

Building for the Future: KHRC Annual Report 2022

Kansas Housing Resources Corporation
Communications: Annual Report

HFA Staff Contact

Emily Sharp

esharp@kshousingcorp.org

Summary

2022 was a banner year for KHRC, from securing the largest housing investment in our state’s history, to the successful administration of vast federal resources to support pandemic relief. We wanted to reflect upon this challenging and rewarding year in a new way that would resonate with our diverse audience of policymakers, housing stakeholders, and community partners. The result was our first ever interactive digital report, which used eye-catching infographics, compelling data, meaningful testimonials, and interactive features to share the highlights of a memorable year.

Background and Theme

Our [2021 annual report](#), *Stars are Aligning*, focused on the multiple factors that coalesced throughout the year to bring attention to the dire shortage of quality, affordable housing across our state. A global pandemic extended into its second year, and home meant more than ever as we launched [Kansas Emergency Rental Assistance](#)—by far the largest program in our corporation’s history—providing assistance for those who could not take home for granted. We released our first statewide comprehensive [Housing Needs Assessment](#) in nearly 30 years, finally obtaining definitive data to prove what we knew all along: Our state didn’t have enough quality, affordable homes to grow and thrive. Our partners in the media, statehouse, and communities across the state began to recognize that until we could build expand housing opportunities, Kansas communities would not be able to heal and prosper. We appreciated the theme’s connection to our state motto, *Ad Astra per Aspera*, which means *To the stars through difficulty*. Even in the midst of unprecedented hardship, we found ways to raise awareness, make connections, build coalitions, and bring attention to the crucial role housing plays in securing economic development, thriving communities, and healthy families.

Our 2022 report, *Building for the Future*, grew out of that memorable and impactful previous year. In 2021 we seized a crucial moment when housing emerged as a top priority and captured the attention of our leaders and policymakers to enact change. In 2022, it was time to buckle down and get to work, laying the foundation for meaningful progress. We used a construction blueprint motif to illustrate the ways in which we leveraged relationships and resources to unlock housing opportunities for Kansans, highlighting the year’s major accomplishments. We wrapped up the KERA program, fully exhausting our \$300 Million allocation and ensuring housing stability for more than 90,000 Kansas households. We launched the [Kansas Homeowner Assistance Fund](#) to provide similar assistance for homeowners facing foreclosure. We partnered with industry stakeholders and community partners to encourage our policymakers to prioritize housing, ultimately securing the [largest housing investment in our state’s history](#). Our 2022 legislative session brought \$62 Million in housing resources and established several new programs to support housing development—unprecedented progress considering that until last year our state’s annual housing investment equaled just \$2 Million, or around 69 cents per Kansan. We administered increased federal allocations to ensure our resources reached more Kansans, all the while continuing our crucial compliance, contract administration, and program administration functions.

Results

The goal of our 2022 report was to engage our audience in the way in which they have become accustomed on other media platforms they interact with—through compelling and engaging storytelling, mobile-friendly graphics and imagery, and scannable, click-worthy content easily accessed on the go. Our audience seeks an experience and a connection to our mission, not a stodgy relaying of data delivered in a static document. Our 2022 report achieved this goal, telling the story of our work

through vibrant imagery, compelling impact statistics, and interactive elements that encourage users to engage with our content and learn more.

Innovative

Our 2022 report leveraged Wordpress, our existing web Content Management System, to develop an experience that had a distinct look and feel from the rest of our website yet lived on our platform and seamlessly integrated with our existing user experience. We chose a different template and theme from the rest of our website, which differentiated the content yet allowed us to link to our existing site map and easily navigate between the report and our traditional web content.

Replicable

Any organization with a website and a solid content management system could replicate our experience--no pricey tools or outside staffing/contractor support needed. Graphics were created with the help of stock imagery, and we leveraged photos and existing creative assets to support our program messaging. The keys to our success were sufficient lead time to compile useful data and identify testimonials, collaborative staff willing to share their successes with us, and a passion for sharing our meaningful work with our audience. Our communications team often says that our program colleagues make our jobs easy, because they give us so much to brag about each day.

Engage targeted audiences

Our primary annual report audience includes state leaders and policymakers, housing stakeholders, and community partners. We engaged these groups by publishing the report on our website and sharing the link via email and social media. We coordinated a limited hard copy printing for in-person presentations or legislative hearings when attendees might not have access to digital content. We reference our annual report often, sharing highlights and a link to the full report in our outreach presentations and background materials for meetings. We distribute the report in its entirety to key gubernatorial administration officials and select legislative committees that oversee housing policy and funding.

Achieve measurable results

Our email campaign sharing the annual report with our audience was sent to 6,035 users, achieving an open rate of 29.6 percent, or 1779. Facebook posts sharing the content reached more than 400 users. The interactive report has received 560 page views, with users spending an average of three minutes navigating the content. Ultimately, we know that the success of this project lies not in how many people studied the report, but in the relationships developed and initiatives achieved through this outreach tool. We are confident that the coming years will yield an expanding network of partners and stakeholders committed to meaningful housing investment, resulting in more funding allocated, more homes constructed and rehabilitated, and more growth and prosperity for our communities.

Provide benefits that outweigh costs

Beyond staff time, costs to produce our 2022 report were minimal and represented a significant savings over previous years. In 2019 and 2020 we outsourced our annual report to a local agency. With an expanded team in 2020 we were ready to develop the content and manage the production process ourselves. The format was an interactive PDF and we were pleased with the results, though we were crunched for time to meet our release deadline and vowed to start the process earlier the following

year. In 2022 we made use of a fully staffed team, the talents of our design intern, and an extended timeline to produce a professional, interactive report we were proud to share.

Demonstrate effective use of resources

Our 2022 annual report was done entirely in-house, with data, stories, and testimonials compiled by program staff, copy written and edited by our Communications team, and design and online publishing coordinated by our talented Communications intern, who is currently pursuing a degree in graphic communications. We used existing software and platforms to self-publish on our website and share the content on our web, social, and email channels.

Achieve strategic objectives

Our goal was to share information about our accomplishments throughout 2022 to raise awareness of our work and the challenges we face, and to instill trust in our capabilities. Administering federal pandemic relief funds and new state resources significantly raised our statewide profile. Our 2022 annual report emphasized that KHRC could not only be trusted with this responsibility, but that we were already successfully achieving meaningful results.

Visual Aids and Supporting Materials

Access our 2022 interactive annual report, [Building for the Future](#), online.



Select imagery:



LETTER FROM THE EXECUTIVE DIRECTOR

“Keep your eyes on the stars; keep your feet on the ground.”
– President Theodore Roosevelt

As an avid gardener, I love perusing seed catalogs in the snowy winter months with dreams of giant tomatoes and pumpkins the next season. Teddy Roosevelt’s quote reminds me to dream big, but focus on the groundwork (which, in a garden, literally means composting and prepping the soil)!

Laying a solid foundation is just as important when building a home. Even in sunny Kansas, the winds will blow, and the storms will rage; yet a solid foundation ensures a stable home.

Kansas Housing has been similarly laying the groundwork with an eye to the stars:

- It started 20 years ago when KHRC became a public corporation, administering solid programs. **Kansas Housing laid the foundation.**
- Through natural disasters in Greensburg and Southeast Kansas, economic headwinds of the Great Recession, and lean budget years, providing resources and building partnerships, **Kansas Housing laid the foundation.**
- With the pandemic’s devastating impact on Kansas’ renters, homeowners, and housing providers, through the administration of emergency housing assistance, **Kansas Housing laid the foundation.**
- Working closely with housing partners and community stakeholders, KHRC facilitated and released the first statewide housing needs assessment in nearly 30 years. **Kansas Housing laid the foundation.**
- Taking the important message to the Statehouse alongside advocates and stakeholders, culminating in a historic state investment in housing development resources, **Kansas Housing laid the foundation.**

Content blocks presented our Executive Director’s conversational welcome in easy-to-skim snippets.

PROGRAM OVERVIEW

HOUSING COMPLIANCE:

Guaranteeing our state's affordable housing properties adhere to federal guidelines and meet quality, accessibility, and administrative standards.

[Learn More](#)

CONTRACT ADMINISTRATION:

Administering the state's Performance Based Contract Administration (PBCA) contract to ensure that Section 8 housing is safe, decent, and sanitary.

[Learn More](#)

COMMUNITY SOLUTIONS:

Providing community-based services to encourage financial stability and self-sufficiency.

- [Emergency Solutions Grant \(ESG\)](#)
- [Community Services Block Grant \(CSBG\)](#)
- [Tenant Based Rental Assistance \(TBRA\)](#)
- [Weatherization Assistance Program](#)
- [First Time Homebuyer Program \(FTHB\)](#)
- [Manufactured Housing](#)
- [Home Loan Guarantee for Rural Kansas \(HLG\)](#)



A scrolling carousel provided an overview of our programs and resources for those who may not be familiar with our work. Each section linked to program web pages so users could learn more.

Kansas Housing Resources Corporation (KHRC) is a self-supporting, nonprofit, public corporation committed to helping Kansans access the safe, affordable housing they need and the dignity they deserve. KHRC serves as the state's housing finance agency, administering essential housing and community programs to serve Kansans.

Our **core values** guide our work, ensuring that we're **thorough, collaborative, nimble, transparent, and compassionate** in all we do.

Kansas Housing Resource Corporation (KHRC) is a subsidiary corporation of the Kansas Development Finance Authority (KDFA). Governed by a Board of Directors, KHRC does not receive operational revenue from the state of Kansas but sustains itself through fees for services and grant administration cost reimbursement. KHRC also administers the State Housing Trust Fund (SHTF), which funds the state's Moderate Income Housing program, among other initiatives. Audited financial statements are available online.

KHRC serves:

- Homeowners
- Developers
- Emergency housing providers
- Community service organizations
- Homeless and domestic violence shelters
- Renters
- Property managers
- Housing advocacy groups
- Local communities
- You!

Our Mission and Core Values guide all we do, and collaboration is key to achieving our goals. We include this crucial background in all of our major outreach initiatives.

EMERGENCY RESPONSE



KANSAS EMERGENCY RENTAL ASSISTANCE

Even before the pandemic, affordable housing challenges existed in Kansas. The pandemic amplified the problem as thousands struggled to pay rent during a time when home had never been more important. Governor Kelly appointed KHRC to administer the [Kansas Emergency Rental Assistance \(KERA\)](#) program, a federally funded initiative that provided up to 18 months of assistance to eligible households experiencing financial hardships.

A year and a half after KERA launched, program funds have unlocked home for more 80,000 Kansans and assisted more than 10,000 landlords by providing more than \$279 million in rental, utility, and internet assistance for 32,606 families.

We leveraged campaign creative assets to add visual interest to the narrative. The image above was depicted in billboards across the state promoting KERA.

EVICTION PREVENTION

In 2021, the Kansas Supreme Court established an Ad Hoc Committee on Best Practices for Eviction Proceedings. KHRC General Counsel serves on the committee. The committee's charge was to examine the eviction process and develop best practices to reduce court filings, expeditiously resolve pending cases, and enhance housing stability for the benefit of landlords and tenants. Earlier this year, the committee submitted recommendations to the Kansas Supreme Court, and those approved included sharing information about KERA and other rental assistance programs, developing resources for judges on best practices in eviction proceedings, and creating videos and amending forms to explain the eviction process. Additionally, the National Center for State Courts recently awarded funds to the Office of Judicial Administration in Kansas to develop an eviction prevention program in a district court with a significant eviction caseload.

TESTIMONIALS

Allyson, a social worker and single mother of four, depended on KERA funds to continue providing a home for her children after losing her job. Allyson said she felt "panicked and ashamed" trying to provide a home for her children without employment. When she realized she could reapply for an additional three months of KERA assistance while job searching, Allyson said KERA gave her "a hope she couldn't put into words."

Allyson



Current Metrics



Allyson's children at home

Examples of successful collaboration with partners, eye-catching infographics, a carousel of compelling applicant testimonials, and clients' family photos helped tell the story of 2022 in a memorable and impactful way.


OPERATION ALLIES WELCOME

When refugee families from Afghanistan began arriving in Kansas in August 2021, Army veteran Aaron Estabrook of the Manhattan Housing Authority began organizing resettlement efforts. He partnered with K-State student and veteran Fatima Jaghoori to form the nonprofit Manhattan Area Resettlement Team (MART). The organization trained a diverse volunteer group to offer supportive services and rapid rehousing solutions for refugees using KERA funding.

"As refugees evacuated from Afghanistan and resettled in Kansas, we had very little stability in our lives. With the help from Manhattan Housing Authority and Kansas Housing Resources Corporation we were able to find housing stability through the KERA program. The worry of being homeless in a new land was lifted, and my children began to feel that Kansas was going to be home. My family and many others like mine have been able to learn English and gain full time employment in a short amount of time. Our pathway to self-sufficiency was accelerated because of the housing stability provided through the KERA program." – *Idrees Khalil*



HUD Regional Administrator Ulysses "Deke" Clayborn receives a welcome note from the Khalil family near their home.



REACHING VULNERABLE COMMUNITIES

In addition to continuous statewide broadcast, radio, print, and digital marketing, KHRC targeted KERA campaigns to the state's most vulnerable communities. This geographic targeting was aided by the CDC social vulnerability index map, used to strategically place KERA billboards across the state.

Additional advertising targeted the densely populated, high-need areas of Johnson and Wyandotte counties. KHRC's communications team designed bus ads placed on the interior and exterior of Ride KC buses, reaching thousands in the Kansas City area. Additional ads ran on Kansas City radio station 90.9 The Bridge and on Kansas City's PBS station. Kansas Public Radio broadcasted ads in northeast Kansas, targeting landlords and service providers.

Visit [Kansas Housing's YouTube channel](#) to see our commercials broadcasted on TV and streaming services in 2022.

[VISIT OUR YOUTUBE CHANNEL](#)

Our efforts to welcome new arrivals from Afghanistan highlighted the ways in which we connected our mission to the year's pressing political challenges—not just in our state, but across the world. We invited users to peruse our social channels to see how we engaged with our audience across platforms.



Eye-catching graphics illustrated our theme and demonstrated the connection between our various program goals.

2022 HOUSING DEVELOPMENT HIGHLIGHTS:

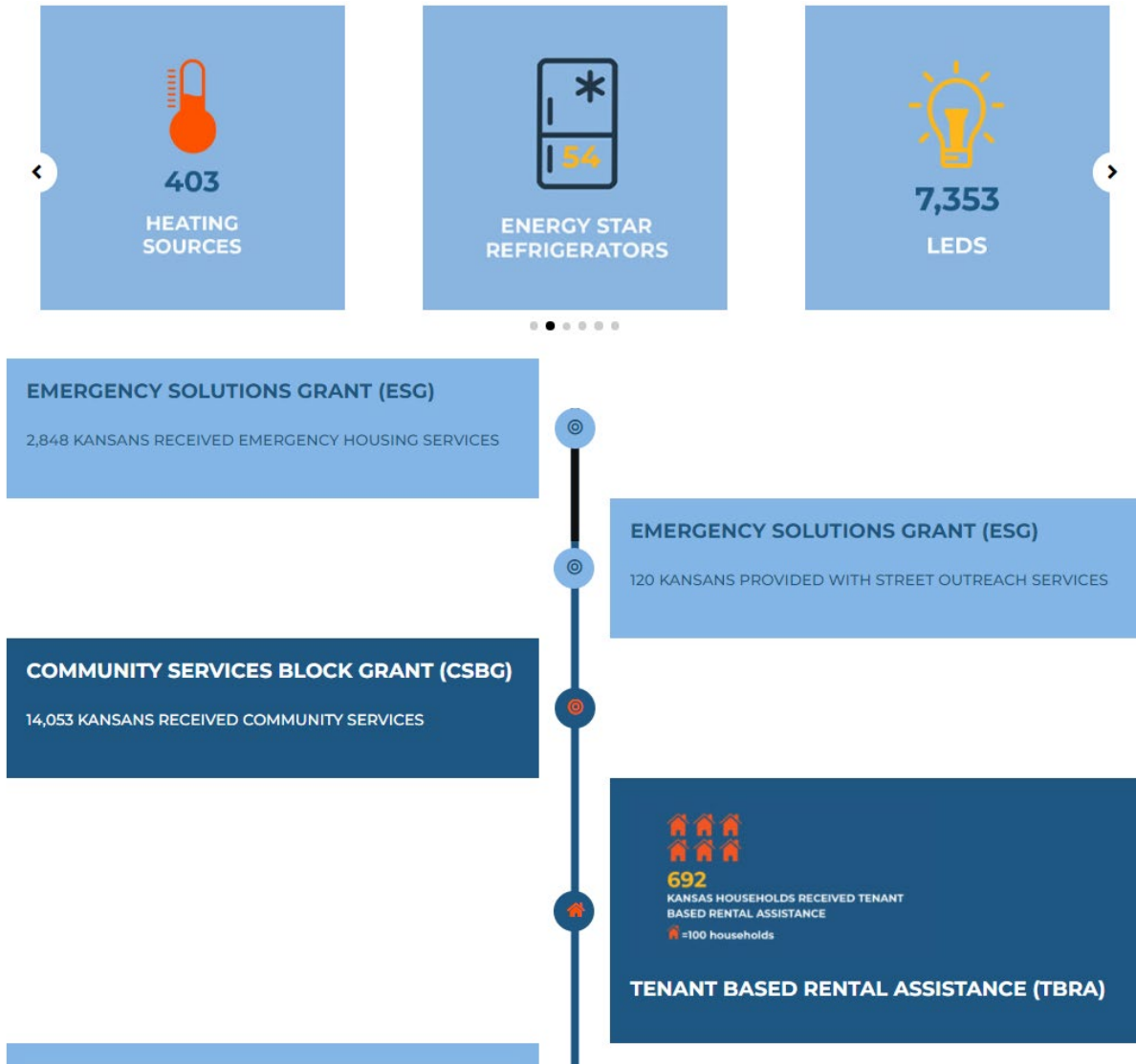
LINCOLN FREE HOUSE



A 2,023-square-foot Lincoln home built in 1910 was saved from demolition in July, in part through MIH funding. Because the hospital across the street needed to expand, the house would need to be moved or demolished. The Lincoln County Economic Development Foundation (LCEDF) began efforts to save the home and received a \$30,000 MIH grant for home restoration. LCEDF also obtained available historic tax credits after placing it on the Register of Historic Kansas Places. The committee found free land on which to relocate the home and searched for six months for owners that would rehabilitate the home in exchange for no-cost ownership. The search garnered national media attention, and after receiving more than 100 inquiries from interested parties, the committee selected the Flores family of Kansas City to renovate the home they would eventually call their own.

[Follow the Flores Family's Progress](#)

Who doesn't love an inspiring success story? We shared our Housing Development wins not just in terms of funds awarded or units constructed, but through an interactive gallery of diverse initiatives that saved historic buildings from demolition, preserved aging housing stock, and revitalized downtown corridors and city centers, all the while providing new homes for families in need.



An interactive carousel of infographics and key metrics highlighted the impact of our Community Solutions programs.

UNLOCKING THE FUTURE

As our state's economic recovery continues and emergency COVID relief programs wind down, new initiatives will build upon our solid groundwork and unlock more affordable homes for Kansans:

The **Home Loan Guarantee (HLG) for Rural Kansas**, expected to launch in January 2023, will help lenders guarantee the gap between the cost of building or rehabilitating a rural Kansas home and its appraised value. HLC will guarantee the portion of the loan that exceeds 80-125 percent of the appraised home value, up to \$100,00 per home. Two million dollars are available to serve financial institutions working with existing and prospective homeowners in rural Kansas counties. Rural counties are defined as those with populations under 10,000, as certified by the Secretary of State on July 1 of the preceding year.

The **Kansas Housing Investor Tax Credit (KHITC)**, with an annual budget of \$13 million, supports investors who make cash investments in qualified housing projects in counties with fewer than 75,000 residents.

The **Rural Housing Revolving Loan Program**, established through a \$20 million allocation this past year, will provide loans or grants to rural communities for moderate- and low-income housing development or related infrastructure.

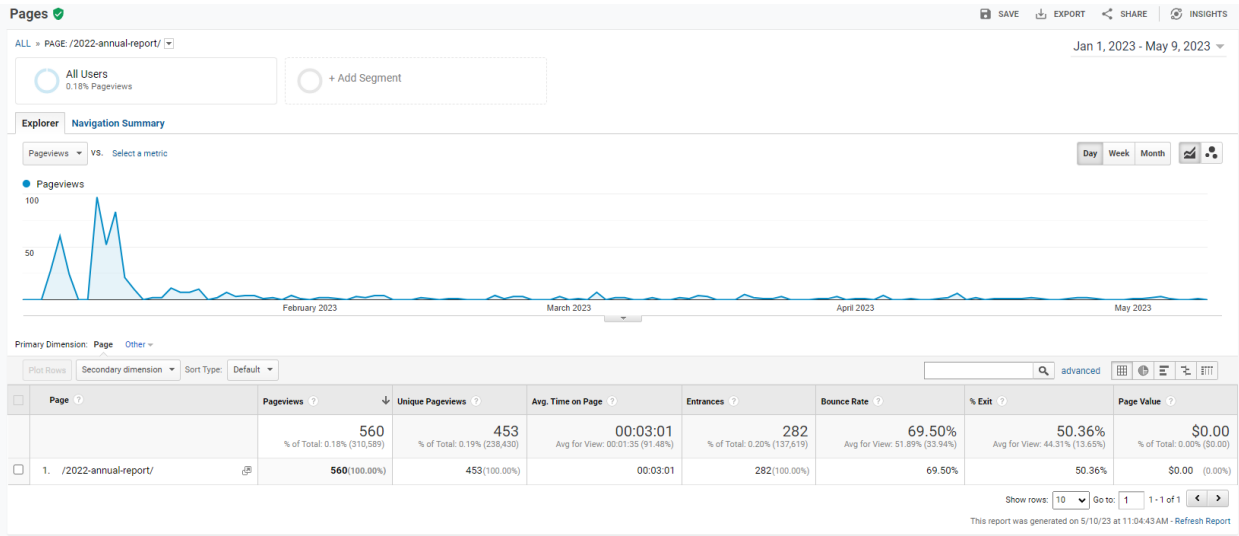
The **Kansas Affordable Housing Tax Credit Act** is a new state tax credit offered in addition to the federal Low Income Housing Tax Credit to incentivize affordable housing development.

\$22.9 million in **HOME-ARP** funding will provide development and support of affordable housing, non-congregate shelter, tenant based rental assistance, and supportive services for populations that are:

- ◆ Homeless
- ◆ At risk of homelessness
- ◆ Fleeing or attempting to flee domestic violence, dating violence, sexual assault, stalking, or human trafficking
- ◆ Veterans and families that include a veteran family member

**THE FOUNDATION IS SOLID,
BUT KHRC'S WORK UNLOCKING
HOME CONTINUES.
WE'RE READY TO DIG IN.
WILL YOU JOIN US?**

The report's conclusion previewed initiatives on the horizon in 2023 and beyond.



Google Analytics dashboard depicting visits to interactive annual report page.