



HOUSING AUTHORITY REPORT

DATE ISSUED: April 13, 2010 REPORT NO: HAR 10-011

ATTENTION: Chair and Members of the San Diego Housing Authority
For the Agenda of May 11, 2010

SUBJECT: San Diego Housing Commission FY2011 Business Plan

REQUESTED ACTION:

Approval of the San Diego Housing Commission's FY2011 Business Plan.

STAFF RECOMMENDATION:

That the Housing Authority approve the San Diego Housing Commission's One-Year Business Plan for FY2011.

BACKGROUND:

The Housing Commission began to use a business plan model for planning purposes in FY04. The plan has evolved from a list of goals and objectives to include demographical data and a simple performance matrix. Initially a multi-year plan was developed, however, given the changing opportunities and initiatives, the President & Chief Executive Officer (CEO), has determined that, at this juncture, a one-year Business Plan is more realistic.

Beginning in late FY2009 the Housing Commission made major organizational changes that have resulted in the creation of one new department and major changes in the overall organizational structure of others. In order to provide the necessary oversight and administration to the various funds from the U. S. Department of Housing and Urban Development (HUD), the Special Housing Initiatives Department was created. The Housing Finance Department was restructured as the Real Estate Department to focus on expanding the Housing Commission's affordable housing portfolio and financing for the development efforts of Housing Commission partners.

The proposed FY2011 Business Plan provides the Housing Commission with a greater ability to make timely service adjustments and therefore achieve effectual short and long term goals. As the previous Business Plan did, it includes a detailed plan of operations, market analysis, financial projections, and a marketing plan. This format will allow a closer coordination between operations strategies and the annual budget process and will also facilitate operations evaluation and a follow-up review process.

DISCUSSION

A workshop with the Housing Commission Board was conducted on February 26, 2010, with discussion of the proposed new strategies and activities of the FY2011 Business Plan. This item was heard on the March 19, 2010 Housing Commission meeting and was continued to the April

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16, 2010 meeting. The FY2011 Business Plan was presented to Land Use and Housing at the April 21, 2010 Committee meeting.

FISCAL CONSIDERATIONS:

None with this action; however, the FY2011 Business Plan projects future expenses as a result of specific strategies to achieve stated goals. These projected expenses will be further refined and presented for review and approval in the Housing Commission annual budgets.

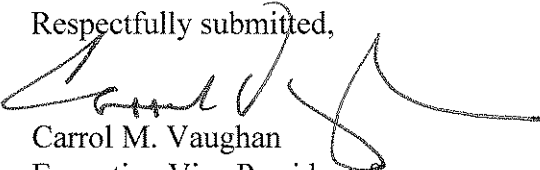
PREVIOUS COUNCIL and/or COMMITTEE ACTION:

The San Diego Housing Commission's Board approved the Business Plan in December 2002, and the FY2006 – FY2008 Business Plan in September 2005. The Housing Authority approved those plans in February 2003 and November 2005 respectively. Each of those business plans adopted additional steps towards more private sector business practices.

ENVIRONMENTAL REVIEW:

This activity is not a project within the meaning of the California Environmental Quality Act (CEQA) pursuant to Section 15060(c)(3) of the State CEQA guidelines. This activity is also exempt from review under the National Environmental Policy Act as no federal funds are involved.

Respectfully submitted,



Carrol M. Vaughan
Executive Vice President &
Chief Operating Officer

Attachments: 1. Housing Commission FY2011 Business Plan

Distribution of these attachments may be limited. Copies are available for review during business hours at the Housing Commission offices at 1122 Broadway, main lobby.