MRC PONTIAC-AGE-FRIENDLY MUNICIPALITY POLICY



This document was produced as part of the Age-Friendly Municipality (MADA) process of MRC Pontiac, with the participation of its municipalities, partners and community members.

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PREAMBLE

Québec is experiencing one of the fastest rates of population aging in the world. Across major urban centres and rural municipalities alike, the proportion of older adults is increasing in every region. Over the coming decades, the population aged 50 and over will continue to grow significantly, transforming the needs, expectations and day-to-day realities of residents. On the front line of these changes, municipalities and MRCs play an essential role: they are the local governments best positioned to adapt living environments, strengthen social inclusion and promote seniors' well-being. In this context, developing a MADA policy becomes a strategic tool for planning for the future, supporting active aging and creating communities where everyone can live, participate and thrive at every stage of life.

The MRC Pontiac and 14 of its local municipalities chose to come together through a collective Age- Friendly municipality (MADA) process to rethink how they plan, organize and provide services and infrastructure to their population. This collaboration aims to improve action in essential areas such as housing, social participation, health services, living environments, communication and transportation - issues that are particularly important for a large, rural territory such as the MRC Pontiac.

Through the MADA Process Support Program, administered by the Seniors Secretariat of the Ministry of Health and Social Services, the MRC Pontiac and its participating municipalities committed to developing a coordinated policy and action plan for seniors. This shared process reflects a desire to create inclusive, welcoming and adapted communities where seniors can thrive and remain active in their community.

Municipalité amie des aînés

En partenariat avec :

Québec

MESSAGE FROM THE WARDEN

As Warden of the MRC Pontiac, I am proud to present the collective Age-Friendly Municipality (MADA) initiative undertaken in collaboration with our local municipalities. I would like to highlight the importance we place on our seniors, who are at the heart of the vitality and history of our region. Their experience, dedication, and presence enrich every one of our communities.

In the context of a steadily aging population, it is our responsibility to plan proactively and thoughtfully to ensure that seniors have access to safe, accessible, and inclusive living environments.

Thanks to the active participation of residents, community partners and elected officials, this policy and its action plan reflect the real needs of seniors across our territory. Together, we are committed to implementing concrete solutions that will support their well-being, full social participation and quality of life.

The MRC Pontiac would like to acknowledge the contribution of all participating municipalities and remains committed to supporting active and positive aging throughout our region.



Jane Toller

Warden of the MRC Pontiac

PROFILE OF THE MRC PONTIAC AND ITS SENIORS

The MRC Pontiac includes 18 municipalities and one unorganized territory, extending from the Ottawa River to the vast forests of central Québec. It is distinguished by its preserved natural spaces and rural character. As a bilingual territory, it welcomes residents and visitors in both French and English, a reality reflected by an English-speaking majority and a strong French-speaking presence.

MRC AT A GLANCE - 2025 (SOURCE ; STATISTIQUES QUÉBEC)	
Population (2025)	14988 residents
(20-64 years) (2025P)	7787 (52%)
65 years and over (2025)	4310 (28%)
Number of residents aged 90 and over (2025P)	116
Disposable Income per Capita (2024P)	32 079 $
Median Employment Income for Ages 25–64 (2024P)	51 100 $
Average Assessed Value of Single-Family Homes (2026)	255 758 $

The MRC Pontiac is experiencing significant population aging. In 2026, seniors aged 65 and over represent approximately 28% of its total population, a proportion expected to double over the next decade. This trend is particularly significant given that the MRC has approximately 14,988 residents (2025) and an average age that is already higher than that of the Outaouais region as a whole.

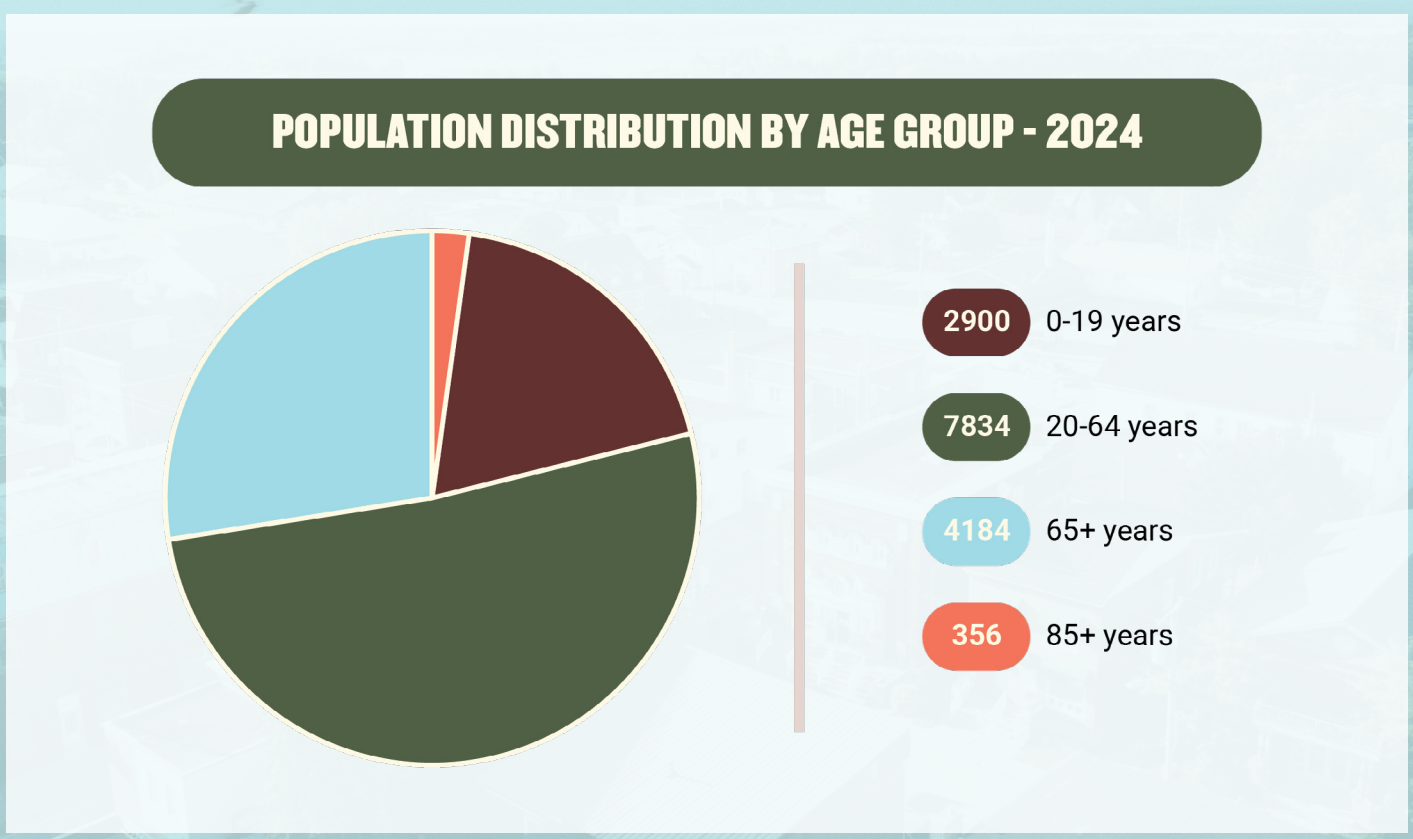
Despite an aging population, the MRC is a supportive community that relies on proximity, mutual assistance and citizen participation to build an inclusive future for everyone.

POPULATION BY AGE AND SEX, 2025 SNAPSHOT, MRC PONTIAC, 2021-2040

Source: Institut de la statistique du Québec. Release date: October 8, 2025.

SCENARIO	YEAR	TOTAL	BROAD AGE GROUP			
			0-19	20-64	65+	85+
Estimated Data	2021	14 610	2 784	8 022	3 804	325
Estimated Data	2022	14 801	2 875	7 983	3 943	343
Estimated Data	2023	14 787	2 861	7 871	4 055	346
Estimated Data	2024	14 918	2 900	7 834	4 184	356
Reference (2025)	2025	14 962	2 923	7 740	4 299	355
Reference (2025)	2026	15 011	2 938	7 645	4 428	370
Reference (2025)	2027	15 063	2 958	7 534	4 571	392
Reference (2025)	2028	15 118	2 955	7 478	4 685	415
Reference (2025)	2029	15 179	2 977	7 425	4 777	444
Reference (2025)	2030	15 243	2 993	7 370	4 880	473
Reference (2025)	2031	15 314	3 008	7 354	4 952	521
Reference (2025)	2032	15 387	3 025	7 373	4 989	558
Reference (2025)	2033	15 462	3 052	7 388	5 022	601
Reference (2025)	2034	15 541	3 081	7 432	5 028	630
Reference (2025)	2035	15 621	3 099	7 501	5 021	646
Reference (2025)	2036	15 704	3 129	7 557	5 018	681
Reference (2025)	2037	15 791	3 157	7 650	4 984	711
Reference (2025)	2038	15 882	3 199	7 714	4 969	754
Reference (2025)	2039	15 976	3 235	7 801	4 940	800
Reference (2025)	2040	16 072	3 285	7 862	4 925	838





The MADA approach aims to help municipalities and MRCs cultivate a culture of inclusion for people of all ages and abilities. Policies, services, and structures that influence the built and social environment are designed to support seniors and promote active aging, enabling them to live safely, maintain good health, and continue participating fully in society.

WHAT IS AN AGE-FRIENDLY MUNICIPALITY (MADA)?

An Age-Friendly Municipality is a municipality that:

- works to eliminate ageism;
- adapts its policies, services, and infrastructure to meet the needs of an aging population;
- takes a comprehensive and integrated approach;
- promotes the participation of seniors;
- engages the whole community in working together toward common goals.

It should be noted that some municipalities in the MRC are already recognized as Age-Friendly Municipalities, while others are ready to join this process to obtain MADA recognition. However, to maintain Age-Friendly Municipality recognition, an MRC or a municipality must update its policy and action plan when they expire.

STRUCTURE OF THE WORKING AND STEERING COMMITTEE

Two committees were created to successfully implement the MADA policy.

A working committee made up of stakeholders from several sectors was formed to guide the renewal of this policy. The MADA working committee supports the entire process in collaboration with a collective development advisor from Communagir. The committee contributes to the co-development of each stage of the process and helps adapt the language, methods, and tools to the context and realities of local stakeholders. It also ensures that relevant information is gathered and shared, maintains ongoing communication with the steering committee, and contributes to the preparation of key documents, including the policy and action plans.

The working committee is made up of:

Mayor, Sandra Armstrong, representative of the municipalities
Lisa Danis, representative of Maison de la Famille du Pontiac
Shelley Heaphy, representative of Connexions Resource Centre
Serena Larivière, representative of CISSSO
Kim Laroche, representative of Bouffe Pontiac
Sabrina Ayres, MRC Pontiac
Danelle Bourque, MRC Pontiac
Marie Gionet, MRC Pontiac
Violaine Guerin, Communagir

The steering committee oversees, reviews, and validates the work carried out throughout the MADA process. Acting as a key ambassador for the initiative, it helps engage strategic partners and supports the organization of public consultations. Through its coordination and supportive role, it helps ensure the overall coherence of the process and its smooth implementation. The committee is composed of representatives from each municipality participating in the initiative.

- Municipality of Alleyn-et-Cawood; Isabelle Cardinal and Sheila Emond
- Municipality of Bristol; Nancy Crain
- Municipality of Bryson; mayor Joanne Ralston, Marc Gauthier and Vanessa Dagenais
- Municipality of Campbell's Bay; Jessica Nilsson
- Municipality of Chichester; Cameron Montgomery
- Municipality of Fort-Coulonge; Gaétan Graveline
- Municipality of L'Île-du-Grand-Calumet; Brian Duval
- Municipality of L'Isle-aux-Allumettes; Mariette Sallafranque
- Municipality of Litchfield; Julie Bertrand
- Municipality of Mansfield-et-Pontefract; mayor Sandra Armstrong
- Municipality of Otter Lake; Vincent Jones
- Municipality of Shawville; Crystal Webb and Lise Lacourse
- Municipality of Sheenboro; Jean Gleason
- Municipality of Thorne; Terri-Lynn Blaskie



DEFINING WHAT IS A SENIOR

For the purposes of the Age-Friendly Municipality (MADA) process, a senior is generally considered to be any person aged 50 and over, while acknowledging that some individuals may relate to the realities of aging regardless of their age.

As an active and essential member of their family and community, a senior contributes greatly to municipal vitality. Through their role as a grandparent, volunteer, caregiver, friend or neighbour, they pass on essential values such as mutual assistance, humanity and the sharing of experiences.

Their social participation enriches community life and helps create more inclusive, accessible and safe environments. Through their unique life experiences, seniors remain an invaluable asset to their community.

OBJECTIVES AND AREAS OF ACTION

As part of the MADA process, nine priority themes were identified to structure the actions to be implemented and to respond consistently to local realities. Each theme is associated with a main objective that guides short, medium, and long-term interventions.

1. Communication and information
Eliminate the digital divide and facilitate access to clear, centralized information adapted to seniors' needs.

2. Transportation and mobility
Break geographic isolation by developing flexible, accessible mobility solutions adapted to the realities of the territory.

3. Health and social services
Simplify access to care and services while adequately supporting caregivers.

4. Social participation
Strengthen opportunities for community involvement, encourage mutual assistance and break isolation, particularly among the most vulnerable people.

5. Recreation
Ensure cultural, social, and recreational activities are accessible, inclusive, and diverse for all seniors.

6. Respect and social inclusion
Recognize seniors' contributions and encourage initiatives that foster intergenerational connections.

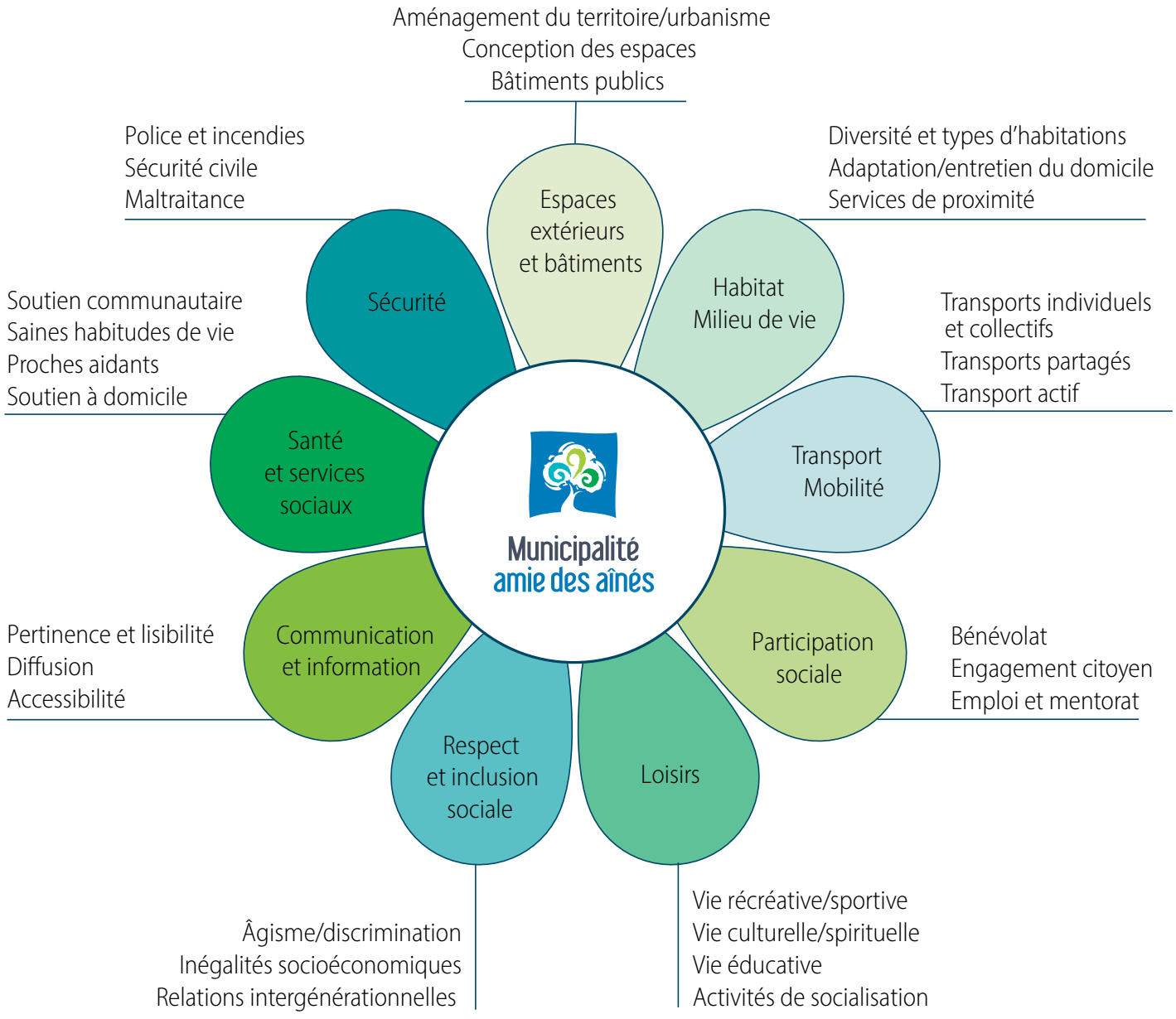
7. Outdoor spaces and buildings
Ensure a safe, accessible and barrier-free physical environment that promotes independence and mobility.

8. Safety
Strengthen community resilience in emergency situations, including outages, disasters and unexpected events.

9. Housing and living environment
Diversify housing options so seniors can remain in their community, including by facilitating suitable relocation or downsizing options.



APPLICATION DU VIEILLISSEMENT ACTIF DANS LES MUNICIPALITÉS AMIES DES AÎNÉS



Source : Guide d'accompagnement pour la réalisation de la démarche Municipalité amie des aînés – 2e édition
© Ministère de la Santé et des Services sociaux, 2020

DESIRED IMPACTS AND CONDITIONS FOR SUCCESS

Two committees were established to support the successful implementation of the MADA policy. The MADA process is designed to generate meaningful improvements in seniors' quality of life by fostering an inclusive, safe, and dynamic environment. Expected outcomes include improved access to information, enhanced mobility, increased social participation, and a significant reduction in isolation and feelings of loneliness.

Simplifying access to services, supporting caregivers, and promoting healthy lifestyles will help seniors maintain their independence. At the same time, adapting physical environments and enhancing safety measures will help reduce risks, particularly those related to falls and emergency situations.

Ultimately, these efforts contribute to a common goal: enabling seniors to remain in their homes and communities for as long as possible, in conditions that respect their dignity and well-being.

SUCCESS FACTORS

The success of the MADA process depends above all on a collective commitment to working together in new ways, with a focus on collaboration, innovation, and local engagement. A coordinated approach among municipalities will help optimize resources and ensure a consistent level of service across the territory.

Access to information, through diverse and adapted communication methods, is also a key factor in reaching all seniors, regardless of their circumstances. At the same time, strengthening local services that support aging at home will contribute directly to independence and safety.

Community engagement, particularly through volunteering, as well as the ability to attract an engaged next generation, will be essential to sustaining these efforts over the long term. Finally, reliable and adapted infrastructure, combined with a diverse range of housing options, will support a safe, inclusive and sustainable living environment.

POTENTIAL LIMITATIONS

Certain risks could compromise the achievement of the policy's objectives if they are not anticipated. Working in silos and the absence of a shared vision represent major obstacles to collaborative and effective action.

An excessive dependence on technological solutions, at the expense of human interactions, could increase exclusion and isolation among some seniors. In addition, a failure to adapt to financial constraints could weaken essential services and community organizations.

Failing to consider the real needs expressed by seniors and community partners would compromise the relevance of the actions put in place. The weakening of basic safety services would also represent a critical issue for maintaining safe living conditions. Finally, a reactive approach without long-term planning would limit the scope and sustainability of interventions, thereby slowing the community transformation the policy seeks to achieve.



MOBILIZATION PROCESS LEADING TO THE POLICY

The MADA policy emerged from a mobilization and consultation process bringing together the MRC, municipalities, community partners and senior residents. This collaborative approach made it possible to define a shared vision, identify priority needs and encourage active community participation in order to create a living environment better adapted to seniors and ensure the sustainability of actions.

PROCESS OVERVIEW

The policy development process took place over several months and was guided by a participatory approach aimed at fostering a shared understanding of the issues and collective ownership of the proposed objectives and actions.

The process began with a clarification and preparation phase designed to define the objectives, roles, and working methods of the various committees. This stage was supported by meetings of both the steering committee and the working committee, helping to establish a common framework and ensure ongoing coordination throughout the process.

This was followed by a comprehensive assessment and consultation phase aimed at documenting local realities and identifying the needs, concerns, and aspirations of stakeholders. This phase included:

- one survey;
- six public consultations;
- three partner consultations..

These activities provided a wide range of perspectives and helped build a deeper understanding of the challenges and experiences within the community. The information gathered was subsequently analyzed and discussed by the committees to identify priorities for action and determine the most appropriate strategies.

Throughout the process, governance of the initiative was supported by:

- three steering committee meetings focused on strategic direction and validation of key milestones;
- ten working committee meetings dedicated to data analysis, the co-development of proposed actions, and the development of the policy content.
- Finally, a planning and validation phase was undertaken to consolidate the selected directions, strengthen the proposed actions, and finalize the policy with a focus on coherence, feasibility, and broad stakeholder support.



Clarification and Preparation

Clarification of the objectives, roles, data, and partners involved in the process.

1

Adjustment of support services and planning of the process

October - November 2025

Assessment and Consultation

Citizen survey, data analysis, partner meetings, and public consultations to better understand the current situation.

2

Understanding and assessing the current situation

December 2025 - March 2026

Prioritization and Strategy

Discussion with partners about desired outcomes, concrete actions, and preferred strategies.

3

Identifying action priorities and strategies

April - May 2026

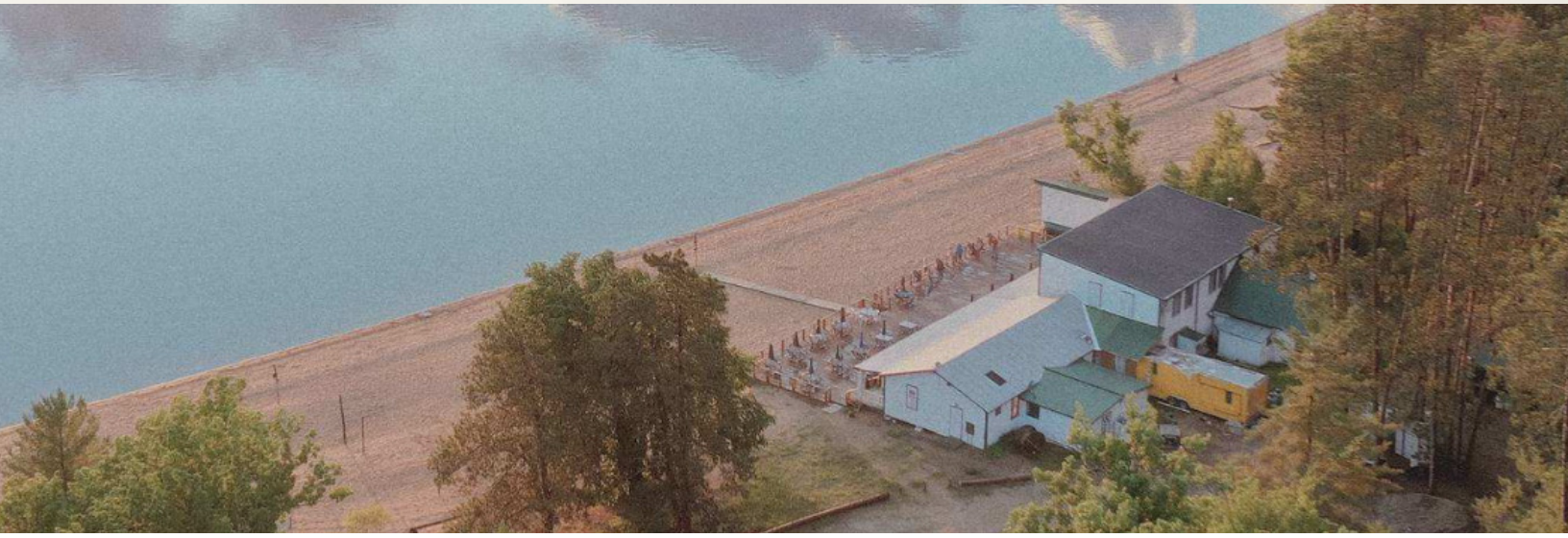
Planning and Validation

Review of the components by the working committee, validation of actions, and finalization of the plan.

4

Collaborative planning

June 2026



STEPS CARRIED OUT BY THE STEERING COMMITTEE

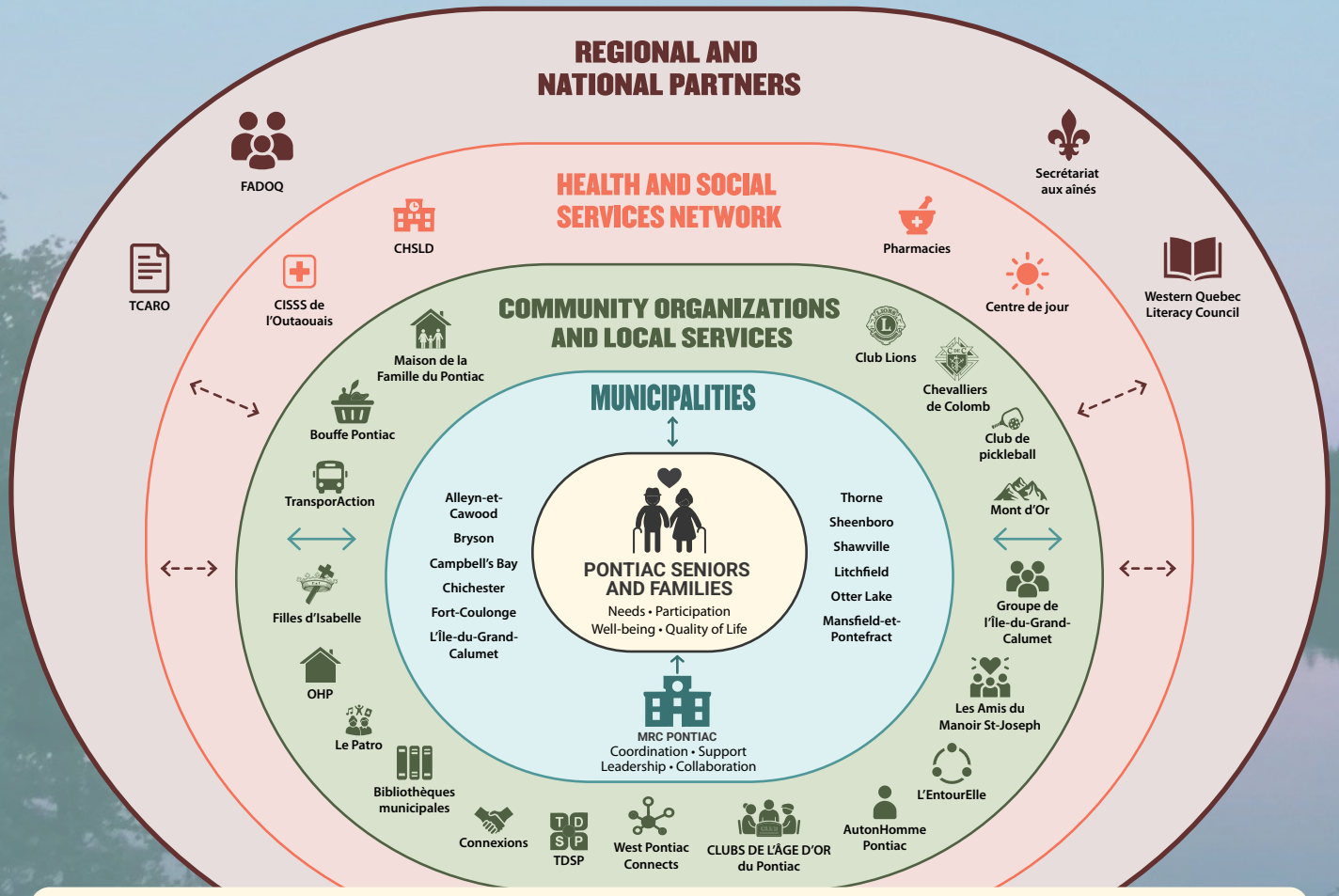
STAKEHOLDER MAPPING

Through this exercise, the working committee identified the stakeholders to be mobilized throughout the process. A list of organizations contributing to seniors' quality of life was compiled to ensure their ongoing involvement in consultations and throughout the development of the policy.



STAKEHOLDER MAPPING GRAPH

MADA POLICY / PONTIAC



LEGEND

1. Municipalities
2. Community organizations and local services
3. Health and social services network
4. Regional and national partners

TYPES OF CONNECTIONS

Collaboration / Coordination

Support / Funding

NOTES

This map illustrates the key stakeholders who contribute to the well-being and quality of life of seniors and families in the Pontiac.

The connections between stake-holders foster complementary actions and a coordinated, inclusive approach.

CITIZEN SURVEY

As part of the MADA process, a survey was made available to residents to better understand the needs, priorities and realities of seniors across MRC Pontiac. To maximize participation, the questionnaire was offered in two formats: an online version accessible by computer or mobile device, and a paper version distributed through various community and municipal locations. It was also available in both French and English. This dual approach enhanced accessibility, particularly for individuals less familiar with technology, while capturing a broad range of perspectives essential to the development of a representative and inclusive MADA policy. In total, 253 respondents completed the survey, providing a comprehensive snapshot of the current situation.

SUMMARY OF SURVEY RESULTS

1. Housing and living environment

- **High Homeownership Rate:** A large majority (204 of 253) own their own single-family home.
- **Financial pressure:** 74 respondents spend more than 30% of their gross income on housing.
- **Limited Housing Options:** Fifty-nine percent (59%) report a lack of affordable housing (under $1,000/month) and adapted housing.
- **Need for Support Services:** The most frequently identified support needs were outdoor maintenance (98 mentions), transportation (66 mentions), and household chores (62 mentions).

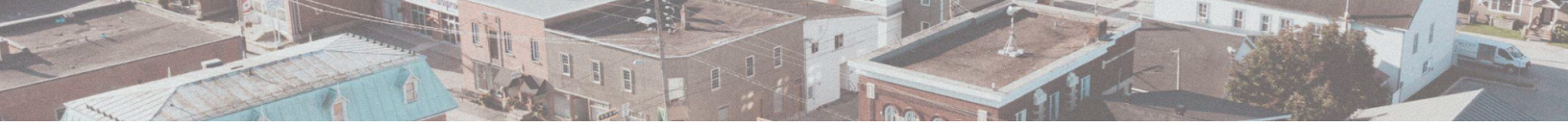
2. Social participation and volunteering

- **Strong Community Involvement:** Approximately half of respondents (129) are involved in volunteer activities, motivated both by the cause they support and the opportunity to socialize.
- **Low perceived support:** Only 9% of respondents feel that volunteers receive adequate support, such as training or reimbursement for expenses.
- **Barriers to Participation:** Lack of information about volunteer opportunities (56 mentions) and transportation challenges were identified as significant obstacles to involvement.
- **Need for Recognition:** Only 9% of respondents believe that seniors' contributions and achievements are adequately recognized within the community.

3. Recreation and Culture

- **Health and outdoor priorities:** Strong requests for relaxation activities (Yoga, Tai Chi), walking groups and community gardens.
- **Unequal Access to Libraries:** 40 respondents do not have access to a library in their municipality;
- **Language challenges:** Difficulty participating in French-language activities in a predominantly English-speaking region.
- **Desired infrastructure:** Respondents expressed a desire for a community pool and covered pickleball facilities.





4. Accessibility and Buildings

- **Public buildings:** Town halls are considered the most accessible (76%), while arenas and gymnasiums are much less accessible (24-48%).
- **Gaps in Public-Space Design:** Respondents identified a lack of public benches, rest areas and outdoor washrooms as major accessibility concerns.
- **Pedestrian safety:** Uneven or nonexistent sidewalks contribute to safety concerns, and walking is perceived as unsafe in certain areas.
- **Winter maintenance:** Inadequate sidewalk snow removal was identified as a major barrier to mobility during the winter months.

5. Health & Safety

- **Limited Access to Healthcare Services:** Only 21% of respondents consider access to healthcare professionals, including physicians and dentists, to be easy.
- **Energy Insecurity:** Hydro-Québec outages were identified as a significant concern due to the resulting loss of heating and inability to contact emergency services through fibre-optic-based telephone systems.
- **Low Awareness of Available Services:** Most respondents were unfamiliar with key support programs, with 79% unaware of the PAIR safety program and 65% unaware of caregiver support services.
- **Social check-ins:** Strong demand for a “Buddy System” to check on people living alone.

6. Communication

- **Difficulty accessing information:** Only 19% find it easy to obtain information on services specifically for seniors.
- **Preferred channels:** Websites and social media dominate, but radio (CHIP FM) and local newspapers remain essential.
- **Proposed solutions:** Return to paper mail-outs to address the digital divide and create a single information access point.

7. Transportation

- **Dependence on cars:** 230 respondents use their personal vehicle; losing a driver’s licence is perceived as a complete loss of independence.
- **Limits of current services:** TransporAction is appreciated but used mainly for medical needs; there is a strong need for errands and social activities.
- **Costs:** Taxi fares are prohibitive for long rural distances.
- **Future vision:** A regular community shuttle with fixed schedules between villages.



CITIZEN CONSULTATIONS

A total of six citizen consultations were held in several Pontiac municipalities to directly gather residents' perceptions, concerns and ideas. These meetings, open to everyone, made it possible to hear from seniors, their loved ones, volunteers, and community and municipal stakeholders. They provided an inclusive space for participants to discuss key themes such as housing, transportation, social participation, safety and services.

Consultations were held in Fort-Coulonge, L'Isle-aux-Allumettes, Bryson, Alleyn-et-Cawood, Otter Lake and Shawville. A total of 77 residents came out to share their concerns.

Comments gathered during these consultations played an essential role in developing a MADA policy that reflects the realities and aspirations of our communities.

PARTNER MEETINGS

Consultations with community partners were conducted as part of the MADA process. Two meetings brought together various organizations, municipal representatives and stakeholders working with seniors.

In total, nearly 30 people mobilized to help develop a picture of seniors' priorities and needs, and to identify the main aging-related issues in the community.

A third meeting was held to validate the policy and the resulting action plans. This collaborative session gave participants an opportunity to confirm the relevance of the selected directions, validate proposed actions by identifying lead organizations and collaborators, and make necessary adjustments. It also helped ensure that the actions respond concretely to seniors' realities and expectations. This stage strengthened partner support and commitment to implementing the MADA process.



CONSULTATIONS WITH PARTNERS AND THE COMMUNITY

MRC Pontiac - findings, needs and strategic directions related to the MADA policy renewal process

1. Summary of discussions and priorities identified by partners

Discussions with municipal and community partners and residents reveal a shared understanding of the realities experienced by seniors across the territory. Several key findings emerge, highlighting both existing strengths and challenges to address.

1.1 A territory rich in initiatives, but fragmented

The territory is characterized by numerous local initiatives led by municipalities and community organizations. However, these actions remain largely isolated from one another, with few structured mechanisms for coordination or information sharing. This fragmentation makes the service offering harder to understand and contributes to a fragmented resident experience.

1.2 Major mobility and territorial accessibility challenges

The geographic configuration of the territory, combined with a lack of suitable transportation solutions, is a major barrier to seniors' social participation. Distances between municipalities increase inequalities in access to activities, services and places for community participation.

1.3 Complex and dispersed access to information

A recurring issue is the difficulty residents face in navigating the existing service offering. Information is varied, dispersed and rarely centralized, which makes services harder to access and limits their use. The absence of a clear point of entry is particularly significant.

1.4 Inclusion and social connection issues

Discussions highlight social isolation, particularly among newly arrived seniors or those losing their usual points of reference. Contrary to some perceptions, rural communities can have closed social networks that make integration more difficult. There is a strong expressed need to strengthen connections between generations and communities.

1.5 Very concrete day-to-day constraints

Beyond systemic issues, several very practical difficulties were raised: physical accessibility of services, constraints related to daily travel, adaptation of living environments, and access to existing programs that are often poorly known or difficult to use.

1.6 A clear desire to better connect stakeholders

A strong consensus emerged around the need to strengthen collaboration among municipalities, organizations and partners in order to improve territorial coherence and create a smoother resident experience.

2. Priority needs identified

Based on these findings, several cross-cutting priority needs emerge:

- Strengthen connections and coordination among municipalities and local stakeholders
- Improve mobility and territorial accessibility
- Simplify and centralize access to information
- Support social, intergenerational and community inclusion
- Facilitate the integration of newcomers and seniors
- Highlight and increase the visibility of existing resources and programs
- Adapt services to concrete day-to-day realities
- Develop a more integrated approach to information dissemination and communication

VALIDATION OF THE POLICY AND MUNICIPAL ACTION PLANS

In addition to the actions defined at the MRC level, meetings were held with each municipality to identify specific issues and develop action plans adapted to local realities. This approach ensured that the particular characteristics of the territory were better taken into account and strengthened alignment between local and regional interventions.

The entire policy and action plans, at both the MRC and municipal levels, were then presented to the MRC Pontiac Council of Mayors. At the end of this process, the council formally endorsed the initiative by resolution in September 2026.

This validation stage confirmed the coherence of the directions, consolidated the commitment of elected officials and partners, and laid the foundation for a coordinated and structured implementation of the MADA process across the territory.

VISION



By 2031, the MRC Pontiac will be recognized as a community where every senior thrives while aging in a caring, inclusive, and interconnected environment.

This vision is based on a collective transformation driven by collaboration among municipalities in order to provide equitable, accessible services adapted across the territory. It is embodied in three major objectives:

- ensure a safe, accessible and connected living environment,
- eliminate barriers to social participation and access to information,
- break isolation by encouraging mutual assistance, particularly between generations.

Guided by values of care and dignity, the process places people at the heart of decisions. It also relies on solidarity and inclusion, promoting a vision of "one great Pontiac," where communities act as a united network. The accountability of each stakeholder, openness to new ideas, territorial equity and a proactive approach support this ambition to build a dynamic, respectful living environment committed to seniors' well-being.

MRC ACTION PLAN

The MRC action plan reflects a commitment to providing seniors with a living environment that is more accessible, inclusive and adapted to their realities. It is based on a coordinated approach focused on networking stakeholders, optimizing existing resources and improving coherence of interventions across the territory. The proposed actions cover several dimensions of seniors' daily lives in order to act in a comprehensive and integrated manner.

GENERAL OBJECTIVES

The action plan aims to improve access to information and services, strengthen coordination among stakeholders across the territory and support seniors' independence. It also seeks to promote social participation, reduce isolation and contribute to the development of safe, accessible and inclusive living environments.

SPECIFIC OBJECTIVES

More specifically, the planned actions aim to establish mechanisms that facilitate access to information and support for seniors, improve transportation solutions and mobility across the territory, and adapt infrastructure and public spaces. They also support the development of activities and initiatives that encourage social engagement, inclusion and mutual assistance, as well as measures that contribute to safety, aging at home and housing conditions adapted to seniors' realities.

ROLE OF THE MRC, MUNICIPALITIES AND VARIOUS PARTNERS

Within an integrated territorial approach, municipalities play a central role as the point of proximity with residents and the hub of the local system. They serve as the point of entry for the public, facilitate access to information, direct residents to appropriate resources and connect initiatives across the territory. Their role is less about providing every service themselves than about promoting the coordination, coherence and visibility of the existing offering in order to reduce fragmentation and simplify residents' pathways.

The MRC, for its part, plays a structuring support role at the regional level. It promotes collaboration among municipalities, encourages the sharing of tools and resources, and helps harmonize practices and communications throughout the territory. Through its regional leadership, it provides an overall vision and amplifies the impact of local actions.

Community partners - community organizations, the health network, associations and socioeconomic stakeholders - actively contribute to implementing the actions. They bring expertise, offer complementary services and participate in community mobilization. Collaboration among these stakeholders, often from varied sectors, strengthens territorial cohesion and helps ensure responses better adapted to seniors' needs.

The success of the process therefore rests on shared responsibility, with each stakeholder contributing, according to their role, to creating a more accessible, coherent and inclusive environment for seniors.







ACKNOWLEDGEMENTS

Despite the challenges specific to the implementation context, the collective MADA process of the MRC Pontiac was made possible through the collaboration and commitment of many local stakeholders.

We would like to warmly thank:

- the members of the MRC Pontiac steering committee;
- the members of the MADA committees of participating municipalities;
- the seniors who took part in the various consultation activities;
- elected officials across the territory and municipal general managers for their sustained involvement throughout the process;
- all organizations, partners and stakeholders who contributed to the reflection and mobilization;
- the staff members of MRC Pontiac.

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