

Central Tenants Council
Centrale BewonersRaad Drienerlo

CBR Communication Survey Summary



Written by CBR Board 2022
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1 Introduction

This document contains a summary of the survey about the communication between CBR, the Veste and its tenants. This survey was sent out to evaluate what tenants think about these topics, and to gather ideas on how to improve communication. CBR sent the survey, via the Veste, in November 2022. The survey was promoted by the Veste via email and by CBR through email and other accounts and was available for around a month. In total, 194 tenants filled in the survey.

The document is structured as follows: first, the general demographics of respondents is presented and discussed. Afterwards, the answers to the questions about communication are summarised. This includes evaluation of name recognition of CBR, preferred form and frequency of communication, preferred topics to communicate about, general satisfaction about communication and reasons for being unsatisfied. This is evaluated for the communication between CBR and tenants first, followed by the communication between the Veste and tenants.

2 Demographics

In total, 194 tenants filled in the survey. The division of respondents per street can be seen in figure 1.

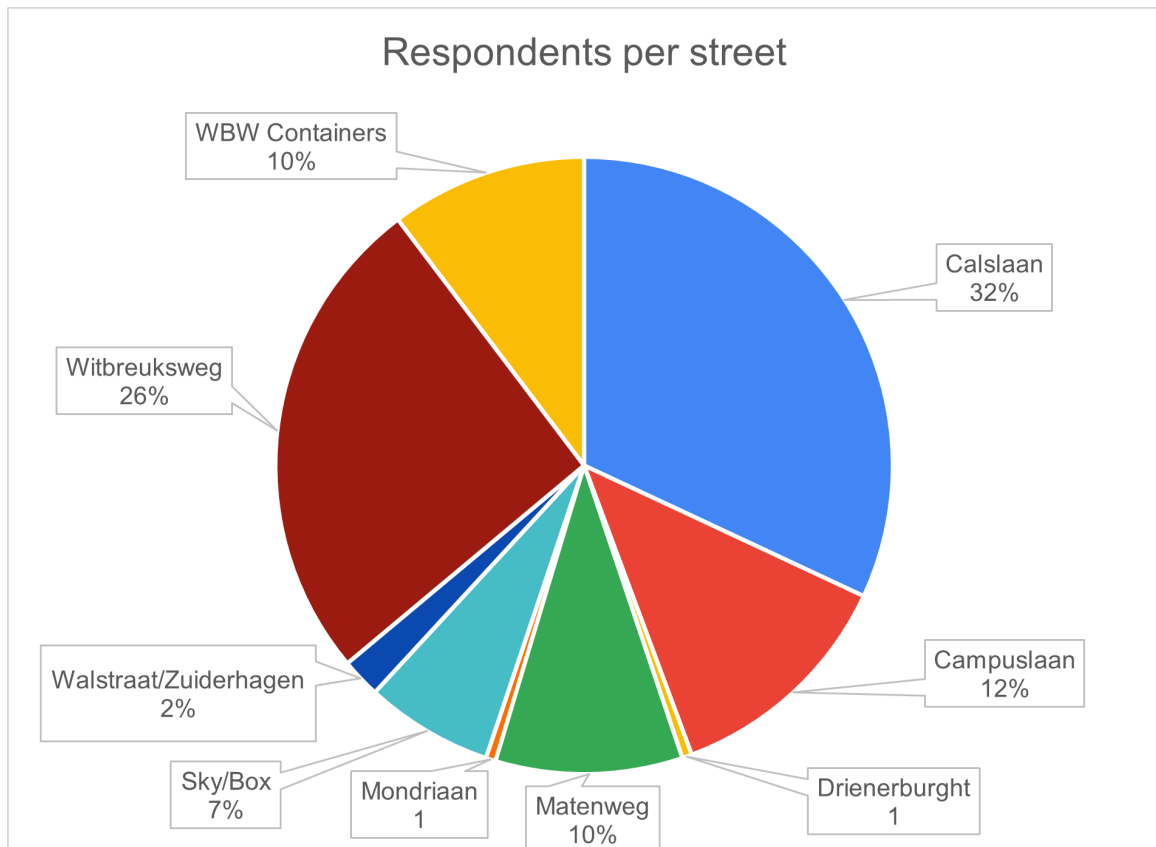


Figure 1: Division of respondents per residential street (*Calslaan: 62, Campuslaan: 24, Drienerburght: 1, Matenweg: 19, Mondriaan: 1, Sky/Box: 13, Walstraat/Zuiderhagen: 4, Witbreuksweg: 50, Witbreuksweg containers: 20*)

As can be seen, a diverse selection of tenants have filled in the survey. More than half of the respondents live in either Calslaan or Witbreuksweg. Around 40% of the respondents live in other houses on campus, and 4 live in the Walstraat/Zuiderhagen in the city.

To get an idea of the amount of time tenants have had to be involved with communication with or from CBR and the Veste, respondents were asked how long they have been renting from the Veste up until the point of filling in the survey. The results can be seen in figure 2.

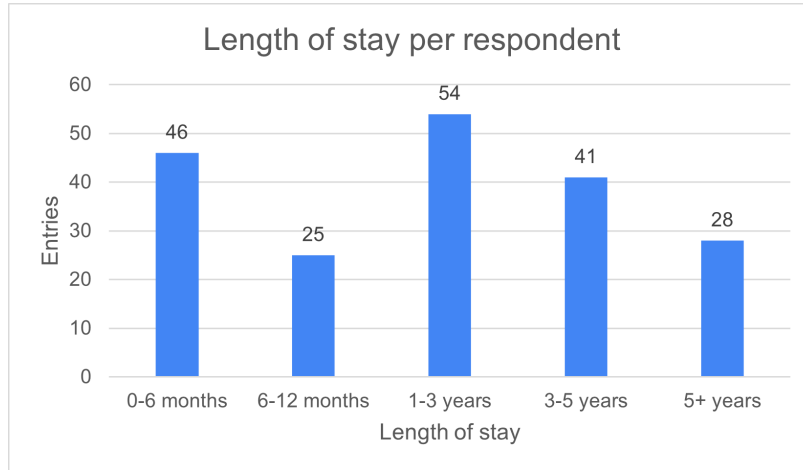


Figure 2: Division of length of stay per respondent

More than 60% of the respondent have been living on campus for at least a year, while around a quarter of respondents have not been living on campus for more than half a year. It is a good sign that respondents who have not been living on campus for a long time still got to this survey.

Lastly, respondents were asked whether they live in shared accommodation. This gives a better indication of the reach of the survey and CBR, as people living in shared accommodation might discuss these topics with their housemates. Additionally, this information can be compared with other topics of the survey, which can give insights into the differences between opinions about communication for shared and independent housing. In figure 3, it can be seen that around two-thirds of respondents live in shared accommodation.

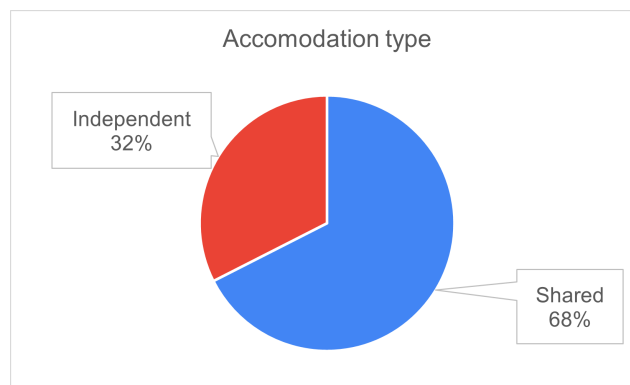


Figure 3: Division of accommodation type (*independent: 63, shared: 131*)

3 Communication CBR - tenants

Respondents were asked the following questions on the topic of communication between CBR and tenants:

1. Do you know what CBR does?
2. How did you first find out about CBR?
3. Through what form of communication would you like to be informed by CBR?
4. How often would you like to receive updates from CBR about current topics and relevant developments?
5. Are there certain topics you would like CBR to inform you about? Or topics CBR informs you of too often?
6. How satisfied are you with the communication from CBR?

In this section, summaries of the answers to these questions are given. The questions have been divided into the following sections:

Section	Question numbers
Familiarity with CBR	1, 2
Communication	3, 4, 5, 6

3.1 Familiarity with CBR

Do you know what CBR does?

A bit over half of the respondents know what CBR does, see figure 4.

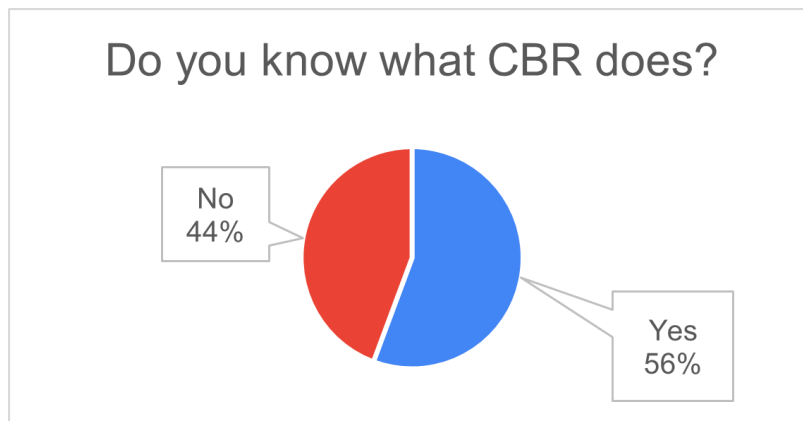


Figure 4: Division of respondents knowing what CBR does (Yes: 108, No: 86)

It was found that for most streets, there are tenants who know and do not know about CBR. See figure 5. The Witbreuksweg seems to be most informed about what CBR does. This could be due to the posters that were hung up in all pyramid, and/or due to the fact that two board members live on the Witbreuksweg. For the Campuslaan, Drienerburgh, Mondriaan and Witbreuksweg containers, there are more respondents who do not know what CBR does than those who do. It is recommended to the next board that they look into this and try to inform these streets better.

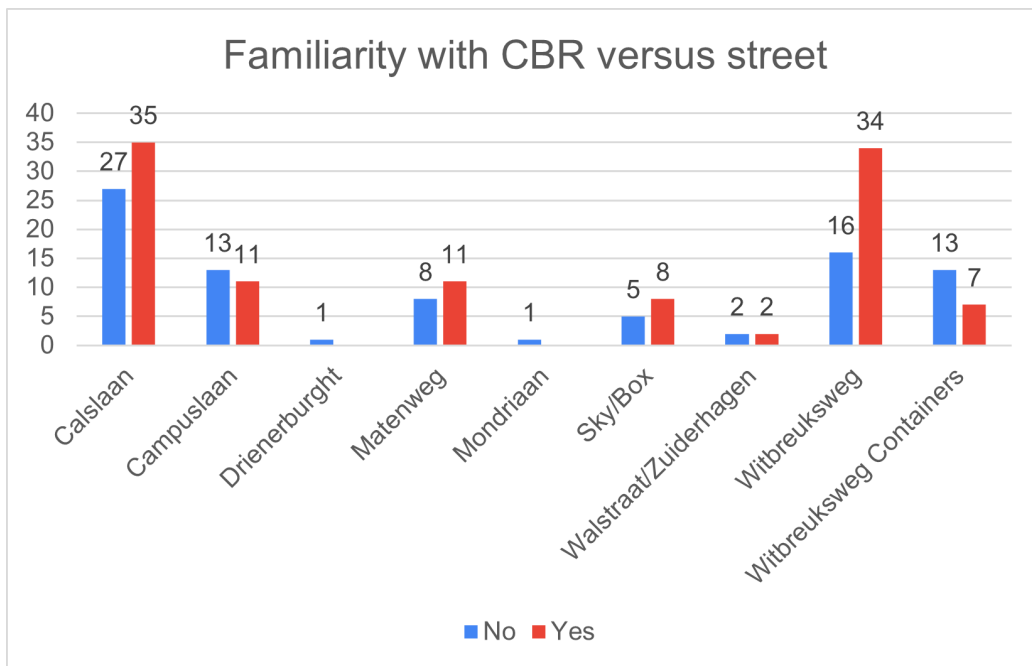


Figure 5: Respondents’ familiarity with CBR versus the street they live on

Additionally, this data was compared to the length of stay of respondents. The data shows that familiarity with CBR increases as tenants rent from the Veste for a longer time. See figure 6.

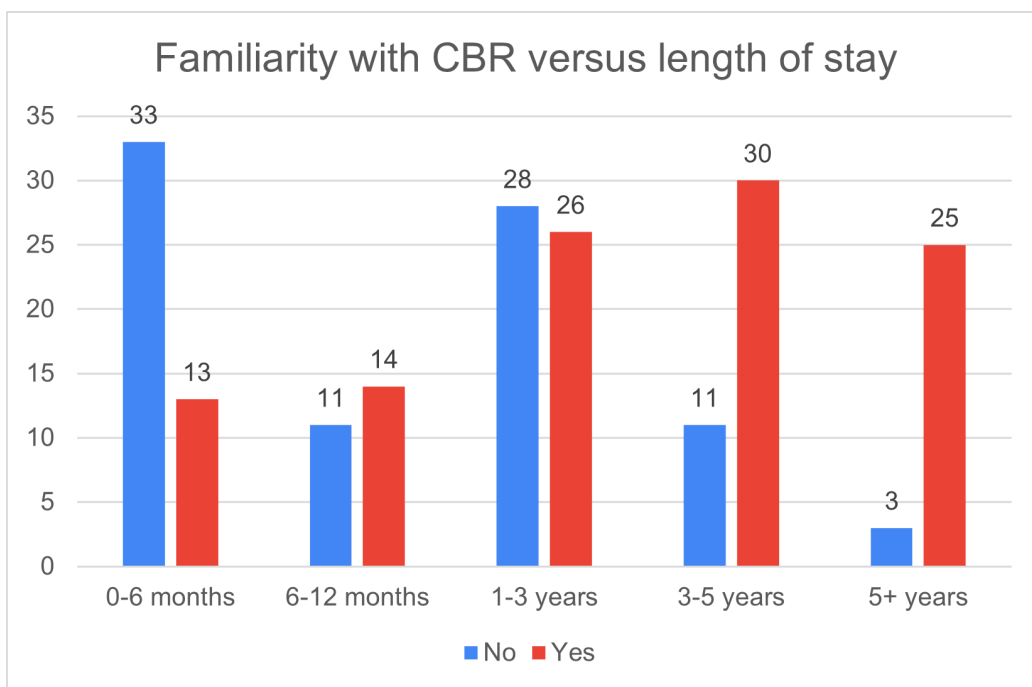


Figure 6: Respondents’ familiarity with CBR versus length of stay

How did you first find out about CBR?

Respondents first come in contact with CBR in various ways. As can be seen in figure 7, the most effective way by far seems to be the emails the Veste sends out (around 53.6%). However, it should also be noted that other efforts done by CBR seem to have had an effect, as some respondents first found out about CBR via Instagram, posters and flyers, the welcome document send to new tenants and word of mouth. Some respondents noted that this survey provided the first time they came into contact with CBR, which represents the 'Other' pillar.

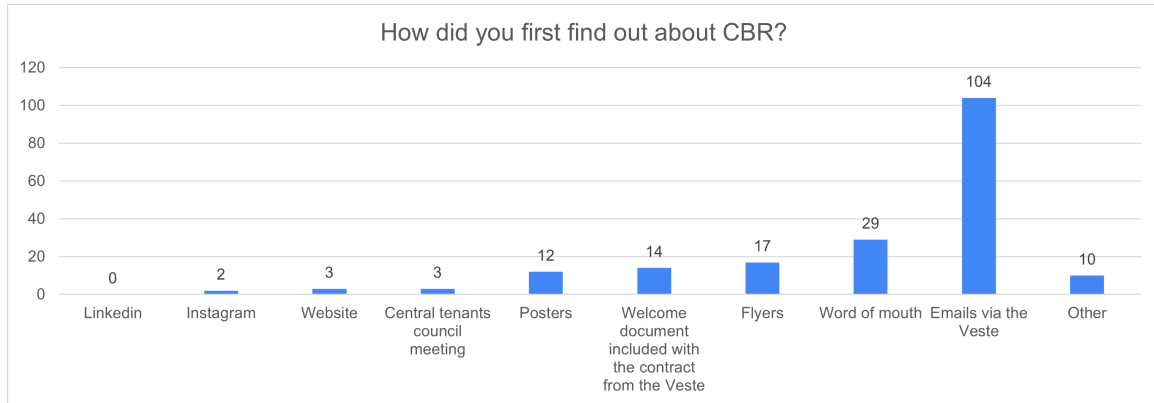


Figure 7: Ways respondents first came into contact with CBR

3.2 Communication

Through what form of communication would you like to be informed by the CBR?

Almost all respondents prefer to be contacted via the CBR newsletter. Only around 1% of respondents would like to be contacted in different ways. Some prefer to be contacted via social media or the website, some want to be contacted via all forms mentioned and others would not like to be contacted at all. See figure 8.

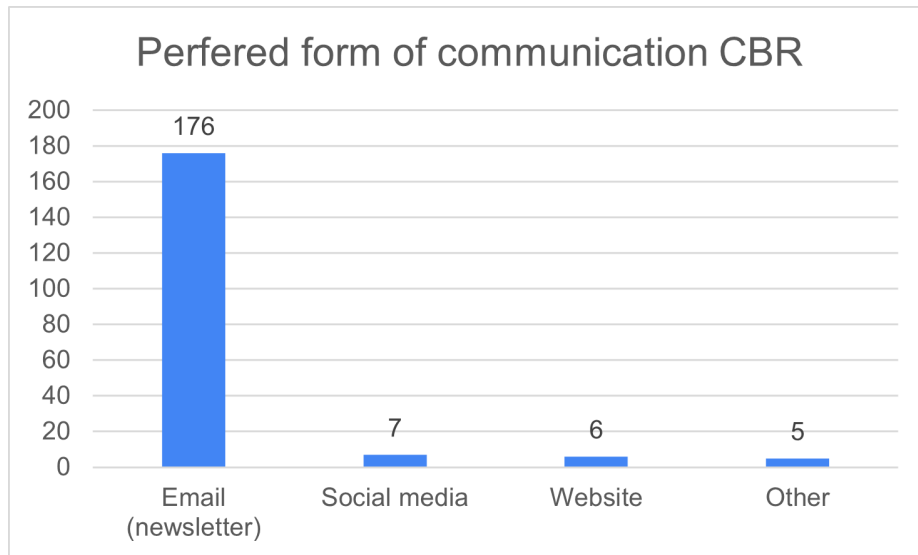


Figure 8: Preferred form of communication by CBR per respondent

How often would you like to receive updates about current topics and relevant developments from the CBR?

As can be seen in figure 9, there are differences in preference for update frequency. It can be concluded that for most, once every two weeks would be too frequent, but every 6+ weeks is too infrequent. Around a third of respondents would like to be contacted as often as necessary. A few respondents mentioned they would not like to be contacted at all, which is represented in the 'Other' pillar.

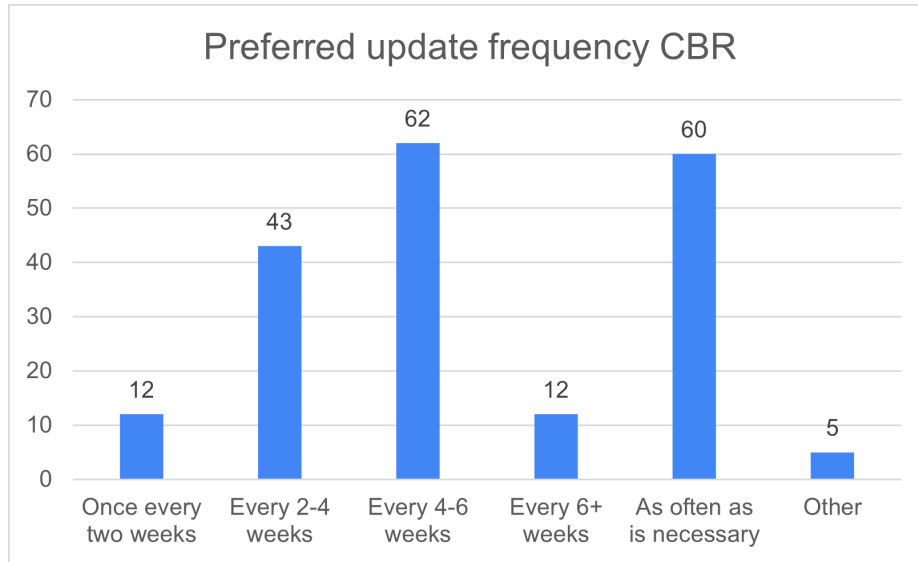


Figure 9: Preferred frequency of communication by CBR per respondent

Are there certain topics you would like the CBR to inform you about? Or topics you feel like we inform you about too often?

The most often mentioned topic tenants would like to be informed about is energy costs. This is clearly a pressing issue for all tenants. Some tenants also mention they would like information on the energy costs per house instead of per building/block and possible compensation they can get. The energy crisis in general and gas costs are also often mentioned. Additionally, several tenants would like to hear about future development plans regarding sustainability. This includes upcoming renovations to buildings and building maintenance.

Some topics are mentioned by a few tenants, which include: waste disposal, housing availability, service costs, information about legal things, washing machines next to the Witbreuksweg container buildings, security on campus, updates on CBR activities and discussions and news about good things happening on campus.

How satisfied are you with the communication from the CBR/CTC?

On average, respondents score communication from CBR with 3.23. Luckily, few respondents score the communication from CBR with a 1. It should be noted that some of the respondents who gave a score of 1 noted in the survey that they had not heard from CBR at all up until the survey. This is something for CBR to look into in the future. In figure 10, it can be seen that respondents who know what CBR does are on average more satisfied with the communication.

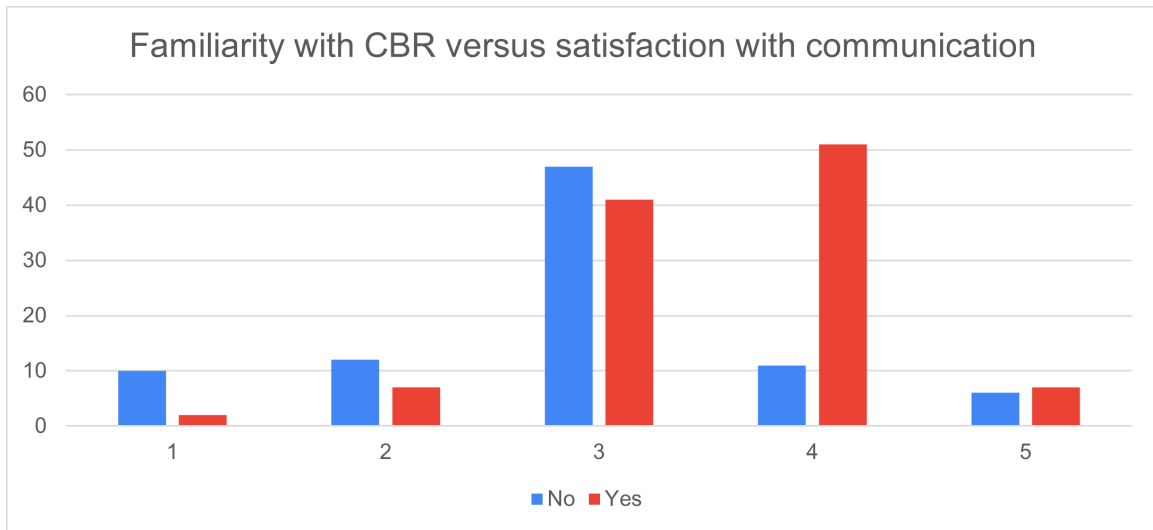


Figure 10: Communication from CBR satisfaction scores

In figure 11, all scores can be seen.

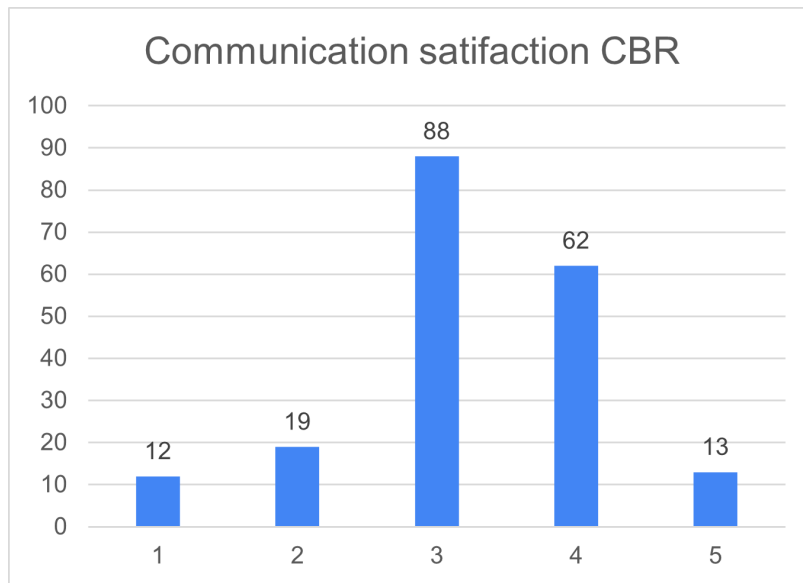


Figure 11: Respondents' familiarity with CBR versus satisfaction with communication

When investigating the possible reasons respondents gave for being unsatisfied with the communication with CBR, it was found that the main reason tenants are unsatisfied with CBR communication is that they do not know what CBR does. In some cases, this is because tenants have not seen any communication from CBR.

4 Communication Veste - tenants

Respondents were asked the following questions on the topic of communication between the Veste and tenants:

1. Through what form of communication would you like to be informed by the Veste?
2. How satisfied are you with how often the Veste contacts you?
3. How satisfied are you with the content of the emails from the Veste?
4. How satisfied are you with the way the Veste handles communication via email from you to the Veste (e.g if you ask them a question)?
5. How satisfied are you with the way the Veste handles verbal communication (phone or going by the office) from you to the Veste (e.g if you ask them a question)?
6. Do you feel like all relevant information about your living situation is easily findable?
7. Do you know who your street consultant is?

In this section, summaries of the answers to these questions are given. The questions have been divided into the following sections:

Section	Question numbers
Communication	1, 2, 3, 4, 5
Availability of information	6
Street consultant	7

4.1 Communication

Through what form of communication would you like to be informed by the Veste?

Almost all respondents would like to be informed by the Vest through email (newsletter). Some would also like to be informed by additional means, such as their website, social media and letters or flyers. In figure 12, the preferred forms of communication for all respondents are listed. It should be noted that respondents had the possibility to answer multiple communication forms, which is why the total count adds up to more than 194.

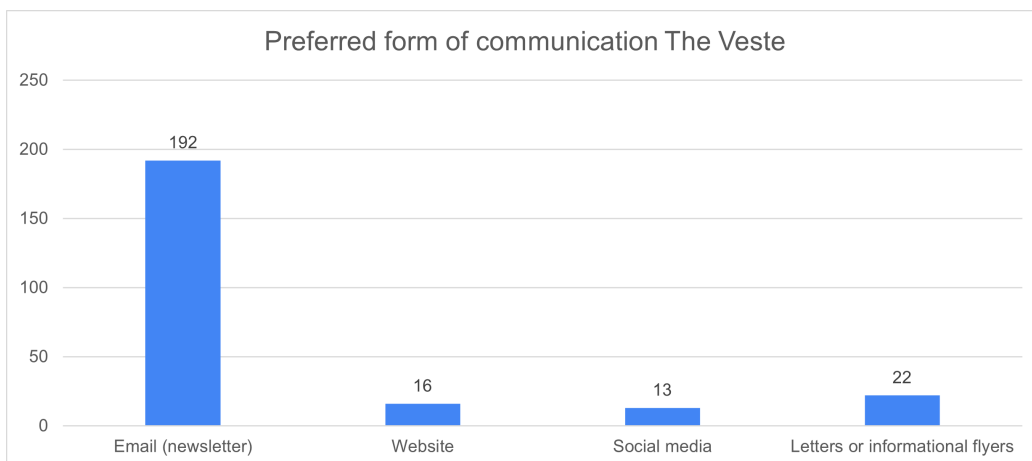


Figure 12: Preferred form of communication by The Veste per respondent

How satisfied are you with how often the Veste contacts you?

On average, the frequency of communication by the Veste is rated at 3.55. In figure 13, all scores can be seen.

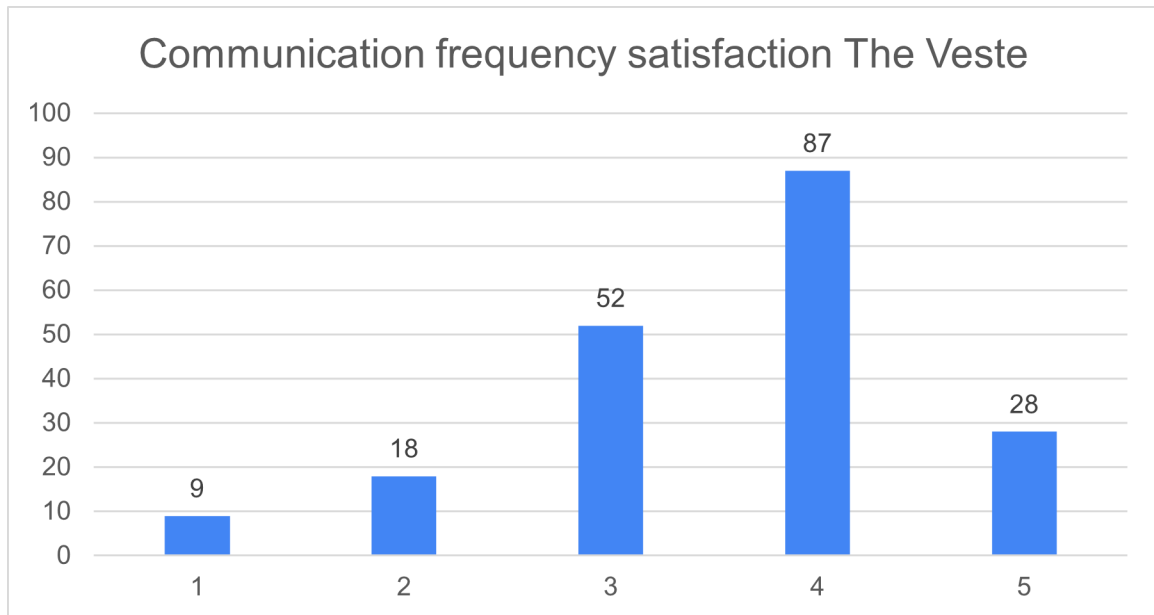


Figure 13: Preferred frequency of communication by The Veste per respondent

Respondents were also asked to explain why they might not be satisfied with the frequency of contact by The Veste. Most respondents note that emails regarding events, maintenance, contractors or including information about topics such as gas price increases have been sent irregularly and/or too short beforehand. Some mention they would like more information in general, such as about the new general waste containers, service costs or energy-saving tips.

How satisfied are you with the content of the emails from the Veste?

The content of emails from the Veste is rated 3.35 on average. See figure 14 for all scores.

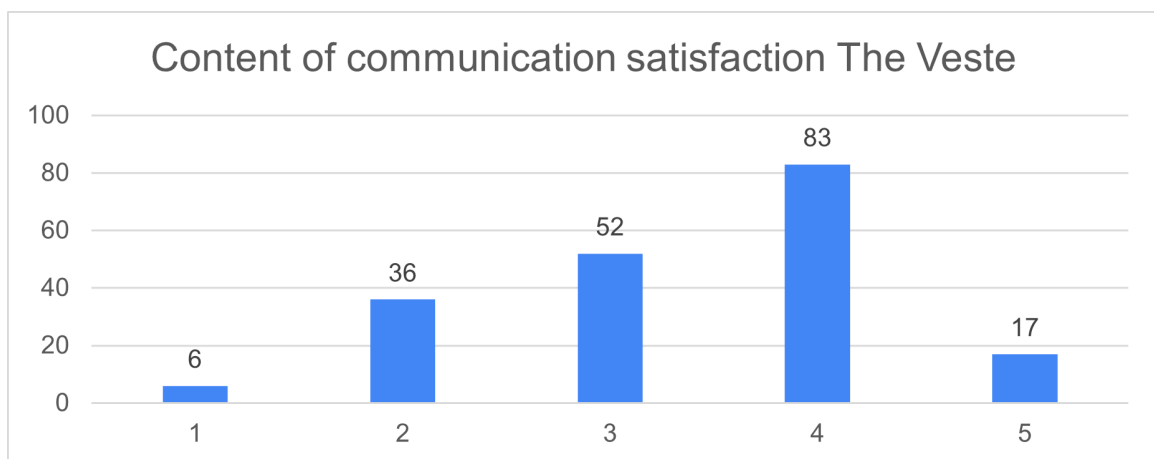


Figure 14: Satisfaction of content of emails by The Veste per respondent

When asked why respondents were unsatisfied with the content, the following reasons are mentioned: emails can look basic and/or unprofessional, translation to English is lacking or unclear, content is unclear in general and content is found irrelevant or unnecessary. It is also mentioned that emails from the Veste sometimes end up in a spam folder. Some respondents again mention that important emails regarding cleaning, maintenance and contractors are received too late and that the information is sometimes unclear or incorrect.

How satisfied are you with the way the Veste handles communication via email from you to the Veste (e.g if you ask them a question)?

The digital communication from the Veste is rated 3.18 on average. See figure 15 for all scores.

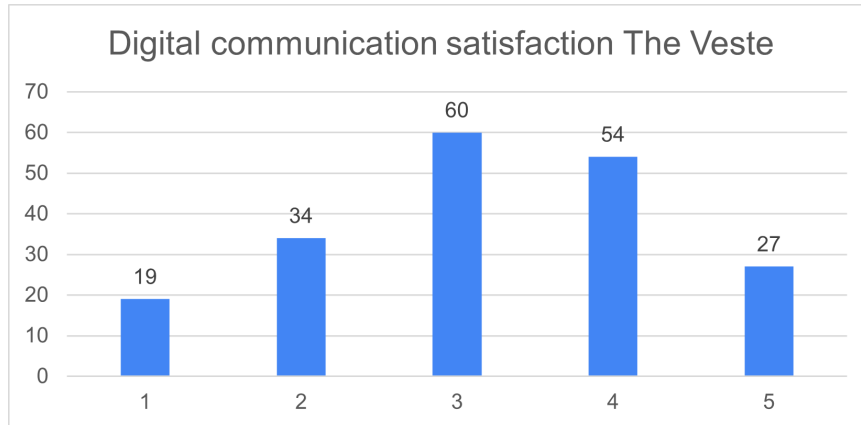


Figure 15: Satisfaction of digital communication by The Veste per respondent

Some respondents note that the Veste can take a long time to respond to emails, or that their emails are ignored. It is also mentioned that sometimes questions are not answered fully, or that only one of multiple questions is answered.

How satisfied are you with the way the Veste handles verbal communication (phone or going by the office) from you to the Veste (e.g if you ask them a question)?

The verbal communication from the Veste is rated 3.46 on average. Figure 16 shows all scores.

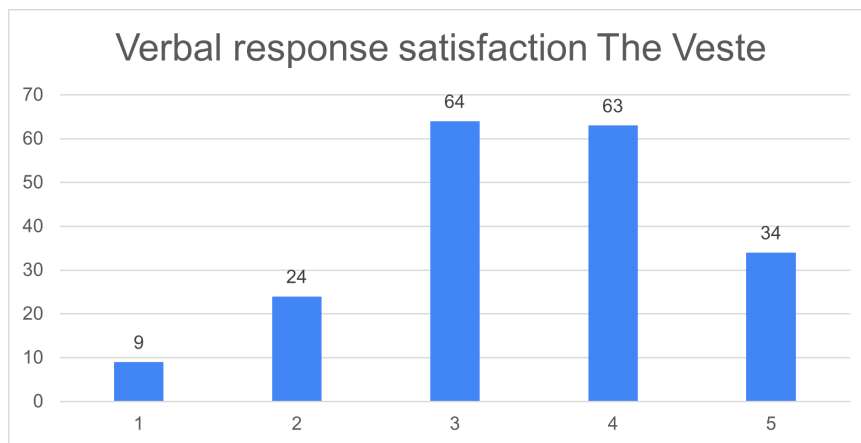


Figure 16: Satisfaction of verbal communication by The Veste per respondent

Most comments from respondents are about the contact hours of the Veste office, stating that there are too few. It is also mentioned that some respondents do not feel heard by the Veste.

It should be noted that the Veste has appointed someone new to specifically work on communication after the survey was sent out. This might have had an influence on the satisfaction with digital and/or verbal communication from the Veste. Additionally, the hours that the office of the Veste is open have been increased.

4.2 Availability of information

Do you feel like all relevant information about your living situation is easily findable?

The ability of tenants to find relevant information about their living situation is rated 3.22 on average. In figure 17, all scores can be seen.

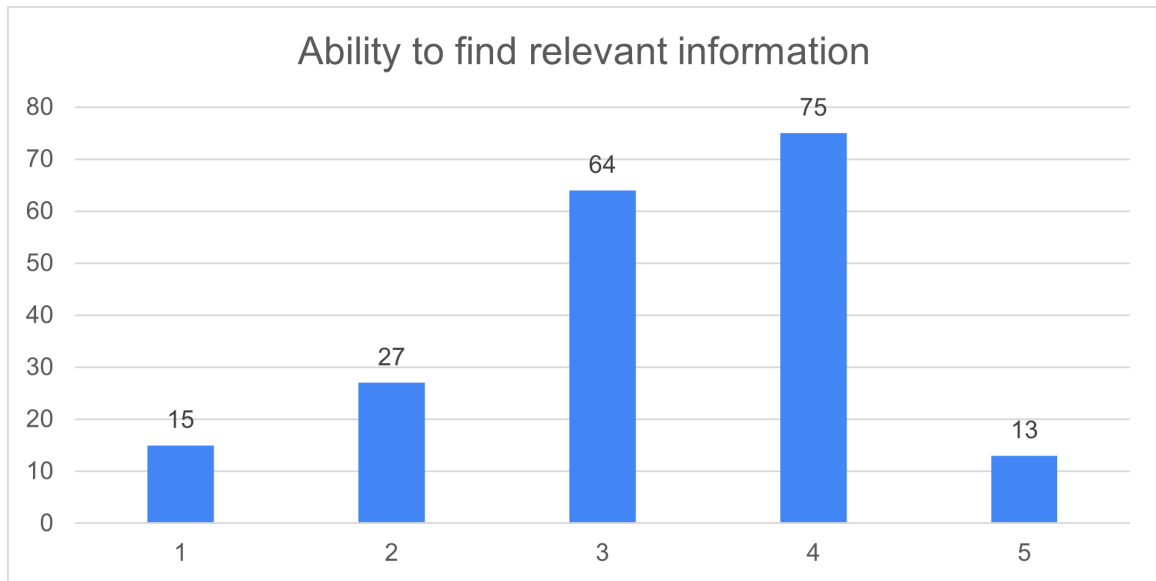


Figure 17: Ability to find relevant information about living situation per respondent

For this topic, it is interesting to investigate the differences per street. In figure 18 and tables 1 and 2 the (average) scores per street can be seen.

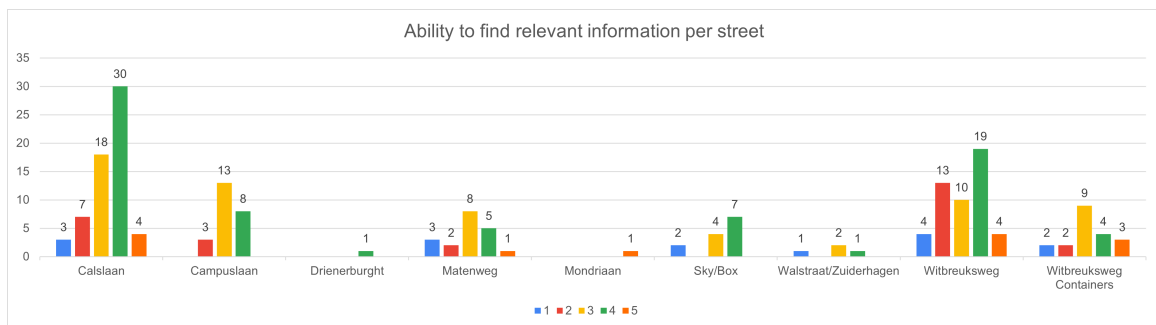


Figure 18: Ability to find relevant information about living situation per street

Street	Calslaan	Campuslaan	Drienerburgh	Matenweg	Mondriaan
Average	3.40322581	3.208333333	4	2.947368421	5

Table 1: Average scores for ability to find relevant information per street (1)

Street	Sky/Box	Walstraat/Zuiderhagen	Witbreuksweg	WBW containers
Average	3.2307692	2.75	3.12	3.2

Table 2: Average scores for ability to find relevant information per street (2)

It can be noted that the ability to find relevant information is lowest for Walstraat/Zuiderhagen, with an average of only 2.75. It is recommended to the next board look into this.

Most respondents would like to hear more about gas and energy usage and prices. This is also the case for service costs. Some respondents mentioned other topics, such as which materials you can get from the Veste, clear photos of available rooms, general terms mentioned in the rental agreement and the new general waste containers. For the Walstraat/Zuiderhagen, it is also mentioned that it was unclear that tenants needed to arrange their own internet and gas/electricity contract.

4.3 Street consultant

Do you know who your street consultant is?

In figure 19, the familiarity of respondents with their street consultant is portrayed.

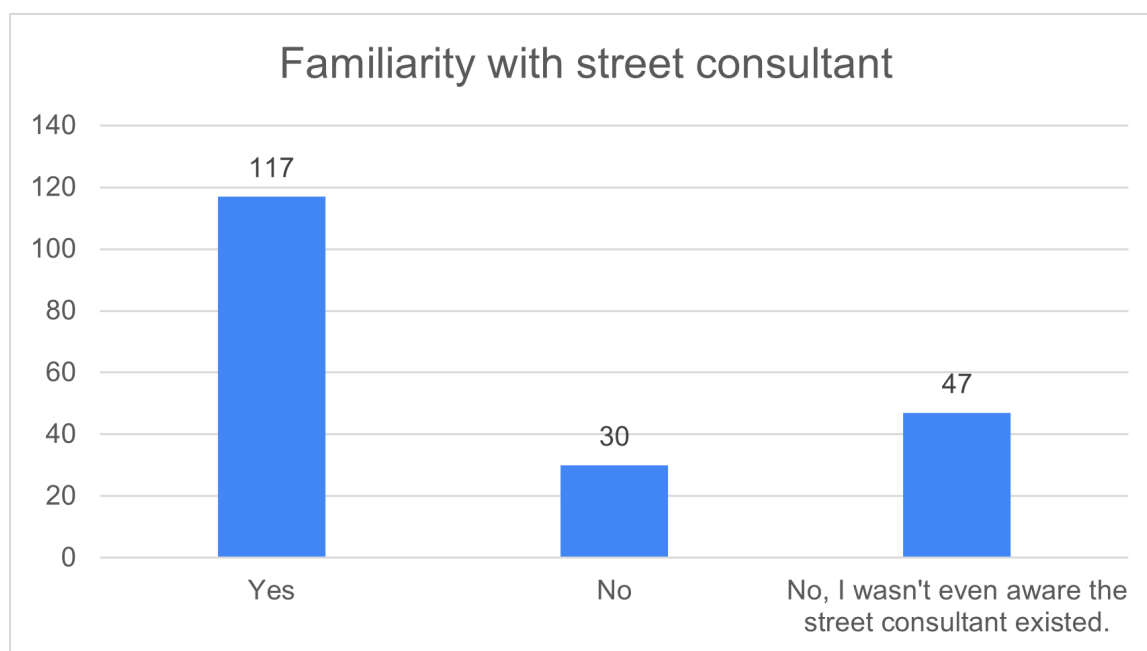


Figure 19: Familiarity with street consultant per respondent

Almost 40% of all respondents (77) noted that they do not know who their street consultant is. More than half of these respondents were not even aware that they had a street consultant. This is

a clear indication that more information on street consultants should be available, and that tenants should be reminded and/or introduced to their street consultants better in the future. In figures 20 and 21, the familiarity with street consultants versus the street respondents live in and the length of stay can be seen.

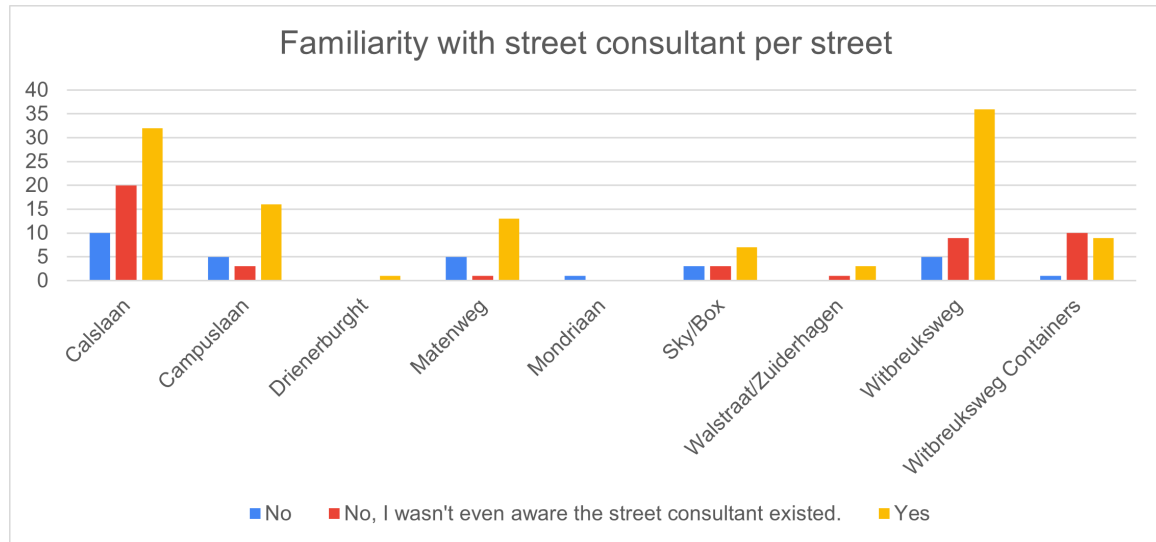


Figure 20: Familiarity with street consultant per street

From figure 20 it can be concluded that some streets have more knowledge about their street consultant than others. On the Calslaan, almost half of respondents do not know who their street consultant is, just as for the Sky/Box and the WBW containers. On the Campuslaan and Witbreuksweg, however, more people seem to be aware of this.

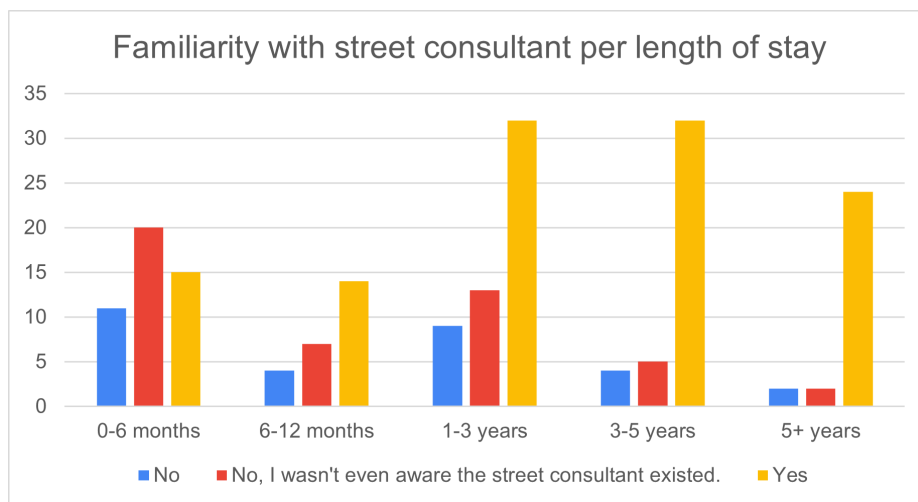


Figure 21: Familiarity with street consultant per length of stay

Figure 21 shows that familiarity with a street consultant does increase with length of stay. Almost all respondents who have been renting from the Veste for more than 3 years know their street consultant. However, around two-thirds of newcomers do not know their street consultant.

5 Conclusion

The number of responses received on the survey was great to see and the information that was gathered is very appreciated. The CBR/ CTC still has a way ahead of it before it can fully reach and represent all residents of the Veste. This survey, however, showed that the foundation is on the right track. The rest of this chapter serves as conclusion on the survey report.

The survey showed that the preferred means of communication from the CBR for most of the tenants remains e-mail. In the case of the CBR, the frequency of this communication seemed more of a debate but seemed to settle around every 4 weeks. The topics that tenants were most interested in are energy prices and the service costs. The satisfaction of the communication with the CBR was ranked a 3.23. Some of the respondents noted that prior to the survey they had not known about the CBR. This is something for the next boards to take along and improve on to better represent the tenants.

E-mail was the preferred form of communication with the Veste, similarly to the CBR. The satisfaction with the frequency was ranked a 3.55 and the content was given a 3.35. When corresponding with the Veste tenants gave a score of 3.18. It was mentioned that it can take long to get a response or that the email is ignored or not fully answered. Verbal communication with the Veste scored an average of 3.45.

Finding relevant information was rated a 3.22. Like before, topic tenants were most interested in were gas and energy usage/pricing. Other topics that were mentioned were the rental agreement and new green waste containers.

The last part of the survey showed that while most of the respondents knew who their street consultant was, a large part did not. Some were not even aware that they had one. This might be something for the Veste to look into as the street consultants are an important contact point for residents.