



Jackson County Community Long Term Recovery Group
Housing Recovery Workgroup

Home Sharing Engagement Plan

Purpose

We advocate for and support home-sharing programs that provide affordable housing solutions by matching individuals with available space in their homes to those needing housing.

Priority Leader

Judy Smith, Asia Elsner, & Abigail Dehner

Update Frequency

Provides updates in the JCC LTRG Housing Recovery Workgroup, which occurs on the third Wednesday of every month from 10:00 - 11:30.

Current Work

1. **Engaging Potential Participants in Homeshare Programs:** Identify and engage potential participants in homeshare programs, including faith-based congregations and other community groups.
 - a. **Action Steps:**
 - i. **Distribute Informational Materials:** Create and distribute one-pagers outlining the benefits of homeshare programs to social networks, clubs, and community groups.
 - ii. **Create Promotional Material:** Develop a one-page flyer highlighting the advantages of homeshare programs by a specified deadline.
 - iii. **Leverage Social Media:** Promote homeshare programs through social media channels, utilizing platforms such as Homeshare Oregon to increase visibility and reach.
 - iv. **Collaborate with Communication Committee:** Work closely with the Communication Committee to feature homeshare programs in newsletters, weekly wrap-ups, and other communication channels.
 - v. **Facilitate Introductions:** Arrange "warm handoff" meetings between potential participants and Homeshare Oregon staff to provide personalized guidance and support.
 - b. **Metrics:**
 - i. Number of individuals identified and engaged in discussions or activities related to homeshare programs.
 - ii. Participation rates of engaged participants in the home share programs.
2. **Showcasing Success Stories of Homesharing:** Create outreach materials showcasing success stories and explaining the benefits of home sharing.
 - a. **Action Steps:**
 - i. **Newsletter Feature:** Highlight a compelling success story of home sharing in the LTRG Housing Write-up Newsletter, emphasizing unique circumstances or challenges overcome, particularly among fire survivors in Jackson County.
 - ii. **Share Widely:** Share success stories with other areas to promote more owner/lessee engagement, encouraging collaboration and knowledge-sharing across regions.
 - b. **Metrics:**

- i. Development of outreach materials showcasing success stories of home-sharing.
- ii. Number of success stories documented and included in the outreach materials.
- iii. Feedback from stakeholders on the effectiveness of the success stories in promoting home-sharing.

3. Educating the Community about Homesharing: Educate the community about how home-sharing works and its positive impact on addressing housing needs.

a. **Action Steps:**

- i. **General Meeting Presentation:** Invite Homeshare Oregon to present at the LTRG General Meeting scheduled for July 10, 2024, providing an opportunity for comprehensive education on home-sharing to a wide audience.
- ii. **"Warm Handoff" Meetings:** Facilitate "warm handoff" meetings to Homeshare Oregon staff, involving organizations such as ACCESS, HAJC, CoC, and others, to foster collaboration and knowledge-sharing.
- iii. **Table at Workshop Series:** Set up a table at Workshop Series events to provide information and resources about home-sharing, engaging directly with community members interested in learning more.

b. **Metrics:**

- i. Number of community members or organizations educated about home-sharing and its benefits
- ii. Track reach and engagement metrics of educational initiatives, including workshops and informational sessions

Staff Support

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