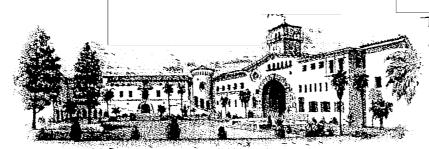
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## **COUNTY OF SANTA BARBARA**

January 26, 2010

Mr. Fletcher Phillips, Foreperson Santa Barbara County Civil Grand Jury Santa Barbara County Courthouse Santa Barbara, CA. 93101

Re: 2006-07 Grand Jury Report: "Affordable Housing in Santa Barbara County- Myth or Reality?"

Dear Mr. Phillips:

Thank you for your December 29, 2009 correspondence seeking clarifying information concerning a recommendation in the above-referenced report that "at least annually, each jurisdiction should hold informational meetings to explain all aspects of its affordable housing program." In response to the Grand Jury's request, the Department of Housing and Community Development (HCD) provides the following information and specific documentation concerning community outreach efforts.

HCD conducts extensive public outreach, providing relevant program information as well as assessing emerging community needs as a part of its role in managing federal grant funding for application by non-profit community groups. HCD also coordinates resource planning and allocation for this grant funding with each incorporated city throughout the County and promulgates information via community meetings. The table below highlights recent public information forums.

Meeting Date at 1	Location	¬Nature ¬ → - C → -
September 17, 2008	Santa Maria	Informational Forum
September 18, 2008	Santa Barbara	Informational Forum
November 18, 2009	Lompoc	Informational Forum
November 19, 2009	Santa Barbara	Informational Forum
December 15, 2009	Santa Barbara	Informational Forum
December 16, 2009	Santa Maria	Informational Forum
December 16, 2009	Lompoc	Informational Forum

Pursuant to your request, attached is documentation related to this outreach, including: 1) public notices that were run in periodicals of major circulation throughout the County; 2) sign-in sheets for the meetings; 3) meeting agendas; and, 4) notes related to public comments received.

HCD also oversees implementation of the County's Inclusionary Housing Program (IHP). With regard to HCD's Inclusionary Housing Programs, these programs and the associated marketing and outreach are driven largely on a development-by-development basis, but also include extensive community outreach efforts. As you are no doubt aware, current economic conditions have considerably slowed if not outright stalled development activities related to construction of new housing. Given the current economic downturn, the most recent development to provide affordable homes under the IHP was the Villas at Calle Real in March of 2007. The project included six (6) affordable units and was extensively marketed. The Marketing Plan for the project is provided as an attachment to this correspondence.

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In support of outreach on this new construction project, HCD has also undertaken considerable efforts to notify the public of the availability of existing affordable units subject to re-sale. During the period between October 2008 and January 2009, HCD ran a total of eleven (11) advertisements in the Santa Barbara Daily Sound, the Santa Barbara Independent, the Lompoc Record and the Santa Maria Times, informing the public of the opportunity to place their names on the County's list of interested parties to potentially purchase homes under the program. A sample ad that was in the Santa Barbara Independent is also attached along with a list of the publication sources and dates. In addition to the published notices, HCD maintains an e-mail list of over 300 interested parties, which provides timely information about upcoming forums and workshops. Postcards are also mailed to this continually updated list. HCD's departmental website is also increasingly being utilized as a means of communicating public information and the availability of resources.

HCD is currently in the process of developing the County's five-year planning documents related to federal funding and future resource development, which is also necessarily informed through public outreach and input. In this regard, HCD is developing a survey instrument to solicit public input in addition to the forthcoming public meetings. Moreover, as these efforts coincide with the outreach, planning, and development of the United States' decennial census, HCD staff is also conferring with responsible staff of the Planning and Development Department to coordinate efforts in this regard. HCD staff also worked closely with the Planning and Development Department to coordinate outreach and review of the 2009-14 General Plan Housing Element.

Finally, HCD also conducts additional and related outreach efforts associated with homeless assistance programs, tenant's rights, and community and public facility needs of disadvantaged areas. While admittedly this requires time and resources that in the context of the current economy are increasingly scarce, this paradoxically presupposes the need to be out in the community even more.

Without question, HCD has made significant progress in improving its public outreach efforts pursuant to your findings and associated recommendations. Thank you for your continued interest.

Sincerely,

Janet Wolf

Chair Board of Supervisors

Enc: Sample of Villas at Calle Real Marketing Plan

Dates and Publications of Public Notices Regarding Affordable Housing Interest List

Sample Public Notice Related to Inclusionary Housing Interest List

Copies of Public Notices/Public Notice Proof of Publication Sample Agenda for 2009-10 Community Informational Forums

Community Informational Forums Sign-in Sheets

Community Forum Public Comment Notes