

Public/Private Co-Investment: Building Workforce Housing Through Cross-Sector Partnership

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Public, Private, & Civic Co-Investment Models:

Building Workforce Housing Through Cross-Sector Partnership

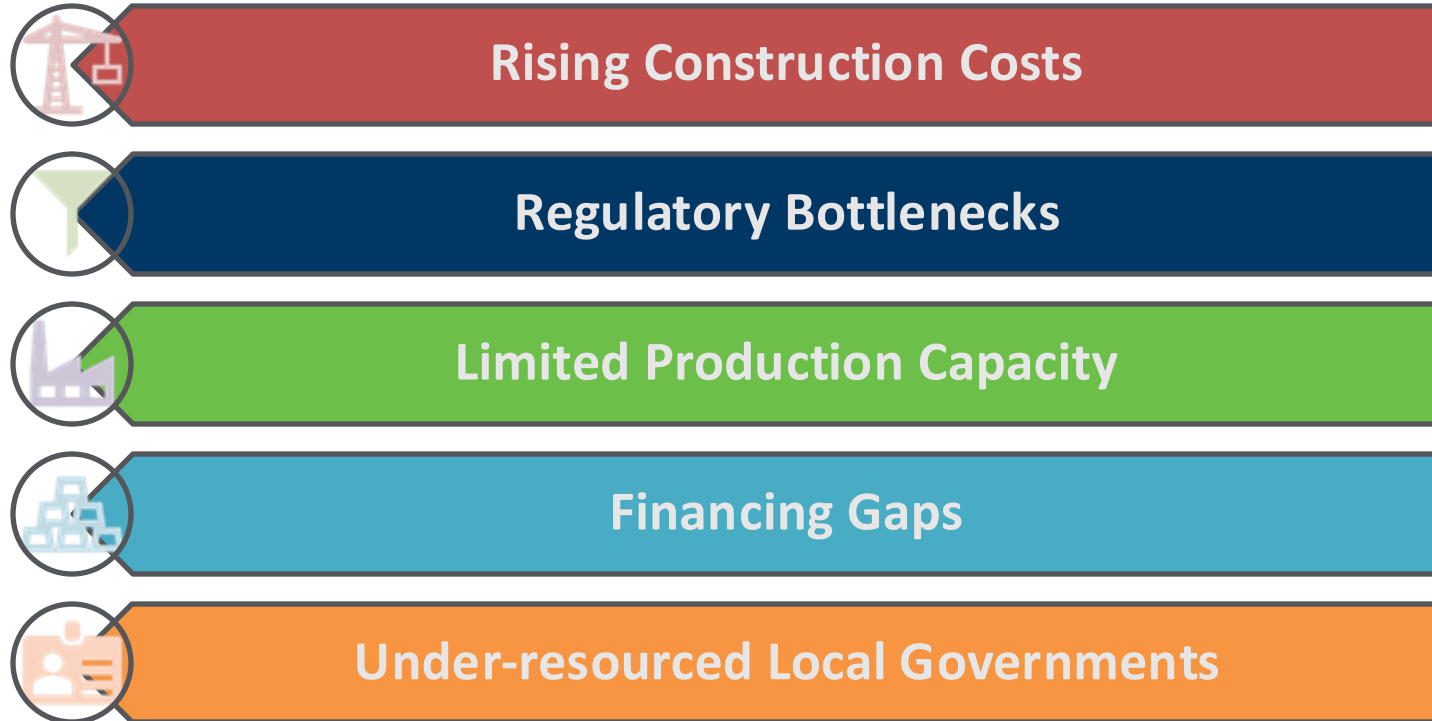
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Oregon Rural Health Conference

Thursday, October 2nd, 2025 | 2:15-3:05 p.m.

Oregon's Housing Roadblocks

Barriers Include:



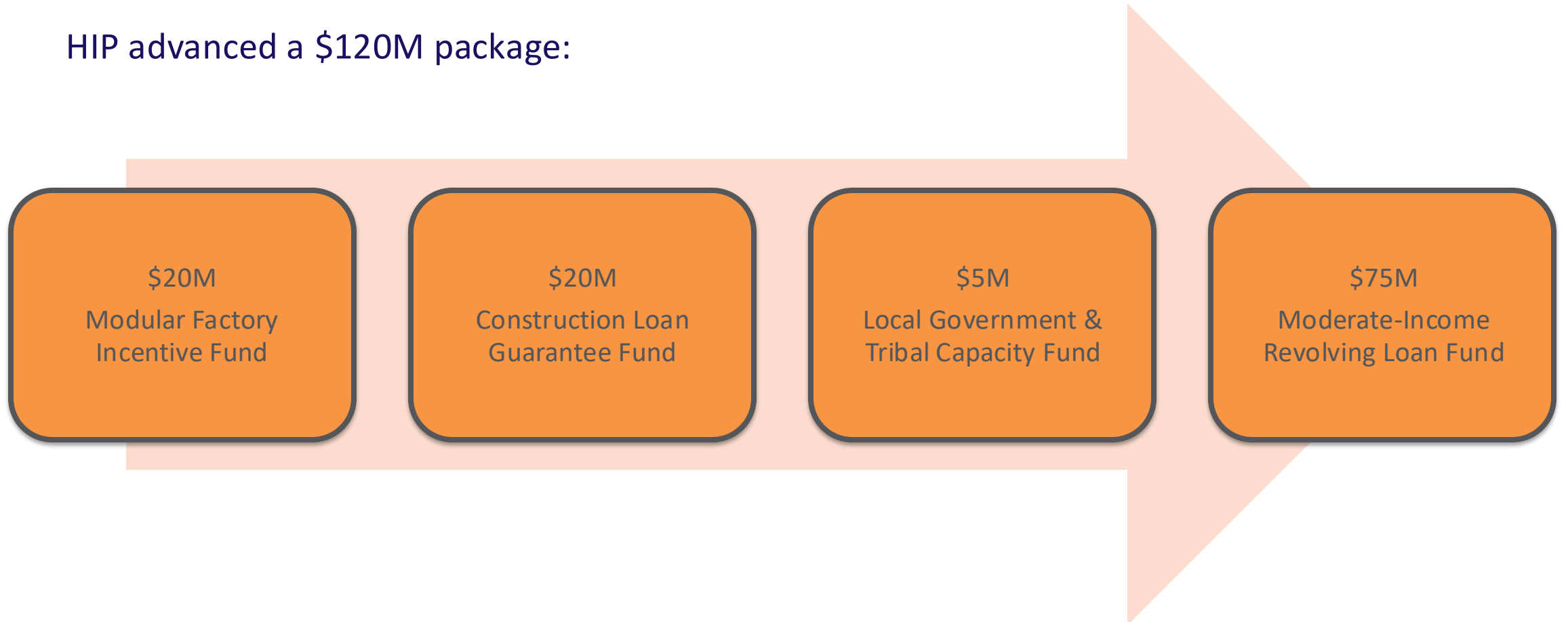
The Housing Innovation Partnership (HIP)

- Launched in 2021 by the Oregon iSector
 - Includes 35+ public, private & civic sector organizations
- Leaders are aligned around a shared goal:
 - *Accelerating housing production across Oregon*
- HIP functions as an R&D laboratory for new housing policies and investments



Legislative Breakthroughs 2023

HIP advanced a \$120M package:





STRATEGIC INVESTMENTS IN HEALTH NEEDS

Presented to Oregon Rural Health Conference
October 2, 2025

Community Health Needs Assessment

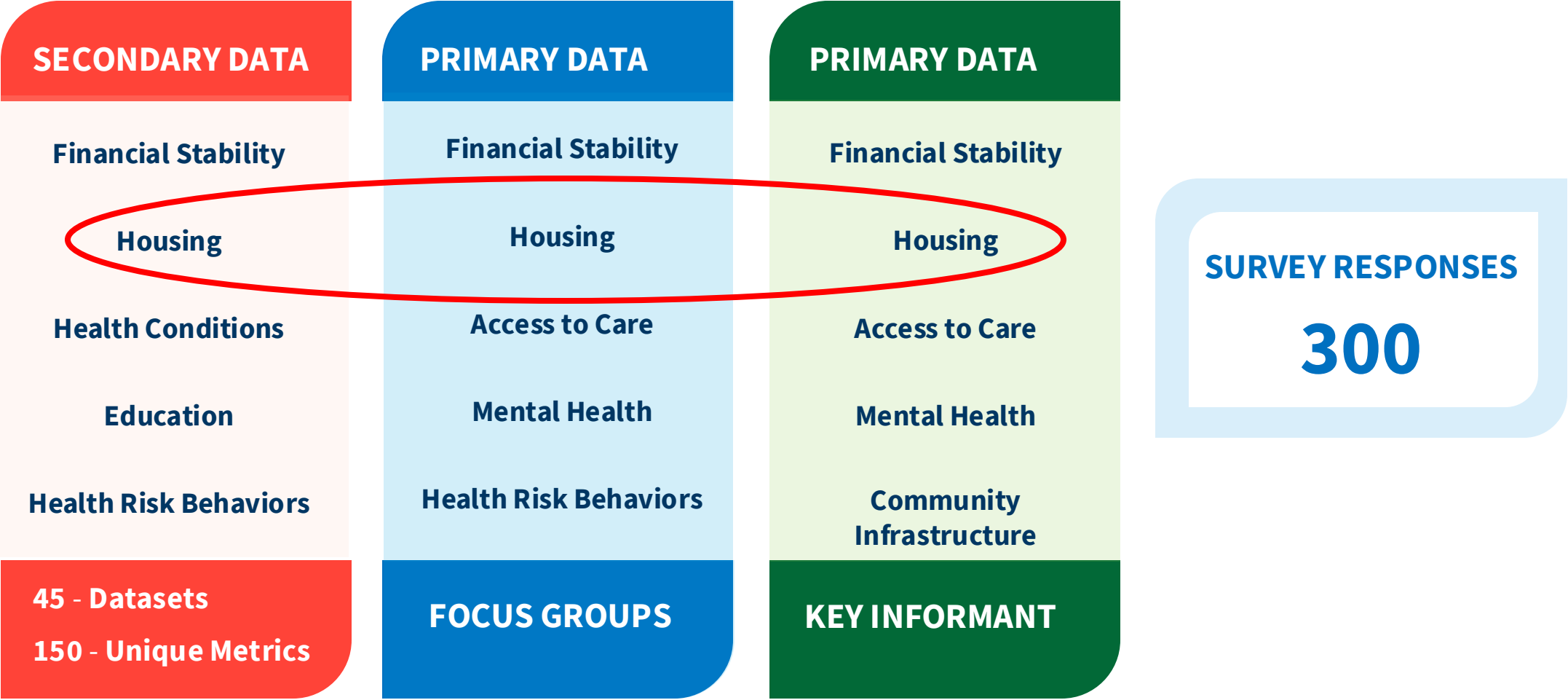
- Conducted every 3 years
- Data shows top drivers of health disparities
- **Community Health Improvement Plan (CHIP)**
- Drives collective investment





SIGNIFICANT HEALTH NEEDS

Tillamook County



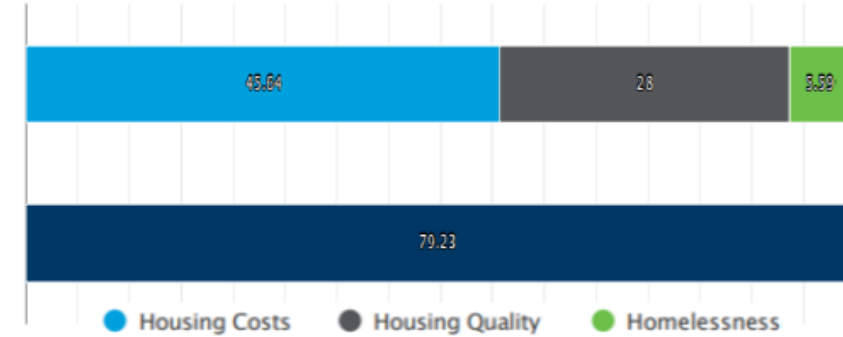
SECONDARY DATA ANALYSIS

79

Housing



Priority Area Subcategory Scores

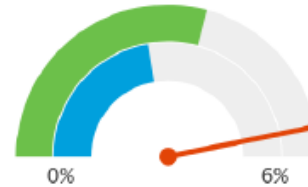


Percentage of Students Experiencing Homelessness (in Reporting Districts)

Percentage of Income Spent on Housing and Transportation



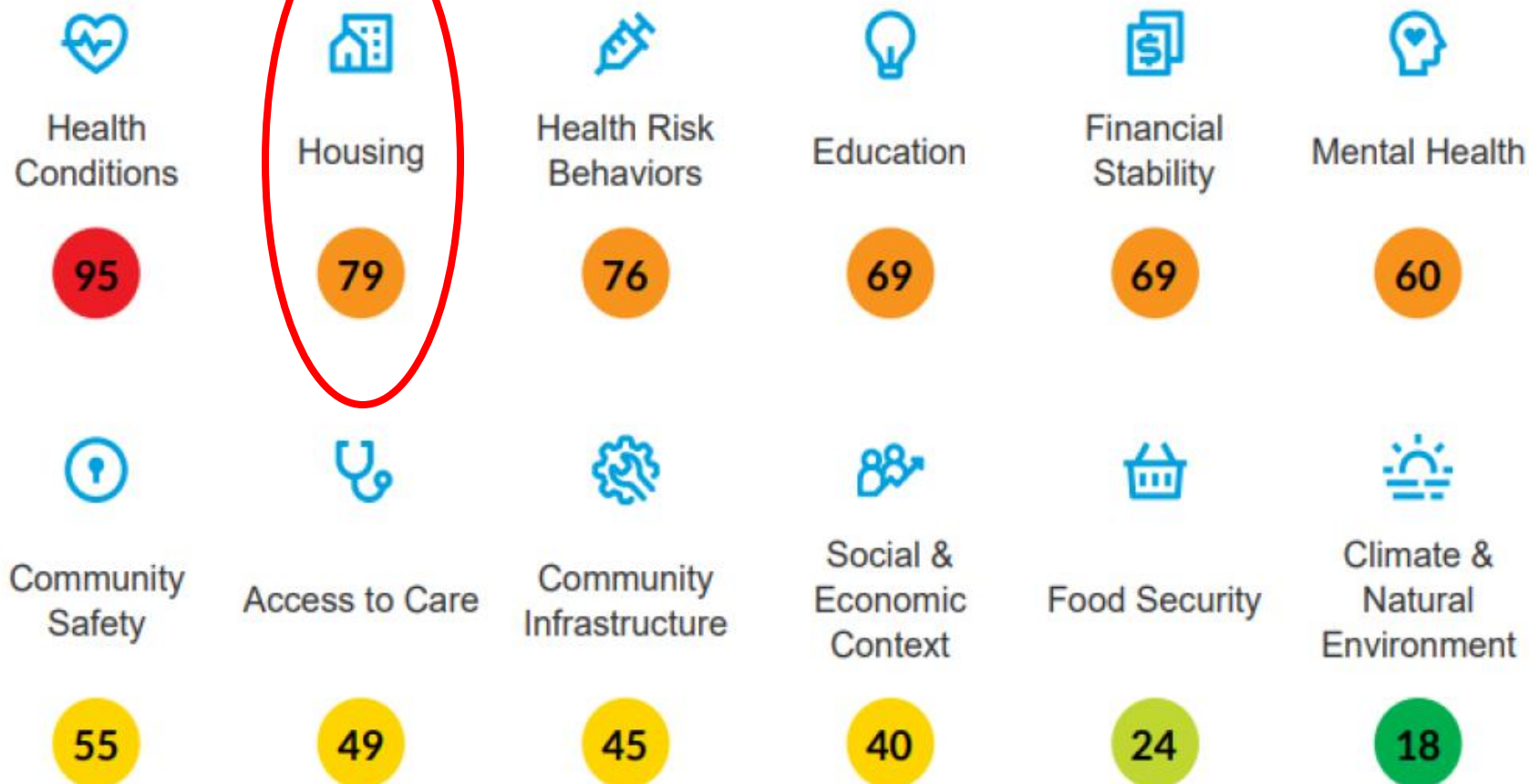
● Tillamook CHNA (62.97%)
● Oregon (54.41%)
● United States (54.30%)



● Tillamook CHNA (5.62%)
● Oregon (3.50%)
● United States (2.68%)

Report Area	Units Affordable at 50% AMI	Units Affordable at 60% AMI	Units Affordable at 80% AMI	Units Affordable at 100% AMI	Units Affordable at 125% AMI
Tillamook CHNA	13.73%	17.63%	27.76%	36.68%	48.13%
Oregon	13.33%	18.96%	31.09%	42.99%	57.84%
United States	20.73%	28.61%	44.19%	59.45%	69.61%

Secondary Data Analysis Tillamook



Legend: ● Excellent ● Very Good ● Good ● Fair ● Poor



TILLAMOOK COUNTY HOUSING COMMISSION

Tillamook County Housing Commission

Established in 2019

Tillamook County Housing Commission

Innovative Housing Solutions

- Short-Term Rental (STR) Operator Fee Program
 - FTE County Housing Coordinator and staff
 - Housing Production Solutions Fund
 - \$1.4M grants funds awarded to catalyze affordable and workforce housing projects
 - 131 new deed-restricted and 32 preserved housing units in the last three years
- **STR program has returned hundreds of rental housing units to the market**
- Property Tax Abatement
- Accessory Dwelling Unit (ADU) Ordinance
- SB406 Middle Housing Code Updates
- \$3.78M DEQ/CERTA grant for “Space-Efficient” housing
- Moderate Income Revolving Loan (MIRL)
- Housing infrastructure support through Business Oregon



TILLAMOOK BAY COMMONS

Workforce Housing Project

Tillamook County



Location, Location, Location



TILLAMOOK BAY COMMONS

- **72 Units Workforce Housing (up to 100% AMI)**
- **Brownfield Site**
- **Partnership with landowner, County, City of Tillamook**
- **Pre-Lease Agreements**
- **Unique workforce housing non-profit development company**
- **Project funding**
 - **Tax-exempt bond financing**
 - **Moderate Income Revolving Loan (MIRL)**
 - **Grants**
 - **Housing Production Solutions Fund**
 - **DEQ/CERTA “Space Efficient” grant funding**
 - **And more pending . . .**



CONTACT

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HAYDEN
HOMES



SIMPLICITY
BY HAYDEN HOMES

***“Public/Private Co-Investment: Building Workforce Housing*”**

Deborah Flagan
VP of Community Engagement
October 2, 2025

Give as you g

Hayden Homes & Simplicity by Hayden Homes



○ OVERVIEW

- Largest private homebuilder in the Pacific Northwest
- Oregon, Washington, Idaho & Montana
- Rural/Secondary Markets
- Founded 35 years ago in Redmond, Oregon

○ BUSINESS MODEL

- Area Median Income (AMI) each city
- Goal is to bring a home to market for working families earning 100-120% AMI
- 1800 Homes in 2025

Hayden Homes

- Community/Neighbor Builder

Simplicity by Hayden Homes

- General Contractor - utilizing Hayden Homes efficiencies, buying power/cost savings and shared trade partners.
- On Your Land
- Private/Public Partnerships, Investors, Non-Profit Partners, Community Land Trusts

Charitable Giving

- \$80M in Giving
- First Story: 135 Homes/30 Year No Interest Loan/80% AMI or less

Investor Owned Community For Sale / Rent



Cottage Community

For Sale / Rent



Apartment
9 Plex - For Rent



Plexes

Duplexes, Tri-Plexes & Quads
For Sale / Rent



Motel Conversion

Transitional / Work Force For Rent



ADU

Additional Dwelling Units



Questions?

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