



MEMORANDUM

TO: Members of Committee of the Whole

FROM: Adelina Urbanski, Commissioner of Community and Health Services

DATE: October 3, 2013

RE: **National Housing Day November 22, 2013**

I am pleased to advise that on November 22, 2013, The Regional Municipality of York will be celebrating *National Housing Day* by hosting a social media and web-based campaign led by the Human Services Planning Board. *National Housing Day* is an initiative of Canada Mortgage and Housing Corporation recognized as a day to mark the importance of affordable housing in the health and lives of Canadians and economic health of the entire country.

Affordable private rental housing is a concern facing all demographics – new graduates, newcomers, seniors – and those with a low and moderate income. By hosting a campaign using social media and the Internet, we encourage many others to join the conversation and do their part to help create positive change.

The campaign will focus on these facts:

- We all have a role to play in making York Region a great place to live where our residents are economically independent and have affordable options through their life stages.
- York Region, being a community of all income levels, needs housing for all income levels to keep communities running.
- Affordable and appropriate housing is important to help achieve quality of life.

The campaign will have its own webpage on www.york.ca/HSPB and will highlight York Regional Council's affordable housing efforts by referring to upcoming reports and plans. Also, staff will be asking local celebrities, politicians and everyday York Region residents to support and participate in spreading the campaign message through Facebook and Twitter, two-minute videos and other online methods.

The campaign is kicking off in October. Councillors and members of the public are invited to show their commitment to creating inclusive, healthy and resilient communities by spreading the word through social media and other networks. Councillors interested in participating in a two-minute campaign video, please contact Janet Rurak, Program Manager, Human Services Collaboration Unit at 905-830-4444 ext. 2103 or janet.rurak@york.ca.

Adelina Urbanski
Commissioner of Community and Health Services

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