

City of Austin programs for
**Healthy Homes and
Financial Empowerment**



**We
Can Help!**

*Providing Opportunities,
Changing Lives*



**Neighborhood Housing and
Community Development Office**

Marketing Update

December 11, 2012

Jill Goodman, CPIO
Laura Duran-Villa, NHCD



Preview

1. Marketing, Outreach & Education Update
2. Holly Good Neighbor Program Update
3. How you can help

Video links

DPA:

- <http://www.youtube.com/watch?v=osDF-VXFr5s&list=PLB72BDBE8FB34D35B&index=3>

Small biz:

- <http://www.youtube.com/watch?v=D3PiX0-IHIM&list=PLB72BDBE8FB34D35B&index=2>

Demo:

- http://www.youtube.com/watch?v=Sdg5Ne0-Rpc&list=PLB72BDBE8FB34D35B&feature=player_embedded

Marketing, Outreach & Education

- New strategy → comprehensive approach
- Hired staffer dedicated to direct outreach
- Integrating marketing/outreach more into daily operations
 - Better tracking of “leads”
 - Tracking outreach methods that work/do not work

What are we marketing?

- LeadSmart lead removal
- Home Repair Loan Program
- Architectural Barrier Removal
- Holly Good Neighbor Program – Home Repair
- Private Lateral Pipeline Grant
- HousingSmarts homebuyer education
- Down Payment Assistance
- Matched-Saving Accounts (IDA)
- Small-Business Assistance (BiGAUSTIN, PeopleFund)

**Healthy Homes &
Financial
Empowerment
programs!**

Highlights

- More direct outreach
- Enhanced coordination among City departments
 - Budding Fire Department partnership
- Referrals: 2-1-1
- Upgrading “tools” for outreach

Marketing/Outreach collateral

- Videos – “Client Success Stories”
- Single marketing booklet
- Individual handouts
- Comprehensive PowerPoint (long/short versions)
- *Community Matters* blog
- New central website portal



HOME REPAIR

Was your home built before 1978?

Up to \$30,000 in free service is available for Austin residents. If you have children or grandchildren who live in your home or visit often, it is important to get your home inspected for hazardous lead. Lead is poison to your child's body. Learn about [LeadSmart](#).



Has your home seen better days?

Make those much needed repairs to your home! We are helping eligible homeowners bring their homes up to building code standards with repairs to the foundation, roof, plumbing, HVAC system, electrical work and other major interior and exterior repairs. We will [repair your home](#) or build a new home for you.



Trouble getting around your home?

Has age or disability made it harder for you to enter or leave your home or to comfortably access the kitchen or bathroom? Is it difficult to hear or see when someone is knocking at your door or to hear the telephone ring? Our [free programs](#) modify those areas of your home so they can be easier for you to use.

HELP BUYING A HOUSE

How can I learn the ins and outs of buying a house?

Take the confusion out of buying a home! Buying a home, and avoiding foreclosure, can be confusing and it may seem out of reach. There is a lot of paperwork and math that no one ever taught you! [HousingSmarts homebuyer training](#) is free and it will put you on track for success!



Can I get help with a down payment on a home?

Homeownership, it's closer than you think . . . the City of Austin assists eligible first-time homebuyers [buy a house](#) in Austin they can afford.

Reports & Publications



Ending Homelessness

ROOF OVER AUSTIN

Your Vote, Your Bonds, Your Community



Housing & Financial Empowerment Programs



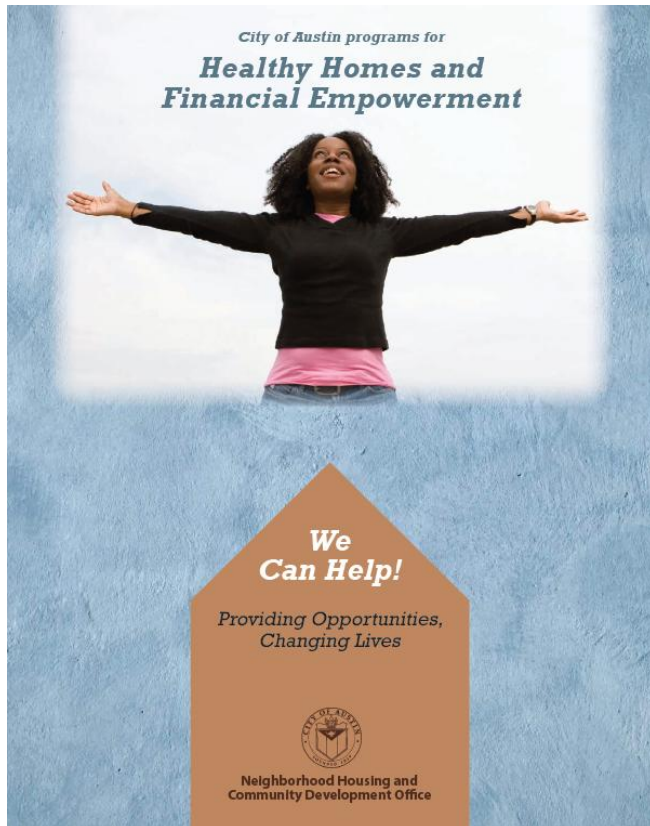
Holly Good Neighbor update

- Information Session @ Metz Rec Center
 - Follow-up outreach to Metz
 - Packet mailed to all attendees



How you can help

Spread the word!



Invite us!

