



Regional Housing Services Office

Serving Acton, Bedford, Concord, Lexington, Lincoln, Maynard, Sudbury, Wayland, and Weston

Office Address: 37 Knox Trail, Acton, MA 01720

Website: WWW.RHSOhousing.org

Email: INFO@RHSOhousing.org

Phone: (978) 287-1092

Concord Housing Roundtable Wednesday June 7, 2023, 7pm

Concord Housing Authority
Concord Housing Development Corporation
Concord Municipal Affordable Housing Trust
Concord Housing Foundation
Select Board
Planning Board
CPC

Join Zoom Meeting

<https://us02web.zoom.us/j/84090612897?pwd=TGRuZEZPQWZHMzQzYjQ3bGJ6eUMxdz09>

Meeting ID: 840 9061 2897, Passcode: 132306

Agenda

- Call meeting to order/introductions: By individual board
- MBTA Zoning – zoning and outreach
- Update from each board on HPP goals & strategies
- Town Meeting reminder
- Adjourn

Community Engagement for MBTA Multifamily Zoning Requirements (Section 3A)



Concord Housing Roundtable
Wednesday June 7th, 2023

Agenda

- Introduction to CHAPA and the Municipal Engagement Initiative
- Brief Overview of the MBTA Zoning Guidelines
- Neighborhood Defenders: Representation in Community Meetings
- Barriers to Participation
- Outreach + Communications
- Meeting + Event Design
- Questions?

About CHAPA

CHAPA's 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.

What Does CHAPA Do?



Advocate for
Opportunity



Expand Access
to Housing



Develop the
Field

Municipal Engagement Initiative

Local support can make or break new housing development. Yet many communities in Massachusetts lack a strong pro-housing advocacy group.

Founded in 2018, **MEI works with residents on the ground** to change the conversation and support existing local efforts in favor of more affordable housing.

Each city or town has its unique housing challenges, so we focus on bringing together big tent coalitions to support affordable housing production.



MBTA Zoning Requirements

MBTA Community Engagement Technical Assistance

CHAPA's Municipal Engagement Team is now offering Community Engagement Technical Assistance to ALL 177 MBTA Communities

Concord Planning Staff are already engaged in our technical assistance offerings!

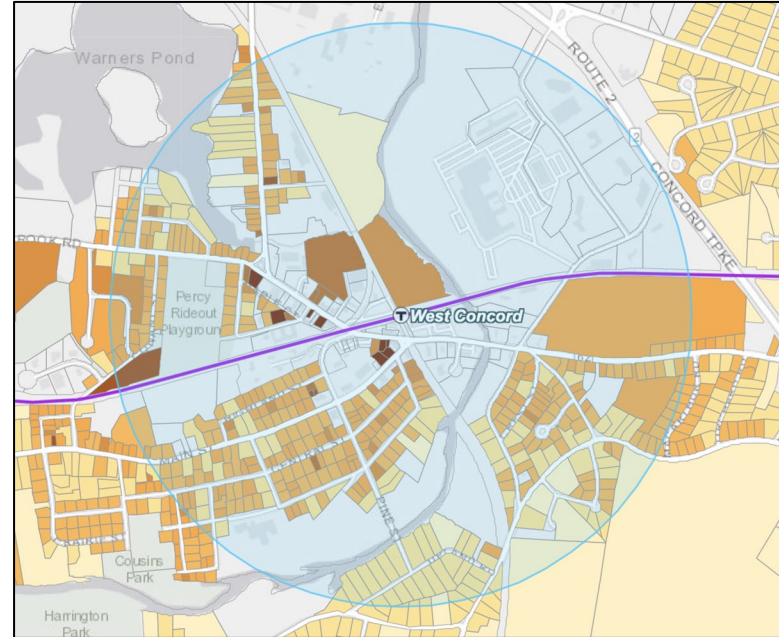
- Small community cohorts
- Monthly Learning Sessions
- Direct one-on-one support

MBTA Multifamily Zoning Guidelines

- Legalize multifamily housing near transit “as of right”
- Impacts all 177 MBTA Communities
 - Rapid Transit
 - Commuter Rail
 - Adjacent Community
 - Adjacent Small Town
- Minimum allowance of 15 units/acre by right
- Zone must be of “reasonable size” (at least 5 acres)
- No age restrictions, must be suitable for families
- Certain % must be within 0.5 miles of transit station, if applicable

What does this look like in Concord?

- Commuter Rail
- Deadline: December 31st, 2024
- Current housing units: 7,295
- Multifamily Zone Capacity: 1,094
- Minimum Land Area: 50 acres
- Developable Station Area: 519 acres
- 50% of District to be located in Station Area



Representation in Community Engagement

Neighborhood Defenders

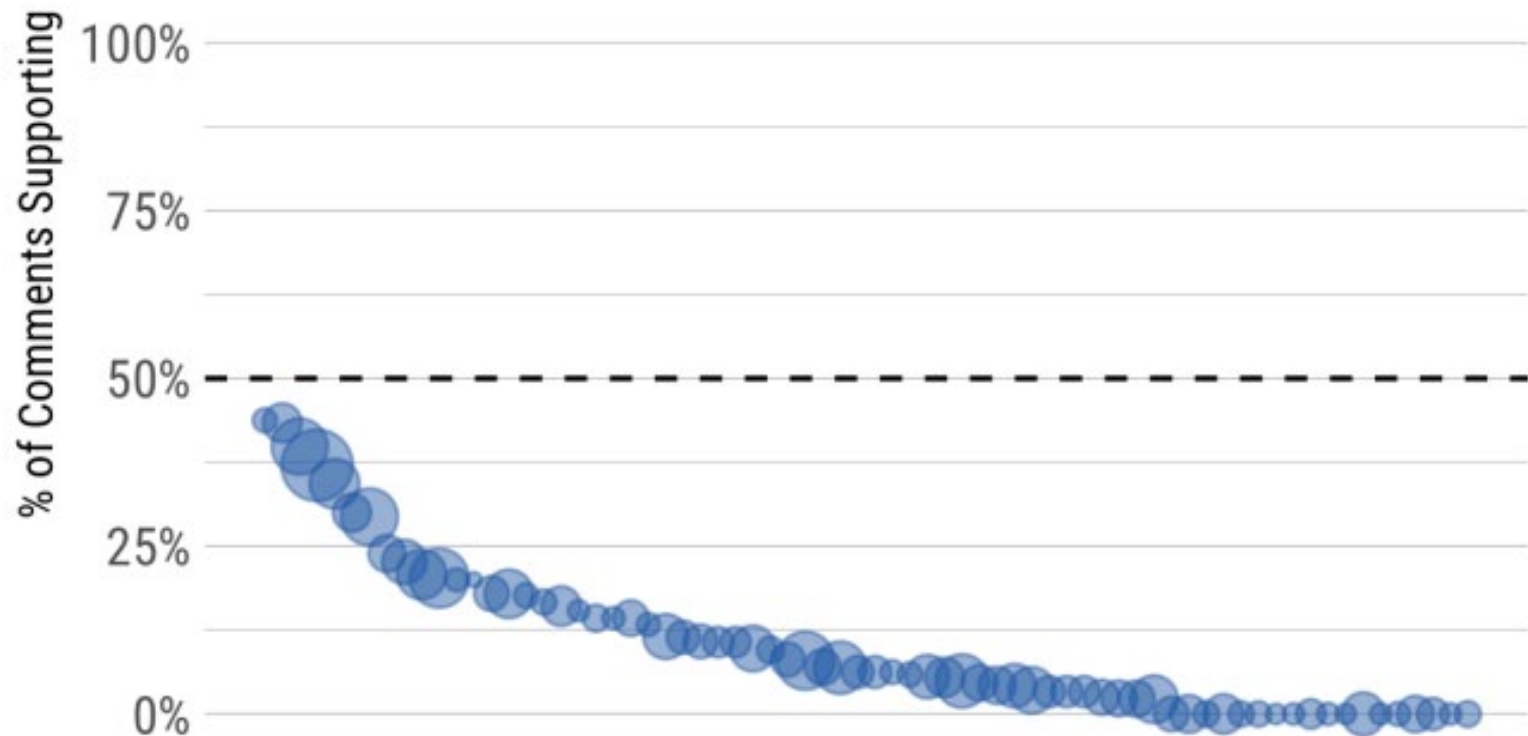
Research by Katherine Einstein, David Glick and Maxwell Palmer

- Observed 1000s of hours of public meetings on housing in MA
- Attendees do not represent the community as a whole
- Overwhelmingly older, white, male homeowners there to oppose new developments
- Trends persist in both high and low-cost cities
- Opposition in wealthier neighborhoods pushes development into lower-income neighborhoods, exacerbating gentrification and displacement
- housingpolitics.com

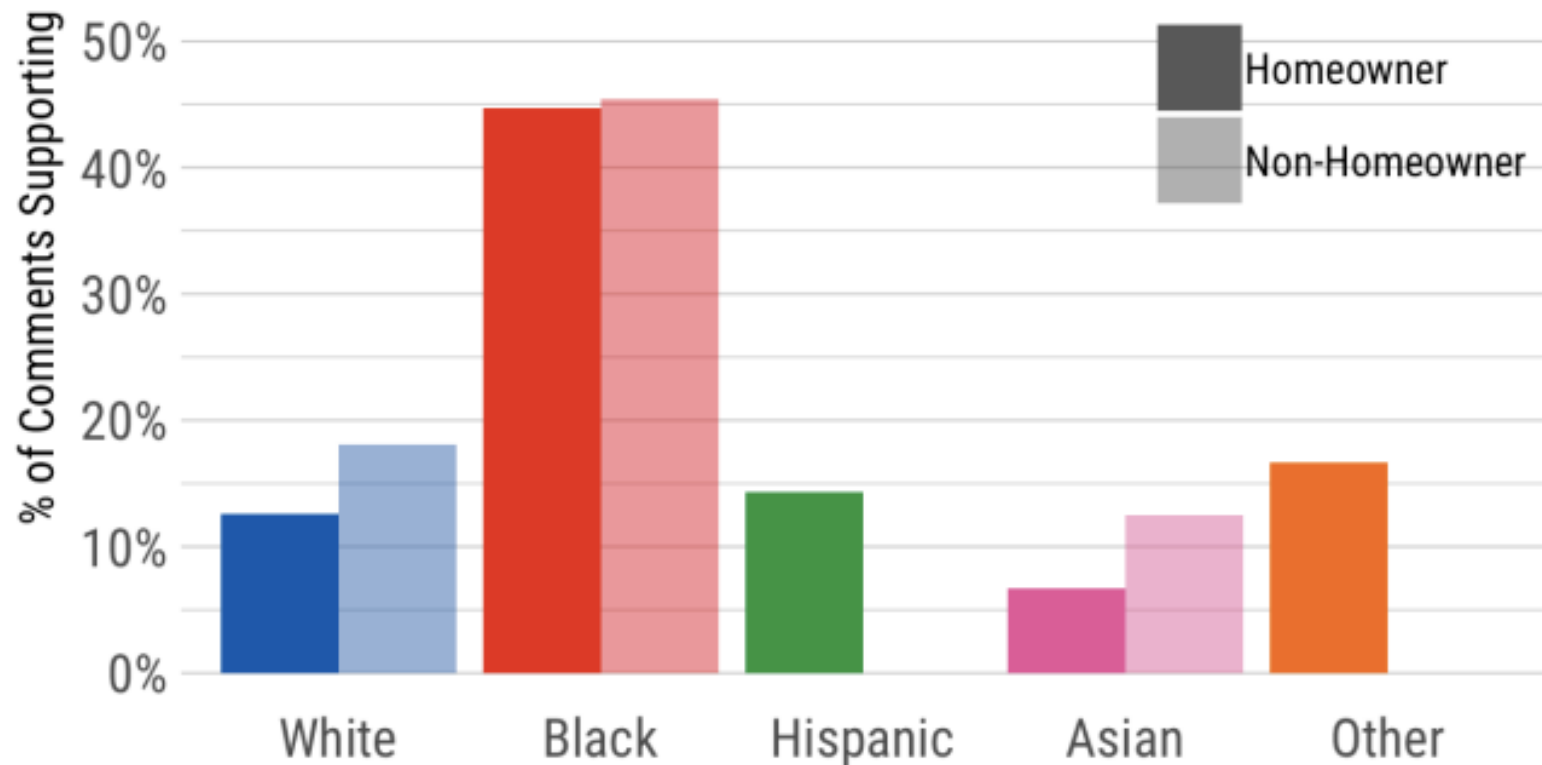
Differences Between Commenters & Voters

	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%

Majorities Oppose Multifamily Housing in Every Town



Differences in Support by Race and Homeownership



Barriers to Participation

It is often the people who would benefit most from new housing that are unable to participate in these meetings. Barriers to more representative participation may include:

- Time - work and family commitments
- Insufficient outreach
- Bureaucratic gatekeeping
- Language barriers
- Sense of efficacy
- Harassment
- May not currently live in town but wish to move there

Eliminating Barriers

- Consider when and where you host events
 - Offering multiple sessions on different days of the week and different times of day
 - Is the location going to be inviting? (for example: holding a meeting at a Police Station)
 - Does a virtual option or hybrid option make sense?
- Provide resources that enable broader participation
 - Food
 - Childcare
 - Translation + interpretation
 - Stipends
 - Fact Sheets to set baseline of understanding of topic
- Set clear ground rules for engagement
 - Process
 - Code of Conduct/Group Agreements

Designing Your Community Engagement Strategy

Setting Community Engagement Goals

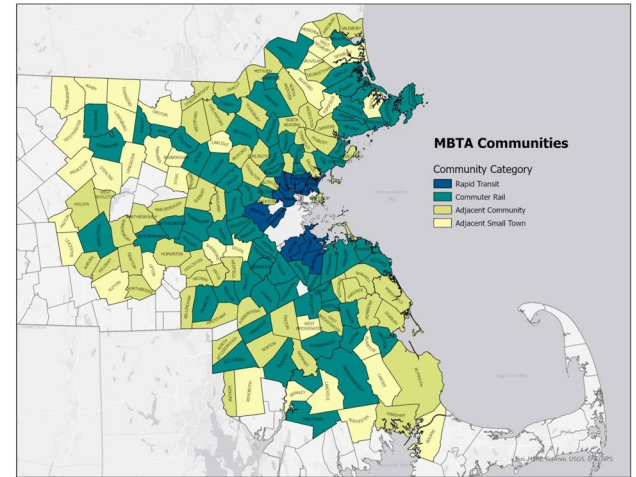
A few questions to ask yourself ...

- What are your end goals?
- What is your timeline?
- Is this a priority for your department?
- What kind of staff capacity do you have?
- What relevant skill sets do staff have?
 - i.e. facilitation, public education, social media, graphic design, etc
- Which department or staff member should take the lead?



Understanding Community Context

- Have you undertaken any comparable or relevant projects/initiatives in the past 10 years?
 - Who was involved?
 - What was the response like?
 - Any notable opponents or supporters?
 - What was the outcome?
- General experiences with Community Engagement efforts
 - What worked? What needs improvement?
 - What resources are needed?



Identifying Stakeholders

Who is going to be most impacted by this? Who have you struggled to engage in the past? Reach beyond the usual suspects!

- Renters
- People of Color
- Young people
- Parents of young children
- People with disabilities
- People with low or no income
- Undocumented Residents
- Non-English Speaking Residents
- Residents of Public + Affordable Housing



Outreach + Communications

Direct Outreach

Who is already doing this work on the ground?

- Seek organizations and individuals that are trusted by the community and have existing connections with residents
 - Community Coalitions
 - Social Services Organizations
 - People with lived experience
 - Local nonprofit organizations
- Utilize local + social media
 - Local papers
 - Cable access
 - Facebook Groups
 - Twitter + Instagram

Outreach Best Practices

- Post information about upcoming events/meetings in multiple locations
 - physical flyers, municipal website, social media
- Provide materials in multiple languages, if applicable in your community
- Be explicit about what the event/meeting is for
- Keep your language concise and use visuals
- Create a mailing list for people interested in this particular issue
- Include a QR code where people can register and/or sign up for the mailing list

Meeting Types + Formats

Meeting + Event Types

- **Open Public Meeting/Hearing**
 - Pros: Broad reach, less time intensive for staff
 - Cons: Many barriers to participation for residents
- **Panels, Forums, and Webinars**
 - Pros: Opportunity to educate the public, bring in new voices
 - Cons: May fail to reach new audiences, more time intensive to plan
- **Interactive Events**
 - Pros: More engaging for residents, opportunity to build trust + community
 - Cons: Time intensive and can be more costly
- **Focus Groups**
 - Pros: Opportunity to engage underrepresented groups
 - Cons: Small sample size, time intensive
- **Surveys**
 - Pros: Broad reach, less of an ask for residents
 - Cons: Residents select from pre-determined menu of options, harder to get more nuanced input

Meeting Location

- **Virtual**

- Pros: More convenient for people with time + transportation challenges, low cost + less time intensive for staff, easy to provide interpretation and closed captioning, easier to manage disruptive participants
- Cons: Less favored by older adults, not accessible for folks without internet access (15% of MA residents), lack of community connection

- **In-person**

- More interactive, opportunity for community connection, can utilize existing locations (Town Hall, Senior Center) at no cost
- More time intensive, health concerns, difficulty with scheduling, interpretation requires additional equipment

- **Hybrid**

- Pros: Able to serve larger group in one session
- Cons: Most time intensive, requires special equipment and more staffing, virtual folks tend to get less meaningful experience

- **Best of all - meet people where they are!**

Questions?

Thank you!

Lily Linke

MBTA Communities Engagement Manager

llinke@chapa.org

MBTA Communities Outreach Plan – Phase 1

May 2023 – January 1, 2024



Who to Engage:

Key Boards and Committees:

Select Board
Planning Board
Public Works Commission
Finance Committee
Concord Municipal Affordable
Housing Trust
Concord Housing Development
Corporation
Concord Housing Authority
Concord Housing Foundation
Community Preservation
Committee

Related/Interested Boards and Committees, *additional groups italicized:*

Climate Action Committee
Transportation Advisory Committee
Economic Vitality Committee
West Concord Advisory Committee
DEI Commission
Council on Aging
School Committee
Recreation Commission
Historical Commission
Commission on Disability

*Chamber of Commerce
Concord Business Partnership
League of Women voters
Churches and other religious
organizations
School Parents-Teacher
Associations
Residents and Businesses 100
Main Street area
Residents and Businesses Thoreau
Business District
Residents and Businesses Baker
and Commonwealth Aves areas*

Timeline and Outreach Plan:

May-June 2023

- Visit Key Committees – provide update and phase 1 of outreach plan
- Update related/interested committees
- Housing Round Table Discussion (June 7th)
- Host a public information session – MBTA Communities Zoning 101 (June 28)
- Complete website, FAQ's, 1 page documents, graphics, social media package, bookmark design and info for library

July-August 2023

- Visioning and mapping sessions
- Prepare draft zoning

September 2023

- Review maps and draft zoning with community
- Survey
- Public Input Sessions
- Refine Zoning as needed
- Answer questions, add to FAQ
- Campaign
- Online (social media, website, News and Notices, etc)
- Board and Committees (tabling at events, Chairs Breakfast, advocate with neighbors)

Outreach/Campaign Kit:

- Social Media (graphics, quick facts, where to go for more information)
- One pager handouts
- Thorough FAQ
- Explanation videos for social media and to run on local cable access MMN and Youtube
- Newspaper - Concord Bridge
- Posters at popular locations including MBTA Train Stations
- Bookmarks for libraries
- “Backpack” Flyer, school distribution lists
- Housing newsletters
- Lawn/yard signs
- COA newsletter
- Direct Mailing Town Wide
- Host morning coffees
- Sandwich board signs
- Website
- Online engagement tools

Example social media post:

Did you know that Concord is one of 175 towns and cities that are changing zoning for the possibility of future denser housing near our train stations? This exciting change will help us diversify our housing stock and assist with transit-oriented-development which is good for our health, environment, local economy, and more!

Why do we need more housing?

When costs are high and housing supply is limited...

- Seniors** wanting to downsize and stay in town have nowhere to go
- Young couples** looking to start a family can't find homes
- College graduates** cannot return to their hometown (unless moving back home with their parents!)
- Local businesses** struggle to find employees
- All of us** lose out on new neighbors, and the opportunities they could bring to our community

Learn more at:
concordma.gov/MBTACommunities