

Engagement Plans

In developing milestones, each Housing Accelerator Fund (HAF) initiative lead has developed an appropriate engagement plan that considers the following factors, informed by the Burlington Community Engagement Charter:

- Interested and affected parties
- Engagement objectives
- Risks
- Opportunities for influence (i.e., where a policy or program decision is within the city's control)
- Communicating with the public (e.g., transparency and sharing feedback)

In the first reporting year of HAF, a total of 1,094 people were engaged through a variety of channels including surveys, virtual and in-person open houses, and community events. A summary of engagement activities conducted to date is included in Appendix C – Engagement Summary.

HAF Engagement Themes

Four themes will guide the continued work of developing milestones as well as implementing HAF related policies and supports to deliver on the [housing targets](#). Appropriate metrics are being identified for each theme to measure success.



Voice of the Public

The [Burlington Community Engagement Charter](#) emphasizes the importance of citizen and community engagement in decision making. Engagement plans must provide opportunities to engage different perspectives through accessible and relevant forums. Engaging the voice of the public includes determining the level of influence the public can have in decision making: inform, consult, involve, collaborate, and/or empower. Where possible, staff should seek to maximize engagement opportunities across these levels. The different levels of engagement are based on the International Association of Public Participation (IAP2)'s [Public Participation Spectrum](#), which is also a component of Burlington's [Community Engagement Charter](#)

Partnerships

The City of Burlington does not build or manage housing. Implementing the Housing Strategy and achieving the HAF initiatives and milestones depends on successful partnerships.

Theme #4 of the Burlington [Housing Strategy](#) indicates the need for partnership with a wide range of organizations to increase housing options and advocate for change to address the gaps in housing options today and tomorrow.

Milestone 6.2 will explore partnerships to develop affordable housing on City owned lands which also supports Housing Strategy Action #10, “Identify underused properties, including government owned and non-government owned sites that could be used for housing.”

Council approval of the HAF implementation plan and budget was approved to explore potential partnership with non-profit/community agencies to create affordable and missing middle rental units. Halton Region is an integral partner for this proposed capital project.

This includes partnerships with a range of stakeholders including government, private sector, non-profit organizations, and non-traditional stakeholders, based on an assessment of relevant influence and interest.

Awareness

Creating awareness of Burlington’s [Housing Needs and Opportunities Report](#) amongst citizens and stakeholders will strengthen adoption of HAF supports. HAF communications can build on community awareness of the Burlington Housing Strategy to promote more affordable, inclusive, and climate-resistant housing options in Burlington. Initial tactics of the HAF Communications Plan include the [HAF webpage](#), and [recent media release](#).

The Housing Strategy Theme #3 focuses on building awareness and capacity by connecting residents and housing providers to programs and services, measured by the following:

- Increase in number of awareness programs and resources made public.
- Support for new initiatives to encourage a diverse housing supply, including affordable housing, purpose-built rental housing, and higher-density residential developments in Burlington.
- Increase in awareness of and applications for programs and incentives.

Connection

Burlington citizens are diverse, requiring a multitude of channels to connect with them effectively. Identifying and leveraging these channels through the Communications Plan will ensure all people in Burlington have access to relevant HAF supports.

HAF milestone 5.2 instructs the city to create a communications campaign connecting residents with information, education, and resources to promote housing creation opportunities available in Burlington, such as additional residential units.

Additionally, HAF milestone 5.3 calls for the creation of a Housing Connections Centre. The vision for this Centre was approved through the city's Housing Strategy Action #2: "Act as a connector and partner in the housing system by identifying opportunities to connect people and providers to resources and information related to meeting housing objectives". The Housing Connections Centre will have a virtual presence (i.e., webpage on Burlington.ca) and will consider opportunities for potential physical presence (i.e., community pop-up) throughout Burlington, as appropriate.