



July 5, 2017

Message from the President & CEO



Richard C. Gentry  
President & CEO

This morning, the San Diego Housing Commission's (SDHC) action plan to create permanent housing opportunities for 3,000 homeless San Diegans was formally announced at a news conference in which I was pleased to participate.

**HOUSING FIRST SAN DIEGO: 2018-2020** directs \$79.7 million in Federal, City of San Diego and SDHC funds over the next three fiscal years toward six programs:

1. **Landlord Incentives** Assist at least 3,000 homeless households by increasing the resources for SDHC's landlord incentives and benefits program.
2. **New Permanent Supportive Housing** Invest Federal Moving to Work (MTW) and City of San Diego Affordable Housing Funds to create 500 permanent supportive housing units, which will also be eligible for Federal rental housing vouchers to provide rental assistance for homeless San Diegans.
3. **SDHC Moving Home Rapid Rehousing Assistance** Assist approximately 600 homeless households to obtain and maintain permanent housing through light case management and short-term rental assistance.
4. **SDHC Moving On Rental Assistance Program** Provide rental assistance to 50 formerly homeless individuals who are transitioning out of permanent supportive housing, but continue to need rental assistance.
5. **Homeless Prevention & Diversion Services** Assist up to 1,450 households, which will reduce the inflow of newly homeless individuals and families.
6. **Coordinated Street Outreach for Coordinated Entry** Expand support and coordination among existing street outreach efforts.



**HOUSING FIRST – SAN DIEGO: 2018-2020** News Conference  
Alpha Square Rooftop  
July 5, 2017

San Diego Mayor Kevin L. Faulconer; County Supervisor Ron Roberts, Chair of the Regional Task Force on the Homeless; City Councilmember Chris Ward, Chair of the City Council's Select Committee on Homelessness and Vice Chair of the Regional Task Force on the Homeless; City Councilmember Georgette Gomez, Vice Chair of the Select Committee on Homelessness; and I announced **HOUSING FIRST SAN DIEGO: 2018-2020**.

SDHC Commissioner Ben Moraga; Regional Task Force on the Homeless CEO Gordon Walker; Mayor Faulconer's Senior Advisor on Homeless Coordination Jonathan Herrera; and Alpha Project President & CEO Bob McElroy also attended.

**HOUSING FIRST SAN DIEGO: 2018-2020** builds on the accomplishments of the first three years of our homelessness action plan, which was launched on November 12, 2014, and is on track to impact the lives of close to 3,000 homeless San Diegans, which far exceeds our initial goal of 1,500.

This comprehensive, diverse funding and housing strategy is deeply rooted in the national "Housing First" model of addressing homelessness – providing homeless individuals with housing as quickly as possible, with supportive services as needed.

**HOUSING FIRST SAN DIEGO: 2018-2020** reflects the innovation and collaboration that are essential to addressing homelessness in the City of San Diego.

[Read the Report: HOUSING FIRST SAN DIEGO: 2018-2020](#)

[Read the News Release](#)

I invite your comments.

Sincerely,

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

<p>View SDHC's Email Updates</p>	<p>Watch videos on SDHC's YouTube Channel</p>	<p>Read SDHC's 2015-16 Fiscal Year Annual Report &amp; Highlights</p>	<p>Read SDHC's HOUSING FIRST – SAN DIEGO Report</p>	<p>Read SDHC's Creating Affordable Housing Report</p>