



HOUSING

SANTA CRUZ COUNTY

Housing Santa Cruz County March Newsletter

Dear HSCC Supporter,

Welcome to the March Newsletter from Housing Santa Cruz County!

As spring blooms, so does our commitment to affordable housing advocacy! In this edition, we're excited to share details about our upcoming Affordable Housing Month kickoff event, where you can learn how to get involved and support this important initiative.

Plus, discover recent groundbreaking developments, including a significant milestone in Capitola. And of course, stay informed with the latest affordable housing news and updates from the past month.

Join us as we continue to work towards a future where everyone in Santa Cruz County has access to safe, stable, and affordable housing.

Warm regards,
The Housing Santa Cruz County Team

Affordable Housing Month Kickoff: Be Part of the Solution!

Join us for an inspiring afternoon featuring a presentation and Q&A with **Dr. Margot Kushel, MD** on the intersection of affordable housing, homelessness, and public health, as well as light refreshments and networking with affordable housing professionals and supporters.

For over three decades, Dr. Kushel has both cared for people who experience homelessness and studied the causes, consequences, and solutions to homelessness. Presenting results from her research -- including the largest representative study of homelessness in three decades -- Dr. Kushel will outline how we got here, what the consequences are, and what we need to do to advance solutions. She will discuss new possibilities opened by recent policy advances, the evidence behind Housing First, and the critical role of advancing affordable housing solutions to end homelessness and improve health outcomes. **Dr. Kushel is a professor of medicine at UCSF and Director of the UCSF Benioff Homelessness and Housing Initiative.**

Your ticket purchase includes entry to the event and light refreshments. **We urge you to make an additional contribution** to support Housing Santa Cruz County in advancing our mission to ensure Santa Cruz County is an inclusive, thriving, just, diverse, culturally rich and sustainable community by promoting affordable, safe, stable homes for local residents and workers.

Thank you for joining the conversation during Affordable Housing Month and helping HSCC advance our goals to make sure everyone in Santa Cruz County has access to safe, stable, and affordable housing!

Tickets can be purchased here: bit.ly/ahm-kickoff-2024



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HOUSING SANTA CRUZ COUNTY PRESENTS:

AFFORDABLE HOUSING MONTH KICKOFF

BE PART OF THE SOLUTION!

**SATURDAY
MAY 4TH,
2024**

4:00PM - 6:00PM

JOIN US AT THE

HOTEL PARADOX

611 OCEAN ST.
SANTA CRUZ, CA 95060

FEATURING
DR. MARGOT KUSHEL



**DIVISION CHIEF, UCSF CENTER FOR VULNERABLE POPULATIONS
DIRECTOR, BENIOFF HOMELESSNESS AND HOUSING INITIATIVE**

FOR MORE INFORMATION & TICKETS:

[BIT.LY/AHM-KICKOFF-2024](https://bit.ly/AHM-KICKOFF-2024)

QUESTIONS? EMAIL ADMIN@HOUSINGSANTACRUZCOUNTY.COM

**Affordable Housing Month
is Just One Month Away!**

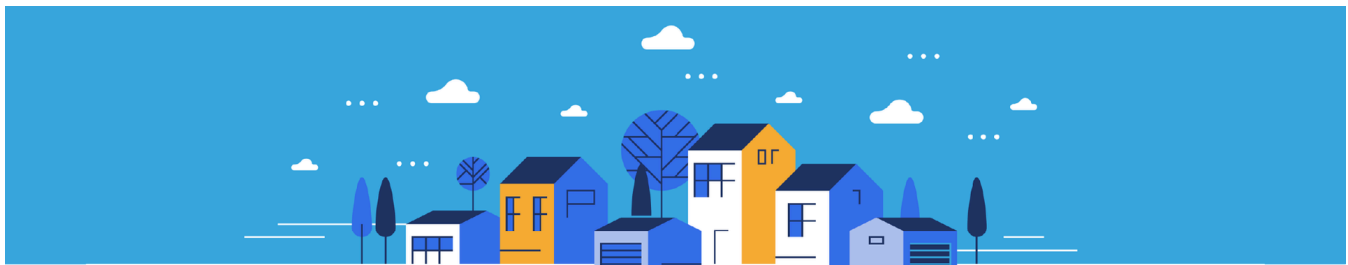
Affordable Housing Month is just around the corner in May! We invite you to join Housing Santa Cruz County

Sponsor Affordable Housing Month: Your tax-deductible sponsorship directly supports our mission to ensure Santa Cruz County is an inclusive, thriving, just, diverse, culturally rich and sustainable community by promoting affordable, safe, stable homes for local residents and workers, and enables us to bring a high quality Affordable Housing Month to Santa Cruz County for 2024. Supporting Affordable Housing Month with a financial contribution allows you to reach new audiences through your partnership with HSCC, tapping into our engaged affordable housing supporter base, and visibly establishing your organization as a dedicated champion for Affordable Housing in Santa Cruz County.

[Click here to download our sponsorship form](#), and please contact us if you have any questions.

We are in the process of finalizing details for all of this year's events and will be publishing our Events Calendar in early April! Keep an eye on the Affordable Housing Month page of our website to make sure you're in the know as soon as we get the calendar published: www.housingsantacruzcounty.com/affordable-housing-month

Make a plan to attend some of the awesome events we have happening this May! Let's come together to celebrate, educate, and advocate for affordable housing in Santa Cruz County. Your involvement makes a difference!



May is Affordable Housing Month!

Advance affordable housing solutions

Education • Activism • Engagement

Join us! Attend an event!



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Recent Capitola Groundbreaking: The Bluffs at 44th

Earlier this week, we joined with local housing partners to celebrate the groundbreaking of CRP Affordable Housing and Community Development's new project, "[The Bluffs at 44th](#)" (4401 Capitola Rd).

This 100% affordable community project will bring 36 units to Capitola, and will be a mix of 1-bedroom, 2-bedroom and 3-bedroom apartments!

We're always thrilled to see 100% affordable projects taking shape in Santa Cruz County and look forward to seeing all of the people and families who will come to call this community home.

Check out some pictures captured by our Executive Director, Elaine Johnson, at the groundbreaking event:





Explore Affordable Housing News

Stay up to date with the latest developments in local affordable housing by exploring our news section. We've curated a collection of 10 informative articles to keep you informed about housing issues in Santa Cruz County! Dive into the details, stay informed, and join us in our advocacy for affordable housing:

1. [Progress highlighted on homeless services in Santa Cruz](#)
2. [A year after devastating flood, Pajaro still struggling to recover](#)
3. [Housing and Homelessness on the Ballot in California's Super Tuesday Elections](#)
4. [Santa Cruz County added ADUs at a higher rate than others in region](#)
5. [Santa Cruz council denies oversized-vehicle ordinance appeal](#)
6. [New housing projects in Aptos, Freedom, Santa Cruz](#)
7. [Vote tallies nearly complete for March races](#)
8. [Downtown Santa Cruz hotel approved by city council](#)
9. [Rising homelessness in Watsonville prompts new strategies](#)
10. [Charting a path to equity: Housing Matters hosts 'Picture This: Reimagining Home and Belonging' event](#)

[Join Housing Santa Cruz County Today!](#)

Housing Santa Cruz County is working every day to keep affordable housing development top of mind amongst policymakers and community leaders.

Your tax-deductible donation will help us maintain a steady presence and pressure at the local and State level to enact and support meaningful affordable housing policy and projects throughout Santa Cruz County. Please consider becoming a recurring contributor to our work, if you aren't already!



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