

# Strategic Plan 2025-2030



**Fresno Housing's Strategic Plan** is a visionary roadmap shaped through an extensive, collaborative process. Developed in partnership with organizations like Faith in the Valley, Radical Possibilities CoLab, the Central Valley Health Policy Institute at Fresno State, and UC Merced's HOPE Lab, this plan integrates a wide array of community insights.

During this process, the Agency and its partners engaged over 600 stakeholders through interactive, in person gallery walks and a digital platform, Thought Exchange, to gather diverse inputs across Fresno County. These sessions ensured broad community involvement and enriched our understanding of local needs.

Fresno Housing's strategic plan is designed to transform the landscape of housing in Fresno County by addressing critical needs and leveraging opportunities for growth and improvement.

## Vision

Thriving, inclusive communities where every individual has access to affordable, safe, and sustainable housing, fostering a foundation for personal growth, health, and communal well-being.

## Mission

Create and sustain affordable housing and vibrant communities throughout Fresno County.

## Values

-  PEOPLE CENTERED
-  INTEGRITY
-  AFFORDABILITY & ACCESSIBILITY
-  EQUITY & INCLUSION
-  ENGAGED COMMUNITIES
-  ACCOUNTABILITY
-  SUSTAINABILITY

# Strategic Drivers









As Fresno Housing embarks on a transformative journey towards creating inclusive, vibrant, and sustainable communities, we have identified several key strategic drivers that will guide our efforts. These drivers are essential components of our strategic plan, serving as the foundational pillars that will steer our initiatives and ensure that we meet our overarching goals of enhancing the quality, accessibility, and sustainability of housing in Fresno County.

Each strategic driver has been carefully chosen to address specific challenges and opportunities within our community, aiming to create a profound and lasting impact. From revitalizing neighborhoods to innovating housing policies, these drivers are interconnected and pivotal in advancing our mission to sustain affordable housing and foster community well-being.

# 1

## Target & Invest in Neighborhoods

Within the next decade, Fresno Housing will invest in and support neighborhoods across Fresno County. We will be the leading catalyst in creating vibrant, diverse, and inclusive communities. Our ambitious and sustainable projects will not only provide a mix of housing options, but also stimulate economic growth, enhance community engagement, and improve the quality of life for all residents. We will focus not only on areas of traditional disinvestment, but also seek new housing in high opportunity communities. Fresno Housing will design projects that are responsive to the needs and desires of the communities we serve. Possible areas of focus include:

-  **San Joaquin**
-  **Firebaugh**
-  **Clovis**
-  **Orange Cove**
-  **Southwest Fresno**  
*(Further develop objectives outlined by the CAN initiative)*
-  **Downtown Fresno**  
*(North Fulton Development Area)*
-  **Northwest Fresno**
-  **Parkway Drive Fresno**

# 2

## Fight to Eradicate Housing Insecurity

Fresno Housing will work to increase community education and inform policies with the goal of mitigating housing insecurity and ensuring families have access to affordable, safe, and quality housing. We will provide tenant education, and advocate for housing policies that further increase the supply of and access to housing. Additionally, Fresno Housing will increase the availability of affordable housing units, bring innovation to the Housing Choice Voucher program, and empower motivated and qualified residents with the knowledge to transition from renters to homeowners. We will create more housing opportunities for vulnerable groups such as the elderly, parents of minor children, foster youth, those experiencing homelessness, and the farm worker community.

# 3

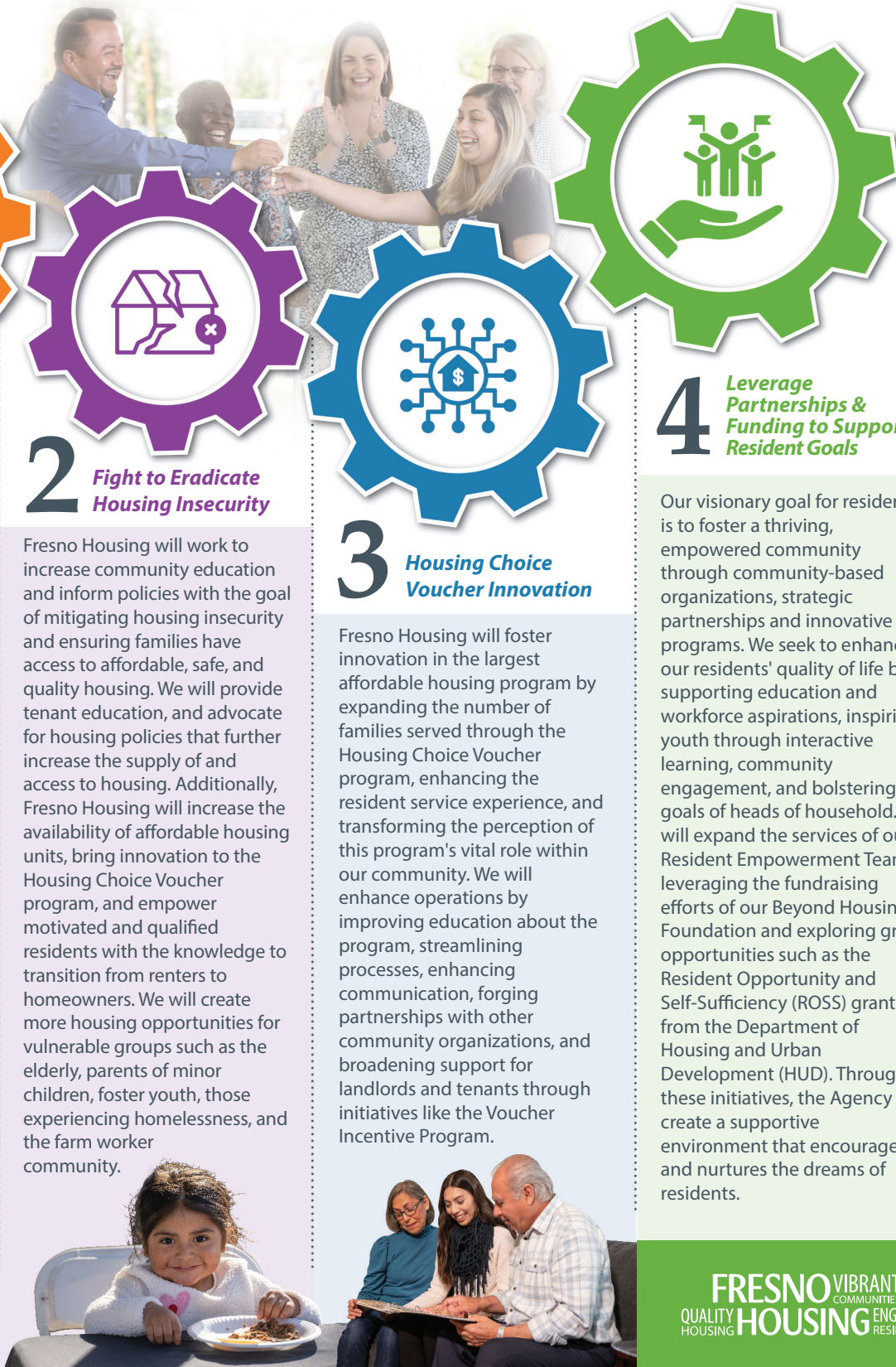
## Housing Choice Voucher Innovation

Fresno Housing will foster innovation in the largest affordable housing program by expanding the number of families served through the Housing Choice Voucher program, enhancing the resident service experience, and transforming the perception of this program's vital role within our community. We will enhance operations by improving education about the program, streamlining processes, enhancing communication, forging partnerships with other community organizations, and broadening support for landlords and tenants through initiatives like the Voucher Incentive Program.

# 4

## Leverage Partnerships & Funding to Support Resident Goals

Our visionary goal for residents is to foster a thriving, empowered community through community-based organizations, strategic partnerships and innovative programs. We seek to enhance our residents' quality of life by supporting education and workforce aspirations, inspiring youth through interactive learning, community engagement, and bolstering the goals of heads of household. We will expand the services of our Resident Empowerment Team, leveraging the fundraising efforts of our Beyond Housing Foundation and exploring grant opportunities such as the Resident Opportunity and Self-Sufficiency (ROSS) grant from the Department of Housing and Urban Development (HUD). Through these initiatives, the Agency will create a supportive environment that encourages and nurtures the dreams of residents.



**FRESNO VIBRANT**  
COMMUNITIES  
**QUALITY HOUSING** **ENGAGED RESIDENTS**