

Human Services Planning Board of York Region
Staff Update

HSPB-YR Update	
Agenda Item: Make Rental Happen in York Region Post-Secondary Student Challenge	
Purpose:	A global housing ideas challenge for post-secondary students that solicits big, bold, and innovative ideas for the creation of <i>private market rental housing options</i> that are replicable and applicable to a York Region context.
Outcome:	To elevate the conversation on innovative solutions and build momentum for change in the community to encourage the development of private market rental housing options in York Region.
Recommendations:	<ol style="list-style-type: none"> 1. HSPB-YR receives for information. 2. HSPB-YR Members use their networks to promote the challenge to post-secondary students. 3. HSPB-YR Members announce the challenge through their organizations

Progress to Date:

Status
<p>1. Make Rental Happen Student Challenge successfully opened</p> <p>The challenge website (www.york.ca/makerentalhappen) was launched on schedule on February 10, 2014. The website allows students to:</p> <ul style="list-style-type: none"> ○ Register for the challenge ○ Download and review full challenge details ○ Access a one page background document for more information on the York Region rental housing story ○ Access York Region and HSPB-YR housing related materials, such as the York Region Official Plan, Housing Matters Report, Make Rental Happen Collaborative Advocacy Plan, Making Ends Meet Discussion Paper, and the Baseline Measures ○ Review a frequently asked questions section. This section is updated as new questions are received from students. <p>2. IBM Canada is the presenting sponsor of the Make Rental Happen Challenge awards (\$10,000)</p> <p>IBM has generously offered support for the challenge by sponsoring the full \$10,000 cash awards, which are to be presented as follows:</p> <ul style="list-style-type: none"> ○ First place award: \$5,000 ○ Second place award: \$3,000 ○ Third place award: \$2,000

3. Jury Members are confirmed

All student submissions to the challenge will be evaluated by a jury panel of leading professionals who will award three winning submissions.

The housing challenge working group made the following recommendations related to jury member composition:

- The jury to consist of 5 members
- Jury members should have standing in their fields of work to create broader awareness and uptake of the challenge
- At least three jurors to have an architecture or design background (at least one of these jury members to be familiar with the local area)

Based on these recommendations the working group created a list of preferred candidates to sit on the jury. Resulting from these recommendations the following jury members have been contacted and their participation on the jury is confirmed:

- **Valerie Shuttleworth**, Director, Long Range Planning, Office of the Chief Administrative Officer, Regional Municipality of York
- **Brian Topp**, Partner, Kool Top and Guy Public Affairs
- **Don Pugh**, Vice President, The Daniels Corporation
- **Dan Leeming**, Founding Partner, Planning Partnership
- **Ralph Giannone**, Partner, Giannone Petricone Associates

4. Communications Plan – What have we done so far?

Attachment 1 to this staff update contains the challenge communications plan, which includes:

- National broadcast email sent to 59 post-secondary institutions across Canada (universities and colleges).
- International broadcast email sent to 17 post-secondary institutions in the United Kingdom, United States of America, and Australia
- Campus newspaper advertisements
- Metro News online and newspaper advertisements
- Novae Res Urbis (NRU) advertisements
- Social media messaging using Twitter and Facebook

5. In-Kind Media sponsorship

In addition to the tactics used in the communications plan, in-kind media sponsorship has been secured by the following organizations:

- Spacing Magazine (a national urban design magazine)
- Ontario Professional Planners Institute

Make Rental Happen Challenge Timeline

November 2013	Challenge information was posted on the Board's webpage and announcements were made during National Housing Day using the Make Rental Happen social media campaign.
December 2013 – March 2014	Marketing campaign and outreach to post-secondary schools
February – April 2014	Students now able to register for the Challenge and submit proposals
June 20, 2014	Winning teams are recognized at Make Rental Happen

	Challenge Awards and Housing Symposium
Next Steps	
<ul style="list-style-type: none">• Confirmation of jury deliberation date, time, and location• Planning of Make Rental Happen Challenge Awards and Housing Symposium	

MAKE RENTAL HAPPEN CHALLENGE COMMUNICATION PLAN

What have we done?	Who was the target audience?	Who received it?	What is the timeline?	Additional Notes
National broadcast Make Rental Happen Challenge email	59 Post-secondary school institutions across Canada (universities and colleges)	Deans, professors, and instructors of urban planning, architecture, urban design, geography, and related schools	January 2014	Contents of the email included: <ul style="list-style-type: none"> Cover letter from HSPB-YR Co-Chairs Make Rental Happen poster PowerPoint slide for instructors to use in their class Link to Make Rental Happen Collaborative Advocacy Plan
International broadcast Make Rental Happen Challenge email	17 Post-secondary school institutions in the USA, United Kingdom, and Australia	Deans, professors, and instructors of urban planning, architecture, urban design, geography, and related schools	February 2014	Contents of the email included: <ul style="list-style-type: none"> Cover letter from HSPB-YR Co-Chairs Make Rental Happen poster PowerPoint slide for instructors to use in their class Link to Make Rental Happen Collaborative Advocacy Plan
Reminder email sent to Canadian schools	59 Post-secondary school institutions across Canada (universities and colleges)	Same distribution list as national broadcast email sent in January	March 2014	
Campus newspaper advertisements	University and college students at select campuses	Advertisements ran on 13 campuses in Ontario, BC, Alberta, and Manitoba	January 20, 2013 to March 28, 2014	Each campus received advertisement in two issues of the student newspaper.
Metro News online and newspaper advertisements	Residents and students living in Canada's largest urban communities	Metro News readers in Toronto, Ottawa, Calgary, Edmonton, and Vancouver	Advertisements ran during two weeks: Jan 20 – 26 March 3 – 9	
Novae Res Urbis (NRU) advertisements	Building industry, government officials, and students who subscribe to NRU	NRU subscribers in the following areas: <ul style="list-style-type: none"> GTA Toronto Vancouver 	January 20, 2013 to March 28, 2014	
Twitter	Followers of #makerentalhappen			Challenge updates tweeted under #makerentalhappen
Facebook Event	Users of Facebook			