

# Arizona Department of Housing's "2018 Housing At-a-Glance" Report

**Arizona Department of Housing**  
Communications: Annual Reports

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## Arizona 2018 Housing At-a-glance report

### Dates in Service

August 2018 – present

### Arizona 2018 Housing At-a-glance report

The Arizona Department of Housing (ADOH) produces an annual Housing At-a-glance report which is a professionally designed and printed document that provides a summary view of the Arizona housing market with an online appendices where readers can dive deeper into the data. The appendices includes additional charts and graphs depicting more detail on the housing market. The full document, to include the printed content, can be easily accessed on the [Department's website](#) in the "publications" section.

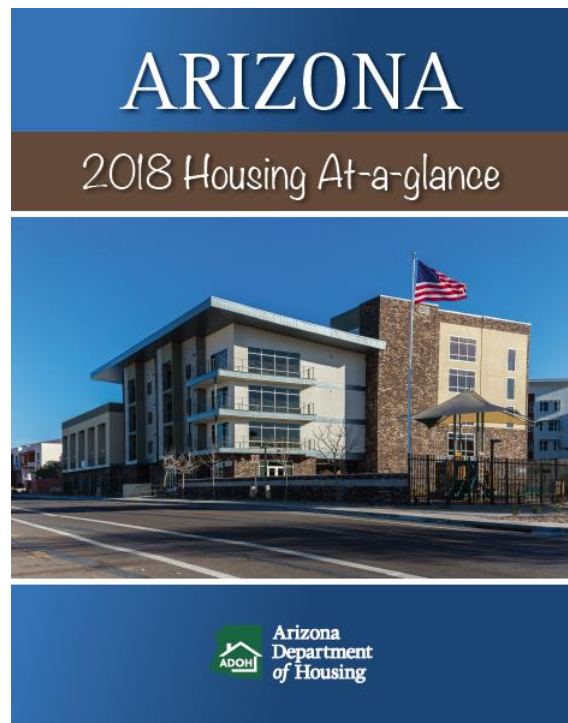
The 2018 Housing At-a-glance report includes:

#### **Print Publication**

- Introductory statement and sources cited
- 2018 Housing Market... The Economic Considerations
  - Foreclosures, Homelessness and Evictions
- New Home Construction and Homeownership
- Rental Housing

**Online Publication** - includes all content from the printed edition, and:

- Housing Price Index
- Average Home Prices & Incomes
- Home Price by Area
- Housing Affordability
- Wage Needed for Rent
- Affordability Stoplight Chart
- Population and Employment Figures
- Mortgage Interest Rates
- Freddie Mac 30-Year Fixed Rate



View the 2018 report online [here](#).

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**Reaches targeted audiences**

The target audiences for ADOH’s annual Housing At-a-glance report publication is intended for a wide range of stakeholders from investors, property owners, government officials, business leaders and lawmakers, to community partners, housing advocates, media representatives, internal staff, other state agencies and the general public.

The report is produced annually and makes its debut each year at the state’s Housing Forum; the premier gathering of 400+ housing and community development professionals throughout Arizona. This much-anticipated publication serves as a reference piece alongside the Director’s opening presentation to forum attendees. Throughout the year, the report is referenced during presentations that are conducted by ADOH staff, distributed to Department visitors and is available online.

**Benefits outweighed the costs**

The 2018 Housing At-a-glance report is a 25.375 x 11 trifold that provides a professionally designed document, available in print and online, at a significantly reduced cost in comparison to other standard collateral pieces, while still providing the Department an executive document to hand-deliver to key stakeholders. The total cost of the 2018 Housing At-a-glance report, to include design, was \$1,629.00 for 1,000 printed copies. Utilizing the Housing At-a-glance document as the Department’s primary collateral piece proves to be a significant savings in comparison to other a multi-page handouts, which in years’ past have been priced at nearly \$4,000 for the same quantity.

The report has proved to be an extremely beneficial document in educating key stakeholders and serves as a “one-stop” source document about the housing market throughout the State, both in print and online. The report also provides Department staff a collateral piece to offer to key stakeholders during presentations and executive meetings.

**Demonstrates effective use of resources**

In an effort to reduce costs and waste across the enterprise, and in adhering to Governor Ducey’s goals of increasing government savings and reducing spending, Arizona state agencies offer their annual reports to the public via an online version only, versus a multiple page professionally printed document. ADOH’s annual Housing At-a-glance report does not replace the Department’s annual report to the public, instead the document serves as the Department’s annual update as related to the housing market conditions in the state that is available online with a limited print rollout to be used as a collateral piece on a smaller scale.

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**Achieved measurable results**

- Distributing the printed element of the report at the annual housing forum event generates dialogue amongst forum attendees about housing market conditions in the state and drives the readers to the Department’s website where they can view more data in the appendices and learn more about services and programs administered by the Department.
- Arizona housing professionals throughout the state tell the Department they frequently utilize this resource as a reference point in their work.
- The report frequently provides technical assistance to lawmakers during the legislative session and in working constituent matters, as well as, to members of the media in their work when reporting on housing issues.

**Achieves strategic objectives**

- Educates key stakeholders about the Arizona housing market through a “takeaway” collateral piece with an expanded version available online.
- Aligns with Governor Ducey’s goal of reducing government spending in the state by providing a cost-effective resource document to hand-distribute on a smaller scale to key stakeholders.
- Provides a “one-stop shop” of information relevant to the programs offered by the Department and raises awareness of the housing market conditions in Arizona.
- Serves as an executive document that key stakeholders can touch, see and feel.
- Provides a source document that can be referenced in external publications and other communication platforms.

**Replicable**

The annual Housing At-a-glance report is a concept that can easily be replicated by other housing finance agencies and departments to enhance or supplement their annual reports to the public, use as an insert for press kits or as a stand-alone educational piece about the housing conditions in their state. In addition, for those seeking new ideas to minimize costs and reduce waste while still providing a professionally printed document at a fraction of the cost of an annual report, an “At-a-glance” printed publication with an expanded version online is an ideal platform.

View the 2018 Housing At-a-glance report [here](#).

# ARIZONA

## 2018 Housing At-a-glance



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