

Town of LaSalle

Strategic Plan 2050



An unmatched quality of life

Town of LaSalle

Table of Contents



Table of Contents	1
A Letter from the Mayor	2
Introducing the Strategic Plan	3
Process Overview	5
Strategic Plan Highlights	7
Our Vision	9
Our Mission	11
Key Definitions	12
Our Values	13
Strategic Directions & Goals	15
Direction 1: Public Services & Infrastructure	17
Direction 2: Community Connections	19
Direction 3: Economic & Community Vibrancy	21
Direction 4: Organizational Culture	23

It is with great pride that I present LaSalle's refreshed Strategic Plan for 2025–2050. This update to **LaSalle 2050** provides a renewed framework to guide the Town's decisions over the coming years.

As LaSalle grows and community expectations continue to change, a refreshed plan is essential to balancing our approach to the community's growth with what makes LaSalle special, including its strong sense of community, natural beauty, and small-town feel.

This updated plan reaffirms our commitment to continue working towards the priorities that matter most to residents: continuing to enhance the waterfront, creating the conditions for a vibrant and welcoming area, and preserving the natural spaces that contribute to LaSalle's unique character.

This plan was developed through meaningful conversations with residents, municipal staff, local business owners, and community partners to capture a collective vision for the Town's future. On behalf of the Town of LaSalle, I would like to express my heartfelt thanks to everyone who contributed to this plan's development. These diverse voices helped shape a plan that represents the realities of our community.

This Strategic Plan is grounded in **four key Strategic Directions**: enhancing **public services and infrastructure**, strengthening **community connections**, fostering **economic and community vibrancy**, and cultivating a strong **organizational culture**. This plan will guide the Town's decision-making and serve as a road-map for continued municipal service excellence as we work to create a community with *an unmatched quality of life* for residents today and for generations to come.

We are committed to working together to bring this shared vision to life.

Sincerely,



Mayor Crystal Meloche



A Letter from the Mayor

Town of LaSalle

Introducing the Strategic Plan

LaSalle's refreshed Strategic Plan sets a purposeful roadmap for how the Town will continue to serve its residents, support local businesses, and strengthen community partnerships to create a community with an unmatched quality of life for residents today and for generations to come. This update to the 2050 Strategic Plan reaffirms core priorities and includes updates that respond to changing circumstances while staying grounded in the Town's long-term vision and community values.

A Refreshed Plan for the Next Five Years

The Town's **Vision**, **Mission**, and **Values** act as guiding principles for the organization, describe its day-to-day purpose, and define LaSalle's aspiration for the future. These should be the most durable aspects of the strategic plan, and they have remained mostly unchanged. The updates in this plan clarify and modernise the Vision, Mission, and Values developed in the LaSalle 2050 Strategy, while preserving their original intent and character.

How the Town plans to pursue these high-level aspirations is set out in the remainder of the Strategic Plan. The four **Strategic Directions** define the ongoing areas of focus for the Town as it works to achieve the promise of its vision. These Strategic Directions include **11 Strategic Goals** that define the specific objectives the Town plans on working towards over the next five years. The goals are ambitious and will be actioned through **Initiatives** that define the key activities that will shape what success looks like over the course of the next five years.

All together, the Town's Revised Strategic Plan is intended to:

Inform the Town's strategies, initiatives, and budgets

The plan sets a clear framework for setting priorities and funding across municipal departments, helping to ensure that strategies, programs, and capital investments align with the long-term goals for the Town.



Serve as a foundation for collaboration among Council, administration, and the community

The plan establishes a shared vision across all levels of leadership and encourages decision-making that is transparent, coordinated, and responsive to the diverse needs and interests of LaSalle's residents.



Foster shared purpose across the organization

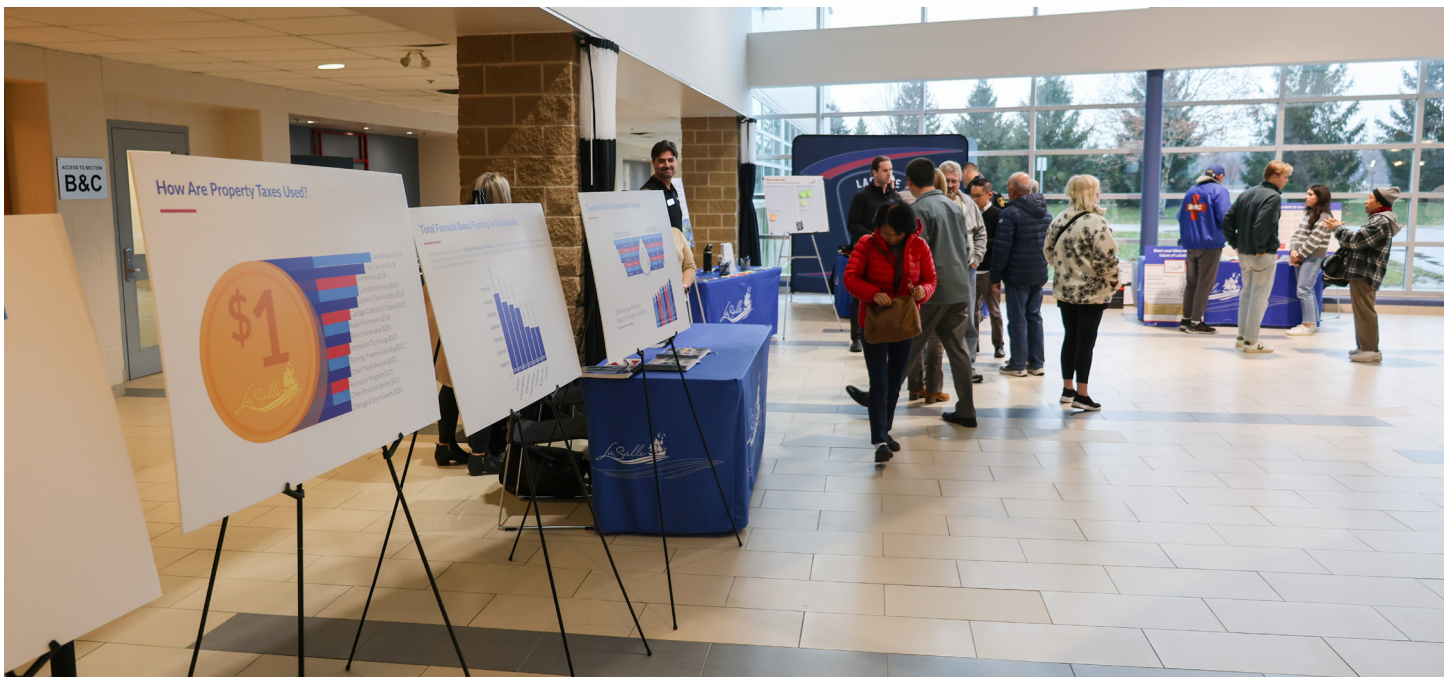
The plan provides Town staff with a clear sense of direction and purpose by clarifying long-term priorities and providing strategic direction for the planning and delivery of day-to-day operations and services.



Town of LaSalle

Process Overview

The development of this refreshed Strategic Plan involved an inclusive and consultative process that assessed the Town's strategic and operating environments, including an analysis of internal and external factors that are, and will continue to, influence municipal priorities and decision-making. This inclusive and consultative process was delivered using a three-phased approach to stakeholder engagement, that played a critical role in shaping the direction of the plan.



Three-Phased Approach



Discover

- One-on-one interviews with **Council and Senior Leadership Team**
- Facilitated an **all-staff survey**
- Pop-up **community events**
- A representative telephone poll of **LaSalle Residents**
- Consultations with the **Chippewas of the Thames and Caldwell First Nation**



Develop

- Held focus groups with **local interest groups and community partners**
- A Public Survey of **LaSalle residents**
- Strategic Planning Workshop with **Council and Senior Leadership Team**



Validate

- A Public Survey of **LaSalle residents** to look at the draft of the Refreshed Strategic Plan
- **Council and Staff** Validation Workshops

Town of LaSalle

Strategic Plan Highlights

Vision

An unmatched quality of life.

Mission

Provide exceptional public services for the people who live, work, and visit LaSalle in an environmentally and fiscally responsible manner.

Values

Responsibility | Dedication | Collaboration
Forward Thinking | Accountability | Approachability





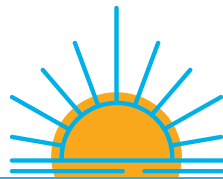
LIVING *LaSalle*

Town of LaSalle  Strategic Plan 2050

Town of LaSalle

Our Vision

LaSalle's Vision Statement is a forward-looking, aspirational declaration that describes the Town's ideal future state over the long term. This declaration is one that LaSalle can always be striving for since it should always be just out of reach. *It provides a sense of purpose and inspiration for the Town's leadership, staff, and community to work towards.*



Vision

An unmatched quality of life.





LIVING *LaSalle*

Town of LaSalle  Strategic Plan 2050

Town of LaSalle

Our Mission

LaSalle's Mission Statement is a forward-looking, aspirational declaration that describes the Town's ideal future state over the long term. This declaration is one that LaSalle can always be striving for since it should always be just out of reach. It provides a sense of purpose and inspiration for the Town's leadership, staff, and community to work towards. *The Town's Mission Statement articulates what the Town does, who it is working for, and how it works toward advancing its vision.*



Mission

Provide exceptional services for the people who live, work, and visit LaSalle in an **environmentally** and **fiscally responsible** manner.



Key Definitions

Fiscally Responsible

Strategically and efficiently managing public finances to maximize impact and sustainability. This involves balancing community needs with prudent spending and taxation, ensuring effective resource allocation for essential services, infrastructure, and growth. It prioritizes financial health, accountability, and adaptability to benefit both current and future generations.

Environmentally Friendly

Prioritizing the protection, preservation, and sustainable use of natural resources to ensure a healthy environment for current and future generations. This involves minimizing environmental impacts, promoting conservation, and considering both the historical significance and future use of land and green spaces.

Municipal Services

All municipal infrastructure, functions and programs that support residents' well-being, safety, and quality of life. These services are fundamental to a thriving and sustainable community that meets immediate resident needs and achieves long-term goals.

Key Definitions

Town of LaSalle

Our Values

In pursuit of our **Vision** and **Mission**, we recognize the need for a strong foundation to guide our actions and decisions. Our core values reflect what makes LaSalle unique. They are the principles that ground us, shape how we serve, and express what makes our community exceptional.

These values are more than words; they are the shared commitments that define how we work together and what we stand for as a Town.



Our Core Values

Responsibility | Dedication | Collaboration
Forward Thinking | Accountability | Approachability



Values

Responsibility

LaSalle understands the importance of safeguarding taxpayer money and natural environment. We are committed to demonstrating integrity and respect for the Town's natural and financial assets and their value.

Dedication

LaSalle's staff are passionate about public service and are committed to our jobs and roles as active and engaged ambassadors of our community.

Collaboration

LaSalle believes in mutual trust and cooperation between Council and administration, across Town departments, and in partnership with the community.

Forward Thinking

LaSalle demonstrates leadership and courage through evidence-based decisionmaking that ensures we are investing today for an even better community tomorrow.

Accountability

LaSalle is committed to preserving the public trust. We proudly honour our commitments and value organizational transparency between the Town and our community.

Approachability

LaSalle is available and responsive to input from across the community. We value diverse ideas and collective input to ensure that LaSalle is a welcoming and inclusive place for all.



Town of LaSalle

Strategic Directions & Goals

This plan sets out **11 Strategic Goals** organized into **four primary Strategic Directions** that establish the Town's key priorities over the next five years.

The **Strategic Goals** are specific objectives and outcomes the Town will take practical steps to achieve. Each one is supported by **Strategic Initiatives** that allow the Town to monitor and report on progress towards these goals through their implementation.

The **Strategic Directions** help organize the Town's Goals, but they also describe the high-level areas of focus the Town must prioritize to meaningfully advance its vision and mission. The **Strategic Goals and Initiatives** are not exhaustive, and the **Strategic Directions** therefore support the overall flexibility of the plan to guide the municipality on those decisions that are not clearly specified in the Goals and initiatives.

Direction 1 **Public Services and Infrastructure**

Direction 2 **Community Connections**

Direction 3 **Economic and Community Vibrancy**

Direction 4 **Organization and Culture**



LIVING *LaSalle*

Town of LaSalle  Strategic Plan 2050

Town of LaSalle

Direction 1

Direction 1 Public Services and Infrastructure

Deliver high-quality municipal services that are innovative, adaptive, and responsive to evolving community needs.



Strategic Goals

1 Continue to enhance and innovate municipal services and infrastructure.

To do this, the Town will:

- Continue to develop the Town's suite of long-term vision documents and plans and ensure that directions are properly prioritized and funded.

(continued on next page)

- Continue to review and enhance the Town's infrastructure assets through the continuous improvement of asset management reporting and planning to ensure responsible investment and sustainable funding for infrastructure renewal and expansion.
- Regularly review service levels of all departmental services to assess effectiveness of service levels and delivery models, drive innovation, and identify efficiencies and new service needs.

2 Elevate service level performance planning and decision-making.

- Create a framework and build internal capabilities for measuring and reporting service levels across all municipal departments, ensuring that metrics are relevant and aligned with community priorities.
- Investigate and develop an Enterprise Risk Management Framework for service delivery and infrastructure planning to help anticipate, monitor, and mitigate risks related to growth, funding, and long-term sustainability.
- Support an internal culture of innovation and continuous improvement that encourages leaders and staff to take initiative, take risks responsibly, and maintain open communication with Council and the community.

3 Strengthen the Town's role in mitigating and improving resiliency to climate change.

- Establish an organizational environmental approach to enhance the Town's ability to understand measure, and report on its climate and environmental impacts, and support the long-term integration of climate considerations into municipal operations and capital investments.
- Continue to plan, promote, and invest in the expansion of public transit options, multiuse pathways, trail networks, and electric vehicle infrastructure through direct investment, collaboration with public and private sector partners, and advocacy.
- Develop a strategy for preserving the Town's naturalized areas and assets, including the tree canopy, to ensure they continue to provide key environmental services to the community.

Town of LaSalle

Direction 2

Direction 2 **Community Connections**

Strengthen the Town's connection with residents, relationships with key partners, and approach to engaging the community and its partners on shared priorities.



Mayor Crystal Meloche and Honourable Raymond Cho, Minister for Seniors and Accessibility

Strategic Goals

4 Maintain and strengthen the community's connection with nature, heritage assets, and cultural identity.

- Update the Parks Master Plan for key parks and greenspaces, focusing on enhancing amenities, accessibility, and sustainability.
- Engage with the community in the development of a Cultural Master Plan to explore cultural identity of LaSalle.

5 Proactively adapt and evolve how the Town communicates, engages, collaborates, and coordinates with residents, and community partners.

- Continue to prioritize proactive and reliable communication with residents and community members while investigating adaptive and innovative tactics and strategies for broadcasting reach and encouraging increased participation and engagement.
- Expand the Town's network of community partners by identifying and establishing relationships with key local organizations, community groups, businesses, and institutions, based on strategic priorities.
- Continue to promote, invest in, and support community-led initiatives that engage and bring community members together.

6 Strengthen the Town's profile of engagement with other levels of government.

- Develop a cohesive Inter-Governmental Advocacy Strategy for maintaining relationships with key government departments, agencies, and officials related to identified policy, legislative, programming, and funding priorities.
- Continue to develop meaningful relationships with local First Nation governments and identify key areas of common interest and cooperation.

Town of LaSalle

Direction 3

Direction 3 **Economic and Community Vibrancy**

Create the conditions to encourage local investment, diversify economic growth, and foster safe and dynamic neighbourhoods that attract and retain local businesses.



Strategic Goals

7 Pursue and invest in opportunities to spur local economic diversification and growth.

- Continue to promote and invest in advancing the development of the LaSalle Landing project, Front Road District and other business districts.
- Update and implement the Town's Economic Development Strategy.
- Explore opportunities to improve engagement and coordination with local businesses and partner agencies such as Invest WindsorEssex, including by streamlining economic development inquiries.

8 Continue to promote and facilitate growth and diverse housing options.

- Conduct an Official Plan Review.
- Continue to streamline permitting and approval processes for developments.
- Undertake a housing needs assessment.

9 Promote LaSalle as a safe and welcoming community.

- Continue to support the LaSalle Police Service.
- Update and implement the Town's Fire Services Master Plan.
- Continue to develop infrastructure, bylaws, and policies that promote a sense of security and ensure accessibility for everyone.
- Promote a culture of diversity, equity and inclusion within the corporation and in the community.

Town of LaSalle

Direction 4

Direction 4 **Organization and Culture**

Ensure the Town's leadership, staff, and culture are structured and resourced appropriately to support service excellence and organizational resilience.



Strategic Goals

10 Foster an organizational culture of engagement, communication, and recognition among the Town's staff.

- Develop a People and Culture Strategy to cultivate a supportive workplace, enhance staff capacity, and provide the resources needed for growth, engagement, and long-term success.
- Continue to enhance mental and physical health and wellbeing programs for employees.
- Develop mechanisms to continue with the implementation of the Employee Engagement Project, including mechanisms for receiving and incorporating feedback from staff and formally recognizing and celebrating staff accomplishments.

11 Strengthen strategic workforce development to expand organizational skills and capacity.

- Encourage professional development opportunities for staff to extend skills and knowledge.
- Review and update the Town's approach to performance evaluation and management, to better support the skill and leadership development and growth of employees throughout their careers with the Town.



Town of LaSalle

Contact

LaSalle is located along the Heritage Detroit River in the southwest corner of Ontario. With a population of more than 33,000, it is one of the largest municipalities in Essex County, and one of the fastest growing. LaSalle's unmatched quality of life is a defining character of the Town, with considerable investments made in its trails, LaSalle Landing waterfront and recreation facilities making it a preferred destination for residential development.

Its strategic location near the Windsor-Detroit international border provides seamless access to U.S. and Canadian markets, supported by proximity to major transportation routes and the Gordie Howe International Bridge. LaSalle's strong residential growth and robust community infrastructure, along with a focus on sustainability, recreation and cultural amenities enhances its regional appeal for businesses seeking to attract talent.

Town of LaSalle
5950 Malden Road
LaSalle, ON, N9H 1S4

 **519-969-7770**

 **519-969-4469**



An unmatched quality of life



Strategic Plan 2050

Vision 	An unmatched quality of life.	Mission 	Provide exceptional public services for the people who live, work, and visit LaSalle in an environmentally and fiscally responsible manner.	Values 	Responsibility Approachability Accountability Forward Thinking Collaboration Dedication
--	--------------------------------------	---	--	--	--

Direction 1 Public Services and Infrastructure	Direction 2 Community Connections	Direction 3 Economic and Community Vibrancy	Direction 4 Organization and Culture
Deliver high-quality municipal services that are innovative, adaptive and responsive to evolving community needs. Goals: 1 Continue to enhance and innovate municipal services and infrastructure. 2 Elevate service level performance planning and decision-making. 3 Strengthen the Town's role in mitigating and improving resiliency to climate change.	Strengthen the Town's connection with residents, relationships with key partners, and approach to engaging the community and its partners on shared priorities. Goals: 4 Maintain and strengthen the community's connection with nature, heritage assets, and cultural identity. 5 Proactively adapt and evolve how the Town communicates, engages, collaborates, and coordinates with residents and community partners. 6 Strengthen the Town's profile and engagement with other levels of government.	Create the conditions to encourage local investment, diversify economic growth, and foster safe and dynamic neighborhoods that attract and retain local businesses. Goals: 7 Continue to enhance and innovate municipal services and infrastructure. 8 Elevate service level performance planning and decision making. 9 Promote LaSalle as a safe and welcome community.	Ensure the Town's leadership, staff, and culture are structured and resourced appropriately to support service excellence and organizational resilience. Goals: 10 Foster an organizational culture of engagement, communication, and recognition among the Town's staff. 11 Elevate service level performance planning and decision-making.