

Impacts of Social Housing Final Report

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RÉSUMÉ ET CONCLUSIONS

.1 Préoccupations du public relatives au logement social

La plupart des gens s'inquiètent au sujet de la qualité de vie dans leur quartier et leurs collectivités et n'ont pas de grandes préoccupations liées de façon précise à l'implantation de logements sociaux. Habituellement, le logement social est une source d'inquiétude seulement dans la mesure où l'on considère qu'il aura un effet nuisible sur des facettes particulières de la vie communautaire qui ont déjà de l'importance pour les résidents locaux. Dans l'ensemble, les types d'appréhensions que les gens expriment concernant le logement social, soit la sécurité et la criminalité, le changement du caractère du quartier, les bruits de rue et la circulation, etc., sont les mêmes que ceux que mentionnent les gens, qu'il soit question ou non de logement social.

Dans la présente recherche, nous avons analysé les préoccupations relatives au logement social de deux façons. La première méthode consistait à demander directement aux gens qu'elles avaient été les impacts de l'introduction d'ensembles de logements sociaux dans leur quartier. Nous résumons brièvement les résultats de cette méthode. Dans le cadre de la deuxième méthode, moins directe, nous avons recueilli des preuves sur les préoccupations du public en demandant aux gens dans quelle mesure ils étaient satisfaits de différents aspects de la vie dans leur quartier, sans mentionner le logement social. La comparaison des réponses de personnes vivant très près d'ensembles de logements sociaux et de celles de personnes vivant dans des zones sans logement social nous permet d'évaluer en toute objectivité les soucis du public concernant la qualité de vie engendrée par le logement social.

La plupart des gens, qu'ils habitent près d'ensembles de logements sociaux ou non, sont satisfaits de leur quartier. Environ 80 % des personnes interrogées se sont dit globalement satisfaites de leur quartier. Les différences de la satisfaction globale d'après la proximité aux logements

sociaux sont faibles : 76 % pour les gens qui vivent près de logements sociaux et 85 % pour ceux qui en sont éloignés. Toutefois, pour certaines facettes précises de la vie dans le quartier, telles que les caractéristiques physiques que sont le bruit, la circulation, la disponibilité de places de stationnement et l'apparence de la rue, et à l'égard d'autres aspects comme la vie privée et les occasions de bavarder avec les voisins, il n'y avait aucune différence des niveaux de satisfaction des résidents.

Lorsque nous les avons interrogés sur les changements qui, selon eux, s'étaient produits dans leur quartier au cours des deux à quatre dernières années, les gens se sont dit le plus inquiets de la criminalité, de la sécurité des femmes et des enfants et du vandalisme. Un peu plus de la moitié des personnes interrogées ont exprimé des préoccupations à l'égard de ces trois questions. Pour la présente recherche, la constatation la plus importante, c'est que les degrés d'inquiétude à l'égard de ces questions ne sont pas liés à la proximité des résidents aux ensembles de logements sociaux. Environ le tiers des personnes interrogées étaient inquiètes des changements du caractère de leur quartier et des niveaux d'esprit communautaire. Les résidents de Vancouver et d'Halifax qui habitaient près d'ensembles de logements sociaux étaient un peu plus soucieuses des changements notés dans leur quartier que les autres résidents de ces collectivités.

Lorsque nous avons axé notre recherche sur des ensembles de logements sociaux particuliers dans les collectivités à l'étude, nous avons constaté que les résidents de trois des quatre marchés étudiés étaient très conscients de la présence de logements sociaux. Plus de 75 % des personnes interrogées dans les régions les plus directement touchées ont dit savoir qu'il existait certains ensembles de logements sociaux dans la collectivité. Même parmi les personnes qui n'habitaient pas tout près d'un ensemble de logements sociaux (c.-à-d. qui demeuraient à plus de cinq îlots d'un tel ensemble), plus de 60 % étaient conscientes de l'existence de logements sociaux dans la région. La sensibilisation à l'existence de logements sociaux dans leur quartier était la plus faible parmi les résidents de Halifax. Cela découle de la méthode appliquée localement pour l'implantation des ensembles (petits ensembles dispersés dans toute la collectivité) et pour la consultation publique (aucune).

Les préoccupations les plus graves mentionnées par les participants à l'étude concernant le logement social étaient semblables à celles qui avaient été signalées dans des études antérieures : la valeur des propriétés, la concentration des ensembles dans des zones particulières, la conception des ensembles, l'apparence physique et l'entretien des ensembles et l'incertitude liée à la mauvaise communication au sujet du projet avant et pendant la mise en oeuvre. Ces préoccupations sont résumées dans les sections qui suivent.

..2 Impacts du logement social

a) Impacts perçus

Les résidents locaux, qu'ils habitent près d'un ensemble de logements sociaux ou non, ont des avis partagés quant aux bénéfices globaux du logement social dans leur quartier. Près de la moitié, soit environ 45 %, restent neutres quant aux effets, en les cotant comme n'étant ni positifs, ni négatifs, alors que 25 % croient que les ensembles ont eu un effet positif sur le quartier, et un peu plus de 30 %, qu'ils ont eu un effet négatif. Une personne sur dix seulement a dit que l'existence de logements sociaux avait eu un effet quelconque sur sa décision de demeurer dans le quartier.

Pour la plupart des personnes interrogées, la question la plus importante avait trait à la valeur des propriétés. Beaucoup de personnes croient que les logements sociaux ont eu un effet négatif sur les valeurs des propriétés locales, conviction que l'analyse des données sur les ventes de logements effectuée aux fins de cette recherche n'appuie pas. Près de 50 % des personnes interrogées étaient d'avis que les ensembles dans leur quartier avaient eu un effet négatif sur les ventes de logements; moins de 10 % croyaient qu'ils avaient eu un effet positif. Toutefois, très peu de résidents ont dit que leur perception d'un effet négatif sur les valeurs des propriétés avait influé sur leur décision d'acheter un logement. La grande majorité des personnes interrogées (environ 75 %) ont indiqué que la présence de logements sociaux n'avait eu aucun effet sur leur décision d'acheter une maison dans leur quartier.

Les avis concernant les conséquences plus larges des logements sociaux sur le quartier dans son ensemble étaient encore plus partagés : 30 % des personnes interrogées ont signalé des effets négatifs, 26 % des effets positifs et les 44 % restants sont restés neutres. Les différences entre les villes étaient très grandes. Environ 50 % des Montréalais voyaient l'impact du logement social dans leur quartier comme étant positif, alors que cette proportion n'était que de 25 % à Vancouver et de 15 % à Ottawa et à Halifax.

b) Impacts sur la valeur des propriétés

L'analyse des données sur les ventes de logements effectuée dans le cadre de cette étude a révélé que la croyance de près de la moitié des personnes interrogées, à savoir que les ensembles de logements sociaux ont un effet négatif sur la valeur des propriétés, est sans fondement. Nous avons comparé le prix de vente moyen de propriétés situées très près d'ensembles de logements sociaux et le prix de vente moyen d'un groupe de logements semblables dans des zones sans logement social. Dans les deux régions, les prix de vente ont été comparés pour les périodes avant et après l'introduction de l'ensemble. Si le changement de la valeur des maisons exposées aux ensembles de logements sociaux n'était pas sensiblement différent du changement dans le cas des propriétés non exposées aux logements sociaux, on pourrait en conclure que le logement social n'avait pas eu d'effet sur la valeur des propriétés. Par contre, si la valeur des propriétés du «groupe expérimental» de propriétés avait diminué ou augmenté dans une mesure moindre que la valeur des propriétés du «groupe de référence», on aurait pu en conclure que les logements sociaux avaient eu un effet négatif.

Plusieurs tests statistiques ont été effectués pour évaluer l'effet sur la valeur des propriétés. Ces tests se fondent sur des définitions larges et étroites des fourchettes acceptables de valeurs des propriétés. En utilisant la définition la plus générale, nous avons inclus toutes les données, à l'exception des ventes à 1 \$ (il s'agit habituellement de cessions entre membres d'une famille qui ne traduisent pas les prix du marché). En utilisant la définition plus étroite, nous n'avons tenu compte que des ventes de maisons d'un prix se situant entre 40 000 \$ et 250 000 \$. Aucune des

comparaisons ni aucun des modèles statistiques des différences des prix de vente moyens avant et après l'introduction de logements sociaux n'a fait ressortir des différences statistiquement significatives. En nous fondant sur les données disponibles et les tests effectués, nous arrivons à la conclusion que la proximité d'une maison à un ensemble de logements sociaux n'a aucun effet positif ni négatif sur la valeur des propriétés avoisinantes¹. En outre, cette conclusion demeure valable quelle que soit la région du marché ou la proximité à l'ensemble.

.3 Acceptation des logements sociaux par le public

Le principe du logement social jouit d'un appui certain, 73 % des participants à l'étude ayant convenu que le logement social est une bonne idée. Inversement, l'opposition à l'idée est relativement faible, 14 % seulement des participants croyant que le logement social n'est pas une bonne idée. En outre, plus de 80 % des personnes interrogées reconnaissent qu'il existe un besoin de logement social dans leur ville, alors que moins de 10 % ont dit qu'il n'existait aucun besoin de ce type de logement.

L'appui accordé au logement social diminue quelque peu lorsque le contexte est ramené à celui du quartier local, 59 % des personnes interrogées étant favorables au logement social dans leur quartier, contre 73 % dans la collectivité. Environ 25 % des participants à l'étude sont contre l'idée d'implanter des logements sociaux dans leur quartier, comparativement à moins de 14 % qui s'opposaient à l'implantation de logement social dans la communauté.

Pour ce qui est de l'importante question de l'acceptation publique du logement social, nous avons constaté que l'appui à l'égard du principe du

¹ Comme nous l'avons mentionné dans le chapitre précédent, les données relatives aux deux groupes varient considérablement et le nombre de cas dans certains groupes est peu élevé. Il faut interpréter ces données avec prudence et songer à entreprendre d'autres travaux dans ce domaine pour accroître la taille des échantillons.

logement social dans la collectivité augmente au fur et à mesure que la familiarité avec ces ensembles augmente. En outre, l'appui manifesté par les gens à l'égard du logement social dans leur propre quartier est plus marqué dans le cas des personnes qui ont une expérience directe du logement social. En effet, deux personnes sur trois vivant dans des logements voisins d'un ensemble de logements sociaux convenaient que le logement social dans leur quartier était une bonne idée, à comparer à moins de 50 % dans les régions sans ensemble de logements sociaux. Dans ces régions, 30 % étaient contre l'implantation de logements sociaux dans leur quartier, comparativement à 22 % seulement dans le cas des personnes habitant près de logements de ce genre. Ces constatations donnent fortement à penser que pour certaines personnes, le fait de vivre quotidiennement à proximité d'un ensemble de logements sociaux fait disparaître les perceptions négatives à l'égard du logement social.

L'appui de l'implantation de logements sociaux dans le quartier est étroitement lié à la présence ou à l'absence d'ensembles existants. Bien qu'une majorité de résidents appuient l'idée du logement social, le soutien de l'implantation de nouveaux ensembles dans le quartier diminue lorsqu'il en existe déjà dans la région. L'opposition des résidents locaux à l'implantation de nouveaux ensembles dans un quartier où il en existe déjà découle de leur perception qu'ils ont déjà leur «juste part» de logements sociaux. L'opposition aux nouveaux ensembles de logements sociaux parmi les personnes habitant des régions où il y en a déjà augmente lorsque le nouvel ensemble serait aménagé «sur ma rue». Toutefois, elle n'est pas liée à la proximité des résidents aux ensembles existants. Enfin, le soutien des nouveaux ensembles est plus faible parmi les résidents qui sont conscients qu'il existe déjà des logements sociaux, ce qui n'est pas surprenant.

D'autres facteurs qui ont la plus grande influence positive sur l'acceptation du logement social sont liés à la conception de l'ensemble. Bref, la bonne conception d'un ensemble en augmente l'acceptation. De façon précise, il faut que les nouveaux ensembles s'harmonisent avec le parc de logements existants dans le quartier et qu'ils respectent la vie privée des résidents pour être acceptés.

Certaines caractéristiques physiques des ensembles proposés sont aussi susceptibles d'en accroître l'acceptation parmi les résidents locaux. Elles comprennent l'aménagement d'un nombre suffisant de places de stationnement et, compte tenu de l'appui qu'on accorde aux ensembles qui se marient bien avec le quartier, une limite quant au nombre de logements dans l'ensemble.

Il est difficile de mesurer les niveaux d'intolérance, que ce soit à l'égard de personnes de différents groupes raciaux, ethniques ou religieux ou à l'égard de membres de différents groupes socio-économiques. Parmi les différents facteurs qui augmenteraient l'acceptation du logement social, l'installation dans les ensembles de logements sociaux de personnes semblables aux autres résidents du quartier est celui qui a reçu la cote la moins élevée. Néanmoins, plus de la moitié des personnes interrogées convenaient que le degré d'acceptation serait plus élevé si les occupants des logements sociaux ressemblaient à ceux des résidents actuels du quartier et il ne fait aucun doute que l'intolérance joue un rôle important dans l'expression de cet avis. Toutefois, il est difficile de débrouiller les niveaux de préoccupation à l'égard des changements dans la collectivité qui sont jugés trop rapides, et l'intolérance à l'égard des nouveaux venus.

Enfin, les constatations de l'enquête donnent à penser qu'il y a un lien étroit entre la satisfaction à l'égard du processus de consultation, y compris à l'égard de la précision de l'information fournie avant la construction, et la perception d'effets négatifs découlant du logement social et, en fin de compte, l'acceptation du logement social. Cela donne clairement à entendre que la possibilité qu'un ensemble soit accepté augmente lorsque les efforts de communication sont multipliés avant l'implantation de l'ensemble dans la collectivité.

.4 Communications et consultations

Le processus de consultation publique joue un rôle crucial dans l'implantation réussie des ensembles de logements sociaux. Globalement, seulement environ la moitié des personnes interrogées avaient eu connaissance du projet d'aménagement des ensembles de logements sociaux dans leur région.

Parmi les personnes qui étaient au courant du projet, seulement la moitié en avait été informées par un moyen officiel quelconque : une personne sur trois l'avait appris au moyen d'un processus de notification prévu, et une sur six, en lisant un journal. D'autres ont tout simplement vu les travaux de construction ou en ont été informés par bouche à oreille.

Beaucoup de personnes, soit près de la moitié (44 %), croyaient qu'elles n'avaient pas été informées suffisamment tôt du projet d'implantation de logements sociaux dans leur quartier. Seulement une personne sur quatre était d'avis que le processus de notification des résidents locaux avait été satisfaisant. Beaucoup se sont aussi dit insatisfaits de la mesure dans laquelle l'information donnée à l'avance sur un ensemble était réellement reflétée dans les résultats finals; une personne sur trois était d'avis que l'information fournie avait été inexacte.

Les personnes moins satisfaites du processus de consultation ou, plus précisément, insatisfaites de la mesure dans laquelle l'information donnée au préalable était conforme aux résultats finals étaient plus nombreuses à ne pas appuyer l'idée d'avoir des logements sociaux dans la collectivité. Elles étaient aussi plus susceptibles de percevoir le logement social comme une menace pour la valeur de leurs propriétés et la qualité de vie dans l'ensemble du quartier. Cela semble indiquer qu'on pourrait réduire l'opposition et la perception d'impacts négatifs en augmentant la quantité et l'exactitude de l'information donnée aux membres de la collectivité avant l'implantation d'un nouvel ensemble.

À titre de seule preuve objective recueillie pendant cette étude, les données relatives à l'impact du logement social sur la valeur des propriétés nous permettent de faire une comparaison valable des menaces réelles et perçues de l'implantation de logements sociaux. Bien que les données sur les ventes de logements montrent que le logement social n'a pas d'effet négatif sur la valeur des propriétés, près de la moitié des personnes interrogées croient que le logement social diminue la valeur des propriétés. L'écart entre ce que les gens croient et ce qui se produit réellement indique qu'il faut concevoir des stratégies de communication pour mieux informer les gens et accroître l'acceptation des logements de ce genre dans nos collectivités. Les gens sont généralement satisfaits de leur quartier. La

plupart reconnaissent aussi que le logement social est une nécessité et que c'est une bonne idée d'en implanter dans sa propre collectivité. Les communications axées sur les préoccupations du public concernant l'impact de ce type de logement sur le quartier et sur les vies individuelles aideront à accroître l'acceptation des ensembles de logements sociaux par le grand public et à réduire au minimum l'opposition de la collectivité à l'implantation d'ensembles de ce genre.

.5 Résumé des mesures visant à réduire les effets négatifs du logement social

Cette étude a aidé à relever différents domaines de préoccupation du public liés aux ensembles de logements sociaux. La charge de relever et d'éliminer ces préoccupations à l'égard d'ensembles particuliers incombe à de nombreux proposants différents d'ensembles de logements sociaux, y compris les divers niveaux de gouvernement, les sociétés de logement sans but lucratif, les promoteurs et les citoyens, ces derniers ayant le devoir de se renseigner sur les événements dans leur collectivité.

Dans cette dernière section, nous relevons les questions les plus importantes qui influent sur l'acceptation des logements sociaux par le public. En accordant une attention à ces questions, la SCHL et d'autres intervenants dans le domaine de l'habitation pourraient amener une meilleure acceptation du logement social par le public.

Soutien du principe du logement social

Il ne faut pas sous-estimer l'importance du soutien général que le public accorde au principe du logement social. Bien que l'écart entre l'appui de principe et l'appui de projets réels puisse être grand pour diverses raisons, les efforts visant à faire accepter les ensembles de logements sociaux seraient beaucoup plus fructueux si le public comprenait la nécessité pour les gouvernements de financer des logements abordables pour les personnes dans le besoin. Les promoteurs des ensembles devraient tenter de réduire l'écart; lorsqu'un projet suscite une opposition publique considérable, ils devraient se rendre compte qu'un aspect du projet ou du processus les empêche

d'aller chercher ce soutien public sous-jacent et de susciter la bonne volonté.

Consultation relative à des projets particuliers

Pour accepter un projet, le public doit être convaincu que le processus de consultation est ouvert et approfondi. Habituellement, le public est très peu conscient des consultations menées pendant les étapes de la planification et de la mise en oeuvre des projets de logement social. En outre, le manque de consultation publique ou la conviction que la consultation publique est insuffisante est une source importante d'insatisfaction et de ressentiment à l'égard d'ensembles de logements publics particuliers. L'acceptation est clairement moins grande lorsque les gens ne sont pas satisfaits du processus de consultation.

Les avis des promoteurs de logements sociaux concernant l'utilité d'une consultation publique ouverte varient grandement. Bien que les résultats de cette étude semblent appuyer la notion d'ouverture, dans certains centres (Halifax, par exemple), de petits projets sont menés à bien dans le cadre d'un processus qui se déroule discrètement et sans consultation. En Ontario, où les promoteurs sont tenus par la loi d'informer les ménages individuels habitant à moins de 400 pieds de l'ensemble proposé, certaines collectivités semblent choisir les emplacements pour le logement social de façon à réduire au minimum le nombre de voisins très proches de l'ensemble. Cela a pour effet de limiter le nombre de terrains disponibles pour les ensembles de logements sociaux. De meilleures consultations, qui amèneraient une acceptation plus grande des ensembles de logements sociaux, pourraient accroître la disponibilité de terrains à long terme si les municipalités avaient moins de difficulté à venir à bout des restrictions limitant les emplacements possibles d'ensembles.

Directives relatives à l'information et à l'éducation du public

De nombreuses perceptions erronées dans de nombreux domaines influent sur l'acceptation publique du logement social. Les effets sur la valeur des propriétés, la modification du caractère du quartier, les effets matériels au niveau de la rue et la criminalité et la sécurité publique sont

quelques-uns des domaines clés sur lesquels il faudrait mieux renseigner le public en vue d'améliorer les débats sur les impacts du logement social. La SCHL a un rôle à jouer dans l'amélioration de ces débats par l'éducation directe du public et par le soutien et l'orientation des promoteurs d'ensembles individuels sur les façons de renseigner les résidents locaux.

Impacts sur la valeur des propriétés

Les preuves recueillies pendant cette étude et des études antérieures indiquent que les perceptions du public concernant les effets sur la valeur des propriétés découlant de l'implantation de logements sociaux sont exagérées ou erronées. D'après notre expérience, beaucoup de personnes acceptent difficilement de changer d'avis sur les chutes prévues de la valeur des propriétés. Néanmoins, la question est extrêmement importante et les résultats de cette étude et, si cela est nécessaire, des études de suivi devraient être utilisés pour dissiper les idées fausses concernant les effets négatifs du logement social.

Criminalité, vandalisme et sécurité publique

Comme la criminalité, le vandalisme et la sécurité du quartier en général étaient une des principales préoccupations des résidents, on peut aussi supposer qu'il serait possible d'influer positivement sur l'acceptation du logement social en accordant une attention à ces facteurs.

Convaincre les gens que le logement social fait partie du processus de développement communautaire

Beaucoup de gens s'opposent au changement dans leur quartier parce qu'ils craignent que des ensembles mal conçus ou planifiés entraîneront une détérioration de la qualité de vie dans la collectivité. Ces inquiétudes découlent de la crainte qu'un ensemble particulier soit le proverbial «pire cas». Divers facteurs peuvent contribuer à faire croire aux gens qu'un ensemble aura un effet négatif, comme l'expérience passée ou la connaissance d'ensembles qui ont été un échec, le scepticisme concernant les motifs des promoteurs ou constructeurs, le manque de confiance en la volonté du conseil

municipal de protéger leurs intérêts et, facteur peut-être le plus important, l'incertitude quant à ce qu'on planifie pour la collectivité.

Les Canadiens tiennent aussi énormément à bâtir leurs collectivités de façon à ce qu'elles permettent des modes de vie heureux et sains. Une recherche récente sur les consommateurs de logements menée par la SCHL a montré que, pour la plupart des gens, la qualité de la collectivité est aussi importante que la qualité des logements individuels. Les promoteurs d'ensembles de logements sociaux devraient tirer parti du soutien public du développement communautaire et montrer que le logement social est une partie importante du processus.

Préoccupations exagérées

Bien que bon nombre des personnes interrogées se soient dit préoccupées à l'égard du logement social ou se soient montrées contre cette forme de logement, très peu ont indiqué que la présence de logements sociaux avait eu un effet sur leur comportement, soit au moment de l'achat d'une maison ou après l'implantation d'un nouvel ensemble dans leur quartier. La décision d'acheter une maison ou de déménager est une décision importante qui se fonde sur de nombreux facteurs, et cette constatation ne devrait pas servir à écarter les préoccupations légitimes concernant le logement social. Toutefois, les résultats donnent à entendre que les effets réels ne sont pas aussi marqués que les niveaux de préoccupation exprimés, ce qui reflète encore une fois la crainte relative au scénario du «pire cas», et que les craintes signalées pourraient être quelque peu exagérées dans certains cas.

Répartition équitable des ensembles

Le public appuie le principe du logement social. La plupart des gens voient positivement ou au moins de façon neutre les avantages et impacts d'ensembles particuliers dans leur quartier. Toutefois, cet appui diminue considérablement dans le cas des nouveaux ensembles qui sont implantés dans une région où il y a déjà des logements sociaux, les résidents étant d'avis qu'ils ont déjà leur «juste part» de logements sociaux. Cela donne à entendre que les promoteurs doivent s'assurer de prendre en compte la répartition des logements existants lorsqu'ils planifient de nouveaux ensembles.

Importance d'une conception appropriée

Les caractéristiques de conception des ensembles sont probablement l'ensemble le plus important de facteurs qui influe sur l'acceptation publique du logement social. Les inquiétudes des résidents locaux sont axées sur l'apparence de la structure, la façon dont elle s'harmonise avec le quartier et la taille de l'ensemble (et son impact au niveau de la rue, comme le bruit et la circulation, la vie privée, etc.). Un ensemble bien conçu qui tient compte des caractéristiques du quartier est beaucoup plus susceptible d'être accepté par le public. De toute évidence, les promoteurs et concepteurs d'ensembles sont conscients de ce fait depuis un certain temps et les nouveaux ensembles reflètent habituellement une approche plus délicate. Cela est essentiel à l'implantation réussie d'un ensemble. La SCHL peut jouer un rôle prépondérant dans l'établissement et la mise à jour continuelle de directives appropriées de conception des ensembles de logements sociaux. Il est tout aussi important de mieux informer les résidents locaux concernant la conception des ensembles afin de dissiper leur crainte que l'ensemble soit un échec.

Poursuite des recherches

Les résidents qui sont contre l'implantation de logements sociaux dans leur quartier s'y opposent souvent très fortement. Les propositions bien préparées en vue de l'aménagement d'ensembles sains sont souvent écartées sous prétexte que les preuves ou les justifications présentées sont insuffisantes. Par contre, les arguments portant sur les effets positifs et les avantages qui se fondent sur des données empiriques saines (sur des sujets comme l'effet sur la valeur des propriétés) sont critiqués et rejetés.

Nous croyons que des recherches qualitatives aideraient à nous faire mieux comprendre les raisons pour lesquelles les gens s'opposent au logement social. Par exemple, on pourrait recourir aux groupes de discussion pour tenter de répondre à quelques-unes des questions suivantes :

Pourquoi les gens ne tiennent-ils pas compte des résultats d'études documentant l'effet minime du logement social sur la

valeur des propriétés? Mettent-ils réellement en question la méthodologie ou la crédibilité et l'intégrité des organismes qui parrainent les études, ou leurs critiques masquent-elles d'autres motifs?

Quels types d'information les résidents aimeraient-ils obtenir pour répondre à leurs questions et préoccupations : renseignements sur la conception? le processus? les effets du logement social dans d'autres régions? Sous quelle forme aimeraient-ils recevoir l'information?

Quelles sont les sources crédibles d'information? Quels sont leurs niveaux relatifs de crédibilité?

Comment les gens évaluent-ils les différentes sources d'information pour prendre leurs décisions d'appuyer un projet ou de s'y opposer?

On pourrait traiter de beaucoup d'autres questions intéressantes et importantes comme celles-ci au moyen de la méthode interactive et dynamique qu'offrent les groupes de discussion. Nous recommandons que des discussions aient lieu avec des résidents de régions qui ont déjà passé par le processus de planification et d'implantation de logements sociaux et avec les résidents de régions où il existe des possibilités d'aménagement de logements de ce genre.



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APPENDICES

Appendix A — Study Issues

Appendix B — Survey Questionnaire

Appendix C — Description of Housing Projects and Study Sites

Appendix D — Site and Telephone Survey Field Report

CHAPTER

1

INTRODUCTION

1.1 Background

Lingering economic recession, large numbers of immigrants in recent years, an aging population and our greater sensitivity to the needs of people with disabilities or special problems are some of the factors contributing to the demand for more government activity in the area of social housing. Achieving the goal of decent and affordable housing for Canadians in need, however, has numerous impediments. One of the most difficult and potentially harmful impediments is neighbourhood resistance to social housing initiatives. Neighbourhood resistance comes about through a mixture of real and perceived threats to the social and economic well-being of the community. Previous research has shown that many of the fears related to such housing initiatives to be more perceived than real. However, what is perceived as reality presents just as real an obstacle as that which is real. To help deal with this problem it is important that public decision-makers and planners have reliable and valid information about the actual impacts of social housing initiatives in diverse neighbourhood settings. Improving our knowledge of neighbourhood impacts in the social housing field is the principal objective of this research assignment.

CMHC officials have noted that local residents have stiffened their resistance to the construction of social housing projects. People may support the social objectives associated with social housing -- affordable housing for community residents in need -- but oppose an actual project when it affects them directly. The resulting delays and abandoned projects serve to exacerbate the difficulties already encountered with project implementation.

Social housing projects can be a source of conflict between residents of neighbourhoods and project proponents for many reasons. Often media reports, municipalities and neighbours are concerned that these projects will reduce the quality of the neighbourhood and, in particular the property values of surrounding properties. In part, this stems from past projects which tended to be large scale high-rises devoted to low-income residents. Projects today are smaller in scale and more effort is made to building structures that blend in with the neighbourhood. Nevertheless, the concerns still exist. Other concerns, which are often driven by the same causes as the concerns about property values, include parking, noise, crime, the physical look of the neighbourhood, social-cultural integration of new residents, and density. Many of these concerns are grouped together into a broad concern about changing the existing character of the neighbourhood. In many instances, the consultations associated with the development process are an important issue, particularly where residents and community groups believe that previous efforts at consultation have not been adequate.

CMHC has focused on the need for a research which documents, through empirical study, the social and physical impacts of social housing projects. Understanding the impacts of social housing projects will help by providing information to address design, planning and public communication issues.

1.2 Objectives and Issues

There are four main objectives of the proposed research. The first is to identify the *concerns of residents* regarding the implementation of social housing projects in their neighbourhoods. Second, the study will identify *the impacts*, positive and negative, of social housing projects on residents, neighbourhoods and on the market value of nearby properties. An analysis will examine the relationships between concerns and impacts. The third objective is to identify the *specific causes of impacts* identified through the research in a case study approach. The fourth and final objective is to identify *measures which CMHC could take* to minimize negative effects of social housing projects.

The research issues can be organized into four core areas:

- *Awareness and perceptions of social housing in the community* - a basis for examining perceived impacts and concerns. This will also provide the major building blocks for outward perceptions of social housing,;
- *Impacts of, or concerns about social housing in the neighbourhood.* (Perceived impacts may not necessarily coincide with the objective reality.) - property sales data were used to establish an objective measure of an impact from social housing. Much of the evidence in the study is targeted, however, to perceived impacts. It is our contention that perceptions of reality (and public concerns) are as significant as objective measures when considering communication strategies. Such impacts as project design, physical impacts, changing character of neighbourhood, and social-ethnic-cultural integration were addressed,;
- *Acceptance of social housing* - several distinct concepts were considered under the topic of public acceptance including: the degree of willingness to have

more social housing in the neighbourhood; preferred forms of social housing; and factors which will influence acceptance; and

- *Communications* - pertinent concepts included; what people feel that they need to know about social housing; and the source of that information (e.g., media/non-media). If this consultation process with the community is inadequate then local residents are much more likely to oppose a new project because of greater uncertainty about the nature of the project.

The exhibit in Appendix A presents the research areas encompassed in this study. It identifies key concepts and indicators to be empirically measured in order to analyze the study issues. The table also lists the data source used in the study which include:

- Survey of Neighbours;
- Survey of Non-Equivalent Control Group;
- Pre- and Post Project Sales Data;
- Project File Reviews (and related information from local housing authorities and project officials).

1.3 Organization of the Report

The following chapter discusses the conceptual approach to the research questions and is followed by a detailed description of the methodology. Chapter Three contains a set of project descriptions for each of the four cities sampled in the study. The information provided by local housing authorities and project officials, as well as information found in the project files is described predominantly in this project description.

The next three chapters focus on the study findings. Chapter Four describes the survey findings from the survey of neighbours and the survey of the

control group. Public perceptions, current satisfaction levels, acceptance of social housing, and perceived impacts of social housing, are outlined. Chapter Five provides details of the perceptions about the public consultation process. Chapter Six describes the results of the analysis of the project sales data. The effect of social housing on the property values of surrounding dwellings as compared to those in the non-equivalent control group are explored.

Chapter Seven summarizes the findings from all data sources. Conclusions are drawn on the basis of findings from all lines of evidence in an effort to highlight some of the most prevalent public concerns and gaps in communication strategies used in the past.

CHAPTER

2

METHODOLOGY

2.1 Quasi-Experimental Design

There are many factors which may contribute to changes in property values and decreased satisfaction among residents in a given area. Also, these factors will not have remained constant since before the introduction of the social housing project. As such, a research strategy is required which will consider the multiple and dynamic nature of these many influencing aspects. Our basic approach addresses this problem through the use of a quasi-experimental design (cf., Campbell and Stanley, 1967).¹ In the absence of a true experimental design (which is practically impossible here), this is the most convincing form of causal evidence possible. Specifically, a pre- and post-comparison design using a treatment and quasi-equivalent control group was used. Those homes near a social housing project make up the treatment group. A roughly matched control group of similar properties where social housing does not exist were also identified. Our basic working hypothesis is that the difference in attitudes are not significantly different than the attitudes of other residents of the neighbourhood. Also, that the difference in the mean selling price for the properties surrounding the social housing development before and after the

1. In the strictest sense our design is not a quasi-experimental design, but an ex post facto design.

construction of the project, is no different than that for the matched control group of properties.

In addition, the design must consider the possibility of a distance-decay effect. This effect postulates that there exists an inverse relationship between the effect of the project and distance. In other words, as the distance from the social housing project increases the impact is reduced. Our approach allowed us to examine this issue by recording the distance of the dwelling from the social housing project.

The control group is comprised of stock which is roughly similar to that of the treatment group in terms of geographic location, size, and type of dwelling (single family, duplex, etc.). Similar geographic location increases the probability that the properties in the control and the treatment group share similar market forces and similar sociodemographic characteristics.

Since there is no "stimulus" (social housing project) in the control group, there is no real pre and post time period. An artificial threshold was imposed. Similar to the treatment properties, the assignment of the control units into the pre or post cells corresponds to the date that construction of the social housing project was completed. In other words, all sales data prior to month of the completion of the social housing project was classified within the pre observation group, and sales data subsequent to the month of completion of the social housing project was classified within the post observation group.

Sales data for the two years prior and the two years after the establishment of the social housing project were collected. Social housing projects which were built between 1987 and 1991 were used in the study. The treatment group contained those properties in the defined area of a social housing project, which were sold during the period 1985 to 1993. Similarly, the control group contains those properties in the defined area which were sold during the same period. All sales data previous to the completion of the project were included in the pre social housing cell,

while all sales data subsequent to the project completion date were included in the post social housing cell.

A critical component of the study is identifying the properties which have the potential to be affected by the introduction of social housing. The question is: "How close to a social housing project must another dwelling be in order for its value to be influenced by the project?". For example, too large a sphere will dilute the measured impacts whereas too small a sphere will eliminate some of the effects. It is also necessary to define this area so as to include enough cases to permit statistical analysis of the data.

This same design rationale was applied to the survey of neighbours collecting perceptual information about impacts of these types of housing projects. By comparing the average ratings of those living in the properties surrounding the social housing projects with those living in the control areas, we have a non-reactive (or opaque) test of the impact. By this we mean that because the respondents do not know the purpose of the survey is to identify attitudes towards social housing they cannot consciously bias the results.

Up to 100 properties (and neighbours) were sampled per project, 50 among the treatment properties and 50 among the control properties. Although this is a sizeable area to cover around a treatment or control property these numbers were required to provide us with enough cases in the final data file. With an anticipated completion rate of 40% (due to attrition, refusals and potential language difficulties) for the survey, as well as a modest proportion of sales across the four year span in any given neighbourhood, this high number of properties was required in order to ensure sufficient cases in each of the control and treatment groups for both the survey and the sales data components

Sample Selection

In the first step of the process a list of projects completed between 1987 and 1991 for the study cities was obtained. Local housing authorities were contacted to determine the nature of the surrounding neighbourhood for each project to determine which properties exist in primarily residential neighbours. Those that do not were excluded from the data base. The main reason for this restriction is because the concern about property values originates with home-owners and the current aim in the area of social housing is to introduce projects into residential areas. In addition, sufficient residential property sales were needed to conduct the analysis. Also, small high rise, low rise and row units were sampled since these are the primary types of public housing projects currently being built.

Secondly, social housing projects targeted for specific populations such as the mentally or physically challenged were excluded since these present exceptional circumstances which are not generalizable enough to other housing projects. Since only fifteen projects from across the country were chosen for the study it did not seem reasonable to examine any projects other than standard family unit projects.

Thirdly, projects comprised of one building were targeted to simplify the mapping process and interpretation of the results. Projects involving clusters of large buildings might require separate study. Since there were only to be twelve to fifteen projects selected we did not wish to divert the study in too many different directions. In three of the fifteen cases, however, a project selected did in fact include two four-storey buildings side by side, or a set of small four unit buildings. These projects were selected because they were more suitable than many others on the list and were seen to be the best of possible choices for that city.

Fourth, neighbourhoods were examined to ensure that there are no other social housing projects in the area. The sample frame listing was used for this

purpose, as well as the observations of research assistants' in each neighbourhood during the site work. Assistants were instructed that no treatment group should have more than one project in its midst and no control group should have any presence of social housing within at least 30 houses.

In order to achieve a national scope in the study the sample included projects from Halifax (2), Montreal (5), Ottawa/Hull (4) and Vancouver (4). This provided information from eastern and western Canada, and Quebec and Ontario. In the case of each city, projects with more than 10 but less than 75 units which are listed as apartments, row, duplex/triple, or stacked were selected from. This set of criteria was established on the assumption that very small projects (less than ten units) do not typically draw attention or lead to difficulties within the neighbourhood. On the other hand, very large projects (over 75 units) tend to be built as microcosms, set away from single family dwellings and often comprised of a cluster of buildings set apart from other residences by a long road, a large green space or a highway.

Initial discussion with local housing authorities suggested that most of these types of projects are located in the urban core, but not in commercial "downtown" areas (because of the prohibitive costs involved in buying these properties). Of the four target areas included in the study, Montreal seems to be the exception to this rule, where a large proportion of the city's family unit projects are located in the downtown area.

Projects located in Montréal are predominantly government projects administrated by one local housing authority. Vancouver, on the other hand, is far more diverse. There are a number of privately owned and operated social housing projects in the city, although the provincial housing authority provided some information about project trends with respect to appearance, size and areas of the city where they are located. The Halifax local authority explained that social housing projects are limited in size and number which can be included in a neighbourhood. Also, the Halifax policy of not having a public consultation phase at all within the

community makes it somewhat different from the other cities. The Ottawa local housing authority provided additional information on the projects located in Ottawa, as did the Hull housing authority and the City of Nepean.

2.2 Methodology

The 15 housing projects included in the study were located in four cities in different regions of the country: four projects in Vancouver, four in Ottawa, five in Montreal and two in Halifax. Once projects were selected, the nearby area was mapped out complete with addresses and street locations during visits to the study sites by research assistants. We then proceeded to find similar types of areas in the same neighbourhood, further away from the project, which would serve as suitable controls. These control areas were similar in appearance, structure and size to the corresponding treatment areas.

The criteria employed to select the control group were as follows:

- ☐ an area at least 30 houses away from the social housing project (so that treatment and control groups do not overlap since each group extends a maximum of 15 units on either side of the treatment or control unit);
- ☐ an area similar in look and dwelling composition (e.g., same density, types of housing, physical condition of houses — see Appendix B for more details);
- ☐ Located in the same neighbourhood or at least close by.

Once treatment areas and control areas had been located, a telephone survey was conducted with residents who lived within two blocks of the housing project or control area. Tenants of the actual housing projects were not notified of our study or called for an interview. The telephone survey results are presented in Chapters Four and Five.

In order to gain an understanding of what transpires during the initial planning and construction of a social housing project in Canada, a file review of the selected 15 projects was conducted in the study. We experienced some difficulty in locating the specific files, and even once located, some people and organizations were hesitant to give out information they considered confidential. Nevertheless we were able to collect some information about each project. In several cases, an Ekos representative conducted an interview with one or more project directors either on site or over the telephone, in order to gather the necessary information. For other projects, any information relevant to the study was sent to us by project officials in outline form.

Appendix B provides a detailed technical description of the selection process, as well as an account of the survey response rates.

2.3 Limitations of the Study

The study methodology was based on a review of a limited number of cases — social housing projects — to examine the effects of social housing on the perceptions of neighbours and on the property values of neighbouring dwellings. A total of 15 projects were examined and considering the national scope of the work, there were only a few cases examined in each area of the country. The study was not designed to be representative of all social housing situations in Canada, nor was it designed to provide precise evidence upon which to base definitive conclusions about social housing impacts. The findings of this study are intended to be a preliminary examination of difficulties encountered by real residents in a small number of neighbourhoods where social housing exists. To assess the impacts of social housing on neighbourhoods in a more comprehensive and rigorous manner, a more extensive study involving a greater number of projects in different markets would be needed.

CHAPTER

3

**PERCEPTIONS OF
NEIGHBOURHOOD RESIDENTS**

The findings of the telephone survey of neighbourhood residents are presented in this chapter and the next. We present the overall survey findings as well as breakdowns of survey items by: city; for the treatment versus control group; for owners versus renters; and for residents aware versus unaware of the presence of social or subsidized housing in their neighbourhood. We highlight the substantively interesting and statistically significant results. The reader can assume that breakdowns not reported are *not* statistically significant.

This chapter focuses on respondents' perceptions of their own neighbourhood as well as their opinions about social housing projects, while Chapter Five describes their involvement in and opinions on the public consultation process preceding the construction of projects. We begin this chapter with a descriptive profile of the neighbourhood residents who responded to the survey.

3.1 Profile of Survey Respondents

Exhibit 3.1 presents a variety of sociodemographic information on the 556 respondents to the survey, 335 (or 60 per cent) of whom were in the treatment group — living near a social housing project — and 221 (or 40 per cent) in the control group

— *not* living in close proximity to a project. There are very few statistically significant differences between the treatment and control groups, indicating that they are generally equivalent in background characteristics. Most respondents lived in Ottawa (33 per cent) or Montreal (30 per cent), with notably fewer in Halifax and Vancouver (19 per cent and 18 per cent, respectively).

Language

The first language of most survey respondents in both the treatment and control groups was English (59 per cent and 61 per cent, respectively), followed by French (22 per cent and 25 per cent, respectively) and other languages (19 per cent and 14 per cent, respectively). This general trend holds true within each of the cities except Montreal, where the greatest proportion of respondents were francophone (46 per cent and 58 per cent, respectively). In addition, Vancouver respondents were unique in that they included a comparatively high proportion of people speaking languages other than English or French (31 per cent in the treatment group and 21 per cent in the control group), but *no* francophones. The first language of respondents did not differ significantly for the treatment and control groups in any of the cities.

Household Income

Overall, average annual household income was somewhat higher for control respondents (\$56,700) than for treatment respondents (\$51,600). This difference — either overall or for individual cities — is not statistically significant, however. A similar trend was observed for Vancouver and Ottawa, but in Halifax the reverse was true: average income for control respondents (\$35,900) was lower than that for treatment respondents (\$43,700). In Montreal, income is nearly equivalent in the treatment and control groups (approximately \$41,000 per year in each case).

EXHIBIT 3.1
Sociodemographic Profile of Survey Respondents

	Overall		Montreal		Ottawa		Halifax		Vancouver	
	T (n=335)	C (n=221)	T (n=106)	C (n=60)	T (n=119)	C (n=65)	T (n=55)	C (n=49)	T (n=55)	C (n=47)
Language										
English	59%	61%	33%	32%	62%	51%	91%	92%	69%	79%
French	22%	25%	46%	58%	18%	26%	7%	6%	0%	0%
Other	19%	14%	21%	10%	19%	23%	2%	2%	31%	21%
Ave. Annual Household Income (000s)	\$51.6	\$56.7	\$41.2	\$40.8	\$67.9	\$89.7	\$43.7	\$35.9	\$41.6	\$49.9
Ave. Years in This Neighbourhood	*8.4	11.8	10.4	12.2	*5.1	8.5	*9.2	15.5	10.7	11.9
Sex										
Male	44%	41%	42%	47%	45%	35%	45%	29%	45%	53%
Female	56%	59%	58%	53%	55%	65%	55%	71%	55%	47%
Education										
Primary school	4%	4%	6%	3%	*3%	5%	2%	2%	6%	7%
High school	28%	30%	22%	12%	21%	22%	44%	48%	39%	47%
Some community college	5%	5%	5%	10%	8%	2%	4%	6%	2%	0%
Community college graduate	13%	14%	10%	8%	20%	20%	7%	13%	12%	16%
Some university	8%	11%	15%	18%	2%	14%	6%	6%	8%	0%
University graduate	32%	28%	33%	30%	36%	33%	24%	23%	27%	24%
Post graduate	10%	7%	9%	17%	11%	3%	11%	2%	6%	7%
Other	0%	1%	0%	2%	0%	2%	2%	0%	0%	0%

	Overall		Montreal		Ottawa		Halifax		Vancouver	
	T (n=335)	C (n=221)	T (n=106)	C (n=60)	T (n=119)	C (n=65)	T (n=55)	C (n=49)	T (n=55)	C (n=47)
Occupation										
Labourer/semi-skilled	12%	8%	10%	5%	11%	3%	*19%	6%	11%	22%
Sales, service, clerical	22%	18%	13%	13%	26%	14%	23%	26%	27%	20%
Professional/managerial	38%	39%	32%	42%	44%	54%	42%	19%	33%	35%
Homemaker	8%	8%	9%	3%	8%	10%	6%	17%	5%	2%
Other	21%	27%	35%	37%	11%	19%	10%	32%	24%	22%
Household Type										
One person, living alone	14%	17%	*28%	42%	4%	5%	5%	6%	15%	15%
One adult with children	9%	4%	10%	0%	9%	3%	11%	4%	3%	9%
Couple without children	19%	21%	23%	30%	16%	16%	11%	17%	25%	21%
Couple with children	48%	44%	27%	15%	62%	64%	67%	60%	42%	36%
Two or more unrelated persons	6%	8%	9%	12%	4%	9%	4%	0%	7%	11%
Two or more related persons	3%	5%	2%	2%	4%	2%	0%	13%	4%	4%
Other	2%	1%	2%	0%	1%	2%	2%	0%	2%	4%

Note: T = Treatment Group
C = Control Group

* Differences between treatment and control groups (i.e., based on a t-test or chi-square test) are statistically significant at $p < .05$.

Length of Residency in Neighbourhood

Average residency in the neighbourhood was significantly longer for respondents in the control group (11.8 years) than for those in the treatment group (8.4 years). This trend remains within each of the four cities, and differences are statistically significant for Ottawa and Halifax. Residency was longest for Halifax control respondents (15.5 years) and shortest for Ottawa treatment respondents (5.1 years).

Sex of Respondents

There were somewhat more women than men among the survey respondents. Overall, 56 per cent of treatment respondents and 59 per cent of control respondents were female. A similar trend was observed for each city with the following exceptions: a comparatively higher proportion of Halifax control respondents were female (71 per cent); and in the Vancouver control group, there were slightly more *men* (53 per cent) than women. In no cases did the proportion of women and men differ significantly for the treatment group as compared to the control group.

Level of Education

Overall, within both the treatment and control groups, most respondents were either high school graduates (28 per cent and 30 per cent, respectively) or university graduates (32 per cent and 28 per cent, respectively). The trend was the same in each of the four cities, though there were comparatively more university graduates in Montreal and Ottawa, and comparatively fewer in Halifax and Vancouver where a high school education was most common. Only for Ottawa did the

distribution across education levels vary significantly for treatment and control respondents.

Occupation

The occupation of most treatment and control respondents was in the professional/managerial category (38 per cent and 39 per cent, respectively) and sales, service or clerical category (22 per cent and 18 per cent, respectively). In addition, a notable proportion (21 per cent of treatment respondents and 27 per cent of control respondents) fell into the "other" category — that is, being self-employed, unemployed or a student. A similar trend was observed within each of the four cities. Statistically significant differences in occupation for treatment versus control respondents were observed only in Halifax.

It is interesting to note that in Montreal and Ottawa, more control respondents (42 per cent and 54 per cent, respectively) than treatment respondents (32 per cent and 44 per cent, respectively) worked at professional/managerial occupations, whereas in Halifax the reverse was true (42 per cent of treatment respondents compared to 19 per cent of control respondents). In Vancouver, the proportion of respondents working in this field was nearly equivalent in the treatment and control groups (roughly one-third in each group).

Household Type

Overall, the most common type of household was a couple with children — this accounted for 48 per cent of treatment respondents and 44 per cent of control respondents. The same trend was true in Ottawa, Halifax and Vancouver. In Montreal, however, a notably higher proportion of households consisted of one person living alone (28 per cent of treatment respondents and 42 per cent of control

respondents). Differences between treatment and control respondents were statistically significant only for Montreal.

3.2 Satisfaction with Neighbourhood

Survey respondents were asked about their level of satisfaction with various features of their neighbourhood, and their degree of concern with changes they may have noticed in their neighbourhood. The major findings on these issues are summarized in this section.

Satisfaction With Neighbourhood Characteristics

Across all respondents, the majority (79 per cent) indicated being satisfied with their neighbourhood overall. Exhibit 3.2 presents the levels of satisfaction with a number of characteristics of the neighbourhood. Satisfaction is highest for the physical appearance of the street (74 per cent satisfied), and lowest for the level of noise and level of street traffic (54 per cent in each case).

Overall satisfaction with the neighbourhood is associated with proximity to the social housing project — that is, whether respondents live close to the social housing project (treatment group) or further away (control group). As illustrated in Exhibit 3.3, more respondents in the control group (85 per cent) expressed overall satisfaction with their neighbourhood than those in the treatment group (76 per cent). No statistically significant differences between the treatment and control groups were observed regarding satisfaction with the individual neighbourhood characteristics.

Satisfaction with the neighbourhood does not vary substantially for the four cities included in the study, or as a function of residents' awareness of the social housing project in their area or type of tenure (i.e., home owners versus renters).

EXHIBIT 3.2
Satisfaction with Neighbourhood
Characteristics

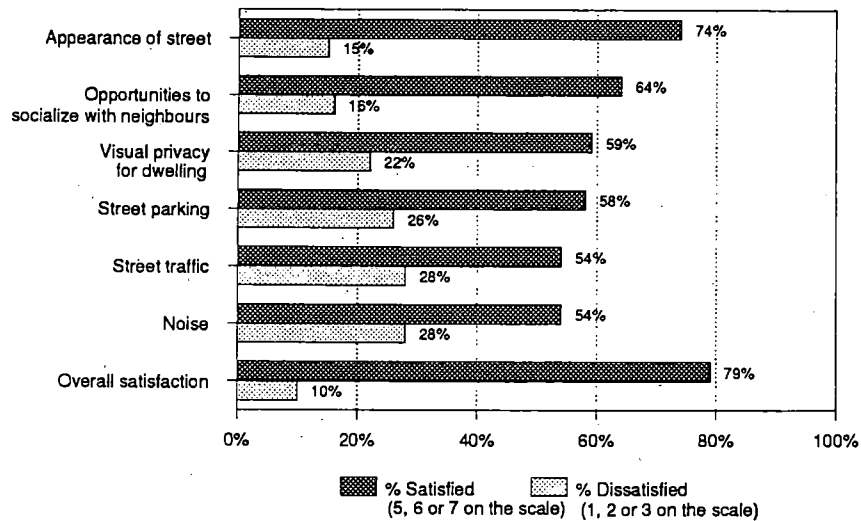
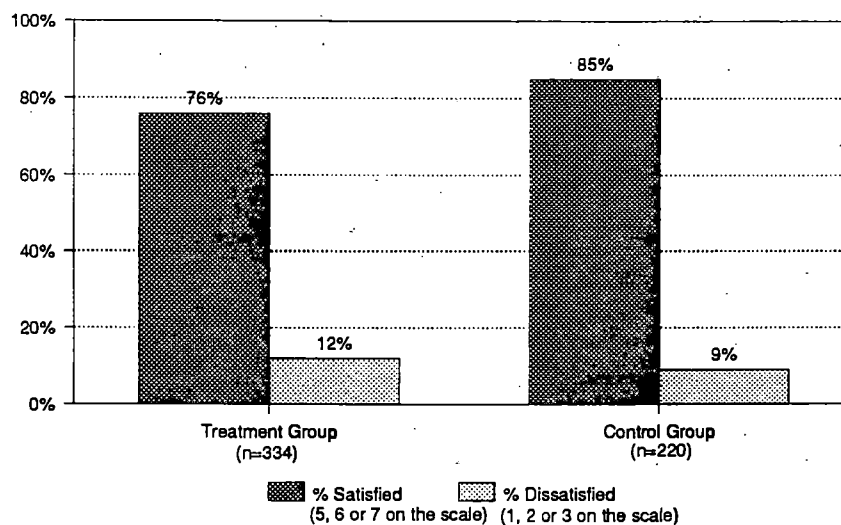


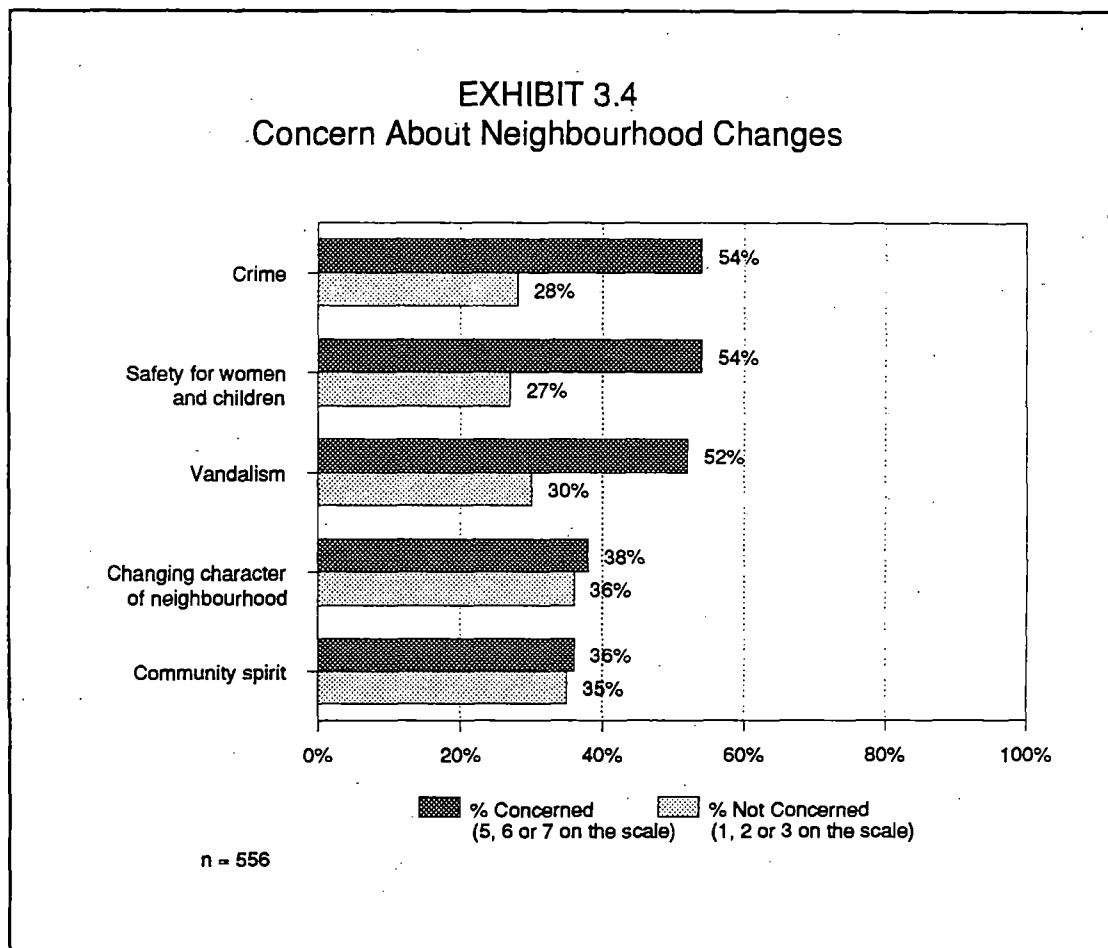
EXHIBIT 3.3
Overall Satisfaction with Neighbourhood:
Treatment versus Control Group



Note: Difference is statistically significant at $p < .05$.

Concern About Neighbourhood Changes

Findings on respondents' degree of concern about perceived changes in their neighbourhood over the past two to four years are summarized in Exhibit 3.4. Concern was greatest over perceived changes in the level of crime and degree of safety for women and children (54 per cent expressed concern in each case), and lowest regarding changes in the sense of community spirit in the neighbourhood (36 per cent).



In Halifax and Vancouver, respondents in the treatment groups were more concerned than those in the control groups with how the character of their neighbourhood had changed in the last two to four years. In Vancouver, 43 per cent of the respondents in the treatment group compared to one-third of those in the control group were concerned about the changing character of their neighbourhood. The corresponding figures for Halifax respondents were 36 per cent for the treatment group and only 21 per cent for the control group.

The level of concern over the other perceived changes did not differ substantially for the treatment and control groups. There are no significant differences among respondents in the different cities or between those who are renting compared to those who own their residence.

Respondents were asked if they had any further concerns (beyond those specified in the questionnaire) about changes in their neighbourhood in the last two to four years. Thirteen per cent responded affirmatively. The concerns noted (with the percentage of the total 113 responses indicated in parentheses) are as follows:

- ☐ teenager gangs, increased crime (27 per cent of responses);
- ☐ poor up-keep of subsidized housing, litter (25 per cent);
- ☐ increased traffic, noise level (24 per cent);
- ☐ too much building, loss of green space (17 per cent); and
- ☐ need more police patrols, neighbourhood watch (seven per cent).

3.3 Perceptions of Social Housing

The survey results pertaining to neighbourhood residents' awareness, perceptions and attitudes toward social housing are presented in this section. In particular, their degree of acceptance of social housing and the factors which influence their acceptance are examined.

Awareness of Social Housing Project

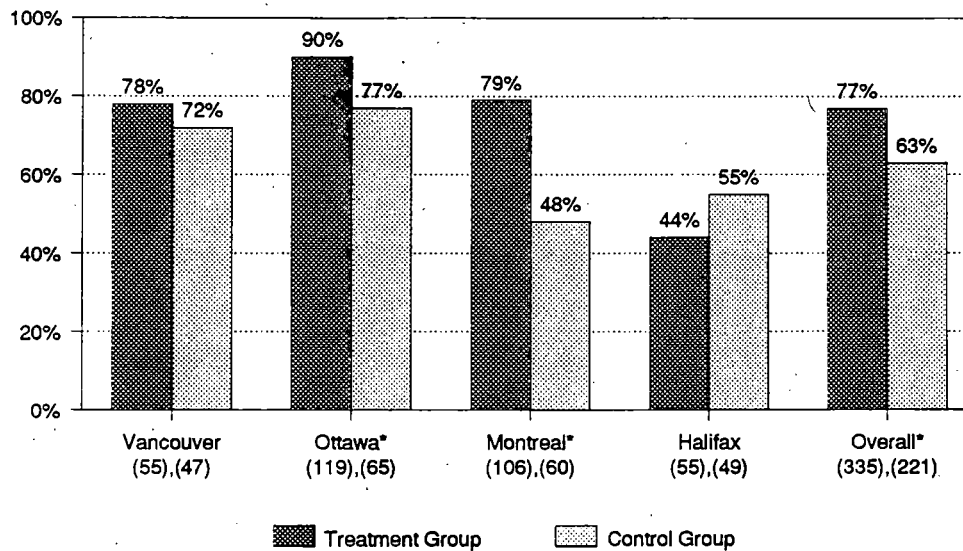
Most survey respondents were aware of the presence of the social housing project in their area, though awareness was generally higher among those living closer to the project (i.e., in the treatment group). As illustrated in Exhibit 3.5, overall, 77 per cent of respondents in the treatment group indicated being aware of the project, compared to 63 per cent of those in the control group. This trend is repeated within each city, except for Halifax where more control respondents (55 per cent) were aware of the project than treatment respondents (44 per cent). In Halifax, the social housing units are much more widely dispersed than in the other cities, however. The highest degree of awareness was found in the Ottawa treatment group (90 per cent aware).

Acceptance of Social Housing

Residents' degree of acceptance of social housing projects was examined by presenting survey respondents with a series of items reflecting increasingly accepting attitudes. The proportion of respondents agreeing with these items decreased as the statements represented stronger attitudes of acceptance. These items are presented below.

- ☐ There is a need for social housing in my city (81 per cent agreed, eight per cent disagreed);
- ☐ Social housing is a good idea (73 per cent agreed, 14 per cent disagreed));
- ☐ Social housing in *my* neighbourhood is a good idea (59 per cent agreed, 25 per cent disagreed);
- ☐ I am willing to have more social housing in my neighbourhood (56 per cent agreed, 29 per cent disagreed); and

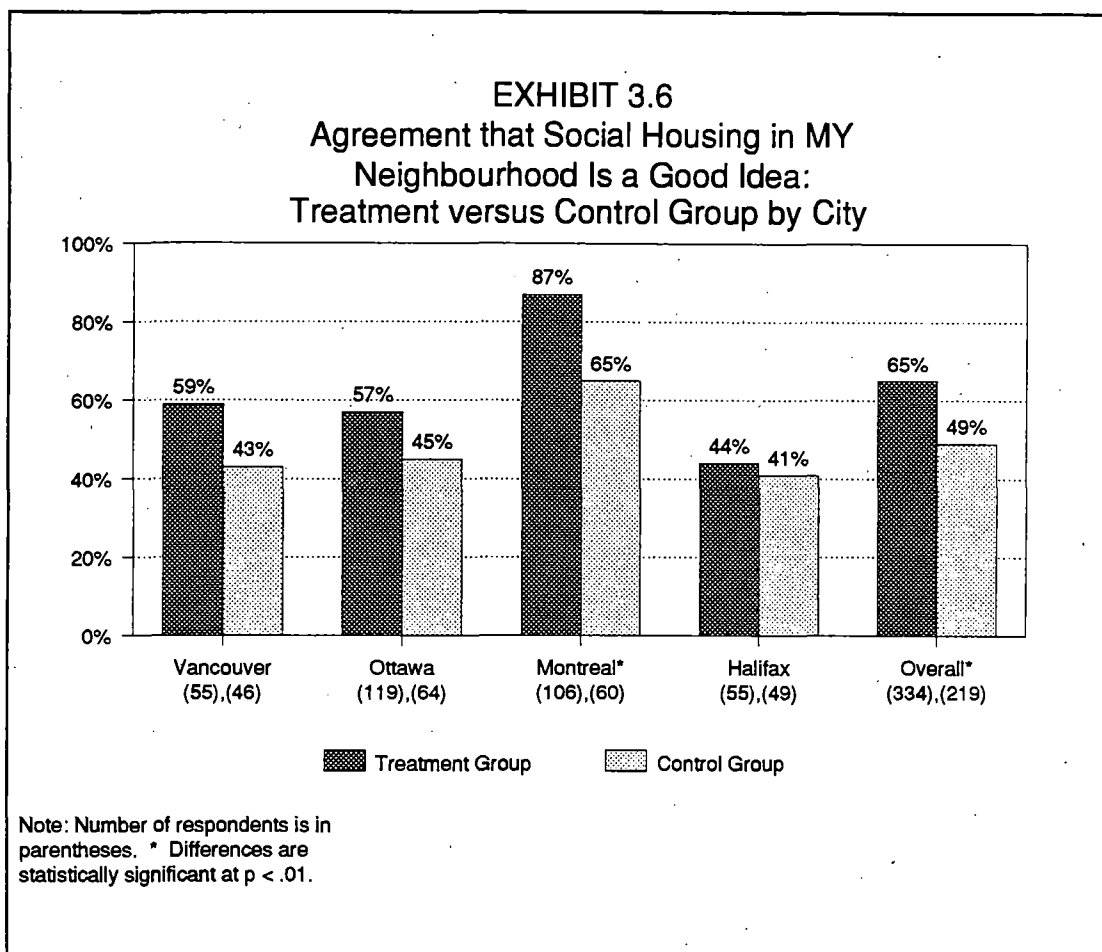
EXHIBIT 3.5
Awareness of Social Housing Project:
Treatment versus Control Group by City



Note: Number of respondents is in parentheses. * Differences are statistically significant at $p < .05$.

- I am willing to have more social housing on my street (44 per cent agreed, 39 per cent disagreed).

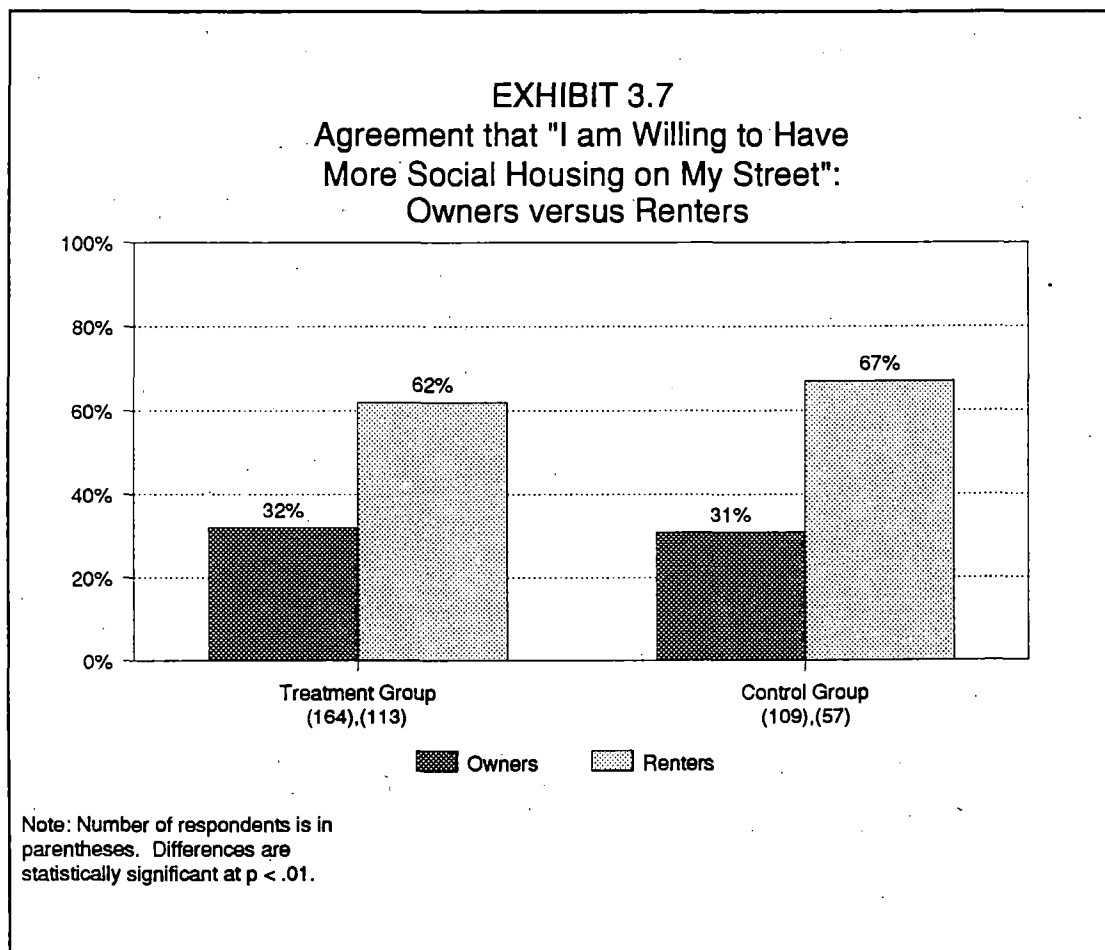
Attitudes toward social housing in the neighbourhood were more favourable among respondents in the treatment group, those living closer to projects (see Exhibit 3.6). It would appear that familiarity contributed to the formation of a positive attitude for these residents. Overall, 65 per cent of respondents in the treatment group agreed that "social housing in *my* neighbourhood is a good idea", compared to only 49 per cent of those in the control group. This trend remains within each city, though it is less pronounced in Halifax where the projects are less distinct.

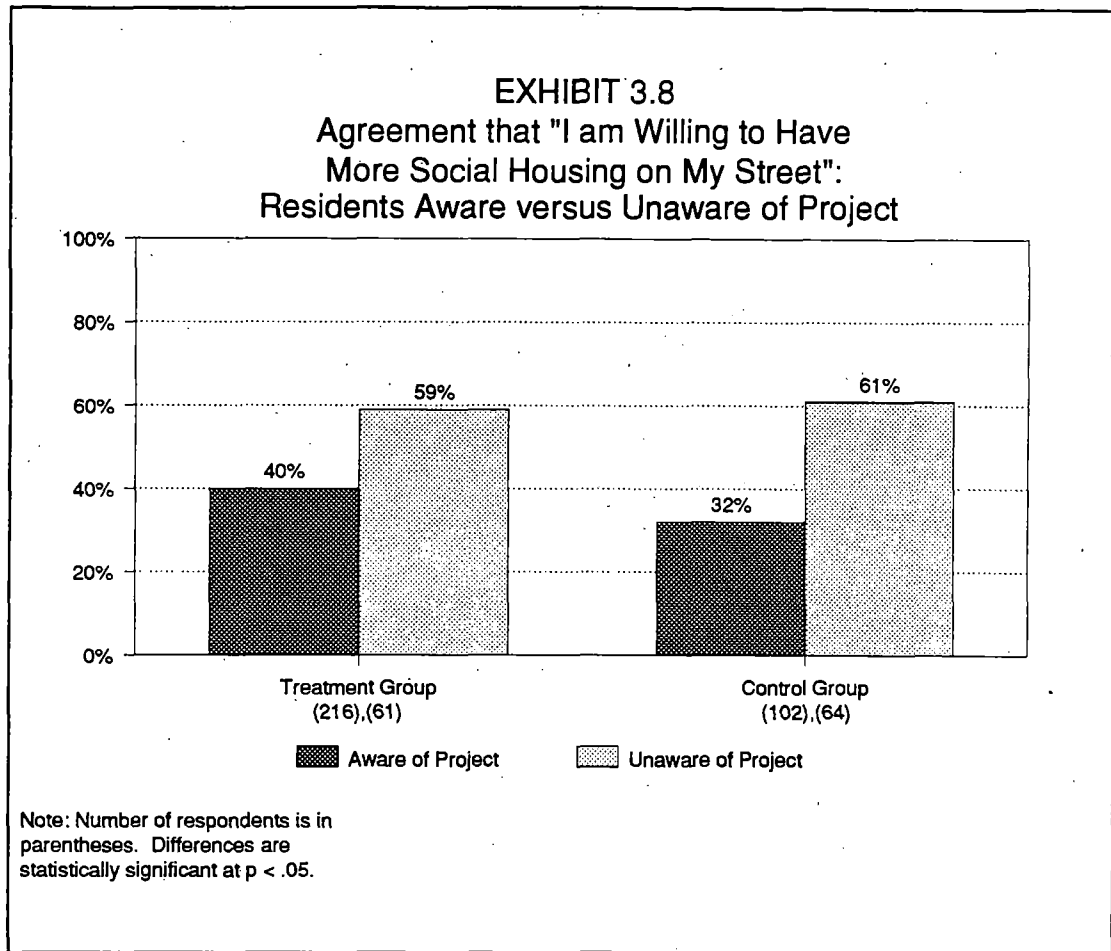


Within both the treatment and control groups, more respondents who rent their residence than those owning their homes agreed that social housing is a good idea and that more social housing is needed. In the treatment group, 87 per cent of the renters compared to 69 per cent of the owners indicated that social housing is a good idea. Similarly, 79 per cent of the renters compared to 64 per cent of the owners in the control group considered social housing a good idea. Also, roughly ten per cent more renters than owners in both the treatment group (91 per cent compared to 79 per cent) and control group (85 per cent compared to 74 per cent) agreed that there is a need for social housing in their city.

This same result was obtained for the survey item connoting the strongest acceptance of social housing: "I am willing to have more social housing on

my street". As illustrated in Exhibit 3.7, substantially more renters in both the treatment and control groups (62 per cent and 67 per cent, respectively) than home owners (32 per cent and 31 per cent, respectively) agreed with this item. A similar finding was observed with respect to awareness of the social housing project: more residents unaware of the project expressed this accepting attitude than those aware (see Exhibit 3.8). The result seems contradictory to the finding reported earlier that respondents in the treatment group (who were also more aware of the project) were more accepting of social housing than those in the control group (see Exhibit 3.6).





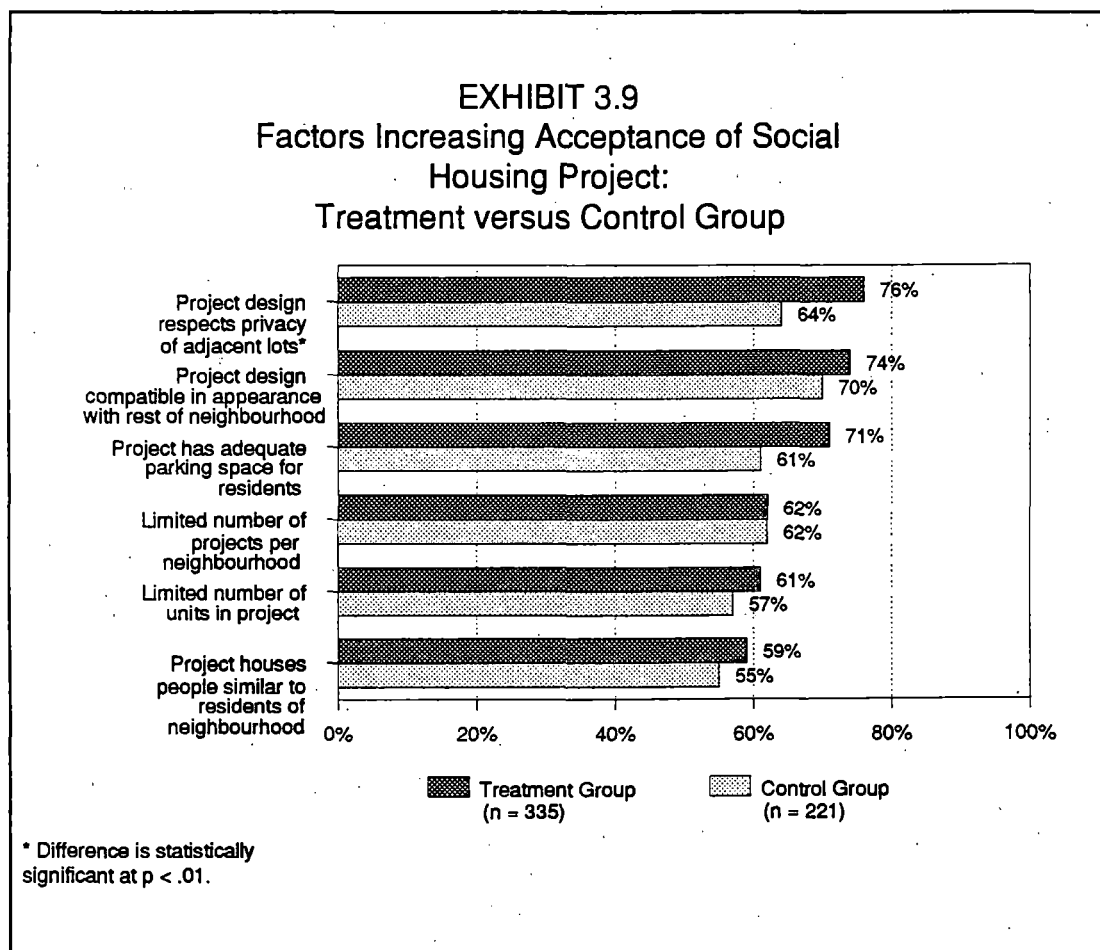
Factors Influencing Acceptance

Survey respondents were asked how certain factors would influence their acceptance (increase, decrease or have no impact) of social housing projects. These factors and the corresponding percentage of respondents who believed such conditions would *increase* their acceptance of social housing are listed below.

- ☐ design compatible in appearance with the rest of the neighbourhood (72 per cent);
- ☐ design respected the privacy of adjacent lots (71 per cent);

- ☐ adequate parking space for project residents (67 per cent);
- ☐ limited number of projects per neighbourhood (62 per cent);
- ☐ limited number of units in the project (60 per cent); and
- ☐ project housed people similar in background, interests and lifestyle to the residents of the neighbourhood (58 per cent).

Respondents in the treatment group were somewhat more likely than those in the control group to indicate that their acceptance of social housing would be increased by these factors (see Exhibit 3.9). This trend was particularly strong for residents of Vancouver and Halifax:



- ☐ In Vancouver, 74 per cent of the respondents living close to the project compared to only 45 per cent of those living further away reported that if the design of the social housing project respected the privacy of adjacent lots it would increase their acceptance of social housing.
- ☐ Similarly, more respondents in the Halifax treatment group than in the control group (65 per cent compared to 52 per cent) felt that their acceptance of social housing would increase if the project housed people of similar background, interest and lifestyle compatible to the other residents of the neighbourhood.

Within the control group, two further statistically significant results were found regarding factors influencing acceptance:

- ☐ More of the control respondents unaware than aware of the social housing project indicated that having a design compatible in appearance with the rest of the neighbourhood would increase their acceptance (78 per cent and 66 per cent, respectively).
- ☐ More owners than renters in the control group indicated that limiting the number of projects per neighbourhood would increase their acceptance of social housing (65 per cent and 55 per cent, respectively).

In the survey, residents were asked if there were any additional factors which might influence their acceptance of social housing in their neighbourhood. Fourteen per cent of the respondents responded affirmatively, providing 120 comments which fall into the following categories:

- ☐ better maintenance/guarantee of up-keep (33 per cent of responses);
- ☐ would like screening of prospective tenants (19 per cent);
- ☐ integrate people of different backgrounds/economic levels (13 per cent);

- ☐ police area better (10 per cent);
- ☐ reduce noise (10 per cent);
- ☐ okay if people in the project are working (eight per cent); and
- ☐ strict rules/enforcement of rules (seven per cent).

3.4 Perceived Impacts of Social Housing

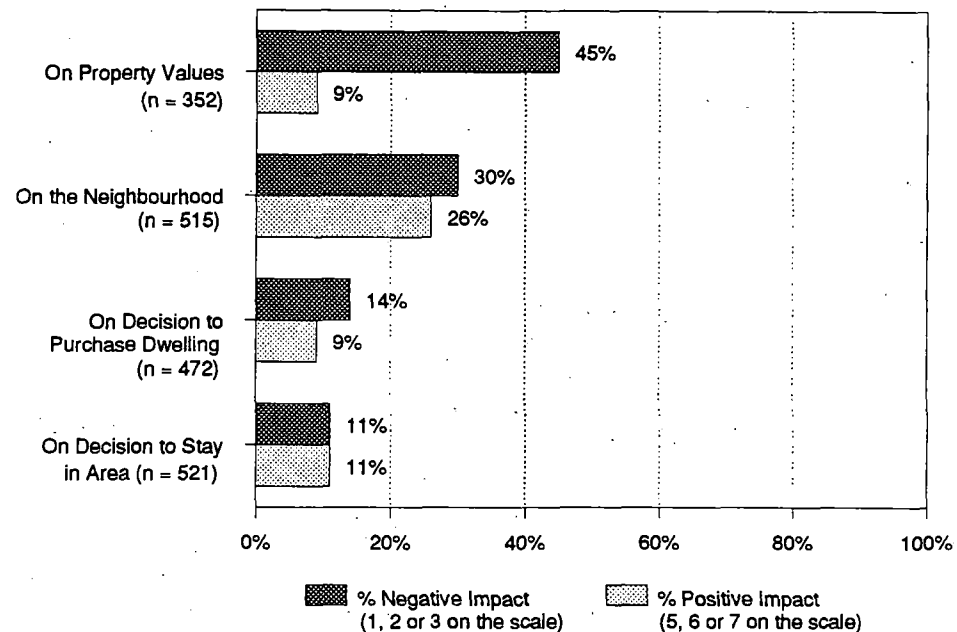
Survey respondents were asked a number of questions pertaining to the impact of social housing on their property values, their neighbourhood and their decisions to buy in that neighbourhood or to stay the neighbourhood. This section summarizes these findings.

As illustrated in Exhibit 3.10, a significant number of respondents indicated that the presence of social housing has a negative impact on their neighbourhood in general and their property values in particular — 30 and 45 per cent, respectively. Only about one in ten respondents reported that the presence of social housing influenced their decision to buy or remain in the area. On the other hand, it is noteworthy that 26 per cent of the respondents (including 28 per cent of those in the treatment group) believed that social housing has a *positive* impact on their neighbourhood.

When asked to explain why social housing would have a negative impact on their neighbourhood, survey respondents offered 95 comments which can be categorized into the following reasons:

- ☐ teenager gangs/increased crime (29 per cent of responses);
- ☐ increased traffic/noise levels (24 per cent);
- ☐ poor up-keep of subsidized housing/litter (23 per cent);
- ☐ loss of property value (16 per cent);
- ☐ too much building/loss of green space (four per cent); and

EXHIBIT 3.10
Perceived Impacts of Social Housing



- ☐ need more police patrols/neighbourhood watch (three per cent).

The 104 reasons given by respondents for why social housing would have a negative impact on their property values can be similarly categorized:

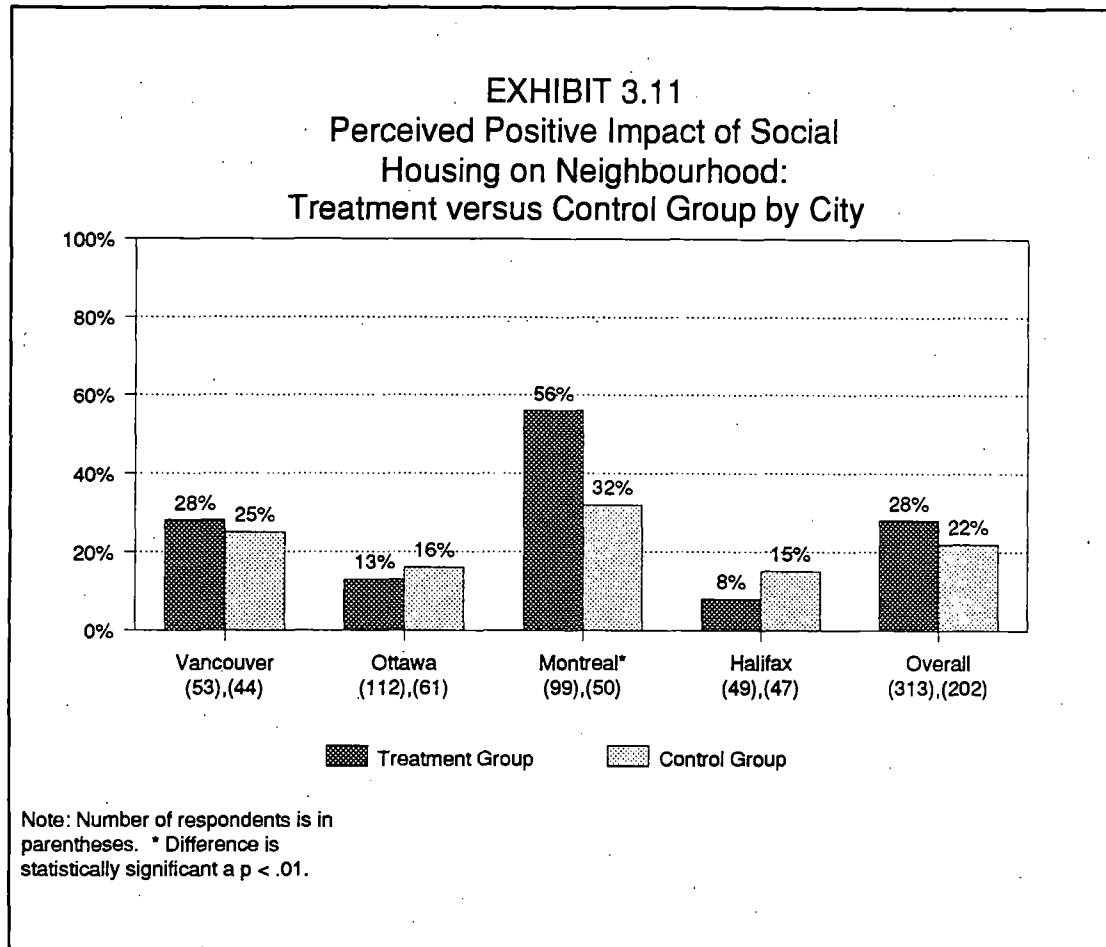
- ☐ poor up-keep of subsidized housing/litter (30 per cent of responses);
- ☐ loss of property value (30 per cent);
- ☐ teenager gangs/increased crime (22 per cent);
- ☐ increased traffic/noise levels (11 per cent);
- ☐ too much building/loss of green space (seven per cent); and
- ☐ need more police patrols/neighbourhood watch (one per cent).

Overall, there were no significant differences in opinion relating to the impacts of social housing between those respondents living close to the social housing project (treatment group) and those living further away (control group).

Residents in Ottawa and Montreal were somewhat more likely than residents in Halifax or Vancouver to believe their property values have decreased due to the presence of social housing in their neighbourhood. Over half of the respondents from Ottawa (53 per cent in the treatment group and 55 per cent in the control group) felt their property values had suffered because of social housing. A significant number of Montreal respondents in the treatment group (53 per cent) also felt the presence of social housing in their neighbourhood had a negative impact on the value of their property. Comparatively fewer — between 32 and 38 per cent — of those from Halifax and Vancouver (in both treatment and control groups) felt that public or subsidized housing adversely affected their property values.

Exhibit 3.11 presents the findings on perceived *positive* impacts of social housing on the neighbourhood for each city. More Montreal respondents, especially those living close to social housing projects (56 per cent of the treatment group), than those from the other cities considered the presence of social housing to have a positive impact on their neighbourhood. Recall also that Montreal treatment respondents were the most likely to accept social housing (see Exhibit 3.6). The Montreal treatment areas are unique in that a higher proportion of the dwellings are in very close proximity to the project (72 per cent) than in the other cities. A favourable view of social housing was least prevalent in Ottawa and Halifax.

Similarly, Montreal respondents were more likely than those from other centres to report that social housing projects were a positive influence when they purchased their dwelling or in their decision to remain in the area. Of those respondents from Montreal living close to a social housing project (treatment group), 19 per cent stated its presence had a positive impact on their decision to buy their home and over one-quarter (27 per cent) considered it a positive influence in their



decision to stay in the area. In comparison, generally less than 10 per cent of respondents in the other cities (in either the treatment or control groups) reported it as a positive influence to buy or to remain in the area.

Respondents who were aware of the social housing project were more likely to report that it had a negative impact on their neighbourhood. For instance, in the control group, 40 per cent of residents aware of the project perceived that it had a negative impact on their neighbourhood, compared to just 17 per cent of those unaware of the project. A similar, but less pronounced trend was observed within the treatment group. In addition, owners were more likely than renters to consider the

presence of social housing as having a negative effect on their neighbourhood. These results are summarized in Exhibits 3.12 and 3.13.

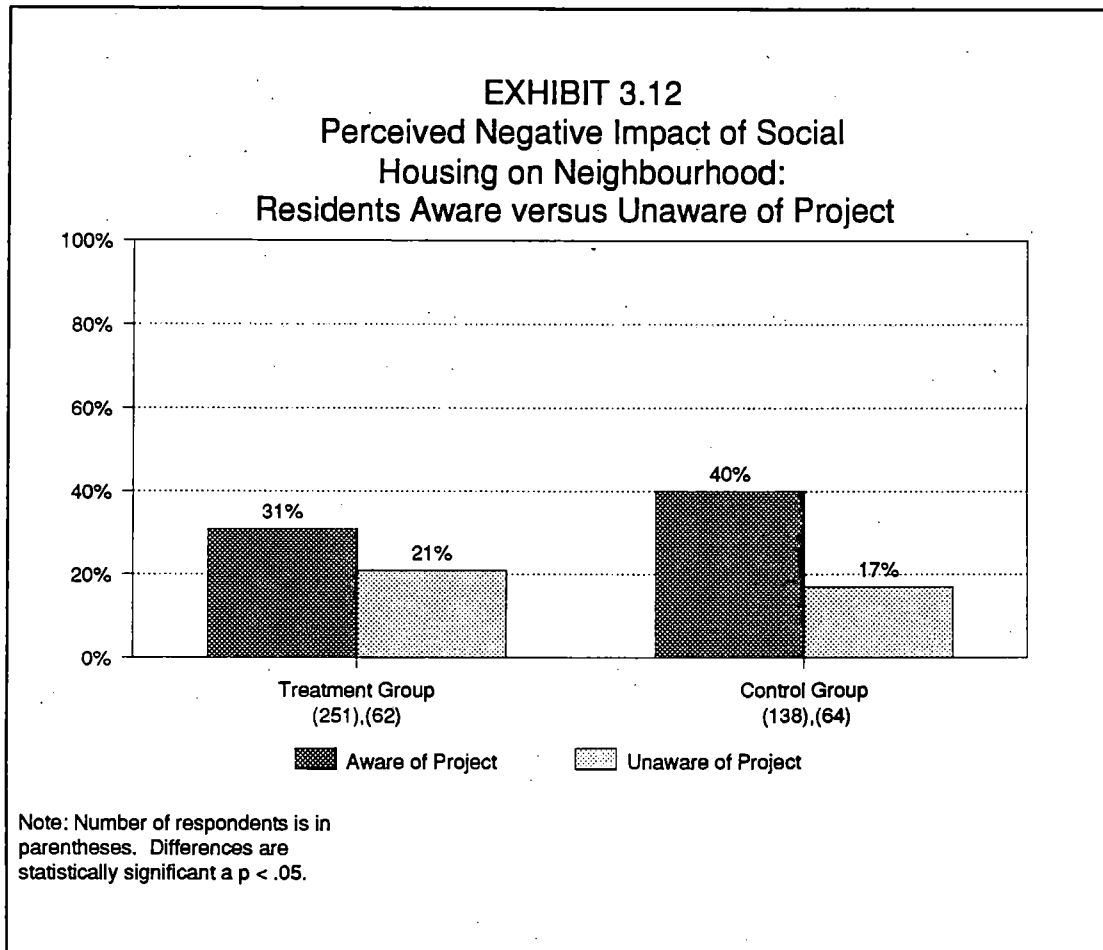
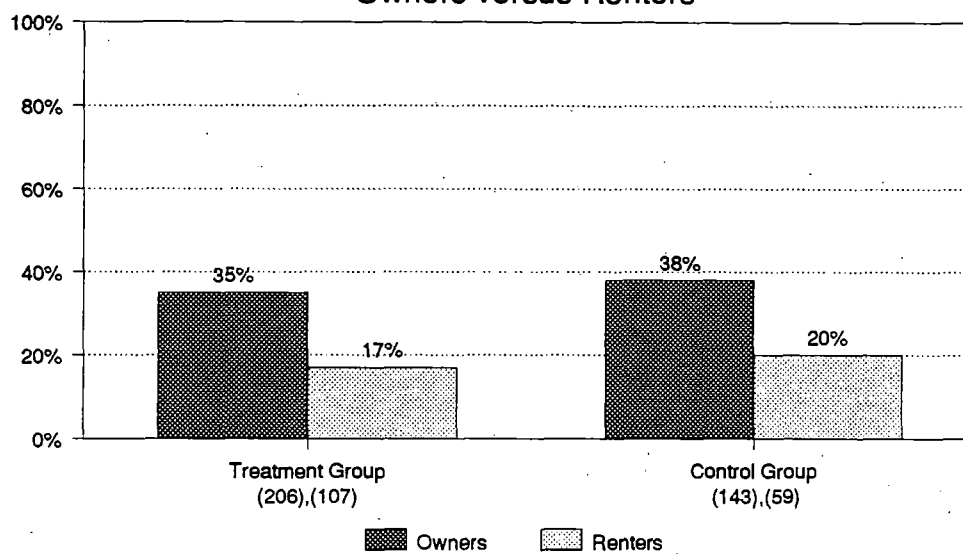


EXHIBIT 3.13
Perceived Negative Impact of Social
Housing on Neighbourhood:
Owners versus Renters



Note: Number of respondents is in parentheses. Differences are statistically significant at $p < .01$.

CHAPTER

4

THE CONSULTATION PROCESS

Prior to proceeding with the development of a social housing project, public consultation is often undertaken. Survey respondents were asked a series of questions relating to their involvement and satisfaction with the public consultation process prior to the development of the project in their area. The major findings are presented in this chapter.

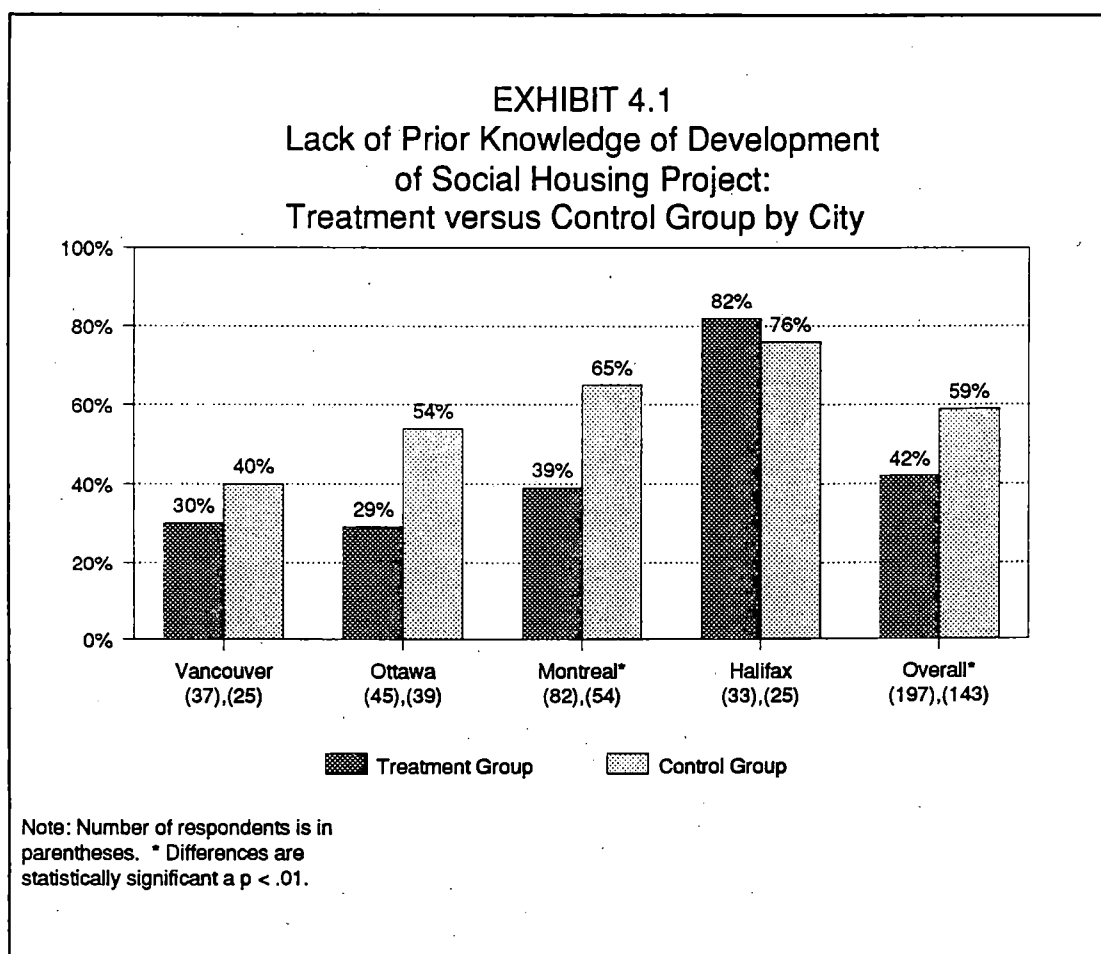
4.1 Extent of Consultation

Prior Knowledge of Project

Overall, half of the respondents did not know of the presence of a social housing project in their area. Respondents in the control group — those living further away from the project — were more likely than those in the treatment group to have had no prior knowledge of a social housing project in their area (59 per cent compared to 42 per cent). An additional 19 per cent of the respondents only knew of a project because they saw one being constructed. Only 27 per cent of the respondents learned of a project through more formal consultation methods; 15 per cent saw a notice in the paper, seven per cent received formal notification and five per cent received some

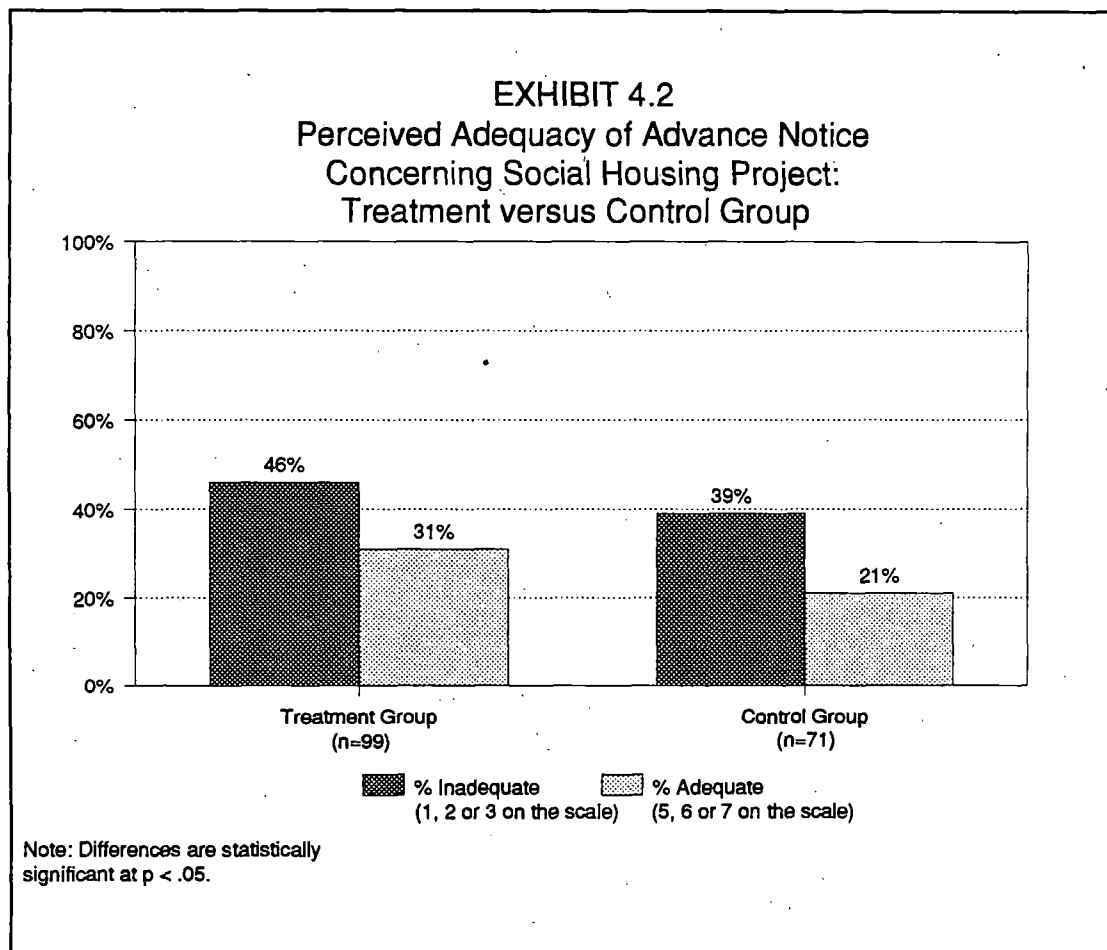
information from City Hall. Some respondents also reported learning by word of mouth.

Substantially more residents in Halifax than in the other cities had no prior knowledge of the social housing project. This is probably due to the fact that publicity regarding the Halifax projects was kept to a minimum — there were no signs posted or newspaper articles written. Also interesting is that, contrary to the overall trend, more treatment respondents than control respondents in Halifax (82 per cent compared to 76 per cent) were unaware of the project. Exhibit 4.1 presents these findings.



Adequacy of Notification

A substantial proportion of respondents, 44 per cent, did not feel they were given adequate notice that social housing was being considered in their neighbourhood. Only 27 per cent of the respondents believed the notice was adequate, while the remaining 29 per cent were non-committal on this point. As illustrated in Exhibit 4.2, the trend for more residents to regard the advance notice as inadequate than adequate was observed within both the treatment and control groups.



The perceived adequacy of advance notification was positively correlated with acceptance of social housing ($r = + .28, p < .005$): respondents regarding their advance notice as adequate were somewhat more likely to agree that social housing in their neighbourhood is a good idea.

Ottawa respondents were the most likely to regard the preliminary notices of social housing proposals as inadequate: 83 per cent of the treatment respondents and half of the control respondents believed they were not given adequate notice concerning the project. In comparison, 59 per cent of treatment respondents and 58 per cent of control respondents in Halifax, and 43 per cent of treatment respondents and 36 per cent of control respondents in Vancouver indicated that the advance notice was inadequate. Montreal residents living close to the project were the most likely to believe they obtained satisfactory notice of the planned projects: 40 per cent of these respondents indicated that the notice was adequate.

Homeowners in the control group were more likely to believe they received inadequate notice that social housing was being considered in their neighbourhood. Of those in the control group, 47 per cent of owners compared to 17 per cent of the renters, felt they did not receive adequate notice about the project. Views on the adequacy of advance notification did not vary significantly as a function of residents' awareness of the presence of social housing in their neighbourhood.

Accuracy of Information

One-third of 157 respondents who received advance information about the project believed that it adequately reflected the finalized project. An additional 31 per cent, however, felt the information did *not* accurately reflect the final project. There were no significant differences in opinion on this issue between residents living within close proximity of the project and those living further away, or between owners and renters or those aware versus unaware of the project.

4.2 Involvement in Consultation Process

Survey respondents were asked whether they, or any member of their family, took any action when they heard social housing was being considered in their neighbourhood. In addition, they were asked to describe their action and to rate its effect.

Of the 190 respondents who answered this question, only 10 per cent indicated that someone in their family took any action. The majority of these 19 active residents were homeowners (15) and in the treatment group (14). Their actions included: going to meetings; contacting an alderman or MPP; getting involved in the project; contacting neighbours; organizing community resistance; and moving away from the neighbourhood. Of those respondents who rated the impact of their actions, 47 per cent believed their activities had a high impact on the way in which the social housing project proceeded. Another 16 per cent thought their actions had a moderate impact while the remaining 37 per cent believed their activities had no impact whatsoever on the development of the project.

4.3 Satisfaction With Consultation Process

Residents were asked to rate their overall satisfaction with the consultation process. This global rating would presumably incorporate their views on all of the individual aspects of the process — such as the adequacy of advance notification, accuracy of project information, and impact of participation in the process.

A significant proportion of 158 survey respondents (37 per cent) were dissatisfied with the public consultation and notification process that occurred while the project was at the proposal stage; only one-quarter were satisfied with the process.

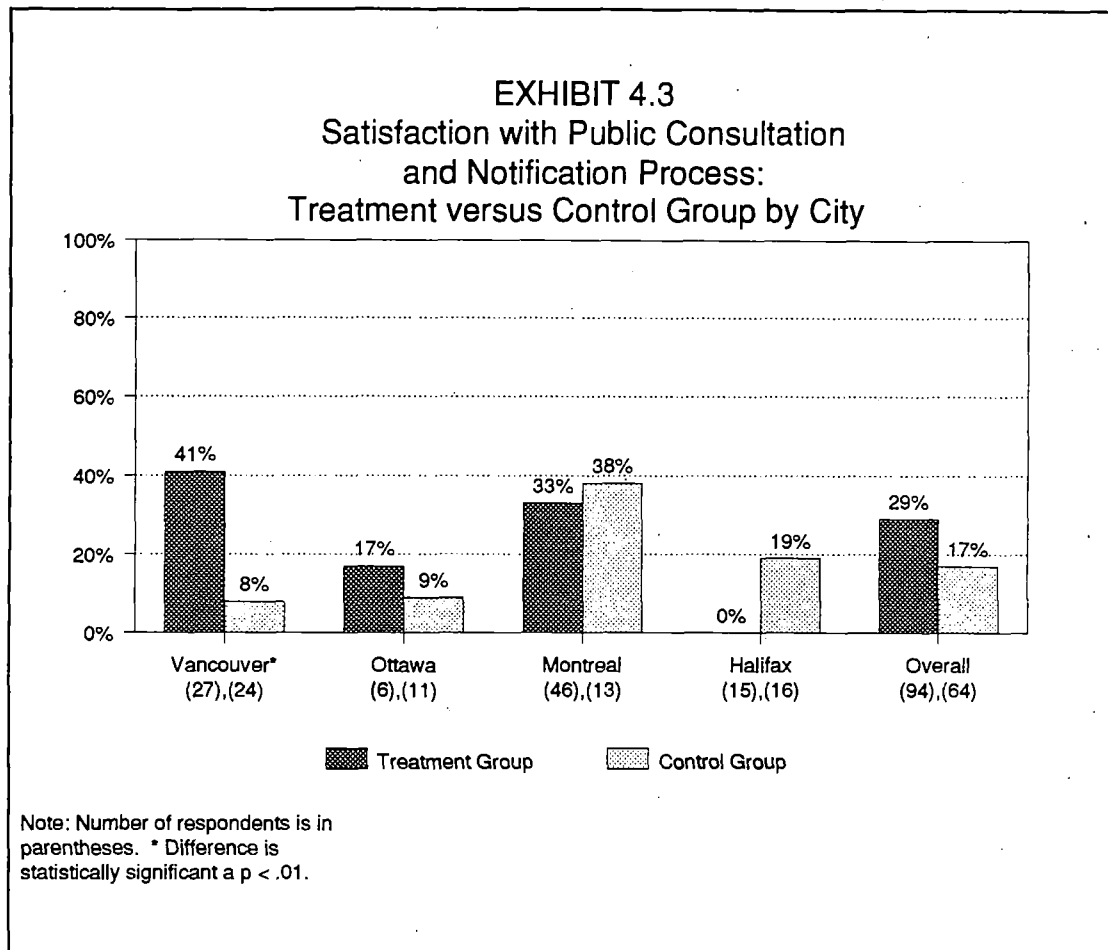
Overall, the treatment respondents were slightly more satisfied with the process than were the control respondents (though the difference is not statistically significant): 29 per cent of those living close by expressed satisfaction compared to 17 per cent of those who lived further from the project. As noted earlier, the former were also more actively involved than the latter. Satisfaction with the consultation process did vary significantly as a function of residents' tenure or awareness of the social housing project.

It is noteworthy that satisfaction with the public consultation process is modestly correlated with perceived positive impacts of social housing. Respondents who expressed satisfaction with the consultation process were more likely to perceive that social housing projects have a positive impact on their property values ($r = +.31$, $p < .01$) and on their neighbourhood ($r = +.33$, $p < .005$).

Exhibit 4.3 compares the levels of satisfaction with the consultation process for the four cities included in the study. Halifax and Ottawa residents were the least likely, and Vancouver and Montreal residents the most likely to be satisfied with the consultation and notification process. The overall trend was for more residents in the treatment group (29 per cent) to express satisfaction than in the control group (17 per cent). The reverse was observed in Montreal and particularly in Halifax, however.

Owners were more likely than renters to be *dissatisfied* with the public consultation and notification process while the project was in the proposal stage. In the treatment group, 42 per cent of the owners, compared to 27 per cent of the renters, were dissatisfied with the process. Similarly, in the control group, 40 per cent of owners compared to 29 per cent of renters expressed dissatisfaction.

Overall, half of the respondents (53 per cent) agreed with the statement, "I would have been much more accepting of the project if I had been better informed about the notification process used to inform neighbours about social housing." Less



than one-quarter of the respondents (22 per cent) disagreed with this statement. Respondents in the control group were more likely to agree on this point than those in the treatment group (63 per cent compared to 46 per cent).

Residents' Information Needs

When asked to specify the types of information they would like if further social housing projects were undertaken in their neighbourhood, 21 per cent of survey respondents offered 588 suggestions, which can be grouped into the following categories:

- ☐ size of the project (25 per cent of responses);
- ☐ type of people moving in (23 per cent);
- ☐ location of the project (19 per cent);
- ☐ appearance of the project (14 per cent);
- ☐ pamphlets/written advertisements (13 per cent);
- ☐ community meeting (five per cent); and
- ☐ effects on property values (two per cent).

CHAPTER

5

IMPACT ON PROPERTY VALUES

This test essentially involves a comparison of the difference in the average selling price of properties exposed to social housing projects (before and after the introduction of the project) with the differences in the average selling price of a matched control group of dwellings during the same time period. If the change in average selling price among houses exposed to social housing projects is not significantly different than the change among properties not exposed to social housing the conclusion that social housing has not has an impact on property values can be made. If the values of the treatment group of properties in fact decline or even increase to a lesser degree as compared to the change in values of the control group of properties, social housing can be said to have had a negative impact.

To test for statistical significance, all analyses used the analysis of variance (ANOVA) method. ANOVA was used to test if groups of properties differed in their overall sample mean for a specific measure. For example, one may wish to determine whether different housing markets vary significantly in their increase (or decrease) in property values. The null hypothesis states that there is no difference between the mean property value changes for any market. This hypothesis is tested by decomposing the variance into two sources — the within-groups variance and the between-groups variance. The ratio for the two variance estimates is known as the F-test. The procedures of analysis of variance can apply to any number of groups and can be used to assess the effects of two or more independent variables (e.g., treatment

group versus control group and housing market). In this case the between-group variance is partitioned into three components — the treatment versus control effects, market effects, and the treatment versus control by market interactions. Each of these effects can be tested using the F-ratio. That is, the F-ratio tests the probability that the difference in pre- and post-project property values are a product of chance and not the effect of the social housing project.

The sales data for these comparisons ranged from 1980 to 1988. Before calculating the statistical tests, the sales data were calibrated into constant 1981 dollars according to the Housing Price Index. Standardising the sales data provides an accurate, relative measure of the impact of social housing on the sale price in the pre and post project groups.

Once the data were calibrated to constant dollars, frequency distributions for all sales data were examined to detect any outliers in the sample. Outliers refers to the cases for which the value or score is substantially higher or lower than the rest of the cases. They are a concern because given a relatively small sample, such extreme scores will artificially distort the average. Since outliers are not representative of the population, they should not be considered in the sample. For example, the original sample included several \$1.00 house sales. If these sales were included in the analysis, the mean sales figures would have been distorted downwards. For the purpose of this study, all sales of \$39,999 or less and \$400,000 or more were removed from the sample. Recall that sales of over \$400,000 in 1981 dollars are well over \$500,000 in current dollars. This excluded only 17 cases of the 562 observations in this component. This process ensured a more representative sample and the inclusion or exclusion of upper outliers had no significant impact on the results.

Overall, the sample identified 545 properties whose sales were between \$40,000 and \$400,000 associated with the four cells of the design. These four categories are based on the cross-classification of time (pre, post) with exposure to the project (treatment, control). For the treatment group, there were 130 sales before the

development of the social housing project and 197 sales after. For the control group there were 115 sales prior to the development and 103 sales after.

The first noticeable finding is the level of resale activity. For the treatment group, sales activity rose from 130 in the pre-development period to 197 in the post-development period — an increase of 52 per cent. For the control group, pre-period sales activity was similar to the treatment group (115) but *decreased* to 103 — a decrease of 10 per cent in sales activity. The chi-square (X^2) test of independence reveals that this change in sales activity is statistically significant ($p < .001$) and suggests that there is significantly greater levels of sales activity in neighbourhoods exposed to social housing.

This finding may suggest that people are moving out of neighbourhoods in close proximity to social housing (i.e., treatment neighbourhoods) because of exposure to social housing. On the other hand, it may mean that homes in close proximity to social housing are being sold faster than those in other areas of the same neighbourhood. This type of trend might also occur because social housing projects are constructed in undeveloped areas where subsequent development is inevitable. Left on its own, this finding should not be interpreted as conclusive. There are a multitude of exogenous factors which might influence increases in sales activity. Essentially, these findings should serve to complement the property value impacts and neighbourhood perception findings.

Exhibit 5.1 presents the average selling price for each of the four categories of data. For all groups, the average increase in property values was \$18,860 (or 16.9 per cent). Property values within the sample of treatment properties rose an average of \$15,513 (or 13.8 per cent) compared to an average increase of \$24,702 (22.3 per cent) in the control neighbourhoods, for a difference of 8.5 per cent. While this is a significant increase overall, there is no statistically significant difference between the rate of increase in one group over the other.

EXHIBIT 5.1

Average Selling Price During Pre and Post Periods

Group	Pre-Development	Post-Development
Treatment Group	x = \$112,461 s = \$52,652 n = 130	x = \$127,974 s = \$53,048 n = 197
Control Group	x = \$110,936 s = \$40,529 n = 115	x = \$135,638 s = \$49,594 n = 103
Overall	x = \$111,745 s = \$47,262 n = 245	x = \$130,605 s = \$51,933 n = 300
	Differences in Selling Price	
Treatment	\$15,513 (13.8 per cent)	
Control	\$24,702 (22.3 per cent)	
Overall	\$18,860 (16.9 per cent)	
x = average selling price s = standard deviation in selling price n = number of properties sold during period		

EXHIBIT 5.2
Average Selling Price by City

City	Group	Pre-Development	Post-Development
Halifax	Treatment Group	x = \$68,897 s = \$6,900 n = 25	x = \$81,839 s = \$23,946 n = 34
	Control Group	x = \$63,956 s = \$13,779 n = 7	x = \$66,256 s = \$20,201 n = 15
Montreal	Treatment Group	x = \$103,467 s = \$55,028 n = 39	x = \$113,366 s = \$74,124 n = 33
	Control Group	x = \$106,241 s = \$44,227 n = 22	x = \$130,970 s = \$60,720 n = 19
Ottawa/Hull	Treatment Group	x = \$183,166 s = \$1,418 n = 3	x = \$134,243 s = \$26,031 n = 28
	Control Group	x = \$120,541 s = \$14,298 n = 19	x = \$145,171 s = \$25,798 n = 28
Vancouver	Treatment Group	x = \$131,948 s = \$49,494 n = 63	x = \$170,585 s = \$66,865 n = 34
	Control Group	x = \$114,662 s = \$43,125 n = 67	x = \$156,673 s = \$41,086 n = 41
		Differences in Selling Price	
Halifax	Treatment	\$12,942 (18.8 per cent)	
	Control	\$2,300 (3.6 per cent)	
Montreal	Treatment	\$9,899 (9.6 per cent)	
	Control	\$24,729 (23.8 per cent)	
Ottawa/Hull	Treatment	-\$48,923 (-26.7 per cent)	
	Control	\$24,630 (20.4 per cent)	
Vancouver	Treatment	\$38,637 (29.3 per cent)	
	Control	\$42,011 (36.6 per cent)	

Exhibit 5.2 presents the average pre and post development selling price of properties in treatment and control groups by city. The value of properties in the social housing project treatment neighbourhoods in Halifax have, on average, increased to a greater extent than the properties in control neighbourhoods. For instance, treatment group property values rose an average of \$12,942 (18.8 per cent) compared to \$2,300 (3.6 per cent) for properties in the control neighbourhoods. This represents an average difference of 15.2 per cent. Note, however, the small number of cases observed among the control group properties in the pre-development period.

In Montreal the reverse is true. Property values in the treatment neighbourhoods did not increase as much as those in the control group (9.6 per cent as compared to 23.8 among control properties for an average difference of 14.2 per cent).

Of the four projects selected in the Ottawa/Hull area, three were built in relatively undeveloped areas which were later developed into fairly large residential neighbourhoods. As such there is very little evidence on which to base conclusions about trends in property sales over the period to and following the introduction of social housing to the area. Property values in the Ottawa/Hull area seemed to plummet as compared to the control properties. Values of dwellings in the treatment areas fell by 26.7 per cent as compared to a growth of 20.4 per cent in the control group. The small number of cases of sales observed in the pre-development period for the treatment properties, however, is far too low (3 cases) to point to any solid conclusions.

Property values in Vancouver among treatment and control groups are quite high across time. The differences, however, between the two groups are less dramatic than in other cities. While properties in the control group went up by 36.6 per cent, the value of properties among treatment areas also went up by 29.3 per cent from pre- to post-development of the housing project.

Exhibit 5.3 presents the analysis of variance of pre and post development sales and interactive effects of time and treatment groups on property values, as well as taking each of the market area and primary-secondary zone of influence variables into account. The combination of time and treatment groups does not have any significant effect on property values, although there is a significant difference in property values from pre- to post-development. From this we can interpret that the average selling prices for houses chosen for both the treatment and the control study groups increased over time at a faster rate than can be accounted for by inflation. There may be a number of plausible explanations for this occurrence, however the main point is that the property values in the control group did not grow at a faster rate than those in the treatment group, therefore, exposure to social housing did not have a negative impact on property values.

Exhibit 5.3

ANOVA Tests of Differences in Property Values Between Pre and Post

Source of Variation	F	DF	Sig. of F
Main Effects	31.64	6	0.000
Pre-Post	34.1	1	0.000
Treat-Ctl	1.69	1	0.194
City	54.106	3	0.000
Zone	4.84	1	0.028
2-Way Interaction			
Pre-post, Treat-Ctl	2.033	1	0.155
3-Way Interactions			
Pre-post, Treat-Ctl, City	1.87	3	0.134
Pre-post, Treat-Ctl, Zone	0.066	1	0.798
Explained	7.881	30	0.000
Residual n = 545		513	

The test also showed a significant effect based on market area, pointing out the obvious fact that property values in some cities are higher than in other cities, as well as a significant interaction between pre/post and city, referring to the fact that property values rise at different rates across cities. There was, however, no interaction between time, treatment/control group and city, again pointing to the finding that there is no impact within specific cities of exposure to social housing on property values².

A critical component of this study was to identify the properties which have the potential to be affected by the introduction of social housing. The question posed here was: "How close to a social housing project must another dwelling be in order for its value to be influenced by the project?" In order to capture data to analyze this question, the treatment case study dwellings were assigned a proximity indicator that placed the dwelling into "primary" (properties in view of the project or on the same street) and "secondary" (properties up to two blocks away from the project, but not in the primary zone) zones.³ It was hypothesized that the impact of social housing projects on property values in the treatment area might vary depending on proximity factors (i.e., that impact would be strongest in the "primary zone"). The three-way combination of pre-post, treatment groups and zone of influence (or proximity to the project) does not have a significant impact on property values.

In addition to the test conducted using the upper and lower sales value boundaries of \$40,000 to \$400,000, three other similar tests were run. One ANOVA test, used to look for the same trends considered all data with the exception of \$1 sales. These lowest outliers (\$1) were purged from all analysis since they are clearly

2. The small number of cases in several of the cells (as outlined in Exhibit 6.2) suggest that no strong conclusions one way or the other should be drawn on the basis of this particular test of trends in market areas.
3. The treatment cases typically spanned up to 10 to 12 houses away from the social housing project. This group was further divided into groups of up to several houses away and more than four or five houses away (up to 10 to 12) on the same street as the social housing project for the purposes of this analysis. Both groups are still within the treatment area, to be distinguish from the control area which typically started at least 15 houses away from the social housing project and was often several street away.

inappropriate for the test. Another ANOVA test considered only sales between \$40,000 and \$250,000. In both cases the results were the same. No two- or three-way interaction was found to indicate a negative impact. In addition, a regression taking into consideration market area, proximity to the project, and type of dwelling, examined the effects of exposure to social housing on property values over time. The same results were found in this analysis. There is no significant impact on property values as a result of exposure to social housing in the study sites.

An important consideration is the variable nature of the data as evidenced in the high standard deviations for both the treatment group and the control group, pre and post development. This factor, in combination with the small number of sales involved, means the hypothesis that these differences may be caused by random variation in the population cannot be rejected.

Several previous studies have also concluded that this type of housing has no significant impact on surrounding property values. In fact, in several cases, the results of these studies showed a substantively positive impact on property values surrounding the social housing project⁴.

In summary, the findings indicate that social housing does not have an impact on property values. While the data suggest that the property values in social housing neighbourhoods have increased on average about \$9,189 less than those in the control neighbourhoods in terms of net change over the pre and post periods, this effect cannot be verified as statistically significant.

4. See in particular: Hugh Nourse, "The Effect of Public Housing on Property Values in Saint Louis" (1963); William Rabiega, Ta-Win Lin, and Linda Robinson, "The Property Value Impact of Public Housing Projects in Low and Moderate Density Residential Neighbourhoods: (1984); Joseph DeSalvo, "Neighbourhood Upgrading Effects of Middle Income Housing Projects in New York City" (1974); and Stephen Farber, "Market Segmentation and the Effects of Group Homes for the Handicapped on Residential Property Values," (1986).

CHAPTER

6

SUMMARY AND CONCLUSIONS

6.1 Public Concerns About Social Housing

Most people are concerned about the quality of life in their neighbourhoods and communities and do not have major concerns related specifically to the introduction of social housing. Social housing is usually a source of anxiety only to the extent that it is seen as having a detrimental impact on particular aspects of community life that are already important to local residents. Overall, the kinds of concerns that people have about social housing – safety and crime, changes in the character of the neighbourhood, street noise and traffic, etc. – are the same as the concerns expressed by people independent of any consideration of social housing.

This research analyzed concerns about public housing in two ways. One method was to ask people directly about the impacts of public housing projects that have been introduced into their neighbourhoods. The results of this approach are summarized shortly. The second, less direct method, provides evidence about public concerns by asking people about their satisfaction with different aspects of neighbourhood life without any reference to social housing. Comparisons of the responses of people living in close proximity to social housing projects with those living in areas without social housing provide unbiased measures of public concerns with the quality of life engendered by social housing.

Most people, whether they live close to social housing projects or not, are satisfied with their neighbourhoods. About 80 per cent of respondents expressed overall satisfaction with their neighbourhoods. The differences in overall satisfaction based on proximity to social housing are small: 76 per cent of people who live close to social housing and 85 per cent of those who do not. For specific aspects of the neighbourhood however, for example, satisfaction with physical characteristics like noise, traffic, parking availability and street appearance and with other aspects like privacy and opportunities to socialize with neighbours, there are no differences in the levels of satisfaction of residents.

Considering the perceived changes that have taken place in their neighbourhoods over the last two to four years, study respondents were most concerned about crime, safety for women and children and vandalism: just over half of the respondents expressed concern about these three issues. For this research the most important finding is that the levels of concern about these issues are not related to the proximity of residents to social housing projects. About one-third of respondents were concerned about changes in the character of their neighbourhood and in the levels of community spirit. Residents of Vancouver and Halifax who lived close to social housing projects were slightly more concerned about changes to the neighbourhood than their other residents of these communities.

When the focus shifted to particular social housing projects in the communities studied, we found that awareness of social housing was high among residents in three of the four study markets. Over 75 per cent of respondents in the areas most directly affected reported that they knew of some social housing project(s) in the community. Even among those not living in close proximity to social housing (defined as more than five blocks away), over 60 per cent were aware of social housing in the area. Halifax residents were the least likely to know about social housing projects in their neighbourhoods; this is a result of the approach used locally for project implementation (small projects dispersed throughout the community) and for public consultation (none).

The most serious concerns expressed by study participants about social housing were similar to the ones reported in previous studies: property values, the concentration of projects in specific areas, project design, the physical appearance and upkeep of the project, and the uncertainty associated with poor communication about the project before and during implementation. These concerns are summarized in the following sections.

6.2 Impacts of Social Housing

(a) Perceived Impacts

Local residents, both those who live near a social housing project and those who do not, are divided in their opinions about the overall benefits of social housing in their neighbourhoods. Almost half, about 45 per cent, are neutral about the impacts, rating them as neither positive nor negative; 25 per cent think the projects have had a positive impact on the neighbourhood and slightly over 30 per cent think that it has had a negative impact. Only one in ten said that the presence of social housing had any affect on their decision to stay in the neighbourhood.

The issue at the top of the agenda for most respondents was property value impacts. Many people believe that social housing has had a negative impact on local property values -- a belief not supported by the analysis of housing sales data conducted for this research. Almost 50 per cent of respondents said that projects in their neighbourhoods have had a negative impact on housing sales; fewer than 10 per cent believe there has been a positive impact. Very few residents, however said that their perception of a negative impact on property values had effected their decision to purchase a dwelling. The great majority of respondents (about 75 per cent) said that the presence of social housing had no impact on their decision to buy a home in their neighbourhood.

Opinions about the broader impacts of social housing on the neighbourhood as a whole were more evenly divided between the positive and the negative: 30 per cent rated the impacts as negative; 26 per cent rated the impacts as positive; the remaining 44 per cent were neutral. The differences in opinion between cities were very large. About 50 per cent of Montrealers were positive about the impacts on the neighbourhood; in Vancouver the proportion was about 25 per cent; in Ottawa and Halifax it was about 15 per cent.

(b) Property Value Impacts

The belief held by almost half of the study respondents that social housing projects have a negative impact on property values is not supported by the analysis of housing sales data conducted for this study. A comparison was made between the average selling price of properties in close proximity to social housing projects and the average selling price of a matched group of dwellings in areas without social housing. In both areas, selling prices were compared for periods before and after the introduction of the project. If the change in property values for houses exposed to social housing projects was not significantly different from the change for properties not exposed to social housing, then the conclusion that social housing has not has an impact on property values can be made. On the other hand, if the values of the "treatment group" of properties have declined or increased to a lesser degree when compared to the change in values of the "comparison group" of properties, social housing can be said to have had a negative impact.

Several statistical tests were conducted to assess property value impacts; these tests used both wide and narrow definitions of acceptable property value ranges. Using the widest definition, all data with the exception of \$1 sales were included (these are usually transfers between family members and do not reflect market prices). The narrower definition considered only sales between \$40,000 and \$250,000. None of the comparisons or statistical models of differences of average selling prices before and after the introduction of social housing showed statistically significant findings of differences. Based on the available data and the tests conducted, our conclusion is that

there is no positive or negative impact on the property values of neighbouring dwellings as a result of exposure to social housing⁵. Furthermore, this conclusion holds true regardless of the market area, or proximity to the project.

6.3 Public Acceptance of Social Housing

Support for the principle of social housing is strong, with 73 of the study participants agreeing that social housing is a good idea. Conversely, opposition to the idea is relatively weak, with just 14 per cent of participants believing that social housing is not a good idea. Over 80 per cent of respondents also agree that there is a need for social housing in their city; fewer than 10 per cent said that there was no need for this type of housing.

Support for social housing drops somewhat when the context is narrowed to the local neighbourhood; 59 per cent agree that social housing in their neighbourhoods a good idea, compared to 73 per cent for the community. About 25 per cent of study participants do not support the idea of social housing in their neighbourhood, compared to just 14 per cent who opposed social housing in the community at large.

For the important issue of public acceptance of social housing, we found that familiarity with social housing projects leads to stronger support for the principle of social housing in the community. Furthermore, support for social housing in one's own neighbourhood is stronger for those who have experienced social housing first hand. Two out of three residents occupying dwellings close to a social housing project agreed that social housing in their neighbourhood is a good idea. This compares to support levels of less than 50 per cent in areas without a social housing project. In these areas, 30 per cent did not support having social housing in their neighbourhoods

5. As stated in the previous chapter, there is considerable variation in the data for both data groups, as well as a small number of cases in some groups. This data should be interpreted with caution. Consideration should be given to future work in this area to increase sample sizes.

compared to only 22 per cent of those who live near social housing projects. These findings strongly suggest that negative perceptions about social housing are dispelled for some residents when people live in close contact with social housing on a daily basis.

Support for the introduction of social housing in the neighbourhood is closely linked to the presence or absence of existing projects. While a majority of residents support the idea of social housing, support for the introduction of new projects in the neighbourhood decreases when there are already some social housing units in the area. Resistance to the introduction of new projects in a neighbourhood with social housing is related to the view of local residents that they already have their "fair share" of social housing. Resistance to new projects among people in areas with social housing increases when the new project would be "on my street". It is not related however, to the proximity of residents to the existing project. Finally, and not surprisingly, support for new projects is lower among those residents who are aware of the existing social housing.

Other factors which have the greatest positive influence on the acceptance of social housing are related to the design of the project. In short, good design will increase acceptance of a social housing project. Specifically, a new project has to be compatible with the appearance of the existing housing stock in the neighbourhood and it must respect the privacy of residents in order to be accepted.

Some physical characteristics of proposed projects are also likely to increase acceptance among local residents. These include provision of adequate parking space and, consistent with the support for projects compatible with the neighbourhood, a limit on the number of units in the project.

Levels of intolerance, whether towards people of different racial, ethnic or religious groups or towards people in different socioeconomic groups, are hard to gauge. Having people in social housing projects who are similar to other residents of

the neighbourhood was the lowest rated of the different factors that would increase acceptance of social housing. Nevertheless over half of respondents did agree that having people similar to current residents of the neighbourhood would increase acceptance and intolerance undoubtedly plays a significant role in formulating this opinion. It is difficult however, to disentangle the levels of concern about changes in the community which are perceived to be too rapid and intolerance towards newcomers.

Finally, the survey findings point to strong relationships between satisfaction with the consultation process, including the accuracy of information provided in advance of construction, and the perception of negative impacts resulting from social housing and, ultimately, the acceptance of social housing. The implication is clear that the potential for acceptance may increase with stronger communication efforts before the project is introduced to the community.

6.4 Communications and Consultations

The public consultation process plays a crucial role in the successful implementation of social housing. Overall, only about half of the respondents to the survey had prior knowledge of the plans to introduce social housing projects to their area. Of those who knew about the coming project, about half learned about it through some type of formal channel: one in three through a planned notification process and one in six through a newspaper. Others simply saw the construction in progress or learned about it by word-of-mouth.

Many people, in fact almost half (44 per cent), did not believe that they had been given adequate notice that a social housing project was being considered in their neighbourhood. Only one in four felt that the process of notifying local residents had been adequate. Many also expressed dissatisfaction about the extent to which advance information about a project was actually reflected in the final outcome; one in three felt that the information provided had not been correct.

People who were less satisfied with the consultation process, or more specifically were dissatisfied with the degree to which the prior information matched the end results, were more likely to have problems supporting the idea of social housing in the community. They were also more likely to perceive social housing as a threat to property values and to the quality of life in the neighbourhood as a whole. This points to the potential to reduce resistance and the perception of negative impacts by increasing the amount and accuracy of information given to the community prior to the introduction of a new project.

As the only objective evidence collected in the study, the property value impact data provide a valuable comparison between the real and perceived threats to neighbourhoods from the introduction of social housing. While the housing sales data show that social housing does not have a negative effect on property values, almost half of the survey respondents believe that social housing has a negative impact on property values. The disparity between what is thought to occur and what occurs in practice points to the need for communication strategies designed to close the information gap and increase acceptance of this type of housing in our communities. People are generally satisfied with their neighbourhoods. They also agree, for the most part, that there is a need for social housing and that having it in ones' own community is a good idea. Communication that focuses on public concerns over the impact of this type of housing on the neighbourhood and on individual lives, will help to increase the acceptance of the general public towards social housing projects and to minimize community resistance to the introduction of this type of project.

6.5 Summary of Measures to Minimize Negative Effects of Social Housing

This study has helped to identify several areas of public concern about social housing projects. The responsibility for identifying and dealing with these concerns in relation to specific projects belongs to the many different proponents of social housing projects including different levels of government, non-profit housing

corporations, developers, and the public, which has an obligation to be informed about the events in their communities.

This concluding section identifies some of the most important issues that affect public acceptance of social housing. It is in these areas where attention from CMHC, in conjunction with other partners in the field, may lead to greater public acceptance of social housing.

Support for Principle of Social Housing

The importance of the broad public support for the principle of social housing should not be underestimated. Although there can be wide gaps between support in principle and support for actual projects for a variety of reasons, public understanding of the need for publicly-funded affordable housing for people in need can be a valuable ally in efforts to gain acceptance of social housing projects. Project proponents should try to minimize the gap; where there is significant public opposition they should consider that something about the project or the process is not connecting to underlying public support and goodwill.

Consultation About Individual Projects

The belief that the consultation process is open and thorough is very important to public acceptance. Public awareness of any consultations conducted during the planning and implementation phases of social housing projects is usually low. Furthermore, the lack of public consultation, or the belief that public consultation is inadequate, is a significant source of dissatisfaction and resentment towards individual public housing projects. Acceptance is clearly lower when people are dissatisfied with consultation process.

The opinions of social housing proponents about the merits of open public consultation vary greatly. While the results of this study may support the

notion of openness, in some centres, for example Halifax, the process is conducted quietly and without consultation with small scale projects. In Ontario, where there is a legal requirement to notify individual households within 400 feet of the property, some communities seem to opt for social housing sites that minimize the number of neighbours in close proximity to the project. The effect is to limit the number of sites available for social housing projects. Improved consultations, leading to greater acceptance of social housing projects, could increase the availability of sites in the long term if municipalities have an easier time dealing with planning restrictions for potential project sites.

Guidelines for Public Information and Education

There are perceptions and misperceptions in many areas that affect public acceptance of social housing. Property value impacts, changes in the character of the neighbourhood, physical impacts at the street level, and crime and public safety are some of the key areas in which a better-informed public could result in an improved debate about social housing impacts. CMHC has a role to play in improving this debate through direct public education and by providing support and guidance to proponents of individual projects about ways to inform local residents.

Property Value Impacts

The evidence from this study and previous studies indicates that public perceptions about the property value impacts produced by the introduction of social are exaggerated or erroneous. In our experience, many people are strongly resistant to changing their beliefs about expected drops in property values. Nevertheless, the issue is extremely important and the results of this study, and if necessary of follow-up studies, should be used to dispel false notions about negative impacts of social housing.

Crime, Vandalism and Public Safety

Given that residents were most concerned about crime, vandalism and the safety of the neighbourhood in general, attention to these factors would also seem to positively influence the acceptance of social housing.

Instilling Confidence that Social Housing is Part of Community Building Process

Many people are resistant to change in their neighbourhoods out of concern or fear that badly-designed or poorly planned projects will cause a deterioration of the quality of life in the community. These concerns are related to concern that a particular project will be the proverbial "worst case". Various factors can coalesce to produce a belief that a project will have a negative impact: for example, past experience or knowledge of unsuccessful projects, scepticism about the motives of developers or builders, a lack of confidence that city hall will protect their interests, and perhaps most importantly, uncertainty about what is being planned for the community.

Canadians are also very concerned about building their communities so that they support happy and healthy lifestyles. Recent housing consumer research conducted for CMHC has shown that the quality of community is as important as the quality of the individual dwelling for most people. Proponents of social housing projects should tap into public support for community-building and demonstrate that social housing is a valuable part of the process.

Exaggerated Expressions of Concern

Although many respondents to the survey of residents expressed concern or lack of acceptance for social housing, few reported that the presence of social housing had any impact on their behaviour either when buying a home or after the

introduction of a new project in their neighbourhood. The decision to buy or to move are major decisions based on many factors and this finding should not be used to dismiss or discount legitimate concerns about social housing. The results do suggest however, that the actual impacts are not as great as the levels of concern expressed – again a reflection of concern about the "worst case" scenario – and that the concerns reported might be somewhat exaggerated by some people.

Fair Distribution of Projects

The public supports the principle of social housing. Most are positive or at least neutral about the benefits and impacts of particular projects in their neighbourhoods. This support drops off significantly for new projects however, when there is already social housing in the area – when people think that they already have their "fair share" of social housing. The implication for proponents is that they must be careful to take the distribution of existing units into account when planning new projects.

Importance of Appropriate Design

Project design features are probably the most important set of factors influencing public acceptance of social housing. The concerns of local residents centre around the appearance of the structure, how it blends into the neighbourhood, the size of the project (and the resulting impacts felt at the street level like noise and traffic, privacy, etc). A well-designed project that is sensitive to the local neighbourhood will be much more likely to engender public acceptance. Clearly, project proponents and designers have been aware of this for some time and newer projects usually reflect a more sensitive approach. This approach is crucial to successful project implementation. CMHC can play a leading role in establishing and continually updating the appropriate design guidelines for social housing projects. As important, local residents have to be better informed about the project design to overcome their fears of a bad project.

Further research

Residents who object to the introduction of social housing in their neighbourhoods often provide very strong opposition. Well-prepared proposals for sound projects are often dismissed on the basis of little evidence or flimsy rationales. Conversely, arguments about positive impacts and benefits made on the basis of sound empirical data (on topics like property value impacts) are criticized and rejected.

We believe that some qualitative research would help to develop an understanding of the reasons why people resist social housing. Focus group discussions for example could be used to answer some of the following questions:

- ☐ Why do people discount the results of studies documenting minimal property value impacts from social housing? Do they really question the methodology or the credibility and integrity of the study sponsors or are their criticisms really a cover for other motives?
- ☐ What types of information do residents want to address their questions and concerns: about the design? about the process? about impacts of social housing in other areas? How would they want to receive the information?
- ☐ What are the credible sources of information? What are the relative levels of credibility?
- ☐ How do people evaluate the different sources of information to arrive at their decisions concerning support or opposition?

These and many other interesting and important questions could be addressed through the interactive and dynamic format offered by focus group discussions. We recommend that discussions be held both with residents in areas

which have gone through a social housing planning and implementation process and with residents in areas with potential for social housing.

APPENDIX A

Study Issues

THE EFFECTS OF SOCIAL HOUSING ON LOCAL NEIGHBOURHOODS

INVENTORY OF ISSUES AND CONCEPTS

PROFILE OF NEIGHBOURS

ISSUE	CONCEPT/INDICATOR	DATA SOURCE
1. Awareness of Social Housing	<input type="checkbox"/> Awareness of Social Housing in the Neighbourhood <input type="checkbox"/> Definition of Social Housing	<input type="checkbox"/> survey of neighbours
2. Perceived Impacts (Positive and Negative) of Social Housing on Residents and Related Concerns	<input type="checkbox"/> Satisfaction with Neighbourhood Characteristics such as: <ul style="list-style-type: none"> <input type="checkbox"/> aesthetics (physical appearance) <input type="checkbox"/> social-cultural integration <input type="checkbox"/> crime/vandalism <input type="checkbox"/> noise <input type="checkbox"/> street traffic <input type="checkbox"/> visual privacy <input type="checkbox"/> parking <input type="checkbox"/> density <input type="checkbox"/> safe feeling/feeling of security <input type="checkbox"/> good family environment (i.e., children) <input type="checkbox"/> friendliness (socializing) of neighbourhood <input type="checkbox"/> overall satisfaction with neighbourhood <input type="checkbox"/> property values (perception) <input type="checkbox"/> general opinion of how the project would affect household and community <input type="checkbox"/> types of concerns about negative effects <input type="checkbox"/> perceived changes in the neighbourhood	<input type="checkbox"/> survey of neighbours

ISSUE	CONCEPT/INDICATOR	DATA SOURCE
3. Influence of Social Housing on Behaviour	<input type="checkbox"/> Influence on decision to stay in the neighbourhood <input type="checkbox"/> Influence on buying decision	<input type="checkbox"/> survey of neighbours
4. Acceptance of Social Housing	<input type="checkbox"/> Willingness to accept social housing under certain conditions: <ul style="list-style-type: none"> <input type="checkbox"/> Location (province/region/community) <input type="checkbox"/> proximity <input type="checkbox"/> size (number of units) <input type="checkbox"/> building type (high-rise, low-rise, single units) <input type="checkbox"/> age of project <input type="checkbox"/> types of households occupying project <input type="checkbox"/> physical appearance 	<input type="checkbox"/> survey of neighbours
5. Communications	<input type="checkbox"/> Participation in consultation process <input type="checkbox"/> Method of Participation <input type="checkbox"/> Adequacy of process/level of satisfaction <input type="checkbox"/> Preferred Method of being Informed <input type="checkbox"/> Type of information desired	<input type="checkbox"/> survey of neighbours
6. Neighbourhood Characteristics	<input type="checkbox"/> Property values/Sales data <input type="checkbox"/> Sociodemographics <input type="checkbox"/> Proximity	<input type="checkbox"/> Teela sales data <input type="checkbox"/> 1991 Census data <input type="checkbox"/> site work
7. Project Characteristics	<input type="checkbox"/> Year of construction <input type="checkbox"/> Type of Households/Residents <input type="checkbox"/> Physical Characteristics (size, building, age, type)	<input type="checkbox"/> CHMC/Housing Authority administration information <input type="checkbox"/> site work

ISSUE	CONCEPT/INDICATOR	DATA SOURCE
8. Household and Sociodemographic Characteristics	<input type="checkbox"/> Tenure <input type="checkbox"/> Number of Residents/Children <input type="checkbox"/> Years in Neighbourhood <input type="checkbox"/> Type of Dwelling <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Education <input type="checkbox"/> Occupation <input type="checkbox"/> Mothertongue <input type="checkbox"/> Household Income	<input type="checkbox"/> survey of neighbours

APPENDIX B
Survey Questionnaire

011:INTRO

Hello, my name is _____ and I work for Ekos Research Associates. We have been hired by Canada Mortgage and Housing Corporation to conduct a study of attitudes about subsidized housing within a select number of neighbourhoods across the country. I would like to take a few minutes of your time to talk to you about the types of housing in your neighbourhood and how this affects the quality of your community.

012:INTR2

As a resident in one of the ten neighbourhoods across the country that have been selected for the study, your answers are extremely important to us. All of your responses will be kept completely confidential. First of all may I confirm with you that you live on <ADDR >
*****DO NOT READ ADDRESS NUMBER....JUST STREET NAME*****
#01 Yes 1 (2/ 33)
-> INT No 2

013:INTR3

intr3 - Are you one of the household members with primary financial responsibility for the home? IF NO: May I speak to one of those people.
[GO BACK TO INTRODUCTION AND RE-INTRODUCE THE STUDY]
This interview will take only ten minutes of your time. May I begin?
IF NO: Is there another household member that I can speak to with primary financial responsibility?

014:Q1

ANSWER TO THE NEAREST YEAR

Q1 How long have you lived in your neighbourhood?

#01 DK/NR 99 (2/ 34)
mask \$E

015:Q2

Q2 How long have you lived in your present home?

#01 DK/NR 99 (2/ 36)
mask \$E

016:PRE3

PRE3 How satisfied are you with neighbourhood with respect to each of the following factors? Please rate your satisfaction on a 7-point scale where 1 is extremely dissatisfied, 7 is extremely satisfied and 4 is neither satisfied nor dissatisfied.

rotation -> Q3F

017:Q3A

How satisfied are you with the..... in your neighbourhood

Q3A Availability of street parking

#01 Extremely dissatisfied	1	(2/ 38)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

018:Q3B

Q3B Level of street traffic

#01 Extremely dissatisfied	1	(2/ 39)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

019:Q3C

Q3C Physical appearance of the street

#01 Extremely dissatisfied	1	(2/ 40)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

020:Q3D

Q3d The opportunities you have to socialize with you neighbours

#01 Extremely dissatisfied	1	(2/ 41)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

021:Q3E

Q3e Amount of visual privacy for your dwelling

#01 Extremely dissatisfied	1	(2/ 42)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

022:Q3F

Q3f Level of noise

#01 Extremely dissatisfied	1	(2/ 43)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

023:Q3G

Q3g Your overall satisfaction with the neighbourhood

#01 Extremely dissatisfied	1	(2/ 44)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely satisfied	7	
#08 DK/NR	9	

024:PRE4

pre4 To what degree are you concerned about changes which have taken place in your neighbourhood in the last two to four years with respect to each of the following areas. Please rate your answer on a seven point scale where one is not at all concerned, seven is extremely concerned and the midpoint four is moderately concerned.

rotation -> Q4E

025:Q4A

To what degree are you concerned about changes in your neighbourhood..

q4a Crime in your area

#01 Not at all Concerned	1	(2/ 45)
#02	2	
#03	3	
#04 Moderately Concerned	4	
#05	5	
#06	6	
#07 Extremely Concerned	7	
#08 DK/NR	9	

026:Q4B

q4b Vandalism in the neighbourhood

#01 Not at all Concerned	1	(2/ 46)
#02	2	
#03	3	
#04 Moderately Concerned	4	
#05	5	
#06	6	
#07 Extremely Concerned	7	
#08 DK/NR	9	

027:Q4C

q4c The changing character of the neighbourhood

#01 Not at all Concerned	1	(2/ 47)
#02	2	
#03	3	
#04 Moderately Concerned	4	
#05	5	
#06	6	
#07 Extremely Concerned	7	
#08 DK/NR	9	

028:Q4D

q4d The sense of community spirit in the neighbourhood

#01 Not at all Concerned	1	(2/ 48)
#02	2	
#03	3	
#04 Moderately Concerned	4	
#05	5	
#06	6	
#07 Extremely Concerned	7	
#08 DK/NR	9	

029:Q4E

q4e The safety of the neighbourhood for women and children

#01 Not at all Concerned	1	(2/ 49)
#02	2	
#03	3	
#04 Moderately Concerned	4	
#05	5	
#06	6	
#07 Extremely Concerned	7	
#08 DK/NR	9	

030:Q4F

q4f - Are there any other concerns that you have with regard to changes in your neighbourhood in the last 2-4 years which we have not already mentioned?

#01 Yes (Response)	010	(2/ 50)
#02 No	02	(2/ 52)
#03 dk/nr	99	(2/ 54)
#04 Teenager gangs/increased crime	03	
#05 Need more police patrols/neighbourhood watch	04	
#06 Poor upkeep of subsidized housing/litter	05	
#07 Increased traffic/noise levels	06	
#08 too much building/loss of green space	07	
#09 loss of property value	08	

if Yes (Response) _____

031:SOHO

soho - One of the reasons for this survey is to gather views from the public about social housing. Social housing, sometimes known as subsidized housing, involves the provision of adequate, affordable shelter for those Canadians who are otherwise unable to secure it.

032:PRE5

PRE5 Please indicate whether you agree or disagree with the following statements about social housing. Please rate your answer on a scale from 1 to 7 where 1 means you strongly disagree, 7 means you strongly agree, and 4 means you neither agree nor disagree.

033:Q5A

To what extent do you agree or disagree that....

Q5A Social housing is a good idea

#01 Strongly disagree	1	(2/ 56)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Strongly agree	7	
#08 DK/NR	9	

034:Q5B

q5b Social housing in MY neighbourhood is a good idea.

#01 Strongly disagree	1	(2/ 57)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Strongly agree	7	
#08 DK/NR	9	

035:Q5C

Q5c There is a need for social housing in my city

#01 Strongly disagree	1	(2/ 58)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Strongly agree	7	
#08 DK/NR	9	

036:Q5D

-> +1 if (Q5B==1) OR (Q5B==2)

Q5d I am willing to have more social housing in my neighbourhood

#01 Strongly disagree	1	(2/ 59)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Strongly agree	7	
#08 DK/NR	9	

037:Q5E

-> +1 if (Q5B==1) OR (Q5B==2)

Q5e I am willing to have more social housing on my street

#01 Strongly disagree	1	(2/ 60)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Strongly agree	7	
#08 DK/NR	9	

038:PRE6

PRE6 How would the following factors influence your acceptance of social housing projects? Please rate each answer on a 1 to 7 scale where 1 is substantially decrease, 7 is substantially increase, and 4 is no impact on your acceptance.

rotation -> Q6F

039:Q6A

To what degree would this increase or decrease your acceptance

Q6a If the project had adequate parking space available for residents.

#01 Substantially decrease	1	(2/ 61)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Substantially increase	7	
#08 DK/NR	9	

040:Q6B

Q6B If design of the project was compatible in physical appearance with the rest of the neighbourhood

#01 Substantially decrease	1	(2/ 62)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Substantially increase	7	
#08 DK/NR	9	

041:Q6C

Q6C If there were a limited number of projects per neighbourhood.

#01 Substantially decrease	1	(2/ 63)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Substantially increase	7	
#08 DK/NR	9	

042:Q6D

Q6D If the design of the project respected the privacy of adjacent lots.

#01 Substantially decrease	1	(2/ 64)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Substantially increase	7	
#08 DK/NR	9	

043:Q6E

Q6E If the project housed people of similar background, interests and lifestyles compatible to the residents of the neighbourhood.

#01 Substantially decrease	1	(2/ 65)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Substantially increase	7	
#08 DK/NR	9	

044:Q6F

q6f If there were a limited number of units in the project.

#01 Substantially decrease	1	(2/ 66)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Substantially increase	7	
#08 DK/NR	9	

045:Q6G_1q6g_1 - Are there any other factors which would influence your acceptance of
social housing in your neighbourhood?

#01 Yes (Response)	010	(2/ 67)
#02 No	02	(2/ 69)
#03 DK/NR	99X	(2/ 71)
#04 desire screening of prospected tenants	03	
#05 strict rules/enforcement of rules	04	
#06 better maintenance /guarantee of upkeep	05	
#07 police area better	06	
#08 Okay only if people in social housing are working ..	07	
#09 reduce noise	08	
#10 intergrate people of different backgrounds/economic levels	09	

if Yes (Response) _____

046:Q6G_2

-> +1 if (Q6G_1=#2) OR (Q6G_1=#3)

Q6g_2 - And would this increase or decrease your acceptance of social housing
in your neighbourhood?

#01 Increase	1	(2/ 73)
#02 Decrease	2	
#03 DK/NR	9	

047:Q7A

Q7a Are you aware of the presence of any social or subsidized housing in your
neighbourhood?

#01 Yes	1	(2/ 74)
#02 No	2	

048:Q7B

Q7b Do you own or rent the dwelling you are presently living in?

#01 Own	1	(2/ 75)
#02 Rent	2	

049:PRE8

-> +1 if Q7A==1

pre8 Yours is one of the many Canadian neighbourhoods in which subsidized or
public housing is located

050:Q8A_1

-> +2 if Q7B==2

Q8a_1 What impact do you think social housing projects have had on your
property values? Please rate your answer on a scale from 1 to 7 where 1 is
extremely negative, 7 is extremely positive, and 4 is not impact.

#01 Extremely negative	1	(2/ 76)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Extremely positive	7	
#08 DK/NR	9	

051:Q8A_2

-> +1 if Q8A_1==4

Q8a_2 - Why is this?

#01 Yes (Response)	010	(2/ 77)
#02 No	02	
#03 dk/nr	99	
#04 Teenager gangs/increased crime	03	
#05 Need more police patrols/neighbourhood watch	04	
#06 Poor upkeep of subsidized housing/litter	05	
#07 Increased traffic/noise levels	06	
#08 too much building/loss of green space	07	
#09 loss of property value	08	

if Yes (Response) _____

052:Q8B

Q8b Did the presence of a social housing project in the neighbourhood effect your decision to purchase your dwelling? Please rate you answer on a scale from 1 to 7 where 1 is extremely negative effect, 7 is extremely positive effect, and 4 is not effect.

#01 Extremely negative	1	(2/ 79)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Extremely positive	7	
#08 DK/NR	9	

053:Q8C_1

Q8c_1 What impact do you think social housing projects have had on your neighbourhood? Please rate you answer on a scale from 1 to 7 where 1 is extremely negative, 7 is extremely positive, and 4 is not impact.

#01 Extremely negative	1	(3/ 1)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Extremely positive	7	
#08 DK/NR	9	

054:Q8C_2

-> +1 if Q8C_1==4

q8c_2 - And why is this?

#01 Yes (Response)	010	(3/ 2)
#02 No	02	
#03 dk/nr	99	
#04 Teenager gangs/increased crime	03	
#05 Need more police patrols/neighbourhood watch	04	
#06 Poor upkeep of subsidized housing/litter	05	
#07 Increased traffic/noise levels	06	
#08 too much building/loss of green space	07	
#09 loss of property value	08	

if Yes (Response) _____

055:Q8D

Q8d Did the presence of a social housing project in the neighbourhood effect your decision to stay in this area? Please rate you answer on a scale from 1 to 7 where 1 is extremely negative effect, 7 is extremely positive effect, and 4 is not effect.

#01 Extremely negative	1	(3/ 4)
#02	2	
#03	3	
#04 No impact	4	
#05	5	
#06	6	
#07 Extremely positive	7	
#08 DK/NR	9	

056:PRE9

PRE9 In some instances, prior to proceeding with a social housing project, public consultation takes place. This may be through notifying neighbours of the project by notices in the mail, in newspapers and/or public meetings. The next series of questions relate to your satisfaction and involvement with the public consultation process prior to the development of the project.

057:Q9

Q9 Do you remember where you first learned that a social housing project was being undertaken?

-> Q13 I did not know of a project until now	01	(3/ 5)
#02 I saw the construction	02	
#03 I saw a notice in the newspaper	03	
#04 I heard about it on the radio	04	
#05 I received some information from City Hall	05	
#06 I received formal notification	06	
#07 I do not remember	99	
#08 Other (specify)	080	
#09 Already built before they moved in	10	
#10 Word of mouth	11	

if Other (specify)_____

058:Q10A

-> Q13 if Q2<YEAR

Q10a Do you feel you were given adequate notice that social housing was being considered? Please rate your answer on a 7 point scale where 1 is extremely inadequate, 7 is extremely adequate and 4 is neither adequate nor inadequate.

#01 Extremely inadequate	1	(3/ 7)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely adequate	7	
#08 DK/NR	9	

059:Q10B

Q10b How adequately did the information you were given reflect the finalised project? Please rate your answer on a 7 point scale where 1 is extremely inaccurate, 7 is extremely accurate, and 4 is neither accurate nor inaccurate

#01 Extremely inaccurate	1	(3/ 8)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Extremely accurate	7	
#08 DK/NR	9	

060:Q11A

Q11A Did you or any member of your family take any action when you heard social housing was being considered?

#01 Yes	1	(3/ 9)
-> Q12A No	2	

061:Q11B

READ LIST

Q11B Did you:

rotation -> 4		
#01 Contact neighbours	1	(3/ 10)
#02 Contact your Alderman, MPP	2	
#03 Contact the provincial government	3	
#04 Organize community resistance	4	
#05 Other (specify)	50	
#06 went to meetings	6	
#07 got involved in the project	7	
#08 move away	8	

if Other (specify) _____

062:Q11C

Q11C How would you rate the impact your actions had on the way in which the social housing project proceeded? Please rate your answer on a 7-point scale where 1 is no impact, 7 is a high impact, and 4 is a moderate impact.

#01 No impact	1	(3/ 11)
#02	2	
#03	3	
#04 Moderate impact	4	
#05	5	
#06	6	
#07 High impact	7	
#08 DK/NR	9	

063:Q12A

Q12A Overall, how satisfied were you with the public consultation and notification process while the project was in the proposal stage? Please rate your answer on the 7-point scale where 1 is extremely dissatisfied, 7 is extremely satisfied, and 4 is neither satisfied nor dissatisfied.

#01 Extremely dissatisfied	1	(3/ 12)
#02	2	
#03	3	
-> Q13 Neither	4	
-> Q13	5	
-> Q13	6	
-> Q13 Extremely satisfied	7	
-> Q13 DK/NR	9	

064:Q12B

Q12B To what extent do you agree or disagree with the statement "I would have been much more accepting of the project if I had been better informed about the notification process used to inform neighbours about social housing". Please rate your answer on the 7-point scale where 1 is completely disagree, 7 is completely agree and 4 is neither agree nor disagree.

#01 Strongly disagree	1	(3/ 13)
#02	2	
#03	3	
#04 Neither	4	
#05	5	
#06	6	
#07 Strongly agree	7	
#08 DK/NR	9	

065:Q13

Q13 If further projects are going to take place in your neighbourhood, what kinds of information would you like to have?

#01 Specify	010	(3/ 14)
#02 DK/NR	99	(3/ 16)
#03 pamphlets/written advertisement	02	(3/ 18)
#04 Location	03	
#05 Type of people moving in	04	
#06 Effects on property values	05	
#07 size	06	
#08 appearance	07	
#09 community meeting	08	

if Specify _____

066:DESCR

The last few questions that I have for you are for statistical purposes only and I remind you that all of your answers are completely confidential

067:HOUSE

House- Which of the following best describes your household?

#01 One person, living alone	1	(3/ 20)
#02 One adult with children	2	
#03 A married or common-law couple, without children ...	3	
#04 A married or common-law couple, with children	4	
#05 Two or more unrelated persons	5	
#06 Two or more related persons	6	
#07 Other (specify)	70	
#08 DK/NR	9	

if Other (specify) _____

068:EDUC

Educ What is the highest level of formal education which you have achieved?

#01 Primary school	1	(3/ 21)
#02 High school	2	
#03 Some community college	3	
#04 Community college graduate/Trade Certificate	4	
#05 Some university	5	
#06 University graduate	6	
#07 Post graduate	7	
#08 Other (specify)	80	
#09 DK/NR	9	

if Other (specify) _____

069:OCCUP

Occup What is your present occupation (or former occupation, if retired)?

#01 Labourer/semi-skilled/skilled tradesmen	1	(3/ 22)
#02 Sales, service, clerical	2	
#03 Professional/managerial or administrative	3	
#04 Homemaker	4	
#05 Other (specify)	50	
#06 DK/NR	9	

if Other (specify) _____

070:LANG

Lang What is the language you first learned in childhood and still understand?
 #01 English 1 (3/ 23)
 #02 French 2
 #03 Other (specify) 30

if Other (specify) _____

071:INCOM

Incom- Considering all sources, what was your approximate total household
 income in 1992 before taxes? Please include all sources including employment
 wages or salaries, pensions, investments, rents and payments from government.
 Please round to the nearest thousand.
 mask \$E (3/ 24)

072:SEX

DO NOT ASK

SEX Is respondent male or female
 #01 Male 1 (3/ 31)
 #02 Female 2

073:THNK

Thank you for your cooperation and time!
 #01 Complete 1D (3/ 32)

074:INT

END OF INTERVIEW elapsed:\$T \$D \$H

ENTER COMPLETION CODE

eliminate -> 1 according to NOT THNK
 -> END Completed interview CO (3/ 33)
 -> END Not in Service/Business Number BU (3/ 35)
 -> END Invalid Number (Not the right street/address) IN (3/ 37)
 -> CB Incomplete interview-->call back IC (3/ 39)
 -> CB No answer/Busy--> call back NA (3/ 41)
 -> CB Appointment for later time AP (3/ 43)
 -> CB Refusal, first time R1 (3/ 45)
 -> END Others OTO (3/ 47)
 -> END No number came with survey NN
 -> END Refused 2nd time R2

if Others _____

075:CB

It is now \$h

Il est maintenant \$H

ENTER A TIME TO CALL THIS NUMBER BACK

mask \$DH

(3/ 49)
(3/ 53)-----
076:DUM_1

-> END if 0==0

(3/ 57)

077:DUM_2

(3/ 59)

078:DUM_3

(3/ 61)

079:DUM_4

(3/ 63)

080:DUM_5

(3/ 65)

081:DUM_6

(3/ 67)

082:DUM_7

(3/ 69)

(3/ 71)

(3/ 73)

(3/ 75)

083:DUM_8

(3/ 77)

084:DUM_9

(4/ 1)

APPENDIX C

Description of Housing Projects and Study Sites

Project Descriptions

Descriptive information on the 15 social housing projects gathered in project file reviews and interviews with project representatives is presented in this section. Although not a formal data collection exercise, this phase of the project was designed to provide some contextual, background information about each of the social housing projects selected in the study. Information from the case profiles was not applied directly to survey findings in any way. The purpose of this component was merely to provide a fuller understanding about the types of social housing projects used in the study to examine the impacts on surrounding properties and perceptions of neighbours.

One to two representatives of local and provincial housing authorities were asked to recall details of particular projects, as well as providing a historical profile of when the structure was built, how the construction phase went and difficulties in terms of opposition to the project from the community. Project administrative files for the same projects were also reviewed for historical context. In some cases, information came entirely from interviews with representatives and in some cases it came largely from the administrative files.

The greatest difficulty with this phase of the work arose from the inconsistencies in the types of information recorded about a project, which varied from one local or provincial housing authorities to another and in some cases from one project to another. The administrative data for some projects was very sparse and details were hard to come by. The key areas of focus were;

- ☐ the size and layout of the project, possibly some views on the situation of the project in the neighbourhood/on the block;
- ☐ the types of residents targeted in the project;
- ☐ whether there was a public consultation phase and (any difficulties which arose;
- ☐ how the construction phase developed (and any difficulties encountered);
- ☐ difficulties encountered in the project or in the surrounding neighbourhood since completion of the project.

The profiles built from this exercise do provide valuable information, however, there are admittedly, some inconsistencies in the information included in each description. Some cases include far more detail than others and the types of information cited is not always standardized. Information involving judgement about physical condition and characteristics of the project or surrounding area are subjective in nature.

Montreal

There were five projects in Montreal. These projects included Projet D'Arcy McGee, Les Habitations les II Volets, Projet Chance, Projet Ste. Agnes, and Projet Walkley.

1) Projet D'Arcy McGee (Ma Chambre Inc).

Location:

The project is situated on a busy street located on the fringe of downtown Montreal. It is a fifteen minute walk from the downtown core and approximately six blocks from McGill university. There are several stores and businesses in the nearby area.

Building/Project Description:

The project contains 17 units distributed on four floors. Five of these units are located on the ground-level, four on the first, five on the second, and three on the third floor. The total size of the project is 685 square metres.

Construction began in September 1989 and was completed six months later in March 1990. No delays or problems were encountered. It should be noted, however, that the building is not a new establishment — it is a renovated school building. The building had to undergo minor modifications in order to comply with the standards established by the National Building Code of Canada, but otherwise there were no recorded difficulties. The building has remained in good condition over the years.

Surrounding Land and Properties:

The project is located in a densely populated area surrounded by several small apartment complexes. There is a vacant building to one side of the project and the back of a hospital is situated across the street. Most dwellings in the area are quite close together and in fairly good condition.

Characteristics of Residents:

The project is aimed at providing housing to a multi-problems population, i.e., people with alcohol or drug problems, AIDS, etc.. The target population has remained the same since the original planning.

Unfortunately the study team only learned of the special target population once the data collection work for this site had been conducted.

Project Development and Implementation:

Prior to construction, the community agency in charge of the project planned a consultation with the community. A meeting was arranged with the area's citizens committee. During that meeting, the participants stated their preference for a library in the building, but, in the end,

supported the idea of a housing project for the targeted population because the need was so evident.

The people we consulted noted that, since March 1990, no damage has been inflicted to the property and that the citizens are still happy with the initial set-up.

2) Projet Chance

Location:

The project is located on Guy Street in a heavily populated, commercial area of downtown Montreal. The project is approximately four blocks south of St. Catherine Street.

Building/Project Description:

There are a total of 23 units in the project. Five of the apartments are located on the ground-level, while the other 18 are distributed on three floors of six units each. The total size of the project is 2,190 square metres.

Construction of the building began in September 1988 and was completed eight months later in May 1989. The contractor did not face any construction difficulties. The building itself has appeared to be well maintained.

Surrounding Land and Properties:

The project is surrounded by a combination of large apartments, condominiums, and smaller homes. Behind the project are a lot of duplexes. Guy Street is a very busy area with several stores and businesses.

Characteristics of Residents:

This project is aimed toward single mothers who have decided to re-enter the labour market. The target population has remained the same since the beginning of the project.

Project Development and Implementation:

In the original design, the agency responsible for the project had planned for the construction of eighteen units plus a daycare centre, an agreeable arrangement for the mothers going back to work. In the end, the agency was not able to guarantee the necessary funding needed in order to operate a daycare centre, so the alternative option of 23 housing units was adopted.

There was no official community consultation for this project. The persons whom we consulted indicated that, even though the community finally realized the project was being built, there was no reaction from the public. Since the design of the project, the building has remained intact and there have been no negative reactions.

3) Les Habitations les II Volets

Location:

Christophe-Columb is a busy street and there are several commercial sites in the area. It is a densely populated area with plenty of quadraplexes and apartment complexes. The social housing project is the largest structure in the area. It is in an area populated by people of diverse ethnic backgrounds.

Building/Project Description:

The apartments are located on three floors of fifteen units each. Each floor has a total surface area of 705 square metres. One floor, the ground-level, is reserved for services for seniors, such as common rooms, a cafeteria, etc..

Records indicate that the construction process went very smoothly. Construction started in January 1990 and was concluded nine months later in September of the same year. Minor modifications were made to the original plans in order to comply with the norms established by the National Building Code of Canada.

Surrounding Land and Properties:

There are numerous quadraplexes and small apartment complexes in the area. Many parts of the area are very run down; however, there have been recent condominium developments in the area. There are several commercial spots and restaurants nearby.

Characteristics of Residents:

This 45-unit housing project is intended for older people who are unable to live on their own. No changes have been made to the target population since the design phase. The Community Health Centre maintains a good relationship with the project directors and managers and will visit upon request.

Project Development and Implementation:

This project was highly publicized in the community. The planners distributed pamphlets and published several journal articles announcing the development of the project. This communication took place before, during and after construction of the building. Our interviews indicate that no community resistance has ever been expressed concerning the presence of this project in the neighbourhood. We were informed that this type of project (for the elderly) rarely causes any problems. In fact, a similar project eventually took shape in a renovated school, next door.

4) Projet Ste. Agnes**Location:**

This project is also located in downtown Montreal. The building itself is attractive and in good condition, but located in a run down neighbourhood. The project is located on Boucher Street which is just off St. Denis, a busy commercial area.

Building/Project Description:

Eleven of the 50 apartments are located on the ground level. The three other floors are comprised of thirteen units each. Most of these units are one-bedroom, with one two-bedroom and three adapted for wheelchair users. The main level also includes a common room and an office for visiting doctors.

The municipal housing authority had purchased an old school to transform it into a 24 to 30 unit building for families. When engineers visited the building, however, they warned the municipality not to use it. The building was then demolished and a new building constructed in its place. The construction lasted ten months from June 1990 to April 1991. Minor modifications were made to the original design, and the driveway was redesigned to accommodate nearby businesses.

Surrounding Land and Properties:

There are numerous small apartments and duplexes in this commercial area of downtown Montreal. It is a high density area and a big commercial area. The surroundings are fairly run down with little space between each dwelling. There are a few houses that would be considered semi-detached and single dwellings.

Characteristics of Residents:

The project was designed to accommodate senior citizens able to live independently.

Project Development and Implementation:

The housing authority informed us that the consultation process proceeded smoothly. A large sign was posted on the construction site clearly stating the purpose of the contractor's endeavour. Moreover, the project was announced in the neighbourhood newspaper and pamphlets were distributed explaining the building, its location and the time when applications would be received. No protests emerged from the community. The project was moderately delayed because of the municipality's policies on tearing down buildings in that area, especially those considered to be of heritage value.

Since the initial stages of the project, the housing authority has not noticed any major difficulties relating to the clientele. There have been problems as of late, however, with the modifications made to the driveway. The layout of the new design has made it difficult for residents of the project to gain access to the parking garage.

5) Projet Walkley

Location:

This project is located in central Montreal. Walkley Road intersects Cote St. Luc which is a very busy street with several businesses, stores and commercial area.

Building/Project Description:

This project of 2,600 square metres contains a total of 32 units distributed on four floors. The construction has the shape of a reversed U, comprising four one-bedroom apartments, 20 two-bedroom apartments and eight three-bedroom apartments. The building is divided into four modules, each module with its own entrance.

Construction operations started in April of 1988 and were completed six months later in December of the same year. No difficulties arose during this period. Once the construction plans and locations were approved, no modifications were made to any aspect of the project.

Surrounding Land and Properties:

The surrounding area is a commercial district. There are several duplexes and large apartment complexes in the area. The neighbourhood is fairly run down. There is a fast food restaurant to one side of the project and behind the project are more quadraplexes and duplexes.

Characteristics of Residents:

The project was designed to offer housing to families of the neighbourhood. The families are chosen according to specific criteria of geographical location, income and quality of current living arrangements. Presently, the tenant group is composed of Jamaican (60 per cent) and Caucasian (40 per cent) families. The target population has remained the same over the years.

Project Development and Implementation:

At the start of construction, a large sign was posted, on site, stating minimal information about the project. During the construction, newspaper articles were published and pamphlets were distributed within the community. There was a reaction from the community, but it came prior to the construction. There were, however, no details in the files concerning the nature of this complaint.

The target population has not changed. Our contacts with the housing authority specified that several vandalism problems were observed.

According to them, these problems might be at least partly attributable to the high incidence of substance abuse and violence in the area. The neighbourhood is rowdy and a lot of complaints have been lodged against the residents of the project. Presently, representatives of the housing authority attend monthly meetings with the Walkley Residents Association to try and find solutions to these disturbances.

Halifax

1 & 2) Dominion Court and Montebello Project

Location:

The two projects from the Halifax-Dartmouth area were non-profit housing units. The Dartmouth Non-Profit Housing Society is the agency responsible for each of these projects. In Halifax the non-profit housing units are not clumped together in specific housing projects, but dispersed throughout the city. We included a total of ten housing units from two projects — Dominion Court and Montebello Project — located on Dominion Court, Montebello Drive, Ancona Place, Andover Place, and Catherine Street. Over the years the board of directors have tried to distribute social housing evenly throughout the wards of the city of Halifax and have avoided, at all costs, having too many units in any one neighbourhood. Most projects tend to be very restricted in size, so as to not make social housing conspicuous. There are never more than four units in any given spot and never more than ten in any given neighbourhood. The following information applies to all units included in the study for the Halifax area.

Building/Project Description:

All ten units are three bedroom duplexes ranging from 1600 square feet to 2100 square feet each. The layout of each unit includes three bedrooms, living room, kitchen, laundry/bath and a full basement. Six of these units were purchased during the construction phase (Catherine and Andover units) and four were existing. There were no changes to the original plans. In the few existing units that were purchased, some had family rooms. However, none of the newly constructed units were built with this added feature.

Only minor delays were incurred during the construction process due to weather conditions. We were not able to view the records, but it is estimated by the Dartmouth Non-Profit Housing Society that the construction process lasted approximately three to three-and-a-half months. The Purchase and Sales Agreement was closed on June 30, 1990.

Surrounding Land and Properties:

All housing units in the study are located in residential neighbourhoods with either single dwellings or duplexes in the surrounding neighbourhoods. The houses appeared to be in good to excellent condition. There are schools and shopping areas nearby most units.

Characteristics of Residents:

The projects' target population includes low fixed income groups. They are family oriented units, intended for single-parent or two-parent families with children. These units were purchased throughout residential areas where both social housing and private ownership existed.

Project Development and Implementation:

With regards to community consultation, no signs were posted or newspaper articles written. The agency has found this approach to be very effective when setting up social housing in the area. It has not had to deal with the negative social stigma sometimes associated with subsidized housing because the public is not aware of who owns the units. "Everyone fits in wonderfully." The process first entailed negotiating on the property. It was then approved by three levels of government and nothing was said to the community. The information was available to the public at city hall if people wished to look it up. Only minor concerns have been brought to light as the agency strives to keep the units from a lot of publicity and minimize any negative stigma that may become attached to the projects.

These projects have been extremely fortunate regarding major damage problems such as vandalism and fire. We found no reports of problems of this nature with these projects. All units usually have tenants waiting and they strive to coordinate closing and occupancy around the same time.

Ottawa/Hull

There were four projects selected in the Ottawa-Hull region: Dunbar Court, Esson Place, Richer Road, and Cameron Court. Each is described below:

1) Richer Road

Location:

The Richer Road social housing project is located on the outskirts of a Gatineau neighbourhood approximately 15 kilometres from downtown Hull. The project consists of five buildings located at the end of Richer Road, near Tecumseh golf course.

Building/Project Description:

The project consists of five apartment buildings, 60 units in total. Each building is comprised of a one-bedroom apartment, six two-bedroom apartments, four three-bedroom apartments and one four-bedroom. Construction of the five buildings started in May 1987 and was concluded a year and a half later in December of 1988. No major problems were encountered during that period.

Surrounding Land and Properties:

Directly across the street are several semi-detached houses in average to poor condition. These houses are very small, located close to the street and have very little land. The entire area appears to be very cramped and is somewhat run down. The only businesses in the area are a corner store and small garage.

There is an uninhabited field directly behind the housing project. This area separates the housing project from the golf course. Only four or five houses can be seen from across the field from St. Louis Road. There are two new buildings to the right of the project on Chemin de la Savane. The only other houses are located on Progres E. where only the first two houses are in view of the housing project.

Characteristics of Residents:

The project was intended for low-income families, and the target population is the same now as was decided during project construction. One of the parties involved in the organization of this project indicated that residents are typically low income, single parent families on social assistance.

Project Development and Implementation:

Plans had been designed in a proposal made in March 1987. People we consulted for this project did not indicate any changes made to the original plans. One informant, however, indicated a problem that was identified earlier in a project of the same design — windows in the corridors of the buildings were the same size as the windows in the apartments, allowing tenants who broke an apartment window to replace it with one from the corridor. This problem was never rectified.

When the project was designed, its location was far from the closest house. At the time, no consultation effort with the community seemed relevant or necessary. Since then, things have changed. The location of the project has apparently led to problems. For example, there is no park nearby where children can play so they are left to create their own entertainment. Unfortunately, this often leads to mischief and the buildings endure vandalism on a regular basis. Moreover, the school

administrators had to react to the presence of this new reality in their neighbourhood. They started to provide breakfasts to those students from the project who were not able to eat before starting their school day.

2) Dunbar Court

Location:

The project is located in Nepean, behind the intersection of Greenbank Road and Knoxdale in an area called Bateman Square. The project is enclosed on one side by a church and police station. Behind the housing project lies Greenbank Road, a very busy highway. The project is somewhat cut off from the rest of the area; it has its own little neighbourhood.

Surrounding Land and Properties:

The only houses in close proximity to the project are those directly across from the Dunbar Court entrance. These single townhouses are in excellent condition and located in a pleasant, quiet neighbourhood.

To the left of the housing project lies an apartment building that is occupied mainly by seniors, although, technically, it is not designated as a senior citizen's residence.

3) Esson Place (Castonguay and Chris Lund Private)

Location:

The Esson Place housing project is located off Hunt Club Road. The project consists of a series of row houses ranging in appearance from poor to average condition. The social housing project is more out in the open compared to the other housing projects that were visited in the area. It does provide a different atmosphere in the neighbourhood.

Building/Project Description:

The total size of Esson Place is 18,605 square metres. This area is broken down into 70 row houses divided into ten blocks. There are four one-bedroom units, 36 two-bedroom units, 28 three-bedroom units and two four-bedroom units (this total includes four units for people with disabilities).

Project construction commenced in August 1987 and was completed nine months later in May 1988. There were no difficulties or delays with the project.

Surrounding Land and Properties:

The area is a quiet residential neighbourhood. Saddle Crescent and Hime Crescent are two streets located opposite the Esson project. They contain several single dwellings in average to excellent condition that are in close proximity to the project.

Characteristics of Residents:

The project provides general family housing for households in need of Rent Guaranteed to Income (RGI) assistance. Originally, the breakdown was 70 per cent core need (including 55 per cent deep need) and 30 per cent non-core RGI. There was, however, a change in the target group. As with the Cameron Court project (described below), the non-core RGI group became non-viable as CNIT levels (established by CMHC) compared with market rents left too small an income range for non-core units to be rented. CMHC, however, according to City Living, would not increase its commitment to fund core need units in the project. The Ministry of Housing had to assume responsibility for the full subsidy costs for households in core need that were beyond the number of core need units originally allocated.

Project Development and Implementation:

A public meeting was held to present the design concept to the community. The Canterbury Community Association and the neighbourhood newspaper were asked to encourage local residents to attend. The community did not voice any concerns about project construction.

To date, there have been no difficulties or concerns to report relating to the project. No damage has been reported nor has there been any negative community reaction.

4) Cameron Court (Ted Grant and Horsdal Private)**Location:**

Ted Grant Private is located off the connecting street, Blohm Drive. The dwellings are row houses in average condition. The project is located in a newly constructed area of Hunt Club.

This project consists of 78 row houses distributed over 14 blocks. The total size of the project is 20,882.5 square meters. The units are comprised of two one-bedroom units, 38 two-bedroom units, 32 three-bedroom units and two four-bedroom units. In addition to these, the project has four units for persons with disabilities.

Building/Project Description:

Project construction began in August 1987 and was completed nine months later in May 1988. Contractors encountered no difficulties or delays in the construction phase and no changes were made to the original plans.

Surrounding Land and Properties:

There are no houses directly facing the project. There is, however, a road across the street from the project that has several sets of newly constructed row houses in excellent condition. These would be the dwellings most affected by the housing project. Further down Blohm Drive on the same side of the street as the project are three single houses in average to excellent condition that are also affected by the Ted Grant project. On the other side of Ted Grant Private is an empty lot. This closes the area off from all surrounding residential areas. No others would be affected by the housing project. The area seems quiet and residential.

Characteristics of Residents:

The project provides general family housing for households in need of Rent Guaranteed to Income (RGI) assistance. These families have a range of low to moderate incomes just below the level at which modest rent is affordable. The proportional breakdown for the project was originally 70 per cent core need (including 55 per cent deep need) and 30 per cent non-core RGI. There was, however, a change in the target group equivalent to that specified above for the Esson Place project.

Project Development and Implementation:

A public meeting was held to present the design concept to the community. The Canterbury Community Association and the neighbourhood newspaper encouraged local residents to participate in the public meeting. Thus far, there has been no damage to the property and no reports of negative community reaction.

Vancouver

Four projects were selected for the study in the Vancouver area: Lions Kingsway Terrace, Coleopy Park, Rose Hill Townhomes, and West Coast Community Homes Society. Due to incomplete project files, we were unable to collect all the information we were seeking for these projects.

1) Lions Kingsway Terrace

Location:

This project is located on the Kingsway, a major highway with some residential housing.

Building/Project Description:

Lions Kingsway Terrace contains 32 units, with a total square footage of 46,945. The units are stacked townhouses. Construction began on November 15, 1987 and was completed nine months later on August 23, 1988. There were no changes from the original plans.

Surrounding Land and Properties:

There is some residential housing in the area, and a shopping area begins about three blocks away.

Characteristics of Residents:

The target population is low income families. There has been no change to the target population since the design phase.

Project Development and Implementation:

There were no attempts at community consultation — B.C. Housing does not require that community consultation take place. There was, however, a great community need for low cost housing in this area at the time.

From what we could gather from the files, there have been no records of community complaints, aside from minor concerns about inadequate landscaping (which was subsequently remedied) and some roofing and siding problems due to improper construction.

2) Coleopy Park

Location:

This project is situated at Rupert Street and 41st Street, both busy main streets in the Vancouver area.

Building/Project Description:

The project is a series of apartments and townhouses with a total of 58 units, and a total square footage of 49,628. Thirty-six of these units are seniors residences, accounting for 25,000 of the total square footage. The remaining 24,628 square feet are broken down into 22 units for families.

This project was built on the site of an existing subsidized housing project. Construction began on July 3, 1990 and was completed eight months later on March 26, 1991. There were no delays or problems encountered during this time.

Surrounding Land and Properties:

The area is somewhat residential, with amenities within two blocks in any direction. An elementary school as well as a christian school, credit union and park are located in the surrounding area.

Characteristics of Residents:

This complex contains units for both seniors and families. Thirty-six units in total are occupied by seniors and 22 townhouse units occupied by low income families. There is no record of any change in target population since construction.

Project Development and Implementation:

There were no reports of any community complaints regarding the project, and no reports of damage. Terra Housing Consultants, working on behalf of the proposing society, held small public gatherings with any concerned groups in the area. The project was well received by the community.

3) Rose Hill Townhomes

Location:

Rose Hill Townhomes is located at Rambler Way, in an entirely residential neighbourhood with no schools, stores, etc., in the vicinity.

Building/Project Description:

The project has a total of 50 stacked townhouses with a total square footage of 67,000. Construction was scheduled to begin on November 1, 1989 and anticipated completion date was June 24, 1990. Actual construction did not begin until July 1990 and was completed April 23, 1991. No explanation was given for the late start date.

Characteristics of Residents:

The project was targeted for low income families and since the design phase there has been no change.

Project Development and Implementation:

Much door to door consultation was done by a pastor in the area who was involved in the proposing society, the Conference Housing Society. The municipality was actively seeking social housing projects in the area and consequently, the project was well received by the local community.

4) West Coast Community Homes

Location:

This project is located on Victoria Drive, a main street, which runs to the south and west of the project. A small industrial/commercial area lies within one to two blocks of the housing project.

Building/Project Description:

The project has a total of 28 townhouse units with a total of 35,281 square feet. Construction, which was scheduled to begin on October 15, 1989 and end June 15, 1990, actually did not get started until July 1, 1990. There was a three month delay in construction due to a dispute between the builder and inspector. It took an extra three months to meet the inspector's demands. The date of completion was May 6, 1991.

Surrounding Land and Properties:

The project is only one block away from a large park and community centre. There is also a small commercial/industrial area within one or two blocks of the project.

Characteristics of Residents:

The target population of this project was also low income families. There has been no change in these regards.

Project Development and Implementation:

There was no information available regarding community consultation in the area. However, we were notified that there were no major complaints from the community regarding this housing project.

Description of Study Sites

Descriptive information was gathered regarding the type, proximity to the housing project, and physical condition of each dwelling in the study areas — both the treatment and control areas. This information is presented here in order to provide a clearer picture of the areas surrounding the various housing projects, from which the survey respondents were selected.

Type of Dwelling

In each area, all dwellings included in the study were placed into one of six categories: single house, semi-detached or double house, duplex, row house, converted, low rise apartment, or commercial.

Overall, there were somewhat more single houses in the control areas than the treatment areas (43 per cent compared to 33 per cent), and more apartments in the treatment areas than the control areas (25 per cent compared to 17 per cent). Also, there were slightly more row houses in treatment areas (10 per cent) than control areas (three per cent). These are, for the most part, small differences and should not greatly effect the survey findings. Comparison areas were specifically chosen to match the treatment area as nearly as possible in terms of type, size and condition of dwellings.

A brief description of the dwellings within each of the four cities is provided below. Table 1 presents these results in summary form.

Montreal

In the treatment areas of Montreal there were no single or semi-detached dwellings. In the control areas also, the number of single and semi-detached houses was minimal (0.3 and one per cent respectively). This is not surprising because the social housing projects we studied in Montreal were not in residential, suburban neighbourhoods.

A significant number of duplexes were found in the treatment areas of Montreal (40 per cent), but the majority of residences were low rise apartments (59 per cent). Dwellings in the control areas were somewhat different with the majority being duplexes (54 per cent) followed by low rise apartments (42 per cent).

Ottawa

The study sites in Ottawa differed from those in Montreal. The majority of residences in Ottawa, whether treatment or control, were single houses (53 per cent and 78 per cent, respectively). The remaining houses in the control areas for Ottawa were semi-detached (22 per cent). Treatment areas had a substantial proportion of row houses (44 per cent). Duplexes and low rise apartments accounted for the remaining three per cent of treatment dwellings.

Halifax

The majority of houses in the Halifax treatment areas were duplexes, accounting for 80 per cent of all dwellings. The remaining 20 per cent of treatment areas consisted of single houses. Control areas were more varied in terms of type of residences: 44 per cent single houses, 38 per cent duplexes, 17 per cent row houses and one per cent low rise apartments.

Comparison of Dwellings in Treatment and Control Groups

Region	Characteristic	Treatment Group	Control Group
Montreal	Dwelling Type	<input type="checkbox"/> 59 % low rise apartments <input type="checkbox"/> 40 % duplexes	<input type="checkbox"/> 42 % low rise apartments <input type="checkbox"/> 54 % duplexes
	Physical Condition	<input type="checkbox"/> 28 % excellent <input type="checkbox"/> 71 % average	<input type="checkbox"/> 28 % excellent <input type="checkbox"/> 69 % average <input type="checkbox"/> 2 % poor
Ottawa	Dwelling Type	<input type="checkbox"/> 53 % single houses <input type="checkbox"/> 44 % row houses	<input type="checkbox"/> 78 % single houses <input type="checkbox"/> 22 % semi-detached
	Physical Condition	<input type="checkbox"/> 62 % excellent <input type="checkbox"/> 15 % average <input type="checkbox"/> 23 % poor	<input type="checkbox"/> 39 % excellent <input type="checkbox"/> 61 % average
Halifax	Dwelling Type	<input type="checkbox"/> 80 % duplexes <input type="checkbox"/> 20 % single houses	<input type="checkbox"/> 44 % single houses <input type="checkbox"/> 38 % duplexes <input type="checkbox"/> 17 % row houses
	Physical Condition	<input type="checkbox"/> 98 % average <input type="checkbox"/> 1 % excellent <input type="checkbox"/> 1 % poor	<input type="checkbox"/> 90 % average <input type="checkbox"/> 6 % excellent <input type="checkbox"/> 4 % poor
Vancouver	Dwelling Type	<input type="checkbox"/> 77 % single houses <input type="checkbox"/> 11 % semi-detached <input type="checkbox"/> 6 % low rise apartments <input type="checkbox"/> 5 % duplexes	<input type="checkbox"/> 82 % single houses <input type="checkbox"/> 16 % semi-detached <input type="checkbox"/> 2 % low rise apartments
	Physical Condition	<input type="checkbox"/> 43 % excellent <input type="checkbox"/> 41 % average <input type="checkbox"/> 16 % poor	<input type="checkbox"/> 41 % excellent <input type="checkbox"/> 47 % average <input type="checkbox"/> 12 % poor

Vancouver

The Vancouver study sites were composed mostly of single houses: 77 per cent in treatment areas and 82 per cent in control areas. Study areas in this city had the largest proportion of single houses of any area in the study. Eleven per cent were semi-detached dwellings in treatment areas and 16 per cent in control areas. The remaining residences in treatment areas were: six per cent low rise apartments, five per cent duplexes, and one per cent converted. The remaining two per cent of control dwellings were low rise and commercial.

Zone: Proximity to Housing Project

Each treatment area in all study sites was broken down into two zones, based on the proximity of dwellings to the social housing project. These zones were: (1) dwellings closest to the project — within eight to ten houses and in view of the project; and (2) dwellings further away from the project — on the next street or further away, and out of view of the project.

Overall, across all cities, 48 per cent of the residences were close to the housing project (Zone 1), while 52 per cent were further away and out of view of the project (Zone 2). A similar distribution was observed in Ottawa — 46 per cent of dwellings close to the project and 54 per cent further away. In Montreal, however, the majority of residences (72 per cent) were close to the project, with only 28 per cent being more distant. Finally, in Halifax and Vancouver, the reverse trend was noted. The vast majority of dwellings in each of these cities were far away from the social housing projects (over two-thirds in Halifax and 87 per cent in Vancouver).

Physical Condition of Dwelling

In order to get some sense of the condition of the housing in the study sites, our research assistants categorized each dwelling (with the exception of the projects) as being in excellent, average or poor condition, based on their observations while visiting each area. Overall, for both treatment and control areas, the majority of houses were judged to be in average condition (56 per cent and 65 per cent, respectively). In treatment areas, 35 per cent of dwellings were in excellent condition and only nine per cent fell into the poor category. Control areas were quite similar with 30 per cent of dwellings appearing excellent and only five per cent in poor condition.

The condition of dwellings for each city individually is described below.

Montreal

In Montreal, results were strikingly similar between treatment and control areas. We found 28 per cent of the dwellings for both treatment and control areas to be in excellent condition. Average homes made up 71 per cent of the treatment area and 69 per cent of the control area, while only two per cent of the control dwellings were rated as being in poor condition.

Ottawa

In Ottawa, the majority of treatment dwellings were found to be in excellent condition: 62 per cent were in excellent condition, 15 per cent average and 23 per cent poor. For control areas, 39 per cent of houses were in excellent condition and 61 per cent were of average condition. No houses in the control areas fell into the poor category.

Halifax

Halifax ratings indicated that 98 per cent of the treatment dwellings were in average condition, with only one per cent in either the excellent or poor categories. The control dwellings for Halifax were quite similar: 90 per cent average, six per cent excellent and four per cent in poor condition.

Vancouver

In Vancouver, 43 per cent of treatment dwellings were rated as being in excellent condition, 41 per cent in average condition, and 16 per cent in poor condition. The control areas were quite similar, with 41 per cent of dwellings in excellent condition, 47 per cent in average condition, and 12 per cent in poor condition.

APPENDIX D

Site and Telephone Survey Field Report

Field Report

Two separate data collection components are described in this report. The first is the site work used to select the 15 social housing projects and their respective controls, and recording the addresses of surrounding properties as well as their relationship to the main property. The second is the telephone survey used to gather opinions of neighbours about social housing. This report discusses a description of the field logistics, the resulting response rates and the data base management process.

Site Survey

The first step in the site work component was to select the social housing projects to be used in the study. A number of stringent criteria were placed on this process which are described in detail in the project design report. These considerations included:

- ☐ projects built within the years 1987 and 1991 (this was relaxed from the original definition of 1988 to 1990);
- ☐ small to medium sized projects (the client decision was to eliminate very small projects of less than 10 units and very large projects of more than 75 units, deemed to be of less value since they are either small and inconspicuous in the neighbourhood or large clusters of properties set off from private residences);
- ☐ built within residential neighbourhoods;
- ☐ without the presence of other social housing projects nearby (i.e., within the mapped area surrounding the project).

Using this set of criteria, selecting the 15 sites proved to be quite a challenge in itself. Most social housing projects seem to have been purposely built in non-residential areas of cities. Social housing projects of more than ten units located on small streets, lined with single family homes are very few and far between.

Once a project was selected, information on the surrounding properties was recorded. All addresses were included in the sample for properties adjacent to the social housing project and those located on either side of the project (on the same side of the street) provided it was within fifteen dwellings away from the project itself. Addresses directly facing the project (i.e., across the street) were also selected spanning as far as ten dwellings to the right or left of the dwelling. This also applied to dwellings located behind the project. The objective of the exercise was to include all dwellings surrounding the project within a reasonable distance (up to two blocks away). Individual decisions were at each site to determine how far was too far. The chief opposing constraints in this process were to collect enough addresses in the sample (an average of 50 per project), while not including addresses of neighbours for whom the project was not a daily presence (i.e., the project is not visible from the end of the driveway). In addition to recording addresses, team members also recorded the type of dwelling and made informal judgements about the overall condition of the particular property. This served two purposes. The first was to provide the team members with a familiarity of the neighbourhood, the types of properties in it and their age, size and condition. Secondly, this recorded data would be used to gauge the comparability of the control and treatment dwellings overall and by city in the analysis phase of the project.

Once projects were selected and the areas mapped out, suitable control sites were located. Control sites were chosen primarily for their comparability to the set of properties within the treatment set. Selecting a control set of properties with a key site (at the centre of the cluster of dwellings) which is comparable to the social housing project in size, age and condition was secondary, although in most cases we were able to select suitable controls clusters with a dwelling of similar size and and condition. The comparability of the sample dwellings (both the social housing project itself and the control key property were not included in the sample) was considered to be most important for the purposes of collecting financial sales data, as well as collecting opinions from respondents of similar SES backgrounds. If a similar looking set of dwellings (e.g., of similar age, types of properties, layout of the street and look of the neighbourhood) could not be found within the same catchment area as the treatment set the project was dropped from the sample. A total of five projects were eliminated as a result of this process. Controls could only be selected on the same street as the social housing project if the control dwellings closest to the treatment set were at least a block away from the closest treatment dwellings, where (preferably) residents were unable to see the social housing project unless they took a car ride or a four or five block walk.

Once a control site was selected and the key dwelling pin pointed, the addresses were recoded in the same fashion as with the treatment area, including properties up to fifteen houses on either side and ten across the street and behind the control key site. As with the treatment set, neighbourhoods were mapped out showing the relationship of selected dwellings to the key site, each other and other main features of the area (parks, commercial areas, large traffic areas, etc).

Telephone Survey

The survey objective was to complete a total of 500 interviews with target respondents in each of the 15 mapped out neighbourhoods (roughly half in the treatment group and half in the control group). The survey specifically targeted members of the household who have primary financial responsibility in the home. Telephone numbers were obtained from reverse city directories based on the address information collected during the site work. As shown in the survey results section of this report, a fair proportion of attrition from the original sample is based on a lack of success in finding telephone numbers for some addresses. This was particularly true in Halifax.

The survey items were developed by the consultant based on consultation with CMHC. These items covered:

- ☐ *Satisfaction with aspects of the neighbourhood (e.g, levels of noise and traffic on the street, availability of parking);*
- ☐ *Levels of concern for changes in the neighbourhood in the past few years (e.g, crime, safety and character of the neighbourhood);*
- ☐ *Acceptance of social housing and specific factors influencing acceptance (e.g., limited number of projects in the neighbourhood, respect for privacy of adjacent lots, adequate parking);*
- ☐ *Awareness of social housing in the neighbourhood;*
- ☐ *Impact of social housing on neighbourhood and individual property values;*
- ☐ *Consultation process (Were they consulted, did they take any action, were they satisfied with the process and what information would they like to see).*

A pretest of 15 respondents was conducted to ensure that the clarity and flow of the survey instrument was reasonable and that the CATI programming of the instrument was correct. Only minor changes were made to the programming as a result of the pretest.

Ekos assembled an experienced team of 20 interviewers, fluent in both official languages. Training included a review of the study issues, the survey questionnaire items, as well as telephone interviewing techniques and survey administration procedures.

Four call-backs were made to each resident in the sample for which initial attempts at contact were unsuccessful (but for whom we understood the telephone number was correct). Each number was given a "rest" of a minimum of three hours before a second contact was attempted. Additional calls were on a separate day. Appointments were made with potential respondents who expressed a wish to participate at a more convenient time.

The survey spanned a two week period between June 15th and June 28th. Daily records were kept of all calls made, whether successful (i.e., interviews completed or appointments made), or not. Interviewing took place from 6 to 10 PM during the week and from noon to 6 PM on the weekends. A supervisor was on hand at all times to monitor the progress of all work including interviewer performance, contact records and data quality. The supervisor was also available to any respondents to legitimize the survey, by providing telephone numbers where they could confirm the study. The supervisor reported directly to the survey manager on a daily basis.

The attrition rate considers invalid numbers which include numbers not in service, addresses for which telephone numbers were not found in the reverse city directories and ineligible respondents (those who did not live at the addresses we were interviewing for, or no longer lived in these areas and those who were unable to complete the interview in either official language). This totalled 31 to 52 per cent of the initial sample in each of the four cities. The response rates are between 38 and 78 for the cities and 55 and 59 for the two types of groups (treatment and control). The figure below provides full details of the survey results by city and group.

Survey Results

Survey Result	City					Group		
	Halifax	Montreal	Ottawa/Hull	Vancouver	Total	Treatment	Comparison	Total
Total Sample	275	554	399	518	1746	1030	716	1746
Attrition								
Not In Service	35	91	63	111	300	178	122	300
No Number Found	98	105	25	76	304	185	119	304
Not Eligible	9	65	35	63	172	95	77	172
Total Attrition	142	261	123	250	776	458	318	776
Functional Sample	133	293	276	268	970	572	398	970
Completed	104	165	184	102	555	335	220	555
Refusal	27	83	74	64	248	133	115	248
Not reached	2	45	18	102	167	104	63	167
Response Rates	78.20%	56.31%	66.67%	38.06%	57.22%	58.57%	55.28%	57.22%

The purpose of data base management is to transform the survey data into a computerized format and create a usable file for the required analysis. In the context of CATI the survey data base is created as the survey unfolds. Each interview is added to the final data base as it is completed. Answer consistency checks and skips (simple and complex) are programmed right into the questionnaire so that questions cannot be asked when they are not required and they cannot be left unanswered when they required an entry. Data editing is thus relegated to a minor check of "non applicable" code attribution in cases where backwards skips occurred during an interview.

The software used to process the data exports the data to an ASCII file which may be read in any statistical software package available. Ekos used a CATI table software package to produce report ready summaries of data in tabular form, highlighting differences in responses across any number of groups specified. Each questionnaire item may be examined in this way allowing the reader to assimilate a vast amount of information quickly and easily.