

Welcome to the Webinar

-We will begin shortly-

Economic Development Division Webinar Series

Presents:

Affordable Market Housing Webinar Series



Ideas for Engaging Neighbourhoods on Affordable Market Housing

Thursday November 27, 2014
1:30 - 3:00pm PST

Audio information:

- Dial-In Number: 1 877 353 9184
- Conference ID: **5012833**
- Mute phone: mute button or *6
- Please do not put phone on hold**

Visual Information:

Click on "Voice and Video" in the menu bar

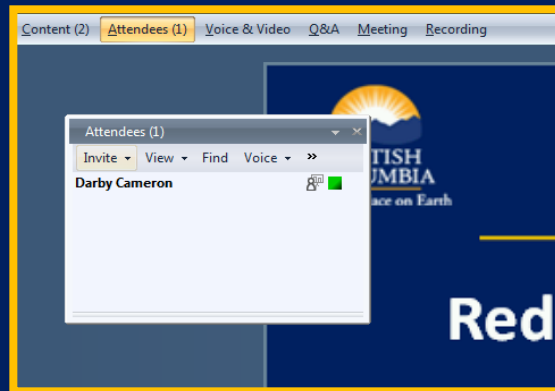
Troubleshooting:

Follow instructions in the meeting invitation. Call IT support at 250 356 9600 if issues cannot be resolved.

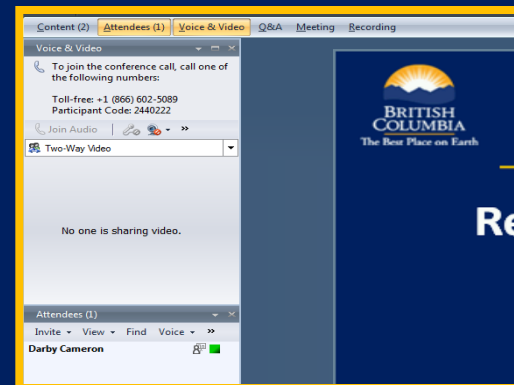
The LiveMeeting Environment

For the best experience, you'll want to dock the Attendee and Audio & Video panes.

1. Click and drag the appropriate Menu option on the top left to the bottom left area

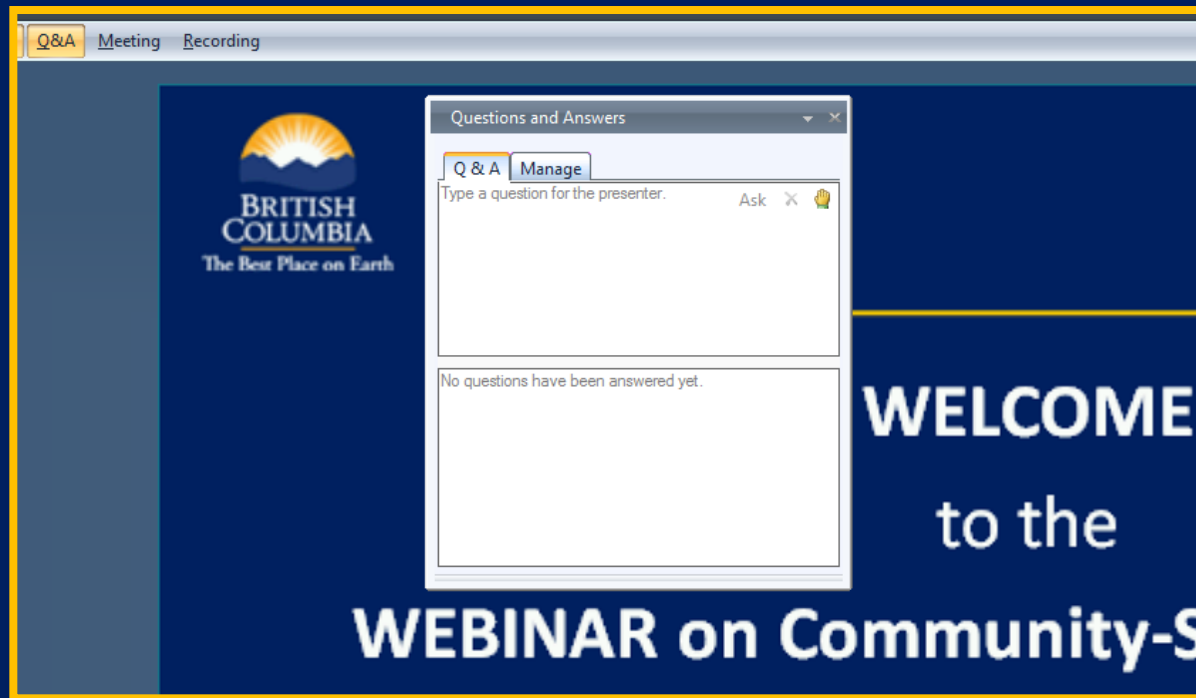


2. Release the pane in the shaded area. Repeat for the other desired menu items.



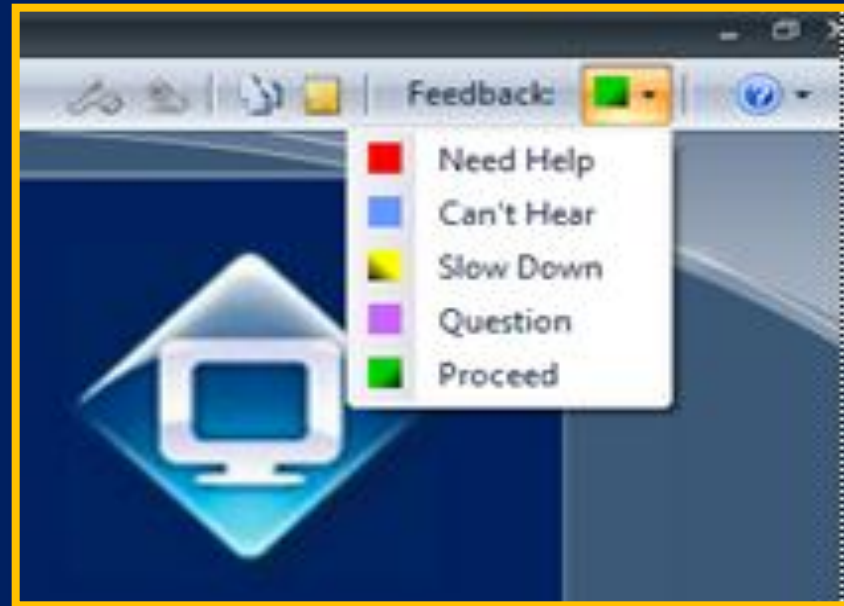
The LiveMeeting Environment: Q&A

You can post a question to be answered by the presenter at any time. Just click on the **Q&A** button in the toolbar at the top left of your screen, type in your question and hit Enter. We'll respond to your question as soon as possible.



The LiveMeeting Environment: Feedback

You can provide feedback during the presentation. From the **Feedback** drop-down pane in the upper right corner of the toolbar, click the appropriate option from the “feedback to presenter” drop down list.





BRITISH COLUMBIA
REAL ESTATE
ASSOCIATION

Canadian
Home Builders'
Association

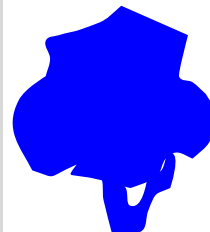


Ideas for Engaging Neighbourhoods on Affordable Market Housing

**Webinar #3 in the Affordable Market Housing
Fall 2014 Webinar Series**

Date: Thursday November 27, 2014

Time: 1:30 – 3:00 p.m. Pacific Time

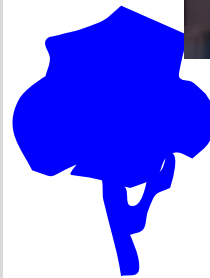


Quick Poll



Gary Pooni

President
Brook Pooni Associates



Approaches to Public Consultation & Communication

**What you need to know as
development planners**

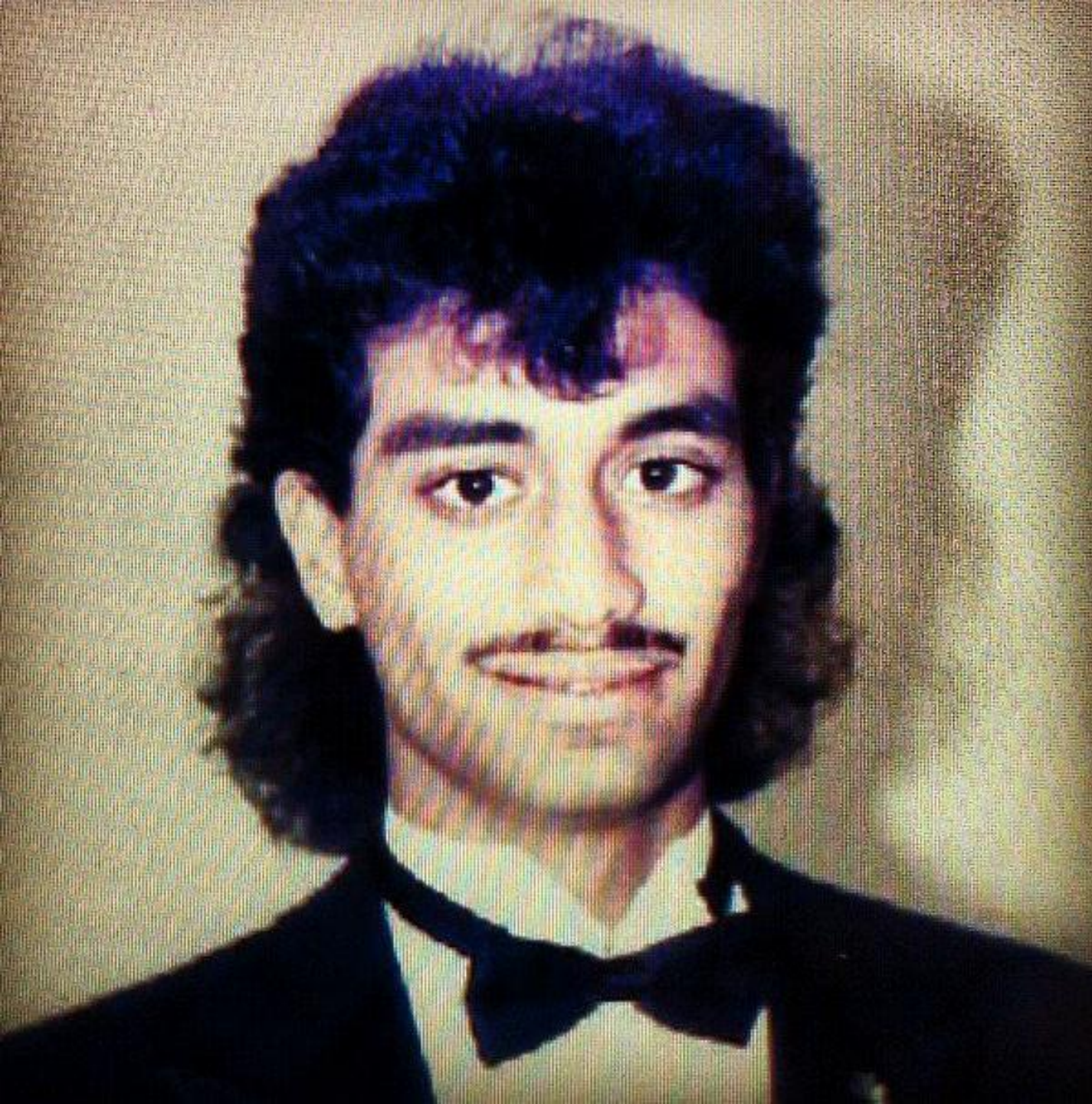






**CHANGE
AHEAD**

A yellow diamond-shaped road sign with a black border. The sign is mounted on a metal post, and a single screw is visible at the bottom center. The background is a clear blue sky.



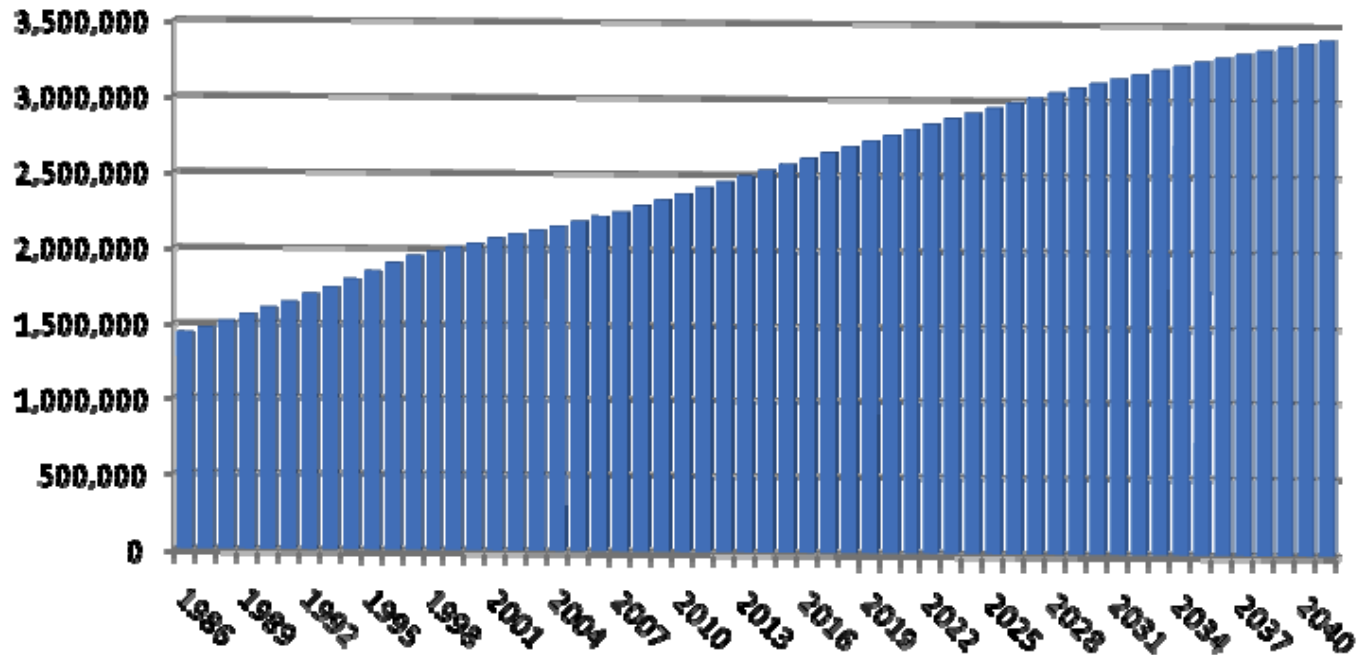
Top 5 Things To Know

1. We live in a growing, changing region
2. Can you overcome opposition to change?
3. The power of social media
4. Communicating transit, density & change.
5. There is no silver bullet. Each project has a unique personality and approach.

1. Growing & Changing Region

The population is growing at a rapid pace in Metro Vancouver, with a projected population of over 3.4 million by 2041.

Figure 1. Metro Vancouver Past and Projected Population

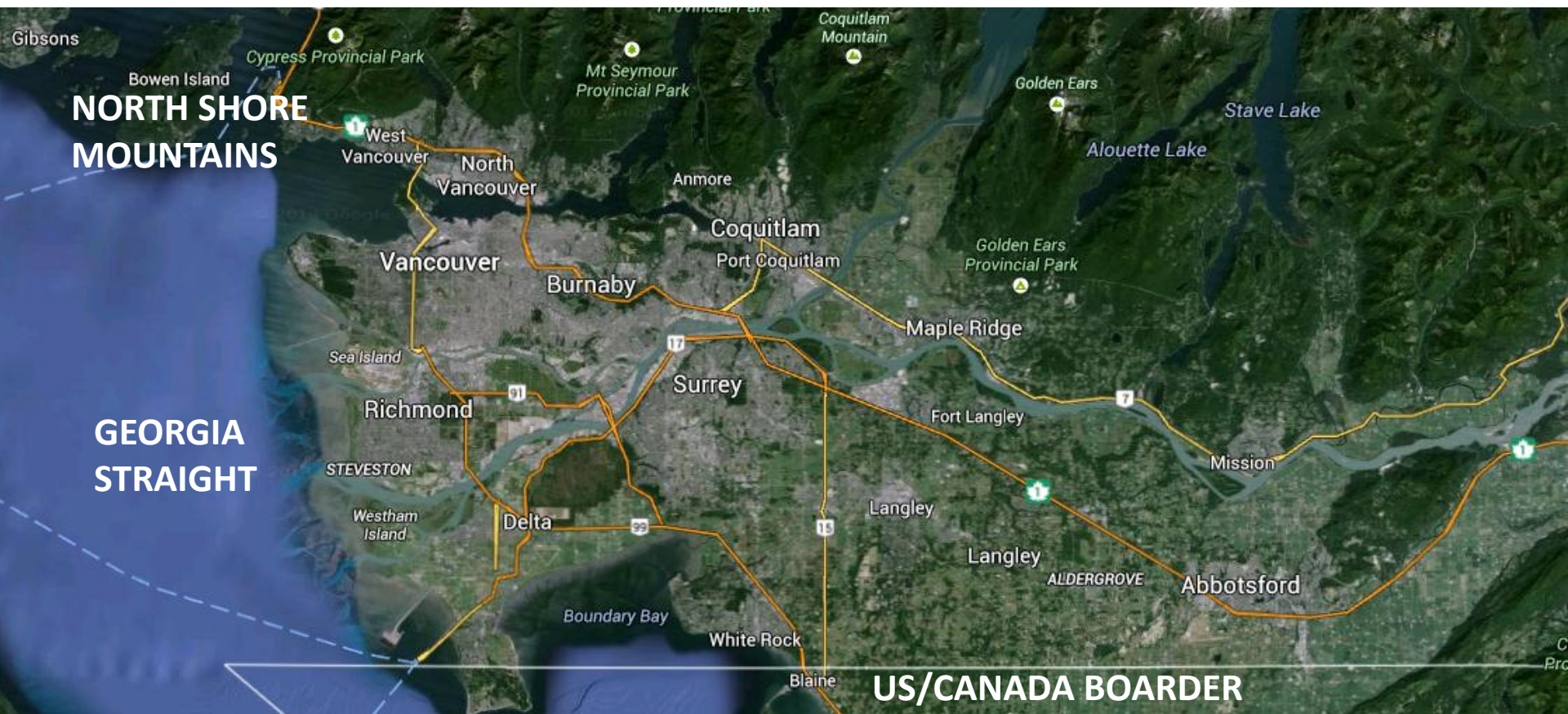


Source: BC Stats, Metro Vancouver

Source: Metro Vancouver, 2011, "Regional Growth Strategy Projections Population, Housing and Employment 2006 - 2041"

1. Growing & Changing Region

Metro Vancouver's geographical location between the North Shore mountains, Georgia Strait, and the US border, places constraints on the amount of land available to accommodate growth and expansion.



1. Growing & Changing Region

Change + growth occurring outside downtown, in pioneering areas.



In Summary...

1. We are living in a **growing region**
2. We are faced with a **limited land supply**

= change, growth in new areas,
policy + zoning amendments

So, there will be change ahead.

2. Opposition to change

Some citizens will object to siting something in their own neighborhood, but won't object to it being sited elsewhere.

Can this be overcome?



2. Opposition to change

1. There will always be resistance to pace of change;
2. The minds of a minority of citizens can't be changed; and
3. You must work to communicate with **silent majorities** benefitting from “public good.”
4. Identify who will benefit and meet them. Expecting them to naturally engage in the process is naïve.



2. Who is the silent majority?

1. Young families who benefit from new policy or new housing;
2. Students, who will become future home owners or workers;
3. Local businesses;
4. Social housing users, affordable housing agencies;
5. General is public disinterested in public meetings.

Where do you find them?

Shopping malls, schools, community centres, coffee shops, fairs, festivals, concerts.

2. Approaches to consider

- Door knocking and canvassing the neighbourhood
- Targeted stakeholder meetings with groups
- Public open houses
- Storefronts
- Urban café, coffee shop meetings
- Kiosks at major public events
- Social media



Abbotsford

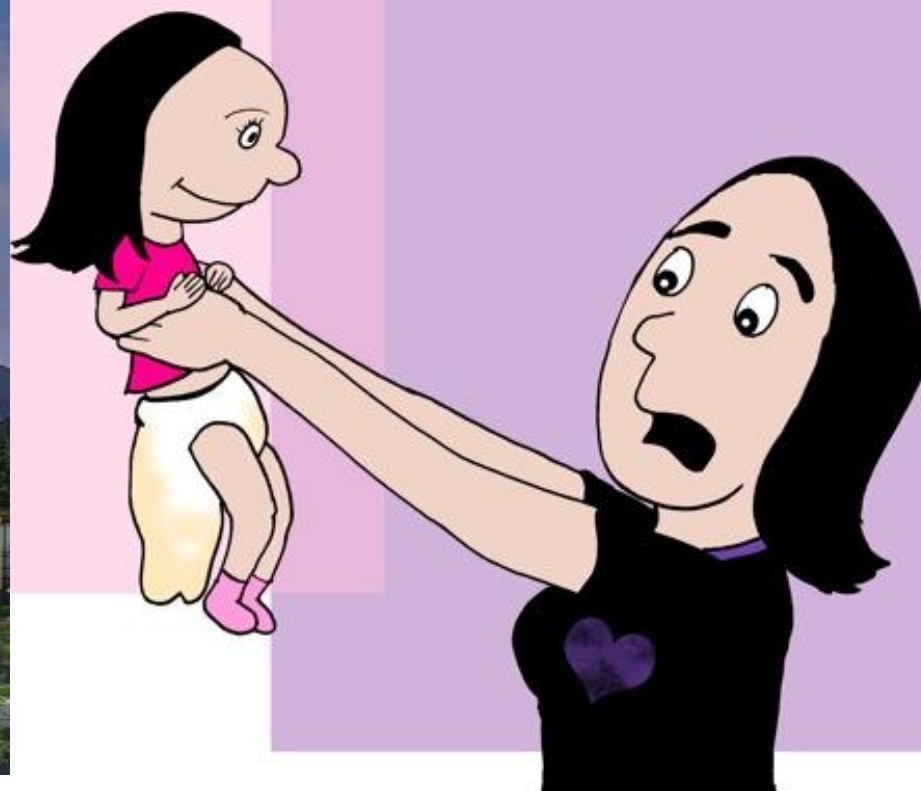
Project was declined by Council the 1st time - knew the Site, knew the Rules, but not the Community

- Young people can't afford homes
- Empty nesters in the City
- People left City, but want to come back
- Realtors spoke to buyer trends
- Champions of the OCP
- Chamber of Commerce
- Small businesses
- Opposed? Neighbours

We demonstrated a broad, city interest.

Vote changed from 5-4 opposed, to 5-4 favour.





3. Social media

- Info and mis-info can spread via social media
- Social media is a power tool – can be effective outreach tool

The Facebook logo, consisting of a dark blue square with a thin white border. Inside the square, the word "facebook" is written in a white, lowercase, sans-serif font, followed by a small registered trademark symbol (®).

facebook

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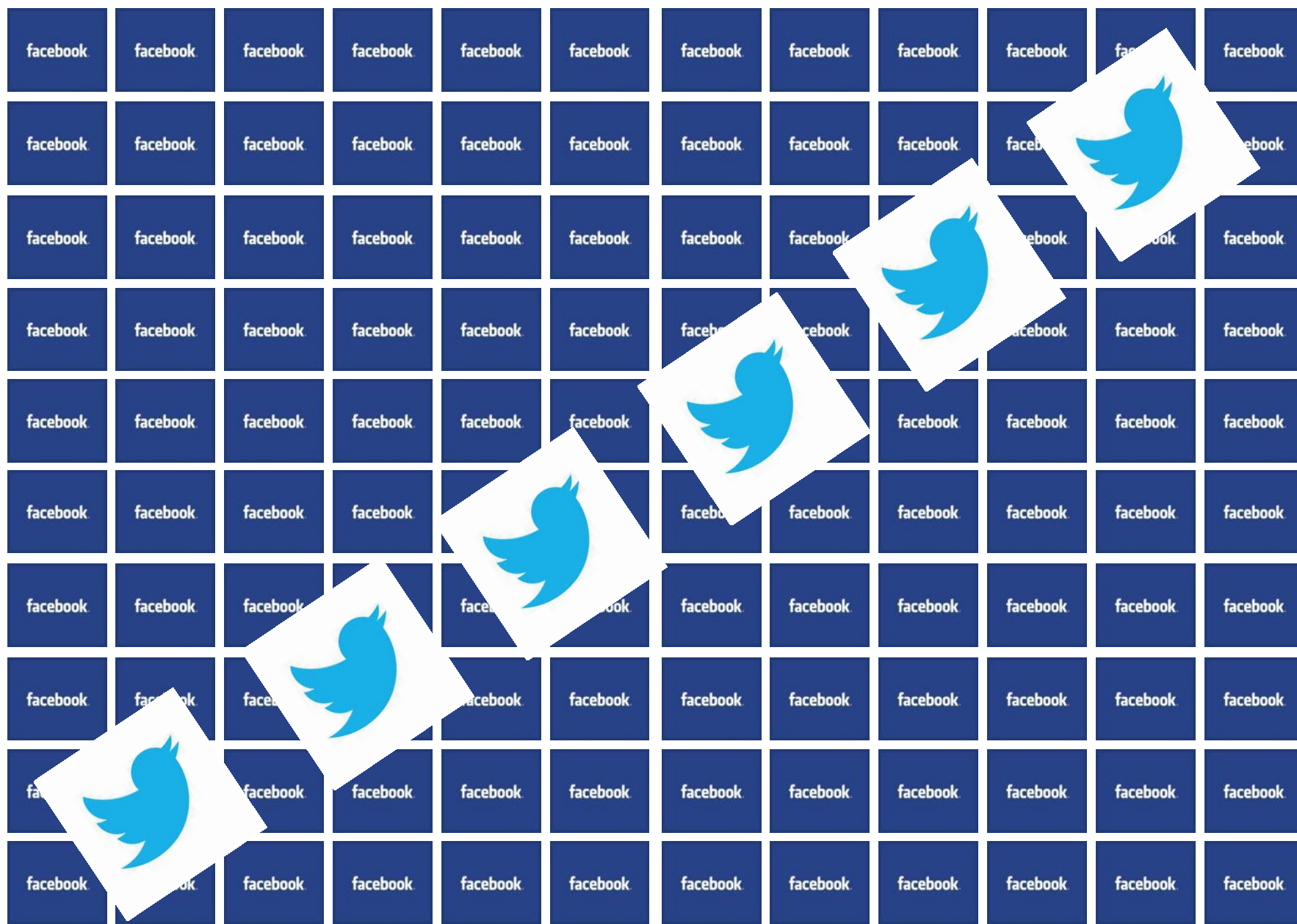
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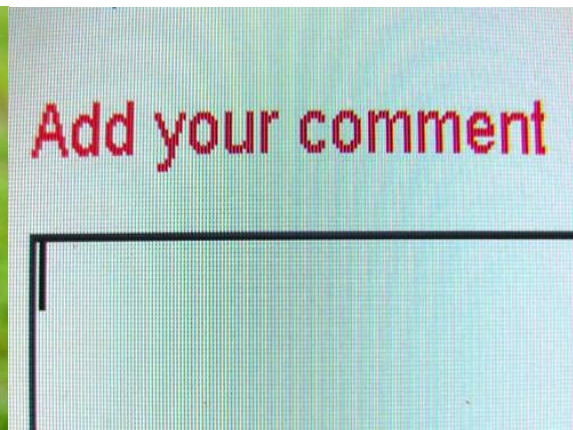
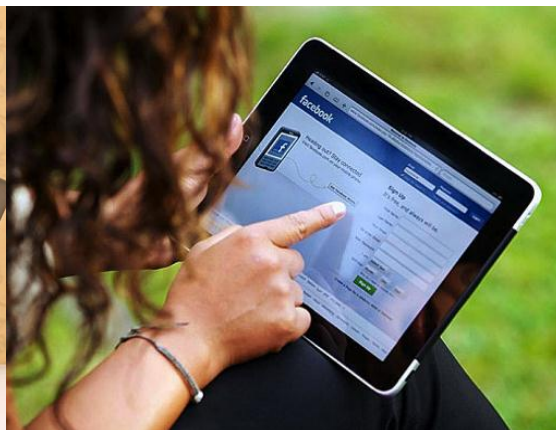
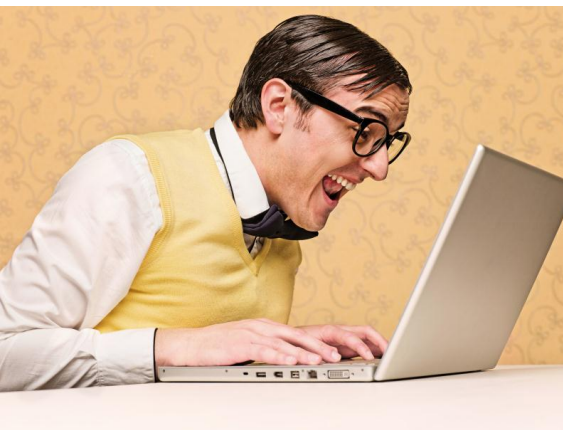
facebook





3. Use Social Media to Manage Your Message

- Beware of trolls and others who use social media to spread negativity;
- Make sure you monitor your social media accounts 24/7;
- Respond appropriately; avoid knee-jerk reactions;
- Social media is a tool that is NOT going away.



4. Communicating Transit, Density, Change

- Growth in a changing region with limited land supply will be focused around transit nodes;
- Planners need to be better storytellers on change and role of transit.



4. Communicating Transit, Density, Change

- Access to rapid transit is crucial for development
- The majority of home buyers in the Lower Mainland put “access to public transit”, especially Skytrain, at the top of their list
- High-density developments require access to rapid transit to be successful and desirable



5. Assess your project's personality



Oakridge Centre, Vancouver



Oakridge Communications Campaign

- Over 2,000 Open House attendees;
- Over 33,000 visitors to in-mall kiosks;
- Social media platform, @Oakridge2025, generated 323 tweets, 185 followers, and approximately 50,000 re-tweets;
- 75 speakers at public hearing, approx. 50-50 split.



Fraser Mills, Coquitlam



Fraser Mills, Coquitlam

“In the trenches with the community for three years”

- Three Open Houses with over 300 attendees;
- Community BBQ with past residents of Fraser Mills;
- Advisory Groups; and
- Website, newsletter, survey



Marine Gateway, Vancouver



Marine Gateway, Vancouver

Old school community engagement

- Residential Community Door-Knock Outreach;
- Site visits;
- Neighbourhood Meetings;
- Community Surveys;
- Open Houses; and
- Marine Gateway Information Website.



Riverview, Coquitlam



RENEWING
RIVERVIEW

Website: renewingriverview.com

Riverview, Coquitlam

Extensive Community Engagement

- Three Open Houses – high turnouts
- Ongoing kiosks in different locations including one at Treefest on Riverview Grounds
- Riverview Information Website
- Co-design renderings derived from public's ideas for Riverview's future



Brewery District, New Westminster



Brewery District, New Westminster

Meetings with the community – early and often

- Community Advisory Group meetings;
- Community Workshop; and
- Public Open Houses: first one had NO plans.



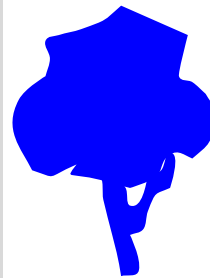
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Thank You

Colleen Hardwick

Founder and CEO
PlaceSpeak



Ideas for Engaging Neighbourhoods on Affordable Market Housing



Claim your place. Speak your mind. Influence the outcome.

November 27, 2014

Legitimacy and Building Trust

Evidence

Consultation

FEEDBACK



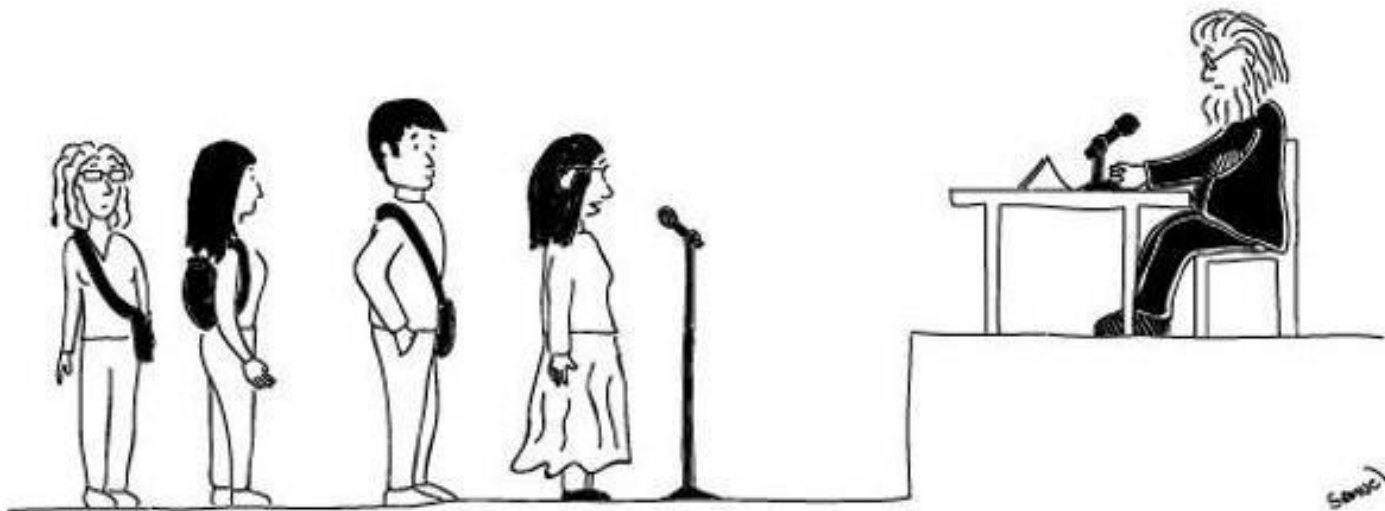
Deliberation

Outcomes



Refresher - The Problem

dailysnooze.comics.com



"I don't have a question per se, it's more of a fifteen minute incoherent ramble."



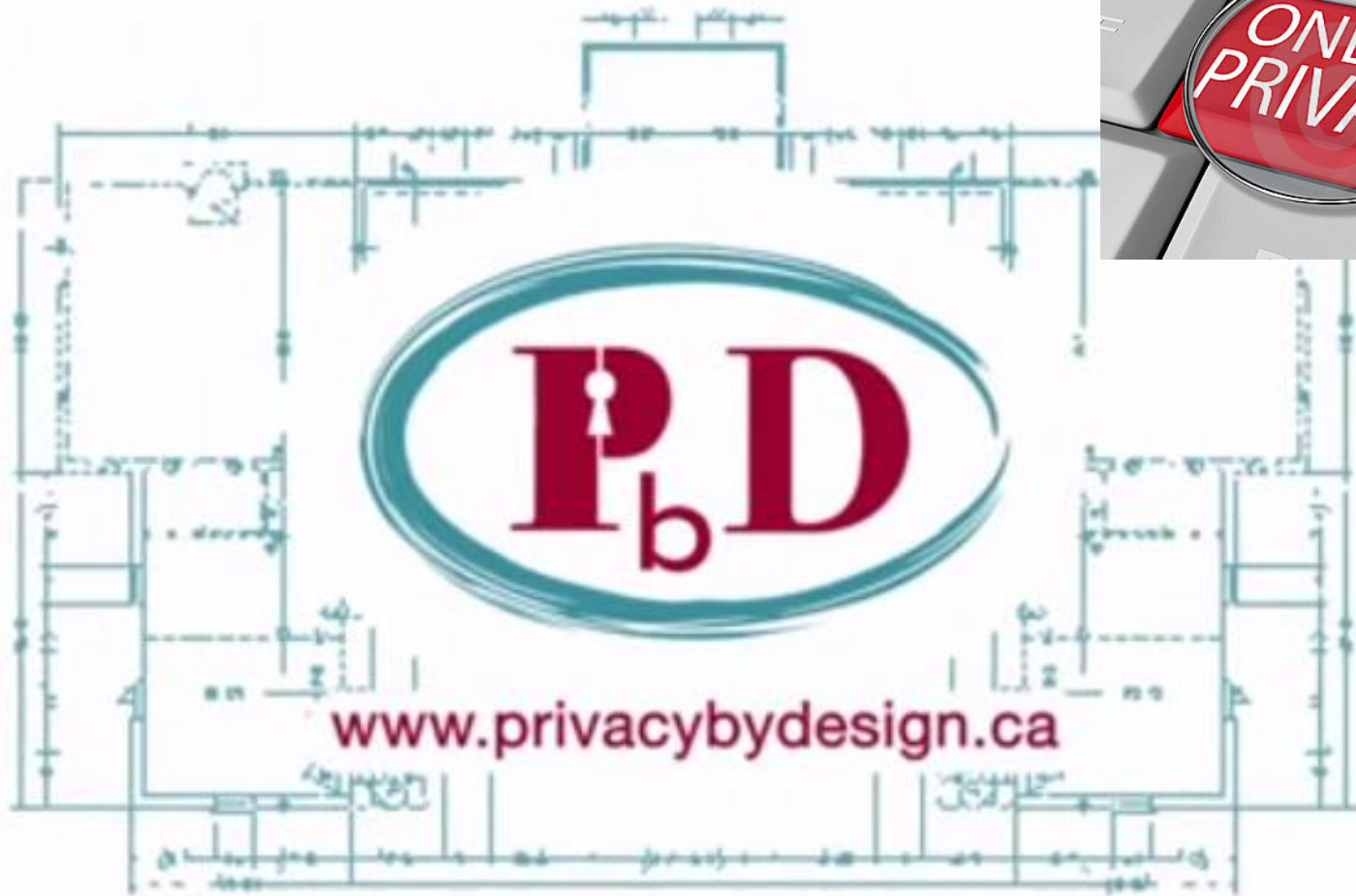
Anonymity breeds contempt



Evidence-based decision-making



Challenges



Location verification methods

Participants are encouraged to further verify their location using home phone (audio PIN) and mobile phone (SMS PIN). Verification gives further assurance to proponents that they are hearing from the right people in the relevant area(s). For further information about verification read our complete [privacy policy](#).

Please choose your method of verification



MOBILE PHONE



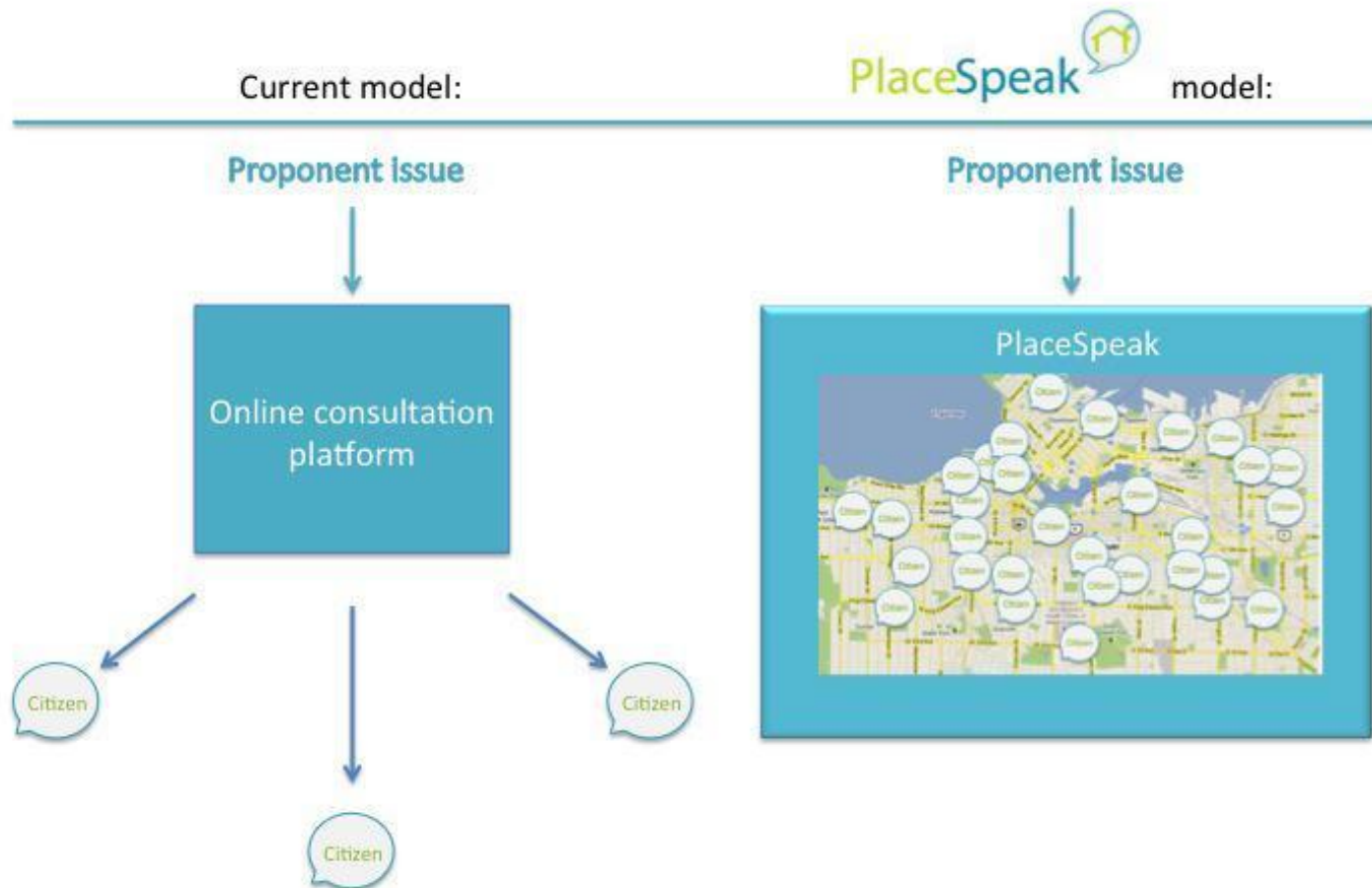
HOME PHONE



GEOLOCATION



2-Sided model - GeoSocial



Personal Profile

Settings


Account

Topic Privacy


Verification

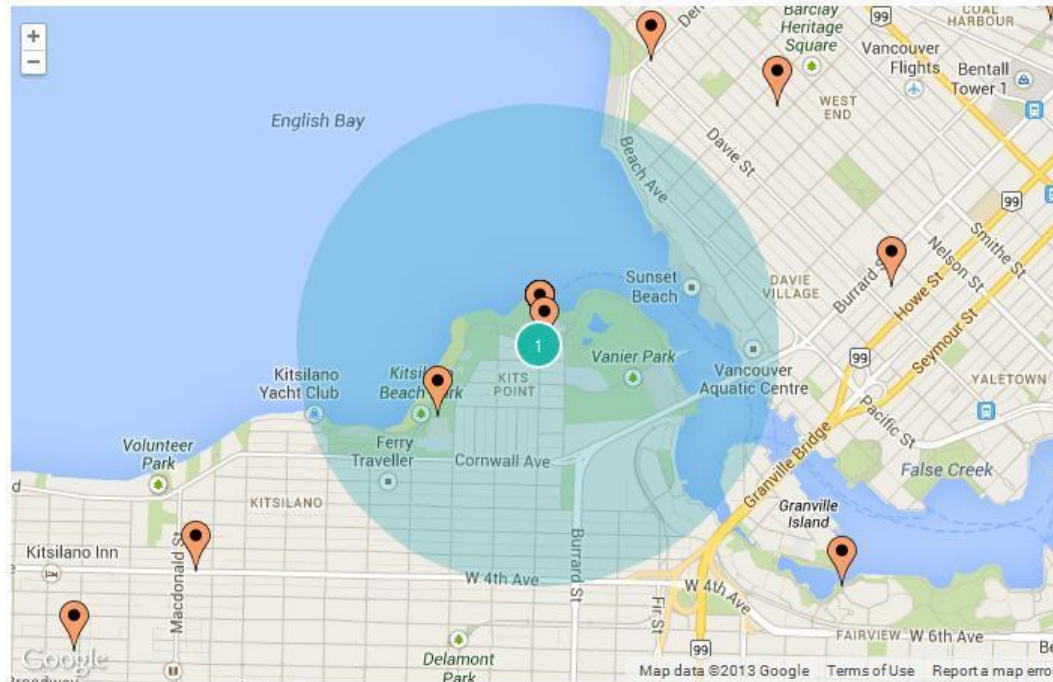
Notifications

Connect

 Invite your friends

 Connected to Facebook

 Signed into Twitter



Notify me on new topics within 1 km from my places.

[Edit notification settings >](#)

My Places

Topics I'm connected to

My Topics

My Organizations

1 My Home [GeoVerification](#) 


[Edit place >](#)

Colleen Hardwick




Verification



 Joined October 2011

[Edit profile >](#)

Subscribed tags

 transit
planning
transportation
housing
neighbourhood
community
TransLink

Offline



How do we notify residents now?

REZONING APPLICATION 1569 West 6th Avenue

Henriquez Partners Architects has applied to the City of Vancouver to change the zoning of this site from C-3A (Commercial) District to CD-1 (Comprehensive Development) District.

The rezoning would permit the construction of a 150-storey tower with 50 residential units and non-residential uses on the ground floor. It would increase the permitted density from a maximum floor space ratio (FSR) of 3.0 FSR to 4.95 FSR, of which 3.75 FSR is to construct the proposed building on this site and 1.2 FSR is to address a legal requirement for the neighbouring site at 1529 West 6th Avenue. A maximum height of 153 ft. is proposed.

FURTHER INFORMATION MAY BE OBTAINED AT:
City Of Vancouver Planning Department Rezoning Centre
3rd Floor East Wing, City Hall
Phone: 604.873.7038 or www.vancouver.ca/rezapps

Scheduled for Public Hearing on
October 19, 2010



2010.10.15 07:51



Topic Set up

Before you can publish this topic page please ensure the *required fields are completed.

Publisher

Preview

Notify the connected participants as you update the topic.

Notify

Try our new Topic Editor
(Beta) >

Topic Title (Maximum 50 characters)*

New Westminster Master Transportation Plan

Category :

Government

 Invite To Topic

Team

Contact Information *

Who can participate?

Map *

Features

Overview *

Keywords

Surveys

Discussions

Events

Resources

Social Media

Polls

New Team Member

Invite team members to help you manage your topic page.

First Name

Last Name

Email

Role

Administrator

Administrator

Moderator

Invite

Administrators

A topic administrator can edit the content and other user's roles in a specific topic.

Ashleigh Young

[Move to Moderators](#) | [Remove](#)



https://www.placespeak.com/static/pdf/PlaceSpeak_topic_setup_checklist.pdf

Map consultation area

Undo all

Save

Team

Contact Details *

Who Can Participate?

Map *

Tabs

Overview *

Keywords

Surveys

Discussions

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Resources

Social Media

Polls

Participants

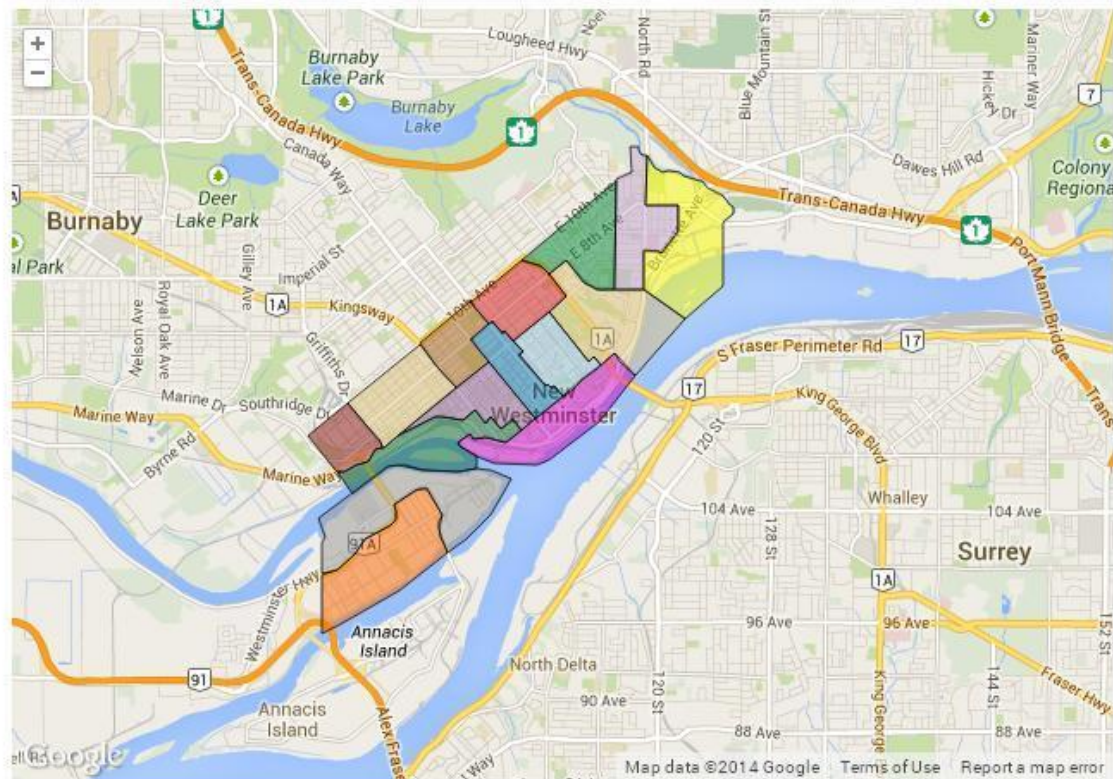
Widgets

Reports

Activity

Map*

Draw the boundaries of your consultation area. The key feature of PlaceSpeak is the ability to connect with people only from a specific geographic area.



Polygon Name

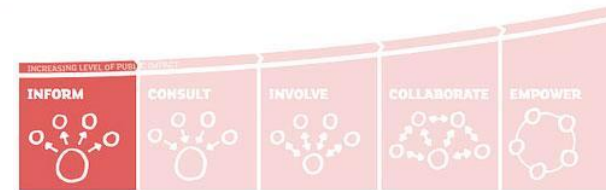


Select features - Inform



Abstract

Short description, 140 characters



Overview

Key messaging with an easy WYSIWYG word processing editor



Events

Add open house, hearing and/or public meeting dates



Contact

Insert email and/or phone number



Social Media

Plug in Facebook and Twitter



Keywords

For Search Engine Optimization

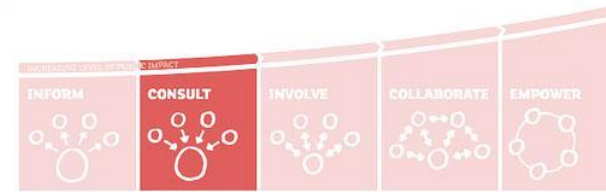


Resources

Upload documents and links



Select features - Consult & Involve



Discussion

Moderator led with number of views, popularity, ability to see name and location of participants



Notice Board

User generated content



Place It

User input map



Polls

Simple with instant results



Surveys

Integration with Lime Survey and Fluid Survey, Survey Monkey coming soon



Reports & analytics

Team

Contact Information *

Who can participate?

Map *

Features

Overview *

Keywords

Surveys

Discussions

Events

Resources

Social Media

Polls

Participants







Widgets

Reports

APIs

Reports

See the results! Download automated reports about your public discussions, surveys and polls.

		CSV		
Discussions		X	X	
Master Transportation Plan/Pattullo Bridge Replacement Project Open House Questionnaire			X	

Google Analytics

Track participants' use and viewing of your topic page with your Google Analytics account.

UA-31295964-1

 **9519**
unique views

 **1782**
connected participants

Cancel

Save



Legitimacy of Outcomes

- After conclusion of consultation, it is important that participants observe that their input has had an impact on the outcome.
- Process is open, accessible, dynamic, transparent and defensible.



Oakridge



Project Description

In 2012, Ivanhoe Cambridge, the owners of Oakridge Centre were updating the 2007 City of Vancouver Policy Statement and wanted to talk with the community about the future of the Centre and recent initiatives adopted by the City, such as the Cambie Corridor Plan.

PlaceSpeak Contribution

PlaceSpeak provided a web-based platform to host an online open house in conjunction with an in-person open house. Online participants were able to see the same information, and complete the same survey as the people attending the open house in person.

Project Outcome

The online open house drew twice as many participants online as in person and generated 50% of all the surveys completed. The results of the first open house helped to inform some initial conceptual ideas for the future of Oakridge Centre, that were presented at a second open house.

Innovations

The online open house was hosted at the same time as the in-person event, resulting in significantly higher participation rates compared to traditional open houses.

Information

Geographic Scope

- City of Vancouver

Engagement Methodologies

- Online Surveys
- Discussion Forum
- Media Library

Timeframe

- March 2012

Key Analytics

- 760 unique page views
- 65 connected participants
- 25 completed surveys

OAKRIDGE

WEST SIDE • SINCE 1959



www.placespeak.com/topic/525-oakridge-centre-virtual-open-house/

Block F - UEL



Project Description

This consultation gathered public feedback about a proposed development by Musqueam Indian Band of an area known as Block F, a 22-acre parcel situated in the University Endowment Lands (UEL) adjacent to the University of British Columbia.

PlaceSpeak Contribution

PlaceSpeak hosted three online open houses in conjunction with in-person events. Visitors to the topic page could review the display board, post questions in the discussion forum and complete a survey.

Project Outcome

PlaceSpeak provided the Musqueam Indian Band with location-specific input that was incorporated into their rezoning application.

Topic URLs

- <https://www.placespeak.com/uelblockf>
- <https://www.placespeak.com/topic/508-uel-block-f-project-status/>

Information

Geographic Scope

- Metro Vancouver
- Internal area divisions

Engagement Methodologies

- Online Surveys (3)
- Discussion Forum

Timeframe

- December 2012-May 2013

Key Analytics

- 1,729 unique page views
- 107 connected participants
- 42 completed surveys
- 65 discussion comments
- 377 comment views



Riverview - BC Housing

Renewing Riverview Visioning Process

By BC Housing | Topic filed under [housing](#), [sustainability](#), [consultation](#), [heritage](#), [redevelopment](#)

[Disconnect](#)

[Edit Topic](#)

Overview

Discussions ⁷

Resources ³⁴

Events ⁰

[Invite To Topic](#)

[Like](#) [Share](#) {132}

[Tweet](#)



2079
unique views

173
connected participants

Contact Information



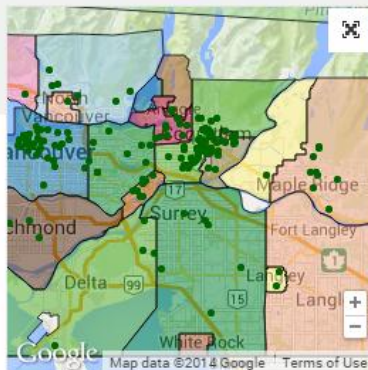
BC Housing



Renewing Riverview
Communications

questions@renewingriverview.com

Twitter



BC Housing is seeking your input to develop a vision for the future use of the Riverview Lands.

How can you help?

There are several ways that you can contribute your ideas and opinions to this consultation. Help inform and influence the outcome:

- Share the word with friends and family
- Participate in discussions



<https://www.placespeak.com/topic/1002-renewing-riverview-visioning-process/#!/overview>

Contact us

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Vancouver, B.C.
Canada V6J 4S5

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www.placespeak.com

@placespeak

www.facebook.com/PlaceSpeak



Questions and Discussion

Suggestions or Feedback?

Please email Dale.Anderson@gov.bc.ca

