



# the Monarch Press

City of Goleta Newsletter

## in this issue

- 2 Energy Efficiency Grants
- 2 Sorting Out Trash Services
- 3 Gas Company Financial Assistance Available
- 3 Storm Water Stakeholders
- 3 Oil Waste Disposal Options
- 4 Bike Safety Tips
- 4 Old Town's New Bus Shelters
- 5 Cathedral Oaks Bridge Project
- 6 Bella Vista Park Upgrades
- 6 Stay Connected Online!
- 7 Monarch Press *en Español*
- 8 State of the City Event
- 8 Fourth of July Events

...and much more!

## Buy Local: Sales Tax Helps Pay for City Services

Many people don't think about the impact simple spending has on a local government. You may not be aware, but the money used to keep city streets clean, parks up to date and the public safe, all come from local tax revenue.

When you shop locally, 1% of the total state sales tax is allocated for local funding. This money is given to each county every quarter, which helps pay for your local health clinics, neighborhood patrols, emergency services, and our children's education.

Buying local means shopping at stores that are located in your neighborhood, whether it is a national chain store or a locally owned shop. When you buy from these merchants a part of the purchase price goes right back into your community.

Locally owned businesses cater to the cultural base of the neighborhood they serve. Residents can find new adventure in a familiar environment. Where we live, shop and play is the foundation of our community. Unique businesses are vital to the diverse character of our neighborhoods.

Purchasing big ticket items like automobiles and new household appliances bring in a large



amount of tax revenue that could contribute to your community. Before traveling to purchase these items, consider looking around your own backyard. With a number of new stores right in your neighborhood, there is no reason to travel to shop.

One of the main reasons residents don't shop locally is the ease of shopping online. Online shopping has become a popular trend that takes away from the local economy.

Don't hesitate to invest in your community. It will reduce your environmental impact, create more jobs, and encourage local prosperity.

**When in doubt, don't just click...buy local!**



### Taking a ride through Goleta?

Don't forget to keep it safe. See page 4 for tips on how to have an enjoyable ride!

## U.S. Census: Be Counted!

This is Goleta's very first U.S. Census, and an accurate count is critical for the City. The data is used to plan funding for future community services. Census forms should have been returned in April. To get the most accurate count, Census workers will be making every effort to contact those that have not yet responded.

- During the month of May, census workers will continue to follow up with households that did not return their census forms by mail.
- Census workers can be identified by an official badge and a census messenger bag.

- A complete count means **all** residents—both citizens and non-citizens.
- Census workers won't ask about legal status, citizenship or immigration status, social security numbers, or bank account information.
- All answers are confidential. By law, the Census Bureau cannot share your answers with anyone, including other federal agencies, law enforcement entities, and even the president.



## 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 961.7536; 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

**Planning Division** 961.7543  
Monday – Thursday, 8 am – 4:30 pm  
Friday, 8 am – 12 noon

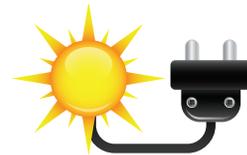
**Building Division** 961.7552  
Monday, Tuesday & Thursday only  
8 am – 3 pm

## 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

# Energy Efficiency Grants

## New funds bring new opportunity!



With the signing of the American Recovery and Reinvestment Act of 2009, funds were made available to the City for the **Energy Efficiency Community Block Grant (EECBG)**



**Program.** After much research, a team of representatives from City of Goleta staff, Southern California Edison and the Community Environmental Council developed a number of upgrade projects. These upgrades will benefit the City in many ways, including a vast savings of energy and money in the long-term.

### The following projects begin this summer:

- All new roadway intersection lights will be replaced with new energy efficient LED lights.
- Existing T-12 overhead lighting fixtures will be replaced with new energy efficient T-8 lights at the Goleta Valley Community Center and City Hall.
- All EXIT signs throughout the Goleta Union School District and City Hall will be replaced with new energy efficient LED signs.
- Motion sensors that reduce unnecessary energy expenditure will be installed at City Hall and throughout the Goleta Union School District.

## Sorting Out Trash Services

Residents and businesses should expect to see changes in trash services in the upcoming year. Since incorporation, Goleta has been served by two trash collection companies because of contracts inherited from the County. Currently Allied Waste Services and MarBorg Industries both provide trash services meaning different contract terms, territories and expiration dates. Allied's contract for providing collection and recycling services to areas north of Hollister Avenue expires in June, 2011, whereas MarBorg's contract, covering the City south of Hollister Avenue ends in 2019.

The City Council has considered various options for providing collection services to areas north of Hollister once Allied's contract expires. After determining that Goleta would best be served by a single trash company, the City has begun to negotiate a new contract with MarBorg Industries. A survey of City residents is planned to gauge the level of community support for potential enhancements to existing collection services and programs. The City will also provide updates on the status of this process in the months ahead on its website, Channel 19, and in future editions of the Monarch Press.

**Residents and businesses with questions about current and future collection services should contact the City's Environmental Services Coordinator, Everett King, at 961-7565.**

## Celebrate National Public Works Week May 16–22!



Stay tuned to Goleta TV Channel 19 and the City website to find out about events around the community that celebrate the hard work of our Public Works Department.

*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).



## Gas Company Financial Assistance Programs: Help Is Available!

During these tough economic times, the Southern California Gas Company has a plan to help you! There are currently new programs available that provide financial assistance for those on reduced income or with special medical needs.

The California Alternate Rate for Energy (CARE) program provides a 20-percent rate discount on the monthly natural gas bill. The Direct Assistance Program (DAP) provides energy-saving home improvements to income-qualified renters and homeowners. People who require additional heating for health reasons may qualify for additional natural gas service at the lowest rate through the Medical Baseline Allowance Program.

All customers are also encouraged to look into rebates worth hundreds of dollars for the purchase of energy-efficient appliances.

Customers can enroll in the assistance programs or request payment arrangements by visiting the Gas Company's website, [www.socalgas.com/extrahelp](http://www.socalgas.com/extrahelp), or calling the Gas Company toll-free at (800) 427-2200 or (800) 342-4545 in Spanish.

**Learn how to conserve energy at home and about no-cost energy saving home improvements by visiting [www.socalgas.com](http://www.socalgas.com)**

## City Kicks Off Storm Water Stakeholder Process

Goleta initiated its Storm Water Community Interest Group (CIG) process with a meeting on February 17 in the City Council Chambers.

Community Services Director Steve Wagner welcomed a mixed audience of interested residents and business owners, engineers and consultants, and storm water managers from nearby jurisdictions, before introducing the City's new Environmental Services Coordinator, Everett King. Following an overview of the City's Storm Water Management Plan, and the current status of its various elements, there was discussion about how to coordinate similar efforts in nearby jurisdictions, and the role interest group members can play in reviewing documents, and policies aimed at reducing illicit discharges into the storm water system and improving our local water quality.

A second CIG meeting on March 17 generated many good ideas for future outreach efforts and program development. A third meeting was held in April. The group will continue to meet on a regular basis.

**For more information on how to participate in the CIG, contact Everett at 961-7565.**



## Learn About Oil Waste Disposal Options

Don't know where to put your household hazardous waste? Most people don't. Household hazardous wastes are materials commonly used in and around households that contain toxic substances. These include household cleaning products, painting supplies, automotive oil and many others.

It is vitally important to keep hazardous waste out of landfills where they may affect water quality and impact area resources. Water infiltrating buried waste can collect a variety of harmful substances that may be present, and carry them into ground and surface water. This can harm our drinking water and our children.

To reduce the amount of waste requiring treatment and disposal, consider only buying what you need and using all that you buy. All of these products should be properly stored in dry, cool, well-ventilated areas, out of reach of children.

In South County take your oil, paint, and other hazardous waste to the collection center at UCSB located at University of California at Santa Barbara, Mesa Road, Building 565. The center is open Saturday 9 am-3 pm and Sunday 11 am-3 pm. Businesses may make appointments for Fridays.

**If you have questions, please call 882.3602.**

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

## Bike Safety Keeps the Good Times Rolling. Read These Tips!

Enjoying a nice bike ride on a Spring afternoon is one of the many perks of living in the Goleta Valley. If you are out and about, don't forget these safety tips from Community Resource Deputy, Garrett TeSlaa.

- If you're under 18, a helmet is required by law.
- A forward-facing white light and a rear-facing red light are required by law after dark for all bikes. Both lights can flash, strobe, or be steady.
- Riding on the sidewalk is prohibited.
- Don't be like the salmon who swim upstream. Riding against traffic in the bike lane is prohibited. Ride on the side you would otherwise drive in.
- If you're going into the backcountry, it's best to bring a friend and always tell someone where you are going and when you expect to be back.
- Under the law, bicycles are treated as cars and must obey all the same "rules of the road" that a car does.



## Two New Bus Shelters Come to Old Town Goleta...Make One Your Next Stop!

The City has recently installed two new bus shelters in Old Town Goleta. The Redevelopment and Neighborhood Services Department completed installation of the shelters on the north side of Hollister Avenue in Old Town Goleta.

One shelter, located in front of the Carpeteria store near Kellogg Avenue and across the street from the Goleta Valley Community Center will serve passengers of the Santa Barbara Metropolitan Transit District (MTD) and will be of great benefit to those residing, working or shopping in Old Town Goleta.

Another new shelter has been installed in front of Nectarine Park, a small neighborhood park that serves the residents of Old Town north of Hollister Avenue. The shelter and bench will provide needed shade for park visitors, including parents supervising children on the recently installed play structure. The shelter will also provide coverage from inclement weather for children who wait there in the mornings for school bus pickups.

Along with new benches, daytime shade and weather protection, solar lights were installed to provide nighttime lighting. The project was paid for with City Redevelopment Funds. MTD assisted the City of Goleta with coordination of this project to ensure that bus service continued during the installation work.

For information on bus services and routes visit [www.sbmtd.gov](http://www.sbmtd.gov)



*New bus shelter in front of Nectarine Park, a small neighborhood park that serves the residents of Old Town north of Hollister Avenue.*



*The new bridge will enhance traffic flow and make bicycle & pedestrian crossings safer & easier.*



## Cathedral Oaks Bridge Project Diverts Traffic

Construction has begun on the future intersection of Hollister Avenue and Cathedral Oaks Road with a detour that will remain for approximately four-to-six months. This new intersection is part of the Cathedral Oaks Bridge Replacement project, which will construct a new overcrossing to replace the existing overcrossing at Winchester Canyon Road.

The closure of the south-bound Highway 101 on-ramp for construction of a temporary south bound on-ramp is expected to take approximately five-to-seven weeks. Drivers are being directed to the Storke/Glen Annie Interchange to access south bound Highway 101. The existing bridges will remain open until the new structures are completed.

The existing overcrossing is rated as “structurally deficient” and is being replaced for public safety purposes. The necessary replacement of this structure was an opportunity for the City to shift the alignment to Cathedral Oaks where it will improve circulation and safety.

Residents are advised to use caution in construction zones and to follow the directions given by flaggers. This will keep citizens and workers safe.

For additional information, call Rosemarie Gaglione, Capital Improvement Program Manager at (805) 961-7569 or email [rgaglione@cityofgoleta.org](mailto:rgaglione@cityofgoleta.org).

## Bella Vista Park Gets New Playground

The City recently celebrated the installation of a new playground at **Bella Vista Open Space** near the corner of Placer Drive and Mirano Drive.



The Community Services Department has installed two new play structures suitable for children of all age groups, a new ADA accessible pathway leading from the nearby street to and around the playground, benches and trash receptacles.

The previous wooden play structure was deteriorating and was removed due to safety concerns. This is the only City-owned play-

ground in this neighborhood so the new playground is a great addition to the open space.

The City was able to fund a portion of the new playground expenses with State Proposition 40 money (passed in 2002 and also known as the California Resources Bond Act).



PHOTO CREDIT GARY LAMBERT

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



# Stay Connected and Informed: Go online with the City!

Follow us on twitter, sign up for notifications, and check out the Municipal Code online!



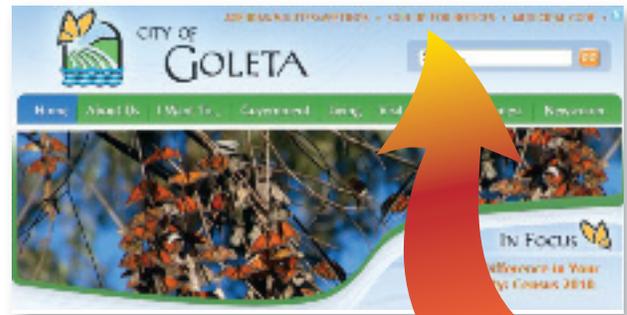
Follow our Tweets here!

Want up-to-date information about events and projects in the City? Follow us on Twitter.

Log on to [www.twitter.com/goletaPIO](http://www.twitter.com/goletaPIO) and you will have the opportunity to see what is going on in the City each day.

## Subscribe to electronic noticing system Don't Tweet? No Problem.

Sign up to receive city notifications online. You will receive e-mail notices about upcoming City meetings, events and construction, along with all other relevant City information. Visit the City website at [www.cityofgoleta.org](http://www.cityofgoleta.org), click on the link at the top of the website called "Sign up for Notices" and subscribe today!

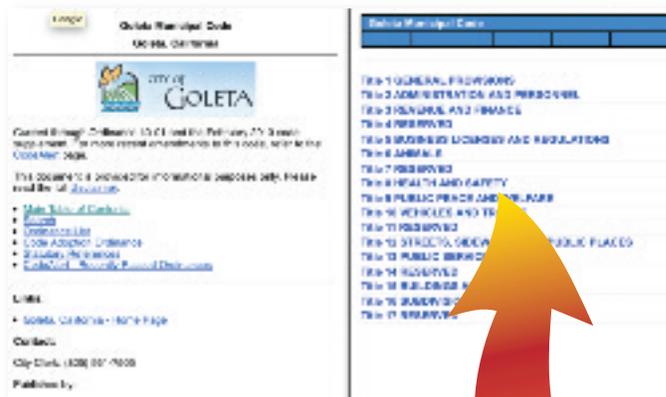


Subscribe for notices!

## City Municipal Code Online

The City of Goleta is pleased to announce that the City's Municipal Code—in simple terms, a set of ordinances that serve as local laws—is now available online through the City of Goleta website. The Code can be accessed by going on the City's site and clicking on the "Municipal Code" tab at the top right hand corner of the website's homepage.

The online version of the Code contains an easy-to-use table of contents to aid users in finding the code sections they seek. The Code also contains a search function, a reference feature, and Code Alert—a notification service which alerts users to recently passed ordinances not yet a part of the Municipal Code.



See the entire Municipal Code!

*A municipal code is a set of ordinances that serve as local laws*

# en Español

THE MONARCH PRESS IN SPANISH



## Guarde en su cuenta de gas

**¡La Compañía de Gas del Sur de California tiene un plan para ayudarle!**

Actualmente hay programas nuevos disponibles que proporcionan ayuda financiera para éstos con ingresos reducidos o con necesidades médicas especiales. El programa para la Tasa Alterna para Energía en California (CARE en inglés) proporciona un descuento de 20 por ciento de la tasa en la cuenta mensual de gas natural. El Programa de Ayuda Directa (DAP en inglés) proporciona mejoras en las viviendas para ahorrar energía a inquilinos de ingresos-calificó y propietarios. Las personas que requieren la calefacción adicional pueden calificar por motivos de salud para servicio adicional de gas natural en la tasa más baja por medio del Programa de Subsidio Médico (MBAP en inglés). Todos los clientes también son favorecidos a estudiar el valor de reembolsos de cientos de dólares para la compra de aparatos energía-eficientes.

*Los clientes pueden matricularse en los programas de ayuda o solicitar arreglos de pago visitando el sitio web de Compañías de Gas, [www.socalgas.com/extrahelp](http://www.socalgas.com/extrahelp), o llamar la Compañía de Gas gratis al (800) 427-2200 o (800) 342-4545 en español. También, aprenda cómo conservar energía en casa al visitar [www.socalgas.com/energyefficiency](http://www.socalgas.com/energyefficiency)*

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

## Compre local

Quizás no se de cuenta, pero el dinero que es utilizado para mantener las calles de la Ciudad limpias y el público seguro viene de impuestos locales. Cuando hace sus compras localmente, ese dinero es asignado para financiación local. Esta fuente de dinero es dada a cada condado y ayudan a pagar por los dispensarios locales de la salud, patrullas de vecindario, los parques, y servicios de emergencia.

Comprando localmente significa comprando en las tiendas que están localizadas en su vecindario, sea una tienda nacional de cadena o una tienda localmente-poseído. Cuando compra de estos comerciantes y paga impuesto sobre las ventas, una parte regresa inmediatamente a su comunidad. Una de las razones principales residentes no realicen compras locales es la facilidad de comprar en línea. Las compras en línea se ha convertido en una alternativa popular, sino que lo priva de la economía local. Las compañías locales no externalizan ingresos, así que dólares regresan a su comunidad. La compra de artículos de boleto grande como automóviles y nuevos aparatos de casa traen una cantidad grande de ingreso de impuesto que se podría contribuir a su comunidad.

No hesita en invertir en su comunidad. Reducirá su impacto ambiental, creará más trabajos, y favorecerá prosperidad local. ¡Cuando en duda, compra local!

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

## Censo del 2010

Las formas del Censo llegaron en buzones de correo durante marzo y debían haber sido regresado en abril. Para conseguir el conde más exacto, trabajadores del Censo harán cada esfuerzo de contactar a residentes de la Ciudad que todavía no han respondido.

- Durante el mes de mayo, trabajadores del Censo harán un seguimiento con las casas que no regresaron sus formas de censo por correo
- Los trabajadores del Censo pueden ser identificados por una insignia oficial y una bolsa de mensajero del Censo
- Un conde completo significa a todos los residentes, ambos ciudadanos y los no-ciudadanos
- Los trabajadores del Censo no preguntarán por condición jurídica, por estatus de ciudadanía ni inmigración, por los números del seguro social, ni por información de cuenta bancaria
- Todas las respuestas son confidenciales—los empleados del Censo toman un juramento de no revelar, y han jurado por vida a proteger la confidencialidad de su información
- Por ley, la Oficina del Censo no puede compartir sus respuestas con nadie, inclusive otras agencias federales, entidades de aplicación de la ley, e incluso el presidente (él sólo consigue ver los números, no los datos individuales).





# Spring 2010

## ECRWSS Postal Customer

### 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

- May 4
- May 18
- June 1
- June 15
- July 20
- August 10 \*2nd Tuesday

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

- May 10
- May 24
- June 14
- June 28
- July 12
- July 26
- August 9
- August 23

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

- May 11                      July 13
- May 25                     August 24
- June 8
- June 22

### 3rd Annual State of the City

The City of Goleta, in conjunction with the Goleta Valley Chamber of Commerce, is pleased to announce the third annual State of the City. The event will provide an opportunity for the Mayor, Councilmembers, and key staff to talk to the community about the progress and future of the City. All residents and businesses are encouraged to attend.

**Friday, May 21**  
**12 noon - 1:30 pm**

Elk's Lodge 150 N. Kellogg Avenue  
RSVPs required.

## Join us!

### Music at the Ranch 2010

**July 13, 20, 27**  
**and August 3, 10, 17**

**Tuesday Evenings 5:30 - 7:30 pm**

This six-week series will take place on Tuesday evenings in July and August. The community is invited to enjoy live music surrounded by the serene beauty of the gardens of Stow House.

This series is an excellent opportunity for the community to come together and enjoy performances by local musicians. Beverages are available for purchase. Bring a picnic and enjoy dinner alfresco!

### Fiesta Ranchera

A festive evening of fun, food, music, and dancing with Spanish guitarist Tony Ybarra, the 2009 Junior Spirit and Spirit of Fiesta. The event is scheduled for **July 15, 5 pm – 10 pm**. End the evening with dancing under the stars to popular Santa Barbara area cover band, Area 51.

Co-hosted by Old Spanish Days in Santa Barbara, Inc. and Goleta Valley Historical Society.

### Old Fashioned 4th of July Celebration at Stow House

The 35th annual festival allows families and community members to celebrate the Fourth of July in an old-time atmosphere. Enjoy a day of live music, hayrides, BBQ, various games and races, pony rides, local artists, engine show, classic cars, museum tours and much more. Admission is \$6 for adults, free for children under 12. 11am -4 pm



### Fireworks in the Park!

The Rotary Club of Goleta will host their annual Fourth of July celebration at Girsh Park. For more information visit [www.rotaryclubgoleta.org](http://www.rotaryclubgoleta.org)

