



# What is a Strategic Equity Plan?

Read the  
Full Plan



**Homes for Good's Strategic Equity Plan is a 3-year plan that outlines our goals, and the actions we are going to take to achieve those goals.**

**Our Strategic Equity Plan is unlike other strategic plans in that it infuses our Diversity, Equity, and Inclusion goals into a larger strategic plan for the Agency to make sure all of our efforts are steering us in the direction of more equitable and inclusive services.**

**We have identified four main areas of focus for our plan:**

**Listen to our  
Communities**

**Tell the Human  
Story**

**Create Pathways to  
Self-Sufficiency**

**Lead and Grow  
Ethically**



# How Can I Get Involved in Homes for Good's Strategic Equity Plan?

Over the next couple weeks, Homes for Good will be posting sections of our Strategic Equity Plan via social media for public feedback.

You can provide feedback through:

- Emailing: [info@homesforgood.org](mailto:info@homesforgood.org)
- Commenting on Social Media
- Calling and leaving a message at: 541-682-2580
- Attending our info session on May 18th, 2022 at 5:30pm via zoom and providing feedback there

Please note that these are just selections from a larger plan. You can read, and provide feedback on any part of the plan through these above methods.

Read the full plan here



## Strategic Equity Plan

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## Our Goal: **Lead and Grow Ethically**

We will identify and document federal and state statutes and regulations that create barriers to access and active participation in Homes for Good governance, programs, and apartment communities.

## How We're Going to Accomplish this Goal in 2022

Use the Annual Plan process to evaluate policies and associated regulations to identify areas of disparate impact, and a possibility for change or advocacy.

Continue to work with HUD Portland Field Office and HUD in DC on the disconnect between HUD definition of registered sex offender and State of Oregon definition with the goal of amending the national definition.



# How Can I Get Involved in Homes for Good's Strategic Equity Plan?

## Attend our Listening Session

**May 18th, 2022**  
**Starting at 5:30**  
**via zoom**

**Meeting ID: 881 2887 2323**  
**Passcode: 228947**

**Dial by your location**  
**+1 669 900 6833 US (San Jose)**  
**+1 253 215 8782 US (Tacoma)**



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## Our Goal: Listen to Our Communities

**We will develop new client engagement systems to share with clients the programmatic improvements we are achieving, and we will seek guidance from our clients on how we can continue to make programmatic improvements based on direct feedback from the people we serve. We will intentionally focus this client engagement on clients from the BIPOC community, and clients with disabilities.**

## How We're Going to Accomplish this Goal in 2022

Create a customer satisfaction surveys and response plan with different contact methods for maintenance and property management.

Utilize already gathered data to assess how clients from the BIPOC community, and clients with disabilities are providing feedback now, or if they even are.

Use the Moving to Work waiver authority to create more staff time that can be focused on client engagement and customer service.



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## Our Goal: Listen to Our Communities

**We will use specific instances of housing discrimination faced by our prospective and existing clients to identify trends in housing discrimination occurring in Lane County. We will pay careful attention to specific instances and trends of housing discrimination that are being experienced by people from the BIPOC community, and people with disabilities.**

## How We're Going to Accomplish this Goal in 2022

Analyze program data for examples of disparate treatment, such as exits or terminations, work orders, tenant charges, and Resident Services engagement.

Review training/education that 3rd party management companies provide their employees. Organize and complete a "Homes for Good 101" training with an emphasis on the Strategic Equity Plan for all 3rd party management company employees.



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## Our Goal: Tell the Human Story

**Homes for Good's external communication channels are used as a platform to share and amplify the stories of Homes for Good clients with an emphasis on clients from the BIPOC community, and people with disabilities.**

## How We're Going to Accomplish this Goal in 2022

Monitor and evaluate content shared to ensure no group is disproportionately represented to not present the appearance that one group of people disproportionately utilizes our services.

Create opportunities for clients to share their experiences, balancing the needs of client privacy and the personal nature of housing.



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## Our Goal: **Create Pathways to Self-Sufficiency**

**We will determine what funding resources would be necessary to make the Family Self Sufficiency program an automatic enrollment program for any qualified client. Programmatic outreach will focus on BIPOC and Spanish speaking clients.**

## How We're Going to Accomplish this Goal in 2022

We will pilot auto-enrollment and service coordination with providers at our Permanent Supportive Housing communities.

We will explore using Moving to Work flexibilities to increase the number of participants served in the Family Self Sufficiency program by modifying program requirements and services.



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## Our Goal: **Create Pathways to Self-Sufficiency**

**Utilize Homes for Good's programmatic resources, like the Housing Choice Voucher Home Ownership Program, that are proven to build wealth have been assessed with the goal to increase wealth for clients from the BIPOC community.**

## How We're Going to Accomplish this Goal in 2022

Work to create pathways for participants of our Public and Affordable Housing programs to participate in our Home Ownership initiatives.





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## Our Goal: **Lead and Grow Ethically**

**We will continue our efforts to develop systems of resiliency that anticipate hazards that may disrupt essential functions and processes. We will continue to develop Annexes to the Continuity of Operations plan as prioritized by the Hazard and Vulnerability Analysis.**

## How We're Going to Accomplish this Goal in 2022

Refine resident emergency communication procedures.

Identify more community partners with emergency repair programs, such as St. Vicent de Paul (SVDP), who can provide services to our clients who need these repairs.

Build out staff and resident training to increase resiliency and emergency response systems.



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## Our Goal: **Lead and Grow Ethically**

**We will identify and document clients who don't have the skills, access, or resources to utilize modern technology for communication and submission of required forms and documentation.**

## How We're Going to Accomplish this Goal in 2022

Set on-site paperwork times to assist people who need in-person support.

Create a plan, and budget for FY23, to increase resident access to computers and internet in community rooms, and devices to check out from Resident Services staff.

Create educational materials to help residents access computer literacy programs and other community resources to increase knowledge of how to use technology.



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## Our Goal: **Lead and Grow Ethically**

**We will provide communication and programmatic enhancements to clients who have access barriers based on language, vision and hearing and/or don't speak/read English as their first language.**

## How We're Going to Accomplish this Goal in 2022

Complete Spanish translation for all core documents.

Collect information from residents on preferred language and ensure notices, resident updates, newsletters are provided in preferred language.