

Roles and Responsibilities of Task Force Members by Stakeholder Group

Policy Makers

- Introduce Visitability to their stakeholders (e.g. policy makers, city planners, others within various levels of government)
- Review relevant policies (both municipal and provincial/territorial)
- Examine policy options
- Plan for an action to promote Visitability in your municipality (i.e., choose an option and make a plan)
- Implement the action plan (e.g. policy development, policy/law amendment, public consultation, assist other stakeholder groups with campaign, modify/develop project information material on policies, include the definition of VISIBLE/adaptable housing in a policy document)
- Report on the progress and outcomes

Building and Development Professionals

- Introduce Visitability to their stakeholders such as land developers, home builders, renovators, architects, engineers, realtors, academics
- Conduct an environmental scan on professionals, companies, and organizations that have been involved in Visitability, adaptable housing, and/or Universal Design in built environment
- Identify potential professional stakeholders in the municipality that may have an interest in Visitability (e.g., companies, organizations, groups, individuals)
- Implement an action plan, which may include:
 - o Make changes in their own business
 - o Work together with other businesses/professionals in their industry/association
 - o Assist other task force members in carrying out their work
 - o Identify dissemination/promotion opportunities including but not limited to: forums and conferences
 - o Mentor and/or train other professionals/students about VISIBLE housing
- Some examples of what professional task force members may do are:
 - o Land developers – incorporate Visitability in their one or more projects
 - o Home builders – include VISIBLE housing units or services in their business
 - o Renovators – include VISIBLE housing services in their business
 - o Architects – develop designs for VISIBLE housing
 - o Realtors – inform and educate consumers on VISIBLE homes (i.e., provide the definition of Visitability in the listings, incorporate a code for VISIBLE housing in the listings, etc.)
- Report on their progress and outcomes

Consumers

- Introduce Visitability to the stakeholders within their network
- Identify broad consumer groups (e.g. the disability community, Age Friendly community, home consumers)
- Plan a public awareness campaign on Visitable housing, which may include:
 - o Brochure
 - o Bus advertisement
 - o Public event/forum
 - o Letter writing campaign to policy makers and business
 - o Community/organizations newsletters, website
- Disseminate promotional materials (e.g. brochure, poster, information package, etc.) developed by CCDS project staff, which can be modified by task forces as appropriate
- Implement the awareness campaign strategies
- Report on the progress and outcomes