



ISSUE & POLICY ROUNDTABLE

Tuesday,
July 17th
12:00pm

Chair
Jim Knight

THE CHAMBER'S FORUM FOR GOVERNMENTAL AND BUSINESS CONCERNS

UPCOMING EVENTS

July

**25 - Issue & Policy
Roundtable**
Goleta Chamber
Conference Room
12:00pm - 1:15pm

**26 - Business After
Hours**
Pacifica Suites
15490 Hollister
Avenue
5:00pm - 7:00pm

**28 - Executive
Board Meeting**
Chamber
Conference Room
271 N. Fariview
Ave, Ste 104
8:00am - 9:00am

August

3 - Board Meeting
Chamber
Conference Room
271 N. Fariview
Ave, Ste 104
8:00am - 9:30am

**7 - Ambassadors
Meeting**
Chamber
Conference Room
271 N. Fariview
Ave, Ste 104
12:00pm - 1:00pm

Economic Forecast

During Tuesday's meeting we had Bill Watkins lead a discussion about the future of our local economy. Bill encouraged the group of local residents and business owners to voice their questions and concerns about Goleta's future and the path of our economy, in an effort to further enrich the 2007 Economic Forecast on July 19th.

The Economic Forecast Project is a community-sponsored research program of the University of California, Santa Barbara. The purpose of the project is to provide information to the community and to enhance the credibility and prestige of the University. The Project's core activity is to monitor and report on the economic activity in the communities of San Luis Obispo, Santa Barbara, and Ventura counties and to provide detailed economic analysis, data, and forecasts for those communities.

BILL WATKINS, PH.D



*Director,
UCSB Economic
Forecast Project*

CONTACT INFORMATION:

bill.watkins@ia.ucsb.edu
(805) 893-5894

INTEREST ITEMS

ITEM 1: Goleta Water Business Rebate Program

Summary: Businesses and institutions can help conserve water by retrofitting water guzzling toilets, urinals, and clothes washers with more efficient fixtures. Replacing these fixtures can save thousands of gallons of water per year, not to mention hundreds of dollars! On top of these benefits, several cities and water districts have partnered with the Santa Barbara County Water Agency to offer the "Save Water, Save a Buck" rebate program. A rebate of \$75-\$150 is offered for the installation of an ultra-low flow toilet (saving about 5 gallons of water per flush). A \$150 rebate is offered for waterless urinals or low-flow urinals (saving up to \$100 per year!). A \$150 rebate is also offered on eligible water efficient clothes washers, which reduce both water and energy use up to 50%. Eligible water districts and cities include the City of Santa Barbara, Montecito Water District, Carpinteria Valley Water District, Goleta Water District, City of Lompoc, and the City of Santa Maria. For more information about the program, visit www.sbwater.org/CIIRebateProgram.htm or call 805-568-3541. Funding for this program was provided by the California Department of Water Resources Water Use Efficiency Grant Program.

ITEM 2: Measure D 2006: Vote during July 25th IPR Meeting

Review: On April 20, the SBCAG Board unanimously adopted a final Measure D renewal transportation expenditure plan. The plan provides nearly \$1.6 billion in funding to relieve traffic congestion, maintain existing transportation infrastructure, improve local roads and highways, provide safe routes to school, expand transportation alternatives and protect mobility for seniors and disabled individuals. The adopted plan would continue Measure D—our existing ½ percent local sales tax for transportation—for 30 years and provide for a ¼ percent increase in the sales tax rate to fund specific projects and programs.

The existing Measure D, which was approved by county voters in 1989, will sunset in March 2010, and this critical source of transportation funding will end unless a renewal of Measure D is approved. The county board of supervisors and a majority of the city councils representing a majority of the incorporated area population must approve the new expenditure plan before the measure is placed on the November 7, 2006 general election ballot. This plan is the product of 18 months of hard work and compromise by SBCAG Boardmembers, staff, consultants,

local agency representatives and stakeholder groups after many public outreach workshops and meetings. The plan has been prepared to address important existing and future transportation needs in Santa Barbara County. It proposes a diverse program of transportation investments to address those needs while being sensitive to the regional differences within our county. Under the plan, 50% of the revenues generated by Measure D will be allocated to local agencies, for expenditure on projects selected by the city councils and board of supervisors, based on each community's priorities. This provision ensures that each city and the county will continue to receive at least the same amount of local flexible funding as they currently receive from the revenues generated by the current Measure D ½ percent sales tax. The other 50% of funds will be used to deliver important regional projects like the widening of the 101 freeway to the Ventura County line, a new commuter rail service connecting Santa Barbara and Ventura Counties, increased local and regional transit, improved bikeways and safe routes to school that will benefit the all the citizens of the county and our local economy for years to come.



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GOLETA GENERAL PLAN

The city is currently in the open comment period for the Draft Environmental Impact Review (EIR). Public hearings were held June 26th and the comment period closes on July 18th. Most of the comments presented at the June 26th meeting were concerned not with content of the report yet, but with the short review period to review a lengthy, complicated and contradictory report. Because the General Plan is still being revised, the EIR is a fixed report on an ever-changing policy. This creates a real challenge for businesses who are

working to assess the effect, validity and accuracy of the environmental document. Several pleas were made, requesting more time. Comments requesting more time, or comments on the EIR are due by Tuesday, July 18th, attn: Ken Curtis, City of Goleta. Contact Kristen at the Chamber for more information 967-2500

Goleta General Plan Public Hearing Draft

Available free online at cityofgoleta.com Reference copies are available at the Goleta Public Library and City Hall for \$50 in print and \$10 on CD.

REGIONAL ISSUES

ITEM 1: RLA's Transportation Task Force

Summary: Businesses thrive when service, delivery and employee vehicles can travel uninhibited. Unfortunately, in this region our roadways inhibit mobility at times. Improving these highways and freeways takes money in addition to cooperation from elected and appointed city, county and state representatives.

The next step for the RLA is to understand how transportation funding is dispersed from the federal level, through the State and then on to counties, and how to get the region's fair share.

Dan Beal, Managing Director of Public Policy for the Automobile Club of Southern California recently met with members of the RLA to help in the effort. Covering information ranging from current statistics population, road capacity and highway spending to sources of funding, the challenges were clear.

Federal Funding is primarily from federal excise tax on fuels. State Funds come from fuel taxes, sales taxes and truck weight fees and bonds. Local funds are the largest, most diverse, and most flexible source of transportation funding.

Mr. Beal's suggestions for involvement by businesses: Help select good projects, and assure that the projects are "ready to go" with privately funded initial activities (project study report, environmental clearance, etc.). Have an established advocacy network and demonstrate consensus support, minimize, accommodate, co-opt, neutralize opposition, and give elected officials support and cover, Demonstrate how transportation is important to your business, group, service, community and keep transportation at the top of the priority list. Maintain the pressure in competitive selection processes and support improving the process Assure matching funds by renewing Measure D in Santa Barbara and trying again for a transportation funding measure in Ventura.

The RLA's Transportation Task Force is taking seriously these suggestions for involvement and will be busy advocating for local funds from all levels of government.

If you missed Mr. Beal's presentation, please contact your RLA representative for more details. There was much more valuable information presented than is shared in this article.

LOCAL POLITICAL CALENDAR

July

17 - City Council Meeting
1:30pm & 6:00pm
Goleta City Hall
130 Cremona Drive, Ste. B

18 - Design Review Board Meeting
3:00pm
Goleta City Hall
130 Cremona Drive, Ste. B

18 - Board of Supervisors Meeting
9:00am
County Admin Building,
105 E Anapamu St,
Santa Barbara

25 - Board of Supervisors Meeting
9:00am
Betteravia Gov Center Board Room
511 E Lakeside Pkwy
Santa Maria

August

1 - Design Review Board Meeting
3:00pm
Goleta City Hall
130 Cremona Drive, Ste. B

RSVP NOW!

2007 Goleta Economic Forecast

When: Wednesday, July 19, 9:30 am - 1:30 pm

Where: Bacara Resort & Spa,
8301 Hollister Ave., Goleta

Cost: \$75/members, \$90/non-members
(includes one Economic Forecast Book)

Register:

Call: (805) 967-2500

Email: info@goletavalley.com

THE GOLETA VALLEY CHAMBER OF COMMERCE IS A MEMBER OF THE FOLLOWING ORGANIZATIONS:



THE REGIONAL LEGISLATIVE ALLIANCE OF VENTURA AND SANTA BARBARA COUNTIES
legislativealliance.com
5046 Santa Susana Avenue,
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