



Meeting Today's Needs and Future Challenges

As the City of Goleta marks its 20th anniversary of cityhood, we continue to work to meet the needs of our residents today while also planning to meet future challenges.

Additional Resources are Needed to Address Community Needs

Despite being a great place to live, work, and visit, the City of Goleta faces several challenges today, including:



Streets and Roads

The most recent independent road engineers report rated 2/3 of Goleta's streets and roads as "fair", "poor", or "failed". The City needs additional funding for these street and pothole repairs, which become more expensive to address the longer we wait.



Aging Infrastructure

Twenty years ago, the City inherited many old buildings from the County, including an aging library and a now 94-year-old community center. Additional resources are needed to repair and upgrade aging local infrastructure to ensure our buildings remain safe.



Homelessness

Homelessness is a serious problem in cities across California, and Goleta is no exception. Additional funding is necessary to address homelessness and to support those who are at risk of becoming homeless by connecting them with available non-profit and regional organizations providing emergency shelter, food services, and treatment for mental health and addiction.



Local Funding Measure

In addition to the City's important unfunded projects, Goleta has lost millions of dollars from State take-aways. To provide additional funding to maintain and expand city services and programs, the City Council is considering placing a local 1 cent sales tax measure (adding a penny to a \$1 purchase) on an upcoming ballot. Funds from a local funding measure could also be used to:

- Support public safety and maintain rapid 911 response
- Protect local creeks and coastal waters from pollution
- Keep public areas safe and clean
- Prevent brush fires caused by illegal encampments
- Conserve water by increasing use of recycled water to irrigate parks and fields
- Help local businesses rebound and retain the workforce to fill critical jobs
- Maintain open spaces and natural areas
- Protect Goleta's long-term financial stability
- Improve access to affordable housing for middle- and working-class families
- Maintain services for low-income senior citizens and other vulnerable residents
- Support and expanding after-school programs and affordable early childhood/childcare programs
- Prepare for wildfires, floods, natural disasters, and public health emergencies

Fiscally Responsible Funding Solution

Goleta is one of the few cities in the region without its own local, dedicated source of sales tax revenue. 100% of all funds raised by a potential measure would stay in Goleta. Essential purchases such as groceries and prescription medicine, are exempt from sales tax. No funds could be taken away by the State or County, and Goleta visitors would pay their fair share. We welcome your feedback and questions as the City explores funding strategies, revenue enhancements, and sets priorities. For more information, visit www.CityofGoleta.org/GoletaNext20.