

MEDIA PLAN GUIDELINES

As part of HUD's commitment to soliciting customer feedback, HUD will be administering the Customer Service and Satisfaction Survey to a portion of your tenants as a means of assessing their opinion regarding their housing quality. HUD will provide these survey results to Multifamily property owners and management agents (POAs) to use as a management tool for identifying areas or improvement.

Tenant participation is essential to the success of the Customer Service and Satisfaction process. Raising awareness of and confidence in the survey is a recommended approach for increasing the number of survey respondents. For this reason, the Office of Public and Indian Housing, Real Estate Assessment Center (PIH-REAC) of the Department of Housing and Urban Development (HUD) is providing this Media Plan to help guide POAs on how to market the survey to increase tenant awareness and participation. Careful adherence to these guidelines helps ensure that survey information is communicated to tenants in a uniform and consistent basis, thus preventing respondent bias. In addition to these "Media Plan Guidelines", the following documents have been designed to support you in marketing the survey to your tenants:

1. Posters
2. Flyer
3. Sample Newsletter Article

POAs are encouraged to complete the three actions detailed below to increase tenant awareness of the survey, and thus promote high response rates.

- 1. Display poster(s) in your development.** Display the four enclosed posters in area(s) of your development(s) that are the most visible to tenants. Suggested locations are community bulletin boards, central offices, community centers, and entrances to any community building, or other high traffic areas, such as a laundry room. You are encouraged to download, print, and display additional posters throughout your property. These can be found on the RASS website at: http://www.hud.gov/offices/reac/library/lib_css.cfm
- 2. Distribute flyers to tenants.** Using the enclosed flyer, make copies and distribute to all tenants in your community. Distribution suggestions include inserting the flyers in the development newsletter, including the flyers in other tenant mailings, and using a tenant organization to distribute the flyers. Flyers can be downloaded from the RASS website at: http://www.hud.gov/offices/reac/library/lib_css.cfm
- 3. Tenant meeting or community newsletter article.** Conduct regular tenant meetings at which tenants can learn more about the Customer Service and Satisfaction Survey. This can be part of an existing tenant meeting held by the housing agency or a tenant organization, or one called for the sole purpose of informing tenants about the survey process. Management may wish to distribute

a meeting announcement when the flyers to all tenants are distributed. The survey can be listed as an agenda item to the meeting announcement. For more details regarding information to provide at the tenant meeting, see the “Tenant Meeting” section identified below.

Community newsletter article. In addition to a tenant meeting, you may wish to include an article about the Customer Service and Satisfaction Survey in your local newsletter, and include the key survey dates on your tenant calendar.

In addition to the actions listed above, you are encouraged to be creative when promoting the survey to tenants. For example, use incentives to encourage tenants to attend the tenant meeting, or include information about the survey on your web page where appropriate. Any additional advertising of the survey should use language that is consistent with the survey descriptions provided for tenants in the “Tenant Meeting” section below or in the sample article that follows.

Tenant Meeting

It is very important that during the presentation of the Customer Service and Satisfaction Survey you avoid biasing the tenants with statements that may affect the way they respond to the survey. Such actions can invalidate survey responses and survey section scores, thereby limiting the value of the survey as a management tool. The following questions and answers might be presented during the tenant meeting:

Tenant Question: What is the Customer Service and Satisfaction Survey?

POA Response: The Customer Service and Satisfaction Survey is a survey sponsored by the Department of Housing and Urban Development (HUD), Office of Public and Indian Housing, Real Estate Assessment Center (PIH-REAC). The survey is part of HUD’s commitment to soliciting customer feedback in making management decisions. The survey is mailed to a sample of multifamily housing tenants in assisted units on an annual basis to determine tenant satisfaction with their living conditions. Your household may be randomly selected to participate in the survey this year.

Tenant Question: Will anyone know what I said in the survey? (Is the survey confidential?)

POA Response: If you receive a survey, you should not write your name on it. HUD is committed to ensuring that your POA management will not know who participated or how individuals responded. The survey is administered and results stored by an independent contractor external to HUD, and your identity will remain confidential. Only the aggregate results of the survey will be shared with your POA.

Tenant Question: Who will receive this survey?

POA Response: Tenants living in assisted units in your development will be chosen randomly using a computer program. The survey will take place annually, so if you do not receive a survey this year, you may in future years.

Tenant Question: How will the survey results be used?

POA Response: HUD provides the overall results of the survey to housing managers as a tool for identifying areas within their communities that need improvement. The survey measures six areas: maintenance and repair, services, communication, safety, and development appearance, as well as overall satisfaction.

Tenant Question: Whom do I contact with other questions?

POA Response: If you have any questions about the Customer Service and Satisfaction Survey, call PIH-REAC's Technical Assistance Center at 1-888-245-4860 (calls are toll free).

Note to POA Management: Please do not attempt to answer questions that are not addressed in this document. Tenants with other questions regarding the survey should be directed to the PIH-REAC Technical Assistance Center (1-888-245-4860).



HUD needs to HEAR from you!

As part of the U.S. Department of Housing and Urban Development's (HUD) commitment to soliciting customer feedback in making management decisions, the Office of Public and Indian Housing's Real Estate Assessment Center (PIH-REAC) will be surveying tenants in your housing development to assess overall tenant satisfaction and experience with living conditions. Your household may be randomly selected to receive the survey. If you are selected, please take the time to complete and return the survey. Tenant participation is essential to the survey's success. Your opinion is very important to HUD!

If you have any questions about the survey, please call PIH-REAC's Technical Assistance Center at 1-888-245-4860.

Notice of Tenant Meeting

This meeting will be held:

Date:

Time:

Location:

This meeting should last approximately _____ minutes.

Name