

The logo features a stylized map of Michigan on the right, composed of various geometric shapes in shades of blue and green. To the left of the map, the text reads "— MICHIGAN STATEWIDE —" in a smaller, dark green font, with "HOUSING PLAN" in a larger, bold, dark green font below it.

— MICHIGAN STATEWIDE — HOUSING PLAN

MSHDA: Statewide Housing Plan Talking Points and Key Messages

Statewide Housing Plan Top-Level Talking Points

- The statewide housing plan, a first for Michigan, will identify housing issues and work with a diverse group of stakeholders to make an action plan to address them, ensuring all Michiganders have a safe, affordable and quality place to call home.
 - The lack of safe and affordable housing in Michigan impacts individuals, families, communities, and statewide economic development. It is vital to the success of Michigan to implement strategies which address barriers to housing through an organized effort.
- MSHDA is spearheading a statewide strategic planning process with the consulting group Public Policy Associates and a Partner Advisory Council comprised of housing experts and key partners throughout the state of Michigan. This collaboration will result in Michigan's first ever strategic five-year statewide housing plan.
 - A Statewide Housing Plan will help identify the causes of housing issues and what must be done to address them equitably, inclusively, and in a way that best leverages all available resources.
 - Research and engagement efforts began in November 2020. The five-year plan is expected to roll out by the end of 2021.
- Michigan struggled with a lack of affordable housing before COVID-19 and the pandemic amplified the challenges faced by residents.
 - MSHDA's leadership staff along with its Strategic Planning Team worked together to create the COVID-19 Response and Recovery Plan to make sure that MSHDA is being responsive to the immediate and future needs of Michigan residents and partner organizations.
- The success of the Statewide Housing Plan depends on many individuals, organizations, and government partnerships across the state. To learn more and get involved, visit Michigan.gov/housingplan

Statewide Housing Plan Key Messages

Research

MSHDA is spearheading a statewide strategic planning process with the consulting group Public Policy Associates and a Partner Advisory Council comprised of housing experts and key partners throughout the state of Michigan. The process includes researching how 15 state housing finance agencies compare with Michigan's, researching trends and innovations in housing, and reaching out to engage customers, partners, and the public through roundtables, interviews, surveys, and town hall-type meetings.

Other Resources

MSHDA previously conducted research resulting in the [Michigan Statewide Housing Needs Assessment](#) and [Michigan Homeownership Study](#). In addition, the [Ending Homelessness in Michigan: 2019 Annual Report](#) created in collaboration with Michigan's Campaign to End Homelessness and the ALICE Report, by Michigan Association of United Ways were leveraged to inform the need for a statewide housing plan.

Getting the Right People to the Table

The research to inform the statewide housing plan began in 2020. Conducted by Public Policy Associates, this primary and secondary research includes external experts, customers, partners and the public. Aligned to MSHDA's value of diversity, equity, and inclusion, and through the help of partners, the research approaches include seeking feedback from those who are being impacted but may not have access to technology.

Throughout the process, stakeholders within MSHDA will be consulted to ensure the appropriate customers, partners, stakeholders and members of the public are involved in the creation of the SHP.

- External experts and state housing finance agencies were interviewed, and information gathered on national trends, housing innovations, and best practices for addressing housing at the state level.
- Customer input will be gathered in the form of surveys and interviews.
- Partners will be consulted through the advisory council and roundtable meetings.
- Finally, public input will be collected through an online survey and regional public sessions to be conducted in a safe manner virtually.

MSHDA's Role

MSHDA believes housing is the cornerstone of thriving communities and every person deserves safe, affordable, and quality housing, yet too many families are struggling to afford basic necessities. Michigan has struggled with a lack of affordable housing which has been further amplified by the pandemic. As a result, MSHDA is spearheading a statewide strategic planning effort to create Michigan's first five-year statewide housing plan. To be successful, the plan requires a collaborative, statewide, data-driven approach that identifies and provides steps on how to overcome Michigan's housing challenges.

Goals

The goals of the five-year Statewide Housing Plan include:

- Recognition of housing as essential to thriving communities.
- Actions toward safe, affordable, quality housing for all.
- Equitable and inclusive housing.
- Leverage collective resources.

At-A-Glance MSHDA Talking Points

- At MSHDA, our vision is to make Michigan a place where all people have **quality affordable housing** as a foundation to reach their full potential.
 - We build equitable pathways to housing programs and services through the design and implementation of programs that provide equal access to resources.
 - We invest in Michigan communities to address housing needs and increase access to opportunities in rural and urban neighborhoods.
 - We collaborate with partners to create housing plans and identify housing resources and strategies.
 - We rehabilitate Michigan's aging housing stock to address deteriorating structures through housing rehabilitation programs.
- MSHDA has a **network of resources** to support the housing needs of Michigan residents.
 - We offer access to grants, loans, programming, and counseling to meet residents and neighborhoods wherever they are in their journey.
- We are a **unique state organization** in that we are not supported by tax-payer dollars nor is our debt guaranteed by the State of Michigan.