



November 13, 2018

Message from the President & CEO



Richard C. Gentry
President & CEO

In the 10 years since I arrived at the San Diego Housing Commission (SDHC), this agency has undergone a transformation from a traditional public housing authority that did good work to an organization recognized nationally for its innovation.



That is why SDHC's multimedia Fiscal Year 2018 Annual Report, published today on our [website](#), includes a 10-year retrospective on our decade of innovation.

I am pleased to share with you this report, which highlights the impact of SDHC's initiatives on the families we serve who have low income or experience homelessness.

You can hear from a few of these families in their own words through videos embedded on the digital pages of this report.

Leadership from the Mayors, City Councilmembers, SDHC Board members, federal and state lawmakers and County of San Diego partners over the last 10-years has been essential.

I also thank our many partners, including the U.S. Department of Housing and Urban Development, and our dedicated SDHC employees.

[Read the SDHC Annual Report](#)

Affordable Apartments for Families with Developmental Disabilities

Low-income families with members who have developmental disabilities will have additional opportunities to reside in an apartment they can afford with the new construction of the SDHC partnership development Pacifica at Playa del Sol.



Pacifica at Playa del Sol Groundbreaking
42 Affordable Apartments
October 15, 2018

SDHC Board of Commissioners Vice Chair Stefanie Benvenuto and I joined San Diego County Supervisor Greg Cox, City Councilmember David Alvarez, developer Chelsea Investment Corporation, and additional partners at the groundbreaking for this development.

Pacifica will provide 42 new affordable apartments for low-income families, including 12 units set aside for those with developmental disabilities.

[Read the News Release](#)

Housing Our Heroes Initiative Receives National Award

Housing Our Heroes, a partnership initiative between SDHC and the City of San Diego that helped secure housing for more than 1,000 Veterans experiencing homelessness, received an Award of Excellence from the National Association of Housing and Redevelopment Officials (NAHRO).

Housing Our Heroes was one of only 22 programs nationwide to receive the prestigious award, presented to SDHC Chairman of the Board Frank Urtasun, Vice Chair Stefanie Benvenuto and Commissioners Margaret Davis, Johanna Puno Hester and Kellee Hubbard at the NAHRO annual conference on October 26.

More than 430 individual landlords—nearly half of whom were new to working with SDHC—participated in Housing Our Heroes. The initiative was part of SDHC's homelessness action plan, HOUSING FIRST – SAN DIEGO.

[Read the News Release](#)

I invite your comments.

Sincerely,

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

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