



The Corporation of the Town of LaSalle

Date	October 30, 2017	Report No:	CL-21-17
Directed To:	Mayor and Members of Council	Attachments:	Feedback pages 1-6
Department:	Council Services	Policy References:	
Prepared By:	Director Council Services/Clerk		
Subject:	Youth Focus Group		

RECOMMENDATION:

That the report of the Director Council Services/Clerk CL-21-17 dated October 30, 2017 respecting feedback obtained from the first Youth Focus Group held on October 23, 2017 BE RECEIVED and Council Resolution 114/17 BE AMENDED to allow for future feedback from the youth category to be obtained via surveys.

REPORT:

Council approved a recommendation from the undersigned that rather than establishing youth and senior advisory committees, that focus groups for each age group be held twice a year to obtain input from the senior and youth populations of the community.

The youth focus group includes youth residents between the ages of 12 and 21. In order to capture this age group, Invitations and notices of the focus group session were sent to the student councils of Sandwich Secondary and Villanova and to all local elementary schools as well as the University of Windsor, St. Clair College and the LaSalle Youth Hangout. In addition, extensive notice was given through the Town's social media platforms. Four students attended the focus group. Councillor Akpata, who originated the idea through a Notice of Motion, provided the introduction. Ms. Armstrong, Deputy Clerk, lead the discussion by introducing questions based on the Town's strategic plan. 1 ½ hours was spent guiding the participants through the discussion. Mayor Antaya and Councillor Desjarlais also attended along with Ms. Hadre, Communications and Promotions Officer, Ms. Miceli, Council Coordinator and the undersigned.


Notwithstanding the small number of participants, those in attendance were very engaged and offered input on all of the questions. The feedback is attached. Given the limited attendance, Administration recommends not proceeding with a second youth focus group but rather undertaking a survey available on the Town's website and promoted through social media, to obtain feedback from this age group in the spring of 2018. It is clear that the majority in this age group are most comfortable using technology to participate as opposed to in person attendance.

The seniors focus group will be held November 16, 2018 from 6:00 to 7:30 p.m. An abbreviated list of questions will be posed to those who attend and feedback will be communicated back to Council.

Appreciation is extended to Ms. Armstrong, Ms. Hadre and Ms. Miceli for their efforts in organizing and leading this first focus group.



Brenda Andreatta - Director of Council Services

Reviewed by:							
CAO 	Finance	Council Services	Public Works	DSI	Culture & Rec	Fire	

General Questions

1. What is your favourite thing about living in LaSalle?
 - Recreational opportunities
 - Community (people are nice)
 - New busing system
 - Location is in close proximity to travel to other communities and easily able to access stores/centers within approx. 5 minutes
 - Peaceful and safe community

2. What do you think could be improved about living in LaSalle?
 - Big focus on athletics, no focus on arts or music including venues
 - Need a venue to allow music, places to display visual art and allow for poetry nights
 - Complex that has different areas to allow artistic output (open mic night, art nights)
 - More sidewalks to travel onto as opposed to walking on the road.
 - Promote less traffic encourage biking/walking (more bike paths)
 - Focus more on culture portion of the community

3. Can you see yourself living in LaSalle for the remainder of your life? Why or why not?
 - No due to wanting to travel and expand life experiences. Leaving to go to bigger cities that have more to offer such as job opportunities. May come back when older to retire.
 - Yes, quiet town, peaceful to live in and recognized.

4. What are your hopes for the future of LaSalle within the next five years? 10? 20?
 - Wish LaSalle was able to offer more opportunity for business to locate here (more jobs)
 - LaSalle would have a closer relationship to other communities such as Windsor and surrounding areas.
 - Want new events for Town of LaSalle- open street festivals and new festivals that appeal to other ages (young adults) as opposed to just having the Strawberry Fest as it appeals to younger ages.
 - Younger community involvement (not much places in LaSalle to volunteer at and receive community hours.)

Objective: Expanding and Diversifying the Town's Assessment Base

1. What do you think LaSalle does better than surrounding towns like Windsor or Amherstburg?
 - City is more ecofriendly (more ways to get around other than using a car)
 - Small tight knit community (sense of community)
 - Safer than Windsor
 - LaSalle involves communities more
 - More things to do within the community (always including different ages)

2. What needs to be improved?
 - Focus more on culture (artistic side as opposed to recreational side)

3. What new businesses/services would you hope to see in LaSalle?
 - More retail/promoting local businesses
 - More local run businesses

4. Would you ever consider opening a business in LaSalle? What kind? Why or why not?
 - Yes, since community is so close and as long as you promoted your business it would work out very well.
 - LaSalle residents seem as if they would like to try new things.
 - All businesses get together and support one another
 - All ages seem to be represented equally

5. Would you ever consider opening a business in surrounding towns such as Windsor or Amherstburg and why would you choose them over LaSalle?
 - Windsor being beneficial because of all the promoting because they have more festivals (open streets) able to get the word out more

Objective: Effectively Communicating the Activities and Interests of the Town

1. How did you hear about this focus group?
 - Mom received email and forwarded
 - Word of mouth
2. How often do you hear about events, activities, initiatives etc. the Town of LaSalle is doing?
 - Only through social media (ex. Facebook)
3. How do you hear about them?
 - Word of mouth
4. How can the Town of LaSalle improve how they share information with the residents of LaSalle? Non-Residents?
 - Sharing through social media, ensure that social media accounts have more followers to ensure that the news reaches many residents.
5. What would encourage you to attend a Town Hall or similar meeting?
 - For those who are in high school- ensure that the meeting is during school time
 - Providing transportation to those who do not have access or do not drive
 - Have groups include this as a group meeting/outing

Objective: Managing our Human and Financial Resources

1. What services provided by the Town of LaSalle, if any, do you use?
 - Vollmer Complex, Library (studying) , Bus transportation

2. What are your thoughts, likes and dislikes, etc. about these services?
 - Transit system for youth, helpful that transit goes all the way through Town including St. Clair College.
 - Dislike: does not consider the Vollmer to be open to letting others use their services
Should be more accessible and to not have to reserve fields. Should have fields under lights to be able to access and play at night. (more public fields)
 - Make more teams for various age (ex. Hockey)

3. What do you think would be a worthwhile use of some of the Town's annual budget (ex. services, new building developments, recreation programs, etc.)?
 - New building developments for the arts (culture)
 - Concrete walls so that local artists are able to paint and in a couple months paint over and start all over again.
 - Dog park
 - Outdoor ice rink
 - More winter events/festivals

Objective: Promoting and Marketing LaSalle

1. When you think about LaSalle as a whole, what is the first thing that comes to mind?
 - Community involvement
 - Safe community (low crime rate)
 - Providing access to residents for new things
 - Standard and simple town (town is organized for residents to access stores ect.)
 - LaSalle currently offers all the basic needs that a town should

2. What would be the biggest enticement/barrier to you remaining in LaSalle permanently?
 - Enticement: Proximity to all services that the Town of LaSalle offers (education is close, cost effective)
 - Barrier: No new opportunities for new businesses (no artistic outputs/social venue ex. Concerts arena's)
 - Great place to retire/settle down
 - New activities that the Town offers

3. What do you think would draw people from other communities to live in LaSalle?
 - All residents get along
 - LaSalle may offer newer activities/resources that other communities may not offer
 - Stable community
 - New residential housing being built

4. What are your favourite and least favourite things about the events hosted by the Town of LaSalle?
 - Least: Age restriction for joining activities, Strawberry Festival does not appeal to all ages and never changes it's line up
 - Should have more summer concerts to allow local artists to play their music, allow for more festival so that more local merchandise can be offered.

5. What new events/activities would you be interested in the Town of LaSalle hosting (can be one day events or multi-day events)?
 - Skateboard competitions, art show
 - Talent shows @ Strawberry Festival
 - Photography competitions
 - Showcase Festival
 - Front Road to be considered a closed street

Objective: Promote a Healthy and Environmentally Conscious Community

1. What LaSalle programs and initiatives are you familiar with that promote LaSalle as being an environmentally friendly/health conscious town?
 - Groups/clubs at the Vollmer
 - New waterpark promotes residents to be outside and be more active
 - Adding run to the Beerfest encouraged more physical activity amongst festival attendees
 - LaSalle trails are connected to all parks and are maintained

2. What more do you think the Town of LaSalle can do to be an environmentally friendly/health conscious town?
 - Encouraging more walking/running/bike lanes instead of traveling via cars
 - Promoting more recycle options (bins in more public areas) more compost bins

3. What programs would you like to see introduced by the Town of LaSalle to promote a healthy and environmentally friendly lifestyle for residents?
 - Having a Community Garden (promoting less garbage, encouraging more compost and recycling)

4. Do you have anything else to add?
 - The two participants would like to be notified if any of the ideas brought up in the focus group does go to Council