



Community Engagement Summary

3177 McGill Crescent, Prince George
Complex Care Housing (CCH) Project

August 2024 – February 2025

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INTRODUCTION

This report provides a summary of community engagement held in August/September 2024 and February 2025 regarding the Complex Care Housing (CCH) project planned for 3177 McGill Crescent in Prince George, B.C. The project would provide:

- 10 deeply affordable homes with voluntary person-centered health, cultural and social supports, including:
 - On-site supports for people with developmental disabilities provided by Community Living BC (CLBC)
 - On-site health care support provided by Northern Health
 - 24/7 staffing and services provided by an experienced non-profit housing operator (to be selected). Services would include wellness checks, life skills training, employment assistance and connection to community services.

The existing zoning of the site permits the proposed use, so neither rezoning nor community engagement is required by the City of Prince George for this housing project. BC Housing chose to conduct community engagement to share accurate and up-to-date information with area neighbours and answer questions about this project. Feedback collected during the engagement period will be used to support the integration of the new housing into the community. We thank all project partners and community members for their participation.

This report was submitted to Prince George City Council on May 2, 2025.

ANNOUNCEMENT – AUGUST 2024

On August 7, 2024, the Province distributed a [bundled announcement](#) about new supportive homes and CCH spaces planned for Prince George.

The announcement stated that BC Housing had purchased the vacant property at 3177 McGill Crescent with plans to build 10 CCH units in partnership with Northern Health and CLBC.

At the time of the announcement, the project was in very preliminary stages. Construction timelines and other operational details were to be made available at a future date.

ENGAGEMENT COMMUNICATIONS – AUGUST 2024

Neighbourhood Letter

On August 7, 2024, BC Housing sent a Letter to Neighbours by mail (**Appendix A**) to residents within 200 m of the proposed project site at 3177 McGill Crescent (179 addresses).

This letter included:

- an introduction to the CCH project, project partners and the services to be provided
- a commitment to share updates as the project moves forward
- a link to BC Housing’s project webpage and direct email address for questions

Interest-holder Email and Meeting Invitation

On August 7, 2024, BC Housing sent an email (**Appendix B**) to local 15 interest-holders including nearby businesses, College Heights Baptist Church, College Heights Elementary and Secondary schools, Parent Advisory Councils, and the College Heights Community Association. This email included:

- an introduction to the CCH project, project partners and the services to be provided
- a link to BC Housing’s project webpage and direct email address for questions
- an offer to arrange small-group conversations to further discuss the project*

*Of the 15 email recipients, none replied to express interest in a small-group conversation.

Let’s Talk Housing BC project webpage

BC Housing launched a dedicated project webpage (letstalkhousingbc.ca/prince-george-3177-mcgill-crescent) on August 7, 2024 to align with the Provincial announcement. On this page, we will continue to share the latest information on the project as well as community engagement opportunities.

COMMUNITY MEETING – AUGUST 27, 2024

In response to the August 7, 2024 Provincial announcement package and letter/email from BC Housing, the College Heights Community Association organized a town hall-style meeting on August 27, 2024 to discuss the project. Approximately 150 residents attended. BC Housing was invited to this meeting, but representatives did not attend as per staff policies. Representatives from Northern Health and CLBC attended as observers.

SMALL-GROUP CONVERSATION & FAQ – SEPTEMBER 20, 2024

In lieu of attending the community meeting on August 24, BC Housing reiterated its offer to host small-group conversations with local interest-holders and organized a virtual meeting for the College Heights Community Association on September 20, 2024.

All project partners attended this 60-minute meeting to discuss the project and share a [Community FAQ](#). One community representative attended. This FAQ was also posted to the Let’s Talk project webpage.

At this meeting, BC Housing representatives also communicated their plans to return to Prince George in early 2025 to host additional engagements, including a community-wide open house.

INTERREGNUM – FALL 2024

Communications and Engagement Blackout

BC Housing was unable to share updates, answer questions, host information sessions or further engage the community in any way from September 23 until November 18, 2024, due to communications restrictions during the BC Provincial Election.

COMMUNITY ENGAGEMENT SUMMARY – FEBRUARY 2025

Neighbourhood Letter and Open House Invitation

On January 30, 2025, BC Housing sent a second Letter to Neighbours by mail (**Appendix C**) to residents within 200 m of the proposed project site at 3177 McGill Crescent (179 addresses).

This letter included:

- the latest project status and updates
- an invitation to a Community Open House on February 26, 2025
- a link to BC Housing’s project webpage and direct email address for questions

Interest-holder Email and Meeting Invitation

On February 4, 2025, BC Housing sent an email (**Appendix D**) to 15 local interest-holders including nearby businesses, College Heights Baptist Church, College Heights Elementary and Secondary schools, Parent Advisory Councils, and the College Heights Community Association. This email included:

- the latest project status and updates
- an invitation to register for Small-Group Conversations on February 25, 2025
- an invitation to a Community Open House on February 26, 2025
- a link to BC Housing’s project webpage and direct email address for questions

Let’s Talk Housing BC update

On February 20, 2025, BC Housing added event information and an optional registration link to the Let’s Talk Housing BC project webpage for 3177 McGill Crescent.

Small-Group Conversations - Event Summary

Event Name and Date	Small-Group Conversations Tuesday, February 25, 2025, 5:30 – 7:00 pm & 7:30 – 9:00 pm Ramada Plaza, 444 George Street, Prince George, BC Traditional territory of the Lheidli-T'enneh First Nation
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Organizers	<p>BC Housing Project and Community Engagement Team:</p> <ul style="list-style-type: none"> • Jennifer Giesbrecht, Manager, Project and Community Engagement • Trudi Beutel, Senior Communications Advisor, Project & Community Engagement • Maggie Sheeshka, Senior Communications Specialist, Project & Community Engagement
Presenters	<p>BC Housing</p> <ul style="list-style-type: none"> • Heidi Hartman – Associate VP, Supportive Housing & Homelessness • Kirsten Baillie – Senior Manager, Regional Development Services Northern Health • Graham Hall – Executive Lead, Mental Health & Substance Use Community Living BC • Jody Stuart – Regional Director, Service Delivery & Innovation Facilitator • Natalie Hill – Principal, Spur Communication • Zack Bulick- Director of Engagement, Spur Communication
Presentation Materials	<p>Presentation for small-group conversations</p>
Event Audience	<p>Invitations to small group-conversations were sent to 15 community organizations, including neighbourhood schools, churches, community groups, and businesses.</p>
Number of Attendees	<ul style="list-style-type: none"> • 5:30 pm session – 12 spaces available/6 RSVPs/5 attendees. Attendees included an elementary school Parent Advisory Committee (PAC) representative and a local business owner. Prince George Mayor Simon Yu and City Councillor Trudy Klassen also attended. • 7:30 pm session - 12 spaces available/1 RSVP/1 attendee, representing the Prince George District Parent Advisory Committee (DPAC) attended.
Tone Analysis	<p>The tone of the small-group conversations was constructive and curious. The small group of attendees wanted to learn more. They were interested in separating fact from fiction about the project and who would be living there.</p>

Community Open House - Event Summary

Event Name and Date	Community Open House Wednesday, February 26, 2025, 5:30 – 8 pm Ramada Plaza, 444 George Street, Prince George, BC Traditional territory of the Lheidli-T'enneh First Nation
Organizers	BC Housing Project and Community Engagement Team: <ul style="list-style-type: none"> • Jennifer Giesbrecht, Manager, Project and Community Engagement • Trudi Beutel, Senior Communications Advisor, Project & Community Engagement • Maggie Sheeshka, Senior Communications Specialist, Project & Community Engagement
Presenters	BC Housing <ul style="list-style-type: none"> • Jennifer Giesbrecht, Manager, Project and Community Engagement • Heidi Hartman – Associate VP, Supportive Housing & Homelessness • Kirsten Baillie – Senior Manager, Regional Development Services • Samual Hogg – Development Manager Northern Health <ul style="list-style-type: none"> • Graham Hall – Executive Lead, Mental Health & Substance Use • Michelle Lawrence – Executive Director, Specialized Services • Mark Hendricks – Communications Lead, Capital Projects Community Living BC <ul style="list-style-type: none"> • Jody Stuart – Regional Director, Service Delivery & Innovation • Lisa Porcellato – Advisor, Community Relations & Engagement • Andrea Emmons – Service Area Manager Facilitator <ul style="list-style-type: none"> • Natalie Hill – Principal, Spur Communication • Zack Bulick- Director of Engagement, Spur Communication
Presentation Materials	Community Open House Display Boards
Event Audience	Attendees included neighbours, local businesses, PAC representatives and other interested community members. The Community Open House invitation was also sent to Prince George Mayor and Council and Lheidli-T'enneh First Nation

Number of Attendees	56 people attended the Community Open House Notable attendees included Prince George City Councillors Tim Bennett, Susan Scott, Trudy Klassen, Ron Polillo, Garth Frizzell.
Tone Analysis	The tone of the Community Open House was mixed. Many came to learn, but approximately 50 per cent of attendees arrived angry and distrustful of BC Housing and this project.

COMMUNITY RELATIONS INBOX

Since the project was announced in August 2024, the 3177 McGill Crescent project has elicited **42 emails** to BC Housing’s Community Relations inbox (communityrelations@bchousing.org).

Most emails voiced disapproval of this project coming to College Heights and expressed fears that the CCH residents would import substance use into the neighbourhood.

Note: BC Housing was unable to respond to email inquiries from September 23 until November 18, 2024 due to communications restrictions during the BC Provincial Election, but all emails were answered once the blackout period was lifted.

WHAT WE HEARD – SUMMARY

Topics

Safety

- Concern about substance use and potential risk to children playing in/around the site
- Concern that residents with mental health issues would exhibit predatory behaviour towards children
- Concerns for security of neighbours, seniors in the area
- Requests for accountability for the operator and BC Housing to ensure neighbourhood safety
- Interest in building security, cameras, site lighting
- Concern about potential for increased crime in the neighbourhood
- Concern about potential increase of emergency vehicle traffic and disruption around the site
- Overall belief that BC Housing projects have failed in other communities and criticism of NDP housing policies overall

Location/site approvals

- Belief that this project belongs in the Downtown where there are more services for people experiencing homelessness
- Concern about potential reduction in nearby property values
- Concern about potential wildlife impacts (garbage attracting bears, landscaping that is unfriendly to deer, etc.)
- Questions about public use of the walking path currently on the property
- Concern that neighbours had no input on the location choice and don't have a way to stop the project (a.k.a. it is a "done deal")

Operations

- Questions about whether substances would be distributed on site
- Questions about what supports will be available to residents
- Confusion/concern over who will live in the building
- Concern that misinformation is spreading about project with some calling it "an open drug-use facility" and "safe injection site."
- Interest in who the non-profit operator will be
- Concern about site staffing levels and staff qualifications
- Questions about substance use policies and desire to prohibit substance use
- Questions about the intake assessment process and resident selection

Communication/Engagement

- Desire for a "community meeting" or "town hall" instead of a drop-in format open house
- Desire for letters/invitations to have extended past 200 metres from project site to all College Heights residents
- Dissatisfaction from residents who mistakenly thought they lived within 200m of site didn't receive any mail-out information
- Dissatisfaction that the event wasn't more widely promoted (via posters, social media posts, etc.)
- Dissatisfaction that all residents weren't invited to small-group conversations and that these sessions were limited to interest-holders only
- Dissatisfaction with barriers to participation through Eventbrite (online registration)
- Interest in more community engagement and additional information as available

ENGAGEMENT OUTCOMES

“I came here to raise a fuss, but I didn’t have to. We were misled. We were told this would be a facility with open drug use, but that’s not the case.”

- *McGill Open House participant*

Although neither rezoning nor community engagement is required by the City of Prince George for this housing project, these neighbourhood communications and engagement initiatives proved to be worthwhile. This is especially true considering the inaccurate information that had spread throughout the community (via social media and otherwise) both during and after Provincial Election period.

Clarity on substance use

The most often-voiced concerns about the project were misconceptions about it being for people with substance use disorders. We acknowledge this was not clear in the original Provincial announcement. However, our subsequent communications and engagement have worked to clarify that this Complex Care Housing project is intended for people with mental health challenges and developmental disabilities for whom substance use is not a primary concern. Some residents may have a history of substance use but have expressed a desire to live in a community with others who have similar goals to avoid exposure to substances and substance use.

Accurate information-sharing

In the Small-Group Conversations especially, representatives of the business community as well as elementary and high-school PACs brought genuine questions and concerns, participated in open dialogue, and committed to bringing accurate project information back to their respective groups.

The Community Open House saw several neighbours expressing anger about the project and had many questions for staff in attendance. Project representatives were able to answer most attendees’ questions, correct misinformation and start (re)building trust with community members.

Follow-up questions

The Community Open House also provided attendees with the opportunity to add their unanswered questions onto a sticky-note wall. Project partners collected these questions and provided answers.

This [Community Q&A](#) was emailed to registrants/participants for whom we had email addresses as well as to all local interest-holders. The Community Q&A is also available on the letstalkhousingbc.ca/prince-george-3177-mcgill-crescent.

Ongoing communications

All project partners also commit to continued community contact at milestone points along the development timeline for 3177 McGill Crescent. This will include sharing construction information and organizing an opportunity (either virtual or in person) to meet the non-profit housing operator when selected.

Appendix A: Neighbourhood Letter



August 7, 2024

Neighbourhood Update

3177 McGill Crescent, Prince George

Dear Neighbour,

We are writing to share our plans to build 10 supportive homes with Complex Care Housing services at 3177 McGill Crescent in Prince George. This project is an important part of providing the full spectrum of health and housing services to the community.

About the project

BC Housing and Northern Health are partnering with Community Living British Columbia (CLBC) to build this much-needed health programming and housing. These homes will be for people who are experiencing or at risk of homelessness and need support services to maintain their housing. Residents will be single adults (19+) of all genders, including seniors and people with disabilities.

We will select an experienced non-profit housing operator to manage the building and provide services to residents. These could include daily meals, life and employment skills training, and connections to community services.

Complex Care Housing services

Northern Health will also provide Complex Care Housing services in this building. These will be in addition to the supports provided by the non-profit operator. Complex Care Housing aims to provide person-centered health care and other culturally safe services to residents under one roof and in their own home.

Complex Care Housing continues to be a welcome addition to supportive housing programs across B.C. Learn more about Complex Care Housing by visiting gov.bc.ca/complexcarehousing.

CLBC services

This building will also include spaces for people with developmental disabilities who are eligible for CLBC services, enabling them to live independently in their own homes while receiving the necessary support. Learn more about CLBC's services by visiting communitylivingbc.ca.

Community Engagement

A caring community can contribute greatly to the success of supportive housing residents. We will continue to share updates and keep lines of communication open with neighbours as this project moves forward. Please stay tuned for further information on this exciting, new project in our neighbourhood.

Stay informed about this project by visiting letstalkhousingbc.ca/prince-george-3177-mcgill-crescent or by scanning the QR code below:



We welcome questions at any time to communityrelations@bchousing.org.

Sincerely,

BC Housing
Northern Health
Community Living British Columbia

Appendix B: Email to interest-holders

From: communityrelations@bchousing.org

Subject: Neighbourhood Update – 3177 McGill Crescent, Prince George

Dear Community Member,

We are writing to share that BC Housing and Northern Health are partnering with Community Living British Columbia (CLBC) to build 10 supportive homes with Complex Care Housing services at **3177 McGill Crescent** in Prince George. This project is an important part of providing the full spectrum of health and housing services to the community.

About the project

These homes will be for people who are experiencing or at risk of homelessness and need support services to maintain their housing. Residents will be single adults (19+) of all genders, including seniors and people with disabilities.

We will select an experienced non-profit housing operator to manage the building and provide services to residents. These could include daily meals, life and employment skills training, and connections to community services.

Northern Health will also provide Complex Care Housing services in this building. These will be in addition to the supports provided by the non-profit operator. Complex Care Housing aims to provide person-centered health care and other culturally safe services to residents under one roof and in their own home.

This building will also include spaces for people with developmental disabilities who are eligible for CLBC services, enabling them to live independently in their own homes while receiving the necessary support.

For more information about this project, please visit letstalkhousingbc.ca/prince-george-3177-mcgill-crescent.

Questions?

A caring community can contribute greatly to the success of supportive housing residents. We will continue to share updates and keep lines of communication open as this project moves forward.

We invite you to contact us to set up a meeting with our project team. You can also email us any time with questions.

Sincerely,

BC Housing
Northern Health
Community Living British Columbia

Appendix C: Invitation to Community Open House



January 28, 2024

You're invited

Community Open House for 3177 McGill Crescent, Prince George

We are writing to invite you to a Community Open House to learn more about the Complex Care Housing (CCH) project. Please note the site's existing zoning already allows for the proposed use. Our goal is to introduce our project partner to you, answer questions and discuss with you how best to integrate this project into the surrounding community.

Community Open House

Date: Wednesday, February 26, 2025

Time: 5:30 - 8 p.m.

Place: Ramada Plaza by Wyndham Prince George
444 George Street
Skylight Ballroom (main floor)

To register, please go to: www.eventbrite.ca/e/3177-mcgill-crescent-community-open-house-in-prince-george-tickets-1224259315569.

About the project

BC Housing and Northern Health are partnering with Community Living British Columbia (CLBC) to build 10 units of CCH at **3177 McGill Crescent**. This project is an important part of providing the full spectrum of health and housing services to the community.

CCH provides deeply affordable homes with voluntary person-centered health, cultural, and social supports. Many of these wraparound services are available to residents under one roof and in their own home, for as long as they need. Teams of professionals will work with residents and their support networks to develop personalized plans aimed at improving their quality of life.

For more information about this project, please visit www.letstalkhousingbc.ca/projects. You can also email us any time with questions, communityrelations@bchousing.org.

Sincerely,
BC Housing
Northern Health
Community Living BC

Appendix D: Invitation to Small-Group Conversations

From: BC Housing

Subject: Learn more about the McGill Complex Care Housing initiative

Dear Community Member,

We are writing to invite you to attend a small-group conversation to discuss the proposed 10-unit Complex Care Housing project at 3177 McGill Crescent in Prince George. These small group sessions are by invitation to local businesses, schools and community organizations only. There are 12 spots available at each of the following two sessions:

- Conversation #1 - Tuesday, Feb. 25 from 5:30 – 7 p.m.
- Conversation #2 - Tuesday, Feb. 25 from 7:30 – 9 p.m.

Register at: <https://www.eventbrite.ca/e/1224294420569?aff=oddtcreator>

You can choose which conversation you want to attend after you click the “ticket” button.

Small-group conversations will be held at:

Ramada Plaza by Wyndham Prince George

444 George Street

Cranbrook South (main floor)

What will we talk about?

We will discuss the project in detail and gather your insights to help us refine our architectural and landscaping plans. Please note the site’s existing zoning already allows for the proposed use. Our goal is to answer questions and discuss with you how best to integrate this project into the surrounding community.

Community Open House

BC Housing will also host a Community Open House on Wednesday, Feb. 26, from 5:30 – 8 p.m. at the Ramada Prince George Downtown for residents living within 200 metres of the project site. Small-group invitees are also welcome to attend.

To learn more about the project prior to February, please visit, [Prince George – 3177 McGill Crescent | Let's Talk Housing BC](#)

Sincerely,
BC Housing