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*Action-
Learning for
the Rural
Family
Economic
Success
(RuFES)
Action
Network*

*Sponsored by
the Annie E.
Casey
Foundation*

*Coordinated
by the Aspen
Institute
Community
Strategies
Group*

June 15, 2010

Dear RuFES Action Network,

KEEP IT and GROW IT

There's No Place Like (a Manufactured) Home

All across America, more and more families are living in manufactured housing. This is especially true of low-income families, because mobile homes offer the most affordable, non-subsidized home ownership option out there. And it's even more true in non-metro America, where mobile homes account for 18% of all housing units, according to a 2004 Population Reference Bureau study. Add to that this fact: Manufactured homes have typically accounted for more than 50% of the affordable housing starts in recent years.

Despite the importance and proliferation of manufactured housing in low-wealth to high-wealth communities, too many Americans still think of manufactured homes as undersized trailers located in parks where homeowners and renters are vulnerable to crime and the elements.

But times have changed. Owning a manufactured home—done right—can now become a *Keep It and Grow It* opportunity, offering low-income families access to high-quality affordable housing, on land that they own, that will increase in value over time.

How can you learn more about how to help more low-income families and advance this progress in your area?

This week, **CFED** and the **National Consumer Law Center** will launch a webinar series that will shed light on the policy and practice involved in this growing trend. The **Manufactured Housing Webinar Series** offers practical information about the opportunities of manufactured housing as an affordable housing strategy, while highlighting case studies of specific policy and programs that help low-income owners of manufactured homes build assets.

The first webinar—**The Resident Ownership of Communities: Benefits and Policy Landscape** will be held:

**Wednesday, June 16th
2:00pm-3:30pm Eastern Daylight Time**

To find out more about the webinar series and register—free of charge—for tomorrow's webinar, visit [CFED's Knowledge Center](#)

Each webinar in the series will be archived so that you can listen to it on your own schedule. If you can't make one of them live, visit the CFED Knowledge Center to find the link—and listen! Future webinars in the series will include:

Resident Ownership of Communities: Laying the Groundwork

Wednesday, July 28, 2:00pm-3:30pm EDT

Local Policy to Support Manufactured Housing

Wednesday, September 8, 2:00pm-3:30pm EDT

Single-family financing for Manufactured homes

Wednesday, November 17, 2:00-3:30pm EST

While we are at it...here are two of our favorite resources on turning manufactured housing into a family asset:

Resident Owned Communities USA (ROC USA) is a non-profit formed with the goal of making quality resident ownership available nationwide. ROC USA provides prospective resident ownership groups with training, technical assistance and networking support to help them build value and be successful over time. Their goals are to:

- Preserve and improve affordable communities
- Build assets for low- and moderate-income families and individuals
- Support mutually-supportive communities and leaders

To find out more visit [ROC USA](#)

This webinar series is part of the **Innovations in Manufactured Homes Initiative (I'm Home)**. CFED and a number of national and local partners—both rural and urban—launched I'm Home to further several goals in support of prospective low-income homeowners:

- install high-quality manufactured homes
- help homeowners in manufactured housing communities secure long-term control over the land beneath their homes
- advocate for public policies that help owners of manufactured homes
- promote access to fair and responsibly-priced mortgage financing for manufactured housing

To find out more about this initiative, visit [I'm Home](#)

We hope these Action Alerts energize your RuFES deeds and aspirations. Help us spark **more** RuFES action! How? Simply [contact us](#) with any news, ideas or opportunities that can help your RuFES colleagues across the nation.

Your RuFES Action Team,

[John Molinaro](#), [Janet Topolsky](#), [Kelly Malone](#), [René Bryce-Laporte](#), [Elsa Noterman](#)
Aspen Institute Community Strategies Group

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Aspen Institute Community Strategies Group | One Dupont Circle, NW, Suite 700 | Washington | DC | 20036