

# 2023 – 2028 Housing Production Plan (HPP) Update Project

Regional Planners Meeting  
October 27, 2022

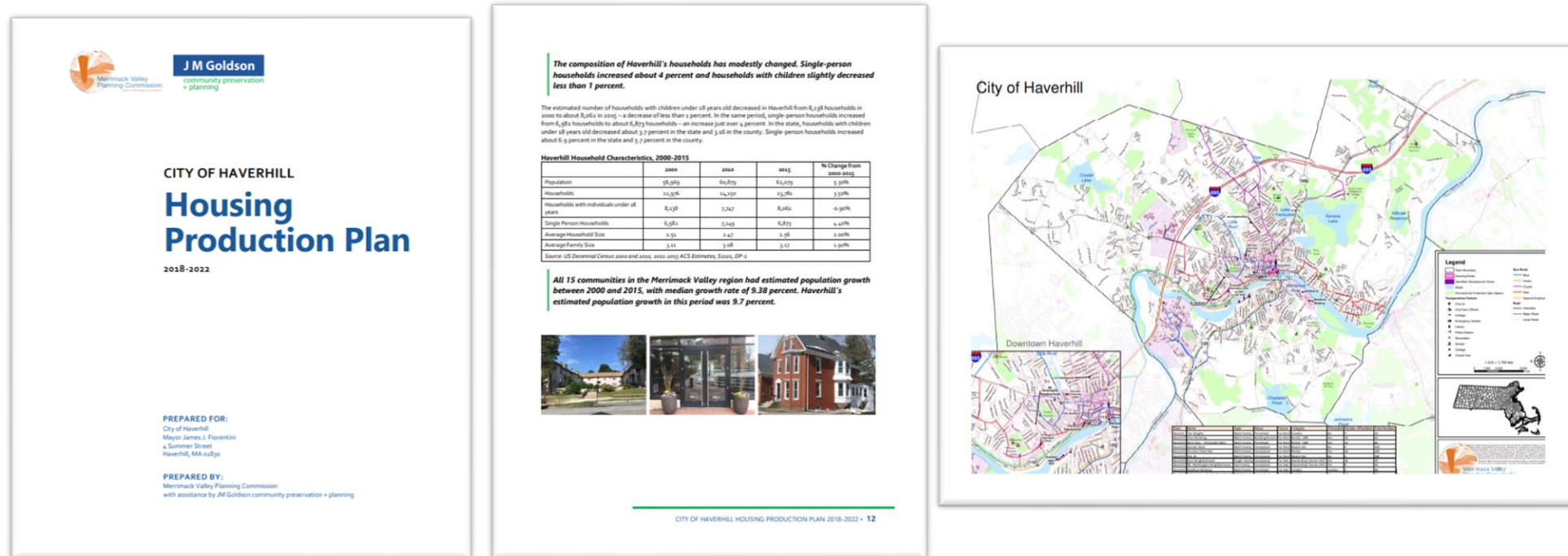
# Today's Discussion

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- Review DHCD Housing Production Plan (HPP) requirements
- Integration of MBTA Communities Compliance with HPP process
- Lessons learned from previous HPP work
- Regional approach for 2023-2028 HPP update
- Overview of project scope and associated timeline
- Q&A / General Discussion

# What is an HPP?

- “A Housing Production Plan (HPP) is a community's proactive strategy for planning and developing affordable housing by creating a strategy to enable it to meet its affordable housing needs in a manner consistent with the Chapter 40B statute and regulation”
  - Department of Housing and Community Development (DHCD)



# Why are HPPs important?

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- HPPs allow communities to articulate their vision for housing production in a comprehensive plan and identify community specific strategies to achieve said goals
- HPPs are a statutory requirement to be used as a tool to grant communities further control over 40B development
- Can help move communities towards Safe Harbor status, giving them freedom to decide when and where development occurs

# What does an HPP consist of?

## Required Elements:

- 1) Comprehensive Housing Needs Assessment
- 2) Affordable Housing Goals
- 3) Integration of MBTA Communities\*
- 4) Implementation Strategies

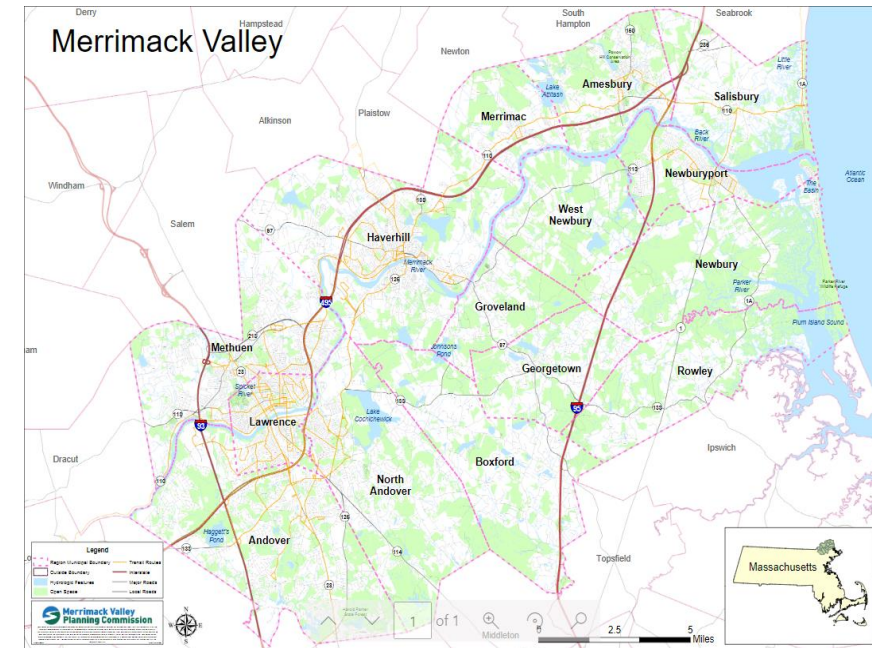
\* MVPC has added in this element to our process





# Why A Regional Approach?

- As quoted from the Merrimack Valley Regional Housing Plan, “...stakeholder engagement [is] critical to the ultimate success of each individual Housing Production Plan and the Regional Housing Plan”
- The regional approach to revising and updating the existing set of HPPs is not only efficient, but allows us to gather region-wide information on the affordable housing landscape to make informed decisions about appropriate, impactful housing development across municipalities
- Housing precarity does not exist in a vacuum in any one municipality, and having this regional approach helps us problem-solve across cities and towns
- Allows us to take advantage of economies of scale in terms of data collection and analysis, goal development (for goals that are similar across communities), and assembly of the final plans



# MBTA Communities – Let's Talk About It

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How will we integrate MBTA Communities compliance in the HPP process?

The Legislation:

Section 3A. (a)(1) An MBTA community shall have a zoning ordinance or by-law that provides for at least **1 district of reasonable size** in which multi-family housing is **permitted as of right**; provided, however, that such multi-family housing shall be without age restrictions and shall be suitable for families with children

## How MVPC Can Assist Your Community

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- Helping municipal staff and boards understand the guidelines
- Technical assistance with compliance forms
- Identifying zoning districts
- Assistance with addressing housing concerns & building community or municipal boards' support for compliance
- Communicating your questions and concerns to DHCD
- Integrating MBTA community compliance efforts into housing production plans



# At the end of the day...

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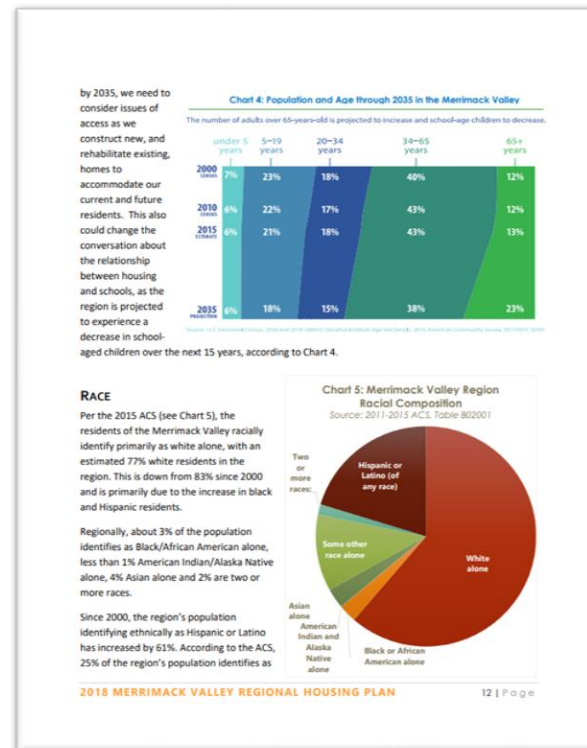
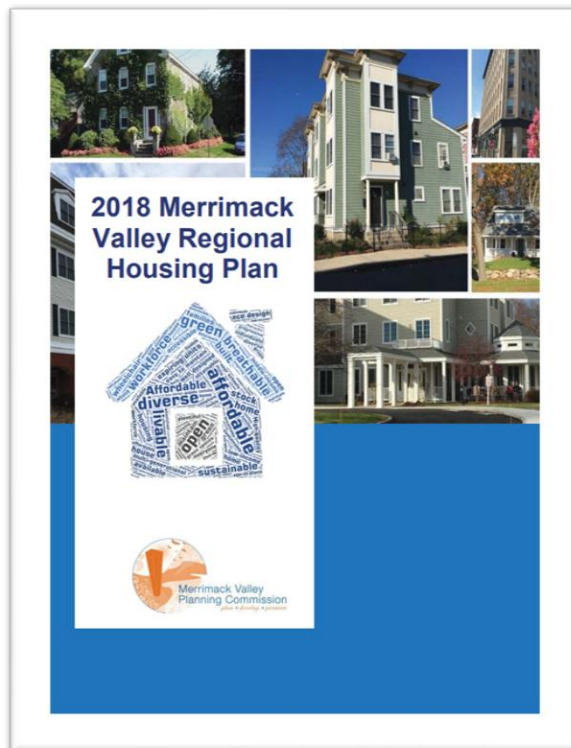
- A robust HPP should consist of a targeted action plan including prospective funding sources, step-by-step action plans, and identified persons/partners necessary to execute strategies
- HPPs will act as primary guidance documents to promote and facilitate housing production of all types across the Merrimack Valley based on the unique needs and landscapes of each municipality
- This effort is about planning for and centering efforts to increase access to housing through the production of multiple types of housing, including affordable housing, senior housing, multi-family housing, and starter homes



# Past Plans

## 2017-2022 Housing Production Plans + MV Regional Housing Plan

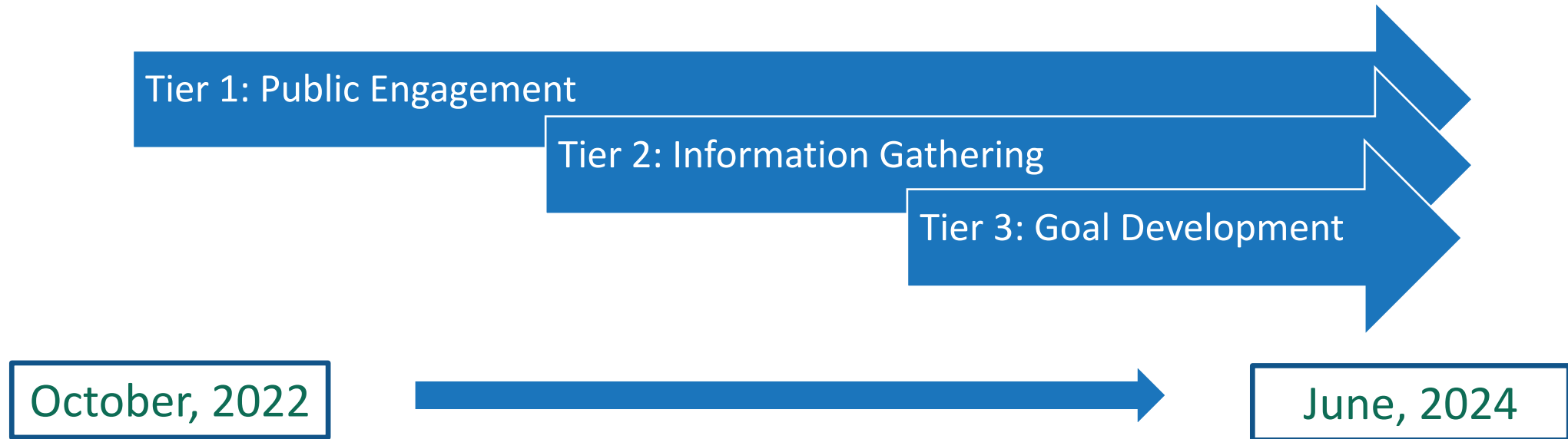
- 14 plans completed in partnership with MVPC and JM Goldson Consulting
- Merrimack Valley Regional Housing Plan was completed in 2018 following the HPP creation and adoption processes of each municipal plan



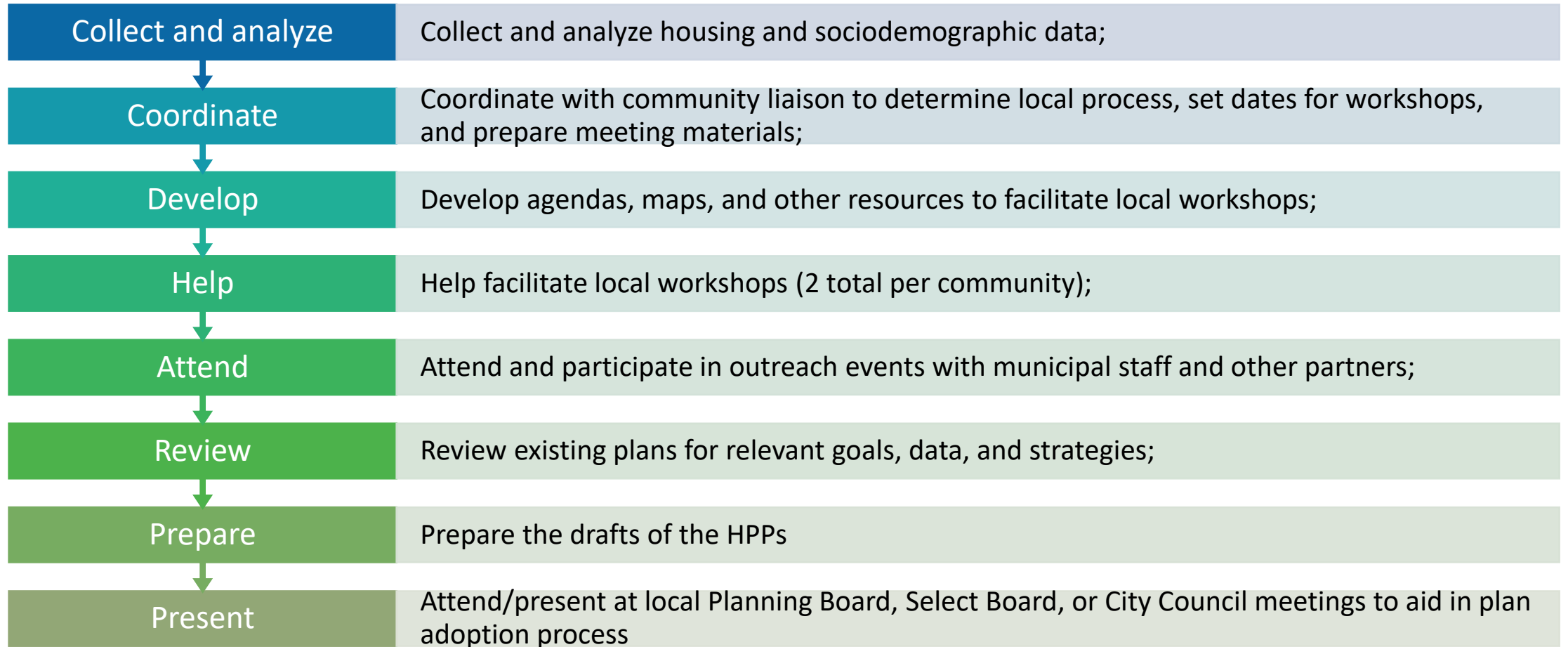
# The Process

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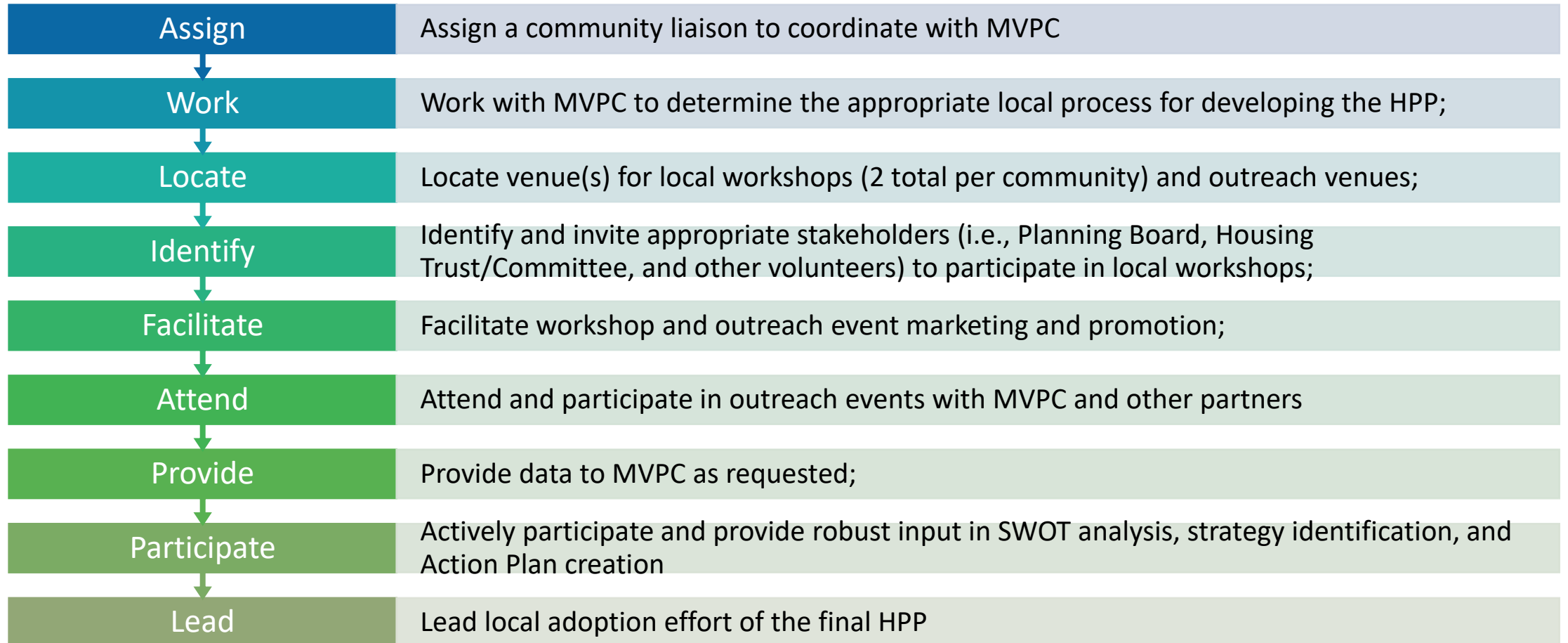
## Housing Production Plan Process



# MVPC's Role



# Municipal Role



# Project Tasks + Timeline

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Task	Task Description	Task Deliverable(s)
<b>Task 1:</b> Conduct Housing Production Plan Kick-Off Meeting	Organize and facilitate Housing Production Plan Update Project Kick-Off Meeting to inform participating communities of the project timeline, expectations, and overall process.	Working list of municipal partners to be involved in the project
<b>Task 2:</b> Identify key stakeholder group to co-lead HPP process in each member community	Work with municipal point person to identify appropriate stakeholder group to inform the HPP process and to aid in housing production goal setting. Stakeholders can include but are not limited to elder services, planning board, municipal staff, affordable housing advocacy groups, local champions.	List of stakeholders
<b>Task 3:</b> Coordinate with identified stakeholder group about which populations and venues should be priority targets for public engagement activities	Collaborate with HPP stakeholder group to identify priority populations to reach via targeted outreach and engagement activities related to determining potential housing production plan goals.	List of priority populations and outreach venues

# Project Tasks + Timeline (cont.)

<b>Task 4:</b> Host a 2-part community meeting series to introduce HPP process and continuously gather input on HPP process from community residents	Work with municipal staff from each member community to identify venue for information session on the HPP process introduction (1 <sup>st</sup> Session) and collaborative community goal setting (2 <sup>nd</sup> Session). Collaborate on event details including set up/breakdown, catering, engagement activities, and presenters.	Two executed community meetings per participating community. Plan for relaying information and findings from sessions and project updates to appropriate boards/ councils tasked with approval of finalized HPPs
<b>Task 5:</b> Data gathering to conduct Comprehensive Housing Needs Assessment	Collect, compile, and create data visuals via Census Bureau and American Community Survey (ACS) data platforms to portray current housing landscape. This includes updating existing data and visuals (graphs, GIS maps) from previous iteration of HPPs (data types listed in Scope of Work) in each member community and the MV region.	Updated housing and demographic data; accompanying data visuals
<b>Task 6:</b> Creation of Housing Production Goals	Work with key stakeholder groups and residents from each member community to identify feasible, specific, 5-year goals to increase housing production referencing best practices.	List of potential goals



# Project Tasks + Timeline (cont.)

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<b>Task 7:</b> Conduct targeted outreach at priority venues (identified in Task 2)	Utilize list of priority populations and outreach venues to conduct outreach activities with the goal of gathering community perspective on the current housing landscape of each municipality and input on housing production goals	Qualitative data sets for each municipality gleaned from outreach activities
<b>Task 8:</b> Conduct SOAR (Strengths, Opportunities, Aspirations, Risks) analysis for Merrimack Valley region, each municipality, and for each recommended goal	Collaborate with stakeholder group to conduct SOAR analysis on each identified housing production goal identified in Task 6. This exercise allows for more thorough, subjective review of identified strategies to further refine goal development and a subsequent action plan.	Completed SOAR analysis
<b>Task 9:</b> Develop municipal strategies to increase housing production based on list of goals	Work with key stakeholder group and consultant to identify specific strategies to implement in order to achieve housing production goals set in Task 5	Document outlining specific strategies to be implemented to reach each housing production goal

# Project Tasks + Timeline (cont.)

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<b>Task 10:</b> Review of housing recommendations considering environmental constraints, emergency services capacity, and existing infrastructure availability to support housing production	Collaborate with stakeholder group and other municipal departments (including fire, EMS, DPW) to cross-check drafted housing production goals to ensure they are feasible and align with existing public service capacity and physical infrastructure in neighborhoods/parcels identified for increased housing development.	Detailed summary of existing capacity for each public or environmental service area
<b>Task 11:</b> Creation of Housing Production Action Plan	Collaborate with stakeholder group to produce targeted Action Plan outlining selected goals, interventions necessary to achieve those goals, identify parties responsible for implementation, and timeline along which goals will be met	Completed action plan

# Project Tasks + Timeline (cont.)

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<b>Task 12:</b> Create final StoryMap tool for each municipality and MV region to display and interact with established municipal housing production goals	Collaborate with MVPC and municipal staff to synthesize qualitative input from engagement activities with quantitative data to portray comprehensive housing landscape of each community via StoryMaps. Identify what data types included in the HPP (Task 5) should be represented in both municipal StoryMaps and regional StoryMap	Finalized StoryMap presentation
<b>Task 13:</b> Facilitate local adoption of Housing Production Plans	Organize and present proposed Housing Production Plans to planning boards, town/city councils, and or selectboards seeking of plan approval	Presentation depicting all aspects of the completed HPPs to present to various boards
<b>Task 14:</b> Send adopted plans to DHCD for approval	Send adopted plans to DHCD for final approval	Finalized HPPs with board approval

# The Result

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- Updated, comprehensive, targeted municipal Housing Production Plans
- Accompanying Story Maps to improve plan access to the public
- Updated data via Comprehensive Housing Needs Assessment
- Renewed public engagement and housing touch-points with residents
- Increased subject matter fluency through your RPA (MVPC)
- Working relationships with municipal staff (staff overseeing housing & zoning work specifically)

# Next Steps

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- 1) Start to work with individual municipalities and assigned project liaisons to form stakeholder group
  - 2) Data gathering (facilitated by MVPC)
  - 3) Review of existing housing production goals + strategies based on past plans
  - 4) Review of Priority Development Areas (PDAs) and Priority Preservation Areas (PPAs)
- Please note that the pace of the above next steps will be different community by community, and in initial meetings we will discuss a realistic timeline to map out and complete the above tasks

Questions?





# Contact Information

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