



HOUSING
SANTA CRUZ COUNTY

Housing Santa Cruz County September Newsletter

Message from our Executive Director: ***"Thoughts
from Stanford
Nonprofit Leadership Conference"***

I want to thank The David and Lucile Packard Foundation for the opportunity to participate in the Nonprofit Management Institute Conference, held by the Stanford Social Innovation Review Institute.

The world has changed dramatically in recent years, posing new opportunities and challenges for nonprofit organizations. Over the two and a half days of learning, listening, development, inspiration, and hearing from some amazing speakers, I felt that I emerged newly equipped to thrive in the evolving circumstances we find ourselves in.

Spending time with new colleagues and deepening friendships with my local colleagues was a great opportunity to get recharged so that I could come back to Santa Cruz County more committed to doing what it takes to help our community thrive!!

-Elaine Johnson, Executive Director



Elaine pictured with Joan Garry, Founder of Nonprofit Leadership Lab



HSCC Executive Director Elaine Johnson pictured with CAB Partners Kate Hinnenkamp and Isai Ambrosio

Upcoming Events

"Don't Give Up on Us Now: A Community Gathering on Housing & Homelessness."

On **Thursday October 12th** from **7-9 PM**, our very own Executive Director, **Elaine Johnson** will be moderating the event, "Don't Give Up on Us Now: A Community Gathering on Housing & Homelessness."

This event will include a documentary screening, live performance, and a community conversation centered around solutions to our housing crisis.

Moderated by Elaine Johnson, the event will feature Santa Cruz Police Chief **Bernie Escalante**, and Santa Cruz Homeless Response Manager **Larry Imwalle** as well as performances by Alwa Gordon and Alexandra the Author.

This event will be held at the **418 Project, 155 River Street South, Santa Cruz, CA 95060.**



Affordable Housing in Santa Cruz: Diverse Perspectives on our Crisis

Our Downtown, Our Future and co-sponsors are holding this in-person event with three panels discussing the crisis of affordable housing in our community — how did we get here, where are we at, and where can we go from here?

Come and hear diverse perspectives. Panelists include HSCC Executive Director Elaine Johnson, as well as Emerald Waters, President of UCSC SHC, and Lira Filippini, Co-Chair of ODOF.

Whether you're a concerned citizen, a local policymaker, or simply want to learn more, we hope you will take part! Don't miss this opportunity for dialogue. Together, let's work towards finding solutions for affordable housing in Santa Cruz!

Includes lunch with Erik's Deli sandwiches – non-vegan and vegan – and salads. Get tickets [here](#).

September Quick Links!

Catch up on the past month of SC County Affordable Housing News:

- [Soquel Avenue apartment proposal clears hurdle in Santa Cruz](#)
- [Thousands of homes planned for Aptos, Live Oak, Soquel in county's Housing Element](#)
- [Cabrillo College and UCSC affordable housing project](#)
- [Santa Cruz city leaders look to sales tax measure to fund homeless services as state grant set to run out](#)
- [California voters will decide in 2024 on lowering threshold for new taxes, bonds](#)
- [Governor signs bill to expedite affordable housing projects in California](#)
- [Coalition shoulders Santa Cruz city-funded affordable housing tax measure](#)
- [California investing more in affordable housing and more in cities like Santa Cruz](#)
- [Santa Cruz project given \\$33.5 million to create affordable housing and clean transportation](#)

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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