

# Strathcona County Housing Affordability Strategy update

Priorities Committee October 17, 2023

# Agenda

---

**1 Background**

**2 Draft 1 Housing Affordability  
Strategy Overview**

**3 Next Steps**

# Background

April 4, 2023 – Administration presented several reports to Council that explored options to increase housing affordability within Strathcona County. Council directed Administration to move forward with multiple housing affordability actions, including the development of a Housing Affordability Strategy.

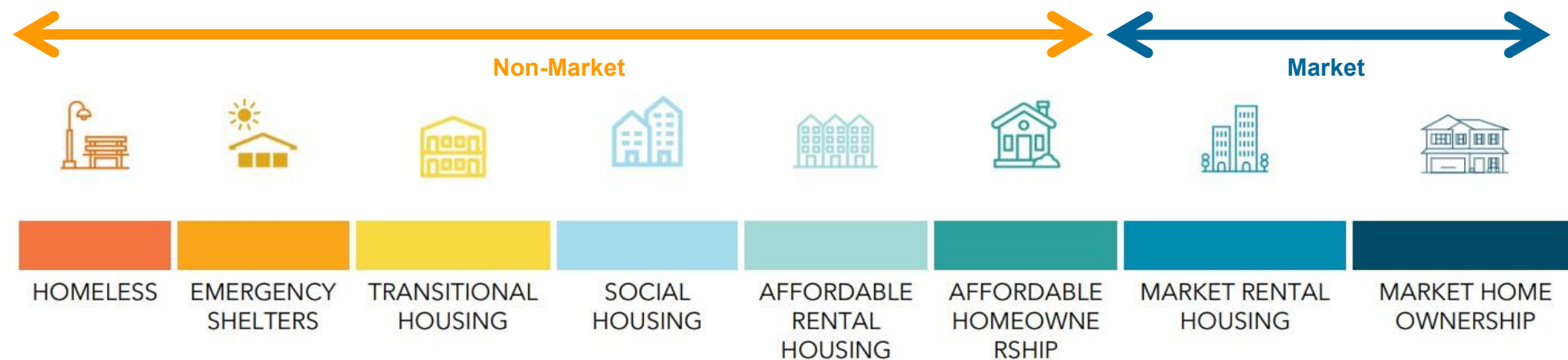
# What is the Housing Affordability Strategy?

**The intent of a municipal housing affordability strategy is to:**

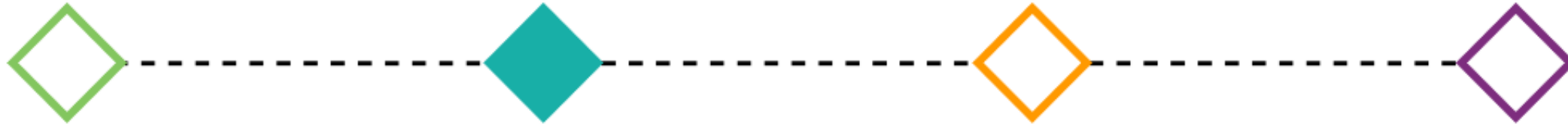
- Define the direction and vision for housing affordability in Strathcona County
- Outline targets, measures and actions to accomplish the vision
- Position the County to work in partnership with other levels of government
- Improve access to grants and funding

# What is housing affordability?

- Housing affordability refers to opportunities for housing across the housing continuum.
- Housing affordability can be improved by increasing the supply of non-market housing and by increasing the supply or diversity of market housing.
- Diversity of housing choices impacts both affordability and a neighbourhood's ability to accommodate an individual through different life stages.



# Timeline



**We are here**

## Phase 1

**Feb. 2023 – Apr. 2023**

- Strategic planning
- E-scan, research and collecting data



## Phase 2

**Apr. 2023 – Oct. 2023**

- Engagement
- Determine actions, advocacy and targets
- Draft 1 strategy
- Internal review of Draft 1
- **Report back to Council**



## Phase 3

**Oct. 2023 – Jan. 2024**

- Draft 2 Strategy
- Engagement continued
- Internal review of Draft 2



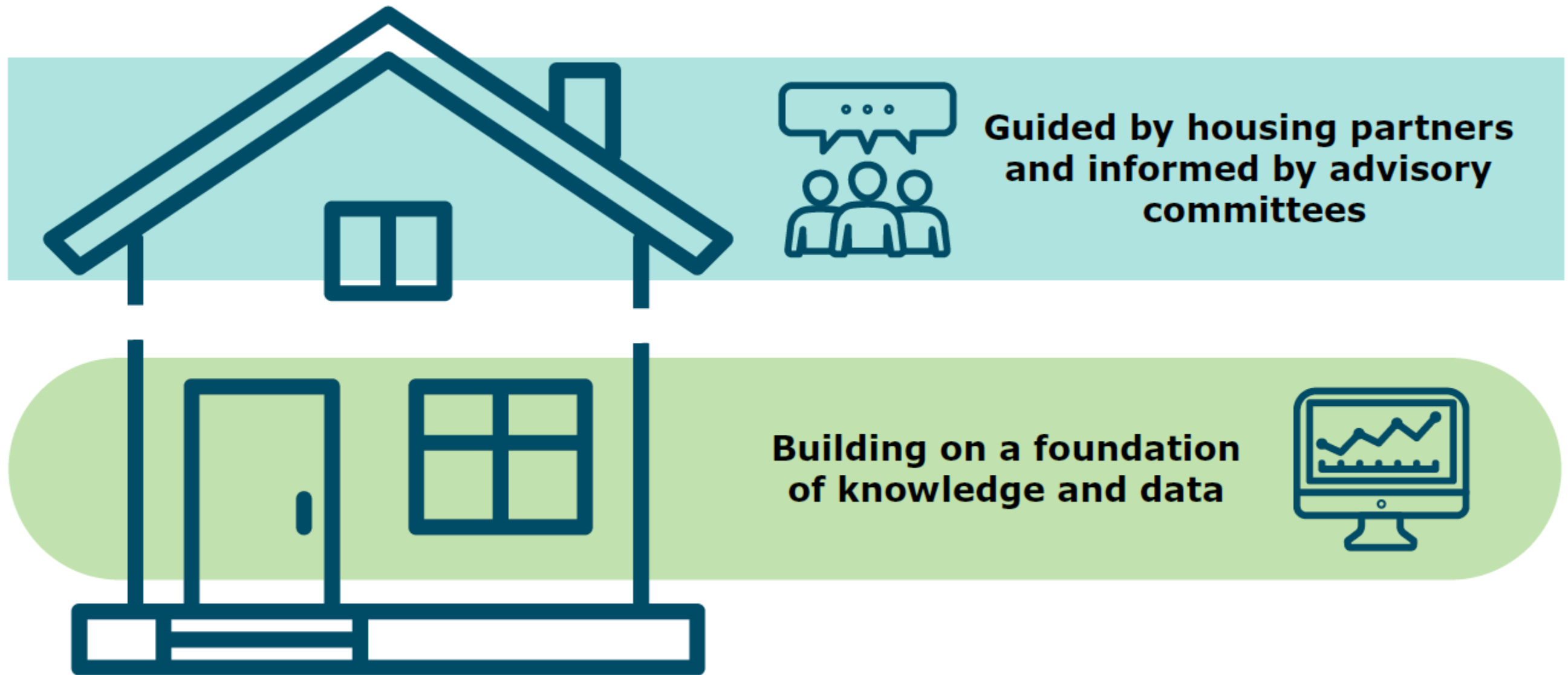
## Phase 4

**Jan. 2024 – Mar. 2024**

- Finalize strategy
- **Report back to Council**



# Strategy development



# Strategy development





# Engagement

## Housing Partner Workshops and One-on-ones

- Housing Partner Workshop 1  
May 17, 2023
- One-on-ones throughout June 2023
- Housing Partner Workshop 2  
August 1, 2023

## Advisory Committee and Community Group Consultations

- Consulted with advisory committees and community groups on key elements of the Strategy throughout September 2023

## Secondary Suite and Garden Suite Survey

- Survey through County Voice  
from July 24 – August 14, 2023
- 538 Survey Respondents

# Engagement

## Housing Partners:

- Heartland Housing Foundation
- Brittany Lane Housing Co-op/Davidson Creek Housing Co-op
- Northern Alberta Co-operative Housing Association
- Habitat for Humanity
- A Safe Place
- Robin Hood Association
- Hope in Strathcona

## Advisory Committees and Community Groups:

- Accessibility Advisory Committee
- Seniors Advisory Committee
- Strathcona County Diversity Committee
- Indigenous Advisory Committee
- NextGen Leadership Team

# Engagement takeaways

An inclusive approach to housing

Increased advocacy and community engagement opportunities

Housing needs interconnected with affordability and accessibility

Relationship building – collaboration and partnerships

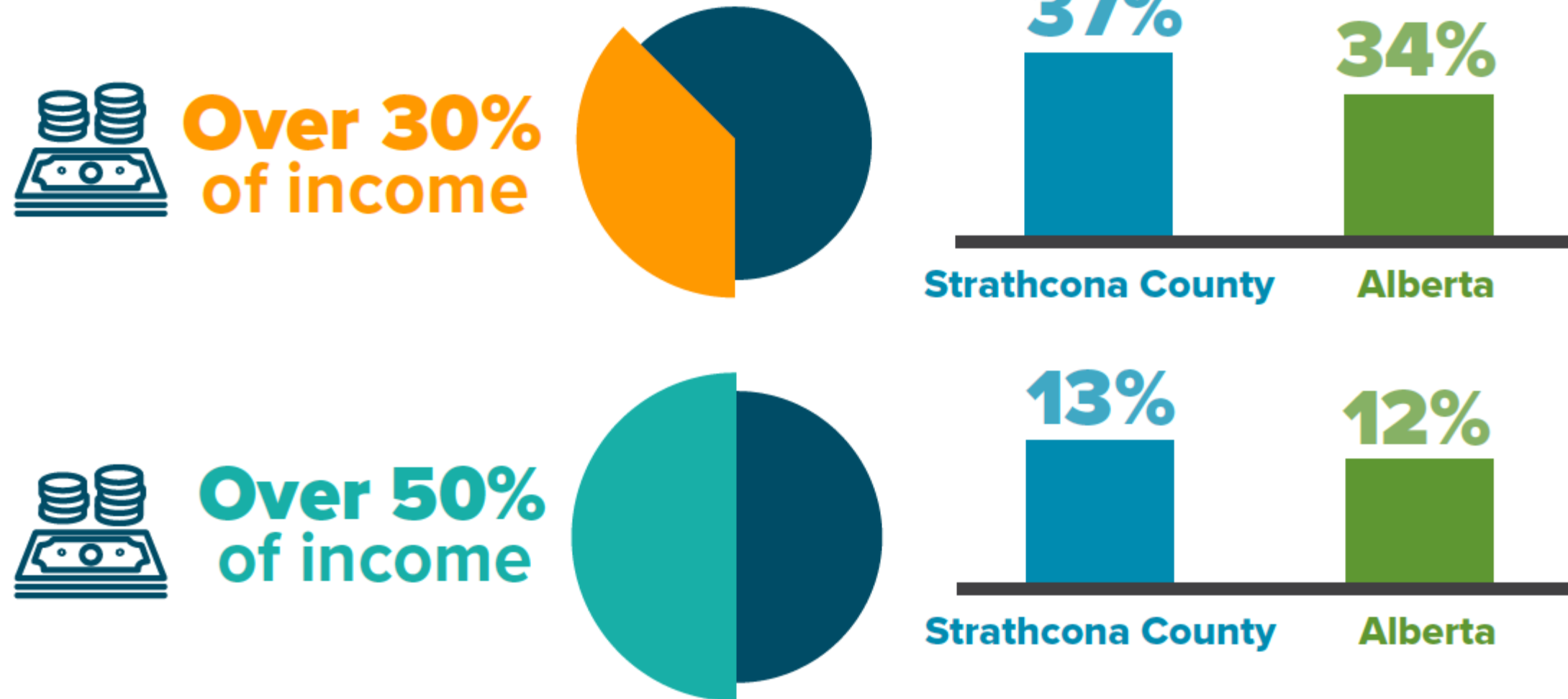
Supporting a diversity of housing across the continuum and aligning with community needs

Resulting in tangible actions

Reducing stigma and addressing NIMBYISM

# Housing needs

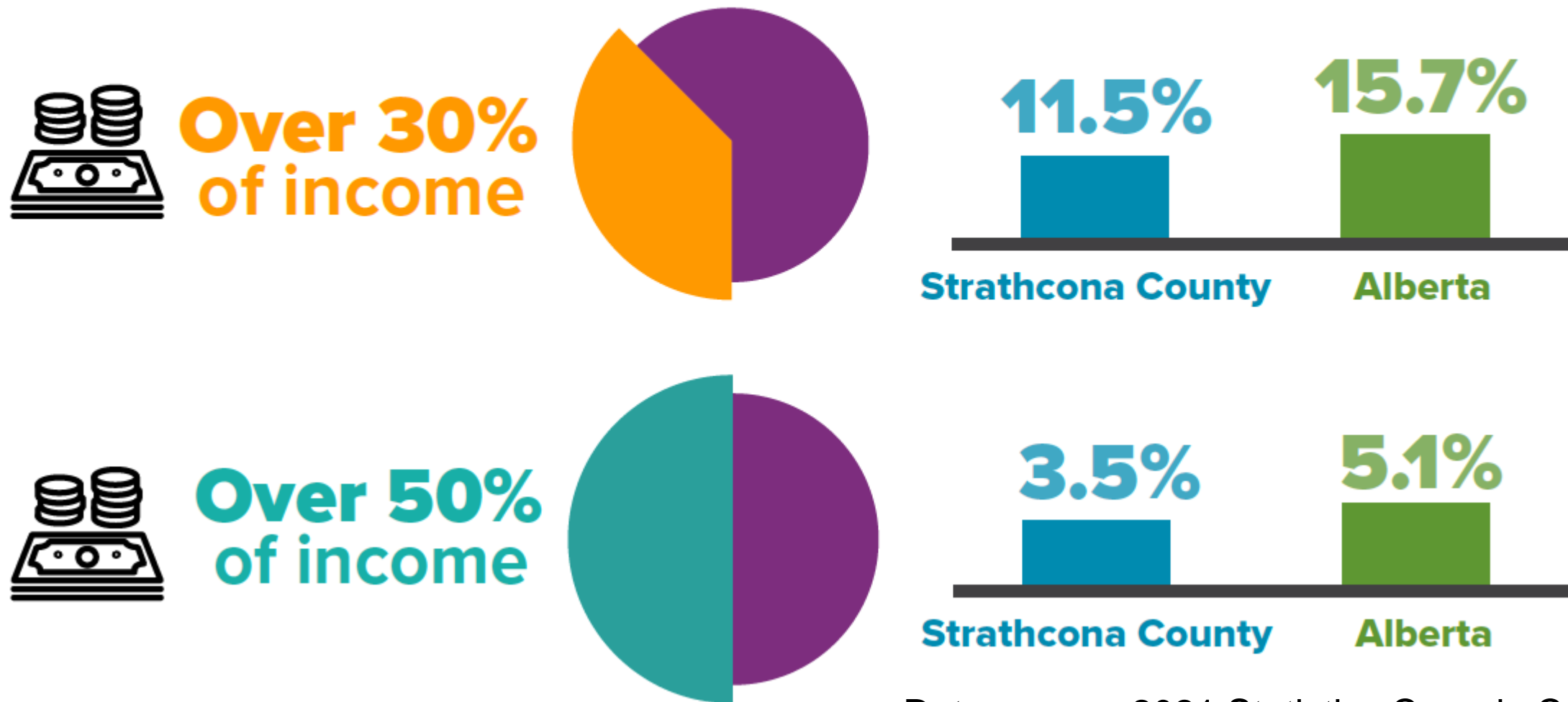
## Proportion of **renters** overspending on shelter costs



Data source: 2021 Statistics Canada Census Data

# Housing needs

Proportion of **home owners** overspending on shelter costs



Data source: 2021 Statistics Canada Census Data

# Renters market

## Strathcona County



**\$1,285**

is the average cost to rent a one-bedroom apartment.



**\$24.90/hr**

is the income required to afford rent.

### Who can't afford to rent a one-bedroom apartment?

A single person household employed as a pharmacy assistant, an early childcare educator, a health care aide, or a warehouse associate.



# Home owners market

## Strathcona County



**\$400,000  
to \$499,000**  
is the average cost  
to buy a home.



**Annual income required  
to afford a home?**

For a \$450,000  
3-bedroom home,  
household income  
of **\$93,404**  
is required.



**Who can't afford to buy a 3-bedroom home?**

A two-person household employed as a bus driver and  
an administrative assistant.

# Draft vision and principles

- **Draft Vision Statement**

“Everyone in Strathcona County has access to attainable, affordable, safe, and inclusive housing options now and in the future.”

- **Draft Principles**

- Affordability
- Diversity
- Inclusivity
- Evidence-based
- Collaboration



# Draft targets

- **Target 1:** By 2030, the development of 110 new **non-market rental units** in the form of multi-unit apartment dwellings.
- **Target 2:** By 2030, the development of 18 new **non-market ownership units** in the form of semi-detached or townhouse dwellings.
- **Target 3:** By 2030, the development of 30 new **supportive housing rental units** in the form of single detached, semi-detached or townhouse dwellings.
- **Target 4:** From 2024 – 2030, 35 new **garden suite and secondary suite units** (combined) annually.

# Draft strategic directions

1. Increase housing diversity and the overall affordability of housing through reduced regulation.
2. Increase the supply of affordable housing through leveraging County land.
3. Increase the supply of affordable housing through financial incentives for the construction of new affordable housing.
4. Foster community support for housing affordability initiatives.
5. Increase opportunities for community partners to work together on housing affordability.
6. Increase advocacy efforts for affordable housing to other orders of government.
7. Ensure residents have access to a range of programs and services to support housing needs.

# Evaluation and monitoring

- 6-year Strategy (2024 – 2030)
- Annual monitoring and reporting on progress towards targets
- Indicators will be considered as part of the monitoring and reporting process:
  - Analyzing community partnerships, advocacy efforts, and community awareness of affordable housing and support programs and services
  - Tracking the number of development permits issued and for what types of dwelling forms
  - Monitoring ownership and rental market data and trends over time

# Next steps

- **Draft 2 of Strategy:** October – December 2023
- **Draft 2 Strategy Review (Internal, Housing Partners, Advisory Committees and Community Groups):** December 2023 – January 2024
- **Finalize Strategy:** January – February 2024
- **Council:** March 2024

# Considerations

The project is at the approximate mid-point and at an ideal time for feedback from Priorities Committee on the high-level aspects of the strategy.

- Do the vision, principles and strategic directions align with expectations?
- Are the targets proposed too ambitious or not ambitious enough?

# Thank you