



TDHCA Outreach and Media Analysis, October 2023

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 October 1-31, 2023 (news articles that specifically mentioned the Department, Texas Rent Relief Program, Texas Homeowner Assistance and/or Texas Utility Help).

Total number of articles referencing TDHCA, TRR, TXHAF, TUH: 15
Breakdown by Medium:¹

- Print: 5 (Editorials/Columnists = 0)
- Broadcast: 4
- Trade, Government or Internet-Based Publications: 6

Figure 1 News Tone

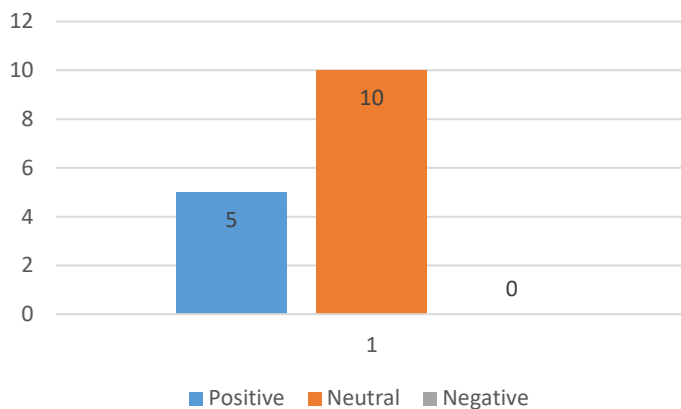
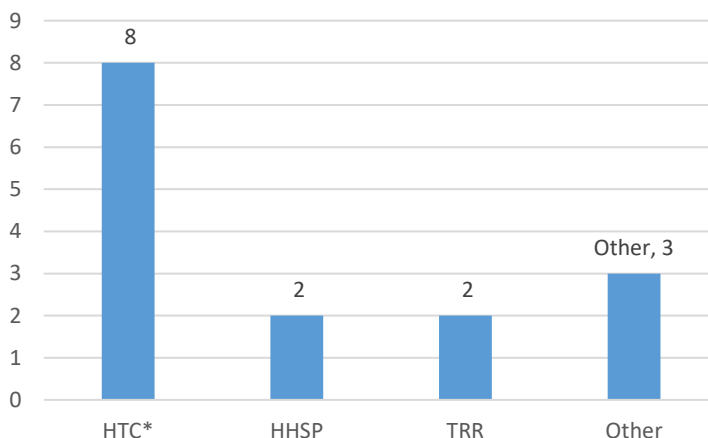
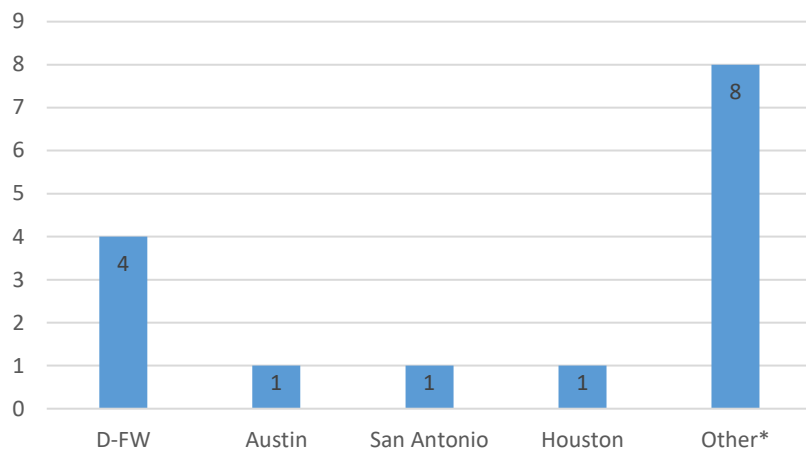


Figure 2 News Topic²



¹ Broadcast numbers may represent times in which TDHCA was referenced on a television or radio station's website, rather than in a broadcast segment. ² News Topics: Programs include Housing Tax Credit, Texas Utility Help, HOME-American Rescue Plan.

Figure 3 Media Market



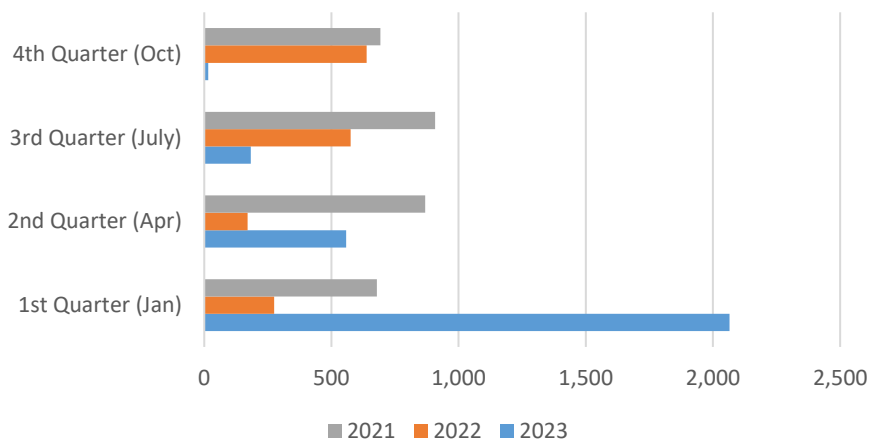
Summary:

Reporting on activities by the news media totaled 15 references in October 2023. TDHCA's Housing Tax Credit Programs dominated the news cycle.

For comparison purposes, news mentions during the month were significantly lower than October 2022 (346 total). The Texas Homeowner Assistance Fund dominated news topic during the same 2022 timeframe.


The following table illustrates the number of news mentions during each month or quarter of 2023 compared to 2022 and 2021. Total news mentions for the start of the fourth quarter 2023 (October-December) equaled 15, compared to the number of mentions in 2021 (907 total) and 2022 (576 total).

TDHCA News Trends




Social media:

Through October 2023, TDHCA has more than 3,500 followers to its X (formerly known as Twitter) page and 7,284 fans to its Facebook channel. TDHCA's YouTube channel had 5,119 views in October. 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 2023	42	30	33	6	23
February 2023	59	0	41	6	29
March 2023	58	1	303	115	132
April 2023	65	7	50	9	31
May 2023	78	0	100	22	61
June 2023	68	7	40	11	23
July 2023	95	0	40	6	26
August 2023	14	0	37	12	18
Sept. 2023	25	18	16	1	15
October 2023	10	0	38	2	19

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

					
Month/Yr	Tweets	Clicks	Engagements	Retweets	Liked posts
January 2023	42	149	12	2	10
February 2023	58	27	25	5	19
March 2023	56	9	92	36	29
April 2023	58	21	15	2	12
May 2023	74	0	6	4	2
June 2023	66	45	11	1	9
July 2023	98	0	14	2	10
August 2023	14	0	10	6	4
Sept. 2023	75	14	30	2	27
October 2023	61	0	6	1	3


















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

























Month	Views	Watch time (hours)	Avg. view duration	Impressions	Impressions click-through rate
January 2023	5,534	368.7	3:59	18,176	3.1%
February 2023	4,095	252.5	3:41	10,683	3.7%
March 2023	16,810	431.0	1:32	33,682	5.5%

April 2023	4,863	296.9	3:39	16,030	3.3%
May 2023	4,688	275.9	3:31	13,702	3.2%
June 2023	4,709	213.0	2:42	12,881	2.9%
July 2023	5,099	211.0	2:28	11,048	3.4%
August 2023	5,380	289.1	3:13	14,857	3.1%
Sept. 2023	5,326	321.7	3:34	10,547	3.8%
October 2023	5,119	393.1	4:35	10,175	3.9%

Top 50 videos for October 2023

Content		Views ↓	Watch time (hours)	Impressions	Impressions click-through rate
<input type="checkbox"/> Total		5,107	391.3	10,175	3.9%
<input type="checkbox"/>  3:24 Help For Texans tutorial		2,674 52.4%	80.2 20.5%	197	4.1%
<input type="checkbox"/>  1:21 How to apply: Texas Homeowners Assistance Fund		452 8.9%	6.3 1.6%	476	6.9%
<input type="checkbox"/>  0:52 Texas Homebuyer Program introduction		441 8.6%	5.6 1.4%	84	3.6%
<input type="checkbox"/>  2:39:44 HOTMA Training - Sept. 8, 2023		248 4.9%	91.2 23.3%	1,213	6.9%
<input type="checkbox"/>  2:38:56 Updated HOTMA Training - Oct. 13, 2023		181 3.5%	57.4 14.7%	994	4.3%
<input type="checkbox"/>  3:49 Help for Texans in Spanish		128 2.5%	4.0 1.0%	23	4.4%
<input type="checkbox"/>  0:45 TXHAF Legal Counseling		116 2.3%	0.8 0.2%	0	—
<input type="checkbox"/>  0:50 TXHAF Housing Counseling		113 2.2%	0.8 0.2%	4	0%
<input type="checkbox"/>  1:04:27 Frequently Asked Questions about Utility Allowances		68 1.3%	3.5 0.9%	89	3.4%
<input type="checkbox"/>  5:46:45 Virtual Income Determination Training		66 1.3%	45.4 11.6%	198	6.1%
<input type="checkbox"/>  21:39 Improving your CEAP Process		55 1.1%	5.2 1.3%	293	2.4%
<input type="checkbox"/>  1:39:07 Utility Allowance Training - July 6, 2023		37 0.7%	6.6 1.7%	531	2.1%
<input type="checkbox"/>  0:58 Texas Rent Relief Program Completing Application Tut...		35 0.7%	0.4 0.1%	267	1.9%
<input type="checkbox"/>  1:09:59 CMTS Training and FAQs		28 0.6%	3.4 0.9%	241	1.7%
<input type="checkbox"/>  7:07 Accessing Texas Department of Aging and Disability S...		28 0.6%	1.9 0.5%	159	12.0%
<input type="checkbox"/>  5:18:57 TDHCA Training: Section 811 Project Rental Assistanc...		26 0.5%	9.3 2.4%	316	4.4%

<input type="checkbox"/>		First Time Homebuyers...Save Money on your Income T...	24	0.5%	0.6	0.2%	43	4.7%
<input type="checkbox"/>		Fair Housing Special Topics: How to Create an Affirmat...	23	0.5%	5.6	1.4%	162	3.1%
<input type="checkbox"/>		Average Income Webinar - Sept. 2, 2020	23	0.5%	11.1	2.8%	65	3.1%
<input type="checkbox"/>		Fair Housing 101: The Basics of Fair Housing in Texas	22	0.4%	5.4	1.4%	76	9.2%
<input type="checkbox"/>		Utility Allowance Training - May 5, 2021	22	0.4%	0.5	0.1%	44	2.3%
<input type="checkbox"/>		TDHCA's Multifamily Direct Loan Training - Sept. 24, 20...	20	0.4%	7.9	2.0%	68	4.4%
<input type="checkbox"/>		HOME-ARP Overview Webinar	19	0.4%	1.7	0.4%	93	6.5%
<input type="checkbox"/>		Utility Allowance Training - Jan. 24, 2023	18	0.4%	3.6	0.9%	329	3.0%
<input type="checkbox"/>		HOME-ARP Referral Methods, Preferences and Qualifie...	12	0.2%	0.6	0.1%	159	0.6%
<input type="checkbox"/>		20 IncomeDeterminationTraining	11	0.2%	0.2	0.1%	51	2.0%
<input type="checkbox"/>		Supportive Services Training - 02.10.2023	10	0.2%	1.8	0.5%	193	1.0%
<input type="checkbox"/>		Monitoring Reviews: Beginning to End	10	0.2%	2.7	0.7%	39	5.1%
<input type="checkbox"/>		Texas Rent Relief Program Landlord Application Tutorial	8	0.2%	0.1	0.0%	75	5.3%
<input type="checkbox"/>		Fair Housing Special Topics: Limited English Proficienc...	8	0.2%	1.9	0.5%	39	12.8%
<input type="checkbox"/>		TDHCA HAF Subrecipient Training One 1	8	0.2%	0.4	0.1%	40	5.0%
<input type="checkbox"/>		Entrance Interview Questionnaire	7	0.1%	0.9	0.2%	43	9.3%
<input type="checkbox"/>		ERA2 Housing Stability Services Contract Implementat...	7	0.1%	2.5	0.6%	67	1.5%
<input type="checkbox"/>		TDHCA Utility Allowance Roundtable - Oct. 13, 2020	7	0.1%	0.1	0.0%	64	1.6%
<input type="checkbox"/>		Introducción al Programa de Compradores de Vivienda...	7	0.1%	0.1	0.0%	27	7.4%
<input type="checkbox"/>		Fair Housing Special Topics: The Violence Against Wo...	7	0.1%	1.6	0.4%	71	5.6%
<input type="checkbox"/>		Section 811 Roundtable - Aug. 9, 2023	7	0.1%	2.5	0.7%	200	2.0%
<input type="checkbox"/>		Affirmative Marketing and the HOME ARP Program	6	0.1%	1.2	0.3%	102	4.9%
<input type="checkbox"/>		Fair Housing Special Topics: Reasonable Accommodat...	6	0.1%	5.4	1.4%	123	3.3%
<input type="checkbox"/>		Housing Stability Services Contract Implementation W...	6	0.1%	0.1	0.0%	38	10.5%
<input type="checkbox"/>		Overview of Updates to Compliance, Affirmative Marke...	6	0.1%	0.3	0.1%	55	5.5%

<input type="checkbox"/>	 55:36	HOME-ARP Rental Application – New Applicants Webi...	5	0.1%	1.7	0.4%	69	4.4%
<input type="checkbox"/>	 50:33	TXHAF Subrecipient Closeout_2023-06-20	5	0.1%	0.2	0.1%	128	0.8%
<input type="checkbox"/>	 14:42	Texas Utility Help Vendor Webinar	5	0.1%	0.2	0.0%	87	4.6%
<input type="checkbox"/>	 1:14:39	Housing Tax Credit Properties After the Compliance Pe...	4	0.1%	0.8	0.2%	50	4.0%
<input type="checkbox"/>	 1:31:22	Fair Housing Special Topics: Assistance Animals, Servi...	4	0.1%	1.6	0.4%	42	4.8%
<input type="checkbox"/>	 33:09	Community Partner Onboarding: Program Overview	4	0.1%	0.2	0.0%	99	1.0%
<input type="checkbox"/>	 49:06	Compliance Monitoring & Tracking System (CMTS) Tra...	4	0.1%	0.2	0.0%	63	3.2%
<input type="checkbox"/>	 1:25:31	Virtual Roundtable - TDHCA's Enforcement Rule	4	0.1%	0.0	0.0%	68	4.4%

TDHCA Outreach October 2023

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Community Affairs/WAP	Oct. 3	Onsite Training Session/TCHHS	10
Community Affairs/WAP	Oct. 4	Onsite Training Session/TCHHS	10
TX HAF	Oct. 4	TXHAF Forum	46
Compliance	Oct. 5	In-Person Income Determination training	23
Housing Stability Services	Oct. 9	HSS Office Hours	5
Compliance	Oct. 10	Virtual Income Determination training	135
Community Affairs/WAP	Oct. 11	Virtual Training Session/TCHHS	8
Compliance	Oct. 13	HOTMA training	345
Community Affairs/WAP	Oct. 13	Virtual Training Session/SPCAA	5
Community Affairs/CEAP	Oct. 17	Virtual Training Session/GESC	4
Community Affairs/CSBG	Oct. 17	Onsite Training/WTO	4
Community Affairs/CSBG	Oct. 18	Onsite Training/Lubbock	6
Community Affairs/WAP	Oct. 18	Virtual Training Session/TCHHS	8

Community Affairs/CSBG	Oct. 19	Onsite Training/GESC	15
Community Affairs/WAP	Oct. 19	Virtual Training Session/TCHHS	8
Community Affairs/CEAP	Oct. 19	Virtual Meeting on Referral Process/CCA & CAICT	8
Community Affairs/CSBG	Oct. 20	Onsite Training/GESC	5
Community Affairs/WAP	Oct. 23	Virtual Training Session/EPCAP	5
Community Affairs/WAP	Oct. 24	Virtual Training Session/CVCAA	4
Community Affairs/WAP	Oct. 24	Virtual Training Session/CACVT	4
Community Affairs/CSBG	Oct. 24	Onsite Training/GESC	4
Compliance	Oct. 25	Multifamily Direct Loan (MFDL) training	43
Community Affairs/WAP	Oct. 25	Virtual Meeting on Cost Allocation/TCHHS	7
Community Affairs/WAP	Oct. 25	Virtual Training Session/HCCAA	4
Community Affairs/WAP	Oct. 25	Virtual Training Session/WTO	3
Community Affairs/WAP	Oct. 25	Virtual Training Session/NCCAA	5
Single Family and Homeless Programs/HRA/HANC	Oct. 26	TDHCA w/Cornerstone CAA	2
Community Affairs/CEAP	Oct. 26	Virtual Meeting on CEAP Processes/GETCAP	4
Community Affairs/WAP	Oct. 26	Virtual Training Session/AACOG	6
Community Affairs/WAP	Oct. 27	Virtual Training Session/TCHHS	8
Single Family and Homeless Programs/TBRA	Oct. 30	Training - TDHCA w/The Chosen Ones Outreach	13
Community Affairs/WAP	Oct. 31	Virtual Training Session/CCSCT	3