

Our Strategic Direction 2026-2027

10 YEAR VISION

PPL envisions safe, resilient, and equitable communities across the Twin Cities.

PPL'S MISSION

PPL builds the hope, assets and self-reliance of individuals and families with lower incomes, by providing transformative affordable housing and career readiness services.

AREAS OF FOCUS

HOUSING STABILITY:

Creating affordable housing for individuals and families with lower incomes.

CAREER READINESS:

Providing leading-edge career training/education for adults and youth.

FOUNDATIONAL PILLARS



RACE EQUITY

Center community voices and lead with equity to transform systems and drive inclusive development.



ORGANIZATIONAL STRENGTH & STABILITY

Build a high-performing organization grounded in excellence and innovation, delivering meaningful impact for the community.



SYSTEMS CHANGE

Bring together private, public, and nonprofit sectors to align housing, workforce, and policy—transforming collaboration into scalable impact.



STRONG NEIGHBORHOODS

Build pathways to financial empowerment, wealth creation, and resilient neighborhoods.

GOALS



We will **center communities' voices** in our approach to real estate development, public policy, neighborhood development, and community building.



We will **influence key systems** that drive racial disparities, particularly in the areas of affordable housing, workforce development, and education.



We will implement an **innovative workforce development strategy** that delivers measurable outcomes while building strong employer partnerships and advancing youth and adult careers.



We will **build a financially sustainable, high-performing organization** by elevating our brand, deepening philanthropic engagement, fostering meaningful relationships, and investing in the growth and talents of our staff to advance our mission and amplify our impact.



We will implement targeted strategies to **strengthen and stabilize the housing portfolio**—reducing vacancies, improving rent collection, enhancing residents' quality of life, and the disposition of properties back to communities.