

# NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 15, 2016**

Visit [ncsha.org/awards](http://ncsha.org/awards) to view the Annual Awards Call for Entries.

**Instructions:** Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact [awards@ncsha.org](mailto:awards@ncsha.org) or 202-624-7710.

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name:**

\_\_\_\_\_

**HFA:**

\_\_\_\_\_

**Submission Contact:** (Must be HFA Staff Member) \_\_\_\_\_

**Email:**

\_\_\_\_\_

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

\_\_\_\_\_

Use this header on the upper right corner of each page:

**HFA:**

\_\_\_\_\_

**Entry Name:**

\_\_\_\_\_

**Select the appropriate subcategory of your entry and indicate if you are providing visual aids.**

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

## Overview

The Indiana Housing and Community Development Authority's (IHCDA) mission is to provide housing opportunities, promote self-sufficiency and strengthen communities. To accomplish this we: (1) create and preserve housing for Indiana's vulnerable population, (2) enhance self-sufficiency initiatives in existing programs, (3) promote a value-driven culture of continuous improvement and (4) promote place-based initiatives that will allow Hoosiers opportunities to improve their quality of life. As we strive towards our mission and strategic objectives, it is imperative that we communicate these accomplishments. Hoosier Housing NOW provides a resource for partners, not-for-profits and other stakeholders to understand and use data as part of their decision-making process.

## The Purpose

In a fast-paced world, many professionals neither have the time nor the inclination to read long reports. Data shows that information receives increased views with reduced content, increased frequency, and intense targeting. In response to how people consume information, this year we began releasing a biweekly series of short fact sheets, entitled Hoosier Housing NOW (HHN). These fact sheets provide Indiana-specific housing and community development data necessary to address housing affordability and other related needs in the Hoosier State. We shifted our approach from longer report-writing to permit dissemination to a wider audience and increased information consumption, resulting in data-driven decision making.

## The Process

IHCDA's Research and Innovation Department is responsible for the research, analysis and writing of each HHN publication. Two weeks prior to the target release date, the publication is sent to the Marketing and Communications Department for formatting and editing. Once this step is completed, Research and Innovation make one final review of the document, and the Marketing and Communications Department sends the document to the Lieutenant Governor's Communications staff for review and approval. Once the go-ahead is received, Marketing and Communications puts the publication into a GovDelivery template for release as an "IHCDA Special Info" to IHCDA's GovDelivery subscribers. A copy of each issue is also posted on the Research and Innovation Department's website in PDF format, ready for downloading.

The Research and Innovation Department works closely the Marketing and Communications Department to provide content that is consistent with IHCDA messaging about relevant issues, such as Indiana Homeownership Month. As unexpected and/or salient issues arise, Research and Innovation is sensitive to maintaining a cohesive message with IHCDA as a whole by adjusting the topics of HHN accordingly.

## NCSHA Judging Criteria

### Innovative

A web search of 15 other innovative State Housing Authorities for similar publications yielded annual reports and plans, one-time research reports, and monthly program updates. However, none of these housing authorities published regular reports focusing on data snapshots. The regularity of publication and succinctness of its content makes relevant research and statistics palatable to busy practitioners. While many publications discussing social issues reference the poverty line, HHN discusses data trends based on the U.S. Department of Housing and Urban Development's low, very low, and extremely low income standards.

### Replicable

Thus far, HHN data has been derived from publicly available sources, such as the most recent 5-year American Community Survey estimates available from the [National Historical Geographic Information System](#). The analysis conducted is not complex, and Research and Innovation staff is available to assist those who wish to obtain similar

or more specific information in other areas, or look at data in new ways. Additionally, Research and Innovation staff ensures that the data estimates within each issue of HHN are included for the consumer to view, or only utilizes estimates with a +/- 5 percent margin of error, in order to ensure data quality.

### Reach Target Audiences

Our goal is to educate IHCD staff, partners, and the Indiana housing and economic development field with housing-related data. HHN is delivered to IHCD staff and external partners and other interested parties through GovDelivery as an IHCD Special Info. IHCD's GovDelivery mailing list includes nonprofit and for-profit affordable housing partners, community action agencies, other nonprofit service providers, State agencies, and constituents. All IHCD staff are automatically subscribed to IHCD's GovDelivery channel. In addition to the email list, all HHN issues are available on the Research and Innovation Department's [website](#), and its staff frequently direct internal and external data inquiries to this site.

### Achieve Measurable Results

Analytics from opened emails, webpage visits, and social media interactions are tracked to better understand the topics in which our readership is most interested, and what types of data pique the most interest. We are then able to adjust our process and outputs in response to what the data tell us are most effective or popular. For instance, the open rate is between 17%-22% for each bulletin sent. We have found that sending the bulletin between 3:00 pm – 3:30 pm (EDT) is the most effective time (see below).

### GovDelivery Bulletin and Social Media Data

	HHN #1	HHN #2	HHN #3	HHN #4	HHN #5	HHN #6	HHN #7	HHN #8	HHN #9	HHN #10
Date Sent	Jan. 12 <sup>th</sup>	Jan. 26 <sup>th</sup>	Feb. 10 <sup>th</sup>	Feb. 23 <sup>rd</sup>	Mar. 9 <sup>th</sup>	Mar. 22 <sup>nd</sup>	Apr. 5 <sup>th</sup>	Apr. 19 <sup>th</sup>	May 4 <sup>th</sup>	May 17 <sup>th</sup>
Time Sent	9:31 am	10:43 am	1:55 pm	3:20 pm	2:12 pm	1:00 pm	3:06 pm	3:15 pm	3:10 pm	3:01 pm
Open Rate	22%	21%	19%	19%	19%	17%	19%	20%	20%	21%
Facebook Reach	86	116	265	306	108	244	215	287	241	186

### Benefits that Outweigh Costs

While HHN issues are released frequently and require a strong understanding of a broad range of material and much staff creativity, releasing smaller amounts of information every other week is less overwhelming to the audience, improving its retention of the facts. Over time, the audience will be exposed to more information than if it glanced through a long, text-heavy report.

While a biweekly publication requires ongoing staff time to produce, it saves time later when internal staff members or external people make information requests, as Research and Innovation staff simply share the weblink to the HHN issue most relevant to the inquiry.

### Effective Resource Use

The only cost associated with the production of HHN is staff time. One Research and Innovation staff member is responsible for overseeing the HHN production process, while the department's other staff members participate as requested. IHCD's Marketing and Communications Director does the graphic design for each issue. HHN utilizes tools and information already available to IHCD: GovDelivery for Special Infos; the Research and Innovation Department's website; and the majority of data used is free and publicly available data. Additionally, no hard copy costs are incurred, as HHN is published entirely online.

### Strategic Objective Achievement

By giving housing and community development professionals across the State tools to determine the landscape of need, HHN helps IHCD achieve its strategic priorities:

1. **Promote place-based initiatives:** Identify patterns that indicate opportunities for local community development and economic growth
2. **Create and preserve housing for vulnerable Hoosiers:** Identify areas where there are gaps in housing availability and affordability for persons experiencing homelessness, persons with disabilities, families with young children, older people, and others
3. **Enhance self-sufficiency initiatives:** Identify areas where there is greater economic need and integrate internal or external anti-poverty programming with existing IHCD resources
4. **Contribute to Continuous Improvement efforts:** Use this information to make program policy decisions and to help partners make informed decisions, improving efficiency and effectiveness of resource allocation and programming

## The Future

In the future, as data is updated and new topics are addressed, HHN will continue to make a difference in the patterns of how both our agency and different housing and community development actors continue invest in areas across our State, particularly by better understanding and prioritizing need:

“FHLBI staff likes Hoosier Housing NOW since the publication provides a succinct snapshot of various housing needs and challenges backed by research and analysis of data. Since we serve the entire state, the data is perfect for us to use when determining the housing needs in our district. We will use the publication with our 2017 AHP Implementation Plan subcommittee when setting our policies and scoring criteria for our grant programs.”

*--MaryBeth Wott, First VP, Community Investment Officer, Federal Home Loan Bank of Indianapolis*

“Hoosier Housing NOW offered us an excellent resource of data and information that we have been able to use both internally and externally. It has helped drive how we analyze our investments in local communities to maximize impact. It should be requisite reading for any community development professionals working in Indiana.”

*--Jeff Hassler, CDBG Manager, City of Indianapolis*

## Appendix A

The distribution schedule for Hoosier Housing NOW.


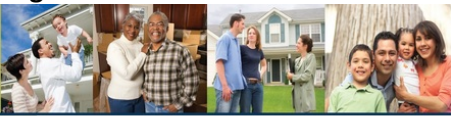


Theme	Topic	Lead	Due to MaC	MaC Design & Edit	R&I Edit	LG Approval	Release Date
<b>The Housing Landscape:</b> Households	Household Incomes of Indiana Homeowners	RN	29-Dec	x	x	x	12-Jan
	Housing Cost Burden	RN	12-Jan	x	x	x	26-Jan
	Housing Cost Gaps	RN	26-Jan	x	x	x	9-Feb
	Affordability Gaps for Low Income Renters	RN	9-Feb	x	x	x	23-Feb
<b>Disability Awareness Month:</b> Housing People with Disabilities	The Olmstead Decision & Housing Persons with Disabilities	RS	23-Feb	x	x	x	8-Mar
	Making Home a Safe Place: Owner Occupied Repair	RS/RN	8-Mar	x	x	x	22-Mar
<b>Fair Housing Month</b>	Affirmatively Furthering Fair Housing, Part I	JP	22-Mar	x	x	x	5-Apr
	Affirmatively Furthering Fair Housing, Part II	JP	5-Apr	x	x	x	19-Apr
<b>The Housing Landscape:</b> Rental Housing	Is Fair Market Rent Fair Everywhere?	RN	19-Apr	x	x	x	3-May
	Housing Unit Size	RN	3-May	x	x	x	17-May
<b>Homeownership Month</b>	Is Homeownership Sustainable at Very Low Income Levels?	RN/JP	31-May	x	x		14-Jun
	Race, Ethnicity, and Homeownership	RN/JP	14-Jun				28-Jun
<b>The Housing Landscape:</b> Rental Housing	Single Family versus Multifamily Rentals	RN	28-Jun				12-Jul
	Rental Housing Stock Quality	RN	12-Jul				26-Jul
<b>Data-Driven Decision Making:</b> Homelessness Continuum of Care Rebalancing	Current State: Housing Needs for Persons Experiencing Homelessness	RS	26-Jul				9-Aug
	Future State: Meeting the Need for Housing for Persons Experiencing Homelessness	RS	9-Aug				23-Aug

## Appendix B

An example of the IHCDA Special Info which is the platform for sending Hoosier Housing NOW. This bulletin, sent through GovDelivery, is distributed to our list serve of more than 4,000 people and posted on Facebook.

### Hoosier Housing Now Issue #10

**Hoosier Housing Now**

**Issue #1:** [Household Incomes of Indiana Homeowners and Renters](#)

**Issue #2:** [Housing Cost Burden](#)

**Issue #3:** [Housing Cost Gaps](#)

**Issue #4:** [Affordability Gaps for Low Income Renters](#)

**Issue #5:** [The Olmstead Decision & Housing Persons with Disabilities](#)

**Issue #6:** [Making Home a Safe Place: Owner Occupied Repair](#)

**Issue #7:** [Affirmatively Furthering Fair Housing](#)

**Issue #8:** [Affirmatively Furthering Fair Housing Part II](#)


**Issue #9:** [Is Fair Market Rent Fair Everywhere?](#)

**Issue #10:** [Housing Unit Size](#)

**Contact**

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Click [here](#) for more information about IHCDA's Research and Innovation Department.



In a fast-paced world, many professionals neither have the time nor the inclination to read long reports. In response to changes in how people consume information, we are releasing a series of short fact sheets, entitled **Hoosier Housing Now**. These fact sheets provide Indiana-specific housing and community development data necessary to fully address housing affordability needs in the Hoosier state.

**Housing Unit Size**

While publicly available Census Bureau data do not permit us to statistically correlate household and housing unit sizes, the raw numbers still describe the housing availability landscape in Indiana. Figure 1 demonstrates that at nearly two-thirds, the majority of the renter landscape is composed of households with two or fewer people. Additionally, about two-thirds of rental housing is two or fewer bedrooms in size.



Source: American Community Survey 2014 5-year estimates

On the other hand, Figure 2 shows that more than half of owner-occupied housing units have three bedrooms, and 80% have three or more bedrooms. Yet, households of three or more persons comprise only 40% of homeowners in Indiana. Interestingly, at 38%, the most common homeowner household size is two persons.

### Hoosier Housing Now #9




**Hoosier Housing Now**

**Issue #1:** [Household Incomes of Indiana Homeowners and Renters](#)

**Issue #2:** [Housing Cost Burden](#)

**Issue #3:** [Housing Cost Gaps](#)

**Issue #4:** [Affordability Gaps for Low Income Renters](#)

**Issue #5:** [The Olmstead Decision & Housing Persons with Disabilities](#)

**Issue #6:** [Making Home a Safe Place: Owner Occupied Repair](#)

**Issue #7:** [Affirmatively Furthering Fair Housing](#)

**Issue #8:** [Affirmatively Furthering Fair Housing Part II](#)

**Issue #9:** [Is Fair Market Rent Fair Everywhere?](#)

**Contact**

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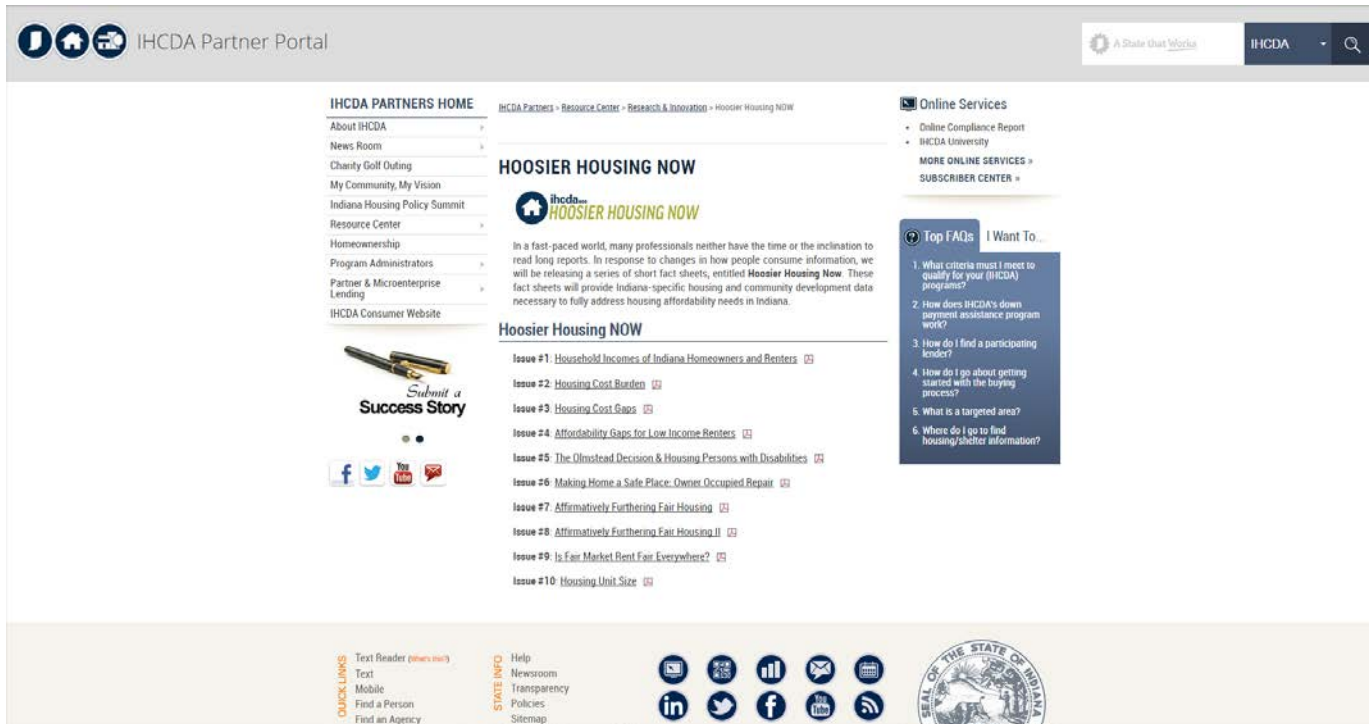
**Is Fair Market Rent Fair Everywhere?**

The U.S. Department of Housing and Urban Development (HUD) publishes [Fair Market Rents](#) (FMRs) each year, which govern the value of Section 8 Housing Choice Vouchers in communities across the country. With limited exceptions, HUD sets these rent limits at 40% of an adjusted estimate of an area's median rental housing cost. However, in some communities, other pressures may make it difficult for voucher-holders to procure rental housing at 40% of median rental housing cost. A gap analysis of county-level 2014 FMRs and 2010-2014 Median Gross Rents (MGR) estimates revealed that there are areas in Indiana in which FMRs are considerably lower than MGRs, and areas where they are considerably higher. [i] [ii] In Indiana's most affluent county, Hamilton County, the FMR standard is \$193 lower than the MGR (Figure 1). At the other end of the spectrum, FMR is \$91 greater than MGR in Wells County.



## Appendix C

In addition to each Hoosier Housing NOW being sent through GovDelivery and posted on Facebook, a .pdf version is housed on the IHCD Partner Portal: <http://www.in.gov/myihcda/2544.htm>



The screenshot displays the IHCD Partner Portal website. The header includes the IHCD logo and navigation icons. The main content area is titled "HOOSIER HOUSING NOW" and features a list of 10 issues, each with a thumbnail image and a link. The issues are:

- Issue #1: Household Incomes of Indiana Homeowners and Renters
- Issue #2: Housing Cost Burden
- Issue #3: Housing Cost Gaps
- Issue #4: Affordability Gaps for Low Income Renters
- Issue #5: The Olmstead Decision & Housing Persons with Disabilities
- Issue #6: Making Home a Safe Place: Owner Occupied Repair
- Issue #7: Affirmatively Furthering Fair Housing
- Issue #8: Affirmatively Furthering Fair Housing II
- Issue #9: Is Fair Market Rent Fair Everywhere?
- Issue #10: Housing Unit Size

On the right side of the page, there is a "Top FAQs" section with a list of questions and answers. The footer contains various links and social media icons.