

Year in Review...

The past two years at the Workforce Housing Coalition of the Greater Seacoast have been characterized by change. We began 2018 with a new Executive Director and a new partnership with the Regional Economic Development Center. Much of 2019 was spent experimenting with new ideas and strengthening the impact of our work, and our timing couldn't be better with the state's housing crisis growing increasingly worse.

In 2019 we partnered with the Regional Economic Development Center to test-drive future work in the western portion of their territory. Our success in Pelham, our willing test subject, laid the foundation for more work in this area. The Coalition also shifted the focus of our advocacy work, from being an advocate to training advocates — thus creating an “army” of YIMBYs to grow the capacity of the Coalition. Thanks to a visit from Chuck Marohn, the Founder and President of Strong Towns, our philosophy expanded to include incremental development and we gave significant attention to missing middle housing types. Finally, our annual Housing Summit in November was an overwhelming success, focusing on various case studies from around the state.



You can read more about all of this — and more — in our 2019 Annual Report. We couldn't have done any of what you'll find in this report without the support of our members, sponsors, and other donors or the help of our volunteers!

Thomas House, President
Workforce Housing Coalition
of the Greater Seacoast

Looking Ahead...

2020 is already off to a strong start. The Coalition has partnered with the Community and Environmental Planning program at the University of New Hampshire for a Durham charrette; we're eagerly awaiting the release of *Communities and Consequences II: The Rebalancing of New Hampshire's Human Ecology*; and we're percolating on a handful of new ideas, too.

This winter, we've been busier than ever behind the scenes, strengthening the Coalition from the inside out. We've welcomed three new folks to our Board of Directors: Jill Peter, Chief Risk Officer at Kennebunk Savings Bank; Thomas Howard, Director of Business Development at PC Construction; and Bart McDonough, Town Planner for the Town of Kittery, ME. Soon, we'll be releasing an updated strategic plan that will guide our work for the next five years.

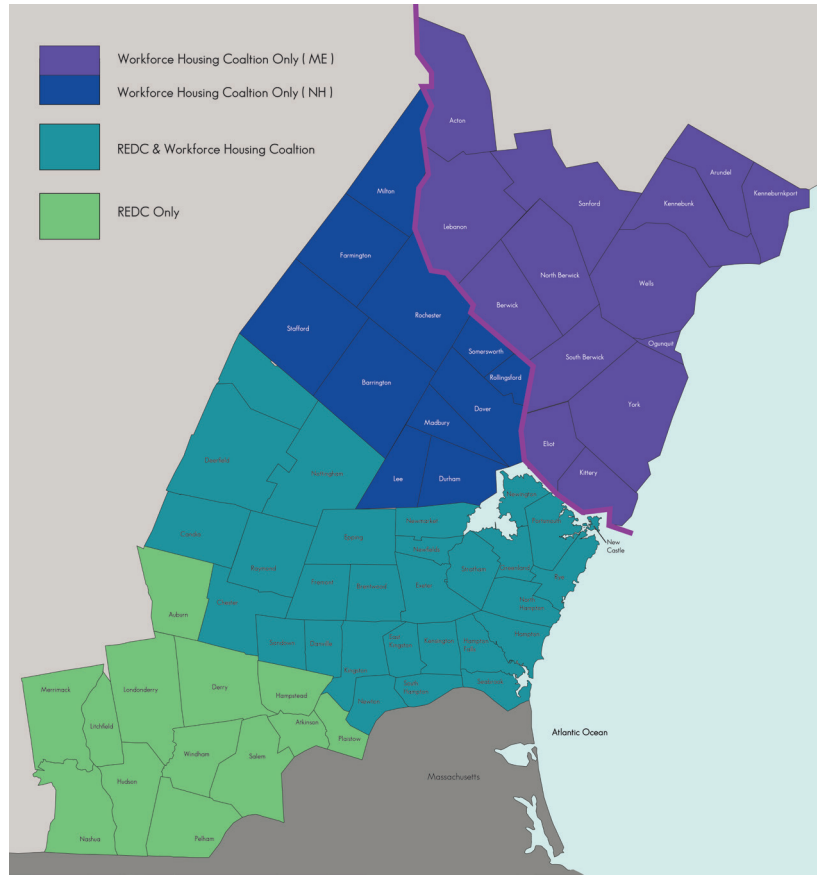
We hope to see you soon at our 2020 Annual Meeting and Awards Ceremony and, in the meantime, stay tuned for a screening of *Communities and Consequences II* near you, and other opportunities to get involved with the Workforce Housing Coalition of the Greater Seacoast!

Sarah Wrightsman, Executive Director
Workforce Housing Coalition
of the Greater Seacoast



The mission of the Workforce Housing Coalition of the Greater Seacoast is to ensure a range of housing options are affordable to the diverse workforce in the greater seacoast area of New Hampshire and Maine.

The Workforce Housing Coalition of the Greater Seacoast serves 54 communities in the greater seacoast region of southern Maine and New Hampshire from Kennebunkport to Kingston and Arundel to Candia. Thanks to our partnership with REDC, the service area of the Workforce Housing Coalition of the Greater Seacoast has expanded westward to include Auburn, Derry, Londonderry, Hampstead, Atkinson, Windham, Plaistow, Salem, Pelham, Hudson, Litchfield, Merrimack, and Nashua.



Board of Directors



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Jen Czyns

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Laurel Adams

President,
Regional Economic Development Center



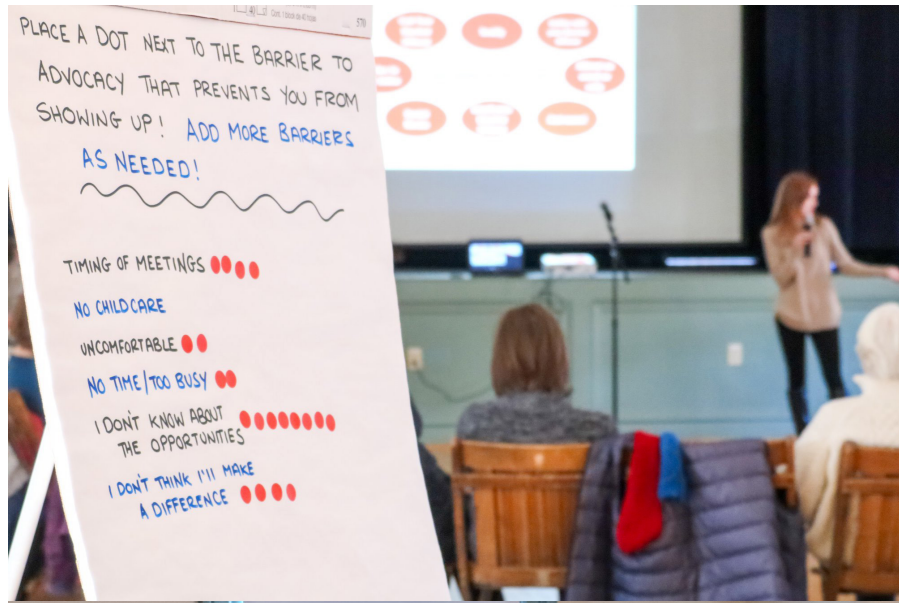
Jill Peter

EVP Chief Risk Officer
Kennebunk Savings Bank



Advocate Trainings

In 2018, Boston University's Initiative on Cities released the results of a study, which demonstrated that those who participate in planning and zoning board meetings are much more likely to oppose than support housing development. In response to NIMBYs (not in my backyard), BANANAs (build absolutely nothing anywhere near anything), CAVEs (citizens against virtually everything), and NAYbors, the Coalition's approach is: if you can't beat them, join them — literally. The Coalition partnered with Concord-based nonprofit New Futures to address a common barrier to advocacy: citizens are uncomfortable or unfamiliar with the local government process. In 2019, the Coalition piloted a Housing Advocate Training program in Exeter and Nashua to teach attendees about their local government and how to get involved with municipal issues. The goal of these trainings is to inform and empower potential YIMBY (yes in my backyard) advocates. These trainings initiated the creation of a "YIMBY academy".





Housing Our Communities: A Strong Towns Perspective

Chuck Marohn founded Strong Towns in 2008 to support a model of development that encourages America’s cities, towns, and neighborhoods to become financially strong and resilient. New Hampshire Housing invited Marohn to visit NH in April 2019 and the Coalition was happy to have Marohn present in Rochester and Portsmouth.

Marohn taught us to lower the bar of entry and allow the next increment of development by right — everywhere. Encourage the development of smaller homes and allow homeowners to grow their home as their family (and wealth) grows, for example. Allowing density to be gradually “leveled up” by right means a single-family home becomes a duplex, a duplex becomes a triplex, and so on.

Special thanks to the City of Rochester, the Rochester Performance and Arts Center, Strafford Regional Planning Commission, PS21, Rockingham Planning Commission, the New Hampshire Planner’s Association, and Northern New England Chapter of the American Planning Association.

To learn more, visit www.StrongTowns.org.



Presented by



**NEW HAMPSHIRE
HOUSING**



**HOUSING OUR
COMMUNITIES**
A Strong Towns Perspective

A FREE PRESENTATION BY STRONG TOWNS
FOUNDER & PRESIDENT **CHUCK MAROHN**

NHHFA.org/events



APRIL 1 AT 6:30 PM
ROCHESTER
PERFORMANCE & ARTS CENTER

Annual Meeting & Awards Ceremony

The Workforce Housing Coalition of the Greater Seacoast was honored to recognize the outstanding work of the following individuals and organizations:



Visionary Leadership
The Housing Partnership



Municipal Leadership
City of Rochester, NH



Business Leadership
TD Bank



Housing Industry Leadership
Portsmouth Housing Authority



Volunteer of the Year
Robert White



Special thank you to Nancy Carmer, Economic Development Manager for the City of Portsmouth for delivering the keynote speech!

Greater Seacoast Housing Summit

The 4th Annual Greater Seacoast Housing Summit is a solutions-oriented panel discussion focused on addressing the region's housing crisis. In 2019, we asked: What can we learn from other communities? Panelists Carol Ogilvie, Land-use consultant; Jeff Gowan, Planning Director for the Town of Pelham; Sarah Marchant, Community Development Division Director for the City of Nashua; and Steve Whitman, Resilience Planning and Design shared their experiences tackling the unique challenge of housing diversity, supply, and affordability in communities across the state.

Presented by

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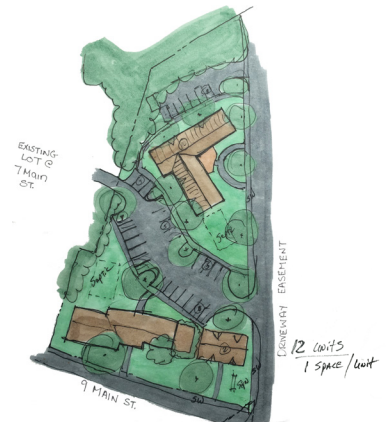
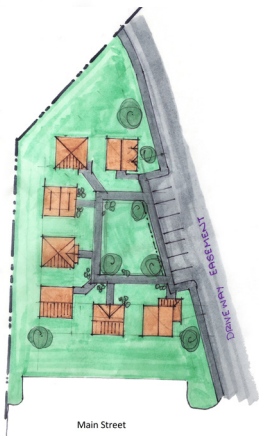
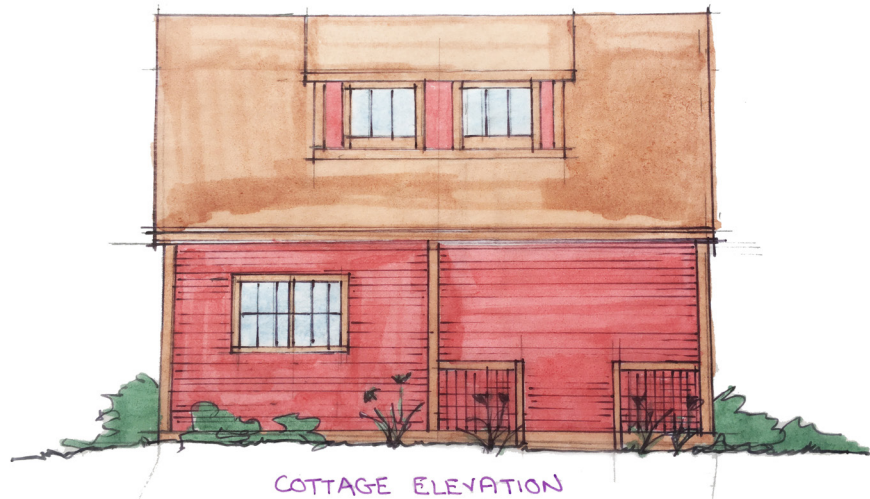


Pelham Housing Workshop:

A Workforce Housing Coalition Design Charrette

In partnership with the Regional Economic Development Center, the Coalition partnered with the Town of Pelham for the inaugural "Charrette to the West". The challenge in Pelham was creating an opportunity for workforce housing without municipal sewer and while maintaining the small town, rural character of the community, so the team focused on missing middle housing, drafting beautiful cottage clusters, which are both affordable and aesthetically appropriate. The successful charrette resulted in the adoption of an amendment to Pelham's accessory dwelling ordinance and contribution to the creation of REDC's housing advocacy program, lead by Sarah Wrightsman,

Find the complete final report on our website: www.seacoastwhc.org



Charrette Team

Kyle Barker, Principal Architect, Warrenstreet Architects, Inc.
Robert White, Senior Landscape Architect, GPI
Leo Urban, Landscape Architect, Urban Associates
Thomas House, Principal, THA Architects
Thomas Zajac, Senior Engineer, Hayner/Swanson, Inc.
Steven Keach, President, Keach-Nordstrom Associates, inc.
Greg Stewart, Vice President, Jewett Construction
Kevin Lacasse, CEO, New England Family Housing
Michael Castagna, President, Castagna Consulting Group
Ivy Vann, Town Planning and Urban Design
John Goeman, Regional Planner II, NRPC
Carter Falk, Deputy Planning Manager/Zoning, City of Nashua
Linda McGhee, Deputy Planning Manager, City of Nashua
Alyssa Gager, Realtor, Purple Finch Properties
Ed Rosamilio, Associated Broker, Keller Williams Realty
George Reagan, Housing Program Awareness Administrator, NH Housing Finance Authority

Pelham Team

Jeff Gowan, Planning Director
Heather Forde, Select Board
Dave Hennessey, Zoning Board of Adjustment
Charity Landry, Recording Secretary
Roger Montbleau, Planning Board
Sue Snide, Assessor

Planning Committee
Jeff Gowan, Planning Director, Town of Pelham
Heather Forde, Select Board, Town of Pelham
Sara Landry, Director, Hobbs Community Center Senior Programs
Dave Hennessey, Zoning Board of Adjustment, Town of Pelham
John Goeman, Regional Planner II, NRPC
Susan Snide, Assessor, Town of Pelham
Cassie Mullen, Regional Planner II, NRPC
Laurel Adams, President, REDC
Jen Kimball, Planner, REDC

Special thank you to Jay Childs of JBC Communications for allowing the Pelham community behind the scenes of the making of Communities and Consequences the sequel.



Members, Sponsors, and Contributors

The Workforce Housing Coalition of the Greater Seacoast is grateful to the following organizations and individuals for their generous support.

Sustaining Partners



Master Builders + Major Funders



Community Builders



Corporate, Nonprofit, and Municipal Members

City of Rochester
York Housing Authority
Cross Roads House
SRW Environmental Consulting
Strafford County Community Action
Partnership
Rockingham Planning Commission
Piscataqua Savings Bank
TMS Architects
Portsmouth Housing Authority
D.F. Richard
Castagna Consulting Group
Credero Associates
Eastern Bank
The Housing Partnership

Individual Members

Kim and Ania Rogers
Holly Ayer Malloy
Lindsay and Malcolm Sonnett
Georgann Kittle
Michael Behrendt
Senator David Watters
Greg and Kathy Gosselin
Christine Dwyer
Lisa Henderson

Special thank you to The Brook





The Workforce Housing Coalition of the Greater Seacoast is a small nonprofit whose mission is to ensure a range of housing options are affordable and available to the diverse workforce in the greater seacoast area of New Hampshire and southern Maine.

Through a united coalition of business, municipal, and community leaders, the Workforce Housing Coalition of the Greater Seacoast works toward our mission by engaging community members, providing educational forums and events, working one-on-one with local leaders, and advocating for state and local policies and practices that promote the development of financially feasible workforce housing.



Sarah Wrightsman

Executive Director

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@ SeacoastWHC

The Workforce Housing Coalition of the Greater Seacoast is a 501c3 nonprofit organization.