

Section 2. Strategic Goals



How To Read This Document: A Guide to the FY 2010–2015 Strategic Goals

Section 2 outlines HUD's five strategic goals and the subgoals, strategies, and measures that support their realization.

Problem Statement: Describes the scale and elements of the problem.

Goal: Describes the broad outcomes HUD aims to achieve in support of our mission.

Measures of Success: Describe the indicators HUD will use to determine whether or not we are successful in reaching our goals.

Subgoals: Describe the more specific outcomes HUD aims to achieve in support of the broad outcome goals.

Strategies: Describe the approach for *how* HUD will achieve each subgoal.

Examples of Themes: Describe examples of how strategies and programs within each goal reflect new themes—new partners, new geography, and new business model—that have evolved since HUD's founding.

Signature Initiatives: Describe the high-priority program, policy, or project that epitomizes our efforts to achieve a goal.

HUD'S FY 2010–2015 Strategic Framework

Our Mission: Create Strong, Sustainable, Inclusive Communities and Quality, Affordable Homes for All

Goal 1. Strengthen the Nation's Housing Market To Bolster the Economy and Protect Consumers	Goal 2. Meet the Need for Quality Affordable Rental Homes	Goal 3. Utilize Housing as a Platform for Improving Quality of Life	Goal 4. Build Inclusive and Sustainable Communities Free From Discrimination
Subgoals			
1A. Stem the foreclosure crisis	2A. End homelessness and substantially reduce the number of families and individuals with severe housing needs	3A. Utilize HUD assistance to improve educational outcomes and early learning and development	4A. Catalyze economic development and job creation, while enhancing and preserving community assets
1B. Protect and educate consumers when they buy, refinance, or rent a home	2B. Expand the supply of affordable rental homes where they are most needed	3B. Utilize HUD assistance to improve health outcomes	4B. Promote energy-efficient buildings and location-efficient communities that are healthy, affordable, and diverse
1C. Create financially sustainable homeownership opportunities	2C. Preserve the affordability and improve the quality of federally assisted and private unassisted affordable rental homes	3C. Utilize HUD assistance to increase economic security and self-sufficiency	4C. Ensure open, diverse, and equitable communities
1D. Establish an accountable and sustainable housing finance system	2D. Expand families' choices of affordable rental homes located in a broad range of communities	3D. Utilize HUD assistance to improve housing stability through supportive services for vulnerable populations, including the elderly, people with disabilities, homeless people, and those individuals and families at risk of becoming homeless	4D. Facilitate disaster preparedness, recovery, and resiliency
		3E. Utilize HUD assistance to improve public safety	4E. Build the capacity of local, state, and regional public and private organizations

Goal 5. Transform the Way HUD Does Business

Subgoals

- 5A. Build capacity—create a flexible and high-performing learning organization with a motivated, skilled workforce
- 5B. Focus on results—create an empowered organization that is customer centered, place based, collaborative, and responsive to employee and stakeholder feedback
- 5C. Bureaucracy busting—create flexible, modern rules and systems that promote responsiveness, openness, and transparency
- 5D. Culture change—create a healthy, open, flexible work environment that reflects the values of HUD's mission