

MOBILIZING FOR

**NATIONAL HOUSING
STRATEGY 2.0**



What is SHHR?

Social Housing and Human Rights is a coalition of organizations and individuals advocating for more federal investment in social housing across Canada.



What is Social Housing?

Social Housing

- **Exists outside of the market** and cannot be used for speculation or to generate wealth.
- **Owned by** public, non-profit or co-operative housing providers. Cannot be owned by private housing providers.
- **Rents are** less than 30% of household income or equivalent to social assistance housing allowances. In Quebec, the threshold is 25% of household income and this must be maintained.
- **Targeted at** low-income renters in 'core housing need' and people experiencing homelessness.

VS

Affordable Housing

- **Owned by** public, non-profit, co-op **and private** housing providers. **Rents vary** across programs and governments, and don't align with CMHC's definition (eg. 70%/80% of median market rent; 30% of median family income).
- CMHC considers housing to be affordable if it costs less than 30% of a household's total income before taxes.



Our Call to Action

We call on the Prime Minister and the Minister of Housing to fulfill their legal obligation to realize the human right to housing and:

1. Create a minimum of 50,000 net new accessible rent-geared-to-income social housing units each year for 10 years, starting now. These units should be targeted for those experiencing core housing need and homelessness and have rents permanently set at no more than 30% of household income.

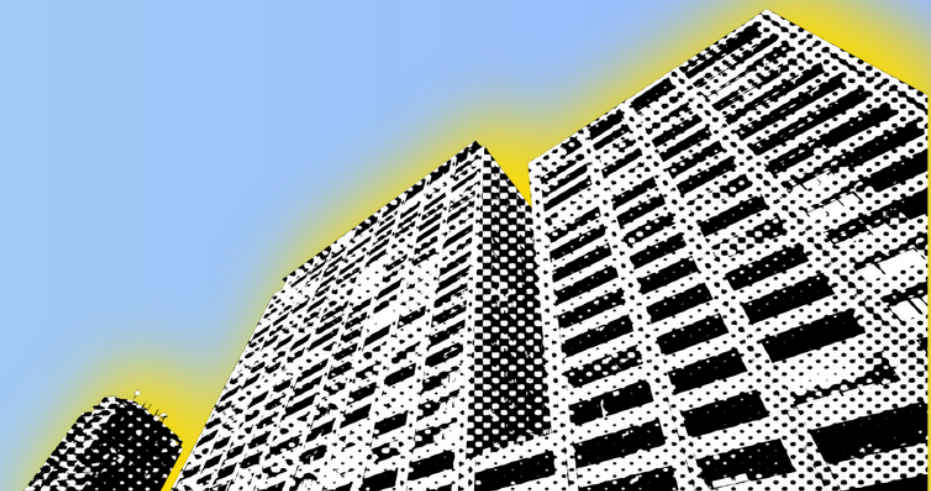
2. Invest in the acquisition, construction, operation, and maintenance of new and existing public, non-profit, and cooperative-owned housing that meets the unique and varied requirements of people experiencing core housing need and homelessness.

Build Canada Homes: Will it create the housing SHHR is calling for?

BCH will support affordable units for these four income bands: very low (0%-25% of median regional income), low (26%-50% of median regional income), moderate (51%-75% of median regional income) and median (76%-100% of median regional income).

For example, at the national income level, to be affordable a one-bedroom would need to rent no more than \$377 for someone living on a very low income and no more than \$1,131 for someone living on a moderate income.

Roughly 35% of renters in Canada fall in the very low- and low-income bands. BCH may support projects for very low- and low-income households, but has not committed to outcome-based targets for the quantity or percentage of housing that will be affordable for each income category. That means there is no commitment to create affordable housing for low-income renter households in the greatest need.



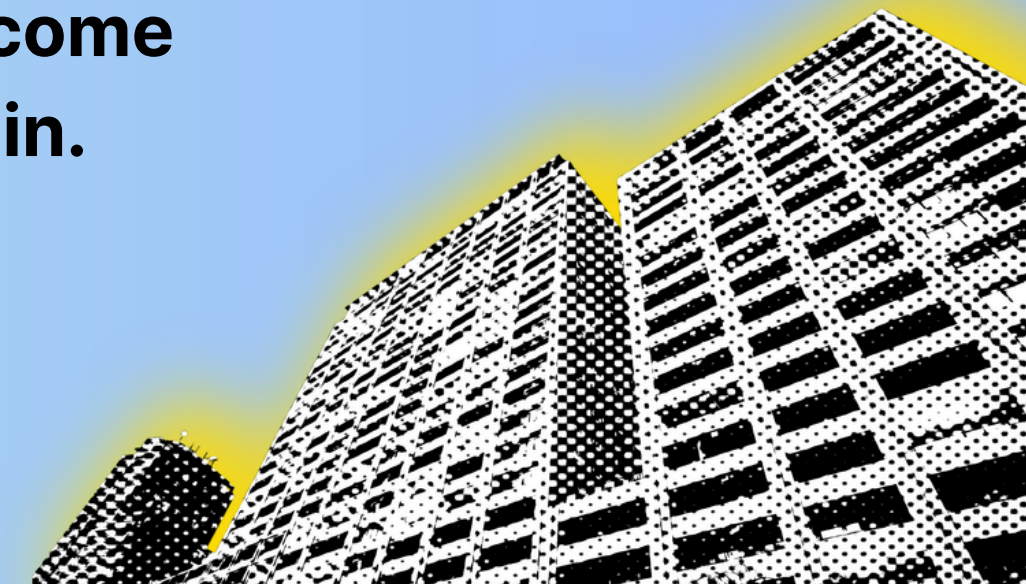
Additionally, BCH projects include a mixed-income model with market rent units that would not be considered affordable.


For the six initial sites of BCH direct development on public land, the housing is NOT targeted toward housing for low-income households:

- 60% of units will rent at market rents;
- 20% of units will have rents set at the median household income band; and
- 20% of units will have rents set at the moderate income band.

BCH says it will contribute \$625 million to community housing acquisition; \$1 billion towards transitional and supportive housing; and \$5.4 billion (grants and loans) toward projects developing “affordable housing”. This may lead to the development of rental-housing for low-income households, but it isn’t clear how many units.

BCH could create 13,000 units of housing affordable to “low and very low-income households” over 5-years, but achieving this number of units is also uncertain.





The National Housing Strategy (NHS) and the programs that are part of the strategy expires in 2027. The Parliamentary Budget Officer estimates a decline in NHS program funding of 56 percent from \$9.8 billion in 2025-26 to \$4.3 billion in 2028-29 as existing funding programs expire.

Without outcome-based targets, BCH may not create the housing Canada needs for the growing number of low-income renters in core housing need. The Minister of Housing and Infrastructure has made clear that regardless of whether it is non-market or market housing, his government is focused on private investment to build affordable housing. There is strong evidence that public investment in non-market, social housing is the only way to ensure long-term affordability for low-income households.

Social housing advocates now need to set their sights on a renewed NHS that includes strong public investment, and clear targets and timelines to build social housing.



Why we need to organize and 4 things you can do



1. Send a submission about the Build Canada Homes Act (we have a template you can use!)
2. Mail our postcard to the Prime Minister
3. Contact your MP
4. Share our upcoming letter campaign



No Postage
Required





Dear Prime Minister Carney:
We call on you to:

1. Create a minimum of 50,000 net new accessible rent-geared-to-income social housing units each year for 10 years, starting now. These units should be targeted for those experiencing core housing need and homelessness and have rents permanently set at no more than 30% of household income.
2. Invest in the acquisition, construction, operation, and maintenance of new and existing public, non-profit, and cooperative-owned housing that meets the unique and varied requirements of people experiencing core housing need and homelessness.

Signature: _____

Address: _____

The Right Honourable
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Order postcards here:





Take Action RIGHT NOW



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**Sign our letter campaign to the
Minister of Housing**



Thank you!

If you have any questions, please
contact us at:



shhr@policyalternatives.ca



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Organizing for Change