

500,000 Affordable Homes Program

Delivery framework overview



Over the next five years and founded on social impact, the Government of Kenya will implement the big four agenda targeting four priority initiatives







INTRODUCTION

Why is housing a part of the Big 4 Agenda?

Self-actualization

desire to become the most that one can be

Esteem respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Housing ranks high after food as a fundamental human need.

Our Constitution in Article 43 (1)(b) recognizes the right to accessible and adequate housing, and to reasonable standards of sanitation.



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Kenyans in urban area spend a considerable part of their income on rent, for instance, Nairobi residents spend more than 40% of their income on rent, well above the recommended 30%.

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The cheapest home formally built by a developer in 2012 cost more than \$15,000, which is more than 10 times the average annual income of \$1,340.

Available lower income housing is not adequate and does not promote a quality of life that we want as evidenced by the fact that 6.4M Kenyans were living in slums representing about 56% of the country's urban population.

Maslow's hierarchy of needs



The affordable housing program can have an impact on the broader economy beyond the delivery of homes

Impact on GDP



- Estimate that the contribution of real estate and construction to GDP will increase from the current 7% to 14% by 2022.
- Between USD 1.5 and USD 3 induced in the economy for every USD 1 invested
- Increased construction activity can become an important source of revenue through processing of permits, approvals, and other related activity

Job creation



- Construction of housing is labor intensive
- Labor can capture up to 10.5% of the value created by the spend on affordable housing
- We estimate that for every unit constructed, there are 3 – 5 new jobs created
- Up to 8 indirect jobs created per unit



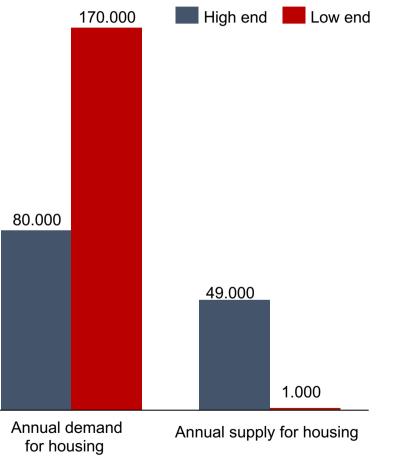


- Ringfencing strategies will ensure that the *Jua Kali* sector are able to supply inputs to the affordable housing program
- Light industries will also have the opportunity to provide construction materials such as cement



Annual housing supply vs demand country wide

Number



SOURCE: State Department for Housing and Urban Development, World Bank

- with an estimated supply of 50,000 p.a. (80% deficit) targeting the high-end market.
 In 2010 the demand for urban housing was estimated at around 80,000 units a
 - year, with demand projected to increase to nearly 300,000 units a year by 2050. By comparison, in 2013 only 15,000 housing construction permits were issued in Nairobi, where most demand exists and most of these were for high-income apartments.

It is estimated that Kenya has an annual housing demand of 250,000 annually

- Only 2 percent of formally constructed houses are targeted to the lower income segments of the market, which account for the largest share of demand.
- Furthermore, estimates of housing demand are for new housing only and do not speak to the high qualitative housing deficit in Kenya estimated at 1.8 mn.
- The high cost of formal housing means that home ownership is out of reach for most urban Kenyans with vast majority of this population finding housing through rental markets (91% in Nairobi)
- Kenya has an estimated 25,000 mortgages





- Developers have limitations on the number of units they can build because there are no guarantees on who will buy
- Instead of building thousands of units, they limit their risks and build only limited numbers



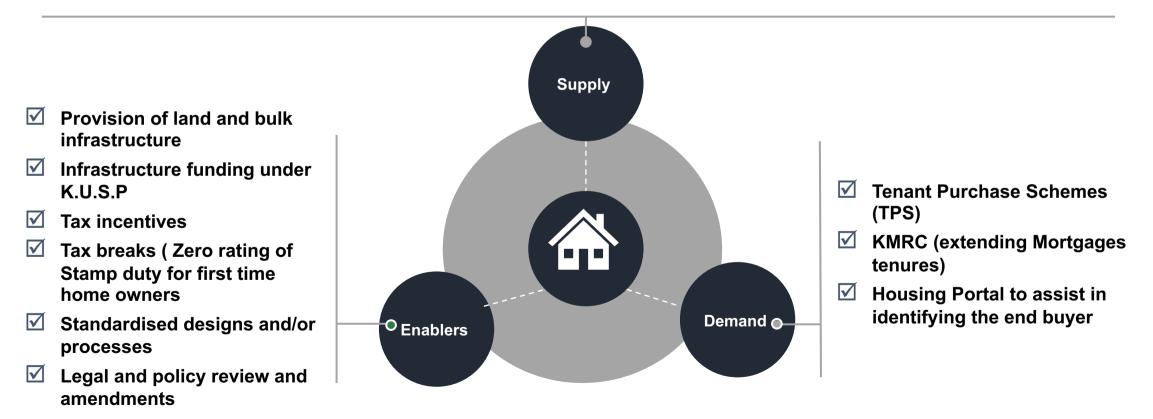
- Buyers lack adequate funding to take up units
- They do not qualify for mortgages because of lumpy cash flows
- Existing mortgages are too costly due to high interest rates and short repayment periods

DEMAND SIDE



The affordable housing program incorporates supply, demand, and enabling environment interventions

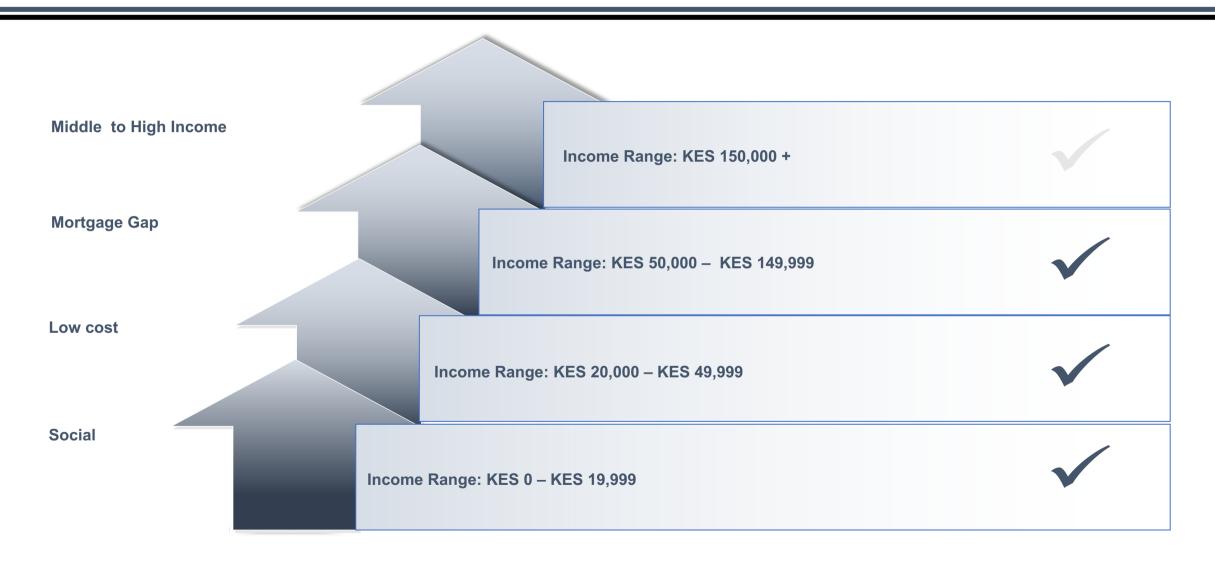
- **v** proven demand master plan and mega city approach
- **M** mixed use developments with provision of social infrastructure and amenities
- ✓ affordable developer financing through provision of offtake undertaking



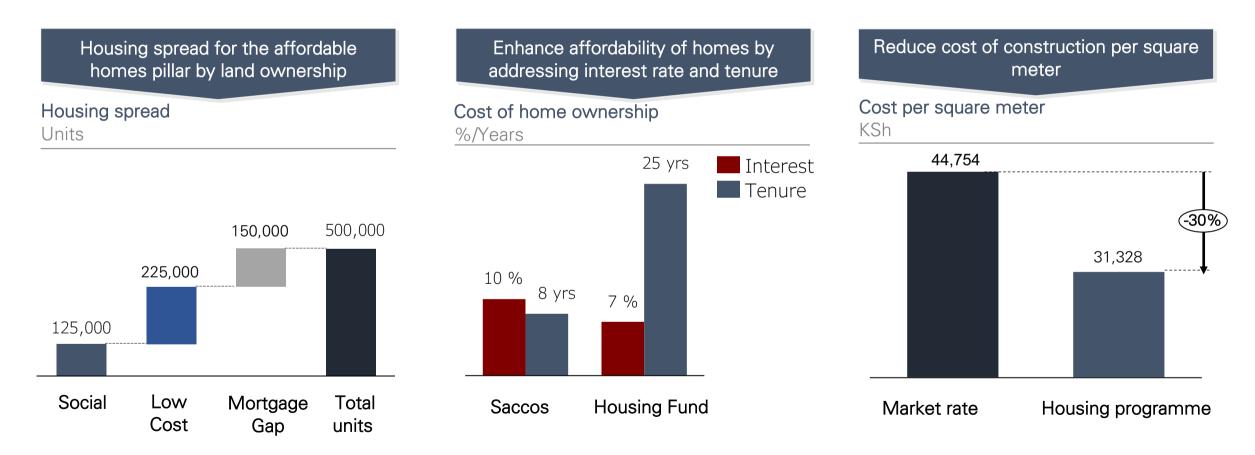


INTRODUCTION

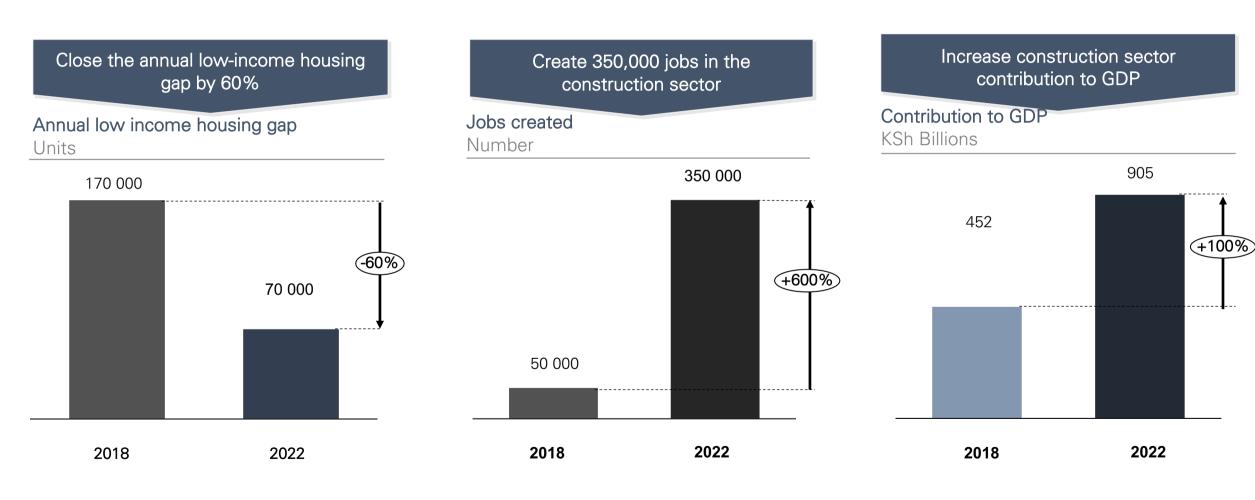
The affordable housing program currently targets three income segments











HOUSE MODELS, CONSTRUCTION COSTS, AND SELLING PRICES



AFFORDABLE HOUSING PROGRAM

House models, construction costs, and selling prices

House Models

- AHP houses have are of three major typologies with the following minimum plinth/usable areas:
 - 1 bedroom 30 m2
 - 2 bedroom 40 m2
 - 3 bedroom 60 m2
- Units must meet the AHP Development Framework Guidelines which have been summarized below
- AHP Strategic Partners are encouraged to innovate and proposed better typologies and other improvements

Selling Prices

- Generally the max. selling prices are:
 - 1 bedroom KES 1 M
 - 2 bedroom KES 2 M
 - 3 bedroom KES 3 M
- The benefit of AHP for homebuyers, however, is in running a national tenant purchase scheme that will allow the home owners to spend current rent payments towards home ownership payment



Construction Costs

- The AHP delivery framework places the onus of brining the cost of construction down to the developer
- By capping the costs of the units at offtake, the developer is compelled to find innovative ways to reduce costs
- The DFGs give quality guidelines which ensures that developers will not compromise quality for cost
- Lastly, there are various incentives to further reduce costs:
 - Development split
 - Provision of land and bulk infrastructure
 - Tax incentives (e.g. corporate tax rate of 15% for building 100 units or more)

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To enhance range of affordability, we have the maximum cost for each unit to be delivered under the program

	1 room KES	2 room KES	Bedsitter KES	1 bedroom KES	2 bedroom KES	3 bedroom KES
Social housing (Max. Selling Price)	• 600,000	• 1,000,000	• n/a	• n/a	• n/a	• n/a
Affordable Housing (Max. Selling Price)	• n/a	• n/a	• 800,000	• 1,000,000	• 2,000,000	• 3,000,000



AFFORDABLE HOUSING PROGRAM Accessibility to all Kenyans from social perspective

Accessibility to Kenyans has been considered across various aspects of the program from eligibility, registration, and even design principles.

Development Framework Guidelines

- The program has incorporated principles on social safeguards which considers the needs of vulnerable groups
- Design principles cover accessibility for people with disabilities and the elderly
- Considerations for different types of households including single parent homes, child-headed households, etc.
- Considerations on family sizes and culture have impacted design e.g. unit sizes, use of bedsitters for students only, etc.
- Continued revisions to framework based on feed back from various stakeholders

Eligibility and Registration

•

Selection of homes

- This program is intended to benefit all Kenyans Participation is open to all
- Kenyans above the age of 18 who register on the Affordable Housing Portal
- Registration will be facilitated through various options including Huduma Centers where Kenyans currently receive services from Government
- Huduma Centers will have support services for registration help, and other areas where users may require assistance

- The housing portal will offer participants various choices in terms of the kind of home they would like to own
- This includes typology and location
- There is a policy for 1 individual, 1 home

Demand survey

- SDHUD hired KPMG to develop a Housing Master Plan
- This master plan included a nationwide survey on demand
- Views on the typologies, demand for homes, locations of projects, etc. were covered in the project
- The outputs continue to impact the Development Framework Guidelines which are in the process of revision

Communication and Engagement

- AHP campaign program will be rolled out to engage Kenyans and explain the aims of the program
- All key aspects on registration, allocation of homes, and other salient features will be explained
- The communications campaign will be conducted across the country using a variety of media and dissemination methods







Design principle: open space





DEVELOPMENT FRAMEWORK Design principle: access and movement





DEVELOPMENT FRAMEWORK Design principles: safety and security





Design principle: community facilities





Design principles: building technology





DEVELOPMENT FRAMEWORK Design principles: smart technology



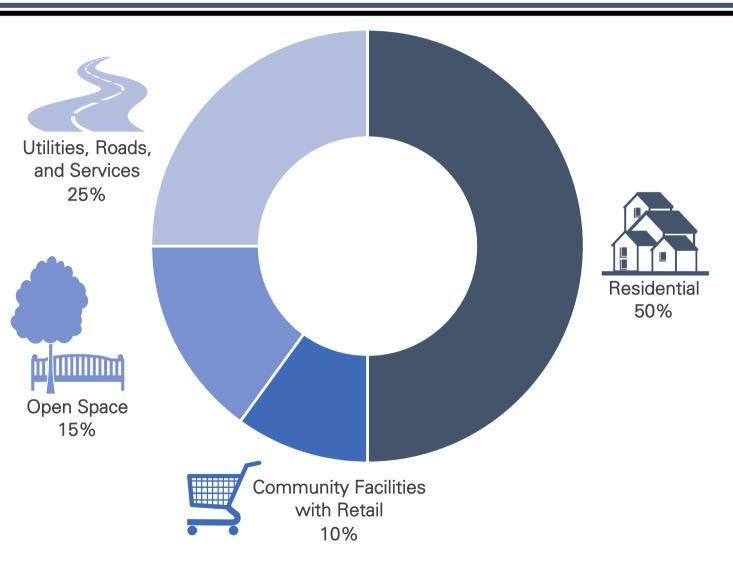
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Development split and development returns







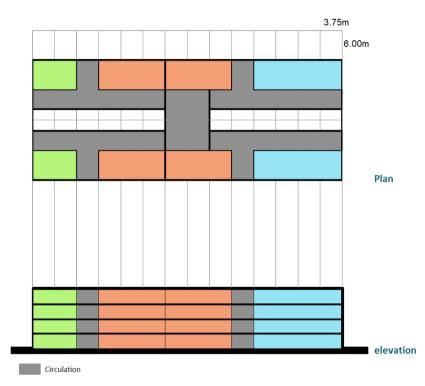




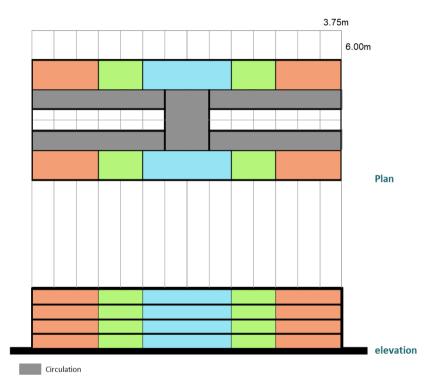
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0 2 8 4 5 6 7 8 9 0 1 2 8 4



0 2 8 4 5 6 7 8 9 0 0 2 8 4



ТуРЕ	1 BED	2 BED	3 BED	TOTAL UNITS
G+2	6	12	6	24
G+3	8	16	8	32
G+4	10	20	10	40
G+5	12	24	12	48

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DEVELOPMENT FRAMEWORK Modular and traditional construction

Structural Frame & In-fill

- Structural slab, columns / beams;
- Block in-fill with traditional stone
- Mix of off-site and onsite construction methods
- Maximise local content and contractors engagement



Pre-Cast Frame

- reduced wet works trades on site;
- created in factory conditions for increased quality;
- logistical opportunities • through just in time principles;
- standardisation principles reflected in design



In-Situ System

- Most widely used in \bullet current supply chain;
- relatively low skill labour \bullet required;
- Programme takes longer \bullet than alternatives:
- More demanding for on \bullet site logistics;
- Multiple trades linked on \bullet deliverv



PROJECT LOCATIONS COUNTRY WIDE



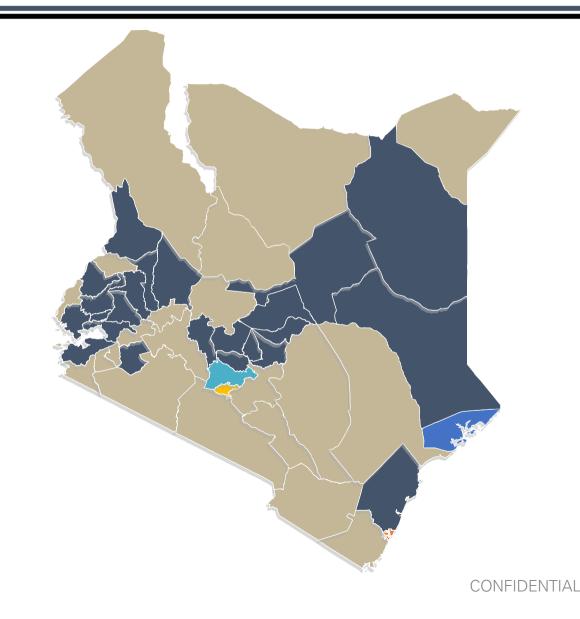


- AHP targets projects across the country in urban areas
- AHP includes solutions for social housing as well as innovations for rural housing projects as well
- The program framework anticipates the use of National and County Government land to ensure distribution of homes and to catalyze projects
- The State Department of Housing and Urban Development (SDHUD) has signed MoUs with 24 counties
 - Counties aim to build at least 2,000 units annually
 - Counties will identify land which is suitable for housing
 - Other counties are also in the process of reviewing MoUs
- To rationalize housing unit targets across the nation, SDHUD also completed a demand survey which aggregated data on the demand for housing across the country
- In addition, the Development Framework Guidelines (DFGs) have provisions for selecting and prioritizing projects across the country based on demand, suitability of proposed land location, availability of offtake, among other important factors



AFFORDABLE HOUSING PROGRAM

Project pipeline heatmap – national and county land



Counties that haven't signed MoUs Nairobi County – 67,800 Units Mombasa County – 10,900 Units LAPSSET Lamu Project - 20,000 Units Kiambu County – 6,000 Units Homa Bay County – 2,000 Nyandarua County – 2,000 Meru County – 2,000 Nyeri County – 2,000 Kisii County – 2,000 Tharaka Nithi County - 2,000 Uasin Gishu County – 2,000 West Pokot County - 2,000 Bomet County - 2,000 Elgeyo Marakwet County - 2,000 Nandi County – 2,000 Embu County – 2,000 Siaya County – 2,000 Vihiga County – 2,000 Garissa County – 2,000 Baringo County – 2,000 Kilifi County – 2,000 Kirinyaga County – 2,000 Kisumu County – 2,000 Kakamega County – 2,000 Bungoma County – 2,000 Isiolo County – 2,000 Wajir County – 2,000 Murang'a County - 2,000

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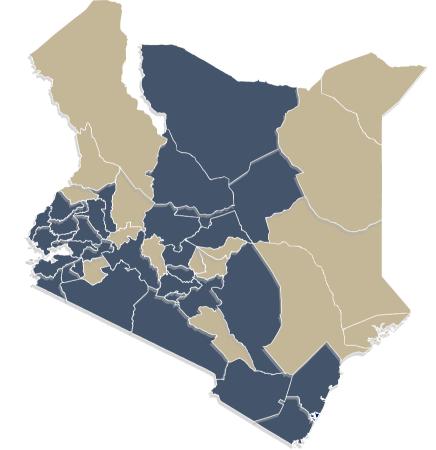


AFFORDABLE HOUSING PROGRAM

Project pipeline heatmap – private land



77 potential project sites across 21 counties with over 9,600 acres offered by private sector



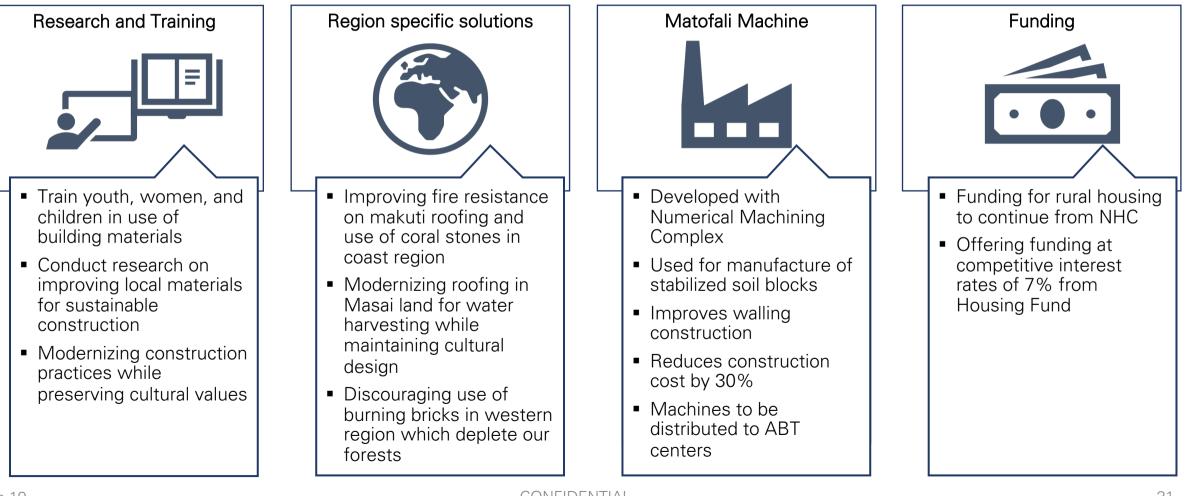
Call 2:

44 potential project sites across 32 counties with over 2,700 acres offered by private sector

Counties with proposed private land projects

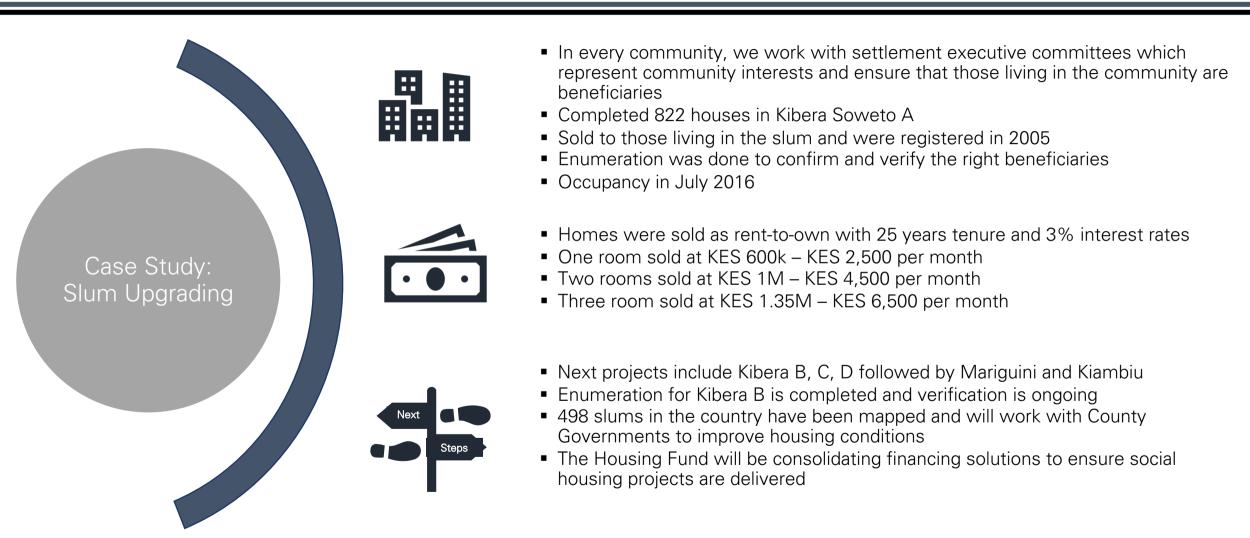


One of the major challenges of housing in rural areas is the quality of building materials. We have constructed **92 appropriate building technology (ABT) centres across the country** to promote use of local materials in building construction.





Slum upgrading and social housing

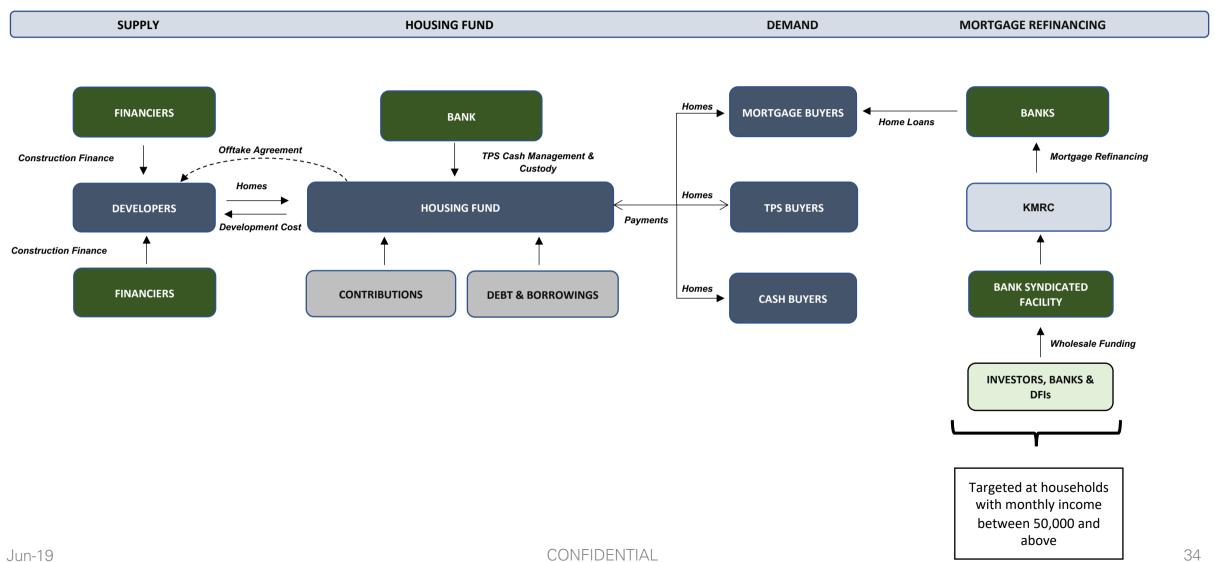


FINANCING FRAMEWORK OVERVIEW



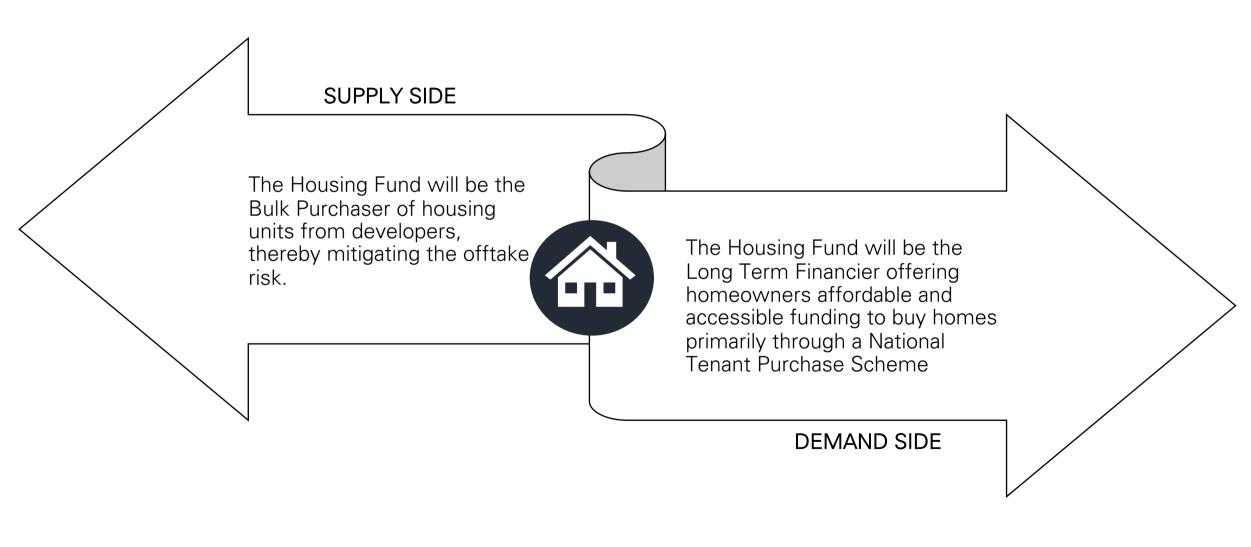
FINANCING FRAMEWORK

The financing framework for affordable housing supports both the supply and demand side





PROPOSED SOLUTION The Housing Fund is the suitable mechanism for providing funding support for both developers and home owners





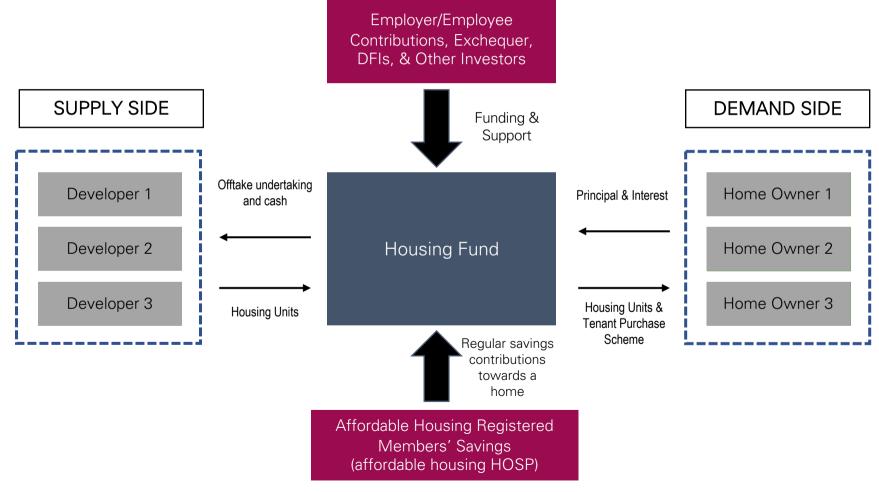
The Housing Fund will mobilize capital, offer certainty of sales in the form of an off-take undertaking to developers, and provide accessible finance for home buyers through a National Tenant Purchase Scheme

Principle	Description
Capital mobilization	 The Housing Fund will mobilize capital from Government (through 3% employer/employee contribution, Development Finance Institutions, Affordable Housing Home Owners Savings Plans from the Home Owners and Local Banks to fulfil its mandate.
Bulk Purchaser (<i>De-risking</i>	• Offer certainty of sales in the form of an off-take undertaking that will allow the developers access construction financing.
developers)	 Purchase the housing units for cash once construction is complete to allow the developers to recycle their capital and develop more units.
Long-Term Financier (<i>Enabling</i>	 Allow ordinary Kenyans to save for an affordable home via a Savings Plan which they can use as a down payment towards their affordable house.
homeowners)	 Offer home buyers the ability to purchase their homes via an affordable 25-year Tenant Purchase Scheme.
	 Target interest rates between 3% and 7%
	 Allow Kenyans to purchase affordable houses nationwide through the Housing Fund while paying a monthly rate nearly equal to their current rental expense

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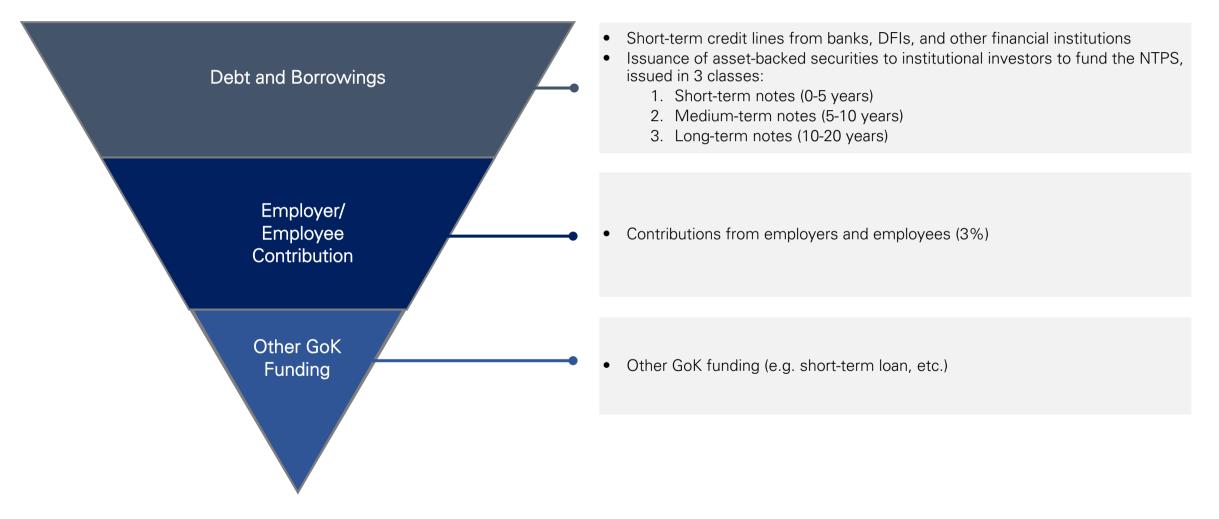


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The Housing Fund will have funding from various sources



HOUSING PORTAL

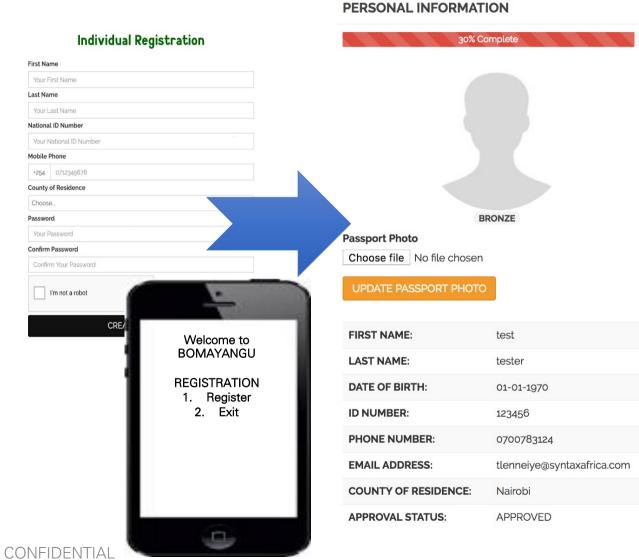




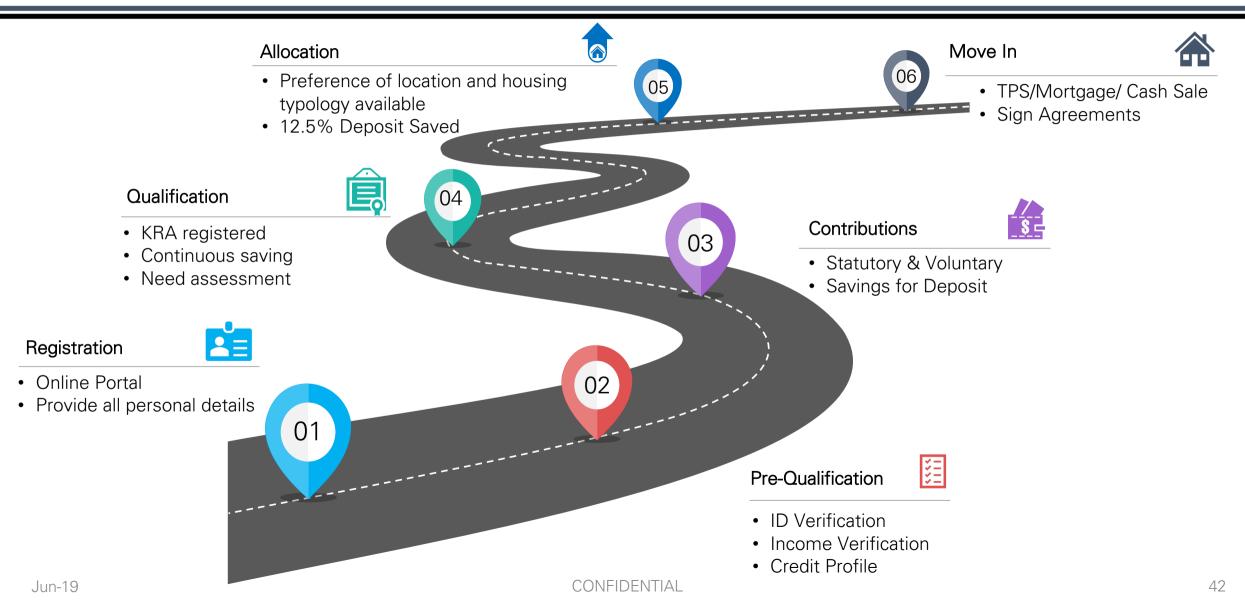
- The Housing Portal is a platform that connects individuals to the Affordable Housing Program & Housing Fund
- It will provide real live evidence of demand aggregation to strategic partners of the AHP
- It will allow individuals to see progress towards and a real connection to the dream of home ownership
- Ultimately, the portal will make the National Tenant Purchase Scheme more accessible online
- Provides potential home owners ability to share information to facilitate allocation of homes through a ballot-based system
- It will accept payments from mobile money, bank accounts, credit and debit cards
- Will be accessible through a variety of platforms including: USSD, mobile app, mobile web, and web portal



- The system registers aspiring home owners and allows them to make contributions into their savings' wallets in the Housing Fund
- Registration Options:
 - Mobile USSD
 - Dial *500# to Register Details
 - Mobile & Web-based
 - Visit <u>www.bomayangu.go.ke</u>
 - Huduma Centres with web-enabled stations that allow:
 - Registration
 - Update of Details
 - Upload of KYC documents



Fair and Transparent Allocation





- Potential home buyers will be required to register on the housing portal
- Allocation will be conducted through a transparent and unbiased process with no human interference
- During registration, the online form will ask questions that will allow for profiling of individuals e.g. are users married, do they have children, etc.
- These markers will be used to determine the most comprehensive grouping to place individuals
- The groupings will then have draws from which individuals will be awarded the homes
- The objective of separating individuals into groups is to ensure that housing projects have minimum attributes of diversity
 - This will avoid selection of only one type of family or that only very vulnerable families are selected in a particular neighborhood

- It also allows for balancing of scales among those who have the most need (e.g. single parent with four children in the social housing bracket vs single lady in the middle- to highincome bracket)
- It allows for housing projects to cater to special groups such as police officers, nurses, doctors, etc. who contribute essential services that can be useful in creating sustainable communities
- In order to be eligible and considered for a draw, a registered user must have:
 - a full profile on the Housing Portal
 - Been making contributions to their online wallets for at least six months
 - Accumulated 2.5% of the value of the home they wish to purchase, they will be eligible for the allocation process



- Online registration
 - Property Developers
 - Financial Institutions/Investors
 - Land owners
- User access
- Ability to upload:
 - Descriptions of Projects
 - Breakdown of housing typologies
 - Price points per type
 - GIS/Mapped locations
 - Images incl. renderings, floor plans •
 - Financial Products offering
- Access to
 - Overview of demand
 - Customer profiles by category



Individual This account is for those that are applying for home allocation. You MUST be a Kenyan citizen

Create an Account



Property Developer

This account is for property developers operating in the Republic of Kenya.

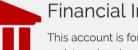
Create an Account



Employer

This account is for employers registered in the Republic of Kenya.

Create an Account



Financial Institution

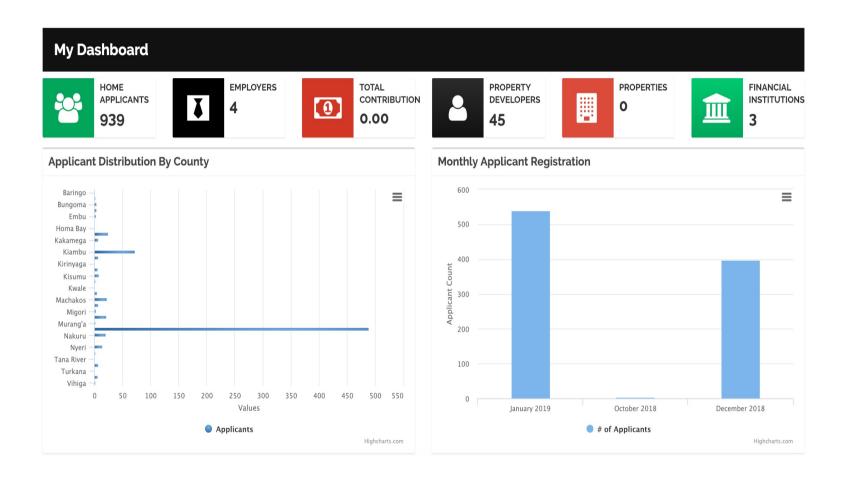
This account is for financial institutions registered and operating in the Republic of Kenya

Create an Account



Social HousingLow Cost HousingMortgage GapMortgage MarketIncome Range (monthly)KES 0 - 20,000KES 21,000 - 59,999KES 60,000 - 149,999KES +150,000Tax RegistrationUnlikely to have tax registrationSome probability of tax registrationLikely to have tax registrationMore likely to be tax registrationBankedUnbanked or solely on mobile moneyMix of traditionally banked and mobile banking only usersBankedBankedTransaction HistoryLess visible transaction historySome capacity for savings towards housing contributionsVisible transaction historyHighly visible transaction historyQuerchase ProfileBest candidates for TPSMixed candidates: TPS & MortgageGood candidate for low interest mortgageBest candidate for low interest mortgage					
(monthly)Tax RegistrationUnlikely to have tax registrationSome probability of tax registrationLikely to have tax registrationMore likely to be tax registrationBankedUnbanked or solely on mobile moneyMix of traditionally banked and mobile banking only usersBankedBankedTransaction HistoryLess visible transaction historySome vhat visible transaction historyVisible transaction historyHighly visible transaction historyCapacity for SavingsLow capacity for savings contributionsSome capacity for savings contributionsDecent to good capacity to save towards housing contributionsBetter capacity to save towards housing contributionsBetter capacity to save towards housing contributionsPurchase ProfileBest candidates for TPSMixed candidates: TPS & Mixed candidates for IPS &Good candidate for IowBest candidate for Iow		Social Housing	Low Cost Housing	Mortgage Gap	Mortgage Market
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	Capacity for Savings	Low capacity for savings	towards housing	to save towards housing	. ,
	Purchase Profile	Best candidates for TPS			





- Analytics to support decision making
- Demand assessments
- Registration visibility
- Savings & Contributions Transparency
- Partners visibility

LEGAL FRAMEWORK



Commitment Agreement

This agreement governs the provision requiring a commitment fee of up to 10% of the project cost of a particular development to be deposited by the developer into a designated escrow account as advised by SDHUD.



Development Framework Agreement

This agreement provides a guideline of the fundamental **heads of terms** to be addressed and provided in the Project Agreement as project details emerge. It works as an "interim Agreement" for urgent works to commence pending final negotiations and execution of the Project Agreement.

Escrow Agreement

This governs the use of the commitment fee which the successful developer, private investor or contractor shall provide, pending negotiations and signing of the Project Agreement.



Letter of Support



This is a letter that may be issued by GoK through the National Treasury, in favour of the developer, private investor, or contractor and its financiers to provide that the GoK will ensure that the Housing Fund is not wound up so long as it has continuing outstanding obligations. The Letter of Support will only be issued in appropriate circumstances.

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Project Agreement

This agreement governs the relationship between the GoK and the developer, private investor, or contractor, and sets out in detail the terms and conditions for the development and delivery of each Project.

Offtake Agreement

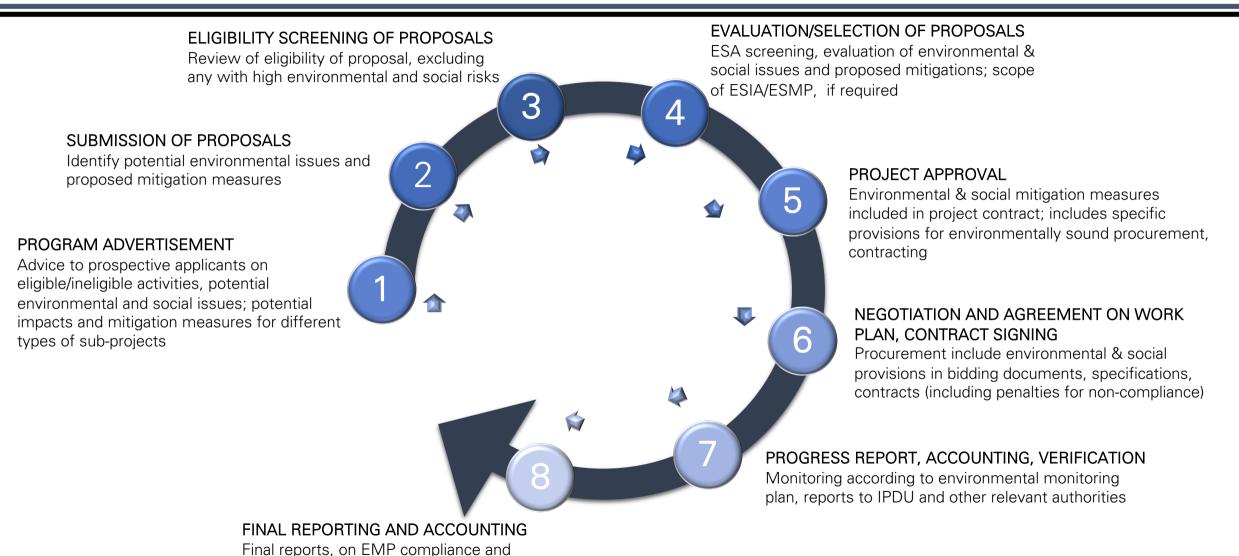


This agreement is issued by the GoK in favour of the developer, private investor, or contractor as an undertaking for the purchase on behalf of the GoK of the completed housing units within a specified period from the date of construction completion, this time period being determined on a project-by-project basis.

ENVIRONMENT AND SOCIAL SAFEGUARDS



environmental/social impacts



Jun-19

KEY MILESTONES



AFFORDABLE HOUSING PROGRAM

Summary of key milestones

	JAN			FEB				MAR				APR					MAY			DELIVERABLES	
	07.	14.	21.	28.	04.	11.	18.	25.	04.	11.	18.	25.	01.	08.	15.	22.	29.	06.	13.	20.	
 Integrated delivery unit set up and operationalization 																					Delivery unit set
 Consulting firm onboarded to delivery unit 																					up and consultants
 Delivery unit operationalization 																					onboarded
 Development framework guidelines finalization 				Ì		Ì				ĺ	Ì						Ì		l	Ì	DFGs revised and
 Revisions to development framework 																					published
 Approvals and updated publication 		ĺ	Ĭ	ĺ		Í	Í		Í												
 Housing Fund Development 											ĺ	ĺ	ĺ								Housing Fund
 National assembly review and approval 																					setup completed, operationalization
 Housing Fund administrative guidelines development 																					finalized, and collections
 Housing Fund guidelines approval 		ĺ	Í	Í	Í	Ì	ĺ	Í													mechanisms completed.
 Collections protocol and operationalization 																					
 Operationalization of the Housing Fund 																					
 Investment decision mechanism operationalization 																					
 Housing Portal Development 		Í	Ĭ	Í		Í	Í	Í	Í		Í			Í			Í		ĺ	Í	Housing Portal
 Modules use testing 																					launched, support activated
 Portal launch soft launch 																					nationwide, registrants
 Contributions and profiling modules operationalization 		Í		ĺ																	onboarded and contributions
 Huduma Center support operationalization 																					begun
 Nationwide campaign for registrations and contributions 																					



AFFORDABLE HOUSING PROGRAM

Summary of key milestones

	JAN	N			FEB				MAR				APR					MAY			DELIVERABLES
	07.	14.	21.	28.	04.	11.	18.	25.	04.	11.	18.	25.	01.	08.	15.	22.	29.	06.	13.	20.	
 Project Pipeline Development (private land projects) 																					Project pipeline
 Evaluation of Round 1 Applications 																					for private land developments
- Negotiations with successful private land projects																					completed;
 Site programming and strategic assessment 																					schedule of units to be delivered
 Prioritization of suitable projects from private land 																					completed by Q2 2019
 Flagship projects 																					Delivery of first
– Park Road																					288 units by August 2019;
Contractor onsite																					Project
 Delivery of first units 																					completion by Q1 2021
 Project completion 																					
– Starehe																					Delivery of first
Procurement																					units by Q4 2019
 Contractor onsite and mobilized 				1																	
– Shauri Moyo																		Í	ĺ		Delivery of first
 Procurement 																					units by Q4 2019
 Contractor onsite and mobilized 											ĺ	Í		ĺ		Í					
– Makongeni																			1		Delivery of first
Procurement																					Q1 2020.
 Contractor onsite and mobilized 																					
– Mavoko																		Í	ľ		Delivery of first
 Procurement 																					units by Q3 2019
 Contractor onsite and mobilized 																					
Jun-19					!	CC	ONFIE	DENTI.	AL				ļ								53



AFFORDABLE HOUSING PROGRAM

Summary of key milestones

	JAN	AN			FEB				MAR				APR					MAY	,		DELIVERABLES
	07.	14.	21.	28.	04.	11.	18.	25.	04.	11.	18.	25.	01.	08.	15.	22.	29.	06.	13.	20.	
 Flagship projects 																					Contractor onsite by Apr 2019; First
– Kibera B																					units delivered by
 Physical planning (complete) 																					Q4 2019
 Enumeration and verification of beneficiaries 																					
 Relocation strategy development 																					
Procurement																					
Contractor onsite																					
– Kiambiu															ĺ		ĺ	Í	Ì	Ì	Relocation
 Physical planning 																					strategy by end of Apr 2019;
 Enumeration and verification of beneficiaries 		ĺ		ĺ																	Procurement in May 2019;
 Relocation strategy development 												ĺ									Contractor on site by Jun/Jul 2019
 Procurement 																					
Contractor onsite																					
– Mariguini																					Contractor onsite
 Physical planning (complete) 																					by Apr 2019; First units delivered by
 Enumeration and verification of beneficiaries 																					beginning of Q4 2019
 Relocation strategy development 																					
Procurement																				-	
Contractor onsite																					



Disclaimer:

The purpose of this Presentation is to provide recipients with information on proposed program approach for the 500,000 Affordable Homes Program. This presentation is subject to change as the development framework is challenged and subjected to stakeholder engagement and market sounding.