



**Portland
Housing Bureau**

Preference Policy

Waitlist Management Recommendations

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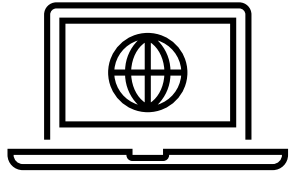
Goals

- Reduce time to get a list to leasing team
- Create targeted lists based on unit size desired by applicants
- Decrease data entry errors by utilizing technology – QR codes
- Decrease time for partners to receive a waiver if list does not result in a leased unit
- List purge updates
- Quality assurance calls with survey by PHB staff

5/5/2025



Changes



Online application

Unit/Bedroom Size preference

Require an email address

Identify a software solution or application that allows applicants to update their information electronically

QR code that links to electronic form

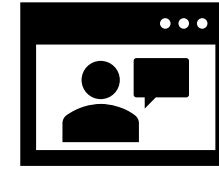


Pre-application form

Includes – family members

Income

Unit size desired



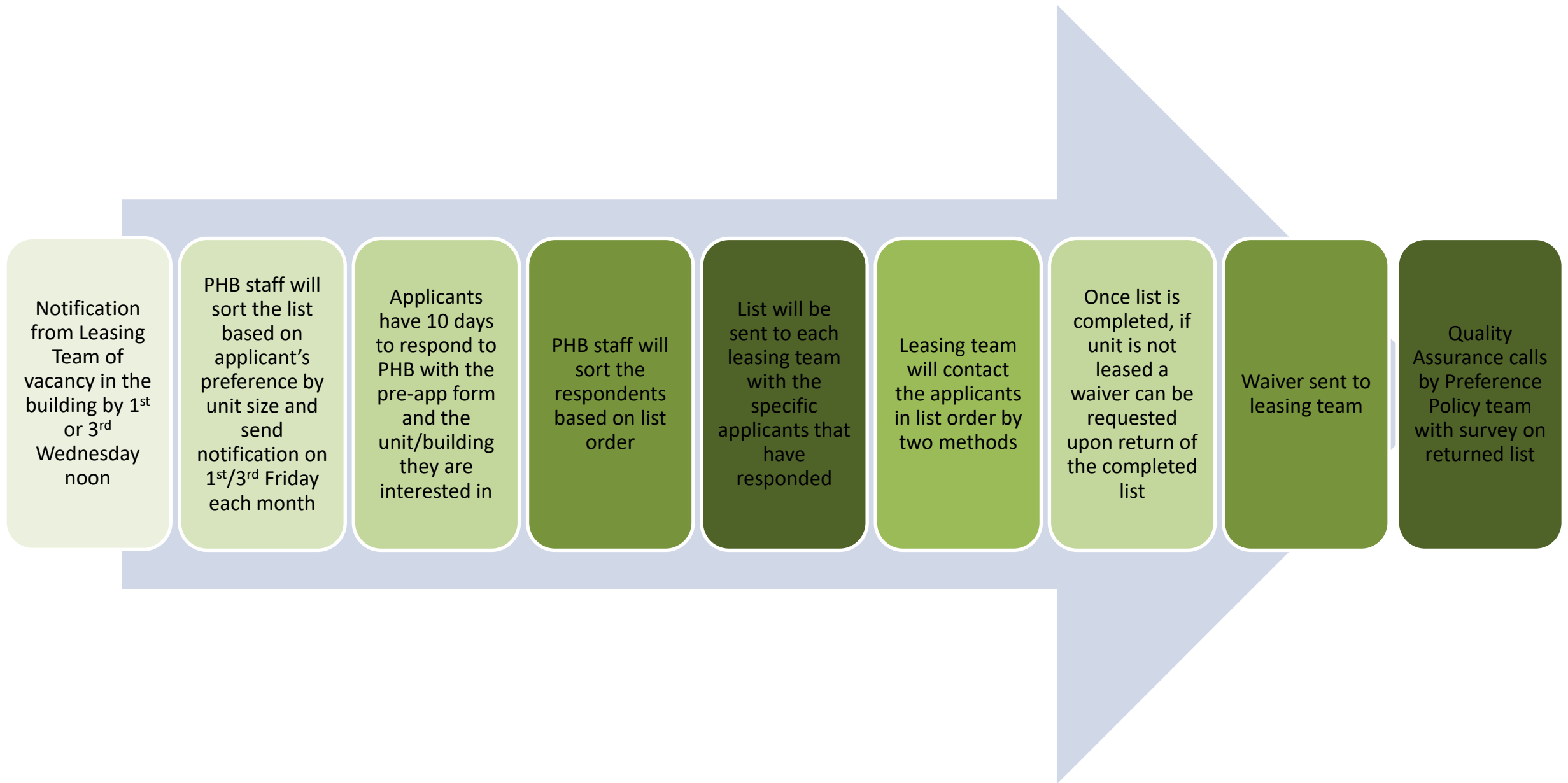
Marketing

Increased Marketing of new buildings to assist with initial lease-up

Increased community engagement

Videos

Flyers and other



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30 Requests Due	31	1 (August) Email to applicants	2
3	4	5	6	7	8	9
10	11 Response from applicants Due	12	13 Requests due	14	15 List sent to Leasing team Email to applicants	16
17	18	19	20	21	22	23
24	25 Response from applicants due	26	27	28	29 List sent to leasing team	30
31	1 (September) Leasing team returns list and required Info; waiver available	2	3	4	5	6

Waitlist Transfers

Proposed Process: Applicants will be added to the waitlist on a consistent **monthly basis** following a duplicate check. Notification letters will include clear guidance in plain language on the waitlist process, available housing opportunities, and next steps. The process will be standardized to allow for more predictable list updates and improved communication with applicants.

Request for applicants

For all requests, property owners will be required to submit **referral requests via a standardized form** that will collect the income limit, rent amount (including utilities), bedroom size, and other details needed to promote the housing opportunity. They must also provide a **rent and unit matrix** at least once per year—or whenever rent changes for one or more units in their building. Property owners will also be required to **report when an applicant accepts an apartment immediately**, enabling real-time updates to the waitlist and reducing administrative inefficiencies. They must also complete the Unit Availability Tracker for all units subject to the preference policy (other units optional) so that we can track the number of days a unit is vacant so waivers can be issued sooner.

Waitlist Purge Process

Proposed Process: There will be a quarterly purge. Applicants who have been on the list for 12 months or longer are sent a notice on a **quarterly basis** to verify continued interest and update contact information as required for maintaining active status. There will also be a **rolling purge based on referral readiness**. Before referring a household to a property owner, a notice will be sent. If there is no response within 5-10 days → **pause referral, not removal**. If 30 days has passed, they will be removed.

Relationship and Stakeholder Engagement

- We need to diversify outreach by incorporating virtual (e.g. Zoom sessions), multimedia, and in-person opportunities (community tabling, library office hours).
- Regular presence in community spaces can **build trust and familiarity**, especially in underrepresented neighborhoods.
- Engagement should be **proactive, not just transactional**—we need to connect before and between housing opportunities.
- Communications should be **clear, consistent, and culturally responsive**, potentially with translation or interpretation as needed.
- Improve relationship and communication with partners

Communication and Engagement Improvements

To address the confusion around the list, the team will:

- Attend tabling events at least once per quarter or send materials
- Host monthly or bi-monthly information sessions (in person or virtual)
- Develop videos that explain the process, how to apply, and what to expect
- Reprint flyers with QR codes to videos and our website.
- Visit government and non-governmental organizations to train their staff on how to support people on the list

The goal in each of these is making sure people are clear on what kind of list the bureau has, how to apply, and what to expect.

Questions?