



November 8, 2013

Message from the President & CEO



Richard C. Gentry
President & CEO

I'm pleased to tell you about the following recent events:

- Ordinance updated to fund affordable housing;
- The rededication of a historical downtown San Diego hotel acquired by the San Diego Housing Commission (SDHC) to preserve affordable housing for low-income seniors;
- The volunteer and donation kickoff for an upcoming one-day resource fair organized by SDHC and its partners to assist homeless San Diegans;
- A Hiring Fair at the city-sponsored, one-stop homeless housing and service center in downtown San Diego; and
- A national award SDHC received.

National Award of Excellence for SDHC Communications

SDHC's Community Relations & Communications Department received an Award of Excellence from the National Association of Housing and Redevelopment Officials (NAHRO) for SDHC's multimedia production of its 2011 Annual Report & Portfolio and its report Creating Affordable Housing Through Public Housing Conversion.



NAHRO said that SDHC recognized the importance of utilizing modern digital technology to enhance community outreach and succeed in an evolving communications world. The reports also promote government transparency and reach a more diverse audience, NAHRO said.

This is the second NAHRO Award of Excellence earned by SDHC's Community Relations & Communications Department.

San Diego City Council Approves Updates to Ordinance to Fund Affordable Housing

This week, the San Diego City Council gave its preliminary approval to an amended version of SDHC's recommendation to update the City's Housing Impact Fee Ordinance, which funds affordable housing through a fee on new commercial development in the City.

An updated jobs-housing Nexus Study estimated that \$10 million per year will allow the construction of 100 new affordable housing units each year through the updated ordinance, now called the Workforce Housing Offset (Offset).

With the updated ordinance, the Offset will be adjusted annually on a ministerial basis by SDHC based on the Engineering News-Record Building Cost Index.

The City Council action:

- Updated ordinance takes effect on January 1, 2014.
- Projects deemed complete before July 1, 2014, will not be impacted by the updated ordinance.
- The fee will be reset to the 1990 level as of July 1, 2014.
- The fee increase to 1.5 percent of 2013 total development costs will be phased in over a two-year period, starting on July 1, 2015.
- The fee may be paid when the building permit is issued or when the Certificate of Occupancy is issued.

The amended recommendations will return to the City Council for consideration on November 21, and final approval may occur by early December.

[Read the SDHC Report](#)

[Read the Nexus Study](#)

SDHC Rededicates Historical San Diego Hotel to Preserve Affordable Housing for Seniors

Nearly a century after it was built for tourists in anticipation of the 1915 Panama-California Exposition held in the City of San Diego, the historical downtown Hotel Sandford was rededicated on October 30, 2013, after the completion of renovations to preserve affordable housing for seniors.

Hotel Sandford consists of 129 affordable housing units. Renovations included: refurbished antique furniture in the two library rooms and the lobby; adding a new computer room to the first floor; and modernizing the kitchen in the basement with new cabinets, new countertops and new microwaves.

SDHC's funds for the acquisition and rehabilitation of Hotel Sandford came from its finance plan that followed a September 10, 2007, landmark agreement between SDHC and the U.S. Department of Housing and Urban Development (HUD). HUD transferred ownership of 1,366 public housing units to SDHC.



The renovation of the historical Hotel Sandford ensures low-income seniors have affordable housing near downtown San Diego bus and trolley lines.

SDHC leveraged the equity from the former public housing units to purchase Hotel Sandford, which was rehabilitated in partnership with Civic San Diego.

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

[Read the SDHC news release](#)

SDHC Kicks Off Donation and Volunteer Drive for The 8th Project Homeless Connect – Downtown

Citing data from a new SDHC report about homeless San Diegans, City of San Diego Interim Mayor Todd Gloria urged local residents on November 5, 2013, to clean out their closets and volunteer their time to make a difference in the lives of homeless San Diegans at The 8th Project Homeless Connect - Downtown San Diego (Project Homeless Connect).

A one-day resource fair to assist homeless individuals, The 8th Project Homeless Connect will be held on December 4, 2013, from 9 a.m. to 3 p.m. in downtown San Diego. Gloria is the Honorary Chair of the effort, led by SDHC and its partners.



Interim Mayor Todd Gloria and San Diego City Councilmembers participated in the volunteer and donation kickoff for The 8th Project Homeless Connect.

The data from SDHC's [2013 Project Homeless Connect Report](#), released on November 5, was based on a survey of the 1,143 homeless San Diegans who participated in The 7th Project Homeless Connect one-day resource fair on January 30, 2013. Nearly 70 percent were older adults between the ages of 41 and 70. More than half had a medical condition or disability, and nearly 17 percent were military veterans.

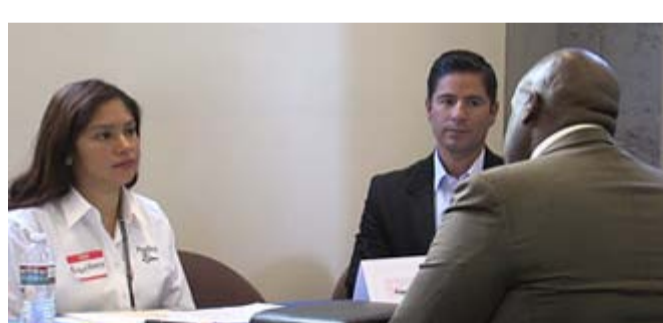
[Watch video on SDHC's YouTube Channel](#)

[Read the SDHC news release](#)

SDHC Partnership: Connections Housing Downtown Hiring Fair

Connections Housing Downtown, the city-sponsored, year-round, one-stop homeless housing and service center, is helping homeless San Diegans like Edward, 55, rebuild their lives.

Edward, a U.S. Marine Corps veteran who served from 1976 to 1978, was one of 30 Connections Housing Downtown residents who participated in a Hiring Fair.



Seven employers interviewed 30 Connections Housing Downtown residents for job openings at a recent Hiring Fair.

People Assisting the Homeless (PATH) is the lead agency providing services and operations at Connections Housing Downtown. PATH facilitated the PATH Hiring Fair.

Seven employers, including Home Depot, Goodwill Industries and the City of San Diego, were on-site to conduct employment interviews. Connections Housing Downtown residents had to complete a two-week training and interview preparation program to participate.

SDHC was a key leader in the process that brought Connections Housing Downtown to fruition. SDHC remains a partner in Connections Housing Downtown by administering federal housing vouchers for 73 permanent residents and 16 residents of interim special needs units. SDHC also administers the City of San Diego's contract for the 134 interim beds at Connections Housing Downtown.

[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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