



DC Mortgage Assistance Program

Communications: Creative Media

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WWW.DCHFA.ORG



- Mortgage assistance program to assist furloughed full-time Federal Government employees
- Government entered month two of shutdown in January 2019
- Needed to develop & launch a program as soon as possible, and ensure that word spread quickly to those in need of assistance
- Collaborated with Washington, D.C.'s Mayor Muriel Bowser's communications staff

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Four days from development to board approval to active program

- More than 8,000 District residents are employed by the Federal Government and were out of work during the shutdown
- No known expiration date on the government shutdown – we needed urgency & efficiency
- Needed generous media coverage and effective marketing to make sure the program info reached our target audience: District homeowners who work for the federal government and

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Reaching Our Audience

- Lined up several public announcements and interviews to reach as many Federal employees as possible
- Developed a plan to promote DC MAP on social media (Facebook, LinkedIn, Twitter & Instagram)
- #DCMAP #EndtheShutdown
- Designed a new webpage & created a hotline number
- Teamed up with the Executive Office of the Mayor to have Mayor Bowser announce the program at a press conference at the U.S. Conference of Mayors



Program Details

- DC MAP provides mortgage assistance to District residents who are Federal Government employees or whose agency relies on Federal Government funding
- DCHFA allocated \$9 million from its budget for the program
- Each qualified homeowner is eligible for \$5,00 in assistance per month
- Zero-interest, recourse loan

DC HOUSING FINANCE AGENCY
DC MAP
MORTGAGE ASSISTANCE PROGRAM
FOR FURLOUGHED FEDERAL WORKERS



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Collaboration

Working together, sharing resources

- Prepared talking points for Mayor Bowser's announcement
- Prepared talking points for the Agency's ED & CEO, Todd A. Lee
- Responsible for fielding follow-up questions from reporters following interviews
- DC MAP hotline opened at the time of announcement; DCHFA staff began fielding calls immediately
- DC MAP web page went live and the program was prominently displayed on the homepage

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Results

- Coverage in the Associated Press, City Lab, Forbes, WTOP, The Washington Times, The Bond Buyer, City Lab, PoPville, and WAMU
- Director Lee did seven media interviews on the day of the announcement

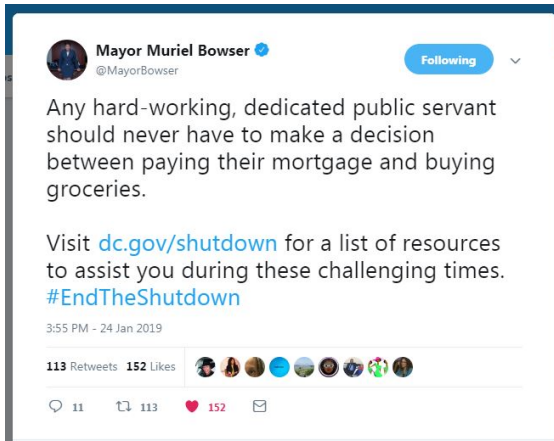
“We maintain our own cash balances; this program is being fronted out of agency cash...Sometimes we refer to this as our rainy-day fund, and we think it’s appropriate to use [this money] at this point, because it’s raining.”

– Todd A. Lee on WTOP



Results

- DCHFA's first Facebook post about DC MAP garnered more than 25 shares, with additional dissemination via the Mayor's shared posts
- Press conference footage received more than 200 views on the Agency's Facebook
- Mayor Bowser's first tweet about DC MAP receive 105 retweets and more than 100 likes
- Notable shares by NBC 4 Washington, Advisory Neighborhood commissioners, DC Ward 4 Councilmember, ABC News and DC's at-Large Councilmember among others
- In total, DCMAP reached more than **178,000** people on Twitter alone



Replicability

- DC MAP went live the morning before the government temporarily reopened
- Over two day period, the Agency fielded more than 100 calls from residents in need of assistance
- Program remained active during the temporary reopening because another shutdown was possible in the two weeks following.
- Launched as a pilot program and is now a fully operational program that is in place to defend against future emergencies
- Important for HFAs to have the means to respond in an emergency, and also be able to have defensive programs in place.
- Important to collaborate with local government & take advantage of shared resources

WAMU | JAN 23

D.C. To Offer Mortgage Assistance During Shutdown

■ PART OF GOVERNMENT SHUTDOWN 2018/2019

WAMU 88.5
AMERICAN UNIVERSITY RADIO



2,966 views | Jan 24, 2019, 09:30am

Government Shutdown: These Programs Are Helping Federal Workers Stay Afloat On Their Mortgages

DC Offers No-Interest Loans to Some Furloughed Workers

By Associated Press