



November 14, 2016

Ms. Cara Pavlicek, Village Manager
Village of Oak Park
123 Madison Street
Oak Park, IL 60302

RE: Deliverables for Contract

Dear Ms. Pavlicek,

Operating Hours

The Housing Center is open Monday through Friday 9am-5p and Saturday 10am-4pm. Saturdays are our busiest days. From March to September, we extend our hours on Thursdays until 7pm to take advantage of the extra daylight and increased client traffic.

Marketing Plan

The Housing Center's marketing strategy is to ensure a strong and racially diverse demand for rental units in Oak Park. The Housing Center's advertising aims at promoting the entire Village, not particular units. This allows us the ability to promote Oak Park to a wide audience of renters and promote racial integration when people arrive to use our service. It requires an ability to promote Oak Park as both a high-opportunity community with lots of amenities and vibrant culture and an open community that is accepting of all lifestyles.

As such, we work to promote the Housing Center's services in the places where people are most likely to search for housing. This skews heavily to online sources where people use aggregation services to find available apartments. We evaluate which sources are providing the best value by reviewing click through rates, our web site's analytics, and surveys of our clients as they use our service. This review has resulted in our determining the most effective advertising channels and has been verified over a number of years.

The most effective advertising is on sites that receive high traffic from apartment seekers. These include Zillow/Trulia, Apartments.com, ForRent.com, ApartmentGuide.com, Chicago Tribune, and DOMU. We spend approximately \$37,000 annually on these sites. While we continue to have a presence on them, other advertisers with much larger budgets than us can pay for premium placement and more features than our small advertising budget allows. This has been a growing issue as the new developments downtown advertise heavily to fill their vacancies. And, GreenPlan Management has

consistently had a much larger marketing budget than we do. However, we believe that our solid reputation helps us improve performance on these sites.

As of October 31, these advertising efforts have resulted in over 2,500,000 impressions for 2016. We have received over 12,000 leads from these ads. About 7,000 are via email and 5,000 via phone calls.

We also pay for advertising to target specific groups that are important audiences for Oak Park apartments. These include UniversityParent.com and Facebook. In both cases, they bring us college students who are looking for a place to live when they move to the Chicago area. We can tailor UniversityParent to UIC, Dominican, and Concordia. This is an area where we have been more creative than our competitors. And, they are low cost channels. The total spent for these sources is about \$3,000.

We know that Facebook ads provided over 120,000 impressions and that they resulted in just over 4,500 clicks to our web site. Facebook allows us to target ads by income level and exclude homeowners. Thus, the ads on Facebook are better targeted to the people looking to rent and can afford to move to Oak Park.

Some web sites are free for posting and the Housing Center uses any such sites that we know about. The most popular among these is Craigslist. Others include hotpads, move.com, apartment finder, padmapper, oodle, walk score, Yelp, zumper. We are constantly in search of new free sources. However, free sources are becoming less popular as the bigger paid sites advertise themselves. We continue to include them and other owners in the community are mostly unaware of them, although we do not receive many referrals through them, we do reach audiences that would otherwise not see Oak Park listings through these sources.

We also promote our service via free social media posting on Facebook and Twitter. Our followings are good and our feed combines information about our service with reasons to choose to live in Oak Park. We typically reach about 2,000 people each week via Facebook. It also serves as a source of information on Oak Park events and issues. That brings many people to the feed whom will use our service repeatedly. Yelp reviews for the Housing Center are consistently high and earn us a high spot on the site.

Our web site is also a source for referrals as are the links to our web site from other sources such as the Village of Oak Park's web site. We have not had an ability to spend a lot on our web site in the past few years. It is mobile friendly but we are working to increase its capability on mobile devices. We must do this with pro bono assistance, as we do not have a sufficient technology budget to pay for this help. Luckily, Oak Park is a place with kind hearted and technology-savvy volunteers.

Personal referrals and word of mouth are other important advertising efforts. Our high level of client satisfaction translates into many referrals to us by prior clients. We also have repeat clients who return each time they are looking for a new apartment. Real estate agents in the community also refer many clients to us, as do institutions such as the Oak Park Public Library, Oak Park Township, the Park District

of Oak Park, Community Bank, and the Community Foundation. Residents who know about our services often suggest us to their friends.

Rental Bonuses

Rates for Rental Bonuses are in the chart below. Bonuses are paid when a client makes a move to a unit that was shown by an Affirmative Marketing Specialist. They continue to be a strong incentive for affirmative moves.

	In MFHIP	Not in MFHIP
On Austin Blvd	\$ 225	\$ 215
Not on Austin	\$ 180	\$ 130

Weekly Reports

We will continue to send these reports each week for the new and existing MFHIP-contracted buildings. They will have a new format of an Excel spreadsheet for better intake by Village staff.

The cost-benefit analysis of the Development Director was sent previously on August 31, 2016 and is included again with this letter.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Breymaier", with a stylized flourish at the end.

Rob Breymaier
Executive Director