ARGUMENT IN FAVOR OF MEASURE O2020

In 2017, the City Council established the Public Engagement Commission as an advisory board with the purpose of increasing public involvement in City governance and identifying and removing obstacles to participation at every level. One of the issues that the commission evaluated was the question of whether the directly elected Mayor’s term should be increased from two years to four years. Other members of the City Council have four-year terms, with the Mayor being an exception.

The Public Engagement Commission recommended increasing the Mayor’s term to four years for several reasons. First, under a two-year term, a Mayor would need to be constantly in campaign mode -- requiring a potentially significant commitment of time and money -- and may not be as focused on governance. Second, the extra time and work of running for office every two years may discourage potential candidates and reduce the pool of candidates who might run for mayor. An additional reason is cost savings, because each seat or measure placed on the ballot increases the City’s cost of the election.

Accordingly, the Public Engagement Commission recommended that the City Council place a measure on the ballot asking the voters to decide whether to increase the Mayor’s term of office from two years to four years. The recommendation, affirmed by the City Council, was that the change to a four year term would help lower the barriers to run for office, encourage fuller participation in City government, and offer more time in office for achieving accomplishments.

The undersigned proponent(s) or author(s) of the primary argument in favor of Ballot Measure O2020 at the General Municipal Election for the City of Goleta to be held on November 3, 2020, hereby state that such argument is true and correct to the best of his knowledge and belief.

/s/ Kyle Richards, Mayor Pro Tempore
/s/ James Kyriaco, Councilmember
/s/ Stuart Kasdin, Councilmember
/s/ Paula Perotte, Mayor