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## **Urban Land Institute of Boston/New England's Mobility Oriented Development Initiative receives award**

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Boston, MA According to the Urban Land Institute (ULI) of Boston/New England, its Mobility Oriented Development (MOD) Initiative has been honored with a ULI District Council 2024 Showcase of Excellence Award in the category of "Best Program for Increasing Housing Attainability." This accolade recognizes the Initiative's groundbreaking approach to enhancing housing opportunities and quality of life across Massachusetts communities.

The ULI Americas District Council Awards spotlight the exceptional efforts made by district councils to advance the Institute's mission of creating and sustaining thriving communities globally.

District councils, as integral proponents of ULI's mission and work, carry out initiatives in cities and towns in their respective regions through the dedicated efforts of their members. ULI Boston's MOD Initiative stands out for its innovative, data-driven method of strengthening communities with actionable recommendations developed around specific mobility and housing challenges.

Led by ULI Boston's policy committee in collaboration with member firm Arrowstreet, the MOD Initiative introduced a groundbreaking data-visualization tool that analyzes and compares existing conditions in Massachusetts communities relative to potential housing opportunities. This tool focuses on three crucial components: mobility, highlighting high-quality transit infrastructure supporting new housing; opportunity, emphasizing local regulations that favor multifamily housing and increased density; and demand, recognizing a thriving housing market with attractive community amenities.

"The MOD Initiative underscores ULI's commitment to fostering communities where everyone has access to quality housing and good mobility options, both crucial elements for building resilient and equitable cities," said Catherine Rollins, director of ULI Boston/New England. "This award validates our efforts and encourages us to continue pushing boundaries and finding unique solutions to address the housing crisis in Massachusetts."

In a pilot program covering 15 North Shore communities, ULI Boston collected and analyzed over 60 data points to create a Mobility, Opportunity, and Demand (MOD) Score. This comprehensive rating offers a unique picture of a community's readiness for new, mobility-oriented housing. Salem, Everett, and Beverly were recently selected for further collaboration with ULI as a part of the Initiative, where ULI will provide the municipalities ULI membership, Technical Assistance Panels (TAP), UrbanPlan workshops, and complimentary registration for ULI meetings tailored to address

unique community needs.

Jill Lucken, executive vice president, district councils at ULI Americas said, “ULI Boston’s MOD Initiative exemplifies the kind of innovative, collaborative approach we need to address housing challenges in today’s dynamic landscape. We applaud their dedication and look forward to seeing the transformative impact of this program.”

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