



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

Entry Name Fostering Strong Communities: Minnesota Housing Annual Report and Program Assessment

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

HFA Minnesota Housing

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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 Minnesota Housing

Entry Name Fostering Strong Communities: Minnesota Housing Annual Report and Program Assessment

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input checked="" 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 type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Minnesota Housing

Fostering Strong Communities: Minnesota Housing Annual Report and Program Assessment

Fostering Strong Communities: Minnesota Housing 2012 Annual Report and Program Assessment

Minnesota Housing invested more than \$638 million through all of its programs in 2012 and assisted nearly 63,000 households. The agency delivers a diverse and complicated set of programs, so effectively communicating what we do and how we do it through our annual report without boring or overwhelming the reader is a challenge.

As we developed the 2012 annual report and program assessment, we had three goals in mind: highlight the broad housing continuum we support, let the data do the talking, and accommodate different learning styles and preferences.

- 1) Highlight the broad housing continuum we support** (*visual aid; graphic 1*): We wanted to show the continuum of housing we invest in and educate a broader audience about not only our programs, but the impact they have on fostering strong communities. To do this, we added a three-page pullout that featured photos of people and places along the housing continuum. On the top of the pullout we highlighted three main areas in terms of how they support Minnesotans: Removing Barriers, Providing Choices and Creating Opportunities. At the bottom of the pullout we showed the income ranges we serve from \$0 up to \$80,000 and above. The pullout section has become a great tool and is seen throughout the agency as art in staff cubicles as well as a visual tool when talking about the agency with new employees and at community meetings.

Context (*visual aid; graphic 2*): We also thought it was important to show context, so we included an average budget for a family of four who meets the federal poverty threshold and struggles to make ends meet with and without affordable housing.

- 2) Let the data do the talking** (*visual aid; graphic 3*): Simply put, we do great work and we do it well. By bringing dense data to life and showing how relevant it is to our mission, we make the story of what we do more compelling. Minnesota Housing previously created program assessment documents that weren't very accessible. We found that by teaming communications and research together we were able to successfully tell the story of who we serve and how we do it.

One example of this is the income distribution of our programs. Typically, our research division calculated the number of households served by each program and presented a table with the gross annual household income and how that was reflected among homebuyers, homeowners and renters (snore, right?). This year that information was featured three different ways and we worked to make it tell a story. Snapshots of the data are featured on graphic three of the visual aid.

- 3) Accommodate different learning styles/preferences:** The report begins with high level information and gets gradually more detailed the deeper you get into the report. We incorporated graphics, bullets, success stories and graphics next to dense data tables so the reader could visually understand the highlights and also dive deep into the weeds if they so desired.

Minnesota Housing

Fostering Strong Communities: Minnesota Housing Annual Report and Program Assessment

This annual report and assessment has a number of different audiences, so it was important to make the document as useful as possible to a broad audience. Unlike other annual reports that are printed and placed on a shelf, this document is used throughout the year to educate community leaders on the work of Minnesota Housing.

It is also used frequently by policy and legislative staff to help shape policy and provide evidence of past program usage for determining future legislative funding requests as well as for answering questions for the legislature. Tables, graphics and success stories are used for staff presentations throughout the year and a four-page agency overview is created using the highlights of the report.

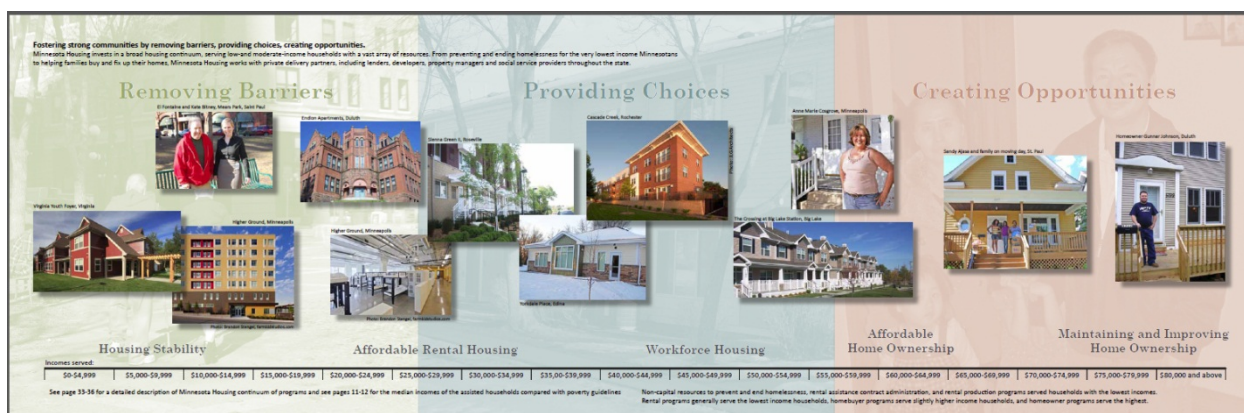
It is also important to note that this annual report and program assessment was done entirely in-house by Minnesota Housing staff members through collaboration with the communications and the research divisions.

Hard copies of the document are included with this nomination form and an electronic version can be viewed on the Minnesota Housing [website](http://www.mnhousing.gov) (www.mnhousing.gov).

Minnesota Housing

Visual Aids

Graphic 1: This pullout highlights the broad housing continuum we support.



Graphic 2: Average budget for a family of four who meets the federal poverty threshold

Section 8 affordable housing

\$550/month or \$6,600/year
(This is 30% of income and includes utilities.)

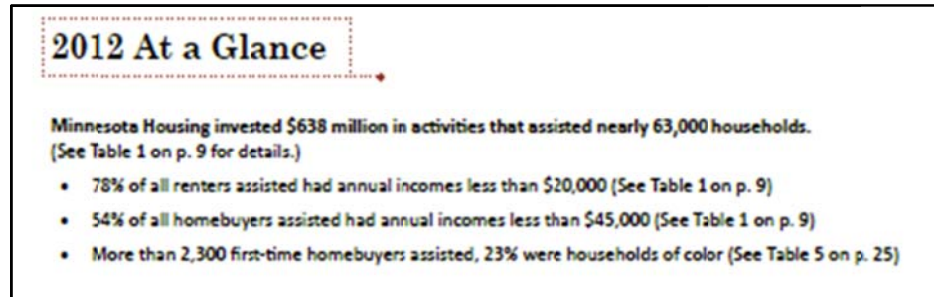
Budget with affordable housing

\$22,000 annual income
 - \$ 6,600 rent
 \$15,400
 - \$ 933 phone
 \$14,467
 - \$ 2,040 transportation
 \$12,427
 - \$ 6,576 food
 \$ 5,851
 - \$ 2,964 health care
 \$ 2,887
 - \$ 768 childcare (subsidized)
 \$ 2,119
 - taxes
 - school supplies
 - clothing...

Minnesota Housing Fostering Strong Communities: Minnesota Housing Annual Report and Program Assessment

Graphic 3: Letting the data do the talking – highlights of data presentation

On the right is a high level overview in the first few pages of the report that includes the percent of renters we serve and their income.



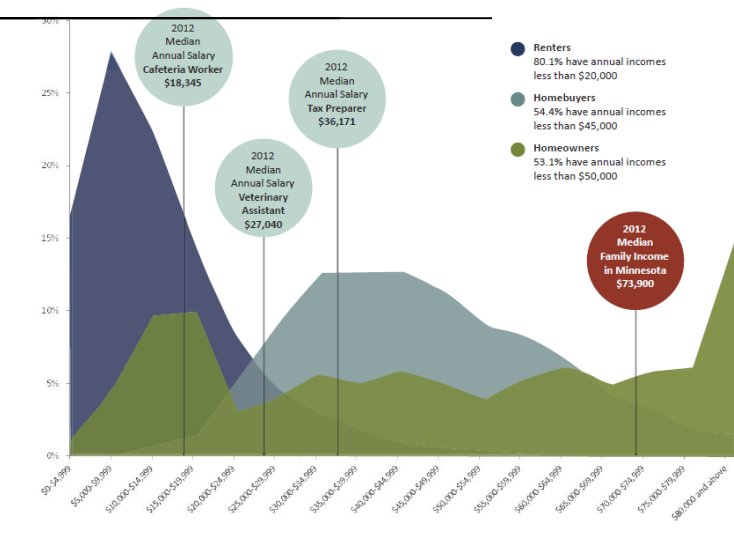
This information is repeated in the detailed table below for a deeper data dive

The following pages provide data and detailed information on housing programs for the Federal Fiscal Year 2012 (October 1, 2011-September 30, 2012).

Table 1: Income Distribution of Assisted Households, FFY 2012

Gross Annual Household Income	Homebuyers ¹			Homeowners ¹			Renters ²		
	Number of Households Reporting	Percent of Total Reporting	Cumulative Percent	Number of Households Reporting	Percent of Total Reporting	Cumulative Percent	Number of Households Reporting	Percent of Total Reporting	Cumulative Percent
\$0-\$4,999	0	0.0%	0.0%	8	0.9%	0.9%	9,220	15.6%	15.6%
\$5,000-\$9,999	1	0.0%	0.0%	39	4.5%	5.4%	15,912	26.9%	42.5%
\$10,000-\$14,999	19	0.7%	0.7%	83	9.6%	15.0%	12,758	21.6%	64.0%
\$15,000-\$19,999	41	1.5%	2.3%	86	9.9%	24.9%	8,440	14.3%	78.3%
\$20,000-\$24,999	142	5.3%	7.5%	26	3.0%	27.9%	5,120	8.7%	86.9%
\$25,000-\$29,999	251	9.3%	16.8%	34	3.9%	31.8%	3,174	5.4%	92.3%
\$30,000-\$34,999	337	12.5%	29.3%	48	5.5%	37.4%	2,111	3.6%	95.9%
\$35,000-\$39,999	338	12.5%	41.8%	43	5.0%	42.3%	1,225	2.1%	97.9%
\$40,000-\$44,999	340	12.6%	54.4%	50	5.8%	48.1%	607	1.0%	99.0%
\$45,000-\$49,999	302	11.2%	65.6%	43	5.0%	53.1%	329	0.6%	99.5%
\$50,000-\$54,999	242	9.0%	74.6%	33	3.8%	56.9%	150	0.3%	99.8%
\$55,000-\$59,999	220	8.2%	82.8%	46	5.3%	62.2%	56	0.1%	99.9%
\$60,000-\$64,999	177	6.6%	89.3%	53	6.1%	68.3%	34	0.1%	99.9%
\$65,000-\$69,999	113	4.2%	93.5%	42	4.8%	73.1%	17	0.03%	99.9%
\$70,000-\$74,999	87	3.2%	96.7%						
\$75,000-\$79,999	49	1.8%	98.6%						
\$80,000 and above	39	1.4%	100.0%						
Total	2,698	100.0%							

Distribution of Assisted Households by Income and Assistance by Type, FFY 2012



The image to the right is an accompanying graphic created to complement dense data above that was shown on the opposite page of the report, illustrating types of assistance by income levels served.