



CityHousing Hamilton Tenant Engagement Strategy

Session No.



Agenda

- What is tenant engagement?
- Why do we engage?
- How did we do it?
- Our strategy
- Achievements
- Challenges



Tenant Engagement

“A process through which tenants become involved in the activities and influence the decisions that affect their quality of life at CityHousing Hamilton.”



Why engage tenants?

- tenants are knowledgeable
- immersed in our business
- identify *real* issues (not perceived)



Why engage tenants?

Research suggests:

- social capital increases
- social isolation decreases
- improves personal & communal health

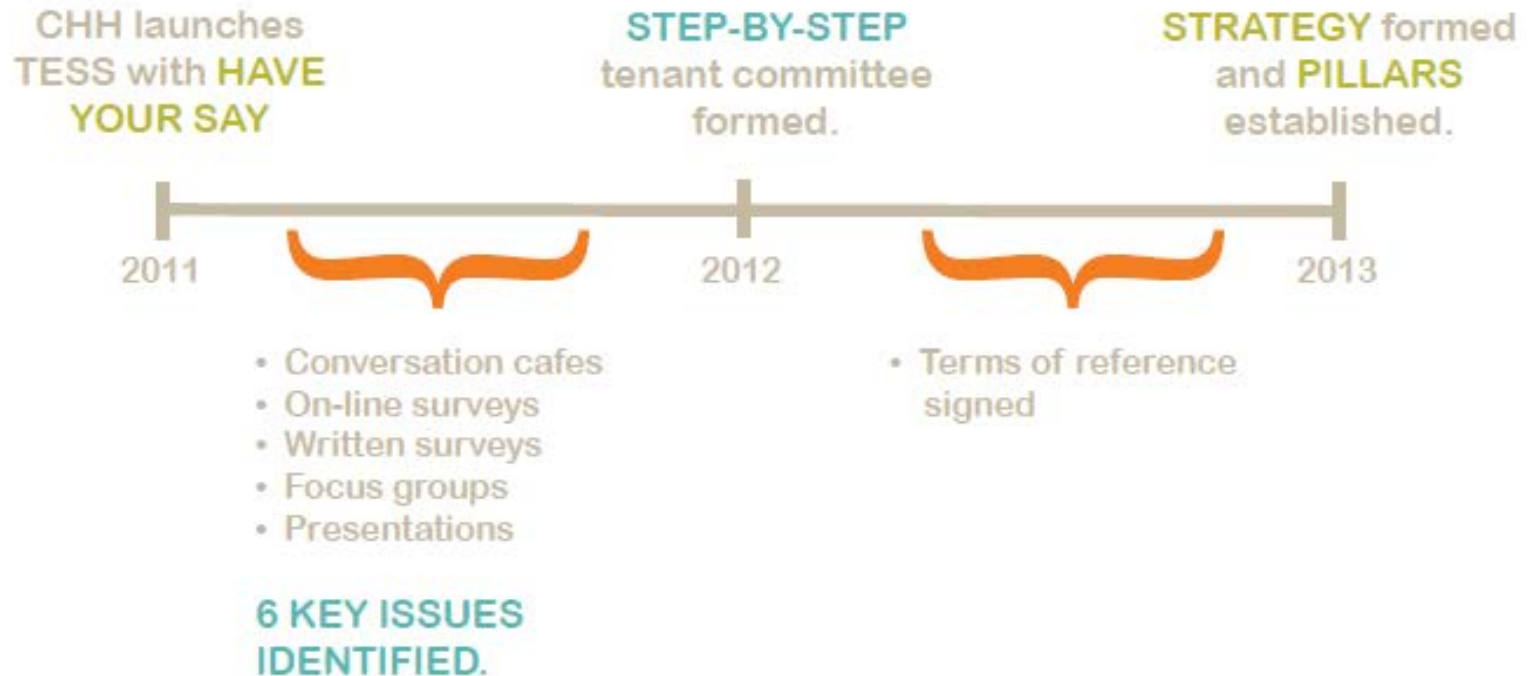


Why engage tenants?

Aligns with the City of Hamilton's Strategic Plan to build resilient neighbourhoods, particularly in high risk areas identified by Code Red.



A brief history



A brief history

CHH hired an independent consulting firm to assist with the formation of our tenant engagement strategy.

Development had two phases:

- **Phase 1:** Information Gathering
- **Phase 2:** Developing the Strategy



Information gathering

TOUCH-POINTS

1. CHH Annual General Meeting
2. Housing Matters Newsletter
3. Tenant Groups & Associations
4. Have Your Say
5. Step-By-Step
6. Annual Picnic in the Park
7. Tenant Support (PM & CRW)
8. Eviction Prevention Program
9. S.M.I.L.E Wellness Program
10. Community Gardens
11. P.A.A.L.S & SUPIE



Information gathering

Identified 6 key areas:

- property and maintenance
- safety and security
- tenant relations
- relations with provider
- organization of tenant groups
- families and youth



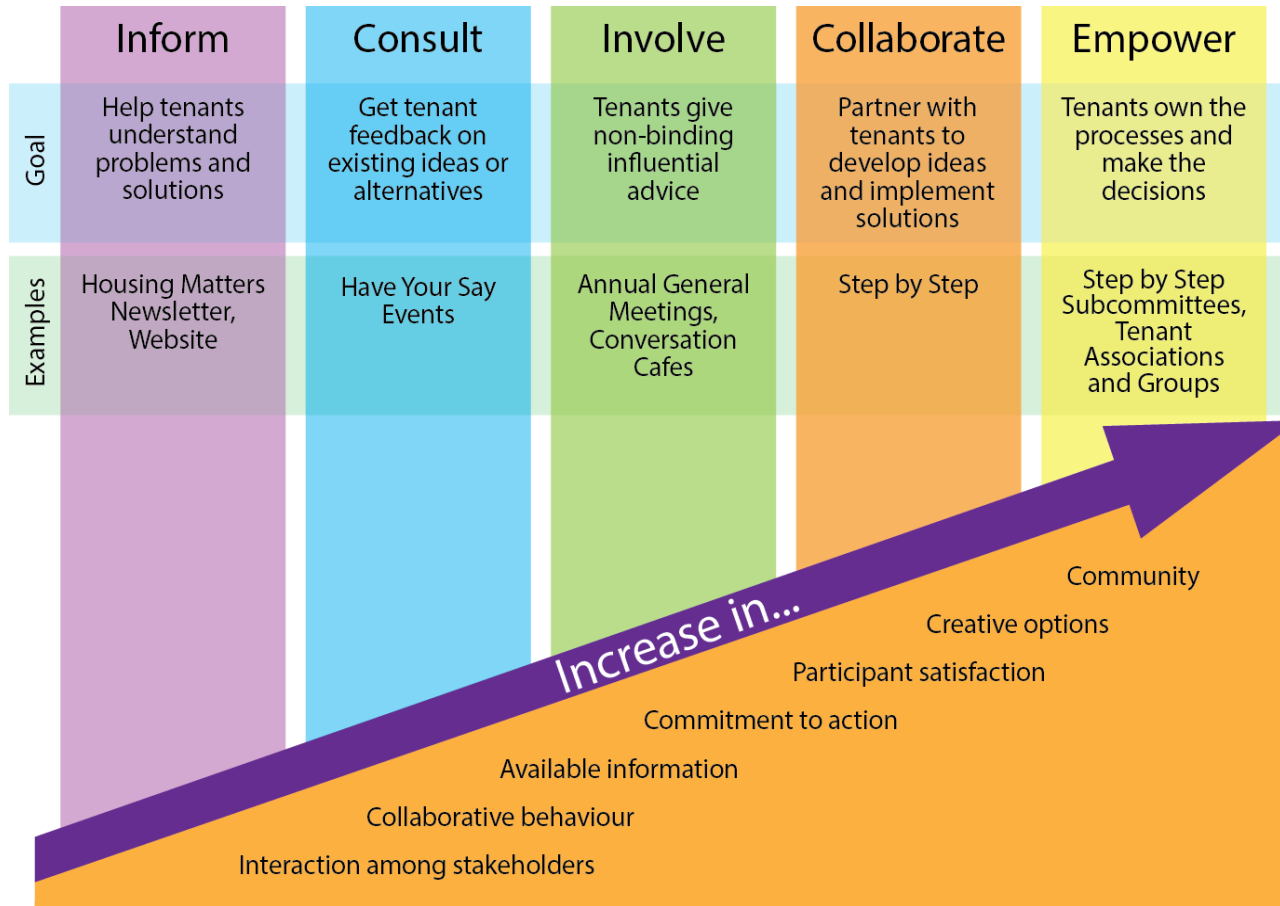
Strategy Development

Tenant Engagement and Support Services (TESS) team established:

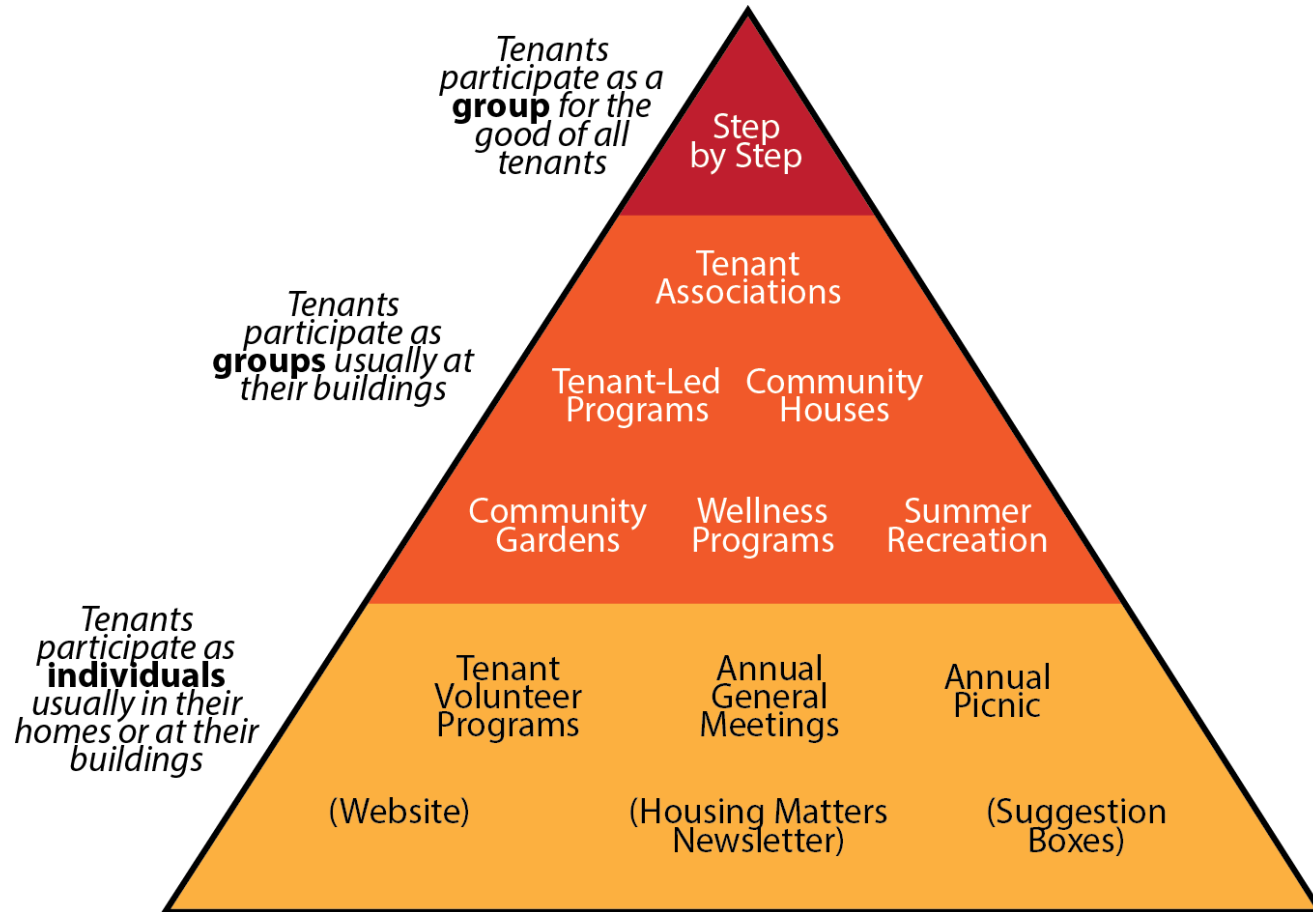
- Manager
- Community Development Coordinator(s)
- Community Relations Worker(s)
- Recreation and Wellness Coordinator
- Onsite Support Worker



Strategy Development



Strategy Development



Achievements

The 4th Annual Picnic in the park drew **846 attendees**, doubling attendance from the previous year.



Achievements

Community Gardens

2011/ 20 gardens
2012

2013 22 gardens



260 garden beds



190 gardeners



65 participants in the
1st annual garden
forum.

Play Structures

2011 249 Governors Rd.
1884/1900 Main St. W.
45 Montcalm Dr.

2012 1150 Limeridge Rd.
680/700 Stonechurch Rd.
25 Towercrest Dr.

2013 580 Limeridge Rd.
980 Upper Ottawa St.



Community Gardens



Play structures



Achievements

S.M.I.L.E Wellness

The purpose is to aid tenants in achieving their **best quality of life** by engaging the **body, mind, and spirit**.



Community Houses



7 Locations. Open to **800 units** and over **1800 children**.

COOKING

CREATIVE ARTS

FITNESS

EDUCATION

DEVOTION



Community Houses



Achievements

SAFETY & SECURITY

ORIOLE CRES. 90% ↓ 60% ↓ 40% ↓
B&E's Assaults Disturbances

SAFETY & SECURITY

TASK FORCE

- Partnered with **HPS, Crime Stoppers, & community groups.**
- Invested in crime prevention through **environmental design.**
- Added high-resolution **video surveillance.**
- Secured 12hr **on-site security** presence.



Achievements

	2013	2014	Growth Percentage
Number of Meetings Held	41	43*	4.9%
Number of Tenants That Attended	1493	2424	62.4%
Number of Meals Served	1800	3652	102.9%
Number of Pages of Minutes	200	281	40.5%
Number of Staff Hours	530	649	22.5%

*Additional meetings added



Annual General Meetings



Challenges

- addressing all manors of ethnic diversity of tenants
- considering intellectual capacities
- afflictions and addictions
- mobility
- transient peoples



Challenges

- building trust
- managing/prioritizing feedback
- raised tenant expectations
- consistent follow-up



Challenges

- staff resources
- material resources
- budget





Questions?

