



# Portland Housing Bureau

**Portland Housing Advisory Commission**  
**Tuesday, October 07, 2014**  
 3:00 p.m. – 5:00pm  
 Portland Housing Bureau  
 421 SW 6th Ave, Suite 500  
 Portland, OR 97204

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

## October 2014 Meeting Minutes

**Members Present:** Marc Jolin, Amy Anderson, Wayne Miya, Jean DeMaster, Deborah Imse, Colin Rowan, Bill Gentile, Andrew Colas, Elisa Harrigan, Rey España, Tom Brenneke

**Members Excused:** Jesse Beason, Dike Dame, Sarah Zahn

**Staff Present:** Traci Manning, Andrea Matthiessen, Nate McCoy, Javier Mena, Daynelle Banks

**Guests Present:** Cheryl Roberts, Felicia Tripp

Agenda Item	Discussion Highlights	Outcomes / Next Steps
<b>Welcome &amp; Review Meeting Purpose, Review Minutes</b>	Marc opened the meeting with review of the minutes and asked for a motion to approve. September PHAC minutes were approved.	
<b>Public Testimony</b>	No public testimony.	
<b>MWESB</b> <ul style="list-style-type: none"> <li>• <b>Annual Report</b></li> <li>• <b>Recommendations for Next Steps</b></li> </ul>	<p>Marc introduced Javier and Nate to open the discussion on MWESB Annual Report.</p> <p><b>Javier:</b> This is the MWESB annual report from procurement showing the compliance of the projects that we are funding. We also want to take time to talk about next steps. Where do we go from here to improve on our outcomes?</p> <p>Javier turned the floor over to Nate McCoy, Senior Construction Coordinator for PHB.</p> <p>Nate highlighted main points in the <a href="#">MWESB Annual Report handout</a>.</p>	

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	<p><b>Nate:</b> There has been growth from last fiscal year to this fiscal year. 83% of PHB funded projects either met or exceeded the goals. There has been a lot of growth in the last 2 years in this program mainly because of outreach activities. There are challenges in getting sub-contractors certified as Section 3 which is different from the MWESB certification. This report is generated from the procurement office to PHB to communicate their ideas as to next steps and improvements for the program. Procurement would like to see PHB working closer with Oregon Tradeswomen to create an ongoing dialogue on how we get more women into these trade areas.</p> <p>Nate summarized the next steps and recommendations included in the report.</p> <p>Continued efforts from last fiscal year:</p> <ul style="list-style-type: none"> <li>• Meet and greet event for professional service trades (prime contractors, developers, property managers) – networking</li> <li>• Posting NOFA recipients on website for bidding opportunities</li> <li>• Monthly report is being posted to website</li> </ul> <p><b>Nate:</b> One of the first things PHB would like to focus on is increasing our analysis around the good faith effort outreach; tracking where bidding opportunities are and where they are lacking. We are trying to identify challenges and analyze for solutions. Second we would like to expand technical assistance to providers that do advocacy work. PHB would like to create a workgroup to generate information and dialogue to build on what is being done. The charge of the group would be to review and examine PHB processes and activities regarding contracting outcomes; taking a look at diversity in trades to create opportunities.</p> <p>Nate opened the floor to the PHAC for recommendations.</p> <p><b>Wayne:</b> Are the goals for minorities and women are they static or are they adjustable? The goal for women is high compared to the availability.</p> <p><b>Nate:</b> This workgroup can dive in to that type of thing more directly. A lot of these goals are set by statewide data. There has not been enough connection with agencies up front. This workgroup can look into that and see if adjustments are needed.</p>	

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	<p><b>Andrew:</b> That is a percentage of availability of the actual apprenticeship program. Oregon Trades Women is a pre-apprenticeship program. Until you are in the apprenticeship they are not counting you as available. We need figure out better ways to be able to be rated at the apprenticeship rate. Then you would see more onboarding of women and minorities in the trade.</p> <p><b>Tom:</b> What I'm hearing from our contractors is that it's getting tougher to find the qualified workers and those that are interested.</p> <p>There was some discussion and clarification of the report percentages incited by questions from Amy Anderson.</p> <p><b>Marc:</b> On the services side PHB did a lot of work to be very intentional around specific communities of color. As you look at these numbers there is an aggregate goal. Are there goals set for different communities? Are the percentages too low or too high? Are we only looking at the aggregate?</p> <p><b>Nate:</b> This is high level. I think the workgroup would help us get more into the weeds. I've never seen anything where we set goals related to specific groups.</p> <p><b>Javier:</b> We are not happy with the diversity pool. One of the first next steps is looking at the projects that we are funding and diving deeper into the bidding process to see who isn't bidding and who isn't and why?</p> <p><b>Traci:</b> We are working through community partners. We don't do contracting directly so in terms of setting goals. Are there people we could partner with? Who do we need to include on the working group or partner with so that we can increase our impact? Do you PHAC members have thoughts, given the indirect contracting, to make sure we get the right people at the table?</p> <p>Colin and Nate continued the discussion about technical assistance and outreach to agencies that should be a part of the workgroup.</p> <p><b>Andrew:</b> As the president of NAMAC I spend a lot of time looking all of the public bureaus. In the last 4 years with the leadership, PHB is doing a lot better job. The way PHB works with partners for procurement is more beneficial to meeting the MWESB</p>	

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	<p>goals. We have seen the change because the developers know that they have to meet these goals in order to get the funding that they want.</p> <p>Andrew addressed the comment from Tom about difficulty getting contractors to bid.</p> <p><b>Andrew:</b> One of the things you see when you can't get people to bid. It's about relationships. Some general contractors treat certain sub-contractors in ways that discourages them on bidding for future contracts – people don't want to get burned. The work that PHB is doing is leading us toward minority companies as the general contractors on these projects.</p> <p><b>Rey:</b> I have a question on Section 3. There is a project missing data. Is that non-compliance? Lack of data? How should I interpret the organization that has no data?</p> <p><b>Nate:</b> That was a really small project as compared to the other projects.</p> <p><b>Rey:</b> I agree with Andrew's comments. As far as recommendations there are other agencies beyond Oregon Trade's women. I would broaden the outreach to pre-apprenticeship programs. You are leading the way but with much respect we can do better.</p> <p>Rey gave a few recommendations for workgroup participants. Nate invited the PHAC to contact him with suggestions for the workgroup along with contact information. There was continued discussion on recommendations for the workgroup. Amy and Tom expressed interest in participating on the workgroup. Elisa talked briefly about a pilot from Home Forward to get residents into apprenticeship programs.</p> <p><b>Andrew:</b> It would be critical to figure out a way to hire with BOLI. It's tough with these pilot projects to get the apprenticeship rate.</p> <p><b>Deborah:</b> Our organization worked with Home Forward in the property management arena. We are getting together to expand on that template.</p> <p>Marc moved the meeting to the next topic.</p>	<p>✓ PHAC Members to forward Nate contact information for recommendations to the MWESB workgroup.</p>

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<p><b>Homeownership</b></p> <ul style="list-style-type: none"> <li>• <b>Equity Outcomes Reporting</b></li> <li>• <b>Strategic Direction</b></li> </ul>	<p>Andrea Matthiessen, Neighborhood Homeownership Program Manager, distributed the <a href="#">Homeownership Presentation</a> and introduced the community partners that were present at the meeting.</p> <p>Felicia Tripp, Deputy Director at Portland Housing Center and Cheryl Roberts, Executive Director of AAAH joined Andrea for her presentation.</p> <p>Andrea invited the PHAC to ask questions during the summary and review of the Homeownership Equity Outcomes Presentation.</p> <p><b>Wayne:</b> When you calculate average MFI is it a straight 1:1 comparison?</p> <p><b>Andrea:</b> This is a high level overview. What you are seeing embedded in here are varying levels of subsidy and varying levels of cost burden.</p> <p><b>Elisa:</b> Just for clarification – for the DPAL and the LTE are you providing more subsidy to bring the cost down? Is that why the prices seem lower?</p> <p><b>Andrea:</b> These are actual average sale prices for those 2 URA’s. This represents the condition of the homes being purchased. That’s why the prices may seem lower. This is not intended to be an indication for what is affordable. This is the average MFI of the households that purchased the units for each particular program.</p> <p>Andrea continued the review and turned the presentation over to Felicia to discuss the benefits of homeownership.</p> <p>Felicia distributed a packet containing an overview of some of the agencies that PHB partners with for homeownership programs and services. Also included in the packet was a summary of the NeighborhoodLIFT program accomplishments for households up to 120% MFI. Felicia discussed benefits of PHB providing funding for homeownership services (presentation pg. 3). When people are able to use these subsidies for homeownership in many instances their housing costs go down.</p> <p>Andrea continued the review of the presentation moving on to the PHB homeownership overview, partners, and homeownership resources. Andrea asked the PHAC if they had any questions about how PHB allocates resources for homeownership</p>	

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	<p>programs. There were no questions. Andrea moved on to the data chart slides of the presentation.</p> <p><b>Jean:</b> Is your assumption that African, Middle Eastern and Slavic don't have higher homeownership rates is because of language barriers?</p> <p><b>Andrea:</b> My assumption would be that it's the data source.</p> <p><b>Traci:</b> These are the categories that PHB's uses. ACS uses the Federal HUD categories that don't ask people if they are African, Middle Eastern, or Slavic.</p> <p><b>Jean:</b> We've tried to work with the Slavic population and we haven't been able to get through the language barrier. Is there a way to cross language barriers?</p> <p><b>Elisa:</b> Habitat does a good job with that. It can be hard because there aren't tons of interpreters available and it is a lot of material. Also, those are a lot of recent refugee population and data may not be capturing them. Sometimes stabilizing recent refugee immigrants takes a little more time.</p> <p><b>Amy:</b> Right now the average home ownership costs is \$2K or more. Given that income level to start with how are we going to raise the income levels so people can afford these homes now?</p> <p><b>Elisa:</b> I'm a recipient of a DPAL so I am a huge fan of the programs that are available. I experienced my housing costs going down after I became a homeowner. Yes we need economic development but these programs level the playing field for those who need it to neutralize the cost barrier.</p> <p><b>Andrea:</b> To Amy's point, there is a sense of urgency around how quickly the market is escalating. We are watching homeownership become increasingly unattainable.</p> <p><b>Felicia:</b> Most of the homes we help people get into are about \$250K and under.</p> <p><b>Cheryl:</b> We understand that everyone is not going to be a homeowner and does not want to be a homeowner. We understand the need for affordable rental opportunities as well.</p>	

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	<p>Andrea presented that outcome data for current PHB programs by race and ethnicity. The graphs contrast how PHB homeownership programs are being used broken down by race and ethnicity.</p> <p><b>Elisa:</b> What is the average subsidy for an LTE?</p> <p><b>Andrea:</b> Per year the average is \$1700 per year over 10 years. The SDC (System Development Charge) value of the foregone revenue is about \$18,000. That is a benefit that goes to the developer and is reflected in a limited sales price.</p> <p><b>Jean:</b> Is this all households or limited to a group of households? Is it limited by income at all?</p> <p><b>Andrea:</b> The DPAL households are 80% MFI and under, the households with LTE or SDC exemptions are at 100% MFI or below and the unsubsidized units is a combination.</p> <p>Andrea invited Felicia to give more information about data that compares MFI to home prices.</p> <p><b>Felicia:</b> We track everyone who comes through our programs. In the NeighborhoodLIFT program we tracked where households came from and where they went. These were MFI's ranging from 60% to 120%. Depending on the neighborhood drives the need for subsidy. In all the communities of color the biggest barrier has been down payment and closing costs. That would increase homeownership rates in those communities.</p> <p>Andrea presented the outcome data of homeownership programs for FY 2013/14. The goal for PHB is 20% of people who accessed a PHB homeownership program to become homeowners.</p> <p>Cheryl presented PHB homeownership successes, homeownership equity challenges, and homeownership equity opportunities.</p> <p><b>Felicia:</b> Homeownership is crucial right now because of the tightening of the credit market. That has more impact on communities of color.</p>	

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	<p><b>Amy:</b> Are there any reports about health improvements after people have become homeowners?</p> <p>Cheryl and Felicia agreed to provide Amy with the data to support homeownership and health benefits. Andrea invited the other members of PHAC to comment.</p> <p><b>Rey:</b> This was a good presentation. I think one of the successes of homeownership is that for every new homeowner we create a new rental unit. This has been understated. Anything we can do to put it in the proper perspective is a good thing. Anything related to an IDA tool is worth looking into. The issue of affordability becomes greater as time elapses. I'd be interested in hearing analysis of short term impacts. Land banking or taking homes off the market should be legitimately looked at. New units being developed are not affordable to people who need it today.</p> <p><b>Elisa:</b> This is one of the better of the reports around homeownership equity. Information like this will help articulate that homeownership is important.</p>	<p>✓ Cheryl and Felicia to provide Amy with the data to support homeownership and health benefits.</p>
<p><b>Other Business Follow-up</b></p> <ul style="list-style-type: none"> <li>• <b>N/NE Neighborhood Housing Strategy</b></li> <li>• <b>MULTE Update</b></li> </ul>	<p>Marc introduced Traci to give an update on the N/NE Neighborhood Housing Strategy Community forums.</p> <p><b>Traci:</b> The level of engagement has been amazing. There were about 120 people at the first forum at Highland Christian Center and about 140 people at the second forum at Matt Dishman Community Center. Our third forum is in Gresham. A lot of our stakeholders thought it was really important to reach people who were displaced out of the area. We are expecting a smaller turnout. The fourth forum is Saturday morning.</p> <p><b>Elisa:</b> I've heard great things from community partners about the outreach and the content of the forums.</p> <p><b>Traci:</b> You will get a lot more information after we conclude the forum series.</p> <p>Javier gave an update on the MULTE applications discussed at September PHAC meeting. One of the three projects withdrew their application. The remaining two were heard at Council and will be voted on. They are expected to pass with no issue. Now</p>	



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	<p>there is room in the cap so we may identify a new project that can utilize the program. There may be another application that comes through in the near future.</p>	
<p><b>For the Good of the Order</b></p>	<p>Traci announced that the Cost of Affordable Housing workgroup has been seated and invited Elisa to give an update. Elisa updated the PHAC on the charge of the workgroup to talk about ways to reduce the cost to build affordable housing. About 40 people applied to be on the steering committee and 16 people were chosen. There will be opportunities for broader community engagement. At the end of the process MMT wants to have 2 or 3 pilot projects. Elisa invited PHAC members to receive updates on the community meetings for the workgroup.</p> <p>Carlos Garcia gave an update on data for various ethnicities underrepresented in current homeownership data.</p> <p>Marc adjourned the meeting.</p>	