



ALBERTA
REAL ESTATE
FOUNDATION

Enabling Housing Choice Project

What We Heard
Report

The Town of
Trochu

August 2023



RURAL
DEVELOPMENT
NETWORK



LAND ACKNOWLEDGMENT

RDN acknowledges that it is located on the unceded Treaty 6 territory, and respects the histories, languages, and cultures of First Nations, Métis, Inuit, and all First Peoples of Canada.

RDN is committed to supporting the implementation of the Truth and Reconciliation Commission of Canada's Calls to Action, and believes in the need for meaningful engagement and consent with Indigenous stakeholders in the community.

PROJECT ACKNOWLEDGMENTS

Thank you to the Alberta Real Estate Foundation for their funding and support of this project. We would also like to express our appreciation to the Town of Trochu for hosting the engagement event and helping the Enabling Housing Choice tackle housing diversity and choice.

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Purpose and Process

The purpose of this document is to present a summary of the processes and outcomes of the community engagement research that was conducted with Trochu residents, developers, homebuilders and other local stakeholders.

The research process in Trochu started with general discussions with the Town Administration and in consultation with Tracy Woitenko, Senior Planner for Palliser Regional Municipal Services. The discussions centered on identifying issues around the current housing situation in Trochu, what factors they felt were affecting or influencing the situation, what types of barriers or concerns they had around housing development, and how they envisioned the research progressing to deliver relevant information and recommendations for them to implement.

The primary method of research for the Enabling Housing Choice (EHC) project in Trochu involved 3 forms of community engagement:

1. An online survey for community residents - conducted from March 20 to April 3, 2023.
2. A series of interviews with local developers, home-builders and realtors - conducted between June 13 and July 28, 2023.
3. An online focus group discussion with local stakeholders and administrators - conducted on July 20, 2023





2.0 COMMUNITY ENGAGEMENT

The purposes of the community engagement process in Trochu were as follows:

First: to provide information about housing diversity and choice to residents, developers and other local stakeholders. By doing so, we were hoping to broaden our understanding of how these groups perceive housing diversity and how it could benefit their community.

Second: to gain a better understanding of residents' thoughts, perceptions, and concerns about local housing issues in general, and then toward housing diversity in particular.s.

Third: to collect information and feedback from developers, home-builders, and other stakeholders about both the challenges and accomplishments they've experienced in providing housing in the community - whether the housing they've provided has been diverse, affordable, or otherwise.

Fourth: to foster community buy-in and support for increasing housing diversity and choice in their community. Our thought is that by increasing housing diversity in the community, housing affordability will also be affected positively.

The intention of this document is to provide a summary of the information collected by the Enabling Housing Choice (EHC) team through the engagement processes outlined above and described in the following sections. It should be noted that the results outlined below are not necessarily endorsed by the Town of Trochu, nor are they deemed to reflect the views of the Town administration.



3.0 The Community Survey

The community survey for Trochu was conducted using an online survey platform called Google Forms. The survey was prepared by EHC staff, reviewed with the Trochu administration, amended, and disseminated online through Google Forms. Staff posted it on the Town's social media for the 2-week period specified above, and advertised that the survey was available for people to fill out.

The format for the survey consisted of eleven questions about the current housing situation, diversity, barriers or challenges, and other similar themes. It also included a section to collect demographic information. The final survey question document is included in Appendix 1.

A total of 24 responses were submitted over the 2-week survey period, giving a response rate of about 2%. In general, a good response rate is typically between 5% and 30% of the total population. While this is a lower response rate than was expected or ideal, nonetheless, valuable information was collected and then used to formulate some of the questions for discussions with developers and home-builders.

3.1 COMMUNITY SURVEY RESPONSES

As stated above, the community survey was administered from March 20 to April 3, 2023, through social media. The questions from the survey are shown below, followed by the charts and graphs showing responses to the question.

3.2 HOUSING QUESTIONS

Question 1:

Do you know if there is housing with enough variety of bedrooms in the Town of Trochu? If not, what does the town need more of?

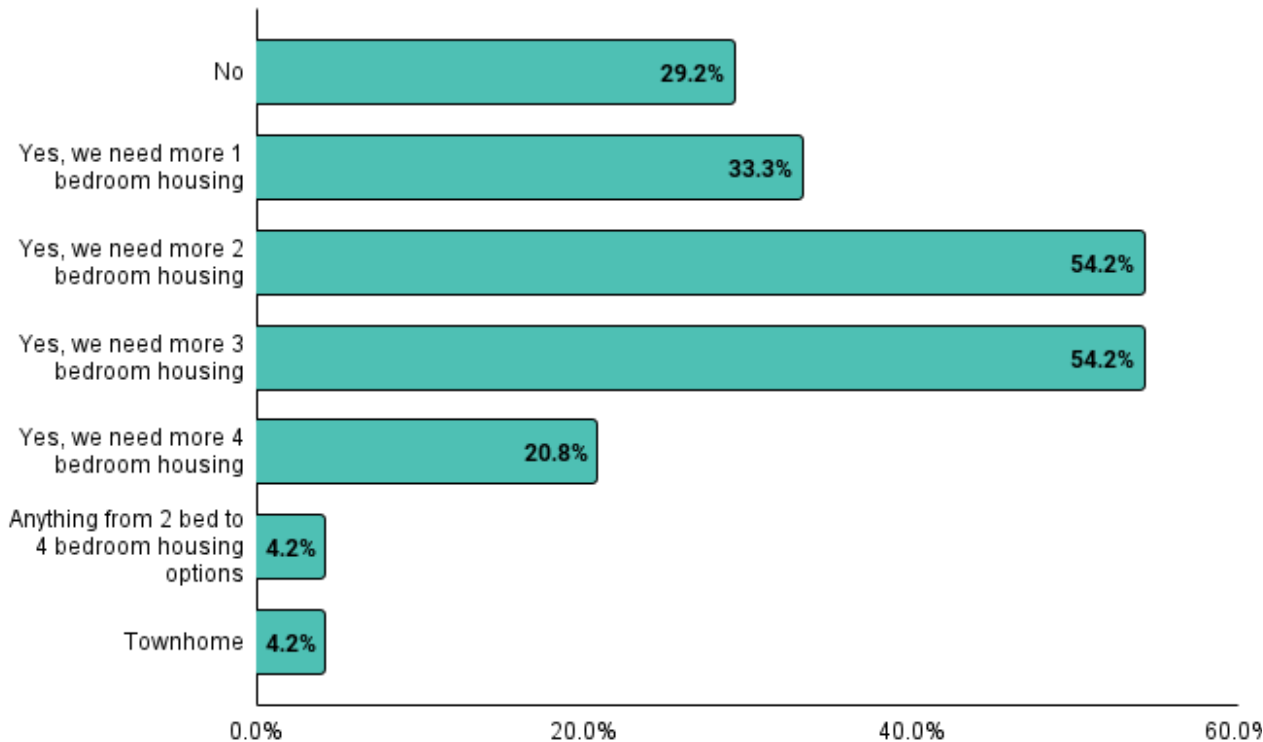
Comments:

Respondents could pick more than 1 answer; there were 48 responses to this question.

General trends:

Over half of the respondents felt Trochu needs more 2 and 3-bedroom homes and another one-third felt the Town needed more 1-bedroom homes.

Question 1 Responses Chart:



Question 2:

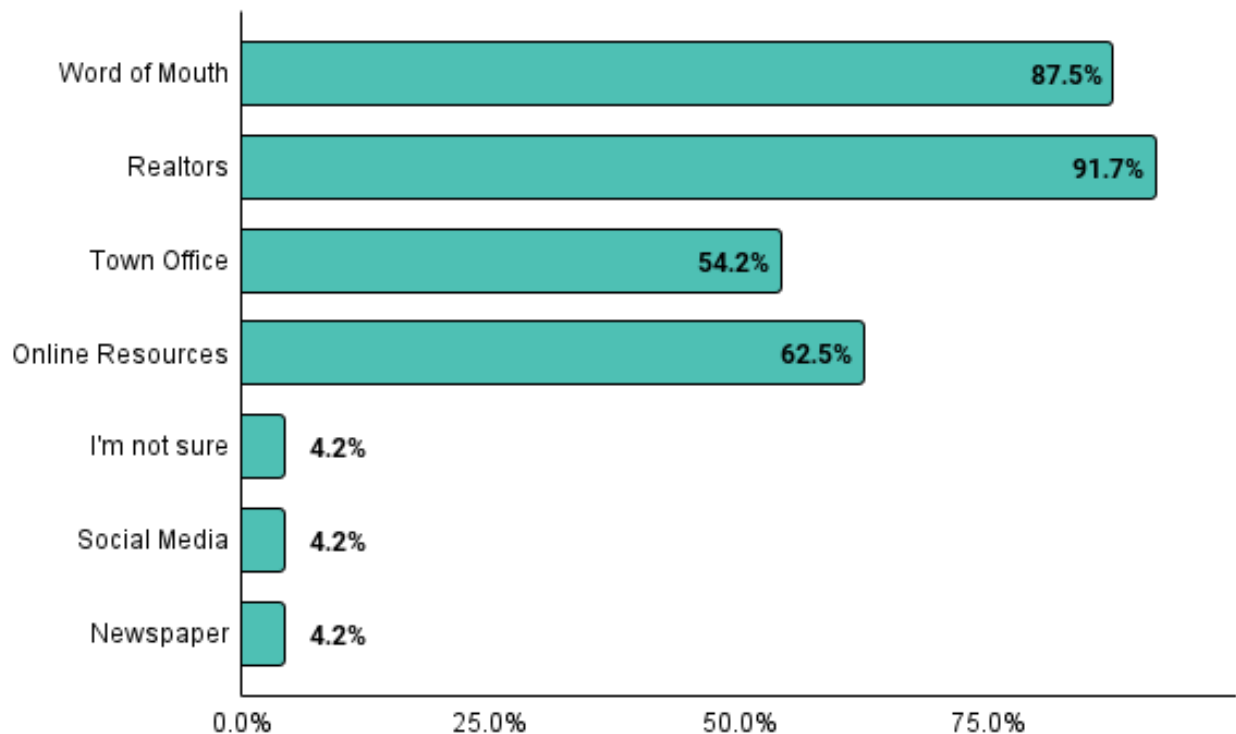
What types of resources are available to help locals and newcomers find housing?

Comments:

Respondents could pick more than 1 answer; there were 74 responses to this question.

General trends:

Not surprisingly, most respondents heard about housing through realtors or word of mouth. It is interesting that several responses included online resources for finding housing.

Question 2 Responses Chart:

Question 3:

Aging in place means having the health and social support and services you need to live safely and independently in your home or your community for as long as you wish and are able. This could mean having housing choices that require lower maintenance, have age-friendly accessibility, or even refer to retirement homes/seniors residences. Is there the ability to age in place/retire in the community?

Comments:

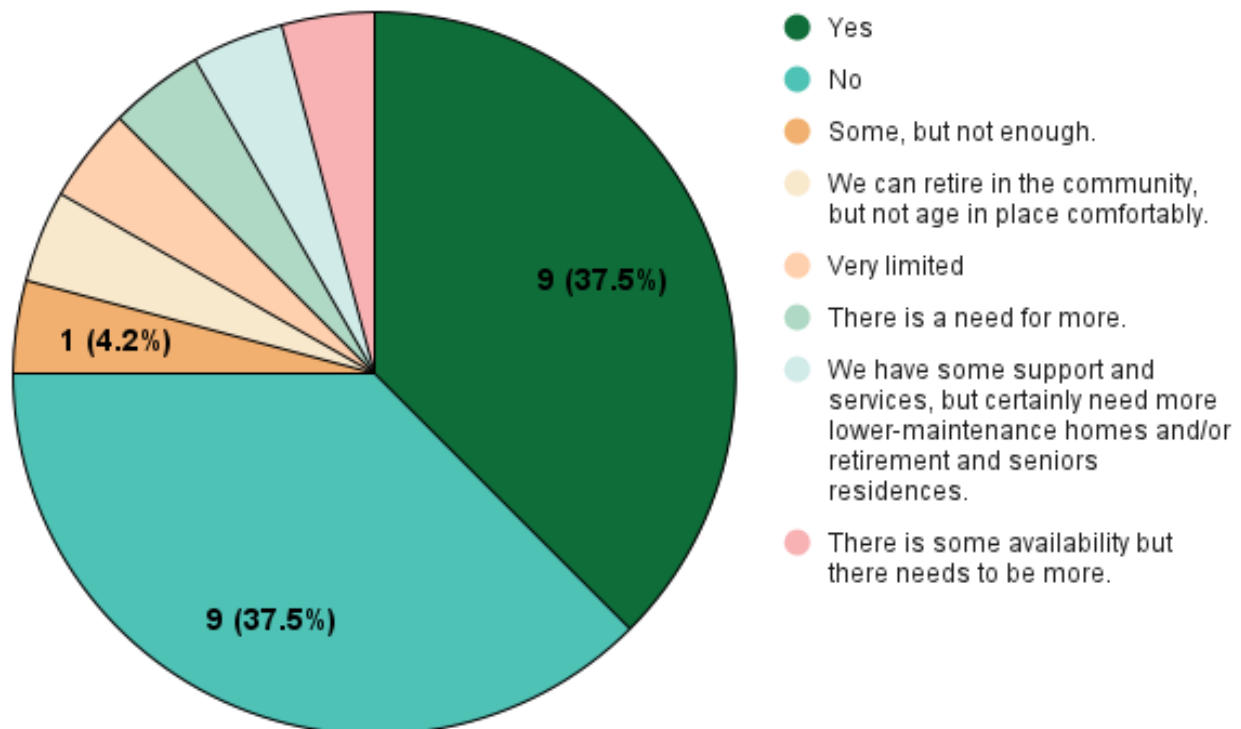
This was a yes/no question, with the ability for respondents to comment on their answer; there were 24 responses to the question and 6 comments.

General trends:

Responses are evenly split between yes and no - 9 people each answered this way. Specific comments from respondents about the ability to age in place were as follows:

- Some, but not enough.
- We can retire in the community, but not age in place comfortably.
- Very limited.
- There is a need for more.
- We have some support and services, but certainly need more lower-maintenance homes and/or retirement and seniors residences.
- There is some availability but there needs to be more.

Question 3 Responses Chart:



Question 4:

What do you feel are the biggest housing challenges facing your community? Please list the possible challenges.

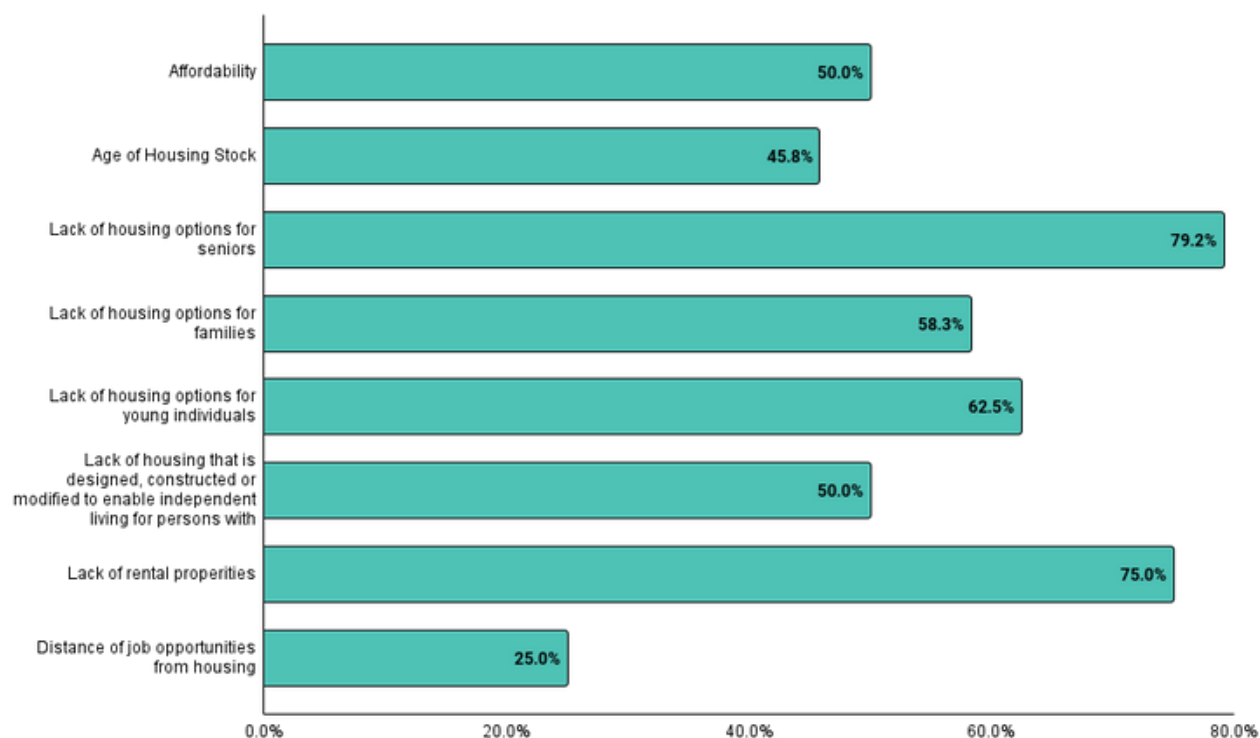
Comments:

Respondents could pick more than 1 response; there were 107 responses to the question.

General trends:

It is significant that three-quarters of respondents selected lack of rental housing and 80% selected lack of housing options for seniors in answer to this question. It is also important to note, however, that 5 of the other options were chosen between half and two-thirds of the time, including affordability, age of housing stock, lack of options for families, youth, and people with disabilities.

Question 4 Responses Chart:



Question 5:

Are there enough homes for people (locals and/or newcomers) to ***purchase*** in Trochu?

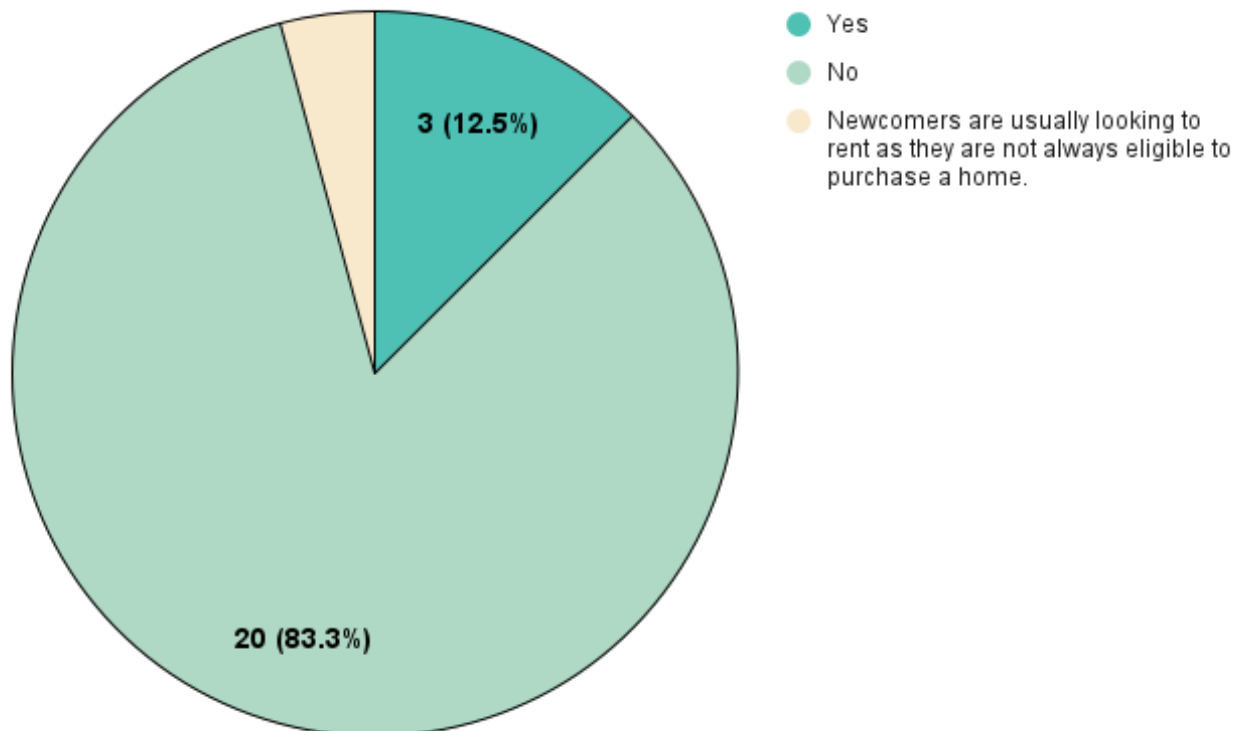
Comments:

Respondents were asked to pick 1 response; there were 24 responses to the question.

General trends:

Not surprisingly, the most prevalent response was that people felt there was not enough housing available for purchase in Trochu. There was also a comment that newcomers are typically looking for rental property.

Question 5 Responses Chart:



Question 6:

What types of housing would you like to see for people to ***purchase*** in Trochu?

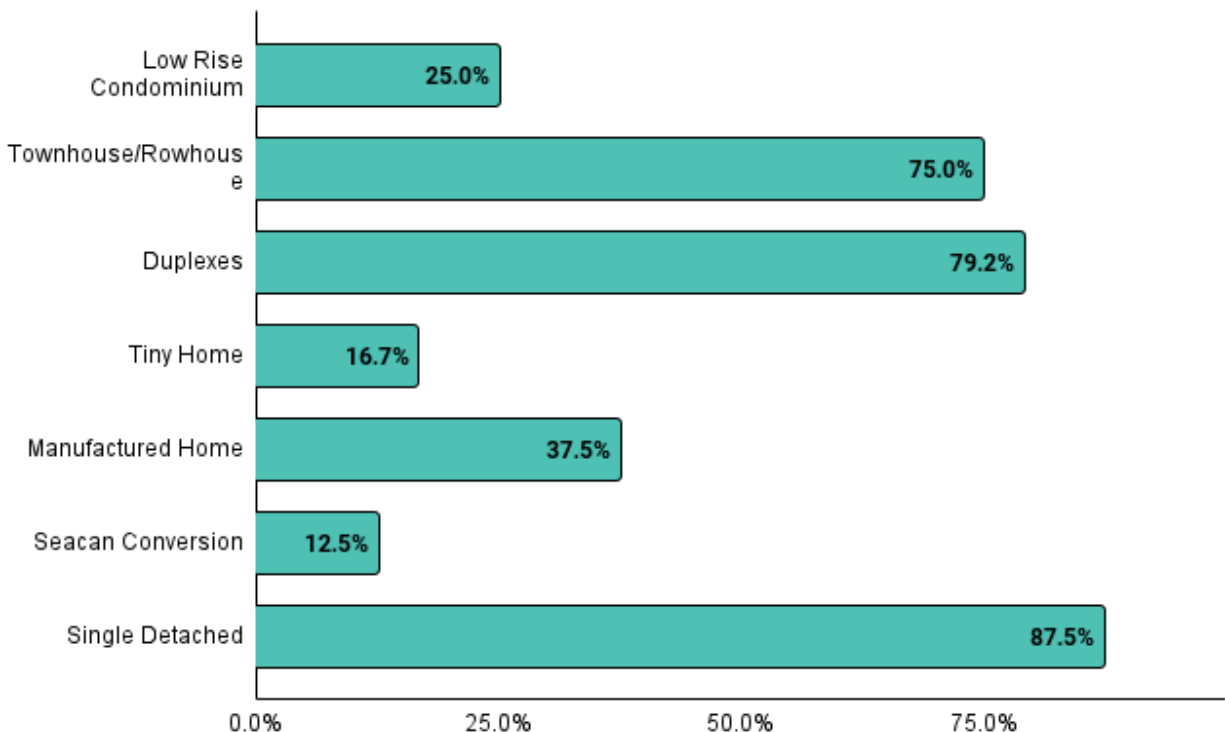
Comments:

Respondents could pick more than 1 response; there were 80 responses to the question.

General trends:

Not surprisingly, people chose single detached dwellings the majority of the time as the housing they'd like to see for purchase. It is interesting, however, that three-quarters of respondents also picked attached homes in the form of townhouses/rowhouses and duplexes as a type of housing for people to purchase.

Question 6 Responses Chart:



Question 7:

Are there enough homes for people (locals and/or newcomers) to **rent** in Trochu?

Comments:

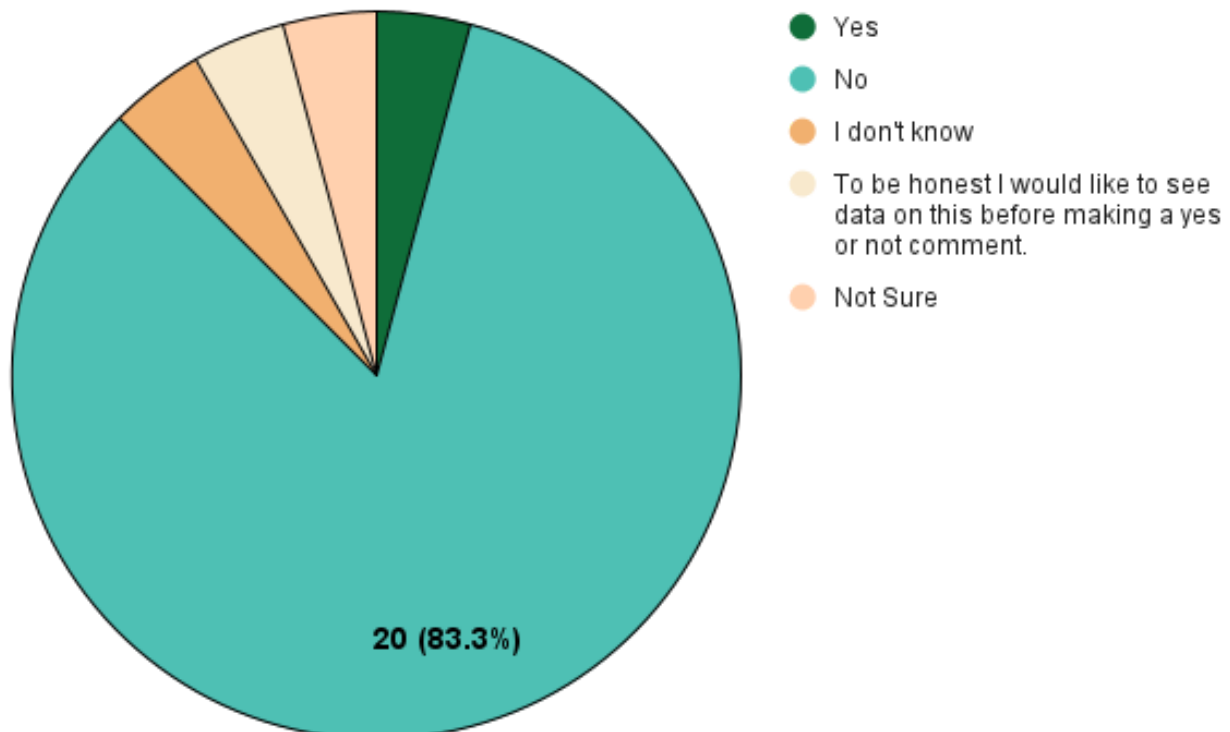
Respondents were asked to pick 1 response; there were 24 responses to the question.

General trends:

Similar to the response about housing to purchase, the predominant response regarding available rental housing was that people felt there was not enough rental housing in Trochu. Included with the responses were the following comments:

- I don't know
- To be honest I would like to see data on this before making a yes or no comment
- Not sure

Question 7 Responses Chart:



Question 8:

What types of housing would you like to see for people to ***rent*** in Trochu?

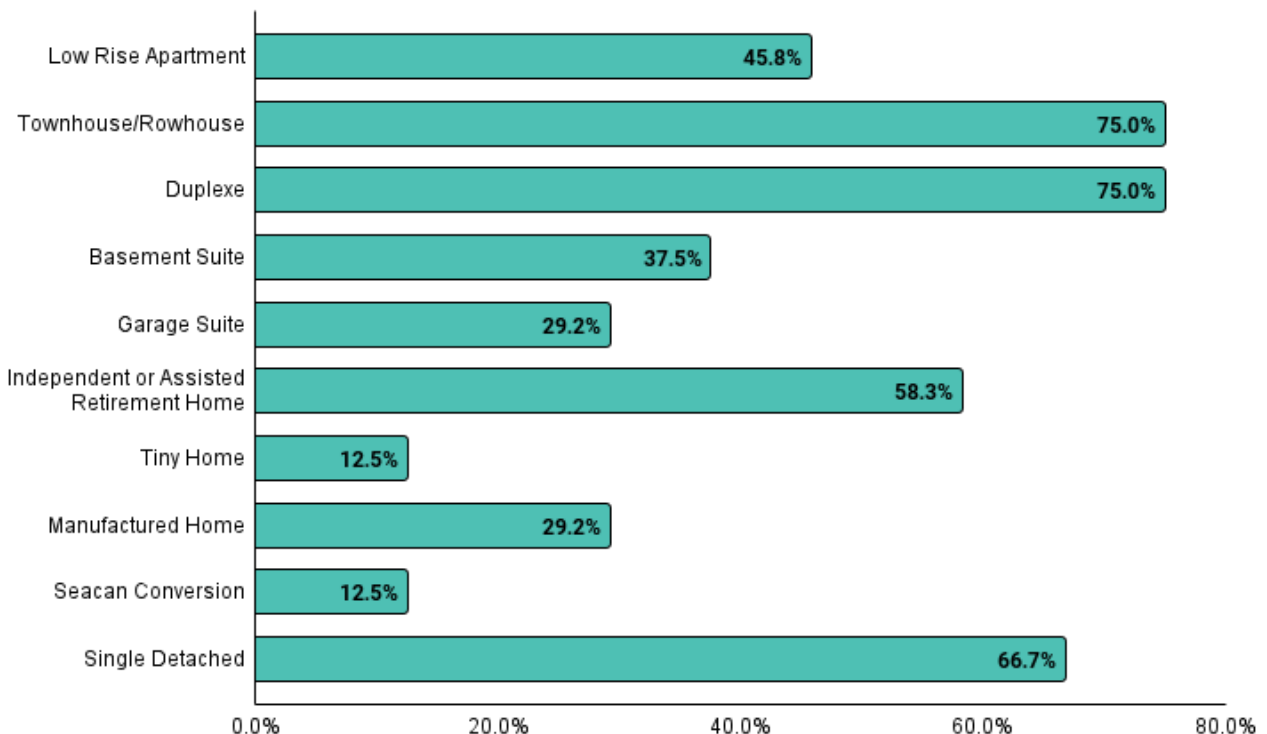
Comments:

Respondents could choose more than 1 response; there were 106 responses to this question.

General trends:

While single-detached homes were chosen two-thirds of the time by respondents as housing to rent, it is interesting to note that townhouses/rowhouses and duplexes were chosen the most at 75% of the time. This is encouraging because it means people are open to multi-family and attached housing forms as housing that they'd like to see available to rent.

Question 8 Responses Chart:



Question 9:

Housing diversity refers to the range of housing types in a community. A diverse community has various different dwelling types and sizes. Do you think housing diversity is important in the Town of Trochu? Please explain your answer.

Comments:

This was an open-ended question, where respondents were asked to provide comments; there were 24 responses to this question.

General trends:

In terms of how respondents viewed housing diversity as a component of housing development, 20 out of 24 responses reacted positively towards this housing diversity question. That's an encouraging sign in terms of adding different forms of housing to the community.





The full answers to Question 9 are provided below:

Note that answers from the respondents have been corrected for grammar and punctuation.

- Yes, we have families of all sizes looking to move to the area.
- Yes
- Yes, Trochu has the potential to grow, but lacks variety of accommodations.
- Yes, due to the diversity of the demographic
- Yes, diverse housing brings in a wider range of renters/buyers.
- No, I think that people are just looking for a place to live
- When you have a diverse population you need diverse housing options.
- Yes. different sized houses.
- Because of the diversity of people in Trochu, I believe that there should be housing to accommodate these people. believe that we need a diversity of housing to accommodate these people
- Yes, diverse population, economies, and housing, all tie together
- The town's nicer/newer housing is out of reach of young individuals and families. The affordable options are old and derelict. Town could use entry housing that is nice and affordable perhaps in the form of a condo building
- Yes, diversity is important so the wide range of ages, life-stages, and needs can be appropriately housed.
- Yes. Trochu has residents with a wide range of incomes and age range.
- Diversity can be good but, we also need to look at the viability of such projects, just because it can be done does not mean it should be done.
- Yes. We need accommodation for singles and families for all kinds of employment in the area: farm hands, plant employees, RCMP, teachers, nurses, doctors, and service industry staff
- Need a range of housing available for income levels, size of family, age of residents, mobility concerns, etc.
- I think housing diversity is important everywhere because there are lots of different people with lots of different needs and wants.
- Yes, we have some large employers that welcome lots of foreign workers who need a variety of housing types
- Housing diversity will offer opportunities for a larger diversity of residents.
- Somewhat
- As we have a wide diversification of cultures, we do need housing diversity to suit everyone
- Yes, there are several types, sizes and ages of families living in or wanting to relocate to Trochu
- Yes, options are needed

Question 10:

What “red tape” do you feel home builders face when trying to build housing within the Town of Trochu and how can the Town attract housing development?

Red tape refers to “official routine or procedure marked by excessive complexity which results in delay or inaction.”

Comments:

This was an open-ended question, where respondents were asked to provide comments; there were 22 responses to this question.

General trends:

Respondents reacted very positively towards the issue of ‘red tape’ barriers in Trochu: 13 out of 22 responses stated that they’ve had no issues with red tape.





The full answers to Question 10 are provided below:

Note that answers from the respondents have been corrected for grammar and punctuation.

- *We are working hard to work with developers who wish to build here.*
- *Not much*
- *Minimal red tape*
- *I feel the Town has reduced red tape to a reasonable level.*
- *Not familiar with the process*
- *Not much red tape.*
- *Cost & lack of quality contractors from Trochu*
- *Have a ready pool of workers and temporary housing available while they do the work.*
- *Easier here than cities*
- *I think the Town does a great job in trying to attract people. Need to keep clean communities tho, if you let stuff slide, the community will drop*
- *Trochu probably has as little red tape as any municipality for developments. Will support any good project for the town*
- *There needs to be sufficient planning and permitting to protect those who own already but not so much that builders don't build. The Town's purpose is to ensure orderly growth and high quality builds.*
- *Restrictions on building like extreme front and back yard setbacks*
- *Very little in this town for red tape. Attract businesses and builders will come.*
- *Trochu does many things to expedite and attract builders and buyers*
- *No red tape. Developers still need to follow building codes and bylaws.*
- *Affordability*
- *Little to none - lots of available land - Council very willing to work with developers*
- *Very little.*
- *As long as rules are followed and they do not look like a junkyard*
- *I feel that the Town of Trochu is very actively working on this problem and have done a lot of work to encourage and attract housing development.*
- *Minimal red tape*

Question 11:

Should tax-payer dollars be used by the Town to build housing in the community? Why?

Comments:

This was an open-ended question, where respondents were asked to provide comments; there were 24 responses to this question.

General trends:

In general, everyone responded negatively - that tax-payer dollars should not be used to build housing in Trochu. There were a couple of positive responses but with caveats/conditions





The full answers to Question 11 are provided below:

Note that answers from the respondents have been corrected for grammar and punctuation.

- *No, as much as we need the housing, the residents taxes are already used enough for infrastructure.*
- *NO we should make it easy for someone else to build and rent*
- *No, but tax incentives are available.*
- *Not to build houses. Incentives and promotion is fine but not to build homes.*
- *No, usually a government funded building project ends up costing more than it should. Builders tend to take advantage of government contracts.*
- *Yes, but only for advertising and providing incentives to buyers.*
- *No, not unless this can for certain turn a profit and there aren't more employees hired to basically do nothing*
- *No, a developer should see future profit that makes their investment viable. The Town already makes things really easy and land is affordable. No need to use tax-payer money to enable individual company profit. If no developers are interested - yes, the town should invest.*
- *No, not enough money to be used for that.*
- *It would be best for the tax payers to have private money building housing in the community.*
- *Depends, it's risky. Can sit on lots for a very long time. If building houses makes money then why doesn't a third party get involved?*
- *No, but should support perhaps by cash in kind offerings*
- *No. The Town has already placed an extremely heavy tax burden on its homeowners.*
- *Only if it creates income for the town*
- *No, there is no reason that tax payers should finance, private businesses. We are not to be used by the Town as a wallet. Your job is to manage NOT be the Banker on our dime. Know your role.*
- *No. Taxes are too high already and is a deterrent to buying/building.*
- *No. The Town should assist by having land available for developers to purchase and minimize potential hurdles for developers.*
- *I think that a portion of tax dollars could be used to assist in building housing, but not all costs*
- *Would prefer outside developers, save tax dollars for ongoing infrastructure*
- *No, I feel the Town should support developers, but not be the developer.*
- *No. Taxpayer dollars should be used for example water line upgrades.*
- *The Town should only use tax-payer dollars if it will be for profit. The Town certainly can't support anything that doesn't pay its own way.*
- *No. Tax assessments are already high enough and independent investors should be found to build facilities/homes*
- *No, tax payers dollars are needed in many other areas*

3.3 SURVEY DEMOGRAPHICS

In order to obtain a well-rounded understanding of the people answering the questions, general demographics were also collected from the respondents.

Question 1:

What is your age?

Comments:

There were 6 age-groups that respondents could choose from. Since this was an online survey geared towards adults, the youngest age-group provided as a response was '18-25' and the oldest age-group was 'older than 65'.

There were 24 responses to this question.

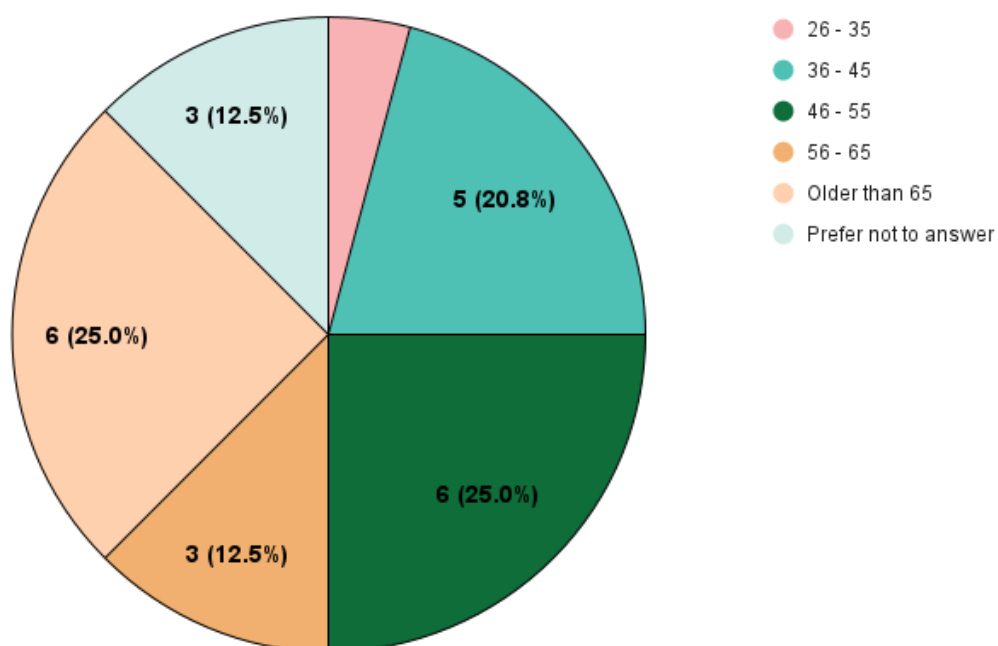
General trends:

Most of the respondents (45%) were between the ages of 35 and 55. This age-group is indicative of families with children at home and in school.

One-quarter of respondents were older than 65 and more than one-third were over the age of 55. These groups represent 'empty-nesters' and retired people. A large proportion of residents in these age groups are typical indicators of an aging population.

Only one person under 35 responded to the survey. This could be indicative of an aging population, but it could also be that millennials are not interested in taking surveys, or that there are not very many people in this age-group living in Trochu.

Question 1 Responses Chart:



Question 2:

To which gender identity do you most identify?

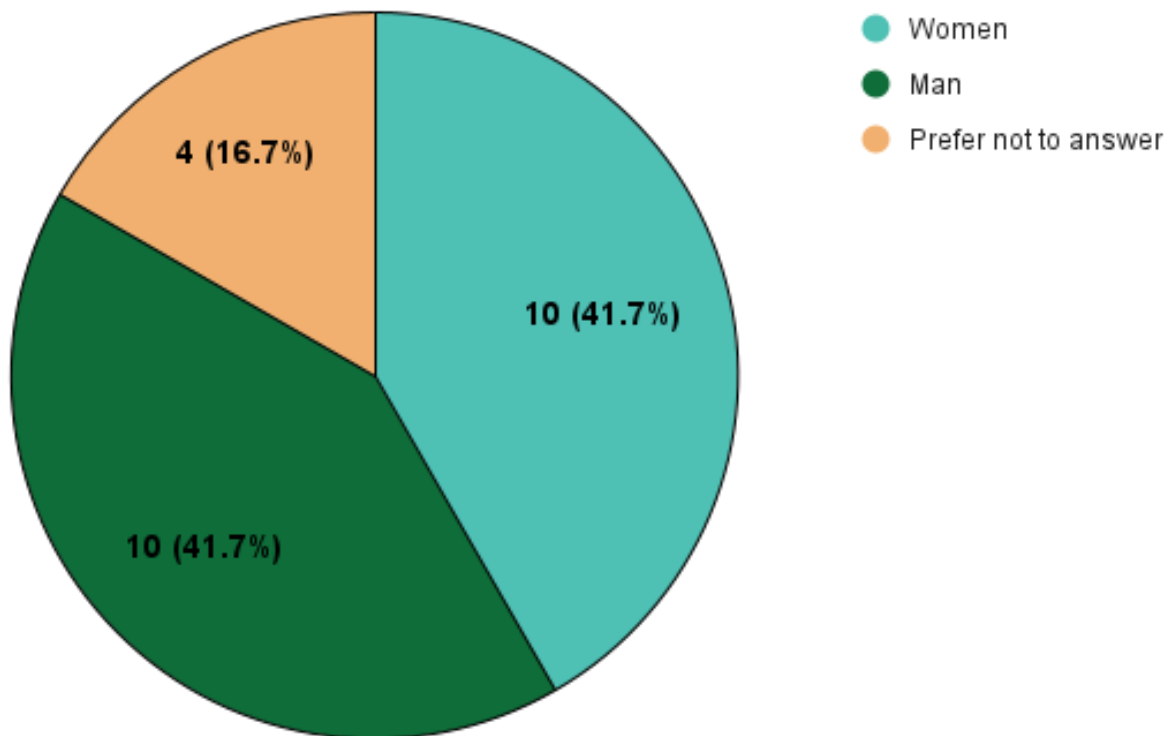
Comments:

Questions 2 and 3 were asked because responses could provide insights into patterns of housing needs among different groups and then also help formulate recommendations for these groups from this research. There were 24 responses to this question.

General trends:

Respondents of this question were evenly split between men and women.

Question 2 Responses Chart:



Question 3:

Do you identify with any of the following groups?

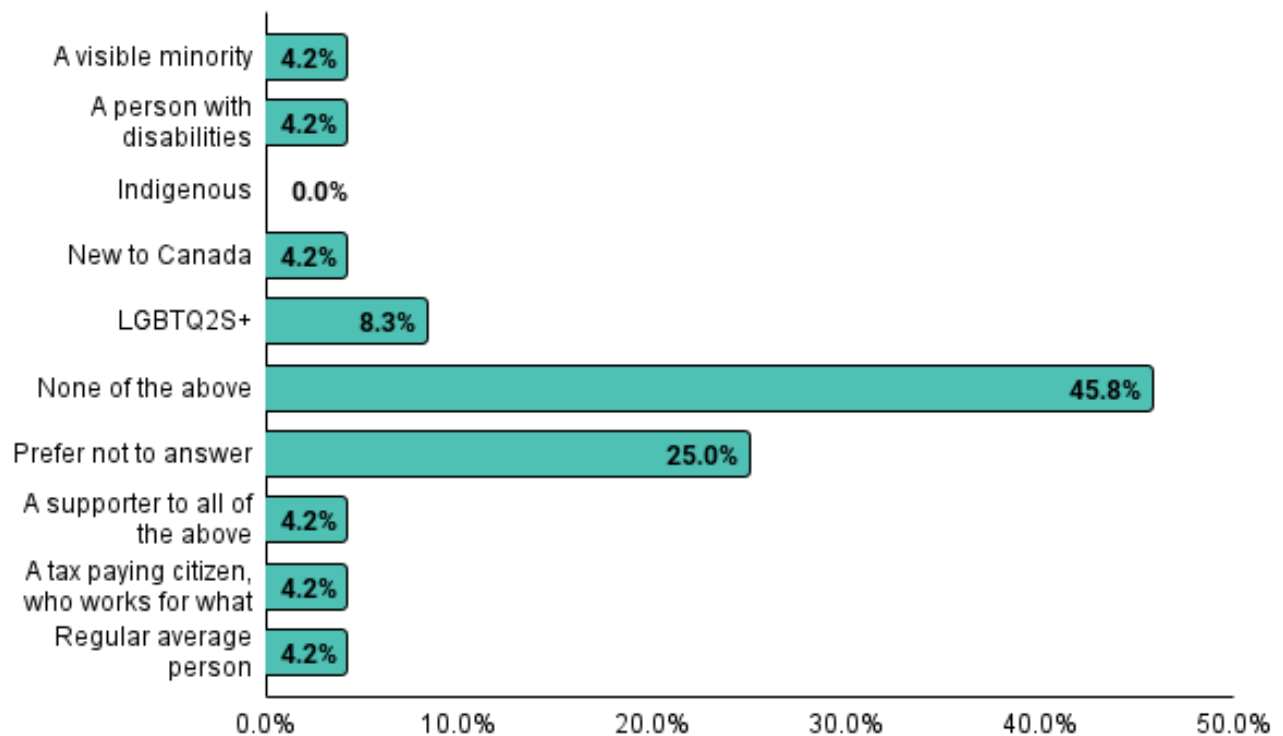
Comments:

The groups listed for this question are shown in the responses. The reasoning for asking this question is the same as Question 2. There were 24 responses to this question.

General trends:

Most people did not identify with any specific group. Close to half responded with “None of the above”. This tells us that there is not a large number of specific groups that require special consideration in Trochu. However, this does not mean that the people who identified with one of these other groups should not be considered in the final recommendations.

Question 3 Responses Chart:



Question 4:

Is your income:

Comments:

The options listed for this question are shown in the responses. The question was included in the survey because it helps us understand what types and price levels of housing will be most suitable and affordable for residents. There were 24 responses to this question.

General trends:

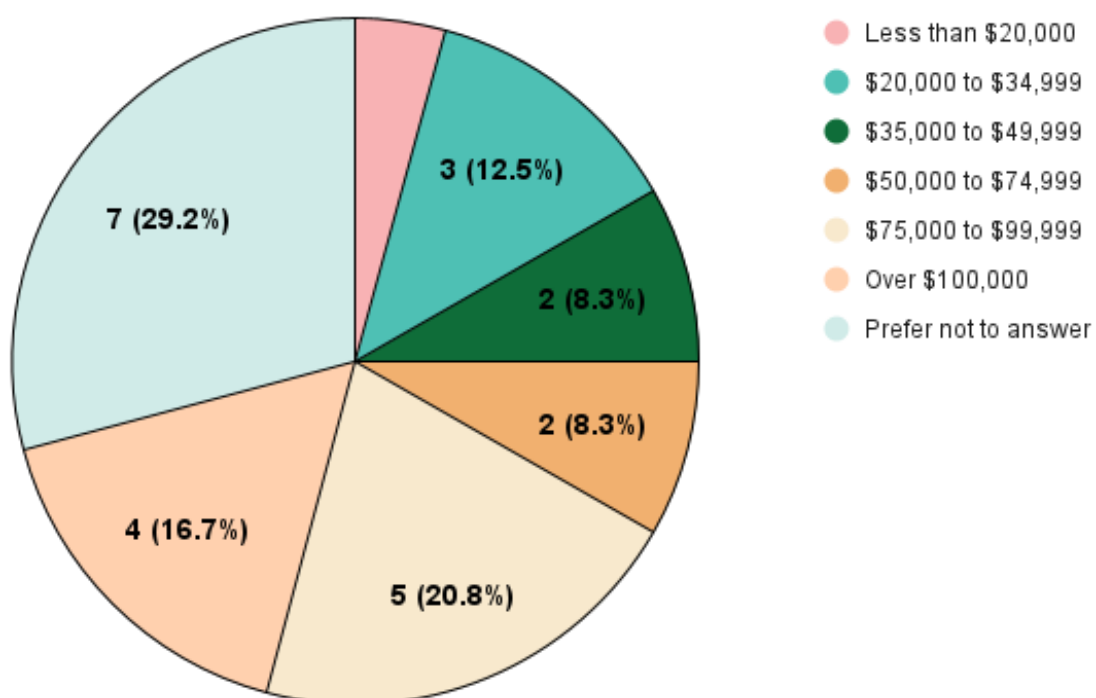
Almost one-third of respondents preferred not to answer. Just over one-third reported income over \$75,000 and one-quarter earn less than \$50,000 per year.

For those people reporting an income of less than \$50,000 per year, this means they are earning minimum wage or slightly above it. For example, an employee being paid \$20/hour is earning about \$40,000/year, before taxes.

Using the CMHC measure that housing is affordable if the resident is paying less than 30% of their gross income on shelter, this means the people earning slightly more than minimum wage (approx. \$40,000/yr) can afford to pay \$1000 per month (\$12,000/yr) to rent a home or pay for a mortgage. From this calculation, it is suggested that residents are struggling with affordable housing in Trochu.

While housing mortgages and rental prices were not measured in Trochu as part of this survey, it would be fairly easy for the Trochu administration to review these prices and compare them to the calculation above. Doing so will verify or refute the above suggestion about housing affordability.

Question 4 Responses Chart:



Question 5:

What is your current employment status?

Comments:

The options listed for this question are shown in the chart of responses.. This question is being asked to determine the permanence of residents in Trochu. Ideally, the majority of respondents would indicate that they are full-time salaried employees. There were 24 responses to this question.

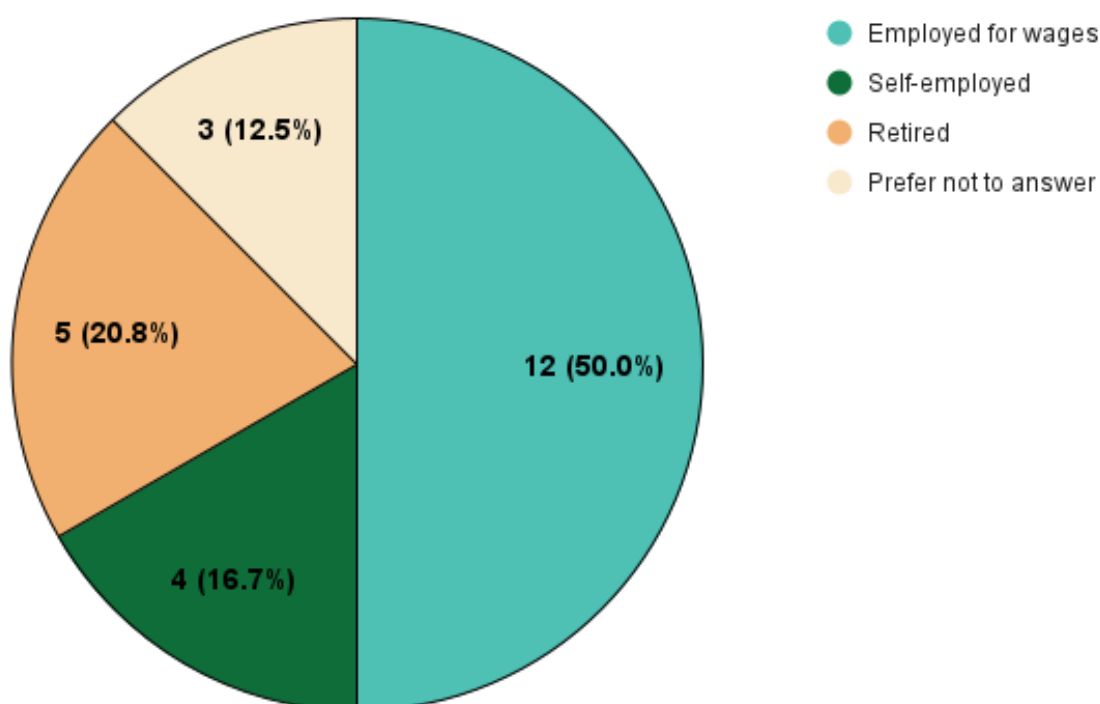
General trends:

The dark blue piece in the chart, with 12.5%, is respondents who preferred not to answer this question.

Results show that half of the respondents are employed for wages; and further, two-thirds of respondents are either employed for wages or self-employed. Given that over one-third of respondents reported incomes over \$75,000, it could be assumed that some of these are fairly well-paid employment. On the other hand, it could also be speculated that one-quarter of respondents who are earning less than \$50,000 are most likely in the 'employed for wages' group.

Finally, 20% of respondents indicated that they are retired. Projecting this percentage to the full population of Trochu, 20% of 998 people (2021 population) shows that 200 people are retired in Trochu. The caveat to this is that responses to the survey could be skewed because there were only 24 respondents, which means 5 people reported they were retired.

Question 5 Responses Chart:



Question 6:

Housing status?

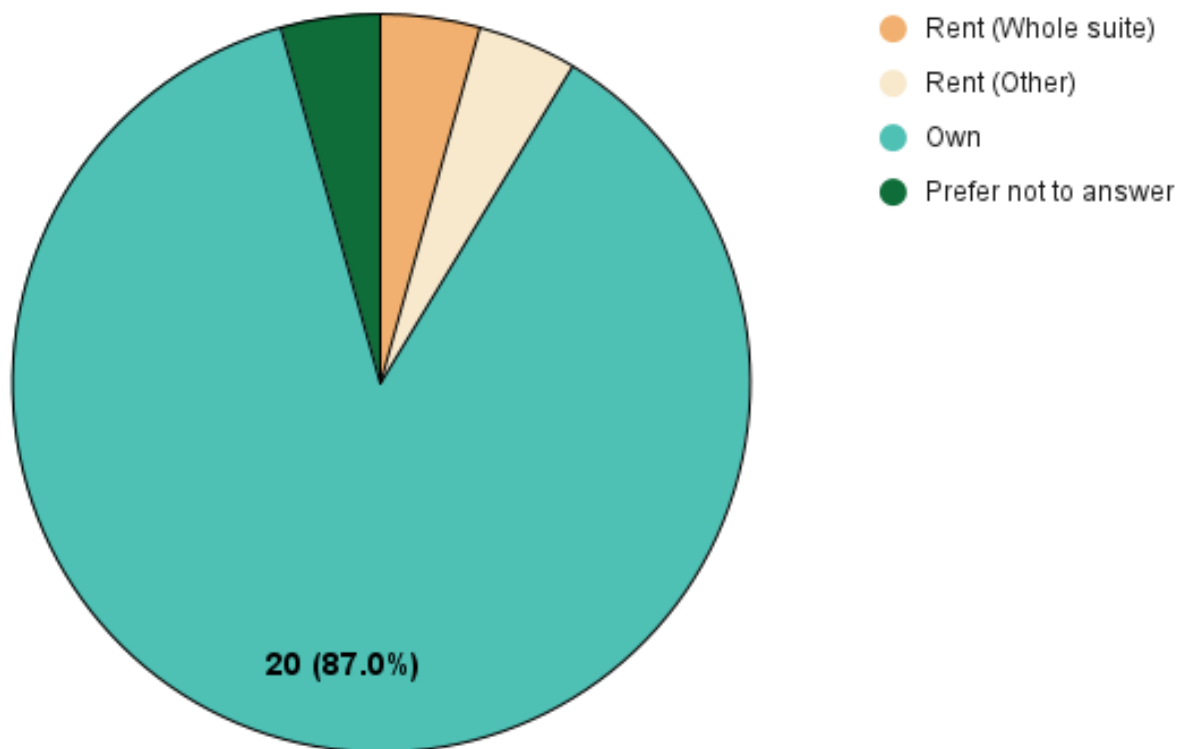
Comments:

The options listed for this question are shown in the chart responses. This question was asked so that we could better understand the proportion of owned homes versus rented homes in Trochu. There were 24 responses to this question.

General trends:

Over 80% of homes in Trochu are privately owned. This is typical of rural communities in Alberta and is also reflected in the other communities we're studying. In terms of rentals, only 12% reported that they were renting their home.

Question 6 Responses Chart:



Question 7:

How many people live in your household?

Comments:

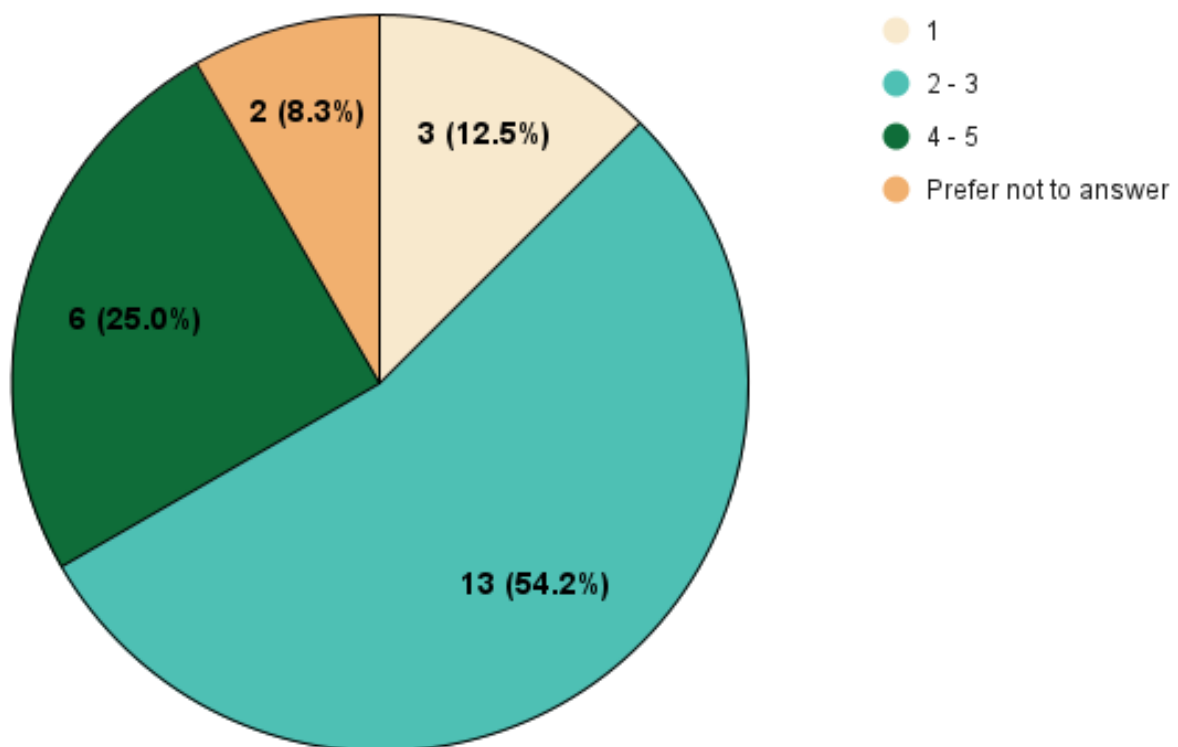
The options listed for this question are shown in the chart responses. This question was asked so that we could better understand the size of families in the homes in Trochu, which will speak to the types of houses that are needed. There were 24 responses to this question.

General trends:

Over half of respondents reported that 2 to 3 people were living in the household. Where the household consists of 2 people, this could indicate a couple with no children, or with no children at home. A household with 3 people, would be typical of a couple with 1 child at home.

Another one-quarter of respondents reported 4 or 5 people in their household. This could be indicative of a couple with 2 or 3 children.

Question 7 Responses Chart:



3.4 WRAP-UP QUESTIONS

Sometimes surveys don't ask the right questions. The last 2 questions in this survey were to give respondents the opportunity to address anything they felt was not covered in the survey, and also to engage in additional discussions about housing needs in Trochu.

Question 1:

Is there anything else you would like us to know about your thoughts on housing choice?

Comments:

This was an open-ended question, where respondents were asked to provide comments. There were 24 responses to this question.

General trends:

In general, the responses can be categorized as follows:

- More affordable housing - both to rent and to purchase
- More housing in general
- Multi-unit housing for entry-level buyers
- Additional Seniors housing

The full answers to this question are provided below:

Note that answers from the respondents have been corrected for grammar and punctuation.

- *Trochu needs more small, affordable housing choices for young people. It is also very hard for people to find work here, so that is a factor in housing choice.*
- *Affordable housing is needed, not high end. Most of the employment in a small community does not pay above average wages and pays mostly lower wages.*
- *Trochu is a vibrant community. Maybe instead of looking outside our community for building investment, it should approach a local builder who is already heavily invested in Trochu*
- *Many people currently commute to Trochu for work. If additional housing was available I believe they would choose to live here.*
- *I believe if there was relatively new affordable rental properties available for new workers, then the current employers would be able to expand, and Trochu would also attract new entrepreneurs*
- *A significant need is the new seniors complex. If it were built, there would be available housing as people moved into their purchased suites. Get it done!!*
- *What actual experience does anyone on council have in regards to housing, contracting or building?*
- *No*
- *No*
- *My biggest concern is how do we make affordable housing, with the costs of products increasing.*
- *Think a multi-unit complex which has an reachable entry point would attract employed young people who can't afford detached homes on their own*
- *A well kept community is the one of choice.*

Question 2:

We want to make sure we are giving everyone a voice! To gain additional information about your opinions and concerns about housing, would you like to be interviewed? If yes, please provide your first name and email address below.

Comments:

There were only 4 responses to this question: 3 No and 1 Yes. Unfortunately, the person who said Yes did not leave a name and email address, so there was no way for us to follow up.

General trends:

None.



4.0 METHODOLOGY FOR INTERVIEWS & FOCUS GROUP DISCUSSION

4.1 Developing the Questions and Discussion Guide

The interview questions were developed using a variety of means. First, the Enabling Housing Choice (EHC) team conducted a literature review of Trochu's planning, development and building bylaws, policies and strategies, to better understand how housing development was being administered at the time. Next, these documents were discussed with Town Administrators and Tracy Woitenko, Senior Planner for Palliser Regional Municipal Services. The discussion focused on how the documents were being used in the Town, what the group thought were the most pressing issues to be addressed, and which documents or processes might require amendment.

From the research, discussions with Town Administration, and the community survey, interview questions were prepared by the EHC team. The interview questions were reviewed with Town Administration and amended to reflect their suggestions.

Questions for the focus group were also developed from ongoing discussions with Town Administration and the planner. In addition, the questions were revised after reviewing interview responses from the housing industry representatives.

The full guides and questions for the interviews and focus group are provided in Appendix 2, 3, and 4.



4.2 Interviews With Housing Industry

Interviews with housing industry developers and home-builders were initially scheduled to be completed by the end of May, 2023. However, due to several unavoidable circumstances, the process was delayed. While the first interview was conducted on May 3, 2023, the final interview wasn't conducted until July 10, 2023. Over this 10-week period, 5 interviews were conducted with developers, home-builders and real estate agents.

The process for the interviews was consistent throughout the research time-frame. First contact with the potential interviewee was made by Town Administration. The EHC team provided a template email to Town Administration that outlined information about the research being conducted, introduced the RDN team, and requested an interview. If the recipient agreed, one of the EHC team members set up an interview date.

At least a day before the interview, the interviewee was provided with the guide and questions so they could review the information and prepare answers. The interview was conducted over a one-hour period, using Google Meets, to provide a face-to-face interview experience. For the interview process, 2 team members were involved: typically one to ask questions and the other to record answers. It was also typical for team members to take turns asking questions and recording answers, as additional questions and topics arose out of the discussions.

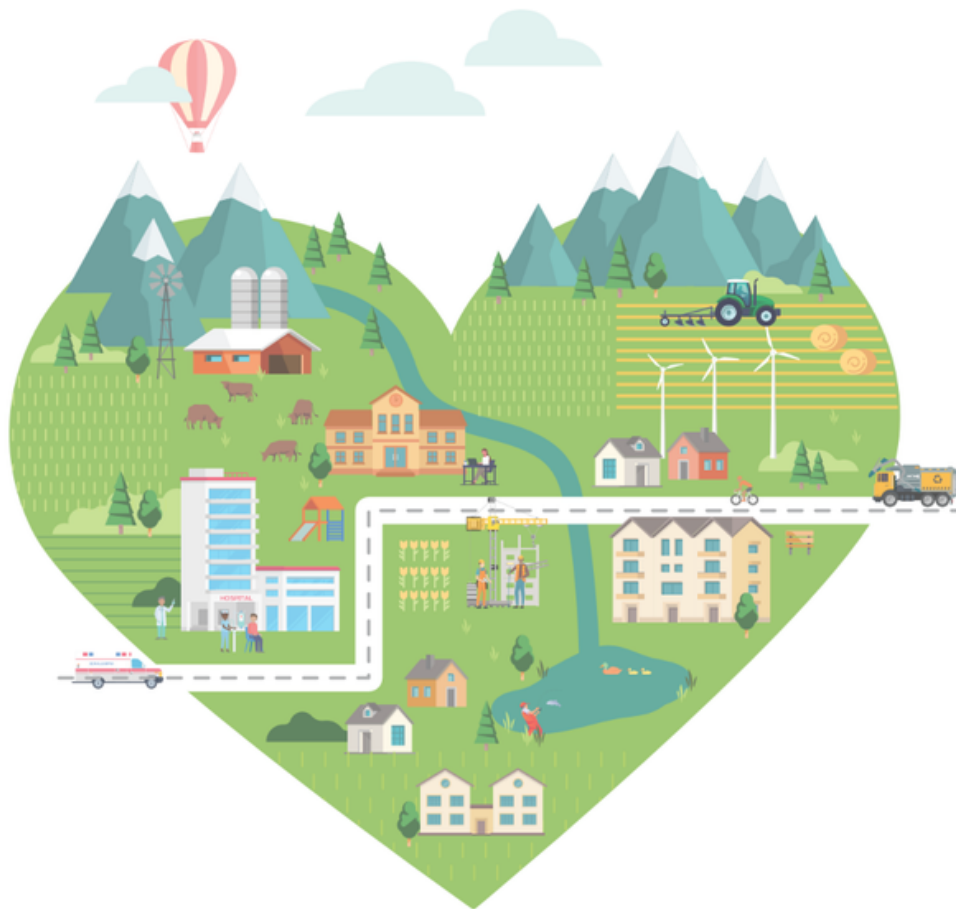
It should be noted that the intention of the interviews was not to have a regimented list of questions, with the need for specific responses; rather, it was to facilitate open discussion about the views of interviewees regarding their thoughts about the housing issues in Trochu. It was expected that every interviewee would have a different perspective about the housing issues in Trochu, so the interview process was allowed to adapt to meet the needs of the interviewee.

After the interview was completed, interview notes were summarized and then emailed to the interviewee for review. Any questions about the summary were addressed and then the summary was saved for further reference. Interviewees were assured that all the notes and summaries would be destroyed once the final report had been approved by the Town of Trochu.

4.3 Focus Group Discussion

The original engagement strategy for Trochu included a session involving in-person community engagement, to be conducted in mid-June 2023. The engagement was to be in the form of a town hall meeting or focus group discussion. However, delays in the research process made it necessary to re-evaluate the in-person engagement session; in collaboration with Town Administration, an online focus-group discussion was held to fulfill this engagement strategy requirement.

The online focus group discussion was held on July 20, 2023, conducted with 3 Trochu residents and 2 Town Administration, over a 1½ hour period using Google Meets. The process for the online focus-group discussion was the same as for the housing industry developers and home-builders.





5.0 Results from the Interviews & Focus Group

5.1 BACKGROUND

Participants in the housing industry interviews and the focus group discussion included home builders and renovators, general contractors, realtors, residents, business leaders and Town Administration.

Results from both the individual interviews and the focus group are combined in this review because the same topics were covered and the discussions produced similar results

The interview guides and complete list of questions are included in Appendix 2 and 3 of this report.

Information gathered from the interviews and focus group has been summarized using headings that emphasize housing diversity in Trochu and how to facilitate it.

5.1.1 IMPORTANCE OF HOUSING DIVERSITY

This question was asked to help the Enabling Housing Choice (EHC) team understand how the housing industry defined housing diversity and choice. The EHC definition of housing diversity is based on housing form and type. For example, housing diversity includes forms other than the traditional single family dwelling, such as rowhouse/townhouse, duplex, 4-plex, low-rise apartment and other types of attached forms of housing. Diversity also includes housing types such as modular, manufactured and moved-in homes.

Responses are summarized as follows:

- Developers and home-builders generally defined housing diversity in terms of the cost of construction, what people wanted them to build, and how much people had to spend on housing. For example, if a client had \$400,000 to spend on building a house, then that's what gets built. In addition, builders focused on homes to purchase and did not mention rental housing as a form of diversity.
- Other definitions of housing diversity included offering different types of homes in addition to single family, such as duplexes and 4 plexes, but it's also how people can enter the housing market through rentals instead of purchasing housing, or through such things as a housing co-op. Housing diversity means a variety of homes being offered for sale and rent. It is a way to accommodate new workers for local businesses, retired people who move in from the country, and people who have to commute because they can't find a place in Trochu.
- While diversity is important on the surface, diversity for the sake of diversity is not right. What Trochu residents need and want is more important, especially for rental or attached housing. The Town should not bring in someone to build a whole area of condo housing where people are not interested. The housing that's being built is what clients are asking for and want. If a builder doesn't get asked to build rental or attached housing, it doesn't get built
- Diversity is also tied to affordability. Newer, lower-priced housing is hard to come by and there is little to no row-housing or other attached housing types in Trochu. Workers coming into the Town are looking for affordable housing for their families. While there are inexpensive homes in the Town, they are mainly older single family homes that are in need of significant maintenance and repair.



5.1.2 CHALLENGES AND BARRIERS

Interviewees were asked about the barriers and challenges that they encountered when attempting to build or sell dwellings in Trochu.

Responses are summarized as follows:

Construction Costs

- The cost to build a house is the same whether it's built in a city or in Trochu. The difference is that the house will sell for a higher price in the city, while the builder will be lucky to break even in Trochu. It doesn't make economic sense for a builder to sell a house for no profit.
- The cost of building a new, multi-unit rental property in a small town may be uneconomical for a developer because the rent that can be charged may not cover the cost of construction. For some builders, it's more cost-effective to buy and renovate older homes, rent them out, and then be sold later.
- Bottom line: developers and home-builders are working to pay for materials, pay their workers and make some profit. They won't build something in order to break even or lose money.

Land Costs

- The cost of land is typically less in small towns than in cities. However, developing the land still includes servicing costs: water, sewer, paving, and other infrastructure. This up-front cost is tough for developers to absorb because they don't recoup this cost until lots or units are sold. In addition, the cost of servicing is more easily absorbed in the final price for a dwelling in a city than in a small town.
- For example, there are a number of town-owned, serviced lots for sale, which is a big investment for the Town to hold on to until they sell. While the lots are selling at a low cost, houses being built on them are \$350k and more. It's difficult for the Town to service lots and not get any return while waiting for them to sell.



Procuring Investors

- It's difficult to convince investors and/or development companies to invest in building housing in a small town because they can make more profit by investing in housing development in a city. The profit margins in small-town investments are much less than in larger cities.
- Development companies would build more rental units if an investor would fund them. While it is acknowledged that there is demand for rental housing in the area and issues with low vacancy and high rents, it's not cost effective for builders to invest because of low returns and uncertainty.
- Money in general is an issue, especially in terms of building low-income housing. Investors are unwilling to take the risk, especially in small towns. Risk is a huge barrier for investors and developers.

Building on Speculation

- Development companies are reluctant to build homes for sale on speculation (spec) because they feel these homes take too long to sell. Building on spec means a company builds a house with the idea that someone will step up and buy the house when it's ready. A builder would rather have the client come to them to build a custom home because it's a guaranteed purchase

Zoning Restrictions

- The Trochu Land Use Bylaw is predominantly R1 zoning, which is zoning that prioritizes single detached homes. While there are smaller areas of R2 zoning in the town, which allows for duplexes and other attached dwellings, zoning regulations should be changed to allow for other types of housing. (Note: this comment was from only one interview).
- An existing mobile home subdivision is unpopular with the majority of the population. Mobile home areas are typically regarded negatively by the local population. It might be more acceptable to incorporate manufactured homes into single family areas than in separate subdivisions.



Permitting Process / Red Tape

- The permitting process needs to be more streamlined and simplified so that it's easier to obtain permits; Trochu's permitting process was compared to the process for Red Deer County. (Note: this comment was from only one interview)
- Remove as much 'red tape' and bureaucratic involvement as possible to make sure there are no barriers in the way for developers and builders. Outdated rules and regulations are frustrating and should be changed.

Housing Gaps

- Currently, there are 2 types of land being sold: small lots for mobile homes or large lots for larger single family homes. Furthermore, once a lot is purchased, there's a gap for people who are looking to build because it's difficult to find a builder.
- There is a significant lack of smaller family homes for first-time buyers and young families. Newcomers to Trochu are looking for smaller, cost-effective housing, such as duplexes.
- The resale market for existing housing is strong so prices are climbing. As a result, there is no attainable (affordable) housing for local workers.
- Retirees and seniors are also moving into the Town, looking to downsize to single-level units or other smaller housing types. This group has dominated the rental market. There needs to be more housing types to accommodate the seniors demographic.
- There is a lack of rental housing in Trochu. Workers that come in to work for local companies are typically looking for rental housing. As a result, young people must look for housing elsewhere.

Workers are living outside of the Town and spending their money elsewhere. In order for Trochu to thrive, people need to work and live in the Town, and spend money in the town. There is a need to foster local builders and developers to build locally and then reinvest in the Town.

5.1.3 CONSIDERATIONS FOR DEVELOPERS/HOMEBUILDERS

Interviewees were asked how they felt about doing development with the Town of Trochu, what other considerations they felt were important in their decision-making process to build housing, and what they felt we (EHC) should bring to the recommendations.

RESPONSES WERE AS FOLLOWS:

- Home design needs to address Trochu's town profile - there are a large number of single workers, smaller families and retiring seniors. Housing needs to be scaled down and simplified to reduce costs and increase affordability. Residents are concerned more with the price of the home than the design.
- Local workers need housing but often don't have the ability to purchase, so rental units are important, especially smaller units. Townhomes and apartments are more efficient and cost effective than building a single detached dwelling, but the cost of building and keeping rent affordable is still an issue.
- The single detached home market is driven by people who want that type of home. People coming from rural areas (i.e. selling the farm and retiring to town) do not want an attached home. People moving from cities to small towns want more space and access to land - they don't want to live in a condo or apartment building.





5.1.4 TOOLS TO FACILITATE HOUSING DEVELOPMENT

Interviewees were asked how they felt about doing development with the Town of Trochu, what other considerations they felt were important in their decision-making process to build housing, and what they felt we (EHC) should bring to the recommendations.

RESPONSES WERE AS FOLLOWS:

- The “Why Trochu” initiative was mentioned by most of the interviewees as being quite successful. However, it was noted by one interviewee that it only targets people that are currently looking for a home, so they suggested that radio advertisements should be added, to target people that aren’t even looking but might be enticed to consider moving to Trochu.
- Market the town to cities as an attractive place to live, with the added bonus that people can work remotely from home. Trochu has many local amenities and is within a short driving distance of Calgary. Promote the fact that people can work from Trochu and still access amenities, both locally and farther away. Foster a stronger sense of community.
- Invest in advertisements that will attract people from other areas of the country. For example, there have been instances where people from other provinces review and buy local real estate online. Promote the amenities of the town to attract these buyers.
- Focus on small things, like ensuring that restaurants and local amenities, activities, and attractions are consistently open. This could make it more enticing for developers to build in the community.
- Build local capacity to ensure that there are enough local trades and resources available within the town to support developers, and to help reduce the need for outsourcing labor or materials.
- Create a new “subdivision with a pond”. This is a type of subdivision design, where the subdivision is designed around a park space with a storm pond in the center, and surrounded by houses of various sizes and price points. This would create an environment that will attract people

- Attract small businesses, not the mega-businesses. Rather than trying to attract a business that needs 800 workers to Trochu, encourage the small ‘mom and pop’ businesses. This will create more realistic, incremental growth, where the Town needs to provide 1 or 2 homes for these workers rather than homes for hundreds of workers.
- Make sure there are available and inexpensive lots for people to buy, so that people who wish to move to the town have a place to build on. For example, offer lots at a discounted price, with the caveat that a house must be built in a year.
- Build a ‘pilot project’ to determine if an idea is viable and mitigate risk. For example, rather than building a large condo project, start with a smaller version to see if that’s what people want and reduce the risk to the developer.
- Prioritize affordability and rental opportunities to builders. Trochu can significantly benefit from more low-cost and more affordable housing types, in addition to providing more rental units for their workforce. (the interviewee didn't say how to accomplish this).
- Facilitate a co-operative association, where people come together to build low-cost affordable housing. The association would be run by local people and community businesses to provide housing for workers, retirees and newcomers.
- Allow for in-law (secondary) suites in existing single family homes and in shops. (Note: secondary suites in shops could be cost prohibitive due to building code requirements). Provide incentives to homeowners who add secondary suites.
- Lobby and advocate to remove regulatory barriers to alternative housing construction techniques.



Collaboration with Developers

This question asked interviewees about the ways in which the Town could collaborate with or make things easier for the development industry. Interviewees were deliberately not asked about monetary issues or incentives so this matter would be initiated by them if they felt it was important.

The following are suggestions that could assist the housing industry in building homes in Trochu:

- Defer property taxes for the developer for 3 or more years (or the length of the project), allowing them to build and sell units without having to cover taxes. The town would start collecting taxes from the owner once the units were sold. This would help the developer with ongoing expenses but still generate taxes for the town later. (Note: deferring taxes is a pretty typical answer from a home-builder or developer)
- Provide land for housing development at a reduced cost. In addition, assist with land servicing costs to install infrastructure and utilities. This would greatly reduce the upfront costs being borne by the developer. It could be done with the use of a Local Improvement Tax. (Note: assistance with land servicing costs is also a typical answer from a home-builder or developer)
- Create partnerships between outside developers and local community leaders. Outside developers tend to not have a localized understanding of small towns such as Trochu, so having someone local to work with will help them succeed in local projects. (Note: this comment applies to developers from larger cities, such as Calgary)
- Build 'pilot projects' for new ideas to address housing needs in Trochu and also minimize the risk to developers and the Town.





5.1.5 TROCHU'S ECONOMIC DEVELOPMENT INCENTIVE POLICY

The purpose of Trochu's Economic Development Incentive Policy was to provide incentives to potential clients and expedite the process of attracting investors to the Town. The policy provides guidelines for the Town to do such things as negotiate the sale of municipally owned lots, cancel taxes during the construction phase, and cancel taxes during the first four years of occupancy. e recommendations.

INTERVIEWEES WERE ASKED TO REVIEW THIS POLICY AND THEN PROVIDE FEEDBACK ABOUT ITS EFFECTIVENESS FOR THEIR PURPOSES. THE FOLLOWING ARE THEIR RESPONSES:

- Most development incentives only apply to the purchase of municipally-owned land and are inapplicable to privately-owned parcels. This makes it difficult to draw developers to the community.
- Towns are not in the business of building homes. The development incentive policy is doing all that it reasonably can. The Town has limited financial capacity and there is no room for the incentive to grow larger.
- Any incentive on this front certainly helps. Unsure if it's as attractive as it could be and could potentially be improved/enhanced.
- There needs to be clarification on who the incentive is for - the homeowner or the builder or the developer. Upon review, it seems to be for the person purchasing the home, rather than the home builder. Even if it's for the builder/developer, the amount is negligible and not worth considering.

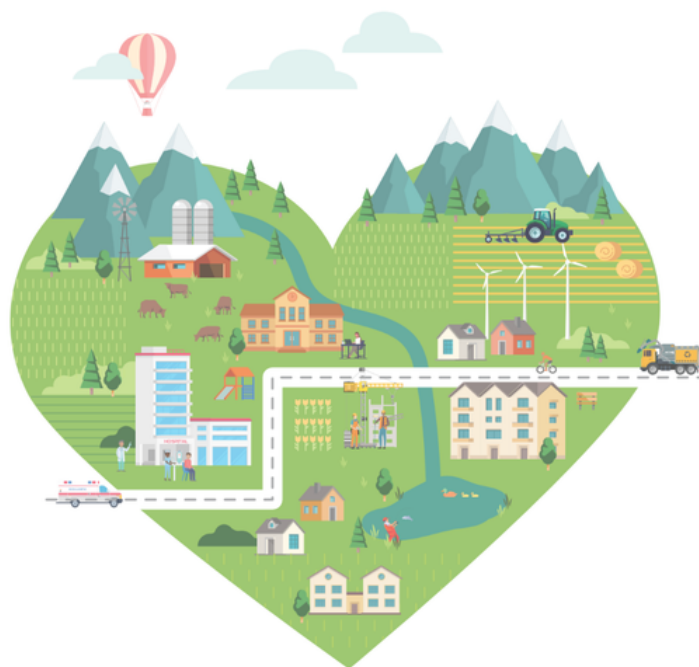
6.0 Summary of Key Findings

In this section, the summary of interviews and focus group discussions has been broken down into more manageable points, so that they can be reviewed by the Town and EHC staff more specifically.

6.1 HOUSING DIVERSITY

Housing diversity means different things to different groups.

- The Enabling Housing Choice - based on housing form and type; forms of housing such as rowhouse/townhouse, duplex, 4-plex, low-rise apartment and other attached housing; also includes modular, manufactured and moved-in homes.
- Developers and home-builders - based on the cost of construction, what people want built, and how much people want to spend on housing.
- Residents/business owners/realtors - based on how people enter the housing market, through rentals or purchasing, or through a housing co-op; having a variety of homes for sale and/or rent; must include affordable housing.
- Diversity for the sake of diversity is not good.





6.2 CHALLENGES AND BARRIERS

Barriers and challenges that respondents encountered when attempting to build or sell dwellings in Trochu.

- Construction costs - Costs to build a house are the same in a city or in Trochu, but a builder will make more profit in the city. This applies to both for sale and rental dwellings.
- Land costs - Upfront land costs, while typically less in small towns, still include servicing costs, which are not recouped until lots or units are sold. The cost of servicing is more easily absorbed in the final price in a city than in a small town.
 - Bottom line: Builders must pay for materials, workers and are in business to make a profit. They won't build something in order to break even or lose money.
- Procuring Investors - It's difficult to attract investors to small towns because they can make more profit by investing in housing development in a city. This applies to both for sale or rental dwellings, as well as low-income housing.
 - Bottom line: Investors want to mitigate low returns and uncertainty.
- Building on Speculation - Homes that are built on speculation (spec) can take a long time to sell. A builder would rather build a custom home.
- Zoning Restrictions - Current zoning restricts the development of different types of housing in specific zones.
- Permitting Process / Red Tape - The current permitting process needs to be streamlined and simplified so that it's easier to obtain permits. Outdated rules and regulations should be changed.
- Housing Gaps - These are not so much barriers, as they are observations about existing housing conditions to be discussed.
 - People who are looking to build are having difficulty finding a builder.
 - Lack of smaller family homes for first-time buyers and young families, both rental and to purchase.
 - Housing prices are climbing, making it difficult to find attainable (affordable) housing for local workers.
 - Retirees and seniors are moving in and looking for smaller housing, both to purchase and rent.
 - There is a general lack of rental housing.

6.3 CONSIDERATIONS FOR DEVELOPERS/HOMEBUILDERS

Considerations for developers, the Town and the EHC team to address in the policy recommendations.

- Design housing to address Trochu's town profile - single workers, smaller families and retiring seniors. This will increase affordability and choice.
 - Scaled down and simplified
 - Smaller rental units
- Townhomes and apartments are more efficient and cost effective to address the Town's needs than single detached dwellings.
- Single detached homes are still important - people retiring from the farm and moving from the city do not want an attached home.





6.4 TOOLS TO FACILITATE HOUSING DEVELOPMENT

The tools to facilitate housing development were more about attracting people to the Town than attracting developers.

- “Why Trochu” initiative - This is a very successful campaign; one suggestion is to add radio advertisements.
- Additional marketing and advertising:
 - Ability to work remotely from home in Trochu, but also live within a short driving distance to Calgary
 - Attract people from other areas of the country
 - Foster local community and encourage amenities, activities, and attractions to be open consistently
- Trades and resources - Ensure local trades and resources are available to support developers and reduce the need for outsourcing labour or materials.
- “Subdivision with a pond” development to attract people to the Town.
- Attract small businesses - A large business with hundreds of workers will stress the local housing supply; attract small ‘mom and pop’ businesses instead.
- Inexpensive lots - Ensure lots to build on are readily available and inexpensive.
- ‘Pilot projects’ - Build a small version of a larger project to mitigate risk and determine if the idea is viable.
- Affordable and rental housing - Encourage/incentivize builders to provide more low-cost and affordable housing, both to purchase and to rent.
- Co-operative association - Create a co-op association of local residents that will facilitate the building of low-cost affordable housing.
- Secondary suites - Allow for in-law (secondary) suites in existing single family homes and in shops. Provide incentives to homeowners who add secondary suites. (Note: secondary suites in shops could be cost prohibitive due to building code requirements)
- Regulatory barriers - Lobby and advocate to remove regulatory barriers to alternative housing construction.

6.5 COLLABORATION WITH DEVELOPERS

Respondents had several suggestions for the Town to collaborate with and make things easier for the housing industry to build homes in Trochu:

- Defer property taxes for the developer - Deferring property taxes for 3 or more years, or the length of the project, reduces upfront costs for the developer.
- Reduce land costs - Providing land at a reduced cost and assisting with land servicing costs reduces upfront costs for the developer.
- Partnerships - Creating partnerships between outside developers and local community leaders helps projects succeed.
- 'Pilot projects' - Building small projects will minimize risk to developers while also testing out new ideas to address housing needs.

6.6 TROCHU'S ECONOMIC DEVELOPMENT INCENTIVE POLICY

Trochu's Economic Development Incentive Policy was intended to facilitate the development of housing in the Town. Respondents were asked to review the policy and provide feedback about its effectiveness for their needs.

- Broaden - The incentive applies to municipally-owned lots. It should also be applicable to privately-owned parcels. Even so, the amount is negligible and not worth considering.
- Clarification - It's unclear who the incentive is for.



7.0 Next Steps

The purpose of this project was to facilitate long-term change in Trochu by addressing policy, bylaw and process barriers that developers, residents and the municipality itself face when trying to address housing issues in the community.

This research utilized community engagement methods in the form of surveys, interviews and focus group discussions to collect relevant information about housing diversity. The results provide a better understanding of what the community wants and how to engage the housing industry to address Trochu's housing issues.

Discussions of these results with the Town of Trochu Administration will help the EHC team prepare the final Land Use Policy Update Report, the final project deliverable for this initiative. That report will provide recommendations and best practices for implementing policy changes that will enable and encourage housing diversity in Trochu.



APPENDIX 1: TROCHU COMMUNITY SURVEY QUESTIONS

INTRODUCTION

The Enabling Housing Choice Project is partnering with the Town of Trochu to help determine effective ways for encouraging and garnering support for further housing development in the community. This information will be used to assist with responding to future housing development needs in Trochu.

SURVEY QUESTIONS

1. Do you know if there is housing with enough variety of bedrooms in the Town of Trochu? If not, what does the town need more of? (Check all that apply)

- No
- Yes, we need more 1 bedroom housing
- Yes, we need more 2 bedroom housing
- Yes, we need more 3 bedroom housing
- Yes, we need more 4 bedroom housing
- Other (list)

2. What types of resources are available to help locals and newcomers find housing? (Checkboxes)

- Word of Mouth
- Realtors
- Town Office
- Online Resources
- I'm not sure
- Other resources (list)

3. Aging in place means having the health and social support and services you need to live safely and independently in your home or your community for as long as you wish and are able. This could mean having housing choices that require lower maintenance, have age-friendly accessibility, or even refer to retirement homes/seniors residences. Is there the ability to age in place/retire in the community? (Multiple choice)

- Yes
- No
- Other (list)

4. What do you feel are the biggest housing challenges facing your community? Please list the possible challenges. (Check all that apply)

- Affordability
- Age of Housing Stock
- Lack of housing options for seniors
- Lack of housing options for families
- Lack of housing options for young people
- Lack of housing that is designed, constructed or modified to enable independent living for persons with disabilities
- Lack of rental properties
- Distance of job opportunities from housing
- Other (list)

5. Are there enough homes for people (locals and/or newcomers) to purchase in Trochu? (Multiple choice)

- Yes
- No
- Other (list)

6. What types of housing would you like to see for people to purchase in Trochu? (Check all that apply)

- Low Rise Condominium
- Townhouses/Rowhouses
- Duplexes
- Tiny Homes
- Manufactured Homes
- Seacan Conversion
- Single Detached
- Single detached with a suite to help with mortgage payments

7. Are there enough homes for people (locals and/or newcomers) to rent in Trochu? (Multiple choice)

- Yes
- No
- Other (list)

8. What types of housing would you like to see for people to rent in Trochu? (Check all that apply)

- Low Rise Apartment
- Townhouses/Rowhouses
- Duplexes
- Basement Suites
- Garage/Garden Suites
- Independent or Assisted Retirement Homes
- Tiny Homes
- Manufactured Home
- Seacan Conversion
- Single Detached

9. Housing diversity refers to the range of housing types in a community. A diverse community has various different dwelling types and sizes. Do you feel the Town of Trochu should take actions to increase housing diversity in Trochu? Please explain your answer. (Short answer)

10. What “red tape” do you feel home builders face when trying to build housing within the Town of Trochu and how can the Town attract housing development? Red tape refers to “official routine or procedure marked by excessive complexity which results in delay or inaction.” (Optional Short answer)

11. Should tax-payer dollars be used by the Town to build housing in the community? Why? (Short answer)

DEMOGRAPHIC QUESTIONS

1. What is your age?

- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 65
- Older than 65
- Prefer not to answer

2. To which gender identity do you most identify?

- Woman
- Man
- Other
- Prefer not to answer

3. Do you identify as:

Multiple choice w/ options to select more than one

- visible minority
- A person with disabilities
- Indigenous
- New to Canada
- LGBTQ2S+
- Other
- None of the above
- Prefer not to answer

4. Is your income:

- Less than \$20,000.
- \$20,000 to \$34,999.
- \$35,000 to \$49,999.
- \$50,000 to \$74,999.
- \$75,000 to \$99,999.
- Over \$100,000
- Prefer not to answer

5. What is your current employment status?

- Employed for wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- A homemaker or caretaker
- A student
- Military
- Retired
- Unable to work
- Prefer not to answer

6. Housing status

- Rent (Whole suite)
- Rent (Individual room)
- Rent (Other)
- Own
- Live at home (with no rent)
- Temporary housing (including couch surfing)
- Looking for housing
- Other (list)
- Prefer not to answer

7. How many people live in your household?

- 1
- 2-3
- 4-5
- 6+
- Other
- Prefer not to answer

APPENDIX 2: TROCHU DEVELOPER INTERVIEW GUIDE

The Rural Development Network has been engaged by the Town of Trochu to prepare a Land Use Policy Update Report with the purpose of providing recommendations on how to attract and support housing development in the Town.

The findings from this research will assist in responding to Trochu's need for diverse housing choice in the community. In a couple of the questions, we'll refer to results from our recent community survey to add to your comments about diverse housing development in Trochu.

The main purpose of this discussion is to understand the barriers and challenges that you currently face as you attempt to build housing in Trochu. We'd also like to discuss what tools and steps you believe could be used to foster stronger and more diverse housing development in the town.

1. Please provide a quick summary about the work your company does overall, as well as your work in Trochu.
2. If your company works in other municipalities, could you comment on the comparative ease of completing development / home building in Trochu?
3. In your opinion, how would you define housing diversity and housing choice?
4. Do you think housing diversity is important in smaller, rural communities such as Trochu? Why or why not?
5. How can the Town collaborate with developers/builders in achieving housing development and housing diversity in the community?
6. What other tools/approaches do you feel the Town of Trochu should explore to support the development of diverse housing types in the community?
7. In your opinion, what are the major barriers/challenges that currently impede housing development in Trochu?
8. What type of housing do you typically build in Trochu? Our community survey indicated that people desire single detached homes, but that they would also like to see more diverse housing types for rent (townhouses, duplexes, retirement homes). Based on these responses, would you consider diversifying the types of housing you build in Trochu?
9. What are the current drivers that contribute to the predominant development of single detached housing, as opposed to more diverse housing types in Trochu?
10. To what extent do you consider such things as income, age of occupants, number of bedrooms, number of people in the household as a method of determining the type of housing when you build in a town?
11. As part of Trochu's Economic Development Incentive Policy, do you feel this incentive is sufficient for supporting housing diversity and attracting more diverse housing development in Trochu?
12. Is there anything we have not covered today that you would like to address/speak more to?

APPENDIX 3: TROCHU REALTOR INTERVIEW GUIDE

The Rural Development Network has been engaged by the Town of Trochu to prepare a Land Use Policy Update Report with the purpose of providing recommendations on how to attract and support housing development in the Town.

The findings from this research will assist in responding to Trochu's need for diverse housing choice in the community. In a couple of the questions, we'll refer to results from our recent community survey to add to your comments about diverse housing development in Trochu.

The main purpose of this discussion is to understand the barriers and challenges that you've encountered in terms of finding housing in Trochu. We'd also like to discuss what tools and steps you believe could be used to foster stronger and more diverse housing development in the town.

1. Please provide a quick summary about your work overall, as well as your work in Trochu.
2. If you work in other municipalities, could you comment on the comparative ease of finding housing in Trochu?
3. In your opinion, how would you define housing diversity and housing choice?
4. Do you think housing diversity is important in smaller, rural communities such as Trochu? Why or why not?
5. What tools/approaches can the Town take to further collaborate with developers/builders in achieving housing development and housing diversity in the community?
6. In your opinion, what are the major barriers/challenges that currently impede housing development in Trochu?
7. Is there a certain type of housing that your clients ask for when looking for a home? Our community survey indicated that people desire single detached homes, but that they would also like to see more diverse housing types for rent (townhouses, duplexes, retirement homes). Based on these responses, would diversifying the types of housing in Trochu help your clients?
8. What types of clients are most likely to look for housing in Trochu - is there a common income-level, age-group. Is there a specific size of home that is being sought by these clients?
9. As part of Trochu's Economic Development Incentive Policy, do you feel this incentive is sufficient for supporting housing diversity and attracting more diverse housing development in Trochu?
10. Are there other incentives you've seen in other rural municipalities that have been effective in encouraging home-buyers to purchase a home in those communities?
11. Is there anything we have not covered today that you would like to address/speak more to?

APPENDIX 4: FOCUS GROUP INTERVIEW GUIDE

1. Please provide a quick summary about who you are, your involvement in the Trochu community, and your interest in this project.
2. How would you define housing diversity and housing choice? Is this important in smaller, rural communities - and what does that look like to you in the Trochu context?
3. How can the Town collaborate with developers/builders in achieving housing development and housing diversity in the community?
4. What other tools/approaches do you feel the Town of Trochu should explore to support the development of diverse housing types in the community?
5. In your opinion, what are the major barriers/challenges that currently impede housing development in Trochu?
6. Is there a certain type of housing that you think people are looking for in Trochu? Our community survey indicated that people desire single detached homes, but that they would also like to see more diverse housing types for rent (townhouses, duplexes, retirement homes). Do these survey responses align with your perception of housing needs in your community?
7. To what extent do you think things such as income, age of occupants, number of people in the household should be used as a method of determining the type of housing that is built in a town?
8. As part of [Trochu's Economic Development Incentive Policy](#), do you feel this incentive is sufficient for supporting housing diversity and attracting more diverse housing development in Trochu?
9. If you were to make recommendations for our report, what would you like to see? What are your needs and priorities for housing in Trochu?
10. Is there anything we have not covered today that you would like to address/speak more to?



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