



***OPERATION HOME
EMERGING PRIORITIES
African-American
Community Forum
January 29, 2008***

Meeting Organizers

***African American Alliance for
Homeownership (AAAH)
Portland Community Reinvestment
Initiatives, Inc. (PCRI)***

**Facilitator
Cliff Jones, TACS**

Topic Area Barriers

Topic areas identified as barriers were:

- Outreach and Marketing**
- Education and Credit Counseling**
 - Loan and Underwriting**
- Affordability and Wealth Creation**

**OUR CHARGE AS REQUESTED BY THE CITY
OF PORTLAND STEERING COMMITTEE
WAS TO:**

*Provide feedback and direction on the Operation
HOME Emerging Priorities*

*Results of the African-American perspectives
regarding the priorities were to be presented
to Steering Committee, City of Portland and
Portland Development Commission*

SUMMARY STATEMENT #1

Concern was expressed regarding actually meeting the city's goal of 3,500 new African American homeowners by 2015.

Through a concerted effort, organizations (such as AAAH and PCRI) serving communities of color must be adequately funded to support the City of Portland's minority homeownership goals, if we are to realistically attain them.

SUMMARY STATEMENT #2

Any solution to barriers for first time homebuyers need to come directly from the community itself; there is a lack of trust in the African American community toward governmental/outside organizations because of historical racial barriers, gentrification, and systematic displacement of African-Americans that has occurred over the years.

SUMMARY STATEMENT #3

The African American community is tired of meeting to discuss issues which do not result in solutions. The time for being passive is gone. We are looking for results-oriented activities.

SUMMARY STATEMENT #4

Community awareness campaigns need to be specific to the appropriate community of color. Campaigns and Services need to be provided by trusted representatives from within our community. The “Who”, (organization or individual presenting the information), is as important as the message itself.

SUMMARY STATEMENT #5

The African American community lacks factual information and homeownership opportunities. We need ways to disseminate information within our community; we would like our own clearing houses, financial institutions, and networking systems to address our specific concerns.

SUMMARY STATEMENT #6

There needs to be a collaborative effort with organizations such as HAP and PDC to increase percentage of homes available for African Americans – make it a requirement for all their development projects. Also, anti-displacement strategies need to exist and more affordable housing options need to be made available.



Report Submitted by:

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(PCRI)