



# STAFF REPORT

## Board Meeting

**MEETING DATE:** 6 January 2022

**REPORT:** C.1 Communications Plan

**AUTHOR:** Jennifer Bisley, Executive Director

### A. Recommendation

---

THAT The Blue Mountains Attainable Housing Corporation receive Item C.1 Communications Plan for information.

AND THAT The Blue Mountains Attainable Housing Corporation provide direction to staff in drafting a final Communications Plan for Board approval.

### B. Background

---

At the March 4<sup>th</sup>, 2021, Board meeting, the Board received Item [B.1.1 Nadia Galati, Principal, Process Re: Communications Focus Group Report](#) for information purposes and requested the Executive Director to develop an immediate/interim Communications and Action Plan for consideration.

At the May 6, 2021, Board meeting, the Board endorsed the [Gateway Site Communications Strategy](#) as presented.

At the November 4, 2021, Board meeting, the Board directed the Executive Director to create a communication strategy and plan, to include quarterly public meetings about the business and developments of the Corporation, no later than the January 2022 Board meeting.

### C. Analysis

---

The Executive Director conducted a scan of prior reports and current communications tools and prepared a communications plan framework to outline the purpose, approach, objectives, audiences, key messages, tools, and a course of action to support the corporation in fulfilling its mandate. The Executive Director will lead the Board in a discussion using the framework and asking for feedback on each aspect of the plan to be used in drafting a final Communications Plan. The framework is outlined in the attached PowerPoint presentation.

### D. Financial Impact

---

None

**Attachments:** Communications Plan for Discussion, Presentation



# Communications Plan

## FOR DISCUSSION

Board Meeting Date: January 6, 2022

# PURPOSE

Set out the **communications approach, objectives, audiences, key messages, tools, and 2022 course of action** to support the Corporation in fulfilling its mandate.

# APPROACH

## **Openness**

- Provide access to individuals, interactions, and information
- Be receptive to questions, comments, and ideas

## **Transparency**

- Provide clear, timely, and relevant information
- Focus on quality rather than quantity of information

## **Public Participation**

- Engage with individuals and groups interested in and impacted by decisions and actions

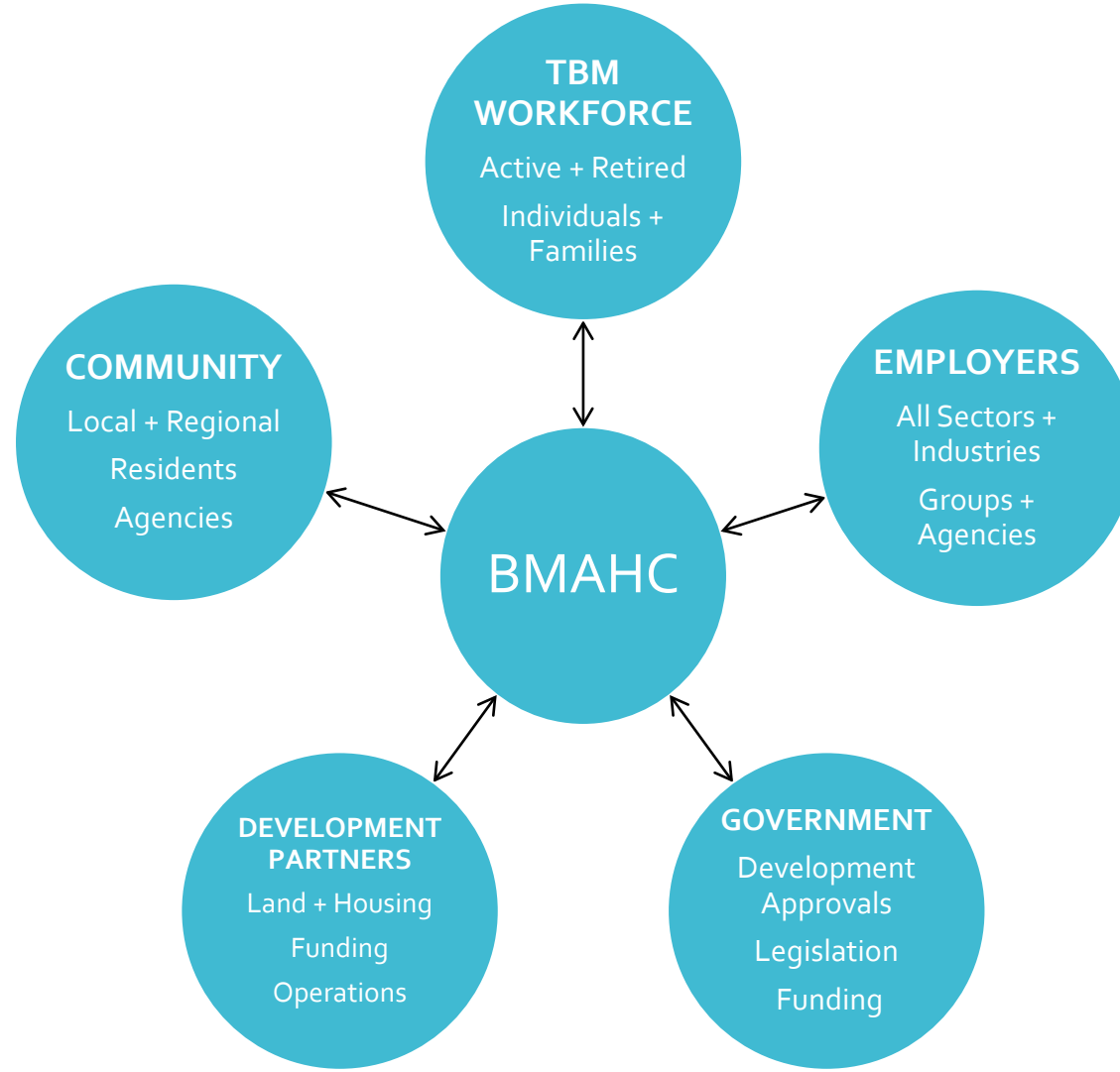
# OBJECTIVES

Increase our understanding of stakeholder needs and concerns to inform program and project design and delivery

Increase awareness and understanding of Attainable Housing:

- to build broad community and government support, and
- to facilitate innovative housing partnerships and opportunities

# AUDIENCE



# KEY MESSAGES

## THE NEED

Increasing the range of housing options available to meet the diverse needs of workers is vital to ensure the overall economic sustainability of The Blue Mountains

Attainable Housing is a priority for the community

# KEY MESSAGES

## **ROLE OF THE CORPORATION**

The Corporation is an advocate, catalyst, and provider of Attainable Housing

The Corporation's mandate is to facilitate a supply of housing accessible to a broader range of the population to support economic and workforce development

Helping you live here



# KEY MESSAGES

## **ATTAINABLE HOUSING IS...**

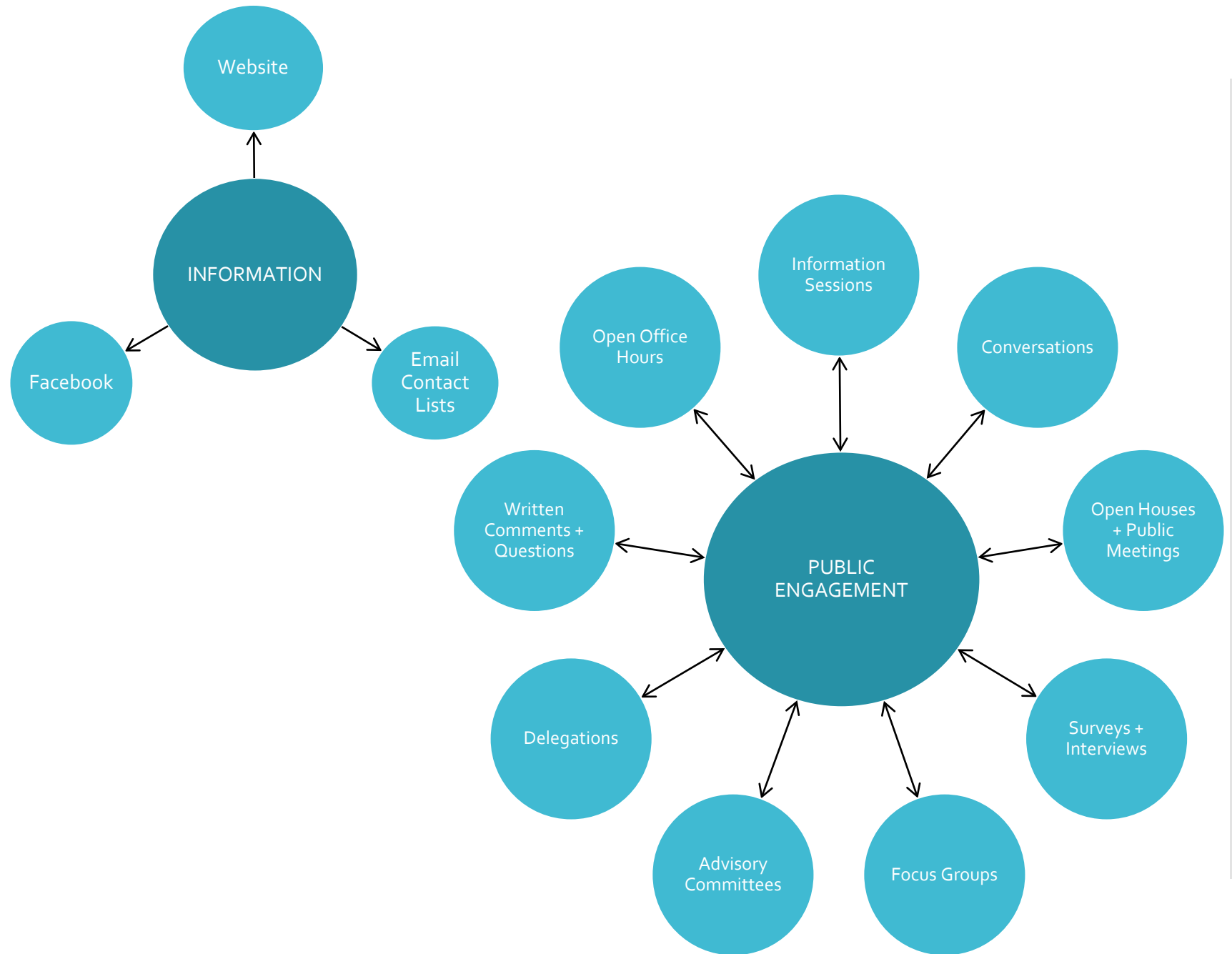
Attainable Housing is a strategic and financially sustainable investment in the community to benefit current and future generations.

Attainable Housing brings ownership and rental housing within reach of moderate-income individuals and families.

Attainable Housing is for the active and retired workforce across economic sectors in The Blue Mountains.

Live where you work

# TOOLS



# 2022 COURSE OF ACTION

- Finalize communications plan
- Initiate review and update website, email distribution lists, Facebook page
- Initiate real time community updates and notifications
- Invite community to engage
  - By submitting questions, suggestions + requests online or to ED directly through regular open (virtual) office hours
  - By participating in Board meetings as appropriate
- Hold series of Attainable Housing and Gateway information sessions for employees and employers
- Hold Gateway public forums at key project milestones, including
  - Planning application open houses + statutory public meetings
  - Award of Design Build RFP
  - Government funding requests/approvals