

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)
To: ["Direct to Mayor and Council - DL"](#)
Date: 2/22/2023 3:53:08 PM
Subject: Broadway Plan Renter Campaign Update
Attachments: Memo to Mayor and Council - Broadway Plan Renter Campaign Update.pdf

Dear Mayor and Council,

Please find attached a memo from Theresa O'Donnell about the Broadway Plan Renter Education and Awareness Campaign, and summary bullet points below.

- The Broadway Plan introduced new enhanced tenant protections to mitigate the impacts of redevelopment on existing renters (approx. 30,000 households in the area)
- As the new Broadway Plan land use policies become more known and implementation proceeds, it's important that renters be well versed in the protections they are entitled to in order to make the best decisions for themselves and their households
- The goal of this campaign is to increase renter and landlord awareness of the new tenant protections and associated requirements and help connect renters to the right information in a timely manner
- The campaign will launch March 1, 2023 and include various activities including a direct informational mail out to all residential addresses in the plan area, posters in community gathering places, social media and in-person events in late March and April 2023

Should you have any questions, please contact Theresa O'Donnell (Theresa.O'Donnell@vancouver.ca) or Dan Garrison (dan.garrison@vancouver.ca)

MEMORANDUM

February 22, 2023

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Maria Pontikis, Chief Communications Officer, CEC
Rosemary Hagiwara, Acting City Clerk
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Acting Chief of Staff, Mayor's Office
Trevor Ford, Director of Operations, Mayor's Office
Sandra Singh, General Manager, Arts, Culture and Community Services
Celine Mauboules, Director, Housing and Homelessness
Dan Garrison, Director, Housing Policy and Regulation
Matt Shillito, Director, Special Projects Office

FROM: Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability

SUBJECT: Broadway Plan Renter Education and Awareness Campaign

RTS #: N/A

Introduction

This memo provides an update regarding upcoming activities related to a renter education and awareness campaign in the Broadway Plan area. This work is directed by Council and Broadway Plan policy to ensure renters in the Broadway Plan area understand the enhanced tenant protection policies that apply in the area.

Background

Renters and Broadway Plan

On June 22, 2022, Council approved the [Broadway Plan](#), a comprehensive land use policy plan that will guide growth and change in the neighbourhoods along the new Broadway Subway over the next 30 years.

A renter-dense area with nearly 60 per cent of households renting their homes (approximately 30,000 households), the Broadway neighbourhoods of Mount Pleasant, Fairview, and Kitsilano contain approximately 25 per cent of the city's existing purpose built rental housing and approximately 15 per cent of the city's non-market (supportive, social and co-operative) housing.

New enhanced Broadway Plan tenant protections

The Broadway Plan introduces new tenant protections to help existing renters in the plan area by mitigating the impacts of redevelopment and providing the option to remain in their neighbourhood at an affordable rate.

These protections build on the existing citywide renter protections contained in the [Tenant Relocation and Protection Policy](#) (TRPP) with the addition of the following new protections:

- Option to return to the new rental building at the same rent they were paying at the time of rezoning or development permit application or at a 20 per cent discount to city-wide average rents, whichever is lower; and
- Option of a temporary rent top-up while they are in interim housing to mitigate any rent increases while they wait for the new building to be constructed; the rent top-up is the difference between the rent paid by the tenant at the time of rezoning or development permit application and the new rent paid for the interim housing.

Council direction

As part of the approved Broadway Plan, Council passed a motion directing staff to conduct a robust education and awareness campaign to ensure renters in the Broadway Plan area understand the new enhanced protections.

Renter Education and Awareness Campaign

As the new Broadway Plan land use policies become more known and implementation proceeds, it can be expected that owners, landlords and development industry representatives will start to contact renters about redevelopment opportunities under the plan. It is important that renters be well versed in the protections they are entitled to in order to make the best decisions for themselves and their households.

The goals of this education and awareness campaign are to:

- Increase renter and landlord awareness of the new tenant protections and associated requirements that apply in the Broadway Plan area
- Increase renter awareness about how to find more information on these tenant protections, advocate for themselves and guard against bad actors

The campaign will launch on March 1, 2023 and will include the following activities:

- Direct informational mail out to all residential addresses in the Broadway Plan area (approximately 54,000 households)
- Posters in local community centres and gathering spaces
- Social media posts
- In-person "Renter Connect" events in late March and April 2023

Staff will be available via phone and email to answer follow-up renter questions on the new tenant protections and to provide referral services as needed.

Next Steps

Staff will monitor interest and take-up of this campaign in order to assess the effectiveness in reaching renters with this information.

If you have any questions or if you are contacted by renters with follow-up questions on this campaign or the materials please do not hesitate to contact me or Dan Garrison, Director of Housing Policy and Regulation, at 604-673-8435 or dan.garrison@vancouver.ca.



Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability
604.673.8434 | theresa.o'donnell@vancouver.ca

Cover Email

Dear Mayor and Council,

Please find attached a memo from Theresa O'Donnell about the Broadway Plan Renter Education and Awareness Campaign, and summary bullet points below.

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