



HOUSING
SANTA CRUZ COUNTY

Housing Santa Cruz County January Newsletter

Dear HSCC Supporter,

As we step into 2024, we're thrilled to bring you the latest updates and exciting happenings in the realm of affordable housing advocacy.

In this edition, we have noteworthy updates on HSCC's ballot endorsements, an action opportunity to support an important housing project, a sneak peek into the upcoming Affordable Housing Month in May, details on a vital Get-Out-the-Vote event, and curated links to local housing news. Together, let's kick off the year with information, engagement, and a shared commitment to making housing more accessible in our community.

Thank you for your continued support, and let's make 2024 a year of positive change for affordable housing!

Warm regards,
The Housing Santa Cruz County Team

HSCC 2024 Ballot Endorsements

YES on Measures K & L

While Santa Cruz County is a lovely place to call home, we still face several challenges. We need to attract and retain frontline healthcare workers, who struggle with the cost of living in our community. We need to better prepare for wildfires and natural disasters and continue ongoing recovery efforts, like repairing roads and potholes. Above all, we must continue to do proven, effective work to address the issues and impacts surrounding homelessness.

Both the County of Santa Cruz and City of Santa Cruz are placing local funding measures on the March 2024 Primary ballot to address these needs and other essential services like supporting affordable housing and improving parks and open spaces to create a healthier, safer Santa Cruz.



Learn more here: <https://www.safehealthysantacruz.com/>

No on Measure M



MEASURE M IS A MAJOR MISTAKE FOR OUR COMMUNITY

Measure M will hinder affordable and workforce housing development just when we need more housing for the people who make our community healthy and successful. Though it was well intentioned, but actually puts more barriers in the way of meeting the housing needs of our essential workers and their families.

Learn more here: <http://www.affordablehousingadvocatessc.org/>

Action Opportunity: Support Peace Village, Deny Appeal



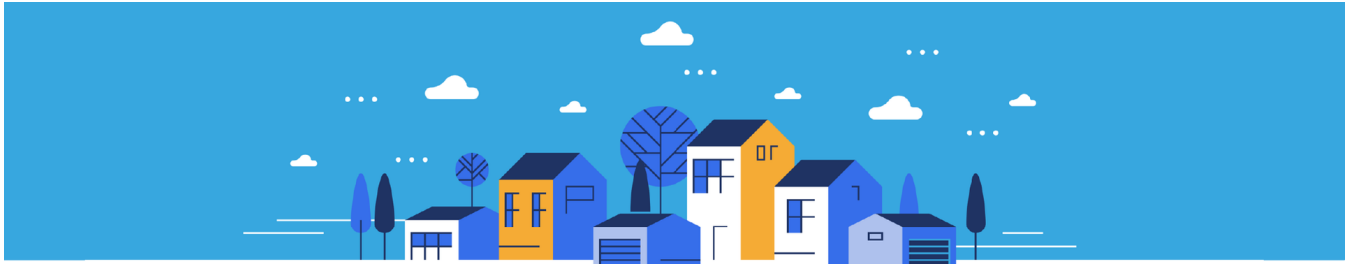
Peace Village project was once again appealed, but this time it will be heard by city council. The council will be considering this item, **Tuesday, February 13th**, sometime in the afternoon, in the Santa Cruz City Council Chambers (809 Center Street, Santa Cruz, 95060). We have not been given a timing estimate at this time, but will follow up as soon as we hear back about this.

If you can't attend in person: Don't worry if you can't make it to the meeting. Your support is still vital! You can use [this link](#) to send a letter to Senior Planner, Brittany Whitehill, expressing your

support for the Peace Village project. Every letter counts, and your words can help sway the decision in favor of affordable housing.

If you're able to attend: We encourage you to join us at the City Council Meeting meeting to express your support for the Peace Village project. Your presence and voice will be instrumental in demonstrating the community's backing for this much-needed affordable housing initiative.

Let's unite and show the City Council that our community is passionate about creating positive change. Thank you for standing with us in support of the Peace Village project!



May is Affordable Housing Month!

Advance affordable housing solutions

Education • Activism • Engagement

Join us! Attend an event!



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Get Ready for Affordable Housing Month 2024!

Exciting news! Affordable Housing Month is just around the corner in May, and we want you to be a part of this impactful initiative. Whether it's a workshop, webinar, or community event, your participation helps shine a spotlight on the importance of affordable housing in our community.

How You Can Join: We invite you to [submit an event proposal](#) and contribute to the success of Affordable Housing Month. Share your ideas, expertise, and passion for creating positive change.

You can check out past events and learn more about the submission process and access the event proposal page for all the details at: <https://www.housingsantacruzcounty.com/affordable-housing-month>

Let's come together to celebrate, educate, and advocate for affordable housing in Santa Cruz County. Your involvement makes a difference!

Stay tuned for more Affordable Housing Month updates!

***Upcoming Event:
Housing is on Your Ballot: Pro-Housing Rally!***

We are so excited to be co-hosting this awesome event on **Saturday, February 3rd** from **3pm-5pm** at **London Nelson Community Center** with Santa Cruz YIMBY, Affordable Housing Now, and the UCSC Student Housing Coalition.

Meet pro-housing candidates, learn more about ballot measures, and mingle with your fellow housing advocates and organizations.

This event will be fun, informative, and free. We can't wait to see you there!

Register now: <https://actionnetwork.org/events/yes-on-housing-party-2024>



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 13 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:

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1. [Building Affordable Housing Gets Easier Under 2024 California Laws, but Many Obstacles Remain](#)
 2. [Stark racial, economic inequalities persist across Monterey Bay, new study finds](#)
 3. [See the new California laws looking to boost affordable home construction](#)
 4. [Cabrillo College gets \\$600K for student basic needs services](#)
 5. [On the Campaign Trail: What District 5 voters want & campaign finance analysis](#)
 6. [Measure M will make housing affordability in Santa Cruz worse](#)
 7. [Guest View: Unfinished business continues into the New Year](#)
 8. [Inside the Affordability Gap Between Renting and Homeownership](#)
 9. [Newsom: Housing conversion program, Homekey, has been a success, needs more funding](#)
 10. [Largest affordable housing project is on its way to Santa Cruz, housing mainly homeless](#)
 11. [Capitola senior housing proposal draws criticism](#)
 12. [Explainer: Measure M, the Housing for People initiative](#)
 13. [Editorial | No on Santa Cruz Measure M: Housing needed for people](#)

[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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