

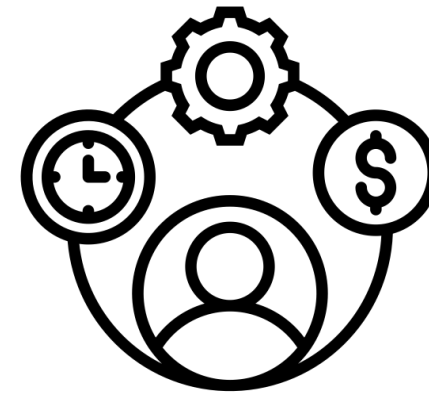
Leveraging Limited Resources for Big Results in Affordable Housing



What is the problem?



Growing demand for
affordable housing



Limited resources in small
urban municipalities



Collingwood

- Small urban municipality with a population of 25,000
- Retail & health care among top 5 industries
- Major tourist destination for GTA
- Lower tier municipality
 - County of Simcoe is the Service Manager for the Region



Collingwood's Affordable Housing Focus: Moderate Income Households

Homeowners:

- Annual household income of \$74,000 - \$109,000
- Affordable purchase price of \$248,000 - \$366,000

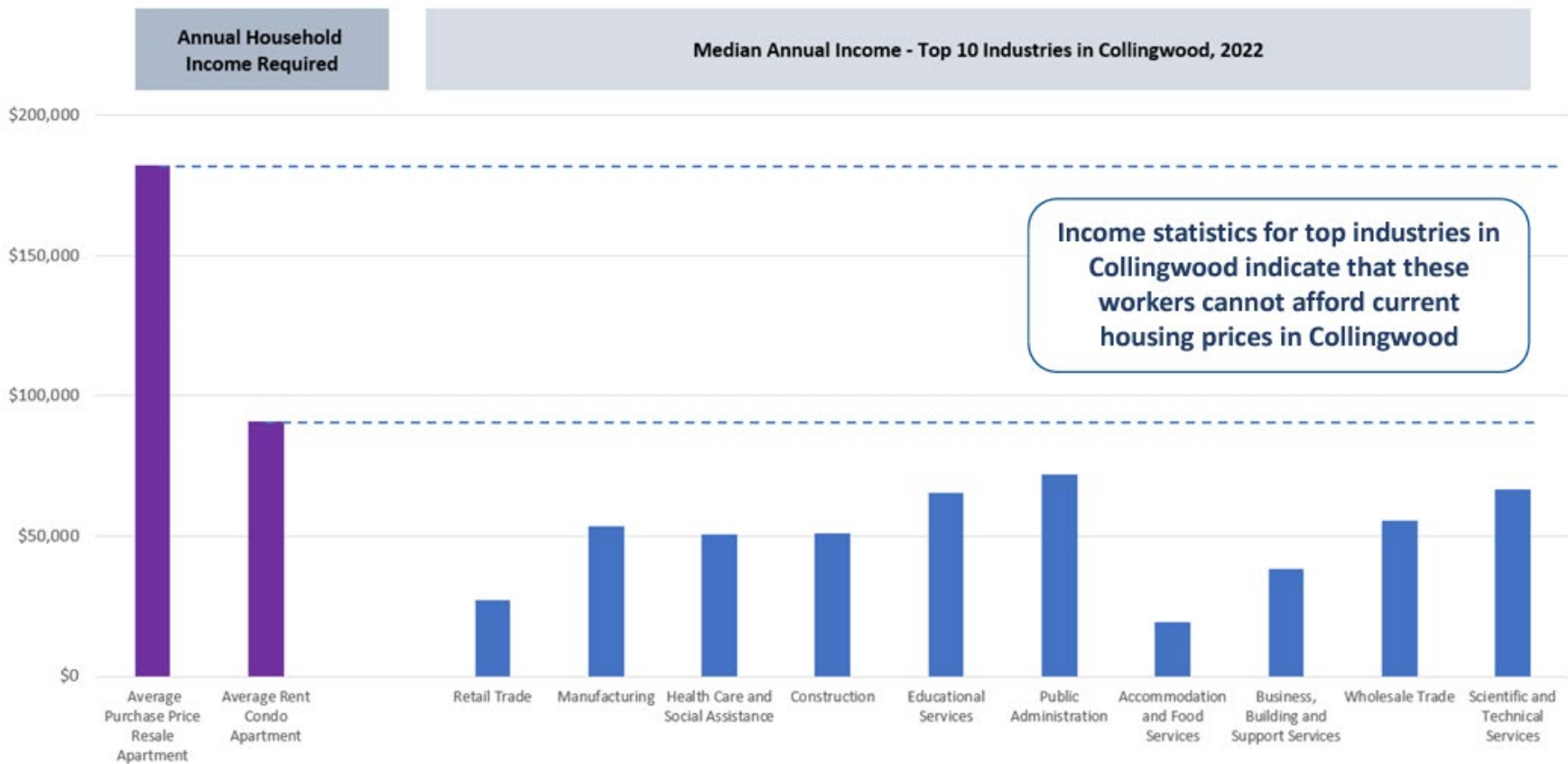
Renters:

- Annual household income of \$47,000 - \$68,000
- Affordable monthly rent of \$1,200 - \$1,700

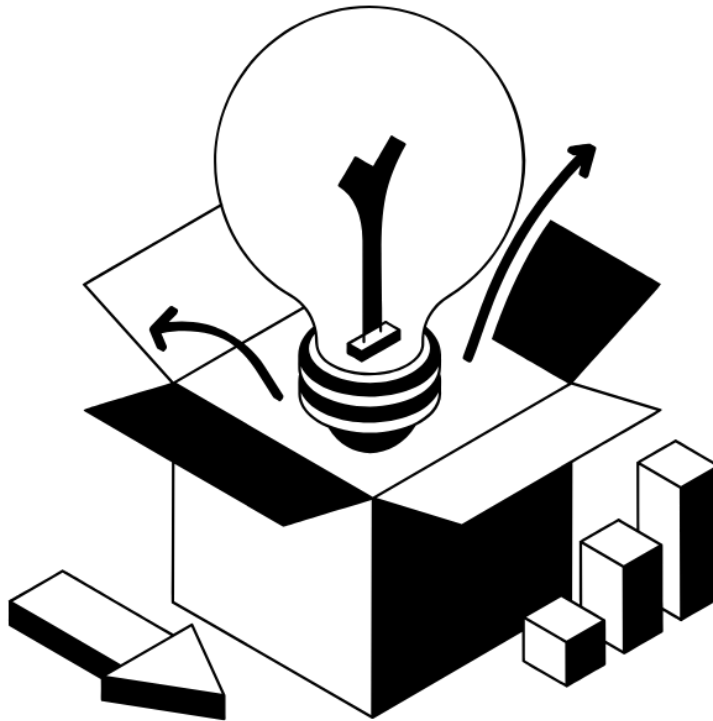
THE HOUSING CONTINUUM



Housing Needs Analysis



Turning Problems Into Solutions



Ingredients for Success

Political
Will

Community
Buy-In

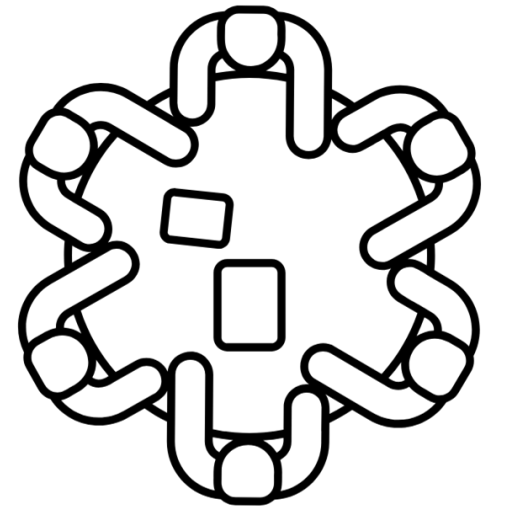
Partnerships
&
Collaboration

Innovation
& Creativity



Political Will

- Political will is driven, in part, by community need
- Building consensus at the Council table
- Bold action needed
 - Important to be consistently vocal even when it is hard
 - Strong budget commitments
- Amplify through advocacy



Community Buy-In

- Leveraging community resources, volunteers and expertise
- Citizen-led Affordable Housing Task Force
- Public education and engagement

Source: CollingwoodToday



Community Buy-In



Partnerships & Collaboration

- County of Simcoe
- Expanding on the Town's foundation to build units
- Leveraging partnerships and collaboration to facilitate projects
 - Supportive Rapid Re-Housing Program
 - Call for Proposals for Municipal Partnerships in Affordable Housing
 - Municipal Liaison Group meetings



Innovation and Creativity

- Leveraging Town expertise
- Clear, costed, and prioritized strategy
 - Policy & process reform
 - Financial incentives
 - Advocacy
 - Coordination
- What are the success drivers?



Ouellet & Associates Design Inc.



Habitat28 Ltd.

Our Successes

- \$350,000 Operating budget since 2022
- Rapid ARU Program
- 4 dwelling units as of right
- Servicing Capacity Allocation Policy
- Leveraging Town-owned land
- Supporting Simcoe County's Rapid Re-Housing Facility
- \$25,000 of seed funding to a new non-profit housing group
- One dedicated staff person

