

RENTAL ASSISTANCE PROGRAM STATISTICS

ACTIVITY	3/2010	4/2010	5/2010	6/2010
Applications	90	73	63	62
Walk-in/Appointments	248	259	184	255

WAIT LIST	2/2010	3/2010	4/2010	5/2010	6/2010
Section 8 Vouchers (498)*	870/773	938/839	981/876	1,019/907	1,025/909
Parkview Knoll (28)	60	65	67	75	79
Blue Mountain Estates (28)	49	50	51	52	53
Scattered Sites (24)	40	55	62	66	75
Schoolhouse Manor (32)	29	29	31	32	32
Monterey House (24)	6	6	8	7	8
Francis Murphy Apartments (120)	75	86	83	85	75
Springfield Manor (36)	53	53	54	62	65

* Where two numbers are shown, the first is total applications and the second is persons free of debts or criminal records that would bar them from participation.

Vouchers	2/2010	3/2010	4/2010	5/2010	6/2010	YTD Proj
Available	498	498	498	498	498	3,486
Utilized	489	488	490	495	499	3,452
Occupancy	98.19%	97.99%	98.39%	99.40%	100.20%	99.02%

PUBLIC HOUSING	4/2010	5/2010	6/2010	Vacancy	Occupancy	Move in	Move Out
PVK	28	28	28	0	100%	0	0
BME	28	28	28	0	100%	0	0
Scattered	24	24	24	0	100%	0	0

RENTAL PARTNERSHIP	4/2010	5/2010	6/2010	Vacancy	Occupancy	Move In	Move Out
SHM	32	32	31	1	97%	0	1
Monterey	22	24	24	0	100%	0	0
Francis Murphy	119	120	119	1	99%	0	0
Springfield Manor	36	36	36	0	100%	4	5

I. Reports

- A. NCI - Two under lease, two in rehab. A month closer.
- B. Rent-to-Own - Pam is finishing the final home-visit step in suitability screening. We own three houses, and we have 4 applicants that have been referred to the Home Store for the initial session which will determine if they pass the credit score eligibility criteria. Two weeks ago we launched a Facebook page for the agency, primarily to promote the RTO effort.
- C. Facebook - Facebook is one of today's most popular social media software applications. Facebook creates an electronic community that allows people to develop and create relationships that can ignore traditional geographic boundaries. In the US there are 113,130,260 Facebook users over the age of 18. In Maryland, 1,863,260 people have signed up to use Facebook, with 159,780 living within 50 miles of Hagerstown, 76,760 within 25 miles and 76,480 within 10 miles.

We launched a Facebook page for HAWC the last week in June with the primary purpose of attracting interest in our moderate income Rent-to-Own (RTO) program. When a Facebook page has 25 members (Facebook terminology is either "friends" or "fans" for pages), the author can register a shortcut name for the page. We quickly got our first 25 fans through office staff and their acquaintances, and chose the name hawcmd.org to match our web address. On the web HAWC can be reached at www.facebook.com/hawcmd.org. In the following week we added the Facebook icon to our web home page menu.

To promote the new Facebook page, we next explored advertizing on Facebook. The ad to the right appears on the Facebook pages of users living within 50 miles of Hagerstown reaching 70,000 new persons every day. When our short blurb is attractive/enticing enough for a user to click on the ad, they go to the HAWC Facebook page. We pay for that "click" according to the bid we place in our advertizing budget. We began with a \$1.00 per click bid, and with the budget we had selected of no more than \$25 per day, we were reaching 25 new users per day. We experimented with the cost per click we had bid and learned that 60¢ got us almost twice the number of new fans per day, and we learned that a bid of 30¢ per day was not enough to get the ad run at all! So from July 12th to the 15th our fan base leveled off at 166, and this morning we raised our bid back up to 50¢. Since the beginning of the campaign we have spent \$263.73.

The survey we have posted to the Facebook page has been completed by 13 families that indicated they want to become home owners, 8 of whom indicated that they plan to apply for RTO. We believe that this is



a solid number, given that respondents looked at the moderate income guidelines that were part of an earlier survey question. While the sample is small, it would appear that 90% of respondents live in Washington County and 50% work here as well. We added the income numbers to a survey question in response to several Facebook fans who had asked where they could get that information. We also placed the income guidelines on our Facebook "Welcome" page.

- D. Financial notes - Most of the developments produced income and expenses below projections. Nevertheless, positive cash flow was generated for the year and while Central Office experienced negative cash flow, it fared much better than the negative \$31,155 that we had budgeted.
1. Elderly Housing - For the year, the Elderly sites generated positive cash flow but fell short due to three factors: higher than anticipated snow removal costs, collection losses and real estate appraisal costs required to support the conversion of public housing units.
 2. Family Housing - Income was short of budget due to vacancies that occurred earlier in the year, however expenses remained under budget (due to lower maintenance time and material spent on the sites) resulting in an overall positive cash flow.
 3. Schoolhouse Manor - The development performed well achieving good cash flow but fell a bit short of the budgeted cash flow target due to some extra maintenance costs earlier in the year.
 4. Monterey - Vacancies occurring earlier in the year resulted in rental income coming in below budget for the year. Maintenance costs also pushed overall expenses over budget. While this combination led Monterey to come in short of projections, it still ended with positive cash flow.
 5. Springfield Manor - Springfield generated positive cash flow and exceeded projections by having lower than anticipated maintenance costs.
 6. Section 8 - Six month's of grant money from HUD to cover FSS Coordinator Fees that we received this quarter, brought the income back in line close to budget for the fiscal year.
 7. Central Office - Though for the year COCC incurred a loss, it was much less than the loss that had been budgeted. Phone & Internet income exceeding projections and increased DSS fees (due to more employees hired) on the income side and savings on various office, phone, electric & gas utility costs on the expense side combined to decrease the projected loss by almost \$20,000.
- E. Preferred words - In a discussion at the last Education Committee meeting, it was decided that as we work together to frame the discussion of how to provide homes citizens of Washington County can afford, we need to keep a list of words and phrases to avoid. The following table exercise provides some of the "Not so good" words and some possible alternatives. Please add your own "No-no" words so we can complete our table at the meeting.

NO-NO WORDS AND PHRASES	POSITIVE ALTERNATIVES
Development	Community
Project	Community
Houses	Homes
Housing	Homes
Elderly	Seniors
Households	Families
Affordable housing	Homes within reach of working families
Income limits/guidelines	? Opportunity target ?
Disabled persons	Persons with disabilities
“Hon” or “Honey”	Mr./Mrs./Ms. Lastname

II. Action items

A. Rent-to-Own selection priority - We launched the RTO program with an eligibility criteria of “Working in Washington County.” In subsequent conversations it be came clear that we may have a number of otherwise eligible persons who live in Washington County but who work in neighboring communities. Staff have therefore suggested adoption of resolution 2010-14 as follows:

WHEREAS the Housing Authority of Washington County established a Rent-to-Own (RTO) program in March, 2010;

AND WHEREAS the Authority did not intend to completely exclude RTO applicants who work outside of Washington County;

NOW THEREFORE BE IT RESOLVED that the following admission priorities be used for the RTO program:

1. *First priority to families that work in Washington County and live* in Washington County;*
2. *Second priority to families that work in the County and live outside the County (whether Maryland, Pennsylvania or West Virginia);*
3. *Third priority to families that live* in Washington County but work outside the County; and*
4. *Final priority to families that work outside the County and live outside the County but desire to relocate to our area.*

**Live in Washington County” shall be defined as holding a permanent residence for at least 18 months.*