

THE 2026 CAMPAIGN PLATFORM

A PLATFORM FOR THE FUTURE OF LAKESHORE



SAM SINJARI

Candidate for Mayor of Lakeshore

**BUILT ON LISTENING.
DRIVEN BY LAKESHORE.
FOCUSED ON THE FUTURE.**

A Note Before You Read

This is not a campaign written in a back room. It is a working document built on facts, on the official planning record of Lakeshore, and on the lived experience of residents: the people who drive County Road 22 every morning, who raise families across our 13 communities, who run small businesses on Main Street in Belle River, who farm the land between Comber and Stoney Point, and who live along the historic canals of Lighthouse Cove.

Lakeshore is changing fast. Our population, our infrastructure needs, our housing market, and our regional economy are all moving at a pace this municipality has never seen. That kind of change deserves leadership that can keep up.

Sam Sinjari is building a platform focused on the future of Lakeshore, not politics as usual. He wants to hear directly from the people who live here, raise families here, run businesses here, and care about where this community is headed.

Every page that follows is built around one simple question:

WHAT DO YOU WANT TO SEE CHANGE?

That question is the foundation of everything that follows. If something in this brochure speaks to your community, your street, or your family, Sam wants to hear about it. If something is missing, he wants to hear about that too. This platform is a starting point, not a finish line.

Inside This Brochure

PART ONE — WHO SAM SINJARI IS

A Life Built on Service	5
A Record Recognized by the Province	6
Service & Leadership Experience	7
Built for This Role	8
The Sam Sinjari Standard	9

PART TWO — THE LAKESHORE WE LIVE IN TODAY

A Community of Communities	10
Growth by the Numbers	11

PART THREE — THE PLATFORM (8 PILLARS)

Pillars 1–8: Roads, Growth, Infrastructure, Jobs, Character, Safety, Shoreline, Full-Time Mayor	12–19
--	-------

PART FOUR — THE FIRST 100 DAYS 20

PART FIVE — A LISTENING CAMPAIGN 21

PART SIX — THE FACTS, IN ONE PLACE 22-23

PART SEVEN — THE CLOSING ARGUMENT 24

BACK COVER & ELECTION DAY 25

PART ONE

WHO IS SAM SINJARI?

A businessman. A philanthropist. A father of community service. A leader recognized by the Province of Ontario for exceptional volunteer service. And starting October 26, 2026, a candidate ready to be Lakeshore's full-time Mayor.

FULL-TIME • ACCOUNTABLE • PRESENT

A Life Built on Service

Sam Sinjari is a Lakeshore resident, businessman, and philanthropist whose entire public life has been built around a single idea: that leadership is measured by what you give back, not by the title on your business card.

In his own words, true leadership is "not about merely being in charge, but about making a meaningful difference in the lives of those we are privileged to serve." That belief has shaped everything he does, from the boardrooms where he has built business expertise, to the volunteer committees where he has built community.

For years Sam has worked in business and auto finance, an industry where promises mean nothing without follow-through. It is a discipline that translates directly to the Mayor's office: managing budgets, leading teams, meeting deadlines, and being accountable for results — every single day.

He is also the creator and host of an independent weekly community radio program in Windsor-Essex that spotlights local leaders, nonprofits, and the people who quietly hold this region together. Through hundreds of conversations on air and off, Sam has built something rare in public life: a deep, working relationship with the people on the front lines of our most important causes.



True leadership is not about merely being in charge, but about making a meaningful difference in the lives of those we are privileged to serve.

SAM SINJARI

A Record Recognized by the Province

In 2024–2025, Sam Sinjari was named one of just 20 of the most exceptional civic leaders in Ontario, awarded the Queen Elizabeth II Ontario Medal for Good Citizenship: one of the highest volunteer service honours in the province.

QUEEN ELIZABETH II ONTARIO MEDAL FOR GOOD CITIZENSHIP

Awarded to Sam Sinjari, 2024–2025 cohort
1 of 20 recipients across all of Ontario

Recognized For Work In:

Community Safety

Leadership on initiatives that support families, newcomers, and vulnerable residents.

Food Security

Holiday meal drives, essential supply drives, and direct support for local food programs.

Environmental Renewal

Tree planting and community-driven environmental initiatives.

Non-Profit Governance

Senior board and committee leadership across health, arts, anti-bullying, and community-service organizations.

FROM THE PROVINCE OF ONTARIO:

Sam Sinjari's volunteering reflects an ability to galvanize people and resources with compassion and practical insight.

Service & Leadership Experience

Sam Sinjari's leadership extends well beyond a single organization. He has served, and continues to serve, on boards, committees, tribunals, and review teams across health care, the arts, justice, youth mentorship, anti-bullying, public licensing, and community grant-making. The breadth of this work is the experience he brings to the Mayor's office: governance discipline, fiduciary responsibility, and a track record of showing up.

Where Sam Has Served:

Provincial Grant Review

Independent reviewer of community grant applications across Southwestern Ontario, evaluating proposals on impact, accountability, and value for public dollars.

Community Safety Board Service

Active board service supporting public safety partnerships across Windsor and Essex County.

Municipal Licensing Committee

Appointed committee service in a major regional city, contributing to fair and consistent licensing decisions.

Healthcare Foundation Board

Multi-year governance service supporting hospital and healthcare foundation work in Windsor-Essex.

National Health Charity Board

Active director on a national charity supporting Canadians living with a serious medical condition.

Provincial Health Regulatory Body

Director on a regulatory college overseeing public protection and professional standards in Ontario.

Health Discipline Tribunal Adjudicator

Appointed adjudicator on a professional discipline tribunal: a quasi-judicial role requiring impartiality, evidence review, and rigour.

Anti-Bullying Society Board

Past director supporting youth-focused anti-bullying work in Canada.

Arts Leadership Circle

Active member of a regional arts leadership circle supporting culture and creative-economy investment.

Youth Business Mentorship

Program mentor for a regional youth entrepreneurship program, coaching the next generation of business leaders.

Independent Community Radio Host

Creator and host of a weekly Windsor-Essex community radio program spotlighting local leaders, charities, and grassroots initiatives since 2021.

Personal Philanthropy & Giving

Years of personal donations, matching gifts, gifts-in-kind, sponsored radio campaigns for local fundraisers, holiday meal programs, school speaking engagements, and direct support for families and frontline charities across Windsor-Essex.

Built for This Role.

Here for Every Resident.

Sam Sinjari has lived his life in Windsor-Essex: from junior kindergarten through grade school, high school, post-secondary, into a career, and through years of building relationships and serving the community. For nearly a decade, Lakeshore has been home. Lakeshore is a community of communities, and the job of Mayor is to protect what makes each one special, serve every resident with the same standard, and prepare this municipality for what comes next.

01

Governance That Holds Up to Scrutiny

Years of service on boards, committees, tribunals, and review teams across health care, the arts, public licensing, regulatory oversight, and community grant-making. Hands-on governance: reviewing budgets, weighing evidence, and being personally accountable for outcomes.

02

Operational Discipline From the Real World

A career in business and finance: managing budgets, leading teams, hitting deadlines, and answering for results. Promises made are tracked. Commitments made are met. Reports get filed, and they get filed on time.

03

Trusted With Public Responsibility

Provincial appointments are not handed out lightly. Service as a tribunal adjudicator, regulatory college director, and provincial grant reviewer requires impartiality, sound judgment, and fair weighing of competing interests.

04

A Collaborator, Not a Combatant

Effective leadership is about working productively with council, staff, and every level of government: federal, provincial, county, and neighbouring municipalities. The Mayor's job is to bring people together and move projects forward.

05

A Listener, From Inside the Community

Nearly a decade of living in Lakeshore, on the same roads, intersections, beaches, and main streets every other resident travels. The campaign starts with listening, door to door, community to community. Every voice will shape the work of the Mayor's office.

06

Lakeshore Will Be the Only Job

If elected, Lakeshore becomes Sam's only professional focus. No competing roles. No divided attention. Daily presence at Town Hall, weekly community office hours, monthly public updates, and an annual State of Lakeshore address.

07

Transparency Built Into Every Decision

Public service is a public trust. Published agendas, recorded votes, plain-language explanations, transparent campaign finances, and a conflict-of-interest framework that meets and exceeds the Municipal Conflict of Interest Act.

08

Steady Under Pressure

Public conversations about growth, taxes, parks, and zoning will sometimes be tense. The right response to pressure is calmer preparation. Years of governance and tribunal work have built the temperament needed to chair a difficult meeting with respect.

09

Protecting What Makes Lakeshore, Lakeshore

The waterfront. The farmland. The small-town pace. The historic main streets. The marinas, parks, and quiet corners. A disciplined Mayor's office grows responsibly because it values what already exists. Growth must adapt to Lakeshore, not the other way around.

10

A Fiscally Responsible Approach

Strong financial management is a practice, not a slogan. Every dollar treated as borrowed from the families and businesses who earned it. Federal, provincial, and regional funding partnerships pursued before reaching into a resident's pocket.

11

A Neighbour First, A Candidate Second

For almost ten years, Lakeshore has been home. This community was built by farmers, tradespeople, business owners, francophone families, Underground Railroad descendants, newcomers, retirees, and lifelong residents. The Mayor's office will serve each of them with the same standard.

12

Committed to a Full Four-Year Term

The next four years will define Lakeshore's growth, infrastructure, and character for a generation. Sam is running for Mayor of Lakeshore, full stop. Not a stepping stone. Not a placeholder. Not a side project. The job and the term belong to Lakeshore.

STEADY. PREPARED. ACCOUNTABLE. PRESENT.

A neighbour. A leader. A Mayor for every community in Lakeshore.

The Sam Sinjari Standard

Five values define how Sam Sinjari intends to serve as Mayor. These are not slogans. They are the working operating manual of the Mayor's office under his leadership.

1**FULL-TIME PRESENCE**

Lakeshore will be Sam's only job. Daily presence at Town Hall. Out in the communities, not just at meetings.

2**ACCOUNTABILITY**

Public reporting on every commitment. If Sam says it, it gets tracked, measured, and shared with residents.

3**TRANSPARENCY**

Decisions explained in plain language. Capital projects, budgets, and timelines published openly.

4**FOLLOW-THROUGH**

Projects finished, not announced and forgotten. Discipline from start to ribbon cutting.

5**LISTENING FIRST**

Residents, not consultants, set the agenda. Door-to-door outreach. Real conversations.

WHY HE'S RUNNING

I'm running because Lakeshore is growing quickly, and it needs strong, full-time leadership. I want to bring discipline, accountability, and follow-through to this role.

A Community of Communities

Lakeshore is not one place. It is many. Officially known as a Community of Communities, this municipality is the proud home of distinct, beloved places, each with its own character, its own history, and its own story.

The Communities of Lakeshore

Belle River	Comber	Deerbrook	Emeryville
Lighthouse Cove	Puce	Ruscom	Maidstone
Staples	St. Joachim	Stoney Point / Pointe-aux-Roches	Woodslee

Lakeshore is also home to a significant Francophone community and to a historic Black community along the Puce River, descendants of refugees who reached freedom through the Underground Railroad. This is one of the most layered cultural histories in Southern Ontario, and any platform for the future of Lakeshore must respect every community in it.

EVERY COMMUNITY GETS A SEAT AT THE TABLE.

Belle River is not Comber. Comber is not Lighthouse Cove. Each will be heard — and respected.

Growth by the Numbers

The numbers tell the story of a municipality on the move. Lakeshore is growing, and the responsibility of leadership is to make sure that growth strengthens the community rather than overwhelming it.

10.4%

Population growth from 2016 to 2021, outpacing provincial averages.

40,410

Estimated residents in 2024, with 14,385 households across Lakeshore.

60,000+

Projected population by 2051. A future Lakeshore must plan for now.

\$1.7B

Total municipal infrastructure assets to maintain and modernize.

1,000+

New homes added in Lakeshore in just five years (2016–2021).

\$114K

Median household income. High earners deserve high-performance government.

WHY THIS MATTERS

With 30 minutes to the U.S. border, 40 km of Highway 401 running through Lakeshore, the largest beach on Lake St. Clair, a 250-slip marina, and a heavy concentration of auto supply plants and tool and mold shops, Lakeshore sits at the centre of one of the most important economic regions in Canada. That position is an opportunity. With the right leadership, Lakeshore wins. Without it, growth slips through our hands.

Traffic & Roads That Work

PILLAR 1 OF 8

THE ISSUE

Anyone who has tried to get from Lakeshore to Windsor at 5:00 p.m. knows the truth: traffic is no longer a complaint, it is a daily life event. The intersection of County Road 22 and Manning Road carries roughly 42,000 vehicles a day, comparable to a stretch of Highway 401, and is officially the most congested intersection in Essex County.

A proposed grade-separated interchange at this intersection has an estimated cost of \$105 million, with \$60 million requested from the Province. Beyond that single intersection, Lakeshore's road network is the single largest infrastructure category in the municipality, valued at \$558.2 million.

WHAT SAM WILL DO

1. Make Lakeshore's voice the loudest at the table for the County Road 22 and Manning Road interchange, and accelerate provincial funding negotiations.
2. Publish an annual Road Conditions Report so residents see exactly which roads will be repaired, paved, or rebuilt, and when.
3. Prioritize school zones, rural intersections, and high-crash corridors in the capital plan.
4. Coordinate directly with Essex County Council on the County Road 42 widening, roundabouts, and the regional Transportation Master Plan.
5. Stand up a Lakeshore Roads Task Force, chaired by the Mayor, with quarterly resident input.

THE PROMISE

No more being ignored at the regional table. A full-time Mayor will be at every meeting where Lakeshore's roads are decided.

Smart Growth That Fits Lakeshore

PILLAR 2 OF 8

THE ISSUE

Lakeshore's housing market is under real pressure. The municipality has the highest average resale price in Essex County (\$845,900 in 2024), only 186 purpose-built rental units, and a housing stock that is 92% single-detached. Renters are more than four times as likely as owners to be in core housing need.

Lakeshore has signed onto the federal Housing Accelerator Fund, approved a Housing Action Plan, and committed to permitting up to four units as-of-right where infrastructure allows. The fundamental question now is whether growth is sequenced: approved only where roads, water, and wastewater can support it.

WHAT SAM WILL DO

1. Publish a public Growth Sequencing Map: every approval tied to confirmed road, water, and wastewater capacity.
2. Support a broader range of housing types: townhouses, duplexes, fourplexes where serviced, seniors-friendly downsizing options, and purpose-built rentals.
3. Protect farmland, rural character, and established neighbourhoods with clear, defended zoning lines.
4. Faster, cleaner approvals for the right projects. Predictable timelines for builders, predictable rules for residents.
5. Centre resident voices in every conversation. Growth must adapt to Lakeshore, not the other way around.

THE PROMISE

Growth that fits Lakeshore. Not faster than the roads, not louder than the residents, not at the cost of farmland or community trust.

Infrastructure That Keeps Up

PILLAR 3 OF 8

THE ISSUE

Lakeshore's own 2025 Asset Management Plan lays out the truth in plain numbers: \$1.7 billion in total municipal infrastructure assets, a \$22.1 million annual funding gap for tax-supported infrastructure, and 14% of assets (about \$228 million worth) in poor or worse condition.

Lakeshore secured a historic \$32.3 million provincial grant in 2025 to support critical wastewater upgrades, a foundation worth building on. The 2026 budget includes \$4.3 million for the Stoney Point Wastewater Treatment Plant, \$3.8 million for road enhancements, and \$1.8 million for the Manning Road and Amy Croft Drive intersection.

WHAT SAM WILL DO

1. Launch a public Capital Projects Dashboard showing every major project, its status, its cost, and its timeline.
2. Pursue every available grant (federal, provincial, regional) with a Mayor's office that treats funding files as a daily priority.
3. Deliver on the Stoney Point Wastewater Treatment Plant, road enhancements, and Manning and Amy Croft intersection improvements already approved in the 2026 budget.
4. No surprise tax shocks. Long-term capital planning, phased and disclosed honestly to residents.
5. Deliver an annual State of Lakeshore Infrastructure address, in plain language, from the Mayor, not a press release.

THE PROMISE

No more wondering if the pipes can handle it. Infrastructure first, every time.

A Strong Local Economy & Real Jobs

PILLAR 4 OF 8

THE ISSUE

Lakeshore sits at the doorstep of one of the most exciting economic moments in Canadian history. The NextStar Energy EV battery plant in Windsor (Canada's first large-scale battery manufacturing facility) will employ approximately 2,500 workers when fully operational. The County Road 22 and Manning Road corridor connects this plant to Highway 401 and the new bridge.

Lakeshore already has a heavy concentration of auto-related supply plants and tool and mold shops, and Belle River's main street remains a beloved local economic anchor. A striking fact from the 2025 Affordable Housing Strategy: many industrial workers currently commute into Lakeshore, and half cite affordability as the reason they can't live here. That is a problem and an opportunity.

WHAT SAM WILL DO

1. Launch Lakeshore Open for Business: a one-stop concierge service for new business inquiries, with published response standards.
2. Strengthen the Belle River BIA and the main streets of Comber, Stoney Point, St. Joachim, Woodslee, and every Lakeshore community.
3. Active partnership with the WindsorEssex Development Corporation to attract suppliers, logistics, and clean-economy investment.
4. A workforce housing strategy so people who work in Lakeshore can afford to live here.
5. Champion local agriculture and farmers as a permanent, protected pillar of the Lakeshore economy.

THE PROMISE

Lakeshore should be a place where you don't just sleep. You work, build, hire, and grow.

Protecting Lakeshore's Character

PILLAR 5 OF 8

THE ISSUE

The single most consistent message from residents across every community is this: Lakeshore is special. Don't lose it.

Recent debates over greenhouse expansion, short-term rental pressures, and the future of beloved green spaces have shown how fast trust can fracture when residents feel their neighbourhood character is at risk. Lakeshore's official identity is rural, agricultural, and waterfront, and that identity is worth defending.

WHAT SAM WILL DO

1. A Community Assets Guarantee: clear, transparent rules on when municipal land or parks can ever be considered for development, with stronger public-notice thresholds.
2. Protect rural character and farmland with zoning that holds the line, not zoning that quietly slips.
3. Fair, balanced, enforceable rules on greenhouses and short-term rentals that respect both farmers and neighbourhoods.
4. Honour every community's identity. Belle River is not Comber. Comber is not Lighthouse Cove. Each gets a seat at the table.
5. A Mayor who shows up at festivals, fish fries, fall fairs, hockey games, and food drives, not just ribbon cuttings.

THE PROMISE

Lakeshore's character is not negotiable. Growth will adapt to Lakeshore, not the other way around.

Safe Neighbourhoods, Great Recreation **PILLAR 6 OF 8**

THE ISSUE

Lakeshore is consistently ranked among the top 10 safest communities in Ontario under OPP service. The municipality is served by 5 fire stations and roughly 100 volunteer firefighters. The Atlas Tube Recreation Centre anchors a network of parks, marinas, beaches, community centres, and aquatics programming.

But growth places real pressure on emergency response, recreation programming, youth spaces, and senior services, especially as Lakeshore's over-65 population continues to climb. A safe, vibrant municipality at 60,000 residents requires planning today.

WHAT SAM WILL DO

1. Stable, reliable funding for fire services as the population approaches 60,000, including support for the volunteer firefighters who keep Lakeshore safe.
2. Expanded youth recreation programming: more affordable options, more spaces, more after-school programs across all 13 communities.
3. A Seniors Action Plan: accessible housing options, accessible transportation, and stronger community programs for aging in place.
4. Continued strong OPP partnership with focus on traffic safety, school zones, and rural property security.
5. Protect and enhance the Belle River Marina, West Beach, and Lakeview Park waterfront for current and future generations.

THE PROMISE

Safe streets, strong recreation, and a Lakeshore that is livable at every age.

Flood & Shoreline Resilience

PILLAR 7 OF 8

THE ISSUE

Lakeshore's Shoreline Management Plan identifies clear hazards: erosion, shoreline flooding, and the long-term effects of higher water levels. This is not abstract policy. It is property protection, insurance protection, and household protection for thousands of residents along Lake St. Clair and the rivers that drain into it.

Stormwater management, drainage, culverts, and rural drainage infrastructure all matter to farmers, homeowners, and businesses alike. Lakeshore has already adopted a Flood Mitigation & Protection Framework. What's needed now is consistent, transparent, year-over-year delivery.

WHAT SAM WILL DO

1. Publish an annual Flood & Shoreline Progress Report: what was built, what was repaired, what is next.
2. Priority drainage fixes identified by residents and engineering, not by guesswork.
3. Active partnership with the Essex Region Conservation Authority and the Lower Thames Valley Conservation Authority.
4. A resident preparedness program: practical guidance, sandbag access, communication plans for storm events.
5. Stand up for shoreline residents when erosion threatens homes and properties, at every level of government.

THE PROMISE

Protect homes, roads, and shorelines before the next emergency, not after.

A Full-Time Mayor's Office

PILLAR 8 OF 8

THE ISSUE

Lakeshore is now too large, too complex, and moving too fast to treat the Mayor's role as one responsibility among others. The 2025 Asset Management Plan, the Water and Wastewater Master Plan, the Housing Action Plan, the Shoreline Management Plan, and the Strategic Objectives are all active simultaneously, each requiring sustained Mayoral attention.

A municipality approaching 60,000 residents, with \$1.7 billion in assets, 13 communities, 40 km of Highway 401, and Canada's busiest border on its doorstep, deserves a Mayor whose only professional focus is Lakeshore.

WHAT SAM WILL DO

1. Lakeshore will be Sam Sinjari's only job. Full stop.
2. Daily presence at Town Hall, meeting with staff, stakeholders, and residents every working day.
3. Weekly community office hours rotating across all 13 communities.
4. A monthly public Mayor's Update in writing and on video: accountable, plain-language, and direct.
5. An annual State of Lakeshore Address: direct, transparent, and resident-facing.

THE PROMISE

A Mayor who is fully present, fully accountable, and fully focused on Lakeshore, every single day.

The First 100 Days

A platform without a plan is a poster. Here is exactly what Sam will do in his first 100 days as Mayor of Lakeshore.

DAYS 1–30 LISTEN

- Visit every one of Lakeshore's 13 communities, including Belle River, Comber, Deerbrook, Emeryville, Lighthouse Cove, Puce, Ruscom, Maidstone, Staples, St. Joachim, Stoney Point/Pointe-aux-Roches, and Woodslee.
- Public listening sessions in every ward.
- Direct meetings with farmers, business owners, fire services, recreation staff, and seniors' groups.

DAYS 31–60 SEQUENCE

- Publish the public Growth Sequencing Map: what gets built where, and what infrastructure must come first.
- Launch the Capital Projects Dashboard: every project, every status, every dollar.
- Issue the first quarterly Mayor's Update directly to residents.

DAYS 61–100 DELIVER

- Convene the Lakeshore Roads Task Force.
- Submit Lakeshore's formal position on the County Road 22 and Manning Road interchange to the County and Province.
- Publish service standards for planning and building approvals.
- Deliver the first State of Lakeshore Infrastructure address.

A Listening Campaign

Sam Sinjari is building a platform focused on the future of Lakeshore, not politics as usual. He wants to hear directly from the people who live here, raise families here, run businesses here, and care about where this community is headed.

WHAT DO YOU WANT TO SEE CHANGE?

Maybe it's something on this list:

- Traffic on County Road 22?
- Housing your kids can actually afford?
- The marina, the beach, or the waterfront in your community?
- Drainage and flooding on your street?
- A youth recreation program your family relies on?
- The speed of approvals at Town Hall?
- A road, a bridge, an intersection, or a sidewalk?
- The character of your neighbourhood?

How to Be Heard

- Door-to-door outreach. Sam will personally knock on doors across all 13 communities.
- Community town halls with open mic and no script.
- Coffee chats and small-group conversations in every ward.
- Online listening tools for residents who can't attend in person.
- A direct line to Sam, not a switchboard.

The Facts, In One Place

Every commitment in this brochure rests on the official planning record of Lakeshore and on publicly available reporting. Here are the facts that ground this platform.

- **Population growth:** Lakeshore grew 10.4% from 2016 to 2021, adding nearly 4,000 new residents and over 1,000 new homes.
- **Population today:** Approximately 40,410 residents in 14,385 households (2024 estimate).
- **Population future:** Projected to exceed 60,000 residents by 2051.
- **Median household income:** Approximately \$114,000. A high-earning, educated community.
- **Total infrastructure assets:** \$1.7 billion across roads, water, wastewater, parks, and facilities.
- **Annual infrastructure funding gap:** \$22.1 million per year for tax-supported infrastructure.
- **Largest single asset class:** Roads, valued at \$558.2 million.
- **Assets in poor or worse condition:** About 14% of the portfolio, roughly \$228 million worth.
- **County Road 22 and Manning Road:** Approximately 42,000 vehicles per day. The most congested intersection in Essex County.
- **Proposed interchange cost:** Approximately \$105 million, with \$60 million requested from the Province.

The Facts, Continued

- **Highest average resale price in Essex County:** \$845,900 in 2024. Attainability is a real challenge for younger families and workers.
- **Purpose-built rental units:** Only 186 in all of Lakeshore, the lowest supply in Essex County.
- **Housing stock composition:** Approximately 92% single-detached homes. Limited diversity of housing types.
- **Wastewater infrastructure grant (2025):** \$32.3 million from the Government of Ontario for housing-enabling water systems.
- **Federal Housing Accelerator Fund:** Over \$7 million awarded to Lakeshore to support new housing initiatives.
- **NextStar Energy:** Canada's first large-scale EV battery plant, approximately 2,500 jobs at full operation.
- **Fire services:** 5 fire stations and approximately 100 volunteer firefighters protect Lakeshore.
- **Public safety standing:** Top 10 safest communities in Ontario, under OPP service.
- **Highway 401:** Approximately 40 km of Highway 401 runs through Lakeshore.
- **Sam Sinjari honour:** Awarded the Queen Elizabeth II Ontario Medal for Good Citizenship. 1 of 20 across the province.
- **Election Day:** Monday, October 26, 2026.

SOURCES

Figures drawn from the Municipality of Lakeshore Asset Management Plan (2025), Affordable Housing Strategy (2025), Housing Action Plan, Shoreline Management Plan, Strategic Objectives 2022–2026, Statistics Canada Census 2021 and 2024 estimates, County of Essex Transportation Master Plan, and reporting from the Windsor Star, AM800 CKLW, CTV News, CBC News, and windsoriteDOTca.

The Closing Argument

Lakeshore is growing fast. Traffic. Development. Jobs. Infrastructure. Community identity. Every one of these is on the table, and every one of them deserves a Mayor who treats them as the day job, not the side job.

Sam Sinjari is offering a different kind of leadership. Not louder, not flashier, just steadier. A Mayor who listens before he leads. A Mayor whose record of service has been recognized at the highest level of the province. A Mayor who has built a career on discipline, accountability, and follow-through.

This platform is not finished. It will keep growing as Sam keeps listening. That is the whole point. The next Mayor of Lakeshore will not be the person who has the most polished speech. It will be the person willing to do the most listening, the most homework, and the most work.

Sam Sinjari is asking for the chance to be that person.



I'm running because Lakeshore is growing quickly, and it needs strong, full-time leadership. I want to bring discipline, accountability, and follow-through to this role. My focus is simple: listen to the residents and then make sure things are done properly.

SAM SINJARI, CANDIDATE FOR MAYOR OF LAKESHORE

NEW ENERGY FOR LAKESHORE

SAM SINJARI

FOR MAYOR OF LAKESHORE

CHANGE. COMMUNITY. MOMENTUM.

ELECTION DAY

MONDAY, OCTOBER 26, 2026

HOW YOU CAN HELP

- Talk to Sam — share what you want to see change.
- Host a coffee chat with neighbours, family, or friends.
- Volunteer — knock doors, deliver brochures, support events.
- Put up a sign — show your community is ready for change.
- Share this platform — at the rink, the marina, the diner.
- Vote on Monday, October 26, 2026.

WHAT DO YOU WANT TO SEE CHANGE?

Tell Sam directly. The platform is yours.

Authorized by the Sam Sinjari for Mayor Campaign • 2026 Lakeshore Municipal Election