



STEPHEN RUSSELL
SDHF PRESIDENT AND CEO

Dear Members,

The San Diego Housing Federation would like to extend to each of you a hug, a high five, and a hearty laugh - YOU MADE IT! 2020 is coming to a close and while we still are in a world of uncertainty we have many bright spots to look forward to in the year ahead.

Please join me in celebrating our achievements over this past year:

- 30 years of being San Diego's voice for affordable housing.
- Our team grew pre-pandemic adding a Director of Communications, Campaign Director, and a Policy Assistant. (Spoiler – we're hiring a Policy Coordinator!)
- We hosted over 200 of you at our virtual Ruby Awards where we highlighted the work you're doing each day.
- Our annual conference, "30 Years of Building Better Futures", had 3 keynote speakers, 23 education workshops, over 55 sponsors, and more than 550 attendees.
- Our \$900 million housing bond, Measure A, didn't reach the necessary 2/3 voter threshold to pass, however it received a commanding majority and highlighted that 57% of voting San Diegans were willing to pay for a meaningful solution to homelessness.

- HEAL, our advocacy program to lift up the voices of people with experience of homelessness hosted its first summit pre-pandemic and quickly pivoted to action to community response efforts.
- RUN, our resident organizing and engagement program generated more than 200 ideas for policy change at the annual convening, and supported efforts to get out the vote Countywide.
- We responded quickly to the pandemic, shifting to online formats providing 13 RSSN/SHLN webinars and 7 Roundtables, and vastly increasing our level of engagement with our members.

We overcame obstacles and technology challenges and we've developed a new way of operating, advocating, and connecting. This election season brought forth new leadership, dug deeper into difficult conversations, and ignited support for addressing homelessness & housing equality.

Locally, we are looking forward to working with Mayor-Elect Todd Gloria who has been a longtime supporter of affordable housing; a Democratic Majority County Supervisors and City Council; and continuing to strengthen our relationships with elected officials across the region.

President-Elect Joe Biden brings a new hope in the



STEPHEN RUSSELL
SDHF PRESIDENT AND CEO

federal political environment, one that is supportive and receptive of a housing first method to resolving homelessness. An environment that will bring together unified discussions and economic opportunity. An environment we can be proud of and emulate throughout 2021.

Despite all the challenges the work continues, the results are seen, and we thank you for your work this year. In the new year we intend to capitalize on the higher visibility of the Federation provided by Measure A to engage more members of the public in our work – both through communications and by encouraging public membership.

Enjoy the virtual holiday season, stay healthy, and get ready for an ambitious new year ahead!

Happy Holidays,

Steve Russell, President and CEO
steve@housingsandiego.org





SARAH BUCHANAN
CHIEF OPERATING OFFICER

2020 Event Highlights

To kick off our 30th year we hosted an anniversary celebration, weeks before COVID-19 shut down the world. We were joined by our members, board, sponsors, supporters and more at the historic Layette Hotel. We were honored with proclamations from City Council President Gomez, County Supervisor Fletcher, Assembly member Waldron, and California Finance Agency.

In April we pivoted to a virtual format for SDRAFFH Fair Housing Conference were Lisa Rice, President and CEO of the National Fair Housing Alliance gave a keynote.

Our Ruby Awards were hosted in July via live show complete with guests from Oz. We posthumously awards Housing Champion to Richard “Rich” Juarez, a founder of San Diego Housing Federation. He son delivered a moving tribute about his efforts to create affordable housing in Barrio Logan. Afirmmed Housing won both Project of he Year Rehab and New Construction.

The theme for this year’s conference – “30 Years of Building Better Futures” – gave us a moment to stop, think, and dream for the future we’re creating and would like to see to end homelessness and increase affordable housing in our region.

Thank you to all who attended, volunteered, and sponsored our 2020 events.

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





Thank You to Our New and Renewing Members:

CalHFA

City of Escondido

Kimberly Duran, Wakeland Housing & Development

SGPA Architecture & Planning

Solari Enterprise

Susan Reynolds

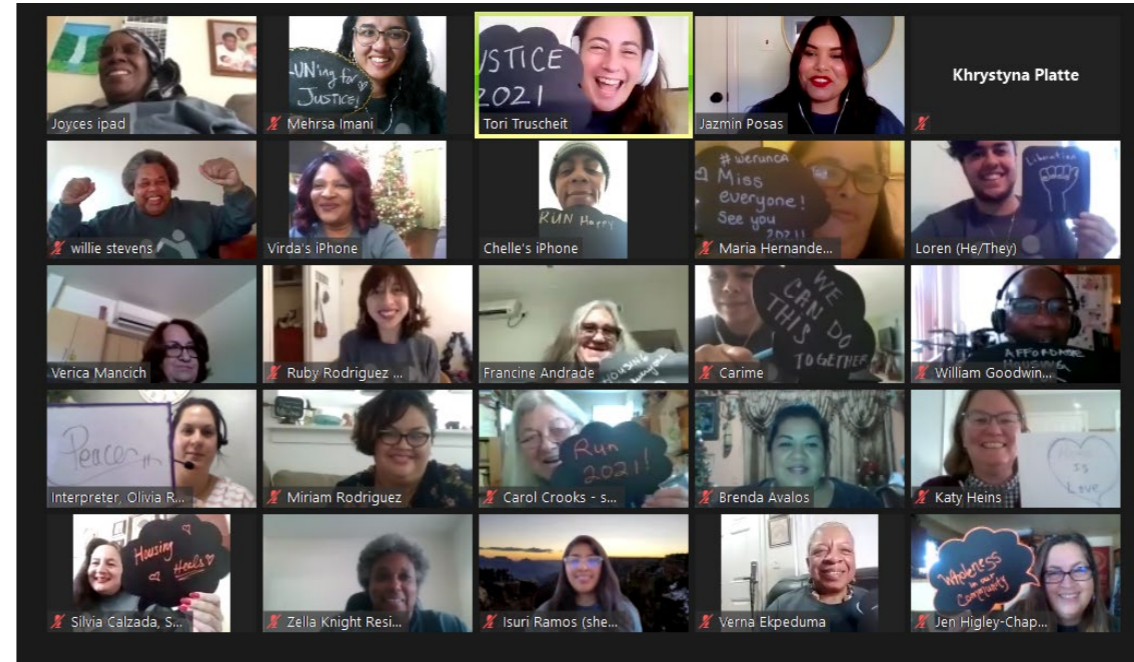
NOW AVAILABLE: OUR 2020 SPONSORSHIP PACKET

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 Reflects on 2020



RUN Summit

MEHRSA IMANI
SDHF RESIDENT AND
COMMUNITY ORGANIZER



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

A digital hearth was created to support one another, figure out what's going, and plan of action through RUN Community Care Calls. Advocacy efforts continued in response to the pandemic shifting RUN's priorities to evictions and tenant protections. RUN leaders locally and statewide discussed racial justice, eviction projection, and met with elected officials.

RUN Summit met virtually in December, where nearly 70 RUN leaders joined from across California, for a 2-day virtual meeting, with 9 participants joining from San Diego. We prioritized our RUN issues for 2021, and made great plans for the new year!

RUN's Regional Convening was hosted virtually with over 30 participants, members were panelists at multiple conferences, and more than 200 ideas were generated to create policy change.



MEHRSA IMANI
SDHF RESIDENT AND
COMMUNITY ORGANIZER

HEAL Turns 2

Now in its second year, HEAL brings the voices of individuals with lived experience of homelessness— who have been most impacted by this crisis— into critical local discourse in a meaningful and effective way, to elevate the discussion, to emphasize the humanity of the affected individuals, and to move public policies toward strategies that are more focused on the individuals who are impacted by this crisis.

HEAL leaders joined Voices of Our City Choir Choir in a voter registration drive at Operation Shelter to Home located at Convention Center where they registered more than a dozen individuals currently sheltered, participated in local city council hearings and local action for community response to COVID-19, submitted recommendations to Regional Task Force on Homelessness, and Council member Chris Ward.



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



HEAL Panel at Annual Conference.



BROOKLYN DEL PRIORE
EVENTS & PROGRAMS COORDINATOR

Professional Development Continues Virtually

SDHF focuses on building the next generation of affordable housing leaders, and educating and engaging affordable housing residents to help build the power of our community.

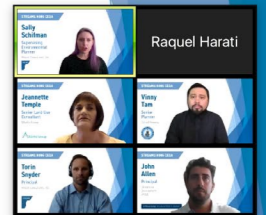
Prior to COVID-19 professionals would gather and talk about the complex issues at hand. Once everything moved online.

LISC Roundtables picked up a webinar format but that did not take away from the experience at all with over 290 attendees and 7 total Roundtables.

Our RSSN / SHLN participants were gathered together for the first time in our bi-monthly webinars hosted with CSH and LeSar Development. The virtual sessions were very successful with serving 75+ often, up from the typical 20-30 people in person. The most helpful benefit was that the two groups were able to collaborate together some and each were able to reach a significantly more amount of people.

Know your Site, Know your Path

- ✓ Due Diligence
- ✓ Rights and Obligations
- ✓ Entitlement Process
- ✓ CEQA
- ✓ NEPA



For questions related to programs please contact: [Brooklyn Del Priore](#)

2020 Policy Highlights

One of the most critical roles the Federation plays is to monitor local, state and national legislation and regulatory proposals that impact affordable housing and community development. In 2020 we played a major role locally and supported multiple state and national legislation.

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.

Our policy priorities are determined by our Policy Committee below are the areas we focused on in 2020:

- *Resources for creation and preservation of affordable homes (Measure A, SB 2)*
- *Land use that promotes affordable housing (housing elements, AB 2345)*
- *Reducing the cost to build affordable housing*
- *Resident Protections*
- *Reducing and Preventing Homelessness*



LAURA NUNN
CHIEF OF POLICY & PROGRAMS

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](#).

THANK YOU FOR SUPPORTING MEASURE A!

We learned that 57% of voting San Diegans are willing to pay for a solution to address homelessness.

Our policy efforts will continue to build on this momentum.



AMANDA NELSON
DIRECTOR OF COMMUNICATIONS

Encinitas Mayor Catherine Blakespear elected SANDAG chair

[KUSI- 12/09](#)

“SANDAG is a vital forum for our local leaders to come together to make regional decisions about where people live, how they travel, and how we sustain the environment now and in the future. Being unanimously chosen by my elected peers to chair this organization is a true honor,” she said.



Demand for Housing Solutions Has Reached New Heights

[Voice of San Diego – 11/04](#)

For Measure A proponents, Tuesday’s failure signaled the need to try to make the case to voters again.

“We have to do something in either two or four years,” said Stephen Russell of the San Diego Housing Federation, an affordable housing lobbying group that has led the bond campaign. “The need isn’t going away.”

Russell and other advocates believe the region’s housing and homelessness woes will only worsen during a pandemic that has left many without work and unable to pay rent. They also believe an expected new Democratic majority on the San Diego County Board of Supervisors could set the stage for a countywide pitch.

San Diego City Council in US approves new housing for San Ysidro

[Construction Review Online – 12/03](#)

The San Diego City Council in US has approved issuing tax-exempt Multifamily Housing Revenue Bonds to facilitate the construction of Ventana al Sur Apartments in San Ysidro. The project will include 100 units for low and very low-income tenants, including 75 units for low-income seniors and 25 units for seniors experiencing chronic homelessness with a serious mental illness who meet certain income criteria.



Podcast: Freddie Mac's Simone Beaty talks affordable housing

[HousingWire - 12/07](#)

This week, Simone Beaty, the director of single-family affordable lending initiatives at Freddie Mac, joins the Housing News Podcast to discuss the GSE's affordable housing initiatives, as well as what it is doing to prepare consumers for next year's home-buying market.

During the interview, Beaty also discusses how Freddie Mac is supporting shared equity programs as many Americans continue to face financial hardships due to the COVID-19 pandemic.

City of Los Angeles Launches \$100,000 Low-Rise Housing Competition

[ArchDaily - 12/03](#)

The City of Los Angeles has launched a \$100,000 housing design challenge for low-rise developments. The competition asks architects and landscape architects to imagine "appealing and sustainable" models of low-rise, multi-unit housing. Organized by the Mayor's Office and Chief Design Officer Christopher Hawthorne, the initiative aims to create new paths to home-ownership and housing affordability in Los Angeles.

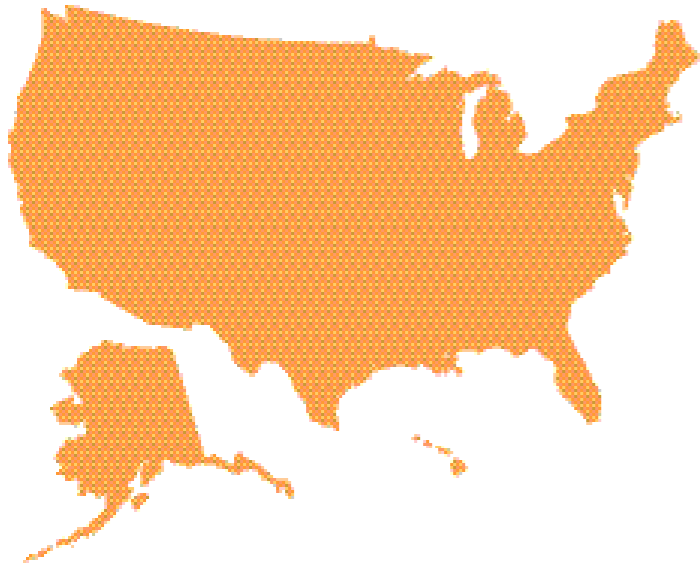


Image © Charles Young

California cities must stop criminalizing homelessness

[San Francisco Chronicle - 11/04](#)

"...it is irresponsible, immoral and even illegal for our local governments to sweep away their unhoused residents."



Podcast: To address housing crisis, expert says, consider housing a human right

[Civic - 12/08](#)

While the pandemic is changing the way people work and socialize and has resulted in economic downturn, acquiring land and building remain expensive, and the Bay Area has long fallen short of its housing goals. Sarah Karlinsky, senior adviser at the San Francisco Bay Area Planning and Urban Research Association, a public policy think tank better known as SPUR, has published reports indicating that Bay Area municipalities should be constructing 45,000 units of housing per year. A paradigm shift to considering housing a human right and treating it like infrastructure would help achieve that goal, she said.

Where Voters Supported Affordable Housing

[Shelterforce - 11/24](#)

But that's not to minimize the importance of a number of state and local ballot initiatives that were also approved by voters across the country, measures that will have a significant effect on the affordable housing landscape. Here are some of the important ballot initiatives around the country.



Lauren Justice for The New York Times

Social Worker-Turned-Planner on How Planners Can Heal the Trauma of Cities Residents Feared Low-Income Housing Would Ruin Their Suburb. It Didn't.

[New York Times - 11/05](#)

Research has shown that tax-credit properties generally do not increase crime in affluent communities. They also tend to have little effect on property values in wealthy neighborhoods, though a Stanford University study found that some nearby home prices fell in more prosperous communities.



CSH believes supportive housing can change the trajectory for vulnerable families and, with generous support from the Robert Wood Johnson Foundation, developed the Keeping Families Together (KFT) model to test if safe, affordable supportive housing addressing the needs of parents and their children would help them stay together and thrive.

For additional information about the Wells Fargo project, contact Gabriel Schuster, Analyst, Strategy and Impact at Gabriel.Schuster@csh.org and for information about San Diego's participation in this project, or to discuss your organization's potential involvement in it, please contact Dexter Egleston, Senior Program Manager at Dexter.Egleston@csh.org.

Racial Disparities Across 17 Unique Systems and Measures

Data on disparities are critical for advancing racial equity through public policy and practice. CSH has published a new report which highlights the significant racial disparities for Black, Indigenous and People of Color (BIPOC) across multiple public systems in New Jersey, due to historic and systemic racism and marginalization, with a focus on the homeless/housing and justice systems. The overview highlights housing and justice reform findings and recent recommendations from the New Jersey Institute for Social Justice and the New Jersey Reentry Corporation, as well as actions organizations can and should take to integrate racial equity into their existing work. The report can be found here:

[New Jersey's Racial Disparities Across 17 Unique Systems and Measures - CSH](#)

This report pulls heavily from CSH's [Racial Disparities and Disproportionality Index \(RDDI\) tool](#), a free and public resource that looks at 17 unique systems and categories and measures whether a racial and/or ethnic group's representation in a particular public system is proportionate to, over, or below their representation in the overall population. The tool was created to support multi-sector partnership's that design and sustain change grounded in racial equity that have long been hampered by system-level data silos.

With generous grant support from Wells Fargo, CSH is continuing this work nationally by partnering with three communities (Minneapolis, MN; San Francisco, CA; and Hudson County, NJ)

for intensive system gaps and racial disparities analyses and another two communities (San Diego, CA; Montgomery County, MD) for racial disparities analyses aimed at understanding and improving the provision of, and access to, housing for disproportionately impacted populations. San Diego is currently undertaking deployment of the RDDI through key stakeholder engagement. CSH is working closely with these communities to map out supportive housing needs of individuals engaged with a variety of public systems, including the homeless system, jails and prisons, child welfare, nursing homes and behavioral health.

A core tenet of the work being conducted is the centering of racial equity within each of the communities. Community stakeholders, and especially community members with lived expertise will be involved in project design, data interpretation and analysis, and feedback on final deliverables. To this end, CSH has the capacity to administer sub-grants to community organizations invested in this work and whose local expertise includes the perspectives of those most impacted. CSH and the communities will also examine state and local policies to identify policy objectives that will result in long-term, sustainable, and equitable access to housing and services. Please read and share the New Jersey report, particularly with local leaders and policymakers who are pursuing anti-racist policies and practices and whose work can benefit from leveraging the information available within the RDDI tool.



KEEP HOLIDAY LIGHT DECORATING SAFE, ENERGY-EFFICIENT, FESTIVE AND FUN

People love lighting up their homes for the holidays – whether it’s inside your home along the fireplace or on your front lawn decorating your trees and bushes. What most people don’t love is the increase in their electricity bill after all the holiday cheer and lights are gone.

Here are some ways to be energy-efficient this holiday season:

1. **Make smart lighting choices.** LED holiday lights are the way to go! They use up to 80% less energy and are brighter and safer since they are much cooler than incandescent lights. They’re easier to install—up to 24 strings of LEDs can be connected end-to-end without overloading a wall socket. They last ten times longer and have no filaments or glass to break.
2. **Limit energy use.** Set timers for lights to automatically turn on when it gets dark and off in the middle of the night. You can save more by keeping light displays on only 8 hours of the evening or less (when you can see them).
3. **Get reflective.** Shiny ornaments, tinsel and mirrors can multiply the effects of your lighting without using more energy. Be sure to keep tinsel away from pets, though. Reflective ornaments and tinsel are just as bright at night, so getting creative with your lighting display can multiply your resources for shine. Don’t forget the ribbons, wreaths, garland and reflective menorahs for electricity-free, age-old traditions that bring holiday cheer.

Be sure to stay safe over the holidays. Here are some great tips to keep you and your loved ones safe.

1. **Limit the connection of light strands.** Avoid overloading extension cords and wall sockets by following the manufacturer’s limits for the number of light strings that can be safely connected.
2. **Hang lighting safely.** Make sure that no cords will be pinched by furniture or placed under rugs, furniture or other appliances. If covered, cords can overheat or become frayed, increasing the risk of fire. Replace faulty lights instead of trying to repair them.
3. **Avoid electric hazards outdoors.** Before climbing ladders to string outdoor lights, check for overhead power lines on your roof or attached to your home. Always keep at least 10 feet away from overhead lines. Never place yourself or any object, such as a string of lights, in a position that risks contact with a power line—the result can be fatal.
4. **Use GFCI outlets.** Outdoor electric lights and decorations should be plugged into circuits protected by ground fault circuit interrupters (GFCIs). How do you know if it’s a GFCI? Look for the “test” and “reset” buttons. If circuits are not GFCI-protected, portable outdoor GFCIs can be purchased.
5. **Check your environment outdoors.** Before stringing lights on outdoor trees, make sure tree limbs haven’t grown into or near power lines. Branches, entire trees and even the ground adjacent to a tree can become energized when trees contact power lines.



For more information on energy safety, efficiency tips and available programs to help with your SDG&E bill, visit sdge.com/summer. For more information on wildfire safety and preparedness, visit sdge.com/wildfire-safety.

FROM OUR SPONSOR



For more information on energy safety, efficiency tips and available programs to help with your SDG&E bill, visit sdge.com/summer. For more information on wildfire safety and preparedness, visit sdge.com/wildfire-safety.

KEEP HOLIDAY LIGHT DECORATING SAFE, ENERGY-EFFICIENT, FESTIVE AND FUN

6. **Put your tree in a safe location.** Keep your holiday tree away from heat sources such as a fireplace or heat vent. The heat will dry out the tree, making it more susceptible to fires caused by heat, flame or sparks.
7. **Check condition of lights.** Inspect light strands for cracked or broken plugs, frayed insulation or bare wires. Worn cords can cause fires, so discard damaged sets of lights.
8. **Read the labels.** Be sure to check each product label to see whether the lights are intended for indoor or outdoor use. Make sure lights have a tag indicating they have been evaluated by a recognized testing laboratory.

For more winter energy-saving and safety tips, visit sdge.com/winter.