

County of San Diego Health and Human Services Agency
Housing and Community Development Services

County of San Diego Consortium 2025-2029 Consolidated Plan

2027-2028 Annual Plan Strategy



LIVE WELL
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Background

The County of San Diego (County) Health and Human Services Agency, through its Housing and Community Development Services (HCDS) uses funding from the U.S. Department of Housing and Urban Development (HUD) to support housing and community projects. We plan for five years at a time in a “Consolidated Plan”. For each year of the five-year Consolidated Plan, HCDS creates three key documents:

1. **Annual Plan Strategy:** Defines how the County will prioritize funding projects for the upcoming program year.
2. **Annual Plan:** Identifies recommended projects for HUD funding with measurable annual goals.
3. **Consolidated Annual Performance and Evaluation Report (CAPER):** Reports on outcomes and accomplishments from the previous program year.

This document, the Annual Plan Strategy, is used to guide what we fund each year. The current five-year plan covers July 1, 2025, through June 30, 2030.

HUD Programs we manage:

- **Community Development Block Grant (CDBG):** Helps pay for housing, public services, and community improvements for people with low and moderate incomes.
- **Emergency Solutions Grant (ESG):** Funds outreach, emergency shelter, prevention, and rapid rehousing to address homelessness
- **HOME Investment Partnerships (HOME):** Supports building and preserving affordable housing, first-time homebuyer help, and rental assistance.
- **Housing Opportunities for Persons with AIDS (HOPWA):** Provides housing and services for people living with HIV/AIDS and their families.

Where each program operates:

- **Urban County:** Unincorporated County plus Coronado, Del Mar, Imperial Beach, Lemon Grove, Poway, Solana Beach (CDBG and ESG).
- **HOME Consortium:** Urban County plus Carlsbad, Encinitas, La Mesa, San Marcos, Santee, Vista (HOME).
- **Regional:** All of San Diego County (HOPWA).

Our five-year goals:

- **Expanding affordable housing** options by increasing the supply and improving the affordability of existing housing
- **Promoting housing stability** for the region’s most vulnerable populations through programs that span the homeless-to-housed continuum
- **Enhancing quality of life** by improving access to vital services, community infrastructure, and economic opportunities

The Annual Plan Strategy sets the approach for selecting projects for the coming year and keeps the planning process centered on residents’ input.

Community Input Process

In June 2026, HCDS ran an online survey and held seven input sessions (in-person and virtual) to learn community priorities for the 2027–2028 plan year. Outreach used the HCDS listserv, social media, County libraries, Live Well San Diego teams, and a County video. In total, 207 community members took part, and outreach generated more than 21,000 social media impressions and reached over 13,000 subscribers through email. A public comment period runs from September 25 to October 27, 2026; comments received by then will be included in the Annual Plan.

Community Engagement Activities:

Type of Engagement	Date	Location
Online Community Survey	June 1 – June 30, 2026	Virtual
In-Person Input Session	June 9, 2026	Spring Valley
Virtual Input Session	June 10, 2026	Virtual
In-Person Input Session	June 11, 2026	Del Mar
In-Person Input Session	June 11, 2026	Ramona
In-Person Input Session	June 15, 2026	Fallbrook
In-Person Input Session	June 16, 2026	Imperial Beach
Virtual Input Session	June 16, 2026	Virtual

Community Engagement Outreach:

Type of Outreach	Details	Views/Audience
Informational Website	Housing & Community Development Engage San Diego County	1,200
Social media	HHSA Instagram/Facebook/X	21,710

E-mail Announcement	HCDS GovDelivery Announcements 5/29/26	Email	13,208
E-mail Announcement	HCDS GovDelivery Announcements 6/9/26	Email	13,168
E-mail Announcement	HCDS GovDelivery Announcements 6/12/26	Email	13,170
Meetings & Newsletters	Live Well San Diego Community Leadership Teams: North County Regions East Region South Region Alliance for Regional Solutions	150 Stakeholders and Residents + Newsletter Subscribed	
Other Announcement and Flyer Distribution	Housing and Community Development Services Office Lobby, San Diego County Libraries, Affordable Housing Communities	General Public, Library Goers, and Residents	

Community Feedback

We used survey rankings, open-ended responses, and small-group discussions to understand local needs. The outreach drew about 1,200 visitors, with 207 responses and more than 240 open-ended comments. Some questions let people choose more than one option (for example, “pick your top three”), so percentages do not add to 100%. Treat each percentage as the share of respondents who chose that option.

Biggest challenges:

- High rent (74.2%).
- Too few affordable homes (67.7%).
- Not enough rent assistance (38.9%).
- Limited paths to homeownership (36.4%).
- Poor housing conditions needing repair (16.2%).

Top priorities (ranked in order):

1. Build new affordable rental homes.
2. Provide rental assistance.
3. Offer down-payment help for first-time buyers.
4. Repair existing homes and apartments.

Populations to prioritize:

- Families with children (41.1%).
- Extremely low-income households (39.1%).

- Older adults (35.6%).
- People experiencing homelessness (31.5%).
- People with disabilities (22.3%).

Homelessness prevention challenges:

- Lack of affordable housing (54.1%).
- Not enough transitional/supportive programs (50.0%).
- Limited mental-health and substance-use services tied to housing (48.5%).
- Barriers to long-term housing (42.9%).
- Limited case management (30.6%).
- Too few emergency shelters (27.0%).

Other themes we heard:

- Keep producing affordable units, expand rental help, and sustain permanent supportive housing.
- Add eviction-prevention tools, deposit assistance, emergency shelter beds, and case management with behavioral-health links.
- In rural and semi-rural areas (Borrego Springs, Campo, Fallbrook, Warner Springs, Ramona), improve transportation and senior services.
- Support public services (youth, seniors, food assistance, childcare, domestic-violence services) and neighborhood improvements (parks, lighting, accessibility, community spaces).
- Streamline access and waitlists, strengthen case management, and improve communication with clients.

HOPWA priorities (ranked):

1. Permanent Housing Placement assistance.
2. Facility-based permanent housing.
3. Tenant-based rental assistance.
4. Emergency/short-term housing, short-term rent/mortgage/utility help, and transitional/bridge housing (tie).

Most needed HOPWA supportive services:

- Linkage to HIV medical care/medications (56.0%).
- Benefits navigation (45.1%).
- Case management/housing navigation (44.5%).
- Mental-health/substance-use supports (34.1%).

- Food/nutrition (23.1%).
- Peer support/community connection (22.0%)

Additional County Resources

Some community-identified housing and homelessness needs are addressed not only through our HUD entitlement grants but also through broader County of San Diego programs that operate outside those federal funding streams. These County programs provide additional supports—such as rental assistance, homelessness response, housing stabilization, and eviction prevention and legal representation—that complement our HUD resources and help meet needs that entitlement funding cannot sustain on its own.

The County administers rental assistance through the Housing Authority of the County of San Diego (HACSD), which oversees Section 8 Housing Choice Vouchers, Project-Based Vouchers, Public Housing, Moderate Rehabilitation, and Veterans Affairs Supportive Housing (VASH). Demand for these programs significantly exceeds available federal resources, resulting in closed waitlists and prioritization of extremely low-income households and eligible veterans. The County's Office of Homeless Solutions (OHS) leads systemwide homelessness strategies aligned with the Framework for Ending Homelessness, administering county-run CoC, VASH, and local programs to support homelessness prevention, rapid rehousing, permanent supportive housing, and emergency housing options, including weather-activated shelter capacity. Additionally, the County funds and operates Tenant Legal Services (TLS), a major eviction-prevention program delivered by the Legal Aid Society of San Diego, which provides legal assistance, case management, counseling, outreach, and tenant education to San Diego County residents facing eviction. TLS has served more than 6,600 clients from 2023–2025, achieved a 95% successful resolution rate in eviction-related cases, and is funded through ARPA and County General Purpose Revenues. Together, these County programs strengthen housing stability and address needs that extend beyond what HUD entitlement funds alone can support.

Proposed Strategy for Fiscal Year (FY) 2027-2028

To guide funding decisions for FY 2027-2028, projects must fit HUD rules, align with community feedback, and advance our three Consolidated Plan goals: expand affordable housing, promote housing stability, and improve quality of life.

Therefore, FY 2027-2028, funding will prioritize projects that focus on:

- **Build and preserve affordable housing:** Speed up new affordable rental development and fix low-income units that need repair.

- **Improve access to housing and eviction resources:** Support move-in costs, deposit assistance, and rental assistance and reduce barriers to accessing rental assistance where feasible.
- **Expand housing with support services:** Increase permanent supportive housing and rapid rehousing; broaden emergency housing options when feasible; integrate case management and behavioral-health connections.

Program Specific Considerations

Each program runs a separate competitive process. We will keep engagement central so residents, including those in unincorporated areas, can continue to shape local solutions. Proposals must be eligible and will be judged on alignment with this Strategy, the Consolidated Plan, and community input, with attention to older adults, people with disabilities, veterans, and extremely low-income households.

Appendix A. Eligible Activities

The following sections outline the eligible program activities that can be funded by the CDBG, ESG, HOME, and HOPWA programs.

Community Development Block Grant (CDBG) - \$4.0 million (anticipated)

What CDBG can fund:

- **Affordable housing development:** Acquisition, rehab, site improvements, and eligible predevelopment costs for housing serving low-income households. As of July 11, 2026, new construction of affordable housing is also an eligible cost, however we are still awaiting implementation guidance from HUD for when this will take effect.
- **Public improvements:** Parks, streets, community centers, drainage, and similar infrastructure that primarily benefits low- to moderate-income residents or meets another national objective.
- **Public services:** Up to 15% of the annual CDBG allocation (including program income) for services like childcare, health care, education, recreation, fair housing, and services for seniors or people experiencing homelessness.
- **Economic development:** Support job creation/retention for low- and moderate-income people, including assistance to small businesses, area improvements, and microenterprise support.
- **Planning and administration:** Up to 20% of funds for plans, needs assessments, and general program administration.

HOME Investment Partnerships (HOME) - \$2.7 million (anticipated)

What HOME can fund:

- **Acquire/rehab rental housing** for low-income households and/or special-needs populations.
- **Construct rental housing**, including buying land, when units will be affordable to low-income households. At least 15% of the annual HOME funds must go to Community Housing Development Organizations (CHDOs) for housing they develop, own, or sponsor.
- **Tenant-based rental assistance (TBRA)**, including security deposits and eligible admin costs; can be targeted to special-needs populations.
- **Homebuyer assistance** for first-time buyers with down-payment and/or closing-cost help.

Emergency Solutions Grant (ESG) - \$370,000 (anticipated)

What ESG can fund:

- **Street outreach** (engagement, case management, transportation, health services). Note: Combined Street Outreach + Emergency Shelter may not exceed 60% of ESG funds.
- **Emergency shelter** services and shelter operations (maintenance, rent, security, fuel, equipment, insurance, utilities, furnishings).
- **Homelessness prevention** (short- or medium-term rental assistance, arrears, application fees, security/utility deposits, housing search and placement, case management, legal services).
- **Rapid rehousing** (up to 24 months of rent, arrears, deposits, last month's rent, utility costs, moving costs, housing search, stability case management, mediation, legal services, credit repair).
- **HMIS** and comparable databases (equipment and staffing to operate and maintain the data system)

Housing Opportunities for Persons with AIDS (HOPWA) - \$6.7 million (anticipated)

What HOPWA can fund:

- **Housing information services** (counseling, referral, help finding and keeping housing).
- **Resource identification** (build and coordinate housing resources, lead collaboration, assess needs).
- **Capital costs** (new construction of SROs/community residences; acquisition, rehab, conversion, repair of facilities for housing and services).
- **Tenant-based rental assistance** (monthly rent subsidies paid to landlords).
- **Short-term rent, mortgage, and utility payments** to prevent homelessness.
- **Leasing and operating costs** for permanent, transitional, and short-term facility-based housing (maintenance, security, insurance, utilities, furnishings, supplies).
- **Permanent Housing Placement (PHP)** (application fees, credit checks, utility connection, security deposits, first/last month's rent, arrears, mediation, and related services).
- **Supportive services** (health*, mental health, assessment, housing placement, substance-use treatment, day care, personal assistance, nutrition, intensive care when needed, and help accessing benefits).