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**To:** "Direct to Mayor and Council - DL"  
**CC:** "City Manager's Correspondence Group - DL"  
"Eleena Marley" <emarley@vancouvereconomic.com>  
**Date:** 10/16/2020 9:53:27 AM  
**Subject:** Fwd: New VEC Resource | A Guide to Affordability in Metro Vancouver - Shared with REPS

Hi Mayor and Council  
I think VEC's Guide to Affordability might be of interest.  
Best  
Sadhu

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Morning all,

I wanted to give a quick update on a piece of work that VEC has just completed and launched in partnership with SFU – an [affordability guide](https://vancouvereconomic.com) [vancouvereconomic.com] to aid non-local talent in assessing Metro Vancouver as a destination to live and work. A big shout out to Courtney on our team who has led this quite extensive research exercise, and to Claire for the design work. We're excited to have already received positive feedback from our business community and City of Vancouver folks.

### What is the Affordability Guide?

This guide collates data from reputable sources into an easy-to-navigate webpage to generate a realistic snapshot of the affordability landscape in Metro Vancouver. In addition to a comprehensive breakdown of **home ownership** and the **rental home market**, the guide details costs associated with **child care**, average **household spending**, **transportation** and **personal income** taxation. It also provides **median wages** for various professions by sector, and additional market intelligence on **commercial real estate** and **corporate tax rates** for businesses.

Lots of links and tabs for those who want to look at various scenarios and go into the detail, and easy to navigate snapshots for those looking for the highlights.

We are sharing with targeted industry and public sector contacts. Please feel free to share with your networks as appropriate. I hope you find it useful for you and your networks.

For more detail, our [communications package](https://docs.google.com) [docs.google.com] includes images, draft social media content, and other marketing copy for easy distribution.

Please feel free to reach out to me if you have any questions or comments.

### Look out for next week's publications:

In addition to the affordability guide, next week we will be publishing:

1. Our latest new-look Vancouver Economy Report, and
2. An in-augural Cross-Border Investment Guide developed in partnership with Deloitte and Fasken.

I'm happy to circulate to this group if there is an interest and please don't forget to subscribe to our newsletter [Lens \[vancouvereconomic.com\]](#) and check out our latest [blogs \[vancouvereconomic.com\]](#) for all the latest VEC publications and data.

All the best and have a great weekend!

Eleena

**Eleena Marley**

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I respectfully acknowledge that I live and work on the traditional, ancestral and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səḵwətaʔ/ səḵwítulʔ (Tsleil-Waututh) Nations.