



Portland Housing Bureau

PHB Rental Housing Discussion

BIPOC Centered Rental Housing

PHAC
March 1, 2022

Presented by:

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Objective

To inform and gather feedback and best practices on how to improve outreach and better serve Portland's low-income Black, Indigenous, and People of Color (BIPOC) communities

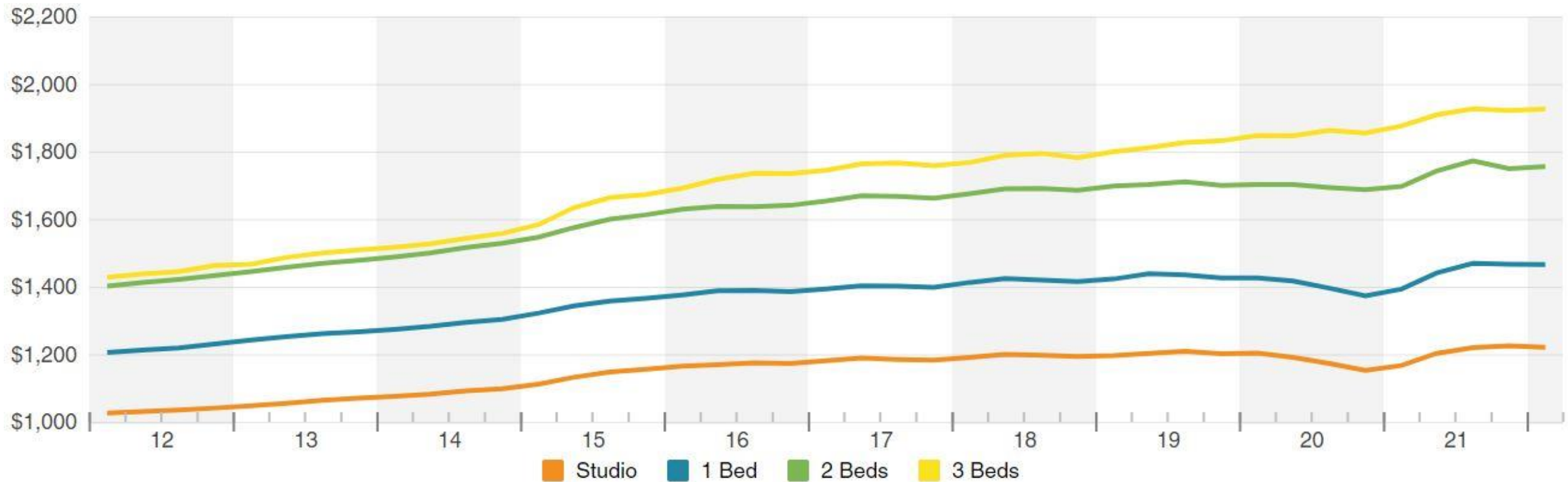
Agenda

- **State of Housing (10 min)**
 - Housing market
 - BIPOC renter data
- **Overview of current PHB Renter Portfolio (10 min)**
 - Key Metrics
 - N/NE Preference Policy
- **Panel Discussion with Community Partners/
Developers (35 min)**
- **Debrief after Panel (25 min)**

Rental Market

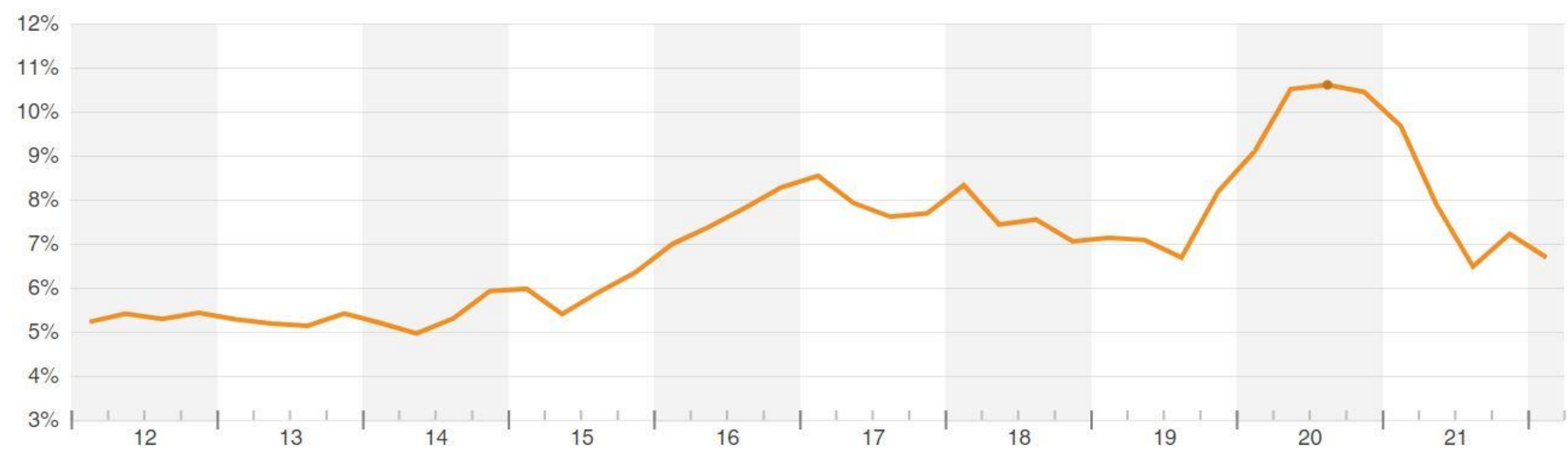
Asking Rents by Unit Bedroom Size

(2012-2022 February) Quarterly Data *Source: CoStar*



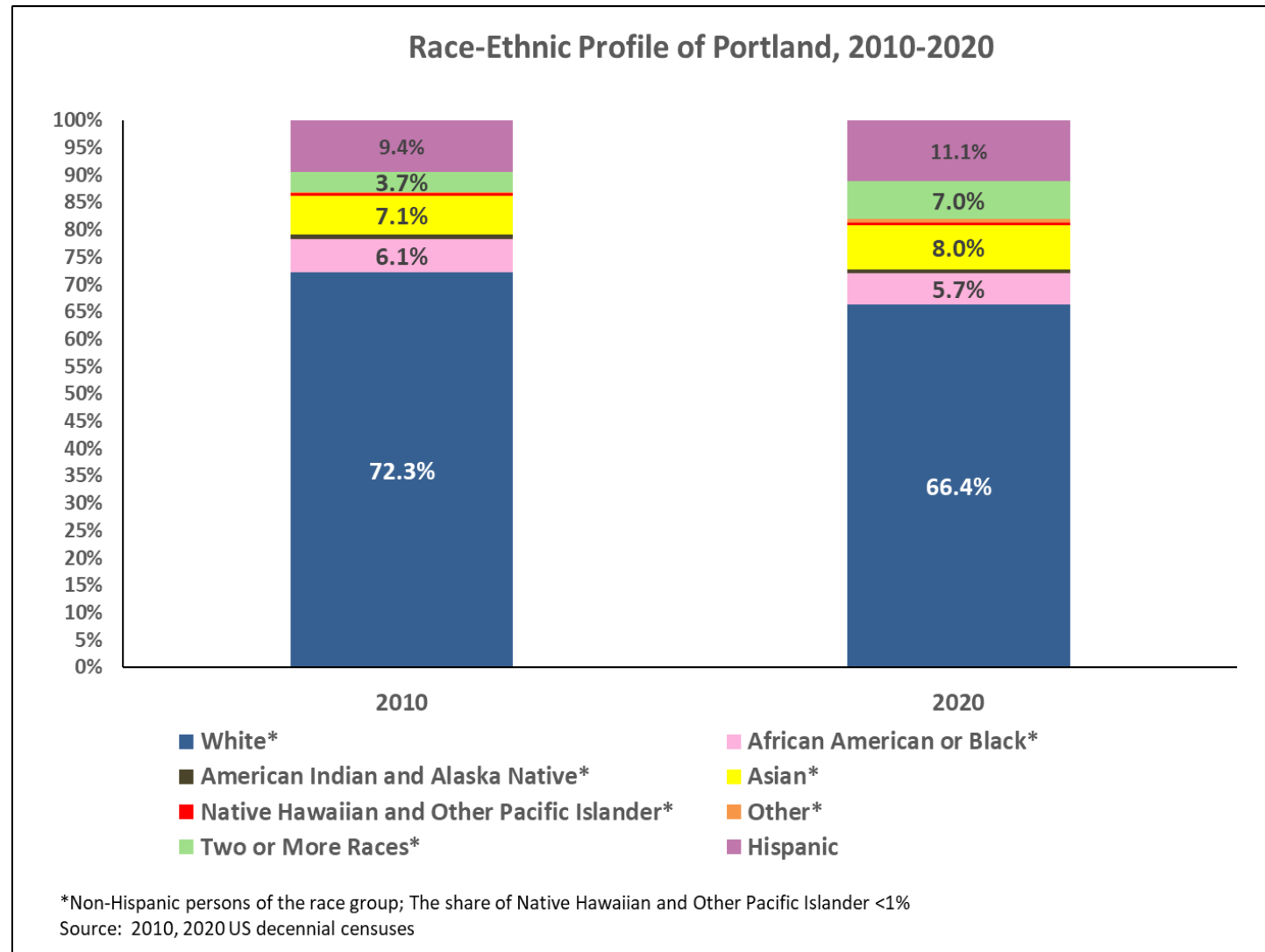
Vacancy Rates

(2012-2022 February) Quarterly Data *Source: CoStar*



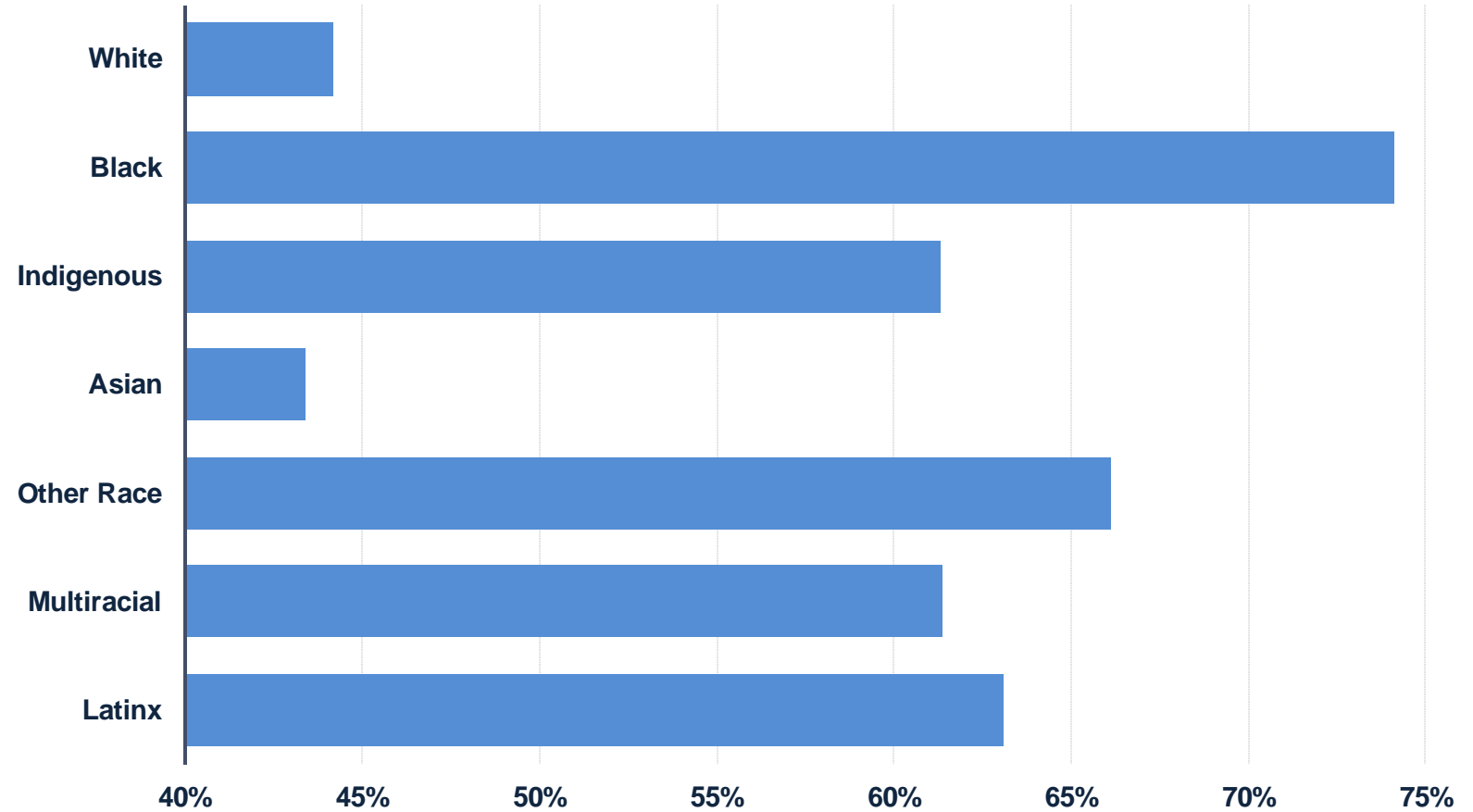
Housing & Demographics

Population



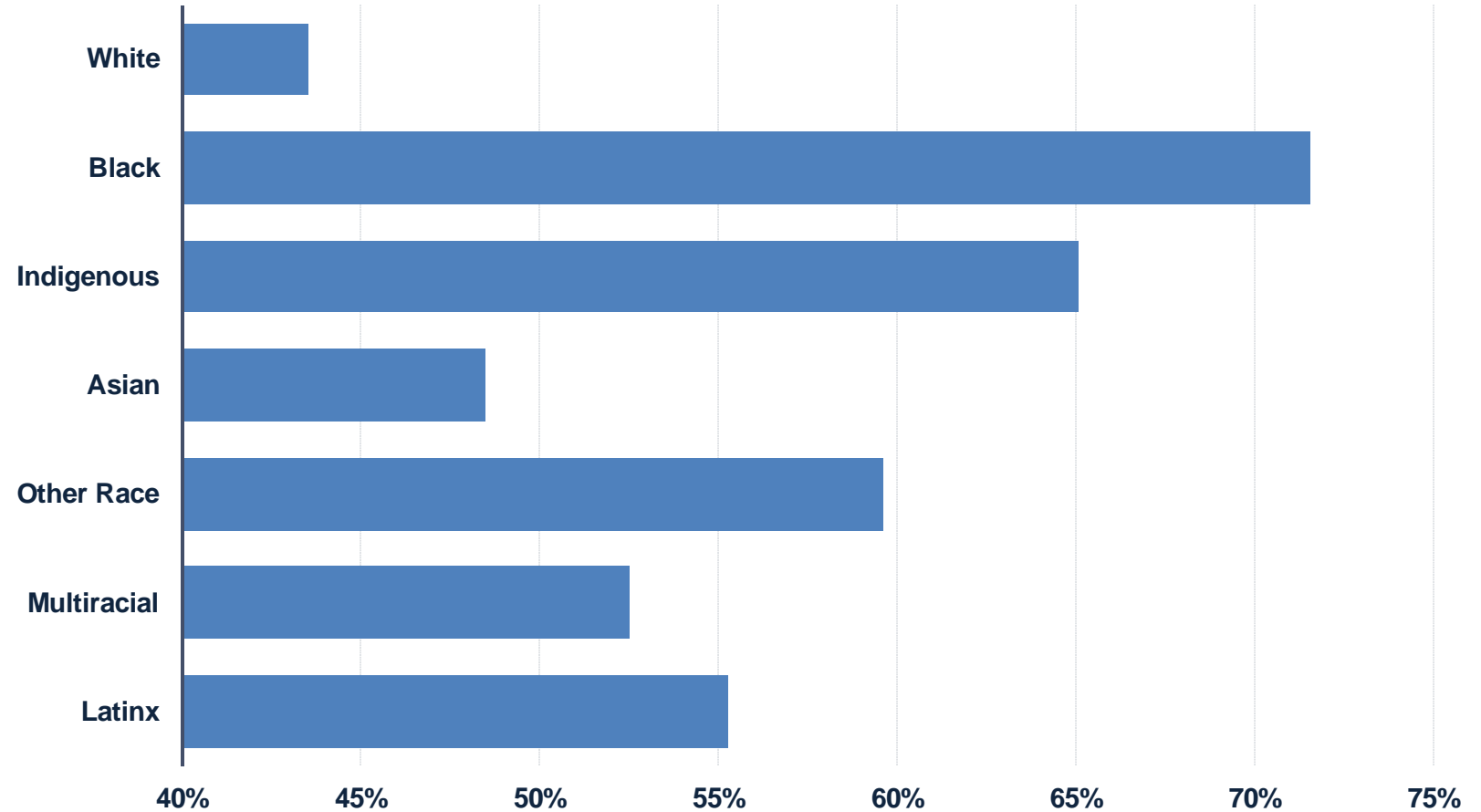
Renters

Share of Racial & Ethnic Communities Renting



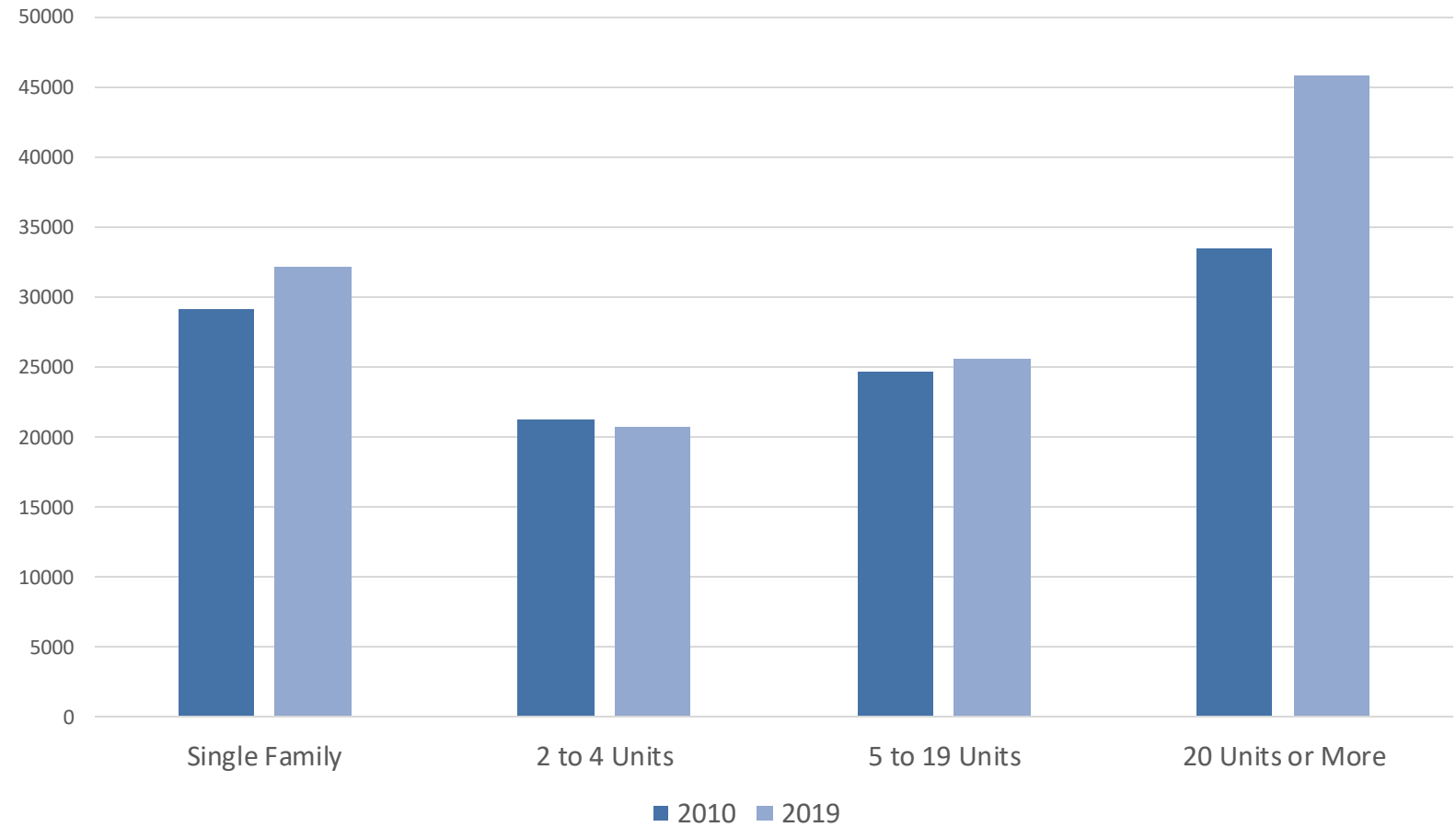
Earning Below \$60,000

Share of Racial & Ethnic Communities Earning Below \$60,000



Rental Housing

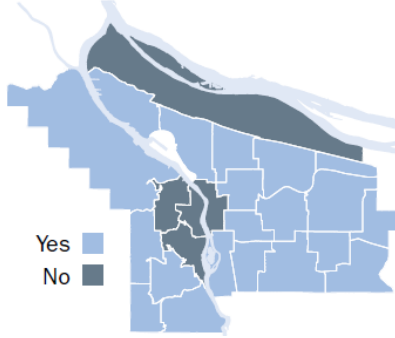
Units in Structure: Renter Occupied Units
Portland, OR



Rental Affordability

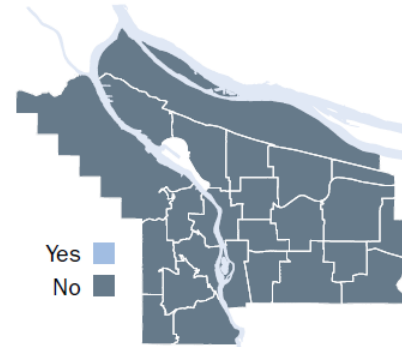
White Household

2-Bedroom Affordability



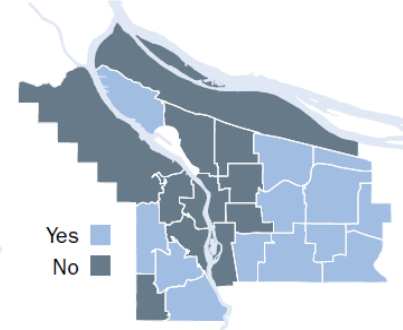
Black Household

2-Bedroom Affordability



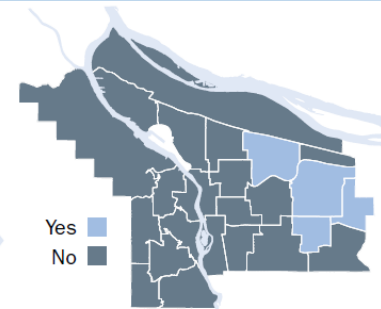
Latinx Household

2-Bedroom Affordability



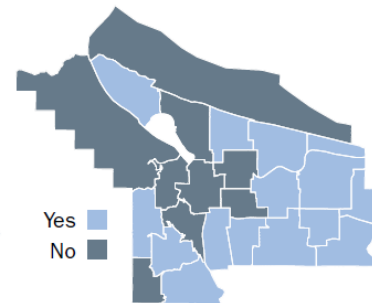
Native American Household

2-Bedroom Affordability



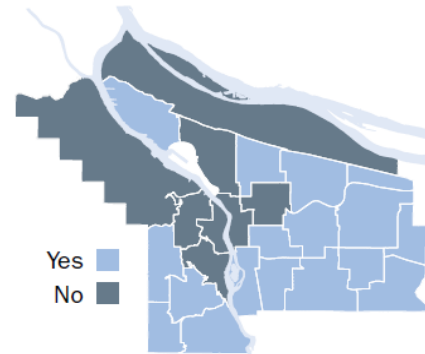
Pacific Islander Household

2-Bedroom Affordability



Asian Household

2-Bedroom Affordability



PHB Rental Portfolio

PHB Solicitations

Equity Plans

- **Contracting Requirements**
- **Expanded Equity Plans in 2019**
 - Organizational
 - Outreach
 - Lease Up / Tenanting
 - Service Support

Federal Fair Housing Requirements

Federal law requires that applicants pursue affirmative fair housing marketing policies for participation in HUD's subsidized and unsubsidized housing programs.

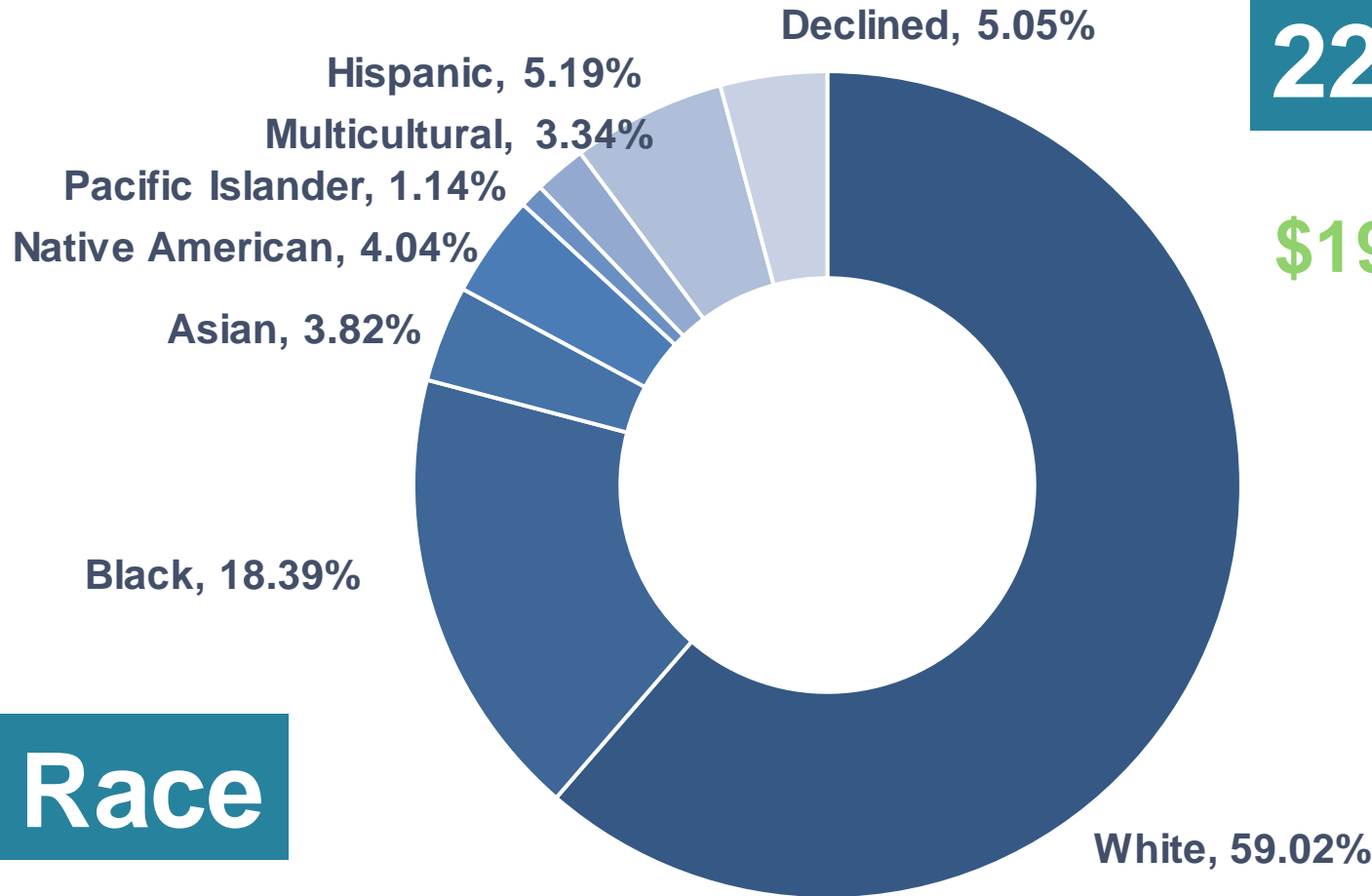
This is to help ensure that individuals of similar income levels in the same housing market area have a like range of housing choices available to them regardless of their race, color, religion, sex (including gender, gender identity, sexual orientation, and sexual harassment), disability, familial status, or national origin.

PHB Data Limitations

- Resident information only reported annually
- PHB does not require race & ethnicity data; data is voluntary
- Race & Ethnicity unreported % is high for some buildings
- Race & Ethnicity reported for head of household only
- New project data is generally not available until 18 months after project completion

Who Lives in our Affordable Units

22,577 Residents



Race

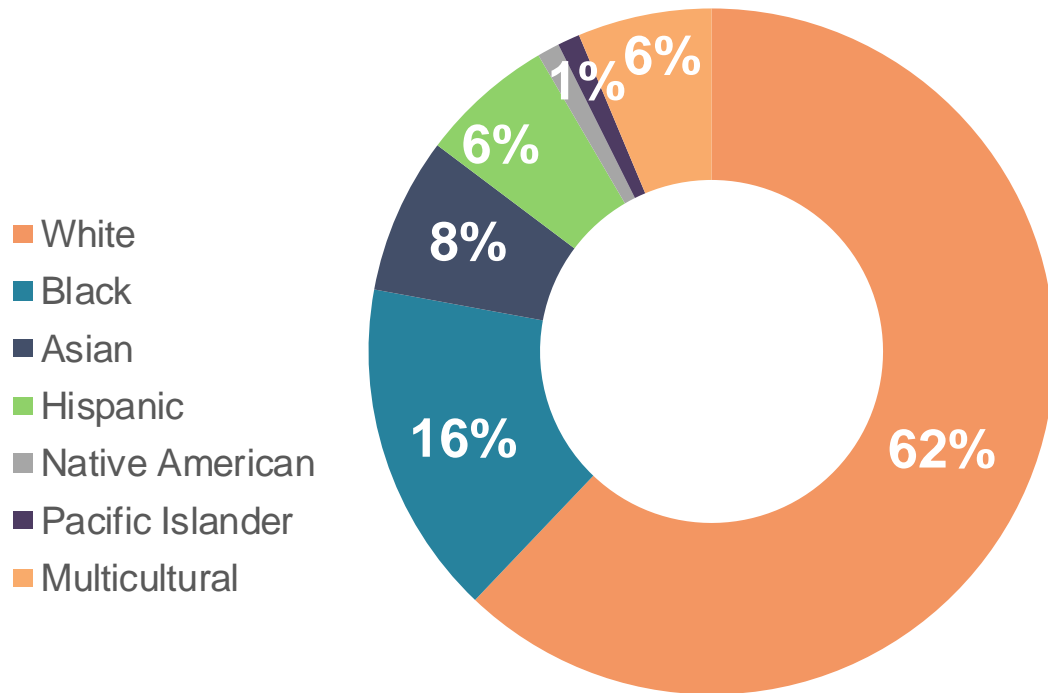
\$19,598 Average Income
\$605 Average Rent

21% Elderly
25% w/ Disability

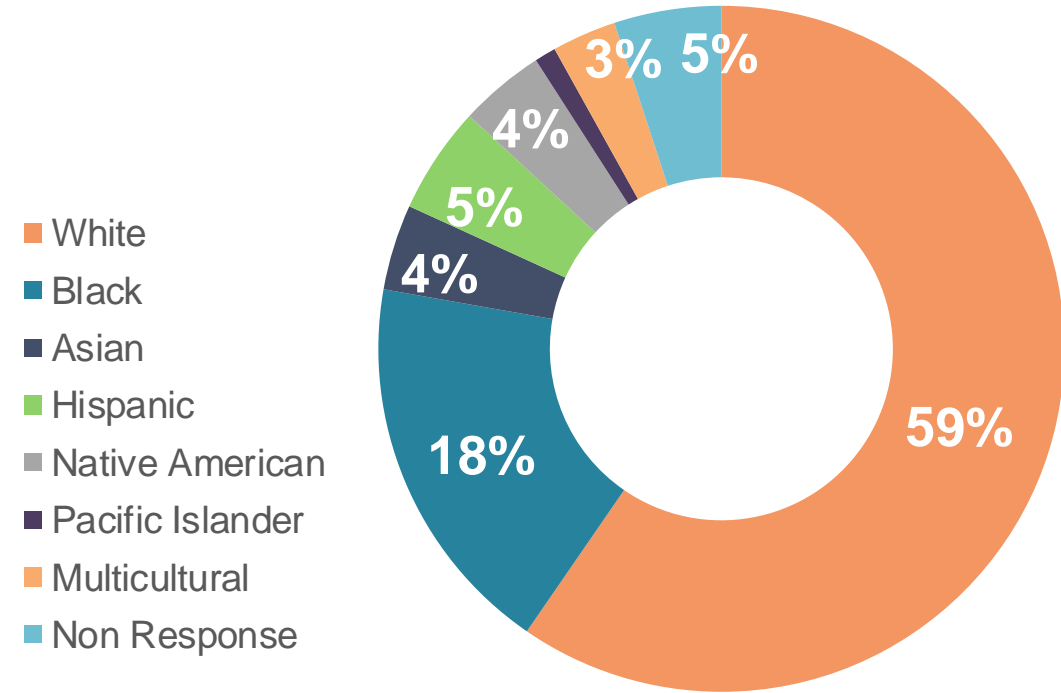
Percentage of Rental Market 11%

Population Comparison

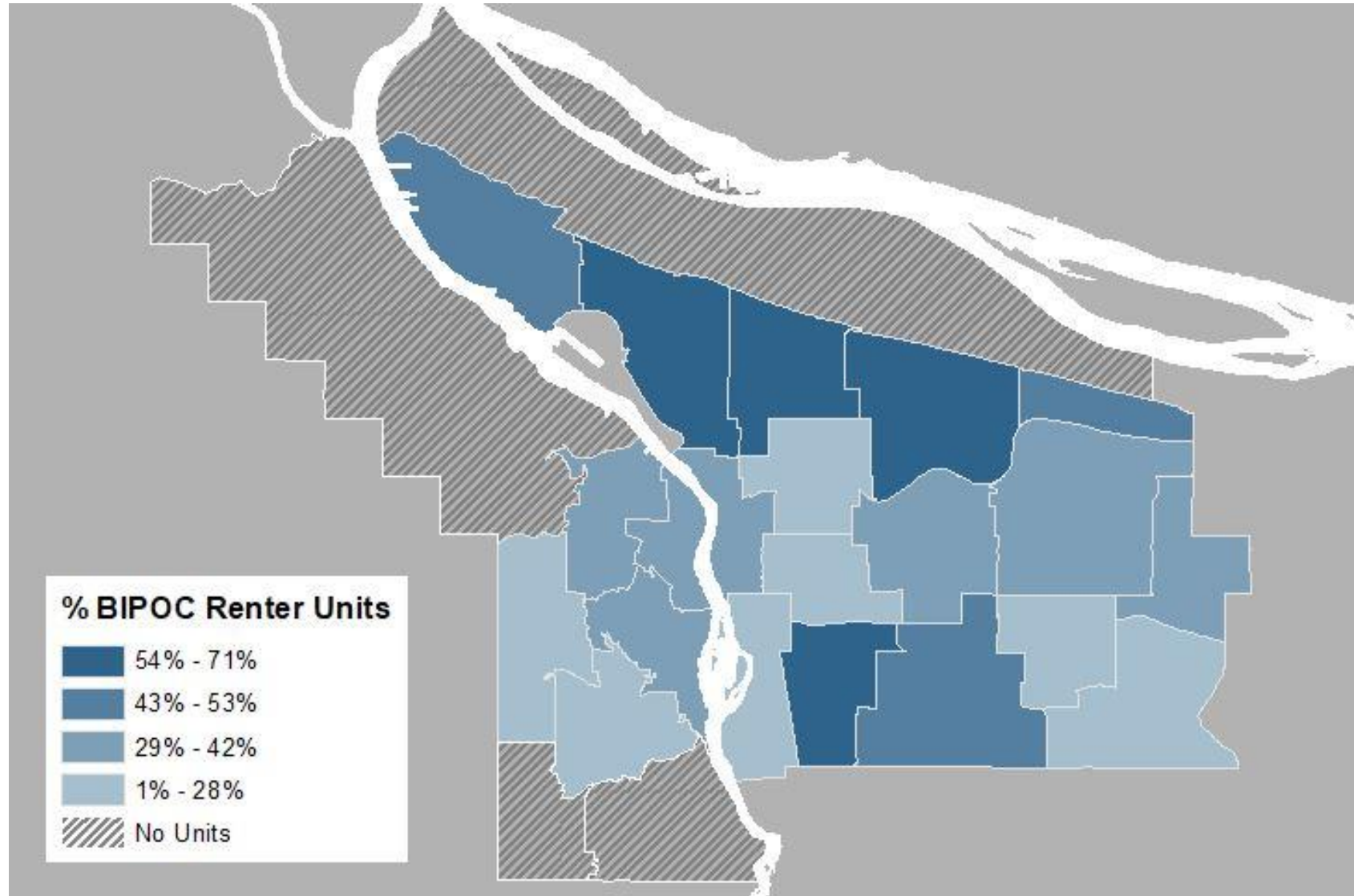
Race/Ethnicity of Extremely Low Income Portland Renters



Race/Ethnicity of Households Residing in PHB Affordable Rental Housing



% BIPOC Renter Units PHB Portfolio



N/NE Preference Policy

NNE Rental Projects

- **Goal:** 380 rental units
- **Accomplishment:** 501 rental units developed to date

Current Rental Projects



Charlotte B Rutherford

51 units

Now Open



Beatrice Morrow

80 units

Now Open



King+ Parks

69 units

Now Open



Magnolia II

50 units

Now Open



Renaissance

189 units

Now Open

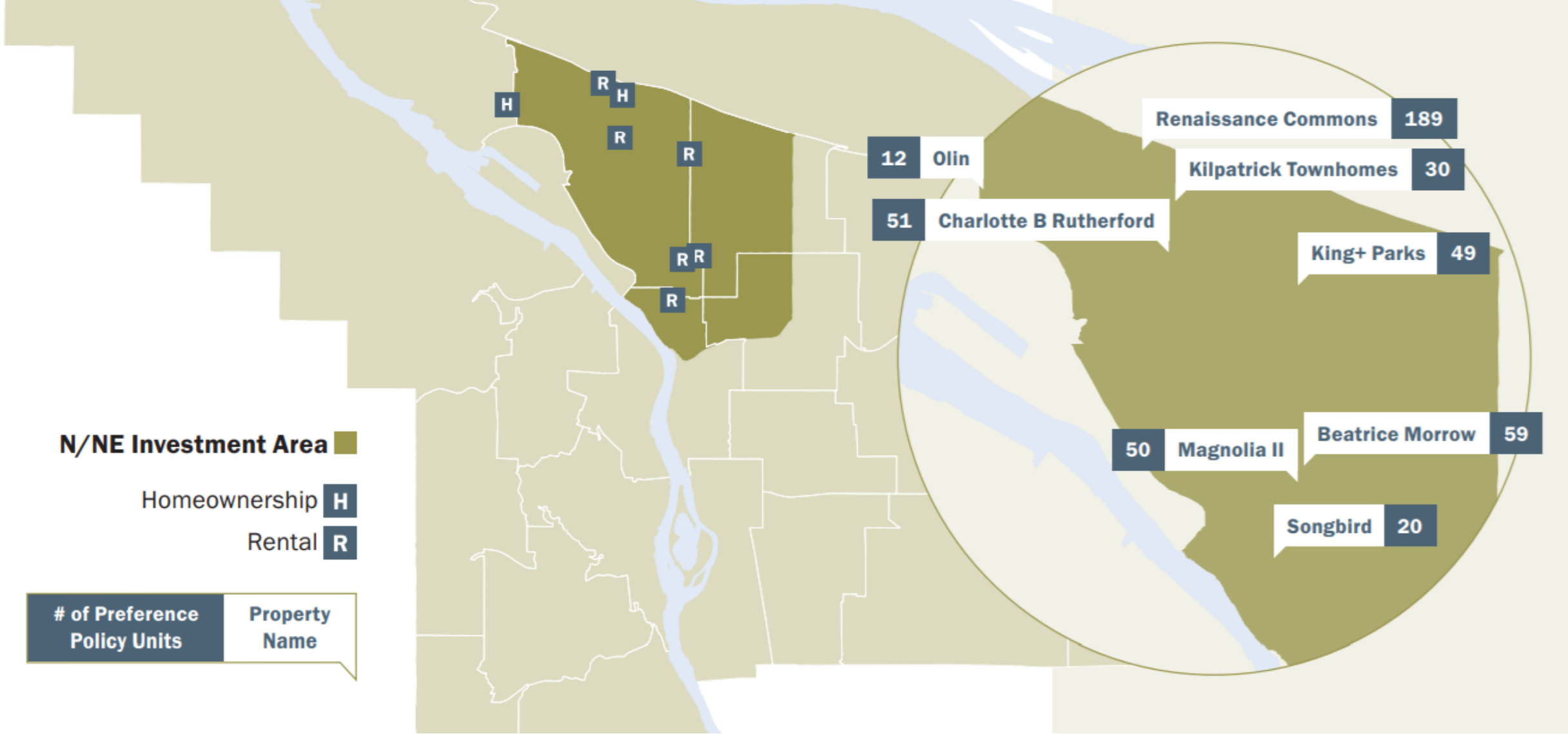


Songbird

61 units

Now Open

N/NE Preference Policy



N/NE Preference Policy Buildings

Building	% BIPOC Renter Units
Beatrice Morrow	87%
Charlotte B Rutherford Apartments	94%
Garlington Place	76%
King Parks Apartments	93%
Renaissance Commons	79%
Songbird Apartments	83%

Initial Observations on PHB's Portfolio

- Household size and unit size matter: larger units tend to skew BIPOC
- Elderly and Disabled properties skew White
- Interaction with other Systems, i.e. Coordinated Access' impact on access of BIPOC applicants
- Location matters: projects in BIPOC communities tend to have higher % of BIPOC residents

Panelist

**Kymerly Horner, Portland
Community Reinvestment
Initiatives (PCRI)**

**Ernesto Fonseca, Hacienda
Community Development
Corporation (Hacienda CDC)**

Home Forward

**Sarah Stevenson, Innovative
Housing, Inc (IHI)**

Discussion

- How is your organization working to increase rental housing access to BIPOC households? Has your work been guided by an Equity Plan?
- What strategies in design, outreach, marketing, screening, referrals, etc. have been most successful in increasing rates of BIPOC households in your affordable housing properties?
- What challenges do you face in increasing rental housing access to BIPOC households?
- Which PHB programs, incentives or requirements have been the most effective in terms of supporting BIPOC households in rental housing?

Discussion Summary

Panelist

**Kymerly Horner, Portland
Community Reinvestment
Initiatives (PCRI)**

**Ernesto Fonseca, Hacienda
Community Development
Corp**

Home Forward

**Sarah Stevenson, Innovative
Housing Inc (IHI)**

PHAC Debrief

- What kinds of best practices did you hear today that will help increase BIPOC households into affordable housing?
- What components of an Equity Plan should PHB focus on in our funding solicitations? What about the documents we request prior to lease-up?
- What policies or programs should PHB explore to advance racial equity in the regulated affordable housing?