

BUILDING

**CYNTHIA PARKER: WHY AFFORDABLE HOUSING MATTERS**

At the AHF Live housing developers forum, a number of industry executives were asked: "Why does affordable housing matter?" I loved taking a moment to step back from pro formas and regulatory agreements to answer this fundamental question. Affordable housing matters because it changes people's lives. Once people have a stable roof over their heads, and they don't have to worry about being evicted, they can plan for other things, such as jobs, education and opportunities for a brighter future. Affordable Housing matters in the most profound way. [Watch the video.](#)

**CREATING HOMES AND JOBS**

Construction is continuing apace on BRIDGE's Jordan Downs 1A: the first residential phase of the master-planned public housing revitalization in Watts, Los Angeles, where Primetor just broke ground on more than 100,000 square feet of space that will bring jobs and much-needed retail to the neighborhood. Learn more in this video by Councilman Joe Buscaino, which features our Director Van Jones, HACLA's Doug Guthrie and a local resident who is proud to be part of the construction team. [Watch the video.](#)

SUSTAINING

**SAVE THE DATE FOR BRIDGE AT 35**

Mark your calendar for BRIDGE's 35th Anniversary Gala on Thursday, October 25, 2018 in San Francisco! The event will directly benefit thousands of low-income children, families and seniors we serve every day. Among our featured speakers: Richard Rothstein, author of the *New York Times* bestseller *The Color of Law: A Forgotten History of How Our Government Segregated America*. [Click for sponsorship opportunities.](#)

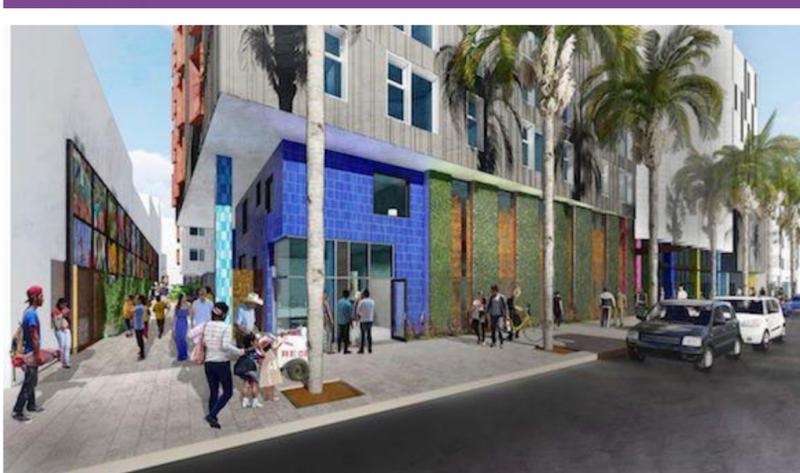
**REDEFINING PUBLIC HOUSING**

In May, San Francisco officials joined BRIDGE and co-developer Mission Economic Development Agency to celebrate the renewal of 255 Woodside, 109 affordable homes for seniors and people with disabilities. Under the Rental Assistance Demonstration (RAD) Program, the property was revitalized with extensive rehabilitation of apartments and community spaces, life-safety upgrades and modernization efforts to improve resident life. [Read more](#) and [view event photos.](#)

**A QUIET PLACE TO STUDY**

Thuylynh's family came to the U.S. as political immigrants from Vietnam, where her father had served in the South Vietnamese Army, fighting alongside U.S. troops. From a cramped studio in San Francisco's Tenderloin, the family moved into Fell Street Apartments--a quiet, stable environment where Thuylynh could focus on her studies. [Hear her story on BRIDGEtown.](#)

LEADING

**\$19 MILLION AWARDED TO BRIDGE DEVELOPMENTS**

The Affordable Housing and Sustainable Communities program awarded \$15 million to 1950 Mission (rendering above), a co-development by BRIDGE and Mission Housing that will provide 157 affordable homes for families in San Francisco. Three BRIDGE developments received more than \$4 million in Affordable Housing Program grants from the Federal Home Loan Bank of San Francisco: the 187-apartment RiverPlace Phase 2 in Portland, 115-unit Jordan Downs 1A in Los Angeles, and the 72-apartment Potrero Block X (1101 Connecticut) in San Francisco. [Read more.](#)

**THE INTERSECTION OF HOME AND HEALTH**

In May, BRIDGE President & CEO Cynthia Parker attended the launch of Kaiser Permanente's Thriving Communities Fund and participated in a national roundtable discussion with Mayors and CEOs for U.S. Housing Investment. Kaiser says its commitment of up to \$200 million will "deliver national and local social and environmental returns with an initial focus on housing, a significant community health challenge." [Read more.](#)

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