

GETTING TO YIMBY

1

UNDERSTANDING NIMBY/BANANA

Who are the concerned citizens? Where do they live?

What are the key concerns? What facts are needed to counter?

Are there ways to constructively engage?

What main housing themes which need to be amplified?

2

STICKING TO FACTS: DATA & IMPACTS

Census, Vital Signs, CMHC Rental Market Data Portal, local data

Talk to your local legal clinic and income security organizations

Find data to support YIMBY main themes

3

SUPPORT PUBLIC ENGAGEMENT

Who are your housing advocate community partners?

Who are the various voices which need to be heard?

Find People with Lived Experience willing to tell their story

4

GET THE WORD OUT

Use social media channels to share consistent data-driven campaigns

Promote understanding of housing security best-practices

Use facts to myth-bust

Promote information as a matter of course

5

NORMALIZE BEST PRACTICE

Understanding the cost of housing vs homelessness

Make Housing First, Harm Reduction and Research conversation

Differentiate housing types, definitions of affordability

6

SHARE WIDELY AND INTEGRATE

Spread the data among municipal and community partners through fact-sheets, social media and planning tables

Integrate data and best practice in municipal policy