YOU HOLD THE KEY
FIX THE CO-OP HOUSING CRUNCH
Your Presenters

Scott Jackson, National Program Manager, Communications Co-operative Housing Federation of Canada (CHF Canada)

Fiona Jackson, Communications Director Co-operative Housing Federation of British Columbia (CHF BC)
Your election...
Last year... Canada’s election
Setting the stage
The campaign
Takeaways
Discussion
agenda
Co-op housing in Canada ;-)
Co-op housing in Canada (for real)

Early 1900s  First housing co-ops

1960s  Government funding programs

Today  Roughly 250,000 Canadians live in 92,000 units in 2,200 housing co-ops
Co-ops in Canada – how do they work?

- Mostly federally funded, non-profit, mixed-income
- Members own a share ($1,000 to $5,000)
- Rental model with some subsidy for lower-income households
- Most built between 1960s and 1990s
- Feds got out of business in early 1990s
- Few developed by provinces
End of operating agreements: The “co-op housing crunch”

20,000 of 92,000 existing co-op units receive federal subsidies

50,000 people total affected

Co-op pays off mortgage, subsidies expire
Government oversight ends too
Most over by 2020

Co-op is mortgage-free, BUT needs to restore old and often cheaply-constructed buildings
Evicting members or short-funding replacement reserves?
End of operating agreements: The “co-op housing crunch”

- Declining federal support
- A growing affordability crisis
You Hold the Key Video #1 (hyperlinked)

The co-op housing crunch

Low-income co-op households will face a crisis as their homes become unaffordable
Our national campaign SWOT

Strengths
Weaknesses
Opportunities
Threats
Strengths

• Our people
• Our stories
• Working together
• Good track record
Weaknesses:

- Feds no longer in the business
- Provinces saying it’s a federally-created program
- Throwing balls back and forth
- Stuck in a no-man’s land
Opportunities

- A federal election campaign
- Housing a major issue
- Polling shows voters care
Threats

- Thousands of households at risk
- Some co-ops self-subsidizing and facing financial crises
A national campaign

- Mobilize members
- Use the power of storytelling
- Work together – national and provincial federations
- Create a campaign strategy
- Adopt a brand
The power of the KEY

Co-operative Housing Federation of British Columbia
Campaign strategy

- National and regional approaches
- Engage our members
  - Ask co-ops to pass resolutions supporting our campaign
  - Identify co-op “champions” to tell their stories
- Reach out to politicians with letters, invite them to co-op events, meet directly to discuss issue
- Partner with supportive organizations
- Have a plan for the federal election
Campaign resources

- The key
- A slogan
- Graphics
- Photos
- Videos
- Resolutions
- A flyer
- A magazine
- Media releases
- Campaign websites
- Champions
- and Cookies!
Tools - national

Federal election website with "send a message to your elected rep" feature
Tools - regional

You Hold the Key
Fix the Co-op Housing Crunch

The Campaign

The You Hold the Key Campaign is a joint partnership of the Co-operative Housing Federation of BC (CHF BC) and CHF Canada dedicated to protecting our most vulnerable members. For more information about the campaign in BC, email youholdthekycampaign@chfbc.ca or call 604-687-2110. For more about campaign activities across the country visit CHF Canada’s campaign website.

Federal budget relief puts pressure on B.C. to fix the co-op housing crunch

On March 22, housing co-ops across Canada celebrated a federal budget that promises short-term relief for low-income co-op members caught in the co-op housing crunch. Budget 2020 allocates $30 million over the next two years to provide rent assistance to low-income households as existing funding agreements expire. This aligns with what we have been asking for since day one of our You Hold the Key campaign.

The federal government also put more money in Budget 2020 to help the province handle this extra responsibility. Now it’s time to make sure the provincial government steps up to the plate to deliver a longer-term rent supplement program for our most vulnerable members. Watch this space for updates as we move towards a successful conclusion to the campaign. And remember: you hold the key.


Campaign magazine, web sites, tattoos
Shared tools – social media

Twitter hashtags:
#coophousingcrunch and #youholdthekey

Campaign Facebook page
Shared Tools – Big Keys
Don Hauka: Key campaigner-in-chief
You Hold the Key Campaign went national in 2014
Canada came together again in 2015
Tours at co-ops
Lobbying - federal
Lobbying - provincial

Premier (governor) of British Columbia, Christy Clark

Premier (governor) of Ontario, Kathleen Wynn
Lobbying - municipal
What we asked for

Since 2013 we asked for a provincially-delivered rent supplement program
What we asked for

- Over 300 co-ops representing 12,000 plus households passed resolutions

- We wrote letters and sent copies of our campaign magazine to all elected officials in every federal, provincial and municipal riding with at least one co-op
You Hold the Key video #2 hyperlinked

H.W. Flesher Co-op members and friends from other co-ops
The Candidates
The Candidates

Bloc Quebecois

Green Party

Not national or below 10% in polls
The Candidates

Stephen Harper - Conservative
Stephen Harper - Conservative

- Prime Minister since 2006
- Strong economic focus
- Strong roots in Alberta - pro oil pipelines
- Tight control on party and civil service
- Muzzled scientists on climate change
- Stiff image, despite attempts to showing off his musical side (with his band, the Van Cats)
The Candidates

Tom Mulcair – New Democrats
Thomas Mulcair - NDP

- Leader of opposition
- Not a lifelong left winger
- Seen as the NDPs first-ever chance at power
- Govt experience as a Quebec Liberal
- Formidable parliamentarian
- Held Harpers feet to fire on senate scandal
- Not a warm guy, reputation for hot temper
Justin Trudeau - Liberal

- Third place party
- Liberal historically dominant but in a big slump after several big defeats running weak candidates
- A high school teach by training
- Beat a Conservative Senator in a boxing match
- Seen as a young, pretty boy, lightweight
- But...
Election in a nutshell

• Spring 2015 – Mulcair way in lead

• Mulcair plays it safe

• August – Harper ‘drops writ’ for long election period

• Trudeau outflanks Mulcair on left, promising deficit spending on infrastructure

• Trudeau surprises by winning first debate
Here’s how it looked in the polls
What we got

Three of four major parties pledged to fix the co-op housing crunch and invest in co-op housing
Result

BREAKING NEWS
<table>
<thead>
<tr>
<th>PARTY</th>
<th>MAJORITY</th>
<th>ELECTED</th>
<th>LEADING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>L</td>
<td></td>
<td>184</td>
<td>0</td>
<td>184</td>
</tr>
<tr>
<td>C</td>
<td></td>
<td>99</td>
<td>0</td>
<td>99</td>
</tr>
<tr>
<td>NDP</td>
<td></td>
<td>44</td>
<td>0</td>
<td>44</td>
</tr>
<tr>
<td>B</td>
<td></td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

**ELECTED**

**LEADING**

**TO COME:** 0 RIDINGS
What we got

Harjit Sajjan, (right)
Liberal MP Vancouver South, Minister of National Defence

Dan Ruimy, Liberal MP
Maple Ridge-Pitt Meadows

Maryam Monsef (right),
Liberal MP Peterborough-Kawartha, Minister of Democratic Institutions and President of the Queen’s Privy Council

Loads of elected MPs who’d “held the key” during the campaign.
What we got...promises, promises!
Promises, Promises, Promises

- Stop climate change
- Reconcile with native Canadians
- Legalize marijuana
- Billions in deficit infrastructure spending
- Reform the entire electoral system
- Bringing in 30,000 Syrian refugees in the three months after the election

..and many more little ones, like replacing co-op housing subsidies
What we got

Hon. Jean-Yves Duclos, Minister responsible for Canada Mortgage and Housing Corporation (CMHC)

Scott Hamilton, Chair, Select Standing Committee on Finance and Government Services
After 20 years of inaction, federal re-engagement in affordable housing with $2.6 billion over two years, including:

- $504m transfers to provinces (AHI)
- $574m for energy retrofits to social housing
- $732m for First Nations housing
- $208m new housing innovation fund
- $30m to replace expiring federal co-op subsidies (that’s us!)
A big thank you – to Minister Duclos for attending our 2016 AGM
We still have challenges:

- Only a partial temporary solution
- Need permanent solution after 2018
- Opportunities with provincial elections: in BC the election is in May 2017
Campaign take-aways

- Importance of partnerships
- Relationships with decision-makers
- Showing the human side of policy issue
- Patience and persistence for long fight
- Having a unifying slogan and symbol
- Sunny ways
- Keeping it fun!
Remember, You Hold the Key!!