

# the Monarch Press

City of Goleta Newsletter

## in this issue

- 2 City Contact Information
- 3 Goleta Shooting Tragedy
- 3 Measure D Program
- 4 New Goleta Channel
- 4 Checkout Ellwood Film
- 5 Recycling Options Expand
- 6 Parks & Open Spaces
- 6 Bike Challenge!
- 7 Fire & Police News
- 8 Things To Do Around Town
- 8 Meetings & Events Calendar

...and much more!

## The City's First Newsletter

Welcome to the inaugural edition of **The Monarch Press**, the City of Goleta's community newsletter! In March 2005, the City Council affirmed that one of their top priorities was to increase public and community outreach and get important information out to the residents of the City of Goleta. *The Monarch Press*, website upgrades, and the debut of the City's new cable television channel, **Channel 19**, are all ways that residents can get up-to-date information and have a voice in local government.

This is the first edition of what will be a quarterly newsletter. We hope you find "news you can use." We welcome your opinions! What do you like? What do you dislike? Are there any features you would like to see on a regular basis? All suggestions are welcome. We look forward to hearing from you!

## A Blueprint for Our Future: City Unveils Draft of General Plan

**O**n March 20, 2006, the City of Goleta reached a huge milestone. After three years, more than 50 meetings, 23 workshops and broad-based input from City residents and others, the City of Goleta completed work on its Draft General Plan. Starting in mid-April and continuing through the end of June, Joint Public Hearings of the Goleta Planning Agency and the City Council are being held on all elements of the Draft General Plan/Coastal Land Use Plan.

For residents unfamiliar with the Draft General Plan or its significance for our young City, what follows are some frequently asked questions:

### What is a General Plan?

California State Law requires all cities adopt a General Plan, which is essentially a "constitution" for decision-making by a city for its future physical development and change. A General Plan is a blueprint to guide the community on a minimum of seven issues or "elements:" land use, housing, environmental protection, neigh-

borhood compatibility and preservation, public facilities and services, and transportation.

### Why is this important?

The General Plan is a road map for the future direction of our City. Choices about housing, recreation, roads, public safety, open space and other topics will affect this and future generations. The drafting of the General Plan allows residents an opportunity to have input into the kind of place in which they want to live.

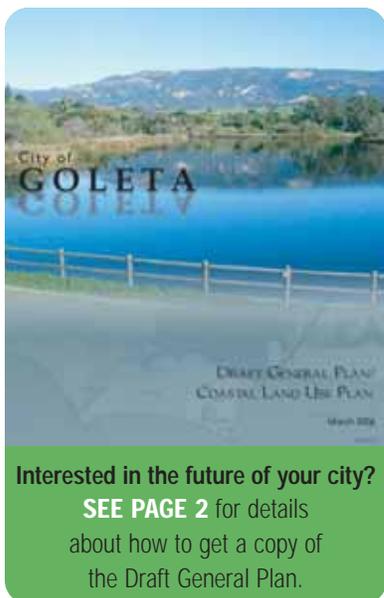
### How can I get involved?

Come to public hearings. Make oral comments or provide written comments. A General Plan is only as good as the input that is received by the residents of its City. It is a high priority that every resident that wants to contribute to the process has an opportunity to do so. Check out the public hearings schedule and get involved in shaping the community in which you live!

### When will it be done?

Starting in mid-April, the City Council and the Planning Agency have been holding Joint

CONTINUED ON PAGE 2



Interested in the future of your city?

SEE PAGE 2 for details about how to get a copy of the Draft General Plan.

## All About City Hall

 (805) 961.7500

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

 **Channel 19:**  
**The Goleta Channel**

### Goleta City Council

Jonny Wallis	Mayor
Margaret Connell	Mayor Pro Tempore
Jean W. Blois	Councilmember
Cynthia Brock	Councilmember
Jack Hawxhurst	Councilmember
Daniel Singer	City Manager

### City Council Meetings

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

### Mayor's Office Hours

Wed 2 pm – 3:30 pm  
City Hall

### Goleta City Hall

130 Cremona Drive, Suite B  
Goleta, CA 93117  
(805) 685.2635 fax  
Mon – Thurs 7:30 am – 5:30 pm  
Fri 8 am – 1 pm

### Public Counter Hours

#### Building Division

Mon – Thurs 7:30 am – 5:30 pm  
Fri 8 am – 1 pm

#### Planning Division

Mon – Fri 8 am – 1 pm  
Mon – Thurs 1 pm - 5 pm\*

\*By appointment only.  
Call 961.7543 for an appointment.

The Monarch Press is published quarterly by the the City of Goleta. 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.

A limited number of additional copies are available at City Hall. Newsletters can also be viewed and downloaded from the City's Website. Please direct questions and comments about the newsletter to: [themonarchpress@cityofgoleta.org](mailto:themonarchpress@cityofgoleta.org).



### GENERAL PLAN CONTINUED FROM PAGE 1

Public Hearings on all elements of the Draft General Plan. These hearings will continue through June 2006 and will allow residents to have more input in the final plan. Upon incorporating public comment, the City Council will deliberate, with expected adoption of the General Plan occurring in fall 2006.

### Can the General Plan ever be changed?

Long-range planning in Goleta does not end with the adoption of the General Plan. It is intended to be a living document, to be revised as necessary to respond to changing conditions or community values. State law requires an annual review and report to the City Council and to the Governor's Office of Planning and Research.

### How you can get your copy of the Draft General Plan

The Draft Goleta General Plan/Coastal Land Use Plan is posted on the City's website at [www.cityofgoleta.org](http://www.cityofgoleta.org). Copies are available for review at the Goleta Public Library, 500 North Fairview Avenue, and at the public counter at Goleta City Hall, 130 Cremona Drive, Suite B. Paper copies and CD-ROMs of the Draft Plan are also available for purchase at Goleta City Hall.

**Play a part in shaping the future of the community in which you live. Participate, write a letter, or send an email. Let your City know what is important to you!**

## General Plan Meetings

**All meetings held at City Hall:  
1:30 pm and 6 pm**

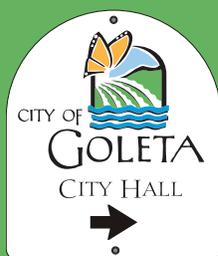
**May 10** Transportation Element

**May 17** Safety / Public Facilities / Noise

**May 24** Open Space /  
Visual and Historic Resources

**June 13** Conservation Element

**June 26** Concluding Comments



## Follow the Signs to City Hall

The Community Services Department will be busy installing several City of Goleta directional signs to make it easier to find City Hall. The installation of these signs represents further efforts by the City to be responsive to residents and make City Hall more accessible. Come in for a visit!

# Goleta Shooting Tragedy: Community Resources Available

This winter, Goleta was witness to a terrible tragedy that affected not only our community but several other communities along the Central Coast and across the United States. On January 30, 2006, seven lives were lost when a mentally ill person killed six U.S. Postal Service employees at the Goleta Mail Processing Facility and one City resident on Overpass Road. This senseless violence left all of us searching for answers, hugging our loved ones, and holding close those families directly affected. The City of Goleta can be very proud of how our emergency public safety agencies responded to this tragedy. We can also be proud of how our community has come together to support those most in need.

If you or someone you know needs assistance with grief counseling, mental health issues, or other social service needs, there are several free, confidential, resources available in our community 24 hours a day, 7 days a week. These services are available to all residents at any time—no matter what the issue.

## 211 Helpline Instant Confidential Access to Vital Community Services

211 connects people to health and human services throughout Santa Barbara County. For information on all community services including food, shelter and housing, recreation, prevention and treatment of drug and alcohol addiction, health facilities, counseling, mental health services, issues affecting seniors, financial assistance, legal assistance, child care, child and elder abuse services, disaster relief, crisis intervention, transportation, suicide prevention, and much more.

## Access Team 24/7 Confidential Hotline 1.888.868.1649

This service is provided by the Santa Barbara County Department of Alcohol, Drug and Mental Health Services. Professionally trained counselors are on hand to assist with crisis situations as well as general information on alcohol, drugs and mental health services.

## Measure D Funds Improve City: From Roads to Ramps

In 1989, the voters of Santa Barbara County approved Measure D which increased the county's sales tax rate by 1/2 cent for 20 years with monies earmarked to local and regional transportation programs. This has been an important program for the City of Goleta. The City has received over \$8 million from Measure D with monies going to fund road repair and maintenance, new streets, sidewalks, curbs, gutters, bicycle lanes, transit services and street trees. A majority of the streets that the City has resurfaced had previously been in "poor" condition—the lowest-level rating.

Since the City's incorporation, Measure D funds have been used for street maintenance programs such as:

- Repair portions of all seven arterial roads in the City: Storke/Glenn Annie, Los Carneros, Fairview, Patterson, Cathedral Oaks, Calle Real and Hollister
- Install over 100 wheelchair access ramps
- Prune approximately 1,500 street trees
- Put aside \$80,000 for future bicycle and pedestrian programs



(above): Measure D has helped repave portions of over 100 residential streets.  
(right): Tree trimming by City contractors.



### Did you know...?

- There are more than 85 miles of streets in Goleta.
- 98% of the City's portion of Measure D funds go directly to street maintenance.

## New Parking Lot Improves Access to Ellwood Mesa

The City of Goleta's newly completed Coastal Access Parking Lot at the 7700 block of Hollister Avenue, across the street from Ellwood Elementary School, makes it easier and more convenient than ever to get out and enjoy the **Sperling Preserve at Ellwood Mesa**. The 45-vehicle parking lot is open from 4 am to 10 pm and has room for horse trailers and trucks. There are biodegradable "bio bags" for pet waste, trash cans, and signs to point you in the right direction. The City has installed sidewalks, planted native California landscaping and remodeled the MTD bus shelter along Hollister Avenue immediately in front of the parking lot. Come visit! Spring is a beautiful time at the Sperling Preserve.



The innovative and environmentally friendly design of the Sperling Preserve Parking Lot minimizes storm-water impacts and reduces pollutants on City streets.

## Goleta News on Channel 19

The City of Goleta has its own Cable TV Channel! Find out what's happening in your City from the comfort of your own home.



Starting in May, all City Council and Planning Agency Meetings will be broadcast live from City Hall on Channel 19. The City expects to offer a range of programming in the coming months.

Tune in and keep current on issues that are vital to the community in which we live. It is an exciting time at the City as we work to keep residents up to date and informed about local issues. **Stay tuned.**



A path leading through the Sperling Preserve to the Monarch Groves.

## Ellwood Film

While you are at the Goleta Library, take a moment and check out "ELLWOOD MESA," a short documentary film produced by the City of Goleta as part of its submission for the prestigious **League of California Cities Helen Putnam Award**—which the City won!

This film by Alessandro Gentile of Spherical Productions premiered at the 2006 Santa Barbara International Film Festival. It chronicles the historic agreement brokered by the City of Goleta of local activists and developers coming together to acquire and preserve the 137 acres of Ellwood Mesa, now known as the Sperling Preserve.

## Beautifying Our Neighborhoods: One Vehicle at a Time

Neighborhood improvements are a high priority for the City of Goleta. Since incorporation, the number one complaint the City has received is for help with abandoned vehicles on City streets. In response to the community, the City has implemented a **Vehicle Abatement Program** that has resulted in over 2,000 vehicles being "tagged" with a notice to move in 72 hours and more than 600 being towed. This joint effort between the City and our Police Department is the most successful vehicle abatement program in the County.

Removing old, unsightly vehicles is a priority. This is consistent with the City's commitment to improving our neighborhoods.

**Residents who have complaints about abandoned vehicles in their neighborhoods may contact the City.**

# Reduce, Reuse, Recycle: New Options for Recycling!

## What's New?

You can now recycle virtually all plastics in your curbside recycling containers.

## What can I do with plastic bags?

Many grocery stores have recycling containers for plastic bags.

## What about plastic items that are only partially plastic?

Styrofoam, plastic egg cartons, and anything partially plastic is not currently recyclable and should be disposed of in your refuse container. Packing peanuts are not recyclable. Many of the commercial postal stores will accept them for free. Just call ahead to confirm.

## What is Universal Waste?

There is a new category of waste that requires special handling and is no longer allowed in the refuse container. It is called Universal Waste. "Universal", because all sectors generate these wastes!

Batteries, fluorescent lighting, electronic devices (computers, monitors, VCRs, telephones, microwaves, etc.); non-empty aerosol cans; and any devices containing mercury require special handling.

## Where can I take Universal Waste?

Universal Waste may be taken to the following locations for disposal. Please call ahead for specific information:

**Community Hazardous Waste Collection Center**  
Mesa Road, UCSB  
882-3602

**South Coast Recycling and Transfer Station**  
4430 Calle Real, Santa Barbara  
681-4345

**MarBorg ABOP Facility**  
725 Cacique Street, Santa Barbara  
963-1852

**MarBorg C&D Facility**  
119 N. Quarantina Street, Santa Barbara  
963-1852

## Batteries can be taken to:

Longs Drugstore, Orchard Supply Hardware, Radio Shack, and Rite Aid.

**If you are a business owner or if you would like more info, call: 882.3602 or visit [www.LessIsMore.org](http://www.LessIsMore.org).**

## Now you can recycle the entire plastics family.

## Not just the pop.



Here's great news for our environment. We're expanding the list of plastic items that you can recycle at home and at work. Plastic toys. Household products. Plastic jars and bottles. If they're mostly plastic, they're on the list. And instead of taking up precious space in the County landfill, they can now go to that Perfect Place for Plastics, your recycling container.

### RECYCLE PLASTIC ...

- Bottles
- Bottle tops
- Cups
- Detergent bottles
- Food containers
- Food container covers
- Furniture
- Gardening pots and flats
- Lids
- Microwavable meal trays
- Mild containers
- Orange juice containers
- Pails
- Soda bottles
- Solid items
- Toys
- Trays
- Utensils
- Water bottles



Not recyclable: CDs, cassettes, styrofoam, disposable diapers, items containing food or liquid, items not mostly plastic.

This ad was brought to you by the County of Santa Barbara, the City of Goleta, and the City of Santa Barbara.



(above): Haskell's Beach. (below): Nectarine Park in Old Town

## Parks & Open Spaces

Whether you want to take a tranquil walk, fish, throw a frisbee or have a BBQ—there is a park in the City of Goleta for you. The City is dedicated to increasing recreational activities for residents. Two neighborhood parks are in the process of being improved: **Nectarine Park** in Old Town and **Mathilda Park** in the Santa Barbara Shores area. In addition, the City has acquired a new site in Old Town for a future park. Nectarine Park has a new play structure, safety matting, landscaping and pathways. Plans are also underway for new equipment and other improvements to Mathilda Park.

### Did you know...?

- The City of Goleta has over 500 acres of regional, community, and neighborhood parks and open spaces.
- The City does not use pesticides at any City Parks.

For a list of local parks and recreational activities, contact the City Parks and Open Spaces Division at City Hall.



### Team Bike Challenge: June 2006

Traffic Solutions, a division of the Santa Barbara County Association of Governments (SBCAG), which encourages commuting options, is sponsoring the **Team Bike Challenge this June**. The Team Bike Challenge is a month long bicycle competition in which teams of five track the number of days they take trips by bike instead of by car.

Teams earn points and become eligible for prizes! Novice riders earn double the points as experienced bicyclists! The contest is fun and encourages residents to establish new transportation routines. Expect to see City Councilmembers and Employees all around town!

**For more information, contact Traffic Solutions at 963.SAVE (7283), [info@trafficsolutions.info](mailto:info@trafficsolutions.info) or visit [www.trafficsolutions.info](http://www.trafficsolutions.info).**



DAVE BRAMSEN

## Spring Time Planting

Amend your soil and watch your flowers and shrubs flourish. The Goleta Sanitary District offers a free supply of biosolids, a nutrient rich, sandy textured, organic product of the treatment process. The biosolids are rated Class A, the highest quality ranking by the U.S. Environmental Protection Agency.

### Pick it Up Free

To obtain your free supply by the bagful or the truckload: Call ahead: 967.4519. They will help you load your truck if needed.

Goleta Sanitary District  
One William Moffett Place  
Goleta, CA 93117

*(Across from the Santa Barbara Airport)*



# News from the Fire Department

This is the time of year that the Fire Department begins to prepare for the summer brush fire season. It is never too early. There are things that residents can also do to prepare for the fire season:

- Clean all dead leaves and needles from your roof and gutter.
- Clearly post your address so emergency personnel can easily locate your home.
- Stack woodpiles at least 30 feet away from structures.
- Clearly mark and provide clear access for firefighters to all emergency water sources. Don't let landscaping obscure fire hydrants!
- Clean up weeds and provide good brush clearance around your home. Remove leaf litter and dead material from plants and shrubs and keep them well pruned.
- Keep landscaping well irrigated and maintained.
- Talk to your children about fire safety. Conduct a fire drill, agree on a safe location to meet, and show pictures of emergency personnel so your children are prepared.
- If you have pets, have readily available identification for emergency responders.

Contact the Santa Barbara County Fire Department at 681.5500 if you have any questions or would like the Fire Department to take a look at your property for fire safety.

Make sure smoke detectors are in working order and batteries are replaced when we "Spring Forward" and "Fall Back" with daylight savings time!



## Tips To Drive Safely

We asked Sgt. Greg Nordyke, the City of Goleta's Traffic Supervisor, to share with residents some safe driving tips.

### What is the most common cause of accidents?

From my 27 years of experience, the most common cause of accidents is excessive speed and making unsafe left turns.

### How can we be safer on the road?

Well, first, "Pay Attention." Try and minimize distractions while you are driving. Second, watch your speed. Most accidents that result in excessive speed result in rear end collisions. Even if you are in a vehicle going the speed limit, pay attention to slowed/stopped vehicles. If you are driving too close, you won't have sufficient time to stop and avoid a collision.

### Any other suggestions for safe driving?

I have many, but let me focus on something I see often. Frequently, motorists are exiting a shopping center wanting to make a left turn. The driver turning left exits the shopping center only to discover another vehicle that they did not see coming towards them. Slow down and look once, twice, three times to make sure you are clear before you cross another lane.

If you have questions about traffic related matters, you can contact Sgt. Nordyke at City Hall.

## Citizen Service Request System

The Citizen Service Request (CSR) is a system implemented by the City of Goleta to track and respond to all incoming questions, concerns, and public requests for assistance. When a call comes in, it is automatically entered into the City's system and delegated to the appropriate City official. Since the implementation of CSR in 2003, the City has received over 3,500 CSRs. We at City Hall want to make sure we are responsive to the residents and CSR helps us do this.

Residents can file a CSR online at our website at [www.cityofgoleta.org](http://www.cityofgoleta.org) or call City Hall.



ECRWSS  
Postal Customer

## City Government Meetings

All meetings held at City Hall: 1:30 pm and 6 pm

### City Council

1st and 3rd Mondays of the month.

May 15

June 5

June 19

July 3\*

July 17\*

\*Subject to City Council summer schedule

### Planning Agency

2nd Monday of the month.

May 8

June 12

July 10

### General Plan

May 10 Transportation Element

May 17 Safety / Public Facilities / Noise

May 24 Open Space / Visual & Historic Resources

June 13 Conservation Element

June 26 Concluding Comments

### Design Review Board

1st and 3rd Tuesdays of the month.

May 16

June 6

July 5 (Wednesday)

July 18

## Introducing the City of Goleta's First Newsletter!

The Monarch Press is a quarterly community newsletter distributed to residents of the City of Goleta.

## Fun Things to Do Around Town

- 🦋 Take a walk on the Ellwood Mesa
- 🦋 Stroll around Lake Los Carneros
- 🦋 Play Frisbee Golf at Evergreen Open Space
- 🦋 Check out a book at Goleta Public Library
- 🦋 Fly a kite at Haskell's Beach
- 🦋 Have a BBQ at Stow Grove Park
- 🦋 Go bird watching at Goleta Sanitary District (across from the airport)
- 🦋 Sign up for a class at the Goleta Valley Community Center



## Events Calendar

### Save the Date

- May 14** Free Rides for Mom  
South Coast Railroad Museum
- July 4** Old Fashioned 4th of July at Stow House  
Info: 964.4407, [www.goletahistory.org](http://www.goletahistory.org)
- July 4** Fireworks at Girsh Park

### Ongoing

- Farmers Market**  
*Camino Real Marketplace*  
70004 Marketplace Drive; Sun 9 am – 1 pm  
*Calle Real Center*  
5700 Block of Calle Real; Thurs 3 – 6 pm
  - Goleta Valley Library**  
500 North Fairview Ave.  
964.7878, [www.sblibrary.org](http://www.sblibrary.org)  
*Children's Storytime*  
Wed & Thurs 10:30 am
  - South Coast Railroad Museum**  
300 North Los Carneros Road  
964-3540, [www.goletadepot.org](http://www.goletadepot.org)  
*Miniature Train Ride*  
Sat & Sun 1 – 3:45 pm; Wed & Fri 2 – 3:45 pm  
*Museum*  
Wed – Sun 1 – 4 pm
  - Stow House & Sexton Museum**  
304 N. Los Carneros Road, Goleta; 964.4407  
Sat & Sun 2 – 4 pm; [www.goletahistory.org](http://www.goletahistory.org)
- To include an item in the events calendar, email [themonarchpress@cityofgoleta.org](mailto:themonarchpress@cityofgoleta.org).