

**Equitable Housing Working Group**  
**Tuesday, July 28, 2015**  
**12:00 p.m. – 2:00 p.m.**  
**Metro Regional Center, room 370A/B**

**Working Group Members Present:**

|                         |   |
|-------------------------|---|
| Councilor Sam Chase     | Metro   |
| Councilor Craig Dirksen | Metro   |
| Betty Dominguez         | Home Forward, Multnomah County                                      |
| Sheila Greenlaw-Fink    | Community Partners for Affordable Housing (CPAH), Washington County |
| Rachel Loftin           | Homebuilders Association of Metro Portland                          |
| Alisa Pyszka            | Greater Portland Inc  |
| Margaret Salazar        | US Department of Housing and Urban Development (HUD)                |
| Cat Goughnour           | Radix Consulting Group  |
| Alma Flores             | City of Milwaukie   |
| Eli Spevak              | Orange Splot LLC  |

**Metro Staff and Guests:**

|                     |                            |
|---------------------|----------------------------|
| Elissa Gertler      | Metro                      |
| Emily Lieb          | Metro                      |
| Megan Gibb          | Metro                      |
| Laura Dawson Bodner | Metro                      |
| Nikolai Ursin       | Metro                      |
| Beth Cohen          | Metro                      |
| Ramsey Weit         | Community Housing Fund     |
| Kara Srnka          | Oregon Opportunity Network |

**Facilitator and Project Partners:**

|                |                            |
|----------------|----------------------------|
| Kirstin Greene | Cogan Owens Greene         |
| Ruth Adkins    | Oregon Opportunity Network |

**WELCOME AND INTRODUCTIONS**

The meeting was called to order at 12:08 p.m. Councilor Dirksen welcomed committee members and guests and invited attendees to introduce themselves.

**PRELIMINARY FINDINGS FROM NATIONAL BEST PRACTICES RESEARCH**

Emily Lieb presented her findings on best practices research, included in a handout titled *Equitable Housing Initiative: National best practices: Framework and preliminary examples*. She explained that she is searching nationally for affordable housing and market based solutions. She asked committee members for feedback on how best to screen information to present the best possible ideas for our region.

Committee comments included:

- In the Urban Land conservancy example, who can develop, apply for and receive the loans? What are provisions for keeping it affordable over time?

Ms Lieb noted that several other cities are developing similar funds.

- From the Denver example (see the presentation slide): Who can develop and receive, consider interest rates, what are provisions to keep affordable, what are the public sector versus NGO and private development roles, how to best use or engage that investment (%) of loan rate,

affordability is related to opportunity, focus on outcomes/bigger picture need, have an equity baseline; how to prioritize needs and outcomes/benefits, then use to screen.

- What are the different roles for regional and local governments?
- What is the value of the dollars going into that system? What is the best use scenario?
- We need to determine what the outcomes we want to achieve and then look at solutions.
- We need to understand the community/region need, then hone in on appropriate tools. Base tools on the need in each community.
- Coordinated performance measures could be helpful.
- Figure out how to prioritize needs and outcomes and identify regions that have similar needs. What interventions they have used?
- From the Minneapolis example (see the presentation slide): the Latino Economic Development commercial corridor revitalization efforts partnered with the community (this organization is a great resource), Enterprise Community Partners vis a vis Low Income Support Coalition (LISC) as community development financial intermediary (CDFI), use coordinated performance measures, please provide more information on solid waste bonds, with co-ops, include shared appreciation/ability to build equity/wealth.
- Oregon does not have co-op financing. If a limited equity co-op were developed, the price would have to be very low. Mercy Corps Northwest is working on a limited equity co-op that could be considered mixed use. John Haines is the contact person.
- The Welcome Home Coalition is working in Multnomah and Clackamas Counties.
- With reference to the Bay Area Prosperity Plan Housing Initiative, how is it funded? The initial funding was one time only.
- From the Seattle example (see the presentation slide): affordable housing and mixed use, walkable neighborhoods; this report offers great examples and partnerships.

**Action: Ms. Lieb will send a link to this resource to committee members.**

Ms Lieb reviewed next steps, detailed in her slide presentation and included in the packet. She shared that the Equitable Housing Summit, hosted by Metro, will take place on February 1.

Committee member comments included:

- Complete additional research around leasing land, for example, for one dollar a year for 99 years. There are examples in Clackamas County and Beaverton.
- How can the worlds of property acquisition be merged? Parks acquire property; could surplus land be allotted for housing via a land bank?
- Cities own parcels that they give away – why can't we be the developers of the property?
- There is a new work in public health related to housing – new grants focused on the health benefits of being housed. "Housing is health care."
- The City of Portland is streamlining; how will this affect the front end? We need to understand the framing and messaging that allows political decisions to go through quickly. We could add a political dimension to the case study.
- What information do we have on regulations that affect market-based housing development?
- Reduce burden on market rate supply.
- Incentivize accessory dwelling units (ADUs), beyond enabling construction. Metro requires that jurisdictions allow ADUs.
- What types of tools build capacity and educate? Who are the alternative developers and tenant organizations?
- Separate outcomes, strategies and tools. We need a list of potential outcomes, and then list of strategies to meet those outcomes.

- Look at affordability in the areas of opportunity. How do things like Air BnB compete?

### **UPDATE ON STAKEHOLDER ENGAGEMENT PROCESS AND EMERGING THEMES**

Ruth Adkins presented an update on stakeholder engagement. Preliminary themes from each of the focus groups are included her slide presentation which is included in the packet. There will be an outreach to private developers and elected officials after the focus groups are completed. The final focus group will be in Clackamas County on August 11.

Committee member comments included:

- Send event information and the survey out to committee members so they can share with their networks.
- The term affordable housing not palatable to many; the use of the term workforce housing may work better.
- Adopt a working definition for this committee of workforce housing.

**Action: Ms Adkins will send the invitation to the August 11 meeting and the survey link to committee members so they may share with their networks.**

### **PRELIMINARY OPPORTUNITY ASSESSMENT FRAMEWORK**

Ms Lieb reported on the process of evaluating implementation opportunities; a copy of her slide is in the packet. She said she plans to take national best practices, past efforts and stakeholder inputs and organize them into short, medium and long term opportunities. She explained that in parallel, an effort will be made to synthesize data regarding housing needs and current market dynamics. This data will be presented at the October committee meeting.

Committee members' feedback included:

- Every city has a comprehensive plan. Tap websites for comprehensive plan housing elements within specific municipalities.
- Add a 'purpose' column to explain why the tool is a good one.
- Add a column for partnerships and populate it early on.
- Cost or resource requirement should have its own column.
- Add notes describing why it is labeled low, medium or high.
- Complete legal due diligence as part of feasibility; what is constrained, what is available? Where are regulatory changes needed? What are possible unintended consequences?
- Return on investment should be included. For example, higher revenues related to property tax increases, foregone taxes and other implications.
- If Metro cannot fill a role, what jurisdiction or organization could?
- Identify partners early on rather than later so they can be your champions.
- The Seattle report may have a similar type of chart that could be used.

### **UPDATE ON 2006 HOUSING CHOICE TASK FORCE RECOMMENDATIONS**

Ms Gertler gave an overview of the 2006 Housing Choice Task Force, explaining that it is organized into opportunities and challenges, and how to reduce barriers and find money. Metro Council voted to include social equity in community development grants. This is of regional interest. Data and knowledge sharing was a key piece. Inventories of regional affordable housing were completed. There was no goal set that could be tracked; rather, a mix of qualitative and quantitative ideas were included.

Committee members' comments included:

- The current effort should be outcomes-based.
- Take what we are currently doing (the status quo) and include in the opportunity matrix. How can we expand it? What will the impact be?
- Alisa Pyszka shared information from an article in *TechCrunch* on affordable housing that focuses on how to spur a larger conversation of why we should all be concerned about the lack of affordable housing. San Francisco is an example of what we do not want to do. San Francisco did not embrace density. The writer of the article talks about the impact when workforce housing is not in alignment with public transit and jobs. Greater Portland Inc is hosting its annual summit beginning on September 17 and the writer of the article will present an overview of the San Francisco story on the morning of September 18. The summit's focus is people (housing and transit), business and place.
- Partner with organizations who work with existing residents and offer education, access and workforce development.
- Our region is experiencing job growth in very low and very high income areas. How can we bring non-profits and people to the table early in the process?
- Jobs, housing and transportation balance is an issue in East County. We need to get locals trained to be able to take higher income jobs.

Councilor Chase explained that the housing choice work culminated after 15 years of process; when it came time for implementation, it did not get funded. He suggested starting where the Housing Choice Task Force left off. Is there a way to evaluate the need and not re-invent?

**UPCOMING MEETING TOPICS AND CLOSING COMMENTS**

Ramsey Weit suggested engaging MPAC early in the process.

Emily reviewed the topics to be covered during the remaining 5 meetings and reiterated that the summit will be held on February 1.

**ADJOURN**

The meeting was adjourned at 1:58 p.m.

**Attachments to the record:**

| Item | Document Date | Description   | Document No.    |
|------|---------------|---|-----------------|
| 1    | July 2105     | Equitable housing initiative: National best practices: framework and preliminary examples   | 072815ehwg - 01 |
| 2    | 07/28/15      | Metro equitable housing initiative: Stakeholder outreach update to the Equitable Housing Working Group – Oregon Opportunity Network | 072815ehwg - 02 |
| 3    | No date       | Handout: Proposed process of evaluating implementation opportunities  | 072815ehwg - 03 |
| 4    | 07/28/15      | Chart: Opportunities matrix – draft for 07/28/15 working group meeting  | 072815ehwg - 04 |
| 5    | April 2006    | Regional housing choices: Implementation strategy recommendation  | 072815ehwg - 05 |

Meeting summary respectfully submitted by:  
*Laura Dawson Bodner*