



**8:30 A.M. - 3 P.M. | REGISTRATION**

**8:30 A.M. - 4 P.M. | RESOURCE FAIR**

**8:30 - 9 A.M. | BREAKFAST**

**9 - 9:30 A.M.**

### **Housing Institute Kick-Off**

**Rachel Heller**, Executive Director, MHP

**9:30 - 10:30 A.M. | KEYNOTE SESSION**

### **Keynote Session**

Dr. Tiffany Manuel is returning to MHP's Housing Institute help us reflect on how Massachusetts communities have elevated the way we frame conversations on equity, housing, and community development using her Strategic CaseMaking book as a blueprint. This year, Dr. T will share new strategies to build on our successes through her new book, *Fast Track: Navigating Narrative Strategy, Power, and The Case for Justice*. *Fast Track* is dedicated to the simple idea that we can have the just future we want and we can get there faster by deploying more thoughtful narrative, power building, and CaseMaking strategies.

**Dr. Tiffany Manuel**, President & CEO, TheCaseMade

**10:30 - 10:45 A.M. | SESSION BREAK & TRANSITION**

**10:45 A.M. - 12 P.M. | BREAKOUT SESSION**

### **Who Leads on Housing? Cultivating Intentional Diversity & Engagement for Boards, Commissions, and Staff**

As nonprofit leaders retire in record numbers, organizations face a dual challenge: preserving institutional knowledge while building a diverse, future-ready leadership pipeline. Concurrently, MA has over 230 critical housing-related local boards and commissions that can struggle with recruiting and retaining “beyond the usual suspects”. With the culture of technical expertise in the housing ecosystem, how can we get creative with our engagement and retention strategies to build the next generation of leadership that will strengthen our mission and causes? This session explores equitable recruitment and retention strategies that strengthen board or staff diversity, community engagement, and adaptability. Participants will hear real-world examples of successes and challenges in developing diverse leadership at the local and organizational level.

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

**Julia Monaghan**, Founder & Principal, People Centered Change

**Robert Blood**, Chair, Brookline Housing Advisory Board

**10:45 A.M. - 12 P.M. | BREAKOUT SESSION****Conflict Resolution and Deescalation in Public Meetings: Understanding Conflict and Our Role in it**

As nonprofit leaders retire in record numbers, organizations face a dual challenge: preserving our work in the housing space sometimes involves conflict and navigating tense public meetings. This training will help us better understand conflict, reflect on our own. You will learn about the underlying dynamics of conflict and ways to reframe it to support consensus building.

- **Kayla Allen**, Director of the Dispute Resolution Center, Upside413

**12 - 12:15 P.M. | LUNCHEON TRANSITION****12:15 - 1:30 P.M. | PLENARY SESSION****Luncheon & Plenary: Supporting Supportive Housing and Other Compassionate, Effective, and Lawful Local Responses to Homelessness**

Homelessness is a complex social problem, and municipalities across the Commonwealth have been grappling with how to respond. This plenary session will feature panelists with experience creating compassionate and effective solutions at the local level. It will include a discussion of the legal framework within which municipalities are operating, including constitutional limits on "camping bans" and the Dover Amendment's zoning exemptions for transitional shelters and permanent supportive housing. Through a discussion of the successes and challenges of various approaches, the panel will offer practical tips for the creation and support of housing-based solutions in your communities.

**Esme Caramello**, Director, Housing Affordability Unit, Massachusetts Attorney General's Office

**Patti Morsillo**, Board Member, Salem Housing Authority

**Rob Brennan**, Chief Legal Offer, Housing Assistance Corporation (HAC)

**Margaret Hurley**, Chief, Central Massachusetts Division, Massachusetts Attorney General's Office

**1:30 - 1:45 P.M. | SESSION BREAK & TRANSITION****1:30 - 4:30 P.M. | SITE VISITS | MEET AT DCU ENTRANCE BY 1:45 P.M.****Affordable Housing Development Site Visits (Pre-Registered Participants Only)****1:45 - 3:00 P.M. | BREAKOUT SESSION****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. You will learn the basics of affordable housing deals and evaluating proposed developments.

**Laurie Gould**, Principal, VIVA Consulting

**1:45 - 3:00 P.M. | BREAKOUT SESSION****Unleashing Untapped Potential: How Different Jurisdictions are Transforming Surplus Public Property for Housing and Economic Growth**

This panel of experts will share their experiences working on the reuse of local, state, and federal / military property and will walk through project examples and success stories. They will also discuss recent government policy changes that serve to more nimbly facilitate reuse. The session will convey the benefits of redeveloping surplus public property.

**Amanda Newmiller**, Director of Site Planning, MassDevelopment

**Amanda DeGrace**, Vice President of Real Estate Development, MassDevelopment

**Emma Battaglia**, Senior Housing & Land Use Planner, Metropolitan Area Planning Council

**Margaret Brown**, Deputy Officer, DCAMM

**Matt Walsh**, Senior Policy Manager, Housing and Livable Communities

**3:00 - 3:15 P.M. | SESSION BREAK & TRANSITION****3:15 - 4:30 P.M. | BREAKOUT SESSION****Unlocking Municipal and Local Housing Authority Surplus Public Real Estate for Affordable Housing Production**

This session will review the steps of disposing of public land under Chapter 30B, the Uniform Procurement Act. Next, trainers will review common mistakes and best practices in drafting outcome-driven Request for Proposals. Attendees will then engage in a table activity to identify mistakes in a mock Request For Proposals.

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

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

**Donna Kalinick**, Assistant Town Manager, Town of Brewster

**3:15 - 4:30 P.M. | BREAKOUT SESSION****Building the Plane while Flying It: Real-Time Creation and Implementation of a Regional Housing Strategy for Northern Middlesex**

Learn how the Northern Middlesex Council of Governments, a Regional Planning Agency (RPA) serving parts of Middlesex County, is working to create a comprehensive regional housing plan while also implementing important housing initiatives along the way. NMCOG staff will share how they engaged key stakeholders to shape the public process and community message to overcome barriers.

**Chris Hayes**, Director of Housing & Economic Development, Northern Middlesex Council of Governments

**Christian D'Emilia**, Regional Housing Coordinator, Northern Middlesex Council of Governments

8:00 - 8:45 A.M. | AFFORDABLE HOUSING TRUST BREAKFAST

8:30 - 2 P.M. | REGISTRATION

8:30 - 2:30 P.M. | RESOURCE FAIR

8:30 - 9:00 A.M. | BREAKFAST IS SERVED

**9:00 - 9:15 A.M.**

### Second Day Conference Kick-Off

**Dana LeWinter**, Chief of Public & Community Engagement, MHP

**9:15 - 10:30 A.M. | BREAKOUT SESSION**

### Does Your Zoning Spark Joy? Clean Up Your Zoning!

Over the past decades, the length and complexity of our zoning by-laws and ordinances has ballooned. Housing advocates eagerly look to the adoption of new and innovative overlay districts and requirements to address local housing need. As we learned through local efforts to comply with the MBTA Communities Law, however, there are often pre-existing provisions buried deep within our zoning that directly contradict housing goals. Recently, many communities are moving away from an "additive" approach to zoning updates, and looking instead to streamline and clean up their regulatory frameworks to better reflect conditions on the ground and local planning goals. You will learn how housing goals can be better advanced by streamlining, rather than bulking up your zoning by-laws and ordinances.

**Amy Cahillane**, Director, City of Greenfield

**Emma Snellings**, Regional Planner, Executive Office of Housing and Livable Communities

**Lori Massa**, Director and City Planner, City of Melrose

**Nels Nelson**, Co-Founding Principal, CommunityScales LLC

**9:15 - 10:30 A.M. | BREAKOUT SESSION**

### Strengthening Communities Through Co-location of Childcare and Affordable Housing

This session explores the intersections between affordable housing and child care in Massachusetts communities. Learn more about child care as an essential community resource, the benefits of co-locating childcare and affordable housing, and examples of successful partnerships.

**Eric Mitchell**, President & Chief Executive Officer, Pathways for Children

**Kira Wilke**, Associate Director of Development, Children's Investment Fund

**Kristin Carlson**, Senior Project & Design Manager, Harborlight Community Partners

**Sarah McKeever**, Director of Supportive Housing, CEDAC

**Theresa Jordan**, Director, Children's Investment Fund

10:30 A.M. - 10:45 A.M. | SESSION BREAK & TRANSITION

**10:45 A.M. - 12 P.M. | BREAKOUT SESSION****Inclusionary Zoning: Getting it Right**

Communities across the state are exploring, adopting and re-tooling Inclusionary Zoning to build their inventory of affordable housing. Understanding that IZ can work in more than one way is important because it is not “one size fits all” zoning and may not be viable tool for every community. This session will introduce specific case studies where IZ has produced units on the ground and/or generated in lieu fees that leveraged investments in affordable housing. Learning Objective: this webinar is intended to help planners understand what to consider when designing inclusionary zoning policies and how to “get it right” in ways that provide affordable housing for their community.

**Eric Halvorsen**, Principal, RKG Associates

**George Proakis**, City Manager, City of Watertown

**Jenny Raitt**, Executive Director, Northern Middlesex Council of Governments

**Judi Barrett**, Owner & Managing Director, Barrett Planning Group LLC

**10:45 A.M. - 12 P.M. | BREAKOUT SESSION****Beyond the Bricks and Mortar: The Many Layers of Affordable Housing Compliance & Monitoring**

New housing developments bring ribbon cuttings, speeches and photographs splashed across social media. But that is only the beginning of the critical work that happens behind the scenes. Compliance and monitoring are central to preserving the long-term affordability of housing. During this session, participants will be introduced to the many tasks that municipalities are responsible for pre- and post-permitting of an affordable or mixed-income housing development, and how those responsibilities differ depending on the permitting pathway of the development. Real-world examples of effective data management related to monitoring and tracking affordable homes will be shared.

**Alisa Gardner-Todreas**, Chief Operating Officer, Metro West Collaborative Development

**Amanda Berman**, Housing Policy & Advocacy Liaison, Metro West Collaborative Development

**12:00 - 12:15 P.M. | LUNCH TRANSITION****12:15 - 1:30 P.M. | AWARD CEREMONY****Housing Hero Award Ceremony**

This session will review the steps of disposing of public land under Chapter 30B, the Uniform Procurement Act. Next, trainers will review common mistakes and best practices in drafting outcome-driven Request for Proposals. Attendees will then engage in a table activity to identify mistakes in a mock Request For Proposals.

**Rachel Heller**, Executive Director, MHP

**1:30 - 1:45 P.M. | SESSION BREAK & TRANSITION**

**1:45 - 3:00 P.M. | BREAKOUT SESSION****Take Your HPP Off the Shelf: Success Stories on Implementation**

Municipal staff, volunteers and consultants spend time, energy and money to create detailed Housing Production Plans to guide the creation of affordable housing in their community. HPP's also serve as a valuable tool to manage and control the pace of new 40B developments through provisions for "safe harbor." Yet far too often the actions identified through the planning process are not actually implemented. Learn what an HPP can do for you, and from two communities (Salem and Sturbridge) who have had success in the actual implementation of their plans.

**Moderator: Carsten Snow-Eikelberg**, Senior Real Estate Development Officer, MHP

**Amanda Chiancola, AICP**, Deputy Director, City of Salem

**Jean Bubon, AICP**, Town Planner, Town of Sturbridge

**Rebecca George**, Regional Planner, Housing and Livable Communities

**1:45 - 3:00 P.M. | BREAKOUT SESSION****Lessons in Rural Organizing**

Community organizing in rural and ex-urban areas can look quite different than organizing in dense neighborhoods. Policy priorities and cultural dynamics may diverge from those in urban communities. But being a small town does not equate to facing small challenges. Rural Massachusetts communities may have entrenched attitudes and wealth with hesitancy among power players to take on major housing reforms. Case studies will be presented on the unique challenges of working in remote or diffuse communities, sharing lessons learned and tips to improve effectiveness. The session will include an interactive group exercise simulating an organizing challenge in a hypothetical rural community.

**Ella Sampou**, Community Organizer, Community Development Partnership

**Sean Manion**, Western MA Organizer, Abundant Housing MA

**3:00 P.M. | HOUSING INSTITUTE ADJOURN**