Using Tableau to Maximize Data Access and Impact Housing Policy

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Ohio Housing Finance Agency

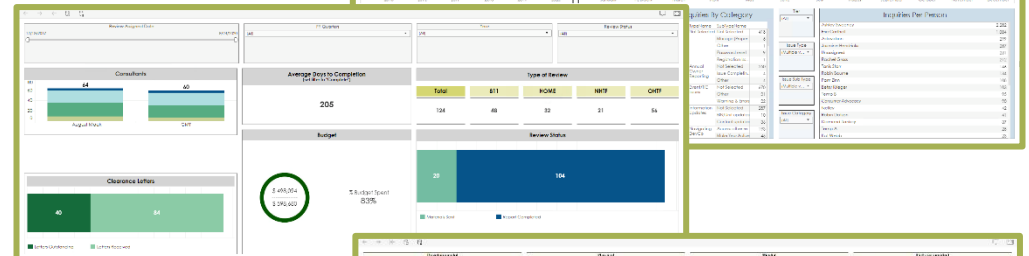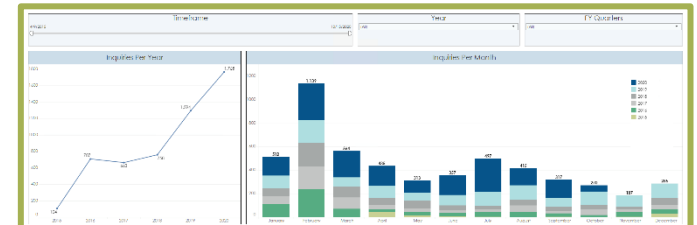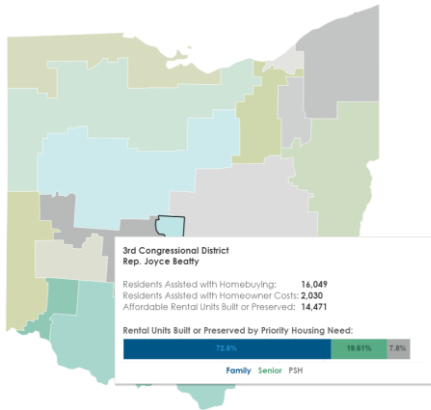**Office of Research & Analytics**

We open the doors to an affordable place to call home

- Developing, rehabbing, and financing low- to moderate-income housing

- Helping homebuyers and renters find quality affordable housing that meets their needs

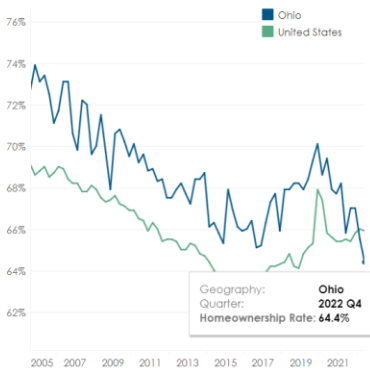- Providing mortgage and utility assistance to struggling homeowners

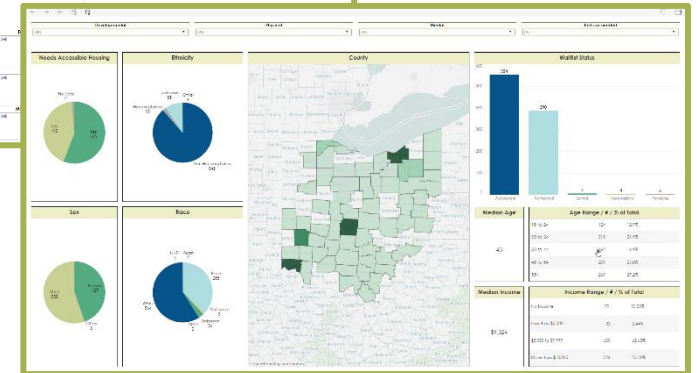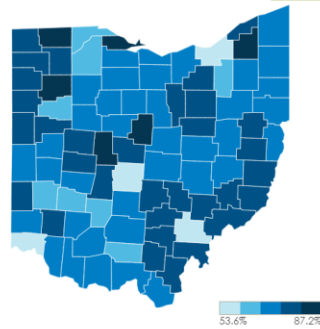# Using Tableau Dashboards to Help Support OHFA Programs
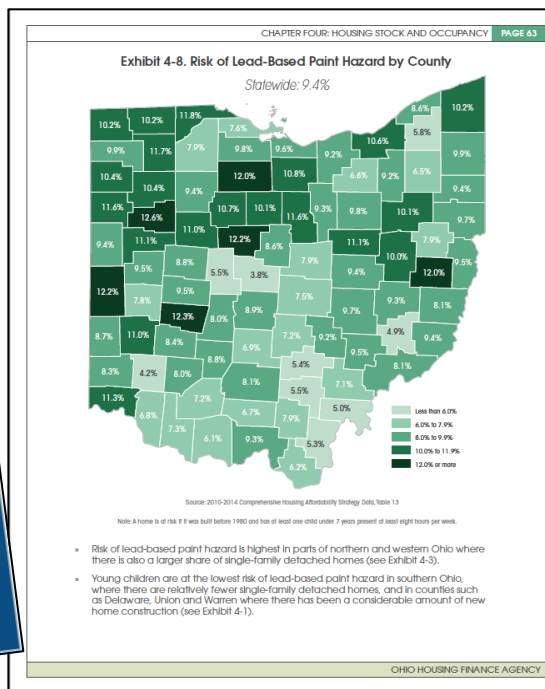
Ohio Housing Needs Assessment

- Technical supplement to OHFA's Annual Plan

- Data to identify challenges and inform strategic priorities

- Previously a static, printed book of up to 200 pages

Improving Accessibility

- Web-based format

- Interactive Tableau maps and data visualizations

- Links to downloadable Excel files and data sources

- Allowed for:
  - Efficient use of resources
  - Ability to make edits, update
  - Increased accessibility
  - More content, information

Compact Design

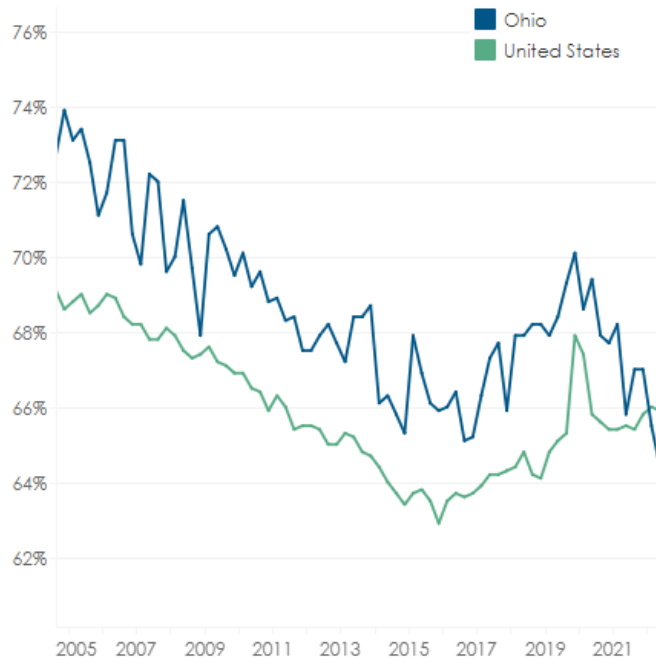**HOMEOWNERSHIP RATE**

| RATE OVER TIME | RACE GAP OVER TIME | RACE GAP BY INCOME | | RATE BY COUNTY | RACE GAP BY REGION |

Quarterly Homeownership Rates for the U.S. & Ohio

Legend: Ohio, United States

Source: Current Population Survey/Housing Vacancy Survey (CPS/HVS), U.S. Census Bureau

Homeownership Rate

County: **Licking**
Years: **2017–2021**
Homeownership Rate: 73.4%
Owner-Occupied Households: **48,672**
Statewide Rate (2021): **66.0%**

53.6%   87.2%
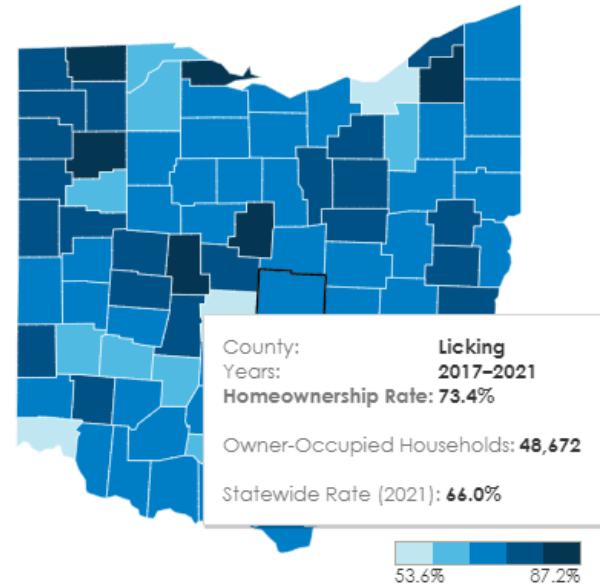
Source: 2017–2021 American Community Survey (ACS) Five-Year Estimates, Table B25003; 2021 Current Population Survey/Housing Vacancy Survey (CPS/HVS), U.S. Census Bureau
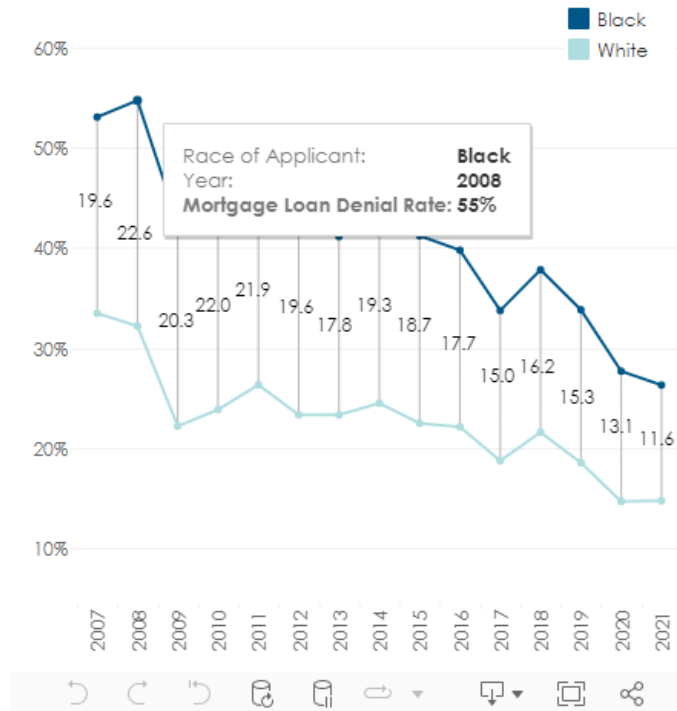
Innovative Data Visualizations
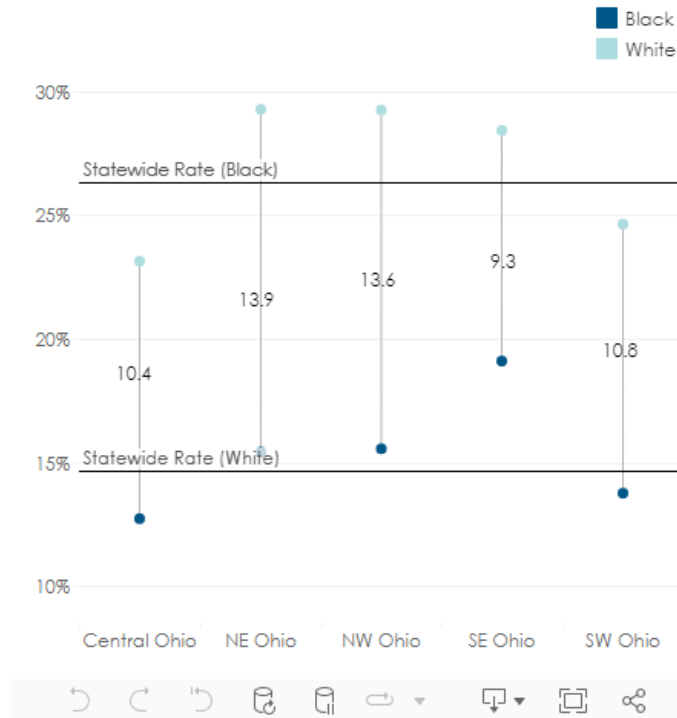
Process of Producing an Online Data Report in Tableau

1. Create a project plan

2. Collect, organize, and analyze the data

3. Create Tableau visualizations

4. Decide what to include in the tooltips

5. Publish dashboards

6. Plan and build webpages

7. Review, quality check, and make edits

8. Go live

Demonstration

Check out the Ohio Housing Needs Assessment at:

https://ohiohome.org/research/housingneeds.aspx

Questions? Email us at:

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