

Submitter: BETTINA HANNIGAN
On Behalf Of: Florence Area Chamber of Commerce
Committee: House Committee On Housing and Homelessness
Measure, Appointment or Topic: HB3939

Testimony in Support of House Bill 3939

Submitted by: Bettina Hannigan, President/CEO
Florence Area Chamber of Commerce

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To Chair Dexter, Vice-Chairs, and Members of the House Committee on Housing and Homelessness:

On behalf of the Florence Area Chamber of Commerce, I am writing to express strong support for House Bill 3939. This bill offers a strategic and results-driven approach to one of Oregon's most pressing challenges: housing for low-income individuals and our essential workforce.

The Florence Area Chamber of Commerce serves as a catalyst for business growth, a convener of leaders and influencers, and a champion for a thriving community on Oregon's central coast. Among the most critical issues impacting our region's economic health and workforce stability is the lack of housing that is accessible to both low-income households and ALICE workers.

ALICE—Asset Limited, Income Constrained, Employed—represents a growing segment of our population. These are working individuals earning just above the Federal Poverty Level but still unable to afford the basic cost of living. They are cashiers, hospitality staff, home health aides, childcare providers, and others who play essential roles in our local economy. While they are employed, they often struggle to find safe, stable housing within the communities they serve.

In Florence, many of our residents fall into this gap. The inability to secure housing within a reasonable distance to their workplace affects job retention, business operations, and the overall vitality of our community.

House Bill 3939 addresses this challenge directly by facilitating public-private partnerships to deliver 3,080 new housing units—including units specifically priced for those at or below 130% of area median income. This ensures support not only for low-income households but also for ALICE workers who are too often overlooked in traditional housing policy.

The bill also ensures responsible investment by prioritizing shovel-ready projects within existing urban growth boundaries, aligning public resources with private sector

commitment, and requiring delivery within 60 months of funding.

The Florence Area Chamber of Commerce strongly supports HB 3939 and encourages this committee to prioritize this opportunity to strengthen Oregon's workforce, economy, and communities—especially in rural areas like ours.

Respectfully,
Bettina Hannigan
President/CEO
Florence Area Chamber of Commerce
FlorenceChamber.com