

STRATEGIC PLANNING ACTIVITIES

September 2020 Update



COVID-19 Response and Recovery

Activities	Completed	Underway	Planned
Gather existing information about housing challenges as a result of COVID-19 and potential solutions, produce summary	●		
Conduct 6 interviews with housing partners, produce summary	●		
Conduct 3 roundtables with partner organizations, produce summary	●		
Determine response and recovery plan content with Strategic Planning Team and other MSHDA staff		●	
Prepare response and recovery plan		●	

Plan completion date to be determined; decision making about action steps in process at MSHDA.

Phase II Strategic Planning/Statewide Housing Plan

Activities	Completed	Underway	Planned
Define benchmarking metrics	●		
Conduct benchmarking research		●	
Conduct innovations and best practices research, 5 interviews with experts		●	
Conduct interviews with 16 state HFAs			●
Update outreach and engagement approach in light of pandemic			●
Undertake customer outreach and engagement (surveys, up to 50 interviews)			●
Undertake partner outreach and engagement (advisory council, community liaison organizations, 5 roundtables)			●
Undertake public outreach and engagement (survey, 10 public sessions)			●
Prepare summary of benchmarking and innovations research			●
Summarize results of outreach and engagement activities			●
Determine State Housing Plan content with Strategic Planning Team and other MSHDA staff			●
Prepare Statewide Housing Plan			●

See the attached timeline for the Phase II schedule.

Strategic Planning Project Timeline (Current)

Phase II	2020			2021							
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
T1: Project Management											
Strategic Planning Team meetings	[Active]										
Coordination with MSHDA marketing team	[Active]										
T2: Outreach & Engagement											
Customer input-gathering activities (surveys, interviews)	[Active]										
Customer input analysis/summary	[Active]										
Partners input-gathering activities (council, roundtables)	[Active]										
Partners input analysis/summary	[Active]										
Public input-gathering activities (survey, public sessions)	[Active]										
Public input-gathering analysis/summary	[Active]										
T3: Benchmarking and Other Research											
Round 1 interviews (housing experts) data analysis/summary	[Active]										
Conduct Round 2 interviews (State HFAs)	[Active]										
Round 2 data analysis/summary	[Active]										
Dashboard/other data displays (benchmarking report)	[Active]										
T4: Statewide Housing Plan											
Preparation of plan	[Active]										
Finalizing the plan	[Active]										
Dissemination	[Active]										