

FEASIBILITY STUDY OF A HOUSING
INFORMATION SYSTEM FOR
THE CITY OF OTTAWA

by

© KATHERINE MEDLAND

A Practicum
presented to the University of Manitoba
in partial fulfillment of the
requirements for the degree of
MASTER OF CITY PLANNING
in
DEPARTMENT OF CITY PLANNING

Winnipeg, Manitoba 1986

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ISBN 0-315-33889-X

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Abstract

The purpose of this practicum is to evaluate the feasibility of creating a Housing Information System for the City of Ottawa (H.I.S.). This would be created in response to an identified need derived on the part of housing and government officials, planners, housing managers and various other interested parties and groups.

The City of Ottawa's new Department of Housing is concerned about changes in the housing stock and population characteristics, the real estate market and the extent of revitalization and displacement currently occurring within certain areas of the city. The H.I.S. would be in effect, an early warning system that would highlight neighbourhood changes affecting need, demand and supply of housing in order to indicate shelter requirements, and responsive policies for the City of Ottawa.

The feasibility of a Housing Information System will be evaluated through:

- an exhaustive search of currently available housing information sources
- an examination of the extent of the City of Ottawa's own administrative data sources
- a synthesis of existing sources of information with City of Ottawa sources to create an inventory of information for the H.I.S.

- a telephone questionnaire to:
 - determine the demand for the H.I.S.
 - identify of other pieces of information that would be useful to individuals, public and private agencies
- determine the extent to which production costs can be recovered
- determine the format

A significant amount of interest and need for the H.I.S. was indicated by this research and, hence, it was recommended that the City of Ottawa proceed with the H.I.S. The information package should be easy to read and comprehend with interpretation of data provided. The respondents to the second questionnaire also felt that the optimal format would be a quarterly report. Another important finding was the level of interest in various topics that could best be covered in an editorial section.

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CHAPTER 1 - INTRODUCTION

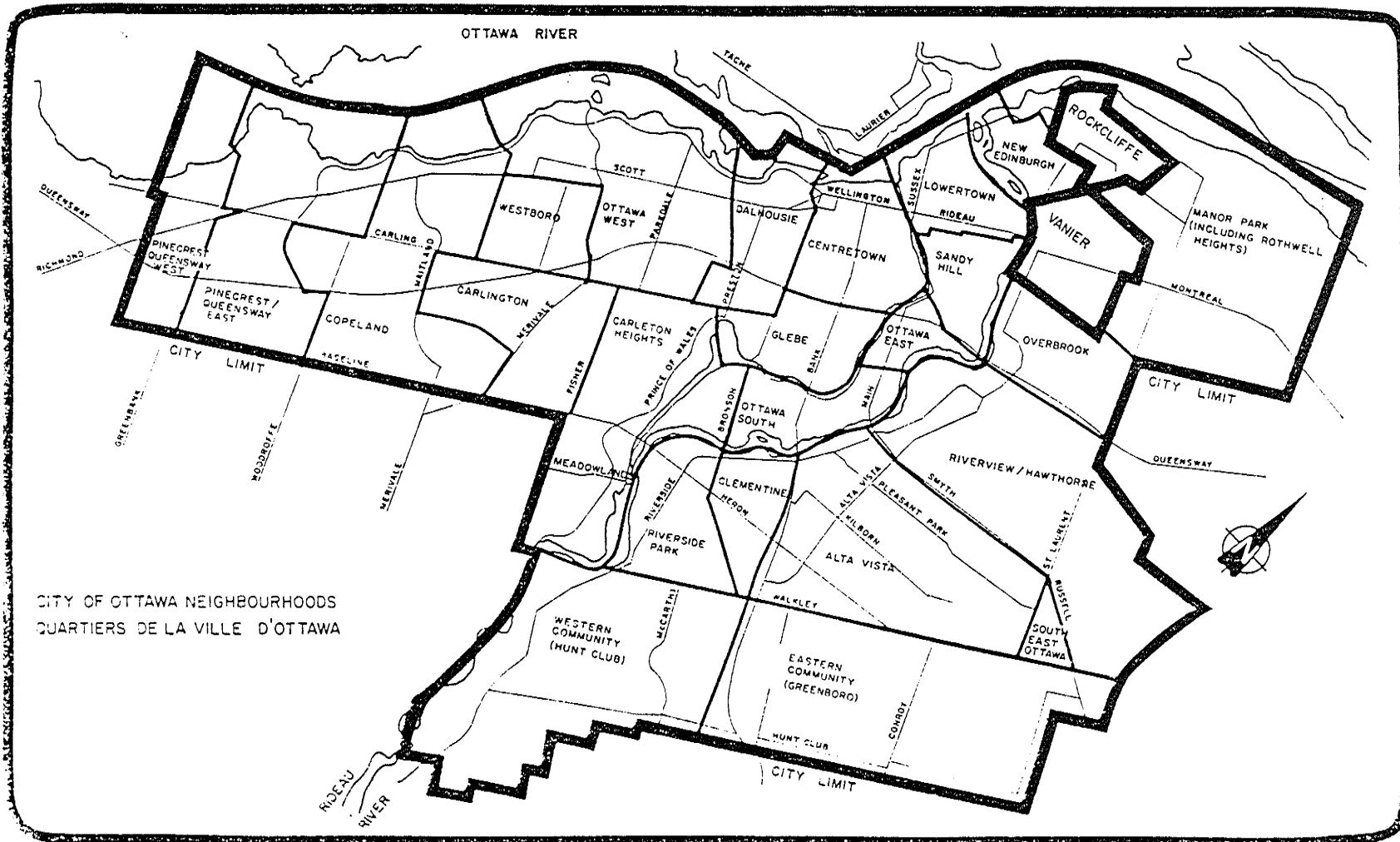
1.0 Purpose

The purpose of this practicum is to establish the feasibility of creating a Housing Information System (H.I.S.) to report on the Ottawa housing market for the use of housing and government officials, planners, housing managers and various other interested parties and groups.

1.1 Background

The City of Ottawa Planning Department is concerned about changes in the Ottawa housing stock and population characteristics, its' real estate market and the extent of revitalization and displacement currently occurring within areas of the city. (See Map 1 for a map of the City of Ottawa Neighbourhoods.)

In effect, the H.I.S. would be an early warning monitor that would highlight neighbourhood changes affecting need, demand and supply of housing in order to indicate shelter need requirements and responsive community development policies for the City of Ottawa. For an indication of the house prices in the City of Ottawa, in relation to the prices in other Canadian cities, Table 1.0 has been included. Ottawa

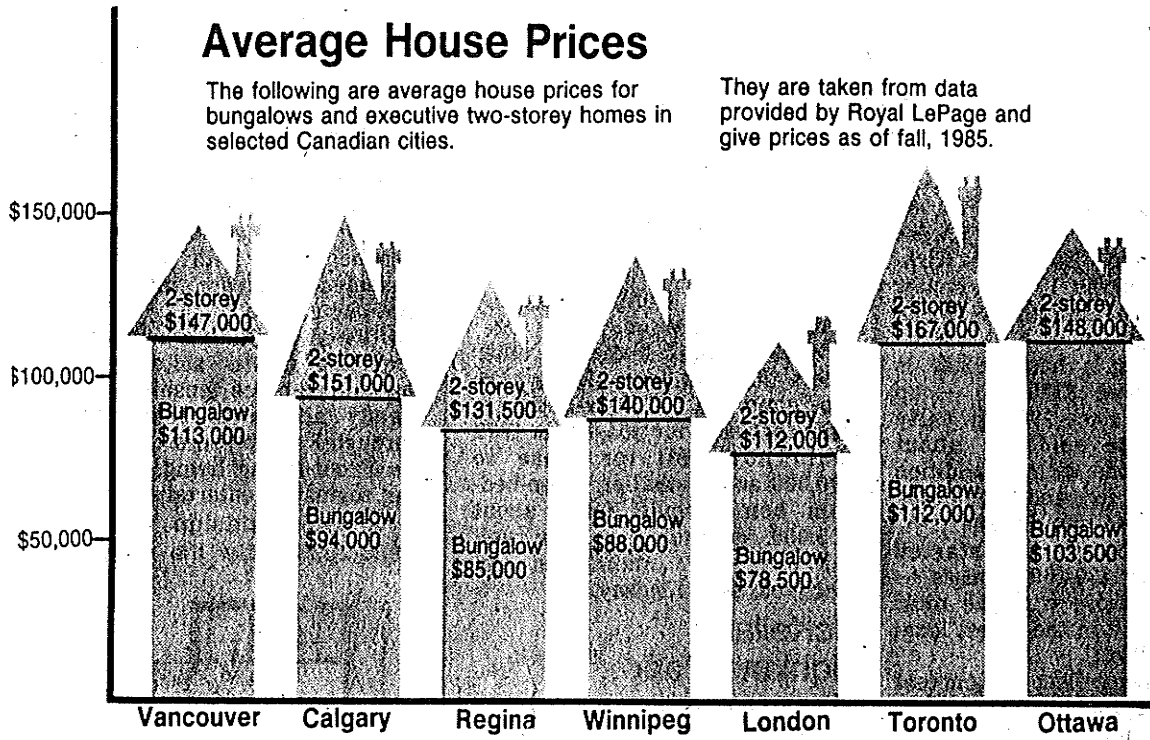


CITY OF OTTAWA NEIGHBOURHOODS
 QUARTIERS DE LA VILLE D'OTTAWA

4231

MAP 1.0

Table 1.0



Source: The Citizen, Ottawa, Saturday, February 15, 1986.

has the second highest priced 2-storey homes in Canada, and the third highest priced bungalows; hence the need for affordable is a great concern to the City of Ottawa.

Of equal importance as a result of such an indepth monitoring system, light would be shed on the consequences and effectiveness of different government programme activities in different Ottawa neighbourhoods. It will provide information and feedback about some of the policies and programmes that have been or will be implemented by government officials to deal with special situations.

It is also suggested that the monitor could aid local officials in better understanding standing the private market forces at work in their communities and indicate investment potential of various areas for both public and private agencies.

Currently, data is available from a variety of sources (discussed in Chapters 2 and 3) which the H.I.S. would synthesize, along with data created internally by the City of Ottawa's Planning Department. However rather than simply summarizing the findings of various agencies, the information is to be directly useful, accessible and relevant to those interested in Ottawa's housing market.

1.2 Orientation of Work

This practicum has a general planning orientation with no specific biases. It was undertaken in response to a perceived absence of a comprehensive housing information source for their city by the Housing Department of the City of Ottawa. Hence, the orientation of this practicum is towards meeting the needs of planners for a readily accessible and intelligible housing information source. Emphasis has been placed on discussing the criteria for a H.I.S. with planners within the Region in order to provide them with what could be a valuable planning document.

A discussion of the City of Ottawa housing problems is not within the scope of this work, nor is a statistical analysis of the findings of this practicum and specific details of what should be included in the monitor.

1.3 Methodology

To reiterate, the purpose of this work is to establish the feasibility of the H.I.S. System. The methods best suited to this end are:

- a survey of existing sources of information through a telephone questionnaire. The questionnaire results are synthesized to provide a summary of available information sources
- an examination of the extent and magnitude of the City of Ottawa sources through personal interviews and research

- a synthesis of existing sources of information with City of Ottawa sources to create an inventory of information which could be included in the H.I.S.
- a second telephone questionnaire implemented by phone to:
 - 1) determine the demand for such the M.I.S.;
 - 2) identify other pieces of information that would be useful to public and private agencies;
 - 3) determine the extent to which publication costs could be recovered through subscription revenues;
 - 4) determine the format of report.

1.4 Format of this Report

The following chapters contain:

- the preliminary survey and the resulting inventory of housing information sources for the City of Ottawa
- the information sources obtained through the City of Ottawa's own resources
- the second questionnaire: the selection of an appropriate survey method and the analysis of the survey results in order to give an indication of the feasibility of the H.I.S.
- a discussion of the results of the questionnaire and recommendations for a H.I.S.
- a conclusion of the practicum with an overview of the work completed

CHAPTER 2 - INVENTORY OF HOUSING INFORMATION PRELIMINARY SURVEY

2.0 Introduction

The purpose of this chapter is to obtain an overview and understanding of the extent and nature of information and sources that are utilized by public and private agencies in Ottawa.

This preliminary phase was completed through the use of a telephone survey of a variety of public and private agencies involved either directly or indirectly with housing in Ottawa to obtain their sources of housing information. The contact list was compiled from the City of Ottawa's Housing Study Team's Reference and Contact List.

A discussion of the methodology, questions and analysis of results and the classification of information results are included in this chapter.

2.1 Methodology

A questionnaire was administered over the phone. This choice was made for several reasons:

- "a. this is the quickest of the survey techniques.
- b. the refusal rate is usually low among people who are reached by phone.
- c. the cost per completed interview is low for the sample covered.
- d. interview may be scattered over a wide area within a City without adding to the cost.
- e. as compared with a mail questionnaire, the telephone survey is preferable because it usually costs less per return." ¹

It was recognized that the disadvantages of this method are:

- "a. as a sample of the general population, telephone subscribers are not representative in that not everyone has a telephone and, for the purpose of this practicum not all agencies concerned with housing are listed in the yellow pages of the Ottawa phone book.
- b. detailed data cannot be gathered by this method because the informants soon become annoyed or impatient. If the questionnaire is too long, the respondent may either hang up or give unreliable answers.
- c. the brevity of the introduction and questions does not give the respondent much time to orient themselves to the subject matter of the questionnaire. Reactions requiring careful thought, such as criticisms of various government policies or opinions on different issues, cannot be readily obtained by telephone.
- d. the telephone interview neither encourages the respondent to amplify his replies nor gives the interviewer much time to jot down the comments. A face-to-face interview is more conducive to a considered response." ²

¹ (Parton, Surveys, Polls and Samples, 1966, p. 91-92)

² (Parton, Surveys Polls and Samples, 1966 p. 92-93).

Despite the above mentioned disadvantages of a telephone survey, the method was chosen because of time and cost constraints on the study. The purpose of this survey was the identification of basic available sources.

2.2 Questionnaire

The questionnaire administered by telephone consisted of the questions as follows:

The first question was concerned with the supply and the price/cost of housing in Ottawa.

The second question was concerned with the price and costs of housing which influences both the supply and demand for housing. According to the Multiple Listing Service, the City of Ottawa has the second and third highest priced housing market in Canada, hence, the price and cost aspect of housing is extremely important to this City. (See Figure 1.0.)

The third question addressed Housing Demand which is a function of household statistical information: type of housing needed for which groups at what cost.

The fourth question tried to ascertain further sources of housing information that would be created by either public or private agencies.

The fifth question is addressed to the Social Agencies - first, do they have waiting lists and second, do they collect social and locational characteristics which would give an idea of the groups most in need of housing.

The last question, a follow-up to the above questions was whether or not the data collected by the agencies would be open to the public. This determines whether or not this information could be used by the City of Ottawa in their H.I.S.

The answers were recorded on specifically prepared sheets (See Table 2.0) for interpretation and analysis.

TABLE 2.0: THE PRELIMINARY QUESTIONNAIRE

SOURCE:

I) DO YOU HAVE INFORMATION ON THE FOLLOWING TOPICS FOR HOUSING IN OTTAWA:

	<u>YES</u>	<u>NO</u>	<u>NOTES</u>
1. <u>SUPPLY:</u>			
- Tenure _____			
- Location of existing stock _____			
- Starts _____			
- Demolition _____			
- Vacancies _____			
2. <u>PRICE/COST:</u>			
- Rents _____			
- Capital Costs _____			
- Selling Price _____			
- Financing _____			
- Government Programmes available _____			
3. <u>DEMAND:</u>			
- Household information: _____			
- Type _____			
- Size _____			
- Age of household _____			
- Income _____			
4. <u>MARKET ANALYSIS:</u>			
- Do you perform a market analysis? _____			
- What do you include? _____			
- How often do you publish? _____			
- Cost? _____			
5. IF A SOCIAL AGENCY, do you compile a waiting list of applicants and their characteristics? _____			
6. <u>DO YOU RELEASE ANY OF THE ABOVE INFO?</u>			
- All of it? _____			
- What is confidential? _____			

2.3 Analysis of Questionnaire Results: Classification of Information
by Source

Twenty informal questionnaires were completed. The responses adequately represented public and private agencies. A detailed list of the respondents to the preliminary informal questionnaire, is presented in Appendix I, and a compilation of housing information and the sources is included in Appendix II. In broader terms, the sources of information obtained through the questionnaire can be classified into the following categories:

Trends in the Cost/Price of Housing

- Canadian Mortgage and Housing Corporation (CMHC)
- Regional Municipality of Ottawa-Carleton
- Ontario Housing Corporation (own assisted units only)
- Residential Tenancy Commission
- Multiple Listing Services (MLS)
- Statistics Canada
- Homelocaters (rents)

Housing Supply/Building Trends

- CMHC
- Regional Municipality of Ottawa-Carleton
- Statistics Canada
- City of Ottawa
- Canadian Housing Information Centre
- Development Information System (D.I.S.)
- Housing Occupancy Analysis System (H.O.A.S.)

Housing Demand/Demographic Trend

- Statistics Canada
- Regional Municipality of Ottawa-Carleton
- Canadian Housing Information Centre
- City of Ottawa: Planning Department

Housing Need

- City Living
- Ottawa-Carleton Regional Housing Authority
- Regional Social Services
- Social Planning Council
- S.A.S./D.I.S.

A number of agencies, namely, City Living, Ottawa-Carleton Regional Housing Authority and third sector groups compile waiting lists and, therefore, can provide characteristics of persons on the waiting list and current residents in assisted housing. Variables could be analyzed on an aggregate level which would provide a finer breakdown of special housing needs groups.

2.4 Conclusion

The purpose of the preliminary questionnaire was to create an inventory of housing sources currently used by agencies in the City of Ottawa. It was expected that the primary sources of information would be C.M.H.C., Statistics Canada and the Regional Municipality of Ottawa-Carleton. However, it was found that many of the sources of information that the City of Ottawa could provide were underutilized. The following chapter will discuss these sources of housing information.

CHAPTER 3 - CITY OF OTTAWA HOUSING INFORMATION

3.0 Introduction

The purpose of this chapter is to describe the sources of housing information that the City of Ottawa could provide to interested parties or agencies. This chapter will expand upon the following sources that City of Ottawa can provide:

- Teela Market Surveys (TEELA)
- The Development Information System, (D.I.S.).
- The Development Information Status System, (D.I.S.S.) and
- The Housing Occupancy Analysis System (H.O.A.S.)

At present, the information available from the D.I.S., D.I.S.S. and H.O.A.S. have not been utilized to their maximum advantage for housing purposes. The three systems all rely on data compiled during enumeration. A full enumeration is performed every 3 years by the Province of Ministry of Revenue. A partial enumeration is performed in the "between years". This is done by mailing out a questionnaire to properties that have been sold as a means of reporting the data. It is felt by the City of Ottawa that the difference between full and partial enumeration is not overly significant for building or structural information, although demographic data is only reliable for full enumeration years.

3.1 Teela Market Surveys

Teela Market Surveys report on all property transfer information for municipalities within the Province of Ontario; it lists purchaser, vendor, property and purchase details including mortgage information. The Teela Market Survey also lists all apartments (6 units or more) showing address, description of apartment building and land, current and previous owners and complete mortgage and purchase data for a 2 year period with monthly or quarterly updates.

The survey is prepared from information recorded from land deeds from within the land registry offices of every city in Ontario. The Teela Market Survey is published on a monthly or semi-annual basis by a private consulting firm in Toronto and is received by a subscription. It is primarily used by market analysts, research consultants and real estate appraisers.

This system provides a reliable source of information for those interested in buying and selling real estate and for those who are watching the real estate market.

3.2 The Development Information system (D.I.S.)

The Development Information System (D.I.S.) is a computer program run by the City of Ottawa's Community Development Department on a mainframe computer. It is updated on a daily basis by the Department's staff; they monitor permits and information from the land registry. A new base for the system is set by the Ontario Ministry of Revenue every year. The D.I.S. is used for administrative purposes (mailing lists, etc.) as well as by policy planners and housing analysts.

The D.I.S. is derived from property based information: the two keys to the system are:

- 1) municipal address
- 2) assessment roll number

The system offers current information on a property such as:

- zoning
- land use
- owner name
- mailing address
- provincial assessment roll number
- building size and number of stories
- shape
- if residential, number of bedrooms, baths and fireplaces
- if commercial, type of business

- assessment figure
- public or private taxes
- legal description

The D.I.S. provides a reasonable source of information for those in the housing field; however, for policy purposes it is limited by the accuracy of the assessment.

3.2.1 Central Area Data Bank

The Central Area Data Bank is an enhanced component of the D.I.S. for the Central Business District. It provides a finer breakdown on tenants and owners.

i.e.

- floor space of tenant/resident
- parking available
- # of employees
- Standard Industrial Classification number

3.2.2 Condominium Structure File

A "Condominium Structure File" has also been created which would further augment property ownership data by retrieving information on an entire condominium complex inside of by individual ownership only.

3.3 The Development Information Status System (D.I.S.S.)

The D.I.S.S. is run by the Community Development Department within the Buildings Branch of the City of Ottawa.

The D.I.S.S. works on the same property basis as the D.I.S. System in, that, for each municipal address or assessment role number, the following information can be retrieved:

1. building permit information: i.e.,
 - building type, size
 - work that has been completed on it
 - the contractor
 - occupancy
 - cost
2. zoning history
3. agreements against the title
4. complaints, violations registered against the property
5. committee of adjustments file i.e., applications for variances
6. demolitions
7. new construction

This system also tracks permits through the government circulation process. This will aid in tracing an application and recording elapsed time from application.

3.4 Housing Occupancy Analysis System (H.O.A.S.)

H.O.A.S. was developed by the City of Toronto Planning and Development Department with financial assistance from the Provincial Ministry of Municipal Affairs and Housing. It was designed to monitor:

1. changes in the occupancy patterns within the existing stock i.e., properties which have changed tenure.
2. losses to the stock through demolitions or conversions to non-residential use.
3. additions to the stock through new construction or conversions to residential use; and
4. the characteristics of the occupants of the lost stock, the new stock and the existing stock.

The H.O.A.S. is administered by the Department of Housing within the City of Ottawa. It is based on the Ontario Provincial Assessment tapes for 1977-85.

The system provides an excellent source of information. It is the only source which focuses on the intensification of land use and the displacement of building stock, both of great concern to the City of Ottawa.

3.5 Realizing the Potential of Assessment Data

The D.I.S., D.I.S.S. and H.O.A.S. are systems that all rely on assessment data. The Clayton Research Associates (1981) prepared a study on Ontario's data sources and problems.

"The assessment files maintained by the Ontario Ministry of Revenue contain a wealth of information on the housing stock the stock of non-residential buildings and vacant land for all parts of the province. The information is contained in a standardized set of computerized files which theoretically should offer relatively easy access to analysts interested in exploring any number of stock and occupant-related matters. In practice however, the assessment data is extremely difficult to utilize as a data source." (p. 9)

From the experience obtained in attempting to utilize assessment data for research purposes, the researchers formulated a number of suggestions aimed at making this potential data source available in a cost effective reliable base.

Ease of Access:

There are two problems with regard to ease of access:

Confidentiality - data is not released to researchers without a guarantee that confidentiality will be respected.

Volume - there is so much information on the file that the production of useable data is a gigantic task.

The solution proposed by Clayton Research Associates is the production of a public use tape to "confidentialize" information and to omit the vast amount of extraneous data.

Complete Data

Many of the data fields on the assessment file are either incomplete or inaccurate because they are not kept up to date..."this is particularly so for rental apartments where the structural information is not used in establishing the assessed value of the property." ¹

Since rental occupancy is the primary shelter for low income people, this will have to be examined carefully by the City of Ottawa. "The full extent of these problems is unclear, however, this should be explored along with the costs associated with upgrading the file to ensure that all relevant data fields are complete and up to date." ² Clayton Research Associates identified the municipal special files, if computerized, as a potential service of superior information to update assessment records.

¹ (Clayton Research Associates, 1981, p.12.)
² (Clayton Research Associates, 1981, p. 12.)

Definitions

Some Definitions differ from one source to the next which causes difficulty when one is using them in concert. It would therefore, be useful to produce a handbook for users of assessment data.

Additional Data

"The collection of additional data would likely add significantly to the costs of collecting and maintaining the assessment files and, as such should not be undertaken without weighing the cost-effectiveness of the additional data versus the expenditures involved." ¹

3.6 Conclusion

The City of Ottawa Information sources are TEELA, D.I.S., D.I.S.S. and H.O.A.S. D.I.S. D.I.S.S. and H.O.A.S. all rely on assessment roll data. The problems inherent with this source of data have been recognized and discussed:

- the difficulty in accessing information;
- inaccurate or incomplete information;
- differences in definitions from one source to the next; and
- the added cost of the collection of addition information would be prohibitively expensive.

¹ (Clayton Research Associates, 1981, p. 13.)

However, it is felt that despite the inherent problems, the sources provide valuable information to those concerned with housing.

CHAPTER 4 - ESTABLISHING CRITERIA FOR A COMPREHENSIVE INFORMATION SYSTEM

4.0 Introduction

It is paramount for any information system to respond to the needs, resources and capabilities of the users. After establishing the possible sources of information, a survey of potential users and their needs was undertaken. A questionnaire was designed to elicit the following:

- the need for an additional source of housing information in the City of Ottawa and, given that there is a need, what format should it take (i.e. annual report, quarterly report, newsletter, etc.).
- if the City of Ottawa missed specific pieces of data which would be of interest to other groups, agencies, etc.
- if the interest agencies be willing to pay for this information.

4.1 Methodology

The nature of this survey differs from the one carried out earlier on in his study in that it addresses specific and largely quantifiable data. Responses were obtained by means of a carefully constructed and

appropriate questionnaire, based on theoretical considerations. The selection of the actual sampling method was conditioned by the need to yield optimum results within given time and cost limitation factors. (For a discussion of the factors to consider when choosing a sample, see Appendix III.)

After consultation with the City of Ottawa's Housing Study Team, it was first decided that a stratified sample would be used in order to ensure that our research sample represents the sub groups in the Population of "interested agencies" e.g. Government Staff, Elected Representatives, Third Sector and Private Industry. (See Table 4.1) However, after much deliberation this sampling method was changed to a Reputational Sample. (See Section 4.1.3.)

4.1.1 Population

In cooperation with the City of Ottawa, a contact list was prepared for the various groups to be surveyed. (See Appendix IV.) This section established the necessary sample sizes necessary to represent the populations.

It was decided that the Yellow Pages Section of the phone book would be used to determine the population for the Private Industry: Real Estate Agents, Real Estate Appraisers, Residential Developers, Bank and Credit unions, Mortgage Brokers, Consultants and architects.

TABLE 4.0

HOUSING INFORMATION SYSTEM
LIST OF "INTERESTED AGENCIES"

Type of Agency	Sub-Type
Private Industry	Real Estate Agents Real Estate Appraisers Residential Developers Banks and Credit Unions Mortgage Brokers Consultants Architects
Government Staff	CMHC, local National Capital Commission Public Works Ontario Ministry of Housing, local Ontario Ministry of Community Social Services Regional Planning Regional Housing City Planning Branch City Corporate Planning City Buildings
Elected Representatives	Local MP's Local MPP's Local Aldermen
Third Sector	Ottawa Federal Housing Co-ops Federation of Ottawa Carleton Tenants United Way Social Planning Council

The Public Participation Officer had a prepared list of contacts for Elected Representatives, Government Staff, and the Third Sector, from which the contacts for the Second Questionnaire were taken.

The contact list for the Elected Representatives was influenced by the fact that Ottawa's Municipal Elections occurred during the time this study was carried out. Hence, it was a period of transition and, after consultation with the Housing Planner it was decided that the City's alderman (15 persons) would not be contacted at that time.

4.1.1.1 Private Industry

i) Total Population of the Private Industry Groups from the Yellow Pages.

Real Estate Agents	168
Real Estate Appraisers	50
Residential Developers	270
Banks and Credit Unions	26
Mortgage Brokers	59
Consultants	20
Architects	32
Real Estate Consultants	<u>23</u>
Total	650

Estimating The Sample Size:

To estimate the sample size, the formula [1] was used:

$$n = \frac{N (pq)}{(N-1) \frac{B^2}{4} pq}$$

where n = sample unit
pq = the variance of parameter. With a large variance, the maximum sample size estimate will occur.
B = the bound on estimate.
= .05 i.e. 5% and 5%.

.. . sample size would be 248 with a population of 650.

ii) Population of Private Industry Groups using Professional Organization Lists only.

Real Estate Board	Board of Appraisers
105	
Homebuilders Association	
Banks and Credit Unions	26
Mortgage Brokers	59
Planning Consultants	20
Architects	<u>32</u>
Total	242

Estimating the Sample Size:

Using the formula [1] as above, the sample size would be 151.

It was realized that some bias might exist by only using the Yellow Pages because not all firms, etc. would be listed there but, this was recognized - the "trade off" being ease of access.

4.1.1.2 Elected Representatives

Population of Elected Representatives

Local MP's	5
Local MPP's	<u>6</u>
TOTAL	11

Estimating the Sample Size:

Because the population was so small, using the sample statistics would have resulted in almost the total population, hence, the universe was to be contacted.

4.1.1.3 Government Staff and Third Sector

Estimating the Sample Size:

The Government Staff and the Third Sector lists were compiled from the Public Participation List and discussions with the Housing Study Team. Again, because the size of the population was minimal, the universe would be contacted.

4.1.2 Selection of Survey Method

The following sections discuss the various questionnaire formats which were considered for this study. The phone questionnaire was considered to be the optimal procedure in this case.

4.1.2.1 The Mail Questionnaire

Originally, a mail questionnaire was to be administered for the following specific reasons:

- a. the respondent could answer the questionnaire at his leisure and be able to deliberate each point.
- b. the responses would be more thoughtful and complete given the above point.
- c. a wide geographic area could be reached.

It was recognized that the advantages and disadvantages of a mail questionnaire were as follows:

The Advantages:

- "a. It is possible to cover a wider geographical area and to reach a much larger population with given funds than could be accomplished by personal interviews with each respondent.
- b. Mailing costs are relatively low compared with the transportation and time costs for a field staff.
- c. The expensive and time-consuming task of training a staff of interviewers is eliminated.
- d. The questionnaire may reach groups who are more or less protected from solicitors, such as apartment dwellers.
- e. Personal antagonism to investigators which may lead to refusal to give the desired information is avoided.
- f. With widely dispersed areas, the cost of securing practically complete returns is probably lower than in the personal interview method.
- g. The questions are standardized, whereas in the personal interview the interviewer may alter them or suggest answers.
- h. The questionnaire can be answered at the convenience of the respondent. This gives him time to deliberate on each point. There is the further advantage that the respondent may consult other members of the household/staff so the reply will be more representative of the family's point of view." ¹

¹ (Parton, Surveys Polls and Samples, 1966, p. 94-95.)

The Disadvantages:

- "a. The people who return the questionnaires are not representative of the groups whom the questionnaires are sent. Efforts must be made to adjust for non-response or to obtain complete returns from almost the entire sample.
- b. The returns from mailed questionnaires sent to the general public are usually very low, often ranging from 10-20%. The percentage of returns varies greatly with different surveys and respondents.
- c. Since the information fills the data on the questionnaire without the assistance of an interviewer, he may misinterpret questions, omit essential items, or send in material which cannot be put in form for tabulation, thus making it necessary to discard some questionnaires.
- d. The questions used must be simple and self-explanatory, since no further explanation can be given to the respondent.
- e. The questionnaire must not be too long if returns are to be obtained.
- f. Checks on the honesty and reliability of the returns are difficult to devise as a personal interviewer can see and size up the respondent.
- g. It is difficult to return unsatisfactory or incomplete questionnaires to the respondent for correction.
- h. Most people would rather talk than write, thus a questionnaire must be made very interesting to induce people to respond.
- i. Mail returns from the last portion of the respondents come in slowly, hence the mail survey must be spread over a relatively longer period in order to achieve a high percentage of returns.
- j. Many questions which might antagonize the respondent cannot include on mail questionnaires but can be asked in personal interviews when the respondent gradually can be led around to the subject." ¹

¹ (Parton, Surveys Polls & Samples, 1966, p. 95-96.)

4.1.2.2 The Telephone Questionnaire

After much deliberation with the Housing Study Team, it was decided that the questionnaire should be shortened and implemented over the phone.

The primary reasons for doing so are:

- the time involved, both in sending and receiving the questionnaire by mail, would be too lengthy given a 4 week time constraint.
- the response rate is generally low (10-20%) and, therefore, would not warrant the extra time necessary to complete.
- there were budget restraints which precluded the mailing out of approximately 300 five page questionnaires.

To reiterate briefly, the reasons for choosing a phone questionnaire are as follows:

- "a. this is the quickest of survey techniques.
- b. the refusal rate is usually low among people who are reached by phone.
- c. the cost per completed interview is low for the sample covered.
- e. interviews may be scattered over a wide area within a city without adding to the cost.
- f. as compared with a mail questionnaire, the telephone survey is preferable because it usually costs less per return." ¹

¹ (Parton, Surveys Polls & Samples, 1966, p. 91-92.)

4.1.2.3 The Personal Interview

The personal interview was not considered as a sampling method for this study because of time and cost factors. ¹

4.1.3 The Revised Sampling Frame

In consultation with the Housing Study Team, the Sampling Frame was also revised due to time and cost restraints. A Reputational Sample was performed i.e. those who were considered authorities in the field of housing were put on the contact list. It was felt that the "authorities" would have the desire to improve the sources of information available and would be knowledgeable about information available and needed. Hence, they would be the best to contact regardless.

It is recognized that there can be no claim made that this study statistically represents the entire population of "housing experts and authorities". It was estimated that the results obtained from a Reputational Sample would indicate, in sufficiently accurate terms, the need for the H.I.S., interest in the H.I.S., further topics to be considered in the H.I.S. and the possibility of making it self-financing.

¹ For further discussion please see (Parton, Surveys Polls & Samples, 1966, p. 79-82)

4.1.4 The Questionnaire Construction

Again, the purpose of the second questionnaire was to determine:

- the need for an additional source of housing information in the City of Ottawa, and given that there is no need, what format it should take.
- if the City of Ottawa missed specific pieces of data which would be of interest to other groups, agencies, etc.
- if the interested agencies would be willing to pay for this information.

The questionnaire was administered over the phone, hence, it had to be concise and to the point, otherwise the respondent would lose interest in the questions.

4.1.4.1. Choice of Questions

When deciding on which questions to include in the questionnaire, Parson's Surveys, Polls and Samples was referred to; the relevant points were as follows:

- "1. Include only questions which have a direct bearing on the problem itself or on the evaluation of the methodology in the survey.

2. Do not include questions if their answers can be obtained more accurately and effectively from other sources.
3. Keep the tabulation plans in mind when you are selecting the questions.
4. When possible secure comparable data.
5. Ask only factual questions, the answers to which most of the informants can reasonably be expected to know.
6. Do not ask questions which will necessitate too much extra work on the part of the informant." ¹

4.1.4.2 The Questions

Question 1

The first question is intended to validate the topics which were to be included in the H.I.S. and to find out if there is a previously overlooked need for additional information or data base.

- 1) The following topics will be included in the Proposed Housing Information System, (H.I.S.):
 - Housing Supply (starts, completions, vacancy rates).
 - Housing Costs (rents, selling prices, construction costs).
 - Housing Need (affordability, social housing waiting lists, etc.).
 - Housing Demand (demography, incomes).

¹ (Parton, Surveys, Polls and Sample, 1966, p. 177-81.)

- Physical Condition of Residential Properties.
- Applications For Rezoning Involving Residential Property.
- Statements on Housing Policy-Federal/Provincial Ministers.

Are there any topics/data that are missing from the list which you or your agency would find interesting or necessary to complete the H.I.S.?

Question 2

The second question established the need for the H.I.S. after the first question outlined what was to be included in the information source.

2. Is there a need for a report incorporating the above information into one source?

[] yes

[] no

[] no idea

Question 3

The third question determined the optimal format for the H.I.S.

3. If there is a need, what form should it take?

annual report

semi-annual report

quarterly

monthly

magazine

newsletter

other (describe): _____

Question 4

This question determined who/which agencies are interested in receiving the H.I.S.

4. Would your agency be interested in receiving such a report?

yes

no

Question 5

The final question determined whether or not the City could expect to recovery any costs through the production of the H.I.S.

5. If such a report is published what would be a reasonable price to charge per issue?

no charge

under \$2

\$2 to \$5

\$5 to \$10

over \$10

cost

4.2 Analysis

Analysis of the responses has been prepared separately for each group type, then for all the contacts combined. Comments from Question 1 have been summarized in Appendix V.

If no contact was made after 5 phone calls to a prospective respondent, a no response was recorded.

4.2.1 Public Institutions

Ten contacts were made (1 respondent did not answer questions 3-5) with representatives of Public Institutions. The results are as follows:

Results

Question	Response
2. Is there a need?	Yes 90% No 10%
3. format?	
semi-annual report	10%
quarterly	70%
monthly	10%
no answer	10%
4. interested in receiving a report?	
	Yes 90% No 10%
5. cost?	
\$2-\$5	40%
\$5-\$10	30%
no idea	10%
cost	10%
no answer	10%

Discussion

The majority of the contacts made in the public institutions felt there was a need for such a report on a quarterly basis. The majority were interested in receiving the H.I.S. - at a cost between \$2-\$5.

4.2.2 Third Sector

Eighteen contacts were made with representatives of the Third Sector - all contacts choose to respond. The results were as follows:

Results

Question	Response
2. is there a need?	yes 94%
	didn't know 6%
3. format?	
annual report	22%
semi-annual report	6%
quarterly	50%
newsletter	16%
no answer	6%
4. interest in receiving a report	
	yes 94%
	no 6%
5. cost?	
free	39%
cost	6%
under 2	12%
\$2 to \$5	16%
\$5 to \$10	12%
no idea	16%

Discussion

The majority of those contacted in the Third Sector felt that there was a need for the H.I.S., again on a quarterly basis. The majority was also interested in receiving the H.I.S. - preferably free.

4.2.3 Private Sector

Twelve contacts were made with representatives of the Private Sector; eight contacts agreed to answer). The results were as follows:

Results

Question	Response
2. Is there a need?	yes 87.5% no 12.5%
3. Format?	
quarterly	62.5%
monthly	12.5%
newsletter	12.5%
no answer	12.5%
4. interest in receiving a report?	
	yes 87.5% no 12.5%
5. cost?	
free	12.5%
under \$2	12.5%
\$5 to \$10	12.5%
over \$10	25%
no idea	25%
no answer	12.5%

Discussion

Again, the majority were interested in receiving the H.I.S. quarterly - they felt there was a need for such a report. There was a split between having no idea what they would pay for such a system to being willing to pay over \$10 - the highest category.

4.2.4 Elected Representatives

Four contacts were made with elected representatives at the Federal and Provincial level; three contacts agreed to answer. The results are as follows:

Results

Question	Response
2. is there a need?	yes 100%
3. format?	
annual report	33 1/3%
quarterly	33 1/3%
newsletter	33 1/3%
4. interest in receiving a report?	yes 100%
5. cost?	
free	33 1/3%
no idea	66 2/3%

Discussion

The Elected Representatives contacted felt there was a need for the H.I.S. and would be interested in receiving it. They were equally split over format and, more or less over cost, having no idea or wanting the H.I.S. at no charge.

4.2.5 Total Response

The following is an analysis of all those who responded to the questionnaire. The number of contacts are 44 and the number of completed questionnaires is 39.

Results

Question	Response
2. is there a need?	
	yes 92%
	no 8%
3. format?	
annual report	13%
semi-annual	5%
quarterly	56%
monthly	8%
newsletter	10%
no answer	8%
4. interest in receiving a report?	
	yes 92%
	no 5%
	no answer 3%
5. cost?	
no answer	5%
no idea	21%
free	23%
cost	5%
under \$2	8%
\$2 to \$5	18%
\$5 to \$10	15%
\$10 +	5%

Discussion

When all the responses are combined, the majority state there is a need for the H.I.S. and would be interested in receiving the report quarterly - preferably at no cost.

4.3 Conclusion

The purpose of this chapter is to elicit the following:

- the need for an additional source of housing information in the City of Ottawa.
- given that there is a need, what format should it take?
- are there pieces of information not included on the City of Ottawa's list of topics for the H.I.S. that would be of interest to different parties/agencies?
- who would be interested in receiving the H.I.S.?
- would interested parties be willing to pay for the H.I.S.?

Following theoretical considerations on sample size and survey methodology, it was felt that a Reputational Sample would be optimal for the questionnaire given time and cost limitations.

The respondents were taken from the City of Ottawa's Contact List of Private Industry, Government Staff, Elected Representatives and Third Sector. The respondents were contacted by phone and asked 5 concise questions. Analysis of the responses was prepared for each group type, then for all combined. The following chapter will evaluate the results.

CHAPTER 5 - EVALUATION OF RESULTS

5.0 Introduction

The purpose of this chapter is to evaluate and discuss the results of the second questionnaire in relation to the stated purpose of this practicum, namely to elicit:

- the need for an additional source of housing information
- given that there is a need, what format should it take?
- are there pieces of information not included in the City of Ottawa's list of topics for the H.I.S. that would be of interest to different parties/agencies?
- who would be interested in receiving the H.I.S.?
- would they be willing to pay for it and how much?

The following sections of this chapter will analyze and discuss the results of the second questionnaire and make recommendations for a H.I.S.

5.1 Discussion and Analysis of the Results

In consultation with the City of Ottawa's Housing Study Team, it was decided that a Reputational Sample by phone would replace the Stratified Sample as the means of obtaining the necessary information. This was due to several reasons:

1. The time involved in sending and receiving the questionnaire by mail would be too lengthy given a 4 week time constraint for data collection.
2. The response rate is generally low and, therefore, would not warrant the extra item necessary to complete.
3. There were budget restraints.

From the Reputational Sample, it would appear that there is a need for such a monitoring system. The format best suited to the production of the H.I.S. would appear to be a quarterly report. Of those interviewed, the majority wished to receive a copy, at the price of either: free, the City's reproduction costs or under \$2.00. The majority of the respondents felt the outline sufficiently covered the important topics of housing information in Ottawa.

The comments received from the various group types have been briefly outlined: they provide a constructive guideline for the H.I.S. and answer one aspect of the purpose of this practicum, namely to discern whether or not there are pieces of information not included in the City of Ottawa's list of topics for the H.I.S. which would be of interest to various parties/agencies. The comments, in brief, for the various group-types are as follows: (See Appendix V for complete comments.)

5.1.1 Public Institutions

Comments on what should be included in the H.I.S. recorded from discussions with respondents from the Public Institutions are as follows:

- for school boards:
 - children per unit
 - family size per unit
 - draft plan approvals for future population.
- report on taxation status by ward.
- discussion on the rent supplement programs, co-op and non-profit housing projects on the market and those coming on stream.
- are the needs of the "Special Needs Groups" being met?
- rights of tenants.
- where are people moving to if they can't afford to live in the city.
- compilation of requests for housing by need group.

5.1.2 Third Sector

Comments on what should be included in the H.I.S. from discussions with respondents from the Third Sector are as follows:

- property standard violations.
- rents in City Living Units.
- tenant turn-over.
- severances.
- monitor housing change.
 - ° previous/present use.
 - ° change of building use.
- where to go if you need housing, criteria, names, etc.
- changes in City/Regional policies that affect housing.
- Special Needs housing.
- monitor special existing projects for their effects on residents, etc.

5.1.3. Private Sector

Comments on what should be included in the H.I.S. from discussions with respondents from the Private Sector are as follows:

- availability of land for housing.
- availability of funding for Special Needs housing.
- information package on Special Needs housing.
- involvement of the City in housing projects i.e. City expenditure, future planning.

5.1.4 Elected Representatives

Comments on what should be included in the H.I.S. from discussions with Elected Representatives are as follows:

- transfer of people from one municipality to another of people requiring subsidized housing
- what type of support services are available?

5.2 Interpretation of Results

There is a significant amount of interest in a housing monitoring system in the City of Ottawa. There appears to be a need for such a system which would incorporate different sources of information with previously unpublished sources of City of Ottawa's information. People would find it interesting as well as accessible. It is important that the City be specific about how the information is collected and presented (i.e. what are the sources). It was repeatedly mentioned that any information package should be easy to read and comprehend. i.e. if there are graphs, they should be interpreted.

The respondents also felt that the optimal format would be a quarterly report. Another important finding was the level of interest in various topics that could best be covered in a editorial section. It is, therefore, suggested that the monitor should come out in a newsletter form which would report on various housing statistics as well as having an editorial section on such topics as:

- Future Development in the City of Ottawa
- Social Housing Programmes
- Affordable Housing

Criteria

Construction

- Monitor Existing special projects i.e. Granny Flats
- Existing Support Services
- Other topics which are current and controversial i.e. from Social Planning Council

5.3 Quality of Data

Issues in Selecting the Sampling Method

It has been seen that the sampling method utilized in this practicum is the Reputational Sample. It is recognized that this sampling method does not allow one to:

- generalize to the population
- estimate the percent of the population who support or oppose something
- profile the needs of different subgroups of the population

The respondents were chosen from the City of Ottawa Contact List which contains the names of people who are specifically interested or involved with housing issues, all represent selected elements of the population. However, it is recognized that the results cannot be used to represent the population of parties/individuals concerned with housing issues. It was felt that even though there are the above limitations to the data, the results would more than adequately address the feasibility of the H.I.S. People who have an interest in housing issues, whether individually or as organization representatives, would have constructive ideas of what they expect from an information source; what is currently available and needed. Those who have no interest or need for an information source would not adequately address the questions. "Is there a need for an H.I.S.?" or "What topics would be of interest to you?". (For example, one respondent, even though directly involved in the housing field did not wish to answer the survey because his organization did not use/receive any housing information sources. He was not aware of the sources available or what topics needed to be researched or presented.) Therefore, it was thought that those who were familiar with housing information sources in Ottawa could more honestly and constructively answer the questions: "Is there a need for a H.I.S.?" and "What should be included in such a system?".

To reiterate, there exists a bias in the information and it cannot be used to represent the population as a whole. However, the City of Ottawa Housing Study Team felt that the results were consistent with the purpose of this exercise - namely to establish the feasibility of the

H.I.S.: only those familiar with available sources would be able to answer adequately whether or not another source was needed and what information should be included.

5.4 Criteria for Data Bank

Three main components for the H.I.S. were reinforced through the survey:

- the Need/Demand for Housing
- Housing Supply
- the Cost/Price of Housing

A further breakdown of the above components by source, frequency and lowest level of aggregation are presented in Table 5.1. This table provides a base and time plan for the H.I.S. i.e. where to get information how often it is published and for what sized area or aggregation. Interest was also shown in the existing support services for the above. i.e. Social Housing Programs.

Information collected will be channelled into the above components for easy access. Accessibility and ease of comprehension were both cited as important factors to consider when constructing the H.I.S.

TABLE 5.0

Housing Information Inventory

DESCRIPTION	SOURCE	FREQUENCY	LOWEST LEVEL OF AGGREGATION
1. <u>COST/PRICE INFORMATION</u>			
1.1 <u>CONSTRUCTION COSTS</u>			
CPI Replacement Cost (owned accommodation)	Statscan 62-010, 62-546		Ottawa cma
Construction Price Input Indexes	Statscan 62-007		
Basic Union Wage Rates for Selected Residential Constn.	Statscan 62-007	monthly	
Costs of Housing Insured Under NHA	CMHC	annual	
Yardsticks-Res Constn Costs	Boedkh Valuation	annual	
Boedkh-Res. Res Constn Costs	Statscan 64-001	monthly	
Value of Res. Building Permits Issued			

1.2 SELLING PRICES-NEW AND EXISTING

New Housing Price Index (House, Land)	Statscan 62-007		
Royal LePage Survey of House Prices	Royal LePage		
Teela Registered Selling Prices of Res Property	Teela market Surveys	monthly	property
MLS-Selling prices of Existing Housing	Ott Carletrn Real Estate Brd		Ottawa cma

1.3 RENTS

CMHC Apartment Vacancy Survey	CMHC Local	semi-annual	
Ont Min of Housing Rental Surveys	MOH Toronto	occasional	
Res Tenancy Commission-Rent Increases	RTC	annual	
Homelocators-Asking Rents	Homelocators	by request only	
CPI-Agent Component	Statscan 62-010		
MOH Rent Registry	MOH	forthcoming	

1.4 BOND YIELDS AND MORTGAGE RATES

Monthly Housing Statistics	CMHC National	monthly
Projected Mortgage Rates	Conference Board	quarterly

1.5 OPERATING EXPENSES

CPI-Owner Operating Cost Components	Statscan-62 010	annual
Income Expense Analysis	IREM	annual
CMHC Social Housing APDR	CMHC-LOCAL	

1.6 LAND PRICES

New Housing Price Index (land only)	Statscan 62-007	
Teela Registered Selling prices of Vacant Land	Teela Market Surveys	monthly

2. HOUSING SUPPLY

2.1 ADDITIONS TO INVENTORY

Private and Public Starts, Completions, under Constn by Dwelling ... by Tenure	CMHC Local	quarterly
Social Housing Starts	CMHC Local	by request
Conversions (HOAS)	City of Ottawa	forthcoming

2.2 LOSSES FROM INVENTORY

Demolitions	Statscan 62-003	
Demolitions	City of Ottawa Building Branch	
Deconversions (HOAS)	City of Ottawa	
Luxury Renovations Without Deconversion , , ,	Res Tenancies Commission Buildings Branch	forthcoming

2.3 STANDING INVENTORY

Occupied Units by Dwelling Type	Statscan Census	5 years
Occupied Units by Dwelling Type	City of Ottawa DIS	annual

Occupied Units by Tenure	Statscan Census	5 years
Occupied Units by Tenure	City of Ottawa DIS	annual

2.4 VACANCIES/SALES LISTINGS

Vacancy rates, apt 6+, row	CMHC local	semi-annual	8 zones in RMOC
Vacancy rates by Dwelling type	City of Ottawa DIS	annual	property
Vacancy rates by Tenure	City of Ottawa DIS	annual	property
MLS Sales Listings	Ott Carletrn Real Estate Brd		
Newly completed & unoccupied by dwelling type	CMHC local	quarterly	local municipality
Newly completed & occupied by tenure	CMHC local	quarterly	local municipality

2.5 FLOW OF MORTGAGE FUNDS

NHA Insured Loans Approved, by Tenure, New/Existing Stock	CMHC National	Monthly	national
Conventional Mortgage Loans by Landing Institutions	CMHC National	Monthly	national

2.6 ZONING APPROVALS

Minor Variances rezonings, OP amendments (applications, approvals)	City of Ottawa Land Use	forthcoming?	neighbourhood?
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3. DEMAND & DEMOGRAPHICS

Individual Income	Statscan Admin Data Division	Annual	Postal code district
Household Income	Statscan Census	5 years	Enum area
Wages, Earnings and Hrs	Statscan Labour Survey	Monthly	Ottawa Hull cma
Household Type	Statscan Census	5 years	Enum. area
Household Type	City of Ottawa DIS	annual	property
Vital Stats	Statscan 84-202	Annual	
School enrolment	School Boards	?	

4. HOUSING NEED

Rent to Income Ratios	Statscan Census	5 years	Enum area
Rent to Income Ratios	MOH Surveys	occasional	Ottawa cma
Crowding	Statscan Census	5 years	Enum area
Need for Major Reparis	Statscan Census	5 years	Enum area
Social Housing Waiting Lists	OCHRA/CHUMS	monthly	Local Mun in RMOC
Social Housing Waiting Lists	City Living	forthcoming	Ottawa
FBA/SWA caseloads	RMOC Soc Services	by request	Neighbourhood
Unemployment rates	Statscan Labour Survey	Monthly	Ottawa Hull cma
NHA Mortgages in Arrears	CMHC National	Monthly	National

5. PHYSICAL CONDITION OF STOCK

Need for Major Repairs			
Building Condition (Planning Branch)	Statscan Census	5 years	Enum area
Building Condition (SAS)	City of Ottawa DIS	as required	property
CMHC Special Survey	City of Ottawa DIS	annual	property
	PEKOS	only once	cma

SOURCE: CITY OF OTTAWA HOUSING TEAM (1986)

5.5 Recommendations for an H.I.S.

The following are recommendations derived from this study.

5.5.1 Needs and Characteristics of the H.I.S.

It was considered important that the H.I.S. not merely transcribe information from other sources but "translate" it into a comprehensive form. Moreover, it should create/present new sources currently not published. The H.I.S. should be easy to read and comprehend. The H.I.S. should also be easy to tap into for those who need information between publication - it would provide a superb research source. The Support Service topics and other special or controversial issues should be presented in an editorial form for those concerned. The H.I.S. should also be easy to expand or amend as user groups and interest grow and diversify.

5.5.2 Format of File or Data Layers

Partly in response to the need identified in this report a preliminary design of the City of Ottawa's Housing Information System (Figure 5.0) was created by Department of Housing Staff. This indicates the format of file or data layers. It also simplifies Table 5.0. This program can easily be expanded to incorporate other categories or topics.

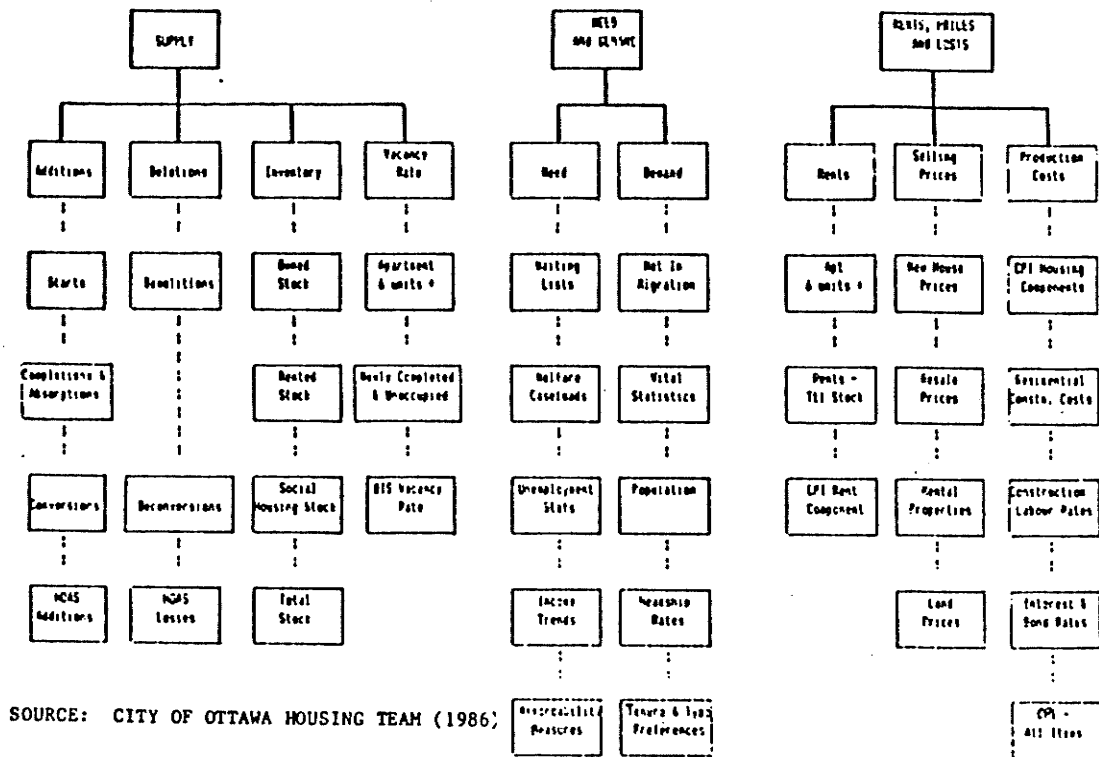


Figure 5.0
City of Ottawa Housing Information System

The Housing Study Team suggested that the structure be written in Lotus 1-2-3 for the following reasons:

- "- It is quite powerful, having the capability to hold substantial amounts of data, and manipulate it into various statistical measures which can be graphed.
- It is very popular, thereby ensuring compatibility between the H.I.S. and other data available for microcomputers.
- It is very user friendly, and can be used by a variety of professionals as well as technical staff." ¹

5.6 Cost of Housing Information System for the City of Ottawa

The cost of the H.I.S. is an important consideration when initiating the system. The estimated budget for the H.I.S. (in it's first year of operation) is presented in Table 5.2. The total expenditure for the first year is \$52,500 which includes the purchase of a computer and initial set up costs.

Projected expenditure on the H.I.S. by year is presented in Table 5.3 with depreciation and inflation rate built into the table. Year 1 indicates a high outlay of dollars for set up costs with lowest costs over a five year period occurring in Year 2. Graph 5.0 visually presents the data.

¹ (Housing Study Team, 1986)

Table 5.1

ESTIMATED BUDGET, HOUSING INFORMATION SYSTEM	

I. CAPITAL	
1-IBM XT compatible with peripherals	\$4,000
Initial data acquisition	\$5,000

Total Capital	\$9,000
II. OPERATING	
0.5 Person Years, Planner for system design	\$15,000
0.5 Person Years, Research Assistant for system operation	\$12,500
Ongoing data acquisition	\$5,000
Supplies	\$3,500
Consultants' Fees	\$7,500

Total Operating	\$43,500
	=====
Total Expenditure	\$52,500

Source: City of Ottawa Housing Department, 1986.

Table 5.2

PROJECTED EXPENDITURE: HOUSING INFORMATION SYSTEM

ASSUMPTIONS

Depreciation
on Data= 100.00%

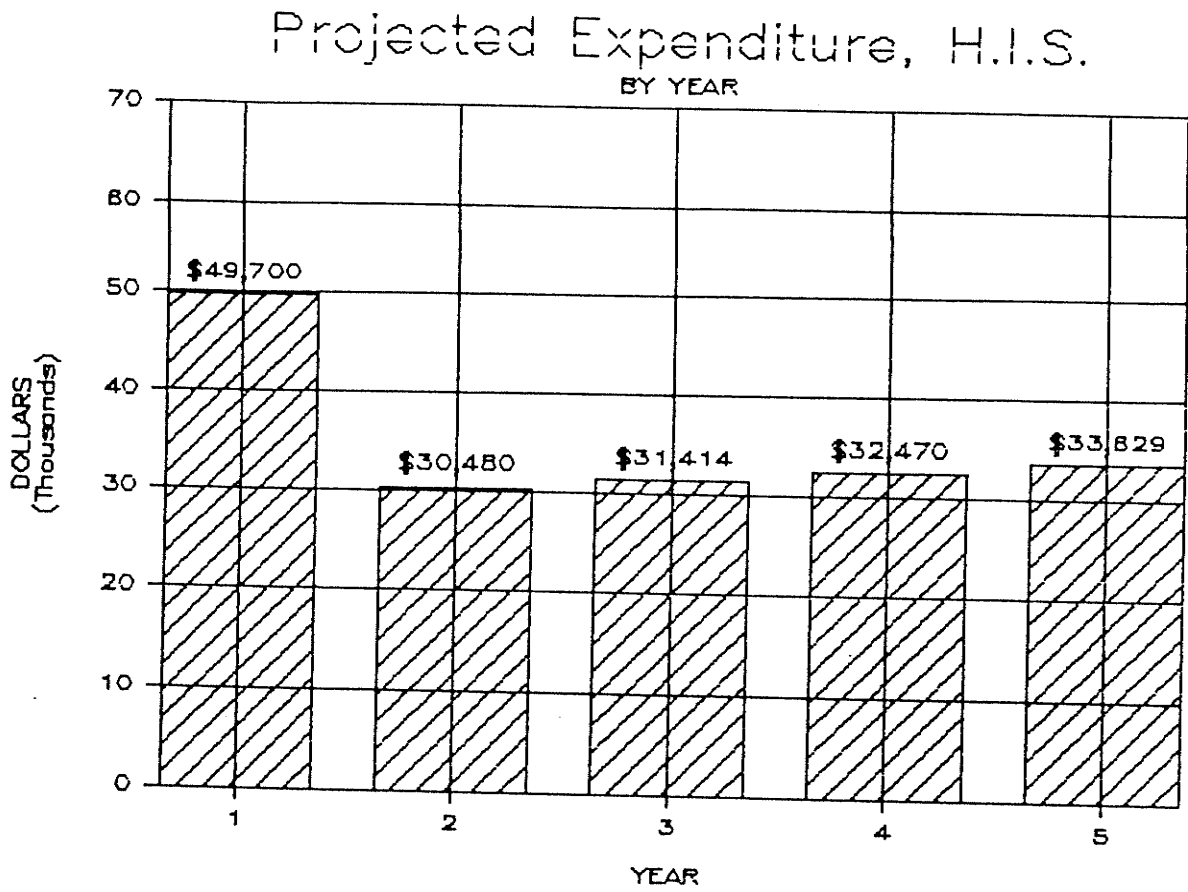
Depreciation
on Computer= 30.00%

Inflation= 4.00%

Year	Depreciation on Data	Depreciation on Computer	Start Up	Supplies	Research Assistant	Data	Consultants	Total
1	\$5,000	\$1,200	\$15,000	\$3,500	\$12,500	\$5,000	\$7,500	\$49,700
2	\$0	\$840	\$0	\$3,640	\$13,000	\$5,200	\$7,800	\$30,480
3	\$0	\$588	\$0	\$3,786	\$13,520	\$5,408	\$8,112	\$31,414
4	\$0	\$412	\$0	\$3,937	\$14,061	\$5,624	\$8,436	\$32,470
5	\$0	\$288	\$0	\$4,095	\$14,623	\$5,849	\$8,774	\$33,629

Source: City of Ottawa Housing Department, 1986.

Graph 5.0



Source: City of Ottawa Housing Department, 1986.

5.7 Conclusion

The survey indicated a significant amount of interest in a housing monitoring system for the City of Ottawa. There appeared to be a need for such a system which would incorporate different sources of information with previously unpublished sources of City of Ottawa's information.

The main components of the H.I.S. suggested by the survey results were:

- the Need/Demand for Housing
- Housing Supply
- the Cost/Price of Housing
- in an easy to comprehend and read package

Table 5.0 in this chapter describes the system recommended as basic of the criteria. The H.I.S. would be put on a micro computer for the reason because of its' accessibility to non-technical users and its' low cost. Moreover, the duplication of diskettes may make the system available in more than one location.

CHAPTER 6 - CONCLUSIONS

The purpose of this research was to determine the feasibility of establishing a Housing Information System - a housing information source - for the City of Ottawa.

In order to achieve the stated purpose, two surveys were conducted.

The first study was designed to create an exhaustive search of all currently collected information. The results were classified into the following categories:

- Cost/Price of Housing
- Housing Need/Demand
- Housing Supply

The second survey was developed to answer the following questions:

- Is there a need for an additional housing information source in the City of Ottawa?
- Who/which agencies are interested in receiving the source?
- Which format would best suit their needs?
- Would the interested agencies be willing to pay for the information?

The second questionnaire established a need and interest in receiving the H.I.S. It also reinforced and validated the classifications for categories of interest:

- Cost/Price of Housing
- Housing Need/Demand
- Housing Supply

Other topics of interest mentioned were to do with Social Housing Programs/projects. These could be covered in an editorial section of the H.I.S.

It was suggested that the format best suited to the production of the H.I.S. would be a quarterly report.

It was felt, however, that there might be so much work involved in a report of this magnitude that it would perhaps be only possible on a semi-annual basis. This would also respond to the sources which only publish information on a semi-annual basis (i.e. CMHC vacancy rates). If people need updates between issues, since the system would be computerized and updated constantly, they could make their requests to the Housing Study Team. The optimal format would be garnished through feedback comments from the users; since the H.I.S. is a new computerized system it can constantly be updated/modified to suit the user's needs.

For the City to receive more indepth, positive analysis and criticism, it is also suggested that a copy of the first monitor be sent to all those contacted by phone. It is difficult to get a just review of an outline through an interview over the phone (which has to be brief enough to keep someone's attention) or by mail (where there is no possibility of clarification). When in final form, positive comments can be made which can be rejected or accepted; either way, the comments will have more validity.

In conclusion, it is proposed that the City of Ottawa prepare a housing monitor system on a semi-annual basis. On the basis of the findings, criteria for the H.I.S. were developed and specific recommendations were made for the design of a responsive H.I.S. with due attention made for its updating capabilities. A function of the report would be an editorial section on current topics. Subscription fees should enable the City to recover costs. They should be sent to all interested parties to receive comments and an indication of interest.

APPENDIX I

Preliminary Contacts

Contacts for Preliminary Questionnaire

1. Bank of Canada
Statistical Division
Tel: 563-8111
2. Conference Board of Canada
Indir Gangasingh
Tel: 526
3. Ecos Research
Robin Souchin
Tel: 235-7215
4. CMHC local
Dan Guerette
Tel: 225-6770
5. Ottawa Carleton Regional Housing Authority
Sue MacLatchik
Tel: 728-1600
6. Federation of Ottawa-Carleton
Residential Tenants
Tel: 594-5429
7. National Development Council
Canadian Council on
Social Development
Harvey Hopcon
Tel: 728-1865

- 8. CMHC national Office
Paddie Fuller
Tel: 748-2355

- 9. City Living
Lavrene Wagner
Tel: 563-3441

- 10. Health and Welfare
Peter Collis
Tel: 990-8116

- 11. Statistics Canada
Tel: 990-8636

- 12. Urban Development
Lois McDougal

- 13. Canadian Construction
Association
Mr. Nevan
Tel: 236-9455

- 14. Ontario Housing Corporation
Denise Newton
Tel: 820-8305

- 15. Regional Social Services
Colleen Hendrikson
Tel: 724-4109

- 16. Canadian Housing Information Centre Tel: 748-2367
 Leslie Jones

- 17. Regional Municipality of Tel: 560-2053
 Ottawa-Carleton Housing
 David Kardish

- 18. Social Planning Council Tel: 236-3658
 Rod Manchee

- 19. Ottawa-Carleton Home Builders
 Association
 Mr. Fred Neilson

- 20. Residential Tenancy Tel: 230-5114
 Commission
 Mr. Walter Williams

- 21. Royal LePage Tel: 236-7777
 Appraisal Division
 Shawn Michael

- 22. Real Estate Board Tel: 225-2240

- 23. Minto Construction Tel: 820-8530
 Mr. Sainsbury

APPENDIX II

Inventory of Housing Information

in the City of Ottawa

(City of Ottawa Housing Study Team, 1985)

This table was created from the results of the first survey - an exhaustive search of available information sources. The left hand column presents the category of information type and the right hand column provides the source.

HOUSING INFORMATION INVENTORY,
CITY OF OTTAWA, 1985

	<u>SOURCE(s)</u>
1. <u>COST/PRICE INFORMATION</u>	
Consumer Price Index - Housing Components	Statscan
Residential Building Construction Price Input Index	&
New House Price Index - Land only	CMHC Mkt
- House only	Forecasts Division
Basic Union Wage Rates for Selected Residential Construction Trades	
Indexes of Construction Costs	
Royal LePage Survey of House Prices	Royal LePage
MLS Average House Price and Volume	REBOC
TEELA Average House Price - Rental	Teela
- Condo	
- Owner	
- Land	

Value of Building Permits Issued - Rental	Statscan
- Owner	
- Conversions	&
- Demolitions	
	Buildings
	Branch
Bond Yields and Mortgage Rates	CMHC
	&
	Bank of Can
Rents	Census
	&
	CMHC local
	&
	Res Ten Comm
Maximum Unit Prices (capital costs)	CMHC local
Operating Expenses	IREM
	&
	CMHC local
	&
	Res Ten Comm

2. SUPPLY

Starts, Completions, Under Construction	
- By structure type: (semi, row, apt, other)	
- Multiples, by intended market (condo, owner, rental, other)	CMHC local
Above, seasonally adjusted	
Apt. Vacancy Rates	CMHC mhs &
Owner vacancy rates	DIS & Statscan
Newly completed and unoccupied- singles, multiples - intended market (condo, owner, rental, other).	CMHC

Densities (upa, net upa)	DIS
Zoning	DIS
Vacant Land	DIS
Condition	Census & DIS

3. DEMAND

Population	Census
Age Distribution	&
Headship Rates	Province
Income- Individual	
- Household	

4. NEED

Crowding

Census
&
SAS/DIS
Census
OCHRA
&
City Living

Rent/Income

RGI Waiting Lists

Special Needs Waiting Lists	Various Agen-
	cies
Emergency Housing Waiting Lists	RMOC Social
	Services
Welfare Caseloads- by location	
- by family/singles	"
- rent payments by location	
Unemployment Rates	Statscan
NHA Mortgages in Arrears- CMHC insured:	CMHC mhs
AHOP	
ARP	
other	
- CMHC uninsured:	
non profits	
co-ops	
other	
- Approved lenders	
Core Need	CMHC National
	Province

5. ARTICLES AND SPEECHES

Hansard- Provincial

- Federal

Standing Committees- Provincial

- Federal

CMHC - Part V Studies

- Bibliographies

- Internal Research

IUS Winnipeg

CUCS Toronto

Clayton Newsletter

CMHC/CHIC
Newsletter
Newsletter
Subscription

SOURCE: CITY OF OTTAWA HOUSING TEAM (1985)

ADDENDUM: Neighbourhood Change

Incidence of Property Tax	
Delinquency x neighbourhood	City Revenue Division
Avg Assessment x Tenure	
x Neighbourhood	DIS
Avg price and volume of real estate transactions x tenure	
x neighbourhood	Teela
Volume and value of Building	
Permits by Neighbourhood	City Buildings Branch
Volume and value of Demolition	
Permits x Neighbourhood	City Buildings Branch
Starts x Neighbourhood	CMHC Local
Vacancy rates x Neighbourhood	DIS, CMHC Local
Fires x Tenure x Neighbourhood	City Fire Dept.
Applications for OP amendments	
x Neighbourhood	City Land Use Div.

Applications for Minor Var.x

Neighbourhood	City Land Use Div.
FBA/GWA caseload x Neighbourhood	Regional Social Services
OAS/GIS caseload x Neighbourhood	Regional Social Services
School enrolment x Neighbourhood	Board of Ed, Sep School Brd,

SOURCE: CITY OF OTTAWA HOUSING TEAM (1985)

APPENDIX III

Factors to Consider When Choosing a Sample

This appendix provides a discussion of the following types of samples:

- 1) Accidental
- 2) Reputational
- 3) Random
- 4) Stratified
- 5) Cluster
- 6) Quota

A chart follows which outlines the main considerations on when to rise which type of sample - hence, the samples limitations.

This section has been quoted extensively from "Enjoying Research" (p. 65 - 72).

For a further discussion see: Parton, Surveys Polls and Samples, 1966.

Factors To Consider When Choosing A Sample

There are 6 types of samples. The following presents the main points of each type.

(1) Accidental Sample (p. 65)

"- weakest but easiest. The research simply uses the first 5, 10 (or whatever number) people who happen along.

- enormous sources of bias

- no means of control."

(2) Reputational Sample (p.65)

"- essentially a selection procedure (Purposeful Sample)

In a true sampling method, each person in the population has an equal (or at least known) chance of being selected for a sample.

In a reputational sample, the choice of an individual depends on one's judgement of who is and who isn't a typical representative of the population."

(3) Random Sampling (p.66)

"- every member of the population has an equal chance of being selected and included in the sample.

3 ways to make the selection:

(i) write each name on a piece of paper, mix them all together then draw out the number of names you need.

(ii) Divide the total number of people on list by sample you need.

i.e. population	500
/sample	/55

So every 9th person would be selected off the list.

(iii) Use Random Numbers Table."

(4) Stratified Sample (p.68)

"- used in order to make sure your research sample represents several segments or sub groups in the population.

(i) Divide your population into subgroups as identified by the social planning council.

- (ii) Determine the size of sample needed for the population.
- (iii) Stratify your total sample into the same proportions as exist in the population, i.e. multiply the number in the sample by the proportion of the population in each strata.
- (iv) Separate your total population list not separate lists, one for each group.
- (v) Draw a random sample from each subgroup."

5. Cluster Sampling (p.71)

"Cluster Sampling is used when:

- your population is spread out over a large geographic area.
- your research plan calls for a face-to-face interview or direct observation of people.

It is a form of sampling methodology called multi-stage sampling.

In cluster sampling, you minimize the number of areas that have to be visited by selecting at random a number of different locations in the city or province etc.

Then choose a random sample of names or houses within the selected area.

Cluster Sampling maintains the principle of random selection of respondents so researchers can generalize results from a sample to the population."

(6) Quota Sampling (p.72)

Used when:

- "- you have limited resources.
 - in spite of limited resources, you want to be certain that your sample mirrors as closely as possible your population.
- i.e. research budget allows for 60 interviews.

Population:

Sex: male 60%

female 40%

age 21-34 25%

35-54 45%

over 55 30%

If you want your sample of 60 to represent the population as much as possible then it should be constructed to fit these percentages.

Sex	Age			
	21 - 34	35 - 54	Over 55	
				60% = 36
				40% = 24
Male	9	16	11	—
				60
Female	6	11	7	
	25% = 15	45% = 27	30% = 18	

i.e. the quota for females between 21 and 34 is 6.

$$(25\% \times 40\% \times 60 = 6)$$

- this procedure will give a miniature picture of the population.
- the margin of error must be calculated by experienced research consultants."

SOURCE: ABBEY-LIVINGSTON, DIANE; DAVID, "ENJOYING RESEARCH? A HOW TO MANUAL ON NEEDS ASSESSMENT", T.O. 1982, PAGES 65-72.

APPENDIX IV

Contact List for

Questionnaire #2

This contact list was prepared in conjunction with the City of Ottawa's Housing Study Team and their Contact List. The people on the list were chosen because of their strong interest in housing issues, i.e. a Reputational Sample.

Public Institutions

Social Planning Council,
265 King Edward Avenue,
Ottawa, Ontario.
K1N 7M1

Tel: 236-3658

Attention: Mr. Rod Manchee

Ottawa Federation of Housing Co-ops.,
200 Isabella Street, 2nd Floor,
Ottawa, Ontario
K1S 1V7

Tel: 238-5141

Attention: Mr. Peter Tratcha

Mr. David Kardish,
Housing Co-ordinator,
Regional Municipality of Ottawa-Carleton
222 Queen Street, 8th Floor,
Ottawa, Ontario
K1P 5Z3

Tel: 560-2053

Evelyn Gigantes, M.P.P.,

Tel: 236-9138

Ottawa Centre,

348 Bronson Avenue,

Ottawa, Ontario.

K1R 6J3

Centretown Citizen's Non-Profit

Tel: 235-2408

Housing Corporation,

P.O. Box 2787, Station "D",

Ottawa, Ontario.

K1P 5W8

Attention: Ms. Catherine Boucher

Federation of Ottawa-Carleton

Tel: 594-5429 (o)

Tenant Associations,

820-4003 (h)

P.O. Box 3347, Station "D",

Ottawa, Ontario.

K1P 6H8

Attention: Mr. Dan MacIntyre

Association of Centretown Tenants,

Tel:

56-255 Metcalfe Street,

Ottawa, Ontario.

K2P 1R4

Attention: Ms. Mira Shane

Ottawa Council For Low Income,

Tel: 232-2677

Support Services,

95 Beech Street,

Ottawa, Ontario.

K2P 1R4

Mr. Chris Bartle

Tel: 563-2211

Planner,

Ottawa Board of Education,

330 Gilmour Street,

Ottawa, Ontario.

K2P 0P9

Planner,

Ottawa Roman Catholic Separate School Board,

140 Cumberland Street,

Ottawa, Ontario.

K1N 7G9

Ottawa-Carleton Regional Housing Authority

Tel: 728-1600

Residential Tenancy Commission

Tel: 230-5114

Walter Williams

Ontario Housing Corporation

Tel: 820-8305

Attention: Denise Newton

Canadian Housing Information Centre

Attention: Leslie Jones

Third Sector

SPECIAL NEEDS/INTEREST GROUP

Mary King

Tel: 235-2516

Anglican Diocese of Ottawa,

71 Bronson Avenue,

Ottawa, Ontario.

K1R 5A6

Frank Klodawsky

Tel: 722-3484

165 Hinton Avenue North,

Ottawa, Ontario.

K1Y 0Z9

Aline Akeson

Tel: 238-8210

Community Developer, Dalhousie,
Community Services Centre,
755 Somerset Street West,
Ottawa, Ontario
K1R 6R1

Anna Hercz

84 Woodridge Crescent,
Nepean, Ontario.
K2B 7S9

Ms. Trudy Sutton

Tel: 237-1320

Ottawa YM-YWCA,
180 Argyle Avenue,
Ottawa, Ontario.
K2P 1B7

Betty Muggah

Tel: 232-3577

Council on Aging,
256 King Edward Avenue,
Ottawa, Ontario.
K1N 7M1

Irving Spencer

Tel: 232-1573

Salvation Army Men's Social

Service Centre,

171 George Street,

Ottawa, Ontario.

K1N 5W5

Irene Despard

Tel: 233-3883

Ottawa Salus Corporation,

622 Cooper Street,

Ottawa, Ontario.

K1R 5J2

Shawn O'Connor

Tel: 234-5511

Youth Services Bureau,

313 Bank Street,

Ottawa, Ontario.

K2I 1X9

Suzanne Johnson

Emergency Housing Committee

157 Primrose Avenue,

Ottawa, Ontario.

K1R 6M4

COMMUNITY SERVICE CENTRES

Carlington Community Service Centre
1319 Shillington Avenue,
Ottawa, Ontario
K1Z 8A3

Tel: 722-4000

Attention: Jack McCarthy

Dalhousie Community Centre
755 Somerset Street West,
Ottawa, Ontario.
K1R 6R1

Tel: 238-8210

Overbrook Community Centre
33 Quill Avenue,
Ottawa, Ontario.
K1K 4E7

Tel: 745-0073

Attention: Fern Goldman

Centretown Community Centre
100 Argyle Avenue,
Ottawa, Ontario.
K2P 1B6

Tel: 829-9777

Attention: Wayne Edgar

Pinecrest - Queensway
804 Grenon Avenue
Ottawa, Ontario
K2B 6G2

Tel: 820-4922

Attention: Sandra Mark

Foster Farm Community Centre
1065 Ramsay Crescent,
Ottawa, Ontario.
K2B 8A1

Tel: 828-5701

Attention: Linda Leeson

Action Sandyhill
525 King Edward Avenue,
Ottawa, Ontario.
K1N 7N3

Tel: 236-4087 (h)

593-6886 (o)

Attention: Richard Gervais

Overbrook Community Council

Attention: Mrs. Gillian Sloan

Byriveau Ward

Tel: 235-3952

Attention: S. Richard

POLITICIANS: MPP

1. Ottawa Centre MPP: Evelyn Gigantes Tel: 237-0212

348 Bronson Avenue,

Ottawa, Ontario.

K1R 6J3

Contact: Beverly Bell

2. Ottawa East MPP: Hon. Bernard Grand Maitre Tel: 744-4484

25 Montreal Road,

Vanier, Ontario.

K1L 6E8

Contact: Mrs. Blonden

3. Ottawa South MPP: Claude Bennett Tel: 733-6801

1579 Bank Street,

Ottawa, Ontario.

K1H 7Z3

4. Ottawa West MPP: Reuben Baetz Tel: 729-9310

360 Richmond Road,

Ottawa, Ontario.

K2H 0E8

PRIVATE SECTOR

ASSOCIATIONS/DEVELOPERS

Mr. Michael Church Tel: 236-3631

Ottawa Board of Trade

185 Sparks Street,

3rd Floor,

Ottawa, Ontario.

K1P 5B9

Mr. J. McGuinty

Tel: 232-1875

Executive Director

BOMA

222 Queen Street,

Suite 700,

Ottawa, Ontario.

K1P 5V9

Mr. John Rogan

Tel: 225-2240

Real Estate Board of

Ottawa-Carleton

1745 Woodward Drive,

Ottawa, Ontario.

K2C 0P9

Mr. P. Dobbing

Tel: 829-7502

Ottawa Construction Association

196 Bronson Avenue,

Ottawa, Ontario.

K1R 6H4

Mr. John Lang

Ottawa-Carleton Home

Builders Association

P.O. Box 5152, Station F

Ottawa, Ontario.

K2C 3H4

Mr. David Crenna

Tel: 236-6608

Associates Consulting Services Ltd.

60 Queen Street,

Ottawa, Ontario.

K1P 5Y7

Mr. Leduc

Tel: 238-7611

General Research and Evaluation

900-77 Metcalfe Street,

Ottawa, Ontario

Mr. Robin Seuchen

Tel: 235-7215

ECOS Research

Mr. Shawn Michael

Tel: 236-7777

Royal LePage Consulting

Mr. Sainsbury

Tel: 820-8530

Minto Construction

Mr. H. Lane

563-8448

Bank of Canada

APPENDIX V

Comments/Requests for
Information from
Questionnaire #2

This Appendix covers the comments made by respondents to the Second Questionnaire. An abbreviated version exists in the text. The comments were made in answer to the question:

"Are there any topics/data that are missing from the list which you or your agency would find interesting or necessary to complete the H.I.S.?"

In other words, it validates the categories chosen and provides comments or other topics which should be included in the H.I.S.

Public Institutions

(including School Board)

- children per unit

- family size per unit

- draft plan approval to indicate future population

- report on taxation status by ward

- how does assessed value of property (i.e. large scale, small scale K6 units), and owned residential property compare and how does taxable value compare

- how to begin contracting out for a house, buy land, then what?
i.e. zoning

- info on house plans

- rent supplement program

- co-op non-profit-new housing projects on the market and coming on stream

Third Sector

- property standard violations

- market rents in City Living Units

- tenant turnover in Ottawa (in Mayor's Task Force?)

- severances

- monitor housing change
 - previous : present use (building permit)
 - change of building use
 - rental to ownership

- monitor alternate forms of non-profit housing to gauge people's preference's and needs. Are they being met?

- difficulty finding housing for special needs groups

- availability information for housing

- complaints against landlords

- where to go if you're stuck for housing

- allow sections to report to be reprinted in community papers

- developments in City/Regional Policy
 - i.e. fees and charges

- question of how to improve the City Livings image of low cost housing - must counteract it-its not totally subsidized housing. Major problem for low and middle income people.

- should always intersperse lower and higher groups

- housing availability especially for students

- list special housing by need number of units or beds

- affordability criteria must be clearly noted

- rent geared to income housing number of units

- maps - percentage of housing types

- range of housing for special need

- special needs housing - specific supports built into each unit type (for disabled, seniors)

- Monitor special projects (i.e. Granny flats, match, share projects)

- criteria for social housing, name of people to contact

Private Sector

- how do we get from stats to indications for researchers
- indicators of bureaucracy
 - stats on inspection
 - approvals
 - average elapsed time
- city's effort
 - housing expenditure/total budget/taxpayer
- availability of land for housing
 - land bank
 - vacant land
- applications for severances
- applications for severances
- availability of funding for housing - authority to provide housing
 - sources
- rent review/rent controls
- land development in Ottawa

- starts and potential absorption
- number of building permits issued
- housing for handicapped
- mortgage for low income
- definition of affordable housing

Politician's Comments/Requests

- record transfer from one municipality to another of people requiring subsidized housing
- is there enough space for special needs groups?
- rights of tenants
- where are people moving to if they can not afford to live in the city? re: welfare addresses
- complication of requests for housing by need group

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3. Peter Barnard Associates, "Under Pressure: Prospects for Ontario's Low-Rise Rental Stock", prepared for Ministry of Municipal Affairs and Housing, June, 1985.
4. Peter Barnard Associates, "City of Ottawa Strategic Housing Study"/Phase 1 Report Appendices", April, 1984.
5. "Yardsticks for Assessing Displacement and Neighbourhood Change, A Report of the Local Government Review Panel on Displacement Research", Sorkin, Donna L., Public Technology, Inc., Washington, D.C., 1982.
6. Parton, Mildred, "Surveys, Polls and Samples: Practical Procedures", Cooper Square Publishers, Inc., New York, 1966.