

CASSIE ROACH

Safe Parking Program Director, New Beginnings Counseling Center



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Santa Barbara, CA



Cassie Roach is the Safe Parking Program Director at New Beginnings Counseling Center. She graduated from UC Santa Barbara in 2015, double majoring in Biopsychology and Religious Studies. Cassie has previous experience in the medical field as an office manager and as a medical assistant for several local providers.

While working as a medical assistant, she began volunteering for New Beginnings in the summer of 2015 to gain more insight into the psychology side of her degree. Cassie found her calling with the work of Safe Parking and has worked full-time with New Beginnings since early 2016. Cassie is passionate about working with the homeless population and spent many years volunteering her time with Doctors Without Walls – Santa Barbara Street Medicine.

Cassie has most recently completed her master's degree in social work, with an urban generalist emphasis, from Cal State Los Angeles in May 2024. She has many interests and enjoys both macro-level program development and advocacy, as well as working directly with staff in consulting on cases.

Cassie is excited for the future of Safe Parking and for continuing to make the program the leading example of addressing vehicular homelessness in the United States.