



2021 Annual Report



HOUSING
SANTA CRUZ COUNTY

Dear Housing Santa Cruz County Supporters,



It is with deep gratitude and heartfelt excitement that I'm writing to you. As you likely know, Housing Santa Cruz County (HSCC) kicked off 2021 with an online event announcing the launch of our organization and our work. The event featured California State Controller - Betty Yee, sister advocacy group, East Bay Housing Organizations, and presentations from two residents of local affordable housing communities. By the end of our launch event more than 30 organizations in our region had become sponsors or partners in our work. Since that time our base has grown to over 100 individuals and groups, and we rounded out the recruitment of an incredibly accomplished [Governing Board](#). **Our growing base of individual and organizational supporters offer a strong testament to the need for local, organized housing advocacy – and the growing public support and political will to make change.**

This annual report has been created to share all that we have accomplished in our first year of operation. None of this could have been done without your active engagement and we hope that we can count on your ongoing support. While there is much more to do in the year ahead to ensure thousands more county residents and workers have a decent, affordable place to live, we celebrate our early successes in the following areas of focus.

Sincerely,

Don Lane

Board Chair, Housing Santa Cruz County

Education and Affordable Housing Project Tracking

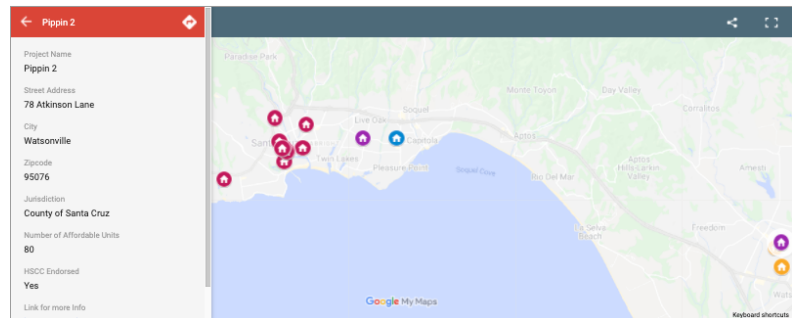


HOUSING
SANTA CRUZ COUNTY

One of HSCC's chief goals is to increase transparency and information about our County's needs and opportunities to make sure all of our neighbors have a safe, stable, affordable home. **In 2021, we developed and launched a [dynamic affordable housing project map and tracker](#) – the first of its kind for Santa Cruz County.** This tool allows you to see active affordable housing projects and provides you with a link to get more detailed information on each one. We hope that you have been able to utilize this tool to stay informed throughout the year and we are hopeful that we'll be able to add more projects to the tracker throughout 2022.

Improvements to the site are being made on a regular basis and we would love to hear your feedback and suggestions for how this tool could be more useful to your community. **Please contact us at: director@housingsantacruzcounty.com**

Learn more about housing projects in Santa Cruz County:



Funding for Affordable Housing

REVENUE MEASURES THAT WE HAVE BEEN WORKING ON INCLUDE:

- County of Santa Cruz Sales Tax Measure
- City of Santa Cruz Sales Tax Measure
- Empty Homes Tax Citizen Initiative Measure (City of Santa Cruz)

Housing Santa Cruz County was born out of our earlier efforts to create a new local revenue stream to fund the creation of new affordable housing. Thus, we remain attentive to this issue. We have been **working with local elected officials and community groups** to see that upcoming local revenue ballot measures include funds that will be dedicated to **affordable housing** and to **addressing the needs of the unhoused**.

As ballot measures advance throughout this year's election cycle, we will ensure that our supporters will remain up to date on progress being made and aware of the activity of specific campaigns. [Sign up for our newsletter to stay up to date.](#)

ADVOCACY BY THE NUMBERS



HOUSING
SANTA CRUZ COUNTY

In the past year HSCC advocated for **10 projects and policy proposals**, which resulted in funding or approval for **more than 400 affordable apartments** and set the stage for hundreds more apartments to be developed.

Our work in the past year also included **activating our online advocacy tool on six separate occasions**. Our tool enlists our broad base of supporters to engage in very specific letter writing and email campaigns. Additionally, **representatives of Housing Santa Cruz County spoke at eight public meetings** to advocate for specific projects and policies outlined below. Among the projects and issues we worked on:

- **831 Water Street** – 140 apartments including 70 affordable to low-income households
- **Calvary Church Lot** – 65 affordable apartments including 20 units of permanent supportive housing
- **Capitola Mall re-use with housing** – opportunity site with potential for 200 to 300 affordable units
- **130 Center Street** – 31 very low income studio apartments included in a larger single-room-occupancy development
- **Downtown Santa Cruz Library mixed use project** - includes 125 affordable apartments
- **Pippin 2** - 80 low income units including set-aside for farmworker families
- **ACA 1** – Proposed state of California constitutional amendment to lower the threshold for approval of affordable housing revenue ballot measures
- **Empty Home Tax** – will generate revenue for affordable housing subsidy in the city of Santa Cruz
- **State of California Disaster Tax Credit allocations** - Funding for 3 affordable projects in Santa Cruz County

As we begin 2022, **we foresee the need to engage more frequently with our current projects and those that are coming down the pipeline**. If you or your organization would like to request support or endorsement for your project or policy proposal, please go to our website to review our guiding principles and criteria for endorsements apply at:

<https://www.housingsantacruzcounty.com/endorsements>



HOUSING
SANTA CRUZ COUNTY

Building a Base During a Pandemic

As we launched in the midst of the COVID-19 pandemic, virtual tools of engagement have been critical to building our base, engaging with the community, and keeping people informed about our work in a neverending news cycle. **Housing Santa Cruz County can be found across multiple social media platforms, offering news and educational materials to keep citizens abreast of local housing issues and developments, as well as tools and resources to help folks engage on specific advocacy projects.** HSCC already has more than 700 followers across platforms, and we're committed to growing our base to build political will for our movement. We want to hear from you.

PLEASE SHARE, LIKE,
FOLLOW, AND JOIN THE
CONVERSATION ON:

- Facebook: @housingscc
- Instagram: @housingscc
- Twitter: @housingscc

In addition to joining the conversation on social media, **HSCC also produces a monthly newsletter, containing highlights of our advocacy work and links to the latest news on local and state affordable housing issues.** In our first year, 720 individuals subscribed to our newsletter and the newsletter has an excellent "open" rate.

If you are interested in receiving the newsletter or want to encourage others to follow our collective efforts to advance affordable housing in Santa Cruz County, please [click here](#). For those of you who have been receiving our newsletters but haven't had an opportunity to join our ranks, please do so here: <https://www.housingsantacruzcounty.com/join-us>



[Photos courtesy of Eden Housing]

Affordable Housing Month Events



HOUSING
SANTA CRUZ COUNTY

May is Affordable Housing Month, an exciting opportunity to bring affordable housing to the forefront of conversation across the county. In 2021, HSCC organized and coordinated a wide range of Affordable Housing Month activities. **We supported 16 events that took place over the course of 30 days.** Event topics ranged from a presentation on homelessness funding, to a bicycle tour of existing affordable apartment complexes to the ribbon-cutting event at a new 100% affordable family housing apartment building. **We also hosted the signature event of Santa Cruz County's Affordable Housing Month:** a panel featuring the elected leaders of our county's five local government jurisdictions each discussing their specific plans for creating additional affordable housing opportunities.



[Photo courtesy of Eden Housing]

“Even more than a beautiful and safe home, living here provides opportunities for me and especially my daughter. I have the stability I need to finish college and continue my career. This has made a huge life-changing difference for us!”

— Laura C.

Aptos affordable housing resident

AFFORDABLE HOUSING MONTH 2022:

As the lead organizer for Affordable Housing Month 2022, we hope that we will be able to promote and coordinate a hybrid of in-person and virtual events throughout the month of May. **If you are interested in hosting an Affordable Housing Month event in 2022, please contact us at: director@housingsantacruzcounty.com.**

Organizational Development



HOUSING
SANTA CRUZ COUNTY

After many years of work educating policymakers and stakeholders on the need for and benefits of affordable housing and advocating for affordable housing projects through ballot measures, the founders of Housing Santa Cruz County believed that 2021 was the moment to start a new, broad-based organization to welcome even more folks to join in our efforts.

During our first year of operations, **our organization has grown from our initial organic base of supporters to a broad base of community organizations** that share our values and see the importance of our work. As we continue our efforts to ensure Santa Cruz County is an **inclusive, thriving, and sustainable** community by promoting **affordable, safe, stable** homes for **local residents and workers**, we hope that many more individuals and organizations join our ranks to make our collective voice even more influential in the coming years. Our organization also raised **more than \$100,000** in the form of sponsorships, grants and donations.

Housing Santa Cruz County is a fiscally sponsored project of New Way Homes. As such, New Way Homes provides accounting and fiscal oversight for our work. Our organization has the benefits assigned to nonprofits with 501c3 status and your donations are tax-deductible.

Over the course of the past year, **we transitioned HSCC's leadership from an informal steering committee to a more formal governing board with by-laws and officers**. We formed several committees, including an executive committee, an endorsements and policy committee, a communications and engagement committee, and a committee to ensure that South County receives focused attention for the particular affordable housing needs and issues in that community.

At the start of the 2021, we engaged the services of **Jordan Taylor** to take on several administrative and online responsibilities. We have also utilized the services of Miller Maxfield Strategic Communications to advise us on various communication and presentation efforts. And, at the end of the year, we entered into an agreement with **Brooke Newman** to fulfill the responsibilities of Interim Managing Director – overseeing a wide range of activities and operations of HSCC. We anticipate that our organization will successfully recruit an Executive Director by the end of the year.

HSCC Goals for 2022



HOUSING
SANTA CRUZ COUNTY

We are setting even more ambitious goals for 2022 to support our shared goals for Santa Cruz County. Housing Santa Cruz County's goals for this year include growing our base of support, annual budget, and staffing capacity to further the policy and project objectives outlined below:

- *Provide assistance, support and/or advocacy to a minimum of 8 projects containing substantial affordable housing units based on our Board's formal review and endorsement process.*
- *Contribute to the approval (by local government entities throughout our county) of siting, funding and/or approval of 250 affordable housing units in multiple local jurisdictions through advocacy, support and project assistance.*
- *Host or co-host 6 community education, engagement and advocacy events regarding critical housing topics across all jurisdictions within Santa Cruz County.*
- *Speak at local government jurisdiction meetings in support of specific affordable housing projects and to support local policies that will increase the supply of affordable housing.*
- *Work with local jurisdictions to assess feasibility of placing an affordable housing funding measure (or measures) on the November 2022 ballot, and advocate for placement on voters' ballot if/when appropriate.*
- *Initiate work with at least 2 jurisdictions to seek the "Pro-Housing" designation from the State.*



[Photos courtesy of Eden Housing]

BECOME A SUPPORTER OF HSCC TODAY!



HOUSING
SANTA CRUZ COUNTY

If, like us, you believe:

- Santa Cruz County is facing a housing crisis made worse by COVID and the wildfires.
- All of our neighbors: teachers, farmworkers, social workers, seniors, people with disabilities deserve an opportunity to live in Santa Cruz County.
- The lack of affordable housing is forcing families and young people into overcrowded living, or to leave our community.
- Healthy, happy communities are diverse communities.
- Climate Change can be mitigated through smart, affordable and sustainable housing solutions.
- Our elected officials need to be held accountable and support housing.
- More members of our community need to be informed and engaged on the critical need for affordable housing; recognizing that housing systems and resources are not easy to navigate for some of our community members, leaving their voices out of decision making process.
- Our systems need to do a better job at engaging with those who are most marginalized due to economic status, immigration status, language barriers, and structural racism.

Then now is your chance to **join Housing Santa Cruz County** in helping to build a more affordable Santa Cruz County for all.

Our fiscal sponsor, New Way Homes, Inc. is a 501(c)3 nonprofit organization and because no goods or services were provided by our organization in return for the contribution, **your contribution is tax-deductible** to the extent allowed by law.

New Way Homes tax ID # is 47-4091853.

You can make your donation online at

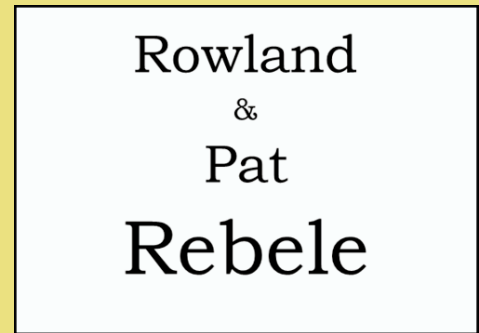
<https://www.housingsantacruzcounty.com/join-us>

or mail a donation check to:

Housing Santa Cruz County

132 Van Ness Avenue
Santa Cruz, CA 95060

THANK YOU TO OUR SPONSORS!



THANK YOU TO OUR SPONSORS!

