

REGIONAL HOUSING STRATEGY

RDCO Governance & Services Committee

November 18, 2021

AGENDA

- **Project overview**
- **Recent initiatives**
- **Emerging housing trends**
- **Role of government**
- **Workshop**
- **Next steps**



REGIONAL HOUSING STRATEGY

REGIONAL DISTRICT OF CENTRAL OKANAGAN

RFP# R21-651
SEPTEMBER 2021

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MATT THOMSON | SENIOR ADVISOR & CO-LEAD

PROJECT OVERVIEW

PROJECT OVERVIEW



**ONGOING
PROJECT MANAGEMENT &
COMMUNICATIONS**



**PHASE 1:
PROJECT INITIATION**



**PHASE 2:
BUILDING THE STRATEGY**



**PHASE 3:
REFINING THE STRATEGY**



**PHASE 4:
PROJECT FINALIZATION**

TIMELINE

REGIONAL HOUSING STRATEGY PROJECT SCHEDULE

TASK DESCRIPTION		2021												2022																										
		Sep		October			November			December			January			February			March			April			May															
		20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30		
Phase 1 - Project Initiation																																								
1.1	Project Initiation Meeting		★																																					
1.2	Background Review																																							
1.3	Background Research and Summary Report																																							
1.4	Develop Engagement Strategy																																							
1.5	Project Team Check-In						★																																	
Phase 2 - Building the Strategy																																								
2.1	RGS Steering Committee Meeting (virtual)																																							
2.2	Governance and Services Committee Meeting (in-person)							★																																
2.3	Stakeholder Focus Groups																																							
2.4	Public Survey																																							
2.5	Lived Experience Interviews																																							
2.6	What We Heard Report																																							
2.7	Draft Strategy																																							
2.8	Project Team Check-In																																							
Phase 3 - Implementation																																								
3.1	RGS Steering Committee Meeting (virtual)																																							
3.2	Stakeholder Feedback Session (virtual)																																							
3.3	Incorporate Changes to Draft Strategy																																							
3.4	Project Team Check-In																																							
Phase 4 - Project Finalization																																								
4.1	Formatted Strategy and Presentation to RDCO Board (in-person)																																							
4.2	Finalize Strategy Based on Board Feedback																																							
4.3	Presentation to Member Municipalities and First Nations (virtual)																																							

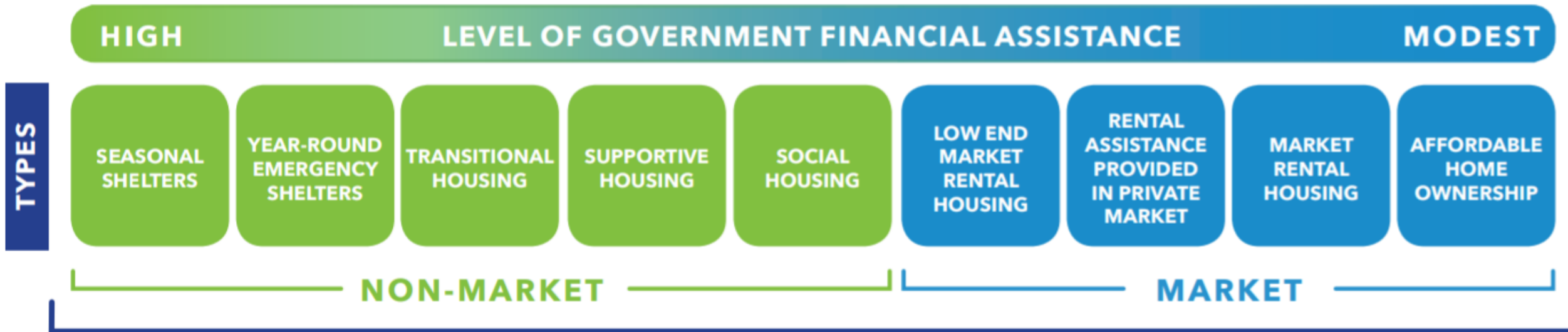
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ENGAGEMENT

Engagement	Purpose	Audience	Timing
Stakeholder Focus Groups	A workshop with stakeholders focused on developing ideas for addressing housing strategy. These sessions will identify local housing issues and potential solutions.	Identified Stakeholder Groups	Early December 2021 and January 2022
Public Survey	The survey may include questions on the following themes: <ul style="list-style-type: none"> • Role of local and regional government • Areas of need • Priority focus areas 	Community members	November 2021 through to January 2022
Lived Experience Interviews	One-to-one interview approach which engages vulnerable populations. The exercise will be will focus on regions with no prior lived experience data.	Members of the community that have or are currently facing housing vulnerability	November 2021 through January 2022
RGS Steering Committee Meeting and Stakeholder Feedback Session	Urban staff will attend the Regional Growth Strategy Steering Committee to present the Draft Regional Housing Strategy.	RGS Steering Committee Members and Identified Stakeholders	Late February/ Early March 2022
RDCO Board Presentation	Urban staff will present the RHS to the RDCO Board in-person	RDCO Board Members	Late April 2022

HOUSING CONTINUUM



PROPOSED STAKEHOLDERS

- Okanagan Young Professionals Collective
- Interior Health – Okanagan Office
- BC Housing
- Canadian Mental Health Association
- School Board District #23 (Central Okanagan)
- Childhood Connections
- Society of Hope
- NOW Canada
- Kelowna Gospel Mission
- Ki-Low-Na Friendship Society
- Seniors Outreach Society
- Pathways Abilities Society
- People in Motion
- CRIS Adaptive Adventures
- Habitat for Humanity – Okanagan Chapter
- Kelowna and District Society for Community Living
- Seniors Outreach Services Society
- John Howard Society
- Central Okanagan Economic Development Commission
- Chamber of Commerce
- Tourism Kelowna
- UDI – Affordable Housing Committee
- Canadian Home Builders Association
- Ministry of Transportation
- BC Transit

REGIONAL INITIATIVES

- UNDERSTANDING THE LOCAL LANDSCAPE
- FINDING THE POLICY GAPS
- IDENTIFYING SYNERGIES
- REGIONAL NEXT STEPS

 - Planned for review

 - Planned 21/22

Housing Initiative/Policy	Peachland	West Kelowna	Kelowna	Lake Country	Westbank First Nation	Okanagan Indian Band
Housing Strategy		○	✓		✓	
Housing policies in OCP/CCP & Area Plans	✓	✓	✓	✓	✓	✓
Housing form - freehold townhouses	✓	✓	✓	✓	✓	✓
Housing form - small lots	✓	✓	✓	✓	✓	
Housing form - secondary suites inside detached houses	✓	✓	✓	✓	✓	
Housing form - secondary suites outside detached houses	✓	✓	✓	✓	✓	
Amenity zoning for affordable housing (density bonus)	✓			✓		
Facilitating market rental housing - incentives & policies			✓			
Manufactured home park redevelopment policy (tenant assistance)	✓	✓	✓		✓	
Strata conversion policy	✓	✓	✓			
Land for housing	✓		✓		✓	✓
Partnerships to create affordable housing	✓	✓	✓		✓	
Housing reserve fund			✓			
Incentives (e.g., tax exemptions, reduced DCCs)	✓		✓			
Advisory affordable housing committee (or similar)					✓	
Regular monitoring & reporting on progress			✓	✓		
Information guides on policies, programs		✓	✓	✓		

EMERGING HOUSING TRENDS

VACANCY RATES

Kelowna vacancy rates
Primary Market Rate in
Oct 2020 is **2.1%** and
secondary market is
0.8%



CURRENT MARKET STATUS



The average posted rent for a two-bedroom secondary market (private) rent increased by approximately **25%** between October 2020 and 2021

Average Rent for a 2 bedroom is **\$2,180**

(Source: City of Kelowna, Zumper,)

CURRENT MARKET STATUS

To afford the median posted primary market rent in the RDCO requires a household income of:

\$75k



Median renter household income in the RDCO is:

\$50k

CURRENT MARKET STATUS



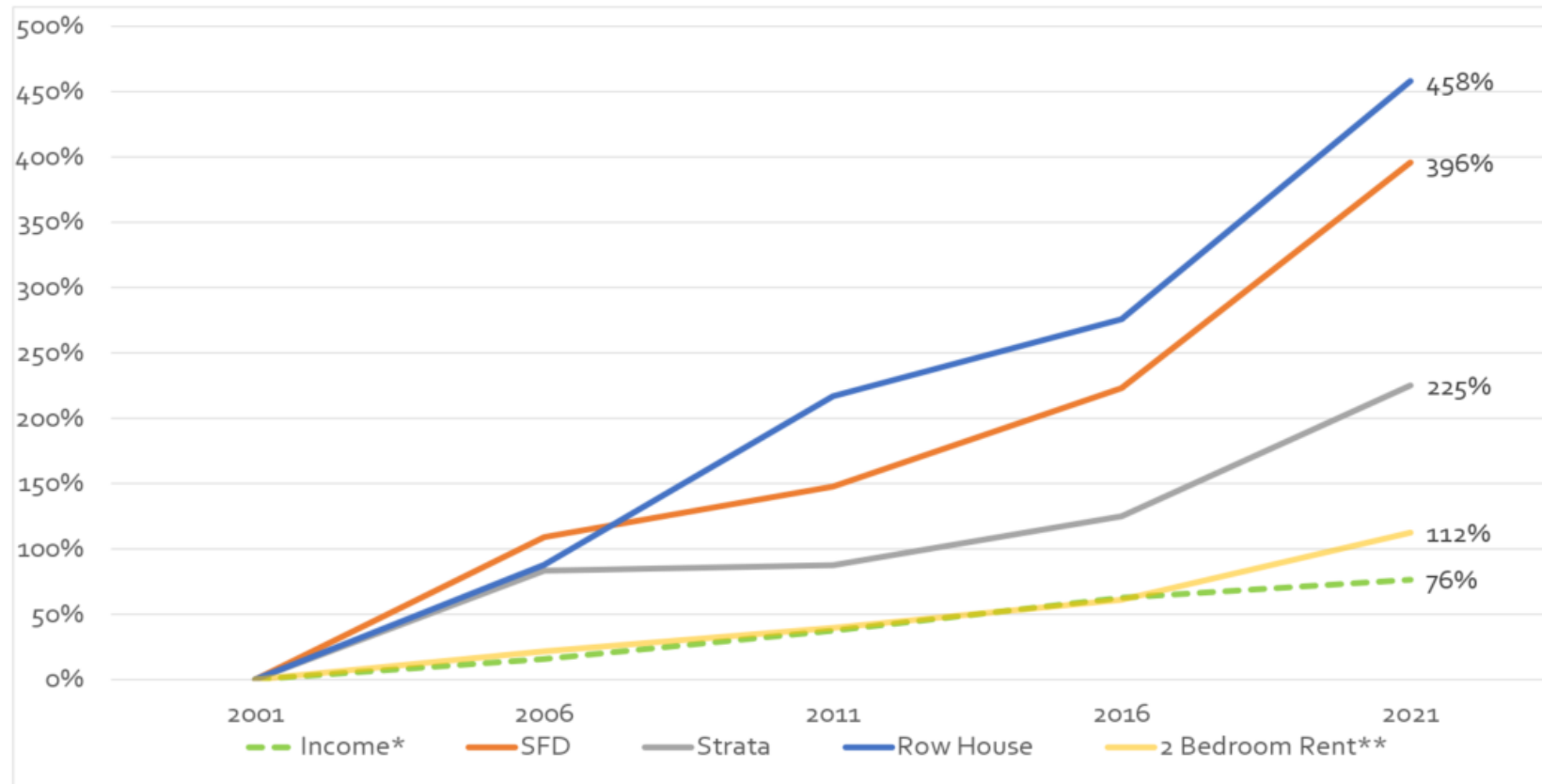
The benchmark price for a single detached house increased by **27%** between September 2020 and 2021

It is estimated that less than **1 in 10** households can afford this price.

(Source: Association of Interior Realtors)

THE AFFORDABILITY GAP

CITY OF KELOWNA PERCENTAGE CHANGE IN MEDIAN HOUSING COSTS, AVERAGE RENT, AND MEDIAN INCOME RELATIVE TO 2001

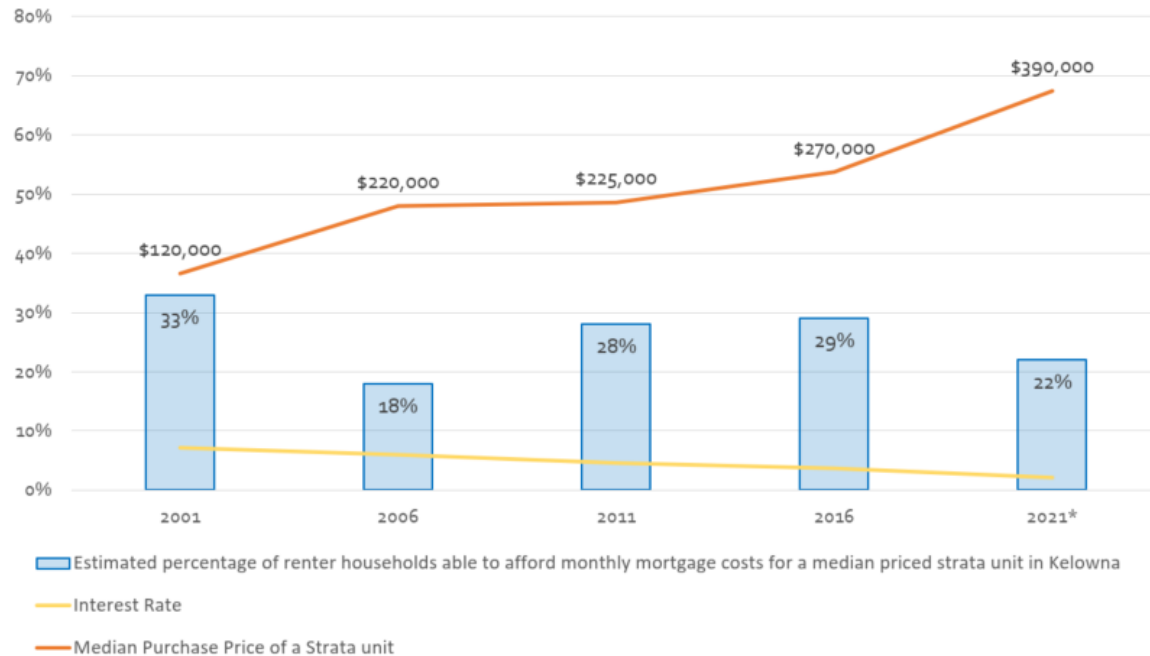


Source: Statistics Canada, Environics Analytics, BC Assessment Authority, CMHC
* 2 bedroom rent based on most recent 2020 CMHC data.

Source: Provided by City of Kelowna – multiple data sets

THE AFFORDABILITY GAP

78% of Renters in the Kelowna CMA cannot afford to move into strata homeownership.



Source: Provided by City of Kelowna – multiple data sets

LABOUR SHORTAGES

High unaffordability affects a wide spectrum of residents. From the region's marginalized populations to young professionals looking to enter the housing market.

Lack of affordable options can lead to loss of key populations for the regional economy.

ROLE OF GOVERNMENT

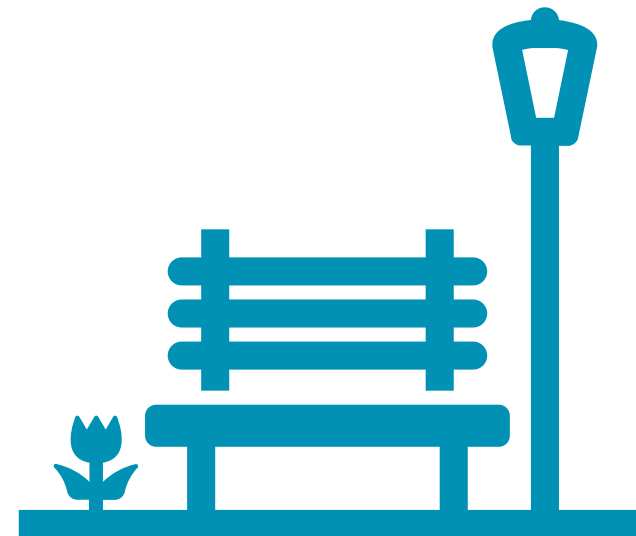
WHY REGIONAL

- The strategy will assist in coordinating regional efforts
- Ensure communities are not working at cross-purpose, and reduce unintended consequences
- Establish a shared commitment
- Gain momentum for collective action
- Promote the advancement of partnerships



BENEFITS OF REGIONAL APPROACH

- Collective vision
- Strategic advocacy
- Pooling of resources
- Regional partnerships
- Building capacity throughout the region



**MONITOR,
RESEARCH &
INNOVATE**

EDUCATION

**FACILITATE
DEVELOPMENT**



**ADVOCACY,
FACILITATION &
PARTNERSHIPS**

**REGULATE &
INCENTIVIZE**

INVEST

**BUILD
AFFORDABLE
HOUSING**

ROLE OF GOVERNMENT

RDCO STRATEGIC PRIORITIES

How We Measure Success

- The Regional Housing Strategy is completed and endorsed and is used to guide land use, policy and development decisions across the region. We will see an increasing range of housing options required to meet growing demand.

What We Will Do

- RDCO's contributions to the provision of housing will take the form of **advocacy and facilitation** RDCO is not proposing and does not envision the creation of a regional housing corporation.
- The RDCO is ideally placed to **convene discussions, outline innovative housing solutions** and create best practices to **inform** local development policies and building standards.

Sustainable Communities

We will initiate and support efforts to create a healthy built environment in which all people throughout the region enjoy a high quality of life with access to safe neighbourhoods including a diverse range of housing options.

STAFF STEERING COMMITTEE

We conducted a similar workshop with staff, who had the following priorities/comments:

- The region would benefit from an alignment of goals & interests and advocacy efforts
- Expand scope to look at the entire spectrum of housing needs and apply focus to the critical housing gap that is emerging
- Ability to make required headway on the issue is hindered by lack of organizational capacity to provide necessary focus
- Establishing clear and measurable housing targets with associated accountability
- Increase engagement with MOTI to better connect land use and transportation planning and reduce barriers
- A general sense that the region needs to be bold and is facing a critical situation

WORKSHOP

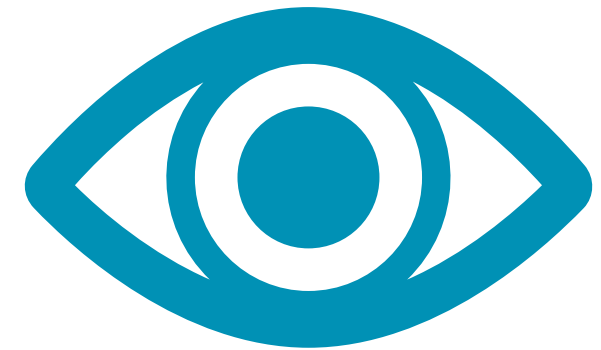
REGIONAL PERSPECTIVE

PRIORITIES & THEMES



VISION

- WHAT DOES **SUCCESS** LOOK LIKE IN 5 YEARS?
 - In your community?
 - Regionally?



REGIONAL COLLABORATION

- **How do you think this plan can best foster regional collaboration and support municipal goals?**



PRIORITIES

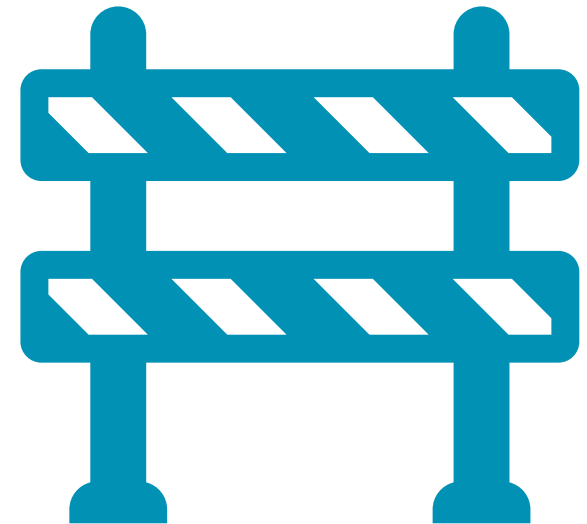
- Identify your top **3** Regional Housing Strategy Priorities



BARRIERS

- With a regional lens, what are the

BARRIERS to success?





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DEVELOPMENT**



**ADVOCACY &
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PARTNERSHIPS**



**REGULATE &
INCENTIVIZE**



INVEST



**BUILD
AFFORDABLE
HOUSING**

STRATEGIC PRIORITIES - REGIONAL ROLE

- Any changes needed to the previously identified Regional Role?
- RDCO's contributions to the provision of housing will take the form of advocacy and facilitation.
- The RDCO is ideally placed to convene discussions, outline innovative housing solutions and create best practices to inform local development policies and building standards.



NEXT STEPS

NEXT STEPS

Engagement

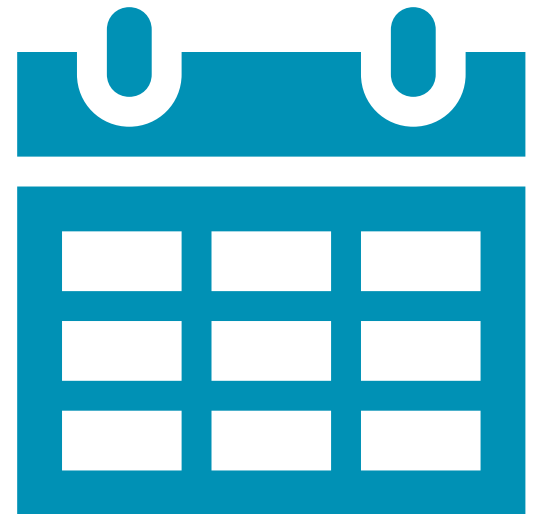
- Stakeholders
- Lived Experience
- Community Survey

Draft Strategy Outline

- Staff Steering Committee check in

Draft Strategy

- Staff Steering Committee and LG Review



REGIONAL BOARD AND MUNICIPAL UPDATES

IN-PERSON/VIRTUAL

Phase 4

- In-person – Late April
 - Formatted Strategy presentation to RDCO Board
 - Presentations to Member Municipalities, WFN and OKIB (virtual)

