

# Community Acceptance of Non-Market Housing

## Purpose

*The purpose of this guide is to provide additional resources for non-profit housing providers to reference.*

*Guide 5 forms part of the Community Acceptance of Non-Market Housing Toolkit, a series of five guides. For more information on the Toolkit, go to the Research Centre Library at [www.bchousing.org](http://www.bchousing.org).*

## Guide 5 Additional Resources

This guide provides useful additional resources to help non-profit housing providers navigate local government, as well as gain and maintain community acceptance for non-market housing. The resources below were used to inform the Toolkit and are referenced throughout. Many of these resources were developed by organizations in British Columbia and are publicly available online. This is not an exhaustive list of resources available regarding community acceptance of non-market housing but is a helpful reference.

### Resources provided in this Guide are divided into four categories:

- › Working with Local Government
- › Design Details
- › Gaining and Maintaining Community Acceptance
- › Community Engagement Materials





## WORKING WITH LOCAL GOVERNMENT

### Creating Market and Non-Market Affordable Housing: A Smart Growth Toolkit for BC Municipalities

**AUTHOR(S):** Deborah Curran and Tim Wake (Published by Smart Growth BC)

**YEAR OF PUBLICATION:** 2008

**GEOGRAPHIC AREA:**  
British Columbia

**LINK:** <https://www.toolkit.bc.ca/resource/creating-market-and-non-market-affordable-housing-toolkit-bc-municipalities>

**PRIMARY OBJECTIVE(S):** The purpose of this toolkit is to give local government staff and decision-makers more detailed knowledge about tools that deliver non-market housing so they are better equipped to decide which approaches suit their community.

**METHODOLOGY:** Review of literature, local planning bylaws and policies, and case studies.

**KEY FINDINGS/ CONCLUSIONS:** This toolkit describes eight strategies for local government to use to provide non-market housing in B.C. It describes key tips to implementation and presents case studies from a variety of local governments. Further, it provides recommendations for local governments seeking to intensify the delivery of non-market housing over the long term.

### Housing In My Backyard: A Municipal Guide for Responding to NIMBY

**AUTHOR(S):** Federation of Canadian Municipalities

**YEAR OF PUBLICATION:** 2009

**GEOGRAPHIC AREA:** Canada

**LINK:** <https://www.homelesshub.ca/resource/housing-my-backyard-municipal-guide-responding-nimby>

**PRIMARY OBJECTIVE(S):** This guide highlights practices used by municipalities across Canada, including strategies, practical tips and tools to gain community acceptance for housing developments.

**METHODOLOGY:** Review of literature, local planning policies, and case studies.

**KEY FINDINGS/ CONCLUSIONS:** This guide describes common concerns cited by the public and how municipal staff and politicians can address them. It outlines strategies to gain community acceptance, and case studies of successful policy and strategy implementation in local governments across Canada.

### Welcoming and Inclusive Communities Toolkit: Template and Tools for Alberta's Municipalities

**AUTHOR(S):** Alberta Urban Municipalities Association

**YEAR OF PUBLICATION:** 2014

**GEOGRAPHIC AREA:** Alberta

**LINK:** <https://auma.ca/advocacy-services/programs-initiatives/welcoming-and-inclusive-communities/tools-resources/auma-toolkits-guides>

**PRIMARY OBJECTIVE(S):** The purpose of this toolkit is to assist municipalities in creating a more welcoming and inclusive community.

**METHODOLOGY:** Review of best practices across the province and primary research.

**KEY FINDINGS/ CONCLUSIONS:** This toolkit describes five steps municipalities can take to create more inclusive communities. These steps include recognition, commitment, vision, action and celebration.

## DESIGN DETAILS

### BC Housing Design Guidelines and Construction Standards

**AUTHOR(S):** BC Housing

**YEAR OF PUBLICATION:** 2018

**GEOGRAPHIC AREA:**  
British Columbia

**LINK:** <https://www.bchousing.org/partner-services/asset-management-redevelopment/construction-standards>

**PRIMARY OBJECTIVE(S):** The Design Guidelines and Construction Standards provide standards and technical guidelines for the design and construction of new buildings, conversions, and renovation projects, and takes into consideration the building functional quality, long-term operational efficiency, and sustainability in the social housing sector. Sections include: general design requirements, energy and environment design, crime prevention through environmental design (CPTED), construction standards and drawing and document requirements.

**METHODOLOGY:** Developed by BC Housing in consultation with partners.

**KEY FINDINGS/ CONCLUSIONS:** The BC Housing Design Guidelines and Construction Standards are intended to be a reference and baseline from which full project specific specifications are compiled by the design team. This document identifies general design guidelines and construction standards that are expected within the constraints of the approved construction budget.

The purpose of this document is to establish an acceptable level of quality for construction materials and assemblies that optimizes occupant satisfaction and minimizes annual operating costs for the building.

### Dimensions of Quality Supportive Housing

**AUTHOR(S):** Corporation for Supportive Housing (CSH)

**YEAR OF PUBLICATION:** 2013

**GEOGRAPHIC AREA:** United States

**LINK:** <https://www.csh.org/resources/dimensions-of-quality-supportive-housing-guidebook/>

**PRIMARY OBJECTIVE(S):** The Dimensions of Quality Supportive Housing Guidebook strives to build the capacity of the supportive and non-market housing industries to create and operate high-quality, effective, and sustainable supportive housing units. It also encourages the investment of adequate resources, especially from public systems, to support that capacity. The overall goal is to create better outcomes for supportive housing residents, especially those with multiple barriers to housing stability.

**METHODOLOGY:** Provides primary research on dimensions of quality related to supportive housing.

**KEY FINDINGS/ CONCLUSIONS:** The matrix provided summarizes five key dimensions of a supportive housing project (tenant centered, accessible, coordinated, integrated, and sustainable) and breaks them down into various project components (project design and administration, property and housing management, supportive services, community).



## Accessible and Adaptable Housing

**AUTHOR(S):** Canada Mortgage and Housing Corporation (CMHC)

**YEAR OF PUBLICATION:** 2018

**GEOGRAPHIC AREA:** Canada

**LINK:** <https://www.cmhc-schl.gc.ca/en/developing-and-renovating/accessible-adaptable-housing>

**PRIMARY OBJECTIVE(S):** This toolkit provides useful resources to non-profit housing providers in providing for accessible and adaptable housing to enable people of all ages and abilities to stay in their community as long as possible.

**METHODOLOGY:** Includes primary research conducted by CMHC, case studies, and links to municipal policies across Canada.

**KEY FINDINGS/ CONCLUSIONS:** The toolkit offers useful resources related to universal design for new housing units, secondary suites, accessible housing design, aging in place, and universal design/adaptable housing models.

## GAINING AND MAINTAINING COMMUNITY ACCEPTANCE

### Supportive Housing Community Outreach Toolkit

**AUTHOR(S):** County of Los Angeles and United Way Greater Los Angeles

**YEAR OF PUBLICATION:** 2017

**GEOGRAPHIC AREA:**

County of Los Angeles

**LINK:** <https://nonprofithousing.org/20826-2/>

**PRIMARY OBJECTIVE(S):** The toolkit is intended to benefit the entire community of people who are invested in breaking the cycle of poverty and homelessness for the most vulnerable people in society. From supportive housing developers to homeless services providers to community leaders, the toolkit is aimed at providing effective language and strategies for community outreach in the effort to build supportive housing.

**METHODOLOGY:** The study was based on consultation with supportive non-profit housing providers and organizations related to supportive housing in the Los Angeles area.

**KEY FINDINGS/ CONCLUSIONS:** The toolkit offers four key messaging tips for community outreach and several tools for achieving improved outreach outcomes, including both community and political outreach.

### Yes, In my Backyard: Welcoming Inclusion, Upholding Human Rights

**AUTHOR(S):** PIVOT Legal Society

**YEAR OF PUBLICATION:** 2011

**GEOGRAPHIC AREA:**

Metro Vancouver

**LINK:** [http://www.pivotlegal.org/yes\\_in\\_my\\_backyard\\_toolkit](http://www.pivotlegal.org/yes_in_my_backyard_toolkit)

**PRIMARY OBJECTIVE(S):** This toolkit is intended for people who understand the value of addressing homelessness, addiction, and mental illness in a proactive and positive way through safe and supportive housing. The purpose of the toolkit is to help housing advocates respond to fears and prejudices about the people who live in supportive housing.

**METHODOLOGY:** The study provides legal research and case studies from Metro Vancouver non-profit housing providers.

**KEY FINDINGS/ CONCLUSIONS:** The toolkit explains the 'right to housing' and provides a framework for going from NIMBY (Not in my backyard) to YIMBY (Yes in my backyard). It also offers useful myth busting information and details the BC Human Rights Code and the legal framework to support the YIMBY position.



## Creating Homes: A Community Guide to Affordable and Supportive Housing Development

**AUTHOR(S):** Greater Victoria Coalition to End Homelessness

**YEAR OF PUBLICATION:** 2018

**GEOGRAPHIC AREA:**

Greater Victoria area

**LINK:** <http://victoriahomelessness.ca/creating-homes-a-community-guide>

**PRIMARY OBJECTIVE(S):** The information in this guide is designed to support conversations between project proponents, elected officials, community members and the media to encourage collaboration and dialogue between stakeholders in support of the development of additional housing options throughout the Greater Victoria region.

**METHODOLOGY:** The study provides a summary of existing research, literature, and original insights related to supporting additional non-market housing options.

**KEY FINDINGS/ CONCLUSIONS:** The guide offers resources and information on how to respond to the commonly cited community concerns related to proposed non-market housing developments.

## “You Don’t Have to Live Here”: Why Housing Messages are Backfiring and 10 Things We Can Do About It

**AUTHOR(S):** Enterprise Community Partners Inc. and FrameWorks Institute

**YEAR OF PUBLICATION:** 2016

**GEOGRAPHIC AREA:** United States

**LINK:** <https://www.enterprisecommunity.org/resources/you-dont-have-to-live-here>

**PRIMARY OBJECTIVE(S):** To equip housing and community development advocates with evidence about which messages work, and which don’t, to expand the public discourse on housing issues.

**METHODOLOGY:** The study was primarily based on analysis of public comments from various media throughout the U.S.

**KEY FINDINGS/ CONCLUSIONS:** The research provides new evidence and practical recommendations for how housing and community development advocates can begin to engage the public and build public support and political will to address housing issues. The research identifies the ways that current messaging is backfiring and explains why communications related to housing delivery frequently have unintended effects. It puts forward a set of recommendations that will enable housing advocates to reshape the public conversation about these important issues.

## Yes in My Backyard: A Guide for Ontario’s Supportive Housing Providers

**AUTHOR(S):** Homecoming Community Choice Coalition

**YEAR OF PUBLICATION:** 2005

**GEOGRAPHIC AREA:** Ontario

**LINK:** <http://www.houselink.on.ca/the-issues/>

**PRIMARY OBJECTIVE(S):** This toolkit is designed to help those wanting to create new supportive housing.

**METHODOLOGY:** Research and consultation was conducted with non-profit housing providers, development consultants and community organizations.

**KEY FINDINGS/ CONCLUSIONS:** This report summarizes human rights related to housing and the typical planning approval process. It outlines how to develop a strategy and tips for community consultation, and common objections and how to deal with them.

## NIMBY: When Affordable Housing Development Meets Community Opposition

**AUTHOR(S):** Matthew MacNeil, Housing Strategies Inc.

**YEAR OF PUBLICATION:** 2004

**GEOGRAPHIC AREA:** Canada

**LINK:** <http://homelesshub.ca/resource/nimby-when-affordable-housing-development-meets-community-opposition>

**PRIMARY OBJECTIVE(S):** This guide offers step-by-step guidelines for developing a strategy to address community opposition to a proposed housing project. It identifies what non-profit housing providers need to know, who should be involved, and how to plan and implement a strategy.

**METHODOLOGY:** Primary research and findings.

**KEY FINDINGS/ CONCLUSIONS:** This guide explains how community opposition can be used as an opportunity to build awareness, understanding, and support for non-market housing, including general principles and tools to use when addressing opposition.

## Community Acceptance Series: Overview of Strategies from Case Studies of Supportive Housing Sites in B.C.

**AUTHOR(S):** BC Housing Research Centre

**YEAR OF PUBLICATION:** 2018

**GEOGRAPHIC AREA:** British Columbia

**LINK:** <https://www.bchousing.org/research-centre/library/community-acceptance/bk-case-study-series-overview>

**PRIMARY OBJECTIVE(S):** The purpose of this research is to help future development sites better address neighbourhood concerns at the initial stages of a project. Sharing lessons learned also helps identify strategies to improve relationships with neighbours of existing non-market housing sites.

**METHODOLOGY:** Key informant interviews with staff representatives from each supportive housing site and quantitative data of calls to police for each study neighbourhood before and after project opening.

**KEY FINDINGS/ CONCLUSIONS:** This report summarizes the types of concerns raised by neighbours of supportive housing developments and whether these concerns changed over time, specifically from site proposal to after site opening. It includes strategies and actions taken by non-profit housing providers to address concerns and build positive relationships with neighbours and the number of police calls in the neighbourhood before and after a site opening.



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## Social Return on Investment of Affordable Housing Development

**AUTHOR(S):** BC Housing (Research Centre) and Constellation Consulting Group

**YEAR OF PUBLICATION:** 2016

**GEOGRAPHIC AREA:** British Columbia

**LINK:** <https://www.bchousing.org/research-centre/library/tools-for-developing-social-housing/social-return-on-investment-sroi-of-affordable-housing-development&sortType=sortByDate>

**PRIMARY OBJECTIVE(S):** This social return on investment (SROI) analysis shows the value of investing in the creation of non-market housing in B.C.

**METHODOLOGY:** Four case studies of community partnership initiative-supported non-market housing developments in the province were analyzed, providing a snapshot of the overall value of investing in the creation of non-market housing in B.C.

**KEY FINDINGS/ CONCLUSIONS:** The study found that beyond the economic stimulation that housing construction generates, there is approximately 20-30% value added when this construction results in non-market housing and 92% value added when that non-market housing is targeted to and includes supports for marginalized populations. As governments seek more cost-efficient ways to support citizens and communities to thrive, the current study suggests that investment in non-market housing generates important economic and social returns.

## COMMUNITY ENGAGEMENT MATERIALS

### Engagement Toolkit: People with Lived Experience in BC's Capital Region

**AUTHOR(S):** Capital Regional District, Greater Victoria Coalition to End Homelessness, Government of Canada

**YEAR OF PUBLICATION:** 2017

**GEOGRAPHIC AREA:** Capital Regional District (Greater Victoria)

**LINK:** <https://victoriahomelessness.ca/our-products/outreach-and-engagement/>

**PRIMARY OBJECTIVE(S):** The toolkit sets out tools and techniques that have been well received or recommended by people who are, or who have been, homeless. The toolkit was prepared primarily for staff members of organizations who have frequent contact with people who have experienced homelessness. Staff from municipalities and electoral areas, academics and practitioner researchers may also find the material useful as they engage with people who have experienced being without a stable home, and who are currently or have been clients of housing, health, corrections, youth, aging-out of care, and community-based organizations.

**METHODOLOGY:** Review of documents and telephone calls with organizations in the capital region as well as organizations in North America that undertake regular and ongoing engagement with homeless people.

**KEY FINDINGS/ CONCLUSIONS:** This toolkit describes how to set up an engagement process based on the level of engagement and decision makers involved. It provides tools and examples for every level engagement, including how to inform, consult, involve, collaborate, and empower.

## Housing Project Support and Coalition Expansion: An Outreach and Engagement Strategy

**AUTHOR(S):** Greater Victoria Coalition to End Homelessness

**YEAR OF PUBLICATION:** 2017

**GEOGRAPHIC AREA:** Greater Victoria

**LINK:** <https://victoriahomelessness.ca/our-products/reports/#toggle-id-4>

**PRIMARY OBJECTIVE(S):** The purpose of this strategy document is to assist Coalition members in more effectively engaging neighbourhoods and communities to support non-market housing, resulting in more projects approved in a timely fashion.

**METHODOLOGY:** The study provides a summary of existing research and literature and original insights related to community engagement.

**KEY FINDINGS/ CONCLUSIONS:** This engagement strategy outlines methods and strategies related to community engagement, tactics, and messaging. It provides a sample community engagement program outline and engagement session checklist.

## IAP2's Public Participation Spectrum

**AUTHOR(S):** International Association for Public Participation (IAP2)

**YEAR OF PUBLICATION:** 2014

**GEOGRAPHIC AREA:** International

**LINK:** <https://iap2canada.ca/foundations>

**PRIMARY OBJECTIVE(S):** The IAP2 Federation developed a public participation spectrum to help groups define the public's role in any public participation process.

**METHODOLOGY:** Based on IAP2 principles and research.

**KEY FINDINGS/ CONCLUSIONS:** This widely used international standard for defining public participation processes outlines public participation goals and promises to the public for each of the five stages of the spectrum (Inform, Consult, Involve Collaborate, and Empower).

## More Information:

BC Housing's Research Centre works in collaboration with housing sector partners to foster excellence in residential construction and find innovative solutions for affordable housing in British Columbia. Sharing leading-edge research, advances in building science, and new technologies encourages best practice. The Research Centre identifies and bridges research gaps to address homelessness, housing affordability, social housing challenges and the needs of distinct populations. Mobilizing knowledge and research expertise helps improve the quality of housing and leads to innovation and adoption of new construction techniques, Building Code changes, and enhanced education and training programs. Learn more about the Research Centre at [www.bchousing.org](http://www.bchousing.org).

Sign up to receive the latest news and updates at [www.bchousing.org/subscribe](http://www.bchousing.org/subscribe).

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