



WELCOME TO THE FALL 2017 BUSINESS LEADERS BREAKFAST

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WORKFORCE HOUSING NEEDS ASSESSMENT 2017



QUESTIONS WE SET OUT TO ANSWER

Given that the UVHC has suspended operations:

- To what extent is workforce housing a compelling need today?
- What is the extent of stakeholder interest in shrinking the gap?
- What role might Vital Communities play in addressing current/ future needs?

CONTEXT: STATEWIDE ACTIVITY

- UVHC was one of 6 NH *regional* housing coalitions. 3 remain. Sustainability challenges similar.
- The NH coalitions created a theory of change but demonstrated housing supply change is elusive.
- VT does not have independent housing coalitions – it has campaigns in key areas, such as Chittenden County
- NH and VT have effective *statewide* housing advocacy organizations that work on all areas of housing, and collaborate with the coalitions

CONTEXT: DECLINE IN SUPPORT FOR REGIONAL HOUSING COALITIONS

- Lack of evident results from advocacy
- Other NH housing coalitions see similar patterns – corporate and foundation funding declining
- Decline in corporate support tracks change in corporate decision-making: less local
- Shift from small number of big donors to large number of small donors means *less time on content, more time on fundraising* – a circle of challenge.

THOUGHT PARTNERS

- Research & Interviews: Amy Lockwood, Full Circle Consulting
- Vital Communities Study Group
- Corporate Council Upper Valley Housing Coalition Board
- Today's panel:
 - Clay Adams, CEO, Mascoma Savings Bank, Chair, Corporate Council
 - Rob Schultz, Area Director, Granite United Way Upper Valley, Study Group Member
 - Kyle Fischer, ED, Listen Center, UV Housing Coalition Board Member
 - Tom Roberts, ED, Vital Communities

PROCESS OVERVIEW FOR REVIEW

- Review of regional and statewide housing needs assessments
- 25 interviews – Upper Valley and statewide:
 - UVHC former staff, board members and funders
 - Vital Communities board members
 - Employers of all sizes
 - Local planning or zoning board members
 - Statewide housing advocacy, policy and funding organizations
 - Regional Planning Commission staff
 - NH regional housing coalitions

IS WORKFORCE HOUSING A COMPELLING NEED?

YES. (The **stakeholders** are unanimous)

- All employers cite recruiting and retention challenges
- Inverse relationship: income and commute time
- Housing cost-to-wage ratio weak compared to other US regions

IS WORKFORCE HOUSING A COMPELLING NEED?

YES. (Public data reports)

Net new units: roughly 4,500-8,000 additional units needed, plus 1%-8% growth in housing stock demand annually.

DO STAKEHOLDERS SUPPORT FURTHER WORK?

- **YES.** The problem must be addressed.
- Concerns:
 - Housing gap is perceived to be getting worse not better, despite concerted advocacy efforts
 - There is a lack of information about local policy or housing supply change
 - There is lack of information about the extent to which advocacy and education are influencing housing supply or local housing policy

WHAT STAKEHOLDERS WANT IN ORDER TO SUPPORT WORKFORCE HOUSING EFFORTS

- An action plan they believe will lead to actual change and
- A management/ execution team they believe can get the job done.

STAKEHOLDERS SAID THEIR SUPPORT COULD INCLUDE...

- Increased funding for the action plan
- Funding for transit to/from housing
- Public sharing of hiring/retention challenges related to housing
- Consideration of offering on-site child care as part of recruiting package of opportunities
- Regional Planning Commission Role: supply data, help communities think through housing in master plans

VITAL COMMUNITIES STUDY GROUP RESPONSE

YES. Vital Communities should take a leadership role in addressing housing gaps

And, consider:

- Shift away broad, light-touch advocacy
- Move toward narrower, deeper approach
- A concentrated effort designed to
 - Partner with existing organizations working on these issues
 - Work in concentrated manner to make change in key communities and with key employers

VITAL COMMUNITIES STUDY GROUP RECOMMENDATIONS

- Corporate Council Takes on Issue in 2018
- VC Hosts 3 Town-Based Community Conversations in 2018
- Continue Hosting Business Leaders Housing Breakfasts
- VC Poised to Offer Focused Workforce Housing Support in 2019

VITAL COMMUNITIES STUDY GROUP RECOMMENDATIONS -- 1

Corporate Council Takes on Issue in 2018

- **Goal: Key businesses determine workforce housing a top tier priority in 2018**
- **Corporate Council members serve as Community Housing Champions**
 - Businesses articulate the severe challenges their employees face
 - Speak to local bodies on workforce housing needs
 - Involve their employees in this work

RECOMMENDATIONS -- 2

VC Hosts 3 Town-Based Community Conversations

- In select Upper Valley Towns
 - Where greatest potential for housing being built
 - Where community conversation most needed
 - Where interest
- Engage quality facilitators
- Track what action steps emerge

RECOMMENDATIONS --3

Continue Hosting Business Leaders Housing Breakfasts

- **Networking, Educating & Updates**
 - Twice annual meetings
 - Engaging speakers
 - Real estate update
 - Workforce housing supply progress
- **VC & Twin Pines Partner to Organize**

RECOMMENDATIONS -- 4

VC Offers Focused Workforce Housing Support -- 2019

- **Following commitment by key Upper Valley employers over the next year**
- **VC will supplement employer efforts with support for local efforts :**
 - Targeted
 - Back-bone support
 - Seek to change zoning and local land use regulations
 - Promote workforce housing
- **Essential Financial Support**
 - Business (50 – 75%)
 - Government/HFA (25 – 35%)
 - Foundation (5 – 10%)

WHAT WILL BE DIFFERENT IN 9 MONTHS?

- **10** Corporate Council members have spoken publicly about workforce housing need
- **3** Key Upper Valley employers have made workforce housing a top priority
- **2** local housing conversations held, third scheduled
- **1** Business Housing Breakfast held in Spring, updating attendees on progress, reporting on what attendees have done

WHAT CAN I DO BY THE SPRING BREAKFAST?

- Encourage your business to get involved.
- Gather stories from co-workers and neighbors
- Share these stories by speaking in your town
- Contribute to organizations working on work-force housing:
 - Twin Pines Housing Trust
 - Upper Valley Lake Sunapee RPC Housing Study
 - Support Statewide advocacy this year:
 - Housing Action NH
 - VT Housing & Conservation Board

YOUR THOUGHTS?

- 1. What is strong about this plan?**
- 2. What needs to be stronger?**
- 3. What will you do to move workforce housing forward – now to April 2018?**

Questions/Comments

Contact: Tom@VitalCommunities.org



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