



ONTARIO NON-PROFIT
HOUSING ASSOCIATION

Canadian Community Housing Perspectives

Housing*Forward* Virginia's xChats:
Affordable Housing Beyond Our Borders

Presented by: Helen Harris, Senior Manager, ONPHA's
Centre for Housing Excellence

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who WE ARE

Founded in 1988, ONPHA is an independent association funded and directed by its members. We lead, unite and support a strong community-based affordable housing sector that helps to build vibrant, healthy and diverse communities for all Ontarians.



WHAT WE PROVIDE OUR *members*



Education, training
professional
development



Online tools &
resources at the
ONPHA store



Thought
leadership
events



Policy and
research



Advocacy and
government
relations



Annual
conference and
regional events

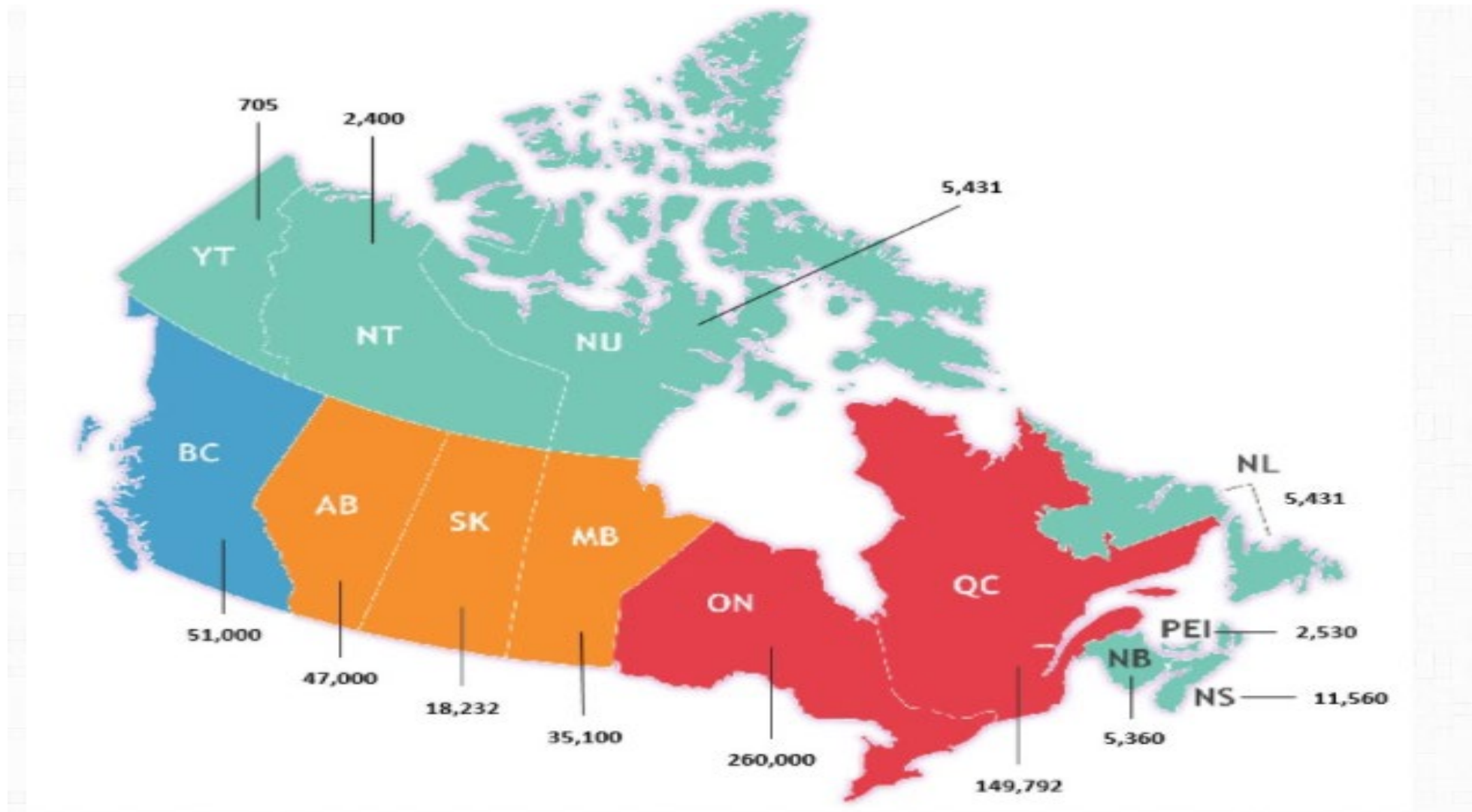


Group
purchasing
and savings



Information
and
updates

CANADIAN COMMUNITY HOUSING CONTEXT



Graphic credit: Canadian Housing and Renewal Association

WHY INVEST IN COMMUNITY HOUSING?

- Improved social, educational and health outcomes
- Cost savings and benefits for other systems
- Job creation
- Economic stimulus
- Protecting and leveraging public investment over the long term

KEY POLICY INTERVENTIONS & STRATEGIES FOR CREATING COMMUNITY HOUSING

- Prioritize non-profit sector in funding programs and initiatives
- Provide access to seed or pre-development funding
- Don't neglect maintenance of existing assets

KEY POLICY INTERVENTIONS & STRATEGIES FOR CREATING COMMUNITY HOUSING

- Prioritize data collection to support evidence-based decision making
- Support non-profit acquisition of rental properties
- Reinvest housing related tax revenue back into housing affordability initiatives



Combating Opposition and "NIMBY"

KEY QUESTIONS TO ASK AT OUTSET OF PROJECT:

1. What concerns/pressures are you likely to face and from whom?
2. What approvals are you likely to need?
3. What support do you absolutely need to move forward?
4. What support would be beneficial to have?
5. Who can help gain the support/approvals you'll need?

KEY COMPONENTS OF A SUCCESSFUL STAKEHOLDER ENGAGEMENT PLAN

- Public consultation
- Written updates and communication
- Open houses and meetings
- Identification of key partners and influential supporters
- A proactive media strategy
- Public relations specialists (if possible)
- Specific engagement for current and future tenants

KEY COMPONENTS IDENTIFIED IN SUCCESSFUL COMMUNICATIONS PLAN

- Important process and project milestones
- Stakeholders and their roles
- Key messaging for promoting project and responding to opposition
- Proposed methods for communicating
- Designated spokesperson for project

CRITICAL CONSIDERATIONS FOR COMBATTING OPPOSITION & “NIMBY”

1. What opportunities do you see in your community to build support?
2. How can you create a constructive dialogue with those that oppose your project?
3. Who are the influential stakeholders in the community that would support your cause?
4. What are the most effective ways to get your message out?

CONNECT WITH US

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