

MADE IN THE WEST ISLAND

A Community Housing Showcase

Evaluation Report

June 2021

ÉTABLI DANS L'OUEST-DE-L'ÎLE

Une vitrine sur le logement communautaire

Rapport d'évaluation

juin 2021

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Chargé de projet

With support from:
Avec la participation financière de :



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Thank you to Adam from Red Infinity Productions for his hard work producing the films.

Last but not least, thank you to Villa Beaurepaire, L'île des Amis, and Ricochet for their involvement in the films. Thank you to all interviewees who lent their voice and insight to the production of the films.



MADE IN THE WEST ISLAND

A Community Housing Showcase



Avec la participation financière de :

Société
d'habitation
Québec

May 18, 2021

1:30 - 3:30 pm

Virtual

Introduction

Made in the West Island: A Community Housing Showcase was a dynamic event that brought together a variety of actors interested in learning more about community housing development.

Originally conceived as an in-person tour of West Island community housing projects, the event was adapted into a 2-hour Zoom workshop due to the COVID-19 pandemic. The agenda was as follows:

1. **Introduction**
2. **Why Do We Need Community Housing?**
Presented by Nat Pace, TQSOI
3. **Guide to Community Housing Development**
Presented by Simon Mammone, Groupe CDH
4. **NIMBYISM**
Presented by Kate Coulter, Villa Beaurepaire
5. **Film Screenings**
6. **Breakout rooms**
7. **Evaluation afterparty**

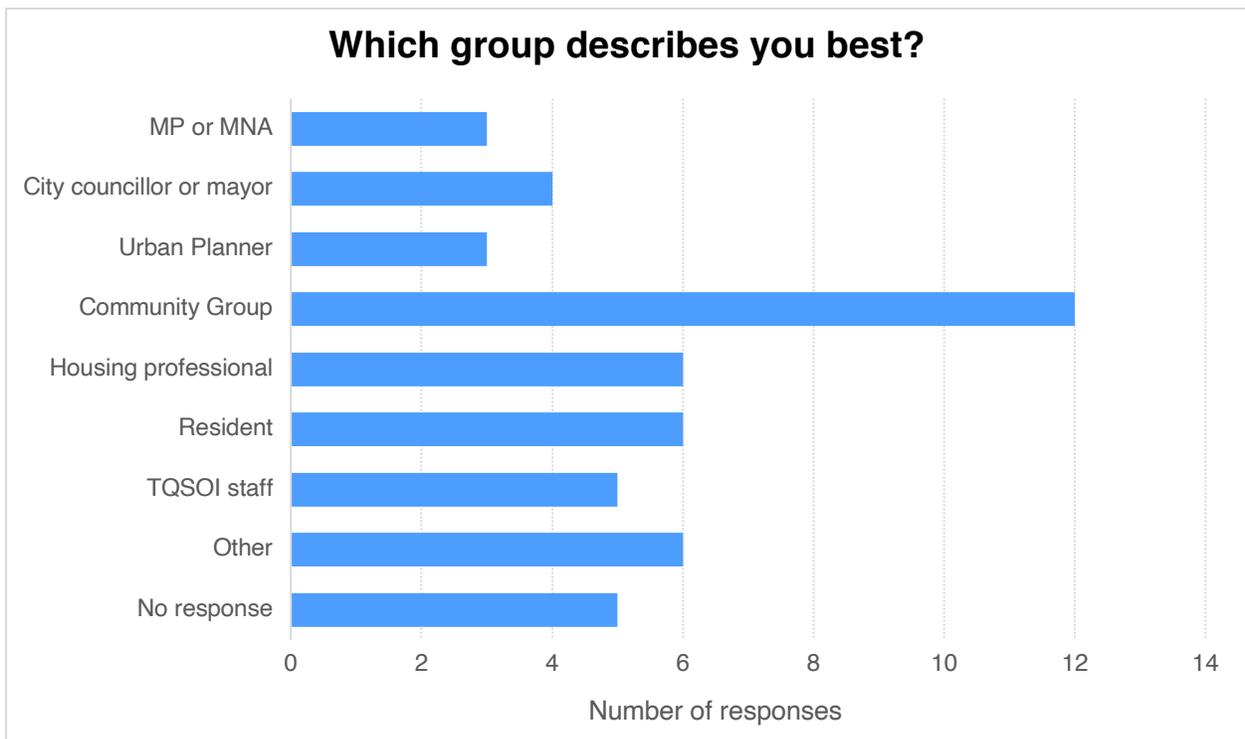
This evaluation was created using content from the Zoom chat box, live polls, and a post-event feedback survey that received 25 responses. This report has 4 sections:

1. **Attendance:** Who was present and why?
2. **Impact:** Did the event meet its goals?
3. **Films:** Who was interviewed? Where? How were the films received?
4. **Promotions:** When, where, and how was the event promoted?

Attendance

The event was designed to attract a variety of participants. There was a total of 68 registrants on Eventbrite with 50 participants present during the event. Participants represented a variety of sectors and roles. Breakout rooms were designed to get different actors to speak to each other (e.g. councilors, residents, and community groups mixed together).

Figure 1 Participant representation



What do you hope to get out of today's event?

Answer in the chat 



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Figure 2 Slide from presentation

With such a diversity of participants, we expected attendees to have different motivations for attending. At the beginning of the workshop, we asked participants what they expected from the event. Selected responses are below:

- J'espère apprendre à propos d'autres projets de logement communautaire et rencontrer d'autres personnes qui oeuvrent dans ce domaine.
- Looking forward to seeing what is being offered on the West Island as well as to continue to learn more about housing.
- Gathering info. in order to encourage our elected officials to push in the right direction!
- Gather information to best serve our constituents
- Hoping to get others interested in affordable housing for all in Dorval
- Encouraging information re: housing possibilities for West Islanders wanting to remain in the West Island.
- Learn more about our communities housing resources for all, and networking.
- Hoping to learn all about this initiative as housing is very important topic and something I work often with my clients about
- Hoping to learn more about how community housing is developing in the West Island, how it is being integrated/welcomed into communities
- I am hoping to hear about how new community housing projects can be started.

Impact

Goals

The event had 3 distinct goals:

1. Demystifying the community housing development process
2. Challenging misconceptions and stigma associated with community housing
3. Providing opportunities to meet and network with other housing actors

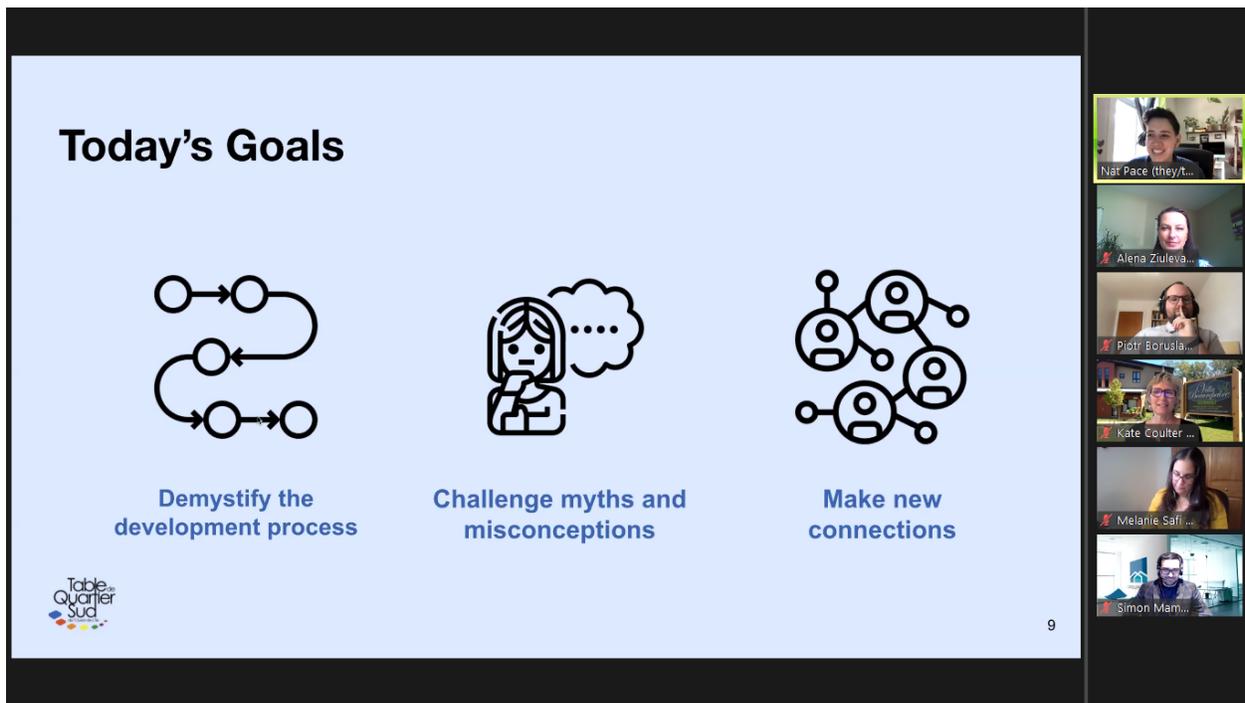


Figure 3 Screenshot from event

Results from the feedback survey demonstrate that the event was highly successful at meeting each of these goals.

Table 1 Results from feedback survey

| Q: This event was effective at... | % Of respondents who agree or strongly agree |
|---|---|
| ... demystifying the community housing development process | 88% |
| ... challenging misconceptions and stigma associated with community housing | 92% |
| providing opportunities to meet and network with other housing actors | 88% |

Learning Outcomes

The survey asked participants to describe their main takeaway. These responses generally fall into three categories:

1. There is a strong need for community housing in the West Island
2. There is the potential for collaboration between community groups
3. Understanding the importance of housing advocacy

Q: What is your main take-away? What did you learn?

- That partnerships are possible among the persons that have participated to the event
- That there are so many needs on the West Island and we need to be proactive for our community needs!
- The West Island is full of potential, but also full of of great precedents!
- its important to bring awareness to the benefits of community housing and break the stigma associated with this type of housing
- The need for strong citizen pressure to make changes in the WI

The survey also asked how respondents would integrate their learning outcomes into their work. Responses generally fell into three categories:

1. Networking with people they met at the event
2. Talking with their neighbours and contacts about the need for community housing
3. Advocating for affordable and community housing at the municipal level

When asked what they enjoyed about the events, the following were repeatedly expressed:

- Format: mix of presentation, films, and discussion
- Well-timed: appropriate amount of time for each segment
- Facilitation style: kept on time, questions managed well
- Depth of information: comprehensive, lots of examples

Q: What did you enjoy about the event?

- Great examples, excellent presenters and well timed
- The court-métrages were really great to watch and see what is going on in the West Island.
- Loved the films that were shown, I also think the event was VERY well organized and the coordinators did a great job at filtering out questions, introducing guest speakers, etc.

Participants were asked before and after the event to rate their knowledge of community housing development, with a clear increase in knowledge.

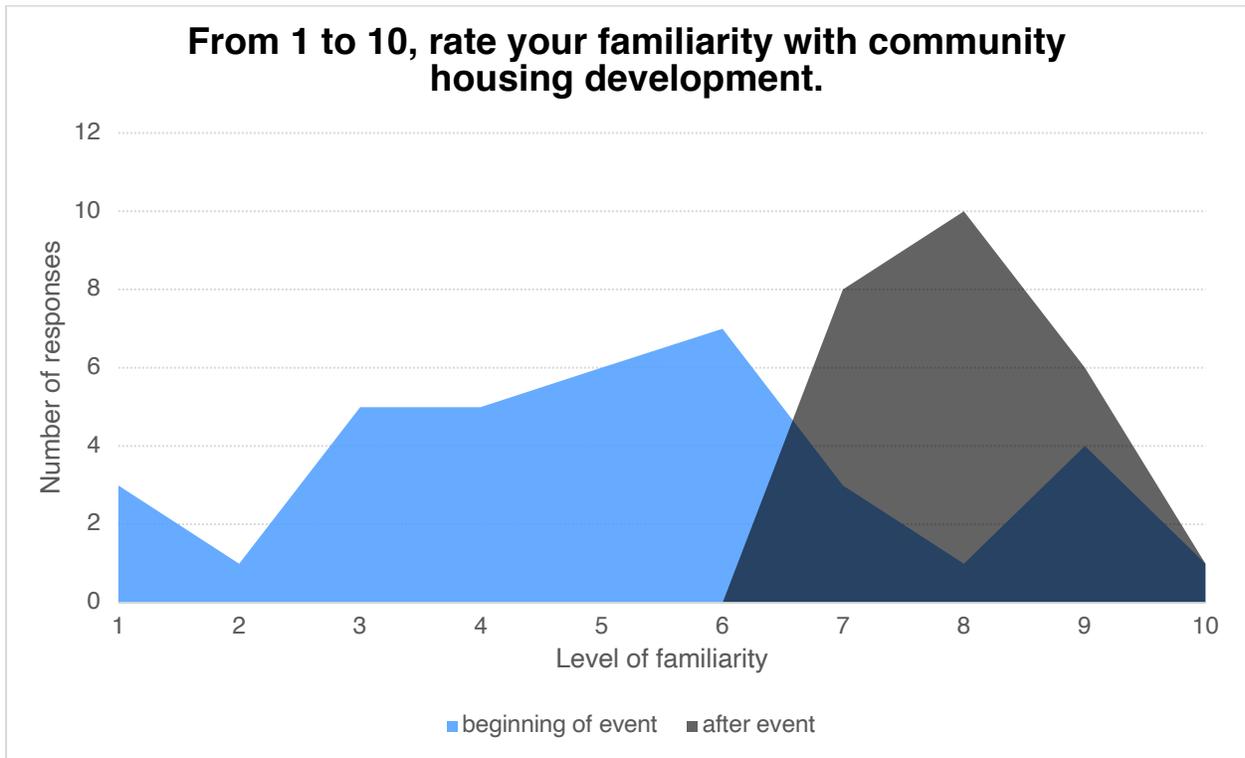


Figure 4 Increase in participant knowledge



Improvements

The survey asked participants what could be done differently. Suggestions include:

- Allowing for more time in breakout rooms
- Incorporating more French into the event
- Sorting breakout rooms by municipality
- Making it easier to locate the Zoom link

In future events, these suggestions will be considered and, if applicable, incorporated to the best of our ability.



Films

Three original short films were produced for this project. The films showcased local community housing sites in the West Island (see map on the right).

From February to April 2021, a total of 30 interviews were conducted with housing managers, staff, residents, and elected officials (see photos below). The bilingual videos are subtitled throughout. The videos are now hosted on the TQSOI YouTube channel and have been reshared through our newsletter and social media pages.



Figure 5 Showcase site locations

The videos were well-received, with participants expressing their effectiveness in humanizing community housing and eliciting an emotional response. Several people said they felt inspired to continue working in the community housing sector. Others said that the videos were extremely effective in demonstrating the value of community housing and the positive impact it can have in residents' lives.

We will continue to use the videos as education and advocacy tools, as they do an excellent job demonstrating the value and need for affordable housing options in the West Island. Screenshots from the films are found on the next page.





Promotions

The event was heavily promoted through social media, our newsletter, and emails:

- **3 newsletter entries** sharing progress on filming and event details
- **5 posts on Instagram and Facebook** sharing the event
 - Over 1400 people reached, 50+ engagements (likes, shares, comments)
- **5 emails** to MailChimp contact lists (e.g. elected officials, west island directors)
- **35 personal emails** to elected officials, planners, housing advocates, and churches
- **A dedicated page** on our website



Figure 8 Event Poster

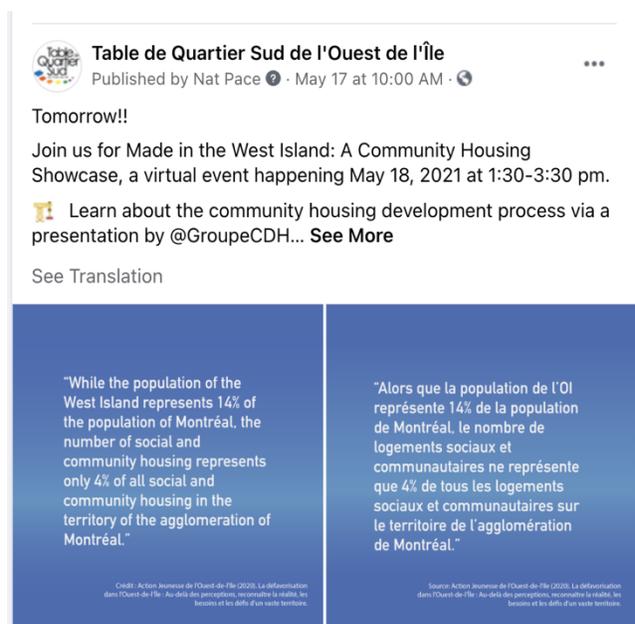


Figure 7 Facebook post



Figure 6 Newsletter entry

Conclusion

Overall, the project was highly successful. The event met each of its three goals and the short films will live on as advocacy and educational tools.

The popularity of the event attests to the potential for collaboration between West Island actors. It demonstrates a high degree of interest in community housing development from residents, community groups, and several elected officials. Several attendees from the event signed up for the TQSOL's Housing for All newsletter and expressed interest joining the Housing Committee.

As the cost of housing continues to soar, the ability for many West Islanders to remain in their community is being threatened. The TQSOL believes that community housing development is a key component in creating safe and affordable homes for all. We will continue our work advocating for the value that community housing brings.

