



COMMUNITY FIRST

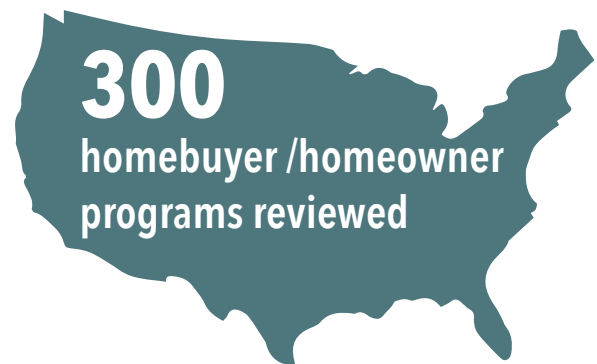
Ensure your housing development program meets the demands of the market and existing residents

Housing development programs that focus only on increasing the supply of housing without explicitly integrating the interests of the community can prove ineffective, since community members – the customers – won't buy what your organization is attempting to sell.

Community First, a HUD-sponsored guidebook created by Minnesota Housing Partnership (MHP), aims to close this gap by helping your organization to:

- » Understand your target market
- » Identify and address existing barriers to homeownership
- » Establish appropriate and effective programmatic approaches to attract and support your customers

To create this resource, MHP and Econometrica researched and identified more than 300 homebuyer/homeowner programs across the United States. The guidebook relays best practices and spotlights innovative programs to help YOU design the most effective program for your customers – **the community.**



Access the Community First guidebook: bit.ly/CommunityFirstTool

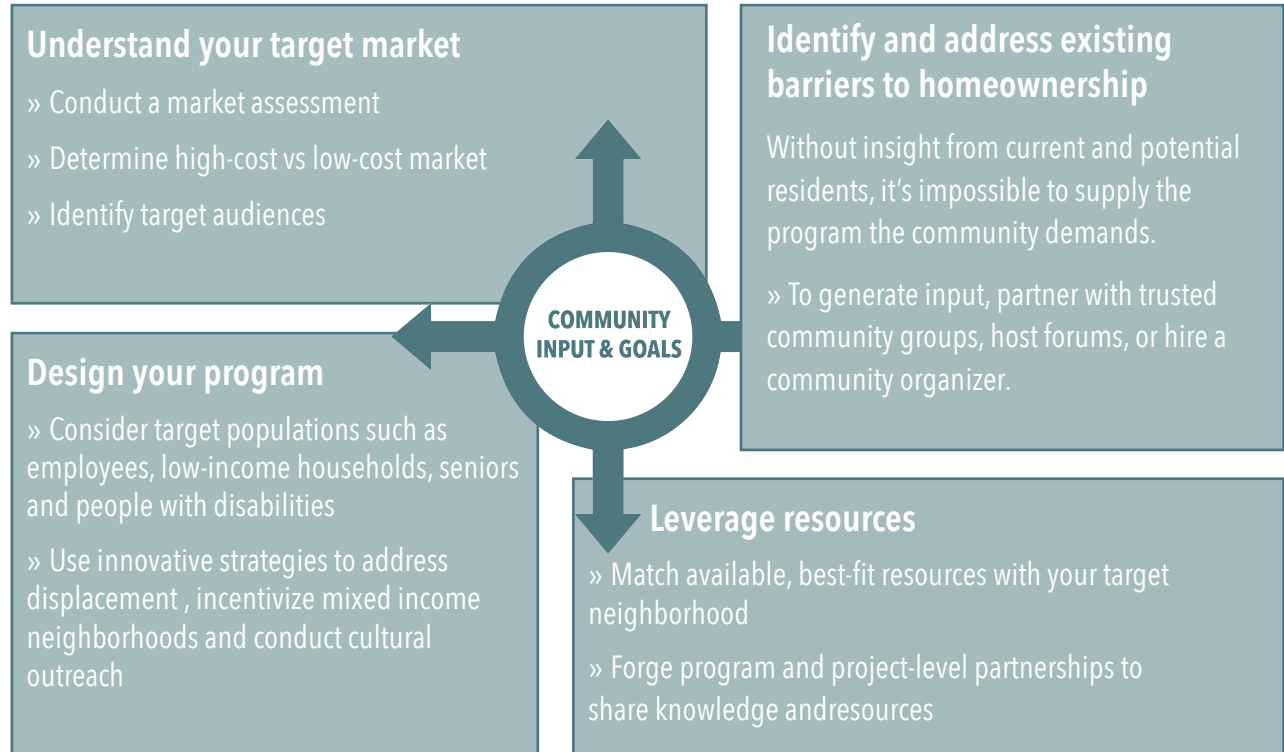
Join the conversation on Twitter: [#CommunityFirstTool](https://twitter.com/CommunityFirstTool)

Watch a video with key takeaways: bit.ly/CommunityFirstVid



As a program designer, make sure you put **COMMUNITY FIRST**

HUD programs like HOME and the Community Development Development Block Grant (CBDG) provide funding for thriving communities that support a diversity of households – from seniors and veterans to low-wage workers and families of different cultural backgrounds. How can you create a program that best serves your community?



SPOTLIGHT: LIVE MIDTOWN

In 2011, three major Detroit, Michigan, employers – Wayne State University, Detroit Medical Center, and Henry Ford Health System – partnered with **Midtown Detroit, Inc.** to attract their employees to the Midtown area through rental, home purchase, and exterior improvement programs. Each employer contributed \$1 million to the Live Midtown program over five years, with additional support from local foundations and the Michigan State Housing Development Authority. Over a five-year period, Live Midtown attracted more than 1,200 new residents to the Midtown area.

SPOTLIGHT: DDNP HOMEBUYERS CLUB

To help make homeownership possible for Duke University employees working in grounds, housekeeping, and food services, **Duke Durham Neighborhood Partnership's** community organizer collaborated with local partners to create the Homebuyers Club, which provides homebuyer education, savings counseling, credit repair support, and additional workshops developed in response to input from community members. Of the initial group of Duke employees interested in purchasing a home in Southside, approximately 30 joined the Homebuyers Club, and, as of mid-2017, at least 13 had purchased a home.

