Town of Castor

Engagement Plan for Council's 2026-2029 Strategic Plan

Approved March 9, 2026

Strategic Plan Overview

Council is developing a strategic plan – the highest-level policy framework for the Town of Castor.

The Strategic Plan (2026-2029) sets out Council's vision for the future, describes the areas which Council will focus on during their term, and provides direction to Administration to plan and prioritize work and inform future budgets.

The plan will be reviewed and updated by Council on an annual basis to ensure its relevance and to confirm Council's priorities.

Engagement Principles and Objectives

As part of the development of the strategic plan, Council and Administration will be conducting a public engagement process to ensure the plan is informed by meaningful feedback from ratepayers, residents, and stakeholders. This process will be transparent, relevant, and accessible and all engagement will be undertaken in accordance with International Association of Public Participation (IAP2) best practices.

Engagement Objectives	Engagement Principles
The purpose of this engagement is to: • Inform residents and stakeholders of Council's draft strategic plan and make information easily available. • Gather meaningful input from a wide range of interests, ages, etc. • Authentically incorporate community insights into the process of developing Council's Strategic plan and future decision making. • Report back on engagement results in a clear, timely, and transparent manner.	The Town will use the following principles to guide engagement design and delivery: • Inclusive: Create a welcoming space for conversation that respects the diverse lived experiences of all participants. • Accessible: Make it easy to participate and access information. Consider diverse abilities, learning styles, and amount of time required. • Meaningful: Provide opportunities for participants to share ideas and concerns openly and authentically. • Transparent: Provide clear information about the process, how decisions are made, and report back on what we heard.

Measures of Success
The engagement will be considered successful when:
• Citizens feel informed about the process.
• Interested stakeholders feel they had an opportunity to contribute to Council's Strategic Plan.

Engagement Approach

Groups will engage on the draft Strategic Plan through specific engagement opportunities.

Engagement levels have been informed by the International Association for Public Participation (IAP2) Spectrum of Public Participation, which defines the level of impact participants will have in the decision-making process.

Type of Group	Example Groups	Engagement Purpose & Approach	Level of Engagement
Council	Council	Seek Council feedback and direction on proposed engagement process as well as incorporating the results from the engagement into the Strategic Plan	Decision makers
Public	Households, individuals, property owners, ratepayers, and visitors	Provide updates on the strategic plan and gather diverse individual insights and feedback from the public through online and in-person tactics.	Consult

Communications and Engagement Tactics

The following section outlines the range of engagement and communications tactics considered for this engagement process.

Communications Tactics

A variety of methods will be used to reach the broadest range of participants, including print, in-place, and online communications tools.

Communications tactics include:
- Town of Castor website
- Social media posts (Facebook)
- Monthly Town newsletters and calendars
- Posters/signage

Communications materials will be developed, reviewed, and implemented by Town Administration.

Engagement Tactics

Tactic(s):
- Information Sharing
  - Draft Strategic Plan (online & print)
  - Website updates
  - Town newsletter
- Medium and In-Depth Level Engagement
  - Public survey (online & print)
  - In-person small/focus group discussion activity (typically 5-12 people in a group)

Engagement Logistics

There are many logistical requirements for the Strategic Plan engagement process. The following section outlines high level roles, resourcing requirements, data collection and reporting requirements, and the engagement evaluation process.

Roles and Resources

A variety of resources will be developed to support the engagement process and activities.

Small/Focus Group Engagement Activity

In-person activities require:
- Printed engagement materials (such as display boards, paper surveys)
- Staff to facilitate
- Logistical resources (facility booking, refreshments)

To reach the broadest audience possible, the small/focus group activity will be hosted outside of regular working hours. Both Town Council and Town staff members will attend and facilitate the evening.

Data Collection and Reporting

Engagement feedback will be collected in a variety of ways throughout the engagement process. The data collected with include both qualitative (comments) and quantitative (numerical) data. All data collected from the engagement will be saved and analyzed by Administration. The results of this analysis will be provided in a What We Heard Report. The What We Heard Report will provide a balanced summary of all perspectives to ensure that all participants feel that their perspectives are heard and acknowledged. Administration will present the feedback to Council for them to inform their Strategic Plan and to ensure transparency in the decision-making process. Engagement feedback is one input into this decision-making process, which will also include consideration of Council priorities and

best practice. Though the intent is to build support for the Strategic Plan and any changes to it throughout the engagement process, it is acknowledged that true consensus amongst all engagement participants may not be feasible.

Engagement Evaluation

The project will monitor the overall success and inclusivity of the engagement process, including tracking:
- Number of small/focus group attendees
- Number of survey responses
- Number of comments received
- Demographics of survey respondents

Administration will consistently review and debrief engagement activities and apply learnings to future engagement sessions, communications approaches, and tactics.

Risk Management

The following risk management strategies will be considered throughout the design and facilitation of the engagement process.

Barriers	Mitigation Measure
Timing constraints – Participants have variable availability due to work, family and other commitments.	- Provide multiple engagement tools with different levels of time commitment required (i.e. in-person, survey) - Provide alternative methods to collect input outside of in-person attendance (i.e. survey)
Vocal participation – A few vocal local public members or groups may attempt to speak over the voices of others, which may deter involvement.	Provide conversation forums that facilitate one-to-one or small/focus group discussions, rather than public speaking in front of a large group
Awareness – Residents are not aware of Council's draft Strategic Plan or participation opportunities.	Provide information through various channels (Town website, Facebook, newsletter)

Appendix A: Strategic Plan Engagement Questions

- Vision and Alignment:
    - Does the proposed vision, mission, and values resonate with you? Do they accurately reflect our Town's future?
- Strategic Priorities:
    - Are the strategic priority areas in the correct order?
    - What is the single most important priority for you?
    - Based on your experience, do these proposed strategic priorities address the most critical needs of our community?
- Objectives/Outcomes:
    - Which of the proposed objectives are you most excited about?
    - Are there any proposed objectives you believe should be removed or changed?
- Gaps:
    - What, if anything, is missing from this draft plan that should be included?
- Closing
    - Is there anything else Council should consider as they finalize this plan?