



Organizational Overview

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About

CP Planning is your partner to achieve immediate and long-term equity objectives through the application of urban planning and land use development tools, processes, and programs.

We are a bold and innovative Black-led federally incorporated non-profit urban planning organization.

Founded: 2017

Based in: Toronto, Ontario.

Our journey began, when our Founder and Executive Director, at 22 years-old, published our "Protecting the Vibrancy of Residential Neighbourhoods" report. Not only was this report picked up by local media (Toronto Star, Spacing, Globe and Mail), and cited in reports by the Toronto Metropolitan University and the Toronto Regional Board of Trade - it shifted public discourse.

Our attention to the social impacts resulting from a lack of housing development in traditionally single-family exclusive neighbourhoods sparked a change. The industry and public grew to pay more attention to understand and address how planning processes limit housing access.

We enjoy working with clients who have a demonstrated commitment to support marginalized communities and a willingness to go beyond token gestures.

We work with you to design and implement processes that create tangible results, and build on foundations to scale systemic and sustainable progress.

Our unique position as a non-profit provides our clients and partners with competitive advantages. We reinvest all our surplus into our services to build solutions that increase social equity, and collaborate with clients to build the partnerships and secure the funding required to pilot innovative models.

We understand that everyone is doing their best, and there are many hurdles to generating lasting systemic progress.

We're here to help you build solutions to achieve your highest potential.

Our specialty is breaking down barriers across disciplines, industries, and degrees of social capital. Through uniting diverse stakeholders to work together to achieve a common vision, we all go a lot further.

Our adept model of piloting innovative approaches, building community connections, and grounding our approach in thorough data analyses is making notable impact. For this, we're proud to have won trust and respect across public, private, and non-profit sectors.

Our Mission

Our mission is to cultivate the co-design and implementation of planning processes and real estate solutions that generate more equitable outcomes.

Our Vision

We envision a world where all people, regardless of their socio-economic background, experience more joy, belonging, and well-being, grounded in the achievement of adequate housing for all.

Priority Areas

- Housing
- Cultural spaces, &
- Economic inclusion in the planning, production, operation, and activation of each of the above



Danforth Walkshop, Roadmap, 2023

Services

Our services have been refined through years of practicing cutting-edge techniques to build industry capacity to value and work to address the barriers resulting in a lack of affordable housing supply, and inequitable access to economic and cultural opportunities.

We prioritize bringing together racialized and non-racialized communities to work in solidarity to pilot and expand the implementation of urban planning tools and practices aligned to generate more equitable outcomes.

The trust that we built within diverse corners of the planning industry, from grass-roots leaders to private sector housing developers and government leaders, brings immense value. While commonly, these stakeholders may see each other as adversaries, we've found that facilitating processes through our delivered services builds trust between stakeholders – resulting in the catalyst of resource exchange that advances common objectives to build a more joyful world.

We help our clients reach those they would have found hard to engage. Whether it is municipalities who experience difficulties engaging with marginalized residents, or community leaders who are weary to engage with private developers.



Connecting Black leaders in the housing industry, Roadmap Annual Party, 2023

Research & Capacity Development

- Expert analysis of demographic, development, and land use patterns, to provide critical insights to inform urban planning decisions.
- Facilitate skills, knowledge, and resource development for diverse stakeholders to identify and implement strategies which improve access to affordable housing, economic and cultural opportunities.
- Develop and implement strategic communication plans to ensure wide accessibility of knowledge.

Strategic Planning & Network Weaving

- Intentional program design and implementation to build trust and catalyze synergies between public, non-profit, and private sector leaders.
- Thorough context analysis, review, synthesis to identify and communicate barriers, opportunities, and implementation plan to achieve shared objectives.
- Collaborative workshop, meeting, and dialogue facilitation.

Real Estate Development

- Project management on client behalf, for timely coordination and follow up with government funders and consultants.
- Identification and evaluation of development opportunities.

Selected Work

The Roadmap for Redevelopment Plans to Confront Systemic Racism ("Roadmap")



Funding: CMHC, Housing Supply Challenge Round 2

Where: Toronto, Peel, Hamilton, York, Kitchener-Waterloo, Ottawa

Role: Initiator and Lead
Subconsultants: Various

Start: November 2021
End: Ongoing

The Roadmap is not just a plan—it's a movement. With our partners (municipal government, housing developers, community groups, and others), we're co-designing policies, programs, and facilitating partnerships that generate both immediate and long-term progress to accelerate affordable housing development.

This impact-oriented program is designed to fortify the resources

required for an inclusive planning economy which values the voices and lived experienced of racialized communities.

The approach of building the skills of non-profit and community leaders to effectively participate in planning processes is advised by our wide network of community partners. Their advice has guided the development and implementation of the Roadmap. Our approach of empowering racialized leaders through strategic planning, relationship-building, and mentorship is generating results.

This includes getting land ready for development, building up the pipeline of for affordable housing development proposals, and establishing pathways to secure funding to finance affordable housing development.

Black Community Housing Advisory Table (BCHAT)



Funding: City of Toronto - Confronting Anti-Black Racism Unit; in-kind Margarets Housing and Community Services, and CP Planning

Where: Greater Toronto and Hamilton Area

Role: Co-Initiator and Co-Lead

Partner: Margarets Housing and Community Support Services

Start: October 2021

End: Ongoing

CP Planning is a founding member and trustee to BCHAT. BCHAT is a coalition of social service and housing providers, developers, planning experts, government and community leaders who aim to eliminate housing inequity for Black residents across the Greater Toronto and Hamilton Area (GTHA).

17 Winchester



Client: Margarets Housing and Community Support Services

Where: Toronto (Cabbagetown)

Role: Consultant - Project Manager

Start: October 2021

End: Ongoing

Project management for the construction phase of 17 Winchester (35 units of affordable housing for women with mental health challenges). This includes coordination with government funders, architects and other consultants, including ongoing coordination with government funders to steward funding agreements, cost surveys and project budgeting.

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The Poverty Reduction Strategy Office (PRSO) engaged CP Planning and Method Collective on a series of strategic community consultations throughout 2022 and 2023 to inform the Poverty Reduction Strategy 3rd Term Update (2023-2026). Through a detailed and methodical approach, CP Planning and Method Collective delivered a series of in-depth consultations with non-profits, front-line workers, Indigenous leaders, and city departments. Their data-driven, strategic and solutions-focused approach supported the PRSO to consider the system at large and meaningfully engage those working in poverty reduction or directly impacted by it.

The feedback provided by key stakeholders informed the actionable steps included in the Strategy's 3rd Term Update and serve to address the most pressing issues for the city's residents.

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City of Toronto, Poverty Reduction Office

City of Toronto Poverty Reduction Strategy Update



Client: City of Toronto Poverty Reduction Strategy Office

Where: Toronto

Role: Lead Consultant - Engagement and Communications

Subconsultant: Method Collective

Start: October 2022

End: April 2023

The Poverty Reduction Strategy is a 20-year plan designed to reduce poverty for lower income residents living in Toronto. CP Planning was brought on to co-design and co-deliver public and interdivisional engagement sessions to generate feedback to inform the update of the City of Toronto's Poverty Reduction Strategy.

Our role also included synthesizing insights into a comprehensive 'What We Heard' report and an actionable Communications Plan.

Spatial Justice Strategy



Client: Toronto Non-profit Network

Where: Toronto

Role: Sole Consultant - Strategist

Start: September 2022

End: February 2023

We conducted thorough analysis and consolidated findings into a forward-thinking Spatial Justice Strategy which outlines 21 actions across 10 objectives, underpinned by 3 goals, all aimed at enhancing spatial justice in Toronto.

Analysis included the review and synthesis of informational interviews with non-profit leaders engaged in development projects that were either self-initiated or are resulting in the agency's displacement, survey data on spatial patterns of non-profits who owned or rented their property, and ongoing City of Toronto real estate programs, plans, and processes.



Our Team

We are highly skilled at blending technical expertise with social insight to create impactful urban solutions.

Bridging expertise in the non-profit, private, and public sectors, our leadership team understands the incentives driving decisions.

Paired with our diverse and multi-disciplinary team of 12 urban planners, architects, and strategists, our team's leadership is excited to deliver values-driven approaches that build a caring professional community of practice.

Cheryll founded CP Planning in 2017, following her identification of the gap between planning practices and strategic services required to meet the needs of marginalized communities.

Diavin's transition into urban planning began in 2018 with his appointment as board member then later board chair of an agency delivering housing services to marginalized youth, and his later participation in the FutureBUILDS Real Estate Development Incubator by Monumental and the Infrastructure Institute.

Cheryll and Camilo have been in touch for 4 years, connecting on their passion to co-design processes for systems to alleviate poverty for marginalized groups.

Visit our website to see the rest of our team and links to our LinkedIn profiles.



Cheryll Case

Founder and Executive Director

Cheryll brings her 7 years of industry leading human rights-based approach to planning to inform her approach to project co-design and quality assurance.

This often includes building and cultivating relationships aligned on establishing and sustaining transformative improvements to policy and investment strategies.

She is often invited to speak on planning policy and process outcomes. She was a co-author and co-editor of 'House Divided'.

www.CPplanning.ca/connect



Camilo Garay

Director of Strategic Partnerships

Camilo's passion is building and sustaining new transformational solutions through partnership development and cultivation.

Previously, he served as Director of Partnerships and Collaborations at Visions of Science, and Partnerships & Development at CivicAction.

In volunteer roles, he served as an elected member of the Board of Governors at Toronto Metropolitan University, an elected Chair of the Toronto Community Housing Corporation Partnership Advisory Committee, and member of FoodShare's Advisory Committee.



Diavin Miller

Director of Operations

Diavin brings 24 years of expertise in business management, organizational planning, and stakeholder engagement.

His expertise in strategy and operations drives efficiency, and creates a culture within the team of upholding high quality standards.

Following a successful career in the private sector, Diavin has pivoted to direct his strengths to generate progress in shaping urban spaces that meet the needs of marginalized communities.

