

MPO Update (3.22.2022)

Regional Housing Needs Assessment

for the Southern New Hampshire Planning Commission





Project Initiation

STATE FUNDING FOR RHNA

Initiated by NH's Department of
Business and Economic Affairs

Funds administered by the State
Office of Planning and Development

Utilizes ARPA funds which must be
spent by the end of this year.

Project Refresher



**ANALYSIS OF HISTORICAL TRENDS AND
EXISTING CONDITIONS**

**PROJECTIONS OF FUTURE CONDITIONS
AND HOUSING NEEDS**

**IDENTIFICATION OF TOOLS AND TECHNIQUES
TO FURTHER HOUSING CHOICES**

**CREATE AN INVENTORY OF HOUSING
SOLUTIONS AND RESOURCES TO MEET NEEDS**





PROJECT CONSULTANTS

Fair Housing & Equity Assessment

TO BE
COMPLETED BY



Demographic Projections

TO BE
COMPLETED BY





Today's Update

SURVEY RESPONSE

OUTREACH

NEXT STEPS

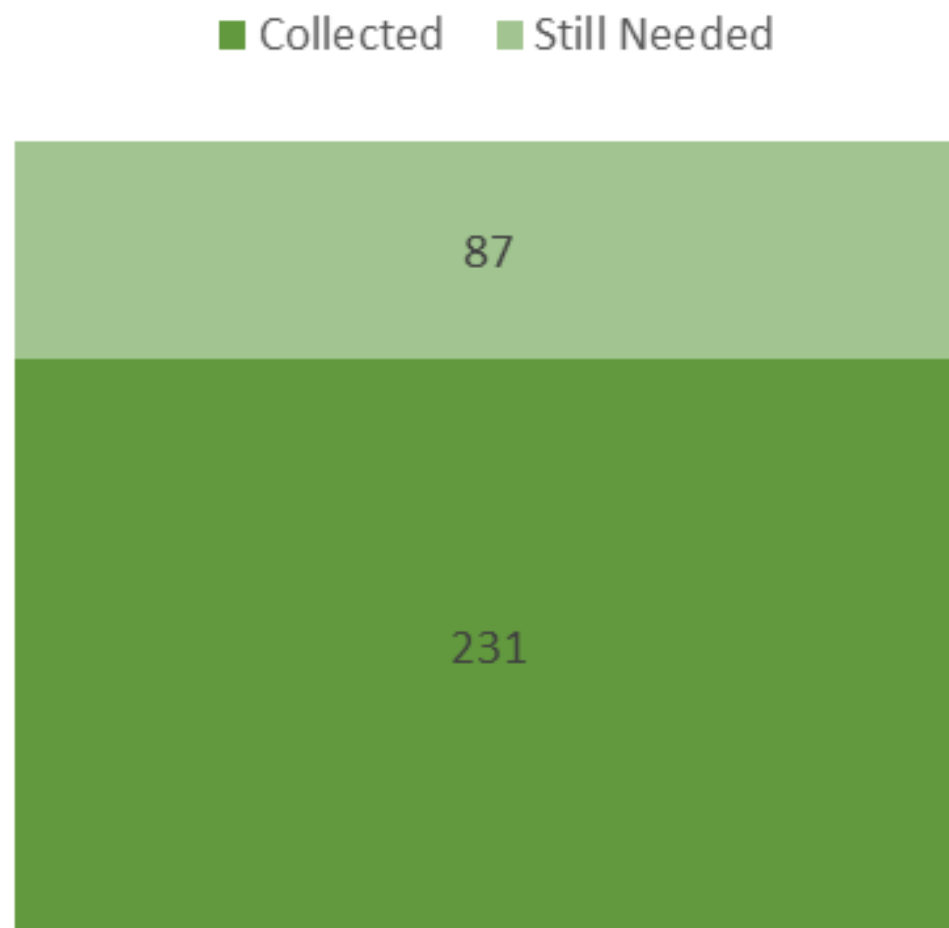


Public Survey

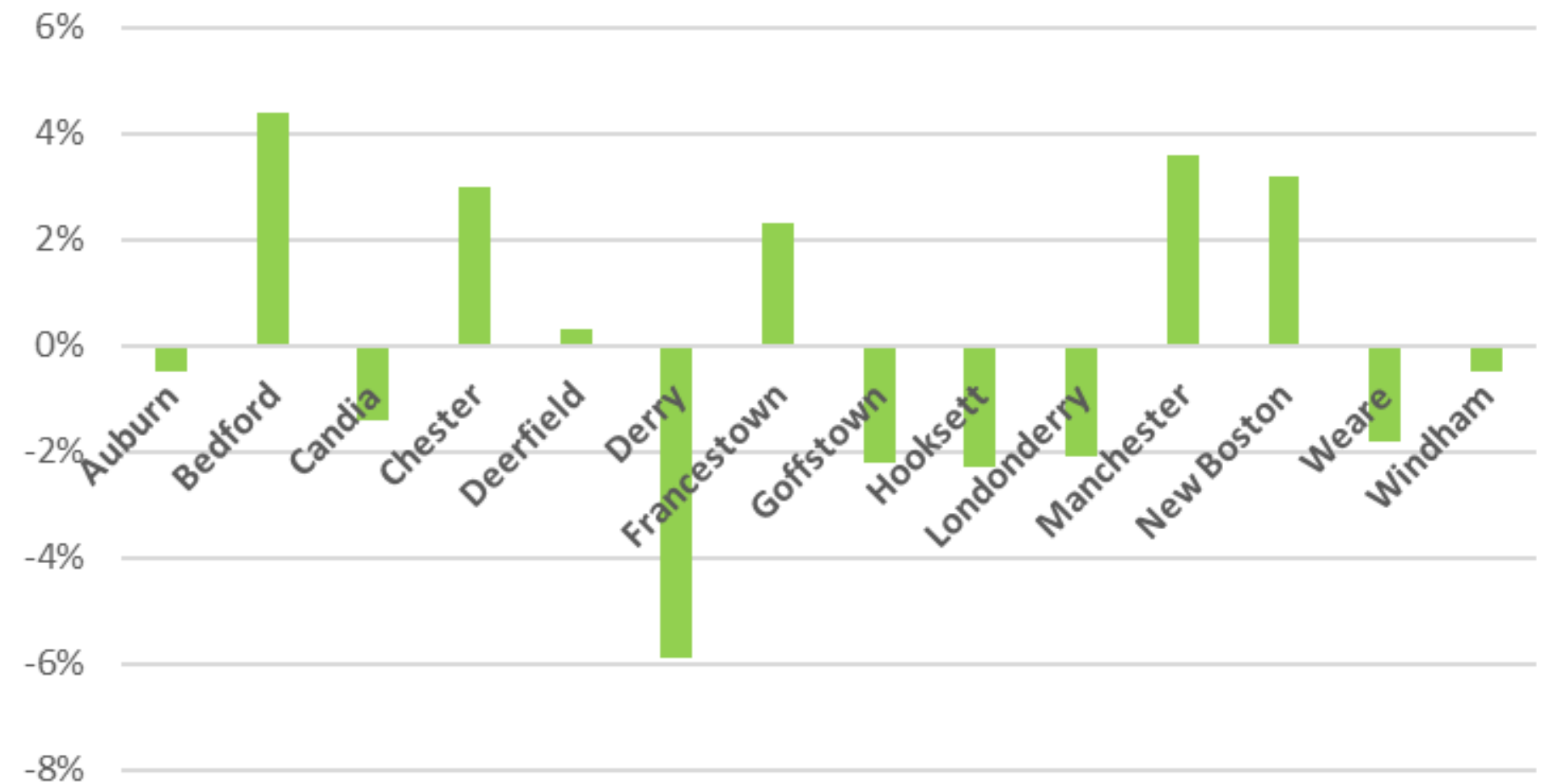
- **231 TOTAL RESPONSES (GOAL = 318)**

- **SURVEY RESPONSE BY MUNICIPALITY**

Desired Number of Responses



Responses by Town, by Percentage of Population













Public Survey

Survey Collectors

 **BUY TARGETED RESPONSES**

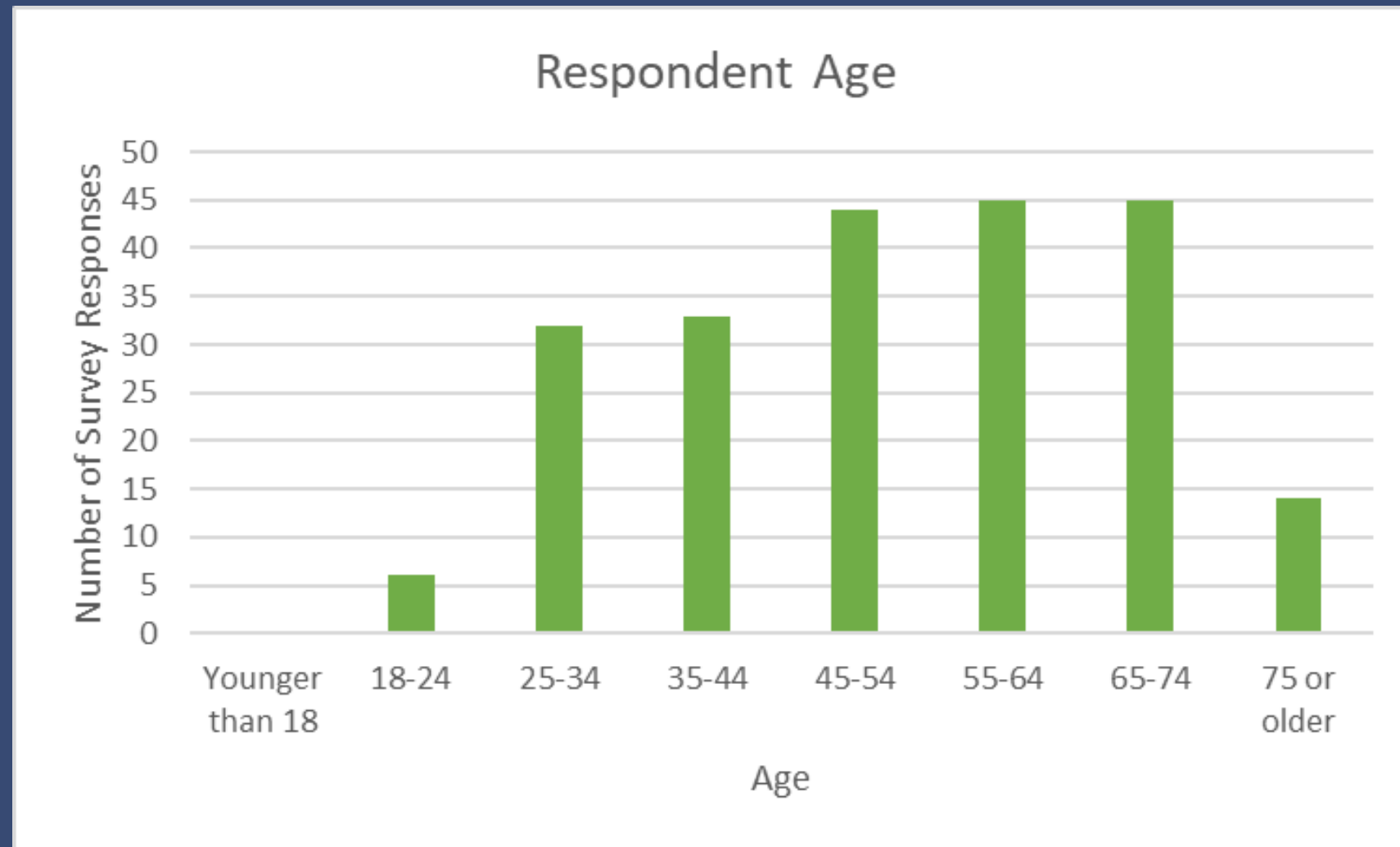
ADD NEW COLLECTOR ▼

	NICKNAME	STATUS	RESPONSES	DATE MODIFIED ▲	
	Press Launch Survey Link https://www.surveymonkey.com/r/SNHPC-F Copy URL Created 2/14/2022	OPEN	81	3/21/2022	
	Social Media Link https://www.surveymonkey.com/r/SNHPC-F Copy URL Created 2/22/2022	OPEN	69	3/20/2022	
	GIS StoryMap Link https://www.surveymonkey.com/r/SNHPC-F Copy URL Created 2/11/2022	OPEN	87	3/18/2022	
	Equity Email Link https://www.surveymonkey.com/r/SNHPC-E Copy URL Created 2/15/2022	OPEN	7	3/14/2022	

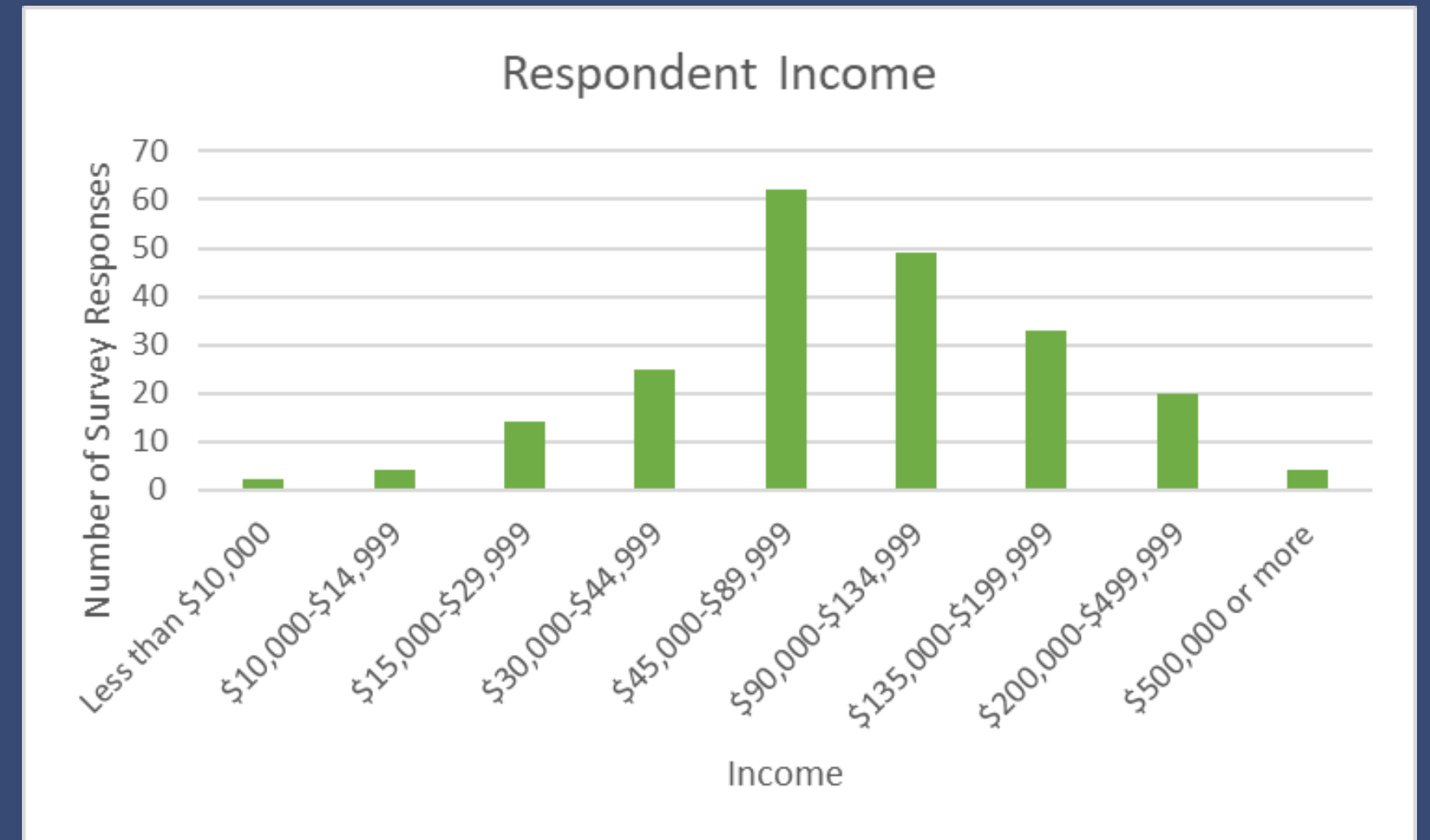


Public Survey

● AGE



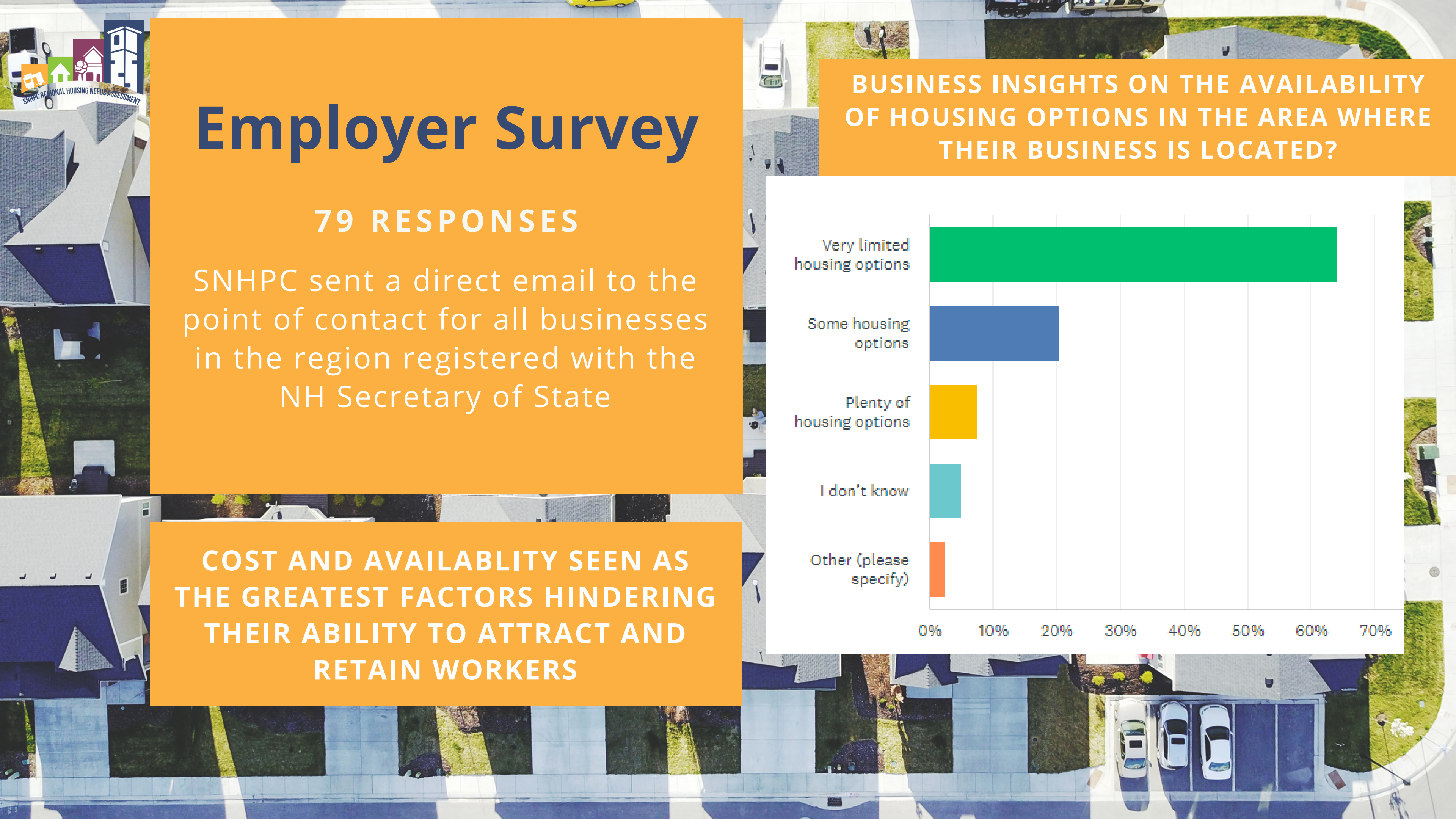
● INCOME





General Public Survey Highlights

- 81% OF RESPONDENTS HAVE A PREFERENCE FOR LIVING IN A SINGLE-FAMILY HOUSING TYPE
- RESPONDENTS ALSO FEEL AS THOUGH THEIR CURRENT HOUSING MEETS NEEDS TODAY (78%)
- ONLY HALF OF RESPONDENTS FEEL LIKE THEIR HOUSING WILL MEET NEEDS FOR NEXT 10 YEARS
- WHAT DO RESPONDENTS PRIORITIZE IN A NEIGHBORHOOD? (PRICE AND SAFETY)



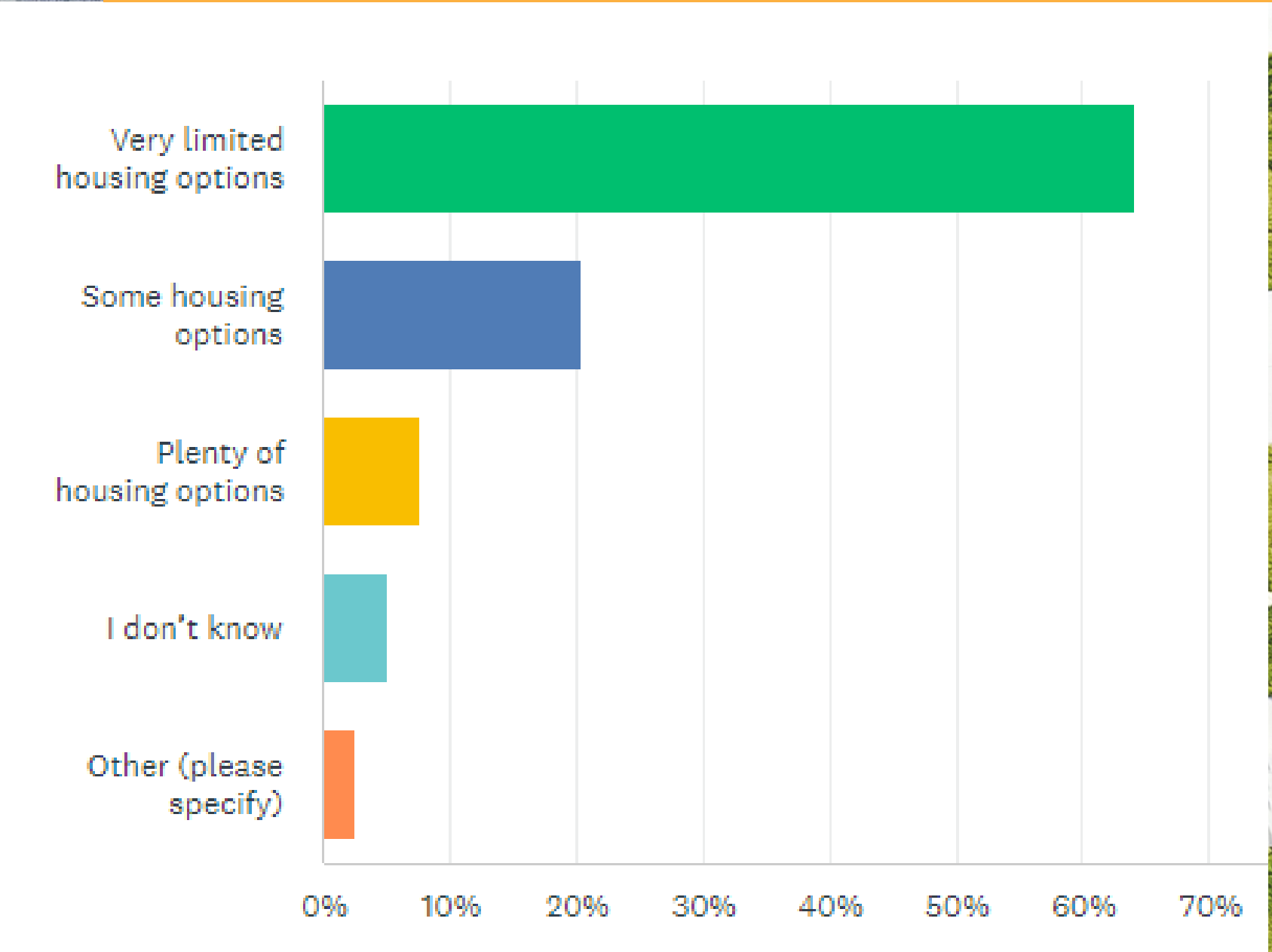
Employer Survey

79 RESPONSES

SNHPC sent a direct email to the point of contact for all businesses in the region registered with the NH Secretary of State

COST AND AVAILABILITY SEEN AS THE GREATEST FACTORS HINDERING THEIR ABILITY TO ATTRACT AND RETAIN WORKERS

BUSINESS INSIGHTS ON THE AVAILABILITY OF HOUSING OPTIONS IN THE AREA WHERE THEIR BUSINESS IS LOCATED?





Upcoming Focus Group Meetings

PLANNERS FOCUS GROUP- MARCH 23RD

- **Community perceptions of housing**
- **Master Plan consideration of housing goals**
- **Local and regional factors affecting opportunities and limitations**
- **Consideration of community priorities for housing production**
- **Identify unique approaches in addressing local or even regional housing goals.**



Upcoming Focus Group Meetings

ADDITIONAL MUNICIPAL FOCUS GROUPS IN APRIL

- City of Manchester
- Bedford, Goffstown, Hooksett, Londonderry, Windham
- Auburn, Candia, Chester, Deerfield, Francestown, New Boston, Weare



RHNA Newsletter Signups

15 SUBSCRIBERS FROM SNHPCHOUSING.ORG

15 SUBSCRIBERS FROM EMPLOYER SURVEY

87 SUBSCRIBERS FROM THE PUBLIC SURVEY

SIGN UP AT:
SNHPChousing.org

Outreach Efforts

PRESS RELEASE

15 Local/Regional media outlets + State Resources

FACEBOOK

Frequent posts in Newsfeed

2 Boosted posts (English and Spanish Survey)

14 Community Groups

COMMUNITY EMAILS

Outreach to local/ regional organizations such as NeighborWorks Southern New Hampshire



Outreach Efforts cont.

POSTCARDS

Printed and sent to Town Planners

MUNICIPAL EMAILS

Communication to town planners and officials

PRESENTATIONS

Project overview presentations for MPO, TAC, Manchester Housing Commission, State Committee on Aging





Next Steps

- **FOCUS GROUP MEETINGS**
- **CLOSE SURVEY (AFTER REACHING TARGET)**
- **STAFF TO WRITE DRAFT REPORT NARRATIVE**
- **AWAITING CENSUS INFO FOR DATA ANALYSIS**
- **WORKING WITH CONSULTANTS ON DEMOGRAPHICS AND PROJECTIONS (APRIL)**
- **REPORT BACK ONCE WE'VE COMPILED INPUT FROM PUBLIC AND STAKEHOLDERS**

Questions



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SNHPChousing.org