

**Request for Approval under the “Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation”
(OMB Control Number: 2511-0001)**

TITLE OF INFORMATION COLLECTION: FHEO Filing a Complaint Web Page survey

PURPOSE OF COLLECTION:

To collect customer experience feedback on the FHEO Filing a Complaint Webpage (<https://www.hud.gov/fairhousing/fileacomplaint>). This feedback will provide FHEO insight into the quality of information shared on the webpage and the user experience of navigating the information on the webpage as a customer begins the process of filing a complaint.

Data gathered through a survey will be used to explore and evaluate HUD’s role in improving services associated with submitting a discrimination complaint.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain

Electronic surveys will be conducted through Medallia via a web-based link.

2. Who will you collect the information from?

We will collect the information from customers (including, but not limited to homeowners, residents, renters, members of FHIP, FHAP, attorneys/lawyers, etc..) who visit the ‘Filing a Complaint’ webpage and want to provide feedback.

3. How will you ask a respondent to provide this information?

The survey will be displayed via a feedback button on the bottom of the website page. The survey will then pop up when a person clicks the feedback button.

4. What will the activity look like?

Customer Experience feedback will be collected through the Medallia platform which will be linked to the feedback button on the bottom of the web page. The beginning of the survey explains the nature of the survey.

If a customer chooses to participate, they will click the feedback link and will be taken to the survey in their internet browser. The survey should take less than 5 minutes if fully filled out. Question response types include multiple choice (including some 1-5 scale Likert questions) 1 rating scale, and one optional open comment question.

A/B testing will be conducted at launch to determine which of the two A-11 driver question formats (Likert and Multiple-Choice) below creates the least burden for respondents while still effectively providing driver-based CX insights to HUD. The A/B testing will last 3-6 months and will include a random sampling of respondents selected to receive either the “A” or “B” version. The versions will be compared using completion rate (number of customers who complete the survey divided by the number of customers who initially click into the survey) and average time to complete (time elapsed from clicking into the survey to hitting the “submit” button)

5. Please provide your question list.

Format A: Includes specific questions based on each driver, allowing customers to choose on a 1-5 Likert Scale.

A-11 Metrics/Drivers	Question	Answer Set
Reason for visit	I came to the FHEO website primarily to:	1- File a housing discrimination complaint or learn about complaint process 2- Get technical fair housing information (laws, regulations, and FHEO policy guidance) 3- Get fair housing education- 4- Find contact information for FHEO staff 5- Learn more about fair housing in general 6- other
Type of Customer	I would describe myself primarily as :	1- Property Resident/Renter 2- Housing Provider 3- Fair Housing Initiatives Program (FHIP) Agency 4- Fair Housing Assistance Program (FHAP) Agency 5- Private Attorney or Lawyer 6-Other Fair Housing or Civil Rights Professional 7- Other
How Website Was Found	How did you find out about the FHEO discrimination complaint process?	1- Website search 2- Landlord recommended 3- Lawyer recommended 4- HUD employee 5- Other (add text box)
Trust	I trust HUD to address housing discrimination	1-5: Strongly DisagreeStrongly Agree
Satisfaction	How would you rate your experience on our website?	1-5 Stars
Efficiency/Speed	I found what I needed quickly on this website	1-5: Strongly DisagreeStrongly Agree
Ease/Simplicity	The information and guidance were easy to find	1-5: Strongly DisagreeStrongly Agree

Service Quality	I found the information on this website useful	1-5: Strongly DisagreeStrongly Agree
Open Comment	How can we improve your experience on our website? (optional)	

Format B: Will be based upon survey logic. If a customer chooses the answer set of 4-5 stars when answering “How would you rate your experience on our website?” the following question would appear before the open comment question:

A-11 Metric/Driver	Question	Alt Set
Reason for visit	I came to the FHEO website primarily to:	<ul style="list-style-type: none"> 1- File a housing discrimination complaint or learn about complaint process 2- Get technical fair housing information (laws, regulations, and FHEO policy guidance) Get fair housing education- Find contact information for FHEO staff 5- Learn more about fair housing in general 6- other
Type of Customer	I would describe myself primarily as:	<ul style="list-style-type: none"> 1- Property Resident/Renter 2- Housing Provider 3- Fair Housing Initiatives Program (FHIP) Agency 4- Fair Housing Assistance Program (FHAP) Agency 5- Private Attorney or Lawyer 6-Other Fair Housing or Civil Rights Professional 7- Other
How Website Was Found	How did you find out about the FHEO discrimination complaint process?	<ul style="list-style-type: none"> 1- website search 2- Landlord recommended 3- Lawyer recommended 4- HUD employee 5- other (add text box)
Trust	I trust HUD to address housing discrimination	1-5: Strongly DisagreeStrongly Agree
Satisfaction	How would you rate your experience on our website?	1-5 Stars
Drivers	What factors contributed to your rating? (choose all that apply)	<ul style="list-style-type: none"> • Time to find what I needed • Usefulness of information • Ease of navigation
Open Comment	How can we improve your experience on our website? (optional)	

If a customer chooses the answer set of 1-3 stars when answering “How would you rate your experience on our website?” the following question will appear:

A-11 Metric/Driver	Question	Alt Set
Reason for visit	I came to the FHEO website primarily to:	1- File a housing discrimination complaint or learn about complaint process 2- Get technical fair housing information (laws, regulations, and FHEO policy guidance) Get fair housing education- Find contact information for FHEO staff 5- Learn more about fair housing in general 6- other
Type of Customer	I would describe myself primarily as:	1- Property Resident/Renter 2- Housing Provider 3- Fair Housing Initiatives Program (FHIP) Agency 4- Fair Housing Assistance Program (FHAP) Agency 5- Private Attorney or Lawyer 6-Other Fair Housing or Civil Rights Professional 7- Other
How Website Was Found	How did you find out about the FHEO discrimination complaint process?	1- website search 2- Landlord recommended 3- Lawyer recommended 4- HUD employee 5- other (add text box)
Trust	I trust HUD to address housing discrimination	1-5: Strongly DisagreeStrongly Agree
Satisfaction	How would you rate your experience on our website?	1-5 Stars
Drivers	What factors contributed to your rating? (choose all that apply)	<ul style="list-style-type: none"> • Time to find what I needed • Couldn't find what I needed • Difficulty of navigation
Open Comment	How can we improve your experience on our website? (optional)	

6. When will the activity happen?

We are aiming to launch the survey on the HUD FHEO filing complaint web page by June 2023.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes No

If Yes, describe:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individual	1,800	5 minutes	150 hours

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: Amber S. Chaundry

**All instruments used to collect information must include:
OMB Control No. 2511-0001**

Expiration Date: 09/30/2024