

More Than a Home

North Carolina Housing Finance Agency

Communications: Annual Report

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Insights and Analysis

The year 2022 was a year of substantial change worldwide. The ongoing affordable housing shortage exacerbated by the impact of inflation and changes in the global economy left few affordable options for thousands of North Carolinians. For the NC Housing Finance Agency, this economic climate provided a unique opportunity to illustrate the importance of housing investments in telling our 2022 story.

The most recent elections in North Carolina resulted in a decrease in the average age of lawmakers within the General Assembly. Over the past few years, we have determined that our lawmakers have a strong preference for impactful and concise digital communications. To that end, we created a microsite emphasizing interactivity, intuitive design and quick-hitting information as the key to maintaining audience engagement and sharing the Agency's story of success as we worked to help North Carolinians. To accompany and promote this microsite, we elected to design a two-sided postcard that showcased our up-to-date numbers and invited recipients to visit the microsite with a QR code to provide a physical example of our work for use during legislative visits, and to mail out to partners to encourage the use of the microsite.

Objective

With More Than a Home, our objective for the 2022 report was to create an attractive, thought-provoking, interactive online platform to engage our target audience, securing visits from 25% of our normal print audience in the first month after launch. This digital report would be accompanied and complemented by an abbreviated print piece that would serve to drive traffic to the microsite but also provide a brief overview of Agency activities over the course of the year.

Campaign Tactics

The following strategies were employed to build the microsite, create collateral and enhance user engagement:

- Produce an attention-grabbing two-sided postcard with impactful numbers and graphics that would cost less to produce and mail than previous outreach methods, but further engage our audience.
- Focus on accomplishments and share real stories of impact.
- Use interactive maps, icons, graphics and animations to share data and create a cohesive visual experience.
- Incorporate calls to action to invite the audience to move forward.
- Utilize a strategy centered on accessibility for mobile devices, as much of our audience utilizes our information while on the go.

Implementation

More Than a Home is a collaboration between the NC Housing Finance Agency; which crafted the content, produced the interactive maps and provided photos and testimonials; and Brasco Marketing, a Raleigh firm that built out the digital experience and designed the postcard. We chose the title More Than a Home to illustrate the crucial impact of housing affordability on every aspect of life for North Carolinians. Graphics and icons denote accomplishments, an interactive map showcases Agency investments statewide and photos and testimonials from real people who live in homes financed by our investments turn what could have been dry and informational into a self-led tour of the remarkable impact of affordable housing across the state.

As users navigate the site, various calls to action lead them to standalone pieces on our website that complement and supplement our central message. The audience is greeted with an interactive map at the very beginning, allowing them to take charge of their experience and see the impacts on a state and county level. Further, *Affordable Housing Benefits* reports link housing to better social determinants, while *Program Impact* reports drill down into our main housing activities with additional facts, numbers and research. These accompanying pieces were developed in-house as a partnership between the business intelligence, policy and research and public relations and marketing arms of the Research, Information and Marketing Strategies business group.

The platform's success depended on its public launch, and with so much of our audience seeking quick-hitting information and an interactive experience, we knew we had to rely heavily on our digital strategy to get the outcomes we needed. We mailed the postcard when the site went live with a call to action to learn more at 2022.HousingBuildsNC.com. An eblast promoted the microsite and the collateral *Affordable Housing Benefits* and *Program Impacts* reports, newsletters further promoted the digital experience and a social media campaign rounded out the launch. Cost for development of the microsite, video, design, printing and mailing of the print piece was \$12,827.82.

Evaluation and Results

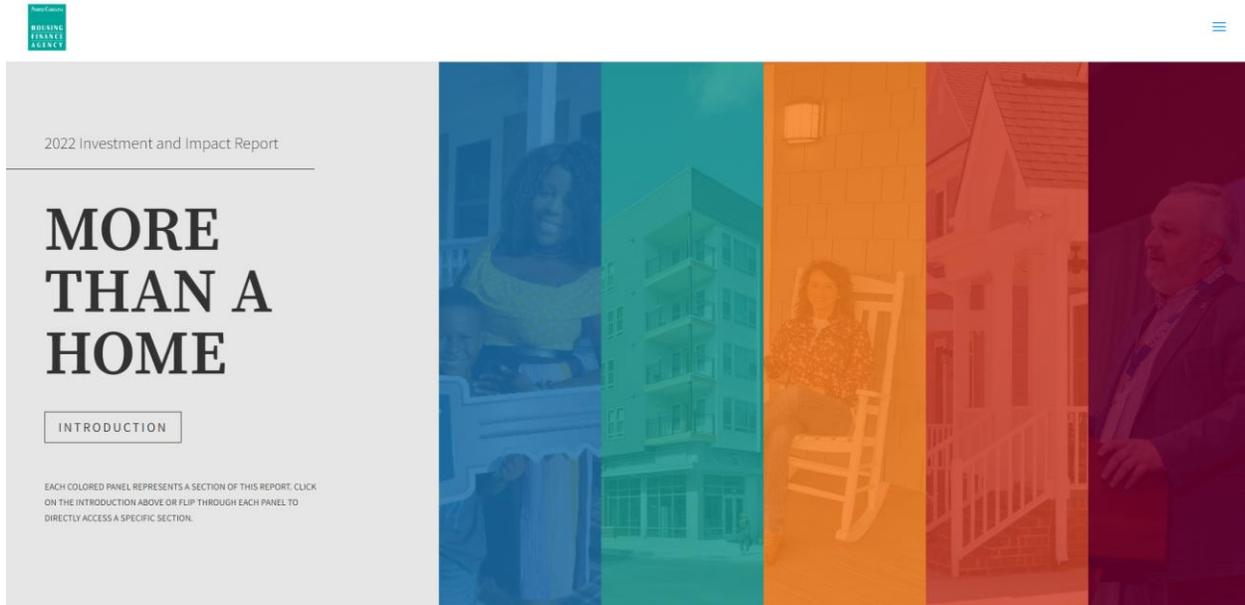
The success of More Than a Home far surpassed the goals that we set from the outset of the project. In just the first month after More Than a Home launched, 466 users visited the site. This engagement surpassed our goal, with site visitors representing almost half of our print audience. These users interacted with our microsite, engaged with the interactive map feature, utilized our calls to action and dove deeper into the presented information utilizing the *Affordable Housing Benefits* and *Program Impact* reports. More Than a Home provided a multi-faceted platform to connect with our evolving audience and raise awareness about our impact that may foster increased housing investments for North Carolina and its citizens. We believe our success can and should be replicated by other state agencies and can provide necessary positive outcomes for organizations nationwide.

Additional Materials/Visual Aids

Visual Aids

The Microsite: 2022.HousingBuildsNC.com

Examples of pages below:



All numbers are based on Agency program counts and value tabulations, with economic impacts assessed using the Bureau of Economic Analysis RIMS II Model.

MORTGAGE PRODUCTS

COMMUNITY PROGRAMS

REHAB & REPAIR

FORECLOSURE PREVENTION



Family Moves into Dream Home

Kaitlyn in Garner was able to move her family of four into their dream home thanks to help from the NC Home Advantage suite of mortgage products.

“We have two little kids, two years and six months, and we knew we would love more space than our apartment offered, a yard for our kiddos to run around in, as well as a place to host local college student gatherings. However, we knew that with our limited income, we were priced out of most areas surrounding Raleigh. We are so grateful for the boost we received to make buying a home a reality. Our family has been in our home for a week and we are loving it. Our son is already chasing his dad around the backyard, ‘helping’ him rake leaves. We are unpacking while shaking our heads and saying to each other that we still can’t believe it happened.”

IN 2022...



The NC Home Advantage Mortgage™ provided **2,550 home buyers** with the affordable mortgage option they needed to purchase a home they can afford for the long term.



The NC 1st Home Advantage Down Payment provided \$8,000 in forgivable down payment assistance to **1,890 first-time home buyers and military veterans in North Carolina**. For many, \$8,000 was the boost they needed to get over the down payment hurdle.



The NC Home Advantage Tax Credit helped **650 homeowners** more easily afford their mortgage by putting more money back into their pockets at tax time. This Mortgage Credit Certificate helps buyers afford their home for the life of the mortgage, providing decades of financial help for first-time buyers and military veterans.

AFFORDABLE MORTGAGE PRODUCTS IMPACT



In 2022, the NC Housing Finance Agency's investments created more than four walls and a roof for thousands of North Carolinians. Federal, state and local funding administered by the Agency sustained communities, expanded affordable housing options and created opportunities for North Carolina citizens to find a home that they can afford.

In a year that highlighted the significant challenges of housing affordability in North Carolina due to a nationwide economic downturn and continuing effects of the global pandemic, Agency investments made a difference in the lives of North Carolinians. We are grateful for our partners statewide who helped fuel affordable housing development and growth and help make our housing more than a home for thousands of citizens.

Learn more about how the NC Housing Finance Agency provided more than a home for North Carolinians through our interactive online report at:

2022.HousingBuildsNC.com

J. Adam Abram, *Chair*
 Scott Farmer, *Executive Director*



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Affordable Housing Benefits Reports

AFFORDABLE HOUSING BENEFITS

EDUCATION

- Boosts health and well-being
- Boosts academic achievement and performance
- Decreases absenteeism and behavioral challenges

HEALTH

- Decreases overall health expenditures
- Decreases use of public dollars

ECONOMY

- Boosts local revenue and jobs
- Decreases crime rates

CHILDREN

- Boosts social cohesion
- Boosts academic achievement
- Decreases risks to mental and physical health

EDUCATION

- Stable, affordable quality housing is positively associated with increased graduation rates and test scores.
- Students experiencing crowding or homelessness have lower educational attainment and are less likely to graduate.
- Students with safe and stable housing have decreased risks of absenteeism, disciplinary action and behavioral problems.

Sources: Urban Institute, Shimberg Center for Housing Studies, MacArthur Foundation

North Carolina
HOUSING FINANCE AGENCY

www.housing@dhdfnc.com
1-800-393-0988 or 919-877-5700
A self-supporting public agency.

J. Adam Abram, Chair
Scott Farmer, Executive Director

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HEALTH

- Living in affordable housing is associated with a 12% decrease in health care expenses for Medicaid recipients as well as a decrease in emergency department visits.
- Children in households receiving rental assistance are less likely to miss school and have a lower risk of health problems, especially severe health events, than their counterparts in unaffordable or poor-quality housing.
- Access to secure, stable and quality housing is linked to better health and well-being.

Sources: Health Services Research, National Low Income Housing Coalition, Duke University Press, BMC Public Health

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Program Impact Reports

SUPPORTIVE HOUSING

2022 Impacts

2022 Agency investments in supportive housing development will create **143 units** of quality, safe supportive housing for North Carolinians who have low incomes, are living with disabilities or have special housing needs, such as domestic violence survivors, veterans experiencing homelessness or children aging out of foster care.

At least **10%** of rental units financed with Low-Income Housing Tax Credits are dedicated permanent supportive housing for people living with disabilities through the Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services.

Long-Term Results

By providing affordable housing with wraparound services, **permanent supportive housing** has been found to lower public costs by providing alternative housing opportunities instead of homeless shelters, jails and emergency rooms.

One study found that affordable housing coupled with supportive services reduced Medicaid expenses of tenants who are elderly or have disabilities by an average of **\$6,000** per person, per year. Based on this figure, **North Carolina's Targeting Program** could save \$3 in health care costs for every \$1 invested in the Housing Credit.

Residents in supportive housing report higher overall satisfaction with their housing quality, experience increased housing stability, face less risk of eviction or homelessness and are less rent-burdened. People living in supportive housing experience higher rates of family reunification, which helps children return safely and quickly to their families.

Sources: RAND Corporation, Basu et al., 2012; North Carolina Housing Finance Agency, Urban Institute.

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RENTAL ASSISTANCE PARTNERSHIPS

2022 Impacts

The Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services (NCDHHS), sets aside at least 10% of rental apartment units developed with the federal Low-Income Housing Tax Credit for people living with disabilities. Key Rental Assistance pays a portion of monthly rent for tenants living in certain Targeted Units, ensuring households with the lowest incomes can afford rent.

The Transitions to Community Living Voucher (TCLV) provides rental assistance to help people with low incomes and certain disabilities transition out of group homes or other congregate living facilities so they may live independently in the communities of their choice. TCLV is part of a broader program called Transitions to Community Living, a partnership between NCDHHS and the state's network of mental health management organizations.

Long-Term Results

Research shows rental assistance is an effective method to reduce homelessness and housing instability, especially during periods of economic instability such as the COVID-19 pandemic and its following recovery.

Rental assistance for low-income households also generates cost savings for public institutions such as Medicaid, saving taxpayer dollars. The state of Washington saved \$21.5 million in Medicaid over two years by transitioning residents out of institutional settings into community living.

Sources: US Department of Housing and Urban Development; Kim et al., 2017; Washington State Department of Social and Health Services.

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Social Media

North Carolina Housing Finance Agency
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The Agency's 2022 Investment and Impact report is now available online! Visit the website to learn how we made a difference in North Carolina last year.
[#MoreThanAHome http://ow.ly/hqpr50N9Bif](http://ow.ly/hqpr50N9Bif)

2022 Investment and Impact

8,880 homes and apartments financed	\$1.77 billion in real estate value produced
18,400 jobs supported	\$54.4 million in tax revenues generated

www.housingbuilds.com

NC Housing Finance Agency @nchousingbuilds · Mar 7

Agency investments move people into homes and keep them there. To learn more, check out our Investment and Impact report online!
[#MoreThanAHome ow.ly/hJJE50Nabx4](http://ow.ly/hJJE50Nabx4)

2022 Home Buyers

2,550 NC Home Advantage Mortgage™ borrowers	1,890 NC 1st Home Advantage Down Payment borrowers
560 NC Home Advantage Tax Credit recipients	225 Community home ownership program buyers

www.housingbuilds.com

NCHFA
 2,468 followers
 Time ·

Our rental investments provide solid foundations for seniors and working families. Check out our Investment and Impact report online to learn more!
[#MoreThanAHome http://ow.ly/bPB450Nc0GQ](http://ow.ly/bPB450Nc0GQ)

2022 Rental Investments

4,600 units produced	\$1.04 billion in property financed
15,700 jobs supported	\$46.4 million in tax revenues generated

www.housingbuilds.com

2022 Supportive Housing

6 developments awarded

143 units produced

200 jobs supported

\$660,000 in tax revenues generated

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Eblast

[View this email in your browser](#)



More Than a Home

2022 Investment and Impact Report

The North Carolina Housing Finance Agency finances more than just homes—our investments provide opportunities, options and solid foundations for North Carolinians to build their lives. Since the Agency was created, it has leveraged public funds with private dollars to finance **183,420** homes and **121,290** apartments. We have also preserved **33,460** homes and created **5,700** homes for people with special needs.

Our work in 2022 was profound. We financed **8,880** homes and apartments, produced **\$1.77 billion** in real estate, supported **18,400** jobs and generated **\$64.4 million** in tax revenues. To learn more about the impact of our 2022 investments, check out our 2022 Investment and Impact report online!

[2022 Investment and Impact Report](#)

Home Ownership in 2022

- 2,660 NC Home Advantage Mortgage™ borrowers
- 1,890 NC 1st Home Advantage Down Payment borrowers
- 860 NC Home Advantage Tax Credit recipients
- 226 community home ownership program buyers



Rental Investments in 2022

- 4,800 units produced
- \$1.04 billion in property financed
- 16,700 jobs supported
- \$46.4 million in tax revenues generated



Supportive Housing in 2022

- 8 supportive housing developments awarded
- 143 units produced
- 200 jobs supported
- \$2 million in tax revenues generated



Housing Trust Fund in 2022

- 890 homes and apartments financed
- 880 jobs supported
- \$2 million in tax revenues generated



Partners in 2022

- 1,460 apartment owners and managers
- 113 for-profit developers
- 138 lending institutions
- 101 local governments
- 172 nonprofit organizations
- 1,000 loan officers
- 89 lenders
- 800+ real estate agents

