

COMMUNITY

MAKEOVER

Homes for the Whole Community

WORKFORCE
HOUSING COALITION
OF THE GREATER SEACOAST

ANNUAL REPORT
2013 - 2014

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E.D.'s Note

It has been a tremendously productive and rewarding experience this past year as your

Executive Director. I would like to thank all of our Board members, donors, sponsors and volunteers for helping me to learn and grow into this position, as well as to understand the housing environment in the Greater Seacoast region.

I look forward to working with all of you to make an even larger impact as we continue our existing programs, like the Workforce Housing Design Charrettes, while our Outreach & Education committee launches a new young adults initiative and plans to expand our community outreach to engage more communities, more stakeholders, and more individuals than we currently do. Please help us by spreading the word about the Coalition... we don't want to be the Seacoast's best kept secret!

Thank you!

A handwritten signature in cursive ink that reads "Ashlee Iber".

Ashlee Iber, Executive Director



President's Message

Dear Coalition Members and Supporters,

Ashlee Iber, our Executive Director since May 2013, has been very effective at fulfilling our mission and vision. Under her and the Board

of Directors' guidance, the Coalition has actively promoted workforce housing in the last year. The Coalition has:

- Organized and hosted a charrette in Wells, Maine for the design of workforce housing at 2 potential sites, incorporating public, municipal, and property owner participation;
- Published the "Housing Resource Guide", 28 pages of information and resources to help find and keep a home;
- Connected new developers and land owners with industry experts;
- Actively supported the Air National Guard's Yellow Ribbon Reintegration Program at Pease;
- Organized against NH House Bill 1297 which would have made it more difficult for municipalities to receive the technical support needed to comply with the NH workforce housing law;
- Membership in Housing Action NH's "Housing Matters Workgroup";
- Participated in the City of Portsmouth's focus group for the housing section of the City's Master Plan;
- Participated in meetings of the Granite State Future Regional Advisory Committee convened by Rockingham Planning Commission to create a long-term regional master plan;
- Participated in the Maine Affordable Housing Coalition and attended the Maine Affordable Housing Conference;
- Launched a new initiative to engage young adults in the issue of housing through public roundtable discussions.

Since our inception in 2001, 25 Greater Seacoast communities have adopted workforce housing ordinances and over 500 housing units have been built, with additional units under construction.

Your past and future support is much appreciated. If you are not a member, please take a moment to support a diversity of homes available in the Seacoast area by joining the Workforce Housing Coalition.

Sincerely,

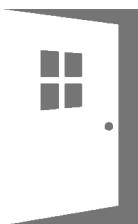


Kim S. Rogers, Board President

Mission Statement

Our mission is to be a catalyst for the development of a range homes affordable for the diverse workforce in the Greater Seacoast region of New Hampshire and Maine. We build support for workforce housing by educating municipal officials, developers and community members.

We envision an adequate supply of affordable, desirable homes throughout the Greater Seacoast region that provide opportunities for the workforce to put down roots, and creates a more diverse community that benefits us all. We are *Opening Doors to Vibrant Communities*.



WORKFORCE HOUSING COALITION — OF THE GREATER SEACOAST —

Learn more about the Coalition and become a new or renewing member, Call us at (603) 205-0539 or email us at Ashlee@seacoastwhc.org.

Major Funders

We are sincerely grateful to our major organizational funders for their enduring belief in our mission to educate the community on housing and our vision of an adequate supply of affordable, desirable housing throughout the Greater Seacoast region.

Thank you for your generous support.



New Hampshire Housing
Bringing You Home



United Way
of the Greater Seacoast



Advocacy

The Coalition follows policies and legislation on the local and statewide levels that may promote or inhibit the development of workforce housing. We participate in supporting, defending or fighting legislation that impacts the availability of homes for our workforce.

Early in 2014, we had such an opportunity as New Hampshire House Bill 1297 was considered by the House's Municipal and County Government Committee, which if passed, would have required approval of the legislative body of a town prior to an application for, acceptance, or expenditure of "workforce housing grants". While the Bill sponsors were unable to effectively define what "workforce housing grants" were, we and other supporters argued that this Bill would make it more difficult for municipalities to receive valuable technical assistance necessary to comply with the statewide workforce housing bill.

After the January 2014 testimony of our Executive Director and others, the House Municipal and County Government Committee voted (19-0) to recommend the Bill be voted "Inexpedient to Legislate". The House confirmed the Municipal and County Government Committee's recommendation by Voice Vote via the Consent Calendar on March 5, 2014. This means the bill did not pass and will not become law. This was a success to both kill the bill and to educate legislators about the continued need for affordable homes in the Seacoast and other areas of New Hampshire. The Coalition will continue to partner with other groups to advocate for legislation that positively impacts workforce housing.



Settling in the Seacoast

The Coalition is launching a new initiative, "Settling in the Seacoast", to more effectively engage young adults, a group significantly impacted by the lack of affordable homes, in

the issue of workforce housing. In response to a March 2014 article in the Portsmouth Herald, entitled "Loss of Younger People in City Called Frightening", the Coalition wrote a letter to the editor highlighting the impact home costs have on young adults and initiated the new program. The program's introductory event was an April 29 "Flash Roundtable" discussion in Portsmouth and there are plans to form a steering committee to host a larger summit in the coming months.

Video Training Modules

In 2012, over 50 Planning Board members and other interested individuals attended the videotaped WHC training entitled "Getting Ahead of the Curve: Anticipating Workforce Housing Proposals."

Since then, we have partnered with Jay Childs and JBC Communications to edit the taped footage into video training modules. In late 2013 and early 2014, our Education & Outreach committee, with the help of UNH intern Jessica Kaczynski, arranged the 5 module series and are in the process of taping additional footage to complete the videos for our anticipated release in August 2014.

Modules Sponsors:



New Hampshire Housing
Bringing You Home



Workforce Housing Advisory Committee

We believe, in the Seacoast Region's unique housing environment, it is vital for the Coalition to be aware of emerging opportunities to support and advocate for a more diverse

range of homes for the area's workforce.

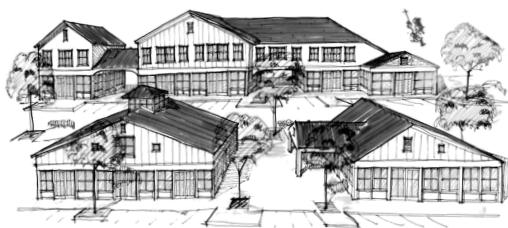
The Coalition recruited individuals who have knowledge, experience and/or interest in workforce housing and related topics to join a Workforce Housing Advisory Committee in early 2014. The committee's first quarterly meeting is scheduled for June 2014. We are pleased to welcome:

Kristen Grant, Maine Sea Grant & UMaine Cooperative Extension
Sandra Beaudry, Crossroads House
Carrie DiGeorge, Federal Savings Bank
Patricia Martine, York Housing
George Reagan, New Hampshire Housing Finance Authority
Debra Scott, Federal Savings Bank
Matthew Sullivan, Strafford Regional Planning Commission

Annual Design Charrette

Our fourth annual design charrette produced conceptual designs for the development of two subject sites in the community of Wells Maine that incorporated workforce housing opportunities. Held over a two-day period, the process

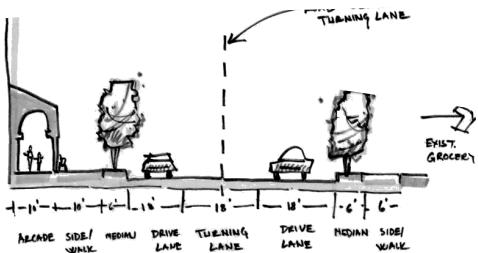
included a site walk, listening session, and design workshop, culminating in a design reveal on October 18, 2013.



Nearly 40 volunteers made the charrette possible, by contributing an average of 12 hours each, plus travel time, to the project. This amounted to nearly 300 hours of professional time and talent put into the project.

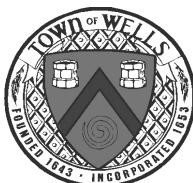
The subject sites included the Amtrak train station off Route 95 and an area close to the intersection of Route 109 and Route 1, known as Wells Corner.

Resulting concept designs for both sites included mixed-use development, preservation or creation of natural areas, retention of local architectural styles, walkability and traffic calming. The designs brought to light the potential for the development of over 100 added homes for area workers and residents.



In addition to the concept designs, the Coalition and volunteers provided the Town of Wells with recommended changes to the zoning and infrastructure in the areas that would enable future development of affordable homes for community members.

Charrette Sponsors:



Community Builders

In 2013, the Coalition initiated a program for corporate donors where we invited local businesses to join a distinguished group of supporters known as 'Community Builders'. The

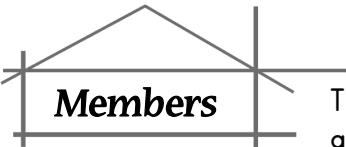
program has served as a means to showcase members of the Seacoast community who make a significant commitment to support and promote the development of a balanced supply of housing for area workers. For an annual gift of \$1,000.00 contributors gain access to an array of valuable marketing opportunities, in addition to all the benefits of a Coalition corporate membership.

We greatly appreciate our current program participants, who have each contributed \$1,000.00 in the past 12 months. We have openings for companies to join our group of Community Builders!



**Public Service
of New Hampshire**

The Northeast Utilities System



Members

The Coalition offers a variety of corporate and individual membership levels and payment methods. We now have a new option giving new and renewing members an easy and secure way to support our efforts year-round. Make a "pledge" of financial support, through an online recurring monthly gift, to spread a larger donation out through the year. Learn more at www.seacoastwhc.org/pledge.html.

Major Donors

NH Housing Finance Authority
United Way of the Greater Seacoast

Organizational Donors

(\$250 - \$2,500)

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(\$100 - \$249)

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We sincerely apologize if you are not listed or are listed in error. Please notify us by email at info@seacoastwhc.org or by phone at (603) 205-0539. *Gifts recorded April 1, 2013 through April 24, 2014.



WORKFORCE
HOUSING COALITION

— OF THE GREATER SEACOAST —

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