HOUSING IMMIGRANTS IN SMALL COMMUNITIES

Presentation by
Tom Carter
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at
On The Bright Side: Rural Canada Works
Rural Development Institute
Brandon University
October 15, 2010
Presentation Objectives

1) Setting the Context
2) Describe the Housing Needs
3) Discuss the Market Circumstances
4) Strategies to Resolve Rural Housing Shortages
5) Outline a Community Housing Process
6) Concluding Thoughts
Setting The Context
Increasing Numbers of Immigrants to Manitoba and Rural Areas

To Manitoba: 3,000 in 1998, 13,520 in 2009

To Areas Outside Winnipeg: 510 in 1998, 3,550 in 2009

Province has a policy objective of 20,000 immigrants per year by 2016

Provincial Nominee Program is the Major Policy Tool of Attraction

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Source: Citizenship and Immigration Canada

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Immigrants to Manitoba: Winnipeg versus Other Centres
1998 - 2008

Source: Citizenship and Immigration Canada

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Prioritized Ranking of Manitoba Growth Centres

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<table>
<thead>
<tr>
<th>Centre</th>
<th>Total Arrivals</th>
<th>Percentage</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>Winnipeg</td>
<td>23,594</td>
<td>69</td>
<td></td>
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<tr>
<td>Winkler</td>
<td>3,537</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Steinbach</td>
<td>2,114</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Brandon</td>
<td>1,530</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Morden</td>
<td>635</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>7,816</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Outside Winnipeg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Altona</td>
<td>153</td>
<td>0.4</td>
<td>5</td>
</tr>
<tr>
<td>Thompson</td>
<td>127</td>
<td>0.3</td>
<td>6</td>
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<tr>
<td>Rhineland</td>
<td>115</td>
<td>0.3</td>
<td>7</td>
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<tr>
<td>Virden</td>
<td>68</td>
<td>0.2</td>
<td>8</td>
</tr>
<tr>
<td>Ste Anne</td>
<td>52</td>
<td>0.2</td>
<td>9</td>
</tr>
<tr>
<td>Stonewall</td>
<td>43</td>
<td>0.1</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>558</td>
<td>1.6</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Outside Winnipeg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Centres</td>
<td>2,123</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Outside Winnipeg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Outside Winnipeg</td>
<td>10,497</td>
<td>31</td>
<td></td>
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<tr>
<td>Total Provincial Nominees</td>
<td>34,091</td>
<td>100</td>
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</tbody>
</table>

Source: Manitoba Labour and Immigration

Note: The above figures do not include the arrival of TFWs in centres such as Neepawa.
Housing Needs

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CHARACTERISTICS OF THE PROVINCIAL NOMINEES

- eighty percent of households arriving are families
- seventy percent have children
- twelve percent are extended families
- average household size is four
CHARACTERISTICS OF PROVINCIAL NOMINEES

– 85% of principal applicants working
– two-thirds of spouses working
– close to 60% have university degrees
– average income $49,000 ($11,000 < Prov. avg.)
– 18% earn less than $30,000
– 16% earn $70,000 plus
– 40% initially below poverty line – declines rapidly
CHARACTERISTICS OF PROVINCIAL NOMINEES

- average homeowner pays $700/month
- average renter pays $600/month
- 25% of owners and renters have affordability problems
- homeownership rate 39% after 2 years, 79% by 5 years
HOUSING NEEDS

- initial need for rental housing during early settlement period
- large (3 bedroom) rental units often required
- affordable homeownership to meet longer term demand
- **THE GREATEST DEMAND IS FOR AFFORDABLE BUT NOT LOW-INCOME HOUSING**
- significant growth is very concentrated in a few centres
- even small numbers of arrivals can put pressure on housing markets
Rural Housing Market Circumstances
THE RURAL MARKET IS CHARACTERIZED BY:

– low vacancy rates
– an aging housing inventory – poor condition, energy problems, small, some abandoned/derelict units
– very few rental units in some centres
– limited supply of serviced lots and shortage of serviceable land
– lack of capacity in the housing and development industry
Rental Vacancy Rate: Manitoba  2000 - 2009

Source: Canada Mortgage and Housing Corporation

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## Brandon Rental Statistics

<table>
<thead>
<tr>
<th></th>
<th>Bachelor</th>
<th>One bedroom</th>
<th>Two bedrooms</th>
<th>Three + bedrooms</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vacancy Rates (%)</strong></td>
<td>0.0</td>
<td>0.0</td>
<td>0.3</td>
<td>0.6</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>Average Rents ($)</strong></td>
<td>398</td>
<td>415</td>
<td>500</td>
<td>519</td>
<td>586</td>
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<tr>
<td><strong>% change Rents</strong></td>
<td>4.3</td>
<td>3.8</td>
<td>4.7</td>
<td>5.6</td>
<td>4.8</td>
</tr>
</tbody>
</table>

Source: CMHC Rental Market Report, 2009

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### Steinbach Rental Statistics

<table>
<thead>
<tr>
<th></th>
<th>Bachelor</th>
<th></th>
<th>One bedroom</th>
<th></th>
<th>Two bedrooms</th>
<th></th>
<th>Three + bedrooms</th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacancy Rates (%)</td>
<td>4.5</td>
<td>0.0</td>
<td>0.0</td>
<td>0.4</td>
<td>2.5</td>
<td>0.2</td>
<td>0.0</td>
<td>0.0</td>
<td>1.6</td>
</tr>
<tr>
<td>Average Rents ($)</td>
<td>336</td>
<td>345</td>
<td>504</td>
<td>522</td>
<td>623</td>
<td>660</td>
<td>701</td>
<td>709</td>
<td>580</td>
</tr>
<tr>
<td>% change Rents</td>
<td>2.7</td>
<td>3.6</td>
<td>5.9</td>
<td>1.1</td>
<td>5.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: CMHC Rental Market Report, 2009
Vacant Home in Neepawa MB

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Derelict House in Minnedosa MB

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Row Housing in Grunthal MB

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REGIONAL MARKET ISSUES

– Demand for housing in some centres is spill over from other centres
– Minnedosa – recipient of spill over demand from Brandon and Neepawa
– Raises both policy and housing investment issues
  – Who should respond to the demand?
  – Is the demand temporary or long term?
  – Will demand fluctuate?
  – Are jobs permanent or temporary?
– Perhaps best to develop regional housing strategies

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Strategies to Resolve Rural Housing Needs
BROAD STRATEGY APPROACHES

- large and small communities may have to approach the provision of housing differently
- the scale of demand requires different approaches

Larger Centres $\rightarrow$ Greater Demand $\rightarrow$ Build New Units

Smaller Centres $\rightarrow$ Limited Demand $\rightarrow$ Modify Existing Stock

- remember the ultimate housing objective of most immigrant households is homeownership
- housing provided for immigrants should also be flexible enough to meet local needs

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SPECIFIC HOUSING ACTIONS

- repair older homes
- conversion of commercial or institutional buildings to residential units
- development of secondary suites and accessory apartments
- zoning changes to facilitate the development of housing
- development of new affordable rental and ownership housing
- production of modular housing
- tax incentives
- trust funds
- exploring alternate development standards
- development of community housing strategies
- housing informational and educational programs
Conversion Potential in Neepawa

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Minnedosa Old Town Office Converted to Temporary Housing

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Affordable Housing in Steinbach MB

Lyndhurst Gate

- Choice of uniquely designed floor plans
- Attached garage
- Combination of stone, stucco & designer siding
- Concrete driveway & sidewalk
- Fully landscaped lots

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Small Lot High Density Ownership Units in Steinbach MB

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Innovative Subdivision Design in Steinbach

Hampton Village

Tom Carter
Professor of Geography
The University of Winnipeg
The Community Housing Process

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Professor of Geography
The University of Winnipeg
THE PROCESS OF DEVELOPING A HOUSING STRATEGY

- there are at least seven steps in developing a strategy
- taking leadership
- building partnerships
- conducting a needs assessment
- community consultations
- identifying priorities
- assessing funding needs and delivery options
- choosing options

Some housing needs will always go unanswered
Concluding Thoughts

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There is no “one size fits all” housing approach

Questions?

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