



**NYE COUNTY BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM REQUEST FORM**

Department: Finance	Meeting Date:
Category: Timed Agenda Item - 10:00 a.m.	June 6, 2023
Prepared by: Jessica McCutcheon, Grants Administrator	Phone: (775) 751-7091
Presented by: Diane Arvizo with Nevada Rural Housing Authority	Phone: (775) 886-7900

Action requested: (Include what, with whom, when, where, why, and terms)

Presentation by Diane Arvizo with Nevada Rural Housing Authority, regarding program status, outcome results, a budget status report and future goals pursuant to the Nye County American Rescue Plan Act (ARPA) Recovery Plan and Policy: Public Health Assistance-Affordable Housing Grant.

Complete description of requested action: (Include, if applicable, background, impact, long-term commitment, existing county policy, future goals, obtained by competitive bid, accountability measures)

Pursuant to the Nye County ARPA Recovery Plan and Policy each sub-grantee with approved programs shall come before the Board of Nye County Commissioners to present program status, outcome results, a budget status report and future goals.

On November 1, 2022 the BoCC approved Nevada Rural Housing Authority's request for \$400,000.00 to support the Buy In Nye Homeownership Program.

Recommendation:

Financial Impact

Cost: \$ 0.00	Fund Name:	Fund #:
Budgeted: <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A	FY:	<input checked="" type="checkbox"/> One-Time <input type="checkbox"/> Recurring
Comments:		

Review & Approval

Legal Review Required: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Legal Approval Received: <input type="checkbox"/>	Date:
Financial Review Required: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Submitted to Finance: <input type="checkbox"/>	Date:
Administrative Manager Review: <input checked="" type="checkbox"/>	Place on Agenda: <input checked="" type="checkbox"/>	Initials: ST

Item # 7

**NYE County
 ARPA Recovery Plan
 Public Assistance
 Programmatic Report**

**Nye County Grants
 2101 E. Calvada Blvd. #200
 Pahrump, NV 89048
 775-751-6390; Ext 3
grantsadministrator@co.nye.nv.us**

Grant Period:	Nov 2022 - Nov 2023				
Program Name:	Public Health Assistance- Affordable Housing				
Grant Applicant #:	NYEARP-PAAO-0001				
Organization Name:	Nevada Rural Housing Authority				
Address:	3695 Desatova Drive Carson City, NV 89701				
<table style="width: 100%;"> <tr> <td style="width: 60%;">Contact Person: Diane Arvizo</td> <td style="width: 40%;">Phone: 775-886-7900</td> </tr> <tr> <td>Email Address: diane@nvrural.org</td> <td></td> </tr> </table>		Contact Person: Diane Arvizo	Phone: 775-886-7900	Email Address: diane@nvrural.org	
Contact Person: Diane Arvizo	Phone: 775-886-7900				
Email Address: diane@nvrural.org					

Diane Arvizo, Director of Homeownership Programs
 (Presenter name and title)

5/15/2023
 Date

Diane Arvizo, Director of Homeownership Programs
 (Authorized Signer and title)

5/15/2023
 Date

1.) What did you accomplish during this reporting period and how did these accomplishments help you reach your stated project goal(s) and objective(s). Please note any significant project partners and their role in project activities.

For this second reporting period, the Nevada Rural Housing team continues to report on its outreach, community engagement and marketing communications activities, which are key to helping drive interest and ultimate use of the Buy in Nye Homeownership Program. Since program launch, four loan reservations were made using the Buy in Nye Homeownership Program (additional details included in the supplemental reporting materials at the end of this document). At the launch of the program, the NRH team created comprehensive and cohesive program materials, website destination (BuyinNye.org) and campaign components; over the past six months, the team has collected feedback and metrics to ensure campaign messaging and materials were being effective in reaching our audiences with details about the program. Armed with campaign performance metrics, the team has been able to adjust messaging and tactics to enhance and optimize reach. Presentations, training and one-on-one engagement with partners and direct consumers have continued to best connect with those who are most likely to benefit from this one-of-a-kind program. Key media partnerships that target the Nye County area also continue to ensure messaging reach, and relationships with lending and real estate partners are being nurtured as we know these professionals are the key to connecting homebuyers to the program.

2.) What, if any, challenges did you face during this reporting period and what actions did you take to address these challenges? Please note in your response; changes, if any, to your project goal(s), objective(s), or activities that were made as a result of challenges faced.

The Buy in Nye program is designed to assist a fairly specific homebuyer: the first-time, lower-income, Nevada resident looking to purchase a home in Nye County. These eligibility parameters simply narrow the "universe" of potential buyers to a select group of people, which provides the NRH team a good challenge of finding the most-likely qualified buyer through a variety of outreach mechanisms and tactics. While it is a challenge, it is not impossible, and the NRH team understands there's not one silver bullet approach to engaging a community and instead, it requires a multi-faceted approach to reach people where they're at with the messages and tools that resonate with them the most. NRH uses digital analytics to best understand if/how messages are resonating with key audiences, allowing us the opportunity to adjust and remeasure as needed. We're also keenly aware of the fact that not all of our outreach can or should happen online, so a more "boots on the ground" approach needs to be taken by way of materials distribution (flyers, etc.), in-person events (one of which was help in Pahrump at the end of April) and other more traditional approaches to reaching our audiences. We're also seeing the fruits of our labor in terms of lender partner training; the better our partners are trained in the program, understanding the nuances of this program versus some of the other assistance options offered throughout the state, the more ready they are to connect the right buyer with this specialized opportunity in Nye County. NRH is facing a new challenge with being able to deliver the program to homebuyers because Nye County's draw request requirements are in conflict with the structure of the program approved by the Board of County Commissioners. As of May 16, NRH has not been reimbursed for the \$29,106.31 in ARPA funded down payment and rate reduction assistance provided to the first two borrowers participating in the program (loan numbers 3209971 and 3210176). NRH was forced to suspend one of the two assistance options in mid-April and the program is at risk of being terminated if this draw request issue cannot be resolved soon.

3.) How have the activities conducted during this project period helped you to achieve the measurable outcomes identified in your project proposal?

Following the strategic channel plan aims to reach to the target audiences in Nye County. For example, digital advertising allows for geotargeting, ensuring Buy in Nye messaging is only served to those in that area. Radio ads continue to run in the area that use a Nevada Rural Housing all-encompassing homeownership programs message, driving potential homebuyers to the website where they can navigate to Buy in Nye-program specifics. The "OTT" (which stands for Over The Top) campaign is a form of streaming TV advertising which has delivered a significant number of impressions in the Nye County area (more than any other rural area currently); this messaging approach is similar to that of the radio advertising. Strategic messaging has also helped achieve desirable reach outcomes during this period; reviewing engagement metrics on a variety of messaging to see which are most "sticky," and removing those that have little to no engagement from the mix, helps ensure a return on our time and resource investment. Additional detail is provided below regarding actual channel plan mix.

4.) What was produced during the reporting period and how have these products been disseminated? Products may include articles, issue briefs, fact sheets, newsletters, survey instruments, sponsored conferences and workshops, websites, audiovisuals, and other informational resources.

Refer to Exhibit "A" attached hereto.

1.) What measurable outcomes did you establish for this project and what indicators did you use to measure performance? To what extent did your project achieve these outcomes?

In addition to tracking the total number of homebuyers assisted, the NRH team utilizes a variety of measurement tools to track the success of the program in terms of its reach and engagement. The program uses HubSpot as its main Customer Relationship Management (CRM) tool to indicate engagement metrics, including the number of registrants for in-person and online trainings and informational presentations; Google analytics to measure website traffic and more importantly, what content is being consumed to show if specific program efforts are being utilized by target audiences (audience demographic measurements are also reviewed through Analytics); social media metrics (Facebook, Instagram, LinkedIn) to show engagement with paid and organic messaging relating to program and event content; and reach and frequency metrics from media partners to indicate broad messaging reach throughout our rural and frontier communities. Surface-level metrics aren't where the analysis stops, however; the team then digs deeper to better understand what our audiences are doing with the content and opportunities presented. Because of the levels at which our analytics can evaluate community outreach activities, the program and its initiatives can quickly understand how particular tactics, mechanisms and messages are assisting our target audiences. If reach and frequency metrics are low, if engagement numbers are low, if referral metrics are low and if certain messages aren't being absorbed in ways anticipated, the team is able to quickly pivot. Decision making also takes into account qualitative information gathered from trusted partners and key stakeholders; through in-person events and outreach tactics, the team is able to gauge levels of program awareness, understanding and engagement, and quickly pivot and evolve the level of information sharing required to assist.

2.) What, if any, challenges did you face during the project and what actions did you take to address these challenges?

Repeat of question 2 on Periodical Program Questions section.

3.) What impact do you think this project has had to date? What are the lessons you learned from undertaking this project?

Still true from when the program and campaign first launched, while strategic marketing tactics are important, community relationships are the epicenter of a program like Buy in Nye's success, and NRH is tapping into relationships and learning from local leaders and service providers about how to engage potential homebuyers. In order to not lose momentum and awareness in the communities the program intends to serve, we need to continue to engage and remind our local leaders and partners that the program is still available and provides a significant opportunity to those looking to Buy in Nye. A reminder "push" is planned this quarter to distribute an advisory to local partners and media with updates and available materials/information about the program. A localized text messaging campaign is also in the works for this quarter to help target those who may qualify, allowing them to seek additional information in an easy-access method such as a text message.

4.) What will happen to the project after this grant has ended? Will project activities be sustained? Will project activities be replicated? If the project will be sustained or replicated, what other funding sources will allow this to occur? Please note your significant partners in this project and if/how you will continue to work on this activity?

Nevada Rural Housing's homeownership programs have been in operation since 2006. Its flagship program, Home At Last, will continue to be an offering to all qualifying rural Nevada homebuyers for years to come; in fact, dozens of the program's homebuyers have purchased in Nye County over the past 15+ years. If additional funding is made available for Buy in Nye, the Nevada Rural Housing team would be honored to help continue to provide the program; for now, the team's first priority is expending the initial funding and ensuring as many Nye County homebuyers are served as possible.

5.) Over the entire project period, what were the key publications and communications activities? How were they disseminated or communicated? Products and communications activities may include articles, issue briefs, fact sheets, newsletters, survey instruments, sponsored conferences and workshops, websites, audiovisuals, and other informational resources?

Repeat of question 4 on Periodical Program Questions section.

**EXHIBIT "A" ATTACHED TO NYE COUNTY ARPA RECOVERY PLAN PUBLIC ASSISTANCE
PROGRAMMATIC REPORT DATED MAY 15, 2023**

4.) What was produced during the reporting period and how have these products been disseminated? Products may include articles, issue briefs, fact sheets, newsletters, survey instruments, sponsored conferences and workshops, websites, audiovisuals, and other informational resources.

A diverse channel plan is important to appropriate and successful outreach, especially in the more frontier areas of the state. While digital advertising is a useful marketing and outreach tool, it is certainly not the only available tool and not always the most appropriate to meet certain parts of the state or specific audiences. This is why the NRH team has taken on a multi faceted approach to ensure digital tactics are met with in-person, and more "traditional" outreach opportunities, as well. Provided below (and also attached in the Quarterly Report addendum) are details around the channels and outlets used thus far and key metrics from them.

- Collateral materials
- Dedicated webpage: BuyinNye.org
- Geotargeted digital advertising in Nye County only
- Radio advertising on KIBS and KNYE
- OTT (digital TV streaming advertising) with emphasized ad deliver in Nye County
- Local lender outreach/meetings/training
- Local agent outreach/meetings/training
- Homebuyer education (in-person) opportunity

Refer to the included digital report for additional details.

Nye County Housing Market Report

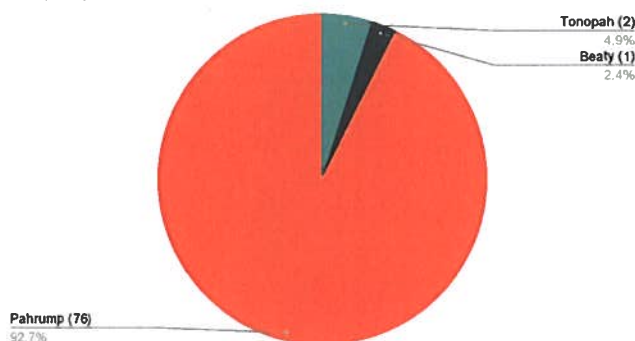
May 16, 2023

Property criteria for search:

Single family homes (new and existing, stick built and manufactured) on 1-acre of land or less, with a purchase price ranging from \$150,000 to \$345,000 (MCC eligible), and \$345,001 to \$450,000. This data excludes properties in foreclosure. The data is current as of May 15, 2023.

79 properties are available in Nye County with a purchase price of \$345,000 or less. Of those currently listed in the MLS, 76 are located in Pahrump, one is in Beatty, and two are in Tonopah.¹

Property Location \$345,000 or Less



83 properties are available in Nye County with a purchase price between \$345,001 and \$450,000. All are located in Pahrump.²

In all, 162 properties were listed for sale that met the above criteria, which represents a typical transaction using Nevada Rural Housing's homeownership programs, including Buy In Nye and Home At Last™.

According to Rocket Homes Nye County Real Estate Market Report for the month of April 2023, the median price of all properties sold in Nye County was \$365,250.³

In April, 50 homes were sold in Nye County, which represents a 2% decline from March 2023, when 51 homes were sold. The average sale time increased 168.4% from April 2022, with the average sale taking 59 days, compared to 22 days in April 2022. 54% of all properties sold were under asking price, 30% at asking price, and 16% over asking price.⁴

¹ Data obtained from Zillow.com on May 16, 2023

² Data obtained from Zillow.com on May 16, 2023

³ <https://www.rockethomes.com/real-estate-trends/nv/nye-county>

⁴ <https://www.rockethomes.com/real-estate-trends/nv/nye-county>



**Nevada Rural Housing
Buy in Nye Homeownership Program
Quarterly Report**
Issue Date 5/15/2023

Buy in Nye Homeownership Program Participation

Demographic & Loan Details for Buy in Nye Homeownership Program Participants

ORIGINATION SUMMARY REPORT

ORIGINATOR SUMMARY	LOANS	AMOUNT	% OF TOTAL
Castle & Cooke Mortgage, LLC	1	\$263,000.00	25.00%
LeaderOne Financial Corporation	1	152,625.00	25.00%
loanDepot.com, LLC	2	630,468.00	50.00%
TOTAL	4	\$1,046,093.00	100.00%

ANNUAL INCOME	LOANS	% OF TOTAL
\$30,000-\$44,999	1	25.00%
\$60,000-\$74,999	2	50.00%
\$90,000-\$104,999	1	25.00%
TOTAL	4	100.00%

HOUSEHOLD SIZE	LOANS	% OF TOTAL
2 - Two persons	1	25.00%
5 - Five persons	2	50.00%
8 - Eight or more persons	1	25.00%
TOTAL	4	100.00%

LOAN AMOUNT	LOANS	% OF TOTAL
\$150,000-\$175,000	1	25.00%
\$175,000-\$200,000	1	25.00%
\$250,000-\$275,000	1	25.00%
\$400,000+	1	25.00%
TOTAL	4	100.00%

LOAN TYPE	LOANS	% OF TOTAL
FannieMae 80% AMI	1	25.00%
FannieMae OVER 80% AMI	1	25.00%
FHA	2	50.00%
TOTAL	4	100.00%

PROPERTY TYPE	LOANS	% OF TOTAL
1 Unit Single Family Detached	2	50.00%
Manufactured Housing w/approva	2	50.00%
TOTAL	4	100.00%

RATE	LOANS	% OF TOTAL
5.2500% - 5.4900%	1	25.00%
6.5000% - 6.7400%	2	50.00%
6.7500% - 6.9900%	1	25.00%
TOTAL	4	100.00%

GENDER	LOANS	% OF TOTAL
MALE	3	75.00%
FEMALE	1	25.00%
NONBINARY	0	0.00%
UNDISCLOSED	0	0.00%
TOTAL	4	100.00%

ETHNICITY	LOANS	AMOUNT	% OF TOTAL
HISPANIC	2	\$454,468.00	50.00%
NON HISPANIC	1	\$439,000.00	25.00%
OTHER	1	\$152,625.00	25.00%
TOTAL	4	\$1,046,093.00	100.00%

PROGRAM PIPELINE	LOANS	AMOUNT	% OF TOTAL
Reservation	1	\$263,000.00	25.00%
UW Certification	1	\$439,000.00	25.00%
Purchased/Service	1	\$191,468.00	25.00%
Investor/Trustee	1	\$152,625.00	25.00%
TOTAL	4	\$1,046,093.00	100.00%

AVERAGE PRINCIPAL MORTGAGE:	\$261,523.25
AVERAGE PURCHASE PRICE:	\$273,500.00
AVERAGE HOUSEHOLD ANNUAL INCOME:	\$65,238.96
AVERAGE DPA AMOUNT:	\$13,250.00
AVERAGE AGE OF PRIMARY BORROWER:	39
AVERAGE HOUSEHOLD SIZE:	5
AVERAGE EMPLOYED IN HOUSEHOLD:	1

Website & Channel Performance

Website Performance

<i>Data from Google Analytics</i>	March - Mid-May compared to December 2022 - February 2023
Users (Unique & Return)	-8%
New Users (Unique, first-time users)	-9%
Sessions	-1%

Most Visited Homeownership Pages December - March

1. /home-at-last/resources-for-partners/home-at-last-daily-rates/
2. /home-at-last/
3. /home-at-last/map-tool/
4. /home-at-last/downpaymentassistance/
5. /home-at-last/home-means-nevada-rural-dpa/
- 6. /home-at-last/buy-in-nye/**
7. /calculator/
8. /home-at-last/buy-rural-nevada/
9. /find-a-lender-realtor/
10. /home-at-last/home-means-nevada-rural-dpa-buy-in-nye-program-resources-for-lenders-and-real-estate-professionals/

HAL Digital Channel Performance

Data from Google Analytics

New Website Users <i>Unique, first-time users</i>	March - Mid-May (compared to December 2022 - February 2023)
Organic Search	-35%
Direct	-14%
Paid Search	+31%
Email	+23%
Social	+29%
Referral	-47%

Total Website Users Unique and Return	March - Mid-May (compared to December 2022 - February 2023)
Organic Search	-32%
Direct	-15%
Paid Search	+36%
Email	+23%
Social	+27%
Referral	-45%

Homebuyer Education Performance

- 238 enrollments March through mid-May
 - 20% of enrollments attributed to marketing activities
- Top COMMS channels referring homebuyers to Homebuyer Education
 - 46 Online/Google Search
 - 7 TV
 - 3 Social Media
- Top 10 referrers to online Homebuyer Education this quarter
 - 123 Google search/online
 - 107 Lenders
 - 51 Family/Friends
 - 33 Research
 - 15 Homebuyer 101 Workshop
 - 14 Real Estate Agent
 - 13 Zillow
 - 8 TV
 - 6 Flyer
 - 5 Radio

Google Search Trends December - February

Searches for Down Payment Assistance remained consistent over the last 3 months and increased 55% year over year.

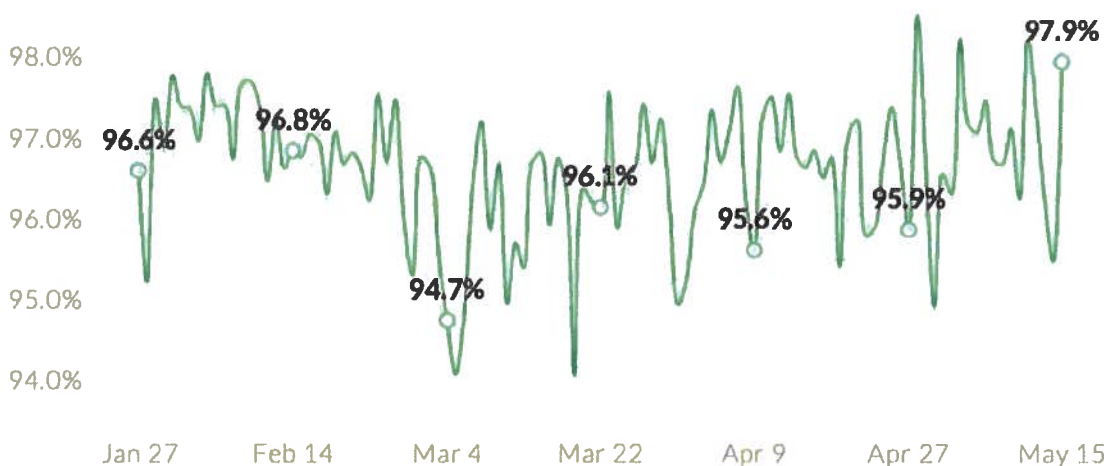
<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Three month change	YoY change
<input type="checkbox"/> down payment assistance	140 	0%	+55%

OTT Campaign Performance January - Mid-May

View Completion Rate: 96%

View Completion Rate

VCR 96.7%

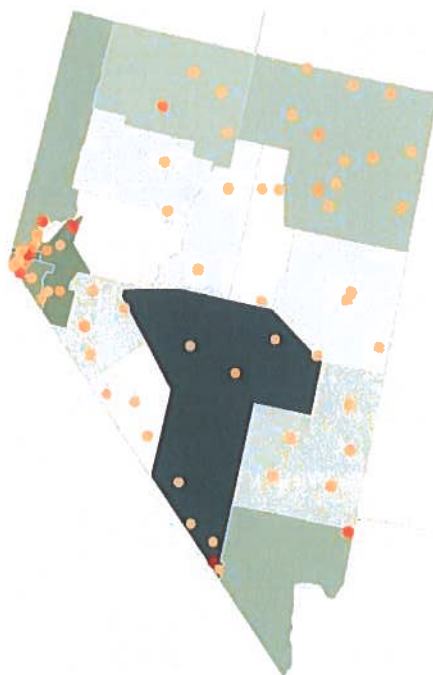


Top Publishers

	<p>21,557 (12.89%)</p>
	<p>20,495 (12.26%)</p>
	
	<p>19,900 (11.90%)</p>
	<p>13,287 (7.95%)</p>

Impression Distribution in Rural and Frontier Nevada

Total Impressions: 167,106



Geographic Breakdown (by impressions)

County	Percentage of Impressions	Number of Impressions
Nye County	24.14%	40339
Carson	15.83%	26452
Lyon County	13.35%	22308
Elko County	5.99%	10009
Douglas	11.19%	18699
Clark County	8.95%	14955
Washoe County	8.38%	14003
Humboldt County	5.14%	8589
Lincoln County	2.16%	3609
Mineral County	1.57%	2623
White Pine County	.81%	1353
Pershing County	1.03%	1721
Lander County	.83%	1386
Esmeralda County	.32%	534
Eureka County	.18%	300
Storey County	.1%	167


Paid/Organic Marketing Channels, Geographic Target, Budget




Channel	Geographic Target	Budget
OTT	Nye County & Rural Counties	\$1,500/month
Social Media (Organic)	Statewide	n/a
Social Media (Paid)	Nye County	\$26/month
Google Search	Nye County	\$124/month
1:1 Sales/Outreach	Nye County Lenders Partners	n/a

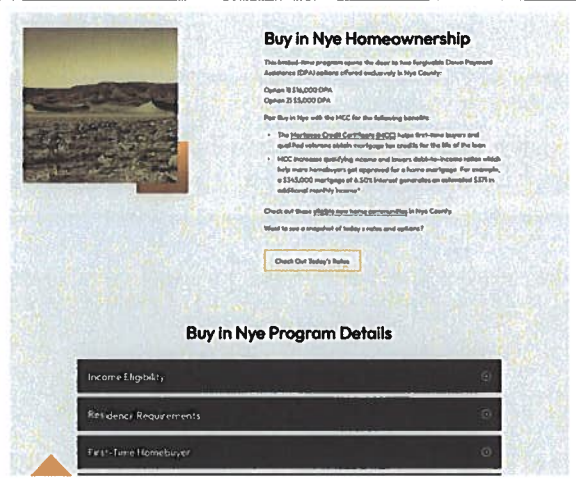
Paid Marketing Channel Results

Channel	Campaign Dates	Results (impressions)
OTT	January - April 6	Nye County 40339 Carson 26452 Lyon County 22308 Elko County 10009 Douglas 18699 Clark County 14955 Washoe County 14003 Humboldt County 8589 Lincoln County 3609 Mineral County 2623 White Pine County 1353 Pershing County 1721 Lander County 1386 Esmeralda County 534 Eureka County 300 Storey County 167
Social Media (Paid)	November 2022 - Mid-May	16,122 impressions
Google Search	January 3 - Mid-May	639,420 impressions 6,695 landing page views 6 phone calls

Marketing Content

Content	Channel
OTT Commercial	OTT
Commercial (Alternate Version)	Social Media (Organic) Social Media (Paid) Google Search
 <p>Home At Last, Nevada Rural Housing Authority Sponsored</p> <p>Buy in Nye Homeownership Program and Home Means Nevada Rural DPA delivers down payment assistance to first-time ...See more</p> <p><i>"There is no place like home."</i></p> <p>nvrural.org Buy Rural Nevada Overcome today's homeo... Learn more</p> <p>10 3 shares</p>	Social Media (Organic) Social Media (Paid)

<p>Nevada Rural Housing is helping deliver funds dedicated to get rural Nevada residents into affordable homeownership – this could be the opportunity for homeownership in Nye County! Learn more at BuyInNye.org.</p>  <p>nvrural.org Buy In Nye Homeownership Program - Nevada Rural... Sign up</p> <p> Allen Nakauchi and 3 oth... 4 shares</p>	
<p>Ad · www.nvrural.org/ ⓘ</p> <p>Buy in Nye Homeownership \$16k Down Payment Assistance</p> <p>Down Payment Assistance at amazing rates on a 30-year fixed rate home loan. First-time buyers, use Buy in Nye to reach your dream of homeownership. Buy in Nye Homeownership.</p> <p>View Today's Rates</p> <p>Homebuyer Education</p> <p>Calculate MCC Benefit</p> <p> Call (775) 283-0173</p>	<p>Google Search</p>
<p>Buy in Nye Landing Page- (BuyinNye.org)</p>	<p>Google Search Social Media (Organic) Social Media (Paid)</p>

 <p>Buy in Nye Homeownership</p> <p>This limited time program opens the door to low-forgivable Down Payment Assistance (DPA) solutions offered exclusively to Nye County.</p> <p>Option 1: \$10,000 DPA Option 2: \$15,000 DPA</p> <p>For Buy in Nye with the MCC for the following benefits:</p> <ul style="list-style-type: none"> The Marketplace Credit Certificate (MCC) helps first-time buyers and qualified veterans obtain mortgage tax credits for the life of the loan. MCC increases qualifying income and lowers debt-to-income ratios which help more homebuyers get approved for a home mortgage. For example, a \$150,000 mortgage at a 5.5% interest rate generates an additional \$275 in additional monthly income. <p>Check out these affordable home buying opportunities in Nye County.</p> <p>Want to see a snapshot of today's rates and options?</p> <p>Check Out Today's Rates</p> <p>Buy in Nye Program Details</p> <ul style="list-style-type: none"> Income Eligibility Residency Requirements First-Time Homebuyer 	
<p>Completed Events</p>	<p>Scheduled Events</p>
<p>Homebuyer Workshop with eXP Realty and Movement Mortgage (Las Vegas/Henderson) – 03/02/2023</p> <p>Lender Workshop with Cardinal Financial and Movement Mortgage (Las Vegas) – 3/24/2023</p> <p>Agent Workshop with Axia Home Loans (Pahrump) – 3/30/2023</p> <p>Lender Workshop with Community Mortgage Funding (Zoom)- 04/6/2023</p> <p>Agent Workshop with Axia Home Loans (Pahrump) – 4/29/2023</p>	<p>Lender Workshop with Greater Nevada Mortgage (Zoom) - 05/17/2023</p> <p>Homebuyer Workshop with Summit Funding - 6/22/2023</p> <p>Agent Workshop with Guild Mortgage - 06/28/2023</p>