



# ConnectHome Webinar: Baseline Survey and Tracking



November 29, 2017

# Agenda

## Playbook Chapter 3

Establishing Your Baseline

Surveying Residents

Sharing Your Success

*U.S. Department of Housing and Urban Development*

*Calvin Johnson*

*Dylan Sweeney*

*Dina Lehmann-Kim*

## Highlights from ConnectHome Communities

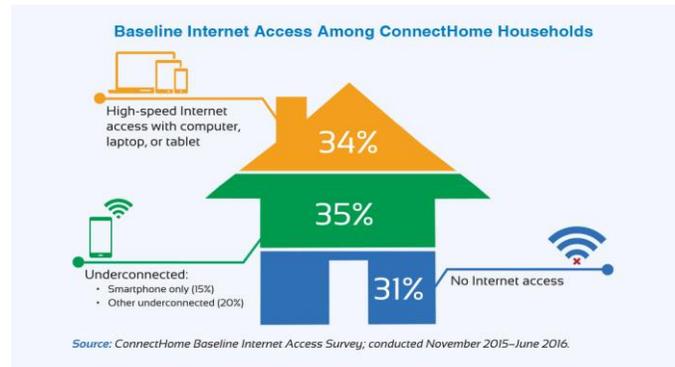
Little Rock, AR

*Jada Johnson, Metropolitan Housing Alliance*

Rockford, IL

*Meggi Aspengren, Rockford Housing Authority*

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# Establishing Your Baseline

*Calvin Johnson, U.S. Department of Housing and Urban Development*

*Dylan Sweeney, U.S. Department of Housing and Urban Development*

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# The Importance of Establishing Your Baseline



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# Evaluating Your Research Capacity

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*Does your agency or other **local government** agency have a research department?*

*Is there a local **research partner** (e.g., college/university , non profit research organization)?*

*Are there **staff** with experience conducting surveys or data analysis?*

# Building Your Performance Monitoring Team

Organization	Possible Roles
Public housing agency	<ul style="list-style-type: none"><li>- Defines survey purpose</li><li>- Coordinates the survey</li><li>- Dedicates appropriate resources</li><li>- Trains staff as needed</li></ul>
Research partner	<ul style="list-style-type: none"><li>- Advises about survey methodology</li><li>- Helps select a valid sample</li><li>- Analyzes results</li></ul>
Resident council	<ul style="list-style-type: none"><li>- Community outreach</li><li>- Encourages responses</li><li>- Administers the survey</li></ul>

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# Surveying Residents

*Calvin Johnson, U.S. Department of Housing and Urban Development*

*Dylan Sweeney, U.S. Department of Housing and Urban Development*

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# STEP 1: Identify your population and key metrics

***Who will you focus on connecting?***

***Which metrics are most important?***

***What data already exists?***

## Example populations

- › *Households with school-aged children*
- › *Seniors*
- › *Public housing residents*
- › *All HUD-assisted households*

## Example metrics

- › *In-home Internet adoption rate*
- › *% of population that has a computing device*
- › *% of population that is digitally literate*

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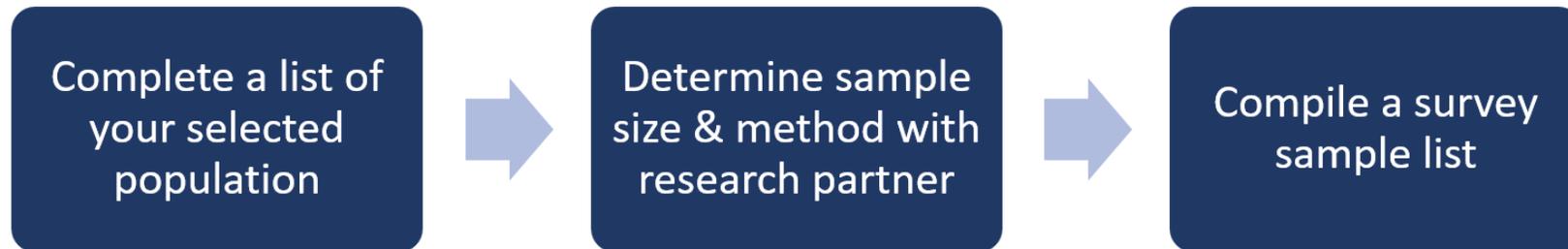
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# STEP 2: Select your survey sample



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# STEP 3: Design your survey

- › Keep it **short**

  -  *3 questions or less*

- › Ask whether households have **high-speed Internet access** at home

  -  *Do you have Internet?*

  -  *Do you have access to high-speed Internet at home?*

- › Make it **easy to understand**

  -  *Please describe how digitally literate you consider yourself to be, in terms of capability with devices, ease of navigation, etc.*

  -  *Are you confident in your ability to use a device (like a computer or tablet) to access the Internet?*

- › Offer **translation services** if necessary

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# STEP 4: Administer Your Survey



**Develop training materials**  
for your survey team



**Train your survey team**



**Survey residents**



**Follow-up by phone**

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# STEP 5: Analyze Your Results

## This information can inform:

- › Annual reporting
- › Goal setting
- › Communications
- › Continuous program improvement



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# Questions in the Baseline Survey



OMB Control #: 2528-002  
Expiration Date: 06/30/2016

## Internet Access Survey

Q1. Do you (or anyone living in your household) have Internet access in your home (including by smart phone)?

Yes

No

If Yes

If No

Q2. How do you (or anyone living in your household) access the Internet in your home? Please check all that apply.

- 2a. Through a high-speed Internet subscription (for example: Comcast, Cox, AT&T, Verizon, CenturyLink, Charter)  
Who is your provider? \_\_\_\_\_
- 2b. Through a smartphone data plan (for example: Sprint, Verizon, AT&T, T-Mobile)  
Who is your provider? \_\_\_\_\_
- 2c. Through a dial-up connection
- 2d. Through WiFi based outside of your home (for example: public access or from a neighbor)
- 2e. Other: \_\_\_\_\_

Q4. If you don't have Internet access in your home, what are the reasons? Please check all that apply.

- 4a. Cost for Internet access
- 4b. Cost for devices (desktop computers, laptops, etc.)
- 4c. My housing unit or building isn't wired for service
- 4d. Tried to sign up for service but couldn't
- 4e. Not comfortable using computers or Internet
- 4f. Not interested in using the Internet
- 4g. I access the Internet outside of my home
- 4h. Other: \_\_\_\_\_

Q3. Which devices do you (or anyone living in your household) use to access the Internet in your home? Please check all that apply.

- 3a. Smart phone
- 3b. Desktop computer
- 3c. Laptop, Notebook, or Netbook (for example: Chromebook, HP Mini, Macbook, Dell Inspiron)
- 3d. Tablet (for example: iPad, Samsung Galaxy Tab, Kindle Fire)
- 3e. Gaming console
- 3f. Smart TV or device that connects TV to the Internet
- 3g. Other: \_\_\_\_\_

Q5. If you don't currently have Internet access in your home, have you ever had Internet access in your home?

- Yes  No

Q6. Have you heard of ConnectHome, a program that brings free or low cost in-home high-speed Internet to residents of public housing?

- Yes  No  I don't know

Q7. If you have Internet in your home, is it free or low-cost through ConnectHome?

- Yes  No  I don't know  I don't have Internet



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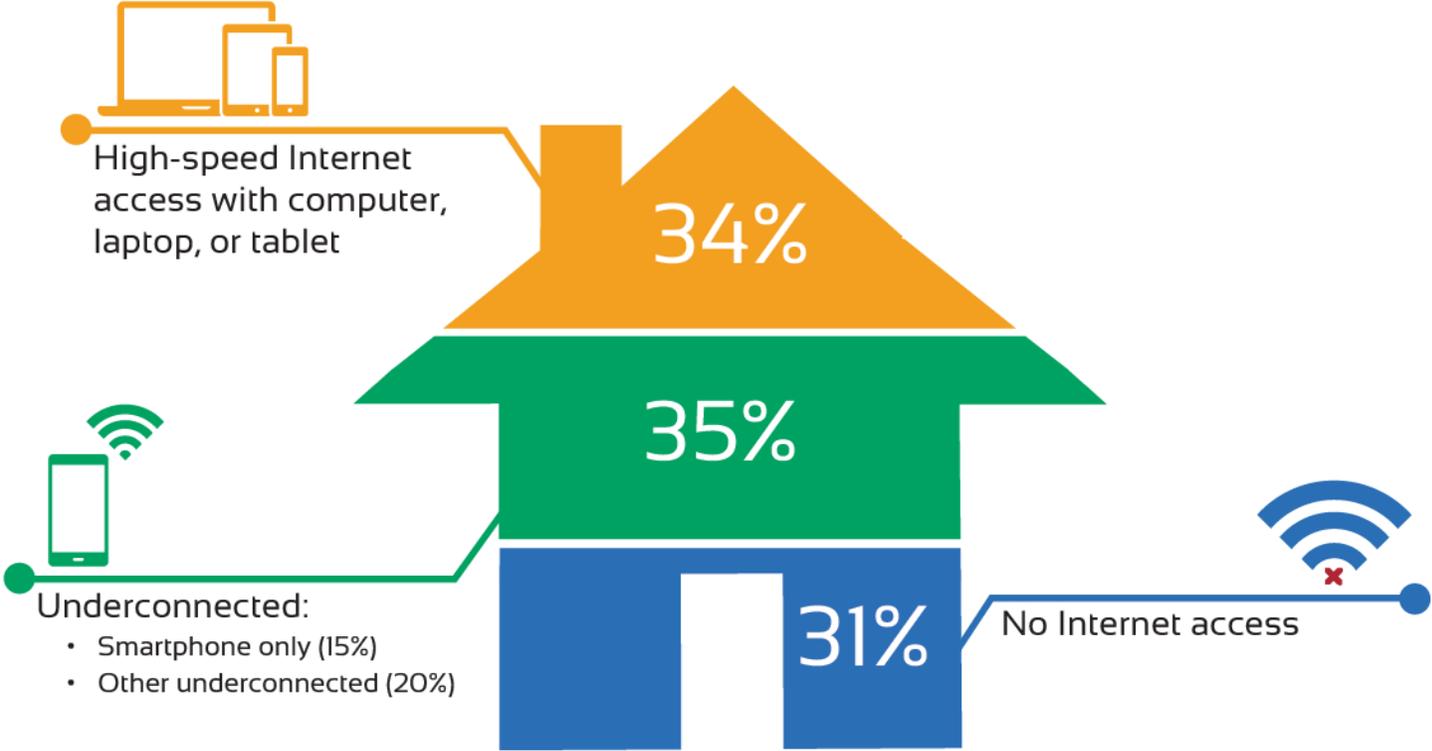
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# Results



Figure 1. ConnectHome Baseline Internet Access



Source: ConnectHome Baseline Internet Access Survey; conducted November 2015–June 2016.

# Form HUD-50058

**U.S. Department of Housing and Urban Development**  
Office of Public and Indian Housing

## Family Report

- Bottom of page 2

2k. FSS participation now or in the last year? (Y or N)

2m. Special program: (vouchers only) (check only one)

2n. Other special programs: Number 01

2n. Other special programs: Number 02

2q. PHA use only

2r. PHA use only

2s. PHA use only

2t. PHA use only

2u. PHA use only

**2a. Type of action codes**

1 = New Admission  
2 = Annual Reexamination  
3 = Interim Reexamination

6 = End Participation  
7 = Other Change of U  
8 = FSS/W/W Addend

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# Questions in the Baseline Survey

ConnectHome

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Yes  No

**If Yes**

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Who is your provider? \_\_\_\_\_

2b. Through a smartphone data plan (for example: Sprint, Verizon, AT&T, T-Mobile)  
Who is your provider? \_\_\_\_\_

2c. Through a dial-up connection

2d. Through WiFi based outside of your home (for example: public access or from a neighbor)

2e. Other: \_\_\_\_\_

**If No**

Q4. If you don't have Internet access in your home, what are the reasons? *Please check all that apply.*

4a. Cost for Internet access

4b. Cost for devices (desktop computers, laptops, etc.)

4c. My housing unit or building isn't wired for service

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4h. Other: \_\_\_\_\_

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Yes  No

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Yes  No  I don't know

Q7. If you have Internet in your home, is it free or low-cost through ConnectHome?

Yes  No  I don't know  I don't have Internet

Each item for Q2 and Q3 is treated like a single question – 1 if checked or 0 if unchecked.



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# Sample 2u Answers

- **Yes**, the respondent has access to Internet in the home
- The respondent access Internet via:
  - high-speed subscription
  - Smartphone data plan
- The respondent uses the following devices to access the Internet:
  - Smartphone
  - Desktop
  - Tablet
- The respondent has heard about ConnectHome
- The respondent does not have free or discounted Internet

# Sample 2u Coding

- 1 11000 1011000 1 2

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# Sharing Your Success

*Dina Lehmann-Kim, U.S. Department of Housing and Urban  
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# How can survey results be incorporated in communications?



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# Best practices for communicating your success

1. **Brief background** about ConnectHome efforts in your community
2. **Resident profiles**, with a short summary of their backgrounds and brief descriptions of the relevant challenges they face
  - **Description of how they addressed and overcame their challenges** through your community's digital inclusion efforts
  - **Examples of their successes and positive impacts** as a result of being connected with digital opportunities
3. **A call to action** for residents and stakeholders in your community

# Best Practices for Survey Administration

- 1. Recruit trusted county partners, resident councils, resident coordinators, local non-profits**
- 2. Use multi-dimensional approach**
  - Mailers, door-to-door , telephone, hang tag
- 3. Incorporate survey as a part of community-building, awareness events, job/health fairs, etc.**
- 4. Create competition within the targeted community for survey completions**

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# Highlights from ConnectHome Communities: Little Rock, AR

*Jada Johnson, Metropolitan Housing Alliance*

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# Resident Assessment

Questions to Ask	Ideas to Explore
<b>What is your “Motivation”?</b>	A survey is a true indicator that provides a snapshot of the resident need for service, education and equipment.
<b>How do you incorporate your assessment into other activities the PHA is taking part in?</b>	An assessment will help to allocate a annual budget for Resident Services and also allow you to manage specific service and community outreach efforts to incorporate in your digital literacy plan.
<b>What types of questions do you ask?</b>	Questions that relate to daily activity such as; what are your transportation needs, medical needs, education needs, child care needs, digital literacy needs and job skill development?
<b>How often</b>	Frequency = Goal

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# Section 3

<b>Questions about Using Section 3</b>	<b>Answers on Using Section 3 for ConnectHome</b>
<b>What type of funds are used in the process?</b>	Public Housing Fund- Operating Funds  Public Housing Capital Fund Training Programs
<b>What type of activities are used to engage the residents?</b>	Resident Counsel, Planning Activities, Disseminate Surveys, Data Entry
<b>What are the benefits of using resident participation?</b>	Early Win, Stipend, Training Opportunity , Sustainability, Jobs

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# Tracking Performance and Evaluation

Questions for Tracking Data	Sample Answers to Track Program Performance
What are the tools used to gain the data?	ISP Stats, Survey, Resident Assessments
How do you track the Data?	Insight Policy Excel Format
How often do you collect the data?	Collect data at every resident engagement meeting.

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# Data Collection Sample

55 : X ✓ fix

Respondent Information				Q1. 1. Do you (or anyone in your household) have internet access in your home (including by Smartphone)?	Q2. How do you (or anyone in your household) access the Internet in your home? Please check all that apply.						Q3. Which devices do you use to access the internet in your home? Please check all that apply.									
Name	Site/Development	Address	Unit	Internet Access	High-Speed Internet	High-Speed Provider	Cell data plan	Cell provider	Dial-up	WiFi outside home	Other	Smartphone	Desktop	Laptop/Netbook	Tablet	Gaming console	Smart TV	Other		
Example #1	Example	101 Berber St	7	1	1		1		2	2	2	1	2	2	2	2	2	2	2	
Example #2	Example	101 Berber St	11	2																

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# Highlights from ConnectHome Communities: Rockford, IL

*Meggi Aspengren, Rockford Housing Authority*

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# What We Use....

## Google Forms

- Intake Applications
- Sends e-mail and PDF copy of application to Digital Inclusion Coordinator
- Provides real-time data in form of graphs for ongoing data analysis
- Exports data from Forms to Microsoft Excel for usage

## Microsoft Excel

- Allows to keep data organized for easy reporting and updates.
- Can import from Google Forms for easy, quick updates and data usage.
- Can set up formulas to populate certain data points and areas

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# Tracking Your Data

## What Data is Needed to Track?

- Basic Demographics
  - Name, Address, Sex, Age, etc.
- Programming Information
  - FSS, ROSS, MTW, etc.
- Digital Literacy Information
  - Digital Literacy Level
  - Computer Usage – what for?
- Other
  - Library Card
  - K-12 Household? Senior?

## How to Analyze Your Data?

- How many applications submitted?
- How many connected to internet service?
- How many enrolled/completed DL classes?
- Internet Service Providers
  - Who? How many residents are with each provider? Owe Balance?

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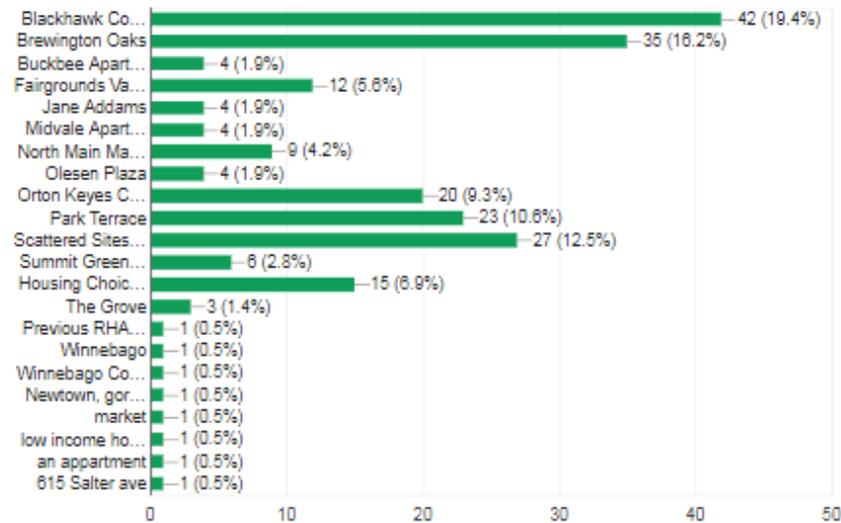




## What is your current housing location? (check one)

Where is your current housing location? (Check One)

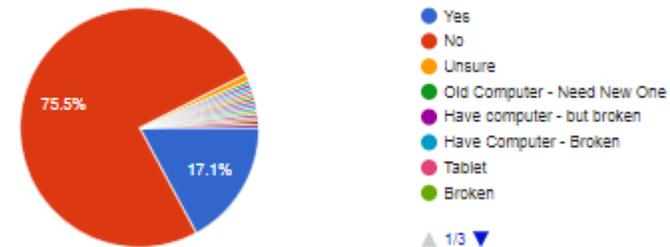
216 responses



## Do you currently have a working computer/laptop in the household? (Check one)

Do you currently have a working computer/laptop in the household? (Check One)

216 responses



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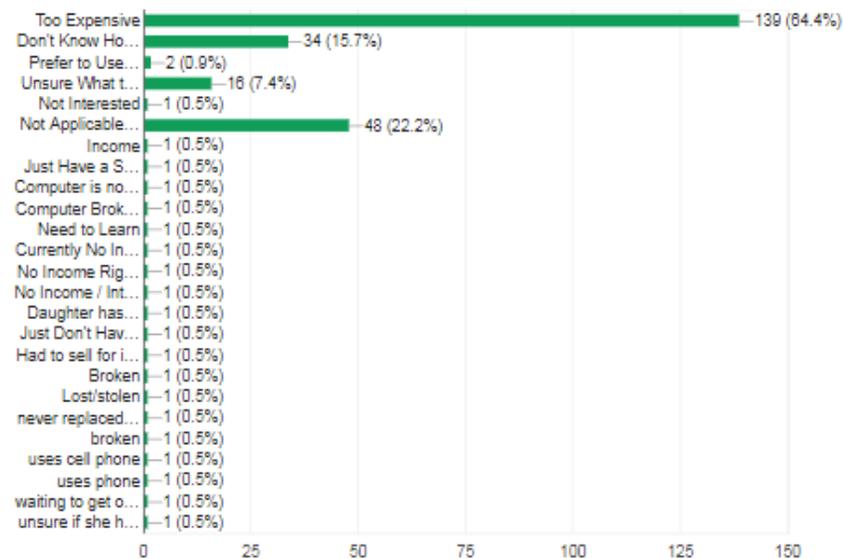
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## If you do not currently have a working computer/laptop in the household, why?

If you DO NOT currently have a working computer/laptop in the household, why? (Check ALL that Apply)

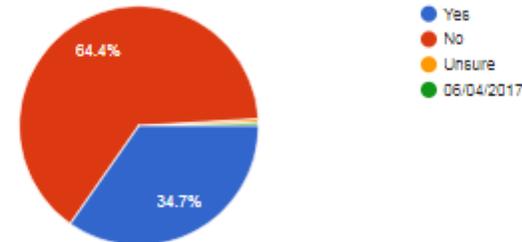
216 responses



## Do you currently have internet service at home? (not on your cellular device?)

Do you currently have internet service at home? (Not on your cellular device)

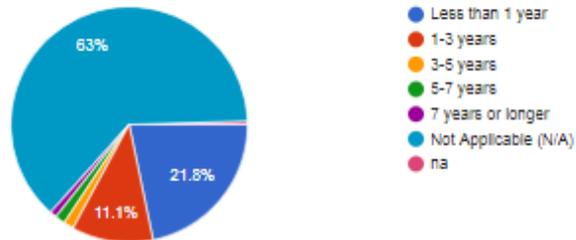
216 responses



## If you currently have internet service, how long has your service been connected?

If you currently have internet service, how long has your service been connected?

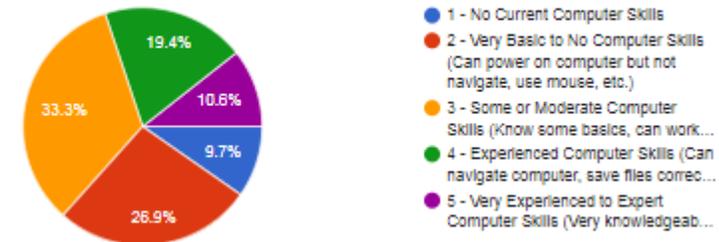
216 responses



## How would you rate your current computer skills level? (1 – no skill / 5 – expert)

How would you rate YOUR current computer skills level? (1 - no skill / 5 - expert)

216 responses



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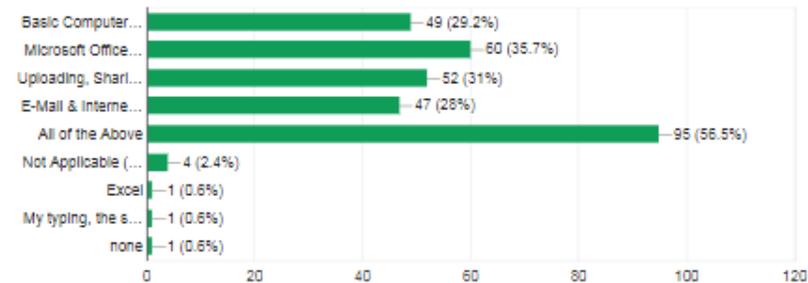
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## If you participate in Digital Literacy Training, what computer/technology skills are you interested in learning an/or improving?

If you participate in Digital Literacy Training, what computer/technology skills are you interested in learning and/or improving (check all that apply)?

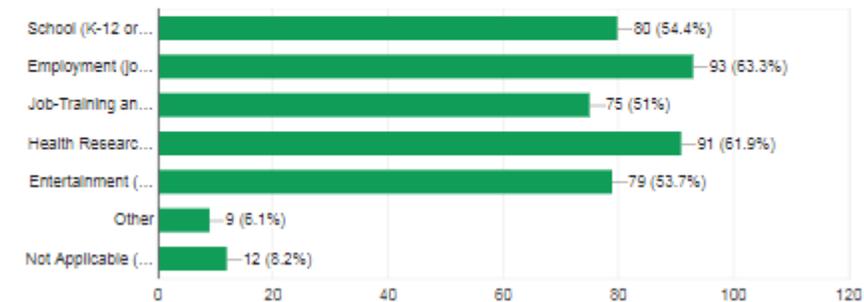
168 responses



## How do you currently use your device or what will you use your device for in your home?

How do you currently use your device or what will you use your device for in your home? (check all that apply)

147 responses



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# Keep the Work Moving Forward

## CHALLENGES

- Deciding what data to track?
- Timely input of information
- Manually inputting information into database

## SOLUTIONS

- HUD Updates, Grants, Funding opportunities, other
- Setting Time Aside to Focus on Keeping Up with the Data
- (Yardi) Housing Database Upgrade - **In-Process** 😊

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