



Strategic Plan 2021 - 2025

APPROVED BY THE YOUR WAY HOME ADVISORY COUNCIL ON JULY 6, 2021

Your Way Home's Mission Statement

To ensure that everyone who lives, works, learns, and invests in Montgomery County, Pennsylvania has equal opportunity to live in an affordable home and a thriving community.

Your Way Home's Guiding Principles

1. Housing is a human right.
2. Homelessness and poor quality housing can negatively affect health and well-being.
3. Families and individuals experiencing homelessness should be provided stable, permanent housing without preconditions or barriers.
4. Advancing diversity, equity, inclusion, and accessibility promotes justice and opportunity for all.
5. Housing is a major driver of economic growth and essential to community development.
6. People should be able to live near their places of work, worship, and social networks.
7. Health, homeless, and human services that promote housing stability should be equitable, responsive, and trauma-informed.

Your Way Home's Strategic Goals for 2021 - 2025

1. Advance racial equity.
2. Center the voices of people with lived expertise.
3. Make the experience of homelessness rare, brief, and one-time only.
4. Promote housing affordability.
5. Address the root causes of housing instability and homelessness.
6. Strengthen and expand multi-sector partnerships.

Your Way Home's Strategic Goals for 2021 - 2025

Goal 1: Advance racial equity.

- Conduct an annual Racial Equity Impact Assessment.
- Redesign the Coordinated Entry System to increase equitable access and assessment.
- Allocate equitable funding and services to organizations that are led by and serve people of color.
- Strive to eliminate disparities in housing and homeless service outcomes based on race and ethnicity.
- Ensure that Your Way Home policies, communications, and services are culturally responsive and racially just.

Your Way Home's Strategic Goals for 2021 - 2025

Goal 2: Center the voices of people with lived expertise.

- Conduct an annual consumer feedback research process to inform system design and improvement.
- Ensure that people with the lived experience of homelessness have leadership roles in the Your Way Home public-private partnership and are provided financial compensation for doing so.
- Increase outreach to communities that are marginalized or experience barriers to accessing Your Way Home.

Your Way Home's Strategic Goals for 2021 - 2025

Goal 3: Make the experience of homelessness rare, brief, and one-time only.

- Prevent more evictions through court and school-based interventions in addition to rental assistance programs.
- Strive to eliminate racial disparities in Your Way Home program outcomes.
- Decrease the length of time people experience homelessness.
- Reduce returns to homelessness.
- Address the needs of vulnerable populations:
 - Mental Health
 - Substance Use
 - Re-Entry
 - Transitional Age Youth
 - LGBTQIA+
 - Domestic Violence Survivors
 - Veterans
 - Seniors
 - People with disabilities
 - Single parent heads of household

Your Way Home's Strategic Goals for 2021 - 2025

Goal 4: Promote housing affordability.

- Advocate for municipal zoning reform.
- Educate policymakers and the public about the challenges related to housing affordability.
- Encourage the development of new affordable housing opportunities.
- Engage more landlords and property managers with Rapid Re-Housing, Permanent Supportive Housing, and Housing Choice Voucher recipients.

Your Way Home's Strategic Goals for 2021 - 2025

Goal 5: Address the root causes of housing instability and homelessness.

- Connect more Your Way Home participants with employment and job training opportunities.
- Educate more Your Way Home participants about tenant rights and fair housing protections.
- Help more Your Way Home participants access their public benefits.
- Identify the causes, impact, and strategies to alleviate historical injustices and systemic discrimination in the housing market and homeless crisis response system.

Your Way Home's Strategic Goals for 2021 - 2025

Goal 6: Strengthen and expand multi-sector partnerships.

- Continue to diversify the Your Way Home Advisory Council.
- Enhance diverse and inclusive participation in the CoC Governing Board and Advisory/Action Teams.
- Strengthen and expand partnerships:
 - Community-Based Organizations
 - Child Welfare, Criminal Justice, Education, Employment, and Health Systems
 - Regional Philanthropy
 - Employers
 - Housing Developers
 - Federal and State Funders
 - Other Continuums of Care

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