

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

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 awards@ncsha.org or 202-624-7710.

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.

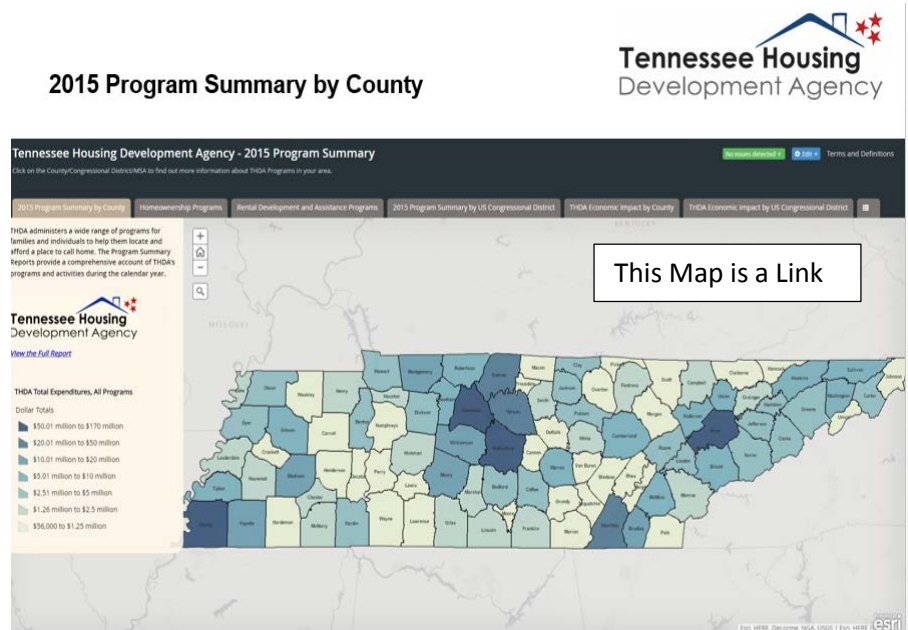
Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
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			

Overview

Maps! Books have been written about the allure of maps and the learning and travels, either physical or mental, that ensues. Now you can view and parse housing program production in your county, Metropolitan Statistical area, Congressional district and state, if you live in Tennessee.

Creativity

Maps are great tools used to transform data into visually rich information. Maps engage audiences in an interactive approach as detailed as telling a story, or as simple as displaying a specific location. In 2015, Tennessee Housing Development Agency began exploring ways to visually present our affordable housing production story in a user-focused way. Thousands of Tennesseans in need of housing assistance are helped each year using programs administered through THDA. What's the best way to grab attention to that success so elected officials, and other audiences, can appreciate and promote?



In years past, the annual Program Summary was released in book and electronic forms, presenting the dollars spent and the units impacted by county and Congressional district. Now, the same information is presented in an interactive map that both presents data in a way that explores geographic patterns of THDA investments and allows the user to explore information most relevant to the user's needs. The interactive mapping tools creates an additional easy-to-use platform to view and analyze information provided. The interactive tools allows users to choose from an unlimited array of platforms including mobile devices and tablets. Additionally, data from the annual Economic Impact report was integrated into the maps so that the investments made, units created and the resulting economic impact could be seen as different elements of the whole of THDA investment.

Results

The Executive Director unveiled the interactive mapping tool to the rural state legislators to illustrate the contribution THDA has made to affordable housing efforts in their respective regions and districts. Lawmakers were able to quickly search and locate their areas on the map to see the total dollars THDA spent in an area, as well as the economic impact contributed to their districts. THDA's success in its mission of creating opportunities for safe, sound, affordable housing came into close, relevant, accessible view.

With the maps, communications liaisons will be able to guide media members, developers and local program administrators as they research completed activities and the potential for new investment.

Effective use of resources

For the creation of these maps, THDA engaged the talents of its staff to research, write and design the program summary with interactivity in mind. The 2015 Interactive Program Summary documents how federal dollars are leveraged with THDA and local funding to provide safe, sound, affordable housing to Tennesseans of very low, low and moderate incomes. The purpose of this information is to show where and how THDA employs these resources to address affordable housing needs across the state.

Achieve strategic objectives

The 2015 Interactive Program Summary supports THDA's distinction as a leader in affordable housing by offering a tool to give stakeholders a way to quickly view investments in their area and consider missed opportunities. The data presented shows how THDA uses its resources wisely, effectively and equitably. The statistical information helps us to remember the effect our programs have on the lives of our citizens.

The Annual Program Summary details the programmatic dollars invested and units affected statewide, by Congressional District and county. While in the past this report was in print and electronic forms, for the 2015 production we have expanded the report to include a spatial platform that presents interactive maps and integrated reports on the THDA website. The interactive map format quickly engages the viewer, allowing them to seek out information of particular interest and making them more aware of our programs and activities. The maps are enhancements to an already robust tool!

