

Vision and Mission

Presentation to
Housing York Inc. Board
(refer to item E.2)

Kerry Hobbs

November 2, 2017



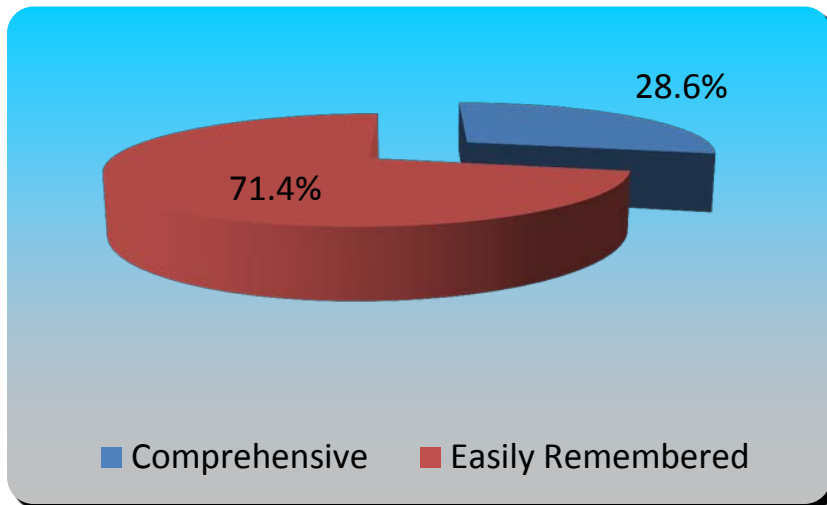
Presentation Overview

- Provide Engagement Process Highlights
- Seek Board approval of recommended Vision and Mission Statements

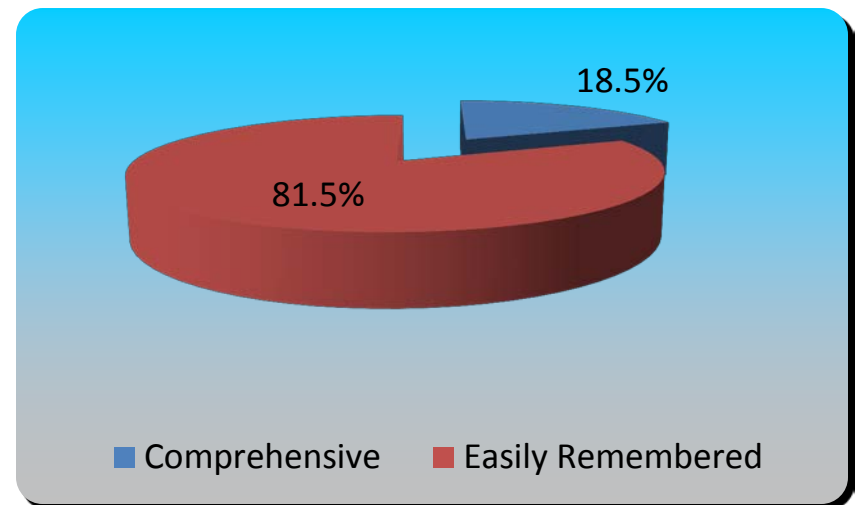
Understanding Priorities

- Board & Housing Staff Workshop

Should the Vision be comprehensive or easily remembered?



Board Results



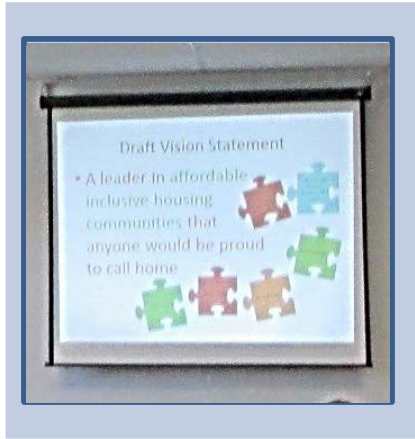
Staff Results

Generating Ideas & Developing Draft Statements



Validating with Stakeholders

- Agency partner survey and resident consultation



Proposed Statements

Vision

A leader in affordable housing, building inclusive communities that everyone would be proud to call home

Mission

As a responsible and caring landlord, we work with our residents and partners to deliver housing programs and services that are important to our communities

Vision – Key Concepts



A **leader** in affordable housing,
building inclusive communities
that everyone would be proud to
call home

Vision – Key Concepts



A leader in **affordable housing**, building inclusive communities that everyone would be proud to call home

Vision – Key Concepts




Accessible,
welcoming,
diverse,
part of the
neighbourhood

A leader in affordable housing, building **inclusive** communities that everyone would be proud to call home


Vision – Key Concepts

A leader in affordable housing,
building inclusive communities
**that everyone would be
proud to call home**



Good quality,
safe, well-
maintained,
attractive


Mission – Key Concepts



Fiscal & environmental stewardship
Staff engagement
Compliance with regulatory
requirements

As a **responsible** and caring landlord, we work with our residents and partners to deliver housing programs and services that are important to our communities

Mission – Key Concepts



Connecting residents to services, accommodating people with disabilities, respecting diversity, building communities

As a responsible and **caring** landlord, we work with our residents and partners to deliver housing programs and services that are important to our communities


Mission – Key Concepts

As a responsible and caring **landlord**, we work with our residents and **partners** to deliver housing programs and services that are important to our communities



We provide housing and connect our residents with the community for services

Mission – Key Concepts



Residents have input into decisions that impact their communities

As a responsible and caring landlord, we work with our **residents** and partners to deliver housing programs and services that are **important to our communities**

Regional Alignment

Regional Statements	Housing York Statements
Creating Strong, Caring and Safe communities	A leader in affordable housing, building inclusive communities that everyone would be proud to call home
York Region is committed to providing cost effective, quality services that respond to the needs of our rapidly growing communities.	As a responsible and caring landlord, we work with our residents and partners to deliver housing programs and services that are important to our communities

Next Steps

- Follow-up with residents who participated in focus groups
- Staff communications
- Inclusion newsletters and other Housing York publications

Thank you

