



## Gateway Attainable Housing Project Community Engagement and Communication Action Plan

### Key Objectives:

1. Inform and provide education on attainable housing impacts and framework
2. Communicate and be responsive to input and concerns to achieve integration of the project in the community
3. Secure a Design Builder Proponent through the Request for Proposal with a well developed community engagement plan and that demonstrates conformance with Site Design Guidelines

Key Message	To Whom - Audience	What - Deliverable	How - Delivery Methods	From Whom	Why - purpose
<b>EARLY STREAM: EDUCATION AND UNDERSTANDING OF ATTAINABLE HOUSING 2020 -JUNE 2021</b>					
<p>Attainable housing has been identified as a priority for our community</p> <p>Attainable housing is a community investment. Community and social impacts to be gained.</p> <p>Framework needed for achieving attainable housing</p>	<p>Residents</p> <p>Community Groups</p> <p>Town staff</p> <p>Housing Industry</p>	<p>Articles (monthly newsletter, publications)</p> <p>FAQ section on website</p> <p>Knowledge sharing with housing development sector</p> <p>Dedicated resource for social media</p>	<p>BMAHC newsletter</p> <p>Publications</p> <p>BMAHC social media</p> <p>Meetings/workshops</p> <p>Create visuals</p>	<p>ED</p> <p>Board</p>	<p>Broaden understanding of attainable housing framework for below market housing (mixed income, mixed use development)</p> <p>Tools in place to support attainable housing by non profit and private development sector</p> <p>Impact to not providing attainable housing</p> <p>Build broad social audience and facilitate dialogue with those interested in the housing</p>
<p>Project Business Plan will achieve identified housing needs and financial viability</p>	<p>Residents</p> <p>External stakeholders</p>	<p>Gateway Project Business Plan</p> <p>Town Hall</p>	<p>Live stream presentation</p>	<p>Board, ED</p> <p>Members of Business</p>	<p>Inform decision rationale on project concept and business plan</p>



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<p>to help fulfill identified rental housing gap in TBM</p> <p>Attainable housing has been identified as a priority by Council through the Sustainable Path strategic plan and a key area of community concern</p>		<p>Share notification of meeting:</p> <ul style="list-style-type: none"> <li>• BMAHC Newsletter</li> <li>• Groups &amp; Assoc: Council Communication Advisory Committee, BMRA, Chamber, Business Community, Design Guideline Task Force</li> <li>• Town e-blasts</li> <li>• Social media</li> <li>• Bang the Table push to project followers and project lifecycle</li> <li>• Advertising (no cost)</li> </ul> <p>Post Presentation: Video on website</p>	<p>Social media videos and website profiles of Tenant and business challenges related to housing</p>	<p>Community ,</p> <p>Gateway Registrants</p> <p>Town planning staff</p>	<p>Hear directly from those impacted by housing challenges</p> <p>Address questions, concerns and ideas from community</p> <p>Advise of planning amendment application process for residents to provide their view</p>



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		Update FAQs on website  Share key FAQs on social media in video clips			
<p>The Planning amendment application and Request for Proposal process has requirements that will ensure conformance with the site design guidelines</p> <p>BMAHC and the community want this to be a success and is working with the community and Proponents to ensure the development will result in welcoming homes.</p>	<p>Board</p> <p>RFP Evaluation Team</p> <p>Residents</p>	<p>Report to Board on Site Design Guidelines</p>	<p>Proposed Design guidelines from Task Force to BMAHC Board</p> <p>Inclusion in RFP and planning amendment application</p> <p>Website</p>	<p>ED</p> <p>Design Guideline Taskforce</p>	<p>To inform the planning application and RFP evaluation and selection for the Gateway design builder Proponent</p>
<b>MID-STREAM INCREASE AWARENESS OF PLANNING AMENDMENT APPLICATION PROCESS AND OPPORTUNITIES JUNE – SEPTEMBER 2021</b>					
<p>Project presents excellent opportunity to leverage Town owned site to address housing need identified as a priority for the Town.</p> <p>Help make this project a success by providing input</p>	<p>Town staff</p> <p>Public</p> <p>Council</p>	<p>June/July to complete materials for application</p> <p>Create visuals from conceptual site plan to visualize interface with surrounding area</p>	<p>Pre-consultation meeting with Town staff</p> <p>Town planning process communications (signage,</p>	<p>ED</p> <p>Town Staff</p>	<p>Awareness of public engagement opportunities</p> <p>Collate what was heard from the community – concerns and design considerations for the project guidelines in the RFP</p>



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<p>in the Planning Process to achieve identified housing needed in the town.</p>	<p>Community Groups</p>	<p>Public meeting dates TBD</p>	<p>notifications, advertising, etc)</p> <p>Media Newsletter, social media and website updates on public engagement dates</p> <p>Open House and Council Public Meeting</p>		
<p>The Request for Proposal process has requirements that will ensure that a design builder is secured who will engage with the community and exceed the design guidelines</p> <p>An innovative, environmentally sustainable attainable housing project is coming to TBM.</p> <p>Help make this project a success by providing feedback on the design submissions for this attainable housing project.</p>	<p>Board Council Residents</p>	<p>Criteria in RFP for Design Builder to explain how they will engage the community; scoring criterion for community evaluation</p> <p>Report to Board on RFP</p> <p>Report to Council on issuance of RFP</p>	<p>Issue RFP</p> <p>Meeting (virtual) for public presentation of design submissions received</p>	<p>ED and RFP Evaluation Team</p>	<p>Community engagement throughout development cycle is highly valued</p>



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<b>END STREAM (To Be Further Developed) Fall 2021</b>					
<p>Gateway project is excellent opportunity to leverage Town land and contributions from other levels of government to address a need for attainable housing in TBM.</p> <p>An innovative, environmentally sustainable attainable housing project is coming to TBM.</p>	<p>All</p> <p>Regional stakeholders</p> <p>Funders and Sponsors</p>	<p>Signage on site</p> <p>Media Event</p>	<p>Media</p> <p>Public media event</p>	<p>Board</p> <p>Council</p>	<p>Outcome of planning amendment process</p> <p>Selection of builder</p> <p>Celebrate successes and key milestone of the development of attainable housing</p>

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## Engagement Methods

Methods	Tools	Description
Face to Face	Public meetings /Town Halls Focus Groups and Workshops Internal and External Stakeholder meetings Project events	<p>Public meetings with residents and resident groups to provide Project information at key milestones, answer questions and listen to feedback or concerns.</p> <p>Attending meetings with stakeholder groups to provide information regarding the Project and attainable housing strategies. Gather input, solutions and ideas to consider in strategies.</p> <p>Held in conjunction with funding partners, these events will highlight key Project milestones.</p>
Online	Electronic newsletters BMAHC website Your View Gateway Project (Bang the Table) Town e-blasts Town website Survey and polls Digital advertising Town tv screens	<p>News and project updates on a regular basis.            Distribute information materials to subscriber groups via email</p> <p>Website to host key background documents for long term reference, current activities, reports and other visuals. FAQ feature to update regularly with questions. Contact Us email. Drive traffic to website for source documents.</p> <p>Registration list of prospective tenants expressing interest in Gateway project is maintained separately and communication for project specific updates and engagement opportunities.</p> <p>Gateway project specific activities, project lifecycle and milestones. Utilize Survey tools, host videos</p>
Advertising	Blue Mountain Review Neighbours of Blue Mountains Our Homes Mountain Like On The Bay Roadside Signage	<p>Low or no cost            Credible sources            Share real examples of impacts from lacking of housing</p>



Methods	Tools	Description
Social Media	BMAHC Facebook Town Twitter	Build social audience. Encourage dialogue. Share information about the project, real estate and housing sector news and information to support for renters/homeowners. FAQs. Share videos/photos of construction progress and stories of housing challenges for residents or potential residents and workforce challenges for businesses and employers.  Promote housing affordability by building social network that encourages discussion and sharing. Build community within real estate and housing sector  Drive traffic to website
Print	Project signage Utility bill insert Direct Mail	Partner recognition  Advise of key dates and events when long lead time available
Media	Radio, Print	Mass audience, Multimedia approach, time driven

## Audiences

Residents	All residents
Town Staff	CAO, Senior Management Team,
Community Groups (associations & organizations)	BMRA, Design Guideline Task Force, faith based groups, Rotary, Kinettes, Communications Advisory Committee, Economic Development Advisory Committee, Gateway Registrants (future tenants)
Business Community	Chamber of Commerce, Business Community Roundtable, BIA
Council	Town Council
Regional stakeholders	Grey County, Southern Georgian Bay Housing Subcommittee, other non profit housing corporations
Funders and Sponsors	Government of Ontario, Government of Canada, CMHC, FCM, Town
Housing Industry	GTDI, private industry, ONPHA, non profit housing developers, realtors