



**2009 NATIONAL COUNCIL OF STATE HOUSING AGENCIES
ANNUAL AWARD FOR PROGRAM EXCELLENCE**

Category: Communications **Subcategory:** Annual Report

**TEXAS DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS
2008 ANNUAL REPORT/2009 CALENDAR**

Innovation

The Texas Department of Housing and Community Affairs' (TDHCA) 2008 Annual Report / 2009 Calendar presents a unique overview of the Department's successes in 2008 enhanced with current TDHCA-funded project and activity photos featuring direct quotes from those Texans served by the Department. The publication provides bulleted, data-driven achievements that leave little question regarding the value-added contributions that TDHCA delivers to Texans through effective and high quality affordable housing and community service programs, ensuring the Department builds homes and strengthens communities.

Replicable

TDHCA followed a traditional format for an annual calendar, reducing the amount of upfront design work the project required. The goal from a creative perspective was to lay out a significant amount of facts and details in a easy-to-follow format. The text and photo content of the Department's 2008 Annual Report / 2009 Calendar demonstrates this reader-friendly, time-saving approach. To emphasize the concise and emphatic delivery of information, a design firm was hired to introduce information in a user-friendly and pointed way. TDHCA approached production of the document in an equally efficient manner by outsourcing printing to another Texas state agency, the Texas Workforce Commission, which provided high quality, low cost professional service and product.

Reach Targeted Audiences

TDHCA's 2008 Annual Report / 2009 Calendar educated elected officials and stakeholder groups on precisely how the Department expended the financial resources entrusted to it, as well as the economic impact of TDHCA's housing programs on local communities. For those interested in the human side of the Department's story, the document featured personal accounts of how TDHCA's programs improved the quality of life for some of the state's most vulnerable residents.

Achieve Measurable Results

The piece was developed to educate elected officials, stakeholders, and industry partners about the Department's programs, services, and activities it administered in a manner that reflected shared values of transparency, responsiveness, and accountability. The document's collective and clear message is that TDHCA's achievements were undisputable catalysts for local economic development, generating thousands of construction jobs and millions of dollars in payroll funds, taxes, and fees to local economies across the state.

Provide Benefits that Outweigh Costs

By virtue of its non-narrative format, the document presented federal and state legislators and local elected officials, contractors, and beneficiaries alike with an informative yet succinct recap of

the deliverables made possible through the Department's activities. This format met the needs of busy legislators who are faced with limited time to read lengthy material. The condensed format also benefited the general public, as it helped staff strive for brevity and avoid overly technical language.

Demonstrate Effective Use Resources

TDHCA printed 2,000 copies of its 2008 Annual Report / 2009 Calendar using the facilities of another state agency and posted an electronic version on its Web site. Stakeholders were notified via listserv of the availability of the document. Providing the document electronically, and distributing it via mail on a "by request" basis, proved to be a cost effective way to share the document. Staff acted as good stewards of state resources at all times, ensuring funds were expended in a way that was both efficient and effective.

Achieve Strategic Objectives

TDHCA's mission is to help Texans achieve an improved quality of life through the development of better communities. The Department's 2008 Annual Report / 2009 Calendar is a snapshot of the Department's success and capacity to meet this charge by providing a wide range of affordable housing programs and community affairs services throughout the State. The document provides evidence that TDHCA has prepared itself well for the tasks of administering \$565.5 million in new economic stimulus funds for 2009 and has skillfully constructed a solid foundation from which stronger tomorrows will be built for future generations of Texans to enjoy.