



2025 Annual Report



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LAND ACKNOWLEDGMENT

We respectfully acknowledge that we are on Treaty 6 territory, traditional lands of First Nations and Métis peoples. As Treaty People, Indigenous and non-Indigenous, we share the responsibility for stewardship of this beautiful land.



MESSAGE FROM THE MAYOR

I am excited to share the Town of Ponoka 2025 Annual Report, highlighting our progress and collective accomplishments over the past year.

Among the most significant accomplishments of 2025 are the improvements made to Highway 53 (Rodeo Drive) in partnership with Alberta Transportation and Economic Corridors. Those improvements include pavement resurfacing and concrete repairs; expansion of the Town's multi-use trail network along the highway; fencing; landscaping; wayfinding; intersection improvements; new signal lights at 46 Street that will be installed in 2026; and the formal renaming of the roadway to Rodeo Drive.

The renaming of the highway pays tribute to our community's largest tourist attraction – the Ponoka Stampede – which attracts thousands of visitors to Ponoka every year. As a major gateway to our downtown, the extensive upgrades to Rodeo Drive will also drive long-term economic growth for Ponoka.

Other important achievements highlighted in this report include:

- **Grand Opening of the Multi-Use Skate Park** in downtown Ponoka;
- **New 18-hole Disc Golf Course** thanks to a generous donation from the Ponoka Arts, Recreation and Culture Society (PARCS);
- **Ponoka Aquaplex Upgrades** that saw the change rooms fully renovated; and
- **Downtown Façade Improvement Program** which continues to spark the revitalization and beautification of our downtown core.

Advocacy remained a core focus for Council in 2025. Through the joint efforts of our citizens, Town Council and local representatives at all levels of government, we were able to help secure funding for the Ponoka Rising Sun Clubhouse for 2026. We also continued to work closely with mayors of mid-size towns to lobby for increased funding support for rural communities like ours.

Community safety also remained a top priority. In 2025, we hired a second Community Peace Officer and continued to lobby the federal government for Criminal Code reform. It's all part of our ongoing commitment to ensuring Ponoka is a safe and welcoming place.

All of these accomplishments are based on priorities laid out in Council's Strategic Plan. On behalf of Town Council, we look forward to continuing to deliver on these priorities with many more exciting accomplishments in the year ahead.

Thank you,
Mayor Kevin Ferguson
Town of Ponoka



MESSAGE FROM THE CHIEF ADMINISTRATIVE OFFICER

Reflecting back on a productive year in 2025, the Town of Ponoka achieved key milestones and delivered countless programs, events and quality services to our citizens.

Guiding our work were the four pillars of Council's 2023-2027 Strategic Plan:

- **Investing in infrastructure and our environment**, which includes our annual Roadway Improvement Program, Highway 53 Corridor Improvements, upgrades to the Ponoka Aquaplex and our wastewater treatment system.
- **A vibrant community**, which includes community events (Spring Festival and Fall Festival), expanded recreation programming, the dazzling holiday light display at Lions Centennial Park and Council's continued advocacy and planning for a multi-sport facility (Community Wellness Centre) in Ponoka:
- **Growth and economic health**, which includes investing in the Town's Downtown Façade Improvement Program and the New Resident and Business Incentive Programs.
- **Effective leadership and advocacy**, which includes providing ongoing opportunities for engagement and gathering input from our citizens. An example of this is our annual budget consultation where Ponoka citizens are invited to give their input on the Town of Ponoka Budget through an online survey and in-person Coffee with Council events. That input is summarized and presented to Town Council for careful consideration during budget deliberations.

You can read more about how the Town has delivered on these priorities and goals over the past year through the many accomplishments highlighted in this Annual Report.

As you read through this Annual Report, we invite you to celebrate with us Ponoka's many successes over the past year.

Thank you,

Sandra Lund
Chief Administrative Officer
Town of Ponoka





Our Mission Statement

The Town of Ponoka will provide an accessible and responsible local government, delivering quality services within a safe and healthy environment. We are building for a sustainable future.

Our Vision

To be a thriving community with a hometown feel.

Our Values

Accountability: We are committed to openness and accountability to our residents. We continually strive to improve and innovate using best practices.

Awareness: Through enhanced communication we will provide meaningful opportunities for resident input. We listen and respond to concerns and issues affecting our community.

Diligence: The Town of Ponoka provides an excellent quality of life for residents. We are committed to advocate and lobby other orders of government to ensure long term sustainability.

Leadership: We are elected to provide service excellence to our citizens every day. Through strong governance practice and policy, we will continue to meet the needs of our community now and into the future.

Performance: Town Council will govern through integrity, transparency, and fairness. Residents can rely on a Council that is collaborative, responsive and makes decisions for the greater good of our community.



Rear (L-R): Councillor Cal David, Councillor Clayton Nelson, Councillor Teri Underhill.
Front (L-R): Councillor Carla Lloyd, Councillor Katherine Steblyk, Mayor Kevin Ferguson, Councillor Sandra Lyon.

COUNCIL STRATEGIC PRIORITIES

The work carried out by the Town every year is guided by four key priorities in Council's Strategic Plan 2023-2027:

- *Investing in infrastructure and our environment;*
- *A vibrant community;*
- *Growth and economic health; and*
- *Effective leadership and advocacy.*

In this Annual Report, you will learn more about the many projects and accomplishments over the past year that deliver on these strategic priorities for our community.



INVESTING IN
INFRASTRUCTURE
AND OUR ENVIRONMENT

Goal: Maintain Safe and Reliable Town Infrastructure

IMPROVEMENTS TO HIGHWAY 53 (RODEO DRIVE)

Extensive improvements to the Highway 53 Corridor in Ponoka (between Highway 2A and 38 Street) were completed in 2025 in partnership with Alberta Transportation and Economic Corridors. Improvements completed include:

- Pavement resurfacing and concrete repairs between Highway 2A and 38 Street;
- Paving of trails along the north side of the highway between Highway 2A and 50 Street;
- Stormwater infrastructure upgrades;
- New streetlighting;
- Installation of trees and decorative lights;
- New pedestrian flashers and intersection improvements at 45 Avenue;
- The closure of 54 Street access at Highway 53;
- Fencing and landscaping; and
- The ceremonial renaming of the roadway to Rodeo Drive.

The following work will be completed in 2026:

- Upgrades to the 46 Street intersection on Highway 53, including new traffic lights, paving, concrete, street lighting and realignment of that intersection. These improvements will require trenching and excavation to complete underground electrical work and utility relocation;
- The trail connection to 46 Street;
- Remaining landscaping between 50 Street and 46 Street;
- Light poles from 46 Street to 38 Street; and
- Wayfinding signs.





ANNUAL ROADWAY IMPROVEMENT PROGRAM

The Town of Ponoka invests in roadway and sidewalk improvements each year as part of our annual Roadway Improvement Program. In 2025, improvements included:

- Paving, concrete and sidewalk replacement and repairs at numerous locations throughout the Town of Ponoka.
- **Micro-surfacing on the following roadways:**
 - 57 Avenue between 60 Street and 63 Street;
 - 46 Street between 50 Avenue and Highway 53;
 - 51 Street between 48 Avenue and 53 Avenue;
 - 54 Street between Highway 2A and 63 Avenue;
 - 53 Avenue between 60 Street and 54 Avenue; and
 - 53 Avenue between 60 Street and 62 Street.

Micro-surfacing is a proven and cost-effective treatment that extends the life of a roadway. The coating preserves the underlying pavement by preventing oxidization and moisture penetration, which slows deterioration.

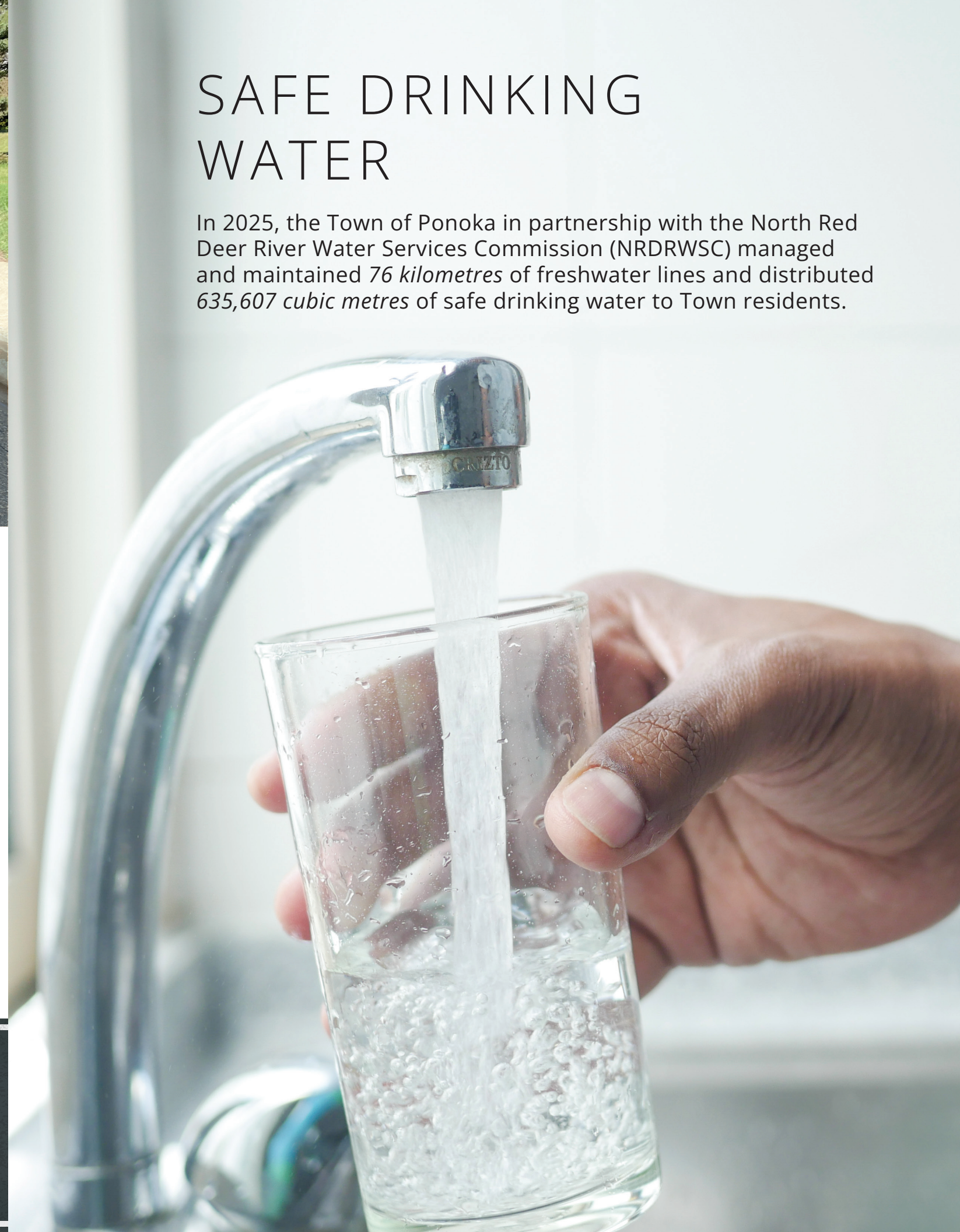
To learn more about micro-surfacing, please visit Ponoka.ca/micro-surfacing

Throughout Ponoka, the Town maintains about...

*97 kilometres of roadways;
28 kilometres of laneways or back alleys; and
142 kilometres of sidewalks and pathways.*

SAFE DRINKING WATER

In 2025, the Town of Ponoka in partnership with the North Red Deer River Water Services Commission (NRDRWSC) managed and maintained *76 kilometres* of freshwater lines and distributed *635,607 cubic metres* of safe drinking water to Town residents.



WASTEWATER TREATMENT FACILITY IMPROVEMENTS

In September 2025, the Province of Alberta issued the Town of Ponoka a new 10-year operating approval for the Town's Wastewater Treatment Facility under the Environmental Protection and Enhancement Act.

The approval establishes new, more stringent provincial effluent treatment requirements that have been implemented under the Act, which are to be achieved through phased upgrades to the Wastewater Treatment Facility beginning in 2026.

To comply with the new provincial effluent treatment requirements, the Town of Ponoka must undertake three major phases of Wastewater Treatment Facility upgrades:

- **Phase 1 (2026–2027)** work includes:
 - Construction of a new operations building for screening and grit removal;
 - A new lift station;
 - New tie-ins and replacing existing pipes as required; and
 - Overflow management using repurposed lagoon cells.
- **Phase 2 (2031)** includes mechanical treatment upgrades.
- **Phase 3 (2035)** includes tertiary treatment improvements.

In 2025, the Town completed detailed designs for the first phase of upgrades and applied for provincial grant funding to help fund Phase 1. The phased upgrades will be funded by grant funding, municipal reserves and debentures.

In 2025, the Town Managed and Maintained



34 kilometres of storm sewer lines through inspections, flushing, repairs and replacements.



64 kilometres of wastewater lines.



Treated approximately 743,620 cubic metres of wastewater at the Town's Wastewater Treatment Facility.

MULTI-USE SKATE PARK EXPANSION

The new expanded multi-use skate park celebrated its official opening in downtown Ponoka in the fall of 2025.

The new expanded facility has been designed for multi-use equipment, including skateboards, bicycles, inline skates and scooters.

The multi-use skate park includes:

- A 38-metre long winding, bowled skate run;
- Vert, pyramid and bank ramps;
- Seven-stair set;
- Flat bar;
- Quarter pipe;
- Rainbow rail; and
- Landscaping, gathering and seating areas.





PONOKA AQUAPLEX IMPROVEMENTS

Extensive annual upgrades and improvements to the Ponoka Aquaplex continued in 2025 with:

- A complete renovation of the changerooms (new flooring, tiles, fixtures, vanities and freshly painted walls).
- The installation of a new water filtration system and replacement of all filters that have reached the end of their lifecycle. The water filtration system controls water clarity and chemistry in the pools.

Over the past six years, annual upgrades to the Aquaplex have transformed it into a vibrant and renewed facility!

These prior upgrades have included:

- A completely resurfaced and refinished pool deck with a new durable, slip-resistant thermoplastic coating;
- Complete resurfacing and refurbishing of the wading pool and hot tub;
- A new rooftop HVAC unit that regulates airflow, temperature and humidity in the building for greater comfort and user enjoyment;
- New cedar wall panelling, benches, flooring and a windowed door in the sauna;
- A new automatic pool vacuum that cleans the pool floor and walls every night after the pool closes; and
- A complete modernization of the multi-purpose room for fitness classes, birthday parties and group functions.

Goal: Reduce Ponoka's Overall Carbon Footprint and Protect Our Natural Environment

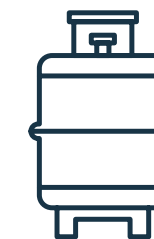
In 2025, the Town Waste Transfer Station Collected For Recycling:



11.6 tonnes of electronic waste.



Enough aerosols to fill 2 drums.**



55 propane tanks.



51.16 tonnes of scrap metal.



650 used tires.



10 totes of used paint.



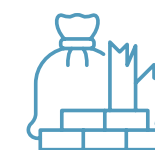
4,500 litres of used oil.



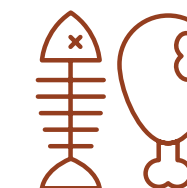
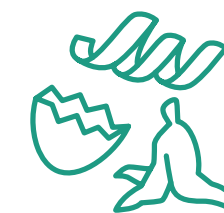
Enough household hazardous waste to fill 14 drums.**

** Drums are 55 gallons

In 2025, the Town Waste Transfer Station:



Collected 1,843 tonnes of municipal waste in the Town of Ponoka, including commercial waste.



Diverted 50 per cent of curbside collected waste from the landfill through compost and recyclables.

A VIBRANT
COMMUNITY



Goal: Build a New Multi-Sport Facility (Community Wellness Centre)

Ponoka Town Council continues to advocate and plan for a new multi-sport facility (Community Wellness Centre) in the Town of Ponoka. The Town is working to secure funding and agreements with regional, provincial and federal partners that would allow us to move forward with this new facility.



Goal: Improve Social Connection Within Our Community

COMMUNITY EVENTS IN PONOKA

The Town of Ponoka hosted, sponsored or facilitated many events and activities in 2025 for all ages. This included:

Holiday Train

Fall Fest

Holly Jolly Public Skate

Halloween at the Aquaplex





Spring Festival



Battle River Run



Family Day



Paint the Ice Night



Etch 'N' Sketch



New Disc Golf Course Opening Celebration

Thanks to a generous donation from Ponoka, Arts, Recreation and Culture (PARCS), a new 18-hole disc golf course was installed at Riverside Rotary Park (3801 46 Street).

The year-round disc golf course welcomes all ages and skill levels.

Disc golf is often described as a blend of traditional golf and frisbee. Players use flying discs to complete a course by aiming for chain baskets. Discs can be signed out from the Ponoka Arena Complex.



Kick-off to Christmas - Powered by FortisAlberta



Ponoka's Christmas Lights Tour



National Drowning Prevention Week Activities



Ponoka Community Registration Night



Grand Opening of the Multi-Use Skate Park

NEW RECREATION PROGRAMMING

The Town of Ponoka launched new recreation programming in 2025, which included:

- Yoga Classes;
- Pilates;
- Fitness Sampler Classes; and
- Day camps for children ages six to 12 during the summer months and the teachers' strike.

The new recreation programs were based on feedback from the Community Program Survey, which provided a roadmap for new sports and wellness activities in the Town of Ponoka.



In 2025, There Were:



754 hours of public, family and lane swimming at the Ponoka Aquaplex.



1,002 participants in school lessons and 8,686 participants for program registrations, including swimming lessons, advanced courses, fitness classes and day camps.



850 hours of drop-in programming.



465 hours of dry floor time for youth and adult user groups at the Ponoka Arena Complex.



2,108 hours for youth and adult user groups, and public skating at the Ponoka Arena Complex.



643 hours of indoor court bookings at the Ponoka Arena Complex (racquetball, squash, wallyball and indoor pickleball).



1,075 hours of bookings at the ball diamonds and soccer fields in Ponoka.



COMMUNITY SAFETY

Community safety remains a top priority for the Town of Ponoka. Council and Administration, along with the Town's Community Peace Officers Program, continue to work in partnership with the RCMP to address community safety concerns and ensure our community is a safe and welcoming place to live.

In 2025, the Town hired an additional Community Peace Officer (CPO). Ponoka Mayor Kevin Ferguson also continued to voice concerns and petition the federal government for improvements to Canada's justice system through letters that he wrote to the Honourable Sean Fraser, Minister of Justice and Attorney General of Canada on behalf of the Town of Ponoka. The letters address:

- Concerns with Bill C-75's leniency on bail restrictions which leads to the release of those awaiting trial with minimal conditions, especially those who are accused of recurrent or violent offences;
- The community impact and hidden cost that repeat offenders and criminal activity have on rural communities throughout Alberta; and
- The need for the Government of Canada to reform the criminal code.

In 2025:



The Ponoka RCMP responded to and investigated **4,510 calls for service** in the Town of Ponoka.



The Town of Ponoka's Protective Services Department (Community Peace Officer Program) completed **209 calls for service**, along with regular community patrols along the river valley trails and throughout the community.



Ponoka County Regional Fire Services responded to **278 calls for service** in the Town of Ponoka.

POSITIVE TICKETING PROGRAM

This program, which completed its second year in 2025, rewards citizens who demonstrate good safety habits and foster a positive community spirit. For example, positive tickets were given to youth who wear helmets, use proper hand signals, and ride on the correct side of the road while riding their bike.



The program aims to change perceptions and demonstrate the positive side of law enforcement through education instead of fines.

GROWTH AND ECONOMIC HEALTH



Goal: Strengthen and Diversify Our Town's Economy and Share Ponoka's Story

DOWNTOWN FAÇADE IMPROVEMENT PROGRAM

This new program, which marked its second year in 2025, encourages and assists business owners in the downtown area of Ponoka to make upgrades and improvements to their building façades or frontages.

The program helps attract more visitors and business activity to the downtown core. It has been successful with **three** applications for façade improvements received in 2025, and **five** businesses completed their upgrades during the year.

NEW RESIDENT AND BUSINESS INCENTIVE PROGRAMS

In 2025, the Town Approved:



33 applications for the *New Resident Incentive Program.*



4 applications for the *Residential New Build Program.*



1 application for the *Major Home Renovation Program.*



1 application for the *Commercial New Build Program.*



14 applications for the *New Business Grant* for new businesses that opened their doors in Ponoka.

In 2025:



The Town of Ponoka issued **485 business licences** – 20 were for new businesses.



The Town of Ponoka issued **93 building permits.**

2025 Building Statistics:

(New construction, renovations and demolitions in Ponoka)

• Residential	\$2,894,444
• Commercial	\$2,259,495
• Industrial	\$3,714,100
• Institutional	\$130,690
Total	\$8,998,729

The Town continues to focus on attracting new residents and businesses to Ponoka.

For full details about these incentive programs, please visit Ponoka.ca/Residential-and-Business-Incentive-Programs



WHY PONOKA?

In 2025, the Town continued to actively promote its New Resident and Business Incentive Programs across Alberta and Canada through digital, radio and print advertising. These advertising campaigns tell people the many reasons why Ponoka is such a great place to call home and do business, such as:



High speed, fibre optic internet access



Historic, picturesque downtown



Active lifestyle and plenty of recreation opportunities, parks, trails and playgrounds



Affordable living and a relaxed lifestyle



Centrally located just off Highway 2



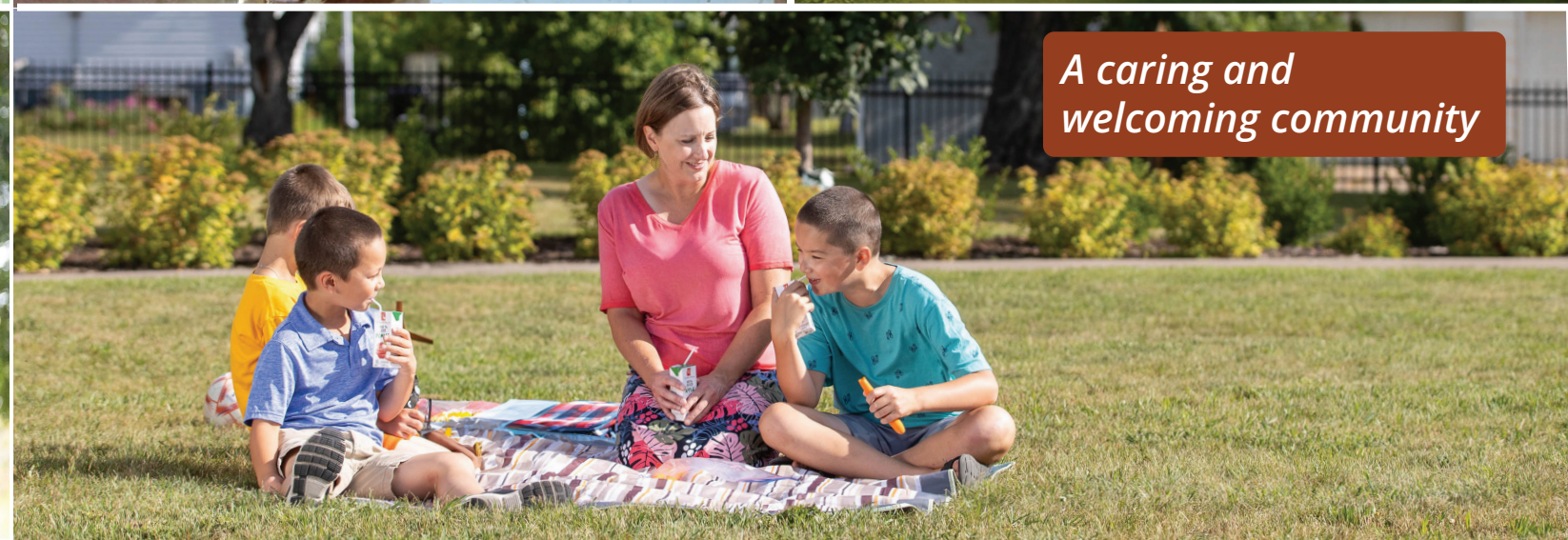
Rodeo hub of Alberta



Gorgeous community golf course



Nestled in the scenic Battle River Valley



A caring and welcoming community

PONOKA IS A WINTER DESTINATION

The annual light display at Lions Centennial Park is a must-see winter tourist attraction that attracts visitors to our community from across Alberta. In fact, in 2025, the display featured more than 500,000 Christmas lights.

Thanks to the Ponoka Lions Club for their continued generosity and another \$5,000 donation to help fund the light display in 2025. The Lions Centennial Park Christmas light display is a cherished tradition each year in Ponoka that runs throughout the holiday season and until the end of February.



EFFECTIVE LEADERSHIP AND ADVOCACY



Goal: Provide Leadership Through Strong Governance

OPERATING AND CAPITAL BUDGETS

The 2025 Town of Ponoka budget balanced and delivered on key priorities in the Town's Strategic Plan by carefully managing spending while continuing to fund essential services that our citizens rely on. The budget invested in maintaining and upgrading key infrastructure to best serve our community and position the Town of Ponoka to grow and thrive into the future.

The 2025 budget aligns with the results of the Town's annual public consultation process, which included Coffee with Council events, an online Budget Open House and a Citizen Input Survey. The survey invited Ponoka citizens to give their input on top priorities they wanted Town Council to consider as it deliberated the budget. The survey received 112 responses.

The total amount of the 2025 Budget was \$35.78 million

- Operating Budget of \$23.6 million; and
- Capital Budget of \$12.8 million.

The top three priorities identified by citizens during the budget consultation were:

- Community Safety;
- Parks and Recreation; and
- Infrastructure.

These priorities were addressed in the 2025 Budget through:

- Ongoing upgrades and improvements to Town infrastructure;
- Planned improvements to recreation facilities; and
- Funding for a second full-time Community Peace Officer who continues to support public safety in partnership with the Ponoka RCMP.



2025 PROPERTY TAXES

In 2025, the Alberta Government raised the education tax rate by an increase of 10.8 per cent for Town of Ponoka residents. To offset the impact of this unexpected tax increase on Ponoka citizens, Council lowered the municipal property tax increase to 1.25 per cent - down from the proposed 3.25 per cent increase that was initially approved by Council in the Interim Budget.

Mayor Ferguson, on behalf of Town Council, also sent a letter to the Minister of Education voicing concerns that the increased Education Tax is a disproportionate burden on Ponoka ratepayers compared to larger urban areas. He noted there are currently no plans for new schools in community to justify the increased education tax.

Like all Alberta municipalities, the Town of Ponoka is required to collect the following taxes as part of the property tax bill it sends annually to residents:

- The Education Tax which is sent directly to the provincial government;
- A Seniors Housing tax, which is collected on behalf of the Rimoka Housing Foundation; and
- A municipal property tax which funds municipal services such as clean drinking water, waste management, policing, fire protection, bylaw enforcement, roads, sidewalks, utilities, recreation facilities and much more.

Goal: Strengthen Regional Relationships



TIPI VILLAGE

As part of National Indigenous History Month and in the spirit of reconciliation, the Town of Ponoka helped facilitate the return of the Fourth Annual Tipi Village to Ponoka during Stampede Week in 2025.

The four-day event was hosted by Louis Bull Tribe with participation by members of the Ermineskin Cree Nation, Samson Cree Nation and Montana First Nation. Each day, the Tipi Village featured:

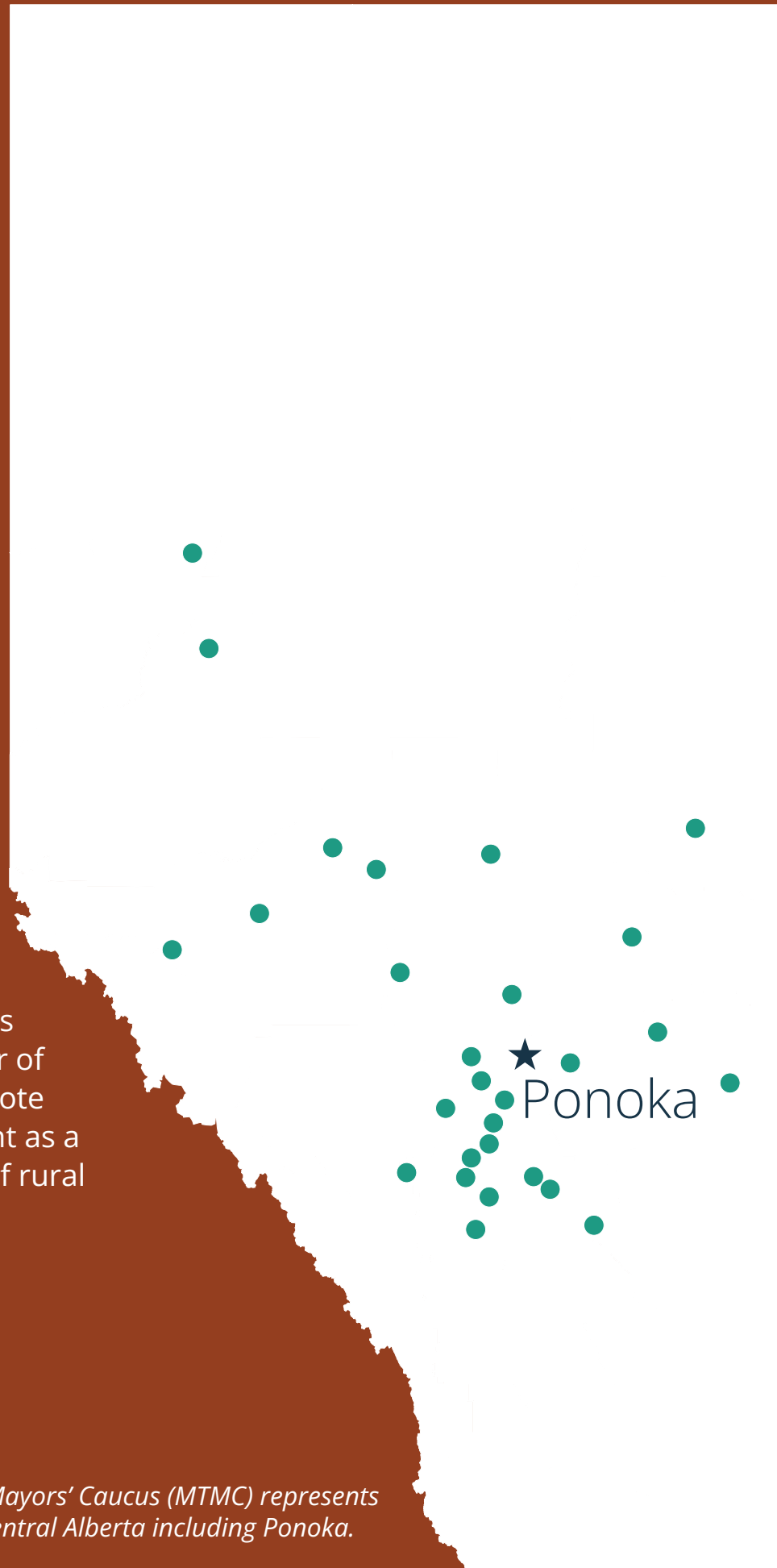
- A Grand Entry;
- Greetings and speeches from elders and neighbouring First Nations;
- A powwow showcase;
- Indigenous storytelling; and
- Indigenous artwork and culture.

ALBERTA MID-SIZED TOWNS MAYORS' CAUCUS (MTMC)

In 2025, Ponoka's Mayor continued to work closely with central Alberta Mayors from mid-sized Towns to lobby the provincial and federal governments for funding that is equitable with larger urban centres, and to address issues that are unique to rural Alberta. Mayor Ferguson was instrumental in establishing the MTMC.

This group has attended meetings with the Premier and the Minister of Municipal Affairs to further promote their advocacy efforts and present as a united body for the betterment of rural Alberta towns.

The Mid-Sized Towns Mayors' Caucus (MTMC) represents communities across Central Alberta including Ponoka.



Goal: Increase Healthcare Advocacy To Other Orders of Government



REGIONAL ADVISORY COUNCIL

In 2025, Ponoka's Mayor and Council also continued to work with a coalition of central Alberta Mayors to lobby the provincial government for increased funding and health care improvements for rural communities.

Ponoka Mayor Kevin Ferguson was also appointed to Regional Advisory Council 10 (RAC10), which advises the provincial government on ways to improve health care and bring forward local priorities.

Through RAC10, the Mayor continued to advocate for improvements in health care in the following areas:

- Physician recruitment;
- Ambulance services; and
- Emergency Department closures.



PONOKA RISING SUN CLUBHOUSE

The Town of Ponoka along with many community members rallied to support the Ponoka Rising Sun Clubhouse from having to close its doors in 2025 in the face of possible provincial government funding cuts.

Meetings were held with the Ministry of Mental Health and Addiction, and letters were written advocating for the continued operations of the Ponoka Rising Sun Clubhouse in Ponoka. Successes were achieved with the Ministry of Assisted Living and Social Services stepping in to continue funding in 2025 for the Ponoka Rising Sun Clubhouse.

In December 2025, Town Council approved the appointment of Councillor Carla Lloyd to sit on the Ponoka Rising Sun Clubhouse Board of Directors for a two-year term.

Town Council's representation on the Ponoka Rising Sun Clubhouse Society Board of Directors is to provide support through collaboration with the Town of Ponoka and to continue advocating for the ongoing role this organization plays in our community.

The Ponoka Rising Sun Clubhouse is a community-based mental health program that supports adults living with mental illness and provides transitional support for patients from the Centennial Centre for Mental Health and Brain Injury.

Goal: Provide Organizational Excellence

ONLINE SERVICE REQUEST TOOL

The Town of Ponoka's Online Service Request tool allows citizens to submit their questions and requests for service directly to the appropriate Town Department. Citizens who provide their email also receive email notification once action on their request has been completed.

To access the online service request tool, go to Ponoka.ca, scroll down and click on 'File an Online Service Request.' Fill out the online form and click submit or you can phone the Town Office at 403-783-4431 where staff can help fill out the form for you.

In 2025:



The Town of Ponoka responded to more than **2,350 online service requests** on a variety of topics including:

- Bylaw Enforcement;
- Parks and Recreation Maintenance; and
- Snow Removal Operations.



34 Town Bylaws and Policies were reviewed and updated as part of the Town's ongoing commitment to organizational excellence.



The Town provided customer service excellence to citizens who visited the Town Office in 2025, processing **6,700 payments** for utilities, property taxes, licensing payments, etc.



197 animal licences were issued in the Town of Ponoka in 2025.

Goal: Continue to Enhance Strong Engagement With Citizens

TOWN OF PONOKA APP AND NOTIFICATION SERVICE

The Town of Ponoka App and Notification Service provides citizens with critical information about:

- Utility service disruptions;
- Large-scale, local emergencies; and
- Other important Town news, such as:
 - o Temporary Town road closures;
 - o Curbside waste collection reminders;
 - o Parking bans during snow removal and street sweeping;
 - o Town event notifications; and
 - o General Town E-news – such as new program announcements, temporary facility closures, etc.

The Town is using the Voyent Alert notification system to send out these alerts. For more information and to download the app, please visit Ponoka.ca/p/alerts

As of December 2025:

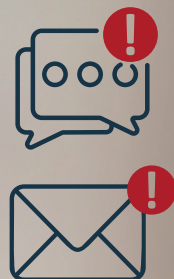


2,422 users are signed up to receive phone call notifications for emergency alerts or utility service disruptions

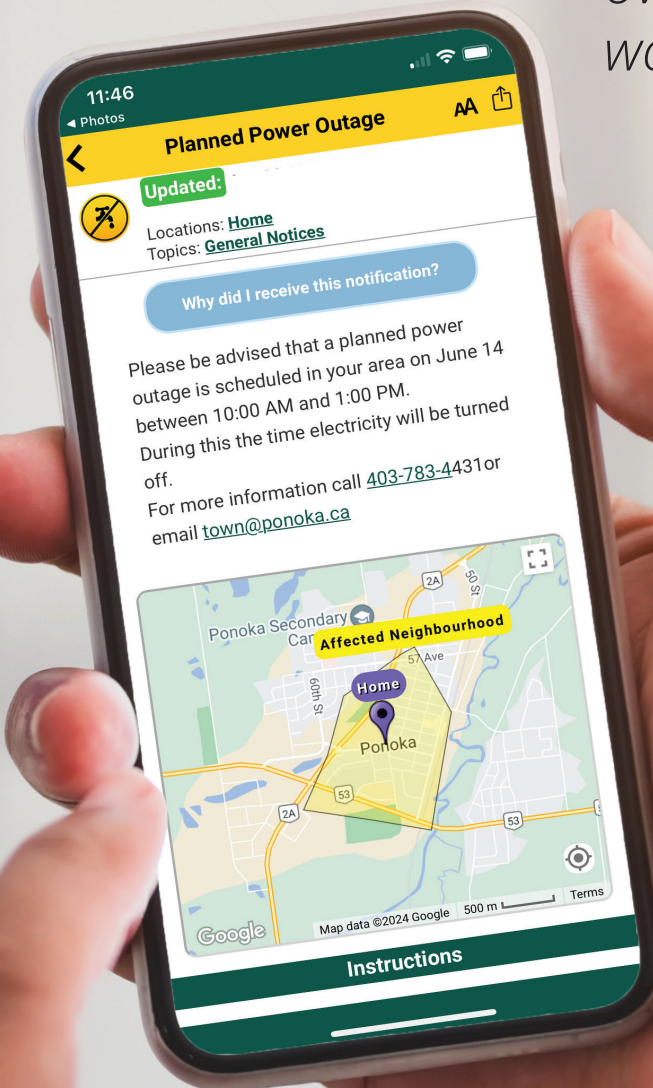
568 smartphone users downloaded the app.



52 users signed up for text messages and 27 users signed up for emails.



The Town of Ponoka App and Notification Service reaches over 3,000 citizens who visit, work and live in Ponoka.



ONLINE ENGAGEMENT

In 2025, the Town of Ponoka connected with citizens through:



The Town of Ponoka website at **Ponoka.ca** with:

- 212,980 page views; and
- 64,030 user visits.



The Town of Ponoka **LinkedIn** page @TownofPonoka with:

- 37 posts;
- 40 new followers; and
- 71 page engagements.



The Town of Ponoka **Facebook** page @TownofPonoka with:

- 1,345 posts;
- 47,707 page views;
- 100,130 post engagements;
- 700 new page likes; and
- 884 new page followers.



The Town of Ponoka **Instagram** page @TownofPonoka with:

- 1,113 posts;
- 228 stories;
- 205,652 people reached;
- 2,393 post engagements; and
- 296 new followers



The Town of Ponoka **X** page @TownofPonoka with:

- 1,120 tweets;
- 1,022 reposts, likes and replies; and
- 1,270 followers



The Town's online engagement website at **LetsTalkPonoka.ca** – for projects, such as

- Civic Plaza Conceptual Design;
- Ponoka Adaptation and Sustainability Action Plan;
- and 2026 Budget Consultation with:

- 5,017 page views; and
- 3,051 users.



PUBLIC ENGAGEMENT

The Town of Ponoka hosted the following public engagement events in 2025. All of these events included Coffee with Council:



Grand Opening of the Disc Golf Course





Ponoka Trade Show Booth in April



Ponoka Community Registration Night



Coffee with Council at the Ponoka Farmers' Market





Town of Ponoka
 200, 5604 50 Street
 Ponoka, AB T4J 1G5
 Ponoka.ca