



**CANMORE COMMUNITY
HOUSING CORPORATION**

Board of Directors Meeting Agenda

June 10, 2010

5:30 pm – 7:30 pm

CCHC Boardroom

1. Approval of Agenda
2. Approval of April 15, 2010 Minutes
3. Business Arising from Minutes
4. Committee Reports
 - a. Executive Committee
 - b. Communication Committee
 - c. PAH Demand Assessment Committee
5. Report from Managing Director - *for information*
6. New Business
 - a. Affordable Housing Survey Report
7. In Camera
 - a. Intergovernmental Issue
 - b. Intergovernmental Issue
 - c. Organizational Issue
8. Direction to Council
9. Next meeting dates:
 - a. Board meeting August 12, 2010
10. Meeting adjournment

A majority of the Directors in office shall constitute a quorum. In the case of an equality of votes, the Chair shall be entitled to a second or casting vote.



**CANMORE COMMUNITY
HOUSING CORPORATION**

**Board of Directors Meeting Minutes
DRAFT FOR APPROVAL**

**Thursday, April 15, 2010
CCHC Boardroom**

Board members in attendance:

Cathy-Anne David	Eric Ostman
Andre Gareau	Brent Rosvold
Shane Jonker	Heather Schilling
Kimber Meister	

Regrets: Karen Greene

Others Present: Jennifer Bisley, Managing Director, CCHC

There being a quorum, Cathy-Anne David called the meeting to order at 5:35 pm.

1) Agenda Approval

Moved by Eric Ostman to approve the agenda with the following amendments: remove agenda item 6a, add intergovernmental issue as a new in camera agenda item and add CEDA AGM as new business.
Carried unanimously.

2) Review and Approval of Minutes

Motion 2010.7

Moved by Heather Schilling that the Board approve the Minutes of the March 18, 2010 Board meeting as presented.
Carried unanimously.

3) Business Arising from Minutes: update given on status of motions from previous meeting.

4) Committee Reports:

- a) Executive Committee: no report
- b) Communications Committee:
 - i) Guiding Directives Review

Motion 2010.8

Moved by Kimber Meister to approve the guiding directive review process as amended with the meeting schedule still to be determined.
Carried unanimously



- c) PAH Demand Assessment Committee:
 - i) Annual PAH Eligibility Criteria Review

Motion 2010.9

Moved by Eric Ostman that the Board approve the use of the national Average Weekly Earnings for Canada as the index to adjust median income for purposes of calculating the Gross Household Income limits under Section 6.5 of the Town of Canmore PAH Policy (May 12, 2009).

Carried unanimously.

The CCHC Board directed the Managing Director to inform Town Council that the 2010/11 Gross Household Income limit to own a PAH unit is \$113,000 based on the gross household income criteria in Section 6.5.1 of the Town of Canmore PAH Policy (May 12, 2009)

- 5) Report from Managing Director
Managing Director's Report presented, discussed and accepted for information.
- 6) New Business
 - a) Canmore Economic Development Authority (CEDA) AGM

Motion 2010.10

Moved by Cathy-Anne David to appoint Jennifer Bisley as the CCHC voting representative at the CEDA AGM.

Carried unanimously

- 7) In Camera

Moved by Eric Ostman to go in camera at 6:30 pm. Carried unanimously.

- a) Draft Audited Statements

Andre Gareau left the meeting at 7:00pm

- b) Intergovernmental issue
- c) Intergovernmental issue

Moved by Heather Schilling to come out of camera at 7:16 pm. Carried unanimously.

Jennifer Bisley left the meeting at 7:18pm

Motion 2010.11

Moved by Kimber Meister to approve the 2009 audited financial statements as presented

Carried (5 in favour, 1 opposed)

Motion 2010.12

Moved by Shane Jonker to pay \$162,500 to the Town of Canmore as partial repayment of development loan.

Carried unanimously



**CANMORE COMMUNITY
HOUSING CORPORATION**

- 8) Direction to Council: To inform Council of 2010/11 Gross Household Income limit to buy PAH.

- 9) Next Meeting Dates:
 - a) Quarterly Shareholder Meeting and AGM on May 11, 2010
 - b) May Board meeting cancelled due to series of meetings as part of Guiding Directives Review

- 10) Motion to Adjourn
Moved by Shane Jonker to adjourn the meeting at 7:25 pm
Carried unanimously

DRAFT



BOARD MEETING DATE: June 10, 2010
SUBJECT/TOPIC: Executive Committee Report
PURPOSE: For information

1. 2011 Budget Process and Guidelines

The Town of Canmore has circulated its 2011 Budget Guidelines. Affiliate organizations, including CCHC, are required to provide the following by August 16, 2010:

- a. Operating Budget Request
- b. Narrative on any level of service changes, proposed staffing and salary & wage changes or any other pertinent information.
- c. Business Plan and other Strategic Planning documents for Council approval.

The Managing Director will solicit direction on priorities for 2011 from Board members and will prepare a draft budget and business plan for review and comment in July. The draft will be revised for discussion at CCHC's August Board meeting, tentatively scheduled for August 12, 2010, so as to accommodate the August 16, 2010 deadline.

2. Accounting Process

CCHC's current accounting process no longer meets CCHC needs given the removal of development from its mandate. CCHC's accounting requirements are now simpler. The new process will be more efficient, timely, and cost-effective. The transition will take place from June to August 2010.

3. Canada Summer Jobs Application

CCHC's Canada Summer Jobs application to fund a Communications and Administrative Assistant for an eleven week period over the summer has been approved. Human Resources and Skill Development Canada (HRSDC) contributes \$4.40 an hour towards this position.

Prepared by: Jennifer Bisley, Managing Director
Prepared on: June 4, 2010



**CANMORE COMMUNITY
HOUSING CORPORATION**

Communication Committee Report Briefing Note

BOARD MEETING DATE: June 10, 2010

SUBJECT/TOPIC: **Communication Committee Report**

PURPOSE: For information

Marketing and Communications Update

The Marketing and Communications Officer is working on several initiatives in the coming months focused on increasing public awareness of PAH. Results will be measured in terms of change in number of inquiries, increase in visits to the website, increase in the number of applications, and occupancy of properties.

A summary of planned and proposed activities is provided below.

1. The Hector at Palliser Village Ribbon Cutting, June 19, 2010
2. Workshops and Seminars
 - a. Series of PAH by CCHC information sessions for the public (June to December)
 - b. PAH by CCHC information sessions for working partners - lenders, realtors, lawyers (June/July)
 - c. Home Buyers Seminars in partnership with lenders for the public (June)
3. Radio Campaign (3 month pilot project beginning in June)
4. Focus Groups to verify and build on affordable housing survey findings. (July/September)
5. Ambassador Program and Testimonials from current and past PAH owners and residents (Summer)
6. Special events including street fairs and the farmers market (June to December)

Prepared by: Jennifer Bisley, Managing Director
Prepared on: June 4, 2010



BOARD MEETING DATE: June 10, 2010

SUBJECT/TOPIC: **Managing Director's Report**

PURPOSE: For information

PRIORITY HIGHLIGHTS

1) PAH Development Plan

The results of the Affordable Housing Survey have been summarized in a report for public release. Work has started on the inventory of lands owned by CCHC and the Town for potential PAH development.

2) 2009/2010 Communication Plan Implementation

- a) Draft CCHC Guiding Directives are to be considered by the Board for a decision at the June 2010 meeting.
- b) CCHC continues to initiate and plan a range of communication initiatives summarized in the Communications Committee report.

MANDATE AND ACTIVITY HIGHLIGHTS

1. RESEARCH AND ADVICE

- Survey to measure the demand for affordable housing in Canmore is complete. The next step is to analyze the results to inform municipal and organizational policy, planning and development.
- Provided information to the Town Planning and Development Department in relation to Comprehensive Housing Action Plan (CHAP) status update and provided comment on the draft Density Bonusing bylaw and proposed affordable housing contribution by Canadian Tire.
- Continue to monitor rental statistics.

2. MANAGEMENT OF HOUSING INVENTORY

- Reviewed and updated PAH application forms for 2010/2011.
- Initiated the design work for the comprehensive database with the consultant. The database is expected to be complete by August 31, 2010.

PAH Development Updates

Coyote Ridge

- Spring walk around conducted on May 25, 2010. The AGM is scheduled on July 14th, 2010. Some landscaping work is outstanding before the Development Completion Certificate can be received. Warranty work on exterior painting is to take place shortly.

Dyrgas Lane

- Laying of the toplift is to be scheduled pending weather conditions.

Riverdale Centre

- Occupancy was received at the Riverdale Centre unit on June 4, 2010, a few days later than the planned occupancy date of May 31, 2010.

The Hector at Palliser Village (June 7, 2010):

Availability as of June 7, 2010:

Unit type	Units Available	Total Units	% Leased	Income Limit
Studio/Bachelor	3	8	63%	\$ 27,000
One-bedroom	0	28	100%	\$ 39,000
Two-bedroom	3	20	85%	\$ 40,000
Three-bedroom	3	4	25%	\$ 58,000
Total	9	60	85%	

Applications Approved as of June 7, 2010

Month	Applications Approved
Jan	5
Feb	3
Mar	4
Apr	5
May	3
Total	20

- The Province did not approve an interim eligibility income limit for the two and three bedroom units as requested. The 2010 CNIT levels for these units came into effect and are being applied as of June 1, 2010. The Managing Director continues to work with the Province on alternatives and this will be a subject of discussion with the Minister at the ribbon cutting scheduled for June 19, 2010.

PAH Sale Update

For Sale by CCHC

- 11 Mineside Court, 2 bedroom 709 sf apartment style condominium available for purchase as of July 12, 2010 for \$222,750
- 5 Mineside Court, 2 bedroom 755 sf townhouse style condominium available for purchase between Aug 3 and Sep 13, 2010 for approximately \$232,969. A PAH List member has expressed interest. The offers to purchase are being prepared.

PAH List Update as of June 7, 2010

Status	Master List	Sub-lists	
		General PAH	PV Rent
Approved	23	17	6
Pending	0	0	0
Total	23	17	6

3. COMMUNICATIONS

- Review of CCHCs Guiding Directives to be completed June 2010 (Activity 3.1; Priority 2)
- Working with new Marketing and Communication Officer on plan of activities.

4. ADMINISTRATION

- CCHC's Annual General Meeting was held on May 11, 2010.

PERFORMANCE MEASURES

1. Occupancy rate at The Hector:

Target:	95%
Leased:	85%

2. Number of Applications Approved:

Number of Applications Approved by Sub-list in 2010

	Approved	Target	Achieved
(1) General PAH Ownership	6	20	30%
(2) Palliser Village Rental	20	40	50%
TOTAL	26	60	43%

3. Customer Satisfaction Survey: reporting in December 2010

Prepared by Jennifer Bisley, Managing Director
June 7, 2010

DRAFT

**Affordable Housing in Canmore
2010 Survey**

Canmore Community Housing Corporation

June 10, 2010

1 Introduction

Canmore Community Housing Corporation (CCHC) is a non-profit municipal corporation and a key partner in identifying and providing affordable housing options for Canmore. CCHC is mandated to research and provide advice on the planning and development of community housing. As part of its mandate, CCHC undertook a survey to better understand the demand for affordable housing in Canmore.

Affordable housing is an important element in Canmore's vision to maintain the community's social fabric and is identified as a strategic priority for the Town of Canmore. CCHC will use the survey results to inform policy, programming and planning in order to advance future affordable housing development and support community sustainability.

The survey results are summarized in this report. The results represent a profile of respondent households, their housing preferences in relation to affordable ownership and rental housing, their barriers to and motivations in buying a home, and their awareness of and interest in local affordable housing programs.

2 Research Goals and Objectives

The overall purpose of the research is two-fold: 1) to understand the demand for ownership and rental affordable housing in Canmore to inform municipal and organizational policy, programs and planning; and 2) to engage the community on affordable housing issues.

To meet these research goals, five objectives were identified:

- 1) To profile prospective purchasers and renters of affordable homes in Canmore.
- 2) To identify the demand in relation to product size, style, location, and price for ownership and rental homes.
- 3) To identify barriers to and motivations in buying a home.
- 4) To provide a forum on affordable housing concerns for the community.
- 5) To raise awareness of the CCHC affordable housing programs.

3 Methodology

3.1 Research Design

A survey was used to collect information about households, their housing preferences in buying or renting a home, their barriers and motivations to buying a home, and their awareness of and interest in local affordable housing programs.

The survey targeted households with a connection to Canmore and who were not satisfied with their current Canmore living circumstances. The results represent only the thoughts and preferences of respondent households at the time the survey response was completed. The results are not generalizable to the broader Canmore population and are not to be used to make long-term demand projections.

The survey was designed by CCHC administration in consultation with the CCHC Board, and consists of four sections:

1) Canmore Residency/Employment

Multiple-choice questions intended to: 1) determine if respondents demonstrated a connection to Canmore through residency or employment; and 2) provide background information for a respondent profile. Survey respondents were required to answer these questions.

2) Background Information

Multiple-choice questions intended to provide background information for a respondent profile. Respondents were not required to answer these questions.

3) Housing Preferences

Screening questions intended to: 1) determine if respondents were concerned with their current housing circumstances; and 2) determine if their current housing preference was to purchase or to rent an affordable or more appropriate home. This section consisted of multiple-choice and matrix-of-choice questions and comment boxes specific to respondents' preferences in buying or renting a home. Respondents were not required to answer all these questions.

4) Program Awareness and Interest

Multiple-choice questions intended to determine respondent awareness of and interest in affordable housing programs. Respondents were given the opportunity to submit contact details to enter a draw, be added to a CCHC email distribution list, be invited to participate in an affordable housing focus group, and/or receive a coupon for one hundred dollars off an application fee to apply to buy affordable housing administered by CCHC.

Respondents were not informed of these incentives until the survey was completed. These incentives were offered to create an opportunity for CCHC to continue the conversation on affordable housing and to show appreciation for respondent participation, and not as an incentive to submit a survey response.

3.2 Data Collection

The survey was administered by CCHC using SurveyMonkey, an online survey data collection and analysis program. The survey was available to the public for an eight (8) week period from March 15 to May 10, 2010. It was advertised through email distribution lists, direct mail to residences and businesses, the local newspaper, CCHC and the Town of Canmore websites, flyer distribution and word of mouth. Only one response per computer was permitted to reduce duplicate responses from the same household.

3.3 Analysis

Only completed responses were included in the data tabulation and analysis. Data was exported from SurveyMonkey into Microsoft Excel as a complete data set and as two data sub-sets by housing preference to buy or to rent. Cross-tabulation was done with analysis tools within SurveyMonkey.

4 RESULTS

A total of 233 surveys were completed, of which 186 respondents met the inclusion criteria of having a connection to Canmore and not being satisfied with their current Canmore housing situation. Of the 186 surveys, 143 (77 percent) expressed a preference to buy an affordable or more appropriate home in Canmore, and 43 (23 percent) expressed a preference to rent an affordable home in Canmore.

The results are presented in three sections: 1) respondents who prefer to buy; 2) respondents who prefer to rent; and 3) awareness and interest in affordable housing programs by all respondents.

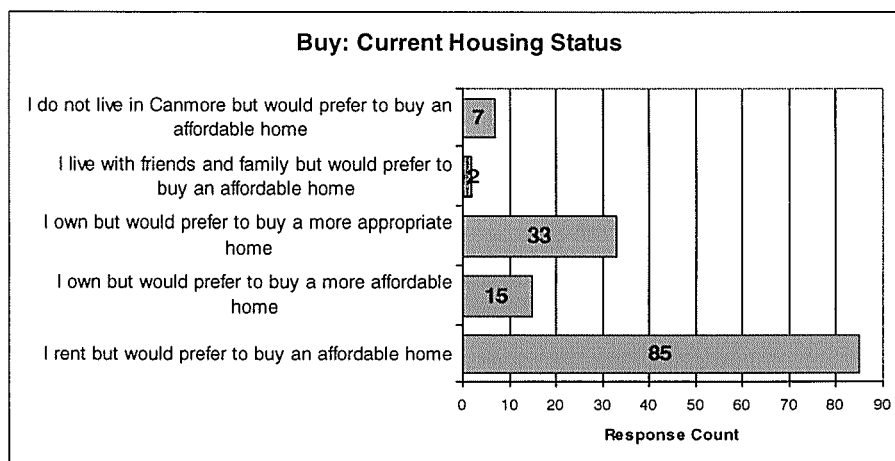
4.1 Respondent Housing Preference: Buy

This section summarizes the information provided by the 143 respondents who expressed that they are not satisfied with their current housing situation and would prefer to buy an affordable or more appropriate home in Canmore. The section includes: 1) a profile of respondents; 2) a summary of their housing preferences in terms of product size, style, location, and price; and 3) a summary of the barriers to and motivations in buying a home.

4.1.1 Respondent Profile

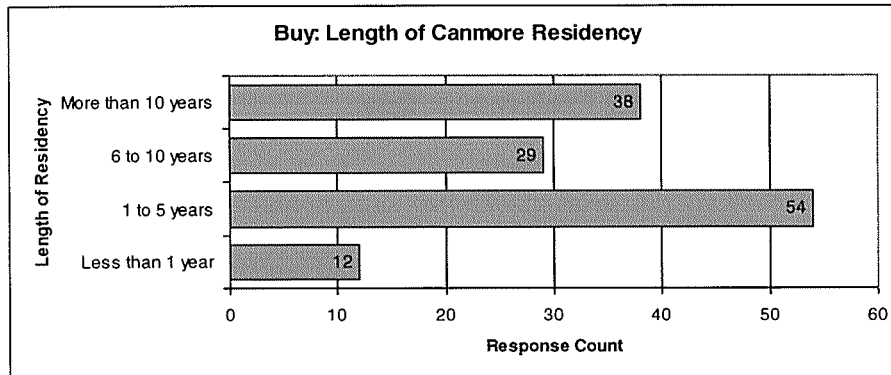
Current Housing Status

Of the 143 respondents who indicated that they would prefer to buy an affordable or more appropriate home in Canmore, 61 percent are renters or live with family or friends in Canmore, 34 percent already own a home, and five percent live outside the community. Of the 48 respondents who own a home in Canmore, almost 70 percent would prefer to buy a more appropriate home in terms of size, location, and age while the remainder would prefer to own a more affordable home.



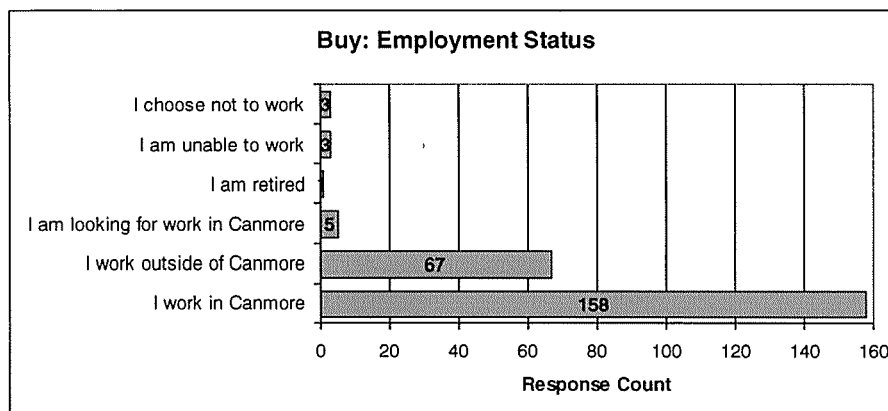
Residency

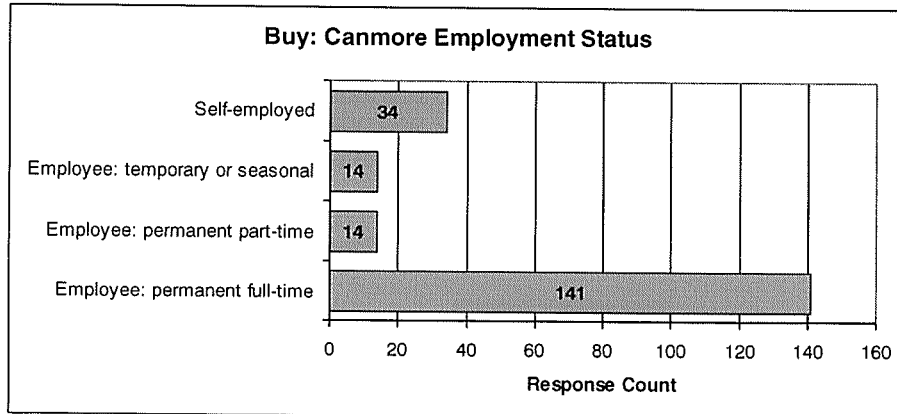
Ninety four percent, or 134 respondent households, currently live in Canmore. The remaining six percent live in Banff, Calgary and surrounding communities. Of the respondents who live in Canmore, 41 percent have lived here for one to five years, 29 percent for over ten years, 22 percent for five to ten years, and 9 percent for less than a year. Respondents who currently rent are more likely than owners to have lived in Canmore for less than five years, while the owners are more likely to have lived in Canmore for over ten years.



Employment

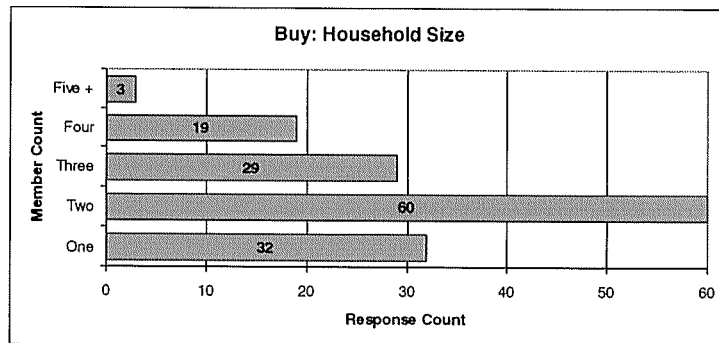
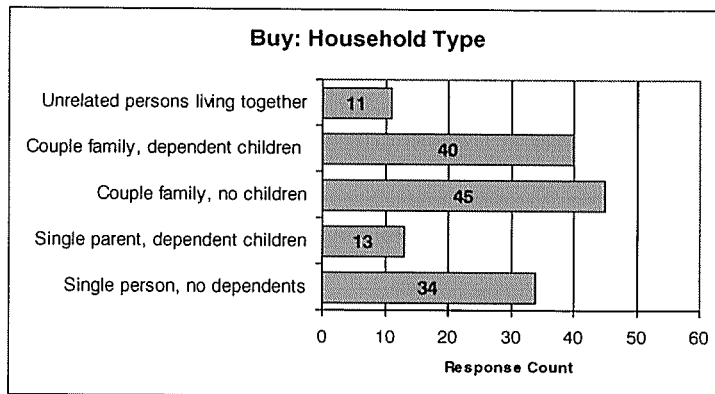
Employment information was provided for 237 individuals within the 143 respondent households. Sixty seven percent of all individuals stated that they currently work in Canmore, 28 percent work outside Canmore, and the remaining five percent are either looking for work, are retired, choose not to work or are unable to work. Of those working in Canmore, 69 percent stated that they are full-time employees, 17 percent are self-employed, and 14 percent are either permanent part-time or temporary/seasonal employees.





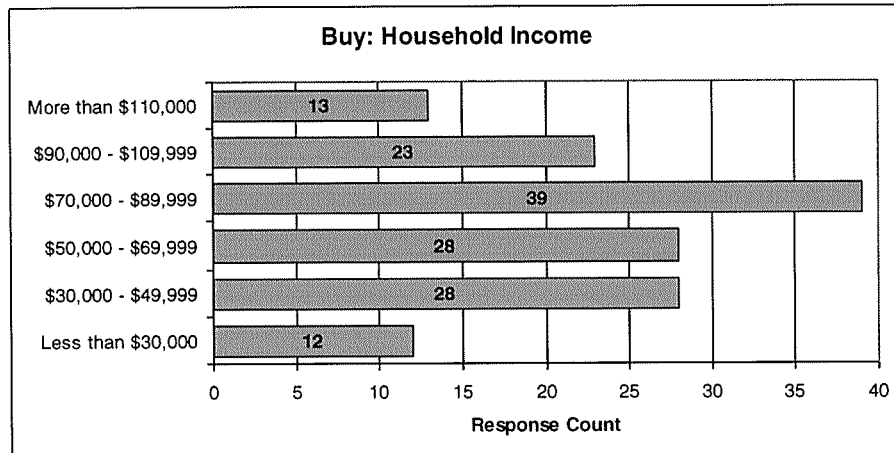
Household Type and Size

Of the 143 respondent households, 32 percent are couple families with no children, 28 percent are couple families with dependent children, 24 percent are single persons, 9 percent are single parents and 8 percent are unrelated persons living together. Respondents that rent are more likely to be a single person household than those that own. Respondents that own are more likely than those that rent to consist of couple families with or without children. The most represented size is the two member household (42 percent), followed by single person households (23 percent), three member households (20 percent) and households with more than four members (15 percent).



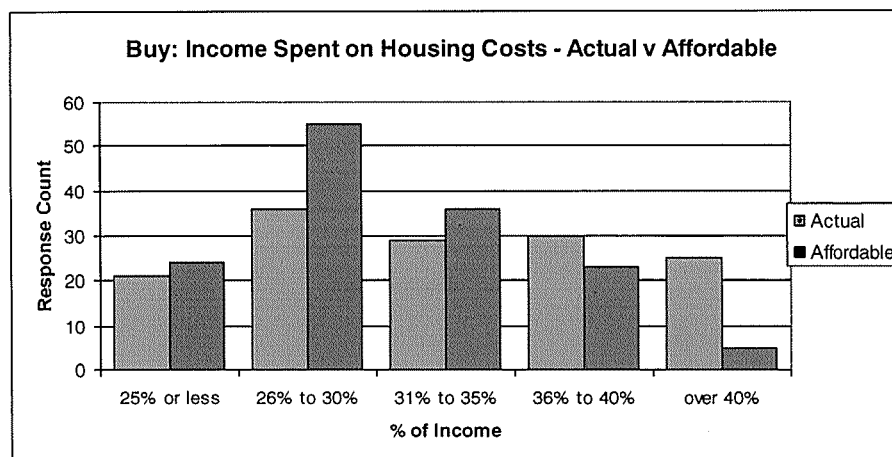
Income

The most represented income range is \$70,000 to \$89,999, which represents 27 percent of respondents. Almost half (48 percent) of respondents have household incomes below \$70,000, while a quarter have incomes over \$90,000. Respondent households that are renting are more likely to earn below \$70,000 than those that currently own.



Affordability

Respondents were asked to define housing affordability relative to income and identify how much of their income they actually spent on housing costs. While 80 percent defined affordability as spending 35 percent or less of their income on housing, 61 percent of respondents indicated that they actually spent that amount on housing. Also of note is that a higher proportion of owners (49 percent) than renters (34 percent) spent over 35 percent on housing costs. At the same time, owners were more likely than renters to define affordability at a lower percentage of income spent on housing.



4.1.2 Housing Preferences

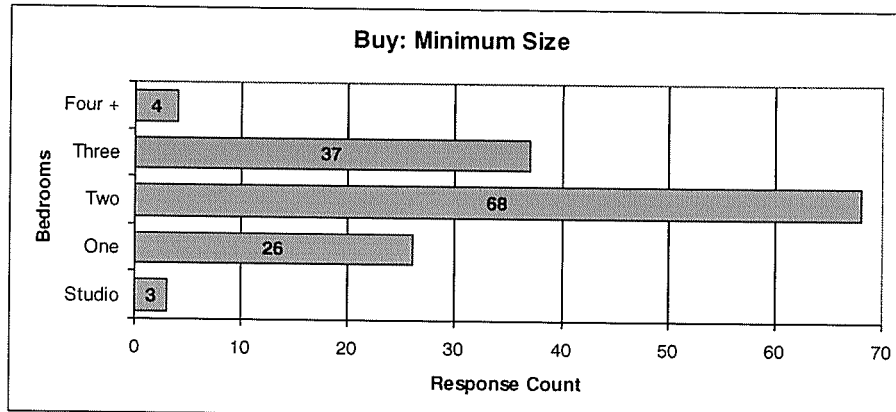
Location

The five more preferred areas in Canmore where respondents would consider purchasing a home, in order of preference, are: 1) Downtown; 2) Cougar Creek; 3) Larch; 4) Mineside; and 5) Grotto. Respondents also identified Three Sisters (44 percent), Silvertip (40 percent) and Bow Valley Trail (35 percent) as areas that they would not consider purchasing a home (see map in Appendix 1).

Housing Type and Features

Respondents were asked to express their preference for different types of homes. They indicated that they would prefer to buy, in order of preference: 1) a single-family detached home; 2) a duplex/triplex/fourplex; 3) a townhouse; and 4) an apartment. However, 59 percent of respondents indicated that they would not consider purchasing an apartment.

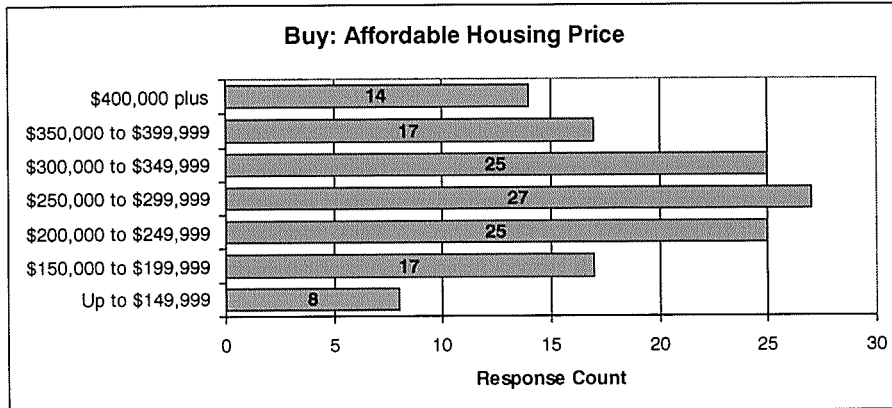
Respondents were also asked to select the most important features of a home that impact their decision to buy. The top five criteria selected are: 1) location; 2) type of home; 3) square footage; 4) green space; and 5) garage. In terms of size, half of the households indicated that they require a minimum of two bedrooms, 27 percent require at least three bedrooms, 21 percent require a studio or one-bedroom, and only 3 percent require at least four bedrooms. Respondents that own were more likely than renters to require a home with at least three bedrooms.



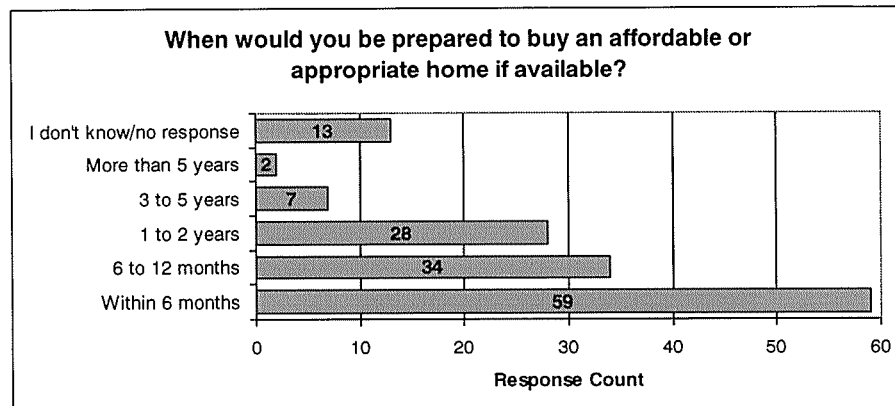
Housing Price and Timing

Respondents were asked how much they can afford to spend on a home in Canmore. The responses were evenly distributed with 54 percent of responses falling into the \$200,000 to \$349,999 price range, 22 percent over \$350,000, and 17 percent under \$200,000. Seven percent of respondents did not know how much they could afford.

Respondents that already own were more likely to be able to spend over \$300,000 on a home, 48 percent of owners compared to only 22 percent of respondents. Inversely, almost half of the respondents that rent (48 percent) stated that they can afford to spend less than \$250,000 compared to 15 percent of owners.



Respondents also indicated that if an appropriate and affordable home was available, 40 percent would be ready to buy within six months, 25 percent between six months and one year, and 20 percent between one and two years. Renters were more likely than owners to be ready to buy a home within two years. Owners expressed more uncertainty about when they would be ready to buy a home.

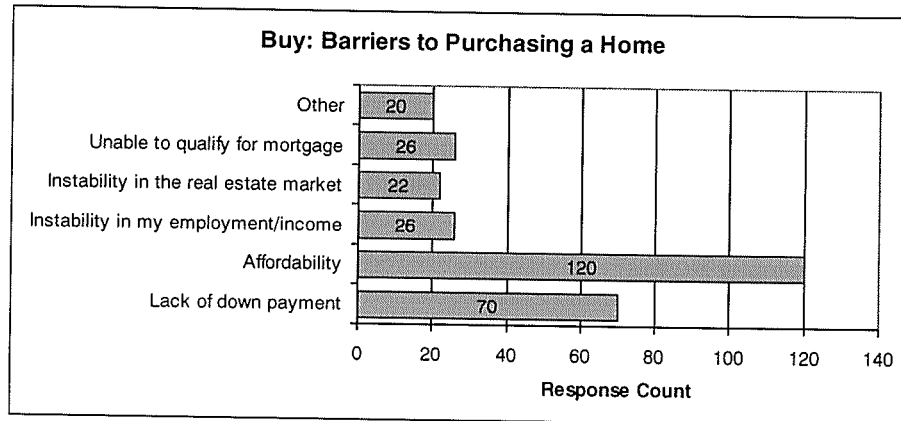


4.1.3 Barriers and Motivations

Barriers

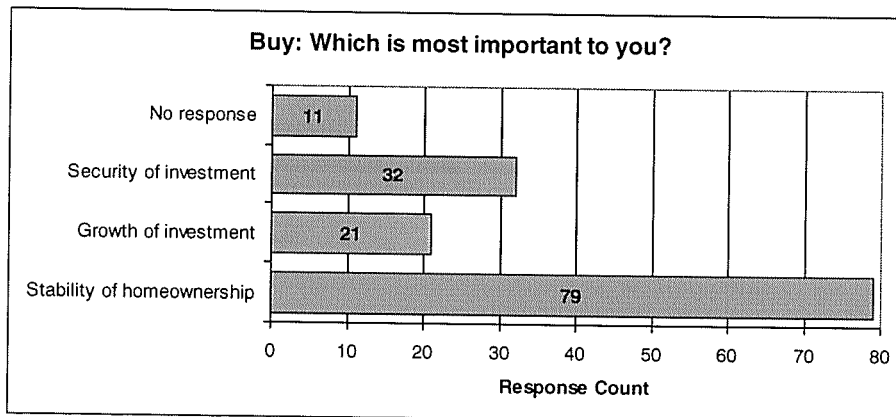
Respondents were asked to identify all barriers to their purchase of a home. Affordability was the most commonly cited by 84 percent of respondents, followed by the lack of a down payment (49 percent), instability in employment/income (18 percent), inability to qualify for a mortgage (18 percent), and instability in the real estate market (15 percent). Respondents included comments about affordable housing program income guidelines being a barrier, specifically the Core Needs Income Threshold guidelines used by Mountain Haven Cooperative Homes, as well as comments about the general lack of value for money compared to other communities.

Renters were twice as likely as owners to identify the lack of a down payment and the inability to qualify for a mortgage as barriers. Owners were more likely to identify instability in employment/income and instability in the real estate market as barriers.



Motivations

Respondents were asked to identify what was most important to them when buying a home. Overall, 56 percent selected stability of home ownership being most important, 22 percent selected security of investment, 15 percent selected growth of investment, and eight percent did not know or respond. Respondents who rent were more likely to select stability of home ownership (62 percent) than owners (44 percent), and owners were more likely to select growth of investment (23 percent) than renters (11 percent).



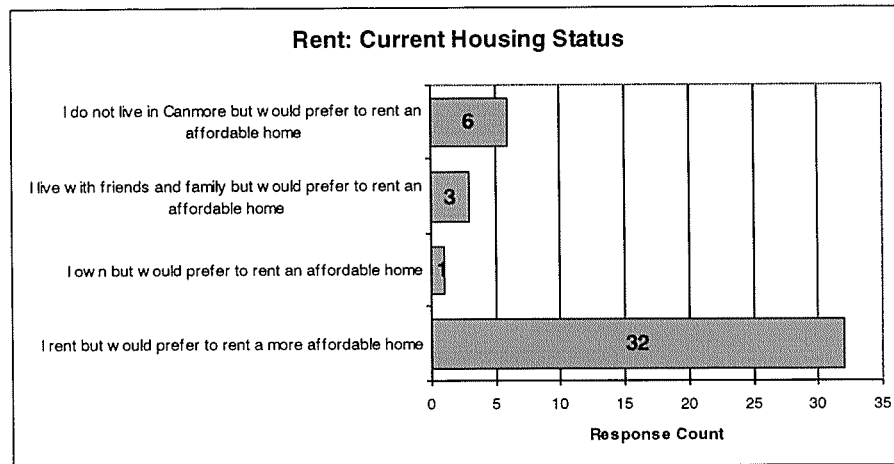
4.2 Respondent Housing Preference: Rent

This section summarizes the information provided by the 43 respondents who indicated that they are not satisfied with their current housing status and would prefer to rent a more affordable or appropriate home in Canmore. It includes: 1) a profile of respondents; and 2) a summary of their housing preferences in terms of product size, style, and location.

4.2.1 Respondent Profile

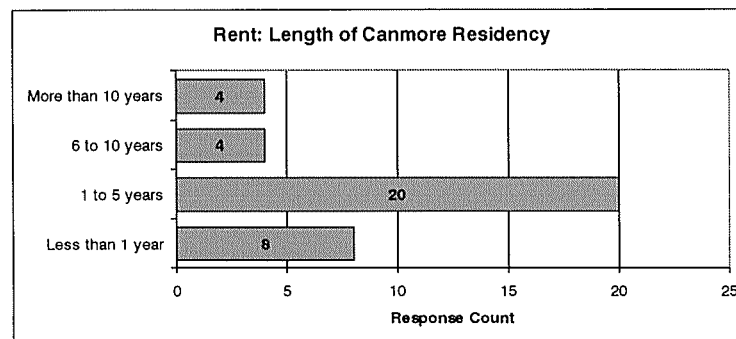
Current Housing Status

Of the 43 respondents who indicated that they would prefer to rent an affordable or more appropriate home in Canmore, 76 percent are renters, seven percent live with family or friends in Canmore, two percent own in Canmore, and 14 percent do not currently live in Canmore.



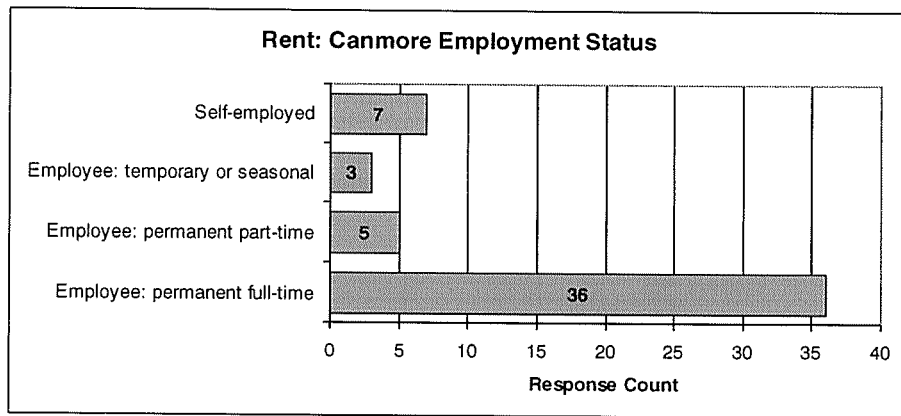
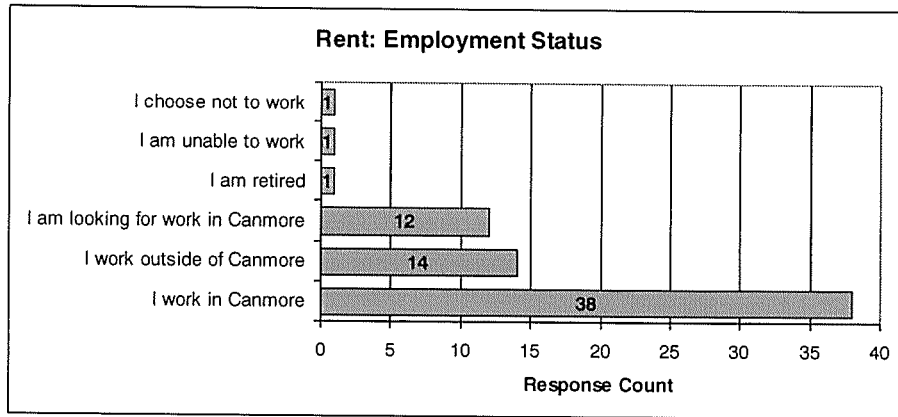
Residency

Eighty-six percent of respondents currently live in Canmore, seven percent live in Banff and seven percent live outside the region. Of the respondents who live in Canmore, 56 percent have lived here for one to five years, 22 percent for less than a year, and 22 percent for over five years.



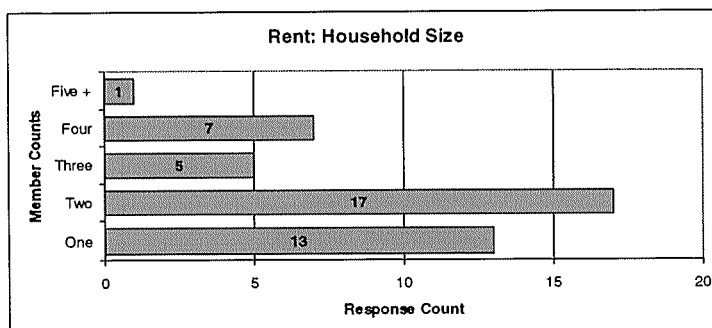
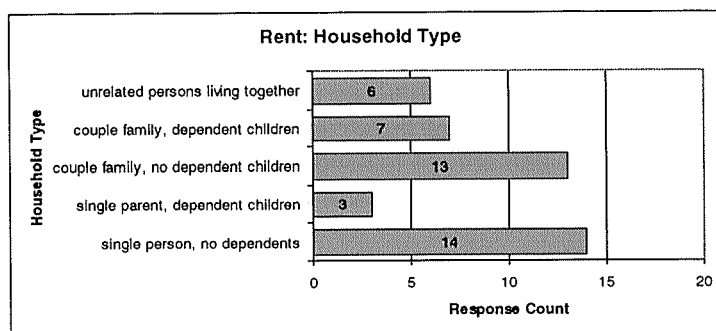
Employment

Employment information was provided for 67 individuals within the 43 respondent households. Fifty-seven percent of all individuals currently work in Canmore, 21 percent work outside Canmore, 18 percent are looking for work in Canmore, and the remaining four percent are retired, choose not to work or are unable to work. Of those working in Canmore, 71 percent stated that they are full-time employees, 14 percent are self-employed, and 15 percent are either permanent part-time or temporary/seasonal employees.



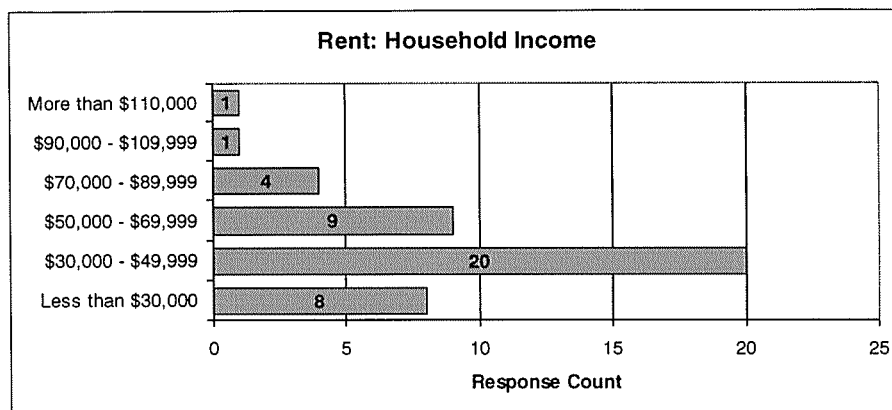
Household Type and Size

Of the 43 respondent households, 33 percent are single persons, 30 percent are couple families with no children, and 16 percent are couple families with dependent children, 14 percent are unrelated persons living together, and 7 percent are single parents. Forty percent of households consist of two members, 30 percent are one member households, 12 percent consist of three members, and the remaining 18 percent consist of four or more members.



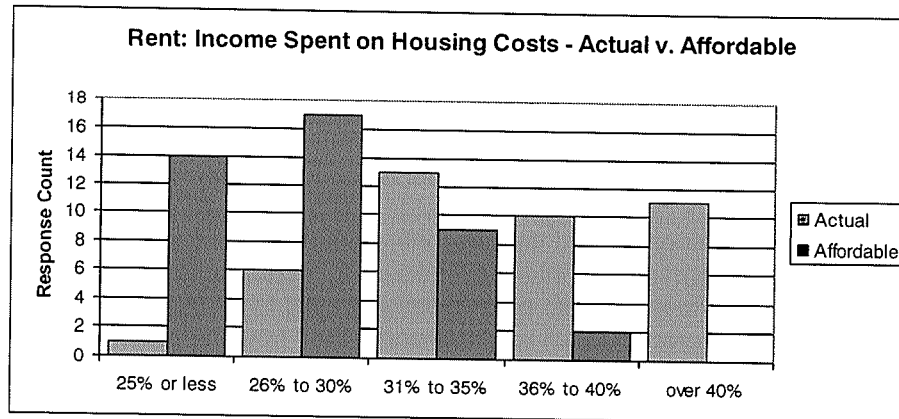
Income

Almost half (47 percent) of respondent households earn between \$30,000 and \$49,999. 21 percent earn between \$50,000 and \$69,999, 19 percent earn less than \$30,000, and 13 percent earn over \$70,000.



Affordability

Respondents were asked to define housing affordability relative to income and identify how much of their income they actually spent on housing costs. While 95 percent defined affordability as spending 35 percent or less of their income on housing, only 49 percent of respondents indicated that they actually spent that amount of their income on housing.



Lease Term

Ninety two percent of respondents would prefer affordable long-term rental housing with lease terms of over one year. The remaining eight percent prefer seasonal or short-term lease terms.

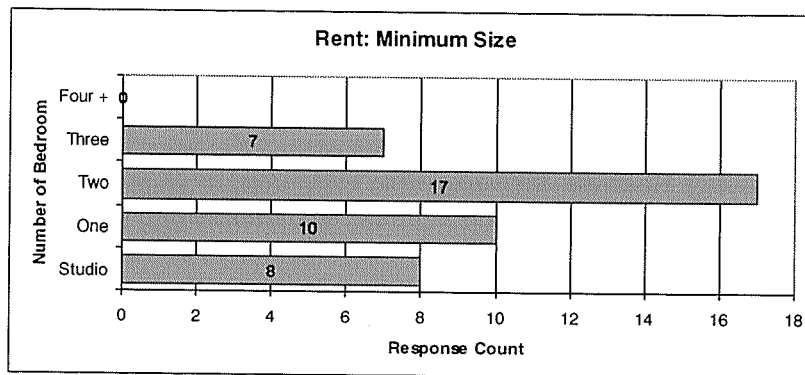
4.2.2 Housing Preferences

Location

The five most preferred areas in Canmore where respondents would consider renting a home, in order of preference, are: 1) Downtown; 2) Cougar Creek; 3) Larch; 4) Mineside; and 5) Bow Valley Trail. A large number of respondents also identified Three Sisters (63 percent), Silvertip (60 percent) and Peaks of Grassi (42 percent) as areas that they would not consider renting a home.

Housing Features

Respondents identified the following features as being important in their decision to rent a home: 1) rental rate; 2) location; 3) type of home; 4) square footage; and 5) garage. A number of respondents commented that allowing pets was also important. In terms of size, 43 percent of households indicated that they required a minimum of a studio or one bedroom, 40 percent required a minimum of two bedrooms, and 17 percent required a minimum of three bedrooms.



4.3 PAH PROGRAM AWARENESS AND INTEREST

This section of the report summarizes the results of the questions related to respondent awareness of and interest in affordable housing programs in Canmore.

Of the respondents that expressed a preference to buy a home, 13 percent were already PAH owners, tenants or on the PAH Wait List to buy a home, 79 percent were aware of the program, and 8 percent stated that they were not aware of the program. Respondents also expressed an interest in receiving a coupon to apply to buy PAH (43 percent), to be added to the CCHC email distribution list to learn more (40 percent), and to participate in focus groups to tell us more about their housing preferences (22 percent).

Respondents that expressed a preference to rent a more affordable and appropriate home were aware of the program (76 percent), but 19 percent had not heard about it, while five percent were already PAH Tenants or Owners. In comparison to the respondent group interested in buying, there was less interest to add their email to a distribution list to learn more about affordable housing opportunities (29 percent), but a higher share interested in participating in focus groups to tell us more about their housing preferences (29 percent).

When prompted to provide contact information to receive information and/or enter the draw, a total of 141 respondents, or 60 percent of all respondents, provided information. Ninety one respondents entered the draw, 52 respondents requested a coupon for the application fee to buy PAH, 59 respondents requested to be added to the email distribution list, and 32 respondents asked to receive an invitation to participate in a focus group to tell us more.

5 DISCUSSION

The survey results suggest that there are some differences between the profiles and preferences of the respondent group with a preference to buy and the respondent group with a preference to rent an affordable and/or appropriate home. There also appear to be some differences within the respondent group with the preference to buy, specifically between those that currently own and those that rent.

Respondents with a preference to rent are more likely to have lived in Canmore for a shorter period, to be looking for work in Canmore, be a single person household, and have a lower household income than the respondents with a preference to buy an affordable home.

In terms of affordability, respondents interested in renting were more likely to define housing affordability as being below 35 percent of their income than households interested in buying. However, they were also more likely to spend more than 35 percent of their income on housing suggesting a greater affordability gap in that respondent group.

Both respondent groups appeared to have similar housing preferences. In terms of location, Downtown, Cougar Creek, Larch and Mineside were the most preferred

locations for both, whereas Three Sisters and Silvertip were the least preferred. One difference was that respondents included Bow Valley Trail as one of the five preferred locations to rent, whereas the other respondent group listed it as one of the three least preferred locations to buy. Housing features were also similar with location, type of home, square footage and a garage identified as most preferred features. In terms of size of homes, smaller homes were required for respondents interested in renting compared to households interested in buying.

Within the respondent group with a preference to buy affordable housing, the results suggested differences between respondents that were currently renting and those that currently own. The results suggest households that own are looking to upgrade to larger and more expensive homes, have less urgency to purchase, and are more constrained by external forces such as the real estate and job market.

Overall, there appears to be a general awareness and interest in perpetually affordable housing (PAH) in Canmore, but there appears to be greater interest and demand in affordable housing to buy than to rent.

6 CONCLUDING COMMENTS

The results were not surprising but they provide some depth to our understanding of who the prospective owners and renters are of affordable housing in Canmore. The next step for CCHC will be to look at the results relative to existing municipal and organizational policy, programs and planning. This will allow CCHC to identify areas where policy, programming and planning may not be consistent with community demand, and to make appropriate changes.

Appendix 1: Map of Canmore Neighbourhoods

