



September 22, 2017

Message from the President & CEO



Richard C. Gentry  
President & CEO

I am pleased to share with you a new San Diego Housing Commission (SDHC) report that provides important data to help the City of San Diego establish realistic and achievable goals for producing the housing it needs over the next 10 years.

SDHC developed the report, *Addressing the Housing Affordability Crisis: San Diego Housing Production Objectives 2018-2028*, in collaboration with City Councilmembers Scott Sherman and David Alvarez, Chair and Vice Chair, respectively, of the City Council's Smart Growth & Land Use Committee.



San Diego Housing Production Objectives  
News Conference  
September 21, 2017

The City of San Diego can create enough additional housing to meet its need for 150,000-220,000 housing units over the next 10 years if the majority of the proposals in SDHC's report are implemented.

This report is the next step in a process that SDHC started nearly two years ago when we published our report, *Addressing the Housing Affordability Crisis: An Action Plan for San Diego*.

To date, action has been taken on nine of the 11 recommendations in that report to reduce costs and increase housing production.

[Read the News Release](#)

[Read the SDHC Report](#)

[Watch the Video](#)

Congressional Hispanic Caucus – Housing Forum

The Congressional Hispanic Caucus convened a National Housing Forum, at which I was honored to be among the participants.

This forum, which included U.S. House Minority Leader Nancy Pelosi of San Francisco and staff for U.S. Representative Juan Vargas of San Diego, discussed affordable housing needs and the status of the federal budget for the U.S. Department of Housing and Urban Development.

I was one of seven housing authority executives from across the country who were invited to participate in the discussion by U.S. Representative Adriano Espaillat of New York, who is the Chair of the Caucus's Transportation, Infrastructure and Housing Task Force.

City of San Diego – Temporary 'Bridge' Homeless Shelters

San Diego Mayor Kevin L. Faulconer and City Councilmembers Chris Ward and Lorie Zapf announced at a news conference that three new bridge-to-housing shelters will be opened to help homeless San Diegans leave the streets behind.



"Bridge-to-Housing" Homeless Shelter Announcement  
September 13, 2017

I was among several community leaders and service providers who joined them for the news conference.

These shelters complement the housing first model of addressing homelessness by providing the additional capacity that is needed up-front to help homeless San Diegans start on the path toward permanent housing.

This City of San Diego collaboration with private-sector partners will create more opportunities within the current continuum of services, which already have helped thousands of homeless San Diegans begin to rebuild their lives.

At least one of the three new shelters is expected to be open by the end of this year.

SDHC Partnership – Groundbreaking Kicks Off Affordable Housing Development

Low-income families will have new opportunities for rental homes they can afford with the new construction of Luna at Pacific Highlands Ranch, an SDHC partnership development that celebrated its groundbreaking this week.



Luna Groundbreaking  
77 affordable rental apartments  
September 19, 2017

Luna at Pacific Highlands Ranch will create 77 rental apartments that will remain affordable for the next 55 years for low-income families.

SDHC authorized the issuance of \$24 million in tax-exempt Multifamily Housing Revenue Bonds toward the development – about 80 percent of the total development cost.

[Read the News Release](#)

I invite your comments.

Sincerely,

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

<p>View Previous 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>
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