



the Monarch Press

City of Goleta Newsletter

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...and much more!

City unveils new campaign to get Goleta residents prepared

Goleta Prepare Now/*Goleta Prepárese Hoy* is a two-year public awareness campaign that kicks off in September as part of National Emergency Preparedness Month. Goleta Prepare Now/*Goleta Prepárese Hoy* ensures that residents have the information, training and resources available to be ready for our next emergency.

The first component of the program is “**Shop for your Kit.**” Beginning in September, Goleta Prepare Now/*Goleta Prepárese Hoy* will be featured at Albertsons, Home Depot, K-Mart, OSH, Rite Aid, Trader Joe’s, Vons, and Walgreens. Volunteers will give away reusable shopping bags with lists of essential items for creating an emergency kit. We encourage residents to shop for all or a few items to build their emergency kits. Complete emergency kits will be available for purchase as well. Preparing for the next emergency should not be an overwhelming experience, which is why we encourage residents to shop for a few items every week. Along with the American Red Cross, we encourage residents to follow our “20 Weeks to Preparedness” checklist.

The second phase of the initiative begins in late fall with City and American Red Cross volunteers conducting community

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2010 is Goleta’s first Census as a City! Be sure to participate and be counted!

For more information on the U.S. Census, visit www.2010census.gov or cityofgoleta.org

Be Counted in Census 2010

Many people know that every 10 years the U.S. Government conducts a Census to count the population. What most don’t realize is just how important this data is for our community.

Think of the Census like a dinner party. If you are organizing a party for your friends you send out invitations and ask guests to RSVP. Are they bringing guests? Do they have special requests? Do you have enough food and drinks? Having this information helps you plan a successful party.

In the same way, the Census is an “RSVP” of all people in the community. For government to meet the needs of residents and allocate funding it needs an accurate count. Results from the Census determine representation in government, as well as how funds are spent on things like roads, parks, housing, schools, and public safety. It is critical that all residents be counted so the

City can get the funding it deserves.

Since this is Goleta’s first Census as a City, it is critically important to get an accurate count. **For every one City resident counted in the Census, \$1,700 in direct funding goes to Goleta.** This adds up as we make decisions involving public safety, recreation programs, neighborhood improvements, and street and sidewalk repairs.

The Census Bureau will mail or deliver questionnaires in March 2010. A second form will be mailed to households that do not respond to the initial questionnaire. Households that still do not respond will be called or visited by a Census worker. Census workers will be identified by a badge.

Look for Census community events this fall.



Easy
Reference
Guide!

All About City Hall

 (805) 961.7500

 www.cityofgoleta.org

 Channel 19: Goleta TV

Goleta City Council

Mayor	Roger S. Aceves
Mayor Pro Tempore	Eric Onnen
Councilmember	Michael T. Bennett
Councilmember	Margaret Connell
Councilmember	Edward Easton
City Manager	Daniel Singer

City Council Meetings

Held on the 1st and 3rd Tuesdays of the month at 1:30 pm and 6 pm

Televised live on Channel 19

Replayed Wednesdays and Saturdays 10 am and 5 pm

Mayor's Office Hours

By appointment: call Mayor Aceves at 961.7538 or raceves@cityofgoleta.org

Goleta City Hall

130 Cremona Drive, Suite B
Goleta, CA 93117
961.7500 tel 685.2635 fax
Monday – Thursday, 7:30 am – 5:30 pm
Friday: Front Reception closed. Access City Hall via Permit & Design Center

Permit & Design Center

Monday – Thursday, 8 am – 4:30 pm
Friday, 8 am – 12 noon

Building Division 961.7552

Planning Division 961.7543

New
Hours

Useful Phone Numbers

Public Information	961.7508
Parks Reservation	961.7531
Public Works Request	961.7570
City Jobs	961.7525
Building Inspection Request	961.7550
Code Enforcement/Vehicle Abatement	961.7556
Anonymous Tip Line	961.7574

2nd Annual State of the City Focus Is on Doing More with Less

Over 200 people attended the June 5 State of the City at the Elks Lodge. The program featured a current and future look at Goleta's economy, partnerships, and accomplishments..

The theme of this year's State of the City was "Doing More with Less: the Benefits of Public and Private Partnerships."

The City had an opportunity to tout its police station at Camino Real Marketplace, the Goleta Partnership for Preparedness, Sumida Gardens Apartments, an agreement with ATK Space in Old Town that will expand its office space thereby keeping 150 good paying jobs in Goleta, and an agreement with Goleta Library that prevented it from closing on Mondays.

City Manager Dan Singer gave an overview of the economy in Goleta and reported that while there are some current budgetary challenges, the diversity of our local economy makes our future very bright. **The State of the City will be replayed on Channel 19 throughout September on Fridays at 5:00 pm.**

There is more information on the State of the City on our website. For a handout from the event, call 961-7508.



Goleta Prepare Now / Goleta Prepárese Hoy

continued from front cover

presentations on emergency preparedness. We hope to visit the Goleta Library, Goleta Valley Community Center, farmers markets, churches, schools, service clubs, and businesses. If you want us to make a 20-minute presentation to your group, let us know.

We will also be conducting neighborhood workshops on emergency preparedness. Upon completion of a workshop, pre-identified low-income residents will receive a free family or individual emergency preparedness kit.

The third component of our program is the creation of **Community Emergency Response Teams (CERT)** in Goleta. We anticipate getting this program underway in spring 2010. CERT is a program that provides residents hands-on training and practice in responding to an emergency. CERT trains volunteers to take leadership of their neighborhoods when disaster strikes and first responders are dealing with urgent issues. For more information about CERT or scheduling a presentation, call the Public Information/ Community Outreach Office at City Hall, 961-7507.

This September, don't forget to look for the Goleta Prepare Now/*Goleta Prepárese Hoy* displays at your local stores and start preparing now. Remember, it's not if, but when.

For more information about Goleta Prepare Now and other resources on emergency preparedness, call 961.7510 or visit www.GoletaPrepareNow.org.

The Monarch Press is produced quarterly by the City Manager's office. The newsletter is printed on (50%) recycled paper stock (15% post-consumer waste), using soy-based ink and distributed to all City of Goleta residents and businesses as bulk rate U.S. Mail. Additional copies are available at City Hall, the Goleta Library, the Goleta Valley Chamber of Commerce, and the Goleta Valley Community Center. *The Monarch Press* can also be downloaded from the City's website. Please direct questions and comments to: themonarchpress@cityofgoleta.org.

MESSAGE TO THE COMMUNITY
FROM CITY MANAGER DAN SINGER



Despite budgetary challenges, the future looks bright for Goleta

This year's budget process was an especially difficult one. The City depends on revenue from sales tax, property tax, and Transient Occupancy Taxes (TOT is paid by people who stay in our hotels). A decline in local tax revenue and other unexpected items meant the City needed to cut approximately \$1.1 million from our nearly \$15 million budget.

The City Council and Department Directors met on four separate occasions to discuss the City's budget. The City Council faced very tough choices but through a combination of employee furloughs, a modest reduction in City services, the loss of three City employees and numerous cost-saving measures, the City was able to balance its budget for the upcoming fiscal year without relying heavily on reserves.

Despite these difficult economic times, the City of Goleta remains fortunate for many reasons. The abundant high-tech, defense, and medical-product industries, our regional shopping centers, and our proximity to both UCSB and popular tourist destination Santa Barbara, all work to keep Goleta's economy strong.

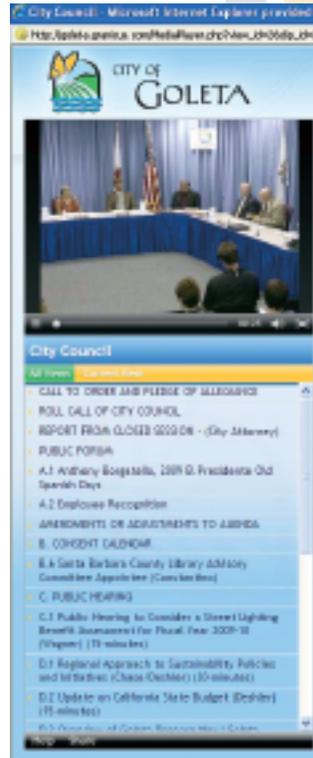
"Despite these difficult economic times, the City of Goleta remains fortunate for many reasons..."

Goleta boasts the highest median family income in the region; in addition to this we have a highly educated population with over 1,200 doctoral degrees. From our pool of college students, we have count-

less job applicants to staff our shops and restaurants and to support so many of our businesses as consumers. And each year nearly 5,000 new students come here with discretionary income and consumer needs.

So while times are hard, Goleta continues to make strides during this economic downturn. And with the creation of new businesses, further housing, capital improvements, a new hospital and future hotels all on the horizon, you can see that the future looks bright for Goleta!

Watch City Meetings from the Comfort of Your Computer



In June, the City debuted a new system that allows people to view City Council meetings and Planning Commission meetings live or "on-demand" via the City website, www.cityofgoleta.org. After meetings are broadcast live, they are archived and available to view on-demand. Once a meeting is archived, viewers can choose to watch the entire meeting or jump to the part they want to see.

To view videos of City meetings

Click on "Agendas & Video" at the top of our home page. From there, scroll down to the meeting you wish to watch, and click "View." Live meetings are listed under "Upcoming Events," and past meetings are arranged by meeting type and date under "Archived Videos."

Regular City Council meetings are held on the first and third Tuesdays of each month at 1:30 pm. Regular Planning Commission meetings are held the second and fourth Tuesdays of each month at 6 pm. Archived videos typically are posted the day after the meeting, and are available for one year after the date of the meeting.

City Council and Planning Commission meetings are replayed on Goleta TV Channel 19. City Council meetings are replayed Wednesday and Sunday 10 am and 5 pm.

Planning Commission meetings are replayed Sundays at 10 am and 5 pm.

Goleta Prepare Now / Goleta Prepárese Hoy

As part of September Emergency Preparedness Month, the City of Goleta thanks you for doing your part to be prepared with an emergency kit and a family plan in place.

Don't forget these ten items in your emergency supply kit or when you have to evacuate...

- | | | |
|---------------|----------------|--|
| 1. Water | 5. Medication | 9. Pet Food |
| 2. Radio | 6. First Aid | 10. Important papers: birth certificates, wills, insurance |
| 3. Batteries | 7. Flashlight | |
| 4. Toiletries | 8. Canned Food | |

Call City of Goleta at 961.7500 or visit our website at www.cityofgoleta.org



Take a Walk on the Ellwood Side...but Don't Forget the Rules!

One of the great perks about living in the Goleta Valley is the natural beauty of our parks, open spaces, and beaches. Goleta is proud of the Ellwood Mesa at Sperling Preserve—a 137-acre oasis

Open spaces have special rules that may or may not be applicable in a traditional park.



Beaches in the City of Santa Barbara have different rules. Check with the Santa Barbara Police Department at www.cityofsantabarbara.org before venturing out.

of Eucalyptus trees, native grasslands, and wildflowers framed by pristine Ellwood Beach. Four years ago, the City officially acquired this beautiful open space.

Here is what we are doing to ensure that it continues to be a beautiful place for our community to enjoy.

You might see **Community Resource Deputy Garrett TeSlaa** riding his police bike out on the bluffs. This is part of a continued “bluff and beach enforcement” effort the City initiated in response to reports of bonfires, fireworks, under-age drinking, and other illegal activities. The City Council puts a high emphasis on public safety and environmental protection to ensure that the bluffs and beaches are enjoyable for our community.

Deputy TeSlaa has the following reminders:

- Bon fires are illegal on all beaches and bluffs in the Goleta Valley.
- Dogs must be kept on leashes unless otherwise posted.
- Responsible consumption of alcohol is permitted on beaches for those 21 years or older.
- If you're going to consume alcohol, be sure to carry identification.
- Be considerate of others and pack and take your trash out with you.
- No motorized vehicles of any kind are allowed on bluffs and beaches.
- If you're under 18, you need to wear a helmet while bicycling on the bluffs or beaches..

Get Dirty Picking up Trash in Goleta Creeks and Beaches: September 19 - 26, 2009

Creek Week is an annual celebration of our local watersheds and an opportunity for community members to get involved in protecting water quality in our creeks and the ocean.

A complete description of Creek Week activities is available at www.sbcreekweek.com. For more information, including maps and directions, call Liz at 961.7578.

City of Goleta Creek Week events: Saturdays, 9 am - noon

September 19th • Ellwood Beach Cleanup

Meet at the chimney on Ellwood Mesa straight out from Ellwood Beach Drive

September 26th • San Pedro Creek Cleanup

Meet at Stow Open Space on Stow Canyon Road

Time for School!

It is time to start packing sack lunches again and transitioning back to the school schedule. **Rachael Ross Steidl**, President of SBParent.com, a local resource for families, gives some back-to-school advice for parents!

Here are some tips for a successful school year:

- Start each day out right with a healthy breakfast
- Make sure your children are fully immunized
- Whether your children are in preschool or high school, it is important to stay informed by reading everything that is sent home from school.
- Ask your child's teacher about different ways to volunteer so you can stay connected.
- Help kids create a space at home to do homework and read to them or encourage them to read at least 20 minutes every night!

- Check out online educational resources such as the Santa Barbara County Education Office Portal (www.sbceportal.org) and the Santa Barbara Public Library (www.sbpblibrary.org)
- Join the PTA to stay tuned into your school.



For parenting advice, events, camps, and other resources, stay current with sbparent.com!

Have a great school year!

What Does Detachment Mean for the City?

The “ins” and “outs” of possible detachment from the Goleta West Sanitary District

It is not exactly polite dinner conversation, the details of the sanitary sewer system. Most people flush the toilet without a second thought as to the inner workings of a sanitary system. And while we don't want to overload residents with complex details, we do want to provide an overview of an issue that affects our City.

Earlier this year, Goleta submitted an application to the Local Area Formation Commission (LAFCO), to detach properties within the City from the Goleta West Sanitary District. Detachment, if approved, would make the City responsible for sewer services currently provided by the Goleta West Sanitary District. As the City's application winds its way through the process later this year, residents may wonder what such a move means for them (and why the City is interested in detaching).

Sanitary sewer services are a basic municipal service provided to all businesses and residents in the community. The Goleta Valley is served by two districts specializing in sewer services. Residents on the west side of town have a different provider (Goleta West Sanitary District) than those on the east side of town (Goleta Sanitary District). GWSD owns the pipes in its district and they send the sewage to GSD's treatment plant. GSD owns its pipes

and treatment plant. Having these two districts creates some differences in the fees and taxes collected and utilized for sewer services by various residents in the community.

Property owners pay their sewer system fees when they pay their property tax bill. Because of when the Goleta West Sanitary District was established, residents on the west side of town (west of Los Carneros) also contribute a large amount of their property taxes for the sewer system. In a typical household, purchased for \$800,000, a GWSD customer will pay \$472 in property taxes each year as opposed to GSD customers who pay around \$10 in property taxes to the district.

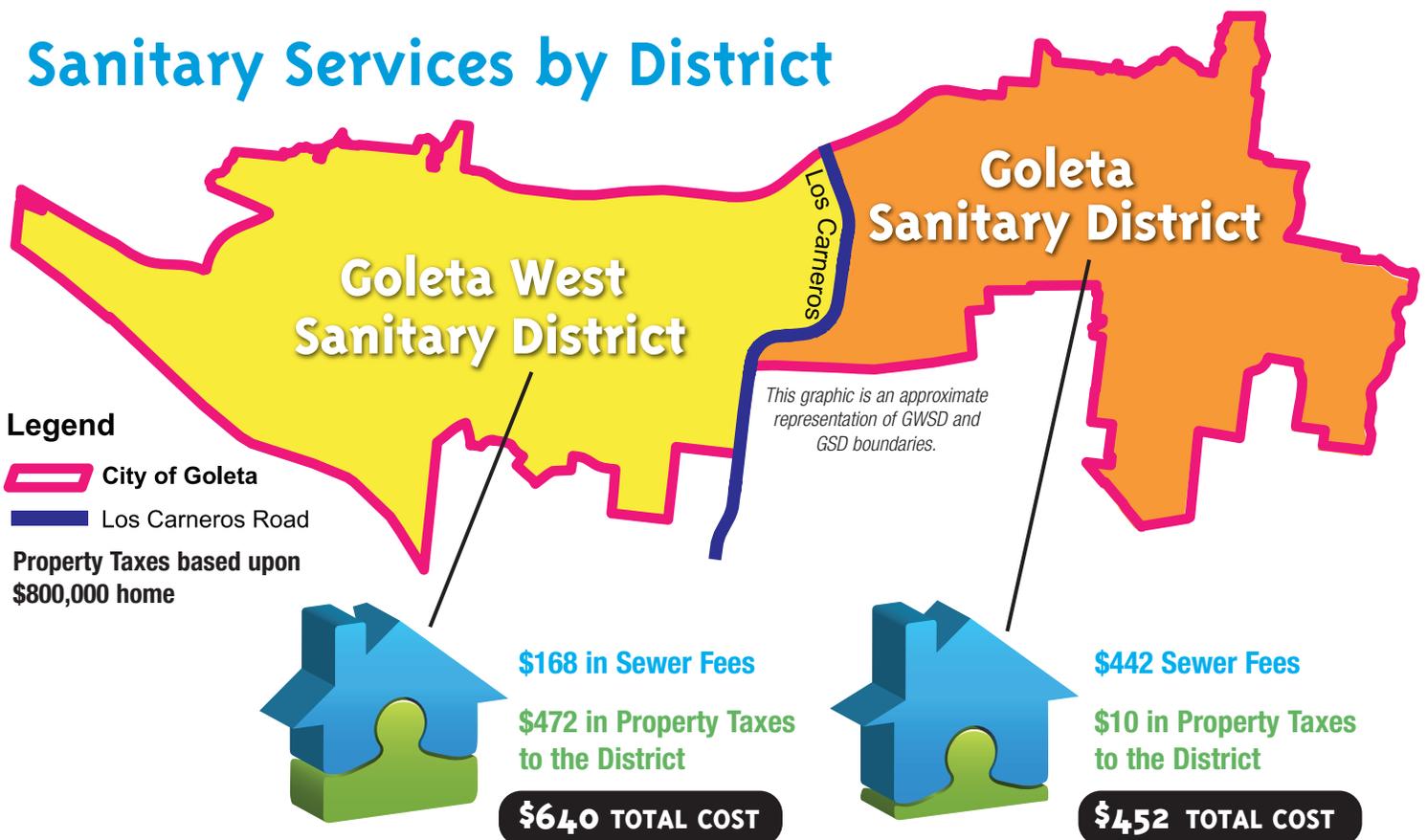
“In challenging budget times, it is in the interest of the community and local government to look for ways to increase efficiencies and make limited dollars work for the greatest number and the greatest good.”

Why is this important?

Generally, property taxes are used to benefit the entire community. In Goleta, some of the property taxes paid on the west side of town are diverted from community needs (like parks, police and street improvements) and can only be used for street sweeping and capital improvements to the sewer system. The result is that fewer community-wide services can be provided because only the east side residents are fully contributing to them. Over time, City detachment could ease this concern by spreading funds out to other municipal services in addition to the capital needs of the sewer system.

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Sanitary Services by District





Why is preventing influenza (flu) important?

Influenza is the leading cause of illness in the United States. It can lead to serious medical complications, hospitalizations, or even death.

How can I avoid getting the flu?

The single best way to prevent the flu is to get a flu vaccination each year. Other precautions to stop the spread:

- Cover your mouth and nose when you cough or sneeze.
- Wash your hands often with soap and water.
- Avoid touching your eyes, nose, or mouth.
- Try to avoid close contact with sick people.
- Stay home for seven days after symptoms if you are sick, or until you've been symptom-free for 24 hours.

More information about seasonal flu, H1N1, or vaccines and other relevant information will be coming forward in the next few months.

Take steps to prepare and keep yourself healthy!

For more information, visit the Santa Barbara County Public Health Department website at www.sbcphd.org.



MTD Offers New and Enhanced Bus Service in Goleta

The Metropolitan Transit District (MTD) has increased bus service and added a new route in the Goleta Fairview/Highway 101 area. After hearing comments and concerns from riders, MTD revamped Line 8 with more frequent service north of Highway 101 and along Fairview. It also created a new Line 7 that will serve County Health, La Cumbre, University Avenue/Patterson and Encina and Calle Real.

These changes are now in effect. Visit www.sbmtd.gov for more info or call 963-3366.

Detachment/Goleta Sanitary District

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Should the detachment occur, the average customer would see no interruption or change in sewer service. In fact, consolidation with City services and/or the other sanitary district in town should result in cost-cutting efficiencies. In addition, the City is committed to—and would be legally required to—partner with Goleta Sanitary District to improve its treatment plant.

The City is interested in detachment because it presents an opportunity to consolidate the two districts, eliminate inefficiencies, and target property taxes to the programs and services that residents demand and deserve—such as improved recreation, more police, better parks, and safe, well maintained streets.

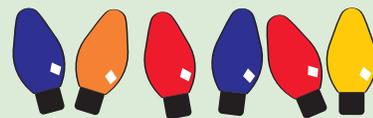
Further information on this subject will be available to residents once the City's application is complete later this year.

Keep Holidays Bright and Costs Down

The holidays are coming. That means lights, cameras, and a whole lot of electricity. These tips will help conserve and keep your bills down.



- Always turn off your lights as soon as you leave a room.
- Replace your five most-used light bulbs with ENERGY STAR compact fluorescent bulbs to save \$60 each year in energy costs. These light bulbs use two-thirds less energy and last up to 10 times longer.
- Use dimmers, timers, and motion detectors on indoor and outdoor lighting.
- Don't peek. Every time you open the oven door to look at the food, the oven temperature is lowered by 25°F to 75°F. Use a timer if the oven door does not have a window.
- Only heat or cool the rooms you need—close vents and doors of unused rooms.
- Avoid purchasing or using electric space heaters in your home. They use a lot of energy and can cause fires.
- Use a programmable thermostat to control your furnace or air conditioning system (if you must use air conditioning). It is best not to set thermostat below 65 degrees for cooling or 78 degrees for heating.



SCEEP holds its annual holiday light exchange November and December, or until supplies last. Bring in an old strand of standard holiday lights and receive one free energy efficient LED light strand.

Dates and locations will be available in mid-November. For more information, visit www.SCEEP.org.

en Español

THE MONARCH PRESS IN SPANISH



Goleta Prepare Now / Goleta Prepárese Hoy

La Ciudad anima a los residentes de Goleta a prepararse para el próximo desastre.

Goleta Prepare Now/*Goleta Prepárese Hoy* es un programa de dos años que comenzará en septiembre como parte del Mes nacional de preparación para emergencias. *Goleta Prepárese Hoy* es una campaña de cuatro partes que ayuda a residentes y empresas a prepararse para un desastre.

A partir de fines de otoño, la Ciudad y la American Red Cross celebrarán presentaciones en la comunidad sobre preparación para emergencias.

“Esto incluye personas de todas las edades, razas, grupos étnicos, ciudadanos y no-ciudadanos.”

También, presentaremos talleres en los vecindarios sobre preparación para emergencias donde regalaremos

botiquines de suministros para una familia o un individuo a residentes previamente determinados de bajos ingresos.

Goleta Prepárese Hoy empezará Equipo Comunitario de Respuesta a Emergencias (CERT) en Goleta durante la primav-

**GOLETA
PREPARE
NOW!**

¡Goleta Prepárese Hoy!

10 Cosas más importantes para recordar en una emergencia

1. Agua
2. Radio
3. Pilas
4. Primeros Auxillios
5. Medicaciones
6. Comidas Enlatadas
7. Artículos de Aseo
8. Linterna
9. Comida para Mascotas
10. Documentos importantes—acta de nacimiento, testamento, aseguransa

era de 2010. CERT entrena a voluntarios para ser líderes en sus vecindarios cuando hay un desastre y los primeros respondedores están manejando problemas urgentes. Si desea más información sobre CERT, llame a la Ciudad y pregunte para la oficina de Información pública y Alcance a la comunidad.

Busca las exposiciones informativas de *Goleta Prepare Now/Goleta Prepárese Hoy* en las tiendas de su localidad y comenzar a prepararse ahora.

Para obtener más información sobre *Goleta Prepare Now* y otros recursos de preparación para desastres, llame al 961.7510 o visite www.GoletaPrepareNow.org

¿Preguntas? Llame a City Hall 961.7500. Tenemos personal bilingüe y queremos escuchar su opiniones. City Hall tendra nuevas horas en Viernes.



IT'S IN OUR HANDS

Sea Contado en el Censo 2010

El Censo es una cuenta de cada persona en una comunidad—todos los residentes de los E.E.U.U. deben ser contados. Esto incluye personas de todas las edades, razas, grupos étnicos, ciudadanos y no-ciudadanos. El Censo protege la información personal que usted comparte.

Resultados del Censo a determinar cómo fondos federales son gastados en cosas como las carreteras, parques, viviendas, escuelas, y la seguridad pública.

Para cada persona contada en el Censo, Goleta recibe aproximadamente \$1,700 en la financiación directa. Esto nos ayuda a tomar decisiones que afectan a la seguridad pública, programas de recreación, mejoras de vecindarios, y reparaciones a calles y banquetas.

La Oficina del Censo enviará por correo o entregará cuestionarios a su casa en marzo 2010. Una segunda forma será enviada por correo a los hogares que no responden al cuestionario inicial. Los hogares que todavía no responden serán llamados o visitados por un trabajador del Censo. Trabajadores del Censo son identificados por una tarjeta de identificación del Censo y una bolsa.

Para más información sobre el Censo de los E.E.U.U., visite www.2010census.gov.





Goleta City Hall • 130 Cremona Drive, Suite B • Goleta, CA 93117

Fall 2009

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City Government Meetings

All meetings held at City Hall

City Council

1st and 3rd Tuesday of the month

Meets at 1:30 pm and 6 pm

Sept 1

Sept 15

Oct 6

Oct 20

Nov 3

Nov 17

Dec 1

Dec 15

Televised live on **Channel 19**.
Replayed on Wednesdays and Saturdays at 10 am and 5 pm.

Planning Commission

*Now meeting 2nd and 4th Monday of the month

Meets at 6 pm in the City Council Chambers

Sept 14

Sept 28

Oct 12

Oct 26

Nov 9

Dec 14

Televised live on **Channel 19**.
Replayed on Tuesdays and Sundays at 10 am and 5 pm.

Design Review Board

2nd and 4th Tuesdays of the month

Meets at 3 pm

Sept 8

Oct 13

Oct 27

Nov 10

Dec 8



ECRWSS Postal Customer

For the City to achieve a two-year balanced budget, a number of City programs were trimmed. New hours at City Hall, a reduced *Monarch Press* schedule, and holiday closures are some of the changes you will notice.

New Hours at City Hall

Main Reception, Permit and Design Center Hours change

If you do business at City Hall, there are some slight changes you need to know about. On Fridays, the main reception desk is closed. If you need to see someone at City Hall, for assistance visit the Permit and Design Center. Incoming calls to City Hall will be routed by the automatic features of the City's phone system. The Permit and Design Center will be open 30 minutes later during the week and will close one hour earlier. See below for complete schedule:

Administrative Offices

Monday-Thursday, 7:30 am – 5:30 pm

Friday – Closed, please visit the

Permit and Design Center for assistance
Saturday and Sunday – Closed

Permit and Design Center

Monday-Thursday, 8:00 am – 4:30 pm

Friday, 8:00 am – 12:00 noon

Saturday and Sunday – Closed

For assistance at any time please visit our website at www.cityofgoleta.org

Music in the Park Concert Series

The fun begins at Girsh Park September 6!
Come Sunday afternoons at 4 pm!

September 6: Stiff Pickle, jazz, blues.

September 13: New Cats

A very talented group of young people that play a variety of music.

September 20: Foggy Dew

A Goleta tradition, Irish music and dance performance.

September 27: Tony Ybarra

Guitar, flamenco.

Girsh Park is located on 7050 Phelps Road, behind Camino Real Marketplace.

City Hall Closed for the Holidays

As part of cost-cutting measures, the City implemented a two-week furlough for City employees. To achieve this furlough, City Hall will be closed Thanksgiving Week (November 23 – 27, 2009) and the week between Christmas and New Year's (December 24, 2009 – January 1, 2010). There will be staff on call for emergencies. City Hall will open for business as usual on Monday, January 4, 2010.

New Monarch Press Schedule

With this edition of *The Monarch Press*, our City newsletter begins a new schedule. It will be produced and mailed three times a year—the first week of September, January and May. We will no longer print a summer edition.

Between issues, visit the City of Goleta website at www.cityofgoleta.org, or tune in to Goleta Channel 19 for up-to-date information.



October 16-18

Friday: 5 - 8 pm (rides only)

Saturday: 10 am - 6 pm

Sunday: 10 am - 5 pm

Free Admission and Parking!

For more information: www.lemonfestival.com