
**CHOICE NEIGHBORHOODS DEMONSTRATION
STUDIES – TASK ORDER #2**

OMB CLEARANCE PACKAGE

August 1, 2014

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PART B. STATISTICAL METHODS

The U.S. Department of Housing and Urban Development has contracted with the Urban Institute and its subcontractor (Decision Information Resources (DIR) to track the contact and location information for the 750 target development and 947 neighborhood residents from the Choice Neighborhoods Evaluation Panel (“the Panel”). The purpose of this tracking is to understand the mobility patterns of Choice Neighborhood residents and to achieve a strong response rate on any follow up surveys that the U.S. Department of Housing and Urban Development (HUD) may conduct in future.

B1. Respondent Universe, Sample Selection and Expected Response Rates

The respondent universe consists of all respondents from the Choice Neighborhood Baseline Survey and we will track the entire universe (see Table B1). We assume we will be able to track 100% of Panel households throughout the tracking period.

Table B1: Respondents as of May 13, 2014

	Focal Development Households	Neighborhood Households
	Universe Size	Universe Size
New Orleans	179	204
Chicago.....	199	227
Boston.....	80	189
Seattle.....	163	116
San Francisco.....	129	211
Total	750	947

B2. Procedures for the Collection of Information

The research team will employ both passive and active tracking strategies. Passive strategies are usually a reliable way to obtain address updates for a majority of the Panel. However, Panel members do not actually confirm address data provided through passive strategies, so active tracking is used four times per year to be sure that the Panel member’s contact information is accurate. Active tracking always involves direct contact with the Panel member—whether by mail, by phone, or in person. The tracking plan for the Choice Panel calls for a quarterly post card (three quarters per year) and an annual mailing to all Panel members to confirm the households' location. Frequencies of passive and active strategies are presented in Table B2.

DIR will initiate passive tracking beginning in September 2014 for Chicago panel members and in October 2014 for panel members from the four other sites.

Table B2: Choice Neighborhoods Tracking Strategies

Source	Type	Frequency
PIC and TRACS Data	Passive	Four Times Per Year
Grantee Data	Passive	As Needed Up to Four Times Per Year
National Change of Address (NCOA) ³	Passive	Three Times Per Year
Accurint	Passive	Annually
Mailing	Active	Four Times Per Year
Phone Call	Active	As Needed Up to Annually
In-Person Visit	Active	As Needed Up to Annually

Immediately following submission to NCOA/Accurint, DIR will initiate an active tracking strategy each quarter. Although active strategies cost more, research indicates that reminders of the study can be the single most important technique for producing high-response rates for panel studies (Mangione 1998, Denton, Tsai and Chevrette 1998). Therefore, DIR will mail greeting cards or “Keep in Touch” flyers by first class mail to all sample members at the most updated address available. All survey related tracking materials and all tracking contacts with sample members will remind them about the importance of the CN Panel. Electronic versions of cards/flyers will also be sent to all respondents who provide an email address at baseline. The remainder of this statistical methods section describes the active tracking strategies.

B2.1 Flyer with Request for Phone Update

Three quarters each year, the card/flyer will include only a toll-free number and website address set up for this study that will give the respondent the opportunity to update their contact information online or by phone. If the card/flyer is returned in the mail, then DIR will initiate a passive strategy by doing targeted searches of electronic data sources including Accurint, online directory assistance (DA), 555-1212.com, Lexis-Nexis, and Intellius as well as the social media site Facebook™. A successful contact would provide DIR with another avenue to communicate the need to verify or update contact information to sample members. No additional active tracking strategies will be employed following this search and the assumption is that if the flyer or card is not returned in the mail that the household received it.

B2.2 Flyer with Request for Mail Update

Once a year, the flyer/card will also contain a perforated mailer and a postage-paid business reply

³ National Change of Address system of the US Postal Service.

envelope, providing more opportunity for each panel member to update their contact information. DIR will also send a study memento (magnet, post-its, pens, etc.) with the card/flyer once a year. If DIR does not receive the mailer back from the respondent, the respondent does not update their contact information online or via phone that quarter, the card/flyer is returned, or a forwarding address notification is received from USPS, then DIR will again go back to the targeted searches of the electronic data sources above to find updated contact information. If this search is unsuccessful, DIR will initiate a follow-up phone call to determine if the most current telephone number(s) in the contact database are correct. In addition to verifying the phone number, the interviewers/trackers will be using this opportunity to verify the address and confirm that the head of household is the same head of household that was reported during baseline data collection.

DIR will initiate follow-up phone calls to determine if the most current telephone number(s) in the contact database are correct. This action will become necessary if there is no response to the annual mailers and there is no online update and the postcard/flyer is returned. Appendix I shows the call out scripts that will be employed to contact respondents. After a pre-determined number of unsuccessful telephone attempts (e.g., 3-5), a DIR field locator will visit the household to determine if the head of household still lives there. Appendix II presents the field locating scripts.

Based on its extensive tracking experience, DIR estimates that about half of the neighborhood sample and ten percent of the target development sample will require a follow-up phone call. About fifty percent of these cases are expected to be resolved by telephone contact, with the remaining fifty percent being assigned to a field locator for in-person contact and verification.

B2.3 Social Media

DIR will attempt to locate panel members through social media portals like Facebook™ and Instagram™. DIR will also set up tracking website to facilitate self-reporting by panel members who are contacted via email. Additionally, all outgoing correspondence will reference the tracking website to give panel members that option.

B2.4 Cultural Competence

DIR will be culturally sensitive and aware of the cultural diversity of this sample by ensuring that all tracking materials are translated in to the native language of the primary sample members as agreed upon by the study team. In addition, the Panel includes residents who may have low levels of literacy, be disabled, or be refugees. DIR will use culturally competent methods to ensure that they are respectful of all members of the Panel. This may include: outreach to community leaders and elders, community leaders and participants by respecting their culture and explaining how the community may benefit from the study; disclosing the level of confidentiality and the effort taken to protect their information; understanding that there are different interpretations of words among subgroups; and

hiring culturally appropriate field locator staff familiar with the population and the neighborhood.

B3. Methods to Maximize Response Rates and to Deal with Issues of Non-response

DIR's trained field locators will help to attain response-rate goals with the population for this study. Field locators are experienced (or will be thoroughly trained) in techniques for finding hard-to-reach populations, such as speaking with alternate contacts, neighbors, friends, or other people in the community. The locators will use original contact information or any updated information for the sample members and the alternates to conduct in-person home visits.

To uncover further leads regarding the sample members' whereabouts, field locators will also use standard field methods, such as communicating with gatekeepers and neighbors, postal delivery persons, and other residents in the area to help identify local gathering places where sample members may be found. It will be important for locators to try to obtain a nickname or street name, if applicable. The field locator can communicate possible leads about the sample member, family members, or friends to the DIR tracking team for additional assistance in obtaining a good address for an in-person visit and a good time for contacting the person.

In addition to hiring and training experienced field locators for the project, DIR's passive tracking strategies (quarterly extracts from HUD's PIC/ TRACS, Grantee provided contact information, National Change of Address Data, and Accurant extracts) will be central to maintaining fresh contact information to facilitate tracking Panel members.

B4. Individuals or Contractors Responsible for Statistical Aspects of the Design

The agency responsible for receiving and approving contract deliverables is:

Office of Policy Development and Research, Program Evaluation Division
U.S. Department of Housing and Urban Development
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Person Responsible:

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The organization responsible for Panel member active and passive tracking is:

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Persons Responsible:

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The organization responsible for statistical design of data that will be collected is:

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Person Responsible:

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The organization responsible for analyzing all data to be collected is:

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