



HOUSING

SANTA CRUZ COUNTY

Affordable Housing Month was a blast!

Dear HSCC Supporters,

What an incredible month May has been! Santa Cruz County Affordable Housing Month 2023 was a resounding success, and we couldn't have done it without each and every one of you. With this community's support and dedication, we made significant strides in our mission to ensure that everyone in Santa Cruz County has a safe, stable, and affordable place to call home.

Let's take a moment to recap the highlights of this momentous month:

Throughout May, HSCC co-sponsored a total of 17 events that brought the community together, raised awareness, and fostered meaningful conversations.

We kicked off the month with an inspiring event featuring the renowned housing expert, Shane Phillips. His insights and vision for a more equitable housing landscape left us feeling inspired and motivated to drive change.



Keynote Speaker Shane Phillips at the HSCC Affordable Housing Month 2023 Kickoff Event

[View Kickoff Photos](#)

We also celebrated **multiple groundbreakings**, symbolizing the beginning of new affordable housing developments in our community. These projects are a testament to what can be achieved when we come together to address the pressing issue of housing affordability.



Groundbreaking Ceremony for 415 Natural Bridges featuring HSCC's Executive Director Elaine Johnson with Congressman Jimmy Panetta, Santa Cruz Mayor Fred Keeley, Housing Authority Executive Director Jenny Panetta and many more!



Groundbreaking for MidPen Housing's Jessie St Terrace featuring MidPen Project Manager Diana Alfaro,

One of the many highlights of the month was the fantastic workshop led by Dr. Tiffany Manuel, affectionately known as DrT. Her expertise in the field of housing advocacy and education provided valuable insights to our community. DrT's engaging presentation left us equipped with the tools and knowledge to be effective advocates for affordable housing.

A huge thank you to **Ecology Action** and the **Land Trust of Santa Cruz County** for co-hosting the event with us!



Dr. Tiffany Manuel pictured with Land Trust of Santa Cruz County Executive Director, **Sarah Newkirk**, Ecology Action Vice President of Community Relations, **Kirsten Liske**, and HSCC Executive Director, **Elaine Johnson**.

SANTA CRUZ COUNTY
AFFORDABLE HOUSING MONTH

THE HOUSING SQUEEZE

SANTA CRUZ COUNTY'S ELECTED LEADERS
TELL US HOW THEY ARE RESPONDING

Join a moderated discussion with Watsonville Mayor Eduardo Montesino, Santa Cruz Mayor Fred Keeley, Scotts Valley Mayor Jack Dilles, Capitola Mayor Margaux Keiser, and County Board of Supervisors Vice-chair Justin Cummings.

May 18 • 7:00 p.m. • Zoom

HOSTED BY:

We partnered with Lookout Santa Cruz to host "**The Housing Squeeze**," a virtual moderated discussion featuring local leaders from each jurisdiction in Santa Cruz County. Thank you to Watsonville Mayor **Eduardo Montesino**, Scotts Valley Mayor **Jack Dilles**, Capitola Mayor **Margaux Keiser**, Santa Cruz City Councilmember **Sonja Brunner** and County Board of Supervisors Vice-chair **Justin Cummings**. And a big thank you to Christopher Neely for moderating and **Lookout Santa Cruz** for co-sponsoring the event!

The discussion is available to watch via YouTube: <https://www.youtube.com/watch?v=BRce0J2VZh8>

Collaboration was key during Santa Cruz County Affordable Housing Month, and our partnership with the **Santa Cruz Public Libraries** resulted in an enlightening local experts panel. We had the privilege of hearing from Santa Cruz County Administrative Officer **Carlos Palacios**; Executive Director of the Housing Authority of Santa Cruz County **Jenny Panetta**; Director of the Santa Cruz County Human Services Department **Dr. Robert Ratner**; and our own Executive Director **Elaine Johnson**; all of whom shared their perspectives on housing challenges and potential solutions. The panel served as a platform for thoughtful discussions and created space for community voices to be heard. Thank you to SCPL for putting on this event and for getting involved in Santa Cruz County Affordable Housing Month!

Elaine Johnson, J.D. Executive Director of Housing Santa Cruz County	Carlos Palacios Santa Cruz County Administrative Officer	Jenny Panetta Executive Director of Housing Authority, Santa Cruz County	Dr. Robert Ratner Director, County of Santa Cruz, Human Services Department, Housing for Health (H4H) Division

SCPL Affordable Housing Month Event Panelists

None of this would have been possible without the generous support of our **Affordable Housing Month Sponsors!**

We extend our heartfelt gratitude to each organization and individual who contributed their time, resources, and energy to make this month so special. Your commitment to our cause is truly inspiring, and **we thank you from the bottom of our hearts.**

Thank you to our Affordable Housing Month Sponsors!



Housing for Health Partnership



Lookout
SANTA CRUZ

Salud Para La Gente

Working Together for a Healthy Community



LAND TRUST
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Ecology
Action



**SANTA CRUZ
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CITY OF
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Bay Federal
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Community Action Board
of Santa Cruz County, Inc.



HOUSING AUTHORITY
OF THE COUNTY OF SANTA CRUZ



NEW WAY HOMES



Housing
Matters



Temple Beth El
Reform Judaism, Santa Cruz Style
Jewish Community Center, Aptos, California



Sutter
Health



CLEANSWEEP
CAMPAIGNS



1ST
CAPITAL
BANK



SECOND HARVEST
FOOD BANK
SANTA CRUZ COUNTY



SANTA CRUZ
COMMUNITY
HEALTH



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

UC SANTA CRUZ



SANTA CRUZ
COMMUNITY
CREDIT UNION



Resource Center for
NONVIOLENCE

Peter Weng
Charitable Foundation

As we reflect on the achievements of Santa Cruz County Affordable Housing Month 2023, we are reminded of the work that lies ahead. The need for affordable housing remains a pressing issue, and we invite you to join us in continuing this crucial mission. Your support is instrumental in our efforts to create lasting change and build a better future for all residents of Santa Cruz County.

Please consider making a donation to HSCC today. Your contribution will help us advocate for affordable housing policies, educate the community, and support initiatives that make a tangible difference in the lives of individuals and families struggling with housing insecurity.

Together, we can make affordable housing a reality for everyone in Santa Cruz County. Thank you for being a part of this journey, and we look forward to continuing our work with your support.

[Click Here to Donate to HSCC Today!](#)

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