Vision, Mission & Values

VISION
The leading affordable housing provider dedicated to building stronger Durham communities

MISSION
To develop, own, manage and contribute to diverse communities of choice

VALUES

RESPECT
We act with/to...
- Responsibility
- Ethically
- Satisfy Customers
- Productive
- Enthusiastic
- Creative
- Teamwork
# Strategic Plan

## GOALS & OBJECTIVES

<table>
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<th>Goals</th>
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| **Strengthen Financial Stability & Operational Efficiency** | ▪ Improve financial operations, structure and reporting capacity  
▪ Diversify revenue sources to promote financial stability  
▪ Upgrade technology and develop a paperless operation  
▪ Increase work processes and decision-making practices are aligned to support DHA’s mission |
| **High Performing Organization in both Public Housing & HCV Program** | ▪ Recruit and retain quality employees  
▪ Strengthen DHA’s financial well being  
▪ Achieve and maintain high performer status  
▪ Avoid audit findings |
| **Build Strong Community Partnerships**    | ▪ Strengthen and increase community relations  
▪ Increase community awareness |
| **Provide Quality Customer Service**        | ▪ Ensure effective communication within the organization, with clients, and the community  
▪ Treat everyone with RESPECT  
▪ Ensure that staff is knowledgeable about the programs we offer  
▪ Build stronger levels of trust and transparency |
| **Create Healthy & Sustainable Communities** | ▪ Elicit/Involve resident/community participation in planning decisions  
▪ Promote public health and a clean, safe environment  
▪ Provide diversity and diverse housing opportunities  
▪ Design housing that incorporates transportation options  
▪ Improve availability and access by ALL to opportunities and needs |
| **Build a Strong Asset Portfolio**          | ▪ Maintain attractive, well maintained properties and fleet  
▪ Invest in private market real estate  
▪ Seek alternative funding sources  
▪ Maintain competitive rents  
▪ Have a pool of builders, developers and design professionals |