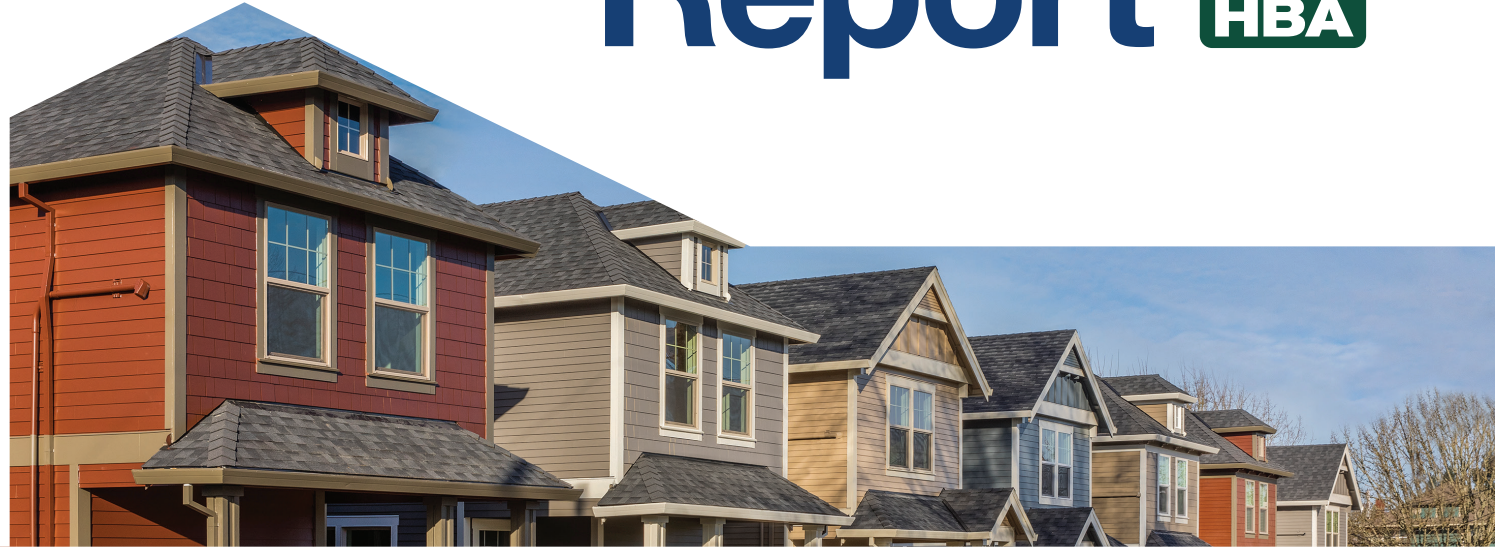


HOME BUILDERS ASSOCIATION OF METROPOLITAN PORTLAND

Strategic Impact Report



Letter from Leadership



The Home Builders Association of Metropolitan Portland (HBA) is dedicated to maximizing housing choices for all who reside in the greater Portland area. We unite and support builders, remodelers, and industry professionals, and work with elected officials and public agencies to create an environment in which our members can efficiently meet the diversified needs of our communities.

The HBA's work on behalf of our members and the housing industry is extensive and far-reaching. With housing affordability continuing as one of the greatest challenges facing the Metro Portland area, it is imperative that we, as an industry, work with policy makers and community stakeholders to advance pro-housing policies in the region. Through our government affairs advocacy, political engagement, membership services, community impact and homeownership and consumer support, the HBA is the leading voice for the residential building industry, as well as for housing in general. Our team works with local jurisdictions to improve the development, permitting, and building experience for homeowners and builders, provides continuing education, professional resources and business solutions, and helps connect you with industry leaders.

On behalf of the HBA member leadership, and the HBA staff, we sincerely appreciate your support and membership. Through membership you support the HBA's mission to serve as a proactive agent of change that facilitates housing affordability, availability, and choice for all who reside in the MetroPortland area. The enclosed report highlights our efforts on behalf of members over the past eighteen months and shares our strategic focus for the year ahead.

Thank you again for your support and have a buildiful (it's a mashup of beautiful and build) day.



Kelly Ritz,
Stone Bridge Homes NW
2019 HBA President



Jeff Smith,
JT Smith Companies
2018 HBA President

Thank you to our 2019 HBA Board of Directors and other HBA Leadership

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First Vice President

Nathan Young

Vice President Treasurer

Carol Eisenlohr

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Andrew Tull

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Matt Wellner
Justin Wood
Kent Ziegler

HBA & HBF Council/ Committee Chairs

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Carol Eisenlohr
Darci Fredricks
Jamie Howsley
Rudy Kadlub
Desi Kurtz
Jeff Metke
Andrew Morphis
Shaun Olson
Kelly Ritz
Brian Schmidt
Sharon Storey
Rick Waible
Robert Wood

HBA's Strategic Priorities



Housing Advocacy

HBA directly represents members across six counties and 42 local jurisdictions, advocating on issues that affect housing affordability and livability.

Pages 6-8



Membership + Services

HBA offers members opportunities for expanding your industry network, business solutions to grow your bottom line, and industry education and information to stay ahead of changes.

Pages 9-10



Community Impact

HBA's charitable arm, the Home Builders Foundation, builds and renovates shelters and transitional housing communities throughout the region.

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Home Ownership + Consumer Support

HBA promotes home buying, remodeling, and other consumer home-related services through premier education and consumer events.

Page 11

HBA By the Numbers

Membership + Services



4 active special interest councils that allow members to engage around specific issue areas

6 new interactive, onsite education programs for members: 3 Coffee Talk & Tours and 3 Behind the Walls Building Tours

1 New Building Industry Insurance Trust (BIIT) launched – a highly rated medical insurance plan offering competitive rates for businesses of all structures and sizes, including for those as small as two employees.

3 in 1 Your local HBA membership also makes you a member of the Oregon Home Builders Association (OHBA) and the National Association of Home Builders (NAHB) – providing many more benefits and services

9% Savings rate qualifying members may receive for a SAIF workers comp plan (up from 6% in 2018)

7K Number of students who attended the annual Youth Expo where HBA has exhibited at the last two years

Housing Advocacy

46%

Member engagement rate for our bi-weekly advocacy newsletter

9,200

New homes that will be built in the four UGB expansion areas Metro approved with HBA support

\$200K

Amount raised for our political action committee, Oregonians for Affordable Housing, to contribute to HBA endorsed candidates and issues in the 2017-2018 election cycle

\$817K

The amount allocated by HBA Board of Directors in 2018 and 2019 to support government affairs efforts, including in-house staff, outside consultants, special projects, and contract support

6+42

The number of counties and jurisdictions the HBA covers on behalf of our members

HBA By the Numbers

Community Impact



6 Construction, renovation, and shelter improvement projects that were completed or in progress since 2017

600 Annual number of individuals receiving shelter in facilities built or renovated by HBF since 2005

\$349,182

Total savings contributed by HBA members through product donations of construction materials and labor to help alleviate costs for shelter projects

\$14.2K

HBF Scholarships given in 2018 for a total of over \$250,000 in in the past 20 years.



\$200K invested by the Home Builders Foundation (HBF) in cash grants to shelter projects.

Home Ownership + Consumer Support



64,741

Attendance at our four consumer shows, where the HBA communicated its work on areas such as safe construction practices, workforce development, and housing affordability.

\$50K

Metro grant awarded to Earth Advantage and HBA to help increase resources to promote safe deconstruction and reuse of materials.

10 The number of local housing affordability-related advisory committees and stakeholder groups that HBA members and staff recently served on (Beaverton, Forest Grove, Lake Oswego, Tigard, Tualatin, Wilsonville, Clackamas County, Milwaukie, Metro, Washington County)

427 Building industry professionals trained on lead based paint, asbestos, sustainable building practices, and related construction health and safety issues

642 Total exhibitors at our 2018 Spring and Fall Home & Garden Shows, connecting consumers with industry professionals and services

Housing Advocacy



HBA directly represents members across six counties and 42 local jurisdictions, advocating on issues that affect housing affordability and livability. Our affiliated State (OHBA) and National (NAHB) associations provide additional representation at State and Federal legislatures and agencies.

- **Successfully advocated for the approval of Urban Growth Boundary expansions in Beaverton, Hillsboro, King City and Wilsonville, for a total of 2,200 acres added into the UGB.** The HBA partnered with other regional housing groups and worked with consultants to gather analytical information on Metro's underlying growth assumptions. For the first time in a UGB expansion cycle, cities submitted plans detailing how they plan to support the growth and provide a mix of housing. As part of our efforts to advocate for an expansion, the HBA Board of Directors allotted additional resources towards strategic research and communications to address housing affordability, the buildable land supply, and the development of missing middle housing across the region. Nearly a dozen articles, op-eds,

and columns were circulated through various sources over the year, educating community partners and the public on the impacts of policies on housing and positioning the HBA as an advocate for housing.

- Continued to work with jurisdictions to start or participate in development related advisory committees, including Tigard, Beaverton, Lake Oswego, Wilsonville, Clackamas County, and Washington County. **The HBA establishes Development Liaison Committees to create and maintain a connection between the residential development community and jurisdictional staff and policymakers.** Through the Tigard Development Liaison Committee, the HBA was able to work with the City to make several positive changes to proposed development codes that would have led to a loss in buildable lots.
- **Hosted three Building Official Roundtables in conjunction with the Oregon Building Officials Association,** to address common place issues and identify best practices moving forward between builder, developer and remodeler members and building codes staff and

officials throughout the region. HBA staff continues to attend monthly building codes officials meetings to maintain an open line of communication with the group on behalf of members.

- Strengthened our efforts throughout the region **to balance costs for infrastructure development (advocating against significant SDC increases) so housing affordability is not adversely affected.** This coming year, the HBA will work as part of a statewide legislative task force to address infrastructure financing and system development charge reforms at the state level.
- **Raised over \$200,000 for the 2017-18 election cycle, almost doubling our fundraising goal for the cycle.** This allowed the HBA to support key races in our region and ensure that Oregonians for Affordable Housing continues to play a critical role during election time.



Housing Advocacy

- Identified key races and candidates to support through the HBA's Government Affairs and Political Action Committees' candidate endorsement process. Each HBA supported candidate and ballot measure was vetted through an interview prior to an endorsement decision from the Committees. **HBA was successful in helping get ten of the fourteen candidates we endorsed elected to office.**

- Continued to **address developer, builder, and remodeler issues with PGE, communications utilities, and local jurisdictions.** This includes major design and service delivery issues with PGE and other utilities with regard to large scale developments, undergrounding of utilities, and temporary and permanent power installation issues. We also addressed specific design and service issues builders faced when constructing homes and as a result of the relationship, PGE now offers predevelopment cost estimates to builders and developers.

- HBA **worked with Hillsboro to ensure builders and developers are reimbursed**

for the labor and material costs incurred when installing the infrastructure for future broadband communications utilities.



- **Worked with Lake Oswego to make improvements to their flag lot development code,** ensuring that the number of buildable lots was not decreased.

- Continued work on the City of Portland's Residential Infill Project, utilizing additional strategic communications

resources **to address the need for missing middle housing, including skinny homes, duplexes, triplexes and cottage clusters,** and address needed changes with the RIP.

- Sponsored and worked with legislators to pass HB 2306, which will **allow developers to pull building permits upon the substantial completion** – rather than the full completion – of required public improvements. This bill will help streamline the building process while at the same time ensuring that local jurisdictions receive the same high-quality public improvements that builders currently provide.

- Worked with OHBA to pass SB 534 that **requires cities to allow for the construction of homes on traditionally platted lots** regardless of local regulations to prevent new housing. This was an especially important target bill as the City of Portland was attempting to restrict development on so-called “skinny lots” – smaller, affordable lots platted more than 100 years ago.

- Coordinated with OHBA on Speaker Kotek's HB 2001 work group, **a bill which expands the potential use of single-family lots in many jurisdictions.** We won several key amendments to the final law, including: adding townhouses to the definition, adding explicit language that cities may not prohibit single family homes, and modifying statutory language for local jurisdictions to achieve an accurate buildable land inventory.

- **Supported successful efforts to expand opportunities for accessory dwelling units (ADUs) in Lake Oswego, Forest Grove, Tigard, and Washington County.** ADUs provide critical housing on lots with existing homes and – due to



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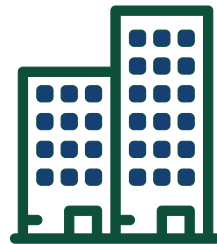


Housing Advocacy

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their smaller size – can be naturally occurring affordable housing even in affluent communities.

- Worked to achieve support for Measure 102 that **allows public-private partnerships (PPPs) to utilize affordable housing bond funds**. PPPs are generally more nimble and cost effective than government built housing, and the HBA supports creative efforts to expand the type of projects that can qualify for public affordable housing dollars.
- Successfully worked with Clean Water Services to ensure that their new Design and Construction Standards included provisions that did not unduly reduce the number of buildable lots in Washington County. **Our work increased the use of in-lieu fees and fee credits while also right-sizing stormwater detention ponds and on-site mitigation requirements.**
- Established regular meetings with the **Portland Bureau of Transportation to review development related right-of-way permit issues**. Moved the Bureau to craft a robust rulemaking process that took into account developer feedback as part of the rule promulgation process.



- Joined and participated in local housing needs analysis advisory (HNAs) committees throughout the region, including Forest Grove, Troutdale, and Tualatin. These **HNAs form the backbone of future UGB expansions** and the HBA plays a critical role advocating for housing access and affordability in the analysis process.

- Worked with the Portland Mayor's Office to successfully advocate for a money in the 2020 FY budget to analyze the failures of the commission system as they relate to housing. The budget includes money for a third party consultant to **analyze the ways that the siloed bureaus interact with the development process and propose recommended changes to the process.**



- **Successfully lobbied Sherwood to shift the cost of relocating private infrastructure located in the public right-of-way from builders to the owners of the infrastructure.** Currently, builders are sometimes saddled with covering the cost of moving utility poles and cabinets when required to complete public improvements. The approved revisions now require the

owner of that infrastructure to relocate it, which helps reduce the cost of building new housing. HBA will continue to work with other local jurisdictions including Washington County and Clackamas County on this issue.

- The HBA joined local businesses to lobby in Salem in **support of Clackamas County's efforts to improve I-5 and I-205**. The HBA joined the Clackamas County Business Alliance and other business organizations and coordinated with OHBA to provide oral testimony in support of state dollars for physical upgrades to our local road network.
- Metro adopted HBA recommendations as part of the proposed November 2019 Parks and Nature Bond Measure, which continue an existing parcel tax rate of 19¢ per \$1,000 of assessed value to provide for regional parks and open spaces throughout the Metro area. **Importantly, the bond includes refined language which limits the areas outside of the urban growth boundary in which Metro can purchase land.** HBA worked with Metro staff and elected leaders to ensure that the bond would not provide money to buy large swaths of developable land in urban reserve areas.

Membership + Services



HBA offers members opportunities for expanding your industry network, business solutions to grow your bottom line, and industry education and information to stay ahead of changes.

- **Our four active special interest councils continue to grow, allowing members to engage around specific niches.** Our councils are the best way for members to connect to others with similar business interests and to develop new relationships to help with mentoring, customer acquisition, and peer-to-peer learning.



The Professional Remodelers Organization connects remodelers and industry related professionals to facilitate expert remodeling choices to all residents in the greater Portland area, with initiatives such as workforce development and consumer education and experience.



The Home Performance Council is comprised of members dedicated to educating and advocating for high-performance building through outreach to industry professionals, consumers, local jurisdictions, and other stakeholder groups.



The Professional Women in Building Council focuses on strategies and solutions to promote, enhance, and support professional women in the industry through education, networking, and mentoring.

The Portland Building and Urban Development Council connects industry professionals who work in the City of Portland, focusing on upcoming policy changes that impact the industry through presentations and discussions with City staff and decision makers.



Two new interactive, on-site educational opportunities for members, Coffee Talk & Tours and Behind the Walls Building Tours were launched, highlighting innovative projects by HBA members, related to high-performance and green building, mixed-use development projects, and varying housing types. Six of these two programs have been offered so far since they were launched in 2018.

- Our BuildRight Conference continues to grow as a regional educational conference on high performance building and remodeling, business best practices, and the latest innovations in building and business. **The 2018 and 2019 BuildRight Conferences each included a mid-year**

housing forecast keynote and 20 different educational sessions on subjects ranging from building and energy codes updates, legal compliance, business operations, diverse home building and remodeling construction and design practices, and working with local jurisdictions. **Each conference also gave contractors the opportunity to earn up to 16 CCB credits.**

- **The annual Housing Forecast in November 2018 saw a record 560 industry professionals, politicians, city officials, and press from across the metro region in attendance,** and focused on the state of the housing industry and the economy on both a national and state level. Metro Council President-Elect Lynn Peterson addressed her vision for housing in the region, and presenting economists identified factors contributing to the housing crisis and projections of what's to come for the housing market.
- **Launched a new magazine format of the Home Building News, the HBA's monthly member publication, in 2019.** The magazine has a new focus on innovative construction and building practices featuring articles that highlight unique projects, housing types, and business practices.

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Membership + Services

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- HBA spent almost two years developing a new medical insurance trust, partnering with the provider of the highly successful program in Seattle. **HBA launched the new Building Industry Insurance Trust (BIIT) in Spring 2019.** BIIT is a highly rated medical insurance plan through Regence BlueCross BlueShield of Oregon, offering competitive rates for businesses of all structures and sizes.
- Additional member benefits include a **SAIF workers comp plan, where qualifying members may receive 9% off annual premiums**, and discount programs through Supervised Fuels, HBW 2-10, and SwipeNow credit card processing.
- The Professional Remodelers Organization sponsored the NW Youth Career Fair, where members set up a sophisticated display **to drive interest in careers in residential construction to nearly 7,000 area students.**
- **Created a Behind the Walls Tour at the NW Natural Street of Dreams for high school students to visit the job site** during the construction phase. Students met with builders to learn about new techniques, materials, energy efficient practices and smart home technology, and their experiences in residential construction.

Community Impact



HBA's charitable arm, the Home Builders Foundation (HBF), builds and renovates shelters and transitional housing communities

throughout the region.



In 2018, the HBF made the most financial contributions in its history to shelter projects in the Portland

Metro area, and oversaw the completion or progress of six construction, renovation, and shelter improvement projects throughout the region. As homelessness is increasing in suburban areas, the HBF focused on projects in Beaverton, Hillsboro, Tigard, and Tualatin in addition to Portland.

- **Over 600 individuals annually are provided shelter** in facilities built/renovated by the HBF.
- The **HBF saved shelters \$126,130 in construction and renovation costs** through in-kind donations and heavily discounted materials, labor, and other fee savings. In-kind donations are key to getting shelter projects completed, **and shelters use these savings to invest in additional bed capacity, job training, and mental health and education services.** This allows for safer, more dignified facilities where those experiencing homelessness can rebuild their lives.

- 60 HBA paint supply and paint contracting members, as well as other HBA members, volunteered at the annual Painting A Better Tomorrow event. Teams worked together to paint local shelters in need of a fresh, clean appearance. Between this event and HBF sponsored Care Days, **HBA member volunteers donated over 500 hours of work to HBF, valued at over \$12,300.**



- The HBF invested **\$200,000 in cash grants to shelter projects**, in addition to staffing support that helps leverage in-kind donations of labor and materials. These cash grants ensure that projects finish in a timely manner with as little financial impact on the shelter operator as possible.

- A total of **\$14,200 in HBF scholarships** were awarded in 2018 to young adults pursuing careers in the home building industry for a total of over **\$250,000 in HBF history.**
- **Nine HBA member teams participated in building individual, secure sleeping pods for the Kenton Women's Village**, which offers transitional housing and services for homeless women. The pods give women a place to sleep and store their belongings while accessing case management, employment assistance, and on site physical/mental health services.

Home Ownership + Consumer Support



consumer events.

HBA promotes home buying, remodeling, and other consumer home-related services through premier education and

- HBA continues to work to ensure Metro's Affordable Housing Bond is **implemented in a way that is cost efficient and maximizes the impact to families and other populations in need.**
- **We also remain engaged with groups like Portland For Everyone**, a diverse group of stakeholders, including some that are not traditionally aligned with housing goals, that work together to create political pressure and emphasize the need for missing middle housing.
- **The HBA helped 177 industry professionals through our lead based paint classes**, providing education on work practices to prevent lead contamination when performing renovation, repair, and painting that disturbs lead. Education and Certifications in Lead Safe Work Practices are available for anyone disturbing paint in buildings constructed before 1978.
- HBA is working with Earth Advantage and ReUse Consulting on a Metro Investment and Innovation Grant to **provide targeted training and development assistance**,

NW NATURAL
STREET of DREAMS®



Portland Fall
Home & Garden
Show
Official Show of the
Home Builders Association

Portland Spring
Home & Garden
Show



free of charge, to deconstruction contractors in the region, recognizing the need to reduce construction waste and curb potential environmental and public health impacts associated with residential demolition.

- The HBA educates **almost 250 members a year on better building practices**, sustainable and energy efficient homes, housing trends, and appraisal issues at the annual BuildRight and AppraiseRight conferences.
- Between the Fall and Spring Home & Garden Shows, NW Natural Street of Dreams, and Tour of Remodeled Homes, **almost 65,000 consumers connected with our industry** and the work our

professionals, craftsmen and suppliers provide.

- **Engaged community groups and neighborhood associations** local to the NW Natural Street of Dreams site to increase awareness and create dialogue around the need for communities to welcome growth in the area.
- **Used consumer shows to cross-promote work on all of the HBA's priorities**, including workforce development, women in the industry, energy efficiency and sustainability, safe construction practices, missing middle housing, and housing affordability. Producing the Home & Garden Shows in house allows for better control of messaging the HBA's priorities through all of our consumer shows.

- **A mobile event consumer app was launched for the 2018 NW Natural Street of Dreams** and expanded in 2019, enhancing the customer experience by providing information on home features and facilitating an interactive, participatory conversation between event attendees and the homes, companies and products featured in the show.





Home Builders Association of Metropolitan Portland

The Home Builders Association of Metropolitan Portland represents more than 1,400 builders, remodelers, craftsmen and industry professionals. The HBA provides ongoing education through workshops and conferences and serves as a resource to members, elected officials, the media and consumers alike. In collaboration with local governments, we work to streamline construction regulations and seek solutions to regional issues that negatively impact housing affordability and availability.

Housing Affordability. Housing Livability. Housing First.