



Frequently Asked Questions

Q1. What is The Sustainable Communities Innovation Challenge (The Challenge)?

Fannie Mae is launching The Challenge to generate innovative ideas that will help us address the affordable housing crisis in America and further support our broad mission to create housing opportunities that are safe, sustainable, and affordable, while managing risk to protect lenders, homeowners, and taxpayers.

Specifically, The Challenge is a two-year, \$10 million investment by Fannie Mae to generate affordable housing solutions that will help Fannie Mae address the nation's affordable housing issues by advancing sustainable communities—those providing residents opportunities for employment, health and wellness, and education. For more information, please visit www.fanniemae.com/thechallenge.

Q2. When is The Challenge?

The Challenge, announced December 18, 2017, is a two-year, three-phase initiative. Fannie Mae will accept proposals for the first phase from December 18, 2017 through February 23, 2018. Timing for Phase 2 will be announced in 2018. Visit www.fannimae.com/thechallenge for more information.

Q3. How does The Challenge work?

In each of the three phases, The Challenge will solicit proposals addressing a specific affordable housing challenge. Proposals will go through multiple rounds of review. Fannie Mae will make final contract award decisions.

The first phase of The Challenge will invite proposals for two types of projects: 1) research and design, and 2) idea development. In later phases, Fannie Mae may invite proposals for marketing/scaling. Fannie Mae may work with other industry partners to support scaling projects. Applicants are welcome to submit multiple proposals for distinct scopes of work. Only domestic (U.S.) projects are eligible for contracts.

Contract award sizes and lengths vary by eligible proposal types. For example, Phase 1 research and design contract awards will be up to \$250,000 for up to 24 months, and idea development awards will be up to \$500,000 for up to 24 months.

We anticipate that contract awardees will generate valuable learnings and gain new insights while they develop, implement, and scale projects. Therefore, awardees will regularly share progress and lessons learned with Fannie Mae and their fellow contract awardees.

Q4. Why is Fannie Mae launching The Challenge?

Fannie Mae is launching The Challenge to seek new ideas to help us increase access to affordable housing by focusing on the advancement of sustainable communities – those that provide residents with access to quality healthcare, education, and job opportunities.

By illuminating affordable housing problems and generating creative solutions, we can generate new business and opportunities that support our goals as defined by our regulator, the Federal Housing Finance Agency (FHFA), in our annual Scorecard, such as:



- Increasing access to single-family mortgage credit for creditworthy borrowers by conducting research to assess new opportunities, and developing pilots and initiatives that address the changing needs of homebuyers and homeowners.
- Expanding liquidity in multifamily affordable housing by conducting research and analysis and exploring new opportunities – especially in the areas of workforce housing, affordability in high-cost and very-high cost areas, and targeted affordable housing – so renters have more quality, affordable housing options.

We understand that the affordable housing crisis is inextricably linked to other adjacent sectors, and that is why it is critically important to seek ideas from outside of Fannie Mae and our traditional housing industry partners. Together, through The Challenge, we can uncover and explore new ways that Fannie Mae can help address our nation's affordable housing needs.

Q5. Who can submit proposals for The Challenge?

The Challenge is open to public, nonprofit, and private sector organizations as well as individuals and cross-sector teams from across the country. Proposals from cross-sector teams that combine and integrate experience from multiple sectors are particularly encouraged. For additional information on eligibility and proposal submission, please see the Request for Proposals (RFP), which is accessible through www.fanniemae.com/thechallenge.

Q6. How will top proposals be selected?

The Challenge review committee will first screen all proposals for eligibility and then review eligible proposals for competitiveness against pre-established selection criteria. Next, the Expert Advisory Panel will review semi-finalist proposals. Finally, the Fannie Mae Selection Committee will review the Expert Advisory Panel's recommendations to make final contract award decisions. For more information about the selection criteria, please see the Request for Proposals (RFP), which is accessible through www.fanniemae.com/thechallenge.

Q7. Who is on the Phase 1 Expert Advisory Panel that will review proposals?

The Phase 1 panel is comprised of experts in economic development/employment and innovation, and represents the public, private, and nonprofit sectors. Its role is to provide guidance and impartial reviews of the proposals. Once finalized, the members of the Expert Advisory Panel will be announced on The Challenge website at www.fanniemae.com/thechallenge.

Q8. What are the details for Phase 1 of The Challenge?

The first contract award phase of The Challenge will focus on the intersection of affordable housing with economic development/employment. Fannie Mae is seeking ideas to:

- Expand access to affordable housing in sustainable communities where strong employment opportunities are typically accompanied by high housing costs; and
- Improve access to quality employment opportunities for residents of existing affordable housing, while making sure housing is affordable to more people.

See the Phase 1 Summary below for additional details:

Phase 1 Summary	
Theme	Affordable housing and employment/economic opportunity
Contract award sizes and lengths by eligible proposal type	<ul style="list-style-type: none"> • Research & design: for up to \$250,000 and up to 24 months • Idea development: for up to \$500,000 and up to 24 months
Application period	December 18, 2017 – February 23, 2018

For additional Phase 1 details including eligibility requirements for applicants, projects, and use of funds, please see the Request for Proposals (RFP) document at sustainablecommunities.skild.com.

Q9. Where can I get more information and submit a proposal?

For more information about The Challenge and Phase 1, and to find out about upcoming informational webinars, please visit: www.fanniemae.com/thechallenge.

If you're ready to register and start your proposal for The Challenge, please visit: sustainablecommunities.skild.com.

