

Santa Barbara South Coast Chamber of Commerce

Public Policy Platform

***Our Mission:** The Santa Barbara South Coast Chamber of Commerce is dedicated to the economic health and vitality of communities from Goleta to Carpinteria on the South Coast of Santa Barbara County. The Chamber helps businesses, residents, and visitors thrive by advocating for responsible public policy, offering networking and community-building opportunities, providing access to business development resources, and supporting visitor services across the region.*

The Chamber is the largest, most broadly business-based business on the South Coast. It is the Chamber's role to promote a platform of economic health and vitality for Carpinteria, Goleta and Santa Barbara, and on behalf of our members and the business community. We believe that by practicing and implementing the following Public Policy Platform, the Chamber will enhance the quality of life on the South Coast and continue to make it a better place in which to live, work and do business.

This platform provides direction to the Chamber's Public Policy Committee in their development of positions on legislation and other public policy issues, implementation of public policy initiatives, and in the facilitation of the electoral process.

Facilitate a market-based economy with emphasis on the following issues:

- Promotion of efficiency in government including support of performance-based budgeting.
- Ensuring fiscal responsibility in government resulting in fair and proportionate tax revenue and expenditures.
- Aesthetics (i.e.: planning guidelines to ensure consistent aesthetic standards.)
- Economic development to retain and attract targeted sectors.

Improve infrastructure with emphasis on the following:

- Maintain, strengthen, and optimize existing infrastructure to meet present and future needs.
- Support reasonable growth that stimulates the economy.
- Encourage effective allocation and use of transportation dollars to address growing traffic and congestion problems on a regional level.
- Encourage policies that provide for a safer, more livable community.
- Advocate a healthy balance between business, the community, and environmental issues.
- Balance environmental protection with flexibility for responsible design and structural improvements in the cities of Carpinteria, Goleta and Santa Barbara General Plans and Zoning Ordinances.
- Maintain a reliable and resilient local electricity grid that meets the needs of local businesses across industries.

Support a workable regulatory environment that will:

- Support laws and regulations that do not pose an undue burden on private business and property.
- Support the removal of duplicative and overlapping jurisdictions among regulatory agencies.
- Include fair and reasonable operating and permitting fees for the business community.

Support a thriving workforce with an emphasis on the following:

- Support the creation of additional affordable childcare slots in order to meet the needs of the local workforce.
- Facilitate increased partnerships between local education institutions and non-profits, serving students of all levels, with employers.

Santa Barbara South Coast Chamber of Commerce Public Policy Platform

- Ensure a workforce development pipeline that adequately prepares the local workforce for jobs with local employers.

Support balanced planning with an emphasis on:

- Balanced General Plans which include both environmental protections and reasonable guidelines for community growth and prosperity.
- Complementing the existing fabric of the community, build strong neighborhoods, and create a sense of place.
- Workforce housing to reduce traffic and commuting time.
- The accessibility and affordability of housing throughout the county for all economic levels.
- A range of housing affordable to local working families and residents essential to maintaining a healthy economy and a sustainable, vibrant and diverse community.
- Encouraging and facilitating the production, rehabilitation, and preservation of residential and mixed-use housing on the Santa Barbara South Coast.

Support the protection of parks:

- Encourage the maintenance and improvements of all necessary measures to protect the beneficial recreational, environmental, and local business assets of the County Parks.

Support local energy enterprises: Support legislation and policy that encourages a reliable source of consistent, affordable and diverse energy supplies, including renewable sources.

- Promote the consistent revenue sources from existing energy business.
- Advocate for policies which do not single out one business as an exception to the rule.

Foster a commonsense energy strategy to help keep Santa Barbara County secure, prosperous, and clean.

- Maintain and enhance Santa Barbara County's energy security through a variety of sources including solar, gas, oil, wave, wind, and methane.
- Streamline the permitting process while ensuring safe and environmentally responsible projects.
- Support investments in energy technology innovation.
- Ensure a regulatory process that provides transparency, predictability, and consistency.
- Recognize progress in energy efficiencies and conservation of natural resources.
- Advance and support technology innovations and other solutions to mitigate and adapt to climate change.

Improve the Downtown Districts in each of our communities with an emphasis on:

- Protecting the historic business corridors with sufficient creek flood control measures.
- Creating a sense of place.
- Establishing safe neighborhoods and enhancing the downtown districts to serve as a preferred destination for visitors, local events, and for the success of retail and commerce.
- Facilitate vibrant and diverse communities and streetscapes with mixed use development.