



**SOCIAL  
DEVELOPMENT POLICY**





### A Word from the Mayor

The Town’s first Social Development Action Plan has just expired, and the first thing that strikes me is the way residents have mobilized to help the Town achieve its objectives. Working together with citizens, we have been able to develop a very constructive vision of our community’s development. In fact, the entire process, from drawing up the Social Development Policy to implementing the Action Plan, has brought us closer to the Town’s citizens. Today, as we take stock of our first action plan, it is clear that we have an incredible resource at our disposal: the people who make up our community. We want to continue to listen to them.

This unique approach—practically the only one of its kind for towns of our size—sets us apart from other municipalities and is a great source of pride for me. The Town of Pincourt will continue to leverage the strength of its citizens to meet the community’s

needs—which is, I am sure, the right way to proceed if the Town is to grow and develop in a coherent fashion.

### Pincourt’s Social Development Policy

The Town of Pincourt’s Social Development Policy (SDP) was adopted in January 2013. Instigated by a citizen, Clément Bergeron, with support from the former “Conférence régionale des élus” (CRÉ), the SDP brought the “Municipalité amie des aînés” and Family Policy measures together into a broader plan designed with all citizens in mind. The result was a frame of reference, general strategy and plan of action for the Town’s social development initiatives. Citizens played a key role in adopting the policy: a steering committee with members from a range of sociocultural backgrounds was formed, and nearly 300 citizens were consulted.

This innovative experience has made the Town of Pincourt one of the first municipalities with a population of under 200,000 to adopt a framework for initiatives of this kind. In addition to having been evaluated by the “Direction de la santé publique de la Montérégie” as part of a health impact assessment (HIA), the SDP’s adoption assisted in creating a guide on implementing social development initiatives at the municipal level.

### Taking Stock of the 2013–2016 Action Plan

The first plan of action was a great success from the moment it was launched. A review of the results shows that nearly all of the Town’s 25 priorities were achieved. By hiring a full-time employee dedicated to culture and social development, the Town was able to closely track progress on those priorities, enabling it to meet almost all its goals.

Moreover, nearly a hundred volunteer employees turned out to organize a wide range of activities. A total of five citizens’ committees were set up, generating new projects and new activities based on a “by and for” approach. Having so many citizens committees actively involved in municipal government is quite rare for a town of Pincourt’s size. In addition, many of the volunteers got an insider’s look at how regional bodies like the former CRÉ, the former Youth Forum, the Vaudreuil-Soulanges Regional County Municipality (VSRCM) and the “Centre intégré de santé et de services sociaux de la Montérégie-Ouest” (CISSMO) issue table work by presenting their projects to these bodies in person. The appearance of Town citizens before these organizations was a rare event and quite welcome.

The Action Plan encouraged working in partnership with various institutions and community organizations, which have expertise that is invaluable to the Town. A number of measures were carried out on this basis.



Finally, drawing on information from citizens, public and community organizations, municipal employees and elected representatives, the action plan has given rise to numerous projects. It has also helped boost citizen engagement and public confidence in the municipality and its elected officials, which is no mean feat in the current circumstances.

### Renewing the Action Plan

Several steps toward renewing the action plan have already been taken. First, the follow-up committee was restructured to reflect the changes resulting from the first action plan. The committee was in charge of monitoring all the work that led to the adoption of the second action plan. Then, a survey was developed to sound out citizens on their perceptions and opinions of social development. Next, a number of key social development stakeholders potentially involved in the action plan’s implementation were met with. A meeting was also held with community organizations active in the town to identify citizens’ needs and look into the Town’s ability to expand Pincourt residents’ access to services. Finally, the action plan was resubmitted to the follow-up committee before being adopted by the Town Council.

A number of documents were used in preparing the second action plan. Following adoption of the Social Development Policy, the Town agreed to participate in the “Direction de la santé publique de la Montérégie” health impact assessment (HIA) process, and several of the resulting recommendations have been incorporated into the new action plan. Preparing the second action plan also provided an opportunity to review our classification and analysis of the comments made during the initial consultations leading up to the SDP adoption. Since certain comments and remarks were still relevant, they are reflected in the second action plan. Here is the list of documents consulted:

- Direction de santé publique de la Montérégie. 2013. “Évaluation d’impact sur la santé. Ville de Pincourt. Politique de développement social. Rapport sur les impacts potentiels et les recommandations”. 51 pp. Online.
- Centre québécois de développement durable. 2012. “Plan de développement social. Classification et analyse des commentaires issus des consultations réalisées dans le cadre de l’élaboration du plan de développement social de la Ville de Pincourt.” 36 pp. Online.
- Statistics Canada. 2012. Série Perspective géographique, Recensement de 2011. Statistics Canada catalogue no. 98-310-XWF2011004. Ottawa, Ontario. Analytical Products, 2011 Census. Last updated October 24, 2012. Online.
- Direction de santé publique de la Montérégie. 2015. “Indicateurs de développement des communautés”. Online.
- La Voix des parents (Planif 005). 2015. “Présentation des résultats”. Online.

### Table 1: SDP Follow-Up Committee



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	Post	Voting Rights	Member
1	President, Mayor	Voting	Yvan Cardinal
2	Commission DS et Loisirs member	Voting	Denise Bergeron
3	Commission DS et Loisirs member	Voting	Alexandre Wolford
4	Healthy environment representative	Voting	Josée Maltais, Healthy Town Committee
5	Youth representative	Voting	Ariane Lefebvre, Youth Action Committee
6	Cultural community representative	Voting	Assane Badji, Intercultural Committee
7	Design representative	Voting	Myriam Gaudry, Design Committee
8	English-speaking seniors representative	Voting	Roland Denis, English-language Seniors Club
9	French-speaking seniors representative	Voting	Denise Pilon, French-language Seniors Club
10	Early childhood representative	Voting	Gabrielle Gagné, CPE Les Petits Mousles
11	Culture	Voting	Richard Leroux, MEAL
12	Persons with disabilities representative	Voting	Annie Hurtibise, PEDHAA (Representative, Roundtable on persons with impairments)
13	Food security representative	Voting	Micheline Paquin, Arc-en-Ciel (Representative, Roundtable on food security)
14	Businessmen and women representative	Voting	Pierre Séguin, AGAIP
15	Pincourt businesses representative	Voting	André Gingras, Cadillac Chevrolet Buick GMC de L'Île-Perrot
16	Secondary school representative	Voting	Patrick Maisonneuve, École secondaire du Chêne Bleu
17	Primary school representative	Voting	Isabelle Sainte-Marie, École Notre-Dame-de-Lorette
18	Head, Social and Cultural Development	Supporting	Célia Corriveau, Town of Pincourt
19	Community organizer, Centre de santé et de services sociaux de Vaudreuil-Soulanges	Supporting	Guy Francoeur, CISSMO



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**Town of Pincourt 2017–2019 Social Development Policy Action Plan**

**Action Area 1: Fighting Poverty**

Anticipated Outcomes	Measures
1.1 Sufficient access to nutritious food for all Pincourt citizens	1.1.1 Support the organization of an annual event for all food assistance services to boost visibility and raise funds 1.1.2 Ensure access to food aid services (and specifically fresh vegetables) through the Town's horticultural program 1.1.3 Facilitate access to community kitchens 1.1.4 Ensure that all citizens have access to community gardens
1.2 Adequate support for people in difficulty	1.2.1 Organize annual meetings between street workers and parks and infrastructure employees 1.2.2 Increase the number of organizations providing recreational activities as part of the Accès-Loisirs program 1.2.3 Create a committee to support disaster victims
1.3 Greater access for all citizens to services provided by community organizations	1.3.1 Facilitate access to organizations services in Pincourt 1.3.2 Allow food distribution via a Meals on Wheels program 1.3.3 Train front-line personnel to facilitate referrals to regional organizations

**Action Area 2: Fostering Citizen Engagement and Culture for a Greater Sense of Belonging**

Anticipated Outcomes	Measures
2.1 More citizens involved in Town activities	2.1.1 Put out a call for projects 2.1.2 Add a "Volunteering" tab to the Town's website to include the Town's and various organizations volunteering needs 2.1.3 Take advantage of the launch of the second Action Plan to discuss and acknowledge citizen engagement in the area of social development 2.1.4 Support citizens who wish to launch social or cultural projects 2.1.5 Continue to support committees created in response to the first action plan
2.2. Increase in the number of Neighbours Day events	2.2.1 Hold annual meetings to explain the Neighbours Day program to citizens
2.3 Increase in citizens sense of belonging to the Town	2.3.1 Begin work to establish a Cultural Policy 2.3.2 Develop social development branding



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**Action Area 3: Fostering Social Cohesion and the Well-Being of All Citizens**

Anticipated Outcomes	Actions
3.1 Greater access to health services for seniors	3.1.1 Provide support for medical transportation services
3.2 Greater support provided to seniors	3.2.1 Set up a “My very own grandparent” program matching a senior with a family 3.2.2 Continue to expand recreational services for seniors 3.2.3 Organize volunteer services to facilitate transportation to recreational activities 3.2.4 Hold a demonstration for seniors on how to use public transit 3.2.5 Support the implementation of intergenerational activities
3.3 Adoption of a vision of cultural diversity where it is seen as an asset	3.3.1 Continue to support the Intercultural Festival 3.3.2 Continue to support events showcasing a specific cultural community
3.4 Greater accessibility to services for various cultural communities	3.4.1 Promote francization services in the Town’s communications 3.4.3 Adapt communications for citizens who speak neither French nor English 3.4.2 Train municipal employees with a view to improving services for people from various cultural communities
3.5 Expanded services for people with disabilities	3.5.1 Consult people with disabilities and relevant organizations to identify needs 3.5.2 Develop a plan of action for people with disabilities 3.5.3 Continue to develop and expand recreational services for people with disabilities
3.6 Increase in the proportion of young people who obtain their highschool diplomas	3.6.1 Work with schools to boost educational and social success rates 3.6.2 Make community-wide support for at-risk youth a central part of all social and educational success programs
3.7 Creation of engagement and employment opportunities for at-risk youth and young people in general	3.7.1 Take part in the restorative justice program piloted by “Justice Alternative du Suroît” 3.7.2 Join the “Plan municipal d’emploi pour les jeunes des Centres jeunesse du Québec” piloted by the Simple Plan Foundation and “Union des municipalités du Québec” (UMQ) 3.7.3 Support Coop jeunesse de service’s efforts to operate year-round 3.7.4 Continue to support the Youth Action Committee
3.8 A place where young people can get together	3.8.1 Include a meeting place for young people in the Town’s future infrastructure
3.9 Recreational adapted to the needs of families	3.9.1 Form a parents committee to guide development of recreational services adapted to families 3.9.2 Enhance recreational activities that provide socializing opportunities for parents who stay at home or are on maternity leave
3.10. Increase in the number of children who read for pleasure	3.10.1 Continue to support the Library-to-Go program (involving a volunteer who reads stories to children in daycare centres for one hour a week) 3.10.2 Support development of an initiative to match primary school pupils experiencing reading difficulties with secondary students



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**Action Area 4: Providing Access to Quality Housing**

Anticipated Outcomes	Actions
4.1 Access to quality housing for all citizens	4.1.1 Make the Town’s participation in the “Comité de suivi de la trajectoire d’insalubrité morbide Vaudreuil-Soulanges” a priority 4.1.2 Introduce a housing revitalization program for the Town’s older districts 4.1.3 Have fire prevention inspectors promote the “ÉconoLogis” program
4.2 Affordable housing in healthy environments available to all citizens in need	4.2.1 Build affordable housing for young people and families with a view on fostering inclusion in keeping with the Town’s development plan 4.2.2 Support the affordable housing construction project for seniors

**Action Area 5: Healthy Lifestyles and Active Transportation**

Anticipated Outcomes	Actions
5.1 Healthy eating options available at municipal facilities (arena, swimming pool)	5.1.1 Ensure that all municipal contracts allow for health eating options at municipal facilities
5.2 Increase in the number of students who go to school on foot	5.2.1 Introduce initiatives to encourage walking as a mode of transportation
5.3 A bike path network geared to active transportation and unstructured physical recreation	5.3.1 Facilitate bicycle access to the commercial zones
5.4 Safer streets	5.4.1 Modify extra-wide streets that encourage speeding
5.5 Greater participation in organized and unorganized physical activities	5.5.1 Continue to hold a 5/30 Health and Wellness Challenge entry contest in schools 5.5.2 Continue to provide free 5/30 Health and Wellness Challenge activities 5.5.3 Continue to take part in the “Walk with my doc!” event 5.5.4 Support the establishment of bike paths in new neighbourhoods under development 5.5.5 Continue to expand the bike path network 5.5.6 Incorporate measures to promote healthy lifestyles and active transportation in the urban development plan
5.6 More facilities for unorganized recreational activities	5.6.1 Provide opportunities for nautical activities 5.6.2 Develop a multi-exercise circuit



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**Action Area 6: Supporting Economic Development**

Anticipated Outcomes	Actions
6.2 Greater sense of belonging to the Town and development of a social development vision among Pincourt businesses	6.2.1 Conduct a tour of businesses to assess social development partnership opportunities 6.2.2 Hold annual meetings of Pincourt businesses

**Action Area 7: Environment and Land Use**

Anticipated Outcomes	Actions
7.1 A reduction of the Town's environmental footprint	7.1.1 Campagne de sensibilisation pour éteindre le moteur des voitures et camions lorsqu'immobilisés; 7.1.2 Privilégier les toitures blanches dans la construction des nouveaux bâtiments; 7.1.3 Adopter une politique sur les événements écoresponsables.
7.2 Increase in the number of parks	7.2.1 Aménager des parcs dans les zones de desserte négative.
7.3 A residential development plan that is environmentally sensitive	7.3.1 Promote residential development projects that support densification and environmental conservation objectives and prioritize citizens' quality of life