

# Prince Edward County Housing Plan

Best Practices

Ellis Ziegler

Affordable Housing Supervisor

ROMA January 2024







# Why a Municipal Housing Plan

- **Developed in part to evolution of County Planning relative to the regional Social Service Manager model**
- **Provides social policy as a basis for municipal planning frameworks**
- **Fills gaps in social planning functions**
- **Meets federal funding criteria**
- **Provides community leadership goals, dovetails with other initiatives such as Community Safety and Well-Being Plans**

# Constructing the County Housing Plan



# Key Plan Components

---

## **1. Laying the Foundation:**

Linkages to federal and provincial initiatives

## **2. Framing the Context:**

Current data trends and systems analysis

## **3. Building the Case:**

Housing Needs Assessment

## **4. Moving In and Moving Forward:**

Formalizing the approach with best practice

# Laying the Foundation

---

[National Housing Strategy: A Place to Call Home](#)

[Municipal Affairs and Housing](#)

[Ontario Homelessness Prevention Program](#)

[Eastern Ontario Warden's Caucus](#)

## **Local Partners**

[Prince Edward Lennox and Addington Social Services](#)

[The County Foundation Vital Signs](#)

[Prince Edward Affordable Housing Corporation](#)

[Prince Edward Learning Centre](#)

# Framing the Context

---

Quantifying Housing Insecurity from:

Growth Trends

Rental Housing Trends

Real Estate Trends

Housing & Income Insecurity & Homelessness Data

Social and Emergency Housing

Special Populations

Service Gap Analysis

What People with Lived Experience Had to Say

# Housing Data

## Average Home Purchase Price:

Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	80% of Average
\$693,000	\$747,000	\$821,000	\$957,000	\$1,204,000	\$1,253,500	\$1,371,400	\$1,210,004	\$1,221,023	\$1,175.61	\$1,116,174	\$1,204,707	\$ 729,768.00	\$ 666,554.00	\$ 533,243.20
Q over Q Change	7.8% ↑	9.91% ↑	16.57% ↑	25.81% ↑	4.12% ↑	9.41% ↑	11.77% ↓	0.91% ↑	3.4% ↓	5.33% ↓	7.9% ↑	39.4% ↓	9.5% ↓	

## Average Market Rent:

Unit Type	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Change Over Previous Quarter
Studio	\$717	\$882	\$965	\$995	\$1,047	\$1,078	\$1,018	\$1,095	\$1,207	\$1,129	\$1,193	\$1,265	n/a	n/a	n/a
1 - BR	\$1,288	\$1,391	\$1,464	\$1,512	\$1,448	\$1,456	\$1,466	\$1,516	\$1,543	\$1,621	\$1,628	\$1,700	\$ 1,572	\$ 2,157	37.21%
2 - BR	\$1,465	\$1,602	\$1,623	\$1,677	\$1,744	\$1,817	\$1,855	\$1,910	\$2,006	\$2,061	\$2,122	\$2,029	\$ 2,644	\$ 2,203	-16.68%
3 - BR	\$1,960	\$2,148	\$2,377	\$2,625	\$2,376	\$2,585	\$2,543	\$2,638	\$2,553	\$2,529	\$2,719	\$2,651	\$ 2,775	\$ 2,556	-7.89%

## Median Market Rent:

Unit Type	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Change Over Previous Quarter	20% Below Median
Studio	\$650	\$799	\$815	\$902	\$949	\$978	\$923	\$972	\$1,056	\$988	\$1,089	\$1,155	n/a	n/a	n/a	n/a
1 - BR	\$1,065	\$1,150	\$1,211	\$1,250	\$1,197	\$1,204	\$1,212	\$1,243	\$1,350	\$1,418	\$1,346	\$1,405	\$ 1,513	\$ 1,850	22.27%	\$1,480
2 - BR	\$1,107	\$1,211	\$1,226	\$1,267	\$1,318	\$1,373	\$1,407	\$1,476	\$1,755	\$1,803	\$1,604	\$1,534	\$ 2,050	\$ 1,775	-13.41%	\$1,420
3 - BR	\$1,458	\$1,598	\$1,768	\$1,953	\$1,767	\$1,923	\$1,892	\$2,003	\$2,308	\$2,212	\$2,203	\$2,148	\$ 2,775	\$ 2,500	-9.91%	\$2,000

# Impact of short-term accommodation removing rental housing stock



# Community Services

## Housing Programs & Projects

NP Affordable housing  
Public/Private Partnerships  
Home Sharing  
Housing Registry  
Eviction Prevention  
Secondary Suites  
Land Trusts  
Worker Housing

## Income Security

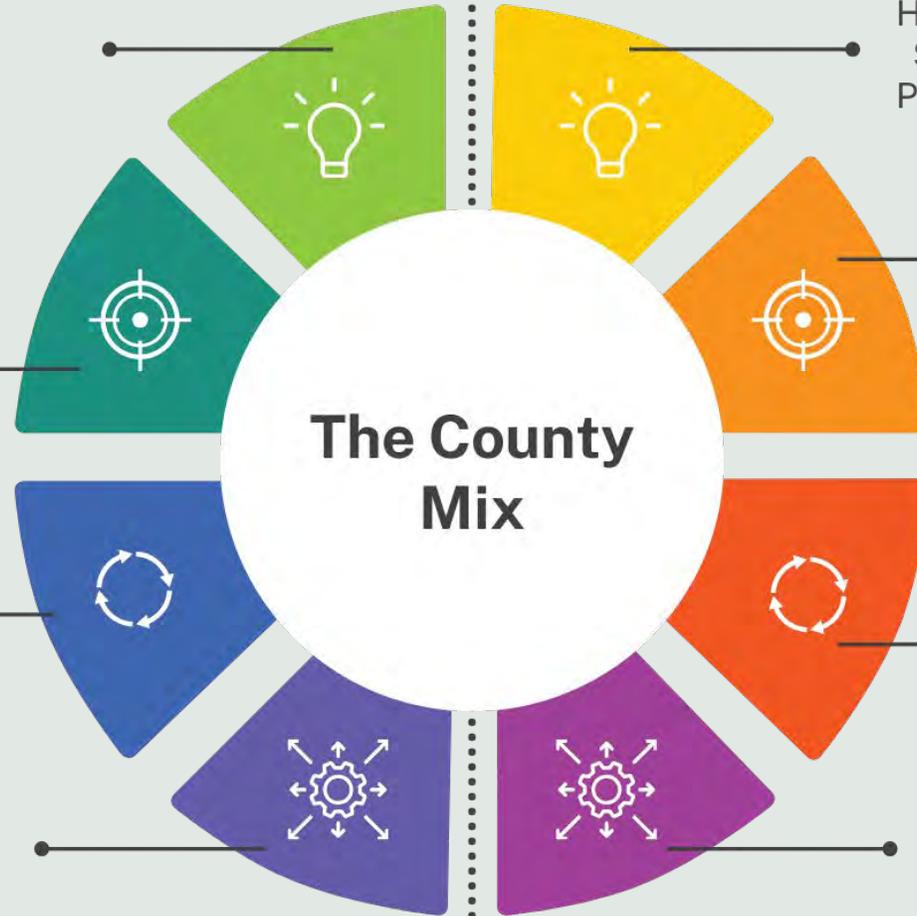
Income Access, Food Security, Employment

## Population Based

Youth, Seniors, Families  
Single People, People with Disabilities

## Issues Based

Mental Health and Problematic Substance Use, Gender and Intimate Partner Violence, Hoarding



# Systems Planning

## Community Safety and Well-Being Plan

Housing, Poverty Reduction, Seniors, Mental Health and Problematic Substance Use, Gender & Intimate Partner Violence

## Data Collection

Community Foundation, Housing Market Data Chamber of Commerce RHIS, CMHC, Stats Can

## Service Coordination

transit, front line services, hoarding

## Systems Integration

Mapping, gap analysis, evaluation and accountability



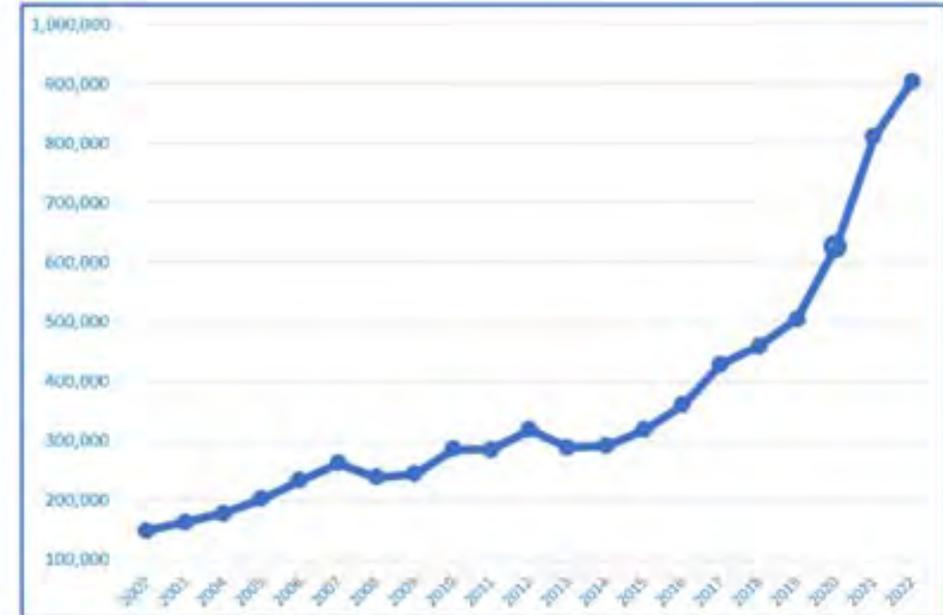
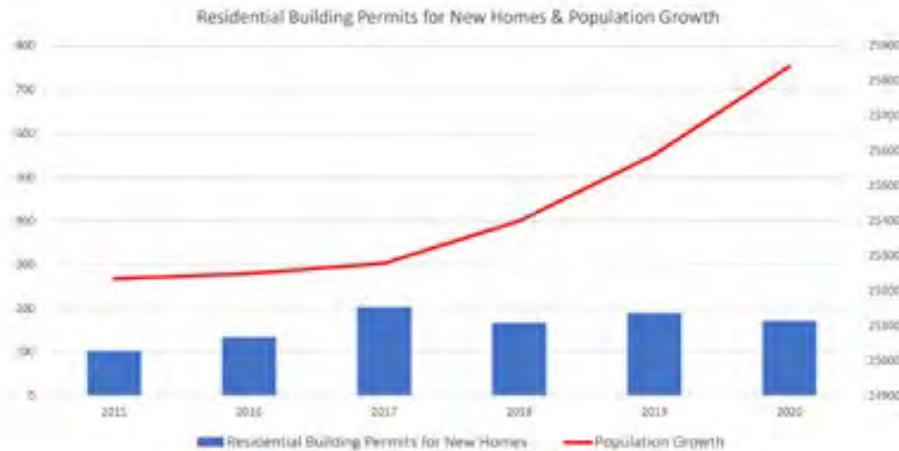
# Community Drivers

- Lack of local income and food security services affecting housing & health
- Centralized services out of municipal boundaries
- Transit and schedule access barriers to services
- Reduction in extended family support

# Population and Growth Trends

---

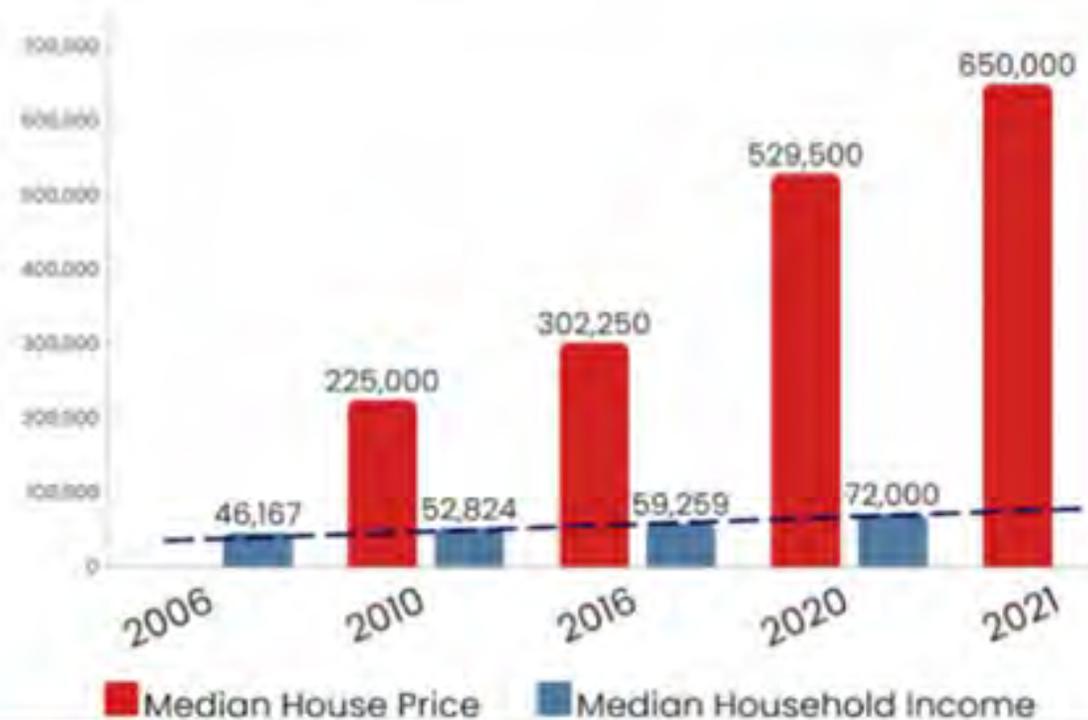
## Growth Trends in Settlement Areas – 2015 to 2020



# Median Income vs House Values

---

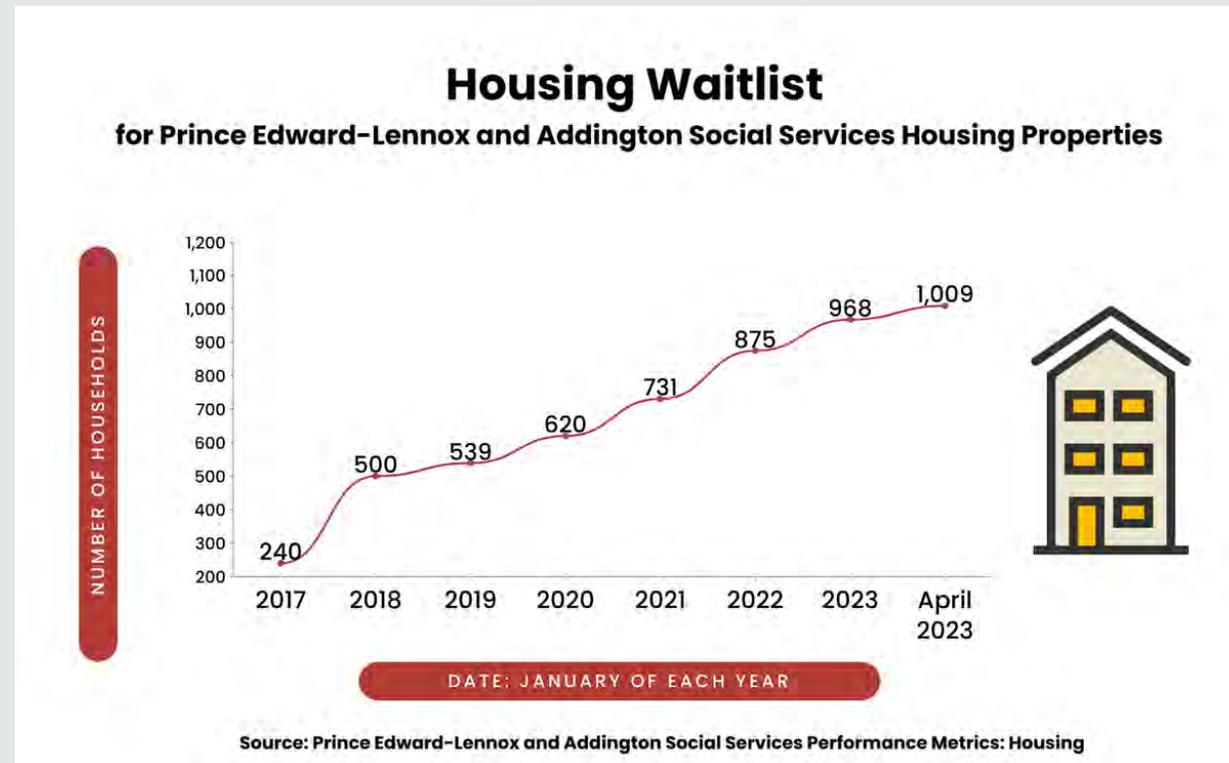
PEC median after-tax household income increased by only 36% from 2010 to 2020, while median house sales prices increased by 135% in the same timeframe.



# Affordable Housing Extrapolated and Sustainable Income

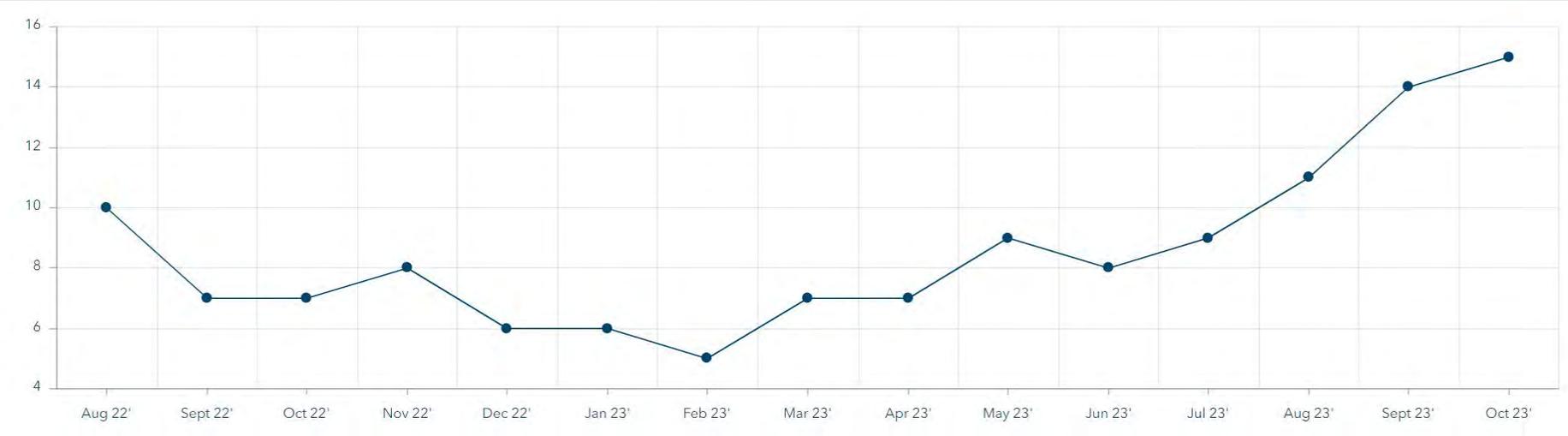
Source	Total Gross Monthly Income	CMHC Affordable Rent
Ontario Works (total monthly)	\$733	\$220
ODSP (total monthly)	\$1228	\$368
CPP Retirement (average)	\$811	\$243
OAS+GIS (maximum)	\$1,723	\$517
Full-Time Minimum Wage	\$2480	\$744

# PELASS social housing list



# PELASS By-Name List

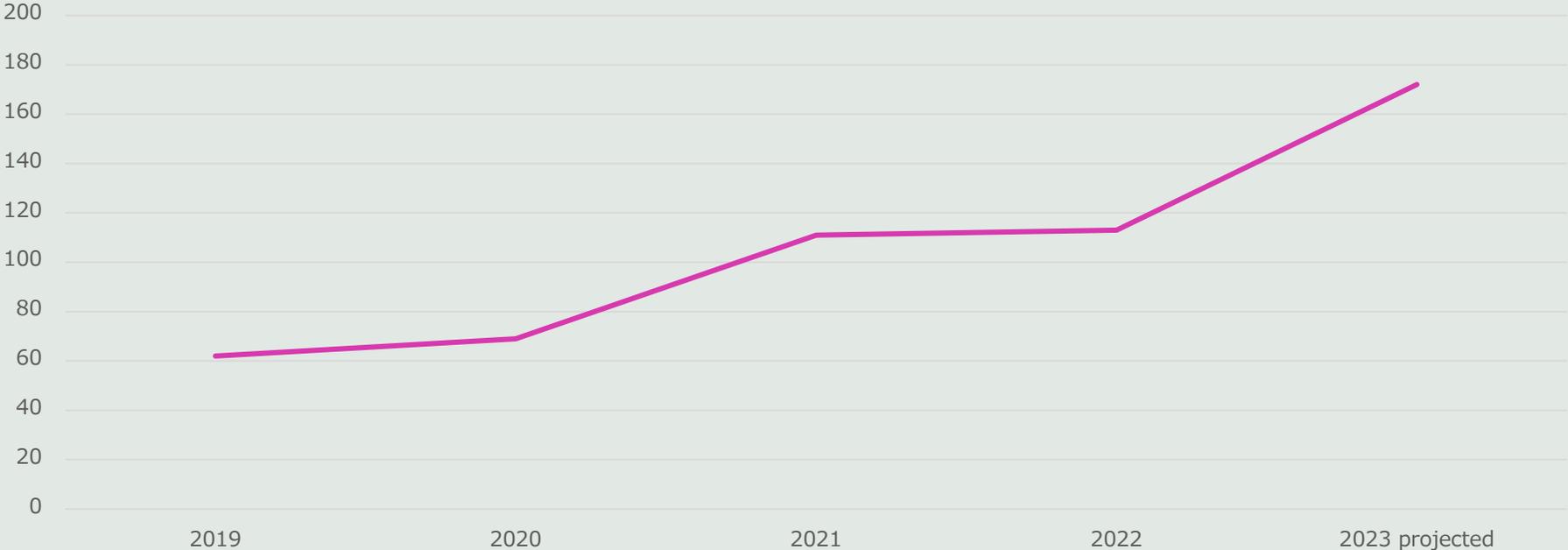
---



# Eviction Prevention

---

Legal Clinic Eviction Prevention Cases



# People with lived experience

---

Community Agency led focus group of service participants:

Engage people with lived experience

Preventative measures are more cost effective

Universally accessible emergency support

Leaving the community results in loss of service/income access

# Building the Case:

---

Housing Spectrum: classifying and identifying gaps

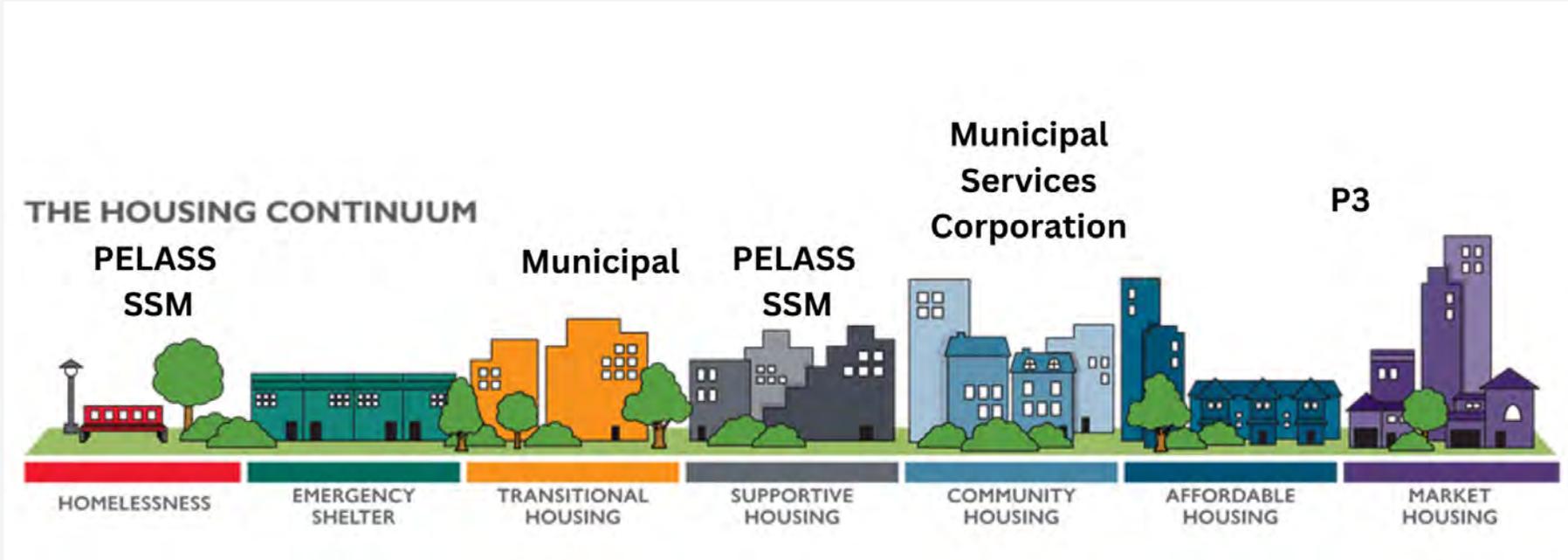
Scope: what not to include

Baseline Housing Inventory

Alternate Housing Models

System Planning Goals

Housing Targets



# Housing Continuum

# Moving in and Moving Forward

---

Application of Data Collection toward housing and service targets

Evaluation Mechanisms

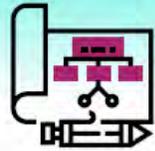
System and Service Coordination Tables

Integrating Housing First and Harm Reduction Best Practices into service design and delivery

# Best Practices in Systems Planning

---

## A SYSTEMS INTEGRATION FRAMEWORK



**1.** Planning and Strategy Development process follows a systems approach grounded in the Housing First philosophy.



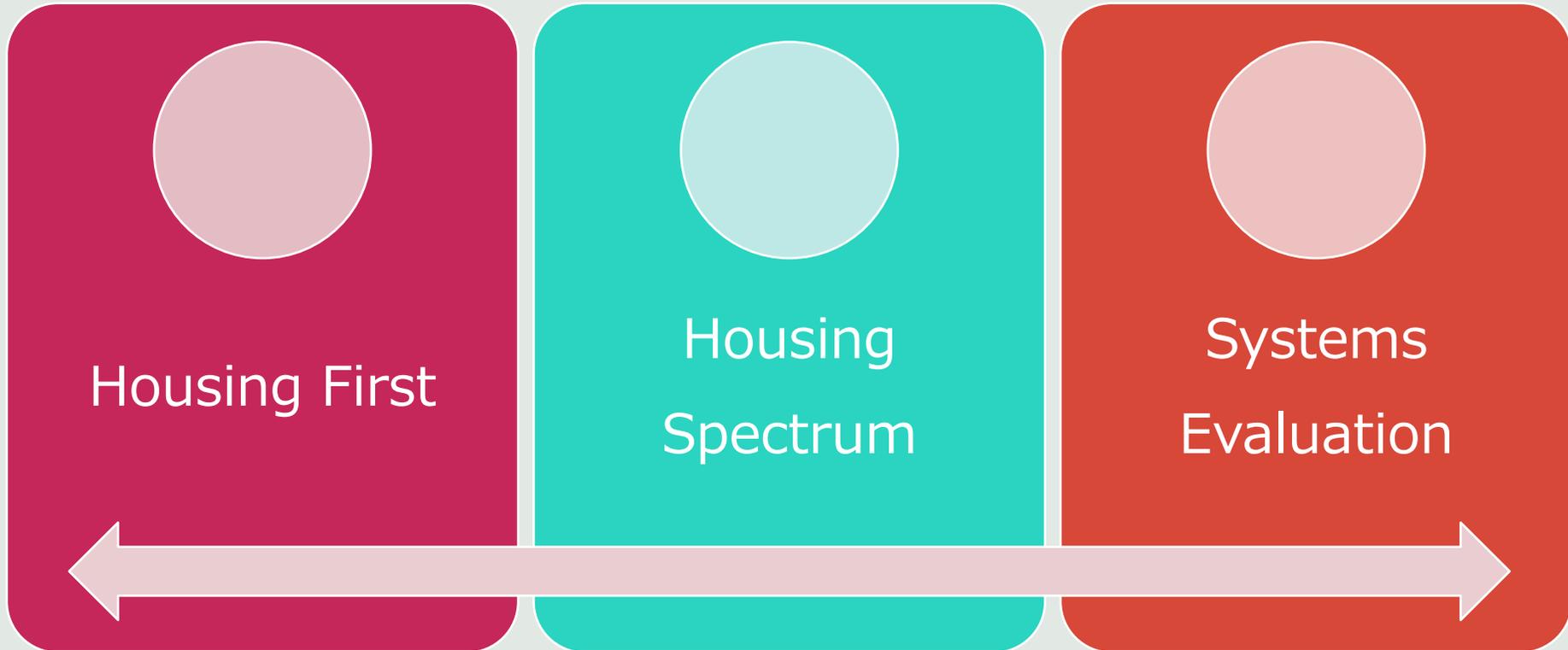
**2.** Organizational Infrastructure (i.e., a systems planner organization) is in place to implement the homelessness plan/strategy and coordinate the homeless-serving system to meet common goals.



**3.** System Mapping to make sense of existing services and create order moving forward.

# Planning Pillars

---



# Best Practice Policy Resources

---

York University Homeless Hub: [Housing First](#)

Canadian Mental Health Commission: [At Home/Chez Soi](#)

Canadian Mental Health Association Ontario: [Harm Reduction](#)



# Moving the Plan Forward

## **2023:**

On-line home-grown tenant application system  
Dovetailing to Community Safety and Well-Being  
Plan within Housing Action Team

## **2024:**

Formalizing the Municipal Capital Facilities By-  
Law and Planning Incentives

Transitional Housing

Housing Registry, Tenant Education and Eviction  
Prevention Services

Homesharing Project Partnership with Queen's  
University

# Lessons Learned

- ✓ **Get the data or start data collection parameters among stakeholders**
- ✓ **Seek private sector feedback**
- ✓ **Communicate regulatory incentives into municipal policy and communications**
- ✓ **Provide transparent development support resources**
- ✓ **Surplus Lands inventory and disposition process**
- ✓ **Drill down on housing types**
- ✓ **Educate and gain consensus on sector best practice**





# Thank you

Ellis Ziegler

Affordable Housing Supervisor

The County of Prince Edward

[eziegler@pecounty.on.ca](mailto:eziegler@pecounty.on.ca)

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

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