



STAFF REPORT

Board Meeting

MEETING DATE: March 3, 2022

REPORT: B.3.1 Napier Street Update

AUTHOR: Jennifer Bisley, Executive Director

A. Recommendation

THAT The Blue Mountains Attainable Housing Corporation receive Item B.3.1 Napier Street Update for information.

B. Background

The Town of The Blue Mountains agreed to lease a Napier Street house to The Blue Mountains Attainable Housing Corporation for purposes of its Attainable Rental Program.

On February 10, 2022, the Board received Item [B.3.1 Napier Street Update](#) for information.

C. Analysis

The Napier Street Attainable Rental property has been open for applications since February 8, 2022. The listing was posted on the website, the Facebook page, and a series of emails sent to individuals who have subscribed for updates, and to a new contact list targeting TBM employers and business associations. Board directors have also been asked to forward through their own networks. The real estate company has also sent the opportunity through their networks.

There has been interest, but no applicants have met the eligibility criteria to date. Based on inquiries and applications, the primary barriers to eligibility appear to be occupancy and employment criteria. The occupancy criteria require a minimum of three occupants for a three-bedroom unit. Most inquiries have been from households with one or two persons. The employment criteria require the primary applicant and other adults in the household except for a partner of the primary applicant, to be currently or recently retired from working in The Blue Mountains. Most inquiries are from individuals working within the South Georgian Bay area, but not The Blue Mountains, some who may already live in The Blue Mountains and others who are looking to move to the community.

Napier Street has been an opportunity to test the [Attainable Rental Housing Eligibility Policy](#) and the communication tools and networks in place to reach the intended target population. Refinements to the criteria to consider the regional nature of employment, as well as to the communication tools to reach local employers and their employees, may be needed. It is not unusual for these types of adjustments to be made to new programs.

Based on experience, rental programs that target employees, especially family-style housing, tend to appeal to new and relocating employees more than existing employees with established housing. This is particularly true of families for whom the cost of rent is only one of many factors in deciding to make a local move. With this in mind, it might be a case that the lack of employees seeking employment in the area is impacting interest. While attainable housing will be critical to support the attraction and retention of a local workforce, it will take more than a single unit to do so.

D. Financial Impact

None