



# COUNTY OF SANTA CRUZ

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## NEWS RELEASE



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### HELLO ADU CONSTRUCTION ASSISTANCE PROGRAM LAUNCHES

The County of Santa Cruz is launching a new Accessory Dwelling Unit Incentives Program focused on helping homeowners in the unincorporated areas navigate the process of adding an Accessory Dwelling Unit (ADU) or a Junior ADU (JADU) to their homes.

In partnership with nonprofit program administrator HelloADU, the program offers support services to homeowners who are ready to take the next steps in building an ADU or a JADU, but could benefit from free guidance and expertise. Support includes project feasibility, project management, cost estimating and contractor selection guidance through nonprofit Hello Housing to help participants navigate the process of designing, constructing, and renting an ADU or a JADU.

While the idea of developing a second unit is compelling to many homeowners and can add income and increase property values, the process can be daunting. This is especially true for homeowners facing life transitions that make ADUs attractive, including new empty nesters, growing households, seniors transitioning to fixed incomes and households seeking to create affordable housing for friends and family.

By offering free feasibility and project management services to qualified homeowners, the County and Hello Housing can partner with local homeowners to create new housing and address the housing crisis while helping local homeowners increase the value of their properties.

Program applications are available in English and Spanish at <https://www.helloadu.org/new-santa-cruz-county-how-to-apply> for qualified homeowners in unincorporated areas of the county. To stay informed, subscribe to a newsletter at <https://www.helloadu.org/subscribe>. The application period closes July 31. Local designers, architects, builders, or contractors who wish to join Hello Housing's ADU Professionals registry may do so at <https://www.helloadu.org/join-our-professional-network>.