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## RURBANIZATION POLICY

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ISSUE: Building on attracting new residents

### ITINERARY 5A

Date: Tuesday, September 10, 2013

Location: Lingwick Community Centre

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## PROMOTER

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### Presentation of the issue:

The project addresses a very heavy and widespread trend: the exodus from rural areas and major adverse changes in their attractiveness compared to the cities. The main obstacle to date has been the modulation of the programs, because certain ratios or standards can not be the same for rural and urban areas. The target clientele, and those we consider as highly relevant, are:

- young families (before the arrival of children, if any);
- life project (retirement, farmhouse, entrepreneurship, old house restoration).

One of the major challenges is to choose a good communication strategy and to allocate important financial resources.

### Presentation of the project:

Issued from a diagnosis made by the HSF SADC in 2006-2007, the issue of rurbanization is supported by the CLD, who adopts a dedicated policy and an action plan; these aim to retain and attract new residents in Haut-Saint-François.

Once the action plan is implemented, many of its components are integrated into axis 1 of the CLD's PALÉE, which specifically targets rurbanization. In 2008, the Tourism Development Officer position is replaced by that of Rurbanization Development Officer, and budgets are allocated for future projects related to the new axis.

The action plan is entrusted to a committee that reports to CLD. The committee is also responsible for monitoring the plan and the annual, or ad hoc, updates. Several actions are based on the development plans of the 14 municipalities that constitute the MRC, since these plans prioritize attracting new residents. This committee also met with new residents, mainly young families, to highlight the "pull factors" of the Haut-Saint-François region.

The main target audience is composed of young families. A communications consultant is hired to design an image, develop a website and prepare a contest. Some actions are supported by partners, since they fall under their responsibility; for example, the school board to provide daycare in each school or the MRC for the revision of Article 59. Therefore, CLD also has the responsibility to mobilize the entire community towards rurbanization actions. Currently, almost 100% of the plan is in progress or completed. The Rural Pact, territorial section, was entirely devoted to the implementation of the projects identified by the action plan. The territorial collective, consisting of the leaders from several organizations, is periodically challenged to join the effort.

**The key elements according to the promoter:**

- master the right elements of attractiveness;
- good balance between improving the offer and the promotional efforts;
- ownership of the regional priority by the municipalities;
- complicity from the significant partners;
- contribution from everyone as expert resources;
- local financial investment to leverage other sources.

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## QUESTION PERIOD

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Q.: Who was the promoter for the deployment of high-speed Internet?

A. (Dominic Provost): The MRC.

Q.: What are the reasons for the lack of success of Article 59?

A. (Dominic Provost): Presumably, the price for the larger land areas and also the fact that the owners are not salesmen.

Q.: Who sits on the rurbanization committee?

A. (Dominic Provost): Representatives from the partner organizations (CSSS, CSHC, SADC, CJE, CLD) and members of the civil society.

Q.: How did you proceed to assess the needs for public transit?

A. (Dominic Provost): Funds are available to conduct this type of research.

Q.: When will be the next Rural Pact?

A. (Dominic Provost): In the spring of 2014.

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## ADDITIONAL DOCUMENTATION

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**NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.**

PowerPoint of the day: [the slides associated with this initiative start on page 2.](#)