



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, 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.

DC Housing Finance Agency
Innovative Solutions in Affordable Housing: DCHFA Fiscal Year 2017 Annual Report
Communications Category – Annual Reports



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Communications Category – Annual Report**

Available online: http://www.dchfa.org/Portals/0/Documents/Investors/2017-DCHFA-ANNUAL_REPORT.pdf



Innovative Solutions in Affordable Housing

The District of Columbia Housing Finance Agency's (DCHFA) fiscal year 2017 annual report "Innovative Solutions in Affordable Housing" goes beyond the agency's statistics and financial statements by featuring stories of people that have actually benefitted from DCHFA's homeownership programs and the stories behind the rental housing developments funded by DCHFA. The development features

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conveys each property's impact on the community where it has been preserved and/or built in a city that is in the throes of gentrification.

Projects
Delivered in
FY 2017



The Grove at Parkside
(NEW CONSTRUCTION)

The Grove at Parkside is bringing new vitality to Ward 7's Kenilworth-Parkside neighborhood. The project is a newly constructed six story building housing 186 units, made up of 53 studios, 86 one bedroom, 36 two bedroom and 11 three bedroom apartments. An underground garage will contain 65 parking spaces that tenants may lease. The Grove is a 100 percent affordable development, with all units reserved for residents earning 60 percent or less of the AMI. Ten units will be further restricted to residents earning 30 percent or less of AMI.

The Grove is part of the redevelopment of a larger, 26 acre parcel of land. Plans for the site include the construction of 100 new townhouses, over 1,000 more rental and condominium units, and 750,000 square feet of retail and office space.

INNOVATIVE SOLUTIONS IN AFFORDABLE HOUSING • DCHFA FY 2017 ANNUAL REPORT • 19

Strategies

The report highlights DCHFA's new innovations in Multifamily Lending and Neighborhood Investment, Single Family Programs and innovative approaches to executing the Agency's existing programs. The report reads and appears more like a magazine than the typical government publication. One of the homeownership success stories is a Q&A with a Washington, D.C. resident that purchased a home using two of the agency's programs. It features original professional photography of homeowners and multifamily developments. Yet is also includes iPhone photography, infographics, screen shots from social media and headlines about the agency. DCHFA's activity on social media and its news coverage are highlighted to convey the various ways DCHFA is engaging with the community it serves. Some of the social media screen shots are testimonials about the agency's programs.

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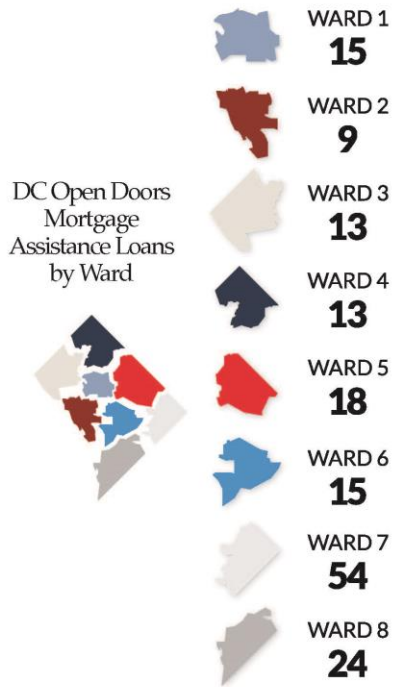


Impact

The report was published on DCHFA's website in addition to being posted on the agency's Facebook and Twitter pages. Hard copies of the report were distributed to Washington, D.C.'s Mayor Muriel Bowser, the Council of the District of Columbia, DCHFA's Board of Directors, the developers and homebuyers featured and additional industry stakeholders.

Content from the report and its photos are repurposed to further market the agency. The original photos of developments, homeowners and DCHFA's staff are used in presentations and advertising. The social media testimonials were shared on Facebook and Twitter. The professional photos are contributing to the agency's digital archive. The homeownership success stories will be featured on DCHFA's new website which will launch in June 2018. The homeownership story of Delia Garcia led to her being selected to appear in a video about homeownership programs available in the city that was broadcast at the DC Housing Expo.

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#DCHFAInnovates



DCHFA uses social media to maintain an active online presence. It allows for engagement and the sharing of information about DCHFA's programs, developments and activities as well as the sharing of housing industry news. The Agency is active on Facebook and Twitter and there are accounts for DC Open Doors on both platforms as well. During Fiscal Year 2017 the Agency launched the hashtag #DCHFAInnovates as a marker for the Agency's new and innovative activities.

