Housing Assistance

Cape Cod Commission
Attn. Barnstable County Economic Development Council Grants Committee
3225 Main Street
Barnstable, MA 02630

July 12, 2021

Dear BCEDC Grants Committee Members,

Enclosed please find Housing Assistance Corporation's application to the License Plate Grant Fund to support our Accessory Dwelling Unit (ADU) program. With this funding, we will provide municipalities and homeowners with the support, education, and technical assistance necessary to encourage the creation of more ADUs across Cape Cod.

While the Cape has long suffered from a lack of rental housing, it has become even more severe over the past year. Our region needs more inventory and ADUs can serve as a quick, effective solution to this problem.

In other parts of the country, including the Pacific Northwest, communities have demonstrated the important role that ADUs play in addressing housing issues. At Housing Assistance, we look forward to doing the same here on Cape Cod with the support of your committee, the Cape Cod Commission, and the License Plate Grant Fund.

Should you have any questions about our proposal, please don't hesitate to contact my office.

With gratitude,

Alisa Magnotta
Chief Executive Officer
alisa@haconcapecod.org
508-771-5400, ext. 225

BARNSTABLE COUNTY FY22 LICENSE PLATE GRANT PROGRAM APPLICATION

COVID-19 RECOVERY AND RESILIENCY PROJECTS

MAY 2021

The Cape Cod Commission (Commission), on behalf of Barnstable County and the Barnstable County Economic Development Council (BCEDC), is seeking proposals from local or regional governmental or nonprofit agencies for projects that support recovery efforts from the COVID-19 pandemic and resiliency to such impacts in the future.

Approximately $150,000 has been allocated for grants up to $25,000 in FY22. Funds will be provided on a reimbursement basis. Match funds are not required but are considered during application scoring. The full request for proposals, including evaluation criteria, is available at this link: https://capecodcommission.org/our-work/license-plate-grant/

Submission Requirements

All applications are to be submitted as a pdf by e-mail to bcedc@barnstablecounty.org. Applicants are required to fill out each section of the application (contact information, project information, scope of work, budget, and staffing plan) on the following pages and attach letters of support from project partners completing any work on the grant.

Applications are due no later than July 9, 2021. Selected applicants will be notified in August 2021.

CAPE COD COMMISSION

FY22 Barnstable County License Plate Grant Program Application

CONTACT INFORMATION

Organization Name: Housing Assistance Corporation

Location: Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orlean

Project Manager:

Name Shawna Moos

Title Vice President of Operations and Strategic

Email smoos@haconcapecod.org

Project Partners:

For each project partner, please provide a short description of their role in implementing the project. If you need more space, please attach an additional sheet.

Smarter Cape Cod Partnership will support towns on Cape Cod that have adopted Accessory Dwelling Unit (ADU) bylaws, providing technical assistance and recommendations for improvement to homeowners and communities in constructing more ADUs in our region. Smarter Cape will also work with Housing Assistance to

PROJECT INFORMATION

Name of Project: Accessory Dwelling Unit (ADU) Technical Assistance & Promotion

Brief Project Description (100 words):

Housing Assistance is seeking funding through the License Plate Grant Program for its My Home Plus Home report, toolkit and program to support homeowners and towns throughout Barnstable County in the creation of more Accessory Dwelling Units. Funding will be used to provide technical assistance to homeowners and promotional materials and best practices to towns so they can streamline the development of more ADUs. This effort will include a comprehensive marketing plan to reach homeowners with information, education, and access to resources they need to construct an ADU.

How does the project align with the 2019 Regional CEDS Goals and/or CEDS Action Plan:

Barnstable County's Comprehensive Economic Development Strategy (CEDS) highlights the critical nature of addressing the Cape's housing crisis, noting that "nearly half of the region's population is projected to experience housing-cost stress in 2025, even for employees earning over the median household income. The existing supply of homes will not meet the community and economic needs of the region in the future; the region's housing stock must diversify."

The 2019 CEDS identifies one of the ways to increase this diversity is through ADUs (page 72). This is a quicker and less costly method to add much-needed year-round rental inventory by utilizing existing properties.

How does this project help diversify the regional economy, advance economic resiliency, and achieve long-term economic sustainability in the region?

Even prior to the pandemic, the Cape had a need for year-round rentals at all income levels. More than 58% of households in our region are housing cost-burdened, spending more than 35% of their income on housing alone.

This problem can be witnessed in the vacancy rate in the town of Barnstable which is 1%. A healthy rate is 7%. Barnstable is not an anomaly. This is a problem that persists in every community on Cape Cod.

What specific pandemic-induced economic development needs/priorities will this project address?

Cape Cod has long had a critical shortage of year-round rentals. This has only been exacerbated due to the pandemic. With a soaring real estate market, we are witnessing more homeowners who rent out their homes choosing to sell them. This is further adding stress to the housing market for low- and middle-income year-round residents who cannot find affordable and attainable rentals.

Supporting municipal efforts to encourage homeowners to create ADUs on their property will quickly and efficiently add much-needed inventory in addressing the housing crisis

What is the anticipated impact of this project on these economic development needs/priorities? How will this project support Cape Cod's response and resilience to the economic effects of COVID-19?

This project will put into place a deeper level of support for both municipalities who are seeking to add more housing inventory to address their community needs and homeowners who want to construct ADUs on their property as a way to generate income. In doing so, it will increase the number of rentals on Cape Cod which is needed now more than ever.

The Cape Cod Commission has understood the important role that ADUs can have in addressing the region's housing needs. With its draft model ADU bylaw, it has given

Are there any anticipated challenges to implementing the project within 12 months of the award date? If the grant is awarded in August 2021, would the project be ready to be implemented?

We are finalizing a report on ADUs that will serve as the launching point for this program. We anticipate that report will be completed in October at which point we would begin to work with municipalities and homeowners, providing them the technical assistance they need to construct ADUs. That support will be combined with a marketing campaign that will demystify the process for constructing ADUs. This will give homeowners the knowledge they need to understand the best route to constructing one on their property.

SCOPE OF WORK & PROJECT TIMELINE

Please fill in the task name, a brief description, and the deliverable/final product. If you have more than 5 tasks, please attach an additional sheet, not to exceed one page.

Task 1: Complete ADU Report

Description: Initial research interviews have been conducted with officials of 10 of the 15 towns on Cape. A survey of best practices from the Cape and elsewhere in the country regarding ADUs has been completed. Findings and recommendations must now be compiled and edited into a narrative report with important data visualized with graphics.

Recommendations will include short-term town and county initiatives as well as long-term

Deliverable: Printed and online version of the ADU report.

Estimated Completion Date: October 15, 2021

Task 2: Create Toolkit and Launch Materials

Description: The toolkit and launch materials will include step-by-step instructions for what a town can do to make ADU construction easier, and how homeowners can get started on an ADU project with the help of town-by-town requirements, checklists, FAQs, and sample budgets.

Deliverable: Toolkit will contain a web page with links to resources including first-time landlord support information, PDF tip sheets and infographics for homeowners and towns, infographics, and examples of best-practice procedures.

Estimated Completion Date: October 31, 2021

Task 3: Marketing and Community Outreach

Description: We will promote the toolkit and report through press releases, emails to our 11,000 subscribers and more than 400 advocates and municipal officials, as well as social posts, and inclusion in our HACbeat newsletter. We will offer toolkit presentations to town building and other departments, and provide promotional materials that are easy for them to share. We will seek one town with excellent examples of ADU progress in which we can host a launch event and highlight good local examples of ADUs making a difference for local

Deliverable: Four month promotion program including face-to-face town and community meetings as well as traditional advertising, social media, and media relations.

Estimated Completion Date: March 1, 2022

Task 4: Legislative and Budget Proposals

Description: Housing Assistance will prioritize securing support for the ADU program in our relationships with the state Department of Housing and Community Development (DHCD) and state and federal legislative delegation. This could include funding and legislation that would incentivize towns and homeowners to build ADUs.

Deliverable: Legislative and budget asks submitted to support ADU program, especially funding incentives for homeowners.

Estimated Completion Date: June 30, 2022

Task 5:

Description:

Deliverable:

Estimated Completion Date:

STAFFING PLAN

For each individual participating in this project, please share their name, title, associated hourly rate, and number of hours. If you need additional space, please attach an additional sheet, not to exceed one page.

Staff Name and Title	Hourly Rate	Number of Hours	Total Project Cost	Amount Requested	Match Amount
Example: Jane Doe	*$25.00*	*15*	*$375.00*	*$281.25*	*$93.75*
Alisa Magnotta, CEO	$ 92.31	25.00	$ 2,307.75		
Shawna Moos, Vice President of Strategic Initiatives	$ 54.95	50.00	$ 2,747.50		
David Quinn, Director of Housing Development and Planning	$ 39.23	40.00	$ 1,569.20		
Chris Kazarian, Media and Marketing Manager	$ 28.02	40.00	$ 1,120.80		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
Total Personnel		155.00	$ 7,745.25	$ 0.00	$ 0.00
Fringe (enter fringe rate as percent):	30 %		$ 2,323.58		
TOTAL:			10,068.83	0.00	$ 0.00

Please list the tasks that each staff member/volunteer will participate in on the following page.

Staff Name and Title	Tasks/Responsibilities
Alisa Magnotta, Chief Executive Officer	Oversight of project team to ensure focus on strategic goal of project: creation of a report, toolbox, and outreach program that make it easier for towns to promote construction of ADUs, and make it easier for homeowners to build them.
Shawna Moos, VP of Strategic Initiatives	Direct report writing, toolbox production, and communications plan to ensure greatest clarity, impact, and reach of the project. Steward strategic relationships and partnerships to enhance sharing of project tools and information.
David Quinn, Director of Housing Development and Planning	Review and provide expert input on report and toolkit content. As needed, solicit additional input from town building departments, contractors and potential landlords regarding toolkit development and outreach.
Chris Kazarian, Media and Marketing Manager	Responsible for overall communication plan and material distribution, including press releases and media relations, email campaigns, advertising, social and website content and outreach.

BUDGET

Please fill in all budget categories relevant for your proposed project, including a brief description of the funds requested. The total amount requested should equal the total amount noted in the scope of work (see last section). All project expenses are provided on a reimbursement basis.

Category	Amount Requested	Match Amount (optional)	Total Project Cost	Budget Narrative
Personnel/Labor *(from Staffing Plan)*	$ 10,068.83		$ 10,068.83	
Fringe Benefits *(from Staffing Plan)*		$ 2,323.58	$ 2,323.58	
Travel			$ 0.00	
Equipment			$ 0.00	
Supplies	$ 7,500.00		$ 7,500.00	Landlord recruitment mailings, marketing, printing
Contractual/Consulting	$ 3,000.00	$ 7,200.00	$ 10,200.00	$3,000 requested for graphic designer for report, toolkit and infographics; $4,000 match paid to public relations town engagement consultants; $3,200 match for report writer
Other			$ 0.00	
Total Direct Cost	$ 20,568.83	$ 9,523.58	$ 30,092.41	
Indirect Costs*	$ 1,050.00		$ 1,050.00	
Total	$ 21,618.83	$ 9,523.58	$ 31,142.41	

**Maximum of 10% of project direct cost unless the project applicant has a Negotiated Indirect Cost Rate Agreement.*

Attachments

I. **Letters of Support**
   a. **Smarter Cape Cod Partnership (Stefanie Coxe)**
   b. **Rose, Sandberg & Associates (Leslie Sandberg)**
   c. **Town of Brewster (Jill Scalise)**

July 6, 2021

To Whom it May Concern:

As the consultant for the Smarter Cape Cod Partnership responsible for passing the Cape Cod Commission's model accessory dwelling unit bylaw, and as a longtime community organizer on housing issues, I support Housing Assistance Corporation's Accessory Dwelling Unit program. While many towns recently passed new ADU by-laws, some towns are doing much better than others in terms of seeing new construction of ADUs. Housing Assistance's program will help towns get the most out of their new by-laws by offering a toolkit of technical assistance, marketing, and incentives to encourage the creation of more ADUs.

Promoting ADU construction on currently developed properties is one of the quickest and least costly ways for towns to add the critically-need small rental apartments, with the added benefits of infill development - less disturbed open space, and more diverse and welcoming neighborhoods.

I will work with Housing Assistance to share findings from their forthcoming report on the current ADU permitting and construction processes and recommendations for improvement, and throughout the region.

Sincerely,

Stefanie Coxe

Rose, Sandberg & Associates

July 8, 2021

To whom it may concern:

I am writing to support Housing Assistance Corporation's proposal for a grant to help fund their Accessory Dwelling Unit program – technical assistance, marketing, and incentives to encourage the creation of more ADUs. As the Commission is well aware, most of the housing on Cape Cod is single-family three and four-bedroom houses. With the housing crisis intensified as a result of the COVID pandemic, there is a real need for a variety of units, especially smaller rental units. Creating ADUs on currently developed properties is a great way to add the needed inventory, without changing the character of existing neighborhoods or adding to wastewater concerns.

I was recently elected to Provincetown's Select Board and, in this capacity, I can report that tackling our housing crisis is the board's top priority. Along with other housing stock, our town is in dire need of ADU's to help retain many valued members of our community.

And, as a public affairs consultant who has worked across Cape Cod on important public policy issues, I will work with Housing Assistance to share findings from their forthcoming report on the current ADU permitting and construction processes and recommendations for improvement across the region. Your grant will help Housing Assistance Corporation provide valuable information to address Cape Cod's critical housing shortage.

Sincerely,

Leslie Sandberg
Partner
Rose, Sandberg & Associates

Town of Brewster

2198 Main Street
Brewster, MA 02631-1898
Phone: (508) 896-3701, ext.1169
Fax: (508) 896-8089

Office of:
Housing

July 9, 2021

To Whom It May Concern:

I am writing to support Housing Assistance Corporation's request for a grant for a program to promote construction of Accessory Dwelling Units (ADUs) across the region. Cape Cod has a critical need for affordably priced, year-round housing and Housing Assistance's creative responses to the challenge are extremely beneficial to the community. The creation of these small, year-round rental units and the income that they provide to homeowners is a win-win for landlord and tenants and increases the available housing options in a town.

The Town of Brewster considers promoting the construction of ADUs, in keeping with wastewater and other regulations, as one of our important tools in addressing housing affordability in our town. We have updated bylaws and procedures for permitting and created tools to help homeowners understand the process for adding ADUs – and we have seen results. Since the approval of the zoning bylaw change by the Commonwealth in Spring 2019, the Town has issued sixteen permits for a combination of ADUs, ACDUs and accessory apartments. This is a significant increase over the previous decade. We have also developed procedures for the coordination of the Building Department, Planning Department, Zoning Board of Appeals, and Housing Office to facilitate the creation, oversight, and tracking of these new units.

Brewster was pleased to share our experience and tools with Housing Assistance as they conducted research for the forthcoming report on the ADUs on the Cape. We would be happy to provide additional input and examples as they strive to promote best practices and innovative approaches to building ADUs in other towns. For additional information, please feel free to contact me at jscalise@brewster-ma.gov.

Sincerely,

Jill Scalise

Jill Scalise
Brewster Housing Coordinator