



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.

My HFA is emailing the credit card authorization form to awards@ncsha.org.

HFA: Florida Housing Finance Corporation

Category: Legislative Advocacy – State

Entry Name: Back to Basics – Grassroots Outreach

OVERVIEW

Florida Housing Finance Corporation (Florida Housing) is a public corporation of the State of Florida. Florida Housing's mission is to provide a range of affordable housing opportunities for residents that help make Florida communities great places in which to live, work and do business.

As a financial institution, Florida Housing administers federal and state resources to achieve this mission by providing funding for various homeownership and rental housing programs for the development and preservation of affordable housing, and for homeownership opportunities. Without funding from both federal and state levels of government, we cannot achieve our mission. And, without an understanding of the programs, we cannot achieve funding.

BACK TO BASICS: WHY GRASSROOTS?

In today's world of quick sound bites, infographics, and the 24-hour news cycle there are challenges in making your message stand out. Everyone and everything is competing for your attention. This barrage of information is amplified during Florida's 60-day legislative session in Tallahassee. The ability to attract and maintain attention during an elected official's day long series of 15-minute appointments is no easy feat. Making a lasting impression is almost impossible.

Going back to the basics of grassroots engagement is a way to be heard amid the competing clamor. In addition, grassroots outreach is a great way to meet your elected officials on their turf, in their home. Not only does this finetune your message (what you do, who you are, and how you are impacting people) it also resonates at a personal level, by creating a lasting --- and positive --- impression.

So how did we go back to basics?

TARGETED OUTREACH

As in most states, advocacy in Florida is a challenging and time consuming adventure. Our state's size and diversity further complicates these efforts. Targeted outreach is critical. We want our elected officials to know how their appropriations directly impact their community and their constituents.

We showcase the effects affordable housing programs are having through ground breaking ceremonies, ribbon cutting ceremonies, development tours, and conferences. These events, while relatively simple and basic advocacy, are highly effective forums for telling the story of affordable housing in the state. We get to provide up close and personal demonstrations of our work, while legislators receive tangible sensory experiences of that work in action. Any misconceptions about affordable housing can be quickly dispelled and elected officials and their representatives are always pleasantly surprised by the quality of the affordable developments they visit. These positive experiences have been key elements in the state budgetary process and help our elected officials gain a better understanding of affordable housing in Florida.

Targeted planning also ensures that our outreach efforts are not only a cost-effective but also generate a broad geographic footprint (see visual aid 1). 'Piggy-backing' on board meetings held in different regions of the state allows us to host development tours in many counties thus maximizing our efforts and minimizing our costs. We also increased our presence at groundbreaking ceremonies, ribbon cutting ceremonies, and participated in several stakeholders affordable housing conferences. This approach not only engages elected officials at the local, state, and federal levels but it also energizes and empowers our board members who live in different areas of the state. When board members attend outreach efforts in their hometowns, they naturally become more involved in our advocacy efforts as well.

SHARE OUR STORY

Grassroots outreach is an essential part of sharing our story --- the story of how affordable housing impacts individual families and communities. To ensure this story gets told statewide we decided to go public. All outreach efforts are promoted through social media especially via Twitter. Utilizing social media for this purpose allows us to engage with a much wider audience than our stander stakeholders. The format embraces inclusive, cutting edge communications methods, tells our story on a broader scale, and acknowledges (and thanks) our elected officials in a public forum.

We also had the opportunity to share our story and educate our law makers on our programs during the recently concluded Legislative session. In February, Florida Housing appeared before the House Local, Federal, and Veteran Affairs Subcommittee to provide a presentation on our programs and how they work (see visual aid 3). We also had the opportunity to present before the Joint Legislative Auditing Committee on the results of a State Auditor General report of Florida Housing. Our story telling and educational efforts continued in March with a presentation before the Senate Transportation, Tourism, and Economic Development Appropriations Subcommittee. In total, these policy, budget, and an audit bodies are composed of Senators and Representatives that represent over 40% of the State.

A LOOK AT THE NUMBERS

Educational opportunities before the Legislature coupled with the targeted outreach efforts resulted in the following outcomes:

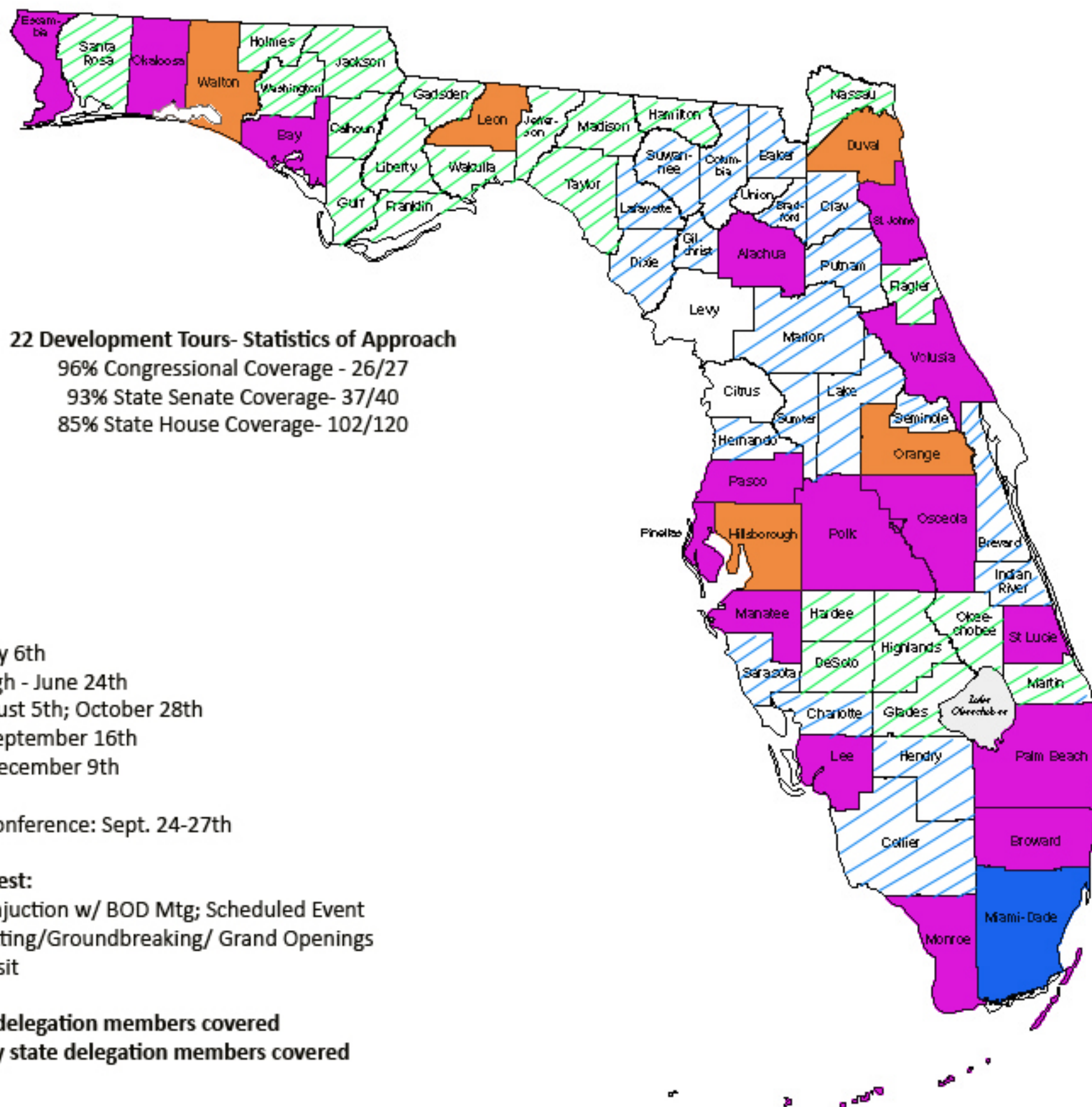
- 23 out of 67 Counties Impacted
- 14 Events: 6 - Development Tours, 3 - Grand Openings/Ribbon Cutting, 2 - Groundbreaking Ceremonies, 2 - Stakeholder Conference, & 1 - Bill Signing
- Statistics:
 - 96% Congressional Coverage – 26/27 Districts
 - 93% State Senate Coverage – 37/40 Districts
 - 91% State House Coverage – 109/120 Districts
- 14 Posts on Social Media* Via Twitter *for this purpose only

SUMMARY

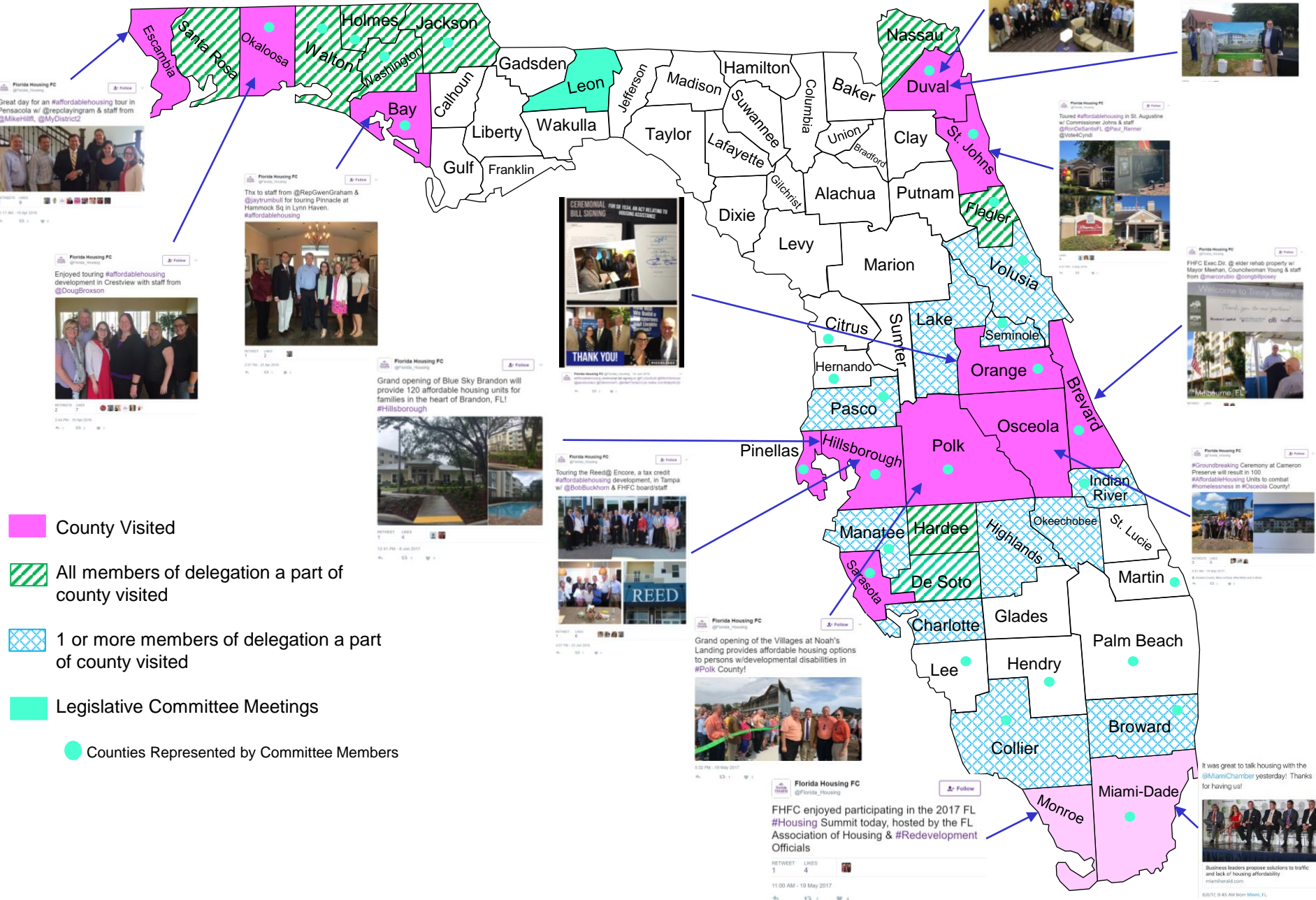
The need for affordable housing in the State of Florida is continuously growing. Going back to basic outreach with a targeted grassroots approach has resulted in opportunities to educate our Legislature on the lasting impact the funding sources have in the State and specifically in their communities. These outreach efforts have turned into educational opportunities that have resulted in two years of historically high appropriations for Florida's programs, resulting this year in \$250 Million available for Florida Housing's affordable housing programs.

Visual Aid 1

FLORIDA



Visual Aid 2: Outreach Outcomes





We Make Housing Affordable

Overview of Affordable Housing Programs

House Local, Federal & Veterans Affairs Subcommittee

January 2017

What is Affordable Housing?

- ❖ Safe, decent housing, focused on families that are income eligible
 - From the lowest incomes up to moderate income families at 120% of area median income; some FHFC programs up to 140% AMI
- ❖ Typically assisted with federal, state or local programs to decrease mortgage payments and rents to be affordable to these families
- ❖ Housing that is substandard – in poor condition – does not count as affordable housing
- ❖ Affordable rental properties are generally owned by private sector & nonprofits; public housing is owned by the government
- ❖ Rentals: Rents restricted and long term affordability restrictions

Florida's Affordable Housing Approach

- ❖ Provide a continuum of housing, with emphasis on assisting neediest persons
- ❖ The private sector is the primary delivery system; use public/private partnerships
- ❖ Preserve the existing affordable housing stock
- ❖ Provide programs for construction of new housing
- ❖ Programs should be flexible & consider regional/local needs
- ❖ When possible, use state funds as loans rather than grants

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How Florida Addresses Housing Needs

- ❖ Rely on federal and state resources
- ❖ Federal resources since the 1930s
- ❖ State resources via William E. Sadowski Act of 1992
 - Created a dedicated revenue source by using doc stamp taxes paid on residential/commercial deeds
 - Funds split into Local Gov't Housing Trust Fund and State Housing Trust Fund
 - Funds finance homeownership and rental programs

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Status of Affordable Housing in Florida

All Statewide Rental

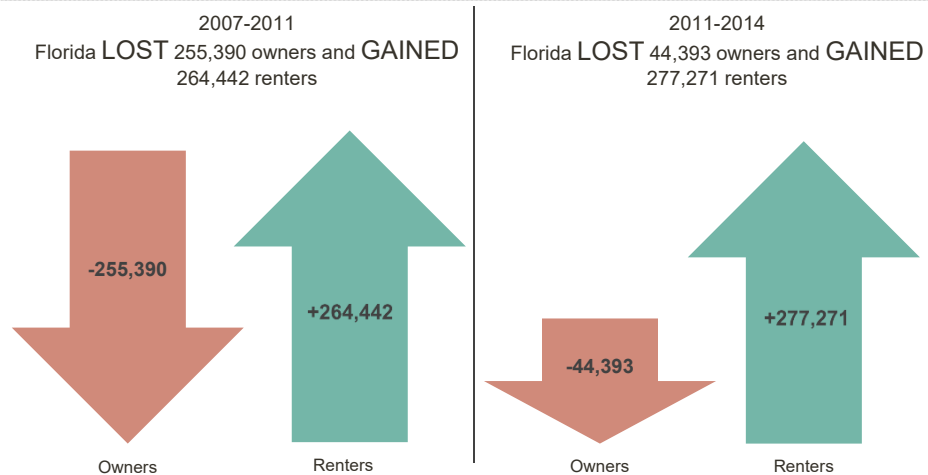
- ❖ Assisted Rental Housing in Florida: 243,000+ units
 - Florida Housing has financed ~190,000 of these units
- ❖ Public Housing: ~35,000 units
- ❖ Federally Funded Tenant Vouchers: 100,000+

Florida Housing/SHIP Homeownership Programs

- ❖ Homes Purchased with Mortgage Assistance (FHFC): ~74,000
- ❖ SHIP Homebuyers/Homeowners Served: 149,000+
- ❖ Homeowners Receiving Foreclosure Counseling/Assistance (FHFC): ~35,000

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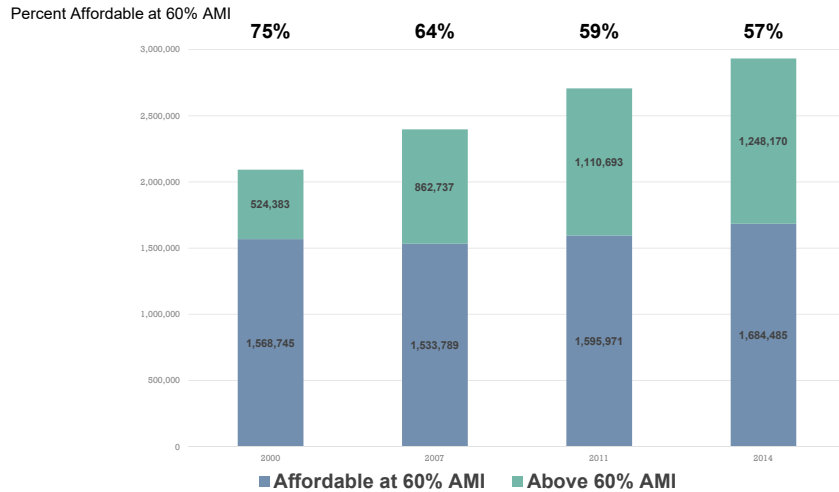
Today More Floridians Are Renting



Source: Shimberg Center, U.S. Census Bureau, 2007/2011/2014 American Community Survey 1-Year Public Use Microdata Sample (PUMS)

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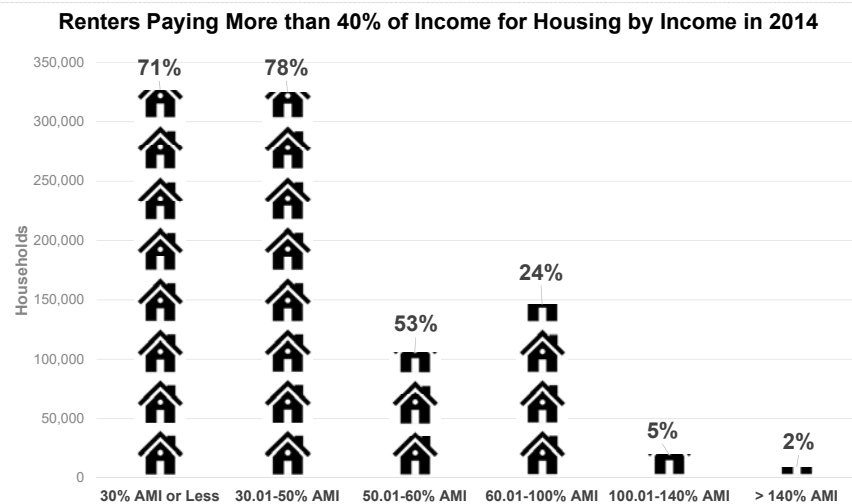
Florida has added 839,527 Rental Units since 2000, but only 115,740 are Affordable at 60% AMI



Source: Shimberg Center, U.S. Census Bureau, 2000 Census and 2014 American Community Survey 1-Year Public Use Microdata Sample (PUMS)

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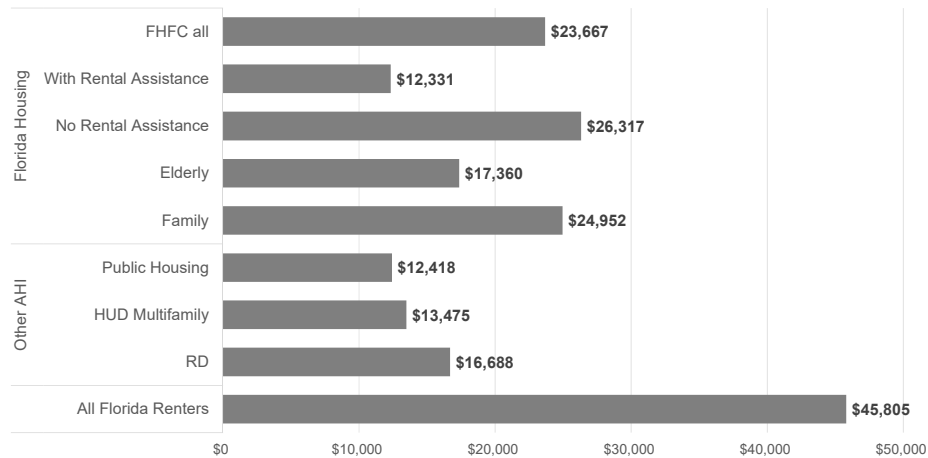
Most Low Income Renters are Cost Burdened



Source: Shimberg Center, U.S. Census Bureau, 2014 American Community Survey 1-Year Public Use Microdata Sample (PUMS)

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Average Tenant Household Income

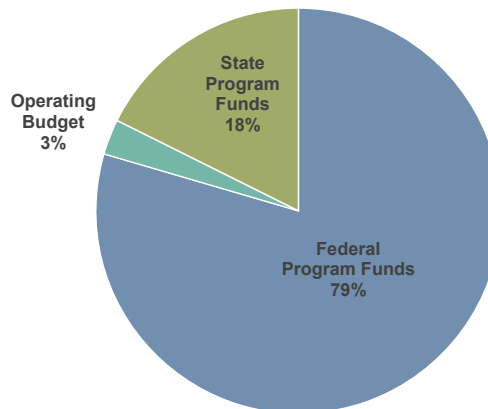


Source: Shimberg Center for Housing Studies, Assisted Housing Inventory and U.S. Census Bureau, 2014 American Community Survey 1-Year Public Use Microdata Sample (PUMS)

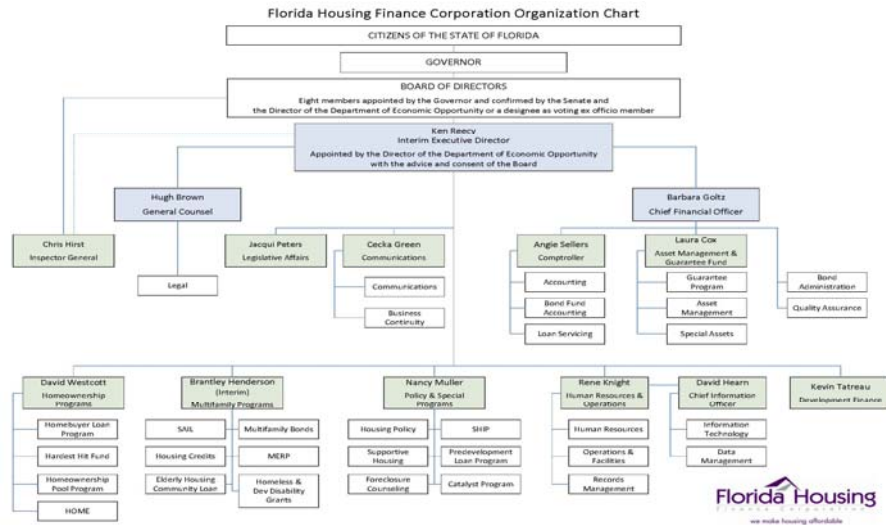
Florida Housing Finance Corporation

2016/17 Program Funding vs. Administrative Expenses

- ❖ A Financial Institution
- ❖ A Public Corporation of the State
- ❖ No Appropriations used for Operations
- ❖ No State Employees



Florida Housing Finance Corporation



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Florida Housing Finance Corporation

Meeting the Housing Needs of Extremely Low to Moderate Income Households:

Working Families and Elders

Special Needs Households

Homeless Households

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Florida Housing Finance Corporation

Programs Target Households at:*
Extremely Low Income 0 – 30% AMI (At or below \$17,160)
Very Low Income 31 – 50% AMI (\$17,161 - \$28,600)
Low Income 51 – 80% AMI (\$28,601 - \$45,760)
Moderate Income 81 – 120% AMI (\$45,761 - \$68,640)
Workforce 121 – 140% AMI (\$68,641 - \$80,080)

*Based on Statewide Area Median Income (AMI) for a family of four: \$57,200

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Florida Housing Finance Corporation Key Programs

State

- ❖ State Apartment Incentive Loan Program ●
- ❖ State Housing Initiatives Partnership Program ● ●
- ❖ Homeownership Assistance Program ●
- ❖ Foreclosure Counseling Program ●
- ❖ Florida Affordable Housing Guarantee Program ●
- ❖ Predevelopment Loan Program ● ●
- ❖ One-Time Financing Initiatives ● ●
- ❖ Grants for Developmental Disabilities ●

Federal

- ❖ Homebuyer Loan Programs ●
- ❖ Low Income Housing Tax Credit ●
- ❖ Mortgage Credit Certificate ●
- ❖ Private Activity Bonds ● ●
- ❖ HOME Investment Partnership ●
- ❖ Florida Hardest-Hit Fund ●

● = Homeownership Program
● = Rental Program

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Financing Rental Housing

- ❖ Federal and state programs used together and separately to finance housing that serves different populations and is geographically dispersed
- ❖ Requests for Applications (RFAs) are issued throughout the year to award funding (16 RFAs in 2016)
- ❖ Each year Florida Housing's Board approves an annual Funding Plan that shows how funding will be used, goals of each RFA and timing
- ❖ The goal is to leverage private sector investment; predictability of funding is critical
- ❖ Applicants include private for profit developers, non-profit organizations and public housing authorities

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Rental Funding/Units Produced

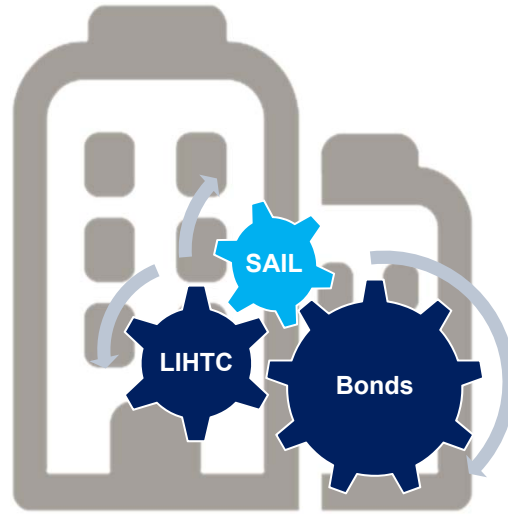
Florida Housing Rental Units Financed, 2011 - 2016

County Group	Total Units	State Funding		Federal Funding			
		SAIL	Special Needs State Funds	Housing Credits (Competitive)	Housing Credits (Non-Competitive)	Bonds	HOME
Large	20,480	\$ 176,935,842	\$ 23,756,679	\$ 155,964,063	\$ 61,424,937	\$ 288,650,000	\$ 38,350,000
Medium	10,297	\$ 120,028,128	\$ 21,144,209	\$ 71,454,209	\$ 19,393,859	\$ 159,825,000	\$ 9,049,980
Small	1,403	\$ 16,937,300	\$ 1,619,994	\$ 6,686,915	\$ 1,570,009	\$ 13,300,000	\$ 55,111,609
Total	32,180	\$ 313,901,270	\$ 46,520,882	\$ 234,105,187	\$ 82,388,805	\$ 461,775,000	\$ 102,511,589

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State Apartment Incentive Loan (SAIL) Program s. 420.5087, F.S.

- ❖ Gap Loan financing to developers to leverage Private Activity Bonds and Low Income Housing Tax Credits to construct or rehabilitate affordable rentals
- ❖ Primary financing for smaller specialized housing
- ❖ Set-Asides based on 3-year Rental Needs Study



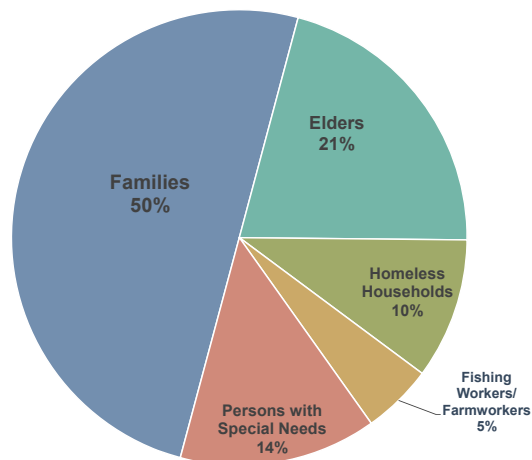
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SAIL Program - Demographic

Statutory Demographic Set-Asides

Families	Not less than 10%
Elders	Not less than 10%
Persons with Special Needs	Not less than 10%
Persons who are Homeless	Not less than 10%
Commercial Fishing Workers and Farmworker Households	Not less than 5%

Program Allocation



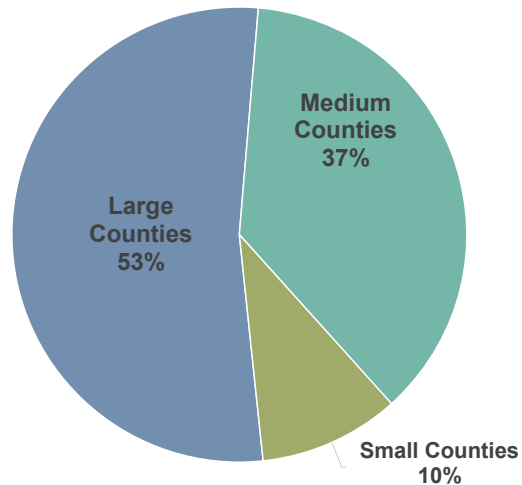
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SAIL Program - Geographic

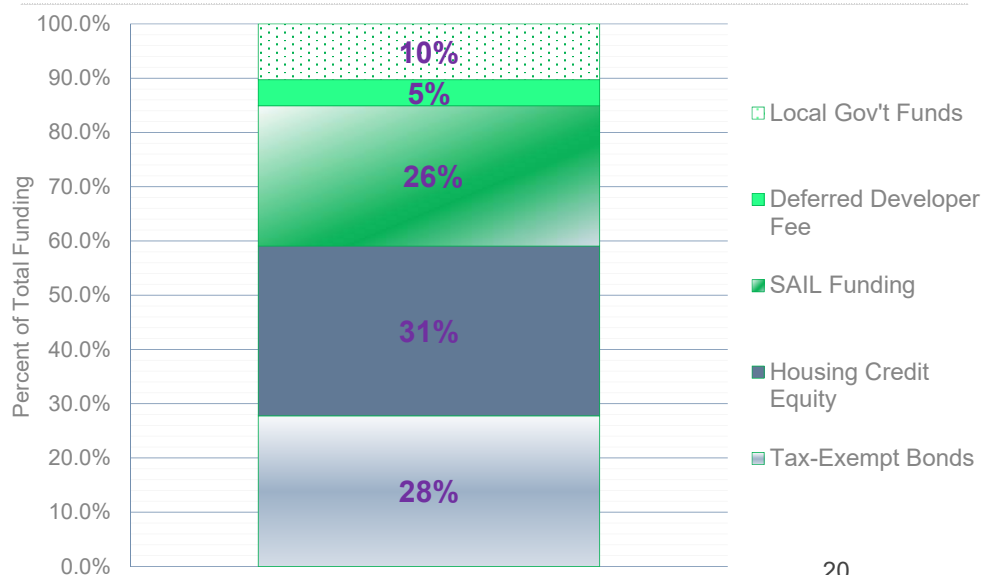
Statutory Geographic Population Targets	
Large	825,000 or more
Medium	More than 100,000, but less than 825,000
Small	100,000 or less

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Program Allocation



Typical Funding Sources for a SAIL Development in 2016



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Special Needs/Homeless Funding

- ❖ **Special Needs:** Persons with disabilities, youth aging out of foster care, survivors of domestic violence, persons on SSDI/SSI/veterans disability benefits
- ❖ **Homeless:** Individuals/households living on the street; in motels/shelters; doubled up with friends/family; coming out of facilities
- ❖ SAIL is primary funding for smaller residences for these households; used with competitive Low Income Housing Tax Credits for larger properties
- ❖ Permanent Supportive Housing = Housing + Services used to assist many of these families
- ❖ Florida Housing now requires a small portion of these Housing + Services units ("Link Units") in new properties to serve extremely low income persons with special needs
- ❖ \$10M/Yr State Grant Funds for Persons w/ Intellectual/Developmental Disabilities

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State Housing Initiatives Partnership (SHIP) Program s. 420.9075, F.S.

- ❖ Allocated to all 67 counties and 52 entitlement cities on population basis
- ❖ Minimum \$350,000 to each county
- ❖ Local gov'ts adopt Local Plans detailing strategies



Statutory Goals:

- ❖ At least 30% of funds to Very Low Income
- ❖ At least 30% to Low Income
- ❖ Remainder may go up to Moderate Income Households
- ❖ 65% to Homeownership
- ❖ 75% to Construction
- ❖ 20% minimum to Persons with Special Needs

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SHIP Continued

Local and Flexible – Locally determined pressing needs in each community

Transparent – Local plans show how funds will be spent; annual reports show how funds were actually spent and who served

Impact – Over the life of the program, more than \$2.3B used to help 192,000+ families; \$337M recycled back into program since 2000

Top Uses of SHIP

Down Payment Assistance

Rehabilitation of Owner Occupied Housing

Emergency/Disaster Relief

Foreclosure Relief

Rental Housing Gap Financing

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SHIP Continued

Expenditures for the 6 Most Recent Closed Out Fiscal Years

Total Expenditures (includes Allocation and Program Income)	Households Served
\$382,902,933	20,236

SHIP Appropriations 2014/15 through 2016/17

Fiscal Year	Appropriation
2014/15	\$96,000,000
2015/16	\$101,000,000
2016/17	\$129,800,000

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Homeownership Assistance Program (HAP) s. 420.5088, F.S.

Since 2012 ...

- ❖ Used to help qualified homebuyers with their down payment and closing costs
- ❖ Non-amortizing (no payments) in Second Mortgage, 0% Interest Rate
- ❖ Currently up to \$7,500 in Assistance
- ❖ Offered in conjunction with Florida Housing's Homebuyer Loan Programs
- ❖ \$1,272,937,474 in First Mortgage Funds Leveraged
- ❖ \$95,149,863 HAP DPA Utilized
- ❖ **10,825 Borrowers Assisted**



Average Purchase Price
\$123,463



Average HAP DPA Assistance
\$8,790



Average Income of Borrower
\$45,201

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HAP Process

- ❖ Public-private partnership
- ❖ Pre-purchase homebuyer education class required
- ❖ Borrower is approved by a participating lender (150+ FHFC approved lending institutions)
- ❖ Lender funds both first and second mortgage
- ❖ After compliance review, lenders are reimbursed for mortgages, costs and fees

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Mortgage Credit Certificate Program 2012-2016

- ❖ A Mortgage Credit Certificate (MCC) creates a homebuyer tax credit designed to reduce the amount of federal income tax borrowers pay giving them more available income to:
 - Qualify for a mortgage loan or
 - Assist them with their monthly housing obligation
- ❖ Borrowers Assisted: 3,267
- ❖ Average Home Purchase Price: \$166,438
- ❖ Average Household Income: \$49,833

Funding Source: Federal Private Activity Volume Cap

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Hardest Hit Fund (HHF)

- ❖ In 2010, the US Department of the Treasury announced the Hardest Hit Fund providing funding to states hardest hit by the aftermath of the burst of the housing bubble.
- ❖ \$9.6 billion was allocated to 18 states and the District of Columbia. In 2016, Treasury extended the program until December 2020. Florida received a total of \$1.135 billion.

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HHF Programs

Unemployment Mortgage Assistance Program (UMAP) and Mortgage Loan Reinstatement Payment Program (MLRP)

- Up to \$24,000 or 12 months of mortgage assistance (UMAP)
- Up to \$18,000 for arrearages (MLRP)
- If homeowner does not require UMAP, up to \$25,000 can be used for MLRP

Principal Reduction (PR)

- Assists underwater homeowners by reducing the outstanding loan amount to the value of the home
- Up to \$50,000 is available and when applied to principal, a required recast or refinance of the loan will reduce the mortgage payment

Elderly Mortgage Assistance Program (ELMORE)

- Assists seniors with reverse or home equity conversion mortgages
- Provides up to \$50,000 for past due and future property charges

Down Payment Assistance

- For First-Time homebuyers in select counties
- Provides up to \$15,000 in down payment and closing cost assistance

Modification Enabling Program

- Provides assistance to help achieve a permanent modification for eligible homeowners
- Up to \$50,000 is available to reduce loan amount and assist in achieving an affordable payment for the homeowner

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Common HHF Eligibility Criteria

AMI Max of
140%

Property has to
be borrower's
Principal
Residence

U.S. Citizen or
lawful permanent
resident

Eligible Hardship
(not for DPA)

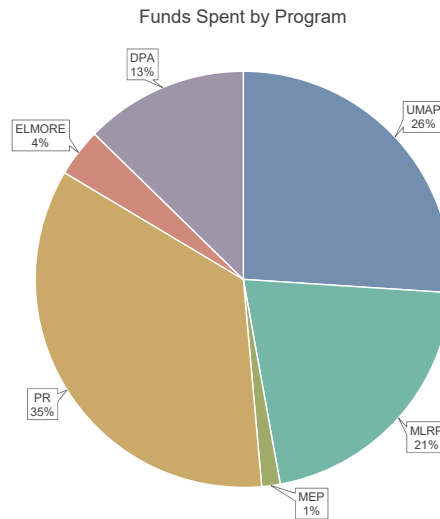
Payments made
to participating
servicers

Unpaid Principal
Balance under
\$400,000 (under
\$350,000 for PR)

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HHF Assistance to Date

- ❖ Homeowners Served
33,951
- ❖ Program Funds Spent
\$724,439,380
- ❖ Program Funds Committed
\$817,721,198
- ❖ Per Month Average Spending
(last 6 months)
\$14,229,341



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Federal Private Activity Bonds

- ❖ Florida Housing is a “conduit” bond issuer; the state is not obligated for payments to bondholders
- ❖ Prior to any bond sale, SBA is required by s. 420.509(2), F.S., to make a determination of the fiscal sufficiency for the bonds to be issued.
- ❖ Proceeds from multifamily bond issues are used to finance development of rental apartments.
- ❖ Proceeds from single family bond issues are used to fund individual homebuyer loans; bond allocation is also used to issue Mortgage Credit Certificates.

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Resources for Constituents



THANK YOU



We Make Housing Affordable

www.floridahousing.org