BACKGROUND

Bloomberg Philanthropies

City of Boston
Department of Neighborhood Development

THE MAYOR’S OFFICE OF
NEW URBAN MECHANICS
BOSTON
"Maintaining a strong middle class is critical to ensuring that Boston continues to be a thriving, diverse city where people want to live and employers want to locate."

- Mayor Martin J. Walsh
OUR APPROACH

EXPLORE

EXPERIMENT

EVALUATE (+ HAND-OFF)

potential projects

scale

end

fail
EXPLORE
EXPLORE

MIDDLE INCOME HOUSEHOLDS

WHO ARE THEY?
- goals
- needs → living in...
- motivations
- pain points

also referred to as
Middle Class
Working Class
middle + working
how do people...
PERSONA CLUSTERS

ACCESS & CONVENIENCE

BELONGING & BALANCE

FAMILIARITY & AUTHENTICITY

POTENTIAL & PURPOSE

Mayor's Housing Innovation Lab - March 2016
EXPERIMENT
GENERATE IDEAS

- Build
- Buy
- Own

- Streamlining Permitting
- Neighborhood Guides
- Energy Transparency

- Homebuying Portal
- Re-brand Homebuying Programs (Millennials)
- Shared Living

- Compact Living
- Accessory Dwelling Units (ADUs)
- Starter/Flex Space Homes
- Labor Rates for Residential

- Density Bonus
- Parking Cost Reductions

- Rent to Own
- Alternative Construction Materials
- DIY Homebuying
- Community Land Trusts (CLTs)
- Employer Housing
- FAB Labs

- House Boats
- Energy Micro-grids

Impact

Feasibility

High

Low
PROJECT GOAL

Leverage advances in technology to lower the cost and difficulty of finding, buying and owning a first home in Boston’s highly competitive housing market.

PILOT

Develop and test first time homebuyer website

PARTNERS

- Cambridge Financial Technologies
- Boston Home Center, DND
- MassHousing
- Mass Housing Partnerships
COMPACT LIVING

PROJECT GOAL

Establish lower sq ft minimums in neighborhoods for young families and seniors.

PILOT

1. Three month, six site compact unit roadshow

2. Housing Innovation Competition on DND parcel

PARTNERS

- Boston Society of Architects (BSA)
- Boston Redevelopment Authority (BRA)
- Department of Neighborhood Development (DND)
- Garrison Trotter Neighborhood Association
ACCESSORY DWELLING UNITS (ADUs)

PROJECT GOAL

Create more units by allowing residents to divide existing homes or add an attachment to the existing.

PILOT

A year long, allowance of ADUs in select neighborhoods

PARTNERS

- Inspectional Services Department (ISD)
- Boston Redevelopment Authority (BRA)
- Department of Neighborhood Development (DND)
- Northeastern University (NEU)
- Office of Neighborhood Services (ONS)
DENSITY BONUS

PROJECT GOAL
Create as of right density bonus in zoning, which allows developers to increase density as a trade off for more middle-income housing.

PILOT
Include as-of-right density bonus in Strategic Planning Areas (SPAs)

PARTNERS
- Boston Redevelopment Authority (BRA)
- Department of Neighborhood Development (DND)
- Developer Working Group
COMMUNITY LAND TRUSTS (CLTs)

PROJECT GOAL

Utilize models of democratic community control of land as a sustainable model for maintained housing affordability and displacement prevention.

PILOT

A year long, CLT technical assistance program

PARTNERS

- Department of Neighborhood Development (DND)
- Greater Boston CLT Network
EVALUATE
METRICS

QUAL + QUANT
We’ve identified potential quantitative and qualitative metrics for each initiative

SHORT TERM + LONG TERM
These metrics have been further divided into:
- short-term (did the initiative demonstrate success?)
- long-term (how will we know if the initiative contributes to reaching the challenge goals?)

DATA COLLECTION
We are working out ways in which the data for both of these types of metrics to be practically/feasibly collected.
Thank You

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