



# Municipality of Casselman **STRATEGIC PLAN**

2024-2028 AND BEYOND



► **Casselman Council** standing left to right: Councillor Anik Charron, Councillor Sylvain Cléroux, Mayor Geneviève Lajoie, Councillor Paul Groulx, Councillor Francine Leblanc

## A Message from the Mayor

*Dear residents of Casselman,*

Inspired by Gandhi's principle of being the change we wish to see, Casselman embarks on a transformative journey towards sustainable growth, marked by bold decisions and innovative actions. Our strategy is a balanced pursuit: meeting our current needs while building a strong foundation for the future.

At the core of our vision is a commitment to enhancing essential infrastructure. We're investing significantly in water and wastewater systems, critical for Casselman's sustainable development and economic prosperity. This proactive infrastructure development ensures our resilience and readiness for future challenges.

Casselman, at its heart, is a community rich in diversity, united by shared values and aspirations. Our identity is defined not just by our Francophone heritage but by our inclusiveness and accessibility to all. Living by the ideals of compassion, empathy, and respect, we ensure every resident, regardless of background, feels valued and connected. These principles are not mere concepts but guide our daily interactions and decisions.

Our commitment extends beyond infrastructure to the well-being and quality of life of our residents. We envision a community where economic vitality and environmental stewardship coexist, fostering a healthy, vibrant environment for future generations. Initiatives like the development of a health hub, diverse cultural activities, and the beautification of our riverside park exemplify our dedication to enriching life in Casselman.

Embracing our diversity, we see it as a cornerstone of strength. Our growth is multifaceted – not just physical, but also social and cultural. Every success in Casselman, whether big or small, is a communal achievement, celebrated by all.

We are dedicated to building a community underpinned by unity, inclusivity, and mutual respect. Together, we are charting a course for Casselman's future – a future robust, economically sound, inclusive, and reflective of the values we cherish.

*With warm regards,*

GENEVIÈVE LAJOIE



## Land Acknowledgement

We acknowledge that in Eastern Ontario, we are on the unceded traditional territory of the Algonquin Anishnaabe and on the vast territory of the Haudenosaunee.

# Casselman at a Glance

The Municipality of Casselman is a charming, growing community with a rich history. At the age of 27, Martin Casselman discovered the area during a hunting trip. Twelve years later, in 1844, accompanied by his companions, he built a sawmill and gave the new town its name. The Municipality of Casselman was almost destroyed by three forest fires. The last fire, in 1919, put an end for good to the forestry industry. It also spelled the beginning of a rich agricultural economy, which is sustained through to this day.

Our location is strategic:

- 90 minutes from Montréal and its airport;
- one hour from the American border
- 25 minutes east of Ottawa
- passenger train service to Montreal and Toronto.

A gigantic Franco-Ontarian flag hovers at the entrance of the Municipality and illustrates the feeling of pride towards its heritage, language, and culture. Over the years, we have become champions of cultural diversity and inclusion.

Our population has grown exponentially since 2019 reaching more than 4000 residents. This rapid development is attracting several new businesses, including recently a large automotive parts distribution centre.

The South Nation River winds through the Municipality of Casselman. There are multiple public parks offering spaces for relaxation, sports, games, and play. Come and launch your kayak or paddle board at High Falls Park. Enjoy a round of golf at the local course. Get off the highway at exit 66 and come for a visit. Just like our founder, Martin Casselman, you just might decide to stay.



## OUR VISION:

“Bold decisions,  
innovative actions”

## OUR MISSION:

“Service delivery that enriches  
lives and drives growth”

## OUR VALUES

### Sustainability

We are dedicated to fostering sustainable development, harmonizing the growth of our community while safeguarding the natural environment for the benefit of future generations.

### Vitality

Casselman takes a leadership role in fostering creativity, driving economic development, and creating employment opportunities. We actively promote the vibrancy of our community, both in cultural and sporting dimensions, in collaboration with our valued partners.

### Cultural Heritage

We honor and preserve the rich Franco-Ontarian heritage as a cornerstone of our municipality's cultural identity.

### Welcoming

Casselman aspires to be a welcoming, diverse and inclusive community, showing respect and concern for the involvement of all citizens in our municipality's development. This commitment encompasses principles of equity, accessibility, openness, and inclusion.

### Integrity

We are dedicated to transparent and accountable management, continuing to build trust and satisfaction among our residents and stakeholders through responsible governance.

## OUR STRATEGIC PRIORITIES:



Infrastructure



Community  
Well-being



Service  
Excellence



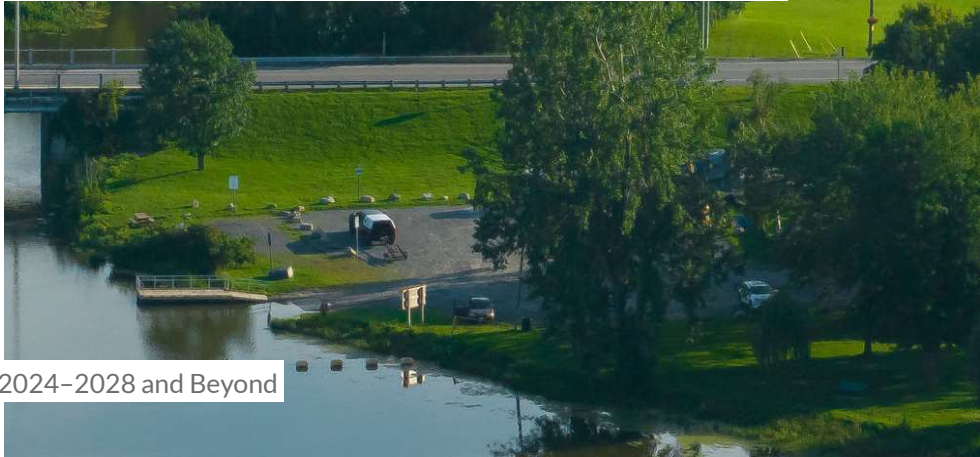
STRATEGIC PRIORITY AREA

# Infrastructure



Infrastructure is the backbone of our community, providing the essential facilities and systems that enable our residents to lead safe, productive, and comfortable lives.

Strategic Actions	Desired Outcomes
Complete the Casselman Water & Wastewater Infrastructure Master Plan and select best alternatives.	<ul style="list-style-type: none"> <li>● Ensure a reliable and consistent supply of high-quality drinking water.</li> </ul>
Implement solutions that align with our long-term aspirations.	<ul style="list-style-type: none"> <li>● Establish and optimize efficient systems for water distribution and wastewater collection.</li> </ul>
Establish a new Municipal Hall.	<ul style="list-style-type: none"> <li>● Modernized the Municipal Hall to make it accessible and promote optimal performance.</li> </ul>
Find appropriate funding sources to upgrade and enhance our infrastructure to enable sustainable growth and economic development.	<ul style="list-style-type: none"> <li>● Stimulate economic growth and increase employment opportunities.</li> </ul>
Adopt best practices for Asset Management Planning.	<ul style="list-style-type: none"> <li>● Integrate the Asset Management Plan into operational planning for more effective and sustainable resource management.</li> </ul>







STRATEGIC PRIORITY AREA

# Community Well-being



Community well-being refers to the overall health, happiness, and quality of life experienced by the individuals and groups within our community. We commit to enhancing our residents' lives and fostering social cohesion, resilience, economic development and sustainability.

## Strategic Actions

## Desired Outcomes

Invest in attractions and venues that will improve the quality of life for residents and visitors.

- Complete and implement phases One and Two of the trail and bird sanctuary project as well as planning the third phase.

Provide community spaces that enrich the lives and encourage active lifestyles for all ages.

- Develop and implement a comprehensive Parks and Recreation Master Plan.
- Revitalize existing spaces where citizens like to gather.

Encourage community groups to organize events and activities that improve overall health and foster social cohesion.

- Increase the capacity of community groups to plan and manage events and activities.

Preserve Franco-Ontarian culture while demonstrating inclusivity and diversity.

- Establish partnerships with community groups sharing similar objectives.
- Enrich the surroundings of the francophone monument 'Monument de la Francophonie' to host events celebrating Franco-Ontarian culture.

Support improvement of health services in Casselman.

- Develop a Health Hub in collaboration with the Canadian Mental Health Association, Alzheimer Society, Hawkesbury and District General Hospital and the United Counties of Prescott and Russell Emergency Services.





STRATEGIC PRIORITY AREA

# Service Excellence



Service excellence demonstrates a commitment to meeting the diverse needs of our residents, builds trust, fosters civic pride, and bolsters our reputation for efficient and responsive governance.



## Strategic Actions

## Desired Outcomes

Establish an adaptive organizational culture that fosters an environment of continuous improvement and empowers employees to be proactive, innovative, and collaborative.

- Build a workplace reputation that attracts and retains top talent.
- Increased cross-departmental collaboration.
- Enhance decision-making accuracy through data-driven approaches.

Modernize the digital and technological infrastructure to enhance citizen experience and increase operational efficiency.

- Significantly enhance digital connectivity and technological services, which strengthen citizen interaction, participation in virtual meetings, and overall efficiency of municipal operations.

Streamline communications to promote stakeholder engagement and demonstrate inclusivity and accessibility.

- Increase the capacity to deliver services in French and English
- Offer staff training in customer service standards, inclusivity and diversity.

Pursue collaborative partnerships and shared services agreements to improve customer service and increase efficiency.

- Finalize partnership and shared services agreements.





# Casselman Plans and Policies

The Municipality is guided by many other plans and policies, including:

## FIRE SERVICES & COMMUNITY SAFETY

Emergency Plan  
2023

Community Emergency Management Plan  
2021

Community Risk Assessment  
2023

## ADMINISTRATION

Finance Department Modernization Review  
2021

Multi-Year Accessibility Plan  
2020-2024

## RECREATION

Parks Master Plan  
In development – Projected to be published in 2024

## PLANNING & DEVELOPMENT

Development Charges Background Study  
2021

Water and Sewer Development Charges Background Study  
2023

Asset Management Plan  
2021

Planning and Construction Development Services Review  
2022

Water and Waste Water Master Infrastructure Plan  
In development – Projected to be published in 2024

Drinking Water Financial Plan  
2020

Official Plan  
2008

Community Economic Development Strategic Plan  
2014-2019







## Implementation of the Strategic Plan

This Strategic Plan will be integrated into all Municipal activities and annual operational plans which will identify projects and initiatives aligning with our priorities inherent with our Mission, Vision and Values Statements.

The Municipality's Senior Management Team is responsible for developing the annual operational plans and presenting them to Council for approval. This will be our tool to monitor progress and framework from which public reports are made and presented to Council.



### Municipality of Casselman

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