



November 12, 2024

Her Worship Olivia Chow
Toronto City Hall
100 Queen Street West
Toronto, Ontario
M5H 2N2

Via e-mail: councilmeeting@toronto.ca

Re: 2024.EX18.2-Build More Homes: Expanding Incentives for Purpose Built Rental Housing

Dear Mayor Chow and Members of Toronto City Council,

United Way Greater Toronto commends the Build More Homes: Expanding Incentives for Purpose-Built Rental Housing initiative, which aims to develop 20,000 new rental homes, including at least 4,000 affordable units, as recommended by City staff. We support the call for all levels of government to align their resources and enhance this vital program to meet common goals. As GTA neighborhoods evolve, so do the housing needs of their residents, particularly for affordable rental options for low-income individuals and families. As the City seeks to engage and mobilize investments from all levels of government to fully implement this initiative, we are eager to participate in the next phase—Phase 2—and bring in our ILEO partners and collaborators as needed to support this essential work.

The Inclusive Local Economic Opportunity (ILEO) initiative was launched five years ago to create meaningful economic opportunities in low-income neighborhoods, beginning with the Greater Golden Mile. This collaborative effort includes over 30 partners, from some of Ontario's largest developers to nonprofit housing providers and philanthropic funders, all committed to building a more inclusive economy. One in five households in the Greater Golden Mile live in unsuitable housing. Stable, secure, and affordable housing is essential for economic opportunity, providing a strong foundation on which individuals and families can thrive.

The Golden Mile is on the brink of transformative growth, with more than 75 buildings and 30,000+ residential units planned across 14 major development projects over the next decade. To ensure this development benefits everyone, it is crucial that a substantial portion of these units be purpose-built, affordable rental homes, prioritizing access for residents—especially those from structurally disadvantaged backgrounds, including youth, women, immigrants, and racialized communities. By championing this vision, we can set a new standard for inclusive urban development that addresses pressing housing needs and unlocks economic potential across the region.

Collectively, we are well positioned to take advantage of the scale of the Golden Mile redevelopment to unlock and help build the affordable purpose-built rental housing that low-income people need. We look forward to working with the City as you engage all levels of government to mobilize the required resources.



We are ready to work alongside our ILEO partners to explore housing projects that align with these new public incentives, both in the Golden Mile and beyond.

Respectfully yours,

A handwritten signature in black ink, appearing to read "N. Cheong", enclosed within a thin black rectangular border.

Nation Cheong,
Vice President, Community Impact and Mobilization
United Way Greater Toronto