



September, 2015

1. WHAT IS BROADENING THE BASE (BtB)?

Broadening the Base is a community-based, collaborative, and inclusive initiative that will promote widespread engagement in and identify new and underutilized models and mechanisms to accelerate affordable housing development in Ottawa for key vulnerable populations including the chronically homeless, low income families with young children, youth at risk, Aboriginal people, and vulnerable seniors.

Broadening the Base is not a new affordable housing service provider or developer but a multi-stakeholder collaborative that will research and recommend new and innovative ways to leverage resources and partnerships to address the current gap in affordable housing development in Ottawa.

2. WHAT ARE THE GOALS OF BtB?

Broadening the Base has three targeted goals. First, it will **strengthen community collaboration** for affordable housing by creating a common cause effort that optimizes joint efforts among all stakeholders in the issue, including the vital role played by the City, provincial and federal governments. Second, it will **promote affordable housing as a civic responsibility** of Ottawans and community, business, and institutional organizations, in addition to government. And third, it will **identify new ideas and mechanisms** for affordable housing development, financing, philanthropy and the development of land/property assets to catalyze and leverage 1500 new affordable housing units in Ottawa in the next five years.

3. HOW IS BtB ORGANIZED?

A core team of five volunteer community leaders and a hired project coordinator facilitate and direct the work of five “design circles”, each tasked with identifying new ideas and mechanisms to address a specific element of affordable housing development. Each design circle is convened by two issue-specific experts and a team of volunteers from diverse stakeholder groups.

4. WHAT DOES EACH BtB DESIGN CIRCLE DO?

The **Affordable Housing Development Models and Partnerships Design Circle** will develop three or more alternative affordable housing development models that could be considered for Ottawa

The **Land Assembly Strategies and Land Trust Establishment Design Circle** will determine the structure for a land assembly strategy that will connect those who have land with those who are seeking to develop affordable housing

The **Social Impact Investment Circle** will analyze the potential design and utilization of an Affordable Housing Social Impact Fund based on review and analysis of leading examples elsewhere in Canada

The **Philanthropy Assessment & Mechanism Design Circle** will develop an attractive approach to invite philanthropic sources of capital for affordable housing development and sustainability.

The **Communications and Community Engagement Design Circle** will ensure that the broad affordable housing, homelessness, social services and community/health services community, along with the general community, are connected to BtB and aware of its development, including opportunities for input and plans and innovation

5. WHAT HAS BEEN ACCOMPLISHED SO FAR?

- Widespread stakeholder and community consultations in 2014 and early 2015 collaboratively identified the scope and design of the initiative.
- More than 25 organizations have formalized their support for BtB through a written expression of commitment to participation and collaboration in the project
- Funding was secured and a project coordinator was hired to manage the project through the implementation phase.
- The five design circles were organized

6. WHAT HAPPENS NOW?

From now until June, 2016, the initiative will be in its **implementation phase**. During this period the five design circles will regularly convene. Consulting widely and drawing on community knowledge and best practices in Ottawa and other jurisdictions, the five circles will identify an innovative and Ottawa-made approach to addressing their facet of the initiative. Leadership meetings will be convened by the core team at various points in the implementation phase where design circles will report their activities and to test and deliberate opportunities for the integration of the recommended approaches to address the affordable housing gap in Ottawa. The results of the deliberations will be developed into a strategic plan for affordable housing developing in Ottawa over the next five years.

7. HOW WILL BtB REPORT ITS ACTIVITIES?

Broadening the Base will be open and transparent, reporting its activities to and seeking feedback on its activities and potential solutions through regular community meetings that include representatives from social and affordable housing organizations, local businesses, government agencies and the community at large.

8. WILL BtB SUPPORT, MANAGE, OR INITIATE EXISTING OR FUTURE AFFORDABLE HOUSING DEVELOPMENT PROJECTS?

Broadening the Base is not a capital campaign fundraiser or developer. The focus of Broadening the Base is to identify the means and opportunities to innovatively accelerate affordable housing development and partnerships in Ottawa and ensure that these resources are available to the community at large.

9. HOW DOES BtB FIT IN WITH THE CITY OF OTTAWA'S HOMELESSNESS ACTION PLAN?

Broadening the Base supports the City of Ottawa's efforts and commitments to affordable housing and Broadening the Base is actively consulting with and involving city staff in the initiative. Broadening the Base complements and has much potential for integration with the City's 10 Year Housing and Homelessness Plan. In the implementation phase specific opportunities for partnership and integration will be identified.

10. HOW CAN I GET INVOLVED WITH BtB?

Understand the need for affordable housing.
 Keep abreast of our activities by signing up for email updates or visiting our website at endhomelessnessottawa.ca/broadeningthebase/
 Attend a community consultation.
 Become involved in a design circle.
 Contact: btbcoordinator@btbottawa.ca