



STRATEGIC PLAN

2020 - 2050





January 2020

A Message from Marc Bondy, Mayor, Town of LaSalle

It's my great pleasure to present our new strategic plan that will guide the Town of LaSalle through the next 30 years. This plan is a roadmap to guide our activities and growth over the coming decades and will help us define the success of our municipality and equip us to work toward a common vision and mission for our community.

The strategic goals that we outline in our strategic plan will guide LaSalle in:

- enhancing organizational excellence,
- sustaining strong public services and infrastructure,
- strengthening the community's engagement with the Town,
- growing LaSalle's economic advantage, and
- building on our high quality of life.

This plan is a product of conversations and consultations with the people who make LaSalle the best place to live, work, and play. Residents, students, business owners, cultural

leaders and our employees provided valuable insight on where they see LaSalle going in the future. Engaging with our community allowed us to gain a holistic understanding of the values shared by LaSalle residents of all ages. We recognize and understand that ensuring the next 30 years are successful means hearing what our residents and community members have to say.

This is your plan. It would not have come together without engaging the diverse members of our community. We hope you see yourself reflected in this strategic plan. We look forward to working together to turn this vision into reality.

Thank you,

Marc Bondy, Mayor

Contents

02

Introduction

03

The Town of LaSalle's
Strategic Context

03

Overview

04

The Town of LaSalle's
Vision

05

The Town of LaSalle's
Mission

06

The Town of LaSalle's
Values

07

The Town of LaSalle's
Strategic Directions

11

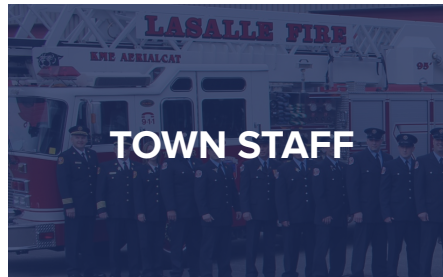
Conclusion



Introduction

The Town of LaSalle is a growing community that is proud of its history, its high quality of life, and its small-town feel. This strategic plan will support the Town to move purposefully through the next 30 years.

This plan is built on the perspectives of stakeholders from throughout the community, including, among others:



Given this extensive list of inputs, and the varied perspectives that were heard, this plan is intended to be inclusive, accessible, and far-reaching. The five strategic goals and associated initiatives will guide the Town's decisions and will move the Town toward achieving its vision.

This 30-year plan presents an exciting opportunity for the Town of LaSalle to take its unique attributes and position itself for success. The Town is looking forward to the opportunity to work with businesses, residents, and visitors to achieve its' objectives.

The Town of LaSalle's Strategic Context



6,000

Projected growth of Town population in the next decade

45,000 to 50,000

Population range of the Town by the year 2050

The Town of LaSalle is a growing urban municipality located in Southwestern Ontario, with proximity to international border crossings, provincial highways, and a regional population in excess of 400,000 persons.

Over the past 30 years, the Town of LaSalle's population has more than doubled. Based on forecasts contained in the approved Upper-Tier Official Plan, the Town's population is projected to grow by a further 6,000 persons over the next decade. Using the best information available, the Town is forecast to have a population in the range of 45,000 to 50,000 persons in the year 2050.

LaSalle has a deep history of long-term planning which has allowed the Town to be successful in delivering a wonderful place

to live for its residents. This strategic plan is intended to guide the Town in its decision-making and priority-setting to support it in succeeding over the next 30 years.

This new strategic plan is:

- Aligned with the Town's successful history of a long-term, multidisciplinary approach to planning and growth.
- Based on robust engagement with staff, stakeholders, and the community (including targeted youth engagement) who provided feedback and input into the plan.
- Reflective of LaSalle's core values: delivering a safe and active community, and high-quality services to residents.



The Town of LaSalle's Vision

The Town of LaSalle prides itself on delivering a safe and active community, and high-quality services to its residents. As it looks forward to the next 30 years, the Town will continue to focus on how it can best serve those who live, work, and play in LaSalle. The new vision statement for the Town represents our hopes for what the Town should be, and what services it needs to provide to those who call it home. To achieve this vision, the Town will follow the path identified in the mission statement.

“LaSalle will be a safe and active community with vibrant neighbourhoods and thriving business districts.”



The Town of LaSalle's Mission

The Town of LaSalle's mission statement outlines the path that will guide our collective activities to ensure LaSalle continues to be a desirable place for residents to live, work and grow. With a bold commitment to being environmentally and fiscally responsible for the benefit of both current and future residents, LaSalle will continue to evolve and sustainably grow for the future, through high-quality service delivery and through impactful community engagement.

“The Town of LaSalle is committed to providing exceptional public services in an environmentally and fiscally responsible manner.”



The Town of LaSalle's Values

As we embark on our journey to fulfill our vision and mission, the Town of LaSalle will be guided by the values that define our Town. Through sound decision making, actively facilitating community engagement, and undertaking bold initiatives to better LaSalle, we will proudly embody these values as we work together in delivering on our mandate.



RESPONSIBILITY

LaSalle takes a financially and environmentally responsible approach to its operations. We are a community that is closely connected to our natural environment and will continue to value this relationship in our strategic endeavours for the future.



APPROACHABILITY

LaSalle is accessible and responsive to the input of stakeholders and residents. We value their collective input to ensure that LaSalle is a welcoming and inclusive place for all.



ACCOUNTABILITY

LaSalle is a Town that does what it says and does it well. We proudly stay true to our word and value organizational transparency between the Town and our community.



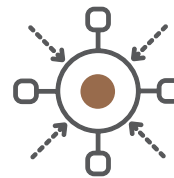
PASSION

LaSalle and its staff are passionate about, and dedicated to, their jobs in service to our community. LaSalle's staff are engaged with and in the community, and are active as members on a daily basis.



FORWARD THINKING

LaSalle is forward thinking, saving today to invest in tomorrow, and working towards making LaSalle an even better community.



COLLABORATION

LaSalle is collaborative – between Council and administration, across Town departments, and between the Town and key stakeholders. We win as one.



The Town of LaSalle's Strategic Goals

Our journey to implementing our vision to be a safe and active community with vibrant neighbourhoods and thriving business districts and our mission to provide exceptional public services in an environmentally and fiscally responsible manner begins with five strategic goals building on what makes LaSalle LaSalle. These goals will help us turn our vision into reality.



1. The Town of LaSalle is committed to enhancing organizational excellence.

To do this, LaSalle will:

Commit to delivering and maintaining organizational excellence

- Establish measurable definition of organizational excellence that reflects LaSalle's strategic and operational goals
- Maintain culture of collaboration and engagement through staff-focused initiatives and management approaches
- Encourage increased and focused communication between staff and Town

Increase staff engagement

- Seek and respond to staff input and feedback to drive organizational innovation and build the Town's corporate culture

Identify and pursue opportunities to attract, retain, and develop the best staff

- Invest resources in enhancing recruitment and retention functions and activities to attract and grow high quality talent



Key Performance Indicators

We will set clear targets, and track and report on our performance on:

- Citizen satisfaction with the quality of interaction with Town staff; and
- Levels of staff engagement and satisfaction in their job and professional development, and the Town's ability to retain staff.





2. The Town of LaSalle will sustain strong public services and infrastructure.

To do this, LaSalle will:

Maintain a strong, disciplined, and fiscally responsible focus on core public infrastructure

- Responsibly fund an asset management plan and explore alternate methods of funding for infrastructure renewal and growth
- Ensure a fiscally responsible approach to maintaining core public infrastructure

Set and communicate clear and realistic service priorities that are responsive to the needs of the LaSalle community

- Evaluate and set a responsible prioritization for the implementation of municipal master plans across policy and program areas
- Maintain fiscal responsibility when establishing service priorities

Build-in climate resilience to current and future policies, programs, and investments

- Integrate climate resilience and green practices into services and infrastructure through mitigation and energy efficient practices, and make the Corporation an exemplar of environmental stewardship to inspire action among residents and businesses



Key Performance Indicators

We will set clear targets, and track and report on our performance on:

- Citizen satisfaction with the quality of the full range of services delivered by the Town; and,
- The condition of Town capital infrastructure with a majority of infrastructure assets being rated as being in good condition.





3. The Town of LaSalle will strengthen the community's engagement with the Town.

To do this, LaSalle will:

Develop strategies and activities to increase civic engagement and effectively communicate with members of the community

- Strengthen communication and grow engagement with the community through tailored methods, both digitally and traditionally, and grow partnerships with a breadth of stakeholders to further build out the Town's civic, economic and social infrastructure

Increase engagement with other levels of government

- Identify, build, broaden, and sustain relationships with key senior-level government departments, agencies, and officials to advance the Town's strategic goals
- Identify and prioritize policy, legislative, and programmatic interests with senior levels of government



Key Performance Indicators

We will set clear targets, and track and report on our performance on:

- Establish, maintain and strengthen relationships with all levels of government in support of LaSalle's priorities;
- Encouraging the formation and activity levels of clubs and associations (e.g., seniors, ratepayers, business, youth, and cultural groups); and,
- Strengthening resident, business, and clubs and associations engagement levels with Town initiatives as tracked through communications channels' metrics and partnerships.





4. The Town of LaSalle will grow and diversify its local economy.

To do this, LaSalle will:

Grow and diversify the Town's property tax base to ensure financial stability

- Focus on preparing shovel ready lands to attract new and expanded residential and commercial development

Invest to develop the waterfront district

- Engage residents, developers, and community stakeholders in the development of the waterfront as a community social and economic hub

Grow and diversify the Town's housing base

- Invest in opportunities that promote the development of attainable housing that reach a broader cross-section of the LaSalle community

Plan and develop designated business districts in all parts of LaSalle

- Develop vision and strategies for attracting diverse small and medium sized businesses that fill existing service and amenities gaps, and activate the business community to increase engagement for economic development
- Develop relationships with area post-secondary institutions to support labour force development and new business creation
- Better coordinate investments, communications, promotion, and marketing between old and new business districts within LaSalle



Key Performance Indicators

We will set clear targets, and track and report on our performance on:

- Growing and diversifying the Town's property assessment base;
- Diversifying the local housing stock; and,
- Stimulating investment in the Town's waterfront and key business districts.



Photo credit: Davidson Photography



5. The Town of LaSalle will build on our high-quality of life.

To do this, LaSalle will:

Maintain our high-quality public services that are responsive to the needs of the LaSalle community

- Ensure focus on maintaining and delivering high-quality public services
- Continue to invest in existing municipal assets, and ensure that sufficient funds are being put aside for required capital replacement in keeping with the Town's Asset Management Plan

Maintain and expand our network of active transportation facilities and infrastructure

- Develop strategies and action plans to make all LaSalle neighbourhoods and districts walkable, inter-connected, and inviting for persons of all ages and abilities to pursue healthy, active lifestyles

Grow and diversify the Town's recreational and cultural programs

- Develop sustainable and fiscally responsible strategies, programs, and infrastructure to meet the evolving and growing needs of LaSalle residents for a broad range of recreational, leisure, and cultural services

Maintain and grow our natural infrastructure

- Develop strategies that grow and maintain the "LaSalle Greenways", naturalized areas, parks and watercourses



Key Performance Indicators

We will set clear targets, and track and report on our performance on:

- Maintaining/improving our ranking as one of Canada's safest communities;
- Sustainably growing participation rates in Town recreational and cultural programs; and,
- Maintaining/growing the Town's active and natural infrastructure (e.g., tracking acres of designated conservation areas and parks, and kilometers of trails).



Conclusion



The Town of LaSalle is excited to work with community members, businesses, and other partners to implement this new 30-year strategic plan. By continuing the good work we have already done, and embarking on new journeys that enable success, we know that LaSalle will be positioned to thrive over the next 30 years.

This new strategic plan represents the Town of LaSalle's commitment to its residents, businesses, and visitors. It is aimed at continuing to build on LaSalle's history of long-term planning, strong infrastructure, and good financial decision-making to ensure that the Town continues to be a safe and welcoming community in which to live, work, and play. Each of the strategic goals and initiatives will support LaSalle in this ambitious plan to deliver on its mission and achieve its mission in a way that is as unique as is the Town of LaSalle.



The Corporation of the Town of LaSalle
5950 Malden Road
LaSalle, Ontario
N9H 1S4
519-969-7770 | www.lasalle.ca

 @TownofLaSalle

 @TownofLaSalle

 town_of_lasalle