

The logo features the word "Heartland" in a dark blue, elegant cursive script. To the right of the word is a stylized house icon in a golden-yellow color, composed of a square with a smaller square inside, and a curved line representing a heart or a path leading to the house. Below the word "Heartland" is the text "HOUSING FOUNDATION" in a dark blue, all-caps, sans-serif font.

*Heartland*

HOUSING FOUNDATION



# Who We Are

Heartland Housing Foundation is the Housing Management Body (HMB) that serves Strathcona County & Fort Saskatchewan.

We operate:

- Apartments (65+ only or All-Ages)
  - Independent living, no meals or recreation services
- Lodges (65+)
  - Independent living with meals, recreation, 24-hour staff, housekeeping
  - No medical care provided, homecare can assist with personal care services

We administrate:

- The Rent Assistance Program for the region on behalf of the province.



# Our Rental Structures

**Near Market:** 15-30% below market rental rates

**Affordable (RGI) Housing:** 30% of income (plus service fees in lodge)



# Our Funding

## Near Market Lodge & Apartments

- HHF funds operations and capital improvements based on rental revenue only

## 65+ Affordable Apartments

- Government of Alberta subsidizes operating shortfalls from rents and funds capital improvements

## Affordable Lodges

- Government of Alberta and Municipality subsidize operating shortfalls from rents and capital improvements

# Governance & Board

- Expanded Board membership to include Community Members (non-Council appointed)
  - Resulted in expanded skillset, diversity, and expertise
  - Prepared us well for changes made by Alberta Government's *Stronger Foundations – Affordable housing Strategy*
    - Outlines new requirements for HMB Board of Director Skills Matrix- two-fold - Expertise or qualifications and target population groups
- Improving our Governance model for the Organization
  - Board Committees
  - 4 Board Meetings annually plus Strategic Planning

# Advocacy & Representation

- HHF is a member of:
  - Alberta Seniors & Community Housing Association (**Board of Directors**)
  - Alberta Public Housing Administrators Association (**Board of Directors**)
  - Alberta Rural & Remote Regional Advisory Board (**Board of Directors**)
  - Alberta Residential Landlord Association

# Recent Advocacy Wins

- HHF is now the local delivery agent for the provincial Rent Assistance Benefit, supporting more equitable access to these funds for the communities we serve.
- HHF has partnered with the City of Fort Saskatchewan on a rent subsidy program for tenants of Muriel Ross Abdurahman Court through a grant-in-lieu of property tax exemption

# Advocacy in Progress

- In response to the province's Stronger Foundations Affordable Housing Strategy (c. 2022), HHF is actively advocating for suitable funding to maintain provincially-owned assets (e.g. 65+ RGI apartments like Lakeside Legion Manor)
- Advocating for funding support for future Fir Street build through the Affordable Housing Partnership Program



# Fir Street Update

## WORK TO DATE HIGHLIGHTS

- Distributed over 600 invitations to neighbours of Fir Street (by postal code) to invite participation in pre-engagement survey.
- Website set up to take further responses and provide updates as the project evolves:  
[heartlandhousing.ca/upcoming-projects](http://heartlandhousing.ca/upcoming-projects)
- Received 27 responses

# Fir Street Update

## PRE ENGAGEMENT FEEDBACK HIGHLIGHTS

**Short and long-term spatial impact:** duration/intensity of construction and traffic disruptions, increased traffic, increased school capacity, loss of trees, and increased shade

- **Community wellbeing:** increased density, property value impacts, increased crime, increased noise
- **Building features:** height, number of units, landscaping, parking, and vehicle access



# Fir Street Update

## CURRENT FOCUS

- Undertaking environmental and hazard assessment work on site in anticipation of demolition and land preparation
- In procurement process for architectural services for schematic design
- Exploring census-level data on community need through commissioned reporting from the Rural Development Network

# Fir Street Update

## NEXT STEPS

- Rezoning
- Focused community consultation
- Exploring funding options



Predevelopment & pre-consultation

Schematic design & community engagement

Funding & development

# Needs & Demands Assessment

## DEMOGRAPHIC DATA

- People over 65 a fast-growing demographic
  - Projected % of population by 2051:
    - 25% for Strathcona County
    - 21% for Fort Saskatchewan
- Fastest growing household in both communities is couples with no kids (assumed to be “empty nesters”)
- Immigration growth rate over last 15 years:
  - 2.1% for Strathcona County
  - 7.9% for Fort Saskatchewan

# Needs & Demands Assessment

## HOUSING NEEDS

- Unaffordability is main issue facing renters
- Most impacted are small households (1-2 person) and large households (5+ persons), especially acute need in benefit recipient households (e.g. AISH, AB Works)
- % of renters in core housing need (unaffordable, no other options in community):
  - Strathcona County: 17.3%
  - Fort Saskatchewan: 21.2%
- Vacancy rate across all rentals in both communities is <2%

# Community Impact Updates

- Muriel Ross Abdurahman Court welcomed first tenants last week in Fort Saskatchewan.
- Building is net-zero, which benefits the environment as well as tenants, who will enjoy utility rates below market rates.
- Bridging the Gap has supported 18 households in the community in maintaining housing stability.

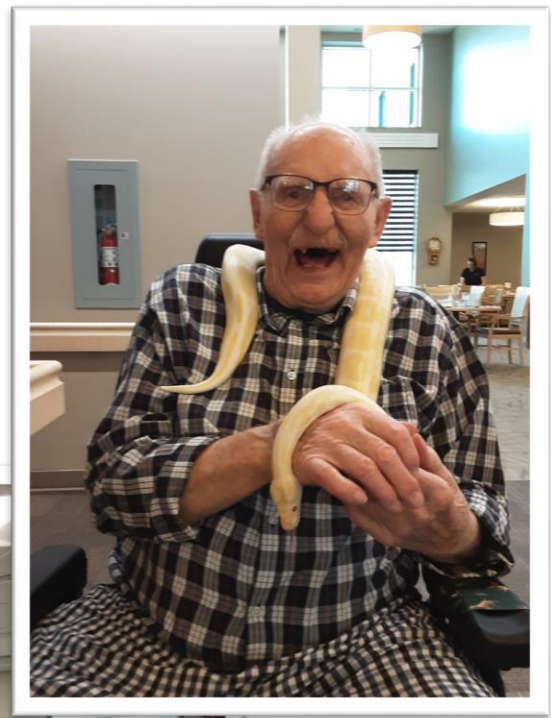
# Community Impact Updates

- Launched delivery of provincial rent subsidy recipients this month. In total, we anticipate the new funding will support over **40 households** in the communities we serve.
- Seniors' Week included lots of fun activities in our lodges, as well as an opportunity for HHF to present at the WeSeniors June 5<sup>th</sup> event in the County.



# Thank you!

## Questions?



[www.heartlandhousing.ca](http://www.heartlandhousing.ca)