



**Stable Housing and Supports**  
Regional Health Improvement Plan Workgroup

Join Zoom Meeting

<https://us02web.zoom.us/j/87674480704?pwd=Yjk5LytoUVp0YlIEYk9SWS9MWDh6dz09>

Join by phone:

+1 669 444 9171

Meeting ID: 876 7448 0704

Passcode: 622471

Friday, April 19, 2023

10:30am - 12:00noon

**Future State Metrics**

1. By December 2023, decrease the combined severely rent and mortgage burdened households in Central Oregon by 2 percentage points to 16%.
2. By December 2023, 50% of Housing Choice Vouchers (HCV) holders will be able to find and lease a housing unit.
3. By December 2023, a comprehensive system for accurately capturing the extent of Central Oregonians experiencing homelessness will be in place and utilized.

**AGENDA**

10:30 - 10:50	Welcome & Announcements
10:50 – 11:55	Implementation Plan <ul style="list-style-type: none"><li>• RFPs for media campaign and housing supports – update, working time</li><li>• Strategy for developing advocacy - update, recommendation and discussion</li><li>• Funding allocation - recommendation and discussion</li></ul>
11:55 – 12:00	Next Steps

Google Slides: [https://docs.google.com/presentation/d/1NFn88z5gXBzUMGFy\\_EyuxF9F4kji841Guluj-TFIOkg/edit?usp=sharing](https://docs.google.com/presentation/d/1NFn88z5gXBzUMGFy_EyuxF9F4kji841Guluj-TFIOkg/edit?usp=sharing)

Budget: <https://docs.google.com/spreadsheets/d/1Gw9dL6ilRe1olGhJRMloXg9pEUofJ-KzU5WnscBbEX8/edit?usp=sharing>

## Land Acknowledgment

*We recognize and acknowledge the indigenous land on which we live, work, learn, play, and grow. This is the land of the Warm Springs, Wasco, Northern Paiute, Tenino, Klamath, Molalla, and Yahooskin. We acknowledge them as the past, present, and future caretakers of this land. It is on their traditional land that we partner to improve the health and well-being of Central Oregonians. We aspire to be good guests honoring the concept in the Warm Springs culture: "This land is for you to know and live upon and pass on to the children."*

## Stable Housing & Supports

RHIP Workgroup Virtual Meeting



**Central Oregon  
Health  
Council**

**Regional Health Improvement Plan (RHIP) Workgroup**

**Guiding Principles**

**Shared Focus**

We come together to improve the health and well-being of individuals living in various and diverse communities throughout Central Oregon region. We use the Regional Health Improvement Plan (RHIP) as our guide. It is our region's shared vision of current problems and our aims. As workgroup partners we develop agreed-upon actions to solve the issues and keep the needs of our communities as the main focus.

**Shared Metrics**

We measure progress, process and outcomes through a shared lens. We use the Regional Health Assessment (RHA), Regional Health Improvement Plan and community dashboard.

**Partner with Priority Populations**

The individuals living in our diverse Central Oregon communities are the center of our work. We make every effort to include people from every part of the region in our workgroups, discussions, processes and decisions.

**Collaborate to Solve Complex Issues**

Inviting diverse perspectives from throughout the Central Oregon region deepens our shared understanding of complex issues and propels us toward better progress and outcomes. We practice frequent, structured, open communication to build trust, assure shared objectives, and create common motivation. We respect the privacy and sensitivity of information partners share.

**Coordinate Collective Efforts**

We are made up of diverse partner organizations and individuals with unique strengths, skills, and resources. We coordinate our efforts and use our unique strengths and skills to meet the goals of the RHIP.

**Learn and Adapt Together**

We embrace shared learning and a growth mindset. We create a space that allows for mistakes, failures, second chances, and a celebration of brave attempts. We adjust and apply our learnings to the complex and changing landscape of health and well-being in Central Oregon.

## Stable Housing and Supports

Background: Why are we talking about this?	
<b>1990s</b> Mill Closures / Timber Industry Decline Federal Housing Policy <b>2000s</b> Population Growth in Central Oregon Housing shortage The Great Recession Wage Vs. Housing Costs Single Income Households	Stable, healthy housing is a basic need. Insecure housing and an unhealthy living environment impact both physical and behavioral health conditions. By spending much of their income on housing, individuals and families must cut corners on other living expenses such as food, transportation, and medications, which can also significantly influence their health outcomes and overall well-being.

Current Condition: What's happening right now?
<ul style="list-style-type: none"> <li>In 2017, 18% of Central Oregonians paid more than half of their income for rent and mortgage</li> <li>In Central Oregon, minority households experience more housing challenges than their white counterparts</li> <li>Central Oregon has a critical shortage of supportive housing units to meet the needs of people with disabilities, with co-occurring mental health or substance use disorders, and/or extended history of homelessness</li> </ul> <p><b>Current State Metrics:</b></p> <ol style="list-style-type: none"> <li>In 2017, 18% of Central Oregon households were severely rent or mortgage burdened</li> <li>In 2018, only 30% of Housing Choice Voucher holders were able to find and lease a housing unit</li> <li>No system to determine an accurate number of those experiencing homelessness exists in Central Oregon</li> </ol>

Goal Statement: Where do we want to be in 4 years?
<p><b>Aim/Goal</b>                      Central Oregonians experiencing homelessness and those most at-risk of homelessness will have increased and equitable access to housing and supports that offer opportunities for stability and increased individual well-being.</p> <p><b>Future State Metrics - By December 2023:</b></p> <ol style="list-style-type: none"> <li>Decrease severely rent and mortgage-burdened households</li> <li>Increase Housing Choice Voucher holders able to find and lease a unit</li> <li>Accurately capture Central Oregonians experiencing homelessness</li> </ol>

Analysis: What's keeping us from getting there?
<ul style="list-style-type: none"> <li>Inaccurate and accurate assumptions reduce acceptance of diverse housing</li> <li>Housing cost &amp; supply outweigh wealth &amp; income</li> <li>Uncoordinated common advocacy goals, problems &amp; efforts</li> <li>Inconsistent disjointed &amp; inaccurate systems of data collection</li> <li>Housing is considered a commodity not a human necessity</li> <li>Prohibitive income &amp; background requirements</li> </ul>

Date updated: 3.24	
Strategic Direction: What are we going to try?	
<ul style="list-style-type: none"> <li>Creating and increasing housing resources and opportunities</li> <li>Developing and implementing advocacy strategies for housing policies and zoning</li> <li>Aligning efforts across systems to address the housing crisis and homelessness</li> <li>Educating the public to increase understanding and de-stigmatize housing needs</li> </ul>	

Focused Implementation: What are our specific actions? (who, what, when, where?)			
CTWS = Confederated Tribes of Warm Springs; C = Crook County; D = Deschutes County; J = Jefferson County; NK = Northern Klamath County			

Who	What	When	Where
Central Oregon Intergovernmental Council (COIC)	Regional Housing Council (Pilot)	2021-2023	CTWS, C, D, J
Central Oregon FUSE	Permanent Supportive Housing	2021-2024	C, D, J
Homeless Leadership Coalition (HLC)	Housing Case Management Infrastructure	2021-2024	CTWS, C, D, J
Bend Area Habitat for Humanity	Estate Planning for Habitat Homeowners	2024-2026	D
Companion Animal Medical Project	Veterinary Clinic Operations Capacity Building	2024-2026	CTWS, C, D, J
Central Oregon FUSE	Housing Barrier Busters Network	2024 -2026	CTWS, C, D, J, NK
Kor Community Land Trust	Homeownership Program Expansion	2024 -2026	C, D, J
Mountain View Community Development	Mountain View RV Park	2024	D
Thrive Central Oregon	Outreach Vehicle #2	2024 -2025	CTWS, C, D, J

Follow-Up: What's working? What have we learned?
{insert}

## Stable Housing and Supports

### Root Cause Barriers: What is blocking us from moving toward our future state measures?

Inaccurate and accurate assumptions reduce acceptance of diverse housing	Housing is considered a commodity not human necessity	Uncoordinated common advocacy goals, problems and efforts	Prohibitive income & background requirements	Housing cost / supply outweigh wealth and income	Inconsistent, disjointed, & inaccurate systems of data collection
Landlord perceptions of Housing Choice Vouchers Program	Empty seasonal and investment homes	Unformed Central Oregon Housing Advocacy org.	Qualifying factors creating barriers for rentals/hcvs	Construction labor shortages	Area Median Income policy is not representative of population
Willingness/fear to admit homelessness and seek services	Decrease housing stock/increase pop.	Resource allocated advocacy	Income/ background requirements	Rent/ mortgage burden	Functional Definition of Homelessness
Community Education/awareness of population is lacking	Density allows more multifamily	501c3 regulations on lobbying	Skills on how to interview for housing	Living wages	Service provider access to system to document/ count
Negative assumptions of voucher holders	Land use UGB limitations	Language barriers to advocacy	Security deposit up front	Wealth/Income gap	Homeless Count- Definition of Homeless
Public policy is discriminatory			Eviction and Credit Barriers		Resources does not support actionable data
Systemic racism			High application fees		
Community of not welcoming low income housing			Felony Background		

# STRATEGIC DIRECTIONS: What Moves Us Toward Our 2023 Practical Visions

Create New Affordable Housing Opportunities	Develop Renter Supports
<ul style="list-style-type: none"> <li>• Development of housing that is affordable to individuals who ear 80%, 60%, and 30% and less of area median income</li> <li>• Partner with AirBnB for short-term housing in the off-season</li> <li>• Develop process for transitional housing</li> <li>• Develop subsidized housing and market rate housing for people who depend on local wages</li> <li>• Partner with developers to build affordable housing</li> <li>• Fund Housing Works and EPIC Properties</li> <li>• Create incentives for landlords to be more flexible</li> <li>• Create a landlord mitigation program to cover liability</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a security deposit fund</li> <li>• Develop a class to prepare for housing interviews</li> <li>• Support housing barriers removal fund (rental assistance, deposit, utility, property debt forgiveness)</li> <li>• Translation of housing-related outreach materials</li> <li>• Enforce existing tenant rights regulations</li> </ul>

**Creating and increasing housing resources and opportunities**

Advocate for Local Zoning	Advocate for State Policy
<ul style="list-style-type: none"> <li>• Align building of all levels of housing with transportation networks, walkable areas, and food access</li> <li>• Enact and/or restructure local ordinances and policies to prioritize the preservation</li> <li>• Inclusionary zoning and restructuring the Construction Excise Tax</li> <li>• Amend local zoning to allow for variety of housing types</li> <li>• Local ordinances to prioritize housing preservation and production to serve low and middle income</li> <li>• Work directly with communities to co-create policies, programs and strategies to ensure that housing interventions are equitable and culturally responsive</li> <li>• Identify and implement strategies to work collaboratively with organizations whose activities advance health equity and promote health in all policies</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate for more vouchers</li> <li>• Review the Oregon Housing Alliance 2020 endorsements. Ask them what is a priority in the next legislative session</li> <li>• Differentiate between advocacy &amp; lobbying</li> </ul>

**Developing and implementing advocacy strategies for housing policies and zoning**

<p><b>Collaborate to Serve People Experiencing Homelessness</b></p>	<p><b>Unify our Community Approach</b></p>
<ul style="list-style-type: none"> <li>• Develop partnerships with agencies that serve marginalized homeless populations</li> <li>• Incorporate people with lived experience of homelessness and housing insecurity into identifying gaps and goals</li> <li>• Build community coalition capacity to address health inequities related to substance use and mental health</li> <li>• Collaborate with law enforcement to ensure critical connection for outreach to individuals experiencing homelessness</li> </ul>	<ul style="list-style-type: none"> <li>• Need regional housing council group or add more building and landlords to Health Council</li> <li>• Identify and resource existing housing advocacy groups to be point of contact and lead city/city council housing issues working with state advocacy groups</li> <li>• Build coordination/ partnership/ transparency/ de-duplicate efforts between regional housing actors (HLC, Housing Works, NeighborImpact, H4A, county, city, COHC)</li> <li>• Create a regional housing council (Housing 4 All? Reach out to Scott)</li> <li>• Develop a method for counting that can be used by all</li> <li>• Better, robust (coordinated) continuum of care/ data collection “HLC”</li> <li>• Which system works best? Then consolidate, streamline, create centralized dashboard. Have an entity that holds this and funds this.</li> <li>• Involve relevant stakeholder to update regional 10-Year Plan to End Homelessness. Assess gaps &amp; include tangible goals &amp; responsibilities</li> <li>• Identify and implement strategies to assure more diverse representation on local committees</li> <li>• Ensure that members of this workgroup have access to information about current needs (are metrics still relevant?)</li> </ul>

**Aligning efforts across systems to address the housing crisis and homelessness**

<p><b>Education to increase understanding and access</b></p>	<p><b>Educate the Public</b></p>
<ul style="list-style-type: none"> <li>• Education campaign about vouchers</li> <li>• Education/ Info campaign for landlords/ property management groups about the benefit of HUD vouchers</li> <li>• Provide culturally appropriate training, engagement and education for landlords and housing service providers</li> <li>• Develop a PR campaign about vouchers</li> </ul>	<ul style="list-style-type: none"> <li>• Develop forums and other opportunities to educate elected officials and other decision-makers on the housing crisis and the nexus between insecure housing and health</li> <li>• Build awareness of existing affordable housing policies, projects, and what various funding sources are currently used for (ESG, SHAP, HOME, Sec. 8, CoC, CDBG, LIHTC, etc.)</li> <li>• Identification of commodity, education campaign about housing as expensive commodity</li> </ul>

**Educating the public to increase understanding and de-stigmatize housing needs**

**HOUSING  
2024 Budget**

**Overview**

	Budget	Spent	Available
5-Year	\$2,000,000	\$1,654,640	<b>\$345,360</b>
Cycle to Date	\$2,000,000	\$1,654,640	<b>\$345,360</b>
Yearly	\$500,000	\$524,986	<b>-\$24,986</b>
Yearly Mini-Grant	\$10,000	\$0	<b>\$10,000</b>
Yearly Standard Grant	\$490,000	\$524,986	<b>-\$34,986</b>

**By Future State Measure (5 year)**

	Budget*	Spent	Available	Currently Allocated	Projected Available	Notes
Rent Mortgage Burden	\$658,333.33	\$647,486.00	\$10,847.33			
Housing Choice Vouchers	\$658,333.33	\$574,827.00	\$83,506.33			
System for Counting Houselessness	\$658,333.34	\$407,327.00	\$251,006.34			

\*Budget for each FSM reflects the agreed upon 5 year 'soft budget' minus the portion contributed to shared minigrant budget.

**2024 Investments**

Organization	Process	Project	Award	Decision Date	Future State Measure	Latest Report
Bend Area Habitat for Humanity	Capacity Building for Advocay Standard Grant	<a href="#">Estate Planning for Habitat Homeowners</a>	\$135,000.00	1.19.2024	Decrease severely Rent and Mortgage Burdened Households	Year One Report Due 4/1/25
CampVeterinary Clinic	Capacity Building for Advocay Standard Grant	<a href="#">Companion Animal Medical Project Clinic Operations Capacity Building</a>	\$60,000.00	1.19.2024	Decrease severely Rent and Mortgage Burdened Households	Year One Report Due 4/1/25



FUSE	Capacity Building for Advocay Standard Grant	<a href="#">Housing Barrier Busters Network</a>	\$57,866.00	1.19.2024	Decrease severely Rent and Mortgage Burdened Households	Year one Report Due 2/28/25
Kor Community Land Trust	Capacity Building for Advocay Standard Grant	<a href="#">Homewonership Program Expansion</a>	\$150,000.00	2.16.2024	Decrease severely Rent and Mortgage Burdened Households	
Thrive Central Oregon	Capacity Building for Advocay Standard Grant	<a href="#">Outreach Vehicle #2</a>	\$25,000.00	1.19.2024	Decrease severely Rent and Mortgage Burdened Households	Final Report Due 4/1/25
Mountain View Community Development	Capacity Building for Advocay Standard Grant	<a href="#">Mountain View RV Park</a>	\$97,120.00	2.16.2024	Decrease severely Rent and Mortgage Burdened Households	

**Five-Year Investment Overview**  
**All Workgroups**  
 January 2020–December 2024

<b>Budget</b>	<b>Spent</b>	<b>Available</b>
\$12,000,000	<b>\$8,979,338.28</b>	<b>\$3,020,661.72</b>

<b>Workgroup</b>	<b>Spent</b>	<b>Available</b>
Address Poverty	\$941,993.79	\$1,058,006.21
Behavioral Health	\$1,999,149.00	\$851.00
Physical Health	\$1,500,478.10	\$499,521.90
Stable Housing	\$1,654,640.00	\$345,360.00
Substance and Alcohol Misuse	\$1,195,251.39	\$804,748.61
Upstream Prevention	\$1,687,826.00	\$312,174.00

## Request for Proposals (RFP)

### Central Oregon Health Council Regional Health Improvement Plan Stable Housing and Supports

**Project Name: Stable Housing Supports**

**Access Code:**

#### **Future State Measures:**

Future State Measure: By December 2024, decrease the combined severely rent and mortgage burdened households in Central Oregon by 2 percentage points to 13% (2019-2023, 5-year estimate from data.census.gov).

Future State Measure: By December 2024, 50% of Housing Choice Vouchers (HCV) holders will be able to find and lease a housing unit.

**Contact Person:** Gwen Jones

**Email:** [Gwen.jones@cohealthcouncil.org](mailto:Gwen.jones@cohealthcouncil.org)

**Phone Number:** 541-306-3523

## About the Central Oregon Health Council

The [Central Oregon Health Council](#) (COHC) is a nonprofit public and private community governance organization. We partner with our communities to guide and align vision, strategy, and activities across industries for a healthier Central Oregon.

Central Oregon Health Council champions diversity, equity, inclusion, and belonging in our work culture, grant-making, and community partnerships. Inequalities based on geography, age, sex, race, ethnicity, national origin, language, culture, disabilities, immigration status, faith, gender identity, and sexual orientation, along with income and wealth inequalities, prevent us from fully realizing our vision of creating a healthier Central Oregon. Therefore, we aim to build capacity in communities experiencing health disparities caused by oppression.

The Central Oregon Health Council is responsible for funding projects that improve the health priorities of the [Regional Health Improvement Plan](#). These priorities were decided by the diverse people of our region before the onset of the COVID-19 pandemic.

We recognize that when we invest in long-term, preventative solutions, we build a Central Oregon that is better able to respond to present and future crises. Therefore,

we reserve most of our funds for projects whose impact can be measured over decades. The goal of this request is to support long-term, system-level change.

We also provide smaller funding opportunities for \$5,000 or less called mini-grants [HERE](#).

## **Description of Grant Opportunity**

The Regional Health Improvement Plan (RHIP) Stable Housing and Supports workgroup is investing in efforts that create and increase housing resources and opportunities. Projects should work to decrease the number of combined severely rent and mortgage burdened households and/or increase the likelihood of Housing Choice Vouchers (HCV) holders ability to find and lease a housing unit.

## **Why are these efforts needed?**

Housing supports are essential for promoting stable housing success by addressing financial barriers, preventing homelessness, supporting basic needs, improving health outcomes, and fostering overall well-being and economic stability for individuals and communities. Providing supports for stable housing promotes:

**Financial Stability:** Many individuals and families struggle to afford stable housing due to low incomes, job loss, or unexpected expenses. Housing supports such as rental subsidies or housing vouchers can help bridge the gap between income and housing costs, making it more affordable for people to maintain stable housing.

**Prevention of Homelessness:** Housing supports can prevent homelessness by providing temporary assistance to individuals and families facing eviction or who are already homeless. This support can include emergency shelters, transitional housing programs, or rapid rehousing initiatives that help people move quickly from homelessness into permanent housing.

**Access to Basic Needs:** Stable housing is a fundamental need that supports access to other basic necessities such as food, healthcare, education, and employment. Without stable housing, individuals and families may struggle to meet these needs, leading to further instability and hardship.

**Health and Well-being:** Stable housing is associated with better physical and mental health outcomes. Housing supports can help individuals and families access safe and healthy living environments, reducing the risk of health issues related to inadequate housing conditions or homelessness.

**Stability for Children:** Stable housing is particularly important for children's well-being, as it provides a secure and consistent environment for them to grow and thrive. Housing supports that prioritize families with children can have long-lasting positive effects on their development and future opportunities.

**Reduction of Economic Inequality:** Housing supports can play a role in reducing economic inequality by providing assistance to low-income individuals and families who might otherwise struggle to afford decent housing. This can help create more equitable opportunities for people from diverse socioeconomic backgrounds.

## **Proposal Requirements**

### **Project Criteria**

1. Applications must be submitted by an organization with an EIN/Tax ID. Both nonprofit and for-profit organizations are welcome to apply.
2. Projects must directly impact the specified Future State Measures of the Regional Health Improvement Plan (see above).
3. Projects must take place within Central Oregon or serve the following tribal members:
  - Crook, Deschutes, and Jefferson Counties
  - Northern Klamath County, limited to Gilchrist, Chemult, Crescent, Crescent Lake Junction, and Beaver Marsh (Zip codes at 97731, 97733, 97737, and 97739)
  - Confederated Tribes of Warm Springs, Cow Creek Band of Umpqua Tribe of Indians, Klamath Tribes
4. Projects partnering with tribes may be required to submit a memorandum of understanding (MOU) or letter of support.
5. Projects partnering with other organizations will be required to submit a memorandum of understanding (MOU) or letter of support

### **Restrictions**

Regional Health Improvement Plan grants cannot be used for:

- Activities that can be billed as clinical services
- Administrative activities to support the delivery of covered services
- Tenant assistance, housing assistance, housing construction, and utilities
- Building new buildings and capital investments in facilities designed to provide billable health services
- Projects benefiting a single individual or single household
- Projects that do not address the specified Future State Measures of the RHIP
- Projects only serving undocumented community members
- COHC staff and household members cannot apply
- Projects that are primarily designed to control or contain healthcare costs
- Provider workforce development and certification training, including provider credentialing
- Broad assessments or research that does not directly improve community health
- Advocacy work that does not directly improve community health or healthcare quality
- Patient incentives and items and services that could be covered by Flexible Services
- Projects that are inherently religious

## Recommended Partnerships

Partnerships that leverage existing community assets and knowledge to improve future state measures are encouraged.

## Evaluation Criteria

The RHIP Stable Housing and Supports Workgroup will review your grant application using this [SCORECARD](#). We encourage you to use it to help build your proposal.

## Funding Details and Important Information

**Maximum Award Amount:**

**Available Funds:**

**Funding Duration:** Single and multi-year projects will be considered.

**Anticipated Selection Schedule**

Request For Proposal (RFP) Released:

Application Submission Closes:

Notification of Award:

## How to Apply

This Request for Proposal is posted on our website [HERE](#).  
Instructions on how to submit your Proposal are [HERE](#).  
Instructions on how to access this application are [HERE](#).  
Once registered and logged in to the grant platform, use this access code to apply for this grant:

## Support

The RHIP Stable Housing and Supports Workgroup is available to support this project in a collaborative advisory role and to provide networking support.

If you have questions about this Request for Proposal or need technical assistance filling out the application, please contact Gwen Jones by email at [gwen.jones@cohealthcouncil.org](mailto:gwen.jones@cohealthcouncil.org) or by phone at 541.306.3523.

If you have questions about using the grant platform, please contact Kelley Adams by email at [Kelley.adams@cohealthcouncil.org](mailto:Kelley.adams@cohealthcouncil.org) or by phone at 541.306.3523.

## Resources

2019 Regional Health Assessment [HERE](#)  
2020-2024 Regional Health Improvement Plan [HERE](#)  
Central Oregon Health Data website [HERE](#)  
Glossary of Terms: [HERE](#)  
Grant Writing Support: [HERE](#)

### \*COHC definition of **prioritized populations**:

As an organization created to improve the well-being of all residents across Central Oregon, the Central Oregon Health Council (COHC) has a responsibility to promote and protect that right to health. Prioritized populations are those that experience health disparities due to social, political, cultural, and economic exclusion, and discrimination. Marginalization occurs because of unequal power relationships regardless of reason based on geography, age, sex, size, race, ethnicity, national origin, language, culture, disability, spiritual beliefs, gender identity, sexual orientation, education, criminal background, housing status,

income, wealth, displacement, immigration status. It affects both the quality of life of individuals and the equity and cohesion of society as a whole. Poverty is both a consequence and a cause of being marginalized.

**\*\*COHC definition of *rural*:**

We strive to support the creation of social conditions that lead to thriving economic, political, and social rights and opportunities in the lives of people at every level of society. The unique challenges of rural communities are within our purview to promote and protect the right to health. Due to the lack of access and inequitable distribution of resources, rural communities are considered marginalized. We define rural communities as:

Population of 35,000 or less AND one or more of the following:

Low income such as:

- High levels of poverty\*\*
- Gaps of incomes and cost of living
- High levels of generational poverty or persistent cycles of poverty

Limited infrastructure, such as:

- Regional connectivity (transportation, communications)
- Social services (affordable childcare, emergency food, shelters)
- Health care (maintenance and prevention)
- Emergency services (public safety, fire, and rescue)
- Economic services (business development, access to capital, and employment services)

**\*\*Federal poverty thresholds are set every year by the Census Bureau and vary by size of family and ages of family members.**



## Request for Proposals (RFP)

### Central Oregon Health Council 2020-2024 Regional Health Improvement Plan Media Campaign to Destigmatize Housing Needs

**Project Name:** Media Campaign to Destigmatize Housing Needs

**Access Code:**

**Future State Measures:** Decrease severely rent and mortgage burdened households, Increase Housing Choice Voucher holders able to find and lease a unit

**Contact Person:** Gwen Jones

**Email:** [gwen.jones@cohealthcouncil.org](mailto:gwen.jones@cohealthcouncil.org)

**Phone Number:** 541-306-3523

#### About the Central Oregon Health Council

The **Central Oregon Health Council** (COHC) is a not-for-profit, tax-exempt public and private community governance organization. We partner with our communities to guide and align vision, strategy and activities across industries for a healthier Central Oregon.

The Central Oregon Health Council is responsible for funding projects that improve the health priorities of the **Regional Health Improvement Plan**. These priorities were decided by the diverse people of our region before COVID-19.

We recognize that when we invest and support long-term, preventative solutions we build a Central Oregon that is better able to respond to present and future crises. Therefore, we reserve most of our funds for projects whose impact can be measured over decades. The goal of this Request for Proposal is to support long-term, system level change.

We also provide smaller funding opportunities for \$5,000 or less called mini grants **HERE**.

#### Description of Grant Opportunity

The RHIP Stable Housing and Supports Workgroup is accepting applications from organizations to create and implement a one to two year media campaign to destigmatize housing needs.

#### Why Are These Efforts Needed?

Affordable housing is a health issue in Central Oregon. The [2023 Central Oregon Point in Time Count](#) for homelessness reports a continuing increase in people living unsheltered or experiencing literal homelessness year after year in Central Oregon<sup>1</sup>. Additionally, according to [Central Oregon Health Data](#),

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<sup>1</sup> Homeless Leadership Coalition <https://cohomeless.org/what-we-do/point-in-time-count/>

many people who are able to rent or buy a home are increasingly having to spend more of their income on housing costs<sup>23</sup>.

There are many solutions that can improve affordable housing and the gaps in housing causing homelessness. Organizations throughout Central Oregon have coordinated, invested, expanded and diversified housing types and supports available. However, there is a consistent challenge and roadblock that hampers progress: the opposition by community members.

Commonly referred to as '[Not in My Backyard](#)', or NIMBY for short, occurs when residents of a neighborhood or community designate a new development (such as a shelter, affordable housing or group home) or change in occupancy of an existing development as inappropriate or unwanted for their local area.

The opposition to affordable, supportive or transitional housing is usually based on assumptions about the people that will be living in the development. Common arguments are that there will be increases in crime, litter, thefts, violence and that property taxes will decrease. The benefits for the residents of the development are often ignored<sup>4</sup>. This negative bias often extends to landlords' perceptions of housing voucher users and local decision makers.

## Project Outcomes

Create and implement a one to two year media campaign with intermittent and seasonal promotion of:

A successful campaign will result in:

## Project Requirements

Proposals must meet the following criteria:

- 1) Occur in Central Oregon. Central Oregon includes:
  - a) Crook, Deschutes and Jefferson counties
  - b) The Confederated Tribes of Warm Springs
  - c) Northern Klamath County, limited to:

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<sup>2</sup> Central Oregon Health Data, Renters Spending 30% or More of Household Income on Rent  
<https://www.centraloregonhealthdata.org/indicators/index/view?indicatorId=393&localeTypeId=2>

<sup>3</sup> Central Oregon Health Data, Mortgaged Owners Spending 30% or More of Household Income on Housing  
<https://www.centraloregonhealthdata.org/indicators/index/view?indicatorId=2551&periodId=246&localeId=40>

<sup>4</sup> Homeless Hub, NIMBY (Not in My Backyard)  
<https://www.homelesshub.ca/solutions/affordable-housing/nimby-not-my-backyard>

- i) Gilchrist, Chemult, Crescent, Crescent Lake Junction
- 2) Applications must be submitted by an organization with an EIN/Tax ID. Both non-profit and for-profit organizations are welcome to apply.
- 3) Partner with content and population experts to design and refine media content. See list of recommended partnerships below.
- 4) Campaign messaging should include the following:
  - a) Be appropriate to the following priority audiences: XYZ
  - b) Reflect the cultural diversity and intersectionality of identity for all people and regions prioritized above.
  - c) Be multi-lingual and include Spanish.
  - d) Utilize positive language about the benefits of housing for all people
  - e) Support non-judgmental XYZ .
  - f) Respond to emerging cultural changes that might occur.
  - g) Move the listener and viewer to XYZ.
  - h) At the minimum, media should include: print, social, digital, educational, radio, television, and advertisements.

### Recommended Partnerships

The following are some partnerships that are encouraged to support the development and implementation of this project: advisory panels, XYZ.

### Additional Documentation Required

- 1) Organizational mission, vision and values
- 2) Examples of work completed in Spanish that demonstrates culturally-responsive approaches
- 3) Examples or work that demonstrate a wide scope of audience and messaging
- 4) Disclosure of any reason for which this topic could pose a conflict of interest

### Evaluation Criteria

The Regional Health Improvement Plan Stable Housing and Supports Workgroup will review your application. They will use this **SCORECARD** to rate your application. We encourage you to use it to help build your proposal.

### Funding Details and Important Information

**Funding Duration:** One to two years

**Award Limit:** Submit proposed budget. The budget should reflect expenses estimated for a one to two.

**Number of Awards:** One

**Anticipated Selection Schedule:**

Application Due Date:

\*\*Applicants may be requested to present their ideas and proposal to the Stable Housing and Supports Workgroup.

Decision Notification:

**How to Apply**

This RFP is posted on our website **HERE**.

Instructions on how to access the application is **HERE**.

Once registered and logged into the grant platform, use this access code to apply for this grant: **xxx**

**Support**

If you have questions about this RFP, please contact:

Gwen Jones, Project Manager at [gwen.jones@cohealthcouncil.org](mailto:gwen.jones@cohealthcouncil.org) or 541-848-3339.

If you have questions about the application, parts of the application, or using the grant platform please contact: Kelley Adams, Grants Manager at [kelley.adams@cohealthcouncil.org](mailto:kelley.adams@cohealthcouncil.org) or 541-306-3523.