

MARCH/APRIL 2021



FRPO'S **FAIR EXCHANGE** OF  
RENTAL INDUSTRY NEWS 

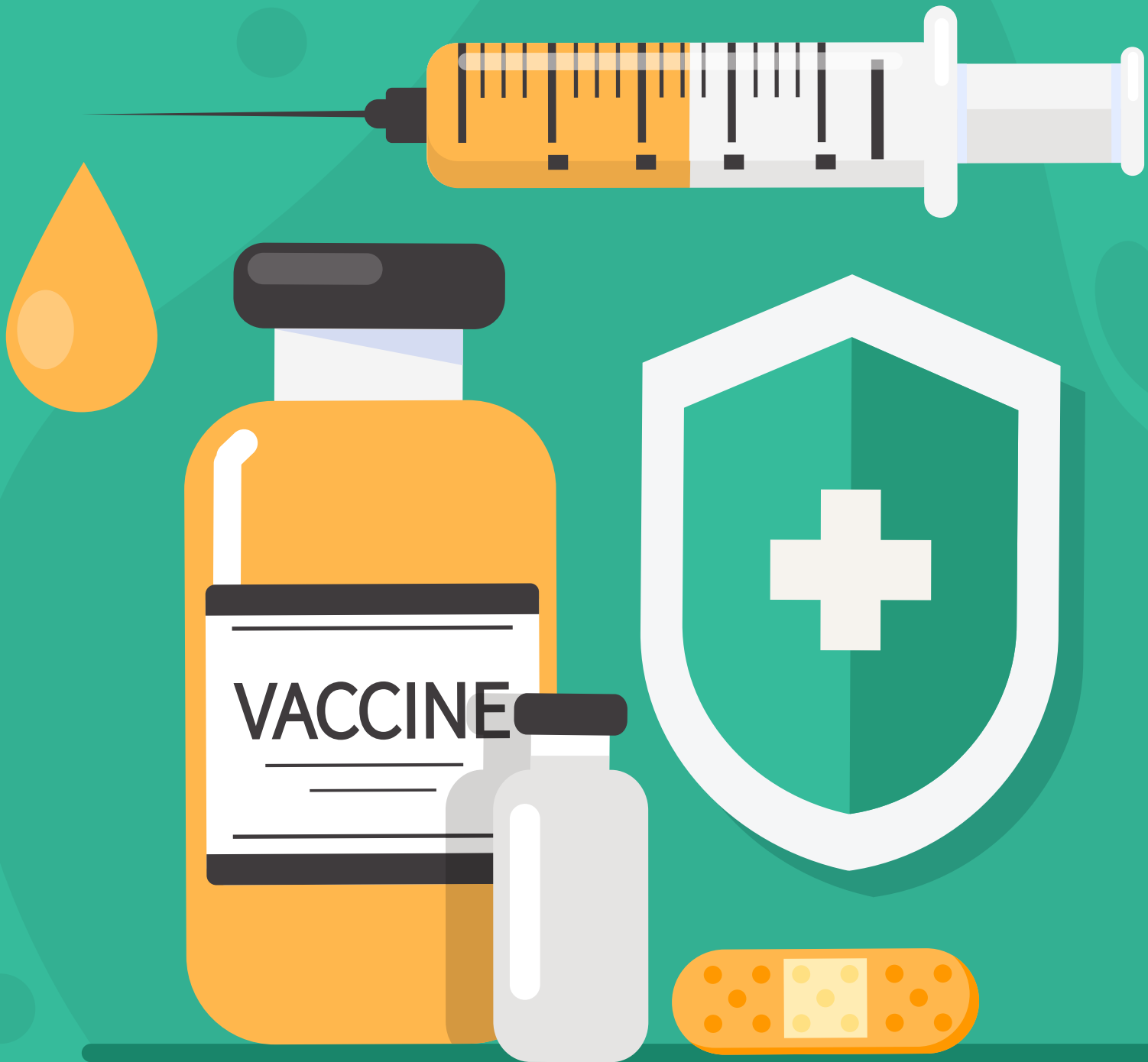
PROMOTING EQUALITY & INCLUSION  
**RENTAL HOUSING ADVOCACY UPDATE**  
THE LATEST DATA FROM CMHC  
**PROPERTY MANAGEMENT SOFTWARE**

THE VOICE OF THE FEDERATION OF RENTAL-HOUSING PROVIDERS OF ONTARIO

# HOPE ON THE HORIZON

VACCINE EFFORTS SIGNAL BETTER DAYS AHEAD





# A MISSION LIKE NO OTHER

Greenwin gives new meaning to “door-to-door” service

BY ■ JESSICA GREEN, DIRECTOR, PARTNERSHIPS GREENWIN CORP



The day our Greenwin Cares team committed to bringing door-to-door vaccines to our residents in Toronto's Black Creek Community was something I'll never forget. Despite looming corporate deadlines and a site staff just trying to do their day-to-day jobs in a particularly chaotic time, we knew it wasn't something we could walk away from.

The comfort of our cropped Zoom frames wasn't enough to mask the anxiety that comes with diving head first into uncharted territory. It wasn't that we weren't thrilled at the prospect of doing the right thing, it was more the unprecedented nature of undertaking such a huge endeavour, with equally high stakes, from a property management perspective. Our teams know our buildings inside and out. They know the age of every boiler; they know every inspection requirement; they know the status of every service request; they know the personalities of every tenant. But vaccines – where do those fall under the PMA?

The pandemic has presented us all with extraordinary challenges; challenges even more pronounced among those in vulnerable and underserved communities. For many in these communities, working from home isn't an option, physical distancing is a challenge, and taking a day off of work to wait in line

for a vaccine, however life-saving it may be, is a luxury they simply cannot afford. The numbers back this up; despite having some of the highest rates of COVID-19 in the city, as of the beginning of April, the Jane and Finch neighbourhood was reporting the lowest vaccination rates in Toronto.

In the face of these dire circumstances, the recent rollout of Ontario's hot spot strategy was met with much hope and enthusiasm. After all, what could be the downside of getting vaccines straight to the areas where they're needed the most? But, as with every new frontier in this pandemic, the path to innovation is often met with growing pains. As pop-up hot spot clinics struggle to scale, the devastating impact of the pandemic prevails, particularly in the M3N postal code, where access to vaccines is lagging behind wealthier areas.

On a mission to change that, public health units, community health organizations and local hospitals have been hard at work to bridge the gap. Already faced with strained resources in the midst of the pandemic, these organizations desperately need the support of anyone who can lend it. When Greenwin was approached to help facilitate a pop-up clinic at 5, 10 and 25 San Romanoway – part of a catchment that has one of the highest

rates of COVID-19, with 8.12 cases per 100 people, according to data from the Institute for Clinical Evaluative Sciences – we knew we had to step up.

On April 20 and 21, amidst the chaos and uncertainty of the vaccine rollout, close to 2,000 residents of 5, 10 and 25 San Romanoway, alongside those who live and work in the surrounding community, were vaccinated in just two days. The process could not have been further removed from what you see on the news; it was the picture of efficiency and humanity, with Humber River Hospital nurses personally allaying any anxieties those receiving the vaccine were experiencing, right at their suite doorway. By all accounts the clinic was an astounding success, in no small part due to the collaborative efforts of Greenwin, Humber River Hospital, Black Creek Community Health Centre (BCHC), the San Romanoway Revitalization Association (SRRA), and the landlords of the two buildings neighbouring 25 San Romanoway, RPMS and Dove Square Property Management.

The two-day clinic was a true testament to the fact that strong communication and partnerships – among the community and private sector – can have a powerful impact. In the weeks leading up to the clinic, our team,



“

**BY HAVING QUALIFIED HEALTH CARE PROFESSIONALS VACCINATING PEOPLE RIGHT IN THEIR DOORWAYS, WE HOPE THAT WE ALLEVIATED SOME OF THE ANXIETY AND MISTRUST AROUND THE ROLL-OUT.”**



headed by Lily Wong, Director, Greenwin Cares, led a large-scale information campaign to educate and solicit registrations. Championed by community ambassadors, including seniors and teens, outreach included calling each unit, going door-to-door, handing out flyers, putting up posters, and having an information and registration desk in the lobby of each building.

The fact is, although COVID-19 does affect us all, it does not affect us all equally. Not everyone can make it to a vaccination clinic; many people will stand in line for hours, missing work and other engagements, only to be told that there's no supply. For other marginalized groups, vaccine anxiety is a real and historically valid concern that can contribute to hesitancy. Recognizing these barriers and taking steps to reduce them in the vulnerable communities we serve is the only path forward we see. As a landlord, we have a duty to provide safe, comfortable homes for our residents. This private clinic brought new meaning to that mandate.

“By having qualified health care professionals vaccinating people right in their doorways, we hope that we alleviated some of the anxiety and mistrust around the roll-out,” said Wong. “We believe this initiative was successful in achieving what it set out to do, which was reducing barriers to access and providing a renewed sense of hope in this community.”

As I watched the Humber River Hospital nurses, BCCHC volunteers and community ambassadors interact with residents, this renewed sense of hope was palpable. Anxiety was treated with remarkable empathy, with each person being given the time and



attention required to educate them about the vaccine and alleviate their fears. Even with that personal level of care, they got through three high-rise buildings in just two days.

At one point, I stepped into the 25 San Romanoway management office to take a Zoom call. As I huddled in the corner on my phone, I watched as a stream of tenants came in one by one, requesting a vaccine.

While the majority of residents pre-registered for their vaccine, some initially declined. However, after seeing their neighbours go through the process, trust was increasing and minds were changing. One such resident, who asked to be referred to as Mike, explained how terrified he was leading up to this moment. As the nurse pulled the needle from his arm, the

smile in his eyes said it all. "That's it?" he asked. "I'm going to tell all our friends in the building to do it!"

The Greenwin team is looking forward to collaborating with Humber River Hospital and BCCHC again in the coming weeks - supply permitting - to expand reach in some of the high-priority neighbourhoods where we operate and beyond. ■■

## ARE YOU CONTEMPLATING THE SALE OF YOUR APARTMENT PORTFOLIO/PROPERTY?

Consider the following:

- Who will represent your best interest?
- Who will give your property maximum exposure?
- Who will deliver the highest value for your property?

With over 30 years of experience, tens of thousands of units sold, and hundreds of clients represented, we have consistently delivered superior results. Through our local and national coverage, we create maximum exposure, ensuring maximum value for your property.

CBRE Limited, Real Estate Brokerage  
National Apartment Group – Toronto

### DAVID MONTRESSOR\*

Executive Vice President  
(416) 815-2332  
david.montessor@cbre.com

\* PROFESSIONAL REAL ESTATE CORPORATION

Over  
\$6.9B

Sales Volume

Over  
54,000

Suites Sold

30  
Years

of Experience

**CBRE**



**\$391,000,000**

QuadReal Portfolio - 8 Properties  
Halifax, NS  
1,503 Suites - \$260,146 Per Suite



**\$78,500,000**

301 Dixon Road  
Toronto, ON  
225 Units - \$348,889 Per Suite



**\$64,000,000**

2801 Jane Street  
Toronto, ON  
234 Suites - \$273,504 Per Suite



**\$9,650,000**

1911 Bayview Avenue  
Toronto, ON  
22 Suites - \$438,636 Per Suite

This disclaimer shall apply to CBRE Limited, Real Estate Brokerage, and to all other divisions of the Corporation ("CBRE"). The information set out herein, including, without limitation, any projections, images, opinions, assumptions and estimates obtained from third parties (the "Information") has not been verified by CBRE, and CBRE does not represent, warrant or guarantee the accuracy, correctness and completeness of the Information. CBRE does not accept or assume any responsibility or liability, direct or consequential, for the information or the recipient's reliance upon the Information. The recipient of the Information should take such steps as the recipient may deem necessary to verify the Information prior to placing any reliance upon the Information. The Information may change and any property described in the Information may be withdrawn from the market at any time without notice or obligation to the recipient from CBRE. CBRE and the CBRE logo are the service marks of CBRE Limited and/or its affiliated or related companies in other countries. All other marks displayed on this document are the property of their respective owners. All Rights Reserved.