Marketing and Membership Presentation
December 16, 2000

by Neshama Abraham Paiss

I. Marketing Program

Timeframe: 9 months: January - September 2001

Membership Goals
1. Achieve 40% committed households by February 2001 - (13 members)
2. Achieve 50% committed households by March 2001 - (16 members)
3. Achieve 70% committed households by June 2001 - (23 members)
4. Achieve 100% committed households by September 2001 - (33 members).

Seven Marketing Tactics
1. Fliers: **generic** and **event focused -** Distribution: health food stores, recreation centers, schools, alternative healthcare offices, community bulletin boards and friends.
Responsible People _____

2. Special Events
- Timed to coincide with visits by cohousing professional (Chris ScottHanson)
- Event should be informative, run smoothly and exciting. Not too slick.
- Alternate locations between Bay Area & Paso Robles, with one event in Santa Barbara.

Responsible People _____

3. Direct Mail
- Reach a targeted audience who have already shown an interest in cohousing.
- Include 4 month calendar (Jan - April), cover letter and group brochure.
- Commit to have mailed by December 29th.
- Plan a second mailing to the same audience in mid-February.

Responsible People _____

4. Newcomer Orientations
- One or two each month in each of the two main markets (Bay Area & Paso Robles).
- Could proceed a business meeting/special event or independently at member's home.

Responsible People _____

5. Media Coverage
Neshama will focus much of her time in this area. Why work with a professional? They know how to get the attention of the media, assist them in crafting the story and staying with the article or broadcast piece until it is done. More than 30% of what you see in print is sourced by PR professionals! Media placements will either **promote events** or **highlight community milestones** such as design workshop, contract with developer, groundbreaking, first move-in.
Responsible People _____

6. Website
Has become one of the most effective forms of marketing for cohousers, who are Internet savvy and expect a quick response to inquires!
- Create compelling, easy to navigate and up-to-date site.
- Link to The Cohousing Network.
- Link to other related sites - Paso Robles COC. Place web address on all materials.
- **Deadline** - complete by January 31.

Responsible People _____

7. Word of Mouth
Mention the project to everyone you see whenever you can. They may not be interested, but they might know someone who is. **You** are the Sales Force! You are **all** the Marketing Team and are the best people to promote this project to prospective members.
Responsible People: **EVERYONE!!!!**

II. Working with Associate and Prospective Members

From the Curious to the Committed: The Six Sale Approach
Selling Cohousing is not a one step experience. Before a household is willing to sign a purchase contract, six major factors must be met.

1. IDEA - Agree with the Cohousing concept
Do you like the idea of living in a community?

2. PEOPLE - Comfort with the existing members
Can you imaging having these people as your neighbors?

3. LOCATION - Like the location in Paso Robles
Can you picture yourself living in Paso Robles on this beautiful property?

4. COST - Have the financial resources to buy
Can you afford to purchase a home in this community?

If you can say yes to the first four, then the next question is "Can you create a home that works for you?" The advantages of becoming a full member **now** is that you will have the opportunity to help design your future home. Those who join later will need to be comfortable with what has already been created for them. There may also be early buyer discounts.

5. DESIGN - Home design that fits your individual needs
Does the house layout work for you and your family?

6. TIMING - Able to move in during fall/winter of 2002
Will you be ready to move to Paso Robles in two years?

Are any of these six items a challenge for you?

Have your concerns been addressed?

Working Lunch
Topic to be decided upon by the Group.

Question and Answer Period

Evaluation

Thank you very much!

For Immediate Release

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MEMBERSHIP GROWING IN STATE'S FIRST COHOUSING NEIGHBORHOOD

COMMUNITY BRINGS NATIONAL EXPERT TO KANSAS CITY & LAWRENCE SEPT. 12 & 13

LAWRENCE, KS; September 9, 2003 – Delaware Street Commons, the state's first cohousing neighborhood, is steadily growing its membership to reach the goal of 70% pre-sold homes in preparation for the start of construction by the end of the year. The community now includes 14 households or 33 active members (adults and children) who are planning to buy homes in the 22-home neighborhood, located on a 2.2.-acre site near downtown Lawrence, Kansas. Community members come from diverse backgrounds, including a female minister, a professionally-trained chef, geologist, engineer, lawyer, computer software programmer, retired dentist, social worker, university professor, and a former Mayor.

To support the recent increase in membership, the community is bringing to town a national cohousing expert to work with the resident group on Friday, Sept. 12 through Sunday, Sept. 14 on a variety of topics, including membership retention, community building and the project development process. Zev Paiss, founding Executive Director of the non-profit Cohousing Association of the U.S., will be giving two public presentations in Kansas City, MO, and Lawrence, KS, on the cohousing neighborhood concept. Paiss lives in Boulder, Colorado, and has been a cohousing resident since 1994.

On Friday, September 12, Paiss will be presenting a multimedia presentation entitled "Cohousing: Creating Sustainable Neighborhoods." This talk will take place at the Wesport-Roanoke Community Center, 3601 Roanoke Road, in Kansas City, starting at 7:30 pm. On Saturday, September 13, he will give a special presentation entitled "The Roadmap to Construction," from 1 to 2 pm, at the Lawrence Memorial Hospital, 325 Main Street, Room E, in Lawrence. This second public talk is part of a day-long workshop Paiss is facilitating for the Delaware Street Commons resident group on Saturday, Sept. 13, from 9 am to 4 pm. Guests are also welcome to attend a community picnic on Saturday starting at 12 noon prior to the talk.

- more -

When asked why the recent growth in membership, founding community member Linda Journeys of Olathe, Kansas, attributes the increased enthusiasm to selling off an extra acre of land at 1208 Delaware Street in May 2003, which shifted the size of the project from 32 to 22 homes, and allowed a non-profit group, Tenants-To-Homeowners of Lawrence, to build five homes next door.

"The cohousing neighborhood concept has always had appeal to people seeking more community in their lives and wanting to live a more sustainable environmental lifestyle," says Journeys. "However, we recently launched a stronger grassroots effort to reach new members as we have found the ideal size for our neighborhood -- 22 homes. In addition, we reactivated our working relationship with two key members of our Professional Development Team to support us in finalizing the design of our neighborhood and to guide us in the exciting prospect of soon beginning construction on the project."

Delaware Street Commons is working with award-winning environmental architect Kirk Gastinger, a principal of Gastinger, Walker Harden & Associates of Kansas City, MO, to complete the design on the homes and the community-owned Common House, a building to be used regularly by the residents for socializing, community meals and meetings. On August 16, Gastinger met with the group's Project Management Team to present a revised site plan and to provide updated elevations and floor plans for the four home types.

Cohousing communities are designed as old-fashioned villages to promote easy interaction among the residents. Delaware Street Commons, for example, will have the cars parked at the periphery of the site with a pedestrian path linking the homes and community areas. These intentional resident-designed neighborhoods allow future homeowners to actively participate in creating their individual homes and the shared common facilities. There are now 65 completed cohousing neighborhoods in the U.S. Delaware Street Commons will be the first in Kansas. Cohousing residents own their homes and are equal owners in the common property.

In addition to this weekend's upcoming events, the community holds free Site Tours and "Orientations to Cohousing" twice a month. The next one in September will take place on Thursday, Sept. 18 at 7 pm at McMillen House, 1208 Delaware Street. To reserve a seat at the cohousing talks on September 12 and 13, or to obtain more information, people may call **785-550-0163** or visit **www.Delaware-Street.com**.

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ACROSS KANSAS

Steve Swartz, State Editor 295-1194; e-mail state@cjonline.com

Monday, January 15, 2001 THE TOPEKA CAPITAL-JOURNAL www.cjonline.com/ka

lousing development uncommon

EA ALBRIGHT
al-Journal

/RENCE — A proposed ısing development in East wrence that got the green n city officials last week will ing but common when it is d.

councilmen last week l a zoning change in the 1200 Delaware, opening the door ıware Street Commons to ard construction that could early as late next summer. ousing project will be a family dwelling on more e acres, with 10 homes sur- a common house.

ırs in the project think the ıtional structure of the ıent will lead to a new kind unity reminiscent of small ties in years past. Delaware s member Marjorie Wholey idea for the project came to 999 after attending a get- in Kansas City with Com- mber Steve Polson.

wanted to know people better," she said. "We designed the neighborhood to put people in closer contact with each other."

The plan they developed used ideas from Denmark, where cohousing is one of the most popular living arrangements, and the 50 communities already existing across the United States. The development is slated to have 10 multifamily housing units clustered around a common house, where residents will share meals, social events and conduct meetings. Homes will be connected with pedestrian walkways with parking in a perimeter lot.

Depending on decisions made as project plans take shape, the common house may include children's playrooms, workshops, craft rooms, guest rooms and laundry facilities. Decisions are made through voting procedures that have been established by the community.

Wholey said the arrangement offered residents a number of benefits, including social interaction, safety and intergenerational diversity. For example, Wholey said parents with small children will have access to free baby sitters through the older members of the project. In return, those members will have young people to depend on when they are a little older and need additional help.

"There's something for everybody depending on their stage of life," Wholey said. "A lot of people talk about this as being somewhat like what small-town life used to be."

Member Tava Serpan said she was a "student of community" who had worked with others to learn about functioning as a team helping one another.

Serpan said she looked forward to getting in touch with her neighbors rather than being isolated and lonely. Because of the social living arrangement, Serpan said, she expected to share not only good times with her neighbors, but also the bad.

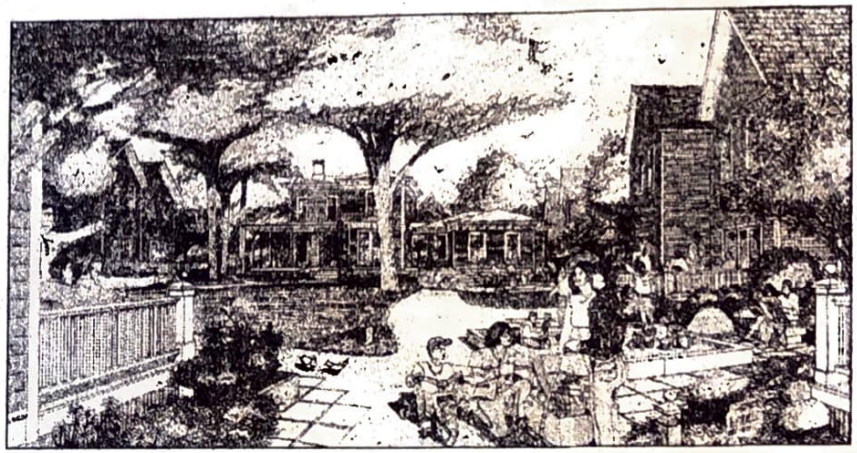
"I don't expect that it will all be hunky-dory, but this is life," she said. "We'll have marriages and divorces. People will die. But that's why this is rich. This is real life — real life with people who care about you."

Andrea Albright can be reached at (785) 295-1208 or aalbright@cjonline.com.

■ Information

To learn more about Delaware Street Commons:

- Visit the project's Web site at www.delaware-street.com or call Marjorie Wholey at (785) 842-4913.
- Attend weekly business meetings Saturdays from 10 a.m. to noon at the common house, 1208 Delaware.
- Tour the project site between 9 and 10 a.m. Saturdays.
- Social meetings twice monthly are open to the public. Call for date and location.
- Orientation meetings are conducted at 7 p.m. on the second Tuesday of each month at 1208 Delaware.



— Submitted

This is an artist's rendering of Delaware Street Commons, the proposed housing development in East Lawrence.

JOURNAL-WORLD
SUNDAY • NOVEMBER 7 • 1999

Housing idea promises sense of community

● **A housing concept** called cohousing promotes neighborliness and sharing. But, "it's not a commune," says one Lawrence promoter of the concept.

By Kendrick Blackwood
Journal-World Writer

Children playing under the watchful eye of senior citizens.

People of all ages gathering a few times a week for a meal.

Neighbors greeting each other not through the windows of their cars, but face-to-face.

These are some of the images offered by Margie Wholey and Steve Polson in their effort to explain cohousing, a living concept they hope to soon bring to Lawrence.

Cohousing.

To Polson's disgust, the word brings to mind another "c" word used to describe group living.

"It's not a commune," Polson insists.

Except for the maintenance of the common house and voluntary group meals on occasion, there is not a sharing of money. And every family has its own private living space.

See Housing, page 9A

MORE INFORMATION

Anyone interested in cohousing is invited to a meeting at 7:30 p.m. Tuesday at Watkins Community Museum of History, 1047 Mass.



Photo by Willie Schreurs

As Margie Wholey and Steve Polson of Lawrence make plans for a cohousing community, they have been looking to other areas of the country, such as Fort Collins, Colo., home to Greyrock co-housing community.

"It's not like a hippie commune as much as it's like an old-fashioned neighborhood or small town," Wholey said. "The combination of individuality and group is, I think, handled really well in the cohousing model."

Cohousing originated in Denmark during the 1960s. The idea floated across the ocean about 10 years ago and has resulted in more than 40 cohousing communities in North America with an additional 150 or so being developed, Wholey said.

Cohousing guidelines

Legally, cohousing usually works like a condominium with each household owning its home and the ground beneath it and sharing the ownership of common areas.

Functionally, it works like an extended family with decisions made by consensus.

The decision-making begins long before any housing has been built. The participants design their living space and establish their own rules, opening the door for a wide variety of arrangements.

But a few guidelines make cohousing what it is:

• Clustered homes. Whether houses, apartments or townhouses, the living spaces tend to be built in a group.

• Peripheral parking. The homes are connected by walking paths rather than roads.

• Consensus decisions. Unless everyone agrees, or agrees not to stand in the way, no decision is made.

• Manageable size. From 20 to 30 families of varying sizes, ages and descriptions.

• Common house. A place where common meals might be served with other amenities for social gatherings or child supervision.

A sense of community

The result is supposed to offer company to the lonely, help in raising children for parents, support for the elderly and a sense of community for everyone.

It sure struck a chord with Wholey, who had never heard of the idea before July.

She and Polson, who live together, were on their way to an art film in Kansas City when

Housing concept unites neighbors

LAWRENCE JOURNAL-WORLD



MIKE YODER/JOURNAL-WORLD PHOTO

Steve Polson and Margie Wholey hope to bring cohousing to Lawrence.

she shared her feelings with Polson.

"I'm in this big place. There are all these people, and I feel lonely," said Wholey, 51, a social worker who has two grown sons and is divorced.

Polson, 55, who also has raised two children and been divorced, told her about the cohousing concept and their mission began.

They have collected information and attended a meeting at a cohousing community in Amherst, Mass., last month.

They have run a classified advertisement, distributed fliers and begun talking about the idea to most anyone who will listen.

Their initial efforts have drawn 13 queries from people who are interested.

They will have a meeting of their own at 7:30 p.m. Tuesday, inviting anyone interested to Watkins Community Museum of History, 1047 Mass.

Something for everyone

Maura Piekalkiewicz, 66, and her 73-year-old husband, Jarek, plan to be there.

Piekalkiewicz said her husband is planning to cut back on his teaching at Kansas University, but they want to remain active and social, which the cohousing idea seems to offer.

"We'd like to continue in a lively neighborhood," Piekalkiewicz said. "We would prefer that to a retirement community."

Piekalkiewicz sees the group living idea as a trade-off.

"We can baby-sit for younger children," she said. "They can eventually drive us to the doctor."

Lynate Pettengill, 32, has also responded.

She hopes cohousing will offer her 5-year-old son, Ethan Pettengill Miles, a group of people to socialize with and learn from.

"In our society today we are kind of isolated," Pettengill said. "We just kind of lost that neighborhood feel."

Polson can philosophize some about that loss.

The former architect lays some of the blame at the feet of his colleagues. The attached garage has virtually eliminated neighborly contact. The push of a garage door opener allows people to drive into their homes.

"We've never laid eyes on anybody. Nobody has laid eyes on us," Wholey said.

Because families tend to move more, extended families are no longer in the same cities, Polson said.

And a growing economy has allowed more people to buy homes with larger yards, putting them that much farther from their neighbors, he said.

A burning soul

Wholey and Polson won't be starting from scratch.

The growing interest in cohousing has led to books that help with the process and a support association.

"We do not have to invent the wheel," Polson said.

Polson and Wholey don't see themselves as leaders. That would violate the concept of consensus decision-making.

But they do know they have a lot of work ahead of them if their vision is to grow into reality.

"Every community has a burning soul, somebody who really wants it," Wholey said. "We're sharing that burning soul."

— Kendrick Blackwood's phone message number is 832-7221. His e-mail address is kblackwood@ljworld.com.

FOR IMMEDIATE RELEASE

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FIRST COHOUSING NEIGHBORHOOD IN KANSAS CLOSES ON LAND AUG. 9

LAWRENCE, KS; AUG. 9 – Delaware Street Commons, the state's first cohousing neighborhood, is buying the land for its 32-household planned community today. The group will be closing on 3.2 acres for $370,000. The site is in east Lawrence at 1208 Delaware Street. The seller is Bo March, and the arrangement is being handled by Lawrence Bank.

Cohousing communities are designed as old-fashioned villages to promote easy interaction among the residents. These mainstream neighborhoods allow future homeowners to help design and develop the overall site, the individual homes and common buildings. Residents own their homes and are equal owners in the common property.

"Cohousing is quickly growing in popularity, as more and more people want to have a sense of community in their life and to know their neighbors," said Linda Journeys, a founding member of Delaware Street Commons.

The group now consists of 11 equity members who have invested at least 5% of the purchase price of their future home. The community is composed of families with children, couples, singles and retirees, whose unifying principle is wanting to know their neighbors before they move in and to have ongoing contact during the course of daily life, meals and the management of the neighborhood.

The membership also includes eight associate members who regularly attend meetings and actively participate in the project. Members include lawyers, computer software programmers, social workers, social service administrators and a female minister.

- more -

There are now more than 50 completed cohousing neighborhoods in North America, with two dozen more under construction across the U.S. The number of completed neighborhoods has doubled in the past two years, and an estimated 150 cohousing communities are in various stages of development in America, according to The Cohousing Network, the non-profit association that tracks cohousing building and development.

The Delaware Street Commons land purchase includes McMillen House, a historic Italianate building constructed in 1870. The group plans to preserve and make renovations to the building to convert it into a functioning "Common House" to be used for community meals several times a week and for meetings and social activities. For the past year, Delaware Street Commons has been using McMillen House for bi-weekly Friday night dinners and holds weekly Saturday morning business meetings there, as well as monthly free orientations and regular site tours.

"I'm very excited about closing on the land, as we already take care of the property and have become quite used to this as our future home," said Journeys, the treasurer for Delaware Street Commons. "We have been planning our neighborhood for over a year, and we are already a strong community. I'm looking forward to living next to my future neighbors and not having to drive across town to see friends who will be next door."

The next **free orientation** will be on **Tuesday, April 14, from 7 to 9 p.m. at McMillen House, 1208 Delaware Street**. At this presentation, a cohousing video will be shown, and members will give an update about the project and be available to answer attendees questions. People interested in Delaware Street Commons may call Tava Serpan at 785-550-0163 for additional information.

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