

December 2024

SANTA BARBARA  
RENTAL PROPERTY

# news

CALIFORNIA'S CENTRAL COAST RESOURCE FOR RENTAL PROPERTY OWNERS, MANAGERS & SUPPLIERS



## City Council Rent Control Meeting

New Date for comments December 3, 2024 • 2:00PM

President's Message, page 5

Rent Control Meeting, "How To" information, page 32

Housing Crisis Ad Hoc Committee Findings & Recommendations, page 34

<b>CalRHA:</b> Election, Initiative & Legislative Updates .....	9
<b>SBRPA Annual Meeting:</b> Tuesday, December 10 <sup>th</sup> via Zoom.....	15
<b>MrLandlord:</b> Rental Property Upgrades, Home Odors & Ozone Generators .....	25





## BEING NON-RENEWED?

*Team Omnia can help!*

For over 35 years, Omnia Insurance & Risk Solutions has been the local choice for insuring Condominium Associations, Apartment Complexes, and Rental Properties along the Central Coast.

# OMNIA

INSURANCE & RISK SOLUTIONS INC.

Ready for anything.

(805) 563-0400 [Omniains.com](http://Omniains.com)

4213 State Street, Suite 205 Santa Barbara, CA 93110

CA Lic# 0L60662

MEMBER OF  
**community**  
ASSOCIATIONS INSTITUTE

# Table of Contents

SANTA BARBARA AREA'S RESOURCE FOR RENTAL PROPERTY OWNERS, MANAGERS & SUPPLIERS

**SBRPA OFFICE**  
 123 West Padre Street, Suite D  
 Santa Barbara, CA 93105

Office Hours:  
 Open but please call for  
 an appointment

www.sbrpa.org  
 Phone: (805) 687-7007  
 Fax: (805) 687-9708

## December 2024

### SBRPA 2024-2025 OFFICERS

- President Betty L. Jeppesen, Esq.
- 1st Vice-President Harold Goodman
- Treasurer Danielle Holzer-Burkitt
- Secretary Lydia Perez
- Executive Director Laura Bode
- Chris Agnoli, Director
- Steve Battaglia, Director
- Mike Bruce, Director
- Nick Gonzales, Jr., Director
- Mike Lopus, Director
- Andy Sillers, Director
- Lori Zahn, Director

Graphic Design  
 Darkblade Enterprises

Articles appearing in this magazine are presented as a public service and may not reflect the opinion of the publisher, its board of directors or its members. Subscription is included in the annual membership dues.

Products and services advertised herein are not warranted, expressly or implied by the publisher or by its board of directors. No investigation has been conducted to ascertain the quality of the products and services advertised herein. The publisher takes no responsibility should the quality of the products and services not be as advertised.

<b>SBRPA President's Message</b> .....	5
<i>Betty L. Jeppesen, Esq., SBRPA President</i>	
<b>Calendar of Events</b> .....	7
<i>Upcoming Industry Events – Virtual and Regular</i>	
<b>CalRHA (California Rental Housing Association)</b> .....	9
<i>Legislative Update, Kate Bell, KateBellStrategies.com</i>	
<b>CalRHA Election Results</b> .....	15
<i>Propositions 33, 34, 36</i>	
<b>SBRPA Annual Meeting</b> .....	17
<i>SBRPA 2025 Proposed Board of Directors</i>	
<b>Business Partner Directory</b> .....	21
<i>List of Business Partners</i>	
<b>NAA – National Apartment Association</b> .....	23
<i>NAA Education Institute (NAAEI)</i>	
<b>Mr Landlord®</b> .....	27
<i>Ways to Increase Cashflow, Screening Criteria, Setting Expectations</i>	
<b>Santa Barbara Happenings</b> .....	31
<i>Terry A. Bartlett, Reetz, Fox &amp; Bartlett, LLP</i>	
<b>"HOW TO" address City Council</b> .....	34
<i>Suggested talking points for Santa Barbara City Council</i>	
<b>Housing Crisis AdHoc Committee Report</b> .....	36
<i>11-12-2024 Santa Barbara City Council Findings &amp; Recommendations</i>	
<b>Directory of Products and Services</b> .....	42
<i>Index of Advertisers</i>	

# **CENTRAL COAST** PAVING

SERVICES SHOWCASED:  
ASPHALT OVERLAY

## **COMMERCIAL & RESIDENTIAL**

**PARKING LOTS • DRIVEWAYS • SEALCOATING • OVERLAYS**

**CALL TODAY  
FOR A FREE QUOTE!**

**805.665.3292**

**WWW.CCPAVE.COM**



LIC# 1022233 C12

# President's Message



Betty L. Jeppesen Esq. • Attorney at Law and Real Estate Broker

First, the good news: Proposition 33 was voted down by 61% state-wide and by 59% in Santa Barbara County. THANK YOU to all of you who pitched in and made telephone calls; put up yard signs; helped educate the public about what the repeal of Costa-Hawkins would actually mean. It was effective. YOU did it.

Second, we need your help yet again. This past Tuesday, November 12<sup>th</sup>, the City Council had on its agenda as item 18 the Housing Crisis Ad Hoc Committee report and recommendations. However, instead of taking this item up as the last item, the Council took it up unannounced as its 1<sup>st</sup> item. Most of the housing providers were en route and had no chance to speak. Public comment was limited to a total of half an hour with the matter then being continued to December 3<sup>rd</sup>. On December 3<sup>rd</sup>, please arrive early and speak.

The Housing Crisis Ad Hoc Committee Council Agenda Report is included at the back of this magazine (page xx), and I encourage you to read it.

The Ad Hoc Committee was formed on April 19, 2022 and on October 14, 2024, held a community workshop that was attended by some 100 people in person and 64 people by Zoom. The participants recommended that the City Council prioritize its efforts in the following categories arranged in order from most votes to least: 1) increasing truly affordable housing supply (not just a few low cost housing units with the remainder of the development being far above market); 2) education and access to information because it is still almost impossible for the average housing provider to find the information about City ordinances and then interpret them since there are so many variables; 3) incentive programs for housing providers; 4) support for innovation such as co-ops, etc.; and as the very least agreeable 5) regulation and City programs, because there are already so many state rules that adding another layer of local government regulation on top is very detrimental to the continuation of the Mom and Pop housing market as well as the general housing market.

We understand that it will also be recommended by certain City Council members that a 2% rent cap be imposed for rental units within the Santa Barbara City limits. This will cause housing providers to sell. It is not sustainable to have a 2% cap on rents when insurance costs are rising to double and the cost of maintaining rental properties are astro-

nomical. Since the fires and floods, contractors are hard to come by and they don't come cheap.

There is not a fair rate of return for housing providers.

Another nail in the coffin to the housing industry would be the imposition of a Rent Registry. This sort of program was expected by the Santa Barbara City Attorney, when it was first proposed, to cost **1.5 million dollars** to put in place and then cost **5 million dollars per year** to administer. It would allegedly track housing stock, housing vacancies and rents, and evictions. What would it gain? That does not seem to be spelled out anywhere because it would not gain anyone anything. Housing stock would not increase by knowing statistics. And, where is this enormous amount of money supposed to come from? Housing providers cannot afford it. Can the City budget afford it?

**Please come out and speak on December 3, 2024 at the City Council meeting beginning at 2:00 p.m. no matter what agenda item this will be assigned so that you will have a chance to make your opinion heard.**

The Holidays are coming. Please enjoy your time with the ones you love who are with you and bring to life those who have passed.

Happy Holidays to everyone.

Sincerely,

Betty L. Jeppesen  
President

P.S. "How To" instructions for the City Council Meeting is included on page 32, and the Housing Crisis Ad Hoc report on page 34.



THE LAW OFFICES OF  
**BETTY L. JEPPESEN**

21 EAST CANON PERDIDO STREET, SUITE 207  
SANTA BARBARA, CA 93101  
(805) 450-1789  
JEPPESENLAW@GMAIL.COM

# TEAM GOLIS/LOPUS

WILL DELIVER FOR YOU

Celebrating decades of unparalleled success selling multifamily investment properties in Santa Barbara County

## 2024 Q1 & Q2 TEAM HIGHLIGHTS

18

BUYERS & SELLERS REPRESENTED THROUGH 6/30/24

77

TOTAL MULTIFAMILY & HOSPITALITY UNITS SOLD

33.7

MILLION DOLLARS SALES VOLUME  
\$2.8MM AVG DEAL SIZE

18

PERCENT MARKET SHARE



### CONTACT TEAM GOLIS/LOPUS TODAY

Complimentary Opinion of Value for your multifamily investment property

Exclusive market data provided every quarter

Complimentary investment property consultation for new or seasoned multifamily investors

**STEVE GOLIS**  
805.879.9606  
sgolis@radiusgroup.com  
CA LIC. 00772218

**MIKE LOPUS**  
805.879.9637  
mlopus@radiusgroup.com  
CA LIC. 01970736

**ANETA JENSEN**  
805.879.9624  
ajensen@radiusgroup.com  
CA LIC. 01994822



1514-1520 GARDEN ST • SANTA BARBARA  
11 UNITS • \$7,250,000



THE BALLARD INN • SOLVANG  
15 KEYS • \$6,000,000



1721 DE LA VINA ST • SANTA BARBARA  
4 UNITS • \$2,590,000



OFFICES IN SANTA BARBARA • VENTURA  
SANTA YNEZ VALLEY

RADIUSGROUP.COM

# SBRPA Calendar




## City Council Meeting - Rent Control Comments

Tuesday, December 3, 2024 • 2:00 PM  
Santa Barbara City Hall

Come make your thoughts known to the SB City Council on Rent Control. "How To" Talking points (page 32) and the Housing Crisis AdHoc Committee Report (page 34) are both available at the back of the magazine. You can find more information on our website, [www.sbrpa.org](http://www.sbrpa.org).

## SBRPA Annual Members Meeting

 Tuesday, December 10, 2024 12:00 noon-1:30PM  
Zoom link will be provided to members

The SBRPA Annual Members meeting will include speakers Therese Twomey, Betty Jeppesen, Jim Cole, and NAA's Maria Spencer. They will provide comment on the State of the Union plus recent legislation and new laws going into effect in 2025. We will also vote on the proposed slate for the Board of Directors 2025-2027. See page 15.

*december* 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Rent Control Mtg 2:00 PM City Hall	4	5	6	7
8	9	10 SBRPA Annual Mtg - Zoom 12:00 noon	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day Hanukkah begins	26	27	28
29	30 	31 				



No December events

The landlord for SBRPA's office building requires the outside doors be locked at all times due to security issues. If you want to visit the SBRPA office, please contact us in advance so we can unlock the door for you! We would love to have you visit. Email [admin@sbrpa.org](mailto:admin@sbrpa.org) or call 805-687-7007

## WELCOME NEW MEMBERS

Eleanor Donohoe, Holly Angel,  
Stephanie Rachford,  
and Esther Andrews

Merry Christmas,  
Happy Hanukkah &  
Best of the Holiday Season!



# CELMAYSTER MULTIFAMILY



**Christos Celmayster**

Partner

805.898.4388

christos@hayescommercial.com

DRE# 01342996

JUST SOLD



**6565 Del Playa Dr**  
**Isla Vista**

*Blufftop Duplex Near UCSB*

List Price: **\$1,925,000**

JUST LISTED



**6640 Del Playa**  
**Isla Vista**

*Duplex a Half-Mile from UCSB*

List Price: **\$1,895,000**

JUST LISTED



**6515 El Nido Rd**  
**Isla Vista**

*Duplex Steps From UCSB Campus*

List Price: **\$1,450,000**

AVAILABLE



**706-708 E Haley St**  
**Santa Barbara**

*Premier Mixed-Use Opportunity*

List Price: **\$3,595,000**

AVAILABLE



**330 E Figueroa St**  
**Santa Barbara**

*Five Units Near Downtown Core*

List Price: **\$1,600,000**

AVAILABLE



**609 W Junipero St**  
**Santa Barbara**

*Extensively Remodeled Apartments*

List Price: **\$8,300,000**

## FREE VALUATION OF YOUR PROPERTY

Call or email today to receive a free confidential valuation of your property, discuss current market conditions, and pinpoint the best solution for your real estate needs.



Scan the QR code to fill out a simple and confidential valuation form



# CalRHA Legislative Updates



Kate Bell, [KateBellStrategies.com](http://KateBellStrategies.com)

November 2024

## Election Update–Rent Control Fails

In a huge win for the California rental housing providers, Proposition 33 failed and yet again, like its predecessors Propositions 10 and 21. This is the third such failure for proponent, Michael Weinstein of the AIDS Healthcare Foundation, who has both initiated and supported three similar rent control expansion initiatives here in California.

In addition, this year, another measure, Proposition 34, impacts the Proposition 33 proponents by restricting future funding of political activities such as funding rent control ballot initiatives, which if the current vote count "sticks," would be another win for California's housing providers. That margin on Proposition 34, though, has narrowed in recent days to only 50.8% "YES."

Overall, at this time, just 6 of the 10 initiatives are currently passing, including \$10 billion bonds for school construction and climate change, and Proposition 36, which is the tough on crime ballot initiatives that increases charges and sentences for certain drug and theft crimes.

## Initiative Outcomes

- **Proposition 2:** Authorizes Bonds for Public School and Community College Facilities – Yes 58.2% / No 41.8%
- **Proposition 3:** Constitutional Right to Marriage – Yes 62.4% / No 37.6%
- **Proposition 4:** Authorizes Bonds for Safe Drinking Water, Wildfire Prevention, and Protecting Communities and Natural Lands from Climate Risks–Yes 59.3% / No 40.7%
- **Proposition 5:** Authorizes Local Bonds for Affordable Housing and Public Infrastructure with 55% Voter Approval–Yes 44.5% / No 55.5%
- **Proposition 6:** Eliminates Constitutional Provision Allowing Involuntary Servitude for Incarcerated Person–Yes 46.4% / No 53.6%

- **Proposition 32:** Raises Minimum Wage– Yes 48.9% / No 51.1%
- **Proposition 33:** Expands Local Governments' Authority to Enact Rent Control on Residential Property–Yes 39.5% / No 60.5%
- **Proposition 34:** Restricts Spending of Prescription Drug Revenues by Certain Health Care Providers–Yes 50.8% / No 49.2%
- **Proposition 35:** Provides Permanent Funding for Medi-Cal Health Care Services–Yes 67.6% / No 32.4%
- **Proposition 36:** Allows Felony Charges and Increases Sentences for Certain Drug and Theft Crimes–Yes 68.8% / No 31.2%

## Legislative Races

Votes continue to be counted, but if the results hold, there would be a Republican pick-up in the State Senate, bringing the Democrat / Republican split to 30-10, after Senator Alvarado-Gil changed from Democrat to Republican earlier this year. If results hold in the State Assembly with an increase of two Republicans, the split in the Assembly would be 60-19.



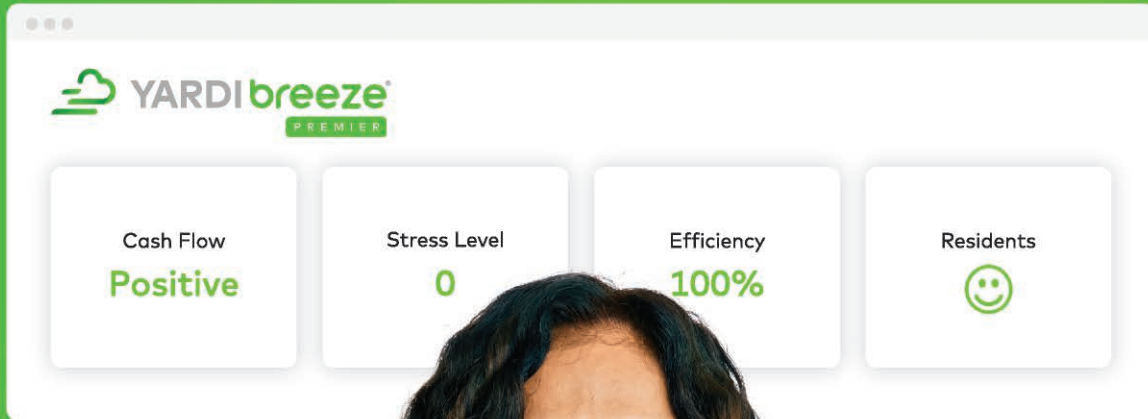
CA Senator  
Marie Alvarado-Gil

Republican and former Assembly Member, Vince Fong, is now in the U.S. Congress and Governor Newsom is expected to call a special election to fill this seat, Assembly District 32. Regardless, Democrats still have a solid supermajority in both houses.



U.S. Congressman  
Vince Fong

Continued on page 13

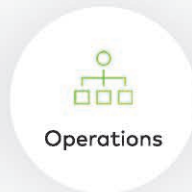


Get intuitive & powerful property management software for just \$1 unit/month\*

\*MINIMUMS AND TERMS APPLY.



Accounting



Operations



Marketing



Leasing



Ready to make work a breeze?  
Get a **personalized** demo today.



yardibreeze.com | (800) 866-1144

## CalRHA Legislative Updates from page 11

Most incumbents were reelected, and four Assembly Members ran for and were elected to the California Senate. Furthermore, at least three additional Senate districts will be represented by women, up to 21, and 38 of the 80 Assemblymembers will be women. Those numbers could grow to 60 of the 120 seats represented by women, once all ballots are counted.

### Close Senate Races

In Senate District 37, Republican Choi leads with 50.9% of the vote over Democrat incumbent Josh Newman. The split is 224,427 votes to 216,922. This may be a Republican Party pick-up

In Senate District 35, Moderate Democrat Laura Richardson is leading over Democrat Michelle Chambers with 50.5% of the vote



### Close Assembly Races

In Assembly District 36, Republican Gonzalez leads Democrat Acuna with 51.3% of the vote. This would be a Republican pick-up, as the seat was held by Democrat Eddie Garcia.

In Assembly District 47, incumbent Republican Wallis is currently leading over Democrat Holstege by 50.7% and less than 3,000 votes.

In Assembly District 58, Republican Castillo leads with 50.2% of the vote. This would be a Republican pick-up, as the seat was held by Democrat Sabrina Cervantes.



Full and up-to-date election results may be found at <https://electionresults.sos.ca.gov>, as well as the close contests at <https://electionresults.sos.ca.gov/returns/close-contests>.

### Legislative Update

In response to Trump winning the Presidential election, Governor Newsom called a special session to protect California values.

The link to his press release may be found at <https://www.gov.ca.gov/2024/11/07/special-session-ca-values/>

The plan is for a \$100 to \$150 million appropriation to the Attorney General for potential federal litigation.



# BEACHSIDE PARTNERS

MULTI-FAMILY ADVISORS

INTERESTED IN OFF-MARKET  
& COMING SOON LISTINGS?  
CONTACT US: 805-453-5097



## 6 UNITS DOWNTOWN

102 N KALORAMA ST | VENTURA

- (4) 2BD/1BA Remodeled
- Ocean views from every unit
- Assumable IO loan at 4.5%
- 4.5% CAP Rate, 15.5 GRM

OFFERED AT \$2,295,000



## 6 UNITS, 2 ADJACENT LOTS

153 S LAUREL ST & 963 E.  
THOMPSON BLVD | VENTURA

- (2) 3-unit properties
- Flexible comm. & res. zoning
- Charming units in DT Ventura
- 4.7% CAP RATE, 14.8 GRM

OFFERED AT \$2,595,000



## 4 TOWNHOUSE UNITS

336 S STECKEL DR | SANTA PAULA

- (4) 3BD/1.5BA
- 1,174 SF units on 12,632 SF lot
- Assumable loan at 6.125%
- 5.2% CAP RATE, 11.9 GRM

OFFERED AT \$1,595,000



## JASON LIEHR & NICK HENRY

805-406-6463 | JASON@BEACHSIDEPARTNERS.COM  
805-705-7311 | NICK@BEACHSIDEPARTNERS.COM  
DRE#02152826 / 01748131 | BEACHSIDEPARTNERS.COM



# ELECTION RESULTS

As of 8 a.m., Nov. 6, 2024 with 95% of precincts reporting. Results will be certified by the Secretary of State by December 13, 2024.

## PROPOSITION 33

*Eliminates Costa-Hawkins protections and allows local jurisdictions to expand rent control.*



## PROPOSITION 34

*Restricts how providers spend prescription funds.*



## PROPOSITION 36

*Increases penalties for repeat theft crimes and certain drug crimes.*





**KEN SWITZER**  
 EXPERT REAL ESTATE  
 SERVICE AND ANALYSIS

**BERKSHIRE HATHAWAY**  
 HomeServices  
 California Properties  
 COMMERCIAL DIVISION

www.OfferingMemoranda.com

**LISTINGS / RECENT REAL ESTATE INVESTMENT SALES**

FOR SALE	Santa Barbara	14 Apartment Units	\$ 4,950,000
FOR SALE	Santa Barbara	8 Apartment Units	\$ 3,295,000
FOR SALE	Santa Barbara	3 Units + Land Development	\$ 2,500,000
PENDING	Isla Vista	5 Apartment Units	\$ 3,950,000
SOLD	Lompoc	Commercial + Vacant Lot	\$ 885,000 (Seller/Buyer)
SOLD	Santa Barbara	6 Apartment Units	\$ 2,575,000 (Buyer)
SOLD	Santa Barbara	10 Apartment Units	\$ 5,020,000 (Buyer)
SOLD	Isla Vista	Investment SFR	\$ 1,350,000 (Seller/Buyer)
SOLD	Santa Barbara	19 Apartment Units	\$ 4,800,000 (Buyer)
SOLD	Santa Barbara	Commercial Condo Suite	\$ 875,000 (Seller)
SOLD	Santa Barbara	8-Key Hospitality	\$ 5,200,000 (Seller)
SOLD	Carpinteria	Mixed-Use / Hospitality	\$ 5,650,000 (Seller)
SOLD	Gaviota	Development Parcel	\$ 4,285,000 (Seller)
SOLD	Isla Vista	Development Lot	\$ 2,500,000 (Seller)
SOLD	Santa Barbara	Commercial Retail	\$ 2,150,000 (Buyer)
SOLD	Santa Ynez	Commercial Vacant Lot	\$ 900,000 (Seller)
SOLD	Santa Barbara	4 Apartment Units (beach)	\$ 8,835,000 (Seller)
SOLD	Santa Barbara	Mixed-Use 2 Spaces + SFR	\$ 4,887,500 (Seller)

**SANTA BARBARA \$4,950,000**



14 units in desirable central location  
 12 x 1/1 + 2 x 2/1, ~\$339K income, big upside

**SANTA BARBARA \$3,295,000**



8 units in prime mid-town location  
 1x2/1, 5x1/1, 2x0/1, 4.23% cap, ~5.15% pro-forma

805-680-4622 | KenSwitzer1@yahoo.com | BHHS Commercial Division | DRE# 01245644

©2024 Berkshire Hathaway HomeServices California Properties (BHHS CP) is a member of the franchise system of BHH Affiliates LLC. BHH Affiliates LLC and BHHS CP do not guarantee accuracy of all data including measurements, conditions, and features of property. Information is obtained from various sources and will not be verified by broker or MLS. Buyer is advised to independently verify the accuracy of that information.



# SBRPA Annual Member Meeting & Briefing on National, State & Local Legislation

 Tuesday, December 10 2024 • 12:00 noon–1:30PM via Zoom  
zoom

Therese Twomey, Betty Jeppesen, Jim Cole, and NAA speaker Maria Spencer on State of the Union plus recent legislation and new laws going into effect in 2025. Also, election of Board Member Slate 2025-2027



*Therese Twomey*

Therese Twomey joined High View Strategies with a mission to champion public policies that drive a more prosperous future for all Californians. Drawing from her diverse experience in the Administration, legislature, and influential Third House roles, she brings over 20 years of policy and advocacy expertise to the table.



*Jim Cole*

Attorney Jim Cole focuses his private client practice on transactional matters and litigation related to business and real property matters. In addition to buy/sell agreements, land purchase agreements, leases and other contract matters, Mr. Cole is instrumental in the formation and maintenance of corporate and LLC entities for his clients.



*Betty Jeppesen*

Betty Jeppesen is the current SBRPA President. She has 40 years' experience in real estate, landlord tenant litigation, contract, aircraft leasing law and civil litigation. California State Bar License 100947. California Department of Real Estate License 01247995 since 1998. Over 20 years' experience in direct commercial leasing management and contract law.



*Maria Spencer*

Maria Spencer has been NAA's Director, Federal Legislative Affairs since 2021. At this year's Advocacy and Legal Webinar (ALW) series She gave updates on progress with NAA's "big three" bills that reflect the industry's federal priorities. Maria high- lighted Capitol Hill-related actions impacting the industry rulemaking, and changes in the Appropriations Committee.

Zoom link for the meeting will be available on our website [sbrpa.org](http://sbrpa.org), and will also be provided to members prior to the meeting.



# Full service solutions for all your rental property needs.

*Proudly serving all areas of Santa Barbara County.*

## Services Provided:

- All aspects of the leasing process
- Resident placement & screening
- Rent collection
- Marketing vacancies
- Serve legal notices
- Organize maintenance & emergency repairs
- Prepare monthly & annual statements
- Conduct random property inspections

## We've Moved!

Come see us at  
2027 Village Lane  
Suite 204  
Solvang 93460

## Danielle Holzer-Burkitt

805.962.3707  
www.DMHProperties.net

[danielleholzer@dmhproperties.net](mailto:danielleholzer@dmhproperties.net)

DRE #01369548



***We serve owners, investors and residents throughout California's Tri-Counties.***

If you are interested in learning more about our property management services or any of our available rentals, please contact our team at your earliest convenience. We look forward to answering your questions and assisting you with all of your property management needs.

DMH Properties is a customer service oriented company specializing in the management of single family homes, duplexes, townhomes and multi-unit apartment buildings. With over 20 years experience we offer our services throughout the Tri-Counties.



**Proposed Slate of SBRPA Directors for 2025-2026**



*Chris Agnoli*



*Steve Battaglia*



*Mike Bruce*



*Nick Gonzales*



*Mike Lopus*



*Lydia Perez*



*Andy Sillers*



*Lori Zahn*

**FOR SALE**

**6 Unit Apartment Building in San Luis Obispo, CA**



**\$1,650,000** (\$275,000/unit)

Well maintained building, desirable neighborhood, and minutes to downtown.

Lots of Upside Potential • 4-1Bed/1Bath & 2-Studio • Walk Score 83 & Bike Score 93



srb@BattagliaRE.com • www.BattagliaRE.com • CA DRE #01318215

**Steven R. Battaglia**  
805.688.5333





## MERIDIAN GROUP

Real Estate Management, Inc.



### COMMITTED TO EXCELLENCE!

- Full Service Real Estate Management
- Commercial & Multi-Unit Residential
- Over 30 Years of Experience
- 24/7 Maintenance Service
- Online Application & Payment Options

**ADDING VALUE TO YOUR INVESTMENT**  
Since 1999

**Locally Owned and Managed by**  
**Robert Kooyman, CPM® & Robert Ramirez**

CA DRE License #01272282

5290 Overpass Road, Building "D"  
Santa Barbara, CA 93111  
P. (805) 692-2500 / F. (805) 692-5020  
[www.meridiangrouprem.com](http://www.meridiangrouprem.com)

## SPECTRUM

**Realty of Santa Barbara**

*"There is no substitute for experience"*

### PROPERTY MANAGEMENT

- Strict rent collecting policy
- Fast tenant turnaround
- Obtain competitive bids and get YOUR approval
- Careful tenant screening
- On call 24 hours / 7 days a week
- No conflict of interest with "In-House" maintenance
- Easy to read monthly statements
- In business over 30 years
- Member SBRPA / IREM CPM candidate

*We increase cash flow and control expenses  
to maximize property value.*

Call today for a free consultation  
**Andy Sillers, Broker**  
(805) 681-6268

**SPECTRUMREALTY.COM**



Est. 1985

## Don's HEATING & Air Conditioning Inc. 805-683-2233

Lic# C20-483508

### Time to do maintenance on your home heating system.

Not everyone in Santa Barbara has a full HVAC system, but we do all have home heating systems. Fall is here and the weather is getting cooler – now is the time to call us to schedule your system maintenance.

We will inspect and calibrate the thermostat, lubricate all moving parts, replace worn and broken items, check the air filter & clean or replace it as required, check and test the entire system, including the safety controls and startup cycle.

*email: [donsheatingsb@gmail.com](mailto:donsheatingsb@gmail.com)  
website: [donsheatingandairsb.com](http://donsheatingandairsb.com)*



# Business Partner Directory

Welcome to SBRPA's Business Partner Directory, a special group created for our Vendors and Suppliers. You get a free listing in the Business Partner Directory on the SBRPA website, with your logo and a link to your profile, which is a separate page with your logo, address and contact information, an overview of your company as well as a link to your own website. You can also include LinkedIn/Facebook URLs and Twitter/Instagram handles. To join, fill out the application on the facing page, or call the office if you would like a hard copy sent to you. For more information about Business Partners, contact Lori Zahn, Chair, SBRPA Business Partnerships, 805-451-2712.



**BEACHSIDE PARTNERS**  
Multi-Family Advisors

## Beachside Partners, Inc.

128 E. Carrillo St. Suite B, Santa Barbara, CA 93101 805-453-5097

Our approach to real estate is simple: handle all transactions with a dedication and commitment that exceeds all expectations. Beachside Partners is on the forefront of what is happening throughout the market and will navigate your real estate investment to a brighter future. We have a track record of offering a full range of real estate solutions and providing successful outcomes for our clients, which has in turn built long-lasting relationships. For more information <https://beachsidepartners.com/>



## Coastal Housing Partnership Rental Listing Site

P.O. Box 50807, Santa Barbara 93150 • 805-450-5698

Coastal Housing Partnership hosts a Rental Listing Site for Landlords/Property Managers. This site is FREE for local landlords to post their residential rental listings in Santa Barbara County and Ventura County. Feature our property to over 45,000 local employees and 60+ companies. List your property with confidence on the rental listing site that boasts a dynamic tenant pool. The site can be accessed only by employees of our member companies. For more information and to register for our site, go to <https://rentals.coastalhousing.org/>



## Sol Wave Water

636 Santa Barbara St., Santa Barbara, CA 93101 805-845-5443

Welcome to Sol Wave Water. With over 28 years of experience in all facets of the "water world", we know our industry and the local water. Our mission is to provide you with the best solutions to your water issues: dingy laundry, frizzy hair, spotty glasses and dishes, longevity for your water-using appliances and ease of mind. We offer a full line of equipment for sale as well as rentals, 5-gallon bottle delivery, water vending machines, and demo units. If you already have a system, we offer service and maintenance plans including the delivery of salt and potassium. Locally owned and operated. Sol Wave Water delivers to your home or office. Now offering bottled water in Santa Barbara, Montecito, Santa Ynez Valley and Ventura County! For more info: <https://solwavewater.com/>

# Sol Wave **WATER**



## **Commercial & Residential Water Softening Systems**

- + SPECIAL PRICING FOR SBRPA MEMBERS!**
- + DRINKING WATER SYSTEMS**
- + SALT & POTASSIUM DELIVERY SERVICE**
- + MAINTENANCE SERVICE AVAILABLE**
- + BOTTLED WATER DELIVERY**
- + ULTRA PURE SOLUTIONS**



**LOCALLY OWNED & OPERATED BY STEVE NIPPER + LORI ZAHN**

SOLWAVEWATER.COM • (805) 845-5443  
636 SANTA BARBARA ST • SANTA BARBARA CA 93101

# NAA Education Institute (NAAEI)



National Apartment Association

The NAA Education Institute can help you succeed in the rental housing industry. With both online and classroom training you can learn the newest advancements and earn credentials that will help develop your career.



Earning your CAM (Certified Apartment Manager) credential allows you to demonstrate your skills, knowledge, and ability to manage an apartment community and achieve owners' investment goals. CAM is available both in-person or online.



In 2021, the National Apartment Leasing Professional credential changed its name to the Certified Apartment Leasing Professional credential. The newly named CALP credential continues to ensure that leasing professionals throughout the industry are fully prepared for success.



CAS allows you to network with your peers from other companies, learn about the benefits and activities your local apartment association offers and engage in apartment association meetings and events. This is an opportunity for suppliers to hear the everyday challenges faced by apartment/manager customers. NAAEI will launch a new supplier-focused program in 2024. Any Questions on the program can be directed to NAAEI at [education@naahq.org](mailto:education@naahq.org).



Independent Rental Owner Professional. Whether you are a new or experienced independent rental owner, earning your IROP gives you an "insider's view" of professional property ownership and management practices.



Specialist in Housing Credit Management program will allow you to demonstrate your experience and expertise in mastering the complex requirements of the Low-Income Housing Tax Credit (LIHTC) program. There is a direct correlation between this credential program's level of rigor and the level of benefit reported by SHCM credential holders.



Earning your Certificate for Apartment Maintenance Technicians (CAMT) validates your knowledge, enhances your reputation and credibility, boosts your confidence and earns you respect.

The CAMT program is accredited by the American National Standards Institute (ANSI), a private non-profit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system.



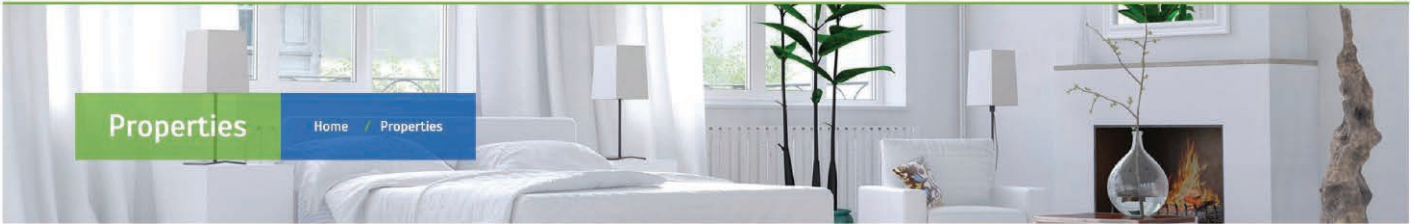
Earning your Certified Apartment Portfolio Supervisor (CAPS) takes you to the next level in property management. It fast-tracks your career advancement and your corresponding earning potential.



The Credential for Green Property Management was developed in partnership with the National Affordable Housing Management Association (NAHMA) for those management companies that have opted for OAHF green restructuring, providing a mechanism for meeting their initial and ongoing training commitments.

To learn more about NAA's Education & Career programs, go to [naahq.org/education-careers](http://naahq.org/education-careers)

Continued on page 23



# FREE RENTAL FOR RENT LISTING SITE

List your property with confidence on our rental listing site that boasts a dynamic tenant pool. Our site can be accessed only by the employees of local member companies.

For questions or help with your listing  
Contact: Kym Paszkeicz  
kym@coastalhousing.org  
805-450-5698



**"A TERRIFIC RESOURCE! IT TAKES ABOUT 2 MINUTES TO REGISTER AND ABOUT 5 MINUTES TO POST A RENTAL PROPERTY!  
YOUR PROPERTY WILL BE VIEWED BY THE EMPLOYEES OF COASTAL HOUSING'S 60 AREA MEMBER COMPANIES THAT EMPLOY 45,000 LOCAL WORKERS!"**

~ Bob Hart, Santa Barbara Association of Realtors

For 35 years, Coastal Housing Partnership has helped local employers attract, hire and retain valued employees by providing a suite of housing benefits. More than 60 local employers are members of Coastal Housing Partnership and employ over 45,000 local workers.

## NAA ONLINE LEARNING



**Visto - all the online credentials & training property management professionals need.**

Visto, brought to you by NAAEI and Grace Hill, is an online learning platform offering an assortment of online courses and recorded webinars that can be taken anytime, anywhere. Whether you are just starting your career in property management, or looking to advance your earning potential, Visto has everything you need. With its expansive offering of training, credentials and continuing education courses, it is your one-stop-shop for all of your educational needs.

### **Expand Your Knowledge**

Training and credentials help you improve your skills, expand your knowledge and demonstrate your expertise. Investing in your professional development gives you the tools to enhance your career prospects and contribute to the overall success of your company. There are over 130 product offerings.

Earning a credential demonstrates your commitment to your career and gives you valuable insights and real-world skills you can use on the job. Credentials also validate your knowledge and skills, enhance your credibility, boost your confidence and earn you respect among clients and peers. Six career path programs offerings include:

### **Leasing Consultant**

Learn more about leasing, enhance your selling skills, and gain recognition in your career.

### **Community Manager**

Develop strong marketing, financial, and management skills to ensure your community runs at peak levels.

### **Maintenance Technician**

Master customer service, safety, compliance, and the technical skills needed to successfully solve community maintenance issues.

### **Independent Rental Owner (IROP)**

Gain the financial, maintenance, and marketing knowledge you need to run a successful rental property.

### **Product and Service Provider**

Learn more about property management operations so you can better position your products and services to meet industry needs.

### **Residential Property Management Leader**

Gain the right skills to lead the way in personnel management and property performance.

Go to <https://store.gowithvisto.org/pages/career-paths> for more information on Career Path programs.

In addition to the Career Paths, Visto's catalog includes Credentials, Property Management courses, CECs (Continuing Education Credits), Compliance courses, Leasing courses, Maintenance classes, Professional Skills courses as well as Webinars and Recorded sessions. Also included are Diversity, Equity and Inclusion courses.

### **DEI Training for Professionals**

Visto has the DEI training you need in order to take charge of your career. Make an impact on the industry with education! For those who aren't ready for the full Professional DEI Program, we have individual courses covering several aspects of diversity, equity, and inclusion.

### **Diversity and Inclusion**

Do you work well with others? In a diverse workplace, cultural differences can be intimidating. This course will show you how to acknowledge, appreciate, and even celebrate diversity in order to form a happier, more productive team. This course is ideal for all property management professionals looking to be more informed on workplace issues.

### **Conflict Resolution**

Learn 4 ways to respond to any conflict, and when to use each approach in a property management environment; improved listening skills; negotiation techniques; how to make yourself clear; and how to work with a co-worker to solve a disagreement together.

### **Building a Team Culture**

As a leader in your workplace, you are an integral part of creating a team culture. A healthy, team-oriented culture promotes higher levels of productivity and customer satisfaction, as well as lower rates of turnover among associates.

Building a Team Culture focuses on the art of facilitation as an important leadership and team development tool.

### **Being a Team Player**

No matter your job title, teams are essential to the operation of any apartment community. This course will cover team dynamics, effective forms of communication, and how to work with others. You need to hone your skills as a team player in order to succeed in the workplace!

The full catalog of Visto courses can be found online at: <https://store.gowithvisto.org>

SANDPIPER



## PROPERTY MANAGEMENT

# Helping You Increase Your Bottom Line!

Residential • Commercial • Multi-Family

**Sandpiper Property Management** is an Accredited Residential Management Company (ARM)  
with the Institute of Real Estate Management (IREM)



### MARKETING

- Craigslist, Newspaper, our website
- Over 10 online rental websites
- Tenant locator services
- 24/7 Phone attendant
- Market to Students, Adults, Seniors

### SETTING RENT AMOUNTS

- Full market survey for each vacancy
- Maximize monthly rent
- Minimizing vacancy period

### MANAGEMENT

- Collect rents
- Bilingual staff
- Handle slow or non paying tenants
- Pay monthly expenses
- Produce monthly statements for owners
- Distribute monthly proceeds to owners
- Our experienced staff protect your asset
- Regular site inspections

### 24 HOUR MAINTENANCE

- 24/7 on call maintenance team
- Lic. & Bonded
- In house maintenance lowers expenses
- Budgeting for large capital expenses

### SCREEN PROSPECTIVE TENANTS

- Credit and background check
- Employment verification
- Past landlord verification
- Prior eviction check and
- Face to face interview with all applicants

### LIABILITY

- We confirm you have adequate insurance
- Current lawyer endorsed leases
- Mold, and lead disclosures used
- Conduct any necessary evictions

### OUR RESULTS

- Annual portfolio occupancy rate consistently over 98%
- Consistently lowest maintenance expenses in the industry
- High client retention rate

Call 805-705-4744 for a free consultation.

1811 State Street, Santa Barbara CA. 93101

805-705-4744

[www.SandpiperPropertyManagement.com](http://www.SandpiperPropertyManagement.com)



## Rental Owner Updates

### RENTAL PROPERTY UPGRADE

More and more landlords who are advertising their vacant rental homes are wondering if they now need to offer a little more (i.e. upgrades or amenities) than they have offered in the past to make the property appealing to prospective renters.

*What would you think would be the #1 upgrade you can do to a rental for wow factor or what you think seals the deal for prospective tenants to want to rent from you?*

Landlords from across the country responded to this hot topic. Ideas for possible upgrades or amenities included:

- Back splash
- Countertop Dishwasher
- Storage Shed in the back yard
- Paid lawn care.

*These days – fresh paint, new carpets and a dog fenced area. Most would also like lawn care included.*

– RB, TN

*I could do some dog fences at some of the SFH's. I'm wondering if I should start doing some accent walls with knotty pine. Maybe some small countertop 24" dishwashers in apartments that don't have any dishwasher. Wi-Fi controlled light switches? Just brainstorming here.*

–NE, PA

*Commercial porcelain flooring where not only a upgrade but will last a very long time along with easy cleaning when move out.*

*Grade one or grade two locks can be key mastered will outlast cheap grade three dead bolt locks. Using a dead bolt then passage lock where they will never lock themselves out.*

*I bought ceiling fans at the restore where found it was not worthwhile to spend for new.*

*Metal switch and receptacle covers that do not get broken.*

– Robert, ON Canada

*To stand out, I offer privacy fenced back yards, doggy doors, and big storage sheds. It seems like people have a lot of junk and are looking for extra storage.*

– Scott, IN



*Almost every house for rent here looks the same and I swear they copied us!!!!*

*It's recent: grey-ish walls, Allure/LVT flooring, white or grey cabinets.*

*We always add ceiling fans (necessary in the south.)*

*Laundry facilities are huge as we have like ONE laundromat and it's always full and dirty. Maybe we have two now but they are 30 miles apart.*

*A dishwasher is appreciated but I've never felt it made THE decision. Just a nice bonus.*

*Honestly when it's clean and fresh, with all appliances in place, what tips the balance is always location. Not something we can fix.*

– WMH, NC

*Here are my choices, not in any special order:*

- 18" built-in smaller automatic dishwasher
- Second window/wall a/c in the master bedroom (other a/c in the living area)
- Access to a laundry room with coin-operated machines.
- Second parking spot or area for scooters and bicycles (Secure).
- Garden area with hose. I provide tools, electric tiller, etc.
- Upgrade from carpet to laminate flooring.
- New Blinds every 5 years as needed.

*Finally, a pet (dog) that passed an obedience training course. When I show units and the applicant has a dog, I take them to my tenant, Mariana, a 70 year old lady with a small/medium dog. When I knock on her door the dog will bark for 20 seconds. Then when I open up her door, her dog will jump into my arms and wag it's small tail. This dog is a lover and not a fighter. I then ask my applicant if their dog would love attention or bite my head off... A pass or fail thing.*

– Robert J, CA

Continued on page 27

**CARPETS  
VINYL**

**DRAPES  
BLINDS**

# **JODY'S WINDOWS AND FLOORS**

**(805) 637-6343**

**JODYSWINDOWSANDFLOORS@GMAIL.COM**

**CONTRACTOR'S LICENSE #854700 • FAX (805) 564-2959**



# **BRISTOL PROPERTY MANAGEMENT**

---

**Serving the Central Coast  
since 2011**

---

**Commercial, Residential, Multi-Family  
805.963.5945 info@bristolsb.com**

*Weekly rent is especially helpful right now, plus I'm having to do move in money payment plans. Today was \$1300 now and the remaining \$209 over the next 30 days, \$447.50 bi-weekly.*

*Paint, updated hardware, not expensive. Pro cleaned and smelling sweet.*

*MY one thing is to HGTV-ify the home. A package. I don't think any one thing makes it happen. Beautiful ad photos are part of the HGTV package. I am aghast with the photos some LLs and realtors post. I don't have SFH prospects asking about tech.*  
- Brad, IN

*It starts with the curb appeal. First impressions are hard to change.*

*Paint the door with an accent color. Modern porch light, fancy house numbers, upgrade the 4x4 or metal post to something beefier and modern. Add some fall decorations to make it look festive. Maybe some nice silk flowers or some mums in a pot on the front porch.*

*Edge of the sidewalks and curbs, power wash the sidewalks, and put a mold killer on the roof if it's green or black. Sparkling clean windows.*

*Everything here could be done for under \$500.*  
- Mike A, TX

### **A HOME WITH ODORS CAN RUIN ALL YOUR EFFORTS**

You may be doing all you can to add amenities or upgrades to make the home more appealing, however, a home with an odor can make the home a complete turnoff to prospective renters.



Whether it's a lingering pet odor or cigarette smell, you will probably be able to rent your property faster if there are no such odors present in your property. If your rental property has any odor problems, we recommend you use a product called OdorXit to eliminate all the odors! The odors this product guarantees to eliminate from rental property include odors from pet and animals, urine and feces, and various household odors. For more info, go to: <https://www.odorxit.com>.

### **OZONE GENERATORS**

For major entire house odors, under some circumstances you may want to consider using (with caution) an ozone generator.

*Excellent machines. We have two and have used them in extreme situations and they work.*

*They also kill bugs as not-so-side benefit (and anything alive in the house, thus the reason for not living there or trying to raise plants while using one.*

- WMH, NC



*I either use a wireless switch which I can turn on/off from outside, or plugged into a basic hardware store timer.*

*Note you are actually supposed to crack a window in the room the unit is in for more ozone production than you will get in a totally closed up room as the generator needs a small amount of O2 produce that. In a totally closed room a lower percentage of ozone.*

*Also don't set the unit on the floor as the ozone is heavier than air and again will stop producing as much if the concentration is high. I see that some ozone companies want the unit at least on a table or counter.*  
- Hollis, MA

*Ozone Generators can be a very powerful tool for removing odors in rental situations. I own a commercial cleaning company & rental properties. You must be careful with ozone machines. Depending on the concentration or strength of your machine, you cannot have anything living (plants or people) in the structure while you are using these machines. It is also recommended that you fully ventilate the area before you enter without proper PPE. Also, people do not realize you cannot freshly clean a carpet, leave it wet and run an ozone generator at the same time as it "can" with the right chemicals create hydrogen peroxide in the air. Also, ozone can travel through thinner walls with the radio wave variety machines, so it is not for duplex living situations. Please be educated about this very useful tool in odor removal for your safety and your tenant's safety.*  
- Lesa, NY

*I bought one off Amazon for around \$300. It generally works well on organic odors, but have had to re-treat the same house several times.*

*I like to set it at the HVAC return and leave the HVAC fan set to "on". Mine has a timer. I generally set it to full strength and 12 hours. Make sure the machine has stopped at least 2 hours before entering the space. Ozone dissipates rapidly on its own.*

*Mine has plates that must be kept clean and replaced. New plates make a big difference.*

- Gevans, SC



305 E Haley St. • Santa Barbara, CA 93101

PH: (805) 963-3333  
 Fax: (805) 965-1591  
 sbl@sblocks.com

Hours:  
 Moon-Fri 8:00am - 5:00pm  
 Closed Weekends & Holidays

## BEAU BRUNNER PAINTING

LIC. # 929377



### Beau Anthony Brunner

7464 Evergreen Drive  
 Goleta, CA 93117

CELL: (805) 218-5251  
 FAX: (805) 685-0776  
 EMAIL: beaubrunnerpainting2@gmail.com

VISIT US ONLINE: [BEAUBRUNNERPAINTING.COM](http://BEAUBRUNNERPAINTING.COM)



## TOWER

Property Management  
 & Maintenance Services

*Performance and Reliability You can Trust*

**(805) 740-0023**

200 East College Ave  
 Lompoc, CA 93436

[TowerPM.org](http://TowerPM.org)  
[TowerMail@gmail.com](mailto:TowerMail@gmail.com)

Since 1964



LIC. #005132

406 W. Figueroa St  
 SB, CA 93101

**963-3117**  
**689-8397**

## MENDEZ

BUILDING SERVICES INC.

- Water Damage Specialists
- Carpet Steam Cleaning
- General Building Maintenance
- Wood Floor Refinishing & Repair

Rafael Mendez • [www.mendezservices.com](http://www.mendezservices.com)

*If you Manage It...  
 We're Unmatched in*

- Reliability
- Satisfaction
- Customer Service



[www.mastercarehomecleaning.com](http://www.mastercarehomecleaning.com)

*Your Client's  
 Wellness in Mind...*

- CDC guidelines will be adhered to by all team members
- Footwear booties, gloves and masks will be used at all times while in the property
- Methodical vertical approach to cleaning, sanitizing and disinfecting each room
- "Touch Point" focus using a detergent /medical grade disinfectant on all high traffic surfaces

**(805) 683-1915**

# Santa Barbara Happenings



Terry A. Bartlett – Reetz, Fox & Bartlett LLP

## Seemingly Innocent, U.S. Government’s New FinCen Has Deep Roots and No Respect for Your Privacy

On January 1<sup>st</sup>, 2024, the Corporate Transparency Act, which requires owners of businesses with a revenue under 5 million and less than 20 full time employees to self-report to the federal government’s Financial Crimes Enforcement Network (“FinCen”), went into effect. Most businesses will be required to be registered by January 1<sup>st</sup>, 2025 and those who have not reported by that could face fines up to \$10,000, civil penalties of up to \$591 per day and 2 years imprisonment. Enforcement is retroactive so you are required to report if you owned a business in 2024 even if you no longer own the business or the entity was dissolved.



Previously, entity creation and ownership has been a state issue. In March, a federal court ruled that the Corporate Transparency Act was unconstitutional, but the holding only affects the plaintiffs which included businesses that were members of the National Small Business Association. The Department of Justice is appealing the decision.

## Central planning in the Age of AI: ‘Even though history has shown the failures of central planning, it still retains an evocative lure.’

In a recent Q & A, Lynne Kiesling, an economist who is also a senior fellow at the American Enterprise Institute, and a research professor at the University of Colorado, Denver, discussed the inefficiency and ineffectiveness of central planning.

Central planning which is based on data will be deficient if the personal experiential information (personal choices) is not able to be expressed through individual decision-making (i.e. markets with price systems). If individuals don’t choose what they want based on prices, then it can’t be known what people need and want and how much they can and will pay for it which is the data that a central planning system would use to make its decisions. This means that the decisions of a central planning system will be flawed due to lack of accurate data. As Kiesling states: “Markets play the role of knowledge ecosystems that coordinate across so

many people, mostly strangers, so that they can each achieve their plans.” Without price systems being changed based on the decisions of individuals, there won’t be an accurate understanding of the value of things.

## Accessory Dwelling Units and Who Lives in Them in 2024

According to a survey by the Santa Barbara County Association of Governments (SBCAG), the total cost of building an accessory dwelling unit (ADU) is significantly lower in North County than South County. In North County, the average cost is \$141,056 and the average rent charged for an ADU is \$1,904. In South County, the average cost of building an ADU is \$242,193 and the average rent charged for an ADU is \$2,657.

Surprisingly, only 59% of ADUs in the more expensive South County are used for rentals with many being used for storage, entertainment rooms, or home gyms, while 77% of the ADUs in North County are rentals.



Preapproved ADU Program image from City of SB website

Throughout the county, 49% of ADUs are built in Garages, 31% are additions to the home and 20% are conversions. Most of the ADUs in the county are used to house family members either for free or at below market rental rates.

## CA Again Making Things More Expensive

The California Air Resource Board’s Carbon Credit Proposal, which was approved on November 8th, could raise the price of gasoline by \$1.43 a gallon next year. This would, in turn, raise the cost of goods shipped through California as well as airline tickets into and out of the state. As, 40% of goods in the U.S. are shipped

"GAS TAX BREAKDOWN" CALCULATION	
REFORM CALIFORNIA	
STATE EXCISE TAX	59.6 CENTS
CAP AND TRADE TAX	28 CENTS
SALES TAX	12 CENTS
CARB REGULATION COSTS	23 CENTS
UNDERGROUND STORAGE REGULATION COSTS	2 CENTS
FEDERAL EXCISE COSTS	18.4 CENTS
<b>TOTAL PER GALLON CA GAS TAX:</b>	<b>\$1.43</b>
DATA COLLECTED ON MAY 22	

Continued on page 31

## Advertise with SBRPA!

You can select from several sizes, from business card size to a full page ad. We publish 11 issues per year; when you sign up for an annual subscription, you get one month free.

Annual	Monthly	Size
\$1,950	\$195	Full page
\$1,750	\$175	3/4 page
\$1,300	\$130	1/2 page
\$ 630	\$ 63	1/4 page
\$ 450	\$ 45	Business card

Email [magazine@sbrpa.org](mailto:magazine@sbrpa.org) for more details, print deadlines, and specifications



## Sundance Press

Short Run Publication Printing

Sundance Press is the proud printer of  
The Rental Property News Magazine.

Call to see how we can help with printing your  
newsletter, ad mailers or other short run publication.

[sundancepress.com](http://sundancepress.com)

520.622.5233



# Darkblade

805.284.5992

## Santa Barbara Happenings from page 29

through Los Angeles, California's proposed Low Carbon Fuel Standard Fuel Program amendments would likely affect all Americans.

### County Supervisors Appointed People to Dozens of Uncontested Special District Seats

In November, the County Board of Supervisors appointed 41 people to special district boards for seats that were off ballot or had no one file a declaration of candidacy. Some of the additional 32 off-ballot seats are appointed by cities and school boards.

### California Continues to See More People Leaving Than Moving In

The most recent published statistics show a negative net migration of 268,000 in California. Most of those leaving California are moving to Texas, Arizona, Nevada, Washington, or Florida. Most of those migrating to California from another state are coming from Texas, New York, Washington, Nevada, or Oregon, or are from a foreign country.

### Housing Providers Get Ready for a Wild Ride in the City of Santa Barbara

In an election marked by a less-than-expected turnout, Santa Barbara city voters elected two City Council candidates who strongly support rent control: incumbent Oscar Gutierrez in District 3 and a newcomer to the city council, Wendy Santamaria in District 1. Depending on the reliability of the candidate statements, that means there will now be four councilmembers — a voting majority — who support hardcore rent and price control.



Wendy Santamaria  
(images Independent.com)



Oscar Gutierrez

### California Takes Controversial Approach to Fentanyl Crisis

Illicit usage of the extremely potent synthetic opioid Fentanyl is leading to many deaths. Nationwide, state and local governments expect \$50 billion in legal settlements with distributors and manufacturers of the opioid over the next 2 decades. California will likely receive \$4 billion of that settlement money to abate illicit opioid usage.

So far, California has used money it has received on "harm reduction" such as opioid overdose reversal medication, needle exchange programs and

public education regarding opioids as well as ad campaigns attempting to reduce the stigma around opioid usage but not on public education and ad campaigns detailing the extreme danger posed by opioid usage as was done to discourage people from smoking for instance.

Many have criticized this approach as ineffective. The graphic warnings on cigarette packages and in advertisements against smoking appeared to reduce cigarette usage significantly while the 12% of those who receive opioid overdose reversal medication die of an overdose only a few months later.

### County Board of Supervisors Approve Senior Mobile Home Park Overlay to Prevent Redevelopment

The Santa Barbara County Board of Supervisors voted recently to enact a temporary ordinance that prevents the conversion of senior only mobile home parks to all ages. An action that was partially motivated by the new owners of Del Cielo Mobile Estates



in Orcutt seeking a legal way to convert the park to all ages. The Board of Supervisors worried that one of the only affordable housing options for seniors would be threatened if senior only parks

were allowed to be converted. The new owners of Del Cielo argue that the ordinance is discriminatory.

### Very Few Universities Require a U.S. History Course for Students to Graduate with a B.A. in History

According to a report published by the American Council of Trustees and Alumni (ACTA), only 1 of the nation's top 25 national universities (UC Berkeley), only four of the top 25 public universities, and only three of the top 25 liberal arts colleges, require all history majors to complete a wide-ranging course in U.S. history.

In order to combat this trend, some universities are creating programs like Arizona State University's School for Civic and Economic Thought and Leadership and University of North Carolina – Chapel Hill's School of Civic Life and Leadership. The ACTA is attempting to convince trustees and legislatures that establishing these centers is a priority so that our citizens can make informed, democratic decisions.

*Terry A. Bartlett is a real estate, housing, and landlord-tenant attorney at Reetz, Fox & Bartlett LLP in Santa Barbara.*

## Santa Barbara City Council Rent Control “HOW TO” for City Council Meeting, Rent Control

Thank you for attending the City Council meeting today!

There is quite a bit that happens during a City Council meeting so below are a few suggestions about the process:

- Please find a seat or stand in the back of the room. If there isn't enough room please step into the ante room behind Council Chambers or into the hall.
- Please remain quiet during the agenda item, even if you are in another room or the hallway. Sound carries in City Hall.
- There may be comments that you agree with or disagree with during the discussion of the agenda item. Please remember to be respectful and do not cheer or boo or make comments. This distracts the staff and the Councilmembers and is disrespectful.
- If you wish to speak you must fill out a speaker card which is located in back of the room on a table. You will be limited to 1-2 minutes for your comments. The timing will be determined by the Mayor depending on how many speakers he thinks there will be.
- If you need more than 1- 2 minutes, have someone yield time to you. They must fill out a speaker card and write that they wish to yield their time to you. It's important to note that the person yielding the time must still be present in the room.
- If you are speaking and someone has already spoken to your points, please keep your comments brief and note that you concur with the previous speaker. Remember, brevity is key!

---

### SUGGESTED TALKING POINTS:

Good afternoon Mayor and Councilmembers.

My name is \_\_\_\_\_ and out of the 20 recommendations from the Housing Crisis Ad Hoc Committee, I support the majority of the recommendations especially education and access to information, increasing affordable housing supply, incentive programs, and support for innovation.

I do not support any sort of additional regulation, especially rental registries, a rent stabilization ordinance, or mandatory mediation for certain rent increases.

Please listen to the community and support the recommendations that have overwhelming approval. Please stop dividing our city with regulations that will pit community member against community member and instead unite us with the recommendations especially education and access to information, increasing affordable housing supply, incentive programs, and support for innovation.

Thank you for your time.



**IF YOU WOULD LIKE TO MAKE A SPECIFIC POINT ABOUT THE RECOMMENDATIONS WE OPPOSE:**

Good afternoon Mayor and Councilmembers.

My name is \_\_\_\_\_ and out of the 20 recommendations from the Housing Crisis Ad Hoc Committee, I support the majority of the recommendations especially education and access to information, increasing affordable housing supply, incentive programs, and support for innovation.

I do not support any sort of additional regulation, especially rental registries, a rent stabilization ordinance, or mandatory mediation for certain rent increases. I do not support \_\_\_\_\_ (add what topic you would like to speak about from below here) because a:

**Rental Registry**

This has been debated up on the dais in the past and it did not move forward because of the exorbitant cost associated with it. It would take over \$1 million to create the program and then anywhere between \$2.5 to \$5.5 million dollars to administer the program. The City does not have this kind of funding and this should not fall on the backs of the property owners especially since other costs like insurance, maintenance, and utilities continue to multiply every year.

**Rent Stabilization Ordinance**

59% of City voters do NOT support rent control as is evidenced by the 2024 General Election results of Proposition 33. The State already mandates a rent cap which is fair and covers the cost of inflation because they understand that inflation needs to be a part of the equation. The City needs to understand that all of the costs associated with being a property owner do not work on caps, so why are you trying to push an even more stringent rent cap on us.

**Mandatory Mediation for Certain Rent Increases**

There is not enough information on this point to be considered a recommendation. Does this mean someone will have to look over what a property owner does with their business? Would property owners have to justify, even more than they are doing with all the required notices and disclosures, to a board what they need to do to their property? If this is the case, we are concerned this would create a slippery slope which would lead to more regulation and “hoops” for housing providers, especially “mom and pops”. Having a third party determine what an owner can do with their property could lead to a degradation of the property or more corporate owners since “mom and pops” won’t be able to keep their properties.

Thank you for your time.

---

For additional information on the Rent Control subject, go to <https://www.sbrpa.org/rent-control-2024>



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** November 12, 2024

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** Presentation on the Findings and Recommendations from the Housing Crisis Ad Hoc Committee

**RECOMMENDATION:** That Council:

- A. Receive a presentation on behalf of the Housing Crisis Ad Hoc Committee regarding its key findings and recommendations; and
- B. Advise staff on priorities and give direction for further research and exploration.

### **EXECUTIVE SUMMARY:**

The Housing Crisis Ad Hoc Committee was formed on April 19, 2022. Mayor Rowse appointed Councilmember Oscar Gutierrez as Chair and Councilmembers Alejandra Gutierrez and Kristen Sneddon as members. The motion approved was to create an ad hoc committee to address the housing crisis while folding in items of rent cap and a rent registry for further discussion.

The Committee began meeting in 2023 and formalized their objectives as follows:

- (a) Rely on local expertise and stakeholders to offer input, suggestions, and priorities for Council to consider in addressing the local affordable housing crisis;
- (b) Hold a community forum to solicit community input; and
- (c) Present to Council the full suite of suggestions with emphasis on the top recommendations from the Ad Hoc Committee with the goal of setting near and long-term priorities.

The Committee interviewed over twenty-eight (28) key stakeholder groups and member associations over this period to help form their initial findings and recommendations. A community workshop was also held on October 14, 2024 that included close to 100 participants along with 64 attendees that participated virtually through Zoom. The purpose of the workshop was to receive additional feedback on the Committee's findings as well

as how recommendations should be prioritized by City Council for further research and discussion.

## **DISCUSSION:**

The State of California is facing an affordable housing crisis due to a combination of factors, and the City of Santa Barbara is no exception. This includes a critical affordable housing shortage, high cost of living including rising home prices and rental rates that are pricing out residents, and a persistent number of people experiencing homelessness.

The Housing Crisis Ad Hoc Committee was formed to explore these issues and identify policy and program recommendations for consideration by City Council. Several of the recommendations have already been incorporated into the City's 2023 – 2031 Housing Element<sup>1</sup> and are programmed for implementation with timelines, but others will require additional staff time and resources for extended research and to identify important considerations for potential implementation. As a result, staff seeks direction from the Council on the top priorities from those policy recommendations that are not already a part of the Housing Element implementation. This will help staff identify the resources needed to conduct additional research and community outreach on these policy ideas in the context of existing workloads. Staff also intends to incorporate the direction given at this meeting as part of the upcoming strategic planning efforts and will return to Council for a broader prioritization and resource allocation discussion in that context as well.

### Committee Findings

The Committee synthesized the following findings from key stakeholder interviews that helped shape their recommendations. The challenges identified by tenants include, but are not limited to, the following:

- High barriers to rental housing (e.g. three times the income needed, above 650 credit score, security deposits and not accepting co-signers)
- Rental prices are far outpacing wages
- Lack of compliance from property owners (e.g. no lease agreements, timing for eviction notices)
- Fear of retaliation and eviction
- Dwindling housing supply

The challenges identified by property owners include, but are not limited to, the following:

- Expenses are increasing (e.g. roof repairs, water and gas mains, electrical issues, rising construction costs, and insurance)
- City ordinances and regulations are obscure, hard-to-find, and not available in Spanish

---

<sup>1</sup> The City of Santa Barbara's 2023 – 2031 Housing Element is available for reference at: <https://santabarbaraca.gov/HousingElement>.

## Council Agenda Report

Presentation on the Findings and Recommendations from the Housing Crisis Ad Hoc Committee

November 12, 2024

Page 3

- Fear of criminal prosecution
- Fear that if they don't keep up with rental increases, they won't be able to make up the needed income down the line to make needed repairs and upgrades and to keep up with other increased expenses
- Delays in getting through the permitting process and associated costs as a result

### Committee Recommendations

The Committee organized their recommendations into five different categories including: (1) education and access to information; (2) increasing affordable housing supply; (3) incentive programs; (4) support for innovation; and (5) regulation and City programs. During the October 14, 2024 community workshop, the Committee presented their findings and recommendations and solicited additional input from the public. Close to 100 people participated in person and weighed in on what was missing in the Committee's findings as well as how the recommendations should be prioritized. The feedback received is included as an Attachment to this Council Agenda Report.

The community workshop also had a virtual participation option through Zoom which included a total of 64 attendees. Given the significant number of participants, staff solicited feedback on prioritization through a poll that included the five broader categories. There were 34 responses to the poll and the top three priorities emerged as: (1) increasing affordable housing supply; (2) incentive programs; and (3) support for innovation including leveraging public-private partnerships. This input was weighted in the priority ordering included below.

The following recommendations are being presented in priority order based on this community feedback. The recommendations in italics are included in the City's 2023 – 2031 Housing Element.

(1) ***Prioritize more workforce housing for the “missing middle” (middle to upper middle-income households).*** The term “workforce housing” is typically used to refer to units for households that are overqualified for subsidized affordable housing yet cannot afford the average market-rate housing. Goal 2 in the 2023 – 2031 City's Housing Element commits to prioritize housing that is affordable to the workforce and vulnerable communities.

(2) ***Dedicate a permanent funding source for the Local Housing Trust Fund.*** The Local Housing Trust Fund was established in January 2024. This is also included as Goal 8 in the City's Housing Element.<sup>2</sup> All inclusionary housing in-lieu fees were identified as the dedicated and continuous source for operations of the Fund for a minimum of the required first five years of the Fund's existence. However, this amount is insufficient to meet the affordable housing needs of the City of Santa Barbara.

---

<sup>2</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-16: Create Affordable Housing Funds, page 138.

(3) **Work to ensure that UCSB and SBCC are providing sufficient housing for their student populations.** There were 13,427 enrolled students at Santa Barbara City College in Fall 2023 and another 26,420 students (including undergraduate and graduate) enrolled at the University of California, Santa Barbara. SBCC does not own or operate any on-campus student housing. For UCSB, approximately 38% of students live in campus housing and the other 62% of students choose to live off-campus. Of those living in the local community, approximately 5% (or 1,321 students), live in the City of Santa Barbara. Coordinating and discussing the issue with other local jurisdictions, UCSB and SBCC is included in the City's Housing Element.<sup>3</sup>

(4) **Implement a rent stabilization ordinance.** This is also known as rent control and limits how much rent a landlord can increase and how often it can be increased. The California Tenant Protection Act of 2019 (TPA) already limits rent increases for most residential tenants. The maximum annual rent increase is 5% plus the percentage change in the cost of living for the region, or 10 percent, whichever is lower. The TPA does not apply to certain specific types of housing, such as housing built in the last 15 years.

Proposition 33 would have repealed the Costa-Hawkins Rental Housing Act that set the limits on how cities and counties could apply rent control, including the exemption of single-family homes, condos and any other housing built on or after February 1, 1995. Given that it did not pass statewide during this year's election and also with approximately 59% of City of Santa Barbara voters not in support, further staff research could potentially explore the impact that a new ordinance could have due to the current limits on local control as well as other rent stabilization strategies that could be implemented.

(5) **Create a rental registry.** A rental registry is a database that contains information about rental properties and their owners. Landlords or housing providers would provide the information to comply with local ordinances. Information often includes property details, current rent and allowable rent increases, landlord contact details and management company information. Rental registries can assist cities in tracking rent increases and tenancy changes, monitor compliance with local ordinances, communicate rental unit data to landlords and tenants, and plan for infrastructure like schools and transportation. There are many different mechanisms for creating a rental registry and the more comprehensive registries can be extremely costly in terms of implementation and ongoing staff resources needed to support it. Options for implementing a rental registry should be weighed based on other competing priorities for the funding and staff resources needed to implement such a registry.

(6) **Sustain a short-term rental enforcement program.** The City launched a one-year pilot program in August 2023 with the objective of gathering accurate data and increasing enforcement of unpermitted, illegal short-term rentals. This pilot program is being led by the City Attorney's Office and was recently converted into a permanent program. Goal 4

---

<sup>3</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-30: Affordable Student, Staff, and Faculty Housing, page 155.

of the City's Housing Element<sup>4</sup> calls for a future short-term rental permit program. Additional financial resources, which could be raised by permit program fees and penalties, would be needed to sustain creation and implementation of such a program.

**(7) Expand rental housing mediation program / consider mandatory mediation for certain rent increases.** The City's Rental Housing Mediation Program (RHMP) was established in 1976 and currently comprises three full-time staff and a Board of 15 trained community volunteers appointed by City Council and dedicated to resolving rental housing disputes by offering mediation services and information on Landlord-Tenant rights and responsibilities. This program is included as a strategy under Goal 4<sup>5</sup> in the City's Housing Element but given the reduction in State funding utilized to support this program, an expansion would require additional budgeted resources by City Council.

**(8) Sustain the access to legal counsel program.** City Council established a new access to counsel pilot program in July 2024 by providing up to \$250,000 in funding to the Legal Aid Foundation of Santa Barbara County to operate the program. The goal of the program is to provide legal services to tenant households at risk of eviction and support would be limited to very low-income tenant households who live in the City of Santa Barbara.

**(9) Create incentive programs for housing providers.** This includes tax incentives for below market rental units, programs/credits for improvements and repairs, and allowances for capital improvements. A study conducted in 2021 by BAE Urban Economics indicated that multi-unit hard construction costs are upwards of \$388 per square foot of built space, not including parking hard costs of \$40,000 per podium space. Soft costs such as engineering, architecture, financing, and California Environmental Quality Act (CEQA) review costs, as well as City cost-recovery fees for planning, permitting, and entitlements, are equal to 19 percent of hard costs. In recent years, several factors have caused the increase in cost as well as the availability of construction materials and equipment.

The City's Housing Element<sup>6</sup> does include strategies specific to providing rehabilitation funds for affordable multi-unit housing and technical assistance and funding home improvements and repairs for income-qualified households, respectively. A pilot program to fund income-qualified improvements and repairs was initiated in partnership with Habitat for Humanity with an initial investment of \$50,000 to support approximately 10 homes annually.

---

<sup>4</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-19: Short-Term Rental Framework and Ordinance, page 147.

<sup>5</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-17: Support Rental Housing Mediation Program, page 140.

<sup>6</sup> 2023 – 2031 City of Santa Barbara Housing Element Programs HE-24: Fund Home Rehabilitation and Provide Technical Assistance and HE-25: Fund Home Improvements and Repairs, page 151.

(10) **Implement voucher / rent relief program.** This may include incentives for housing seniors and safety net rent bridging programs for tenants facing short-term financial hardships. The City partners with several local organizations to administer a Tenant Based Rental Assistance (TBRA) grant program that can be used for security deposit payments and/or monthly rental housing assistance for up to 24 months but it is specifically for low-income households including people who formerly experienced homelessness as well as those at risk of becoming homeless. Goal 3 of the City's Housing Element is to provide financial resources and supportive services for members of the community who need housing assistance.

(11) **Leverage public-private partnerships.** This encompasses social impact investing, community-owned land trusts, employee-sponsored housing, and co-op/shared housing. Goal 7 of the City's Housing Element is to coordinate with regional partners including surrounding community and regional agency partners such as the Santa Barbara South Coast Chamber of Commerce to address regional housing issues, homelessness, and the jobs/housing balance. Establishing and sustaining these partnerships to advance strategic or targeted initiatives would require additional staffing capacity.

(12) **Form "tiny home" ownership program that would be developed and stewarded on City property.** The City intends to evaluate City-owned sites for future housing development opportunities as part of a City Land Registry.<sup>7</sup> The City will evaluate City-owned land (not including lands dedicated to parks and recreation purposes) including parking lots, to determine future needs and if the publicly-owned site could be donated, leased, or sold at a reduced price to develop affordable housing. A public-private partnership could also be explored to facilitate purchasing or financing of smaller homes that are more affordable for first-time home buyers.

(13) **Facilitate more housing opportunities for single parents that may include childcare and youth services.** The 2015 – 2019 American Community Survey (ACS) estimated that 31 percent of all households in the City are female headed households. Of those, 13 percent are with children and 87 percent are without. Of all families under the poverty level, 48 percent are female-headed. The City's Housing Element highlighted that single parent households, in particular, female-headed households, generally have lower-incomes and experience higher living expenses. This makes it difficult to find safe, decent, and affordable housing. These households can also face challenges in attaining affordable childcare, health care, and other supportive services.

(14) **Streamline the permitting and building processes with dedicated timeframes and assigned staff to shepherd housing projects through.** As part of Goal 1 in the City's Housing Element,<sup>8</sup> the commitment is to reduce and, where feasible and practical, remove unnecessary City-imposed constraints that impede housing development. The Community Development Department has created an Ombudsman position for

---

<sup>7</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-14: City Land Registry, page 135.

<sup>8</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-5: Process Improvements, page 127.

commercial and multi-family housing applications to assist them through the design review and permitting processes.

**(15) *Prioritize and fast track nonprofit housing development projects in the permitting and building processes.*** The Community Development Department's Planning Division implemented this recommendation earlier this year. All 100% affordable housing projects are moved to the top of the queue for plan check.

**(16) *Expand and diversify deed-restricted housing loan programs.*** In Goal 2 of the City's Housing Element, it specifically refers to the use of deed restrictions and others measures to prioritize housing that is affordable to the workforce over other types of development.

**(17) *Create incentives for property owners to build accessory dwelling units (ADUs).*** Per the City's Housing Element,<sup>9</sup> the City is working to implement procedural changes and will consider further ordinance amendments to assist ADU applicants and increase ADU applications. This includes use of pre-approved ADU plans consistent with design criteria. In May 2024, the City accepted submissions for designer-owned preapproved plans for detached ADUs. These plans will be considered for pre-approval by the City, with the goals of speeding up the review and approval process, guiding homeowners who may not know where to start, and ensuring that those homeowners work with qualified experienced professionals. Incentives could be facilitated through a public-private partnership in support of this preapproved ADU program to assist homeowners with permitting and construction costs.

**(18) *Expand down-payment assistance programs and education for first-time homebuyers.*** The County of Santa Barbara has several programs to help with down payments for homeownership including Assist-to-Own, the Workforce Homebuyer Program, and Housing Trust Fund Down Payment Assistant Loan. Organizations and initiatives such as the Coastal Housing Partnership and the Housing Authority of the City of Santa Barbara Housing Day facilitate outreach for these programs but greater expansion would make it available to more first-time homebuyers in a competitive housing market.

**(19) *Create more easily accessible City resources to help build greater understanding of tenant rights and housing provider rights and responsibilities.*** The City's Rental Housing Mediation Program webpage includes references to Municipal Code Title 25 Housing Regulations and offers opportunities to engage with City staff to help answer questions regarding landlord and tenant rights. However, this information is currently not offered in Spanish or in downloadable forms or checklists for easier reference and broader understanding. The City Attorney's Office webpage provides, among others, a link to Santa Barbara Municipal Code Chapter 26.50 "Just Cause for

---

<sup>9</sup> 2023 – 2031 City of Santa Barbara Housing Element Program HE-6: Facilitate Production of Accessory Dwelling Units (ADUs), page 127.



Residential Eviction” including the Spanish translation of the Ordinance and attached FAQ.

(20) ***Ensure that information is available in multiple languages and multiple modalities.*** This is included as Goal 6 in the City’s Housing Element to educate and support the community about housing issues, affordable housing opportunities, and available resources and programs.

The question for the City Council is to identify which of the 20 programs and policy ideas outlined above are the highest priorities to Council in addressing the affordable housing crisis. This will help staff develop proposals to allocate additional resources for those already existing programs and/or to develop next steps, resource needs, and policy questions for new programs or policy ideas.

#### Next Steps

Any of the recommendations that are prioritized by City Council and not included in the 2023 – 2031 Housing Element will require additional research and identification of important considerations for potential implementation. Cost proposals will also need to be developed in support of any additional staffing capacity and financial resources that would be needed to successfully implement new policies, programs or initiatives. Depending on the direction from Council, some of these proposals may be timelier and more appropriate for the next two-year budgeting process while others may be incorporated as Council priorities in the upcoming citywide strategic planning process.

#### **BUDGET/FINANCIAL INFORMATION:**

The implementation of the City of Santa Barbara’s 2023 – 2031 Housing Element has significant commitments and costs including additional staffing capacity through the Community Development Department, including the Planning as well as Housing and Human Services Divisions, along with the City Attorney’s Office that was approved in the adopted Fiscal Year 2025 budget. Any additional recommendations that are prioritized by City Council for further research and implementation will incur costs above and beyond the adopted budget. Initial costs for dedicated staff time will be incurred, to the extent feasible with existing staff resources, by the appropriate City departments until more concrete proposals with associated costs are presented to City Council for consideration and implementation based on the priorities discussed at this meeting.

**ATTACHMENT:** Public Input from October 14, 2024 Housing Crisis Ad Hoc Committee Community Workshop

**PREPARED AND SUBMITTED BY:** Barbara Andersen, Sr. Assistant to the City Administrator

**APPROVED BY:** Kelly R. McAdoo, City Administrator

# Directory of Products & Services

## Index of Advertisers

Battaglia Commercial Real Estate.....	17
Beachside Partners .....	12
Beau Brunner Painting.....	28
Betty Jeppesen, Esq.....	5
Berkshire Hathaway – Ken Switzer.....	14
Bristol Property Management .....	26
Central Coast Paving .....	4
Coastal Housing Partnership.....	22
DMH Properties .....	16
Don’s Heating & Air Conditioning .....	18
Hayes Commercial Real Estate Christos Celmayster.....	8
Jody’s Windows & Floors.....	26
Mastercare .....	28
Meridian Group .....	18
Mendez Building Services .....	28
Omnia Insurance & Risk Solutions .....	2
Radius Group .....	6
Sandpiper Property Management .....	24
Santa Barbara Locksmiths Inc .....	28
Sol Wave Water.....	20
Spectrum Realty.....	18
Sundance Press.....	30
Tower Property Management & Maintenance Services.....	28
Wash Laundry Systems .....	44
Yardi.....	10

### ATTORNEYS AT LAW

**Betty L. Jeppesen,  
Attorney At Law**  
jeppesenlaw@gmail.com  
(805) 450-1789

### CARPETS/FLOORING

**Jody’s Windows & Floors**  
(805) 637-6343

### CLEANING/MAINTENANCE SERVICES

**MasterCare Home  
Cleaning Services**  
www.MastercareHome-  
Cleaning.com  
(805) 683-1915

**Mendez Building Services**  
www.mendezservices.com  
(805) 963-3117

### COIN-OPERATED LAUNDRY

**Wash Laundry Systems**  
www.washlaundry.com  
(800) 421-6897

### HEATING/AIR

**Don’s Heating & Air  
Conditioning**  
donsheatingsb@gmail.com  
(805) 683-2233

### INSURANCE

**Omnia Insurance & Risk  
Solutions**  
www.omniains.com  
(805) 563-0400

### LOCKSMITHS

**Santa Barbara  
Locksmiths Inc.**  
sbi@sblocks.com  
(805) 963-3333

### PAINTING

**Beau Brunner Painting**  
www.beaubrunnerpainting.com  
(805) 218-5251

### PAVING

**Central Coast Paving**  
justin@ccpave.com  
(805) 636-1200

## PRINTING

### **Sundance Press**

www.sundancepress.com  
(520) 622-5233

## PROPERTY MANAGEMENT

### **Bristol Property Management**

info@bristolsb.com  
(805) 963-5945

### **DMH Properties**

danielleholzer@dmhproperties.net  
(805) 962-3707

### **Meridian Group**

www.meridiangrouprem.com  
(805) 692-2500

### **Sandpiper Property Management**

www.sandpiperpropertymanagement.com  
justin@sandpiperpropertymanagement.com  
(805) 706-2550

### **Tower Property Management & Maintenance Services**

TowerPM.org  
TowerMail@gmail.com  
(805) 740-0023

## REAL ESTATE

### **Battaglia Commercial Real Estate**

www.battagliare.com  
steve@battagliare.com  
(805) 688-5333

### **Beachside Partners**

**Lori Zahn**  
lori@BeachsidePartners.com  
Beachsidepartners.com  
(805) 626-3150

### **Berkshire Hathaway**

**Ken Switzer**  
www.realestatesb.com  
kswitzer@bhhsca.com  
(805) 680-4622

### **Coastal Housing Partnership**

rentals.coastalhousing.org  
corby@coastalhousing.org

### **Hayes Commercial**

www.hayescommercial.com  
christos@hayescommercial.com  
(805) 563-2111

### **Radius Group The Golis Team**

www.radiusgroup.com  
Steve Golis  
sgolis@radiusgroup.com  
(805) 879-9606

### **Spectrum Realty**

www.spectrumrealty.com  
(805) 681-6268

## SOFTWARE

### **YARDI**

www.yardi.com  
(805) 699-2040

## WATER TECHNOLOGY

### **Sol Wave Water**

**Steve Nipper**  
steve@SolWaveWater.com  
www.solwavewater.com  
(805) 845-5443

# WELCOME TO 360° DIGITAL LAUNDRY SOLUTIONS

Ensure unparalleled reliability, security and industry-leading uptime and performance. Unlock the full potential of digital laundry today:



## WASH-Connect App

Residents pay for laundry with their phone and have access to handy laundry resources.



## Client Portal

View real-time laundry room performance metrics, manage service requests and more.



## Connected Laundry Rooms

Get instant access to real-time data to manage laundry room operations including accurate revenue counts, service history and fully customized reports.



## ACH Payments

Quick and secure direct deposit of commissions to your account without the hassle of paper checks.



**CALL TODAY FOR A FREE,  
NO-OBLIGATION LAUNDRY  
ROOM CONSULTATION.**

**WASH**

**(800) 421-6897**

**WASH.COM/WASH-CONNECT**