

# Local Housing Marketing Program

Case No. 26ORD-00003

April 21, 2026

Board of Supervisors



County of Santa Barbara

Planning and Development

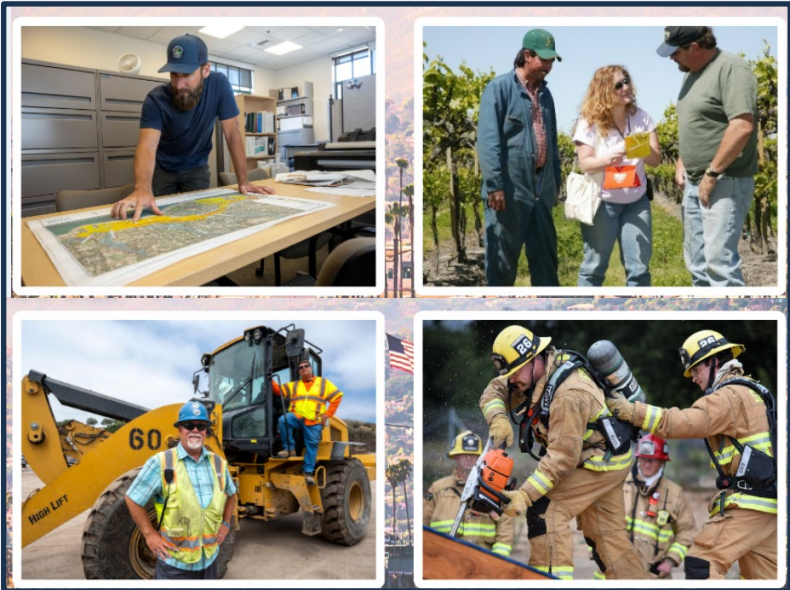
Lila Spring

# New County Code Chapter

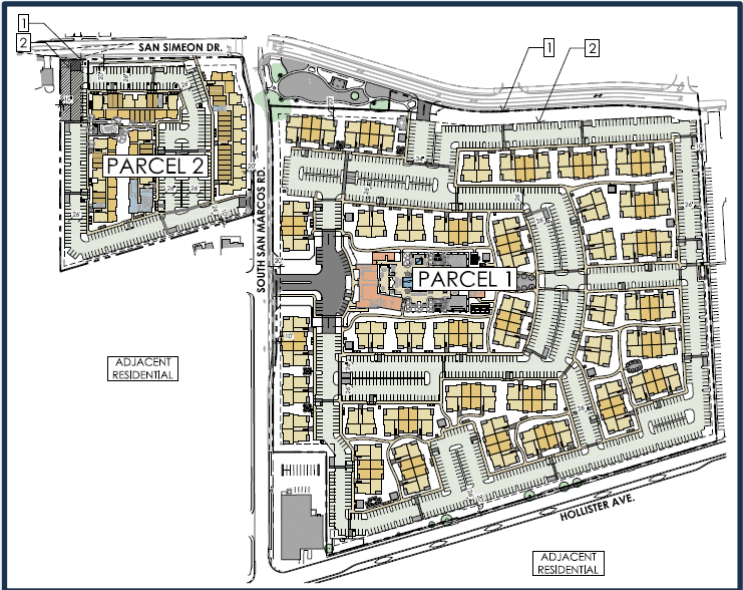
## Chapter 52: Local Housing Marketing Program



# Primary Goal



Local Workforce



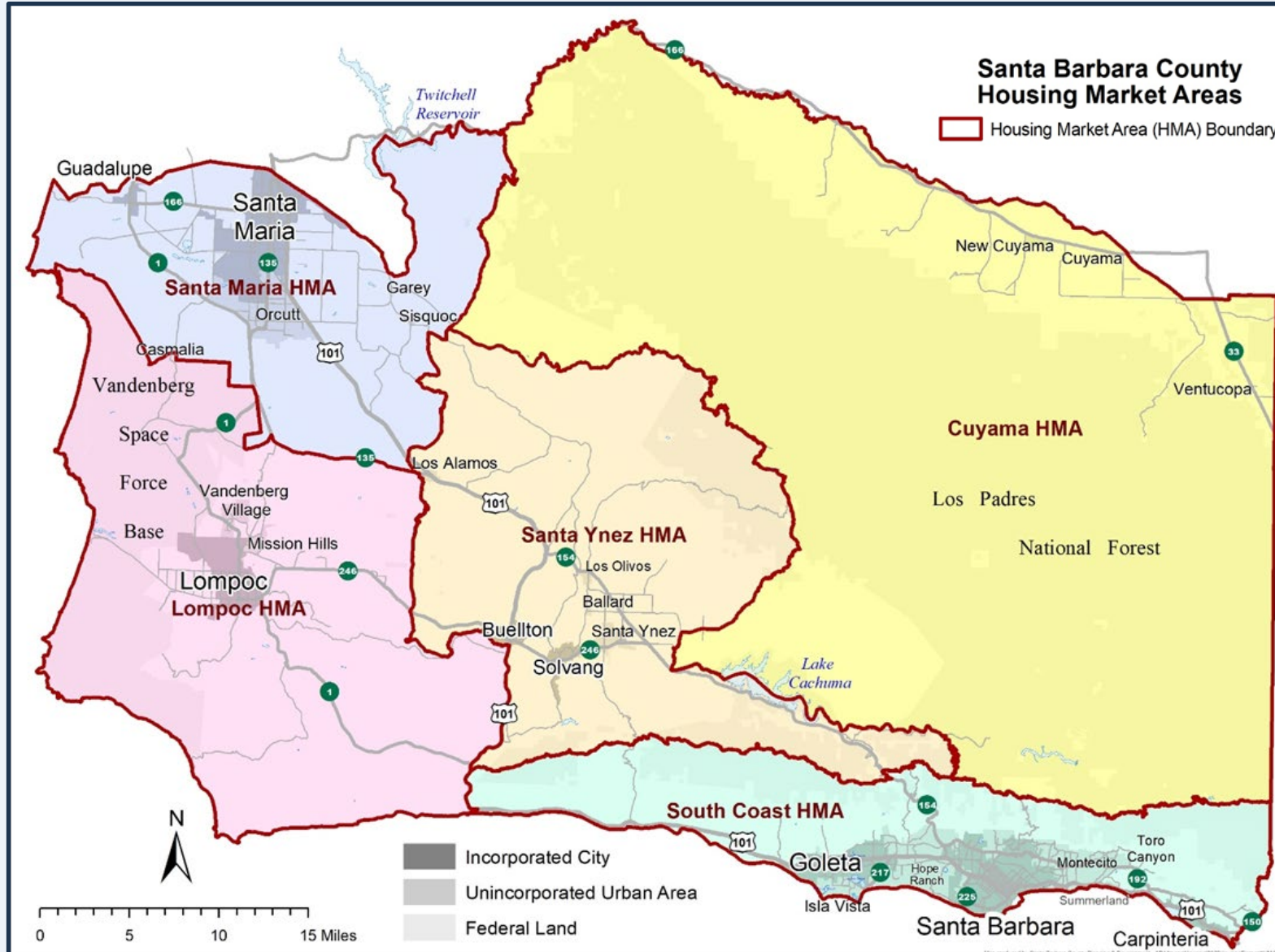
Local Housing

# Background

- 2023-2031 Housing Element Update, Program 21: Local Preference
  - Improve opportunities for local workers and residents to attain local housing
- Outreach to development community
- Collaboration with County Community Services Department
  - Local preference for deed-restricted affordable housing
- Chapter 52: Non-deed restricted housing



# South Coast Housing Market Area (HMA)



# South Coast HMA

- Jobs-housing imbalance
  - Approximately 28,000 workers commute into South Coast HMA daily
  - 15.3% of commutes to the South Coast travel 32+ miles vs 9% of commutes to the North County
  - Compared to statewide average, ~2X people employed in South Coast travel 50 miles or more to work
  - Air pollution (GHGs), traffic congestion, and decreased personal time



# South Coast HMA

- Low vacancy rate
  - Rental vacancy rate of ~2%
  - Competitive market for housing
- Awareness of housing opportunities is critical
  - First step for securing housing

# Chapter 52 Applicability

## Housing projects:

- In the South Coast HMA
- Five or more primary dwelling units
- Initial sale or rental
- Non-deed restricted units

# Chapter 52 Requirements and Process

## Developer required to:

- Prepare,
- Submit, and
- Implement a Local Marketing Plan

## Process:

- Timing requirements
- Notify local employers
- Local advertising first



# Encouraged Prioritization

- 1st:** Persons who work within the South Coast HMA but live elsewhere;
- 2nd:** Persons who live (or no-fault eviction in last 2 months) and work within the South Coast HMA;
- 3rd:** Persons who have been hired to work within the South Coast HMA but live elsewhere;
- 4th:** Persons who live within the South Coast HMA but work elsewhere; and
- 5th:** Persons who work and live outside the South Coast HMA.

# Environmental Review

- Not a “project” as defined in State CEQA Guidelines Section 15378(b)(5) because it consists of an organizational or administrative activity of government which will not result in direct or indirect physical changes in the environment and, therefore, is not subject to CEQA pursuant to State CEQA Guidelines Section 15060(c);

# Staff Recommendations

- Consider and approve the introduction of an ordinance adding Chapter 52 to the Santa Barbara County Code;
- Read the title and waive further reading of the Ordinance in full;
- Determine that the ordinance is not a “project” as defined in State CEQA Guidelines; and
- Continue the hearing to the Administrative Agenda of May 5, 2026.