



## Housing Santa Cruz County

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

**April 2021**

---

Housing Santa Cruz County (HSCC) is a broad-based coalition of organizations and community members dedicated to making Santa Cruz County affordable to all. Together, our coalition is building a leadership and organizational structure needed to align the political and community will necessary to create the housing, particularly affordable housing, that Santa Cruz County needs to grow and thrive.

### **In this issue:**

- **Stepping Up Our Advocacy Efforts**
- **First Endorsements & Project Support Released**
- **Housing Element Progress Reports: How Do We Measure Up?**

- All Hands On Deck! Amping Up Our Social Media Presence
- Gearing Up for Affordable Housing Month in May
- HSCC Launches Membership Drive: Join our Action Network!



## Housing Santa Cruz County

### Steps Up Advocacy Efforts

HSCC will begin taking positions on key affordable housing issues and policies targeting our most vulnerable residents and working families and individuals who are below the County's median income. Projects must be located in Santa Cruz County and policy proposals must have a direct link to affordable housing creation or preservation for residents and workers in Santa Cruz County. HSCC may also advocate for mixed use projects that include more than the minimum requirement for low-income units and projects that will help jurisdictions meet RHNA allocations for below market rate housing.

HSCC has a particular interest in the following:

- 100% affordable projects for extremely low, very low, low and moderate-income households.
- Projects focused on vulnerable populations such as seniors, farmworkers, persons with disabilities and individuals exiting homelessness
- Efforts that increase the amount of funding for new housing units for low, very low and extremely low-income households
- Workforce housing projects with some affordability and local preference requirements
- Projects that take maximum advantage of job centers and transportation corridors

If you or your organization is interested in submitting a request for support or endorsement, the form to complete as well as our timeline for processing requests can be found on our website. Please carefully review the principles and criteria that will guide our decisions before submitting a request.

---

## First Endorsements & Project Support!

This bill would lower the threshold for passing bonds (housing and infrastructure) from 66% to 55%, similar to school bonds. HSCC endorses this critically important bill as it will help us secure more funding for affordable housing. With passage in the State Legislature it would be placed on a statewide ballot for voter approval. Contact: [a04.asmdc.org](http://a04.asmdc.org)

#### **AB 1401 (Friedman)**

This bill in the state legislature would reduce parking requirements for projects on transportation corridors. HSCC endorses AB 1401 because reducing parking requirements could significantly reduce the cost of producing affordable housing units. Contact: [a43.asmdc.org](http://a43.asmdc.org)

**These important bills need **Your** support!**

**Send letters to Assembly Member Mark Stone,**

**Assembly Member Robert Rivas & State Senator John Laird**

**& Bill Authors ACA-1 Aguiar-Curry - AB 1401 Laura Friedman**

#### **Cedar Street Affordable Housing Project**

HSCC supports the Pacific Union Partners' downtown Santa Cruz project. The 65-unit 100% affordable rental project will serve very low and low- income residents, some homeless veterans, and supportive housing tenants. This project does not reach the maximum allowed density. Because appropriate sites for housing are few and the need for affordable housing is great, we encourage the developer to consider options that would increase the density and the number of rental units.

Full text of the Endorsements will be posted to the HSCC website.

---

## **Housing Element Progress Reports**

### **How Do We Measure Up?**

The Housing Element (HE) is a required part of a jurisdiction's General Plan that addresses how the housing needs for its residents will be met. The Regional Housing Needs Allocation

(RHNA) in the HE quantifies the housing needs by income levels for a specified planning period. The current HE covers the period of time from 2015- 2023. State law requires all jurisdictions to provide a HE annual progress report on efforts to achieve Regional Housing Needs Allocation (RHNA) goals. Here's how our local jurisdictions measured up!

(The units to date below cover the period of time from 2015 through 2020.)

### **Santa Cruz County.**

<b>Income Category</b>	<b>RHNA</b>	<b>Units to Date</b>	<b>Total Remaining</b>
Very Low	317	72	245
Low	207	85	122
Moderate	240	250	0
Above Moderate	550	238	312

### **City of Scotts Valley**

<b>Income Category</b>	<b>RHNA</b>	<b>Units to Date</b>	<b>Total Remaining</b>
Very Low	34	0	34
Low	22	4	18
Moderate	26	8	18
Above Moderate	58	135	0

### **City of Santa Cruz**

<b>Income Category</b>	<b>RHNA</b>	<b>Units to Date</b>	<b>Total Remaining</b>
Very Low	180	12	168
Low	118	246	0
Moderate	136	233	0
Above Moderate	313	376	0

### **City of Watsonville**

<b>Income Category</b>	<b>RHNA</b>	<b>Units to Date</b>	<b>Total Remaining</b>
------------------------	-------------	----------------------	------------------------

Very Low	169	21	148
Low	110	6	104
Moderate	128	12	116
Above Moderate	293	187	106

### City of Capitola

HE information is not yet available.

---

## All Hands On Deck - We Need Your Help!

We are amping up our social media presence and we need YOUR help spreading the word! Please *follow us* on [Instagram](#) and [Twitter](#) and *like/follow* our [Facebook](#) page! Then please *like, share, and comment on our posts* to help us get the word out!

We will be sharing relevant news and resources on housing issues in our region, as well as updates on our work and projects that we are supporting.

Thank you!

The HSCC Social Media Team

---



## **Gearing Up for Affordable Housing Month in May!**

HSCC will host a series of public events during the month of May to highlight affordable housing issues and the impact of the housing crisis on the people that live and work in our local communities.

### **Mark Your Calendars!**

#### **Keynote Event - May 20th at 6:30 pm**

Our Keynote event will be a panel presentation from leaders of our five local government jurisdictions. Each will provide detailed information about their community's efforts to improve the affordable housing situation.

#### **Other Upcoming Events**

- Tour of Affordable Homes & Projects "in the pipeline"
- Panels on Key Housing Topics
- Tiny Homes & Creative Solutions to the Affordable Housing Crisis
- Report on how homelessness programs are getting people housed
- Permanent Supportive Housing in Santa Cruz County
- and many more to be announced soon

**Watch for our Affordable Housing Month Special Edition May Newsletter**

**with full details about housing events scheduled throughout the County!**

### **A Huge Thank You to Our Affordable Housing Month Sponsors!**

**City of Santa Cruz**

**Economic Development Department**

**UC Santa Cruz**

**Lookout Local**

---

# Affordable Housing Month Membership Drive

## Join Our Dynamic, Growing Organization

In just two short months since HSCC's official launch in February here's what we've accomplished:

- We've made our first policy and project endorsements that are pieces of the big mosaic of solutions for families, workers, and vulnerable individuals in need of housing,
- We've activated Facebook, Instagram and Twitter gaining new followers and growing our influence and impact every day,
- We've formed a governing board that represents the diversity of our communities,
- We have taken on the coordination of Affordable Housing Month to bring community members into the conversation about affordable housing solutions and offering many opportunities to engage and learn and advocate,
- We've almost finished building an information and advocacy system to allow every one to follow key housing projects and issues and to mobilize community support at key moments in the decision-making process.
- We've gained a membership of more than **75 individuals and 35 organizations** that are committed to equitable housing solutions!

For Affordable Housing Month we've set a goal to grow our membership

**by 40 individuals and 10 organizations!**

If you believe that all community members should have access to safe, stable, affordable homes, become a member and join our advocacy efforts.

**The more voices we have the stronger we will become!**

Click [here now to join Housing Santa Cruz County](#)

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

Contact Us: [admin@housingsantacruzcounty.com](mailto:admin@housingsantacruzcounty.com)

---

**Welcome New Sponsors!**

HSCC would like to acknowledge the generous donations of new sponsors who have joined us since the release of our previous newsletter. We are grateful for your support and your willingness to partner with us to make the dream of affordable housing a reality for people who live and work in Santa Cruz County.



## Premier Sponsors for 2021







Sent via [ActionNetwork.org](http://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](#).