

Day 1 | Wednesday, June 4

8:30 a.m. **Registration & Continental Breakfast** *Grand Ballroom*

9 **Welcome & Introduction by Clark Ziegler, MHP** *Grand Ballroom*

9:20 **Fireside Chat** **CM 1.50** *Grand Ballroom*
with Attorney General Andrea Joy Campbell and Greg Reibman, President & CEO, Charles River Regional Chamber

10:35 **Break**

10:45 **Breakout Sessions**

Track 1: Policy & Planning **CM 1.25**

Grand Ballroom South

Modular housing: A new frontier

Modular housing is a promising tool to drive down construction costs and increase speed of delivering quality affordable housing. The Metropolitan Area Planning Council will review their analysis on how modular housing can advance local housing strategies. We will also hear from Andover-based manufacturer Reframe Systems on how municipalities can streamline their regulatory systems to prepare for modular housing.

Learning objective: Fundamentals of modular housing and state and local regulatory systems involved.

Jessica Boatright, Head of Business Development, ReFrame Systems

Paige Roosa, Director of the Mayor's Housing Innovation Lab, City of Boston

Sukanya Sharma, Senior Regional Land Use Planner, Metropolitan Area Planning Council (MAPC)

Track 2: Housing Development **CM 1.25**

Meeting Room

Unlocking Housing production on public land: Feasibility (Part I)

Using publicly owned land for housing development is a critical strategy in tackling housing shortage while also meeting local needs. In this session, trainers will guide attendees through steps on assessing feasibility needed prior to releasing an RFP.

Learning objective: Reading site plans and making a publicly owned site attractive to developers.

Andrew DeFranza, Executive Director, Harborlight Homes

Laura Shufelt, Senior Advisor and Real Estate Development Officer, MHP

Angela Botto, Assistant Project Manager, Bohler Engineering

noon **Lunch & Plenary:** State Housing Plan and Unlocking
Housing Production Report

Grand Ballroom

***Gina McLaughlin**, Senior Advisor to the Secretary, Executive Office of
Housing and Livable Communities (EOHLC)*

***Tim Reardon**, Chief of Data and Research, EOHLC*

***Benjamin Bryant**, Director of Policy Implementation, EOHLC*

1:15 p.m. Breakout Sessions

Track 1: Policy & Planning

CM 1.25

Grand Ballroom South

***From policy to practice: Understanding & implementing
the Commonwealth's ADU by-right law***

The Commonwealth's by-right ADU law went into effect in February 2025. Join EOHLC, the Metropolitan Area Planning Council (MAPC), and municipal planning staff in reviewing the model zoning and learn about best practices and case studies from local practitioners to help communities meet the requirements of this new state-wide law.

Learning objective: Understanding the state-wide by-right ADU law and best practices on drafting compliant local bylaws and ordinances.

***Filipe Zamborlini**, Manager, Community Assistance Unit, EOHLC*

***Claire Morehouse**, ADU Coordinator, EOHLC*

***Chris Kluchman**, Director of Livable Communities Division, EOHLC*

***Emma Battaglia**, Senior Housing and Land Use Planner, MAPC*

***Kristina Johnson**, AICP, Director of Planning & Community Development,
Town of Hudson*

***Margaret Hurley**, Senior Counsel for Housing and Municipal Law,
Massachusetts Attorney General's Office*

Track 2: Housing Development

CM 1.25

Meeting Room

***Unlocking housing production on public land:
Land disposition & RFP (Part II)***

Part 2 of unlocking housing production on public land will take attendees through the steps on disposing of public land under Chapter 30B, the Uniform Procurement Act. Next, trainers will review best practices in drafting outcome-driven Request for Proposals to balance local need with financial feasibility.

Learning objective: Deeper understanding of requirements and best practices for disposing of public land and how to avoid common mistakes.

Laura Shufelt, Senior Advisor and Real Estate Development Officer, MHP

Carsten Snow-Eikelberg, Senior Real Estate Development Officer, MHP

2:45 Breakout Sessions & Wrap-up

Track 1: Policy & Planning CM 1.25

Grand Ballroom South

Playing the long game: Accelerating housing supply in your community

Addressing our housing supply shortage requires tremendous patience from an interconnected network of stakeholders and applying a combination of strategies. Learn how to apply the APA and NLC's Housing Supply Accelerator Playbook in your community and hear from Beverly and Brookline officials on how they are advancing housing production.

Learning objective: Identifying and removing barriers to local housing supply.

Jenny Raitt, *Executive Director, Northern Middlesex Council of Governments (NMCOG)*

Kara Brewton, *Director of Planning and Community Development, Town of Brookline*

Andrew DeFranza, *Executive Director, Harborlight Homes*

Maria Maffei, *Director of Redevelopment, Brookline Housing Authority*

Darlene Wynne, *AICP, Director of Planning and Community Development, City of Beverly*

Track 2: Housing Development CM 1.25

Meeting Room

Affordable housing finance 101

Understanding the fundamentals of financing an income-restricted affordable housing projects will help municipal officials, staff, and housing advocates' efforts in driving housing production in their communities without creating unintended obstacles. This session will provide an overview of what financially makes or breaks a project and the complex system of subsidies critical to the success of housing projects.

Learning objective: Basics of affordable housing deals and evaluating proposed developments.

Laurie Gould, *Principal, VIVA Consulting*

4:30 Depart for site visits CM 1.75

Advance registration required. Buses will leave from the DCU Center at 4:30 p.m. Estimate return by 6:30 p.m.

Grand Street Commons

Located in the heart of the Main South neighborhood, Grand Street Commons contains 48 apartments, two ground floor commercial spaces, a courtyard, playground, and solar panels. 46 homes are affordable at or below 60% AMI, 10 of which are reserved for families making at or below 30% AMI.

The City strongly supported Grand Street Commons, which transformed a long blighted vacant parcel and continues the revitalization efforts of the adjacent Kilby-Gardner-Hammond neighborhood and help further private investment in the Main South neighborhood. The Main South Community Development Corporation purchased the vacant site in 2018 with a CEDAC (HomeFundors) loan. The property is fully leased as of June 2022 after the housing lottery, which received roughly 1,700 applications.

Read the Ogbalu family's [story](#).

Courthouse Lofts

The formerly vacant Worcester County Courthouse was redeveloped by Trinity Financial and is now a 117-unit mixed-income rental community at the center of Lincoln Square, the city's thriving arts district. Of the development's 117 units, 66 are affordable to extremely low-income and low-income households, 45 are workforce housing units and six are market-rate apartments.

Courthouse Lofts features a fitness center, lounge, gallery space, interior bike and resident storage, and outdoor resident gathering spaces. The development is also home to the Major Taylor Museum, which honors the first Black cycling world champion who lived in Worcester.

Neighborhood Walk: Canal District and Union Hill

Explore the history, culture and current growth of one of the most dynamic neighborhoods in Worcester! Beginning at the central hub of Union Station, we will traverse Union Hill, the traditional immigrant neighborhood with its plethora of triple-deckers and former home of such characters as anarchist Emma Goldman and playwright S.N Behrman.

We will explore the impact of urban renewal and the placement of Route 290 on the landscape and experience the rise of the historically industrial Canal District into a vibrant, mixed use urban center. In the past decade, the Canal District has seen the development of hundreds of new apartments in former mill buildings and newly built complexes, new restaurants and the construction of Polar Park, home to the Worcester Red Sox. The tour will end with optional dinner choices at the locally owned Worcester Public Market.

Day 2 | Thursday, June 5

8:30 a.m. **Registration & Continental Breakfast** *Grand Ballroom*

9 **Welcome by Dana LeWinter, MHP** *Grand Ballroom*

9:15 **Plenary. Reclaiming our why: Affirming fair housing and equal access in our communities** **CM 1.00** *Grand Ballroom*

***Michelin Cahill**, Senior Supervising Attorney, Community Legal Aid*

***Whitney Demetrius**, Director of Fair Housing, EOHLC*

***Dariela Villón-Maga**, President and founder, DVM Housing Partners*

***Burhan Azeem**, Councilor and co-chair of the Housing Committee, Cambridge City Council*

10:30 **Break**

10:45 **Breakout Sessions**

Track 1: Policy & Planning **CM 1.25**

Grand Ballroom South

Intergenerational conversations

Perspectives on housing (supply, cost, availability, regulations, ideal location, transit access) can vary widely depending on our age and generational affiliation. This interactive session will provide an opportunity for participants to engage with intergenerational groups to share our housing stories.

Learning Objective: Broaden understanding of housing challenges facing different generations and strengthening advocacy for housing for all life stages.

***Ian Burns**, Community & Economic Development Program Manager, Merrimack Valley Planning Commission (MVPC)*

***Mariah Kurtz**, Livability Planning, Franklin Regional Council of Governments (FRCOG)*

***Jacqui McPherson**, AICP, Senior Program Manager, Executive Office of Economic Development (EOED)*

Track 2: Outreach & Advocacy **CM 1.25**

Meeting Room

Beyond business as usual: Re-imagining creative & accessible community engagement strategies

People love their communities. We want them to become safer, healthier, more prosperous places with housing options for all. But the standard approach to public meetings and community engagement overwhelmingly

centers public speaking, lecture style education and written testimony-all approaches that squander creativity and unintentionally leave people out. So, what would it look like to facilitate truly meaningful discussions between citizens and planners? What if they could be fun, or playful even?

Join this hands-on session to learn about creative strategies in community engagement and how they can apply to your context: from the 'place it' method originated by James Rojas and John Kamp to "Game of Zones" developed by Minnesota based activists and storytelling techniques and more

Kassie Infante, *Director of Engagement and Inclusion, MHP*

Joyce Mandell, *Regional Organizer, Abundant Housing Massachusetts (AHMA)*

noon **Lunch & Housing Heroes presented by
Secretary Ed Augustus**

Grand Ballroom

1:15 p.m. Breakout Sessions

Track 1: Policy & Planning **CM 1.25**

Grand Ballroom South

***Debunking false choices between new housing development and
the environment***

With coordinated state and local policies, we can meet our housing supply needs, expand water and wastewater infrastructure and improve environmental protection and land conservation - all at the same time.

Learning objective: Understand how current limitations on infrastructure can hinder housing production and learn about policy and spending recommendations to address these limitations.

Clark Ziegler, *Executive Director, Massachusetts Housing Partnership (MHP)*

John Beling, *Deputy Commissioner for Policy and Planning, MA
Department of Environmental Protection*

Molly Courson, *Resiliency Program Director, Ipswich River Watershed
Association*

Track 2: Outreach & Advocacy **CM 1.25**

Meeting Room

Building support for housing on local boards

Local boards are critical to moving housing efforts forward. Yet between member changes and competing interests, the needed focus on affordable housing can languish. Learn from examples across the state of how to support and strengthen boards to address local housing needs.

Learning objective: Case studies of strengthening local boards to support affordable housing development.

Ellen Marya, Member, Southborough Affordable Housing Trust

Valerie Oorthuys, Town Planner, Town of Stow

Jacqui McPherson, AICP, Senior Program Manager, Executive Office of Economic Development (EOED)

2:30 Break

2:45 Breakout Sessions

Track 1: Policy & Planning **CM 1.25**

Grand Ballroom South

Using data to identify planning and development priorities

MHP's Center for Housing Data and Way Finders will share their experience and findings from a data-driven effort to identify development and redevelopment sites in western Massachusetts. The team will share analytical tools, strategies, and resources to help identify neighborhoods and parcels in your own community that might be good candidates for development. This presentation will also discuss how strong regional collaboration can better position leaders to advocate for research and policies that benefit multiple municipalities with shared housing objectives.

Learning objective: Learn about data sets that can be used to identify development sites and how regional coordination can build impactful partnerships and momentum toward achieving shared development goals.

Keith Fairey, President and Chief Executive Officer, WayFinders

Matija Janković, Senior Research Analyst, Center for Housing Data, MHP

Ellen Marya, Research Manager, Center for Housing Data, MHP

Track 2: Outreach & Advocacy **CM 1.25**

Meeting Room

***De-escalation strategies in public engagement:
Navigating open hostility***

What happens when authentic community engagement and/or public input processes go off the rails and/or lead to open hostility? How do we maintain an accessible and online presence while also braving the often fraught and politically polarized conversations on social media? The negative impacts of open hostility can range from adverse effects to our community's collective well-being to project delays, safety concerns and more. If you have ever experienced or witnessed this, you are not alone!

Join this panel discussion to build community and leave our session with strategies, tools and tips on de-escalation, self/community care and thoughtful meeting design to proactively address concerns.

Learning objective: Attendees will leave this session with conversational/de-escalation tactics, tips/guiding principles for self and community care along with meeting design tips that can pro-actively help to mitigate hostility concerns.

Lily Linke, Director of Municipal Engagement, Citizens Housing and Planning Association (CHAPA)

Julia Wallerice, Member, Winthrop Working Together

Tim Czerwienski, Director of Land Planning, Beals Associates, Inc.

4:00 **Closing remarks**

Grand Ballroom