

Human Services Planning Board of York Region
Staff Update

HSPB-YR Update	
Agenda Item: Standardized Make Rental Happen Communication Materials for Board Members	
Purpose:	Provide communication materials for Board Members to present the Make Rental Happen Campaign and Collaborative Advocacy Plan with consistent messaging at their annual general meetings, in their organizations, and in their networks
Outcome:	Board Member presentations using standardized messaging that result in greater community awareness and understanding of Make Rental Happen
Recommendations:	<ol style="list-style-type: none"> 1. HSPB-YR receives for information 2. HSPB-YR Members use communication materials to present the Make Rental Happen Campaign and Collaborative Advocacy Plan at their annual general meetings, in their organizations and in their networks.

Progress to Date:

Status

At the December 10, 2013 Full Meeting of the HSPB-YR the Board requested that member organizations incorporate the Make Rental Happen Campaign and the Collaborative Advocacy Plan in their upcoming Board meetings and Annual General Meeting.

To help facilitate these presentations all Board Members have received a USB key in their meeting materials that contains the following:

- A Human Services Planning Board of York Region PowerPoint presentation with speaking notes (**Attachment 1**). This presentation provides an overview of the Board's structure and mandate, a one slide synopsis of Making Ends Meet and the Baseline Measures, a review of the rental housing story and the Make Rental Happen Campaign and Collaborative Advocacy Plan. The presentation contains consistent messaging, but Board Members are able to customize speaking notes for their audience.
- PDF copies of supporting materials, including:
 - Make Rental Happen Collaborative Advocacy Plan
 - Making Ends Meet Discussion Paper
 - Baseline Measures Report
 - Draft York Region Ten Year Housing Plan
 - York Region Housing Story Backgrounder
 - A copy of the November 7, 2013 Report of the Commissioner of Community and Health Services to the Regional Municipality of York Committee of the Whole.

Board Members are able to contact the staff secretariat to receive hardcopies of the materials listed above.

In addition to the materials mentioned above, **Attachment 2** to this staff update includes the latest media articles or releases highlighting coverage of the Make Rental Happen work.

Next Steps

- Ask that Board Members report back on how they incorporated the attached communication materials in presentations, including their AGMs.
- Board Members can provide dates of their AGM's to staff to circulate to other Board Members who may wish to attend and show support.

HUMAN SERVICES PLANNING BOARD OF YORK REGION (HSPB-YR)

Human Services Planning Board of York Region

Make Rental Happen Collaborative Advocacy Plan

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HUMAN SERVICES PLANNING BOARD OF YORK REGION (HSPB-YR)

Human Services Planning Board – York Region

"We at IBM live and work in York Region. Our new professionals that are joining us have a real struggle finding rental housing in York Region. Often having to live in the city and commute north" Pat Horgan, IBM

"I'm a young professional that has just recently changed careers...Moved back to York Region and...I'm finding it difficult to find affordable housing."

Kieran, Nurse

"On average, housing rental here in Newmarket for a 1 bedroom is: \$12-13 hundred, and that's not including Hydro. I make between \$13-14 hundred a month ...I wonder where that leaves to live if the rent is way beyond my means" Terry, York Region Resident

"When it comes to having affordable housing, all Canadians deserve that right. It should not just be a luxury"

Carson Arthur - HGTV


HUMAN SERVICES PLANNING BOARD OF YORK REGION (HSPB-YR)

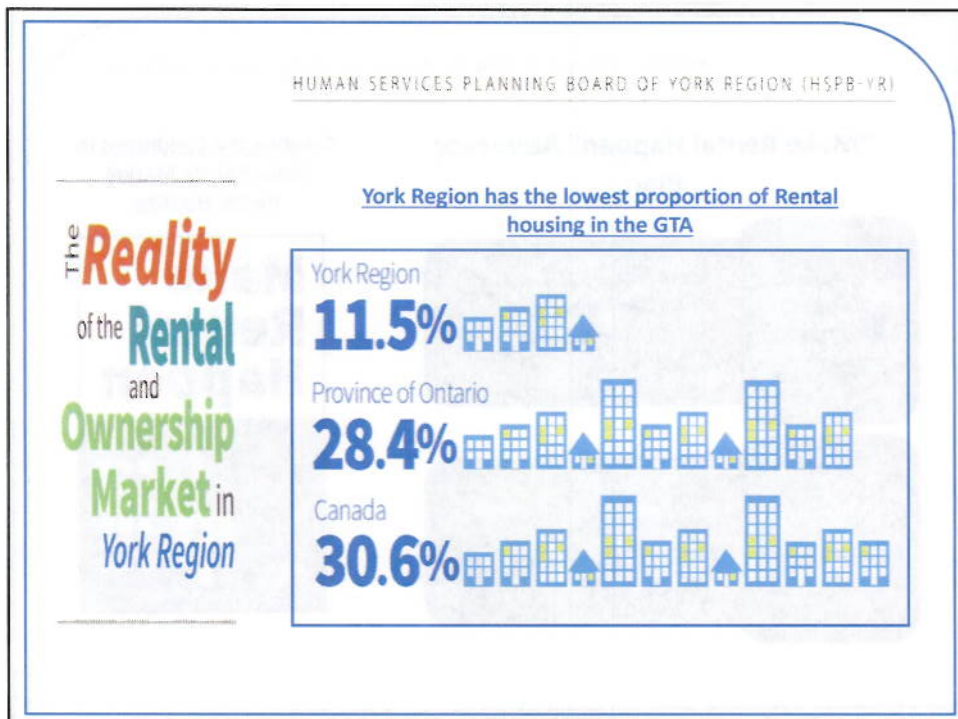
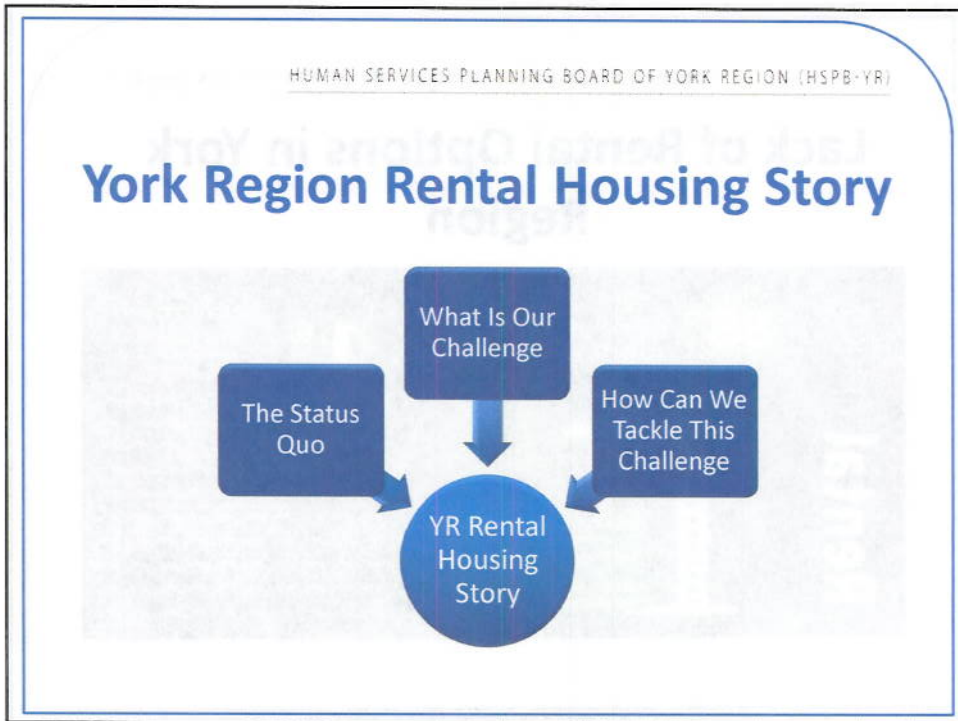
HSPB Overview

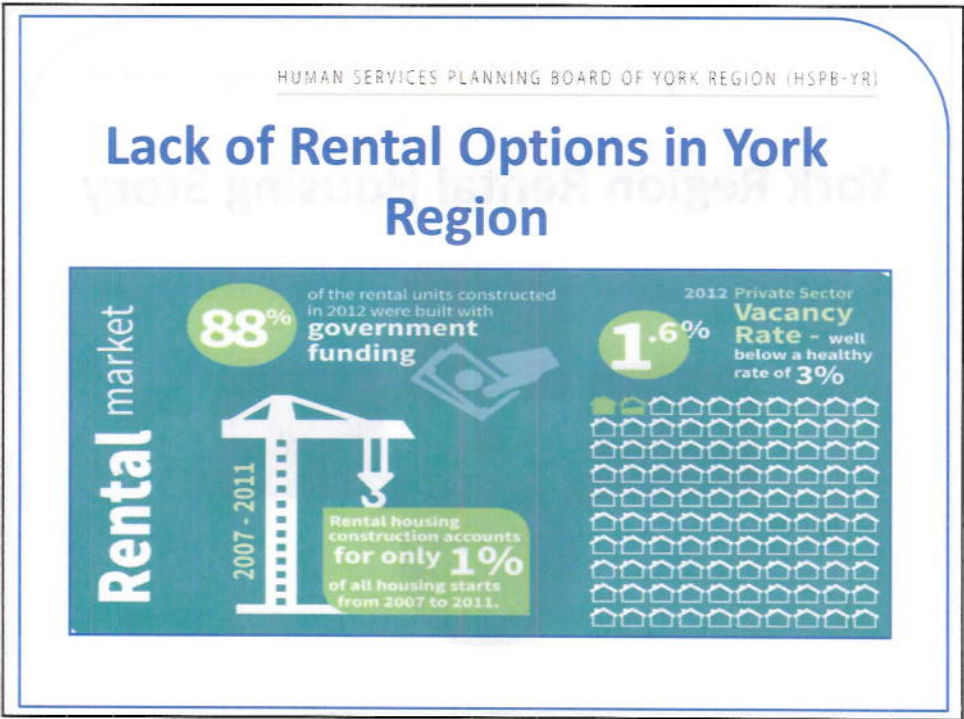
- Who we are
- Our mandate, vision, mission and values
- Our approach



The Board Defines Tangible Results for Making Ends Meet in York Region







HUMAN SERVICES PLANNING BOARD OF YORK REGION (HSPB-YR)

"Make Rental Happen" Advocacy Plan

Creating the Conditions to Build Private Market Rental Housing

The Plan has three deliverables:

- Compelling York Region Rental Housing Story
- Collective Statement of Commitments
- Strategic Alliances

Who can implement change?

- All levels of Government
- The Building Industry
- Corporate Leaders

Make Rental Happen

A graphic at the bottom right shows stylized buildings in shades of blue and yellow, representing the goal of creating private market rental housing.

HUMAN SERVICES PLANNING BOARD OF YORK REGION (HSPB-YR)

Raising Awareness and Building Understanding

HOW?



Make Rental Happen
Student Challenge

The Housing Symposium

www.york.ca/makerentalhappen

#MakeRentalHappen

HUMAN SERVICES PLANNING BOARD OF YORK REGION (HSPB-YR)

What Can You Do?

- Support the Make Rental Happen Plan
- Share the rental housing story
- Attend the Make Rental Happen Student Challenge Awards and Housing Symposium on June 20, 2014 at the Richmond Hill Centre for the Performing Arts

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MEDIA RELEASE



The Regional Municipality of York

www.york.ca   

Monday, February 10, 2014

York Region challenges students to help Make Rental Happen

What does great rental housing look like? The Regional Municipality of York is calling on post-secondary students to answer that question by entering the Make Rental Happen Challenge.

"Housing is a top priority for York Regional Council and addressing the rental shortage before us requires collaboration from all levels of government, the private-sector and larger community," said York Region Chairman and CEO Bill Fisch. "To foster innovation and build momentum to increase housing options, the Make Rental Happen Challenge calls on students to explore, rethink, question and experiment with new ideas for rental housing."

The Human Services Planning Board of York Region is hosting the *Make Rental Happen Post-Secondary Student Challenge* between February 10 and April 18, 2014, inviting students from across Ontario, Canada and the globe to submit bold, innovative and achievable solutions to increase the supply of rental housing in York Region. Visit www.york.ca/makerentalhappen for full challenge details.

Teams or individual students are invited to design and deliver ideas that foster strong communities. Submissions may include any type or scale of rental apartments – from a single house to a large-scale complex. Participants should highlight the inclusion of human services as part of a healthy community and identify legislative or program amendments that may be needed to encourage more private-market rental housing development in York Region.

"We're looking for innovative ideas that are financially feasible and could entice real estate developers to pursue private-market rental housing," said Town of Newmarket Regional Councillor John Taylor, Co-Chair of the Human Services Planning Board of York Region. "Students can show us through their designs why these alternatives would create better homes for more people."

"Rental housing options are missing from York Region's housing mix," said Susan LaRosa, Co-Chair of the Human Services Planning Board of York Region. "Having a healthy housing market with a full mix of housing options is the core of economic competitiveness, social well-being and community health."

York Regional Council recently approved a draft 10-Year Housing Plan, Housing Solutions: A place for everyone. This housing plan builds on the work the Region has already done and proposes 60 actions to increase the rental housing supply, sustain the existing rental housing supply, support affordable home ownership and strengthen the homelessness and housing stability system.

Registration for the Make Rental Happen Student Challenge opens today and submissions will be accepted until April 18, 2014. Submissions will be judged by a panel of industry experts. Winners will receive one of three prizes of \$5,000, \$3,000 and \$2,000.

Join the #MakeRentalHappen conversation by visiting York Region on [Facebook](#) and [Twitter](#).

-30-

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After-hours: 905-806-1216 chs_media@york.ca

The Regional Municipality of York provides services to 1.1 million residents and 42,000 businesses that employ 533,000 people

It's time to Make Rental Happen in York Region

By York Region Special Advertising Feature

Share this Article

A complete community meets everyone's needs throughout all ages and stages of life. These communities offer a wide variety of housing choices including rental options. Seniors, students, young professionals, contract workers and others may prefer to rent rather than own a home. Rental options support a healthy local economy by allowing residents to work close to home while reducing travel time and congestion on our roads.

"Time and time again, we hear stories from residents about young, adult children or aging parents leaving the region to find suitable housing," said Val Shuttleworth, director of long range planning for the Regional Municipality of York, a large municipality located north of Toronto. "We need to make rental happen in York Region so all residents have access to the variety of housing choices needed to live and work right here in our own community."

The supply of rental options in York Region does not meet current demand. In 2011, the proportion of renters in York Region (12 per cent) was lower than the national and provincial rates and the lowest in the GTA. In late 2013, the vacancy rate in York Region was 1.6 per cent, well below the minimum three per cent vacancy that represents a healthy rental market.

Demand for rental housing will increase as York Region's population grows and becomes more diverse and as the cost of homeownership continues to rise. York Regional council has shown leadership in tackling the shortage of rental housing by endorsing a draft 10-year housing plan, [Housing Solutions: A place for everyone](#). The Human Services Planning Board of York Region is helping address the issue through the development of a collaborative advocacy plan.

The Reality of the Rental and Ownership Market in York Region

The Reality of the Rental and Ownership Market in York Region

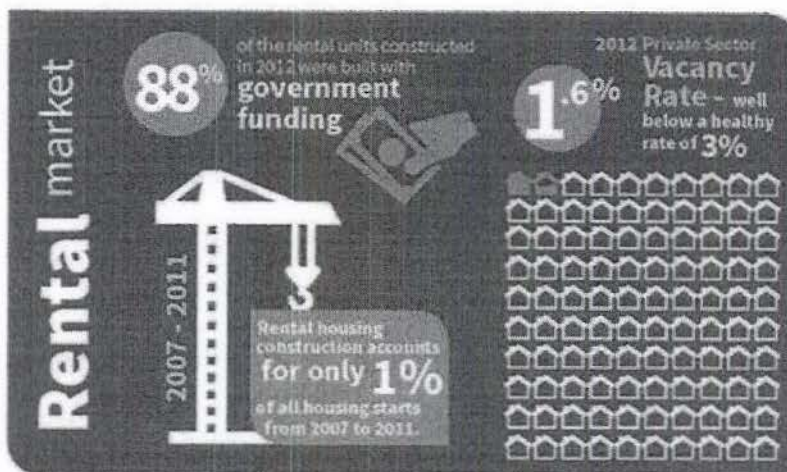
From 2011 to 2031, we estimate that an additional

13,700

seniors and youth will be renters. If the private market maintains the same pace as

In 2012, we'll have about

600 new units



In 2011 **17,705**



York Region households (5.5%) were home to multiple families, growing by 65% from 2001, outpacing the growth of all other household types

Wait list rises by **63%**

from 2008 to 2012 leaving more than

10,000

households waiting for Social Housing

What happens to our businesses if

workers move away because they

can't afford to live here



The board is also hosting a *Make Rental Happen Challenge* between Feb. 10 and April 18, inviting post-secondary students from around the world to submit bold, innovative and achievable solutions to build momentum for change in York Region. Visit york.ca/makerentalhappen for details.

Help wanted: but there's nowhere to live

By York Region Special Advertising Feature

Share this Article

More and more organizations are moving to York Region, including BMW, IBM and State Farm. However, some of their employees cannot afford to rent or buy here. Instead, they live in Toronto or Barrie and commute to work. Some employers may have difficulty attracting and retaining employees who either don't want to travel into the region or will leave when they find employment closer to their home.



“Housing is a basic need. New professionals joining businesses in the region often can't afford to live here and have to live in Toronto and commute into York Region for work,” said Pat Horgan, VP, IBM Canada and member of the Human Services Planning board of York Region.

“Employers are interested in this issue.”

There are very few rental options in York Region. Because of this, individuals and families may be forced into home ownership that is beyond what they can afford or move outside of the region. For those who opt to stay near their places of work and pay more than the affordable rate

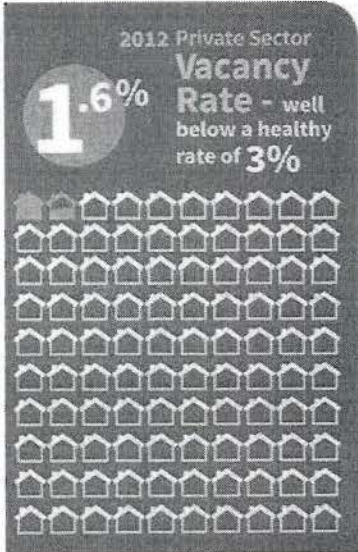
High home ownership costs are forcing people out

By York Region Special Advertising Feature

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A good mix of housing options is essential to creating a healthy, complete community. The reality is development of rental housing is not keeping pace with growth in the Regional Municipality of York or the changing needs of our residents. The region has one of the lowest rental vacancy rates in the GTA and the lowest proportion of rental housing in the Greater Toronto Area.

With the cost of living in York Region rising, a growing number of low- and moderate-income families are having trouble keeping up. The Human Services Planning Board of York Region has found the significant shortage of rental housing in the region to be one of the most important issues impacting the ability of many individuals and families to make ends meet, which means many individuals and families looking to call York Region home have few choices.



The average cost of a new single-detached home in York Region is more than \$700,000. This high cost of home ownership forces many prospective residents to live elsewhere.

Who needs rental housing?

By York Region Special Advertising Feature

Chances are you or someone you love does (or will soon)

York Region is a great place to live where people are proud to call home. For many, however, it is becoming more difficult to afford to live here. Over 10 years, median house prices have increased by 87 per cent while the median hourly wage rose by only 26 per cent. Even those with above-average incomes can find it hard to manage the more than \$700,000 price tag for the average new, single-detached home.

“Anyone wishing to rent rather than buy will have difficulties as well,” said Adelina Urbanski, commissioner of York Region community and health services and member of the Human Services Planning Board of York Region. “Currently, York Region has one of the lowest rental vacancy rates in the GTA because we essentially have no new private rental housing built in the last decade.”

Rental housing solutions are needed for residents, particularly new graduates, newcomers and seniors.

New graduates need rentals

Many new grads start their careers with a contract or temporary position. Renting can be an affordable housing option and allows them to remain mobile so they can accept a job wherever they may find one.

With few rentals available, new grads and young professionals must either commute north from Toronto or continue to live with their parents.

Newcomers need rentals

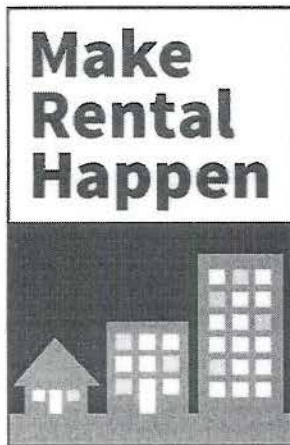
Recent immigrants represent a growing segment of our population.

Many people, including newcomers, prefer to rent in an area before they buy to make sure it is the right community for them.

Design ideas can inspire change

By York Region Special Advertising Feature

There is \$10,000 in prize money up for grabs in the *Make Rental Happen* Student Design Challenge.



If you are a post-secondary student, the Regional Municipality of York is challenging you to use your creativity and create bold solutions for rental housing in York Region. Your design ideas can inspire change in the community and build the momentum needed to make rental happen.

The Human Services Planning Board of York Region (HSPB) is hosting the Make Rental Happen Challenge to solicit ideas from post-secondary students from around the world. This call to action is a response to declining rental affordability, choice and supply across the region.

Explore, rethink, question and experiment with new ideas. Students can get a team together or go solo to design and deliver ideas that foster strong communities. Submissions can include any type or scale of rental apartments – from a single house to a large-scale complex.

In addition to potential financial awards, entering the challenge is a unique opportunity for students to:

- Convert knowledge and skills into applied experience

- Collaborate with fellow students within and outside their own disciplines
- Capture the attention of a jury of leading planners, architects and developers

Registration opened Feb. 10 and closes April 18. Submissions will be judged by a panel of industry experts. Winners will receive one of three prizes of \$5,000, \$3,000 and \$2,000.

Join the Make Rental Happen discussion on Facebook and Twitter (*#MakeRentalHappen*) and find out how to get involved at york.ca/makerentalhappen

The Regional Municipality of York provides services to more than 1.1 million residents and 42,000 businesses that employ 533,000 people. For more information, please visit york.ca

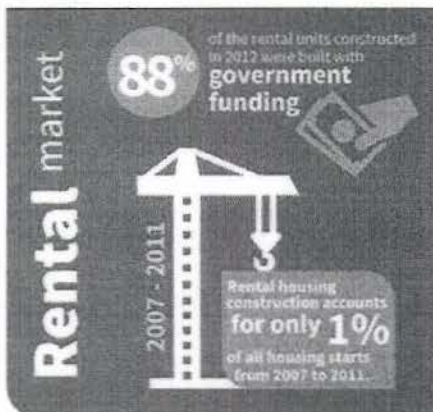
February 24, 2014 **Updated:** February 21, 2014 | 5:43 pm

Working together – we can Make Rental Happen

By York Region Special Advertising Feature

Share this Article

The Regional Municipality of York, located just north of Toronto, is a great place to call home. But home ownership comes at a high price – on average more than \$700,000 for a new single-detached home. Combine this with little to no availability of rental housing and virtually no private-rental housing development in the past decade and you have a critical need to *Make Rental Happen*.



“Affordable and sustainable housing for all residents, at all stages of life is a fundamental need,” said York Region chairman and CEO Bill Fisch. “York Region faces significant housing challenges we cannot address alone. All levels of government, the housing development industry, community agencies and housing providers must come together to collaborate on innovative solutions.”

Housing is a long-standing priority for York Regional council, which recently approved a draft 10-year housing plan, [Housing Solutions: A place for everyone](#). This housing plan builds on the work York Region has already completed and proposes four goals:

Make Rental Happen

by Adelina Urbanski

York Region is a great place to live with many amenities and a lot of greenspace. For many, however, it is becoming more difficult to afford to live here.

Over 10 years, median house prices have increased by 87 per cent while the median hourly wage rose by only 26 per cent. Even those with above-average incomes can find it hard to manage \$700k for the average single, detached home.

Anyone wishing to rent rather than buy will have difficulties as well.

Currently, the region has one of the lowest rental vacancy rates in the GTA because we have had essentially no new private rental housing built in the last decade. Our vacancy rate hovers around one per cent, compared to the three per cent target that experts say is healthy.

We must find a solution for our residents, particularly new graduates, newcomers and seniors.

New grads need rentals

Many new grads start their careers with a contract or temporary position. Renting can be an affordable housing option and allows them to remain mobile so they can accept a job wherever they may find one.

With few rentals available, new grads and young professionals must either commute north from Toronto or continue to live with their parents.

Newcomers need rentals

Recent immigrants represent a growing

segment of our population.

Many people, including newcomers, like to rent in an area before they buy to make sure that it is the right community for them.

Seniors need rentals

York Region's aging population is forecasted to increase so the need for rental housing will grow too.

Some seniors will downsize as upkeep of their larger homes becomes increasingly difficult or simply undesired. What is available for them so they can stay in their communities?

Other seniors may struggle on fixed incomes. Although some housing supports are available, there are many seniors who are not able to find rentals that fit their needs and keep them close to family and friends.

The impacts of commuting

The lack of choice has also resulted in one of the lowest live-work ratios in the GTA, at 53 per cent. This means that about half of the jobs in York Region are filled by people living outside the region and about half of the region's workforce travels beyond our boundaries every day.

The impacts of commuting are wide ranging.

- Increased traffic congestion and pollution
- The negative impact on the quality-of-life of our residents
- A higher risk to local business, including retail services, when employees find work closer to their homes outside the region

We need to increase the variety and amount of rental options available to further grow as a community and



Adelina Urbanski is the Commissioner, Community and Health Services at The Regional Municipality of York.

support the urbanization that has already begun.

How are employers impacted by limited rentals?

More and more big organizations are moving to York Region – BMW, IBM, State Farm and the future Vaughan Health Campus of Care – to name a few. However, many of their employees cannot afford to rent or buy here, and instead live in Toronto or Barrie, and commute to work. Employers have difficulty attracting and retaining employees who either don't want to travel into the region or will leave when they find employment closer to home.

The Reality of the Rental and Ownership Market in York Region



Where are rentals needed?

Rentals are needed across the region.

Many businesses are close to major transit corridors such as Highway 7 and Yonge Street as well as in the south end of the region so more rentals in these areas makes sense.

Newcomers also tend to settle close to the main transit corridors as well as in Richmond Hill, Markham and Vaughan.

Since seniors need and want to be close to their families, rentals are needed across the region including King Township, Whitchurch-Stouffville and Georgina.

Why aren't there more private-market rentals?

There are a number of barriers that keep private investors from building more rentals including:

- The competition for multi-residential land drives up the cost of land and upfront costs related to rental construction
- The difficulty of securing financing for rental developments since lenders don't want to risk the possibility of owning a rental property that needs to be managed

- Condominium developments provide a faster return on investment than rentals because the units can be sold prior to construction

How are we addressing this?

Our goal is to have housing that is affordable, safe and adaptable throughout all stages of our residents' lives.

No one organization, however, can solve complex housing challenges alone. York Region is engaging all levels of government, the housing development industry, non-profit agencies, housing providers, businesses and residents to develop collaborative solutions.

By working together, the potential for change is real and the possibilities for innovative solutions are endless.

Help us #MakeRentalHappen by joining our social media and web-based campaign running until National Housing Day on November 22nd. Visit www.york.ca/hspb for more information.

To work towards creating affordable, adaptable and safe housing, The Regional Municipality of York has recently:

- Approved a 10-Year Housing Plan, Housing Solutions: A place for everyone, which you can access online at www.york.ca/housing.
- Initiated #MakeRentalHappen, a social media and web-based campaign (www.york.ca/hspb) that leads up to National Housing Day on November 22.
- Created a new advocacy plan that will be announced on November 22, along with a competition to challenge university students to design great rental solutions.
- Begun developing a Seniors Strategy that will be presented in 2014.

You can find out more about these plans at www.york.ca.

York Region to woo developers

RENTAL HOUSING CRISIS

By Sarah Ratchford

York Region is devising a plan to convince private sector developers to get back on board and build more rental housing.

The region is in the midst of a housing crisis—its housing market has the lowest percentage of rental housing of anywhere in the GTA, with about 11.5 per cent of its residential stock being rental units (the national average, for comparison, is 30.6 per cent and the provincial average is 28.6 per cent). What's more, the vacancy rate in the region is at 1.6 per cent, compared to the 3 per cent that signifies a healthy rental market.

Community and health services commissioner **Adelina Urbanski** says that because there's such a critical housing shortage, it's time to stop relying on the region's housing providers and get the private sector back on board to fill in the gaps and help to ensure a more complete community.

"[To have] government building 100 or 200 affordable housing units each year just is not enough," Urbanski told *NRU*.

"Government can't be the only solution to this. We have got to get the private sector back to the table, building purpose-built rental."

CONTINUED PAGE 3

Innisfil to re-organize town administration

WHEN LESS IS MORE

By Sean Hertel

The Town of Innisfil last Wednesday, took a step towards being leaner in the next budget year, and in the longer-term, with its council's adoption of a corporate restructuring plan. The plan, coming into effect on January 1, 2014, will implement a combination of department re-alignments and operational efficiencies yielding an estimated cost-savings of \$300,000 in the first year. This paring down of the town's administrative costs will keep the 2014 increase to its blended tax rate to 2.4 per cent, which is one half of a percentage point lower than pre-restructuring estimates.

Key highlights of the restructuring are the combining of the municipal law enforcement and inspections services departments, and the creation of two deputy CAO positions—one to oversee engineering matters and the other to oversee legal.

Innisfil CAO **John Skorobohacz** led the review of the town's administrative structure, which currently has a full time equivalent staff of 140 excluding seasonal employees and the volunteer firefighters. The review became a key objective of Skorobohacz since re-joining the town in 2010 after holding senior management positions at the cities of Burlington and Windsor. While drawing on best practices from his past experiences, Skorobohacz's approach for the Innisfil

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INSIDE

Mind your business
Brampton calls forum

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Transit funding
Mix of options
likely winner

p 5 >

Brampton University
City works on
education options

p 6 >

OUR LEGAL TEAM. YOUR SUCCESS.

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RENTAL HOUSING CRISIS

CONTINUED FROM PAGE 1

Urbanski acknowledges that there is an abundance of condos being built, and that many of those are being rented to a secondary market. But she points out that those go to people on a higher income scale, even when they're being rented. She also says they're not stable in the market, as they can "come and go at any time," whereas purpose-built rental housing will provide permanent relief to some of the stress in the market.

In order to get private sector developers on board with building rental housing as opposed to condo or other developments, though, plans need to be put in place to incentivize those projects. A report from the community and health services department endorsed by the committee of the whole last week included options to do just that, including ways in which all levels of government could make rental housing a more attractive project for developers. Some of the legislative and policy changes outlined in the report include more permissive zoning by-laws for increased height or density, streamlined development application approval processes, and reduction or temporary deferral of development charges.

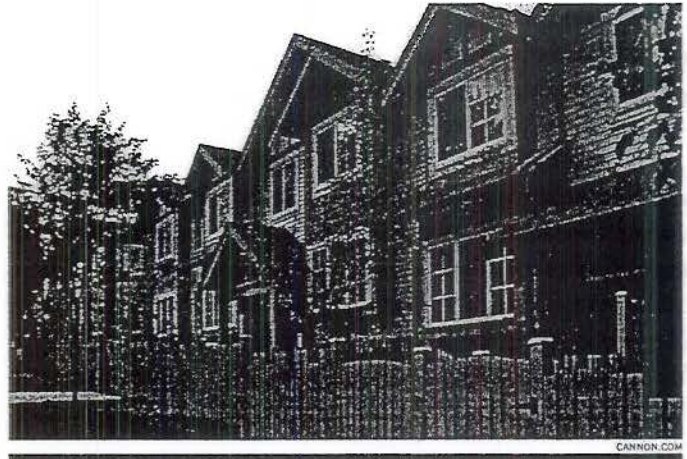
BILD's York chapter chair **Michael Pozzebon** agrees that some of those tactics would work. He also says he is not aware of any significant residential rental projects under construction in York Region right now.

"There are several contributing factors that force developers to consider alternatives to constructing new rental," he told *NRU*. Some of those factors include the ability to finance the project, lack of incentives and high development charges, as well as parkland cash in lieu charges.

"These are long-term investments and the rate of return is lower than one would expect on a shorter-term condominium project. Generally, land costs, construction costs and operating costs have been rising at rates higher than the prevailing market rent."

It is possible to work with developers to provide more rental housing to the region, according to Pozzebon. Ways to go about doing that, include reducing or deferring development charge payments, and reducing parkland cash-in-lieu and parking requirements.

"I'm not sure that affordable housing units can be produced in York Region without the support of the region, provincial and federal governments in lowering some of the development costs," he said.



If you add up all of the charges in southern York Region, he says, for a small apartment of less than 700 square feet, development charges could add up to over \$50,000 once school, regional, parkland and the local municipality are factored in.

While the rental market as a whole in the region is clearly too narrow, the number of people requiring affordable housing is alarming. At the end of 2011, there were 8,688 applicant households—amounting to about 16,000 people—on the region's waiting list for affordable housing. And as of this summer, there were over 9,900 households on the list. But Urbanski says rather than focusing specifically on affordable housing at this time, the need is to fill a gap for a more generalized part of the populace.

CONTINUED PAGE 4

IN THE ZONE:

Navigating Toronto's new Citywide Zoning By-law

Join **Ian Graham**, Director of Planning at R.E. Millward and Associates Ltd. and former Project Manager for the City of Toronto Citywide Zoning By-law Project, as he hosts a full day seminar and workshop on By-law 569-2013.

Tuesday, November 26

8:50 am - 3:30 pm

Registration starts 8:00 am

*The Bram and Bluma Appel Salon, Novella Room,
Toronto Reference Library*

REGISTER AT:
<https://torontozoning.eventbrite.ca/>



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ASSOCIATES LTD**

WHEN LESS IS MORE

CONTINUED FROM PAGE 1

review was very much a home-grown exercise.

“We tried to come up with a made-in-Innisfil solution” he told *NRU*.

Delivering services to a growing population was a key consideration in the administrative review, Skorobohacz noted. The Simcoe County town currently has a population of 35,000 and is expected to grow to 56,000 under the province’s growth plan. The town is expected to issue its 1,000th building permit before the year is out.

“The restructuring also attempts to keep us nimble enough to address that growth and growth challenges,” said Skorobohacz. With what he calls the “groundwork for growth” being completed—master servicing plans and land use reviews, for example—the town is now poised to focus on implementation.

From a staffing perspective, Skorobohacz notes that growth poses a particular challenge to retaining and enhancing corporate knowledge. The review underscored the need to provide opportunities to transfer knowledge from more senior

to less senior staff, especially in the case of retirements. The creation of the two new deputy CAO positions was, in part, intended to address this need.

Skorobohacz, himself, will be retiring in 2015.

It’s about looking within and ensuring that we do have the depth of talent available to take a leadership role when the time comes. And that’s really what the two CAOs are intended to do.

• John Skorobohacz

“It’s about looking within and ensuring that we do have the depth of talent available to take a leadership role when the time comes,” he said. “And that’s really what the two CAOs are intended to do.”

Effective January 1, 2014, assisting in the transition of Innisfil’s administrative leadership will be deputy CAO/town engineer **Andy Campbell** and deputy CAO/town solicitor **Jason Reynar**. *NRU*

RENTAL HOUSING CRISIS

CONTINUED FROM PAGE 3

“Because our issue of lack of supply is so significant at the moment, we are just talking about rental supply, period. And what we hope that will do is open the door to conversations about how we can make some of that more affordable [in the future].”

She said the length of the affordable housing wait list in the region is partially due to lack of supply of overall rental housing.

Aside from the logistics of getting developers on board, Urbanski says it’s also crucial to get the community invested—and educated—about the need for more rental housing in order to reduce some of the NIMBYism that still exists.

“It’s always a challenge, but the reality is, this isn’t just an issue for people who are low income.” Recent university and college graduates, as well as seniors, are also in need of affordable housing.

“Hopefully we can convince people. In a lot of cases, rental can be developed in centres and corridors where height and density is already occurring. It’s not such an issue in areas where condos might already be popping up.”

She says there are aspects of income tax that could be changed to make it more attractive for developers to invest in the rental market.

“There are things that need to change, or [the investments] would already be happening. What are those things? Part of talking to the building industry is finding out from members what their priorities are. What do they think needs to be changed in order to change the balance of the kind of housing that we have here? How can we get more rental development?”

Those answers are, hopefully, to come as the plan moves forward. *NRU*