

Exhibit H:
Annual Outreach Narrative Reporting Template

FREDDIE MAC

AFFORDABLE HOUSING PRESERVATION

2021

OUTREACH

ACTIVITY:

6 - Energy or Water Efficiency Improvements on Multifamily Rental Properties: Regulatory Activity

OBJECTIVE:

A - Publish an Annual Study on Energy and Water Efficiency Through the Green Advantage Program

ACTIONS:

In 2021 Freddie Mac published a white paper analyzing the impact of our Green Advantage program and released property level data on the planned and completed improvements made to properties through the program. We also created a resource page for our borrowers and other stakeholders, including a Green Advantage Benchmarking Data Collection Guide, which we updated in 2021, and how-to videos for data collection and sharing. These resources are valuable not just for properties with Freddie Mac loans, but for any property or organization looking to support and measure energy and water efficiency improvements, whether or not Freddie Mac financing is involved.

Objective's components detailed in the Plan	Corresponding actions taken	Explanation of any deviations from the Plan (if applicable)
Continue to collect and analyze estimated and available actual energy efficiency data collected from Green Assessment reports and Energy Star Portfolio Manager on Freddie Mac Green Advantage loans.	<p>Complete We collected and analyzed estimated and available actual energy efficiency data collected from Green Assessment reports and Energy Star Portfolio Manager on Freddie Mac Green Advantage loans.</p> <p>As anticipated, we began receiving actual performance data on properties that received Green Advantage loans. These are properties that received financing during the initial months of the Green Advantage program.</p>	n/a
Publish a report identifying and analyzing energy- and water-efficiency measures selected	<p>Complete We published this report on 12/28/21. We captured and analyzed all of the data points identified in our DTS plan (full list identified below). Key findings from our analysis are discussed below.</p>	

<p>through Freddie Mac Green Advantage loans.</p>		
<p>Implement program improvements based on feedback from borrowers, sellers, localities and research organizations</p>	<p>Complete We were able to implement program improvements based on feedback received from key industry players that were also economical and provided cost savings to our borrowers and renters.</p>	
<p>Include analysis in the report based on at least the following: geography, types of efficiency measures, types of buildings</p>	<p>Complete We published analysis on green improvements across 45 states and 191 MSAs. Our green advantage portfolio includes buildings varying on size, use, occupancy, construction and location.</p>	
<p>Post the report on our website and promote it to the public through a press release.</p>	<p>Complete We published the report to our website on 12/28/21 and promoted with a press release and on social media. See supporting materials for social media statistics.</p>	
<p>Publish underlying property level data for public analysis including the following information: a. Property state b. Property county c. Year built d. Number of units e. Property type (for example, garden, high-rise, mid-rise) f. Type of savings pursued (energy/water/both) g. Green improvement measures pursued h. Projected savings of measures i. Projected Savings overall based on selected measures j. Estimated costs of measures k. Post-improvement consumption metrics (as this data becomes</p>	<p>Complete Freddie Mac provided the underlying property level data for public analysis on 12/28/21.</p> <p>This dataset can be found here: https://mf.freddiemac.com/docs/2021_green_advantage_dataset.xlsx</p> <p>All the fields set forth in the plan have been included. A summary of the dataset provided can be found here: https://mf.freddiemac.com/docs/2021_green_advantage_dataset_overview.pdf</p>	

<p>available, recognizing that it will take up to two years or more until work is completed on the properties and post-improvement consumption can be tracked)</p>		
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SELF-ASSESSMENT RATING OF PROGRESS:

Select the category that best describes progress on this objective for the year.

- Objective met
- Objective exceeded
- Objective partially completed:
 - 75-99% (substantial amount)
 - 50-74% (limited amount)
 - 25-49% (minimal amount)
 - 1-24% (less than a minimal amount)
- No milestones achieved

IMPACT:

Provide a self-assessment of the level of impact that actions under the objective have accomplished.

- 50 – Substantial Impact
- 40
- 30 – Meaningful Impact
- 20
- 10 – Minimal Impact
- 0 – No Impact

IMPACT EXPLANATION:

Answer the following questions.

1. How and to what extent were actions under this objective impactful in addressing underserved market needs, or in laying the foundation for future impact in addressing underserved market needs?

Our research in 2021 expands upon the baseline market understanding of the costs to implement certain energy and water efficiency improvements and associated savings that we began in 2018. In 2021 we were able to analyze savings results on a broader sample of properties to include capturing actual savings data based on energy and water improvements. Since the program’s inception through the third quarter of 2021, our Green Up and Green Up Plus offerings were utilized on loans totaling \$64 billion impacting 630,000 units. Results from our analysis showed an average annual savings of 6,200 kBtu per unit, exceeding cumulative savings projections by 1,100 kBtu.

Beginning in 2018, we engaged with WegoWise by AppFolio (WegoWise) in a series of projects to create a framework for our data collection and reporting practices. These projects built the foundation for performing actual savings analysis on properties receiving the energy and water efficiency improvements. Throughout several years of working with WegoWise, in 2021, we were able to publish a Benchmarking Data Collection Best Practices Guide to create more consistent data collection throughout the entire loan process and to produce higher quality data and reports. We also released associate property-level data tied to our analysis for loans funded from program inception through the end of Q32021 and created how-to videos for data collection and sharing, which adds additional transparency to the market of our Green Up loans and their performance. These efforts contributed to a 25% increase in reported tenant data from 2020, allowing Freddie Mac the ability to perform more tenant-specific energy savings analysis. Freddie Mac is leading the industry by publishing data that can be used by borrowers, developers, and lenders to continue to support green improvements in multifamily real estate.

An analysis on a subset of loans found cumulative tenant cost savings of \$22,340,88 or \$129 per unit per year. This makes housing measurably more affordable and increases the amount of money available to spend on other necessities. Impactful savings include cumulative water savings of over 1.2 billion gallons, which is the equivalent to filling 1,925 Olympic-sized swimming pools. The cumulative realized energy savings based on the M&V analysis was found to be over 579 million kBtu—enough energy to power over 16,000 homes across America.

We found that higher energy saving standards can also be met by cost-effective approaches. The projected average cost for improvements per unit was \$478 with a total of nearly \$300 million of projected improvements as of the end of Q32021. With our additional data in 2021, we gain new insights into the types of improvement that can reduce tenant costs and make multifamily housing stock more efficient. The data we are collecting helps us better serve underserved markets and refine our Green Advantage program to drive greater impact, help developers meet benchmarking or other local requirements, and inform policymakers as they consider ways to further energy and water efficiency in multifamily housing

2. What did the Enterprise learn from its work about the nature of underserved market needs and how to address them?

As a result of our experience in the market and our analysis of that experience in our white paper, we have identified multiple important lessons.

- A. We now have tangible data on costs of improvements, projected savings, and projected returns on investment as improvements are completed, bringing clarity to the market on the definition and economic feasibility of green improvements in workforce housing.
- B. Our borrowers have learned ways to make the improvements in a more cost-effective manner while still meeting higher standards for minimum energy and water efficiency improvements.
- C. While challenges still exist in collecting tenant data, we highlighted better ways to capture tenant data through our Benchmarking Data Collection Guide, which we updated in 2021. This set the market standard for data collection, and includes recommendations on contacting utility providers, tenant release forms, and Green leases.
- D. We identified energy and water efficiency improvements that directly benefit tenants. Savings are generally attributed to tenants for in-unit energy and water improvements as they are directly billed utilities or charged the cost by owners. For energy-efficiency improvements, in-unit LED Lighting, HVAC thermostats and insulation saw the largest selection increase from the last reporting period.

E. Improvements on the reporting process produced more meaningful data, including providing resources on data collection, additional training to Servicers, and completing an additional review of submitted data.

3. Optional: If applicable, why were all components of this objective not completed?

Not applicable.

Attach the information detailed in the list of documentation specific to the objective that was provided by FHFA.