

Oregon Housing and Community Services

ReOregon Disaster Recovery and Resilience Communications Campaign

Communications, Integrated Marketing Campaign

Summary

The 2020 Labor Day wildfires and straight-line winds were the largest natural disaster in Oregon in the modern era. When the fires finally subsided, all told, 1 million acres burned, and more than 4,000 homes were destroyed, including over 1,700 manufactured homes in 20 manufactured home parks. In response, the federal government allocated a \$422 million Community Development Block Grant Disaster Recovery (CDBG-DR) to help Oregon rebuild. However, because of the unprecedented nature of the disaster, the state did not have the infrastructure or a plan for how to use the funding. Therefore, Oregon Housing and Community Services (OHCS) contracted with ICF, a consulting firm with extensive experience with other states' disaster recovery efforts. Its assistance and the federal funds enabled OHCS to build from the ground up a Disaster Recovery and Resilience division, action plan, and communication plan to execute what is now called the ReOregon wildfire recovery program.

Are replicable

OHCS had several audiences for its communication objectives: Legislators and local elected leaders, community partners, media, and most importantly, the wildfire survivors themselves. OHCS and ICF developed a comprehensive communication and engagement plan aligning messaging, deliverables, and timelines across program phases, from outreach to application, to construction and closeout. Part of this plan was to create a wide variety of replicable communications tools, including, but not limited to:

- Standardized branding and language guides and Spanish glossary to ensure clarity and consistency.
- A website, which was transcreated into Spanish, that walks applicants step by step through the application process.
- Ready-to-use templates for website content, social media, program manuals, policy documents, talking points, etc., that can easily be adopted.
- Partner toolkits enabling local organizations to share accurate, consistent information.
- A structured success story interview guide to capture applicants' experiences, as well as a webpage dedicated to spotlighting survivors' recovery experiences.
- Public-facing dashboards to track progress and maintain transparency.

All these tools can be packaged together to develop a playbook that can be used by other states and cities to inform their own disaster recovery efforts.

Engage targeted audiences

Communications materials and public engagement focused on the following diverse audiences:

- Survivors:
 - Engagement began during program design through public hearings in the most-impacted wildfire counties, ensuring survivor feedback shaped program structure.
 - Communications were designed around the full applicant experience, including:
 - A comprehensive website with:
 - Program information.
 - Step-by-step Applicant Journey guide to set expectations.

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- Self-service Eligibility Questionnaire to reduce confusion and barriers.
- Clear “How to Apply” instructions, including options for online and paper applications.
- Phase-based guidance (before, during, and after construction) to support participants throughout the project lifecycle, including short videos detailing the construction process.
- Access to contractor lists, home design options, and participant resources.
- Newsletters and email blasts to ensure consistent, accurate information.
- Fact sheets, flyers, checklists, and infographics to highlight and explain key components of the program.
- Dedicated call center to field applicant questions.
- Social media posts to promote wildfire recovery programs for general awareness and to encourage wildfire survivors to apply for program benefits.
- Community Partners:
 - Weekly engagement sessions were held with community-based organizations, which worked daily with survivors to provide application intake and advisory services.
 - Comprehensive toolkits equipped local partners to share consistent messaging and application materials and support.
- Legislators:
 - Ongoing communication ensured alignment, visibility, and support for recovery efforts.
- Regional Coordinators:
 - Dedicated OHCS team, some of whom lived near or in the communities affected by the fires, built relationships at the local level with survivors and partners, gathered real-time feedback, and helped refine communications and improve outcomes.

Achieve measurable results

The ReOregon communications plan used multiple methods to promote the program, inform the public, and engage with wildfire survivors and affected communities, including:

- Social media: OHCS conducted an expansive social media campaign on LinkedIn and Facebook that resulted in 60,421 impressions, 3,176 engagements, 1,316 post link clicks, and a 5.3% engagement rate.
- Media coverage: OHCS issued 12 press releases in 2025, which brought added visibility and credibility to the program. Here is a sampling of articles as a result:
 - https://www.kdrv.com/news/top-stories/first-recovery-grant-awarded-to-jackson-county-wildfire-survivor/article_7061fbd2-df3e-11ef-b5cb-a7e7bbbf1479.html
 - <https://www.klcc.org/disasters-accidents/2025-10-01/state-officials-urge-2020-labor-day-fire-homeowners-to-apply-for-harp-funds-asap>
 - https://www.kdrv.com/news/local/ohcs-urges-2020-wildfire-survivors-to-apply-for-harp-before-end-of-month/article_6cc4a6f9-0694-47bc-85d9-507a8409cf01.html

All of these platforms helped to contribute to 1,254 Eligibility Questionnaires submitted leading to 555 applications, including 88 in Spanish, according to the [HARP Application Progress Dashboard](#).

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Most importantly, the results are amplified by some of the survivors' own words that can be read in our [survivor spotlights](#). For Dierdri Munoz who lost her home in the 2020 Almeda Fire, having a new place to call home is about more than having a safe place to sleep each night. It's about creating lasting memories with her 4-year-old granddaughter. "It's such a blessing to have her through all of this," Muñoz said. "She's a miracle. This new house is a miracle."

"This has been life changing," Muñoz exclaimed. "I can't even believe this program exists. Never in my life have I come across so much help. I still can't believe it."

Provide benefits that outweigh costs

The scale and magnitude of the 2020 Labor Day Disasters required OHCS to establish the creation of a dedicated disaster recovery division and build new systems to support long-term housing recovery. As a result, the agency now has the infrastructure, tools, and expertise needed to respond to future disasters more quickly and efficiently. This work has also strengthened long-term relationships with local partners, creating a trusted network that can be mobilized when future events occur. At the same time, it has increased statewide awareness of OHCS' role as a reliable, long-term provider of affordable housing solutions in disaster recovery. Together, these outcomes demonstrate that the benefits of the campaign extend beyond the initial costs, positioning the agency for sustained impact and improved responsiveness in future emergencies.

Demonstrate effective use of resources

OHCS maximized its reach by working closely with local partners, recognizing that the agency could not maintain a direct presence in every affected community. By equipping partners with consistent messaging and ready-to-use materials, OHCS extended its reach while ensuring information remained accurate, consistent, and accessible. At the same time, the program infrastructure was developed intentionally with future disasters in mind, creating systems and processes that can be adapted and reused.

Achieve strategic objectives

The integrated campaign successfully advanced OHCS' strategic disaster recovery goals, which included:

- Helping survivors repair, rebuild, or replace their homes through multiple program pathways.
- Developing a comprehensive, survivor-centered program infrastructure supporting participants from eligibility through closeout.
- Strengthening relationships with local partners, improving coordination and trust.
- Delivering housing solutions for low-income households, including those in rural and hard-to-reach communities.
- Increasing accessibility through plain-language communications, Spanish-language materials, and multiple application pathways, which included self-serve online and paper applications as well as in-person and over-the-phone intake assistance.
- Simplifying complex federal program requirements into clear, actionable steps.

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Visual Aids:

ReOregon mobile-friendly website in [English](#) and [Spanish](#)



Success stories: <https://www.oregon.gov/ohcs/disaster-recovery/reoregon/about-reoregon/Pages/wildfire-recovery-spotlights.aspx>

Explore the stories

Click an image below to read each survivor's journey.



Christine Nowana



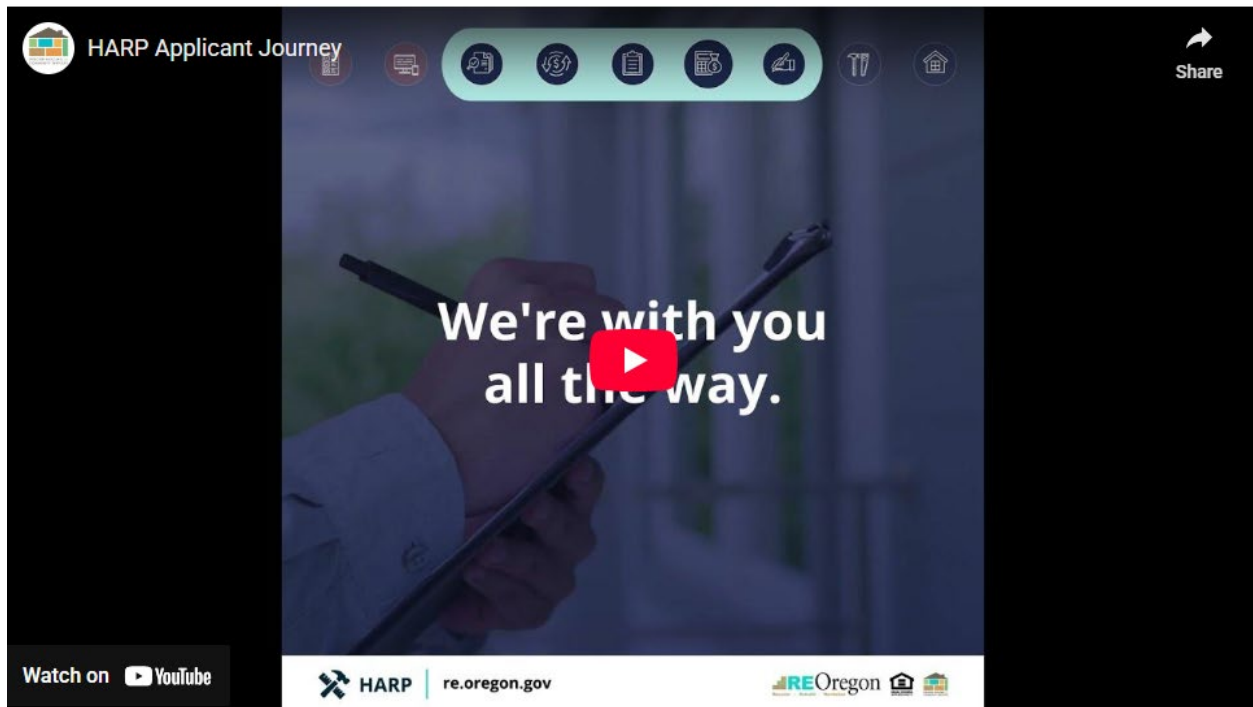
Lisa Denison



Joshua Henley

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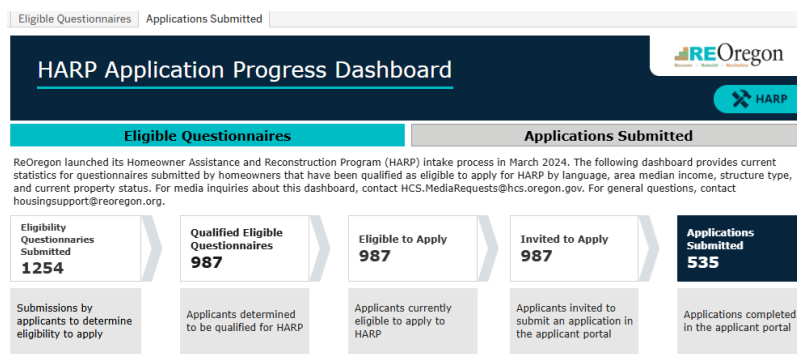
Videos:



- HARP Applicant Journey: https://youtu.be/5BWxJ_Lqlv0. In Spanish: <https://youtu.be/MMepdTv-NFg>
- HARP Duplication of Benefits: In Spanish: <https://youtu.be/Q5I-CXve60M>
- ReOregon Contractors Meet n Green Webinar: <https://youtu.be/mbP83p8savs>
- Homeowner Assistance and Reconstruction Program Benefits: <https://youtu.be/ms6SD6apfvs>
- Homeowner Assistance and Reconstruction Program Initial Construction Explainer: <https://youtu.be/l4abgTru8LY?si=PUsnmy07nBxGahLd>
- HARP Initial Inspection: <https://youtu.be/l4abgTru8LY?si=biBaUPxqrwcYsrNW>
- HARP Expectations Explanation: <https://youtu.be/pnyHZ17s-mY?si=xFYQGpBVZV-qzlutO>
- HARP Getting Ready: <https://youtu.be/zEASpQj3Yv0?si=nphbCpwuEGeULk->

Progress Dashboard

<https://www.oregon.gov/ohcs/disaster-recovery/reoregon/harp/Pages/harp-dashboard.aspx>

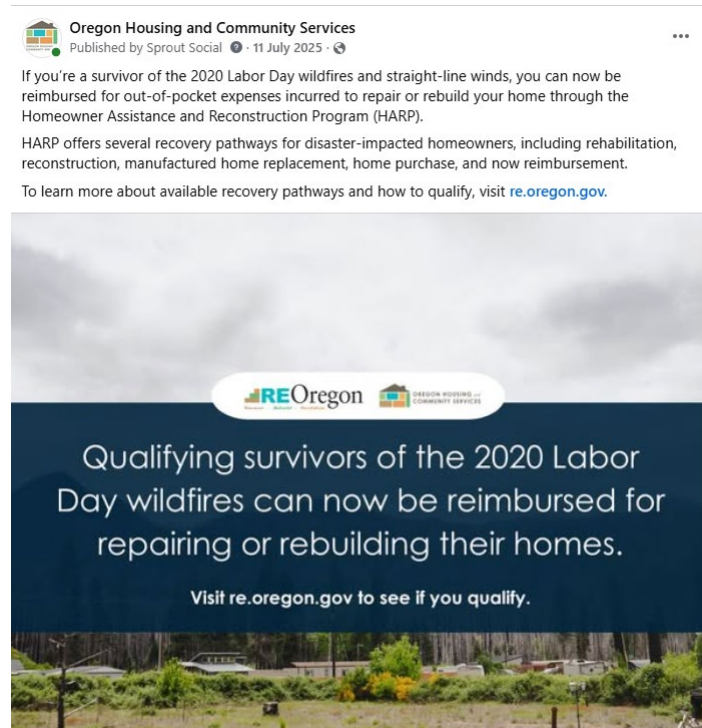


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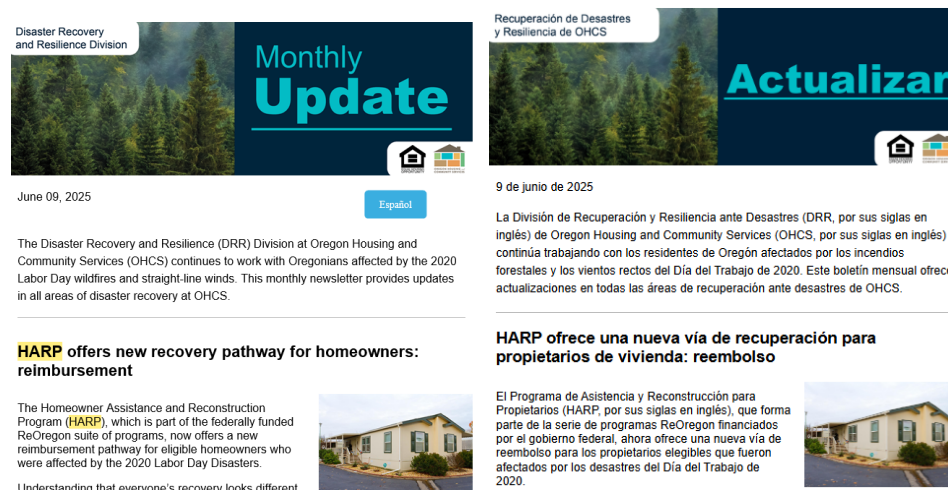
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Social media samples



"This is home," Sills said. "I can't believe it's mine."

Email newsletter: <https://t.e2ma.net/webview/mzrse2e/8849c169c395083dfad7de6bf2accd00>



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In-person event materials



**Disaster Recovery
Open House &
Public Hearing**



PLEASE SIGN IN.
Let us know if you
need any assistance.



Please let us know if
you'd like to
PROVIDE COMMENTS
at the public hearing.



**Casa Abierta y
Audiencia Pública
para la Recuperación
de Desastres**



**POR FAVOR,
REGISTRESE.**
Háganos saber si
necesita ayuda.



Háganos saber
si desea **HACER
COMENTARIOS**
en la audiencia pública.








Homeowner Assistance and Reconstruction Program

Scan the QR code to learn
more about eligibility and
take a questionnaire to see if
you qualify.



Oregon Disaster Recovery Factsheet



Overview

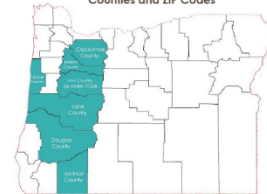
In September 2021, Congress set aside recovery funds for states hardest hit by 2020 disasters. The State of Oregon was designated to receive \$422 million to help with the long-term recovery needs from the Labor Day 2020 wildfires. The funds will come to the state through the U.S. Department of Housing and Urban Development (HUD) as a Community Development Block Grant Disaster Recovery/Mitigation (Disaster Recovery) grant.

Disaster Recovery Grant

The funds are used to help households and communities in the most-impacted and distressed areas recover.

- At least 15% of funds must be used to mitigate future disasters. Mitigate means to "build back better" so the investments are more resilient to future disasters.
- Disaster Recovery funding can be used for long-term recovery projects such as housing, rebuilding the local economy and restoring infrastructure.
- At least 80% of the funds must be spent in areas that HUD defines as most impacted and distressed. Those areas include the following counties: Clackamas, Douglas, Jackson, Lane, Lincoln, Linn and Marion. The state can add more impacted counties, such as Klamath, to programs.
- 70% of CDBG-DR funding must be used for projects that will directly benefit low-to-moderate income residents or investments in infrastructure that serve a majority (over 50%) of such residents.

Most Impacted and Distressed (MID) Counties and ZIP Codes





CDBG – Disaster Recovery Public Hearings

**Subvenciones en Bloque para el Desarrollo Comunitario -
Audiencias públicas sobre la recuperación de desastres**

Comment Form / Formulario de comentarios escritos

Name/Nombre	
E-mail/Correo electrónico	
County of Residence/ Condado de residencia	

Comments/Comentarios

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ReOregon & HARP Launch: Talking Points



ReOregon

What is CDBG-DR? What is the purpose? What was the process?

- In fall 2022, \$422 million from the U.S. Department of Housing and Urban Development's Community Development Block Grant-Disaster Recovery (HUD CDBG-DR) was approved to assist Oregon survivors of the 2020 Labor Day wildfires and straight-line winds. CDBG-DR funding is only made available for disasters that were "presidentially declared."
- In February 2023, HUD provided a grant agreement to Oregon Housing and Community Services (OHCS) for CDBG-DR, based on the HUD-approved ReOregon Action Plan.
- Since the funding was allocated, the state has worked to build an online application portal where survivors can apply for funding. The bids for the system of record and program management procurements were released in October 2022.
- OHCS in spring 2023 began identifying community-based organizations to help with Homeowner Assistance and Reconstruction Program (HARP) outreach and intake and has since provided grant funds to them.

Why are programs just rolling out now, three years after the disaster?

- The team at OHCS understands the continued frustration, heartache, and trauma that survivors living in temporary or intermediate housing are continuing to experience.

Partner toolkit: <https://new.express.adobe.com/webpage/oS3UvbeARFNma>



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Fact Sheet: <https://app.box.com/s/3cym87k5qzvgrpsu7mckyquf9s9ekuez>



A Closer Look at the HARP Reimbursement Pathway

The Homeowner Assistance and Reconstruction Program (HARP) offers financial assistance to help homeowners repair, rebuild, or replace their homes that were damaged or destroyed by the 2020 wildfires and straight-line winds in the following eight most-impacted and distressed (MID) counties: Clackamas, Douglas, Jackson, Klamath, Lane, Lincoln, Linn, Marion.

What is the HARP reimbursement pathway?

The reimbursement pathway can reimburse homeowners who have already spent their own money to repair, rebuild, or replace their homes after the 2020 Disasters. HARP will inspect your property, review documents such as receipts to confirm what was spent, and then calculate how much of your costs it can cover.

What costs can HARP cover?

HARP can cover the following costs on your current property, whether it is your damaged property or a new property you have purchased:

- Architectural, engineering, or land surveys
- Demolition and debris removal
- Repairs, rehabilitation, or reconstruction of your home
- Land purchased for your replacement home¹
- Home purchases or home replacements¹
- Legal services related to fixing or replacing your home

¹ Land purchases and home purchases or replacements are only eligible if your household income is at or below 120% of the area median income (AMI).

What costs can HARP not cover?

- Temporary housing or rental costs
- Moving, relocation, or storage costs
- Forced mortgage payoff (i.e., when your mortgage company requires you to use recovery funds to pay off outstanding mortgage debt)
- Repair or replacement costs for a property where you no longer live
- Personal belongings (e.g., clothing, furniture, or medical supplies)
- Costs for non-primary housing structures (e.g., sheds or garages)
- Removal costs for damaged manufactured homes on leased land when not returning to the site
- Repair costs for homes outside the eight MID counties
- Repair costs for multifamily homes
- Land and home purchase or replacement costs for households with incomes above 120% of AMI

Important

Most eligible expenses are open to all households. However, some costs are only covered if your household income is at or below 120% of your county's area median income (AMI). See the [income requirements](#) webpage for details.

WEB: re.oregon.gov | EMAIL: housingsupp@re.oregon.gov | 1 / 2 | 125% | 250-0938

REOREGION
TOTAL HOUSING OPPORTUNITY
REOREGION
REOREGION

Radio spots:

AUDIENCE: Almeda and South Obenchain Fire Survivors

CALL TO ACTION: Learn more about ReOregon. For homeowners, the application deadline is quickly approaching by the end of 2025.

15-Second Radio Spot

[SFX: Gentle, hopeful music] - VOICEOVER (Warm, reassuring tone):

If your home was damaged in the 2020 Almeda or South Obenchain Fire, there is still time to get help, but the deadline is close.

Apply to ReOregon's Homeowner Assistance and Reconstruction Program before December 31st.

Visit [re dot Oregon dot gov](https://re.oregon.gov) or call 877-510-6800 today.

30-Second Radio Spot

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The deadline is approaching for homeowners affected by the 2020 Almeda or South Obenchain Fire.

If your home was damaged or destroyed, ReOregon may be able to help you rebuild or replace your home, but you must apply before December 31st.

ReOregon provides funding and support to homeowners and renters still recovering from the 2020 wildfires.

Don't wait. Visit [re dot Oregon dot gov](https://re.oregon.gov) or call 877-510-6800 to get started.

ReOregon: helping wildfire survivors rebuild, recover, and come home.

Flyer: <https://app.box.com/s/ljzaicrrg0x2p48cbycojyxt1djgpdug>



If Your Home Was Lost or Damaged in the 2020 Labor Day Disasters, ReOregon Can Help

Homeowner Assistance and Reconstruction Program (HARP)

HARP offers homeowners financial assistance to repair, rebuild, replace or get reimbursed for costs if their homes were damaged or destroyed by the 2020 Labor Day wildfires and straight-line winds.

HARP may be able to help with:

- Remaining repair costs
- Remaining costs to rebuild or replace your home
- Fixes to a replacement home
- Reimbursement of costs to repair, rebuild or replace your home

See if you qualify for HARP:

- You owned and lived in a home in Clackamas, Douglas, Jackson, Klamath, Lane, Lincoln, Linn, or Marion.
- Your home was damaged or destroyed by the 2020 Labor Day wildfires or straight-line winds.
- Your home has at least \$3,000 worth of repairs.
- Your home must be a single-family house, a manufactured home, or a unit you own in a building with four or fewer units (like a duplex or condo).
- You are up to date on your mortgage and property taxes, or you are on a payment plan. Housing counselors will be provided if you need help.
- If you are participating in home purchase or reimbursement of a home purchase, you must be at or below 120% of the area median income. See the reimbursement webpage for details.
- If you are participating in reimbursement, you must meet HARP habitability standards and must have already paid for home repairs before applying to HARP or by Jan. 10, 2025, whichever was earlier.

DEADLINE TO APPLY

To find out if you are eligible, submit an Eligibility Questionnaire at re.oregon.gov as soon as possible. Once you are determined to be eligible, your full application and all supporting documentation must be submitted by **December 31, 2025**.

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Postcard



The journey to your new home starts right here—with us.

ReOregon staff, construction advisors, and contractors are ready to help as you take part in the Homeowner Assistance and Reconstruction Program (HARP).

Notes from your ReOregon team:



Applicant Journey: <https://app.box.com/s/o50shweswp8lhmuc9fkkg2ge7rweotdm>

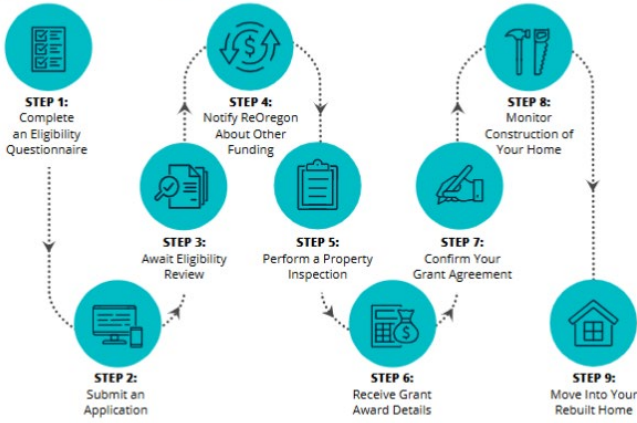


Your Applicant Journey

Through the Homeowner Assistance and Reconstruction Program



Applying for, Receiving, and Using the Funds You Need To Recover and Rebuild



If your home was damaged or destroyed in the wildfires and straight-line winds of 2020, you may be eligible for help through ReOregon's Homeowner Assistance and Reconstruction Program (HARP). Depending on your needs, ReOregon may be able to help with the rehabilitation or reconstruction of your property, the replacement of a manufactured home, or a home purchase. You will find a detailed walk-through of the entire process on the following pages.

Got Questions?
Email: housingsupport@reoregon.org
Call: 877-510-6800 or 541-250-0938

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