



# CHAPA Virtual Chapter 40B Conference

SESSION ONE: TOOLS FOR INCREASING AFFORDABLE HOUSING IN YOUR COMMUNITY  
JANUARY 14, 2021, 3:00–4:45 P.M. | VIRTUAL ZOOM CONFERENCE

## History of Chapter 40B 3:10–3:35 P.M.

- Rachel Heller, *Chief Executive Officer*, Citizens' Housing and Planning Association (CHAPA)
- James G. Stockard, *Lecturer in Housing Studies*, Harvard Graduate School of Design

## Economic Development Bill 3:35–3:45 P.M.

- Eric Shupin, *Director of Public Policy*, Citizens' Housing and Planning Association (CHAPA)

## Panel Discussion and Q&A 3:45–4:45 P.M.

- **MODERATOR:** Phillip DeMartino, *Senior Technical Assistance Coordinator*, Massachusetts Department of Housing and Community Development (DHCD)
- **CHAPTER 40R & SMALLER HOUSES:** William Reyelt, *Principal Planner for Smart Growth Programs*, DHCD
- **CHAPTER 40A & INCLUSIONARY ZONING:** Katy Lacy, *Senior Planner, Community Assistance Division*, Massachusetts Housing Partnership (MHP)
- **COMMUNITY PERSPECTIVE:** Lisa Pearson, *Planning Director*, Town of Salisbury

DON'T MISS SESSIONS TWO AND THREE:  
JANUARY 21: FOSTERING GOOD DESIGN  
JANUARY 28: FAIR HOUSING IN 2021 AND BEYOND

## Cosponsors:



# CHAPTER 40B CONFERENCE SPEAKERS & PANELISTS

JANUARY 14<sup>TH</sup>, 2020

## RACHEL HELLER



Rachel Heller became CHAPA's CEO in 2016, after joining the agency as the Director of Public Policy in 2012. Rachel is responsible for providing strategic leadership and overseeing all activities of the organization. She works in partnership with the Board of Directors to articulate and execute CHAPA's mission. Rachel previously worked as the Director of Public Policy at the Alliance for Business Leadership, served as Chief of Staff to Massachusetts State Senator Susan Tucker, and was the Senior Policy Advocate at Homes for Families, a nonprofit advocacy organization working to end family homelessness. Rachel holds a Bachelor of Arts in Political Science and Peace Studies from the University of Connecticut.

## JAMES G. STOCKARD



Jim Stockard has spent his professional career working in all aspects of affordable housing. In 2014, he retired after 17 years as the Curator of the Loeb Fellowship at the Harvard Graduate School of Design. He continues to teach courses in Housing and Urbanization at the GSD. In 2016, he was a Fulbright U.S. Scholar at the Glasgow School of Art in Scotland, teaching and writing a paper comparing the social housing programs of Scotland with those of the U.S. Prior to his service at the GSD, Stockard was a founding principal in the consulting firm of Stockard, Engler and Brigham for 27 years. Stockard served as a commissioner of the Cambridge Housing Authority from 1973-2013, including eight terms as chair. He continues to serve on the Housing Appeals Committee of the Commonwealth of Massachusetts and the Cambridge Affordable Housing Trust Fund. He is a former president of the Citizen's Housing and Planning Association.

## WILLIAM REYELT



Bill Reyelt is the Principal Planner for Smart Growth Programs at the Massachusetts Department of Housing & Community Development (DHCD). His primary responsibilities include administering the Smart Growth and Starter Home Zoning Programs established under MGL c. 40R as well as helping the Commonwealth's Gateway Cities take advantage of the Housing Development Incentive Program (HDIP). Before assuming this current role in 2009, Bill held several other positions at DHCD where he has worked on a variety of housing and economic development programs and initiatives, including 40B technical assistance and urban renewal. Bill got started in planning while providing research assistance at Project for Public Spaces in New York City while earning a Master's Degree in Urban and Regional Planning. Bill's earlier working life included stints as a high school teacher, property manager, architectural drafter, cashier, and industrial fabricator.



### **KATY LACY**

Katy Lacy is a Senior Planner with MHP's Community Assistance Division. She previously held positions as a 40B Specialist at MassHousing and as the Director of Community Planning for the Town of Hingham.



### **LISA PEARSON**

Lisa Pearson has been the Planning Director for the Town of Salisbury since 2001. Lisa has a Masters of Science and Arts in Community Economic Development from the University of Southern New Hampshire



### **PHILLIP DEMARTINO**

Phillip DeMartino currently serves as a Senior Technical Assistance Coordinator for the state's Department of Housing and Community Development (DHCD). He is assigned to the Office of Sustainable Communities (OSC) and has worked at DHCD since 1996. The OSC provides resources to build and improve municipal management, planning, housing and community development capacity. He coordinates the Housing Production Program (HPP) and provides 40B assistance to municipalities, developers and concerned citizens. Mr. DeMartino has a Master of Science in Public Affairs from the McCormack Graduate School of Policy and Global Studies at the University of Massachusetts Boston.

**FOR MORE  
INFO, PLEASE  
VISIT:**

**CHAPA.ORG**