



SANTA CRUZ COMES OUT TO SUPPORT BUILDING SOLUTIONS
Homeless Summit Dec. 2012



September 2014



Smart Solutions to
Homelessness-Become an
Ally!

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What Are Smart Solutions?

- Are evidence-based
- Produce measurable results
- Are cost effective
- Benefit the entire community
- Take a step toward ending homelessness

Welcome to the Inaugural Edition of our Monthly Update...

On a damp day in December, 2012, almost two hundred fifty community members showed up to participate in an all-day Homeless Summit to consider local solutions to homelessness. (Image top of page.)

Many of you - our 'Smart Solutions Allies' - signed up to be on our mailing list at the Homeless Summit. Some of you responded to our more recent outreach via our 'ally campaign.' **Thank you so much for your interest!** Thank you also for your patience with us; we hope the long wait for regular communication will be worth it!

In our new monthly *Smart Solutions Update* we pledge to provide you with a good snapshot of what Smart Solutions is up to, let you know how you can get involved, link you to what's going on locally, and give you a sense of what's happening at the national level to prevent and end homelessness.

[More...](#)



Get Involved

Become a vocal advocate for smart solutions in your community and among your friends and associates.

Stand up and be counted to assure everyone in our county is treated with dignity and respect, especially those among us who are disinfranchised, vulnerable and at risk.

[Inform yourself](#). Become a community educator on the issue of homelessness.

Engage in the public process with good information on the realities of homelessness. In many cases we have allowed [assumptions, urban myths and old misconceptions](#) to guide policy decisions in addressing homelessness.

Participate in one of the upcoming public forums for Santa Cruz County's Strategic Plan to End Homelessness. (Dates will be announced in a future *Smart Solutions Update*.)

Reach out to someone currently experiencing homelessness. Everyone has a name, everyone has a [story](#).

Volunteer with one of our partners, such as the [Homeless Services Center](#) or the [Homeless Garden Project](#).

Sign up as a volunteer for [Project Homeless Connect](#) coming up November 5th in Watsonville.



Countywide Strategic Planning to End Homelessness Underway Now

By [Jessica Wolf](#)

Community Organizer, United Way of Santa Cruz County
Staff for the Strategic Planning Process & Smart Solutions to Homelessness

Homelessness is a complex and multi-faceted debilitating human experience with tremendous and unnecessary costs to those who are homeless and to our society. We all have a role to play in reducing and ending homelessness.

Today a large number of organizations, groups and individuals in Santa Cruz County are engaged in creating a countywide long-range strategic plan to address, reduce and eventually end homelessness. They share a common vision for a Santa Cruz County in which every community member has safe shelter and where homelessness is a rare occurrence.

In December the public will be invited to participate in one of two public forums-to be held in North County and Pajaro Valley and find out about and provide input to the Santa Cruz County's Strategic Plan. Our upcoming newsletters will let you know about dates and locations. We hope you will join in the discussion!

[More...](#)



Notes from the National Conference to End Homelessness

By [Phil Kramer](#)

Make a tax-deductible donation via [United Way of Santa Cruz County](#). (Select Smart Solutions from the drop down list for Donation Designation.)

Thank you! Together we can do this!

Our VISION is a Santa Cruz County in which every community member has some form of safe shelter, and where homelessness is a rare occurrence.

Our MISSION is to improve the way Santa Cruz County works collaboratively to reduce and ultimately end homelessness.



Picture a Santa Cruz County where every person has a home!



Homelessness is solvable: Together, WE CAN DO THIS!



Click [here](#) to print and distribute our brochure.

Smart Solutions Leadership Council Member
Director [180/2020 Campaign](#)

This was my first year attending the National Conference on Ending Homelessness in Washington DC. It was an inspiring three days of workshops and events, with practical applications for Santa Cruz County. The overarching theme was ending homelessness is possible - and it's happening! Many communities are on pace to end Veteran homelessness next year, and many are also working to end chronic homelessness by 2016.

Don Lane (Chair of Smart Solutions) was also there for the conference, and we had very encouraging meeting with Congressman Sam Farr. He is very understanding of how highly impacted Santa Cruz County is by homelessness, and he offered to work with us to better understand Federal funding levels and opportunities.

The final keynote address was given by [First Lady Michelle Obama](#), who energized the crowd as she described the effort to end Veteran homelessness and outlined the Mayors Challenge (to end Veteran homelessness), which our local government leaders have expressed interest in joining.

[Link to National Alliance to End Homelessness \(NAEH\)](#)

[Link to Mayor's Challenge](#)

[Link to 100k Homes "We Can End Homelessness" video](#)



Aptos Blue Opens-Celebrates Housing for 40 Families

A wonderful example of the ['housing first' strategy](#), and one of the 'smart solutions' SSH advocates, Aptos Blue is a new affordable housing development that celebrated its grand opening on August 27th in Aptos.

From the [Santa Cruz Sentinel article](#) of 8/27/14 by Jason Hopin: *The project was developed by MidPen Housing, one of the Bay Area's largest providers of affordable housing. The agency also is coordinating services for residents that include an after-school program, computer lab, financial literacy course and vocational guidance.*

MidPen president Matthew O. Franklin said there were 400 applications for the 40 units, which are now inhabited by a diverse group of residents that include paramedics, teachers and baristas.



Join us at United Way of Santa Cruz County



Join us at Smart Solutions

