



**Portland  
Housing  
Bureau**

**Portland Housing Advisory Commission**  
**Tuesday, March 6, 2012**  
 2:45 p.m. – 4:45 p.m.  
 NAYA Family Center – Cafetorium  
 5135 NE Columbia, Portland, OR  
 97218

- ✓ = PHAC public member action item
- ▶ = PHB staff member action item

**Meeting Minutes**

**Members Present:** Jesse Beason, Elisa Harrigan, Deborah Imse, Rey Espana, Marc Jolin, Shannon Singleton, Carter MacNichol, Carmen Rubi, Sarah Zahn

**Members Excused:** Andrew Colas, Brian Wilson, Christine Lau, Toby Washington

Agenda Item	Discussion Highlights	Outcomes / Next Steps
<b>Welcome &amp; Review Meeting Purpose</b>	Marc Jolin chaired this PHAC meeting.  Traci reviewed the agenda and discussed new equity focus of PHB.	
<b>PHB Equity Business Plan</b>	Traci welcomed Bruce Watts and Hector Roche (BMW). Bruce was engaged in June 2011 to assist PHB with equity plan. Two key tactical steps: Guiding Principles and Equity Impact Analysis Tool. These tools can be used to operationalize PHB policies and programs. Bruce summarized work-to-date, including meeting with internal stakeholders and PHB partners to familiarize BMW with current process/programs. BMW has reviewed staff structure, procurement, etc. Key insights: track more qualitative data to capture work being done & establish clear equity goals; clarify role of PHB as funder (v.	✓ BMW is working to finalize the Equity Business Plan after feedback from today's PHAC meeting. Hector stressed the learning/growing nature of the Plan.

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	<p>borrower/developer/contractor); recommend business process changes; identify best methods for leveraging Procurement Office; increase community involvement and communications; develop accounting metrics; identify links to Portland Plan; set up public meetings/focus groups with partners regarding best business practices.</p> <p>BMW's key recommendations are (1) Guiding Principles: operationalize equity plan – govern how decisions are made, how resources are allocated, how we message public, how we measure accountability. (2) Impact Analysis Tool: this will be a lens into impact of decisions, allocations, etc. Tool will help target resources.</p> <p>Tool should be reviewed for intended and unintended results and be continually revised. PHAC/PHB may meet with Council to discuss how to adapt Tool.</p> <p>We need to address community assumptions – engage nontraditional partners for input; engage leaders early in process; encourage organization &amp; staff development with mentoring, job-shadowing, etc., to integrate equity plan into operations.</p> <p>Data: we need both qualitative and quantitative data, and we should discuss other types of data to collect and respond to.</p> <p>PHB should leverage its goodwill and leadership role. PHB needs to tie equity plan</p>	

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	to budget.	
<b>Equity Data and Roll-Out Plan</b>	<p>Daniel discussed action items on the Roll-Out Plan draft. There is an urgency to get a finalized plan in place by July 1, 2012. There is a need to further discuss data and methodology of equity plan.</p> <p>Antoinette discussed data – there are many different ways to report data and in the past much data has been driven by need for federal compliance. Going forward, PHB will implement new system to consolidate bureau-wide data. New system is web-based and will help track program performance. The data is not perfect but there is a strong plan going forward. There are equity implications on data collection and usage. Data reporting forms should be looked at and changes made. This new software has been used across the nation and is very editable.</p> <p>Marc asked whether white poverty data should be included in the data; Traci stated it was not reflected but could be considered.</p> <p>PHAC reviewed examples of disparity based on Coalition of Communities of Color data. Ann Curry-Stevens consulted with PHB on the data that was brought to PHAC today. Some communities are not reflected in data – PHB will work to improve this going forward.</p>	

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<p><b>Equity Goal Setting</b></p>	<p>Daniel would like to see equity goals reflected in contracts starting this year. There is no great model out there, so this will be a learning opportunity. PHB is asking PHAC and the community to take a risk in moving forward with the equity plan; there is a desire to remove barriers and measure progress against goals. PHB would like to close disparity gaps in 1-3 years.</p> <p>There is a need for more resource development to meet disparity needs. Undercount in reported data is acknowledged.</p> <p>PHB programs provide services but don't necessarily always reduce disparity equitably.</p> <p>Providing more housing is a priority, but there may be a need for more economic participation in PHB projects; PHB needs to find ways to expand participation. This is a work-in-progress.</p> <p>Bruce recommended getting vendor participation in addition to contractors/developers.</p> <p>Daniel asked PHAC for feedback regarding new methodology; she stressed a need for bureau-wide conversations. It may be difficult to start equity conversations with contractors at a staff level – PHB needs to strategize an approach and help contractors be more equitable in a sensitive manner.</p>	

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<p><b>Meeting Wrap-Up and Planning for Next Meeting: Fair Housing</b></p>	<p>PHB would like feedback from PHAC on how to integrate equity into all areas of the bureau; equity goals can form a baseline to measure against and to monitor progress.</p> <p>Next steps</p> <ul style="list-style-type: none"> <li>• Create conversation among commissioners regarding how to move forward.</li> <li>• Establish an Equity Subcommittee.</li> <li>• Traci would like to see a narrative approach to data to increase understanding of the numbers.</li> <li>• PHB would like PHAC feedback on equity methodology.</li> </ul> <p>Marc asked for a motion to support the direction of the equity methodology. The motion was seconded and passed.</p> <p>Next PHAC meeting will cover fair housing and LTE changes.</p>	<ul style="list-style-type: none"> <li>▶ PHB will create and email out a narrative on the data.</li> <li>▶ PHB will set up Equity Subcommittee with interested PHAC members.</li> <li>✓ Commissioners will prepare information on LTE changes.</li> </ul>