

# Indiana Housing Dashboard

## Indiana Housing and Community Development Authority

### Special Achievement

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## **User Experience**

The comprehensive nature of the information included in the dashboard enables municipalities, private industry, and independent organizations to work together to meet the housing needs of their communities and can be found at the [Indiana Housing Dashboard](#) website. The dashboard will be routinely updated as new data becomes available, allowing municipalities, non-profits, legislators and other stakeholders to track trends in their own communities. This also reduces redundancies and saves time and resources by eliminating the need for individual agencies or stakeholders to gather data themselves.

When users first go to the Indiana Housing Dashboard website, they are greeted with a popup user guide to demonstrate best practices on how to fully navigate the tool. Within the dashboard, users can search data by county, compare counties, or compare a county to the state or view the state as a whole. A detailed report can be run for all of the data searches and that report can be downloaded as a PDF from the website.

## **Legislation**

Following the dashboard's release, a group of State Senators and State Representatives in Indiana worked together in a bi-partisan fashion to craft language to act upon the findings of the Dashboard.

In the 2022 Indiana Legislative Session, SB 262 was passed, which creates State Tax Credits for affordable housing. This is a \$150 million investment over five years to create and preserve affordable housing throughout Indiana.

Just months after the website's launch, the Housing Dashboard was cited throughout testimony to demonstrate the housing needs in our state. This dashboard was created to be used as a tool for legislators, housing advocates, stakeholders, and developers, and it proved to be utilized as such almost immediately.

## **Communication and Outreach**

When announcing the dashboard's launch, we utilized a variety of media to reach a broad audience who we felt would benefit from the dashboard. We sent out a statewide press release which was opened by 2,582 individuals, with an 8% click-through rate, in addition to tailored pitches to local reporters. We also included a series of articles regarding the dashboard in our weekly e-newsletter on January 7, 14, and 21 which is received by constituents, partners, legislators and other housing stakeholders. These three emails garnered more than 500 unique clicks to indianahousingdashboard.com. Our legislative team also scheduled meetings with stakeholders throughout the state. We also reached out to state and federal legislators to share more about the Dashboard.

When designing the Dashboard, it was intentionally made to be extremely user friendly. Our team at IHCDA has presented this tool across the state to groups of all types, from local city leadership to statewide conferences, IHCDA has made it a point to spread the word on this new tool.

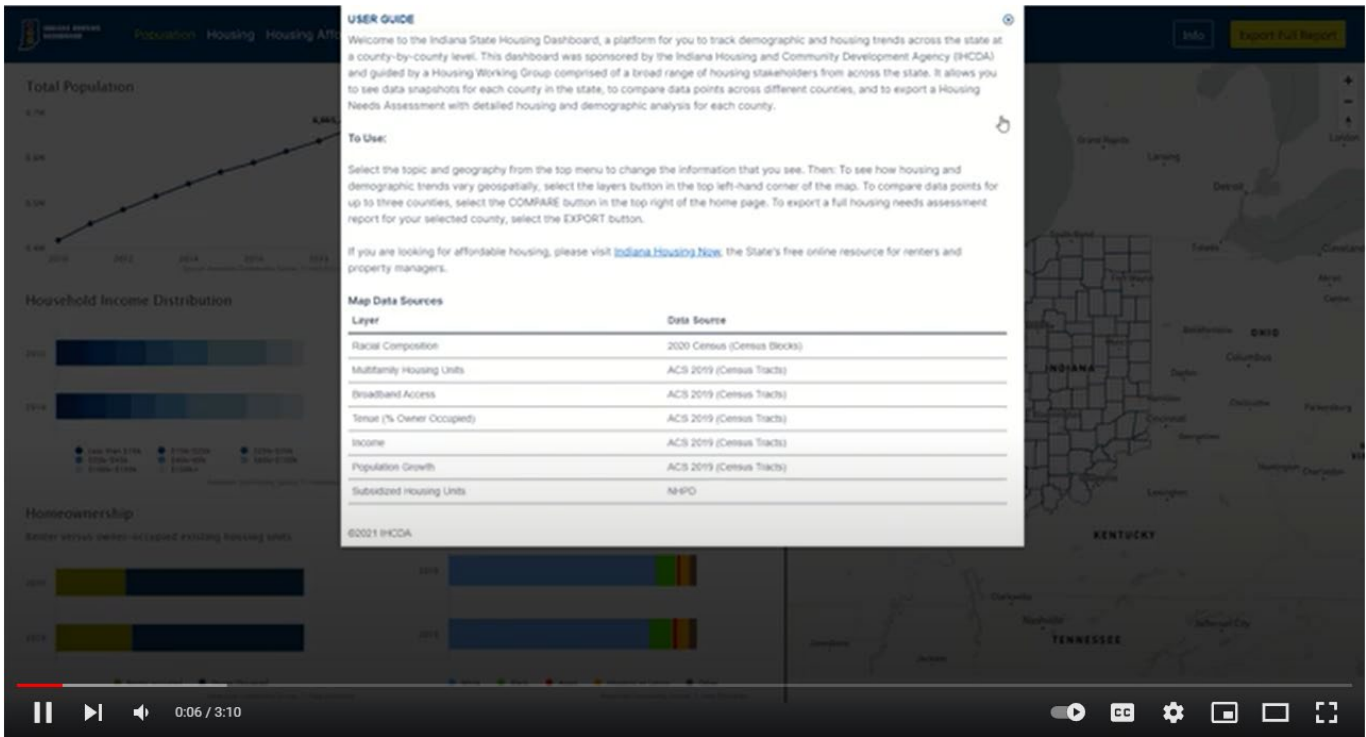
IHCDA's hope is that this tool will be used for organizations and groups to use to look at their county and compare it with others to find the housing and gaps, and work to improve housing needs in the state of Indiana.

## **Conclusion**

IHCDA and other housing advocates have been aware of the housing needs in Indiana for many years, but in many instances have not had complete, up to date, or comprehensive data on many communities or issues. Now we have a tool which is accessible, user-friendly, and easily understood by both industry leaders and constituents in Indiana communities. This tool is a great step in the direction of finding where the housing needs are in the state. With this tool readily available we hope housing advocates, legislators and developers utilize the dashboard and continue having important conversations about affordable housing in Indiana and work together for creative and sustainable solutions.

**Appendix 1 – [IndianaHousingDashboard.com](https://www.IndianaHousingDashboard.com) and user welcome video**

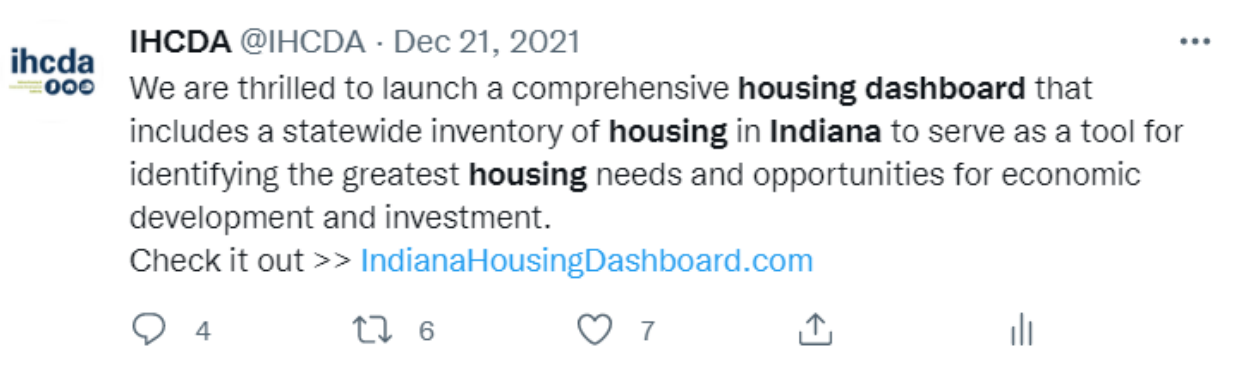
<https://www.youtube.com/watch?v=XY3-U7009eg>



Indiana Housing Dashboard Navigation Guide

**Appendix 2 – social media activity**

The launching of the Indiana Housing Dashboard was the subject of much earned and social media, both on behalf of IHCD as well as from partners and stakeholders.





**Suzanne Crouch**  @LGSuzanneCrouch · Dec 21, 2021

Today, @IHCDA & I launched our **housing dashboard**. **Housing** is a huge part of **Indiana**'s economic development as we attract talent. This new tool will allow communities at a local and regional level to see what their needs are.

[bit.ly/3pgYVXz](https://bit.ly/3pgYVXz)



**Housing Solutions Lab + Local Housin...** @local\_ho... · Dec 22, 2021

.@wbiw reports on a new **housing dashboard** with comprehensive **housing** data for every county in **Indiana**.



wbiw.com

Lt. Gov. Crouch, IHCDA unveil comprehensive das...  
INDIANA – Lt. Gov. Suzanne Crouch, the Indiana  
Housing and Community Development ...



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**Tara Calishain** @ResearchBuzz · Dec 22, 2021

**Indiana Housing** and Community Development Authority: Lt. Gov. Crouch, IHCDA unveil comprehensive **dashboard** to assist communities with **housing** inventory - [events.in.gov/event/lt\\_gov\\_c...](https://events.in.gov/event/lt_gov_c...) [#Indiana](#) [#housing](#) [#DataDashboards](#) [#transparency](#)



events.in.gov

Lt. Gov. Crouch, IHCDA unveil comprehensive das...  
Indianapolis (Dec. 21, 2021) – Lt. Gov. Suzanne  
Crouch, the Indiana Housing and Community ...





**NeighborGram** @NeighborGram · Dec 23, 2021

New **Dashboard** Illustrates **Housing** Inventory - Inside **IN**diana Business  
[#homes](#) [#house](#) [#housing](#)



insideindianabusiness.com  
New Dashboard Illustrates Housing Inventory - Inside INdiana Business  
The Indiana Housing and Community Development Authority and the Housing Working Group have released an online dashboard that ...



**Mark Fisher** @FisherIndy · Dec 28, 2021

New **Dashboard** Illustrates **Housing** Inventory - Inside **IN**diana Business




insideindianabusiness.com  
New Dashboard Illustrates Housing Inventory - Inside INdiana Business  
The Indiana Housing and Community Development Authority and the Housing Working Group have released an online dashboard that ...





**Dietra Sanders** @sanders\_dietra · Dec 29, 2021

Lt. Gov. Crouch, IHCDA unveil comprehensive **dashboard** to assist communities with **housing** inventory by State of **Indiana**



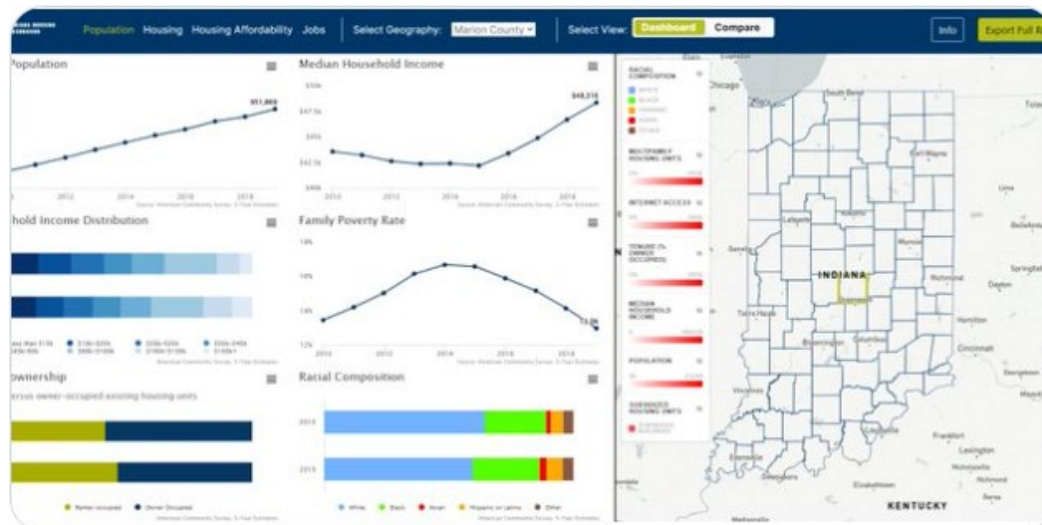
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Lt. Gov. Crouch, IHCDA unveil comprehensive das...  
Indianapolis (Dec. 21, 2021) – Lt. Gov. Suzanne Crouch, the Indiana Housing and Community ...



**IHCDA** @IHCDA · Jan 9

Over the course of 2021, an **Indiana Housing Dashboard** was developed to identify the **housing** opportunities and challenges for our **Indiana** communities.

The interactive **dashboard** is broken down by: population, **housing** stock, **housing** affordability, & jobs >> [indianahousingdashboard.com](http://indianahousingdashboard.com)





**Indiana Builders Association @IBAHome** · Jan 10

Have you used the new **Indiana Housing Dashboard** yet? You can use it to export a high-level comprehensive **housing** needs assessment that looks at the **housing** data and trends for your county or **Indiana!** Access it now [indianahousingdashboard.com](http://indianahousingdashboard.com)  
#HousingAffordability #HousingWorkingGroup



1 comment, 1 share, 1 like



**The Polis Center @polisiupui** · Jan 18

Do you need some quick information on **Indiana Housing**? Check out the newly published **Indiana Housing Dashboard** at [indianahousingdashboard.com](http://indianahousingdashboard.com) Sponsored by the **Indiana Housing & Community Development Authority**



1 like



**SAVI @SAVionline** · Jan 18

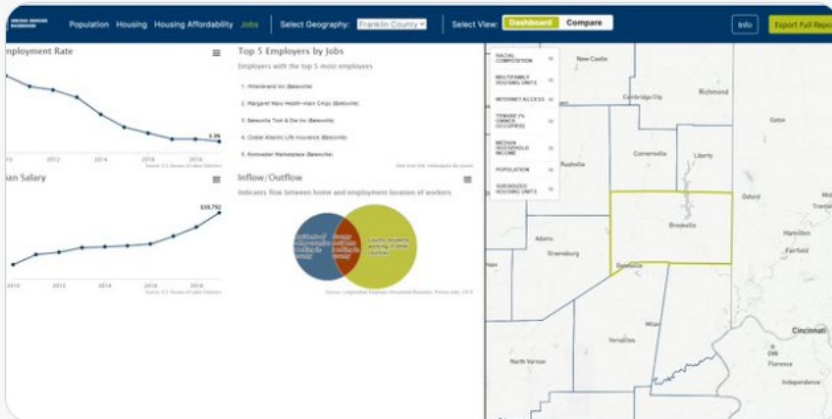
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**IHCDA @IHCDA** · Jan 23

We invite you to look around at the new **Indiana Housing Dashboard** >> [indianahousingdashboard.com](http://indianahousingdashboard.com)

For example, DYK that Hillenbrand, Inc. is the largest employer in Franklin County, or that the median salary in LaPorte County has increased nearly 14% over the past 10 years?





**Renew Indianapolis** @RenewIndy · Jan 25 ...

Over the course of 2021, an **Indiana Housing Dashboard** was developed in partnership with the **Housing** Work Group to serve as a tool for identifying the greatest **housing** opportunities and challenges for our **#Indiana** communities. Check it out here!

	<p>indianahousingdashboard.com</p> <p>Indiana Housing Dashboard</p> <p>Track demographic and housing trends across the state at a county-by-county level. See data ...</p>
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**FHLBank Indianapolis** @FHLBankIndy · Feb 28 ...

Did you know that the **Indiana Housing** and Community Development Authority has an **Indiana Housing Dashboard**?

This tool allows communities at the local and regional level to identify their needs and work towards building their **housing** infrastructure.

	<p>indianahousingdashboard.com</p> <p>Indiana Housing Dashboard</p> <p>Track demographic and housing trends across the state at a county-by-county level. See data ...</p>
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