



Housing Strategy Sub-Committee

Purpose

- The working group was to find common direction that would stimulate the growth in the Urban Area.
- The subgroup is proposing to construct such incentives, with the ultimate outcome being ***confidence in our community***, and arriving at:

“A Strategy for Growth in the resident community”

Sub Committee Contributors

Committee Members

- Gilles Huizinga
- Carmelo Daprocida
- Steve Auty
- James Goertz
- Andrew Weir
- Bryan Rabik
- Olive Wooden
- Henry Hunter
- Christine Matthews

Out reach

- Greg Walsh
- Jodi Whalen

Ex Officio Members

- Annette Antoniak, CAO
- Jamie Doyle, Deputy
- Kevin Weidlich
- Karim Zarffia
- RMWB staff



Three Pillars to a determined resident growth Strategy

- Stabilization
- Affordability
- Branding: Better neighbourhoods for various markets

Task Force on Housing:



Expertise to develop
affordability Tactics



Ec-Dev to incorporate
housing brand into story



ASP's and RMWB to
complete community
design parameters;
housing Corp

Stabilization: supply analysis

- Supply, current Inventory
 - Lots
 - Standing new inventory
 - Re-sale market
 - Rental Availability

Stabilization: demand factors

- Project demand Cycle
 - Monthly sales
 - New Demand
 - Demographic impacts of the moratorium
 - Commitment of oil industry
 - Incentivized impacts
- Transportation Impacts
 - Travel time as per retention/recruitment inputs
- Market Stability
 - Cautious Impacts of Boom/Bust/Boing!

Affordability: the housing side

- Access to market
 - Purchasing power
 - Incentives on selling side
 - What do these look like
 - Purchasing power by new residents
- Inhibitors/facilitators
 - Stress test; what factors need be overcome?
- Delivery of new housing
 - Availability
 - Impacts on pricing
 - New vs existing housing costs

Affordability: the land development side

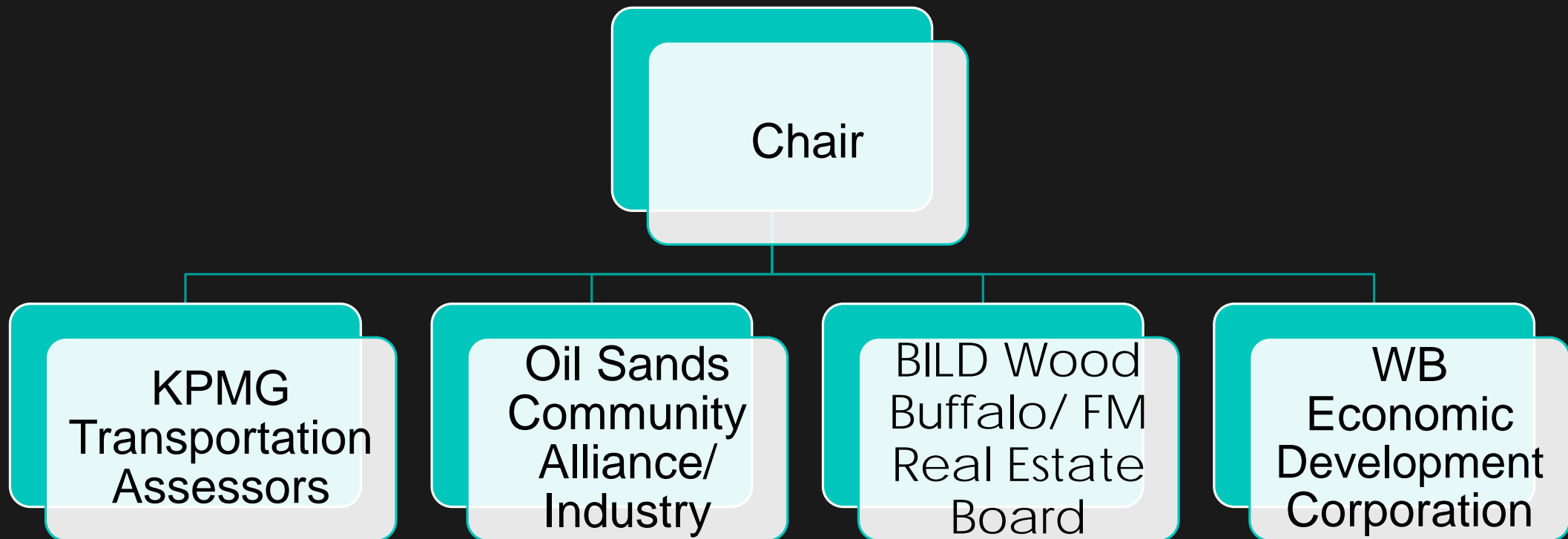
- What is currently on the table, review and assess
 - GOA pricing
 - Anticipate markets
 - RMWB "*Municipal Land Development Co.*"
 - Builder info
 - Capacity
 - Developer interest/commitment
- Impacts on land cost
 - Review production and GOA/off site input costs
 - Future supply—GOA and ASP's

Branding: better neighbourhoods meeting market demand

- Managing new demand/supply of futures
 - Price management
 - Land costs and release
 - GOA and RMWB
 - Time/development cost continuum
- Branding of housing market
 - Affordability
 - Community, character** see better neighbourhoods
 - walkability/cycling: slice the demographics
 - large lot/walk outs/multi /cosmopolitan/access to streetscapes, cycling/ped ways
 - Parade of Builders
 - Security of supply

Creation of 5 Member Task Force:

Struck by the Regional Municipality of Wood Buffalo and jointly funded by the RMWB and OSCA



Proposed TASK Force Deliverables

Commissioned expertise developing stabilization tactics

Incorporate “Housing” within the overall Regional Branding renewal

Seek RFP or other vehicles to develop community options;

Provide support and input from both the Transportation and Social Community sub groups.



Wood Buffalo: An overarching Regional Strategy for Growth in the resident community