



Portland Housing Bureau

N/NE Neighborhood Housing Strategy Oversight Committee

March 10, 2016

6:00 -8:00 pm

New Song Church

2511 NE MLK Jr. Blvd. Portland, OR 97211

✓ = Oversight Committee Action item
▶ = PHB staff member action item

March 2016 Meeting Minutes - FINAL

Members Present: Dr. Lisa Bates, Felicia Tripp, Virgie Ruiz, Bishop Steven Holt, Sarah Zahn, Jillian Saurage

Members Excused: Orlando Williams, Lorenzo Poe, Lisa Faust, Reverend T. Allen Bethel, Katrina Holland

Staff Present: Leslie Goodlow, Matthew Tschabold, Cupid Alexander, Victoria James, Andrea Matthiessen, Martha Calhoon, Letimya Clayton, Cheyenne Sheehan

Guests Present: Travis Phillips, Bill Hart

Agenda Item	Discussion Highlights	Outcomes / Next Steps
<p>Welcome</p>	<p>Bishop Holt welcomes the Committee and the public – there are several items on the agenda for this meeting; an update from PCRI on the Grant Warehouse project, an update on the Preference Policy Implementation plan, and a review of the Tax Increment Financing (TIF) Lift recommendations.</p> <p>Bishop Holt invites the public to look around the room at the posters with maps of the Interstate Corridor Urban Renewal Area (ICURA) and the N/NE Study Area as well as the Oversight Committee’s responsibility areas and details on the \$10 Million. For more detail on the Oversight Committee’s mission you can view the Committee charter online here.</p> <p>He reminds the public in attendance that this is a public meeting and not a public forum. He invites the public to comment on any of the current agenda items. For comments, issues, or concerns, not related to the current agenda items please speak with one of the Committee members or PHB Staff present, or use the contact information on the business cards provided.</p> <p>Admin Note - Contact information on the business card is as follows:</p>	

	<p>N/NE Neighborhood Housing Strategy 421 SW 6th Ave., Suite 500, Portland, Oregon 97204 Phone: 503.823.1190 Fax: 503.823.2387 Email: NNEstrategy@portlandoregon.gov Web: http://www.Portlandoregon.gov/PHB/NNE</p> <p>Bishop Holt announces that the N/NE Oversight Committee meetings are now being held every other month on the second Thursday at New Song Community Center. The meetings are now being taped by Community Media so they can be accessed on cable access for those who are not able to attend the meetings but are still interested in the content. He and Commissioner Saltzman both feel it's important to have genuine community involvement and this should help.</p> <p>He adds that audience members are not being filmed by the cameras around the room, only the committee members will be filmed with the exception of the public members who come to the table to testify; however a public member would like to testify, but does not want to be filmed simply let him know and they can arrange to point the cameras away during that individual's testimony.</p> <p>In regards to the agenda items for this meeting, the Grant Warehouse and the Preference Policy will be discussed.</p> <p>The Grant Warehouse references a warehouse that used to sit at that location on MLK between NE Cook and NE Ivy streets. This project is related to the \$20M dollars allocated to N/NE neighborhoods for affordable rental housing development.</p>	
<p>Grant Warehouse Update</p>	<p>Presenters for this update are: Travis Phillips, Director of Housing and Development for PCRI (Co-Developer) Sarah Zahn with Gerding Edlen (Co-Developer) Bill Hart, Principal with Carleton Hart Architecture (Architect) Colas Construction is another development partner, but they were unable to attend the meeting.</p> <p>Travis begins the following presentation which can be reviewed here: http://www.portlandoregon.gov/phb/article/568659</p>	

Travis discusses community outreach efforts which include community forums, newspaper ads, email lists and community partners.

Sarah Zahn discusses the Environmental Phase 1 study being done at the site to ensure there will be no negative impact on residents or the community. Their environmental consultant will be at the community forum on March 14th to make a presentation answer questions about the environmental condition of the property. The project developers are ensuring that environmental soil standards requirements for a residential project will be met or exceeded.

Travis discusses outreach to Minority Women and Emerging Small Businesses (MWESB) contractors to work on the project as well as working with Community Organizations like the [Oregon Association of Minority Entrepreneurs](#) (OAME) to identify MWESB businesses for contracting opportunities during the development phase of the project as well as later opportunities for retail tenants. He also mentions work they are doing on sustainability of the project as well as the retail plan for tenants so they are able to be successful within the project; including opportunities for businesses who may have already been displaced from the community.

Bill Hart discusses details of the development's design. They have completed a preliminary conceptual plan used for cost estimating. They are also working on residential layouts and floor plans and unit counts as well as outlining the retail and community room spaces. They are planning a six story building with ground floor retail and 83 residential units. They have not determined building materials as of yet. Renderings of the building are available in the presentation at <http://www.portlandoregon.gov/phb/article/568659> on slides 7 thru 11.

Travis closes the presentation by saying that there are additional partners that will be at Monday's community forum at New Song Church between 6:00 PM and 8:00 PM to discuss their work on the project and answer questions. They hope to get more feedback from the community at Monday's forum.

Bishop Holt is happy and impressed with the residential unit count at 83. He asks for the breakdown of units by type.

Travis answers that they are still finalizing the mix. Preliminary numbers, based on community feedback are;
30 one-bedroom units
34 two-bedroom units
19 three-bedroom units

They have heard feedback that larger family sized units are in high demand which is why they are offering so many three-bedroom units.

Bishop Holt opens the floor for questions from the Committee.

QUESTION: What is the maximum capacity of the community space for fire department purposes?

ANSWER: Bill answers that he doesn't have that info in front of him right now but he estimates it at 1400 sq. feet, which could hold as many as 100 people, approximately.

QUESTION: Is there a second community space that was mentioned?

ANSWER: Travis answers that there is both the indoor community room and the outdoor courtyard – they are looking at including a playground there for families.

QUESTION: Would the play area be covered or uncovered?

ANSWER: Bill answers that it will be uncovered. He adds that they are also looking at ways to extend the outdoor courtyard that works well with the lobby and has frontage along MLK Blvd.

QUESTION: Are you considering doing a Phase II environmental clean-up or a vapor intrusion study?

ANSWER: Sarah answers that this is one of the recommendations that has been made by their environmental consultant, [Geodesign](#). They are planning to do soil sampling in order to understand the vapor issues at the site. Depending on the outcome they may

	<p>design a vapor barrier. This work has not yet been started, but has been recommended and further work is planned.</p> <p>QUESTION: Regarding the 8,000 square feet of retail, how will it be divided, and how many tenants do you envision in that space?</p> <p>ANSWER: Sarah answers that they are looking at a minimum of three different slab elevations. The preliminary plan was a minimum of three spaces. Through community feedback they are considering a variety of options including more, smaller, retail spaces (from 500 – 1,000 sq. ft.) that are affordable to emerging businesses. They are at the very early stages of considering all options and their goal is to maintain as much flexibility in those spaces as possible. They have asked Carleton Hart to build out a back corridor for a restroom facility for use by the retail tenants so that the tenants don't have to build their own, with some exceptions.</p> <p>Bishop Holt remembers that a new member of the committee has not been introduced.</p> <p>Jillian Saurage introduces herself. She works for Pacific Continental Bank and works with Lisa Faust. Due to competing priorities, Lisa has had to step back from the Committee and asked Jillian to step in for her. She is happy to be involved.</p> <p>There are no other questions from the Committee on this topic. Bishop Holt adds that while Sarah Zahn was just presenting on the Grant Warehouse, she is also a member of the Oversight Committee. However, she is not involved in overseeing the project within her role as a Committee member.</p>	
<p>Preference Policy Implementation Update</p>	<p>Cupid Alexander and Victoria James of the Portland Housing Bureau's Preference Policy implementation team begin the Preference Policy update. Matthew Tschabold assists in his role as the Bureau's Equity and Policy Manager.</p> <p>Cupid begins today's update with an overview of how the Preference Policy roll-out will go. They are focusing on the following areas:</p> <ol style="list-style-type: none"> 1. Assistance from 10 Community Partners for Outreach Efforts – these partners will be a reference point and an information resource for applicants who will 	

also offer assistance to applicants i.e. computers to use for completing application, answering questions, in-house help hours, etc.

- Implementation team will train these partners
- Some partners are neighborhood public libraries and some are existing PHB Subrecipient contractors
- Identified additional community partners who will be information only resources

2. Marketing and advertising to support outreach efforts

- Advertising begins six weeks prior to the application deadline, the application period will begin May 2nd and end May 13th. Media efforts are scheduled to begin April 2nd
- Media efforts will be broadly placed throughout the metro area (Portland, Gresham, Hillsboro, Vancouver, Camas etc.) using a variety of methods including;
 - The Skanner, The Observer, The Asian Reporter, etc.
 - Effort to provide information to areas where households moved since being displaced
 - Electronic mailings from PHB's list serves as well as community partner list serves are planned
 - Onsite postings in various community organizations and businesses including barber shops, grocery stores, community centers, housing agencies, etc.

3. Application Process

- Applications will be accepted online and printed applications available with community partners and accepted through the mail and various drop off locations
- To make application process accessible to high-barrier applicants, the applications will be available online to download two-weeks prior to the start of the application period
- Assistance will be available by email, by phone, and onsite with designated community partners

Victoria James begins the [Preference Policy Application Online Application Demo](#) presentation. High points are;

- The Preference Policy Point map that will be included with the paper application
- The application is only ten questions
- In the online application the map is on the left of the page and the instruction and application tabs on the right
- The online application is very brief and was designed to be low barrier. Applicant can type information or select it from a drop down menu.
- The online application calculates and tallies the preference points automatically
- Changes to the address fields are simple, click “clear address” to change address information
- The applicant completes the application by certifying that their information is true and correct and clicking the “submit” button
- The application cannot be saved halfway through. If the applicant does not submit before leaving the page, they will need to begin again. They hope because the application is so short, this will not be a big issue
- After the application is submitted online the applicant will see a text box confirming submission as well as a reference number they can use to track their application status
- If the applicant has supplied an email address, confirmation and reference information will also be sent to their email address

Cupid continues with his explanation of the Preference Policy Implementation.

4. Verification Steps and Process

- PHB will sort applications by preference points
- A statistical randomizer will be used to create the final list order
- The top 65 applicants will be offered a conditional program slot contingent on verification of points
 - PHB will offer a list of resources that can be used to verify applicant’s preference points

- Applicants receiving conditional program slots will be invited to a briefing to learn about program offerings and choose which programs they are most interested in

5. Active Waitlist and Inactive Waitlist

- The top 200 applicants who are not selected for a program slot will be placed on an active waitlist.
- PHB expects a certain amount of attrition in program applicants
- There will be an inactive waitlist of all remaining applicants that will be used in the event that the active waitlist is exhausted

QUESTION: For which programs are these applications being used?

ANSWER: Matthew responds that PHB is planning that the Home Ownership dollars being allocated under the N/NE Housing Strategy were allocated to the AAAH collaborative as well as PCRI. PHB will be working to allocate the program slots from the \$5M allocated to Home Ownership resources this Spring.

QUESTION: With 65 program slots and an active waitlist of 200, do you have any expected demand projections?

ANSWER: Cupid responds that they looked at regional information as well as experience with agencies like HUD and Home Forward. When Home Forward recently opened an application period for housing opportunities they received close to 10,000 applications in eight days. Washington County had 6,000 applications for a recent opportunity. There is no way to tell at this time how many applications PHB will receive, but expectations are there will be at least a couple thousand.

QUESTION: Does the applicant have to have an exact address to type into the map bar on the online application?

ANSWER: Victoria answers that if the address bar is used, then it requires a pretty exact address, but the map does allow you to pan around and zoom in, so if the applicant remembers the area or intersections where they lived, the address can be found in that way.

QUESTION: Regarding training and counseling of applicants, what steps are being taken to ensure that applicants will try all possible addresses and understand how to optimize their points?

ANSWER: Cupid answers that they have been working to inform individuals how the process works and offer assistance as needed to help applicants identify the places they've lived. They are also working to make it possible to use intersections on the online application.

Matthew expands on Cupid's comments by saying that they are also working with community partners and contractors to train them to be able to help applicants. Some internal PHB staff will also be trained to assist. The training consists not just of details on filling out the applications, but the intent of the Preference Policy. The goal is to help applicants maximize their points. The online application form you are seeing tonight is still in draft form, so language can be added to help applicants maximize their points. He welcomes the committee members to come to PHB if they would like to try the online application and give feedback prior to the opening of the application period.

Dr. Bates has concerns about people who may complete the application without help being able to maximize points. She thinks it's not possible to make the form too simple. No matter how much the form seems user friendly, it seems so to someone who uses online forms, Google Maps, etc. but maybe not so much so for those that don't. She wonders how much capacity staff at the online locations have to really be as available as necessary. She wonders if it is possible to create some kind of community volunteer corps who can dedicate time to listening to people and helping them complete the form. She thinks people often remember things by human interaction and talking, rather than simple recall.

Matthew thinks that's a great idea. As for the capacity of the organizations that are being relied upon for help, it's probably not the most ideal. This is a new way of doing business for the Bureau, which means it's also new to PHB's partners. If there is interest in a volunteer corps, as we move toward Grant Warehouse or MULTE applications for projects who have volunteered to use the Preference Policy that would be very beneficial.

	<p>QUESTION: What is the outreach plan for the Bureau and partner agencies? Beyond marketing, what are the overall concrete goals regarding the communities that the Bureau is trying to reach? What does success look like? What are the goals around who the Bureau would like to return to the community? It would be nice to see the actual plan.</p> <p>ANSWER: Matthew answers that this is a challenge. Folks have been displaced and they've been spread into other areas of Portland and pushed outside of Portland. He says they can come back and speak more to the details of that component of the work at the upcoming meetings.</p> <p>Felicia, the original questioner, expands on her question with examples. She's seen in the past with other Bureau programs that it just goes out there and whoever gets it, gets it. It would be nice to see with this program some measurable and concrete goals attached to the original purpose of the money.</p> <p>Matthew clarifies that realistically at the Bureau there is no staff capacity to contact thousands of people one on one and to get information on why they were displaced etc. That process can take place as a part of the application process as a follow-up to the submittal of the application. There is a survey that applicants have the option to fill out. It is not possible to case manage each applicant.</p> <p>Felicia doesn't expect the Bureau to case manage, she just wants contractors and the Bureau to look at the overall data to make sure it's successful. She expects some accountability in outreach, whatever that may look like. She is talking about the goals that each contractor organization has for their work, in terms of their homeownership averages.</p> <p>Matthew agrees that will be built in and the Bureau will bring more data at a future Oversight Committee meeting.</p> <p>Felicia adds that the community expects accountability from the Oversight Committee. In this process, for the African American community in particular, homeownership is a very big deal. It would be a shame if of the 65 program slots, there weren't any African Americans. That would not be success in her opinion.</p>	
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	<p>The discussion continues around making the application accessible to those with high barriers. PHB has also created a tracking form for partners for feedback, as well as the survey for applicants to PHB can be responsive in future application periods. There will also be data analytics reporting. All with the goal of improving for the future.</p> <p>The discussion turns to agencies who may get inquiries from applicants attempting to provide address verification like, area utility companies etc. PHB is providing a list to applicants as well as informing various agencies that they may be receiving calls and how they can help.</p> <p>Bishop Holt adds that they want to make sure to impact families who have been the hardest hit by gentrification and displacement. He thinks adding a question to the application could help determine whether target communities are applying.</p> <p>Someone else thinks it would be good to add a question on the application about how they heard of the program in order to track which outreach efforts were the most successful.</p> <p>Matthew adds that feedback and questions like those detailed above can be added to the survey or other platforms. One issue strongly emphasized in the work group was that the application be as short and simple as possible to avoid applicants feeling intimidated by the number of questions.</p> <p>There are no additional questions.</p>	
<p>Public Comments and Questions</p>	<p>There is one commenter. He is Sam Hartman. He is a student at PSU Community Development. He wants to echo what Lisa Bates said about the possibility of including volunteers and that maybe there are other ways to do this than just a form. He would definitely volunteer to help, and he knows others that would as well. He thinks there has been a lot of effort getting the word out to people who may want to apply, and he thinks it would be good to get information out to people who may want to volunteer to help. He thinks this is a great new idea that hasn't been done before by the Bureau.</p> <p>Maxine Fitzpatrick, Executive Director of PCRI comments. She Updates the committee on Pathway 1000. They are in the process of beginning the implementation plan through a grant from Metro. It will be extensive and take about six months; at the end they will</p>	

	<p>have a report that will talk about the economic impact of Pathway 1000 which is a ten-year plan to create 1000 units of affordable housing with 800 home ownership units. They project it will cost about \$300M over the course of those years. She looks forward to presenting the report that will show the overall economic impact that will have in the community. PCRI is grateful to the committee for being such great supporters. She thanks Dr. Bates as well because her graduate students are engaged and will be doing 1/3 of the work going into the implementation plan. She also apologizes for being late because she had a teleconference with Dr. Bethel (a member of the committee) who told her this meeting started at 6:30 p.m.</p>	
<p>Review of TIF Lift Recommendations</p>	<p>Leslie Goodlow informs the committee members that they need to put together a process plan for the Tax Increment Financing increase (TIF Lift) dollars granted last fall. In the next week or so she will send an email that will contain recommendations and feedback that came out of the initial forums. Some time will need to be scheduled in April in North Portland. The committee should be thinking about ideas of things the Bureau can do differently in new programming and opportunities, as well as new programs the committee thinks could be useful to the community.</p> <p>Bishop Holt comments that he is grateful to the Committee for the important and impactful work they do. He values their continued investment in this significant work. They are in a position to affect something that is generationally positive. He takes his role seriously; what they do is significant and related to the overall goals the committee has established. Portland is in need of some thoughtful, intentional, focused, activity from people willing to give their time. It is very much valued.</p>	<p>Leslie will send an email with information for follow-up with the committee prior to the next public NNE Oversight Committee</p>
<p>Wrap-Up</p>	<p>Bishop Holt wraps up the meeting. He offers an invitation to the community to engage in the process and be involved. The next N/NE Oversight Committee meeting is May 26th, 2016 – the second Thursday of every other month.</p>	