



**From:** Dustin Hoiseth <Dustin@SBSCChamber.com>  
**Sent:** Monday, April 3, 2023 4:06 PM  
**To:** sbcob  
**Cc:** Williams, Das; Laura Capps; Hartmann, Joan; Nelson, Bob; Lavagnino, Steve; Kristen Miller  
**Subject:** 4/4 Board of Supervisors Meeting: SBSC Chamber Public Comment - Item D9 - Housing Element Update  
**Attachments:** PublicComment\_SBSCChamber\_Item D9\_HousingElementUpdate.pdf

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Please see attached public comment letter for the 4/4 Board of Supervisors meeting. Thank you.

Dear Chair Williams and Board of Supervisors:

The Santa Barbara South Coast Chamber of Commerce, representing businesses from Goleta to Carpinteria, would like to offer input on the County’s revised 2023-31 Housing Element. The Chamber appreciates the hard work that the County has put into the development of the 2023-21 Housing Element. Housing continues to be a top issue for the Santa Barbara County business community, especially on the South Coast. Every day more employers continue to speak about their struggles with retaining and recruiting a local workforce, as a direct result of the lack of our region’s housing stock and diverse housing options – putting our local economy at risk. Through the Chamber’s continued efforts to address this issue we were proud to launch The Road Home, phase three of the Chamber’s Roadmap to Recovery series. The Road Home is a living housing document that discusses the current state of our region’s housing crisis, and proposes solutions, from a local business community perspective. The Road Home includes a call to action to build 10,000 new units of varying sizes and price ranges by 2033.

It has been clear through the development of the Housing Element, and the revisions made following public comment, that the County is serious about addressing the local housing crisis and is committed to doing so with strategies and proposals that the community can support. The Chamber was glad to see that approximately 7 of the County’s proposed sites aligned with sites identified by the Chamber in The Road Home document (Bailard site, Caird properties, MTD site, San Marcos Growers, and the Tatum property).

The Chamber would also like to call attention to the link between the missing middle of our local workforce and moderate-income housing. Upon reviewing the County Housing Element, the Chamber was concerned to find that on the South Coast, of the four income categories outlined by RHNA, moderate-income housing only makes up 8% of the units for the New Construction 2023-31 Planning Period. Additionally, moderate-income housing only makes up 20% of the Housing Element’s total capacity on the South Coast. However, after discussions with County staff we were happy to hear that the County is committed to addressing this discrepancy through the exploration and development of programs included within the Housing Element. The Chamber proposes that our recommendation for employer-sponsored housing programs will also address the missing middle in some capacity and ask the County to work with us toward these goals.

Thank you for your commitment to solving our region’s housing crisis, which continues to hinder our local employers and threaten our local economy.

Sincerely,

Kristen Miller  
President & CEO  
Santa Barbara South Coast Chamber of Commerce

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4/3/2023

Santa Barbara County Board of Supervisors  
105 East Anapamu Street  
Santa Barbara, CA, 93101  
**RE: 2023-31 Housing Element Update**

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