

2011 NCSHA Annual Awards for Program Excellence
Oklahoma Housing Finance Agency
Annual Reports
“The Road Home”

“It is also important to remember that Route 66 is its people. That is what the road has always been about and why it remains relevant to this day.”

- Michael Wallis, author of *Route 66: The Mother Road*

The focus of the Oklahoma Housing Finance Agency always has been and always will be the people we serve. Each year, OHFA publishes an annual report designed to tell the story of how the agency’s programs impact state’s people and communities. OHFA’s mission is “helping place people in homes.” In a time where negative news about the housing industry hits at a rapid pace, we chose to focus on the positive. We wanted our annual report to focus on the impact the agency has to the people and communities in our state. Since OHFA is Oklahoma’s only statewide housing organization, we wanted to create a report that creatively showed the impact of OHFA programs in our diverse state.

Communities along the 400 mile stretch of Oklahoma’s Route 66 boast more than 15,500 apartments and single family homes funded by OHFA’s programs. The nostalgia of Route 66 is alive and well in Oklahoma. By choosing a Route 66 theme, OHFA could offer a familiar, eye-catching concept while sharing the Agency’s mission. To make this project possible, OHFA’s communications staff hit the Mother Road with a graphic artist and photographer. They chatted with individuals whose homes were made possible by OHFA programs and snapped photos of the people and sights along the way. One focus of this annual report is the stories from residents living in five Oklahoma Route 66 communities. They shared personal stories of how affordable housing programs have benefited them and they told Route 66 vignettes. People like 83-year-old Ruth Fuller, whose Housing Choice Voucher allows her to live independently, helped OHFA connect Route 66 nostalgia to today.

A custom map of the State of Oklahoma covers the reverse side of this annual report. Accompanying the map is a feature called “Home Cookin’ on the Mother Road.” It lists Route 66 establishments along the way and provides tasty tidbits of information for diners and visitors making their own Oklahoma road trip.

Response to the annual report has been overwhelmingly positive. One of OHFA’s key audiences is the state legislature. A legislative assistant told OHFA “I just love your annual report. I believe this is the first annual report I have actually opened in the 20 years I have been at the State Capitol. It is beautiful and I learned so much.”