



## TDHCA Outreach and Media Analysis, February 2026

A compilation of TDHCA media analysis designed to enhance the awareness of TDHCA programs and services among key stakeholder groups and the general public, and outreach activities, such as trainings and webinars. The following is an analysis of print, online and broadcast news, and social media reporting for the time period of February 1-28, 2026 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 61

Breakdown by Medium:<sup>1</sup>

- Print: 9 (Editorials/Columnists = 2)
- Broadcast: 23
- Trade, Government or Internet-Based Publications: 29

Figure 1 News Tone

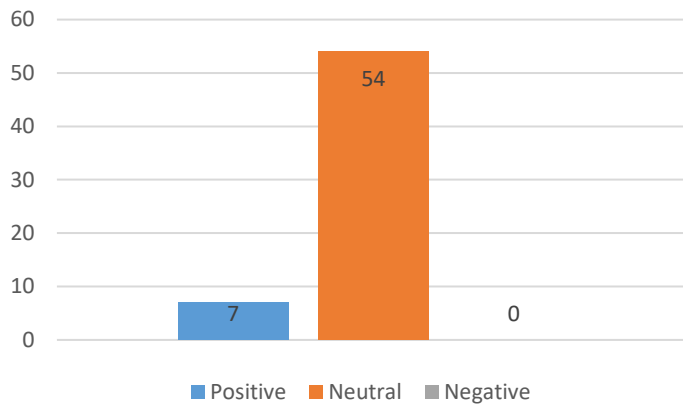
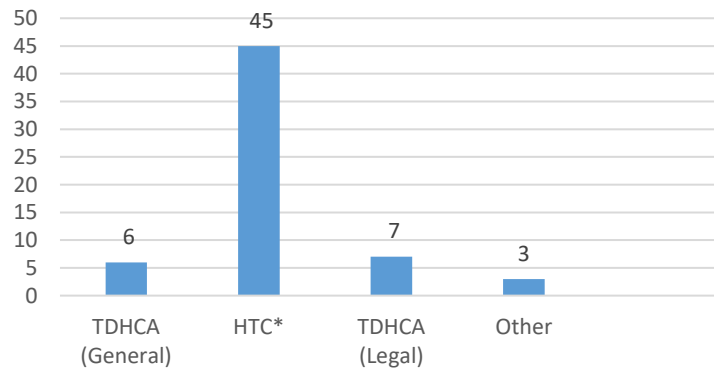
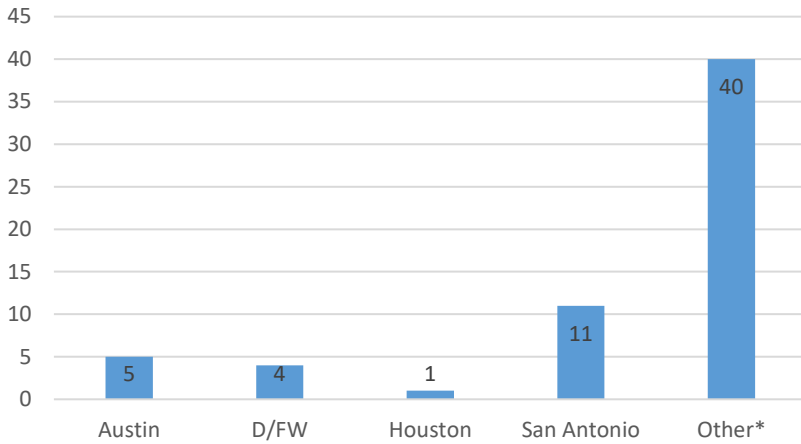


Figure 2 News Topic<sup>2</sup>



<sup>1</sup> Broadcast numbers may represent times in which TDHCA was referenced on a television or radio station's website, rather than in a broadcast segment. <sup>2</sup> News Topics: Programs include Housing Tax Credit..

Figure 3 Media Market



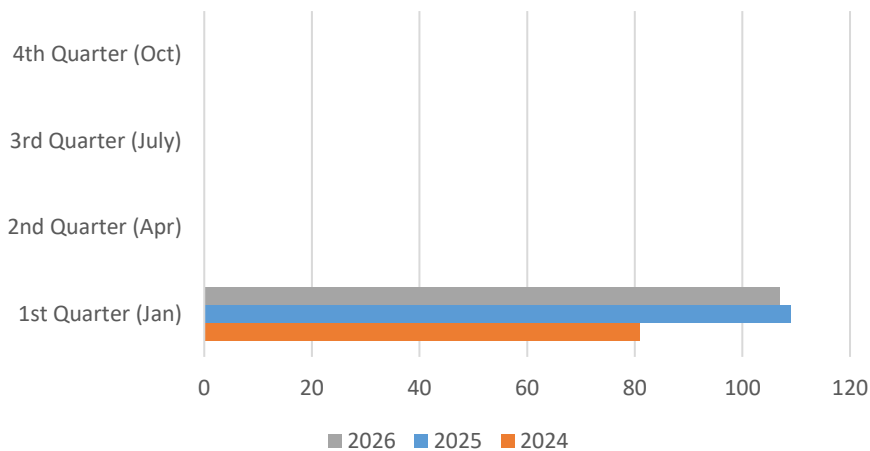
**Summary:**

Reporting on TDHCA activities by the news media totaled 61 references in February 2026. More than half of the news mentions stemmed from local city and county resolutions of support for upcoming tax credit applications (2026 9% HTC cycle) and grand openings. There were articles related to Governor Abbott’s appointment of a former board member to the Transportation Commission, and mentions of (TDHCA Legal) HUD’s proposed changes to disparate impact rules that included references to the TDHCA vs. ICP Supreme Court case.

News mentions during the month were on track, although slightly lower than February 2025 (68 total).


The following table illustrates the number of news mentions during each month or quarter of 2026 compared to 2025 and 2024. Through the second month of the first quarter of 2026 (January through March), total news mentions tracked closely with 2025 (107, 109 respectively), higher than 2024 (81 total).

TDHCA News Trends




**Social media:**

Through February 2026, TDHCA has 3,739 followers to its X account (level from January 2026), and 8,290 followers to its Facebook page (a slight uptick from January 2026). Top FB posts were related to HTC grand openings. TDHCA’s YouTube channel had 7,795 views in February. The following is a summary analysis of TDHCA’s efforts to inform stakeholders and the public on federal and state resources, initiatives, and programs.

					
Month/Yr	Posts	Clicks	Engagements	Shared posts	Reactions
January 2026	48	71	50 (includes Comments)	4	45
February 2026	52	141	62 (includes Comments)	6	34

\* Clicks = number of times an individual clicked on a link provided in a post; however, FB only tracks clicks for posts that reach a minimum engagement level of 30. Engagements = any action a person takes on our post including shares, comments and reactions.

					
Month/Yr	Posts	Clicks	Engagements	Retweets	Liked posts
January 2026	50	27	6	2	4
February 2026	52	0	23 (Includes Comments)	6	16

\* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post




























Month	Views	Watch time (hours)	Avg. view duration	Avg. % viewed	Unique viewers
January 2026	8,068	670.3	4:59	22.1%	6,011
February 2026	7,795	696.6	5:21	20%	5,686

**Understanding the YouTube Analytics**

- **Views:** number of times your videos were viewed
- **Watch Time:** total number of hours your videos were watched by viewers
- **Average View Duration:** total watch time of your video divided by the total number of video plays, including replays. This metric measures your video’s ability to engage viewers. The higher the view duration, the more engaging the videos.
- **Average Pct Viewed:** the percent of each video the average viewer watched. It measures your video’s ability to hold viewers’ attention for its entirety. YouTube generally rewards videos that can hold people’s attention with higher search and recommendation rankings.
- **Unique viewers:** the estimated number of individuals who watch your videos over a certain period of time. It helps determine the size of our audience.

## Top 25 videos for February 2026

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/>	<b>Total</b>	<b>7,795</b>	<b>696.6</b>	<b>5:21</b>	<b>20.0%</b>	<b>5,686</b>
<input type="checkbox"/>	 3:24 Help For Texans	3,544 45.5%	93.1 13.4%	1:34	46.4%	3,240 57.0%
<input type="checkbox"/>	 4:09 Reasonable Accommodations in Texas	1,282 16.5%	66.2 9.5%	3:05	74.7%	1,197 21.1%
<input type="checkbox"/>	 6:18 Assistance Animals in Texas	1,160 14.9%	81.9 11.8%	4:14	67.3%	1,102 19.4%
<input type="checkbox"/>	 0:52 Texas Homebuyer Program introduction	216 2.8%	2.4 0.4%	0:40	77.9%	200 3.5%
<input type="checkbox"/>	 1:53 First Time Homebuyers...Save Money on your Income T...	184 2.4%	4.7 0.7%	1:31	81.2%	165 2.9%
<input type="checkbox"/>	 6:04:10 Housing Tax Credit Training	92 1.2%	34.6 5.0%	22:34	6.2%	65 1.1%
<input type="checkbox"/>	 1:42:33 Fair Housing 101: An Overview of Fair Housing in Texa...	73 0.9%	17.1 2.5%	14:01	13.7%	51 0.9%
<input type="checkbox"/>	 5:12:47 2025 Income Determination Training	62 0.8%	26.7 3.8%	25:48	8.3%	46 0.8%
<input type="checkbox"/>	 50:22 Written Policies and Procedures in TDHCA Monitored ...	44 0.6%	2.8 0.4%	3:50	7.6%	25 0.4%
<input type="checkbox"/>	 2:46:29 Tax Exempt Bond Program (BOND) Training	39 0.5%	33.5 4.8%	51:31	31.0%	10 0.2%
<input type="checkbox"/>	 1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas	38 0.5%	5.4 0.8%	8:32	8.1%	25 0.4%
<input type="checkbox"/>	 1:00:52 2025 Reasonable Accommodations in TDHCA Multifa...	36 0.5%	5.5 0.8%	9:09	15.0%	31 0.6%
<input type="checkbox"/>	 1:32:18 Let's Talk About Forms	35 0.5%	16.9 2.4%	28:57	31.4%	30 0.5%
<input type="checkbox"/>	 1:19:00 2025 Emergency Solutions Grants (ESG) Implementati...	29 0.4%	5.9 0.9%	12:11	15.4%	20 0.4%
<input type="checkbox"/>	 5:43:58 Income Determination Training Webinar - Jan. 4, 2024	29 0.4%	77.1 11.1%	2:39:34	46.4%	10 0.2%
<input type="checkbox"/>	 1:27:47 Recordkeeping and Reporting Requirements	27 0.4%	8.6 1.2%	19:11	21.9%	25 0.4%
<input type="checkbox"/>	 1:47:05 Assets and the Changes from HOTMA	26 0.3%	9.5 1.4%	21:59	20.5%	25 0.4%
<input type="checkbox"/>	 1:23:56 IDT Lunch & Learn: Calculating Uncommon Assets	25 0.3%	4.9 0.7%	11:39	13.9%	18 0.3%
<input type="checkbox"/>	 1:37:27 Fair Housing Special Topics: Reasonable Accommodat...	24 0.3%	2.3 0.3%	5:39	5.8%	22 0.4%
<input type="checkbox"/>	 1:16:46 IDT Lunch & Learn: Calculating Real Property and Disp...	23 0.3%	5.9 0.8%	15:17	19.9%	19 0.3%
<input type="checkbox"/>	 2:49:57 Students: Eligibility and Income	22 0.3%	7.3 1.1%	19:59	11.8%	15 0.3%
<input type="checkbox"/>	 1:19:11 Monitoring Reviews: Beginning to End	22 0.3%	3.9 0.6%	10:44	13.6%	21 0.4%
<input type="checkbox"/>	 4:48:58 Income Determination Training	22 0.3%	7.8 1.1%	21:12	7.3%	17 0.3%
<input type="checkbox"/>	 7:07 Accessing Texas Department of Aging and Disability S...	21 0.3%	0.7 0.1%	1:52	26.4%	19 0.3%
<input type="checkbox"/>	 1:38:54 Office Hours - NSPIRE	21 0.3%	4.6 0.7%	13:16	13.4%	16 0.3%

### TDHCA Outreach February 2026

A compilation of outreach activities such as meetings, trainings and webinars.

<b>Department</b>	<b>Meeting Date</b>	<b>Meeting Title</b>	<b>Attendees (includes organizer)</b>
SF and Homeless Programs/Bootstrap	Feb. 4	Bootstrap Closing Training/County HFH, Smith County HFH, Smith County HFH, Golden Crescent HFH	15
SF and Homeless Programs/Bootstrap	Feb. 5	Bootstrap New Reservation Training/County HFH, Smith County HFH, Smith County HFH, Golden Crescent HFH	15
Compliance	Feb. 6	Office Hours and webinar on Recordkeeping and Reporting	173
Community Affairs/WAP	Feb. 11	Virtual Training Session/Travis	12
Compliance	Feb. 19	Multifamily Direct Loan training (virtual)	128
Compliance	Feb. 24	Public Hearing on 10 TAC Sections 10.612 and 10.628	31