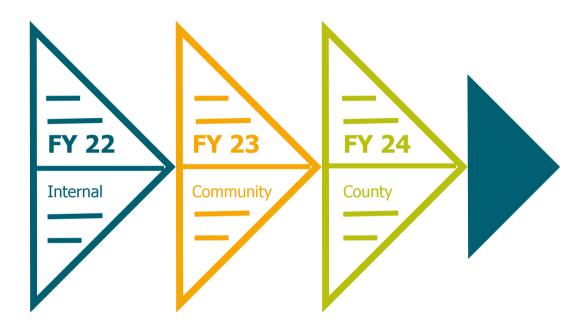


STRATEGIC EQUITY PLAN



Listen to Our Community
 Create Pathways to Self-Sufficiency
 Tell the Human Story
 Lead and Grow Ethically

Homes. People. Partnerships. Good.

Intro Into the Strategic Equity Plan

We aspire to develop a Strategic Equity Plan that centers our focus on both people we serve and our employees. In the next few years we want to focus on deepening our journey with Diversity, Equity and Inclusion through belonging and connecting with our tagline: Homes.People.Partnerships.Good.

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.

MEET THE EQUITY STRATEGY TEAM









MARIA HUFFMAN Painter



Property Manager

JOSÉ ZARATE FSS Coordinator

STEVE OCHS Real Estate Development Director

MELANIE CHURCH Property Management

Analyst



JORDYN SHAW Communications Administrative Specialist



BAILEY MCEUEN Human Resources Director



JACOB FOX Executive Director

Our Diversity, Equity, and Inclusion Journey So Far

Below are some key milestones in our Diversity Equity and Inclusion journey.

2018 Overall DEI Theme: Getting Organized to Do the Work.

- Staff began conversations about the collective need to intentionally integrate DEI into the fabric of our organization.
- We identified the need to hire outside consultants to help chart and support our DEI journey
- We engaged with, and learned from, other organizations like Lane County that had begun intentional engagement in terms of DEI growth.

2019 Overall DEI Theme: Baselining Organizational Readiness, Capacity Building and Staff Education.

- We issued a Request for Qualifications (RFQ) for consultants that could help chart and support our DEI journey. We hired consultants to steward us through initial training and capacity building
- Consultants facilitated the creation of The CORE Team to help guide our DEI journey. This group of employees volunteered to help launch and inform our DEI journey. The CORE team met throughout the year to guide our DEI journey. Joint meetings between the CORE Team and the Leadership Team (LT) also occurred periodically.
- The Consultants reviewed a significant amount of data related to our organization like demographics of our employees, demographics of our clients and demographics of our applicants.
- The Consultants and the CORE Team led an all-day staff learning session focused on building a collective understanding the racial equity culture change process, key terms and elements of race and racism and to explore Homes for Good's culture and how to embed racial equity more deeply into the organization.
- The Consultants facilitated a joint meeting between the CORE Team and the LT to compile and summarize the work from the last year, including the staff input received at the staff learning session. In this joint meeting we created building blocks of focus for our Strategic Equity Plan, which are reflected in the current SEP overarching goals.

2020 Overall DEI Theme: Use the Move into Our New Administrative building, The Olive, to Continue the Growth of DEI into Our Organizational Culture. Create Equity Strategy Team.

- CORE Team focuses on providing input in the EST application and charter and officially closes out their work as a team.
- The EST application process launched, and the team members were selected. Staff members along with our two Appointed Commissioners served as the selection committee.
- The Consultants facilitated a joint meeting between the EST and the CORE Team to share the history of the DEI work and begin the process of building the Equity Strategy Team. They also facilitated another Equity Strategy Team meeting focused on relationship building and building capacity for engagement.

2021 Overall DEI Theme: Develop the Homes for Good Strategic Equity Plan

- Equity Strategy Team held reoccurring meetings and began the development of the Strategic Equity Plan framework, format, and overarching goals.
- The Strategic Equity Plan overarching goals that were drafted were informed by our DEI work in 2019 and 2020 and shaped most recently by the Equity Strategy Team. These goals were shared with all staff and we received some very valuable feedback that will be integrated in overarching goals.
- The EST held multiple staff engagements, and presentations at the Homes for Good Board of Commissioners meetings to gain feedback and direction on the Overarching Goals and Tactics to achieve those goals in preparation for public outreach and engagement.

Homes for Good's Organizational Chart



Rent Assistance	Finance
Includes Housing Specialists, Office Assistants, Intake, and Housing Inspectors. This team focuses on administering Section 8 Rental Assistance Programs, the lobby and customer experience, and Agency Housing Intake	Responsible for managing the finances and accounts of Homes for Good.
Supportive Housing	Communications
Includes Property Management, Maintenance, Family Self Sufficiency Coordinators, and Resident Services staff. This team manages the Public Housing portfolio as well as provides services to residents living in Homes for Good Housing.	Focuses on outreach and communications efforts to educate and inform residents, partners, and the public about Homes for Good programs.
Energy Services Includes Energy Auditors and Administrative staff responsible for running a Department of Energy Weatherization Program, as well as a Heat Crisis program.	Human Resources Responsible for employee relations and talent management within the organization.
Real Estate Development Includes Developers, Asset Managers, and a Capital Projects team. This team is responsible for developing new Affordable Housing, managing relationships with outside property managers who manage the Affordable Housing the Agency has built, and coordinating Capital Projects for the Public Housing portfolio.	IT Manages Information and Technology at Homes for Good Office locations and sites.



#1 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.	We will offer to develop new relationships with culturally specific organizations, organizations serving the BIPOC Communities and BIPOC leaders in Lane County.	We will continue to seek opportunities to support the non-profit network, local and state jurisdictions and the business community through preferences and partnerships.	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.
Supportive Housing	Rent Assistance	Rent Assistance	Rent Assistance
 Create customer satisfaction surveys and response plan with different contact methods for maintenance and property management Increase engagement with the Resident Advisory Board (RAB) by creating a communication strategy and messaging 	 Continue Rent Assistance Leadership participation in the NAACP Housing Committee Determine whether to implement Local Preference partnership(s) with community organizations that are culturally specific or who have programmatic specialization in supporting people from the BIPOC and people with disabilities. 	 Provide two trainings per year for our non-profit local preference partner network and provide these partners an opportunity to give feedback on how the system could improve. Provide at least one presentation to local and state jurisdictions and one presentation to the business community that focuses on the Rent Assistance Division's local preferences and other housing referral partnerships like Permanent Supportive Housing/Project Based Vouchers. 	 Identify when, where and how discrimination experienced by applicants and participants are communicated to staff and how these reports are documented. Generate reports and analyze move-out data including demographic trends on positive and negative moveouts. Deepen the partnership with the Fair Housing Council of Oregon beyond all staff training to determine when and how Homes for Good should address instances of racial and income discrimination.
Rent Assistance	Agency	Agency	Supportive Housing
 Create customer service feedback opportunities for lobby visitors and for participants who are being served remotely. Use the Moving to Work waiver authority to create more staff time that can be focused on client engagement and customer service 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. 	 As part of an agency centralized list, identify culturally specific organizations, and organizations serving the BIPOC members in the community that we currently work with, and want to partner with in the future. In the centralized agency list, we will identify organizational interest for the partnership, including who key leaders are, main points of contact, the organization's capacity, benefits for both organizations, and a description of the current partnership. 	 Network with non-profits and other organizations such as the Chamber of Commerce to increase awareness of Homes for Good's clients and real estate development goals. Share our beliefs and EST goals with partner organizations and the businesses we work with to encourage them to be more equitable. Advocate for more services funding by identifying additional resources needed in the development stage of 	 Analyze program data for examples of disparate treatment, such as exits or terminations, work orders, tenant charges, and Resident Services engagement Form teams to address property to inequitable property inconsistencies that are not related to differences in program requirements or geography

		 projects to have sufficient operating funds to pay more for services and vocalizing those needs to the appropriate funding jurisdictions. Internal and external survey focused on how we engage with partner organizations and the business community. 	
 Energy Services Include a Carbon Footprint question on client survey. In partnership with the Communications team, develop marketing materials and a plan for external engagement that facilitates greater utilization of Energy Services programs by people from the BIPOC community. Working with the Communications team, promote Energy Services through radio ads to connect Hispanic people to services. 	 Supportive Housing Expand the Family Self-Sufficiency program coordinating committee to include organizations serving specific populations not currently represented 	 Supportive Housing Continue collaborating with community partners to apply for foundation funding Develop community-wide communications strategy and messaging about Permanent Supportive Housing implementation 	 Development Working with contracted architects, have Project Developers determine Accessible unit needs in the community and use this data to make decisions on how many Accessible units to include in a new construction apartment community. For new construction apartment communities, work with architects to hold focus group with people with disabilities and review design for common areas and Accessible units. 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.
			Complete Accessible unit assessment/inventory for all of Homes for Good apartment communities. Use assessment/inventory recommendations to develop capital project plans

#2 Tell the human story.

We will translate our data into stories that educate our staff in a manner that grows our ability to be emphatic towards the challenges faced by people experiencing poverty in our apartment communities and rent assistance programs.	Staff that don't engage with our clients as part of their core responsibilities will be provided the opportunities to be directly in service to increase empathy and understanding of the people we serve. All staff receive training on empathy and de-escalation for people experiencing trauma and crisis.	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.	Homes for Good will educate the business community about efforts to implement a Strategic Equity Plan to infuse equity into the culture and growth of our organization and our efforts to target our housing resources to communities most marginalized in our community with an emphasis on people from the BIPOC community and people with disabilities.
 Expand use of existing tools like Microsoft Teams, employee facing display screens, and Internal Staff Newsletters to share messaging about the people we serve to increase empathy of staff. 	 Agency Organize, promote and complete two service/volunteer opportunities on our properties for non-client facing staff to increase engagement with the people we serve. 	 Communications Create and implement a plan for a mix of pre-created and organic content for social media channels, including the capacity to find and share content from the BIPOC community, culturally specific organizations, and people with disabilities. 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. 	 Energy Services Categorize existing data on clients and create a visual aid to present on our webpage. Exchange information with other Agency departments to share with clients.
 Agency Expand client celebrations including the Family Self-Sufficiency graduation, and Homes for Good Foundation Scholarship awards celebration increasing staff involvement to connect more with the people we serve. 			 Supportive Housing Create education and training materials to share with contractors around Section 3 and Economic Equity initiatives
 Rent Assistance Utilize reports and data collected from program exits to tell the story of successful exits and identify strategies to reduce negative exits. 			 Agency Developing Agency wide marketing and informational materials about our programs for different departments to keep on hand and be able to educate the clients in their programs about the other programs the Agency offers.

#3 Create pathways to self-sufficiency.

We will determine what funding resources would be necessary to make the Family Self Sufficiency program automatic enrollment program for any qualified client. Programmatic outreach will focus on BIPOC and Spanish speaking clients.	We will communicate our goal of improving educational achievement for children and youth that are served by Homes for Good to education leaders in Lane County and seek their input and partnership in this effort.	We will determine how to continue to grow resident services supports including developing initiatives to improve the mental and physical health of residents living in our apartment communities with an emphasis on clients from the BIPOC community and clients with disabilities.	We will continue affordable housing production and the rehabilitation of existing affordable within the metro area and rural areas. We will experiment with housing types and scale for rural Lane County based on input from local residents and especially the BIPOC community.
 Family Self-Sufficiency Cost out current expense to the agency of operating the Family Self-Sufficiency program We will explore using MTW flexibilities to increase the number of participants served in the FSS program by modifying program requirements and services. We will pilot auto-enrollment and service coordination with providers at our PSH communities. Translate core documents and create Spanish language outreach materials and info session 	 Family Self-Sufficiency Create and strengthen partnerships with organizations in Lane County serving youth through adding members to the Family Self-Sufficiency Advisory board from organizations like Looking Glass and DevNW. Improve communications within the Family Self-Sufficiency Advisory Board Supportive Housing Review any existing data sharing with school districts and build a proposal for formal coordination 	 Supporting Housing Share existing online media to increase staff exposure to people with different types of access needs Expand Resident Services into 3rd party managed sites Develop a communication strategy to include flyers and other outreach materials community organizations who serve people with disabilities and the BIPOC community in new resident welcome packets and community room bulletin boards 	CAP • Increase cross department involvement in Neighborhood and Resident Meetings, as well as outreach tactics and incentives to increase community participation.
	 Agency As part of an agency centralized list, identify organizations and school districts working with children and youth in the community. In the centralized agency list, we will identify organizational interest for the partnership, including who key leaders are, main points of contact, the organization's capacity, and benefits for both organizations. Work in partnerships with school districts to promote, link and create more access to college, and trade-school readiness initiatives for youth served by our apartment communities and rent assistance programs. Working with the Communications team, develop communications materials to highlight partnerships at Sarang and work to strengthen partnership with school district in support of current residents. 		 Development Identify the type of housing we can and should be producing in the next 5 to 10 years by: Identifying funding streams for different housing types, including an approach for smaller projects and scaling projects for rural areas. Discussing with the communities their need for housing, and what housing types fit those needs. Identifying and partnering with organizations that may specialize in housing types that Homes for Good haven't developed in the past.

#3 Create pathways to self-sufficiency. (Continued)

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.	We have developed the framework of a plan to expand client employment opportunities and expand the number of contracts we have with businesses owned by people from the BIPOC community and businesses owned by women.
Communications	
• In partnership with Family Self-Sufficiency and Rent Assistance, create both internal and public outreach education materials to explain and promote the Section 8 Home-ownership program to clients from the BIPOC community.	 Redesign and reimplement the Family Self-Sufficiency and Resident Services internship programs. Design internship for maintenance positions, beginning with a Landscaper Intern. Attend hiring events and other methods of outreach for maintenance positions.
Supportive Housing/Rent Assistance	Development/CAP
 Look into increasing the cap, which is currently set at 25 participants. Connect with partners who serve the BIPOC community to connect participants to relevant services Explore if we can help facilitate the development of affordable Home-ownership opportunities for voucher holders. Work to create pathways for participants of our Public and Affordable housing programs to participate in our Home Ownership initiatives. 	 Evaluate bonding and insurance requirements for contracts. Creating educational materials and connecting potential bidding businesses to financial resources to compete and bid on contracts. In coordination with the Section 3 Equitable Contracting Committee and potentially a consultant, create a framework for Section 3 outreach and reporting as required by HUD. Complete, implement and update as needed the Equitable Contracting Initiative.
Family Self-Sufficiency	Agency
• Through training and increased staff diversity, increase cultural competency in Family Self-Sufficiency program services to ensure that goal planning and self-sufficiency fits the wants, needs, and preferences of clients from different cultures.	• As part of an agency centralized list, identify Section 3 and MWESB Businesses, including a main point of contact for both the business and for Homes for Good, and a description of the business's services. Incorporate this list into the existing system of outreach for contract biding.
	Energy Services Conduct one Section 3 and MWESB outreach and education event to existing contractors

#4 Lead and grow ethically.

We will focus on educating staff about our vision for a racially and socially just organizational culture. This education will leverage our current strengths related to compliance and organizational growth as we embrace newer elements of our evolving organizational culture to include social justice advocacy, individual DEI competence and the value and interdependence of human beings.	We will review hiring, promotion and retention practices with an emphasis on supporting the career growth for existing employees while also recruiting externally and attracting diverse talent including people from the BIPOC Community and people with disabilities.	We will develop a plan to expand our employee assistance program to include an emphasis on improving health outcomes, retirement outcomes, savings outcomes and educational outcomes.	We will collect and understand best practices for an organization wide carbon footprint reduction and greenhouse gas reductions.
 HR Continue annual budgeting and programming of DEI related staff training. Continue expanding pronoun accessibility including elimination of binary language in documents and adding a pronoun field in Bamboo. Include the Strategic Equity plan in onboarding an overview of the Agency's journey so far, where the agency is on the journey, and where we are going, in New-Hire Check-Ins to include new employees in our DEI journey from the beginning of employment. 	 HR Evaluate the need of a Driver's License as a condition of employment, and only require one when necessary. Continue to hire by committee, having EST representation on all hiring committees, and expand staff anti-bias training. Continue to offer remote work, expanding access to work for people with disabilities. 	 HR Work with DevNW, or another similar organization, to design an EAP like program for employees to access financial wellness classes and resources to be available in FY 23. Put together general education materials about the Public Service Loan forgiveness program, use these materials for existing staff and in recruitment. Partner with DevNW, or another similar organization, for individual employee advising on this program. Research the benefits and disadvantages of an Agency funded Dependent Care Assistance Plan (DCAP) account for employees and make decision for FY 23 budgeting. Look into payroll deduction option for the OregonSaves education savings program to implemented in FY 23 or CY23. 	 Energy Services Energy Services to take the lead for the agency on developing strategy to divert waste from landfill into recycling and reuse systems. Initial efforts will be to meet with Energy Services contractors to determine what waste can be recycled/reused. Develop plan for Energy Services Division acquisition of emission free vehicles as a pilot for conversion of the entire Homes for Good fleet. Assess how Personal Protective Equipment could be converted from throw away after each use to multi use. For example, coveralls that are washable rather than Tyvek Suites. Develop data dashboard that communicates how Energy Services jobs and activities reduce greenhouse gasses and carbon.
			 CAP Continue research about materials and processes to reduce off-gassing. Emphasize the importance of carbon foot-print reduction through new architecture RFPs. Continue to spec Low VOC and green options analyzing their cost/benefit.

#4 Lead and grow ethically. (Continued)

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.	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.	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.	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.	We will determine the financial viability of a desired growth plan for the Supportive Housing Division in coordination with our efforts to secure capital and supportive services for new permanent supportive housing apartment communities.
 Energy Services Establish a way to chart demographics of clients to identify highly vulnerable people to do welfare checks. 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. Start conversations with Oregon Housing and Community Services (OHCS) to allow fuel switching Start research on solar possibilities at the Homes for Good Main Office including opposite of peak generation. Use electric Vehicle fleet as power bank and take advantage of vehicle to grid (V2G) technology. 	 Rent Assistance Complete the Spanish core document translation project by end of FY 22. Develop budget for translation of additional documents and identify additional funding streams for this work. Offer further training and set clear expectations for staff to use the Language Line translation services when working with Clients. Review and update client records so that primary language is documented in HAB. 	 Rent Assistance Create systems to survey and document: Client ability and preference as A) people who have knowledge and technology, B) People who don't have the knowledge or technology, and C) people who have the knowledge but no access to technology Why people are coming into an inoffice appointment and if it is technology related. Individual client preference for communication type: paper versus digital. Establish a plan for the conversion of documents into fillable PDFs to allow for future digital communication. 	Rent Assistance • 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.	 Supportive Housing Research viability of and cost of self-managing our Permanent Supportive Housing communities, keeping in mind the context of how Permanent Supportive Housing communities will differ from our current Public Housing properties. Work on Bridges on Broadway as initial property to self-manage. Identify staff skills, training or education gaps (TC compliance, Housing First etc.)
 Communications In coordination with the Safety Committee and the Office Coordinator, create two employee messaging campaigns. One about individual and family preparedness for employees, and other of basic safety and vulnerabilities of the 100 W 13th Ave Office Building. 	 Supportive Housing Take next steps in Language Access Plan to include staffing plan and paperwork access 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. 	 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. Working with the Communications and Resident Services teams, create educational materials to help residents access computer literacy programs and other community resources to increase knowledge of how to use technology. 	 Supportive Housing Use the Annual Plan process to evaluate PHA policies and associated regulations to identify areas of disparate impact and a possibility for change or advocacy 	

• Ci w	Continue and complete the putfitting Agency Fleet cars for emergencies. Create a list, matching employees with Homes for Good properties pased on location as their report site in case of an emergency.	 Communications/IT Explore and implement technology solutions for increased language capabilities and accessibility for the Homes for Good website. 	 Supportive Housing Include questionnaires about preferred communication methods at all lease signings Set on-site paperwork times to assist people who need in-person support 	
er ar • Bi tr	e Housing Refine and improve resident emergency response procedures and resources Build out staff and resident raining to increase resiliency and emergency response systems			