



# the Monarch Press

City of Goleta Newsletter

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...and much more!



### Get Involved in Future Goleta Highway Overpass Project

You are invited to attend an Open House  
**Wednesday, February 10**  
**6 – 8 pm**  
**Brandon School Multipurpose Room**  
**195 Brandon Avenue**

See page 6 for more info!

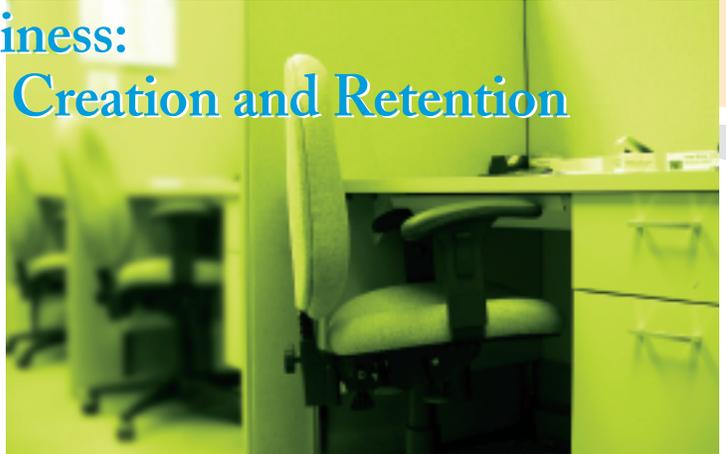
## City Means Business: Focusing on Job Creation and Retention

The City Council unanimously adopted its first Economic Development Strategic Plan (EDSP) October 6, 2009. The purpose of an EDSP is to help communities understand existing economic conditions—their strengths, weaknesses, opportunities and threats—and to guide future economic decisions and actions. The EDSP provides guidance and advice on recruiting new businesses, enhancing employment and business opportunities and identifying sales and property-tax generation.

Goleta’s EDSP identifies seven goals, each supported by strategies and implementation actions that will guide the City in future decisions with respect to our business community, our planning process, Old Town revitalization, and more.

### Plan goals:

- Goal 1** Create a diverse employment base and a balanced approach to economic development that focuses on identified industry clusters
- Goal 2** Establish a plan to increase tourism activity



- Goal 3** Improve access to financial capital and human resources
- Goal 4** Establish the City of Goleta as a green technology and sustainability community
- Goal 5** Increase and expand local partnerships
- Goal 6** Continue to improve and enhance the City’s permitting process
- Goal 7** Focus economic development attention on Old Town and update the Old Town Revitalization Plan

If you are interested in the entire EDSP, visit [www.cityofgoleta.org](http://www.cityofgoleta.org) and go to the [Redevelopment and Neighborhood Services](#) web page.

## New Year Brings New Projects, Initiatives to City

**Roger S. Aceves** ended his one-year term as Mayor December 1. **Eric Onnen** took over the reigns for 2010. **Margaret Connell** was appointed by her colleagues as Mayor Pro Tempore.

In a City Manager/Council form of government such as ours, it is up to the Council to provide policy direction. The City Manager then implements policy and ensures that the City runs smoothly.

As we look forward to the year ahead, we are cautiously optimistic. We are unveiling important emergency preparedness initiatives, energy conservation and new economic development strategies. There are several

Capital Improvement Projects on the horizon. The Planning and Environmental Services Department will work on a new zoning code. In all, we have a strong focus on “green” issues and sustainability initiatives city-wide.

As a Goleta resident, you are central to everything that goes on at City Hall. We want to hear from you. What’s working? What’s not? Send an email, call us on the phone, or follow us on Twitter!

<http://Twitter.com/GoletaPIO> (Public Information Officer)  
<http://Twitter.com/CityofGoleta>



## All About City Hall

 (805) 961.7500

 [www.cityofgoleta.org](http://www.cityofgoleta.org)

 Channel 19: Goleta TV

## Goleta City Council

|                   |                    |
|-------------------|--------------------|
| Mayor             | Eric Onnen         |
| Mayor Pro Tempore | Margaret Connell   |
| Councilmember     | Roger S. Aceves    |
| Councilmember     | Michael T. Bennett |
| 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, contact Mayor Onnen: City office 961.7538; Office 964-7759, ext. 109 or [eonnen@cityofgoleta.org](mailto:eonnen@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

## Useful Phone Numbers

Public Information 961.7508

Parks Reservation 961.7531

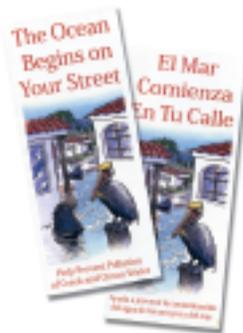
Public Works Request 961.7570

City Jobs 961.7525

Building Inspection Request 961.7550

Code Enforcement 961.7556

Anonymous Tip Line 961.7574



# Clean Oceans Are Up to Us

**S**torm water pollution is created when trash, cigarette butts, animal waste, pesticides, motor oil and other contaminants left on the ground are washed or thrown directly into storm drains. There is nothing that cleans the water that runs through the storm drains. It just flows directly into the ocean. Pollutants lead to unsafe beach conditions for swimmers, fish, and waterfowl.

The good news is that storm water pollution is preventable. Through public education at the residential, business, and government level, we can all do our part to keep our creeks, streams and ocean clean.

The City of Goleta, led by our Community Services Department, has developed a comprehensive **Storm Water Management Plan (SWMP)** and is seeking input from residents and businesses on effectively implementing this plan. Community input—especially from the business community—is critical. **Join us at these meetings!**

**Kick-Off Meeting**  
**Wednesday, February 10**  
**6-8 pm**

*Meetings held  
at City Hall  
Council Chambers*

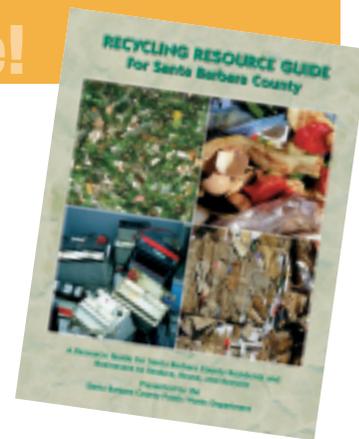
**Second Meeting**  
**Wednesday, March 10**  
**6-8 pm**

Visit [www.cityofgoleta.org](http://www.cityofgoleta.org) for more information, or call Liz LaRovere at 961.7578.

**Get your free** “Recycling Resource Guide for Santa Barbara County” at Goleta City Hall, Goleta Library or the Goleta Valley Community Center, or view at, [www.cityofgoleta.org](http://www.cityofgoleta.org).

**For more information on household waste, storm water and other environmental services programs, as well as locations for safe disposal of household hazardous waste, visit the City of Goleta Community Services Department at [www.cityofgoleta.org](http://www.cityofgoleta.org)**

**free!**



## Simple things you can do to prevent storm water pollution

1. Clean up after your pet.
2. Repair auto leaks.
3. Report dumping or other pollution at 1-877-OUR-OCEAN.
4. Dispose of household hazard waste such as used auto fluids, paints, chemicals, fluorescent lights, and batteries appropriately. Go to [www.lessismore.org](http://www.lessismore.org) to find a designated center.
5. Sweep up yard debris instead of hosing it down. Compost or recycle yard waste when possible.
6. Use commercial car washes or wash your car on a lawn or other unpaved surface.
7. Use pesticides and fertilizers sparingly, if at all. To understand the impacts of pesticides and get good ideas on alternative pest control, check the state's integrated pest management program at [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu).
8. Clean paint brushes in a sink, not outdoors. Properly dispose of excess paint at the UCSB Hazardous Waste Collection Center.
9. Sweep up and properly dispose of construction debris like concrete, stucco or mortar.

*The Monarch Press* is produced 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](mailto:themonarchpress@cityofgoleta.org).

# Two Tons of Trash Collected From Santa Barbara County Beaches on Coastal Cleanup Day



PHOTO COURTESY OF BACARA RESORT & SPA

At Haskell's Beach, Bacara Resort & Spa employees (pictured above) and volunteers collected 493 pounds of debris or 31 lbs/person. Goleta City staff and United Way Day of Caring volunteers collected over 650 pounds of trash at Ellwood Beach, as well as 420 pounds at San Pedro Creek!

Forget sea shells, volunteers combed local beaches in search of garbage September 19, the 25th Annual California Coastal Cleanup Day. All together, a weighty 4,443 lbs. of trash was collected. Some of the more unusual items found: a rubber fish, a stereo amplifier, a ladder, tires, a shopping cart, a car floor mat, a bike wheel, an antique razor, spray paint cans, a BBQ grill and a trampoline!

To learn more about Coastal Clean Up and other similar community events, visit [www. lessismore.org](http://www.lessismore.org).



## Visit the Coronado Butterfly Preserve

Catch the wondrous sight of thousands of Monarch butterflies roosting in the Eucalyptus trees. If you visit on the weekend before February, get your questions answered by one of the City's volunteer monarch butterfly docents. Directions: From Highway 101, exit Storke/Glen Annie and head south. Turn right on Hollister Avenue, drive 1.2 miles and take a left on Coronado Drive. Entrance to the Preserve is at the end of Coronado Drive.

## Los Carneros Interchange Gets Much Needed TLC

In November, the City of Goleta and Caltrans celebrated the completion of the **Los Carneros Interchange Landscaping Project**.

For years, this area was devoid of landscaping with just weeds and a few scattered trees. With the new landscaping project complete and a remote water irrigation system in place, California sycamores, toyon, manzanita, deer grass and other native plants will grow and beautify the area.



George Amoon, Project Manager, City of Goleta and David R. Black, Landscape Architect of David R. Black and Associates.

## Get to Know the Benefits of Trees

Like Trees? If so, get involved and participate in the City's Urban Forest Management Citizen Advisory Committee. This informal group provides input to the Community Services Department on the "State of the Goleta Valley Urban Forest Report."

This report is a compilation of known facts about the City of Goleta urban forest, which is simply defined as all of the public and private trees within the City. The report includes details such as the condition of trees, the size of the canopy, and the coverage of our trees. Once the report is finalized, the City will use this information to set goals and develop benchmarks for the future.

Future meetings will be held to develop a vision document that will serve as the basis of a work plan. Check website for next meeting or call 961.7578.

A copy of this report is available on the City of Goleta website at [www.cityofgoleta.org](http://www.cityofgoleta.org).



## Goleta City Alert: Tell Us What Calls You Want

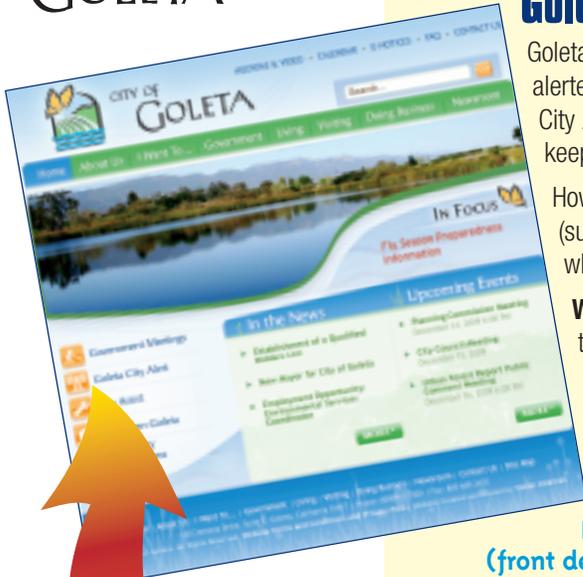
Goleta City Alert is a community notification system just for the City of Goleta. Residents are alerted to emergencies via phone (landline and cell), email, and text. The City also uses Goleta City Alert for community notification. Providing community information via phone and email keeps mailing and printing costs down and is a "green" alternative to using paper.

However, if you want to receive **ONLY** emergency messages and no community notifications (such as road closures, community meetings, or missing persons), you can indicate that when you register online or when you call City Hall.

**We promise that we will not inundate you with messages.** We value our family time as much as you do and we don't want to be a nuisance. Our goal is to provide you with important information that will help you make good decisions for yourself and your family.

The system is only as effective as the information it has, so please, take a moment and register your cell phone, emails and text number today.

**If you have questions, contact us: 961.7508 (leave a message) or 961.7500 (front desk); or email us: [goletapreparenow@cityofgoleta.org](mailto:goletapreparenow@cityofgoleta.org).**



**Customize your alerts! Register online today.**

## Emergency Response Group Completes Training

The Santa Barbara County Community Awareness Emergency Response (CAER) group is made up of local businesses, UCSB, SBCC, utilities, special districts, emergency assistance organizations, government agencies and community representatives who collaborate to prepare for disasters involving hazardous materials and risks to the community.

Recently, twenty members of CAER, including CREE, FLIR, DuPont, Yardi, Pacific Capital Bancorp and Goleta West Sanitary District completed a six-month Industrial Community Emergency Response Team (CERT) program. The City applauds the initiative of CAER and its members to improve industrial safety and hazardous materials response.



(L-R): Bill Talanian, Barry Pabst

For more information, visit [www.sbcaer.org](http://www.sbcaer.org).

(L-R): Kristine Fritz, Sylvia Quinn



## Make a Difference in the Community: Apply for a City Grant

Calling all community leaders and non-profit organizations! Beginning January 4, 2010, the City will kick off its annual Community Project Grants Program, an initiative designed to support projects that benefit the Goleta community. Grants of up to \$2,500 are available to outstanding civic and community organizations that enhance the quality of life for Goleta residents.

The City of Goleta would like to recognize the efforts of past grant fund recipients including the **Alzheimer's Association, Domestic Violence Solutions, Dos Pueblos Little League, Friendship Center Adult Day Care Center, Gatekeeper Program for Seniors, KidzArt, and PathPoint.** The work that these organizations do in our community is immeasurable. They are successful because their initiative and passion helps build a stronger community.

Applications are available on the City's website and will be accepted January 4 through February 17, 2010.

**For more info, call Karen Dorfman at 961.7523.**

# Disaster: Prepare Now for Peace of Mind Later



**O**ur area has seen its fair share of emergencies in recent years. While most of the Goleta area was safe from disaster, we did experience loss of power and some in our community were asked to evacuate as a result of the Gap and Jesusita Fires.

Fire is not the only disaster that can impact our community. A little over 10 years ago, floods in the Calle Real/Fairview and Old Town areas rendered some streets more suitable for boats than cars. Our area is susceptible to flood, earthquake, tsunami, fire, and loss of power; but there are steps that each one of us can take to make sure we have what we need to be safe.

Depending on the severity of the disaster, our local disaster professionals and first responders might not be able to help people in the community for 3-5 days. *That is why it is up to each of us to take the steps now so we are prepared later.*

The City is working hard to make sure that our community has the information it needs to be safe in an emergency. Goleta Prepare Now is a multi-year initiative designed to create awareness and encourage residents to plan ahead and create a family emergency kit.

## Make sure your family has a plan.

Before an emergency happens, sit down and decide how you will get in contact with each other, where you will go, and what you need in an emergency. Keep this information in your wallet or another safe place where you can access it in the event of a disaster.

If you want more cards, call 961.7500 or email: [GoletaPrepareNow@cityofgoleta.org](mailto:GoletaPrepareNow@cityofgoleta.org).

Call City of Goleta at 961.7500 or visit our website at [www.cityofgoleta.org](http://www.cityofgoleta.org)

## A List of Resources to Get You Started

At [GoletaPrepareNow.org](http://GoletaPrepareNow.org), we have compiled one complete list with tips to customize your kit, as well as these pamphlets:

- **Building a Disaster Supplies Kit: A 20-Week Checklist**
- **Preparing Makes Sense for People with Disabilities and Special Needs**
- **Preparing Makes Sense for Older Americans**
- **Preparing Your Pets for Emergencies Makes Sense**

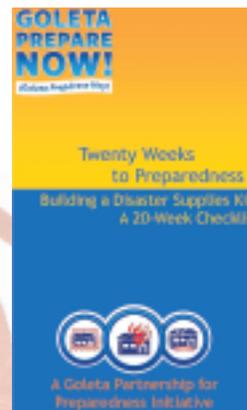
Everything on the website is available in Spanish and English. For hard copies, call 961.7508 (leave a message) or email us at [goletapreparenow@cityofgoleta.org](mailto:goletapreparenow@cityofgoleta.org), and we will mail you this information. If you would rather purchase emergency kits, there are several resources locally and online:

American Red Cross, Santa Barbara County Chapter phone 687.1331; [www.alwaysbeprepared.com](http://www.alwaysbeprepared.com); and [www.quakecare.com](http://www.quakecare.com).

## ...and A Special Publication for Businesses!

If you need information on disaster and continuity planning, the publication, **Open for Business: A Disaster Planning Toolkit for the Small and Mid-Sized Business Owner** will help. It is filled with step-by-step planning forms, tips and exercises to make sure you are disaster ready.

Contact City Hall for your copy today!



## Put this in your wallet!



# Overcrossing Helps People, Bikes and Cars by Reducing Congestion



**Get involved:** This is an important project and public participation is critical as this project moves forward. Residents need improved access over the Highway 101 to shop, get to Dos Pueblos High School, or play at Girsh Park. **Come learn more about the project; we want input from the community.**

**Open House**  
**Wednesday, February 10 • 6-8 pm**  
**Brandon School, Multipurpose Room**  
**195 Brandon Avenue**

For more information, contact the Community Services Capital Improvement Project (CIP) Division at 961.7500.

open house

The City of Goleta is currently studying the possibility of constructing a new overcrossing over Highway 101 west of the Glen Annie/Storke overcrossing.

Currently in western Goleta, access across Highway 101 is limited to the Storke Road Interchange to the east, and the Hollister Avenue Interchange to the west.

## The purpose of the Goleta Overpass Improvement Project is to:

- Reduce traffic congestion at the existing Storke/Glen Annie Roads Interchange and along Storke Road between the ramps to Highway 101 and Hollister/Storke Intersection;
- Improve vehicle, bicycle and pedestrian safety for residents on both sides of the freeway; and
- Reduce emergency response times across Highway 101.

Construction of a new overpass is a very large undertaking. In fact, if the Caltrans and Federal Highway Administration manuals governing the process were stacked one atop the other, they would exceed three feet in height.

*Pedestrians, bikes and vehicles will all benefit!*



*The Goleta Overpass Improvement Project will make running errands easier!*

## Enjoy New Playground at Bella Vista Open Space



The City of Goleta is just completing a \$90,000 renovation of the Bella Vista Open Space. The renovation includes new playground equipment, surface, walkways, and other improvements. Previously there was an old wooden playground structure from the 1970's that was determined to be unsafe. Goleta children will have a new place to play

as a result of Proposition 40, the California Resources Bond Act approved in 2002, which funded this project.

City Staff was determined to get this project done before the rains in December. Even though there was limited staff, Director of Community Services **Steve Wagner** and Parks & Open Space Manager **Bill Millar** put on their boots and worked with the crew to ensure that the concrete got poured before the rains came. This type of work ethic exemplifies the "can do" spirit of City employees.

# en Español

THE MONARCH PRESS IN SPANISH



## Muchas Gracias

Gracias por leer la versión en Español del Periódico Monarca. Nuestra meta es proporcionar una versión condensada de los artículos en un formato fácil de leer. Si tiene preguntas o si necesita información adicional, favor de llamar a las Oficinas de la Ciudad. Tenemos empleados que hablan Español a quienes les dará gusto atenderle.

## Alertas de la ciudad de Goleta

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

Las Alertas de la Ciudad de Goleta es un sistema de alerta y notificación. Se les puede avisar a los residentes sobre las emergencias ya sea por vía telefónica (tanto en líneas de tierra como en teléfonos celulares) por email y por mensajes de texto. Las Alertas también se utilizan para notificar en caso de personas extraviadas, cuando se cierran calles o para juntas importantes.

Las Alertas de Goleta pueden ser en Inglés o Español. Regístrese por computadora en [www.cityofgoleta.org](http://www.cityofgoleta.org) o llame al 961.7508 para dejar un mensaje y con gusto le ayudaremos elegir sus Alertas.

## Tarjeta de descuento en Medicinas

Disponible para todos los residentes del Condado de Santa Bárbara

Los residentes del Condado de Santa Bárbara pueden participar en un programa de descuentos en medicinas. Este programa no tiene ningún requisito adicional y es para todos los residentes del Condado y para sus familiares que vivan fuera del Condado, sin importar su nivel económico, su edad o su salud. La tarjeta se distribuye gratuitamente y podría darles descuentos a los residentes que no cuentan con un seguro médico o a aquellos que tienen altos deducibles.

Puede usted obtener esta tarjeta de descuento via Internet en [www.coast2coastrx.com/santabarbaraca](http://www.coast2coastrx.com/santabarbaraca) y en todas las farmacias participantes, así como en muchas instalaciones del Condado.

Los residentes pueden obtener más información llamando gratuitamente 568.2820, o en el portal del Condado [www.CountyofSB.org](http://www.CountyofSB.org).

[www.cityofgoleta.org](http://www.cityofgoleta.org)

✓ OBTIENE UN BOQUITÍN ✓ HAGA UN PLAN ✓ SEA INFORMADO  
Piense en los fundamentos de supervivencia: agua potable, alimentos, aire limpio y calor.

## Prepare Suministros de Emergencia

Contamos con varias publicaciones, en Inglés y Español, para asistirle en la preparación de sus Suministros de Emergencia. Estas publicaciones están disponibles en [www.GoletaPrepareNow.org](http://www.GoletaPrepareNow.org), en las Oficinas de la Ciudad y en el Centro Comunitario de Goleta.

### Asegúrese que su familia tenga un plan.

La Ciudad hace un gran esfuerzo para asegurarse que nuestra comunidad tenga la información que necesita para ponerse a salvo en caso de una emergencia.

En la página 5 se encuentra una tarjeta (en Inglés y Español) para ayudarle a diseñar un plan familiar. Llene la tarjeta y póngala en su cartera para utilizarla en caso de una emergencia. Si necesita usted más tarjetas, favor de llamar al 961.7500.



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



## 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

Jan 5 \*no meeting

Jan 19

Feb 2

Feb 16

Mar 2

Mar 16

Apr 6

Apr 20

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

Jan 11

Jan 25

Feb 8

Feb 22

Mar 8

Mar 22

Apr 12

Apr 26

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

Jan 12

Jan 26

Feb 9

Feb 23

Mar 9

Mar 23

Apr 13

Apr 27

## ECRWSS

### Postal Customer



### Convenience for a Small Price: Charge it!

The City now accepts credit card payments for planning fees, building permits, and business licenses. This service is provided through a third party, so there is a \$3.00 convenience fee added to the transaction. For those who do business with the City regularly, paying by credit card is a welcome convenience. Contact the City's Finance Department for more information.



## Drug Discount Card Available for SB County Residents

Residents in Santa Barbara County became eligible for the new **Coast2Coast RX pharmacy discount program** September 1. The discount cards are easy to obtain and can be used at most major and independent pharmacies throughout Santa Barbara County. There are no eligibility requirements and the program is open to all County residents, including family members living outside the County, regardless of income level, age or health status.

The Coast2Coast Rx card is distributed free of charge and may provide significant cost-saving discounts to residents without health insurance or to underinsured residents with high deductibles. It may also provide savings to persons in need of prescription medications not covered by their current health plans.

The discount card is available online at [www.coast2coastrx.com/santabarbaraca](http://www.coast2coastrx.com/santabarbaraca) and at all participating pharmacy locations and many County facilities.

Residents can obtain more information by calling 568.2820, or by going online to [www.CountyofSB.org](http://www.CountyofSB.org).



## Attention Goleta Churches, Schools, Youth Groups, Service Clubs, Businesses...

### Sign your group up for an Emergency Preparedness Workshop! It's FREE.

Want to learn more? Goleta Prepare Now and American Red Cross Santa Barbara County Chapter staff will come and give your group a 20 minute emergency preparedness presentation. We are bilingual and can customize our presentation to your specific interests and needs. Call us at: 961.7507 or email us at: [goletapreparenow@cityofgoleta.org](mailto:goletapreparenow@cityofgoleta.org) to make arrangements.