



# HOME COMMITTEE REVIEW

## LONG TERM LEASE INCENTIVES

### *Rubric*

#### Project Specific Information

<b>AMI/population targets</b>	30% to 85% Area Median Income (AMI)
<b>Unit Creation Potential</b>	Zero - Low
<b>Type of Housing</b>	Rental; All housing types

#### Partnership Opportunities

<b>Private partnerships</b>	Possible (e.g., Placemate or local employers)
<b>Community partnerships</b>	Possible (e.g., Bend Chamber)

#### Considerations For Implementation

<b>Program Readiness timeline</b>	6-12 months
<b>Additional Staff Required</b>	Low-Medium
<b>Magnitude of initial investment</b>	\$500,000
<b>Risks</b>	Limited landlord participation, affordability may concentrate in areas where landlords participate, compliance, short-term impact, equity of benefit, and housing insecurity.
<b>Proven track record in Oregon</b>	On February 24, 2026, the City of Portland introduced a pilot that pays homeowners \$1,000 for the first room and \$500 for each additional room rented at or below \$800 per month for at least 12 months.
<b>Anticipated Award per Project</b>	\$5,000+/year



## **Packet**

### **Description Of Program:**

A long-term lease incentives program provides financial incentives to homeowners who commit to renting homes or rooms to qualified tenants that work for local employers at defined affordability levels for a minimum lease term, typically 12 months or longer. The program is designed to increase the supply of stable housing for the local workforce by encouraging property owners to lease to households with verified employment tied to employers located within the community and whose incomes fall within established limits, such as 80% of area median income. In return, property owners agree to rent to approved tenant households, comply with rent caps, maintain the unit in compliance with local codes, and restrict the use of the property to long-term residential rental.

The program can be administered by a third-party administrator or City staff to conduct outreach, application review, income and employment verification, and compliance monitoring. Incentive payments are generally issued in installments, at lease execution and one upon successful completion of the lease term, to reinforce long-term tenancy. Eligibility requirements typically apply to both properties and tenants, including location within city limits, documentation confirming employment with local employers, and limits on ineligible unit types or lease arrangements. Together, these program elements help stabilize housing for locally employed tenants while leveraging existing housing stock.

### **Benefits to the Community:**

A long-term lease incentives program delivers several important benefits to the community by strengthening housing stability and supporting the local economy. By encouraging property owners to offer longer leases at predictable, affordable rents, the program increases the supply of secure housing for tenants who work for local employers. This stability helps reduce displacement, turnover, and commuting pressures, allowing locally employed tenants to remain close to their workplaces and participate more fully in community life.

The program also benefits employers and local services by helping them retain workers who might otherwise be priced out of the area. Stable housing contributes to a more reliable workforce for schools, healthcare providers, small businesses, and municipal services. In addition, leveraging existing housing stock allows communities to respond more quickly and cost-effectively to housing needs. Overall, long-term lease incentives promote economic resilience and a stronger connection between housing and local employment.

### **Risks:**

A long-term lease incentive program carries participation and market-fit risks. Financial incentives may be insufficient to overcome homeowner concerns about privacy, liability, or lifestyle changes, limiting enrollment. Rent caps may also be misaligned with prevailing market rents, especially in higher-cost areas, reducing uptake where additional supply is most needed.



If participation clusters in lower-cost neighborhoods, the program’s impact may be uneven across the community.

There are also administrative, durability, and equity risks. Monitoring rent levels, occupancy, and compliance over an affordability term can be staff-intensive and increase program costs. Because incentives are time-limited, some units may revert to higher rents or exit the rental market once payments end, resulting in short-term gains. Benefits may disproportionately accrue to homeowners with spare rooms rather than to lower-income households facing the greatest housing challenges, and room-rental arrangements can involve informal leases that may offer fewer protections and less stability for tenants.

### **Utilization of This Tool in Oregon or Similar Community:**

Portland’s Home Sharing Pilot Program is in its early stages and additional time, approximately another month, may be needed before sufficient participation and activity generate meaningful data for reliable analysis and evaluation.

### **Key Takeaways:**

- Prioritize housing stability through minimum lease terms with clear rent caps, tenant income and employment verification, and restrictions on short-term rentals.
- Structure incentives to reward compliance and long-term participation, with payments tied to lease execution and successful completion.
- Strengthen workforce retention, reduce displacement, and preserve local housing supply by leveraging existing units rather than new construction, while incorporating oversight mechanisms to ensure affordability, accountability, and community benefit.

### **Case Study:**

Property owners of single-family homes, condominiums, townhomes, duplexes, triplexes, and fourplexes within the East Placer Transient Occupancy Tax District (North Lake Tahoe) may participate in a funded long-term lease incentive program administered by Placemate. The program reduces barriers for property owners to transition toward long-term renting while ensuring accountability through structured lease compliance checks and installment-based incentive payments.

Program outcomes demonstrate both immediate and lasting community benefits. Since its launch in August of 2022, comparable Placer-managed incentive programs administered by Placemate have unlocked more than 100 properties and hundreds of bedrooms, providing housing for local employees and their families who work at least 20 hours per week for regional employers. Notably, many participating properties continue to operate as long-term rentals even after incentives conclude, suggesting these programs help create durable housing supply rather than short-term gains.



## Key Contacts:

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## Additional Resources:

[Portland Offers \\$1,000 to Homeowners Who Rent Spare Rooms for 12 Months](#)

[Portland Home Sharing Pilot Program](#)

[Ketchum to end Lease to Locals](#)

[Placemate - Rooted Renters Program](#)

[Placemate - Lease to Locals](#)

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### **Accommodation Information for People with Disabilities & Language Assistance Services**

You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please email [accessibility@bendoregon.gov](mailto:accessibility@bendoregon.gov) or call 541-693-2198. Relay Users Dial 7-1-1. All requests are subject to vendor processing times and should be submitted 48-72 hours in advance of events.

### **Servicios de asistencia lingüística e información sobre alojamiento para personas con discapacidad**

Puede obtener esta información en formatos alternativos como Braille, formato electrónico, etc. También disponemos de servicios gratuitos de asistencia lingüística. Póngase en contacto en correo electrónico [accessibility@bendoregon.gov](mailto:accessibility@bendoregon.gov) o número de teléfono 541-693-2198. Los usuarios del servicio de retransmisión deben marcar el 7-1-1. Por favor, envíe sus solicitudes con 48-72 horas de antelación al evento; todas las solicitudes están sujetas a los tiempos de procesamiento del proveedor.