

Housing NOW

Statement of Work

Project Name: Housing NOW Enhanced Homeshare Platform Pilot

Contractor Name: Southern Gulf Island Community Resource Centre

Dept./ Division: SSI/LCC Capital Regional District

Budget: **\$ 23,724.00**

Prepared by SGICRC Staff: Janey Rowland, PPA

Project Overview:

The Southern Gulf Island Community Resource Centre (SGICRC) and the Housing NOW (HN) Project aim to establish a streamlined, accessible Homeshare platform that enhances housing stability, fosters community connections, and promotes sustainable housing solutions for residents across Salt Spring and the Southern Gulf Islands.

Housing NOW is committed to expanding its capacity to provide tailored support for homeowners and tenants within the region. In response to evolving community needs, Housing NOW will implement key initiatives throughout 2025, focusing on digital innovation, enhanced Homeshare support, expanded communication strategies, housing education, and the development of a social enterprise model.

Scope of Work:

1. Improved Digital Platform

- Implement digital security features to increase homeowner confidence.
- Establish automated rent collection and secure deposit management.
- Integrate background checks and affordable tenant insurance services.

2. Enhanced Homesharer Support

- Expand facilitation of Homeshare services to match homeowners and tenants effectively.
- Conduct home inspections and provide direct homeowner support.
- Strengthen homeowner engagement to improve program participation.

3. Expanded Communication Strategy

- Develop targeted marketing campaigns to increase awareness and participation.
- Implement direct engagement efforts to improve community outreach.

4. Housing Education Initiatives

- Organize community conversations and produce podcast episodes to highlight long-term tenancy benefits.
- Conduct targeted initiatives to encourage pet-friendly rental opportunities.

5. Social Enterprise Development

- Research and develop the property management component of the Homeshare Registry platform.

- Explore funding partnerships to ensure long-term program sustainability.

Implementation Strategy:

To ensure the successful integration of these initiatives, Housing NOW will launch a **First-Year Pilot Program** with a primary focus on employer-driven workforce housing solutions. The pilot will include:

- Refinement of both digital and in-person support systems to enhance service delivery.
- Strengthening homeowner engagement through education and direct support.
- Developing sustainable and affordable workforce housing options tailored to regional needs.

By leveraging enhanced technological infrastructure alongside Housing NOW's on-the-ground expertise, this collaboration will create a scalable and sustainable Homeshare program that directly addresses the housing challenges of Salt Spring and the Southern Gulf Islands community.

SCOPE

In Scope	Out of Scope
SSI Homeshare Community Awareness Campaign	
Employer Driven Workforce Housing Campaign	
Digital Homeshare Platform Pilot	
Housing NOW Property Management Division	Initiating Property Management Division
Social Enterprise Framework Report	

PROJECT DELIVERABLES

	Deliverables
1.	Kitchen Table Conversations Guidebook - Distribution
2.	Property Management Component - Research and Development
3.	Social Enterprise Framework Report
4.	Digital Platform Pilot Six Month Review
5.	2025 HN Year in Review

TIMELINE

Milestones, etc.	Delivery Date
Digital Platform Pilot Initiation	March 2025
SSI Homeshare Community Awareness Campaign	April thru December 2025
Kitchen Table Conversations Guidebook Distribution	May 2025
Enhanced Platform Pilot Review	September 2025
Social Enterprise Framework Report	November 2025
2025 HN Year in Review	January 2026

BUDGET

Explanation	Amount
Program Management	\$4,520.00
SSI Coordinator	\$9,000.00
Print and Marketing	\$2,500.00
Digital Platform Licensing Fee	\$2,500.00
Travel & Accommodations	\$1,250.00
Administration 20%	\$3,954.00
TOTAL	\$ 23,724.00

Project Team

Role	Team Member	Implementation	Project Review
Project Sponsor	SGI CESC, SSI LCC		
CRD Project Manager	Justine Stark, CRD		
CRC Project Manager	Melody Pender, CRC	Management, Budget, Final Deliverables, and Program Oversight	

Program Manager	Janey Rowland, CRC	Creation, Coordination, and Execution of Project Plan Program Reporting	
Housing NOW Registry Coordinator	Jacqueline Dupuis, CRC	Execution of Registry Processes, Reporting, Communications, Homesharer Support	
Housing NOW SSI Coordinator	Adam Evanik	Execution of Program Directives, Reporting, Community Engagement, Homesharer Support	
SSI Island Associate	<u>TBD</u>	Coordinator Support, Community Engagement	
SGL Island Associates	Jeannine Georgeson, Galiano Roberta Cremonez, Mayne/Saturna	Coordinator Support, Community Engagement Homesharer Support	
Project Support	<u>TBD</u> , CRD	Advisory	

KEY STAKEHOLDERS

Stakeholder	Affected or interested	Role or Involvement
SGL, SSI EA - Capital Regional District	The project will help to address both short- and long-term housing shortages in the SGL and SSI Electoral Areas	I
SGL Community Economic Sustainability Commission	The project will create a functioning Housing Registry model that will facilitate numerous homesharing opportunities in the SGLs	C, A

SGI Tourism Partnership Society	The project will create opportunities for workforce housing in support of the entire region's visitor economy	C
SGI Community Resource Centre	The project will support community capacity building through the creation of workforce housing	PD, A
SSI, SGI Businesses and NPOs	The project will support functionality of community services and programs through the creation of workforce housing	I
SSI, SGI General Public	The project will help in the creation of immediate and affordable housing opportunities in the region	I

COMMUNICATIONS

Internal		
CRD Politicians		No
Management Teams		No
Specific Senior Management		No
External		
Public Consultation		No
Advertising		Yes
Politically sensitive updates		No

RISK ID.

	Risks Identification (related to scope, budget, schedule, etc.)	High Level risk Response (if Applicable)
1.		N/A
2.		N/A
3.		

WORK PLAN

Timeline	Description	Hours	Wage	Amount
March 1 - 30	Digital Platform: Team onboarding and platform orientation Community Awareness: Direct business outreach, Enhanced Advertising Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
April 1 - 30	Community Awareness: In person/online events, Canada Post direct outreach campaign Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
May 1 - 30	Community Awareness: In person/online events, Kitchen Table Conversation Guidebook distribution Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
June 1 - 30	Community Awareness: Social enterprise framework – research and development Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00

July 1 - 30	Community Awareness: In person/online events Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
Aug 1 - 30	Community Awareness: In person/online events Onsite inspections and documentation Project Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
Sept 1 - 30	Community Awareness: Social enterprise framework – research and development Digital Pilot review Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
Oct 1- 30	Community Awareness: In person/online events, Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1.000.00
Nov 1 - 30	Community Awareness: In person/online events Social enterprise framework – research and development Onsite inspections and documentation			

	Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1,000.00
Dec 1 - 30	Community Awareness: Consolidation of data Stakeholder reporting Onsite inspections and documentation Program Management SSI Coordinator	12 30	\$40.00	\$480.00 \$1,000.00
January 2026	2025 HN Year in Review Program Management	5	\$40.00	\$200.00

Additional Items

ITEM	DESCRIPTION	NEED		COST
Finance	Upon receipt of the initial CRC invoice		1 st disbursement	\$8,000.00
Finance	Upon receipt of HN platform pilot review		2 nd disbursement	\$8,000.00
Finance	Upon receipt of HN Year in Review		Final disbursement	\$7,724.00