

COMPREHENSIVE MIAMI-DADE CAHSA P.I.E. HOUSING SURVEY

DECEMBER 2, 2006

Housing Program Name	City of Florida City Infill development assisting homebuyers with down payment and closing costs	City of Hialeah - Dept. of Grants and Human Services Demolition Reconstruction Program	City of Hialeah Dept. of Grants and Human Services First Time Homebuyer program	City of Hialeah Dept. of Grants and Human Services - Residential Rehab program	City of Miami Dept of Community Development: Miami Unleaded
Contact person	Matthew Price	Frederick H. Marinelli	Frederick H. Marinelli	Frederick H. Marinelli	Christine Bermudez
Contact info.	305.242.0861	305.883.5839	305.883.5839	305.883.5839	305.416.2096
Description	Develop new homes on infill lots for first time homebuyers, serve as actual developer and sales department for the new homes. Apply for subsidies and other programs to assist first time homebuyers with down payment and closing costs		Down payment assistance to low and moderate income persons	Home repairs and improvements to meet building code	Provides up to \$15,000 for lead remediation, to low income residents whose home have high levels of lead, with children living in the home
Question 1 - Identify the methods used to promote program.*	outreach efforts via special events, hosting housing fairs and visits to local civic groups and churches	3,4,7, word of mouth	4,7	3,4,7, word of mouth	1,2,3,4,5,7,9,10,11
Q2 - How many people inquire each year about the program's services?	1,500	20	200	80	1,400
Q3- How many people each year are served by the program?	100	2	15	35	13
Q4- Identify the most effective methods to educate the public about the housing program's services*	special events that are localized and tailored for that particular community	4,7	4	1,4	9,10
Q5 - Which methods best help people to understand and access the housing program's services?	15	3,4,15,16	15,16	3,4,14,15	3,4, City's NET Offices
Q6 - What is the best way to educate the public about the county's affordable housing programs?*	A series of localized housing fairs, community based	printed materials and meetings	printed materials and classes	printed materials and classes	NA
Q7- What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?	Assembling a diverse group of professionals from the housing industry that can provide one on one counseling and or information. bilingual both Spanish and Creole.	printed materials	workshops and seminars	printed materials	9
Q8- What methods do you use to educate industry partners and other government agencies about your housing program ? *	word of mouth	3,4	4,10	1,4,9,10	3,4,8,10
Q9- Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs?	Put a face on housing. Housing czar to ensure accountability and be the voice and vehicle through which information and activities will flow to the public.	joint meetings	special events, direct mail	nonprofits, banks	City is establishing an MOA with County Health Dept to identify Lead-homes.
Q10- What other partners could/should assist to inform and educate the public about county housing services?	real estate agents, mortgage brokers, churches, community schools where adults attend.	advertising, flyers	nonprofit organizations, financial institutions/banks	other cities and counties in the State of Florida	

* Outreach Formats	
1. Newspaper	9. Direct Mail
2. Television	10. Special Events
3. Brochure	11. Press Release
4. Flyer	12. Spkr's Bureau
5. Poster	13. Radio
6. Web / Internet	14. Group Classes
7. Web	15. 1 on 1 Counseling
8. E-mail	16. Peer to Peer Education

COMPREHENSIVE MIAMI-DADE CAHSA P.I.
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Housing Program Name	City of Miami Dept. of Community Development: Single Family Rehabilitation	City of Miami Dept. of Community Development: First-Time Homebuyers	City of Miami Beach Housing and Community Dev. First-Time Homebuyers	City of Miami Beach Neighborhood Services Department Homeless Assistance	City of North Miami Housing and CPD Division Single Family Rehab Program
Contact person	Christine Bermudez	Christine Bermudez	Thomas Urrida	Maria Ruiz	Tom Caderon
Contact info.	305.416.2096	305.416.2096	305.673.7260	305.673.7491	305.893.6511 ext. 1-2214
Description	Provides up to \$35,000 for single family home repairs to low-income residents who fail to meet city codes	Provides \$40,000 assistance toward the purchase of a primary residence	First Time Home Buyers (down payment assistance, closing costs, counseling, rehabilitation), Multi-family Rental (elderly, special needs, transitional housing), Owner Occupied Rehabilitation.	Emergency shelter services and comprehensive case management to homeless persons in Miami Beach.	
Question 1 - Identify the methods used to promote program.*	1,2,3,7,10,11	1,2,3,7,10,11	1,4,9	outreach workers	1,2,4,5,11,12
Q2 - How many people inquire each year about the program's services?	200	1000	300	2000	400+
Q3- How many people each year are served by the program?	65	75	110	1620	140 year to date for all city housing programs
Q4- Identify the most effective methods to educate the public about the housing program's services*	1,4,7,10,11	1,7,10,11	1,4,9	personal street outreach	3,4,10,12
Q5 - Which methods best help people to understand and access the housing program's services?	3,4,15	1,15	15		3,4,12,13,14
Q6 - What is the best way to educate the public about the county's affordable housing programs?*	The more methods used the more effective. City NET Offices are also effective.	NA	Multilingual newspapers and radio, direct presentations to community organizations.	Targeting clients accessing rent assistance and low-end transitional housing units	community outreach
Q7- What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?	NA	NA	Community organizations and advertisement	Our most effective engagement strategy is street outreach	local radio
Q8- What methods do you use to educate industry partners and other government agencies about your housing program? *	3,8,10,11	3,8,10,11	4,9,10	Reports to the Miami-Dade County Homeless Trust	1,3,10,12
Q9- Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs?	NA	NA	Workshops (for cities and CDCs. Direct presentations to community organizations and interest groups	Target churches and other nonprofits offering cash assistance	community outreach
Q10- What other partners could/should assist to inform and educate the public about county housing services?	NA	NA	Cities, community development corps., and county committees.	Churches, nonprofit, weekly/monthly rental hotels and schools	local service and not for profit agencies

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5. Poster	13. Radio
6. Web / Internet	14. Group Classes
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Housing Program Name	City of North Miami Housing and CPD Division Multifamily Rental Program	City of North Miami Housing and CPD Division First Time Homebuyer Program	City of North Miami Housing and CPD Division Paint/Roof/Shutter Program	Miami Dade General Services Administration Infill Housing Program	Miami-Dade Housing Finance Authority Multifamily Housing Revenue Bond Financing
Contact person	Tom Calderon	Tom Calderon	Tom Calderon	Aimee Cabrera	Patricia Braynon
Contact info.	305.893.6511 ext. 1-2214	305.893.6511 ext. 1-2214	305.893.6511 ext. 1-2214	305.375.1196	305.372.7990
Description				Provides County-owned property for development without direct involvement with potential homeowners	Provides low interest mortgage revenue bond financing to developers to build affordable multifamily rental housing developments
Question 1 - Identify the methods used to promote program.*	1,2,4,5,11,12	1,2,4,5,11,12	1,2,4,5,11,12	N/A	1,7,10,11
Q2 - How many people inquire each year about the program's services?	400+	400+	400+	Hundreds of inquiries	150
Q3- How many people each year are served by the program?	140 year to date for all city housing programs	140 year to date for all city housing programs	140 year to date for all city housing programs	unknown	NA
Q4- Identify the most effective methods to educate the public about the housing program's services*	3,4,10,12	3,4,10,12	3,4,10,12	NA	7,10
Q5 - Which methods best help people to understand and access the housing program's services?	3,4,12,13,14	3,4,12,13,14	3,4,12,13,14		
Q6 - What is the best way to educate the public about the county's affordable housing programs?*	community outreach	community outreach	community outreach		Radio and web
Q7- What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?	local radio	local radio	local radio		Radio and special events
Q8- What methods do you use to educate industry partners and other government agencies about your housing program? *	1,3,10,12	1,3,10,12	1,3,10,12	N/A	1,9,10
Q9- Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs?	community outreach	community outreach	community outreach		Develop MDTV show describing available housing programs.
Q10- What other partners could/should assist to inform and educate the public about county housing services?	local service and not for profit agencies	local service and not for profit agencies	local service and not for profit agencies		Lenders

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Housing Program Name	Miami-Dade Housing Finance Authority Predatory Lending Program	Miami-Dade Housing Finance Authority Single Family Homeownership	Miami-Dade Empowerment Trust Housing Program	Miami-Dade Housing Agency Rental Housing programs New Construction & Substantial Rehab Moderate Rehab for Homeless	Miami-Dade Housing Agency HOPE VI Revitalization Program Scott-Carver
Contact person	Patricia Braynon	Patricia Braynon	Justina Millian-Clegg	Sherra McLeod	Sherra McLeod
Contact info.	305.372.7990	305.372.7990	305.372.7620 ext. 215	305.644.5197	305.644.5197
Description	Provides counseling to homeowners that are or may become the victims of unscrupulous lenders	Provides affordable mortgage loan opportunities to eligible homebuyers	Currently developing single-family affordable housing units.	Privately owned, federally-subsidized rental housing serves individuals earning 30% of median family income or less.	New housing opportunities for former Scott-Carver residents earning 30-140% of median family income are eligible for 160 public housing units and 194 affordable ownership units.
Question 1 - Identify the methods used to promote program.*	1,2,3,4,5,7,10,13	1,3,4,7,10,11,13	Signs on the property and neighborhood meetings	1,2,3,6,7,10,11-only during open periods	1,2,3,7,8,10,11
Q2 - How many people inquire each year about the program's services?	150	5,000	300	Unknown	Unknown
Q3- How many people each year are served by the program?	80	100	9 in 2006 2006	100 in 0 in 2007	When completed there will be 160 public housing units and 194 homeownership units
Q4- Identify the most effective methods to educate the public about the housing program's services*	5,10,13, mobile ads on buses	10,13,homebuyer dubs	Signs on the property and neighborhood meetings	1,2,3,7,10- only doing open periods	1,2,3,7,10, 11, affordable housing developers
Q5 - Which methods best help people to understand and access the housing program's services?	12,15	14,15,16	3,4,12,14,15	2,3,4,12	2,3,4,12,15
Q6 - What is the best way to educate the public about the county's affordable housing programs?*	radio advertising	homebuyer dub classes	printed materials and community outreach	Web	Web and via phone, such as 311 Answer Center
Q7- What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?	radio advertising	homebuyer dub classes, radio and special events	community outreach, neighborhood meetings and one-on-one	phone and web	Web and the County's 311 Answer Center
Q8- What methods do you use to educate industry partners and other government agencies about your housing program? *	9, phone call	10, Lenders' training and web	one-on-one with our government peers	1,2,3,7,10	1,2,3,7,10,11, homebuyers dubs
Q9- Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs?	Convene a forum of industry partners, lenders and leaders. Develop MDTV show describing available housing programs.	Develop MDTV show describing available housing programs.		Comprehensive website with phone support from the 311 Answer Center. Launch website with TV and radio campaign.	Comprehensive website with phone support from the 311 Answer Center. Launch website with TV and radio campaign.
Q10- What other partners could/should assist to inform and educate the public about county housing services?	Non-profit housing agencies, churches and civic organizations	Lenders, Home buying counseling centers, realtors		Other community-based housing organizations.	Other community-based housing organizations.

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Housing Program Name	Miami-Dade Housing Agency Single Family Rehab Loan Program	Miami-Dade Housing Agency Second Mortgages for Homeownership via Surtax or SHIP	Miami-Dade Housing Agency Project Based Rental Housing Assisted living facility	Miami-Dade Metro-Miami Action Plan Trust Homeownership Assistance Program	Miami-Dade Transit
Contact person	Sherra McLeod	Sherra McLeod	Sherra McLeod	Joann Hicks	Frank Talleda
Contact info.	305.644.5197	305.644.5197	305.644.5197	305.372.7600	305.375.1507
Description	Financial Assistance to Single Family Homeowners earning up to 140% of the median income with a loan up to \$20,000 for home repair and storm resistant windows or shutters.	Residents earning 140% or less of median family income are eligible for a second mortgage loan for down payment assistance	Federally-subsidized County-owned rental housing serves individuals earning 30% of median family income or less.	Provides up to 6% of purchase price down payment and closing costs to qualified first time low to moderate income homebuyers. Forgivable zero interest non-amortized mortgage. Repayment req'd when property sold or forgiven if the buyer owns and occupies for 10 years.	MDT does not provide direct housing services. However, we have several joint development partnerships which build and operate affordable housing at Transit facilities
Question 1 - Identify the methods used to promote program.*	2,3,7,8,10,Team Metro's Gov on the go bus	1,2,3,7,10,11	1,2,3,6,7,10,11,Team Metro on the go bus - only during open application period	1,3,4,7,8,9,10,11	Contact information on the MDT web site.
Q2 - How many people inquire each year about the program's services?	Unknown	Unknown	40,000+	500	Unknown
Q3- How many people each year are served by the program?	Program assisted 125 homeowners during FY 2006	Programs assisted approximately 300 residents in FY 2004-05	9,712 public housing units, owned moderate rehab units, including 104 units in the one Assisted Living Facility	350	1,060
Q4- Identify the most effective methods to educate the public about the housing program's services*	1,2,3,7,8,10	1,2,7,10, 11,12,affordable housing developers	1,2,3,6,7,8,10,11 only during aopen periods	1,3,4,7,8,9,10,11	7,12
Q5 - Which methods best help people to understand and access the housing program's services?	2,3,4	2,3,4,12,15	2,3,4,12	2,3,4,13,12,14	3,4,12
Q6 - What is the best way to educate the public about the county's affordable housing programs?*	Web	Web and via phone, such as 311 Answer Center	Web and via phone, such as 311 Answer Center	Target groups: real estate and financial institutions and specific zip codes with high percentage of residents who rent.	Our experience is that the buildings have been completely leased out before the are finished
Q7- What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?	Phone and Web	Web and via phone, such as 311 Answer Center	Radio, web and phone, such as 311 Answer Center	Integrated marketing plan: target diverse populations; extensive research; create market profile; identify industry trends; program effectiveness; forecasting. Evaluate current program practices.	Developer must work to reach audience during construction.
Q8- What methods do you use to educate industry partners and other government agencies about your housing program? *	1,2,3,10	1,2,3,7,10,11, homebuyers dubs	2,3,7,10, radio	1,3,4,9,10,11,12	7,11,12
Q9- Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs?	Comprehensive website with phone support from the 311 Answer Center. Launch website with TV and radio campaign.	Comprehensive website with phone support from the 311 Answer Center. Launch website with TV and radio campaign.	Comprehensive website with phone support from the 311 Answer Center. Launch website with TV and radio campaign.	Develop one brochure to include all county housing programs.	
Q10- What other partners could/should assist to inform and educate the public about county housing services?	Other community-based housing organizations.	Other community-based housing organizations.	Other community-based housing organizations.		private developers

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Housing Program Name	Miami-Dade Community and Economic Dev. HOME and CDBG	Miami-Dade Partnership for Recovery	Miami-Dade Community Action Agency Emergency Assistance Program
Contact person	Rick Glasgow	Elizabeth Regalado	Corey Jones
Contact info.	305.375.3418	305.375.4032	305.347.4655
Description	Construction of Affordable Homeownership, Residential Rehabilitation, New Construction of rental units, Tenant Based Rental Assistance, Deep Subsidy Homeownership	Relocation assistance, medical supplies and equipment, furniture, clothing related to Hurricane Wilma recovery. Repair and install roofs on eligible properties of low income homeowners.	Emergency Food Shelter Program provides emergency rental assistance and first months rent to residents of Miami-Dade County
Question 1 - Identify the methods used to promote program.*	1, Community meetings, Neighborhood Revitalization Strategy Areas in coordination with the Community Advisory Council	1,2,4,8,10,11	1,11
Q2 - How many people inquire each year about the program's services?	160	1,000	525
Q3- How many people each year are served by the program?	310	500 to date	315
Q4- Identify the most effective methods to educate the public about the housing program's services*	workshops and community meetings	1,2,4,8,10,11	1,11
Q5 - Which methods best help people to understand and access the housing program's services?	3,4,13	3,4,12,13,15,16	14,15
Q6 - What is the best way to educate the public about the county's affordable housing programs?*	group and community meetings and workshops	Utilize existing county planning efforts, such as OCED, Children's Trust, Alliance for Human Services, etc. to educate consumers, funders, providers.	12, outreach
Q7- What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?	town hall meetings	Utilize existing county planning efforts, such as OCED, Children's Trust, Alliance for Human Services, etc. to educate consumers, funders, providers.	1,11
Q8- What methods do you use to educate industry partners and other government agencies about your housing program? *	9,10	1,4,10,11	14,15
Q9- Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs?	Advertise on radio serving diverse language populations.	Culture change in county to encourage understanding issues from cross systems approach. Well coordinated education campaign with professional marketing firm.	15
Q10- What other partners could/should assist to inform and educate the public about county housing services?	The School Board	Banking industry, public schools, faith-based organizations, private funders, sports industry.	12, outreach

***Outreach Formats**

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