



Content Committees

Four working groups consisting of stakeholders from the local housing industry and community organizations, lenders, realtors, city staff, and citizens will develop and recommend viable strategies that will provide a 10-year blue print to close the minority home ownership gap in Portland.

Purpose

- Build community ownership and leadership for the content
- Add to staff research on promising examples, locally and nationally
- Evaluate, prioritize and recommend strategies to implement locally

The working groups are divided into four categories. These four categories are not mutually exclusive and an overlap of strategies and content may occur. The membership of these committees will determine how to delineate the differences between the working groups as well as how best to work together on cross-over issues.

Operation HOME Content Committees

1. Outreach and Marketing
2. Education and Counseling
3. Loan Process and Acquisition
4. Affordability and Wealth Creation

Membership

- Membership will come from interested individuals from community groups, lenders, realtors, etc.
- Membership will not be limited, will evolve, and may even revolve depending on emerging needs, timeline and content

Role

- Add to staff research on promising examples
- Develop and recommend viable strategies
- Present recommended strategies to the Steering Committee of Operation HOME
- Problem solve across systems
- Help implement selected strategies



Commitment

- Approximately three meetings, of 2 to 3 hours each
- Accountable to HOAC Report goals

Chair and Staffing

- Consultant
- City Staff

Content Committee Planning Process

Each working group will participate in a series of meetings focused on one of the four identified topical areas. The outcomes of this process will include:

- A catalogue of promising examples which will inform strategy development
- Comprehensive strategy recommendations by content area
- A presentation on completed work for the Operation HOME Steering Committee

Planning Process

Phase I – Outreach and engagement (for working group participation, primarily conducted by City staff and consultant team.)

- Identify content and community leadership for inclusion
- Extend invitations for participation to include professional networks, participants of the key informant interviews and town halls, housing providers and housing email data base

Phase II – Staff Research

- Define scope and parameters of content
- Inventory and review local programs
- Conduct promising example research (local and national)
- Community education forums

Phase III – Strategy formation and prioritization

- Evaluate feasibility of promising examples
- Develop community strategies
- Prioritize/time strategies along 10-year time line
- Identify resource needs

Phase IV – Draft recommendations



- Prepare report and presentation for steering committee consideration
- A subset will participate in the presentation to the Steering Committee

Recommendation Format

Final recommendations from each work group to be presented to the Steering Committee will take the following form:

1. Introduction
 - Define scope of strategies
 - Explain rationale used to develop and prioritize strategies
2. Community-Specific Strategies
 - Categorized by immediacy of action (short-, mid- and long-term action)
 - Statement of resource need and potential source
 - Identify appropriate industry level responders
 - Outcomes/outputs for tracking by HOAC
3. System-Specific Strategies
 - Categorized by immediacy of action (short, mid and long-term action)
 - Statement of resource need and potential source
 - Identify appropriate industry level responders
 - Outcomes/outputs for tracking by HOAC
4. Beginning Road Map for Implementation
 - 10-year timeline
 - Identify roles across industries



Charge and Staff for Each Content Committee

Charge: To identify, research, analyze, create and propose new/enhanced strategies in assigned content area for addressing the minority home ownership gap for presentation to the Operation HOME Steering Committee. These will be based on a number of factors including promising industry examples, generally, and targeted toward each community of color, specifically.

Outcomes:

- A prioritized list of promising community strategies
- Identification of resource needs for the items on the prioritized list
- A written report and power point presentation for steering committee consideration
- Delivery of report and presentation to the Steering Committee

Consultant/Staff Assignments

Committees	Lead Consultant	Support Consultant	Lead Staff	Research Staff
Outreach & Marketing	Denise Barr	Sally Custer, Pam Wilson	Shelly Haack	Daniel Ledezma
Education & Credit Counseling	Michael Sorensen	Antoinette Edwards	Daniel Ledezma	Daniel Ledezma
Loans & Underwriting	Michael Sorensen	Sally Custer	Javier Mena	Javier Mena
Affordability & Wealth Creation	Michael Sorensen	Linda Castillo	Trell Anderson	Shelly Haack
Steering Committee	Michael Sorensen	NA	Shelly Haack	NA

Staff/Consultant Contact Information

Name	Email Address	Phone Number
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Lead Consultant Responsibility

- Plan/develop agendas
- Identify meeting sites, schedule meetings and notify committee members of meeting time/place
- Work with lead staff to assemble meeting materials and distribute to content committee members one week prior to meetings
- Facilitate meetings
- Record discussion and capture agreements
- Maintain list of action items and make appropriate assignments to complete tasks
- Maintain records of discussions and agreements that will ultimately feed into steering committee recommendations
- Produce final content committee recommendations report
- Coordinate/facilitate presentation of content committee recommendations to steering committee

Lead Staff Responsibilities

- Provide staff support to lead consultant
- Manage meeting RSVPs
- Help to coordinate/reproduce meeting materials and mailings with internal support staff
- Provide support in producing final content committee recommendation report

Research Staff Responsibilities

- Conduct research on assigned area to identify promising examples for group consideration (web searches, studies review, direct contacts)
- Compile examples
- Synthesize research and present information to content committee for discussion



- Maintain a record/list of contact information for later follow-up