

2014 Entry Form
(Complete one for each entry.)

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

Entry Name **VHDA's Congressional and State Legislative Data App**
 HFA **Virginia Housing Development Authority**
 Submission Contact **Brian Matt**
 Phone **(804) 343-5520** Email **Brian.Matt@vhda.com**

Qualified Entries must be received by **Tuesday, July 1, 2014.**

For more information about Qualified Entries, [click here to access the 2014 Entry Rules.](#)

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

HFA **Virginia Housing Development Authority**

Entry Name **VHDA's Congressional and State Legislative Data App**

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input checked="" type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

When demonstrating the VHDA Congressional and State Legislative Data App, legislative aides had this to say – “WOW! Really easy to use”; “I can’t believe how much data is available that is District specific”; “it will be great to access the information instantaneously!”; “nice job eliminating all the paper”; and “VHDA is always helpful and this is a fantastic help to me in doing my job.”

Richard Taylor, VHDA Government Affairs Liaison

Brief Description

Sharing up-to-date data by geographic region is critical to ensure that the Virginia Housing Development Authority (VHDA) and its business partners have appropriate information for planning and policy decisions. The agency frequently shares economic impact and organizational results information by Congressional districts at the national level and legislative districts at the state level. This historically has been done in brochure form or a reporting format and has been a very time intensive, and therefore, costly endeavor that needed to be simplified. That’s why we created the VHDA Congressional and State Legislative Data App. VHDA has been able to replace an internally developed brochure with an online data repository allowing end users to view data by geographic location in a map format.

Why/When it was undertaken

VHDA had several associates who used a desktop version of the ArcGIS software that had limited capability. With the desktop client, datasets had to be downloaded through a time-consuming process. Both our internal and external customers had expressed the need to expand available datasets and to have the ability to share information easily with political representatives. The decision was made to move to ArcGIS Online. It provided the expanded capability VHDA sought, it was reasonably priced, and it fit VHDA’s technology infrastructure. The first deliverable was the VHDA Congressional and State Legislative Data App, constructed internally by VHDA associates, that displays economic impact data by Congressional and legislative district at the click of a mouse from any computer or mobile device.

What it has accomplished

VHDA’s app allows Congressional and state legislative staff to access their districts’ economic impact data at the click of a button. The days of keeping up with a paper brochure are gone. Our economic impact and organizational results application provides a high level of service to our customers by allowing easy access from any computer or mobile device to various data sets in a very attractive visual format.

VHDA now has the ability to map locations, quantities, densities, and change within a geographic region. In addition, the app allows users to find what’s inside a geographic area as well as what’s nearby a geographic area.

Why it is meritorious and meets NCSHA award judging criteria

Innovative

VHDA realizes the importance of technology in today’s world and people have come to expect information at their fingertips around the clock. Through the implementation of this app, VHDA has provided just that for their most valued asset, their customers. Whether an associate, a Congressman’s aide, or a state legislator is looking for information, data is made available online and through mobile devices in a graphical format that tells a story for the end user. This allows for immediate access to all sorts of information divided by district, county, locality, etc. – 24 hours a day from anywhere in the world.

Replicable

This technology is available to all other HFAs through ESRI, the ArcGIS vendor. The cost of the software is minimal.

Respond to a management challenge or opportunity

Previously, VHDA created various flyers and reports that were delivered to our customers at various events. Our leadership team frequently referred to those documents during planning and policy discussions. While this was a feasible approach, automating the information and making it available online provides endless opportunity for sharing data with our stakeholders. With this new technology, management can pull up the information at the touch of a finger on any mobile device. Customers and internal staff can be provided with an internet link that will take them directly to the information they need.

Achieve measurable improvements in agency operations

Implementation of this app has resulted in decreased time spent answering planning questions. Not only does the economic impact application save VHDA thousands of dollars in printing costs, it saves months' worth of staff hours spent collecting, compiling, approving and arranging data. Time is money and this app has saved VHDA both.

First, it allows us to provide links to consolidated data. All economic impact data by Congressional and Senate district can be viewed with the click of a mouse. Information can be shared publicly via the web or can be restricted to internal personnel when necessary. We have complete control of how the information is displayed and shared. In just two months on the web, the application has had over 200 views. In addition, leveraging the Cloud means that multiple data sets are no longer stored across various servers within the organization. All information is stored in the Cloud, allowing for easy access and reduced costs in server maintenance.

Provide benefits that outweigh costs

The primary benefit of this implementation is the ability to share real-time information rather than sharing a flyer with potentially stale data. Elected officials are one of our biggest consumers of this data. This provides the data that is needed in a format that is easily accessible and preferable to many consumers. The following data appears directly on the map listed by district:

- US CONGRESSIONAL DISTRICT
- Congressman Name
- All Homeownership Activity 1974-2013
 - Total Units
 - Total Mortgage amounts
- All Rental Activity 1974-2013
 - Total Units
 - Total Mortgage Amount
- Number of Low Income Housing Tax Credit (LIHTC) Projects
- Total number of LIHTC units
- Total local jobs supported
- Total Economic Impact
- VHDA Single Family (for past two years)
 - Total Single Family Units
 - Total Mortgage Amounts

- Average Loan Amounts
- Average Sales Price
- Average Monthly Payment

- VHDA Multifamily (for past two years)
 - Multifamily Units
 - Total Mortgage Amount
 - LIHTC Units

- District Profile
 - Population
 - Median Age
 - Total Housing Units
 - Total Owner Occupied
 - Total Vacant
 - Number of Households
 - Average Household size
 - Median Household Income
 - White (#, %), African American (#/%), Asian (#/%), Hispanic (#/%), Other (#/%)

Demonstrate effective use of resources

As outlined previously, this app allows for easier access to data sources as well as faster turn-around time for maps displaying the data. It will reduce costs and resources by eliminating the need for paper brochures to disseminate information.

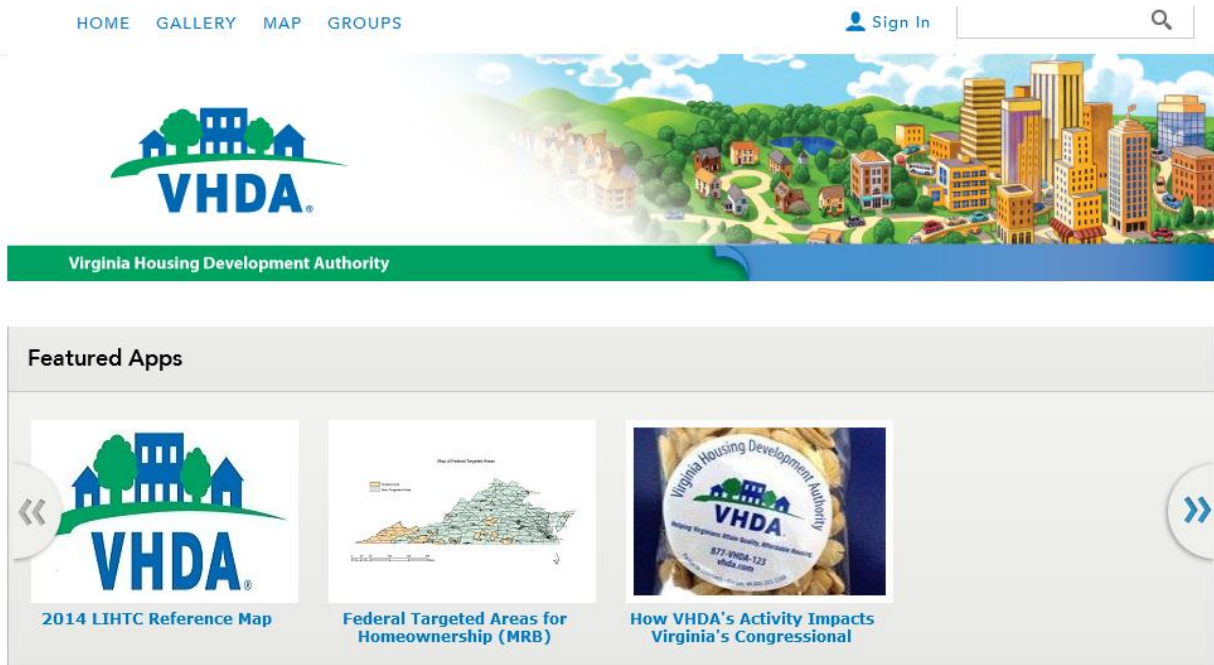
Achieve strategic objectives

In today's world, the sharing of information using nothing more sophisticated than paper reports is long gone. VHDA's goal was to increase our ability to disseminate information in a useful format to our customers. VHDA's Leadership Team recognized the importance of being able to provide data in an online format. Through the implementation of ArcGIS, VHDA has accomplished its goal of providing the most important information in a useable, easy-to-access app for all of our internal and external customers.

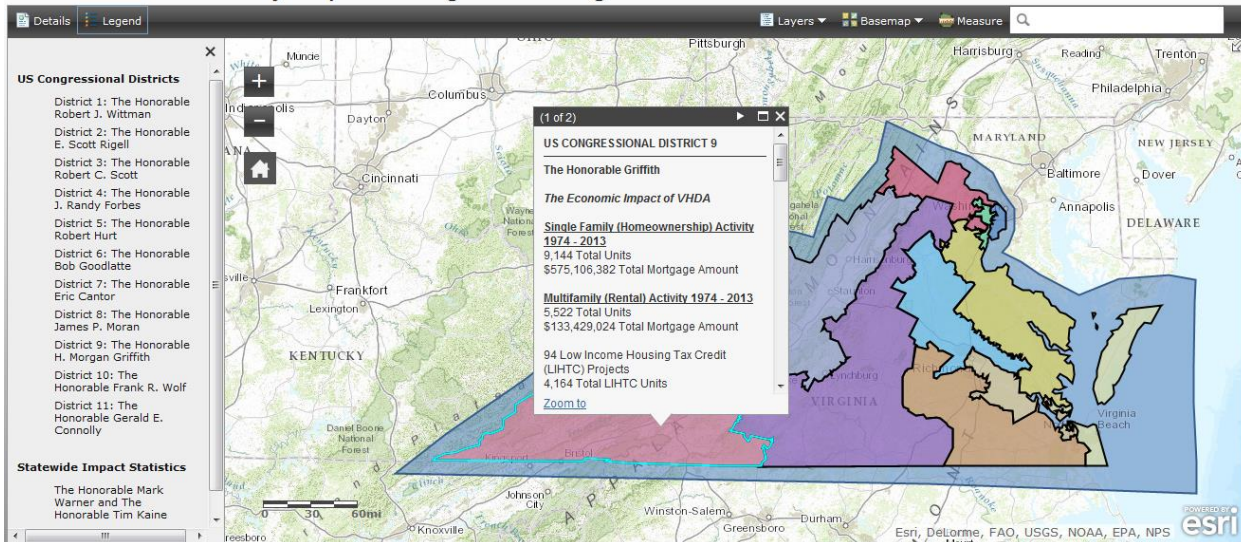
Conclusion

The implementation of our VHDA Congressional and State Legislative Data App provides a tremendous cost savings to VHDA, both in hard dollars spent for printing materials and in staff time spent searching for, compiling and getting approval of data. Thousands of dollars will be saved on printing and reporting costs and months of staff time will be saved previously spent searching for and arranging data that is now available directly through our new app. VHDA's most important stakeholders can now have information at the click of a button any time of day by visiting our mobile app at <http://vhda.maps.arcgis.com/home/>. Having the data available to elected officials strengthens VHDA's brand and helps make our case in critical Congressional and state legislative matters. Additionally, this information will help VHDA show the need for continued vital funding of our core programs and services.

The Landing page for public access GIS information from VHDA's website (<http://vhda.maps.arcgis.com/home/>):

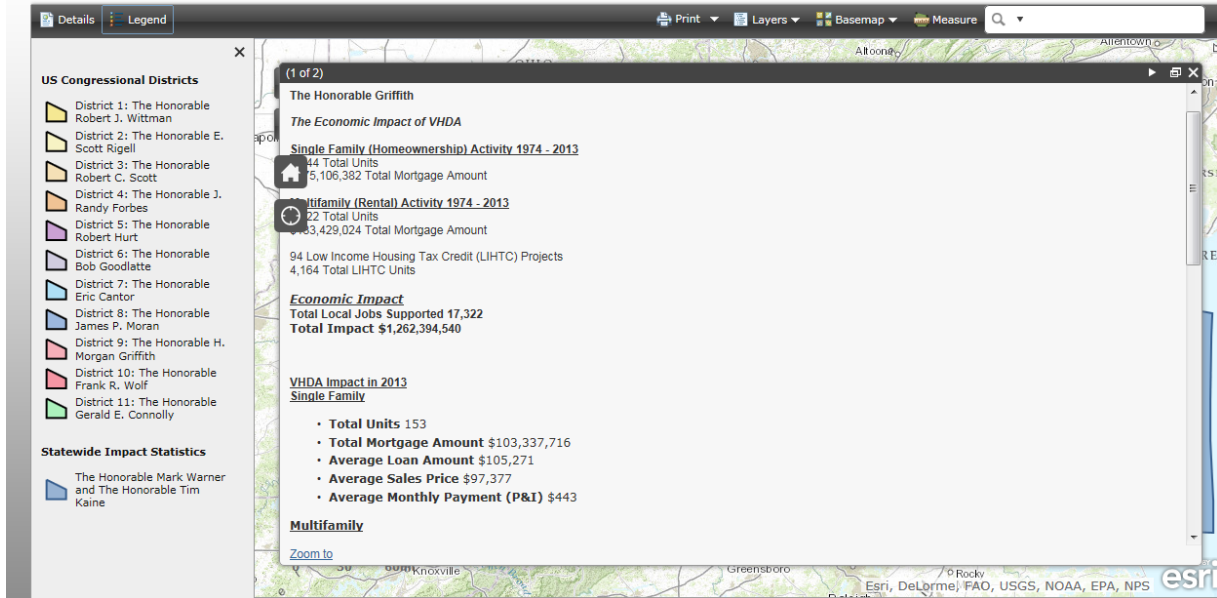


How VHDA's Activity Impacts Virginia's Congressional Districts



With the Congressional district data screen expanded:

How VHDA's Activity Impacts Virginia's Congressional Distr...



Federal Targeted Areas for Homeownership (MRB)

A map showing IRS Targeted Areas in the Commonwealth of Virginia

