



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

Goals	Objectives
Strengthen Financial Stability & Operational Efficiency	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Recruit and retain quality employees ▪ Strengthen DHA's financial well being ▪ Achieve and maintain high performer status ▪ Avoid audit findings
Build Strong Community Partnerships	<ul style="list-style-type: none"> ▪ Strengthen and increase community relations ▪ Increase community awareness
Provide Quality Customer Service	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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