



600 NE Grand Ave.  
Portland, OR 97232-2736

## Council work session agenda

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Tuesday, January 23, 2018

2:00 PM

Metro Regional Center, Council Chamber

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**2:00 Call to Order and Roll Call**

**2:05 Chief Operating Officer Communication**

**Work Session Topics:**

2:10 Investing in Our Region: Housing

[18-4945](#)

Presenter(s): Andy Shaw, Metro  
Elissa Gertler, Metro  
Emily Lieb, Metro  
Becca Uherbelau, Metro

Attachments: [Work Session Worksheet](#)

**3:10 Metro Attorney Communication**

**3:20 Councilor Communication**

**3:30 Adjourn**

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### សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានកម្មប្រណាំងរើសអើងសូមចូលទស្សនាគេហទំព័រ [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។ បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ ថ្ងៃធ្វើការ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

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**Investing in our Region: Housing**

Metro Council Work Session  
Tuesday, January 23, 2018  
Metro Regional Center, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** Jan. 23, 2018      **LENGTH:** 60 min.

**PRESENTATION TITLE:** Investing in our region: Housing

**DEPARTMENTS:**      GAPD, Planning, Communications

**PRESENTER(S):**      Andy Shaw, [andy.shaw@oregonmetro.gov](mailto:andy.shaw@oregonmetro.gov), 503-797-1763  
Elissa Gertler, [elissa.gertler@oregonmetro.gov](mailto:elissa.gertler@oregonmetro.gov), 503-797-1752  
Emily Lieb, [emily.lieb@oregonmetro.gov](mailto:emily.lieb@oregonmetro.gov), 503-797-1921  
Becca Uherbelau, [becca.uherbelau@oregonmetro.gov](mailto:becca.uherbelau@oregonmetro.gov), 503-797-1714

### WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: Present draft work plan and engagement strategy for potential 2018 regional affordable housing measure
- Outcome: Staff responds to Council questions and receives input on next steps

### TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

Rents continue to rise across the greater Portland region. More and more people struggle with displacement or homelessness, or find themselves on the brink of it. Houses, apartments – even whole neighborhoods – that were once affordable are now out of reach for lower-income and even many moderate-income families and individuals.

A complete quality of life in greater Portland includes an affordable home, good access to nearby nature, and the ability to travel easily, affordably and safely throughout the region. The Metro Council has directed staff to think of these elements as integrated, and to coordinate efforts to make progress on all three into a single strategy.

Access to affordable homes has quickly risen as a top-tier concern for people, businesses and organizations in the Portland region. Discussions with partners, public opinion research and informal conversations between friends, family and neighbors make this plain. The challenge is experienced throughout the region, in communities large and small. The region's residents are eager for action.

In 2015, the Metro Council created the Equitable Housing Initiative to work with partners to find innovative ways to help more of the region's residents find diverse, quality, accessible and affordable housing choices that fit their needs and incomes. Since the initiative's creation, the Metro Council has awarded more than \$1 million to help local jurisdictions plan for equitable housing. Metro's Transit-Oriented Development Program has further prioritized affordability in its work. The initiative has also brought together public, private and nonprofit partners to collaborate on a strategic framework for further action to create and preserve affordability around the region.

A key plank of that strategic framework is new public investment in permanently affordable homes, through new construction as well as protection of existing affordable homes. The most viable mechanism with the ability to create the greatest impact near-term appears to be a regional general obligation bond. Last fall, the Metro Council directed staff to work with partners and explore options for a regional housing affordability bond measure that could be placed before regional voters in November 2018.

Staff from several Metro departments have been working together and with partners to develop a work plan to inform a Metro Council decision on whether to refer such a measure in late spring 2018. The measure could include a combination of regional acquisition of potential sites for building affordable homes, pass-through financing to public partners who develop and own affordable housing, and grants and gap financing to help partners protect and create affordable homes around the region.

Developing this measure must be closely aligned in a coordinated strategy with work on potential future regional funding options for Transportation and Parks & Nature. An integrated project team of Metro staff from several departments, led by a director-level steering committee, have continued to coordinate work plans and strategies in these areas. On Dec. 12, staff presented the council a high-level overview of this coordinated strategy and work plans for exploring the future of regional funding in all three of these areas.

Staff committed to return to the council on Jan. 23 to review a draft engagement strategy for the potential housing measure. The draft engagement strategy is co-created with partners from community-based organizations and informed by Metro's equity strategy as well as dozens of conversations and briefings with local government partners and other stakeholders around the region.

At this work session, staff from GAPD, Planning and Communications will present progress on the draft housing measure work plan and engagement strategy, and seek the council's input for moving forward. Staff will also answer any questions from the council about other aspects of the regional investments strategy.

#### **QUESTIONS FOR COUNCIL CONSIDERATION**

- Does the Council have any questions or feedback for staff on the draft work plan and engagement strategy?
- Does the Council have other questions or feedback for staff on the coordinated funding strategy?

#### **PACKET MATERIALS**

- Would legislation be required for Council action Yes **X No**
- If yes, is draft legislation attached? Yes **X No**
- What other materials are you presenting today?

# Regional Investment Strategy: Housing

Council work session  
Jan. 23, 2018

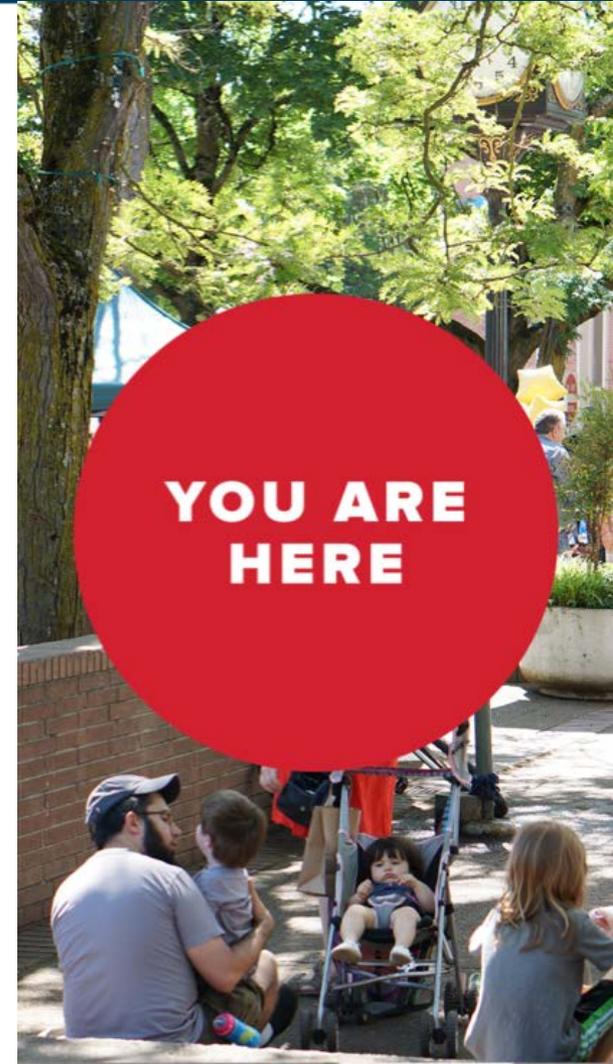


Metro



# Reminder: Where we are now.

- Metro is a good steward of the things that create regional livability.
- We connect urban/rural, built/natural in one vision of a highly livable place for all.
- We must do more to protect what we value, help public investments keep up – and share benefits equitably.



# Take action now. And look to the future.



2018 Regional  
Transportation  
Plan

Urban Growth  
Boundary  
Decision

Regional  
Housing  
Measure

Parks & Nature  
Funding

Regional  
Transportation  
Measure

Mid Cycle UGB  
Review

2023 Regional  
Transportation  
Plan



# Investment strategy: Work program outline



# Draft Council work session calendar

December	January 	February	March	April	May
Project overview and roles					
<i>Housing</i>	Engagement plan	Legislative update Research & technical update	Advisory tables update Draft program elements	Advisory tables update Draft framework	Draft ballot resolution
<i>Transportation</i>		Proposed project process RTP draft findings Draft RTx policies, Draft safety strategy	Potential corridor selection criteria Draft engagement plan Draft RTP policies, RLF takeaways	Refined engagement plan Draft transit, freight strategies	Draft RTP & implementation Draft RTx strategy
<i>Parks &amp; Nature</i>	Title 10 policy review Willamette Falls Master Plan		Title 10 policy update	Regional Trails Plan update	

# What's in the housing measure framework?

Targets for populations, affordability, units, service alignments

Eligible program activities

Size and mechanism of measure

Public partner allocations and distribution method

Oversight structure/mechanism

Next steps

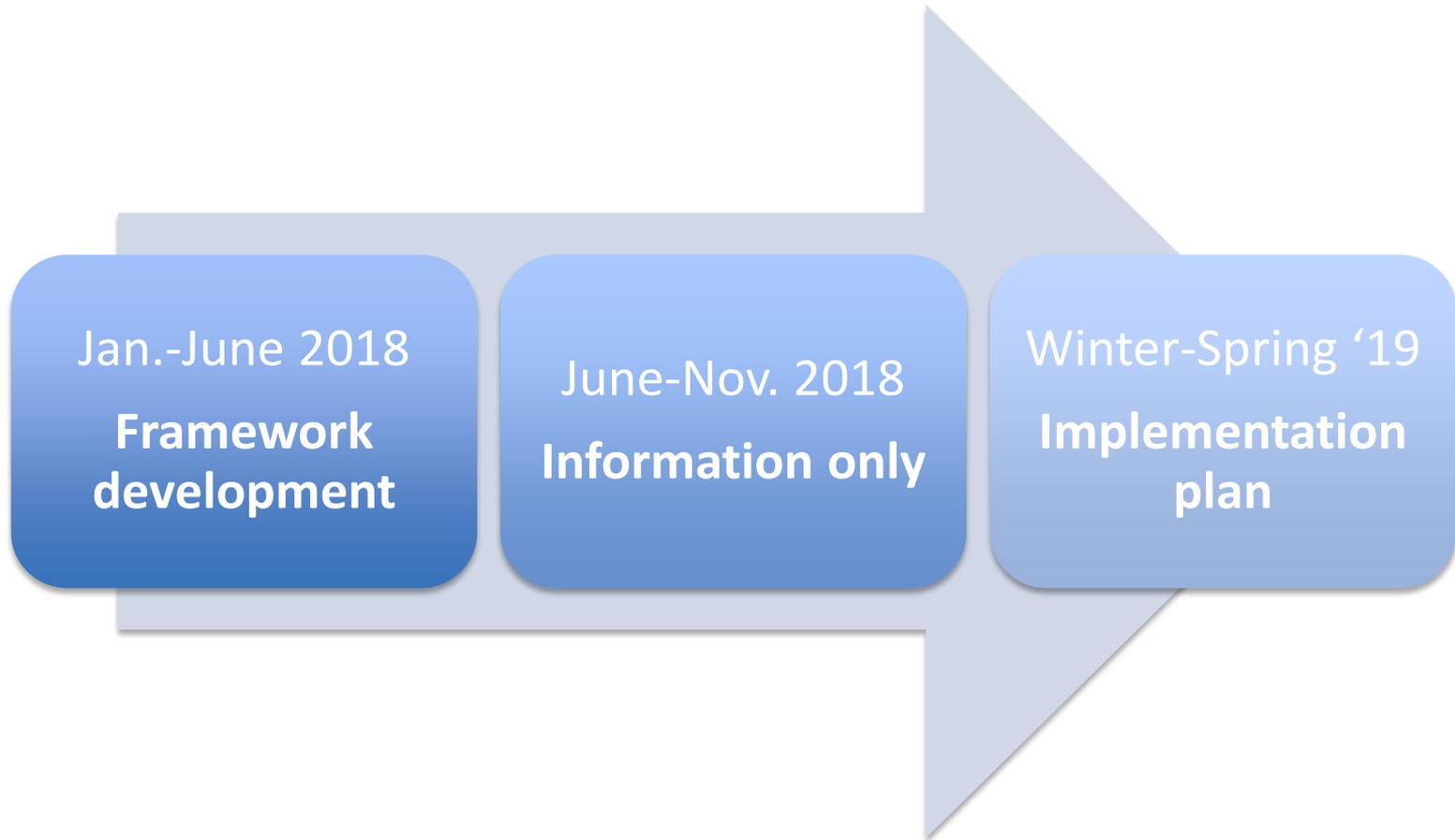
# What informs Council's decision?



# Considering racial equity at each step



# Phases of engagement



# Engagement goals, January-June 2018

- Inform measure framework
- Elevate historically marginalized groups
- Build and strengthen relationships and trust
- Inform and engage the public
- Coordinate with other Metro engagement



# Key engagement questions, January-June 2018

What populations should our investments serve?

How many homes should we seek to create/protect – and what sizes?

What capital investments should be included? (*e.g., buying land, building or protecting homes*)

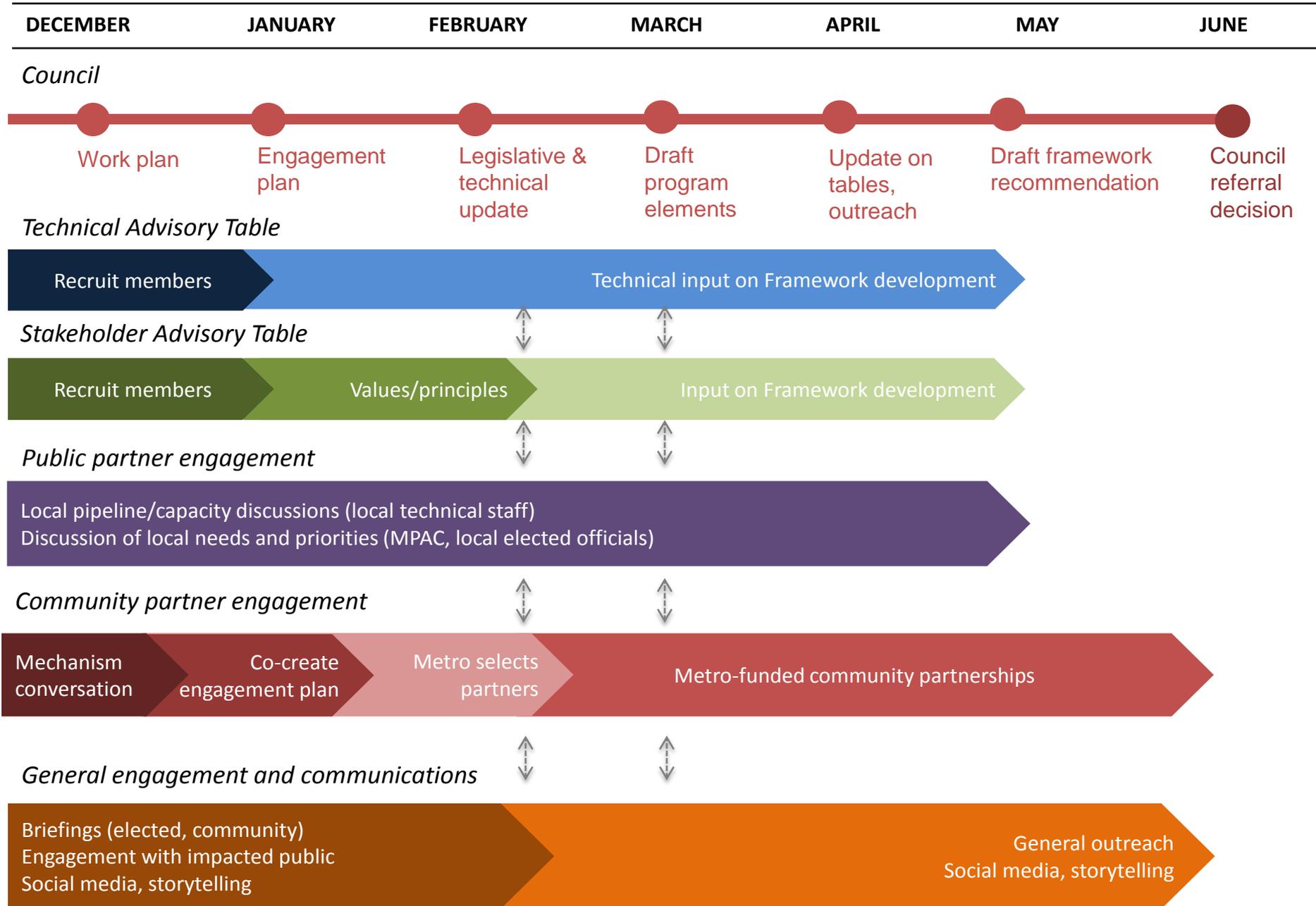
How should capital investments align with other supportive services?

What other community values should these investments reflect?

How should we engage community to implement the measure?

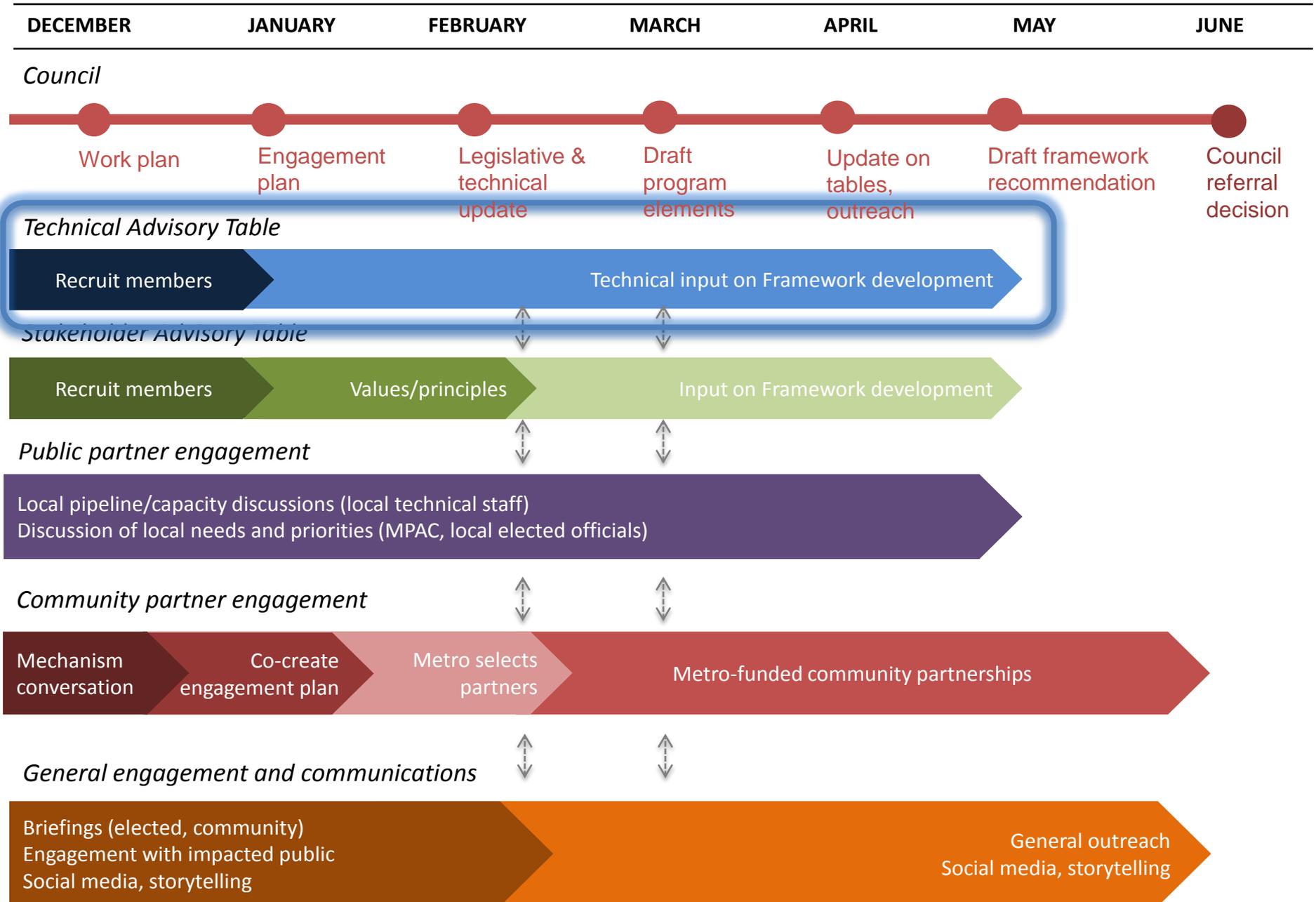
# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**



# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**



# Technical advisory table



# Technical work plan elements

Public partner engagement

Market analysis

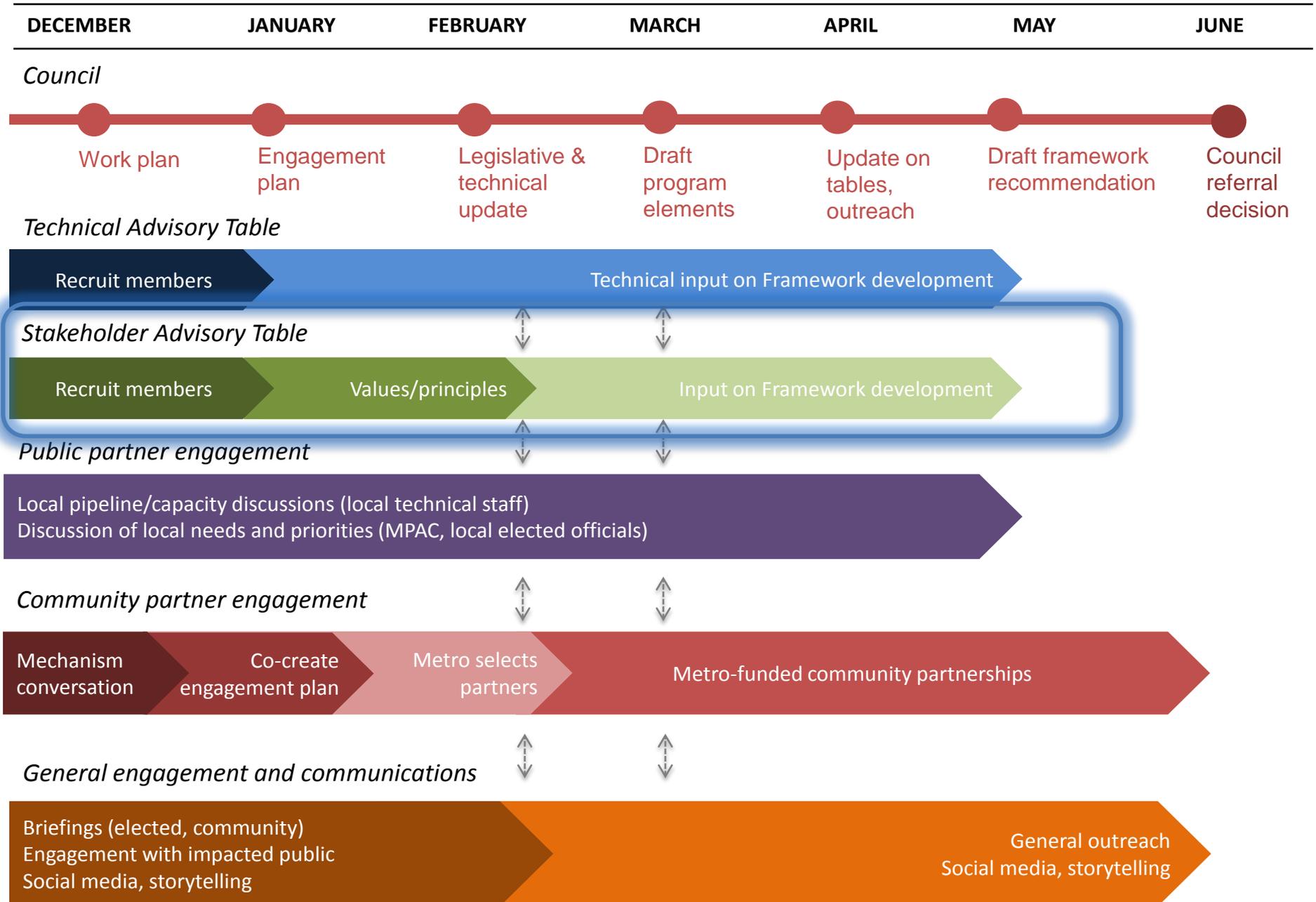
Feasibility

Scenarios



# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**

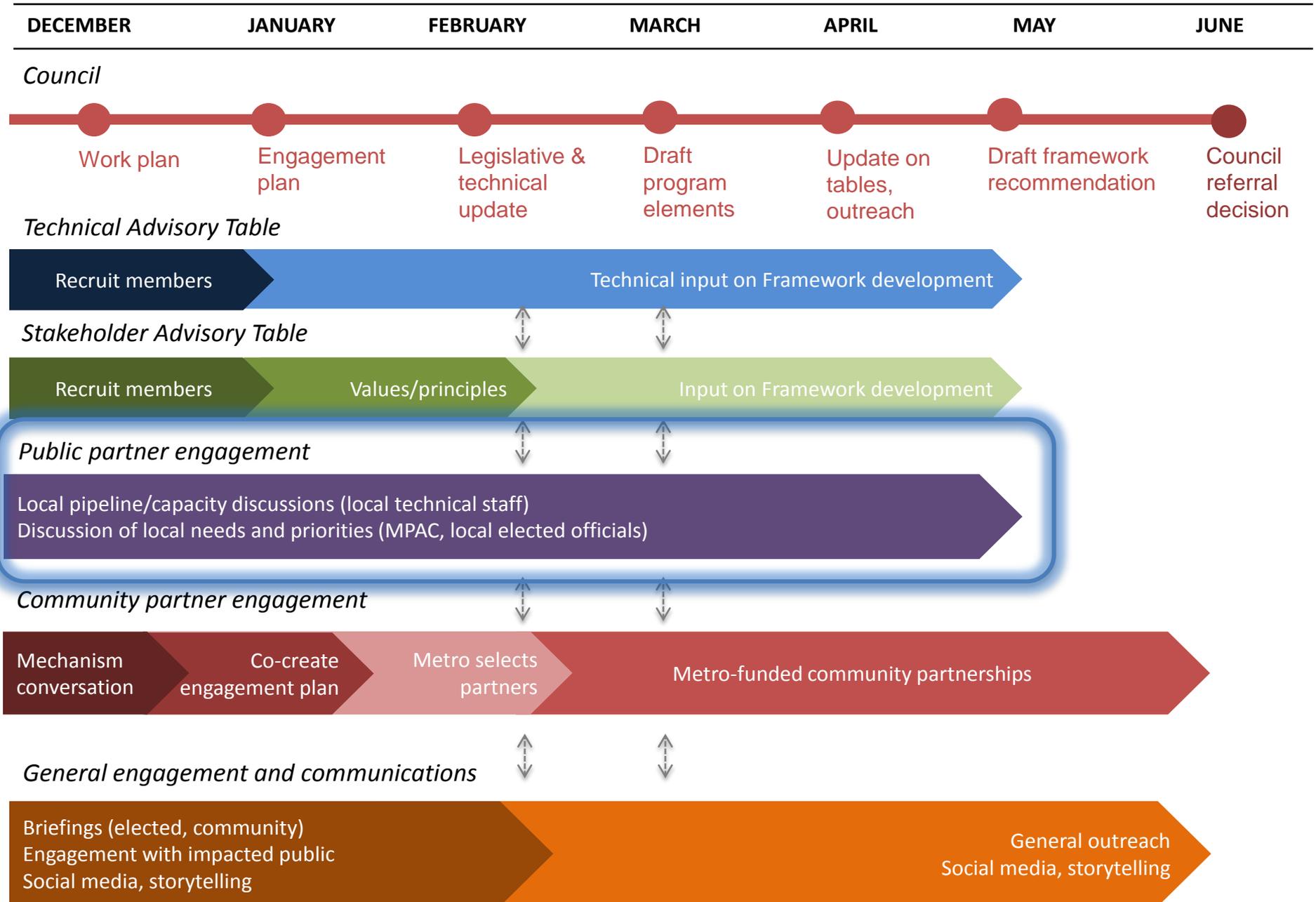


# Stakeholder advisory table



# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**

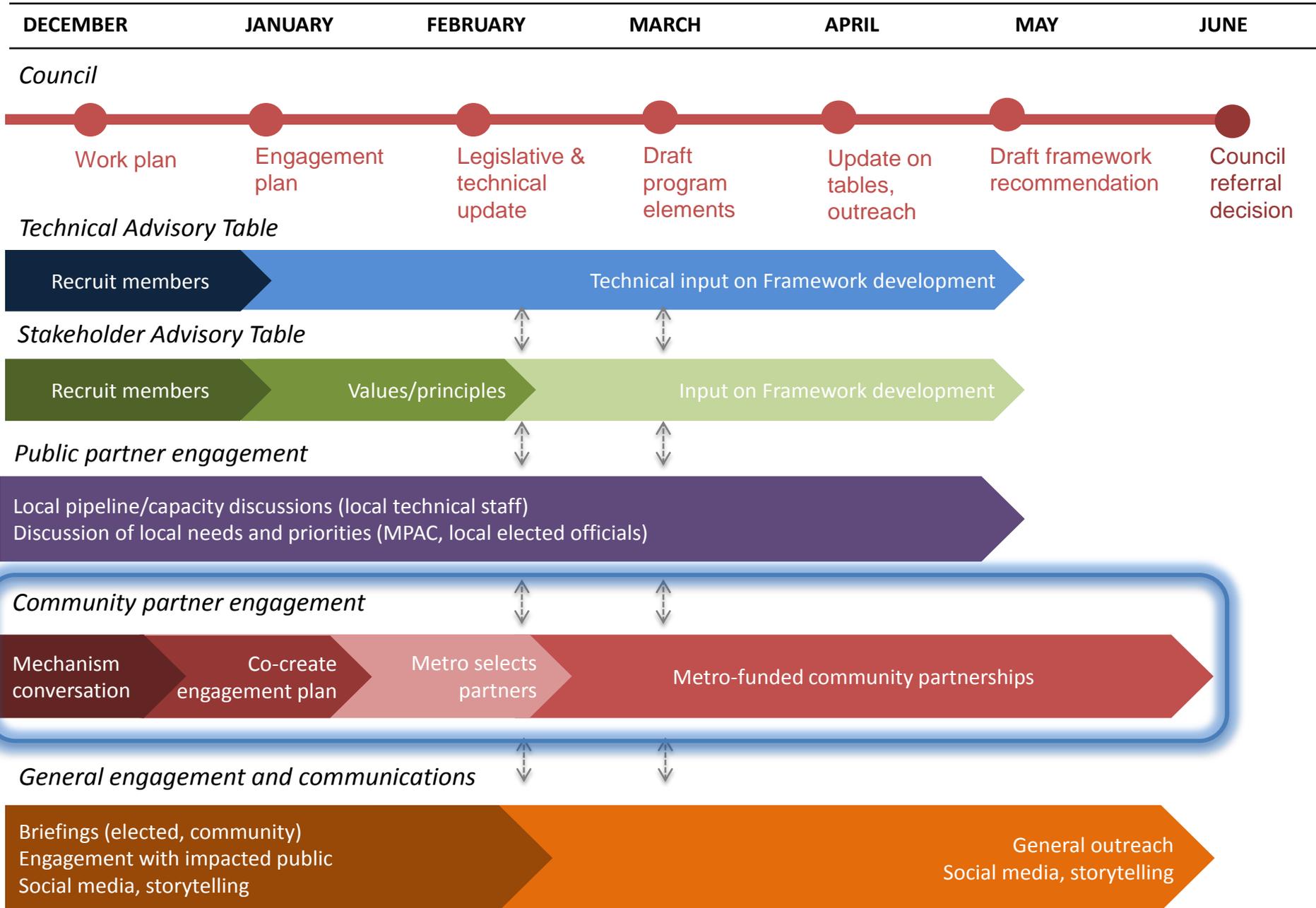


# Public partner engagement



# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**

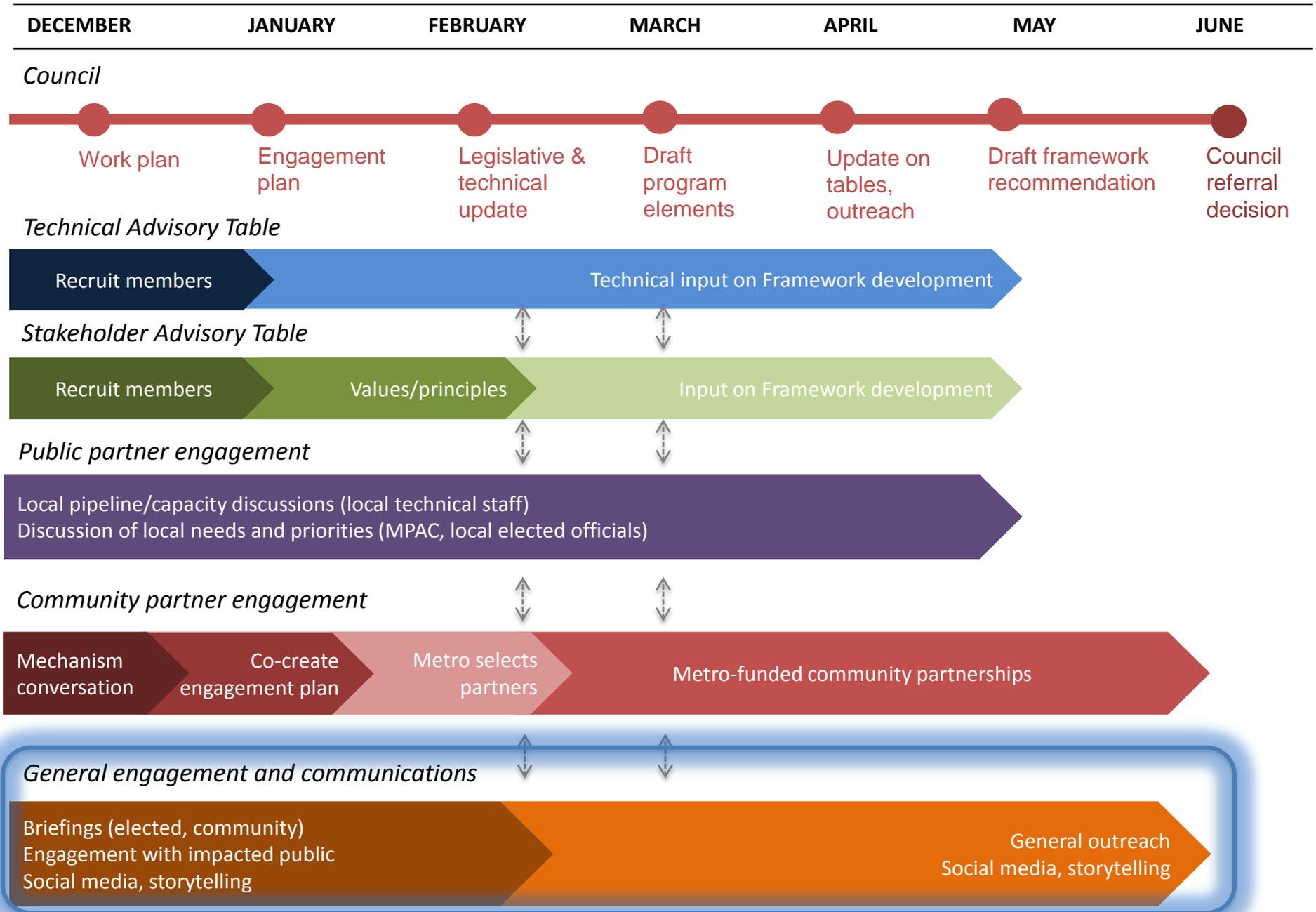


# Community partner engagement



# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**



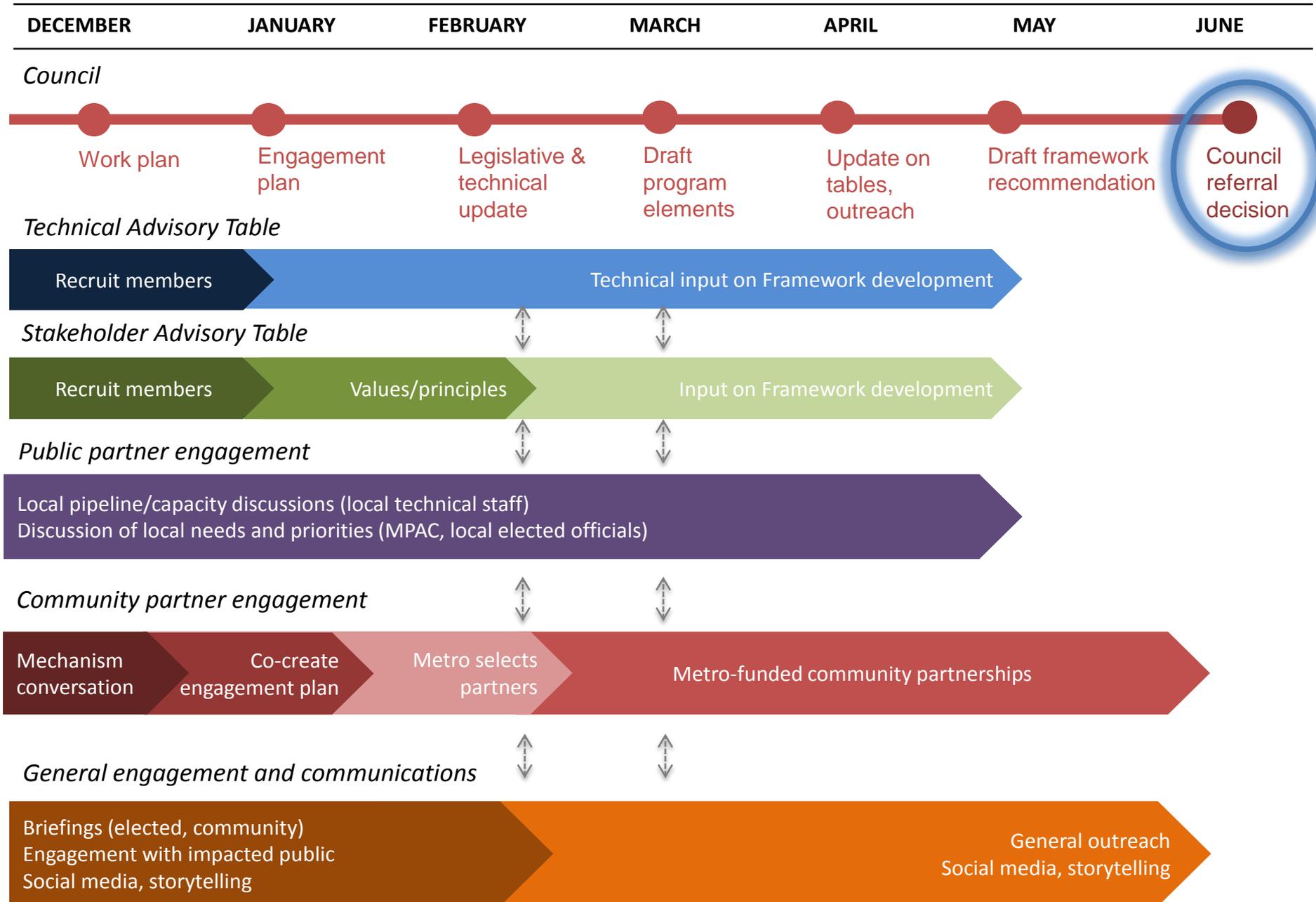
# Communications and stories

Goal: Inform and inspire about opportunity



# DRAFT Regional Housing Measure Engagement Timeline

**Draft 1/23/18**



# Discussion

What questions or advice does Council have?

How can staff support Council leadership?

Materials following this page were distributed at the meeting.



## Homes for greater Portland

### Regional housing measure: Where we stand, where we could go

#### WHAT WE KNOW

- Housing affordability is a top-tier concern for residents throughout the region – across city and county lines and demographic groups.
- 75 people move to the greater Portland region every day, straining our supply of affordable homes.
- Only 1 in 3 low-income families in the region can find an affordable rental home. Middle-income families struggle too.
- Regional voters believe this is a crisis that can be solved – and they want to be a part of the solution.



#### GOALS

- Create more permanently affordable homes throughout the region through new construction and acquisition
- Increase housing stability and opportunity for working families, seniors, communities of color, veterans and people experiencing homelessness
- Collaborate with community stakeholders and local government partners to structure programs based in best practices, innovation and equitable outcomes

#### POSSIBLE FRAMEWORK

- **Land for homes:** Acquiring land for building affordable homes with good access to transit and amenities
- **Affordable homes:** Funding for local governments, housing authorities and private/non-profit builders\*:
  - Fill financing gaps and build new affordable homes
  - Acquisition and rehabilitation of at-risk affordable homes

*\*A potential amendment to the Oregon Constitution would allow bond funds to be granted to private and non-profit entities and leverage other funding sources, such as low-income housing tax credits.*

#### NEXT STEPS

- Convene stakeholder and technical advisory committees to assist with measure development and make a recommendation to Metro COO
- Engage with partners to maximize equitable outcomes in the measure
- Collaborate with partners exploring an Oregon constitutional amendment to help funding create more homes\*
- Continue research, engagement and analysis to shape measure
- Metro Council consideration of referral in late spring for the November ballot



## Regional Housing Measure Framework: Advisory tables

Confirmed members as of 1/23/2018 | Subject to change

### Stakeholder Advisory Table

**Group Purpose:** Provide input to Metro COO between January – June 2018 regarding key elements of the potential housing measure framework. Articulate desired community outcomes that should guide program activities, and provide feedback on program scenarios. Build capacity to understand key concepts and engage with their organizations and the public regarding the potential measure and its implementation. Deliverables will be a set of desired community outcomes, ongoing feedback on how different scenarios can achieve outcomes, and list of opportunities and concerns about the proposed framework.

<b>Name/Organization</b>		
Kari Lyons-Eubanks, Welcome Home Coalition	Housing advocate	Region
Sheila Greenlaw-Fink, Vision Action Network	Housing advocate	Washington County
Mary Nemmers or designee, Metropolitan Alliance for the Common Good	Housing advocate	Region
Allan Lazo, Fair Housing Council of Oregon	Housing advocate	State
*Anneliese Koehler, Oregon Food Bank	Housing advocate	State
Jeff Klatke, AFSCME	Labor	State
Nate McCoy, NAMC	Labor	State
Maria Caballero Rubio, Centro Cultural	Equity CBO	Washington County
Dani Ledezma, Coalition of Communities of Color	Equity CBO	Region
Duncan Hwang, APANO	Equity CBO	State
Ana Del Rocio Valderrama, David Douglas School Board	Education	E. Multnomah County
Dan Valliere, Reach CDC	CDC	Region
*Ernesto Fonseca, Hacienda CDC	CDC	Multnomah County
Jesse Beason, Northwest Health Foundation	Funder	Region
Jill Sherman, Gerding Edlen	Business	Region
Ashley Henry, Business for a Better Portland	Business	Portland
Mitch Hornecker, Portland Business Alliance Board of Directors	Business	Portland
Jamie Stasny-Morgan, Westside Economic Alliance Board of Directors	Business	Washington County
Bob Walsh, Walsh Construction (alternate: Ross Cornelius)	Business	Region
Dave Nielsen, Home Builders Association	Business	State
Roy Kim, private developer	Business	Washington County
Margaret Salazar, Oregon Health and Community Services	Gov staff	State
Marc Jolin, Joint Office of Homeless Services	Gov staff	Multnomah County
Michael Buonocore, Home Forward	Gov staff	Multnomah County
Richard Swift, HHHS, Clackamas County	Gov staff	Clackamas County
Jill Smith, Washington County Housing Authority (after Feb. 5)	Gov staff	Washington County
Denny Doyle, Beaverton Mayor, MPAC Chair	Elected	Washington County
Mark Gamba, Milwaukie Mayor, previous MPAC Chair	Elected	Clackamas County
Larry Morgan, Troutdale City Councilor, MPAC Vice Chair	Elected	E. Multnomah County

**Technical Advisory Table**

**Group purpose:** Advise Metro staff, consultants and stakeholders between January – June 2018 in understanding and considering technical and operation components of the Housing Bond Program Framework, with a focus on eligible program activities and scenarios for evaluation and discussion by stakeholders. The group will also advise on necessary partnerships, capacity and tools for successful implementation.

<b>Name/Organization</b>	<b>Category</b>	<b>Geography</b>
Jonathan Trutt, Director, Development & Revitalization, Home Forward	Gov staff	Multnomah County
Komi Kalevor, Washington County Housing Authority	Gov staff	Washington County
Chuck Robbins, Clackamas County Housing Authority	Gov staff	Clackamas County
Eric Schmidt, City of Gresham	Gov staff	Multnomah County
Chris Hartye, City of Hillsboro	Gov staff	Washington County
Cadence Moylan, Development Division Manager, Beaverton	Gov staff	Washington County
Karl Dinkelspiel, Portland Housing Bureau	Gov staff	Portland
Ryan Deibert, Joint Office of Homelessness Services	Gov staff	Multnomah County
Julie Cody, Oregon Health and Community Services	Gov staff	State
Martha McLennan, Northwest Housing Alternatives	CDC	State, Clackamas County
Rachael Duke, Community Partners for Affordable Housing	CDC	Washington County
Nicole Peterson, BRIDGE Housing	CDC	Multnomah/Washington County
Sarah Stevenson, Innovative Housing Inc.	CDC	Portland/Multnomah County
*Ernesto Fonseca, Hacienda CDC	CDC	Multnomah County
Sean Hubert, Central City Concern	CDC	Portland
Mary Hanlon, Hanlon Development	Private developer	Region
Ed McNamara, Turtle Island Development	Private developer	Multnomah County
Emily Schelling, Housing Development Center	CDFI	Region
Bill Van Vliet, Network for Oregon Affordable Housing	CDFI	State
Devin Culbertson, Enterprise Community Partners	CDFI	National
*Anneliese Koehler, Oregon Food Bank	Advocate	State
Sayer Jones, Meyer Memorial Trust	Funder	State

*\* Two liaisons will serve on both technical and stakeholder advisory tables. These liaisons are marked with a (\*).*