

Katherine Douglas *Public Comment*

**From:** Craig Minus <craigminus@camlanduse.com>  
**Sent:** Friday, May 1, 2026 3:26 PM  
**To:** sbcob  
**Cc:** Plowman, Lisa; Tuttle, Alex  
**Subject:** Local Preference - BOS 5/5

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Hi BOS Clerk - please share my Local Preference comments with the BOS for the 5/5 hearing:

1. I understand the recommendations currently being considered largely include a “marketing” requirement of a project aimed at ensuring available units are targeted at locals. This is good.....but
2. It made me think if there could be a stronger tool that would require projects to report a “success rate” of attracting locals during the initial lease up/sales period.
3. I understand and recommend this reporting would only be required during an “initial lease-up/sales period” ....as on-going reporting requirements gets tiring.
4. Based on my experience, an initial lease up/sales period usually has some “milestones” ....like 50% leased/sold, 75% leased/sold, 90% leased/sold....I’d recommend the requirement would be to share the % of units that are leased/sold to “locals” be provided at the 50% leased/sold milestone.....and then again at the 90% leased/sold milestone (this would be the final reporting requirement).
5. My thought is if reporting at 50% leased/sold milestone isn’t showing a high local %...then perhaps there could be a focused effort to attract additional locals when leasing/selling the latter half of the project.
6. My recommendation isn’t to shame/penalize a project for a poor local lease/sale %.....but it is more to obtain actual data for the community to be aware of. We often hear mixed feedback on whether units are going to locals or out of towners....so I think this would provide measurable “actual data”.

7. Other valuable information from initial lease up/sales tenants/buyers would be:
  - a. Where did they move from (within the local region)....for example: they lived in Carp and relocated to Goleta
  - b. What type of housing did they move from...for example: they lived in an older apartment and moved for the new apartment or rented before and bought the new for-sale product.
  - c. What attracted them to the new product....for example: newer/nicer place to live, closer to work, upsizing/downsizing etc.

The goal would be to understand these micro-migration trends and if/how new housing product influences housing availability in our region.

8. SB County staff should be required to share this information to the public.

Thanks,  
Craig

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**Craig Minus**

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