



2023–2027

Building the Future Together

Age- and family-friendly policy
(MADA – Familles)



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Lexicon

AR	Aile Rosemère	MELCCFP	Ministère de l’Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs
BLAINVILLE	City of Blainville	MTMD	Ministère des Transports et de la Mobilité durable
CABSB	Centre d’action bénévole Solange-Beauchamp	PSD	Planning and Sustainable Development
CCE	Civic Committee on the Environment	SPAIP	Site Planning and Architectural Integration Program
CMM	Communauté métropolitaine de Montréal	RIPTB	Régie intermunicipale de police Thérèse-De Blainville
DCAPRC	Direction des communications et des affaires publiques en relation avec le conseil	STE-THÉRÈSE	City of Sainte-Thérèse
ECONATURE	Éco-Nature (a non-profit organization)	PW	Public Works
ERRE	ERRE ecomobility project	VFMA	Value-for-money audit
EXTERNAT	Externat Sacré-Cœur		
RECREATION	Recreation Department		
LORRAINE	Town of Lorraine		

MADA – Familles Policy: Message from the Mayor



My fellow Rosemerites,

I am proud to present our new age- and family-friendly (MADA – Familles) policy, which outlines our steadfast commitment to our seniors, our families and our children, all of whom make our community such a vibrant and welcoming place to live.

This initiative is a significant step forward in creating a positive environment where our seniors and families can thrive and in promoting inclusion, social cohesion and a better life for everyone in Rosemère. The aim of the MADA – Familles policy is to improve services and infrastructure, encourage active participation and foster a greater sense of community among all residents.

Our seniors are an invaluable asset for our town, and their life experience is an incredible resource we can all draw on. We are dedicated to working toward their well-being, safety and independence. We will do everything in our power to provide spaces and programs in tune with their needs and opportunities to socialize in order to promote their self-sufficiency and optimal quality of life.

At the same time, we are keenly aware that families are the backbone of our community, and we will strive to create a safe, nurturing environment where our children can grow and achieve their full potential. We will also continue to support families with recreational, educational and cultural activities that strengthen family ties and allow for greater work–life balance.

We firmly believe that every Rosemerite, regardless of age or family status, is entitled to feel like they are a valued and cherished member of our community. By adopting this MADA – Familles policy, we are reasserting our commitment to equal opportunity, non-discrimination and respect for diversity.

I would like to express my gratitude to all those who contributed to the development of this policy, especially the members of the steering committee, and I encourage them to continue to share their ideas and concerns with us.

Together, we can build a community that is more dynamic, more inclusive and more engaged for our seniors and our families.

Your trust and support are greatly appreciated.

Warm regards,

Eric Westram
Mayor

Message from the Town Councillors Responsible for the MADA – Familles Initiative



Dear Residents,

On behalf of our fellow members on the MADA – Familles Policy Steering Committee, we are honoured to be sharing this message with you as this new age- and family-friendly policy for our incredible community takes effect. This policy reflects our collective commitment to seniors and families by creating an environment conducive to growing, thriving and aging with dignity.

We have worked closely with members of the community and the municipal administration in crafting this innovative policy, the goal of which is to improve the quality of life of our older and younger Rosemerites and our families by focusing on their well-being, social inclusion and active engagement in community life.

Ours is a diverse and multigenerational society. We are resolute in our pledge to uphold the principles of inclusion and diversity, with anti-discrimination policies that foster respect for all residents, regardless of age, background or family circumstances. We will advocate for the accessibility, safety and support required to ensure a better quality of life for everyone in our community.

We are very grateful to the hard-working individuals who served on the steering committee for their contributions to developing this policy. Your ideas, insights and spirit of determination were vital to creating a policy that is closely aligned with the needs of the people it is designed to serve.

Thank you for your passion and dedication.

Stéphanie Nantel, Carla Brown

Town Councillors responsible
for MADA – Familles

Members of the MADA – Familles Policy
Steering Committee

Foreword and Introduction to the Initiative

This new MADA – Familles policy is an ambitious undertaking aimed at strengthening the family fabric that sustains this wonderful community of ours. The family-friendly aspect has been incorporated into the original age-friendly policy to create this new version. It is also worth noting that the Town of Rosemère has been an accredited Child-Friendly Municipality since 2019.

In a world that is constantly changing, where families are faced with many daunting challenges, it is important for Rosemère to lead the way in terms of family support. The MADA – Familles policy is a promise to create an environment conducive to this goal — an environment where every family can flourish and prosper.

Starting in May 2021, the MADA – Familles Policy Steering Committee, made up of residents, community stakeholders, elected officials and specialists, worked closely with various municipal departments and Town Council to review the outcomes of the previous policy, assess the current situation (sociodemographic profile, inventory of available resources and services, etc.), develop a frame of reference for the future policy (mission, guiding principles, definitions, etc.), select topics for public consultation and, based on the findings, determine the priorities and objectives for the new action plan.

The purpose of this new policy is to foster inclusion, well-being, equity and community engagement for all families, regardless of their particular composition, heritage or socioeconomic status.

Through a series of tangible measures, including user-friendly infrastructure, specific support services and multifaceted activity programs, we will strive to meet the diverse needs of each and every one of the families in our community.

Meet the Steering Committee



Tanya Bossy
Caring Committee
representative



Carla Brown
Town Councillor,
Town of Rosemère



Danny Chevarie
High school
representative



Carole Gingras
50+ community
representative



Stéphanie Glaveen
Community Organizer,
CISSS Laurentides



Mireille Ladouceur
Elementary school
representative



Luc Lavallée
Director, Recreation
and Community Life



Stéphanie Nantel
Town Councillor,
Town of Rosemère



Manon Pomerleau
50+ community
representative



Brigitte Camden
Healthy Living Liaison
Officer, CISSS



External specialists



Mélissa Vincent
Municipal policy
consultant

The Process in Numbers

1 large-scale public consultation

of teenagers, adults and seniors,
in the form of a survey
(online and on paper)



170

teenaged respondents

765

adult and family respondents

245

senior respondents

1 focus group

with teenagers at
Externat Sacré-Cœur

with seniors from
the Rosemere Horizon
Association

18

meetings of the MADA – Familles
steering committee

2 presentations

on the revision process to elected officials

2 brainstorming sessions

with the heads of municipal departments

Just over
28 months
of work!

Laying the foundation for the MADA – Familles policy

Mission



To systematically factor the needs of families and seniors into thought processes and actions when planning and managing projects supported and implemented by the Town and its partners in order to ensure our community continues to thrive.



Definition of “Seniors”

Seniors are the builders of modern society and the keepers of memories. They are in a period of life that is marked by significant change (e.g., retirement or semi-retirement, children leaving home, aging, becoming a caregiver, community involvement, isolation) that brings new needs. With diverse backgrounds and unique experiences, seniors possess a wealth of knowledge and wisdom that we should value and leverage.

For the purposes of this policy, seniors are defined as people aged 65 and older.

Definition of “Family”

A family is a nurturing social unit: a group of people who share genetic material or who have been very close friends for one or more generations. These familial ties last a lifetime, regardless of whether the members of the group live together. All family members, from babies to seniors, share a distinct heritage, values and knowledge. For the purposes of this policy, there are many types of families: traditional, blended, adoptive, extended, 2SLGBTQI+, single-parent and more.

Values

Inclusion
Community involvement
Respect and kindness
Mutual aid and solidarity
Equity

Priority Areas

The following priority areas, identified by Espace Muni in the document titled *Guide d'accompagnement pour la réalisation de la démarche Municipalité amie des aînés 2^e édition*, were used as a guide in the revision process.

- Outdoor spaces and buildings
- Habitat and living environment
- Transportation and mobility
- Community involvement
- Recreation
- Respect and social inclusion
- Communication and information
- Health, social services and healthy habits
- Safety



Rosemère's Population at a Glance

Population of Rosemère and the cities and towns in the MRC de Thérèse-De Blainville by age, 2021

	Total	0-4 years		5-9 years		10-14 years		15-19 years		20-24 years		25-34 years		35-54 years	
	Number	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Laurentides Region*	647,180	31,920	4.9	35,440	5.5	36,510	5.6	33,060	5.1	33,030	5.1	75,330	11.6	168,265	26.0
MRC Thérèse-De Blainville	163,630	8,200	5.0	9,835	6.0	10,895	6.7	10,305	6.3	9,320	5.7	18,240	11.1	43,690	26.7
Blainville	59,815	2,760	4.6	3,705	6.2	4,540	7.6	4,500	7.5	3,515	5.9	5,790	9.7	17,380	29.1
Boisbriand	28,310	1,780	6.3	1,900	6.7	1,865	6.6	1,655	5.8	1,745	6.2	3,540	12.5	7,070	25.0
Bois-des-Filion	10,160	530	5.2	680	6.7	715	7.0	600	5.9	485	4.8	1,205	11.9	2,900	28.5
Lorraine	9,500	480	5.1	705	7.4	660	6.9	675	7.1	520	5.5	760	8.0	2,630	27.7
Rosemère	14,090	610	4.3	875	6.2	990	7.0	945	6.7	780	5.5	1,040	7.4	3,635	25.8
Sainte-Anne-des-Plaines	15,225	940	6.2	950	6.2	970	6.4	810	5.3	830	5.5	2,190	14.4	4,065	26.7
Sainte-Thérèse	26,535	1,105	4.2	1,020	3.8	1,160	4.4	1,120	4.2	1,455	5.5	3,710	14.0	6,015	22.7

	Total	55-59 years		60-64 years		65 and older		65-74 years		75-84 years		85 and older	
	Number	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Laurentides Region*	647,180	52,150	8.1	52,190	8.1	129,300	20.0	77,830	12.0	38,850	6.0	12,620	1.9
MRC Thérèse-De Blainville	163,630	12,965	7.9	11,630	7.1	29,560	17.5	16,560	10.1	9,035	5.5	2,965	1.8
Blainville	59,815	4,935	8.3	3,885	6.5	8,805	14.7	5,270	8.8	2,720	4.5	805	1.3
Boisbriand	28,310	2,340	8.3	2,090	7.4	4,325	15.3	2,620	9.3	1,400	4.9	305	1.1
Bois-des-Filion	10,160	765	7.5	730	7.2	1,550	15.3	965	9.5	485	4.8	105	1.0
Lorraine	9,500	730	7.7	690	7.3	1,650	17.4	1,065	11.2	500	5.3	90	0.9
Rosemère	14,090	1,175	8.3	1,225	8.7	2,185	20.0	1,775	12.6	820	5.8	220	1.6
Sainte-Anne-des-Plaines	15,225	1,150	7.6	1,040	6.8	2,285	15.0	1,460	9.6	635	4.2	185	1.2
Sainte-Thérèse	26,535	1,870	7.0	1,975	7.4	7,115	26.8	3,385	12.8	2,480	9.3	1,250	4.7

Source: Statistics Canada, Census of Population, 2021.

Note that the counts usually produced from a census slightly undercount the population.

*The Laurentides Regions comprises eight regional county municipalities.

All figures, including totals, are randomly rounded up or down to a multiple of 5 or 10. As a result, it is possible that the total values shown do not equal the sum of the individual values.

Data retrieval: Direction de santé publique, Surveillance, research and assessment team, October 2022.

In short

In 2021, 14,090 people were residing in the Town of Rosemère. People aged 60 to 64 accounted for 8.7% of the total population, the highest proportion in the regional county municipality for this age group. People between 65 and 74 years of age also represented a significant proportion of the population at 12.6%, second only to Sainte-Thérèse, where the same age range accounts for 12.8% of the population.

Projected population increase by age between 2021 and 2031
for the MRC de Thérèse-De Blainville

	0-4 years					5-19 years					20-64 years							
	2021		2026		2031		2021		2026		2031		2021		2026		2031	
	Number	Number	Difference	Number	Difference	Number	Number	Difference	Number	Difference	Number	Difference	Number	Number	Difference	Number	Difference	
Laurentides Region*	31,920	32,930	50	33,280	1,360	105,020	109,160	4,140	111,230	2,070	380,950	375,890	-5,060	377,280	-3,840			
MRC Thérèse-De Blainville	8,170	8,560	390	8,660	490	30,080	30,810	730	31,250	1,170	99,380	98,080	-1,310	97,280	-2,110			
Blainville	2,880	3,200	320	3,420	540	12,540	12,390	-150	12,250	-290	30,060	39,370	1,310	39,890	1,820			
Boisbriand	1,750	1,810	60	1,760	10	5,110	5,450	340	5,810	700	16,510	15,560	-950	15,040	-1,470			
Bois-des-Filion	510	500	-20	490	-20	1,870	1,970	100	1,940	70	6,220	6,110	-110	6,080	-140			
Lorraine	470	460	-10	460	-20	1,970	2,030	60	2,040	70	5,600	5,490	-110	5,490	-110			
Rosemère	570	600	30	590	20	2,630	2,570	-60	2,510	-120	8,160	7,710	-450	7,450	-710			
Sainte-Anne-des-Plaines	930	930	-10	890	-50	2,770	2,980	210	3,130	360	9,470	9,260	-210	9,150	-320			
Sainte-Thérèse	1,050	1,070	20	10,050	0	3,200	3,420	210	3,570	370	15,370	14,580	-790	14,180	-1,190			

	65 and older					Total						
	2021		2026		2031		2021		2026		2031	
	Number	Number	Difference	Number	Difference	Number	Number	Difference	Number	Difference	Number	Difference
Laurentides Region*	129,300	160,690	31,390	188,230	58,930	647,180	678,670	31,490	709,850	62,670		
MRC Thérèse-De Blainville	28,330	36,020	7,690	43,130	14,800	165,960	173,470	7,510	180,310	14,350		
Blainville	9,090	12,870	3,780	16,870	7,780	62,570	67,830	5,260	72,430	9,850		
Boisbriand	4,030	5,100	1,070	6,070	2,040	27,400	27,930	530	28,680	1,280		
Bois-des-Filion	1,530	1,920	390	2,310	780	10,130	10,490	370	10,820	690		
Lorraine	1,640	1,940	300	2,190	550	9,680	9,920	230	10,170	490		
Rosemère	2,790	3,360	570	3,800	1,000	14,150	14,240	80	14,350	200		
Sainte-Anne-des-Plaines	2,370	3,070	700	3,680	1,310	15,540	16,230	700	16,840	1,300		
Sainte-Thérèse	6,880	7,770	890	8,240	1,360	26,500	26,840	340	27,040	540		

Source: Institut de la statistique du Québec, Projection de la population des municipalités de 500 habitants et plus, selon le groupe d'âge, scénario Référence A2021, Québec 2020–2041, September 7, 2021.

Data retrieval: Direction de santé publique, Surveillance, research and assessment team, October 2022.

Notes:

Municipalities with fewer than 500 inhabitants on July 1, 2016, are excluded.

All figures, including totals, are randomly rounded up or down to a multiple of 5 or 10. As a result, it is possible that the total values shown do not equal the sum of the individual values.

In short

The total population of the Town of Rosemère is expected to increase by only a small amount by 2031; **however, the number of seniors aged 65 and above is expected to increase by 1,310 people over the same period.**

Summary

- The population of Rosemère decreased slightly between 2011 and 2016. In 2016, there were 13,958 Rosemerites, 2.4% less than in 2011 (14,294). The population then grew by 0.9%, reaching 14,150 in 2021.
- Rosemère has a sizeable older population. In 2021, the average age of Rosemère residents was 42.9 years while it was just 41.3 for the MRC de Thérèse-De Blainville.
- A large percentage of households have three or more people. Households with three or more people account for almost half of households in Rosemère, while proportionally fewer people live alone.
- A significant majority of residents are homeowners. Almost 9 out of every 10 homes are occupied by their owners. This is a higher proportion than in the MRC de Thérèse-De Blainville, the Communauté métropolitaine de Montréal and the entire province of Quebec.

Assessment of actions undertaken under the last families and seniors policy and action plan (2015–2020)

Under the last policy, created in 2015, the Town had many noteworthy achievements:

- The Charbonneau Park development plan was implemented.
- Street furniture was added to parks and public spaces (e.g., three benches on Grande-Côte Road).
- A policy on heritage conservation was adopted.
- A greater number of free and low-cost activities for seniors was offered.
- A family rate was implemented for activities hosted by the Town.
- Council meetings were live-streamed to increase engagement.
- Information from community and health partners was posted on the Town's website.
- More traffic collision prevention initiatives were launched to improve road safety.
- Facebook and Instagram pages were created to share information from the Town and its partners.
- The number of crosswalks on main roads was increased (e.g., on Grande-Côte Road).
- An additional day of Taxibus service was provided.

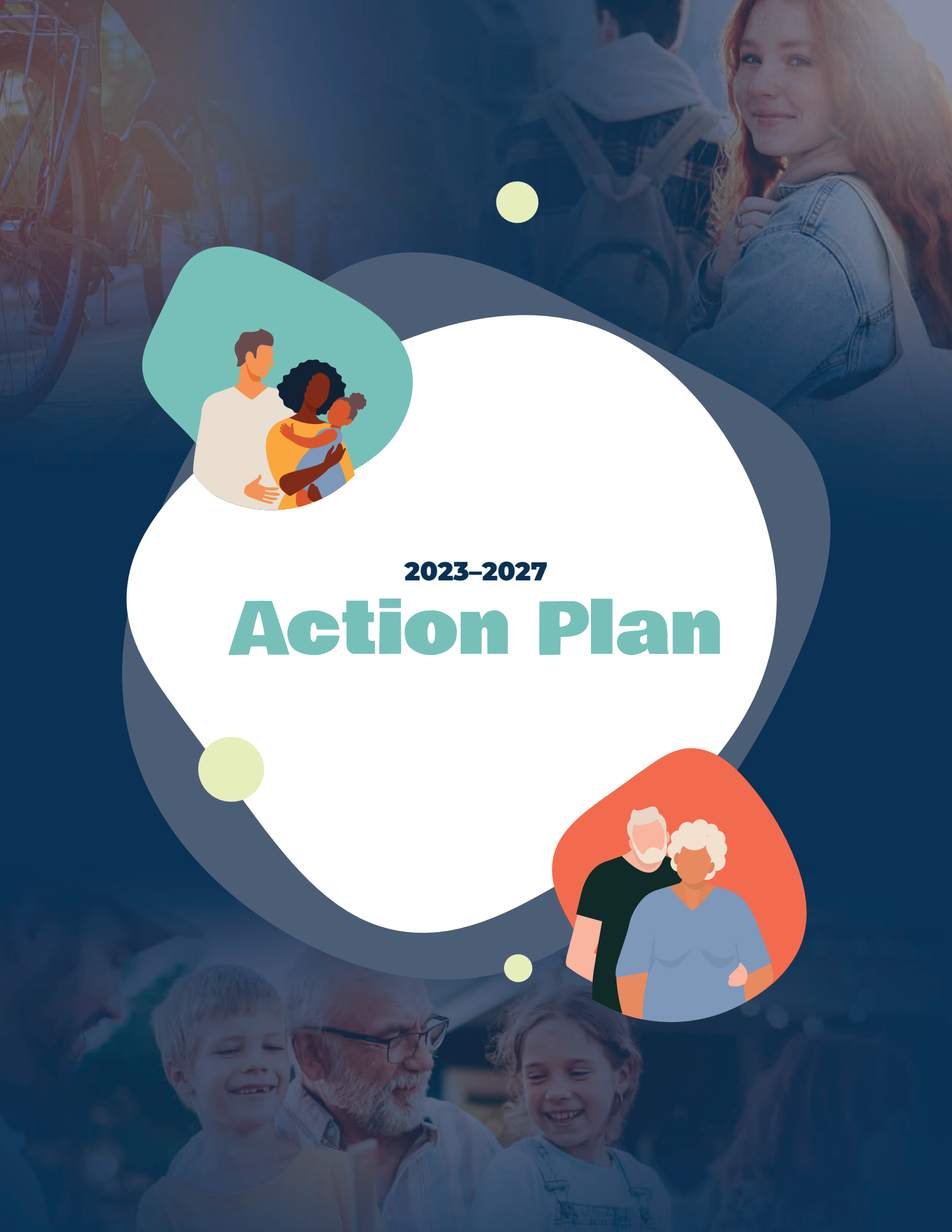
Read more about the Town's accomplishments in the assessment document.



It's a beautiful, quiet town where I can get around easily and where I have access to lots of community facilities (library, pool).

– Teenage resident during the public consultation





2023-2027

Action Plan



1

Outdoor Spaces and Buildings

OVERARCHING OBJECTIVE

MAINTAIN AND IMPROVE SPACES USED BY FAMILIES, TEENAGERS AND SENIORS

Objective 1.1

Preserve and promote the natural and architectural heritage of Rosemère.

Actions

- 1.1.1 Create a nature reserve on municipal lands in the Grand Coteau Forest and develop an accessibility plan.
- 1.1.2 Determine how Hamilton House and its outbuildings will be used in order to restore them appropriately.
- 1.1.3 Promote existing heritage tours.
- 1.1.4 Develop mobile cultural programming (shows and activities) for natural and heritage sites.
- 1.1.5 Create spaces with permanent lighting and projections to promote natural and heritage sites.
- 1.1.6 Create a walking tour to promote the history of Rosemère (e.g., heritage, sports, buildings).

Objective 1.2

Promote and encourage local partners to undertake eco-friendly initiatives and aim for sustainable growth.

Actions

- 1.2.1 Work with AR to produce and distribute information about the by-law on single-use plastics using various means of communication.
- 1.2.2 Publish a list of projects subsidized by the Town of Rosemère's Green Fund.
- 1.2.3 Help our partners hold zero-waste events.
- 1.2.4 Encourage businesses and residents to build green roofs on accessory buildings.
- 1.2.5 Give recognized organizations and non-profits detailed information about Rosemère's Green Fund.

Objective 1.3

Promote eco-friendly measures within the community.

Actions

- 1.3.1 Promote the Town's existing eco-friendly initiatives (e.g., grants for diapers, feminine hygiene products) via Rosemère's communication platforms.

- 1.3.2 Allocate funds for eco-friendly measures at events held on town land and in municipal buildings in order to promote zero waste.

- 1.3.3 Install eco-friendly equipment (e.g., composting equipment) in municipal buildings.

Objective 1.4

Improve access to outdoor spaces and municipal infrastructure for families and seniors.

Actions

- 1.4.1 Perform a universal accessibility audit of our outdoor spaces and municipal infrastructure.

- 1.4.2 Implement the recommendations of the audit.

Objective 1.5

Install street furniture that responds to residents' needs.

Actions

- 1.5.1 Plan for and install suitable street furniture in areas that belong to the Town, in accordance with the park development plan.



Objective 1.6

Improve public spaces, facilities and amenities to respond to the needs of teenagers.

Actions

- 1.6.1 Improve public spaces and parks to meet teenagers' needs.

- 1.6.2 Make Wi-Fi available in parks.

- 1.6.3 Carry out a needs assessment to determine the level of interest in creating a space for youth in Rosemère.

Objective 1.7

Improve public spaces, facilities and amenities to respond to the needs of seniors and families.

Actions

- 1.7.1 Restore and beautify the municipal land in front of Externat Sacré-Cœur.

- 1.7.2 Install electric vehicle charging stations in municipal parking lots.

- 1.7.3 Create a practice track where children can learn to ride bicycles (mini-town).

- 1.7.4 Enhance community gardens.

- 1.7.5 Assess needs in order to renovate the community centre.

Objective 1.8

Improve and increase the number of bike paths in Rosemère.

Actions

- 1.8.1 Continue the process to build multipurpose paths along Grande-Côte Road, between Bois-des-Filion and Boisbriand, and on Curé-Labelle Boulevard between Sainte-Thérèse and Laval.

- 1.8.2 Add a multipurpose path on the Bélair Island bridge.

- 1.8.3 Build a multipurpose path under Highway 640 between Rosemère (Roland-Durand Boulevard) and Sainte-Thérèse (René-A.-Robert Boulevard).

- 1.8.4 Install a bicycle repair station.

Objective 1.9

Ensure that outdoor spaces in Rosemère are clean and safe.

Actions

- 1.9.1 Provide training and guidance on sports field maintenance to park wardens.
- 1.9.2 Improve landscaping around sports and recreation facilities.
- 1.9.3 Encourage residents to properly dispose of their own garbage in parks.
- 1.9.4 Install cameras in parks and around municipal buildings.

Objective 1.10

Encourage the general public to make greater use of outdoor spaces, facilities and amenities.

Actions

- 1.10.1 Organize activities in the marshes, the Sacré-Cœur woods and the Grand Coteau Forest.
- 1.10.2 Take inventory of and promote parks and public spaces on the Town's communication platforms.
- 1.10.3 Announce the Town's sustainable transport strategy.
- 1.10.4 Promote community gardens to attract more participants.



What I like: the easy access to major highways, the peace and quiet, the greenery, the proximity to the Mille Îles River, the shops, my neighbours and having Francophones and Anglophones living side by side.

– Adult resident during the public consultation



2

Habitat and Living Environment

OVERARCHING OBJECTIVE

HELP ATTRACT FAMILIES AND SENIORS TO ROSEMÈRE
AND KEEP THEM HERE

Objective 2.1

Improve access to housing and home ownership in Rosemère.

Actions

2.1.1 Adopt by-laws and develop measures to promote the construction of homes for both multiple generations and single individuals.

2.1.2 Promote the construction of affordable housing (e.g., co-ops, social utility trusts, accessory buildings).

Objective 2.2

Provide more diverse housing options in Rosemère to encourage seniors to remain in the community.

Actions

2.2.1 Strengthen the Town's involvement in the process of establishing a seniors' residence in Rosemère.

Objective 2.3

Promote Rosemère's public and private properties and preserve its small-town charm.

Actions

2.3.1 Adopt by-laws to preserve heritage buildings and landscapes (residential).

2.3.2 Adopt new standards to protect forest canopy and control tree cutting.

Objective 2.4

Develop measures to help seniors remain in their homes.

Actions

- 2.4.1 Encourage the development of various community support services (e.g., lawn maintenance, window cleaning, housekeeping, leaf raking, odd jobs).

- 2.4.2 Maintain and increase the home care subsidy.

Objective 2.5

Promote support services that allow seniors to remain in their homes.

Actions

- 2.5.1 Create brochures and tear-off flyers (e.g., in the municipal calendar or *Rosemère News*) to promote various home care services and programs.

- 2.5.2 Promote home care services at a Mayor's Breakfast event.

Objective 2.6

Ensure town planning is built around the well-being of families and seniors.

Actions

- 2.6.1 Add green infrastructure to neighbourhoods (e.g., bioswales, rain gardens).

Objective 2.7

Develop measures that help manage noise.

Actions

- 2.7.1 Launch a campaign to encourage the respectful use of noisy equipment and tools.

- 2.7.2 Increase partner organizations' awareness of noise issues.

- 2.7.3 Study the possibility of building a noise barrier along Highway 640.

Objective 2.8

Strengthen collaboration and partnerships between schools, childcare services and the Town.

Actions

- 2.8.1 Take an inventory of fauna with the students of Externat Sacré-Cœur as part of the project to renaturalize the municipal land in front of the school.

- 2.8.2 Establish a working group that brings together various stakeholders.

Objective 2.9

Foster a greater sense of community among residents.

Actions

- 2.9.1 Update and share the Town's promotional video.

- 2.9.2 Highlight the year's achievements in the form of an animated holiday card.

- 2.9.3 Review the eligibility criteria for signing the Golden Book.

- 2.9.4 Develop a range of promotional materials (e.g., beanies, caps, reusable water bottles and cutlery).

- 2.9.5 Increase new residents' awareness of available services through a promotional brochure and a welcome activity.

Objective 2.10

Arrange or rearrange spaces to encourage cross participation and attract a diverse clientele.

Actions

- 2.10.1 Study the possibility of setting up a commercial kitchen in the community centre to facilitate activities that attract a diverse clientele.

- 2.10.2 Develop community garden activities that attract a diverse clientele.

- 2.10.3 Create an intergenerational gathering space in front of the police station.

3

Recreation

OVERARCHING OBJECTIVE

ENSURE OPTIMAL ACCESS TO AND AVAILABILITY OF COMMUNITY, SPORTS AND CULTURAL SERVICES FOR ALL ROSEMERITES

Objective 3.1

Make it possible for families, seniors and teenagers to get together in spaces that meet their specific needs.

Actions

3.1.1 Examine the possibility of expanding the library's hours of operation.

3.1.2 Carry out a study to determine the feasibility of expanding the library facilities.

Objective 3.2

Improve access to activity sites.

Actions

3.2.1 Provide shuttle or taxi service during Town events.

3.2.2 Increase access to universally accessible bathrooms during all Town activities and events.

Objective 3.3

Promote all activities aimed at children, teenagers, families and seniors in Rosemère.

Actions

3.3.1 Create a "Do You Know This Place?" section in the *Rosemère News*.

3.3.2 Promote activities held by the Université du troisième âge.

Objective 3.4

Update cultural, community and recreational programming.

Actions

- 3.4.1 Plan an event to promote the opening of the pump track.

- 3.4.2 Design mobile trailers that bring recreational equipment to residents to encourage them to play games and sports.

- 3.4.3 Increase access to street furniture and equipment that encourages free play.

- 3.4.4 Update the policy on recognizing and subsidizing organizations.

Objective 3.5

Foster the development of intergenerational connections by modifying existing activities or creating new activities.

Actions

- 3.5.1 Open up select seniors' activities to the general public.

- 3.5.2 Develop activities with schools and childcare centres to build intergenerational connections.

- 3.5.3 Develop intergenerational activities for the library.

Objective 3.6

Support and create events for children, teenagers, families and seniors.

Actions

- 3.6.1 Expand the annual Easter egg hunt.

- 3.6.2 Ensure that there are activities in the annual event calendar that cater to all age groups.



Objective 3.7

Support and increase access to cultural events for children, teenagers, families and seniors.

Actions

3.7.1 Provide residents access to artistic events.

3.7.2 Provide passes to certain museums and cultural sites through the library.

Objective 3.8

Increase sports and outdoor activity options for children, teenagers, families and seniors.

Actions

3.8.1 Set up an ERRE* terminal in Charbonneau Park to make the Mille Îles River more accessible.

3.8.2 Roll out ERRE throughout Rosemère.

3.8.3 Develop and launch the Grand Coteau Forest access and promotion plan.

3.8.4 Create volleyball courts.

3.8.5 Create pickleball courts.

3.8.6 Study the possibility of creating tennis practice walls.

Objective 3.9

Develop and promote community services.

Actions

3.9.1 Create a new community division manager position.

3.9.2 Develop programming that diversifies the use of the community centre kitchen and Hamilton House.



*Erre is the speed of a boat without its motor propulsion, moving forward only with its acquired speed, noiselessly, gently and peacefully, carried by the currents.

Objective 3.10

Provide training and support to address specific issues that impact residents.

Actions

3.10.1 Develop a variety of workshops and talks for residents.

3.10.2 Promote community support services.

Objective 3.11

Develop ways to increase participation in activities.

Actions

3.11.1 Ensure that parking spots are available during Town activities and events.

3.11.2 Develop measures to promote the use of public transit during Town events.

3.11.3 Develop special activity and event pricing for seniors, families and teenagers.

3.11.4 Make as many activities as possible free to attend.



You feel like you're in the country but have all the conveniences of a city. Plus, the environment is very important here.

– Senior resident during the public consultation



4

Community Involvement

OVERARCHING OBJECTIVE **PROMOTE AND INCREASE RESIDENTS’** **COMMUNITY INVOLVEMENT**

Objective 4.1

Support and encourage volunteering in Rosemère.

Actions

4.1.1 Promote the party for volunteers as well as other volunteer appreciation activities.

4.1.2 Create a “Residents in the Spotlight” section in Rosemère publications.

Objective 4.2

Increase awareness of the different opportunities to volunteer with organizations and the Town.

Actions

4.2.1 Promote the “Je Bénévole” site and other volunteer matching tools through various channels.

4.2.2 Create a volunteering form and make a list of opportunities available at the library.

4.2.3 Use Volunteer Week in April to thank current volunteers and call for new volunteers.

4.2.4 Share profiles of Rosemère volunteers as well as volunteering opportunities on the Town’s communication platforms.



Objective 4.3

Encourage and increase community involvement among residents of all ages.

Actions

- 4.3.1 Hold a collaborative creative activity as part of the project to renaturalize the municipal land in front of Externat Sacré-Cœur.

- 4.3.2 Arrange a collaborative creative activity or interactive workshop as part of the project to restore and determine the use of the Hamilton House barn and propose improvements.

- 4.3.3 Create a participatory process ahead of park rehabilitation projects set out in the three-year park development plan.

Objective 4.4

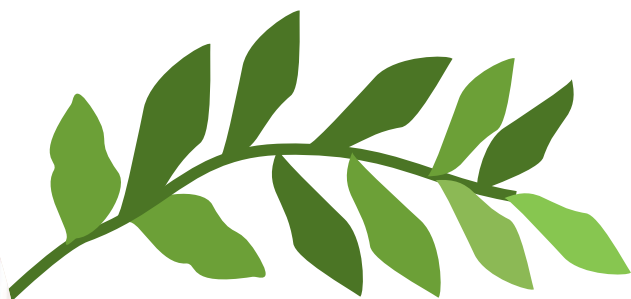
Foster neighbourhood engagement.

Actions

- 4.4.1 Arrange neighbourhood decoration contests during holiday periods.

- 4.4.2 Organize annual community-minded activities to encourage residents to help one another.

- 4.4.3 Promote neighbourhood block parties, in conjunction with the annual province-wide event in June, on the website and on social media.



5

Respect and Social Inclusion

OVERARCHING OBJECTIVE

ENCOURAGE ALL RESIDENTS TO EMBRACE THE VALUES OF RESPECT AND INCLUSION

Objective 5.1

Promote respect and mutual aid among residents.

Actions

5.1.1 Expand the activities undertaken by the Caring Committee.

5.1.2 Make food support request forms available online to allow people to access these services discreetly.

Objective 5.2

Encourage Rosemerites to be open to diversity.

Actions

5.2.1 Hold talks on a variety of relevant topics (e.g., homosexuality , immigration, ageism).

5.2.2 Hold cultural activities that highlight the benefits of diversity.

5.2.3 Plan the unveiling of the Indigenous artwork commissioned by the Town.

5.2.4 Share existing material from national awareness campaigns on the Town's social media platforms:

- March 21: International Day for the Elimination of Racial Discrimination
- May 17: International Day Against Homophobia and Transphobia
- December 3: International Day of Persons with Disabilities

6

Health and Social Services

OVERARCHING OBJECTIVE **PROMOTE A PHYSICALLY AND MENTALLY** **HEALTHY LIFESTYLE**

Objective 6.1

Continue efforts to encourage healthy lifestyle choices.

Actions

- 6.1.1 Host events and workshops on healthy lifestyle habits.

- 6.1.2 Offer more healthy food options during the Town's activities and events.

- 6.1.3 Increase access to water fountains in public places.

- 6.1.4 Make "smoothie bikes" available at events.

- 6.1.5 Reintroduce bike punch cards to promote use of active transportation to get to the library.

- 6.1.6 Join turnkey campaigns such as TOUGO and share promotional material on the Town's social media and website.

Objective 6.2

Improve and diversify access to information about community and health services.

Actions

- 6.2.1 Publicize services offered in the area in the *Rosemère News*.

- 6.2.2 Promote the Biblio-Santé collection.

- 6.2.3 Produce and share a guide to community and health resources.

Objective 6.3

Support community organizations.

Actions

- 6.3.1 Encourage community organizations to enrol in training provided by Loisirs Laurentides.

- 6.3.2 Offer financial assistance to organizations in accordance with the organization recognition policy.

Objective 6.4

Promote the development of innovative projects to foster the physical and mental well-being of residents.

Actions

- 6.4.1 Implement the urban forestry plan, which aims to increase tree planting (particularly in residential areas where canopy cover is under the 30% threshold and tree density is low).
- 6.4.2 Create a fund that encourages residents to develop new initiatives.



I feel comfortable and safe, and everything I need is nearby.

– Senior resident during the public consultation





Safety

OVERARCHING OBJECTIVE **CONTINUE EFFORTS TO MAKE ROSEMÈRE A SAFE COMMUNITY FOR EVERYONE**

Objective 7.1

Maintain and expand educational measures as well as prevention and awareness programs.

Actions

- 7.1.1 Continue holding talks by police officers on safety-related topics.

 - 7.1.2 Promote the Trotibus walking school bus project in various neighbourhoods.

 - 7.1.3 Promote safety awareness campaigns on the Town's various platforms:
 - Fire prevention week (October)
 - Pair Program
 - RAPPID+OR program visits.
-

Objective 7.2

Improve resident safety in neighbourhoods.

Actions

- 7.2.1 Implement the stormwater management plan to reduce the likelihood of flooding.

 - 7.2.2 Adopt by-laws that aim to reduce heat islands through demineralization and tree planting, in keeping with the Town of Rosemère's urban forestry plan and the *Act respecting land use planning and development*.

 - 7.2.3 Update the emergency measures plan to account for climate risks.

 - 7.2.4 Plan new pedestrian crosswalks and improve existing crosswalks to ensure universal accessibility and safety.

 - 7.2.5 Create an emergency measures guide and distribute it to residents.

 - 7.2.6 Distribute decals that encourage drivers to slow down in neighbourhoods with young children.

 - 7.2.7 Develop ways to reduce speed on targeted roads.
-

8

Communication and Administration

OVERARCHING OBJECTIVE **IMPROVE AND FACILITATE COMMUNICATION** **BETWEEN THE TOWN AND RESIDENTS**

Objective 8.1

Use communication channels that suit residents' needs and profiles.

Actions

- 8.1.1 Study the possibility of installing an interactive screen at the library to promote the Town's activities and services.

- 8.1.2 Study the possibility of installing electronic noticeboards in strategic areas to promote the Town's activities and services.

- 8.1.3 Study the possibility of installing a bulletin board promoting activities and services for teenagers at the skate park.

- 8.1.4 Study the possibility of putting up signage in front of the recreation centre to advertise cultural events in Rosemère.

- 8.1.5 Devise a campaign to promote the seniors' alert system.

Objective 8.2

Raise awareness of the services offered to residents by the Town and community organizations.

Actions

- 8.2.1 Redesign the Town's website.

- 8.2.2 Create a Facebook page for the library to recommend books, promote activities and more.

Objective 8.3

Maintain and expand initiatives that allow the municipal administration to receive community inputs.

Actions

- 8.3.1 Develop an online platform (such as Bang the Table) where residents can contribute to the Town's major undertakings.

- 8.3.2 Continue holding Mayor's Breakfasts.

- 8.3.3 Promote plenary sessions prior to council meetings to encourage resident involvement.

- 8.3.4 Implement the recommendations of the 2023 VFMA.

Objective 8.4

Ensure that the MADA - Familles policy and action plan is fully implemented.

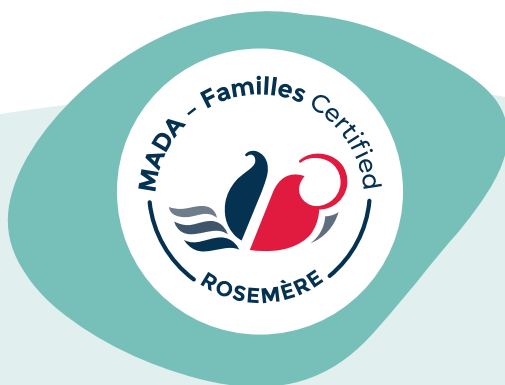
Actions

- 8.4.1 Establish a committee that will meet at least twice per year to monitor the implementation of the MADA - Familles policy.

- 8.4.2 Produce an annual report on progress made in implementing the policy.

- 8.4.3 Hold an annual meeting with all municipal departments regarding progress made on the MADA - Familles policy.

- 8.4.4 Share updates with residents on progress made during the various stages of the MADA - Familles action plan.



The Town of Rosemère is clean and the people are nice. There's lots of green spaces and other places to walk around and be surrounded by nature.

– Teenage resident during the public consultation



9

Transportation and Mobility

OVERARCHING OBJECTIVE

IMPROVE AND DIVERSIFY MEANS OF TRANSPORTATION TO BETTER MEET THE NEEDS OF FAMILIES, TEENAGERS AND SENIORS

Objective 9.1

Promote and improve public transit.

Actions

- 9.1.1 Make recommendations to Exo and ATL on improving and expanding transportation services (hours, pricing, accessibility, staffing, etc.).

- 9.1.2 Maintain taxi service for seniors.

Objective 9.2

Implement the active mobility plan.

Actions

- 9.2.1 Improve connectivity through additions and enhancements to existing bike and pedestrian paths.

- 9.2.2 Improve access to sidewalks throughout Rosemère.

- 9.2.3 Develop an e-bike rental system as part of the ERRE project.

- 9.2.4 Take the steps needed to be recognized as a “bike-friendly city.”

- 9.2.5 Add benches to multipurpose paths to promote useability.

Objective 9.3

Educate motorists on sharing the road courteously.

Actions

- 9.3.1 Post awareness-raising posters on select main roads.

- 9.3.2 Develop an educational campaign to encourage kindness and courtesy when using any form of transport.

- 9.3.3 Share Vélo Québec’s videos on sharing the road.

- 9.3.4 Share the SAAQ’s speed-reduction campaigns (every June and July) on social media.

Conclusion and Acknowledgements

We worked closely with our seniors, our families and various community stakeholders to develop this policy, which sets forth the services and infrastructure to be put in place to meet their specific needs. The active involvement of residents in this initiative, which will have a decisive impact on our future, will guide us in rolling out intergenerational programs, recreational spaces and services catering to our seniors and families.

As part of our commitment to implementing the MADA – Familles policy, we are proud to announce the formation of a committee that will track the progress of our action plan. This committee will be made up of six people: two residents, two councillors and two Town of Rosemère employees. Their role will be to oversee the execution of the measures outlined in the MADA – Familles action plan and policy and to gauge their impact. The members of the committee will bring a variety of experiences and perspectives to the table, thereby ensuring all decisions in this regard are made equitably and inclusively.

We thank each and every individual who played a part in bringing this policy to life. Your invaluable contributions will ensure our town remains a great place to live at any age.

We are delighted to celebrate the success of MADA – Familles and excited to continue working with all Rosemerites to improve the quality of life in our community, now and into the future. Your energy and enthusiasm reflect the vibrant spirit that defines who we are and that will propel us forward to an even brighter tomorrow.



Building the Future Together

Age- and family-friendly policy
(MADA – Familles)



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Friday: 8 a.m. to noon

Town Hall reception desk also open
Monday to Thursday, noon to 1 p.m.



ville.rosemere.qc.ca