

Overview

Plenty of housing data are publicly available, but rarely are they consolidated into a tool that is both easily accessible and actionable for all community stakeholders. DCA embraced this challenge to turn a multitude of data into a usable, accessible, and engaging tool for the agency's wide variety of partners, including local leaders, non-profits, and statewide officials. A report itself is static, and unchanging once published; understanding the dynamic nature of data, DCA consolidated data from the U.S. Department of Housing and Urban Development (HUD) and the U.S. Census Bureau to provide decision-makers on the local level with an up to date aerial-view of the housing need in specific areas across the state.

The integrated communications campaign had four steps:

- 1) Collaborative methodological design to create a shared project narrative with university partners and trusted thought leaders
- 2) Report publication to provide a high-level snapshot of the housing need versus the existing housing supply in each Regional Commission.
- 3) An Interactive Housing Need Dashboard to be updated periodically to provide localities with the most up-to-date information possible.
- 4) A collaborative, partner-driven education campaign to ensure that these tools consistently provide value to local decisionmakers

Part 1: Collaborative Design

DCA designed an inclusive approach to define housing development need, ensuring the tools could help tell a story that addressed various stakeholder perspectives. To do so, DCA created a working group of university partners from Georgia State University, Georgia Institute of Technology, and the University of Georgia. DCA hosted this group for two extensive workshops to gather ideas for what should be included in the methodology and to refine the methodology, and then DCA received written feedback from all university partners to finalize the proposed methodology. Through including these other respected partners in the design process, DCA was able to create tools that reflected relevance, credibility, and had academic agreement for a subject about which they might traditionally disagree. Before this process, there was little consensus in Georgia around what housing data was most relevant for local communities, and while everyone was distracted trying to determine what the “correct” numbers were, the state needed to focus on how to solve housing problems. By establishing a collaborative methodology alongside academic stakeholders and deriving results from it, DCA was able to help communities move forward from defining the problem and begin brainstorming solutions.

Part 2: The Report

Georgia has been on an upward trend of population growth for decades. From 2024-2025, our state experienced a population increase of over 118,000 new Georgians. As this trend progresses, housing development has not kept up. The purpose of the Housing Development Need Report is to provide a snapshot of Georgia's gap between housing development needs and the existing housing supply to the local policymakers whose decisions can impact those needs. Examples of what contributes to housing developing needed is population increase and a shortage of vacant housing in circulation for renters and homeowners.

In order to be as effective as possible, local leaders need the most up-to-date information to inform policy changes and to inform how effective those policies are in case pivots are needed. With that, DCA brainstormed a more efficient way to showcase the everchanging housing landscape data, including data points such as housing by renter and homeowners, quantity and proportion of households that are cost burdened, and an overall housing snapshot showing types of vacancies and occupied home by renters and homeowners.

Part 3: The Dashboard

While the report provides a helpful statewide overview, the purpose of the Interactive Dashboard is to be an iterative resource, equipping local decision-makers with current and granular housing data. DCA regularly incorporates feedback from stakeholders to improve access to housing data for our communities; for example, DCA recently added in additional granular vacancy data at the request of local stakeholders. The data can be filtered by regional commission and further down into specific counties. This ensures that multiple stakeholders can narrow down the results to fit their specific service areas.

Part 4: Partner-Driven Education

It was important, in addition to creating this tool, to be sure to market it in a way that would be received by the local communities for which it was created. In order to make this tool relevant for local audiences, DCA intentionally partnered with organizations that represent those groups. For example, the Association of County Commissions and Governments and the Georgia Municipal Association both hosted webinars and conducted all of the outreach and social media for the events. Additionally, the Georgia Association of Regional Commissions set up a dedicated time to familiarize the tool among regional commission planners, who support planning efforts across the state.

The Results

[The Housing Development Need Report](#) was published on October 27, 2025. Since its publication, it has been visited at dca.georgia.gov over 1,800 times. Since the launch of the [Housing Development Need Interactive Dashboard](#) in November 2025, it has been visited over 1,000 times, with over 100 repeat and frequent visitors. The report and the dashboard have been shared with conference audiences spanning the entire housing spectrum: government officials,



nonprofits, and housing developers. This ensures that anyone engaged in housing in the State of Georgia has access to the same current information. Other HFAs would benefit from using statewide, publicly available data to offer a similar tool to their community partners. For one example, a local partner in the city of Canton shared the tool with their elected leaders and stakeholders to help everyone better understand their housing needs at a time when they are deciding how to address their population growth and plan for new housing development.

How Can Other States Follow Georgia's Lead?

Both the report and the dashboard are replicable by other states. These tools are entirely comprised of data points that are publicly accessible. Other HFAs can replicate the exact methodology DCA used to understand their own housing development needs for homeownership and rental opportunities without having to gain access to less accessible data points. Additionally, DCA's work with a collection of university partners was crucial to building support for the project, and this component can likewise be replicated by other HFAs, through partnerships with their state's university systems.

The only cost to this project was a small stipend for the contributions of the university partners. DCA implemented this strategy and created these tools in-house (1 data/research FTE, 2 FTEs in communications/design, and leadership support and involvement where needed), and the dashboard was created using Microsoft Power BI, which was used at no additional cost to the agency, as Microsoft is fully integrated into DCA's workflow.

Conclusion

The Housing Development Need Report and the Interactive Dashboard provide our partners with the ever-changing data that they need to solve their housing problems. One of DCA's primary functions is to provide local government assistance to help achieve the agency's mission of "helping build strong, vibrant communities". These tools and the education campaign around them have enabled DCA to support local governments in their evidence-based decision making around housing development.



Appendix

Appendix A: Excerpt from the [Housing Development Need Report](#)

Appendix B: Methodology Overview from the [Housing Development Need Report](#)

Appendix C: Excerpt from the [Housing Development Need Report: State Service Region Three](#)

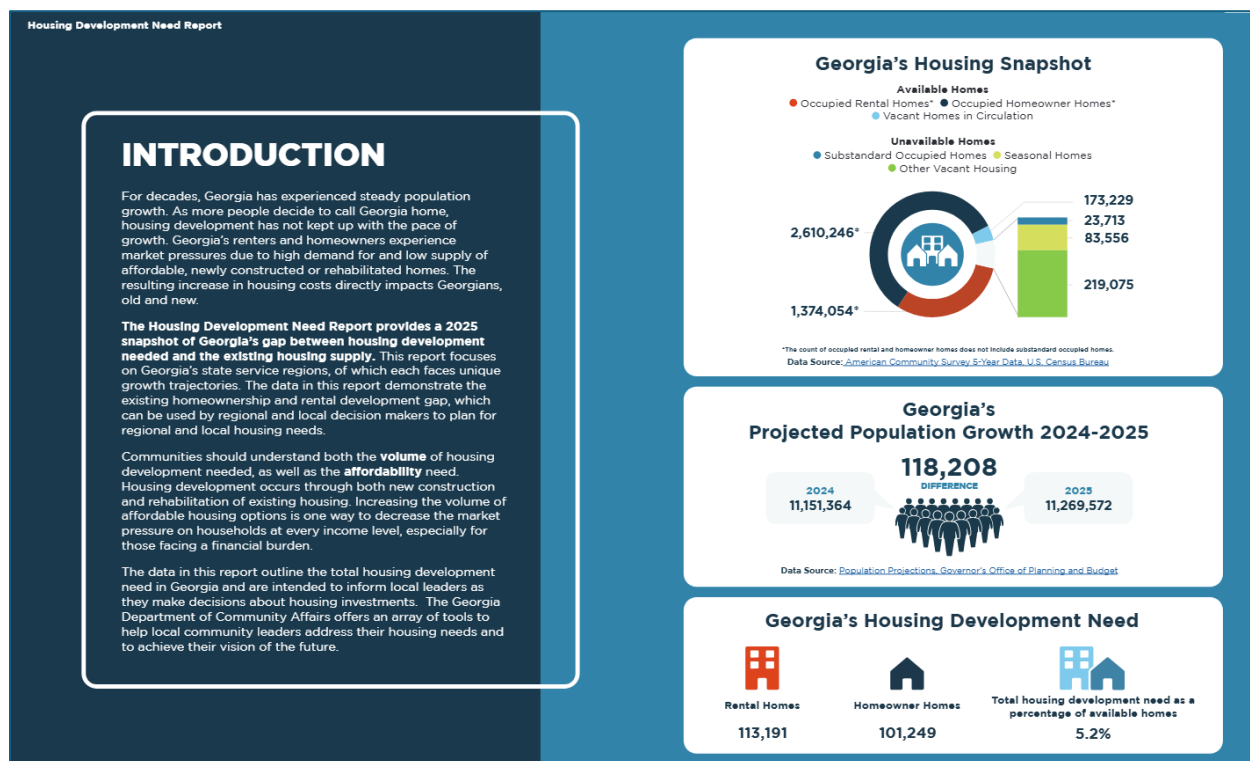
Appendix D: [The Housing Development Need Dashboard](#)

Appendix E: Educational Campaign Partnership with the Association of County Commissioners of Georgia

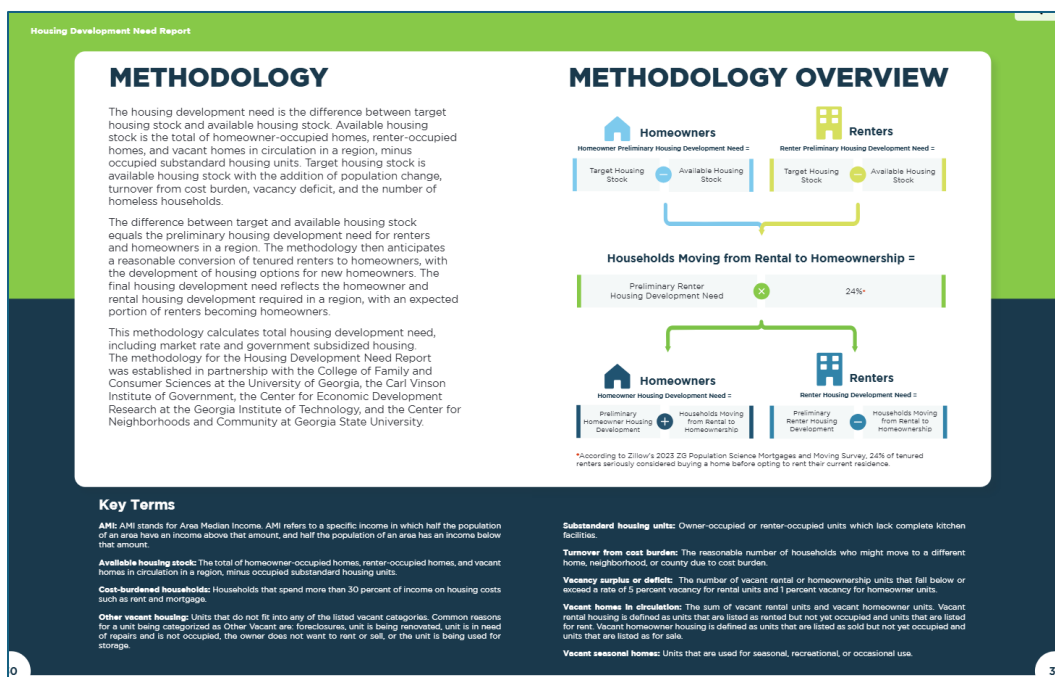
Appendix F: Educational Campaign Partnership with the Georgia Municipal Association



Appendix A: Excerpt from the [Housing Development Need Report](#)

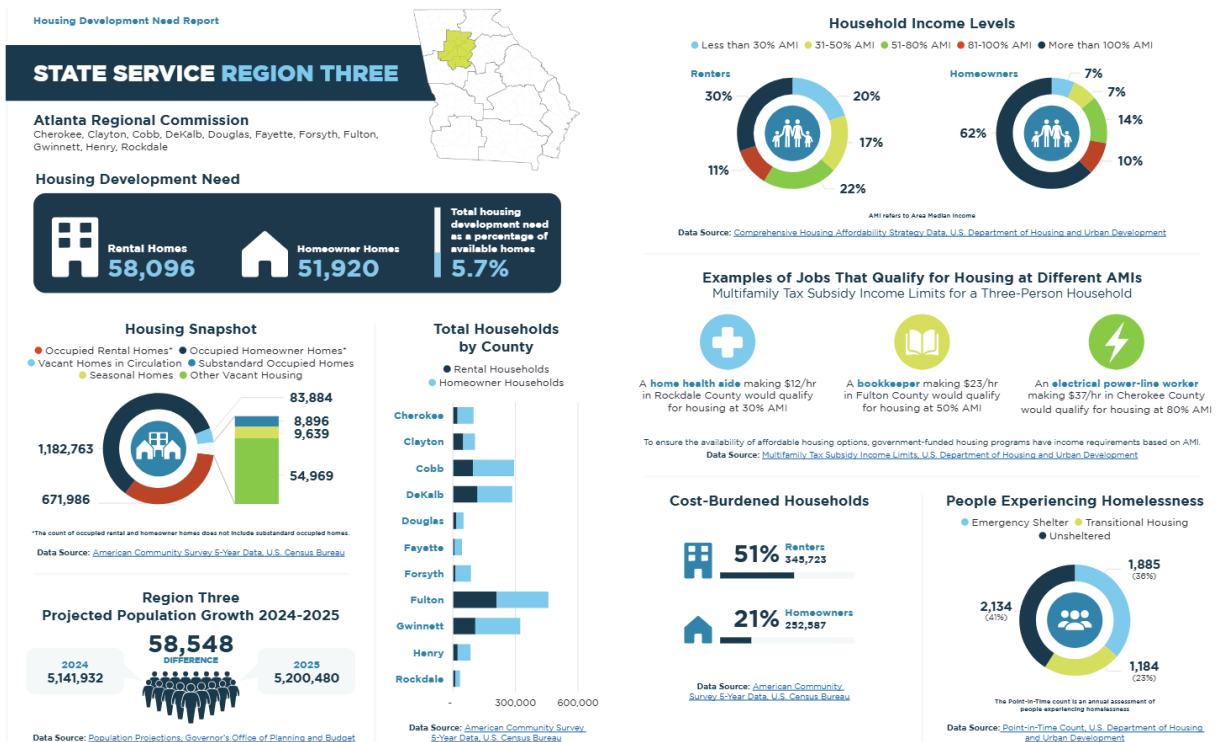


Appendix B: Methodology Overview from the [Housing Development Need Report](#)





Appendix C: Excerpt from the Housing Development Need Report: State Service Region Three



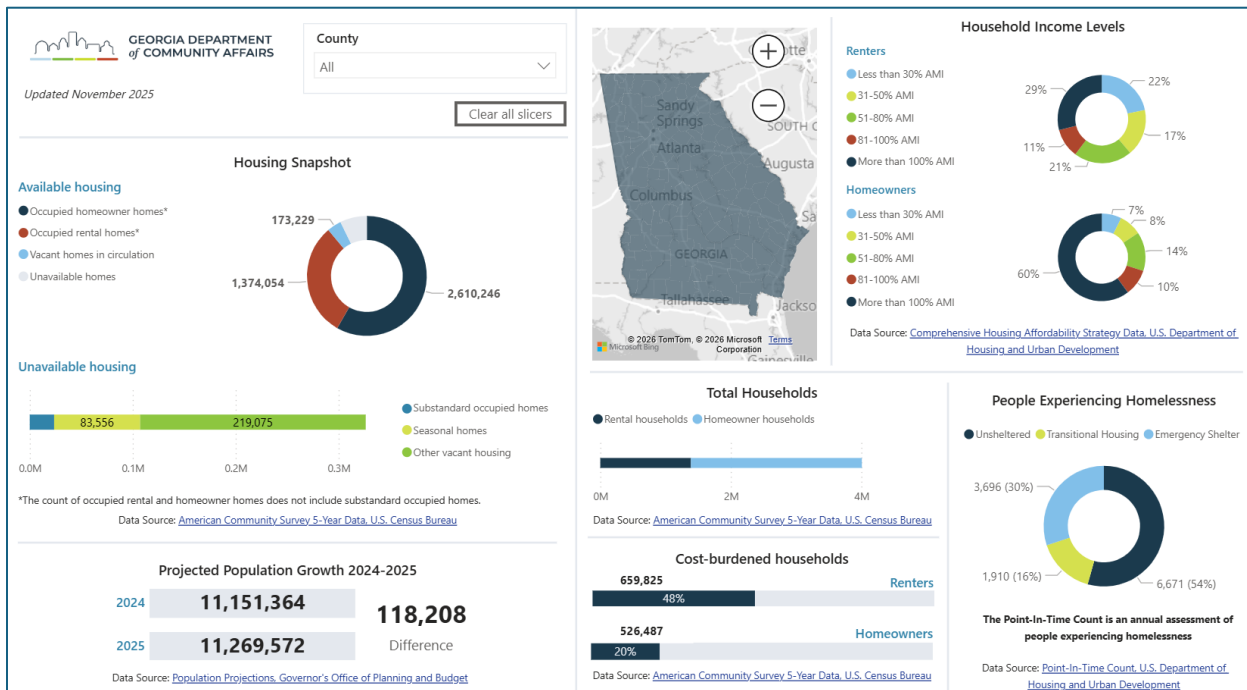
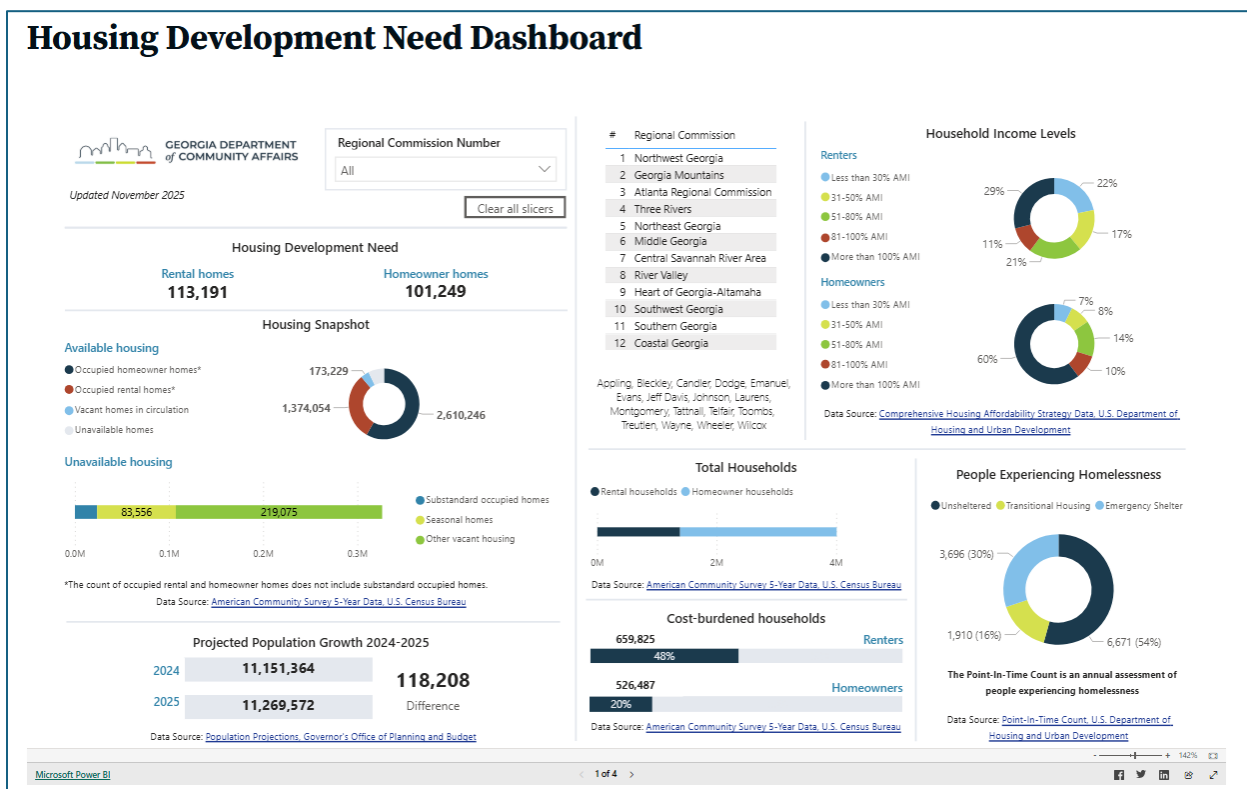
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Appendix D: Housing Development Need Dashboard

Housing Development Need Dashboard



Appendix E: Educational Campaign Partnership with the Association of County Commissioners of Georgia





Appendix F: Educational Campaign Partnership with the Georgia Municipal Association

The screenshot shows the Georgia Municipal Association website. The top navigation bar includes links for ABOUT, NEWS, GET INVOLVED, CITIES + DISTRICTS, CONTACT GMA, GEORGIAFORWARD, and GEORGIA CITIES FOUNDATION. Below the navigation bar, there are tabs for Advocacy, Training & Education, Services & Programs, Risk Management & Employee Benefits, Events, and Resources. The main content area features a blue header with the text '← All Events' and 'TIUT: DCA's New Housing Data Resources & Dashboard'. Below this, it states 'Starts: 03/26/2026 1:30 PM' and 'Ends: 03/26/2026 2:30 PM', followed by a 'Register Now' button. To the right, there is a yellow speech bubble graphic with the text 'TALK IT UP THURSDAY' and 'Expert tips without leaving your office.', along with the Georgia Municipal Association logo.

The Georgia Department of Community Affairs is excited to share two new housing data resources: the Housing Development Need Report and the Housing Development Need Dashboard. The Housing Development Need Report leverages public data to assist local and state decision-makers in understanding Georgia's housing landscape. The accompanying Housing Development Need Dashboard is an interactive platform to explore housing data on county- and on a regional-commission-level. This webinar will guide attendees through the development, methodology, and key takeaways of both resources.

Panelists:

Megan Conville, Principal Analyst for Applied Housing Research, Georgia Department of Community Affairs

Laura Ann Holland, Director of Strategy and Key Initiatives, Georgia Department of Community Affairs

The screenshot shows a LinkedIn post from the Georgia Municipal Association, which has 14,307 followers. The post text reads: 'How well do you understand Georgia's housing landscape? The Georgia Department of Community Affairs has released two new resources to help local decision-makers find out:
📊 Housing Development Need Report — Analyzes public data to help state and local leaders understand housing challenges across Georgia.
📊 Housing Development Need Dashboard — An interactive platform to explore housing data at the county and regional commission level.
A free webinar on March 26 will walk attendees through the methodology and key takeaways of both resources. Panelists include Megan Conville, Principal Analyst for Applied Housing Research, and Laura Ann Holland, Director of Strategy and Key Initiatives — both with DCA.
Learn more at <https://lnkd.in/en6k2Bt9>.
#GaCities #Housing'

The graphic features a blue speech bubble with the text 'TALK IT UP THURSDAY' and 'Expert tips without leaving your office.' Below this is the Georgia Municipal Association logo. The date 'MARCH 26, 2026' and the title 'New Housing Data Resources' are prominently displayed, along with the URL 'gacities.com/events'. The background shows a row of blue houses. At the bottom, there is a 'CCO 20' logo and '4 reposts'.