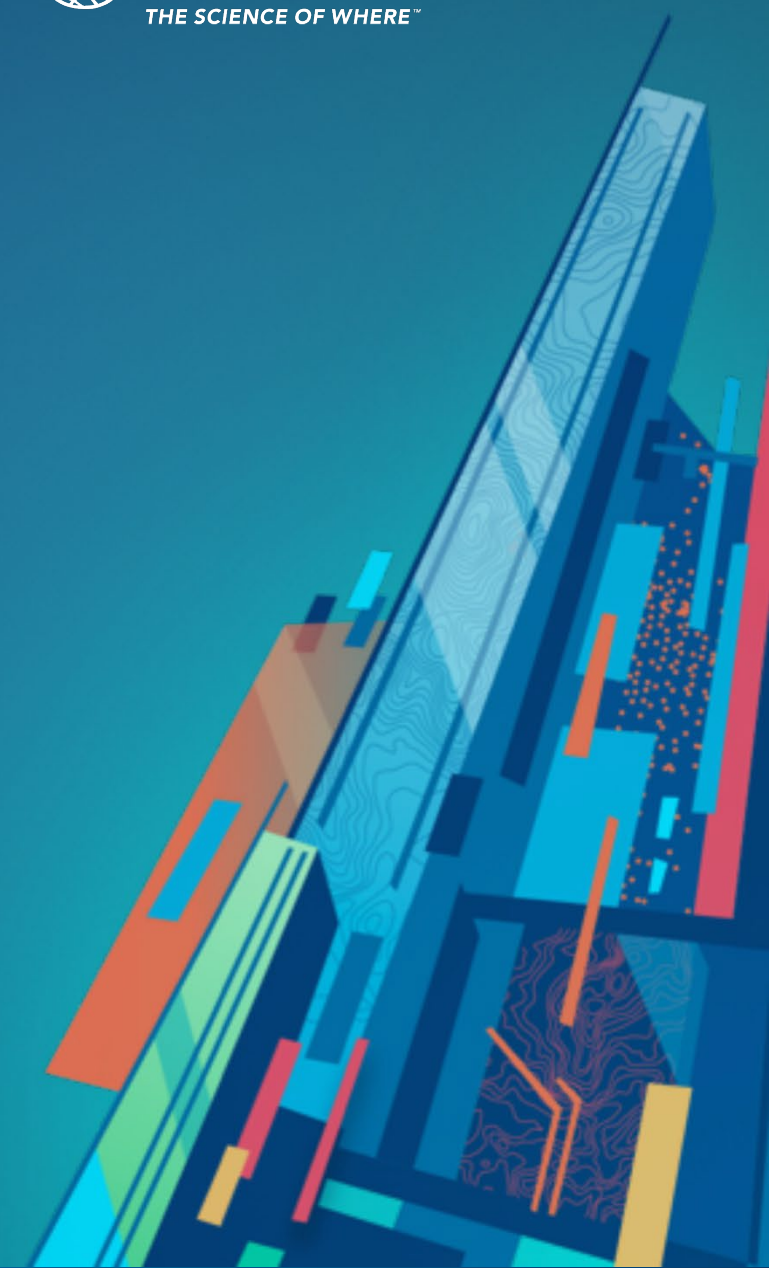


Driving Housing Solutions: Empowering Municipalities with Planning Data

April 16 2024



Today's Speakers



Monika Jaroszonek
Managing Director,
Planning & Housing Division



Katharine Stanbridge
Industry Engagement Manager
Planning & Housing Division

Agenda

1. Overview
 - a. Why & Why now?
 - b. Challenges facing municipalities
 - c. Our data & collaboration thesis
2. Ratio.City Demo
 - a. **USE CASE 1** - a municipal planner preparing for a Pre Application meeting
 - b. **USE CASE 2** - site identification of city owned land for densification
 - c. **USE CASE 3** - Private Developer conducting early stage due diligence for a potential site
3. Q&A

Why Now?

Canada is facing a generational housing supply crisis

DEMAND



\$1T

**3.5M OF 5.8M
HOMES SHORT BY 2030**

SUPPLY



Typical Planning Processes from Municipal perspective



Housing Accelerator Fund Objectives:

Eliminate zoning restrictions

Develop affordable housing community improvement plans

Design and implement guidelines

Make municipally owned lands available for housing

Increase process efficiency

Prioritize or enhance the development approval process

Progress and outcome reporting

Typical Planning Processes from Municipal perspective



Esri Canada **Planning & Housing Division** solutions



*Multiple levels of government

How we solve the housing supply problem

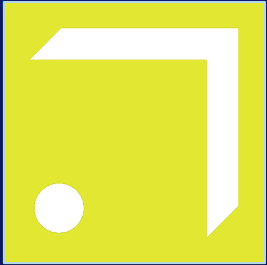
PRIVATE & NFP HOUSING SECTOR

PUBLIC SECTOR



About Ratio.City

Stand-alone subscription software



What is Ratio.City?

- Easy to use data and analysis for urban planners and real estate developers to understand where they can build and what they can build.
- It works right of the box, no set up, no implementation or professional services required
- Core value proposition is 'data as a service'
- Stand-alone application
- Data is hosted in Canada

Ratio.City

Who we can help and what we are solving for

WHO

1. CRE professionals: real estate developers, REITs, asset managers
2. Land use Professionals: urban planners, architects, engineers, municipal lawyers
3. City staff: planners in Pre-Application Consultation and Development Review

PROBLEM

Planning processes and policies are complicated and constantly changing.

Land use professionals in both public and private sector spend a lot of time trying to find the information they need to answer:

- Where can we build?
- What can we build?

SOLUTION

Everyone need data at their fingertips to deliver desired outcomes.

More certainty through increased **DATA transparency & TIME saving** will **reduce the risk** involved in development for everyone.

HOW

Our SaaS helps our users:

EXPLORE data and understand land use policies and urban structure.

LOCATE – strategically identify opportunities for infill development.

DEVELOP – analyze sites and see built form impact and potential **housing outcomes** in seconds with minimal training.

Ratio.City

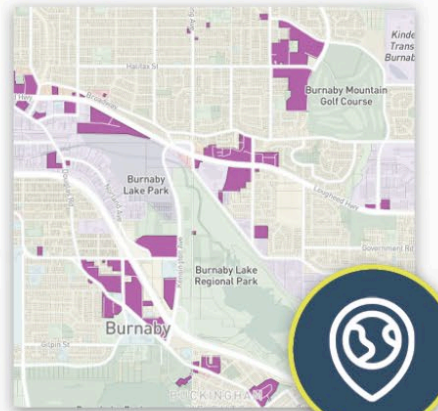
Unlock city data. Optimize decisions. Accelerate development approvals.



EXPLORE

Uncover hidden potential

Our web-based GIS software lets you easily compare parcel and policy data in just a few clicks.



LOCATE

Pinpoint opportunities

Advanced search filters allow you to quickly find and assess locations based on specific criteria.



DEVELOP

Derive valuable insights

Our 3D massing tools are designed to help you model scenarios and conduct deep site analysis.

Demo

Hypothetical situations to demonstrate a variety of potential use cases

Example 1:

- Municipal Planner “Emily” preparing for Pre Application consultation with potential applicant interested in building a purpose built rental building

Example 2:

- City staff looking to identify appropriate sites to meet housing pledge targets

Example 3:

- Private sector real estate developer evaluating potential housing site

> DEMO

Ratio.City – Example 1: Planner “Emily” in Vancouver

Who we can help and what we are solving for

WHO

1. CRE professionals: real estate developers, REITs, asset managers
2. Land use Professionals: urban planners, architects, engineers, municipal lawyers
3. City staff: planners in Pre-Application Consultation and Development Review

PROBLEM

Planning processes and policies are complicated and constantly changing.

Land use professionals in both public and private sector spend a lot of time trying to find the information they need to answer:

- Where can we build?
- What can we build?

SOLUTION

Everyone need data at their fingertips to deliver desired outcomes.

More certainty through increased **DATA transparency & TIME saving** will **reduce the risk** involved in development for everyone.

HOW

Our SaaS helps our users:

EXPLORE data and understand land use policies and urban structure.

LOCATE – strategically identify opportunities for infill development.

DEVELOP – analyze sites and see built form impact and potential **housing outcomes** in seconds with minimal training.

Ratio.City – Example 2: site identification in Calgary & Victoria

Who we can help and what we are solving for

WHO

1. CRE professionals: real estate developers, REITs, asset managers

2. Land use Professionals: urban planners, architects, engineers, municipal lawyers

3. City staff: planners in Pre-Application Consultation and Development Review

PROBLEM

Planning processes and policies are complicated and constantly changing.

Land use professionals in both public and private sector spend a lot of time trying to find the information they need to answer:

- Where can we build?
- What can we build?

SOLUTION

Everyone need data at their fingertips to deliver desired outcomes.

More certainty through increased **DATA transparency & TIME saving** will **reduce the risk** involved in development for everyone.

HOW

Our SaaS helps our users:

EXPLORE data and understand land use policies and urban structure.

LOCATE – strategically identify opportunities for infill development.

DEVELOP – analyze sites and see built form impact and potential **housing outcomes** in seconds with minimal training.

Ratio.City – Example 3: “Developer Dan”

Who we can help and what we are solving for

WHO

1. CRE professionals: real estate developers, REITs, asset managers
2. Land use Professionals: urban planners, architects, engineers, municipal lawyers
3. City staff: planners in Pre-Application Consultation and Development Review

PROBLEM

- Planning processes and policies are complicated and constantly changing.
- Land use professionals in both public and private sector spend a lot of time trying to find the information they need to answer:
- Where can we build?
 - What can we build?

SOLUTION

- Everyone need data at their fingertips to deliver desired outcomes.
- More certainty through increased **DATA transparency & TIME saving** will **reduce the risk** involved in development for everyone.

HOW

Our SaaS helps our users:

- EXPLORE** data and understand land use policies and urban structure.
- LOCATE** – strategically identify opportunities for infill development.
- DEVELOP** – analyze sites and see built form impact and potential **housing outcomes** in seconds with minimal training.

Ratio.City

Who we can help and what we are solving for

WHO

1. CRE professionals: real estate developers, REITs, asset managers

2. Land use Professionals: urban planners, architects, engineers, municipal lawyers

3. City staff: planners in Pre-Application Consultation and Development Review

PROBLEM

Planning processes and policies are complicated and constantly changing.

Land use professionals in both public and private sector spend a lot of time trying to find the information they need to answer:

- Where can we build?
- What can we build?

SOLUTION

Everyone need data at their fingertips to deliver desired outcomes.

More certainty through increased **DATA transparency & TIME saving** will **reduce the risk** involved in development for everyone.

HOW

Our SaaS helps our users:

EXPLORE data and understand land use policies and urban structure.

LOCATE – strategically identify opportunities for infill development.

DEVELOP – analyze sites and see built form impact and potential **housing outcomes** in seconds with minimal training.

How we solve the housing supply problem

PRIVATE & NFP HOUSING SECTOR

PUBLIC SECTOR



Q&A

Get in touch with your Account Manager to schedule a more detailed demo

Questions?

Monika Jaroszonek

Managing Director,
Planning & Housing Division
mjaroszonek@esri.ca

Katharine Stanbridge

Industry Engagement Manager
Planning & Housing Division
Kstanbridge@esri.ca