

2026 NCSHA Annual Awards Submission

Maryland Department of Housing and Community Development FY25 DHCD Interactive Annual Report — Great Places Win Category: Communications Subcategory: Annual Report

In Fiscal Year 2025, the Maryland Department of Housing and Community Development (DHCD) launched *Great Places Win*, a fully interactive, web-based annual report that redefines how the agency communicates its impact across the state.

Accessible at dhcdannualreport.maryland.gov/fy25, the report replaces traditional static formats with a dynamic, user-centered digital experience. Through a combination of visual storytelling, structured navigation, and data-driven content, the report highlights DHCD's role in expanding housing opportunities, strengthening communities, and driving economic growth throughout Maryland.

This approach reflects DHCD's commitment to modern, transparent, and accessible public communication, while significantly expanding reach and usability.

Link to Report

View the [FY25 DHCD Annual Report](https://dhcdannualreport.maryland.gov/fy25) directly, or find it on the [DHCD About Us page](#).

Project Goals

The FY25 Interactive Annual Report was developed to:

- Present DHCD's programs, investments, and outcomes in a clear, engaging, and visually compelling format
- Translate complex data into accessible insights for diverse audiences
- Deliver a mobile-responsive, web-first experience accessible across all devices
- Increase public reach and stakeholder engagement through digital distribution
- Eliminate printing and distribution costs
- Establish a scalable and repeatable model for future annual reporting

Design, Content, and User Experience

Great Places Win was designed as an immersive storytelling platform that prioritizes clarity, accessibility, and engagement.

Key features include:

- **Streamlined Navigation:** Clearly defined sections such as Economic Impact, Key Highlights, and Programs allow users to quickly locate relevant content
- **Scroll-Based Storytelling:** Content unfolds naturally, guiding users through DHCD's narrative without overwhelming them



- **Data Visualization:** Key metrics are presented in digestible, visually engaging formats to improve understanding and retention
- **Responsive Design:** Fully optimized for desktop, tablet, and mobile viewing
- Eliminate printing and distribution costs
- **Integrated Content:** Embedded links and visuals connect users to deeper program information and related resources

The result is a seamless experience that mirrors modern website design, making the report intuitive and accessible for all users.

Innovation

The FY25 DHCD Annual Report builds on DHCD's prior digital efforts while significantly advancing its execution through a fully web-native platform.

Key innovations include:

- Transition from a hosted publication tool to a custom, flexible web environment
- Enhanced scalability for future updates and iterations
- Ability to integrate richer media and evolving data visualization tools

This approach provides a replicable model for other HFAs seeking to modernize their communications and improve stakeholder engagement through digital-first reporting.

Audience Engagement

The report was designed to effectively reach and engage:

- Policymakers and government leaders
- Housing and community development partners
- Developers, lenders, and stakeholders
- Internal staff
- Maryland residents and the general public

By organizing content into intuitive sections and emphasizing visual storytelling, the report allows each audience to quickly find relevant information while encouraging deeper exploration.

Results and Impact

The FY25 Interactive Annual Report delivered measurable and strategic outcomes:

- Expanded reach through a publicly accessible, shareable web platform
- Improved accessibility compared to traditional PDF reports
- Enabled tracking of user engagement, including page views and interaction patterns
- Consolidated multiple reporting efforts into a single, streamlined experience

Between February 9, 2026 and March 30, 2026, the report received hundreds of unique visitors and over 1,300 total pageviews, with the FY25 report page remaining the top-performing page at over 500 views.



Traffic came from a mix of search engines and external referrals, including Google, LinkedIn, Facebook, and Bing, as well as internal referrals from the DHCD homepage. Users engaged with the content for an average of 3-4 minutes per session, mostly via desktop devices, reflecting professional and purposeful use. While the bounce rate ranged from 73-77%, this aligns with typical behavior for report-focused content.

Cost Benefit and Resource Efficiency

The project maximized internal expertise and existing content to deliver high impact with efficient resource use:

- Eliminated printing and distribution costs entirely
- Reduced long-term production effort through a reusable framework
- Created a durable, continuously accessible digital resource

The benefits, including increased engagement, accessibility, and transparency, significantly outweigh development costs.

Strategic Value

Great Places Win strengthens DHCD's ability to communicate its mission and impact by connecting data, storytelling, and design in a cohesive digital experience.

The report advances key agency objectives by:

- Enhancing transparency and public accountability
- Improving stakeholder understanding of DHCD programs and outcomes
- Positioning DHCD as a leader in modern, effective government communications



Supporting Materials

1. Homepage / Landing Page



2. Economic Impact Section

Economic Impact

Every \$1 of DHCD funds leveraged \$15.7 in direct investment and created \$21.2 total statewide Economic Impact.

\$8.5

BILLION

in economic impact

\$1.9

BILLION

in wages and salaries

30,852

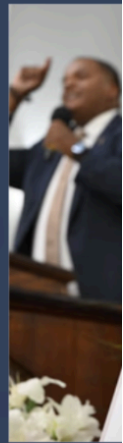
THOUSAND

full-time equivalent jobs

\$134.7

MILLION

in state and local taxes



"Every housing development we help build, public space we improve, business we support and household we connect with high-speed internet will strengthen our long-term economy, create jobs, grow generational wealth and **get us closer to a Maryland that is sheltered, affordable, just, lovable and connected."**

Secretary Jake Day



3. Program Feature Pages

Our Programs

The Department partners with local governments, nonprofits, and private-sector stakeholders to invest in community-led placemaking, housing and small business development, and infrastructure and broadband deployment — helping create great places across the state. These investments catalyze additional investment and generate ripple effects in local economies.



Affordable Rental Housing



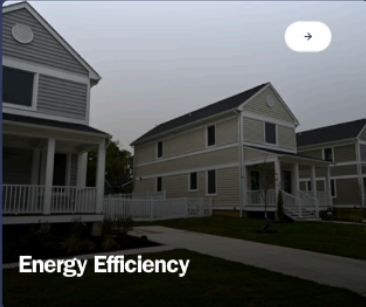
Homeownership



Neighborhood Revitalization



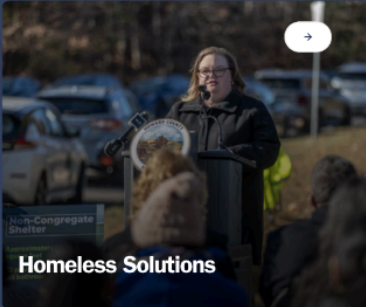
Business Development



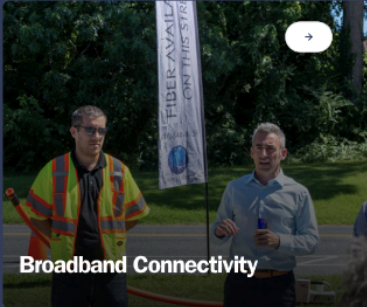
Energy Efficiency



Local Government Infrastructure



Homeless Solutions



Broadband Connectivity



4. FY25 Program Investments Page

FY25 Program Investments

The Department's programs have invested **\$3,019,620,328** in communities across the state to strengthen housing, neighborhoods, and local economies. These investments represent the foundation for long-term housing and economic outcomes in Maryland. (Program totals in millions).

\$3.02
BILLION
total investment

Rental Housing Development — \$1.375 billion

\$724 million — Multifamily Revenue Bond Loan Program
\$485 million — Federal Low Income Housing 4% Tax Credit Equity
\$78 million — Federal Low Income Housing 9% Tax Credit Equity
\$64 million — Rental Housing Works Program
\$11 million — Rental Housing Loan Programs
\$6 million — Federal HOME Investment Partnership Program
\$4 million — Shelter and Transitional Housing Program
\$2 million — National Housing Trust Fund
\$1 million — Partnership Rental Housing Program

Rental Services — \$304 million

Homeownership and Special Needs Housing — \$1.011 billion

Housing Energy Efficiency — \$70 million

Local Government Finance Program — \$12 million

Division of Business Development — \$21 million

Neighborhood Revitalization — \$180 million

Statewide Broadband — \$18 million

Homeless Solutions — \$32 million



5. Mobile Responsive Views



Maryland
DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT



Maryland
DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT

FY25 Annual Report

Great Places Win



SHELTERED | AFFORDABLE | JUST | LOVABLE | CONNECTED

Mission & Vision

The Maryland Department of Housing and Community Development transforms communities into places people want to call home. Through investments in community-led placemaking, housing and small business development, infrastructure and broadband deployment, we partner with local government, nonprofits, and private sector stakeholders to make great places.

All Marylanders will have the opportunity to live and prosper in affordable, lovable and just communities.

Our Message



Wes Moore, Governor



Jacob R. Day, Secretary



nonprofits, and residents help turn our

2025 Highlights



"Housing Starts Here" Executive Order

Governor Wes Moore signed the "Housing Starts Here" executive order to increase housing production across the state. The order instructs the state to create more affordable housing, increase state-guaranteed financing, and work more closely to create more affordable housing across the state.

[VIEW EXECUTIVE ORDER](#)



Internet Access - Smith Island

The Maryland Department of Housing and Community Development (DHCD) awarded nearly \$2 million in federal grant money to the town of Smith Island, Maryland, to help build a high-speed internet network. The grant will help the town build a high-speed internet network that will provide residents with access to broadband internet.

[VIEW SMITH ISLAND STORY](#)



Reinvest Baltimore

As a part of Reinvest Baltimore, the State of Maryland works with Baltimore City and nonprofits and the private sector to invest in the city's future. The program focuses on investing in the city's infrastructure, housing, and small business development.

[VIEW REINVEST BALTIMORE](#)



Maryland Publishes Nation's First Statewide Tenants' Bill of Rights

Maryland Department of Housing and Community Development published the first statewide tenants' bill of rights in the United States. The bill provides tenants with the right to a safe and habitable home, the right to a fair and reasonable rent, and the right to a fair and reasonable eviction process.

[VIEW THE BILL OF RIGHTS](#)



Just Communities

Using state funds and local partner resources, program evaluation, and community engagement, the Just Communities program is working to create more just and equitable communities. The program focuses on investing in the city's infrastructure, housing, and small business development.

[VIEW JUST COMMUNITIES](#)



Orchard Ridge Becomes the First UPLIFT Community

Governor Wes Moore announced Orchard Ridge in Baltimore City as Maryland's first UPLIFT community. UPLIFT is a program that provides residents with access to affordable housing, broadband internet, and other services that help them thrive in their communities.

[VIEW ORCHARD RIDGE](#)

