

# Meet Our Senior Leaders



## Ken Lombard

President & CEO



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### **Q** What do you see as the greatest challenges and opportunities in developing affordable housing on the West Coast?

The challenges in affordable housing development are well-known: exceedingly high land and development costs, complex funding and entitlement requirements, and overwhelming demand from residents facing a daunting affordability gap.

But there are bright spots on the horizon that give me optimism. We’re working with capital partners to deploy new financing tools, and we’re seeing improving conditions in the capital markets. And in markets like Los Angeles, we’re seeing innovative policies that are streamlining entitlement processes and creating more certainty for developers.

### **Q** What is a BRIDGE development that exemplifies its strengths and vision?

BRIDGE has so many communities to highlight that demonstrate our capabilities in community development, asset management, and resident service delivery.

One example is Berkeley Way Apartments, an award-winning community with 89 affordable homes and services for low- and very low-income families. Along with its neighboring project, the Hope Center, it forms the largest supportive housing and homeless housing investment in Berkeley’s history. It’s a beautiful and welcoming community that’s already considered a model for helping people achieve self-sufficiency.

### **Q** What do you see as the most fundamental ingredients to a strong and healthy organization?

I believe the strength of an organization is directly tied to the strength of its leadership and its team, and their ability to create a mission-driven culture built on trust and teamwork.

At BRIDGE, we are fortunate to carry on the legacy of our founders, who were true pioneers in the affordable housing sector. And we have an outstanding team – 500 strong – that embraces the mission and values that our founders embedded four decades ago. With those ingredients in place, there’s almost no limit to what you can accomplish.

### **Q** You’ve been a leader in real estate for more than three decades. What drew you to the nonprofit sector and to this role at BRIDGE?

It’s easy to overstate the differences between for-profit and nonprofit housing developers. In both cases, success relies on the discipline of your execution and the professionalism of your team. Whether for-profit or not, an organization needs to maintain its focus and stay true to its mission in order to be effective.

Joining BRIDGE was a chance to offer my expertise and focus to an organization with a proud, 40-year history of addressing the housing crisis that impacts all of us. I was very enthusiastic to be part an organization with such a tremendous platform and a commitment to making a difference. I am committed to ensuring that BRIDGE Housing is even more successful 40 years from today.