

PUBLIC CONSULTATION



**TELL US
ABOUT YOUR
TERRITORY!**

PRIZES TO BE WON!

PUBLIC CONSULTATION

Place branding strategy for the MRC Pontiac!

**Are you a full-time or seasonal resident or have you lived in the
region before?**

We want to hear from you! By taking part in this 5-minutes survey, you are contributing to an initiative focused on improving your region attractiveness.

For more information on the place branding strategy, please visit: www.mrcpontiac.qc.ca

It is important to fully complete the survey.

We look forward to hearing from you!

Thank you for your participation.

An initiative of the MRC de Pontiac, deployed by Visages régionaux.

QUESTIONNAIRE

1. I am...

- a woman
- a man
- I prefer not to answer

2. I am...

- 0-17 years old
- 18-34 years old
- 35-49 years old
- 50-64 years old
- 65-74 years old
- 75 years old and over

3. I am...

- single
- as a couple
- as a couple, with child(ren)
- single parent

4. My level of education is...

- High School Diploma (DES)
- Diploma of Vocational Studies (DVS)
- Attestation of Vocational Studies (AVS)
- College diploma (DEC)
- Attestation of Collegial Studies (ACS)
- Graduate degree (BAC, DESS, Master's, PhD)
- Non-Graduate

5. My work activities are in ...

- construction, production and handling
- business, finance and administration
- arts, culture and communication
- accommodation, food and food services
- agriculture, fisheries, mining and forestry
- sports, tourism and recreation
- computer science and technology
- transportation
- education, health and social services
- customer service
- not applicable

6. I live in the region...

- full time
- on a seasonal basis

7. I live in the municipality of...?

- | | |
|---|--|
| <input type="checkbox"/> Alleyn-et-Cawood | <input type="checkbox"/> Litchfield |
| <input type="checkbox"/> Bristol | <input type="checkbox"/> Mansfield-et-Pontefract |
| <input type="checkbox"/> Bryson | <input type="checkbox"/> Otter Lake |
| <input type="checkbox"/> Campbell's Bay | <input type="checkbox"/> Portage-du-Fort |
| <input type="checkbox"/> Chichester | <input type="checkbox"/> Rapides-des-Joachims |
| <input type="checkbox"/> Clarendon | <input type="checkbox"/> Shawville |
| <input type="checkbox"/> Fort-Coulonge | <input type="checkbox"/> Sheenboro |
| <input type="checkbox"/> L'Île-du-Grand-Calumet | <input type="checkbox"/> Thorne |
| <input type="checkbox"/> L'Isle-aux-Allumettes | <input type="checkbox"/> Waltham |
| <input type="checkbox"/> Other : _____ | |

8. I have been a resident of the region for...?

- 5 years and less
- Between 5 and 10 years
- More than 10 years
- Always and forever!

9. I have a job...

- full time
- part time
- seasonal
- I am looking for a job
- I am retired

10. My work is located in...

- | | |
|---|--|
| <input type="checkbox"/> Alleyn-et-Cawood | <input type="checkbox"/> Mansfield-et-Pontefract |
| <input type="checkbox"/> Bristol | <input type="checkbox"/> Otter Lake |
| <input type="checkbox"/> Bryson | <input type="checkbox"/> Portage-du-Fort |
| <input type="checkbox"/> Campbell's Bay | <input type="checkbox"/> Rapides-des-Joachims |
| <input type="checkbox"/> Chichester | <input type="checkbox"/> Shawville |
| <input type="checkbox"/> Clarendon | <input type="checkbox"/> Sheenboro |
| <input type="checkbox"/> Fort-Coulonge | <input type="checkbox"/> Thorne |
| <input type="checkbox"/> L'Île-du-Grand-Calumet | <input type="checkbox"/> Waltham |
| <input type="checkbox"/> L'Isle-aux-Allumettes | <input type="checkbox"/> Gatineau-Ottawa |
| <input type="checkbox"/> Litchfield | <input type="checkbox"/> Ne s'applique pas |
| <input type="checkbox"/> Other : _____ | |

11. The 5 most representative values of the place where I live are...?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> audacity | <input type="checkbox"/> generosity |
| <input type="checkbox"/> autonomy | <input type="checkbox"/> ingenuity |
| <input type="checkbox"/> creativity | <input type="checkbox"/> integrity |
| <input type="checkbox"/> user-friendliness | <input type="checkbox"/> freedom |
| <input type="checkbox"/> collaboration | <input type="checkbox"/> inclusion |
| <input type="checkbox"/> determination | <input type="checkbox"/> perseverance |
| <input type="checkbox"/> discretion | <input type="checkbox"/> respect |
| <input type="checkbox"/> excellence | <input type="checkbox"/> savoir-être |
| <input type="checkbox"/> commitment | <input type="checkbox"/> solidarity |
| <input type="checkbox"/> family | <input type="checkbox"/> tradition |
| <input type="checkbox"/> Other : _____ | |

12. For me to be even happier here, it is missing.....

- | | |
|---|---|
| <input type="checkbox"/> affordable properties | <input type="checkbox"/> parks |
| <input type="checkbox"/> beautiful and accessible houses | <input type="checkbox"/> a library |
| <input type="checkbox"/> affordable housing | <input type="checkbox"/> young people |
| <input type="checkbox"/> beautiful apartments - condos | <input type="checkbox"/> public transit |
| <input type="checkbox"/> jobs | <input type="checkbox"/> a bakery |
| <input type="checkbox"/> entrepreneurial opportunities | <input type="checkbox"/> a grocery store |
| <input type="checkbox"/> daycare spaces | <input type="checkbox"/> a convenience store |
| <input type="checkbox"/> activities for the family | <input type="checkbox"/> restaurants |
| <input type="checkbox"/> opportunities to get involved | <input type="checkbox"/> coffee shops |
| <input type="checkbox"/> sustainable development initiatives | <input type="checkbox"/> a pharmacy |
| <input type="checkbox"/> places to play sports | <input type="checkbox"/> a bicycle path |
| <input type="checkbox"/> health services (clinic, hospital, CLSC, etc.) | <input type="checkbox"/> a microbrewery or a bar |
| <input type="checkbox"/> an elementary school | <input type="checkbox"/> festivals or events |
| <input type="checkbox"/> a high school | <input type="checkbox"/> outdoor spaces |
| <input type="checkbox"/> specialized school programs | <input type="checkbox"/> high speed Internet |
| <input type="checkbox"/> training offers | <input type="checkbox"/> quality cellular network |
| <input type="checkbox"/> a performance hall | <input type="checkbox"/> Other: _____ |

13. Living here is.....

- | | |
|---|--|
| <input type="checkbox"/> affordable | <input type="checkbox"/> hosting |
| <input type="checkbox"/> fun, fun, fun! | <input type="checkbox"/> solidarity |
| <input type="checkbox"/> authentic | <input type="checkbox"/> avant-garde |
| <input type="checkbox"/> diversified | <input type="checkbox"/> cooperative |
| <input type="checkbox"/> traditional | <input type="checkbox"/> family |
| <input type="checkbox"/> complicated | <input type="checkbox"/> relax |
| <input type="checkbox"/> invigorating | <input type="checkbox"/> cultural |
| <input type="checkbox"/> curator | <input type="checkbox"/> open |
| <input type="checkbox"/> eco-friendly | <input type="checkbox"/> technology |
| <input type="checkbox"/> democratic | <input type="checkbox"/> boring |
| <input type="checkbox"/> community | <input type="checkbox"/> sports |
| <input type="checkbox"/> expensive | <input type="checkbox"/> creative |
| <input type="checkbox"/> modern | <input type="checkbox"/> urban |
| <input type="checkbox"/> multicultural | <input type="checkbox"/> outdoors |
| | <input type="checkbox"/> Other : _____ |

14. Are you proud to live in the MRC Pontiac?

- Yes
- No

15. To live here, you have to be.....

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> adventurous | <input type="checkbox"/> introverted |
| <input type="checkbox"/> curious | <input type="checkbox"/> extroverted |
| <input type="checkbox"/> serious | <input type="checkbox"/> intellectual |
| <input type="checkbox"/> combative | <input type="checkbox"/> manual |
| <input type="checkbox"/> resilient | <input type="checkbox"/> persevering |
| <input type="checkbox"/> organized | <input type="checkbox"/> joyful |
| <input type="checkbox"/> calm | <input type="checkbox"/> down-to-earth |
| <input type="checkbox"/> dynamic | <input type="checkbox"/> festive |
| <input type="checkbox"/> resourceful | <input type="checkbox"/> go-getter |
| <input type="checkbox"/> creative | <input type="checkbox"/> Other : _____ |

16. In 2040, what would you like the MRC to have accomplished and also be recognized for...?

17. The MRC is currently laying down the ground work for the preparation of its new strategic planning. In the process, nine subjects have been targeted to become those for future development initiatives.:

1. Quality living environments and local services
2. Sustainable mobility
3. Territory Development
4. Climate change, biodiversity and species at risk
5. Security and resilience
6. Agriculture and agrotourism
7. Tourism development
8. Entrepreneurship and innovation
9. Forestry

1- Do you have any comments on the selected subjects?

2- Are there any subjects that you consider missing from this list? If yes, which ones?

18. From the following subjects, please pick the 3 you find the most important to work on.

- 1. Quality living environments and local services
- 2. Sustainable mobility
- 3. Territory Development
- 4. Climate change, biodiversity and species at risk
- 5. Security and resilience
- 6. Agriculture and agrotourism
- 7. Tourism development
- 8. Entrepreneurship and innovation
- 9. Forestry
- Other : _____

MOODBOARDS

For the next questions, we will present you with **three different Moodboards**. These boards are used to create atmosphere that could represent your county, in images and colors, and to discard certain less representative trails.

Indicate what most represents life in the region in the following three (3) proposals.

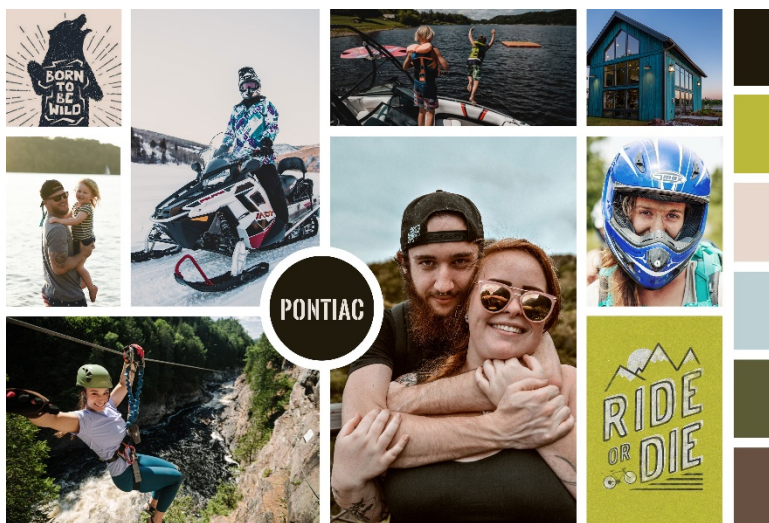
Board #1 | In the following images, what most represents **life in the region**?
Comment on the colors, photos, icons, writing style, shape of letters, etc.



Board #2 | In the following images, what most represents **life in the region**?
Comment on the colors, photos, icons, writing style, shape of letters, etc.



Board #3 | In the following images, what most represents **life in the region**?
Comment on the colors, photos, icons, writing style, shape of letters, etc.



CONTEST

By participating in this public consultation, you have a chance to win one of three prizes:

1st prize | A stay at Bryson Lake Lodge (value of 500\$)

2nd prize | A Pontiac's local products gift box (value of 200\$)

Please enter your name, phone number and email :

Name : _____

Phone number : _____

Email : _____

The contest rules are available on the website of the MRC : www.mrcpontiac.qc.ca

The draw will take place on October 29, 2020 at 1 :30 pm.

THANK YOU FOR YOUR PARTICIPATION!

**PLEASE SUBMIT THIS QUESTIONNAIRE TO THE MUNICIPAL OFFICE
OF YOUR MUNICIPALITY.**