



Housing Santa Cruz County

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

June 2021 Newsletter

In this issue:

- **Meet the HSCC Governing Board**

- [Affordable Housing Month Highlights](#)
- [New HSCC Endorsements](#)
- [News Around the County - Affordable Housing Updates](#)
- [Welcome New HSCC Sponsors](#)

Meet Our New HSCC Governing Board

HSCC is moving into an exciting phase where we can grow and deepen our impact on the housing affordability crisis in our county. We are grateful for the community members who have agreed to serve on HSCC's governing board. The board members include representatives from all jurisdictions in the county and they will have a vital role to play in helping to address the need for more affordable housing opportunities for Santa Cruz County residents.

Incoming HSCC Board Members

Diana Alfaro, Project Manager, MidPen Housing

Jane Barr, Assoc. Director for Real Estate Development, Eden Housing

Casey Beyer, CEO, Santa Cruz County Chamber of Commerce

Maria Elena De La Garza, Exec. Director, Community Action Board of SC Co. Inc.

Andrew Goldenkranz, Chair, SC County Democratic Party; COPA

Alina Harway, Communications Director, Nonprofit Housing Association of No. Cal

Fred Keeley, Former Speaker Pro Tem, California Assembly

Ken Kimes, Owner, New Natives Organic Farm

Don Lane, Former Mayor of Santa Cruz

Elisa Orona, Exec. Director, Health Improvement Partnership of SC County

Gretchen Regenhardt, Regional Directing Attorney, CA Rural Legal Assist.(retired)
Sibley Simon, President, New Way Homes
Adam Spickler, Cabrillo College Trustee
Tim Willoughby, Affordable Housing NOW

We also want to thank the folks who served on our Interim Steering Committee and played a huge role in getting us launched--- and are not continuing on our new Governing Board:

Matt Huerta
Rafa Sonnenfeld
Cynthia Chase
Kyle Kelly

Affordable Housing Month Was Amazing!

HSCC would like to thank our many event partners who provided informative workshops, webinars, affordable housing project tours and community discussions about affordable housing issues. A total of 16 events were held throughout the county during the month of May. Special thanks go to our **Affordable Housing Month (AHM) sponsors**, including **Kaiser Permanente, City of Santa Cruz, UC Santa Cruz**, and **Lookout Santa Cruz** for their generous contributions to support AHM activities. Also, kudos to Diana Alfaro who helped coordinate the many events and worked hard to ensure that Affordable Housing Month in Santa Cruz was a huge success!

Our signature event on May 20th featured elected local government leaders who shared their plans and commitments to create affordable housing opportunities for residents in their jurisdictions. Panelists included Board of Supervisors Chair Bruce McPherson, Watsonville Mayor Jimmy Dutra, Santa Cruz Mayor Donna Meyers, Scotts Valley Mayor Derek Timm, and Capitola Vice Mayor Sam Storey. Diana Alfaro moderated the event and Don Lane and Fred Keeley facilitated the Q & A session. In case you missed it, you can view the event by [clicking here](#).

Over 200 community members attended the Live Oak Housing Project and Health Center Groundbreaking event on Saturday, May 22nd. Representatives from Santa Cruz Community Health Center, Dientes Community Dental and MidPenn Housing presented their vision turned reality of a two-phase project oriented toward bringing resources to a community that vitally needs them. Phase One will include construction of a large medical clinic and 11-chair dental clinic expected to be completed by early fall 2022. Phase Two will begin in the spring of 2022 with construction of four three-story buildings with a total of 57 housing units, including one, two, and three-bedroom apartments. Phase Two is scheduled to be completed in late 2023.

Affordable Housing Month Event Partners

Coastal Commons Land Trust

City of Santa Cruz Housing Team

Democratic Womens Club

Democratic Club of North Santa Cruz County

MidPen Housing

Monterey Bay Economic Partnership

Relmagine Santa Cruz

Santa Cruz County Human Services Dept.

Homeless Action Partnership
Housing Matters
Housing Authority of Santa Cruz County
Just Places

Sustainable Systems Research Foundation
YIMBY

New HSCC Endorsements

Existing Downtown Santa Cruz Library Site Use

HSCC strongly recommends that affordable housing be at the top of the list as planning begins for use of the existing library site. The city's greatest need is for affordable housing and HSCC believes that maximum usage for this large site should accommodate the largest number of affordable housing units possible and at the lowest income qualifying levels.

Upcoming Central Coast Coastal Commission Vacancies

HSCC strongly recommends that diversity be a priority when filling upcoming Central Coast Coastal Commission vacancies. The Coastal Commission added environmental justice to its guiding principles, but its members have not reflected that consideration. HSCC has observed that decisions by the Commission, especially in subjectively interpreting "community character" has contributed to housing inequities in the coastal zone and have helped to continue the legacy of redlining. Accessibility to the coast and housing production within has reflected that lack of inclusive consideration. We believe that having Commission members reflect our state's diversity would begin to reverse that history.

California Tax Credit Allocation

The Further Consolidated Appropriations Act, 2020 (FCAA) provided the California Tax Credit Allocation Committee (TCAC) with additional 9% federal tax credits for multifamily housing projects in certain disaster areas, in recognition of the 2017 and 2018 wildfire disasters in California. For the 2021 competitive funding round due July 1, the disaster area has expanded to 22 counties including Santa Cruz. HSCC advocates for a system that prioritizes these credits to help counties that had the greatest housing loss. Thirteen of the 22 counties had less than 100 units of housing lost - with three in the single digits. Given this, HSCC recommends that the TCAC provides an allocation method that would provide a base allocation plus a proportional amount based on units lost. **Because Santa Cruz lost 923 housing units, this system would mean an overall annual tax credit allocation of over \$12 million for 2021 to build scores of deed-restricted affordable units in Santa Cruz County.**

BREAKING NEWS! On June 16th, the TCAC met and approved the \$12 million tax credit allocation for Santa Cruz County! Many thanks to Don Lane who attended the meeting and provided testimony to advocate for our county's critical need for this funding.



News Around the County - Affordable Housing Updates

City of Santa Cruz

Ocean Street Apartments

The City of Santa Cruz held a ribbon cutting ceremony to celebrate the near completion of the 100% affordable housing complex located at 350 Ocean Street that will be move-in ready in July. The apartment complex will have 63 one, two and three-bedroom affordable units designated for people between 30-60% of the area median income (households with an annual income range of \$33,000 and \$66,000). The building also includes a large parking garage under the complex, bike storage and a communal courtyard equipped with a playground.

Jessie Street

Jessie Street is an existing 14-unit development that will be redeveloped as a 50-unit new construction development. The new development will house current residents as well as include units set aside for Disabled Homeless Veterans and individuals who are homeless who suffer from mental illness. MidPen Housing will partner with Santa Cruz County Behavioral Health and the Palo Alto VA to provide resident services on site.

Welcome New Sponsors

We would like to welcome the following organizations that recently signed up to support HSCC and join our efforts to House Santa Cruz County!



Meadow Fund

 **Sutter Health**
Palo Alto Medical
Foundation

Alexander Gaguine

UC SANTA CRUZ

 **encompass**
COMMUNITY SERVICES

 **Enterprise**

Premier Sponsors

 **MidPen**
HOUSING

 **Housing Matters**
Resolving Homelessness Together

 **SMART SOLUTIONS TO HOMELESSNESS**
SANTA CRUZ COUNTY

UC SANTA CRUZ




Community Action Board
of Santa Cruz County, Inc.

 **Housing Choices**


EDEN
HOUSING

 **COMMUNITY FOUNDATION**
SANTA CRUZ COUNTY

Rowland
&
Pat
Rebele

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.

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

Contact Us: admin@housingsantacruzcounty.com

