

Values in Action. To protect and defend, and to grow and nurture what we value.

PRIORITY TWO

Sustainable, Regenerative Economy

The Land → Local Business → City Revenue → Reinvestment → The Land. Ojai already has the restoration crews, farms, nonprofits, and small businesses most cities would have to build from scratch — this plan connects the ones already here into one funded, self-sustaining loop.

This plan builds on Ojai's Rights of Nature ordinance and on land the Chumash stewarded for generations. I'm committed to keeping that voice at the table as the plan seeds and flowers

24	6	\$0	43%
Local organizations already formally partnered through the Green Coalition	Local , sustainable economies already operating in Ojai today	New tax on residents required to get started	Of the general fund is Transient Occupancy Tax

WHO'S ALREADY DOING THIS WORK

The C.R.E.W.	Ojai Valley Land Conservancy	Poco Farm
Future Farmers of America (Nordhoff High School)	Ojai Community Farmers Market	The Ojai Retreat & Inn
Ojai Raptor Center	Humane Society of Ventura County	Taft Gardens & Nature Preserve

Shown as examples across restoration, agriculture, wellness, animal welfare, and ecotourism — not a full list. 24 organizations are formal partners of the Ojai Valley Green Coalition; full directory at ojaivalleygreencoalition.org.

- ◆ **How we fund it — no new tax.**
\$50,000–\$125,000 a year through the city's existing budget process, plus a possible 0.5% local sales tax on this November's ballot.
 - ◆ **Fire-hardening program fees.**
Revenue from the same services already funding home and neighborhood wildfire readiness.
 - ◆ **Dollars that stay local.**
The loop is built to route city revenue back to the farms, restoration crews, and small businesses already doing this work, instead of leaking out of the valley.
- ◆ **City Hall Eco-Center.**
An education hub with a restored Stewart Creek, native gardens, and community space.
 - ◆ **Community Resilience Centers.**
Sites for emergency response and year-round readiness — planning grant already secured.
 - ◆ **Long-horizon restoration work.**
Including the Matilija Dam removal beginning in 2029, which will keep local restoration crews and contractors employed for years — one project among many in this loop, not the whole plan.