

*Final evaluation of*  
**PORTLAND-VANCOUVER METRO AREA  
SMOKEFREE HOUSING PROJECT**



**April 2010**

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## INTRODUCTION

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The Portland-Vancouver Metro Area Smokefree Housing Project is a collaboration between the American Lung Association in Oregon (ALAO) and the health departments of Multnomah, Clackamas, Washington and Clark (WA) counties. The project has been funded by the American Legacy Foundation, the Kaiser Permanente Community Fund at the Northwest Health Foundation and an anonymous family foundation (through ALAO), the Oregon Tobacco Prevention and Education Program, Oregon Public Health Division (through Multnomah County Health Department) and Washington State Department of Health Tobacco Prevention and Control Program, Community Choices 2010 and Steps to a Healthier Clark County (through Clark County Public Health).

This report evaluates measures and data collected by ALAO and the four county health departments to track progress on Project activities and goals. This report was made possible from the support of an anonymous family foundation through the American Lung Association in Oregon.

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## EVALUATION

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### OVERVIEW OF EVALUATION APPROACH

For convenience in reviewing the data provided in this report, this evaluation is organized by the objectives and goals that have been set for the project. That said, it is important to keep in mind that the most critical measures of project success are not the amount of effort expended, but rather the question of whether the intended outcome is being achieved — the degree to which the transition to smokefree housing as the predominant paradigm is reaching critical mass (a “Tipping Point”) in the marketplace. It is the outcome measures associated with this core question that we wish to highlight in this introduction to the evaluation approach. Therefore, while reviewing the *Evaluation Results* that follow this overview, keep in mind that the following key measures were identified in our original evaluation plan as most likely to provide insight into actual progress toward the overall goal:

▶ **Renter survey data.** A baseline survey was conducted in the summer of 2006 and repeated in the summer of 2009 in order to provide the best empirical data on the core changes the Smoke Free Housing Project is designed to bring out. The results from these research studies provide information such as:

- Tenant attitudes and experiences regarding smoking and smokefree housing.
- Segmentation on opinions by income.
- Incidence of tenants who say they "rarely" or "never" experience secondhand smoke inside their homes (an increase from 70% in 2006 to 76% in 2009).
- Incidence of tenants who have set their own rules forbidding *any* smoking inside their own homes (82% in both 2006 and 2009).
- Incidence of rental units, metro-wide, for which the landlord has forbidden indoor smoking (17% in 2006; 22% in 2009).<sup>1</sup> *In a sense, the increase in this core percentage most directly demonstrates that the intended market change is beginning to take place.*

Both the 2006 and 2009 survey results have been reported on in full elsewhere in this report and are available at: [www.smokefreehousingNW.com](http://www.smokefreehousingNW.com).

▶ **Other core data points.** The following additional sets of information have been identified as potential secondary data sources that may also shed important light on the degree to which landlord behavior is changing as hoped:

- **Changes in percent of rental ads in OregonLive.com, The Apartment Guide and Housing Connections that advertise smokefree housing.** If landlords believe there is value in offering smokefree housing, then they will want prospective renters to know their properties offer this feature. As a result, beginning in November of 2007, a sample

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<sup>1</sup> This increase is significant at the 94% confidence level.

has been taken from each source every month and the percentage of ads that mention smokefree rentals has been determined.

- **Change in number of local rental forms providers that include options to check “nonsmoking” on the lease form.** Because it is common for landlords to set the rules that are offered to them by the local forms providers, ensuring that the option to make rental units smokefree appears on such forms is a key strategy to encouraging the change over time.
- **Changes at “opinion leading” large property management firms.** Documented changes in policies implemented by influential, large property management firms individually targeted by the campaign have also been tracked. “Influential firms” include those who are particularly active in local property management associations and are also responsible for a large number of rental units in the local area. The resulting measure here is simply a list and number of units/properties converted since work on the program began. It is not created through a survey, but reported by different smokefree housing team members and the results are compiled.
- **Changes in curricula taught at property management trainings in the area,** including amount of time spent live on the subject matter and number of landlords trained.
- **Legal requirement for landlords to provide information on no-smoking policy.** Requiring all landlords to tell prospective tenants what their policies are regarding smoking will allow tenants to make informed decisions regarding whether or not they want to live in an apartment with the possibility of secondhand smoke.
- **Changes by affordable and public housing providers.** This includes public housing authorities, local community development corporations, providers of transitional/SRO housing, and tax credit housing providers.

The above elements form the core measures of success in the evaluation plan. Some have been reported on previously (specifically the renters’ survey). The remainder are reported on in the following pages.

## EVALUATION RESULTS

The long-term purpose of the Project is: *To reduce the exposure to secondhand smoke among renters in the Portland-Vancouver metro area by increasing the number of multi-unit properties that have smokefree building policies.* A series of objectives and goals were established to ensure fulfillment of the larger mission. Those include the following:

**GOAL A: To increase landlords' knowledge of smokefree rental policy issues by weaving the promotion of these policies into the fabric of training and communication to both landlords and tenants.** The desired outcome of this goal is to raise awareness among landlords and property managers that they have the right to make their properties smokefree; that it is in their financial interest to do so; and where to get the information and tools they need to adopt smokefree policies. For sustainability, we intend to work through partners who currently provide landlord training and communication venues so that this will become part of what they do on an ongoing basis.

Objective A1: By February 2008 at least four of the six known landlord training programs/educational opportunities will have incorporated messages and content promoting smokefree rental policies, reaching at least 2,000 landlord participants per year.

Status: Accomplished. Status indicators include:

■ **MATERIALS HAVE BEEN MADE AVAILABLE AT EACH OF THE KNOWN LANDLORD TRAININGS IN THE AREA.** Materials have been made available at all of the following training programs. Those who have made content adjustments integrating smokefree messages are indicated with their names underlined.

- City of Portland Bureau of Development Services — Smokefree housing materials have been available since the Spring of 2007 Landlord Trainings. Approximately **1,100 landlords** and property managers attended these trainings.
- Tualatin Valley Fire & Rescue – smokefree housing materials available beginning in 2007, 4 trainings/year, 25 participants/training, **total of 300+ participants.**
- Clark County Fire District – 3 trainings in 2007, total of **45 participants.**
- Fair Housing Council of Oregon's landlord trainings. FHCO staff first drafted a stand-alone and interwoven Fair Housing / Smokefree housing training program in early 2008. One such class was conducted with Metro Multi-Family Housing Association the same year. FHCO has subsequently provided smokefree housing information and literature at numerous Fair Housing trainings and programs in Oregon and southwest Washington.
- The Housing Partnership Workgroup (Portland and Vancouver) – quarterly meetings of landlords and social service providers, 50 attendees at Portland meetings, 15 attendees at Vancouver meetings. Smokefree housing materials and staff presence have been available since 2008 in both Portland and Vancouver. In addition, project staff members gave presentations on no-smoking policies in 2008 in both Portland and Vancouver. Approximately half of attendees are repeat attendees; approximately **300 total landlords reached.**
- The Landlord Study Hall – approx. 27 trainings to-date (9 per year) beginning in summer 2007, average of 30 attendees at each training (**810 total attendees**). Smokefree housing materials made available.
- 3M (Metro Multifamily Managers) Meetings – project staff attended two meetings of this Vancouver, WA group – **30 landlords reached.**
- Rent Well (formerly Ready to Rent) – in addition to the landlord trainings mentioned above, this tenant program has also incorporated smokefree messages. This program serves renters with barriers to housing (poor credit, criminal history, etc.)

As of 2009, smokefree housing information is part of the curriculum in Rent Well classes in Multnomah, Clackamas, Washington and Clark (WA) counties (**145 renters reached** to date).

■ **THE SMOKEFREE HOUSING MESSAGE HAS BEEN WELL REPRESENTED AT LOCAL PROPERTY MANAGEMENT TRADE SHOWS AND CONFERENCES.** Highlighted events include:

- Green Cities Conference, Portland – 4/09 (Display) Collaboration between metro project, Oregon Smokefree Housing Project, DHS/TPEP, local county coordinators, Fair Housing Council of Oregon, Smokefree Washington. 1,000 attendees estimated over 4 days.
- Rental Housing Association of Greater Portland (RHAGP) – 5/08 Rental Housing Show (Display and presentation) – 300 attendees
- Metro Multi-Family Housing Association (MMHA) – 9/06 (Display), 9/07 (Display and presentation to 50 attendees), 9/08 (Display and presentation to 50 attendees), 9/09 (Display) – 4,000+ total combined attendees.
- Oregon Housing & Community Services 2007 Housing Conference – 5/07 (Display) – 300 attendees
- Oregon Rental Housing Association (ORHA) – 6/07 (Display)
- National Association of Residential Property Management (NARPM) – 7/07, 15 attendees representing over 1,000 units in the Portland-Vancouver area.

**Objective A2:** By February 2010, at least two articles/year promoting smokefree rental policies will be published in each of three property management newsletters (with a combined circulation of over 20,000).

**Status:** Exceeded. We are pleased to say that the Project has been able to do much more than simply fulfilling this objective because the effort has spilled over to national prominence from our initial Oregon and Southwest Washington trade-publication focus:

■ **RESULTS IN THE MAINSTREAM PRESS INCLUDE BOTH NATIONAL AND LOCAL MEDIA.** Highlights include September 2009 articles about the benchmark renters' survey in *The Oregonian* and *The Willamette Week*, an October 2007 article in *USA Today* about Guardian Management's smokefree policy, a 2007 interview with Jim Wiard from Guardian Management on MSNBC, and a 2007 front-page article in *The Oregonian* on Guardian's smokefree policy.

■ **TRADE-PRESS COVERAGE HAS ALSO GONE NATIONAL AND LOCAL.**

National Highlights

- *Units*, the print magazine of the National Apartment Association featured smokefree housing on the front cover and in a series of five articles, one of which was co-authored by Project staff - Members represent *6.1 million apartment homes nationwide*. (December 2007)
- Project team drafted an article for renters on how to find smokefree housing for the Apartment Guide website, [www.apartments.com](http://www.apartments.com). Permanent online article was posted in October 2007 and later reprinted in *The Washington Post's* advertising section in April 2010.

- Article published in national magazine for respiratory therapists: “Advance for Managers of Respiratory Care” in October of 2008.

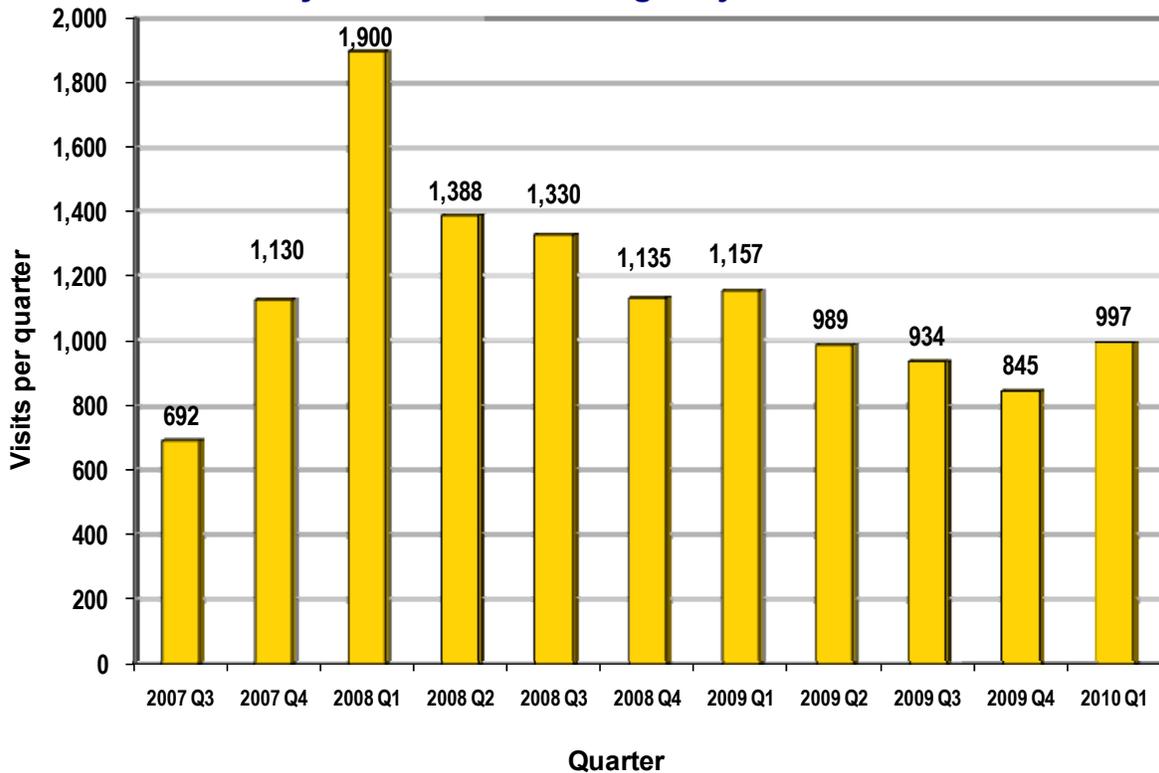
#### Local Highlights

- Since October 2006, 28 articles related to smokefree housing have appeared in *The Apartment Manager* monthly newspaper (written and contributed by Project staff). This newspaper is published in association with Metro Multifamily Housing Association, Oregon Rental Housing Association, Institute of Real Estate Management, and Clark County Rental Association and has a circulation of more than 20,000 Portland/Vancouver apartment owners, property managers, on-site and maintenance personnel.
- Oregon Rental Housing Association Newsletter printed one article summer 2007, 5,500 members.
- Metro Multi-Family Housing Association printed an article in their newsletter in June 2007 that featured and promoted the booklet they developed, *No-Smoking Conversion Guide* (based on our landlord handbook). Circulation of 470 individuals and companies.
- Fair Housing Council of Oregon had an article in their landlord e-newsletter May 2007, sent to 2,700 landlords.
- Fair Housing Council’s Housing print newsletter, *Tips and Trends* included two articles, one each in Spring and Summer 2007, 11,700 recipients just in Multnomah County alone.
- Rental Housing Association of Greater Portland newsletter included an article Summer 2007, 1,654 members.
- *Portland Business Journal* had an article in the June 2007 edition, 12,000 subscribers.
- *The Oregonian*’s Metro section published an article on smokefree housing in July of 2008.
- The *Portland Tribune* had a front page story about the Housing Authority of Portland going smokefree in March of 2009.
- *The Oregonian*’s real estate section did a “Q& A” section about changing smoking policies within existing leases. This was submitted by Norton Cabell, private landlord and Oregon Rental Housing Association lobbyist. This appeared in May of 2009.
- The Housing Authority of Portland’s e-newsletter, “HAP Unwrapped” featured an article about its no smoking policy and profiled the American Lung Association in Oregon as a community partner in May 2009. The newsletter is sent to 18,000 email addresses.
- *The Columbian* newspaper in Vancouver, WA, wrote a story about the Vancouver Housing Authority’s ban on smoking in June of 2009.
- The Clackamas County Health Department sent a letter to the editor in September 2009 to local newspapers after two apartment fires that were caused by cigarettes. The letter was signed by the project and published in the *Lake Oswego Review* and the *Portland Tribune*.

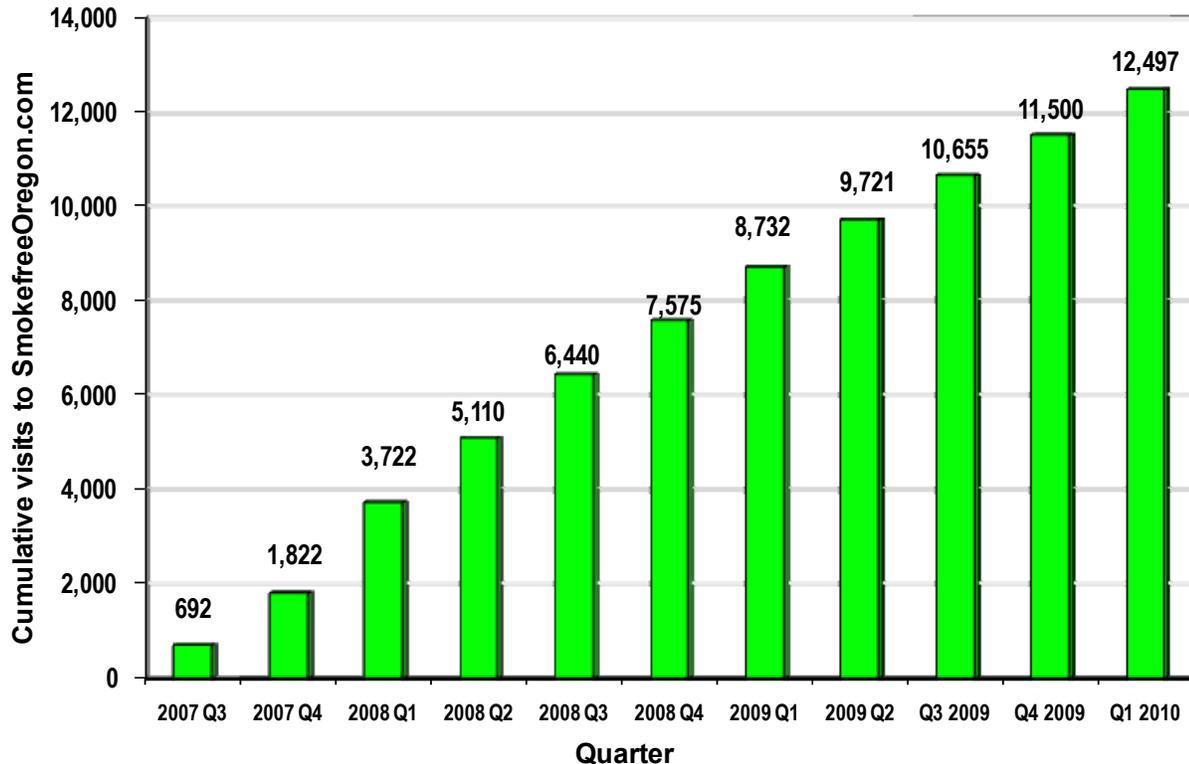
- Articles appeared in *Willamette Week* and *The Oregonian* regarding the Smokefree Housing Project, the American Lung Association in Oregon, and the 3-year benchmark survey in September of 2009.
- Articles that summarize the three-year benchmark renter’s survey appeared in October and November 2009 in three trade publications — The Rental Housing Association of Greater Portland’s newsletter, *The Landlord Times*, and the Clark County Rental Association newsletter. The articles were written and submitted by the American Lung Association in Oregon.

■ **AFTER PEAKING IN THE FIRST QUARTER 2008, THE SMOKEFREE HOUSING PROJECT WEBSITE ([WWW.SMOKEFREEOREGON.COM/HOUSING](http://WWW.SMOKEFREEOREGON.COM/HOUSING) OR: [WWW.SMOKEFREEHOUSINGNW.COM](http://WWW.SMOKEFREEHOUSINGNW.COM)) IS NOW BEING VISITED ABOUT 1,000 TIMES PER QUARTER.** In September 2007, ALAO began tracking visits to the Smokefree Housing Project website. Hits to the website peaked in the first quarter of 2008 with almost 2,000 during that quarter. This peak was due at least in part to a blast email send out to Metro Multi-family Housing Association (MMHA) and NARPM members with links to a Smokefree Housing landlord survey and the website. That figure has since declined, but has remained around 1,000 hits per quarter through the first quarter of 2010. Likely contributing to this decline has been the addition of two local smokefree housing web resources, one for Oregon landlords and one for Washington landlords. By the end of the first quarter of 2010, the site had received about 12,500 cumulative hits.

**Quarterly Smokefree Housing Project Website visits**



### Cumulative SmokefreeOregon.com visits



**Objective A3:** By February 2010, 6 out of 12 known apartment finder guides will include smoking status as part of the standard description of building amenities. This will reinforce with property managers that a policy is legal and marketable. This will also increase renters' ability to find smokefree buildings

*Status:* Accomplished.

The Project team used a two-pronged approach to achieving this goal: First, contacting local apartment guide branches about the inclusion of smoking status and second, sending a letter signed by all of our national partners to the guides' national offices. Successes include:

- **HousingConnections.org** worked with Project staff and partners to develop and feature search criteria for smokefree units. This has been in place since 2006. This registry is a project of the City of Portland designed for, but not limited to, helping people in the Portland-Vancouver metro area find affordable housing (it includes market-rate housing as well).
- The Project team was successful in convincing the Portland, OR version of the print guide "**The Apartment Guide**" to include "smokefree" as an amenity in their property ads. They asked for the universal "no-smoking" logo in July 2007 and first included this logo in the fall of 2007.
- **OregonLive.com** – the online version of *The Oregonian* newspaper added a "smokefree" check box to their rentals search in 2008.

- **RentLinx.com** – this online apartment directory contacted the Project in the summer of 2008, asking us to add their search function to the Project’s website. They include a smokefree search box and we added them as another option to help renters find housing.
- Nationally, we know the following websites also offer smokefree search criteria for housing searches: **ShowMeTheRent.com** (several states) and **Rentals.com**.
- In late 2009, we received written commitment from **GreenRenter.com** that they will add smokefree criteria to their “green building rating system.” We expect this change to occur by summer 2010.
- In 2008, verbal commitment to the change was secured from **TheApartmentShopper.com**. Project staff reached out to them one more time in April 2010 and will encourage other smokefree housing advocates to continue corresponding with their staff.
- As of January 2008, we had received word that the national office of **ApartmentFinder.com** was sharing our information with their legal department, another promising sign for inclusion. Project staff reached out to them one more time in April 2010 and will encourage other smokefree housing advocates to continue corresponding with their staff.
- As of March 2008, we had received verbal commitment from the well-known website **Craigslist.org** that they will explore adding smokefree search criteria on their housing section. As of the writing of this report, this addition has not yet occurred. We have encouraged other smokefree housing advocates to continue corresponding with their staff.

**Objective A4:** By February 2010, two out of three of the major providers of model lease forms will have incorporated smoking status into the standard lease language.

*Status:* Exceeded. Key results:

- **AS OF FEBRUARY 2008, METRO-MULTIFAMILY HOUSING ASSOCIATION, OREGON RENTAL HOUSING ASSOCIATION, AND STEVENS-NESS LAW PUBLISHING COMPANY OFFER, AS STANDARD LEASE FORMS, NON-SMOKING ADDENDA.** This is a significant step in changing landlord culture because one of the simplest ways for landlords to learn that nonsmoking rules are legal, appropriate, and in common practice is to observe that forms are offered for just this purpose from the organizations they have come to trust on subjects of rental management.

In addition to including a non-smoking addendum as part of their standard lease, Stevens-Ness Law Publishing Company displays the project’s resource, “A Landlord’s Guide to No-Smoking Policies” in all their offices. Currently approximately 100 guides per month are being distributed to landlords in this manner.

**Goal B: Increase the number of landlords/property managers in the Portland Metro area who have adopted smokefree policies for their properties.** The outcome of this goal is that many major multi-unit housing providers will have taken steps to adopt smokefree policies, communicated with their tenants through lease language and signage, and will have listed themselves as smokefree properties on [housingconnections.org](http://housingconnections.org).

Objective B1: By February 2010, 15 major landlords and/or property managers will have adopted smokefree policies.

*Status:* Exceeded. As of 2010, we know of at least 25 major landlords/property management companies that have adopted no-smoking policies at their properties.

**AN EARLY AND VERY SIGNIFICANT SUCCESS OF THE SMOKEFREE HOUSING PROJECT IS THAT GUARDIAN MANAGEMENT MADE 8,000 UNITS — 6,500 OF THEM IN OREGON — SMOKEFREE ON JANUARY 1, 2008.** The health benefit of smokefree properties was cited as one of the reasons for the transition. As part of their lease, residents in Guardian Management properties must agree to not smoke in apartments, common areas, or within 25 feet of any building on the property. As one of the largest property management companies in the Portland-Vancouver area, this policy impacts a very large number of rental units.

■ **OTHER MAJOR PROPERTY MANAGEMENT FIRMS HAVE MOVED TO SMOKEFREE HOUSING.** Along with Guardian Management, other major property management companies — those with 500 or more total units — were targeted for specific effort by project staff. As of this report, a total of 25 of these targeted major property management firms had instituted a no-smoking policy at some or all of their properties, including:

- Affinity Property Management. Manages 2,000 units on 40 properties. Staff met with Affinity in January of 2008 and again in July of 2009. As of July of 2009, some units were already smokefree and the company plans to gradually phase in its smokefree policy at more sites.
- Andrews Management. Manages 9,000 units on 190 properties, of which 171 properties are smokefree.
- Bowen Property Management. When initial conversations occurred in 2008, Bowen had already started transitioning to smokefree properties. As of early 2010, Bowen currently manages 1,555 units on 12 properties in Oregon and 8 of these properties are smokefree.
- Bristol Equities. All properties of Bristol Equities went smokefree in November 2007. Bristol Equities has 23 properties and a total of 716 units.
- Bunting Management. Manages 3,300 units on 23 properties. As of 2007, approximately 1,000 units at 4 properties were smokefree. As of January 2008, all new tenancies are smokefree.
- C&R Real Estate Services. Manages 100 properties and 3,000 units. ALAO began outreach to them in August 2007 and learned in September 2007 that they were adopting a no-smoking policy at 14 complexes, covering 421 units. The conversion was completed in December 2007. As of February 2010 C&R Real Estate has 21 smokefree properties representing 608 units.

- Cambridge Real Estate Services. ALAO identified their smokefree policy in October 2007. They currently have a no-smoking policy at 40 properties. This policy went into effect for new tenants on October 1, 2007, and for all residents on January 1, 2008.
- Carla Properties, LTD. Manages 2,500 units on 17 properties. In December of 2008 Carla Properties reported to ALAO that they are gradually transitioning to smokefree apartments.
- Cascade Management, Inc. Adopted a smokefree policy for three of its properties, 85 units total, in October 2007. As of 2010, their website states that they manage 150 properties in Oregon.
- Dalton Management. Manages 1,000 units on 15 properties. As of February 2010, Dalton has one completely smokefree property (114 units) and 14 properties (686 units) with a smokefree building policy with outside designated smoking areas.
- Harsch Investment Properties. Manages 1,100 units, all of which are now smokefree. Portfolio includes 450 HUD apartments that provide housing for elderly residents and people with disabilities.
- Housing Authority of Portland. On Aug. 1, 2009, a no-smoking policy went into effect at 37 HAP properties, including 1,993 public housing units. An additional 3,760 affordable housing HAP units will become smokefree by August 2010.
- Income Property Management. Operates 4,000 units, some of which are currently smokefree. From returned surveys, we know that at least 165 units are smokefree and probably many more.
- J.K. Management. Manages 832 units on 8 properties. In early 2010 they completed a resident survey and will use that data to increase the number of smokefree properties. At least 3 properties will be smoke free by the end of 2010 (400 units). And the remaining five will have greatly reduced smoking areas.
- JPM Real Estate Services. Manages 2,500 units on 45 properties, majority of which are smokefree. Goal is to have all units be smokefree by the end of 2009. Uses smokefree signage.
- KBC Management. Manages 850 units on 45 properties, all of which are smokefree. Has had a smokefree policy for 15 years. KBC was the inspiration for Bristol Equities going smokefree.
- Mainlander Property Management. Manages 900 single family units, all smokefree.
- Pinnacle Realty. Manages 175,000 multi-family units in 250 cities across the United States, Canada and Asia. They manage approximately 4,600 units in the Portland metro area alone. *Pinnacle is described as the largest fee manager of multifamily housing in the country.* The Project team met with the Vice President of Pinnacle's Northwest Region in November 2007. This executive expressed personal support for going smokefree and, after our November meeting, shared our information with three investment managers and suggested three Portland buildings as "pilots" for going smokefree. Follow-up was conducted by Project team and we are hopeful for future developments.
- Princeton Property Management. A very large property management company with 11,200 units on 172 properties. Some units are smokefree. ALAO staff has been

working with Princeton since late 2007. Princeton would like to move to increase the number of smokefree units.

- Quantum Residential. Manages 5,100 units on 43 properties. ALAO began working with Quantum in November of 2008. They have both smokefree buildings and properties as part of their portfolio. They also increased the deposit for tenants who smoke.
- Reach Community Development. First building (176 units) went smokefree on July 1<sup>st</sup>, 2009, the rest of the properties followed (1200 units) by March 31<sup>st</sup>, 2010.
- Schaeffer & Associates, LLC. Manages 600 units on 12 properties. Some units are currently smokefree and they are considering transitioning more buildings to smokefree.
- Simpson Property Group. Manages 1,900 units at six properties. Smokefree policy varies from property to property. Indicates likely plans to move to all smokefree.
- Summit Real Estate Management. Manages 3,000 units on 16 properties. Some properties are now smokefree and desire is for all properties to go smokefree in the future.

■ **AFFORDABLE AND PUBLIC HOUSING PROVIDERS HAVE STARTED MAKING PROPERTIES SMOKEFREE.** The Project team has provided technical assistance to a number of housing providers that manage subsidized or tax credit properties about implementing smokefree policies. These include:

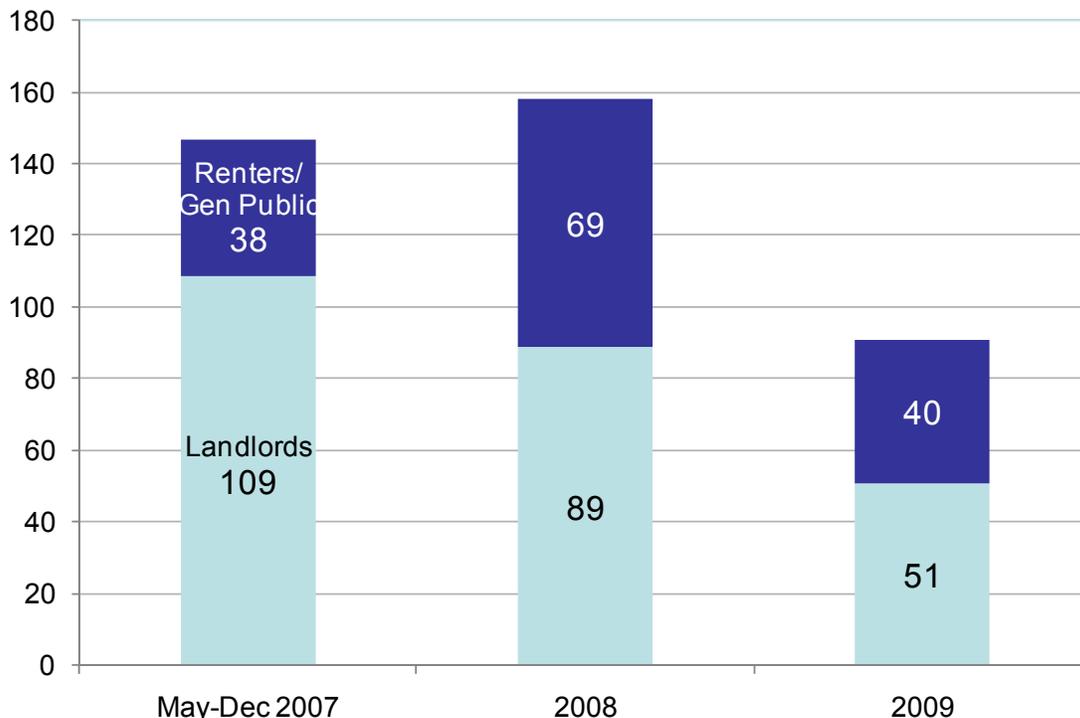
- Housing Authority of Portland (HAP) (also mentioned above)– Project staff worked with HAP in 2008 to conduct a survey of residents in 2,000 units that HAP owns and manages and 500 that they own but are managed by outside private property management firms. On Aug. 1, 2009, a no-smoking policy went into effect at 37 HAP properties, including 1,993 public housing units. An additional 3,760 affordable housing HAP units will become smokefree by August 2010.
- Vancouver Housing Authority (VHA) – Project partner Clark County Public Health worked with VHA to conduct a 2007 survey of residents yielding an 86% response rate and 75% of residents in support of indoor smokefree policies. Additional surveying was done in 2009, so that all residents living in VHA-owned buildings have been sent surveys. As of early 2010, implementation plans were being made at all properties, to prohibit smoking inside units, on patios and balconies, and in some cases, the entire property.
- Housing Authority of Clackamas County (HACC) – sent three staff members to a Project-sponsored cessation training February 2008. ALAO assisted HACC with a mailed-out resident survey in Fall 2008 - 280 responses were received, showing strong support for smokefree policies inside buildings. The first phase of their transition plan is to implement a smokefree policy at the Hillside Manor (100 apartment units and 100 single family dwelling units) in Milwaukie, OR.
- Washington County Department of Housing Services is considering the possibility of making 521 of its 1,000 units smokefree
- In December 2007, Rose CDC created a smokefree policy covering 100 units.
- In January 2008, a smokefree policy went into effect for 51 units of Community Partners for Affordable Housing.

- Reach Community Development (also mentioned above): first building (176 units) went smokefree on July 1<sup>st</sup>, 2009. Transitioned the rest of their properties (1200 units) to smokefree by March 31<sup>st</sup>, 2010.
- **SMALLER PROPERTY MANAGEMENT FIRMS HAVE ALSO IMPLEMENTED SMOKEFREE RULES.** If the list of property management companies in ALAO's database is expanded to include those managing 100 or more total units, the list would include another 23 property management companies that have adopted a smokefree policy at some or all of their properties for a total of 48 such companies in ALAO's database.
- **ALMOST 400 INDIVIDUAL LANDLORDS AND MEMBERS OF THE GENERAL PUBLIC HAVE REQUESTED SMOKEFREE HOUSING INFORMATION.** Since May of 2007, ALAO has tracked the number of calls requesting smokefree housing information. In 2007, ALAO provided information to 109 landlords and 38 renters/general public. In 2008, 89 landlords and 69 renters were provided information. In 2009, an additional 51 landlords and 40 renters were provided information by ALAO. The total number of assisted through 2009: 249 landlords and 147 renters for a combined total of 396.

While the apparent decline in landlords and renter requests for information in 2009 may seem like a drawback, data presented elsewhere in this report would support a different conclusion: We know that an increasing number of traditional and non-traditional support and training sources for landlords now promote the concept of smokefree housing (e.g. our Health Department project partners now routinely respond to requests for assistance from landlords and renters as do the property management associations that traditionally provide support to landlords). As those traditional sources step up to help meet the demand, a larger number of landlords are getting the no-smoking policy information they need from the sources they have historically turned to for other advice.

In reviewing the following graphic, note that data for 2007 includes only May through December (8 months).

**Number of landlords and general public assisted**

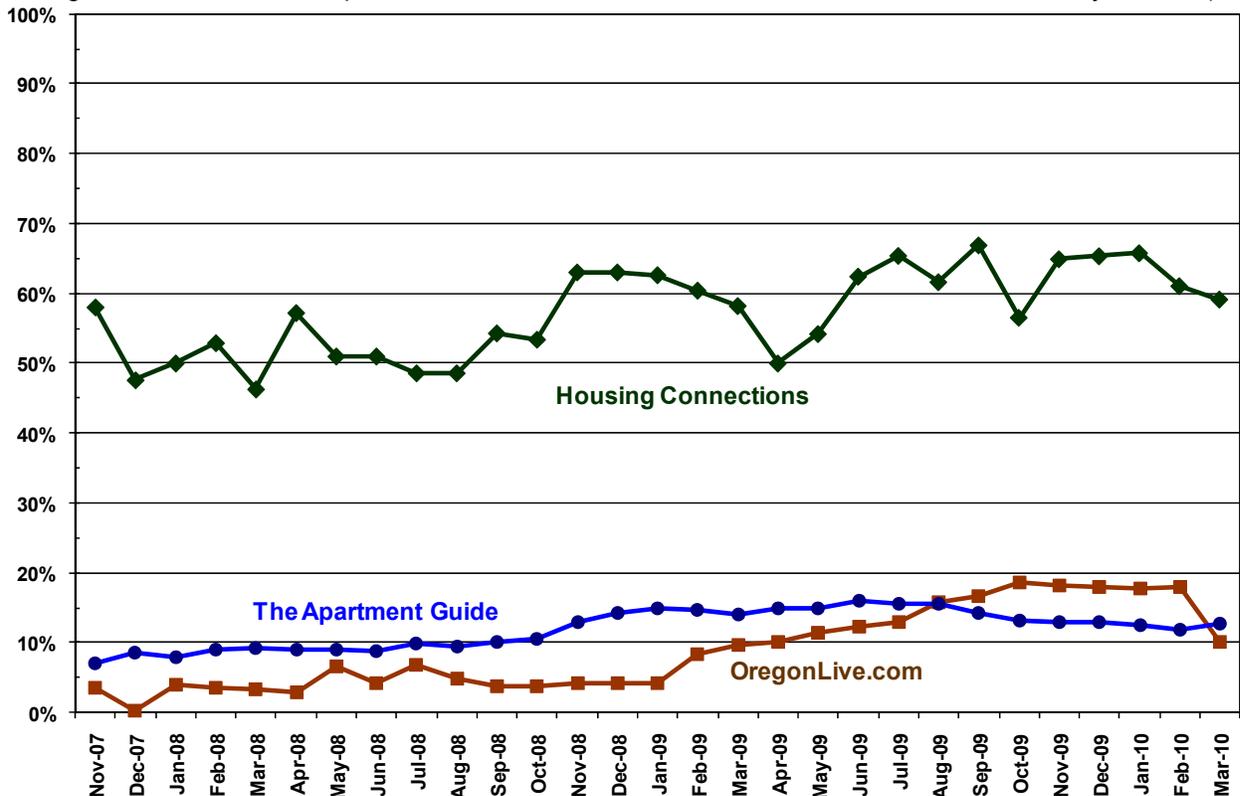


■ **SINCE NOVEMBER OF 2007, THERE HAS BEEN A SIGNIFICANT INCREASE IN THE NUMBER OF APARTMENT RENTAL ADS THAT INCLUDE “SMOKEFREE” OR “NO SMOKING” INFORMATION IN OREGON.** At the end of each month since November 2007, ALAO has searched rental housing advertisements on OregonLive.com, housingconnections.org, and in *The Apartment Guide* publication for housing advertised as “smokefree” or “no smoking.” Results show that, overall, for the months November 2007 through March of 2010, the percentage of rental ads that include language to signify that the unit is non-smoking has increased significantly. Results show:

- In November 2007, OregonLive.com had the lowest percentage of smokefree rental housing ads, starting in the last quarter of 2007 with just 3% to 4% of the total ads being for non-smoking units and moving to the 17% to 18% range very consistently during the last half of 2009 and the first two months of 2010.
- The percentage of non-smoking ads in *The Apartment Guide* — the only print publication included in the rental ad tracking — is up significantly, having started in the 7% to 9% range in the last quarter of 2007 and finished in the 12% to 13% range in the first quarter of 2010.
- Housingconnections.org is by far the most likely to have non-smoking rental housing advertisements, with a little over one-half of ads each month being for smokefree rental housing. However, while the results show an upward trend, the trend line shows more fluctuation. Overall, there is a general movement from the 50% range advertising “no-smoking” apartments to percentages that are more consistently in the range of 60% or higher. The highest percentage of non-smoking ads in this source is 67%, recorded in September of 2009.

### Percentage of rental housing ads that advertise “Smokefree” or “No smoking”

(Out of the 87 data points shown in the Chart, three were not available and have been shown as averaged from their like data points before and after — two in December 2009 and one in May of 2008.)



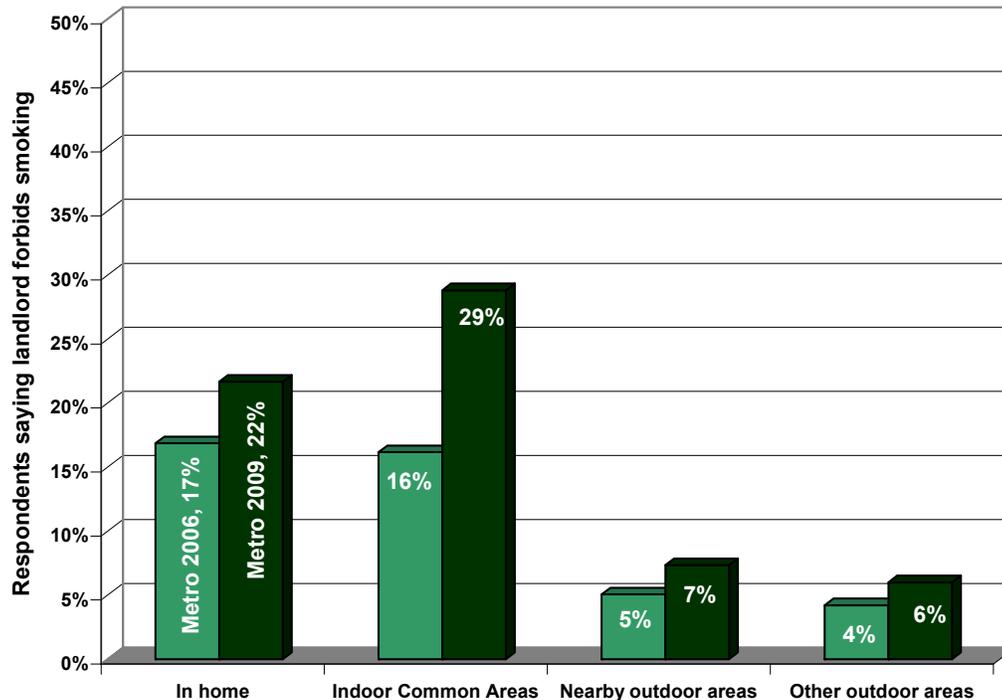
■ **SURVEY RESEARCH CLEARLY SHOWS THAT SMOKEFREE HOUSING IS HAVING A SIGNIFICANT IMPACT ON THE PORTLAND AREA RENTAL MARKET.** In 2006 and again in 2009, Campbell DeLong Resources, Inc. surveyed renters in the Portland metropolitan area. Findings from the two surveys conclude that:

- **There has been a genuine shift to an increasing percentage of rental units being covered by a nonsmoking policy between 2006 and 2009.** Results show that renters are less likely to experience secondhand smoke in rental housing in 2009 than in 2006 and are more likely to find rental housing featuring smoke-free rules. This is the change in the market that the smokefree housing program was designed to bring about and the research confirms that a measureable change has begun.
- **Very specifically, there has been an increase in the percentage of landlords who forbid smoking inside dwelling units.** In both 2006 and 2009, respondents were asked, regardless of whether they had set rules about smoking in their home, whether their landlord had set any rules about smoking on the property. The percent who indicated that their landlord had set *any* rules was 26% in 2006 and 28% in 2009, not a significant change. However, when the follow-up questions were asked about the *type* of rules the landlord had set, the answers reveal that more units are covered by rules that forbid in-door smoking and more multi-family properties have rules that forbid smoking in common areas. Findings include:
  - ✓ **While 17% said their landlord prohibited smoking inside the living space in 2006, 22% do today.** Significant at the 94% confidence level, this change represents a 29% increase in the number of rental units in the metro area covered by rules that do not permit in-unit smoking. Projecting this figure to the number of occupied rental units estimated by the U.S. Census to be in the survey area, *this suggests an increase of approximately 13,000 rental units covered by such rules since the baseline research.*
  - ✓ **The percentage of multi-family renters who are covered by rules forbidding smoking in the indoor common areas has risen significantly.** As this question relates to shared indoor spaces, such as common areas, hallways, and entryways, it was asked only of those respondents who say they live in a rental property with more than one unit in which the landlord has set rules about smoking. The percentage of landlords who have set rules forbidding smoking in these areas — something the law actually requires them to do in the majority of such circumstances — has almost doubled, indicating the likelihood of increasing awareness by landlords of the requirement.

## PERCENT OF TENANTS WHOSE LANDLORD FORBIDS SMOKING IN EACH AREA

2006 sample n=356, 2009 n=300,  
except common areas question with samples of 229 and 184 respectively

Note that the scale used is to 50% not 100%



- The gap in the marketplace between what renters want and what landlords are offering remains substantial.** The research confirms that the Smokefree Housing Project's emphasis on changing the behavior of landlords is warranted. Specifically, it is clear from the research findings that the primary barrier to accelerating the shift to smokefree housing is not the market resistance of the customer (tenants) but a lack of up-to-date information about current customer preferences or resistance by the seller (landlords). Key findings that lead to this conclusion include:
  - ✓ **The practice of smoking indoors is much less common than is smoking itself (just over 10% of metro area renters in both the baseline and benchmark surveys say smoking occurs in their unit, compared to the smoking rate of metro-area renters of 23%).**
  - ✓ **A large majority of renters prefer smokefree housing and many will go out of their way to find it.**
  - ✓ **Many renters (4 out of 10) will actively avoid places where other tenants are allowed to smoke, while few (1 out of 10) demonstrate a need to seek such places.**

- ✓ **There is broad awareness (71%) among renters that secondhand smoke — even small amounts on a daily basis — is a serious health risk.**

**Objective B2:** By February 2009, three site surveys of tenants will have been conducted to demonstrate to landlords the level of support among tenants for smokefree policies and open a dialogue for joint solutions.

*Status:* Accomplished.

Surveys conducted so far:

- In August of 2007, Clark County Public Health partnered with the Vancouver Housing Authority (VHA) to mail out a survey to over 400 VHA residents in 11 buildings that VHA owns. In 2009 an additional 1,771 completed surveys were tabulated from 13 additional VHA-owned properties. All residents in VHA-owned buildings have been sent surveys.
- In February 2008, the American Lung Association of Oregon worked in conjunction with the Housing Authority of Portland to send out two separate survey mailings to 2,000 residents whom live in HAP owned and managed buildings, and an additional 500 residents in HAP owned buildings managed by an outside private property management group.
- Housing Authority of Clackamas County – ALAO assisted HACC with a mailed-out resident survey in Fall 2008 - 280 responses were received, showing strong support for smokefree policies inside buildings. As of 2009, a transition plan to smokefree buildings has begun.
- In November 2009, Washington County Tobacco Prevention and Education Program partnered with Washington County Department of Housing Services (WCDoHS) to survey over 520 residents in 10 buildings that are owned and/or managed by WCDoHS. The majority of respondents not only preferred to live in a smokefree building but preferred that the property be smokefree as well.

**GOAL C: Develop and mobilize a network of tenants concerned about secondhand smoke in rental housing to advocate for smokefree rental policies where they live.** The outcome of this goal is to have contact information and personal stories from renters affected by SHS in their apartments. Stories, articles and letters to the editor will be published in the local press. Several groups of tenants within a building will have organized to exert pressure on their landlords to take steps toward going smokefree.

**Objective C1:** By February 2010, at least 150 concerned renters will have received educational materials and/or individualized assistance on how to work with neighbors and property managers to eliminate secondhand smoke.

*Status:* Accomplished.

Project staff maintain a database of concerned renters and condo owners based on phone calls and website visits received. As of April 2010, there are over 156 renters and condo owners in

the database. These individuals could be called upon in the future to take more of a leadership role in promoting smokefree policies.

American Lung Association in Oregon and project partners continue to direct renters and the public to the website — [www.smokefreehousingNW.com](http://www.smokefreehousingNW.com) — for resources. If renters do not have Internet access, materials are mailed to them.

**Objective C2:** By February 2010, at least six concerned residents will have received more intensive assistance and skills training to mobilize fellow tenants through community meetings, tenant petitions and other organizing efforts.

*Status:* Accomplished.

On May 19, 2009 American Lung Association in Oregon conducted a pilot workshop for renters and condo-owners interested in advocating for no-smoking policies at their buildings. Guest speakers included the Fair Housing Council of Oregon, Resolutions Northwest, and a local renters and lung health advocate. Turnout was light — a total of three participants — so a discussion-based format was adopted.

In addition, intensive phone and email technical assistance was provided to at least 4 renters or condo owners who sought assistance over an extended period of time. These individual stories include: J. F., a Sherwood renter who received technical assistance from ALAO during July 2007-November 2008; K. K., a Portland duplex owner who received technical assistance from ALAO during November 2007-May 2008; K. H., a Beaverton condo owner who received technical assistance from ALAO during March – August 2009 and R. S., a Portland condo owner who received technical assistance from ALAO during April – June 2009.

**Goal D: Build capacity for public policy campaign.** The outcome of this goal is that policy makers in the Portland Metro area are aware of the issues and of possible policy solutions.

**Objective D1:** By the end of August 2008, a menu of policy options tailored to Oregon and its local jurisdictions will have been developed.

*Status:* Accomplished. Significant success has been achieved in meeting this objective, including:

- **Landlord No-Smoking Policy Disclosure bill passed.** The American Lung Association in Oregon worked with Oregon's Department of Human Services to support a bill that would require Oregon landlords to disclose their properties' smoking status in lease forms and/or rental agreements. The American Lung Association in Oregon's staff provided testimony in support of the bill at a January 2009 hearing and Project staff recruited a Portland-area renter and lung cancer survivor to also testify at the same hearing.

The bill was passed by the House and the Senate and signed into law by Governor Kulongoski in May 2009. The law will become effective on January 1, 2010.

- **Tax credit fact sheet distributed.** The American Lung Association in Oregon developed a fact sheet on tax credits incentives for affordable housing developers. The fact sheet was disseminated to the national smokefree housing listserv as a resource for other smokefree housing advocates.

- **Insurance company fact sheet distributed.** The American Lung Association in Oregon developed a fact sheet for insurance companies promoting the benefits of offering a discount on property and casualty insurance to landlords with a no-smoking policy. Outreach to insurance companies is ongoing, with a total of 25 Oregon insurance companies and/or agents reached thus far.

**Objective D2:** Between August 2008 and February 2010, presentations on policy options will have been made to twelve local public decision-making bodies.

*Status:* Ongoing

- Fall/Winter 2008 – Multnomah County Health Department staff presented a briefing to the Multnomah County Board of Commissioners on the benefits of smoke/tobacco-free policies, including multi-unit housing.
- Testimony by Smokefree Housing Manager in support of Landlord Disclosure bill (see above).
- During Oregon's 2009 Legislative Session, ALAO's Executive Director presented the organization's legislative agenda, including landlord disclosure, to state legislators during approximately 40 outreach and advocacy meetings.
- In May 2009, the American Lung Association in Oregon and the Multnomah County Health Department met with the Portland Housing Bureau staff to discuss local policy options, including tax incentives offered by the City of Portland for new affordable housing projects with non-smoking policies.
- In March 2010, representatives from ALAO, the Oregon Smokefree Housing Project, and the Fair Housing Council of Oregon again met with Portland Housing Bureau staff to plan a luncheon for affordable housing partners to discuss local policy options.

## **Conclusion**

While the grant-funded period for this project came to a close in April 2010, smokefree messages will continue to flourish in the multi-unit housing industry in Oregon and southwest Washington, and all indications are that the transition to smokefree rental housing will continue. In other words, *sustainability* was a central theme to this project and, we are confident in reporting, it has been achieved.

As noted in this report, many landlord and renter trainings have incorporated our materials and/or messages into their curriculum. In addition, as of 2008, all county health department tobacco prevention and education programs in Oregon are required to work on smokefree housing efforts. So, these local programs will continue the work that was started under this metro-area project.

With the multitude of “smokefree” messages now in existence, we believe smokefree housing will soon become the norm in rental housing here in Oregon and southwest Washington. In addition, lessons learned from this project have been incorporated into smokefree housing projects across the country.