

### outreach to business leaders & local officials

We met with **235** business leaders & professionals.  
 We held **34** meetings with business professionals across the region.  
**22** business leaders committed to take action to support housing.  
 Over **20** industries were represented at outreach meetings.  
**15** local officials committed to take specific action to support housing.  
 We held over **25** meetings with local officials.  
 We've met with **55** local officials & opinion leaders in the region.

### themes from our conversations

-  Affordability
-  Strained budgets
-  Transit access
-  Public safety concerns
-  Water and/or Wastewater limitations
-  Workforce recruitment
-  Traffic & congestion
-  Housing type
-  Resident pushback & perceptions



### working with towns

Verbal and written support at zoning board meetings, public hearings, economic development information sessions, master planning sessions in support of housing

Key developments supported include:

- Hanover Mall redevelopment
- Braintree rezoning & 40R proposal
- Accord & Queen Anne's Corner rezoning
- Formal affiliation with REiMAGINE Rockland
- Weymouth Commercial Corridors Overlay zoning
- The Braintree/Weymouth Landing neighborhood -walking tour with Lt. Governor Polito
- North Weymouth & Route 3A technical assistance

- Braintree**
- Hanover**
- Hingham**
- Kingston**
- Norwell**
- Rockland**
- Weymouth**



### SSCC in Rhode Island

Forman was invited to speak at a panel with the Governor of Rhode Island to lay out the South Shore Chamber's involvement in the Housing discussion and why we see it as such a critical component of economic growth and vitality. 250 attendees from various sectors.

**Thank you to our 2019 Housing Initiative funders.**



### broader communications strategy

**1,500+**

Hits on the 2030  
Housing Webpage

**38,700**

Social media  
impressions across  
all channels

**12**

Forums where the  
Chamber was  
invited to speak

**30**

Times our work was  
covered in the press

### key communications accomplishments

- Launch of Housing Content on 2030 website
- Housing Development & Town Initiatives Endorsements profiled on website, social media, press releases in local newspapers
- Captured & highlighted business voices that support housing development in the region via the website, social media, mid-year report, housing update emails
- Source list sent to media with list of business leaders who are advocates for housing
- Distributed outline on misconceptions and real challenges around housing in the region to SSCC Board, SSED Board, local leadership & identified housing advocates in the business community
- Recognized out of the region, as close as Boston and as far as Rhode Island, for our housing work

### tracking regional residential development activity

**12**

Housing  
developments  
endorsed by  
our Housing  
Committee

**4**

Town initiatives  
endorsed by  
our Housing  
Committee

**9,511**

Homes endorsed  
housing projects will  
add to the region

**30+**

Municipal and  
community events the  
Chamber attended in  
2019

### Endorsed Projects

#### Abington

- Union Point\*

#### Braintree

- Landing 53  
(172 apartments)
- The Hampton House Apartments & Townhomes  
(15 apartments, 2 townhomes)

#### Duxbury

- Feinberg Bog Road  
(6 townhomes; all affordable)

#### Hingham

- The Cove - Hingham  
(220 apartments; 55 affordable)

#### Norwell

- Herring Brook Hill - Norwell  
(18 apartments; all affordable, age restricted)

#### Plymouth

- Harborwalk Apartments at Plymouth Station  
(300 apartments; 75 affordable)
- The Pinehills  
(3,065 apartments, homes, condos)

#### Quincy

- City of Quincy - Quincy Adams T Station Gate Opening

#### Randolph

- Residences at Great Pond  
(234 apartments)
- Town of Randolph - Randolph Union Crossing Overlay District

#### Rockland

- Town of Rockland - Rockland 40R Overlay District
- Union Point\*

#### Weymouth

- Weston Park Apartments  
(42 apartments)
- 1500 Main Street  
(237 apartments)
- Union Point\*
- Town of Weymouth - Commercial Corridor Overlay District Zoning change

\*The "Union Point" parcel is located in 3 communities. Currently undergoing search for new Master Developer. Project was endorsed based on prior master developer's proposed plans that included a mix of housing and amenities. The Housing Committee will review new master developers plans when selected.