

# Evolution of Abundant Data to Meaningful Information

Patricia Amend, Director of Research, Information & Marketing Strategies  
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# Prior to 2007

- Spreadsheets
- Access databases
- Manual additions and calculations
- 6–8 month project for annual reporting between Policy and IT



# 2007–2012

- Business Line of Business Systems (LOB) evolving
- DataMart (DM) created
- SSRS and SQL Queries in use
- 6 month project between Policy and IT—more replicable
  - Late Summer, repair links between LOB and DM
  - Fall, input manual information
  - January, verify and freeze year end data set
  - March, finalize reports

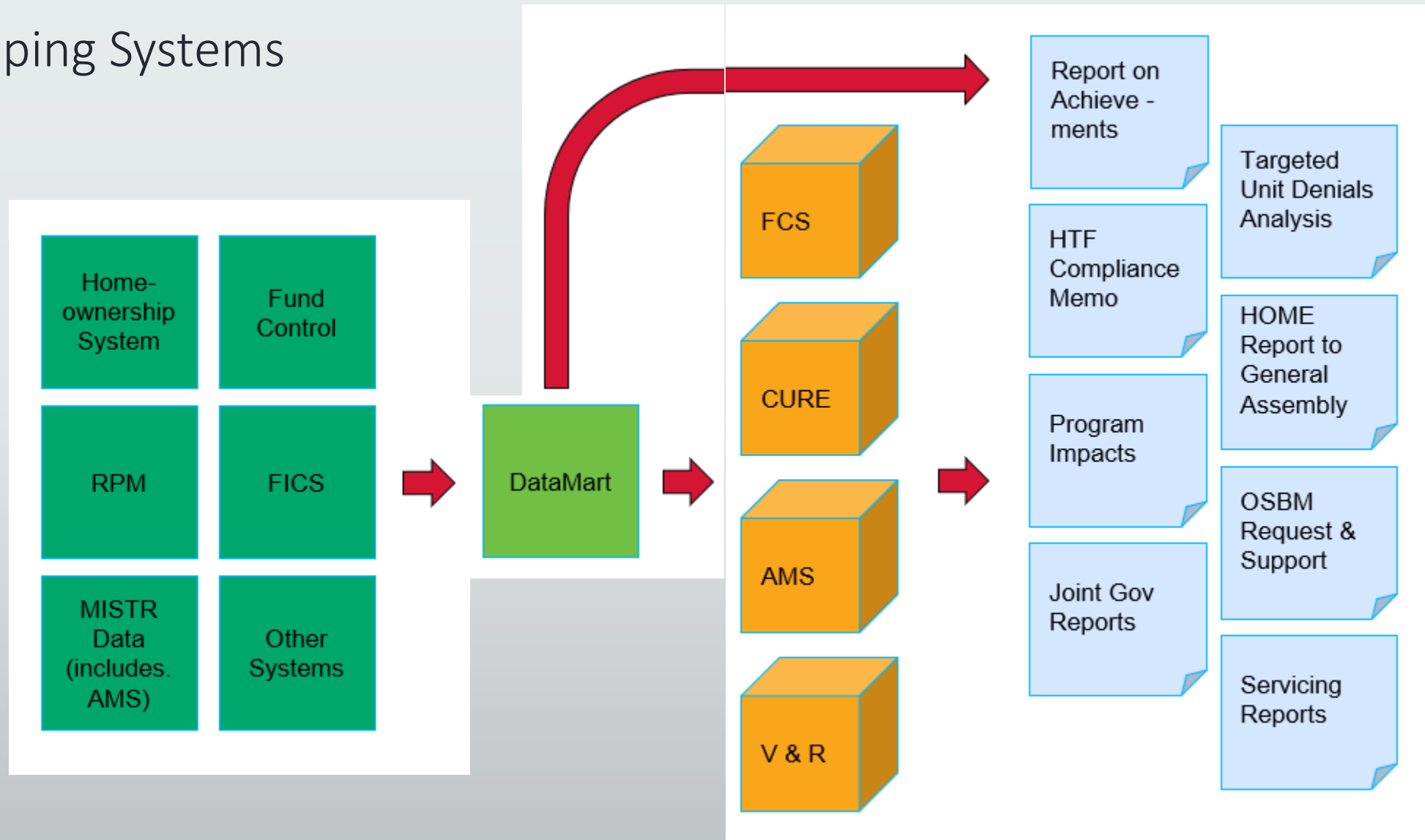
# 2012–2015



- Hired BI Specialist into Policy group (blended skill set)
- Standardized data in DataMart (DM)
- Created RPTCoreLogic—business layer between LOB & DM
- Most projects geocoded
- 4 month project, more Policy, less IT—started in October
  - Still had to repair links between LOB & DM
    - Less time needed as it became more ingrained to include this work as part of any IT enhancements/fixes
  - Less manual input
  - Shorter verification time

# Cubes

## Mapping Systems



# 2015–2017

- Creation of CURE—County Unit Report Experiment
  - A slice and dice cube (pivot table)

## THIS WAS HUGE!!!

- Stood up specialized BI business unit augmenting Policy group
- Reliable GIS abilities
- 3 month project for Policy and BI with expanded capacity



# Cubes

	A	B	C	D	E	F
1	Calendar Date	2018				
2						
3	Row Labels	Financing Provided	Units	Jobs	Estimated Value	Combined Tax Revenue
4	Homeownership	\$316,387,553.60	2,205	1,502	\$352,256,904.46	\$4,428,388.65
5	Rental Production	\$68,190,633.00	1,345	2,779	\$203,517,328.19	\$8,195,445.05
6	Rental Assistance	\$19,974,176.00	23,903	0	\$0.00	\$0.00
7	Housing Preservation	\$7,077,565.00	820	164	\$9,996,582.52	\$483,188.94
8	Supportive Housing	\$14,130,000.00	530	1,100	\$88,158,229.00	\$3,244,407.10
9	Foreclosure Prevention Financing	\$25,532,681.54	1,004	0	\$142,647,794.00	\$0.00
10	Counseling	\$574,812.50	1			
11	Other Financing	\$185,355.85	7	0	\$0.00	\$0.00
12	Grand Total	\$452,052,777.49	29,815	5,545	\$796,576,838.17	\$16,351,429.74
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## PivotTable Fields

Show fields: (All)

Search

- ☒ Date
  - ☒ Calendar Date
  - More Fields
- ☐ District
  - ☐ Districts
  - More Fields
- ☐ Program
  - ☐ Programs
  - More Fields

Drag fields between areas below:

<b>Filters</b> Calendar Date	<b>Columns</b> Σ Values
<b>Rows</b> RoA Activity	Σ Values Financing Provided Units Jobs Estimated Value

# 2017–2019

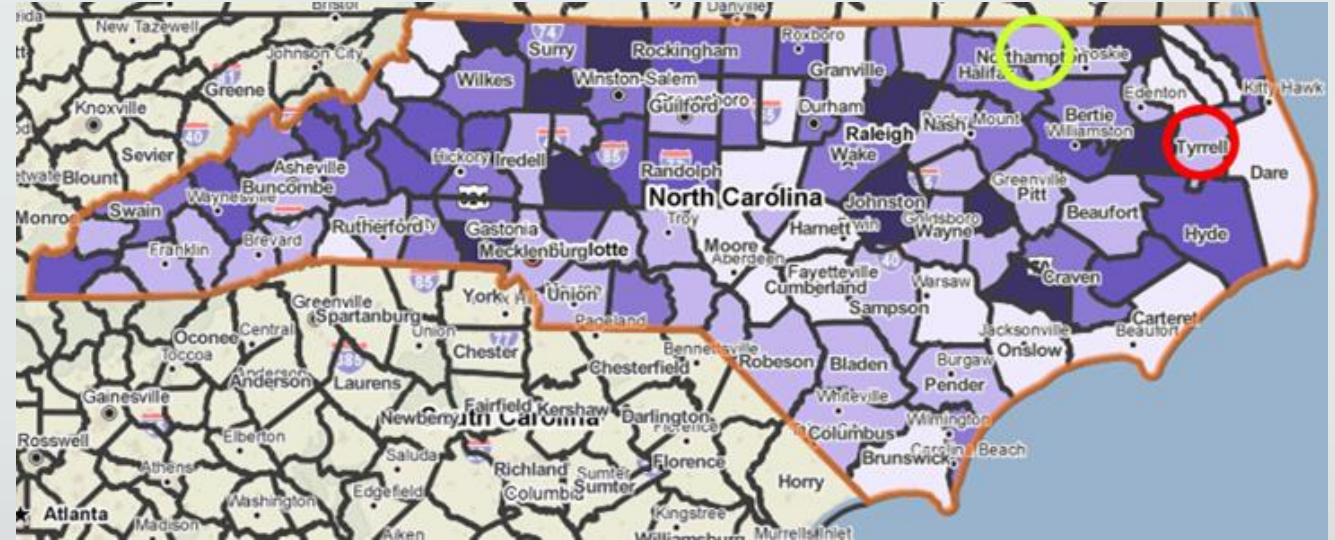
- Had all skills, software and hardware, added in PolicyMap to replace manual external data gathering
- Moved from just reporting to enhancing:
  - Operational areas
    - E.g. Servicing—decreased number of reports from ~150 to ~40, increased usefulness
  - PR & Marketing support
    - E.g. provide specific impact information for each program activity—posters, microsites
  - Legislative Outreach support
    - E.g. provide information by district or at a glance maps upon request
  - Research & Quality Control
    - E.g. dig deep in to data and compare affordable housing to market housing



# Policy Map

## CPLP Lending Analysis

- **Northampton County** has a low level of lending to low-income borrowers according to HMDA data but has the second-highest per capita CPLP investment over the past five years. This may mean that our program is helping offset a shortage in access to traditional lending in that county.
- However, nearby **Tyrrell County**, which also has little low-income lending, has seen no CPLP loans in the past five years. This may be due to lack of demand, but it could also reveal an opportunity to expand our program's outreach in that county.



Percent of Loans w/ Borrower  
Inc 50-80% MSA Median

Year: 2015

Shaded by: County, 2010

- Insufficient Data
- 13.75% or less
- 13.76% - 18.24%
- 18.25% - 21.73%
- 21.74% - 25.24%
- 25.25% or more

Source: HMDA

Percent of loans where the borrower's income is between 50% and 80% of MSA Median Income in 2015.

NORTH CAROLINA

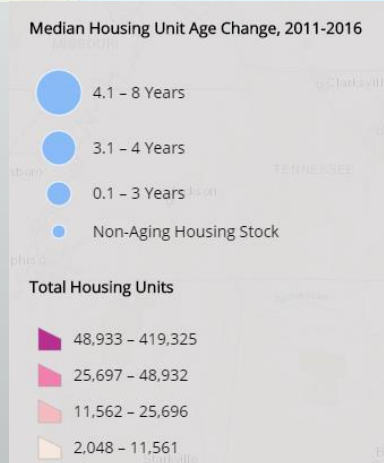
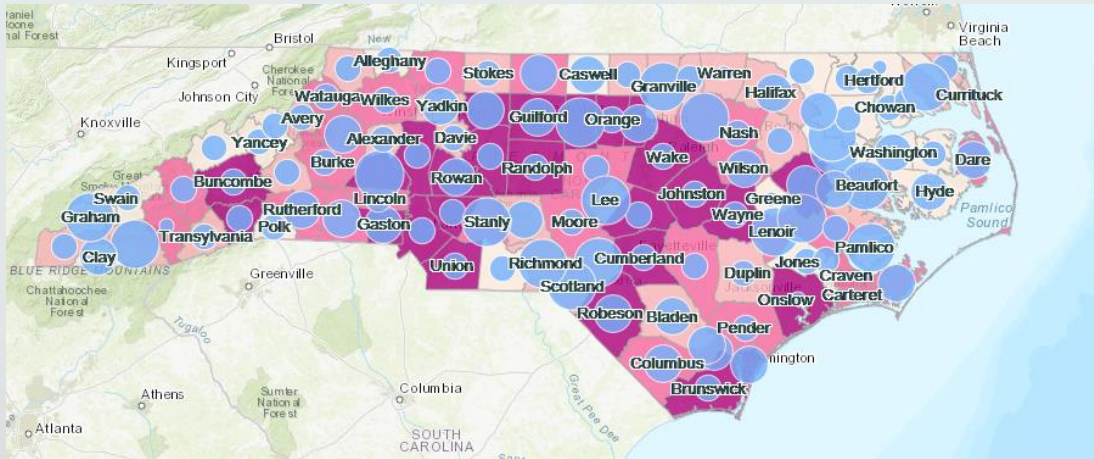
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# GIS

## NC State of Housing



- [Interactive map](#) showing housing needs as a function of cost burden, available stock and population trends
- Spreadsheet listing housing data for homeowners and renter by county

# Web Resources

## Policy & Research Website

- Housing Research page with links to one-pagers on the benefits of housing to health, education, communities, and the economy as well as interactive “State of Housing” map (PolicyMap widget)
- Agency Investment Impacts page with a collection of one-page policy briefs and other documents highlighting the impacts of housing programs across the state

The screenshot displays the North Carolina Housing Finance Agency website. The header includes the agency's logo, name, and a navigation menu with links for En Español, News, Events, Policy & Research, Careers, Press, Investors, Help, and Contact Us. A search icon is also present. The main content area features a sidebar with a list of links: Mission and Values, Hurricane Resources, Leadership, Housing Partnership, Our Financing, Investments and Impact, Research, Reporting and Policy (highlighted), Housing North Carolina Awards, Requests for Proposals, Careers, Fair Housing, Request Public Records, Consumer Privacy Notice, and Report Fraud. The 'Research, Reporting and Policy' section is expanded, showing a sub-menu with Housing Research, Agency Investment Impacts, and Plans and Reports. The main content area has a title 'Research, Reporting and Policy' followed by two paragraphs of text. The first paragraph discusses the agency's role in financing affordable housing and monitoring research. The second paragraph describes the 5-Year Consolidated Planning process. Below the text is a 'Policy Matters Blog' button. At the bottom, there are three large cards: 'HOUSING RESEARCH' with a house and graph icon, 'AGENCY INVESTMENTS' with a laptop and dollar sign icon, and 'PLANS AND REPORTS' with a person and magnifying glass icon. Each card has a 'LEARN MORE' button.

**Research, Reporting and Policy**

In addition to financing affordable housing, the North Carolina Housing Finance Agency reports on housing-related data and the impact of affordable housing investments on citizens, communities and state and local economies. The Agency also monitors housing research and policy in North Carolina and nationally.

The Agency also supports North Carolina's 5-Year Consolidated Planning process, which examines the state's housing needs and conditions, sets out a strategy to meet needs, identifies available resources and establishes one- and five-year investment plans to meet priority needs.

Check out the sections below to see what's going on with North Carolina's housing market, the impact of the Agency's investments and to access Consolidated Planning documents. Click Policy Matters Blog on the left to learn about the latest research and studies on affordable housing.

**Recent News**

Preparation Resources Available for North Carolinians in Hurricane Dorian's Path  
September 3, 2019

State to Gain \$623.7 Million in Affordable Apartments  
August 12, 2019

**HOUSING RESEARCH**  
Explore the latest N.C. housing stats in our interactive State of Housing map and what research reveals about affordable housing benefits.  
[LEARN MORE](#)

**AGENCY INVESTMENTS**  
Find out how the Agency's investments impact citizens, communities, and the economy in our Program Impact Reports and Report on Achievements.  
[LEARN MORE](#)

**PLANS AND REPORTS**  
Access Consolidated Plan information, other housing plans and housing resources.  
[LEARN MORE](#)

# Now produce:


- Annual reporting is less than a 1 month Policy & BI project
  - Not only Reporting on Achievements (ROA), but also:
    - Benefits of Housing for Education, Health, Economy and Community
- Enhanced Research—producing one page white papers
  - Medicaid savings, Benefits of Housing Credit, Benefits of Home Ownership
  - Targeted Unit eviction/denial study, turnover benchmarks, etc.
  - DataJam
- Ability to be responsive to new requirements/opportunities
  - Fannie Mae income restrictions, NC Prepaid Health Plans investing in housing



# Policy Matters Blog

- Affordability
  - NLIHC “Out of Reach” report
  - Local government plans can produce affordable housing outcomes
- Quality
  - Housing quality impacts childhood asthma
  - Energy efficiency linked to lower commercial mortgage default rates
- Opportunity
  - North Carolina Opportunity Zones
  - Economic segregation within communities reduces economic mobility
- Access
  - Housing challenges for people with disabilities
  - Supreme Court ruling strengthens Fair Housing law

Policy Matters Blog




**Affordable Housing Still Out of Reach for Many**  
June 27, 2018 by Erika Brendt

Housing affordability continues to be a struggle for both owners and renters nationwide, according to Harvard University's Joint Center for Housing Studies recently...

[Read more](#)

Policy Matters Blog




**Health and Housing Initiatives Could Benefit from Federal Coordination**  
June 20, 2018 by Erika Brendt

A report from the Bipartisan Policy Center suggests that the U.S. Departments of Housing and Urban Development (HUD) and Health and Human Services (HHS) can operate more...

[Read more](#)

Policy Matters Blog




**“Out of Reach” Report Reveals the Depth of the Rental Affordability Crisis**  
June 18, 2018 by Erika Brendt

The 2018 Out of Reach report from the National Low Income Housing Coalition finds that in no state, city, or county can a working earning minimum wage afford a two-bedroom...

[Read more](#)

Policy Matters Blog




**Housing Quality Impacts Childhood Asthma**  
June 14, 2018 by Erika Brendt

A recent study examined data from the 2015 American Housing Survey in order better understand the relationship between childhood asthma and housing-related asthma triggers...

[Read more](#)

Policy Matters Blog




**High Opportunity Neighborhoods Can Improve Health Among Low-Income Children**  
June 12, 2018 by Erika Brendt

A new study from San Francisco State University and the University of California, San Francisco, suggests that children who live in high opportunity neighborhoods may be...

[Read more](#)

Policy Matters Blog




**Aging Population Will Increase Affordable Housing Needs**  
May 14, 2018 by Erika Brendt

The growth explosion in North Carolina's senior population will be in the spotlight next month when the Division of Aging and Adult Services holds listening sessions...


[Read more](#)

Policy Matters Blog



**North Carolina Nominates Census Tracts for New Opportunity Zones Program**  
April 24, 2018 by Erika Brendt


Policy Matters Blog



**FHFA Releases Map of "High Needs Counties" for Duty to Serve**  
April 12, 2018 by Emily Sutton

The Federal Housing Finance Agency (FHFA)

Policy Matters Blog



**New Report Shows Affordability Gap Still Significant for Renters**  
March 28, 2018 by Charlotte R. Stewart

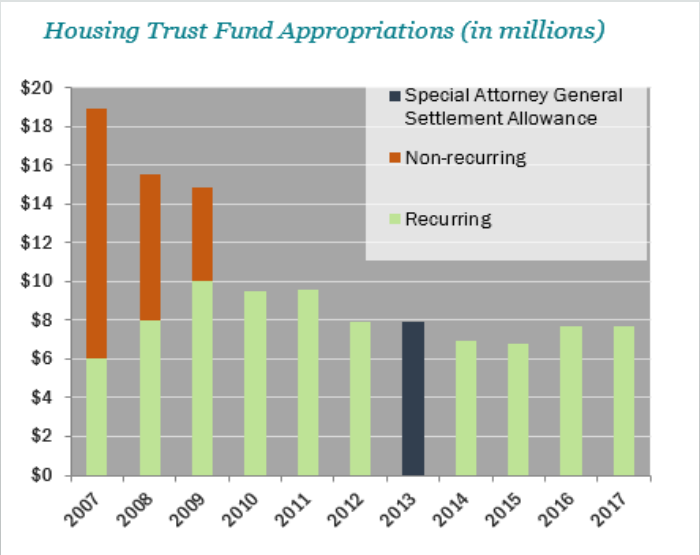
The National Low-Income Housing Coalition's

# Reports in More Detail

HERE'S WHAT <i>our budget could do</i>	BUDGET REQUEST	HOUSING IMPACT	ECONOMIC IMPACT
Housing Trust Fund	\$20,000,000	2,600 units	1,400 jobs \$81.2 million of housing \$7.1 million of state & local revenues
HOME Match	\$3,000,000	200 units	400 jobs \$23.1 million of housing \$1.7 million of state & local revenues
Workforce Housing Loan Program	\$35,000,000	5,900 units	13,800 jobs \$738.9 million of housing \$62.1 million of state & local revenues

## OSBM Request

Potential Impacts of Fully-Funded Housing Trust Fund



### URGENT REPAIR



### RENTAL DEVELOPMENT





# Telling Our Story

## 30 Years of the Housing Trust Fund

### Investment Impacts Over Time

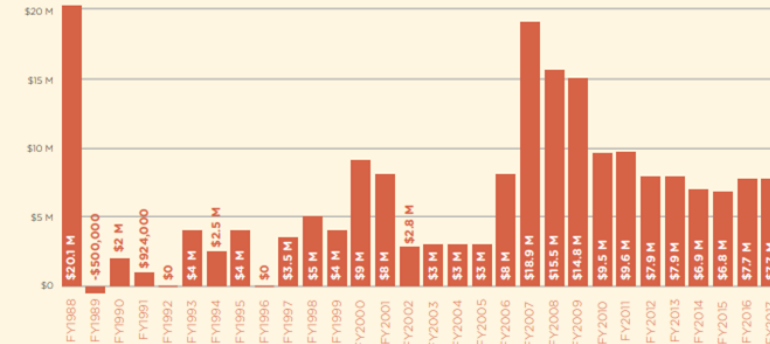
IN ITS 30-YEAR HISTORY, THE NORTH CAROLINA HOUSING TRUST FUND HAS REALIZED A SIGNIFICANT RETURN ON INVESTMENT, LEVERAGING \$903.7 MILLION IN PRIVATE AND PUBLIC FUNDS.

North Carolina's nationally recognized Housing Trust Fund has a strong record of accomplishment of revitalizing distressed areas and has led to improvements in 680 communities in all 100 counties. It impacts households with extremely low incomes and fills gaps in housing needs statewide, especially in rural areas that have lower incomes and fewer resources.



THE TRUST FUND'S ECONOMIC IMPACT HAS BEEN PROFOUND: 21,000 JOBS AND \$140.6 MILLION IN TAX REVENUE.

HOUSING TRUST FUND SOURCES 1988-2017



ALL TOLD, THE FUND HAS FINANCED 32,400 HOMES AND APARTMENTS, HELPING COUNTLESS NORTH CAROLINIANS.



Emergency repairs and accessibility modifications allow veterans, the elderly and people with disabilities to remain at home, particularly in less-served rural areas, saving up to \$19 of Medicaid for every dollar invested.



More than 20% of renters pay half of their income or more for housing. Trust Fund dollars leverage more development in rural areas and make rents more affordable in tighter urban markets.



Home ownership financing has made an incalculable difference for families with lower incomes. Children in stable housing are more academically successful and less likely to drop out of school.



As a significant source of funding for emergency housing, the Trust Fund has financed 28 domestic violence shelters—protecting families and children statewide.



Trust Fund financing allows people with disabilities to live and work in their communities.

GOOD HOUSING FOR NORTH CAROLINIANS. GOOD BUSINESS FOR NORTH CAROLINA.

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# Program Impact

## LIHTC

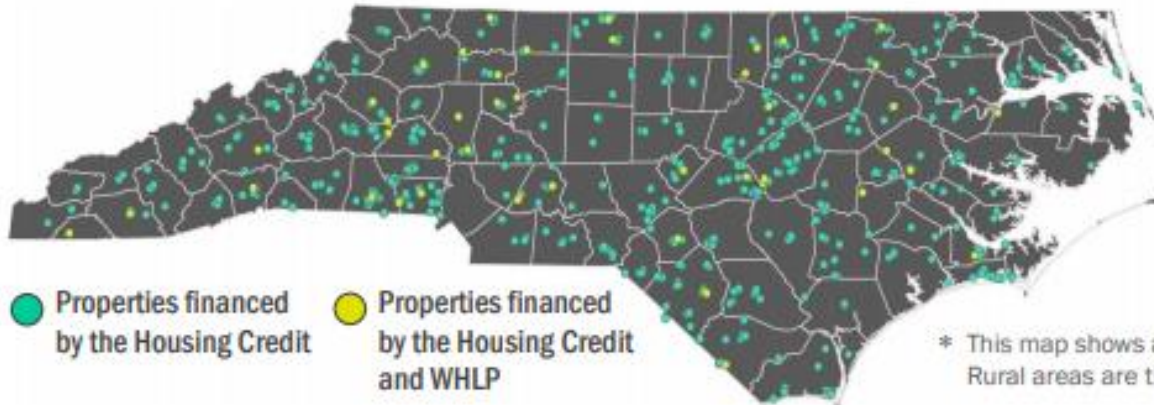
In short, every tax dollar invested in the Housing Credit generates value for all North Carolinians.



Every \$1  
in Housing  
Credit  
equity

Saves as  
much as  
**\$3** in  
taxpayer  
health  
care  
dollars

All Housing Credit properties in rural areas\*



### RURAL IMPACT

**35,600** apartments

**56,000** jobs

**\$380 million** in tax revenue

**\$3.1 billion** in property value

\* This map shows all Housing Credit properties in rural areas of the state. Rural areas are those that are eligible for USDA single-family loans.

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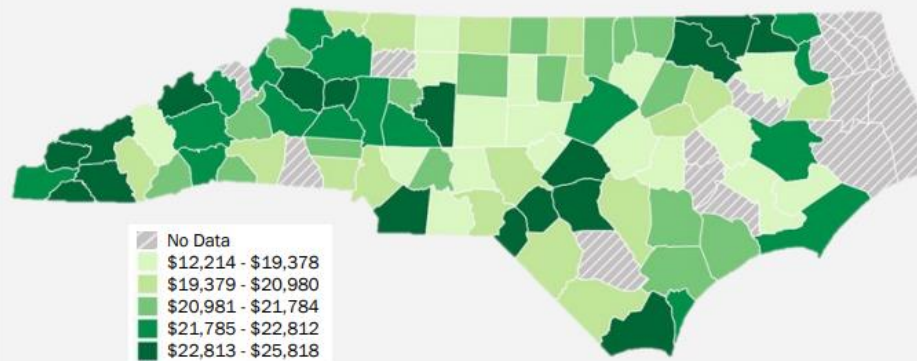
# Program Impact

## *Urgent Repair*

### QUALITY OF LIFE IMPACTS & PUBLIC COST SAVINGS

In a survey of homeowners who received URP assistance between 2005 and 2015, **91%** reported general satisfaction with the program. Cost/benefit analysis using URP participant survey data and data from Genworth's annual "Cost of Care" survey<sup>6</sup> revealed that in a best-case scenario in which every URP participant aged in place rather than moving into institutional care, the state of North Carolina would save more than **\$550 million** over the estimated average remaining lifespan of those individuals. This means that every **\$1** of URP funding could save up to **\$19** of Medicaid/Medicare spending.

*Estimated annual Medicaid cost savings through urgent home repair*



November 2017

*"Our back door did not have steps...We were scared if we had a fire, we might not be able to get out...we would have to move in with family because we do not have the money to fix it."*

*- Homeowner, Madison Co.*

*"Sanitation improved with repair of sink. My quality of life would be poorer with exposure to mold/mildew and leaks."*

*- Homeowner, Forsyth Co.*

*"I would have had to do without other necessary things to pay for the repair."*

*- Homeowner, Lee Co.*



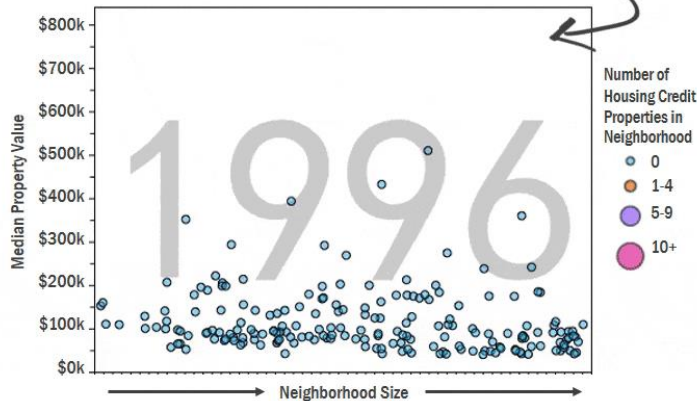
# Affordable Housing MYTHBUSTERS

Think affordable housing hurts nearby property values?

**THINK AGAIN!**

No correlation exists between the presence of apartments financed by the federal Low-Income Housing Tax Credit and median home values in North Carolina.

Property values in metro N.C. neighborhoods (Each dot is a neighborhood)



Graph created by Pamela Schultz, PhD using DataGraph

Don't believe the myth, **believe the evidence.**  
Affordable housing builds community.



## The Low-Income Housing Tax Credit and Neighborhood Property Values in North Carolina

*In both urban and rural North Carolina, affordable rental properties funded through the Low-Income Housing Tax Credit have no effect on the median home values of their communities, showing that local homeowner fears about the impact of affordable housing developments on their property values are unfounded.*

### BACKGROUND

The Low-Income Housing Tax Credit, a public-private partnership, is the most crucial affordable housing tool in the country. The Housing Credit incentivizes private developers and investors to build apartments that low-income residents, including families, people with disabilities, seniors and formerly homeless veterans, can afford. Without the credit, apartments charging rents affordable to low-income tenants would not generate enough cash flow to be financially feasible.<sup>1</sup>

The credit also produces economic and social benefits. In North Carolina, every \$1 in development equity raised through the Housing Credit leverages almost twice as much in additional public and private funds and generates state and local tax revenue. The credit also promotes residents' well-being by offering an affordable alternative to unsafe, overcrowded or otherwise substandard apartments that can contribute to physical and mental illness in children and parents.<sup>2,3</sup> In fact, the Housing Credit can save taxpayer dollars by reducing expenses that low-income residents incur to public health systems such as Medicaid. Affordable housing can also prevent frequent moves, which improves children's educational outcomes by supporting school attendance.<sup>4</sup>

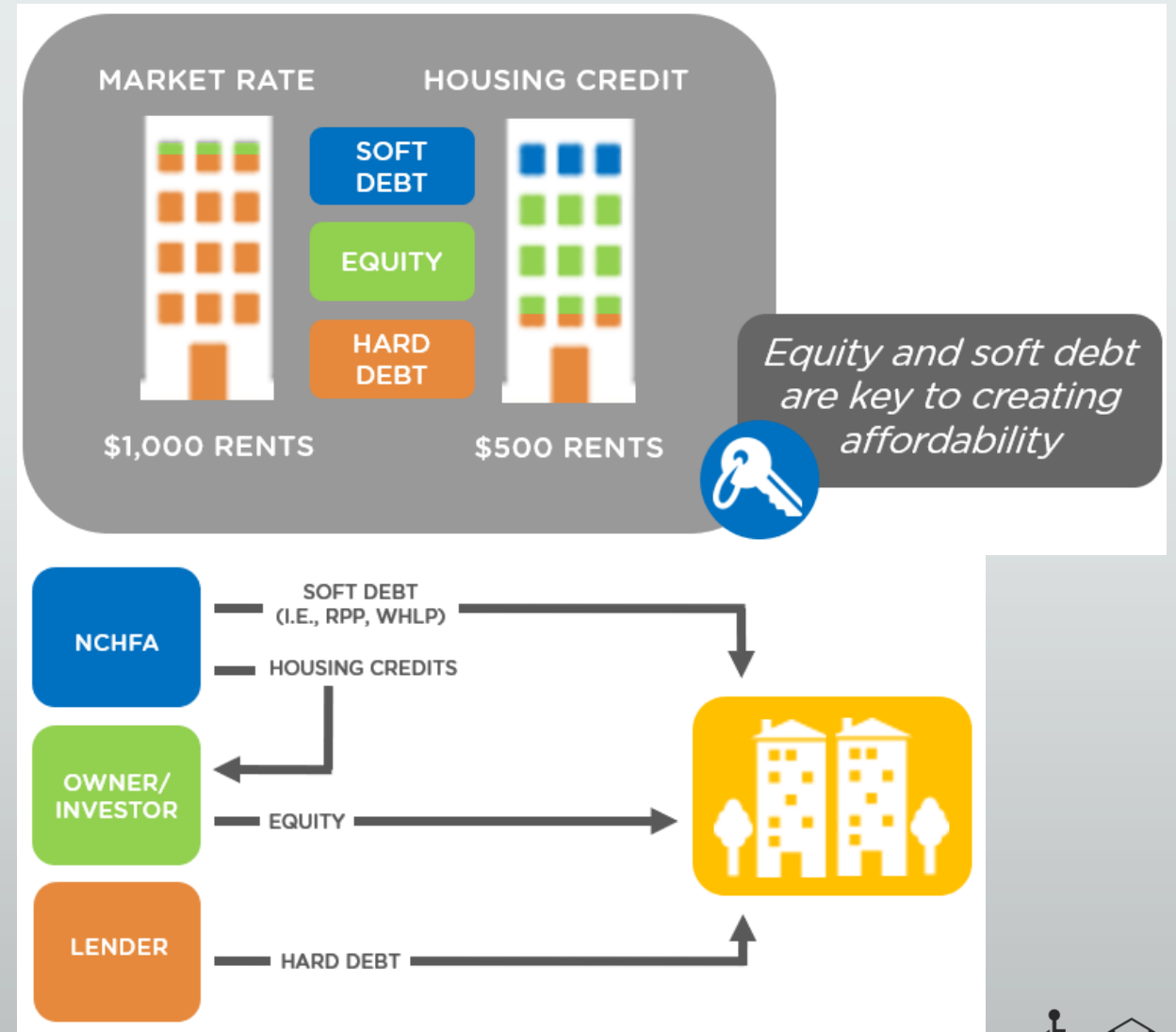
# Showing How Affordable Housing Development Works

Like any real estate development, affordable housing developments require capital. However, the rents must be affordable to families earning lower incomes. Special financing tools are required to make the development feasible.

On the **equity** side, the Housing Credit leverages the **power of the private market to attract private investment** by providing tax benefits to investors.

On the **debt** side, the North Carolina Housing Finance Agency provides developments with **below-market-rate loans**.

*This financing makes it possible to charge rents that are affordable for families earning lower incomes.*



## Report for Representative W. C. Owens, Jr.

### *Housing Investments in House District One Counties*

In House District One counties, the North Carolina Housing Finance Agency has provided \$22,660,000 of capital to finance 609 homes valued at \$31,229,900. In 2004, the Agency administered an additional \$1,578,700 of HUD rent assistance for 317 households.

By managing state and federal loan programs, the Agency has financed statewide more than 163,500 affordable homes and apartments.



<b>First-Time Home Buyer Loans</b>		<b>Housing Trust Fund</b>	
Homes financed:	170	Housing units built or rehabilitated:	111
Value of housing financed:	\$11,502,500	Funds provided:	\$934,200
		Value of housing financed:	\$3,104,500
<b>Housing Credits</b>		<b>Multifamily Bond Program</b>	
Rental units financed:	225	Rental units financed:	52
Value of housing financed:	\$13,091,200	Value of housing financed:	\$1,938,200
<b>HOME Funds</b>		<b>HUD Monthly Rent Subsidies</b>	
Housing units financed:	196	Families assisted:	317
Funds provided:	\$3,626,600	Annual subsidy provided:	\$1,578,700
Value of housing financed:	\$9,157,600		
<b>Other Resources</b>			
Housing units financed:			
Value of housing financed:	\$		

Counties in House District One:  
Camden, Currituck, Pasquotank and Tyrrell

**Income targeting:**  
Recipients' incomes are generally below 80% of median for home ownership, below 60% for rental housing and below 50% for the Housing Trust Fund.

Units with financing from more than one Agency program are counted separately under each contributing program, but only once in the grand totals.

**For more information:**  
Margaret Matrone, 919-877-5606



## NC Housing Finance Agency 2018 Investment and Impact

### Report for Representative Edward Goodwin

#### *Housing Investments in House District One Counties*

Statewide, the Agency has financed or provided rent assistance for 282,080 homes and apartments totaling \$23.2 billion. This work has supported 242,300 jobs and generated \$2 billion in state and local taxes. The Agency has financed foreclosure prevention loans for 29,480 homeowners struggling due to job loss or a temporary financial hardship such as illness or who were transitioning from the military to civilian life.

### All-Time Results in Your District



**HOME OWNERSHIP MORTGAGES AND PRODUCTION**  
370 Homes  
Valued at \$36,878,000



**AFFORDABLE APARTMENTS FINANCED**  
1,150 Apartments  
Valued at \$93,219,600



**HOMES REPAIRED**  
470 Homes  
Valued at \$6,871,600



**FORECLOSURES PREVENTED**  
380 Homes  
Valued at \$52,403,300



**SUPPORTIVE HOUSING FINANCED**  
20 Units  
Valued at \$2,865,500

2018

### Statewide Results



5,890  
HOMEBUYERS



33,870  
RENTERS



4,100  
HOMEOWNERS



18,800  
JOBS SUPPORTED

**COUNTIES IN SENATE DISTRICT ONE:** Camden, Chowan, Currituck, Pasquotank, Perquimans and Tyrrell

**INCOME TARGETING:** Recipients' incomes are generally below 60% of area median for rental housing and below 50% for home rehabilitation, emergency repairs and supportive housing.

**FOR MORE INFORMATION:** Will Parry-Hill, 919-877-5605

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# Before

## How North Carolina Uses Housing Bonds, Housing Credits and HOME

Report prepared for Representative Mark Walker

**Housing Bonds, Housing Credits and the HOME Program** enable North Carolina to raise capital and leverage private investment to build affordable housing. These investments strengthen the economy directly by creating jobs in the construction industry, and indirectly by supporting jobs in industries from brick manufacturing to banking. They create housing for working families that communities need to retain and attract businesses.

Housing Bonds, Housing Credits and HOME have financed 185,100 homes and apartments worth \$15.0 billion in North Carolina since their authorization by Congress. They have supported:

- 194,000 jobs
- \$1.4 billion in state and local tax revenues.

Thank you for your support of these programs. We hope you will share their accomplishments with your constituents.

	District Six Counties	Statewide
<b>Single Family Bond Program</b>		
Home buyers assisted:	15,003	83,506
Value of housing financed:	\$1,231,178,500	\$6,982,862,400
<b>Housing Credit Program</b>		
Rental homes financed:	12,686	78,202
Value of housing financed:	\$1,078,875,800	\$6,815,156,300
<b>Multifamily Bond Program</b>		
Rental homes financed:	2,304	9,734
Value of housing financed:	\$95,704,000	\$406,507,800
<b>HOME Program</b>		
Households assisted:	3,875	30,649
Value of housing financed:	\$334,968,500	\$2,327,988,800
<b>Hardest Hit Fund*</b>		
<i>(N.C. Foreclosure Prevention Fund)</i>		
Households assisted:	4,017	24,671
Property value:	\$556,221,800	\$3,464,260,900

Note: To make housing affordable for lower-income households, HOME funds may be combined with either Housing Bonds or Housing Credits. The totals and estimated economic impact have been adjusted accordingly.

**Income Targeting:** Incomes of home buyers who use bond financing are generally below 100% of median. Buyers who use HOME Program funds have incomes below 80% of median. Apartments financed through the Housing Credit Program are affordable to households earning below 60% of median.

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# After

## Housing Bonds, Housing Credits and HOME Investments

Report Prepared for Representative Mark Walker

Housing Bonds, Housing Credits and the HOME Program enable North Carolina to raise capital and leverage private investment to build affordable housing.

Statewide, this federal funding has supported:



### North Carolina Impacts

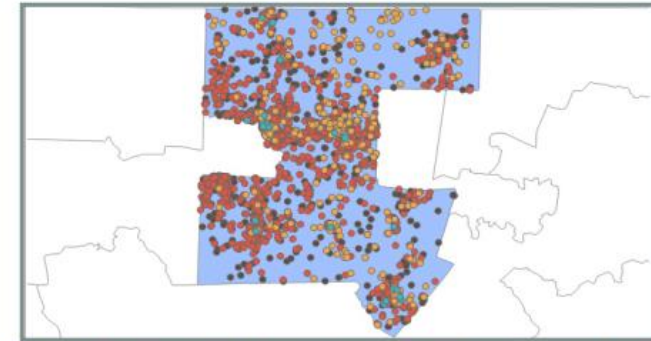
Program	District 6	Statewide
<b>Multifamily Bond Program</b>		
Rental Homes Financed	2,300	9,730
Value of Housing Financed	\$95,704,000	\$406,507,800
<b>Hardest Hit Fund</b>		
Households Assisted	5,670	31,930
Property Value	\$768,719,500	\$4,486,520,100
<b>HOME Program</b>		
Households Assisted	4,350	32,640
Value of Housing Financed	\$390,244,200	\$2,603,202,800
<b>Housing Credit Program</b>		
Rental Homes Financed	13,980	87,280
Value of Housing Financed	\$1,264,935,300	\$8,239,092,900
<b>Single-Family Bond Program</b>		
Homebuyers Assisted	16,750	91,420
Value of Housing Financed	\$1,459,193,400	\$8,148,810,000



To make housing affordable for lower-income households, HOME funds may be combined with either Housing Bonds or Housing Credits. The totals and estimated economic impact are adjusted accordingly. Incomes of buyers who use bond financing are generally below 100% of median. Buyers who use the HOME Program have incomes below 80% of median. Housing Credit apartments are affordable to households earning below 60% of median.

Thank you for your support of these programs!

## North Carolina Housing Finance Agency Federal and State Investments in District 6



This map is representative of the Agency's production in this district. The numbers indicate cumulative production.



## 2018 Statewide Results



These investments strengthen the economy directly by creating jobs in the construction industry and indirectly by supporting jobs in industries from brick manufacturing to banking. They create housing for working families that communities need to retain and attract businesses.



The NC Housing Finance Agency is a Self-Supporting Public Agency.  
R. Gene Davis, Jr., Chair | Scott Farmer, Executive Director  
3508 Bush Street, Raleigh, NC | [www.ncdfa.com](http://www.ncdfa.com)



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# Questions?