



The Housing NOW Project MII

Introduction

Beginning in mid May of 2022, the initial version of the Housing NOW Project (MI) began. With its primary focus on a general housing experience in the Southern Gulf Islands (SGI), the project team was tasked, by the Southern Gulf Islands Community Economic Sustainability Commission (SGI CESC) with data collection of home and property owners as well as the potential workforce population here in the SGIs. The intention was in creating a better picture of both housing opportunities available and the needs of the average individual and family. After careful consideration with community stakeholders, the Housing NOW Project began to take shape in the form of both in-person and online community engagement via a survey questionnaire platform.

The Project also included dedicated research of alternative housing frameworks, regional land use regulations and relationship building with Southern Gulf Islands' senior wellness organizations for future. These beginning stages of the project allowed for the creation of a segmented database of potential Hosts, interested in sharing their space and Guests, in search of accommodations in the SGIs. Data responses of Southern Gulf Island nonprofits and businesses were also being collected to help register the impacts of the housing shortage on them, independently.

Overview

Housing NOW (MII) will be a continuation of the collection and use of community data assembled in the first iteration of the project. Based on the anticipated support of our Better at Home Program that functions on the Islands of Pender, Saturna and Galiano, as well as the independent Mayne Island Assisted Living Society - the Southern Gulf Islands Community Resource Centre's (SGI CRC) aim is to facilitate the development and administration of a permanent Intergenerational Homesharing Program to benefit many facets of the regional Southern Gulf Islands sustainability plan, both social and economic.

Aside from the Homesharing Program, there have been three important elements that the project team felt were necessary additions to the MII project plan. They include:

1. A more comprehensive and thorough local radio, print and social media schedule, as well as an in-person campaign strategy to ensure community engagement and the most accurate representation of data possible.
2. The introduction of the Indigenous Worldview on Intergenerational Cohabitation and the benefits to the greater SGI community; through acts of reciprocity and knowledge sharing with our Elder population.
3. To begin planting seeds of partnerships with our diverse Southern Gulf Islands' agricultural community to open the discussion of food resilience and the impacts of the workforce housing shortage on our local food production and associated agricultural groups.

With the inclusion of a more diverse community member profile and the introduction of a [Seven Generations](#) principle guiding us in the project planning schedule, the opportunity exists to create a well informed and potentially self-sustainable housing program for the Southern Gulf Islands with a moderate level of expediency.

Alignment with Strategic Goals

Housing NOW (MII) will continue to build upon 4 key components of the CESC's planning; Economic Sustainability in the Southern Gulf Islands, Affordable Housing, Food and Agriculture strategy, and the Experience the Gulf Islands engagement strategy.

SGI CESC Strategic Goal	Associated Project Objective
Economic Sustainability Not having to rely on government funding is paramount to creating a resilient, self-sustaining economy	Development of service package strategies and fee schedule Development of media package for businesses and nonprofit organization communication engagement strategy
Affordable Housing the Southern Gulf Islands Community Economic Sustainability Commission (SGI CESC), which has identified the need for affordable housing as a key factor influencing the economic and social sustainability of the islands a shared responsibility of the federal, provincial, and local governments, but cannot be successful without partnerships with the non-profit sector and residents alike	Consultation with and development of strategic partnerships with the Better at Home Program (Pender Island, Galiano Island, Saturna Island) and Mayne Island Assisted Living Society Development of a regional Intergenerational Homeshare service model based on conversations and advisement of strategic partners - to include SGI realtor relationships

Food & Agriculture Strategy The Southern Gulf Islands Food and Agriculture Strategy Steering Committee was identified as the representative organization to guide and facilitate the development of the SGI regional strategy. It is also to ensure that the strategy development is responsive to community needs at the local and regional levels.	Survey creation and data collection of housing shortage impacts on food resilience in the SGIs Creation of an internal document to share findings of this aspect of the project
Experience the Gulf Islands (ETGI) Enhance and expand inter-community, organizational and government partnerships Expand enriching experiences of our island communities, histories, cultures, food, arts, and natural environment Support and promote inter-island and on-island environmental stewardship and protection initiatives	Indigenous Worldview Event Create and host a recorded online and in-person event focusing on the Indigenous perspective of utilizing shared space and building bonds of Intergenerational kinship in community through acts of reciprocity

Objectives

- Continuation of data collection from the original Housing NOW Project
- Further development of a Fee for Service schedule for homeowner support packages
- Further development and gradual implementation of an Intergenerational Homeshare model
- Creation of a database of 'second home' owners - via in person community engagement and SGI realtor relationship building
- Data collection on housing shortage impacts and the food producers of the SGIs
- Building Indigenous - Ally relationships as an act of Truth & Reconciliation in the SGIs

Scope

1. Development of Service Package Strategies for SGI HOST and GUEST

Population:

to include a multi tiered fee schedule, each incorporating various levels of service provided by the SGI CRC and its partners. Consultation with community members and SGI realty experts to collect 'second home' purchaser data as well as the addition; to the existing CRC website, of an Online Bulletin Board for In Search of Housing (ISO) and accommodations being offered in the SGIs.

2. Consultation and Development of in-depth, strategic partnerships with

the Better at Home Program (Pender Island, Galiano Island, Saturna Island) and Mayne Island Assisted Living Society:

to include online and in-person meetings with community stakeholders, and collaborative creation of procedure policies, fee schedule, potential granter profiles, as well as, a final draft document of a permanent Intergenerational Homesharing Program and SOP guidelines.

3. Indigenous Worldview Component:

to include introduction of the project to our Southern Gulf Island Indigenous communities and an invitational (online and/or in person) event focusing on the Indigenous perspective of utilizing shared space and building bonds of kinship in community. This is an important act of Truth & Reconciliation - to explore the Indigenous Worldview of Intergenerational Cohabitation and its potential for both social and economic benefits in the SGIs.

4. Development of Media Package for Businesses and Nonprofit

Organization Communication Engagement Strategy:

to include project literature and professionally designed and printed brochures, to be distributed to both employers and any potential Southern Gulf Islands workforce population. This will also include an extensive (6 month) online, radio and print media campaign in the Southern Gulf Islands to ensure general public awareness and participation.

5. Research Housing Impacts on Food Resiliency in the Southern Gulf

Islands:

to include regional conversations with food producers, agriculture agencies and organizations on the topic; to be conducted in both online and in-person interviews. An internal document, outlining our findings will be created for the CESC, SGI CRC and their partners.

Roles and Responsibilities

Team Member	Role	Responsibilities
Melody Pender	SGI CRC Executive Director	Consultation Budget approvals Project Management Approval of final deliverables
Michael Cowan	SGI CRC Managing Director Project Advisor	Consultation Project Management Approval of final deliverables
Janey Rowland	Project Coordinator Indigenous Liaison	Creation, management and execution of project plan
Allie Watters	Project Team	Advertising and social media management Event planning

Deliverables

Deliverable	Description	Person Responsible
Regional Homeshare Program	Continuation of data collection A functioning regional Homeshare business model Intergenerational statement of procedure policies and related documentation Fee for Service packages designed for homeowners in the greater SGIs	Project Coordinator, Advisor
Final Draft Document Package	Fee for service payment schedule Standard operating policies for Intergenerational Homeshare Legal tenancy documents for Homeshare model.	Project Coordinator

Indigenous Worldview Event	Recorded - online and in person event to discuss the Indigenous worldview of Intergenerational Cohabitation and the benefits to community Relationship building with our Indigenous community in the SGIs	Project Coordinator, Advisor, Team
Media Communications Package for SGI Businesses and Nonprofit Organizations	Development and production of a print media communication package Addition of an online 'In Search Of' (ISO) bulletin board to our existing website	Project Coordinator, Advisor, Team
Food Resiliency and Housing Participation Study	SGI food producers survey questionnaire Creation of a response database Creation of an internal document of findings	Project Coordinator
Monthly Updates	Monthly briefing emails for invested stakeholders	Project Coordinator

Schedule

Objective Modules	Task/Deliverable	Start Date	End Date
1.	Continued development of strategic regional and community partnerships plan Development of in-depth partnerships with SGI Senior Wellness Groups - Better at Home and Mayne Island Assisted Living Society Development of SGI Realtor partnerships	Oct 15, 2022 Nov 15, 2022	Nov 30, 2022 Dec 15, 2022

1.	Continued data collection via online and in person survey platforms	Oct 1, 2022	Feb 1, 2023
1.	Development of Host support packages with multi tiered service fee schedule Creation of 'Second Home' database resource	Oct 15, 2022 Nov 15, 2022	Nov 30, 2022 Jan 30, 2023
1.	Legal consultation: to include tenancy forms, service package development, insurance packages	Nov 30, 2022	2023 Spring (TBD)
1.	SGI Affordable Housing Report (<i>deliverable from original project</i>)	Feb 1, 2023	Feb 15, 2023
2.	Continuation of in-depth partnerships with SGI Senior Wellness Groups - Better at Home and Mayne Island Assisted Living Society	Nov 15, 2022	Dec 30, 2022
2.	Stage 1 (creation) procedure policies for Intergenerational Homeshare Program	Jan 15, 2023	Feb 15, 2023
2.	Stage 2 (revised under consultation) Procedure policies for Intergenerational Homeshare Program	Feb 28, 2023	April 1, 2023

2.	Final document(s) procedure policies, funder profiles, fees schedule and standard operating procedures guidelines for regional Intergenerational Homeshare Program	April 15, 2023	May 15, 2023
3.	Introduction of the project to our Southern Gulf Islands Indigenous communities Relationship building	Jan 15, 2023	March 30,2023
3.	Begin development of in person and online event with Indigenous communities Development of media and advertising component for the event	March 1, 2023	April 1, 2023
3.	Host Indigenous Worldview Event	2023 Spring or Summer (TBD)	2023 Spring or Summer (TBD)
4.	Design, development and production of media communication packages for businesses and nonprofits in the SGIs Community engagement of upcoming Homeshare program release date - radio, print and social media campaign	Feb 1,2023 Feb 15,2023	March 1, 2023 July 1,2023
4.	Addition of an online ISO bulletin board of housing opportunities to our existing website	March 1, 2023	March 15, 2023

4.	Distribution of media packages to businesses and nonprofits	March 15, 2023	April 15, 2023
5.	Develop and make public an online and in person survey platform for SGI food associations and producers Create database of survey responses on impacts of the housing shortage on food resiliency in the SGIs	Jan 15, 2023 Feb 1, 2023	Feb 15, 2023 Feb 15, 2023
5.	Internal document of survey response findings to be shared with the CESC, SGI CRC and their partners	April 15, 2023	May 1, 2023
The Housing NOW Program (MIII)	The introduction of the Housing NOW Intergenerational Homeshare <i>component</i> of the Program to the greater Southern Gulf Islands community.	June 2023	August 2023
The Housing NOW Program (MII)	Overall findings MII - public document shared on CRC website	Sept 2023	Sept 2023

Budget

Budget Item	Cost	Quantity	Total Cost
Project Plan, Coordination, Engagement and Implementation	\$35/hr	300	\$10,500
Project Management	\$50/hr	10	\$500
Legal	\$400/hr	4	\$1,600
Webmaster	\$100/hr	4	\$400
Admin	15%		\$3,075
Advisor	\$35/hr	35	\$1,225
Media	advertisements social media print media radio	Aqua, Island Periodicals Facebook & Instagram Alea Design & Print	\$1,575 \$100 \$1,000 TBD
Travel		ferries / water taxis	\$750

Event Coordination	Event Space (off island) \$100/hr	4	\$400
	Event Organizer \$50/hr	8	\$400
	Guest Speakers \$150/hr	2	\$300
P/T Hire Host and Guest Communications Liaison Database Coordination Social Media Management	\$25/hr	75	\$1,875
		Overall Budget	\$23,700