

STRATEGIC PRIORITY #6 - Increase Advocacy, Awareness and Education Roles

In order to effectively address issues related to housing affordability, collaboration is necessary. One strategy is to advocate to the federal and provincial governments for additional funding and resources to meet the affordable housing needs of low and moderate-income residents in White Rock. The City can also actively participate in bringing attention to housing affordability issues and in sharing and coordinating resources and information with partners and the public. Moreover, the City can serve as an intermediary, liaising with senior levels of government to ensure that community input and needs are factored into future policy and funding programs.

ACTION 1: Building Awareness and Information Sharing***Initiatives***

- 1.1. Create a City webpage with important affordable housing information (inventory of units, key studies being conducted, successes in the community, etc.) to increase public awareness and communication on Affordable Housing – *short-term*
- 1.2. Work with partners to update and maintain an inventory of affordable housing units and supports in White Rock - *short-term*
- 1.3. Develop public education materials for engaging with the community on the implementation of the City's Affordable Housing Strategy - *short to long-term*
- 1.4. Continue participation at regional, provincial and national housing tables and conferences to bring awareness to White Rock's work in affordable housing - *ongoing*
- 1.5. Advocate to senior levels of government to request funding or resources to meet the housing needs of the community – *ongoing to long-term*

ACTION 2: Position Papers***Initiatives***

- 2.1. Draft position papers on housing affordability issues to send to senior levels of government and communicate through forums such as the Federation of Canadian Municipalities (FCM) or Union of BC Municipalities (UBCM) – *long-term*