

**FOR IMMEDIATE RELEASE**



**COUNTYWIDE AFFORDABLE HOUSING COALITION  
NAMES INTERIM DIRECTOR**

*Brooke Newman brings deep understanding of housing challenges and needs to **Housing Santa Cruz County***

SANTA CRUZ (Jan. 26, 2022) — Housing Santa Cruz County, a countywide coalition of local organizations and individuals working to increase affordable housing opportunities for local residents and workers, has named Brooke Newman as Interim Managing Director of the organization.

Newman will serve as Housing Santa Cruz County's first Managing Director. She has deep experience working on issues related to housing, especially homelessness. Newman will lead the staff of Housing Santa Cruz County as it enters its second year of mobilizing the community in support of key affordable housing policies and affordable projects designed to meet the needs of Santa Cruz County's lower-income families and individuals.

"Brooke has seen the devastating impact that inadequate and unaffordable housing supply has on our community," HSCC Governing Board Chair Don Lane said. "We believe her deep experience working with marginalized communities will help housing Santa Cruz County better understand and advocate for community members in need of affordable housing solutions"

Newman's background is in community organizing and building trusted partnerships between disparate groups. She is skilled at facilitating relationships between the public, private, and nonprofit sectors to work toward shared goals. With an emphasis on equity and accessibility, she also is experienced in building and refining systems that impact the lives of vulnerable populations.

Newman played a lead role in the management and strategic growth of the Santa Cruz Downtown Streets Team. During her tenure at DST, Brooke developed new programming for the organization including its first CalFresh Employment Training program, first weekly women's empowerment program, first culinary training program, and expanded the Team's geographical reach throughout the county.

During the COVID-19 pandemic, Newman worked with the City of Santa Cruz and the County of Santa Cruz, as well as their nonprofit and community partners, to expand access to shelter and services for people experiencing homelessness throughout the County.

“For many of those who are housed and unhoused in Santa Cruz County, there has been little reason to believe that a pathway to safe, stable affordable housing exists for them,” Newman said. “I’m excited about working with Housing Santa Cruz County and its members as we advocate for a sea change in affordable housing development throughout our County.”

Newman also has held leadership positions in a variety of nonprofit organizations including executive director of Birchbark Foundation, founding board member for the Alliance of Self-Directed Education and administrative manager of the World Trade Center Health Program in Queens, New York. Newman received her B.A. from the Eugene Lang College at the New School University. She holds a M.P.A. from the Baruch School of Public Affairs.

“After years of working in the realm of homelessness, it has become abundantly clear that our collective efforts to lift people out of poverty will continue to be stalled until we demand that the creation of more affordable housing be prioritized throughout the county,” Newman said.

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**ABOUT HOUSING SANTA CRUZ COUNTY (HSCC)**

*HSCC is a broad-based coalition of organizations and community members dedicated to making Santa Cruz County affordable to all. Together, the coalition is building a leadership and organizational structure needed to align the political and community will necessary to create the housing—particularly affordable housing—that Santa Cruz County needs to thrive. Learn more at [www.housingsantacruzcounty.com](http://www.housingsantacruzcounty.com), and on Facebook, Instagram and Twitter.*

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