# **Cohousing Now!**

Goodbye 2017. What Will 2018 Bring ?!





Words for 2017: Resistance, Resilience. The exiting of President Obama, the beginnin g of President Trump's term; a hurricane season like no other with Harvey, Irma and Maria; culture wars in Charolette; wildfires in California; the Women's March on Washington; the #MeToo movement; acknowledgement of the opioid epidemic; the total solar eclipse....and so...much...more.

Let's remember 2017 and encourage the addition of the words Receptive and Reflective as we enter 2018. Take a moment to remember some of these events in the cohousing world:

The Passing of Rob Sandelin

Continued Memorializing of Joanie Blank

National Cohousing Open House Day 2017

Successful Nashville National Conference

Goodbye and Thank You Alice Alexander

Hello Karin Hoskin

More communities are added to the directory

Exciting move-ins:

PDX Commons in Portland, OR

Aria in Denver, CO

Prairie Hill in Iowa City, IA

Quimper Village in Port Townsend, WA

Upper Langley Cohousing in Port Townsend, WA

As we witness another year passing, let's together continue to Create Community, One Neighborhood At A Time

#### **Conferences & Events**



Cohousing Association of the US Regional Conference Boulder, CO | April 20-22, 2018

For more information, click here



For more information, click here

## **Cohousing Blogs**

Where will you live in the third half of your life? Isolation issues solved for seniors with Co-housing

Lew Bowers talks with Ann E Nelson - Retire Well Retire Happy Podcast Show

#### In This Issue

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## **Classified Ads**

#### **Homes for Sale**

Beautiful Condo in Vibrant
Durham NC Urban Cohousing
Community

Cohousing in Maryland

Cozy Cottage near Duke and UNC - #5 Blue Bottle Lane

Homes for Sale in New Hampshire's Greenest Community

#### HOMES FOR SALE!

Welcoming new members, selling new homes

Wolf Creek Lodge, CA - Homes Available Soon

### **Seeking Members**

Four Oaks Farmlette seeking families to join

Join a Green, Intergenerational Cohousing Community near Sacramento!

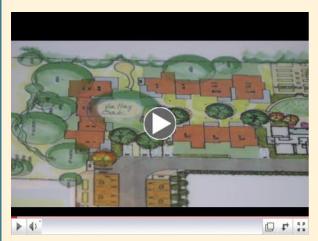
Village Hearth: LGBTs, Friends & Allies in Durham, NC



Isolation is one of the key issues that we face as we age. Women more than men will be in this predicament as women tend to outlive their male partners. Are you rattling around in that big house on your own? Are you interested in ageing with people of similar interests? Lew Bowers from PDX Commons, a senior

co-housing project in Portland, Oregon, explains how this new concept works. Listen to the podcast here, click on this link and click the blue triangle

### **Positive Publicity**



Karin Hoskin talks with Katie McCamant and Marty Maskall

Fair Oaks Cohousing continues to be in the news, see this latest publicity, a TV spot on CBS Sacramento.

When I asked Marty Maskall the secret to their promotional success she shared that they've developed relationships with the Sacramento Bee, Sacramento Business Journal, and the publisher of the American River Messenger. They sent them a press release and followed up by phone. "And we had real news -- not just a public presentation" she says.

This success came from lessons by Kathryn McCamant, CoHousing Solutions:

- \* It has to be real news (purchase/contract on land, planning approvals, groundbreaking, grand opening).
- \* Many groups get publicity when they first get going, but they are really ready to take advantage of it. Best not to seek it out until you are prepared to take full advantage of any publicity you get.
- \* Follow up, by phone, again and again! This is where most people drop the ball. If you just fax a press release, don't expect much to come from it. Better if you can a press release to a specific writer that you know covers related topics. Lifestyle section will get you more potential buyers than the real estate section, especially early on. Look for opportunities to build relationships with writers ...they might not cover you now, but they are always looking for stories....so on a slow day....

#### **Cohousing Professionals**

**Caddis Architecture** 

<u>CoHousing Solutions | Sustainable</u> <u>Neighborhood Consultants</u>

Fitch Architecture & Community

Design | Home - Community - Planet

**Linda Herman Consulting** 

Mary Kraus, Architect

McCamant & Durrett Architects: The Cohousing Co

schemata workshop | architecture & planning

#### In the News

## Ceremony for Shepherd Village marks milestone by Vanessa McGuigan



The dream of several soon-to-be Shepherdstown residents desiring to live in an intentional community of socially supportive neighbors, came one step closer to reality with the ceremonial ground breaking of the Shepherd Village last June.

Many of the property owners, members of town council, and various people involved with the project were present to hear remarks and pose for a photo opportunity, even though clearing of the area actually began in late May.

read more...

Supersized cities: residents band together to push back against speculative development pressures by Jason Twill



- \* Even if you don't get response when you send out PR's, keep it up for future milestones.
- \* Make sure to play up the local angle....why would their readers be interested? Quotes of local people involved are always good.
- \* Tie it into local issues....is there a regional discussion about seniors, housing costs, sprawl? How will your project help address one of those key regional issues?
- \* News plays off other news, so play up any coverage you get by sending it out on all you social media venues, and getting your members and friends to comment on it on the news medias websites. If you can help make sure the story is widely read or watched by spreading it around on your networks, they notice.
- \* All that being said, its very hard to get news coverage after a group's initial launch and in between real milestones. The fact that a small group of dedicated people have been working hard to launch your community is not really considered news.

#### Coho/US Notes

Your tax-exempt donations received in 2017 are so very much appreciated. These allow CoHoUS to continue offering things such as:

- Monthly eNews including national happenings and highlighted news articles
- Advocacy leading to recognition by the Federal National Mortgage Association (commonly known as Fannie Mae)
- A directory of communities (with information and website links), of both forming and established communities
- A membership list of over 10,000 members, allowing your classified ad or blog post to be far reaching
- An annual educational and networking conference (sometimes two!)
  - A regional in spring of 2018 in Colorado
  - A regional in fall of 2018 in Massachusetts
  - A national in spring of 2019 Portland, OR
- Mainstream recognition of Cohousing through reports in USA Today, Time Magazine, the New York Times and our members speaking at Ted Talks

**Thank You** to the following communities:

Acequia Jardin
Altair Cohousing
Arboretum Cohousing
Bellingham Cohousing

The co-housing alternative
This is where co-housing comes into
its own. With many projects across
North America and Europe, this has
been the main form of intentional
development over the past 50 years.

The Baugruppen model is about building a community as well as housing.

In addition to owning a private home, co-housing residents typically have access to shared common elements such as kitchens, gardens, recreation space, lounge areas and laundry facilities.

While such housing models are not new, there has been resurgence in demand and a growing portfolio of projects in cities around the globe in response to the crisis of affordability. Most have historically been low-rise (one to three levels) village-style projects in rural and suburban areas. read more...

### Land unveiled for new Harrisonburg cohousing neighborhood by Johnny Oliver



People interested in living in a new neighborhood planned for the Friendly City were on hand Saturday to see where it will be built.
Harrisonburg Cohousing Group's new land is located off of Country Club Road.

The Harrisonburg Cohousing Group held an open house at Blue Ridge Architects before unveiling the land chosen near Country Club Road. read more...

#### Resources

**Email Communications** 

Community Co-care

**Economic Diversity Awareness** 

Kindness and Civility

**Neighborliness** 

Tag Cloud

Berkeley Cohousing (Strawberry Commons HOA)

Blueberry Hill

**Burlington Cohousing East Village** 

Cambridge Cohousing

Capitol Hill Urban CoHousing

Casa Verde Commons

Cornerstone Village

**Durham Central Park Cohousing Community** 

Elderberry Village

**Greyrock Commons** 

Jackson Place Cohousing

Jamaica Plain Cohousing

Liberty Village Cohousing

Manzanita Village

**Monterey Cohousing** 

Mountain View Cohousing

Nevada City Cohousing (Broad St. Commons)

**New View Cohousing** 

Nubanusit Neighborhood and Farm

**Nyland Cohousing** 

Oakcreek Community - Stillwater

Pioneer Valley Cohousing (aka Cherry Hill)

Pleasant Hill Cohousing

RoseWind Cohousing

Shadowlake Village

Shepherd Village

Silver Sage Village

Songaia Cohousing

Trillium Hollow

Wild Sage Cohousing

### **Cohousing Directory Metrics**

Established Communities = 168

- ---Completed = 150
- ---Building = 18
- ---Forming = 142



Like receiving eNews? Please support Coho/US, serving as a clearinghouse and connector to grow and nurture cohousing across the country.



## Thanks for reading

**Cohousing Now!** provides news and events on Cohousing... Now! From **Coho/US**, the Cohousing Association of the United States, Cohousing Now! is emailed monthly. Please forward to your friends, communities, and other lists to spread the word about cohousing!

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## **The Cohousing Directory**

New or Updated listings:

<u>Senior Cohousing In the Ozarks</u> -Harrison Arkansas

<u>Points Beyond Cottages</u> -Silverton Oregon

Edit your Community Profile here..

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