

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>

Date: 4/5/2017 2:45:59 PM

Subject: Empty Homes Tax Communications Update

Attachments: COMMS - Memo EHT communications update - 2017.04.04.pdf

Dear Mayor and Council,

Please see attached memo from Rena Kendall-Craden, Director, Corporate Communications with an update on the Empty Homes Tax outreach efforts for your information.

A short summary of the memo is as follows:

- The city is taking several steps to raise awareness of the importance of renting empty units by July 1 such as:
 - Promotion and outreach
 - Online questionnaire
 - Facebook
- Notification to homeowners by mail the week of March 27

If you have any questions please contact Rena Kendall-Craden @ rena.kendall-craden@vancouver.ca

Best
Sadhu

Sadhu Aufochs Johnston | City Manager
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Vancouver | BC V5Y 1V4
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CORPORATE COMMUNICATIONS
Rena Kendall-Craden, Director

VanRIMS No.:

MEMORANDUM

April 04, 2017

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Naveen Girn, Director of Community Relations, Mayor's Office

FROM: Rena Kendall-Craden, Director, Corporate Communications

SUBJECT: Empty Homes Tax (Communications Update)

Dear Mayor and Council,

The Empty Homes Tax was enacted by City Council in response to Vancouver's housing crisis. The tax is intended to increase rental housing supply by motivating owners of empty and under-used residential properties to make these available for rent to people who live and work in Vancouver.

According to the bylaw, the Empty Homes Tax does not apply to homes that are rented for at least six months of the current year, in periods of 30 or more consecutive days. Therefore, empty and under-used residential properties that have not yet been rented in 2017 will need to be occupied by a tenant no later than July 1 (and remain occupied for the remainder of the year) in order to be excluded from the tax.

Since July 1 is quickly approaching, the City of Vancouver is taking several steps to raise awareness of this "deadline" and to encourage owners of empty and under-used homes to become landlords or to engage the services of a property management company to rent out these properties. We have included in this update: overview of mail notification, online questionnaires, Facebook posts and ads, news release, media coverage and example of the notifications, ads and a report from 311.

City of Vancouver
453 West 12th Avenue
Vancouver, British Columbia V5Y 1V4 Canada
tel: 3-1-1, Outside Vancouver 604.873.7000
website: vancouver.ca



Promotion and outreach

Since Wed. Mar. 29 (when the mail notification was delivered to 181,000 households and email sent to 18,000 MyCity registrants), there have been over 5,700 unique visits to the EHT web pages (an increase of +1,031% over the previous 5 day period)

Online questionnaire completions (cumulative from early Dec. 2016):

Fri. Mar. 24 - 1,126

Fri. Mar. 31 - 1,606

Mon. Apr. 3 - 1,832 (+ 706 in 11 days)

Facebook (Fri. Mar. 31 to Sun. Apr. 2):

Post: reached - 4,532; comments - 4; shares - 3

Paid ad: reached - 39,337; comments - 42; shares - 26

News Release - March 9:

<http://vancouver.ca/news-calendar/reminder-for-owners-of-vancouver-s-empty-and-under-utilized-homes.aspx>

Media coverage:

<http://www.metronews.ca/news/vancouver/2017/03/09/vancouver-warns-homeowners-of-pending-empty-homes-tax.html>

<http://www.vancourier.com/news/owners-must-find-tenants-soon-or-risk-empty-homes-tax-1.11501860>

The release was also shared with LandlordBC and the Professional Association of Managing Agents, who circulated it via their owned channels.

Notification to Homeowners - Week of March 27:

This was sent by mail to approximately 180,000 residential property owners on Monday, March 27.

17-068-EHT-Mailout-Draft9 (3).pdf - Adobe Reader


File Edit View Window Help

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Property status declarations for 2017

Every owner of residential property will have to make a property status declaration for the 2017 calendar year. In December, you will receive instructions outlining how to make this declaration, which will be due by February 2, 2018.

For more information

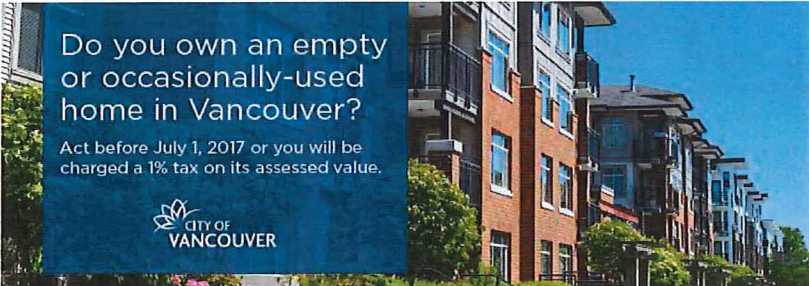
 **CITY OF VANCOUVER**

vancouver.ca/eht Phone: 3-1-1

Freedom of Information Act / Loi sur l'accès à l'information


2017年7月1日之前將這物業出租，否則將會被徵收相當於政府估價1%的空置房屋稅。

閣下是在溫哥華市擁有空置或偶爾才使用的住宅？您必須在2017年7月1日之前將這物業出租，否則將會被徵收相當於政府估價1%的空置房屋稅。



Do you own an empty or occasionally-used home in Vancouver?

Act before July 1, 2017 or you will be charged a 1% tax on its assessed value.

 **CITY OF VANCOUVER**

Empty Homes Tax - 2017 timeline

Jan 1 2017
START OF TAX YEAR

July 1 2017
TENANCY REQUIRED
IF YOUR PROPERTY HAS NOT BEEN RENTED IN 2017

Dec 31 2017
END OF TAX YEAR

Feb 2 2018
DECLARATION DEADLINE
FOR THE 2017 TAX YEAR (SEE OVER FOR DETAILS)

Homes must be tenanted for a minimum total of six months, in periods of 30 or more consecutive days, in order to be excluded from the Empty Homes Tax.

Rent your property by July 1st

If your property is not a principal residence, eligible for an exemption, or rented out for at least six months* in 2017, it will be subject to the Empty Homes Tax.

Properties that have not yet been rented will need to be occupied by a tenant no later than July 1 (and remain occupied for the remainder of 2017) in order to be excluded from the tax.

To find helpful information about becoming a landlord, or a property management company to rent out your home, please visit landlordbc.ca or pama.ca

* Homes must be tenanted for a minimum total of six months, in periods of 30 or more consecutive days.

A link to a [digital-friendly version](#) was sent to My City registrants on Wednesday, March 29.

17-089-EHT-Notification-Web-English.pdf - Adobe Reader

File Edit View Window Help

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Do you own an empty or occasionally-used home in Vancouver?

Act before July 1, 2017 or you will be charged a 1% tax on its assessed value.

Empty Homes Tax - 2017 timeline

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* Homes must be tenanted for a minimum total of six months, in periods of 30 or more consecutive days.

Property status declarations for 2017

Every owner of residential property will have to make a property status declaration for the 2017 calendar year. In December, you will receive instructions outlining how to make this declaration, which will be due by February 2, 2018.

For more information

vancouver.ca/eht Phone: 3-1-1

Advertising Support:

The mailing content was using to create print ads that will run in the Courier (as part of "VanMatters") on March 30, April 6, and April 13. Social media posts and Facebook ads will run between March 30 and mid-June.

5 column - 8.5625 inches wide

FIND OUT WHAT'S HAPPENING IN YOUR CITY
Vancouver Matters


Do you own an empty or occasionally-used home in Vancouver?
 Act before July 1 or you'll be charged a 1% tax on its assessed value.

If your property is not a principal residence, eligible for an exemption, or rented out for at least six months* in 2017, it will be subject to the Empty Homes Tax.

Residential properties that have not yet been rented will therefore need to be occupied by a tenant no later than July 1 and remain occupied for the remainder of 2017 - in order to be excluded from the tax.

To find helpful information about becoming a landlord, or a property management company to rent out your home, go to landlordbc.ca or pama.ca

* Homes must be rented in periods of 30 or more consecutive days, for a cumulative total of six months.



LEARN MORE:
vancouver.ca/eh

Open House:
 Proposed commemorative design in George Wainborn Park to honour Irish-Canadians


On behalf of the Ireland Canada Monument Society, the Vancouver Park Board will erect a monument in George Wainborn Park, commemorating the contributions of Irish-Canadians to Vancouver, the provinces and Canada.

Provide your feedback on two proposed designs at our open house.

Tuesday, April 4, 2017, 3 - 7 pm
 Roundhouse Community Centre
 181 Roundhouse Mews
 (Corner of Davie Street & Pacific Boulevard)

A questionnaire will be available on site and will also be available online until April 25, 2017.

FOR MORE INFORMATION:
 Phone 3-1-1 or vancouver.ca/george-wainborn



Homes must be tenanted for a minimum total of six months, in periods of 30 or more consecutive days, in order to be excluded from the Empty Homes Tax.

Chinese-language versions will run in both Sing Tao and Ming Pao on April 1 & 8.

A17-025 Empty Homes Tax-All-chinese-revised (2).pdf - Adobe Reader

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Fill & Sign Comment

CITY OF VANCOUVER | HOUSING VANCOUVER

閣下是否在溫哥華市擁有空置或偶爾才使用的住宅?

您必須在2017年7月1日之前將這物業出租, 否則將會被徵收相當於政府估值1%的空置房屋稅。

如果您的物業並非是可以豁免繳稅的主要住宅(principal residence), 或者在2017年度沒有出租至少6個月*, 您將會被徵收空置房屋稅。

尚未出租的物業最遲需在7月1日起租, 並在2017年剩餘時間內保持出租狀態, 才能獲得豁免, 無需繳納空置房屋稅。

請瀏覽landlordbc.ca或pama.ca, 以獲取更多關於如何成為房東或物業管理公司將物業租出的信息。

* 物業全年出租總時間為至少6個月, 每次出租期為至少連續30天

查詢更多資訊請瀏覽
vancouver.ca/eh.

FINAL

A17-025
Ming Pao
259 mm (H) x
147 mm (W)
Insertion Date:
Saturday, April 1, 2017
Saturday, April 8, 2017
Cost: \$ 338.94
Contact: Alex Yang
ayang@mingpaovan.com
PO: 4500571129
Account: 40036796
Send invoice to:
APCentral@vancouver.ca
or
City of Vancouver
Accounts Payable
PO Box 7757
349 West Georgia
Vancouver, BC V6B 0L5
Phone: 604-673-8355
Ad Designer: MV
For Invoice Approval:
Tamara Wojciechowski
Today's Date:
March 28, 2017

2017年 1月1日 稅務年度開始

2017年 7月1日 需將物業出租
如果沒有空置時間
在2017年內, 則免稅

2017年 12月31日 稅務年度結束

2018年 2月28日 申報截止日期
2017稅務年度

住宅全年出租總計時間為至少6個月, 每次出租期為至少連續30天, 才能獲得豁免, 無需繳納空置房屋稅。

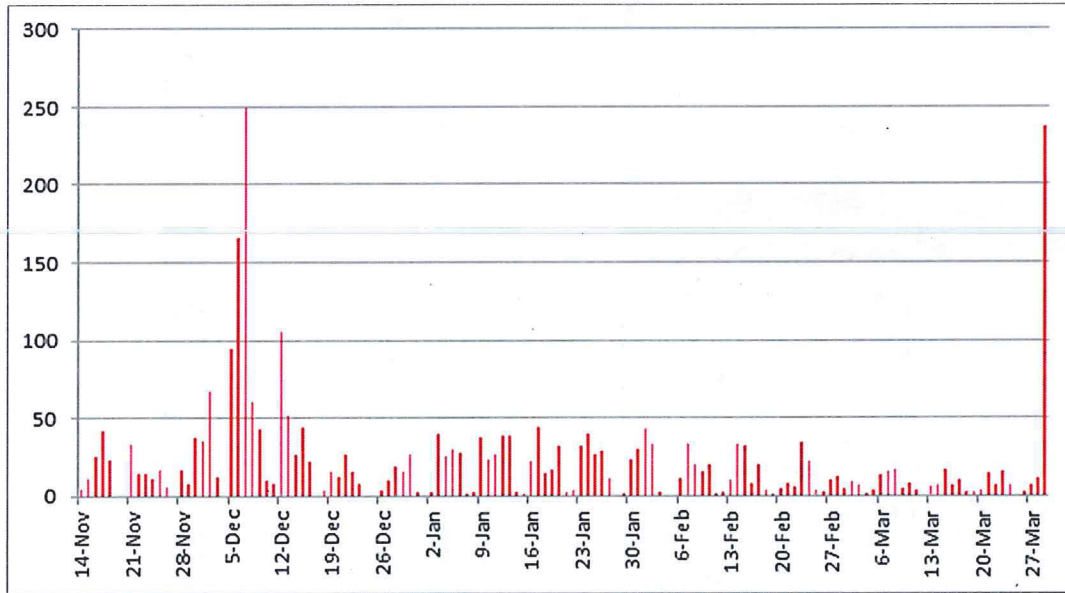
Visit: vancouver.ca Phone: 3-1-1 TTY: 7-1-1

Calls to 3-1-1 - Week of March 27:

Following delivery of the notification (March 29), 3-1-1 experienced an increase in call volume that required deployment of additional staff. There has also been a significant increase in website visits; in particular, the online questionnaire (that helps owners determine if their property is subject to the tax) was completed by 315 people on March 29 - whereas the previous daily average was 5 completions. Both call volume and web visits are expected to remain high throughout the week.

The chart below illustrates the volume of calls received by 3-1-1 since November 2016. The two busiest dates correspond with delivery of the initial letter to homeowners about

enactment of the Empty Homes Tax (from Mayor Robertson) and this week's notification about the rental "deadline."



Please feel free to contact me if you have questions or require more information.

Rena Kendall-Craden
Director, Corporate Communications
(T) 604-673-8121
(E) rena.kendall-craden@vancouver.ca