



HOUSING

SANTA CRUZ COUNTY

January 2022 Newsletter

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Wow What a Year!

Looking Back on 2021

A more detailed Annual Report will be coming your way in the next two weeks. In the meantime, here are some highlights of what we've accomplished together:

As we ring in the new year, we look back on all that HSCC has accomplished in our first year. On February 25th we officially launched Housing Santa Cruz County

introducing our new organization to community members. A total of 148 community members and elected officials were in attendance and our special guest was State Controller Betty Yee. We raised \$19,400 during our launch week and we were off and running!

HSCC Membership & Sponsors:

Throughout the year we continued to grow our membership and gain new sponsors. Currently we have over 100 members and 700 activists on our email list. We also developed partnerships with many community organizations that support the work we do to create more affordable housing opportunities for people who live and work in Santa Cruz County.

Established Governing Board:

In June, we introduced our newly established governing board to the community. The diverse fourteen-member board, which includes representatives from all local jurisdictions, is committed to HSCC's mission to promote affordable, safe, stable homes for our county's residents and workers.

Endorsements:

HSCC endorsed several projects, local initiatives, and legislation in its first year:

- Legislation
 - AB 1401 - reduces parking requirements for projects on transportation corridors to reduce production costs for affordable housing projects.
 - ACA-1 - would help secure more funding for affordable housing by lowering the threshold for passing bonds (housing and infrastructure) from 66% to 55%.
 - Empty Home Tax initiative in the City of Santa Cruz
- Affordable Housing Projects
 - Cedar Street (Calvary Church)
 - 831 Water Street
 - 130 Center Street
 - Pippin Phase II
 - Library Mixed-Use Project

Other Advocacy Efforts

- Central Coastal Commission: Encouraged diversity for Coastal Commission vacancies to address coastal zone housing inequities
- California Tax Credit Allocation: Advocated for an allocation system that prioritized credits for counties that had the greatest housing loss due to 2018 & 2020 fire disasters

Social Media

We activated Facebook, Instagram, and Twitter accounts to increase membership and gain support for HSCC's affordable housing advocacy efforts.

New Website Feature - Affordable Housing Project Tracker

Many thanks to Jordan Taylor for developing the affordable housing project tracker that can be found on HSCC's website. This tool tracks projects "in the pipeline" for all five local government jurisdictions.

Successful 2021 Affordable Housing Month

HSCC coordinated a series of events for Affordable Housing Month (AHM). A total of 16 public events highlighting affordable housing issues were held throughout the county during the month of May. Kudos to Diana Alfaro for her coordination efforts that helped make the county's AHM a success and many thanks to our AHM sponsors: City of Santa Cruz, UC Santa Cruz, and Lookout Santa Cruz.



Our mission is to ensure that 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.

HSCC 2022 Policy Platform

To accomplish our mission, HSCC promotes funding and policy initiatives that create affordable housing development at all levels of affordability, educates county residents about affordability needs and opportunities, and promotes public participation in advocacy efforts to increase housing affordability in our region.

HSCC's policy platform includes the following county-wide as well as jurisdiction-specific strategies to address affordable housing issues in the coming year:

County-wide:

- Create new local funding streams dedicated to affordable homes for lower income residents, including filling the gap in pre-development funds to initiate new projects.
- Maintain ambitious regional housing needs allocation (RHNA) targets for all jurisdictions within Santa Cruz County.
- Support housing elements in each jurisdiction that aim to designate specific viable sites and workable policies to create affordable housing.
- Encourage each jurisdiction to participate in the State of California "[Pro-Housing Designation Program](#)"

By Jurisdiction:

- **Capitola:** Support the rare opportunity for the redevelopment of the Capitola Mall with at least 30 percent of the housing units being truly affordable to a mix of lower income levels.
- **Santa Cruz:** Promote the use of every viable site for affordable housing in South of Laurel and Downtown plans and in other opportunity sites throughout the city.
- **Watsonville:** Encourage designation of key sites in the new Downtown plan for higher density, multi-story affordable housing.
- **Scotts Valley:** Encourage the inclusion of a significant percentage of housing at each level of affordability in the Town Center development.
- **Unincorporated Santa Cruz County and Watsonville:** Support new farmworker housing development at very low and extremely low affordability rates.
- **Unincorporated Santa Cruz County:** Meet the housing goals of the [Housing for a Healthy Santa Cruz County](#) plan in order to significantly reduce homelessness in our county.

HSCC's Policy and Project Objectives for 2022

While we plan to strengthen our organization's resources, we want to ensure that HSCC is successful in working to achieve our mission to increase affordable housing opportunities for people who live and work in our community. To this end, we plan to accomplish the following are policy and project objectives in 2022:

- **Provide assistance, support and/or advocacy to a minimum of eight projects** containing substantial affordable housing units based on our Board's formal review and endorsement process.
 - **Contribute to the siting, funding and/or approval of 250 affordable housing units** in multiple local jurisdictions through advocacy, support and project assistance.
 - **Host or co-host six community education, engagement and advocacy events** regarding critical housing topics across all jurisdictions within Santa Cruz County.
 - Initiate work to **seek the "Pro-Housing" designation from the State with at least two jurisdictions**. Watch for more information on the Pro-Housing designation in our February Newsletter.
 - Speak at local government jurisdiction meetings to **support specific affordable housing projects and local policies to 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.
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HSCC Governing Board Updates: Meet Brooke Newman

HSCC continues to increase our activity level in several different ways:

As we noted in last month's newsletter, Brooke Newman has joined us as our Interim Managing Director. [Read more about Brooke here.](#)

Our Board is taking up several project and policy endorsement questions right now: Veterans' Village in Ben Lomond, Downtown Library/Housing ballot measure, and Renters' Tax Credit proposal at the state level. More to come!

We have made an agreement with Miller Maxfield Communications for their help with our community engagement and membership growth activities. There is lots of work to do to increase participation in our movement and make even more progress to create affordable homes for folks in our community.

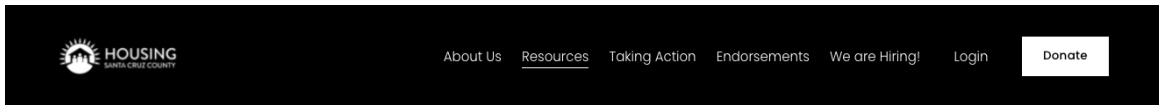
Affordable Housing Month is coming up in May and we are formulating our plans for a series of terrific events and opportunities to get more deeply involved. If you are part of an organization that would like to put together an affordable housing-

related event (online or in-person) in May, please let us know at admin@housingsantacruzcounty.com

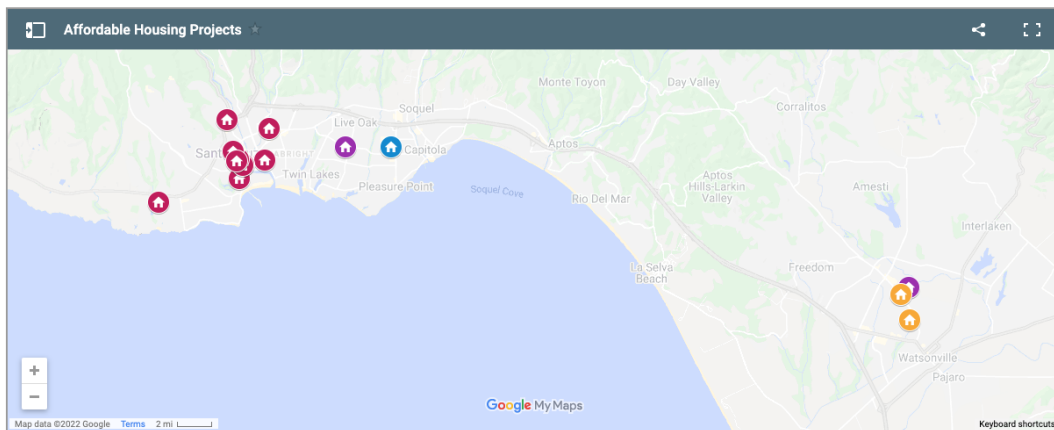
— **Don Lane**, Governing Board Chair

Track Affordable Housing Projects

Housing Santa Cruz County continues to track all the affordable housing projects "in the pipeline." Real projects are being worked on every day in our five local government jurisdictions. We invite you to [follow these projects with this LINK](#) and weigh in on them at appropriate times. If you know of a project that should be included, please feel free to email us at admin@housingsantacruz.com.



Learn more about housing projects in Santa Cruz County:



For more information on Santa Cruz County Affordable Housing Projects:

[Choose Santa Cruz Affordable Housing Map](#)

[City of Santa Cruz Affordable Housing Self Guided Bike Tour](#)

Keep Up With HSCC on Social Media!

We invite you to follow us on social media! We are on [Facebook](#), [Instagram](#) and [Twitter](#). While our newsletter is an excellent resource to get developed information from us month to month, our social media is being updated almost daily and following us is a great way to truly stay up to date with all things HSCC.



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STAY UP TO DATE



FOLLOW US @HOUSINGSCC



Thank you to our Premier Sponsors!



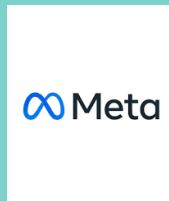
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Meadow Fund



Alexander Gaguine





*Our community thrives when all community members
have access to safe, stable, affordable homes.*

Sign up now to become a member!

Help us build a more affordable Santa Cruz County for all!

Organizational Sponsorships

- \$500 Sustainer
- \$1,000 Supporter
- \$2,000 Patron
- \$5,000 Sponsor
- \$10,000 Premier Sponsor

Individual Memberships

- \$25 - Limited Income
- \$100 - Friend
- \$250 - Supporter
- \$500 - Advocate
- \$1,000 - Champion

Visit www.housingsantacruzcounty.com/join-us to securely submit your donation or mail check to Housing Santa Cruz County, 132 Van Ness Avenue, Santa Cruz, CA 95060.

All donations are tax deductible.

Contact Us: admin@housingsantacruzcounty.com

Sent via ActionNetwork.org. To update your email address, change your name or address, or to stop receiving emails from Housing Santa Cruz County, please [click here](#).