



## Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions:** Call 202-624-7710 or email [awards@ncsha.org](mailto:awards@ncsha.org).

**Entry Title:** Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

OHCS 2017 Annual Report

**Category:** Communications

**Subcategory:** Annual Report

**Entry Summary:** A 15-word (max) summary of the program, project, or practice you are entering.  
Connecting performance data and the real impacts to Oregonians through the OHCS 2017 Annual Report

**HFA:** Oregon Housing and Community Services

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**Visual Aids:**

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF?  Yes  No

**Payment:**

- My HFA is mailing a check to NCSHA.  
 My HFA is emailing the credit card authorization form to [awards@ncsha.org](mailto:awards@ncsha.org).

## Summary

2017 was a banner year for Oregon Housing and Community Services (OHCS). With record production levels across our rental housing finance, homeownership and homeless services programs, the agency has positioned itself as the leader in addressing poverty, homelessness and housing instability for Oregonians. Our 2017 Annual Report set out to communicate the great work of OHCS and its partners while making the connection between program production numbers and the real Oregonians who were impacted as a result of that production. The Report connects each of OHCS 2017 Strategic Goals, which were set at the beginning of 2017, with program data coupled with client or partner success stories.

The Annual Report has served a variety of purposes including messaging the work of OHCS to the Governor and Oregon Legislature, positioning the agency for future funding and program requests. This strategy has proven to be incredibly successful as these materials have been highlighted by Governor Brown with other state agency Director's and they have helped to garner the confidence of the Governor in Oregon's Housing Finance Agency. This confidence is evident as Governor Brown has prioritized housing in both the 2018 short legislative session and looking forward to the 2019 full legislative session. In the 2018 short session, Governor Brown supported legislation that was successful in tripling Oregon's Document Recording Fee (DRF); resulting in an increase of over \$60 million per biennium for housing development, homeless assistance and homeownership resources. Additionally, our Annual Report has served as a tool to communicate to Oregon's federal delegation as we advocate for resources and policies that will bring housing that is affordable back into reach for our most vulnerable community members.

The report has also helped to generate public awareness of the state of Oregon's response to the housing crisis while highlighting the great work of our partners in addressing housing instability for Oregonians. This awareness has helped to generate public will and greater advocacy efforts as we seek to garner more state resources for affordable housing and housing stability. This proactive approach will also help to mitigate NIMBYism due to increased knowledge of the positive impacts that affordable housing has on communities.

As a marketing tool, the 2017 Annual Report has not only been utilized as physical collateral but we also completed a seven (7) week social media/Facebook campaign in which we highlighted each of our seven Strategic Goals for 2017 and the correlating program results. The campaign featured video success stories of individuals and families who received services through OHCS partners, adding innovative and interactive storytelling into the communications strategy. These video stories have had a three-fold impact of connecting policymakers with real Oregonians whose lives have been changed as a result of OHCS programs, generating public will around the need for more affordable housing and helping OHCS staff link their work to the people being served. Externally, this strategy has helped to reframe the conversation from dollars and data to impacts and people. Internally, it has helped to reshape the agency culture. Agency structure often limits the connections between the work that we do and the people whose lives are changed as a result. Bringing stories of the real Oregonians who are impacted as a result of our behind the scenes work has helped staff connect with lives that have been changed as a result of their dedication.

The 2017 Annual Report and social media campaign was designed, developed and implemented by existing staff within OHCS' Public Affairs Division. Additional support was provided by the OHCS Data and Research Team as well as program staff. This work is in alignment with Action Initiatives associated with Goal Two of OHCS' 2017 Strategic Plan which focuses on "Building a stronger OHCS that engages and serves our communities." Thanks to the wonderful staff at OHCS, this campaign has proven to be cost effective with a high return on investment (Oregon Legislature confidence in the agency resulting in over \$60 million in on-going resources from 2018 Legislative Session) and we plan to replicate it in the coming years.

### **Materials**

A link to the Electronic Version of the 2017 Annual Report can be found at:

<https://www.oregon.gov/ohcs/pdfs/2017-Annual-Report.pdf>

Links to the success story videos can be found at:

\*Goals One and Two are internal facing therefore do not have associated client stories

Goal 3 Success Story-Affordable Rental Housing: [https://www.youtube.com/watch?v=v8pBKDZUn\\_g](https://www.youtube.com/watch?v=v8pBKDZUn_g)

Goal 4 Success Story-Formerly Homeless Veteran: <https://www.youtube.com/watch?v=bVA74hm-Whg>

Goal 5 Success Story- Shelter Weatherization: <https://www.youtube.com/watch?v=qScjnsZCBqw>

Goal 6 Success Story-Homeownership: [https://www.youtube.com/watch?v=254Aq3HaG\\_8](https://www.youtube.com/watch?v=254Aq3HaG_8)

Goal 7 Success Story: Foreclosure Prevention: <https://www.youtube.com/watch?v=2AISEB1NDOE>

Hardcopies of the 2017 Annual Report have also been sent via mail