

# Attachment 3. DHA Mission and Goals

## VISION

*DHA's vision is that every individual or family shall have quality and affordable housing in communities offering empowerment, economic opportunity and a vibrant living environment.*

## MISSION

*DHA's mission is to serve the residents of Denver by developing, owning and operating safe, decent and affordable housing in a manner that promotes thriving communities.*



## STRATEGY SUMMARY

The availability of affordable housing established by city leaders as Denver's highest need compels the Denver Housing Authority to develop thoughtful, grounded and well-designed strategies that result in contributing to a wide-ranging housing environment.

The simultaneous convergence of rapid population growth, soaring rents and declining vacancies places the vast majority of Denver's low-income families at risk. DHA's significant role in helping to meet the city's pressing affordable housing demands for the short and long term requires that the agency:

- Develop mixed-income housing communities while also planning for shifting population demographics;
- Develop affordable housing in conjunction with critical support services to assist residents in becoming self-sufficient; and
- Implement its Strategic Plan using forward-thinking program administration and sound financial management strategies.

With these challenges and opportunities as its backdrop, DHA has established the following five key areas of action as the focus for its two-year Strategic Plan:

- **Quality and Affordable Housing Initiatives**
- **Vibrant Living Initiatives**
- **Resident Empowerment and Economic Self-Sufficiency Initiatives**
- **Business Operations Initiatives**
- **Employee Initiatives**

*PHOTO COVER:*

*Rendering of future Sun Valley EcoDistrict Housing;  
Children at play outside Sun Valley Youth Center.*

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## CORE GUIDING PRINCIPLES

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### Promote Collaborative Partnerships and Teamwork

DHA will be a leader in forming strategic partnerships that lead to the maximum leveraging of financial, human and organizational resources. DHA staff will be recognized for being open, engaged and dependable and for their focus on advancing the mission of the agency at every opportunity.

### Manage Our Assets Responsibly

DHA will utilize industry best practices to maintain and modernize our real estate portfolio. Our residential properties will be healthy and thriving communities. Our commercial properties will be managed and leveraged to provide maximum benefit to DHA, the surrounding community and to our mission.

### Expand Housing Opportunities for All

DHA will be recognized as one of the City of Denver's top developers by designing and developing award-winning residential communities that create a continuum of housing opportunities for those most in need. Our developments will lead to neighborhood revitalization through strategic alliances with community stakeholders and strategic leveraging of mixed-use market opportunities.

### Fiscally Responsible Operations

DHA will be recognized for its sound fiscal management; the diversity of its revenue generating initiatives; and its innovative financing strategies. DHA will align its financial resources to best support its strategic goals and the overall mission of the agency.

### Empower Our Residents

DHA residents will be empowered to participate in leadership development, civic engagement and responsibility and will be supported in their individual and collective efforts to improve their condition and the quality of their neighborhood.

### Maximize Opportunities for Disadvantaged Residents, Businesses and Communities

DHA will promote resident employment and micro-business formation. DHA will be recognized for its innovative programs that achieve high levels of MBE/WBE participation and create economic impact in the communities we serve.

