

A TURNER CENTER REPORT - NOVEMBER 2024

Pro-Housing Designation Programs: How States are Incentivizing Pro-Housing Reform

AUTHORS:

SHAZIA MANJI, RESEARCH ASSOCIATE

RACHEL OZER-BEARSON, ASSISTANT SPECIALIST

Executive Summary

In recent years, state governments have taken more active roles in encouraging or requiring local action to increase housing production and affordability. State-level pro-housing designation programs—which incentivize or require localities to implement local “pro-housing” policy changes—are one of the tools at their disposal. Most commonly, these programs provide exclusive or priority access to discretionary funding sources to reward local jurisdictions going above and beyond existing requirements. In other cases, the programs may be mandatory but provide localities with the opportunity to choose the pro-housing policies best aligned with their local needs and goals.

This report profiles and compares six pro-housing designation programs across the country: Massachusetts’s Housing Choice Community Designation, California’s Prohousing Designation Program, Utah’s Moderate-Income Housing Plan, New York’s Pro-Housing Community Program, Montana’s Land Use Planning Act, and New Hampshire’s Housing Champion Designation and Grant Program.

Relying on a detailed review of enacting legislation and program regulations, as well as interviews with state-level program administrators, we highlight the different approaches states have taken when designing these six programs and elevate lessons learned from each program’s development.

Our key findings include:

- States have designed these programs to respond to their unique housing challenges and priorities, which in some cases include reforms to key state land

use and zoning laws, as well as efforts to strengthen state-level data collection on zoning and building permits. Programs have also encouraged compliance with or participation in existing state laws and tools to boost housing supply and affordability.

- Four of the six programs have built political will for pro-housing designation programs by designing them in collaboration with a diverse set of stakeholders. Programs in Massachusetts, Utah, Montana, and New Hampshire were developed by task forces and/or in convenings of housing and planning practitioners, lawmakers, and advocates.
- States determine program participation or compliance by focusing on policy adoption and/or new building permits issued. Programs in California, Utah, Montana, and New Hampshire require localities to demonstrate the adoption of pro-housing policy reforms, while programs in Massachusetts and New York reward jurisdictions that can demonstrate a minimum increase in building permits issued over time.
- Massachusetts, California, New York, and New Hampshire have designed voluntary programs open to jurisdictions that want to apply, while Utah and Montana have designed programs required of jurisdictions that meet certain population thresholds.
- States are experimenting with different combinations of incentives and penalties for noncompliance to encourage localities to enact pro-housing reforms or best practices. Five of the six programs use either preferential or exclusive access to state funding as the primary incentive.

- Every state program we examined targets zoning and land use changes and most programs target Accessory Dwelling Units (ADUs), accessible and senior housing, and housing for lower-income households. Other pro-housing priorities varied by state, reflecting diverse policy and political environments.
- Program administrators have noted the importance of making programs flexible and accessible to as many jurisdictions as possible, including larger urban communities with high market demand and smaller, rural ones. States have tackled this challenge by providing a wide range of potential policies that localities could choose from and creating distinct building permit thresholds for communities of different sizes.
- Leverage building permit data to evaluate program and policy effectiveness over the long-term, particularly on housing production and affordability. States should look at the types of housing permitted, where, and at what levels of affordability, and consider these data relative to population growth, regional benchmarks, the performance of peer cities, and other key metrics to better assess local performance.
- Provide technical assistance and other resources to help local governments implement policy reforms and improve zoning and permitting data quality, particularly for smaller jurisdictions or jurisdictions with limited resources and staff capacity.
- Consider retooling incentives, penalties, and enforcement mechanisms if programs are not achieving desired goals. Program administrators will need to assess whether the incentives in place are successfully encouraging jurisdictions to adopt new policies and practices, rather than simply rewarding jurisdictions that have already adopted the reforms promulgated by these programs. Additionally, enforcement and accountability mechanisms are needed to ensure jurisdictions follow through on their commitments under these programs.
- Update state pro-housing programs regularly to ensure alignment with evolving state housing laws and production targets. For programs to effectively reward jurisdictions for going above and beyond state minimums, program criteria will need to be updated as those benchmarks change over time.

Pro-housing designation programs are quite nascent; as such, they have not been evaluated for effectiveness, and it's not yet clear which program designs will yield the greatest impact. The case studies provided in this report can serve as examples for state legislatures nationwide that are interested in exploring options that might fit their specific legal, economic, and political conditions. We conclude with a discussion of the strengths and weaknesses of different approaches and the critical importance of ongoing evaluation to assess impacts on housing production and other key outcomes.

We highlight the following recommendations for policymakers:

- Prioritize incentivizing evidence-based policies and data-driven approaches to program design in order to ensure that local governments implement changes most likely to have the greatest impact on production and affordability.

Introduction

The United States faces a staggering housing crisis, marked by a shortage of affordable homes. While numerous factors underpin the nation’s housing challenges, many barriers to housing affordability are local in nature. Local land use and zoning regulations, restrictions on housing development, procedural barriers, and gaps in resources for the development and preservation of housing all contribute to rising unaffordability and housing inequities. Local governments have varying levels of resources, political will, and expertise to address these challenges, and increasingly, states are stepping in to help generate the local policy changes needed to boost production and lower costs.

While states largely delegate power over land use regulations to local governments, state governments are increasingly implementing policies designed to help facilitate adequate housing for households at varying income levels.¹ In this paper, we identify and compare state-level laws and programs designed to incentivize or otherwise encourage jurisdictions to tackle local barriers to housing production and affordability. We refer to these efforts as “pro-housing designation programs.” In many cases, these programs provide incentives—generally, access to or priority for discretionary funding sources—to localities that are going above and beyond existing regulatory state requirements. In other cases, the programs themselves are mandatory but provide localities with the flexibility to select the pro-housing policies that align best with local needs and goals. These programs are not meant to substitute for broader state-level housing regulations; they are complementary tools that states can use to help tackle housing

supply and affordability challenges affecting their residents.

The report includes profiles of six programs: Massachusetts’s Housing Choice Community Designation, California’s Prohousing Designation Program, Utah’s Moderate-Income Housing Plan, New York’s Pro-Housing Community Program, Montana’s Land Use Planning Act, and New Hampshire’s Housing Champion Designation and Grant Program (Figure 1, Table 1).

While these programs are early in their adoption and implementation, and their long-term impacts are not yet known, much can be learned through examining the different approaches states have taken to encourage uptake and measure success.

We compare program requirements, the types of incentives and penalties that states are using to encourage participation, and the types of policies and practices being encouraged. We also provide insight on how these programs originated and were developed at the state level. By mapping out approaches to program design and identifying early lessons learned in these six states, we hope to aid other states considering similar approaches to encouraging housing growth and affordability, and assist efforts to evaluate and refine existing programs. We also hope to aid the federal government as it increasingly works to incentivize local policy change through its own pro-housing programs.

Data and Methods

In this report, we examined state programs focused on changing local conditions that can constrain or support increased housing production and/or affordability. To understand the different approaches states have been taking, we focused specifically on programs that defined a set of pro-housing benchmarks or best practices, and that encouraged local governments to select those that best fit their local context.² In total, we identified six relevant programs (Figure 1, Table 1) that illustrate variation in this type of approach to local housing reform.³

For each program, we analyzed the text of the enacting legislation or statute, and any formal guidelines issued by the implementing agency, to understand the law’s design and structure. Where available, we also reviewed documents evaluating or formally reporting on program participation, as well as media coverage of program creation. We spoke directly with state

officials involved with implementation to better understand program origins, design, and lessons learned to date.⁴

Pro-housing programs are relatively nascent across the country; three of the six programs featured were enacted in 2023, signaling an increased interest in this type of intervention. Data on program participation is limited, in part due to how new some of these initiatives are. As such, we do not seek to evaluate the effectiveness of these programs at increasing housing production or affordability.

While we are unable to reflect on program success, we aim to illustrate the different approaches states have taken and to lift up lessons learned across programs that can help inform their evolution and evaluation. While all programs seek to remove barriers to housing production, each state has designed a program to fit its unique needs and context and has taken a different approach to eligibility, requirements, and incentives. Table 1 provides a summary of each state program.

Figure 1. Map of Featured State Programs

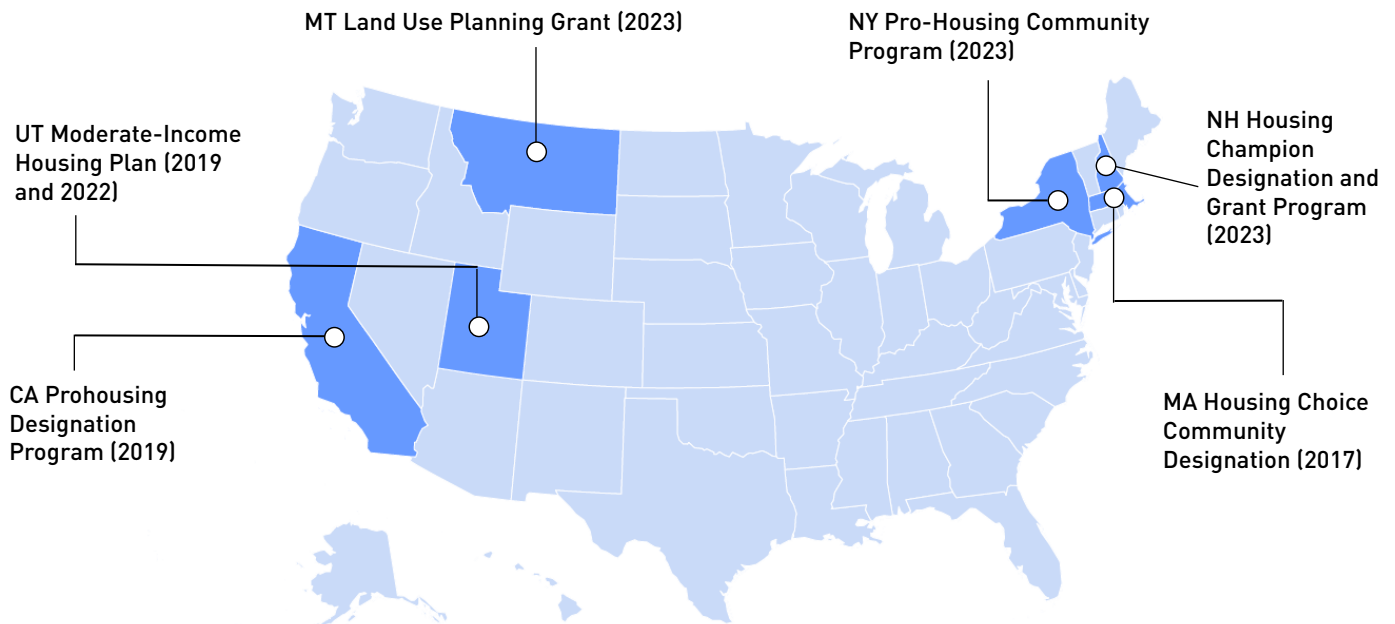


Table 1. Overview of State Programs

Program	Type and Eligibility	Program Requirements	Incentives and Penalties
Housing Choice Community Designation, Massachusetts (2017) ⁵	Voluntary program, open to all municipalities	To qualify, municipalities must demonstrate one of the following: 1) a 5 percent increase in building permits or 500 new units permitted over the prior five years, or 2) a 3 percent increase in building permits or 300 new units permitted over the prior five years, AND the adoption of seven of 15 best practices, two of which must relate to affordability.	Participating municipalities receive exclusive access to the Housing Choice Grant Program, which provides up to \$500,000 in funding for activities related to planning and zoning, housing development, and infrastructure. Municipalities also receive bonus points or priority consideration for nine other state grant programs, including funds for transportation, infrastructure, parks and recreation, and land use planning.
Prohousing Designation Program, California (2019) ⁶	Voluntary program, open to any jurisdiction that meets the minimum threshold requirements, including but not limited to having a compliant Housing Element and Annual Progress Report ⁷	To qualify, jurisdictions must score a minimum of 30 points across four categories of proposed policies (56 policies in total) defined in statute, with a minimum of one policy enacted or proposed in each category.	Participating jurisdictions receive exclusive access to the Prohousing Incentive Program, which provides grants of \$150,000 to \$2 million, based on population size and the jurisdiction’s pro-housing designation score, for housing and community development activities. Jurisdictions also receive bonus points or priority processing for six other state grants, including funds for transportation, climate investments, and housing.
Moderate-Income Housing Plan, Utah, as amended by SB 34 (2019) and HB 462 (2022) ⁸	Required of certain cities and counties based on population size; ⁹ 95 of 355 places and counties meet the population threshold ¹⁰	Municipalities must update and adopt a Moderate-Income Housing Plan (MIHP) as part of their General Plan and annually report on implementation. As part of the MIHP, municipalities are required to implement three to five strategies from a menu of 26 strategies, defined in statute. Moderate-income housing is defined as housing affordable to households earning less than 80 percent of the county Average Median Income (AMI).	Failure to comply with requirements results in ineligibility for certain state transportation investment funds, and a \$250/day penalty fee. Jurisdictions that surpass the minimum number of adopted strategies receive priority consideration for state transportation investment funds.

<p>Pro-Housing Community Program, New York (2023)¹¹</p>	<p>Voluntary program, open to all municipalities</p>	<p>To qualify, municipalities must demonstrate one of the following: 1) permits increasing their housing stock by 1 percent (if downstate) or 0.33 percent (if upstate) over the past year, or 2) permits increasing their housing stock by 3 percent (if downstate) or 1 percent (if upstate) over the past three years.¹²</p> <p>Municipalities that don't meet the housing permit growth benchmarks can qualify by having their municipal governing body pass a resolution expressing their commitment to adopting pro-housing policies.</p>	<p>When enacted, participating municipalities received preference for eight discretionary funding programs. As of June 2024, municipalities must receive the Pro-Housing Community Program certification as a prerequisite to apply for these eight programs, which make up \$650 million in discretionary funding for housing, transportation, and economic development.</p>
<p>Land Use Planning Act, Montana (2023)¹³</p>	<p>Required of municipalities with a population of 5,000 or more located in a county with a population of 70,000 or more; 10 of 129 municipalities meet the threshold¹⁴</p>	<p>Municipalities must establish a planning commission, adopt or amend a land use plan or future land use map, and adopt zoning regulations in compliance with an adopted land use plan. As part of the zoning regulation requirement, municipalities must adopt a minimum of five housing strategies from a menu of 14 strategies, defined in statute.</p>	<p>No incentives or penalties for noncompliance have been established at this time.</p>
<p>Housing Champion Designation and Grant Program, New Hampshire (2023)¹⁵</p>	<p>Voluntary program, open to all municipalities</p>	<p>To qualify, municipalities must score a minimum of 80 points from a list of 45 potential policies and practices that promote the development of workforce housing (defined as affordable to a three-person renter household earning 60 percent of AMI or below, or affordable to a four-person homeowner household earning 100 percent of AMI or below).</p>	<p>Participating municipalities will receive preferential access to state resources, including but not limited to discretionary state infrastructure funds, as available, and exclusive access to the Housing Production Municipal Grant Program and to the Housing Infrastructure Municipal Grant and Loan Program.</p>

Findings

States have designed programs to respond to their unique housing challenges and priorities at both state and local levels.

While each program seeks to encourage local pro-housing reform, some states—such as Massachusetts and Montana—have also used these initiatives to address state-level barriers to housing growth and management. For example, Massachusetts has paired its pro-housing designation program with legislative changes to the state’s land use statute—commonly referred to as the Zoning Act, or Chapter 40A—in order to make it easier for local governments to pass zoning reforms. Until 2021, Chapter 40A required local zoning changes to be approved by a two-thirds majority vote of the local legislative body. This threshold is particularly challenging in Massachusetts, where the majority of municipalities follow Town Meeting Structure, in which any registered voter can attend town meetings and vote on proposed changes to local statutes. To make it easier for local governments to enact the zoning reforms encouraged in the state’s pro-housing designation program, then-Governor Charlie Baker signed legislation allowing certain pro-housing zoning amendments to be made with a simple majority vote instead.

In Montana, the legislature incorporated local pro-housing reform priorities into its 2023 Land Use Planning Act, which aims to overhaul how large cities regulate land use and to encourage a long-range planning approach to managing housing growth. Prior to the Act’s passage, zoning was optional, and land use was largely regulated through discretionary and

point-in-time subdivision regulations. Under the new law, the state’s largest cities are required to adopt and update a future land use plan and map, as well as zoning regulations, including the adoption of a minimum of five pro-housing strategies from a menu provided by the state. In addition, to streamline permitting and the development of new housing, the law shifts public participation to the beginning of this process, when the plans and regulations are being written, and away from site-specific decision-making. Once the land use plan and zoning regulations are adopted, city officials can approve code-compliant developments ministerially, without additional public input or planning commission approval.

Programs include efforts to strengthen state-level data collection and capacity for long-range planning.

In Utah and New York, for example, program administrators are utilizing program applications and reporting requirements to strengthen zoning data collection, with the goal of creating comprehensive state-wide zoning maps.¹⁶ The data will help states understand housing needs and conditions across localities and inform future housing targets, interventions, and accountability measures.

Utah Senior Advisor for Housing Strategy and Innovation Steve Waldrip shared: “The biggest thing that we’re seeing is, the better data that we can assemble, the better decisions we can make.”

Implementation of Massachusetts’s program has helped the State identify challenges with local building permit data, which the State uses to assess whether localities qualify for the Housing Choice

Community Designation. Program administrators now provide additional education and training to help localities improve the accuracy and usability of building permit data across the state.¹⁷

States also use these programs to encourage compliance with or participation in existing state housing laws and programs.

In Massachusetts, communities can receive credit toward the Housing Choice Community Designation for opting in to existing state programs designed to help facilitate and finance housing development, such as the Housing Development Incentive Program and the Urban Center Housing Tax Increment Financing Program.¹⁸ Communities can also get credit for demonstrating a pattern of approval under Chapter 40B, state law that allows for more flexible approvals of affordable housing developments in jurisdictions without sufficient affordable housing.¹⁹

In California, where the state legislature has passed more than 100 pro-housing laws over the past decade, the Prohousing Designation Program similarly references and builds on existing laws.²⁰ For example, local governments cannot receive the designation without also having adopted a comprehensive plan for meeting the state's housing production targets and submitting a required annual report detailing progress toward implementation of this plan.²¹ Jurisdictions then earn points for going above and beyond minimum state requirements—for example, by demonstrating that they have zoned sufficient sites to accommodate 150 percent or more of their housing production targets.

In Utah, SB 34 (2019) and HB 462 (2022) are efforts to strengthen and make more robust the existing Moderate-Income

Housing Plan requirements, giving teeth to a law that has been in place for over 25 years. In particular, HB 462 has sought to integrate more accountability mechanisms and a greater emphasis on data collection.

Four of the six programs have built political will by designing them in collaboration with a diverse set of stakeholders.

Programs in Massachusetts, Utah, Montana, and New Hampshire were all developed by task forces and/or in convenings that featured input from a variety of housing and planning practitioners, lawmakers, and advocates.²² Interviewees in these states noted that involving key stakeholders early in the policy development process has been key to generating political will and program buy-in from local governments and other relevant actors. Stakeholder engagement has also helped state officials communicate state housing priorities to localities and improve program implementation.

For example, in Massachusetts, former Governor Charlie Baker convened a group of experts and stakeholders, including representatives from various state agencies, housing advocates, and planning professionals, to develop a carrot-based approach to expand production. This commission compiled the list of best practices the state would incentivize through the Housing Choice Community Designation. During the first two years of implementation, an Interagency Coordination Group met regularly to discuss and troubleshoot program implementation. Chris Kluchman, Director of the Livable Communities Division at the Executive Office of Housing and Livable Communities, shared that this coordination was key to establishing cross-agency financial incentives for program participants, including a 0.5 percent

interest rate deduction on loans for large water infrastructure improvement projects.^{23,24}

In Utah, the Commission on Housing Affordability—a group made up of multiple housing interests including housing authorities, private development and finance, local interests, and state leadership—has generated changes to the state’s Moderate-Income Housing Plan requirements, legislated through SB 34 (2019) and HB 462 (2022). The Commission meets regularly to discuss the content of potential legislation, and where possible, to reach consensus between state government, municipalities, and the development community.

Senior Advisor for Housing Strategy and Innovation Steve Waldrip, who sponsored HB 462 while serving as a State Representative, spoke to the effectiveness of the commission at building political will for the creation and implementation of new housing laws: “Year after year, we have found significant legislative success because the structure of the Commission fosters constructive conversation from all viewpoints and provides a space for mutually agreed upon legislative action.”²⁵

The framework for Montana’s Land Use and Planning Act was initiated at a conference of the Montana Association of Planners. A group of planning professionals—including the bill’s author, Senator Forrest Mandeville (a land use planner by trade)—held a roundtable to discuss potential changes to the state’s planning statutes. The group then engaged a broad coalition of stakeholders, including city and county representatives, legislators, environmental groups, and realtor and building industry associations, to develop recommendations for state reform. After Governor Greg Gianforte’s 2022 Housing Task Force put

forth recommendations that aligned with that of the coalition’s, Senator Mandeville introduced legislation to implement their framework. This existing coalition both ensured that there was broad support for the bill and served as a space for further negotiation and compromise during the legislative session—including the decision to amend the bill to be opt-in, rather than required, for large counties.²⁶

States determine program participation or compliance by focusing on policy adoption and/or new building permits issued.

The programs we reviewed employ two main measures to determine whether local governments qualify for pro-housing incentives or are in compliance with pro-housing requirements: 1) the adoption of certain local policies and practices that the state has recognized as likely to facilitate increased production and/or affordability, and 2) the number of residential building permits issued over a certain period of time.

Programs in California, Utah, Montana, and New Hampshire assess localities primarily based on policy adoption. Jurisdictions must adopt a certain number of pro-housing policies and practices from a menu of strategies approved by the state. For example, in Montana, municipalities must adopt a minimum of five strategies from a list of 14—such as allowing for duplexes in single-family zones or eliminating or reducing impact fees for Accessory Dwelling Units (ADUs). New Hampshire’s program awards points to localities based on which policies they adopt from a list of 45 best practices. Each policy is worth between two and 10 points depending on its expected impact, and localities must score a minimum of 80 points in order to receive the Housing Champion Designation and

Grant Program. In some states, the list of best practices includes meeting minimum building permit benchmarks; for example, New Hampshire awards five points toward the designation where the construction of workforce housing units has resulted in a 5 percent increase in the total number of housing units during the preceding three years.

In contrast, Massachusetts and New York have designed their programs primarily to reward jurisdictions that can demonstrate an increase in building permits for housing over a certain period in time (Table 1). In both cases, the building permit thresholds were developed with state housing production goals and variation in housing market demand across communities in mind. However, these thresholds focus only on total permitting; neither state specifies the types of residential units—for instance, single versus multifamily units, or market-rate versus affordable units—that count toward meeting the thresholds.

While both programs focus primarily on building permits issued, each state has an alternative route to the pro-housing designation that incorporates policy priorities. In Massachusetts, jurisdictions can pair a lower increase in building permits with the adoption of seven housing best practices to receive the designation. In New York, local governments can pass a resolution indicating their intent to explore tools and policies to boost housing of different types and affordability.

These design decisions each have strengths and weaknesses. Permits are a more direct measure of the outcome that states seek—an increase in housing supply. However, they are backward-looking and measure past performance or conditions. Linking program qualifications to permits may mean that states reward local governments for the activities of previous

administrations or for an increase in permitting unrelated to the behavior of local governments.

In contrast, policy reform is a clearer measure by which to reward jurisdictions for removing barriers to development. It accounts for the fact that cities and counties often don't develop new housing themselves and that barriers to development outside of their control may persist. However, measuring the impact of policy change on production and affordability is challenging, and policy design and implementation decisions can minimize their overall impact.

Some programs are voluntary and open to any jurisdiction, while others are required of larger jurisdictions.

Program designs also vary based on whether they are optional or required of localities. Programs in Massachusetts, California, New Hampshire, and New York are voluntary, incentive-based programs for which jurisdictions apply. In California, jurisdictions must be in compliance with a number of existing state housing laws as a prerequisite to being considered for the Prohousing Designation Program. Montana's Land Use Planning Act and Utah's Moderate-Income Housing Plan are required for localities that meet certain population thresholds. In Utah, 95 localities, comprising over 90 percent of the state's population, meet the threshold. In contrast, only ten of Montana's largest cities, home to approximately 40 percent of the state's population, must comply with the state's Land Use Planning Act. The decision to limit the law's application to large cities and make it optional for large counties was a political compromise made to ensure the bill had the support needed to make it through the legislature.

States are experimenting with different incentives for participation and penalties for noncompliance to encourage localities to enact pro-housing reforms.

Five of the six programs use access to state funding as the primary incentive. All but Montana offer jurisdictions exclusive access to new pots of grant funding, provide jurisdictions with priority access or preference when applying for existing state grant opportunities, and/or exclude localities from consideration for certain state discretionary funds. For example, jurisdictions in Massachusetts that receive the Housing Choice Community Designation are eligible to compete for up to \$500,000 in exclusive funding from the Housing Choice Grant Program, a new funding source created to incentivize participation in the state's pro-housing designation program. California similarly offers pro-housing jurisdictions exclusive access to grants of \$150,000 to \$2 million through its Pro-housing Incentive Program. California determines award amounts based on the locality's population size and pro-housing designation score, meaning that local governments can receive larger grants for adopting additional reforms beyond the minimum.

Four of these programs also offer priority consideration for existing state funding opportunities, including housing and non-housing dollars, such as transportation, infrastructure, and climate grant programs. In California, designated jurisdictions gain access to funding programs through the California State Transportation Entities, the California Transportation Commission, and the Department of Housing and Community Development. When enacted in 2023, New York's Pro-Housing Community Program offered

participating jurisdictions priority access to eight programs across four state agencies. As of June 2024, participation in the Pro-Housing Community Program is now a prerequisite for access to these eight programs. This change both increased the incentive for localities to participate and made the program easier to administer because agencies no longer have to determine and negotiate what "priority" access means for each grant program.^{27, 28}

Utah has experimented with a combination of carrots and sticks to help encourage compliance with their Moderate-Income Housing Plan (MIHP) requirements. Failure to comply results in loss of access to funds from two state transportation programs; in addition, adoption of pro-housing strategies above and beyond the minimum required results in priority consideration for those same transportation dollars. As the state works with local governments to provide technical support and improve the quality of MIHP compliance and annual reporting, they have also been introducing new and heavier sticks. Starting in 2024, jurisdictions that do not comply with MIHP requirements are charged a \$250/day penalty fee.²⁹

Every state program we examined targets zoning and land use changes, but other pro-housing priorities vary by state.

Figure 2 shows the different types of policy interventions that each program has incentivized or mandated, as well as variation in how states have prioritized the types of local reforms they would like implemented. While housing supply and affordability are the most common goals, some states also use these programs to achieve fair housing and environmental sustainability goals.

Every program we reviewed includes land use and zoning reforms—such as increasing the allowable density near transit or allowing for low-density multifamily buildings (e.g., fourplexes) in single-family zones. This consistency highlights a growing recognition of how local land use barriers have limited or restrained housing growth.³⁰

Most programs also encourage the adoption of policies meant to reduce development costs or to increase local financing options or subsidies for lower-income housing. For example, municipalities in Utah can count policies that reduce, waive, or eliminate impact fees toward the state’s Moderate-Income Housing Plan requirements. Massachusetts’s Housing Choice Designation recognizes and gives credit for designating local resources for housing—for example, by establishing an Affordable Housing Trust.

The reforms identified for inclusion in these programs reflect diverse state policy and political environments. For example, Senator Forrest Mandeville, author of Montana’s Land Use Planning Act, described the law as a first step in encouraging localities to move toward the use of zoning and long-range planning to help manage housing development across the state. As a result, the law focuses almost entirely on land use and zoning reforms. Mandeville highlighted that these reforms also reflect the Republican legislature’s focus on advancing market-based approaches to encourage density and address affordability concerns, and that policies requiring subsidies or environmental goals were unlikely to be prioritized given the state’s political environment.³¹

In contrast, in California, where the state has already passed over 100 new laws designed to tackle many distinct drivers of the housing crisis, the Prohousing Desig-

nation Program incentivizes reforms that cover a wider range of objectives—for example, to reduce segregation and expand affordable housing options in higher-resourced communities.

Accessory Dwelling Units (ADUs), accessible and senior housing, and housing for lower-income households are common housing types targeted for policy intervention.

States can also use these programs to incentivize the production of particular housing types, such as multifamily properties or ADUs, that may be lower-cost by design or targeted to a particular income group, such as low- or moderate-income households (Figure 3).

Policies making it easier to permit and develop ADUs—an increasingly popular strategy for expanding the supply of lower-cost housing options in single-family or low-density neighborhoods—are common across the programs surveyed. For example, California’s Prohousing Designation Program includes four distinct policies related to ADU development from which jurisdictions can choose. In addition, with the exception of Montana’s program, each program includes at least one policy targeting the development of homes for lower-income households, those earning 80 percent of the Area Median Income (AMI) or below. Four of the six programs surveyed incentivize accessible housing for seniors or people with disabilities.

States also align incentivized policies with their particular housing needs. For example, in California and New York, which have the country’s largest populations experiencing homelessness, programs emphasize policies that facilitate the development of permanent supportive housing, transitional housing, and/or emergency shelter.

Figure 2. Types of Policies Incentivized or Required by Surveyed Programs

Type of Action or Policy	CA	MA	UT	MT	NY	NH
<p>Building Activity Thresholds: Demonstrated increase in building permit issuance over a defined timeframe.</p> <p>Example: Demonstrate a 5 percent (or 500-unit) increase in new units over the previous five years (MA).</p>						
<p>Land Use and Zoning: Actions to make land use and zoning more conducive to housing development.</p> <p>Example: Adopt a missing middle housing ordinance that allows, as a matter of right, structures that contain as few as two housing units per structure and as many as eight housing units per structure (NH).</p>						
<p>Accelerating Production Timelines: Actions to produce housing more rapidly by streamlining processes.</p> <p>Example: Reduce barriers for property owners to create Accessory Dwelling Units (ADUs)/Junior Accessory Dwelling Units (JADUs), such as through development standards improvements, permit processing improvements, dedicated ADU/JADU staff, technical assistance programs, and pre-approved ADU/JADU design packages (CA).</p>						
<p>Reducing Development Costs: Actions to reduce the cost of housing development, often by deferring, reducing, or waiving fees.</p> <p>Example: Reduce, waive, or eliminate impact fees related to moderate-income housing (UT).</p>						
<p>Financial Subsidies: Actions to subsidize housing development.</p> <p>Example: Adopt financial tools that incentivize the development of workforce housing, including the Community Revitalization Tax Relief Incentive program (NH).</p>						
<p>Affirmatively Furthering Fair Housing: Actions to combat discrimination, overcome historic patterns of segregation, and foster inclusive communities.</p> <p>Example: Adopt zoning policies, including inclusionary housing policies, that increase housing choices and affordability, particularly for Lower-Income Households, in High-Resource and Highest-Resource areas, as designated in the CTCAC/HCD Opportunity Map (CA).</p>						
<p>Environmental Sustainability: Actions to promote sustainable housing development and/or progress toward climate goals.</p> <p>Example: Promote development consistent with protecting, preserving, and enhancing the state’s most valuable natural resources (CA).</p>						

Note: Cells in the New York column are light blue because jurisdictions may pass a pro-housing resolution to qualify for the program as an alternative to meeting the building permit thresholds. The resolution mentions these types of reforms, but no actual policy enactment is required.

Figure 3. Types of Housing Incentivized or Required by Surveyed Programs

	CA	MA	UT	MT	NY	NH
<p>Plexes: Multifamily residential buildings generally consisting of two to four separate units within one structure.</p> <p>Example: Allow as a permitted use a triplex or fourplex where a single-unit dwelling is permitted (MT).</p>						
<p>Accessory Dwelling Units (ADUs): Secondary housing units on a single-family residential lot.</p> <p>Example: Have zoning that allows for ADUs by right (or have a pattern of approving ADUs over the last five years) (MA).</p>						
<p>Single-room occupancies (SROs): Rental rooms in a building where residents share common facilities like bathrooms and kitchens.</p> <p>Example: Amend land use regulations to allow for single-room occupancy developments (UT).</p>						
<p>Housing or shelter for people experiencing or at risk of homelessness: Short-term or long-term housing for individuals or households experiencing homelessness, sometimes accompanied by supportive services.</p> <p>Example: Provide operating subsidies for permanent supportive housing (CA).</p>						
<p>Accessible or senior: Housing designed to meet the needs of elderly or individuals with disabilities.</p> <p>Example: Adopt fee-reduction strategies, including fee deferrals and reduced fees, for housing for persons with special needs (CA).</p>						
<p>Lower-income (80 percent of AMI or below): Housing affordable to households earning 80 percent of AMI or below.</p> <p>Example: Have units currently eligible for inclusion in the Subsidized Housing Inventory (SHI)—used to measure a community’s stock of low- or moderate-income housing—that equal or exceed 10 percent of total year-round housing stock (MA).</p>						
<p>Moderate-income (120 percent of AMI or below): Housing affordable to households earning 120 percent of AMI or below.</p> <p>Example: Provide grants or low-interest loans for ADU/JADU construction affordable to lower- and moderate-income households (CA).</p>						

Note: While Utah’s program is focused on “moderate-income” households, they define moderate-income as 80 percent of AMI or below, which is considered low-income according to the U.S. Department of Housing and Urban Development’s (HUD) income limits. Cells in the New York column are light blue because jurisdictions may pass a pro-housing resolution to qualify for the program as an alternative to meeting the building permit thresholds. The resolution mentions these types of reforms, but no actual policy enactment is required.

Program administrators noted the importance of flexibility in making programs accessible to as many jurisdictions as possible.

One challenge frequently raised across programs is ensuring that requirements respond to unique housing needs and opportunities across different types of jurisdictions—for instance, small and/or rural communities and large urban centers with growing populations. Policy-focused programs address this challenge by providing a variety of potential policies from which jurisdictions can choose. California, New Hampshire, and Utah are the most generous in terms of the number of policies to choose from, with 56, 45, and 25 strategies, respectively.

“One size misfits all,” said Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, when describing Utah’s approach to designing the menu and granularity of policy options. “From a policy standpoint, you have to try and acknowledge the fact that a small rural community has very different concerns than Salt Lake City, the main metropolis, than Moab, which has two million visitors to national and state parks a year... They are very unique circumstances.”³²

In California, program administrators echo that flexibility in policy options is necessary to make the program inclusive of the different kinds of jurisdictions in the state.

Permitting-focused programs in New York and Massachusetts have incorporated flexibility in how they define building permit thresholds for participation. For example, jurisdictions in upstate New York, which tend to be smaller and more rural, have a smaller threshold to meet (0.33 percent

over the past year or 1 percent over the past three years) than those in downstate New York (1 percent over the past year or 3 percent over the past three years). Massachusetts similarly has defined a smaller and larger permit threshold for the program. Moving into the next phase of the program, the state is considering additional tweaks, such as counting the rehabilitation of longstanding vacant units toward the permitting threshold.

Implications for Future Policymaking

The programs in this paper—and state-level pro-housing incentive programs generally—are quite nascent. Most have not been evaluated for their effectiveness; some, like those in New York, Montana, and New Hampshire, are not far along enough in implementation to assess program outcomes and impact. Other states, such as Ohio, have just begun the process of proposing pro-housing programs.³³ As these programs proliferate, monitoring and evaluation are needed to measure and maximize program impact, and critical for identifying effective strategies and program designs. The programs in this brief can serve as examples for state legislatures nationwide exploring approaches that might fit their specific legal, economic, and political conditions.

In this section, we outline implications for future policymaking, including reflections on program design, data collection and evaluation processes, technical assistance for jurisdictions, effective incentives and enforcement, and alignment with shifting state housing strategies.

Prioritize incentivizing evidence-based policies and data-driven approaches to program design.

Pro-housing designation programs can help align the incentives available to localities with the policy changes most likely to have the greatest impact on production and affordability. The state programs in this paper encompass varied approaches to design, each situated within unique political contexts. Some, like California and New Hampshire, offer localities a wide range of eligible policies to choose from, while others, like Massachusetts and Montana, are more restrictive.

As interviewees noted, an inclusive and flexible approach can help ensure that programs fit the unique needs of diverse jurisdictions. However, too much flexibility may dilute the adoption of policies shown in the literature to have the most significant impact on production and affordability, leading to pro-housing designation programs with limited impact. Additionally, upfront negotiation with stakeholders, while valuable for increasing buy-in, may lead to the development of weaker programs that are more politically palatable to a broader set of constituents.

While the specific policies states seek to incentivize may differ based on housing needs and the local and state regulatory landscape, states should reference existing research to ensure the policies they promulgate are evidence-based and likely to result in the desired outcomes.

States can also strengthen program designs by investing in real-time data collection and/or housing modeling tools. For example, interviewees talked about leveraging these programs to help build better statewide zoning and permitting databas-

es, which in turn can help states generate locally targeted production and policy goals. Modeling and forecasting tools can also help policymakers better understand the changes they can expect to see over specific time horizons and in specific local contexts. Urban Institute's [Urban Housing Market Forecaster](#) and the [Turner Center's Housing Policy Dashboard](#), for example, are designed to simulate the expected impact of policy change—such as zoning reform or new housing investments—on housing production, affordability, or other outcomes under specific local conditions.³⁴ ³⁵ These types of tools can help policymakers identify and prioritize policies most likely to have the greatest impact on local barriers to housing production and affordability; however, these tools are data- and resource-intensive and will require significant government investment.

Leverage building permit data to evaluate program and policy effectiveness over the long-term, particularly on housing production and affordability.

Many of the programs surveyed track jurisdictional participation and which policies local governments are adopting toward program qualifications.³⁶ However, most states are not yet evaluating the relationship between program participation and housing production. Long-term monitoring and evaluation are critical to assess the effectiveness of state pro-housing designation programs. Program evaluations, while challenging, can provide a unique opportunity for states and localities to contribute to the evidence base on how policy interventions interact with local market conditions to increase affordability and boost supply.

While some states have primarily tied program eligibility to minimum build-

ing permit thresholds, rather than local policy adoption, building permit data are better suited to help evaluate the impact of pro-housing programs. Building permit activity fluctuates based on a variety of market factors. In tying program incentives to permitting, a state may erroneously reward jurisdictions for favorable market conditions—such as a major new employer opening up in the area or the Federal Reserve lowering interest rates—unrelated to the policies and practices of local governments. On the other hand, building permit data—when examined over time and relative to population growth, regional benchmarks, the performance of carefully selected peer cities, and/or other relevant metrics—can be highly useful in evaluating the performance of localities that have adopted policy reforms as part of pro-housing designation programs.³⁷

Given that programs are not exclusively focused on generating new supply, states should also consider other relevant metrics when evaluating programs and policy adoption. For example, a program that incentivizes policies designed to streamline or accelerate housing production could look at permitting timelines to help understand policy impact. At a minimum, pro-housing designation programs should look beyond crude measures of new supply and consider what types of units are being permitted, where, and at what levels of affordability to ensure that new production aligns with state-level goals and needs related to density, infill development, and affordability.

While causal links between policy adoption and permits issued are difficult to establish, it is crucial that states aim to evaluate the long-term impact of programs and policies on housing production. This ongoing evaluation of actual housing pro-

duction will allow administrators to refine programs and contribute to best practices in policy adoption across localities and states. Furthermore, program participation without subsequent impact—whether on supply, affordability, production timelines, or other relevant metrics—may signal broader challenges with local policy design and implementation, as well as the overall effectiveness of pro-housing programs. States can use these evaluation metrics to help assess whether jurisdictions should be able to retain their pro-housing designations—or be considered out of compliance with program requirements—down the road.

Provide technical assistance and other resources to help local governments implement policy reforms and improve quality of zoning and permitting data.

Smaller jurisdictions or jurisdictions with limited resources and staff capacity may need technical assistance to support their participation in pro-housing designation programs. Christina Oliver, Housing and Community Development Division Director at the Utah Department of Workforce Services, said that many of Utah’s smaller and rural communities lack capacity for long-range planning, which can make it challenging to fulfill and adequately report progress toward program requirements. Where possible, states should limit application and reporting burdens and provide technical assistance to maximize program impact.

States can also provide funding and other resources to help jurisdictions plan for and implement local policy changes. For example, in New Hampshire, the State developed a Housing Opportunity Planning (HOP) Grant Program designed to support municipalities in hiring consultants to up-

date their master plans, conduct housing needs assessments, and other activities to assist them in becoming eligible for the Housing Champion designation.

Interviewees also noted that local governments often have limited staff and/or technical capacity to develop and maintain high-quality zoning and permitting data. In New York, where localities are required to submit a zoning map with their application, state administrators shared that the Pro-Housing Community Program has helped them realize the extent to which localities have limited data and technological capacity. States investing in these programs and other pro-housing initiatives should consider supporting local data capacity, which they can then leverage to build statewide data tools and guide statewide housing policy decisions.

Consider retooling incentives, penalties, and enforcement mechanisms if programs are not achieving desired results.

Program effectiveness will depend in part on whether states are implementing incentives, penalties, and enforcement mechanisms sufficient to shift local government behavior in meaningful ways. Program administrators will need to assess whether the value of these designations—in terms of exclusive funding sources or bonus points on existing grant applications—is successfully incentivizing jurisdictions to adopt new policies and practices, rather than simply rewarding jurisdictions that have already adopted the reforms promulgated by these programs.

Similarly, programs that withhold funding opportunities must examine whether the loss of these funds is sufficient motivation to spur compliance. Certain state programs reviewed in this paper are al-

ready experimenting with how to adjust or strengthen their program incentives. For example, New York’s Pro-Housing Community Program originally provided priority access to a number of different grants, but in 2024 administrators chose to instead make receiving the pro-housing certification a requirement to apply for the grants, strengthening the incentive for program participation.

The types of funding sources implicated in these programs matters as well. Preferential access or additional funds for non-housing investments, such as discretionary transportation and infrastructure programs, can be powerful incentives for participation. While localities reluctant to build more housing may not be motivated by programs that offer or withhold state dollars for housing, they may be motivated by access to funding—or the threat of losing access to funding—for other local priorities. Several programs profiled in this report have taken this approach.

For example, pro-housing jurisdictions in California get extra points on applications for the Transit and Intercity Rail Capital Program (TIRCP), which funds capital improvements to modernize public transit infrastructure. In Utah, jurisdictions noncompliant with the requirements of the Moderate-Income Housing Plan lose access to both the State Transportation Investment Fund (TIF) and the Transit Transportation Investment Fund (TTIF), which had a combined budget of over \$1 billion in 2024.

Enforcement and accountability mechanisms are also needed to help ensure jurisdictions follow through on their commitments under these programs. Montana’s Land Use Planning Act does not currently include any enforcement mech-

anisms built into the statute to penalize jurisdictions that fail to adopt pro-housing strategies as required under the law. In New York, there isn't currently a process in place to ensure that localities that receive the designation simply by passing a non-binding pro-housing resolution are following through on their commitment to implement policy reforms. State administrators should consider introducing reporting requirements or other measures to ensure that communities follow through with actual policy change. In California, for instance, jurisdictions can have their Prohousing Designation revoked if they fail to implement a proposed policy specified in their application.

Update state pro-housing programs regularly to ensure alignment with evolving state housing laws and production targets.

State housing policy landscapes are constantly evolving to respond to mounting supply and affordability challenges, and programs will need to shift along with these broader changes. For example, criteria from California's Prohousing Designation Program—such as overturning local restrictions on ADU construction and eliminating parking requirements within a half mile of major transit stops—were later codified in whole or in part as requirements under new state laws. For programs to effectively reward jurisdictions for going above and beyond state minimums, states will need to update program criteria as those minimums change over time.

Additionally, programs should make sure to assess building permit data against state and regional housing production goals, inclusive of housing type, affordability, and location considerations. For example, both Massachusetts and New York grant their pro-housing

designation to localities that reach permit activity thresholds, regardless of whether those permits are for sprawling single-family units or higher-density infill homes. States should take a closer look at what types of units are being built—whether at the program qualification or evaluation stage—to ensure that they reward local governments for production that aligns with state and regional goals, and that benchmarks are updated as those targets are revised over time.

Conclusion

As states continue to play a larger role in facilitating housing production and affordability across the country, state pro-housing designation programs—which seek to incentivize local jurisdictions to proactively plan for and facilitate housing—can be an important addition to the policy toolbox. In this report, we identified and reviewed six nascent programs that illustrate the different approaches states have taken when designing such interventions.

The experiences of these six states with the creation and early implementation of their programs offer instructive lessons to other states stepping in to facilitate housing growth. For example, program administrators have highlighted the importance of early stakeholder engagement to build agreement and political will among housing advocates, policymakers, and development practitioners. States interested in implementing similar programs should also take note of how these programs fit into and build on the broader suite of state-level requirements, penalties, and incentives for localities, as it is unlikely that flexible, incentive-based programs alone will drive local reforms.

Through these programs, states have prioritized different types of local policies, practices, and housing types, and are testing varying magnitudes of requirements, incentives, and penalties to generate the changes to housing production and local government behavior they would like to see.

While new pro-housing designation programs should be designed with the specific legal, economic, and political contexts of their state in mind, the programs profiled here—along with the reflections and recommendations for future policy making—can serve as examples for state legislators nationwide grappling with how to encourage housing production and affordability.

With careful attention to and investment in monitoring and evaluation, data capacity, and technical assistance, states testing these approaches can lift up findings and learnings to improve existing programs and inform new ones.

This program experimentation can also help inform federal investment in and efforts to remove local barriers to housing production, such as the U.S. Department of Housing and Urban Development's Pathways to Removing Obstacles to Housing (PRO Housing) Program.

Over the long term, lessons from these programs can provide a stronger empirical foundation for how to effectively remove local barriers to housing production across the country.

Program Profiles

Massachusetts Housing Choice Community Designation

Program Overview

Massachusetts's Housing Choice Community (HCC) Designation encourages housing production by rewarding communities that are permitting new housing and adopting policies to facilitate production.

Any community in the state can apply for the designation. To qualify, a jurisdiction must meet one of two eligibility criteria: 1) a 5 percent increase in building permits or 500 new units permitted over the prior five years, or 2) a 3 percent increase or 300 new units permitted over the prior five years, along with the adoption of seven state-approved best practices from a list of 14, two of which must be related to housing affordability.

Housing Choice Communities gain exclusive access to the Housing Choice Grant Program, which awards competitive grants of up to \$500,000 for capital funding projects that create and support housing and other related local needs. Communities also receive bonus points and/or priority consideration for nine additional state funding programs.³⁸

Program Origins and Development

The HCC and Housing Choice Grant Program are two components of the Housing Choice Initiative (HCI), managed by the Executive Office of Housing and Livable Communities (EOHLC). The initiative launched in 2017 and was created by a working group convened by former Governor Charlie Baker with the goal of exploring incentive-based solutions to the state's housing crisis.

The HCC Designation program incentivizes local governments to increase housing permitting, adopt favorable land use and zoning reforms, allocate local funds or develop financing tools for development, and encourage sustainable development. The HCI also encompasses legislative changes—enacted in 2021—to the Massachusetts Zoning Act designed to ease the passage of pro-housing zoning reforms. Prior to these changes, local zoning amendments needed approval from a two-thirds majority of the local legislative body. This was particularly challenging in Massachusetts, where any registered voter can attend Town Meetings and vote on proposed changes to local statutes.^{39, 40} After the passage of An Act Enabling Partnerships for Growth (Chapter 358 of the Acts of 2020) in 2021, certain pro-housing zoning amendments—including best practices from the HCC program—can pass with a simple majority instead.⁴¹

Massachusetts: Housing Choice Community Designation

Program Participation, Implementation, and Lessons Learned

Since the program was launched in 2018, 109 communities have held the designation, and 95 communities are currently designated as Housing Choice Communities.⁴² Nearly 80 percent of designations have been granted to communities for meeting the higher production bar—a 5 percent or 500-unit increase in building permits. Only 36 applicants have qualified for the designation based on implementation of best practices and the lower production bar (a 3 percent or 300-unit increase in building permits).

To date, the Housing Choice Grant Program has awarded 187 grants totaling over \$27 million toward supporting or creating housing in designated communities. EOHLC has submitted two reports to the Massachusetts General Court detailing program metrics and progress toward the state’s housing production goals.

Chris Kluchman, Director of the Livable Communities Division at EOHLC, highlighted that the program has helped the State communicate state priorities on local housing reforms to jurisdictions. In addition, the program has set the stage for subsequent state legislation, such as the 2021 Massachusetts Bay Transportation Authority (MBTA) Communities Law, which requires communities served by the MBTA to have at least one zoning district within a half mile of public transit where multifamily housing is permitted by right.

The HCC program has also helped the state identify and address local building permit data challenges and additional needs for technical assistance and capacity building. EOHLC staff have provided education and training to help localities improve the quality of the U.S. Census Building Permits Survey data—which vary based on the frequency and accuracy of data submitted by localities to the U.S. Census Bureau—that they use to assess program qualifications.

The EOLHC is now working with Governor Maura Healey’s administration to update the program, including assessing whether and how to raise the bar on program criteria and introduce new types of program qualifications that can better accommodate the needs of diverse localities.

New York Pro-Housing Communities Program

Program Overview

New York's Pro-Housing Community Program rewards localities that have increased housing permit approvals or have passed a pro-housing resolution.

All municipalities are eligible to apply for the certification. To receive it, localities must demonstrate that they have approved either 1) permits increasing their housing stock by 1 percent (if downstate) or 0.33 percent (if upstate) over the past year or, 2) permits increasing their housing stock by 3 percent (if downstate) or 1 percent (if upstate) over the past three years. Alternatively, localities without housing growth can still be certified by passing a Pro-Housing Resolution stating their intent to pursue pro-housing policies and practices.

While the certification originally granted localities priority access to key discretionary programs that administer \$650 million in funding, certification is now a prerequisite to access these funds.

Program Origins and Development

The Pro-Housing Community Program was enacted by Governor Kathy Hochul in July 2023, as part of a package of Executive Orders designed to address housing growth challenges across New York.⁴³ Governor Hochul established the program through an Executive Order after she and the New York State Legislature were unable to reach agreement on the scope of more comprehensive reforms—including mandated housing growth and affordability targets for all municipalities, higher-density zones around transit, and just cause eviction protections for tenants—to address the state's mounting housing crisis.⁴⁴ ^{45, 46} The building permit thresholds eventually embedded in the Pro-Housing Community Program are the same targets that would have been required of all municipalities under the Governor's 2023 Housing Compact proposal, had it passed.

In addition to rewarding jurisdictions that meet state expectations for new housing production, the program is advancing the state's goal of creating a statewide zoning map by requiring localities to submit standardized zoning data with their applications. This envisioned state zoning map will allow the state to identify areas where housing development is possible or restricted due to existing zoning laws, address issues of housing inequality and segregation, and monitor the effectiveness of zoning reforms and housing policies.

New York: Pro-Housing Communities Program

Program Participation, Implementation, and Lessons Learned

Since the program launched in September 2023, 180 jurisdictions have received the certification. Of these, 57 have achieved the permitting growth parameters of the program, while 18 have passed a pro-housing resolution in order to qualify.

Over 300 additional communities have submitted letters of intent (LOIs), the first step in the program's application process.⁴⁷ The LOI process allows the Department of Housing and Community Renewal (HCR) to target technical assistance to interested localities that may have limited data and technical capacity to meet the building permit and zoning data submission requirements.

A state official familiar with the program expressed that the program has helped them realize the extent to which some of the state's smaller localities have limited technological capacity and resources.⁴⁸ Moving forward, the department is working on increasing technical assistance to better support and increase participation among smaller communities.

California Prohousing Designation Program

Program Overview

California’s Prohousing Designation Program (PDP) rewards jurisdictions that have implemented or proposed policy reforms that remove barriers to and facilitate housing development and affordability.

To receive the designation, jurisdictions must score a minimum of 30 points across four policy categories—Favorable Zoning and Land Use, Acceleration of Housing Production Timeframes, Reduction of Construction and Development Costs, and Financial Subsidies—with a minimum of one policy in each category. Localities must commit to implementing any proposed policies within two years. The program is open to all jurisdictions, but they must be in good standing with existing state housing laws and best practices in order to apply. For example, participating jurisdictions must have adopted a compliant Housing Element and submitted a legally sufficient Annual Progress Report.

Pro-housing jurisdictions gain exclusive access to grant opportunities from the Prohousing Incentive Program, which allocated over \$33 million in Round 1⁴⁹ and over \$15 million in Round 2.⁵⁰ They also receive priority processing or bonus points when applying for other discretionary funding programs, including the Transit and Intercity Rail Capital Program and the Local Partnership Program.⁵¹ These discretionary funding programs provide funding not just for housing development, but also for transportation and efforts to reduce local greenhouse gas emissions.

Program Origins and Development

The PDP, introduced through the 2019-2020 Budget Act (Assembly Bill 101), enables the California Department of Housing and Community Development (HCD) to designate local jurisdictions as “pro-housing,” providing incentives for local governments and elected officials to further pro-housing reforms.

The PDP builds on existing state housing law, which requires jurisdictions to produce a Housing Element detailing their plan to meet local housing targets. These targets are assigned to them through the Regional Housing Needs Allocation (RHNA) process, in which projected housing need, by level of affordability, is determined for each region of the state. Jurisdictions must also complete an Annual Progress Report detailing their progress toward those housing targets, including the number of permits issued and projects in the construction pipeline. Legislative changes since 2017 have strengthened RHNA and Housing Element enforcement and increased the penalties for noncompliance.

California: Prohousing Designation Program

The PDP was introduced to be a complementary—and incentive-based—approach to local housing reform. Weston Starbird, Housing Policy Manager for the PDP, highlighted that the program is intended to reward jurisdictions for going above and beyond existing state housing regulations. For example, jurisdictions can earn points toward the designation if they increase the zoning capacity for new housing beyond what is required to meet their RHNA targets.⁵²

Program Participation, Implementation, and Lessons Learned

After operating under emergency regulations for the first three years of implementation, permanent regulations for the PDP took effect in January 2024. Several changes were made during this transition, including clarifications and modifications to the list of eligible pro-housing policies, and additional prerequisites to participation. Designations now expire after three years, with the option for jurisdictions to reapply.

As of August 1, 2024, 50 jurisdictions have received the Prohousing Designation. In administering the program, Starbird emphasized the importance of building trust and providing technical assistance to localities that may have less capacity and/or expertise to implement new policy. Moving forward, HCD is prioritizing building in more accountability mechanisms and strengthening their evaluation approach.⁵³ For example, HCD is in the process of returning to past applications and reviewing documentation to ensure that localities' proposed policies have been enacted; if they are not in compliance, HCD may revoke the designation. Current evaluation efforts have been focused on measuring how many localities have received the designation and which policies they have put in place, but Starbird hopes to better measure the program's effect on affordable housing production.⁵⁴

For a more in-depth review of California's program, see the [Turner Center's 2023 report](#) on the first 10 jurisdictions to receive the designation.⁵⁵

Utah Moderate-Income Housing Plan

Program Overview

Utah’s State Legislature passed SB 34 (2019) and HB 462 (2022) to strengthen and increase enforcement of the state’s existing Moderate-Income Housing Plan requirements (MIHP).

The MIHP now requires jurisdictions that meet minimum population thresholds—cities with a population of 10,000 or more, cities with a population of 5,000 or more located in a county with a population of 40,000 or more, and counties with a total population of 40,000 and a population of more than 5,000 in unincorporated areas—to adopt three pro-housing strategies from a menu of 26 defined by the state. Municipalities with a fixed guideway public transit station are required to adopt five strategies, two of which must be transit-related. Localities must report to the state annually on their progress toward implementation.

Jurisdictions must comply with MIHP requirements in order to be eligible to receive funds from the Transportation Investment Fund and the Transit Transportation Investment Fund. Jurisdictions that implement additional policies beyond the minimum requirements can receive priority consideration for these funds, while failure to comply results in a fee.

Program Origins and Development

Utah defines moderate-income housing as housing affordable to households earning 80 percent of AMI or below. While Utah Code had required Moderate-Income Housing Plans since 1996, early plans were less substantive and had little to no enforcement. Sharp increases in housing costs between 2014 and 2021 spurred the passage of SB 34 and HB 462, among other new laws, to address the state’s housing challenges.⁵⁶ Both laws were generated by the Commission on Housing Affordability, a state-level group representing multiple housing interests, including housing authorities, private development and finance, local interests, and state leadership. Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, and Christina Oliver, Housing and Community Development Division Director at the Utah Department of Workforce Services, both highlighted the importance of building consensus up front, wherever possible, for new laws and programs in order to achieve local compliance and implementation.⁵⁷

Utah: Moderate-Income Housing Plan

Program Participation, Implementation, and Lessons Learned

While all counties, cities, and towns are highly encouraged to have a Moderate-Income Housing Plan (MIHP) in their General Plan, 86 cities and nine counties—based on the population thresholds—are required to report annually on the implementation of their annual MIHP.⁵⁸

For the most part, localities are required to submit narrative data describing the policies they are adopting and their progress toward implementation. They must also submit data reflecting on how the housing market has responded to their selected strategies, including the number of entitled moderate-income housing units.⁵⁹

Program administrators shared that the quality of annual reports still varies greatly, and the State is still exploring how to best support jurisdictions—particularly those smaller and less-resourced planning departments—to meet MIHP requirements, as well as how to implement effective carrots and sticks to incentivize compliance.

Starting this year, in addition to losing eligibility for Utah Department of Transportation funds, noncompliant jurisdictions will incur a fee of \$250/day that cannot be rectified until the next reporting period is over.⁶⁰

Moving forward, the State hopes to strengthen data collection by requiring quantitative and zoning data in annual reports. Program administrators are also working with the state's GIS team to develop a centralized and up-to-date zoning data system. Waldrip and Oliver shared that assembling better data will help them develop better housing targets and interventions to meet the needs of Utah residents.⁶¹

Montana Land Use Planning Act

Program Overview

Montana’s Land Use Planning Act, passed via SB 382 (2023), reforms several aspects of the state’s land use codes, with an eye toward reducing barriers to housing production and strengthening long-range planning across the state.

The Land Use Planning Act requires certain municipalities (those with a population of 5,000 or more located within a county with a population of 70,000 or more) to establish a planning commission, adopt a future land use plan or map, and create zoning regulations in compliance with its land use plan. To comply with the law’s zoning requirements, jurisdictions must adopt a minimum of five housing strategies from a menu of 14 provided by the State. The law also puts forth new guidelines for the adoption of these long-range planning documents, including a requirement for public participation during the development of a city’s land use plan. Once a land use plan has been approved, city officials can approve developments that are compliant with local zoning and land use plans ministerially, without additional public input or planning commission approval.

Program Origins and Development

The framework for the Land Use Planning Act originated in a roundtable discussion held at a conference of the Montana Association of Planners. A broad set of stakeholders were engaged in the development of the framework, which laid out potential changes to the state’s planning statutes that would help address housing challenges and manage long-term development.

At the time, long-range planning documents were non-regulatory, and Montana localities had very little zoning in place; development was largely regulated through prescriptive and point-in-time subdivision regulations. Senator Forrest Mandeville, the bill’s author and a land use planner, introduced legislation to implement this new framework after Governor Greg Gianforte’s Housing Task Force issued recommendations aligned with their proposal.

SB 382 had broad support from the coalition of stakeholders that developed the original framework—including the Montana League of Cities and Towns, the Montana Association of Counties, the Building Industry Association, environmental groups, and other legislators—which helped build the political will needed to pass the bill.

Montana: Land Use Planning Act

Still, a number of compromises were made to ensure the law's passage. For example, an earlier version of the law would have required large counties to implement zoning as well. After opposition from county governments—including several county commissioners who asserted they could not implement zoning in any time frame due to local public opposition—the bill was amended to make zoning optional for counties. Other stakeholders wanted SB 382 to include requirements for a climate change assessment, which Mandeville asserted would not have been successful in Montana's majority-Republican House and Senate.⁶²

Program Participation, Implementation, and Lessons Learned

The law is still early in its implementation. The 10 cities that are subject to SB 382's zoning requirements have three to five years to implement them. While jurisdictions will be required to report on their progress at the end of their implementation period, currently there are no enforcement mechanisms built into the statute.

Mandeville highlighted that enforcement will be mostly left up to the local level: “We hope that the decision makers at the local level will implement the Act as it's supposed to be implemented. We do hope that individuals are going to put some pressure on their local government to make sure that housing is affordable in their local jurisdictions.”

Mandeville also said that the legislature's Modernization and Risk Analysis Committee (MARA), which studies the long-term budget and revenue needs of the state with changing economics and demographics, will eventually assess how SB 382 and other recently passed housing reforms are affecting housing unit production and affordability.

In the meantime, the law—though enacted—currently faces legal challenges. In December 2023, a group of homeowners called Montanans Against Irresponsible Densification (MAID) filed a lawsuit challenging the constitutionality of SB 382, asserting that the law's changes to the public participation process violate citizens' right to procedural due process under the 14th Amendment of the U.S. Constitution. Additional changes to the law may follow in response to the outcome of the court case.

New Hampshire Housing Champion Designation and Grant Program

Program Overview

The Housing Champion Designation and Grant Program is a voluntary, incentive-based program that encourages municipalities to adopt policies that promote the development of low- and moderate-income housing, referred to in statute as workforce housing.⁶³

To receive the Housing Champion designation, jurisdictions must receive a minimum of 80 points across six policy categories that cover land use regulations, training for planning and zoning board members, implementation of infrastructure upgrades, and the adoption of financial tools toward the building of housing.

In exchange, jurisdictions receive preferential access to state resources—such as discretionary infrastructure funds—and exclusive access to the housing production municipal grant program and the housing infrastructure municipal grant and loan program.

Program Origins and Development

The Housing Champion Designation and Grant Program was created in 2023 through the passage of SB 145. The program is one element of the state's plan to address its current housing shortage and targets, projected at nearly 90,000 units to be built between 2020 and 2040.⁶⁴ SB 145 was adopted alongside a state budget with new funding and incentives for the development of affordable housing, including \$25 million for affordable housing subsidies, \$10 million toward the operation of homeless shelters, and \$10 million in the InvestNH Housing Fund, which provides grants for multifamily rentals and affordable housing.

The idea for the Housing Champion Designation and Grant Program was recommended as early as 2019, in a report published by Governor Chris Sununu's Workforce Housing Task Force, a group of state and local government officials and industry experts compiling recommendations to address the state's housing crisis.⁶⁵ The creation of such a program is also consistent with findings from the state's 2021 review of New Hampshire's existing Workforce Housing Law, which found that local regulations, including zoning and permit processing barriers, were among the factors impeding progress.⁶⁶

Program Participation, Implementation, and Lessons Learned

The program is still early in its implementation. Formal rules governing the program were adopted in August 2024. The first round of applications for the Housing Champion designation are due November 15, 2024.

ENDNOTES

1. Manji, S., et. al. (2022). “Incentivizing Housing Production: State Laws from Across the Country to Encourage or Require Municipal Actions.” Turner Center for Housing Innovation at the University of California, Berkeley, and Urban Institute. Retrieved from: <https://turnercenter.berkeley.edu/research-and-policy/state-pro-housing-law-ty-pology/>.
2. We did not include laws that target developer or homeowner action (such as subsidies for development or tax incentives for first-time homebuyers). We also excluded laws that only take a top-down approach to policy change—for example, those that require local governments to allow a particular housing type by right or that permit a higher level of density in certain zones.
3. We identified potential programs to include in our analysis in three ways. First, we reached out to our network of policy experts across the country to solicit information about relevant programs. Next, we searched the database of state-level pro-housing policies that the Turner Center and the Urban Institute had compiled for a previous report, [*Incentivizing Housing Production: State Laws from Across the Country to Encourage or Require Municipal Action*](#), for potential programs to include. Finally, we conducted internet research 1) using a series of keyword searches to help identify programs, and 2) examining targeted state agency websites for information about relevant programs. While we did not intentionally exclude any states from our search, these six programs may not be the complete universe of programs meeting our criteria.
4. We were unable to reach program officials in New Hampshire for an interview about the Housing Champion Designation and Grant Program.
5. Housing Choice Designation and Grants. (n.d.). [Government website]. Mass.Gov; The Commonwealth of Massachusetts. Retrieved from: <https://www.mass.gov/housing-choice-designation-and-grants>.
6. Prohousing Designation Program. (n.d.). [Government website]. California Department of Housing and Community Development. Retrieved from: <https://www.hcd.ca.gov/planning-and-community-development/prohousing-designation-program>.
7. Threshold requirements can be found in the Permanent Regulations here: <https://www.hcd.ca.gov/sites/default/files/docs/planning-and-community/prohousing-regulations-oal-approval-0101024.pdf>.
8. Senate Bill 34: Affordable Housing Modifications. (2019). Utah State Legislature. Retrieved from: <https://le.utah.gov/~2019/bills/static/SB0034.html>; House Bill 462: Utah Housing Affordability Amendments. (2022). Utah State Legislature. Retrieved from: <https://le.utah.gov/~2022/bills/static/HB0462.html>.
9. Required of cities with a population of 10,000 or more, cities with a population of 5,000 or more located in a county with a population of 40,000 or more, and counties with a total population of 40,000 and a population of more than 5,000 in unincorporated areas.



10. *Utah*. United States Census Bureau. Retrieved from: www.census.gov/geographies/reference-files/2010/geo/state-local-geo-guides-2010/utah.html.
11. Pro-Housing Community Program. (n.d.). [Government website]. Homes and Community Renewal, New York State. Retrieved from: <https://hcr.ny.gov/phc>.
12. Downstate New York refers to the southeastern portion of the state, which comprises a smaller geographic area but is much more densely populated than Upstate New York. The differing building permit thresholds account for this difference in population density.
13. Senate Bill 382: Montana Land Use Planning Act. (2023). Legislature of the State of Montana. Retrieved from: <https://archive.legmt.gov/bills/2023/billhtml/SBO382.htm>.
14. *Montana*. United States Census Bureau. Retrieved from: www.census.gov/geographies/reference-files/2010/geo/state-local-geo-guides-2010/montana.html.
15. Housing Champion Program. (n.d.). [Government website]. New Hampshire Department of Business and Economic Affairs. Retrieved from: <https://www.nheconomy.com/investnh-housing/programs/housing-champion-program>.
16. Interview, April 3, 2024; Interview with Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, and Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024.
17. Interview with Chris Kluchman, Director of the Livable Communities Division at the Executive Office of Housing and Livable Communities, March 18, 2024.
18. The Housing Development Incentive Program provides Gateway Cities—midsize urban centers that anchor regional economies and are facing social and economic challenges—with a tool to develop market-rate housing while expanding the diversity of the housing stock, supporting economic development, and promoting neighborhood stabilization. The Urban Center Housing Tax Increment Financing Program provides real estate exemptions on all or part of the increased value of improved real estate. Sources: Commonwealth of Massachusetts. Housing Development Incentive Program (HDIP). Retrieved from: <https://www.mass.gov/info-details/housing-development-incentive-program-hdip>, Commonwealth of Massachusetts. Urban Center Housing Tax Increment Financing (UCH-TIF). Retrieved from: <https://www.mass.gov/info-details/urban-center-housing-tax-increment-financing-uch-tif>.
19. Massachusetts Chapter 40B defines a sufficient amount of affordable housing as 10 percent of a community’s housing stock being affordable to households making 80 percent of the Area Median Income (AMI) or less. Communities receive credit for demonstrating a pattern of “working with 40B developers to achieve greater affordability by accepting 40B projects without imposing conditions that render the projects uneconomic.” Source: Regional Planning. Chapter 40B. Retrieved from: <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleVII/Chapter40B>.



ENDNOTES

20. Fulton, W. et. al. (2023). “New Pathways to Encourage Housing Production: A Review of California’s Recent Housing Legislation.” Turner Center for Housing Innovation, UC Berkeley. Retrieved from: <https://turnercenter.berkeley.edu/research-and-policy/california-housing-laws/>
21. Each jurisdiction is required to submit housing elements as part of their general plans, outlining how they plan to meet their community’s housing needs. Additionally, they must prepare Annual Progress Reports on the jurisdiction’s progress in implementing its housing element. Source: California Department of Housing and Community Development. *Housing Elements*. Retrieved from: <https://www.hcd.ca.gov/planning-and-community-development/housing-elements>.
22. Caswell, Taylor, et. al. (2019). “Recommendations and Plan to Address New Hampshire’s Housing Shortage.” Retrieved from: <https://www.governor.nh.gov/sites/g/files/ehbemt336/files/documents/recommendations-housing-shortage.pdf>.
23. This interest rate deduction applies to loans from the State Revolving Fund, a financial assistance program administered by the state’s Department of Environmental Protection.
24. Interview with Chris Kluchman, Director of the Livable Communities Division at the Executive Office of Housing and Livable Communities, March 18, 2024.
25. Interview with Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, and Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024.
26. Interview with Forrest Mandeville, Montana State Senator, May 1, 2024.
27. Interview, April 3, 2024.
28. New York State. (2024, August 1). *Governor Hochul Announces More than 300 Municipalities across the State Launched Applications for Pro-Housing Community Certification*. Retrieved on October 1, 2024 from www.governor.ny.gov/news/governor-hochul-announces-more-300-municipalities-across-state-launched-applications-pro.
29. Workforce Services Housing and Community Development. *Moderate-Income Housing and Reporting*. Retrieved September 30, 2024 from jobs.utah.gov/housing/affordable/moderate/reporting/.
30. Freemark, Y. (2022). “Homing In: What Types of Municipalities Are Adding Residential Units, And Which Are Mounting Barriers to Housing?” Urban Institute. Retrieved from: <https://www.urban.org/research/publication/homing-in>; Godinez-Puig, L., Garriga, G., and Freemark, Y. (2023). “Tracing the Money: Case Studies in the Budgetary and Zoning Policies of Exclusionary Municipalities.” Urban Institute. Retrieved from: <https://www.urban.org/research/publication/tracing-the-money>.
31. Interview with Forrest Mandeville, Montana State Senator, May 1, 2024.



32. Interview with Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, and Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024.
33. Ohio House of Representatives. (2024, April 17). *Mathews Introduces Legislation to Address Housing Shortage*. Retrieved from: ohiohouse.gov/members/adam-mathews/news/mathews-introduces-legislation-to-address-housing-shortage-119566.
34. The Urban Institute's Urban Housing Market Forecaster simulates expected housing outcomes from major policy reforms and housing investments under specific conditions at the regional level. Source: Urban Institute. *Housing Market Forecaster*. Retrieved October 1, 2024 from www.urban.org/projects/housing-market-forecaster.
35. The Turner Center Housing Policy Simulator uses parcel data, econometric modeling, housing pro formas, and mapping software to model the expected impact of different zoning and policy conditions on cost, feasibility, and likelihood of development across parcels of land in specific cities. Source: Turner Center for Housing Innovation, UC Berkeley. *Housing Development Dashboard: Policy Gauge*. Retrieved from: <https://turnercenter.berkeley.edu/research-and-policy/policy-dashboard-los-angeles/>.
36. In Utah, state administrators publish [annual reports](#) outlining which policies jurisdictions have adopted as part of their Moderate-Income Housing Plans. In New York, state administrators display which jurisdictions have submitted letters of intent, which jurisdictions have received the pro-housing designation, and which path each jurisdiction took to receive the designation on the [Pro-Housing Communities Update dashboard](#).
37. States may consider assessing the housing production performance of local jurisdictions, accounting for factors beyond a city's control, in a variety of ways. For example, Oregon's 2024 Housing Needs Analysis Draft Methodology proposes ranking cities by their performance relative to peer jurisdictions similar along several dimensions, including population size and growth, household income, tenure, and regional housing production targets. Elmendorf et al. (2021) propose that states normalize production by the number of units economically feasible to build, at current prices, given parcel characteristics and existing uses. Source: Department of Administrative Services (DAS). (2024.) *Oregon Housing Needs Analysis: Draft Methodology*. Retrieved from: <https://www.oregon.gov/ohcs/about-us/Documents/RHNA%20and%20OHNA/OHNA-Draft-Methodology-Report.pdf>; Elmendorf, C, et.al. (2021). "State Administrative Review of Local Constraints on Housing Development: Improving the California Model." *Arizona Law Review* 63: 609--677. doi:10.2139/ssrn.3614085.
38. The additional state grants are Gateway Park Grants, Land Use Planning Assistance Grants, PARC Grant Program, MassWorks grants, Seaport Council Grant, MassDOT's Capital Program Grants, MassDOT's Complete Streets Grants, and the Clean Water Trust.
39. Regional Planning. Chapter 40B. Retrieved from: malegislature.gov/Laws/GeneralLaws/PartI/TitleVII/Chapter40B.



40. Galvin, W. Citizen's Guide to Town Meetings. (2024). Secretary of the Commonwealth. Retrieved from: https://www.sec.state.ma.us/divisions/cis/download/Guide_to_Town_Meetings.pdf.
41. An Act Enabling Partnerships for Growth. Chapter 358. (2020). Retrieved from: malegislature.gov/Laws/SessionLaws/Acts/2020/Chapter358.
42. Not every community that has received the designation has applied to renew after the initial term expired. The designation initially lasted for two years, but the EOLHC revised the designation to last for five years to better align with the five-year housing production window.
43. New York State Governor Kathy Hochul. *Taking Executive Action on Housing*. Retrieved from: www.governor.ny.gov, www.governor.ny.gov/programs/taking-executive-action-housing.
44. Solomon, J. (2023, June 8). Housing Plan Falls Apart as Democratic Leaders Point Fingers. *Times Union*. Retrieved from: www.timesunion.com/state/article/housing-plan-falls-apart-democratic-leaders-point-18142724.php.
45. New York State Governor Kathy Hochul. (2023, March). *The New York Housing Compact*.
46. Zaveri, M. (2023, February 14). Aggressive New York Housing Plan Borrows Ideas from Other States. *The New York Times*. Retrieved from: www.nytimes.com/2023/02/14/nyregion/housing-ny-hochul-massachusetts-california.html.
47. New York State Department of Homes and Community Revitalization. (2024) *Pro-Housing Communities Update*. Retrieved September 30, 2024 from nyshcr.maps.arcgis.com/apps/dashboards/5cd02a0313c84240bf23d1062dca1d27.
48. Interview, April 3, 2024.
49. California Department of Housing and Community Development. *Prohousing Incentive Pilot (PIP) Program Awardee List, NOFA Issued December 15, 2022*. Retrieved from: www.hcd.ca.gov/sites/default/files/docs/grants-and-funding/pip-2023-awardees.pdf.
50. California Department of Housing and Community Development. *Prohousing Incentive Program (PIP) Awardee List, NOFA Issued January 23, 2024*. Retrieved from: www.hcd.ca.gov/sites/default/files/docs/grants-and-funding/pip-round-2-awardees-list.pdf.
51. Programs include: Affordable Housing and Sustainable Communities (AHSC), Infill Infrastructure Grant (IIG), Transformative Climate Communities (TCC), Solutions for Congested Corridors, Local Partnership Program, and Transit and Intercity Rail Capital Program (TIRCP).
52. Interview with Weston Starbird, Housing Policy Manager for the Pro-housing Designation Program, March 27, 2024.



ENDNOTES

53. Interview with Weston Starbird, Housing Policy Manager for the Pro-housing Designation Program, March 27, 2024.
54. Interview with Weston Starbird, Housing Policy Manager for the Pro-housing Designation Program, March 27, 2024.
55. Ramiller, A. et. al. (2023). "California's Prohousing Designation Program: Rewarding City and County Policies that Boost Housing Supply." Terner Center for Housing Innovation, UC Berkeley. Retrieved from: <https://ternercenter.berkeley.edu/research-and-policy/prohousing-designation-program-evaluation/>
56. Wood, J. (2022, August 3). *Insight: Reflections on Affordability in Utah's Housing Market*. Kem C. Gardner Policy Institute. Retrieved from: gardner.utah.edu/blog/blog-reflections-on-affordability-in-utahs-housing-market/.
57. Interview with Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, and Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024.
58. Utah Department of Workforce Services Housing and Community Development. *Moderate-Income Housing Planning and Report*. Retrieved from: <https://jobs.utah.gov/housing/affordable/moderate/reporting/documents/popercriteria.pdf>.
59. Interview with Steve Waldrip, Senior Advisor for Housing Strategy and Innovation, and Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024
60. Interview with Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024.
61. Interview with Christina Oliver, Division Director, Utah Housing and Community Development, May 1, 2024.
62. Interview with Forrest Mandeville, Montana State Senator, May 1, 2024.
63. For homeownership, the law defines workforce housing as housing affordable to a four-person household earning 100 percent of the Area Median Income (AMI) or below. For rental housing, workforce housing is defined as housing affordable to a three-person household earning 60 percent of the AMI or below.
64. Root Policy Research. (2023, March). *2023 New Hampshire Statewide Housing Needs Assessment*. *New Hampshire Housing*. Retrieved from: <https://www.nhhfa.org/wp-content/uploads/2023/04/2023-NH-Statewide-Housing-Needs-Assessment.pdf>.
65. Caswell, T, et.al. (2019, October 30). *Recommendations and Plan to Address New Hampshire's Housing Shortage*. Retrieved from: <https://www.governor.nh.gov/sites/g/files/ehbemt336/files/documents/recommendations-housing-shortage.pdf>.
66. Fougere, M. and White, K. (2021, December). *New Hampshire's Workforce Housing Law: A 10-Year Retrospective on the Law's Impact on Local Zoning and Creating Workforce Housing*. *New Hampshire Housing*. Retrieved from: <https://www.nhhfa.org/wp-content/uploads/2021/12/Workforce-Housing-Law-Report-12.2021.pdf>.



ACKNOWLEDGMENTS

We express our sincere thanks to everyone we interviewed for this project about the development and implementation of the six state pro-housing designation programs profiled; this report would not have been possible without their expertise and insights.

We thank Ben Metcalf, Carolina Reid, Sarah Karlinksy, Ryan Finnigan, and Muhammad Alameldin for their support and feedback throughout the research, and to Colleen SchwartzCoffey and Geraldine Slevin for their work on producing the report. We would also like to thank Bill Fulton and Chris Elmendorf for their helpful comments and careful review of this publication.

We are also very grateful to the National Apartment Association for their support of this project.

The views expressed are those of the authors and do not represent the views of its funders or of UC Berkeley. Funders do not determine research findings or recommendations of Turner Center research and policy experts.

ABOUT THE TURNER CENTER

The Turner Center for Housing Innovation formulates bold strategies to house families from all walks of life in vibrant, sustainable, and affordable homes and communities. Our focus is on generating constructive, practical strategies for public policy makers and innovative tools for private sector partners to achieve better results for families and communities.

For more information, please visit turnercenter.berkeley.edu

