

Exhibit H:  
**Annual Outreach Narrative Reporting Template**

FREDDIE MAC

MANUFACTURED HOUSING

2019

OUTREACH

**ACTIVITY:**

3 - Manufactured Housing Communities Owned by a Governmental Entity, Non-Profit Organization, or Residents:  
 Regulatory Activity

**OBJECTIVE:**

A - Promote Understanding of the Resident-Owned Communities Market

**ACTIONS:**

Freddie Mac published on November 18, 2019 a report discussing Manufactured Housing Resident Owned Communities (MHROC) market and presenting key findings from our survey, analysis of various MHROC models, and best practices for converting investor-owned communities to resident-owned communities.

Objective's components detailed in the Plan	<i>Corresponding actions taken</i>	<i>Explanation of any deviations from the Plan (if applicable)</i>
1) Receive full survey results, analyze results, and publish report.	<p><b>Complete</b>                      In 2018, we compiled a directory of resident-owned communities and reached out to individual MHROCs to gather property data. We received the survey results and began the analysis on April 2, 2019. The results from the survey were an integral part of the Manufactured Housing Resident-Owned Communities report that we published on November 18, 2019.</p>	
2) Report will include a summary of survey results, an estimate of overall market size and characteristics, the geographic distribution of ROCs, analysis of ROC ownership structures, as well as a description of best practices and new standards that will enable future purchases. In completing this report, we will engage with leaders in the ROC market to inform our analysis and observations.	<p><b>Complete</b>                      Our MHROC report is divided into two sections: (1) an overview of the MHROC market, which includes an analysis of our survey data and identification of MHROCs; and (2) an analysis of the different MHROC models, financing for them, as well as best practices for converting investor-owned communities to resident-owned communities.                      As part of our research, we spoke to various industry participants including brokers, originators, attorneys, ROC USA, Oregon Housing and Community Services and resident-owned community board members. We also leveraged data from Manufactured Housing Institute,</p>	

	Mobile Home Park Home Owners Alliance, and the California Department of Housing and Community Development. Our goal was to understand their unique perspectives, including challenges and benefits associated with this niche market.	
3) Report will also include any lessons learned from attempted pilot transactions under the loan offering described in Objective B below.	<b>Complete</b> Our paper addresses best practices for converting to and running Resident-Owned Mobile Home Communities. Our findings are based on lessons learned from the deals that we have already completed, as well as conversations that we held with various industry participants as noted above.	
4) Report will be published on our website and promoted with a press release and throughout social media outlets so that market participants have access to the work.	<b>Complete</b> The MHROC report was published on our website on November 18, 2019, promoted with a press release, and shared on social media. As of 1/31/2020, LinkedIn had 1,803 impressions. The report was downloaded 128 times and received 385 views on our website.	

*(Character limit: 3,000 characters, including spaces)*

**SELF-ASSESSMENT RATING OF PROGRESS:**

*Select the category that best describes progress on this objective for the year.*

- Objective met
- Objective exceeded
- Objective partially completed:
  - 75-99% (substantial amount)
  - 50-74% (limited amount)
  - 25-49% (minimal amount)
  - 1-24% (less than a minimal amount)
- No milestones achieved

**IMPACT:**

*Provide a self-assessment of the level of impact that actions under the objective have accomplished.*

- 50 – Substantial Impact
- 40
- 30 – Meaningful Impact
- 20
- 10 – Minimal Impact
- 0 – No Impact

**IMPACT EXPLANATION:**

*Answer the following questions.*

**1. How and to what extent were actions under this objective impactful in addressing underserved market needs, or in laying the foundation for future impact in addressing underserved market needs? (limit: 3,000 characters, including spaces)**

Our published research has a high impact on the MHROC market by closing substantial information gaps around MHROCs—from market size, to prevalence across geographies, to ownership structures and financing models-- and emphasizing best practices for aspiring MHROCs to follow based on our own transaction experience and industry insights from organizations such as ROC USA.

In the process of our research, we found minimal comprehensive data around MHROCs. There had been a gap in information around the number of properties, their location and costs, and details such as ownership structures and equity models. As a result of our work, we have been able to fill in many of these gaps in information and present our findings to the market.

In 2018, we compiled a directory of resident-owned communities and reached out to individual MHROCs to gather property data. The survey was integral to understanding MHROC characteristics, ownership structures, restrictions and financing. We then sought to analyze and understand this new data. In the November 2019 paper, we discussed MHCs with a special focus on MHROCs. We specifically looked at the size of the MHROC market, where MHROCs are most prevalent, the different approaches to converting an investor-owned MHC to an MHROC, different ownership structures, financing terms associated with converting a property into an MHROC, and other common aspects of the MHROC market across the United States. Before our work, this information was generally not well understood and conveyed in a comprehensive, consolidated manner.

By publishing our research, we provided industry partners with insight that could spark additional investment. We have identified for the market the ideal circumstances that are required for growing the MHROC universe so that more tenants have greater control of their living circumstances. This research has also given us a greater understanding of the market and opportunities for us to provide support, and organizations and programs with which we can work. As a result of this work, we have already begun to explore opportunities with multiple organizations.

**2. What did the Enterprise learn from its work about the nature of underserved market needs and how to address them? (limit: 1,500 characters, including spaces)**

Key lessons learned:

- MHROCs are one of the few sources of unsubsidized naturally occurring affordable housing in the country not subject to market-based rent increases
- Out of the approximately 45,600 MHCs in the United States, we found that only 1,065 or 2.4%, are resident-owned, representing an estimated 0.09% of households in the country
- MHROCs are present in 41 states and more than three quarters are found in Florida, California and New Hampshire
- Converting from an investor-owned community to a resident-owned MHC is difficult and often requires advanced planning, expert assistance and a favorable alignment of circumstances There are two commonly used models for converting investor-owned communities into MHROCs:
  - The limited-equity model, with a low share price and higher debt resulting in higher monthly fees. This model is nearly synonymous with the ROC USA organization, which provides technical assistance and financing, though is not dependent upon their involvement
  - The market rate model, with a higher share price, lower debt and lower monthly fees
- There are several sources that provide financing for MHROCs, including CDFIs such as ROC USA Capital, public programs, CMBS lenders and the Government-sponsored Enterprises

Our research confirmed that our current MHROC offering is well designed and meets the needs of the market, particularly for refinances of existing MHROCs where our support can be most valuable (see Manufactured Housing Activity 3, Objective B).

3. **Optional**: If applicable, why were all components of this objective not completed? (limit: 1,500 characters, including spaces)

Not applicable

*Attach the information detailed in the list of documentation specific to the objective that was provided by FHFA.*