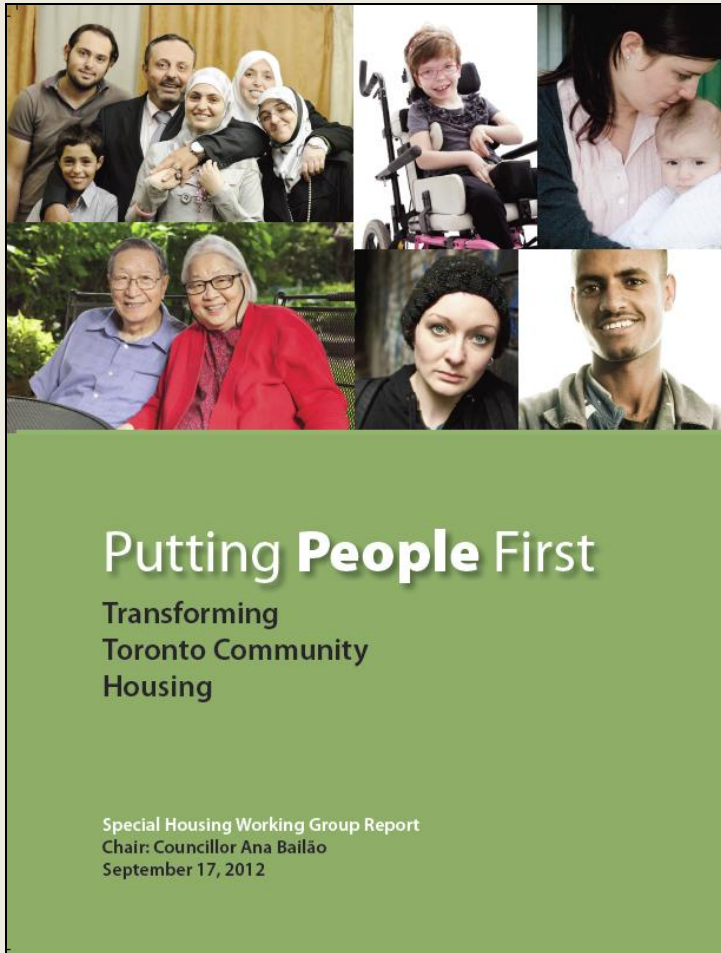


# CLOSE THE HOUSING GAP



Presentation to the Affordable Housing Committee  
Councillor Ana Bailão, Chair  
October 29, 2013

# PUTTING PEOPLE FIRST



- Executive and Council considering three reports, October 30 and November 13
1. Putting People First – Moving Forward
  2. TCH Ten-Year Capital Financing Plan
  3. Amended and Restated Shareholder Direction to TCH

# CLOSE THE HOUSING GAP



Eugene Jones, President & CEO, TCH; Bud Purves, Chair, TCH Board, Councillor Ana Bailão, Ward 18



Audience at Close the Housing Gap launch

The City in partnership with Toronto Community Housing launched a campaign for social housing on June 24, 2013.

The goal of the  
**Close the Housing Gap**  
campaign is to persuade the  
federal and provincial  
governments to renew their  
housing partnership and  
properly fund social housing.

A two-year campaign to secure  
1 / 3 of funding from all levels  
of government.

# 3 KEY OBJECTIVES

1. The federal government to stop withdrawing money for social housing and instead reinvest that money back into social housing capital repairs.
2. The provincial government to treat social housing providers fairly when paying social assistance rent rates.
3. The federal and provincial governments to provide fully funded, long-term housing strategies.

# AVAILABLE CAMPAIGN MATERIALS

1. Website
2. Email address
3. Video
4. Petition
5. Posters
6. Brochures
7. Buttons
8. Information Booth

Affordable Housing

Affordable Housing

Close the Housing Gap Campaign

Archived Stories

Close the Housing Gap campaign

The City of Toronto and Toronto Community Housing are working hard to put people first by fixing social housing. And the work is paying off.

By acting on recommendations in Putting People First – Transforming Toronto Community Housing, plans are now in place to generate \$156 million in revenue to help pay for capital repairs. And there's more revenue to come.

Revenue which is being used to repair heating and cooling systems, roofs and elevators in Toronto Community Housing buildings. But there is still a housing gap.

**The City and Toronto Community Housing cannot fill the gap on their own. More provincial and federal government funding is required - because raising property taxes is not the answer.**

Federal contributions to social housing are declining across the country. In 2012, the City received approximately \$161.3 million from Ottawa. However, by 2017, that will decline by \$33.4 million and reach zero by 2031.

Just to fill the \$33.4-million gap alone would require raising property taxes by an estimated 1.4%.

We need a renewed federal/provincial partnership with adequate funding to repair and create social housing. Funding that is available for the long term — not just a few years at a time.

Close the Housing Gap Petition

petition

Campaign Endorsements


- Federation of Canadian Municipalities
- YWCA Toronto
- Habitat for Humanity Toronto
- Social Planning Toronto
- Central Ontario Building and Construction Trades Council
- Housing Services Corporation
- Ontario Council of Agencies Serving Immigrants
- Multi-faith Alliance to End Homelessness
- Hydro Block Tenants Association
- Kensington Bellwoods Community Legal Services
- Yee Hong Aw Chan Kam Chee Evergreen Manor

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

# OUTREACH TO STAKEHOLDERS

- 30 private-sector, community and academic organizations in July
- 250 non-profit housing providers in September

## CLOSE THE HOUSING GAP



Affordable Housing Office  
Metro Hall  
55 John Street, 7<sup>th</sup> Floor  
Toronto, Ontario M5V 3C6  
Tel: 416-338-1143  
Fax: 416-392-4219

September 9, 2013

Name  
Organization  
Address  
City, ON, Postal Code

Dear XXX:

We are writing to invite you to join an exciting social housing advocacy campaign launched by the City of Toronto and Toronto Community Housing.

*Close the Housing Gap* is aimed at re-engaging the federal and provincial governments in the supply and repair of all social housing across Toronto. As you know, an investment in social housing is an investment in our city's economic and social well-being.

The *Close the Housing Gap* campaign began June 24 and continues to gather momentum. It focuses on grassroots organizing and high-level advocacy to deliver its message. Bus shelter posters will appear in Toronto starting in September.

We encourage your organization to add to this momentum. One concrete way you can lend your support is to write a letter of endorsement and join our growing coalition of supporters.

We also would be pleased to provide window posters, buttons, postcards and petitions to your organization and tenants. For more information about the campaign, please visit [www.putpeoplefirst.ca](http://www.putpeoplefirst.ca).

We look forward to adding your voice to the campaign. I would greatly appreciate receiving your letter of endorsement by the end of October. Please mail it to:

Councillor Ana Bailão, City Hall, 100 Queen St. West, 2nd Floor, Suite C42, Toronto, ON, M5H 2N2



Should you have any questions please contact Sean Gadon, Director, Affordable Housing Office at 416-338-1143 or [sgadon@toronto.ca](mailto:sgadon@toronto.ca).

With your support we can put people first by successfully persuading Ottawa and Queen's Park to fund social housing repairs and provide fully-funded, long-term housing strategies.

Sincerely,

Councillor Ana Bailão  
Chair, Affordable Housing Committee

Norman (Bud) Purves  
Chair, Board of Directors  
Toronto Community Housing





# GROWING LIST OF SUPPORTERS

- Bazaar Non-Profit Housing Corporation
- Canada Housing and Renewal Association
- Central Ontario Building & Construction Trades Council
- Cupe 79
- Federation of Canadian Municipalities
- Forty Third Housing Co-operative Inc.
- Habitat for Humanity Toronto
- Homes First
- Housing Action Now
- Housing Services Corporation
- Hydro Block Tenants Association
- Kensington-Bellwoods Community Legal Services
- Monaco Place
- MultiFaith Alliance to End Homelessness
- Ontario Council of Agencies Serving Immigrants
- Ontario Non-Profit Housing Association
- Romero House
- Social Planning Toronto
- St. Clare's Multifaith Housing Society
- Tamil Co-operative Homes Inc.
- Tenant Advocacy Group
- VincentPaul Family Homes Corporation
- Yee Hong Aw Chan Kam
- Chee Evergreen Manor
- YWCA Toronto

# BUILDING PUBLIC SUPPORT



- Launched September 5<sup>th</sup> at Queen's Park
- 135 bus shelters across Toronto from September to October
- 2 bus shelters at Parliament Hill from November to December

# ENGAGING THE PUBLIC TO DATE

- Poster distribution to 200 City community centres/arenas, 100 Toronto Public Libraries, Civic Centres and City Hall
- Information booths at community events
- Ontario Non-Profit Housing Association Conference, October 18-20, 2013
- Advocacy Centre for Tenants Ontario Conference, October 24, 2013
- Federation of Canadian Municipalities, Fixing Canada's Housing Crunch Campaign Launch, Ottawa, October 28, 2013



Campaign booth at Ontario Non-Profit Housing Association Conference, October 18

# FOR MORE INFORMATION AND UPCOMING ACTIVITIES

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

peoplefirst@toronto.ca

