



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.
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Housing Builds: 2017 Investments and Impact

The NC Housing Finance Agency's 2017 annual report, *Housing Builds: 2017 Investments and Impacts*, not only underscored our credibility with North Carolina lawmakers that we secure a measurable return on their public investment but also increased engagement with these elected officials and others as evidenced by the 10% increase in traffic to our website in the three months following this year's publication compared to that time period in the prior year. Time spent on the site also rose 10%.

Educating lawmakers and other stakeholders on the value of housing means engaging them quickly but with a level of detail that helps them become advocates. To that end, we coupled our printed annual report that offers soundbites with a digital version that expands the narrative, links to other resources and drives traffic to our website.

Delivering a Brief, Impactful Message

To illustrate our results, we first developed a brief printed report defining our message around outcomes in two specific areas: how we are boosting the economy and impacting communities and the benefits for North Carolinians. To highlight the state's primary investment in affordable housing, the North Carolina Housing Trust Fund, we devoted the bulk of the back cover to showcase its housing and economic results.

This approach has been successful for the past several years, consistently garnering praise from elected officials who are both impressed with our investment results and grateful for quick bites of information during the busy legislative session. This is an effective on-the-go marketing tool, easy to pull out on a construction site with a visiting elected official or in the halls of the legislature to quickly educate lawmakers between sessions.

Expanding Our Message Digitally

While the abbreviated print format of our annual report has been a good fit for the time constraints and busy schedules of our stakeholders, we found that throughout the year, they were hungry for more affordable housing information they could share in their communities. So, we expanded into the digital realm to increase and strengthen our message that Agency investments are good housing for North Carolinians and good business for North Carolina.

Carrying the same color scheme and visual theme as the print report, we designed a brand that is easy to understand. [Our digital report was built on a flip-through platform, ISSUU](#), which allowed us to include interactive elements that are not possible in a printed report.

The digital report uses photos, infographics and videos in which Executive Director Scott Farmer, the face of affordable housing in North Carolina, first discusses the Agency's focus and accomplishments in 2017 and then looks back at 30 years of results from the North Carolina Housing Trust Fund. Each page spread focuses on a benefit of affordable housing investments:

- *Good Housing is Good Business* discusses the impact of affordable housing investments on housing stock, job support and state and local tax revenues.
- *Boosting Home Buying, Building Communities* explores the impacts of affordable home buying financing on neighborhoods and families, including its relationship to education and health outcomes for children.
- *Protecting Homeowners, Preserving Home Ownership* explores the importance of rehabilitation and foreclosure prevention efforts to keeping people in their homes and stabilizing neighborhoods.
- *Financing Renter Options, Focusing on Special Needs* showcases how tax credits and other financing awarded by the Agency expand affordable housing opportunities in urban and rural areas and offer crucial housing options for persons with disabilities and other special housing needs.
- *30 Years of Innovation, \$1.2 Billion in Housing, NC Housing Trust Fund* shows the impact of our state's most versatile affordable housing resource, the NC Housing Trust Fund.

Even More Information at Your Fingertips

Expanding our message into a digital format isn't just about telling more, it's about diving deeper into research that shows the profound impact of housing investments. Throughout the digital report are links to standalone pieces: *Program Impact* and *Benefits of Housing* reports. These small, standalone infographics carry specific messaging:

- *Affordable Housing Benefits Education* examines research that suggests children who grow up in affordable housing have better access to high-quality education, higher achievement in schools and better future career opportunities.
- *Affordable Housing Benefits Health* provides insight on how people in stable housing are more likely to have the financial resources to meet their health needs and invest in primary care, which lowers exposure to health threats, reduces health care spending and cuts institutional care costs.
- *Affordable Housing Benefits the Economy* highlights how affordable housing development creates jobs, expands tax bases and sparks local economic development to draw in investments, revitalize distressed communities and build neighborhood stability.
- *Affordable Mortgage Options* touches on immediate impacts and long-term outcomes related to affordable mortgage products administered by our Agency.
- *Affordable Rental Housing* stresses the profound impact on the economy and public health that our Agency's affordable rental housing development creates.
- *Supportive Housing* tells how Agency investments have financed options for citizens with special housing needs, including persons with disabilities, domestic violence survivors, homeless veterans and children aging out of foster care

- *Rehabilitation and Repair* examines the impact of rehabilitation investments for low-income veterans, seniors and persons with disabilities, as well as for homeowners hit hard by Hurricane Matthew.

An Educational Journey

Together, this suite of materials provides an expanded look at the impact of agency products and programs in 2017, providing our audience with a clear, strong message about the return on investment for affordable housing funding. *Housing Builds: 2017 Investments and Impacts* guides our stakeholders through a successful year of affordable housing development whether they glance at the brief, printed version or delve deeper into the digital resources.

An advantage to our expanded approach is sharability. We have been able to repeatedly leverage these materials on social media where the infographic reports can display our successes to new audiences. By posting links to the print and digital reports and deploying the videos as standalone pieces, we continually reach even more eyes, enhancing our Agency's brand and increasing understanding of what we do.

Costs and Return

The creation of the *Housing Builds* suite of materials was the first time that a project of this magnitude had ever been undertaken for the purposes of an annual report. Our overall costs for production were \$12,000, including design, photography, printing and digital development, but we believe this cost was well worth the returns we reaped. We've distributed more than 2,000 print versions statewide during legislative visits, conferences and training sessions and had more than 400 visits to the digital site within the first two months of publishing with an average engagement time of seven minutes. Our key audience, our legislators, found real value the product:

"As a member of Congress, I'm constantly receiving reports and relevant policy information from my staff, advocacy organizations, and federal agencies. NCHFA's Impact Report is a great example of concise yet substantive material that allows me to quickly digest relevant housing data in my district and state."

—Congressman David E. Price, North Carolina District 4

The *Housing Builds: 2017 Investments and Impacts* suite of materials has provided our Agency with a new avenue to tell the story of affordable housing success, connect with stakeholders and legislators in a new and exciting way and create an environment that may foster increased housing investments for the benefit of North Carolinians statewide.

To view the digital report, go to

https://issuu.com/nchousingfinanceagency/docs/nchfa_digitalar17_issuu?e=32599924/584397



HOUSING BUILDS

2017 INVESTMENTS AND IMPACT | NORTH CAROLINA HOUSING FINANCE AGENCY

BUILDING COMMUNITIES



In 2017, the NC Housing Finance Agency financed nearly \$2 billion in real estate activity, sending a half billion dollars in wages and spending throughout the state. Our ongoing emphasis on public-private partnerships revitalized struggling neighborhoods and improved 524 communities statewide.

2017 PRODUCTION

14,040
homes & apartments

12,060
jobs

\$35.6 million
tax revenue



The Agency financed more than \$1 billion in mortgage activity—our highest year ever—helping 8,550 families become homeowners. Communities benefited: our special \$15,000 downpayment assistance helped 2,920 North Carolinians buy homes in five counties hit hard by the recession.

We helped 68 local partners develop affordable homes that improved older communities. Glen Oaks

transformed a Winston-Salem neighborhood with 41 new homes for working families close to downtown jobs and schools, while Fayetteville's Faith Community on Hedgepeth Street gained new homes for lower income workers such as city bus drivers and mechanics.



Glen Oaks, Winston-Salem



Addington Ridge, High Point

Housing credits and bonds awarded in 2017 will finance 3,910 apartments for seniors, working families and persons with disabilities. The Agency responded to market challenges to preserve an additional 950 affordable housing options in urban areas such as Charlotte and rural towns such as Jefferson and Swannanoa are among other rural areas that will see new affordable apartments thanks to the state's Workforce Housing Loan Program.

Housing investments provided big boosts to communities struggling in the aftermath of the Great Recession and recent natural disasters. At year's end, the NC Foreclosure Prevention Fund reached a milestone of 26,000 homeowners helped, saving \$4.6 billion in property value statewide. The Agency's financing of urgent repairs for homeowners also helped disaster-affected towns such as Fayetteville, Goldsboro and Lumberton.

BUILDING LIVES

Housing investments are catalysts for long-term benefits for North Carolinians. By helping home buyers, renters and homeowners access and remain in safe, affordable homes and apartments near jobs, schools and businesses, these funds not only provide shelter but improve lives.



Parkside Commons, Greenville

2017 saw more than 40 Housing Credit developments built, providing apartment homes for families, seniors and persons with disabilities in locations with

amenities that foster success, such as schools and jobs. Many also include easy access to medical care: Parkside Commons is in Greenville's medical district and features a unique adult playground to help senior residents stay healthy.

The NC Home Advantage Mortgage™ fueled a 34% increase in the number of home buyers helped last year over 2016. A special, limited \$15,000 downpayment program made the difference for lower income first-time buyers and military veterans, including a 65-year-old Cumberland County school teacher who was able to buy her first home.



We helped struggling homeowners stay in their homes. In 2017, the NC Foreclosure Prevention Fund saved the homes of 2,350 homeowners while they got back on their feet, as well as veterans transitioning to civilian life. Our investments also provided home rehabilitation, urgent repairs and accessibility modifications to 950 seniors, people with disabilities and veterans. These included a Kannapolis woman who received a ramp to help her enter her home and avoid institutional care.



2017 RESULTS

8,550
home buyers

3,910
renters

3,290
homeowners*

*Includes foreclosures prevented

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VISIT OUR DIGITAL REPORT TO LEARN MORE

www.nchfa.com/about-us/investmentsandimpact

R. Gene Davis, Jr., Chair | Scott Farmer, Executive Director | 1-800-393-0988 or 919-877-5700
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30 YEARS OF INNOVATION, \$1.2 BILLION IN HOUSING NC HOUSING TRUST FUND



HOUSING TRUST FUND ALL-TIME RESULTS

The Agency leverages \$4 in housing for every Housing Trust Fund dollar, yielding one of North Carolina's best returns on investment.

34,230
homes & apartments

22,090
jobs

\$144.4 million
tax revenue



Lakeside Reserve, Wilmington

In 2017, the NC Housing Trust Fund financed the construction and rehabilitation of 1,570 affordable homes and apartments for low-income North Carolinians. Eighty-nine percent of those helped earn less than half of their county's median income.



Hope Court, Greensboro

apartments and access to life skill classes and education grants for formerly homeless persons, persons with disabilities and working families. Lakeside Reserve provides permanent housing for families and individuals experiencing homelessness in Wilmington.

The Agency used Trust Fund dollars to finance a broad range of supportive housing, such as Hope Court in Greensboro, which provides

After unprecedented storm damage in 2016, the General Assembly made a special appropriation to the NC Housing Trust Fund to aid affected homeowners. At year's end, the Agency was working to rehabilitate homes for nearly 330 families in Eastern North Carolina. This effort was in addition to the urgent repair of 570 homes statewide with severe health and safety hazards, such as rotting floors and lead paint.



HOUSING IMPACTS

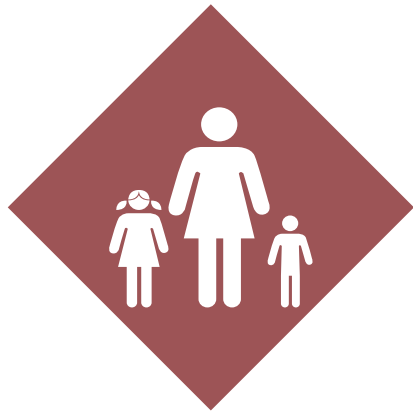
Since 1974, the NC Housing Finance Agency has financed 268,940 homes and apartments totaling \$21.2 billion. Our self-supporting public agency keeps its operating costs to less than 2% of the housing financed and maintains a AA/Aa2 bond rating.

Housing Financed	1974-2017		2017	
	Homes	Value	Homes	Value
Home Ownership	109,700	\$10.5 billion	8,550	\$1.3 billion
Rental Production	93,920	\$7.8 billion	3,910	\$492.3 million
Rent Assistance	32,360	\$2.3 billion	27,310	\$151.5 million
Housing Preservation	32,980	\$346 million	950	\$10.9 million
Supportive Housing	4,810	\$286.4 million	560	\$20.6 million
TOTAL*	268,940	\$21.2 billion	38,310	\$1.98 billion

*Rental production units that also have rent assistance or preservation loans are counted once in the grand total.

AFFORDABLE HOUSING BENEFITS EDUCATION

Children who grow up in housing their families can afford have better access to high-quality education, improved behavioral and cognitive health outcomes and higher achievement in school. The Agency's home ownership, rental housing development and supportive housing programs can help set families on a path of lifelong success.



Improves child development

Research shows that poor housing quality is a strong, consistent predictor of emotional, behavioral and cognitive health issues in low-income youth. These factors affect children's school performance and future access to academic and job opportunities. The NC Housing Finance Agency finances home rehabilitation and repair for lower income families to address housing hazards, such as lead poisoning, that could impact children's learning abilities.



Reduces childhood instability

Unstable and unaffordable housing situations can cause frequent moves, adversely impacting children's educational outcomes by interfering with school attendance and consistent instruction. A recent study found that rent strain, or being behind on rent, is the most prevalent form of housing instability. Affordable housing helps prevent housing instability and in turn, improves educational outcomes for children.



Boosts child achievement

Adolescents living in poor-quality housing have lower math and reading scores on standardized achievement tests, even after adjusting for parenting and other factors. Also, children whose parents are homeowners perform better academically, are more engaged in civic and volunteer activities and are less likely to participate in criminal activity.

Sources: MacArthur Foundation, National Association of Realtors, National Bureau of Economic Research



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AFFORDABLE HOUSING BENEFITS HEALTH

People in stable housing are more likely to have the financial resources to meet their health needs and invest in primary care. This lowers the cost burden for expensive public health services such as emergency room visits. The NC Housing Finance Agency's investments into home ownership, rental development and supportive housing programs can help save public health dollars throughout North Carolina.



Lowers exposure to health threats

Families lacking affordable housing options often live in unsafe and unhealthy housing conditions. Well-constructed and well-maintained affordable housing reduces asthma, pest-borne illnesses, lead poisoning, accidental injury and other health risks associated with substandard housing. The NC Housing Finance Agency's affordable housing investments have improved nearly 33,000 deficient homes and apartments statewide.



Reduces health care spending

A study of more than 1,600 individuals found that Medicaid costs decreased by 12% after people moved into affordable housing as a result of fewer emergency room visits and lower medical expenditures. In addition, housing and rental assistance for families who are homeless or food insecure improves health outcomes of vulnerable children and lowers health care spending.



Cuts institutional care costs

Home repair and rehab can help homeowners who are low-income, elderly or have disabilities remain in their homes rather than entering costly institutional care, such as assisted living facilities. An analysis of the NC Housing Finance Agency's Urgent Repair Program found that every \$1 invested in home repairs could save up to \$19 in Medicaid costs.

Sources: Center for Housing Policy, Colorado Coalition for the Homeless, Providence Center for Outcomes Research and Education, NC Housing Finance Agency



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AFFORDABLE HOUSING BENEFITS THE ECONOMY

Building affordable housing creates jobs even after construction is done, expands tax bases and sparks local economic development. Access to affordable housing improves economic mobility for North Carolinians and reduces poverty and homelessness, which ultimately strengthens the economy.



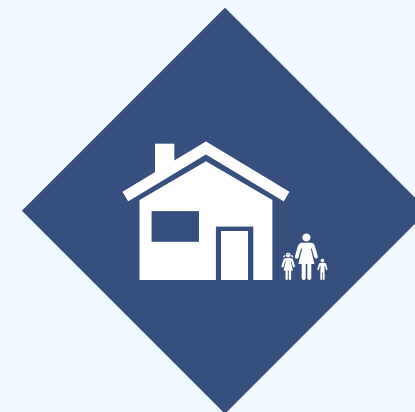
Creates jobs, draws in investments

The nation's leading producer of affordable rental housing, the Low-Income Housing Tax Credit (LIHTC), creates about 150 total jobs per 100 housing units, and leverages \$1.91 in additional private and public capital for every \$1 invested. In North Carolina, nearly 94,000 affordable apartments valued at \$7.3 billion have been built for seniors, families and persons with disabilities.



Revitalizes distressed communities

A 2016 study found that LIHTC developments boosted property values in low- and moderate-income neighborhoods by 6.5% and reduced crime rates. LIHTC developments have enhanced more than 270 urban and rural communities in North Carolina.



Builds neighborhood stability

Home ownership often stabilizes home values and encourages property upkeep in surrounding communities. Moreover, those who own rather than rent their homes are more likely to volunteer in their communities and stay in their homes longer. Nearly 110,000 North Carolinians have become homeowners thanks to affordable mortgage products.

Sources: Center for Housing Policy, Stanford School of Business, Joint Center for Housing Studies

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Affordable Mortgage Products

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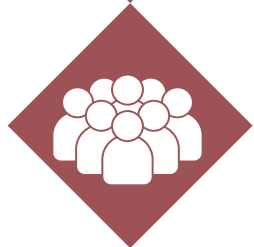
Immediate Impacts



Financing options offered by the Agency helped 8,550 North Carolinians purchase homes in 2017.



These home purchases supported more than 3,800 jobs statewide.



These investments boosted the housing market and generated more than \$11 million in state and local tax revenue.

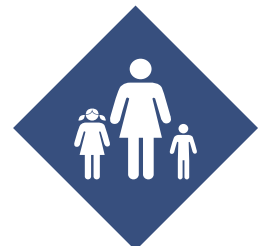
All-Time Results

109,700 Home Buyers

\$10.5 Billion Property Value

Long-Term Outcomes

Children of homeowners demonstrate greater cognitive ability: math achievement is up to 9% higher and reading achievement is up to 7% higher. These children are also significantly more likely to achieve a greater level of education and secure better earnings in the future.



Communities with high levels of home ownership benefit because homeowners are less likely to move often and more likely to volunteer, contributing to neighborhood stability.



Homeowners purchasing through community programs are required to take home ownership classes and counseling. Pre-purchase education and counseling have been shown to improve home buyers' financial creditworthiness and lower delinquency rates.



Affordable Rental Housing

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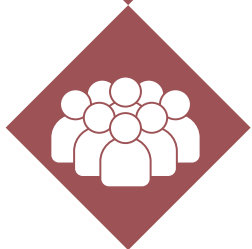
Immediate Impacts



Rental development funding awarded by the Agency in 2017 will produce 3,910 affordable apartments.



The construction of these apartments will support more than 7,700 jobs statewide.



State and local economies will benefit from an influx of \$22 million in tax revenue.

All-Time Results

93,920 Apartments

145,400 Jobs

\$1 Billion Tax Revenue

Long-Term Outcomes

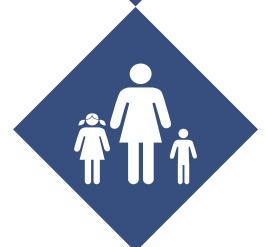
Building safe, high-quality, affordable apartments revitalizes low- and moderate-income neighborhoods by lowering crime rates and boosting home prices by 6.5% on average.



Poor housing conditions can negatively impact the mental and physical health of elderly Americans, increasing their health care costs.



Children who grow up in affordable, high-quality rental housing have higher math and reading scores, factors that can positively influence their future success and earnings



Rehabilitation and Repair

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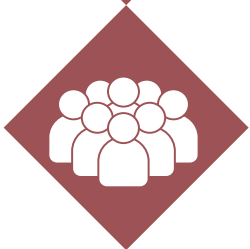
Immediate Impacts



The Agency's rehabilitation investments helped 950 low-income veterans, seniors and persons with disabilities remain in their homes in 2017.



Funding is available in all 100 counties. Additional funding has been allocated for homeowners affected by Hurricane Matthew and other natural disasters. At the end of 2017, more than 330 single-family homes were in the repair pipeline.



These rehab investments will generate an estimated \$539,000 in state and local tax revenue.

All-Time Results

32,980 Homes and Apartments

700 Communities

\$346 Million Property Value

Long-Term Outcomes

Home rehab investments have preserved 32,980 existing homes and apartments, preventing vacancies and protecting neighborhood property values.

Home modifications coupled with community-based supportive services allow veterans, seniors and people with disabilities to stay in their homes, saving them \$20,000 or more per year in long-term care costs.



Supportive Housing

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Immediate Impacts



2017 Agency investments in supportive housing development helped develop 560 units of quality, safe supportive housing for North Carolinians who are low-income and disabled or who have special supportive service needs, such as domestic violence survivors, homeless veterans or children aging out of foster care.



Thanks to a partnership between the Agency and the NC Department of Health and Human Services, at least 350 apartments with 2017 Housing Credits will be available for persons with disabilities. The Targeting Program requires that 10-20% of rental units financed with Housing Credits be set aside as permanent supportive housing.

Long-Term Outcomes

All-Time Results

4,810 Supportive Housing Units

5,150 Targeted Units

\$36 Million Tax Revenue

5,300 Jobs

Supportive housing funding keeps North Carolina's children and families safe by providing immediate safety, housing assistance and supportive services such as counseling and job training to women and families fleeing from domestic abuse.



Permanent supportive housing reduces emergency room visits, hospital stays and reliance on government assistance among people experiencing homelessness.



Research shows that children in domestic violence shelters feel more supported and are able to express their feelings without using violence.



Sources: National Resource Center on Domestic Violence, RAND Corporation