NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit 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 or 202-624-7710.

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

Entry Name: www.oklahomahousingneeds.org
_____

HFA: Oklahoma
_____

Submission Contact: (Must be HFA Staff Member) Holley Mangham   **Email:** holley.mangham@ohfa.org

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

OHFA created this website to host its comprehensive Housing Needs Assessment
_____

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

HFA: Oklahoma Housing Finance Agency
_____

Entry Name: www.oklahomahousingneeds.org
_____

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			

Earlier this year, Oklahoma Housing Finance Agency released results of the year-long Oklahoma Housing Needs Assessment. A study of this scope has not been conducted since 2001. Commissioned by the Oklahoma Department of Commerce in partnership with OHFA, the assessment was funded by the U.S. Department of Housing and Urban Development through a $500,000 Community Development Block Grant – Disaster Recovery Program. Detailed reports have been prepared for each of the state's 77 counties and for cities with populations larger than 5,000 individuals. Reports, along with the executive summary and maps, can be found on www.oklahomahousingneeds.org. Key findings and reports in the areas of disaster resiliency, homelessness, fair housing and lead-based paint hazards may also be found on the site.

OHFA had originally plan to host the Assessment on its own website, www.ohfa.org. However, the magnitude of the study both in size and scope deemed it necessary for a microsite to be created. After hearing a presentation from one of the study's researchers, OHFA's communications staff chose to develop the site in-house using the Wordpress platform for three reasons:

1) In-house communications staff's familiarity with Wordpress
2) Lack of budget to hire an external developer
3) Quick turnaround

The site was designed to be simple in design, yet carry with it a comprehensive document archiving system, making it easier for those using the data to find what they need. Key plugins that make the site more user friendly include:

- Embed Any Document – This made PDF maps both viewable on computers and printable.
- Memphis Documents Library – With 77 counties, each with five reports, a plugin that allowed each county to have its own shortcode to post on its respective page was vital. We can also see how many times each file has been downloaded and on a private page view metrics.

As for budget, the only cost other than staff time which is not a line item, was $10 for the vector image of the Oklahoma state map, used to designate counties on each county's page.

Upon launch of the assessment, the state's largest newspaper, *The Oklahoman*, ran two columns in the real estate section about the assessment. In his March 26 column, (http://newsok.com/article/5487591) editor Richard Mize discussed how he had already begun using the site to assist in his work.

"It's one of the easiest-to-use databases I've seen, with state-level information as well as data from all 77 counties," Mize wrote.