

May 09, 2026

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NAHB State and Local Action Fund Committee
National Association of Home Builders
1201 15th Street NW
Washington, D.C. 20005

Attn: Karl Eckhart

RE: Request for State and Local Action Fund Assistance

Oregon Statewide Housing Communications Initiative for \$11,330

Dear Members of the State and Local Action Fund Committee,

The Oregon Home Builders Association (OHBA), respectfully submits this application for \$11,330 in assistance from the NAHB State and Local Action Fund. This funding will support a targeted, ongoing statewide communications campaign designed to advance housing affordability, educate the public and policymakers on Oregon's housing production crisis, and make the case for long-overdue reforms to Oregon's outdated housing policy and land use goals.

The \$11,330 from the NAHB State and Local Action Funds will be directed exclusively to the production costs of the professional-quality commercial and social media clips developed in partnership with NAHB.

The communications effort is centered on a professionally produced full commercial, and two additional short clips specifically for social media. All three created in partnership with NAHB, for use in conjunction with a housing series airing on a local broadcast network, as well as across social media platforms, housing events, and community outreach efforts. This initiative is time-sensitive, high-impact, and built on a coalition that is already mobilized and moving.

A. SUMMARY OF THE ISSUE: HISTORY AND CURRENT STATUS

Oregon is in the grip of a well-documented and deepening housing crisis. The state faces a deficit of tens of thousands of housing units, driven by decades of policy decisions that have effectively constrained housing supply while driving up costs. At the core of the problem is a regulatory environment that discourages development at nearly every turn, through restrictive land use policies rooted in Oregon's 1973 land use planning system, which has not been meaningfully updated to reflect the realities of the state's population growth and modern housing demand.

Oregon's statewide housing goals, codified in its land use framework, were written in an era when population growth was a concern, but housing supply was not. Those goals are now running counter to the practical needs of housing development across the state. Urban growth boundaries,

while intended to manage sprawl, have created severe land supply shortages in communities that desperately need more housing. The result is a system that rewards inaction and bureaucratic delay over construction and community investment.

Adding to the structural barriers are high-cost permit and systems development charge regimes that rank among the most expensive in the nation, environmental review processes that add months or years to project timelines with little corresponding public benefit, and an accumulation of local and state-level regulations that cumulatively make building a home in Oregon one of the most expensive and time-consuming processes in the country.

Special interest groups with anti-housing agendas have capitalized on this environment, using the regulatory process, public comment periods, and political influence to block or delay projects. Meanwhile, state agencies that are supposed to facilitate housing production have increasingly become additional layers of obstruction rather than partners in solving the crisis.

OHBA and a growing coalition of stakeholder partners have been working to counter this narrative and advocate for meaningful reform. While we have been successful in passing several pieces of key legislation, we continue to face an uphill battle with both state and local agencies, the environmental community through appeals and other anti-housing efforts. Statewide polling conducted by the Oregon Realtors Association, an in-kind research contribution valued at approximately \$25,000 has given us the messaging framework and public opinion data to make a compelling, evidence-based case to Oregon's residents and their elected representatives. The next step is getting that message in front of the public in a consistent, credible, and compelling way.

B. NATIONAL SIGNIFICANCE AND POTENTIAL TO SET INDUSTRY PRECEDENT

Oregon's housing crisis is not unique. Across the country, states including California, Washington, Colorado, and others are grappling with the same combination of constraints: aging and restrictive land use frameworks, high development costs, overreaching environmental review requirements, and organized opposition from groups that prioritize the status quo over housing production. Oregon is simply further along a path that many states are now beginning to travel.

That makes Oregon both a cautionary tale and a proving ground. If OHBA, working with NAHB and our state partners, can demonstrate that a well-organized, professionally executed communications strategy can shift public opinion, neutralize anti-housing narratives, and create the political will for meaningful policy reform, that model becomes exportable to every state facing similar conditions.

This campaign is specifically designed with that in mind. The commercial and supporting communications materials will be developed with NAHB involvement, giving NAHB a direct line of sight into the strategy and the content. The partnership with a local broadcast network through the NAHB-produced housing series amplifies the reach and credibility of the message well beyond what OHBA could achieve independently.

Oregon's outdated housing goals are a concrete, documented example of how legacy policy frameworks become barriers to housing production. The effort to reform them and the communications strategy driving that effort sets a direct precedent for housing advocacy work in

other states. The outcome of this campaign will have implications that reach well beyond Oregon's borders.

C. OHBA RESOURCES COMMITTED AND NEED FOR NAHB SUPPORT

OHBA is fully committed to this initiative and has already invested significant organizational resources (time and money) in its development. Our staff has dedicated substantial time to coalition building, campaign planning, stakeholder coordination, and communications strategy development. OHBA leadership will continue to drive the campaign forward, including managing partnerships, coordinating with broadcast and social media partners, and overseeing content development.

Our coalition partners have stepped up meaningfully as well. The Oregon Realtors Association has contributed a statewide polling effort conducted and analyzed prior to this application with an estimated value of \$25,000. This research forms the messaging backbone of the campaign and ensures that our communications are grounded in what Oregonians actually believe and care about when it comes to housing. The Oregon Property Owners Association (OPOA) and other allied organizations are also participating in this effort, contributing staff capacity, networks, filming additional content, and outreach support.

The ongoing communications plan is projected to require a total investment in the range of \$350,000. OHBA, the Oregon Realtors, OPOA, and our partners are actively fundraising toward that goal. The NAHB State and Local Action Fund grant would serve as an important investment, a signal of NAHB's confidence in the strategy and a catalyst for additional fundraising from other sources.

The \$11,330 request is specifically targeted at production of the commercial and social media clips in partnership with NAHB.

D. AMOUNT REQUESTED

OHBA respectfully requests \$11,330 from the NAHB State and Local Action Fund. These funds will be directed exclusively to the production costs of a professional-quality commercial and social media clips developed in partnership with NAHB, as further detailed in Section E below.

E. ACTION PLAN AND ALLOCATION OF NAHB FUNDS

OHBA's statewide housing communications campaign is structured around a central message: Oregon's housing goals are outdated, the current policy environment is failing Oregon families, and reform is both necessary and achievable. The campaign is designed to reach Oregon residents, local elected officials, state legislators, and media through multiple coordinated channels.

Commercial Production (NAHB Funds Allocation: \$11,330)

The \$11,330 in NAHB State and Local Action Fund support will be used to pay for the production of the professionally developed commercial, and social media clips created in direct partnership with NAHB. The produced materials were completed to meet broadcast quality standards and

formatted for multiple uses, including placement during the NAHB-produced local housing series, and other areas as mentioned above.

The commercial and social media clips were developed around the polling data contributed by the Oregon Realtors Association, ensuring the messaging resonates with the broadest possible Oregon audience. Core themes include the human cost of Oregon's housing shortage for first-time homebuyers and working families, the specific policy barriers that are driving up costs and slowing production, and the heartfelt desire of a young couple wanting to purchase their first home.

Supporting Campaign Activities (Funded Through Coalition Resources)

The broader campaign funded through OHBA, coalition partners, and additional fundraising will include digital and social media advertising, earned media outreach, legislative and stakeholder briefings, presence at housing and community events statewide, and a coordinated grassroots engagement effort. The commercial will be the engine driving all of these activities, providing a consistent and compelling visual message that unifies the campaign across every channel.

Oregon's housing crisis demands urgent action, and the window to make a difference in Oregon and in the states watching what we do here is now. OHBA is grateful for NAHB's ongoing support and partnership, and we are confident that this investment will generate lasting benefits for our industry, our members, and the Oregon families who deserve a fair shot at homeownership.

We welcome any questions from the Committee and are prepared to provide additional information or documentation as needed. Thank you for your consideration of this request.

Respectfully submitted,



Jodi Hack

Chief Executive Officer

Oregon Home Builders Association

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