

**OAK PARK REGIONAL HOUSING CENTER**  
**Proposal: Outline of Community-Based Affirmative Marketing Services**  
**To: Village of Oak Park**

**SUMMARY BACKGROUND**

Zeroing out the Village Budget for general funding for Oak Park Regional Housing Center is an **existential crisis for the agency**. Without a significant portion of the funding, OPRHC will cease to exist and be unable to provide affirmative housing marketing services on behalf of the Village.

OPRHC has **accomplished the requests** made of the agency one year ago. There is a **strategic plan**, a new **executive director**, and **technology upgrades** underway in both online apartment marketing and data collection for client tracking and program evaluation.

**REQUEST**

OPRHC is **requesting a \$300,000 contract** from the Village's general funds. This request for support would give the new leadership the opportunity to prove our ability to execute a turnaround with reduced funding.

OPRHC represents the **fostered integration** of the community while being the **inclusive and equitable face of the Village's housing market**. Its services and vision for integrated living are as important now as ever in the Village's history, as equity and inclusion are being contested in public.

OPRHC would like to be **evaluated by its production** on the following items, while being acknowledged as a marketing agency for the Village's housing with diversity, integration, inclusion, and equity as core values in that marketing. OPRHC is seeking evaluation to be dependent on the **holistic picture of the entire affirmative marketing program** and **not any single** metric.

- Outreach impressions (online, print media, community outreach);
- Reception intakes/partner referrals;
- Client Registrations;
- Total Moves and Affirmative Moves;
- Fair Housing Community Education Sessions/Workshops on Integrated Living Patterns;
- Planning & Development to increase Minority Homeownership;
- Home seeker referrals to Realtors;
- Reductions in reliance on Village funding.

OPRHC is confident with close patterns of communication with the Village, as described in the contract language, in addition to new and energetic leadership, **this agency will lead into the future of housing work** and improvement of the Village. OPRHC will work with the Village to sustain the **Live in Oak Park** experience of diversity and integration while making Oak Park welcoming to everyone!