



April 21, 2016

Message from the President & CEO



Richard C. Gentry
President & CEO

Today, I am in Washington, D.C., for the 2016 Moving to Work (MTW) Annual Conference.

I am proud to serve on the national MTW Steering Committee of 39 public housing

authorities, out of 3,400 nationwide, that have received the MTW designation from the U.S. Department of Housing and Urban Development (HUD), which allows flexibility to create innovative, cost-effective approaches to provide housing assistance to low-income families.

This evening, we will be recognizing and thanking Congressional leaders from across the country for supporting innovation, housing choice opportunities, and family self-reliance programs by preserving and extending our MTW contracts through 2028.

I invite you to read more about other recent San Diego Housing Commission (SDHC) activities.

SDHC Presentation to the League of California Cities

At the invitation of the League of California Cities, I spoke to members of their Housing Committee about SDHC's study, *"Addressing the Housing Affordability Crisis, an Action Plan for San Diego,"* which includes an 11-point action plan.



April 8, 2016

The presentation also included SDHC's The 1,000 Homeless Veterans Initiative, which has a landlord outreach program called "Housing our Heroes" that includes financial incentives for landlords who rent to homeless Veterans.

"Housing Our Heroes" Landlord Outreach

I was pleased to participate in an outreach meeting with local landlords and landlord associations to encourage them to join our effort to provide housing opportunities for up to 1,000 homeless Veterans over the next year.



Mayor's Landlord Outreach Meeting
"Housing Our Heroes" Campaign – The 1,000 Homeless Veterans Initiative
April 6, 2016

San Diego Mayor Kevin Faulconer, San Diego City Councilmember Todd Gloria, former Mayor Jerry Sanders, who is the current President & Chief Executive Officer of the San Diego Regional Chamber of Commerce, and I discussed with landlords the incentives available for landlords who participate in the "Housing Our Heroes" campaign of The 1,000 Homeless Veterans Initiative.

The 1,000 Homeless Veterans Initiative of **HOUSING FIRST – SAN DIEGO**, SDHC's three-year Homelessness Action Plan (2014-17), will invest close to \$12.5 million in Federal, City of San Diego, and SDHC resources to provide housing opportunities for a thousand homeless Veterans within one year (March 2017).

Landlords can email HousingOurHeroes@sdhc.org or call 619-578-7768 for more information.

[Read the SDHC Landlord Benefits Fact Sheet](#)

Grand Reopening – Modernized Affordable Apartments for Seniors

SDHC, working with our nonprofit affiliate, Housing Development Partners (HDP), completed the \$12.2 million top-to-bottom overhaul of San Diego Square Senior Apartments to preserve 154 affordable apartments for low-income seniors in Downtown San Diego on land that is owned by the City of San Diego.

San Diego Square will remain affordable for 65 years.



San Diego Square Grand Reopening Partners
Ribbon Cutting
April 4, 2016

U.S. Representative Scott Peters, 52nd District, Mayor Faulconer, and City Councilmember Gloria, Third District, joined me for the grand reopening of the modernized San Diego Square.

Marcie Chavez, Director of HUD's Los Angeles Office of Public Housing, presented SDHC Chairman of the Board Gary Gramling, Commissioner Margaret Davis, and me with a proclamation for excellence in service for the renovation of San Diego Square.

[Read the SDHC News Release](#)

[Watch video on SDHC's YouTube Channel](#)

First-of-Its-Kind Affordable Housing for Families with Special Needs

The first residential development in Southern California to specifically dedicate apartments to families of individuals with developmental disabilities commemorated its grand opening.



SDHC President & CEO Richard C. Gentry (center) with Councilmember Myrtle Cole (left) and Chelsea Investment Corporation CEO Jim Schmid (right) at the Independence Point Grand Opening
March 25, 2016

SDHC Commissioner Kellee Hubbard and I joined City Councilmember Myrtle Cole, Fourth District, for the grand opening of the SDHC partnership development Independence Point, which includes 31 affordable housing units.

Councilmember Cole said, "It will offer new opportunities to members of our community who have been previously underserved."

[Read the SDHC News Release](#)

[Watch video on SDHC's YouTube Channel](#)

New Affordable Housing Near Job Opportunities

With the grand opening of the SDHC partnership development Rancho Del Sol, low-income families have a new option for housing near job opportunities in the northern part of the city of San Diego.



Rancho del Sol Grand Opening
Amenities include: Playground, pool, computer lab, and a community room
March 30, 2016

San Diego City Council President Sherri Lightner said at the grand opening: "This project is a great example of affordable housing that enhances an inventive and engaged community."

Rancho Del Sol, a \$24.6 million new construction development, provides 95 affordable apartments for low-income families and furthers the City of San Diego's policy of creating more economically balanced communities that offer opportunities to all San Diegans.

[Read the SDHC News Release](#)

[Watch video on SDHC's YouTube Channel](#)

I invite your comments.

Sincerely,

Richard C. Gentry
President & Chief Executive Officer
San Diego Housing Commission

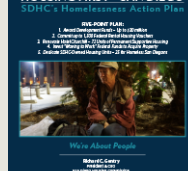


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