



Housing Drives 2019

Bringing Data to Life

Patricia Amend, Director, Research, Information and Marketing Strategies
Connie Helmlinger, Manager, Public Relations and Marketing

NORTH CAROLINA

HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com



So Much Data, So Little Time

- Prior 2010
 - Abundant Data, without structure and tools
 - Spreadsheets, access databases, manual inputs, no standardization
- 2010 to 2012
 - Line of Business systems maturing, DataMart created, SSRS & SQL Queries
 - Data all in one place and a technical tool to access
- 2012 to 2015
 - Policy hired BI Specialist, DataMart maturing, GIS implemented and Line of Business program rules incorporated into data transfer
 - Data property structured and standardized

Breakthrough

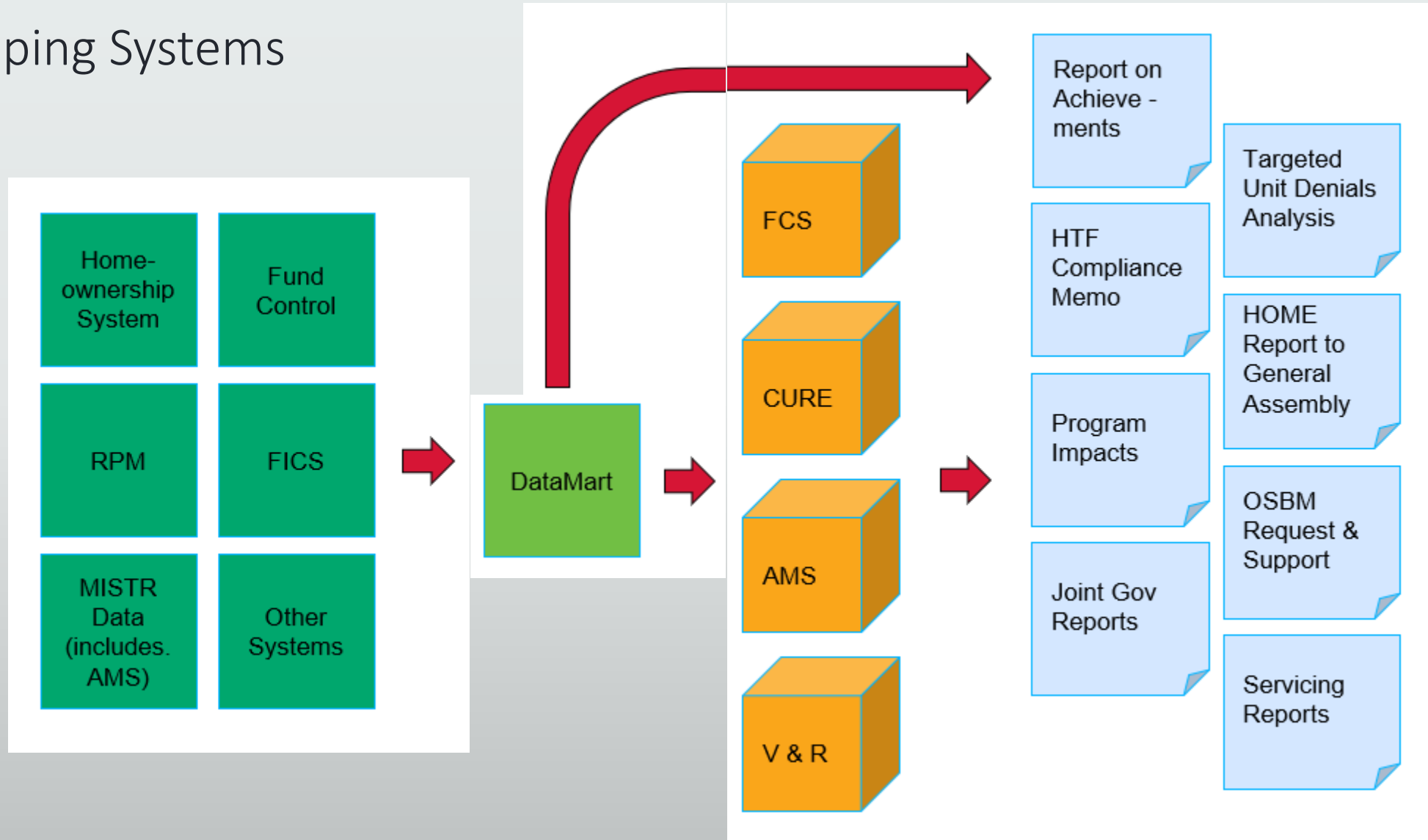
- 2015 to 2017
 - CURE (County Unit Report Experiment) Cube Created!
 - For the first time we could easily slice and dice data

THIS WAS HUGE!!!

- Formed specialized BI business unit augmenting Policy group
- Stable GIS data and maturing abilities to utilize

Cubes

Mapping Systems



Payoff

- 2017 to 2019
 - Skills, software and hardware all in place
 - Added in PolicyMap to replace manual external data gathering
- Moved from just reporting to enhancing:
 - Operational areas
 - E.g. Servicing—decreased number of reports from ~150 to ~40, increased usefulness
 - PR & Marketing support
 - E.g. provide specific impact information for each program activity—posters, microsites
 - Legislative Outreach support
 - E.g. provide information by district or at a glance maps upon request
 - Research & Quality Control
 - E.g. dig deep in to data and compare affordable housing to market housing

Now produce:

- Timely Information
 - Annual Reporting on Achievements (ROA)
 - Benefits of Housing for Education, Health, Economy and Community
 - Program Impact Statements
- Enhanced Research—producing one page white papers
 - Medicaid savings, Benefits of Housing Credit, Benefits of Home Ownership
 - Targeted Unit eviction/denial study, turnover benchmarks, etc.
 - DATAJAM
- Ability to be responsive to new requirements/opportunities
 - Fannie Mae income restrictions, NC Prepaid Health Plans investing in housing, Legislative inquiries

Benefits of Housing Reports

AFFORDABLE HOUSING BENEFITS THE ECONOMY

Building affordable housing supports jobs, encourages upward mobility and puts money into local economies, even after construction is done. Access to affordable housing alleviates the costly burden of homelessness on communities and households, which ultimately strengthens the economy. The North Carolina Housing Finance Agency's home ownership, rental housing and supportive housing investments fuel North Carolina's economic potential.



Creates jobs, draws investment

The Low-Income Housing Tax Credit, the nation's leading producer of affordable rental housing, creates about 200 total jobs per 100 housing units, and leverages \$1



Encourages upward mobility

Stable, affordable housing or owning a home is seen as one of the most important factors for those with lower incomes to achieve a middle class lifestyle.¹ Moreover, research



Returns money to local economies

Affordable housing not only creates jobs during and after construction, it also pumps money into local economies through increased consumer spending. New

AFFORDABLE HOUSING BENEFITS HEALTH

People in stable housing are more likely to have the financial resources to meet health needs and access primary care. This decreases the cost burden for expensive public health services such as emergency room visits. The North Carolina Housing Finance Agency's home ownership, rental housing and supportive housing investments help save public health dollars throughout the state.



Lowers exposure to health threats

Families lacking affordable housing options often live in unsafe and unhealthy housing conditions.¹ Research shows that well-



Reduces health care spending

A study of more than 1,600 individuals found that after people moved into affordable housing, Medicaid costs decreased by 12%



Cuts institutional care costs

Home repair and rehabilitation helps owners who are low-income, elderly or have disabilities remain in their homes rather than entering costly institutional care, such as assisted living facilities. An analysis of the Agency's Urgent Repair Program found that every \$1 invested in home repairs could save up to \$19 in Medicaid costs.¹

AFFORDABLE HOUSING BENEFITS COMMUNITIES

Housing is the foundation of strong communities. Families with stable housing maintain their homes, participate in volunteer and civic activities and form stronger ties with their neighbors. The North Carolina Housing Finance Agency's rental, rehabilitation and home ownership programs improve communities across North Carolina, one family at a time.



Revitalizes distressed communities

Research in 2016 showed that Low-Income Housing Tax Credit developments boosted property values in low- and moderate-income neighborhoods by 6.5% and reduced crime rates.¹ Housing Credit developments have enhanced more than 280 urban and rural communities in North Carolina.²



Builds neighborhood stability

Home ownership often stabilizes home values and encourages property upkeep in surrounding communities. Moreover, those who own rather than rent their homes are more likely to volunteer in their communities and stay in their homes longer.¹ More than 115,000 North Carolinians have become homeowners thanks to the Agency's affordable mortgage products.²



Fosters social cohesion

Safe, well-maintained neighborhoods foster a sense of community and belonging, which promotes positive health outcomes for vulnerable families.¹ Research has shown that low-income families who move to safe, stable neighborhoods expand their social networks and can access greater academic and economic opportunities for their children.²

AFFORDABLE HOUSING BENEFITS EDUCATION

Children who grow up in housing their families can afford have improved behavioral and cognitive health outcomes, better access to high-quality education and higher achievement in school. The North Carolina Housing Finance Agency's home ownership, rental housing and supportive housing investments set families on a path of lifelong success.



Improves child development

Housing quality has a strong, consistent impact on child development.¹ Children who live in safe, sanitary homes have lower risk of emotional, behavioral and cognitive problems, which influence school performance and access to academic and job opportunities as they age.²



Reduces childhood instability

Unstable and unaffordable housing situations can cause frequent moves,¹ harming children's educational outcomes by interfering with instruction and school attendance.² The Agency's rental, home buyer and foreclosure prevention investments can help reduce housing instability.



Boosts child achievement

Adolescents living in poor-quality housing have lower math and reading scores, even after adjusting for parenting and other factors.¹ Children whose parents are homeowners also perform better academically, are more engaged in civic and volunteer activities and are less likely to participate in criminal activity.²

Sources: ¹ National Bureau of Economic Research, ² North Carolina Housing Finance Agency, ³ Housing Policy Debate, ⁴ MacArthur Foundation, ⁵ Neighborhood Effects Research: New Perspectives



R. Gene Davis, Jr., Chair
Scott Farmer, Executive Director

www.nchfa.com
1-800-393-0988 or 919-877-5700

A self-supporting public agency



R. Gene Davis, Jr., Chair
Scott Farmer, Executive Director

www.nchfa.com
1-800-393-0988 or 919-877-5700

A self-supporting public agency



NORTH CAROLINA

HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com



Program Impact Reports

2018 Rental Assistance Partnerships

Immediate Impacts

- The Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services (DHHS), makes 10-20% of rental apartment units developed with the federal Low-Income Housing Tax Credit available, or "targeted," to people with disabilities. Key Rental Assistance pays a portion of monthly rent for tenants living in certain Targeted Units, making these units truly affordable to people living on social security.
- The Transitions to Community Living Voucher (TCLV) provides rent assistance to help eligible people with low incomes and disabilities transition out of group homes or other restrictive settings so that they may live independently in communities of their choice. TCLV is part of a broader program called the Transitions to Community Living Initiative, a partnership between DHHS and the state's network of mental health management organizations.
- The Back@Home program provides short-term services and financial assistance to help individuals and families who were affected by Hurricane Florence and are currently experiencing or at risk of homelessness move into safe, stable housing.

2018 Affordable Mortgage Products

Immediate Impacts

- Financing options offered by the Agency helped 5,890 North Carolinians purchase homes in 2018.
- These home purchases support more than 3,500 jobs statewide.
- These investments boost the housing market and generate more than \$10 million in state and local tax revenue.

Long-Term Outcomes

2018 Rehabilitation and Repair

Immediate Results

- The Agency's rehabilitation investments helped 1,210 low-income veterans, seniors and persons with disabilities remain in their homes.
- These rehab investments will preserve or improve property valued at \$19 million, protecting state and local tax bases.
- Funding is available in all 100 counties. Additional funding was allocated for homeowners affected by Hurricane Matthew and other 2016 natural disasters. At the end of 2018, 470 single-family homes were in the repair pipeline.

Long-Term Outcomes

2018 Affordable Rental Housing

Immediate Impacts

- Rental development funding awarded by the Agency in 2018 will produce 5,690 affordable apartments.
- The construction of these apartments will support approximately 13,500 jobs statewide.
- State and local economies will benefit from an influx of \$39.9 million in tax revenue.

Long-Term Outcomes

2018 Affordable Rental Housing

Immediate Impacts

- Rental development funding awarded by the Agency in 2018 will produce 5,690 affordable apartments.
- The construction of these apartments will support approximately 13,500 jobs statewide.
- State and local economies will benefit from an influx of \$39.9 million in tax revenue.

Long-Term Outcomes

2018 Supportive Housing

Immediate Results

- 2018 Agency investments in supportive housing financed 905 units of quality, safe supportive housing for North Carolinians who are low-income with disabilities or who have special needs, such as survivors of domestic violence, veterans who are homeless or children aging out of foster care.
- Thanks to the Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services, 10-20% of Housing Credit apartments are set aside as permanent supportive housing for people with disabilities.

Long-Term Outcomes

2018 Supportive Housing

Immediate Results

- 2018 Agency investments in supportive housing financed 905 units of quality, safe supportive housing for North Carolinians who are low-income with disabilities or who have special needs, such as survivors of domestic violence, veterans who are homeless or children aging out of foster care.
- Thanks to the Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services, 10-20% of Housing Credit apartments are set aside as permanent supportive housing for people with disabilities.

Long-Term Outcomes

2018 Rehabilitation and Repair

Immediate Results

- The Agency's rehabilitation investments helped 1,210 low-income veterans, seniors and persons with disabilities remain in their homes.
- These rehab investments will preserve or improve property valued at \$19 million, protecting state and local tax bases.
- Funding is available in all 100 counties. Additional funding was allocated for homeowners affected by Hurricane Matthew and other 2016 natural disasters. At the end of 2018, 470 single-family homes were in the repair pipeline.

Long-Term Outcomes

2018 Affordable Rental Housing

Immediate Impacts

- Rental development funding awarded by the Agency in 2018 will produce 5,690 affordable apartments.
- The construction of these apartments will support approximately 13,500 jobs statewide.
- State and local economies will benefit from an influx of \$39.9 million in tax revenue.

Long-Term Outcomes

2018 Affordable Rental Housing

Immediate Impacts

- Rental development funding awarded by the Agency in 2018 will produce 5,690 affordable apartments.
- The construction of these apartments will support approximately 13,500 jobs statewide.
- State and local economies will benefit from an influx of \$39.9 million in tax revenue.

Long-Term Outcomes

2018 Supportive Housing

Immediate Results

- 2018 Agency investments in supportive housing financed 905 units of quality, safe supportive housing for North Carolinians who are low-income with disabilities or who have special needs, such as survivors of domestic violence, veterans who are homeless or children aging out of foster care.
- Thanks to the Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services, 10-20% of Housing Credit apartments are set aside as permanent supportive housing for people with disabilities.

Long-Term Outcomes

2018 Supportive Housing

Immediate Results

- 2018 Agency investments in supportive housing financed 905 units of quality, safe supportive housing for North Carolinians who are low-income with disabilities or who have special needs, such as survivors of domestic violence, veterans who are homeless or children aging out of foster care.
- Thanks to the Targeting Program, a partnership between the Agency and the NC Department of Health and Human Services, 10-20% of Housing Credit apartments are set aside as permanent supportive housing for people with disabilities.

Long-Term Outcomes

2018 Rehabilitation and Repair

Immediate Results

- The Agency's rehabilitation investments helped 1,210 low-income veterans, seniors and persons with disabilities remain in their homes.
- These rehab investments will preserve or improve property valued at \$19 million, protecting state and local tax bases.
- Funding is available in all 100 counties. Additional funding was allocated for homeowners affected by Hurricane Matthew and other 2016 natural disasters. At the end of 2018, 470 single-family homes were in the repair pipeline.

Long-Term Outcomes

Periodic Impact Assessments



The Impacts of Community-based Affordable Homeownership Programs

Each year, the North Carolina Housing Finance Agency's community-based homeownership programs help more than 300 families become homeowners. The impact of these programs extends well beyond home buyer households by stabilizing neighborhoods and driving investment within local communities.

BACKGROUND

Community homeownership programs provide local economic benefits. The Housing Finance Agency offers two community-based homeownership programs (CPLP) and the Self-Help Loan Pool (SHLP). These programs have 4 million in state and local tax revenues. Every \$1 invested in CPLP funds, totaling \$498 million in property value.



Affordable homeownership engagement. Research shows which leads to higher home ownership. Homeownership opportunities of the Agency's local used CPLP and SHLP. Such initiatives bolster additional public and private investments.

IMPACT SNAPSHOT: NORTH CAROLINA

Affordable homeownership is an average, families who purchase Habitat for Humanity homes fund mortgage loans than they did in rent, and every dollar of principal benefiting home buyers, these savings return directly to the local household expenses such as groceries, medical appointments, children's higher math and reading scores, remain in school, and achieve high of which increases their opportunities and earnings later in life.²

Another aspect of the SHLP and CPLP programs that builds financial requirement that home buyers participate in pre-purchase home counseling. This counseling improves participants' credit and utilization rates on mortgage loans; the estimated cost savings attributable to preventing loan defaults comes to about \$1,000 per home buyer. The education and financial benefits that affordable homeownership communities. Compared to renters, homeowners are more likely to know their neighbors.⁴ All this builds for generations, since homeownership boosts up



June 2018



The Impact of the Low-Income Housing Tax Credit in North Carolina

Low-Income Housing Tax Credits fund affordable rental housing for low-income North Carolinians, including working families, seniors, formerly homeless veterans and persons with disabilities. The Housing Credit has far-reaching impacts. With the help of state-funded programs that support it, the credit saves taxpayer dollars and acts as an economic driver, particularly in rural regions of the state.

BACKGROUND

The credit also produces economic and social benefits. In North Carolina, every \$1 in development equity raised through the Housing Credit leverages almost twice as much in additional public and private funds and generates state and local tax revenue. The credit also promotes residents' well-being by offering an affordable alternative to unsafe, overcrowded or otherwise substandard apartments that can contribute to physical and mental illness in children and parents.^{2,3} In fact, the Housing Credit can save taxpayer dollars by reducing expenses that low-income residents incur to public health systems such as Medicaid. Affordable housing can also prevent frequent moves, which improves children's educational outcomes by supporting school attendance.⁴



The Low-Income Housing Tax Credit and Neighborhood Property Values in North Carolina

In both urban and rural North Carolina, affordable rental properties funded through the Low-Income Housing Tax Credit have no effect on the median home values of their communities, showing that local homeowner fears about the impact of affordable housing developments on their property values are unfounded.

BACKGROUND

The Low-Income Housing Tax Credit, a public-private partnership, is the most crucial affordable housing tool in the country. The Housing Credit incentivizes private developers and investors to build apartments that low-income residents, including families, people with disabilities, seniors and formerly homeless veterans, can afford. Without the credit, apartments charging rents affordable to low-income tenants would not generate enough cash flow to be financially feasible.¹

The credit also produces economic and social benefits. In North Carolina, every \$1 in development equity raised through the Housing Credit leverages almost twice as much in additional public and private funds and generates state and local tax revenue. The credit also promotes residents' well-being by offering an affordable alternative to unsafe, overcrowded or otherwise substandard apartments that can contribute to physical and mental illness in children and parents.^{2,3} In fact, the Housing Credit can save taxpayer dollars by reducing expenses that low-income residents incur to public health systems such as Medicaid. Affordable housing can also prevent frequent moves, which improves children's educational outcomes by supporting school attendance.⁴

NEIGHBORHOOD PROPERTY VALUES AND THE HOUSING CREDIT

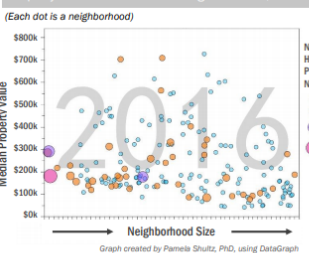
Despite the economic and social benefits of the Housing Credit, some people worry that affordable housing will hurt home values. However, research suggests that this is not the case. One literature review examined 17 research studies and found that 16 of them saw no or mixed positive/negative impacts on neighboring property values from affordable housing.⁵ Another recent study found that Housing Credit developments in low-income neighborhoods actually increased surrounding home prices by 6.5 percent.⁷

Unfortunately, very little research exists on the Housing Credit's property value impacts in North Carolina. To fill this gap, we examined monthly median property value data from Zillow, which provided viable data sets for 181 urban neighborhoods and 24 small rural towns across the state to determine whether the presence of Housing Credit apartments has any link to property values of surrounding homes.⁸

Our analysis found no evidence that Housing Credit developments impact neighborhood home values in North Carolina communities. The graph to the right exemplifies this finding. The distribution of median property values for neighborhoods with Housing Credit properties (orange, purple and pink dots) generally matches that of neighborhoods with no Housing Credit properties (blue dots).

While this graph only shows median property values for 2016, the trend persists over time.

Property values in metro N.C. neighborhoods, 2016⁸



May 2018

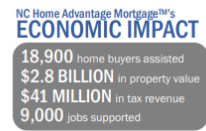


Affordable Mortgage Products: Engines of Upward Mobility

The North Carolina Housing Finance Agency's mortgage products help first-time home buyers, working families, and other lower-income North Carolinians purchase affordable homes in quality neighborhoods. This opportunity launches buyers toward long-term financial security, which can pass on to their children.

BACKGROUND

Specialized mortgage products such as the NC Home Advantage Mortgage™ help lower-income families build wealth.



Urgent Home Repair: Quality of Life and Cost Impacts

This brief describes the individual and statewide impacts of the North Carolina Housing Finance Agency's Urgent Repair Program, which funds home repairs for low-income households with special needs, such as the elderly, persons with disabilities or veterans.

BACKGROUND

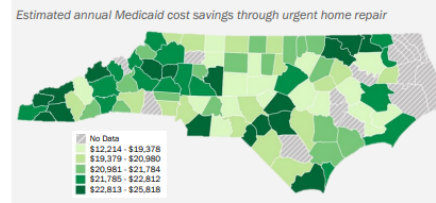
Low-income elderly and disabled homeowners face serious housing challenges. For seniors, the physical and financial burdens of home maintenance can be overwhelming; more than a third of adults over age 50 are housing cost-burdened, meaning they pay more than 30% of their monthly income in housing expenses.² Furthermore, most homes are not designed for people with mobility or dexterity limitations.² As a result, many low-income senior and disabled homeowners are unable to remain in their homes and must enter institutional care.

Institutional care comes at a high price. The nation's cost of living in a long-term care facility averages between \$41,000 and \$85,000 per year; in-home care costs about \$30,000 per year, producing annual savings of at least \$10,000.³ These savings not only benefit senior and disabled homeowners, but taxpayers at large. When seniors enter institutional care, much of the cost is paid through Medicaid (40%), Medicare Post-Acute Care (23%) and other public sources (3%).⁴ Medicaid also funds in-home services, but at a third of the cost of nursing home care.⁵

The Urgent Repair Program (URP) aims to help low-income homeowners with special needs remain in their homes safely and affordably by funding repairs to fix conditions that threaten life and safety. The North Carolina Housing Finance Agency administers URP funds through local government and nonprofit partners who approve applicants and oversee the work.

QUALITY OF LIFE IMPACTS & PUBLIC COST SAVINGS

In a survey of homeowners who received URP assistance between 2005 and 2015, 91% reported general satisfaction with the program. Cost/benefit analysis using URP participant survey data and data from Genworth's annual "Cost of Care" survey⁶ revealed that in a best-case scenario in which every URP participant aged in place rather than moving into institutional care, the state of North Carolina would save more than \$550 million over the estimated average remaining lifespan of those individuals. This means that every \$1 of URP funding could save up to \$19 of Medicaid/Medicare spending.



November 2017

FOR FAMILIES GREATER OPPORTUNITY

Generations. The home is the largest store of wealth for most Americans—earning less than \$50,000 per year, home equity makes up 55-72% of low-income homeowners' net worth. Home ownership is 12 times that of renters with comparable income. Other benefits of homeownership accrue to future generations, other benefits of homeownership accrue to future generations, other benefits of homeownership accrue to future generations, other benefits of homeownership accrue to future generations.



People with lower and middle incomes (\$20,000-\$60,000) are between 1.7 and 2.2 times more likely to own homes by age 40 if their parents owned homes.

(Chacón, 2016)



A self-supporting public agency. HousingBuildsNC.com



Program Matrix

Affordable Housing is Our Business

Housing investments transform North Carolina.

A self-supporting public agency, the North Carolina Housing Finance Agency leverages state and federal resources with private funds to finance \$2 billion in real estate activity annually—meeting critical housing needs and putting North Carolinians to work in communities statewide.

The Agency is a nationally recognized leader in creating affordable housing opportunities for families, workers, seniors, veterans and persons with disabilities. By employing public-private partnerships, we maximize state and federal resources with capital, ideas and know-how from hundreds of partners each year.

The Agency provides financing through the sale of tax-exempt bonds and mortgage-backed securities and using federal tax credit programs, the federal HOME Program, the state Housing Trust Fund and other federal and state programs.

Using these resources and its own earnings, the Agency:

-  Offers low-cost mortgages, down payment assistance and Mortgage Credit Certificates for qualified buyers.
-  Finances affordable homes and apartments developed by local governments, nonprofits and private developers.
-  Finances the development of supportive housing.
-  Finances the rehabilitation of substandard owner-occupied homes to prevent displacement.
-  Provides foreclosure prevention services in partnership with housing counseling agencies.
-  Administers rent assistance contracts (including Section 8, the Transitions to Community Living Voucher and Key Rental Assistance) for 31,500 privately owned apartments.

Good housing for North Carolinians. Good Business for North Carolina.



RESEARCH & EDUCATION

Policy and Research

The Agency tracks housing needs and market conditions, monitors state and national housing research and policy and reports on the impact of affordable housing investments on citizens, communities and the state and local economies.

The Agency also supports the state's 5-Year Consolidated Plan, a housing and community development plan that provides details about the state's housing needs and conditions, identifies resources and establishes one- and five-year investment strategies to meet priority needs. Learn more at www.ncfha.com/about-us/research-reporting-and-policy.

Education and Training

To ensure that partners are well-versed in our programs, the Agency offers extensive education and training opportunities:

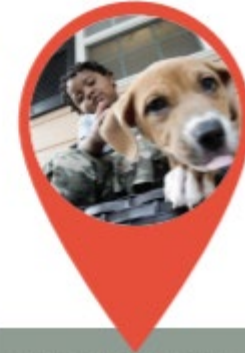
Housing Tax Credit Compliance Training Program includes compliance 101 to teach compliance basics and Advanced Compliance to learn on more complex topics.

Lender and real estate agent trainings are offered statewide on the NC Home Advantage Mortgage™ and its down payment assistance products as well as on the NC Home Advantage Tax Credit. Real estate agents who take these courses earn CE credits and are listed as preferred agents on the Agency website. Participating lenders, who are approved by our Agency, are able to stay up to date on program changes with the trainings.

Supportive Housing Compliance Training Program explains eligibility, maintaining compliance and maintaining the condition of the property.

Housing and Reasonable Accommodation Training is offered for rental owners, property managers and community service providers.

More information on these classes can be found at www.ncfha.com/events.



A 15-member **Board of Directors** oversees the NC Housing Finance Agency, which was created by the General Assembly in 1973. The Governor, the Speaker of the NC House of Representatives and the President Pro Tempore of the NC Senate each appoint four members, who in turn elect the 13th.

The **NC Housing Partnership** sets policy for the use of the NC Housing Trust Fund, created by the General Assembly in 1987. Members are appointed by the Speaker of the NC House of Representatives and the President Pro Tempore of the NC Senate. The Agency administers the Housing Trust Fund.

The **NC Affordable Housing Conference** is held each fall by the NC Housing Finance Agency in partnership with Centrair Community Capital and the NC Housing Coalition. North Carolina's premier affordable housing conference, this event hosts nearly 1,200 housing professionals. Learn more at www.nchousingconference.com.



1-800-393-0988 or 919-877-5700

R. Gene Davis, Jr., Chair
Scott Farmer, Executive Director

A self-supporting public agency

NORTH CAROLINA HOUSING FINANCE AGENCY INVESTMENTS

PROGRAM	TYPE	AUDIENCE	GOAL	ELIGIBLE BENEFICIARIES	FINANCIAL ASSISTANCE*
Self-Help Loan Pool		Self-Help Housing Nonprofits (usually Habitat for Humanity affiliates)	Provides affordable mortgages.	Home buyers earning up to 80% of area median income purchasing a home from loan pool members.	Up to \$25,000 combined with SHLP nonprofit member financing to provide a home, interest-free amortizing loan with a 20-35-year term.
Community Partners Loan Pool		Local Governments and Nonprofits	Provides down payment assistance.	Home buyers earning up to 80% of area median income with sufficient credit purchasing a home through a loan pool member.	Interest-free, deferred second mortgages up to 20% of purchase price when combined with a NC Home Advantage Mortgage™ or up to 10% when combined with a USDA Section 502 loan with term matching first mortgage not to exceed \$30,000. Can be used with other loans.
NC Home Advantage Mortgage™		Home Buyers	Provides affordable mortgage options and forgivable down payment assistance.	First-time and move-up home buyers, including veterans, earning up to \$87,500 with a credit score of 640 or higher and conventional, FHA, USDA or VA eligible first mortgages.	30-year fixed-rate mortgages provided through participating lenders statewide, deferred, forgivable second mortgages of 2% or 5% of first mortgage amount with 15-year term.
NC 1 st Home Advantage Mortgage™		Home Buyers	Provides down payment assistance.	First-time home buyers and veterans (sales price and income limits apply) using the NC Home Advantage Mortgage™.	Deferred, forgivable second mortgages of \$8,000 with 15-year term.
Home Advantage Mortgage Credit		Home Buyers	Provides Mortgage Credit Certificates (MCCs) to increase mortgage affordability.	First-time home buyers and veterans (sales price and income limits apply); must be approved for MCC prior to closing.	Federal tax credit (can be combined with the NC Home Advantage Mortgage™) that reduces federal tax liability by up to 30% of mortgage interest for existing homes or up to 50% of mortgage interest for new construction annually (cannot exceed \$2,000 per year).
Initial Single-Rehabilitation Loan Pool		Local Governments, Nonprofits and Regional Councils	Provides essential and critical home rehabilitation.	Homeowners earning up to 80% of area median income who are elderly, disabled and/or qualified veterans or live in homes with children under 6 exposed to lead.	Assistance offered through local government or nonprofit partners. Provides interest-free, deferred loans to eligible recipients; partners receive at least \$175,000 each and may use up to \$25,000 per unit for construction.
Initial Single-Rehabilitation Pool-Disaster Recovery		Local Governments, Nonprofits and Regional Councils	Provides essential rehabilitations in response to damage from Hurricanes Matthew and Tropical Storms Julie and Hermine.	Homeowners earning up to 100% of area median income whose homes were affected by the named storms in counties listed in the Disaster Recovery Act of 2016.	Assistance offered through local government or nonprofit partners. Provides interest-free, deferred loans to eligible homeowners; partners receive at least \$150,000 each, with the option to apply again once funds are spent, and may use up to \$40,000 per home for rehabilitation.
Emergency Repair Program		Local Governments, Nonprofits and Regional Councils	Provides emergency repairs and modifications to address imminent threats to health or safety.	Homeowners, including veterans, earning up to 50% of area median income who are elderly, disabled and/or have other eligible special needs.	Assistance offered through local government or nonprofit partners. Provides interest-free, deferred loans to eligible recipients; partners receive at least \$100,000 each (if they serve two or more counties), \$50,000 each (if they serve one county), or \$20,000 each (if they serve large entitlement cities) and may use up to \$10,000 per homeowner.
Homeownership Assistance		NC Division of Vocational Rehabilitation and Independent Living Offices	Provides repairs and modifications to improve home accessibility for people with mobility issues.	Homeowners with disabilities, including veterans, earning up to 50% of area median income.	Assistance offered through local government or nonprofit partners. Provides interest-free, deferred loans to eligible recipients; areas of focus may use up to \$8,000 per homeowner.
Foreclosure Assistance Fund		Homeowners	Helps homeowners who are struggling with their mortgages.	Homeowners experiencing no-fault job loss or other temporary financial hardship, who are now earning less or on a fixed income after a financial hardship; or who are veterans transitioning to civilian life owing \$300,000 or less on all mortgages.	Interest-free, deferred loans to make mortgage payments while homeowner recovers from a hardship and finds new employment or to reduce monthly payments for homeowners who are earning less or on a fixed income.
Site Home Redesignation Project		Homeowners	Provides free counseling and legal services to homeowners facing foreclosure.	Homeowners who have received a 45-day pre-foreclosure notice.	N/A
Rental Credits		Developers	Finances development and substantial rehabilitation of affordable rental housing.	Rental developers eligible per NC's Qualified Allocation Plan to provide housing to households with incomes up to 80% of area median income; 10-20% of all rental apartments are reserved for the Targeting Program™.	Federal Low-Income Housing Tax Credit reduces investors' federal tax liability by up to 9% of eligible project costs each year for 10 years.
Local Housing Assistance Program		Developers	Provides long-term financing for Housing Credit developments.	Rental developers eligible per NC's Qualified Allocation Plan to provide housing to households with incomes up to 60% of area median income.	30-year balloon loans for a percentage of development cost based on income designations for each county.
Local Production Program		Developers	Provides long-term financing for Housing Credit developments.	Rental developers eligible per NC's Qualified Allocation Plan to provide housing to households with incomes up to 60% of area median income.	Amortizing or deferred loans, with interest rate of 2% or lower, of up to \$500,000 per project with term up to 20 years.
Local Supportive Housing Program		Local Governments, Nonprofits and Regional Councils	Finances production of emergency and permanent supportive housing for people experiencing homelessness or with supportive housing needs.	Households earning up to 50% of area median income.	Amortizing or deferred loans up to \$700,000 or 70% of project costs for projects in rural areas (wherever a local, or \$600,000 or 60% of costs in entitlement cities™, term of 20-30 years.



* Financial assistance amounts and limits are subject to change at any time. Go to www.HousingBuildsNC.com for updates.
 ** The NC Department of Health and Human Services partners with the Agency in administering this program and refers persons with disabilities for the units.
 ***Entitlement cities are those that qualify as entitlement areas per HUD's definition.

NORTH CAROLINA

HOUSING FINANCE AGENCY

A self-supporting public agency.
HousingBuildsNC.com

January 2019



Why Is Data So Important for Good Messaging?

Data makes your story more credible and builds trust

- Transmits meaning more effectively
- Cuts through the clutter and has a more powerful impact than anecdotes alone
- Increases comprehension and retention
- Engages readers for more significant interaction



Average American bombarded with 34 gigabytes of information a day

Begin With Your End in Mind

Identify what your audience cares about

- You should already know who your audience is
- Pick two to three things: economy, communities, families
- Use credible data methods: RIMS II Model, Bureau of Economic Analysis
- Make sure data is consistent in all messaging
- Analyze if data supports your story
 - Don't fudge numbers for predetermined narrative; if numbers don't work, your narrative is wrong.

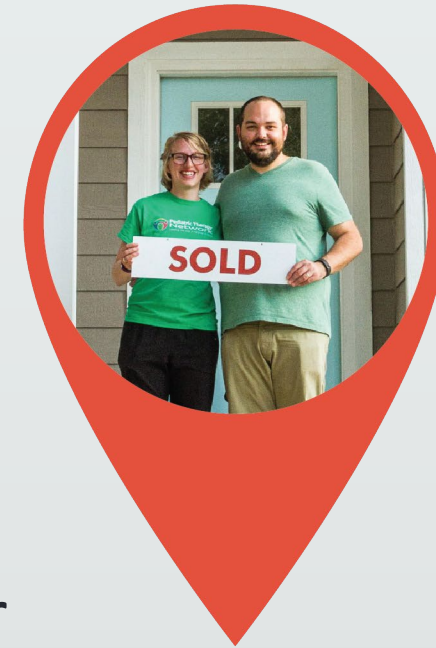


Bring Your Data to Life

Think of your data analysis as a story

- Create content derived from data findings
- Start with the big picture to begin strong
- Find a compelling narrative: Again, what does your audience care about?
- Show context: don't want audience to jump to conclusions
- Highlight hidden information: Make story more powerful

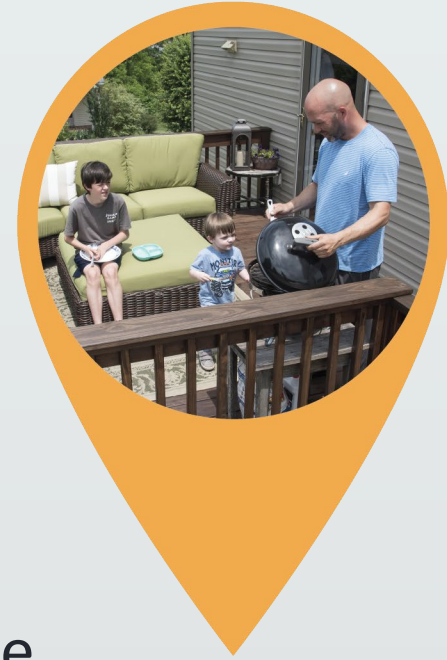
Storytelling helps audience gain insight from data



Find Ways to Connect

Go beyond the numbers

- Be visual: Infographics, photos, colors should all tell the story
- Be authentic: Communications should show who you are
- Show the human element: Tie data to real people
- Build a community around your data: Social media continues the story



An engaged audience is more likely to be supportive

NORTH CAROLINA

HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com



What Did Our Audience Want to See?

2018

- Measurable return on investment
- Leveraging of state dollars with private and other public funds
- Impact on the economy, communities, North Carolinians
- “Dollars and sense”

**HOUSING DRIVES
STABILITY & SUCCESS**

Affordable housing transforms lives.



NORTH CAROLINA

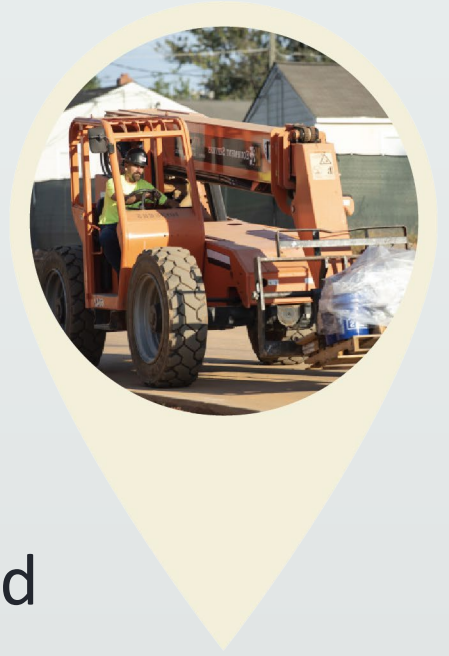
HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com



How Our Data Came to Life

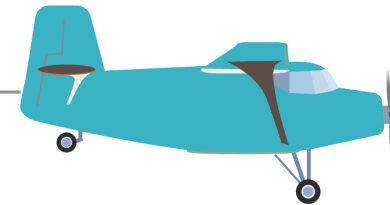
- Production numbers told the story: \$2 billion
- Context: Specifics on how production led to jobs
- Hidden insights: Housing impacts on health care and education outcomes
- Infographics and photos: Faces to go with numbers
- Real world examples: How investments translated into economic gains



Making Connections With Data

- Shows immediate impacts
- Connects results with specific programs
- Highlights all-time results for specific types of housing
- Ties investments to long-term outcomes using topical research

HOUSING DRIVES NORTH CAROLINA



Housing Drives North Carolina

2019 Investment and Impact Report



HOUSING DRIVES NORTH CAROLINA

The North Carolina Housing Finance Agency financed \$2 billion in real estate activity in 2018, an increase of 50 percent in just three years, and nearly 100 percent since 2014.

Our mortgage products financed almost \$1 billion in loan activity, enriching hundreds of communities statewide and steering thousands of families on a stronger financial path.

The Agency awarded a record amount of tax-exempt bond volume for Housing Credit apartments—more than \$300 million—which will more than double the affordable units that would have been financed by Housing Credits alone.

13,690
HOMES & APARTMENTS

18,750
JOBS SUPPORTED

\$55.3M
TAX REVENUES GENERATED



A self-supporting public agency, the NC Housing Finance Agency has financed 282,080 homes and apartments, totaling \$23.2 billion, since 1975. Read on to learn more about our work in 2018.

2018 INVESTMENT AND IMPACT — NORTH CAROLINA HOUSING FINANCE AGENCY

HOUSING DRIVES LOCAL ECONOMIES

Affordable housing transforms communities.

2018

2018 HOUSING CREDITS AND BOND AWARD

5,690 APARTMENTS FINANCED

12,500 JOBS SUPPORTED

\$36.9 TAX REVENUES

Forty-two communities will gain apartment homes for working families, seniors and people with disabilities, including federal disaster areas hit hard by Hurricane Florence. Duke Willard Street Apartments will offer 82 apartments near jobs, schools and proposed bus transportation, while Summer Pointe and The Home at Task Center in Raleigh will offer commercial district access for more than 400 seniors and working families.

The Agency increased housing options in rural areas by investing \$22 million from the Workforce Housing Loan Program, benefiting counties like Chowan, Jackson and North. These dollars will also help build affordable apartments in costly urban areas, like Clark.

Rehabilitation financed Agency improved many communities, such as in where the World War II-era Service work from local owners to completely renovate and modernize, where the State Credit renovated reduced local crime rates.

HOUSING DRIVE: STABILITY & SUCCESS

Affordable housing transforms lives.

2

5,890 HOME BUYERS

33,870 RENTERS

4,100 HOMEOWNERS

The completion of 82 Housing Credit developments in 2018 meant new homes for 2,210 seniors and persons with disabilities. Home Owners provided 64 family apartments in 10 long-lost housing from natural disasters, while in high-need Asheville, 120 seniors will be able to place at Green Garden Park thanks to affordable apartments with health care supports.

Research proves housing affordability drives favorable health and education outcomes. The Agency's work in 2018 opened doors of opportunity for more than 40,000 North Carolinians.

STATE INVESTMENTS DRIVE HOUSING SOLUTIONS

Affordable housing transforms North Carolina.

2018

The NC Housing Trust Fund has helped finance \$1.4 billion in housing since its creation. It delivers one of the state's best returns on investment, leveraging \$4 in housing for every Trust Fund dollar appropriated.

36,980 HOMES & APARTMENTS

24,900 JOBS SUPPORTED

\$154M TAX REVENUES GENERATED

The Agency leveraged the NC Housing Trust Fund with private and federal dollars to finance 2,220 affordable homes and apartments for low-income families, seniors, veterans and people with disabilities in 2018.

Trust Fund dollars increased community-based housing in integrated settings with 344 apartments for residents with disabilities. Through the Integrated Supportive Housing Program, a collaboration with the NC Department of Health and Human Services (NCDHHS), \$13.65 million was awarded to 30 developments that provide apartment homes in integrated settings across the state.

Agency deployment of Trust Fund dollars restarted stalled developments, filled funding gaps for four housing authorities to preserve local affordable housing and sustained the affordability of 158 independent apartments that were reverting to market rate.

The state's largest source of funds to finance supportive housing, the Trust Fund is helping finance apartments in Kernersville for veterans experiencing homelessness, while Hickory will open two new duplexes providing emergency housing for homeless families. Tiny Homes in High Point will provide 10 homes for homeless and low-income households, including two for persons with disabilities.

Rent assistance partnerships with NCDHHS benefited 4,550 vulnerable North Carolinians. Transitions to Community Living Vouchers helped people with disabilities and mental illness live independently in their communities, while Key Rental Assistance enabled low-income persons with disabilities or experiencing homelessness to live in Housing Credit apartments.

As the Agency continued helping homeowners impacted by Hurricane Matthew, many of the same areas were hit in 2018 by Hurricane Florence. We partnered with other agencies on BackHome, a \$12 million initiative to help families impacted by the storm quickly transition to safe and sustainable long-term housing.



Short Print Report Advantages

- Quickly engage audience who don't have time for more
- Effective on-the-go marketing tool
- Provides high-level impactful information
- Well-received by elected officials who appreciate brevity

Short Print Piece Disadvantages

- Missing the opportunity to expand message: Couldn't make connections to groundbreaking research that underscored our message
- Demographic changes called for a different, more engaging and interactive platform
 - In 2015, 71% of our state legislators were born prior to 1964, preferred print
 - At the same time, 59% of the state's population were Gen X and Millennial, preferred digital
 - 2018 election: 45 new legislators from the state's predominant generations, unacquainted with our Agency and affordable housing's impact in the state

Meeting Needs of Evolving Audience

- Baby Boomers still comprise at least half of the General Assembly—needed to keep preferred printed format
- Ongoing shift in demographics—needed to innovate to reach and engage new audience with our message

Solution: Responsive microsite showcasing accomplishments graphically and allowing us to share more extensive stories of our work and research about affordable housing impacts

Microsite Objectives

- Create thought-provoking, interactive online platform to complement print piece, share our story and engage our target audience, securing visits from 25% of our normal print audience—2,000 lawmakers, elected official, partners and housing advocates—in the first month after launch
- Use the platform to increase traffic to our website and social media channels by 10% and secure 100 new followers on Facebook and Twitter in the first month after launch

Our Roadmap

- Focus on accomplishments and share stories of impact
- Use photography, icons and graphics to share data and create a visual experience
- Develop content for skimmers and for readers
- Incorporate calls to action
- Use marketing tactics to build excitement and launch the site



Housing Drives North Carolina Microsite



NORTH CAROLINA
HOUSING
FINANCE
AGENCY

The NC Housing Finance Agency leverages public funds with private investments to finance affordable housing opportunities that drive economic, community and personal success for North Carolina and its citizens.



Scroll Down to Drive Through Our
2018 Accomplishments.

NORTH CAROLINA
HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com



Consistent Approach

Affordable Housing is Our Business

Housing Investments transform North Carolina.

A self-supporting public agency, the North Carolina Housing Finance Agency leverages state and federal resources with private funds to finance \$2 billion in real estate activity annually—meeting critical housing needs and putting North Carolinians to work in communities statewide.

The Agency is a nationally recognized leader in creating affordable housing opportunities for families, workers, seniors, veterans and persons with disabilities. By employing public-private partnerships, we maximize state and federal resources with capital, ideas and know-how from hundreds of partners each year.

The Agency provides financing through the sale of tax-exempt bonds and mortgage-backed securities and using federal tax credit programs, the federal HOME Program, the state Housing Trust Fund and other federal and state programs.



Using these resources and its own earnings, the Agency:

- Offers low-cost mortgages, down payment assistance and Mortgage Credit Certificates for qualified buyers.
- Finances affordable homes and apartments developed by local governments, nonprofits and private developers.
- Finances the development of supportive housing.
- Finances the rehabilitation of substandard owner-occupied homes to prevent displacement.
- Provides foreclosure prevention services in partnership with housing counseling agencies.
- Administers rent assistance contracts (including Section 8, the Transitions to Community Living Voucher and Key Rental Assistance) for 31,500 privately owned apartments.



Good housing for North Carolinians. Good Business for North Carolina.



2018 Affordable Rental Housing

Immediate Impacts



Rental development funding awarded by the Agency in 2018 will produce 5,690 affordable apartments.



The construction of these apartments will support approximately 13,500 jobs statewide.



State and local economies will benefit from an influx of \$39.9 million in tax revenue.

Long-Term Outcomes

All-Time Results

99,450 Apartments
157,000 Jobs
\$1 Billion in Tax Revenue

Safe, high-quality, affordable apartments revitalize low- and moderate-income neighborhoods by lowering crime rates and boosting home prices by 6.5% on average.¹



Well-constructed and well-managed rental housing can reduce asthma and other respiratory illness by decreasing tenants' exposure to mold and pests.² A study in Greensboro found that housing interventions for children living in homes with asthma triggers lowered their hospital bills by 50%.³



Children who grow up in stable, high-quality rental housing develop better emotional and behavioral functioning.⁴



Sources: ¹ National Bureau of Economic Research, ² Center for Housing Policy and Enterprise Community Partners, ³ University of North Carolina at Greensboro, ⁴ MacArthur Foundation



R. Gene Davis, Jr., Chair
Scott Farmer, Executive Director

www.nchfa.com
1-800-393-0988 or 919-877-5700

A self-supporting public agency



AFFORDABLE HOUSING BENEFITS COMMUNITIES

Housing is the foundation of strong communities. Families with stable housing maintain their homes, participate in volunteer and civic activities and form stronger ties with their neighbors. The North Carolina Housing Finance Agency's rental, rehabilitation and home ownership programs improve communities across North Carolina, one family at a time.



Revitalizes distressed communities

Research in 2016 showed that Low-Income Housing Tax Credit developments boosted property values in low- and moderate-income neighborhoods by 6.5% and reduced crime rates.¹ Housing Credit developments have enhanced more than 280 urban and rural communities in North Carolina.²



Builds neighborhood stability

Home ownership often stabilizes home values and encourages property upkeep in surrounding communities. Moreover, those who own rather than rent their homes are more likely to volunteer in their communities and stay in their homes longer.³ More than 115,000 North Carolinians have become homeowners thanks to the Agency's affordable mortgage products.²



Fosters social cohesion

Safe, well-maintained neighborhoods foster a sense of community and belonging, which promotes positive health outcomes for vulnerable families.⁴ Research has shown that low-income families who move to safe, stable neighborhoods expand their social networks and can access greater academic and economic opportunities for their children.⁵

Sources: ¹ National Bureau of Economic Research, ² North Carolina Housing Finance Agency, ³ Housing Policy Debate, ⁴ MacArthur Foundation, ⁵ Neighborhood Effects Research: New Perspectives



R. Gene Davis, Jr., Chair
Scott Farmer, Executive Director

www.nchfa.com
1-800-393-0988 or 919-877-5700

A self-supporting public agency



Consistent Design Consistent Message

NORTH CAROLINA

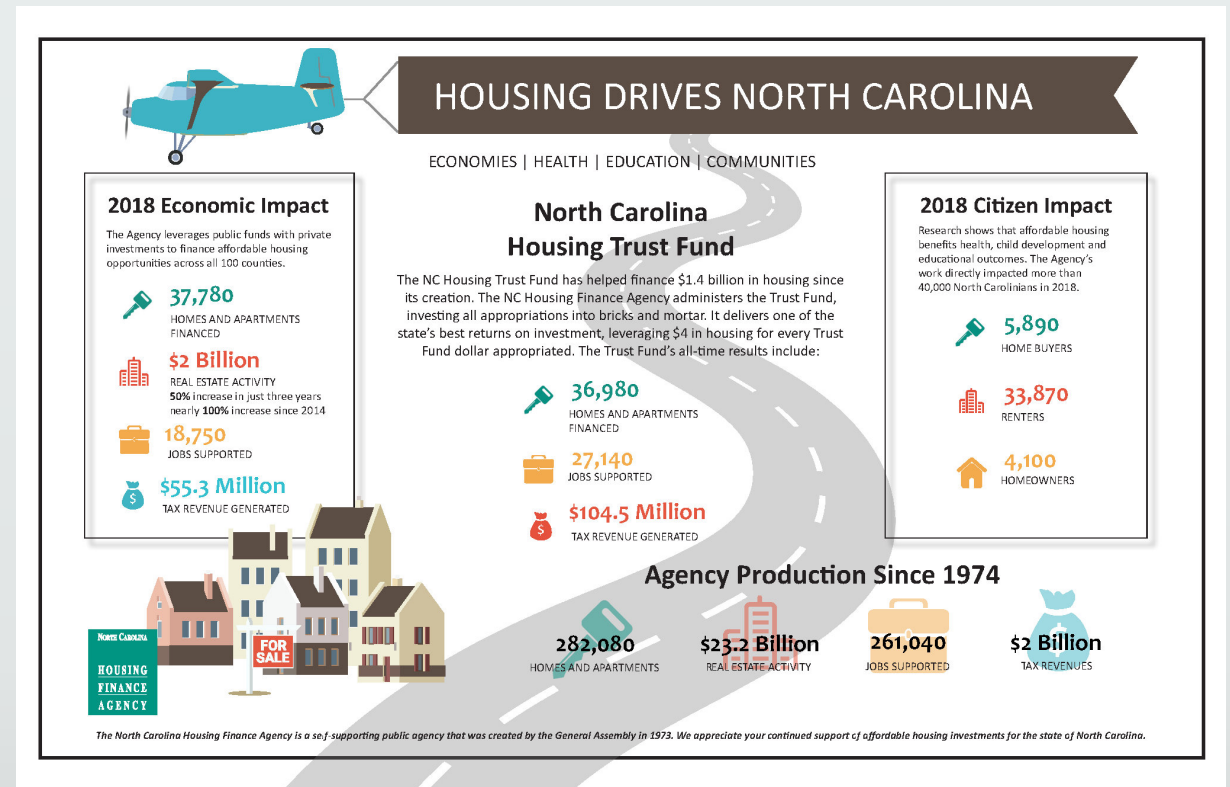
HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com



Ready to Test-Drive

- Legislators: Placemat at annual legislative breakfast two weeks before launch
- Social media followers: Countdown graphics
- Leadership team: Presented a week before
- Print audience: Mailed print piece, which included a CTA to learn more at 2018.HousingBuildsNC.com and a QR code for users who want to scan and go
- Staff: Held two events
- Partners: Issued eblast promoting microsite, the print piece for those who wanted more copies and the collateral *Affordable Housing Benefits...* and *Program Impacts* pieces
- Ongoing promotion: Weekly eblasts conveying different aspects of the microsite; social media campaign of informational posts, boosting one post per week to reach users beyond our followers to not only drive them to the microsite but to inspire them to follow the Agency



Making Data Social

- Share infographics and quick bits of data throughout year to stay top of mind with your audience
- Tie news and policy updates back to your statistics
- Repeat your data-driven messages throughout the year: Repetition is good
- Policy Matters blog: As studies, research, news released, report and tie back to our own resources

Stand-alone Graphics

HOUSING DRIVES NORTH CAROLINA
ECONOMIES | HEALTH | EDUCATION | COMMUNITIES

2018 Citizen Impact
Research shows that affordable housing benefits health, child development and educational outcomes. The Agency's work directly impacted more than 40,000 North Carolinians in 2018.

5,890 HOME BUYERS

33,870 RENTERS

4,100 HOMEOWNERS

HOUSING FINANCE AGENCY
A self-supporting public agency.
HousingBuildsNC.com

HOUSING DRIVES NORTH CAROLINA
ECONOMIES | HEALTH | EDUCATION | COMMUNITIES

2018 Economic Impact
The Agency leverages public funds with private investments to finance affordable housing opportunities across all 100 counties.

37,780 HOMES AND APARTMENTS FINANCED

\$2 Billion IN REAL ESTATE ACTIVITY

18,750 JOBS SUPPORTED

\$55.3 Million TAX REVENUE GENERATED

HOUSING DRIVES NORTH CAROLINA
ECONOMIES | HEALTH | EDUCATION | COMMUNITIES

Agency Production Since 1974

282,080 HOMES AND APARTMENTS

\$23.2 Billion REAL ESTATE ACTIVITY

261,040 JOBS

\$2 Billion TAX REVENUES

HOUSING FINANCE AGENCY
A self-supporting public agency.
IsNC.com

HOUSING DRIVES NORTH CAROLINA
ECONOMIES | HEALTH | EDUCATION | COMMUNITIES

North Carolina Housing Trust Fund
The NC Housing Trust Fund has helped finance \$1.4 billion in housing since its creation. The NC Housing Finance Agency administers the Trust Fund, investing all appropriations into bricks and mortar. It delivers one of the state's best returns on investment, leveraging \$4 in housing for every Trust Fund dollar

36,980 HOMES AND APARTMENTS FINANCED

27,140 JOBS SUPPORTED

\$104.5 Million TAX REVENUE GENERATED

HOUSING FINANCE AGENCY
A self-supporting public agency.
HousingBuildsNC.com

HOUSING DRIVES NORTH CAROLINA
ECONOMIES | HEALTH | EDUCATION | COMMUNITIES

NC Housing Trust Fund All-Time Results

36,980 HOMES AND APARTMENTS PRODUCED

27,140 JOBS SUPPORTED

\$1.4 Billion HOUSING FINANCED

\$104.5 Million TAX REVENUE GENERATED

HOUSING FINANCE AGENCY
A self-supporting public agency.
HousingBuildsNC.com



Current Event Tie-ins

<p>2018 Housing Credits and Bond Awards</p>  <p>5,690 Apartments Financed</p>	<p>2018 Housing Credits and Bond Awards</p>  <p>12,500 Jobs Supported</p>	<p>2018 Housing Credits and Bond Awards</p>  <p>\$36.9M Tax Revenues Generated</p>	<p>North Carolinians Helped by 2018 Investments</p>  <p>4,100 Homeowners</p>	<p>North Carolinians Helped by 2018 Investments</p>  <p>5,890 Home Buyers</p>
<p>The Agency Financed \$2 Billion in Real Estate Activity in 2018</p>  <p>\$55.3M Tax Revenues Generated</p>	<p>The Agency Financed \$2 Billion in Real Estate Activity in 2018</p>  <p>13,690 Homes & Apartments</p>	<p>The Agency Financed \$2 Billion in Real Estate Activity in 2018</p>  <p>18,750 Jobs Supported</p>	<p>North Carolinians Helped by 2018 Investments</p>  <p>33,870 Renters</p>	
<p>The Housing Trust Fund Has Helped Finance \$1.4 Billion in Housing Since Its Creation</p>  <p>\$154M Tax Revenues Generated</p>	<p>The Housing Trust Fund Has Helped Finance \$1.4 Billion in Housing Since Its Creation</p>  <p>24,900 Jobs Supported</p>	<p>The Housing Trust Fund Has Helped Finance \$1.4 Billion in Housing Since Its Creation</p>  <p>36,980 Homes & Apartments</p>		



Results By the Numbers

- Microsite visitors
 - In 1st month after launch, 748 users, surpassing 25% goal; represented 35% of print audience
 - Between launch and end of August, 1,556 with 10% repeat visitors
- Agency website visitors
 - Visitors to research pages increased 60% over previous year
- Social media followers/engagement
 - Facebook followers increased 300% more than in an average month; engagement 30% higher than previous month. Followers increased 20% overall in 6 months, pushing us over 2,000
 - Twitter followers increased 3x normal month (33 versus an average of 10)

Results: Recognition, Relationships, Reputation

- Enhanced recognition of Agency's accomplishments
- Strengthened relationships and brand:
 - Elected officials
 - Industry partners
 - Staff
- Managed reputation



Thank You!

NORTH CAROLINA

HOUSING
FINANCE
AGENCY

A self-supporting public agency.
HousingBuildsNC.com

