

### Housing Now Updated Community Engagement Approach

**Date:** February 28, 2023

**To:** Board of Directors, CreateTO

**From:** Chief Executive Officer

**Wards:** All

#### SUMMARY

---

This report provides an update on the engagement approach for the Housing Now portfolio to better focus community engagement on building support for the projects and the affordable housing being delivered within these mixed-income, mixed-use developments across the city.

#### RECOMMENDATIONS

---

The Chief Executive Officer recommends that the Board of Directors of CreateTO receive this report for information.

#### FINANCIAL IMPACT

---

There is no additional financial impact to CreateTO arising from the recommendations in this report. Resources required to support this initiative are being allocated from the current staffing complement and are part of the approved operating budget.

Due diligence and human resource costs are being recovered by CreateTO from the Housing Secretariat in line with current City-approved budgets.

#### DECISION HISTORY

---

This is a new item.

#### COMMENTS

---

Building support for the Housing Now Initiative is the main objective of the Updated Community Engagement Approach outlined in Attachment 1. The approach is rooted in the current city-wide context and emphasizes the important contribution that the Housing Now Initiative makes towards achieving Toronto City Council's housing goals.

The approach is centred on providing clear communication to proactively address misinformation and misunderstandings about the Initiative and to communicate that the purpose of engagement is not about approval of the site or the affordable homes the City is striving to offer, but instead about how community members and stakeholders can best support the success of the Housing Now Initiative.

Outreach will identify local community leaders and organizations who can become project advocates and champions. Local communities will be invited to join in planning for and welcoming Housing Now developments and engagement will focus on gathering feedback on how to successfully integrate Housing Now developments into local neighbourhoods.

Additionally, the approach places a strong emphasis on relationship building, grassroots community engagement and creating multiple mechanisms for connecting with residents who are often less likely to participate in public engagement processes, including equity-deserving groups.

Engagement strategies and resource plans will continue to be developed on a site by site basis and will be informed by input from CreateTO, City Planning and Housing Secretariat staff and from the local Councillor.

The Updated Community Engagement Approach continues to recognize the regulatory planning requirements and will ensure engagement is executed within the accelerated Housing Now timelines. The approach is considered to be a living document that will continue to be updated in response to changing contexts, new learnings and community priorities.

## **CONTACT**

---

Susan O'Neill, Director, Communications and Marketing, CreateTO, (416) 981-3759, [soneill@createto.ca](mailto:soneill@createto.ca)

Nima Kia, Director, Development and Housing Now, CreateTO (416) 981-2894, [nkia@createto.ca](mailto:nkia@createto.ca)

## **SIGNATURE**

---

Vic Gupta  
Chief Executive Officer  
CreateTO

## **ATTACHMENTS**

---

Attachment 1 - Housing Now Updated Community Engagement Approach

Attachment 2 - Presentation - Housing Now Updated Community Engagement Approach