

Your **YES vote on Measure I 2024** ensures that Santa Barbara maintains **essential services**, such as emergency fire/paramedic response, and **improves housing affordability and homelessness** by funding the newly created City of Santa Barbara Local Housing Trust Fund.

**Measure I is an investment in our city's safety, quality of life and long-term financial stability.** It will help maintain critically needed safety services and create affordable housing for lower- and moderate-income essential workers and others who contribute to our local economy but cannot afford to live here.

The City of Santa Barbara has surveyed and spoken to residents and established that the top priorities for funding are:

- Maintaining 9-1-1 emergency fire/paramedic and police response and prevent further cuts, and keeping neighborhood fire stations open and staffed; and
- Producing more affordable housing by investing in the City of Santa Barbara Local Housing Trust Fund.

Additional funding priorities include:

- Investing in our public libraries,
- Supporting youth services and services for the disabled,
- Protecting local drinking water sources,
- Maintaining our public parks, and
- Keeping public areas including our downtown clean and safe.

Measure I provides strict accountability to taxpayers, including an annual audit by an independent accountant and detailing the amount of revenue collected and the nature and purpose of all expenditures. All funds generated by Measure I must be used locally. No funds can be taken by Sacramento or Washington, D.C. politicians.

Passage of Measure I will generate adequate resources to maintain our full public safety commitments, provide the means to address our affordable housing needs, restore and maintain public library hours and enhance the maintenance of our public spaces. Unlike other taxes and fees, the revenues generated by this measure would stay 100% within the city.

Invest in our future. Vote Yes on Measure I.

Signatures on next page

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Argument in Favor of Measure I 202



Lisa Carlos  
Affordable Housing Advocate

Lauren Trujillo,  
Foundation Director, Santa Barbara Public Library Foundation

Barney Melekian,  
Retired Police Chief

Jeff Zampese,  
Boardmember, Santa Barbara City Firefighters Association

Randy Rowse,  
Mayor on behalf of the City Council

Argument in Favor of Measure I 202

Lisa Carlos  
Affordable Housing Advocate



Lauren Trujillo,  
Foundation Director, Santa Barbara Public Library Foundation

Barney Melekian,  
Retired Police Chief

Jeff Zampese,  
Boardmember, Santa Barbara City Firefighters Association

Randy Rowse,  
Mayor on behalf of the City Council

Argument in Favor of Measure I 202

Lisa Carlos  
Affordable Housing Advocate

Lauren Trujillo,  
Foundation Director, Santa Barbara Public Library Foundation

Barney Melikian,  
Retired Police Chief



Jeff Zampese,  
Boardmember, Santa Barbara City Firefighters Association

Randy Rowse,  
Mayor on behalf of the City Council

Argument in Favor of Measure I 202

Lisa Carlos  
Affordable Housing Advocate

Lauren Trujillo,  
Foundation Director, Santa Barbara Public Library Foundation

Barney Melekian,  
Retired Police Chief

Jeff Zampese,  
Boardmember, Santa Barbara City Firefighters Association

A handwritten signature in blue ink, appearing to read "Randy Rowse", with a long horizontal flourish extending to the right.

Randy Rowse,  
Mayor on behalf of the City Council

Argument in Favor of Measure I 202

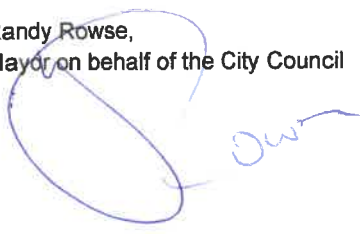
Lisa Carlos  
Affordable Housing Advocate

Lauren Trujillo,  
Foundation Director, Santa Barbara Public Library Foundation

Barney Melekian,  
Retired Police Chief

Jeff Zampese,  
Boardmember, Santa Barbara City Firefighters Association

Randy Rowse,  
Mayor, on behalf of the City Council

A handwritten signature in blue ink, appearing to read "Randy Rowse", is written over the printed name and title of the Mayor. The signature is stylized and includes a large loop at the beginning.