

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

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 Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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 | | | |

“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 housing economic impact 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. VHDA frequently shares economic impact and organizational information by Congressional districts at the national level and by legislative districts at the state level. In the past, this information was provided as a printed report or brochure — a time-intensive and costly endeavor that needed to be simplified. That’s why we created the VHDA Map Gallery Apps, an online data repository that allows users to view data by geographic location in a map format. The first apps VHDA created for the Map Gallery were Congressional and State Legislative Data apps, which show the economic impact our programs and services are having in specific areas of the state. The Map Gallery Apps provide the information our brochures once provided, in a user-friendly format that can be easily updated — without the cost of printing new brochures every time there is a change.

Why/When it was undertaken

Several associates at VHDA had worked with a software program by ArcGIS, a geographic information system for creating maps paired with data. However, the basic desktop version of the software VHDA was using had limited capability, and required users to download multiple sets of data to get the information they needed, which could be a time-consuming process. VHDA’s internal staff as well as external customers expressed the need to expand the capabilities of the software, providing expanded datasets and making them easier to share with political representatives. The decision was made to upgrade to ArcGIS Online. This version of the software would provide the expanded capabilities VHDA sought, it fit VHDA’s technology infrastructure and was reasonably priced. Once the upgrade was complete, VHDA staff used ArcGIS Online to develop the VHDA Map Gallery Apps — a suite of custom applications which visually display, on a map, specific data about the economic impact VHDA’s housing programs are having in various localities around the state. Users can view this data by Congressional and Legislative district, and can access the application from any computer or mobile device with an Internet connection.

What it has accomplished

VHDA’s Map Gallery Apps allow Congressional and state legislative staff to quickly and easily view economic impact data for their specific district. The apps are user-friendly, mobile-friendly, and can be updated whenever needed, without the cost of printing a new report or brochure. For example, VHDA’s Map Gallery Apps were effectively used at the 2015 LegCon to persuade members of Congress and staff to support NCSHA’s legislative position priorities. Additionally, VHDA used the Map Gallery Apps during the state General Assembly Session to advocate for state level affordable housing legislative efforts. It is critical that elected officials see the beneficial economic and social impacts of affordable housing in their own backyards.

VHDA now has the ability to break down quantities, densities, and change within a geographic region, as well as compare this data to other geographic regions. The apps also allows users to compare geographic regions.

The Congressional, Senate District, and House District apps were so successful and well received that VHDA has developed even more apps, to share other types of data – such as LIHTC (Low Income Housing Tax Credit) property locations, Federal Targeted Areas for Homeownership, and there's even an app that allows users to type in an address and determine if that specific address is in a Targeted Area and its flood zone. There are plans to add a Housing Choice Voucher app to the Map Gallery in the near future. The development of these initial apps has led to further innovation and improved sharing of data for other types of data.

Why it is meritorious and meets NCSHA award judging criteria

Innovative

Through the development and implementation of the Map Gallery Apps, VHDA has provided 24/7 access to the data our stakeholders need. Whether an associate, an aide to a member of Congress, or a state legislator is looking for information, our apps make the latest data available any time they need it, in a graphical format that helps them tell their story. Users now have one source where they can search for current economic impact data by district, county, locality, etc. – 24 hours a day from anywhere in the world.

Replicable

The same ArcGIS software that VHDA used to develop our Map Gallery Apps is available to any HFA through ESRI (Environmental Systems Research Institute), the ArcGIS vendor. The cost of the software is minimal. In fact, several other HFAs have already indicated to us their interest in developing Map Gallery Apps of their own — VHDA has been contacted by both IHDA (Illinois Housing Development Authority) and RIH (Rhode Island Housing), who saw our Map Gallery Apps and are now working to create similar apps for their own states.

Respond to a management challenge or opportunity

Previously, VHDA shared data by printing brochures and reports and distributing them at various events. Our leadership team frequently referred to those documents during planning and policy discussions. Now that the information is available online via our Map Gallery Apps, the data can be pulled up wherever and whenever it's needed, making it easier to share with stakeholders. Customers and internal staff can be provided with an Internet link that will take them directly to the specific information they need.

Achieve measurable improvements in agency operations

Not only do VHDA's Map Gallery Apps save thousands of dollars in printing costs, they also save months worth of staff hours that were previously spent collecting, compiling, approving and arranging data as well as designing and laying out brochures. Another benefit is that staff spend less time answering questions, since information is now readily available online through the apps. In its first fourteen months, the VHDA Map Gallery Apps page had 787 views – nearly 60 views per month.

The apps simplify the process of sharing consolidated data, and a hyperlink can easily take stakeholders to the exact information they need. Economic impact data by Congressional, Senate and House district can be easily viewed, and data can be shared publicly online or restricted to internal staff when necessary. VHDA retains complete control of how information is

displayed and shared in the apps. Another benefit is that VHDA no longer has to store multiple data sets on our own server; instead, all information is stored in the Cloud provided by ESRI, allowing for easy access and reduced costs in server maintenance.

Provide benefits that outweigh costs

The primary benefit of the VHDA Map Gallery Apps is the ability to easily share current economic impact data any time, any place, with any stakeholder (especially elected officials, who are among the biggest consumers of this data) — rather than having to rely on a printed piece with potentially out-of-date information. Information can be updated and published on an as-needed basis, providing data in a format that is easily accessible to users. Some examples of data provided in the Congressional and State Legislative apps are: U.S. Congressional District, representative name, homeownership and rental activity from 1974 - 2014 (total units and total mortgage amounts), demographic details and economic impact / local jobs supported.

Demonstrate effective use of resources

These apps allow for easier access to data as well as faster turnaround time for maps displaying the data. They reduce costs, staff hours and resources by eliminating the need for paper brochures to share economic impact information.

Achieve strategic objectives

VHDA's goal was to increase our ability to share information in a useful format to our stakeholders. VHDA's Leadership Team recognized the importance of providing this data online, in a mobile-friendly format. Through the development and implementation of VHDA's Map Gallery Apps, VHDA has accomplished its goal of providing the most important information in a useable, easy-to-access format for elected officials and our internal and external customers.

Conclusion

The implementation of VHDA's Map Gallery Apps provides a tremendous cost savings to VHDA, both in printing costs and in staff time spent searching for, compiling and getting approval of data. From fiscal year 2010 to 2013, VHDA spent almost \$3,000 on the brochures. Not only are thousands of dollars saved on printing and reporting costs; but significant staff hours are saved that were previously spent searching for and arranging data that is now available directly through our apps. VHDA's stakeholders can now have up-to-date data, any time and any place.

With VHDA's Map Gallery Apps, elected officials can easily see the economic impact of VHDA's programs in their part of the state. This data helps us tell our story about the difference we're making in Virginia through our housing programs. This strengthens VHDA's brand and helps make our case in critical Congressional and state legislative matters, demonstrating the importance of the core programs and services we provide.

See VHDA's Map Gallery Apps: vhda.com/Impact

Watch a short [Video Tutorial](#) of VHDA's Map Gallery Apps.

If the video link above doesn't work, type the following URL into your browser:

<https://www.youtube.com/watch?v=g3eznDuSgf8&feature=youtu.be>

VHDA's Map Gallery Apps page:

Virginia Housing Development Authority

VHDA Home

Featured Apps for Virginia Data (click arrows in slider to see more)

- VHDA's Economic Impact by Congressional District
- VHDA's Economic Impact by Senate District
- VHDA's Economic Impact by House District
- VHDA's Economic Impact by Locality / Jurisdiction

How to use: Watch our quick [video tutorial](#)

Virginia Housing has provided these Geographic Information System maps and data as a public information service. Every reasonable effort has been made to assure the accuracy of these maps and associated data. However, the maps and data being provided herein are intended for informational purposes only. No guarantee is made as to the accuracy of the maps and the data; and they should not be relied upon for any purpose other than general information.

VHDA assumes no liability arising from use of these maps or data. The maps and data are provided without warranty of any kind either expressed or implied, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose.

Furthermore, VHDA assumes no liability for any errors, omissions, or inaccuracies in the information provided regardless of the cause of such or for any decision made, action taken, or action not taken by the user in reliance upon any maps or data provided herein.

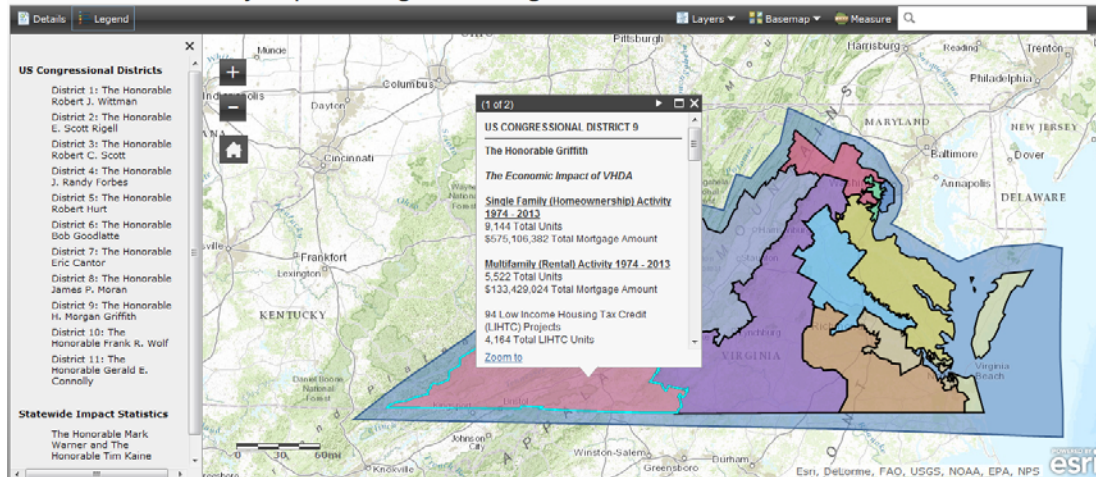
Proprietary information: All information on this website is proprietary. Any resale of this information is prohibited.

Please refer to VHDA's Web Policy and Disclaimer for disclosure concerning, among other things, limitation of VHDA's liability for users' access and use of this information.

[Esri.com](#) | [Help](#) | [Terms of Use](#) | [Privacy](#) | [Contact Esri](#) | [Contact Us](#) | [Report Abuse](#)

A Look at the Congressional District App:

How VHDA's Activity Impacts Virginia's Congressional Districts



A Look at the Federal Targeted Areas App:

Federal Targeted Areas for Homeownership (MRB)

A map showing IRS Targeted Areas in the Commonwealth of Virginia

