



## **Municipal Engagement Initiative Community Application and Instructions**

### **About the CHAPA Municipal Engagement Initiative**

CHAPA's Municipal Engagement Initiative seeks to build support for affordable housing production in communities across the Commonwealth. CHAPA staff will work with community groups and municipalities to conduct public education efforts in support of housing production, with an emphasis on affordable housing. Staff will work with communities to develop strategies that work within the context of each community. This initiative will also work in concert with efforts of other organizations providing technical assistance and other support to communities.

While all communities will benefit from public education and community discussions about the need for housing development and how it benefits communities economically, each community is unique in its character, land, zoning, and housing stock. CHAPA will work to implement a community engagement strategy in each individual community that works within each unique environment. CHAPA's community engagement strategy will be based on the collaborative model CHAPA uses at the state level, focusing on building coalitions that work together to address each community's housing challenges. Coalition building will bring together community stakeholders representing local businesses, civic groups, houses of worship, and other groups and individuals that are active in each community.

## **Municipal Engagement Community Criteria**

CHAPA is currently seeking 2-3 additional communities under the Municipal Engagement Initiative. We are also seeking 3-4 communities for our [MEI Lite Program](#), a lighter touch program that will help to set communities up for coalition building efforts on their own.

In addition to meeting the required criteria outlined below, all applications should align with CHAPA's mission to encourage the production and preservation of housing that is affordable to low and moderate income families and individuals and to foster diverse and sustainable communities through planning and community development.

Applications will be evaluated based on the following criteria:

### **Required:**

1. Market Conditions to support Housing Production and Affordable Housing
2. Additional Conditions needed to build support. Examples of conditions that indicate need may include, but are not limited to:
  - a. Municipal staff seeking assistance to engage community around housing production and affordable housing,
  - b. Local advocacy or community group seeking assistance to engage community,
  - c. No existing coalition,
  - d. High level of organized opposition preventing municipality from moving forward with efforts to produce housing,
  - e. Close votes on zoning and development proposals, or
  - f. Missed opportunities identified
3. Welcomed by Municipality at some level (Mayor, Town Manager, ZBA, Planning Staff, Fair Housing Commission, etc.)

### **Additional Considerations:**

1. Trigger: New Zoning proposal, specific site changing hands, public site available for affordable housing, new leadership, new regulation or policy being explored
2. Past Effort: Consideration will be given to past efforts, barriers, challenges and potential for impact
3. Collaboration with other Technical Assistance efforts: The MEI seeks to coordinate efforts with other technical assistance providers to maximize impact

**Note:** Attention will be paid to reaching communities of different sizes, geographies and stages of housing production activity, but this will not be the only criteria. Both Municipal Governments and Community Groups may apply. **If you are a Community Group, you must include a Letter of Support from the Municipal Government with your application.** If you have questions about this requirement, please contact Dana LeWinter at [dlewinter@chapa.org](mailto:dlewinter@chapa.org).

## **Municipal Engagement Community Application Instructions**

***Applicants must submit an electronic copy of this application to Dana LeWinter, Director of Municipal Engagement, at [dlewinter@chapa.org](mailto:dlewinter@chapa.org) by 5 PM on Thursday, October 28, 2021. Fax copies and hard copies of the application will not be accepted.***

A complete application includes:

- 1) A cover letter signed by the principal contact,
- 2) A completed application (see below),
- 3) Any relevant letters of support. **Community Organizations must include a Letter of Support from the Municipal Government with the application.** If you have questions about this requirement, please contact Dana LeWinter at [dlewinter@chapa.org](mailto:dlewinter@chapa.org).

It is the responsibility of the Applicant to ensure that its application is complete and accurate. CHAPA reserves the right to request additional information from the Applicant or external sources as may be necessary in order to complete the application review. Applicants will receive an email confirmation of a successful submission and will be contacted by CHAPA staff with next steps, which will include a follow-up phone call with the Municipal Engagement staff and may include a request for additional information to allow a thorough evaluation

### **Contact Information**

Dana LeWinter, Municipal Engagement Director  
CHAPA  
One Beacon Street, 5<sup>th</sup> Floor  
Boston, MA 02108  
Phone: 617-701-7479  
Email: [dlewinter@chapa.org](mailto:dlewinter@chapa.org)

# Municipal Engagement Initiative Community Application

Please provide the following information to be considered for the Municipal Engagement Initiative.

## 1) Contact Information

Municipality:

Community Organization (if non-Municipal Government applicant):

Contact Name:

Title:

Email:

Phone:

Mailing Address:

Municipality Website:

Community Organization Website (if non-Municipal Government applicant):

## 2) Check which program you are interested in:

a) Full Municipal Engagement Initiative Community \_\_\_\_\_

b) MEI Lite \_\_\_\_\_

c) Either \_\_\_\_\_

## 3) Describe how your Municipality meets the Criteria outlined for the Municipal Engagement Initiative:

### Required:

a) Market Conditions to support Housing Production

b) Additional Conditions Needed to Build Support

Examples of conditions that indicate need may include, but are not limited to:

i) Municipal staff seeking assistance to engage community around housing production,

ii) Local advocacy group seeking assistance to engage community,

iii) No existing coalition,

iv) High level of organized opposition preventing municipality from moving forward with efforts to produce housing,

v) Close votes on zoning and development proposals, or

vi) Missed opportunities identified

c) Evidence of Support by Municipality

Please identify the key municipal government staff or department that will work with CHAPA staff on the Municipal Engagement Initiative. **Community Organizations must include a Letter of Support from the Municipal Government with the application.** If you have questions about this requirement, please contact Dana LeWinter at [dlewinter@chapa.org](mailto:dlewinter@chapa.org).

**4) Trigger:**

A response to this criterion is not required, but may indicate that the community is at a crossroads in terms of housing production and affordable housing potential.

Examples of a Trigger include, but are not limited to:

- i) New Zoning proposal,
- ii) Specific site changing hands,
- iii) Public site available for affordable housing,
- iv) New leadership,
- v) New regulation or policy being explored

**5) Describe the goals of your proposal:**

**6) List any identified potential partners:**

**7) Describe past efforts in the Municipality:**

**8) Describe any identified barriers and challenges:**

**9) List all Technical Assistance services around housing received by the Municipality in the past TWO years.**

Organizations providing Technical Assistance may include, but are not limited to:

- Massachusetts Housing Partnership (MHP)
- MassHousing
- Department of Housing and Community Development (DHCD)
- Massachusetts Association of Community Development Corporations (MACDC)
- Massachusetts Smart Growth Alliance (MSGA)
- MassDevelopment
- Executive Office of Energy and Environmental Affairs (EOEEA)
- Metropolitan Area Planning Council (MAPC)
- Regional Planning Agencies
- Fair Housing Center of Greater Boston

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- 2) A completed application narrative,
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