2014 ONPHA Conference and Trade Show

503: How Service Managers are using Housing Development Corporations to Evolve Community Housing

Brian Marks

ONPHA
Ontario
Non-Profit Housing
Association

2014 ONPHA Conference and Trade Show

TOP 10 REASONS FOR A HOUSING DEVELOPMENT CORPORATION

ONPHA
Ontario
Non-Profit Housing
Association

NUMBER 10 – PEOPLE NEED HELP

This is not artificial urgency

Caught in the housing crunch

BENJAMIN AUBÉ
The Daily Press

As the city pushes forward in its mission to convince the world it's more than just a mining town, attracting new and affordable housing opportunities remains a major challenge.

While sprawling suburban developments are probably things of the past, city council is currently considering rezoning applications to turn out-of-use structures into apartment buildings, such as the recently proposed transformation of the old G.V. Hotel on Sixth Ave.

But for people like Charmaine Desilets, even that isn't an viable option.

Desilets, who lives with her husband Camille Grondin in a small Schumacher home at 20B Father Costello Dr., considers herself a "low-income" citizen. After going through years of difficulty with their landlord, Scotiabank finally foreclosed the home and took over the property, which is still owns as of today.

The home is currently up for sale by a third-party property management group, leaving Desilets and Grondin desperately seeking for options in case the house does get sold. Desilets says they simply can't afford the $34,000 listed price, but don't really have anywhere else to go either.

"I don't want to move. There's nothing out there," said an emotional Desilets. "I've tried looking for places. They're building all kinds of condos, but none of us can't afford these $200,000 units. I've looked everywhere for an apartment — on the Internet, in the newspaper, everything, and it's all over. $1,000 (a month). There's nothing else."

Desilets and Grondin went to make their plight public. She says when it comes to affordable housing, there simply isn't enough choice.

See **SHORTAGE** | A2

Couple stressed by lack of affordable housing

FROM A1

The matter of accessibility only compounds the matter. Desilets says her husband suffers from multiple health ailments, including epilepsy, depression, and rehab from a recent heart-attack. Desilets herself has osteoarthritis in both legs, which makes walking up stairs or for too long a painful challenge, and says she can only work part-time.

It's hard enough to find any housing at all, but affordable and accessible to boot? Forget about it, says Desilets.

"Right now, we're not being evicted, but what happens if somebody does buy the house and we can't afford to? What's going to happen to us? I'm trying to see if there's people out there who can help us.

"The thing is, it's frustrating when landlords own houses, and they don't pay their bills, they don't pay their mortgages, they don't pay their land taxes. And what happens to us? Us people who are on low income, they tell us to go to the Ministry of Housing (and Municipal Affairs housing assistance programs), but the waiting list is so long.

"We can only afford $800, was $850 a month, with everything included," she said. "I'd definitely like to see more affordable housing available. We need it."
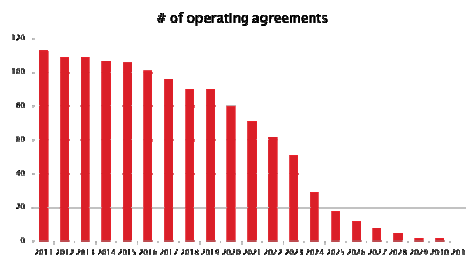

NUMBER 9 – BLEAK FUTURE

❑ We know what the result of a status quo strategy looks like.

❑ Strategy of greatest risk is one of inaction

- Vacancy rate
- Waiting list ↓
- Existing stock deteriorating
- Capital contributions
- Federal Funds ↓
- Operating Costs ↑

# of operating agreements

= UNSUSTAINABILITY / COLLAPSE / DISAPPEARANCE

NUMBER 8 – TIME IS RIGHT

❑ If it's a good idea at the end of the agreement… it's a good idea now.

❑ Waiting 2, 5, 10 years results in increased risk and decreases the probability of success.

❑ If you are waiting for your Service Manager or large providers or anyone else you are missing the boat.

4

NUMBER 7 - $$$$$$$$$$$$$$$$$$$$$$

❑ What is wrong with making money?

❑ It is irresponsible and borderline criminal to not leverage our assets to create or take advantage of opportunities.

STRATEGY

INPUTS

Enabling legislation
+Housing Portfolio Assets
+Market Demand
+DSSAB resources
+Municipal partnerships

OUTPUTS

Manageable
Diversified Risk

Primary and
Secondary ROI

5

NUMBER 6 – TO MAKE CHEESY BUSINESS CLICHÉ'S RELEVANT

"If the rate of change on the outside exceeds the rate of change on the inside, the end is near." – Jack Welch, past CEO of General Electric

6

NUMBER 5 – YOU NEED TOOLS TO ACT

❑ HDC is one tool to enable and carry development opportunities

7

NUMBER 4 – TO SIMPLIFY AND SUSTAIN SERVICES

- ❑ Health
- ❑ Education
- ❑ Employment
- ❑ Economic Development
- ❑ Justice
- ❑ Homelessness
- ❑ Poverty

8

NUMBER 3 – PEOPLE WANT TO BACK A WINNER

❑Investment confidence for orders of government and private sector

Where would you invest?

9

NUMBER 2 – PERSONAL ACTION AND ACCOUNTABILITY

❑ Solving problems, helping people, and sustainability really isn't about HDC's or any other particular strategy.

❑ It's about action and accountability.

❑ If you can't contribute there is value in getting out of the way.

10

NUMBER 1 – MOTIVATIONAL CLICHÉS

"When people come to work, it's important that they be connected to a dream." – Bill Gates

"Don't worry about someone stealing your idea. If it is original, you'll have to ram it down their throat."

11

My Time is Up

❑ What is keeping you from acting? People need you.

Contact Info:
- Brian Marks
- marksbri@cdssab.on.ca
- @brianmarks14

12