



**OPERATION H.O.M.E.**  
HOME OWNERSHIP & MINORITY EQUITY

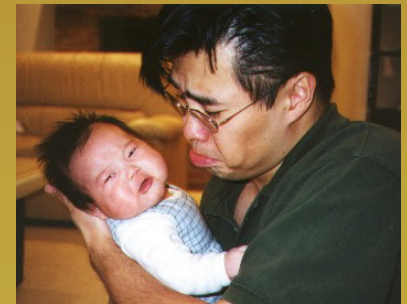
**Portland Communities Working Together to  
Close the Minority Homeownership Gap**

**Steering Committee Meeting #2  
November 30, 2006**



# Welcome & Introductions

- Mayor Tom Potter
  - Doer's Club
- Commissioner Erik Sten
  - New Steering Committee Members





# Operation HOME Goals

- A 10-year community and industry supported business plan to close the gap
- Broad political, industry and community ownership and commitment to implement and sustain the plan over time
- 13,000 new minority homeowners by 2015





# Purpose of Today's Meeting

- To present Outreach and Marketing Content Committee strategy recommendations.
- To accept/adjust those recommendations and identify system and resource needs to implement.





# Steering Committee Charge

- To hear, review and act upon content committee recommendations.
- To create systems change within your industry/community.
- To bring access to resources to implement adopted strategies.





# Outreach & Marketing Content Committee

- **Presenting**

- Colin McCormick, Native American Youth And Family Center
- Margo Bryant, Portland General Electric





# Overview of the Committee's Process

- Committee Membership
- Committee Charge
- Committee Process
- Committee Outcomes





# Outreach and Marketing Objectives

- **Consumer** – Build consumer confidence within each community of color and promote homeownership as a desirable and achievable opportunity.
- **Industry** – Provide tools and resources to the homeownership industry to help them better reach and serve communities of color.
- **Employer** – Increase Portland business community's investment in helping their employees become homeowners.



# Outreach and Marketing Committee Recommends

- **Consumer Strategies**

- Design, develop and implement a culturally competent ***outreach and awareness campaign*** to share homeownership information in a way that *“is accessible to me, with a message that speaks to me, in a language I understand, at a reading level I comprehend and from a source I trust.”*





# Outreach and Marketing Committee Recommends

- **Consumer Approach/Tactics**
  - Invest in Homebuyer Fairs
  - Brand Operation HOME as a trusted resource for homeownership information and industry certification





# Outreach and Marketing Committee Recommends

- **Industry Strategies**

- Design, develop and implement a real estate industry ***certification program*** to educate participants in cultural competency and affordable housing resources and techniques.





# Outreach and Marketing Committee Recommends

- **Industry Approach/Tactics**
  - Brand Operation HOME as the “**Good Housekeeping**” type seal of approval for industry professionals working with communities of color.
  - Recruit, retain and professionally develop racially and ethnically diverse real estate and mortgage lending professionals.





# Outreach and Marketing Committee Recommends

- **Employer Strategies**
  - Design, develop and implement an ***outreach and awareness campaign*** targeted toward employers about how encouraging and supporting homeownership provides a competitive advantage in the recruitment and retention of qualified employees.





# Outreach and Marketing Committee Recommends

- **Employer Approach/Tactics**
  - Develop and support Employer Assisted Housing (EAH) models
  - Create a tool kit to market to employer about the value of EAH program



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# Transition to Discussion

## Steering Committee Discussion

*What resources and system changes are needed to make ideas possible?*





# Steering Committee Discussion

- **Consumer Strategies**

- Design, develop and implement a culturally competent ***outreach and awareness campaign*** to share homeownership information in a way that *“is accessible to me, with a message that speaks to me, in a language I understand, at a reading level I comprehend and from a source I trust.”*





# Steering Committee Discussion

- **Industry Strategies**

- Design, develop and implement a real estate industry ***certification program*** to educate participants in cultural competency and affordable housing resources and techniques.





# Steering Committee Discussion

- **Employer Strategies**

- Design, develop and implement an ***outreach and awareness campaign*** targeted toward employers about how encouraging and supporting homeownership provides a competitive advantage in the recruitment and retention of qualified employees.





# Closing Remarks

## Final Thoughts

**Next Meeting Date**

**January 30, 2006**

**3-5PM**

**Closure**