



## The Corporation of the Town of LaSalle

---

**Date:** May 20, 2019 **Report No:** DS-15-2019

**Directed To:** Mayor and Members of Council **Attachments:**

**Department:** Development & Strategic Initiatives

**Prepared By:** L. Silani, M.Pl, MCIP, RPP  
Director of Development & Strategic Initiatives **Policy References:**

D. Hadre  
Corporate Communication and  
Promotions Officer

**Subject:** Preparation of a new LaSalle Strategic Plan RFP Contract Award

---

### **RECOMMENDATION:**

That Council award the LaSalle Strategic Plan Request for Proposals (RFP) contract to Strategy Corp, for the preparation of a new Strategic Plan for the Town.

### **REPORT:**

In March of this year Town Staff prepared and issued a Request for Proposals (RFP) to retain professional consulting services to assist with the preparation of a new Strategic Plan for the Town.

The new Strategic Plan for the Town is intended to:

- build on the success of what has been accomplished to date, and to identify how best to responsibly address LaSalle-specific issues for a growing community to the year 2050; and
- maintain LaSalle as a leader in Southwestern Ontario with respect to fiscally and environmentally responsible policy approaches and strategic action plans, in keeping with the Town's shared Community Vision.

The firm that is awarded this consulting services contract is expected to:

- i. coordinate and attend meetings with the Project Steering Committee, with Council, Staff, Stakeholders and the community at large throughout the duration of the consulting service contract;
- ii. identify and implement meaningful Council, Town Staff, Stakeholder and Community consultation, to ensure that the voices of LaSalle Council, Town Staff, business owners, service providers, community organizations, and residents of all ages (and of all geographic areas of LaSalle) are heard as part of the Strategic Plan preparation process;
- iii. undertake a statistically valid survey of LaSalle residents as part of the overall consultation strategy, to help identify what the community values and what should be part of the community's strategic priorities;
- iv. complete the tasks required to successfully complete this consulting service contract in a timely and cost-effective manner;
- v. prepare the necessary Strategic Plan for a 30 year time frame (2020 to 2050), for adoption by LaSalle Council. The Town of LaSalle Strategic Plan will include priority actions to be undertaken in short, mid, and long-term planning horizons.

A total of four submissions were received from Consultants. Town Staff reviewed and short-listed these submissions to two for interview purposes. Interviews were held with representatives from both of the short-listed firms. The proposed fees from the four submissions received ranged from \$29,824 to \$240,000.

Based on the results of the submissions received, and the evaluations completed by Town Staff, it is recommended by Administration that the Town retain the services of Strategy Corp, to prepare the new Strategic Plan for the Town, for an amount not to exceed \$89,178 plus HST.

The project is anticipated to commence in June and to be completed by the end of October of this year.

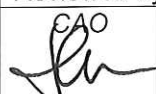
Respectfully submitted by,



L. Silani, M.Pl., MCIP, RPP  
Director of Development &  
Strategic Initiatives



D. Hadre  
Corporate Communication and  
Promotions Officer

| Reviewed by:   |         |                     |              |  |                         |      |
|--|---------|---------------------|--------------|--|-------------------------|------|
| CAO<br> | Finance | Council<br>Services | Public Works | Development &<br>Strategic Initiatives | Culture &<br>Recreation | Fire |