

---

To: Housing Committee

From: Laurel Cowan, Regional Planner, Affordable Housing

Date: October 29, 2019 Meeting Date: November 6, 2019

Subject: **Metro Vancouver Housing 10-Year Plan - Launch Strategy**

---

### **RECOMMENDATION**

That the Housing Committee receive for information the report dated October 29, 2019 titled “Metro Vancouver Housing 10-Year Plan - Launch Strategy.”

---

### **PURPOSE**

To inform the Housing Committee about the proposed process for raising broad awareness of the *Metro Vancouver Housing 10-Year Plan* along with targeted engagement and immediate next steps to launch implementation of the Plan.

### **BACKGROUND**

The *2019 – 2022 Board Strategic Plan* outlines Strategic Directions for Housing Services, the first of which is to “develop and implement a Metro Vancouver Affordable Housing Plan.” The *Metro Vancouver Housing 10-Year Plan* was approved by the MVHC Board on November 1, 2019.

The *Metro Vancouver Housing 10-Year Plan* recommendations were developed with input from the Housing Committee, MVHC Board, technical consultants, Metro Vancouver staff from a range of departments, best practice research and industry standards, scans of other affordable housing providers, and guidance from regional, provincial, and national plans and policies.

While the Plan will have a significant impact on affordable housing in the region, it is focused on internal MVHC operations and financing, and therefore, did not involve extensive member consultation.

### **METRO VANCOUVER HOUSING 10-YEAR PLAN: LAUNCH STRATEGY**

Now that the *Metro Vancouver Housing 10-Year Plan* has been approved staff will undertake a comprehensive outreach campaign to share the Plan broadly with members, tenants, stakeholders, and the public. This will include targeted engagement with member jurisdictions, other orders of government, and other potential partners, to discuss implementation and identify opportunities to work together to meet common goals and support more affordable housing throughout the region.

This report outlines the proposed process for raising awareness of the *Metro Vancouver Housing 10-Year Plan* and immediate next steps to begin implementation, including:

- Initial launch communications
- Targeted outreach and engagement with members
- Targeted outreach with housing industry stakeholders at the upcoming Housing Central Conference

- Next steps to develop an Expression of Interest for member jurisdictions to identify potential properties for the development of new MVHC affordable rental housing
- Next steps to develop funding applications for provincial and federal governments

Communications will target a range of audiences including:

- Member jurisdictions (elected officials, senior leadership, planning staff)
- Tenants
- Metro Vancouver staff and service partners
- Other orders of government
- Housing industry stakeholders
- Media and the general public

**Initial Launch Communications**

The following communications will follow the approval and release of the *Metro Vancouver Housing 10-Year Plan* to begin broad awareness raising:

Item/Description	Target Audiences	Materials
Notice to elected officials	<ul style="list-style-type: none"> <li>• Elected officials</li> </ul>	<ul style="list-style-type: none"> <li>• Written notice</li> </ul>
Memos to advise key stakeholders about highlights from the Plan and provide contact information for enquiries	<ul style="list-style-type: none"> <li>• Metro Vancouver Housing staff</li> <li>• Housing service partners</li> <li>• Key industry stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Memo to housing staff</li> <li>• Memo to service partners</li> <li>• Memo to key industry stakeholders</li> </ul>
Tenant special notice	<ul style="list-style-type: none"> <li>• Tenants</li> </ul>	<ul style="list-style-type: none"> <li>• Posters in all building offices with copies of the 10-Year Plan</li> <li>• Email notice to mailing list and Tenant Associations</li> </ul>
Media release with key highlights from the Plan and provide contact information for enquiries	<ul style="list-style-type: none"> <li>• General public</li> </ul>	<ul style="list-style-type: none"> <li>• Media release</li> <li>• Responses to media enquiries</li> </ul>
Presentations to member jurisdictions with key highlights from the Plan, focused on partnership opportunities with members	<ul style="list-style-type: none"> <li>• Regional Administrators Advisory Committee</li> <li>• Regional Planning Advisory Committee</li> <li>• Regional Planning Advisory Committee – Housing Subcommittee</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations to municipal leadership and staff via regional committees</li> <li>• Additional meetings and presentations (as requested)</li> </ul>
Online communications through website, social media, and e-newsletters	<ul style="list-style-type: none"> <li>• General public</li> <li>• Metro Vancouver staff</li> </ul>	<ul style="list-style-type: none"> <li>• Metro Vancouver – main page and Housing webpage</li> <li>• Metro Vancouver social media</li> <li>• Internal Metro Vancouver staff newsletters</li> </ul>

		<ul style="list-style-type: none"> <li>• External Metro Vancouver Update (general email list)</li> <li>• Other public newsletters (e.g., Regional Planning updates)</li> </ul>
--	--	--

**Targeted Outreach with Member Jurisdictions and Other Orders of Government**

Along with the initial broad communications, Metro Vancouver Housing will issue formal outreach to member jurisdictions and other orders of government to share copies of the Plan, identify potential opportunities for partnership, and request meetings for further discussion.

Item/Description	Target Audiences	Materials
Formal outreach to member jurisdictions and other orders of government	<ul style="list-style-type: none"> <li>• Elected officials</li> <li>• Senior leadership</li> <li>• Staff</li> <li>• Provincial and federal governments</li> </ul>	<ul style="list-style-type: none"> <li>• Letters to member jurisdictions and Ministers</li> <li>• Copies of the 10-Year Plan for leadership and elected officials (and others as requested)</li> </ul>
Presentations and engagement with member jurisdictions and other orders of government	<ul style="list-style-type: none"> <li>• Member jurisdiction leadership and staff</li> <li>• Provincial and federal governments</li> </ul>	<ul style="list-style-type: none"> <li>• Additional meetings and presentations to each member jurisdiction and provincial and federal agencies</li> </ul>

**Targeted Outreach with Housing Industry Stakeholders**

A key opportunity to raise awareness of Metro Vancouver Housing and the new Plan is through the annual Housing Central Conference, November 17 – 19<sup>th</sup>, hosted by the BC Non-Profit Housing Association and partners. As a conference sponsor, there are several opportunities for promotion, including:

Item/Description	Target Audiences	Materials
Plenary introduction by Chair Hurley, including an overview of Metro Vancouver Housing and the new 10-Year Plan	<ul style="list-style-type: none"> <li>• Housing industry stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• n/a (speaking notes)</li> </ul>
Delegate bag promotional materials	<ul style="list-style-type: none"> <li>• Housing industry stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• 10-Year Plan Summary</li> <li>• Partnership information card</li> </ul>
Table materials & trade booth	<ul style="list-style-type: none"> <li>• Housing industry stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• 10-Year Plan (Summary and Full versions)</li> <li>• Partnership information card</li> <li>• Sample tenant newsletters</li> </ul>

### **Next Steps – Expression of Interest for Member Lands**

To prepare for the 2020 budget cycle, including the recently approved \$4 million annual tax requisition to support MVHC housing development on leased member and regional lands, Metro Vancouver Housing will prepare and issue an Expression of Interest (EOI) for member jurisdictions to submit information on under-utilized municipal lands that may be suitable for affordable rental housing.

This initial EOI will be issued in early 2020. It will include criteria for prioritizing sites to support complete and healthy communities for tenants and ensure regional equity in the provision of MVHC housing.

Given the scope of the 10-Year Plan, it is likely that Metro Vancouver Housing will issue multiple phased EOI's over the next decade to allow for member jurisdictions to re-assess opportunities over time, and to ensure the equitable distribution of MVHC housing services across the region.

### **Next Steps – Funding Applications**

Another immediate next step is to initiate discussions and funding applications to BC Housing and or the Canadian Mortgage and Housing Corporation. Metro Vancouver Housing's 10-Year Plan will provide a foundation for further discussion about potential funding opportunities to leverage initial investments and provide even more affordable housing in the region.

### **ALTERNATIVES**

This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

Communications and next steps will be implemented by Metro Vancouver staff and are included in the 2019 and 2020 Affordable Housing Policy and Planning budgets.

### **SUMMARY / CONCLUSION**

The *Metro Vancouver Housing 10-Year Plan* was approved by the MVHC Board on November 1, 2019. Now that the Plan has been approved staff will undertake a comprehensive outreach campaign to share the Plan broadly with members, stakeholders, and the public. This will include targeted engagement with member jurisdictions, other orders of government, and other potential partners to discuss implementation and identify opportunities to work together to meet common goals and support more affordable housing throughout the region.

This report outlines the proposed process for raising broad awareness of the *Metro Vancouver Housing 10-Year Plan* along with targeted engagement and immediate next steps to launch implementation.