



The 1,000 Homeless Veterans Initiative

Housing Our Heroes – Landlord Outreach Campaign

During his State of the City Address, San Diego Mayor Kevin Faulconer announced the Housing Our Heroes Campaign, a landlord-outreach collaborative effort to provide housing opportunities for 1,000 homeless Veterans within a year. It is part of The 1,000 Homeless Veterans Initiative of the San Diego Housing Commission's (SDHC) HOUSING FIRST – SAN DIEGO, SDHC's three-year Homelessness Action Plan (2014-17).

The initiative will invest close to \$12.5 million in Federal, City, and SDHC resources to provide housing opportunities for homeless Veterans in the city who are living on the streets or in shelters.

The 1,000 Homeless Veterans Initiative's four program components are:

1. **Landlord Outreach**
2. **Rapid Re-housing Assistance**
3. **SDHC Federal VASH Vouchers**
4. **SDHC Federal Housing Vouchers with Supportive Services**

1. Landlord Outreach

Budget: \$4,408,551

Homeless Veterans Assisted: All homeless Veterans

This program will reach out to landlords who have rental units in the city (ZIP codes that begin with 921) and encourage them to rent to homeless Veterans.

This program provides incentives for landlords who rent to homeless Veterans in the city:

- **Incentive Payments for Landlords** – Landlords will receive \$500 for the first apartment they rent to a homeless Veteran and \$250 for each additional unit.
 - **Budget:** Up to \$677,500 total
- **Security Deposit & Utility Assistance** – An average of \$1,500 in security deposits and \$100 in utility assistance per household.
 - **Budget:** Up to \$1,470,000 total
- **Landlord Contingency Fund** – Funds will be set aside to help landlords cover expenses, such as repairs that exceed security deposits upon move-out or to cover rent due to unforeseen vacancies.
 - **Budget:** Up to \$1 million total
- **Landlord Liaison** – SDHC will provide dedicated housing specialists to answer landlord's questions, as well as to provide credit report and application assistance for homeless Veterans

For more information: email HousingOurHeroes@sdhc.org or call (619) 578-7768





The 1,000 Homeless Veterans Initiative Housing Our Heroes – Landlord Outreach Campaign (Cont.)

The 1,000 Homeless Veterans Initiative of SDHC's HOUSING FIRST - SAN DIEGO Homelessness Action Plan follows the Housing First model - to provide housing as quickly as possible, with supportive services as needed.

In addition to Landlord Outreach, the other three critical program components of The 1,000 Homeless Veterans Initiative are:

2. Rapid Re-Housing Assistance

Homeless Veterans Assisted: Up to 600 homeless Veterans will be provided housing opportunities with supportive services. Veterans need not have honorable discharge to be eligible.

Program provides: Rental payments to Veterans and their families who become homeless because of an unexpected life experience, such as a job loss, domestic violence, or medical crisis. The program will cover up-front move-in costs, such as security deposits and utility deposits. The funds will also be used to provide supportive services, such as case management and client outreach. Rapid Re-housing funds are awarded to nonprofit or for-profit organizations who apply for these funds through a competitive Notice of Funding Availability. These funds are paid directly to the landlord. **Budget:** \$1,967,250

3. SDHC Federal VASH Vouchers

Homeless Veterans Assisted: 300 chronically homeless Veterans with an honorable discharge and a disabling condition who need supportive services and who qualify for the Veterans Affairs Supportive Housing (VASH) voucher program of the U.S. Department of Housing and Urban Development (HUD).

Program provides: Rental housing vouchers from the HUD VASH voucher program, which provides rental assistance administered by SDHC and supportive services through the VA San Diego Healthcare System. To help homeless Veterans find an apartment, SDHC obtained a waiver from HUD that allows for a 20 percent higher rent payment amount for a VASH Voucher, effective February 1, 2016. **Budget:** \$2,685,600

4. SDHC Federal Housing Vouchers with Supportive Services

Homeless Veterans Assisted: 100 homeless Veterans who are not eligible for the Federal VASH Vouchers.

Program provides: Housing for homeless Veterans with supportive services, such as mental health counseling, substance abuse treatment programs, job training skills and health services. SDHC will award Federal HUD Sponsor-Based Housing Vouchers to nonprofit or for-profit organizations – chosen through a competitive process – to provide rental assistance to homeless Veterans to help pay for their housing. SDHC will also help pay for the supportive services. **Budget:** \$3,410,800

All participants of The 1,000 Homeless Veterans Initiative must be referred by SDHC partner agencies or organizations that provide supportive services to homeless San Diegans.

It is important that homeless Veterans add their names to a database that assesses their housing needs and vulnerability, which will help identify those who are most in need. Agencies that will be able to add homeless Veterans to this Coordinated Assessment database, and are located in the downtown area, are Neil Good Day Center and The Joan Kroc Center at Father Joe's Villages.

***Funding Sources:** A grant from the City of San Diego resulting from the ground lease of San Diego Square; proceeds from the pending sale of Hotel Metro; HUD VASH Voucher Administration Fees; HUD Extraordinary Administrative Fees for VASH Vouchers; HUD VASH Rental Assistance; and HUD Sponsor-Based Housing Voucher Rental Assistance.*

