



Background

On January 21, 2004, the Portland City Council heard a presentation from the Home Ownership Advisory Committee (HOAC) regarding its annual report on *Home Ownership in the City of Portland*. As in the previous year's report, the 2002-2003 HOAC report pointed out the major disparity in homeownership rates between whites and minorities in Portland.

HOAC is a subcommittee of the Housing and Community Development Commission (HCDC) whose task it is to bring together a broad representation of the housing industry to help define the role of the City in promoting homeownership, to recommend guidelines and actions, identify tools, and serve as a clearinghouse for ideas and information, all in support of homeownership.

Goal Statement

In June 2004, the Home Ownership Advisory Committee (HOAC) adopted a goal:

"Close the minority homeownership gap in Portland by June 2015."

Using the 1990 and 2000 Census data, and applying assumptions about population growth for Portland, to achieve this 10-year goal we would need:

- 3,560 new African American homeowners
- 2,711 new Asian/Pacific Islander homeowners
- 5,698 new Hispanic/Latino homeowners
- 2,016 new Native American homeowners¹

13,985 total new minority homeowners

Charge of Campaign Committee

Both the City of Portland and the Portland Development Commission have been working diligently to impact this goal and have found it necessary to convene a broader community and leadership process. In 2005, they combined efforts to create ***Operation H.O.M.E.***; employing the services of Community Solutions. This campaign will:

1. Raise community awareness of the issues that maintain the gap and prevent home ownership by:

Portland Communities Working Together to Close the Home Ownership Gap

- Holding town hall gatherings in the four minority communities
 - Completing approximately 35 key informant interviews to assess work currently being done in the area of minority home ownership and inventory these organizations/individuals for participation in the campaign
 - Engaging industry experts in research and strategy development
 - Creating/joining existing community-wide events of local and national appeal to raise awareness and to continue the messages and themes of the campaign
 - Creating four content committees including marketing and outreach, education, loan process and acquisition, and affordability and wealth creation
2. To make recommendations to community, business, and government leaders that will impact the barriers by:
- Convening a high-level steering committee with members vetted by Mayor Potter and City Commissioner Sten
 - Asking these leaders to create the resources needed to break down identified barriers

¹ Native American population numbers were updated in 2007 based on data presented by the Northwest Area Foundation Urban Indian Community Survey.