



March 17th, 2025

TO: Senate Committee on Human Services
FROM: Jayden Ruff
Subject: Yes on SB 722

Chair Pham, Vice-Chair Anderson, and Members of the Committee,

On behalf of the South Coast Health Equity Coalition, I am writing in strong support of SB 722, which will help prevent displacement and extreme rent spikes by extending coverage of our state's rent stabilization statutes and prohibiting the use of price-fixing software to inflate rents.

At the South Coast Health Equity Coalition, we work alongside Black, Indigenous, People of Color (BIPOC), Two-Spirit, and LGBTQIA+ communities to foster wholeness and well-being through education, cultural connection, and advocacy. Housing stability is a fundamental determinant of health and equity, and we have seen firsthand how skyrocketing rents disproportionately harm historically marginalized communities. When housing is unaffordable, individuals and families experience increased health disparities, financial instability, and community displacement. Access to stable housing is critical to our mission of dismantling systemic barriers and ensuring fair access to essential resources.

SB 722 is the only policy tool this session that provides immediate and measurable protection for Oregonians struggling under the weight of our state's housing crisis. Reducing the exemption for new construction from 15 years to 7 years ensures that more units contribute to long-term affordability while maintaining incentives for continued development. This adjustment would stabilize rents for 40,000 additional housing units, benefiting an estimated 80,000 to 100,000 Oregonians—including many in rural and coastal communities where housing scarcity is particularly dire.

Additionally, the bill prohibits the use of price-fixing AI software that artificially inflates rents, a practice that has drawn national scrutiny and legal action. Oregon cannot afford to let predatory pricing algorithms worsen an already urgent housing crisis. Rent should reflect community affordability, not profit-driven manipulation.

As a coalition committed to health equity, economic justice, and community resilience, we urge your strong support of SB 722. Housing security is health security. It is economic stability. It is the foundation of thriving communities.

Thank you for the opportunity to submit this testimony and for your service to Oregon communities.

Sincerely,

A handwritten signature in black ink that reads "Jayden Ruff".

Jayden Ruff (she/her)
Director, South Coast Equity Coalition
Southcoastequity.org