

YOUR NEIGHBORHOOD, YOUR VOICE

PORTLAND HOUSING BUREAU
NORTH / NORTHEAST NEIGHBORHOOD
HOUSING STRATEGY

HOMEOWNERSHIP PREFERENCE APPLICATION

N/NE OVERSIGHT COMMITTEE PRESENTATION

MAY 26, 2016



PORTLAND HOUSING BUREAU

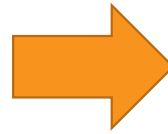
Dan Saltzman, Commissioner
Kurt Creager, Director

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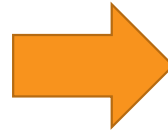
MARKETING & OUTREACH GOALS

Broaden engagement
across a wide geographic
area



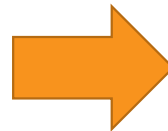
To reach displaced
community members

Partner with community-
based organizations



To increase access and
support for community
members and reduce
barriers to applying

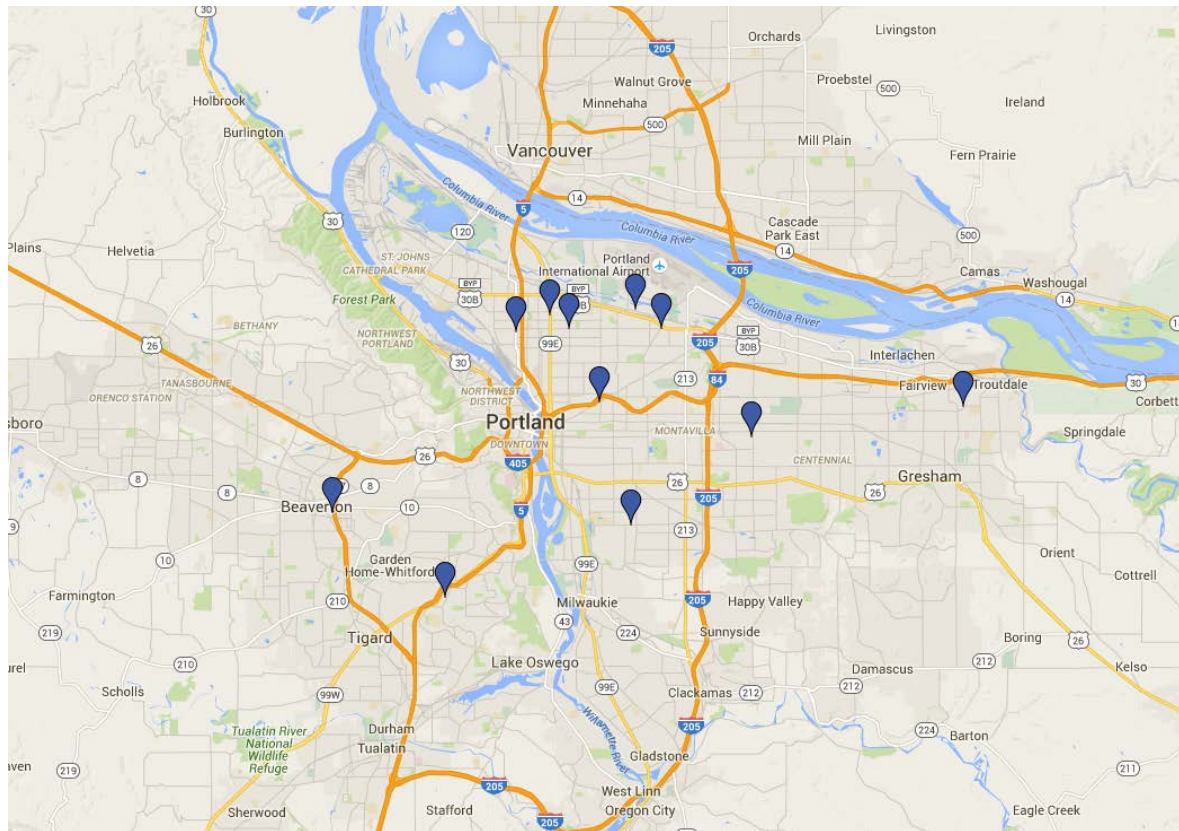
Create inclusive marketing
and directly engage in the
community



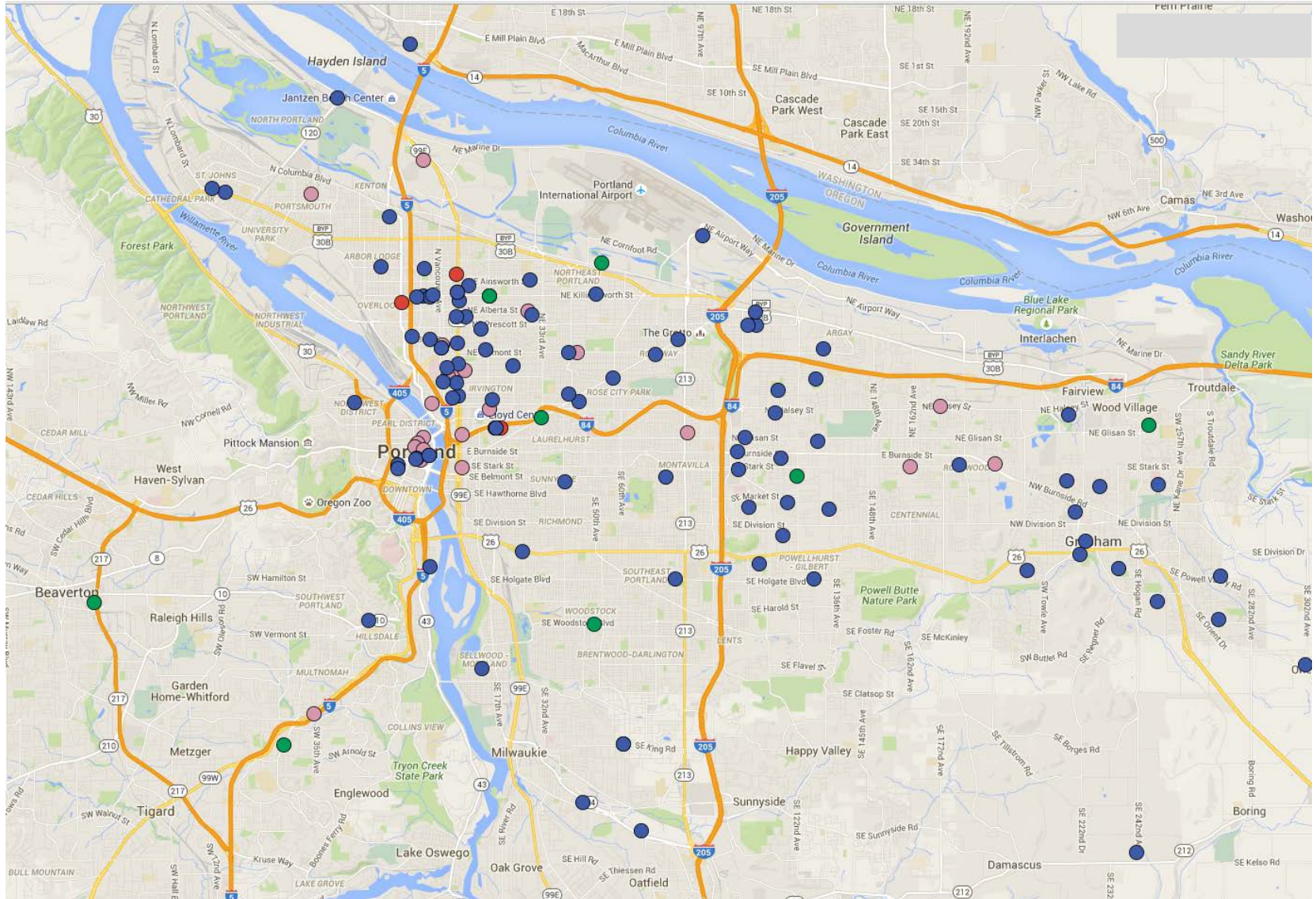
To inform and educate
potentially eligible
households about this
homeownership opportunity

DESIGNATED APPLICATION SITES

PHB partnered with and trained 11 community-based nonprofits and public libraries to create broad access to application process



COMMUNITY OUTREACH MAP



KEY

DAS- Funded

● All items

DAS- Community Partner

● All items

Contacted Community Partners

● All items

Committed Community Partners

● All items

MEASURABLE ENGAGEMENT

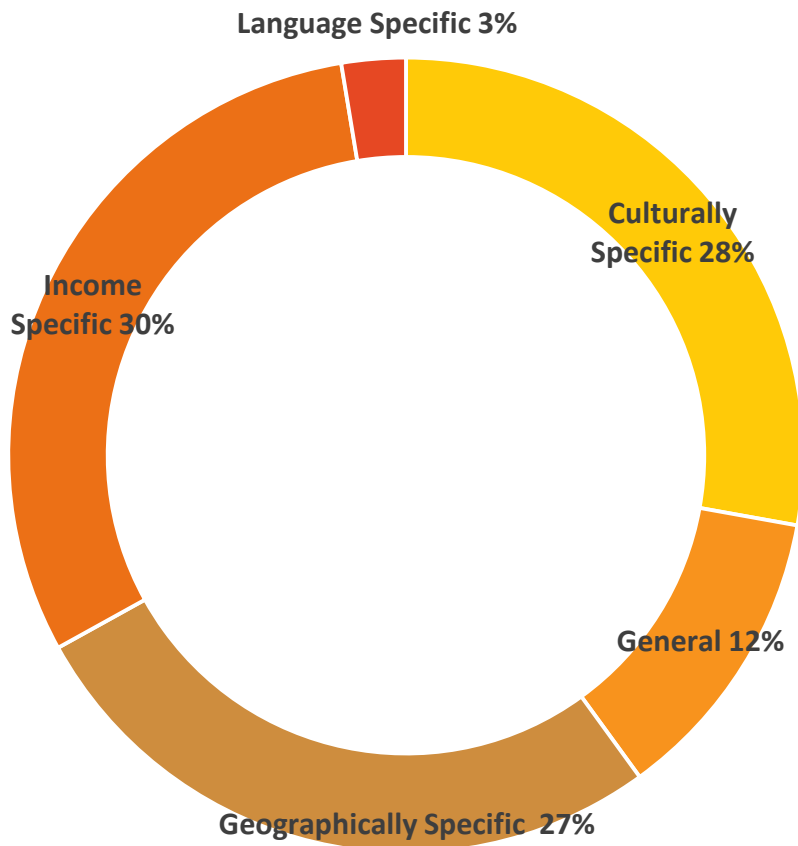
PHB conducted outreach to 120 CBOs, and actively collaborated with 70 CBOs.

Partnerships and Engagement Included:

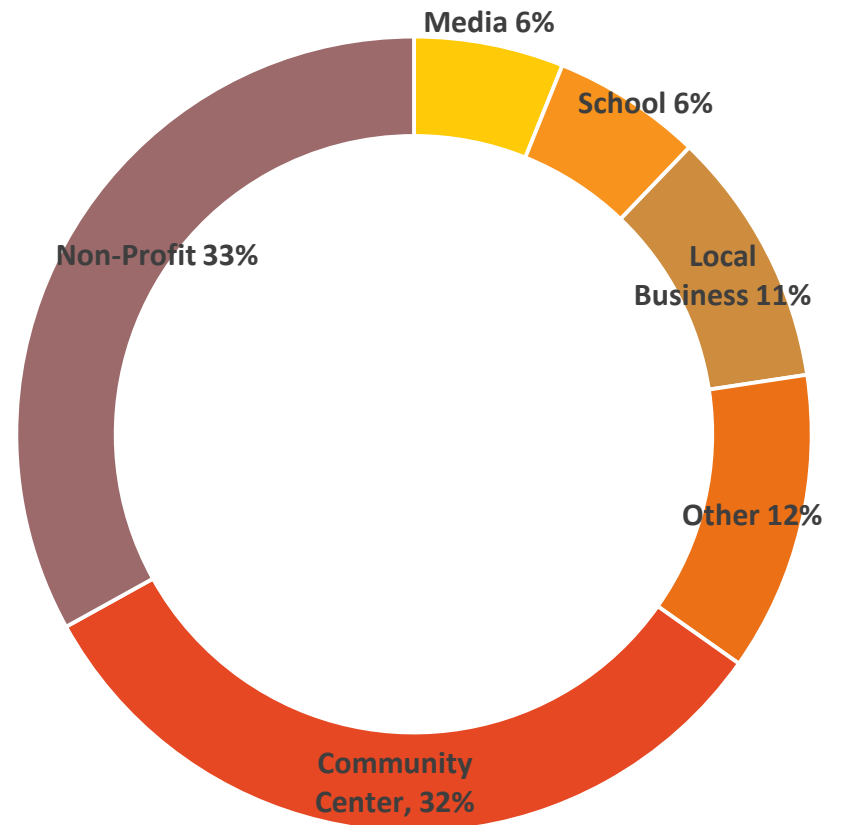
- 42 community centers, including 18 public libraries
- 5 school districts, Sun Schools, and KairosPDX
- 3 different languages- Spanish, Vietnamese, and Russian
- Specific outreach to African American, Hispanic, and Asian communities
- 24 income-specific and culturally-specific nonprofits

MEASURABLE ENGAGEMENT

Audiences/Populations Served



Organization Type



MEASURABLE ENGAGEMENT

Direct Applicant Support:

- Over 400 applicants received helpline support from PHB's community specialist
- 100% of helpline callers were called back within 24 hours
- Under 1% of callers reported that they were displeased with application
- 99 hours of on-site applicant support were provided by PHB

MEASURABLE ENGAGEMENT

Digital and print marketing reached a record number of views

- Facebook open application announcement reached 3,600 viewers
- Over 3,000 individuals were contacted through direct emails
- Over 1,000 new individuals were added to direct email listservs
- Website averaged nearly 1,000 visitors a day during the application window
- Local and national media coverage included radio, television, and newspaper, and featured Oversight Committee member interviews

APPLICATION WINDOW

PHB marketed the application round for 42 days. The application was available to view in print and online for 2 weeks prior to the application round.

- **1,104 Applications were received between May 2 and May 13**
 - 747 Online Applications Received
 - 357 Paper Applications Received

NEXT STEPS

- Process and randomize applications
- Select and notify applicants
- Verify selected applicants' information

- June Oversight Committee Meeting
 - Detailed applicant breakdown
 - Demographic and preference point insight