

Applicant Outreach Summary

Outreach Strategy

The outreach strategy involves first contacting the Ward 9 Councillor in which the Best Western Plus Hotel resides. A ZOOM call was held with Councillor Carra on Sept. 13th to explain the project. No issues were raised.

We next determined the communities within a 1km radius of the Hotel and noted they were in Wards 8 & 11 where Jeromy Farkas is/was the Councillor in Ward 11, and Courtney Walcott is the new Councillor for Ward 8. A ZOOM call was held with the Councillor Farkas on Sept. 17th to explain the project. No issues were raised. A ZOOM call was held with Councillor Walcott on Nov. 10th. Several good questions asked.

The next step is to contact the three Community Association Boards for Parkhill-Stanley Park, Rideau/Roxboro, and Erlton. A virtual meeting with each of the three Boards will occur in October up to late-November to explain the project and seek the Boards' recommendations for outreach activities to their communities.

The last element of the strategy is to provide all the businesses on Macleod Trail from the Best Western Plus at 3630 Macleod Trail southward to 42nd Avenue with a one-page flyer describing the Project and providing contact information for any questions they may have.

The plan is to hold ZOOM Open House Outreach calls to the three communities' residents to explain the project and receive their feedback.

The CDC will also enter into a Good Neighbours Agreement (GNA) with the Community Boards. A draft GNA has already been prepared for each of the Communities to review should we be successful in our LOC and RHI-2 funding.

Stakeholders

Wards 8, 9 and 11 Councillors have all been contacted.

Parkhill Stanley Park Community Association Board meeting (Oct. 6th, 2021)

Parkhill Stanley Park Residents through ZOOM Open House meeting (Oct. 19th, 2021)

Rideau/Roxboro Community Association Board Meeting (Nov. 1st, 2021)

Erlton Community Association Board (Meeting to be held at their AGM in late November)

Rideau/Roxboro and Erlton Residents through ZOOM Open House meeting (Nov. 18th, 2021)

Macleod Trail South Businesses through Flyer distribution (Oct. 15th)

What Did You Hear?

Provide a summary of main issues and ideas that were raised by participants.

1. Wards 8, 9 & 11 Councillors 1. No concerns raised from the three Councillors.

2. Parkhill-Stanley Park Residents' feedback (12 residents total on ZOOM Open House):
 - a. 30 questions/comments in total were received. Most were just asking for clarification of the project.
 - b. Two residents felt there were enough transient homeless people causing crime and safety concerns in the area and that this Affordable Housing project may contribute further to the problem. In short "Not In My Back Yard" (NIMBY).
 - c. One Resident stated "There are lots of positives to come from you being in the community". Clearly some residents are very supportive.
 - d. The low resident turnout would seem to indicate there is not very much opposition.
 - e. The Community Association Board was very supportive of the project and looked forward to working with the CDC on the GNA.

3. Rideau Roxboro Community Association Board offered to write a letter of support. No concerns raised, just wanted to understand the project better.

4. Erlton Community Association Board has been contacted and we are trying to schedule a meeting with them at their AGM on November 23rd

.

5. Rideau/Roxboro and Erlton Resident's feedback (13 residents total on Zoom Open House):

- a. 23 questions/comments in total were received. Most were just asking for clarification of the project.
- b. One resident was concerned about the lack of amenities in the area.
- c. One resident asked "are there things that community members can do to help support / advance this initiative?"
- d. One resident asked if there would be plans to invite community members to view one of the affordable housing units when ready?
- e. One resident had asked in an earlier message if a sidewalk could be placed on the east side of Macleod Trail over Cemetery Hill from Spiller Rd. to 25th Ave SE.
- f. One long-time resident indicated that our development may add to the numbers of wandering people (transient homeless people).

6. Macleod Trail Businesses feedback:

- a. A call was held with Bijan Western Flooring on Oct. 25th as a result of the flyer distribution. Bijan Western Flooring sees this as Low Cost housing (not Affordable Housing), which will attract undesirable tenants potentially resulting in vandalism, etc. The CDC explained the difference of low cost versus affordable housing and the precautions being taken, but the company will be filing an objection. (NIMBY)