

Homeownership Program and the Preference Policy

YOUR NEIGHBORHOOD, YOUR VOICE

PORTLAND HOUSING BUREAU
NORTH / NORTHEAST NEIGHBORHOOD
HOUSING STRATEGY

Overview of the Process

- **Step One:** Training Partner Organizations
- **Step Two:** Marketing and Advertising
- **Step Three:** Application Process
- **Step Four:** Verification and Selection
- **Step Five:** Waitlist and Follow-up

Step One:

Training Partner Organizations

Organizations

- Designated application sites and program partners
- Community partners – resource and referral

Step One:

Training Partner Organizations

Training Content

- What homeownership opportunities are available
- How the preference policy works
- How the application process works

Step Two:

Marketing and Advertising

Paid Advertising

- Begins six weeks prior to application deadline
- Will span Portland, Gresham, Hillsboro, Vancouver, Camas
- Outlets include the Skanner, the Observer, the Asian Reporter, El Latino de Hoy, KBMS radio, the Gresham Outlook, the Portland Tribune, etc.

Step Two: Marketing and Advertising

Distribution Channels

Marketing and informational materials will be distributed electronically through:

- Designated PHB web page
- Email listserv
- Provided to partner organizations for e-distribution

Step Two: Marketing and Advertising

Distribution Channels

Print materials will be:

- Available on-site at community-serving organizations
- Posted/displayed in key public locations (*ex: grocery stores, credit unions, community centers, etc.*)

Step Three: Application Process

General Overview

- Applications will be accepted online and in print
- Print applications will be available online and through partner organizations
- Assistance will be available via email, phone, and on-site from designated partner organizations

Step Three: Application Process

Online Application:

(see demo)

Step Four: Verification and Selection

General Overview

- Housing Bureau will sort all applications by preference
- The top 65* applicants will be offered a tentative program slot (pending verification of preference)
- After preference has been verified for 65* applicants, these applicants will be offered a conditional program slot

Step Four: Verification and Selection

Conditional Program Offers

- Applicants with program offers will have 45 days to meet with PCRI and AAAH to understand the program options
- The applicants must then submit a form ranking the providers by which they would prefer to work with
- The Housing Bureau will collect the ranking forms and assign program slots based on the order of applicants on the list

Step Five: Waitlist and Follow-up

General Overview

- The top 200* applicants who are not offered a program slot will be placed on an **active waitlist** in the event a program offer is not used
- All other applicants will be placed on an **inactive waitlist** that will be utilized if all 200* applicants on the active waitlist are offered program offers

Contact:

Cupid Alexander, Portland Housing Bureau
Cupid.Alexander@portlandoregon.gov | 503-823-5129