



INFORMATION ONLY COUNCIL REPORT

To: Mayor and Council

Date: July 25, 2023

From: Paul Gipps, CAO

File No: P 22-05

Subject: **P 22-05; City of West Kelowna Housing Strategy (Draft Strategy)**

Report Prepared by: Jayden Riley, Planner III

STRATEGIC AREA(S) OF FOCUS

Strengthen Our Community – We will provide opportunities for the residents of West Kelowna to build connections, celebrate successes, embrace the community's strengths and diversity, address shared needs, and contribute to shaping the community's future.

Foster Safety and Well-Being – We will pursue through direct action, advocacy, and collaboration with local and regional service providers, investments in community health, needs-based housing, emergency preparedness, policing, and other services that foster safety and well-being in West Kelowna.

BACKGROUND

At Council's request, and prior to online public engagement, staff have included the draft Housing Strategy (Attachment 1) for Council's review, as well as the related draft online survey questions (Attachment 2). Urban Matters, the City's consultant, will also be presenting virtually a summary of the draft strategy in conjunction with this information report.

In December 2022, the City awarded a contract to Urban Matters to assist in developing the City's first Housing Strategy. The Housing Strategy is intended to build from the recently completed Housing Needs Assessment and Unique Identifier Count, which identified housing demand and gaps within the City of West Kelowna across the full continuum of housing, including emergency, transitional, supportive, subsidized rental, and ownership housing.

On January 10, 2023, Urban Matters introduced the project via virtual presentation, including an overview of the project, project objectives, anticipated input from stakeholders and eventual implementation and monitoring. Urban Matters and city staff since met with various stakeholder groups, including the development and real estate

community, neighbouring governments, and non-profit sector / service providers to gather feedback to help guide the development of key directions for the Housing Strategy.

On April 13, 2023, Urban Matters held a workshop with City of West Kelowna staff to share the draft key directions for the Housing Strategy and to identify internal barriers, opportunities for collaboration, and provide feedback on feasibility and needed capacity. The key directions were then refined and reflected in the draft Housing Strategy (Attachment 1). At the time of the workshop, staff were also directed to return to Council with the draft prior to further public and stakeholder engagement.

Project Overview

The project is intended to explore policy tools and actions that can address housing issues, including attainability, supply and diversity of housing, and the needs and gaps across the housing continuum. A coordinated approach between various levels of government (i.e., Municipal, Provincial, and Federal), the development community, community housing providers and other community service providers is key to ensure the Housing Strategy can meet the needs of current and future residents and confront the challenges of housing affordability, supply, and diversity within the city.

Timeline

The Housing Strategy timeline is reflected below (*Figure 1*).

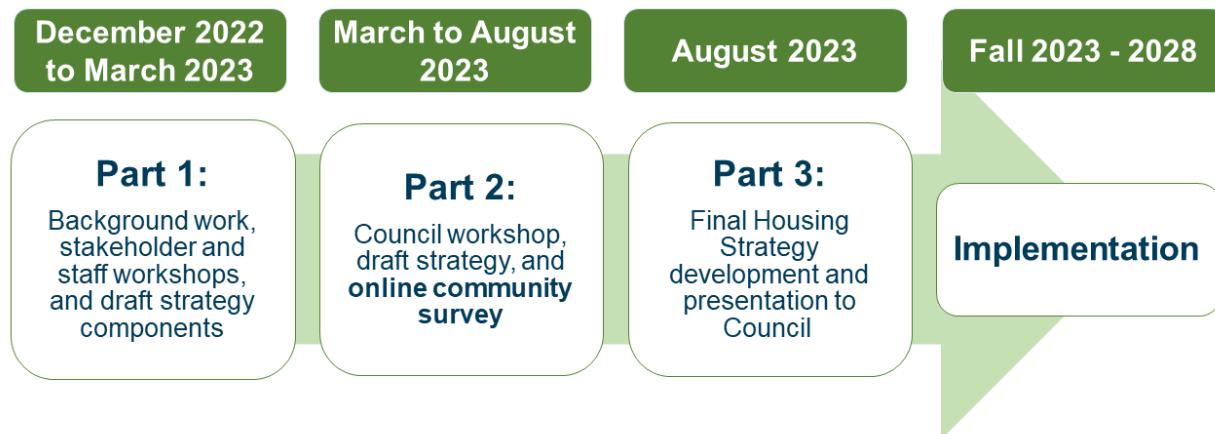


Figure 1: Housing Strategy timeline

Structure of the Draft Housing Strategy

The draft Housing Strategy is organized into the following sections:

- Overview
- Key Issues and Housing Needs
- Role of Local Government in Housing
- Strategies / Key Directions
- Monitoring and Evaluation

The key component of the Housing Strategy is the Key Directions section, which outline various actions that are intended to address the community's housing needs related to supply and affordability, strengthen the City's role in housing, and facilitate collaboration

with other levels of government and the private and non-profit sectors. Each action is categorized based on level of impact, effort, and implementation timeframe.

The four Key Directions include:

1. Create more opportunities for non-market housing.
2. Protect and increase market rental housing.
3. Support under-served demographic needs.
4. Create more housing diversity.

Next Steps – Online Questionnaire / Public Engagement

Following the presentation of the draft Housing Strategy to Council, notwithstanding further revisions to the materials, staff will be making the document available online and advertising through various channels to encourage public feedback via an online survey – the draft survey questions included with this report (Attachment 2).

The results of the online feedback will be analyzed and summarized, and added to the *what we heard report*. Stakeholder groups that were engaged with at the early stages of the project will also be contacted to review the draft strategy for an opportunity to provide feedback that will be integrated into the final version. The final version of Housing Strategy will then be presented to Council a final time before project completion and the implementation stage.

REVIEWED BY

Brent Magnan, Director of Development Approvals

Corinne Boback, Legislative Services Manager / Corporate Officer

Trevor Seibel, Deputy CAO

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes No

Attachments:

1. Draft Housing Strategy
2. Draft Online Survey Questions