



# COUNTY OF SANTA CRUZ

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## PRESS RELEASE

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### MEDIA ADVISORY: LANDLORD "SPRUCE UP" EVENT

California's housing crisis has reduced the availability of housing for families, the elderly and veterans. It has also had a disproportionate impact on homeless individuals, with a lack of available housing preventing local jurisdictions from making progress in their efforts to reduce the number of individuals living on the streets.

To meet this challenge, Santa Cruz County and numerous local agencies have teamed up to form the "All-In Landlord Partnership" and explore novel ways to encourage landlords to rent or lease available properties to people with rental assistance. These efforts include improved case management services, direct consultation with landlords, a one-stop web portal for local landlords to obtain information and more.

In conjunction with Habitat for Humanity, the All-In Landlord Partnership is now offering "Spruce Up" services to select properties and landlords who agree to help reduce the local homeless population. On Saturday, Oct. 7, a team of volunteers will conduct exterior landscaping improvements at a Boulder Creek residence, the first property enrolled in the "Spruce Up" program. Interested volunteers can sign up through Habitat's portal:

<http://www.signupgenius.com/go/508054eaaa623a64-allinlandlord>

The media is invited to attend this event.

**WHAT:** "Spruce Up" All-In Landlord Partnership event

**WHEN:** Saturday, Oct. 7 from 9 a.m. – 2 p.m.

**WHERE:** 13700 West Park Ave., Boulder Creek