

THE SUNBREAK PLAN

An Immediate Comprehensive Homeless Solution for San Diego City + San Diego County

www.SunbreakRanch.com

MISSION STATEMENT

To immediately bring forth the SUNBREAK SOLUTION to the homeless humanitarian crisis that is now eating San Diego alive – physically, emotionally, and financially. The time is long overdue for NEW THINKING and NEW APPROACHES. Sunbreak is the answer.

Sunbreak definition: *A breaking forth of the sun at sunrise; a new beginning*

THREE GOALS

- To immediately help our homeless brothers and sisters, friends and neighbors, return to full-time employment, permanent housing, and independent living.
- To immediately protect all San Diego residents, homeowners, and businesses from the negative impacts and consequences of adjacent homeless activity and encampments.
- To immediately re-establish San Diego's ability to successfully project itself as an appealing destination for business, tourism, life sciences, and higher education.

PLAN OF ACTION TO ACHIEVE GOALS

1. SUNBREAK RECOVERY WELCOME CENTER – To be immediately established in or near downtown (without beds or meal service) in either a physical building or a large triage tent. To be operated by an experienced homeless service provider such as Alpha Project, Father Joe's, or perhaps a consortium.

This Recovery Welcome Center will be the starting point to the SUNBREAK FUNNEL approach to addressing San Diego's homeless crisis. All homeless in the City and County will be methodically processed through this Recovery Welcome Center to be diagnosed as to what their individual situation is, entered into a tracking database, and directed to where they can best be helped. The Center will be staffed with professional social workers and counselors motivated to help everyone walking through the door to "make the right choice

for them". (There will also be a Possessions Storage Center for client belongings to be held up to 90 days – so the clients can focus on recovery, and not worry about protecting their possessions.)

Each diagnosed client will be given a Menu (based on their individual situation) offering a "voluntary choice" for their next step. The Menu will include some or all of the following options depending on availability: Going to...Sunbreak Ranch...a downtown or county bed if available...a county transitional housing center (if determined appropriate)...taking a bus to another city if the client has family or a support network there...a hospital / medical office if immediate attention is required...a chemical dependency program...long-term housing...or other. Importantly, living on the streets and canyons will no longer be a menu option offered in San Diego City or County – those that choose to do so will be in violation of the law. (With multiple alternatives available, we sincerely hope no one will choose this last option.)

2. **SUNBREAK TRACKING SYSTEM** – To be immediately established as an easy to use computer database system to input each and every client who comes through the Recovery Welcome Center...tracking where they go and their progress. We suggest using the HMIS service point as the tracking system, noting that most service providers are already using this database, plus it is in the HUD system. The participating Homeless Service Providers and Transitional Housing Centers will need to update this system daily with how many of their beds are taken, and how many are available. This is designed to be a two-minute daily task for the providers. Thus the Recovery Welcome Center will always know availability and where to direct new clients.

3. **SUNBREAK RANCH** – To be immediately established in the Otay Mesa region as the main Homeless Transition Center for San Diego City + County. This will be a large-scale temporary Ranch in the layout of the Old California Ranchos. The Ranch will be a dignified, safe, secure, stable, and positive location for communities based on choice of shelter in self-regulated communities with communal tents, specialized villages for veterans, women, family, those with pets, specific cultural and religious, personalized tent sites, and safe parking for vehicles.

Sunbreak will be geared to help turn people's lives around, using the FUNNEL approach directing clients deemed ready onward to the various Transitional Housing Centers around the County, directing the most chronic homeless and mental cases to long-term housing as available, to the Family Reunification Program, and so forth. Many [amenities and benefits](#) will be available to clients at the Ranch. Homeless Service Providers, First Aid, Job

Training, Police, and Private Security will be on site. Rural, yet near, only 13 miles away with easy transportation access.

We project that in the first six months we will have 1,000 – 2,000 people coming through the Ranch. As word of Sunbreak's amenities spreads within the homeless community, HOT teams, and advocates, we anticipate the number to max out at 4,000 people per year. Again, these are pass-through numbers. At any one time, we expect to have between 500 – 2,000 people on site. As a temporary Ranch set-up, we can rapidly expand or contract our capacity based on need and weather. We anticipate the length of stay to average 90 days for a client, and this may become the requirement in the case management plan. A client could ask for an additional 90 days, but the FUNNEL approach is designed to transition them onward to the best long-term location that fits their needs. Progress is the name of the game.

4. TRANSITIONAL HOUSING CENTERS – To rapidly establish at least 10 more of these "independent" centers around the County. These facilities will do the work of reintegrating the client back to full-time employment, permanent housing, and independent living. The East County Transitional Living Center (ECTLC) in El Cajon is the best independent model in the County we've seen. ECTLC has housed 400 homeless people non-stop since 2009...with an extraordinary success rate.

Sunbreak Ranch intends to FUNNEL those clients ready for the next step to ECTLC and the other Transitional Housing Centers around the County. Think of a large FUNNEL with multiple funnelettes directing our homeless brothers and sisters onward to the right facility to help them get back on their feet.

5. LONG-TERM HOUSING FOR CHRONIC CASES – We support the building of long-term housing (geographically diversified throughout the County) for the most chronic homeless cases beset with mental illness and such. These are very difficult cases and there is no easy solution. As such, these facilities will likely need wrap-around services and should be dispersed throughout the County with smaller numbers of clients, thus reducing community fears. As new long-term housing comes online, it will be integrated into the Sunbreak Tracking System so that applicable clients may be referred there.
6. RULE OF LAW + PATHWAYS TO RECOVERY – Street and canyon camping is unsanitary, insecure, poses significant public health risks, beset by predators, and ultimately demeaning to our homeless brothers and sisters. As such, the City and County will initiate the process of returning to the Rule of Law with respect to loitering, vagrancy, panhandling,

littering, public camping, public urination and defecation, etc. This will be phased-in over a 12 month period, and the laws and ordinances are already on the books. By doing so, we will be posting a NOT WELCOME IN SAN DIEGO sign to outsiders seeking an easy location to go for loitering, vagrancy, panhandling, et al. Thus, our in-flow homeless numbers will quickly begin to dry up. With the best year-round weather in the nation, San Diego is perhaps the new #1 target for homeless living – thus we must be vigilant with law enforcement protections in place.

Likewise, by this one act of returning to ENFORCING THE RULE OF LAW, we have it on good authority that a significant percentage (maybe up to 50%) of our existing homeless population will voluntarily depart for other cities where they can continue their homeless lifestyle choice. This will immediately and significantly reduce the scope of our existing homeless problem.

“In 2006, the 9th U.S. Court of Appeals struck down the ordinance, finding that banning sleeping in public by people who have nowhere else to go violated the 8th Amendment provision barring cruel and unusual punishment.” ([Justice Department Asks Judge to Block Enforcement of Homeless Camping Ban](#))

With SUNBREAK RANCH established and in operation, our homeless brothers and sisters will always have a clean, safe place to go only 13 miles away (15 minute drive) with public transportation readily available. Thus, we can legitimately restore and enforce the Rule of Law in San Diego once again. More importantly, it will enable the homeless to get on a genuine pathway to recovery. The Rule of Law + Pathways to Recovery will lead to the definitive management solution we seek. Remember that enforcing the Rule of Law is perhaps the foremost reason for government itself. Otherwise we have anarchy and threats to public health – which the 17th Street Encampment exemplifies.

7. STREET FEEDING – Henceforth, street feeding of over 5 people will require a City / County Permit to do so. Many good hearted people and religious organizations believe they are helping the situation with street feeding of the homeless, when in fact they are abetting the problems of loitering, littering, public urination and defecation, and threats to public health. Likewise, street feeding is counter-productive in that individuals remain on the streets away from service providers that can help them get on a path to recovery. For these reasons, Houston has instituted this permitting requirement. If you want to help, please buy the homeless person(s) a bus ticket or Uber to the Sunbreak Recovery Welcome Center or Sunbreak Ranch where they will have food, a sheltered bed, and a pathway back to housing. (Street Feeding Without Permit: First offense, a warning. Second offense, \$1,000 fine. Third offense, \$10,000 fine.)

8. HOMELESS SERVICE PROVIDERS & CODE ENFORCEMENT – Henceforth, the Homeless Service Providers will need to be in full compliance with the City Codes and their charter agreements with the City. Prospecting tactics (*seeking homeless individuals ready to begin turning their lives around*) via gratuitous feeding and clothing giveaways is highly detrimental to our City because it fosters loitering, littering, public urination and defecation, and threats to public health. In place of this, the Homeless Service Providers will have the perfect prospecting location at SUNBREAK RANCH. (Code Violations: First offense, a warning. Second offense, \$1,000 fine. Third offense, \$10,000 fine. Fourth offense, charter revoked.)

9. GEOGRAPHIC DIVERSIFICATION ACROSS COUNTY + NO MORE BEDS OR UNITS DOWNTOWN – Henceforth, downtown will be OFF LIMITS to more buildings being taken over, units built, or additional beds for the homeless. It is highly unfair to downtown's residents and businesses that downtown has become the regional mecca for homeless services and homeless street encampments. There is absolutely no reason for it being this way – there are no hospitals or emergency services downtown any more, and surprisingly few medical offices. The homeless issue is genuinely a countywide issue, and the homeless services provided need to be geographically diversified throughout the County. We all need to share the responsibilities and burdens.

Providing recovery housing options in communities throughout the County will also help clients be close to a wide variety of social networks that will best enable recovery and reintegration into communities. Likewise, it will enable clients to be close to a variety of employment centers and opportunities – avoiding concentrating those on the path to recovery in one area where options for employment will be limited. Real estate purchases and leases for recovery housing facilities in other parts of the County will also be far cheaper than downtown.

10. PREEMPTIVE HOMELESS ACTION – Once we get a real handle on our existing homeless problem, we need to implement preemptive procedures to help catch our people before they end up on the streets. As they say, "*an ounce of prevention is worth a pound of cure*". This may entail a Homeless Prevention Hotline, public notices and advertising, and a small social services staff to work with people on the precipice. Ultimately, this should be incorporated into the operations of the Sunbreak Recovery Welcome Center.

BUDGET + FUNDING

In order to operate the first three SUNBREAK components efficiently and effectively, we project an initial outlay of \$15 million in set-up costs, and an annual operating budget of \$50 million per year. In order to establish and operate 10 independent Transitional Housing Centers (geographically diversified throughout the County) efficiently and effectively, we project an initial outlay of \$20 million in building purchases and refurbishments, and an annual operating budget of \$25 million per year. This being 10 facilities...each housing 200 – 400 recovering homeless...with an average \$2.5 million budget.

Between all the components, we are projecting a \$75 million annual operating budget for the SUNBREAK PLAN – and it can go into action IMMEDIATELY. *(The multiple “band-aide solutions” being proposed will take at least 4 – 10 years to implement...if they ever happen...which remains doubtful.)*

On the other side of the ledger, by fully implementing the SUNBREAK PLAN, we project savings to the City + County in the range of \$120 – \$150 million annually. This is calculated by projecting a steep drop off in the existing homeless population (per #6 Rule of Law) and the costs associated with them, as well as the efficiencies of the SUNBREAK PLAN which will dramatically reduce the spiking government outlays largely driven by emergency services usage – 911, ambulances, emergency rooms, police, fire, legal, daily homeless street sweeps, street cleaning, trash pick-up, et al.

If we succeed in accomplishing (even partially) our THREE GOALS, the value created will be BEYOND PRICELESS for both San Diego City + San Diego County. Just think of the human suffering that would be abated...and the incredible human potential that would be unleashed.

With the significant financial savings derived from this plan, monies will be freed up for the City + County to begin a methodical plan of establishing long-term facilities (geographically diversified throughout the County) with wrap-around services to house the most chronic homeless cases beset with mental illness and such.

2016 GOVERNMENT SPENDING ON HOMELESS

In 2016, the City and County spent over \$238 million on homeless issues (see McSwain quote below). And yet, homeless deaths on the street doubled to 117 last year (from 54 in 2014), as well as thousands more left wallowing on our streets and canyons. This is UNACCEPTABLE and definitive proof that something is gravely wrong with San Diego's leadership. It indicates

that these monies are subject to gross mismanagement, poor planning, rampant waste, redundancy, ignorance, people using the homeless to line their pockets, theft, and so on. By rapidly re-evaluating every taxpayer dollar spent on homeless issues, the re-allocation of \$75 million annually for a real solution like SUNBREAK should be easy to accomplish. But if not, we authored an alternative funding approach for consideration: [How We Can Fund a 'Sunbreak Ranch' to House San Diego's Homeless](#)

Likewise, we may also be able to seek funding via [FEMA's Emergency Food and Shelter Program](#).

"County government, which holds \$1 billion in cash reserves on its books and says it spends \$158 million a year on "homelessness and homeless prevention," clearly controls vast resources for ongoing social services and mental health care. San Diego, where officials have said they spend \$80 million a year on homelessness and prevention, has plenty of money for the relatively small population of unsheltered homeless." (Dan McSwain, The San Diego Union Tribune, January 29, 2017)

***Note: We spent \$238 million and the homeless are still sleeping all over our streets and canyons??? Calculation: \$238 million divided by 8,692 homeless 2016 count = \$27,381 spent per homeless person. How is this possible???

2017 HOMELESS STATISTICS

"San Diego County's homeless count in January found that 9,116 people were living in shelters or on the streets. That's a five percent increase countywide as compared to the previous year. The unsheltered homeless population increased 14 percent countywide, while in the City of San Diego the number of tents increased 104 percent." (Brooke Ruth, Maureen Cavanaugh & Susan Murphy, KPBS, April 20, 2017)

"Sections of America's Finest City are turning into Calcutta." "In a single year, the population of "unsheltered chronically homeless" surged by 61 percent across the region, to 1,750 people from 1,087 in 2016." (Dan McSwain, The San Diego Union Tribune, April 23, 2017)

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