

# 2024 Keynote Address



**Margaret Salazar**  
**CEO, REACH CDC**

# Margaret Salazar

Housing Land Advocates 2024 Conference





# The need for affordable, stable housing.





# What's at stake: Why it's important

- Housing and health
- Intergenerational wealth
- Evictions, dislocation, displacement
- Climate change











# About REACH

REACH serves three counties: **Multnomah, Washington, and Clark County**

Maintains over **2,800 homes** for more than **3,500 individuals & families**

## How We Support Community

- Build, maintain and manage affordable homes
- Provide on-site services & resident support
- Free home repairs for qualifying homeowners





# Resident Survey (2021)

**155** Residents Participation

**24** out of 43 Properties

Median **Age 56**

Most lived in **1-bed**

Lived at REACH for **3 years**



If you had \$100 to spend on programs to build your wealth, what would that distribution look like?





If you could design your own unit, what would it look like? What would you like to see.

**Bathroom with a fan.**

**More closet space.**

**Title in the kitchen.**

It's sufficient but I would like a balcony and a bathtub.

More plants in the public spaces, fake ones are fine too.

**Larger kitchen and bedroom.**

**More storage space.**

**Washer and Dryer in the unit.**

Kitchen cabinet knobs are too sharpe.

**2 bd. More modern design.**

**Bigger 3bd unit.**

I have lived in three different units but am currently in 2bd, would love to see a small island to make the counter space larger.

**Walk-in Closet**

**Dishwasher and garbage diposal.**

More insulation and soundproofing. Shower with bathtub.

I'm in a 1bd and would like the opportunity to move in a 3bd.

1 bd, I like my apartment but I would have made the shower bigger specifically for seniors and the disabled.

**Closet for mop and broom.**

Soundproofing windows to cut down on traffic noise. Love my studio but would love a 1 bd.

**Carpet in bedroom vs no carpet in bedroom.**

Vinyl hardwood floors, better windows because they do not hold in heat, dishwasher plz!

In 1bd, would love 2 bd w/ 2bath in case of company visits. Lots of windows, a large closet, and new appliances.

**Bigger bedroom**

**I like the layout!**

**AC Please!**

**Microwave please.**

**Build-in shelves and more storage space.**

More counter space, stackable washer and dryer, ac in the summer, a lot more water pressure.

**Balcony.**







# What's Next





# 2024 Strategic Initiatives

**Initiative 1:** Opening Doors: 300+ New Homes by 2025

**Initiative 2:** Safe & Stable Homes - Housing Retention

**Initiative 3:** Health + Housing

**Initiative 4:** Green, Sustainable and Climate Resilient Homes

**Initiative 5:** BIPOC Homebuying Partnerships



# Thank you!