

Creating a Blueprint: The Oklahoma Housing Stability Program

Oklahoma Housing Finance Agency
Communications: Integrated Campaign

HFA Staff Contact

Holley Mangham

holley.mangham@ohfa.org

HFA: **Oklahoma Housing Finance Agency**
CATEGORY: **Communications**
SUBCATEGORY: **Integrated Campaign**
ENTRY: **Creating a Blueprint: The Oklahoma Housing Stability Program**

In response to a critical need for housing across the state, the Oklahoma State Legislature passed legislation entrusting the Oklahoma Housing Finance Agency with the administration of a brand-new program called the Oklahoma Housing Stability Program (HSP). This \$215 million allocation represents the State of Oklahoma's largest-ever investment toward housing. This program is *innovative* for our state and for OHFA. The communications campaign could be *replicated* by other HFAs seeking public input and awareness.

Background

After becoming law June 2, 2023, the program became effective July 1. OHFA staff members jumped into action to garner public input to create the HSP from scratch. While basic parameters were scripted from the legislation, the nuts and bolts of the program needed to be created. OHFA received input from the public from June to December 2023. Staff members formulated details and finetuned the specifics. Ample feedback sent us back to the drawing board at times, as we worked to create a program that would be most beneficial. Emergency rules were sent to the Office of the Governor in December. These rules were signed January 25, 2024. The development application period began the following Monday.

This entry covers communications endeavors related to generating interest in the public input process and subsequent requests for development applications. All communications endeavors were spearheaded internally. OHFA did not contract with any external agencies to meet objectives. The implementation costs have been minimal.

Communication Strategy:

OHFA spearheaded an internally driven communication campaign, engaging diverse stakeholders with minimal implementation costs. Key to the success of this effort was OHFA's focus on:

- Raising awareness of the Housing Stability Program's availability.
- Facilitating robust public engagement to gather feedback, ensuring inclusivity in program design.
- Promoting and driving development applications to maximize participation.

Communications endeavors featured clear calls to action such as “We Want Your Feedback” and “Help Create the Blueprint.” When applicable, imagery of homes under construction and housing blueprints were utilized.

Target Audiences

OHFA strategically targeted housing builders, developers, Realtors, mortgage lenders, housing stakeholders, providers, and elected officials to ensure broad representation and input.

HFA: **Oklahoma Housing Finance Agency**
CATEGORY: **Communications**
SUBCATEGORY: **Integrated Campaign**
ENTRY: **Creating a Blueprint: The Oklahoma Housing Stability Program**

Key Messages During the Public Input Phase

Emphasizing both the program’s newness and the need for public input, we utilized the phrase “**help create the blueprint for the Oklahoma Housing Stability Program.**” Public input served as the driver for developing program rules, procedures, and parameters. OHFA embarked on a statewide tour from June to December 2023, holding six public input sessions in rural and urban areas. Two additional input sessions were held via Zoom. **More than 450 individuals attended the in-person events and more than 400 attended the Zoom events.** These sessions were critical in creating an effective, useful program. OHFA utilized integrated campaign tools to encourage attendees and input at these events.

Integrated Communications Tools During the Public Input Phase

During the public input phase, OHFA utilized the following tools:

- Organic social media content
- Boosted social media content
- Emails to targeted contacts
- Regular website updates
- Message board
- Media relations
- Fact sheets

Website

Initially, a [post](#) was created in the News and Announcements section of the website. This served as the initial website home for HSP information. Here, visitors could view draft documents, register for input sessions, download program fact sheets, and watch a recorded Zoom input session. ***This post ranked 18th among all pages on the OHFA website in 2023 despite only being posted in June.***

Media Relations

The Oklahoma Housing Stability Program garnered media attention, given its connection to the Oklahoma State Legislature. OHFA staff members issued press releases and participated in television, radio, and print media interviews.

Social Media

To bolster awareness of the input sessions and to raise awareness of the program, OHFA turned to social media. Invitations to join the conversation at public input sessions or through the online discussion forum were included. As target audiences became aware of the program, they often shared posts and encouraged feedback from their own followers. To help ensure visibility, OHFA allocated a small budget to boosting some of the posts surrounding the program.

HFA: **Oklahoma Housing Finance Agency**
CATEGORY: **Communications**
SUBCATEGORY: **Integrated Campaign**
ENTRY: **Creating a Blueprint: The Oklahoma Housing Stability Program**

Message Board

The [message board](#) created a robust place to collect input regarding the program. Those participating in the forum shared detailed information regarding how they thought the program should be structured. Utilizing this tool offered the back-and-forth exchange of ideas. Visitors offered thorough analysis and input through this forum. It proved to be a vital tool in achieving the goal of obtaining public input. **The forum generated more than 9,000 views and robust conversations covering the program's parameters.**

Targeted Emails

Using GovDelivery, an email titled "OHFA seeks public input regarding the Oklahoma Housing Stability Program" was sent to nearly 10,000 email addresses on OHFA's database on June 8. This email introduced the program and stressed the need for public input. It provided links to the program's draft white paper and to a discussion board. Subsequent emails provided registration links to public input sessions and provided crucial updates regarding the creation of the program. **Each message received an open rate of 35% to 46%.**

Fact Sheets

A suite of fact sheets highlights program parameters. These documents guide discussions and offer an easy way to quickly showcase program highlights. These are located on the website and were utilized across various communications channels.

Development Application Phase

On January 25, 2024, Oklahoma Governor Kevin Stitt signed emergency rules for the program. This signaled the go-ahead to move to the program's next phase of accepting development applications. To entice potential developers, OHFA has emphasized the availability of **0% interest construction loans.**

The webpage ohfa.org/housingstability was launched following word of the Governor's signature. It includes program applications and deadlines. **This page ranks sixth among all pages on the OHFA website,** surpassed only by the OHFA home page, and pages containing information for programs such as the Homeowner Assistance Fund, Housing Choice Voucher, and Down Payment Assistance. Except for the message board. OHFA continues to utilize the same tools as in the public input phase. Once awards are made, we will add an additional layer to our campaign as we highlight future developments and begin to showcase the impact of the program.

HFA: Oklahoma Housing Finance Agency
CATEGORY: Communications
SUBCATEGORY: Integrated Campaign
ENTRY: Creating a Blueprint: The Oklahoma Housing Stability Program

VISUAL AIDS

Website: www.ohfa.org/housingstability

Social Media Posts



June 20 Facebook post linking back to the website



HFA: Oklahoma Housing Finance Agency
CATEGORY: Communications
SUBCATEGORY: Integrated Campaign
ENTRY: Creating a Blueprint: The Oklahoma Housing Stability Program

August 2 Facebook post requesting public input



March 28 post covering the application phase

Social Media Mentions



CAIR Oklahoma created its own infographics to explain the program.

HFA: Oklahoma Housing Finance Agency

CATEGORY: Communications

SUBCATEGORY: Integrated Campaign

ENTRY: Creating a Blueprint: The Oklahoma Housing Stability Program

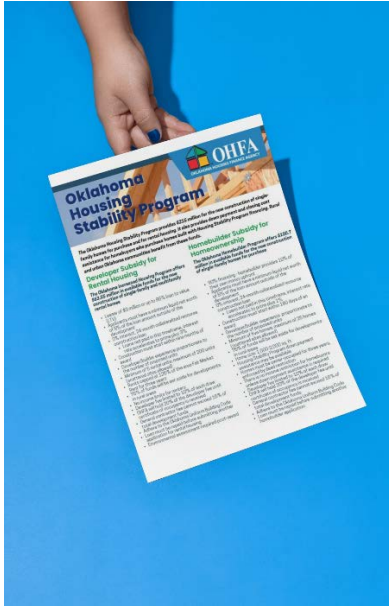


Lt. Gov. Matt Pinnell posted about meeting with OHFA leadership regarding the program.



Senator Julia Kirt encouraged participation in public input

HFA: Oklahoma Housing Finance Agency
CATEGORY: Communications
SUBCATEGORY: Integrated Campaign
ENTRY: Creating a Blueprint: The Oklahoma Housing Stability Program



[Link to Fact Sheets](#)



Oklahoma Housing Finance Agency
News & Updates 

OHFA seeks public input regarding the Oklahoma Housing Stability Program

HB 1031, also known as the Oklahoma Housing Stability Program, became law June 2, with an effective date of July 1. The program provides \$215 million for the new construction of single family homes, multifamily rental housing, and homebuyer down payment and closing cost assistance in rural and urban Oklahoma communities.

Oklahoma Housing Finance Agency, as the administrator of the Oklahoma Housing Stability Program, is soliciting public comment on the program's [draft white paper](#) utilizing this [discussion board](#).

Draft emergency rules will be published on [OHFA's website](#) no later than June 30 and public hearings on the rules will be held on the following dates. Registration information will be sent soon.

July 10 at 1:00 p.m.
Metro Tech Springlake Campus
1900 Springlake Dr.
Oklahoma City, OK 73111

July 11 at 1:00 p.m.
Tulsa - Location To Be Announced

July 12 at 1:00 p.m.
Virtual Zoom Meeting

Please subscribe to receive updates specific to the Oklahoma Housing Stability Program.



Initial email sent June 8 - 36% open rate; 219 clicks to website

HFA: Oklahoma Housing Finance Agency
CATEGORY: Communications
SUBCATEGORY: Integrated Campaign
ENTRY: Creating a Blueprint: The Oklahoma Housing Stability Program

Sample Press Mentions



[KOCO](#) – January 26



[KFOR](#) - January 29

[Gov. Kevin Stitt OKs rules for Oklahoma Housing Development Program \(oklahoman.com\)](#)

[OHFA gets an earful during housing stability session \(nondoc.com\)](#) – July 11