



Portland Housing Advisory Commission

PHB Strategic Plan Report Year One

September 11, 2012



Portland Housing Bureau



GOAL 1

**Meet Portland's need for
quality, affordable homes for
its residents**



STRATEGY	STATUS
Figure out how much housing Portland will need, who needs it, and where it can be built (1.1)	Underway – collaborative Housing Strategy with Bureau of Planning and Sustainability
Invest in deeply affordable rental housing intended to reduce needs over time; Prioritize preservation/renovation of existing affordable housing (1.2, 1.3)	Ongoing – 2011-12 NOFA funds (# of pres) projects; ten of the “11X13” projects addressed or underway; PHB maintains a priority for 0-30% housing in the NOFA
Update our Ten-Year Plan to End Homelessness (1.4)	Underway – 10 YP Committee formed and working, complete January 2013
Integrate housing programs with jobs, mental health, addictions, and correction services (1.7)	Underway – HIV/AIDS Housing/Health/Jobs Integration Pilot funded; Ongoing – alignment with jurisdictions, Health Share
Support programs that move people of color into homeownership (1.9)	Ongoing – coordination of PHB homeownership programs to maximize impact

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GOAL 1 (Continued) Meet Portland's need for quality, affordable homes for its residents



STRATEGY	STATUS
Set clear strategies and targets for minority homeownership (1.10)	Not yet started – convene current homeownership partners to develop framework – 2012/13
Continue to provide short-term rent assistance (STRA) where proven effective (1.14)	Spring 2012 STRA Request for Proposals incorporates best practices and resource linkages
Continue to work with the State to bring foreclosure prevention funding to Portland; Raise community awareness of existing programs to prevent eviction and foreclosure (1.15, 1.17)	Funding prevention; tracing foreclosures and State policy for Hardest Hit settlement; utilize HH program to maximize impact in preventing foreclosures by funding Hacienda CDC for outreach/counseling
Support programs that improve the quality, health and energy efficiency of existing housing and relocate low-income people out of unsafe or unhealthy housing (1.20)	Underway –Quality Rental Housing Workgroup; County weatherization & Clean Energy Works Oregon; BDS Neighborhood Inspection fund

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GOAL 2

Ensure equitable access to housing



STRATEGY	STATUS
Challenge discriminatory practices that serve as barriers to fair housing (2.1)	Ongoing – Equity and Fair Housing used in budget development and program requirements, will contract for and complete testing in 2012-13
Work with local partners to educate renters on programs that can help reduce Discrimination (2.3)	Ongoing – Fair Housing Advocacy Committee formed and working
Set clear, measurable equity goals for all city-supported programs; Incorporate equity goals into all funding applications and contracts (2.4, 2.5)	Completed and Ongoing – Included in NOFA, Equity deliverables in all FY 2012-13 contracts
Report results annually (2.10)	Ongoing – Dashboard establishes equity baseline, new reporting forms use inclusive demographics to measure progress; MWESB outcomes reported

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GOAL 3

Develop, leverage and allocate housing funds to meet needs, sustain our assets and strengthen the housing industry



STRATEGY	STATUS
Build and leverage relationships with local and regional investors, foundations, coalitions, financial institutions and partners to develop new ways to pay for housing; Track and pursue grant opportunities (3.1, 3.4)	Not Yet Complete • Strong community coalitions built for 2012-13 budget advocacy • Resource development ID'ed as a specific goal for 10 Year Plan Reset
Base decisions about cost-effectiveness on long-term research (3.6)	Completed – developed baseline for consistent measures of program outcomes that can be tracked/reported over time
Give top priority to programs that have the most lasting effect on most critical housing needs (3.7)	Ongoing
Develop a long-range management plan in collaboration with the housing industry to assess current stock of affordable rental housing (3.10)	Ongoing – HDC Initial report; OON Pathways to Sustainability; Portfolio Optimization Plan to Council 10/12

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GOAL 4

Build a strong, dynamic Housing Bureau that provides the highest level of leadership and service to our customers, stakeholders, employees and the community



STRATEGY	STATUS
Increase opportunities for employee morale-building and cross-team collaboration (4.3)	Ongoing - Cross-functional staff Budget Subcommittee played valuable role in internal budget development
Standardize how we measure and report community needs and results (4.9)	In process – HDS implementation and workflow refinements between systems
Highlight Portland's housing needs, best-practice programs and projects, and investment successes via traditional and social media (4.12)	Completed and Ongoing – budget messaging on success of shelters, STRA and homeowner programs. New construction projects in multiple news articles (Gray's Landing, Yards Phase C)
Ensure all hiring panels include diverse community members and/or stakeholders (4.16)	Completed and Ongoing
PHAC agenda balances short-term and long-term PHB needs, as well as concrete and deliberative topics (4.17)	Completed