



# PENINSULA HOUSING AUTHORITY 5-YEAR STRATEGIC PLAN

2024-2029

# PHA BOARD



- Peggy Webster- Chair
- Collen Robinson-Vice Chair
- Tom Brotherton
- Tim Fellin
- Pat Teal
- Cheri Tinker
- Norma Turner
- Paul Cummingham

Sarah Martinez- Executive Director

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## INTRODUCTION FROM BOARD CHAIR PEGGY WEBSTER & EXECUTIVE DIRECTOR SARAH MARTINEZ

*“We are both excited to present the Peninsula Housing Authority’s 2024-2029 Strategic Plan. We believe this plan will act as a roadmap to guide our organization as we continue to focus on serving our community through increasing housing opportunities, building out strategic partnerships, and ensuring we are a high performing agency that centers our staff. This plan reflects a collaborative effort among residents, staff and stakeholders to align our mission, vision, and values with strategic initiatives that will propel us into the future.”*

# 02

## MISSION & VALUES

**Mission:** The Peninsula Housing Authority shall create, maintain and support housing opportunities in partnership with community.

**Vision:** Every person of Clallam and Jefferson County is living in suitable housing.

# MO PROCESS

The Peninsula Housing Authority (PHA) envisioned a strategic planning process that centered the voices of its residents, staff and community stakeholders. The authority engaged Brawner & Company to help facilitate the process.



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# STRATEGIC OBJECTIVES



# 1

## Objective 1:

PHA will develop and preserve affordable housing.

# STRATEGIC OBJECTIVES



## 2

### Objective 2:

The PHA through collaboration, will strengthen mutual partnerships with housing and service providers and local jurisdictions



# STRATEGIC OBJECTIVES



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## Objective 3:

PHA will increase its presence in Jefferson County

# STRATEGIC OBJECTIVES



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## Objective 4:

PHA will continue to excel as property managers and administrators of housing programs.

# STRATEGIC OBJECTIVES



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## Objective 5:

PHA will create an organizational succession plan which includes professional development and staff retention strategies