



Workforce Housing Needs & Strategies

THE ST. LAWRENCE CORRIDOR ECONOMIC DEVELOPMENT COMMISSION is comprised of seven municipalities along the St. Lawrence River. The Corridor is focused on the attraction of new industrial & commercial employers to the region, increasing high impact investment and high value jobs for the region.



TOWNSHIP OF AUGUSTA | CITY OF BROCKVILLE | TOWNSHIP OF EDWARDSBURGH – CARDINAL | TOWNSHIP OF ELIZABETHTOWN – KITLEY | TOWNSHIP OF FRONT OF YONGE | TOWNSHIP OF LEEDS AND THE THOUSAND ISLANDS | TOWN OF PRESCOTT

St. Lawrence Corridor

 **st.lawrence
CORRIDOR**
PROSPERITY | PARTNERSHIP | INNOVATION

Board of Directors

AUGUSTA



Jeff Shaver
Mayor



Joe Hendriks | Business Rep.
Invista (Retired)

EDWARDSBURGH / CARDINAL



Tory Deschamps
Mayor



Rhiannon Iles | Business Rep.
Chief Operating Officer at HFI
Pyrotechnics Inc.

FRONT OF YONGE



Roger Haley
Mayor

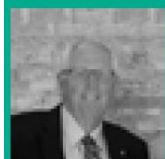


Richard Marcoux
Business Rep. | Mallorytown KOA

BROCKVILLE



Matt Wren
Mayor



David Beatty, Vice Chair
Business Rep. | Canarm

ELIZABETHTOWN-KITLEY



Brant Burrow
Mayor



Bob Pearce | Business Rep.
Co-Owner at Vista Leather; Henderson
Digital Marketing & Printing

PRESCOTT



Gauri Shankar
Mayor



Shelley Bacon, Chair
Business Rep. Northern Cables



PROBLEM STATEMENT

The St. Lawrence Corridor Region needs purpose built housing to attract new workers and new families; as our major **employers continue to find it increasingly difficult to find and retain skilled workers - to both operate and expand their operations.**

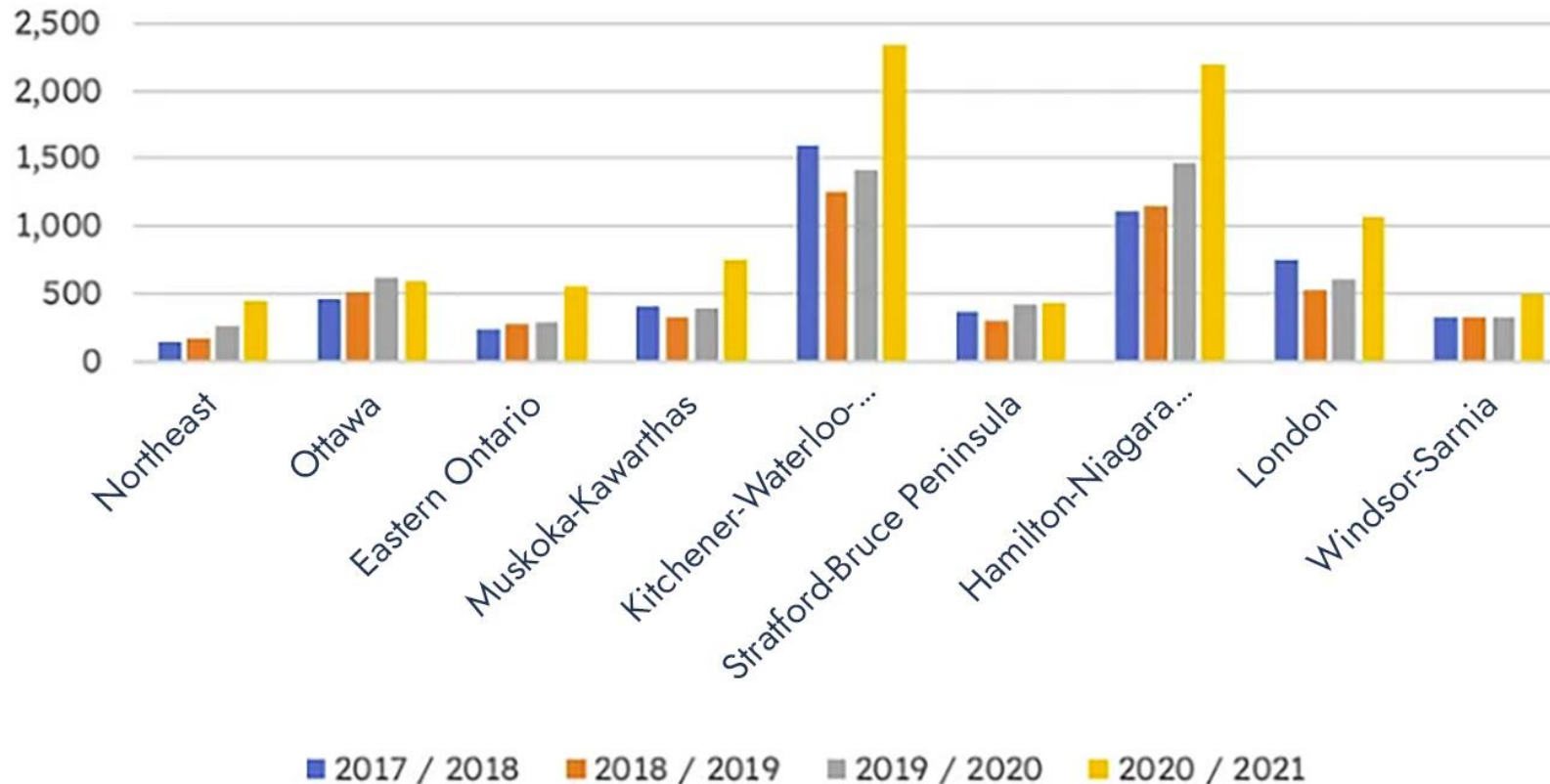
Population Growth

For the majority of communities in Ontario – including the Corridor, their biggest source of population growth is people moving in from the GTA.

Figure 32: Components of Population Growth by Source, 2015-20, for Ontario's 17 Group 2 Census Divisions. Largest component for each Census Division in Bold.³⁹

Census Division	Net Non-Permanent	Net Immigration	Net Interprovincial	Net Intraprovincial	Other	Total
Bruce	348	275	59	3,920	483	5,085
Chatham-Kent	1,070	382	80	1,807	-829	2,510
Elgin	326	594	-74	4,129	890	5,865
Frontenac	4,521	955	1,516	4,941	-1,230	10,703
Greater Sudbury	3,486	776	-77	-108	-551	3,526
Grey	422	220	-164	7,044	-839	6,683
Haldimand-Norfolk	1,026	369	-474	7,684	-69	8,536
Hastings	1,885	113	76	7,222	-958	8,338
Huron	424	127	-71	2,053	314	2,847
Kawartha Lakes	194	21	-385	6,440	-1,386	4,884
Lambton	1,787	153	570	1,655	-904	3,261
Leeds and Grenville	365	-57	413	3,592	-1,201	3,112
Muskoka	-111	115	-66	5,922	-1,207	4,653
Perth	430	606	-77	3,008	964	4,931
Peterborough	2,766	731	-824	7,013	-1,714	7,972
Renfrew	102	-93	144	2,491	-17	2,627
Stormont, Dundas and Glengarry	735	346	1,556	936	-514	3,059
Group 2: Fast Growth in 2015-20 Only	19,776	5,633	2,202	69,749	-8,768	88,592

Net Intraprovincial Immigration of young families



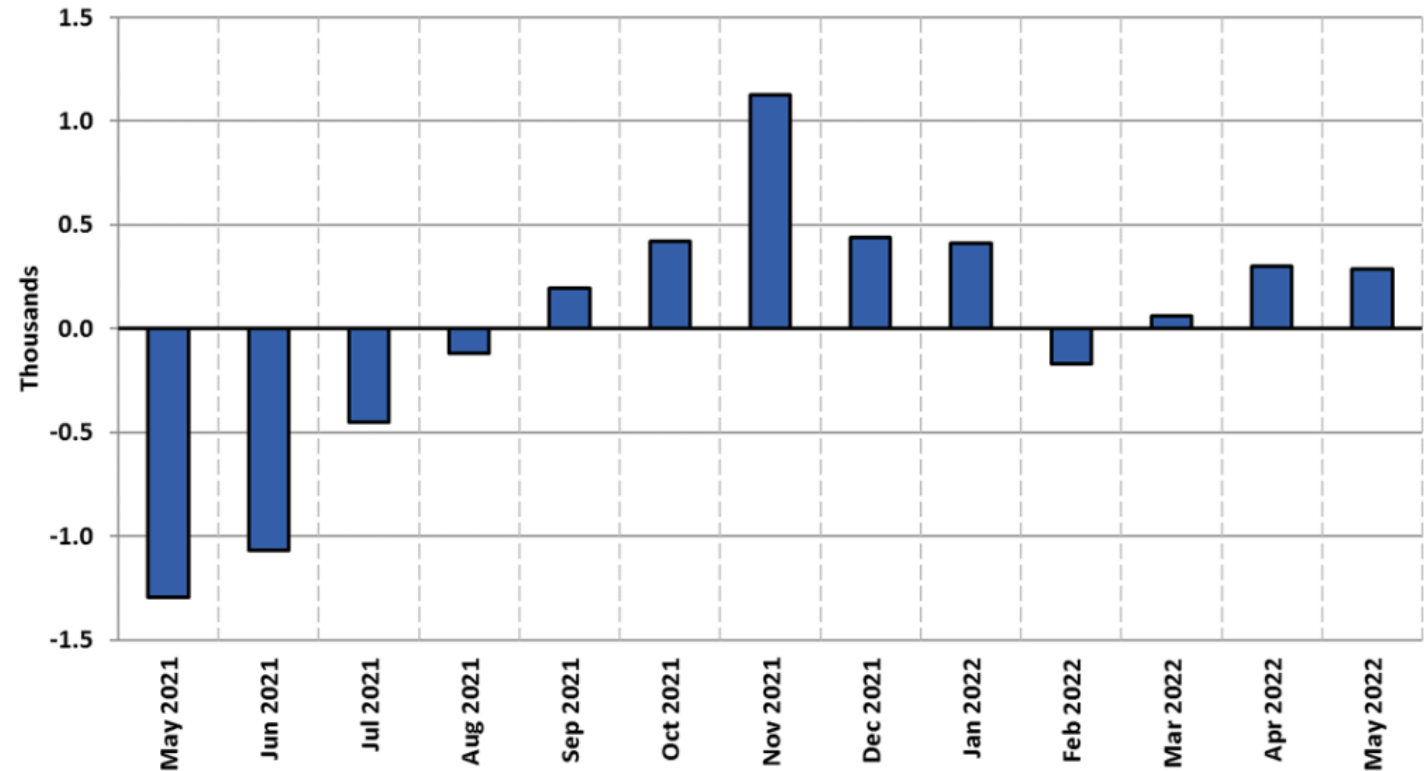
Unemployment Rate

Eastern Ontario's unemployment rate is hitting all time lows at approx. 5.1%. Those 25-54 the UR remains just under 4.9%.



Full Time Jobs

Full time jobs occurred in May from agriculture, construction, manufacturing, transportation & warehousing and healthcare. Part time remained flat in the second quarter.



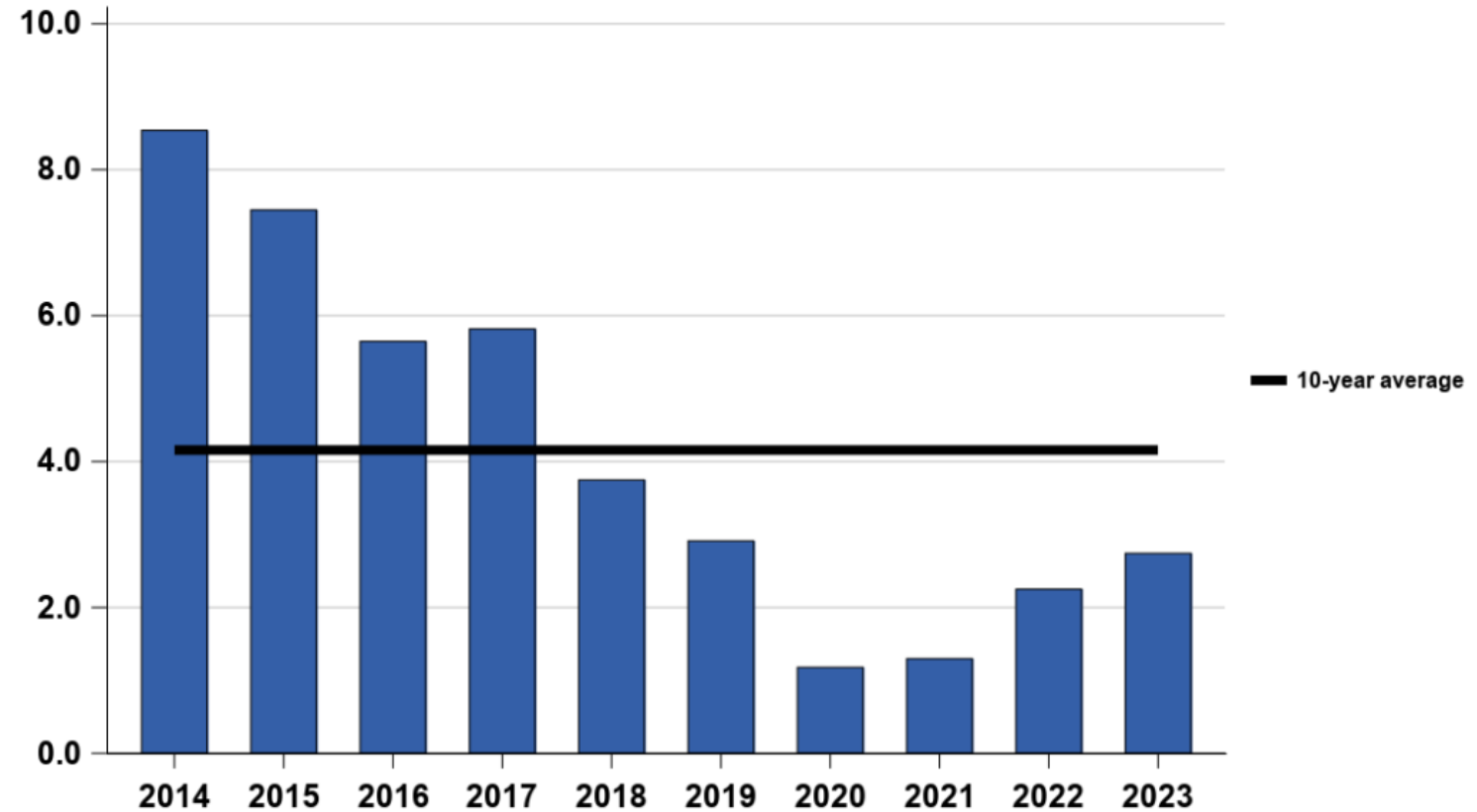
*Seasonally Adjusted, 3mma
Source: Statistics Canada

Inventory Challenge

Active listing are at historic lows

—
Market slowing with 15% decrease in sales activity year over year.

Residential months of inventory (August only) Rideau-St.Lawrence



Source: The Canadian Real Estate Association

Business

Average Canadian house price fell 12% last year, new CREA numbers show



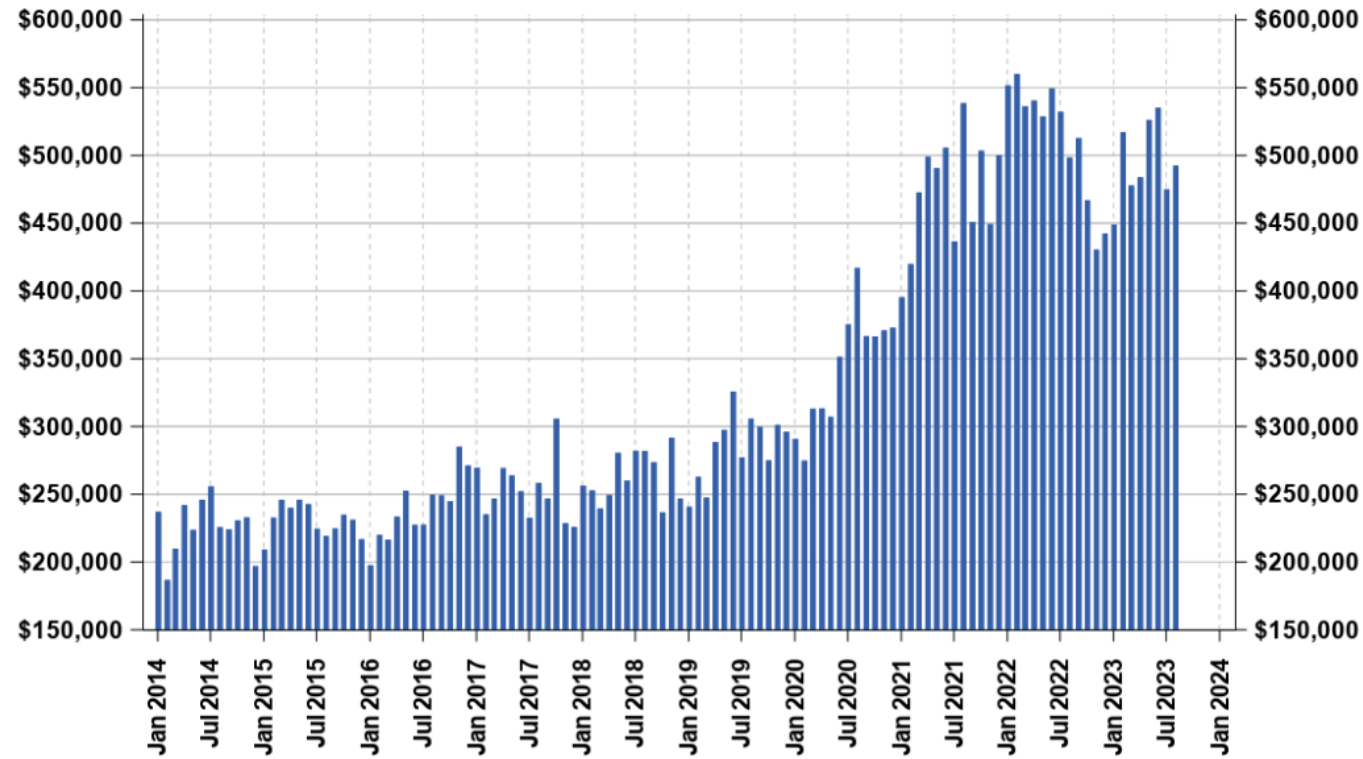
Sales and prices down sharply from this time last year



Pete Evans · CBC News · Posted: Jan 16, 2023 9:35 AM EST | Last Updated: January 17



Residential average price Rideau-St.Lawrence



Source: The Canadian Real Estate Association

Average home price
\$492,474



Urban to Rural – A New Trend

Ontario's population, which had been growing by 120,000 persons per year, grew by an average of 200,000 people, per year, in the five years between 2015 and 2020. This accelerated growth was due to federal policy changes which led to a rapid increase in the number of international students seeking permanent residency, increased immigration, and Canadians moving to the province after the oil price crash of 2015. The construction of family-sized housing, particularly in the GTA was unable to keep up with population growth, causing housing shortages and high home prices in the years preceding the pandemic. This caused young families to scatter across the province in search of housing they could afford, in a process known as ***drive until you qualify***, **over 270,000 people**, on net, moved out of Toronto, York and Peel to other parts of the province. This movement caused the populations in other parts of the province to boom, causing further regional housing shortages and high prices. And then the pandemic started and accelerated this trend from urban cities to smaller towns.

Deconstructing the Challenge

Eastern Ontario has a **shortage of market rate housing serving middle-class** working households. Employers and communities alike find it increasingly difficult to recruit, hire, and retain skilled employees due to a lack of affordably priced market rate housing within our region. Reason range from **pandemic housing bubble, interest rates to inflated cost of land** driven by years, if not decades, of exclusionary land use/zoning policies at the local level. Moreover, affordable housing programs and policies alone cannot make up for the shortage of affordably priced market rate housing for moderate- and middle-income working households.



Workforce Housing & Labor Market Committee

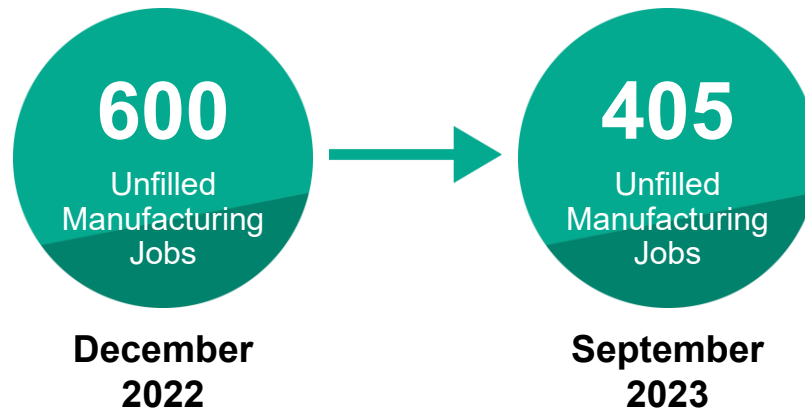




Workforce Survey

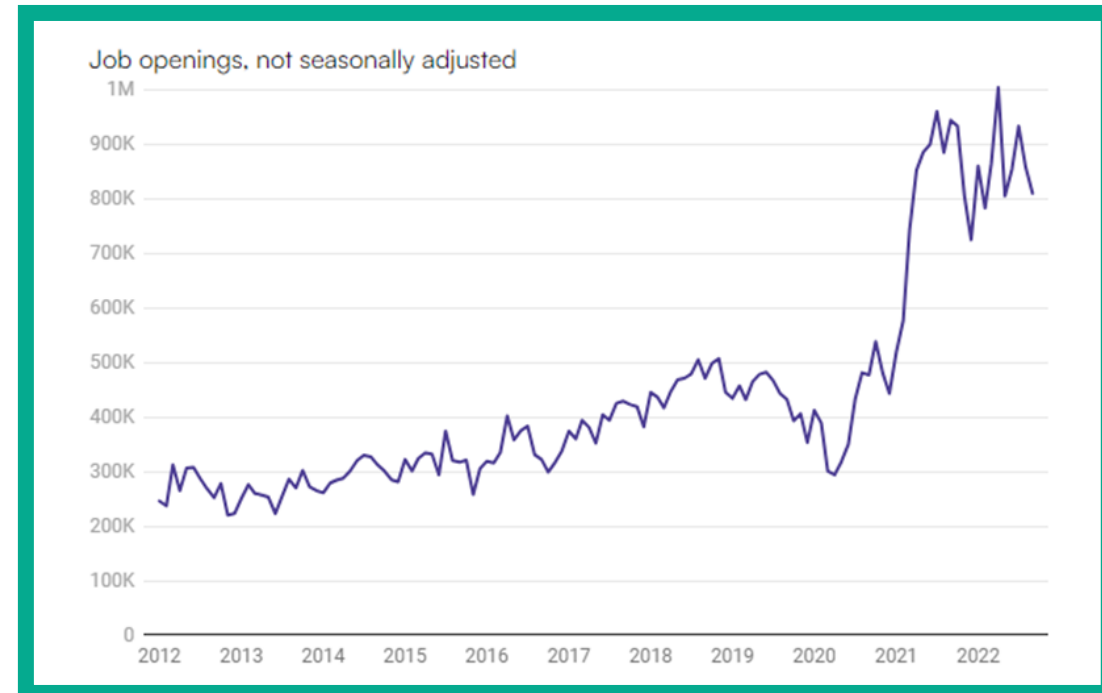
Conducted a survey the first 2 weeks of September:

How many unfulfilled manufacturing jobs exist in Eastern Ontario?



December 2022: 14 respondents, 600 manufacturing jobs needing to be filled.

September 2023: 14 respondents, 405 manufacturing jobs needing to be filled.



What is the case for looking at workforce housing? Why do this?

1. Can't find employees -> create a desirable destination for workers
 - a. Bring workers from Toronto and other markets into Eastern Ontario
 - b. Can't get enough employees
 - c. Attract new workers and families to Eastern Ontario
2. This topic is important to ensure the long-term viability of manufacturing our area.
3. Bringing FW into our community to increase the workforce
4. Incentive to keep our young people from leaving the area
5. Current shortage, affordability for level of wage, increased tax base
6. A way to tap into newer immigrants who currently go mainly to the GTA in Ontario.
7. Low housing inventory at all price levels is HUGE barrier

We have a labour shortage challenge in the industrial commercial sectors

Housing prices doubled in this market through COVID and remain at historic highs

Housing is essential for building strong families, communities, businesses, and local economies.

Eastern Ontario is experiencing historic low inventory - in terms of residential home market & a historic shortage of market rate housing built for middle-class working households. This is complicated further as workforce housing is geared to “**essential workers**,” who are the backbone of every municipality. In fact, this segment makes up almost 40% of the Canadian population.

We have a labour shortage challenge in the industrial & commercial sectors

Employers and communities alike are finding it increasingly difficult to recruit, hire, and retain skilled employees due to a lack of affordably priced market rate housing (both rental and ownership).

Cost on Inaction Is Too High

**Productivity loses –
competitiveness**

Decreased exports

**Pressure on wages and salaries
– effecting competitiveness**

**Employee turnover & additional
ongoing recruitment costs –
effecting competitiveness**

QUESTIONS FOR MAJOR MANUFACTURERS

1. What level of priority do you place the housing shortage/affordability issue in comparison with the many other concerns you face as an owner/employer?
2. What priority would you like to see public agencies (City, County, Province etc.) place on creating workforce housing through policy and zoning changes and/or securing grants?
3. As an employer, do you have ideas for creating workforce housing (even if you are unsure how to implement)?
4. Are there opportunities to work together as private business to solve this problem?

How Much Of A Priority?

12 Participants Have Rated

CRITERION "PRIORITY" SORTED BY MEAN

Abstentions not permitted.

1 = Not Important At All 2 = Not Very Important 3 = Neutral 4 = Very Important 5 = Extremely Important

NR	ITEM	↓ MEAN	SD	N	1	2	3	4	5
1	What level of priority do you place on the housing shortage/affordability issue in comparison with the many other concerns you face as an owner/employer?	4.40	0.12	10	0	0	0	6	4
2	What priority would you like to see public agencies (city, county, province, etc.) place on creating workforce housing through policy and zoning changes and/or securing grants?	4.30	0.35	10	1	1	0	0	8

- 2.1. Unite / align all planning departments to work co-operatively in approving development and align on a targeted strategy for workers
 - 2.1.1. Engage municipalities and discuss priorities of housing development
- 2.2. Messaging & Communications strategy: make known the need through various communication strategies
 - 2.2.1. Engage people that can't find affordable house to provide municipalities feedback (hear their voice)
 - 2.2.2. Make case to municipalities, make it clear what the need is and that we need housing--the right housing for a younger, working population--to be able to fill jobs and grow our industries
- 2.3. Develop a workforce housing task force to ensure success
- 2.4. Invest in an organization to ensure we build the required housing supply
- 2.5. Look at building targeted housing on leased land
- 2.6. Find developers interested in targeted workforce housing that can expedite these challenges
 - 2.6.1. Establish a series of meetings with developers to continuously update educate them on industrial labour needs (needs to be regular communication with developers)

Please select the most critical action items for the next year?

What ideas do you have for creating workforce housing (even if you are unsure how to implement)?

CRITERION "THE MOST CRITICAL NEXT STEPS" SORTED BY SUM

6 selections of 14 items.

Ratings submitted: 9 Total selections: 45 Abstentions permitted

Find developers interested in targeted workforce housing that can expedite these challenges

Messaging & Comms strategy: make known the need through various communication strategies

Short term accommodation solutions e.g. hotel repurposed, etc.

Unite / align all planning departments to work co-operatively in approving development and align on a targeted strategy for workers

Develop a workforce housing task force to ensure success

Build an apartment complex. Privately held.

Streamline municipal redtape and get councils on board - make a presentation to Council

Family amenities (day care etc.)

Figure out the right model for housing e.g. tiny homes?

0 1 2 3 4 5 6 7 8

Vision

The St. Lawrence Corridor Region can offer a home to every worker seeking to purchase or rent their own home.

Mission

Building a more prosperous community by helping solve the workforce housing shortage.

Purpose

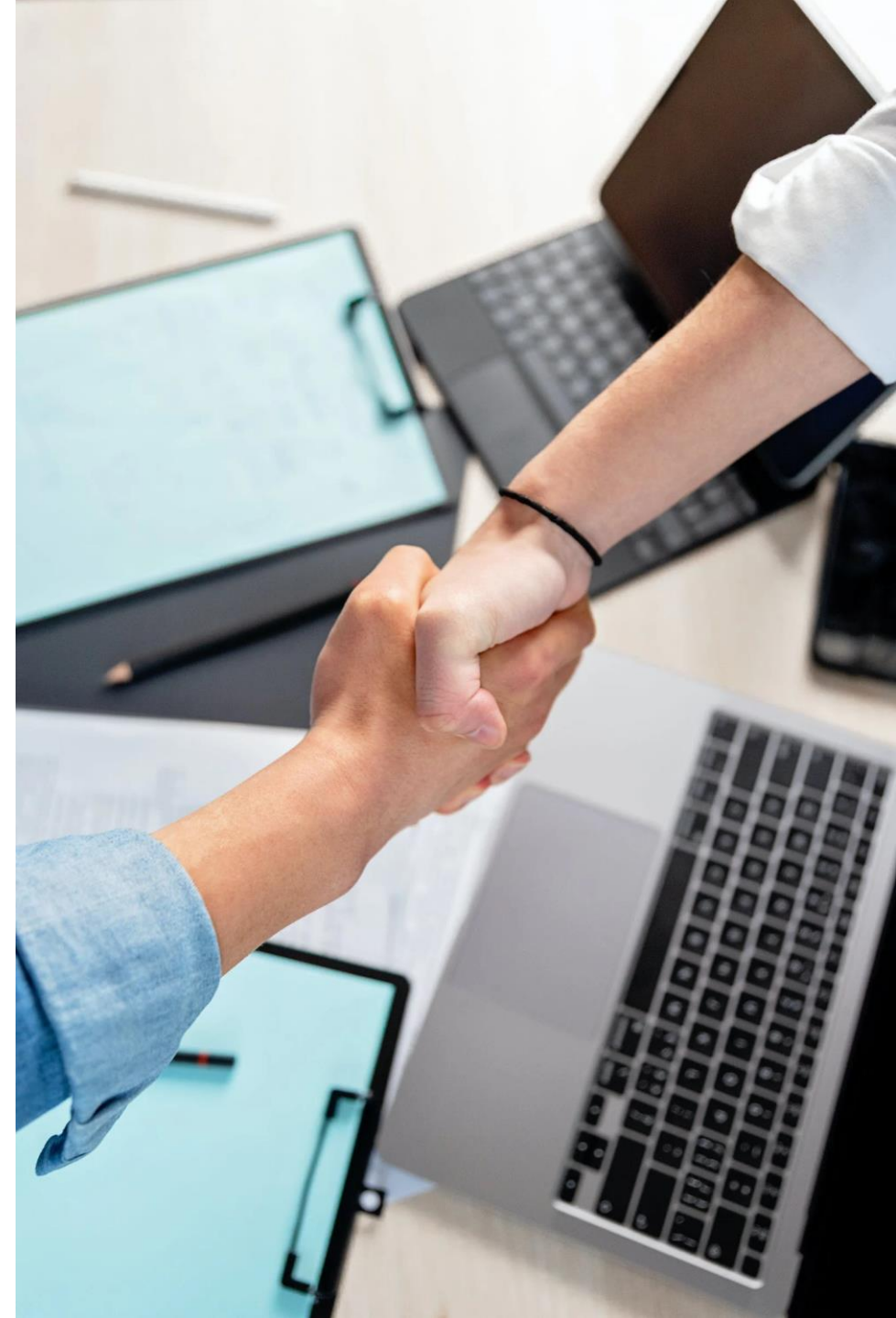
Increase workforce housing by incentivizing development, providing expertise, capabilities and support to our community.

The Corridor under the direction of the Industrial Leadership Team will we need to act as a full service consulting and development firm focused on **helping public and private clients plan, fund, and build workforce housing**. Our efforts and partnerships will optimize land assembly, planning, financing, and building workforce housing - targeting middle-income households.



A New Model

Collaboration between
manufacturing industry,
home builders, municipal
governments & Investors





Development Partners



cityflats



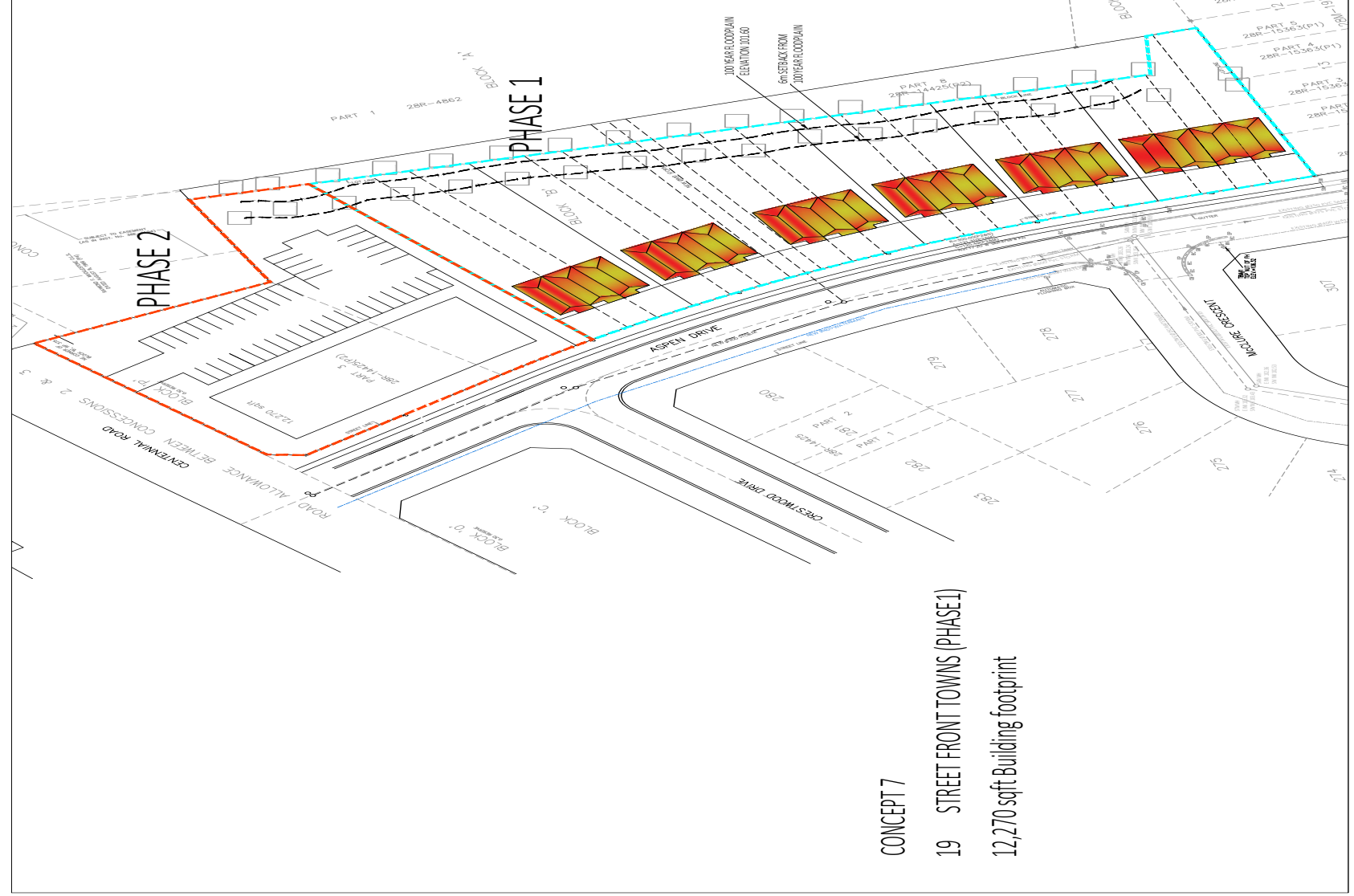


The City Of The 1000 Islands

Located on part of the former St. Alban's School for Boys (1896-1949), St. Alban's Village is our newest Adult Lifestyle community, which has received tremendous attention from everywhere. Replicating the very successful Lakeside Village in Amherstview, St. Alban's Village features a community Clubhouse as a gathering place for all the residents of St. Alban's Village

The City of Brockville offers waterfront parks, walking/biking trails, marinas, stores, restaurants, art galleries, theatres, schools, indoor arenas, outdoor ice rinks, golf courses....the list goes on. With a vibrant downtown, Brockville is truly the gem of the Thousand Islands and annually hosts Riverfest including concerts, tall ships and fine dining.

Brockville



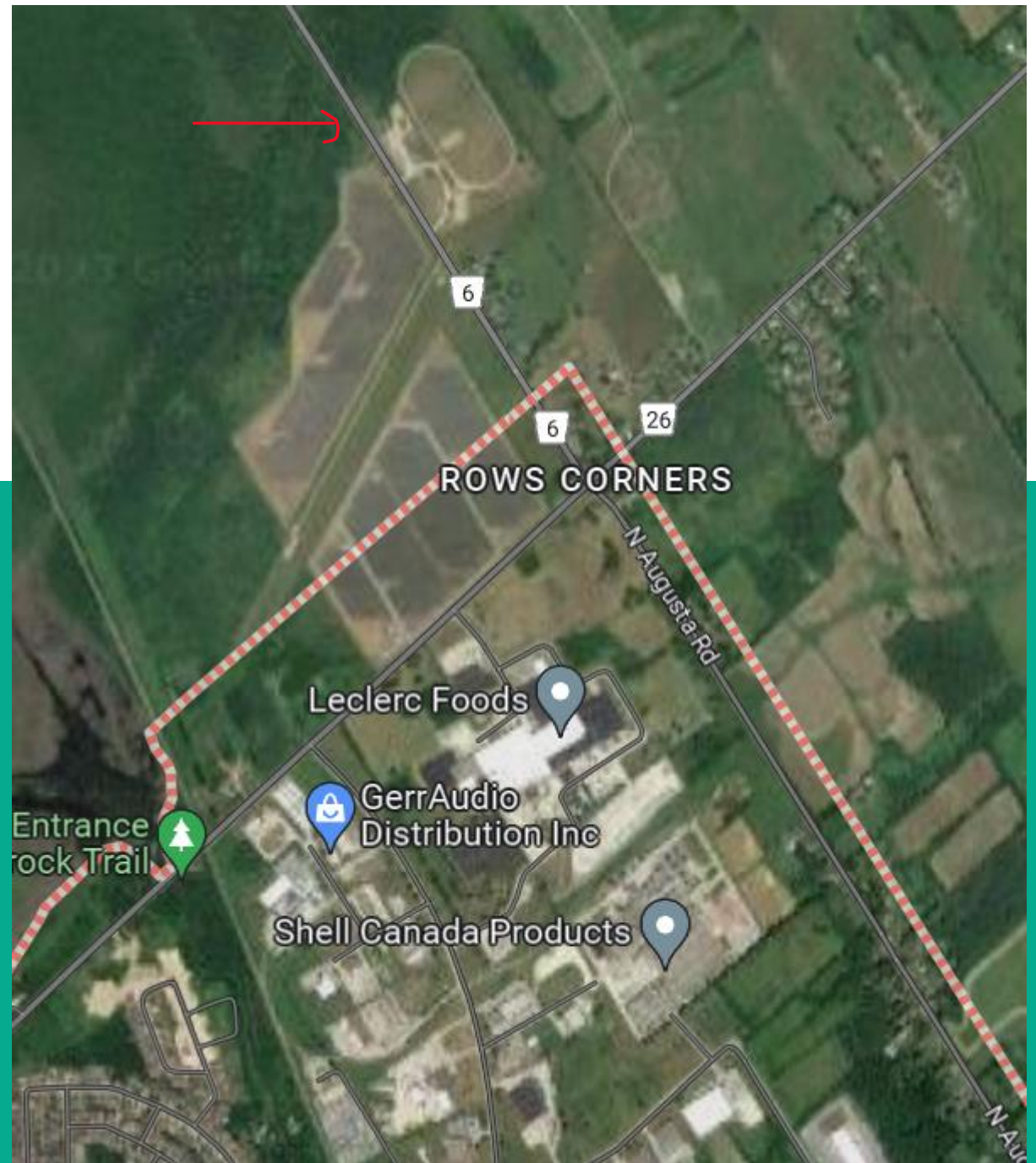
Potential Development



A purpose-built housing solution.



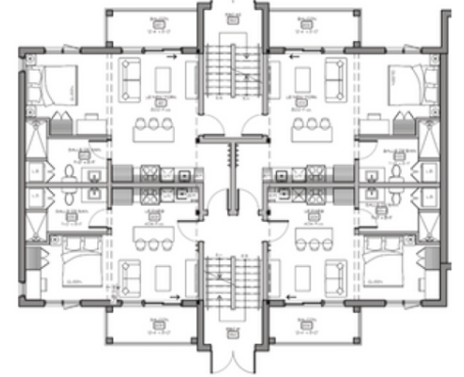
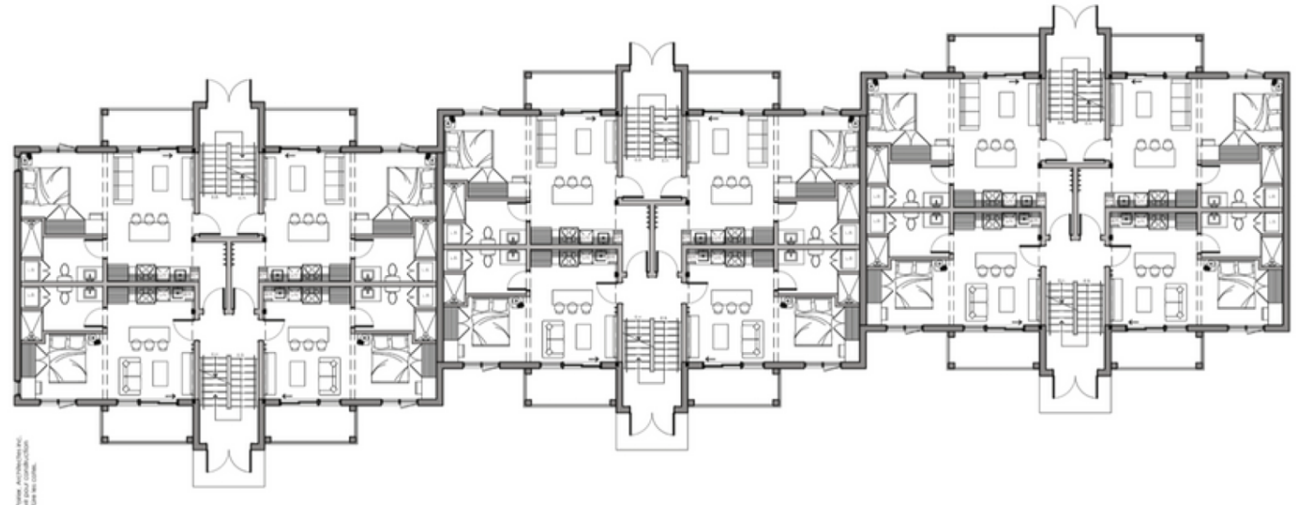
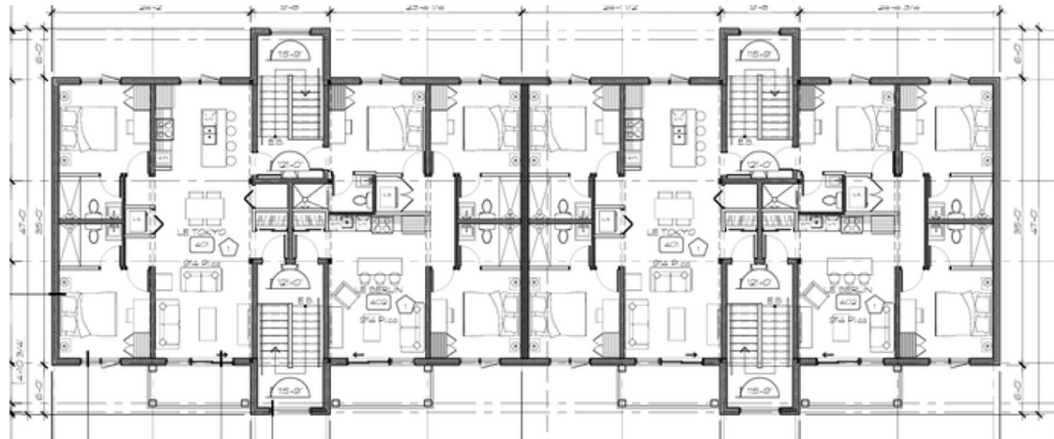
Rows Corners



LEGO-LIKE ASSEMBLY

Single, double or triple-block design.

Several scenarios possible with the core building block system. Blocks can be assembled in one, two or three contiguous buildings to give the ability to cater to local site conditions and municipal regulations.



SITE PLANS

A community of suites

Although all sites are different, the core requisite of a site is its ability to accommodate a minimum of 10 building blocks in addition to any complementary onsite or close-by amenities to be made available to its residents.

A project will comprise 80-140 units and from 200-350 suites, depending on the specific suite mix adapted to each market.

This community of suites can typically comprise 4-7 buildings complemented by onsite central amenities.



CAMPUS HABITATIONS



Mallorytown

