



**HOUSING**  
SANTA CRUZ COUNTY

# **Housing Santa Cruz County November Newsletter**

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## ***Greetings from Housing Santa Cruz County***

As we approach the season of gratitude, we're thrilled to bring you the November edition of our newsletter. It's been a month filled with community engagement, progress on vital housing projects, and meaningful conversations.

Join us as we recap the latest updates, share success stories, and outline opportunities for you to be an integral part of our mission. Together, let's continue building a future where everyone has a place to call home. Welcome to the November newsletter!

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***In the Community:  
HSCC's Event Participation***

We had an absolutely fantastic time at the Monterey Bay Economic Partnership State of the Region event earlier this month.

Our Executive Director, Elaine Johnson, had the privilege of meeting and sharing insights with State Assembly Speaker Robert Rivas.

It was an incredible experience, and we are truly grateful for the opportunity.

Huge thanks to the MBEP for hosting this insightful and informative event. It's these gatherings that help inspire positive change and collaboration in our region!



In a compelling moment captured at United Way's "The Real Cost Measure" event, our dynamic Executive Director, Elaine Johnson, took the stage as a distinguished panelist.

Alongside her were esteemed colleagues, including HSCC Board Member and CEO of Second Harvest Food Bank, Erica Padilla-Chavez.

Elaine's contributions and the collective wisdom of the panel shed light on the multifaceted challenges of housing and community well-being.

Rounding out the month, we were honored to have Elaine participate as a featured speaker in Cradle to Career Santa Cruz County's Family Learning & Leadership Circle (FLLC).

We were so grateful for the opportunity to elevate the voices of BIPOC families who have been disproportionately impacted by our housing crisis, and who deserve to be heard and included in the conversations for housing solutions in Santa Cruz County.

Cradle to Career is a great program filled with courageous leaders and families willing and ready to get to work on what it will take to bring more affordable homes to Santa Cruz County.



## ***Last Call Action Opportunity: Support Peace Village***



Tonight is a crucial moment for the Peace Village housing project, and your support can make a significant impact. The Planning Commission meeting is scheduled for tonight, **Thursday, November 30th, at 7pm** in the Santa Cruz City Council Chambers, [809 Center Street, Santa Cruz, 95060](#).

**If you're able to attend:** We encourage you to join us at the Planning Commission 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.

**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.

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

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# GI ING TUESDAY

***Missed Giving Tuesday?  
You Can Still Make an Impact!***

If the hustle and bustle of the week caused Giving Tuesday to slip your mind, fear not – the opportunity to make a difference is still open!

Your support is crucial in advancing our mission of affordable housing in Santa Cruz County. Whether it's providing a safe haven for a family or aiding in community development, every contribution matters.

**How to Contribute:**

1. Visit our website at <https://www.housingsantacruzcounty.com/join-us>
2. Choose your preferred donation amount.
3. Complete the simple and secure donation process.

Your generosity enables us to continue advocating for affordable housing solutions and creating positive change in our community. Thank you for being a cornerstone of support for Housing Santa Cruz County.



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## ***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 15 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. [New homes proposed on River Street in Santa Cruz](#)
  2. [Mayor's message | State takes more development control away from California cities](#)
  3. [Mixed-use development proposed for 'Outdoor World' property](#)
  4. [Santa Cruz County Board of Supervisors approves housing element update](#)
  5. [Housing proposal advances on 38th Avenue in Capitola](#)
  6. [Santa Cruz building code changes move forward](#)
  7. [A third of Santa Cruz County households struggle to afford the cost of living, new study says](#)
  8. [Housing plans approved for Live Oak, Aptos, Soquel](#)
  9. [Live Oak, Soquel voters rank housing as top concern](#)
  10. [San Lorenzo Valley veterans housing site set to double](#)
  11. [Santa Cruz County's state-mandated housing plan opens new doors to development](#)

12. [Santa Cruz County plans to add 4,600 homes by 2031, with more than half for low incomes](#)
13. [Second phase of Atkinson Lane housing project takes shape](#)
14. [Speaker Rivas shuffles the leadership deck and YIMBYs win](#)
15. [Major downtown Santa Cruz rental housing projects near completion](#)

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## **[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!



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

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