

Gaining Community Acceptance (1/2 day)

Often, when planning or building a new development, non-profit housing providers run into opposition from the neighbourhood. This opposition is usually characterized as “Not in My Backyard” (NIMBY). In this workshop, we will use the metaphor of an iceberg as a tool to explore the many layers of this response, and share specific planning methods and strategies to increase community acceptance. By understanding what is motivating the opposition, and developing strategies to address anticipated challenges, we can minimize the social and economic costs of potential delays and create the potential for turning opposition into broader community support for services.

Note: this workshop can be expanded or held in a shorter time frame, depending upon the audience needs.