

Exhibit H:  
**Annual Outreach Narrative Reporting Template**

FREDDIE MAC

RURAL HOUSING

2020

OUTREACH

**ACTIVITY:**

1 – High-Needs Rural Regions: Regulatory Activity

**OBJECTIVE:**

J – Facilitate Thought Leadership and Research Related to Housing and Mortgage Financing in Rural Communities

**ACTIONS:**

Freddie Mac met our 2020 goal under this objective by hosting our second annual Rural Research Symposium. The symposium brings together leaders from across the housing ecosystem, providing an open forum for the collective discussion and exchange of insights into recent research into rural housing and the state of the rural economy. The ultimate goal is to inspire collaboration and new solutions for affordable housing in rural areas.

2020 highlights:

- Freddie Mac illustrated our leadership and our commitment to rural communities by convening leaders from across the housing ecosystem, including individuals focused on housing in high-needs rural regions, to share insights, exchange ideas, and drive collaboration that moves rural housing forward.
- Because of the pandemic environment, the symposium was a virtual event held over two half-days. The five panel discussions, with a total of 23 expert panelists, centered on research findings into the economy and the future of rural housing and homeownership. They put several hot topics in the spotlight, including the pandemic’s effects on housing, racial gaps in housing opportunities, housing supply, and Native American housing and homeownership.
- The event platform featured various “rooms” where attendees participated in sessions, interacted with each other, and accessed additional resources.
- Participants gave the event excellent reviews, with an average rating of 4.62 out of 5.
- After the symposium, we posted the presentations and supplementary resources on our [Rural Research Symposium](#) web site to share the research with a wider audience.

Objective’s components detailed in the Plan	Corresponding actions taken
1. Host a second annual research symposium that focuses on rural mortgage markets to better understand who is	<b>Complete</b> <ul style="list-style-type: none"> <li>• Held the second annual Rural Research Symposium over the afternoons of November 9 and 10 via a robust virtual platform rather than as an in-</li> </ul>

<p>being served and the effectiveness of mortgage products, services, and financing. The second annual symposium will focus on new research and insights developed since the 2019 symposium.</p>	<p>person event because of restrictions on travel and large gatherings during the pandemic.</p> <ul style="list-style-type: none"> <li>• Attracted more than 300 attendees from academia, government agencies, financial institutions, non-profit agencies, and Freddie Mac.</li> <li>• Agenda highlights:             <ul style="list-style-type: none"> <li>○ Keynote presentation: Policy and Research Considerations for Understanding Rural Communities                 <ul style="list-style-type: none"> <li>▪ Population shifts</li> <li>▪ Role of immigration</li> <li>▪ Impact of the coronavirus pandemic</li> <li>▪ Inequality challenges</li> </ul> </li> <li>○ Panel discussions, including new focus areas developed since 2019's symposium:                 <ul style="list-style-type: none"> <li>▪ COVID-19: The Impact on Housing and Rural America (new focus)</li> <li>▪ Indian Country Homeownership (new focus)</li> <li>▪ Housing Supply Solutions Showcase (new focus)</li> <li>▪ Rural Homeowners: Examining the Attributes of Borrowers and Lending in Rural Areas</li> <li>▪ Housing Market Dynamics and the Rural Economy</li> </ul> </li> </ul> </li> <li>• Held virtual networking sessions through the platform to encourage relationship building and idea sharing.</li> <li>• Made presentations, resources, and a podcast on Native American homeownership available through the platform.             <ul style="list-style-type: none"> <li>○ Materials downloads – 240</li> <li>○ Podcast downloads – 60</li> </ul> </li> <li>• Posted the presentations and podcast to the Rural Research Symposium site, which also features 2019 presentations and other thought leadership pieces.</li> <li>• Promoted the event through an integrated, multipronged campaign:             <ul style="list-style-type: none"> <li>○ E-mail – 10 in total from March-November sent directly to previous attendees and new invitees as well as with announcements in Lender News and a corporate newsletter</li> <li>○ Digital – Symposium web page, e-mail signature graphic with link to the web page, video teasers</li> </ul> </li> <li>• Social media – Posts by Freddie Mac as well as individual employees and speakers to raise awareness and encourage registrations</li> </ul>
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**SELF-ASSESSMENT RATING OF PROGRESS:**

- 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

**PARTIAL CREDIT JUSTIFICATION:**

Not applicable

**IMPACT:**

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

**IMPACT EXPLANATION:**

**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?**

Freddie Mac laid the foundation for significant impact on the rural housing market by hosting a second Rural Research Symposium and making it an annual event. We are uniquely positioned within the industry to bring together thought leaders and influencers from across the housing ecosystem to facilitate the collaboration, insights, creativity, and focus that can improve the future of home in rural America.

Attendance doubled year-over-year. The growth results in part from opening registration and promoting the event more widely. However, it also reflects interest across stakeholder groups, confirms the value of the inaugural symposium, and acknowledges Freddie Mac’s leadership and commitment in the rural space.

The program that we built highlighted research into matters that hinder rural communities and encouraged discussion about solutions that could promote prosperity. Topics included, but were not limited to, race and wealth building, unemployment in rural areas and its impact on housing, the impacts of the coronavirus pandemic on rural communities, housing and mortgage financing for Native Americans in tribal areas, shifting demographics within rural communities, characteristics of rural lenders and borrowers, and homes of the future.

Attendees found the symposium valuable, as shown in their responses to a post-event survey:

Survey Topic	Average Rating (5-point Scale)
Likely to recommend the symposium to a colleague	4.7
Event content	4.6
Event communications	4.6

**Attendees' Comments – In Their Words**



To make the research widely available and bring more people into the conversation, we posted the presentations from the symposium to our [Rural Research Symposium](#) web site.

The symposium’s successful launch in 2019 and even greater popularity in 2020 reflect the industry’s need for such a knowledge-sharing forum and Freddie Mac’s industry leadership. The deeper understanding, relationships, and energy that the annual symposium inspires can encourage the broader industry to explore opportunities and create possibilities for improving the quality of life in rural communities.

Freddie Mac and—based on their feedback—other rural housing stakeholders look forward to the Rural Research Symposium’s continuing role in helping to move housing forward in high-needs rural regions.

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

We learned that hosting the symposium in a virtual format was a worthwhile alternative to an in-person event in 2020. Most significantly, it allowed us to hold the event and invite a broader audience, and people who could not have traveled to Washington, D.C., under usual circumstances were able to participate. As a result, attendance doubled year-to-year, the featured research received greater visibility, and a wider range of industry experts had the opportunity to interact with and learn from each other. The platform we used featured “rooms”—including Speaker Presentations, Lobby, Trivia Room, and Resource Center—that gave attendees immediate access to information and materials they otherwise would have waited until after the event to receive. The platform also supported networking, which is a key aspect of the symposium. Although meeting in person makes it easier to interact with other attendees, the virtual symposium still achieved its purpose and built on the momentum begun in 2019 despite constraints stemming from the coronavirus pandemic.

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

Not applicable