



CITY OF WINNIPEG AFFORDABLE HOUSING INITIATIVE

HOUSING PLANS AND ADVOCACY PROGRAM

1. OBJECTIVE

- 1.1 To provide financial assistance and other support for community stakeholders to develop a Housing Plan or Strategy to build local capacity, to undertake housing initiatives, and to provide training and support for home ownership and tenancy.

2. DESCRIPTION

2.1 The City's Housing Policy relies on community stakeholders to be involved in renewal efforts through the development of Housing Plans or Strategies, with the support and assistance of the City's Housing Team. A Housing Plan or Strategy provides a goal or direction to address housing issues in the neighbourhood and helps to outline the necessary steps to achieve these goals. The Housing Plan or Strategy should consider other community elements related to housing and neighbourhood stability. Training and support for homeowner-initiated renovations and tenancy training and support initiatives may also be sponsored within this program.

2.2 Housing Plans or Strategies may include a review of the following:

- Existing conditions, such as:
 - Supply and quality of housing stock
 - Extent and nature of deterioration
 - Socio-economic profiles of the neighbourhood
- Economic conditions, such as:
 - Business viability
 - Assessment values
 - Market values
 - Employment rate
 - Rent to income ratios
- Identification of influences contributing to neighbourhood decline.
- Identification of marketable neighbourhood assets (physical, economic and social).
- A Vision Statement to define the neighbourhood's future and to set five-year targets to increase economic potential.
- Housing Implementation Plan, which will:
 - Define specific strategies and actions, to develop housing and neighbourhood programs that address neighbourhood needs and encourage local employment and economic activity.
 - Identify benefits to the community.
 - Establish local housing standards.
 - Ensure and sustain community involvement and local decision making.

3. ELIGIBILITY CRITERIA

- 3.1 Projects must be located or working within a designated Major Improvement Area or Downtown.
- 3.2 Target neighbourhoods are Housing Improvement Zones and Downtown.
- 3.3 Project proponents must be an incorporated non-profit housing or neighbourhood organization, or community development corporation.

4. ELIGIBLE ASSISTANCE

- 4.1 The City's Housing Team will work with community stakeholders and provide them with relevant information and planning resources, as required, leading to the preparation of the Housing Plan or Strategy.
- 4.2 Financial assistance may be available to a community organization to support the following:
 - To enable the community to lead in the development and implementation of a Housing Plan or Strategy.
 - Neighbourhood public consultation process to support the development of a Housing Plan or Strategy. This may include hiring of a coordinator or community development worker.
 - Training, meetings, workshops, facilitators and related methods/resources to build neighbourhood capacity for housing.
 - Housing ownership and tenancy support, which could include activities such as pre- and post-ownership training and support, neighbourhood housing database, effective rentership training and support, etc.
- 4.3 Generally \$30,000 would represent the total maximum City contribution towards the development of a Housing Plan or Strategy. An initial contribution of \$5,000 may be available to initiate the planning process. The City's contribution may complement funding from other sources.
- 4.4 These programs should be organized by neighbourhood groups and may seek partnerships with existing institutions and organizations.

5. APPLICATION, REVIEW AND APPROVAL PROCEDURES

- 5.1 Proponents are encouraged to discuss the project proposal at the earliest possible opportunity with the City representative at the Winnipeg Housing & Homelessness Initiative before an application is submitted.
- 5.2 All applications for financial and other assistance will be submitted to the City representative at the Winnipeg Housing & Homelessness Initiative for review. The Director of Planning, Property and Development will have authority to approve or reject proposals. All funding requests must be written proposals including information about the applicant (organization and membership), scope of project, stakeholders, a financial analysis including complementary funding sources, nature of innovation, benefits to the community, etc., and include any other information requested by the Director of Planning, Property and Development.
- 5.3 An agreement will be prepared to outline the terms and conditions for financial support.