

# Metro Bond

## Community Engagement Plan for Portland Local Implementation Strategy

(April 23, 2019)

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The Portland Housing Bureau (PHB) will lead community engagement activities on behalf of the City of Portland as the Local Implementation Partner for Portland’s allocation of Metro Housing Bond (Bond) funds. We will coordinate with the two partnering jurisdictions in Multnomah County, Home Forward and the City of Gresham, to plan outreach and engagement activities to prevent duplication of efforts and minimize burden on community partners.

### Guidelines for Engagement:

PHB shares Metro’s commitment to providing an equitable and transparent engagement process that reaches and includes perspectives from underrepresented communities throughout Bond implementation. PHB adopted guidelines for community engagement which were developed in as part of the [Portland's Housing Bond Policy Framework](#), approved by Portland City Council in October 2017. Our guidelines informed the creation of the framework plan and also will guide how we interact with community members and stakeholders throughout outreach for the Metro Bond.

We aim to:

- Conduct meaningful outreach with communities to prevent further “engagement fatigue” and undue burden on community members most impacted; focus on using existing venues and community events;
- Ensure equitable access to information and opportunities for involvement of residents from Communities of Color, including immigrants, refugees and persons with limited English proficiency; utilize both informal and formal (contracted) partnerships to use expertise of partners to achieve effective engagement;
- Apply a racial equity lens to all strategies and plans for community engagement, including identifying measures of success;
- Include outreach to affordable housing stakeholders including nonprofit housing developers and organizations representing and serving priority communities; and
- Include outreach and collaboration with its jurisdictional partners, including Multnomah County, Home Forward, A Home for Everyone and other funding partners.

### Prioritizing Outreach to Priority Communities:

A central tenet of public participation is the belief that public entities have a responsibility to inform and engage communities about decisions which are likely to impact them. Building on PHB’s prior experience with Portland’s Housing Bond, our focus is to reach individuals and organizations from and/or representing individuals from communities in need identified by the Metro Bond:

- Communities of Color,
- Families with children and multiple generations,
- People living with disabilities,
- Seniors,
- Veterans,
- Households experiencing homelessness and/or imminent displacement

**Outreach Plan:**

PHB will reach out to three primary stakeholder groups for guidance on key topics to inform the development of the Local Implementation Strategy. The table summarizes the groups, methods, timeline, topics and data collection methods. Aligned to PHB’s and Metro’s commitment to equitable access in who we reach in our engagement, we will focus on reaching historically marginalized communities, particularly people who represent one or more of these identities: Communities of Color, seniors, immigrants, refugees, and people living with disabilities.

Group #1: Community Members from Priority Communities				
Invited Members	Engagement Method	Timeline	Topics to Address	Data Collection
Community members who are past, current or future residents of affordable housing and belong to linguistically diverse communities.	20-30 community survey responses (could be contracted with CELs)	March 22-April 8	<ul style="list-style-type: none"> <li>Housing access issues</li> <li>Best ways to hear about housing opportunities</li> </ul>	<ul style="list-style-type: none"> <li># persons reached</li> <li>Communities reached</li> <li>Zip code</li> </ul>
Group #2: Organizations serving Priority Communities				
Invited Groups/Members	Engagement Method	Timeline	Topics to Address	Data Collection
A. Organizations serving Priority Communities: Seniors, people with disabilities and immigrant communities.	Presentations at existing city committees of stakeholders: <ul style="list-style-type: none"> <li>New Portlanders Program</li> <li>Commission on Disability</li> </ul>	May-July	<ul style="list-style-type: none"> <li>Intro to Metro Bond and PHB’s role</li> <li>Discuss housing location selection and design considerations to meet needs of: a) persons living with disabilities; b) New Portlander communities.</li> <li>Effective strategies for marketing and lease-up</li> <li>Discuss/get feedback on approaches to increase access to housing opportunity</li> </ul>	<ul style="list-style-type: none"> <li>Number of agencies</li> <li>Priority community groups which agencies and/or networks represent</li> </ul>
A. Stakeholders from community organizations and neighborhood groups	<ul style="list-style-type: none"> <li>East County – Focus group with service providers (<i>co-hosted with Home Forward and City of Gresham</i>)</li> <li>East Portland Action Plan Housing Subcommittee</li> </ul>	May 29, 10-Noon  June	<ul style="list-style-type: none"> <li>Intro to Metro Bond and PHB’s role</li> <li>Feedback on draft implementation strategy:                             <ul style="list-style-type: none"> <li>location priorities (geography)</li> <li>proposed approaches to release funds</li> <li>ideal approaches to increase access</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Number of agencies</li> <li>Priority community groups which agencies and/or networks represent</li> </ul>
B. PHB’s existing housing policy committees and groups	B. Present at existing meetings of: <ul style="list-style-type: none"> <li>A Home for Everyone (AHFE)</li> <li>Portland Housing Advisory Committee</li> <li>N/NE Housing Oversight Committee</li> <li>Fair Housing Advisory Council and Rental Services Commission</li> <li>Bond Oversight Committee</li> <li>West Portland Town Center Community Advisory Group</li> </ul>	May-July	<ul style="list-style-type: none"> <li>Intro to Metro Bond and PHB’s role</li> <li>Feedback on draft implementation strategy:                             <ul style="list-style-type: none"> <li>location priorities (geography)</li> <li>proposed approaches to release funds (e.g. solicitations/NOFAs)</li> </ul> </li> <li>ideal approaches to increase access</li> </ul>	<ul style="list-style-type: none"> <li>Number of agencies</li> <li>Priority community groups which agencies and/or networks represent</li> </ul>

Group #3: Jurisdictional Partners Funding Services for Priority Communities				
Invited Groups/Members	Engagement Method	Timeline	Topics to Address	Data Collection
Multnomah County/Portland <ul style="list-style-type: none"> <li>Multnomah County Joint Office of Homeless Services</li> <li>Home Forward</li> </ul> State of Oregon <ul style="list-style-type: none"> <li>Oregon Housing and Community Services</li> <li>Oregon Health Authority</li> </ul>	Agency and jurisdictional partner meetings	May-July	<ul style="list-style-type: none"> <li>Intro to Metro Bond</li> <li>Expectations and strategies to coordinate regionally on implementation</li> <li>Strategies to fund and sustain Bond goals for the long-term (over the 20-year period of the bonds):               <ul style="list-style-type: none"> <li>PSH</li> <li>30% AMI (with no vouchers)</li> <li>Income averaging</li> <li>Homeownership</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Number of agencies</li> <li>Approximate number of persons reached</li> </ul>