

Appendix D

DRAFT COMMUNICATIONS STRATEGY BOWEN ISLAND AFFORDABLE HOUSING PROGRAM

GOAL

To support the development of affordable rental units and affordable homeownership for Bowen Island residents and employees;

To facilitate Bowen residents' understanding of the recent affordable housing initiatives and the opportunities for purchase and rental that will be forthcoming;

To build trust in the municipality and the new housing corporation that they are doing everything possible within their limited resources to provide a range of housing options for Bowen residents.

Lasting Impression:

What lasting impression do we want to leave with our audience?

We need affordable housing if we intend to maintain a vibrant and diverse community on Bowen.

We have examined our own situation, looked at what others have done and begun to work on the implementation of a comprehensive affordable housing program.

We have confidence in our municipal government and our housing corporation that housing opportunities will be generated without significant cost to the taxpayer.

STRATEGIES

1. Demonstrate the progress made to date in establishing an affordable housing program through a series of concise one-pagers outlining details of the types of housing to be created, the prime locations, the target price range, the waitlist process and how to qualify.
2. Show where the money is being spent in start up and how the projects will be funded and financially self-sustaining. Explain the recently adopted Affordable Housing Policy.
3. Develop information for the municipal website, and eventually a separate website just for the housing corporation, to make this information, including FAQ's, more accessible.
4. Utilize print media, bulletin boards, community groups, flyers, bumper stickers, mail drop and other websites to direct Bowen residents to the website and the information.
5. Meet with the development community to review the approached to creating affordable housing and discuss their role.
6. Hold two public meetings.

SWOT ANALYSIS

Strengths

1. The need for affordable housing is widely recognized on Bowen and has been a priority for Council for some time.
2. Excellent work has already been completed (meetings, reports and policies).

Weaknesses

1. Resources to create affordable housing will not be provided in any great quantity by higher levels of government, and the local government will have to work with the private sector to create affordable housing.
2. Some residents may believe that a non-market solution is not required, that the market will eventually solve the problem as it has in the past.
3. Affordable rental housing is challenging to produce without subsidy.

Opportunities

1. The development community is willing to collaborate on solutions and, in some cases, have enough developable land to provide sites at little or no cost.
2. Part of the Surplus Lands have been identified for affordable housing.
3. The redevelopment of Snug Cove will create affordable housing opportunities.
4. There is considerable development still to come on Bowen, and excellent opportunities to hook affordable housing components to that development.

Threats

1. Construction costs are high.
2. There is a perception that increased density is a problem rather than a solution to creating livable, walkable, diverse and vibrant neighbourhoods.

AUDIENCE

Community members:

This can be broken into four subgroups of full time resident homeowners, second-home owners, renters and business owners.

Permanent Residents

Residents Who Rent

Second Home Owners

Business Owners

Developers

First Credit Union

ACTIONS

	Actions	Timeline 2008
1.	Prepare a draft of the information to be provided	July 31
2.	Prepare messaging for council prior to release	September 8
3.	Prepare materials for print and web	September 15
4.	Commission articles around the release of information	By August 15
5.	Issue press release on Affordable Housing Program	Late September
6.	Meet with Jacqueline	By August 25
7.	Web page up and running	September 30
8.	Encourage residents to sign up for regular email update	October 1
9.	Public Meeting	October 9 or 18
10.	Begin Waitlist Registration	October 15
11.	Updates on other Work Plan progress	November
12.	Public Meeting	December
13.	Complete Waitlist Registration	December 31

Media Plan

1.	Issue a press release on this plan (here is what is coming....)	September 8
2.	Prepare backounder materials for press, encourage articles	September 1
3.	Issue a press release on entire program	Mid September
4.	Webpage up	Late September
5.	Advertise Waitlist Process (commencing Oct. 15)	September
6.	Background for article on Waitlist Process (how many signed up) and Work Plan progress	November 1
7.	BCHA AGM	November 8 or 11