

2022 Rural Housing Outreach

REGULATORY ACTIVITY:

B. Housing for high-needs rural populations (12 C.F.R. § 1282.35 (c) (2)).

OBJECTIVE:

3. Champion efforts that promote or sustain homeownership for Native American populations.

INFEASIBILITY:

Please check here if the Enterprise is submitting an infeasibility request.

SUMMARY OF RESULTS:

Objective’s components detailed in the Plan	Corresponding actions taken	Explanation of any deviations from the Plan (if applicable)
<input checked="" type="checkbox"/> Expand partnership with Oweesta Corporation, a recently HUD-approved housing counseling intermediary, to support the educational needs of Native American consumers, promoting housing stability, and increase the pipeline of mortgage-ready homebuyers.	The implementation steps that follow, collectively, constitute completion of this target.	N/A
<input checked="" type="checkbox"/> Complete a needs assessment of intermediary and network members to determine how to best support capacity building of staffing and programming. As referenced above, Oweesta and its member agencies will need to make investments in administrative, financial, and reporting processes to maintain HUD approval. This includes an assessment of current processes and capabilities. Consulting services will be provided to Oweesta and its members to support them in areas identified by the needs assessment. This assessment will include a review of technology to support requirements for client tracking and HUD reporting of activities.	Fannie Mae and its partners successfully completed a needs assessment for the members of the counselor network.	N/A
<input checked="" type="checkbox"/> Create and define success measures, including milestones to support and grow homebuyer readiness programming.	Fannie Mae and its partners developed a homebuyer readiness matrix based on a key set of criteria and input from some of our HUD-approved network partners.	N/A



<input checked="" type="checkbox"/> Serve 800 participants through the Native American Intermediary network in 2022. Given the continuing COVID crisis and dynamic needs of Native consumers, these participants may include future homebuyers or existing homebuyers in need of support. This target participant size is meaningful and would increase the total number of Native American consumers served by HUD- approved counselors in FY 2020 by 5%.	Fannie Mae’s partner network served 910 households, significantly surpassing the target in the Plan during a time when prospective homebuyers often expressed challenges initiating the homebuying process.	N/A

SELF-ASSESSMENT RATING OF PROGRESS:

- Target met
- Target exceeded
- Target partially completed
- No milestones achieved

IMPACT:

- 50 – Very Large 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?

In 2021, Oweesta became HUD-approved and the first intermediary with a focus on providing services to Native American households. Their network is comprised entirely of Native CDFIs and Native non-profit organizations. This was the culmination of work that Fannie Mae supported for several years to build the necessary infrastructure and network of Native housing counseling agencies. Homeownership on tribal land is complex, and support is necessary to help Native Americans not only achieve homeownership but housing stability. Services that focus on improving financial capability, increasing rental options, homebuyer readiness services, and foreclosure prevention are all critical to successful homeownership and stable housing. Fannie Mae supported the provision of these services to 910 households in 2022, which exceeds the target we set for 800 households served.

Through training and advice provided through technical assistance, Oweesta completed its first HUD performance review. Oweesta also continued to facilitate trainings directly and with support from other HUD-approved intermediaries. As a result of these efforts, Oweesta and network members have increased their knowledge and capacity, ensuring Oweesta’s continued



compliance as a HUD-approved intermediary as well as enhancing the quality of services Oweesta can provide to the individual housing counseling agencies in the network.

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

Some organizations within Oweesta’s network have had challenges maintaining HUD-approved status due to staffing and reporting issues. Finding qualified staff can be challenging for rural organizations providing housing counseling services. HUD now requires housing counselors to pass a certification test and to continue to work for a HUD-approved housing counseling agency. This is an additional cost for a resource-constrained agency, especially given the small size of Native non-profits and CDFIs.

Oweesta also noted that assistance from other HUD-approved intermediaries was integral to their work. This support was instrumental in easily accessing the information on HUD compliance and housing counseling programming, as well as supporting the facilitation of trainings for network members to expand the types of services offered. Peer-to-peer support at an intermediary level, as well as a direct service provider level, will remain critical to the success of housing counseling programs.

3. Optional: If applicable, why was the Enterprise unable to achieve the Plan target?

Not Applicable