



SMART SOLUTIONS TO HOMELESSNESS SANTA CRUZ COUNTY

Building Community Will - Housing Everyone!

November Updates

In This Issue:

- Celebrating the outstanding work of dozens of individuals and organizations from the Community Recognition Reception on October 21.
- Good news and bad news from the election
- Our focus for 2019: Communication and messaging
- Farewell to Therese Adams

Celebrating the outstanding work of dozens of individuals and organizations at our Community Recognition event on October 21

Smart Solutions held its 3rd Annual event to recognize some of the best work going on locally to address homelessness. Emcees Ryan Coonerty (County Supervisor) and Adriana Rocha (Community Action Board) presented awards to the following individuals and organizations.

- Captain Harold Laubach – Salvation Army
 - Tamara Vides and Susie O'Hara - the Cities of Watsonville and Santa Cruz
 - Sean Sullivan - Landlord at Redwood Commons
 - WINGS Volunteer Dispatchers
 - Kris Younggren, Street Outreach / Encompass
 - Kaiser Permanente
 - Association of Faith Communities
 - Ingrid Trejo and the Veterans Action Committee
 - The Youth Advisory Board of the Youth Homelessness Demonstration Project
-



Christine Sippl was honored with a Lifetime Achievement Award for her three decades of work with the Homeless Persons Health Project and Encompass Community Services.

Good news and bad news from the election



State **Proposition 1** and **Proposition 2** both passed – and provide new funds to build truly affordable housing and housing for people on the streets living with mental illness. Unfortunately, our local effort to generate new funds for both affordable housing and facilities to address homelessness – Measure H – did not achieve the two-thirds threshold required for adoption.

Our focus for 2019: Communication and Messaging



Smart Solutions believes that **building community will** to reduce and eventually end homelessness is essential to our efforts. Consider this simple fact: *the City of Santa Cruz could not successfully identify a location for a new interim shelter facility anywhere in the city.* This occurred despite a willingness on the part of the city council to create such a facility. Why did this happen? Because the will of residents in particular sections of the city to avoid having this facility was stronger than the community will to ensure that we have the facilities we need. There were

more folks who said NO than those who spoke up for YES. So... we have work to do. More than 50 of our allies met in October to map out a framework for our communications and messaging work for use in the months ahead. Stay tuned for more details next month.

Farewell to Therese Adams



We bid farewell and offer our gratitude to Therese Adams, who has staffed Smart Solutions for the past year. While her work has been terrific throughout her time with us, she especially shined recently in putting together our recent communications/messaging workshop and in putting everything together for our Recognition event. Thank you Therese and best wishes for success in your work with NAMI. (And we haven't seen the last of Therese: her commitment to carry on as a volunteer moving our communications project forward is greatly appreciated.)

Smart Solutions To Homelessness is an initiative
of the United Way of Santa Cruz County.
For more information contact sshomelessness.org@gmail.com



Follow us on Facebook!

