



7th Annual Massachusetts Housing Institute

June 12 & 13, 2013

DAY ONE

- 8:45 am **Registration and Continental Breakfast**
- 9:00 am **Welcome & Introduction to the Housing Institute**
James Stockard, Graduate School of Design, Harvard University
- 9:15 am **Housing Overview**
An overview of why affordable housing is important, the production challenges we face and pragmatic recommendations on how we can move ahead to create more housing for those in need.
- 10:15 am **CONCURRENT SESSIONS**
- Introduction to Affordable Housing Finance**
Edward Marchant, EHM/Real Estate Advisor & Harvard Kennedy School
Learn the basics of preparing capital cost and operating pro formas—a critical step in examining the feasibility of any proposed rental or ownership development. Once the “funding gap” is defined in your preliminary capital cost pro forma, discuss what combination of subsidies can be used to “plug” the “funding gap” to make a development affordable.
- OR**
- Creating Affordable Housing on Sites Controlled by Public Agencies: Understanding Requests for Proposals (RFPs), Land Disposition & Development Agreements**
Rita Farrell, Senior Advisor, Massachusetts Housing Partnership
Paula Schnepf, Executive Director, Sandwich Housing Authority
Nathaniel Malloy, Community Development Planner, Town of Amherst
Attendees will learn how to operate within the requirements of the state’s public procurement law (Chapter 30B) to sell or acquire publicly-controlled land for the development of affordable housing. DHCD’s role in the process will be explained and guidance provided on how to write a Request for Proposals (RFP) and/or Invitation to Bid (ITB) tailored to your community’s specific needs. Examples of community-specific RFP and ITBs will be shared.
- 11:45 pm **LOCAL HOUSING HEROES AWARD LUNCH**
Aaron Gornstein, Undersecretary for Housing and Community Development, DHCD
- 12:45 pm **NEW SESSION! - Demystifying Housing Needs Studies and Housing Production Plans**
Susan Connelly, Director, Community Housing Initiatives, Massachusetts Housing Partnership
Phil DeMartino, Technical Assistance Program Coordinator, DHCD
Evan Belansky, Director of Community Development, Town of Chelmsford
What is the difference between a Housing Needs Study and a Housing Production Plan? When do you need one and what does it get you? Learn how to write needs studies and production plans that move beyond the shelf and lead to the production of affordable housing.
- 1:45 pm **NEW SESSION! - Defining Your Community’s Affordable Housing Goals and Objectives**
Jennifer Goldson, Planning Consultant
If you don’t know where you’re going, you’ll probably end up somewhere else. This session will focus on how to use data collected in the previous session to set attainable production goals for your community.
- 2:15 pm **Break**
- 2:30 pm **NEW SESSION! - Case Studies and Exercises**
Rebecca Plaut Mautner, Development Consultant
Kevin Maguire, Development Consultant
Attendees will be split into small groups and asked to consider the sequence of events from a project’s inception to construction. Groups will be given varying scenarios and is designed to actively engage the audience in problem solving.
- 4:15 pm **Wrap Up & Preparation for Day Two**



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DAY TWO

- 8:00 am **NEW! - Housing Planners/Coordinators Network Breakfast**
The Housing Planners/Coordinators Network is a volunteer group which meets monthly to share affordable housing resources. Housing Planners, Coordinators and other staff attending the Housing Institute are welcome to come and network with their counterparts from other communities. Additionally, if your community is contemplating creating an affordable housing staff position, come to learn about the range of services affordable housing staff can provide.
- 8:30 am **Registration and Continental Breakfast**
- 9:00 am **Welcome and Expectations of Day Two:
Moving Beyond Studies and Production Plans - Getting to a Construction Start**
James Stockard and Ed Marchant
- 9:15 am **NEW SESSION! - Defining Your Role in the Housing Process**
Jim Stockard and Rebecca Plaut Mautner
Based on the homework assignment, a discussion will be led on what assets you can bring to a development effort in your community. What roles in the housing development process do you feel comfortable assuming? How do you assess your competency to effectively fulfill the requirements of your preferred role(s)?
- 9:45 am **Identifying a Suitable Site in Your Community**
Ed Marchant
This session will examine predevelopment activities, due diligence, looking at project cost and when a community should throw in the towel on a site or project.
- 10:30 am **BREAK**
- 10:45am **NEW SESSION! – Defining Your Development Program**
Ed Marchant
This session will help you think through the questions you need to ask and the information you need to have to determine the best development program to fit the needs of the community.
- 11:30am **NEW SESSION! - Accessing “Seed Money” Funding to Support your Role and Program**
Rebecca Plaut Mautner
Now that you understand your role in the development, what your community’s needs are and how you plan to meet them, how do you get started and where do you find money to take the next step? Find out in this session.
- 12:30 pm **NETWORKING LUNCH**
- 1:30pm **Mobilizing Community Support and Engagement**
Kevin Maguire
Katy Trudeau, Director of Special Projects, Citizens’ Housing and Planning Association
Kelley Cronin, Executive Director, Acton Housing Authority
This session will present tools and techniques that can be used to build political and community support for affordable housing initiatives. Topics to be discussed include defining community goals, identifying stakeholders, and providing accurate information about the proposed project in a timely fashion.
- 2:30 pm **NEW SESSION! – Zoning Pathways**
Susan Connelly and Laura Shufelt, Mass Housing Partnership
Bill Reyelt, DHCD
There are a lot of variables involved in taking a housing development project from the drawing board to completion. This session will explain the various pathways and the pros and cons of each. This session will include a clarification of 40A vs 40B vs LIP developments.
- 3:30 pm **Success Stories**
- 4:00 pm **Adjourn**