



STEPHEN RUSSELL  
SDHF EXECUTIVE DIRECTOR

*Dear Members,*

History is being made this year, for the Federation, for our members, for our residents, and for our sector's advocacy efforts. Throughout our 30 years of operation we have been San Diego's collective voice for affordable housing by providing education and leading local legislative change. This November we have the honor and privilege of having ['Homes for San Diegans' \(Measure A\)](#) on the ballot to ask San Diegans to approve a bond to provide approximately 7,500 affordable homes.

Years in the making and tremendous efforts from supporters, elected officials, and our members have moved us forward to this historic moment. We've added voter registration, mail-in ballot requests, and other information on our [COVID-19 Resources page](#).

Our theme this year is "[30 Years of Building Better Futures](#)" and we're planning a 5-day virtual program with our sector's leaders to dive deep into the injustices and inequality in affordable housing.

This year's conference will feature keynotes with Conor Dougherty New York Times editor and author of *Golden Gates: Fighting for Housing in America*; Megan Sandel, MD, MPH, Co-Director of the GROW Clinic at Boston Medical Center, Co-Lead Principal Investigator with Children's HealthWatch and Associate Professor of Pediatrics at Boston University

Schools of Medicine and Public Health; and Amanda Andere, Chief Executive Officer, Funders Together to End Homelessness.

Each keynote will focus on an overarching theme in affordable housing while our workshops will dive into specifics within our six tracks. Workshops will be locally focused and cover design, financing, advocacy, communications, supportive housing, and trends. Registration will open up on August 31, 2020.

Finally, we'd like to thank Raquel Harati for three years of sharing her talent, stories, jokes, balloon-animal creations, and so much more with us. We look forward to seeing all the wonderful things you do will do in your future. We will certainly miss you. We wish you the very best and know that you will continue to make us proud!

Be well and stay cool!

A handwritten signature in blue ink that reads "Steve".

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

## SDHF Says 'Goodbye' to Raquel

To My San Diego Housing Federation Family,

I will never be able to say thank you enough for this opportunity. It has been a true honor to serve as the Housing Federation's LISC AmeriCorps member and then as the Events and Programs Coordinator. The last year and a half have made a profound impact on me both professionally and personally as this was my first full time position post graduating from UC San Diego.

Professionally, being able to learn and grow from such dedicated individuals who are so passionate about housing and making the world better. From the dedicated RSSN advisors and resident services staff who meet monthly to improve upon how they serve their families and seniors to the best of their abilities, to those working within the SHLN group to provide all the support possible to their residents and those meeting at our Roundtables discussing the best way to go about providing more housing to those left most vulnerable in San Diego. Personally, being able to hear stories from residents, my colleagues, and learning more about the housing crisis in San Diego have made me a much more of an active affordable housing advocate and I plan to carry this with me.

I plan to take all that I have learned and apply it in my new endeavor of earning a Masters of Public Health from the University of North Carolina at Chapel Hill. Having access to quality affordable housing is incredibly interwoven to a person's health and needs to be thought about when looking through a public health lens on policy. I plan to speak up often about this connection and bring more attention to housing and health policy in my future. Without my time at the Housing Federation I would not have found this passion and surely would not be on the path I am today.

Thank you to each and everyone one of our members for the kind interactions and for all that you do for San Diego. To my SDHF staff, thank you from the bottom of my heart you all have made my first job experience a high milestone for all other employers to meet and I will miss you all and the familial work environment we shared in the office and even over zoom.

All my best,  
Raquel Harati



RAQUEL HARATI  
UNC-CHAPEL HILL PUBLIC  
HEALTH MASTER'S CANDIDATE



## Streamlining CEQA (California Environmental Quality Act)

In the month of July, we hosted our third LISC Sponsored Roundtable via Zoom. For this roundtable 53 professionals and advocates for affordable housing discussed streamlining CEQA efforts and how to continue making affordable housing affordable.

The panel included:

- Jeannette Temple (Atlantis Group)
- John Allen (Streamline Development Group)
- Torin Snyder (Rincon Consultants)
- Vinny Tam (City of Pomona)
- Sally Schifman (Rincon Consultants)

A brief moment was spent on John sharing about who should be included in a team so that a project can be complete in appropriate time. After the following topics were covered: due diligence, rights and obligations, entitlement process, CEQA, and NEPA (National Environmental Policy Act). Each of the panelists were able to speak up at various times throughout the presentation to speak on their specific specialty. Such topics included, but were not limited to, Land Use and Hazards Assessments, as well as SB 330 (Housing Crisis Act), and the CEQA process. There was also time allotted for Q&A at the end of the presentation. Opportunity for the audience was given for the attendees to ask questions as well as Sally, the moderator, to ask questions that furthered the conversation.

A huge thank you to our sponsor LISC San Diego for making our roundtable series possible and thank you to our amazing panelists and moderator for making this an informative and refreshing update for all involved in affordable housing development here in San Diego. If interested, you may watch the video recording of this roundtable by clicking [here](#).



Thank you to LISC San Diego for sponsoring the Educational Roundtable Series.

For questions related to events, membership or volunteering, please contact: [Sarah Buchanan](#)

## FEDERATION EVENTS

**Registration will open on Monday, August 31, 2020.**

Early-Bird Deadline is Friday, September 11th.

Ticket Type	\$ Amount	Details
<b>CONFERENCE: ONLINE PRE-REGISTRATION</b>		
Member - Early Bird	\$100	Member registration before 9/11/2020
Member - Regular	\$125	Member registration after 9/11/2020
Non Member - Early Bird	\$150	Non Member registration before 9/11/2020
Non Member - Regular	\$175	Non Member registration after 9/11/2020
Speaker	\$75	Coupon Code Needed to Register
Student	\$50	Coupon Code Needed to Register
<b>WEEK OF EVENT TICKETS</b>		
Member	\$200	Member registration after 10/2/2020
Non Member	\$250	Non-Member registration after 10/2/2020

## 2020 Conference Keynote Speakers



**Conor Dougherty**, *The New York Times*; author of *Golden Gates: Fighting for Housing in America*

Monday, October 5  
10:45 a.m. - 12:30 p.m.



**Megan Sandel**, MD MPH, GROW clinic at Boston Medical Center, Children's HealthWatch, Boston University

Wednesday, October 7  
5:00 p.m. - 6:30 p.m.



**Amanda Misiko Andere**, MPA, Chief Executive Officer, Funders Together to End Homelessness

Friday, October 9  
12:15 pm - 2:15 pm

For questions, please contact Sarah Buchanan, Director of Events and Membership at [sarah@housingsandiego.org](mailto:sarah@housingsandiego.org)

View the [draft agenda here](#).

Welcome Session from SDHF and Steve  
8:00 AM - 8:45 AM

TCAC/CDLAC Update  
9:00 AM - 10:30 AM  
[TCAC/CDLAC](#)

Keynote Session  
10:45 AM - 12:30 PM

Early PM Workshop Session  
12:45 PM - 2:15 PM

### Scholarship Application

We are offering scholarships for those who are low-income advocates, resident leaders, RUN, and HEAL Network advocates. Please fill out the scholarship application to apply to attend the 30th Anniversary Conference. Scholarship recipients will be notified the week of September 18, 2020.

*Applications due Friday, September 11th.*

[Click here to apply](#)

# 2020 Conference & Pre-Conference Institutes Sponsorship Opportunities Available

Show your support for excellence in San Diego Affordable Housing and consider a sponsorship in 2020. This year, the Conference will be presented virtually during the week of October 5 – 9, 2020. [View available sponsorships here.](#)

- Platinum** – \$25,000
- Gold** – \$20,000
- Silver** – \$10,000
- Keynote** – \$10,000 (Three Available)
- Technology Sponsor** – \$10,000
- Swag Bag Sponsor** – \$10,000
- Bronze** – \$5,000
- Track Sponsor** – \$5,000 (Six Available)
- Community Advocate Scholarship** – \$5,000
- Fundamentals Institute** – \$5,000
- RSSN Institute** – \$4,000
- SHLN Institute** – \$4,000
- Yoga Break Sponsor** – \$2,500
- Host a Networking Salon/Meet with a Speaker** – \$2,500
- Exhibitor** – \$2,000
- Conference Advocate and Partner Sponsor** – \$1,000
- Non-Profit Supporter** – \$1,000 (Must be Non-Profit Org)



For questions, please contact Sarah Buchanan, Director of Events and Membership at [sarah@housingsandiego.org](mailto:sarah@housingsandiego.org)

## The San Diego Housing Federation Celebrated Leadership, Innovation and Impact in Affordable Housing at the 30th Annual Ruby Awards



SARAH BUCHANAN  
DIRECTOR OF EVENTS  
& MEMBERSHIP



On Thursday, July 23, 2020, the San Diego Housing Federation held the [30th Ruby Awards](#) virtually. The San Diego Housing Federation holds the Ruby Awards event annually to recognize extraordinary achievements in affordable housing development, community development, public policy, and housing advocacy.

Winners in thirteen 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.

The Housing Champion Award, formerly known as the Lifetime Achievement Award, is the only award exclusively determined by the San Diego Housing Federation Board of Directors.

This award honors professionals with more than two decades of leadership, innovation and impact in the affordable housing field. Recipients also embody the values of the Federation: a commitment to environmental stewardship and sustainability; collaboration and partnership across the community development field; and advocacy for policies that improve the quality of life of families and communities.

Thank you to the Selection Committee, Planning Committee, Board, Staff and all the volunteers that made the event a success!

Visit our website to see the [full list of winners!](#)

## FEDERATION EVENTS



The Board of Directors from the Federation have selected Rich Juarez as this year's Housing Champion. Richard was a native San Diegan with roots and ties that were deep and strong, in particular to Barrio Logan, where his parents moved in the 1930's.

Richard grew up with his sisters in the Barrio and proudly embraced this connection his entire life. Shortly after Chicano Park was created through the community's activism, Richard became a driving force in the city's redevelopment of the area, and a passionate advocate for the community's vision of environmental justice and ecologically sensitive land use.

His family's history and his early involvement with the Barrio Station propelled him on a 17-year labor of love that ultimately enabled Richard and MAAC (Metropolitan Area Advisory Committee) to build the

Mercado Apartments in 1994 - the first new housing in the area in over 50 years. Richard's community vision helped to ensure numerous features desired by the community, such as: Neighborhood kids trained in construction trades and hired for the project; Residents hired for the onsite Head Start/

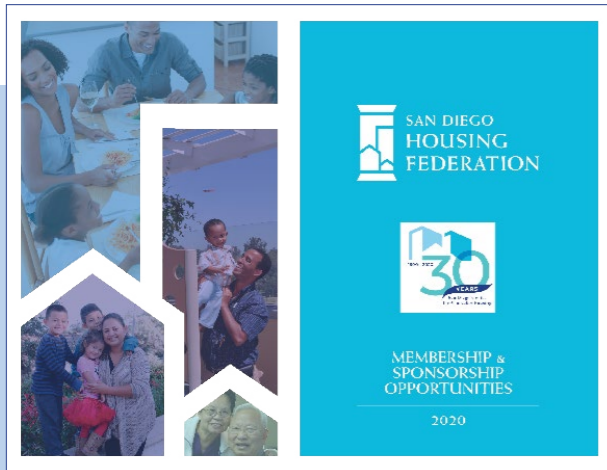
/childcare/social services; Gas stoves in the kitchens (for tortillas, of course); Front porches. Richard said of the project, "It's a statement to people, especially kids, that this is what our culture is all about", and "Somebody has to go home and make things right." All who know Rich will not be surprised that the latter statement is one of VERY few where he acknowledged his primary role.

He ALWAYS spoke of the results as what "the people" or "the community" accomplished. The process, and the housing that resulted, was always his greatest source of pride (until his granddaughters arrived). The Mercado Apartments project focused on neighborhood revitalization AND affordable housing, instead of at the expense of affordable housing, which so often occurs today.

The project has been cited in two books, *Comeback Cities*, and *Restoring America's Neighborhoods: How Local People Make a Difference*, as examples of how to revitalize older neighborhoods – with the people still in them.

Richard's passion was always about "More Than Housing", however, and his later efforts helped result in the Mercado del Barrio retail center and the Estrella del Mercado Apartments. This passion continued throughout his career, including as a Partner at Urban West Development where he worked with organizations such as Project New Village, supporting food insecure neighborhoods in Southeast San Diego. Richard was also instrumental in the redevelopment of City Heights, where he helped develop blocks of community projects such as City Heights Square and the Workforce Partnership Project. If there was a disadvantaged community, he was always there to encourage the residents to create and realize their vision of their community. Almost up until his passing, he continued working on the details of his projects, in his quest to improve the lives of all people in our communities.

Congratulations to the family of Rich Juarez!



## Thank You to Our New and Renewing Members:

Barker Management, Inc.  
City of Carlsbad  
CIVIC San Diego  
Community Health Improvement Partners  
Cynthia Wong, Community Corporation of Santa Monica  
Gary Podshun,  
Jaime Jacobs, Katerra Affordable Housing Renovations  
JP &K Construction Management  
KCM Group  
Las Palmas Housing  
LISC San Diego  
Maggie Dalrymple,  
Mary Lydon, LeSar Development Consultants  
Pacific Southwest Community Development Corporation  
RSG, Inc.  
San Diego Interfaith Housing Foundation  
Sudberry Properties

### NOW AVAILABLE: OUR 2020 SPONSORSHIP PACKET

**As we kick off the celebration of 30 years as San Diego's Voice for Affordable Housing, don't miss your opportunity to show your support for excellence in San Diego Affordable Housing — consider a sponsorship in 2020. The full [sponsorship packet](#) detailing the various SDHF membership and sponsorship opportunities is available on our website.**

**SHARE YOUR NEWS  
WITH US, AND WE  
WILL SHARE IT WITH  
YOUR FEDERATION  
COLLEAGUES**

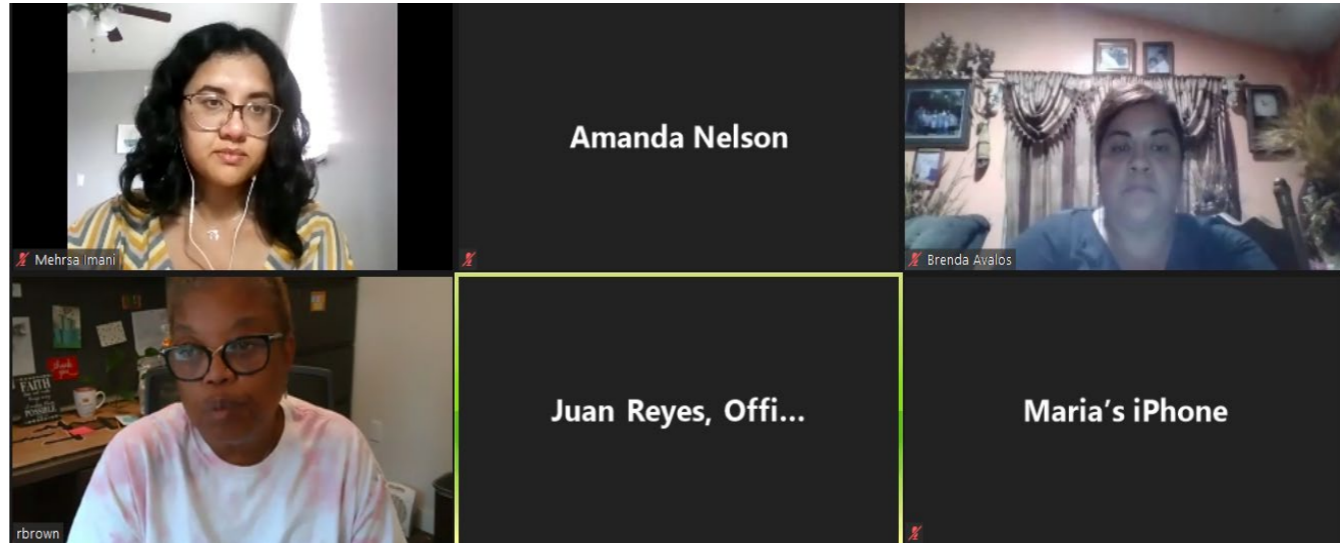
**Win an award? Hosting a ribbon-cutting reception? Breaking ground on a new project? SDHF is a great resource to share your good news with industry colleagues. Simply email [Sarah](#) with a press release and any corresponding images — we will look for an opportunity to share through our website, weekly brief, or monthly newsletter.**



## RUN'ing to Meet with Legislators



MEHRSA IMANI  
SDHF RESIDENT AND  
COMMUNITY ORGANIZER



*RUN speaking with  
Assemblymember Todd Gloria's office*



[CLICK for more information on the Residents United Network.](#)

RUN has seen a lot more movement in the month of August. With the legislative session coming to an end by end of August, RUN has been swift to ensure the AB 1436 bill—which protects tenants from eviction during the pandemic—passes through to the Senate and the Assembly. San Diego RUN has been meeting to stay on top of their plans, ensuring that San Diego Legislators hear RUN's voice and concerns around the issue of eviction during the pandemic. So far San Diego RUN leaders have met with the offices of Senator Hueso, Assemblymember Maienschein, and Assemblymember Todd Gloria. In the world of virtual meetings, organizing virtual meetings with office of legislators has had some benefits of being able to quickly and efficiently organize for remote meetings!

We hope folks who are joining the Housing California Housing Conference will join the RUN workshop, where our San Diego Leader, Maria Hernandez, will be serving as a panelist.

And to bring a little more normalcy to a strange year, RUN will be holding it's regular Regional Convening in September. The purpose of this meeting will be to initiate "There Ought to be a Law" process, where resident leaders begin identifying ideas and policy priorities for their 2021 advocacy work. Stay tuned for more information on the Regional Convening!



MEHRSA IMANI  
SDHF RESIDENT AND  
COMMUNITY ORGANIZER

## HEAL'ing Through Advocacy

Knowing that for the rest of 2020 HEAL won't be meeting in person, the Network has moved its meeting to one Thursday evening per month where HEAL members get to year updates, consult on new advocacy opportunities, and even get a little training.

In our recent HEAL meeting, members went through a brief overview how difference cities and municipalities are conducting their meetings online, and how HEAL members can give public comments in those meetings. Additionally, in collaboration with John Brady from Voices of Our City Choir, HEAL members are now learning how to scan city agendas, create a calendar of various legislative meetings, and how to track items that may be of interest to the Network.

HEAL is looking to expand its network in the coming months, and begin engaging new individuals with lived experience of homelessness into the program. Hopefully in the new year a new leadership and advocacy training can be offered to new HEAL members.



*HEAL members on Zoom*



[CLICK](#) for more information on Homeless-Experienced Advocacy and Leadership.

## Economic Impact of COVID-19 Educational Webinar



BROOKLYN DEL PRIORE  
EVENTS & PROGRAMS COORDINATOR

Our team at the Housing Federation has heard the concerns of the Resident Service Coordinators and Supportive Housing Operators and have adapted well to their needs. We are teamed up with the Corporation for Supportive Housing (CSH) and LeSar Development to host a series of COVID-19 response related webinars. These have taken place since March and will continue throughout the year. Our aim has been to do two webinars per month and this has been a success. On average, 150 professionals in both affordable housing and supportive housing attend each session. However, in the month of July we were only able to host one.

July's webinar focused on economic inequality impacts that went beyond COVID-19. Introductions for the webinar and Daniel Enemark were given by our own Laura Nunn and CSH's Tom Stubberud. Daniel Enemark was our guest presenter. He was introduced as someone who desires to connect San Diegans to meaningful work in his role as Senior Economist, with the San Diego Workforce Partnership (SDWP). The SDWP is the workforce development board for San Diego county. This means that they stand between those who desire jobs and those who are seeking workers. His main goal in the SDWP is to understand and counteract structural inequality in San Diego's labor force. This, is what his presentation focused on. His presentation reported on examined trends and data regarding workforce development, career pathways, and unemployment benefits. He sought to answer questions like, where do new



employment opportunities exist for tenants and those we help and how do we support tenant career development? Or, what jobs are available, reliable, and profitable for the people that we serve? He pointed to resources for resident service workers and those they serve that can be found on the [Work Force Website](#), like an income calculator and job board.

He also spent time painting a picture for how current economic trends have been impacted by race and gender inequality. Especially from the viewpoint of San Diego. But, he also spoke on the Work Force has programs in place to help the disparity that has historically been found and gave practical steps for the viewer.

A recording of the webinar can be found [here](#).



[CLICK](#) for more information on the  
**Residents Services Support Network**

## Legislative Stalls and AHSC Program Guidelines



LAURA NUNN  
SDHF POLICY DIRECTOR

### DID YOU KNOW?

**The Housing Federation is working rapidly to adjust to the COVID-19 response as it relates to housing policy and advocacy at all levels of government. Please make sure to sign up to receive our [Weekly Brief](#) to get the latest on advocacy action alerts and other time-sensitive items.**

To learn more about SDHF's policy positions, visit our [website](#).

### *State Housing Legislative Package Stalls*

Nearly all housing production bills introduced this session will not advance due to tight legislative deadlines as a result of the coronavirus shutdowns of the legislature and ongoing challenges to reach agreements regarding bill amendments. Leaders from Housing CA and California Housing Consortium released a [statement](#) expressing their disappointment over the failure of the legislature to advance a housing package this year and stating the intention to focus the remainder of the session on moving legislation that will keep people impacted by the coronavirus pandemic stably housed.

Nonetheless, two bills that SDHF has supported this session are moving. [AB 2345](#), which enhances California's Density Bonus Law based on the success of San Diego's Affordable Housing Density Bonus; [AB 1845](#), which creates an Office to End Homelessness within the Governor's office.

### *Affordable Housing & Sustainable Communities (AHSC) Program Guidelines*

Despite five strong applications to the state's Affordable Housing and Sustainable Communities (AHSC) program, the San Diego region did not receive a single award in the most recent round of funding. As is noted in [KPBS coverage](#) on the topic, projects in the Bay Area and Los Angeles County were awarded nearly three-quarters of the program's total funding for the year. This imbalance has led some members of the Strategic Growth Council, including local representative Nicole Capretz, to more closely examine the program guidelines and criteria to explore how funds can be distributed more evenly across the state.

In response to the Strategic Growth Council's call for comments on the Round 6 guidelines, [SDHF submitted a letter](#) calling for, among other items, a geographic set-aside system that will guarantee funds are distributed throughout the state.



## CALIFORNIA CLIMATE CREDIT HEADED YOUR WAY

Your August<sup>1</sup> SDG&E bill will include a statewide electric California Climate Credit. It's part of California's effort to fight climate change and work toward a zero-carbon state. The credit comes from a state program that requires power plants, natural gas providers and other large industries that emit greenhouse gasses to buy carbon pollution permits. The credit on your bill is your share of the payments from the state's program.



In past years, the electric credit was applied in April and October and the gas credit was applied in April. For 2020 and 2021 the California Public Utilities Commission has authorized a temporary shift of the electric portion of the credit to be applied to the months of August and September to provide some bill relief during the hottest months of the year and help reduce bill volatility.

	2020	APR	AUG	SEP
<b>GAS</b> CA Climate Credit		\$21.11		
<b>ELECTRIC</b> CA Climate Credit			\$32.28	\$32.28

To learn more about the Climate Credit and find out the dollar amount, visit [cpuc.ca.gov/climatecredit](http://cpuc.ca.gov/climatecredit).

<sup>1</sup> Billing periods vary by utility and may not always coincide with a calendar month. If you don't see a Climate Credit in the bill that arrives this month, it will appear in the bill you receive next month.

## Featured Resident Story: Bobbie

What does it mean to have an affordable home for Bobbie Cox?

“It means that I can raise my family while receiving my educational degrees” says Bobbie. Bobbie is a single mother who decided to go back to college in order to get a degree to help others. But, in California the struggle is real for students, families, and well just about anyone. She admits to still struggling to afford the “California Dream”, which for her includes pursuing her Master’s degree. But, because of affordable living she has a place to live while accomplishing her goals. The definition of affordable is different from anyone you may ask, but for her, it means simply – “to have a place to live”.

She says that the challenges that she experienced prior to living in affordable housing “were not what she ever expected from a mother who worked two jobs while attending college”. She could not afford to pay rent in San Diego County, due to the expensive cost of living. She was born and raised in North County, and currently raises a family there. So, moving out of state was not an option for her. Not only did she not have a home for about two years while attending Palomar Community College, she also did not have a home her first year of undergrad at the California State University of San Marcos. Affordable housing in California really does mean having a place to live, but it does not guarantee extra money or savings.

She says that she “still struggle[s] to pay bills and put food on the table while attending to my educational dreams”. Attending college is not cheap, and the higher your education aspiration, the higher the costs that are attached. I wake up every morning grateful to make breakfast in my own home because previously I did not have that ability.

One helpful change since living in supportive housing is the support she has received from the Leasing Office Staff and the Wakeland Resident Service Coordinator for Via Roble Apartments, Yesenia Resendiz aka “Yesi”. Yesi has been instrumental in Bobbie’s success and in her educational journey. Bobbie admits that she is a single mother who is not good with math, so Yesi has helped in tutoring Bobbie’s child. Bobbie claims that this “has been beneficial for both of us and my own sanity”.

There are also many different activities she and residents get to participate in because of Yesi. Yesi keeps things up to date and fun. For example, once a month, paint night helps me relax from the stress of balancing everything in her life. The after-school programs, activities, informational inquiries, and the occasional lending of Yesi’s ear have been the best part of living in an affordable home.

Now that she has an affordable home she is able to concentrate on other desires and serve in her community.





## Featured Resident Story: Bobbie

She is an active resident of Via Roble. She participates in many of the activities, but also helps with the many events that are held in the Community Center. This includes both set up and clean during events and activities, as well as helping with activities during events.

She also is currently attending the University of San Diego where she is pursuing a Master's Degree in Leadership Studies with a dual certification in Leadership Coaching and Restorative Justice. As if all that wasn't enough, she also volunteered to be a 2020-2021 mentor for students attending USD with the Mentor Collective program. She also is a SOLES Ambassador who helps Grad students understand what the university has to offer. As an alumna of the California State University of San Marcos, she has applied to be a mentor for students attending the CSUSM. She enjoys helping students navigate the stress of working, helping their families, and trying to complete their education; which can be nerve-racking.

Bobbie says "as a First-Generation Student, I know the need for support and understanding that one must have to keep the fierceness in confidence to complete one's degree". With an affordable home Bobbie has been able to, as she says, "have a place to live".

"I wake up every morning grateful to make breakfast in my own home because previously I did not have that ability."  
-- Bobbie