

**SANTA YNEZ COMMUNITY SERVICES DISTRICT  
BOARD MEMORANDUM**

**To:** Board of Directors  
**From:** Loch A. Dreizler, General Manager  
**Date:** May 20, 2026  
**Subject:** Business Corridor Streetlighting Survey – Recommendation to Return to Community Interface Committee to finalize proposed survey questionnaire.

**Recommendation:** To ensure the survey is effective, balanced, and reflects a broad consensus, I recommend that the Board direct the Community Interface Committee to meet one additional time to finalize the survey language before distribution.

This approach allows the Committee to:

- Incorporate the best elements from both perspectives,
- Keep the survey short and user-friendly to maximize participation,
- Maintain a positive and neutral tone focused on gathering valuable community input.

Once refined by the Committee, the survey can be distributed. This keeps the process moving efficiently.

I am happy to schedule the additional Committee meeting and prepare updated materials as directed. Please let me know your thoughts or if you would like any adjustments to this approach.

**Background**

The Community Interface Committee has been developing a short survey to gauge business owners' interest in the Edison/Sagunto/Faraday Street corridor for a potential streetlighting improvement project. The survey is intended to gather community preferences on lighting styles, priorities, and features for the business district (often referred to as “Downtown Santa Ynez” or the “Business Corridor”).

Committee members have expressed differing perspectives on survey content:

- One member recommends removing any reference to potential costs or fees at this early stage, emphasizing the need to focus on gathering broad community input on lighting preferences, styles, and priorities.
- The other member supports including a neutral question regarding willingness to contribute to funding.

### **Discussion**

This difference of opinion is understandable given the project's preliminary nature. We do not yet have final cost estimates, confirmed funding options (including the possible use of existing reserves), or detailed engineering data. Introducing cost-related questions prematurely could create unnecessary concern or confusion among business owners. However, the District is in a positive position to subsidize a portion of the project, which would likely keep the total cost as indicated in the survey. Alternatively, including an estimated cost range in the survey could provide the District with an additional “cushion.”

At the same time, understanding potential community support for funding mechanisms will eventually be important for moving forward responsibly.

That is why I am recommending that the Board direct the Community Interface Committee to meet one additional time to finalize the survey language before distribution, with an emphasis on making a final determination on whether to include a cost in the survey.