



Photo : Camp Val Estrie



FAMILY & SENIORS POLICY

A WORD FROM THE MAYOR



Photo : Isabelle Duranleau

Dear Fellow Citizens,

For some time now a working committee has been involved in the creation of a Family and Seniors Policy. What is the purpose of this Policy? Briefly, it's this – We in Waterville want young families to know that they are welcome here and we want to encourage our senior citizens to participate in our municipality actively and as fully as possible.

The future of our community depends on our welcoming newcomers with open arms and the renewal and continuing maintenance of our Population. The Policy is intended to address these concerns. On top of this, the Policy blends perfectly with the objectives of the Municipality of Waterville Strategic Plan. Throughout the course of the consultations leading up to the creation of the plan all the participants, citizens and contributors alike have underlined the importance of the family, seniors and indeed the whole population in the future of the community and they have proposed many of the actions we need to take in order to develop it.

The Municipal Council has greeted this Policy with enthusiasm and looks forward to its implementation. As the actions required and the resulting Projects come into being, we will be there to support them. There may be challenges raised by the Policy. We expect everyone to pull together to meet them. We look forward to the participation of all of our citizens. It is our hope that as many of you as possible will join with us in putting the Policy into action – thus assuring its fulfillment.

In the name of the Municipal Council, I would like to thank the citizens who participated in the creation of this Policy. They have accomplished an enormous task. Now, it's up to all of us, in collaboration with the Family Committee MADA*, to take hold of the reins and to apply the directives of the Policy for the future well being of our residents.

Gladys Bruun

*MADA: Municipalité amie des aînés – Municipality, Friend of Seniors

A WORD FROM THE

CHAIRPERSON, FAMILY COMMITTEE – MADA



Photo : Isabelle Duranleau

What an enriching experience it has been, to get together with such an involved and caring group of people around the same table in order to create this Policy – a policy that will contribute to the positive development of our municipality. It's a time of effervescent growth for our municipality. There could be no better time for us to create and put into action this Policy - a stimulating body of reference for the future.

We the members of the Family Committee – MADA have been involved in a series of public consultations. Our reflections upon them have resulted in this Family and Seniors Policy, with its Three-Year Plan of Action - a Policy that truly reflects the reality of the concerns of the citizens of Waterville. We have listened to the concerns and desires of families and seniors and have incorporated them into our plans for the future.

It's up to all of us now; committee members, elected officials, citizens young and old, to swing into action, to ensure that the concerns of our families and seniors rest at the very heart of our endeavors. Let us move proudly forward. Let us make of Waterville a unique place to live; a good place to be born, to grow up and to grow old. Onward, then!

Nathalie Dupuis,
Counselor responsible for Family and Senior's Affairs

SPECIAL THANKS

Thanks to you, members of the Family Committee- MADA for your involvement, your openness, your sensitivity and your abilities—attributes that made all the difference.

Thanks to Paul Thibault, Instructor at the Carrefour action municipale et famille, for his common touch, his expertise and his unique manner of having us see the needs beyond the words.

Thanks to Gladys Bruun, our Mayor for her precious collaboration and for her support throughout the evolution of the process.

INTRODUCTION

Bringing the Municipality of Waterville Family Policy up to date as well as implementing the MADA (Municipality, Friend of seniors) initiative, has provided our local organizations, as well as all Watervillians with a great opportunity to grow. By implementing this policy we are enhancing the development of our municipality into the future, while at the same time maintaining the concerns of the family and of seniors at the very heart of our initiative.

The Municipality of Waterville is working in collaboration with the Family Committee – MADA on two approaches; the Strategic Development Plan of the municipality and the Family Policy of the Family Committee. The two approaches complement one another; the result, a double support for our families and our seniors – two distinct approaches working harmoniously together.

Starting in the year 2012, we set down our objectives. Our goal was to find ways in which we could offer the services that responded to the expectations and needs of our citizens. We succeeded in mobilizing a large number of our citizens who will promote and implement the social and economic development of our municipality – Waterville, a population mobilized and a municipality involved!



Photo : La Source

THE FAMILY COMMITTEE – MADA

- Esther Barnett, citizen
- Pierrette Bergeron, citizen
- Véronique Blais, citizen
- Lucie Chartier, citizen
- Nathalie Dupuis, Counselor responsible for Family and Senior's Affairs
- Lucie Faucher, citizen
- Myriam Jbaldi, citizen

The work was supported by:

- Paul Thibault, Instructor, Carrefour action municipale et famille
- Sylvie Masse, in charge of the municipal implementation of the Family Policy – MADA
- Marie Champagne, Editor
- Somen Goodman, Translator



Photo : Yvon Robitoux

THE POPULACE

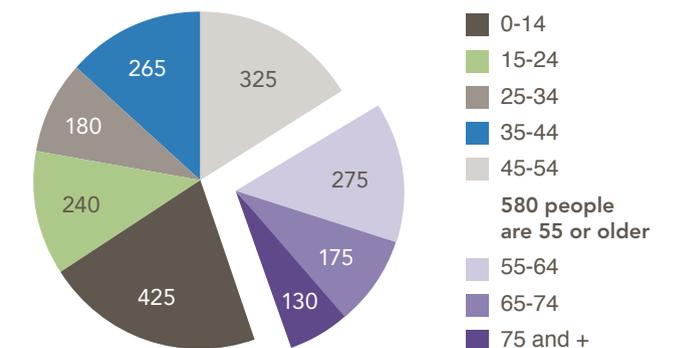
- Waterville has a population stable in number. The population has barely increased: from 2028 residents in 2001 to 2030 in 2011.
- The median age of persons living in Waterville is 41,6 years. The median is thus similar to that of the median age of the MRC as a whole, which was 42,9 years (in 2011).
- 585 families live in Waterville. Of these, 250 are couples with children, 245 are childless couples and 90 are single parent families (2011).
- There are 305 persons over 65 in Waterville. This number represents 15% of the total population. Almost a third of these live alone (2011)
- The 570 young people of ages 0-19 represent 28 % of the population (2011).
- Between the years 2001 and 2024, it is anticipated that the 65 and over group will undergo an increase of 106 %, a significant number, and will then constitute 24 % of the population.
- From 2001 to 2024 it is anticipated that the 0–19 age group will increase 5,1 % and will then constitute 23,8 % of the population.

A PORTRAIT OF WATERVILLE

Founded in 1896, Waterville is indeed a jewel of nature set in the Eastern Townships. Formerly within the MRC of Sherbrooke, it has been within the bounds of the MRC of Coaticook since 2002.

The municipality occupies an area of 44,5 square km. Four rivers course through the territory: the Coaticook, the Moes, the Ascot and the Massawippi. Within the agricultural area of Waterville, which covers about 90 % of its territory, there are three small villages; Capelton, Huntingville and Milby. The Town of Waterville, the urban centre proper, occupies 3,5 square km and accommodates 41 % of the population of the municipality.

Waterville provides its families and seniors with an environment which welcomes their participation. The municipality possesses a series of basic infrastructures and resources, making it very convenient for our citizens to enjoy recreational activities of all kinds. Our parks are well developed. We possess a community centre and a library. We have also have a significant number of active community organizations. We have an excellent means of communication through our newsletter, La Source. Our milieu is dynamic, lively and offers our residents opportunities to join in all kinds of activities.



INCOME

In 2006, the average income of the active population of Waterville was \$31,739. This is greater than the average for the MRC of Coaticook (\$26,393), as well as that for the Eastern Townships as a whole (\$29,214). Between 2001 and 2006, there was a significant net increase in average income in Waterville from \$25,507 to \$31,739.

THE EXPANDING TRANSPORTATION NETWORK

The Municipality of Waterville possesses a busy road network. Highways 108, 143 and 147 run through it. The road network is used not only by many of our local automobile drivers, but by many travelers from outside the region. According to the statistics for 2006, 360 residents take one or other of our highways to get to work in Sherbrooke each morning, while some 770 persons enter the town every day to work here. We can add to these numbers the 165 persons who are employed by one of more of the stores and businesses in the town. The road network will undoubtedly become even busier once the Highway 410 extension has been completed. This highway will greatly facilitate the connection between Waterville and the main freeway (autoroute) system of Québec.

EMPLOYMENT

Waterville is a dynamic town. More than 1,000 people are employed here in a variety of enterprises. There are 53 stores, 41 agricultural enterprises, 13 industrial establishments, 7 religious institutions and 3 schools. Of these, 6 organizations are numbered amongst the 500 enterprises employing the greatest number of people in the Eastern Townships. Because of its base of industries and services, Waterville is a town of major significance in the MRC of Coaticook.

HOUSING

There are 652 residential dwellings in Waterville. Two housing projects are in development.

THE FAMILY AND SENIORS POLICY

DEFINITION OF THE FAMILY

We consider that in the sphere of human activity, it is the development, maintenance and the prolonging of the connections between members of all generations that is of prime importance. We also note that the families and seniors of Waterville are more and more interested in the preservation of our rich environment of rivers and countryside. Our definition of the family reflects these concerns.

“The family is the basic unit of our society. In its most basic form it consists of an adult and a child who is being taken care of. Our families, in general, consist of people of a wide range of ages; from newborn to the aged. Each family takes its unique form from the many and varied links within them — links between children, adults and seniors. Each of the members of a family is respected by the others to a degree that varies greatly from family to family. However, each family is unique in how its members learn, socialize and evolve. The families and seniors of Waterville are more and more interested in the preservation of our rich environment of rivers and countryside.”

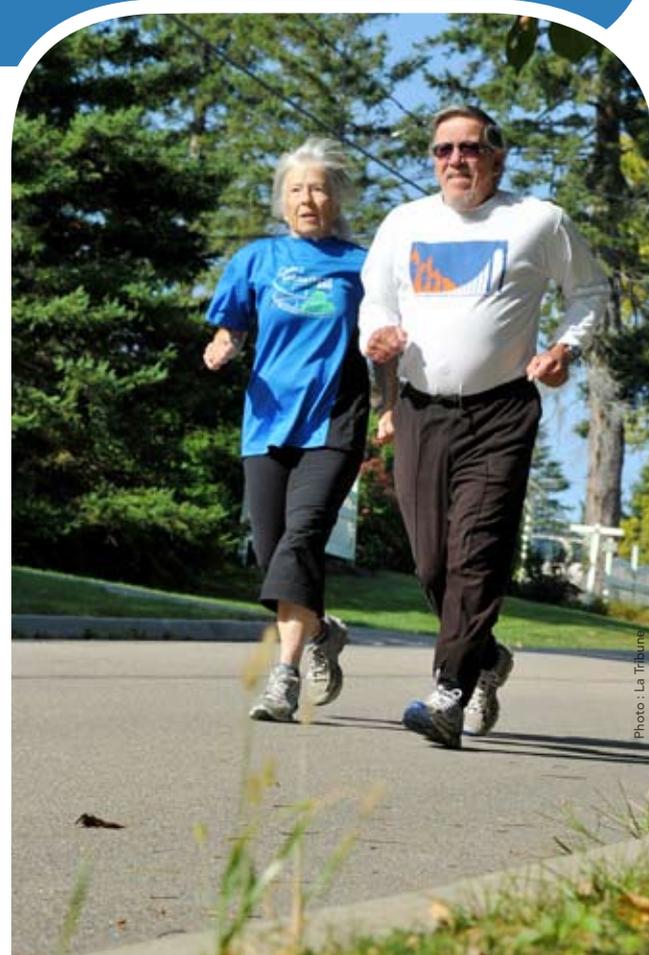


Photo : La Tribune

MEASURES OF THE EARLIER FAMILY AND SENIOR POLICY

The Municipal Family Policy of 2006 instituted a series of measures that had a tangible effect on the lives of our families. With the proposals of the updated policy in place, the Municipal Council extends these measures, the better to enhance the quality of life for our families and senior citizens.

Briefly, these were the measures adopted in 2006.

- A gift of \$100 at the birth of an infant
- For families who agree to use washable diapers, a reimbursement of the invoice amount for washable diapers, up to a maximum of \$200
- Financial participation of the Municipality in the MRC Regional Festival of Families
- Financial assistance for the Camp Val Estrie Summer Camp. A reimbursement of 25% of the cost of registration per family. 50% reimbursement for those enrolling three children or more.
- Financial participation in activity services during school break at Val Estrie
- Financial assistance for the Waterville Maison des jeunes (Youth club)
- Financial support for recreational transportation
- Support for community and adapted transportation; promoting these services
- Free library membership for residents
- Free admission to the municipal hall for organizations and groups organizing community activities
- Propagation of the Internet website
- Publication of the municipal newsletter La Source
- Raising awareness for fire prevention

For more detailed information, we invite you to contact the Municipality of Waterville



Photo : Maison des Jeunes

ORIENTATION

The Family and Senior Policy presents us with a coherent vision of the future; it is a veritable herald calling us to action. Its proposed actions are the following:

- Create an environment which promotes healthy habits of living for families and seniors
- Ensure that families and seniors may evolve within a secure environment
- Promote the inclusion of all the families and seniors in the community life of Waterville and its leisure activities
- Recommend ways in which families and seniors may better their quality of life
- Uphold the realm of human activity in Waterville

PLAN OF ACTION 2013-2015

AXES OF INTERVENTION

The priorities for the Family and Senior Policy are considered to be the responsibility of the Municipality. These priorities are grouped under five major axes of intervention that will be tackled within distinct areas of action. Together, the axes will enhance the development, consolidation and enrichment of our social fabric. Here is a summary of the five axes of intervention:

RECREATION, CULTURAL AND SPORTS, AND COMMUNITY LIFE

By making it easier for families and seniors to access services offered, the Municipality nurtures the hope that our families and seniors will feel themselves to be part and parcel of the whole community. The Municipality intends to improve the quality of our infrastructures and to offer of all kinds and sorts of activities. The Municipality is well aware that our local organizations and associations are major determinants in the quality of the relationship that families and seniors have with the community and therefore it supports these fully. The municipality is also aware that the enhancement of its infrastructures is vital to the development of inter-generational activities of our families, and is therefore one of its major preoccupations.

ACCESS TO TRAVEL FACILITIES

In the domain of travel and transport, Waterville considers it a priority to upgrade present facilities and to find alternative long-term solutions. Solutions must pay attention to the safety and security of our citizens, old and young. Our pedestrian network and bicycle trails need to be upgraded and extended.

SAFETY

The Municipality is very concerned about the safety of its citizens as they move about the town. There is a large in-and-out flow of workers on the move each day — an issue which needs to be urgently addressed. We need to take concrete preventive measures in cooperation with workers on the move to make our streets and our highways safer. Our residents need to feel at ease in their traveling about the town.

HOUSING

In the area of housing, we perceive two main objectives: to develop housing that will attract new families; and to put in place measures that will induce seniors to stay in their homes as long as possible.

MUNICIPAL ADMINISTRATION

The Municipality is determined to put in place the necessary resources to implement the Family and Senior Policy. Moreover, the Municipality will make sure by all means available, that families and seniors are well informed of present services and enhanced services as they are developed.

	OBJECTIVES	ACTIONS	RESPONSIBLE (R) & PARTNERS (P)	2013	2014	2015
RECREATION, CULTURAL AND SPORTS, AND COMMUNITY LIFE	Help our families and seniors to feel part and parcel of the whole community	Improve parks and green spaces in the municipality — with emphasis on inter-generational relationships	R: Counselor responsible for recreation R: MRC of Coaticook Recreation Development Agent R: Family Committee – MADA P: Municipality P: Conseil Sport et Loisirs de l'Estrie (Eastern Townships Council for Sports and Recreation)	✓	✓	✓
	Establish meeting places for families and seniors so as promote their growth and development. Pay attention to accessibility.	Acquire a suitable place where families and seniors can gather (i.e. a multi-functional community centre)	R: Community Centre R: Municipality	✓	✓	✓
		At the Huntingville Park: Maintain the infrastructure, Improve facilities, Add a playground for the children	R: Huntingville Recreation Committee P: Municipality P: Public Security P: MRC of Coaticook Recreation Development Agent P: Eastern Townships Council for Sports and Recreation	✓	✓	✓
		Equip Bellevue Park for: Children 0-5 and 9-12 years old, Seniors, Inter-generational activities. Update and improve play modules already present: Install water park, Add exercise modules for seniors, Add park furniture	R: Counselor responsible for recreation R: MRC of Coaticook Recreation Development Agent P: Eastern Townships Council for Sports and Recreation	✓	✓	✓
		Improve library facilities. Provide easier access for families and seniors	R: Library Committee R: Municipality R: MRC of Coaticook Cultural Development Agent P: Réseau Biblio (Biblio network) P: Ministère de la Culture et des Communications (Ministry of Culture)			✓
		Set up a development plan for the river banks, develop recreation facilities for families - such as a footpath and bicycle path from the Cascades Park along the Coaticook River	R: Development Committee R: Tourism Committee R: Municipality P: Camp Val Estrie P: MRC of Coaticook Recreation Development Agent P: MRC of Coaticook Rural Development Agent P: Town planner and engineer P: CLD of the MRC of Coaticook (CLD: Local Development Centre)			✓
		Assist the administration of Les Trois Pommes in the establishment of the Centre de la Petite Enfance (Daycare centre)	R: Municipality R: Les Trois Pommes P: Family Committee – MADA P: Corporation administrations at PPD, Plage Apaulo and Waterville TG	✓	✓	✓
		Follow up the offers of access to recreational facilities. Conclude agreements with partners, organizations and institutions in the municipality for recreational facilities	Make it a priority to conclude agreements (social and business) with Camp Val Estrie and Collège François Delaplace in order to gain access to their recreational installations and activities: Cross-country skiing, Physical Education (Hébert system), Swimming pool Gymnasium	R: Counselor responsible for recreation R: Municipality R: Camp Val Estrie R: Collège François Delaplace	✓	
	Develop social activities that promote gatherings of families and seniors and inter-generational activities	Support annual festive occasions: Festival of Neighbours, Open Air Day (February), St Jean, Soap-box Derby, Softball tournament, Santa Claus parade, Christmas market, Medieval Festival, etc.	R: Recreation committee R: Pastoral committee R: Tourism committee R: Camp Val Estrie P: Municipality	✓	✓	✓



Photo : Camp Val Estrie



Photo : Carole Chassé

	OBJECTIFS		ACTIONS	RESPONSABLES (R) ET PARTENAIRES (P)	2013	2014	2015
RECREATION, CULTURAL AND SPORTS, AND COMMUNITY LIFE (CONTINUATION)	Develop social activities that promote gatherings of families and seniors and inter-generational activities		Explore possibility of establishing a position of community coordinator. Organize community, cultural and sports activities that respond particularly to the needs of families and seniors	R: Community centre R: Recreation committee R: Waterville FADOQ (Seniors organization) R: Maison des jeunes (Youth Centre) R: Camp Val Estrie R: Huntingville Recreation Committee R: Family Committee –MADA P: Municipality			✓
	Promote participation of families in community activities		Establish a fee structure for municipal activities for families in need: for those with many children, low income earners and for seniors	R: Municipality P: Municipal library P: Community Centre P: Camp Val Estrie P: Recreation committee P: Waterville FADOQ	✓	✓	✓
ACCESS TO TRAVEL FACILITIES	Develop a useful and recreational pedestrian path and bicycle trail network within the municipality that will also join other existing networks		Study and create possibilities of improving safe pedestrian and bicycle corridors between municipal infrastructures and exterior bicycle trail networks	R: Municipality P: Landscape designer P: Engineer P: MRC of Coaticook Urban Renewal Consultative Committee P: CLD P: Ministère des Transports du Québec (Ministry of Transport)	✓	✓	✓
	Develop alternative transportation		Evaluate need for alternative collective transport for secondary school and university students and seniors	R: Municipality P: MRC of Coaticook P: CLD		✓	✓
	Plan revisions to infrastructures so as to ensure a safe environment for families and seniors and accessibility for persons of reduced mobility		Plan means of reducing heavy usage of urban roadways by transports and workers	R: Municipality P: MRC of Coaticook Urban Renewal Consultative Committee P: Ministry of Transport Québec P: Businesses administrators	✓	✓	✓
			Upgrade sidewalks. Add access routes to infrastructures as required to permit universal access to them	R: Municipality	✓	✓	✓
			Ensure safe access for children going to and from school	R: Municipality P: Engineer P: Urban Renewal Consultative Committee P: Partenaires pour les saines habitudes de vie (Partners for Healthy Living)			✓
SAFETY	Promote harmonious relationships between residents of Waterville and employees of enterprises		Promote awareness of business owners of impact of worker traffic on quality of life for residents. Work together to , devise a strategy to reduce the impact of heavy transportation in the urban core.	R: Sureté du Québec (SQ) P: Municipality P: Businesses administrators	✓	✓	✓
			Plan means of reducing employees speeding. Implement measures.	R: Police P: Municipality P: Businesses	✓	✓	✓



Photo: Yann Robitoux



Photo: La Source

	OBJECTIFS		ACTIONS	RESPONSABLES (R) ET PARTENAIRES (P)	2013	2014	2015
SAFETY (CONTINUATION)	Improve the security of children, families and seniors		Create uniform numbering of dwellings in the rural sector	R: Municipality	✓		
			Create uniform numbering of dwellings in the urban sector	R: Municipality			✓
			Install a secure school bus stop at La Passerelle school	R: Sherbrooke Regional School Board P: Municipality P: Administration of La Passerelle school		✓	
HOUSING	Provide a selection of housing suitable for families as they develop and grow. Assure adequate housing for seniors. Maintain the picturesque and rustic nature of the municipality.		Promote the development of a diversity of dwellings responding to the needs of families and seniors	R: Municipality P: FCHE (Fédération des coopératives d'habitation de l'Estrie)	✓	✓	✓
	Support the maintenance of seniors in their home		Keep senior residents informed of the range of programmes available to help them stay in their homes as long as possible.	R: Municipality	✓	✓	✓
	Encourage families to settle in Waterville – especially those just starting out		Offer a grant to families who purchase or build their first house in Waterville – \$250 for each of their children under 18 years of age.	R: Municipality P: Caisse Desjardins des Verts Sommets P: CIBC	✓		
			Develop a programme of access to property such as Revicentre (Assistance Programme for Urban Renewal)	R: Municipality	✓		
			Up-date the Welcome Programme for new arrivals	R: Municipality P: Library committee	✓	✓	✓
			Use all available resources to persevere in the implementation of the Family and Seniors Policy	R: Family committee- MADA P: Municipality	✓	✓	✓
MUNICIPAL ADMINISTRATION	Support the proposals of the Family and Seniors Policy to their fullest		Publicize resources available to families and seniors	R: Meals on Wheels R: Service d'aide domestique (MRC of Coaticook Home Help Service) R: Acti-bus R: Centre d'action bénévole de Coaticook (Coaticook Volunteer Service) R: CSSS (Social services Centre) R: Lennoxville Community Help R: Municipality	✓	✓	✓
	Assure that all families and seniors have access to information on resources		Promote the services offered to families and seniors	R: Municipality	✓	✓	✓
	Encourage students to stay in school		Offer grants to graduates from high school, colleges and universities	R: Municipality		✓	✓

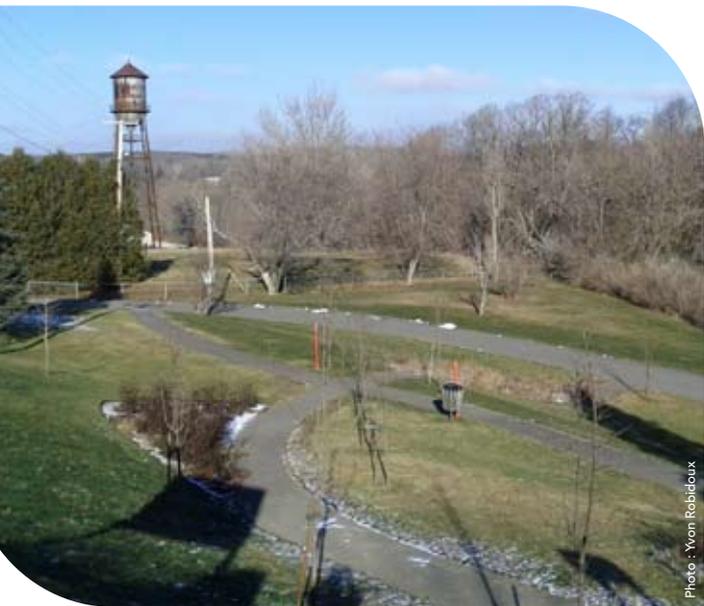


Photo : Yvon Robitaille

THE POLICY IN ACTION

The Family Committee – MADA is fully committed to pursuing its mandate and the actions proposed in the Plan of Action 2013 – 2015. Given that it is a reality that political, economic and social change is constantly occurring these days, the Family Committee – MADA will act as a watchdog over the proposed actions and actors and will be responsible for adjusting the Plan of Action as needs be. The Family Committee – MADA assures the citizens of Waterville that it will work relentlessly on their behalf to ensure that the Action Plan is carried out.



Photo : La Source



Photo : La Source



Photo : Gordon Barnett

CONCLUSION

The Family and Seniors Policy of the Municipality of Waterville takes us into a new era; an era in which the development of our community emphasizes the inclusion of families and seniors to the greatest degree possible.

We invite all citizens; young people, family members, our golden agers, members of our local organizations — everyone to become torch bearers for our Family and Seniors Policy — we need you to be involved. With your help we can be sure that our Policy will have a profound impact on our community — and that's what we all want.



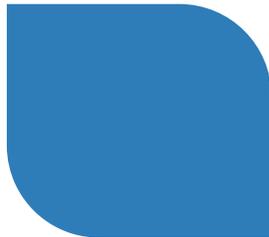
Photo : La Voie des Promeniers



Photo : Elyse Audet

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VILLE DE WATERVILLE

170, PRINCIPALE SOUTH STREET, WATERVILLE, QC J0B 3H0
PHONE : 819 837-2456
FAX : 819 837-0786
EMAIL : SEC.WATERVILLE@BELLNET.CA

WWW.WATERVILLE.CA

