

## FEDERAL PARTIES MUST COMMIT TO THESE FOUR THINGS:

1

## National Housing Strategy — Phase II

The current National Housing Strategy (“NHS”) is largely a social housing strategy aimed at serving 530,000 of the most vulnerable Canadians. It’s laudable and should be strengthened. But it leaves many Canadians out, including an additional ~1.2 million people estimated to be in core housing need, many of whom earn decent incomes but find themselves priced out of their own community. A second phase of the NHS must be launched to ensure ALL Canadians can afford a good home — whether renting or owning — by addressing failures in the broader housing market.

2

## CMHC's 2030 Goal

Strong policy flows from clear goals. The Canada Mortgage and Housing Corporation (“CMHC”) has adopted a goal that “By 2030, everyone in Canada has a home that they can afford and that meets their needs.” This is the right goal. It balances ambition with specificity, and has the credibility of being associated with Canada’s national housing agency.

3

## Guiding Principle of Homes First

To achieve that 2030 goal, we must fundamentally shift how we treat housing and residential land. We need to share it more equally, making room for a diversity of people and housing. We need to protect it for locals, and against egregious uses by money launderers, cheats, speculators, and those parking money in empty homes. Going forward, federal policy shouldn’t encourage owners to expect more wealth from the sale of their home than they put in through principal payments and home renovations, plus inflation. We shouldn’t encourage landlords to expect more income than is warranted by the total cost and ongoing labour of providing a rental home. All federal housing policy should flow from a principle of Homes First: treating housing as a place to call home, not a way to get rich, or something only the rich can afford.

4

## Comprehensive — Not Partial — Action

Affordability can be attained through higher earnings and/or lower costs. But, because it’s not realistic to expect Canadians’ earnings to shoot up, we need a comprehensive set of policies to carefully rein in costs. Partial solutions — like only focusing on supply — can actually make things worse. To be credible, parties’ housing plans must address supply, demand, and underlying wealth inequalities in the broader housing market, while simultaneously scaling up the stock of social and community housing. Platforms should also seek to collect better data and to de-risk the market against a decline in prices (see framework on reverse).

## Policy Options

SEE [GENSQUEEZE.CA/ELXN2019](https://gensqueeze.ca/elxn2019) FOR A FULL LIST

In conjunction with the Housing Research Collaborative — comprised of researchers, housing providers and policymakers from B.C., Ontario and Quebec and hosted at UBC — Gen Squeeze is releasing a range of policy options to help parties “tick the boxes” of a comprehensive plan. These include a **federal beneficial ownership registry**, **higher taxes on housing and land wealth (and lower income taxes)**, **incentives for municipalities to facilitate new supply including “missing middle” and rental housing**, **holding the line on mortgage stress tests and amortizations**, and a **scaled-up Home Equity Share program**. Child care, parental leave and transit investments can also help close the gap between incomes and housing costs.

# A FRAMEWORK FOR ACTION

More important than any one policy is a strong framework that holds them together. Here's a framework parties can adapt as they create their own housing plans.

GOAL:

**ALL CANADIANS CAN AFFORD A GOOD HOME BY 2030**

GUIDING PRINCIPLE:

**HOMES FIRST**

**BASIC PLAN**

## NATIONAL HOUSING STRATEGY PHASE I

**SCALE UP THE NON-PROFIT MARKET**



**SHORE UP EXISTING STOCK**



**EXPAND THE STOCK**



**CREATE STRATEGIES TO SERVE MOST VULNERABLE**



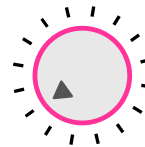
**DE-RISK THE MARKET AGAINST A DECLINE IN PRICES**



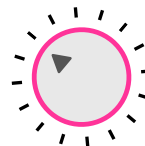
**CONTINUALLY IMPROVE DATA COLLECTION & SYNTHESIS**

## NATIONAL HOUSING STRATEGY PHASE II

**ADJUST THE DIALS OF THE REGULAR MARKET**



**DIAL DOWN HARMFUL DEMAND**



**DIAL UP THE RIGHT SUPPLY**



**REBALANCE TAXES ON HOUSING WEALTH vs. INCOME**

Child care, parental leave and transportation add up to additional mortgage or rent-sized payments for many Canadians. Investments in these areas can also help close the gap between incomes and housing costs.