



News Release

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Entering Its 80th Year, Austin Housing Authority Launches Newly Redesigned Website

The Housing Authority of the City of Austin (HACA) is pleased to announce the launch of its newly redesigned website at www.hacanet.org as its 80th anniversary approaches. The new website provides a more user-friendly experience for families and individuals seeking information on deeply affordable housing options in Austin, as well as for current HACA residents and Housing Choice Voucher program participants, vendors, and landlords interested in accepting Housing Choice Vouchers.

“HACA’s website redesign is part of our ongoing commitment to exceptional customer service,” said HACA President and CEO Michael Gerber. “Our website’s new look and simplified navigation not only makes our housing information more accessible, it also enables our residents to quickly and easily access information about educational opportunities, job training, and health and wellness programs.”

HACA’s new website includes an updated interface and uses the latest web technologies to engage and inform users. The site’s mobile-friendly design allows for ease in locating information from a desktop or smart phone through interactive features including:

- English/Spanish Translation
- Enhanced Features for Persons with Disabilities
- A Dual Portal for Prospective Landlords and Prospective Residents
- Subsidized Housing/Section 8 Waitlist Checker
- HACA News/Blog Roll
- Events Calendar with Online Registration Function

As part of the redesign process, HACA resident leaders reviewed the draft website’s look and functionality. HACA used their feedback to further enhance the site’s final design and overall user experience.

“I like the way that the website is set up,” said Anna Davis, a resident at HACA’s Bouldin Oaks community who helped test the site. “It helps users learn more about things that are going on at HACA. I learned about a lot of different things that I didn’t know HACA offered.”

HACA’s website received 113,255 active visitors last year, and 435,171 unique page views. The most popular pages included those containing housing application information, housing waitlists, and details about the agency’s public and subsidized housing communities.

About HACA: Established in 1937, the Housing Authority of the City of Austin is a public agency whose mission is to cultivate sustainable affordable housing communities and partnerships that inspire self reliance, growth and optimism. For more information, visit www.hacanet.org, or find us on Twitter [@hacanet](https://twitter.com/hacanet).

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