

RANCHO PROPERTY MANAGEMENT,  
VANCOUVER, BC

# DEMOCRATIC GOVERNANCE IN ACTION

## WHO

Rancho manages many building complexes in Vancouver.

## GOALS

Create fair smoking policies for two condominiums amid opposing views.

## HOW

Ethelo's platform let residents collaborate and devise the right policy.

## OUTCOME

---

Generation of two clear policies and community buy-in.

“Not only did the optimized outcome and survey statistics give Council the confidence to make a sound, optimized decision on the matter, it also provided us with unexpected additional insights and information from our Owners through the comments feature.”

- Terry Li

## BACKGROUND

Rancho Property Management manages a number of condominium developments in Vancouver, amounting to over 30,000 units. In this case, they used Ethelo on two separate occasions to engage residents in developing new smoking bylaws.

The 35-year old company conducted the Waterford consultation in June 2014, and the Creekside consultation in February 2015.

## WHAT HAPPENED

### WATERFORD CONDOMINIUM

Over 130 residents were presented with the smoking question broken into two issues. The first issue related to the extent of a limitation on smoking, and the options included: a complete prohibition, smoking only in suites, or only on certain areas (balconies). The second issue contained four options related to the timing of the prohibition and whether there should be any "grandfathering". In total, there were 7 options to consider.

Under the condominium bylaws, residents occupying more than one suite had more than one vote; Ethelo was configured to respect these differing levels of influence. Residents were invited to participate by mail: each suite received a letter with an access code and instructions on how to log in to the online platform. Participation was on a named basis, but all votes were confidential. 30% of residents participated, providing 20 comments, and contributed to a very clear outcome.

### CREEKSIDE CONDOMINIUM

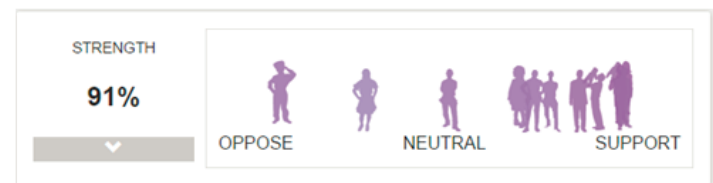
Rancho invited over 170 residents to participate, and structured the consultation in a similar way as with Waterford, with slightly different options which were appropriate to that strata. 20% of the residents participated, providing 50 comments, and again a very clear outcome.

## RESULTS

In both engagements, Ethelo was able to identify well-supported solutions to problems resulting from the previous lack of smoking bylaws which had caused a number of conflicts and issues for the residence.

For Waterford, immediate prohibition with no grandfathering was the clear choice. That decision received a strength score of 91 with 85% of people in support. While there was some opposition, it received the highest level of community agreement. The least supported solution, which proposed limiting smoking to balconies with grandfathering of suites occupied by smokers, received a strength score of only 68, with 19% of people in support.

### Solution with most support



### Solution with least support



For Creekside, the result was effectively the same; an immediate ban in all areas of the property with immediate application for all residents. This result received a strength score of 89, with 81% of people in support. All other potential results received a strength score of less than 50%. This was clear enough to ratify the change.

In both cases, the board of the respective Condo associations passed resolutions enacting the results of the Ethelo process as the new smoking policy. The speed, transparency and ease of implementation of the resolution was noted by both Condo associations.