

AFFORDABLE HOUSING BENEFITS EVERYONE

Engagement
Summary Report

June 17, 2019



**STRATHCONA
COMMUNITY
HEALTH NETWORK**



**COALITION TO
END
HOMELESSNESS**
CAMPBELL RIVER & DISTRICT



Funding provided by:



Report Prepared by



EXECUTIVE SUMMARY

The Strathcona Community Health Network (the Network), in partnership with the Campbell River and District Coalition to End Homelessness (the Coalition), launched the “Affordable Housing Benefits Everyone” project to engage citizens in a broad conversation about affordable housing. It was designed to provide a variety of opportunities for people to learn more about affordable housing in the Strathcona region, and to engage in discussion. This engagement phase focused on the activities and results in Campbell River.

PROJECT GOALS

- ✓ Increase understanding and support among SRD residents for a diversity of affordable housing
- ✓ Provide opportunities for residents to have conversations about affordable housing, to ask questions, and to express concerns

ENGAGEMENT TACTICS AND MATERIALS

The following tactics were used to engage the community:

- ✓ Development and dissemination of an Affordable Housing Profiles document
- ✓ Design and installation of a Housing Ideas Wall
- ✓ Community drop-in event
- ✓ Design and execution of a communications strategy

KEY THEMES WE HEARD

1. There is a need for greater affordability of housing, and for more supportive housing (including for seniors, people with disabilities, lower income residents).
2. There is a need for greater diversity of housing, including rental, tiny homes, and secondary suites/accessory units.
3. There is a desire for densification/infill to provide more housing that is closer to amenities and services.
4. There needs to be zoning/regulation changes to encourage and allow more housing forms.

AFFORDABLE HOUSING BENEFITS EVERYONE!



The Health Network and the Coalition to End Homelessness are launching an awareness campaign on the importance of affordable housing for healthy communities.

GET INVOLVED:

1. Engage in the Housing Ideas Walls, May 17-31, located at:
City Hall, 301 St Ann's Road, Campbell River
Campbell River Library, 1240 Shoppers Row, Campbell River
Sportsplex, 1800 South Alder Street, Campbell River
2. Join us at our community drop-in event on **May 23rd**
4:00 - 6:00pm, at the Campbell River Seniors' Centre
1414 Ironwood Road (next to Thrifty's)
3. Visit our website for information. www.strathcona-chn.net
4. Like us and join the conversation with the Strathcona Community Health Network



Funding provided by:



I am concerned about the lack of affordability

We need multi-aged housing where elderly live in closer proximity to children and families

We need tiny homes

We need legal suites

I am concerned that dwelling for low income earners is missing

I am concerned about zoning bylaws making it impossible to help with our housing crisis

We need more infill and density



OVERVIEW

BACKGROUND AND PURPOSE

The Network, in partnership with the Coalition, wished to engage citizens in a broad conversation about affordable housing. The Network recently commissioned a Regional Housing Needs Assessment (July 2018) to better understand the demographics and housing needs of the individual communities in the Strathcona region. A number of housing initiatives were identified as priorities, and in order to foster successful implementation of the initiatives, the Network and the Coalition wished to engage residents to hear their concerns, present possible solutions and best practices, and hear ideas.

This engagement project, Affordable Housing Benefits Everyone, was designed to provide a variety of opportunities for people to learn more about affordable housing in the Strathcona region, and to engage in discussion. This engagement phase, and this engagement summary report, focuses on the activities and results in Campbell River.

PROJECT GOALS

- ✓ Increase understanding and support among SRD residents for a diversity of affordable housing
- ✓ Provide opportunities for residents to have conversations about affordable housing, to ask questions, and to express concerns





ENGAGEMENT TACTICS AND MATERIALS

HOUSING PROFILES

A housing profiles document that described different types of housing form and tenure that could work in the Campbell River area was created. The housing form/tenure profiles described were: purpose built rental housing; townhouses; accessory/secondary suites; supportive housing; cooperative housing; and seniors' housing.

This document was available on the Network's website and at the community event (and is attached in the appendix of this report).

HOUSING IDEAS WALL

A large format "housing ideas wall" was designed and posted for 2 weeks in three locations in Campbell River (City Hall, Sportsplex, Public Library). The wall showed different types of housing that could suit different stages/situations of life. Participants were invited to place a sticky dot to answer the following questions: "Your current housing type?" "Housing you've lived in?" "Housing type you may need in 10-25 years?" "Housing type missing in Campbell River?" Comments were invited to respond to: "What must we do to ensure there are different types of housing to meet everyone's needs in our community?" "My hopes and concerns about housing for everyone in my community are...."



COMMUNITY DROP-IN EVENT

A community drop-in event was held at the Campbell Seniors' Centre on May 23rd, 4:00 – 6:00pm. The event included interactive poster stations around the room that provided information and encouraged participation. Staff and volunteers from the Network and Coalition were on site to engage with participants. Participants filled out a card with their name and description of what they learned/can do about affordable housing for a chance to win a gift certificate to a Campbell River business.

Approximately 50 people attended the event, with a majority of them from Campbell River and Willow Point.

The event posters comprised:

1. **Station 1.** Demographics - "Who's here?"
2. **Station 2.** What are your concerns about affordable housing in Campbell River?
3. **Station 3.** Home Sweet Home – current housing types, future needs, housing currently missing in Campbell River.
4. **Station 4.** Come Into My Home - This station included 12 story cards, each describing a different personal story of someone requiring housing. Participants were asked to read a story and answer:
 - How important is it to address the story's character's housing needs?
 - What kind of housing might be appropriate for the story's character?
 - What will make this type of housing successful?
5. **Station 5.** Housing Types - Participants were asked to place sticky dots to indicate what types of housing they support in Campbell River, and what is needed to support it.

Name: _____

Email: _____

One thing I learned about affordable housing at this event:

One thing I can do to support affordable housing in Campbell River:










STATION #5



What type of housing do you support in the Campbell River and the Strathcona region?

INSTRUCTIONS:

1. Read the housing profiles.
2. Place a sticky dot on the type you like.
3. Respond to the two questions using sticky notes.

Type of Housing	Purpose-built rental housing	Townhouses	Accessory / Secondary suites / Laneway housing	Supportive housing	Cooperative housing	Seniors' housing
Which type of housing do you like and support?						
What do you like or dislike about this type of housing and what it brings to neighbourhoods?	Like? Dislike?	Like? Dislike?	Like? Dislike?	Like? Dislike?	Like? Dislike?	Like? Dislike?
If this type of housing will be built in your neighbourhood, what is needed to ensure support and success?						



6. **Station 6.** Housing Conversation Table. Participants were encouraged to join in a conversation about housing. These questions were asked to stimulate conversation:
 - What is your BEST IDEA for creating affordable housing in our community?
 - HOW can we make it happen? WHO needs to be involved?





COMMUNICATIONS

The project title “Affordable Housing Benefits Everyone” was chosen to emphasize the fact that affordable housing is not just for people who are homeless or low income, and that having affordable housing available is essential for community health and livability.

Communications goals:

- ✓ Raise awareness of the affordable housing campaign
- ✓ Encourage residents to participate in the campaign by learning about the information, engage in the Housing Wall, and attending the community event
- ✓ Provide information and messages that can be shared via social media

Key messages:

- Campbell River is growing, which is putting pressure on availability and prices of shelter
- A diversity of housing is important to provide homes for the diversity needs of our community, including income levels, age and family make-up
- There is a growing gap between median income and monthly rent costs, especially for single people and lone parent families
- Affordable housing benefits the whole community/everyone
- A safe, secure and affordable place to call home is vital to individual and community health
- The Network is tackling affordable housing as it’s a key health issue for our communities
- Come learn and participate on this issue – engage in our Housing Wall
- Come learn and engage on this issue – come to our community drop-in event
- We’d like to hear your concerns and ideas



TOOLS

- ✓ Network website housing page with information about the project, including:
 - Housing profiles document
 - Community profiles from Housing Needs Assessment
 - Community event date and location
 - Description and location of Ideas Walls
 - Personal housing stories
- ✓ News release with link to website
- ✓ Social media (Facebook) posts
- ✓ Housing wall placed in three key locations in the community (City Hall, Sportsplex, Public Library)



LOCAL NEWS VIDEO CLASSIFIEDS OBITUARIES E-EDITIONS JOBS CONTACT MARKETPLACE CONTESTS

CAMPBELL RIVER MIRROR 22°

Another chance for Campbell Riverites to chime in on affordable housing solutions

'This is a chance for local people to look at local solutions and where they want to see housing go'

Nick Chowdhury, co-chair of the Strathcona Community Health Network (left), passes out a few dots to Coun. Colleen Evans and Cleo Corbett, senior planner for the city of Campbell River, for them to add to the Housing Ideas Wall at City Hall on Wednesday. The public is invited to place dots representing types of housing they've lived in at various points in their lives, as well as what kinds they'd like to see added to the community while the study takes place until the end of the month. Photo by Mike Davies/Campbell River Mirror

An article written in the Campbell River Mirror promoted the project, the drop-in event and the walls.



AFFORDABLE HOUSING HELPS CREATE A HEALTHY COMMUNITY!

WHAT TYPE OF HOUSING DO YOU LIVE IN?

We all need different types of housing throughout our lives. Help others to understand your needs by placing a sticky dot on your current housing type, housing you've lived in before, and the type of housing you might need in the future.

What do you see missing? How can we fill the gaps?

Your current housing type	Non-permanent Tent/Car/Couch/ Shelter /Mobile Trailer	Accessory/ Secondary/ Basement Suite Rental	Apartment Style Unit	Townhouse or Rowhouse	Permanent Mobile/Mini	Single Family	Assisted/ Supportive Housing	Supportive Housing	Residential Care
Housing you've lived in	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
Housing type you may need in 10-25 years	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
Housing type missing in Campbell River	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••

WHAT WE HEARD

HOUSING IDEAS WALLS

The housing walls received tremendous interest, and there was significant input on all three walls.

By far, the majority of participants on the walls indicated that they currently live in single family housing that they own. Participants indicated that most had lived in apartments, and to a lesser extent, in secondary suites, and had rented or owned a single family home. Some people had lived in non-permanent housing (tent/car/couch), and a small number had lived in supportive or assisted housing. Responses to housing that may be needed in 10-25 years were mostly centred on: supportive, apartment, townhouse, single family (rent or own), and assisted living (rental).

Responses to housing types missing in Campbell River mostly pointed to: supportive housing; accessory/secondary suites; assisted living; and rental (apartments, townhouses, and single family).

Comments on the walls focused on the need for affordable housing for everyone, in particular, those with lower incomes/needing supportive housing; tiny homes; more densification/infill; restrict short-term rentals; and housing for seniors. Other comments included:

- Taxes and more government support for building lower income housing
- No more building on green spaces
- Multi-generational housing; cohousing



COMMUNITY EVENT INPUT

A summary of the main themes we heard at the stations in the community event were:

Station 2. What are your concerns/what affordable housing issues need addressing?

- Housing affordability/lack of low income housing
- Lack of availability of affordable housing
- Lack of diversity of housing options (e.g. subsidized, seniors', rental, accessible)
- Need for smaller homes and 'tiny' homes
- Regulations/zoning
- Need to increase density/lack of complete communities, multi-family/generational housing

Station 3. Home Sweet Home

While the majority of the participants at the community event indicated that they lived in single-family homes that they owned, they all indicated that they had lived in a variety of other types of housing in the past, with the vast majority having rented some form of housing. Regarding the housing types missing in Campbell River, participants largely indicated accessory dwelling units, supportive housing, and rental housing options of all types.

Station 4. Come Into My Home

There were 47 responses to the 12 housing stories. In response to the question of "How important is it to address [name]'s housing needs in Campbell River?" two of the stories were rated 'somewhat important,' four rated between 'somewhat' and 'very important,' and the rest of the responses (41) rated the needs 'very important.' These results show that participants felt that the affordable housing issues presented were important to address in the community. Ideas for appropriate housing types pointed to supportive/subsidized housing, rental housing, accessory units/suites – essentially a range of housing types. There were also suggestions for better daycare, proximity to schools and services, and generally more housing to be built.

Station 5. What type of housing do you support?

Participants indicated that they support all the types of housing presented (purpose-built rental, townhouses, accessory/secondary suites, supportive housing, cooperative housing, seniors' housing), with one 'dislike' for each of the purpose built rental (concerns about parking, crowdedness and affordability), and the laneway housing.

In response to the question "If this type of housing will be built in your neighbourhood, what is needed to ensure support and success?" comments included:

- Close to transit/amenities
- Zoning
- Neighbourhood consultation/support
- Multi-generational/families
- Must be affordable



Station 6. Housing Conversation Table

What's your best idea for affordable housing? HOW can we make it happen? WHO needs to be involved?

- Increased density, closer together (e.g. higher, no sprawl)
- Range of housing
 - Tiny homes
 - Co-op housing
 - Duplexes
 - Secondary suites
 - Carriage homes/lane homes
 - Purpose built housing for families
 - More cooperative/seniors cooperative housing
 - Subsidized/Staff Housing/
 - Designated to developers as percentage
 - Affordable rental
- Bylaws/zoning
 - Eliminate red tape on coach/lane house/basement suite/tiny homes bylaws
 - Make the process faster
 - Create more bonus density/build tiny homes
- Better transport; more community centres
- Better at Home program
- Vetting roommates so seniors can share their homes
- Increase trader worker charges
- Engage with those who need housing - seniors, families and couples



Strathcona Community Health Network
May 23 at 9:40 AM · 🌐

The affordable housing drop in is TODAY, 4pm to 6pm at the CR Senior's Centre by Thrifty's.

This is an opportunity to start the conversation about what kind of housing will meet the needs of the community as we grow.

Tell your friends, share the post on facebook, and drop by for ten minutes to make sure your voice and perspective are part of the conversation!...

[See More](#)

AFFORDABLE HOUSING BENEFITS EVERYONE!

The Health Network and the Coalition to End Homelessness

THU, MAY 23

Affordable Housing Drop In
Campbell River Seniors Centre · Campbell River, BC

★ Interested



SUMMARY AND RECOMMENDATIONS

While the input from the different engagement activities was varied, a number of themes emerged.

1. There is a need for greater affordability of housing, and for more supportive housing (including for seniors, people with disabilities, lower income residents).
2. There is a need for greater diversity of housing, including rental, tiny homes, and secondary suites/accessory units.
3. There is a desire for densification/infill to provide more housing that is closer to amenities and services.
4. There needs to be zoning/regulation changes to encourage and allow more housing forms.

The majority of participants engaged in the activities indicated that they owned their own home, therefore it is important to strive to engage those who are in need for affordable housing, including younger working adults and families, and those with specific needs. There were many comments suggesting 'tiny homes' as a potential affordable housing type; while building tiny homes still requires land and other mechanisms for building any type of housing, the popularity of this idea indicates the interest for using land more efficiently, using more unique models to provide housing, and creating the regulatory environment for building/allowing different forms of housing.

APPENDICES

1. Affordable Housing Profiles
2. Ideas Wall input
3. Input from community event





**STRATHCONA
COMMUNITY**
HEALTH NETWORK



COALITION TO END
HOMELESSNESS
CAMPBELL RIVER & DISTRICT

CENTRE *for*
SUSTAINABILITY
WHISTLER