

Introduction to Cohousing

Connecting, Growing, Making a Better World



"Cohousing is about living the good life while using less of the earth's resources, and having a good time doing it."

- Katie McCamant



Why do we need community?

Why do we need community?



Mainstream lifestyles are isolating.







Why do we need community?



Cohousing creates connection.









Joy



"They say a person needs just three things to be truly happy in this world: someone to love, something to do, and something to hope for."

- Tom Bodett



Health



"The clearest message that we get from this 75-year study is this: Good relationships keep us happier and healthier. Period."

Robert WaldingerHarvard Study on Adult Development



Compassion



"When we know ourselves to be connected to all others, acting compassionately is simply the natural thing to do."

Rachel Naomi Remen



Growth



"It has been in the deepest connections with others that I have experienced the greatest degree of learning, healing and transformation."

- Kristi Bowman



Sustainability



"There is a great need for the introduction of new values in our society, where bigger is not necessarily better, where slower can be faster, and where less can be more."

Gaylord Nelson



How does it work?

- Design for Connection
 - Physical Structures
 - Land Use
- Practices of Connection
 - Relational Structures
 - Things We Do



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Clustered Housing







Design for Connection

- Clustered Housing
- Parking Away From Homes







Design for Connection

- Clustered Housing
- Parking Away From Homes
- Pedestrian Streets







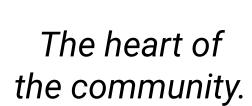


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- Clustered Housing
- Parking Away From Homes
- Pedestrian Streets
- Common Property













Our common house is an extension of my living room.









Dining Room





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Dining Room

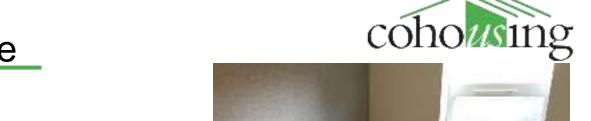
Kitchen

Photo: Max Munoz

Living Room



- Dining Room
- Kitchen
- Living Room
- Guest Rooms







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- Dining Room
- Kitchen
- Living Room
- Guest Rooms
- Workshop



- Dining Room
- Kitchen
- Living Room
- Guest Rooms
- Workshop
- Kids Room









- Dining Room
- Kitchen
- Living Room
- Guest Rooms
- Workshop
- Kids Room
- Multipurpose rooms









Individual Units

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- Full Independent Living Spaces
- Kitchens Face Common
- Usually 800 1600 sq ft









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Common Meals







- Common Meals
- Consensus









- Common Meals
- Consensus
- Self-management













- Common Meals
- Consensus
- Self-management
- Culture of Sharing















The Cohousing Secret Sauce ...

... how to sell your community story

Alan O'Hashi kaerupix@yahoo.com







What's on today's menu - "Sell your community story rather than tell about your community"

- Review the Secret Sauce recipe presented yesterday there's a recording
- Create a desire for prospective community members to taste your Secret Sauce:
 - Go over some steps to write your community story that evolves into your project business plan

Cohousing Secret Sauce Recipe



Ingredients:

- Relationships among the community members
- Shared Values, higher purpose
- Balancing privacy with community
- Participation in management, decisions by consensus

Preparation:

- Feasibility study
- Develop budgets
- Design and construction Cohousing Stout, Lite, Ultralite

Now that you've bottled up your secret sauce, how do you get it on the shelves and into prospective community member shopping carts?

Elevator Speech

Storytelling - boiling down millions of dollars, five years of process, 32 houses into 60 seconds or a sentence: COnomination

- 1. A logline must have the following
 - the protagonists; their goal; their challenge
- 2. No need to name of the protagonists
- group of burning souls
- 3. Use an adjective to give a little depth to the project

It's helpful if the characteristic you describe will have something to do with the project.

- A group of diverse burning souls repurpose a vacant Big Box store
- 4. Clearly and quickly present the main goal

This is what drives your elevator speech story.

- A group of diverse burning souls repurpose a vacant Big Box Store by building a new neighborhood
- 5. Describe the Challenge as a premise "what if..."

The challenge the burning souls face in getting the project to happen

— What if a group of diverse burning souls repurpose a vacant Big Box Store by building a new neighborhood attracting 50 healthy-lifestyle minded people to thrive in an affordable, urban cohousing community?

Living Business Plan



Executive Summary

- Premise: What if a group of diverse burning souls repurpose a vacant Big Box Store by building a new neighborhood attracting 50 healthy-lifestyle minded people to thrive in an affordable, urban cohousing community?

Core Business

Key Staff, Burning Souls

Strengths, Challenges, Opportunities, Threats

Why is the project needed; what stands in the way;

Market Analysis

Housing market trends; competition; Intentional community trends

Financial Pro Forma



Always be closing

"Oh, have I got your attention now? Good. 'Cause we're adding a little something to this month's sales contest. As you all know, first prize is a Cadillac El Dorado. Anyone want to see second prize? Second prize is a set of steak knives. Third prize is you're fired. You get the picture? ... Only one thing counts in this life. Get them to sign on the line which is dotted. You hear me? ... A-B-C. A-always, B-be, C-closing. Always be closing." Alec Baldwin as Blake in "Glengarry Glen Ross (1992)





Find much more information at www.cohousing.org