



**Goleta Workshop Results**  
**Activity #3: Strategic Action Planning**

The STAR actions in this list were selected by workshop participants to be the most impactful for Goleta

Goal Area	Objective	Objective Name	Action	Priority Score	Prioritized Action Description	Action Type	Who is the primary actor or group responsible for this action?	Who else should be involved and how?	What resources are needed to ensure success?	What is a reasonable time frame for achieving this action?	What steps or milestones are required?	What are the biggest obstacles?
BE	7	Transportation Choices	4	20	Conduct early development reviews of subdivisions and other developments that includes an analysis of destinations within 1/2 mile of project borders and multi-modal access routes	Practice Improvement	City Planning/Public Works	Developers, nonprofits, community members, Design Review Board, Planning Commission, City Council, businesses	Staff time, compliance & monitoring system	4-6 months	Develop criteria	Developers
EE	1	Civic Engagement	2	20	Adopt a policy to encourage diversity in local government appointments to advisory boards and commissions that includes requirements for tracking and reporting composition by gender, race and ethnicity	Policy and Code Adjustment	Public Engagement Commission	City Council, community organizations, Goodland Coalition	Community & council member buy-in, funding for additional Public Engagement Commission meetings, staff time	12 months	Determine metrics, prepare draft ordinance, submit to Council for approval	Follow through with meetings
EE	1	Civic Engagement	3	20	Adopt inclusive public engagement guidelines for local government agencies and departments	Policy and Code Adjustment	Public Engagement Commission	City Council, community organizations, Goodland Coalition	Community & council member buy-in, funding for additional Public Engagement Commission meetings, staff time & training	18 months	Determine established formalized engagement systems, make recommendations	Follow through with meetings and determine which engagement system is best
BE	7	Transportation Choices	2	19	Adopt a complete streets policy that addresses all users, applies to all projects with limited exceptions, and includes specific next steps for implementation	Policy and Code Adjustment	City/community collaboration	Nonprofits, COAST, Bike Coalition, senior groups, immediate neighborhood	YIMBYs, good public outreach, community engagement & buy-in	12 months	Council, committees & staff buy-in	Staff capacity
NS	1	Green Infrastructure	4	18	Include evaluation of green infrastructure potential during early site reviews of proposed developments and subdivisions	Policy and Code Adjustment	Planners, Building staff, applicant	Development Review Committee/Design Review Board, NGOs	Time, people, understanding of green opportunities	1-2 months	Site visit, plan review	Applicant, money, time
BE	7	Transportation Choices	3	17	Subdivision and other development regulations require walkability standards that encourage walking and enhance safety	Policy and Code Adjustment	City Planning/Public Works	Developers, nonprofits, community members, Design Review Board, Planning Commission, City Council, businesses	Staff time, compliance & monitoring system	4-6 months	Develop criteria	Developers
CE	3	Greening the Energy Supply	8	17	Provide a net-metering program that encourages the development of residential and small business renewable energy sources	Programs and Services	Utility & Community Choice Aggregation	Chamber of Commerce, HOAs, Housing Authority, contractors, renewable installers	Buy-in, money, case-study data, projections of impact	36 months	Determine power: Community Choice Aggregation/Investor Owned Utility, local & regional buy-in	Regional buy-in, speed of change
NS	1	Green Infrastructure	5	17	Partner with key community groups and other stakeholders to ensure that green infrastructure practices are used in appropriate settings	Partnerships and Collaboration	Council Green Committee, Planning	City staff, Chamber of Commerce, NGOs	Time/cooperation	3-6 months	Meetings, workshops	Time, money, schedules
NS	5	Water in the Environment	3	17	Adopt community regulations that protect water quality OR participate in a regional pollutant trading program that reduces watershed pollution levels	Policy and Code Adjustment	Public works, Planning, RWQCB, City Council	EDC, Creeks Council, SB ChannelKeeper, Consultants	Money, time, staff resources, data	18-24 months	Resource studies, boundary & scope, workshops, plan development, CEQA	Money, state & county, expectations, staff resources
CE	3	Greening the Energy Supply	1	16	Adopt a communitywide plan that includes a comprehensive programmatic and policy approach to shift the community towards alternative fuels and renewable energy sources	Plan Development	Local government, Public Works, Planning, Council	Academic institutions, waste management, CARB, Investor Owned Utilities, community members	County-wide buy-in, money, property owners, GIS data	24 months	Determine partnerships, dedication of staff time & resources, open dialogue event w/stakeholders	Competing priorities, meeting funding deadlines
CE	3	Greening the Energy Supply	2	15	Utilize community choice aggregation, community shared solar, or community wind to procure alternative energy supplies	Policy and Code Adjustment	Regional Government	Community members, business owners, Chamber of Commerce	Feasibility/results, buy-in	18 months	Results/implementation plan, resident education	The unknown speed of change with utilities
EJ	2	Green Market Development	7	15	Create environmentally preferable purchasing for local government procurement of safe, healthy, and environmentally responsible products	Practice Improvement	Local Government	Staff, school district, Green Business Program, California League of Cities	Money, adjustment of ordinances, research	18 months	Cooperative agreements, public-private partnerships, best practices	Fiscal hurdles, community buy-in, public scrutiny
EAC	2	Community Cohesion	5	15	Collaborate with neighborhood associations, civic groups, and local service providers to identify and address neighborhood-specific needs	Partnerships and Collaboration	Public Engagement Commission & Staff	City Council, community organizations, Goodland Coalition	Community & council member buy-in, funding for additional Public Engagement Commission meetings, staff time	12 months	Public Engagement Commission to consider issue, develop policy, City Council to approve, staff to implement	Follow through, lots of staff time
HS	6	Hazard Mitigation	2	15	Develop a post-disaster plan that addresses long-range redevelopment issues such as land use, economic development, housing, infrastructure, public services, and environmental restoration	Plan Development	Planning & Environmental Review, City of Goleta, Neighborhood Services	Office of Emergency Management, Chamber of Commerce, property & business owners	Staffing, consultants, funding	24-36 months	Assessments, workshops	Competing priorities
HS	6	Hazard Mitigation	4	15	Adopt local building codes or enforce state building codes with heightened standards for buildings in areas of high hazard vulnerability	Policy and Code Adjustment	Building & Permitting, City of Goleta	Planning & Environmental Review	Engineering firm, consultant, risk assessment	12-24 months	Identifying the hazards, updating code & adoption	Funding for research
NS	1	Green Infrastructure	8	15	Dedicate a percentage of funding invested in green infrastructure	Facility and Infrastructure Improvements	City Manager, Finance Director, City Council	Private investment, Public Works, community groups	Money, cooperation, audit	3-6 months	Budget, adoption of policy	Money, interest
EJ	2	Green Market Development	4	14	Establish regulations or zoning that incentivize district-scale sustainability projects	Policy and Code Adjustment	Local Government	Individuals, businesses, organizations, Planning & architects	Information/data, money	36 months	Education/outreach, partnerships, regulatory process	Ignorance, political will, tragedy of the commons
HS	6	Hazard Mitigation	3	14	Adopt land use regulations that limit development in areas of high hazard vulnerability	Policy and Code Adjustment	Planning & Environmental Review, City of Goleta	FEMA, CEC, environmental, residential property owners	Conservation Blueprint, city adoption, mapping	24-36 months	Research, workshops, code/zoning adoption	Political and competing priorities, public resistance
CE	1	Climate Adaptation	3	13	Adopt building codes or land use ordinances that address specific climate impacts in the community	Policy and Code Adjustment	Planning & Environmental Review & City of Goleta	Landowners, property owners, CEC, Coastal Commission, Green Building Advisory	Staff, funding, risk assessment, research, consultants	24-36 months	Research, public process, EIR/MND, Adoptions, Monitoring	Political support & competing priorities
NS	5	Water in the Environment	4	13	Create partnerships to address sources of ambient water pollution not covered by local authority or control	Partnerships and Collaboration	RWQCB, GWD, GWSD, GSD, Public works, City Council	Planning, City Council, creek councils,	Money, data, staff	18-24 months	Resource studies, boundary & scope, workshops, plan development, CEQA	Money, state & county, expectations, staff resources
CE	1	Climate Adaptation	8	12	Develop metrics for measuring the success of adaptation actions to prepare for a changing climate	Practice Improvement	Advanced Planning & City of Goleta	Landowners, property owners, CEC, Coastal Commission, Green Building Advisory	Evaluation, subject matter experts, contract funding	12-24 months	Research, public process, adoptions	Competing projects
CE	2	Greenhouse Mitigation	1	12	Conduct a communitywide GHG inventory at least every five years	Inventory, Assessment, or Survey	City, Planning, Public Works or Sustainability	Santa Barbara County Association of Governments, Southern CA Edison, SoCal Gas, Goleta Water District, other agencies with City data	Availability of data, software knowledge, tools	3-5 months	Data requests, studies, Council initiation	Staff capacity, data accuracy, data availability, utility permissions for releasing data
CE	1	Climate Adaptation	9	10	Enforce regulations or offer incentives to encourage residents and businesses to shift behaviors to prepare for future climate change impacts	Enforcement and Incentives	Planning & Environmental Review, City Manager at City of Goleta	CEC, Fire dept., Building & Safety	Funding, staff, geospatial analysis	Ongoing	Outreach, new development, retrofitting, permitting process	Political support & funding
NS	5	Water in the Environment	7	10	Engage in restoring and maintaining critical water bodies and the buffer zones that protect those water bodies	Facility and Infrastructure Improvements	RWQCB, Public works, private land owners, County	Planning, CCC, creek councils, EDC/UCSB/airport	Money, data, staff	18-24 months	Resource studies, boundary & scope, workshops, plan development, CEQA	Money, state & county, expectations, staff resources