

Appendix B: Focus Group Discussion Guide Round 1

This focus group guide includes questions for program participants about the messaging of various program components, and their views of services and activities implemented as part of the Jobs Plus Program.

[Hand out copies of marketing materials developed by the site. These materials should be selected to reflect the array of services provided, as well as different messages the program conveys to residents. The selection should include materials that offer concrete employment opportunities and those that offer advancement opportunities such as trainings or certification]

We would like you to take a look at some of the outreach materials that the program has put together to advertise some of these services. We are interested in hearing your thoughts about these materials, the messages in them and the opportunities they offer.

1. Do these materials seem familiar? Had you seen them before? Where did you see them?
2. Let's talk about these materials. I'm going to ask you what, if anything, you think were appealing about them, and then what, if anything you think was unappealing.
 - i. What if anything was appealing about the materials you saw? What caught your attention? Were there any messages that you found particularly appealing? *Facilitator to focus in on key terms of emphases within materials. Probe about issues related to the availability or desirability of employment, the struggle of low-income people, quality of services and how they are distinguished from others.*
 - ii. What if anything was unappealing? What could turn you off or might turn others off from the program? *Facilitator to focus in on key terms of emphases within materials. Probe about issues related to the availability or desirability of employment, the struggle of low-income people, quality of services and how they are distinguished from others.*

I would like you to take a look at [*materials that offer concrete employment opportunities and advancement opportunities*]. Let's talk for a moment about these materials. These materials offer different kinds of services to residents.

3. Which of these services do you think is most appealing to residents in [SITE]?
 - a. Why that may be the case?
4. Would these services appeal differently to people in different circumstances?
 - a. Which do you think may be more appealing to those who currently have a job? Why?
 - b. Which do you think may be more appealing to those currently don't have a job? Why?
 - c. Which do you think may be more appealing to those with young children? Why?
 - d. Which do you think may be more appealing to those who are young?
 - e. Which do you think may be more appealing to those with higher levels of education? Why?

Now, I would like to spend some time talking about JPEID. As you may know, JPEID is a policy that allows the PHA to ignore increases in earnings due to employment in its determination of rent. That is, if everything else stays the same, those enrolled in the program should not see their rent increase while in the program even if they start earning a higher income due to employment. The idea is that residents who start employment or start earning a higher wage can keep that extra income without worrying about their rent going up, at least for the duration of the program.

5. Have you heard about the JPEID before? What were the things that stood out for you as you heard about it?
6. What about the JPEID might be appealing to residents in [SITE]? If so, why?
 - a. *Probe: Is it understandable? Would it make a difference in getting or keeping a job? How does it tie into other savings efforts or work efforts?*
7. What might be unappealing about it?
 - a. *Probe: Do you believe it will be implemented? How does it play into the normal way you get rents recertified? Would you be worried*

about an increase in rent after the program ends? Worried about the paperwork?

8. Would JPEID be appealing to all residents equally? If not, who might find it more appealing, and why?
 - a. What about it may be more appealing to those who currently don't have a job? Why?
 - b. Which do you think may be more appealing to those with young children? Why?
 - c. Which do you think may be more appealing to those who are young?
 - d. Which do you think may be more appealing to those with higher levels of education? Why?

As part of the Jobs-Plus program, there are a number of activities that sites may implement to spread the word about the program and support the employment efforts of residents. Some sites organize community events like job fairs, workshops or social gatherings around holidays. Others work with existing community groups like tenant associations or hire community residents, sometimes called community coaches. Yet others help organize activities like car pools or job clubs (*facilitator to describe based on knowledge of site.*) We would like to hear your thoughts about some of the activities that the Jobs Plus program has implemented in [SITE] and how those might help residents accomplish certain goals.

9. What are the kinds of activities that you have seen the Jobs Plus program organize in [SITE]?
10. Which of these activities do you think are more effective in accomplishing the following? What's *least* effective in....
 - a. Helping spread the word about the program
 - i. How do you think X activity accomplishes that? How might it *not* make a difference?
 - b. Helping residents to get to know each other.
 - i. How do you think X activity accomplishes that? How might it *not* make a difference/
 - c. Helping residents help each other get or keep jobs.
 - i. How do you think X activity accomplishes that? How might it *not* make a difference?
 - d. Helping change the way people *think* about getting a job, in terms of setting expectations for the development?

i. How do you think X activity accomplishes that? How might it *not* make a difference?

11. What other activities do you think would be helpful in supporting residents' employment efforts?