



2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name Transitioning Louisiana Housing Finance Agency to Louisiana Housing Corporation

Fill out the entry name *exactly* as you want it listed in the awards program.

HFA Louisiana Housing Corporation

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input checked="" type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

“By supporting this legislation to create the Louisiana Housing Corporation, we will help developers better access capital and offer affordable housing options to Louisiana residents in need of safe homes for their families. We are long overdue in establishing a consolidated and focused strategy to coordinate our state housing programs, which will potentially save millions of taxpayer dollars while helping public and private housing agencies provide more effective services to our people.”

-Governor Bobby Jindal

Background

Governor Jindal’s platform for the 2011 legislative session was “Keep Louisiana Growing.” The platform put an emphasis on “Making Government More Efficient,” and in that vein was a proposal for the creation of the Louisiana Housing Corporation (LHC). On July 5, 2011, Louisiana took a huge step towards creating an efficient and effective affordable housing delivery system when Governor Bobby Jindal signed Bill 269, creating the Louisiana Housing Corporation, a consolidated organization for the state’s housing policy and programs.

Governor Jindal said, “In Louisiana, for too long we’ve had dozens of housing programs spread across five state agencies, which lead to inefficient management and duplicative operations, costing the taxpayers in dollars and lost opportunities. By consolidating these programs into one organization, we will improve how developers access capital and how we offer affordable housing options to Louisiana residents in need of safe homes for their families. Long overdue, this reform will create a consolidated and focused strategy to coordinate our state housing programs.”

The Act brought under one roof more than 30 different housing-related programs managed by five different agencies, all with the shared purpose of providing safe and affordable housing (See attached proposed LHC organizational chart). Collectively, the agencies employed more than 300 people, many with overlapping duties. The consolidation of the operations and administration of these programs was designed to save taxpayers money, allow the state to better attract and leverage private capital, expand homeownership opportunities, ensure the availability of safe and affordable rental options, and design policies focused on a unified approach to addressing the housing shortage across the state.

The Louisiana Housing Corporation officially came into existence on July 1, 2012, the culmination of nearly a year of careful planning. A Transition Committee with Subcommittees on Staffing and Powers and Duties of the Corporation, Budget and Finance, Contracts and Compliance, and Investments were established with the overall goal of creating and implementing a transition plan. The Transition Committee and Subcommittees met during July and August of 2011 with Public Outreach Meetings held across the state during August-October with the goal of a Transition Plan ready to submit to the Legislature no later than December 15,

2011. The Board of Directors of the Louisiana Housing Corporation was established on January 1, 2012, with the Louisiana Housing Finance Agency becoming a subsidiary of LHC on January 1, 2012. Over the next six months, programs and personnel were transitioned to LHC with LHFA officially terminated June 30, 2012.

One year later

Though LHC has only existed for one year, the positive benefits of this change are already apparent. The most obvious is cost savings as a result of staff reductions made to avoid duplicative positions. Now that LHC has funding from several housing resources under one roof, the development of housing initiatives can be leveraged to maximize the impact of affordable housing, and when feasible, create profit-generating housing programs to reinvest in the community through developers, non-profit organizations or as leverage with private sector investments.

LHC was faced with one of its first tests during Hurricane Isaac in 2012. The new agency, with the full continuum of housing programs now under one roof, was able to move quickly—before the storm even hit, in fact—to make sure resources were in place after the storm. LHC's new Louisiana Disaster Housing Task Force (LDHTF), notably comprised of staff with direct experience in disaster recovery and emergency shelter assistance played a critical role in making quick decisions in the wake of the storm. The perfect example was the rapid set-aside of existing HOME dollars for a TBRA program specifically for residents hit by Isaac, which was implemented only a few days after the storm hit.

Another exciting development from the transition to LHC is the creation of a 15-member Housing Transportation Planning and Coordinating Commission, which will advise and provides recommendations to the LHC board in the following areas:

- Planning and housing regions of the state
- Public and alternative transportation needs. Such recommendation may include alternative modes of transportation including public transit, bus rapid transit, and rail and bicycle paths.
- Estimates on low and moderate income housing needs.
- Criteria and guidelines for parishes and municipalities to determine and address their local affordable housing needs, to promote consistency and uniformity in the information obtained and reported.
- Criteria and guidelines for parishes, municipalities, and redevelopment authorities, and metropolitan planning organizations to coordinate and address local and regional transportation needs, to promote consistency in the information obtained and reported.
- Schedule and establish criteria to review housing and transportation plans for parishes and municipalities, and provide technical assistance to those parishes and municipalities unable to develop plans consistent with the established criteria and guidelines to

determine consistency with established criteria and guidelines to address local affordable housing and transportation needs.

On March 19th, 2013, under Executive order No. BJ 2013-5, Governor Jindal gave the HTPCC the additional responsibility of serving as Louisiana's state interagency council on homelessness. Until this E.O., Louisiana did not have a formally established centralized organization to coordinate and focus the work of all the departments and agencies that are impacted by and work to address the challenges presented by homelessness. HTPCC will help ensure that state government is coordinating its efforts effectively with the efforts of the federal government, local governments, the private sector, and service provider networks. Specific functions and duties regarding homelessness include:

- Create Louisiana's Ten-Year Plan to End Homelessness
- Review and update annually Louisiana's Ten Year Plan to End Homelessness
- Monitor and oversee implementation of Louisiana's Ten Year Plan to End Homelessness
- Serve as a state clearinghouse for information on services, housing, and transportation options for the homeless; and
- Conduct other activities as may be appropriate and necessary.

The first meeting of the HTPCC was held on June 11, 2013 with the next meeting scheduled July 9, 2013. During the July meeting, the Committee will roll out the schedule for the required public meetings and by the end of the year, a 10-year plan to end homelessness will be finalized and approved by HTPCC.

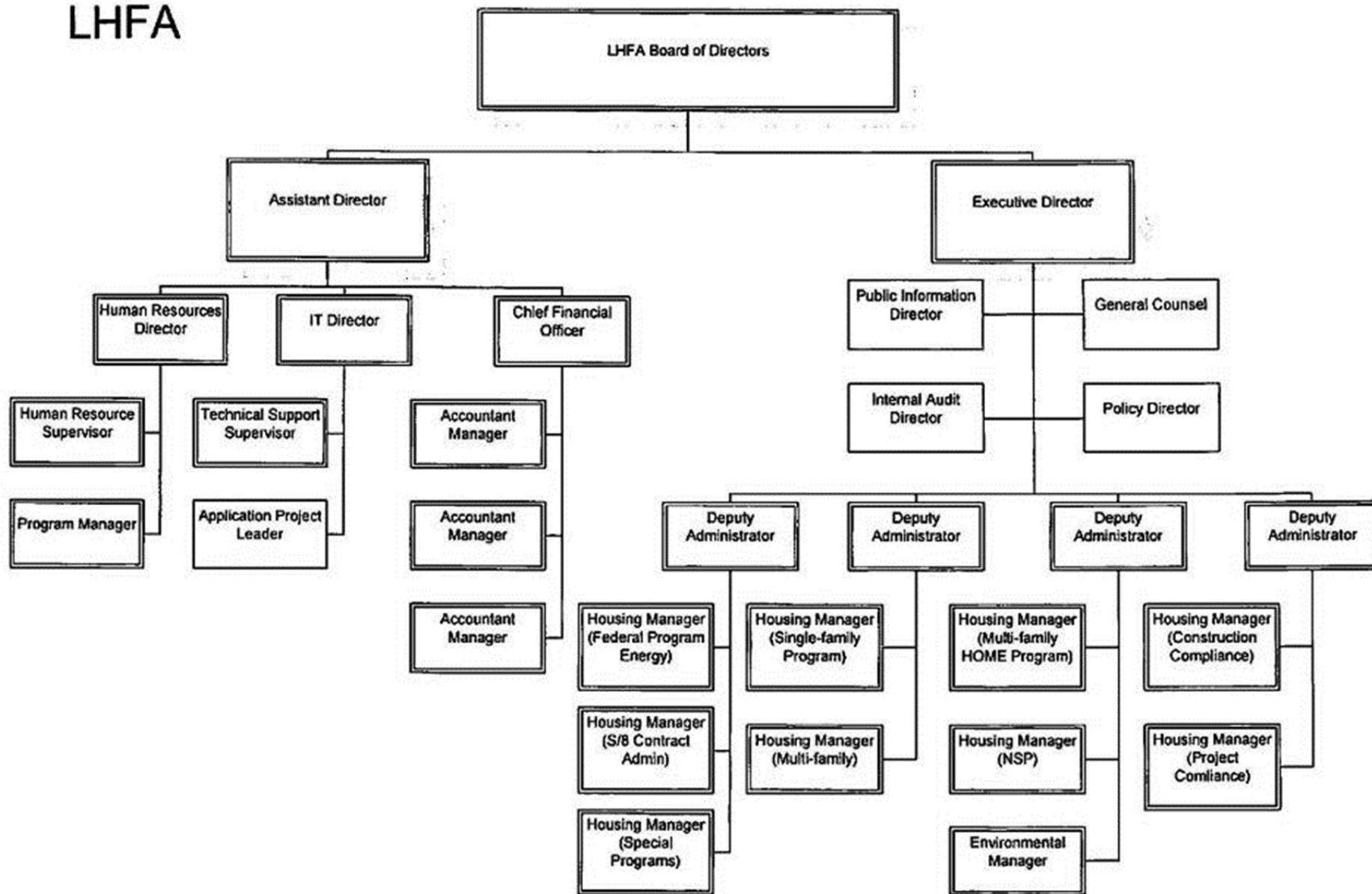
Conclusion

Over the past two years, the State of Louisiana has taken great strides toward making the affordable housing planning and delivery system as efficient as possible. With the creation of LHC, the state now has an agency that can address the full spectrum of affordable housing needs and issues under one roof. Not only is the agency more efficient it also brings with it new initiatives such as the Louisiana Disaster Housing Task Force and HTPCC, which will help the State address important issues like disaster assistance, transportation and housing needs, and homelessness.



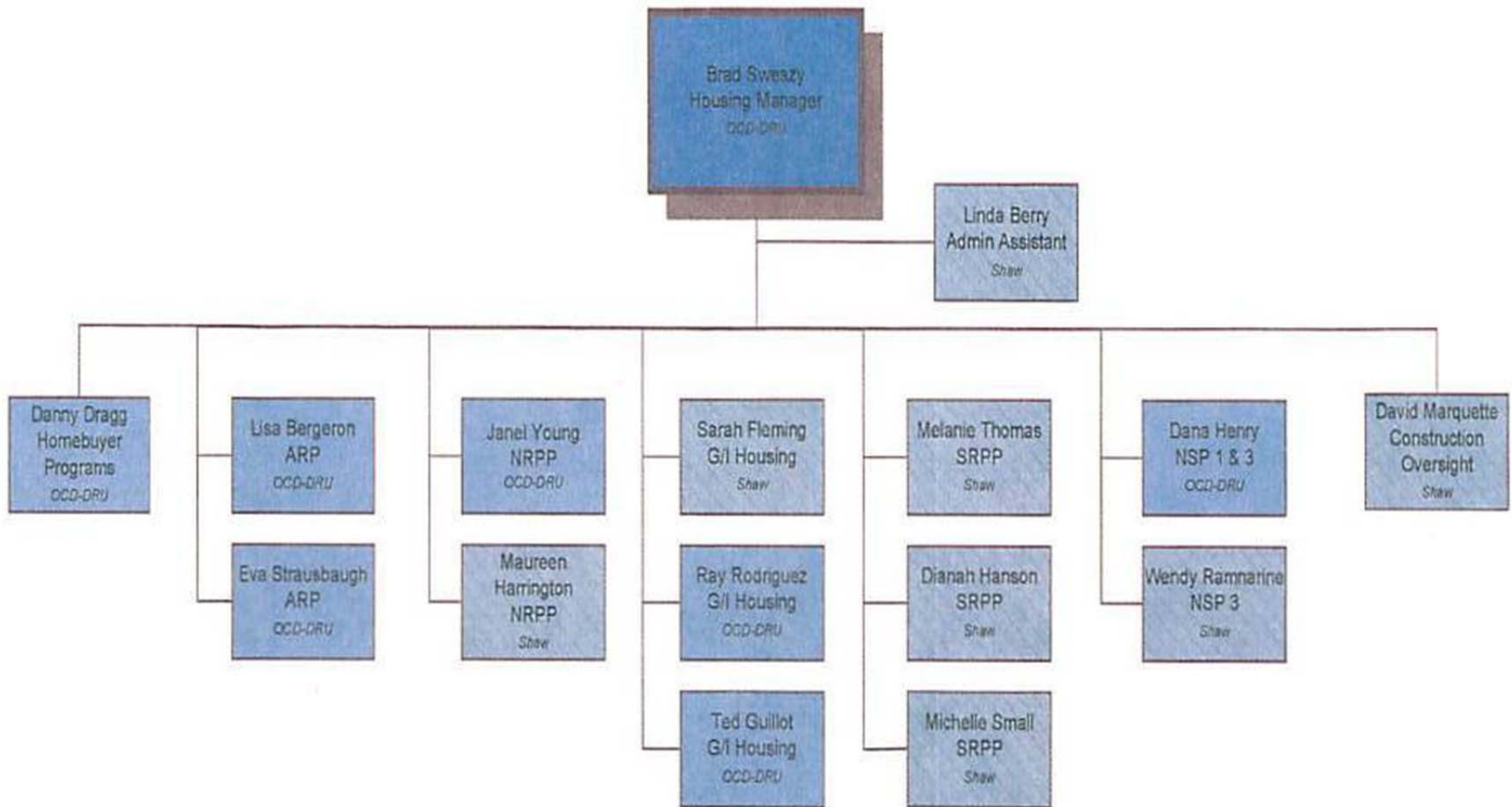
New signage on the exterior of our building indicates a transformation from the Louisiana Housing Finance Authority to the Louisiana Housing Corporation.

LHFA



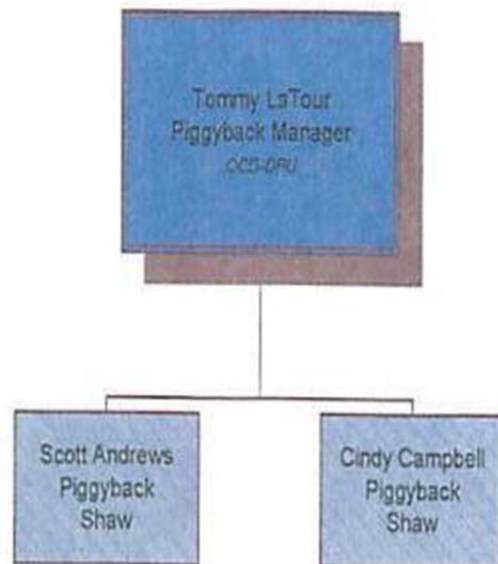
Office of Community Development

Disaster Recovery Unit - Housing



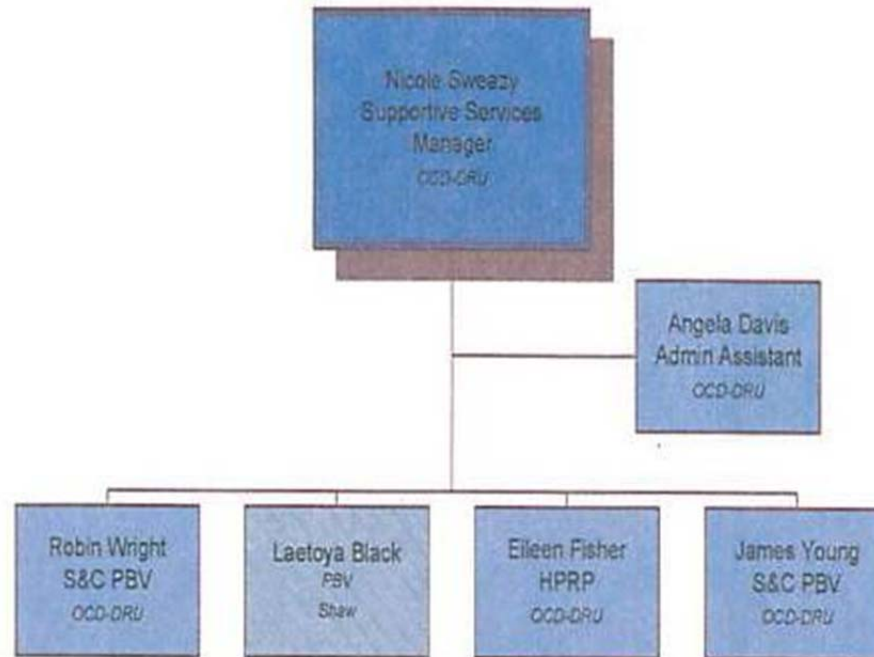
Office of Community Development

Disaster Recovery Unit – Piggyback

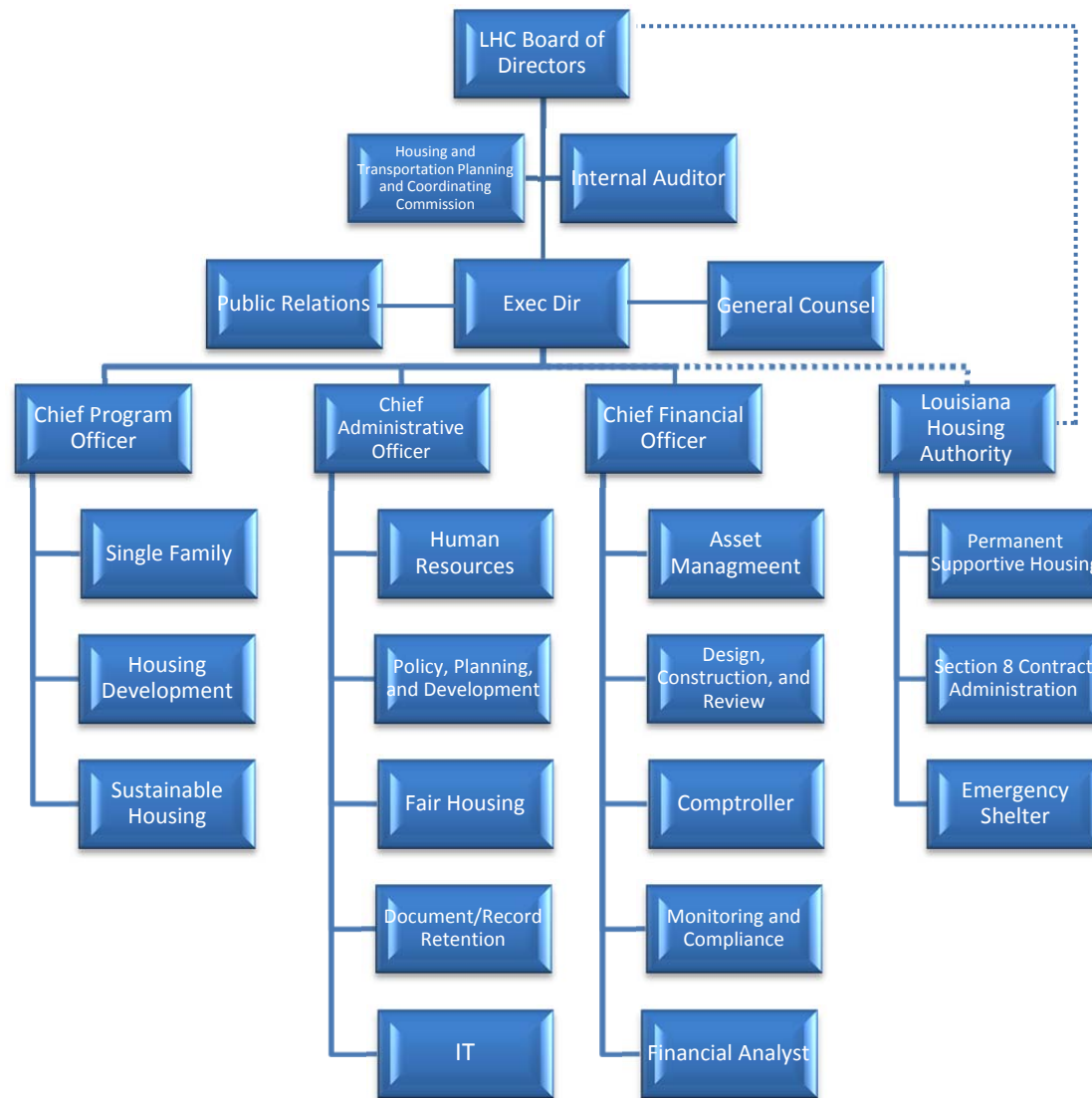


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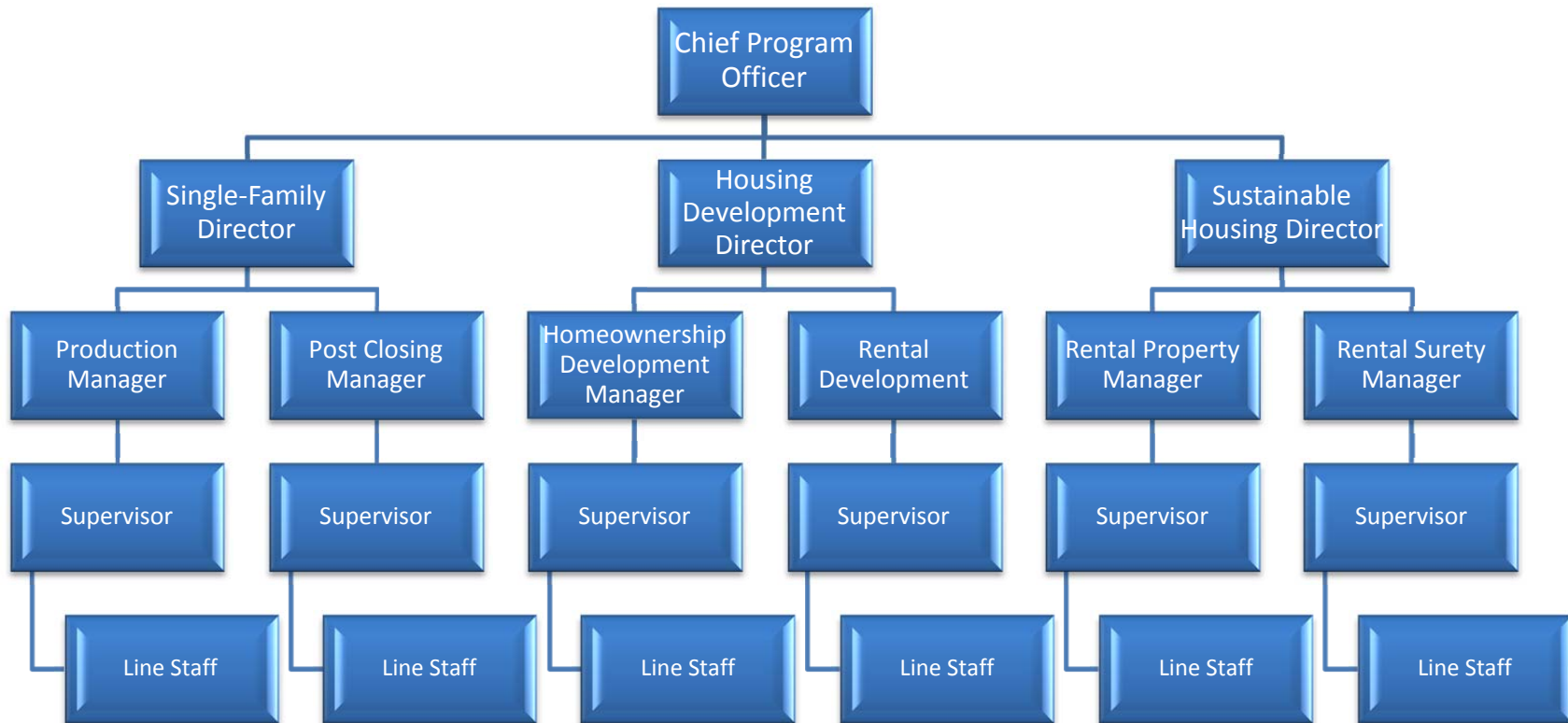
Disaster Recovery Unit – Supportive Services



Louisiana Housing Corporation Organizational Chart



Chief Program Officer Organizational Chart

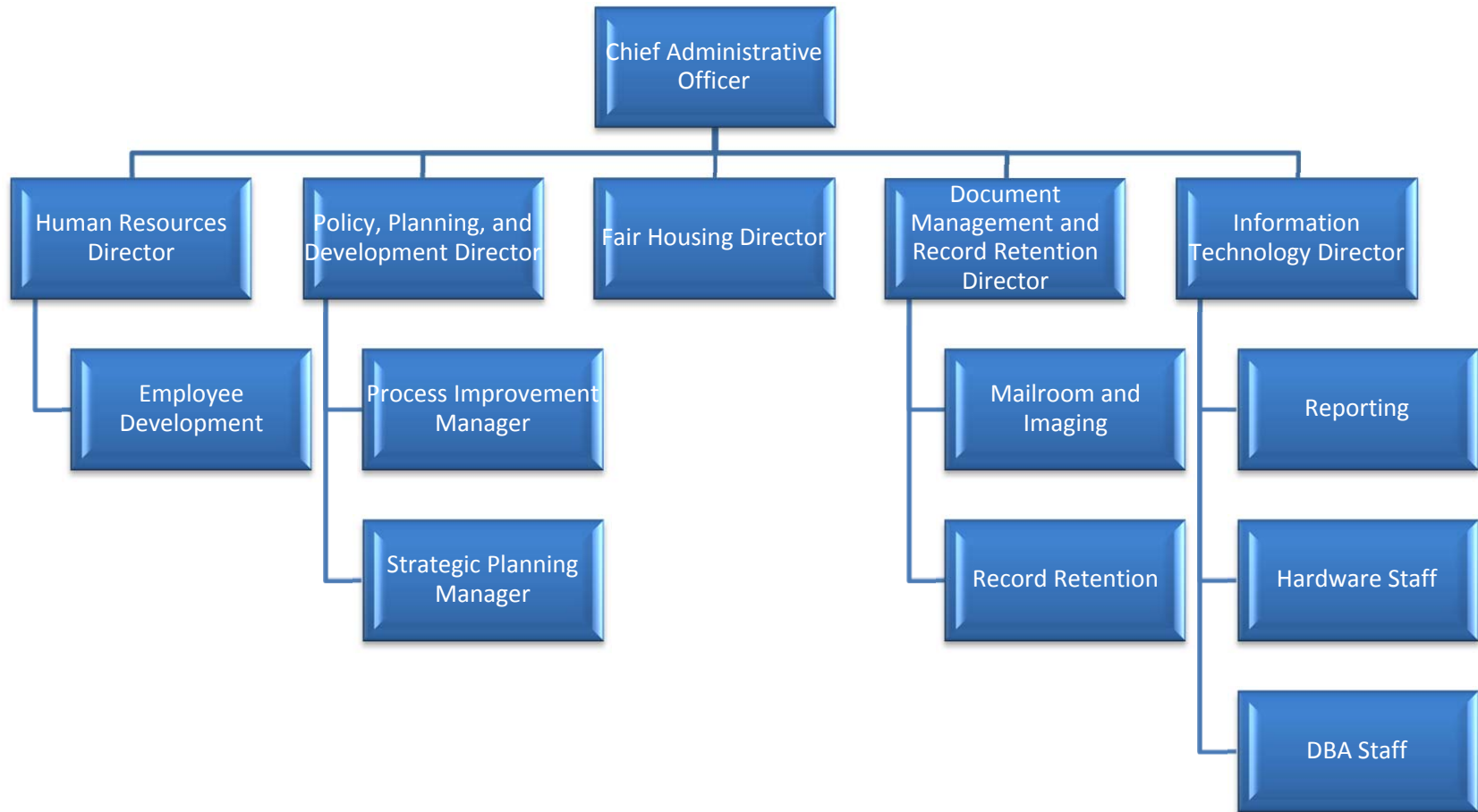


- LHFA**
- Single-Family H/C
 - Foreclosure Programs
 - Grants for Grads
- OCD**
- K/R First-time Homebuyers
 - K/R Soft Seconds
 - G/I First-time Homebuyer

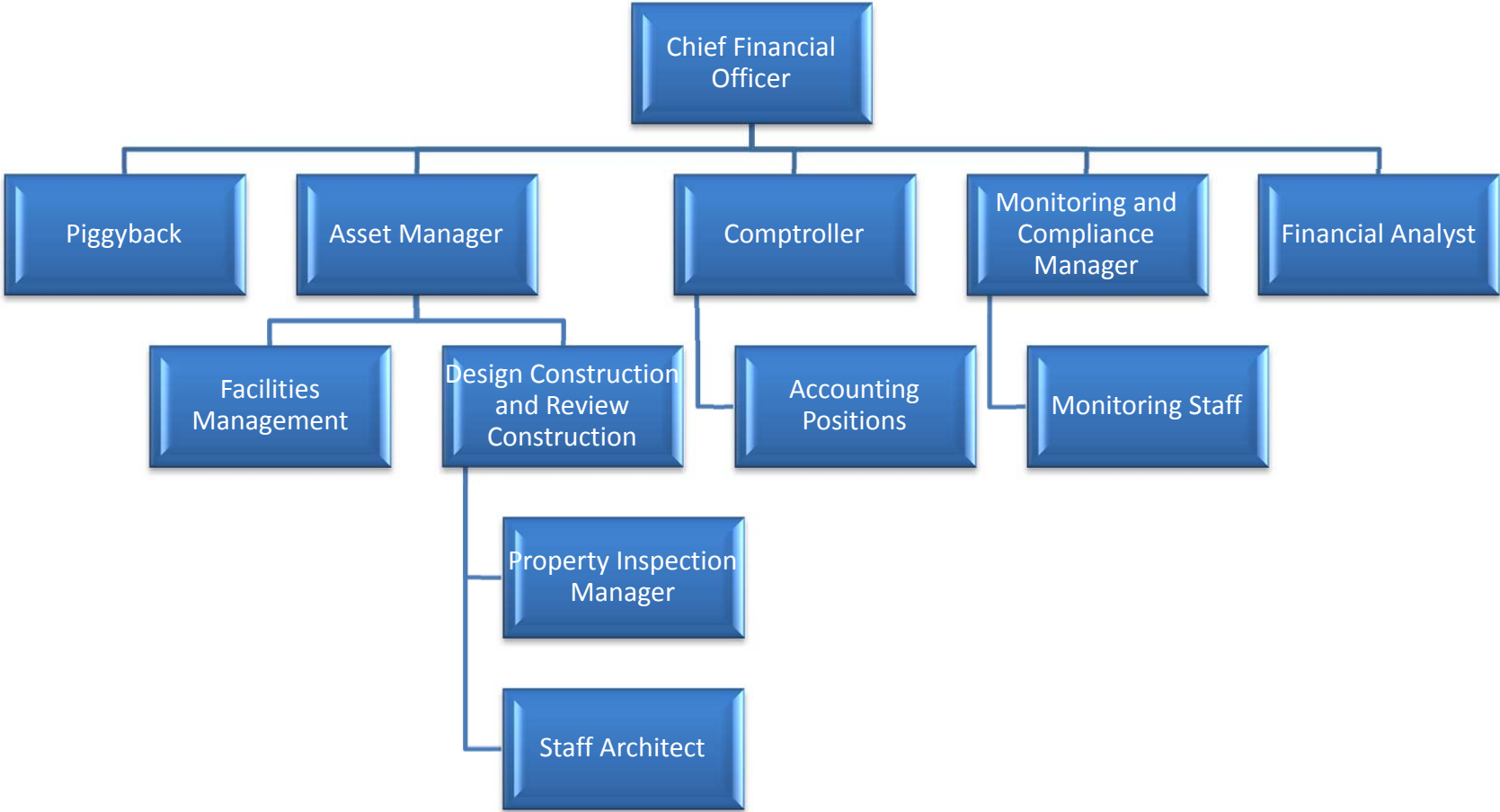
- LHFA**
- HOME
 - Multi-Family Mortgage Revenue Bond
 - Tax Credit Programs
- OCD**
- Affordable Rental
 - Non-profit Rebuild Pilot
 - NSP 1 & 3
 - G/I Homeowner Rehab
 - G/I Minor Repair

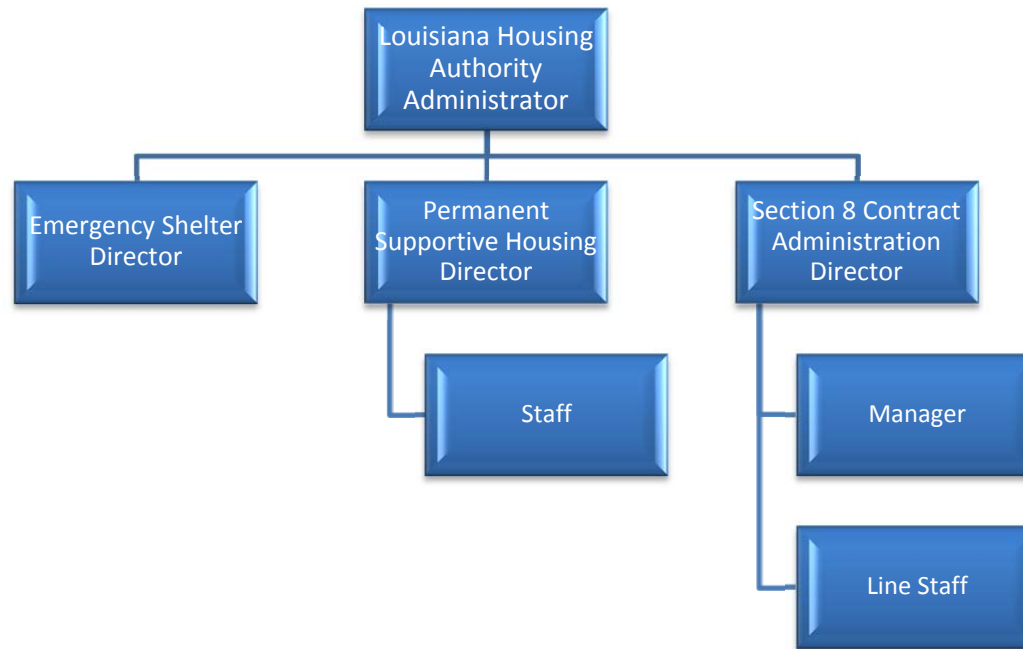
- LHFA**
- Weatherization Assistance Program
 - Low Income Home Energy Assistance Program
 - Risk Sharing
 - Housing Trust Fund
- OCD**
- Small Rental Property Program
 - Short-term Assistance for Rental Services
 - Drywall

Chief Administrative Officer Organizational Chart



Chief Financial Officer Organizational Chart





- Programs**
- Emergency Shelter Grants
 - Homeless Prevention and Rapid Re-housing

- Programs**
- Supportive Housing Services
 - Section 8 Contract Administration
 - Project Based Vouchers
 - Shelter and Care
 - Homeless Supports and Housing

LHC Logo Design Process

February 8, 2012

As the Louisiana Housing Corporation begins the task of organizing itself and deciding its make-up, developing a physical identity is a crucial part. A well designed, eye-catching logo is an important first step. As this new agency is presented to the public and its partners and stakeholders, it will need a good logo by which it can be identified and remembered.

The logo presented for the LHC's Board of Directors' approval will provide a strong foundation for the overall identity and branding of the state's new housing agency. It will be the basis of a branding strategy and campaign that will position the LHC as the state's premier authority on affordable housing, and a place where Louisianans can turn to make sure they have a place to call home.

The completed logo design was a result of the cooperative efforts of the LHC Transition Committee and Louisiana State University. Bob Barbor and Darin Mann, on behalf of the LHC Transition Committee, approached Rod Parker, Director of the LSU School of Art. Together, along with Professor Veni Harlan, they developed a course of action that would call on a group of senior graphic design students to create the LHC logo as a part of their campaigns class. This would be a win-win scenario, as talented students got the opportunity for "real world experience" in developing a logo for an outside client, and the state was able to utilize talented, in-state resources in a most economical fashion.

The logo presented for the Board's approval is the result of a semester's worth of work by this group of students, an amount of work that could have cost the state thousands of dollars. Instead, the LHC will be able to save that money, and still receive a high-quality logo.

We would like to recognize the LSU student team that provided such a quality product. They identify themselves as "Team Charged+" and they are:

- ***Hannah House***
- ***Cassandra Chatelain***
- ***Meredith Johnson***
- ***Eric Olivier***

LHC Logo Design Elements

(from the Creative Brief submitted by Team Charged+)



"We decided to create this graphic for our logo because it can be interpreted in multiple ways. Due to the wide range of programs LHC sponsors, we wanted to represent both a multi-housing unit as well as a single family home."



"This accent attracts the eye to the center of our logo. It adds movement and structure to the logo design. The shape can be symbolic of a horizon, road or path; all of which can allude to the bright future that LHC will provide."

**LOUISIANA
HOUSING
CORPORATION**

"We chose a classic serif typeface to use in our logo because it contrasts with the other graphic elements. The font is Adobe Garamond Pro, which is user friendly and traditional."



"The color choices for the identity are derived from the state flag of Louisiana. We felt that they aided our approach in a design that could be conveyed as both friendly and professional, depending on its use. Yellow and blue are complements of each other, so both colors are able to appear vibrant. The use of gray is meant to avoid emphasis of the word 'Corporation,' because of the typically negative connotation it has."