



The Corporation of the Town of LaSalle

Date	November 20, 2017	Report No:	CL-27-17
Directed To:	Mayor and Members of Council	Attachments:	Feedback pages 1-6
Department:	Council Services	Policy References:	
Prepared By:	Agatha Armstrong, Deputy Clerk		
Subject:	Seniors Focus Group		

RECOMMENDATION:

That the report of the Deputy Clerk CL-27-17 dated November 20, 2017 respecting feedback obtained from the first Seniors Focus Group held on November 16, 2017 BE RECEIVED and further that focus groups occurring during the election period BE CONDUCTED by Administration to avoid any perception of the use of corporate resources by a candidate or potential candidate.

REPORT:

Council at its meeting held March 14, 2017 approved the following recommendation:

"That the option proposed by the Director of Council Services/Clerk wherein Focus Group meetings would be held twice per year to hear input from the senior and youth populations of the community BE APPROVED."

The seniors focus group was held on Thursday November 16, 2017 and included senior residents over the age of 60. Invitations and notices for this age demographic included notices in the LaSalle Post and invitations posted in the LaSalle Friendship Centre along with our two retirement homes in the community. Social media platforms such as Facebook and Twitter were also utilized to reach out to as many seniors possible. Twenty-three seniors 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 were spent guiding the participants through the discussion. Mayor Antaya, Councillor Desjarlais and Councillor Renaud also attended along with Ms. Jean, Executive Assistant, and Ms. Miceli, Council Coordinator.

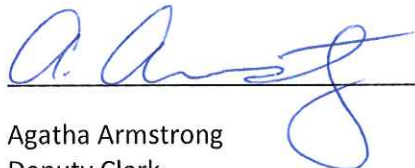
The seniors who attended the focus group were engaged in the discussion and provided administration with great input and positive feedback. (Attached as Appendix "A")

The next focus group session for seniors would be in the spring of 2018, which would coincide with the May 1 date of the start of filing of nominations for the 2018 municipal election. To avoid any perception that the focus groups are a platform, for a current sitting member of Council or candidate in the 2018 municipal election, to address the group, share their position or in any way lead a discussion, administration recommends that the focus groups be run solely by members of the administration. This will avoid any perception that the focus group setting is being provided by the municipality and/or providing a venue for a candidate to campaign. This is reinforced by the policy on the use of corporate resources during an election wherein it states:

- *No candidate shall use the facilities, equipment, supplies, services, staff or other resources of the Town for any election campaign or campaign related activities*
- *No candidate shall undertake campaign-related activities on municipal property*

To this end, questions and discussion will be guided by administration to ensure that no campaigning occurs.

Now that input has been received from both the youth and seniors focus groups, administration will forward the comments to the appropriate Strategic Planning sub-committees for further consideration.

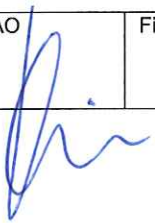


Agatha Armstrong
Deputy Clerk



Brenda Andreatta
Director Council Services/Clerk

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



Objective: Expanding and Diversifying the Town's Assessment Base

1. What do you think LaSalle does better than surrounding towns like Windsor or Amherstburg?
 - Snow Removal (Complaint regarding Newman St. never plowed)
 - Garbage/Trash Pickup, White Goods,
 - Condition of roads are better
 - Preserve environmental areas
 - Partnership with Great Lakes Institute
2. What needs to be improved?
 - Replanting trees (losing old trees but not replacing them with new trees)
 - Tree planting programs
3. What new businesses/services would you hope to see in LaSalle?
 - More breakfast restaurants (G.O.A.T was mentioned stating that they offered breakfast)
 - Gas stations
 - Riverfront Restaurants
 - Businesses need to promote themselves more as seniors are not aware of all the current businesses in LaSalle

Objective: Effectively Communicating the Activities and Interests of the Town

1. How often do you hear about events, activities, initiatives etc. the Town of LaSalle is doing?
 - Frequently as some followed Councillors/Town on Facebook and Twitter
 - Frequently Those who did not have Social media frequent the Civic Centre (LaSalle Friendship club or take classes at the Vollmer)

 2. How do you hear about them?
 - Coming to the Civic Centre
 - Taking Classes at the Vollemer
 - Twitter/Facebook
 - Talking with other seniors

 3. How can the Town of LaSalle improve how they share information with the residents of LaSalle? Non-Residents?
 - Have more radio announcements (AM800)
 - Zehrs put up the information on the board (near the carts) (Councillor Akpata asks what is a better way to communicate?)
 - Councillor Renaud brought up registering for emails and newsletters

 4. What would encourage you to attend a Town Hall or similar meeting?
 - Coffee
 - Having input on ways to improve the Town
- *Resident wanted to know why the satellite fire station could not be placed in another location- Councillor Jeff Renaud advised resident as to why and the location that was mentioned would not be easily accessible, also advised that he has emails from the Fire Chief that explain why the satellite fire station would not work in certain areas.

Objective: Managing our Human and Financial Resources

1. What services provided by the Town of LaSalle, if any, do you use?
 - Library
 - Vollmer
 - Boat Ramp
 - White Goods Collection
2. What are your thoughts, likes and dislikes, etc. about these services?
 - Dislike that the Strawberry Festival is located on the Waterfront, not able to use the Boat Ramp , no parking, should provide shuttle service to the festival
 - Extend Senior Classes at the Vollmer
(mentioned that the Strawberry Festival should be held at the Vollmer complex more room for parking and should be using the Vollmer complex as it it a bigger space and allows for better outside flow)
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.)?
 - More walking trails
 - Sidewalks (ensuring that all sidewalks are cleaned as well. Councillors brought up the fact that it is up to resident to clean their own sidewalks. Advised that this sidewalk that the residents are referring to is right after a local business and is never maintained)
 - Pickle ball courts should be redone in bad shape and we should have Pickle ball courts inside as well.
 - More education programs to take part in

Objective: Promoting and Marketing LaSalle

1. When you think about LaSalle as a whole, what is the first thing that comes to mind?
 - Great Service & Great Community
 - Excellent walking trails to stay healthy
 - (Resident asked: Why is there no restaurants near the waterfront to promote and create more traffic for LaSalle?)
 - (Resident asked: Where is the structure of LaSalle (Downtown Core) advises that LaSalle does not have an identity)
2. What are your favourite and least favourite things about the events hosted by the Town of LaSalle?
 - Not pertaining to events but one resident stated that it is expensive for senior to take a cab and shop (should develop more small shops to have more accessibility)
3. What new events/activities would you be interested in the Town of LaSalle hosting (can be one day events or multi-day events)?
 - Should be using the Vollmer more frequently-should be a cultural hub for outdoor culture and activity
 - Should have more festivals outside using the space at the Vollmer as opposed to having Strawberry Festival on Front Road. (should provide a shuttle service as well)
 - Farmer's Markets
 - Dog Festivals
 - More Antique Car Shows
 - Swap Meets- Musicians buying and selling guitars
 - Ability to have Drum Circles at the outdoor music nights in the summers (jam sessions at the outdoor music festivals)
 - Welcome Wagon should include contacts for all the departments located in the Civic Centre

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?
 - Recycling
 - Tree Planting in new developments
 - No smoking in any areas
 - Trails
2. What more do you think the Town of LaSalle can do to be an environmentally friendly/health conscious town?
 - Pickle ball
 - More Trails
 - Dog Park
3. What programs would you like to see introduced by the Town of LaSalle to promote a healthy and environmentally friendly lifestyle for residents?
 - Ensure that all trees that are lost are replanted
 - Indoor /outdoor Pickle ball
 - Bike Riding on Matchette to bring you into Windsor
 - More bike riding trails
 - Ramps for Kayaking
 - Traffic light to be active at Orford
 - Start more programs for seniors to be able to be a part of outside 9encourage walking groups,biking groups ect.)

Wrap-Up Questions

4. Can you see yourself living in LaSalle for the remainder of your life? Why or why not?
 - Yes as long as taxes stay low
 - Ensure that new developments are not decreasing home values
 - No due to lack of family support
 - Promoting LaSalle as a great place to retire but retirement home are overcrowding
 - Need more affordable house for seniors (a seniors compound.. Prices are high for low quality condos)
 - Need a hospital in LaSalle
 - Shuttle Service for seniors

5. What are your hopes for the future of LaSalle?
 - More trails, for our community to remain safe, more pickle ball courts (inside and out), more traffic lights at intersections that need them (Orford Street)
 - More stores & restaurants