

Accelerating Housing Production

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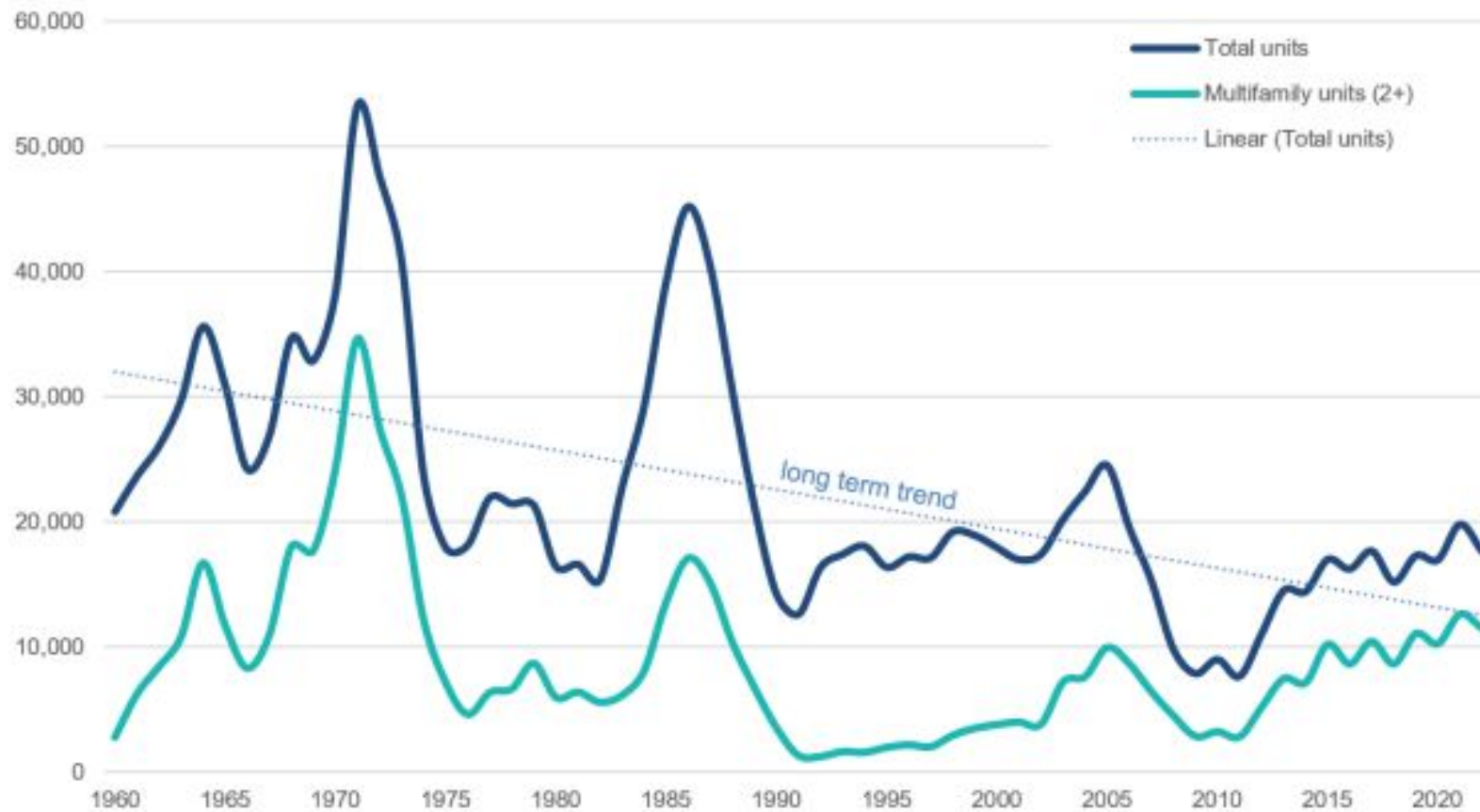


*Why do we need
to talk about
housing at the
local level?*



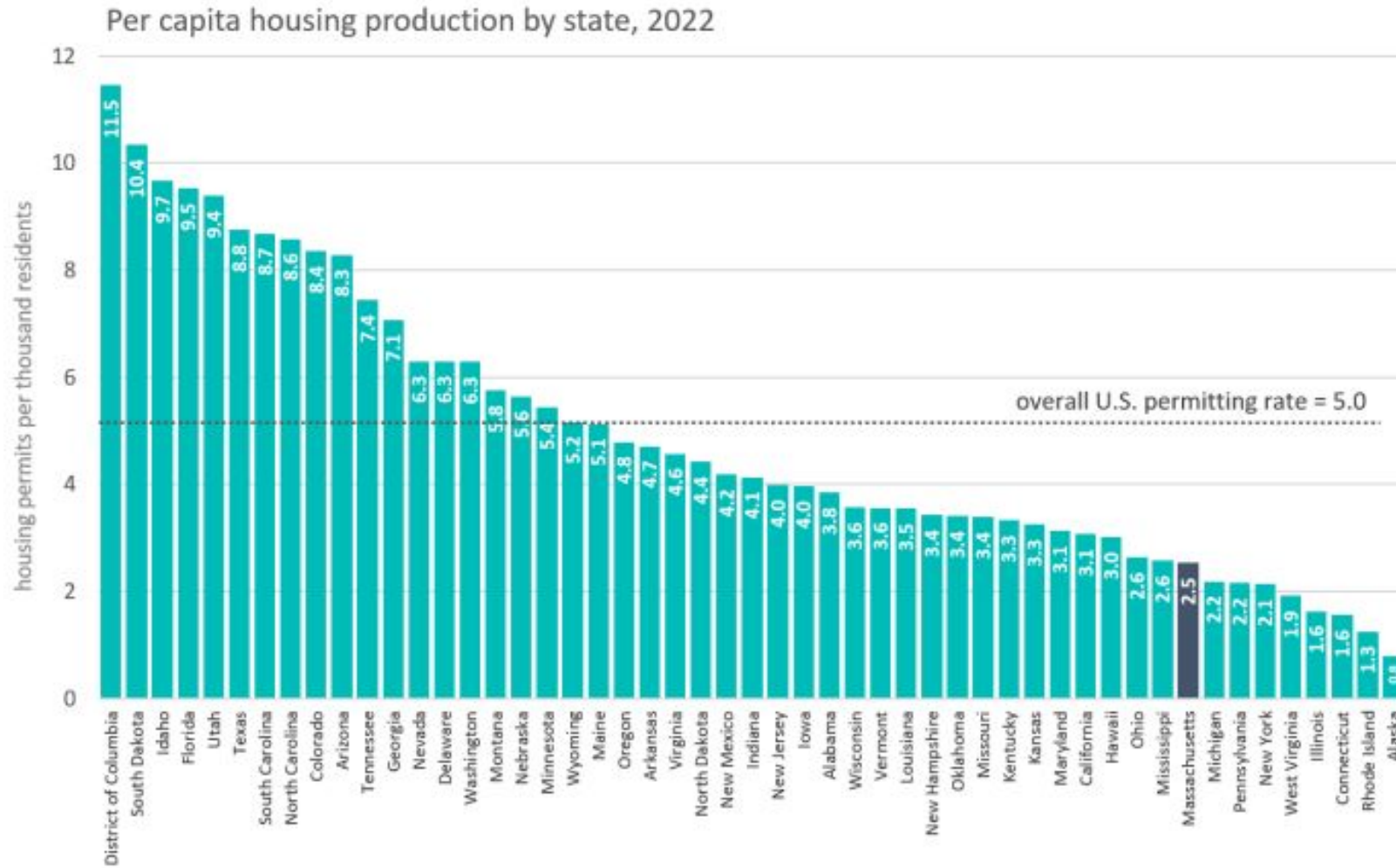
Massachusetts just experienced 10 years of growth in housing production, but it still remains far below historic levels. Over the last year, production has once again slowed significantly.

New Housing Units Permitted Annually in Massachusetts, 1960 to present



Sources: U.S. Census Bureau Annual Building Permit Survey

Most states build substantially more housing per capita than Massachusetts. As a result, our home prices and rents remain among the highest in the U.S.



Sources: U.S. Census Bureau Annual Building Permit Survey & U.S. Census Bureau Annual Estimates of the Resident Population for the United States, Regions, States, District of Columbia, and Puerto Rico

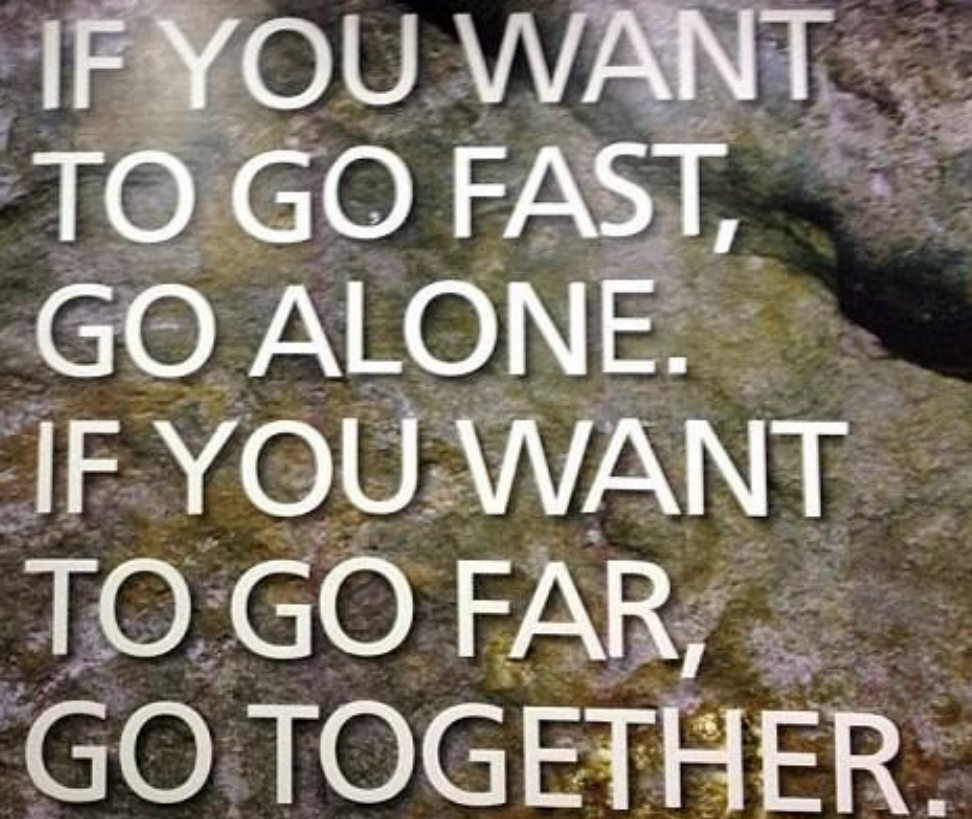
Much of the housing crisis in Massachusetts is of our own making, but there is a lot we can do to turn things around.



Housing is local

- Community Preservation Act
- Zoning Changes including MBTA Communities
- Public Land Disposition
- Accessory Dwelling Units
- Master Planning
- Housing Production Plans

*Fostering
community
engagement in
municipal
conversations
around housing*



IF YOU WANT
TO GO FAST,
GO ALONE.
IF YOU WANT
TO GO FAR,
GO TOGETHER.

- AFRICAN PROVERB

Neighborhood Defenders: Participatory Politics and America's Housing Crisis

Differences Between Commenters & Voters

	Commenters	Voters	Diff.
Women	43.3%	51.3%	-8.0%
Whites	95.0%	86.7%	+8.2%
Age > 50	75.0%	52.6%	+22.4%
Homeowners	73.4%	45.6%	+27.8%

Research by Katherine Einstein, David Glick and Maxwell Palmer

*Grow the Pie of
Community
Engagement*



Start with the Why

- Why BEFORE the How
- Values Statements rather than a set of regulations or policies
- Some examples could be:
 - We are a community where families can grow and thrive
 - We are a community that a diverse group of people can call home
 - We are a community where seniors can age comfortably
 - We are a community where people can easily access all of the amenities they need within a short walk or drive

Vision Before Strategy

- What makes your community special?
- What do you want to see in the future?

THEN

- Do the details of your plan/policy/program/zoning serve your why?

Vision North Star

- Treat concerns raised as items to be addressed, NOT a reason to deviate from your values statements
- Allows you to find the commonality in concerns, as opposed to disagreement

Coalition Building

- Build a big tent
- Broaden stakeholder outreach
- How and when are we reaching people
- Go beyond minimum to create welcoming environment
- Who says what – it matters!

10 Principles of Strategic CaseMaking



Sometimes you will hear:

I support affordable or multifamily housing, but...

Schools will be overburdened.

We don't have sewer.

Development harms the environment.

The traffic will be horrendous.

Property values will go down.

Can we refute or "myth-bust" these oft-used talking points?

OF COURSE

But...

- Will it convince someone who already believes these things?
- Will it result in a distracting debate that takes time and energy?
- Is this what you really want to talk about?

Use your voice to support this

And not to fight this

I support affordable or multifamily housing because...

Multifamily housing could provide more affordable options for our community members who need it.

Our downtown needs more people in it to support businesses and cultivate a lively public realm.

Denser, walkable neighborhoods, especially when connected to transit, reduce congestion and carbon emissions.

I want our teachers, food service workers, firefighters, municipal staff, and all other members of our community to be able to find homes here.

I don't want to live in a homogenous community. Diverse housing options will help us become a more diverse and complete community.

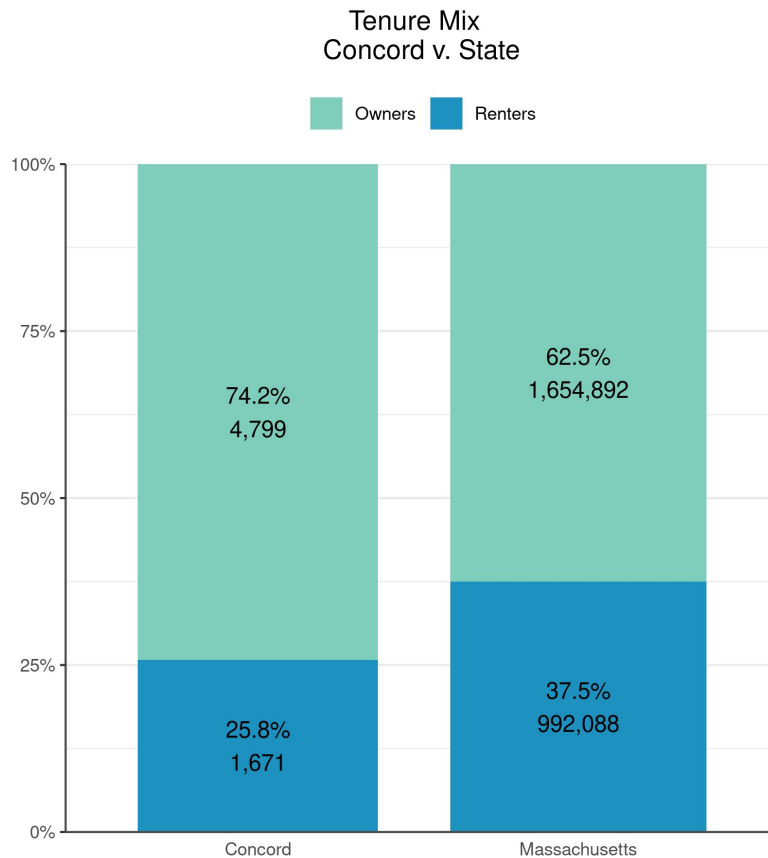


You hear this at a community meeting about a new multifamily zoning bylaw or a specific development in your community:

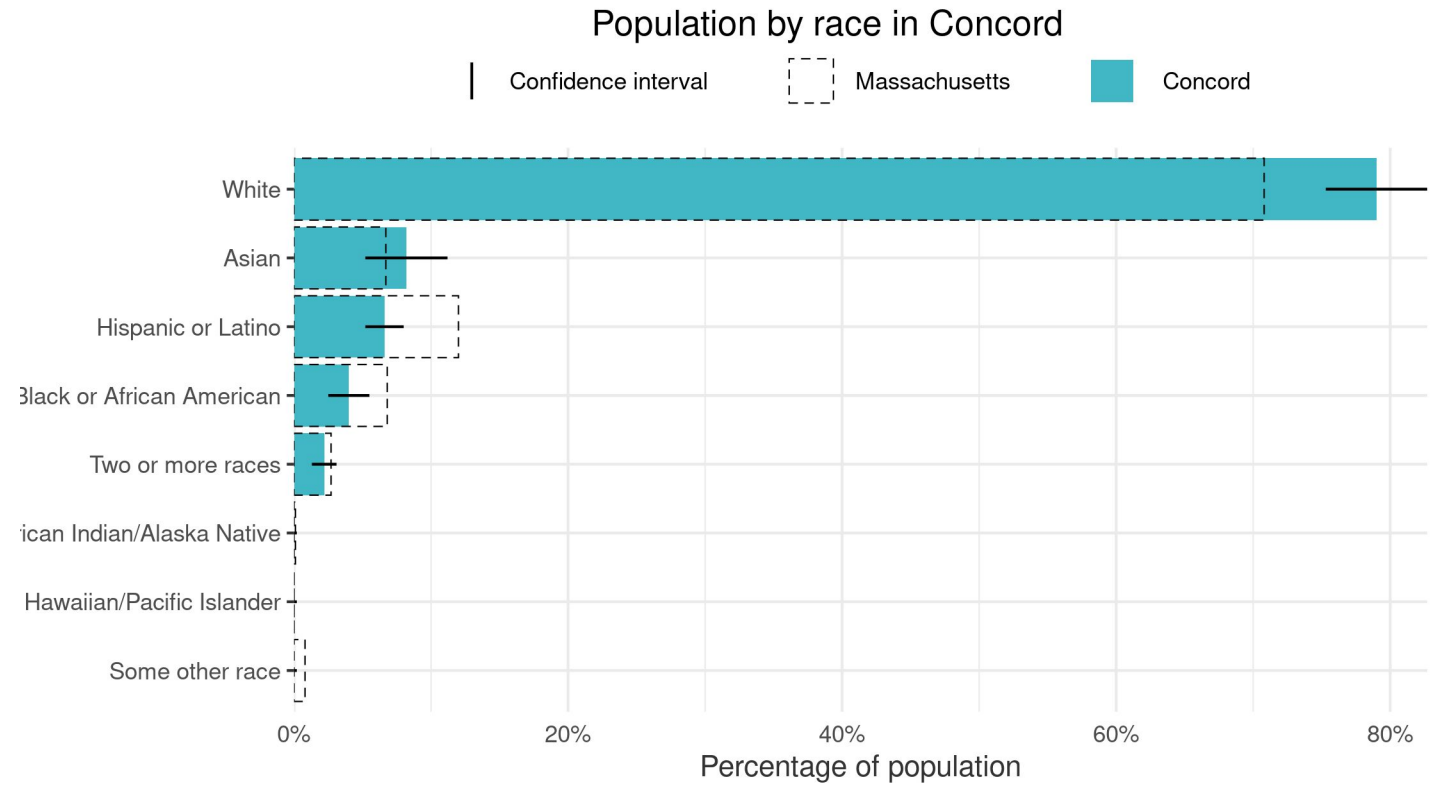
“Multifamily housing will destroy our town’s character!”

But you've set your vision for your community, you've checked out DataTown and done your research, and you know:

Your community's character is composed of its people, and your community is mostly comprised of white people and homeowners.



Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates.
Table DP04: Selected Housing Characteristics

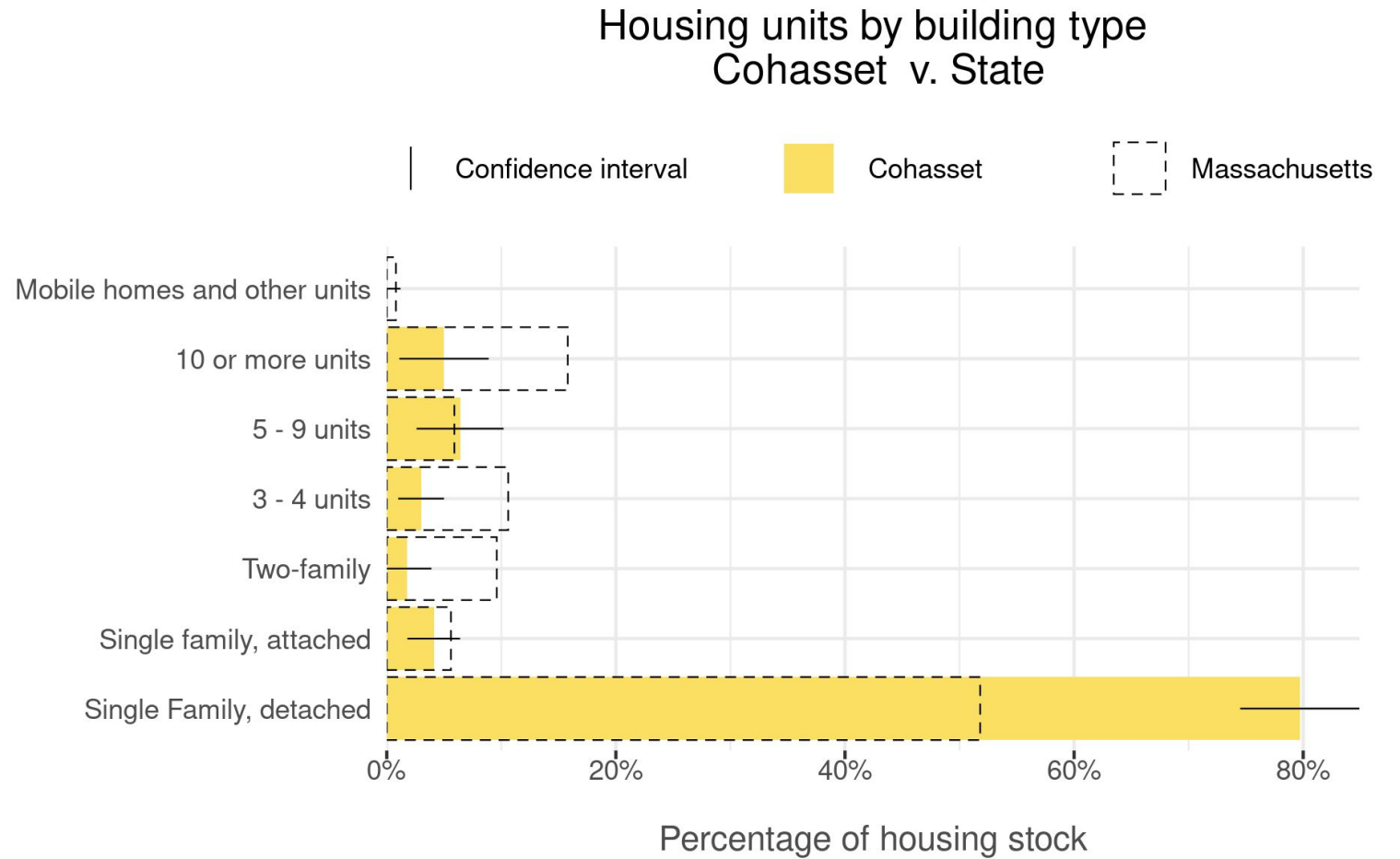


Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates.
Table DP05: Demographic and Housing Estimates



But you've set your vision for your community, you've checked out DataTown and done your research, and you know:

You already have multifamily housing in your town, and it is already part of your "character".



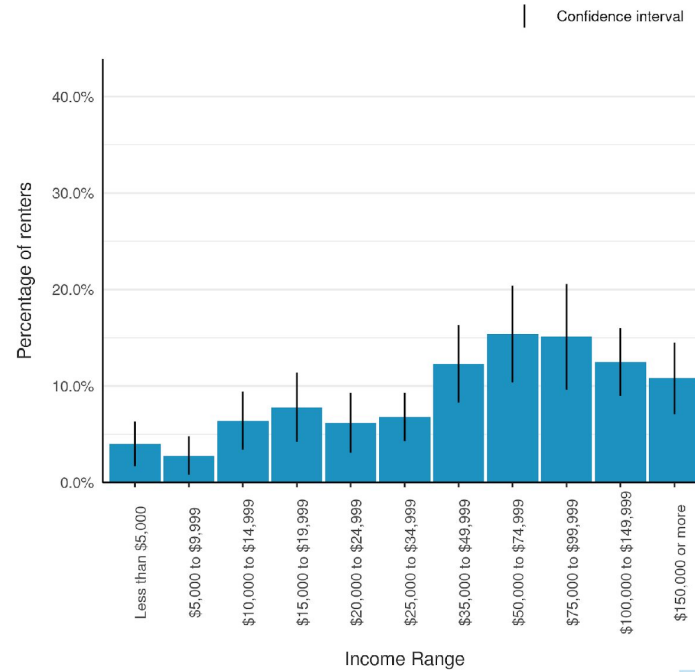
Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates. Table S2504: Physical Housing Characteristics



But you've set your vision for your community, you've checked out DataTown and done your research, and you know:

Your community's character is not defined by buildings, but by its people. And many renters in your community are struggling with housing affordability.

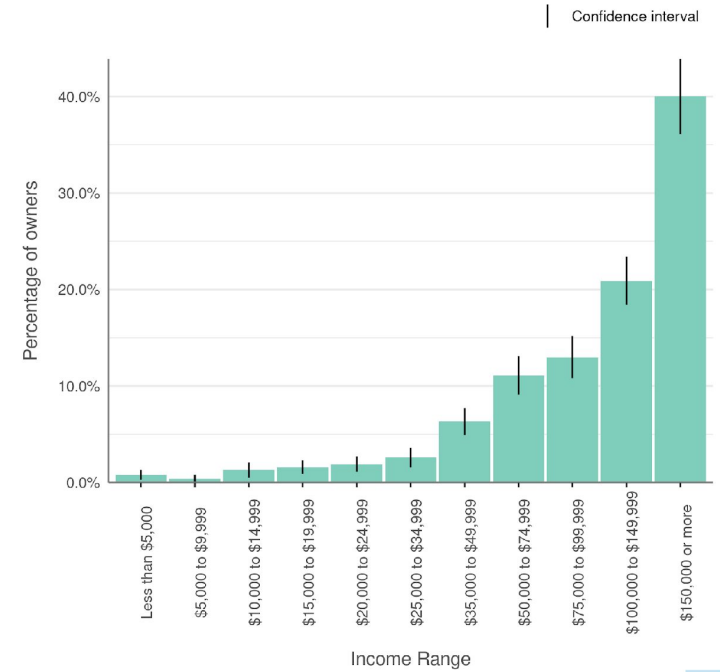
Renter households by income
Braintree



Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates, Table S2503: Financial Characteristics



Owner households by income
Braintree

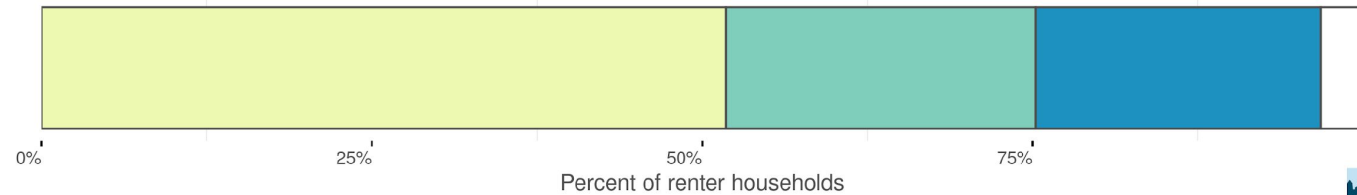


Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates, Table S2503: Financial Characteristics



Braintree renter households by cost burden

Not burdened
 Cost burdened
 Severely cost burdened
 Not computed



Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates, Table B25070: Gross rent as a percentage of household income in the past 12 months



**“Multifamily housing will
destroy our town’s character!”**

**Leading with your own
values and experience,
backed up by the facts,
how might you respond?**

“I care a lot about our community's character too – that's one of the reasons I think it's a great place to live. And it's important to be clear what we each mean when we talk about 'character.'

Right now, renters who are part of our community are too often overburdened by housing costs.

We can make the most of all the positive parts of our local character – like our walkable Main Street, our access to public transit, and our mixed-use areas of housing, shopping, and recreation – to make smart decisions about our future growth and make our community more affordable and accessible to all our residents.”

Thank you!

Helpful links:

Our website:

www.mhp.net

Housing Toolbox:

Housingtoolbox.org

Residency:

residency.mhp.net

DataTown: Key housing and demographic data for municipalities

www.mhp.net/DataTown

TODEX: Transit-Oriented Development Explorer

www.mhp.net/TODEX

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