



Housing Policy Finally Gets the Attention it Needs

How State and Local Governments are working with Developers to boost production

The crisis gripping coastal California — explosive job growth and opportunity souring due to a severe lack of housing — hasn't spared San Diego. Like other Golden State metros, it's incredibly unlikely to meet state-assigned housing goals, and home prices have been skyrocketing. This program will explore how city and state policies that are intended to increase housing production are intermingled. Our challenge seems to be that cities alone can't solve housing production problems without state policy, and the state can't implement the local policy. So it's really a discussion of how policymakers and developers are working together to get things done and build more housing of all types.

Speakers:

Monica Hardman, Deputy Director, City of San Diego
Economic Development Department

Gary Geiler, Assistant Director, City of San Diego
Development Services Department

Rammy Cortez, Developer + Builder, Rammy Urban Infill

Moderator:

Tony Pauker, VP, Land Acquisition, Land & Housing, Brookfield Properties



Monica Hardman, Deputy Director, City of San Diego, Economic Development Department: Monica joined the City of San Diego in March 2020 and is currently the Deputy Director of the Economic Development Department. As a passionate housing advocate, Monica was instrumental in creating and executing Mayor Gloria's Bridge to Home program. Prior to joining the City of San Diego, Monica was the Director of Office of Homeless Solutions with the City of Dallas. In this role, Monica was responsible for creating and implementing the City's first strategic plan to prevent and end homelessness. Some key accomplishments include creation of 50 new emergency shelter beds, operation of inclement weather shelter, and enhancements to the homeless response system through additional \$2.3 million in funding. Prior to joining the City of Dallas, Monica was the Deputy Director for the Department of Community & Economic Development with the City of Cincinnati. Monica has also enjoyed roles with Atlanta Housing Authority, City of Atlanta, and Fifth Third Bank. Monica received her BS in Sociology from Miami University and her Master of Community Planning from University of Cincinnati. Monica is certified by the National Development Council as a Housing Development Finance Professional and an Economic Development Finance Professional.

Gary Geiler, Assistant Director for the City of San Diego's Development Services Department (DSD): Gary leads the Land Development, Building, Engineering, Downtown Urban, Cannabis, 5G and Code Enforcement Divisions. He has over 20 years of experience in zoning, planning, and the permit process as a Senior Planner, Hearing Officer, Program Manager and Deputy Director in DSD. Prior to joining the City of San Diego, he was a Local Government Advisor in the Czech Republic as a US Peace Corps. Mr. Geiler has a BA in Urban Studies and Planning from UC San Diego and a Master of Planning from the University of Virginia Graduate School of Architecture.

Rammy Cortez, Developer + Builder, Rammy Urban Infill: Rammy is a Small Scale Urban Infill Developer + Builder of more than 60,000 SF of transit oriented middle income housing in San Diego's Metro. He has a Master's in Real Estate from the Burnham-Moore's Center for Real Estate, University of San Diego. Rammy's leadership in the Urban Land Institute includes; served as a Young Leaders Group (YLG) Board Member, is a Co-Chair of the Small Scale Infill Development Product Council, serves as the Mentor of YLG Partnership Forum Group 1, and is a regular panelist on infill development.. He served on the City of San Diego Community Planning Group Reform Task Force and is member of Circulate San Diego Policy Committee. Rammy lives, works, plays, and serves Downtown San Diego- you'll find him and his wife Traci weekly as lead volunteers at Path Connections Housing serving supportive housing residents.