



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Minutes

Thursday, September 14, 2023 | 2:30 - 4:00 PM | Via [Zoom](#) | Meeting ID: 161 915 3978

Working Group Goal / Increase access to quality affordable housing in the SDPZ.

In Attendance

California Coast Credit Union, City of San Diego – Council District 4, City of San Diego – Economic Development, County of San Diego – Office of Equitable Communities, Habitat for Humanity, Legal Aid Society of San Diego, San Diego Housing Commission, U.S. Department of Housing & Urban Development

Meeting Notes

Welcome & Introductions

- Co-chair welcomed partners and reviewed the [September 2023 agenda](#).

Partner Updates & Announcements

- San Diego Housing Federation / Is hosting an Affordable Housing & Community Development Conference in October, and are actively [seeking volunteers](#).

Promise Zone & Staff Updates

- Our upcoming [All-Partner In-Person](#) Meeting will be taking place on Wednesday, October 4, between 12 and 2PM at Access Youth Academy. Please [RSVP](#) as spots are limited. Further details to follow upon confirmation.
- The [September edition](#) of the Promise Zone Newsletter is now available! The SDPZ team invites partners to participate in the member spotlight and [nominate a community member](#).
- Partners are welcome to submit their events using this [submission form](#) to have their events displayed on the [Promise Zone Event Calendar](#)

Objective 1 / Create and preserve affordable housing in the Promise Zone.

→ Priority: Monitor progress and track data

San Diego Housing Commission Dashboard

+ Nancy Sa, Strategic Programs Manager, San Diego Housing Commission

Click the following links to stay connected to the San Diego Promise Zone

[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14th Floor, San Diego, CA 92101

- [Community Action Plan](#) on Homelessness for the [City of San Diego](#)
 - *Vision: By working creatively and collaboratively, the City of San Diego will build a client-centered homeless assistance system that aims to prevent homelessness, and that quickly creates a path to safe and affordable housing and services for people who experience homelessness in our community.*
- Overview:
 - 10-year strategic plan on how to address homelessness in the City of San Diego (accepted by the City Council in 2019; 10-year designation started in 2020 ends in end of year 2029)
 - Short term goals (3 years) have not been met due to a number of factors including the COVID-19 pandemic
 - Three Short-term goals: reduce unsheltered homelessness by 50%, end veteran homelessness, end youth homelessness
 - Currently working with the consultant who helped draft the Action Plan in 2019 to conduct an updated analysis of the crisis response and permanent housing needs in the Action Plan
 - Action Plan provides [5 foundational strategies](#):
 - Implement a systems-level approach to homelessness planning.
 - Create a client-centered homeless assistance system.
 - Decrease inflow through increase of prevention and diversion.
 - Improve the performance of the existing system.
 - Increase the production of/access to permanent solutions.
 - Data in the Community Action Plan dashboard to track progress includes HUD System Performance Measures, which are standard metrics the RTFH reports to HUD every year.
 - [Homelessness Response Center](#): Dashboard also includes narrative accomplishments to provide qualitative updates in addition to data.

Q1: Where in the City of San Diego are most of the affordability housing units located?

A1: SDHC also has an affordable housing database has a [map](#)

+ Barbara Chevalier, Special Projects Manager – Homeless Housing Innovations, San Diego Housing Commission

- [SDHC/City of San Diego Homeless Services Program Dashboard](#)
 - Homeless service programs administered by SDHC, and funded through either SDHC or the City of San Diego via SDHC
 - This dashboard includes data on: Shelters, Transitional Housing, Supportive Services, and Rapid Rehousing programs administered by SDHC on behalf of the City of San Diego
 - Rapid Rehousing, and permanent supportive housing programs are administered through several HUD grants that funnel directly to SDHC
 - Data comes from the San Diego COC's Homeless Management Information System managed by the RTFH

Q2: What is the rent-rate for affordable housing? What is the median?

A2: Different payment standards that SDHC institutes for Section 8 housing and is updated every year based on HUD's released fair market rents in the City of San Diego. Relevant payment standards are updated yearly. Not a super accurate indicator because our costs tend to be a little higher than what HUD is releasing.

Q3: How else do you see partners potentially using this data?

A3: Our biggest driver on getting the this [dashboard] out there is to give the public some access to what it is the San Diego Housing Commission is doing on homelessness. Unfortunately, because of privacy restrictions, access to data on a raw data level that would allow for further analysis isn't available. When applying for grants it could be good to demonstrate how a certain program is performing in comparison to how larger swath of our service providers are performing— you could use it as a comparison to bolster your grant applications of RFP response. It's really to create transparency for people, so that they can see how these programs are performing and operating.

A: Something I've heard from a provider is that they look at SDHC dashboards to see how their own programs are performing against the system. Several programs do this out of curiosity to see how they're doing against the system.

Q4: How much coordination, in terms of 211 data and RTFH data is there around housing definitions?

A4: We try to align our definitions with what RTFH puts out in their community standards- that's really who we're trying to be in alignment with since they are the COC lead for San Diego. We don't get any data from 211 that goes into these dashboards everything that comes out of here comes from the Homeless Vanishment Information System, which are the HUD-defined data points that HUD mandates because they set those standards.

Objective II / Support renters, first-time homebuyers, and people without housing In the Promise Zone.

→ Priority: Promote resources for current and future renters

EDD 2025-29 Housing Consolidated Plan

+ Michele Morano, Community Development Coordinator, EDD — City of San Diego, MMarano@sandiego.gov

+ Nadine Hassoun, Community Development Specialist, EDD — City of San Diego, NHassoun@sandiego.gov

[The Consolidated Plan](#) is prepared every five years and the goals identified in the five-year plan help guide the investment of funds from three federal funding streams, all of which can be used to support affordable housing activates:

- Community Development Block Grant (CDBG) program
- HOME Investment Partnerships program (HOME)

- Emergency Solutions Grants program (ESG)

The City of San Diego's Economic Development Department leads the planning efforts of the 2025-29 Housing Consolidated Plan with the assistance of two firms: Root Policy Research, a woman-owned housing and community planning research firm based in Denver, CO, and DPD Solutions, a subconsultant for Root Policy based in the San Diego region. The planning process "***consolidates***" the budgeting and planning for each of the federal entitlement grant programs into ***one process***. Further details on the *2025-29 Housing Consolidated Plan* can be found on the [slide deck](#) provided by EDD.

Calls to Action:

1. Promise Zone partners are encouraged to attend the [Community Forums](#) in October and take the [Consolidated Plan Survey](#)
2. Promise Zone partners are encouraged to share the Community Forum information and the survey link with the individuals they serve and within their professional networks
3. Promise Zone partners may want to consider hosting community feedback sessions on their own
4. A social media toolkit will be available to interested partners, soon
5. Join the [CDBG/Consolidated Plan mailing list](#) to receive future updates on this planning process

Working Group Follow-Up Activities **Long-term Action Planning for EOY**

Rather than hosting a Town Hall this Fall, we would like to dedicate November to *re-evaluate our progress and prioritize what we want to accomplish around housing over the next 3 years*. To ground us in the collective purpose of this working group, we find ourselves in a transformative phase, as we are currently 7 years into the Promise Zone designation, which will expire on [June 2, 2026](#). We have shared the feedback that you have provided in your previous feedback sessions with our HUD partner and ICF to assist this Working Group in maximizing our impact for the last three years of the San Diego Promise Zone initiative.

Our proposal to this Working Group is to have ICF to help us design a strategic planning conversation to:

- Gain insight and consensus from the group on what collective action we can take with our remaining PZ designation to advance the goals of affordable housing
- Create and document a shared **action plan** of activities for this Working Group to take in 2024 to advance our goals.
- And identify other opportunities for the next three years that could guide our path forward and ensure we accomplish our goals and leverage this opportunity.

Other Action Items

August Calls to Action & Follow-Ups

- [Bridge to Home & NOFA](#)
 - If you are a small/emerging developer, partners may want to consider applying to [RFQ \(Due: September 22, 2023\)](#)
 - Make a commitment to share the information for those in your network who are affordable housing developers or service providers
- [Communities for Global Sustainability's "Next Epic Challenge: Reimagining Affordable Mixed-Use Development in a Carbon-Constrained Future"](#) grant Letter of Support Request
 - If you have any questions or your organization would be interested in showcasing your support, please reference the template [Letter of Support](#) and submit to Adria Fox (afox@c4gs.org) by [September 20](#).
- Mayor's Office - [Housing Action Package 2.0](#)
 - The Mayor's Office is requesting that the public speak and give public comment in support of the Housing Action Package and Environmental Justice Element items at the upcoming *Land Use & Housing Committee* on [Thursday, September 21 at 1 PM](#)
 - More information on the committee, [zoom link](#) and the agenda can be found [here](#).
- Housing Affordability Trifold
 - The HA trifold is now available for distribution! The goal of this trifold is help San Diegans facing homelessness and to provide resources for community members interested supporting their community. Partners are encouraged to distribute this resource throughout the Promise Zone and to the San Diego community at-large. The *print* version can be [found here](#), and the *web* version can be [found here](#).

Next Steps & Adjourn

- The co-chair thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

Next Meeting

Thursday, November 9, 2023 | 2:30 – 4:00 PM | Via [Zoom](#) | Meeting ID: 161 915 3978