



# Richmond Centre for Disability

“Promoting a new perspective on disability”

## Richmond VisitAbility Task Force

### PHASE II MARKETING STRATEGY

**Time Span:** September 2014 to September 2015

#### **Proposed Marketing Strategy:**

The proposed marketing strategy for Phase II is intended to assist the Richmond VisitAbility Task Force to achieve its goals, especially in promoting Visitable Housing in the City of Richmond among buyers, builders, policy makers and other stakeholders.

#### **Some of the key points may include:**

General marketing effort to all stakeholders

- To formulate a Communication Plan for a more coordinated marketing approach
- To develop marketing materials to bring awareness of visitability to our communities
- To heighten community presence by participating in community events
- To promote the Richmond VisitAbility Task Force Website

Marketing effort to Policy Makers

- To make presentation to Richmond City Council and Urban Development Institute
- To make “VisitAbility” an item of discussion in upcoming civic election in November
- To encourage provincial or municipal governments to increase the incentive for incorporating “VisitAbility” in the design of single dwelling residences
- To explore introducing “VisitAbility” features at the zoning application level

Marketing effort to Building Professionals

- To find a champion

The Richmond VisitAbility Task Force has yet to finalize and approve the proposed Marketing Strategy; hence there may still be changes and modifications to our action plan.

*(Drafted on August 6, 2014)*