

APPENDIX E

Proposed Communications Strategy

Implementation of Second Suites Action Plan

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Proposed Supporting Communications Strategy

Communication Objectives

1. To increase public awareness of how second suites strategy will be implemented and enforced.
2. To influence public acceptance of the second suites strategy

Strategy

- High-profile, proactive communications strategy
- Clearly explain why Markham is changing its policy, and focus on the stringent enforcement strategy
- Highlight the positive experiences of other municipalities (e.g., Newmarket) to reinforce the benefits of second suites
- Create a citizens advisory group coordinated by Fire Services, the Lead Department on Second Suites, to consult on the implementation
- Capitalize on existing communications channels:
 - Use Council's audio streamed session as a means to help reinforce the message of more stringent regulatory, enforcement and inspection measures associated with second suites.
 - Provide prominent messaging on Markham's website regarding the new second suites plan
 - Use e-news information to reach residents with previous involvement in the public consultation program (e-mail database)
- Provide information directly to stakeholder groups and community organizations
- Develop a general brochure for public and stakeholder distribution outlining:
 - Ontario Planning Act requirements
 - Evolving demographics of Canadian society
 - Impact on property values and experience in other municipalities
 - Impact on municipal services
 - Enforcement and inspection measures associated with the Second Suites Strategy
 - Benefits of registration/how to comply
- Develop a media relations strategy, targeting local/regional media, ethnic media and reporters who wrote articles on the public consultations in early 2008
- Implement an education program for landlords, tenants, real estate agents, ratepayer associations and business organizations on regulatory procedures.

- Consider posting brief information on community discussion forums (e.g. My Greensborough, Cornell Village, etc.) with link to further online information and monitor responses

Proposed Tactical Plan

- Key message script for Mayor, Councillors and senior staff to use for public comment
- General brochure:
 - Post on website
 - Distribute to all community centres, Town facilities, real estate offices and home building supply facilities (e.g. Home Depot, Lansing, Home Hardware, Canadian Tire, etc.)
 - Direct mail to stakeholders, community leaders, ratepayer associations, real estate, existing second suite residences, home designers/decorators, construction/renovators
- FAQ document posted on website and sent to stakeholders
- Establish Citizens Advisory Group coordinated by the Fire Services, the Lead Department on Second Suites, to monitor the implementation of the second suites plan and to provide feedback to the Town on compliance issues
- Use the Town's Electronic Information Boards (EIBs) to alert residents to new second suites regulations
- Press release with FAQs to all media
- Post print "information" ads in local newspapers
- Set up interviews for senior planning staff and Mayor as required with local TV stations
- Information article on second suites in Town page

Key Messages

- Markham is a growing municipality with new needs based on changing demographics and growing residency requirements
- The Second Suites plan will allow residents to have self-contained apartments in their home
- The plan means more security and safety for those renting, and more opportunity for Markham homeowners to gain rental income.
- Markham's plan will place stringent rules on second suites and provide strong enforcement tools to maintain high quality services and preserve the character of our neighbourhoods
- Our goal is to make sure Markham continues to be a vibrant and successful community.

Estimated Budget for Communications

Tactic	External Costs	Comment
Web postings	0	
Press Release	0	
Electronic Information Boards	0	
Media liaison/interviews	0	
Professional writing services	0	Brochure/media release/ scripts/web postings/FAQs
Graphic design support	0	Assumes use of internal resources for design of brochure and advertisements
General brochure	2000	External printing of 5000 copies
Fax sheet	0	Internal printing
Panel display	400	3-4 panels for use at public display functions
Citizen Advisory Committee	500	Hospitality (refreshments)
Advertising	2000	Outside of Town Page in ethnic media
TOTAL	4900	