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## New Response Completed for Council Delegation Form

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**From** noreply@esolutionsgroup.ca <noreply@esolutionsgroup.ca>

**Date** Sun 8/24/2025 10:27 AM

**To** Cindy Page <cpage@cavanmonaghan.net>; Karlie Hartman <khartman@cavanmonaghan.net>

Hello,

Please note the following response to Council Delegation Form has been submitted at Sunday August 24th 2025 10:26 AM with reference number 2025-08-24-001.

- **Date:**  
8/24/2025
- **Meeting Date:**  
9/2/2025
- **Subject:**  
Community Engagement and The Township's Strategic Plan
- **Name of Delegate:**  
Al Steel
- **Name of the Community Group/Organization:**  
Self
- **Address:**  
1622 Tapley 1/4 Line
- **City:**  
Cavan
- **Province:**  
ON
- **Postal Code:**  
L0A 1C0
- **Phone Daytime:**  
705-944-5411

- **Phone Evening:**  
705-944-5411
- **Email:**  
alsteel@nexicom.net
- **Do you require any Accessibility Accommodation?**  
No
- **Detailed statement of what you are seeking from Council.**  
Asking Council for the Township to:
  - Conduct an in person public meeting to explain the new Strategic Plan; take and answer questions about it at the meeting; and receive comments about it.
  - In addition to the above, at least 2 more in person public meetings to update the public on the affairs of the Township; and take and answer questions; and receiver comments; before the start of the election cycle next year.
- **Do you have any documentation (i.e. Powerpoint presentation, letter, memo, photo etc.) that you would like to provide/make to Council**  
Yes
- **Please include any documentation/presentation (i.e. images, brochures, correspondence etc.) material that will be attached to your deputation.**
  1. [Township Strategic Plan.pdf \[709.7 KB\]](#)

[This is an automated email notification -- please do not respond]



## Corporate Strategic Plan

Prepared by:  
TOWN HALL  
CONSULTING INC.

2025 - 2030

## 4. Community Engagement

Community engagement is essential to building trust, fostering connections, and ensuring residents feel informed and involved in Township initiatives. This priority emphasizes the importance of open communication, diverse outreach methods, and meaningful in-person interactions to strengthen relationships with the community. By prioritizing accessibility, education, and clear information-sharing, the Township aims to create an inclusive and informed environment where residents can actively participate and contribute to its future.

How will we achieve this?

Objective	Action
Expand the role of the Communications Officer to a full-time position.	<ul style="list-style-type: none"> <li>Secure budget approval for the expanded role.</li> </ul>
Expand and diversify communication channels to ensure residents access key information.	<ul style="list-style-type: none"> <li>Implement and optimize engagement software.</li> <li>Promote subscriptions and newsletters.</li> <li>Utilize Community billboards in strategic locations.</li> <li>Enhance social media strategies to increase online followers and views. Use KPIs to track these metrics.</li> <li>Utilize non-digital communications such as printed newsletters.</li> <li>Utilize community feedback as part of the decision-making process.</li> <li>Consider funds through the annual budget process.</li> </ul>
Increase in-person engagement opportunities with the community.	<ul style="list-style-type: none"> <li>Organize pop-ups and booths at community events and public spaces.</li> <li>Identify opportunities to enhance community participation and information sharing (ex, town hall meetings, open houses, education sessions, etc.)</li> </ul>
Establish wayfinding signage and information systems.	<ul style="list-style-type: none"> <li>Install consistent wayfinding signs in key locations across the community.</li> <li>Incorporate QR codes on signage for access to maps and details.</li> </ul>

# WHY AM I HERE:

- To ask Council to have the Township explain to the Public the Township's new Strategic Plan; focusing on 'Who, What, Why, When', what are the desired results/benefits (quantitatively, timeframe and estimated costs); and allow in person/written questions and comments to improve this document.
- To ask Council to have the Township hold 3 Town Halls during its last year of the current Term.

## Specifically:

- October 2025 (not during hunting season) - focused on the Strategic Plan
- January 2025 – 2024 in review and 2025 preview
- June 2025 – 2025 year to date, focus to the end of the year; and what the next Councils challenges will be and areas of needed focus

***Meetings Need To Held In The Evening (> 7:00pm)***


# Why Now?

- Start of the Budget planning cycle
- The last year of this Council's Term

# Link To Township's Strategic Plan


<https://www.cavanmonaghan.net/en/local-government/resources/Strategic-Plan-2025-2030v2.pdf>

## ✦ AI Overview


A strategic plan is a document that outlines an organization's long-term goals and the strategies to achieve them. It serves as a roadmap, guiding the organization's direction, resource allocation, and actions over a specific period (typically 3-5 years). This plan ensures alignment and focus across the organization, enabling it to adapt to changing conditions and achieve its desired future state. 

## Purpose of a Strategic Plan:


### **Provides Direction:**

A strategic plan clarifies the organization's purpose and desired future, guiding decision-making and resource allocation. 


### **Fosters Alignment:**

It ensures that all parts of the organization are working towards the same goals, promoting synergy and efficiency. 


### **Enables Adaptability:**


Strategic planning helps organizations anticipate and respond to changes in the market, industry, or other external factors. 

### **Enhances Accountability:**

By setting clear goals and performance metrics, a strategic plan helps to hold individuals and teams accountable for their contributions. 

### **Facilitates Communication:**


The strategic plan serves as a communication tool, informing stakeholders (employees, investors, customers, etc.) about the organization's direction and priorities. 

In essence, a strategic plan is not just a document, but a dynamic process that guides an organization towards achieving its long-term goals. 




## Key Components of a Strategic Plan:

### **Vision, Mission, and Values:**

These define the organization's purpose, desired future, and guiding principles. 


### **Goals and Objectives:**

Specific, measurable, achievable, relevant, and time-bound (SMART) targets that the organization aims to achieve. 


### **Strategies and Tactics:**

The approaches and actions the organization will take to reach its goals. 


### **Resource Allocation:**

How the organization will distribute its financial, human, and other resources to support its strategies. 

### **Performance Measurement:**

Metrics and indicators to track progress and assess the effectiveness of the plan. 

### **Implementation and Monitoring:**

A process for putting the plan into action and regularly reviewing its progress and making adjustments as needed. 

# Mission

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The Township of Cavan Monaghan is committed to delivering responsive and cost-effective services that provide for the economic, social and environmental well-being of our ratepayers now and into the future.

**“keep the door open and  
the lights on”**

# Vision

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Cavan Monaghan is a strong, sustainable rural community. We celebrate, protect and promote our unique history and natural heritage and value the contribution and interests of all ratepayers in building a prosperous future.

**?**

# How Does This Rate?

Objective	Action
Increase housing for seniors.	<ul style="list-style-type: none"><li>• Research community needs, trends and partnership opportunities.</li><li>• Identify seniors housing providers, establish relationships, and collaborate on opportunities.</li></ul>

## Goals and Objectives:

Specific, measurable, achievable, relevant, and time-bound (SMART) targets that the organization aims to achieve. ⓘ

## Strategies and Tactics:

The approaches and actions the organization will take to reach its goals. ⓘ

# My Take

- No Clear Vision
- No Clear Direction
- No Time Boundaries
- Most Objectives listed are not S.M.A.R.T. Objectives/Goals. Many of the listed Objectives/Actions are already in job descriptions.
- The document is more of an ideas/wish list than a plan.

## 4. Community Engagement

Community engagement is essential to building trust, fostering connections, and ensuring residents feel informed and involved in Township initiatives. This priority emphasizes the importance of open communication, diverse outreach methods, and meaningful in-person interactions to strengthen relationships with the community. By prioritizing accessibility, education, and clear information-sharing, the Township aims to create an inclusive and informed environment where residents can actively participate and contribute to its future.

**How will we achieve this?**

Objective	Action
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# What was the Resident Engagement on the Strategic Plan?

- 79 for the Online Survey
- 29 for Monopoly Night
- 108 Total
- 3.6% of roughly 3,000 active households!!!!

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# My Ask

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***Two-way Dialogue***

***Summary Of The Meetings Posted To Facebook For Sharing***

***Follow-up Public Meetings If Needed***

# Thank You & Questions

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