



# Portland Housing Bureau

**Portland Housing Advisory Commission**

**Thursday, September 19, 2013**

3:00 p.m. – 5:00 p.m.

Portland Housing Bureau

421 SW 6<sup>th</sup> Ave, Ste 500

Portland, OR 97204

✓ = PHAC public member action item

▶ = PHB staff member action item

## Meeting Minutes

**Members Present:** Jesse Beason, Rey España, Marc Jolin, Colin Rowan, Carter MacNichol, and Sarah Zahn.

**Members Excused:** Carmen Rubio, Elisa Harrigan, Andrew Colas, Christine Lau, and Deborah Imse.

**Staff Present:** Traci Manning, Daniel Ledezma, and David Sheern.

Agenda Item	Discussion Highlights	Outcomes / Next Steps
<b>Welcome &amp; Review Meeting Purpose</b>	<p>Jesse Beason welcomed everyone to the September PHAC meeting. He noted that there were no July minutes to review.</p> <p>He welcomed Colin Rowan to his first PHAC meeting as the newest member. Colin introduced himself to the rest of the PHAC members and provided his background and hoped to be of help to PHAC in the financing aspect of housing.</p> <p>Jesse announced that there had been requests that those speaking talk more loudly so that everyone can hear. He asked that people respect the request and make sure to speak up.</p> <p>Jesse introduced Shannon Callahan, Director of Social Policy for Commissioner Dan Saltzman's office to PHAC.</p>	
<b>Public Testimony</b>	No public testimony.	
<b>Strategic Plan Update</b>	Traci Manning provided an update on the Strategic Plan. She described the first Portland Housing Bureau Strategic Plan and how it was the first one ever created for the Bureau. It was very community drive with lots of outreach in all areas of town. PHB is hoping to build	

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	<p>on the old Strategic Plan and use the Plan to explain expectations and the purpose of PHB. The Strategic Plan also helps PHAC with investment priorities. The scope of the work within the Action Plan will cover a span of three years and is incredibly extensive. We are still working on aligning the Action Plan to match the fiscal year. Right now it is slightly off. We want to be as transparent as possible about what we say we are going to do and when we will get there.</p> <p>Jessie Beason: Is this the final report?</p> <p>Traci: This is the final report of this plan.</p> <p>Carter MacNichol: The funds within this report are financed to 2014?</p> <p>Traci: Yes.</p> <p>Daniel Ledezma discussed the Strategic Plan further. We are doing many things with our limited resources. Staff is innovative and understands the impact this makes. We have four goals in the strategic plan.</p> <p>The first is to produce and preserve housing to meet the needs of the residents. We have partnered with Multnomah County and Home Forward we adopted the 10-Year Plan update "A Home for Everyone". We are looking more at location and where to make our investments. We are looking into adopting a new Location Policy. There will be a preview at the next PHAC meeting.</p> <p>The second goal is to remove discriminatory barriers, increase participation by MWESB firms on projects, and ensure equity in housing programs. We have been asking ourselves how to translate information into measurable impact. For example, the recent NOFA had explicit equity guidelines. Also, there was an increase in MWESB as a whole since 2009 to the last set of projects. This is not just a slight increase, but more than a 10% increase overall.</p> <p>The third goal is resource development. One example of this is the recent 11 X 13 Preservation Campaign. We need to develop new cost-effective ways of spreading information.</p> <p>The last goal is organization. This is specific to the Portland Housing Bureau. We are still a</p>	

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	<p>young bureau and are becoming a successful organization. We want to provide the highest level of leadership.</p> <p>Carter: Any disappointments with staff or projects?</p> <p>Daniel: No concern with staff, but overall resource development is a disappointment.</p> <p>Traci: Yes, that is the category where we are most weak. It is challenging and completely out of our control.</p> <p>Marc Jolin: Because of that it is hard to move forward and expand.</p> <p>Carter: Resources are dropping and headed the wrong way. These developments need to come from someone taking initiative to make them happen.</p> <p>Rey España: It is important in next report to show the beneficiaries. How about what happened; outcome? You need outcome data. I want to see year end report and how it influences outcomes. There is still a disconnect. People will be looking for accountability and progress.</p> <p>Marc: At the Contracts Meeting they are looking at data at the sublevel. It is there.</p> <p>Jesse: How “live” are some data points? Are some produced annually?</p> <p>Traci: Tenant based is annual. Development is annual or slightly less because they are contract based. Almost all contracts are in ServicePoint now and data is provided quarterly. We still have a data quality concern with converting to new system. We can only commit to biannual data until it is fully up and running. It is definitely good for contractors to see data more often.</p> <p>Daniel: It is difficult with the Tracker because some things that put our data and success in context are missing from the program. How do we grade ourselves? How about prioritization of activities, or tracking discreet market activity? We have to put realistic bumpers around the data. We propose a work plan where we tinker with the Strategic Plan over the next three months and have it completed by December. It will be in line with the budget. The three year period needs to be in line with the fiscal year, as well.</p>	

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	<p>Traci: Commissioner Saltzman says there was massive community work in the first plan and there is no need to do quite as much in the second plan. He doesn't want the same thing in the next go-around.</p> <p>Carter: What are his priorities? Have these priorities shifted?</p> <p>Daniel: The intent is to have the same four goal areas.</p> <p>Colin: Will this report reshape the budget?</p> <p>Traci: No, we do not reshape. Last year we did two budget presentations to explain the budgeting. We can be asked to change something, but once we present it it's out of our hands. PHAC works on the budget in November and December.</p> <p>Jesse: Are the PHAC members okay with this streamlined process and the compressed Strategic Plan?</p> <p>Sarah Zahn: I am fine with it, but people should be allowed time review it and provide public testimony.</p> <p>Carter: A shift in priorities is a major concern. If reshaping the prior plan and things don't change much then it's fine. It is important to find out where Commissioner Saltzman stands on these issues.</p> <p>Marc: I like Sarah's input. We need a draft first to allow for public testimony.</p> <p>Jesse: Does the draft have an adoption date?</p> <p>Traci: No, only proposed dates.</p> <p>Carter: A timeline for the Strategic Plan would be great.</p>	
<p><b>Fair Housing Update</b></p>	<p>Daniel Ledezma provided an overview of the Fair Housing report. The report was mainly informational. The important goals of the Fair Housing report are to contract with different groups on Fair Housing, better promotion of Fair Housing in the media, and to work on marketing strategies. Recently we had Fair Housing ads on the radio, ads running at the</p>	

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	<p>movies in the park, and posters displayed around the city. This report will be updated once a fiscal year.</p> <p>Marc: Are these radio ads from HUD or from PHB?</p> <p>Jayme Cuti: The radio ads are national, but include a local tag at the end of the message with information to contact our local HUD office.</p> <p>Carter: Is the Fair Housing report data drive?</p> <p>Daniel: Yes.</p> <p>Colin Rowan: Is there an end date on when the data program will be fully up and running?</p> <p>Traci: Yes, the end date was October of last year. Most modules are up and running. The last module is behind, but getting close.</p>	
<p><b>Homeless Communications Plan Update</b></p>	<p>Marc Jolin introduced PHAC to the Homeless Communications Plan that different partners have been working together on. He asked PHAC for suggestions on how to talk about homelessness and to discuss the assumptions of homeless individuals. He reached out to PHB on messaging of this important topic.</p> <p>Jaymee Cuti provided a presentation on the recent 11X 13 Preservation Campaign and discussed how this approach to spreading PHB’s message was a success. PHB would like to build on this success and use it across different projects such as “Building a Dream” where Jaymee will be doing a story about Back-to-School for a homeless family with children in school. Another story will center on a family and their experience on their first day in a new home. She is hoping to create an alternative frame around homelessness and move away from all of the bad stories surrounding homelessness lately.</p> <p>Marc: People need to talk to people and ask what home means to him or her. It humanizes these individuals. This is how the 11 X 13 Campaign was successful.</p> <p>Sarah: I like this opportunity to thoughtfully present homeless families and not dehumanize them. Often times people ask us for a homeless family to interview, but they don’t understand they are being insensitive.</p>	

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	<p>Jaymee discussed her idea for a PIO (Public Information Office) Club. Her hope is to gather people working on communications for partners and get them talking about strategies, tips, and common work practices. It is an inexpensive way to market 11 X 13 and like projects, as well.</p> <p>Rey: I would like to see you reach out to the homeless youth system. Have you considered that? The broader the voice and message the better.</p> <p>Betty Dominguez: At Home Forward we are nearing a pilot program with New Avenues For Youth (NAFY). We are still looking for a home, but we are excited about it. Maybe you can work with us to reach out to the homeless youth.</p>	
<p><b>Meeting Wrap-up and Planning for Next Meeting</b></p>	<p>Traci updated everyone on Council. We are able to get more money on the streets. With these funds, 92 women can get off the street immediately and go into housing. There is a proposal from PHB for \$1.7 million for new money to help with homelessness. There will be further discussion at the November 6<sup>th</sup> meeting.</p> <p>Daniel mentioned that the October PHAC meeting would include a guest speaker to discuss resource development and that the meeting would be focused on Inclusionary Zoning and Housing. The second half of next meeting would include a PHGOA Party to celebrate the near completion of the Portland Housing Opportunity Analysis.</p> <p>Jesse Beason left early so Marc Jolin closed the meeting. Adjourned.</p>	