



**Media Contact:**  
Mary Lynn Harms-Romo  
Director of Communications  
[marylynn@sbscchamber.com](mailto:marylynn@sbscchamber.com)

**FOR IMMEDIATE RELEASE**

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**Santa Barbara South Coast Chamber of Commerce Launches "The Road Home II"**

The Santa Barbara South Coast Chamber of Commerce is proud to announce the release of "The Road Home II," an updated and comprehensive guide designed to address workforce housing as it relates to the ongoing housing supply crisis affecting the Santa Barbara South Coast. This new edition builds on the original "Road Home" initiative, incorporating the latest data, strategies, and community feedback to provide a robust Roadmap to Recovery for our members and businesses to achieve housing stability and economic sustainability.

"The Road Home II" focuses on a holistic approach to addressing the challenges of housing for the workforce from Goleta to Carpinteria. Key updates in this edition include:

**Employer Sponsored Housing Consortium:** A pioneering initiative that allows local employers to partner in developing or acquiring residential properties for their employees, ensuring that housing remains for the local workforce.

**Advocacy and Policy Recommendations:** Detailed insights into the myths and misconceptions surrounding housing development, the consequences of inaction, and the critical need for diverse housing types to meet the demands of all income levels.

**Economic Impact and Community Health:** An analysis of how housing shortages affect local businesses, emergency response capabilities, and overall community well-being. This edition highlights the significant economic benefits of increasing housing supply.

**Workforce Housing Toolkit:** Practical tools and programs proposed to help employers secure housing for their employees. Potential resources include down payment assistance, rental incentives, and a workforce housing marketplace.

The Road Home Pledge, Frequently Asked Questions, and status updates on sites listed in our region's Housing Elements are also included.

Kristen Miller, President and CEO of the Santa Barbara South Coast Chamber of Commerce, emphasizes the critical importance of this updated initiative: "Housing is not just a personal issue; it is a community and economic imperative. 'The Road Home II' provides a clear, actionable plan to address the workforce housing supply crisis, support our workforce, and ensure the long-term vitality of our region."

The Santa Barbara South Coast Chamber of Commerce invites all stakeholders, including local businesses, government officials, non-profit organizations, and community members, to join in the effort to create sustainable housing solutions.

For more information, and to download a digital version of The Road Home II, please visit:

<https://sbscchamber.com/roadmap-to-recovery-the-road-home/>

The Santa Barbara South Coast Chamber of Commerce is deeply grateful for the Chamber's Housing Champion Members. These visionary partners have shown their steadfast commitment to driving housing solutions through engagement and collaboration to address one of our community's most pressing issues—a lack of adequate housing supply for our workforce. Our Housing Champions include: American Capital Management, American Riviera Bank, Brownstein Hyatt Farber Schreck, Chevron, Community West Bank, Glen Annie, Homes at the Caird Family Property, Oak Creek Company, San Marcos Ranch, Shelby Property, Solomon Hills, and UCLA Health.

*About Santa Barbara South Coast Chamber of Commerce*

*The Santa Barbara South Coast Chamber of Commerce, from Goleta to Carpinteria, is a regional business organization with the mission to help South Coast businesses, residents, and visitors thrive. Through leadership and collaboration, the Chamber is the principal economic development entity advocating for the business community. We engage with businesses, elected officials, and regional partners in proactive business initiatives that foster the South Coast's unique business environment and create opportunities for our communities. The Chamber is proud to represent local business members who create 75,000 jobs on the South Coast! To learn more, visit [sbscchamber.com](https://sbscchamber.com).*

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