



# County of Santa Cruz

## COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

August 1, 2001

Agenda: August 7, 2001

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, California 95060

### Affordable Housing Workshop

Dear Members of the Board:

On June 26, 2001, your Board considered a letter concerning a proposed affordable housing workshop and a report entitled A Survey of Santa Cruz County's Housing Activities and Accomplishments. At that time, your Board directed the CAO to incorporate changes to the Housing Report to reflect the County's Transfer of Credit Program and send the corrected report to the Mayors and Council Members of the four cities as well as a letter requesting their participation in the workshop. In addition, your Board requested staff return to your Board on today's agenda with a proposed Workshop agenda that specifies the date, time and length of the workshop and describes the roles of the participants, and incorporates specific topics and concerns raised by several Board members.

### Letter to Mayors and City Council Members

The Housing Report has been revised to incorporate a reference to the Transfer of Credit program and the CAO has sent a letter (Attachment 1) with the report to the Mayor and each City Council member in the four cities. The letter informed the Council Members about the proposed September 25<sup>th</sup> Workshop and indicated that an additional correspondence will be sent to each Mayor following Board approval of the agenda and format of the Workshop. In addition, that letter requested each City submit written materials summarizing housing activities within the jurisdiction that would be included in workshop materials presented to your Board. Because the September 25<sup>th</sup> date initially suggested by your Board conflicts with Santa Cruz and Watsonville City Council meetings, and after determining that both the Watsonville and Santa Cruz City Councils do not have a meeting scheduled for October 2<sup>nd</sup>, it is recommended that the Workshop be held on October 2<sup>nd</sup> rather than September 25<sup>th</sup>.

### Affordable Housing Workshop:

On June 26<sup>th</sup>, Board members requested that the proposed agenda include a discussion of the status of environmental issues such as water and land availability as well as the possibility of various public and quasi public agencies working together to address employee housing issues.

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various public and quasi public agencies working together to address employee housing issues. These issues have been incorporated into a proposed agenda which is provided as Attachment 2.

In addition, your Board also requested that staff return to your Board with a proposal on how the other jurisdictions would be participating in the workshop.

It is recommended that each jurisdiction be asked to send a representative to attend the Board's workshop and make individual presentations to your Board. In addition, staff recommends that the Executive Director of the Housing Authority be offered an opportunity to make a brief presentation to your Board about their programs and activities.

It is recommended that there would be a 30-minute presentation from County staff that would touch on the agenda topics indicated below. The staff presentation would be followed by an opportunity for each jurisdiction to make approximately a 10 minute presentation and then the Housing Authority representative for a five minute presentation. These presentations would be followed by a public comment period, and the Board members would then hold a concluding discussion on the issues raised during the workshop. At the conclusion, we would suggest that staff be provided with direction to address issues as your Board determines appropriate.

### **Recommendations/Conclusion**

While many of the issues effecting our local housing market are not able to be solved by your Board alone. Larger economic factors and the growth in high income jobs in nearby communities have created significant pressures on our housing costs. The proposed workshop to be held on October 2nd provides an opportunity for your Board to identify additional issues that can be addressed by local government.

It is therefore RECOMMENDED that your Board take the following actions:

1. Accept and file this report;
2. Adopt the proposed agenda and structure, and set October 2nd at 1:30p.m. as the time and date for the proposed Affordable Housing Workshop;
3. Direct the Chair of the Board of Supervisors to write a letter to the Mayors of the cities of Watsonville, Santa Cruz, Scotts Valley and Capitola requesting each City Council to send a representative, to participate in the proposed Affordable Housing Workshop as discussed in this letter; and
4. Direct the Chair of the Board also send a letter to the Executive Director of the Housing Authority requesting she make a brief presentation to the Board on the Housing Authority's programs and activities.

Very truly yours,

  
SUSAN A. MAURIELLO  
County Administrative Officer

ES:SM

cc: City of Watsonville  
City of Santa Cruz  
City of Capitola  
City of Scotts Valley  
**UCSC**  
Cabrillo College  
Dominican Hospital  
Planning Department  
Redevelopment Agency  
Planning Commission  
Housing Advisory Commission



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SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

July 6, 2001

Mayor Tim Fitzmaurice  
City of Santa Cruz  
809 Center Street, Room 10  
Santa Cruz, CA 95060

Dear Mayor Fitzmaurice:

On May 22, 2001, the Santa Cruz County Board of Supervisors discussed a number of issues pertaining to affordable housing in our community. As a follow up to this meeting, on June 26<sup>th</sup>, our Board discussed holding an Affordable Housing Workshop on September 25, 2001, and directed me to transmit to the Mayors and City Council Members of the four cities the attached report entitled "A Survey of Santa Cruz County's Housing Activities and Accomplishments".

Also, the Board of Supervisors asked me to request each City Council to consider participating in the September 25<sup>th</sup> workshop. On August 7<sup>th</sup>, the Board of Supervisors will establish a formal agenda for the Workshop, including confirmation of the date, time and length of the workshop and a defined roles for the participants. After our Board adopts a specific proposal, we will promptly notify the Mayor of each jurisdiction of the format and structure for the proceedings. At this point, **it is anticipated that the workshop will be held at the Board of Supervisors Chambers in the County Building in the evening of September 25<sup>th</sup>**, although the final time and date are subject to Board approval on August 7<sup>th</sup>.

In preparation for the unique opportunity to have a meaningful dialogue on housing issues, it would be helpful if each City could provide my Office with an overview of housing programs and activities in your jurisdictions. **Please provide this information to the County Administrative Office by Wednesday, September 12<sup>th</sup>** in order to include your materials as part of an informational packet provided to the Board and the public for the September 25<sup>th</sup> workshop.

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Please note that the attached report encompasses activities that span a multitude of County Departments, including Planning, Redevelopment, the Human Resources Agency and the Health Services Agency. This report illustrates that the County's housing program includes a wide range of projects such as:

- new construction and rehabilitation of existing housing
- for sale units, rental projects and limited equity cooperatives
- mobile homes, single family dwellings and apartment projects
- projects for seniors, families and farm workers
- supportive housing programs offering housing and supportive services to special need populations
- a multitude of housing assistance programs for both renters and homebuyers

The report also covers a wide variety of areas relating to the development of new units, the preservation of existing units and the wide variety of housing assistance programs available in our community. The report specifically deals with the following issues:

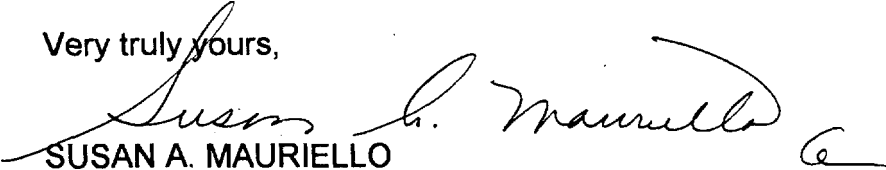
- Local conditions and the availability of land suitable for residential development.
- Local legislative initiatives and other programs designed to encourage new construction activities as well as utilizing existing housing resources.
- Housing Programs available to County residents
- Supportive housing activities that provides for a variety of programs and services for special needs individuals
- Market rate housing project activity.

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It is my hope that this report provides you with a more complete picture of the County's efforts to deal with affordable housing issues.

If you have any questions about this report or the proposed workshop, do not hesitate to contact me or Erik Schapiro in my office at 454-3411.

Very truly yours,

  
SUSAN A. MAURIELLO  
County Administrative Officer

ES:SM

Attachment: A Survey of Santa Cruz County's Housing Activities and Accomplishments

cc: Each Board Member  
Planning Department  
Redevelopment Agency  
Planning Commission  
Housing Advisory Commission

LETTER MAILED TO INDIVIDUALS ON ATTACHED LIST

Mayor Tim Fitzmaurice  
City of Santa Cruz  
809 Center St., Room 10  
Santa Cruz, CA 95060

Councilmember Tony Gualtieri  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

Councilmember A. Ventura Pha  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077-5000

Vice Mayor Christopher Krohn  
City of Santa Cruz  
809 Center St., Room 10  
Santa Cruz, CA 95060

Councilmember Stephanie Harlan  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

Councilmember Ramon Gomez  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077-5000

Councilmember Scott Kennedy  
City of Santa Cruz  
809 Center St., Room 10  
Santa Cruz, CA 95060

Mayor Sheryl Ainsworth  
City of Scotts Valley  
One Civic Center Drive  
Scotts Valley, CA 95066

Councilmember J. Doering-Niels  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077-5000

Councilmember Ed Porter  
City of Santa Cruz  
809 Center St., Room 10  
Santa Cruz, CA 95060

Councilmember Cliff Barrett  
City of Scotts Valley  
One Civic Center Drive  
Scotts Valley, CA 95066

Councilmember Betty Bobeda  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077-5000

Councilmember Mark Primack  
City of Santa Cruz  
809 Center Street Room 10  
Santa Cruz, CA 95060

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Councilmember Stephany Aguilar  
City of Scotts Valley  
One Civic Center Drive  
Scotts Valley, CA 95066

Councilmember Emily Reilly  
City of Santa Cruz  
809 Center St., Room 10  
Santa Cruz, CA 95060

Councilmember Randy Johnson  
City of Scotts Valley  
One Civic Center Drive  
Scotts Valley, CA 95066

Councilmember Keith Sugar  
City of Santa Cruz  
809 Center St., Room 10  
Santa Cruz, CA 95060

Councilmember Paul Marigonda  
City of Scotts Valley  
One Civic Center Drive  
Scotts Valley, CA 95066

Mayor Dennis Norton  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

Councilmember Rafael Lopez  
City of Watsonville  
P.O. Box 50000,  
Watsonville, CA 95077-5000

Vice Mayor Gayle Ortiz  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

Councilmember R. de la Paz, Jr.  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077-5000

Councilmember Bruce Arthur  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

Mayor Chuck Carter  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077-5000



**ATTACHMENT 2**

Proposed Agenda for the Affordable Housing Workshop  
 October 2, 2001, 1:30 p.m.  
 Santa Cruz County Board of Supervisors  
 Board Chambers - 701 Ocean Street 5<sup>th</sup> floor

**A. COUNTY STAFF PRESENTATION****30 minutes****1. Overview of the Housing Market**

A regional perspective and critical facts about the housing market  
 vacancy rates  
 cost of housing in Santa Cruz County  
 impact of housing costs on workforce  
 impact on farm workers, special needs, CalWorks participants, etc.

**2. Overview of County General Plan Policies Pertaining to Affordable Housing****3. Overview of County supported housing activities**

- Local initiatives to encourage new housing units and utilize existing resources:
  - Inclusionary program
  - Second unit program
  - Farm worker housing ordinance
  - Non-conforming use program
  - RV conversion program
- Housing Programs authorized by your Board and available to County residents
- Affordable housing projects which have been recently developed in the County.
- RDA financing and leveraging outside funding resources
- Supportive housing activities that provides for a variety of programs and services for special needs individuals
- Development and Resource Constraints
  - environmental issues
  - land availability

**4. State Issues**

- HCD Fair Share Allocation - what do the numbers really mean?
- Availability of State Housing Funds
- The Impact of the County Not Having a State-Certified Housing Element

## ATTACHMENT 2

Proposed Agenda for the Affordable Housing Workshop  
 October 2, 2001, 7:00 p.m.  
 Santa Cruz County Board of Supervisors  
 Board Chambers - 701 Ocean Street 5<sup>th</sup> floor

## A. COUNTY STAFF PRESENTATION

30 minutes

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A regional perspective and critical facts about the housing market  
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Board Chambers - 701 Ocean Street 5<sup>th</sup> floor

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environmental issues  
land availability

**4. State Issues**

- HCD Fair Share Allocation - what do the numbers really mean?
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- State Legislative Update
  - McPherson bill re. RDA affordability requirements
  - Keeley bill re. CalHome program
  - Housing Element legislation to penalize County's for not having certified Housing Element
  - Other bills

5. . Other Local Issues

- Watsonville City water policy affecting portions of the County
- Farm worker issues - follow up on Needs Assessment
  - Potential Funding programs
  - State program for 12 or fewer employees
  - No. Coast rehabilitation project
- Public and quasi public partnerships for employee housing, including legal issues associated with use of redevelopment funding outside territorial jurisdiction

B. REPORTS FROM OTHER JURISDICTIONS - (10 minutes each)	<b>40 minutes</b>
Watsonville	
Santa Cruz	
Scotts Valley	
Capitola	
C. HOUSING AUTHORITY PRESENTATION	<b>5 minutes</b>
D. PUBLIC COMMENT PERIOD	<b>45 min. (est.)</b>
E. CONCLUDING DISCUSSION	<b>30 min. (est.)</b>