

**PHB Strategic Plan Goal 2:**

**Ensure equitable access to housing and to the programs, resources and opportunities that the housing system delivers.**

<b>Goal 2:</b> <b>Ensure equitable access to housing and to the programs, resources and opportunities that the housing system delivers.</b>
<b>Sub-goal 2A</b> <b>Remove discriminatory barriers confronting Portlanders trying to access housing.</b>
1. Continue funding programs that further fair housing and assist Portlanders with enforcing fair housing laws.
2. Complete HUD's required Analysis of Impediments to Fair Housing to assess where PHB should be investing its time and resources to create promote fair and equitable access to housing. Coordinate with regional partners where practical.
3. Fund new programs to effectively respond to findings in the Analysis of Impediments.

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<b>Sub-goal 2B</b> <b>Achieve equity in the community's use of PHB supported housing and programs.</b>
1. Use community validated data sources like the Coalition of Communities of Color Report and the State of Black Oregon to set clear, measurable targets for utilization of PHB supported programs.
2. Incorporate PHB equity targets into all funding solicitations and contracts.
3. Measure, monitor and report on utilization against established equity targets.
4. Work to ensure that underrepresented populations have better access to PHB-funded programs by strengthening our contractors' and partners' use of culturally appropriate outreach and service delivery and by improving outcome measurement and tracking for such services. Consider set-asides for culturally-specific services where data indicates unacceptably low levels of access to, or success with, services by specific populations.
5. Select providers based on criteria that consider actual performance in serving underserved communities.

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**Sub-goal 2C**

**Increase participation by minority-owned and economically disadvantaged firms in the economic opportunities created by PHB's investments**

1. Establish and meet clear targets for participation in construction and professional service contracting and report results annually.
2. Convene working group to examine and improve elements of bid process that work to the disadvantage of otherwise-competitive minority-owned and economically disadvantaged firms.
3. Align with and support existing efforts to provide technical assistance to and build capacity of the sector of construction industry targeted for increased participation.
4. Designate "equity in contracting" lead at PHB to ensure that RFP's NOFA's contracts and loan documents are structured to target and incent meeting participation goals.
5. Consult with the industry about key utilization issues, including: cost barriers to state certification, diversity of workforce composition, change order management and effective strategies to improve participation by minority-owned firms. Look beyond state-certification to better assess actual participation by minority-owned firms.

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**Sub-goal 2D**

**Use PHB's influence, investments and partnerships to create housing opportunities that offer equitable access to quality jobs, schools, transportation, and other elements of sustainable communities.**

1. Strengthen PHB's connections to education, economic development, transportation, health, recreation, business and other sectors to align resources, strategies and outcomes toward common vision of sustainable and equitable communities.
2. Explore feasibility of a joint RFP or NOFA with other public sectors as a place-based demonstration project mirroring federal sustainable communities and choice neighborhoods grant.
3. Continue to participate in the Regional Indicators Project, Portland Plan, East Portland Action Plan and sustainable communities planning work to promote equity as a regional objective.