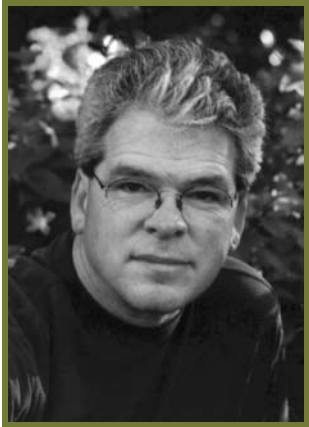


Voices *for* Housing

Make Your Voice Heard!



Roy Donkin

Pastor, Cambridge Drive
Community Church

“Workers are commuting longer distances, losing time with their families, diminishing their ties to either the community where they work or the one where they live, and damaging our environment with added greenhouse emissions from their lengthy daily car trips.”

Population & Community in Decline *Workforce caught between two communities*

One of the battle cries repeated by the “build no affordable housing” crowd has been that the greater Santa Barbara area has been experiencing rampant growth and that every effort must be made to apply the brakes lest we become another Los Angeles. This fear of growth can safely be put to rest as data from a variety of sources shows that the population of Santa Barbara County has declined every year for the past three years. This has happened even in the midst of significant growth in the northern parts of the county. All that can mean is that the South County has shrunk even more significantly as large numbers of workers have moved north or south to find more affordable housing.

At the same time, this lack of affordable housing leads to exactly the fear that has been raised. We are becoming more like LA as more and more workers spend increasing numbers of hours in their cars, sitting on the 101. Workers are commuting longer distances, losing time with their families, diminishing their ties to either the community where they work or the one where they live, and damaging our environment with added greenhouse emissions from their lengthy daily car trips. The difficulties that both the private and public sector have in attracting new workers are testimony that fewer workers are willing to pay the price to work in Santa Barbara while living somewhere else.

One course of action is to work to provide affordable housing for those who contribute to this community with their time and their talents. The alternative is a community stressed by inadequate services, a damaged environment, and a city impoverished by shrinking diversity. The moral and responsible choice is obvious.

Roy Donkin, Pastor
Cambridge Drive Community Church

The Coastal Housing Coalition, a 501 (c)(3) nonprofit organization, is dedicated to creating solutions to the South Coast's critical housing shortage and the impact it has on the community's economic, social, and environmental health.

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A Letter from the President



Dear Friends,

The Coastal Housing Coalition is passionate about ensuring that the needs of our community are the driving force behind every decision about housing. We are committed to maintaining an open

dialogue and communicating with individuals on all sides of the housing crisis. We are proud to report significant progress for our community in the last several months:

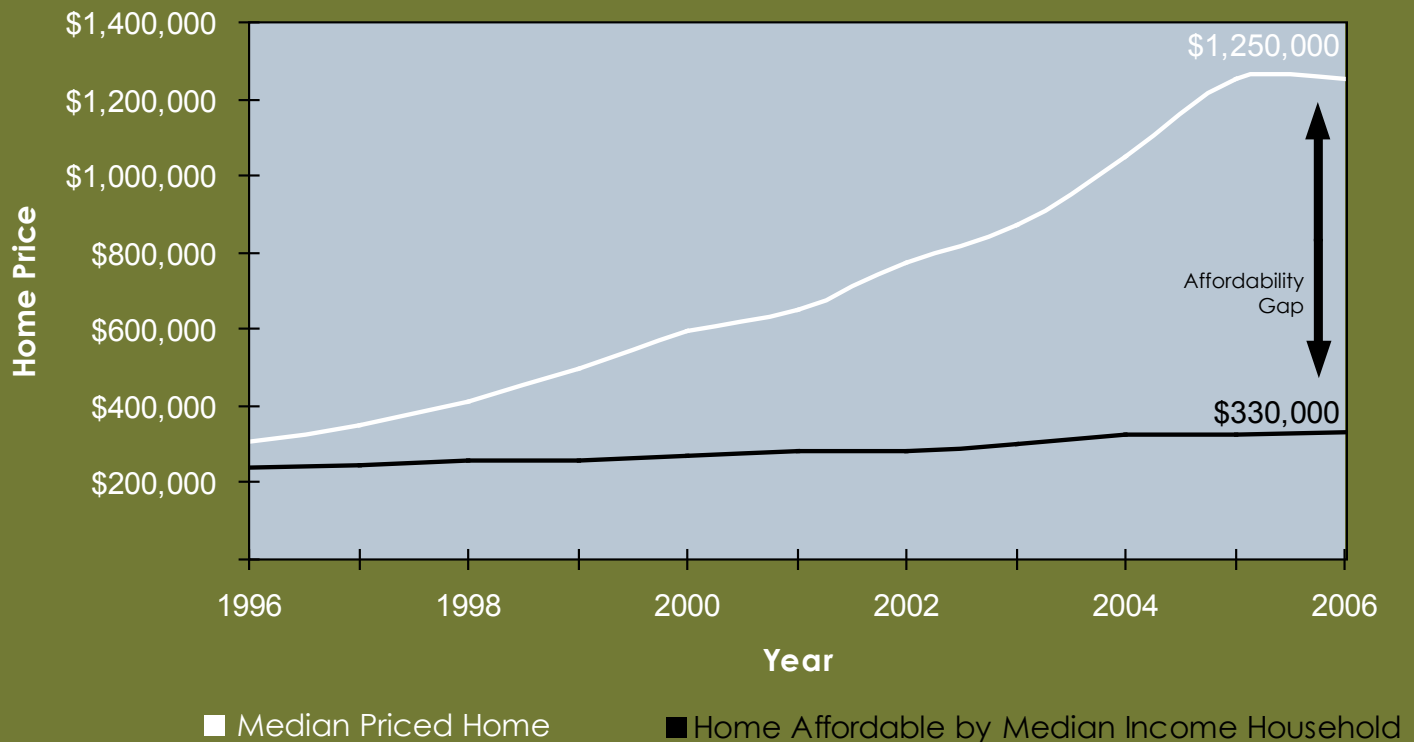
- The Santa Barbara City Council approved the Cottage Hospital Housing Project on a 5-1 vote. This vote was a milestone in the campaign for more affordable workforce housing.
- In December, and at our urging, the Santa Barbara County Board of Supervisors approved the Cavaletto Project which rezoned non-viable agricultural land to residential in a 4-0-1 vote. Included in this project will be 33 onsite affordable units.
- In early March, the new Goleta City Council voted to re-examine its Housing Element. The Coastal Housing Coalition has many concerns with the current Housing Element in that it does very little to create actual housing for the community. In fact, the state Department of Housing and Community Development recently rejected the City of Goleta's Housing Element for the third time in 18 months, sending it back for further changes in order to be in compliance with state development standards. The newly-elected Council is committed to ensuring that workforce housing be a part of the community.
- Coastal Housing's new television program on Channel 17 premiered in December. The program is entitled "Neighbor to Neighbor: Facing Our Housing Crisis" and airs on Wednesdays from 6:30 pm to 7:00 pm.

We invite you to join with us in celebrating what we have already accomplished, and also ask you to join with us in realizing our vision for tomorrow and beyond.

The unique partnerships and enduring relationships created through our work will undoubtedly lead to a healthier community for us all. We look forward to many more accomplishments throughout the year!

Steven A. Amerikaner
President, Coastal Housing Coalition

Affordability Gap on the South Coast



The cost of working and living on the South Coast of Santa Barbara is spiraling out of control for the area's workforce. The median home price has escalated dramatically over the last decade to \$1,250,000. Yet, a household earning the median income would only be able to afford a \$330,000 home. What will our community look like if those who work here lose any hope of ever being homeowners in our community?

A Commuting Workforce is a Temporary Workforce...

The South Coast has a severe problem. Historically, elected officials and community leaders have chosen not to provide reasonable housing options for our workforce. As a result, our workforce has been forced to seek housing outside of the community and commute into the South Coast.

You have the power to solve that problem. How? Over the last year, the Coastal Housing Coalition has witnessed the incredible impact of volunteers making their voice heard with decision makers and elected officials. Many have already joined the *Voices for Housing* campaign and now the community needs you to take action with them. **Join us and make your voice heard on the housing crisis facing the South Coast. The price of not taking action is too great.**

For the health of our community, for the health of our economy, for the health of the environment, stand up and make your voice heard. Call Jacob Johnson at 805-882-1475 to find out how you can be a part of the solution to one of our community's most dire problems - the lack of affordable workforce housing.

SPRAWL

Are we willing to sacrifice our quality of life?



When discussing the housing crisis on the South Coast, the term “smart growth” undoubtedly enters into the conversation. In the last edition of *Voices for Housing*, we provided an introduction to smart growth. At its core, smart growth is residential development that serves the community, economy and the environment by providing better housing, transportation, economic expansion, and environmental outcomes than traditional approaches to development. Smart growth is town-centered and has a greater mix of housing, commercial and retail uses. Affordable housing is an explicit goal of smart growth as is the reduction of sprawl.

A recent national study by *Smart Growth America* looked at the negative social and civic impacts of sprawl. Are we, as a community, prepared to risk these impacts in order to maintain the status quo on the South Coast?

Among the impacts of sprawl:

- **Higher rates of driving and vehicle ownership-** The research indicates that in relatively sprawling regions, cars are driven longer distances per person than in places with lower-than-average sprawl. Over an entire region, that adds up to millions of extra miles and tons of additional vehicle emissions. Also, the study found that in the

ten metropolitan areas with the most sprawl, there are, on average, 11% more cars for every 100 households than in the metro areas with the least sprawl. The research indicates that this is not simply a matter of greater or lesser affluence. Households at all income levels are more likely to bear the expense of additional vehicles in more sprawling areas.

- **Pollution-** The environmental consequences of vehicle travel and dependency include degradation of air quality, greenhouse gas emissions and an increasing threat of global climate change. Emissions from vehicle travel pose serious threats to ecological and human health, producing 29-63% of the key chemicals that cause smog and health problems (Carbon monoxide (CO) - 63%, Nitrogen oxides (NOx) - 36%, and Hydrocarbons - 29%). The economic costs of air pollution in terms of health impact, crop damage, and building and materials damage are significant.

- **Depressed rates of walking and alternative transportation-** In more sprawling places, people on their way to work are far less likely to take the bus or train or to walk. Twice the number of residents take public transit to work in relatively non-sprawling metro areas versus those with below-average scores. Likewise, more residents walk to work in regions that sprawl less.

For more information on the effects of sprawl, please call the Coastal Housing Coalition at (805) 882-1475 or visit our website at www.voicesforhousing.org.

Community Voices

Community leaders, elected officials and decision makers have joined Coastal Housing Coalition President Steve Amerikaner each week to discuss the housing issues on the South Coast on “Neighbor to Neighbor: Facing Our Housing Crisis”—Coastal Housing’s new television program airing on Wednesday night at 6:30 pm on Santa Barbara’s Channel 17. Since the show began airing in December, “Neighbor to Neighbor” has covered the impacts of the housing crisis on transportation, nonprofits, government policies, community involvement, the business sector and the environment. What have the guests been saying about the housing crisis?



“We’re going to have growth on the South Coast. It’s happening whether we plan for it or not. It makes more sense to plan for it, so we don’t create sprawl.”

Lisa Plowman
Peikert Group Architects

“Local companies have become a graduate school for other companies... Our employees want to live here; they love the area but they just can’t afford to be a real part of it.”



Deb Horne
Inogen



“We just lost another engineer who has been with the company for over 8 years. He lives in Ventura and after spending between 3 and 4 hours a day on the freeway, he felt he was spending too much time away from his family and missing out on seeing his children grow up.”

Jim Knight
Flir Systems

The Coastal Housing Coalition recognizes the severity and urgency of the community’s housing crisis. It is our belief that through advocacy, policy development, public outreach and education, the current housing crisis can be eased and Santa Barbara can regain its status as one of the best places to live and do business. Join with the Coalition and the people featured on “Neighbor to Neighbor” who are working diligently to provide solutions for our community. Call 805-882-1475 and let us know how the housing crisis has affected you and your family. **The time for action is now; stand up and make your voice heard.**

Programs & Services

Residential Project Review: The Coastal Housing Coalition encourages local municipalities to approve well-designed, appropriately-located housing projects that meet the housing needs of our local workers. Endorsement by our Project Review Committee is one of the ways we advocate for the creation of workforce housing. The guidelines for residential project endorsement are available on our website at www.voicesforhousing.org.

Presentation Skills Workshop: Elected officials need to hear from those most impacted by the housing crisis. They need to hear your story and the stories of your co-workers, neighbors, and friends. It's time that employee housing is made a priority in our community. Email and letter writing are great ways to communicate with elected officials. However, nothing has more impact than addressing the Board of Supervisors or local city councils in person. The Coalition wants to make it easier for you to stand up and make your voice heard; therefore, several free Presentation Skills Workshops are available throughout the year. Each workshop focuses on: content development, effective speaking techniques, and delivery methods.

Voices ESL (English-as-a-Second-Language) Services: So that employees are not excluded from supporting solutions to the housing crisis due to language or information-access barriers, Coastal Housing offers all workshops in Spanish. This is important to achieve a balanced community dialogue.

Community Housing Focus Groups: Get involved and make a difference in your company or organization today. As part of our community outreach and public education, the Coalition will come to your group and facilitate a discussion about the housing crisis our community is facing.

Decoding the Issues (Housing Basics): The lack of affordable housing impacts the community as a whole and each individual of the community, whether homeowners, renters or commuters contributing to the economic viability of the region. While we all experience the negative impacts of the lack of affordable workforce housing in the community, the complexity of the issues oftentimes prevents concerned citizens from taking a more active role in the process. Our Decoding the Issues workshop is offered throughout the year and provides a basic introduction to housing policies and projects on the South Coast.

"Neighbor to Neighbor: Facing Our Housing Crisis:" Coastal Housing Coalition is pleased to bring the community a weekly half-hour television program that explores the relationship between a healthy community and housing. The show airs every Wednesday night at 6:30 pm on Santa Barbara's Channel 17, with rebroadcasts every Friday at 11:30 am, Saturday at 6:00 pm and Monday at 8:30 am.

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Coastal Housing Coalition

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