

Domains to be addressed:

Proposed Timeline: 7/01/2023 - 6/30/2026

- I. Diversify Homeownership
- II. Diversify Construction/Supplier Businesses
- III. Diversify Volunteers & Staff
- IV. Create a culture of inclusivity

Build more houses for more people! If we're just marketing our existing builds more broadly without building more homes, we'll just end up turning more people away.

Domain #1: Diversifying Home Ownership

Goal #1

Collect data related to homeownership along racial/ethnic demographic lines

Objectives

- a. Collect racial/ethnic and family size data on who attends info sessions (establish process for this)
- b. Collect racial/ethnic data on who applied, who met criteria, who was chosen for a home
- c. research what types of affirmative action are possible in the homeownership lottery/marketing process while still following fair housing law and regulations
- d. research racial demographics and homeownership rates among low-income people in Hampshire/Franklin counties (race, family size, rent vs own)
- e. learn more about broader need for different house sizes
- f. do an internal assessment around housing size needs among different racial demographics: are racial demographics of applicants different when we build different house sizes?

Goal #2

Help people who we are not able to serve find housing options

- a. participate in advocacy for more affordable housing options at a federal and state level and support efforts of other homeownership agencies in Western MA
 - i. create finite list of agencies whose work we follow
- b. stronger referrals: customize direction to other assistance for those who apply but don't meet the lottery requirements
 - i. maintain our list with specific direct referrals
 - ii. train those in contact with applicants
- c. referrals to other housing opportunities and assistance programs for those who aren't applicants but who reach out for help

	<ul style="list-style-type: none"> d. improve website resources and application page to better direct people to referrals <ul style="list-style-type: none"> i. add link to referrals info to home page or slider
<p><u>Goal #3</u> Build relationships with communities of color (can't do any affirmative action but can do increased targeted marketing & awareness building)</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. assess current contact list and see which are already targeting specific populations b. make sure we're targeting a specific % of orgs that reach a wider variety of demographics <ul style="list-style-type: none"> i. Asian-American organizations ii. Black organizations iii. Native American organizations iv. Latine organizations

Domain #2: Diversify Construction/Supplier Businesses

<p><u>Goal #1</u> Collect data on demographics of current contractors and suppliers</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. ask suppliers about Minority Business Enterprise (MBE) data (in addition to contractors) b. network with suppliers/contractors we already work with who are MBE c. MBE status as tiebreaker for bids
<p><u>Goal #2</u> Increase % of budget on POC-owned businesses</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. calculate existing number of MBE businesses supported and % of budget
<p><u>Goal #3</u> Assist in building the pipeline for POC to participate in the construction industry</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. work with vocational schools b. invite student group participation

Domain #3: Diversify PVHH's Volunteers & Staff

<p><u>Goal #1</u> Diversify staff positions</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. embed racial inclusion/experience in job posting b. post job to websites & orgs to professional associations serving POC c. embed racial inclusion/experience in interview questions d. use a rating rubric to remove bias in hiring decisions
<p><u>Goal #2</u> Diversify internship positions</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. collect demographic data on interns b. post listings to student orgs that serve students of color
<p><u>Goal #3</u> Create a welcoming, inclusive environment amongst volunteers</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. elicit community feedback from POC b. more community outreach at general events c. explicit conversations around DEI issues, further events like <i>Briars</i> showing with volunteers
<p><u>Goal #4</u> Diversify Board leadership</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. open applications for Board leadership (rather than only personal referrals) b. advertisement within organizations that serve POC c. continuing to gauge Board member interest and availability of remote vs in person meetings - keeping goal of accessibility of meetings in mind d. track how Board members come to PVHH e. matrix of experiences we're looking for including race

Domain #4: Create a culture of inclusivity

<p><u>Goal #1</u> Improve homeowner engagement in celebration planning (wall raisings, participation at fundraisers, dedications)</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. engage homeowners in celebration planning (wall raisings and dedications), allow them to set the tone b. evaluating the way we approach mentorship and recruit mentors: <ul style="list-style-type: none"> i. cultural humility/saviorism ii. engaging mentors around DEI
<p><u>Goal #2</u> Ensure organizational branding and outward-facing materials match our culture goals</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. Engaging in discussion and research about whether the name “Pioneer Valley” is appropriate for our organizations DEI goals (evokes settler-colonial imagery)
<p><u>Goal #3</u> Celebrate the wins in our DEI progress</p>	<p><u>Objectives</u></p> <ul style="list-style-type: none"> a. Report out to the board on a regular basis b. Include accomplishments in the annual report