

Strategy2030

Summary

Taking Action to Build a Better
Future

Strategic Plan, 2025-2030



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This summary is an accessible overview of BC Housing's Strategy2030. For details including actions, outcomes and measures, please access [Strategy2030: Taking Action to Build a Better Future.](#)

Introduction

Strategy2030 is a 5-year plan designed to improve how we deliver housing services in British Columbia.

People in B.C. still face challenges in accessing housing. In recent years, the population of B.C. has grown faster than the supply of housing, while the price of housing is too expensive for many. There isn't enough of the right types of housing. More and more people are left either with housing that isn't suitable, or no housing at all.

Addressing the need for suitable and affordable housing is our top priority.

Overview of Strategy2030

Strategy2030 starts with our Vision, Mission and Purpose. Our Vision describes the future we are working toward. Our Mission is what we do, and our Purpose is why we do it. Strategy2030 is our answer to how we do it.



Vision (our North Star): Everyone has a place to call home.



Mission (what we do): Provide access to safe, quality, accessible, and affordable housing.



Purpose (why we do it): Promote strong, inclusive communities where people can thrive.

Our Values

Identified by employees, our values guide our decisions and actions.

- **Integrity:** We are accountable and strive to build trust.
- **Service:** We demonstrate excellence in serving our clients.
- **Compassion:** We lead with respect, empathy and understanding.
- **Innovation:** We build solutions for the future.

Key Commitments

Indigenous reconciliation

We're committed to reconciliation with Indigenous communities, including First Nations, Métis, and Inuit Peoples. We'll do this by:

- Acknowledging their unique cultures, histories, rights, laws, and governments
- Nurturing Indigenous cultures, diversity, protocols, needs and experiences

Learn about our [Indigenous reconciliation journey](#).

Equity, diversity, inclusion and belonging

We aim to embed equity, diversity, inclusion and belonging in everything we do. We must be proactive to reduce barriers for equity-seeking people to ensure they can access:

- Funding
- Services
- Employment opportunities
- Career advancement

Sustainability and resilience

We aim to protect our staff, tenants, and investments from issues such as:

- Climate change shocks (e.g., wildfires, extreme heat)
- Stresses (e.g., sea level rise)

Our approach also drives innovation and leadership across our sector. Learn about our [Sustainability and Resilience strategy](#).

Our strategy for 2025-2030

Strategy2030 outlines our 5-year plan. With it, we aim to further our vision and deliver our mission and purpose. Our strategy is based on 5 strategic pillars. The pillars are:

1. Homes that people need
2. Services that have meaningful impact
3. People empowered to be their best
4. Modern and streamlined business operations
5. Leading the way

The two first pillars focus on service delivery. The three following pillars help us to improve service delivery by modernizing our ways of working and strengthening our capabilities.

The foundation of our strategy is Indigenous reconciliation; equity, diversity, inclusion, and belonging; and sustainability and resilience. Each pillar contains outcomes and actions that address this foundation.

In the section below, we will summarize the pillars of our strategy. For more information on how we will achieve each pillar, please see [Strategy2030: Taking Action to Build a Better Future](#).

Pillar #1: Homes that people need

We are committed to increasing the amount and quality of housing.

Pillar aim: Our housing supports stronger communities and meets high standards of quality. It is accessible, inclusive, sustainable and resilient.

We are improving how we deliver housing. We will increase speed, improve results and provide the best value for money.

Pillar #2: Services that have meaningful impact

We are committed to service excellence and accountability. People in B.C. are struggling to find the housing services they need. There is a growing need for supports and complex care.

Pillar aim: Deliver accessible and inclusive housing services that meet the needs of our communities.

We will build strong, accountable models to deliver housing services that work well and make a difference.

Pillar #3: People empowered to be their best

We are committed to creating a positive and inclusive workplace.

Pillar aim: Equip employees with what they need to succeed. Strengthen our organization for today and for the future.

This includes building the knowledge and training to increase:

- Indigenous reconciliation,
- equity, diversity, inclusion and accessibility,
- sustainability and resilience.

Pillar #4: Modern and streamlined business operations

We are committed to modernizing how we work. By improving our systems and processes, we will be more adaptable and better equipped to meet changing needs.

Pillar aim: Build systems that can meet changing needs.

We will ensure our work is guided by data and accountability. We have a strong commitment to Indigenous reconciliation, equity and sustainability.

Pillar #5: Leading the way

We are committed to fostering a culture that welcomes new ideas and approaches to problem-solving.

Pillar aim: Embrace innovation to deliver better housing results. We will lead the way in transforming housing services by:

- adopting new approaches and
- building strong partnerships.

Learn more

For more information about Strategy 2030, please read the full report: [Strategy2030: Taking Action to Build a Better Future.](#)