

RH3.1 Attachment 4

ATTACHMENT 4: COMMUNICATIONS FRAMEWORK FOR: KEEPING PEOPLE HOUSED: TENANT INFORMATION

Overview

Based on direction from the City's Sub-Committee on the Protection of Affordable Housing, and leveraging the stakeholder research and the jurisdictional scan conducted on how to improve communication to tenants, the following outlines a communications strategy and tactics to help keep tenants informed about their rights and the laws that govern rental housing in Ontario.

Goal

- Inform tenants of their rights
- Provide information about programs to help avoid evictions
- Connect tenants to organizations and agencies to help them exercise their rights

Strategy:

- Make the information easy to find:
 - Online
 - Close to home
 - Accompanying other information from the City
 - Available via other sources of support
- Make the content user-centric and accessible. e.g. :
 - Web content easy to navigate
 - Use language and terminology familiar to the tenants (avoid policy and legal jargon)
 - Ensure the content is actionable
 - "What does this mean for me?"
 - "What can I do next?"
 - Ensure web information is Accessibility for Ontarians with Disabilities Act AODA compliant
 - Consider translations and alternate formats for print materials

Implementation:

Phase I

Tactic	Distribution
Updated Toronto.ca information and configuration	<ol style="list-style-type: none">1. Social media, e-newsletters, web sites etc to inform re new web content<ul style="list-style-type: none">• City of Toronto• Councillors• Community partners• Senior's Helpline• 2112. Community partner awareness<ul style="list-style-type: none">• Ensure all community partners are aware of the new web content to use as a resource to support clients seeking this information

Phase II

Leverage new web copy to develop and deliver additional communications

Step 1: Consider possible tactics

Tactics may include:

Tactic	Distribution
Additional social media	<ul style="list-style-type: none">• Organic (free)• Paid
Traditional media	<ul style="list-style-type: none">• Pitch story to news media
Print brochures/ handouts	<ul style="list-style-type: none">• Councillors• Community centres• Toronto Public Libraries• Community partners and stakeholder groups• Toronto Building or other notices from the City of Toronto
Posters	<ul style="list-style-type: none">• Apartment notice boards• Community centres• Toronto Public Libraries• Community partners and stakeholder groups
Advertising	<ul style="list-style-type: none">• Community newspapers (community may include: geography, language, culture or other characteristics)• Direct mail to predetermined areas of the City• Transit shelter ads (potential to apply for space provided to the City/ need to review with other City needs and priorities)

Step 2: Feasibility, budgeting and Return on Investment (ROI) analysis

- Which tactics and methods of distribution can we leverage and how?
- What are the resources required for each:
 - Costs
 - Staff time
- What accessibility considerations need to be applied?
- What options will provide the largest return on investment?
- What is the proposed budget and how will it be allocated?

Step 3: Planning and execution

- Based on the analysis, develop a communications plan that outlines: tactics, timing, resources and budget.