

# Municipal Age-Friendly Community & Family Policy

CITY OF MÉTIS-SUR-MER  
2020-2025





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## Word from the Mayoress

It is with great pride that I am presenting you the new version of our family and senior citizen policy. Your city council, along with the RCM and citizen resources, has looked into the needs expressed by the population in order to put together an action plan that will enhance your living conditions.

Our city is an enchanting place, from the riverside to the country, and is indeed one of the most charming villages in Quebec. We are very fortunate to be surrounded by a cultural diversity which allows us all to broaden our knowledge of others.

By promoting actions targeting families and senior citizens, we hope that every individual will feel safe and at home in our community.

As the mayoress, my greatest wish is to welcome and to retain all generations, allowing us to thrive socially, economically and demographically together. Welcome and let's live healthily in Métis-sur-Mer !

**Carolle-Anne Dubé**  
Mayoress



## Family and Senior Citizen Committee

Left to right :

**Simon Brochu,**

City Councillor – Recreational Committee Representative

**Isabelle Dion,**

Recreational Coordinator

**Carolle-Anne Dubé,**

Mayoress

**June Smith,**

MacNider Borough Council President

**Rita D. Turriff,**

City Councillor and Embellishment Committee President

**Martine Bouchard,**

City Councillor and Local CLD Representative

**Stéphane Marcheterre,**

Director-General and Secretary-Treasurer

Absent on picture : **Marie-Claude Giroux,**

Heritage Lower Saint Lawrence Representative

## Word from the Committee

This is Métis-sur-Mer's second Age-Friendly Community & Family Policy. The first one conceived was truly unifying and has been a tool for our achievement consolidation and for innovation towards the well-being of our community.

Indeed, according to the consultations conducted among families and senior citizens, some of the data collected are in line with the basis of our 2020-2025 policy. Thus, the constant preoccupation with a safe environment, our living conditions quality maintenance by the means of respectful choices in regards to nature and the support of a diversified entrepreneurship development are now our action pillars for the next five years.

As a result, in this policy you will find the ambition to foster intergenerational exchanges, to enhance healthy life habits, and to centre decision-making on the common good of our population.

The committee members wish to emphasize the excellent work and unwavering support of Catherine Aubut, MADA Project Manager, and Kathy Laplante, La Mitis RCM Development Councillor.

# Policy Foundations

## Family definition

A group of at least two individuals who are linked by multiple and inclusive ties such as blood, marriage, common law, adoption, or moral responsibility. Family is the first society in which we take root and evolve. As it promotes the global development of an individual, family ensures society's continuity. Therefore, it is the basis for a healthy community or society. The family is animated by a life project that calls for mutual support and preoccupation with the well-being of each other over time. It is a place where intergenerational bonds and safety foster health, autonomy, development, and sense of belonging, socialization, fulfillment, learning, as well as common value transmission and intergenerational heritage. This definition includes individuals living alone who have family ties with others who are not living under the same roof as them.

## Senior Citizen Definition

An individual aged 65 years old and over, who has acquired a certain life and resource experience. Senior citizens contribute to community life enrichment by the transmission of values, knowledge and heritage. They play a crucial role within the family and the community. In addition to being a source of knowledge and reference, they are our society's memory and have a remarkable impact on other generations. The needs, interests and aspirations of senior citizens differ considerably from one person to the other, as they live different realities.





## Mission

The Métis-sur-Mer MFP (Municipal Family Policy)/MADA Policy is a reference tool used to guide the City Council and Organizations in the process of decision-making in the interest of families and senior citizens.

## Vision

The city of Métis-sur-Mer wishes to do everything possible to preserve the social and economic vitality of our beautiful community, and to make life attractiveness here irresistible. Métis-sur-Mer will thrive while remaining the unique and delightful town it has always been, without ever losing sight of the importance that families and senior citizens continue to live here in peace and health, and continue to settle, grow, enjoy themselves, work, prosper, and learn while benefiting from a most magnificent environment.

## Overall Objectives

- › Promoting healthy life habits
- › Acknowledging and facilitating intergenerational exchanges
- › Planning land-use and physical environment in accordance with family and senior citizen needs
- › Developing the sense of belonging and citizen participation
- › Fostering community collaboration and dialogue



## Guiding Principles

- › Attraction, welcome and retention of families and senior citizens
- › Security, accessibility and health-conducive environments
- › Community vitality
- › Alternative transportation
- › Employer and business support

## Values

- › Life quality
- › Citizen participation
- › Solidarity
- › Innovation

## Subject Matter

- › Living environment and quality of nearby services
- › Transportation
- › Respect and social inclusion
- › Social participation
- › Community life and leisure
- › Communication and information



# Steps of the Process

- **Fall 2018**  
Previous policy evaluation  
(73% achieved, 60 actions on 82).
- **September 2018**  
Grant application – rejected.
- **January 22<sup>nd</sup>, 2019**  
Meeting 1 – Appointment of a person  
in charge of the “Family-Senior” file, policy  
foundation definition, local committee  
mandate definition, consultative approach  
definition.
- **February 11<sup>th</sup>, 2019**  
Meeting 2 – Definition of survey questions,  
definition of the organizations’ consultation  
time and formula.
- **May 8<sup>th</sup>, 2019**  
Meeting 3 – Preparation of the organizations’  
meeting.
- **September 4<sup>th</sup>, 2019**  
Meeting 4 – Data analysis and 2020-2025  
action plan work.
- **October 9<sup>th</sup>, 2019**  
Meeting 5 – Action plan finalization, final  
text and launching preparation, monitoring  
mechanisms of policies.

## Consultations

### Organizations

During dinner, on June 6<sup>th</sup>, 2019 - Consultation purpose :  
To present citizen consultation results (surveys), to collect  
results (strengths, weaknesses, opportunities, threats)  
observed by organizations, to identify coherent actions to  
be put in place, and to involve organizations in the imple-  
mentation of the MFP/MADA Policy.

### Surveys

Online and in printed form, 13% of the population  
reached (above the Metisser average), March 3<sup>rd</sup>  
to May 26<sup>th</sup>

# Portrait of our Town

## Population

The Métis-sur-Mer population was 587 individuals from all ages in 2016. It is largely bilingual: approximately 30% of residents claim they speak two languages fluently. The city also holds the most densely concentrated English-speaking community in the region. The population doubles in the summertime, when our town welcomes families from all over Canada and worldwide, who have been spending their summers here for generations.

Senior citizens account for more than 50% of the permanent population, most of which are living in single-family homes autonomously. Also, certain municipal infrastructures were updated in order to make them more accessible to the aging population.

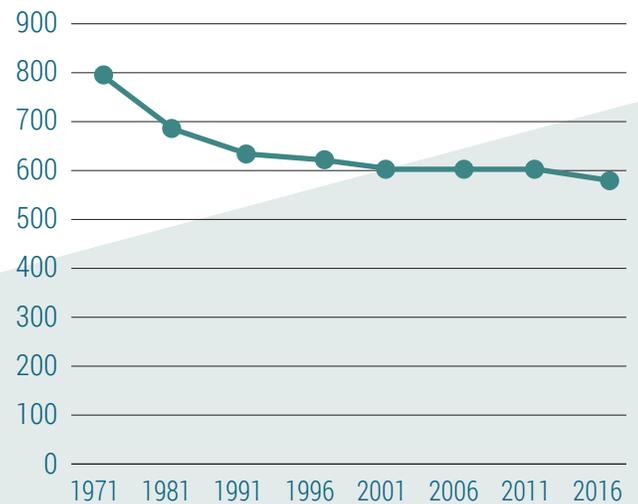
Métis-sur-Mer draws young families who benefit from an array of services that are rare in such a small town. However, there are few young adults aged from 25 to 40 years old and the city will have to face the issues of youth retention and migration in order to create a more balanced population.

In 2016...

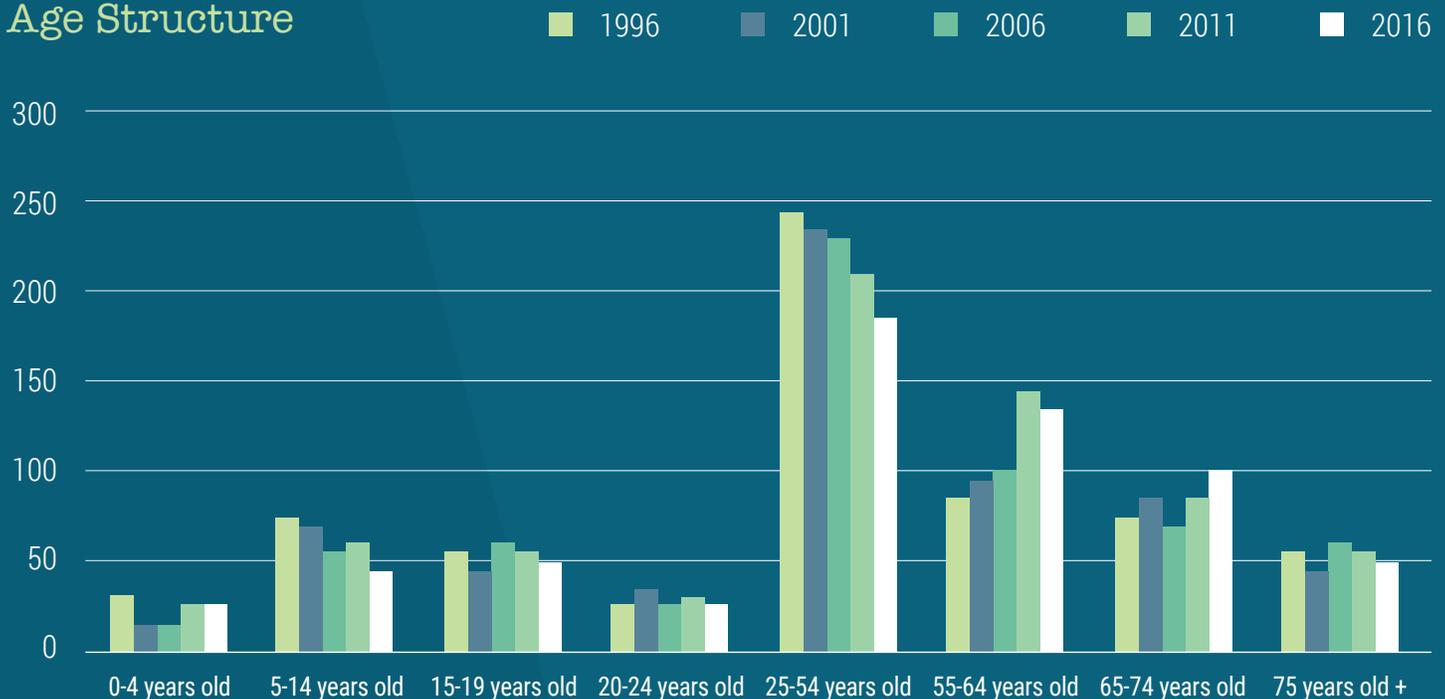
**90** individuals were **19 years old** or less. **70** young people were **14 years old** or less.

**25** young people were **0 to 4 years old**.

## Population Evolution



## Age Structure

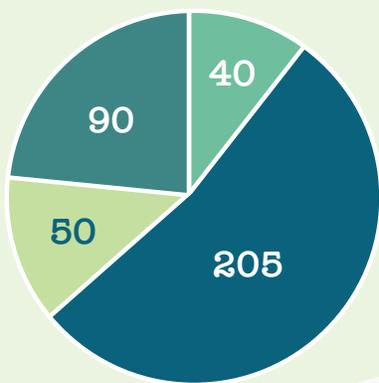


## Age pyramid depending on gender

Men Women



## Education of 25 to 64 year-olds



- Less than a high-school diploma
- High-school diploma or equivalence
- College certificate or diploma
- University certificate, diploma or degree

## Housing

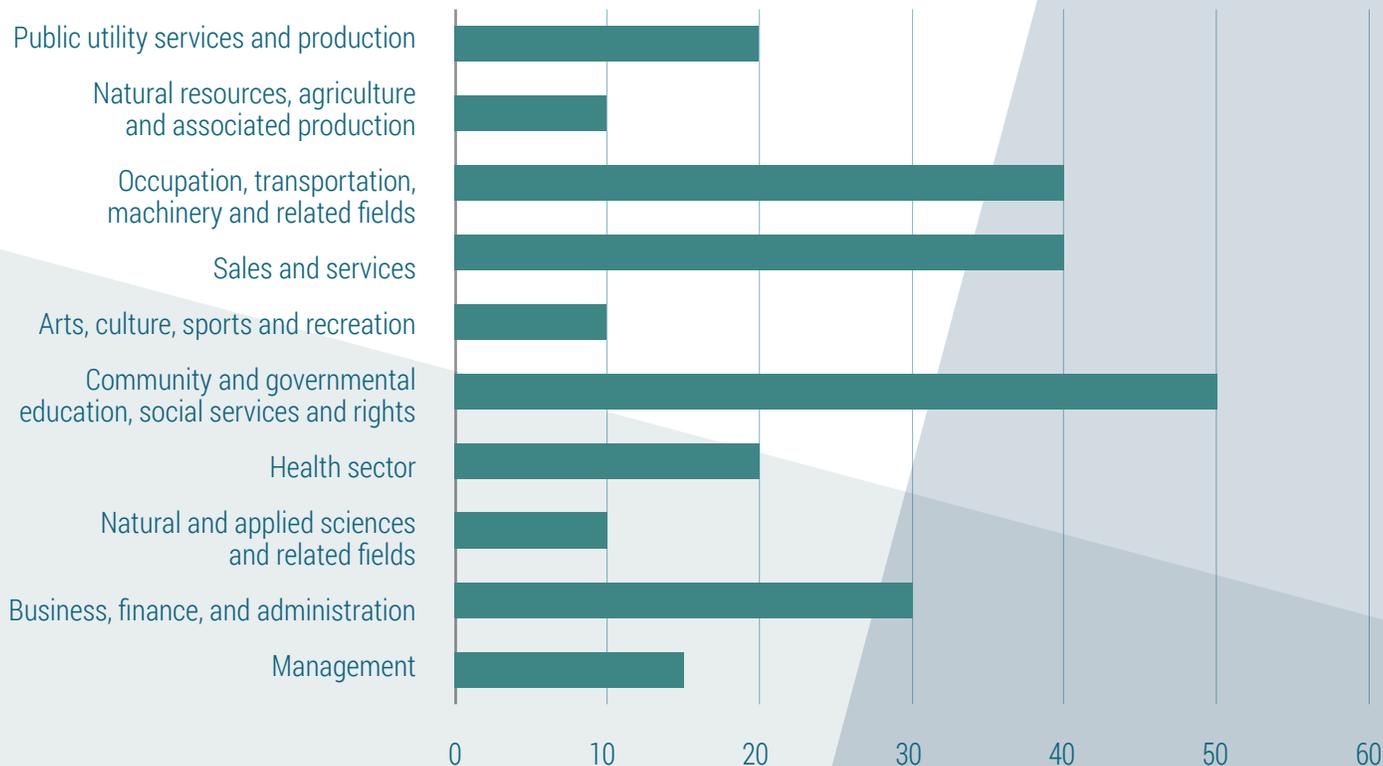
**85%** of all Metisser dwellings

are **single family homes**. There are few apartment dwellings.

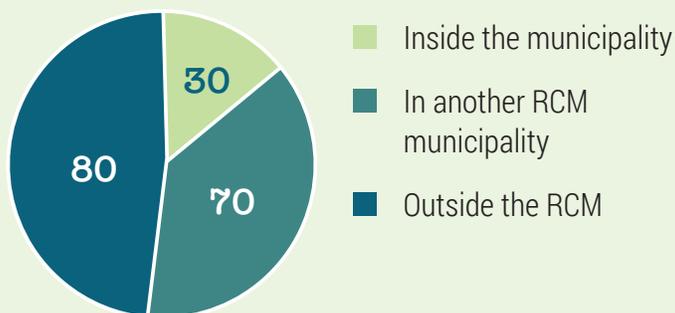
**260** of all homes in Métis-sur-Mer

are permanent residences, and 189 are **summer residences**.

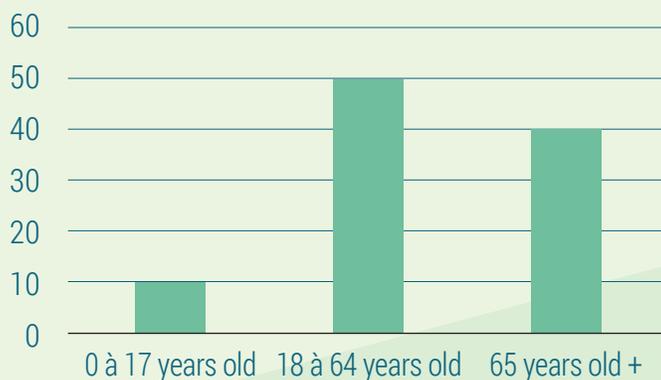
## Professions



## Workplace



## Low income after-tax



## Activities (2016)

	MÉTIS-SUR-MER	LA MITIS	BAS-ST-LAURENT	QUÉBEC
<b>Working population (15 years old +)</b>	260	8 210	94 575	6 634 280
<b>Active individuals</b>	220	7 390	86 100	4 255 500
<b>Unemployed</b>	35	820	8 475	306 170
<b>Inactive population</b>	225	6 465	67 005	2 378 780
<b>Activity rate</b>	54,2	55,9	58,5	64,1
<b>Employment rate</b>	45,8	50,3	53,3	59,5
<b>Unemployment rate</b>	13,5	10	9	7,2

## Living Conditions

Métis-sur-mer offers enviable living conditions in comparison to other similar-sized municipalities. The town is part of the Association des plus beaux villages du Québec and is proud of the quality of life that it provides. Service offerings are diverse and often bilingual. Our community is dynamic and collaborative, and can count on an impressive number of volunteers of all ages. A large array of diversified recreational activities is offered along with several sports and recreational infrastructures and a full range of educational institutions. Our French educational establishment l'École des Cheminots-de l'Envol is recognized as a Verte Brundtland elementary school. As for Metis Beach School, the only English school in the region, its reconstruction has increased the number of available resources for the community and could eventually attract new families to Métis-sur-Mer. The municipality also provides a home ownership program targeting families, and plots are available for residential construction.

## Infrastructures and Services

- › Infrastructures and Services
- › Public transit to Mont-Joli and Rimouski
- › Metis Beach School (English regional school, prekindergarten to secondary 5)
- › École des Cheminots-de l'Envol (Verte Brundtland elementary school)
- › CPE Les Pinsons (bilingual) early childhood centre
- › School supervision service
- › Recreational facility (adapted)
- › Town Hall (community hall, adapted)
- › Municipal and school parks
- › Resource centre Heritage Lower Saint Lawrence (bilingual public library, health projects, historical documents)
- › Bilingual medical walk-in clinic (summer)
- › Firefighters / first responders
- › Métis-sur-Mer dépanneur (Shell)
- › Grocery store, meat counter (seasonal)
- › Mont-Joli Caisse Desjardins – Est de La Mitis
- › Post office
- › Municipal housing bureau (11 apartments for adults aged over 40 years old)
- › Intergenerational community garden
- › Bilingual training room and gym
- › Skating rink
- › Public accesses to the beach
- › Municipal rest stop / picnic areas
- › Two golf clubs (one with a tennis court)
- › Private campgrounds with pool
- › Multiple hostels and cottages
- › Coffee shop (seasonal)
- › Three restaurants (seasonal)
- › Several timber and woodworking businesses

## Sports and Recreation

The city of Métis-sur-Mer offers several recreational facilities on its territory which belong to either one of its partners or to the town itself. As well, the municipality benefits from great community vitality thanks to more than a dozen active organizations in the community. Moreover, in 2019 they created an inter-municipal coordination service with the municipality of Baie-des-Sables. The variety of recreational activities in our town is exceptional ; from the only bilingual public library in Eastern Quebec, a flexible offer, a partnership with l'Envol School for the use of the gymnasium, to a municipal rest stop with a picnic area and access to the beach, etc. Yet to come is the collaboration with Metis Beach School to use their new school installations. Some infrastructure was renovated (skating rink) and others built (bocce/pétanque court). Certain activities are seasonal. There are only a few thematic recreational clubs at Métis sur Mer, with the exception of the book club, but the residents are always ready to invest in order to organize activities. Even if volunteering and the citizens' commitment are among the many strengths of our community, with the aging of our population and the arrival of new families, our municipality must support the community engagement in order to maintain the level of activity being offered. Innovation is encouraged by focusing on reviving and adding value to volunteer work, as well as responding more adequately to the needs of a growing population.

The environment in Métis-sur-Mer is favourable to an active and healthy lifestyle. There are many opportunities to be seized upon to improve the diversity and the quality of the activities in order to help the citizens of all ages to remain fit and healthy.



# GABLI



## Activities, Services & Events

- › Community bulletin board and bilingual publications
- › Summer playground (5 to 12 years old)
- › Terry Fox Walk (for more than 30 years!)
- › Winter activities (hockey, sliding, games)
- › Santa Claus visit and sleigh rides
- › Les Boules Open Golf Tournament
- › Saint Jean-Baptiste celebration and Canada Day celebration
- › Garden Festival – profits going to local churches
- › Métis-sur-Mer Celebration Duck Race
- › Children's Festival with firefighters
- › 50 Plus Club weekly activities and lunches
- › 50 Plus Club – Viactive
- › Gymnasium – training room and sports
- › Dart league
- › Community health education program (videoconferences)
- › Pancake Breakfast, Soup & Sandwiches, Thanksgiving Supper, etc.
- › Friday morning breakfasts (October to April)
- › Seniors' Friendship lunches (September to June)
- › Handicraft and bake sales
- › Children's story time
- › Cultural workshops and exhibits
- › Historical walking tour (audio-commented tour)
- › Evening of storytelling – for adults
- › Book Club
- › Remembrance Week

## Engagement and Mobilization

The community life is very dynamic in Métis-sur-Mer. Many committees and organizations greatly contribute to the vitality of our community. A culture of community involvement and a high level of collaboration between the local organizations encourage the citizens to participate. The possibilities to get involved are numerous, diversified and flexible. Many residents offer their time on a regular basis while others do so occasionally. There is a high level of participation in the activities and citizens are contacted through numerous free community communication tools. The residents have a strong sense of belonging and pride. The long-term vision of a municipal senior-friendly "Municipalité amie des aînés" program (MADA) and a municipal family-friendly program will help to consolidate these strengths.

## Local Committees and Organizations

- › Métis-sur-Mer Local Development Committee (CLD)
- › 50 Plus Club of Les Boules
- › Métis-sur-Mer Recreational Committee (Comité des loisirs)
- › Heritage Lower Saint Lawrence
- › Library Committee
- › Métis-sur-Mer Cultural-Social Association
- › Embellishment Committee
- › Métis-sur-Mer Municipal Housing Office (OMH)
- › Metis Beach Community Association
- › Cascade Golf & Tennis Club
- › Follow-up Committee for Family-friendly policy (MADA)
- › Participating Parents' Organization of l'Envol School (OPP)
- › Metis Beach School Governing Board
- › Notre-Dame-de-la-Compassion Parish Council
- › Notre-Dame-de-la-Compassion Parish and Choir
- › Metis Beach Ladies Aid
- › Little Metis Presbyterian Church Committee
- › St. George's Anglican Church Committee
- › Leggatt's Point Women's Society
- › Association of the Residents of the Pointe du Phare of Métis-sur-Mer (ARPP)
- › Jeunesse Maritime of the Saint Lawrence





## Employment and Economy

Several companies are based in the Métis-sur-Mer municipality where a strong entrepreneurial culture has been established. The summer residents provide seasonal employment and create opportunities for the local businesses. Tourism is an important sector of the economy. Agriculture, which is the predominant economic activity, is subject to specific rules, which sometimes makes it difficult for the next generation of farmers, or for the development of new projects. Nevertheless, our community offers great opportunities to renew and diversify its local economic activities. Since Métis-sur-Mer is located between Matane and Rimouski and only 20 kilometres from Mont-Joli, it is relatively easy for the people of Métis-sur-Mer to work in any of these localities. Métis-sur-Mer counts more than 30 different employers, several self-employed workers, and a high level of bilingualism ; consequently, it offers a variety of employment opportunities and an interesting work force. The labour market is changing due to technology - now that high-speed Internet has been installed in the Métis-sur-Mer area many residents can choose to telework. Even so, most of the 220 Métis-sur-Mer working residents have jobs outside the municipality.

### Where do Metissers work?

Approximately **17%**  
work in **Métis-sur-Mer**.

Approximately **39%**  
work in **Regional County Municipality of La Mitis** (RCM).

Approximately **44%**  
work in the **neighbouring regional county municipalities** of the Matanie and/or Rimouski-Neigette.

## Transportation and Environment

The municipality benefits from an enviable position in regards to transportation because it is located between two regional poles. Usually the environment in Métis-sur-Mer is considered to be of very good quality. Its territory shares a section of the “Route verte” and of the “Route bleue”, in addition to being well serviced by the public adapted transit service which encompasses La Mitis and Rimouski-Neigette. Carpooling to go to and from work is not systematically organized and there are no designated bicycle lanes on the roads. There is, however, an active transportation committee called “**À pied, à vélo, ville active**” which has designed a mobility plan that enables access to alternative transportation for people of all ages, (walking, cycling, etc.). Environmental awareness is becoming more significant. First and foremost, families tend to seek opportunities to enhance their quality of life, which is something Métis-sur-Mer can offer in both the short and long-term.

# Our Achievements

- › Organizing an annual event for newcomers where the community volunteer organizations present the services and opportunities available for families and senior citizens.
- › Publishing monthly editions of the Info-Métis and the municipal website to acknowledge the successes or the involvement of the citizens.
- › Developing a framework to support family, senior citizens and intergenerational activities and also to encourage healthy lifestyles.
- › Maintaining tax credit for families purchasing their first house.
- › Maintaining the tax credit Component Number 3 for newborn babies and improve the advertising of the latter.
- › Holding a day where families can buy used equipment (community garage sale).
- › Supporting financially the summer day camp allowing for better planning of the activities.
- › Maintaining the school's surveillance service.
- › Continuing to support the training room (gym).
- › Organizing sports and social intergenerational activities.
- › Committing to establishing tariffs for leisure activities that are accessible for all the citizens.
- › Improving the agreement with Heritage Lower Saint Lawrence in order to allow the library coordination and the purchasing of new books.
- › Informing senior citizens and families on issues relative to their health, well-being, safety and their social or professional integration.
- › Organizing thematic conferences for senior citizens.
- › Building a new public access to the beach.
- › Maintaining the municipal architectural implementation and integration plan (PIIA) in order to preserve the value and encourage the conservation of the built heritage.
- › Maintaining the collaboration with the Association des plus beaux villages du Québec.
- › Maintaining the support for the community gardens.
- › Renovating the cultural recreational centre (Centre des loisirs).
- › Renovating the skating rink and its cabin.
- › Setting up physical and sports activities for youth, families and senior citizens.
- › Organizing an annual celebration for volunteers.
- › Upgrading the city's website to make it more user-friendly.
- › Improving Info-Métis to make it more user-friendly and easier to read.
- › Organizing a consultation with the families, the youth and the senior citizens of the municipality in order to validate the results and establish the next family policy priorities-MADA-SHV.
- › Implementing the active transportation plan conceived by the committee APAVVA and ensuring its follow-up.
- › Posting local job offers.
- › Supporting the installation of affordable access services for high-speed Internet on all the territory.

# PFM/MADA Action Plan

CITY OF MÉTIS-SUR-MER 2020 - 2025

## Theme 1 QUALITY OF LIFE AND COMMUNITY SERVICES

### Objectives

### Actions

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#### **Improve community life and the facilities depending on the needs of the population**

- Improve the lighting in the parks
- Pursue park development
- Install benches on Principale Street and Beach Street
- Improve the maintenance of the streets in winter
- Continue the use of a dust suppressant on the rural roads which is appropriate to the climate conditions and apply twice if necessary
- Improve the signs indicating access to the beach
- Undertake the process of installing a launching descent for small boats
- Continue the landscaping work of the community garden
- Reassess the service offering for the summer day camp

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#### **Increase safety and security around the schools**

- Install PED-Zone signs (Pedestrian-Zone)

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#### **Create an environment favourable to the practice of physical activity**

- Reflect on the development optimization and service offerings of the gym (training room)
- Promote and facilitate active transportation

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#### **Ensure environmental protection**

- Develop a green policy

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#### **Maintain the services of local businesses**

- Pursue the different strategies in order to preserve the existing local businesses
- Continue to disseminate local employment opportunities
- Regularly remind the population of the existence of the CLSC in Baie-des-Sables and of its function

### Objectives

### Actions

#### Inform the population of the means of transportation available

- Inform the population of the La Mitis adapted public transit offered
- Promote carpooling

#### Improve the population's safety and security when undertaking active transportation

- Promote awareness of road safety and road speed
- Install a radar speed sign in strategic places
- Promote the implementation of a mobility plan for a walking, cycling, active town "À pied, à vélo, ville active" (APAVVA)
- Maintain and apply the regulations concerning stray dogs and unleashed dogs
- Raise public awareness in regards to the issue of unleashed dogs
- Analyze the feasibility of reducing the street speed limit to 40 km/h
- Improve sidewalk condition

# Theme 3

## RESPECT AND SOCIAL INCLUSION

### Objectives

### Actions

#### Foster intergenerational unity

- Promote intergenerational activities during municipal events and during activities provided by organizations

#### Encourage an interrelation between the city and its population

- Continue to inform the population of diverse ongoing and completed municipal projects

#### Improve the integration of newcomers

- Offer a basket of local products and a document about Métis-sur-Mer (services, organizations, activities, PFM / MADA policy, volunteering)

## Theme 4

## SOCIAL INVOLVEMENT, COMMUNITY LIFE AND RECREATION

### Objectives

### Actions

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#### Maintain and improve the activities available to the population

- Continue to offer and diversify the cultural, social, recreational and sports activities available to individuals of all ages
- Promote public awareness and initiatives concerning the importance of a healthy lifestyle
- Maintain the library, its services and its activities
- Animate the bocce/pétanque court

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#### Encourage citizen involvement

- Facilitate ways to access information on the various ways to become involved in Métis-sur-Mer

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#### Provide socialization activities for the youth

- Create recreational and sports activities for the youth

## Theme 5

## COMMUNICATIONS AND INFORMATION

### Objectives

### Actions

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#### Improve the information distribution and circulation process

- Maintain the monthly publication and distribution the municipal newsletter **Info-Métis**
- Maintain regular updating of the Métis-sur-Mer Internet site
- Continue to promote the Métis-sur-Mer-related Facebook pages
- Continue to promote the services and resources offered in Métis-sur-Mer
- Provide a User's Guide for the facilities at the recreation centre (screens, sound system, kitchen, etc.)
- Provide an inventory of available equipment (from the municipality and organizations) which could be used by organizations and provide the equipment loaning terms

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#### Inform the senior citizens of the various services and resources available

- Regularly promote the services and resources offered to senior citizens in Métis-sur-Mer

## ACKNOWLEDGMENTS

The Métis-sur-Mer Municipality would like to thank :

- › The follow-up policy committee members ;
- › Catherine Aubut and Kathy Laplante, at the La Mitis RCM, for their valuable collaboration ;
- › Stéphanie Pépin, photographer ;
- › Sabrina Aubut, translator ;
- › Community organizations for their collaboration in the updating process ;
- › The Metissers for their input and suggestions ;
- › The Municipal Staff Members who participated in the steps of the process ;
- › Everyone who contributed in one way or another to the project.



**Ville de Métis-sur-Mer**

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