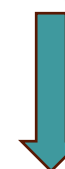
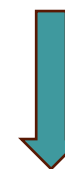


SHIFTING THE NARRATIVE:
SUPPORTED HOUSING; AFFORDABLE
HOUSING; ENCAMPMENTS; AND
SHELTERS – HOW DO WE MOVE
FROM NIMBY TO YIMBY

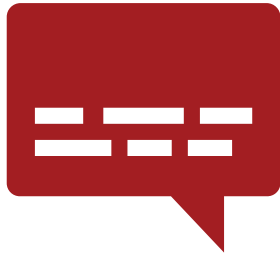
ROUND 1

From NIMBY to Neighbour:

Brokering a dialogue about homelessness among people experiencing homelessness, law enforcement, and the community –



Supporting mid-size cities



Changing the narrative

Developing targeted communications strategies



Mutual aid

Create and fund outreach and peer support



Leverage legal tools

Drive response through a human rights approach



Community building

Prioritize social inclusion




SHIFTING THE NARRATIVE: MOBILIZING SUPPORT FOR COMMUNITY SAFETY AND RESILIENCE

ROUND 2



*“I started ‘No Place
Like Home’*
(Indigenous woman, lived
experience of homelessness)*

- 
1. The erasure of Indigenous Peoples who are homeless
 2. The construction the encampment as a public and community* safety concern

*Pseudonyms have been used to protect the privacy of participants



CONSTRUCTIONS OF “SAFETY”

“I don't think there should be so many rules put in place to protect the general public from what is considered or viewed to be a harm when in reality it's just a bunch of people coming together trying to maintain their own safety.”

Person with lived experience of homelessness



Homelessness training

- Defining homelessness
- History of housing policy and homelessness
- Data trends in homelessness over time
- Causes of homelessness
- Cost of emergency response to homelessness
- Connection to local community
- Stories from the shelter
- OW/ODSP activity
- Information around encampments
- Identifying and addressing compassion fatigue for first responders



MEANINGFUL AND TARGETED COMMUNITY ENGAGEMENT

ROUND 3



TOOLKIT

Community Acceptance of Non-Market Housing



<https://research-library.bchousing.org/Home/ResearchItemDetails/1622>





Develop a community engagement plan

- Environment scan
- Stakeholder identification and analysis

Timing is critical

- People who are the most impacted should not find out about proposal in the media (this will erode trust and make more difficult to gain it back)
- Engage key stakeholders early to help provide accurate information (Engaging the BIA or a resident's association can help prevent the spread of misinformation)




Engaging Community to Gain Acceptance



Understanding concerns

- Understand what people are likely to be concerned about (physical building, operation model, client type, etc.)
- Concerns are as much about perception as reality (fears around decrease in property value is around the perception that it will affect value; not the reality)
- People may feel angered if they feel stakeholders are disregarding their concerns and calling them NIMBY

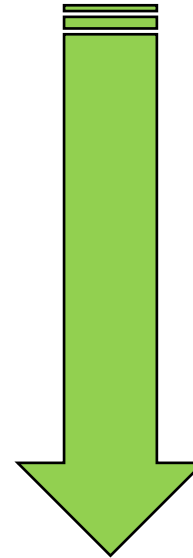


Recognizing what gaining community acceptance is

- It is about building trust

Key learnings

- Early, consistent, informative communication
 - Information sharing
 - Open houses
 - Neighbourhood walkabouts
 - 1 on 1 meetings
 - Community dialogue sessions
 - Design charette
 - Community advisory committees
- Setting boundaries on topics and discussions
- Stick to facts
- Use stories



Responding to different actors



Engage supporters



Focus on undecided



Earn trust with
opponents over time



COMMON CONCERNS

TIPS FOR RESPONDING TO THE CONCERNS

Property values will decline



Consult evidence & Research



Organize tours for the existing non-market housing community

Public safety and increased crime



Consult evidence & Research



Housing insecurity



Try to break down stigmas

Non-market housing is costly for tax-payers



Consult evidence & Research



Share stories of examples

The non-market housing will not fit into the neighbourhood



Indistinguishable social housing from market housing



Organize tours of existing non-market housing



Use examples of similar existing sites

Over-concentration non-market housing and other support services in the area already



Be prepared to speak to the reasons why this site was selected for the proposed housing

Reasons may include:



• Need for housing in the neighbourhood



• Proximity to amenities, transit, community services, and employment areas



• Alignment with Official Neighbourhood Plans

