New B.C. Housing Legislation

Communications Strategy – Approach

Open Council Meeting | April 9, 2024





Introduction

In April 2023, the Government of British Columbia launched the Homes for People action plan.





Introduction

- The legislation mandates a significant number of changes, including local governments must:
 - Update their Zoning Bylaws by June 30, 2024 to accommodate small-scale, multi-unit housing; and
 - Designate Transit Oriented Areas by June 30, 2024.
- Council updates were provided December 5, 2023 & February 6, 2024, and included a commitment to develop a communications strategy.





Business Need

- A communications strategy and public-facing campaign about these changes that are mandated by the Province.
 - To have campaign active/public by end of April 2024.
 - Campaign will have peak time periods of promotion/outreach – the timing is being discussed.
 - Note: promotion/outreach will slow down once the City's Housing Needs Report, OCP and zoning bylaws have been updated (December 31, 2025).



Goals and Objectives

- To ensure that City residents/communities are:
 - Aware of these <u>provincial</u> changes and how they may affect the growth, development and attributes of Pitt Meadows; and
 - Aware of what the City is doing to implement the changes.



Communications Approach

- Approach:
 - We want to ensure that residents are aware of these mandated provincial changes that apply to <u>all B.C. municipalities</u>, and how they may affect growth, development, and change in Pitt Meadows neighbourhoods.



Communications Approach (continued)

- Approach:
 - The Province has authority over municipalities and these changes are now the law.
 - These changes are mandated by the Province with the intent of addressing affordability and attainability by creating more housing supply.
 - The timelines and deadlines associated with the new legislation are dictated by the Government of B.C.



Communications Activities

- Tactics (digital)
 - Development of key messages
 - Used throughout all communications tactics
 - Primary web page for information: pittmeadows.ca/housing-legislation
 - Home page spotlight on pittmeadows.ca
 - FAQ web page



Communications Activities (continued)

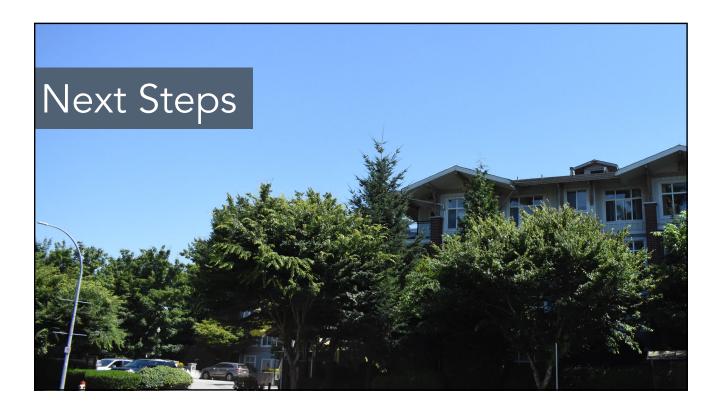
- Tactics (digital)
 - Design of a community map unique to CPM to embed on the primary web page
 - Includes new density that will be in effect in June
 - Residents will visually see what changes they may see in their neighbourhoods and what they may be able to do with their property
 - Social media campaign
 - Boosted posts to reach/target our audience
 - Short video: featuring Mayor Nicole MacDonald
 - Use in social media and embed on primary web page
 - City Talks newsletter digital (May 2024 issue)



Communications Activities (continued)

- Tactics (non-digital)
 - 2 quarter page print ads in Maple Ridge-Pitt Meadows News
 - City Talks newsletter print (May 2024 issue, MR-PM News)
 - Collateral piece / handout
 - Will include web page url
 - Tax insert inclusion
 - Short reference with web page url included to learn more
 - In homes first week of June
 - Attend real estate brokerage firms staff meetings





Next Steps

- Communications team to create/prepare all tactics leading into launch.
- Launch campaign: end of April 2024 exact launch date TBD and will be shared.
- Execute communications tactics at timely promotional periods.
- Note: campaign will primarily be active/public from April 2024 to December 31, 2025.
- A number of amendments are underway to comply with the Province's June 30, 2024 deadline.
- Further updates are expected in April 2024.





Recommendation

THAT Council:

- A. Receive for information the presentation on "New B.C. Housing Legislation:
 Communications Strategy –Approach", as delivered at the April 9, 2024 Regular Council Meeting; OR
- B. Other.

