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10-Year Housing & Homelessness Plan

2026-2036





Land Acknowledgement

We want to acknowledge the Traditional Territory of the Anishinaabek Nation: The People of the Three Fires known as Ojibway, Odawa, and Pottawatomie Nations. And further give thanks to the Chippewas of Saugeen, and the Chippewas of Nawash, now known as the Saugeen Ojibway Nation, as the traditional keepers of this land.

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Executive Summary of Plan

Priority #1: Addressing Homelessness

Goal #1 Prevent Homelessness

Strengthen eviction prevention, diversion, and tenant supports to keep residents housed.

Goal #2 Reduce Active Homelessness

Improve outreach, transition supports, and encampment response to move people from homelessness into housing.

Priority #2 Encourage Diverse Housing Options

Goal #3 Increase the supply of housing with supports

Develop a business case and leverage partnerships, funding, and existing housing stock to expand supportive and transitional housing.

Goal #4 Increase diverse housing options

Optimize the community housing portfolio and use partnerships, coordinated processes, and new incentives to increase affordable housing supply.

Goal #5 Sustain and optimize current housing stock

Sustain investment in community housing, home repair, and additional residential units to preserve and grow affordable housing stock.

Priority #3: Working Together

Goal #6 Strengthen system capacity and community awareness

Strengthen partnerships, landlord engagement, and community awareness, and establish a lived experience advisory committee to guide the system.

Goal #7 Improve coordinated decision-making

Strengthen data, Coordinated Access, and the By-Name List to drive evidence-based decisions, and build Indigenous partnerships for culturally appropriate housing pathways.



Introduction and Purpose of the Plan

Since 2019, homelessness has become increasingly visible in Bruce County and communities across Canada and the need for deeply affordable housing more apparent. Bruce County has experienced a mix of complex and interconnected trends, including an increase in the cost of living, a decrease in affordable housing options, and growing needs among vulnerable populations. While these pressures emerged against the backdrop of a global pandemic, they also created opportunities for innovation, strengthened collaboration among community partners, and a renewed focus on solutions that reflect the unique needs of Bruce County residents.



Vision

Developing this 10-year Housing and Homelessness Plan provides an opportunity to engage stakeholders, establish shared priorities, and identify collective actions for the future. Through a co-creative planning process, this plan reflects a collaborative approach to decision-making and recognizes that meaningful progress depends on shared accountability and coordinated effort.

A future where everyone in Bruce County has access to safe, affordable and diverse housing options, and where chronic homelessness is reduced to functional zero.

Our overarching goal is to achieve functional zero chronic homelessness in Bruce County. Functional zero does not mean homelessness will never occur. Rather, it means that homelessness is rare, brief, and non-recurring, and that the community has the capacity to quickly connect people experiencing homelessness to appropriate housing and supports.

Achieving functional zero requires a sustained focus on both inflow and outflow within the homelessness response system. Inflow refers to the number of people entering homelessness, while outflow refers to the number of people successfully moving from homelessness into stable housing. Success depends on reducing inflow through prevention and housing stability initiatives, while increasing outflow through coordinated access, housing solutions, and support services. When more people are housed than become homeless, the community moves closer to ending chronic homelessness and sustaining functional zero.

At the heart of both, this planning process and the implementation of the plan, is the recognition that many factors influencing housing and homelessness extend beyond the County's direct control. Achieving long-term success will require strong partnerships, ongoing collaboration, effective advocacy, and meaningful relationship building across all levels of government and within community. By working together, we can create a more responsive, inclusive, and effective housing system that ensures all residents have access to safe, stable and affordable housing.



What will success look like in 2036?

By 2036:

Chronic homelessness has been reduced to functional zero.

Every person experiencing homelessness is connected to Coordinated Access and a quality By-Name List.

Housing loss is actively mitigated through a coordinated eviction prevention system.

Supportive housing capacity has increased to meet identified community need.

Community housing stock has been preserved, optimized and increased.

Housing options exist across the full continuum, including emergency shelter, supportive housing, affordable rental housing, community housing, below-market homeownership, and market housing.

Indigenous households have access to culturally appropriate housing supports and pathways.

Housing and homelessness decisions are guided by real-time system performance data.

About Bruce County

Bruce County is an upper-tier municipality comprising eight local municipalities across three distinct regions. Located between the shores of Lake Huron and Georgian Bay, the County is renowned for its shorelines, farmland and hiking trails.

The Peninsula region has a strong focus on tourism and seasonal patterns with a smaller permanent population and a higher summer population. It is comprised of two municipalities, Northern Bruce Peninsula and South Bruce Peninsula.

The Lakeshore region is the most densely populated region in the County and is comprised of two municipalities, Kincardine and Saugeen Shores. Employment trends significantly influence housing types and availability across this region.

The Inland region is a predominantly rural and agricultural community with moderate population growth. The Inland region is comprised of four municipalities Arran-Elderslie, Brockton, Huron-Kinloss and South Bruce.

Bruce County is situated entirely within the traditional territories of the Chippewas of Saugeen First Nation and the Chippewas of Nawash Unceded First Nation, collectively referred to as Saugeen Ojibway Nation (SON). Bruce County is committed to pursuing and embracing its relationships and exploring reconciliation pathways with indigenous peoples and organizations. These relationships will appropriately reflect the distinct rights, cultures, histories, and experiences of Indigenous peoples throughout Bruce County's service area.

With a population of **73,396** spread over **4,076** square kilometers, Bruce County must respond to varied local needs across a large geographic area while supporting equitable access to services for residents in all three regions. The geographic and demographic complexity underscores the importance of adaptable planning, collaboration, and innovative service delivery.

Current Context

*In 2023, Bruce County engaged KPMG to complete a **Demographic Housing Study** to better understand the County's changing demographic characteristics, current and future housing supply and demand, key housing gaps/issues, and key factors affecting housing demands, supply and affordability issues.*

Key findings of the study included:

▲ 4%
Dwelling growth between 2016 & 2021

Population increase of

▲ 7.7%
between 2016 & 2021





30% of income

82%
of residents are homeowners

18% are renters in Bruce County, compared to Ontario 68.4% are homeowners and 31.6% are renters

Average monthly housing costs in Bruce County rose by 12% for homeowners and 23% for renters (between 2016 & 2021)



45% of renters spend more than 30% of income on housing and 18% of renters spend over 50% on housing

Building the Housing Continuum: Housing Targets for 2026-2036

In December 2025, SHS Inc. prepared a report outlining 10-year housing targets for Bruce County. The targets focus on population, household and housing needs for the period from 2026 to 2036. They recognize that Bruce County will continue to experience population and employment growth, and they will help guide future planning, coordination and investment across the housing system.

The housing targets are intended to guide planning, investment, and service delivery based on the information available at the time of development. As new Census data, population and household growth studies, forecasts related to major development projects, and emerging community needs become available, these targets will be reviewed and refined. This approach will help ensure that the plan remains responsive to local conditions and reflects both current realities and future housing needs. Recognizing that housing demand and local conditions evolve over time, **the targets in this plan should be understood as dynamic benchmarks that will be updated to reflect the most current evidence and community context.**

The Housing Targets Report identifies the need for **4,040** new housing units by 2036 to meet forecasted growth. The targets are intended to ensure future housing supply reflects the full range of community needs, including people experiencing homelessness, households living in core housing need, moderate-income workers, seniors, families, and prospective homebuyers. The targets support an integrated housing system that includes emergency and transitional supports, supportive housing, community housing, affordable rental housing, below-market ownership opportunities, market rental housing, and homeownership options.

Key Housing Need Trends

Several important trends are driving housing demand in Bruce County:

- Continued population and employment growth is expected throughout the planning period.
- Demand for rental housing will increase as renter households grow faster than owner households.
- A greater diversity in housing forms, including medium- and high-density development focused on increasing the supply of rental housing, will account for a larger share of future development.
- Housing affordability remains a significant challenge across all income groups, and particularly for renter households and low-income residents.

The report projects that renter households will continue to grow over the next decade, increasing from 19.9% of households in 2026 to 22.4% by 2036. This trend reinforces the need for additional rental housing, supportive housing, community housing and affordable housing options across the county.



County-Wide Housing Targets

The housing targets establish the following unit requirements across the housing continuum between 2026 and 2036:

The targets call for approximately **1,150** rental units, including supportive, transitional, community, below-market rental, and market rental housing, as well as **630** below-market and affordable ownership opportunities. Together, these targets recognize that increasing overall supply alone will not address affordability or homelessness unless housing is delivered across the entire housing continuum.

Target Household Group(s)		Total	Transitional Housing	Supportive Housing	Community/ Social Housing	Below-Market Housing		Private Rental	Home Ownership
			Very Low Income Low Income Renters	Very Low Income/ Low Income Renters With Additional Needs	Low Income Renters	Moderate Income		Median Income Renters	High Income Renters
						Renters	Owners		
Bruce County 10-Year Housing Targets (Units)		4,040	10	50	460	410	220	790	2,100
Targets by Type	Low Density	2,145	10	-	-	110	190	190	1,655
	Medium Density	1,035		20	250	75	25	275	380
	High Density	860		30	210	225	5	325	65
Targets by Size	Less than Two Beds	895	10	40	230	125	5	320	140
	Two Beds	915		10	140	140	45	235	350
	More than Two Beds	2,230		-	90	145	150	235	1,610

Moving from Targets to Action

The Housing Targets Report identifies expansion of non-market housing as a critical component of the County's homelessness response. By 2036, Bruce County will require a minimum of:

460
new community/social housing units

50
additional supportive housing units

10
additional transitional housing units

These housing types are intended to serve households with the greatest needs, including individuals experiencing homelessness, people with mental health or addictions challenges, individuals with developmental or physical disabilities, and very-low- and low-income households.

Expanding supportive and transitional housing will reduce pressure on emergency shelter supports by increasing the supply of housing options that help vulnerable residents achieve long-term stability.



Developing transitional and supportive housing in Bruce County, along with expanding community housing, will provide more deeply affordable options for households with significant housing needs.

Achieving these targets will require coordinated action among Bruce County, local municipalities, provincial and federal governments, non-profit housing providers, co-operatives, land trusts, and private developers.



Key implementation priorities include:

- Preserving existing affordable and community housing stock.
- Increasing the supply of supportive, transitional, and community housing.
- Leveraging federal and provincial housing programs and funding opportunities.
- Identifying and prioritizing surplus public lands for housing development.
- Aligning local planning, approvals, and financial incentives to support affordable housing.
- Encouraging purpose-built rental development and a broader range of housing forms, including townhouses, apartments, and additional residential units.
- Exploring innovative financing approaches, including partnerships and community investment models.

The **Bruce County Housing Targets Report (2026-2036)** provides an indication of what success looks like to address housing affordability and homelessness in Bruce County. Working to achieve these targets will help ensure that residents across all income levels and stages of life have access to safe, suitable, affordable housing while supporting economic development, community well-being, and long-term growth.

Housing Targets – Monitoring and Updates

Bruce County is a community that is positioned well to experience sustained population and employment growth. Provincial and federal investments in large scale infrastructure projects may occur in the County over the life of this Plan.

It is acknowledged that population and employment growth associated with large-scale infrastructure projects can put pressure on the housing system where there are housing affordability challenges, low vacancy rates, rising home prices, and growing demand for supportive and affordable housing already present.

The County commits to updating growth forecasts and housing needs assessment in order to support a coordinated response from all levels of government, project proponents, housing providers, and the development sector to have housing options available across the housing continuum to meet project and community needs. Any such updates will be reflected in a 5-year update to this plan, as well as in annual reports.

Creating vibrant, inclusive, and complete communities, involves supporting a diverse range of housing options to meet the needs of residents in all life stages.

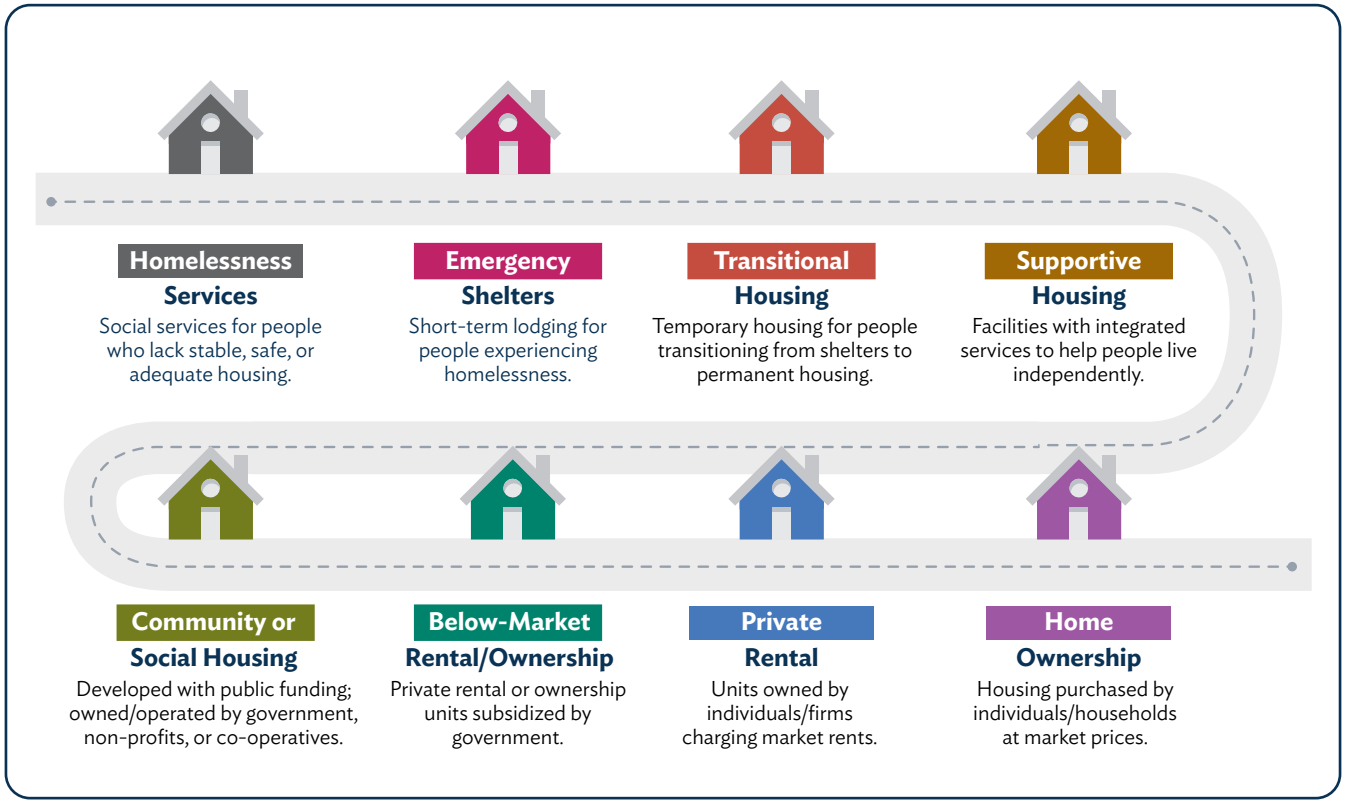


Bruce County as Housing and Homelessness Service System Manager

As a Service System Manager, Bruce County is responsible for delivering and administering provincially mandated housing programs, along with initiatives designed to prevent and address homelessness.

This role is established under Ontario's Housing Services Act, 2011 and related provincial legislation and regulations, which designate Service Managers as responsible for planning, funding, and administering housing and homelessness programs within their service areas.

Bruce County Human Services both directly delivers and contracts the delivery of a broad range of integrated programs designed to support the well-being of people across our communities. These services are grounded in an equitable, person-centered approach that helps individuals access support that reflects their needs.



Within the continuum of housing, the Housing Services Division delivers programs and services that support affordable housing, housing stability supports, emergency shelter and homelessness solutions. These services are delivered in alignment with provincial policy and legislative requirements, while also responding to local housing and homelessness needs identified across Bruce County.

Bruce County administers and funds housing and homelessness programs and services through the province's **Homelessness Prevention Program (HPP)**. HPP aims to prevent, address, and reduce homelessness by improving access to adequate, suitable, and affordable housing linked to flexible support services based on people's needs.

To support needs across the housing continuum,

Bruce County is focused on taking action to create conditions locally to increase supply and impact affordability of housing.





Working Within Our Spheres of Influence

Housing and homelessness are complex issues influenced by many interconnected factors, not all of which are within Bruce County's direct authority or control.

In developing this Plan, careful consideration was given to the County's role as Service Manager, the responsibilities shared with local and regional partners, and the broader system conditions that affect housing and homelessness outcomes.

This understanding shaped the way the Plan's activities were developed. The actions included in the Plan are intended to be practical, achievable, and focused on areas where Bruce County can lead, support, influence, or work collaboratively with partners. At the same time, the Plan recognizes that some of the pressures affecting housing and homelessness are driven by decisions, markets, policies, and systems beyond the County's direct control.

1. **Direct Control:** Actions that Bruce County can lead and implement through its legislated responsibilities, programs, funding, policies, and service delivery.
2. **Shared Influence:** Actions that require collaboration among municipalities, community organizations, Indigenous partners, health and social service providers, landlords, developers, employers, and other stakeholders. These are areas where coordinated partnerships can have the greatest impact.
3. **Broader Systems Change:** Factors shaped by provincial and federal policy, economic conditions, health systems, labour markets, and housing markets. While these factors may be outside local control, Bruce County and its partners can advocate collectively, share evidence, and champion solutions that reflect local needs. Decisions and pressures within these broader systems often create downstream impacts that are felt locally through increased housing demand, affordability challenges, service pressures, and changes in community well-being. As a result, local partners must often adapt and respond to challenges that originate beyond their direct influence.

By clearly identifying these roles and spheres of influence, Bruce County and its partners can focus efforts on actions that are within reach and most likely to contribute to meaningful local progress. The Plan also acknowledges that broader system pressures will continue to affect local housing and homelessness outcomes. As a result, continued collaboration, evidence-informed advocacy, and coordinated action will be essential to addressing the factors that extend beyond the County's direct authority.

Together, we can build a more coordinated, responsive, and inclusive housing system that improves outcomes for everyone in Bruce County.

Community Partnerships

While Bruce County is committed to using all available tools as a Service Manager to respond to housing and homelessness, we recognize that we cannot do it alone. Creating a housing system where everyone has the opportunity to secure and maintain safe, suitable, and affordable housing requires collective action across sectors, organizations, and communities.

This Plan is intended to be a community plan that reflects the priorities, expertise, and aspirations of the many partners who influence housing outcomes. Municipal governments, Indigenous serving organizations, housing providers, health care organizations, social service agencies, employers, schools, emergency services, community groups, and residents all play an important role in strengthening our housing and homelessness system.

No single organization has the authority, resources, or expertise to solve housing and homelessness on its own. However, by working together and aligning our efforts, we can create meaningful change. Strong partnerships help us identify gaps, coordinate services, leverage resources, and develop innovative solutions that better meet the needs of individuals and families across Bruce County.



Community Stakeholder Engagement

Bruce County engaged Overlap Associates to undertake a community informed, human-centred engagement process to support the development of the Housing and Homelessness Plan. Together, community engagement workshops, and key informant interviews were conducted. Engagement continues regularly with sector leads and community partners around several local tables including the Grey Bruce Homelessness Response Steering Committee, Grey Bruce Community Safety and Wellbeing and the Poverty Task Force. Input from various engagement opportunities with residents, service providers, local municipalities, and other system partners, helped identify priorities and shape goals and actions.



Stakeholder engagement will be at the core of implementing this Plan. Housing and homelessness are complex, system-wide challenges that require shared ownership across the housing, homelessness, health, social services, and community sectors. Ongoing engagement helps strengthen coordination, align priorities, and build accountability for results. It also ensures actions remain responsive to changing local needs and are informed by people with lived and living experience. Bruce County will continue to create regular opportunities for collaboration and feedback throughout the life of the Plan.

Foundational insights gathered through stakeholder engagement sessions:



01 **We require a diverse mix of housing** including affordable, supportive, and transitional housing options with housing environments that help residents feel connected to community.

02 **We need to maintain** our current community housing stock.

03 **Housing and homelessness are complicated issues and resolving them requires a collective effort;** we cannot address this in isolation.

04 **Addressing the complexity of this challenge requires advocacy, accountability, and coordination** across all levels of government.

Strong community partners are essential to the successful delivery of housing and homelessness services. By working collaboratively with local municipalities, service providers, community agencies and other stakeholders, Bruce County is better able to respond to emerging needs, to coordinate supports and create more effective and sustainable housing solutions. These partnerships strengthen service delivery and enhance community capacity to help ensure individuals and families receive the right support at the right time.

Looking Back 2019-2026

Since the launch of the last Housing and Homelessness Plan, significant progress has been made toward strengthening our local housing system and addressing the diverse needs of residents across the community. Through strong partnerships, targeted investments, and a shared commitment to housing stability, we have expanded affordable housing options, enhanced homelessness prevention and support services and improved access to programs that help people find and maintain housing. This section highlights the work accomplished, the impact achieved, and the lessons learned as we continue building a community where everyone has an opportunity to live in safe, suitable, and affordable housing.

Diverse Supply

- Increased affordable housing stock with a new 35-unit apartment building in the Municipality of Kincardine.
- Advanced land acquisition and design work to undertake a new community housing build in the inland region.
- Created the Glenwood Apartment Pilot Program – in partnership with Canadian Mental Health Association (CMHA), provides dedicated support services to six tenants moving from homelessness. This program focuses on life skills development to assist with housing sustainability.
- Implemented a priority housing policy that ensures one in every ten housing offers are made to individuals currently experiencing homelessness and registered on the By-Name List.
- Maintained rental subsidies to help residents access and maintain stable housing.
- Expanded partnerships to support new housing initiatives and strengthen coordinated responses to local housing needs.
- Developed and implemented an Affordable Additional Residential Unit (ARU) funding program, increasing affordable rental supply and supporting gentle diversity in existing neighbourhoods.
- In collaboration with Saugeen Shores, established a Municipal Housing Allowance program to increase affordability for qualifying residents of Saugeen Shores.

Increased affordable housing stock with a new 35-unit apartment building in the Municipality of Kincardine.

Partnerships & Collaboration

- Partnered with the YMCA of Owen Sound Grey Bruce to reduce reliance on emergency shelter by accelerating housing placements and introducing a rural homelessness diversion model.
- Integrated employment services to help Ontario Works recipients transition toward financial independence and long-term stability.
- The Community Safety and Well-Being program launched the Situation Table for Acutely Elevated Risk (STAR) that brings together police services, health care and other community partners to provide timely, coordinated interventions and wraparound support for highly vulnerable residents.
- Developed and implemented the Bruce County Outreach program in various locations across the county, where residents can directly access information, referrals, and support related to housing, income assistance, and basic needs from various community partners, all in one location.
- Partnered with Grey County to create a Coordinated Access System to respond to people experiencing homelessness and quality By-Name List. Co-chaired the Homelessness Response Steering Committee.
- Partnered with the YMCA of Owen Sound Grey Bruce to create a local model for Rural Homelessness Response.
- Partnered with local municipalities, emergency services and community organizations to create a Homelessness & Encampment Response protocol.

Maintain Existing Community Housing Stock

The preservation and long-term sustainability of existing community housing stock has also remained a key priority. Bruce County continues to focus on initiatives that support the 699 units operated by the Bruce County Housing Corporation including the following:

1. **Expansion of current technological capacity** with the addition of new modules to improve operational efficiency.
2. **Modernization and accessibility upgrades** to support aging tenants and disability needs.
3. **Integrated supportive housing within existing stock** by partnering with Canadian Mental Health Association (CMHA) to provide 6-units of supported transitional housing.

Housing and Homelessness Strategic Priorities

Working Toward Our Priorities

The following priorities, goals, activities, and measures provide a roadmap for advancing Bruce County's Housing and Homelessness Plan over the next ten years. They reflect what we heard through community and stakeholder engagement, the County's role as Housing and Homelessness Service System Manager, and the shared responsibility required to improve housing outcomes across Bruce County.

This framework is designed to guide action, support coordination, and measure progress. It recognizes that meaningful change will require both immediate and long-term efforts, including preventing homelessness, expanding housing options, strengthening partnerships, improving system coordination, and using data to guide decisions.

Each priority area identifies the goals we are working toward, the activities that will help move the work forward, and the measures that will be used to monitor progress over time. Together, these priorities will help focus local efforts and support the shared vision of a future where everyone in Bruce County has access to safe, suitable, affordable housing and the supports they need to remain housed.

Goals

Goals describe the outcomes Bruce County and community partners are working toward. They provide clear direction for each priority area and help define what progress should look like over the life of the Plan.

Activities

Activities are the key steps, initiatives, partnerships, and areas of work that will help advance each goal. They identify how Bruce County and its partners will move from planning to implementation.

Measures by Goal

Measures by Goal identify how progress will be monitored over time. They may include targets, milestones, service data, system indicators, or other ways of tracking whether activities are contributing to improved housing and homelessness outcomes.

Priority Areas

1. Addressing Homelessness

Goal 1: Prevent Homelessness

Activities	Measures (Targets)
• Strengthen and expand eviction prevention services through enhanced community partnerships, referral pathways, access points, and outreach efforts to help residents maintain their housing. • Leverage internal and external partnerships to advance age-friendly housing solutions that help residents age in place. • Review and continually improve the standard operating procedures and process for supporting community housing tenants on evidence-based results. • Implement strategies to improve subsidy retention and continuity, ensuring available funding is fully utilized to help households maintain their housing. • Implement a homelessness diversion framework to reduce entries into homelessness.	• % of individuals identified as at risk of homelessness that receive homelessness prevention support. • % of individuals that remain housed 12 months after receiving prevention assistance. • % of BCHC tenant requests addressed within established service standards. • Number of individuals diverted from shelter entry into safe and stable housing.

Goal 2: Reduce Active Homelessness

Activities	Measures (Targets)
• Evaluate Bruce County Outreach services to identify opportunities to improve accessibility, strengthen early intervention supports, and improve housing outcomes. • Establish and monitor consistent transition support practices that connect individuals moving from homelessness to housing with the services needed to sustain their housing. • In collaboration with municipal partners, implement the Homelessness and Encampment Response Protocol to provide a coordinated and timely response to unsheltered homelessness. • Continue to invest in rental subsidy programs to make private market rentals more affordable.	• Number of individuals experiencing chronic homelessness. • % of individuals receiving rent subsidies that remain housed after 12 months. • % increase in the number of individuals moving from the BNL to housing. • Number of individuals from the BNL housed in BCHC units through the prioritization policy. • % of individuals housed from homelessness that do not return to homelessness within 12 months.

2. Encourage Diverse Housing Options to Meet Demand

Goal 3: Increase the supply of housing with supports

Activities	Measures (Targets)
• Develop a business case and implementation plan for supportive housing in Bruce County, including service model, partnership, funding, and site considerations. • Expand partnerships with health and social service providers to enhance access to housing with supports. • Leverage funding and investment opportunities to facilitate the development of new supportive and transitional housing units. • Assess existing housing stock to determine suitability for conversion to supportive and transitional housing.	• Number of new supportive and transitional housing units created toward the 2036 targets. • Number of sites or units identified for conversion to, or development as, supportive or transitional housing. • Number of formal partnership agreements established to provide supports for housing with supports.

Goal 4: Increase diverse housing options

Activities	Measures (Targets)
• Develop a Bruce County Housing Corporation portfolio plan to optimize unit types, sizes, and locations across the County. • Integrate community and municipal partners into housing planning to support creation of diverse housing options that meet local needs. • Formalize and maintain cross-departmental protocols and standard operating procedures that support coordinated action to create conditions that increase housing supply and improve affordability. • Share tools and information on innovative housing technologies with municipal partners, developers and housing providers to support the creation of affordable housing. • Develop an Affordable Housing Community Improvement Plan that could include a grant or forgivable loan program for non-profit housing providers to encourage creation of more affordable housing units.	• Number of new community and social housing units created toward the 2036 targets. • Number of new below-market housing units created toward the 2036 targets. • Total number of new housing units created across the housing continuum toward the 2036 targets. • Number of housing projects supported by the County through financial incentives, policy tools, planning supports, or partnership activities.

Goal 5: Sustain and optimize current housing stock

Activities	Measures (Targets)
• Protect community housing and rent-geared-to-income households by continuing investment in repairs and maintenance. • Continue financial commitments for the Home Repair program for low- and moderate-income homeowners to help them sustain safe and affordable housing. • Collaborate with local municipalities to advance identified projects that support the creation and retention of affordable housing stock. • Provide sustainable funding for an Affordable Additional Residential Units program to expand affordable rental supply.	• Annual amount invested in the Home Repair program. • Annual amount invested in community housing capital upgrades. • % of community housing units preserved through repair, maintenance, or capital investment. • Number of additional affordable rental units created through County-supported programs or funding opportunities.

3. Working Together

Goal 6: Strengthen system capacity and community awareness

Activities	Measures (Targets)
• Support housing system knowledge exchange and best practice sharing. • Share clear information with municipal partners and stakeholders on available housing pathways, supports, and resources that help individuals access and maintain housing. • Grow landlord partnerships through training, best-practice sharing, and County partnership incentives. • Coordinate partner services that support successful tenancies and long-term housing stability. • Share Bruce County housing expertise with non-profit housing providers supporting tenants. • Pursue sustainable funding and cross-sector investment opportunities. • Establish a lived/living experience advisory committee to inform planning, service design, evaluation, and communications. • Lead a community information campaign on the need for diverse housing options that meet the needs of all residents.	• % of participating partners reporting increased capacity to provide first-contact support through the no wrong door approach. • Number of collaborative training or knowledge-exchange opportunities delivered to partners. • Number of landlords participating in training, best-practice sharing, or partnership activities. • Number of partner organizations participating in housing and homelessness working groups.

Goal 7: Improve coordinated decision-making

Activities	Measures (Targets)
• Improve data collection, sharing, and reporting across housing and homelessness programs to support system planning. • Strengthen Coordinated Access and referral pathways to improve timely access to housing and support services. • Develop a data strategy to guide performance monitoring, reporting, and decision-making. • Implement a Bruce County-led Homelessness Management Information System (HMIS) to coordinate service delivery and system performance monitoring. • Align local practices with sector-leading approaches to establish and sustain a quality By-Name List. • Strengthen partnerships with Indigenous rights holders and organizations to improve culturally appropriate housing pathways and stability for Indigenous households.	• Number of shared referral pathways or protocols implemented to improve coordinated access to housing and support services. • % of homelessness service providers actively using Bruce County's HMIS for service coordination and performance monitoring. • % of homelessness service providers participating in the Coordinated Access System. • % of applicable By-Name List data quality standards met and maintained.



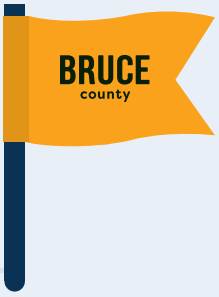
Conclusion

This Housing and Homelessness Plan provides a high-level strategic framework to guide our collective efforts over the life of the plan. It establishes a clear vision and priorities that will support the development of responsive, inclusive, and sustainable housing solutions while addressing the evolving needs of individuals and families across our communities.

Successful implementation will require ongoing collaboration among community agencies, service providers, Indigenous partners, housing providers, government stakeholders, and other key partners who play a critical role in advancing the actions identified in this plan. Through shared commitment and coordinated efforts, we can work toward meaningful and lasting progress.

Progress on the Plan will be monitored and reported through annual updates to Council, providing transparency, accountability, and opportunities to assess achievements and emerging needs. Reporting will also be completed in accordance with provincial requirements to ensure alignment with legislative and policy expectations.

As community needs and circumstances continue to evolve, this Plan will serve as a living framework that guides decision-making, strengthens partnerships, and supports continuous improvement. Together, we will work toward a future where all residents have access to safe, affordable, and appropriate housing and the supports they need to thrive.



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