



# CITY OF GOLETA COVID-19 ECONOMIC RECOVERY PLAN

**Preparing Goleta to reopen safely and get back to business**





The City of Goleta created this Economic Recovery Plan **as a resource to the community** to summarize actions taken by the City to address the economic challenges many local businesses, non-profits, and individuals are facing due to the COVID-19 pandemic. The plan provides a comprehensive look at the **strategy and actions the City has implemented** to support our community as a whole. This plan will also **present additional solutions the City is exploring to address the ongoing economic challenges the Community will face as the pandemic continues.**



# WHAT'S INCLUDED IN THE PLAN

- 04 |** Plan Goal
- 05 |** Financial Assistance
- 06 |** Support for Commercial and Residential Tenants
- 07 |** Collaboration with Regional Partners
- 09 |** Communications, Marketing Tools and Resources
- 13 |** Business-Friendly Policies
- 17 |** Continuing Development Projects
- 20 |** Santa Barbara County RISE Guide for reopening
- 21 |** Economic Development Strategic Plan

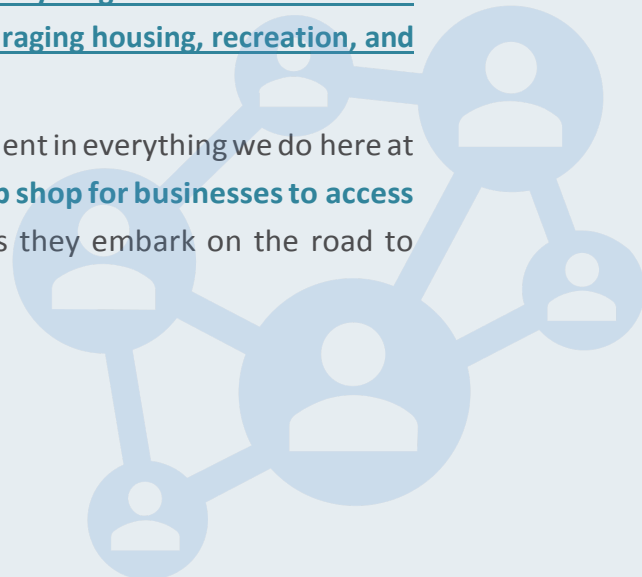
# PLAN GOAL

At the City of Goleta, the health and safety of our community is our top priority. Our local business owners, non-profits and their employees and residents in Goleta are an essential part of our community. When businesses, non-profits and individuals of our community thrive, Goleta as a whole thrives.

- The **goal for this plan is to help Goleta reopen safely as public health orders allow and to get back to business effectively** by providing a summary of actions taken by the City and future plans to aid the community in recovering from the pandemic.
- **This document was created to provide information on how the community can access the resources** from the actions taken by the City to aid the community's recovery efforts.
- **It highlights the actions the City and our partners across the region are taking to support our business community**, and it outlines programs that have been implemented since the City declared a local emergency on March 14, 2020.

We are guided by the City's Strategic Plan vision statement that **"Goleta is a beautiful, safe, and diverse community of residents with family-friendly neighborhoods that values the environment, agriculture, and open space while encouraging housing, recreation, and business opportunities."**

We strive to make sure that Goleta's spirit of service is evident in everything we do here at the City, and we hope that this plan will serve **as a one-stop shop for businesses to access the support they need** to move forward successfully as they embark on the road to recovery.



# FINANCIAL ASSISTANCE



Recognizing the significant negative impacts of the COVID-19 emergency situation on our local business community, particularly our small and independent local businesses, the City of Goleta acted quickly to provide more than **\$1 million** in assistance to the community, including to **21 local businesses** in the form of grants and loans through the City's General Fund and CDBG and HOME funds.

## Fast facts

- **\$632,500 in loans and grants** funded through the City's General Fund Reserves
- In the first round **21 businesses supported**, and the second round is underway
- 5/19/2020, 7/7/2020 and 12/10/2020: Loan and grant programs approved by the City Council
- Distributed **\$554,245 in CDBG and HUD HOME Program funds**

"Our business community needs us now more than ever... It is critical that we work together and do what we can to help our businesses survive during this unprecedented time of economic upheaval."

—Mayor Paula Perotte

“

...Our business community needs us now

more than ever.”



# SUPPORT FOR COMMERCIAL AND RESIDENTIAL TENANTS

## Temporary Eviction Moratorium

Goleta is committed to helping residents and business owners stay in their homes and businesses. In March of 2020, the Goleta City Council took action to protect commercial and residential tenants from the possibility of eviction due to financial hardship caused by the COVID-19 pandemic and approved a temporary moratorium against such evictions. With the incorporation of the repayment period allowed by Assembly Bill 81, as of March 16, 2021, the repayment period for deferred residential rent will be August 1, 2021 through July 31, 2022. In addition, the expiration of the commercial eviction moratorium has been extended to June 30, 2021."

Learn more at <https://www.cityofgoleta.org/Home/Components/News/News/11101/>.

## Emergency Rental Assistance Program

The City of Goleta allocated **\$50,000 in General Fund** and **\$152,622 in HOME Funds** to the **Emergency Rental Assistance Program operated by the Santa Barbara County Housing Authority** for tenants who earn up to 80 percent of the area median income, with awards to appliances totaling up to \$5,000 or up three month's rent, whichever is less.



# COLLABORATION WITH REGIONAL PARTNERS

## Reopening in a Safe Environment

Starting in March of 2020, the **City of Goleta participated in the development of the Santa Barbara County RISE Guide** or “Reopening in a Safe Environment” (RISE). This guide was developed by medical and public health experts and supported by feedback from many sectors of the community to create a science-based framework for residents, businesses and organizations by which to reopen in a staged manner, while prioritizing public health and protecting our most vulnerable populations.

As part of the RISE Guide the County of Santa Barbara has formed the **RISE Ambassador Team, in which City of Goleta staff participated, to conduct outreach, business check-ins and confirm that safety standards and operating restrictions** are being followed by business operators and patrons.

To access the plan and to learn more about the reopening and self-certification process for organizations visit:

**[recoveryabc.org/the-rise-guide/](https://recoveryabc.org/the-rise-guide/)**.



## Coordination with Local Non-Profits

The City of Goleta partnered with several local non-profits to distribute **\$401,623** in CDBG CARES Act funding (CDBG-CV) and **\$632,500** in General Fund [\(click on headers below to learn more\)](#).

- **NONPROFIT ASSISTANCE PROGRAM:** The City of Goleta partnered with the **Santa Barbara Foundation, United Way of Santa Barbara County, and the Hutton Parker Foundation to create the Nonprofit Assistance Program by providing \$90,000 in CDBG-CV Funds.** This program ensures grants are provided to nonprofits serving Goleta residents during the pandemic through the COVID-19 Joint Response Community Relief Fund.
- **INDIVIDUAL ASSISTANCE PROGRAM:** The City partnered with **United Way to provide \$53,000 in CDBG-CV funding and \$150,000 in General Fund allocation for the Low-Income Individual Assistance Program,** which provides support to individuals and families to secure basic needs. The City also provided **\$40,000 in CDBG-CV funds** for the childcare/educational support and for United Ways Children's Enrichment and Learning Centers.
- **RESTART LOAN PROGRAM:** The City partnered with **Women's Economic Ventures (WEV) and provided \$200,000 in General Fund allocations for the WEV ReStart Loan Program grant for business assistance.**





- **BETTER TOGETHER BUSINESS GRANTS:** The City also partnered with Santa Barbara Foundation by providing **\$216,500 in General Fund allocations for the Santa Barbara Better Together Grant business assistance program.**
- **FOODBANK:** The City of Goleta collaborated with the Santa Barbara County Foodbank to **provide 27,000 additional square feet at the City owned building located at 27 S. La Patera** to store additional food supplies needed to address the COVID-19 response and recovery needs.
- **MASK4BIZ:** The City partnered with the South Coast Chamber of Commerce to launch Masks4Biz and **provide the frontline staff of Goleta businesses with paper masks.**
- Funding was also provided for the **Healthy Senior Lunch Program** and the **Safe Parking Program** serving homeless individuals who have vehicles.



# COMMUNICATIONS, MARKETING TOOLS AND RESOURCES

The City of Goleta is committed to communicating effectively with our residents, non-profits and businesses to help our community thrive. Timely, accurate and transparent communication is more important than ever as our community responds to the COVID-19 pandemic. Links to the City's social media platforms can be found below:

## City of Goleta on Social Media

[facebook.com/cityofgoleta](https://facebook.com/cityofgoleta)

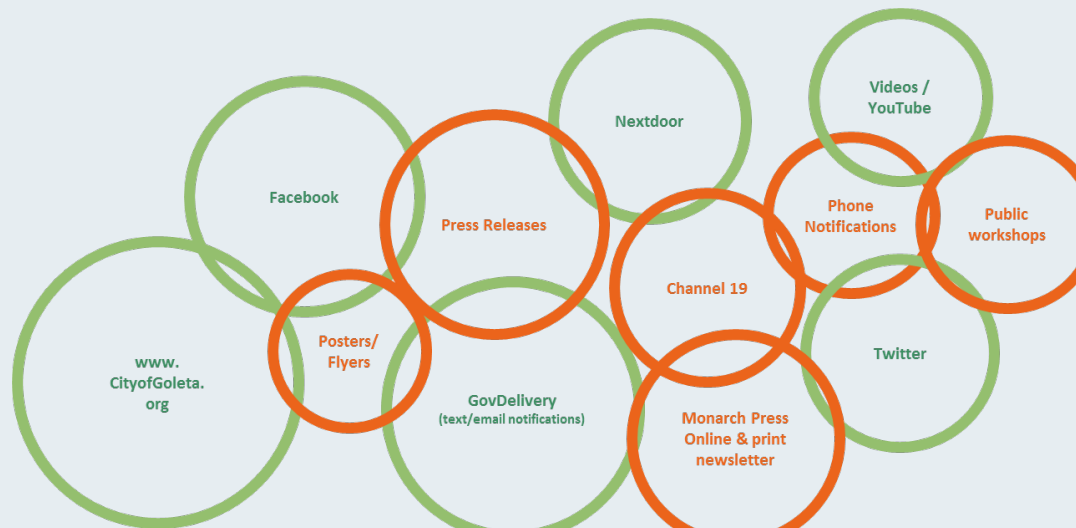
[twitter.com/GoletaPIO](https://twitter.com/GoletaPIO)

[instagram.com/cityofgoleta/](https://instagram.com/cityofgoleta/)

<https://www.linkedin.com/company/city-of-goleta>

<https://nextdoor.com/agency-detail/ca/goleta/city-of-goleta/>

<https://www.youtube.com/user/CityofGoleta1>



## COVID-19 Response Information Hub

The City built a dedicated [COVID-19 Response webpage](#) that's frequently updated with the latest news and information relevant to residents, businesses and visitors.

## COVID-19 Social Media Outreach and Education Campaign

The City leveraged our Facebook, Twitter, Instagram, Nextdoor and YouTube channels to share up-to-the-minute information and respond to questions and concerns from residents and business owners.

- Facebook (@CityofGoleta)
  - 5,050 followers
  - 1,039 posts
- Twitter (@GoletaPIO)
  - 3,002 followers
  - 956 tweets and retweets
- Instagram (@CityofGoleta)
  - 1,457 followers
  - 131 posts
- Nextdoor (nextdoor.com/agency-detail/ca/goleta/city-of-goleta/)
  - 8,426 members
  - 418 posts
- YouTube (CityofGoleta1)
  - 18 videos



## #GoletaToGo, #GoodlandGoodShopping and Future Digital Marketing Campaigns

In May of 2020, the “#GoletaToGo” campaign was launched to share information and promote local restaurants, breweries, wineries and grocery stores that are open and serving customers. The [goal is to increase awareness](#) of [open businesses](#) and inspire connection between our business community, workers and residents. The campaign includes the following elements:



### #GOLETATOGO

City staff asked community members to take a photo of themselves or their family getting takeout or delivery from a Goleta restaurant and sending the photo to the City with a mention of their favorite menu item. Staff shares the post on the City's Facebook (@CityofGoleta) and Instagram (@cityofgoleta) accounts.



### #GOODLANDGOODSHOPPING

On November 24, 2020 the City announced the “#GoodLandGoodShopping” campaign encouraging the community to shop local not only during the Holiday Season, but well into the future to help support local businesses.



### SHOP GOLETA BANNERS

As part of the local shopping campaigns the City of Goleta installed “Shop Local Goleta” banners on December 7, 2020 throughout the City of Goleta to encourage visitors and residents alike to support our local businesses.



### FUTURE GIFT CARD CAMPAIGN

The City is exploring ways to expand the #GoletaToGo and #GoodlandGoodShopping campaigns and incentivize shopping and dining in Goleta. A gift card campaign is currently being explored as an option to encourage shoppers to buy gift cards now to give an immediate revenue stream to local businesses.





# BUSINESS-FRIENDLY POLICIES AND PROGRAMS

The City of Goleta is here to support businesses through COVID-19 as they gradually reopen under State and County orders.

With new social distancing requirements adjusting frequently, many businesses desired to move some activities outdoors. In response, the City has temporarily changed rules regarding business licenses, and outdoor uses and as the State permits, is allowing restaurants, retail and other activities in parking lots, as well as sidewalk patios in some cases. This can be done with a fast, easy, no-cost permit process.



## BUSINESS LICENSE FEE DEFERMENT

On April 27, 2020, the City Council adopted Resolution No. 20-27, which authorized business operators subject to Chapter 5.01 of the Goleta Municipal Code, to **defer the payment of business license fees upon request and those businesses that have had to close or partially close as a result of following government orders**. The businesses who receive a deferral of business license fees must repay the fees within 60 days after the City rescinds its emergency declaration. The business license fee is \$131 or \$121 for renewals. This type of relief effort provided some financial relief to businesses that have had to close or partially close during the COVID-19 emergency.



## TRANSIENT OCCUPANCY TAX DEFERMENT

On April 7, 2020, the City Council adopted Resolution No. 20-19, which authorized hotel operators to defer the payment of transient occupancy tax (TOT) upon written request. This resolution was compliant with the City's exercise of its emergency powers pursuant to the City's emergency declaration in response to the COVID-19 pandemic. The TOT deferral program initially authorized hotel operators to defer their March and April TOT payments to be due on or before June 30, 2020. The TOT for March is normally due by April 30 and TOT for April is normally due by May 30. Additionally, the resolution granted authority to the City Manager to defer subsequent payments of TOT, upon written request, for months after April 2020, in two-month increments through the length of time that the emergency order is in place. This type of relief effort provided immediate short-term cash flow needs to the hotels.



## JOB TRAINING AND NONPROFIT SUPPORT

The City strives to make policy decisions and create programs that improve access to job training for the residents of Goleta.

- The City provided \$4,950 in City Grant funds to [Equalitech](#) to aid them in providing **technology resources to the Goleta community**.
- The City **reserved \$10,000** in funding for **non-profit technical assistance and training**.
- The City allocated \$5,000 in General Fund money for the annual Juneteenth event.
- The City of Goleta Libraries have remained open for Sidewalk Service with resources at these locations and improved outdoor internet signals for job hunting and job training resources. Go to [www.GoletaValleyLibrary.org](http://www.GoletaValleyLibrary.org) to learn more.



## PUBLIC SAFETY MEASURES

- Cleaning and clearing of segments of the Caltrans right-of-way along Hwy. 101
- City's Community Resource Deputy efforts to assist homeless
- City staff helped secure funds for Santa Barbara County Crisis Intervention Team staff and services
- Working with County Fire on fuel reduction measures to reduce wildfire risks



## INFRASTRUCTURE IMPROVEMENTS

- Annual Pavement Management Program
- Old Town Sidewalks Project completed
- Traffic Safety Improvements
  - The project will install pedestrian activated Rectangular Rapid Flashing Beacons (RRFB's) across Hollister Avenue at Chapel Street to provide an additional visual cue to alert motorists when a pedestrian wishes to cross the street. The second location includes the installation of a pedestrian crossing signal over the Calle Real travel lanes at the intersection of Kingston Avenue, replacing the existing old-style yellow flashing beacons. The project will also include new striping, signage, lighting, and the construction of new standard curb ramps.



## HOLLISTER AVENUE INTERIM STREET STRIPING PROJECT

The Hollister Avenue Complete Streets Corridor Plan Project (Complete Streets Project) is included as part of the City's 5-year Capital Improvement Program (CIP) and identified as CIP Project No. 9001. The **goal of the Complete Streets Project is to enhance and prioritize safety, access, and mobility for all users and all modes of transportation along Hollister Avenue in Old Town Goleta**. The proposed project focuses on improvements to the Hollister Avenue corridor between Fairview Avenue and State Route 217.

On January 19, 2021, the City Council directed staff to initiate design for the Hollister Avenue Old Town Interim Striping Project based on a two-lane Hollister Avenue. This project will improve pedestrian, bicycle and vehicular safety in the Old Town corridor. **The project will also increase outdoor dining space, expanding outdoor capacity for businesses along the corridor.**



### HOMELESSNESS STRATEGIC PLAN

The City of Goleta is preparing a Homelessness Strategic Plan to **help guide and coordinate efforts to prevent and address homelessness within the City of Goleta.** This Plan is one of many strategic efforts being undertaken by local cities and the County of Santa Barbara to support cooperative efforts to address the problem of homelessness on a regional basis.



### PROJECT LABOR AGREEMENTS

On January 19, 2020 the Goleta City Council directed staff to work with the Ordinance Committee to **develop a Project Labor Agreement Ordinance or alternative method of implementation to allow the use of Project Labor Agreements (PLAs)** for large multi-million dollar projects constructed by the City.

- PLAs set requirements for **hiring local residents to work on the project and to increase residents in apprenticeship programs and local job training** in careers that provide for family supporting wages and benefits.
- PLAs have the potential to **create more skilled labor jobs in the City,** keeping local tax dollars within the City, which long term can benefit local businesses and the community as a whole.







## OUTDOOR DINING

The City of Goleta took steps to permit outdoor dining in various locations provided that ADA access, ingress/ egress requirements and other health and safety requirements can be met, and that existing occupancy is not exceeded.

**Private parking lots** | Temporary Outdoor Business Permit Required. Applicable to certain location types with required timeframes to be determined. Individual approvals required. Other permits may be required in some cases (Special Event Permit, Right of Way, Encroachment, Traffic Control).



## TO-GO AND ON-SITE OUTDOOR CONSUMPTION OF ALCOHOL

Allows for consistency with the Alcohol and Beverage Control (ABC) Notices that provide that bona fide eating places (i.e. restaurants) selling beer, wine and pre-mixed drinks or cocktails for consumption on the premises pursuant to an ABC license, may sell alcohol for off premise consumption in conjunction with meals prepared for pickup or delivery. These businesses may also allow on-site outdoor alcohol consumption with appropriate permits as outlined above (see “outdoor dining”). This modification is effective only for the duration of the ABC notices.

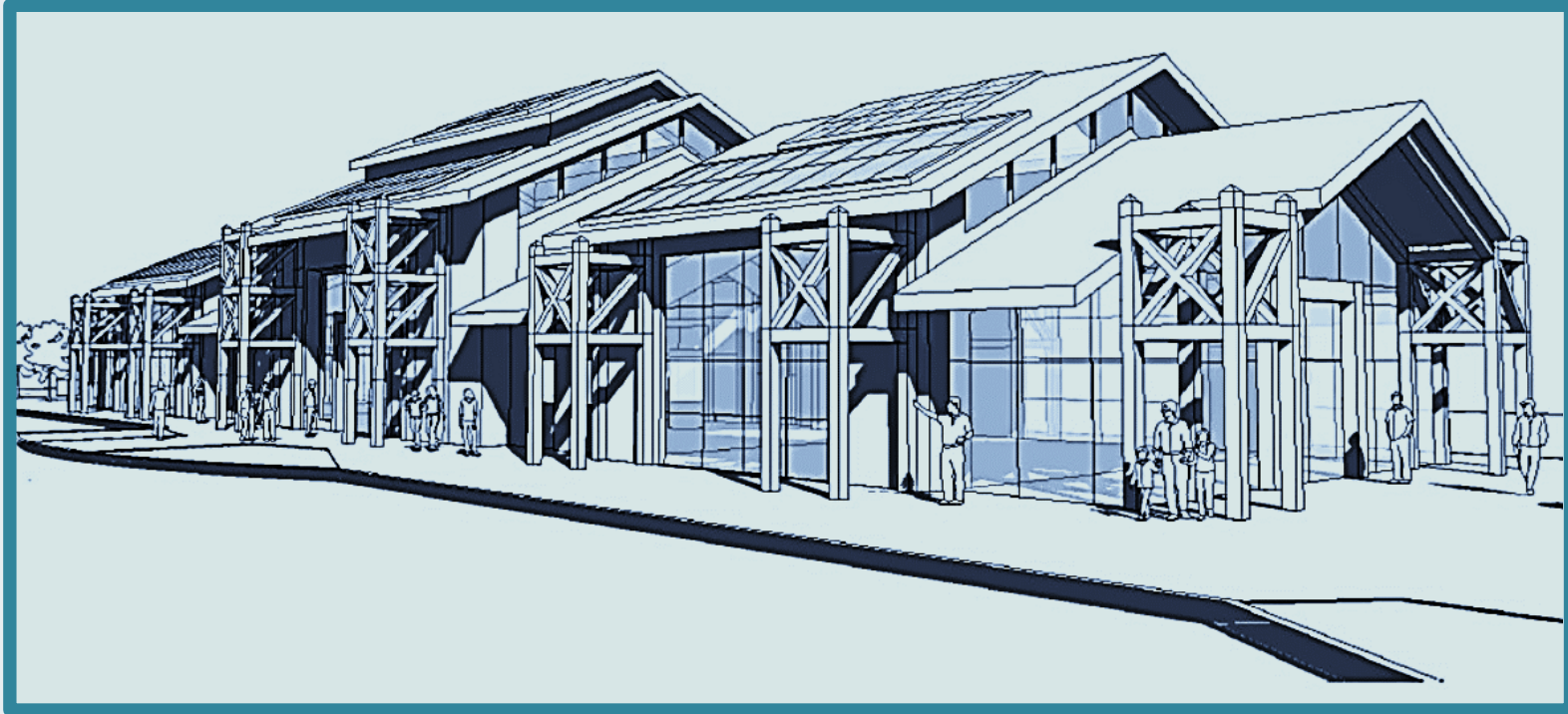


## PERSONAL SERVICES (INSTRUCTIONAL/ FITNESS)

When public health orders permit such uses, would allow for outdoor activities on site in a parking lot or other open area. Allows for indoor activities provided safe reopening and any other safety requirements are followed.

## Apply for a Temporary Outdoor Business Permit

Businesses can apply for a Temporary Outdoor Business Permit [here](#).



# CONTINUING DEVELOPMENT PROJECTS

Staff continues to make progress on public and private development projects throughout the City. **As the City of Goleta begins to develop these large projects, these investments will have a multiplier effect on the local economy.** Developments will inject millions of dollars of extra demand and output into the local economy, whereby many businesses will benefit directly including supply industries, architects, and skilled labor from these projects. This section highlights large privately funded and City owned development projects currently underway within the City and projects that are scheduled to commence in the future, they include:

## City CIP Projects

### GOLETA TRAIN DEPOT

The Goleta Train Depot Project is the development of a **new multi-modal train station next to the existing Amtrak platform on South La Patera Lane** with the intent to increase rail ridership. Through the completion of a full-service station, the project will improve connections to bus transit, accommodate transit service to/from the Santa Barbara Airport and the University of California Santa Barbara (UCSB), add new bicycle and pedestrian facilities, and allow accommodation for a potential future additional train storage that will support increased commuter rail needs. These improvements will make the new facility safer, functional, and inviting. At the August 5, 2020, Special City Council Meeting, Council unanimously selected the “Traditional Theme” train depot building design and at the October 20, 2020 City Council meeting selected the “infill” option for the public roadway improvements along South La Patera lane.

### FIRE STATION 10

The project consists of the **design and construction of a new fire station**, approximately 11,600 square feet in size, with associated landscaping and appurtenant facilities on a City-owned parcel located at 7952 Hollister Avenue. The site is adjacent to the new Cathedral Oaks Interchange and across the street from Sandpiper Golf Course. It is anticipated that the new fire station will be a three-bay, single-story building. **This new fire station will** emergency response time and population to firefighter ratio. A new fire station is needed in Western Goleta to provide adequate fire protection services.

### GOLETA COMMUNITY CENTER

The City is currently exploring seismic and ADA upgrades for the Goleta Community Center. This project will improve the safety of the structure and improve access to resources, programs, and rental space for the community.

## Private Development Projects

The City of Goleta maintains a Cumulative Project List that shows all of the major discretionary projects which are either pending, approved, or currently under construction. The latest version of the list is available [HERE](#):





# Santa Barbara County RISE Guide for reopening

As the COVID-19 vaccine becomes more greatly distributed and as cases begin to decrease in Santa Barbara County, the State will allow businesses to open and our community will be on a path to financial recovery. As outlined in the Santa Barbara County RISE Guide, when this begins businesses and organizations will once again follow the Self certification process to reopen.

The complete online self-certification process is available [here](#) as businesses and organizations begin the process of reopening.



# Economic Development Strategic Plan

The City of Goleta will continue to work on the **long-term economic development of our community**. The City will soon begin drafting the Economic Development Strategic Plan which will be utilized as the tool to provide a comprehensive overview of the local economy, set policy direction for economic growth, and identify strategies, programs, and projects to improve the Goleta economy. **Next steps for this plan include releasing a Request for Proposals to procure professional services for the development of the Economic Development Strategic Plan.** The scope of this plan will include an emphasis on restoring Transient Occupancy Tax and Sales Tax revenues by evaluating the sources of Goleta overnight stays and building strategies that most benefit the businesses impacted by the pandemic.





## CITY OF GOLETA ECONOMIC DEVELOPMENT

- Starting a business
- Demographic statistics
- Connecting to other business resources
- Permitting and development assistance
- Site selection assistance
- Business liaison services
- Pre-development meetings
- Business expansion
- Workforce needs



### City of Goleta

130 Cremona Drive  
Goleta, CA 93117

[www.cityofgoleta.org](http://www.cityofgoleta.org)

### Jaime Valdez

Principal Project Manager  
(805) 961-7568

[jvaldez@cityofgoleta.org](mailto:jvaldez@cityofgoleta.org)