

## IAED USA: Civic Innovator Proposes Solution to Homelessness in U.S. Cities

Alan Jesson  
January 16, 2024

# An Answer to America's Homeless Crisis



Tuesday January 16, 2024, 2 – 3 PM EST



**GEORGE MULLEN**

Principal of  
StudioRevolution.  
Leader of  
Sunbreak Ranch.



**DR. WILLIAM EIMICKE**

Professor in the Practice of  
International Affairs, School  
of Public and International  
Affairs, Columbia University.



**ALAN JESSEN**

Moderator  
North American  
Coordinator,  
IAED

IAED, USA - According to the Annual Homelessness Assessment Report for 2023, there are 143,000 chronically homeless people in the United States - an increase of nearly 30% from 2020. The majority are sleeping in tents, on streets, in cars, in public parks or other places not meant for human habitation. As downtown areas of major cities become filled with encampments and drug trafficking, businesses close down, buildings become vacant, planned developments are terminated and tourism plummets. Cities are dying and political leaders seem to offer only band-aid solutions while spending millions of dollars.

The US International Association for Peace and Economic Development hosted a webinar on January 16, 2024, titled "An Answer to America's Homeless Crisis," featuring artist and civic activist **George Mullen**, the volunteer director of the proposed [Sunbreak Ranch Homeless Triage Center in San Diego, California](#). Mr. Mullen noted that a civilized society cannot allow what is happening. Statistics in San Diego show a 50% year-over-year increase in the total number of unsheltered homeless people and a 250% increase in the number of homeless deaths on the streets of San Diego, nearly 600 in the past year.

Mr. Mullen outlined the unique features of Sunbreak Ranch that offer a solution to this humanitarian and economic catastrophe. Of course it cannot solve the causes of homelessness; it is designed rather to end street homelessness by providing a place where homeless persons can go.

Sunbreak would be much like the temporary portable refugee centers run by the United Nations. As a "triage" center, it would temporarily house people, identify their needs, and move them to more permanent housing or treatment centers. It would be fully staffed, with services including job training and an employment dashboard for those capable and wanting to re-enter the workforce. It would provide everyone in need with a clean, healthy, safe and secure place and bed. Residents could come and go as they please.

This is a compassionate approach that would allow the city to return to enforcing existing laws against unsafe, unhealthy behaviors and sleeping in public spaces. As George Mullen says: "We want to help our homeless brothers and sisters and assist them on their path to better lives. We have a moral obligation to help the homeless, but we are not obligated to cede our downtowns, our tourist attractions, and residential neighborhoods to the unsafe conditions of homeless encampments, and exposure to the spread of infectious diseases."

Sunbreak is not yet operational - political leadership has yet to agree on the site - but detailed plans are in place, and it has the backing of prominent citizens in San Diego. It will have a maximum site occupancy of 5,000 people. It will provide a full range of social services, medical and mental healthcare, meals, laundry, and a general store; portable bathrooms and showers, on-site 24/7 security, playgrounds, a chapel, and a community garden, among other features. There will be a sheltered bed for everyone, as well as space for those with RV's or who prefer to pitch their own tent. There will even be a dog park!

The commentator on this program was **Dr. William Eimicke**, professor of the practice of international affairs at Columbia University in New York, who has extensive experience in public/private partnerships. He expressed optimism at the feasibility of the project and the ability to gain financial support. "Once the good aim is there and good plans, the money will come; volunteers will come," he said. He noted that the concept appears solid, but the details are complex. Recognizing that the triage concept is just the first step in returning people to productive life, Dr. Eimicke described the project as well thought out, saying it not only can be done, but should be done.

This was a very well received program with several persons making comments and asking questions after the formal program and recording ended.

By Alan Jesson, North American Coordinator, IAED  
January 16, 2024

# SUNBREAK RANCH

New Beginnings for Homeless People in Transition

[Home](#) [Media](#) [Goals](#) [Sunbreak Plan](#) [Jobs](#) [Endorsements](#) [Ranch Site](#) [Articles](#) [Petition](#) [How to Help](#) [Contact](#) ↓



A Sunbreak is defined as “a breaking forth of the sun at sunrise; a new beginning.”

## Sunbreak Ranch Homeless Triage Center

City of San Diego + County of San Diego  
United States of America

Sunbreak Ranch is a “compassion-centered”, non-partisan, non-political, all-volunteer effort to save lives and save our cities.

“We have a moral obligation to help the homeless. But we are not obligated to cede our downtowns, our tourist attractions, and our residential neighborhoods to homeless encampments. And as a society, we also have a moral obligation to protect the general population from rampant infectious diseases.”

Sign the Petition to Take Back San Diego

[Click here to sign](#)

As Seen on the News:

[Homelessness Is an Emergency — Let’s ‘Parachute in’ Sunbreak Ranch at Brown Field](#)

By George Mullen and Bill Walton

[PDF version for emailing and printing](#)

## UT Editorial Attack on Sunbreak Ranch a ‘Slap in Face’ to Many Working to End Homelessness

By Casey Gwinn, Former San Diego City Attorney, 1996 – 2004

[PDF version for emailing and printing](#)

## Sunbreak Ranch Is the Answer to San Diego – and America’s – Homeless Crisis

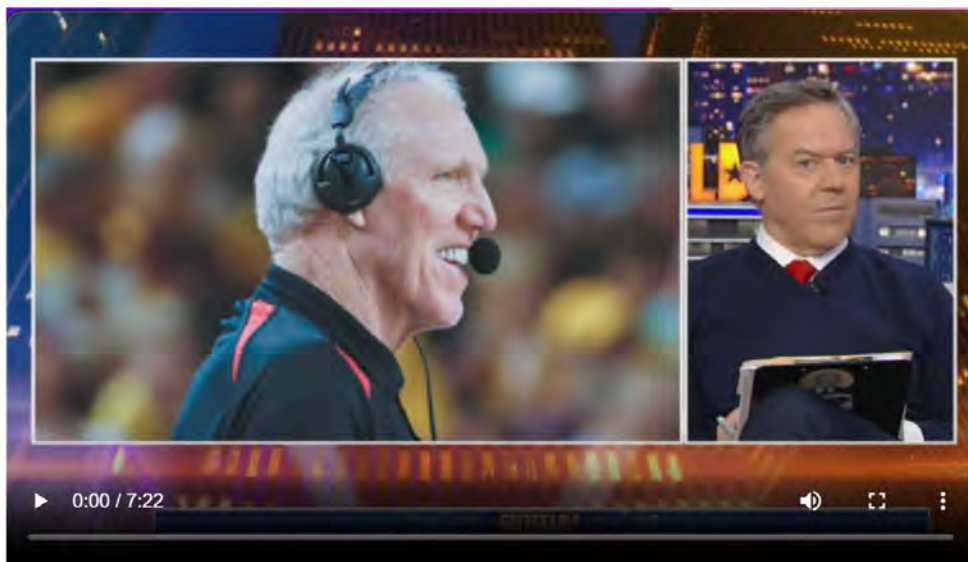
By George Mullen and Bill Walton

[PDF version for emailing and printing](#)

### Media

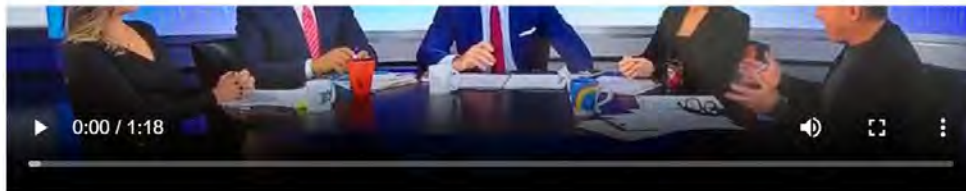


Watch Lawrence Jones report on San Diego's homeless crisis and the Sunbreak Ranch proposal for ending it.



Watch Greg Gutfeld discuss Sunbreak Ranch in his #1 rated late-night “comedy” show, Gutfeld!





Watch Greg Gutfeld hail Sunbreak Ranch as “America’s homeless solution” on the #1 rated cable news show, The Five.



Watch The Five discuss NBA legend Bill Walton and the Sunbreak Ranch solution to homelessness.

## Our Four Goals

1. END THE HOMELESS HUMANITARIAN CRISIS THAT IS RAVAGING OUR STREETS, CANYONS, AND PUBLIC PARKS — Despite what elected officials say, this is an achievable goal via a combination approach of Sunbreak Ranch as our region’s central homeless triage location, coupled with the development of a Real Time Shelter Dashboard and a Real Time Employment Dashboard. This dual “compassion-centered” approach will help save thousands of lives of our fellow citizens, as well as save billions of taxpayer dollars.
2. RETURN TO THE RULE OF LAW ON ALL OF OUR STREETS, CANYONS AND PUBLIC PARKS — AND ESTABLISH A FUTURE OF DIGNITY AND RESPECT FOR ALL — This is achievable once Sunbreak Ranch is operational, because “*Sunbreak will establish a clean, healthy, safe, and secure place for everyone in need*”. This is the key ingredient to enable our return to the Rule of Law and establish a future of dignity and respect for all.
3. MAKE SAN DIEGO THE CLEANEST BIG CITY IN AMERICA — San Diego was once one of the cleanest big cities in America, but now is disgustingly filthy beyond recognition. With the Sunbreak Ranch homeless triage location operational, matched with our return to the Rule of Law, making San Diego the cleanest big city in America will become a reality.
4. RETURN OUR STREETS, CANYONS, AND PUBLIC PARKS TO CLEAN, HEALTHY, SAFE, AND SECURE PLACES FOR EVERYONE TO ENJOY — By achieving our first three goals, this one will quickly fall into place.

[CLICK TO SIGN THE PETITION](#)

## Sunbreak Plan / Triage First

Sunbreak is designed to be the “compassion-centered” location solution for all homeless persons in need — a triage center that will help each individual get where best fits their needs:



[CLICK TO ENLARGE IMAGE](#)

## Jobs Jobs Jobs

The best way to help people get back on their feet is by helping them find suitable jobs that will enable their return to independent living.

Sunbreak Ranch will have a [Real Time Shelter Dashboard](#) on-site to help residents locate open beds and housing around the county. Likewise, Sunbreak will have a [Real Time Employment Dashboard](#) on-site to help residents locate jobs and job training opportunities around the county. The two Dashboards will have Sunbreak representatives on hand to assist residents in their searches.

Employers throughout the county will be encouraged to offer jobs and job training opportunities for Sunbreak's residents via our [Real Time Employment Dashboard](#).

## Sunbreak Endorsement Team

The following individuals and organizations have endorsed the concept of immediately implementing the Sunbreak Plan as the Comprehensive Homeless Solution for San Diego and the United States of America. We invite everyone to join us in endorsing Sunbreak - to do so please email us using the website [contact form](#).

[CLICK TO VIEW THE TEAM](#)

## PROPOSED SITE FOR SUNBREAK RANCH

Sunbreak Ranch is not site-specific or location-dependent. We are open-minded to all site opportunities that meet the needs of our homeless brothers and sisters.

Miramar and Otay Mesa are our favored locations, both being about 15 minutes from downtown San Diego. In fact, these locations are closer to downtown San Diego than Scripps Ranch, Mira Mesa, and Del Mar. And thousands commute downtown daily from distances much further away.

Based on our “Federal Leadership, Local Control” approach to homelessness, the unused federal lands just east of Interstate 15 on the Marine Corps Air Station Miramar presents a unique and compelling opportunity. This location is at the heart of San Diego County and easily accessible to everyone. From Interstate 15, exit Miramar Way, head east for about three seconds and park...then IMAGINE the possibilities in this beautiful setting:

### Aerial View of Proposed Miramar Site



A short 15 minute drive from downtown San Diego.  
Closer to downtown than Scripps Ranch, Mira Mesa, and Del Mar.



A short 15 minute drive from downtown San Diego.  
Closer to downtown than Scripps Ranch, Mira Mesa, and Del Mar.

[CLICK TO VIEW THE ALTERNATIVE OTAY MESA SITE](#)

Sunbreak Ranch Architectural Layout





Thank you to the incredible team at [Davy Architecture](#).

[CLICK TO ENLARGE IMAGE](#)

## Sunbreak Ranch Amenities + Benefits

Sunbreak is designed to be a large-scale temporary ranch in the layout of the Old California Ranchos – befitting California’s rich history and topography. It will be a creative, one-of-a-kind location featuring 35 plus amenities and benefits that strive to make the Ranch the best possible temporary home for our homeless brothers and sisters, friends and neighbors.

[CLICK TO VIEW THE AMENITIES](#)

## Articles That Launched Sunbreak Ranch

[CLICK TO VIEW ARTICLES](#)

## Sign the Petition to Support Sunbreak Ranch

[CLICK TO SIGN THE PETITION](#)

## Take Back San Diego

[Take Back San Diego](#) is a non-partisan, non-political grassroots coalition of native (and long-time) San Diegans who, in unison, are saying NO MORE to the homeless status quo of suffering.

[CLICK TO LEARN MORE](#)

## How You Can Help



We don't want your money, we want your participation and action.

[CLICK TO LEARN MORE](#)



## Contact

Contact Persons: [George Mullen](#) and [Brian Caster](#)

Name (required)

Email (required)

Message

**Send**

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Tags: Alpha Project, Balboa Park, Bill Walton, Bob McElroy, Brian Caster, Brown Field, Camp Hope, Coronado Homeless, Dan Shea, Deacon Jim Vargas, Donnie Dee, Downtown San Diego Partnership, ECTLC, Father Joe's, Federal Leadership Local Control, fentanyl, George Mullen, Greg Gutfeld, Greg Gutfield, Hepatitis A outbreak, Homeless Crisis, Homeless solutions, Homeless Transition Center, Homeless veterans, Kevin Faulconer, Lawrence Jones, Lucky Duck Foundation, Malin Burnham, MCAS Miramar, Michael Branch, Michael McConnell, Miramar, Otay Mesa, Peter Seidler, Rescue Mission, Richard Bailey, Rick Sweeney, Rotary, Rotary District 5340, San Diego Homelessness, San Diego Rotary, St. Teresa of Calcutta Villa, Stephen Whitburn, Sunbreak Plan, Sunbreak Ranch, Todd Gloria

