

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 2501-0001)**

TITLE OF INFORMATION COLLECTION: HUD FHA Resource Center Surveys
- The title of the survey is HUD/Federal Housing Administration
(FHA) - Philadelphia Homeownership Center Survey.

PURPOSE OF COLLECTION:

What are you hoping to learn / improve? We are hoping to learn about the quality of our customer service.
How do you plan to use what you learn? We plan to use the data to improve our processes where weaknesses are noted. Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed? Yes, there are artifacts being used such as personas, journey maps, summary of customer insights for improvements based on the results of the customer survey instruments. This information will be shared with management and be placed on a dashboard.

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

2. Who will you collect the information from? **The clients who contact our agency.**

*Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. **Clients will be surveyed not interviewed.** Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them? Do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?) **We will utilize our CRM database to conduct surveys. Certain percentages will be***

applied to each of our surveys to ensure we do not over survey our clients. We will utilize A-11 approved questions to gather information on customer satisfaction.

3. How will you ask a respondent to provide this information? (e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)
 We provide a link to the web application and the client can complete the survey.

4. What will the activity look like?
 Describe the information collection activity - e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? The client has 4 survey questions to complete and can stop the survey at any time. There is 1 open ended question which is optional.
 What's the format of the interview/focus group? NA
 If a survey, describe the overall survey layout/length/other details? The survey is a 4-question survey which takes approximately 1 to 2 minutes to complete.
 If User Testing, what actions will you observe/how will you have respondents interact with a product you need feedback on? There is not any product testing. The survey results are strictly related to service the client received from our FHA Resource Center/contact center and/or agency staff.

5. Please provide your question list.
 Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

- TITLE OF SURVEY PAGE:** HUD/Federal Housing Administration (FHA) - Philadelphia Homeownership Center Survey
- HEADING:** Thank you for contacting HUD FHA's Homeownership Center - Philadelphia, we hope your need was met and your experience was positive. Please help us improve our services by completing a brief (1-2 minute) survey. Answering these questions is voluntary, and your responses are confidential and anonymous.

A-11 Metric/Driver	Question	Alt Set
Trust	Based on my interaction with the FHA Resource Center, I trust HUD to effectively manage housing and urban development programs and policies	<ul style="list-style-type: none"> • Strongly disagree (1) • Disagree (2) • Neither agree nor disagree (3) • Agree (4) • Strongly agree (5)

Effectiveness, Ease, Efficiency, Transparency, Other	<p>What about this interaction made the difference? (Tap/Select all that apply)</p> <p>** these answer choices would show up if someone provided a trust Likert score of 5</p>	<ul style="list-style-type: none"> • My need was addressed. • It was easy to complete what I needed to do. • It took a reasonable amount of time to do what I needed to do. • I understood what was being asked of me throughout the process. • Employees I interacted with were helpful. • I was treated fairly. • Something else
Effectiveness, Ease, Efficiency, Transparency, Other	<p>What could have been better? (Tap/Select all that apply)</p> <p>**these answer choices would show up if someone provided a Likert score of 1,2, 3 or 4</p>	<ul style="list-style-type: none"> • My need was not addressed. • It was difficult to complete what I needed to do. • It took too long to do what I needed to do. • I did not understand what was being asked of me throughout the process. • Employees I interacted with were not helpful. • I was not treated fairly. • Something else
Satisfaction	I was satisfied with my experience interacting with HUD/FHA.	<ul style="list-style-type: none"> • Strongly disagree (1) • Disagree (2) • Neither agree nor disagree (3) • Agree (4) • Strongly agree (5)
Open comment	How can we improve your experience? (this question is not required for survey completion)	Open Comment Box

[Submit]

CLOSING TEXT: Thank you for taking the time to provide helpful feedback. Your responses are confidential and anonymous. We'll only use your feedback to improve the service quality of HUD FHA's Homeownership Centers. If you have any questions about the Survey, please contact the Survey Team at phasurvey@hud.gov.

Please make sure that all instruments, instructions, and scripts are submitted with the request.

6. When will the activity happen? **The survey seeks to be included under an umbrella OMB clearance with other surveys previously approved for the HUD / FHA Resource Center project.**
Describe the time frame or number of events that will occur.

Surveys will be sent to obtain client feedback after engaging with servicing centers of HUD FHA. There were approximately 1,300 surveys received on a monthly basis for all nine of our surveys from October – December 2023. We had approximately 750,000 inquiries in the last year. Percentages were applied to the total inquires per servicing center to avoid user exhaustion. This survey will remain on our website in adherence to the timing of the overall clearance.

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
Consumers and Industry FHA program participants	4,200 yearly for Philadelphia HOC survey	0.03 (2 minutes)hours on average completion	140 yearly

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](https://www.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.

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