

# **United States Department of the Treasury**

**HAF Annual Report**

**Submitted by Robyn Powell**

**New Mexico - HAF AR 2022**

## Participant Information:

|                   |                     |
|-------------------|---------------------|
| Entity Name       | New Mexico          |
| Type of Recipient | State/DC            |
| UEID              | PBWFLKLC8Q84        |
| TIN               | 856000565           |
| DUNS+4            | 808561567           |
| FAIN#             | HAF0013             |
| Address           | 407 Galisteo Street |
| City              | Santa Fe            |
| State             | New Mexico          |
| Zip               | 87501-0000          |

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|--|--|
| Please report discrepancies (if any) on the above information. |  |
|--|--|

|                 |                                     |
|-----------------|-------------------------------------|
| Report Status:  | Submitted                           |
| Date Submitted: | 11/15/2022 9:21 PM                  |
| Submitted by    | Robyn Powell, rpowell@housingnm.org |
| Certified by    | Robyn Powell                        |

## Point of Contact List:

| Name                    | Title   | Email                          | Roles  |
|-------------------------|---|--------------------------------|--|
| Robyn Powell            | Point of Contact  | rpowell@housingnm.org          | HAF - Account Administrator;HAF - Point of Contact for Submission;HAF - Point of Contact for Reporting;HAF - Authorized Representative   |
| Jeannette S Gallegos    | LGD<br>Acting<br>Dep.<br>Director                             | jeannette.gallegos@state.nm.us | SLFRF - Account Administrator;SLFRF - Point of Contact for Reporting   |
| Kathleen Pinyan         | Director  | kathleen.pinyan@state.nm.us    | ERA - Account Administrator;ERA - Point of Contact for Reporting;ERA - Authorized Representative;ERA2 - Account Administrator;ERA2 - Point of Contact for Reporting;ERA2 - Authorized Representative;HAF - Account Administrator;HAF - Point of Contact for Reporting;HAF - Authorized Representative;SLFRF - Account Administrator;SLFRF - Point of Contact for Reporting;SLFRF - Authorized Representative |
| DONNA MONTROYA TRUJILLO | State<br>Controller   | donnam.trujillo@state.nm.us    | ERA - Account Administrator;ERA - Point of Contact for Reporting;ERA - Authorized Representative;ERA2 - Account Administrator;ERA2 - Point of Contact for Reporting;ERA2 - Authorized Representative;HAF - Account Administrator;HAF - Point of Contact for Reporting;HAF - Authorized Representative;SLFRF - Account Administrator;SLFRF - Point of Contact for Reporting;SLFRF - Authorized Representative |
| Deborah Romero          | Cabinet<br>Secretary,<br>Dept. of<br>Finance<br>and<br>Admin. | debbie.romero@state.nm.us      | ERA - Authorized Representative;ERA2 - Authorized Representative;HAF - Point of Contact for Submission;HAF - Point of Contact for Reporting  |

| <b>Name</b>      | <b>Title</b>                          | <b>Email</b>                 | <b>Roles</b>   |
|------------------|---------------------------------------|------------------------------|--|
| Jon Clark        | Deputy Cabinet Secretary              | jon.clark@state.nm.us        | SSBCI Capital - Account Administrator;SSBCI Capital - Authorized Representative;SSBCI TA - Authorized Representative   |
| Johanna Nelson   | Strategic Programs Manager            | johanna.nelson@state.nm.us   | SSBCI Capital - Account Administrator;SSBCI Capital - Authorized Representative;SSBCI Capital - Account POC;SSBCI TA - Authorized Representative                                     |
| Drew Lovelace    | CPF Point of Contact                  | drew.lovelace@doit.nm.gov    | CPF - Account Administrator;CPF - Point of Contact for Submission;CPF - Point of Contact for Reporting;CPF - Authorized Representative   |
| Kelly Schlegel   | CPF Point of Contact                  | kelly.schlegel@doit.nm.gov   | CPF - Communications Only  |
| Andrea Martinez  | CPF Point of Contact                  | andreae.martinez@doit.nm.gov | CPF - Account Administrator;CPF - Authorized Representative  |
| Dianne Lindstrom | CPF Point of Contact                  | dianne.lindstrom@doit.nm.gov | CPF - Communications Only  |
| Paula M. Flores  | Bureau Chief                          | paula.flores@state.nm.us     | ERA - Point of Contact for Reporting;ERA2 - Point of Contact for Reporting;HAF - Point of Contact for Reporting;SLFRF - Account Administrator;SLFRF - Point of Contact for Reporting |
| Rebecca Velarde  | New Mexico Mortgage Finance Authority | rvelarde@housingnm.org       | HAF - Point of Contact for Submission;HAF - Point of Contact for Reporting   |

## Community Engagement and Outreach:

|   |     |
|---|-----|
| 1. Did you continue outreach to communities once your HAF Program(s) began? | Yes |
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|   |              |
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| 2. Please quantify the total amount of funds spent on outreach. | \$179,131.40 |
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**3. You identified the Community-based Organizations listed below in your HAF Participant Plan or a previous report. Please indicate whether or not you have performed outreach to these organizations using the checkboxes in the "Outreach performed" column.**

| Community-Based Organization                 | Type                   | Added on this report?    | Outreach Performed?                 |
|--|------------------------|--------------------------|-------------------------------------|
| Community Action Agency of Southern NM       | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Help NM                                      | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Echo Inc                                     | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| New Mexico Association of Community Partners | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Eastern Plains CAA                           | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Homewise                                     | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Tierra Del Sol                               | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Habitat for Humanity Santa Fe                | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Habitat for Humanity White Sands             | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Habitat for Humanity Las Cruces              | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Habitat for Humanity Taos                    | Community Organization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

| <b>Community-Based Organization</b>                                 | <b>Type</b>            | <b>Added on this report?</b> | <b>Outreach Performed?</b>          |
|---|------------------------|------------------------------|-------------------------------------|
| Habitat for Humanity Los Alamos                                     | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| Habitat for Humanity Gallup   | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| Habitat for Humanity San Juan                                       | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| Habitat for Humanity Hobbs  | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| El Camino Real Housing Authority                                    | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| Southwestern Regional Housing and Community Development Corporation | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| Santa Fe Community Housing Trust                                    | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| New Mexico Human Services Department                                | Community Organization | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| United South Broadway Corp.   | Provider               | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| Senior Citizens Law Office  | Provider               | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |
| New Mexico Legal Aid  | Provider               | <input type="checkbox"/>     | <input checked="" type="checkbox"/> |

## Performance Goals:

| Title  | Program Design Element                           | Status                   | New                      | Continue                            |
|--|--|--------------------------|--------------------------|-------------------------------------|
| Mortgage Payment Assistance                  | Mortgage Payment Assistance                      | Not On Track             | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Mortgage reinstatement                       | Mortgage Reinstatement                           | Goal Met                 | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Payment Assistance for Homeowners Utilities  | Payment Assistance for Homeowners Utilities      | New, no performance data | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Payment Assistance for Homeowner's Insurance | Payment Assistance for Homeowner's Insurance     | Not On Track             | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Taxes  | Payment Assistance for Delinquent Property Taxes | On Track                 | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

## Methods for Targeting:

|  |  |
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|  | <p>1. As intended with the targeting plan, the outreach has been focused on reaching households in a way that is demographically and geographically representative of New Mexico, with an emphasis on reaching residents who have financial need for assistance. Leading up to outreach, conducting message testing to learn how this audience perceives assistance and understanding their awareness of it was immensely helpful in crafting messages specific to New Mexico homeowners. Since paid and organic social engagement continues to be the highest referral source</p> |
|--|--|



1. Please provide an update on your targeting plan including challenges, successes, etc.

for applicants, the outreach has also seen success in testing messages, graphics, and videos to see what works best for this audience. At the same time, rather than going with a "statewide" approach, utilizing different outlets in different areas has also seen success. Relying more on radio and newspaper outlets in rural New Mexico with low internet accessibility helps us reach residents who

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|  | are less likely see our digital or social ads. |
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| 2. Is the targeting plan put fourth in the HAF Plan achieving the desired results? | Yes |
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## Best Practices and Coordination:

|   |   |
|---|---|
| 1. Have you coordinated with any of these agencies? (FHA, VA, USDA, GSE's, State or Local Agencies that hold mortgage portfolios) | Yes   |
| If so, please provide best practices and information on coordination efforts.   | We have worked with USDA as a CDF servicer                              |
| 2. Have you coordinated with servicers?   | Yes   |
| If so, please provide best practices and information on coordination efforts.   | via our newsletter we update any servicers who are in our mailing list. |

**Certification:**

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|---|----|
| 1. Did you earn interest in excess of \$500 through the calendar year ending December 31, 2021? | No |
|---|----|

|   |  |
|---|--|
| 2. Did you remit the earned interest in excess of \$500 as required by 2 CFR 200.305(b)(9)(ii)? |  |
|---|--|