

Program Evaluation

Executive Committee Presentation

July 13, 2011





**FIRST
PLACE**

An Edmonton Home Ownership Program

Program Background

- Entry-level market housing for employed, first time home buyers with modest incomes.
- Program supports City strategic directions related to ‘transforming urban form’ and “improving livability”.



Program Background

Pilot Site: Greenview

- Southeast Edmonton
- 43 units
- Builder – Rohit Group



Program Background

Pilot Site: Cannon Ridge

- Northeast Edmonton
- 42 units
- Builder – Landmark Homes



Study Purpose

The Program evaluation was initiated to understand the successes and challenges of the two pilot projects, and to apply the lessons learned to the development of the remaining 18 First Place Program sites.

Stakeholders List

- Woodvale and Homesteader Community League
- Edmonton Federation of Community Leagues
- Participating financial Institutions (5)
- Canadian Home Builders Association, Edmonton Region
- Pilot project builders – Rohit and Landmark
- Edmonton Public and Catholic School Boards
- Canada Mortgage and Housing Corporation
- Realtors' Association of Edmonton
- City staff involved with pilot projects

Key Findings

Stakeholders

- Pilot projects achieved Program objectives
- Continued support for Program
- Consultation process was very successful
- Projects are well integrated within Woodvale and Homesteader communities
- Continued demand for modestly priced entry-level housing



Key Findings

Home Owners' Survey

- Program enabled 49% to purchase homes. 27% would have purchased anyway and the remaining 24% were unsure.
- Younger buyers - 76% age 20 to 35. Majority couples - 62%
- 63% previously lived in apartments
- 77% would recommend Program to friends and family
- Good physical and social integration with existing community



Key Findings

Housing Market Analysis

- Anticipated demand of 540-633 town home units per year
- Currently oversupply of condominium apartments, not town homes (CMHC)
- Town homes are more affordable due to lower condo fees and provide more equity
- Town homes provide family oriented design
- Review and update market analysis every 3 years





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Program Enhancements

- 1. Adopt a two-staged approach for builder selection and site allocation. Use RFQ process to select 3-4 qualified builders, followed by RFP to allocate remaining sites.**
- 2. Allow builders to assume responsibility for unit marketing on the remaining sites, while acknowledging City Program and web site.**
- 3. Allocate remaining 18 sites in phases, making 3-4 sites available concurrently across city in each phase of development.**



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Program Enhancements

- 4. Evaluate each phase of development upon completion and use results to inform subsequent phases.**
- 5. Remain open to new housing forms, innovation and market changes.**
- 6. Provide Administration discretion to allow limited exceptions to 'first time' buyer criteria to include individuals who may have owned prior to an unplanned life event (e.g. divorce, job loss).**

Summation

First Place Program enables families and individuals with modest incomes to own their first home.

