Albert's participation in a functional alignment study the City of Edmonton is proposing. The City of Edmonton is proceeding with the pre-qualification of consultants for this study.

Community Amenities

Enhance Entrances to the City

A consultant is working on updating the concept plans originally provided for review. Application to Alberta Infrastructure has been made for encroachment onto the Transportation Corridor. A decision is expected by the end of August. Administration intends to tender all five locations at one time with split construction in 2011 and 2012 once approval from Alberta Infrastructure is received.

Beautifying St. Albert Trail

A consultant has been contracted and is currently working on a detailed design. Administration expects this work to be completed by October 2011.

Complete Lacombe Lake Dog Park

The consultation process has been completed and the design elements selected. The final plans will be provided to Council by the end of July and placed on the City's website. Construction is planned for fall 2011.

Complete Levasseur Dog Park

The final detailed design was forwarded to AltaLink for their approval and they indicated that the required lines will be raised by December 2011. Construction will proceed once work is completed by AltaLink which may delay construction until 2012.

Civic Infrastructure

Acquire Land for Municipal Purposes

Administration continues discussions regarding lands of interest within and abutting to St. Albert.

Plan for Future of Buildings

Administration continues to address planning requirements for the following buildings:

- Hemmingway Centre—An architectural firm has been engaged to prepare information and concepts for a restoration plan.

- Community Support Centre—The organizational meeting was held in June and a project plan for this stage of the review was confirmed. The consultant will commence data collection and interviews with stakeholders in quarter three before the business case is developed.
- Fire Hall #1—Administration prepared a 2014 budget submission to undertake conceptual planning for Fire Hall #1 modernization.

Environment

Initiatives are supported and implemented to ensure preservation and enjoyment of natural areas.

Environmental Plans

Review and Implement Opportunities Related to the Sturgeon River

The consultant completed the first draft of the State of the Sturgeon River Watershed report which was provided to the Environmental Advisory Committee for their input and comments.

Advocate for Lois Hole Centennial Provincial Park Development

Administration met with representatives from the provincial government regarding the potential pedway from the Enjoy Centre to the provincial park. The Province has agreed to fund the development of a concept plan.

Protect the White Spruce Forest

Administration is working on a bylaw required to designate the White Spruce Forest as a municipal historical resource and the terms of reference for a joint Public/Administration stewardship/advisory committee for a White Spruce Forest Management Plan. Both documents will be presented to Council in September. An official celebration to name the park is planned for October 2011.

Parks and Open Spaces Management Plan

Four naturalization projects took place in quarter two:

- Riel Pond—the Scouts planted trees and shrubs along the east shoreline of Riel Pond.
- Willoughby Park — Arbor Day took place on May 25 with close to 500 Grade One students from nine St. Albert schools planting close to 1,000 shrubs, seedlings and saplings.
- Lacombe Park Lake Walkway—the Bellerose Eco-Action Team planted 150 trees/shrubs.

Solid Waste and Organic Recycling Program

Full implementation of the automated solid waste and organics program occurred in June. Significant public education took place geared toward issues that arose during the initial implementation.

Refuse collection pickup times and tonnages of waste met forecasts. There were minor challenges with organic collection; however, this portion of the program also progressed as expected.

Other Items of Importance to Council

Reduce Solid Waste Generation

In comparing the data for the same period in 2010, there is an increase of 131 tonnes of compost while the amount of solid waste collected decreased by 161 tonnes, e-waste by 26 tonnes and recyclables by 5 tonnes.



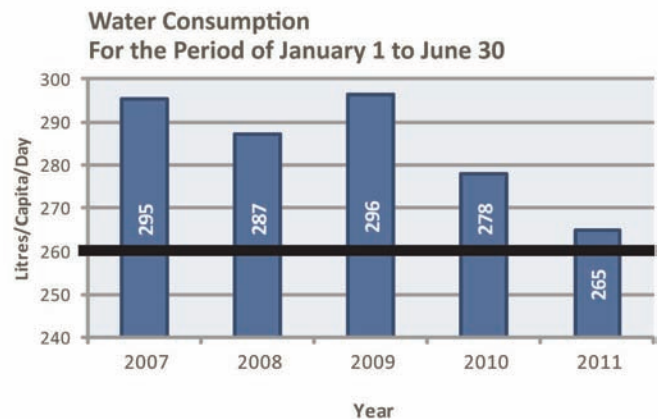
Note: Solid Waste and Recycling is reported per tonnes on quarterly basis. Industry per capita for solid waste and recycling is based on number for the entire year. To ensure accurate reporting and proper comparison, per capita reporting will be done in the annual report.



Water Consumption

As of the end of the second quarter of 2011, water consumption in St. Albert decreased compared to the same time period in 2010. Some of the factors that contribute to this downward trend include:

- Water patterns
- Weather patterns
- The City's ongoing water conservation messaging
- Rate elasticity (water rate versus usage)
- Water-efficient fixtures



Target for 2011: 260 litres per person per day.

Council Governance

Policies, practices and agreements are evaluated to reduce residential tax burden and improve operational efficiency and accountability.

Council Operations

Evaluate Need for Full Time Council

A Council Remuneration Committee consisting of citizen volunteers from varied backgrounds was formed in June. The committee will meet in quarter three for the first time to start evaluating a need for full-time Council along with Council remuneration research.

Practice Fiscal Restraint

City Council approved the 2011 Municipal Operating and Capital Budgets with a nominal increase to property taxes.

Review Appropriate Fiscal Policies

The Standing Committee on Finance reviewed the Financial Reserves Policy and recommended the proposed amendments to Council. Council approved the Senior's Tax Grant as an ongoing program.



Tax Rates for 2011

In May, Council approved the tax rates for 2011. The municipal tax increase for residential properties was set at 3.24% and 3.31% for non-residential properties.

Continuous Improvement Policy Framework

Council directed the City Manager to provide a policy framework for their review by September. Administration is currently working on developing a draft framework with two members of Council for Council's review.

Connecting our Community and Region

Public Consultation Process

Administration held a Roundtable Discussion with community stakeholders to obtain input on improving public engagement and communication. Input from residents will be gathered to create an approach to public communication including social media.

150th Anniversary

St. Albertans celebrate their history, arts and culture during a year-long 150th Anniversary.

Deliver Exceptional Year-Long 150th Anniversary Celebration Activities

Meet the Street

The event was held on June 12 with 265 tickets sold. St. Albert Transit buses took participants to eight different stops in St. Albert where the streets were named after famous residents. At each stop, actors performed a vignette about the person. The rights to the play were purchased by the St. Albert 150th Anniversary Celebration Committee for use in schools, the library and museum.

The Rendezvous 2011 Soapbox Derby Celebration

The event was held on June 19 with 90 children participating in the derby with their friends and families cheering them on. The Rock'n August group has agreed to take on this celebration and make it an annual Father's Day event.

Other Community Events

In addition to events organized by the Committee, celebrations planned by various community entities in quarter two included:

- St. Albert Enerflex MS Walk
- Art Walk
- Rose Sale at St. Albert Botanic Park
- Run Wild Leading Edge Marathon
- Historic Walking Tour
- Poundmaker Spring Dance Festival
- St. Albert Singers Guild 25th Anniversary
- Memories Shared: A St. Albert Perspective
- Freedom of the City
- Roy Financial Mayor's Walk
- National Aboriginal Day
- City of St. Albert Staff Reunion
- Red Willow Park Recognition Program and George Todd Memorial Trail Opening
- Multicultural Day
- La Fete Franco-Albertaine

Advocate for Funding to Support the Operational and Legacy Projects of the 150th Anniversary

The Committee is actively seeking grants and sponsorship opportunities for funding support for various operational and legacy projects.

The Committee received \$75,000 from the Community Initiatives Program available through the provincial government.

Support the Community and its Volunteers in their Provision of 150th Anniversary Activities

The Committee volunteers attended and/or provided support at the following events:

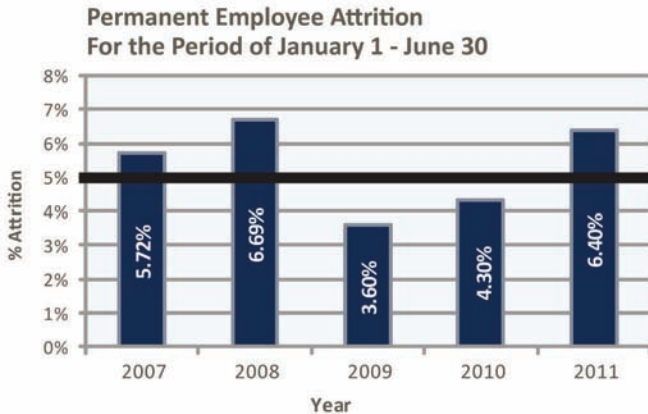
- Children's Festival
- Farmers' Market
- Clean up the Sturgeon
- Rainmaker Rodeo Parade—the 150th Anniversary float won first place in the non-profit category
- Rainmaker Rodeo Marketplace
- The Friends of the International Children's Festival Cupcake Challenge

Other Items

Attract and Retain High Quality Employees

Employee Attrition

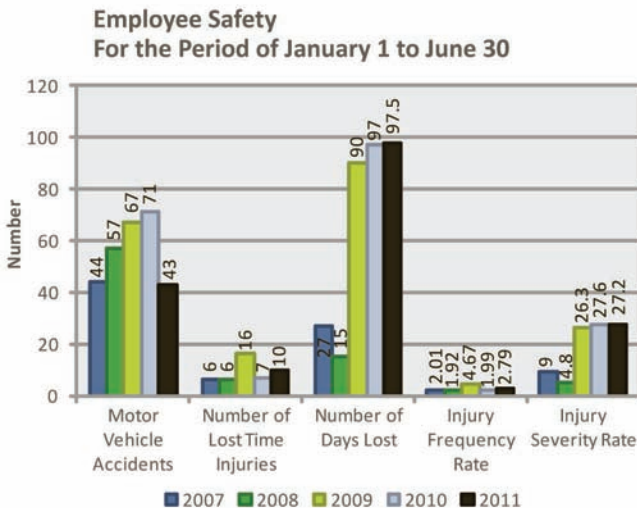
The employee attrition rate increased as of the end of the second quarter of 2011 compared to the same time period in 2010 and 2009.



Target for 2011: 5% attrition rate.

Safety Statistics

The following graph illustrates safety statistics as of the end of the second quarter of 2011 compared to the same time period of the previous four years.



Definitions:

Injury Frequency Rate = No. of Injuries x 200,000/Total Hours Worked

Injury Severity Rate = No. of Days Lost x 200,000/Total Hours Worked

Deliver Programs and Services that Meet or Exceed Our Standards

The Esso Cup National Female Midget Hockey Championships

The Cup was held in April with six teams from across Canada participating. This national event attracted approximately 6,000 spectators and included customized ice with Hockey Canada branding, a live broadcast of the tournament through "Fasthockey" and live TSN broadcast.

Landrex Water Play Centre Annual Spruce Up

The annual Spruce Up was conducted from May 29 to June 5. The maintenance included:

- Deep scrub and clean of the entire pool and change room areas
- Painting of all play features and parts of the water slide
- Spot painting of the walls on deck and change rooms
- Installation of three new overhead lights
- Filter media change in whirlpools and tots pool

City-Supported Special Events

The City supports numerous special events throughout the year. Community events supported by the City during the second quarter of 2011 included:

- St. Albert 10 Mile Road Race
- Community Easter Sunrise Service
- RunWild Leading Edge Marathon
- Enerflex MS Walk
- Kinsmen Rainmaker Rodeo
- Rotary Mile of Money
- Greater St. Albert School Division Jubilee Mass
- Tails on the Trail
- Freedom of the City
- Relay for Life
- Kids of Steel Triathlon
- Just Dogs Party in the Park
- Roy Financial Mayor's Walk for Charity
- National Aboriginal Day
- Outdoor Farmers' Market Opening
- Lt. Governor of Alberta Distinguished Artists Awards Gala

Shred-It Event

The City of St. Albert, Shred-it, the RCMP, the St. Albert Food Bank and the Alberta Motor Association (AMA) teamed up in May to sponsor the fourth annual Shred-it Event. The event was a huge success with 12,000 kg of paper recycled, compared to 8,165 kg in 2010. Over 600 residents brought more than 700 boxes of personal information, CDs and electronics to be confidentially destroyed.

Assessment and Taxation

Assessment and Taxation Notices were sent out to over 22,000 properties on May 27, with taxes payable by June 30. Administration received over 1,700 calls related to taxation and assessment and had 250 valuation related inquiries. The deadline for appeal is July 29. By June 30, two appeals were filed.

Servus Place

The following table shows Servus Place participation as of the end of the second quarter of 2011 compared to the same time period of the previous three years.

Servus Place Participation* For the Period of January 1 to June 30	2008	2009	2010	2011
Average Memberships per Month	7,620	7,264	7,369	7,439
Paid Pass Units	50,431	63,057	69,147	74,343
Fitness and Wellness Centre Users	144,513	175,113	178,315	183,645
Child Minding Attendees	4,919	5,868	5,399	5,991
Landrex Water Play Centre Users	110,927	119,641	138,265	158,463
Hours of Rented Space	6,893	7,786	8,667	9,753
Fitness Registered Program Participants	13,187	15,695	20,903	22,151
Fitness Drop-in Program Participants	14,137	17,756	19,196	19,275
Servus Recreation Registered Program Participants	4,001	2,740	2,282	3,372
Servus Recreation Drop-in Program Participants	7,226	6,964	10,877	11,631
Community Recreation Registered Program Participants	n/a	3,859	5,372	4,518
Community Recreation Drop-in Program Participants	n/a	1,164	820	672

*Servus Place was using a different system to collect data in 2007 and 2008 for Community Recreation Programs

Aquatics Programs

Participation in swim lessons and swim meets increased as of the end of quarter two of 2011 compared to the same time period in 2010. Attendance for recreational and competitive swim and at Grosvenor Pool decreased in 2011 when compared to the same time period in 2010.

Aquatics Programs For the Period of January 1 to June 30	2007	2008	2009	2010	2011
FPRC* Swim Lessons Attendance	60,181	59,374	65,456	66,736	70,218
FPRC Recreational Swim Attendance	78,084	80,561	86,069	79,535	69,203
Swim Meets Attendance	1,767	1,420	1,984	1,860	2,409
Competitive Swim Attendance	6,341	5,955	5,051	6,300	3,343
Grosvenor Public Swim Attendance	10,002	10,338	8,004	10,725	5,362

*Fountain Park Recreation Centre

Cultural Programs

As of the end of the second quarter of 2011, participation numbers for Visual Arts Programs and Performing Arts increased compared to the same time period in 2010. Participation in the St. Albert Children's Theatre and the Arden Theatre attendance decreased when compared to previous years.

Cultural Programs For the Period of January 1 to June 30	2007	2008	2009	2010	2011
Visual Arts Programs*	n/a	n/a	246	278	288
Performing Arts	526	431	466	241	260
St. Albert Children's Theatre	54	103	114	123	93
Arden Theatre Attendance	541,364	48,161	53,477	50,746	49,215
Total	541,944	48,695	54,303	51,388	42,856

*Visual Arts Program participants were tracked using a different method in previous years; therefore, numbers can not be compared.

International Children's Festival

The 2011 festival was a success, with 60 artists participating and 59,169 visitors. Volunteers contributed 15,000 hours to ensure the success of various festival activities. Survey results show:

- 100% of general public and 88% of school groups intend to visit the Festival in 2012
- 97% of general public and 93% of school groups would recommend the Festival to a friend or colleague



Municipal Enforcement Services

The following table represents the reported incidents for St. Albert as of the end of the second quarter of 2011 and the same time period of the four previous years. The number of incidents increased compared to the first quarter of 2011, except for Misc. Bylaw.

Incidents January 1 to June 30	2007	2008	2009	2010	2011
Animal Calls	466	485	407	460	606
Misc. Bylaw	99	119	81	94	43
Misc. Provincial Statute	12	10	13	21	71
Snow Removal	83	79	158	33	159
Traffic Bylaw/Parking	751	850	808	677	1,023
Assists/Warrants	20	25	21	27	39
Waste/Unightly/Weed/ Environment	173	213	132	207	272
Traffic Safety Act	145	191	152	183	224
TOTAL—Reported Incidents	1,749	1,972	1,772	1,702	2,437

The following table represents the number of charges laid by Municipal Enforcement in St. Albert as of the end of the second quarter of 2011 and the same time period for the four previous years. The number of charges decreased in all categories except “Other”. This decrease is mainly due to an increase in investigations call volumes and a decrease in one operational officer.

Charges January 1 to June 30	2007	2008	2009	2010	2011
Moving	649	448	492	1,109	566
Non-moving	392	332	312	257	237
Parking	1,385	1,088	1,397	1,632	847
Bylaw	175	131	150	109	54
Other	5	19	13	4	6
TOTAL—Charges	2,606	2,018	2,364	3,111	1,710



Transit Commuter Ridership

Transit commuter ridership increased as of the end of the second quarter of 2011 compared to the same time period in 2010.



Target for 2011: 1,105,000 riders per year.



For More Information:

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