



Ending Homelessness in Downtown San Diego Campaign Progress Update

Issue #11

September 2011



Remember 2010 Downtown San Diego Registry Week? (Click on the image above for a video reminder!) Please join us on October 17, 2011 to hear about the progress since last year!

Dear Campaign Supporters and Partners:

This month marks one year since 2010 Downtown San Diego Registry Week, during which many of you helped us to canvass the streets of downtown and spoke with members of our community struggling with homelessness and other challenges. Since that week, the Ending Homelessness in Downtown San Diego Campaign has been working toward our initial goal of helping 125 people access the housing and services they need to end their homelessness forever. (Please see the Tracking Our Progress section below for information about the results to date.)

The Campaign's Leadership Team will be hosting events on Monday, October 17, 2011 to report back to Campaign volunteers and supporters - and to the downtown community and other stakeholders - on the efforts, activities, progress, and challenges since Registry Week. Please join us if you can! (Please see the Save the Date article below for more details about these events.)

We're also pleased to report that on September 12, 2011, the San Diego City Council adopted the Centre City Development Corporation's new Five-Year Work Plan Toward Goal of Ending Homelessness in Downtown San Diego. Please see below to read more about the Work Plan, to register for the San Diego Housing Federation's upcoming annual conference, and for other stories.

Thank you for your continued interest and support!

Sincerely,

Robin Madaffer, Co-Chair
Ending Homelessness
Campaign Leadership Team

Jennifer LeSar
Ending Homelessness
Campaign Coordinator

Follow Our Progress on
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About Us

The Downtown San Diego Ending Homelessness Leadership Team is comprised of:

- Downtown Business Leaders
- Elected Government Representatives
- The County of San Diego
- City of San Diego
- The U.S. Department of Veterans Affairs
- The San Diego Police Department
- 10-Year Plan Leaders
- Hospitals and Health Clinics
- Medical Services Providers
- Affordable Housing and Supportive Services Experts
- Homelessness Experts
- Veterans Advocates



Join our Mailing List to receive LDC's 1st of the Month Affordable Housing Technical Review!



Save the Date: October 17, 2011!

Last year, during 2010 Downtown San Diego Registry Week (and as part of the national 100,000 Homes Campaign), a diverse array of agencies, organizations, elected officials, business leaders, and community members came together to canvas the streets of downtown San Diego and surveyed hundreds of people experiencing homelessness. The Ending Homelessness in Downtown San Diego Campaign Leadership Team invites you to join us in recognition of the one-year anniversary of Registry Week to learn more about the progress that we have made since joining together in these efforts to create the downtown San Diego Vulnerability Index List. These events will take place where we launched Registry Week - the former Planet Hollywood site in Horton Plaza. We will be updating everyone on the status of the efforts and activities to link the most vulnerable people to services and permanent housing since Registry Week, and we will discuss next steps planned - for the next year and beyond - toward ending homelessness.

The Registry Week anniversary recognition events will take place on Monday, October 17th and will feature both an 11:00 am to 1:00 pm event for the press, business leaders, and other stakeholders with lunch provided, and also a 5:00 pm to 7:00 pm community update reception for Registry Week volunteers, Campaign supporters, housing and services providers, and all interested community members. Mayor Jerry Sanders, Supervisor Greg Cox, Council President Pro Tem Kevin Faulconer, Rick Gentry from the San Diego Housing Commission, Jeff Graham and Kim Kilkenny from the Centre City Development Corporation, Clay King from the VA San Diego Healthcare System, Doug Sawyer from the United Way of San Diego County, Kris Michell and Robin Madaffer of the Downtown San Diego Partnership, and many others will be participating in the anniversary events.

Please mark your calendars for Monday, October 17th. The events will take place at 97 Horton Plaza, the former Planet Hollywood space that we used during Registry Week last year. For more information, please call 619-234-0201 or e-mail lkirkman@downtownsandiego.org.

Tracking Our Progress

Moving Forward and Moving People "Home":

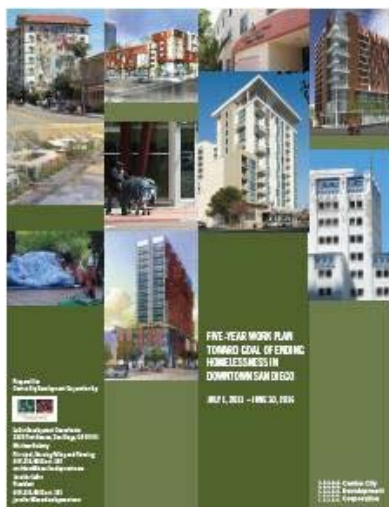
We are still in the midst of preparing detailed, updated information regarding the progress made in helping people end their homelessness since 2010 Downtown San Diego Registry Week. We'll share that information at the events on October 17th and in the next issue of this newsletter, but we can report that, as of mid-August:

- 96 people were off the streets and working with staff from the VA, Community Research Foundation, or Mental Health Systems to end their homelessness forever - more than 75% of the way to our initial goal of ending homelessness for 125 people!
- 53 people - including 40 veterans - were all the way "home" - living in permanent supportive housing.

For an overview of the Campaign, and more information regarding the progress to date, please see our [Overview and Progress Report](#)

Staying Informed

City Council Adopts CCDC's Five-Year Work Plan:



In another sign of progress - and in an expression of commitment to the work ahead - on September 12, 2011, the San Diego City Council approved the Centre City Development Corporation's new Five-Year Work Plan Toward Goal of Ending Homelessness in Downtown San Diego. This Work Plan is the result of collaborative planning activities involving multiple public agencies and private partners, including significant input from the Downtown San Diego Partnership, the San Diego Housing Commission, the County of San Diego Health and Human Services Agency, the VA San Diego Healthcare System, the United Way of San Diego County, other members of the

Campaign's Leadership Team, and numerous other partners and providers. The plan provides specific strategies and action steps toward the goal of ending homelessness in downtown San Diego, is aligned with local, state, and federal strategies and priorities, and is informed by evidence that demonstrates the effectiveness -- and cost-effectiveness -- of permanent supportive housing and housing first program models.

To learn more about the Five-Year Work Plan Toward Goal of Ending Homelessness in Downtown San Diego and to download a copy, visit CCDC's new [Homelessness Solutions](#) webpages.

Register Now: SDHF's Annual Conference: Registration is now open for the San Diego Housing Federation's Annual Affordable Housing and Community Development Conference on Thursday, October 13. This year's conference theme is Flexing for the Future: Traveling the Road to Home. The conference will include 18 sessions across 6 different tracks, including a series of workshop sessions focused on supportive housing with speakers from the Corporation for Supportive Housing, Skid Row Housing Trust, the San Diego Housing Commission, United Way's Home Again Campaign, and others. One of these sessions, Innovative Approaches to Housing the Most Vulnerable, will provide an update on the downtown Campaign, Project 25, and the Keys to Housing initiative. In addition, a new half-day Affordable Housing Institute is being offered the afternoon of October 12, designed for individuals new to the industry who want to learn more about affordable housing development and financing.



For details and registration information, please visit SDHF's website http://www.housingsandiego.org/events_conference.php.

PTECH Commissioner Brian Maienschein Receives 10News

Leadership Award: We are thrilled to congratulate Brian Maienschein, Commissioner of the Plan to End Chronic Homelessness (PTECH) on his recent 10News Leadership Award. The 10News Leadership Award honors individuals who make San Diego a better place to live, who stand up for those who need help, who has initiated or created solutions for others, and who is a role model and fulfills a local need - thereby improving the quality of life for all San Diegans. 10News recognized Brian for his leadership in launching Project 25, a program that provides permanent housing and supportive services for chronically homeless people who are among the most frequent users of public resources. The agencies implementing Project 25, including Father Joe's Villages, Telecare Corporation, and the San Diego Housing Commission, have now enrolled 35 people into the program, which "helps save taxpayer money and saves lives."

Click [here](#) to watch the 10News segment.

Staying Connected and Getting Involved

Participate in the Candlelight Vigil: Even as we recognize progress and plan next steps, it is vitally important to always remember those people for whom help did not arrive in time. In November (date to be announced), the San Diego Rescue Mission plans on holding its 10th Annual Candlelight Vigil "which honors the men and women who die, homeless and alone, on the streets each year." Last year more than 200 community members participated in the Vigil, honoring 44 men and 6 women who had passed away. Visit <http://www.sdrescue.org/2011/08/candlelight-vigil/> soon to watch for more information and details regarding this year's Vigil.

VA Hosts Homeless Veteran Outreach Campaign Event: VA San Diego Healthcare System invites the public to join they host a Homeless Veteran Outreach Campaign event on Oct. 12 from 9:30 - 10:30 a.m. at the Veterans Museum and Memorial Center in Balboa Park. The event will focus on local and national initiatives by Veterans Affairs to end homelessness within our communities. VA National Director of Mental Health Homeless & Residential Treatment Programs, Lisa Pape, will deliver the keynote address.

Help Support Homelessness Efforts in San Diego: Check out Volunteer San Diego at www.volunteersandiego.org and search with keyword "homelessness" to find additional volunteer opportunities to support efforts to end homelessness in San Diego!

If you have questions regarding any of the information in this Campaign Progress Update, please contact Matthew Doherty, Principal, Housing Policy and Planning, LeSar Development Consultants, at matthew@lesardevelopment.com or 619.236.0612 x 102.