



CalHFA HRC

Mortgage Relief Program Update

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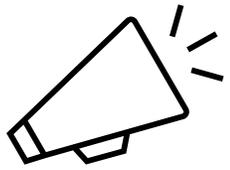
Geo Shannon

Reporting Director, CalHFA HRC

Chief Data Officer, OSaaS

- Program Overview and Approach
- Update on Marketing and Outreach
- June 13th Program Expansion
- Program Performance and Expectations

Overall Program Approach



Outreach



1

Efficiently distribute funds and make an impact to Californians in need



**Continual
Assessment**



2

Proactively make adjustments and introduce new programs based on market analysis



Based on current market need, two program updates and one new program implemented

- New property tax program
- Expanded income to 150 AMI
- Reset delinquency by date to June 30th, 2022



Outreach / Targeting - Socially Disadvantaged Communities

Qualified Census Tracts (QCT)

- Defined to be 'qualified' if 50% of households are below 60% Area Median Income (AMI)
- have a poverty rate of 25% or more

Owner Vulnerability Index (OVI) Zip Codes

- Burden (households paying more than 50% of income to household cost)
- Income after housing costs
- High interest rate mortgages
- Foreclosure rates from 2007–2012

Outreach Activities

Digital, Social, Streaming Radio,
Traditional Radio, TV, Outdoor



76.4M

Paid Media Impressions

(Data from Pandora streaming audio not included)

870K

Organic Social Media Impressions*

5.5K Referrals

to CaMortgageRelief.org by CBOs

40K Materials Given

by CBOs

21K Emails Sent

by CBOs

185.5M

Potentially Reached via Earned Media

(based on currently available data)

302

Print/Online News Stories

*Total number includes paid instagram impressions due to limitations of tool at this time

NEWS COVERAGE



14

Interview Conducted



118

News Articles



17

Television Stations



11

Radio Stations

HEADLINES

Mercury News: California homeowners now eligible for COVID mortgage relief

LA Times: Help is now available for more Californians who are behind on their mortgages



Market Need



88,018

California Homeowners
that are Delinquent or
in Foreclosure



48,879

Homes that are
60+
Days Delinquent



56%

Delinquent Homes
are 60+ Days
Delinquent



50,000

California Homeowners
Eligible for Property Tax
Program

Current Progress - Mortgage Relief Program



17,517

Applications
Submitted



4,226

Applications
In Process



13,094

Applications
Determined



3,948

Applications
Cancelled



2,883

Household Served



\$98,870,799

Total Amount of
Funds Distributed

Current Progress - Mortgage Relief Program



Current Progress - Mortgage Relief Program



59%

Average AMI



\$34,373

Average
Household
Assistance



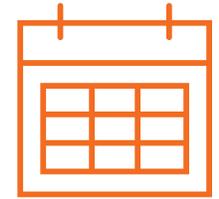
58%

Socially
Disadvantaged
Communities



44 days

Median Days for
Application
Determination



7.0 days

Average Days
from Approval to
Funds
Disbursement

Current Progress - Property Tax Program



546

Applications
Submitted



386

Applications
In Process



157

Applications
Determined



13

Applications
Cancelled



\$9,990

Average
Household
Assistance



\$886,222

Total Amount
of Funds
Approved



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Questions