



THE OREGON OUTLOOK

The Voice of the Oregon Manufactured Housing Association

Issue 4 - 2018

Winter 2018

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President's Message

Kevin McShane, Fleetwood Homes

2018 was another great year for our industry and our Association. Production and shipments increased once again as consumers embraced our products as an affordable, high value housing option. The OMHA continued its efforts to raise the profile of the industry and to give back to the communities we live and work in.

Looking ahead, 2019 looks like another good year for the industry. And it will be another busy year for the OMHA. We will continue popular initiatives like our college scholarship program and the annual golf tournament- for the second year in a row the tournament will raise money for a selected charity. And of course the legislature will be in session, creating more challenges and opportunities. As always, we strongly encourage all our members to get involved in whatever way you can.

Thank you for all you do for your companies, your industry and your communities. I'd like to wish each of you a joyous holiday season and a happy and prosperous New Year.

Save the Date!

OMHA Annual Golf Tournament

August 14, 2019

1:45 tee time

Langdon Farms Golf Course

Aurora, Oregon



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A Personal Report on News of Interest to Members of the Oregon Manufactured Housing Association

OREGON MANUFACTURED HOUSING ASSOCIATION 2019 Board of Directors

Join Us for a Board Meeting!



Executive Committee

President

Kevin McShane Fleetwood Homes

Past President

Forrest Barnes Palm Harbor Homes

Vice President

Patrick Faes Champion Home

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Jeff Johanson Fleetwood Homes

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- Deanne Amato Sheridan Factory Homes
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- Wayne Kennedy Cascade Factory Homes
- Troy Morrow Country Place Mortgage
- Jim Munsey CU Factory Built Lending
- Ben Roche Palm Harbor Homes
- Joe VanHaverbeke VanHaverbeke Properties

OMHA Staff

- Genoa Ingram, Government Relations
- Laureal Williams, Financials
- Taryn Nugent
- Emily Marchant

The OMHA Board of Directors meet four to six times per year as a full board with additional Executive Committee Meetings, as needed.

Meetings are open to all OMHA Members and we welcome your involvement in person or questions in advance of the meetings for discussion. Our first meeting of the new year will be **January 9, 2019** at **4:00 p.m.**

Stay tuned for the full 2019 Meeting schedule.

Meetings are held at the OMHA Office at 2255 State St Salem, OR 97301 and begin at 4:00 p.m. Light refreshments are provided, so please contact staff by email or at 503-364-2470 to RSVP.

SPACE AVAILABLE FOR ADVERTISING
~ Newsletter and 2019 Membership Directory

FOR MORE INFORMATION,
CONTACT EMILY MARCHANT
at omha@omha.com or
503-364-2470

2018 Annual Meeting



Dr. Eric Fruits speaks on Manufactured Housing in 21sr Century

Thank you to all who attended OMHA's Annual Meeting on November 28. Guests this year enjoyed dinner from Bentley's Grill while listening to presentations by Dr. Eric Fruits of Economics International Corp., Zack Reeves of CFM Strategic Communications, Inc., and OMHA's lobbyist, Genoa Ingram. "Making a Difference" Scholarship recipients and their families were recognized by President Kevin McShane. For those of you who missed Annual Meeting, we have included CFM's presentation on slides on pages 6 - 10. We hope to see you all next year!

Legislative Update

The 2019 Legislative Session is just around the corner and OMHA is carefully monitoring legislative concepts and drafts. A legislative concept from House Speaker Tina Kotek (D-Portland) raises alarm because of its attack on single-family dwellings. Speaker Kotek has expressed her hope for legislation in 2019 that may end single-family zoning in cities with a population of 10,000 or more to deal with the housing crisis. Part of her concept is to require cities to allow at least four homes on a lot zoned for single-family homes, however it also requires cities to allow duplexes, triplexes, and quadruplexes in previously zoned single-family residential areas.

In better news, OMHA has drafted legislation to exempt park models from electric and plumbing licensure requirements by expressly defining park models as recreational vehicles. Our draft bill this year is identical to [SB 753](#) which we lobbied in 2017, but dropped in favor of [SB 983](#) which was endorsed by Building Codes Division.

SB 983 created an exemption for work on RVs, eliminating the need for licensed electricians and plumbers. However, park models were not addressed expressly in the legislation, and Building Codes Division did not incorporate them administratively. SB 753 will expressly include park models in the definition of RVs to allow park models to benefit from this licensure exemption as well.

OMHA is pleased to announce that Representative Stark will sponsor SB 753, and Representative Pam Marsh, and Senators Arnie Roblan and Sara Gelser have signed on in support. We are continuing to seek further sponsorship for full bi-partisan support.



Landlord Tenant Update

The Landlord/Tenant Coalition met last on December 18. One of the issues, tree maintenance, resulted in a proposed amendment for 2019 which puts the burden on the landlord. The rationale for the amendment is that the landlord is the owner of the property, rent is meant to pay for overhead, like regularly scheduled maintenance, and those of fixed or limited income, which is largely the demographic of park tenants, are unlikely to be able to afford to maintain the large trees.

The Landlord/Tenant Coalition discussed mediation of park disputes (between landlord and tenant or between two tenants). Current statute, ORS 90.610 (2), only requires voluntary mediation, and has been amended to establish a mandatory alternative dispute resolution. The CDRC must notify MCRC the



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Jim Munsey
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mediation results. Facility closures, facility sales, termination of tenancy, and rent and rent increases are not subject to mandatory mediation as long as they are consistent with their respective statutes.

The Coalition continues their discussions on sub-metering into 2019 in hopes of drafting an amendment reflecting a compromise.

The next Coalition meetings will be January 15 and February 6 from 9 a.m.-12 p.m. at the OMHA office.

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OREGON MANUFACTURED
HOUSING ASSOCIATION

Legislative Interview Findings

Oregon Manufactured Housing Association
November 27, 2018



Methodology

- Interviewees reflected the Legislature's partisan/geographic split
- Combination of telephone/in-person interviews
- 11-question survey
 - Combination of yes/no, multiple choice and open-ended

The Project

- Legislative interviews to gain deeper understanding
- 20 key legislators targeted
 - Combination of leadership and key committee assignments
 - 19 conducted (one declined)

Legislator knowledge

- Strong, broad bipartisan support for industry
- Many cited quality and affordability of product
- Unanimous interest in facility tours
- Landlord/tenant issues inevitably discussed

Key Findings

- Level of knowledge of industry varies greatly amongst legislators
- Ongoing education needed re: quality of product and options available to consumers
- Continued association with landlord/tenant issues
- Industry has a role to play in fixing housing crisis

Association with landlord/tenant issues

- Difference between manufactured housing models found in parks and other, more complex types
- ‘Landowner versus tenant continues to cloud the conversation’
- Even when praising manufactured housing as a great solution, references to landlord/tenant issues

Ongoing education opportunities

- Numerous citations of dilapidated-looking mobile home parks
- Double standard
 - Many legislators also noting that it is a quality, affordable easy-to-build product
 - ‘Great starter homes’

Conclusions

- Industry is familiar with many of the key findings
- Continuing to battle preconceived notions
- Pleasantly surprised re: strength of industry
- Legislators seem more concerned with industry's role in housing policy discussions
- 'Nothing can be done. I'm a full supporter.'

Industry's role to play

- Three questions regarding Oregon's housing crisis
 - Can both increase housing supply and increase affordability
 - 135,000 additional units needed
- Legislators eager to work with OMHA to find solutions

Energy Efficiency Marketing Push—NEEM Program Updates

By Brady Peeks

The Northwest Energy Efficient Manufactured Housing Program is working with the region's utilities to do some online marketing during 2019. We will be buying targeted ads that get shown to people shopping online for manufactured housing. The add campaign will drive traffic to the neemhomes.com site's landing page where a short video will describe the benefits of certified energy efficient homes and direct people to a regional list of retailers and industry association websites.

We also will be coming around to retail locations with new NEEM program brochures, Energy Star window clings for NEEM-certified display homes and doormats for retailers who sell homes from the two manufacturers currently offering the new ENERGY STAR with NEEM+ top tier energy efficiency package (Kit Custom Homebuilders and Palm Harbor Homes). The NEEM team is available for staff training about energy efficiency and smart home technologies.

We've spent several years developing the NEEM+ specifications with the industry. One reason for the NEEM+ package is that building codes in the Northwest already require new site-built homes to be the most energy-efficient in the nation. Now the NEEM+ package takes manufactured homes to the next level, resulting in the most comfortable, durable and energy-efficient homes ever offered—with the new features and smart technologies that customers want. We're hoping that utility incentives at the factory level, paired with home buyer (and sometimes sales person) incentives from over 75 regional electric utilities, will help drive sales of both the regular ENERGY STAR new NEEM+ packages during 2019.

Visit the NEEM program online today at www.neemhomes.com.

