

# STATE POLICY DECISIONS HAVE WORSENERD HOUSING CRISIS

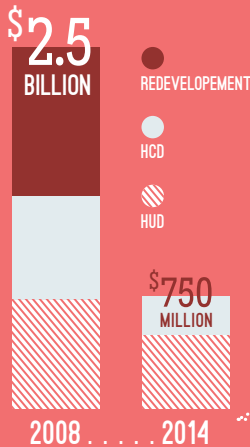
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## SANTA CRUZ COUNTY

### IN 2008, Santa Cruz County residents

were already struggling to afford rent. Since then, rents have skyrocketed while at the same time, investment in affordable-home production plummeted 69 percent, plunging California into a true housing-affordability crisis.

▼ -69%



**State investment is a critical piece** of the incredibly complicated financing that private developers must pull together to build housing affordable to hardworking families. But California is currently headed in the wrong direction. Elimination of California's redevelopment program and failure to replace voter-approved bond funds with ongoing investment has left investment in affordable-home production at a **record low**.

AFFORDABLE HOME SHORTAGE  
**1.5 MILLION**

“There isn't a single county in California with enough affordable homes and apartments to meet local needs.”

## MASSIVE STATE DISINVESTMENT in AFFORDABLE-HOME PRODUCTION is DRIVING MORE FAMILIES into POVERTY

Right now, in Santa Cruz County, people are working multiple jobs and still having to make impossible choices:

- RENT OR  FOOD?
- RENT OR  MEDICATION?
- RENT OR  SCHOOL SUPPLIES?
- RENT OR  CAR REPAIRS?
- RENT OR  BUS FARE?

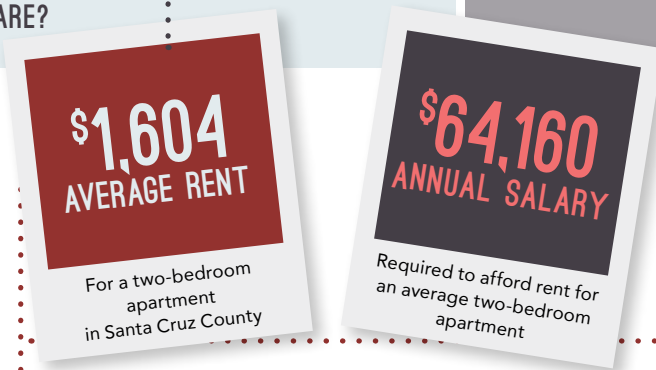
**3 in 10**

people in Santa Cruz County spend more than half their income on rent

## As California continues to disinvest in affordable development, throughout our state:

- College students are sleeping in their cars during the week.
- Businesses like Toyota are moving plants out of California, explicitly citing housing costs as the reason.
- Cities are struggling to keep talented teachers (including pre-school teachers) due to high housing costs.

### A SNAPSHOT of SANTA CRUZ COUNTY'S HOUSING NEEDS



BETWEEN 2005-2015

**RENTS** JUMPED 6%      **INCOMES** FELL 2%

## The Housing Affordability Crisis is Solvable

Lives have already been positively changed in your district by affordable developments. Everyone talks about California's high cost of housing—this is the moment leaders like you can support bold solutions to do something about it.

Use your legislative power to invest significant state investment in housing to lift more of your constituents out of poverty and create a meaningful legacy you can be proud of.

