



## Summary of Strategic Work Plan Approved July 9, 2024

1. **Expand Partnerships:** Expand partnerships and deepen collaborations to address safe housing needs for homeless/at risk populations as they are discharged from hospitals, incarceration, treatment facilities, children/family services, and those least likely to access our services.

**Strategies:**

- Deepen collaboration with incarceration facilities, hospitals, treatment and healthcare facilities, children/family-serving, and other organizations to address safe housing needs.
- Deepen collaboration with housing developers, owners of existing affordable housing stock, and others.
- Develop partnership relationship with the Social Care Network.
- Ensure that the housing and service needs of persons experiencing homelessness are explicitly included in local government planning documents.
- Advocate for the housing needs of persons experiencing homelessness.

2. **Build Housing Capacity:** Ensure that all housing and service interventions meet community needs, function at their highest level, are appropriately scaled and sustainable to deliver on future needs.  
**Strategies:**
  - Establish/enhance community standards, resources, and training RE the homeless system.
  - Assess housing service providers against performance measures to identify gaps.
  - Assess needs, service gaps & delivery modalities to enhance PEH services and ensure they are providing value in sustaining providers.
  - Build capacity to address client needs to obtain and sustain housing and optimize self-sufficiency.
  
3. **Engage Communities:** Serve as the focal point to communication, building awareness and continuing a collaborative commitment to ending homelessness.  
**Strategies:**
  - Identify target audiences.
  - Develop messaging to raise awareness of PEH, homeless issues and populations in need.
  - Communicate messaging.
  - Conduct environmental scanning to identify potential issues related to individuals experiencing homelessness.
  
4. **PEH Sustainability:** Ensure the sustainability of PEH both fiscally and organizationally.
  - **Strategies:**
  - Bring financial expertise in-house.
  - Identify appropriate operational reserves.
  - Identify & pursue new opportunities outside HUD to fund PEH operations.
  - Create a succession plan roadmap for transitions of key staff and board leadership positions.
  - Evaluate and invest in tools and technology to maximize use of data.
  - Enhance board member's abilities to bring new resources and opportunities to benefit the organization.
  - Identify other expertise needed.
  - Explore attaining Unified Funding Agency status.
  - Build internal capacity to engage communities.
  - Support new funding opportunities for partner agencies.