



# the Monarch Press

City of Goleta Newsletter

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...and much more!

## A Balanced Budget for the City of Goleta

**B**alancing the budget is a great accomplishment for any city, but a balanced budget is not all about numbers. A city's budget reflects its priorities and values. It provides direction for the future while also addressing the needs and concerns for the present.

**So, what does the City of Goleta value?**

### Fiscal Responsibility

This year the City of Goleta approved a balanced budget of approximately \$24 million. Not only did the City balance the budget, but total revenues (what we expect to bring in) will exceed total expenditures (what we plan to spend). This allows the City to have a "cushion" for unexpected events or expenditures in the future. *(See p. 2)*

### Public Safety

Almost 40 percent of the City of Goleta's budget is devoted to public safety. Programs such as Neighborhood Watch, "Click It or Ticket," police patrols, double fines in school zones, the DUI trailer *(see p. 7)*, and other public safety programs, as well as a full service police department, are funded in the City's budget.

### Our Streets

Well-maintained streets are a high priority for the City. Over \$2.8 million has been budgeted for street improvements, curb and gutter repair, improved handicap access and street tree maintenance. Other projects include: extension of Ekwill/Fowler which will divert traffic off of Hollister Avenue, improvements to San Jose Creek, and work on the Cathedral Oaks freeway interchange and the Los Carneros overhead bridge, among others.

### Recreation

The City has budgeted funds to rehabilitate Mathilda Park in the Ellwood area and has begun design work on Armitos Park in Old

Town. The City has also approved funds to support operations at Girsh Park.

### Community Resources

There are many local non-profit groups that provide invaluable services to city residents. Programs the City provides funding for include: Girls Inc., the 211 Helpline Program, Foodbank, United Boys and Girls Club, Friendship Adult Day Care Center, and New Beginnings Counseling Program, among others.

### A Well-Planned Community

Funds have been allocated for planning and building services, in addition to safety and environmental programs. The City has budgeted funds for a Storefront Improvement Program in Old Town, improved bus shelters, and a redesign of the Hollister Avenue corridor to make it more pedestrian and bicycle friendly.

This is an overview of the City of Goleta's Budget for Fiscal Year 2006-2007. Turn to page 2 for more details.

## Measure D: Improving City Streets This Summer

This summer city residents will see Measure D in action. More than any other time of year, summer is when the City's Street Rehabilitation and Reinvestment program is in full swing.

**For the 2006-2007 fiscal year, the City will spend \$2.8 million on street improvements. Approximately half of these funds come directly from the voter-approved sales tax fund known as Measure D.**

The City is embarking on a concrete repair program that includes the replacement of curbs, gutters, sidewalks and the installation of

**CONTINUED ON PAGE 3**



**Big plans underway in Old Town Goleta**

**SEE PAGES 4-5**

for details about all of the exciting projects going on.

# City of Goleta Budget Fiscal Year 2006-2007

## All About City Hall

 **(805) 961.7500**

 **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 Mondays of the month at 1:30 pm and 6 pm

## Mayor's Office Hours

Wednesday 2 – 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 - 5:30 pm\*

\*By appointment only.

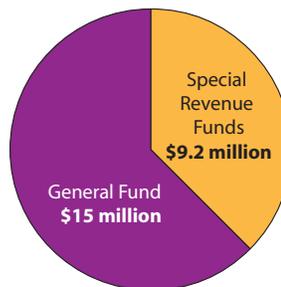
Call 961.7543 for an appointment.

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 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).

The total budget for the City of Goleta is \$24 million. It is comprised of two parts: the General Fund and Special Revenue Funds.

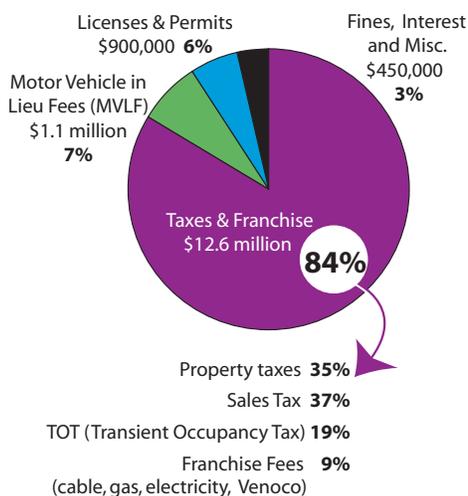
**\$24 million**



## GENERAL FUND

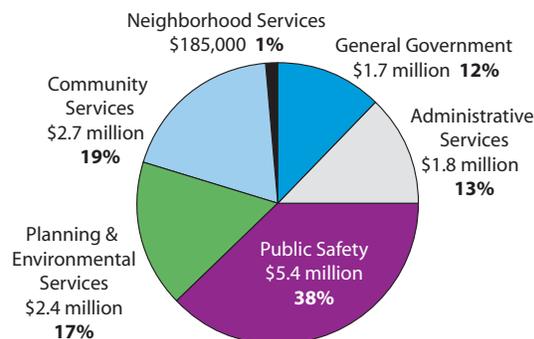
### Where does the money come from?

**\$15 million**



### Where does the money go?

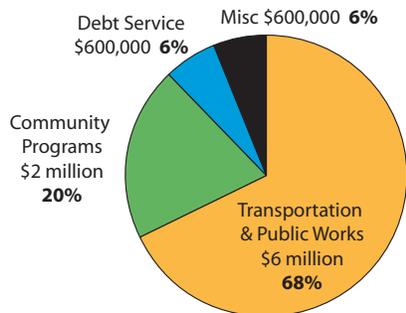
**\$14.2 million**



If you would like more information on the budget or on specific programs, please call: 961-7500 or visit the City of Goleta website, [www.cityofgoleta.org](http://www.cityofgoleta.org).

## SPECIAL REVENUE FUNDS

**\$9.2 million**



Restricted for specific uses such as Gas Tax money for transportation projects, Park Grant Funds for parks and Measure D 1/2 cent sales tax for street, pavement and sidewalk programs, etc.

## We Are Quick!

Some jurisdictions make you wait weeks for a return phone call and months for someone to take care of your problem. Not here in the City of Goleta. If there is a fallen tree limb, debris in a storm drain or an obstacle in a public right-of-way, the City of Goleta Public Works Crew is quick to fix the problem. The average time for the City of Goleta Crew to respond to a call in the City is only **two hours!**



# Streets Get a Regular Sweep

City street sweeping is important to keep our streets clean and also to minimize waste, pollutants and debris from entering our water system and polluting the ocean.

Last September, the City of Goleta implemented a comprehensive street sweeping program for the eastern portion of the City. Streets in the western portion of the City are swept by the Goleta West Sanitary District.

The eastern area is divided into three zones: **Zone 1** is swept the first Monday of the month; **Zone 2** is swept the first Tuesday of the month and **Zone 3**, which is primarily industrial, is swept the 1st and 3rd Monday and Tuesday of each month.

We can all be good stewards of our area's natural resources—from cities to individuals—if we do our part to keep our community clean.

For information on the City of Goleta Street Sweeping Program, call 961-7500\*. For questions about the Goleta West Sanitary District street sweeping schedule, call 968-2617 or visit [www.goletawest.com](http://www.goletawest.com). \*A map and schedule are on the City website.

## Construction News

You may have noticed construction activity driving around the City. Here is an update of some current projects:

**Old Town Inn and Village** Permits have been issued by the City of Goleta and preliminary underground plumbing work has begun. When completed, the Inn will be a three story hotel with 98 rooms. The Village will include 37 condominiums.

**Fairview Theatre** The Fairview Theatre is undergoing renovations which include a new lobby, three screens with stadium seating and improved disabled access. The theatre is expected to reopen at the end of the year.

**Bluffs at Sandpiper** Comstock Homes has completed rough construction of five model homes. When completed, there will be 62 single-family homes in this development which is just east of the Sandpiper Golf Course.

Comstock Homes Project



## MEASURE D, CONTINUED FROM PAGE 1

access ramps at approximately 280 locations throughout the City. This effort will eliminate the backlog of repairs that has existed since the City's incorporation.

Starting in mid-July, City-contracted companies were hard at work all over town making improvements to city streets. They include pavement preparation, application of slurry seals and asphalt overlays to extend the life of City streets. They will be accomplished in three phases, as follows:

**Phase 1** Pavement preparation will begin on approximately 16 separate street sections in the City.

**Phase 2** Slurry sealing will begin in late August, and will involve approximately 26 separate street sections in the City.

**Final Phase** Laying of asphalt will be completed in late October.

Maintaining and improving City streets, sidewalks, curbs and gutters is a top priority for the City of Goleta. If you are interested in knowing more about these projects, please visit the City of Goleta website for a complete list of streets affected and the schedule of work to be completed.

Contact the Department of Community Services for more information at 961-7500.



“Before” and “after” pictures of Bassano Drive

A lot is happening in Old Town.

# Old Town Goleta: The Big Picture



## Over the last three years in Old Town:

- 👉 Over 5 miles of roadways improved
- 👉 300 feet of damaged sidewalks replaced
- 👉 200 feet of new sidewalk installed
- 👉 21 new disabled access ramps installed
- 👉 More than 200 displaced sidewalk locations repaired
- 👉 Renovated Nectarine Park with new playground equipment and landscaping
- 👉 New monthly street sweeping program initiated
- 👉 Bi-annual steam cleaning of Hollister Avenue
- 👉 Renovation of Orange Avenue
- 👉 New radar feedback sign installed on Hollister east of Fairview
- 👉 New pedestrian safety improvements installed at Community Center and Orange Avenue

**Para asistencia en español,  
llame Vyto Adomaitis, Director de  
Redevelopment y Neighborhood  
Services 961-7500.**

**W**ant to try Vietnamese food? Mexican Food? Find a good used book? Go antiquing? Buy a new Boston Red Sox cap? Get windshield wipers for your car? Or a part for your bike?

**Where do you go? Well, Old Town Goleta, of course.**

Old Town Goleta is the historical center of the City of Goleta. Many of the buildings along the Hollister corridor were built in the 1920s and 1930s in the Spanish Colonial style. One of the goals in the City of Goleta General Plan is to “strengthen the character of Old Town to reflect its position as the historic hub of the community.”

The City’s Redevelopment Agency (RDA) has big plans for Old Town’s preservation and revitalization.

**A summary of projects currently underway by the City of Goleta and the RDA can be found on page 5.**



## Ekwill / Fowler Road Extension

*Reducing traffic on Hollister Avenue and providing improved access*

The City is moving to extend Ekwill and Fowler Roads from Kellogg to Fairview Avenue.

## San Jose Creek Improvements

*Increasing the capacity of the San Jose Creek thereby preventing flood impacts*

The City of Goleta is projected to spend \$220,000 to complete preliminary engineering, certify environmental documents and initiate the final design.

## New Pine and Thornwood Storm Drain

*Eliminating flooding at Pine and Thornwood*

Decisions on the final design are being made now and the project should be completed by December 2006.

## Hollister Avenue Redesign

*Making it more pedestrian and bicycle friendly*

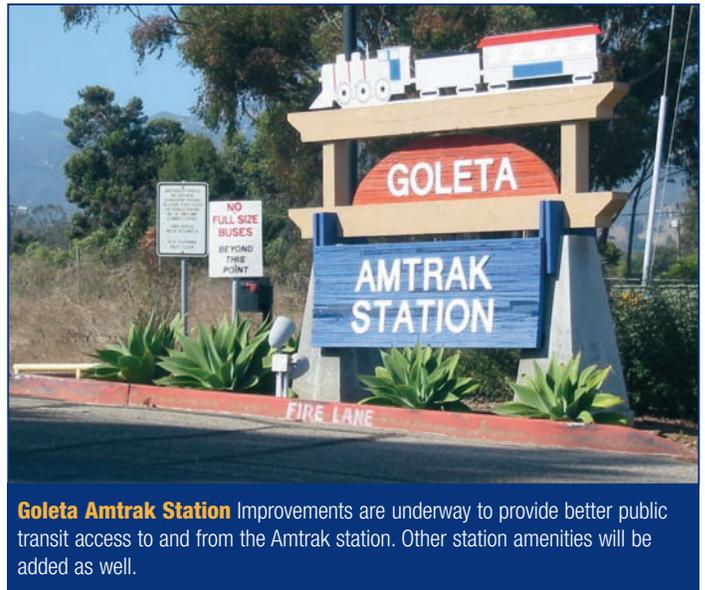
The City of Goleta is investing funds to redesign Hollister Avenue. Traffic analysis is being conducted currently and the RDA will present recommendations at a community hearing in the next year.



## Old Town Bus Shuttle

*Improving public access in the Old Town area*

In June 2006, The City and MTD approved a revised route to better serve residents of high density housing developments located along S. Kellogg Avenue.



**Goleta Amtrak Station** Improvements are underway to provide better public transit access to and from the Amtrak station. Other station amenities will be added as well.

## Bus Shelter Improvements

*Adding benches, along with new trash cans and a new shade structure*

In June 2006, the City Council approved funds to replace the existing bus benches at Pine and Hollister Avenue (*in front of the 7-11 Market – see opposite page for photo*). This project should be completed by December 2006.

## San Jose Creek Bike Path

*Connecting existing bike paths to provide a convenient route for cyclists*

Plans are underway to design a bike path along the San Jose Creek channel.

## Residential Rehabilitation Program

*Assisting homeowners with home repairs*

This fall, the City Council is expected to approve a pilot program with a budget of \$500,000 in grant money.



**Old Town (Armitos) Park** The City of Goleta has acquired 1.5 acres for a new park in Old Town. The project is in the design and environmental review phase and construction will begin in fall 2007.



**Storefront Improvement Program** In July 2006 the RDA approved a pilot program with a budget of \$300,000 in grant money to assist businesses located in Old Town with façade improvements and repairs. Already, property owners like this one pictured have contacted the City to express interest in the program.



(above): Rancho La Patera/Stow House is open weekends from 2 – 4 pm with docent-led tours of Stow House at 2 pm and 3 pm. Special week-day tours may be arranged by calling 964-4407.

## An Historic Treasure Right in our Backyard

Off of Los Carneros Road, nestled between rare Chilean Wine Palms, Moreton Bay Chestnuts and a 200 year old Giant Redwood, you can step back in time at one of our community's most significant and treasured landmarks, the historic Stow House, home of the pioneering Stow Family.

**Stow House**, built in 1872, is one of the oldest landmarks in the Goleta Valley. It was once the headquarters of Rancho La Patera. In 1967, the **Goleta Valley Historical Society** assumed stewardship of this property and since then its mission has been to collect, preserve, and promote the rich history of Goleta through restoration, education, and interpretative tours of the historic buildings and gardens. Upon incorporation, the City of Goleta assumed ownership of the property and the adjacent Lake Los Carneros. The City and the Goleta Valley Historical Society work in partnership to maintain and preserve this unique glimpse into Goleta's past.

Today you can visit the Stow House and see family photographs, antique furniture, and hear stories of Sherman and Ida Stow and their descendents. In the farm area behind Stow House is the Sexton Museum, which features a blacksmith shop, exhibits about the lemon industry, agriculture, historic buildings, antique tools, and maritime artifacts.

The Goleta Valley Historical Society is in the midst of a comprehensive restoration campaign which will create, "an historical preserve where people can learn and observe about the achievements of the men and women—from every trade, profession, and national origin—who first settled the Good Land."

For info, visit [www.goletahistory.org](http://www.goletahistory.org) or call 964-4407.

## Making A Difference in the Lives of Goletans: CDBG Funds

Our community is rich with natural resources like the beach, mountains, and beautiful open spaces. We are also rich with other resources as well—the non-profit groups that serve our diverse community. Many non-profits operate on shoestring budgets while doing valuable work and providing immense benefits to a community.

The **Federal Community Development Block Grant** or **CDBG** program recognizes the contributions of local organizations in the community. The City of Goleta receives funds from the CDBG Program and, in turn, awards grants to programs that provide benefit to disadvantaged or low income Goleta residents. For the upcoming fiscal year, the City of Goleta awarded approximately \$71,000 locally.

### The funds were disbursed as follows:

- \$19,000 to the **Community Action Commission** for the *Senior Nutrition Program*, which will serve approximately 200 seniors;
- \$3,000 to the **Friendship Adult Care Center** to fund the *HEART (Help Elders at Risk)* program which enables about 30 frail elders with limited incomes to attend the Center's day program;
- \$8,000 to the **Foodbank of Santa Barbara County** which provides services to 10 agencies in the City of Goleta;
- \$2,000 to **Girls Inc.** which will fund full scholarships for 5-10 low-income girls to attend the after school and summer program;
- \$5,000 to the **New Beginnings Counseling Center** to fund a program that assists homeless individuals from Goleta;
- \$2,000 to the **United Boys and Girls Club** to partially fund a new full-time teen coordinator for the *Teen Program*;
- \$2,000 to the **Family Service Agency 2-1-1 HelpLine Program** which provides funding for the newly implemented program that provides information and referrals in Santa Barbara County;
- \$30,000 to the **Family Service Agency** to fund the *Senior At Home Independent Living* program which helps low-income seniors to remain at home by offering home maintenance and repair for at-risk elderly citizens.

[www.211sbcounty.org](http://www.211sbcounty.org)

**Interested in...** Health Facilities?  
Recreation? Legal Assistance? Child Care?  
Senior Programs? Job Opportunities?  
Counseling? Farmers Market Hours?

Where is the one place you can get answers to questions you have about non-emergency community, social, health and governmental resources in your community?

2-1-1 HelpLine—A free, confidential, multilingual, phone and internet service available 24 hours a day 7 days a week.



# In the Face of the Next Disaster: Are You Prepared?



Living in a beautiful place, it is easy to be lulled into a false sense of security and safety. However, we know that the Central Coast area is at risk for fires, earthquakes, West Nile Virus, highway closures and other unknown possibilities.

**We cannot prevent disasters but we can plan ahead and be prepared.**

The City of Goleta is working closely with other cities, emergency response governmental and non-governmental agencies and the County of Santa Barbara on comprehensive emergency response plans which include extensive public outreach and coordination at multiple levels of public, private, and government entities.

In an emergency, however, governmental and non-governmental agencies can only do so much. Each individual and family must take responsibility for basic preparedness. There is a tremendous amount of resources to assist individuals and families to prepare in the event of a disaster.

Take a moment and review what you would do in an emergency. Do you have an out-of-state contact to get word to in an emergency? Do you have a portable emergency kit at home? Do your children or caregiver know what to do?

Taking **basic steps now** before disaster strikes will bring you peace of mind and will be critical if and when a disaster strikes.

The City of Goleta is working closely with other cities, emergency response governmental and non-governmental agencies and the County of Santa Barbara on comprehensive emergency response plans which include extensive public outreach and coordination at multiple levels of public, private, and government entities.

**Do you have what you would need for three days? Water? Medication? Food? A First Aid Kit?**



## List of emergency resources for more information and assistance:

[www.sbcfire.gov](http://www.sbcfire.gov) or **681-5526** The Santa Barbara County Office of Emergency Services (OES) operates within the Santa Barbara County Fire Department. OES is responsible for emergency planning and coordination for all of Santa Barbara County.

[www.sbphd.gov](http://www.sbphd.gov) or **681-5102** The Santa Barbara Public Health Department website has useful up-to-date information on pandemic flu, West Nile Virus and other health issues.

[www.sbcvcd.org](http://www.sbcvcd.org) or **969-5050** The Santa Barbara Coastal Vector Control District website and information line can answer questions about mosquitoes and assist with mosquito control.

[www.72hours.org](http://www.72hours.org) This website operated by the City of San Francisco has useful lists, ideas and advice on all aspects of emergency preparedness.

[www.redcross.org](http://www.redcross.org) or **684-1331** The American Red Cross website has useful information and programs on all aspects of disaster preparedness.

[www.oes.ca.gov](http://www.oes.ca.gov) The California Office of Emergency Services has a daily update on conditions around California in addition to many useful tips and suggestions.

[www.fema.gov](http://www.fema.gov) **1-(800)-621-FEMA (3362)** The Federal Emergency Management Agency website has information on all types of disaster preparedness including information for different needs individuals and children.

[www.dhs.gov](http://www.dhs.gov) The Department of Homeland Security operates this disaster preparedness site. It has many lists, tips, and materials to download.

**The City of Goleta website has links to the above sites for your convenience.**  
[www.cityofgoleta.org](http://www.cityofgoleta.org)

## Keeping Goleta Safe

In 2004, the City of Goleta Police Department applied for and received a grant for \$125,000 from the California Office of Traffic Safety. Among the items purchased was a 16-foot enclosed trailer for DUI checkpoints. Recently the trailer was outfitted with a computer, allowing deputies to check driver's license and vehicle registration information. This is another way the City of Goleta is working to keep our streets safe.



The new City of Goleta Police Department DUI Trailer



## 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

September 5\* (Tuesday)

September 18

October 2

October 16

November 6

November 20

December 4

December 18

#### Planning Agency

2nd Monday of the month

September 11

October 9

November 13

December 11

#### Design Review Board

1st and 3rd Tuesdays of the month

September 6\* (Wednesday)

September 19

October 3

October 17

November 7

November 21

December 5

December 19

\*Federal Holiday on Monday moves meetings one day later.



As the City nears the end of the process to adopt its first General Plan/Coastal Land Use Plan, it is useful to review the central themes of the Plan and separate fact from fiction. The General Plan is truly a road map of where the City of Goleta sees itself going, how it defines itself, and where it places its values and priorities. **This Plan has been developed by the Planning Agency with input from over 1,000 city residents in over 60 public meetings over the course of 3 1/2 years.**

#### When residents look at the City's General Plan they will see a Plan that:

- Strives to create a coherent vision for the City's future, building upon the individual and sometimes conflicting visions of a diverse population;
- Fosters a sense of place based on a heritage of respect for the natural environment, small town values and neighborhood cohesiveness;
- Promotes a healthy business climate compatible with community values;
- Values open space, ecological preserves, and promotes a variety of recreation opportunities;
- Identifies areas for truly affordable housing for our community's workers;

- Plans for all forms of transportation, including walking, bicycling, bus transit, and automobiles, to operate efficiently and safely;
- Believes that change should be managed to support and enhance the character of the community.

These are the central tenets underlying the General Plan. It is a blueprint for our community that respects the past while also providing a clear road map for the future.

If you are interested in more information about the General Plan and the process for adoption, please contact City Hall at 961-7500.

The 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 General Plan are also available for purchase at City Hall.

**An independent economic analysis concluded that the "very detailed and very high quality General Plan" will "result in financial sustainability" for the City of Goleta. This report can be found on the City of Goleta website: [www.cityofgoleta.org](http://www.cityofgoleta.org)**