



the Monarch Press

City of Goleta Newsletter

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...and much more!

Protect Your Home During Rainy Season: Flooding Likely Due to Gap Fire

While the Gap Fire has long since been contained, it is likely that the City of Goleta will feel its effects when the rainy season starts. The Gap Fire burn area is located directly above Goleta. Due to the high intensity of the burn, there are areas where the ground is solid and impenetrable to water; this, along with the lack of vegetation, means that even a small amount of rain could have an impact on the City of Goleta downstream.

Since early August, the City of Goleta and Santa Barbara County Flood Control have been proactively inspecting and assessing bridges, culverts, channels, creeks and roads. We have embarked on a series of emergency measures designed to reduce the threat of flooding associated with the burn area. However, residents and businesses must do their part to be prepared.



1995 photo of flooding at Calle Real in Goleta

In addition, the City is working in close coordination with County Flood Control and the National Weather Service to ensure that in the event there is flooding, Goleta residents and businesses will be notified via Goleta City Alert in a matter of minutes. A series of public information meetings are being held in

continued on p. 4

Goleta City Alert: Not Just for Emergencies Customize the Alerts You Want to Receive

In mid August, the City of Goleta tested its new Goleta City Alert notification system with an initial call to businesses and residents. We were pleased with the results and continue to refine the system to ensure that it is meeting the needs of our community. We envision using Goleta City Alert for community outreach and to send time sensitive messages in the event of an emergency.

Using Goleta Alert for non-emergency events, such as urging pet owners to take precautions during the Labor Day fireworks, saves the City time and money we would have spent on postcards, and it makes good environmental sense, too.

The Goleta City Alert system comes with one listed phone address per address. To add additional numbers such as a cell phone, out of state contact, or email address, you must visit the City website, click on the Connect CTY icon, and register your informa-

tion. You can register multiple contacts per address. If you would rather receive emergency alerts only, there are instructions on the registration page on how to input your information to ensure community alerts are blocked from your phone.

If you don't have internet access, please call 961.7508 and leave a message. We can input your information into the system or send you a registration form to fill out and return to us.

If you have not received a Goleta City Alert call, make sure to visit our website and register today at www.cityofgoleta.org. If you have any questions, call 961.7508 or email: GoletaCityAlert@cityofgoleta.org.



Get a Low Cost Helmet from the City Today!

Campers from the Goleta Clubhouse of the United Boys and Girls Club got new helmets this summer.

See page 5 for more details.

Remember that October is Fire Prevention Month
Visit www.nfpa.org for safety tips!

All About City Hall

 **(805) 961.7500**

 **www.cityofgoleta.org**

 **Channel 19: Goleta TV**

Goleta City Council

Mayor	Michael T. Bennett
Mayor Pro Tempore	Roger S. Aceves
Councilmember	Jean W. Blois
Councilmember	Eric Onnen
Councilmember	Jonny Wallis
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 at City Hall

Call 961.7500

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, 8 am – 1 pm

Permit & Design Center

Monday – Thursday, 7:30 am – 5:30 pm

Friday, 8 am – 1 pm

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/
Vehicle Abatement 961.7556

Anonymous Tip Line 961.7574



Some Q & A on Measure A

Measure A is a proposed transportation measure which will provide more than \$1 billion of estimated local sales tax revenues for transportation projects in Santa Barbara County over 30 years. The City of Goleta and all other cities in Santa Barbara County have endorsed the continuation of the half-cent tax.

Here are some frequently asked questions:

Will Measure A raise the local sales tax?

No. Measure A is not a tax increase. Measure A will extend for an additional 30 years the existing half-cent sales tax for transportation that has been in place since it was approved by Santa Barbara County voters in 1989.

How much does the half-cent sales tax cost per household?

It will cost the average Santa Barbara County household approximately \$15 per month.

What guarantees are there that the money will be spent as promised?

Only those projects listed on the voter approved transportation investment plan are eligible for funding. A citizen's oversight committee will review local spending decisions to make sure the Measure A provisions are strictly carried out.

What money goes to Goleta?

Of the funds that Measure A generates, Goleta will receive \$7 million for an over crossing project and \$43 million for local streets and transportation improvements over 30 years, in addition to funds for bikeway improvements.

What's in Measure A for alternative transportation and services to the elderly and disabled?

Measure A allocates 26% of the \$1.05 billion that will be raised over 30 years for local and regional alternative transportation programs and projects including local and regional transit, safe routes to school, bicycle and pedestrian programs and door-to-door bus service for frail, elderly, or disabled persons.

If Measure A is approved, will our county receive any additional state or federal matching funds?

Yes, Measure A will leverage additional and federal transportation dollars for Santa Barbara County projects. It is estimated that an additional \$500 million in state and federal transportation dollars will come to our county over the 30-year term of Measure A.

For more info, visit www.sbcag.org.

Get Out and Vote

Goleta voters will face a number of exciting and important decisions this November. In addition to voting for a new president, residents will elect two members of the Goleta City Council and vote on an array of important measures with a direct impact on our City.

Keep in mind the right to vote is a privilege, and the only way democracy works is if citizens, young and old, are active participants. **Don't forget to get out and vote on Tuesday, November 4th!** **For info on registering to vote, visit www.countyofsb.org.**



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

New Digs for Public Works Staff

In mid-September, the City's Public Works and Parks Maintenance personnel moved to a new facility at the Cabrillo Business Park located at 6735 Hollister Avenue. This facility is known as the City's "Corp Yard."



What is a "Corp Yard?" It actually stands for "Corporation" meaning to centralize all operations from a corporation in one place. For years, Public Works has had equipment spread out at various locations around the City—making it very difficult to do their jobs. In fact, our Public Works managers and staff previous office was

in the City Hall garage! With our new Corp Yard, Public Works staff will have office, work and repair space. Tools, supplies and equipment will now all be stored onsite.

This new facility was the result of an agreement between the owners of the Cabrillo Business Park, Sares-Regis, and the City of

Goleta. Sares-Regis provided the building and assisted with all improvements to ready it for the City's use. The Corp Yard and its central location to the City will work to ensure greater response and efficiencies for our community.



Goleta Amtrak Station Offers New Amenities

In an effort to better accommodate Goleta travelers, Amtrak has installed bathrooms and bike racks at the Goleta Station. This was a joint effort by the City of Goleta, Caltrans, Amtrak and Santa Barbara Council of Governments (SBCAG).

Home Improvement: Know the Code!

You probably know that many home-improvement projects increase the value of your residence and make it more attractive. Did you know that many do-it-yourself projects require a permit from the City of Goleta Permit & Design Center?

If you are in doubt about whether a permit is required, err on the safe side and give our Permit & Design Center staff a call. They are very helpful and want to work with residents to ensure that building and planning standards are met while at the same time making your dream a reality.

The worst thing is to build an addition, fence, or porch and then find out that you need a permit. At best this will delay your project and at worst you may have to pay a fine and/or tear down the structure.

Talk to the City of Goleta Planning and Building staff before picking up that hammer. You'll be glad you did!

Permit & Design Center hours:

Mon – Thurs 7:30 am – 5:30 pm; Fri 8-1 pm. Or call 961.7552 (Building Division); 961.7543 (Planning Division).



Coming Soon... a new way to do business with the City

Coming this winter, the City of Goleta will unveil our new and improved website. The Administrative Services Department has overseen the creation of a website that will enable residents and businesses to do business with the City 24/7, while at the same time providing comprehensive information in a user-friendly and easily understandable way.

Look for the new website in late Fall.

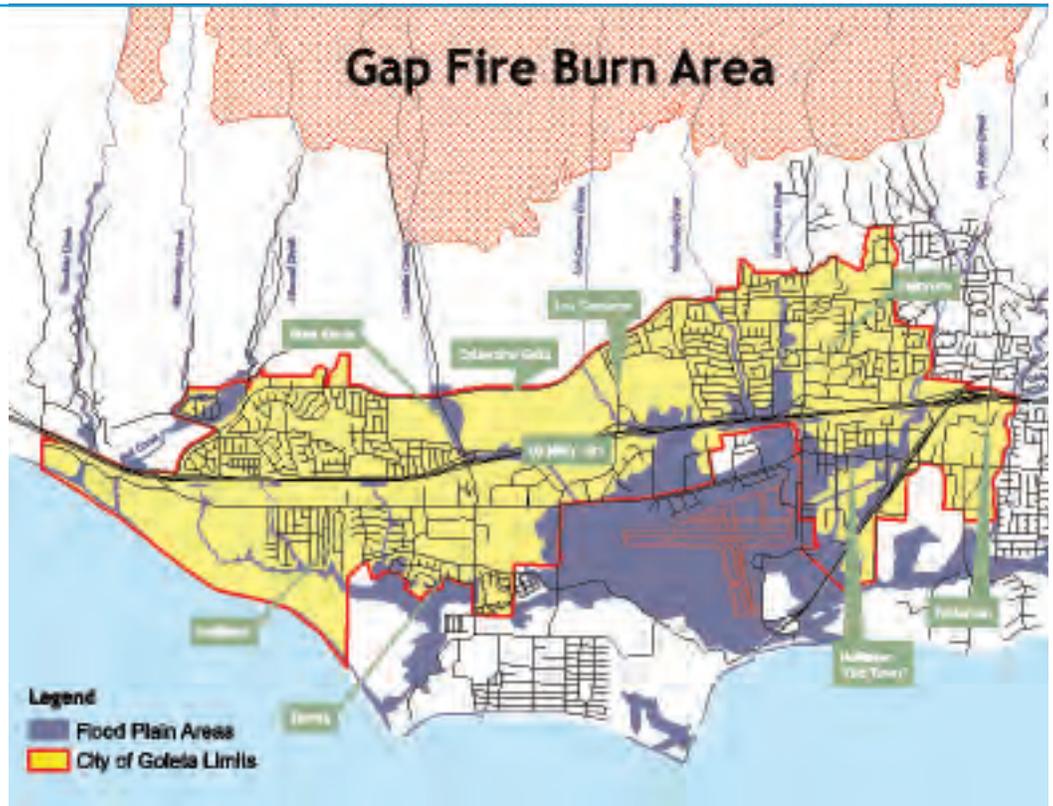
Call City of Goleta at 961.7500 or visit our website at www.cityofgoleta.org

Winter Storm Preparation

continued from front cover

neighborhoods that are at higher risk than other parts of the City. More information is available on the City's website and Channel 19.

Our community has experienced flooding before. Some may remember 1995 when the intersection of Hollister and Fairview was better suited for a canoe than a car. While the areas most at risk for flooding are in the flood plain, we want to make sure that all residents take precautions this season.



Preparing for Rain: Tips and Info

For info on Gap Fire Winter Preparations, visit www.cityofgoleta.org.

The **Guide to Winter Storm Preparation** is filled with useful info and tips and is available on the City's website and at City Hall.

For up-to-date info, call 961.7508, the City's Public Information Line. If you have a Public Works Request, call 961.7560.

Watch **Goleta TV Channel 19** for updates and info. Replays of community meetings on storm preparation will be broadcast on Thursdays and Fridays at 10am and 5pm.

Visit SB County at www.countyofsb.org and watch **SB County Channel 20** for the latest from the County of Santa Barbara.

If you live in or adjacent to a Flood Plain, visit the **National Flood Insurance Program** at www.floodsmart.gov or call 1-888-379-9531

Sand Bags are available to City and County residents at Fire Station 14 located at 320 North Los Carneros Road. You can also

Here are some tips to prepare for the rainy season:

- Inspect your roof for leaks.
- Clean out gutters, downspouts and roof drains.
- Check public storm drains in your neighborhood and report obstructed drains to City staff at 961.7500 or the 24-hour Public Works Hotline at 961.7560.
- Keep private yard drains clear of debris and obstructions.
- If your yard backs up to a creek, be sure to keep any green waste or other debris out of the creek. Any debris becomes a barrier and can cause flooding.
- If you have experienced flooding in the past or are in an area that floods, keep a supply of filled sandbags to protect your property.
- Stay out of creeks. Flooding can occur in a matter of minutes.
- Don't drive through a flooded intersection. Water is very powerful and quickly becomes dangerous.
- If you live in an area that has flooded before, get flood insurance.

purchase sand bags at Goleta Building Materials: 91 Frederick Lopez Rd, 967-5413 (pre-filled bags available); Orchard Supply Hardware: 125 N Fairview Ave, 681-1500 (filled and unfilled bags available); and Home Depot: 6975 Marketplace Dr, 961-4746 (unfilled bags only).

For weather updates, visit the **National Weather Service** at: www.weather.gov/losangeles for up to date info on our weather.

Also tune into your local news and radio stations for up-to-date info.

For tips on preparedness, visit www.ready.gov and www.sbredcross.com.



Helmets for Safety Gets Going

The City of Goleta, in partnership with Kiwanis Santa Barbara, has officially kicked off our “Helmets for Safety” initiative, providing bicycle helmets at a reduced cost to Goleta children. The program is focused on the safety of Goleta children by making sure all children have a helmet that is fit and worn properly. Helmets are available at City Hall and the Goleta Police Substation at Camino Real Marketplace. Children and parents who are interested in obtaining a helmet can visit either location, but please call beforehand to make sure someone qualified to perform a fitting is available.

By law, all children under the age of 18 must wear a bicycle helmet when riding anything with wheels. To encourage compliance with the law, all Goleta Police Deputies and the Goleta Police Motorcycle Division have specially designed “Helmets for Safety Coupons” that can be given to children not obeying the Helmet Law. The coupon is an envelope that contains basic information on the program as well as room for a parent/guardian signature. The City requests a \$10 donation; however, no one will be denied a helmet if they are unable to pay.

For more information please call 961.7508

Make It Safe for Kids

It's fall and school is back in session. That means hundreds of kids are riding their bikes and walking to school. It is great exercise and a lot of fun. So, let's all do our part to make it safe, as well.

While driving in school zones and areas where there are children, please be mindful of your speed and your attention level.

Here are a few reminders of the rules in and around school zones:

- The speed limit 1,500 feet from a school is 25mph. Within 500 feet, the speed limit drops to 15mph. Signs are posted.
- Cars must yield to students (and anyone else) inside a marked crosswalk. Please be respectful of crossing guards, as they are the ones who are keeping our children safe.
- Don't drive around a stopped school bus, in either direction, when the bus has its front and rear lights flashing. It's illegal...and very dangerous!
- Parents, remember to use the proper drop-off and pick-up locations adjacent to the school's facilities. Red curbs are not for dropping off children. Curbs are red because it is not safe to park—even temporarily.

Do your part. Obey the law. Respect our community. Slow down and help us create a safe environment for children.






Helmets for Safety... a City of Goleta and Kiwanis International initiative providing low cost or "free" bicycle helmets to Goleta children.

Helmets are available at City Hall or the Goleta Police Substation at Camino Real Marketplace. Children must have a parent/guardian signature on this envelope in order to receive a helmet. Please call to make an appointment.

May persons in City Hall hablar Español.

Parent/Guardian Signature: _____

Suggested donation for helmet is \$10. Contribute what you can. Children needing a helmet will receive one regardless of ability to pay. (please make checks payable to City of Goleta)

Goleta Sheriff Substation
7042 Marketplace
Goleta, CA 93117
(805) 571-1540

City Hall
130 Camino Drive, Suite 6
Goleta, CA 93117
(805) 961-7500

**CLIP OUT
COUPON
AND BRING
TO CITY
HALL**



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



Does a City Need Trees?

Of course! Trees provide shade, cool our homes, generate oxygen, provide habitat for animals, and protect the soil.

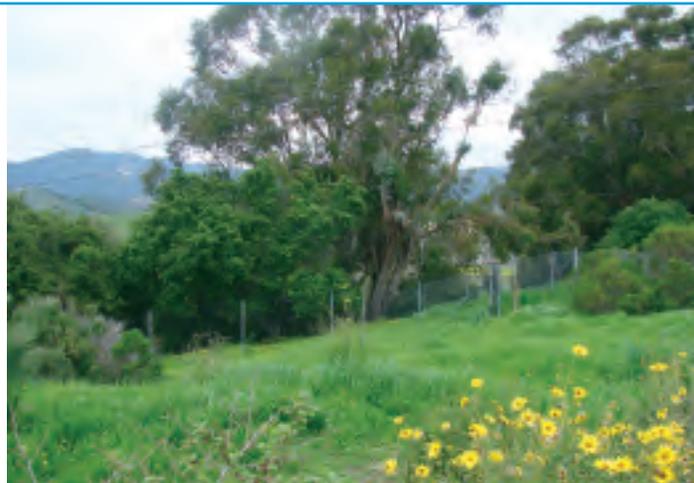
Beginning in October, the City of Goleta is embarking on the development of an Urban Forestry Management Plan. This plan is a comprehensive assessment of all trees, both public and private in the City of Goleta. Data, gathered through satellite imagery and other means, will tell us the state of our urban forest, including the condition of our trees, the size of the canopy, and the coverage of our trees. The City can use this data to set up goals and benchmarks for the future.

To get community input, a series of public workshops will be held at City Hall beginning in October. Meeting times will be posted on the City's website and Channel 19.

For more information about the Urban Forestry Management Plan and the process to be used in its development, contact Bill Millar, City Arborist, at 961-7575.

Speaking of Trees...Visit New Armitos Park!

The newest park in Old Town is now complete. Armitos Park is home to new playground equipment, benches, a grass area, and beautiful scenery for everyone to enjoy. The park is located on Armitos Avenue just east of Kellogg Avenue.



Household Hazardous Waste Recycling Made Easy



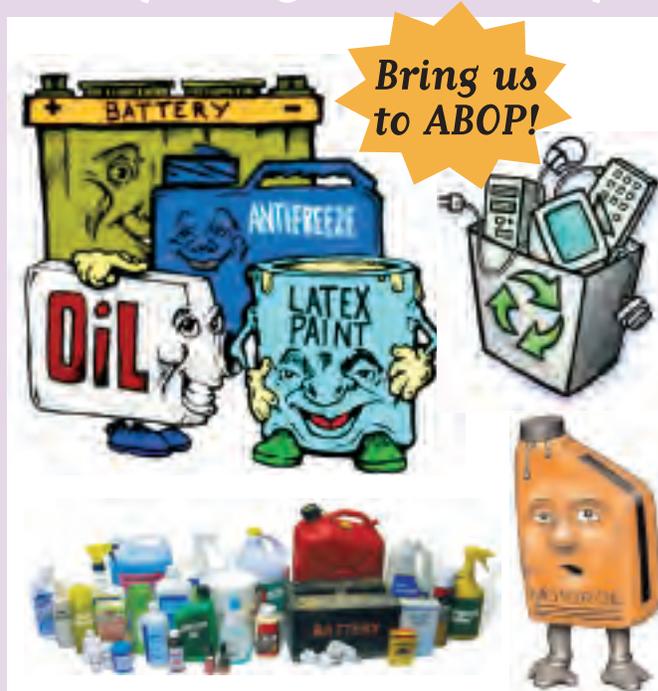
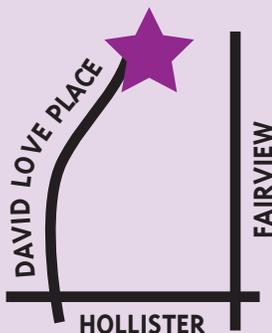
There is a new place in Goleta where you can get rid of the stuff that you know shouldn't go in your trash can.

MarBorg Industries has opened a new recycling center that will provide a free, convenient, one-stop location for recycling of household hazardous waste

items and electronics.

Marborg Industries' new ABOP (Antifreeze, Batteries, Oil, and Paint) and Electronics Collection Facility, provides a drop-off location for recycling many household hazardous waste items, such as antifreeze, batteries of any size including automobile and marine, oil, water-based paint, fluorescent lights, compact discs, cell phones, computers, televisions, and other electronics. The facility also takes recyclable glass, aluminum, cardboard, and plastic.

ABOP
20 David Love Place, Goleta
Hours: Mon – Sat, 9am – 4pm



Bring us to ABOP!

For more info, visit www.marborg.com.

en Español

THE MONARCH PRESS IN SPANISH



Tome las Precauciones para Proteger Su Hogar durante la Estación de las Lluvias que Inunda Probable

A causa del Fuego de Vacío, la Ciudad de Goleta puede ver alguna inundación de este invierno.

Desde que agosto temprano, la Ciudad de Goleta y medidas para controlar las inundaciones de Condado de Santa Barbara ha estado inspeccionando proactivamente y ha estado valorando puentes, las alcantarillas, los canales, los riachuelos y los caminos. Ellos se han embarcado en una serie de medidas de emergencia diseño para aumentar la capacidad de nuestros canales, los riachuelos, y las alcantarillas para tratar y minimizar el daño de la propiedad en caso de la inundación.

Aquí están puntas para preparar para la estación de las lluvias:

- Inspeccione su techo para filtraciones.
- Limpie canales, los desagüeros de downspouts y techo.
- Mantenga los desagüeros privados de yarda vacían de escombros y obstrucciones.
- Si su yarda retrocede a un riachuelo, la marca segura mantener algún desecho verde u otros escombros fuera del riachuelo. Cualquier escombros llega a ser una barrera y puede causar la inundación.
- Si usted ha experimentado la inundación en el pasado o está en un área que inunda, mantiene un suministro de sacos de arena llenados para proteger su propiedad.
- No conduzca por un cruce inundado. El agua es muy poderosa y puede llegar a ser peligroso rápidamente.
- Quédese afuera de riachuelos. La inundación puede ocurrir en un asunto de minutos.
- Si usted vive en un área que ha inundado antes, consigue el seguro de la inundación. Es para propietarios e inquilinos. La visita www.floodsmart.gov para encontrar a un agente del seguro.

¿Preguntas? Llame a City Hall 961.7500. Tenemos personal bilingüe y queremos escuchar su opiniones.



Si usted querría que más información sobre cómo prepare para inundar, por favor Municipalidad de contacto para un "la Guía a la Preparación de la Tormenta del Invierno" o visite nuestro sitio web, www.cityofgoleta.org.

La Alarma de la Ciudad de Goleta - Información que Usted Necesita, Cuando Usted Lo Necesita

La Ciudad de Goleta tiene un nuevo sistema para notificar a residentes y negocios acerca de información importante de comunidad o una emergencia. Hemos utilizado este sistema varias veces. ¡Permítanos saber si usted querría recibir la Ciudad de Goleta los Mensajes Alerta en español!

Si usted no ha recibido una llamada, por favor Municipalidad de contacto en 961,7500 ni correo electrónico: nosotros en: GoletaCityAlert@cityofgoleta.org. El Personal de la ciudad habla español.

Nueva Iniciativa Proporciona Bicicleta Cascos para Niños de Goleta

Es importante que niños bajo se envejezca 18 uso un casco de bicicleta cuando ellos cabalgan su bicicleta, la patineta, hojas de monopatín o rodillo. La Ciudad de Goleta y el Club de Kiwanis de Santa Barbara ha unido para asegurarse juntos a todos niños tienen acceso a un casco. Los cascos son available en Municipalidad o Camino el Mercado Verdadero. Ellos cuestan \$10, pero están disponible a cualquier niño de Goleta a pesar de recursos. Si usted es interesado en este programa, Municipalidad de llamada.



Obtener un casco de la ciudad hoy mismo! Clip a cabo el cupón en la página 5. Haga una cita y llegar a City Hall.



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

- Oct 7 Televised live on Channel 19
- Oct 21 Replayed on Wednesdays and Saturdays at 10 am and 5 pm.
- Nov 4
- Nov 18
- Dec 2
- Dec 16
- Jan 6 Meeting Cancelled

Planning Commission

2nd Monday of the month

Meets at 6 pm

- Oct 13 Televised live on Channel 19
- Nov 10 Replayed on Tuesdays and Sundays at 10 am and 5 pm.
- Dec 8

Design Review Board

2nd and 4th Tuesdays of the month

Meets at 3 pm

- Oct 14 Dec 9
- Oct 28 Dec 23
- Nov 11
- Nov 25

*Note: City Hall will be closed December 25 and 26, 2008 and January 1 and 2, 2009.

ECRWSS
Postal Customer



Celebrate Creek Week, October 4-12

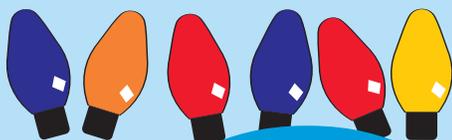
In celebration of Creek Week, **Saturday, October 11** from 1-4pm, the City of Goleta will be planting four Live Oak trees along San Jose Creek at Berkeley Avenue. Volunteers from Goleta Valley Beautiful will be on hand to assist with the tree plantings.

To participate in this or other Creek Week activities, call the Community Services Department at 961.7500 or visit: www.sbcreeks.org for more info.

Holiday Light Exchange* coming to City Hall this fall

Bring in one **old** strand and get a **new** strand of energy efficient LED holiday lights.

*Sponsored by SCEEP (see left)



Like Lemons?

Join the Goleta Valley Chamber of Commerce on October 18th & 19th at Girsh Park for the 17th annual California Lemon Festival in Goleta!

This year's **Safety Street** will take place both Saturday and Sunday at 10 a.m. Representatives from all of our local safety agencies will be there, including the Fire and Police Departments, CHP, Sheriff, Coast Guard, Red Cross, Department of Forestry and many more. This event is the largest two-day Safety Street gathering of all of our safety resources in one location.

On Saturday, participate in the **1K Walk, Run, Roll** sponsored by the Alpha Resource Center to raise awareness and promote involvement of community members with or without disabilities. Registration begins at 8am: Walk, Run, Roll at 9:15am. Call 683-2415 or register online at www.alphasb.org.

Don't forget to check out the **Goleta Fall Classic Car and Street Rod Show**, pie-eating contests, arts and crafts vendors, petting zoo, amusement-park rides and a variety of other activities for the whole family to enjoy.

For more information, call (800) 646.5382 or visit www.LemonFestival.com.

