

## MISSION

*What we do*

**Provide Edmontonians with quality, affordable housing.**

## VALUES

*What we stand for*

### Integrity

We follow through on our commitments, acting honestly and ethically at all times.

### Growth

We embrace challenges and change, trying new things and learning from them in our pursuit of progress.

### Inclusion

We provide a welcoming environment, where diversity is valued and people are treated respectfully and equitably.

### Stewardship

We take care of our resources, prudently managing our costs, quality, health, safety & environmental impact.

### Community

We engage with tenants and stakeholders, building relationships and working to enhance the quality of life where we operate.

## PURPOSE

*Why we do what we do*

**Better housing can't wait.**

## VISION

*Where we are going*

**Reimagining affordable housing as sustainable, growing and valued throughout Edmonton.**

## STRATEGIES

*How we will get there*

### Customer Focus

Understand the needs of those we serve and act with urgency to address them.

### Operational Excellence

Build capability and capacity to execute effectively & efficiently.

### Sustainable Renewal

Invest in improvements to property useful life and energy efficiency that benefit residents.

### Targeted Expansion

Align with the City Plan by buying, building or densifying properties where affordable housing is needed.

### Community Building

Collaborate on efforts to enhance community safety and harmony wherever we operate.

### Sector Advancement

Undertake advocacy and partnerships to improve the sector's ability to appropriately house Edmontonians.

**STRATEGIC  
PLAN 2022-25**

