

Department of Housing and Urban Development

Customer-Facing Systems (APIs)

System Name	System Description	Scope	Main Customers	Primary UII (Existing Investment)	Primary UII (New Investment Only)
HUD User [EXISTING]	HUD USER provides interested researchers with access to the original data sets generated by PD&R-sponsored data collection efforts, including the American Housing Survey, HUD median family income limits, as well as microdata from research initiatives on topics such as housing discrimination, the HUD-insured multifamily housing stock, and the public housing population.	Both	Urban planning researchers	025-000004320-- Analytical Services	
Low Rent Apartment Search [EXISTING]	The government gives funds directly to apartment owners, who lower the rents they charge low-income tenants. You can find low-rent apartments for senior citizens and people with disabilities, as well as for families and individuals.	External	Low income individuals	025-000004500-- Housing Assistance	
Fair Market Rents (FMR)	The Fair market rents (FMR) and Income limits data app will provide users the ability to easily obtain statistics for FMR and	External	Any interested practitioners and the general public	025-000004500-- Housing Assistance	

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	income limits by their present or other locations.		interested in obtaining statistics about their locale or other parts of the country.		
PD&R Edge	Provides access to PD&R's on-line magazine "the Edge". TheEdgeis an online magazine providing news, a message from the Assistant Secretary, and a wide range of information on housing and community development issues, regulations, and research that is updated biweekly. The Edgeis available on Apple iOS and Android powered smartphones. ThePD&R EdgeApp directs users to the PD&R mobile webpage where up- to - date content can be accessed. The app allows users to share content on social media networks like Facebook and Twitter, and via email.	Both	Subscribers include state and local officials and staff, non-profit organization practitioners, researchers, developers, and financial institution professionals.	025-000004380-- Correspondence	
Public Housing (PHA) Contact	View contact information for Public Housing Agencies in your city and state	External	Individuals that need public housing assistance or would like	025-000004610-- Public Affairs	

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			specific information about public housing programs such as housing choice vouchers		
Enterprise GIS	Data is a key component to any location-based application. Enterprise GIS aims to remove data acquisition, integration, and maintenance obstacles for geo-developers by providing access to premium HUD data sets.	Both	Geo-developers and researchers	025-000004470-- Geospatial Services	

Customer Engagement Approach

The Customers selected were based on the following approach:

1. Usage Analysis

- Perform **Audience Analysis** on key external customer facing systems. Readership statistics collected on "HUD User" Site was used to select customer-facing systems such as the "The Edge"- an online magazine providing news, a message from the Assistant Secretary, and a wide range of information on housing and community development issues, regulations, and research that is updated biweekly.

- Analyze **User Feedback**: Requests for information such as "Fair Market Rental (FMR) and income limits by locations" occur frequently and strong and continuing usage on HUD User for FMR and income limits indicates that there is need and desire for easy access to this data. In addition HUD obtains user feedback through the following web sites/systems:

- <http://www.hud.gov/apps/section8/index.cfm>

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http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/pha/contacts

- <http://www.huduser.org/portal/datasets/gis.html>

- http://www.huduser.org/portal/pdrdatas_landing.html

2. Select and prioritize systems that have been analyzed in the previous step as potential systems to open up via web API. The prioritization for implementation will be based on traffic metrics and feedback, audience sensitivity analysis based on feedback collected.

3. Engage the Program Managers/Stakeholders of the selected systems for planning and implementation.