

Updated Community Engagement Approach

March 2023



Engagement objective

The main objective of this revised strategy is to improve the engagement process and build support for the Housing Now Initiative to ensure these development projects are approved quickly, enabling the delivery of new affordable homes.

All residents have a right to a home in a complete community with equitable access to a range of opportunities to live, work, learn and play.

Toronto Housing Charter

Engagement that responds to context

Engaging communities in First Step Housing and Services

Report of the facilitator on developing a new framework for siting homeless shelters in the City of Toronto

City Council consideration on December 14, 2022

CC2.1 - 2023 Housing Action Plan

Decision Type: ACTION

Status: Amended

Wards: All

City Council Decision

City Council on December 14 and 15, 2022, adopted the following:

1. City Council direct the City Manager to develop a "2023 Housing Action Plan" for the 2022-2026 term of Council to enable both market, non-market and hybrid housing production in order to achieve or exceed the provincial housing target of 285,000 new homes over the next 10 years, and report to the Executive Committee no later than March 2023 on how this Plan can be actioned in ways that further Toronto's climate goals and good planning, including enhancing the public realm and encouraging the creation of vibrant 15-minute neighbourhoods where most local trips are made by active transportation or by transit; the plan is to include the items listed below and, for each item, the timelines for City Council approval and implementation, potential units created and any other considerations:

Official Plan Policy and Regulatory Components

- amended the City-wide Zoning By-law to be more permissive from a housing opportunities perspective;
- complete the review of the City's Official Plan to ensure that it aligns with the need for more housing in areas of the City identified for residential opportunities;
- review the City's urban design guidelines, heritage standards and urban forestry policies to ensure they align with the priority of optimizing the delivery housing opportunities for a range of housing forms;
- amend the Zoning By-law to increase zoning permissions on major streets;



Housing 2020 - 2030 Action Plan



December 2019



2022-2032 Reconciliation Action Plan



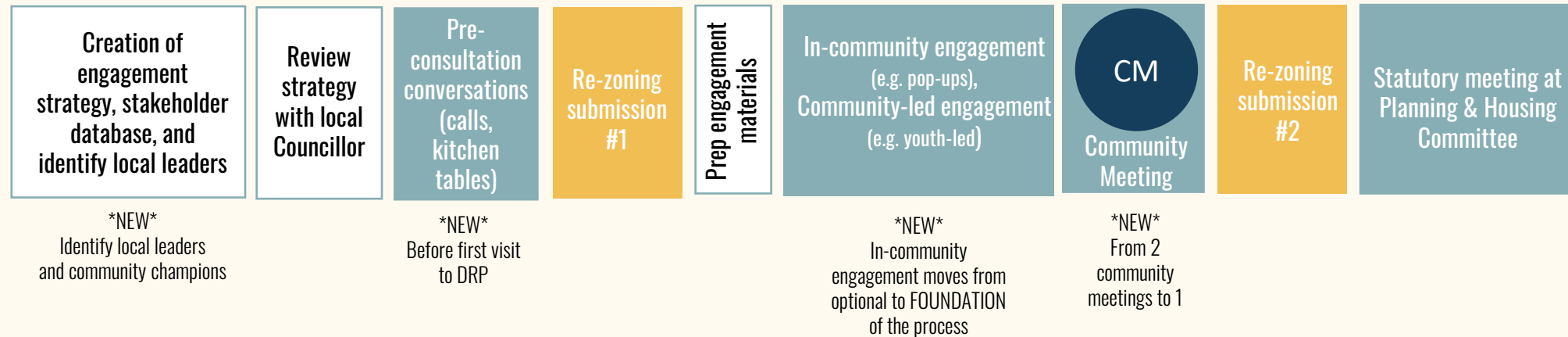
Feedback from participants in Housing Now consultations to date (residents, advocates, elected officials, staff, and others) has also been incorporated.

How the process has changed

PREVIOUSLY



NEW APPROACH





Engagement that builds support

This approach will place a strong emphasis on grassroots community engagement with a specific focus on identifying local community leaders and organizations who can become project advocates and champions.

The approach continues to recognize the Official Plan requirement for a community consultation meeting and will be carried out within the accelerated planning approval timelines for Housing Now projects.



Proposed engagement improvements

1. Respond to new context:

A much stronger focus on the importance of Housing Now in achieving City Council's housing goals and the importance of delivering affordable housing in communities across the city.

2. Site selection is complete:

Clear communication that City Council has approved this site for new affordable housing and the purpose of the engagement is **not** about approval of site, but instead about **how** to make the site work best.

3. Discuss how to succeed:

Focusing the conversation on how the community can join in planning to successfully integrate the new development, rather than compiling a list of grievances.

4. Connecting with residents where they are:

Incorporating grassroots approaches that are more effective at engaging residents who are often less likely to participate in the process.

5. Addressing misinformation:

Proactively, clearly, and concisely address misconceptions and misinformation.

Site-specific engagement plans

Engagement for each Housing Now site will be tailored to respond to the needs of the local community and shaped by the local context, while continuing to be a nimble and forward-moving process.

Site-specific engagement site-specific engagement plans will build upon previous or current community processes to be relevant to concerns expressed by local communities.

Strategies will be developed to ensure implementation success and will be informed by input from CreateTO, City Planning, and Housing Secretariat staff and from the local Councillor.

Engagement principles

- ✓ Open diverse, equitable and inclusive
- ✓ Timely and responsive to local and city-wide needs
- ✓ Transparent and accountable
- ✓ Flexible and responsive
- ✓ Coordinated, connected and rooted in local context

Key people to engage

- **Local City Councillor:** Site-specific engagement plans will be developed in coordination with local Councillors to ensure a coordinated and thoughtful approach.
- **Indigenous communities:** Rights-holders and potentially affected or interested urban Indigenous communities where the proposed development has a focus on, or significance to, Indigenous audiences.
- **Historically underrepresented area-specific and city-wide equity-deserving audiences:** People who are often underrepresented in engagement processes.
- **General public:** People who live in a community where the City has identified a Housing Now site.
- **Local organizations:** Local groups that have an interest in development and change, have lived experience in the community, and are connected to local residents and businesses.
- **City-wide housing organizations:** Organizations and individuals who advocate around housing and City Planning policy more broadly.



Differences participants will see

- Updated messaging in all communications materials including the Housing Now discussion guide, info sheets, display boards, site reels, social media, etc.
- A much stronger in-community presence (kitchen table discussions, youth engaging youth, pop-ups, community fairs, etc.)
- One community meeting near the end of the process to report on engagement activities and feedback, with the format of the meeting likely to be an open house and/or online forum to answer questions



Engagement tools to build support

Required on all sites:

- Development of communications materials for sharing information
- Engage Indigenous voices
- Connect with and establish relationships with local organizations and networks
- Approach people in places where they already congregate in their community (e.g. pop-ups)
- Hold a community meeting

Dependent on local context:

- Support community-led engagement (e.g. youth-led youth engagement, community leaders, etc.)
- Share information in local publications
- Connect with schools and places of worship
- Raise civic literacy through partnerships and activities
- Engage city-wide leaders

Thank you

