

# EMERGENCY AND TRANSITIONAL HOUSING – 14452 YONGE STREET, TOWN OF AURORA

## Communications Toolkit

This toolkit is intended to promote awareness of the proposed emergency and transitional housing at 14452 Yonge Street in the Town of Aurora and the upcoming Community Open House on Monday, January 29, 2024, at the Aurora Public Library. For more information about the proposed housing or Community Open House, please visit [york.ca/14452Yonge](http://york.ca/14452Yonge)

If you require more information or resources for your communications, please contact the project Community Liaison, Sarah Buckley, at [14452Yonge@york.ca](mailto:14452Yonge@york.ca) or 289-338-8063.

## KEY MESSAGES

- Across York Region, there is an urgent need to increase emergency and transitional housing capacity to meet the current and anticipated demand for services.
- York Region's emergency and transitional housing facilities consistently operate at, or near, full capacity.
- As the designated Service System Manager for homelessness, York Region is responsible for the planning, oversight and delivery of homelessness prevention and housing stability programs and services.
- Housing is a human right and a foundation of strong, caring, safe communities.
- York Region is facing a housing affordability crisis and York Regional Council remains committed to helping residents find and keep housing.
- The health and well-being of all residents and communities remain a top priority for York Regional Council.
- The proposed emergency and transitional housing facility at 14452 Yonge Street in the Town of Aurora is a step in the right direction. This new building will be centrally located in York Region, on a Regional transit corridor. This allows people to travel between places of employment, and access social and medical services.
- The proposed facility will provide a range of supports to help people who are at risk of or experiencing homelessness develop important life skills, gain employment and work towards moving into permanent housing.
- This is the right place to build emergency and transitional housing. It is the right time to build it. And building it is the right action to take.
- The people this housing will support are not strangers. These are our neighbours and friends and members of our community who need and deserve our caring support.

### YORK REGION

1-877-464-9675  
TTY 1-866-512-6228  
[york.ca](http://york.ca)



## PROMOTIONAL MESSAGING AND GRAPHICS

### Newsletter

**Attend York Region's Community Open House for the proposed emergency and transitional housing at 14452 Yonge Street in Aurora**



You're invited to attend a Community Open House with The Regional Municipality of York on Monday, January 29, 2024, to meet the York Region project team, ask questions and learn more about the proposed emergency and transitional housing at 14452 Yonge Street in the Town of Aurora.

This is a drop-in event – there will be no formal presentations.

**Why Aurora?** The proposed building at 14452 Yonge Street will be centrally located in York Region, on a major Regional transit corridor, allowing people to travel between places of employment, and access social and medical services. The proposed facility will provide a range of supports for people who are at risk of or experiencing homelessness, allowing them to develop important life skills, gain employment and work towards moving into permanent housing.

**Why now?** York Region's emergency and transitional housing facilities consistently operate at, or near, full capacity and there is an urgent need to increase emergency and transitional housing capacity to meet the current and anticipated demand for services. Helping residents find and keep housing is a priority for York Regional Council and aligns with the Region's vision to create strong, caring and safe communities.

**Why build emergency and transitional housing?** The people this housing will support are not strangers. These are our neighbours and friends and members of our community who need and deserve our caring support.

#### **Community Open House**

Date: Monday, January 29, 2024

Time: Drop in between 5 p.m. and 8 p.m.

Location: Aurora Public Library, 15145 Yonge Street

**Share your input!** Complete our [Community Open House Pre-Survey](#) to provide your input to help ensure this event meets your needs and addresses your questions.

Travel to the venue by York Region Transit will be reimbursed. Parking options are limited due to ongoing construction; on and off-street parking is available. A public parking lot is located at 3 Temperance Street. Community members of all ages are welcome, including local business owners and service providers.

Visit [york.ca/14452Yonge](http://york.ca/14452Yonge) for more information.

## Social media

### Twitter/X



York Region is proposing to build emergency and transitional housing in the [@Town of Aurora](#). Drop by the Community Open House on Monday, January 29, 2024, at the Aurora Public Library to meet the project team and ask questions. Learn more at [york.ca/14452Yonge](http://york.ca/14452Yonge)

### Facebook



York Region is proposing to build emergency and transitional housing at 14452 Yonge Street in the [Town of Aurora](#)

You're invited to attend a Community Open House at the Aurora Public Library on Monday, January 29, 2024, to meet the York Region project team, ask questions and learn more about how the proposed facility will provide more support to people at risk of or experiencing homelessness in the community.

Community members of all ages are welcome, including local business owners and service providers. Drop in any time between 5 p.m. and 8 p.m. There will be no formal presentations.

Travel to the venue by York Region Transit will be reimbursed. Community members of all ages are welcome, including local business owners and service providers.

Learn more at [york.ca/14452Yonge](http://york.ca/14452Yonge)

## LinkedIn



York Region is proposing to build emergency and transitional housing in the [Town of Aurora](#)

You're invited to attend a Community Open House at the Aurora Public Library on Monday, January 29, 2024, to meet the York Region project team, ask questions and learn more about how the proposed facility will provide more support to people at risk of or experiencing homelessness in the community.

Drop in any time between 5 p.m. and 8 p.m. There will be no formal presentations.

Travel to the venue by York Region Transit will be reimbursed. Community members of all ages are welcome, including local business owners and service providers.

I hope to see you there!

Learn more at [york.ca/14452Yonge](http://york.ca/14452Yonge)

## ADDITIONAL RESOURCES

- **Community Open House poster** – Link to download [here](#)
- **Community Open House postcard** – Link to download [here](#)
- **Homelessness Service System Plan** – York Region is developing a Homelessness Service System Plan to respond to the immediate and long-term needs of residents experiencing or at-risk of homelessness, including exploring the creation of more emergency, transitional and longer-term housing options. For more information, visit [york.ca/PlanforHomelessness](http://york.ca/PlanforHomelessness)
- **Our Story video** – Many people across Canada struggle to afford a place to call home. In [this video](#), you will hear from a few individuals who share their stories of the circumstances that led them to experience homelessness and the supports they received through York Region and local service providers, to find stable housing.
- **Emergency and Transitional Housing in York Region** – Anyone at risk of or experiencing homelessness in York Region that is seeking shelter is asked to contact the York Region Emergency Housing Central Intake Line at **1-877-464-9675 ext. 76140**. This phone line is answered 24 hours a day, seven days a week. For more information on emergency and transitional housing in York Region, visit [york.ca/EmergencyHousing](http://york.ca/EmergencyHousing)