FUTURE CITIES
CANADA

July 23, 2021

WRITING SUCCESSFUL PROPOSALS
The Housing Supply Challenge

EVERGREEN   NATIONAL HOUSING STRATEGY   Canada

About Evergreen

Evergreen makes cities more livable, green and prosperous.

For 30 years, we've been facilitating change in communities through connection, innovation and sustainable actions. We work with community builders across sectors to solve some of the most pressing issues cities face: climate change, housing affordability, and access to nature and public spaces.
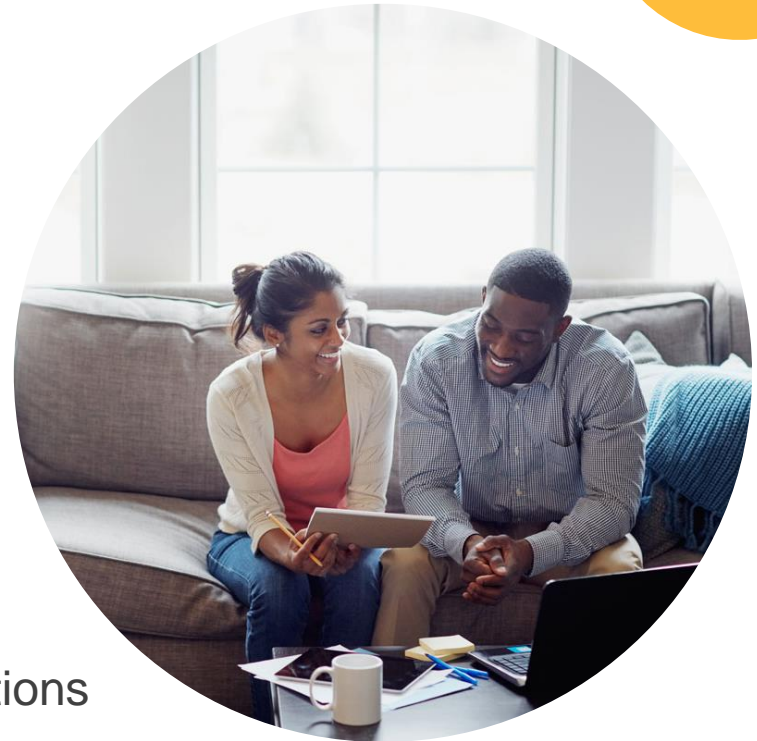
Our mission: To make cities livable, green and prosperous

Housing Supply Challenge Support Program

Evergreen delivers the Support Program of the Housing Supply Challenge, which aims to:

- **Provide guidance, mentorship and the resources** needed to develop and improve applicant submissions so they can advance bold ideas in response to Canada's Housing Supply Challenge, creating implementable, local ideas and solutions that improve development of housing that is affordable

- **Support applicants in creating implementable, local ideas and solutions that address** barriers to housing supply and affordability

- **Build sector capacity to generate innovative housing solutions** by showcasing replicable/scalable solutions; sharing best practices and lessons learned; and strengthening multi-sectoral networks, collaboration and alignment across the housing ecosystem

Support Overview

Stage One Applicants

- Individual support services around application process
- Eligibility confirmation
- Online resources
- Collaboration events
- Skills building workshops

Stage Two Applicants

- Individual support services around application process
- Solution testing and refinement
- Online resources
- Collaboration events
- Skills building workshops
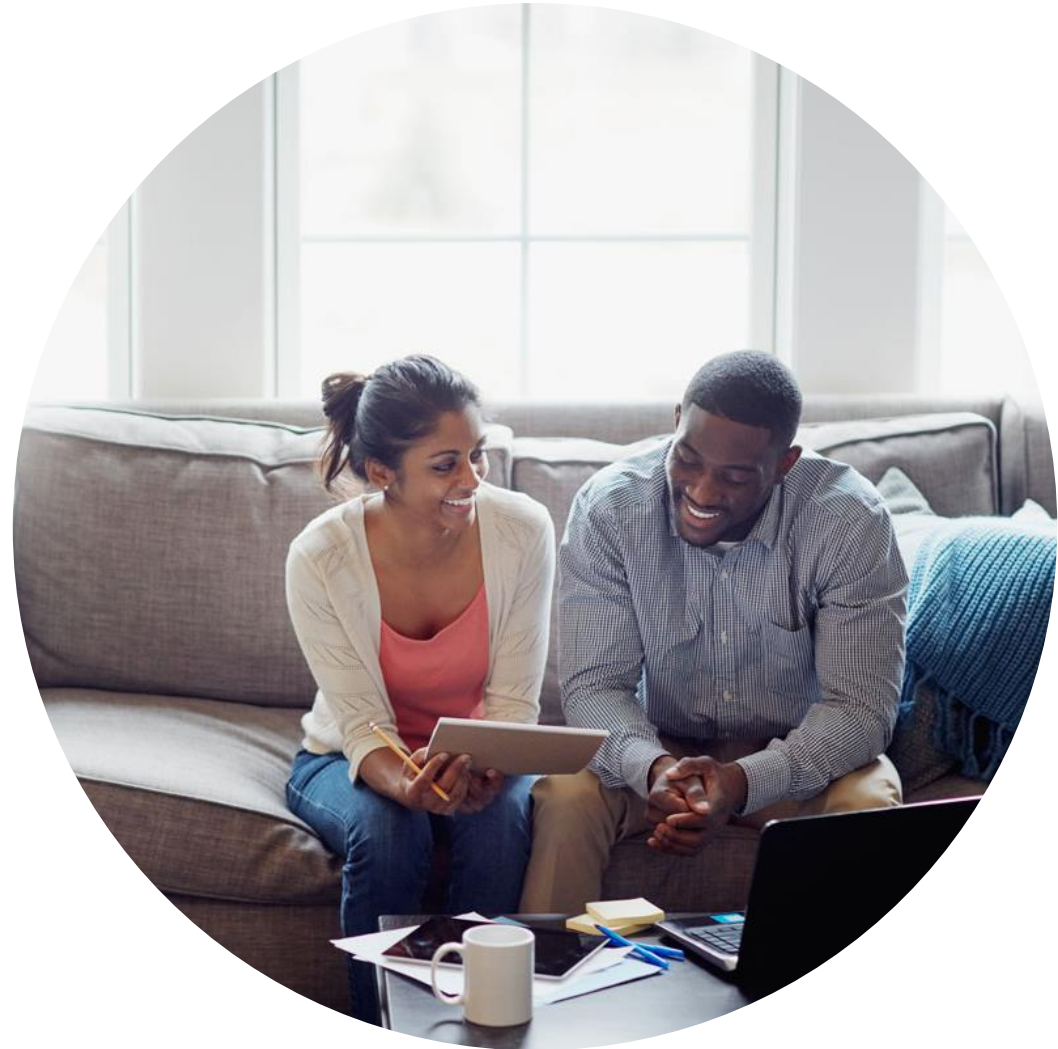
Community Solutions Portal

- Expert content and research
- Knowledge sharing
- Communications

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Timeline – Stage One, Getting Started Round

June 9, 2021   Program Launch (Applicant Guide, Applicant Form, Info session)

June 23, 2021   World Café

July 7, 2021   Design Thinking Workshop

July 21, 2021   Proposal Writing Workshop

August 25, 2021   Submission Deadline
(2:00pm EST)

Sept-Oct, 2021   Application Evaluation

Oct-Nov, 2021   Shortlisting (up to 30 teams) and Stage 2 Orientation Session

Agenda

- Getting Started Round

  - Overview

  - Challenge Statement

  - Objectives

  - Proposal Writing Overview

  - Application Sections

- A Chat With Round 1 Applicants

- Moderated Q&A Session

- Closing and Next Steps

"Getting Started" Round

The Getting Started round seeks solutions that will address barriers to housing supply by improving pre-development processes for housing that is affordable.

Stage 1: **Concept development and initial application**

Stage 2: **Project plan and final application**

Pre-development activities include everything that brings a housing project from idea to the start of construction. These may include project planning, approvals, obtaining financing, public consultations, etc. The Getting Started round is open to solutions that focus on pre-development activities for new construction, as well as conversion or redevelopment of existing supply to meet current needs.

The Getting Started round encourages applicants to identify and propose solutions that **seek to upend business-as-usual** and **advance reconciliation and equity.**

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Challenge Statement

We are challenging you to create implementable, local solutions that improve pre-development of housing that is affordable.

Getting Started Round Objectives

I

Have a long term impact on pre-development of housing that's affordable

II

Implementable within the timeline of the Getting Started round

III

Attract new ideas and resources and bring together different groups to solve the complex barriers to pre-development of housing

IV

Incorporate people-centered design to consider the needs of those who will use or be affected by the solution.

Proposal Writing Overview & Best Practices
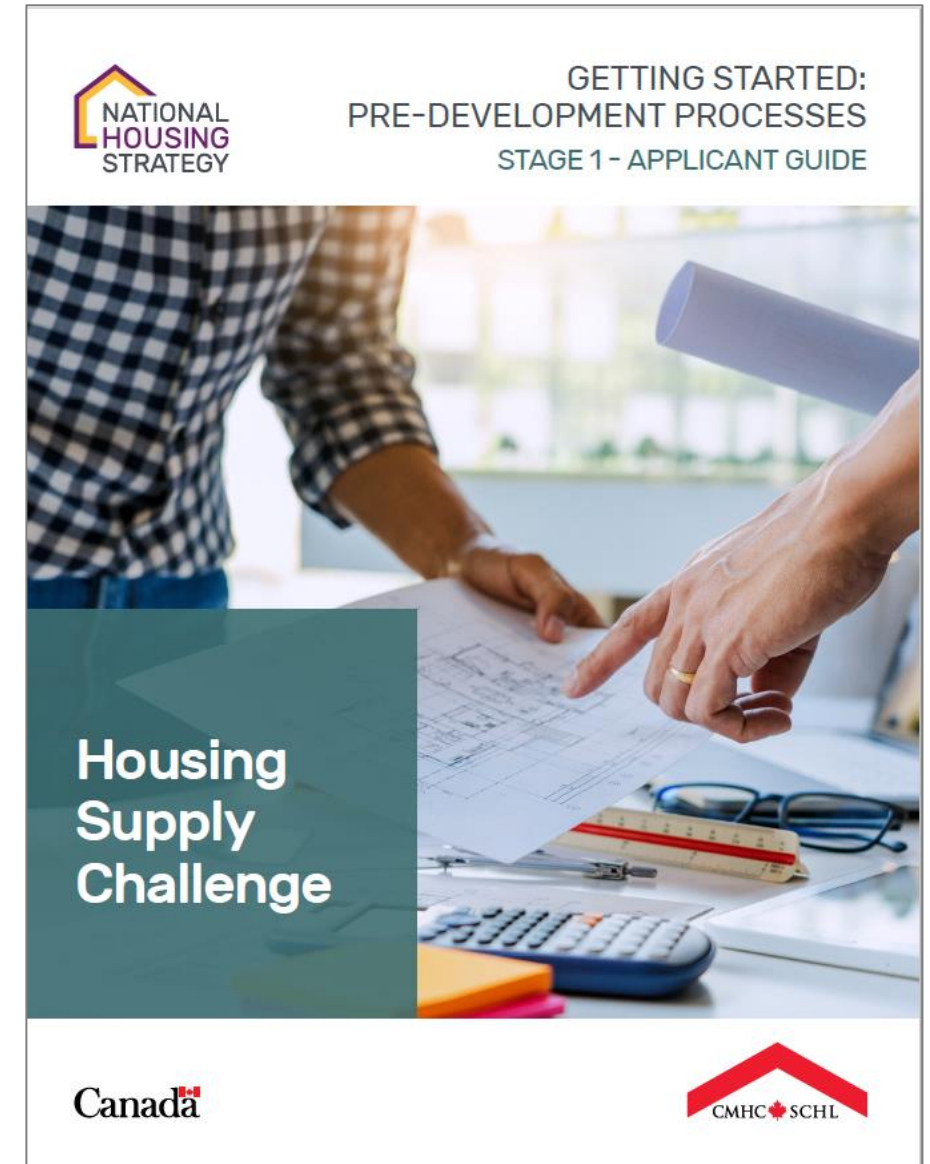
First Steps

- Read and reread the applicant guide!

- Understand key dates, proposal requirements, scope, and eligibility

- Pay attention to assessment methods

- Be aware of cost restrictions → What can't be paid for?

- Note announcement info and plan accordingly

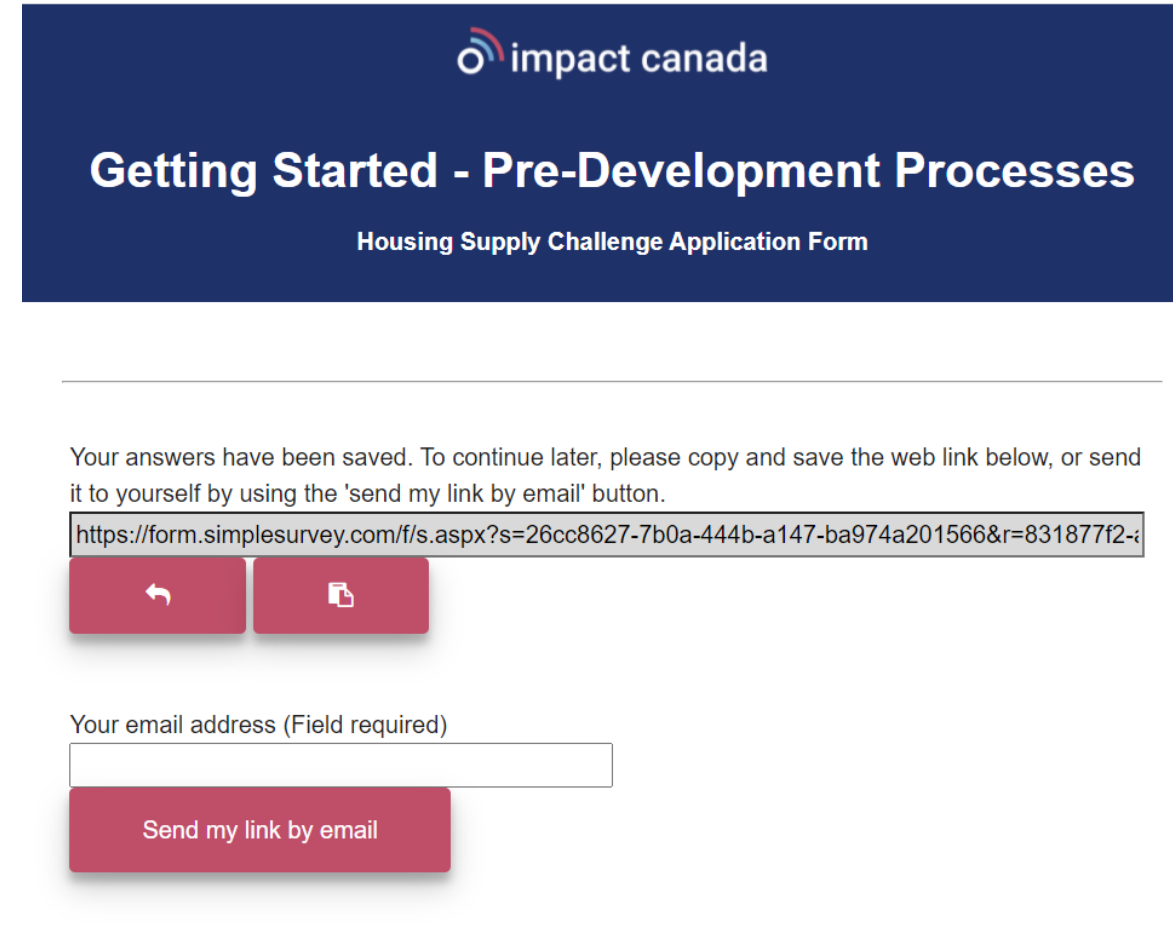*When in doubt, reach out and ask!*

Getting Started Applicant Guide

- Bookmark the link and download the document: **Applicant Guide**

- Don't ignore the appendices:

  - Appendix A – Terms and Conditions

  - Appendix B – People-Centered Design

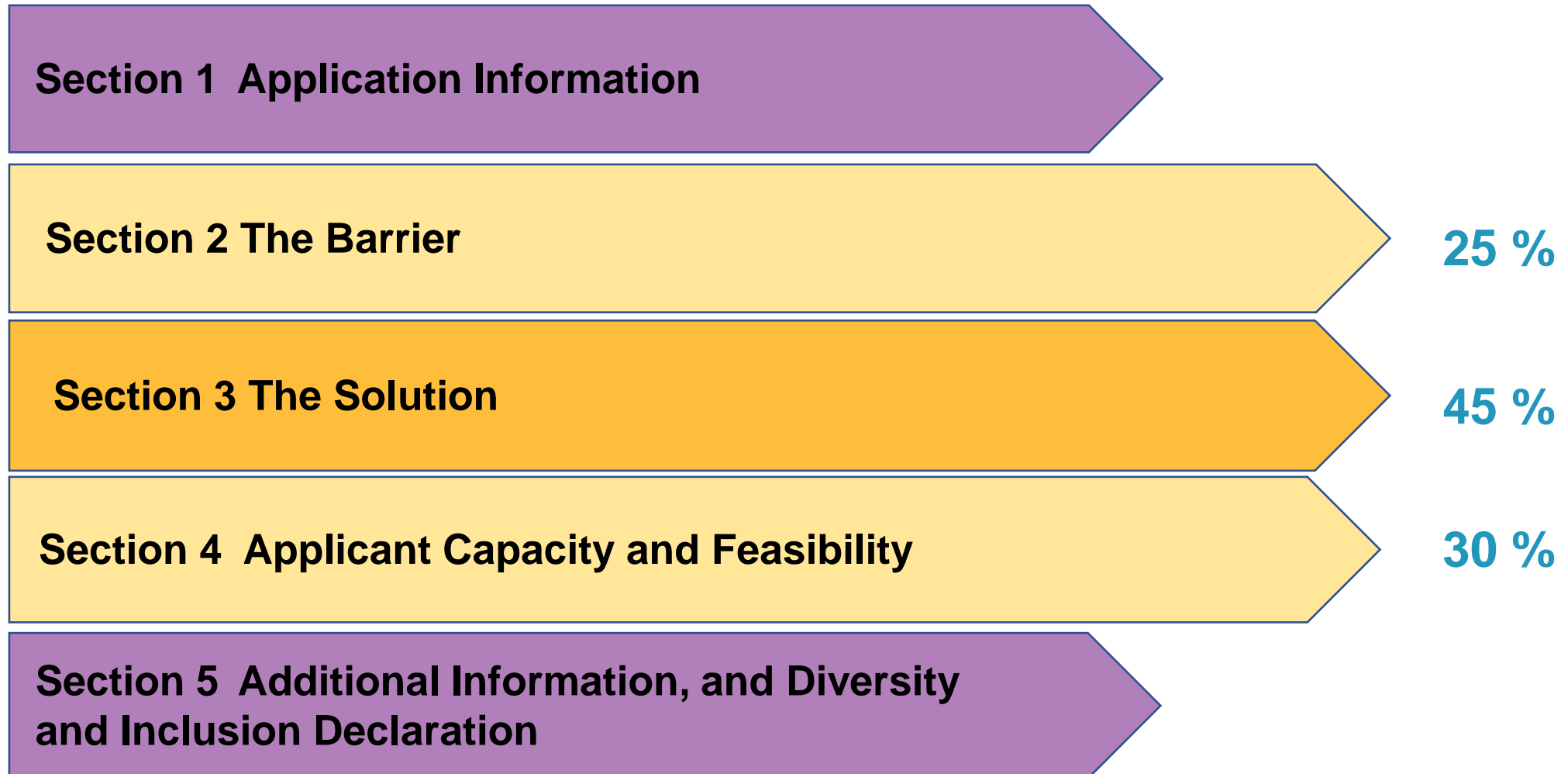 - Appendix C – Example Solutions

  - Appendix D – Application Form

GETTING STARTED:
PRE-DEVELOPMENT PROCESSES
STAGE 1 - APPLICANT GUIDE

NATIONAL HOUSING STRATEGY

Housing Supply Challenge

Canada

CMHC ◆ SCHL

Getting Started Application Form

- Bookmark the link: **Application Form**

- Username and password **not** required

- Familiarize yourself with the Application Form in advance

- Save your work online or work offline until you are ready to submit

- Character count countdown provided as you complete each response

- Note: All questions are mandatory and incomplete forms will not be evaluated

impact canada

Getting Started - Pre-Development Processes

Housing Supply Challenge Application Form

Your answers have been saved. To continue later, please copy and save the web link below, or send it to yourself by using the 'send my link by email' button.

https://form.simplesurvey.com/f/s.aspx?s=26cc8627-7b0a-444b-a147-ba974a201566&r=831877f2-a

Your email address (Field required)

Send my link by email

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Application Overview

Section 1 Application Information

Section 2 The Barrier   **25 %**

Section 3 The Solution   **45 %**

Section 4 Applicant Capacity and Feasibility   **30 %**

Section 5 Additional Information, and Diversity and Inclusion Declaration

Section I: Application Information

Contact Information

- Lead applicant (legal entity)

- Double check the contact details - avoid using auto-fill

Eligibility Check

- Support Program can help confirm your eligibility

Terms and Conditions

- Terms and Conditions can be found in <u>Appendix A</u>

Section I: Application Information (contd.)

1.2 Summary Description of the Solution (1300 Characters)

Basic details about your solution:

What barriers will be addressed?

How and where will it be implemented?

This information will be used to match appropriate evaluators to your application.

TIPS

- Make sure to include <u>KEY WORDS</u>

- Do <u>NOT</u> try to tell all your story here - you will have more space in other sections

- Keep it simple and understandable - make every character count

- You may want to complete this section <u>last</u>

Section II: The Problem

2.1 Describe the Barriers in Pre-Development Process (4500 Characters)

What is the barrier?
    Idea to construction, planning, approvals, financing etc.

Where does the barrier exist?
    Geographic areas (neighbourhood, community, etc.)

What is the impact of the barrier in that area?

- Provide sufficient context for the barrier you are defining

- Keep in mind that the evaluators might not be familiar with your area or the problem

- While describing the barriers, keep in mind that you'll need to address them in the following sections

- The barrier doesn't have to be related to new construction - keep conversion or redevelopment in mind too

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Section III: The Solution

3.1 Detailed Description of Proposed Solution (2500 Characters)

What is your proposed solution?

    Describe your solution and anticipated impacts

Where it will be implemented?

    Be consistent with the area identified earlier

TIPS

- Keep your solutions <u>relevant</u> to your identified barriers

- Do not try to address all other possible issues – stick to what you have mentioned

- Do you remember the appendices? Refer to Appendix C for example solutions

Section III.II: The Solution

3.2 How Will the Proposed Solution Reduce/Eliminate Barriers? (4000 Characters)

What are short-, medium-, and long-term impacts? How will you measure?

    e.g., reduced time or cost, increased efficiency and/or predictability, or opportunities for collaboration

How is affordability defined in the context of your area?

    Consider how solutions will impact along the income spectrum with less emphasis on high earners, investors, and wealthy populations

TIPS

- Refer to existing local measures of affordability

- Affordability is context dependant - provide a clear picture of the solution in your specific geographic area

- Demonstrate your solution's long-term & local impact

- Don't forget the Getting Started Round objectives - link them to your solution

Section III.III: The Solution

3.3 How Your Solution is Informed by Similar Solutions or Previous Research? (2000 Characters)

How do you build on, adapt, differentiate from previous works?

Section III.IV: The Solution

3.4 Does Your Proposed Solution Have Dependencies That May Affect Implementation?

Yes / No / I don't know

Provide a brief description of your rationale for your choice. (1000 characters)

TIPS

- Your solution may depend on other variables - identify potential dependencies where possible

- Check all levels of legislation: federal, provincial and municipal

- If you identify a dependency, try to find out who needs to be involved to achieve implementation

Section IV: Applicant Capacity and Feasibility

4.1 Team Members | Capacity to Develop & Deliver the Solution

Relevant experience of each team member (1000 character each)

Describe how you will include the relevant authority for your solution.

💡 *You'll need to fill a table for each team member.*

TIPS

- Evaluation panel would like to see the <u>relevant and appropriate</u> capacity and experience of the team members

- Provide and describe the steps on how you are planning to include the relevant authority for your solution - make sure you are identifying the right organizations or entities here

Section IV.II: Applicant Capacity and Feasibility

4.2 If Shortlisted, What Are The Immediate Next Steps? (2000 characters)

Describe the necessary actions you will take to successfully develop the project plan for the proposed solution during the 6-month Stage 2.

Overall estimate of the total duration of the project.

Provide a broad list of costed activities you will undertake if you are shortlisted.

TIPS

- Avoid unrealistic timelines - your next steps should be <u>feasible</u>

- Cost-estimated activities should be also <u>realistic</u>, <u>logically organized</u> and <u>comprehensive</u>

- Final costing is <u>not</u> required at this stage

Section IV.III: Applicant Capacity and Feasibility

4.3 How will your solution incorporate people-centered design?
(2500 characters)

What's your approach to engage with different groups?

Section V: Additional Information, and Diversity and Inclusion

5.1 If the Lead Applicant is receiving funding from another CMHC program, please confirm that the activities proposed for Getting Started do not duplicate activities that are already funded. (1000 characters)

Include the name of the other program you are receiving funding from and a brief description of how the activities are distinct.

Stacking is permitted, duplication is not.

Diversity & Inclusion Declaration

- Aim is to gather data to help improve the inclusivity and accessibility of the Housing Supply Challenge design and delivery

- Data collected will not be shared with the evaluation panel and will not be a factor in funding decisions

- Declaration is optional

Submission Deadline – 25 August 2021

Does anyone remember the exact time?

[Application Guide](#)   [Application Form](#)

A Chat with Round 1 Shortlisted Applicants

Devin Tu

President

Map Your Property

Diane Talbot-Schoenhoff

Project and Research Specialist

Rick Hansen Foundation

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Next Steps

- Please **share your feedback** on today's workshop using the survey link in the chat

- Evergreen will reach out to connect with you and answer any questions you may have

- A reminder that the **Application deadline is August 25, 2021 at 2:00pm EST**

- **Applications can be submitted here:** https://impact.canada.ca/en/challenges/housing-supply-challenge-round-2/application-form

Next Steps - Resources

- Join us on the **Slack [Applicant Forum](#)**

- Watch the Getting Started round **[Pre-Launch event recording](#)**

- Take a look at the Round 2 **[Information Session](#)**

- Watch our Getting Started Workshops Recordings on the Community Solutions Portal

  - World Café Introduction and Plenary

  - Design Thinking Workshop

  - Proposal Writing Workshop

Contact Us

✉ HSC-DOLsupport2@evergreen.ca   📞 647-670-2265

For more info about the Housing Supply Challenge:

CMHC – National Housing Strategy

https://www.cmhc-schl.gc.ca/en/professionals/project-funding-and-mortgage-financing/funding-programs/all-funding-programs/housing-supply-challenge

Impact Canada Portal

https://impact.canada.ca/en/challenges/housing-supply-challenge-round-2

Community Solutions Portal – Evergreen Support Program

https://portal.futurecitiescanada.ca/participate/housing-solutions/