

Housing For All
December 16, 2019 Meeting Notes
8:30-10:00

Hawthorne Conference Room
334 NE Hawthorne Ave.
Bend, OR

Attendees: Nick Snead, Madras/H4A Co-Chair; Tyler Neese, COAR; James Cook, HLC; Lynne McConnell, City of Bend; Sonia Capece, NeighborImpact; Bruce Abernethy, City of Bend; Karna Gustafson, COBA; Tarin Denney, City of Redmond; Beth Jacobi, HLC Advocacy Committee; Lisa Dobey, St. Charles.

Via Phone: Thomas Ngo, Brink Communications; Patrick Davenport, City of Sisters; Sharlene Weed; Sisters Habitat for Humanity.

Staff: Scott Aycock, COIC; Tammy Baney, COIC; Dana Greenwald, COIC; Janel Ruehl, COIC; Colleen Sinsky, COIC MSW Intern.

Welcome & Introductions: *Co-Chair Nick Snead*

The meeting was called to order with a welcome by Nick Snead at 8:33am. Introductions were made.

Last Meeting Outcomes, and Updates on Action Items: – *Dana Greenwald*

Dana Greenwald provided a recap of the October 21st meeting (the most recent H4A group meeting prior to November's DEI training). Colleen Sinsky and Taylor from OSU had presented a data dashboard project to track regional housing trends. Nick shared about Madras' Urban Renewal District and their SDC reductions. Subcommittee updates included the Outreach Committee sharing an update from the Brink launch meeting. At the October meeting, the group also discussed the January 2020 workshop event which would include the launch of the small grants project, sharing the RHNA results with stakeholders, and Alison McIntosh with Neighborhood Partnerships hosting an Advocates College. We had H4A DEI training last month and had 100% participation in DEI surveys. In October we also had an HLC update from James Cook that included the progress of Juniper Ridge and the news that the Bend Emergency Shelter would be open tomorrow. Lynne McConnell also shared that CDBG funds were open and available for staffing needs.

Update on Data Dashboard – *Colleen Sinsky, COIC MSW Intern*

Colleen Sinsky stated that due to difficulty accessing data – such as rental vacancy rates – the OSU students and Colleen needed to shift to topics with readily available data sources. Colleen shared a draft of the dashboard that included median home prices over time by county, and rate

of severe rent burden by county. Scott Aycock asked if there are other data points that are still “low hanging fruit” and Colleen answered that she would know more once she met with the OSU interns again after the winter break. Bruce Abernethy asked if Colleen was optimistic about the data dashboard, and Colleen shared that yes, but unsure what data sources we had access to that would ultimately be helpful to H4A. Scott shared that if we weren’t on a shoestring budget, we would be able to have access to expensive, professional data visualizations and sources, but that with the funding we have available. Colleen shared the rental vacancy rate map by county from OHCS. The map is possible through Costar, a private, paid real-estate analyst company. Lynne McConnell shared that the state is now sharing annual data for city-level severe rent burden, as a result of HB 4006. Next report will be shared at the January meeting.

Oregon Regional Housing Council Pilot and HB 2003 – Scott Aycock, COIC

Scott led a discussion of the Regional Housing Council pilot which would include evolving H4A into more of state-recognized, regional convening collaboration & prioritization. Scott shared a brief recap of how this pilot came about. There is still more vetting and refining to do, especially with the recent legislative action that is taking a lot of the time and energy from OHCS.

There were two large changes to the pilot from the last time it was shared to the H4A group:

1. Since HB 2003, the pilot would include a role in conducting the RHNA. H4A is currently participating in the methodology process with OHCS on conducting these regional housing needs analysis across the state.
2. Addition of “homelessness” to the housing council pilot focus. A draft was sent out to David Brandt at Housing Works, James Cook at the HLC, and Scott Cooper at NeighborImpact for feedback. The feedback was somewhat competing, with one party wanting to keep homelessness separate, because it is a separate issue. The HLC supported the inclusion of homelessness into the document, so it was decided to keep homelessness as a priority in the document and have one big table.

Next steps: Scott requested feedback and letters of support from those at the table. He added that the core aspects of the pilot haven’t changed in the past year and will remain in place, but there is flexibility to address ways that the model could be more useful. A next step is going to be getting the COIC board on board for a broad, quick regional endorsement from the city, county and tribal level.

Bruce Abernethy asked how iterative the process has been with OHCS, and if they have given us parameters. Scott said OHCS has been challenged by the need to implement everything that came out of the last session, and we are hearing that they don’t have bandwidth on their end. So, we would need to figure out how to support the pilot with local funding and staffing. OHCS also recommended that we might want to introduce some legislation to support this model, though Scott said this likely won’t be necessary. The goal is to find some local funding that the state could match. The model also would include DLCD and the Governor’s Housing Policy Advisor. Karna Gustafson asked how this would play into the rulemaking that’s happened with HB 2003, given that homelessness is not typically part of a housing needs analysis. Scott said that overseeing the RHNA would be one of, but not the only project of the regional housing council, and that the state-prescribed analysis could be bookended by our additional assessment work around homelessness. Tammy Baney clarified that it would allow regional input into

how the RHNA would be best conducted in our region, and not be constrained by a state-prescribed process. Special legislation allows our CCO to complete a Regional Health Improvement Plan rather than county by county and COACT allows regional transportation planning, and this housing council pilot would allow for more coordinated regional priorities in housing. Karna asked about the regional focus potentially missing out on commuters' housing needs by not considering individuals who live in one town and work in another. Scott shared that the pilot specifically speaks to that. Karna said that the pilot proposal hadn't been sent to COBA, but she was happy to read through it. Tammy welcomed the feedback. Scott also strongly encouraged partners to share feedback and offered to meet offline for a one on one conversation with Karna or anyone else who was interested in following up with questions or suggestions. Lynne McConnell shared a strong suggestion that the population metrics for cities is non-appealable; Bend tried hard to ensure that in HB 2003 that the same parameters were true for population projections. The final housing production strategy under DLCD is due to be released in September 2020 in order to ensure that our efforts are aligned with the rules coming out of the strategy. Scott said that whatever is decided by DLCD would be adjusted for in the housing council pilot, such as the frequency in which housing needs assessments are completed. Lynne shared that Bend's regular Housing Needs Assessment is scheduled to be due in 2022, but Redmond is on a different timeline (8-year timeline) and isn't scheduled to complete theirs for another few years. Lynne plans to ask DLCD about what the state response to different assessment timelines for cities within the same region will be. Lynne also shared that as part of our UGB order, there is a mandate to start the next UGB process within the next year, and it's very unlikely that that timeline will move out further, so Bend would have to dictate the timing of this. Scott mentioned that there had recently been an open question at OHCS about whether the assessment should be done at a local level and rolled up into a regional scale assessment or vice versa. He had voiced support for the latter (regional first) and a number of H4A attendees voiced agreement. Nick compared the approach to regional public health planning or natural hazard planning. This is not a revolutionary or different approach- it's common to develop local needs into a regional plan and acknowledge and respond to those nuances.

Scott wrapped up by saying that there is variation among regions, communities, cities, and unincorporated areas across the state. He hopes that the goals of HB 2003 aren't lost by the state missing that diversity and hopes that this regional housing council pilot will allow more regional initiative. He requested that everyone look at the pilot proposal and email back either comments or requests to sit down together. The hope is to mobilize local support and get back to the state in early 2020.

Janel asked if funding would come from the state for HB2003 aspects of the pilot or local sources. Scott said that there is no firm answer yet, but that the plan is not for the housing council to have to be funded by competitive grants. There would be core staffing needs as well as project work, and is unsure what funding would be secured for either.

Action: A request for those at the table look at pilot proposal and share any additional feedback or reach out to Scott to request a meeting to discuss further.

Redmond Housing Efforts – *Tarin Denney, City of Redmond*

Tarin shared two main project updates. The first project Tarin presented was, “Skyline Village Affordable Housing initiative: the result of HB 4079,” a PowerPoint presentation available in full on the H4A website at: <https://www.coic.org/community-development/housing-for-all/>.

Tarin detailed an agreement that was reached between Deschutes County and the City of Redmond regarding a land use donation agreement for 40 acres of land that will serve as the anchor of the Redmond Eastside Framework plan. The agreement has not yet been finalized, so next steps will be to officially do so and to secure a master developer.

The vision is 400-500 units with a mixed-use, mixed-income design that includes community space, parks, trails and some commercial space with varied housing types – cottages, townhomes, apartments, and mixed use. The end goal would be a large community development that has affordable housing sustainably built into it. About half of the units will be restricted to households below 80% AMI, and half will be market rate. The hope is that the market rate units will help subsidize the development of the affordable units. Tammy asked about childcare availability, and Tarin added that planning has included built in dedicated childcare facilities. James asked about any subsidized units targeting households earning below 80% AMI, given that Redmond’s Housing Needs Assessment has identified that Redmond needs more low-income units. Tarin said there was discussion about funding very low-income designated units, and ultimately the mandates in HB 4079 do not require more than what the Skyline Village project is allocating. The Skyline Project is not meant to solve Redmond’s housing crisis, though the project will serve as a model for future developments.

The second project Tarin shared was the “Housing Needs Analysis & Housing Trends” PowerPoint presentation from the last Redmond City Council meeting. The presentation available in full on the H4A website at: <https://www.coic.org/community-development/housing-for-all/>The results from the housing needs analysis and housing trends are being utilized as building blocks in the council work session on housing policy Goal to get stakeholders on the same page and promote a collaborative response as part of the affordable housing spectrum conversation. Scott asked if Tarin could look into an opportunity for H4A to engage further with city council about what H4A has been learning. Karna made a point that the goal of the UGB expansion pilot is to be successful in order to model for other Central Oregon communities to be able to emulate. Nick emphasized the value of a pilot in demonstrating what works and doesn’t, and allowing an opportunity for the region to learn. Tarin also pointed out that Bend and Redmond’s UGB expansion project look very different from each other and will be an additional example for other communities to learn. Tarin asked the group for suggestions on data sources for housing policy discussion and the group provided a number of sources (Prosperity Now Scorecard, Lynne McConnell has city data, the RHNA, etc.)

Campaign Update – *Thomas Ngo, Brink Communications*

Thomas Ngo phoned in to provide an overview of Brink’s findings from the series of interviews they conducted to build the housing campaign. Details and the entire presentation can be found on the Housing for All Website: <https://coic.org/community-development/housing-for-all/>.

Some of the main findings included:

- Central Oregon's growth as increasing real or perceived gaps between the "haves" and "have nots."
- A dynamic that pits "long-time locals" against "newcomers"
- Leaders understand that a broad spectrum of impacts are connected to housing
- Stakeholders understand the devastating impacts to people of color and low-income residents
- Support for a variety of housing and related solutions.
- Perception that Policy, funding & politics are standing in the way.
- There is a strong desire to set a collective vision for housing in the region and meet needs across sectors and influence people in power.

Strategic implications of interview findings and a review of the literature to guide campaign efforts include:

- Create and explain a positive vision (What does it mean when people can actually afford to live in their community?)
- Want to be able to humanize housing crisis (storytelling, photography, visuals). RHNA data can inform policy, but to appeal to people we need to tell individual stories.
- Need to connect housing solutions to other aspects of life (education outcomes, health, etc.)
- Using a narrative framework to promote understanding (problem -> solution -> impacts -> benefits.)
- Strength of diverse neighborhoods via "show don't tell" that neighborhoods are stronger and quality of life improved when neighborhoods are more diverse.
- Create a community of partners
- Heard that organizations serving low-income communities have a limited capacity to talk about the challenges facing their communities. Campaign will need to include supporting those organizations to identify stories, etc.

James Cook expressed a concern that the images in the presentation don't represent "real life" and the type of houses and people that actually reflect our community. Karna Gustafson asked for clarification of who the target audience is, and recommended that resources should be targeted towards promoting specific solutions to a more targeted audience because everyone knows that there is a housing crisis. We're beyond needing to communicate that we have a problem and need to communicate directly to the people keeping the solutions from happening. Bruce Abernethy clarified that he generally agreed with Karna's concerns but added that background information about the scope and background of the housing need would help elected officials justify making decisions related to housing policy. He agreed that we need to focus on strategic solutions rather than building awareness. Tarin Denney agreed and brought up the power of humanizing an awareness campaign and mentioned the City of Houston campaign, 'Can I Be Your Neighbor.' And that a focus on individual profiles and housing affordability at different income levels is a powerful tool to humanize the crisis. Tammy Baney mentioned the tie between housing insecurity and graduation rates, in addition to health outcomes, and that expanding a campaign to include a broad community-based vision and a

business argument for affordable housing would help overcome resistance to say, a tri-plex in my neighborhood. There is power in a perspective of a child experiencing housing insecurity. Nick Snead expressed concern about the “strength of diverse neighborhoods” being a value statement, and an example of the type of argument used by NIMBY groups against affordable housing. Instead, shift to ‘we want to build complete neighborhoods’ that promote education/employment, etc. because elected officials need to be able to reference statements with broad appeal that aren’t value statements. Karna referenced Opportunity Atlas, a national project that demonstrates the stark difference in life opportunities available to children dependent on the neighborhood they grow up in, and how that highlights the need for balanced neighborhoods. Tammy mentioned that the word “diversity” is subject to interpretation and that using a different, more broad language would build understanding. Nick agreed. Tyler mentioned that “diversity in housing” could also include the variety of designs used to build affordable housing now that have shifted from the perception of ‘Soviet bloc’ buildings to designs that fit into neighborhoods. Scott and Tammy mentioned Northwest Crossing and the Pacific Crest development as a “mixed-income” development that may not be the best example. Lynne McConnell mentioned a resource to visualize the variety of “missing middle” housing. James and Nick each talked about promoting the value of neighborhoods that allow for different types of families and ages to live nearby. Thomas summarized hearing the desire to have the campaign appeal to the value of “diversity” through humanizing individuals, and said that this was enough information to move forward and Brink would work on creating a one-pager for the upcoming workshop in January.

January Workshop & Advocacy Training update – *Colleen Sinsky, COIC Intern*

Colleen shared a brief outline of the upcoming January workshop training, and explained that the second day would be an advocacy training led by Alison McIntosh of the Oregon Housing Alliance. Registration would go live tomorrow morning. Karna asked what the ideal type of participant would be. Scott responded that ideally people who don’t generally work together would participate, similar to the last events (ie: Saving Grace and developers.) Scott said that the event would be promoted by word of mouth, and the limitation of the event occurring during legislative days was noted because our local delegation would not be able to attend.

Diversity, Equity & Inclusion update – *Janel Ruehl, COIC*

Janel expressed concern about the limited time to work on DEI efforts as a larger group, given the expectations for our grant deliverables. Over 50% of H4A members attended November’s DEI training, but we need to build time into larger group meetings rather than the conversation being limited to the DEI subcommittee. Janel talked about the value of having common definitions and being on the same page as a large group in regards to DEI work. There is a need to build DEI policy and procedures that identify 3 core commitments areas that are encompassed in a DEI purpose statement as well as a ‘DEI toolkit’ adopted by the larger group, both of which would inform and guide H4A efforts. Janel informed the group that the DEI subcommittee had lost a member with Georgia’s departure and shared an invitation for any members to get involved with the DEI work. This would entail two meetings in January and in February to develop a draft policy and procedures and to draft a toolkit. The goal would be to be able to present a draft of both at the February meeting so that the full group could give feedback and dig in to the content.

Going forward, the DEI work will continue to be included in the H4A meeting agenda so that the group can define together how DEI work relates to housing goals.

Strategic Planning Subcommittee update – *Scott Aycock, COIC*

Scott shared that the Strategy Subcommittee had met last Friday and had created a set of priorities to build on the decision made in August to embrace “middle doing.” Due to the time constraint at the end of the meeting, Scott quickly shared that the subcommittee had met last Friday and come up with a set of priorities. Because there was not time to discuss in the meeting, Scott requested feedback via email so it could be discussed at the next meeting