

## **B. Collections of Information Employing Statistical Methods**

### **B.1.1. Potential Respondent Universe**

An e-mail invitation to participate in the survey will be sent to all Public Housing Authority Executive Directors and all owners of Multifamily assisted and/or insured properties or a designated member of their staff such as an on-site property manager. Separate surveys will be completed for different Multifamily projects or PHAs that are owned/managed by the same owner or executive director, since different properties may not have the same level of computer access.

### **B.1.2. Expected Response Rate**

We anticipate a relatively low response rate of perhaps 5 to 20% because it is a web-based survey, which typically have lower response rates than mail or phone surveys. However, the use of a web-based survey has the advantages of being user-friendly and requiring a low burden of time and cost for respondents, allowing the survey to automatically skip questions that are not relevant to the respondent based on their answers to previous questions.

## **B.2. Procedure for Data Collection**

The collection will be a web-based census survey of the total target population (Multifamily assisted and/or insured properties and Public Housing Authorities for whom a functioning email address is available). Potential respondents will be contacted via email and invited to participate. The responses will be analyzed to produce basic descriptive statistics about the target population including how many PHAs and Multifamily assisted/insured properties have computer centers, what percentage of these centers were ever part of the Neighborhood Networks program, and what training and services are offered at the computer centers.

## **B.3. Describe Methods to Maximize Response Rates**

First, the use of SurveyMonkey means that the survey will be easy to complete, and will automatically skip questions that are not relevant to the respondent based on their answers to previous questions. This means that no respondent will be asked to complete all of the questions in the survey, which for most respondents will allow them to complete the survey in much less time than the estimated 1.5 hour maximum.

Second, information about the survey will be sent to the Multifamily Regional Center/Hubs, PHAs, as well as the major Multifamily and Public Housing stakeholder organizations. Outreach to HUD field office staff, PHA staff and external stakeholders will leverage local-level relationships with respondents to encourage broad participation among the target population.

3-4 email reminders will also be used after the initial invitation. The first will be sent about one week after the initial invitation. The initial email invitation to participate will give a date for the end of the survey which is approximately one to two weeks before the actual planned completion of data collection. A few days before the initially announced date, an email reminder will be sent announcing that the collection period will be extended by a few days if respondents would still like to participate. Depending on the response rate at that point, a second email reminder may be sent further extending the response period.