

## **YEAR ONE ACTION PLANS BY STRATEGIC GOALS**

### ***PORTFOLIO DEVELOPMENT:***

- Continue to meet with the two development teams to close deals
- Hire a Dir. of Operations to free ED time for development initiatives
- Identify funding through fungibility for small scale developments
- Continue to meet with the community and residents on Ashby BART

### **LANDLORD ENGAGEMENT AND INCENTIVES:**

- Train and empower staff to provide messaging to potential landlords
- Fund re-rent incentive up to \$1500 for unit repairs or upgrades
- Engage in local/national networks on successful landlord incentives
- Utilize the Berkeley Unit Turnover Funding Pool for unit damages

### **COMMUNITY IMAGE, PERCEPTION, AND PUBLIC ENGAGEMENT:**

- Build capacity of the staff and Board to engage in public relations
- Meet in September and February with the 3x3 Committee
- Meet in October and December with the Hsg. Assoc. of Northern CA

### **RESIDENT SERVICE AND RESIDENT SATISFACTION:**

- Implement the integrated phone / ATS system in first quarter of 2026
- Prep standardized tenant / landlord communications for scenarios
- Engage management with frontline staff for culture-building

### **WORKING FAMILIES HOUSING TRANSITION:**

- Message during resident intake the need to set and achieve goals

- **Report-out on any transition success stories achieved by residents**

**RESIDENT SUPPORT SERVICES:**

- **Consolidate support services into a single resources guide**
- **Upgrade technology and office security for quality resident relations**