



Housing Authority
— of the —
City of Alameda

Customer Satisfaction Survey

2022-23 PRESENTATION

AT A GLANCE

The Annual Survey

- Survey conducted since 1993
- Standardized format for the last 11 surveys
- Categories: Tenants, Landlords, and Program Participants
- Randomized Sample Sizes:
 - 100% of all Tenants
 - 33% of all Landlords
 - 33% of all Program Participants
- Customized survey for each category



SURVEY DIMENSIONS

THREE DIFFERENT QUESTIONNAIRES

Landlords Only

- Rent Café portal question

Tenants Only

- 5 property feedback questions

Program Participants and Tenants

- 3 health crisis questions

All Surveys

- 6 customer service questions
- 5 technology usage questions
- Prompt for additional comments

- Tenant version: 19 questions, IT comment prompt and general comment prompt.
- Landlord version: 12 questions, IT comment prompt and general comment prompt.
- Program Participant version: 14 questions, IT comment prompt and general comment prompt.

Changes since last Survey

- AHA launched new website in September 2022
- AHA switched property management companies from John Stewart Company to FPI Management
- AHA opened Rosefield Village in Summer 2022
- AHA increased direct contact between staff and tenants as COVID restrictions ended
- AHA increased property site based social services and programming for families and seniors

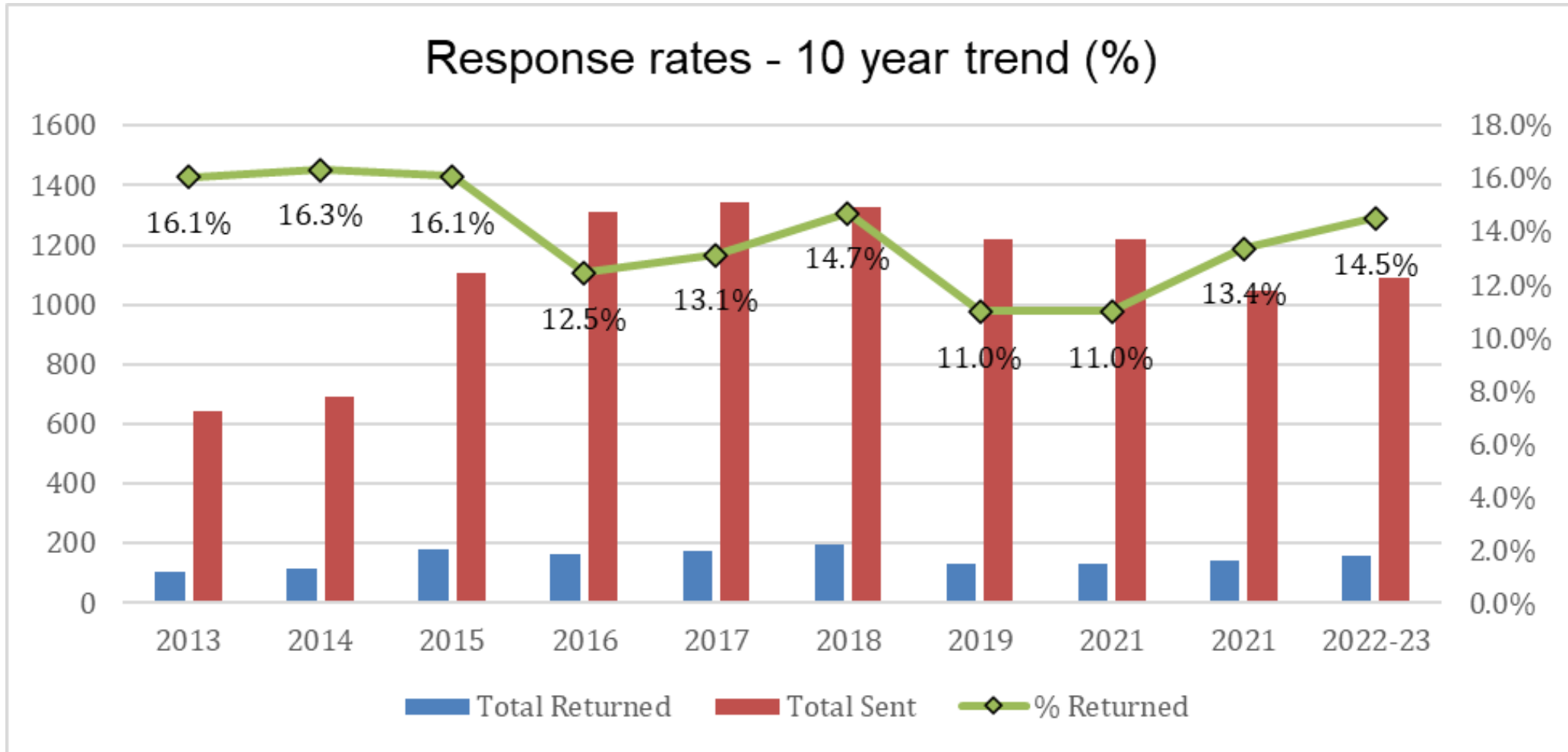


2022-2023 Survey Results

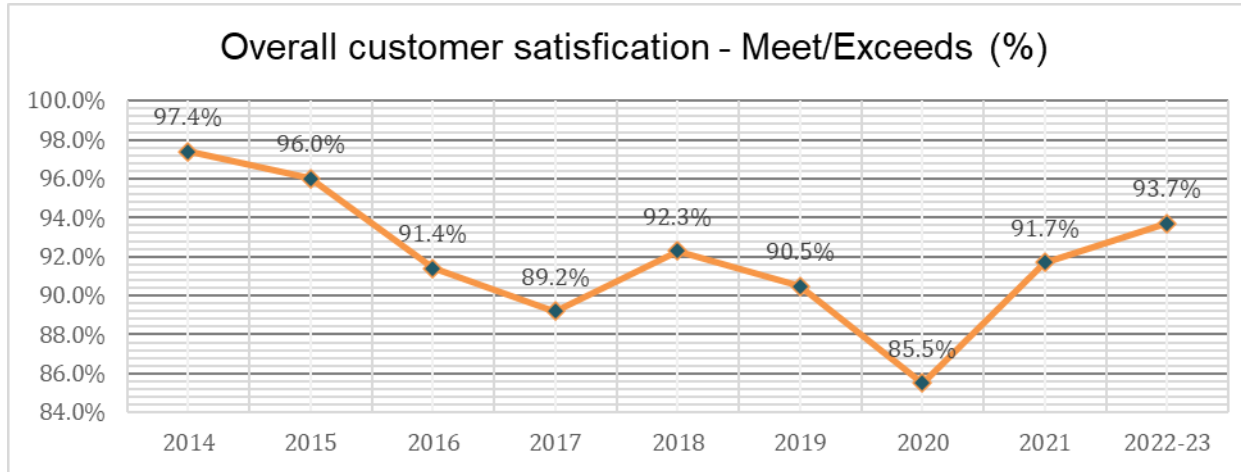
This survey reflects the special circumstances, both internal and external, that significantly impacted AHA:

- New property management partner, FPI Management
- Effective adaptation to COVID by AHA staff, partners, landlords, participants, and tenants
- Utilization of technology by specific survey groups
- Measuring food insecurity and access to food resources

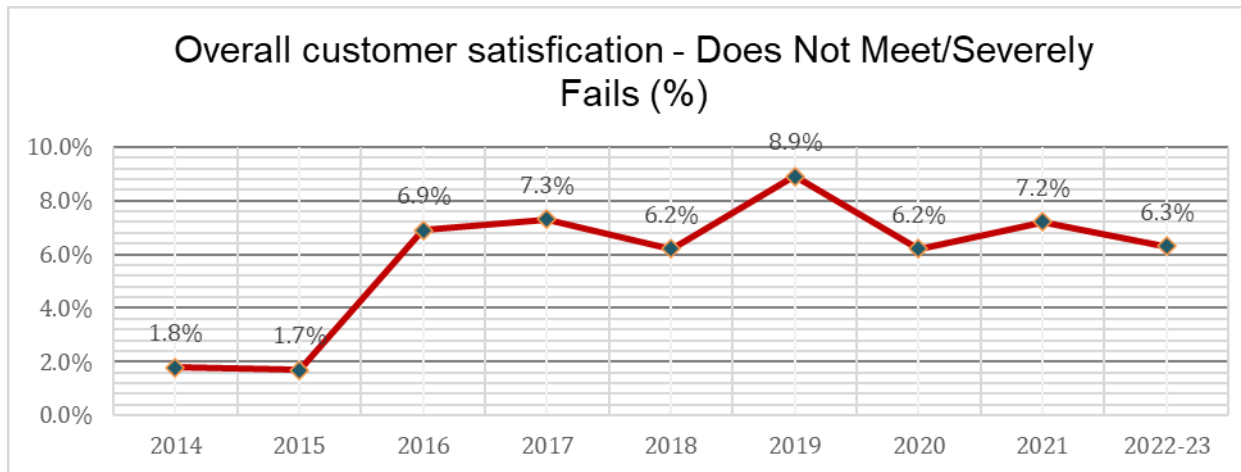
Survey Response Rates



Overall Customer Satisfaction



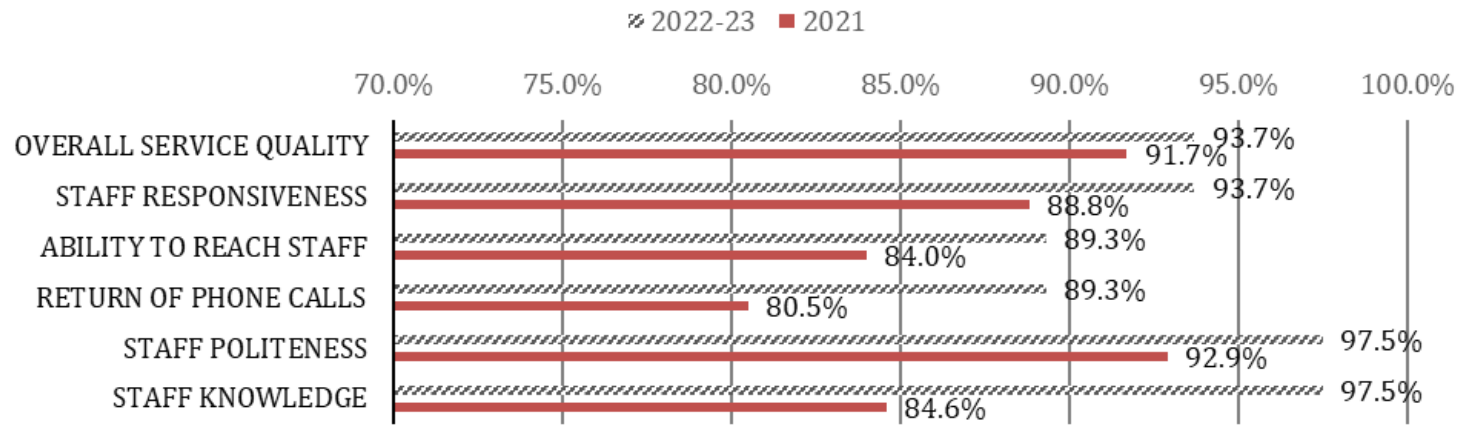
- 2% Increase in "Meet/Exceeds" responses year-to-year, to 93.7%



- .9% Decrease in "Does Not Meet/Severely Fails" responses year-to-year, to 6.3%

Customer Service Dimensions

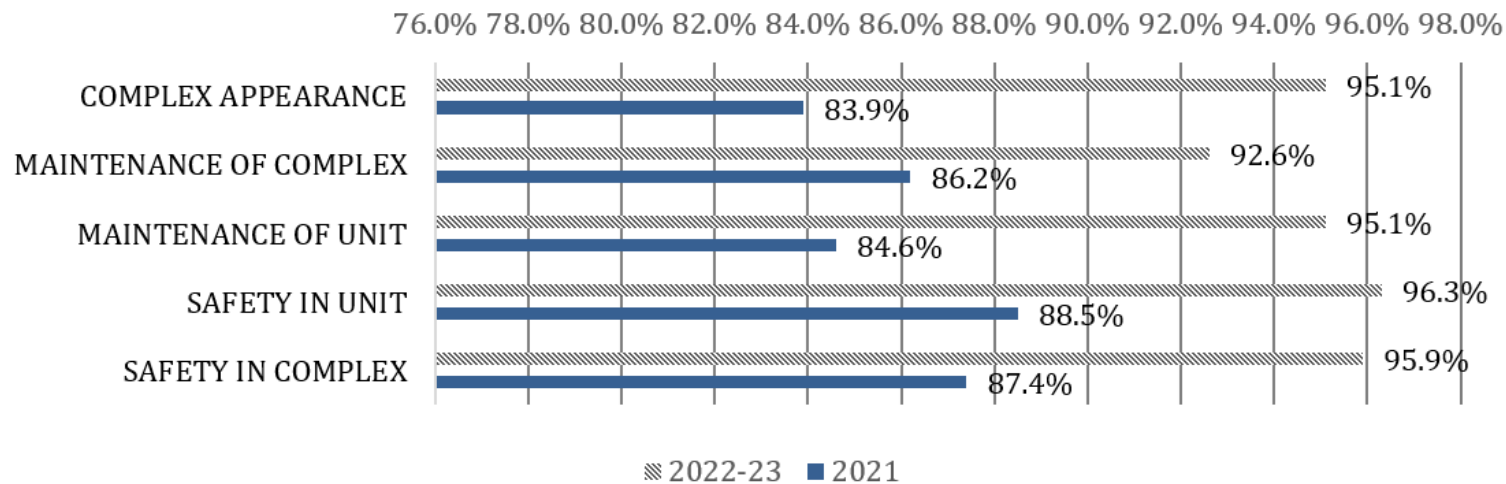
Overall customer service - year to year comparison - Meets and Exceeds Responses (%)



- 4.6% Increase in "Meet/Exceeds" on staff politeness ratings year-to-year
- 12.9% Increase in "Meet/Exceeds" on staff knowledge ratings year-to-year

Property Management Dimensions

Feedback from tenants - year to year comparison
Meets and Exceeds Responses (%)

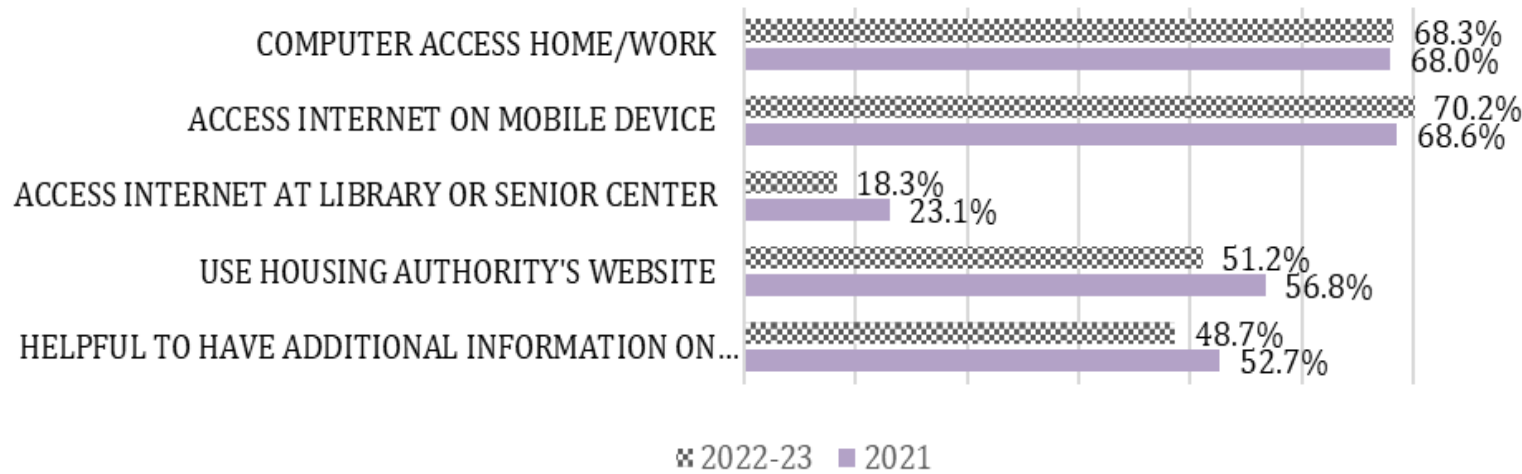


- 11.2% Increase in "Meet/Exceeds" on complex appearance ratings year-to-year
- 10.5% Increase in "Meet/Exceeds" on maintenance of unit ratings year-to-year

Technology Usage

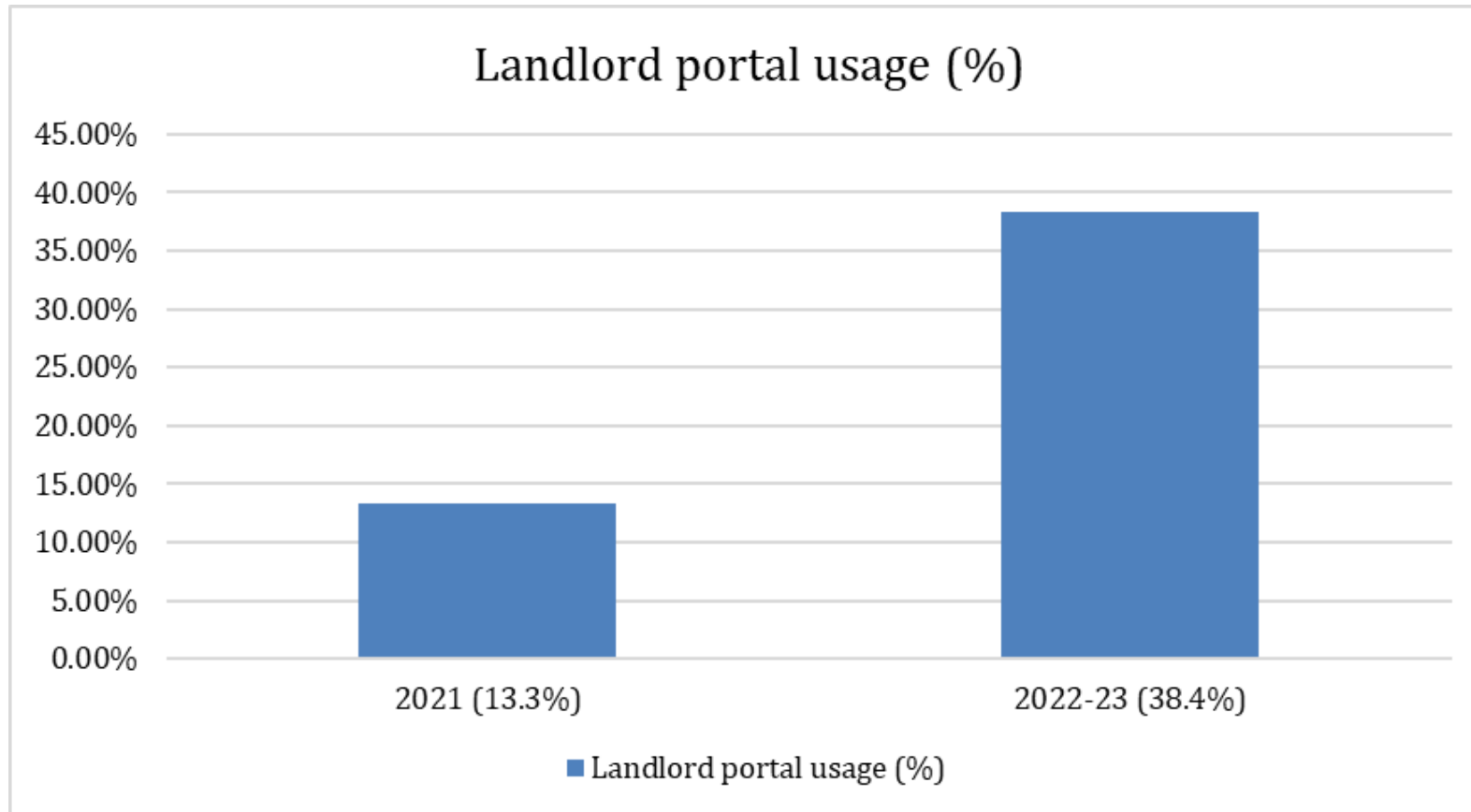
Technology access - year to year comparison

10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0%



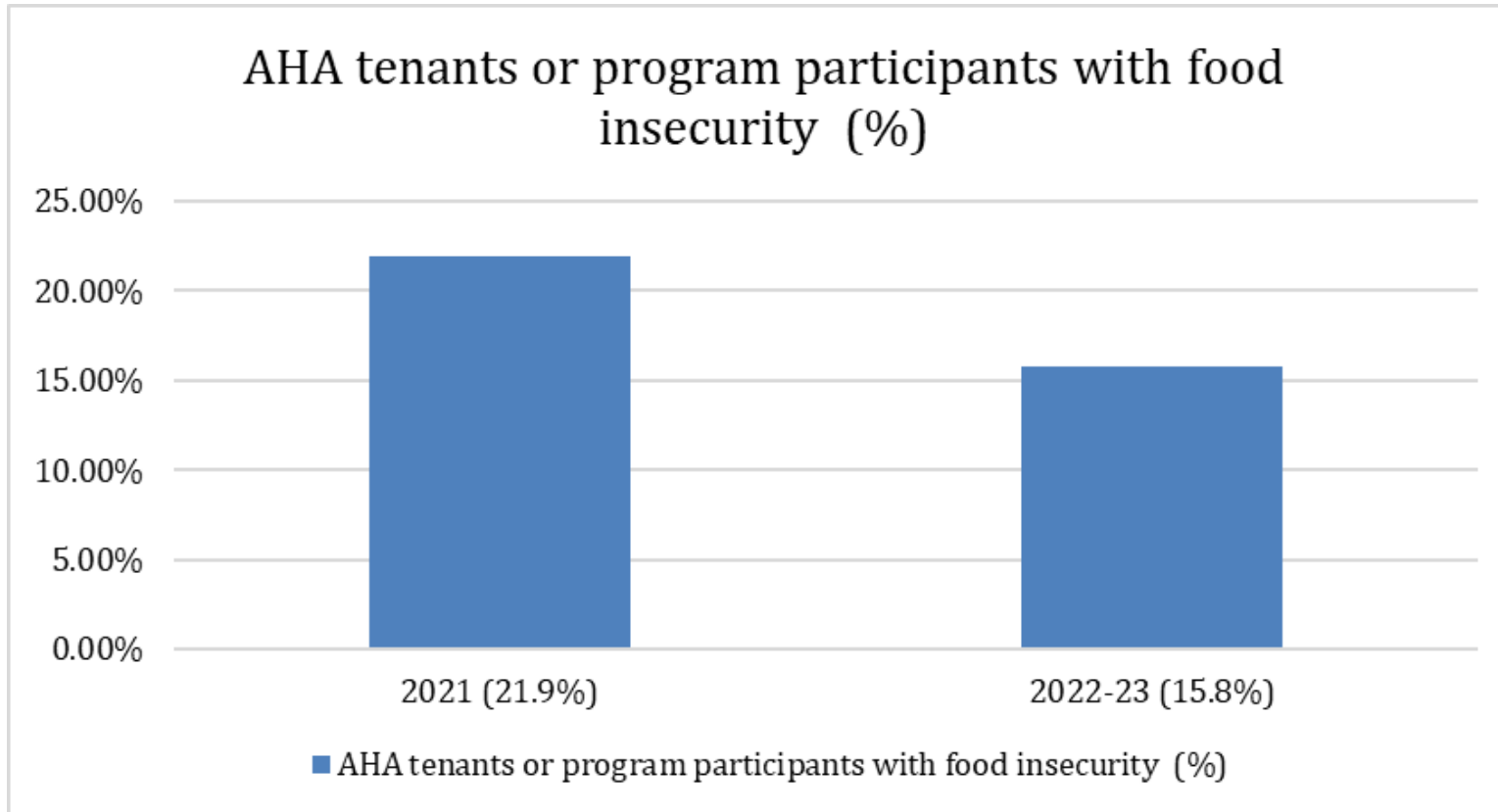
- 5.6% decrease in need to see more info on AHA website year-to-year. Due to AHA launching new robust website in 2022
- Technology usage stays consistent among previous year

Landlord Portal Usage



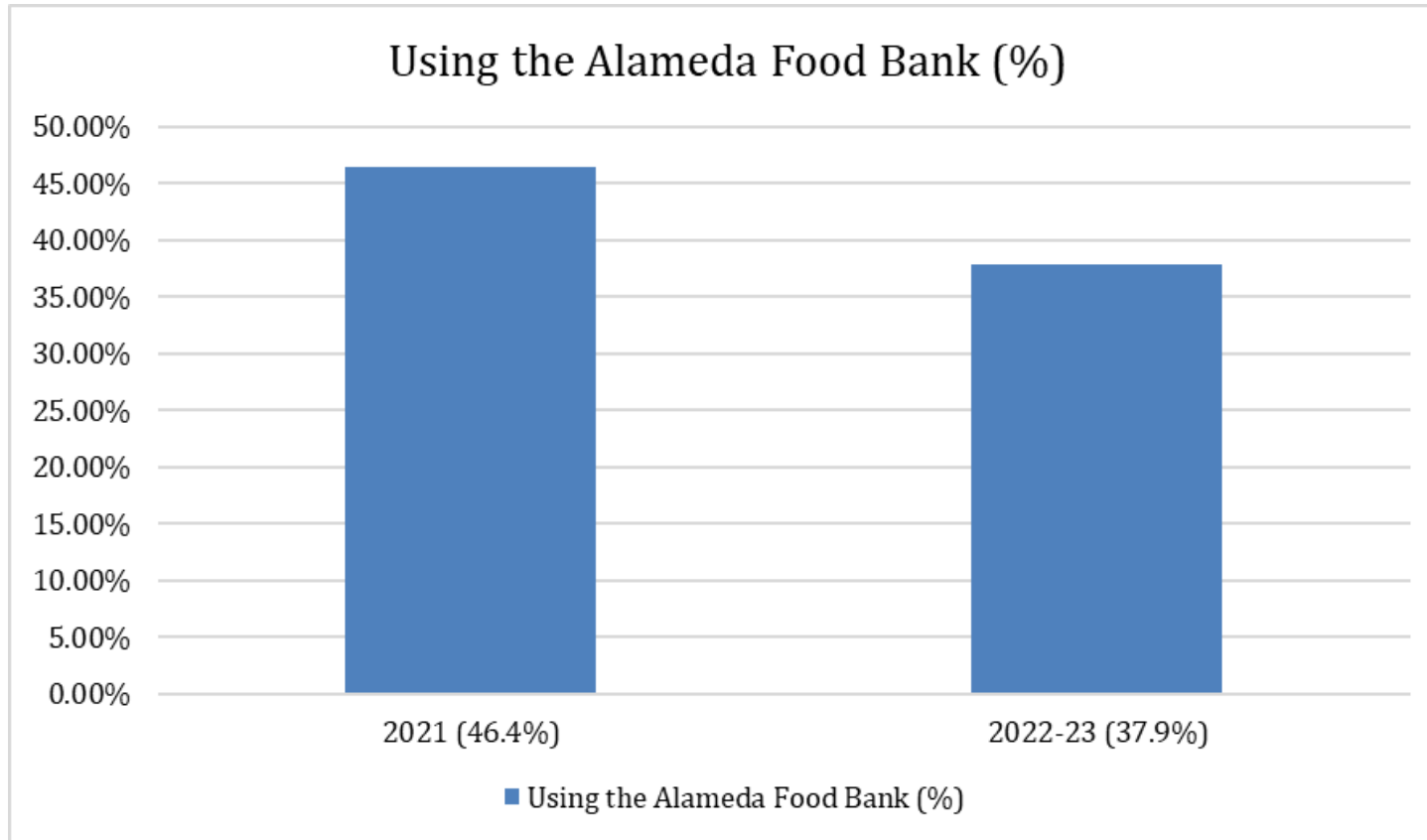
- 25.1% increase in landlord portal usage year-to-year

Food Insecurity



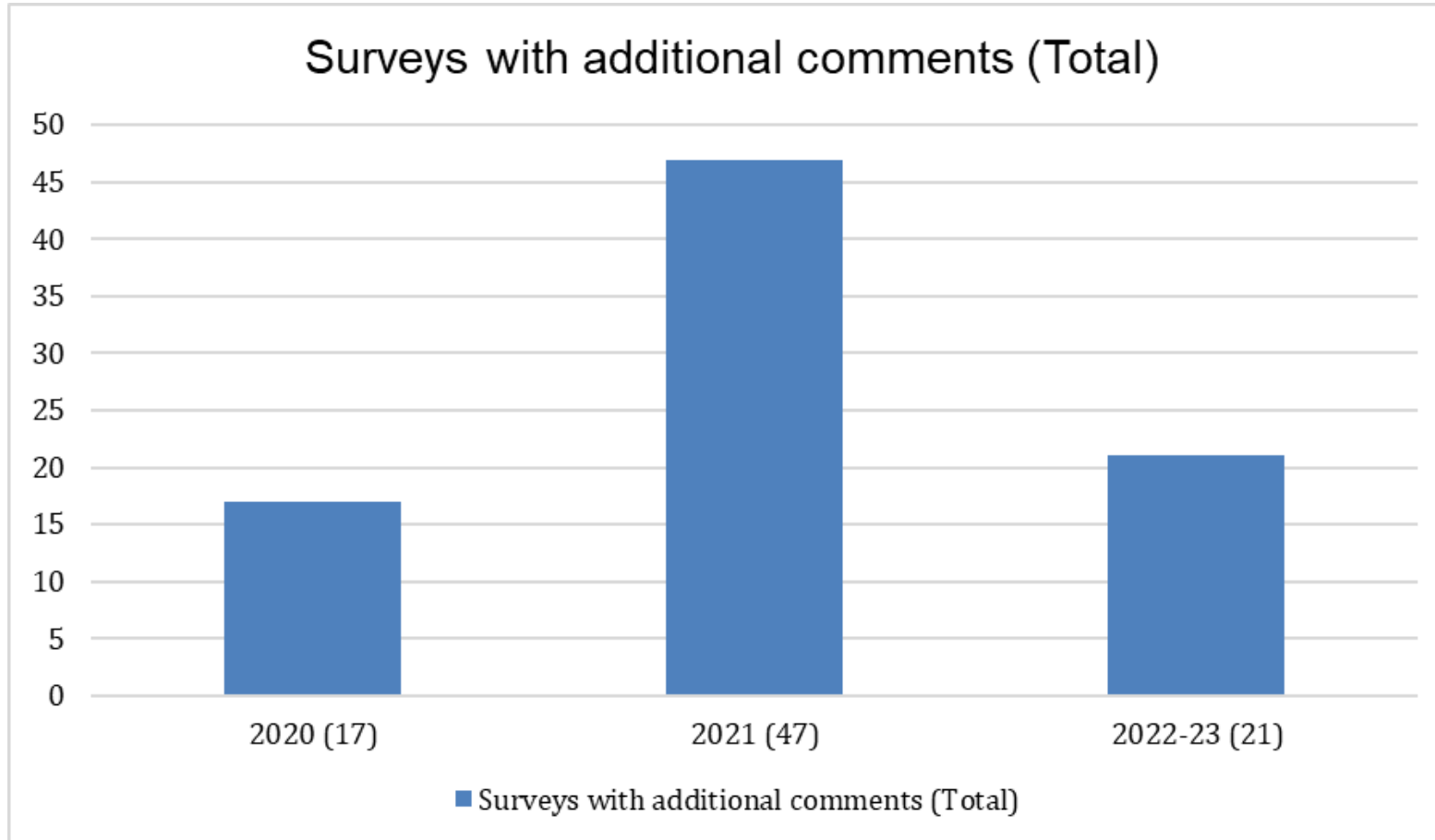
- 6.1% decrease in food insecurity for AHA participants and AHA tenants year-to-year

Access to Food Resources



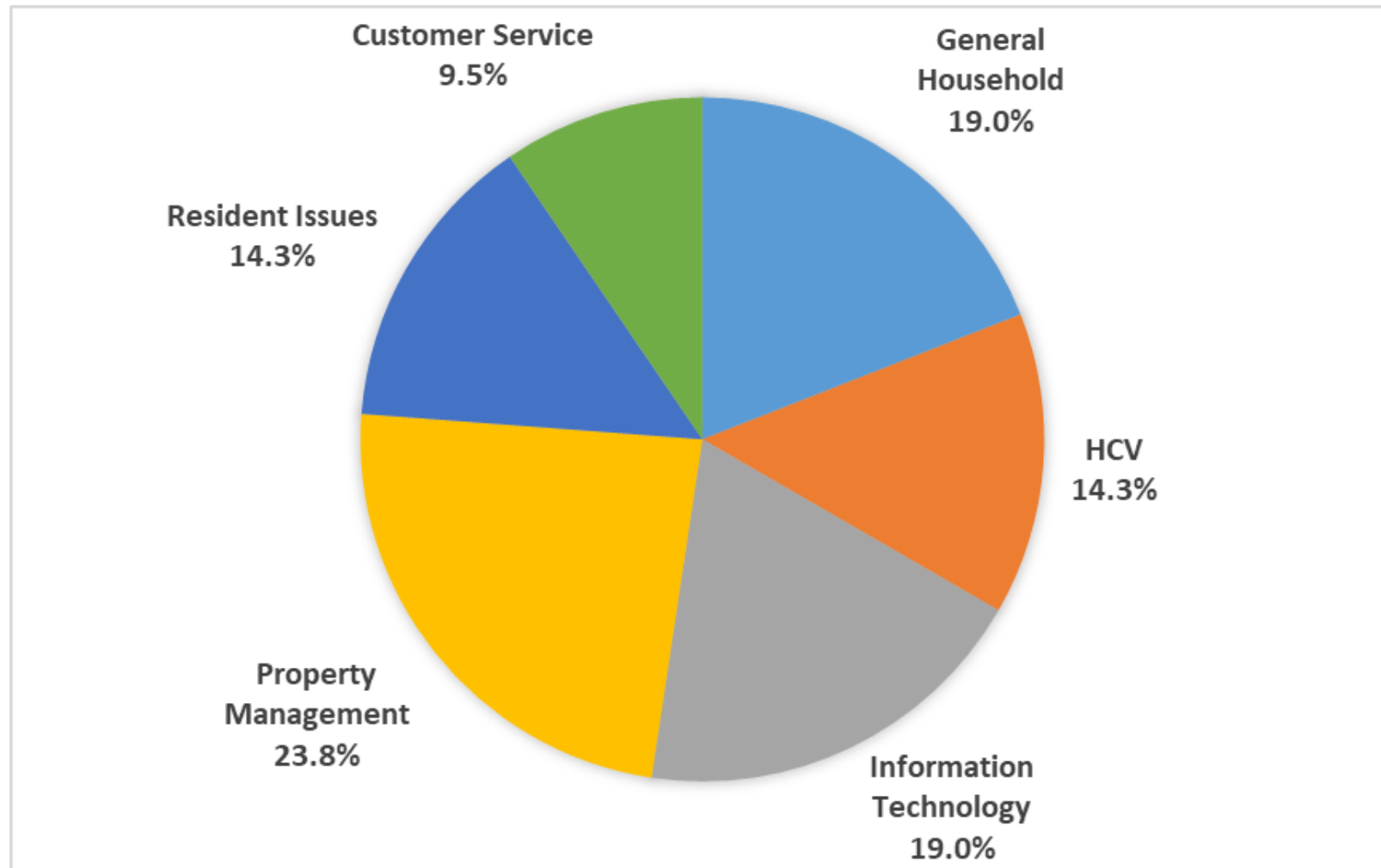
- 8.5% decrease in food participants and tenants utilizing Alameda Food Bank year-to-year

Additional Comments



- The 2022-23 survey has half the number of responses collected during the 2021 survey but aligns with the number of additional comments generated from the 2020 survey.

Additional Comments by Category



2022-23 Survey Highlights

- 2022-23 survey results depicted a positive trend overall from AHA program participants, AHA landlords, and AHA tenants regarding how they rated AHA customer service, staff responsiveness, politeness, and knowledge.
- The surveyed landlords demonstrated a 25.1% increase in usage of the landlord portal which validates AHA's outreach efforts to landlords and the utility of the monthly landlord portal sessions for landlords.
- The 2022-23 survey demonstrated significant rating improvements from tenants (in comparison to 2021 survey) regarding appearance (+11.2%), maintenance (+6.4%) of apartment complex, and sense of safety within complex (+7.8%) and inside unit (8.5%).
- 6.1% decrease in food insecurity for both tenants and program participants when compared to 2021 survey
- AHA launched new website in September 2022 which resulted in 5.6% decrease in need for additional info added to AHA website



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Any Questions?

Joshua Altieri

jaltieri@alamedahsg.org