



SAN DIEGO  
HOUSING  
COMMISSION

We're About People

# San Diego Housing Commission (SDHC) Proposed Fiscal Year (FY) 2026-2030 Strategic Plan Presentation to the SDHC Strategic Plan Committee October 6, 2025

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## Resiliency as Our Guiding Principle

This Strategic Plan is our blueprint to emerge as the agency we need to be: a resilient, high-performing, focused and forward-thinking organization, grounded in its mission but agile in its methods."

—Lisa Jones, President and CEO



# SDHC – Proposed FY2026–2030 Strategic Plan

<b>Vision</b> <i>The destination we are working toward.</i>	<b>Everyone in the City of San Diego has a home they can afford.</b>
<b>Mission Statement</b> <i>Our core business, what we do.</i>	<b>The San Diego Housing Commission fosters social and economic stability by ensuring the development and preservation of quality, affordable housing solutions for San Diegans.</b>
<b>Purpose</b> <i>Why we exist.</i>	<b>Provide stable, quality housing solutions so the community can thrive.</b>
<b>Core Values</b> <i>Core beliefs that guide our decisions and actions.</i>	<b>At SDHC, we:</b> <ul style="list-style-type: none"> <li>• Treat our clients, staff, community, and partners fairly, and with dignity, and respect.</li> <li>• Commit to excellence and innovation in all we do.</li> <li>• Ensure that our programs are informed by those we serve.</li> <li>• Commit to transparency and being strong financial stewards.</li> <li>• Collaborate with partners for the best outcomes for San Diegans.</li> </ul>





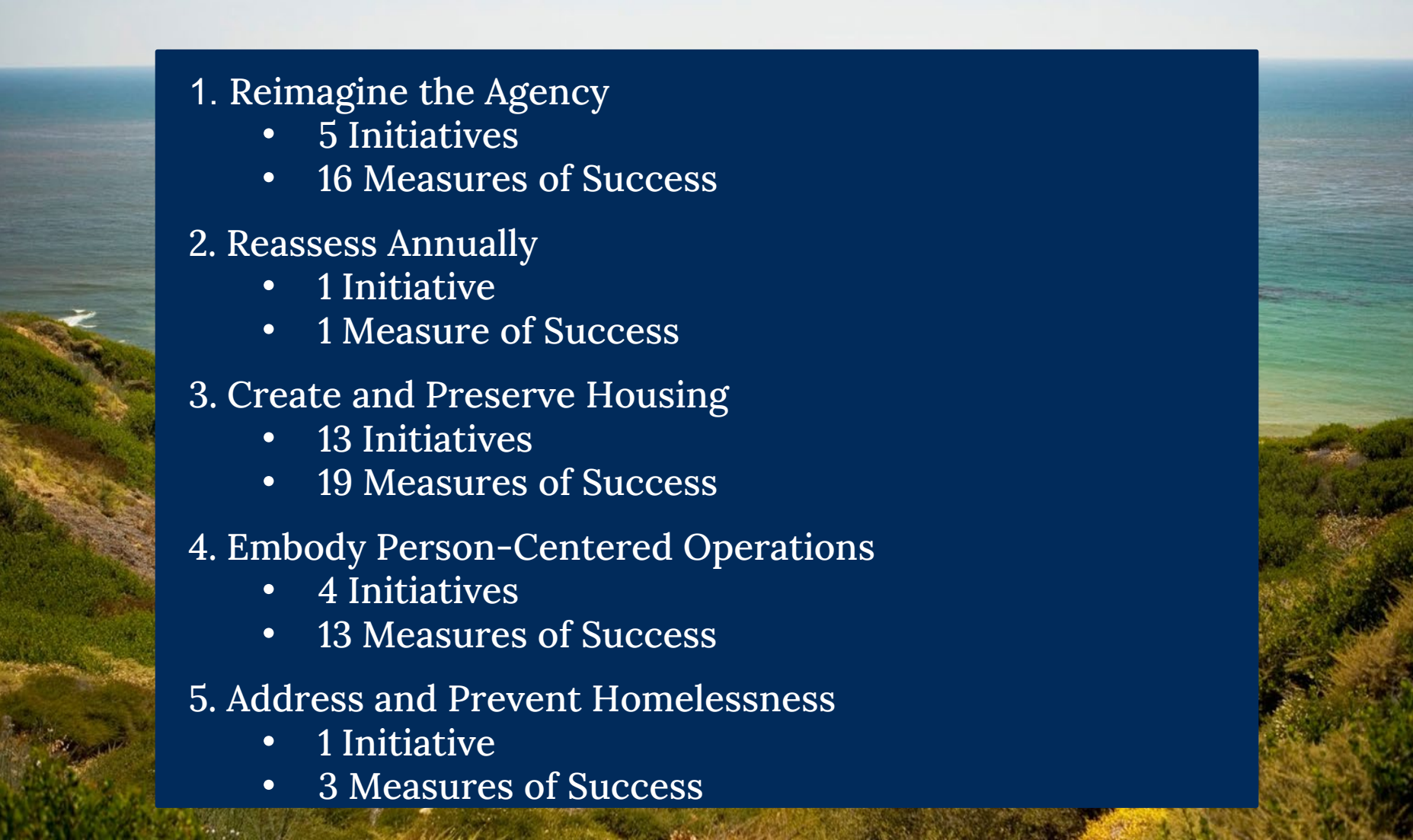


## Strategic Priorities

1. Reimagine the Agency
2. Reassess Annually
3. Create and Preserve Housing
4. Embody Person-Centered Operations
5. Address and Prevent Homelessness



# SDHC – Proposed FY2026–2030 Strategic Plan

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1. Reimagine the Agency
    - 5 Initiatives
    - 16 Measures of Success
  2. Reassess Annually
    - 1 Initiative
    - 1 Measure of Success
  3. Create and Preserve Housing
    - 13 Initiatives
    - 19 Measures of Success
  4. Embody Person-Centered Operations
    - 4 Initiatives
    - 13 Measures of Success
  5. Address and Prevent Homelessness
    - 1 Initiative
    - 3 Measures of Success



# 2026-2030 Proposed Strategic Plan

## Questions & Comments

