

New B.C. Housing Legislation

Communications Strategy – Approach

Open Council Meeting | April 9, 2024



Background



Introduction

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

Housing Targets	Short-Term Rental	Residential Development	Development Financing	Transit Oriented Areas
<ul style="list-style-type: none">• Housing Supply Act• adds housing targets for municipalities with highest demand and growth	<ul style="list-style-type: none">• Short Terms Rental Accommodations Act• to turn more short-term rental into homes	<ul style="list-style-type: none">• Bill 44• small-scale multi-unit housing & secondary suites for middle-class earners• changes to public hearings• changes to Housing Need Report	<ul style="list-style-type: none">• Bill 46• changes framework for local governments to pay for infrastructure & community amenities	<ul style="list-style-type: none">• Bill 47• create housing adjacent to rapid transit stations & bus exchanges



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.



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 provincial 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 all B.C. municipalities, 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



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.

Visit pittmeadows.ca/housing-legislation



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.