



CITY OF
PORTLAND, OREGON
PORTLAND HOUSING BUREAU

Nick Fish, Commissioner
Traci Manning, Director
421 SW 6th Avenue, Suite 500
Portland OR 97204
(503) 823-2375
Fax (503) 823-2387
www.portlandonline.com/PHB

Citywide Housing Strategy

Vision

Creation and implementation of a Citywide Housing Strategy will ensure that Portland Housing Bureau's investments and influence are directed toward creating equitable access to housing for all Portland residents.

This Strategy Serves Three Main Functions

1. Provide a policy framework to connect the PHB Strategic Plan with the Portland Plan to meet the city's anticipated growth in housing demand and create healthy, connected neighborhoods.
2. Direct future PHB investment in affordable housing and influence of the housing market to achieve equal access to housing for all Portland residents.
3. Outline and prioritize a list of tools, policies, partnerships and resource development strategies PHB can implement to meet the unmet housing needs in Portland.

Process

Strategy development will compliment and leverage the ongoing Portland Plan work of the Bureau of Planning and Sustainability as well as PHB's internal equity, fair housing and resource development efforts.

Mapping

Where a person lives is the primary determiner for his or her ability to achieve prosperity through the ease or difficulty in accessing community assets. Using a set of community-verified indicators, PHB will create a series of maps detailing neighborhood-level access to community amenities such as quality schools, transportation and healthy food. These maps will provide PHB a foundation for decision making in where to invest our resources and influence the market to ensure equal access to healthy, connected neighborhoods for all Portland residents.

Portland Plan Collaboration

PHB will partner with BPS to expand their current work developing 25-year citywide growth scenarios and potential impacts on affordability. Work will also include matching household type to housing type through a study of demographics and housing preferences. PHB will also partner with BPS in developing policy on displacement, as well as developing transportation and housing cost policy .

Community Engagement

To ensure clear and consistent communication with the public throughout the process, PHB will utilize and expand on the Diversity in Civic Leadership program currently administered by the Office of Neighborhood Involvement. PHB will contract with a range of community organizations to assist in outreach to underserved communities in an effort to verify the data used in the mapping exercise, identify on-the-ground realities that are missed within the mapping exercise and review and shape the development of strategies.

Additionally, PHB will form a technical advisory committee of 12 select stakeholders and Portland Housing Advisory Commission members that will meet regularly to provide creative thinking and oversight throughout the process. TAC members will be tasked with reviewing the choice and weighting of data indicators for the mapping, providing access to qualitative data fill in shortcomings in available quantitative data, approving finalized maps, reviewing and commenting on market demographic study drafts, formulating ideas for resource development and new tools for implementing housing priorities and reviewing strategy language.

Strategy Development

Taking the information developed through the mapping exercise and coordination with BPS on Comprehensive Plan development, PHB will draft strategies to direct PHB investment, align city resources and influence the housing market. Strategies will be developed for five, ten and twenty-five year time frames. The end document should also serve as a tool for PHB's resource development efforts.