Community Development
Investment Summary
Consolidated Plan FY2015-19
The City of San Diego receives millions in federal funds from the U.S. Department of Housing and Urban Development each year. To guide our investment, we visited our neighborhoods. We engaged citizen participation through community-wide dialogue, especially in many underserved areas. We listened. Together, we assessed our City’s needs, established community development priorities and created the Consolidated Plan FY2015-19.

For the past five years, the Consolidated Plan has served as an ambitious strategic roadmap for the allocation of $195 million in federal entitlement funds toward programs and projects that promote the well-being of San Diegans in our low- and moderate-income communities.

I am proud to present this report that details the City’s investment of $195 million federal entitlement funds and leveraged $388 million for a total funding of $583 million.

From FY2015 to FY2019, the City allocated approximately $196 million in community development dollars. We have aimed to strengthen neighborhoods, assist small businesses, empower the vulnerable and turn our social challenges into opportunities.

As an entitlement jurisdiction, the City of San Diego receives federal funds from the U.S. Department of Housing and Urban Development (HUD). From FY2015 to FY2019, the City allocated approximately $196 million in entitlement funds and leveraged $388 million for a total funding of $583 million.

The Economic Development Department’s Community Development Division (CDD) invests and leverages Community Development Block Grant (CDBG) funds awarded to the City. CDD also allocates HOME Investment Partnerships Program (HOME) and Emergency Solutions Grant (ESG) funds to the San Diego Housing Commission, which administers programs on behalf of the City. The City allocates its Housing Opportunities for Persons with AIDS (HOPWA) Program funds to the County of San Diego, which manages programs on behalf of the City.

All funds must assist LMI individuals and attempt to achieve goals identified as high-priority needs in the Consolidated Plan FY2015-2019:

- Enhance the City’s economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.
- Strengthen neighborhoods by investing in the City’s critical public infrastructure needs.
- Improve housing opportunities by creating and preserving affordable rental and homeowner housing in close proximity to transit, employment and community services.
- Assist individuals and families to stabilize in permanent housing after experiencing a housing crisis or homelessness by providing client-appropriate housing and supportive service solutions.
- Invest in community services and nonprofit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure households.
- Meet the needs of persons with HIV/AIDS and their families through the provision of housing, health, and support services.

Since the start of this Consolidated Plan, we have seen this investment lead to economic progress. By committing to inclusive economic growth, we can ensure that all San Diegans, including those most in need, share in our City’s prosperity now and for generations to come.

Sincerely,

Stephen Maduli-Williams
Program Manager, Community Development Division
Economic Development Department
From FY2015-19, the City has allocated more than $195 million in CDBG, HOME, ESG and HOPWA funds toward addressing the Consolidated Plan’s high-priority need areas and goals. CDBG was the top source of funding, with nearly $115 million invested in the projects and programs serving LMI individuals, families, businesses and neighborhoods—all within the City of San Diego limits. (CDBG administrative costs are not included among the allocations detailed below.)

Page 3 highlights projects receiving City entitlement funding in the following areas: City Facilities and Infrastructure Improvements, Public Services, HOPWA Projects, Nonprofit Capital Improvements (NCIP), Homeless Services, Affordable Housing and Community and Economic Development. Increased program income supplemented our CDBG entitlement, notably in 2018-19, establishing the City’s Reinvestment Initiative, which expanded support for the number and variety of organizations and programs that serve vulnerable populations.

**Entitlement Allocations by Fiscal Year**

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Hopwa</th>
<th>Esg</th>
<th>CDBG</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$2,651,851</td>
<td>$1,012,321</td>
<td>$9,079,382</td>
</tr>
<tr>
<td>2016</td>
<td>$2,752,958</td>
<td>$1,153,887</td>
<td>$13,244,937</td>
</tr>
<tr>
<td>2017</td>
<td>$2,765,528</td>
<td>$14,005,868</td>
<td>$15,352,444</td>
</tr>
<tr>
<td>2018</td>
<td>$3,105,703</td>
<td>$2,765,528</td>
<td>$24,462,788</td>
</tr>
<tr>
<td>2019</td>
<td>$3,810,000</td>
<td>$3,318,078</td>
<td>$35,664,498</td>
</tr>
</tbody>
</table>

**Total Entitlement Allocation**

- **Hopwa**: $15,282,196, 8%
- **ESG**: $975,192, 0%
- **CDBG**: $30,130,365, 59%

**Building Support**

The Consolidated Plan promotes the leveraging of additional public- and private-sector funds on projects supported through entitlement allocations. From FY2015-19, affordable housing projects generated more than $331 million (86 percent) of $388 million leveraged total. City-funded nonprofits accounted for the balance of $57 million. (The FY2019 Hopwa leveraged data were not submitted in time for this report.)

**Total Entitlement and Leveraged Funding by Fiscal Year**

<table>
<thead>
<tr>
<th>Fiscal Year</th>
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<td>$35,664,498</td>
</tr>
</tbody>
</table>

**Total Entitlement and Leveraged Funding**

- **Total Entitlement Funding**: $597,815, 2%
- **Total Leveraged Funds**: $387,939,279, 59%

**Making Homelessness a Priority**

The City has dedicated 51 percent ($8.37 million) of its entire CDBG Public Service entitlement to homelessness. ($8.37 million) of its entire CDBG Public Service entitlement to homelessness.

**Annual CDBG Allocations by Program Type**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>CDBG</td>
<td>$9,079,382</td>
<td>$13,244,937</td>
<td>$15,352,444</td>
<td>$38,394,897</td>
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<tr>
<td>HOME</td>
<td>$8,850,000</td>
<td>$13,153,887</td>
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<td>HOPWA</td>
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<td>$3,810,000</td>
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<tr>
<td>Public Services (CDBG)</td>
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<td>Nonprofit Capital Improvements (Program)</td>
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<tr>
<td>Homeless Program (CDBG)</td>
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<td>$31,318,078</td>
<td>$31,318,078</td>
<td>$31,318,078</td>
<td>$31,318,078</td>
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<tr>
<td>Affordable Housing (CDBG)</td>
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<td>Community and Economic Development (CDBG)</td>
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<td>$571,170</td>
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<td>$3,095,192</td>
</tr>
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**Total Entitlement Allocations by Program Type and Fiscal Year**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDBG</td>
<td>$30,130,365</td>
<td>$33,156,444</td>
<td>$38,394,897</td>
<td>$56,408,794</td>
<td>$54,110,092</td>
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<tr>
<td>HOME</td>
<td>$8,850,000</td>
<td>$13,153,887</td>
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</table>

**Total Entitlement Allocations**

- **CDBG**: $9,079,382, 1%
- **HOME**: $8,850,000, 2%
- **ESG**: $1,012,321, 2%
- **HOPWA**: $2,651,851, 59%

**Total Entitlement Allocation**

- **CDBG**: $3,095,192, 51%
- **HOME**: $10,560,786, 31%
- **ESG**: $975,192, 2%
- **HOPWA**: $3,810,000, 66%

**Total Funding**

- **Total Funding**: $387,939,279, 583,285,529

**Total Leverage**

- **Total Leverage**: $88,709,956, 85,446,933, 149,638,182, 201,004,272, 75,501,186

**Consolidated Plan Summary FY2015-19**

- **CDBG**: $9,079,382, 1%
- **HOME**: $8,850,000, 2%
- **ESG**: $1,012,321, 2%
- **HOPWA**: $2,651,851, 59%

**Making Homelessness a Priority**

- **Total Entitlement Allocation for Homeless Programs**: $33,957,072

**CDBG Funding**

- **$20,649,999 NCIP Homeless Facilities**
- **$7,811,390 Public Services set-aside**
- **$55,932 Public Services ReFP**
- **ESG Funding**
- **$4,939,751 ESG Homeless Programs**
- **$14,000,000 Total Funding**

**Total Entitlement Allocations by Program Type**

- **CDBG**: $30,130,365, 59%
- **HOME**: $8,850,000, 31%
- **ESG**: $1,012,321, 2%
- **HOPWA**: $2,651,851, 8%

**Building Support**

- **Total Funding**: $387,939,279, 583,285,529

**Total Entitlement and Leveraged Funding by Fiscal Year**

- **Hopwa**: $15,282,196, 8%
- **ESG**: $975,192, 0%
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**Total Entitlement and Leveraged Funding**

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City Facilities and Infrastructure Improvements

The City of San Diego has invested more than $31 million in CDBG funding in 49 projects from FY2015-2019. The City’s commitment to improving the quality of life of its residents in low- and moderate-income neighborhoods has shown in its selection of Capital Improvements Program (CIP) projects. Investments focus on critical public infrastructure needs that promote neighborhood safety, livability and walkability throughout the City.

We have invested in upgrading City facilities. Our parks and recreation centers have new playgrounds, pools, hardcourts and athletic fields with age-specific equipment and ADA upgrades. We have renovated libraries and community centers with state-of-the-art resources. New sidewalks, crosswalks and plans for smart streetlights improve pedestrian access and neighborhood safety.

City Facilities and Infrastructure Improvements Funding

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Allocated</th>
<th>Leveraged</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$2,204,500</td>
<td>$1,635,500</td>
<td>$551,000</td>
</tr>
<tr>
<td>2016</td>
<td>$8,514,906</td>
<td>$5,500,000</td>
<td>$1,188,975</td>
</tr>
<tr>
<td>2017</td>
<td>$6,804,975</td>
<td>$5,935,000</td>
<td>$965,000</td>
</tr>
<tr>
<td>2018</td>
<td>$6,600,000</td>
<td>$5,000,000</td>
<td>$1,444,600</td>
</tr>
<tr>
<td>2019</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

City Neighborhood Infrastructure Project Highlights

Larsen Athletic Field
455 Sycamore Road, San Diego 92173

In San Ysidro, two new playgrounds with play equipment, rubberized playground surfaces, drought-tolerant landscaping, picnic tables and benches, additional parking and ADA-compliant travel paths were among the nationally recognized upgrades celebrated at a July 2017 ceremony.

“When we invest in our parks, we breathe new life into our communities. This beautiful park will go a long way toward creating a fun, accessible and safe environment for everyone in San Ysidro.” — Mayor Kevin L. Faulconer

Valencia Park/Malcolm X Library
5148 Market St., San Diego 92114

A safe place to gather, learn, explore and be inspired by STEAM (science, technology, engineering, arts and mathematics), this branch library brings state-of-the-art resources and programming to the youth who could become the next generation of leaders in our City’s innovation economy. Phase 1’s physical buildout, exterior painting and installation of additional security cameras was completed in FY2017. Phase 2’s Legler Benbough Teen IDEA Lab features 3D printers, a recording studio, VR technology, an interactive video wall, video-gaming center and more than 30 computers.

Pedestrian Access and Traffic Calming
Low- and Moderate-Income Areas

The City’s Transportation and Storm Water Department worked on 27 projects: construction of sidewalks (17) and installation of traffic-calming signs (6), 127 pedestrian count-down timers, a road hump, curb ramp and crosswalk.

Spanning Market Street (left) from Euclid Avenue to Pitta Street, a new sidewalk (3,600 linear feet) improved pedestrian access around Euclid Avenue transit station, Elementary Institute of Science. Tubman Chavez Community Center. Valencia Park/Malcolm X Library and a major business park.
City of San Diego Nonprofit Academy

Building Capacity Within San Diego’s Nonprofit Sector

Of 46 CDBG-awarded organizations in the FY2019 funding year, 27 were graduates of the City’s Nonprofit Academy

Our region is home to more than 11,000 registered 501(c)(3) nonprofits, including many that provide valuable social services and have the potential to partner with the City of San Diego. In August 2016, the city partnered with The Nonprofit Institute at the University of San Diego to develop and launch the City of San Diego Nonprofit Academy (NPA).

Offered twice a year at USD’s School of Leadership and Education Sciences, the NPA is a free, two-day training program designed to strengthen the effective management and organizational capacity of local nonprofits. Its goal is not only to grow existing nonprofits but also to increase the quantity, quality and diversity of nonprofits competing for Community Development Block Grant (CDBG) and other economic and civic grants awarded by the City and other funding entities.

The NPA supports nonprofit development by providing:

- High-quality educational courses taught by leading experts in nonprofit management and research
- Personalized office hours
- Information on how to partner with the City and apply for City grants
- Networking opportunities with other local nonprofits

Through five NPA, 627 attendees represented 348 nonprofits. In post-NPA surveys, 75 percent of attendees indicated gaining a better understanding of City funding opportunities, and 70 percent implemented new practices. Nonprofits applying and qualifying for the City’s CDBG funding Request for Qualifications (RFQ) increased 49 percent and 42 percent, respectively. Between FY2015 and FY2018 grant cycles. Moreover, 31 NPA-graduate nonprofits (42 percent) were among the 73 CDBG-awarded organizations between FY2015 and FY2018 grant cycles. Moreover, 31 NPA-graduate nonprofits applying and qualifying for the City’s CDBG funding Request for Qualifications (RFQ) increased 49 percent and 42 percent, respectively. Between FY2015 and FY2018 grant cycles. Moreover, 31 NPA-graduate nonprofits (42 percent) were among the 73 CDBG-awarded organizations between FY2015 and FY2018 grant cycles.

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Building on Success

The Nonprofit Academy Signature Workshop Series

Given the high demand and benefits of the NPA, the City developed The Nonprofit Academy Signature Workshop Series featuring 26 workshops and three webinars on major topics, and a four-session Program Design Academy (April 2019).

The workshops covered topics such as Nonprofit Financial Management, Marketing Fundamentals and Storytelling Strategies, Defining Need and Measuring Impact, Considering Starting a Nonprofit, Program Planning and Grant Proposal Writing, and Strategic Fundraising for the Small Shop. The first 20 workshops drew 325 attendees representing 179 organizations were held in LMI communities at venues such as the City Heights/Wenigart Library, Valencia Park/Malcolm X Library, Logan Heights Library and Skyline Hills Library.

Consolidated Plan Goal

Invest in community services and nonprofit facilities that target high need populations

City of San Diego Nonprofit Accelerator

Seeking capacity to compete for City, state and federal funding, nonprofits apply through a competitive Public Services RFP for $50,000 grants and accelerated training. Selected nonprofits have six months to complete public service projects, audited financial statements and work with USD Nonprofit Institute mentors.

New Americans Museum Microenterprise Technical Assistance for the Creative Sector

New Americans Museum provides technical assistance at the South Sudanese Community Center in City Heights to LMI community members who want to become entrepreneurs in creative fields. Participants learn how to make and sell jewelry and create products that they can sell online and at local farmer’s markets. They also receive training in financial literacy, marketing and the business basics from making a business plan to a go-to-market strategy.

LaunchBio, Inc. Biomedical Career Workshop for LMI Youth

Seeking to inspire high school students to pursue biomedical careers and entrepreneurship, LaunchBio presents day-long immersive experiences in the field. Juniors and seniors in Life Science Academy programs at five LMI high schools (Clairemont, Crawford, Hoover, Kearny and San Diego) participate in a hands-on science experiments, tour working labs and hear from a career panel of biotech professionals and entrepreneurs. Students also participate in a team project to pitch ideas, such as starting a company, a nonprofit or a campaign, to solve real-world public health problems.

Small Emerging Nonprofits

Promoting the Pipeline of Future City Partners

City of San Diego Nonprofit Accelerator

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Consolidated Plan Summary FY2015-19

<table>
<thead>
<tr>
<th>Year</th>
<th>Program Year</th>
<th>CDBG Funds Allocated</th>
<th>Total People Served*</th>
</tr>
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<tbody>
<tr>
<td>FY2019</td>
<td>$300,000</td>
<td>$75,000</td>
<td>1,470</td>
</tr>
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<td>$300,000</td>
<td>$75,000</td>
<td>1,470</td>
</tr>
</tbody>
</table>

*FY2019 goal

New American Museum Exterior. Photo courtesy of New Americans Museum
Public Services

**Leveraging Our Local Nonprofits**

The City of San Diego has invested nearly $8.7 million in CDBG funds in 65 Public Services projects from FY2015-2019.

Promoting inclusive economic growth and community development, the City supports and relies on our local nonprofits that provide valuable social services. The Economic Development Department’s Community Development Division uses a competitive RFP-RFP process to award CDBG funding in Public Services categories of Employment Training, Youth Services, Meal Services, Health and Safety, Homeless Services, and Financial Literacy.

Please note that Homeless Services shown here represent only FY2018-19 Public Services projects awarded through the City's competitive RFP process. The majority of Homeless Services (pp. 14-15) are funded through the annual $1,318,078 CDBG commitment. From FY2015-19, 51 percent of the City’s Public Services dollars has been dedicated to addressing homelessness. See Funding Summary (pp. 2-3).

**Public Services Funding by Fiscal Year**

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total CDBG Funds Allocated</td>
<td>$14,000,000</td>
<td>$16,000,000</td>
<td>$18,000,000</td>
<td>$20,000,000</td>
<td>$22,000,000</td>
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<tr>
<td>Total Funds Leveraged</td>
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<td>$4,467,108</td>
<td>$8,391,384</td>
<td>$14,000,000</td>
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</tr>
<tr>
<td>People Served</td>
<td>12,298</td>
<td>15,298</td>
<td>17,565</td>
<td>20,601</td>
<td>23,217</td>
</tr>
</tbody>
</table>

**Breakdown of CDBG Allocation by Project Type**

- **Employment Training**
  - Youth Services: $1,337,670, 20%
  - Financial Literacy: $4,831,801, 56%
- **Health and Safety**
  - Homeless Services: $555,932, 8%
  - Meal Services: $688,260, 8%
- **Financial Literacy**
  - $22,818,958, 3%

**San Diego Workforce Partnership**

**PUBLIC SERVICES: EMPLOYMENT TRAINING**

TechHire Academy Program
CONNECT2Careers Internship Program
CONNECT2Careers City Mentorship Program

This trio of programs is designed to develop and diversify the workforce for the knowledge-based economy, providing job training and meaningful work-based learning experiences to Opportunity Youth and low-skilled and/or disadvantaged workers in LMI communities. In FY2018, TechHire placed 178 participants in tech-based opportunities, with 111 getting jobs. CONNECT2Careers Youth Internship Program placed 5,000 LMI youth in the SDWP employer network. CONNECT2Careers City Mentorship Program had 116 LMI youth learning jobs skills from City of San Diego employees across many of the 25 City departments.

**International Rescue Committee**

**PUBLIC SERVICES: FINANCIAL LITERACY**

Community Financial Education and Services

Based in City Heights, International Rescue Committee (IRC) San Diego provides opportunities for refugees, asylees, victims of human trafficking, survivors of torture, immigrants and other low-income adults to rebuild their lives and thrive in America. IRC’s Center for Financial Opportunity program provides services include learning how to open a checking or savings account, how to start a small business, how to build credit or how to access financial services and resources. Clients learn three topics—banking, budgeting and credit—essential for self-sufficiency and receive personalized financial coaching.

**Voices for Children**

**PUBLIC SERVICES: HEALTH AND SAFETY**

Court Appointed Special Advocate (CASA) program provides advocacy services to ensure a foster child’s needs are noticed, and that each child’s case is progressing toward his or her finding a safe, permanent home. Expertly trained and supervised, CASAs provide a level of personal care beyond that offered by the foster care system.

This project aims to serve 50 abused and neglected children living in San Diego’s foster care. A disproportionate number of foster children (66 percent) come from the six communities of high need (Barrio Logan, San Ysidro, Lindo Vista, Encanto, Southeastern and City Heights).

**Consolidated Plan Summary FY2015-19**

- **FY2018-19**
  - Program Year
  - CDBG Funds Allocated
  - $2,823,976
  - Total Project Cost
  - $4,164,420
  - People Served
  - 5,375

- **FY2019**
  - Program Year
  - CDBG Funds Allocated
  - $100,000
  - Total Project Cost
  - $6,007,650
  - Children Served
  - 50

*Figures as of 2019*
Meal Services | Youth Services
Public Services Project Highlights

Serving Seniors
PUBLIC SERVICES: MEAL SERVICES
Fresh Produce for Low-Income Seniors
With a population of 238,284 adults aged 60 and over, the City of San Diego is home to 90,000 seniors who have to choose between paying rent and purchasing food every day. With limited access to nutritious food and income (including Social Security) averaging $995/month, most seniors initially arrive at Serving Seniors suffering from malnourishment or chronic health conditions related to poor nutrition. This program makes fresh produce accessible and available for free to low-income seniors so they can create balanced meals.

San Diego Second Chance
PUBLIC SERVICES: YOUTH SERVICES
Second Chance Youth Garden Workforce Training
The program teaches LMI youth the skills to grow, harvest and sell fresh produce at two San Diego garden sites. Youth learn biology, money management and entrepreneurship in this six-week garden-based program. All youth attend a job-readiness program. Gains among participants have been reported in improved high school attendance, leadership skills, attainment of high school diploma/GED and unsubsidized employment, and involvement with post-secondary education.

Union of Pan Asian Communities
PUBLIC SERVICES: YOUTH SERVICES
Youth Business Enterprise
Located in City Heights, Union of Pan Asian Community (UPAC) offers programs and services to LMI Asian, Pacific Islander, Latino, Middle Eastern, East African, African-American and other ethnic populations. UPAC’s community and economic development efforts encourage makers and entrepreneurs to engage in running UPAC’s neighborhood cafe; marketing the diversity of City Heights through products, design and printshop; and catering through UPAC’s Kitchen Creations program. Activities take place at the UPAC Neighborhood Enterprise Center, which received $354,500 in CDBG funds (WP, pp.12-13) for renovation and opened in early 2019.

Housing Opportunities for People Living With AIDS
HOPWA Program Highlights

Partnering with the County of San Diego, the City’s $15 million in HOPWA funds supported more than 60,000 clients

The County of San Diego administers HOPWA Investments that focus on developing affordable housing opportunities and related supportive services for low-income persons living with HIV/AIDS and their families. HOPWA funds go toward three program types each year—Public Service Activities, Housing Operations, and Tenant-Based Rental Assistance/Rapid Rehousing—and Housing Information in FY2018.

The County provides technical assistance to housing/social-service providers about their HOPWA-related activities, including referral and resource identification, HUD updates, online training, billing, expenses and contract requirements.

HOPWA Funding and Allocation by Program Type

<table>
<thead>
<tr>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>HOPWA Allocation</td>
<td>$3,103,582</td>
<td>$3,611,187</td>
<td>$3,650,459</td>
<td>$4,033,580</td>
<td>$4,584,884</td>
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<tr>
<td>Leverage</td>
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<td>$680,642</td>
<td>$777,476</td>
<td>$906,830</td>
<td>$1,207,461</td>
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<tr>
<td>Housing Information</td>
<td>$373,949, 3%</td>
<td>$4,584,884, 30%</td>
<td>$4,884,780, 32%</td>
<td>$5,102,669, 33%</td>
<td>$5,419,619, 35%</td>
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<tr>
<td>Clients Served</td>
<td>6,828</td>
<td>12,078</td>
<td>21,264</td>
<td>20,059</td>
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<tr>
<td>Households Served</td>
<td>227</td>
<td>362</td>
<td>537</td>
<td>438</td>
<td></td>
</tr>
</tbody>
</table>

Consolidated Plan Goal
Meet the needs of persons with HIV/AIDS and their families through by providing housing, health and support services.

Mama’s Kitchen
HOPWA: PUBLIC SERVICE ACTIVITIES
Home-Delivered Meal Services
Located in Fairmount Park, Mama’s Kitchen prepares, packages and delivers nutritious breakfasts, lunches and dinners to LMI San Diego residents too weakened by HIV/AIDS or cancer to make their own meals. Meals provide 100 percent of the recommended daily nutrition and are delivered 365 days a year, citywide and at no cost to the program recipient.

Mama’s Kitchen
Home-Delivered Meal Services
Nonprofit Capital Improvements Program
Supporting Organizations That Provide Important Social Services

The City of San Diego has invested more than $35 million in CDBG funding in 43 NCIP projects from FY2015-2019

More than half (58 percent or $14 million) of the entitlement funds allocated toward Nonprofit Capital Improvements Program (NCIP) were used for five projects that addressed the City’s homelessness crisis. Most notably, the City purchased a Palm Avenue property (pg. 17) and is reconfiguring and remodeling the property as a 42-unit housing solution.

The upgrading of nonprofit facilities, or traditional NCIPs, accounted for the second-highest allocation ($10.6 million) and the most projects (23). There were 10 Multifamily Housing projects, notably improvements at the St. Paul’s Senior Services and Chicano Federation of San Diego County, and five Sustainability projects, notably the Living Lab Solar Tree at the Ocean Discovery Institute.

NCIP Facilities Funding by Fiscal Year

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>NCIP Projects</th>
<th>Funding Allocated</th>
<th>People Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>5</td>
<td>$3,350,638</td>
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<td>2016</td>
<td>4</td>
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<td>2015</td>
<td>8</td>
<td>$7,484,291</td>
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<td>2019</td>
<td>11</td>
<td>$4,251,573</td>
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</tr>
<tr>
<td>2018</td>
<td>15</td>
<td>$26,265,877</td>
<td>1,402</td>
</tr>
</tbody>
</table>

NCIP Facilities by Project Type

- **Traditional Nonprofit Capital Improvements Program**
- **Multifamily Housing**
- **Sustainability**
- **Homeless Facilities**

Breakdown of CDBG Allocation by Project Type

- **Homeless Facilities** 22,649,099, 58%
- **Multifamily Housing** 2,675,795, 7%
- **Sustainability** 1,764,712, 5%

Consolidated Plan Goal

Invest in community services and nonprofit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure households.

NCIP Facilities by Project Type

- **Traditional NCIP Facilities Funding by Fiscal Year**

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>NCIP Projects</th>
<th>Funding Allocated</th>
<th>People Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1</td>
<td>$4,984,291</td>
<td>669</td>
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<tr>
<td>2016</td>
<td>1</td>
<td>$2,499,567</td>
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<td>2017</td>
<td>1</td>
<td>$1,930,231</td>
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<tr>
<td>2018</td>
<td>1</td>
<td>$1,708,750</td>
<td>282</td>
</tr>
<tr>
<td>2019</td>
<td>1</td>
<td>$1,370,829</td>
<td>267</td>
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</tbody>
</table>

Homeless Facilities and Traditional NCIP Facilities Highlights

**Palm Avenue Property**
1788 Palm Ave., San Diego 92154
NCIP: HOMELESS FACILITIES
- Palm Avenue Hotel Property Acquisition
- Palm Avenue Hotel Rehabilitation

To help address both homelessness and the shortage of affordable housing, the City, in FY2018, bought a Palm Avenue Hotel in the Nestor community with $6.6 million in CDBG funds. It also secured $6.5 million in funding to convert 61 hotel rooms into 42 residential units to serve as affordable housing for LMI individuals. Also in FY2018, the City used CDBG funds to purchase a former indoor skydiving facility in East Village with the intention of creating a navigation center for individuals experiencing homelessness.

**Urban Corps of San Diego County**
3127 Jefferson St., San Diego 92110
NCIP: TRADITIONAL NCIP
- Urban Corps Facility Improvements (FY2015)
- Urban Corps Training Facility Expansion (FY2017)

Urban Corps of San Diego County provides youth ages 18-26 with paid job training in construction fields, support services, and a second chance to earn a high school diploma. Facility improvements created office space, a rooftop garden and classrooms (right) for the Urban Corps Charter School.

"Urban Corps has given me a second chance." —Jesus Touchet, Pre-Apprentice, Urban Corps

**The Jacobs & Cushman San Diego Food Bank**
9850 Distribution Ave., San Diego 92121
NCIP: TRADITIONAL NCIP
- Warehouse Capacity Building (FY2015)

Serving an average of 370,000 people per month, San Diego County’s largest hunger-relief organization built out its Sorrento Valley warehouse capacity, expanding its freezer by 36,000 cubic feet and site storage by 120,000 pounds. All warehouse floors were replaced. The old racking and fire sprinkler systems were removed and replaced with upgraded systems. A new community resource workroom was created to assist many volunteer groups and staff.
The City of San Diego has invested nearly $13 million in federal entitlement funds to ease homelessness since FY2015. Collected in late January, the 2018 WeALLCount point-in-time count showed 4,912 of San Diego County’s 8,576 homeless persons ($7.3 percent) are in the City. Nearly 2,300 of the City’s homeless (2,282)—a 19 percent increase from 2017—were in emergency shelters, safe havens or transitional housing. Others lived in cars, vehicles, tents or hand-built structures.

On behalf of the City, the San Diego Housing Commission administers programs addressing homelessness, including HOUSING FIRST–SAN DIEGO (SDHC’s strategic homelessness action plan). The City’s homeless programs are funded by CDBG, the Emergency Solutions Grant (ESG) and the General Fund. An annual set-aside ($1,318,018) of CDBG funding is designated for homeless programs by Council Policy 700-02.

Homeless Programs
Creating a Pathway Out of Homelessness

Homless Services by Program Type

<table>
<thead>
<tr>
<th>Program Type</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<td>Administration</td>
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<td>$208,130</td>
<td>$258,682</td>
<td>$114,082</td>
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<td>Shelter Facilities</td>
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<td>$3,102,290</td>
<td>$3,394,024</td>
<td>$3,938,875</td>
<td>$4,008,259</td>
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<tr>
<td>Neil Good Day Center</td>
<td>$1,012,321</td>
<td>$978,583</td>
<td>$982,604</td>
<td>$982,051</td>
<td>$975,192</td>
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<td>Rapid Rehousing</td>
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<td>$346,380</td>
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<td>Storage Facility</td>
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<tr>
<td>Homelessness Diversion</td>
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<tr>
<td>Administration</td>
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<td>Administration</td>
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<td>Homelessness Diversion</td>
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</table>

FY2015-19 Program Years

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<th>Program Year</th>
<th>General Fund</th>
<th>ESG</th>
<th>CDBG</th>
</tr>
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<td>$490,000</td>
<td>$1,012,321</td>
<td>$1,318,078</td>
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<tr>
<td>2016</td>
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<td>2017</td>
<td>$2,315,000</td>
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<td>2018</td>
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<tr>
<td>2019</td>
<td>$2,539,078</td>
<td>$975,192</td>
<td>$2,539,078</td>
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FY2018-19 Program Years

<table>
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<tr>
<th>Program Year</th>
<th>General Fund</th>
<th>ESG</th>
<th>CDBG</th>
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<tr>
<td>2015</td>
<td>$990,000</td>
<td>$1,000,000</td>
<td>$1,318,078</td>
</tr>
<tr>
<td>2016</td>
<td>$3,012,290</td>
<td>$978,583</td>
<td>$1,318,078</td>
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<tr>
<td>2017</td>
<td>$3,394,024</td>
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<td>$1,318,078</td>
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<tr>
<td>2018</td>
<td>$3,938,875</td>
<td>$982,051</td>
<td>$1,318,078</td>
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<tr>
<td>2019</td>
<td>$4,008,259</td>
<td>$975,192</td>
<td>$2,539,078</td>
</tr>
</tbody>
</table>

- **Homelessness Diversion**
- **Shelter Facilities**
- **Naval Good Day Center**
- **Rapid Rehousing**
- **Storage Facility**
- **Navigation Center**
- **Administration**
- **Homelessness Diversion**
- **Shelter Facilities**
- **Naval Good Day Center**
- **Rapid Rehousing**
- **Storage Facility**
- **Navigation Center**
- **Homelessness Diversion**

Breakdown of Total Funding by Program Type

- **Administration**
- **Shelter Facilities**
- **Neil Good Day Center**
- **Rapid Rehousing**
- **Storage Facility**
- **Navigation Center**
- **Homelessness Diversion**

Consolidated Plan Goal

- Assist individuals and families to stabilize in permanent housing after experiencing a housing crisis or homelessness by providing client-appropriate housing and supportive service solutions.

The Safety of Parking Program

Operated by Jewish Family Service (JFS), this program provides secured parking lots where unsheltered San Diegans—many experiencing homelessness for the first time—are able to live out of their vehicles. The program also offers resources, tools and support to help families stabilize and transition back into permanent housing. With holistic services focused on basic-needs assistance, employment, family wellness, school success, financial education, credit repair and housing, JFS creates a pathway out of homelessness while assisting people in their current situations in a dignified way.

Connections Interim Housing Program

This 30- to 90-day program, co-operated by Alpha Project and People Assisting the Homeless (PATH), prepares people who are experiencing homeless, chronically homeless, and/or deemed vulnerable or at-risk on the streets to find permanent housing. Interim Housing accommodates 150 people and is intended to quickly move people off the street. With more than 30 nonprofit partners on-site, PATH provides a spectrum of supportive services to its clients and residents daily. One-on-one case management is provided by PATH and Alpha Project. Connections Downtown offers support services each week from its PATH Depot community partners, including employment support, mental health services, recovery support groups and faith programs.

Neil Good Day Center

209 17th St., San Diego 92101

A drop-in center operated by St. Vincent de Paul Village, the Day Center offers homeless adults access to basic services, such as laundry, mail, phones, messages, computers, Internet and storage space as well as support services, such as mental-health and substance-abuse treatment. Clients match with housing and support resources through the CES by using the housing navigator and VI-SPADT assessment tool. In FY2017, the City used $187,724 in CDBG funds (Nonprofit Capital Improvements Program) to install a 100-gallon, hot-water heater; replace plumbing fixtures, lighting and its electrical system; and repair its roof, skylights and restrooms.

Safe Parking Program

Secured lots on Balboa Avenue and Aero Drive

Operated by Jewish Family Service (JFS), this program provides secured parking lots where unsheltered San Diegans—many experiencing homelessness for the first time—are able to live out of their vehicles. The program also offers resources, tools and support to help families stabilize and transition back into permanent housing. With holistic services focused on basic-needs assistance, employment, family wellness, school success, financial education, credit repair and housing, JFS creates a pathway out of homelessness while assisting people in their current situations in a dignified way.
Multifamily Affordable Housing
Building Housing Stability for Low-Income Residents and Families

On behalf of the City, the San Diego Housing Commission has invested more than $50 million in affordable housing. The rental vacancy rate was just 3.3 percent and average rent eclipsing $2,000 a month in the City of San Diego in June 2018, according to the San Diego County Apartment Association. As a subrecipient receiving the City’s entitlement of HOME funds from FY2015 to FY2019, the San Diego Housing Commission helped ease the housing shortage by creating and preserving multifamily affordable rental housing for low-income and vulnerable populations. Following HOUSING FIRST-SAN DIEGO, its strategic homelessness action plan, SDHC manages the City’s public housing inventory, affordable housing units and Section 8 program. The City has celebrated the opening of several projects in close proximity to public transit, employment and community services since FY2015.

Multifamily Affordable Housing Development Funding

<table>
<thead>
<tr>
<th>Project Name</th>
<th>HOME Funds</th>
<th>City Affordable Housing Fund</th>
<th>City Housing Trust Fund</th>
<th>Total Development Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mesa Commons</td>
<td>College Area</td>
<td>$3.4 million</td>
<td>$1.2 million</td>
<td>$4.6 million</td>
</tr>
<tr>
<td>COMM22 Senior</td>
<td>Logan Heights</td>
<td>$0.7 million</td>
<td>$0.2 million</td>
<td>$0.9 million</td>
</tr>
<tr>
<td>Veterans Village of San Diego</td>
<td>$1.6 million</td>
<td>$0.3 million</td>
<td>$1.9 million</td>
<td>$3.8 million</td>
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<tr>
<td>North Park Senior Apartments</td>
<td>$0.7 million</td>
<td>$0.2 million</td>
<td>$0.5 million</td>
<td>$1.4 million</td>
</tr>
<tr>
<td>Mesa Verde</td>
<td>San Carlos</td>
<td>$0.9 million</td>
<td>$0.3 million</td>
<td>$1.2 million</td>
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<tr>
<td>Encanto Village</td>
<td>Encanto</td>
<td>$0.1 million</td>
<td>$0.1 million</td>
<td>$0.2 million</td>
</tr>
</tbody>
</table>

New Construction and Rehabilitation

Consolidated Plan Goal

- Improve housing opportunities by creating and preserving affordable rental and homeowner housing in close proximity to public transit, employment and community services.

Multifamily Project Highlights

- Independence Point | Lincoln Park
  - 327 S. Willy James Jones Ave., San Diego 92113
  - 28 townhomes, 3 apartments, 15 HOME Units
  - Serving: Low-income households, 30%-60% AMI, 25 units for residents with developmental disabilities
  - HOME Funds: $3.2 million
  - City Housing Trust Fund: $300,000
  - Total Development Cost: $19.7 million
  - Project Closeout: Aug. 10, 2016

- Hotel Churchill | Downtown
  - 827 C St., San Diego 92101
  - 72 affordable units, 22 HOME Units
  - Serving: Homeless veterans, transitional-age youth (16-25), adults exiting corrections system
  - HOME Funds: $2.9 million
  - Total Development Cost: $20.6 million (renovation)
  - Grand Opening: Sept. 19, 2016

- Trolley Park Place | Encanto
  - 4915 Market St., San Diego 92102
  - 51 affordable units, 11 HOME Units
  - Serving: Low-income families, 30%-60% AMI
  - HOME Funds: $2 million
  - City’s Housing Trust Fund: $1.12 million
  - Total Development Cost: $23 million

- Talamadge Gateway | City Heights
  - 4744-4746 El Cajon Blvd., 4412-4402 Fund Rd., Ave., San Diego 92115
  - 59 affordable units, 22 HOME Units
  - Serving: Homeless seniors ages 55 and older
  - HOME Funds: $2.6 million
  - Total Development Cost: $20 million
  - Project Closeout: July 27, 2017

- Cypress Apartments | East Village
  - 1435 Imperial Ave., San Diego 92101
  - 52 supportive permanent housing units, 23 HOME units
  - Serving: Low-income individuals, 40% AMI or less
  - HOME Funds: $2.85 million
  - Total Development Cost: $20.4 million
  - Project Closeout: Feb. 9, 2018

- Atmosphere | Downtown
  - 1453 Fourth Ave., San Diego 92101
  - 202 affordable units, 11 HOME units
  - Serving: Low-income individuals and families, including formerly homeless individuals
  - HOME Funds: $2.3 million
  - Total Development Cost: $79.5 million
  - Completed: May 31, 2017

- North Park Senior Apartments
  - 4200 Texas St., San Diego 92104
  - 75 affordable units, 11 HOME units
  - Serving: First LGBT-affirming senior housing community, seniors ages 55 and older, 60% AMI or less
  - HOME Funds: $2 million
  - Total Development Cost: $34 million
  - Project Closeout: Oct. 18, 2018

- Consistent Plan Summary FY2015-19
  - HOME Funds
    - FY2015-17
    - FY2018
    - FY2019
  - City Affordable Housing Fund
  - City Housing Trust Fund
  - Total Development Cost
  - $2.8 million
  - $2.2 million
  - $2.6 million

- The San Diego Housing Commission has invested more than $50 million in affordable housing. The rental vacancy rate was just 3.3 percent and average rent eclipsing $2,000 a month in the City of San Diego in June 2018, according to the San Diego County Apartment Association. As a subrecipient receiving the City’s entitlement of HOME funds from FY2015 to FY2019, the San Diego Housing Commission helped ease the housing shortage by creating and preserving multifamily affordable rental housing for low-income and vulnerable populations. Following HOUSING FIRST-SAN DIEGO, its strategic homelessness action plan, SDHC manages the City’s public housing inventory, affordable housing units and Section 8 program. The City has celebrated the opening of several projects in close proximity to public transit, employment and community services since FY2015.

- Mesa Commons | College Area
  - 6470 El Cajon Blvd., San Diego 92115
  - 77 affordable units, 11 HOME units
  - Serving: Low-income families, 30%–60% AMI
  - HOME Funds: $2 million
  - Total Development Cost: $24.9 million

- COMM22 Senior | Logan Heights
  - 690 Beechurst St., San Diego 92113
  - 70 affordable units, 29 HOME units
  - Serving: Formerly Victoria at COMM22, serves seniors ages 62 and older, 50% AMI or less
  - HOME Funds: $1.14 million
  - Total Development Cost: $2.3 million

- Veterans Village of San Diego
  - 410 Pacific Highway, San Diego 92110
  - 9 transitional units, 9 HOME units
  - Serving: Military veterans in the continuum of care
  - HOME Funds: $1.44 million
  - Total Development Cost: $3.94 million

- North Park Senior Apartments
  - 4200 Texas St., San Diego 92104
  - 75 affordable units, 11 HOME units
  - Serving: First LGBT-affirming senior housing community, seniors ages 55 and older, 60% AMI or less
  - HOME Funds: $2 million
  - Total Development Cost: $34 million

- Mesa Verde | San Carlos
  - 7785 Mission Gorge Road, San Diego 92120
  - 89 affordable units, 11 HOME units
  - Serving: Low-income households, 40% AMI or less, and homeless veterans
  - HOME Funds: $560,000
  - City’s Affordable Housing Fund: $1.12 million
  - Total Development Cost: $23 million
Homeownership Promotion
First-time Homebuyer Program

Using $15 million in federal entitlement funds, the City helped more than 200 San Diegans become first-time homeowners.

San Diegans continue to feel the pressure of severely limited affordable housing. As of June 2018, the median sale price of a single-family, detached home in San Diego County was $654,000, up 6.3 percent from June 2017, according to the Greater San Diego Association of Realtors. The City’s First-time Homebuyer Program helps San Diegans deal with the housing crunch. CDBG and HOME funds provided low-interest-deferred loans, down payments and closing-cost grants first-time LMI homebuyers (mapped below). Springboard and Community HousingWorks also assisted about 103 additional first-time LMI homebuyers.

Single-Family Home Rehabilitation
Assisting LMI Households With Energy Savings and Home Improvements

The City funded four local nonprofits that made improvements to 265 homes for LMI individuals.

Four agencies were contracted to perform Citywide CDBG-funded home rehabilitation projects (FY2015-18 mapped below), creating suitable living environments and bringing energy savings to LMI residents. GRID Alternatives San Diego Solar Affordable Homes Project installed solar photovoltaic systems on 195 homes of low-income homeowners, reducing energy costs. CDBG funds covered the cost of the PV systems and materials. San Diego Habitat for Humanity performed critical home repairs on three homes in Logan Heights and Southeastern. Rebuilding Together’s Safe & Sustainable Living programs improved 25 homes. Urban Corps of San Diego County’s Water and Energy Smart Homes performed projects at 20 homes. All four agencies have FY2019 projects as well. HOME-funded projects (12 in FY2015) were managed by the San Diego Housing Commission.
Community and Economic Development
Helping Small Businesses Launch, Grow and Thrive

The City of San Diego has invested more than $6.6 million in CDBG funding in 27 projects from FY2015-2019

Small businesses are at the heart of the City’s economy, with 94 percent of the our 106,032 registered businesses having 12 or fewer employees. Finding ways to assist entrepreneurs by helping them launch and expand their businesses, make more informed decisions and have access to capital and skilled workers allow our overall economy to grow.

Community and Economic Development projects include microenterprise assistance and may also address micro and nonprofit support, such as small business loans and grant capital. Increasing opportunities for business launch and expansion, particularly among LMI residents, encourages economic stability, self-sufficiency and prosperity.

Consolidated Plan Goal
Enhance the City’s economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.

Community and Economic Development Projects Funding

<table>
<thead>
<tr>
<th>Program Years</th>
<th>Total CDBG Funds Leveraged</th>
<th>Total CDBG Funds Allocated</th>
<th>CED Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2015-19</td>
<td>$10,752,251</td>
<td>$6,633,822</td>
<td>10 Projects</td>
</tr>
<tr>
<td>FY2015-19</td>
<td>$915,059</td>
<td>$6,633,822</td>
<td>3 Projects</td>
</tr>
<tr>
<td>FY2016-19</td>
<td>$915,059</td>
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Community and Economic Development Projects by Beneficiary

<table>
<thead>
<tr>
<th>NAICS Sector</th>
<th>Count of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>201</td>
</tr>
<tr>
<td>Retail Trade (incl. Health &amp; Personal Care)</td>
<td>178</td>
</tr>
<tr>
<td>Unspecified Services</td>
<td>145</td>
</tr>
<tr>
<td>No Business Type Listed</td>
<td>48</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>42</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Tech</td>
<td>18</td>
</tr>
<tr>
<td>Other Services (Including Automotive)</td>
<td>15</td>
</tr>
<tr>
<td>Administrative &amp; Support &amp; Waste Management</td>
<td>11</td>
</tr>
<tr>
<td>Real Estate, Rental &amp; Leasing</td>
<td>3</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreational</td>
<td>2</td>
</tr>
</tbody>
</table>

Southwestern Community College Business Basics (Training from SBDC)
Eric Dobbs and other aspiring entrepreneurs received guidance on the best practices of launching a business through “Business Basics” training from the Small Business Development Center (SBDC) at Southwestern Community College. SBDC helps with business planning, making financial projections, permitting, lease negotiating and marketing.

“I knew the coffee business extremely well but starting a company was an entirely foreign concept. The SBDC got me up to speed incredibly quickly, and we sprinted from idea to startup in only two months!”
— Eric Dobbs, Owner, 7 Seas Roasting

Southwest Community College Business Basics (Training from SBDC)

<table>
<thead>
<tr>
<th>Program Years</th>
<th>CDBG Funds Allocated</th>
<th>Total Project Cost</th>
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</thead>
<tbody>
<tr>
<td>FY2018-19</td>
<td>$445,963</td>
<td>$1,087,756</td>
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<tr>
<td>FY2016-19</td>
<td>$736,066</td>
<td>$6,611,976</td>
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</tbody>
</table>

Horn of Africa
San Diego Microenterprise Project (FY2015, 2017-18)
City Heights Microenterprise Development (FY2019)
Promoting the successful integration and physical and emotional health of San Diego’s East African refugee population— the largest in California and second-largest nationwide— Horn of Africa (HOA) trains refugees and asylum seekers to be state-certified home childcare providers and establish economic self-sufficiency.

“Fadumo, a single mother of three who relied on government assistance is now able to take care of children in her own apartment and make a very decent living while enjoying her newly discovered career.
— Abdi Mohamoud, HOA Executive Director

Horn of Africa
San Diego Microenterprise Project (FY2015, 2017-18)
City Heights Microenterprise Development (FY2019)

<table>
<thead>
<tr>
<th>CED Project Highlights</th>
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<tr>
<td>ACCION San Diego Microcrediting Program</td>
</tr>
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</table>
| Maria Harrison opened her store, Tea Gallerie, in San Diego, thanks to the support of ACCION. The microcrediting program provides LMI residents business education workshops, workshops, wraparound support, access to small business events, banking partners, loan application assistance and other resources that maintain and create more jobs that benefit the San Diego community. Businesses can also access capital ranging from $300 to $75,000 to start and expand their small businesses.

Maria Harrison, Tea Gallerie. Photo courtesy ACCION

ACCION San Diego Microcrediting Program

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ACCIÓN San Diego Microcrediting Program

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<th>Clients Served</th>
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<td>$6,611,976</td>
<td>425</td>
</tr>
<tr>
<td>$734,260</td>
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Horn of Africa
San Diego Microenterprise Project (FY2015, 2017-18)
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Looking Ahead
Gamechanging Projects

CONNECT ALL @ the Jacobs Center
Business Accelerator for LMI Startups

To stimulate inclusive economic growth, the City set out to launch the first accelerator program and business resource center established specifically to support diverse or financially disadvantaged (LMI) founders. It will be located in the Jacobs Center for Neighborhood Innovation (right) and operated by one of the region’s most established and proven supporters of startups, CONNECT. With renovations underway, $100,000 in donated Steelcase office furnishings and the first class of 20 startups selected through a competitive application process, Connect ALL @ the Jacobs Center is scheduled to open in April 2019. The City has committed $2.5 million of CDBG funds through the project’s first four years.

FY2018-19 Program Year
$2.6M CDBG Funds Allocated
$4.6M Total Project Cost
$925,100 Loans Funded*
*7 businesses in FY2018 only
27.5 Jobs Created/Retained at Funded Businesses*
*FY2018 only

CDC Small Business Finance
Business Assistance Fund (FY2018-19)
Revolving Loan Fund (FY2018-19)

This program provides low-cost, flexible capital to entrepreneurs seeking to start or expand a business in the City of San Diego. Using a spare bedroom and her life savings as her seed money, Iskra Tsenkova (left), of San Diego, founded the Angel Shave Club, which, in 2016, became the first online boutique subscription shave club designed exclusively for women. Angel Shave Club expanded with a $150,000 loan, created 2.5 jobs and landed on ABC’s “Shark Tank.” In FY2018, seven San Diego businesses received $925,100 in capital ranging from $50,000 (My Mobile LLC) to $218,500 (Lima Peruvian Restaurant), creating or retaining 27.5 jobs.

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Photo courtesy angelshaveclub.com