



## OUR HISTORY

As we celebrate our 30th year of operation we look to the future of building a movement while also harnessing our foundation to develop meaningful action that is up to scale to the housing problem in San Diego. Since 1990, the San Diego Housing Federation has been the collective voice of those who support, build, and finance affordable housing in the San Diego region. We thank our members, volunteers, colleagues, partners, and staff for their efforts to create housing opportunities for low-income households.

**OUR MISSION** is to build the knowledge, capacity, and influence of people, organizations, and institutions that are committed to developing and preserving quality affordable housing.

This last year we lost a powerful voice in the affordable housing community, Richard Juarez, co-founder of the San Diego Housing Federation in 1990. Rich's passion for "more than housing" is what helped launch our movement over 30 years ago. Today, we continue to build on that movement.

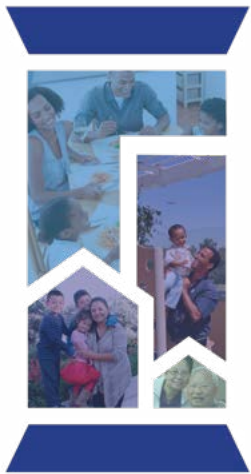
Building a movement reaches beyond you, our members, to engage our region, elected officials, community and civic leaders. The results of these collaborations have paid off: The City of San Diego released an Action Plan on Homelessness which includes a Housing First model, we sponsored three State bills that were signed by Governor Newsom, and our proposed \$900 million homelessness and affordable housing bond continues to see growing support.

In these pages you will see our impact, reach, and growth over the last year. None of this is possible without your meaningful action and support.

**200**  
A record  
number of  
members



Steve Russell, Executive Director  
[steve@housingsandiego.org](mailto:steve@housingsandiego.org)



4



## PROTECT

We inform the public, media, and decision makers about the need for more safe, healthy and affordable homes in the region.

5



## ADVOCATE

We advocate for those with very low incomes who are most severely impacted by the absence of an adequate supply of affordable homes in the region.

6



## EXPAND

We expand the expertise of our members and others interested in learning about trends, best practices, and opportunities in affordable housing development.

10



## EDUCATE

We educate members, policymakers, and the community about affordable housing trends and initiatives.

12



## NETWORK

We offer networking opportunities to enable members to make new, and strengthen, existing connections.

14



## BUILD

We serve as the collective voice of the affordable housing in San Diego, aligning developers, builders, investors, service providers and residents together to build strong coalitions that amplify our impact.

# POLICY & ADVOCACY

2019 was another active year for the San Diego Housing Federation’s policy work. We co-sponsored and supported three bills signed by Governor Newsom, supported parking reforms in the City of San Diego aimed at lowering the cost to build housing, influenced the local dialogue regarding updates to the City of San Diego’s Inclusionary Housing Ordinance, advocated at the San Diego Regional Association of Governments (SANDAG) to advance a Regional Housing Needs Assessment methodology that will influence the housing that will need to be planned for during the 6<sup>th</sup> Housing Element cycle, and weighed in on state programs to the California Treasurer’s office and the California Department of Housing and Community Development.

This year we were advocating in Sacramento with leaders from throughout the state at Lobby Days organized by CSH and Housing California. Our local presence was even greater with new levels of community outreach: local community planning groups, interest groups, and panel presentations. SDHF’s Executive Director, Stephen Russell, and Director of Policy & Programs, Laura Nunn, were invited to speak at several well-attended events, including serving as panelists at discussions at SANDAG’s Annual Summit, Voice of San Diego’s Politifest, and with local YIMBY (Yes In My Backyard) coalitions.

## Three SDHF-supported bills signed by Governor Newsom

**AB 1486** – Co-sponsored by SDHF, **AB 1486 Clarifies and strengthens California’s Surplus Land Act to prioritize affordable housing on surplus land. The bill better defines “surplus,” requires reporting on available surplus sites, and provides HCD with authority to enforce the Surplus Land Act.**

AB  
1486

**AB 1763** – Allows an 80 percent density bonus and an additional incentive or concession under the state’s Density Bonus Law for affordable housing within one-half mile of a transit stop and for supportive and special needs housing.

AB  
1763

**SB 329** – Amendments to the Fair Employment and Housing act to clarify that housing subsidies are a protected source of income. The bill will prohibit blanket “No Section 8” bans and subsidy discrimination.

SB  
329

45  
times SDHF  
was quoted or  
mentioned in  
local media  
stories

Major local news outlets included the San Diego Union Tribune; Voice of San Diego; KPBS; Times of San Diego; CBS 8; NBC 7; KUSI; and several others.

# PROTECT



# ADVOCATE



The San Diego Housing Federation's proposed homelessness and affordable housing bond measure, **Homes for San Diegans**, reached two major milestones in 2019. On July 31<sup>st</sup>, approximately 250 people marched from Horton Plaza Park to San Diego City Hall to demand action on the measure. Marchers took to the streets chanting, "the streets are not a home." At the Council Rules Committee hearing, Councilmember Chris Ward advanced a motion with the support of Council President Georgette Gómez and Council President Pro Tem Barbara Bry to direct the City Attorney to prepare materials for consideration by the Committee and Council to advance the proposed measure.

On November 13<sup>th</sup>, the Council Rules Committee heard an item for a "Resolution of Necessity" outlining the

many reasons for the need for the bond measure.

In another 3-2 vote, the Resolution of Necessity passed out of committee for future consideration by the full San Diego City Council.

Homes for San Diegans is a proposal for a \$900 million homelessness and affordable housing bond measure to be placed on the November 2020 ballot. The measure would provide approximately 2,500 homes for people currently experiencing homelessness in the City of San Diego, 2,500 homes for seniors, veterans, youth transitioning from foster care, and people with disabilities who are at risk of becoming homeless, and 2,500 homes for hard-working low-income families.



8  
Advocacy Day  
Attendees

3  
Advocacy Day  
Super Leads  
provided by  
SDHF

# ADVOCATE

**Residents United Network** (RUN) celebrated its fifth year of building a movement of resident leaders dedicated to advancing policies and initiatives, which promote development of affordable housing, protect tenants from discriminatory policies, and prevent homelessness.

San Diego RUN joined the rest of the RUN Network in California to advocate for statewide issues such as SB 329 (source of income anti-discrimination bill), SB 282 (supportive housing for people on parole experiencing homelessness), and AB 10 (expanding the California Low-Income Housing Tax Credit Program). Although San Diego had recently passed a local ordinance on source of income anti-discrimination, all of California can now benefit from the passage of SB 329. RUN also participated in local advocacy on the affordable housing and homelessness local bond measure.





# 22 Graduates from first-ever HEAL Training

San Diego Housing Federation, through a partnership with CSH and Alliance for Regional Solutions launched **Homeless-Experienced Advocacy & Leadership (HEAL) Network**. HEAL provides a framework to bring the voices of citizens who have experienced homelessness themselves into critical local discussions in an impactful way, to emphasize the humanity of the affected individuals, and to move public policies toward strategies that are focused on impacted individuals.

The program began with two training series in North and Central parts of San Diego County, serving 22 participants, to gain knowledge of their role in influencing a broader discourse on homelessness and to begin engaging in local advocacy on the issue. Since its inception, HEAL emerging leaders have advocated at "Homes of San Diegans" rally and march; given testimonies before San Diego and Vista City Councils; made public comments at Regional Task Force for the Homeless Board; have served as panelists and participated at SDHF's Annual Housing Conference; and attended Voice of San Diego Politifest workshops. In addition, a number of the HEAL Network members have demonstrated leadership initiative by applying to serve on local boards and commissions.



# EXPAND

## RSSN

Resident Services Support Network

Resident services provided in conjunction with affordable housing are a vital tool to help low-income individuals and families overcome barriers to success and achieve self-sufficiency. The **Resident Services Support Network** offers educational workshops, networking, and peer learning opportunities for the valuable staff members who provide these crucial services.

This year's educational training series covered a wide range of topics including: Mental Health First Aid, Immigration Resources, Bullying Across Ages, Techniques for Working With Teens, Behavioral Management in After School Programs, and Financial and Life Planning. The year concluded with our full day RSSN Institute where important subjects such as affordable housing 101 and resident citizenship status were discussed. Thirteen resident service providers earned certificates this year at the institute by attending five or more of our educational workshops throughout the year! These RSSN trainings are free for members and will continue to offer fundamental training to these professionals.

98  
Certifications  
earned since  
2012

24  
hours of  
education  
training  
provided







215 workshop attendees throughout the year

# SHLN

Supportive Housing Learning Network

## The Supportive Housing Learning Network

(SHLN) was created to fit a critical unmet need for affordable housing

property managers working in supportive housing developments for formerly homeless people with a complex set of needs. The network brings together organizations with supportive housing and affordable housing units that share common issues, needs, and goals for their properties. By convening together to share lessons learned, best practices, and updated techniques, the SHLN educational trainings provide practitioners in supportive housing with the tools needed to achieve successful outcomes for their properties.

This year's educational training series covered these topics: Psychiatric Emergency Response Team, Basics of Motivational Interviewing, Trauma Informed Care, Security and Safety, Fair Housing Training, Pest Prevention and Treatment. These SHLN educational trainings are free for members to attend and provide crucial support for those working in supportive housing.



# LISC SAN DIEGO | ROUNDTABLE WORKSHOP SERIES

The San Diego Housing Federation hosted 9 **educational roundtables** throughout the 2019 year. These roundtables focused upon pertinent topics meant to keep our members and other professionals informed and enhance their professional impact in affordable housing or other related fields here in San Diego. Through this series we are able to build capacity and broaden our reach of the sector.

Over 250 individuals attended our roundtable events in 2019 and discussed important topics such as the current financial landscape for affordable housing, accessory dwelling units, learning how to frame the discussion

on affordable housing, and legislative updates from Sacramento. These roundtable events will continue to offer our members necessary insight on key subjects in these ever changing times and important networking opportunities within the sector.

Thank you to the Local Initiatives Support Corporation (LISC) San Diego for their generous support as our 2019 roundtable series sponsor!

250  
Roundtable  
attendees  
throughout  
the year

# EDUCATE





## SDRAFFH FAIR HOUSING CONFERENCE

The **San Diego Regional Alliance for Fair Housing** (SDRAFFH), the San Diego Housing Federation, California Housing Finance Agency, Federal Reserve Bank of San Francisco, and LISC San Diego hosted the 4th Annual Fair Housing Conference on Thursday, April 4th. Conference attendees left at the end of the day with a better knowledge of the current challenges facing fair housing and explored innovative ideas to combat those issues.

Keynote Speaker Manuel Pastor, Professor, Sociology and American Studies & Ethnicity Director, USC Program for Environmental and Regional Equity and author of, *State of Resistance: What California's Dizzying Descent and Remarkable Resurgence Mean for*

*America's Future*, focused on the shifting nature of our current economy.

Hasan Ikhata, Executive



Director of SANDAG, gave a presentation on the future of transportation in the San Diego region and focused on how important public transportation is in regards to fair housing. Kirby Brady, Director of Research, San Diego Regional Economic Development Corporation, went on to present upon the growth of our aging population and the changing labor force, and what these changes will mean to the US economy. Dr. Kyra Greene from the Center of Policy Initiatives, discussed the challenges of fair housing for all that stem from the systemic and systematic racism and sexism that plagues our nation. Laura Choi, Research Manager in Community Development for the Federal Reserve Bank of San Francisco, focused upon where we, as the affordable and fair housing community, can go from here to foster an inclusive economy.

**160+**  
**Professionals**  
**Gathered to**  
**Discuss Fair**  
**Housing**





The afternoon began with a walking tour where attendees were able to tour affordable housing properties in downtown San Diego: RAHD Group’s Luther Towers, Wakeland Housing Corporation’s Atmosphere, and Affirmed Housing/PATH’s Connections Housing. During the tour attendees met developers, architects, project managers, construction companies, and service providers to learn first-hand about each of the properties and see the impact of affordable housing in

the community. The event concluded with a networking reception atop Affirmed Housing’s 1050 B Street development. Attendees had the exclusive opportunity to engage in intimate conversations over food, drinks and live entertainment, which set the stage for an evening full of partnerships and solutions to tackle the housing crisis in San Diego.

**1<sup>ST</sup>**  
**Walking Tour**  
**Event was SOLD**  
**OUT two weeks**  
**in advance**





Members of our community were asked to share with us what home meant to them and we celebrated the importance of a home at our Annual Holiday Party. Our "Home is..." end of year campaign which highlights the reasons why a home is so much more than a roof over your head.

With 80 guests in attendance, our colleagues, members, and friends gathered not only to celebrate the historic accomplishments we made for affordable housing in the past year, but also the compassionate spirit of all our members. We were honored to recognize our strong and supportive volunteers, complete with a special tribute to our Volunteer of the Year, Epifanio Figueroa, for his outstanding commitment to SDHF. We are so thankful for Epifanio's help and kindness no matter the event or the challenge.

Thanks to all who donated for our programs in 2020.

With your help, SDHF will continue to work to create more inspiring moments through advocating, informing, expanding the expertise, networking and building of coalitions throughout the region. Each contribution helps advance our mission of working together to promote the

# Home Is *a place we all deserve*



creation and preservation of quality affordable housing focused on lower income families and people in need. For many low-income residents this holiday season, home is a reality thanks to you.

**Over  
\$10,000  
Donated**



On Thursday, May 16th, 2019, the San Diego Housing Federation held the 29th annual **Ruby Awards** at the US Grant

Hotel, presented by Chase Bank. One of SDHF's signature events, the Ruby Awards is the county's largest affordable housing community recognition event which honors the best people, projects and achievements during the past year.

The San Diego Housing Federation holds the Ruby Awards Dinner annually to recognize extraordinary achievements in affordable housing development, community development, public policy, and housing advocacy. Hundreds of housing and community leaders from across the region and around the state were on hand to applaud winners in more than a dozen categories and acknowledge the achievements of their peers.

Winners in twelve categories—including "Project of the Year," "Outstanding Resident Leader," and "Outstanding Advocate"—were selected by a cross-disciplinary jury while the "Housing Champion" was again selected by the SDHF Board of Directors. Receiving this year's Housing Champion award was James "Jim" Silverwood, President and CEO of Affirmed Housing.



## *Congratulations to the 2019 Ruby Award Winners!*

- ◆ **Outstanding Resident Leader**  
**Lavearn London**, a resident of Hillside Views
- ◆ **Outstanding Service to Residents**  
**Diana Aguiar**
- ◆ **Outstanding Advocate**  
**Scott Dreher**
- ◆ **SDG&E Energy Efficiency & Sustainability Award for Retrofit**  
**The Allison Apartments, Housing Innovation Partners and Wakeland Housing and Development Corporation**
- ◆ **SDG&E Energy Efficiency & Sustainability Award for New Construction**  
**Mission Cove, National Community Renaissance and Community HousingWorks**
- ◆ **CSH Supportive Housing Award**  
**The Allison Apartments, Housing Innovation Partners and Wakeland Housing and Development Corporation**
- ◆ **Outstanding Development Partner**  
**Charles Davis**, Urban West Development
- ◆ **Outstanding Government Agency or Elected Official**  
**Councilmember Chris Ward**
- ◆ **Innovations Award**  
**Rebecca Louie**
- ◆ **John Craven Memorial Award**  
**The Clairemont Coalition on Homelessness (CCH)**
- ◆ **Housing Project of the Year – Rehab**  
**Town and Country Village Apartments, San Diego Housing Commission, Housing Development Partners (HDP), and Chelsea Investment Corporation**
- ◆ **Housing Project of the Year – New Construction**  
**Mission Cove, National Community Renaissance and Community HousingWorks**

# BUILD

One of SDHF's signature events, the Ruby Awards is the county's largest affordable housing community recognition event which honors the best people, projects and achievements during the past year.

20+ individuals & organizations recognized for excellence

347 Attendees at SDHF's Annual Ruby Awards





**SDHF's Annual Conference brings together professionals from all facets of the affordable housing sector for two days to discuss policy and emerging trends.**



**Over 670 Attendees at Annual Conference & Institutes**

**30+ Exhibitors participated in the Conference**



**More than 23 Educational Workshops**





Every year, **SDHF's Conference and Pre-Conference Institutes** bring developers, financiers, elected officials, service providers, residents, and other housing professionals together to learn more about affordable housing, housing policy, and emerging trends in the field. This year's Conference was our most successful yet – there was no shortage of education and enrichment.

The theme for this year's conference – "Building A Movement" – reflects the steps being taken towards creating the change needed if we are to achieve our goals of increasing available affordable housing and ending homelessness as we know it in San Diego. Day one consisted of the Pre-Conference Institutes. There were three tracks offered this day: Fundamentals of Affordable Housing Institute, Resident Services Support Network (RSSN) Institute, and the first-ever Supportive Housing Learning Network (SHLN) Institute. These day-long intensive educational trainings offered essential training, support, and networking opportunities around key and relevant topics related to providing programming in affordable housing communities.

The second day focused on various aspects of the affordable housing sector. Workshops covered a wide range of topics from housing market trends to prefabricated housing to community engagement and support. Throughout the day, attendees were given the opportunity to attend workshops, two keynote sessions, and meet with exhibitors, as well as network between workshops.

The morning began with a special performance by the **Voices of Our City Choir**. Since its inception, the Choir has helped 38 people move off the streets and into permanent, stable homes. Following the performance was the keynote address by SDHF's Executive Director, Stephen Russell, where he discussed a vision for the future.

The lunch session showcased another inspiring speaker: **Chris Ko**, the Managing Director of Homelessness and Strategic Initiatives for the United Way of Greater Los Angeles. The United Way of Greater Los Angeles had a substantial role in placing Measure H on the March 2017 LA County ballot. Measure H provides \$355 million per year specifically for funding programs aimed to address homelessness for a period of 10 years.

Each keynote address inspired us to rise up and take positive action in our communities as well as how we can connect on a deeper level with each other.



## AFFORDABLE HOUSING & Community Development Conference

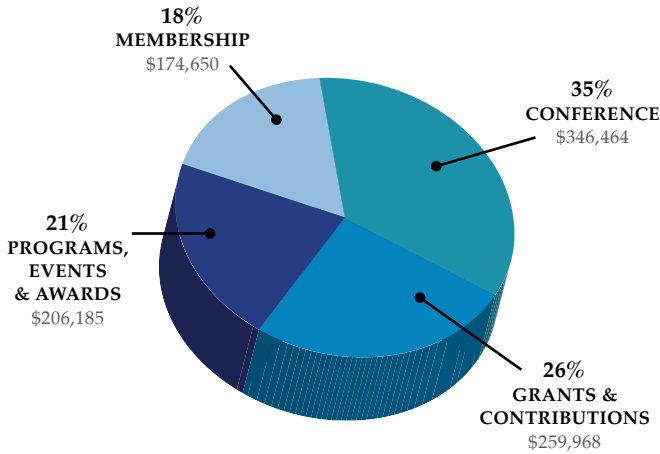


# FINANCIAL DATA

The below represent draft revenue and expense summary reports for calendar year 2019; final financial reports will be available in July after San Diego Housing Federation completes its annual outside audit.

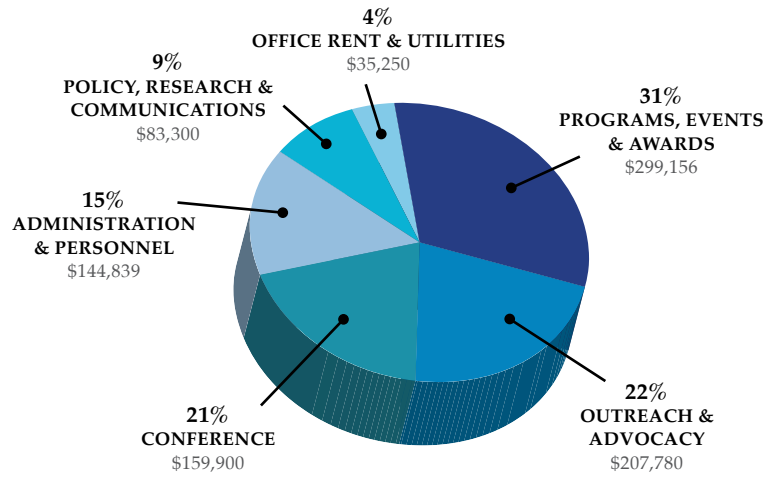
## REVENUE

\$987,267



## EXPENSES

\$951,645



## REACH

AS OF 12/31/19



Elected officials, government agencies, media outlets and industry partners can rely on SDHF to convey timely information and newsworthy items through our communication channels to our members.

## COMMUNITY IMPACT



# EXPERIENCED BOARD OF DIRECTORS

Our **board members** represent some of the most-respected organizations in the affordable housing sector. We asked our board members what impact they believe we have on the community, here's what they had to say.



**Matthew Jumper President** San Diego Interfaith Housing Foundation  
*A champion for advocating for affordable homes.*



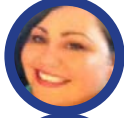
**Lori Holt Pfeiler Vice-President** Habitat for Humanity  
*Keeps affordable housing at the forefront.*



**Nicki Cometa Treasurer** Affirmed Housing Group  
*Positively impacting housing production, advocacy, and education.*



**Nicholas Hamilton** Red Capital  
*Advocating for more housing production.*



**Ginger Hitzke** Hitzke Development Company  
*Trustworthy resource.*



**Rebecca Louie** Wakeland Housing and Development Corporation  
*Restoring equity to our communities.*



**Sylvia Martinez** Community HousingWorks  
*Pouring energy into policies that drive affordable housing.*



**Kwofi Reed** San Diego Housing Commission  
*Inclusive San Diego for all San Diegans.*



**Charles "Chuck" Sinkey** US Bank  
*Advocacy.*



**Bree Wong** Meraki Pacific  
*Shining a light on the solutions facing housing affordability.*



**Brian Woods** Hope Through Housing Foundation  
*Positively impacting the community perception of affordable housing.*



## IMPORTANT DATES FOR 2020

### 30th Anniversary Kick-Off Event

Thursday, February 6, 2020



### SDRAFFH Conference

Thursday, April 2, 2020



### Annual Ruby Awards

Friday, May 15, 2020



### Pre-Conference Institutes

Thursday, October 8, 2020



### Annual Affordable Housing & Community Development Conference

Friday, October 9, 2020



### Annual Holiday Party

December 2020

100+

Hours of Education

1<sup>ST</sup>

Ever SHLN Institute

23

Ruby Award Recipients

Over 90+

Speakers at Conference & Institutes



SAN DIEGO  
HOUSING  
FEDERATION

Working as a coalition of affordable housing developers, advocates, and other organizations, we promote the creation of quality affordable housing focused on lower income families and people in need.

JOIN THE MOVEMENT

BECOME A  
MEMBER

VOLUNTEER

ADVOCATE

DONATE



## SDHF STAFF

- Stephen Russell** Executive Director
- Laura Nunn** Director of Policy and Programs
- Sarah Buchanan** Director of Events and Membership
- Amanda Nelson** Communications Manager
- Sneha Craig** Office Administrator
- Blake Nachtsheim** Research and Operations Assistant
- Mehrsa Imani** Resident and Community Organizer
- Raquel Harati** LISC AmeriCorps Education Programs Assistant
- Suki Liang** Intern
- Mia Garcia** Intern