

# Michigan Statewide Housing Plan

## Michigan State Housing Development Authority

Communications: Integrated Campaign

### HFA Staff Contact

Mark Garcia

[garciam8@michigan.gov](mailto:garciam8@michigan.gov)

**Michigan State Housing Development Authority (MSHDA)**  
**Michigan Launches First Statewide Housing Plan**  
**Communications: Integrated Campaign**

## **INTRODUCTION**

The Michigan State Housing Development Authority (MSHDA) collaborated with cross-sector partners to develop a comprehensive solution to housing issues facing Michigan residents. That solution is Michigan's first Statewide Housing Plan, a collection of five statewide housing targets, eight priority areas, 37 goals and 134 strategies that include a commitment to building or rehabilitating 75,000 housing units, stabilizing housing for 100,000 families, improving energy efficiency for 15,000 homes and making homelessness rare, brief and nonrecurring. The long-term vision of this plan is establishing a successful housing ecosystem that provides safe, healthy, affordable and attainable housing for all in a community of their choice.

As with any statewide, government funded effort, generating and maintaining awareness and engagement among residents was crucial to the long-term success. Having laid the ground work in 2019 through a housing needs assessment, a homeownership study done in partnership with a local strategic consultant, focus groups, meetings and interviews with residents and housing partners statewide, which informed the initial creation of the plan itself, MSHDA was well positioned to leverage agency programs that directly support the goals of the Statewide Housing Plan through an integrated communications and marketing campaign. This included targeted, local earned and paid media, engaging social media campaigns and immersive videos that truly bring the Statewide Housing Plan to life.

A digital version of the Statewide Housing Plan can be accessed [HERE](#).

## **PROGRAM OBJECTIVES**

The Statewide Housing Plan is a blueprint for partners across Michigan's housing continuum, including state and local government leaders, nonprofit and for-profit developers, homeless service providers, lenders, realtors, homeowners, renters and the public. The Statewide Housing Plan identifies the most pressing housing-related issues facing Michigan and effectively utilizes government funding and grant programs, and partnerships to develop solutions. An overview of the plan, which highlighted the housing targets, priorities, goals, and strategies was made available in May of 2022. The complete 88-page Statewide Housing Plan officially launched in September of 2022.

To amplify MSHDA's message and increase awareness of the Statewide Housing Plan and related programs, an effective integrated communications and marketing campaign was needed to educate and empower residents to take action in their own backyard and use MSHDA programs to improve the housing ecosystem and their communities.

## **TARGET AUDIENCES**

Following extensive research, the Statewide Housing Plan revealed that some population groups are more disproportionately affected by housing challenges than others. Black, Indigenous, and People of Color and people with disabilities are the most frequent targets of housing discrimination.

The Statewide Housing Plan aims to dismantle systemic inequities, and our integrated communications and marketing strategy took a similar approach in utilizing an array of activations to reach a population historically overlooked by traditional government-backed programs. The approach considered the

## Michigan State Housing Development Authority (MSHDA) Michigan Launches First Statewide Housing Plan Communications: Integrated Campaign

preferences and needs of MSHDA's focus areas including current homeowners, prospective homeowners, renters, developers, mortgage lenders and more to ensure a wide net was cast to meet the audiences where they are.

### CAMPAIGN TACTICS

#### MEDIA RELATIONS

To understand how the Statewide Housing Plan has been showcased in local Michigan media, it's important to look at it from two perspectives: coverage of the Statewide Housing Plan itself and coverage of the individual programs and initiatives that accomplish the goals of the plan and are integral to its success.

From May 2022-May 2023, the Statewide Housing Plan received **60 pieces of coverage** across the state with an estimated **audience reach of 20,196,788**. This coverage included **10 feature stories** in local Michigan publications such as *MiBiz*, *Michigan Business Network* and *WWTV-TV*, including coverage of the passing of bills aimed at adding more affordable housing and Regional Housing Partnership meetings throughout the state.

In addition to these feature stories, statistics from the Statewide Housing Plan also were leveraged for background information and mentioned in quotes from state housing experts like Michigan Governor Gretchen Whitmer and MSHDA Executive Director Amy Hovey.

#### SOCIAL MEDIA

To bolster awareness of the Statewide Housing Plan to broader Michigan communities, MSHDA leveraged a consistent stream of content on LinkedIn, Facebook, Twitter and Nextdoor about the plan and relevant topics, programs and initiatives. The core goal of the Statewide Housing Plan being to provide safe, accessible housing, MSHDA understood and capitalized on the crucial role social media and online awareness play in spreading information about programs and available assistance opportunities to Michiganders.

Recognizing social community demographics vary, MSHDA tailored caption copy to each user profile to maximize reach, understanding and, ultimately, impact. In the past year, MSHDA published **65 posts** highlighting the Statewide Housing Plan—amassing a total of **189,216 impressions**. On Facebook, the announcement of the Statewide Housing Plan was successfully boosted and reached nearly **45,000 users** alone, generating **2.7K link clicks**.

In addition, MSHDA layered Nextdoor as an important promotional tool for the Michigan Homeowner Assistance Fund, and Michigan Housing Opportunities Promoting Energy-Efficiency and down payment assistance programs to reach a hyper-targeted audience of homeowners across Michigan. These programs play a critical part in achieving the goals of the Statewide Housing Plan, including bringing attention to the housing ecosystem, increasing housing stock, making home energy efficiency improvements and reducing equity gaps. MSHDA has maintained consistent paid spend on advertising on Nextdoor and over the last 12 months has garnered over **1.7 million impressions** and over **6,000 clicks on ads**.

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**VIDEO**

To effectively roll out the Statewide Housing Plan to communities across Michigan and discuss specific housing needs on a more targeted basis, MSHDA developed compelling video assets to be utilized on social media, as well as pre-roll and Over the Top (OTT) platforms.

**SOCIAL: REGIONAL HOUSING PARTNERSHIP MEETINGS VIDEO**

To engage regional audiences, MSHDA held 15 Regional Housing Partnership meetings in the spring of 2023, as mentioned in the Media Relations section above. [This video](#), which features footage from one of the events and commentary from MSHDA Executive Director Amy Hovey, was produced to showcase the purpose and intention behind these meetings, and to encourage Michigan residents to have similar conversations in their own communities.

The highlight video was used on MSHDA’s LinkedIn, Twitter and Facebook social media channels where it was boosted to drive further awareness and engagement. The video garnered **over 10,000 impressions** and **over 2,750 engagements on Facebook alone**, achieving an **engagement rate of 25.39%**.

**PRE-ROLL AND OTT VIDEO: STATEWIDE HOUSING PLAN**

The Statewide Housing Plan video campaign ran from late November 2022 through the end of February 2023. All delivery goals were achieved and engagement for both pre-roll and OTT were successful, as evidenced by high completion rates.

OTT (Over-the-top) video campaign performance was as follows:

- 2,207,156 delivered impressions
- Delivered 100% of goal
- Average exposure frequency = 4.5x
- 96.81% completed views ranks in the top half of the industry average (90-99%)
- \$29 CPM better value than the average \$32-50 range

Pre-Roll video campaign performance was as follows:

- 1,763,160 delivered impressions
- Delivered 99.91% of goal
- 84.86% completed views is well above the 75% “good” industry benchmark
- 1,277 clicks overall (.07%)

Pre-Roll Only	Impressions	Clicks	CTR	% Impressions	% Clicks
Moments	665,100	485	0.07%	38%	38%
People	637,404	432	0.07%	36%	34%
Front Door	460,656	360	0.08%	26%	28%
	<b>1,763,160</b>	<b>1,277</b>	<b>0.07%</b>	<b>100%</b>	<b>100%</b>

MISHP – COLLATERAL

MICHIGAN STATEWIDE HOUSING PLAN  
 88 PAGE BOOK



### Executive Summary

The House 78 report's successful housing program provides safe, healthy, affordable, accessible, and sustainable housing for all communities in the state.

Michigan has achieved housing goals through the House 78 report's successful housing program. The program has resulted in 7,000 new units of housing, 38% more affordable housing, and 47% more workforce housing.

**5** STATEWIDE GOALS  
**8** PRIORITY AREAS  
**37** GOALS  
**134** STRATEGIES

**7,000** New units of housing created through the House 78 report's successful housing program.

**38%** More affordable housing created through the House 78 report's successful housing program.

**47%** More workforce housing created through the House 78 report's successful housing program.

### Statewide Housing Targets

- 75,000+ new or rehabilitated housing units to include:
  - 25,000+ affordable rental units
  - 25,000+ market-rate units (homeowner and rental)
  - 25,000+ workforce housing units
- 100,000+ affordable housing units created
- Significantly reduce the equity gaps in homeownership and rental housing
- 200,000+ affordable housing units created
- 150,000+ affordable housing units created
- 150,000+ affordable housing units created

### Housing Priorities, Goals, and Strategies

**48%** More affordable housing created through the House 78 report's successful housing program.

**23%** More workforce housing created through the House 78 report's successful housing program.

### Housing Ecosystem

**16%** More affordable housing created through the House 78 report's successful housing program.

**85%** More workforce housing created through the House 78 report's successful housing program.

**38,247** Workforce housing units created through the House 78 report's successful housing program.

**13,586** Affordable housing units created through the House 78 report's successful housing program.

### Other Adult Housing

**47%** More affordable housing created through the House 78 report's successful housing program.

**44%** More workforce housing created through the House 78 report's successful housing program.

**15%** More affordable housing created through the House 78 report's successful housing program.

**2nd Lowest** Affordable housing units created through the House 78 report's successful housing program.

**48%** More affordable housing created through the House 78 report's successful housing program.

**28%** More workforce housing created through the House 78 report's successful housing program.

**42%** More affordable housing created through the House 78 report's successful housing program.

**40%** More workforce housing created through the House 78 report's successful housing program.

**50%** More affordable housing created through the House 78 report's successful housing program.

### The Framing for the Plan

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### Mixing Middle and Workforce Housing

**48%** More affordable housing created through the House 78 report's successful housing program.

**84%** More workforce housing created through the House 78 report's successful housing program.

### PERFORMANCE DATA

**4.6M** More affordable housing created through the House 78 report's successful housing program.

**\$888** More workforce housing created through the House 78 report's successful housing program.

**73%** More affordable housing created through the House 78 report's successful housing program.

**38th** More workforce housing created through the House 78 report's successful housing program.

**48%** More affordable housing created through the House 78 report's successful housing program.

### All Michigan Residents

**10,077,331** Total Population

**4,701,478** Housing Need

**214** Housing Resolutions

STATEWIDE HOUSING PLAN OVERVIEW

### Michigan's Statewide Housing Plan Overview

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### Implementing the Plan

**45%** More affordable housing created through the House 78 report's successful housing program.

**↑ Highest** Affordable housing units created through the House 78 report's successful housing program.

MISHP – COLLATERAL

ALL REGIONAL HOUSING PARTNERSHIP KICK-OFFS FLYER



— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

## Regional Housing Partnership Kick-offs

Join the State of Michigan to learn about the role your region can play in the implementation of Michigan's first Statewide Housing Plan (Plan). Participate in a facilitated work session to start laying the groundwork for the formation of a formal Regional Housing Partnership (RHP), and learn how this regional collaborative process can support the advancement of the Plan.

**Who Should Attend**  
 Municipalities, Developers, Land Banks, Community Development Organizations, Service Providers, Businesses, and Community Stakeholders

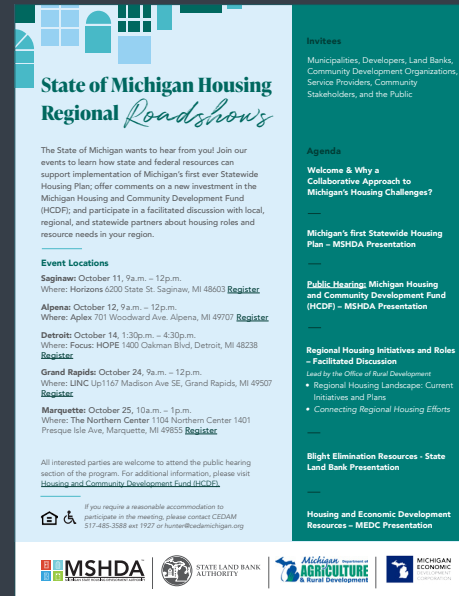
<b>RHP A: Western Upper Peninsula Housing Partnership</b> March 22, 11:430 p.m. Hancock, MI	<b>RHP H: East Michigan Housing Partnership</b> March 23, 9 a.m. – 12:30 p.m. Flint, MI
<b>RHP B: Central Upper Peninsula Housing Partnership</b> March 23, 1 – 4:30 p.m. Presque Isle-Marquette, MI	<b>RHP I: South Central Housing Partnership</b> March 28, 1 – 4:30 p.m. East Lansing, MI
<b>RHP C: Eastern Upper Peninsula Housing Partnership</b> March 24, 9 a.m. – 12:30 p.m. Sault Ste. Marie, MI	<b>RHP J: Southwest Housing Partnership</b> March 28, 9 a.m. – 12:30 p.m. Kalamazoo, MI
<b>RHP D: Northwest Housing Partnership</b> March 13, 11 – 4:30 p.m. Traverse City, MI	<b>RHP K: Southeast Housing Partnership</b> March 31, 1 – 4:30 p.m. Ann Arbor, MI
<b>RHP E: Northeast Housing Partnership</b> April 6, 11 – 4:30 p.m. Gaylord, MI	<b>RHP L: Oakland Housing Partnership</b> March 30, 9 a.m. – 12:30 p.m. Eastpointe, MI
<b>RHP F: West Michigan Housing Partnership</b> March 21, 8:30 a.m. – 12 p.m. Grand Rapids, MI	<b>RHP M: Macomb Housing Partnership</b> March 31, 9 a.m. – 12:30 p.m. Eastpointe, MI
<b>RHP G: East Central Michigan Housing Partnership</b> April 3, 11:430 p.m. Bay City, MI	<b>RHP N: Wayne Housing Partnership</b> March 20, 9 a.m. – 12:30 p.m. Livonia, MI
	<b>RHP O: Detroit Housing Partnership</b> March 20, 11 – 4:30 p.m. Detroit, MI

**REGISTER**

If you require a reasonable accommodation to participate, please contact MSHDA at 517-244-4222 or [weaf10@michigan.gov](mailto:weaf10@michigan.gov).

**MSHDA**  
 MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

STATE OF MICHIGAN HOUSING REGIONAL ROADSHOWS FLYER



## State of Michigan Housing Regional Roadshows

The State of Michigan wants to hear from you! Join our events to learn how state and federal resources can support implementation of Michigan's first ever Statewide Housing Plan, offer comments on a new investment in the Michigan Housing and Community Development Fund (HCDF), and participate in a facilitated discussion with local, regional, and statewide partners about housing roles and resource needs in your region.

**Event Locations**

**Saginaw:** October 11, 9 a.m. – 12 p.m.  
 Where: Horizons 6200 State St. Saginaw, MI 48603 **Register**

**Alpena:** October 12, 9 a.m. – 12 p.m.  
 Where: Aplex 701 Woodward Ave. Alpena, MI 49707 **Register**

**Detroit:** October 14, 1:30p.m. – 4:30p.m.  
 Where: Focus/HOPE 1400 Oakman Blvd. Detroit, MI 48238 **Register**

**Grand Rapids:** October 24, 9 a.m. – 12 p.m.  
 Where: LINC Up! 167 Madison Ave SE, Grand Rapids, MI 49507 **Register**

**Marquette:** October 25, 10 a.m. – 1 p.m.  
 Where: The Northern Center 1104 Northern Center 1401 Presque Isle Ave, Marquette, MI 49855 **Register**

All interested parties are welcome to attend the public hearing section of the program. For additional information, please visit <https://www.michigan.gov/housing> and <https://www.michigan.gov/housing>.

If you require a reasonable accommodation to participate in the meeting, please contact CEDAM at 517-485-3588 ext 1927 or [hunter@damichigan.org](mailto:hunter@damichigan.org).

**Invites:**  
 Municipalities, Developers, Land Banks, Community Development Organizations, Service Providers, Community Stakeholders, and the Public

**Agenda**

**Welcome & Why a Collaborative Approach to Michigan's Housing Challenges?**

**Michigan's first Statewide Housing Plan – MSHDA Presentation**

**Public Hearings: Michigan Housing and Community Development Fund (HCDF) – MSHDA Presentation**

**Regional Housing Initiatives and Roles – Facilitated Discussion**  
 Led by the Office of Rural Development

- Regional Housing Landscape: Current Initiatives and Plans
- Connecting Regional Housing Efforts

**Blight Elimination Resources - State Land Bank Presentation**


**Housing and Economic Development Resources – MEDC Presentation**

**MSHDA**  
 MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

**Michigan AGRICULTURE**  
 Michigan Department of Agriculture & Rural Development

**MICHIGAN ECONOMIC DEVELOPMENT**  
 Michigan Economic Development Corporation

SHP OVERVIEW 1-PAGER



## Michigan's Statewide Housing Plan Overview

*The Vision: Michigan's successful housing ecosystem provides safe, healthy, affordable, accessible, and attainable housing for all in a community of their choice.*

Michigan's first statewide housing plan addresses complex, intersecting challenges through five statewide housing targets, eight priority areas, and 37 goals, plus 134 suggested strategies for addressing the goals. These resulted from an intensive and inclusive process involving thousands of residents and hundreds of organizational partners across the state. The plan provides a call to action to all because housing is a basic human need, and everyone deserves to have safe, healthy, affordable, accessible, and attainable housing in a community of their choice. To view the full plan, visit [michigan.gov/housingplan](https://www.michigan.gov/housingplan).

<b>5</b> STATEWIDE HOUSING TARGETS	<b>8</b> PRIORITY AREAS	<b>37</b> GOALS	<b>134</b> STRATEGIES
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**Statewide Housing Targets**

The targets below will be achieved statewide as a result of the Statewide Housing Plan activities. State agencies and partner organizations will work diligently over the next five years to exceed these targets to ensure help reaches even more Michigan households.

- 75,000+ new or rehabilitated housing units to include:
  - 39,000+ affordable rental units
  - 21,500+ market-rate units (homeowner and rental)
  - 13,500+ homeownership opportunities for low- and moderate-income households
  - 1,000+ units of workforce housing
- 100,000+ households' housing is stabilized
- Significantly reduce the equity gaps in homelessness, accessible housing, and homeownership.
- Strive to make homelessness rare, brief, and one time
- 15,000+ households increase home energy efficiency and make weatherization improvements

**7,000**  
 Over 7,000 residents and other participants contributed to the Statewide Housing Plan

**38%**  
 Across Michigan, 45 million, or 38% of households, struggle to afford the basic necessities, including housing

MICHIGAN'S STATEWIDE HOUSING PLAN 1



## State of Michigan Housing Regional Roadshows

*SHR ROADSHOW PODIUM SIGN*

**MSHDA**  
 MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

**STATE LAND BANK AUTHORITY**

**Michigan AGRICULTURE**  
 Michigan Department of Agriculture & Rural Development

**MICHIGAN ECONOMIC DEVELOPMENT**  
 Michigan Economic Development Corporation



## MEDIA RELATIONS



MiBiz is now Crain's Grand Rapids Business. Visit our new site at [crainsgrandrapids.com](http://crainsgrandrapids.com)

Published in Real Estate/Development



Participants at a meeting in Grand Rapids Tuesday involving state and local housing officials who are collaborating to achieve goals in a statewide housing plan.

Credit: Kate Carlson/MBiz

### State, local leaders 'lay the groundwork' for statewide housing plan

BY KATE CARLSON  
 Tuesday, March 21, 2023 08:47pm

GRAND RAPIDS — State and local housing leaders are beginning to collaborate on ways to accomplish goals established in Gov. Gretchen Whitmer's Statewide Housing Plan.

Officials from the Michigan State Housing Development Authority (MSHDA) met with local leaders in downtown Grand Rapids on Tuesday to begin strategizing around the Statewide Housing Plan, a five-year initiative that Whitmer announced last year to address the state's housing shortage.

Tuesday's meeting was one of 15 regional meetings that

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### MSHDA | Michigan's First Statewide Housing Plan Implementation Spurs Regional Housing Partnership Meetings

Michigan Business Network  
 March 16, 2023 9:00 AM



MSHDA seeks to advance creation of housing action plans in 15 regions of state

**MSHDA**  
 Michigan State Housing Development Authority

LANSING, Mich. — The Michigan State Housing Development Authority (MSHDA) is holding 15 Regional Housing Partnership (RHP) meetings to discuss the implementation of the Statewide Housing Plan (SHP). A mix of partners with a hand in housing—including land banks, developers, and nonprofits—have been invited to attend and share their respective priorities based on regional needs.


"Access to affordable, attainable housing is the foundation for health, safety, and economic opportunity," said Governor Gretchen Whitmer. "That's why we released the Statewide Housing Plan with goals to build or refurbish 75,000 housing units, stabilize housing for 100,000 families, and improve energy efficiency for 15,000 homes. As part of the plan, we are kicking off regional housing meetings across the state, bringing people together to find solutions that meet local needs. Together, we will build on this year's record, bipartisan investments to build and refurbish thousands of affordable housing units and revitalize communities. Investing in housing supports good-paying construction jobs, helps families find a place to call home, and makes our communities more attractive places to live and work."

The first RHP meeting kicked off Monday, March 13 in Traverse City, will continue to 14 more regions, and end with an April 6 meeting in Gaylord. During all events, organizations will discover ways to get involved in localized work with the RHP closest to them and receive


NEWS

### First Ever Statewide Housing Plan Passed to Help Northern Michigan Families and Businesses

Zachariah Wheaton  
 12/31/2022 10:16 PM EST




First Ever Statewide Housing Plan to Help Northern Michigan Families and Businesses

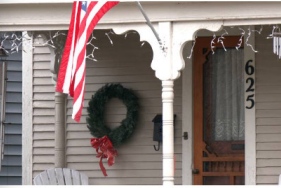


TCHousing...

ng1... (Zachariah Wheaton)



essWinter... (Zachariah Wheaton)



ng2... (Zachariah Wheaton)

ousing is on the way to Michigan after a slew of bills Tuesday.

or Gretchen Whitmer signed a number of bills as the state's first ever statewide housing plan. The in seeks to add thousands of housing units in the id make housing more affordable.

ective Director of Housing North, Yarrow Brown, y've been anticipating the housing plan for over a year.

"I think we all know we're in a housing crisis, if not an emergency in some parts of our region," Brown states. "This is an excellent opportunity to bring more tools to our region for housing."

The series of bills come as Northern Michigan businesses struggle to find housing for employees. The President of the Charlevoix Area Chamber of Commerce, Sarah Van Horn, says the number of seasonal and second homes has made the hunt for housing even more challenging, and has even resulted in at least one business closing its doors.

"We're trying to get more people here. We're a small area,


CRAIN'S DETROIT BUSINESS  
 Newsletters Good Afternoon, Jim

NOTABLE LEADERS NOMINATE NOW

The Conversation

### State housing exec focuses on first-time buyers, rejuvenating neighborhoods

By Nick Manes



Mary Townley is director of homeownership for the Michigan State Housing Development Authority.

February 14, 2023 08:01 AM

The Michigan State Housing Development Authority is on the frontlines of the state's efforts to add more housing supply, from urban centers like Detroit and Grand Rapids to rural parts of the Upper Peninsula and in the far southwest corner of the state.

Increasing homeownership is a key part of those efforts, said Mary Townley, who as director of homeownership heads up MSHDA's efforts around helping buy homes. The program works with banks and other mortgage lenders and offers down payment assistance on homes priced up to \$224,500.

- How have MSHDA's homeownership programs fared during this real estate cycle, starting with the COVID-19 pandemic in the spring of 2020?

When COVID hit back in 2020, the immediate effects of it were everybody was at a halt for a good three to six months. Realtors couldn't show homes, lenders were all working from home and couldn't meet with clients. So it was just kind of a, "Let's put a pause on things and figure

## MEDIA RELATIONS

DBUSINESS

Home > Daily News


Daily News

### DBusiness Daily Update: Grand Hotel on Mackinac Island Makes Top 25 Historic Film Hotels List, and More

Our roundup of the latest news from metro Detroit and Michigan businesses as well as announcements from government agencies. To share a business or nonprofit story, please send us a message.

By **Tim Keenan and RJ King** - March 15, 2023

Facebook Twitter Pinterest +



The Grand Hotel's role in "Somewhere in Time" lands it on the list of Top 25 Historic Hotels of America in Film and Television History. // Photo courtesy of Grand Hotel

Our roundup of the latest news from metro Detroit and Michigan businesses as well as announcements from government agencies. To share a business or nonprofit story, please send us a message.

#### Grand Hotel on Mackinac Island Makes Top 25 Historic Film Hotels List

The Grand Hotel on Mackinac Island has landed on the list of the Top 25 Historic Hotels of America in Film and Television History, released by Historic Hotels of America, an official program of the National Trust for Historic Preservation.


m LIVE

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NEWS

### Michigan homes for sale increasing as new builds stall

Updated: Mar. 15, 2023, 1:50 p.m. | Published: Mar. 15, 2023, 1:43 p.m.



Inventory of Homes for Sale increased by 15.1% from 12,188 in February 2022 to 14,027 in 2023. Pictured is housing construction at the Elmbrook Golf Course in Traverse City on Monday, Aug. 22, 2022. (Kaytie Boomer | MLive.com) Kaytie Boomer | MLive.com

Facebook Twitter Bookmark Print

By **Lindsay Moore** | [lmoore@mlive.com](mailto:lmoore@mlive.com)

Michigan's housing inventory saw a significant increase in February, marking some good news for buyers amid the tight crunch of mortgage rates.

February data from Realtor.com, a Michigan real estate data company covering the lower peninsula, saw a positive spike in inventory. Year-over-year homes for sale in Michigan increased by 15.1% from 12,188 to 14,027.

This pushed the state's months-supply of inventory from 1.1 to 1.5, compared to last February. This inches the housing market closer to industry standard of four


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PUBLIC INTEREST

### Another \$50M injected into Michigan's 'Missing Middle' housing grant program

Updated: Mar. 27, 2023, 2:25 p.m. | Published: Mar. 27, 2023, 1:23 p.m.



The state's Missing Middle housing program is adding \$50 million for its second funding phase to entice developers to increase Michigan's housing stock. Pictured: the construction of a housing building on LaFrainer Road in Traverse City on Monday, Aug. 22, 2022. (Kaytie Boomer | MLive.com) Kaytie Boomer | MLive.com

Facebook Twitter Bookmark Print

By **Lindsay Moore** | [lmoore@mlive.com](mailto:lmoore@mlive.com)

The state folded an additional \$50 million into Michigan's housing grant program, Missing Middle, to entice developers to increase the state's housing stock.

The **Missing Middle** program offsets construction costs for developers investing in, constructing, or substantially rehabbing properties in Michigan. Eligible properties will target residents with household incomes between 185% and 300% of the Federal Poverty Guidelines. For a family of four that range would

## SOCIAL POSTS

**Michigan State Housing Development Authority** ✓  
 May 4, 2022 · 🌐

We're proud to launch Michigan's first-ever Statewide Housing Plan with our partners across the state. This plan lays the foundation for affordable, attainable, and accessible housing for all Michiganders. Check out the overview at [Michigan.gov/HousingPlan!](https://Michigan.gov/HousingPlan!)

**MICHIGAN'S FIRST FIVE-YEAR STATEWIDE HOUSING PLAN**

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**HOUSING PLAN**

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👍❤️ 212      65 💬 119 ➦

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## SOCIAL VIDEO

**Michigan State Housing Development Authority** ✓  
 March 31 · 🌐

Everyone deserves safe, decent, affordable housing, yet too many families are struggling to afford basic necessities. We're working to change that!

Discover how we're collaborating with community partners across the state to reduce barriers to affordable housing as part of the Statewide Housing Plan: <https://bit.ly/3ZqSC3z>.

**BUILDING A SUCCESSFUL HOUSING ECOSYSTEM**

— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍 4      2 shares

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## SOCIAL VIDEO

**Michigan State Housing Development Authority** ✓  
 April 24 at 1:34 PM · 🌐

Everyone has the right to choose where they want to live without facing discrimination—this Fair Housing Month and beyond.

MSHDA outlines goals to increase fair housing education, reduce fair housing violations and more in Michigan's Statewide Housing Plan. Additional localized resources can be found here: <https://bit.ly/3FqPiqg>

**KNOW YOUR FAIR HOUSING RIGHTS**

— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍 33      3 comments 39 shares

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**MSHDA** @MSHDA · Jan 6      ...

The Michigan Statewide Housing Plan is working toward a healthier, safer, and more affordable state of housing.

See how the plan is making this possible: [bit.ly/3AUc4Mc](https://bit.ly/3AUc4Mc).

**STRIVING TO REDUCE THE EQUITY GAPS**

👁️ 3      ❤️ 4      📊 942      🔄

**Michigan State Housing Development Authority** ✓  
 September 22, 2022 · 🌐

1.5 million Michigan households struggle to afford the basic necessities of housing, child care, food, and more.

The Michigan Statewide Housing Plan is designed to combat that statistic for healthier, safer, and more affordable housing in the state: <https://bit.ly/3AUc4Mc>.

**HOUSING IS ESSENTIAL**

— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍 44      3 shares

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**Michigan State Housing Development Authority** ✓  
 October 26, 2022 · 🌐

The Statewide Housing Plan is designed to identify the root causes of housing issues and address them equitably, inclusively, and in a way that best leverages every available resource. It's working to eliminate these issues for all Michiganders.

Find out more about the plan: <https://bit.ly/3AUc4Mc>

**ADDRESSING HOUSING ISSUES**

— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍 3      2 comments 1 share

👍 Like      💬 Comment      ➦ Share

Michigan State Housing Development Authority (MSHDA)  
 Michigan Launches First Statewide Housing Plan  
 Communications: Integrated Campaign



SOCIAL POSTS

**Michigan State Housing Development Authority**  
 March 7 · 🌐

In 15 regions across the state, Regional Housing Partnership organizations are creating localized action plans to align Michigan's Statewide Housing Plan to the needs of their communities.

Join MSHDA and Housing North on March 13 from 1 to 4:30 p.m. at Kirkbride Hall in Traverse City for a lively discussion on affordable housing. For a full list of event dates: <http://bit.ly/3kOuW9R>

**REGIONAL HOUSING PARTNERSHIP EVENTS**  
 COMING TO A COMMUNITY NEAR YOU

— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍❤️ 9      3 ➦

Like      Comment      Share

**Michigan State Housing Development Authority**  
 April 14, 2022 · 🌐

MSHDA believes housing is the cornerstone of thriving communities and every person deserves safe, affordable, and quality housing. However, too many families are struggling to afford basic necessities. That's why MSHDA is spearheading a statewide strategic planning effort to create Michigan's first five-year statewide housing plan: <https://bit.ly/37LkzNg>

**38%**  
 OF MICHIGAN HOUSEHOLDS  
 STRUGGLE TO AFFORD BASIC NECESSITIES

👍❤️ You and 6 others

Like      Comment      Share

**Michigan State Housing Development Authority**  
 July 26, 2022 · 🌐

Everyone deserves a safe, affordable, and quality place to call home.

Michigan's Statewide Housing Plan will help identify the causes of this and other housing issues and what must be done to address them equitably, inclusively, and in a way that best leverages all available resources.

Learn more about the plan: <https://bit.ly/37LkzNg>

5 STATEWIDE HOUSING TARGETS  
 37 GOALS  
 143 STRATEGIES  
 1 PLAN

👍 3      1 💬 1 ➦

Like      Comment

**Michigan State Housing Development Authority**  
 August 9, 2022 · 🌐

50% of Michigan renters and 25% of homeowners pay too much for housing. The Statewide Housing Plan works to identify the causes of housing issues and address them equitably, inclusively, and by leveraging all available resources.

Learn more about the plan: <https://bit.ly/3AUC4Mc>

**1.5 MILLION**  
 MICHIGAN HOUSEHOLDS  
 STRUGGLE TO AFFORD BASIC NECESSITIES

— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍 Donna McGuire      5 shares

Like      Comment      Share

**Michigan State Housing Development Authority**  
 July 28, 2022 · 🌐

The Statewide Housing Plan is aiming to eliminate this housing issue for Michigan residents. MSHDA's session at the Mackinac Policy Conference shared details about the plan and how it will work towards giving Michiganders what they deserve: safe, decent, and affordable housing.

Read more: <https://bit.ly/3xkj6rE>

**HOUSING IS ESSENTIAL**  
 TO CREATING COMMUNITIES  
 AND THRIVING FAMILIES

👍❤️ 8      1 share

Like      Comment      Share

**Michigan State Housing Development Authority**  
 November 21, 2022 · 🌐

Michigan's Statewide Housing Plan is bringing all three to the mitten. The plan is designed to combat housing inequality and work towards a healthier, safer, and more affordable state of housing.

Read on: <https://bit.ly/3AUC4Mc>

**GROWTH, PROSPERITY,  
 AND OPPORTUNITY  
 FOR MICHIGAN**


— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

👍❤️ 3      2 shares

Like      Comment      Share


## SOCIAL VIDEO

### REGIONAL HOUSING PARTNERSHIP MEETINGS VIDEO

 Michigan State Housing Development Authority ✓  
 April 25 at 1:45 PM · 🌐

It was great collaborating with community partners and housing advocates from around the state at MSHDA's Regional Housing Partnership Meetings.

We're eager to continue putting plans from the Statewide Housing Plan into action.



MICHIGAN.GOV  
 RHP Learn more

👍 35 14 5 ↗

👍 Like 💬 Comment



### STATEWIDE HOUSING PLAN VIDEO

 Michigan State Housing Development Authority ✓  
 February 23 · 🌐

Communities of color routinely face hardships when it comes to housing.

The Michigan Statewide Housing Plan takes a targeted approach to recognizing racial disparities and includes actionable steps to make housing more equitable for every Michigander.

See how: <https://bit.ly/3ZqSC3z>



👍🤔 4 34 shares

👍 Like 💬 Comment ↗ Share

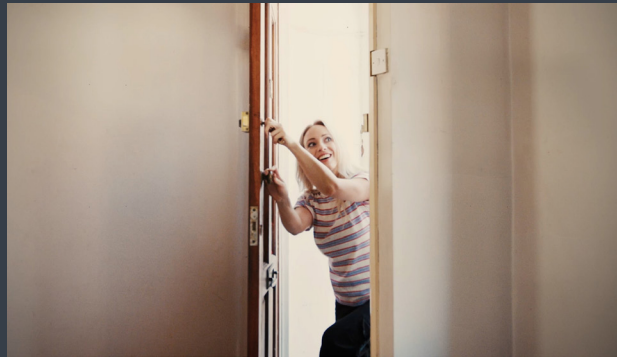


## VIDEO (PRE-ROLL)

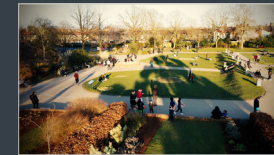
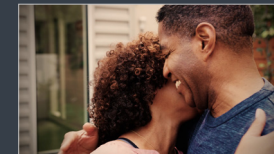
MISHP PEOPLE :30 VIDEO



MISHP FRONT DOOR :30 VIDEO



MISHP MOMENTS :30 VIDEO



## ONLINE BANNERS



— MICHIGAN STATEWIDE —  
**HOUSING PLAN**

# Regional Housing Partnership Kick-Off

Join the State of Michigan to learn about the role your region can play in the implementation of Michigan's first Statewide Housing Plan (Plan). Participate in a facilitated work session to start laying the groundwork for the formation of a formal Regional Housing Partnership (RHP), and learn how this regional collaborative process can support the advancement of the Plan.

**Who Should Attend**  
Municipalities, Developers, Land Banks, Community Development Organizations, Service Providers, Businesses, and Community Stakeholders

**Monday, March 13**  
**1 – 4:30 p.m.**

Kirkbride Hall - The Village at Grand Traverse Commons  
700 Cottageview Drive, Traverse City, MI 49684

**REGISTER**

  If you require a reasonable accommodation to participate, please contact MSHDA at 517-241-4322 or ward10@michigan.gov

**MSHDA**  
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY



**State of Michigan Housing**  
*Regional Roadshows*