



October 16, 2017

Message from the President & CEO



Richard C. Gentry
President & CEO

I am honored to share with you that the National Association of Housing and Redevelopment Officials (NAHRO) announced this morning that I am this year's recipient of their highest award for my 45-year career in affordable housing.

I have had the privilege of working with outstanding people across the country and in San Diego who share my commitment to innovative solutions that help struggling families find a place to call home that they can afford. This award reflects the impact of our collaborative efforts.

Each year, the M. Justin Herman Memorial Award recognizes an individual who has demonstrated outstanding contributions "to the nation's effort to provide 'a decent home and a suitable living environment for every American family.'"

NAHRO will present this award to me at the association's National Conference in Pittsburgh, Pennsylvania, later this month.

[Read the News Release](#)

Housing Our Heroes: More Than 1,000 Homeless Veterans Housed

More than 1,000 homeless military Veterans in the City of San Diego secured rental housing through the Housing Our Heroes initiative—a collaborative effort to provide them with a path off the streets.



The San Diego Housing Commission (SDHC) and City of San Diego are partners in the Housing Our Heroes initiative, which launched on March 1, 2016, and is part of [HOUSING FIRST – SAN DIEGO](#), SDHC's homelessness action plan.

More than 430 individual landlords joined this initiative. Approximately 45 percent of them are new to SDHC rental assistance programs.

Additional partners in the Housing Our Heroes initiative included: the U.S. Department of Housing and Urban Development, the U.S. Department of Veterans Affairs San Diego Healthcare System, the San Diego Regional Chamber of Commerce, the San Diego County Apartment Association, the California Apartment Association, and many homeless service providers.

[Read the News Release](#)

I invite your comments.

Sincerely,



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

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