



2017 HOUSING CONVERSATION KIT

LET'S TALK!

The housing crisis in our community touches everyone.

Even if your own housing is secure, chances are very good that you or someone you know has been affected.

There is no single solution. But perhaps there are ideas that, when shared, can be further explored and developed into strategies that can bring positive change.

This Conversation Kit is designed to inspire thought and conversation on the housing issues Santa Cruzans have said are of most concern. Some topics are presented to be provocative; all are designed to encourage creative dialogue and a fresh perspective. We hope you will find your conversations meaningful, inspiring and thought-provoking.

**“When you change the way you look at things,
the things you look at change.”**

Wayne Dyer, American philosopher

Get started! →

WAYS TO USE THE CONVERSATION KIT

Each kit includes several cards with a **statement to discuss** and **relevant information**, in an effort to see all sides. The goal is to spark conversation that leads to thorough discussion and, hopefully, development of ideas that could become the means to address problems.

Each participant should have a copy of the **statement to discuss** and the **relevant information** for each topic, as well as a tally sheet for tracking their responses.

You may wish to use a round-robin format for discussion, where you go around the group and each member shares their point of view on the **statement** and on each piece of **relevant information**.

Or, you may decide to appoint a facilitator, who leads the discussion and calls on group members to share their thoughts and ideas on each **statement** and each piece of **relevant information**.

Or, you may want to break your group up into the pros and the cons for each **statement**.

How you decide to approach and discuss each **statement** is up to your group.

Some ideas to keep your conversations moving:

- Encourage everyone to contribute to the conversation.
- Be sure to discuss the pros and cons of each **statement** and **relevant information**.
- Share relevant personal experiences.
- If you are “for” an idea, change roles and argue against the idea.
- Discuss ideas using “How might we...?” as a starting point.
- Have fun!

Share your thoughts by sending a picture of your tally sheet to housingconversations@cityofsantacruz.com.

For more information and a calendar of housing-related events, visit cityofsantacruz.com/housing.



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OUR COMMUNITY'S HOUSING NEEDS

STATEMENT TO DISCUSS

Everyone who wants to live in Santa Cruz should be able to.

RELEVANT INFORMATION

- The City of Santa Cruz population has **grown 7.7% over the last 15 years**.
- Our current housing stock consists of **23,499 units**, and the majority of those units were **built between 1960 and 1980**.
- Between 2000 and 2010 there were **1,812 new units added**, primarily single family homes.
- We have a **diverse range of housing needs** in the City of Santa Cruz from senior housing to housing for young professionals, students and young families.
- The median home price in Santa Cruz is **\$870,000**. The median rent, for all unit types, is **\$3,241**.
- **The majority (57%) of those living in Santa Cruz are renters**, and the average household size is 2.5 people.
- UC Santa Cruz has a student population of 17,335, with 53% living on campus.
- 23% of those living in Santa Cruz County commute outside of the county for work.

[See graphic on reverse.](#) →



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WHO LIVES IN OUR COMMUNITY?

Baby Boomers, Empty Nesters & Retirees



Households made up of retirees, empty-nesters, those looking to downsize and/or those in need of senior housing

21% of people in our community are 55 years or older

Those 55 years and older own 61% of housing

Families With or Without Children



Households made up of married couples with or without children under 18

34% of households are made up of a married couple

24% of households have children under 18 yrs old

Those 35-54 years old own 36% of housing

Students & Young Professionals



Households made up of roommates, childless couples, & students

32% of people in our community are between the ages of 20-34 yrs old

53% of UCSC students live on campus

Those 34 years and younger own 3% of housing

AFFORDABLE HOUSING IN SANTA CRUZ

STATEMENT TO DISCUSS

There should be affordable housing options
in my neighborhood.

RELEVANT INFORMATION

- **Eligibility for affordable housing** is based on an individual's or family's household income. A family is considered "low income" if their income is below 80% of the area's median income. In 2017, the median income for 1 person in Santa Cruz is \$60,900 (80% of that median income is \$48,720).
- Low and very low income wage jobs range from \$22,000-\$56,000 per year and **include teachers, social workers and health care support staff.**
- The City of Santa Cruz currently has over 1,860 units of affordable housing that are available to households falling into specific income eligibility brackets. This represents about **8% of all housing in the City.**
- Our current stock of affordable housing is **located throughout the City** in the form of affordable accessory dwelling units (ADU), required affordable units included in housing projects, as well as housing projects that include 100% of units deemed affordable.
- Santa Cruz is in need of housing particularly for those households that fall into the **very low and extremely low income categories.** Current data indicates we need an additional 154 units in this category by 2023.

[See graphic on reverse.](#) →



WHO NEEDS AFFORDABLE HOUSING?



2017 Affordable Housing Eligibility by Income

For 1 person household



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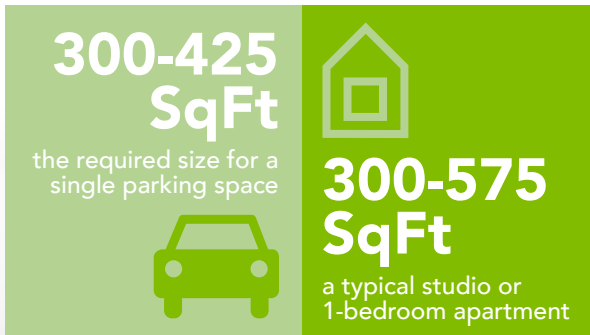
PARKING

STATEMENT TO DISCUSS

Parking should be required even if it means fewer units can be built.

RELEVANT INFORMATION

- **57.3% of people in the City of Santa Cruz drive to work.** Incorporating parking into projects can prevent parking and traffic impacts to adjacent neighborhoods.
- **Parking adds to the cost to build housing.** The cost of parking, which includes necessary land and construction, can impact housing affordability.
- **Parking requires space.** An average surface parking space requires 300-425 square feet, inclusive of all requirements. This is a comparable size to an average studio or one-bedroom apartment.



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PLANNING FOR OUR HOUSING FUTURE

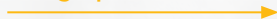
STATEMENT TO DISCUSS

There should be housing in Santa Cruz to meet my needs and those of my family in ten to twenty years.

RELEVANT INFORMATION

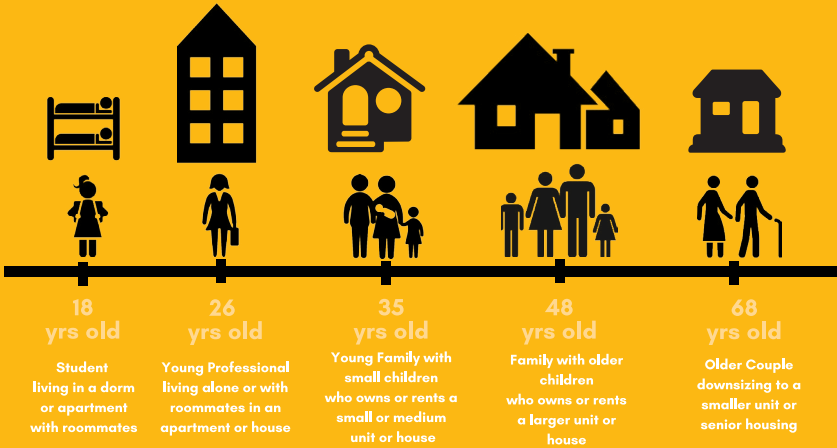
- Where will you be in 10 to 20 years? What will your housing needs be?
- Will you be a **parent** who needs to find housing that meets your family's needs, is close to work and your children's schools, and allows you to maintain a work/life balance?
- Will you be a **single professional** who wants to live in housing by yourself, without the need for roommates or family to offset housing costs?
- Will you be an **empty nester** looking to downsize from your current housing, live in a smaller footprint and pay less money?
- Will you be a **senior** wanting to stay in your home or move into a more affordable space that costs less and provides assisted living?

See graphic on reverse.



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HOUSING NEEDS OVER TIME



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RENT CONTROL

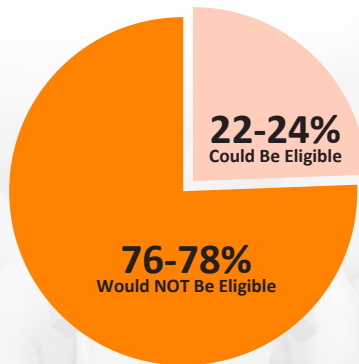
STATEMENT TO DISCUSS

Santa Cruz should have rent control.

RELEVANT INFORMATION

- Rent control is a special set of laws that some cities adopt. It generally includes **rent increase limits and eviction restrictions**.
- **Rent control does not apply to every rental unit.** Any rental unit built after February 1st 1995, as well as single family houses and condos, are not covered by rent control.
- Under the “Costa-Hawkins” law, when a tenant voluntarily leaves or is evicted for legal reasons from rent-controlled units, **the landlord can raise the rent to any amount for the new tenant**, but the rent control limits will again apply to that new rent amount.
- Rent control can be implemented by City Council action or by a ballot measure.

WHAT PERCENTAGE OF ALL HOUSING UNITS COULD BE ELEGIBLE FOR RENT CONTROL?



*Preliminary numbers based on analysis of units built before 1995 that are not single family homes or condos



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RENTAL SAFETY

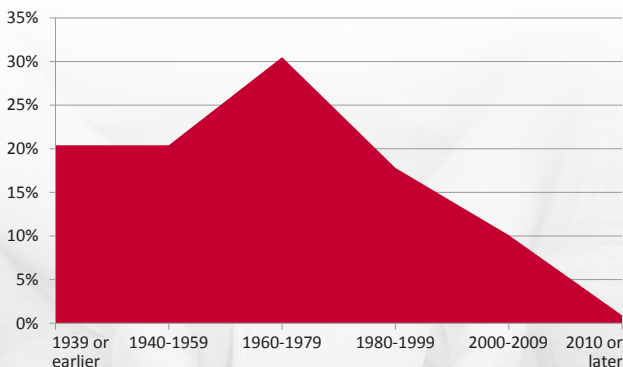
STATEMENT TO DISCUSS

We should be willing to accept substandard or unsafe housing in order to keep that housing affordable.

RELEVANT INFORMATION

- The City of Santa Cruz has a program to ensure rentals provide **basic life and building safety** to tenants.
- Reasons that the City would declare a unit uninhabitable include, for example: **mold, foundation issues, no heating and/or no plumbing.**
- Maintaining the availability and basic quality of rental housing **helps to keep housing stock on the market.**
- Landlords making improvements to their housing units can often lead to **increased rent prices.**

WHEN WAS OUR HOUSING BUILT?



CONVERSATION TALLY SHEET

Please mark the box that best supports your opinion on the topic statement. When you have completed your conversations, please mail your tally sheets to Casey Hemard, 809 Center Street, Room 9, Santa Cruz, CA 95060; or take a picture with a smartphone and email it to housing@cityofsantacruz.com.

TOPIC #1 Everyone who wants to live in Santa Cruz should be able to.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

TOPIC #2 There should be affordable housing options in my neighborhood.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

TOPIC #3 Parking should be required even if it means fewer units can be built.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

TOPIC #4 There will be housing in Santa Cruz to meet my needs and those of my family in ten to twenty years.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

TOPIC #5 Santa Cruz should have rent control.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

TOPIC #6 We should be willing to accept substandard or unsafe housing in order to keep such housing affordable.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

