



Housing Santa Cruz County

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

February 2021

Welcome to the first edition of the Housing Santa Cruz County (HSCC) newsletter. 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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- **About Housing Santa Cruz County - Who We Are & What We Do**
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Housing Santa Cruz County

LAUNCH CELEBRATION

Thursday, February 25 4 pm

With Special Guest
State Controller Betty Yee

Music and refreshments...
via Zoom!

Sign up for this free event
[here](#)



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.

About [Housing Santa Cruz County](#)

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



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 a lot more to come!

City of Santa Cruz

Cedar Street Apartment Homes

This proposed project is a 100% affordable rental apartment community to be built on the parking lot owned by the Calvary Church. The project will have 65 residential units with a mix of one, two and three bedroom floor plans. Approximately 16 units (25%) will be supportive units for persons of limited income who have disabilities or who were formerly homeless. The 75% balance of units (approximately 49) will be for very low and low income individuals.

City of Watsonville

Miles Lane

MidPen Housing is moving forward with a 72-unit affordable housing project on Miles Lane near Freedom Boulevard in Watsonville. There will be 16 studio apartments as well as 19 one-bedroom, 18 two-bedroom and 19 3-bedroom units. The project was unanimously approved by the Watsonville City Council that also approved \$2.3 million worth of loans to the nonprofit developer. Construction is expected to begin in spring 2022.

Santa Cruz County

Live Oak - 1500 Capitola Road

This mixed-use development will include 57 affordable housing units and will be owned and operated by MidPen Housing. Dientes and Santa Cruz Community Health Center will also have offices onsite offering dental and medical services.

Meet Our Sponsors

Many thanks to the organizations and community members who have stepped up to support the launch of **Housing Santa Cruz County** with organizational memberships.

Premier Sponsors



Supporting Sponsors



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 or mail a check payable to *Housing Santa Cruz County*, 132 Van Ness Avenue, Santa Cruz 95060.

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

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