



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

Date: November 10, 2020

Contact: Jason Hoppin

Jason.Hoppin@santacruzcounty.us

DRAFT ROADMAP TO REDUCE HOMELESSNESS RELEASED

The County of Santa Cruz is pleased to announce the release of a draft three-year roadmap to address homelessness, which aims to reduce the number of unsheltered residents by 50 percent and all homelessness by 30 percent by 2024.

Informed by the input of numerous stakeholders including cities and local nonprofit providers, the roadmap – *“Housing for a Healthy Santa Cruz: A Strategic Framework for Addressing Homelessness in Santa Cruz County”* – includes a high-level analysis of local homelessness response systems and recommendations for change. The work was guided by Focus Strategies, national experts in civic efforts to address homelessness.

“The County and our partners are working on an integrated approach to addressing homelessness that leverages existing strengths while addressing gaps,” Assistant County Administrative Officer Elissa Benson said. “Over the next three years, if our community meets the specific objectives set forth in this plan, we should see significant improvements in the lives of our homeless residents and reduced homelessness throughout the county.”

In addition to increasing rates of rehousing and increasing enrollment in homelessness programs, the roadmap’s core goals include 160 additional year-round emergency shelter beds, 350 new rapid rehousing slots and a 100 new permanent housing slots with supportive services for homeless adults.

Eighteen months in development, the proposed roadmap will be shared with each city council within Santa Cruz County, and includes specific targets for programs. In the coming weeks, the County and its partners will make several public presentations to provide information about the roadmap, and input will be sought from homeless residents.

The roadmap includes two reports as well: a report to assist in analyzing various approaches to reducing homelessness, and a housing market gap analysis. The gap analysis showed a strong need for additional housing supply and found the shortage disproportionately impacts communities of color.

“Steadily increasing the supply of deeply affordable housing is a critical anti-homelessness and anti-poverty strategy that improves community stability and well-being,” the analysis found.

<http://www.homelessactionpartnership.org/About/HousingforaHealthySantaCruzCounty.aspx>