

Community Hub Communications Strategy

April 2025



- Project webpage and Visual Fact sheet
 - Inclusion at related public events
 - Stakeholder outreach and briefings
 - Press release
- Senior Manager of Community Hub does PAN interview
- Mayor weekly video lets public know public consultation is starting
 - Regular social media posts about public consultation starting
- Pamphlets included in Water Bill and Property Tax notice with a QR code to survey
 - Peach Arch News Half Page Ad
- Establish and use dedicated email address

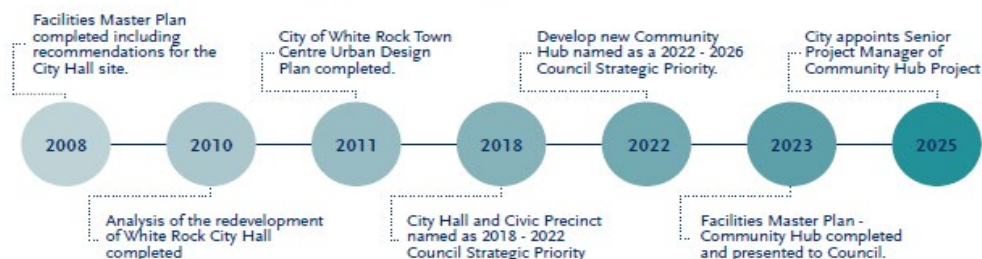
Shaping White Rock's Civic Heart with Our Community

Then & Now: A City Hall with History

- For more than 60 years, White Rock City Hall has been at the heart of our community, serving generations of residents, staff, and Council members.
- Built in 1962, it was designed to serve a much smaller population of only 8,000 people. Today, the building no longer meets the needs of our growing community of nearly 22,000, which is expected to grow by another 10,000 in the next 20 years.
- City Hall lacks an elevator and accessible washrooms, can no longer accommodate the staff and services required, and needs seismic upgrades to be earthquake safe.



Community Hub Progress Throughout the Years



What is a Community Hub?

- Residents and businesses depend on civic services, families need access to childcare, and the entire community benefits from transit-friendly spaces where people can meet, gather, and belong.
- This conversation is about more than just buildings, it's about the services and spaces that make White Rock a connected, vibrant community.
- Now is the time to ask: What kind of public space does White Rock need for the future?

Where We're At Today

- The option currently under review is a White Rock Community Hub—a modern, accessible space where key services like City Hall, the White Rock Library, and Evergreen Daycare could come together under one roof.
- This approach would create a welcoming, future-ready civic space that meets the needs of residents today and for generations to come.
- No final decisions have been made. This is the beginning of a conversation, and we want to hear from you.

What Happens Next?

This spring, we are launching a new engagement process to gather input from the community.

Your voice will help shape the vision for White Rock's civic heart. You can get involved by:

- Sharing your thoughts on Talk White Rock
- Attending open houses and workshops
- Staying informed as the project evolves

Have a question?

Contact the Community Hub Senior Project Manager at communityhub@whiterockcity.ca

View presentation and reports to Council about the Community Hub at whiterockcity.ca/communityhub or scan the QR code



2025 Property Tax Notice

IMPORTANT DATES

Property taxes are due on Wednesday, July 2, 2025

- To avoid late payment penalties, property tax payments must be received in full on or before July 2, 2025.
- Any current year amounts outstanding after this date, including Home Owner Grants, will be charged a 5% penalty. An additional 5% penalty will be applied to 2025 taxes and levies unpaid after August 15, 2025.

If you have questions about your property tax notice or need assistance regarding payment options, contact us by phone 604-541-2280 or by email at finance@whiterockcity.ca

Payment options are listed on the back of your tax notice.

APPLY FOR YOUR HOME OWNER GRANT

Homeowners no longer apply for the home owner grant through the City of White Rock. Everyone now applies directly to the Province of BC.

Online: gov.bc.ca/homeownergrant

By phone: 1-888-355-2700 or 250-387-0555

Tips for claiming your home owner grant

- You must apply for your home owner grant each year.
- You will need the jurisdiction number and the folio/roll number on your property tax notice.
- Call wait times can be long. The online application is quick and easy to use, you can also have a relative, friend or neighbour claim on your behalf.

DEFERRING YOUR TAXES?

Tax deferment is a provincial loan program that allows you to defer the annual property tax payment on your home if eligible. For more information, visit gov.bc.ca/propertytaxdeferment, email TaxDeferment@gov.bc.ca, or phone 1-888-355-2700.

Step 1: Claim your home owner grant
Submit your grant directly to the Province of BC.

Claim your grant online gov.bc.ca/homeownergrant or phone 1-888-355-2700.

Step 2: Pay any prior years' taxes and your Other Fees & Charges

To defer, you must pay any arrears or delinquent taxes before applying for deferment. These will be listed on the tax notice, above the TOTAL OUTSTANDING TAXES line.

Pay the amount listed under the OTHER FEES & CHARGES section of your tax notice. Utility fees (drainage, solid waste, sanitary sewer, etc.) cannot be deferred.

Step 3: Apply for or renew deferment

Apply or renew (if not on automatic renewal) through the province's website gov.bc.ca/propertytaxdeferment

Follow instructions on the province's website when applying or renewing.

Your roll number and jurisdiction can be found on the property tax notice.

If you need assistance, phone the province at 1-888-355-2700.

Participate in the North Bluff Road Corridor Study

The City is conducting a Corridor Study to assess the long-term land use and density in Uptown (town centre and town centre transition designations) along North Bluff Road in consultation with Surrey's approved Semiahmoo Town Centre Plan.

Attend the Open House

Date: May 27, 2025, Time: 4 - 8 p.m.

Location: White Rock Community Centre
15154 Russell Avenue, White Rock, BC

Visit www.talkwhiterock.ca/nbrcorridorstudy



Share Your Thoughts on the Community Hub

Take part in the survey series and help shape the vision for White Rock's civic heart. Visit whiterockcity.ca/communityhub



For more information on Property Taxes, visit whiterockcity.ca/taxes
Finance Department | email: finance@whiterockcity.ca | tel: 604-541-2280

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City by the Sea

2025 Water Bill Insert



Sign up for myWhiteRock Online Payment and Billing Services

myWhiteRock brings many City services together online with one account. Using myWhiteRock is a secure way to access payments and provides property owners and businesses access to information any time about their water utility, property tax, business licence, or dog licence.

From myWhiteRock you can:

- View your account balance and account details
- Review detailed transaction records
- View PDF copies of bills and reminder notices
- Update your profile's email address and bill delivery method
- Go paperless and receive your renewals via email

Register today at my.whiterockcity.ca

Automatic Withdrawal Plans

Never miss a payment and avoid late penalties with the City's water utility billing auto debit program. Sign up and learn more at whiterockcity.ca/utilitybill

Share Your Thoughts on the Community Hub

This spring, the City is launching a series of surveys to gather input from the community on the Community Hub. Your voice will help shape the vision for White Rock's civic heart.



Follow project updates at
whiterockcity.ca/communityhub

whiterockcity.ca/online

WHITE ROCK
City by the Sea

April 30th Public Consultation begins

- First of a series of surveys are offered through Talk White Rock
- Launch first “What We’ve Heard” report on website



Draft “What We’ve Heard” Report for April 30th Launch

Key Themes from Early Feedback

1. Location and Site Concerns

- Questions about the decision to focus on the current City Hall site.
- Concerns about the impact on neighboring properties.
- Requests to explore alternative sites, including Centennial Arena.

2. Building Height and View Impacts

- Worries about potential building heights affecting views for adjacent residents.
- Concerns about the character and scale of development relative to surrounding neighborhoods.

3. Parking and Traffic

- Questions about how parking demand will be addressed.
- Concerns about traffic congestion during and after construction.

4. Financial Responsibility and Cost Transparency

- Requests for greater clarity on project costs.
- Concerns about the impact on property taxes.
- Emphasis on ensuring value for money and careful stewardship of public funds.

5. Need for More Information and Broader Consultation

- Desire for more detailed information about the project timeline, funding, and design.
- Calls for open and transparent consultation before final decisions are made.

While many early comments have raised important concerns, we have also heard positive perspectives and encouraging ideas from community groups and residents.

Key positive themes include:

1. Recognition of the need for future-ready facilities:

- Residents and organizations have acknowledged that White Rock's aging City Hall and civic amenities are no longer sufficient for the City's growing population and evolving needs.

2. Excitement about expanded services:

- Early feedback shows enthusiasm for the idea that a Community Hub could bring new and enhanced services to White Rock including improved library spaces, childcare opportunities, arts and cultural spaces, and flexible multi-purpose areas.

3. Support from community organizations:

- Groups such as the South Surrey and White Rock Chamber of Commerce and the Kent Street Activity Centre have provided letters of support for the Community Hub concept. The White Rock Museum and Archives has also expressed interest in how expanded community spaces could help address their operational needs.

These early signals of interest reinforce that the Community Hub conversation is about much more than buildings, it is about building a vibrant, connected future for White Rock residents of all ages.

We appreciate the time and thought that community members have already invested in providing feedback. In particular, we have received formal correspondence through:

- Emails from individual residents.
- Letters published in Peace Arch News (PAN).
- In-person conversations with residents and stakeholders.
- Meetings with adjacent property groups and business organizations.
- Regular Council Meetings

We recognize that early engagement often highlights concerns, and this is a normal and valuable part of major project development. Listening to these early voices helps us identify issues to address proactively and areas where additional clarity is needed.

Next Steps

- Survey Series Launch: The first public survey, focused on community services and needs, will be released at the end of April.
- Public Engagement Opportunities: We will continue to gather feedback through multiple surveys, public meetings, and workshops over the coming months.
- "What We Heard" Summaries: After each phase of engagement, we will release clear summaries to report back to the community.

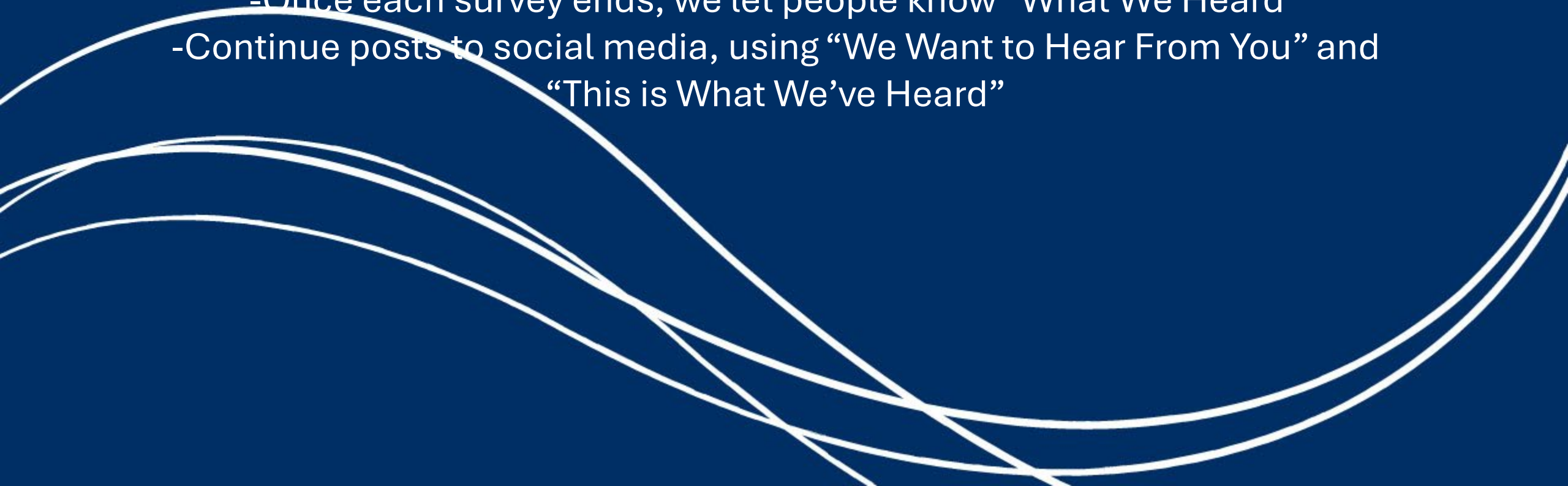
We encourage all White Rock residents to participate in the upcoming surveys to ensure that a wide range of voices shape the Community Hub's future. Together, we can create a Community Hub that reflects the needs, hopes, and priorities of our entire city.

For more information, please visit the Community Hub project page at whiterockcity.ca/community-hub or email us directly at communityhub@whiterockcity.ca.

Spring-Summer 2025

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A series of public surveys are offered through Talk White Rock

- Community Workshops/Open Houses
 - Pop-up engagement at high-traffic locations
 - Once each survey ends, we let people know “What We Heard”
 - Continue posts to social media, using “We Want to Hear From You” and “This is What We’ve Heard”
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April 30th: Survey 1

Community Needs and Services

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Focus: What services are important? What do people want to see?

Tone: Optimistic, inclusive “Help shape the future”



June-July: Survey 2

Space Use and Amenities



Focus: If these services are included, what kinds of spaces and features should we prioritize? (e.g., meeting rooms, green space, parking, daycare, cultural spaces)

Tone: Still very positive — imagining the space and how people will use it.

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July-Aug: Survey 3

Priorities and Trade-Offs



Focus: If we can't have everything, what's most important?
(Accessibility? Environmental sustainability? Cost-effectiveness?
Parking? Views?)

Tone: Gentle introduction to the reality of choices and trade-offs.

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Aug-Sept: Survey 4

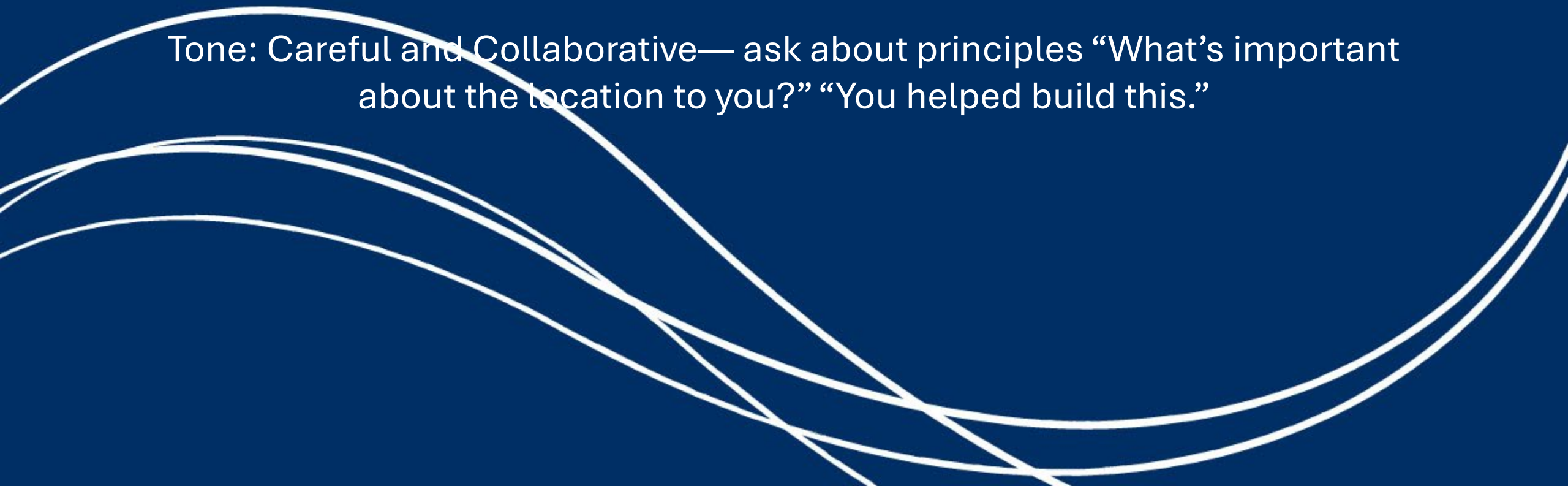
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Location/Design and Final Concepts

Focus: Preferred locations, general design preferences, preliminary opinions on things like building form, heights, etc. Present two to three concepts.

Tone: Careful and Collaborative— ask about principles “What’s important about the location to you?” “You helped build this.”

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Sept-Oct 2025

Presentation of Emerging Concepts

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-What we heard feedback summary posted to website

-Final Public Open House



Late Fall 2025

Council report and final engagement loop



- Report to council on feedback from community



Questions?

