

Pennsylvania Developers' Council

2022-2024 Strategic Plan

Mission: The Pennsylvania Developer's Council collaborates, educates, and advocates for resources and policies to increase affordable housing production.

Goal 1. To serve as the effective advocate for the growth and sustainability of the affordable housing production industry in the Commonwealth.

Objective 1. Ensure the PDC and its members have an impactful relationship with PHFA.

Action: Host regular meetings with PHFA to ensure the developers' voices are included in the QAP revision process and the LIHTC application process, along with other PHFA administered programs and closing processes related to affordable rental housing construction.

Action: Leverage relationships with PHFA staff and board members to ensure the PDC's input into program management and implementation.

Action: Secure more resources to low-income housing development, coordinating efforts with PHFA and other allied organizations.

Action: Work with PHFA to improve the impact and utilization of the Developer Opportunity Fund.

Action: Serve as the lead organization to build a sustainable coalition that promotes affordable housing production in Pennsylvania.

Objective 2. Broaden PDC members' understanding and engagement in the political and legislative processes.

Action: Offer a training session to explain the legislative process and how PDC members can effectively engage in the process.

Action: Investigate the feasibility of utilizing a call-to-action system to assist members with contacting their legislators.

Action: Encourage members to share successes through local groundbreaking and grand opening events to promote interaction and communication among members and public officials.

Objective 3: Raise the PDC profile within the legislature and other regulatory agencies to ensure we have a voice in policy development that impacts our members.

Action: Maintain and enhance positive working relationships with relevant house and senate committee leaders and staff.

Action: Develop positive working relationships with key gubernatorial staff and regulatory oversight agencies.

Action: Provide testimony, letters of support/opposition or otherwise ensure the PDC's position on legislative and regulatory matters is documented, impactful and shared with appropriate officials.

Goal 2: Create a meaningful membership engagement experience that validates the value of the PDC.

Objective 1. Increase opportunities for member engagement.

Action: Investigate the creation of a platform that allows members to communicate and share directly with other members.

Action: Continue to provide targeted educational programming.

Action: Consider implementation of peer-to-peer consultation sessions.

Objective 2. Promote business collaboration among PDC members.

Action: Investigate the feasibility of a PDC sponsored conference.

Action: Consider developing local chapters and/or hosting local events for networking and collaboration.

Action: Continue to provide members with opportunities to introduce themselves and their companies during monthly membership meetings.

Goal 3: Create a process driven, yet flexible, governance and financial model that provides long-term organizational stability.

Objective 1. The financial sustainability of the PDC is bolstered through a strong membership base.

Action: Create a comprehensive member recruitment and retention plan.

Action: Investigate ways to ensure we are meeting the different needs of a diverse membership base.

Action: Investigate ways to add programming that supports the needs of minority developers.

Objective 2: Ensure PDC volunteer leaders can articulate the value of membership.

Action: Consider a special training session about the legislative process just for board members.

Action: Develop promotional materials for PDC board members to explain the value of membership.

Action: Develop policies/best practices that outline a board member's responsibilities.