

Goal 1: Community Visibility & Awareness

Strategy 1: Increase Community Knowledge of Organization

- Increase Marketing and Communications Efforts
- Communicate services to the community

Strategy 2: Connect with Community Organizations

- Emphasize DASH as a Community-wide & Regional resource: Serve as an advisory group for neighborhoods

Goal 2: Align Programs with Community Housing Needs

Strategy 1: Tie Programs to City, County & Region (GICH) Initiatives

- Align with City planned developments (parks, corridors, Thread): Plan developments to support new industries and families: Consider commercial needs that support neighborhood stability
- Coordinate with community housing partners; encourage zoning changes (UDO)
- Evaluate private development partnerships, consider tax advantage programs (TAD,TIF), and support Callaway Foundation housing strategies.

Strategy 2: Meet Evolving Needs of Community Housing

- Promote neighborhood leaders and self-sufficiency
- Provide diversity of housing options; Consider demographics of local residents (age, family, size, economics); Address housing affordability (30% - 80% AMI); Align with Troup Housing Study recommendations; Evaluate new building technologies
- Push to eliminate blight, lead efforts to manage abandoned properties (land banking)

Goal 3: Evaluate Performance, Remain Flexible & Relevant

Strategy 1: Measure and Evaluate Programs and Services

- Collaborate with Community Partners; Seek community feedback: Listen to residents, respond to suggestions (Hillside Study recommendations)
- Measure and evaluate results as it relates to the organization's mission and vision
- Generate annual community impact report (celebrate and share accomplishments)

Strategy 2: Continually Evaluate DASH Mission and Vision

- Maintain strong staff, leadership of Board/organization; Build diverse expertise and services
- Focus on financial stability and independence; Look to the future and implement change as needed; Review current programs
- Achieve sustainable environmental and social impact