



## [Housing Santa Cruz County](#)

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

March 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.

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### **Housing Santa Cruz County Celebrates Successful Launch!**

HSCC would like to thank the many organizations and community members who helped make our official launch a huge success. A total of **148** people attended the virtual event and **\$19,400** was raised during the launch week! If you missed it, view live stream video on our [Facebook page](#).

The kick off event featured California State Controller Betty Yee as the keynote speaker who spoke about the need for permanent housing for all California residents including necessary social support services. Gloria Bruce from East Bay Housing Organization in Alameda County enthusiastically expressed support for HSCC and shared tips from her own experience on how to successfully move forward. In a moving video at the start of the event, Diana Alfaro from MidPen Housing said "we dream of a time when affordable housing is no longer a talking point in election campaigns". Fred Keeley, Don Lane, and Diana Alfaro responded

to questions from attendees about the new organization. Answers to questions that panelists were not able to respond to due to time constraints will be posted to the HSCC website.

*"Housing Santa Cruz County is about realizing an affordable housing dream that is equitable, inclusive and embraces diversity that helps our county thrive."*

Diana Alfaro, MidPen Housing Project Manager

*"Access to safe, affordable housing should be a cornerstone of the commitment we make to all Californians who live and work here."*

Keynote Speaker, State Controller Betty Yee

**We are off to a great start! To date we have raised close to \$80,000!  
Many thanks to our caring community that believes  
everyone should have a place to call home.**



### Projects in the Pipeline

*Each month we'll provide updates on affordable projects that are moving forward in various jurisdictions across our county. Here are some examples and there are more to come!*

#### City of Santa Cruz

##### Pacific Station North

This proposed mixed-use project would include 100% affordable housing with retail/office space on the ground floor. The City anticipates that there will be up to 100 affordable rental apartments for households with incomes ranging from 30 - 60% of Area Medium Income (AMI), including a minimum of 25% permanent supportive housing units. The City will continue to own the land and ground lease the various components of the mixed-use development.

#### City of Watsonville

##### 1482 Freedom Boulevard

On February 23rd, the Watsonville City Council approved Eden Housing's density bonus and design review permit application to allow construction of a 53-unit affordable housing project located at 1482 Freedom Boulevard. The project proposes to build new affordable housing within two three-story buildings with 11 one-bedroom, 26 two-bedroom and 14 three-bedroom units. The City of Watsonville is one of 213 jurisdictions that have not made sufficient progress toward their Regional Housing Needs Assessment (RHNA) allocation for lower income households and therefore is subject to the streamlined ministerial approval process for projects with at least 50 percent affordable units per SB 35. The project is consistent with objective development standards with approval of requested concessions and waivers per State Density Bonus law and will help accomplish the City's Housing Element goals.

#### City of Scotts Valley

The Terrace at Scotts Valley Planned Development is currently under construction on Scotts Valley Drive (cross street Mt. Hermon Road). The project includes 19 three-bedroom, 2.5 bath single-family attached homes, with one low-income and one moderate-income affordable housing units.

### News Around the County

#### Santa Cruz City Receives State Funding for Affordable Housing

The City of Santa Cruz recently received \$5 million of state funding for affordable housing from the Local Housing Trust Fund, a grant program of Housing and Community Development. Funding provided by the state is allocated for affordable housing on a price matching basis and the City plans to use land assets to meet the match requirement.

#### Scotts Valley Considers Expanding Inclusionary Program Boundaries

In an effort to address the critical need for workforce housing, the City Council's Affordable Housing Subcommittee has discussed expanding the inclusionary program boundaries as

well as stepping up promotion of ADUs. Committee members also discussed creating a formula to help developers better understand the city's affordable housing requirements.

### [Santa Cruz County Board of Supervisors Consider Tiny Home Ordinance](#)

In response to the county's housing crisis, the Board of Supervisors is exploring smaller alternative housing options including tiny homes. The County Planning Department is drafting an ordinance allowing tiny homes as primary or accessory dwelling units.

**Coming soon to our Website:** a more complete list of affordable housing projects in the pipeline AND a process for projects and policy proposals to receive our endorsement and support.

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## Welcome New Sponsors!

HSCC would like to acknowledge the generous donations of new members who have joined us since the release of our first 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.

## Founding Members and Sponsors

Affordable Housing Now	Ellen Fitzgerald Murtha
Association of Faith Communities	Emma Bigge
Bridge Housing	Faisal Fazilat
CleanSweep Campaigns	Fred Antaki
Community Action Board of SC County	Fred Keeley
Dem Club of North SC County	Fred Willoughby
Democratic Women's Club	Gail Evans
Downtown Forward	Gail Jack
Eden Housing	Gloria Bruce
Housing Choices	Graham Freeman
Housing Matters	Hilary Bryant
Housing Trust Silicon Valley	Jack Tracey
John Stewart Company	Jan Lindenthal-Cox
MidPen Housing	Jane Barr
Miller/Maxfield	Jane Heyse
Monterey Bay Economic Partnership	Janet Quinn
New Horizons (Housing Authority affiliate)	Jeff Oberdorfer
Santa Cruz Area Chamber of Commerce	Joan Dunn
Santa Cruz Community Health Centers	Kate Conley
Santa Cruz County Business Council	Kyle Kelley
Smart Solutions to Homelessness	Linda & Marc Kerner
--	Maria Romero
Adam Spickler	Mark Mesiti-Miller
Alina Harway	Mary Howe
Allison Guevara	Matt Farrell
Barbara Palmer	Matt Huerta
Bruce Meyer	Matt Nathanson
Candice Elliott	Melisa Vierra
Carol Fuller	Melissa Whatley
Carol Williamson	Micah Posner
Cory Ray	Michael Pisano
Cynthia Chase	Mindi & Paul Broughton
Cynthia Mathews	Naomi Bayer
David Foster	Paula and Gordon Reidt
David Hemrick	Philip McManus & Betsy Fairbanks
Dean Lundholm	Rebecca Garcia
Derek Timm	Robin McDuff & Leslie J Karst
Diana Alfaro	Rowland Rebele
Don Lane	Sarah Ringler
Donna Lind	Scott Roseman
Donna Meyers	Sibley Simon
Donna Murphy	Stacy Nagel
	Sue Lawson
	Thomas John Batley

*(we apologize for any omissions-- we are growing rapidly and trying to keep up)*

## Premier Sponsors



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## Join Our Efforts - People searching for affordable housing need YOU!

If you believe that all our community members should have access to safe, stable, affordable homes, please consider becoming an HSCC member. Choose your contribution level and submit your membership donation securely through [www.housingsantacruzcounty.com](http://www.housingsantacruzcounty.com) or mail a check payable to *Housing Santa Cruz County*, 132 Van Ness Avenue, Santa Cruz 95060. All donations are tax deductible.

### 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
- Other

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

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

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## About Housing Santa Cruz County

*Our mission is to ensure Santa Cruz County is an inclusive, thriving, just, diverse, culturally rich and sustainable community by promoting affordable, safe, stable homes for local residents and workers.*

### Who We Are

HSCC is made up of individuals, nonprofit and for-profit businesses, service providers, homelessness organizations and advocates, agriculture leaders, faith-based organizations, labor leaders, financial institutions, architects and building contractors, sustainable community leaders (transportation, environment, health, education and energy professionals), nonprofit and for-profit housing developers, local government staff and elected officials, and community leaders.

### What We Do

#### Public Advocacy

Create conditions that lead to the development of more affordable housing by:

- Building political power with a diverse base of community leaders and stakeholders
- Maintaining pressure at State and local levels to support affordable housing policy

- Mobilizing community support for affordable projects and policies

#### Democratic Accountability

Hold elected officials accountable for creating more affordable housing by:

- Creating and disseminating elected official Affordable Housing Score Cards
- Hosting Affordable Housing Election Forums
- Maintaining communications with elected officials to support housing projects and policies

#### Community Education

Increase public support for housing by:

- Promoting robust community education and engagement programs
- Providing data and information about effective housing policy solutions
- Convening Affordable Housing Month events and activities