



CUSTOMER  
EXPERIENCE

Waitlist Data Management & Burden Improvement  
Participant Outreach – New Partners and Residents

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# Waitlist Data Management & Burden Improvement

## Participant Outreach Templates – New Partners and Residents

### INITIAL OUTREACH TO PARTNERS

#### HUD Outreach to all housing providers

**Subject:** Help HUD find research participants – rethinking housing waitlist data management and administration to improve customer experience

#### Attachments:

- [Social media post \(below\)](#)
- [Email language \(below\)](#)

The HUD Customer Experience team is trying to understand more about the housing waitlist experience and whether there are ways we can better support our partners and customers through the process. We have already conducted some initial conversations and are looking to gather feedback on some ideas we have developed that may improve the experience of affordable housing waitlists.

To ensure these ideas incorporate a variety of perspectives, we know it is critical to speak directly to people with related experience. So, HUD is speaking to a variety of customers including, public housing agencies, housing providers, families, and others. We know you are busy, and really appreciate you considering helping us in this endeavor. We have two requests for you:

1. **If you are willing to join a one-hour one-on-one conversation with our team, please complete this form with your availability [\[Screening – Partners link\]](#) by [\[date\]](#).** If you can't participate, but you know someone from your office who would be available, please feel free to send this invite to them.



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*Depending on the volume of sign-ups we receive, we may follow up with a link to sign up for a conversation timeslot. We value your privacy. All your personal information will be kept securely and the information you share with us during the conversation will not have your name attached to it.*

- 2. Second, **we would like your help connecting with individuals (residents or potential residents) that have been or are actively on a housing waitlist** who might be willing to participate in a one-hour one-on-one conversation as well. If possible, please connect us with those individuals by [\[date\]](#).

*If you are willing to help connect us with individuals, we have provided some tools to make this process as simple as possible. **You can use content attached to this email to reach out to your community.***

- a. *Use the email language included in this message as a template you can send to potential participants (you can send this directly to individuals or via appropriate listservs).*
- b. *If you feel comfortable doing so, use the social media post language to post on your organization’s Facebook, Instagram, and/or Twitter pages.*

*When sending emails or creating social media posts, please make sure the [hyperlink to the resident form \[Screener – Residents link\]](#) is working. After potential participants complete the short form, we will take it from there and notify them if they qualify. Someone from our team will reach out to them to schedule a virtual one-hour conversation.*

Let us know if you have any questions or require further guidance when reaching out to your community.

[\[Name\]](#)

[\[HUD Signature\]](#)

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**OMB Control Number: 2511-0001**

**Expiration Date: 09/30/2024**



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*According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. The time required to complete this information collection is estimated to average 5 minutes. All responses to this collection of information are voluntary. If you have comments or concerns regarding this collection, please contact HUD's Customer Experience team at [cx@hud.gov](mailto:cx@hud.gov).*

### Email language

Hello [\[Name\]](#),

The U.S. Department of Housing and Urban Development (HUD) is looking to hold focus groups with members of our community as part of an effort to improve the experience of housing waitlists. HUD is exploring how they can support local partners and housing agencies to help improve the experience of individuals and families finding affordable housing through waitlists. To better understand the needs, HUD is starting by talking to a variety of customers including public housing agencies, housing providers, families, and others. To do this, HUD is holding focus group conversations with people with related experience. We hope you will consider sharing your valuable feedback with HUD by joining one of their focus groups.

[\[include this paragraph for applicants only\]](#) **Participating in this conversation will not impact your place on any waitlists.** This conversation is solely about understanding your experience and providing your feedback on ways to improve the waitlist process. If you're looking for assistance getting affordable housing, please reach out to your [local HUD office](#).

**If you are open to joining a one-hour one-on-one conversation with HUD's Customer Experience team, please [follow this link and answer a few questions](#) [\[Consent Form link\]](#).** If you are eligible to participate, the HUD Customer Experience team will reach out to you via email.

If you have difficulty accessing the questionnaire, please reply to this email. If you need any accessibility accommodations, please reply to this email stating your needs.



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Thank you,

[Name]

[HUD Signature]

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### Social media post

**Share your experience with HUD and help us to improve the housing waitlist experience.**

The U.S. Department of Housing and Urban Development (HUD) is looking to hold focus groups with members of our community as part of an effort to improve the experience of housing waitlists.

If you have previously applied to a housing waitlist and are interested in participating in a one-hour one-on-one conversation with HUD, **please answer a few questions** [\[Screeener – Residents link\]](#). If you are eligible to participate, the HUD Customer Experience team will reach out to you via email.



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# Calendar/Scheduling/Thank You

**[see *Calendar/Scheduling/Thank You* section in *Waitlist – 01 - Participant Outreach – Former Participants*]**