



ENGAGEMENT STRATEGY

City of Port Moody Housing Needs Report

CitySpaces Consulting | September 2020

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Purpose

The City of Port Moody has engaged CitySpaces Consulting to undertake a Housing Needs Report. The Housing Needs Report will be a comprehensive study of housing needs and affordability across the housing continuum, including non-market and market housing. As part of the process of developing the report, CitySpaces will conduct engagement activities with a range of partners and stakeholders, including the local health authority, non-profits, developers, and the public. This engagement will focus on concerns, opportunities, and priorities related to housing needs in the community, with a focus on equity and the needs of vulnerable populations in the community.

The purpose of this Engagement Strategy is to provide an outline of the engagement activities, tools, and timelines, including the required roles, resources, and responsibilities of CitySpaces and City staff.

Objectives

The objectives for engagement activities are:

- Identify the top housing issues, gaps, and opportunities for action from City of Port Moody residents, stakeholders, and municipal staff;
- Obtain information from residents, stakeholders, and municipal staff to inform municipal planning for upcoming housing policy formation and future decision-making regarding site-specific housing proposals; and
- Share findings broadly with local stakeholders to inform their efforts to address housing and homelessness in the community. This could include the development of new social housing projects, redevelopment of existing social housing sites, and the development of new programs related housing and homelessness.

Approach

Engagement activities will the following components:

1. PREPARE CONTENT FOR CITY OF PORT MOODY ENGAGEMENT PLATFORM

City of Port Moody staff will prepare a project summary about the Housing Needs Report for the City of Port Moody's website, which can be reviewed by CitySpaces. This content will include information about the process for developing the Housing Needs Report and providing a timeline and overview of activities. Subject to direction from the City, content may also include a document repository, with relevant policy and planning documents available for review. City staff can update content at key milestones in the project, such as the dissemination of the Online Housing Needs Survey.

2. ONLINE HOUSING NEEDS SURVEY

The purpose of the survey is to gather information from a wide audience of residents and stakeholders on Port Moody's affordable housing challenges and gaps, as well as identifying specific housing concerns for vulnerable population groups.

Our team will create a short online survey for members of the local community to solicit feedback about housing issues and potential approaches to addressing housing needs. The survey will include questions looking at the needs of various groups in the community, such as seniors, families, single-parent households, etc. A draft survey will be prepared by CitySpaces, and finalized with City of Port Moody staff.

Working with City of Port Moody planning staff, our team will design the survey, and will be responsible for launching, administering, and analyzing responses. Subject to direction from the City, our team will also prepare tools to launch and promote the survey:

- A short email invitation to participate in the survey, written in a compelling way to encourage public participation. This email invitation can be distributed to and customized by other organizations in the community to distribute broadly in the community;
- A social media marketing kit to promote the survey, which will include short descriptions for the survey and graphics sized appropriate for various social media platforms; and
- An announcement/press release with information about the Housing Needs survey that can be released to local news outlets, such as the Tri-City News.

We will rely on the City of Port Moody to help publicize and promote the survey, such as by identifying community partners (i.e., local community groups) to distribute the invitation through their email lists, social media, and other channels. CitySpaces will monitor response rates in real time and can implement additional survey recruitment activities if survey responses are low.

3. VIRTUAL STAKEHOLDER FOCUS GROUPS

The purpose of the virtual stakeholder workshops is to engage with multiple stakeholders at the same time in a way that allows for thoughtful discussion, creative brainstorming and individual contribution. The focus groups will collect Port Moody-specific insights into affordable housing challenges, gaps, priorities and solutions. The focus groups will be structured to collect a wide range of information from diverse stakeholders, while also serving as a learning exercise for participants on housing issues in the community.

Three focus groups will be conducted, each with a different group of stakeholders. Each meeting will last about one to one-and-a-half hours. The three focus groups are:

- **Interdepartmental Focus Group of City of Port Moody Staff:** Our team will facilitate a virtual workshop with Port Moody staff to discuss housing and opportunities from the perspective of staff. Our team will work with the City of Port Moody planning team to identify staff members for the focus group, which may include staff from long-range policy planning, social planning, development services, real estate services, and other relevant areas. This will provide a broad understanding of the City's experience with housing planning and development from a range of perspectives.

- **Nonprofit Housing Providers/Social Service Sector Partners:** Our team will facilitate a virtual focus groups with local nonprofit housing providers and social service sector partners (such as community-based organizations, Fraser Health,) to gain insight into their experiences serving vulnerable populations. This may include information about populations groups whose housing needs are not currently met and populations whose housing challenges are expected to grow in the future. This focus group will also provide insights into opportunities and barriers for expanding social housing in the community, such as through the redevelopment of existing sites or the development of other sites. Additionally, the perspective of social service agencies to better understand supportive housing services in the community, such as services for homelessness prevention, those experiencing mental health issues and addictions, for seniors living independently in the community, etc., and to identify gaps in those services.
- **Port Moody Development Community:** A final focus group will be comprised of developers, homebuilders, and local real estate professionals to better understand the experience of the private housing sector. This focus group will emphasize the experience of developers and homebuilders in navigating the development and approvals process with the City, and can provide insight into the dynamics of the local real estate market, such as which demographic groups are currently challenged by real estate availability and affordability. This will also provide information on diverse housing products expected to enter the market in future years.

CitySpaces will work with the City of Port Moody to identify and refine a list of stakeholders to be invited to the focus groups. We anticipate 6-10 participants for each session. Once the list of participants is complete, invitations will be sent out by the City of Port Moody. Key individual participants who are unable to attend will have an opportunity to participate in a one-on-one interview at another time.

CitySpaces will set up and facilitate the focus groups via Zoom (with a licensed, secure account) for each of the focus groups. Since COVID-19, our firm has also facilitated virtual focus groups using **Mural.co**, which has allowed for interactive and meaningful online dialogue. **Mural.co** is a digital workspace for collaboration, an online whiteboard with sticky notes and voting, allowing participants to quickly provide a wide range of views and respond to viewpoints.

CitySpaces will prepare all materials, such as agendas, as well as prepare a memo documenting key findings.

4. FOLLOW-UP KEY INFORMANT INTERVIEWS

Key informants who were not able to participate in the focus groups but who may provide valuable insights into housing issues in the community. CitySpaces anticipates conducting 3-5 additional interviews to supplement information collected as part of the focus groups. CitySpaces will be responsible for arranging, conducting, and documenting these interviews.

5. SUMMARY VIDEO

We have included the creation of a summary video to communicate key findings toward project closing. Our firm frequently uses **Lumen5**, a video creation platform powered by A.I., to report out on project outcomes. These videos are short, highly graphic summaries, making them easily digestible for local residents who may

not have significant time to engage with planning studies. The video can be posted on the project web page, and also used in various presentations as desired.

6. CAPACITY-BUILDING WORKSHOP WITH CITY OF PORT MOODY STAFF

Our team will facilitate a staff capacity building workshop via Zoom. The purpose of this workshop is to summarize the work involved, lessons learned, key points and other relevant information with the goal of building staff capacity to update future Housing Needs Reports. This session will be interactive, using **Mural.co** as a digital workspace, and will outline our Housing Needs Report approach and methodology, ensuring staff understand data collection and analysis, and value-add elements, such as household affordability profiles and best practices research. Our team will prepare an associated guide to the Housing Needs Report that they can reference as needed.

Reporting

Summaries of staff and stakeholder engagement efforts will be assembled into engagement summaries. These will be provided to City of Port Moody staff, as well as included as appendices in final Housing Needs Report. This will include survey results and summaries of the virtual focus groups. The City of Port Moody will also be provided with electronic copies of the engagement materials and handouts.

Task Allocation and Timeline

ACTIVITY	TIME PERIOD	RESPONSIBILITY
1. Prepare Content for City of Port Moody Website		
Prepare Draft Website Content	September	City of Port Moody
Review and Finalize Website Content	September	City of Port Moody + CitySpaces
Post Content on Website	September/Ongoing	City of Port Moody
2. Online Housing Needs Survey		
Prepare Draft Housing Needs Survey	September	CitySpaces
Review and Approve Housing Needs Survey	September	City of Port Moody
Launch Housing Needs Survey	September/October	CitySpaces
Promote/Market Housing Needs Survey	September/October	City of Port Moody + CitySpaces

ACTIVITY	TIME PERIOD	RESPONSIBILITY
Analyze Survey Results and Report Findings	October/November	CitySpaces
3. Virtual Stakeholder Focus Groups		
Identify Stakeholders for Virtual Focus Groups	September	City of Port Moody + CitySpaces
Invite Stakeholders to Virtual Focus Groups	September	City of Port Moody
Prepare Materials for Virtual Focus Groups	September/October	CitySpaces
Facilitate Three Virtual Focus Groups	October	CitySpaces
Prepare Engagement Summaries for Focus Groups	November	CitySpaces
4. Follow-Up Key Informant Interview		
Conduct Key Informant Interview as Needed	November	CitySpaces
5. Summary Video		
Prepare Video	November	CitySpaces
Post on City web page	December	CitySpaces
6. Capacity-Building Workshop with City of Port Moody Staff		
Invite Staff to Workshop	November	City of Port Moody
Prepare Materials for Workshop	November	CitySpaces
Facilitate Workshop	December	CitySpaces



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