



TDHCA Outreach and Media Analysis, August 2024

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 August 1-31, 2024 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 48

Breakdown by Medium:¹

- Print: 7 (Editorials/Columnists = 0)
- Broadcast: 17
- Trade, Government or Internet-Based Publications: 24

Figure 1 News Tone

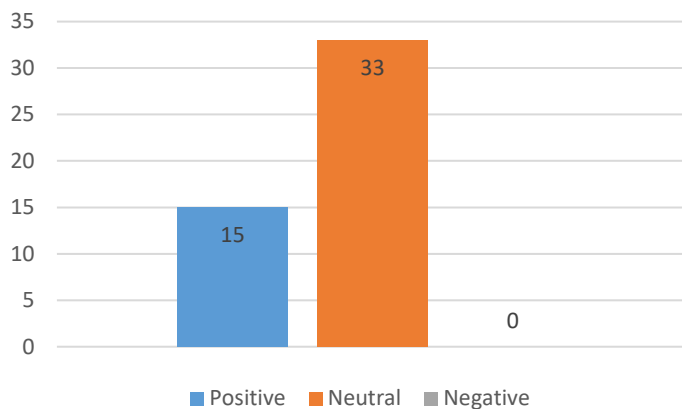
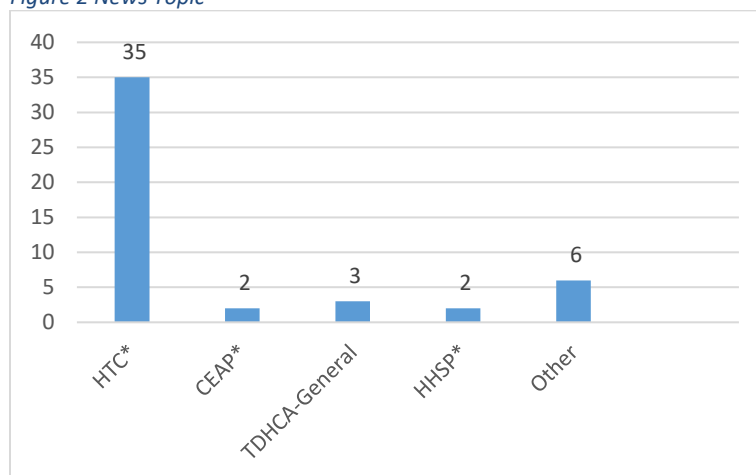
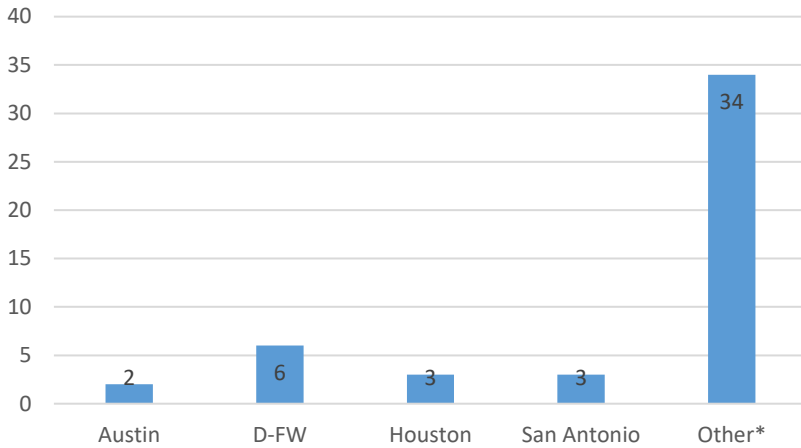


Figure 2 News Topic²



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, Comprehensive Energy Assistance Program, Homeless Housing and Services Program.

Figure 3 Media Market



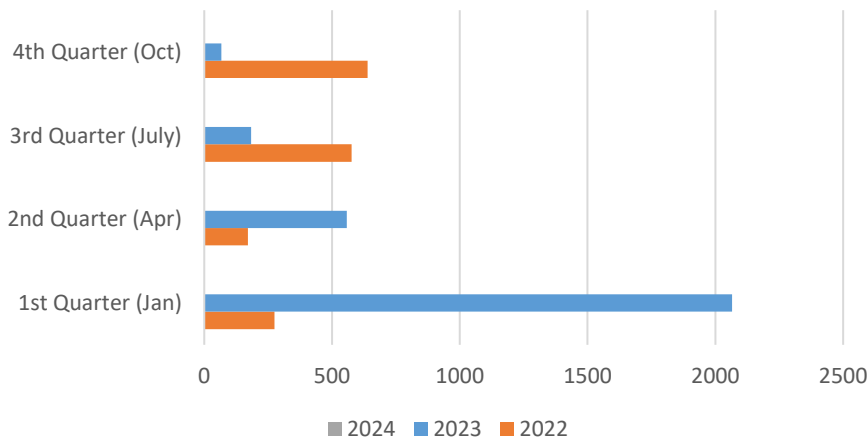
Summary:

Reporting on TDHCA activities by the news media totaled 48 references in August 2024. References related to development projects around the state that were financed using TDHCA’s Housing Tax Credit Programs dominated the news cycle.

News mentions during the month were slightly lower than August 2023 (60 total). The Texas Utility Help Program dominated the news cycle last year as warmer temperatures caused higher utility costs for Texas households.


The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. Through the beginning of the third quarter of 2024 (July-September), total news mentions are tracking lower (286 total) compared to the number of mentions during the same timeframe of 2023 (2,715 total) and 2022 (921 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications the previous two years.

TDHCA News Trends




Social media:

Through August 2024, TDHCA has more than 3,600 followers to its X (formerly known as Twitter) account and 7,617 fans to its Facebook page. TDHCA’s YouTube channel had 7,395 views in August. 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 2024	13	19	27	3	20
February 2024	50	0	29	3	23
March 2024	51	7	14	3	11
April 2024	67	8	5	2	75
May 2024	48	14	Approx. 136	43	93
June 2024	66	0	Approx. 109	12	97
July 2024	112	0 (no longer supported)*	Approx. 347	137	191
August 2024	16	0 (no longer supported)*	Approx. 32	4	23

* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post including shares, comments and reactions.

					
Month/Yr	Tweets	Clicks	Engagements	Retweets	Liked posts
January 2024	15	8	14	5	7
February 2024	52	12	15	2	10
March 2024	52	3	14	1	9
April 2024	67	1	14	2	11
May 2024	49	16	18	5	12
June 2024	63	0	58	57	1
July 2024	114	3	48	9	32
August 2024	17	0	7	0	3

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

 **YouTube**
















Month	Views	Watch time (hours)	Avg. view duration	Avg. % viewed	Unique viewers
January 2024	9,988	909.4	5:27	14.9%	8,076
February 2024	7,234	572.3	4:44	14.8%	5,849
March 2024	6,733	490.1	4:22	13.4%	5,598
April 2024	6,058	500.4	4:57	16.0%	5,047











May 2024	5,720	440.5	4:37	14.1%	4,700
June 2024	5,426	439.5	4:51	15.1%	4,415
July 2024	5,754	470.1	4:54	16.3%	4,798
August 2024	7,395	664.9	5:23	17.4%	6,095

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 August 2024

Content	Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
<input type="checkbox"/> Total	7,395	664.9	5:23	17.4%	6,095
<input type="checkbox"/>  Help for Texans (English)	4,692 63.5%	125.9 18.9%	1:36	47.4%	4,338 71.2%
<input type="checkbox"/>  Texas Homebuyer Program introduction	741 10.0%	9.2 1.4%	0:44	86.3%	701 11.5%
<input type="checkbox"/>  Income Determination Training Webinar - Jan. 4, 2024	142 1.9%	72.3 10.9%	30:32	8.9%	93 1.5%
<input type="checkbox"/>  How to apply: Texas Homeowners Assistance Fund	141 1.9%	1.8 0.3%	0:44	55.3%	121 2.0%
<input type="checkbox"/>  Assets and the Changes from HOTMA	108 1.5%	38.6 5.8%	21:26	20.0%	88 1.4%
<input type="checkbox"/>  Students: Eligibility and Income	78 1.1%	18.8 2.8%	14:27	8.5%	59 1.0%
<input type="checkbox"/>  Utility Allowance Webinar/Office Hours	63 0.9%	18.3 2.8%	17:27	16.6%	45 0.7%
<input type="checkbox"/>  Updated HOTMA Training - Oct. 13, 2023	60 0.8%	29.1 4.4%	29:03	18.3%	46 0.8%
<input type="checkbox"/>  Frequently Asked Questions about Utility Allowances	58 0.8%	5.4 0.8%	5:34	8.6%	56 0.9%
<input type="checkbox"/>  2024 Emergency Solutions Grants (ESG) Application S...	58 0.8%	3.5 0.5%	3:40	5.5%	45 0.7%
<input type="checkbox"/>  Fair Housing Special Topics: How to Create an Affirmat...	51 0.7%	6.8 1.0%	7:58	11.1%	33 0.5%
<input type="checkbox"/>  Multifamily Income Determination Training	47 0.6%	47.2 7.1%	1:00:12	17.1%	22 0.4%
<input type="checkbox"/>  Multifamily Compliance: Online Reporting, USR and AO...	46 0.6%	11.7 1.8%	15:19	12.9%	34 0.6%
<input type="checkbox"/>  Reasonable Accommodations and Accessibility – Fair ...	42 0.6%	4.2 0.6%	5:58	5.8%	39 0.6%
<input type="checkbox"/>  Utility Allowance Training - July 6, 2023	42 0.6%	4.5 0.7%	6:29	6.5%	38 0.6%

<input type="checkbox"/>	 3:06 Fair Housing in Texas	41 0.6%	1.1 0.2%	1:32	49.9%	41 0.7%
<input type="checkbox"/>	 3:49 Help for Texans in Spanish	40 0.5%	1.1 0.2%	1:42	45.0%	38 0.6%
<input type="checkbox"/>	 2:39:44 HOTMA Training - Sept. 8, 2023	39 0.5%	25.3 3.8%	38:59	24.4%	25 0.4%
<input type="checkbox"/>	 1:25:24 Adjusted Income Webinar - Jan. 12, 2024	38 0.5%	30.7 4.6%	48:24	56.7%	19 0.3%
<input type="checkbox"/>	 6:18 Assistance Animals in Texas	37 0.5%	1.3 0.2%	2:04	32.9%	35 0.6%
<input type="checkbox"/>	 3:21:23 811 PRA Leasing Activities Training	32 0.4%	18.9 2.8%	35:24	17.6%	22 0.4%
<input type="checkbox"/>	 1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas	32 0.4%	3.1 0.5%	5:52	5.6%	28 0.5%
<input type="checkbox"/>	 3:07 Fair Housing in Texas	31 0.4%	0.6 0.1%	1:09	37.0%	25 0.4%
<input type="checkbox"/>	 1:01:15 Compliance Roundtable - May 17, 2024	31 0.4%	6.4 1.0%	12:18	20.1%	25 0.4%
<input type="checkbox"/>	 5:18:57 TDHCA Training: Section 811 Project Rental Assistanc...	29 0.4%	4.3 0.7%	8:55	2.8%	26 0.4%

TDHCA Outreach August 2024

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	Aug. 1	Virtual Income Determination Training	149
TX Homeownership Program	Aug. 7	Lender Lunch and Learn	183
TX Homeownership Program	Aug. 8	DPA Specialist Designation Training	47
Compliance	Aug. 9	Office Hours- Utility Allowances	122
Community Affairs/CEAP	Aug. 13	Virtual Training Session/4 subs	15
SF and Homeless Programs	Aug. 14	HRA+HANC Program training/Tracy Andrus Foundation	11
SF and Homeless Programs	Aug. 15	HRA+HANC Program training/Tracy Andrus Foundation	11
SF and Homeless Programs	Aug. 19	HOME Program Construction Costs Roundtable	38
Community Affairs/WAP	Aug. 19	Energy OutWest Conference	50

Compliance	Aug. 20	NCSHA conference/ panelists Cara Pollei and Manuel Pena	135/144
Community Affairs/CSBG	Aug. 20	Virtual Training Session/4 subs	15
Community Affairs/WAP	Aug 20	Energy OutWest Conference	50
Community Affairs/WAP	Aug. 21	Energy OutWest Conference	50
Community Affairs/WAP	Aug. 22	Energy OutWest Conference	50
Compliance	Aug. 29	Income Determination with TAA	38