

Building Local Support for Affordable Housing

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What does CHAPA do?

Our mission is to encourage the production and preservation of housing that is affordable to low and moderate income families and individuals and to foster diverse and sustainable communities through planning and community development.



- **Advocate for Opportunity**
- **Expand Access to Housing**
- **Develop the Field**

Community support can make or break housing development at local level, BUT many communities have no strategy or coalition to build local support.



Municipal Engagement Initiative



**Building support for affordable housing production
in communities across the Commonwealth**

Coalition Building Model

- Municipal Staff
- Elected Officials
- Housing Advocates and Developers
- Local Businesses
- Civic Groups
- Houses of Worship
- Environmental Groups
- Service Providers
- Residents



Flexible Model for Unique Communities



Collaboration

MUNICIPAL TECHNICAL ASSISTANCE PROVIDERS COORDINATING GROUP

- Massachusetts Housing Partnership (MHP)
- Massachusetts Association of Community Development Corporations (MACDC)
- Massachusetts Smart Growth Alliance (MSGA)
- Metropolitan Area Planning Council (MAPC)
- MassHousing
- MA Department of Housing and Community Development (DHCD)
- MA Executive Office of Energy & Environmental Affairs (EEA)
- Governor's Office
- MassDevelopment

What does success look like?



Local Strategy



Supporting the efforts in each community to build a culture that welcomes housing, including affordable housing.

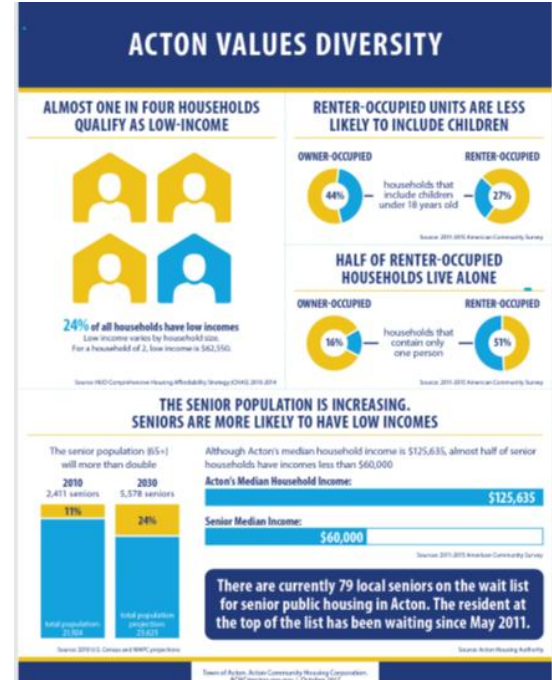
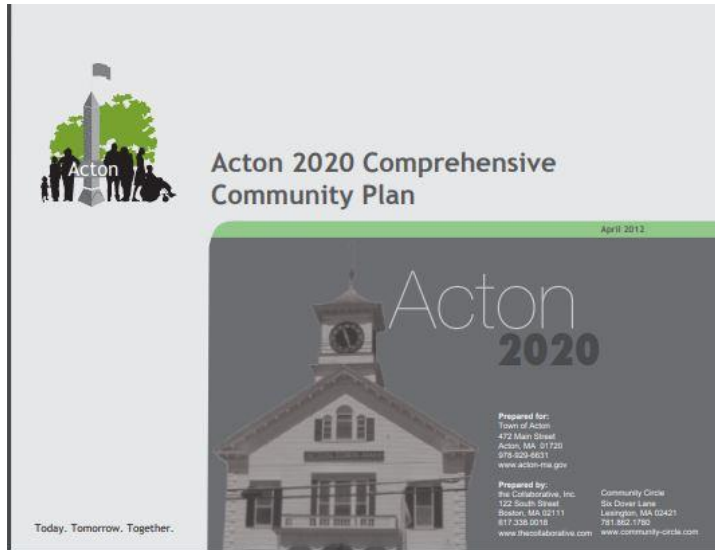
Bolstering efforts to expand housing opportunities in these communities.

Growing the number of people supporting housing production in each community.

Why Acton?



Town of
Acton Massachusetts



Housing for All

- Monthly Coalition meetings
- Town Meeting Warrant Guide
- Letters to the Editor
- Schedule of Relevant Meetings and representation at them
- Email List of Supporters to mobilize
- Housing Forums and Topical Events



**Housing for All Urges Your Support for an Inclusive Acton
Vote Yes on Articles 11, 13 and 30**

Housing for All is newly formed housing advocacy coalition in Acton. Housing for All believes that Acton can and should be an inclusive community with housing options to meet the needs of people of different incomes, abilities, household types, and stages of life.

We ask your support for the following warrant articles at Acton Town Meeting spring 2019.

Challenges

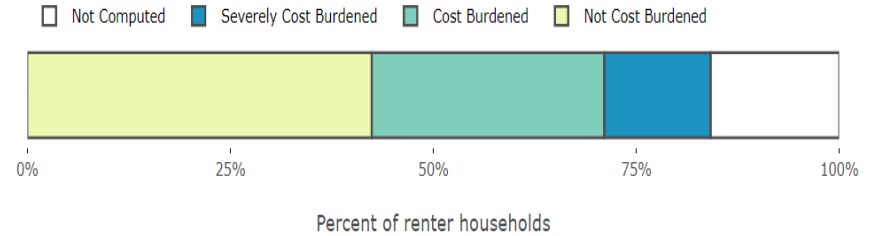
- Role of Municipality
- Momentum and Fatigue
- Growth versus Reach
- Invitation versus Open
- Increased opposition



Role of Data

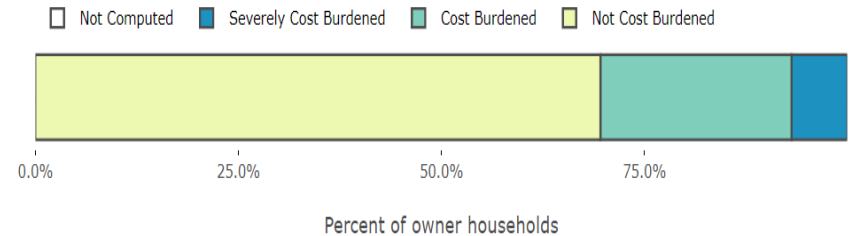
- Sets the Table
- Strategies based in fact
- Different stories resonate with different groups
- Easily shared
- Lends itself to various strategies
 - Op-eds
 - Social Media
 - Comments at Town Meeting

Essex renter households by cost burden



Source: U.S. Census Bureau American Community Survey, 2013-2017 5-year estimates.
Table B25070: Gross rent as a percentage of household income in the past 12 months

Essex owner households by cost burden



Source: U.S. Census Bureau American Community Survey, 2013-2017 5-year estimates. Table B25091:
Mortgage Status by selected monthly owner costs as a percentage of household income in the past 12 months

Where do I start and where do I go?

- Identify “Core”
- Partners
- Conversations
- Data Dive
- Launch Event or Meeting
- Process
- Growth and Action

Questions?



Thank you

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