

Lents Homeownership Initiative – 2005 Draft Action Plan Goals

Overall Goal: 50 new homebuyers in 05

Activity	Lead	Budget	Source	Notes
MARKETING				
<i>Education:</i>				
1. Memo of Understanding among PHC, CCLT & CV detailing how to educate 50 purchase-ready buyers	Portland Housing Center	?	?	10/31/04 with Clackamas Community Land Trust & Community Vision
2. Provide Homebuyer Education Outreach at 4 marketing events (see below)	Portland Housing Center	?	LHI grants	1/14/05 Plan completed
3. Form Lents Homebuyers Club - 12 participants, meets monthly	ROSE	\$5,000	LHI grants	1/15/05
<i>Marketing:</i>				
1. Founders Day theme contest	ROSE	\$500	Donations	8/15/04 with Lents Neighborhood Association
2. Design logo	PDC	\$2,500	?	11/30/04
3. Complete Market Analysis	PDC	\$5,000	PDC urban renewal	12/31/04
4. Produce brochure - Resources for homeownership - Neighborhood assets	PDC	\$3,000	PDC urban renewal	1/2/05
5. Open Lents Homeownership Central - Office at NPT - Desk, phone, fax, computer - Determine staffing plan - Location for classes - Web site?	?	\$2,500 to set up \$300/month plus staffing; web site extra	?	3/1/05
6. Kickoff event	ROSE	\$2,000	LHI grants	3/6/05 tentative
7. Complete ethnic community marketing plan	ROSE			4/30/05
8. Neighborhood Cleanup Marketing	LNA	\$500	LHI grants	5/7/05 tentative
9. Lents Founders Day	LNA	\$500	LHI grants	8/21/05
10. Fall marketing event	ROSE	\$500	LHI grants	10/1/05 tentative
<i>Future Projects:</i>				
- Speakers bureau				
- Tour of homes				
- Case study booklet				
- Awards				
- Block parties				

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HOME BUYER PROGRAMS				
1. Acquisition/Rehab: <ul style="list-style-type: none"> • ROSE – 6 homes 	ROSE	\$75,000	LHI grants	
2. New Development: <ul style="list-style-type: none"> • HOST 104th/Harold project – 8 homes • PDC 122nd/Pardee project – 9 homes • ROSE 104th/Schiller – 1 home 	HOST PDC ROSE			RFP to developers With Port. Youth Builders
3. Self-Help: <ul style="list-style-type: none"> • Habitat 82nd/Lambert project – 16 homes 	Habitat for Humanity			
4. Land Trust: <ul style="list-style-type: none"> • PCLT buyer initiated homes – 4 properties? 	Portland Com. Land Trust			
5. Market Rate Development: ?				Research developers, number of bldg. permits
6. Innovative Financing Mechanisms	ROSE	\$45,000	BHCD	ROSE will research innovative financing if BHCD proposal is funded
<i>Future Projects</i> <ul style="list-style-type: none"> - Condo conversion - Lease-to-own - Officer/Teacher Next Door - Acquire distressed properties - Employer assisted housing - Mixed Use - Intentional communities/co-housing 				

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NEIGHBORHOOD IMPROVEMENTS				
1. Neighborhood Cleanup	LNA	\$5,000	Metro, LHI grants	Hauling & tipping fees
2. Homeowner Fix-up Grants	?	\$25,000	PDC urban renewal	25 x \$1,000 each
3. Landlord Fix-up Incentives	?	\$10,000	PDC urban renewal	10 x \$1,000 each
4. Community policing missions	Police Bureau	\$25,000	?	Detail?
5. CPTED Grants for lighting & locks	Police Bureau	\$5,000	LHI grants	20 x \$250
6. Building Code Enforcement	Devt. Services			Extra funding needed?
7. Community Tool Bank	ROSE	\$2,500	LHI grants	Staffing & replacement tools
8. Flower Planting	ROSE	\$3,750	LHI grants	25 x \$150 plants & staffing
<i>Future Projects:</i>				
- Volunteer Corps				
HOMEOWNER SUPPORT				
1. Community Builders home repair program	REACH		PDC urban renewal	No new money needed
2. Foreclosure Prevention grants	Portland Housing Center	\$25,000	?	5 x \$5,000
3. Emergency Home Repairs	REACH?	\$10,000	?	2 x \$5,000
4. Classes on do-it-yourself repairs, financial management	Portland Housing Center	?	?	
<i>Future Projects:</i>				
- Welcome Wagon				
- Cross generational ownership				