

# **TABULATION OF KEY RESULTS**

## **Survey of Housing Services Public Information and Education Initiatives**

### **1. Identify the methods used to promote the program**

1.	newspaper	18	64%
2.	television	14	50%
3.	brochure	13	46%
4.	flyer	13	47%
5.	poster	6	21%
6.	billboard	2	07%
7.	web	16	57%
8.	e-mail	4	14%
9.	direct mail	3	10%
10.	special events	14	50%
11.	press releases	15	53%
12.	speaker's bureau	6	21%
13.	Radio	7	25%
14.	Group Classes	2	07%
15.	1 on 1 Counseling	3	10%
16.	Peer to Peer Education	0	

### **2. Approximately how many people each year inquire about the housing program's services?**

56,085

### **3. Approximately how many people each year are served by the housing program?**

32,799

### **4. Identify the most effective method that you have used to educate the public about the housing program's services.**

1.	newspaper	12	42%
2.	television	6	21%
3.	brochure	9	32%
4.	flyer	11	39%
5.	poster	1	03%
6.	billboard	1	03%
7.	web	11	39%
8.	e-mail	4	14%
9.	direct mail	3	10%
10.	special events	18	64%
11.	press releases	8	28%
12.	speaker's bureau	6	18%
13.	Radio	1	03%
14.	Group Classes	2	07%
15.	1 on 1 Counseling	1	03%
16.	Peer to Peer Education	0	

### **5. Which methods best help people to understand and access the housing program services?**

1.	newspaper	6	21%
2.	television	14	50%
3.	brochure	16	57%
4.	flyer	0	
5.	poster	0	
6.	billboard	0	

7.	web	0	
8.	e-mail	0	
9.	direct mail	0	
10.	special events	0	
11.	press releases	0	
12.	speaker's bureau	10	35%
13.	Radio	4	14%
14.	Group Classes	6	21%
15.	1 on 1 Counseling	12	42%
16.	Peer to Peer Education	4	14%

**6. In your experience or opinion, what is the best way to educate the public about the county's affordable housing programs?**

- Public Awareness campaign
- Web
- 311 Answer Center
- Phone
- Affordable housing developers
- Target clients accessing rental assistance and transitional housing
- Multilingual Newspapers
- Multilingual radio
- Presentations to community groups
- Radio
- Community newspapers
- Grassroots organizations
- Utilize existing planning initiatives (Children's Trust, Homeless Trust, Alliance for Human Services, OCED, etc.)
- Homebuyers classes
- Special events
- Community outreach
- Local housing fairs
- Community meetings and workshops
- NET Offices

**7. What strategies do you find most effective in reaching diverse populations (based on educational level, income level, language, etc.)?**

- Integrated Marketing Plan with research, focus groups, and evaluation
- Web
- 311 Answer Center
- Phone
- Street outreach
- Community based organizations
- Direct advertisement
- Radio
- Community newspapers
- Grassroots organizations
- Utilize existing planning initiatives (Children's Trust, Homeless Trust, Alliance for Human Services, OCED, etc.)
- Special events
- Homebuyers classes
- Special events
- Diverse group of housing professionals provide one-on-one counseling
- Town hall meetings

**8. What methods do you use to educate industry partners and other government agencies about your housing program?**

1.	newspaper	12	42%
2.	television	4	14%
3.	brochure	13	46%
4.	flyer	7	25%
5.	poster	0	%
6.	billboard	0	%
7.	web	4	14%
8.	e-mail	3	10%
9.	direct mail	6	21%
10.	special events	18	64%
11.	press releases	7	25%
12.	speaker's bureau	6	64%
13.	Radio	1	03%
14.	Group Classes	1	03%
15.	1 on 1 Counseling	1	03%
16.	Peer to Peer Education	1	03%

**9. Do you have any suggestions to streamline or cross promote the public information and education initiatives of county housing programs**

- One brochure with all Miami-Dade housing programs
- Comprehensive website for phone support and 311
- Media campaign with TV. and radio
- Target churches and other groups offering cash assistance
- Workshops for cities and CDCs.
- Presentations to community and interest groups
- Culture change to encourage collaborations.
- Professional marketing campaign
- Miami Dade TV program focused on housing
- Forum of industry partners, lenders and leaders to do promotions
- Community Outreach
- Housing Czar
- Multilingual advertising and media

**10. What other partners could/should assist to inform and educate the public about county housing services?**

- Private Developers
- Community based organizations
- Churches
- Social groups
- Rental hotels
- Schools
- Cities
- School Board
- Community development corporations
- County committees
- Banking industry
- Foundations
- Sports industry (i.e. Miami Heat)
- Lenders
- Civic groups
- Realtors
- Homebuyer counseling centers
- Local service providers
- Mortgage brokers

