

# ATTACHMENT D

## Communications Plan



<b>Subject:</b>	DCC bylaw and ACC bylaw, 2025
<b>Purpose</b>	To raise awareness of the Development Cost Charge bylaw project and Amenity Cost Charge bylaw project
<b>Prepared by</b>	Evelina Lamu, Communications and Marketing Specialist

### Background

#### Situational Analysis

The City of Nanaimo is undertaking an update to its Development Cost Charges (DCCs) in 2025. DCCs are one-time fees collected from developers to help cover the cost of new infrastructure required to support growth. This ensures that "growth pays for growth" rather than shifting the financial burden to existing taxpayers. The last update to Nanaimo's DCCs was completed in 2018. Since then, construction costs have increased, provincial legislation has changed, and the City's infrastructure needs have evolved due to ongoing population growth.

DCCs do not apply to existing homeowners or current properties. These charges are only collected when a new development is built or subdivided. DCCs ensure new growth pays for new infrastructure — not existing taxpayers. Without DCCs, the cost of expanding water systems, roads, parks, and other infrastructure would fall on existing residents through higher property taxes. This update protects current taxpayers by ensuring new development covers the costs it creates.

This update builds on the previous DCC review and reflects the latest best practices, cost data, and regulatory changes introduced by the Province of British Columbia. New cost estimates for water, sewer, drainage, roads, parks, and additional infrastructure categories such as solid waste, police, and fire protection facilities are being integrated into the proposed DCC rates.

As part of the DCC project the City is also proposing an Amenity Cost Charge (ACC) bylaw. In 2023, the Province introduced the opportunity for local governments to create an ACC bylaw to assist with recovering costs of amenities that are needed to support community growth. It is proposed that ACC funds collected be allocated to improvements at Beban Park, the Stadium District, and a future community recreation facility in the South End of Nanaimo.

DCCs and ACCs are collected from developers at the time of subdivision or issuance of a building permit. The collected charges are deposited into separate reserve funds for each infrastructure category and can only be

	<p>used for capital costs related to a project approved in a DCC bylaw and ACC bylaw.</p> <p>Public awareness and education will be key throughout this process. DCCs can be complex and may raise concerns around housing affordability, fairness, and transparency. Some members of the development community and general public may question how rates are calculated or how the funds will be used. Public engagement and clear communication will help ensure trust in the process and understanding of the long-term benefits.</p> <p>By updating its DCCs and proposing ACCs, the City is working to balance growth with sustainability and financial responsibility, ensuring the necessary infrastructure is in place to support future generations while maintaining affordability and fairness for today’s residents.</p>
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**Communication**

<p><b>Objectives</b></p>	<ul style="list-style-type: none"> <li>• Inform residents, stakeholders, and development professionals about what DCCs and ACCs are and why the update is needed.</li> <li>• Engage stakeholders through consultation to gather input and answer questions.</li> <li>• Build awareness of how DCCs and ACCs support infrastructure planning and equitable community development.</li> <li>• Ensure transparency by clearly outlining the process, impacts, and timelines of the update.</li> </ul>
<p><b>Audience</b></p>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Development community</li> <li>• City Council and Governance and Priorities Committee</li> </ul>
<p><b>Key Messages</b></p>	<ul style="list-style-type: none"> <li>• DCCs and ACCs do not apply to existing homeowners or current properties.</li> <li>• DCCs ensure that new development contributes fairly to the infrastructure needed to support growth.</li> <li>• This update is essential due to rising construction costs, population growth, and updated provincial legislation.</li> <li>• The revised bylaw will support infrastructure planning across eight categories: roads, water, sewer, drainage, parks, solid waste/recycling, fire, and police.</li> <li>• As part of this project Amenity Cost Charges (ACCs) are also proposed to offer a more complete growth funding framework for recreation facilities in the City.</li> <li>• Public input is welcome and valued as part of the City’s commitment to transparent planning.</li> </ul>
<p><b>Talking Points</b></p>	<p><b>What Are DCCs?</b> Development Cost Charges, or DCCs, are one-time fees collected from developers when new buildings or developments are approved. These charges help cover the cost of expanding infrastructure—like roads, water systems, sewers, and parks—to support growth. DCCs</p>

make sure that the cost of building new infrastructure needed for growth is paid for by new developments, not existing taxpayers. They only apply to projects that add capacity for growth and do *not* fund maintenance or replacement of existing infrastructure.

**Why Are We Updating DCCs?** The City last reviewed its DCCs in 2018. Since then, provincial legislation has changed, infrastructure costs have increased, and Nanaimo’s population continues to grow. The City is projected to grow by 40,000 residents over the next 25 years. Updating the DCC bylaw ensures alignment with current provincial standards, reflects updated cost estimates, and helps secure the funding needed to expand infrastructure to support future growth.

**What Are ACCs?** Amenity Cost Charges (ACCs) help a municipality recover the costs of amenities that provide social, cultural, heritage, recreational, or environmental benefits to a community. ACCs closely resemble DCCs because they are based on the principle of cost-sharing for capital costs for amenity projects.

**Collection and Use of Charges:** DCCs and ACCs are collected from developers at the time of subdivision or issuance of a building permit. The collected charges are deposited into separate reserve funds and can only be used for capital costs related to an approved project in the DCC bylaw and ACC bylaw.

**Supporting Affordable Housing:** The City may reduce or waive DCCs and ACCs for certain developments, including not-for-profit rental housing, supportive housing, and some below market housing, helping to support broader housing and social equity goals.

**Transparency and Public Input:** The City of Nanaimo is committed to transparency and meaningful community involvement. As part of the 2025 DCC’s update process, public consultation sessions will be held to gather input from residents, builders, and other interested parties. These sessions will help ensure the updated DCC bylaw and proposed ACC bylaw reflect the community’s needs and priorities before it is finalized.

**Tools**

- External Communications
  - Media Relations
    - News release
  - Social Media
    - Facebook, Bluesky, Threads. LinkedIn Informational posts
  - DCC Project Website - <https://www.nanaimo.ca/your-government/projects/development-cost-charge-bylaw-project>
  - ACC Project Website - <https://www.nanaimo.ca/your-government/projects/amenity-cost-charge-bylaw-project>
  - Podcast Episode
  - E-newsletter
- Internal Communications
  - Intranet
- Engagement
  - Get Involved Nanaimo project page

	<ul style="list-style-type: none"> <li>- Direct sessions with industry groups i.e. Chamber of Commerce, VIREB, Canadian Home Builders' Association</li> <li>- Open House</li> </ul>																								
<b>Timeline</b>	<table border="1"> <thead> <tr style="background-color: #4F81BD; color: white;"> <th data-bbox="407 331 789 415">Task</th> <th data-bbox="789 331 1086 415">Date</th> <th data-bbox="1086 331 1430 415">Lead</th> </tr> </thead> <tbody> <tr> <td data-bbox="407 415 789 468">News Release</td> <td data-bbox="789 415 1086 468">Fall 2025</td> <td data-bbox="1086 415 1430 468"></td> </tr> <tr> <td data-bbox="407 468 789 520">Develop key messaging</td> <td data-bbox="789 468 1086 520">Fall 2025</td> <td data-bbox="1086 468 1430 520"></td> </tr> <tr> <td data-bbox="407 520 789 604">Update project page on website</td> <td data-bbox="789 520 1086 604">Fall 2025</td> <td data-bbox="1086 520 1430 604"></td> </tr> <tr> <td data-bbox="407 604 789 688">Update project page on Get Involved</td> <td data-bbox="789 604 1086 688">Fall 2025</td> <td data-bbox="1086 604 1430 688"></td> </tr> <tr> <td data-bbox="407 688 789 772">Prep and schedule content for social media</td> <td data-bbox="789 688 1086 772">Fall 2025</td> <td data-bbox="1086 688 1430 772"></td> </tr> <tr> <td data-bbox="407 772 789 825">Podcast</td> <td data-bbox="789 772 1086 825">Fall 2025</td> <td data-bbox="1086 772 1430 825"></td> </tr> <tr> <td data-bbox="407 825 789 875">Open House</td> <td data-bbox="789 825 1086 875">Fall 2025</td> <td data-bbox="1086 825 1430 875"></td> </tr> </tbody> </table>	Task	Date	Lead	News Release	Fall 2025		Develop key messaging	Fall 2025		Update project page on website	Fall 2025		Update project page on Get Involved	Fall 2025		Prep and schedule content for social media	Fall 2025		Podcast	Fall 2025		Open House	Fall 2025	
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