



Media Release

Town of Midland launches Public Consultation on Affordable Housing

April 19, 2021 – Midland Council’s Task Force on Affordable Housing has launched its public consultation project. Engaging Midland, the Town’s engagement website, is hosting the online consultation, providing a virtual forum for all residents to participate in understanding Midland’s need for more affordable housing. In addition, the site provides information on the housing situation in Midland along with updates on measures being taken to build additional housing.

Council’s Task Force on Affordable Housing is looking for opportunities to increase the number of affordable housing units available in Midland. The Canada Mortgage and Housing Corporation (CMHC) reports that over the period from 2015 to 2019 the vacancy rate for rental row-housing and apartment units declined from 3.3% to 2.0%. The Task Force wants to see this trend reversed.

Launched in June 2020, Council’s Task Force was directed to seek options for addressing Midland’s affordable housing needs. Its objectives include encouraging new accessible and affordable housing. This mandate reflects Council’s recognition that the lack of such housing presents challenges to the wellbeing of our residents and economy.

The County of Simcoe has legislative responsibility for housing and manages many programs targeting social housing. Accordingly, the Task Force will focus on the segment of the affordable housing market known as “attainable housing” – housing not eligible for government social supports. This segment of the market is often referred to as the ‘missing middle’. The Task Force will coordinate its work with the County of Simcoe.

The Task Force’s initial work involved reviewing municipalities across Canada to understand how they addressed their housing challenges. All municipalities stressed the importance of active participation from residents. The launch of the public consultation on Engaging Midland starts this outreach process. In addition to information on the housing situation in Midland, links to resources that Council’s Task Force is using and updates on housing activities will be provided, and residents are encouraged to submit questions. The public consultation project will also include housing surveys and Town Hall meetings in the near future.

For full details please visit [EngagingMidland.ca/Councils-Task-Force-on-Affordable-Housing](https://engagingmidland.ca/Councils-Task-Force-on-Affordable-Housing)

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