

Our Strategic Direction 2023-2025

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.

STRATEGIC PILLARS



RACE EQUITY

Elevating community voice and modeling equity-driven practices as an intentional approach to community development.



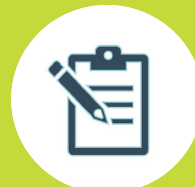
ASSET BUILDING

Creating pathways to financial security and wealth generation within BIPOC communities.



STRONG NEIGHBORHOODS

Developing housing and community partnerships that create safe and resilient neighborhoods.



SYSTEMS CHANGE

Addressing broken and inadequate systems through elevating our voice and the voice of community.



ORGANIZATIONAL STRENGTH & STABILITY

Developing a high performing organization that delivers impact for the community.

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.

CROSS-ORGANIZATIONAL GOALS



We will create an **equitable development** approach that better integrates real estate development, community building, and financial well-being.



We will **elevate the voice** of PPL residents, participants, and young people through our work.



We will identify **new models for youth and adult employment** that pay a household-sustaining wage.



We will **strengthen and enhance the viability of our housing** to improve resident and neighborhood quality of life.



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



We will **build a stronger organization** that is financially sustainable and maximizes the talents of our people.