

DIRECTOR'S MESSAGE

August 2011

I am pleased to announce that Daniel Ledezma has been named PHB's Director of Equity, Policy and Communications.

Daniel comes to PHB with an impressive combination of policy, program development, and community leadership experience. I am confident that she holds the skills, experience, and credibility both internally and externally to assist PHB as we seek to solidify our long-term housing agenda for Portland.

Before her recent service as the Housing Policy Director for Commissioner Nick Fish, she worked with a variety of programs and community partners for the former Bureau of Housing and Community Development for seven years. She played a leadership role in furthering the city's goals in creating and preserving affordable rental housing and also forged important collaborations in the homeownership arena. Daniel is highly regarded both professionally and in the community for fostering innovative collaborations, community and civic involvement, and demonstrated leadership in advancing equity among historically underserved communities.

Originally from Colorado, she is a graduate of the University of Notre Dame, where she majored in Government and Peace Studies. She has two years of masters-level coursework in Urban Planning from Portland State University. She also is a graduate of the Future Leaders Initiative and Hispanic Metropolitan Chamber's Latino Leadership Program.

In her new role as Director of Equity, Policy and Communications, Daniel will assume responsibility for ensuring that equity and social justice are woven in to the work of the entire bureau. She will also direct the work of PHB's Housing Policy and Planning team, which entails policy analysis such as the Tax Increment Financing (TIF) Affordable Housing Set-Aside, coordination with the Portland Plan, development of a long-range housing strategy, public information and community engagement, and intergovernmental relations. She starts at PHB on August 18. Please join me in welcoming Daniel to PHB's executive leadership team.



Margaret Van Vliet



Daniel Ledezma

Enhancing Workforce Equity

Last fall, PHB announced that the development team of Human Solutions Inc., REACH CDC and Ride Connection was selected to build the Glisan Commons project, which will include 127 units of affordable housing for low-income workers and older adults in the Gateway Urban Renewal Area in East Portland.



The development team has selected R & H/Colas Construction— a joint venture of R&H Construction and Colas Construction Inc. – as the general contractor for the project. Through a very competitive “Request for Qualifications” process that drew eight applicants, R&H/Colas emerged with both the strongest proposal and an excellent plan for ensuring minority, women and emerging small business (MWESB) participation. The collaboration brings together two locally-owned and -

operated commercial contractors: Colas is an African-American-owned general contractor with more than 13 years of construction experience and strong community ties, while R&H is one of the top commercial contractors in the state, with a long track record of successful projects.

The project received additional good news recently when its application for low-income housing tax credits was approved by Oregon Housing and Community Services. While PHB has reserved \$5.9 million for the Glisan Commons project, the 9% tax credit award will bring an estimated \$7 million in equity for the first phase of the two-phase project. Congratulations to all involved in meeting both of these important milestones.

Update on TIF Set Aside Policy Review

The Portland Housing Advisory Commission (PHAC) hosted a public hearing on the TIF Affordable Housing Set- Aside Policy review process on August 2. PHB staff presented draft recommendations of the policy review committee – a sub-committee of the PHAC – which has been evaluating the policy with an eye toward ensuring its continued effectiveness as a tool for affordable housing development.

Throughout the review process, sub-committee members evaluated the primary components of the policy, including income guidelines, spending targets, and compatibility with other City goals. The committee’s draft recommendations outline a proposal to renew the TIF set-aside policy, which was presented at the public hearing. Testimony at the public hearing – attended by business and community leaders, as well as the affordable housing community – echoed the need to establish the 30% TIF set-

aside as a “minimum” for housing investments in each urban renewal area. We also heard support for maintaining income guidelines for Set-Aside projects, and to create deeply affordable units available to the most vulnerable households (those making up to 30% of median family income). Notes from the public hearing are [available here](#).

I want to let you know that there is still time to weigh in on the TIF Set-Aside Policy Review process. The draft recommendations also will be presented to the Portland Development Commission later this summer. I plan to make a formal recommendation of any policy amendments to Commissioner Nick Fish by early September. We expect City Council to take up the matter in a council session this fall.

We continue to accept comments through our website <http://www.portlandonline.com/phb/tif> or by contacting [David Sheern](#), Policy and Government Relations Coordinator, at 503.823.4103. Thank you for your engagement in this important process.

Creating Paths for Homeownership

As most of you are well aware, the homeownership gap among households of color is well-documented in Portland and elsewhere throughout the country. PHB is committed to addressing this disparity through programs that emphasize education and financial wellness. Our Strategic Plan calls out our intention to help Portlanders from communities of color to buy a home, or keep the home they already own.

We are proud of the work we do in partnership with the Native American Youth and Family Center (NAYA) to hold the annual Housing to Homeownership Fair, held July 31. The event’s theme, “Sharing our Stories of Home,” emphasizes the values and meaning of home as a way to help program participants discover their path to homeownership or housing stability. Workshops on a variety of topics such as renters’ rights and affordable homeownership drew more than 130 participants. Forty-five community groups and local agencies provided information about programs and services to about 400 attendees.



The NAYA fair is the first of several housing resource fairs scheduled in Portland in the coming months. The Multicultural Homebuying Fair, hosted by the Asian Pacific Islander Community Improvement Association, will be held 10am to 3pm on Saturday, September 17, at Portland Community College Southeast campus, 2305 SE 82nd and Division. More info on the event is at <http://www.apicia.org>.

Supporting Volunteerism in the Community

Congratulations to our partner REACH CDC on another successful Paint and Repair-a-Thon volunteer weekend. The annual event drew more than 250 volunteers to help make home repairs for seniors and people with disabilities.

For some of our neighbors living on fixed incomes, even the most minor home repairs can be costly. That's why REACH's Community Builders Program – which includes the Paint- and Repair-a-Thon – is so important, because they provide free home repair help for people who need them.



A number of PHB staff and family members joined hundreds of volunteers for a day of community service in neighborhoods throughout Portland. Our PHB crew helped paint and fix up a home of an elderly couple in northeast Portland. Beyond painting the home, volunteers also helped fix a window, do yard work, and made minor electrical repairs.

Again, congratulations to REACH for another successful volunteer event. PHB is proud to be a partner in this effort.

Warm regards,

Margaret Van Vliet

Director, Portland Housing Bureau

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