

2023 – 2028 Housing Production Plan (HPP) Update Project

Regional Planners Meeting
October 27, 2022

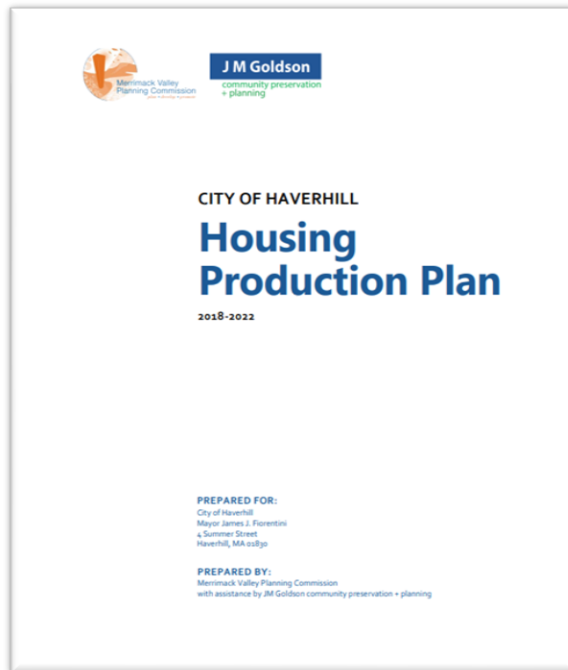


Today's Discussion

- 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)



The composition of Haverhill's households has modestly changed. Single-person households increased about 4 percent and households with children slightly decreased less than 1 percent.

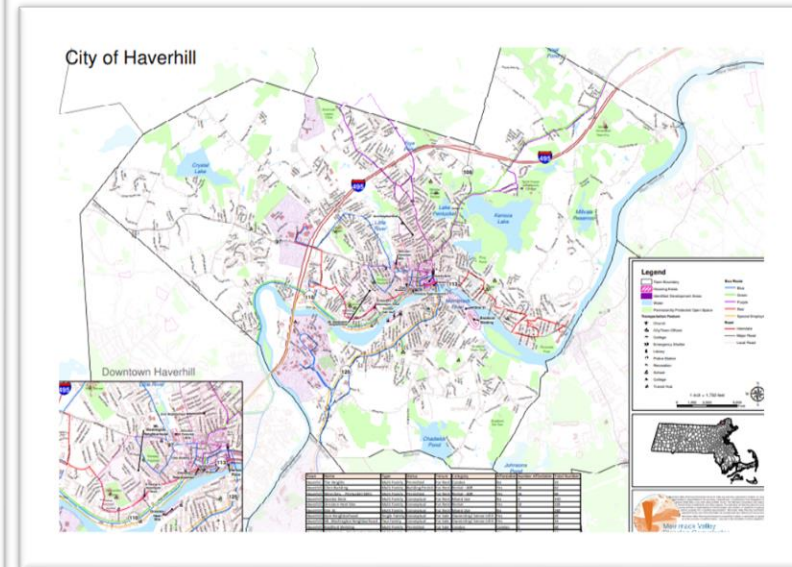
The estimated number of households with children under 18 years old decreased in Haverhill from 8,138 households in 2000 to about 8,064 in 2015 – a decrease of less than 1 percent. In the same period, single-person households increased from 6,084 households to about 6,873 households – an increase just over 1 percent. In the state, households with children under 18 years old decreased about 3.7 percent in the state and 3.16 in the county. Single-person households increased about 6.5 percent in the state and 5.7 percent in the county.

Haverhill Household Characteristics, 2000-2015				
	2000	2010	2015	% Change from 2000-2015
Population	58,965	66,879	66,079	5.38%
Households	22,076	24,221	23,981	3.58%
Households with individuals under 18 years	8,138	7,747	8,064	-0.98%
Single Person Households	6,084	5,543	6,873	4.48%
Average Household Size	2.53	2.47	2.55	2.00%
Average Family Size	3.44	3.48	3.47	1.94%

Source: US Decennial Census 2000 and 2010, 2010-2015 ACS Estimates, Essex, ZIP 4

All 15 communities in the Merrimack Valley region had estimated population growth between 2000 and 2015, with median growth rate of 9.38 percent. Haverhill's estimated population growth in this period was 9.7 percent.

CITY OF HAVERHILL HOUSING PRODUCTION PLAN 2018-2022 • 12



Why are HPPs important?

- 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:

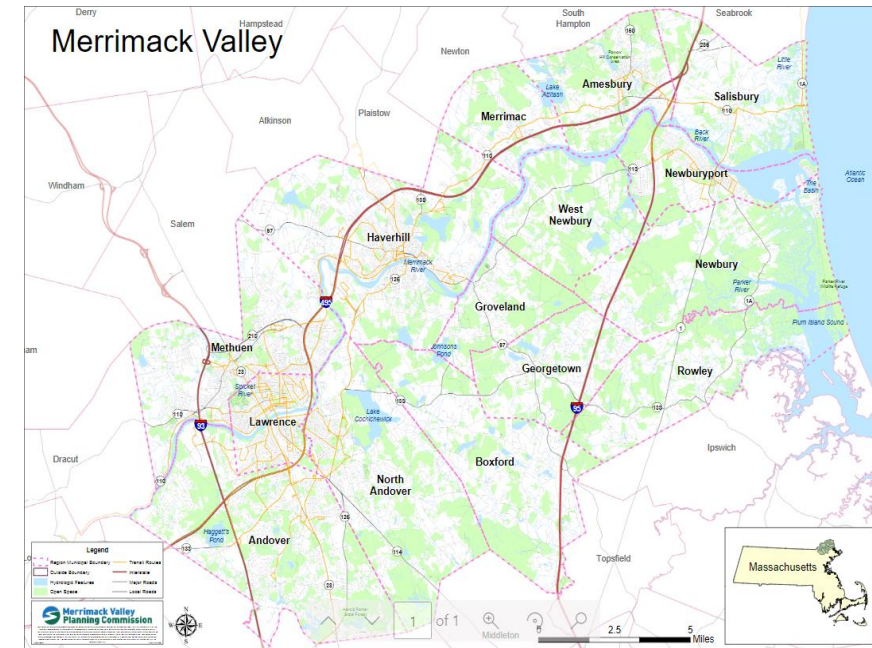
- 1) Comprehensive Housing Needs Assessment
- 2) Affordable Housing Goals
- 3) Integration of MBTA Communities*
- 4) Implementation Strategies

* 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

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

- 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

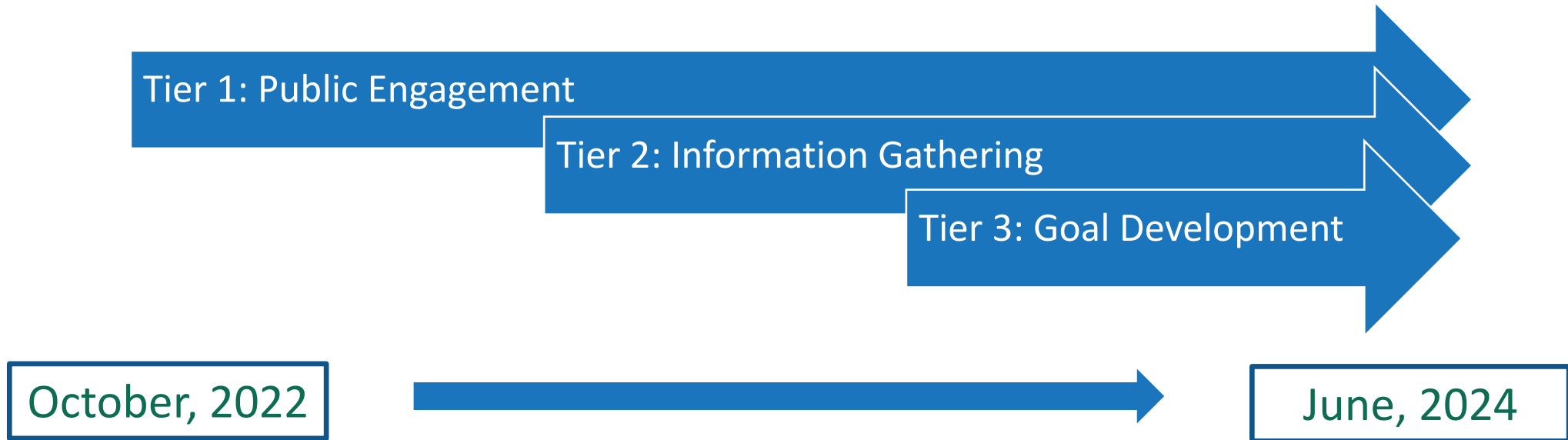


At the end of the day...

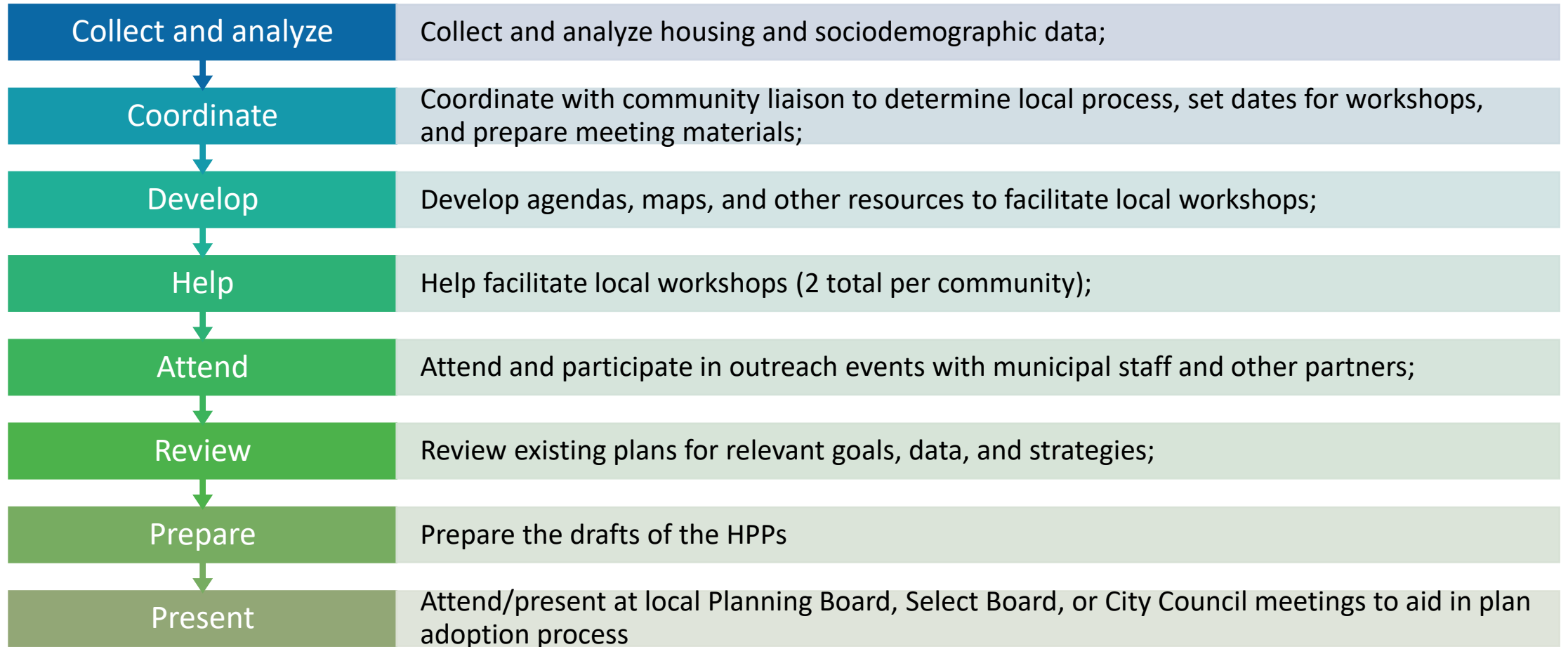
- A robust HPP should consist of a targeted action plan including **prospective funding sources**, **step-by-step action plans**, and **identified persons/partners** necessary to execute strategies
- HPPs will act as **primary guidance documents** to promote and facilitate housing production of all types 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

The Process

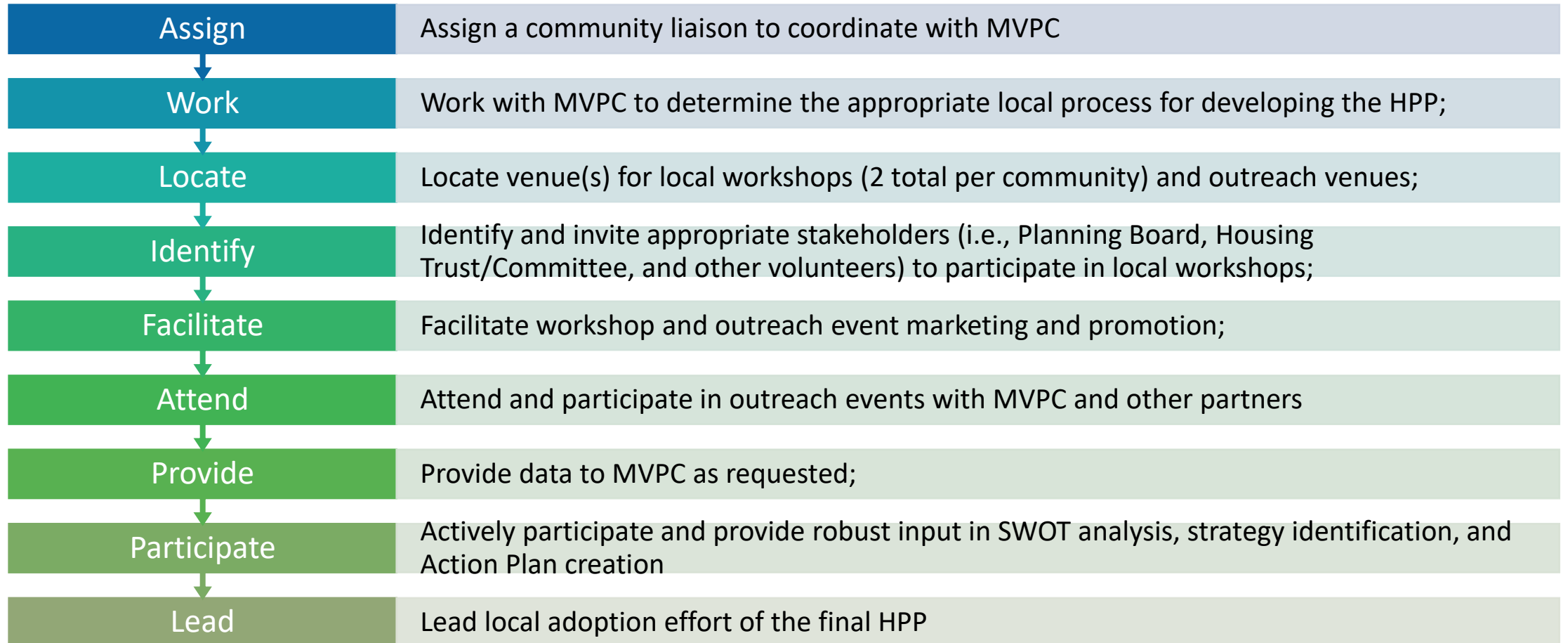
Housing Production Plan Process



MVPC's Role



Municipal Role



Project Tasks + Timeline

Task	Task Description	Task Deliverable(s)
Task 1: 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
Task 2: 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
Task 3: 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.)

<p>Task 4: Host a 2-part community meeting series to introduce HPP process and continuously gather input on HPP process from community residents</p>	<p>Work with municipal staff from each member community to identify venue for information session on the HPP process introduction (1st Session) and collaborative community goal setting (2nd Session). Collaborate on event details including set up/breakdown, catering, engagement activities, and presenters.</p>	<p>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</p>
<p>Task 5: Data gathering to conduct Comprehensive Housing Needs Assessment</p>	<p>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.</p>	<p>Updated housing and demographic data; accompanying data visuals</p>
<p>Task 6: Creation of Housing Production Goals</p>	<p>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.</p>	<p>List of potential goals</p>

Project Tasks + Timeline (cont.)

<p>Task 7: Conduct targeted outreach at priority venues (identified in Task 2)</p>	<p>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</p>	<p>Qualitative data sets for each municipality gleaned from outreach activities</p>
<p>Task 8: Conduct SOAR (Strengths, Opportunities, Aspirations, Risks) analysis for Merrimack Valley region, each municipality, and for each recommended goal</p>	<p>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.</p>	<p>Completed SOAR analysis</p>
<p>Task 9: Develop municipal strategies to increase housing production based on list of goals</p>	<p>Work with key stakeholder group and consultant to identify specific strategies to implement in order to achieve housing production goals set in Task 5</p>	<p>Document outlining specific strategies to be implemented to reach each housing production goal</p>

Project Tasks + Timeline (cont.)

Task 10: 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
Task 11: 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.)

<p>Task 12: Create final StoryMap tool for each municipality and MV region to display and interact with established municipal housing production goals</p>	<p>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</p>	<p>Finalized StoryMap presentation</p>
<p>Task 13: Facilitate local adoption of Housing Production Plans</p>	<p>Organize and present proposed Housing Production Plans to planning boards, town/city councils, and or selectboards seeking of plan approval</p>	<p>Presentation depicting all aspects of the completed HPPs to present to various boards</p>
<p>Task 14: Send adopted plans to DHCD for approval</p>	<p>Send adopted plans to DHCD for final approval</p>	<p>Finalized HPPs with board approval</p>

The Result

- 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

- 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?



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