

Michigan Outreach Initiative Team

Michigan State Housing Development Authority

Communications: Integrated Campaign

HFA Staff Contact

Mark Garcia

garciam8@michigan.gov



Outreach: The Bridge to Housing for Citizens

Michigan State Housing Development Authority

Michigan Outreach Initiatives

Who We Are

We are Michigan's neighborhood champions. Our team provides housing-oriented resources, opportunities and related support activities to Michigan residents. We also work with our partners to facilitate the building of communities throughout the State of Michigan.

Established in 2016, the four member Michigan Outreach Initiatives (**MOI**) team is part of one of the most essential divisions of the Michigan State Housing Development Authority's community development focus. This division, the Housing Initiatives Division (**HID**), supports our partners and organizations by advocating and promoting affordable housing and vibrant places. Using financial resources, technical assistance, and training to our local and statewide partners, the Housing Initiatives Division also facilitates neighborhood stabilization efforts.

Expanding upon this community building role, the MOI team establishes and maintains a variety of relationships, partnerships, and convenes activities intended to connect, communicate, and address Michigan's housing and related community development concerns.

Uniquely, MOI utilizes its relationships, partnerships, innovative techniques of social media tools and direct community engagement to offset many of the costs of marketing and advertising typically associated with Outreach programs. Additionally, our Housing Resource Fairs have become a highly cost-effective mechanism to reach Michigan citizens.

Reaching Our Citizens

Providing Michigan's communities access to the valuable resources and programs available from MSHDA and our partners ranks as one of the most important outcomes of the Outreach Initiative Team. Accordingly, the Team uses a variety of approaches to achieve this result. Understanding that identifying citizen's needs and community input is imperative, The MOI team partners and participates with churches, community organizations, and many non-profits throughout Michigan that provide programs and services for citizens. Through attending monthly meetings, housing related townhalls and events, and keeping frequent contact with these entities, the MOI team has gained the ability to have direct contact with Michigan's citizens. Additionally, MOI participates in Seminars from various financial institutions and even works close with the Federal Reserve to provide and relay the information that we have gained from our relationship with Michigan's citizens and stakeholders to produce outcomes that assist all stakeholders related to housing. The success of the program is measured by the achievement of the goals set by the MOI team. These goals are categorized in five pillars contained in our outreach:

Solving Homelessness, Home Ownership, Neighborhood Stabilization, Financial Solvency, Legislative and Governmental Engagement.

The Key to Opening the Door to Affordable Housing; MOI Housing Resource Fairs

The primary tool that has been utilized to reach Michigan's citizens are the MOI's Housing Resource Fairs. MOI utilizes a strategic approach with Housing Resource Fairs (HRF) that targets events toward demographics where homelessness is high, employment rates are low, and poverty is more prevalent.

Often in these demographic areas, the path to homeownership and renting availability can contain many obstacles, especially to citizens who are not familiar with the many programs and resources MSHDA provides. Direct involvement in the community provides a beneficial resource that eliminates the barriers to obtaining assistance regarding housing. Therefore, HRF events include a variety of components along with on-site access to MSHDA programs and services, as well as access to the information and services of those we partner with.

To preserve continuity and achieve implementation of the MOI team goals, Housing Resource Fairs include six key components: **Housing, Employment, Education, Financial, Government Access, and Community Resources.**

The HRF format is structured to provide citizens access to not only MSHDA products and programs but these events also feature:

- On-site Employers and Resume Building
- Universities, Community Colleges, GED Programs, and Skill Trades
- Various Financial Institutions and Free On-site Credit Reporting and Ongoing Credit Counseling
- Elected Leaders, Governmental Officials, and State, County, and City Departments
- Free Health Checks, Non-Profits that address various needs of the community, and wraparound services

Virtual Townhall and Housing Resource Fairs

While direct community engagement is the preferred approach to connect with Michigan citizens, the 2020 pandemic allowed the MOI Team to add different tools to provide access to MSHDA products and services. The team is receiving training on multiple virtual platforms and expects to launch a series of virtual events to augment our current processes. Initially this year, MSHDA will participate in a Virtual Townhall in partnership with the Michigan Realtors and expect to later add virtual HRF's to supplement our in-person events even when social distancing is not prevalent.

Legislative Engagement

As the reach and connectivity of MSHDA's grows with Michigan's 10 million residents, the MOI team realized the need to add an important component in a new way. In the past as it has related to MSHDA and other HFA's, legislative engagement and outreach was primarily focused on the engagement of governmental officials for policy and legislation issues. Working in conjunction with MSHDA's legislative Liaison and Government Affairs division, an additional approach was created by the MOI team to assist legislators and governmental officials to serve their constituencies needs that do not relate to policy.

Often, governmental and legislative officials search for better tools to provide information about housing and related resources to citizens. This need created an opportunity for the MOI team to assist with this effort. To that end, in 2019 the MOI team has met and partnered with over 50 legislators and governmental officials on Federal, State, County, and City/Municipal levels. This initiative and the building of relationships has allowed us to work through the best way to aid them with dissemination of information, products, and programs.

The MOI team, however, understands that distributing information and materials to inform citizens of MSHDA's programs is simply not enough. Through legislative updates, meetings, and strategic planning, MSHDA and its programs have been connected to Federal, State, County, and local officials who can directly engage, inform, and distribute MSHDA materials to their constituency.

This approach taken by the MOI team has shown an increase in awareness of MSHDA products and programs throughout the communities in Michigan, an educational component that has been useful to legislators and governmental officials about products and programs, assisted in the improvement of constituent services for legislators and governmental officials, and established dedicated partnerships and commitments to convene scheduled events, townhalls, and resource fairs for Michigan's Citizens.

In 2020, the MOI team will partner with over 100 Federal, State, County, and Local officials and non-profit organizations to co-host Housing Resource Fairs and Townhalls to promote affordable housing.

Results

Utilizing innovative methods of relationship building, partnerships, communication, advocacy, and outreach, we have bridged the gap to provide our programs, products, and services to our citizens.



Michigan Outreach Initiative Results

2019	Housing Resource Fairs	Fairs Held	9	Partnerships	165	Citizens Reached	1,022
	Co-Hosted Events	Events Held	4	Partnerships	200	Citizens Reached	450
	Legislative Engagement	Meetings Held	17	Committed Partnerships	43	Governmental Officials	71
	Communities Reached	Counties	4	Cities	5	Citizens Impacted	1,543

2018	Housing Resource Fairs	Fairs Held	5	Partnerships	95	Citizens Reached	548
	Co-Hosted Events	Events Held	3	Partnerships	65	Citizens Reached	325
	Legislative Engagement	Meetings Held	4	Committed Partnerships	4	Governmental Officials	4
	Communities Reached	Counties	5	Cities	5	Citizens Impacted	877

Whether it has been through Housing Resource Fairs, Virtual Townhalls, partnering with legislators and governmental officials, using input from key housing stakeholders, or having a stronger presence in the community, MSHDA's visibility in the State of Michigan has been increased due to the efforts of outreach by the MOI Team. As a result, thousands of Michigan's citizens have been directly connected to a path of homeownership or rental housing.

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NEWS & VIDEOS

ABC 12 News, Oct 05, 2019: Genesee County resource expo wants to help you move forward
<https://www.abc12.com/content/news/Genesee-County-resource-expo-wants-to-help-you-move-forward-562275771.html>

Homeowner Montez Hardrick Shares His MSHDA Experience
<https://youtu.be/PnzBKVvDX0U>

Detroit Homeowner Melissa May Shares Her MSHDA Experience
https://youtu.be/g_aelzyNQFU

Homeowner Daniellie Marie Talks About Her MSHDA Experience
<https://youtu.be/Ede2MJ056u4>

Meet New MSHDA Homeowner, Kimberly Koger
<https://youtu.be/TrPw5h0ZRAo>



MICHIGAN OUTREACH INITIATIVES

Portfolio of Initiatives and Community Engagement

ANNUAL REPORT
2019

WHO WE ARE

MSHDA's Michigan Outreach Initiatives (MOI), works to provide Michigan's communities access to the valuable resources and programs that are available through the Michigan State Housing Development Authority (MSHDA).

Michigan Outreach Initiatives



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A BRIEF HISTORY

The Michigan Outreach Initiatives is a part of MSHDA's Housing Initiatives Division. Stationed in Detroit in the Cadillac Place Building, the program is supervised by Ms. Burney Johnson, director of MSHDA's Southeast Michigan office.

Established in 2016 under the direction of Edwin Harlin, Michigan Outreach Initiatives have traveled across the State of Michigan and have provided outreach to thousands of Michigan's residents.

Through these efforts, thousands of Michiganders have obtained access to MSHDA's vital programs and have been assisted through the introduction to MSHDA's departments.



OUTREACH INITIATIVES & OUTREACH EFFORTS

Michigan Outreach Initiatives



WHAT IS OUTREACH?

Outreach out · reach (*noun*)

- 1: The act of reaching out
- 2: Extending services or assistance beyond current or usual limits (*an outreach program*)

Michigan Outreach Initiatives



Outreach
out · reach (*noun*)

- 1: The act of reaching out
- 2: Extending services or assistance beyond current or usual limits (*an outreach program*)

MSHDA understands the importance of connecting our vital programs to the citizens that need them. Success in this endeavor requires a mechanism of communication, advocacy and education. The Michigan Outreach Initiatives bridge the gap between MSHDA programs and the housing related needs of citizens in the State of Michigan.

WHAT WE DO

We link Michigan citizens to MSHDA's resources by:

- Legislative and governmental engagement
- Partnering with community and faith-based organizations, vendors, and key stakeholders
- Utilizing data to track statewide demographical trends to ensure proper resource deployment

Michigan Outreach Initiatives



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- Legislative and governmental engagement
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- Utilizing data to track statewide demographical trends to ensure proper resource deployment

HOW WE DO IT

We provide services throughout many counties and cities throughout the State of Michigan in the form of:

- Resource fairs
- Community engagement and involvement
- Educational workshops and free credit counseling
- Providing materials to reduce homelessness and create financial solvency

Michigan Outreach Initiatives



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HISTORY

JAN 2016

Southeast Michigan Team began using a housing assessment tool called "Outreach Tracker"

JUN 2016

Southeast Michigan Team hosts MSHDA's first Housing Resource Fair

AUG 2016

MSHDA's first partnership Housing Resource Fair

SEP 2016

Rising Tide created by Governor

DEC 2016

Michigan Outreach Initiatives Team created

JAN 2017

MSHDA Communications and MOI Team collaborate for Housing Resource Fairs

2016

2017

Michigan Outreach Initiatives History

- **Jan 2016- Outreach Tracker-** a methodology which created an opportunity to develop relationships with 66 mayors and city managers located in seven counties utilizing a housing assessment tool. The main purpose was to gather housing requirements and other information which would allow the Michigan State Housing Development Authority (MSHDA) to partner with and assist the cities.
- **Jun 2016- First Housing Resource Fair-** Southeast Michigan Team hosts their first **"Housing Resource Fair"** on June 7th at Wayne County Community College – Downtown Location with the **Wayne County Treasurer, Eric Sabree**. These fairs expose and inform Detroit, Wayne County, and out Wayne-metro about the various MSHDA Homeownership products, Hardest Hit Funds (HHF) /Step Forward, Rescue and Mortgage programs, financial institutions, and other housing services. The event was held at the Wayne County Community College locations for the Detroit sites. This site offers proximity to bus routes, easy parking, adequate security, and internal marketing systems that make it easy to get the word out to the community.
- **Aug 2016- MSHDA's first Partnership Housing Fair-** the first MSHDA Housing Fair co-hosted with a partnership, held in Oakland County at the headquarters of Huntington

Bank and assisted over 113 customers.

- **Sep 2016- Rising Tide-** the Governor announced an exciting new initiative called **Rising Tide**. The mission of Rising Tide is to supply economically challenged communities with the tools they need to design and build a successful economic framework. Selected communities will receive assistance in the creation of a solid planning, zoning and development foundation. MSHDA's **Southeast Michigan team** has provided outreach and met with officials from following communities: River Rouge, Royal Oak Township, and Ecorse. Taxes on initial investment must be paid in 2026.
- **Dec 2016- Michigan Outreach Initiatives Team created-** MSHDA's Executive director creates the Michigan Outreach Team as part of a twenty-six tangible strategic plan objective. The program is placed under the direction of Ms. Burney Johnson. Initially considered a Pilot Program in Southeast Michigan, it was designed to help local officials identify their housing needs, strengths and weaknesses and bridge the information gap about the best MSHDA programs and resources to assist each unique community.
- **Jan 2017- Collaboration w/ Communications Team-** MSHDA's Communications department integrates a comprehensive approach to sharing the housing resource fairs through MSHDA's social media networks to include Facebook and Twitter with thousands of followers and prominently posting announcements of events on its website.

HISTORY

JUN 2018 MOI Institutes free on-site credit reporting at Housing Resource Fairs	FEB 2019 Governor Whitmer visits the MOI Team and MSHDA office for the first time	MAR 2019 MOI Team hosts Congresswoman Brenda Lawrence	JUL 2019 MOI Team hosts largest Housing Resource Fair since it's creation	SEP 2019 MOI Team attends the Congressional Black Caucus in Washington, D.C.	OCT 2019 MOI Team visits and hosts a Housing Resource Fair in the city of Flint for the first time since the water crisis
2018	2019				

Michigan Outreach Initiatives History

- **Jun 2018- Free on-site credit report instituted-** On June 6, 2018, at the Oakland County Housing Resource Fair, the MOI instituted free on-site credit report and ongoing credit counseling to participants to address one of the main obstacles to attaining homeownership. This event was held at the Oakland County Community College in Southfield, Michigan.
- **Feb 2019- Governor visits MOI Team and MSHDA-** Governor Gretchen Whitmer stopped by the Detroit MSHDA office last Wednesday to meet employees, shake hands and let staff know that she appreciates them and the work that they do.
- **Mar 2019- MOI Team and MSHDA hosts Congresswoman Brenda Lawrence-** MSHDA's housing initiatives SE Michigan team hosted Congresswoman Brenda Lawrence from Michigan's 14th congressional district. The congresswoman brought together municipal and business leaders to MSHDA's Detroit office to discuss Opportunity Zones.
- **Jul 2019- MOI Team host largest Housing Resource Fair-** offered the second of two Oakland County Housing & Resource Fairs in Southfield. Numerous partners provided information on housing services, credit repair and other resources. This was the largest

Housing Resource Fair that the MOI team hosted to date. Attendance was over 300 participants.

- **Sep 2019- MOI Team is invited and attends Congressional Black Caucus Conference in Washington D.C.-** invited by the Congressional Black Caucus, the MOI team traveled to Washington D.C., for a week-long conference related to policy, issues, and initiatives focused on African American citizens. During the conference, members of the MOI Team participated in many Housing related seminars, conferences, and meetings.
- **Oct 2019- MOI Team Hosts Housing Resource Fair in Flint, MI-** MSHDA's MOI, Homeownership and Step Forward Michigan, along with Metro Community Development of Flint, Kettering University, and Huntington Bank hosted the ***Moving You Forward Expo*** on October 9, 2019. Over 250 people attended various workshops and interacted with more than 50 diverse partners and resources! Susan Davies, Vice President of University Advancement and External Relations, Kettering University, gave a welcome and Flint Mayor Karen Weaver presented a special community recognition to local neighborhood champion Sandra Jones for her work feeding hundreds of residents weekly and working to ensure water resources are available.

HISTORY

OCT 2019 MOI Team hosts the Detroit caucus of the Michigan legislature	DEC 2019 MOI Team receives Governor's Good Government Teamwork Award	FEB 2020 MOI Team co-hosts largest event in partnership with faith-based organization	MAR 2020 MOI Team sends cancellations for in-person events, due to COVID-19 pandemic	APR 2020 MOI Team addressed COVID-19 pandemic and begins meeting and training to perform outreach virtually	MAY 2020 MOI Team meets with all partners virtually for the first time since pandemic, and schedules first virtual Housing Resource Fair	MAY 2020 MOI Team will host and partner with Wayne County Treasurer for first virtual Housing Resource Fair
2019		2020				

Michigan Outreach Initiatives History

- Oct 2019- MOI Team hosts the Detroit Caucus of the Michigan Legislature-** MOI Team hosted the Detroit caucus of the Michigan legislature. The meeting was the first-time legislators have been hosted by MSHDA in the Detroit office. Deputy Director Burney Johnson and Director of the Michigan Outreach Office Edwin Harlin, outlined MSHDA programs and Departments, and engaged in a robust discussion about services that could be utilized by the legislators' constituents. Discussions also included partnerships and the planning of a Housing Resource event with the Detroit caucus and MSHDA.
- Dec 2019- MOI Team receives the Governor's Good Government Teamwork Award-** members of the MOI Team were acknowledged for their work in the community by the Governor's Office of Good Government and were presented with a State Coin award. The MOI Team was recognized for determining in 2018 approx. \$1.8 million in new loans and \$8.7 million in down payment assistance was generated from those attending events and following through with the process.
- Feb 2020- MOI co-hosts event w/ faith-based organization-** MSHDA's MOI partnered with National Faith Homebuyers, CDC, to host Dare to Dream of Owning Your Home. The event was held at Triumph Church in Redford, Michigan and served more than 500

residents.

- **Mar 2020- MOI Team cancels all in-person events due to COVID-19 pandemic-** MOI team send notices to partners and cancels all scheduled Housing Resource Fairs for 2020 due to the COVID-19 pandemic. These actions required the Outreach Team to begin looking into different options to continue and improve upon the Covid-19 challenge.
- **Apr 2020- MOI Team begins training and planning to host Housing Resource Fairs and outreach virtually-** MOI Team began weekly meetings with MSHDA's Communications Division and began looking at various options to expand our Outreach activities by training on and using Microsoft Team Live, Microsoft Teams Meeting, Zoom, Webex Teams, Facebook, Twitter and other internet platforms.
- **May 2020- MOI Team Hosts first virtual meeting w/ all partners-** MOI Team's first video call with our partners Microsoft Teams. Planning stages for the first virtual Housing Resource Fair begins.
- **July 2020- First virtual Housing Resource Fair to convene-** MOI Team will host and partner with Wayne County Treasurer for first virtual Housing Fair event.

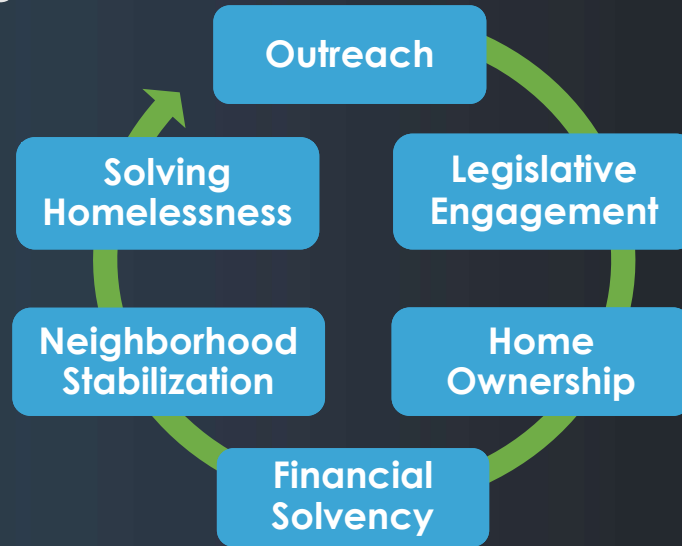
THEN AND NOW

	2016		2019	
Housing Resource Fairs	Citizens Reached	579	Citizens Reached	1,022
Co-Hosted Events	Citizens Reached	350	Citizens Reached	450
Legislative Engagement	Government Officials	4	Government Officials	71
Communities Reached	Citizens Impacted	933	Citizens Impacted	1,543

Michigan Outreach Initiatives



GOALS



Outreach: Providing education, advocacy, and assistance to the citizens of the State of Michigan about MSHDA programs and services.

Legislative & Governmental Engagement: Partnering with legislative officials and government agencies to strengthen relationships and connect their constituencies to MSHDA programs and services.

Homeownership: Providing a path to affordable housing to renters and first-time home buyers.

Solving Homelessness: Aiding in Michigan's Campaign to End Homelessness by working with those in poverty and homelessness. Also, addressing the proven need to move from a shelter-based program to a Housing First program where prevention and rapid re-housing are key.

Neighborhood Stabilization: Stabilizing neighborhoods by occupying homes, providing tools for home improvement, and access to the wrap around services needed for residents.

Financial Solvency: Providing a path for Michigan citizens by utilizing tools to create wealth management, financial literacy, and long-term financial stability.

HOUSING RESOURCE FAIRS

Michigan Outreach Initiatives



HOUSING RESOURCE FAIRS



Michigan Outreach Initiatives



When it comes to outreach, reaching as many citizens as you can is key.

Therefore, one of the greatest tools that the Michigan Outreach Initiatives utilizes is our Housing Resource Fairs.

In 2019, the Michigan Outreach Initiatives hosted and partnered with other entities to provide over 12 Housing Resource Fairs in over five different counties in the State of Michigan.

The Housing Resource Fair has become a popular component of MSHDA and is projected to serve additional communities from every community in our state.

HOUSING RESOURCE FAIR COMPONENTS



Housing



Employment



Education



Financial



Government
Access



Community
Resources

Housing: Assistance with homelessness, housing programs, rental assistance, home ownership and foreclosure.

Employment: On-site employers, resume building and mobile job station.

Education: Partnerships with community colleges and universities for student needs.

Financial: On-site financial institutions, lenders, real estate brokers and free credit check and counseling services.

Government Access: Access to government officials, constituent services, and state, county and local departments.

Community Resources: Access to free health screenings and assistance, energy needs, food, clothing and life needs.



MSHDA understands that Homelessness and the ability to find affordable housing, are some of the most difficult challenges that citizens in the State of Michigan face.

The path to homeownership and renting availability can contain many obstacles, especially to citizens who are not familiar with the many programs and resources MSHDA provides.

Therefore, at Housing Resource Fairs we provide an educational component and on-site access to MSHDA programs and services.



HOUSING

Fighting Homelessness and
Providing Affordable Housing

Michigan Outreach Initiatives

- Housing Choice Voucher
- DPA Homeownership
- MI Home Loan/Flex Mortgage



Programs and information accessible to participants of the Housing Resource Fair include but are not limited to:

Housing Choice Voucher Program: Provides voucher preference to those experiencing homelessness and partners with local continuums to populate the preference waiting list.

DPA Homeownership Program: Up to \$7,500 dollars in Down Payment Assistance for first time homebuyers.

MI Home Loan/Flex Mortgage: For first-time homebuyers or repeat buyers in targeted areas.



When it comes to the ability to secure, maintain, and afford housing, MSHDA knows that employment and jobs are key components. That's why we provide access to employers who are seeking talent.

Multiple companies participate in the Housing Resource Fairs to promote job openings around the state.

At the Housing Resource Fair, participants can visit the mobile work-station to create a resume, search for a job and complete job applications.

MSHDA Outreach Initiatives partner with Michigan Works! and companies such as Detroit Training Center and Detroit Employment Solutions.



In the 21st century, education is paramount. It can often be the deciding factor of gaining employment, achieving financial solvency and many other aspects.

The Michigan Outreach Initiatives has partnered with Michigan's Universities, Community Colleges and GED programs to provide services and information to students who are enrolled and potential students at our Housing Resource Fairs.

In 2020, we will partner with university funded programs such as Wayne State University's "H.I.G.H. Program" to address homelessness amongst students.

Additionally, those who may not desire to attend college, have access to many skilled trade programs available at the Housing Resource Fair.



Financial literacy, wealth management, and access are the keys to financial solvency.

At the Housing Resource Fairs, we provide free credit check and credit counseling for participants.

Through the partnership with non-profits such as NID Housing Counseling Agency over 1,000 free credit check and counseling sessions have been performed.

This allows citizens to not only obtain a free credit report and score, but the ability to repair their credit if necessary and enable them to be in the best position on the path to homeownership.

MSHDA's Outreach Initiatives has also partnered with many financial institutions and banks to provide citizens access to discuss loans and programs that other lenders provide.

In 2019, MSHDA has partnered with: CIBC, TCF, Huntington Bank, Liberty Bank, PNC Bank, Flagstar Bank, Main Street Bank, Mortgage One, Michigan Schools and Government Credit Union.



Sometimes obtaining access to vital government services may seem difficult for citizens. At our Housing Resource Fairs, we have state government departments, and state, county and local officials, and ready to aid citizens and give them direct access to constituent services and programs.

MSHDA Michigan Outreach Initiatives currently partners with the Michigan Department of Agriculture and Rural Development (MDARD) and participates in an AG/Housing Task Force across our state to gather ideas from agricultural stakeholders and to address concerns about housing in farming and rural areas.

In 2020, the Michigan Outreach Initiatives will partner and provide access to the Michigan Secretary of State Office, the Department of Health and Human Services and the Department of Civil Rights.

Additionally, for the first time in the history of MSHDA, we are partnering with the 2020 Census Bureau at every Housing Resource Fair to ensure that our citizens are counted.



COMMUNITY RESOURCES

Access to Wrap-Around Services that Citizens Need

Michigan Outreach Initiatives



MSHDA knows that in addition to the many resources that our programs provide, there are other resources that our citizens need on the path to homeownership.

These additional wrap-around services and community resources that are needed by citizens, are vital to sustainable communities.

That's why at the Housing Resource Fairs, Michigan Outreach initiatives partner with various non-profit organizations and philanthropic organizations these services.

Typical services available at our Housing Resource Fairs are Consumers Energy, DTE Energy, United Way 211, expungement, domestic violence and sexual assault assistance, free health screenings, blood pressure checks, eye exams, dental checks and free haircuts.


HOUSING RESOURCE FAIRS STATISTICS & ROI

Michigan Outreach Initiatives



LOCATION	NUMBER of PARTICIPANTS in 2019
International Center Building	34
USNAP BAC Housing Resource Fair	30
Wayne County WCCC (Northwest Campus)	53
Oakland County- Pontiac	11
Oakland County- Southfield	167
Macomb County- Community College	38
Wayne County WCCC (Eastern Campus)	79
Flint "Moving You Forward" Kettering University	308
Kalamazoo Housing Resource Fair	183
New Hope Community Network Resource Fair	42
Greater Grace Realtor Fair	40
Congresswoman Lawrence Senior Resource Fair	37
Total	1022

Michigan Outreach Initiatives

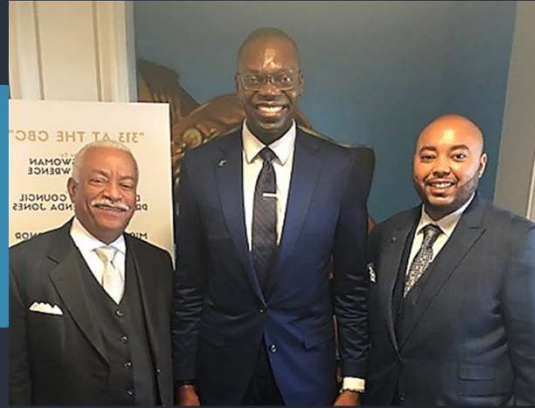


LEGISLATIVE & GOVERNMENTAL ENGAGEMENT

State, County, and Local Elected Officials



LEGISLATIVE ENGAGEMENT



Michigan Outreach Initiatives



Legislative Engagement is an important aspect of Outreach. MSHDA understands that although our programs are designed to assist citizens in the State of Michigan, there is often a gap that exists in the dissemination of information and programs.

In August 2019, The Michigan Outreach Initiatives began outreach to legislative and governmental officials to develop and strengthen relationships.

Through legislative updates, meetings, and strategic planning, MSHDA and its programs have been connected to federal, state, county and local officials who can directly engage, inform, and distribute MSHDA materials to their constituency.

GOVERNMENTAL ENGAGEMENT



Michigan Outreach Initiatives



Michigan Outreach initiatives understands that distributing information and materials that inform citizens of MSHDA's programs is simply not enough. Therefore, we have taken additional steps to ensure that our citizens have access to our programs.

In 2020, the Michigan Outreach Initiatives will partner with over 50 federal, state, county and local officials to provide Housing Resource Fairs and townhalls to promote affordable housing and disparities, address homelessness, housing programs and funding, and MSHDA programs and services throughout the State of Michigan.

The Michigan Outreach Initiatives also partners with government agencies and non-profit organizations to provide the same opportunities.



THANK YOU

MICHIGAN OUTREACH INITIATIVES
2019

