



# the Monarch Press

City of Goleta Newsletter

## in this issue

- 2 Save Energy
  - 2 Get Free Flood Lights
  - 3 Towing Fees Increase
  - 3 New Police Tip Line
  - 3 Click it or Ticket is Here
  - 4 Building Community: Learn About Revenue Neutrality
  - 6 Disaster Preparedness Tips
  - 6 Celebrate Public Works Week in May!
  - 7 Monarch Press *en Español*
  - 8 First Annual State of the City
  - 8 Spring and Summer Activities in the Good Land
- ...and much more!**

## Firefighters Teach Goleta Third Graders Fire Safety

It's 3:00 in the morning. You're sound asleep when you awaken to the sound of a shrieking alarm. Your room is filled with smoke and you can't see your own hand in front of your face. What do you do? If you're one of the nearly 1,500 third graders in Santa Barbara County (including 500 from the Goleta Unified School District), there is a good chance that you know precisely what to do.

The Santa Barbara County Fire Dept. just wrapped up its annual six-week **Fire Safety Trailer Tour** of county schools. The Fire Safety Trailer is a scaled down two-story home on wheels, complete with a bedroom, living room and kitchen. The Fire Safety House is a fully interactive learning tool. The doors heat up, and the rooms fill with smoke. In each room is a firefighter who greets students as they enter, teaching them concepts such as "stay low and go." Students also learn the importance of smoke detectors and having a family escape plan.



For more information on the Fire Safety Trailer and tips for creating your own family escape plan, check out the Santa Barbara County Fire website at [www.sbcfire.com](http://www.sbcfire.com).

## Get Educated About Your Future



See pages 4-5

to learn about how Revenue Neutrality affects the programs and quality of life that we value

## Camino Real Marketplace Support Makes City Priority A Reality

In a commitment to public safety and enhanced community outreach, Camino Real Marketplace has generously donated refurbished office space for a brand new **City of Goleta Police Substation**. The City of Goleta and the Santa Barbara County Sheriff's Dept. worked with the Marketplace to make this long-sought community priority a reality. The Marketplace paid for the custom build-out of the office, and is providing this space rent-free to the City and Sheriff's Dept. for the next 5 years—a \$250,000 contribution to our community!

safety issues on the west side of town, but the substation will also house the Sheriff's Dept. Community Services Bureau, DARE program and Explorer's training.

This new facility provides office space for four to six officers, including the City's Community Resource Office and **Senior Deputy Dave Allcott**—the face of local law enforcement. The City of Goleta and the Santa Barbara County Sheriff's Dept. applaud the efforts made by Camino Real Marketplace to help the City and law enforcement develop a stronger presence in the community.

Located next to the movie theater complex, the Substation will be of great value to our community. Not only will the City benefit from a round-the-clock facility that can assist with

The City will officially celebrate the new Camino Real Police Substation's opening with a ribbon cutting ceremony in May. Visit the City's website or Channel 19 for details

**Easy  
Reference  
Guide!**

## 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

City of Goleta Info 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



This year, SCEEP is co-sponsoring the  
**South Coast Earth Day Event**

Santa Barbara Court House

**Sunday, April 20  
10 am – 5:30 pm**

*SCEEP will give away compact fluorescent lightbulbs and an Energy Star refrigerator.*

## Save Energy One Light Bulb at a Time

The City of Goleta has been a leading partner in the **South Coast Energy Efficiency Partnership (SCEEP)** for two years. During this time, SCEEP has sponsored many programs, including a lamp exchange, compact fluorescent bulb giveaways, refrigerator pick-ups, holiday-light exchanges, and business and mobile home direct install programs.

With these successful initiatives, we have saved over 4 million kilowatt hours of energy. This is the equivalent energy used to power 700 homes annually. Small changes add up to big savings.

Later in the year, SCEEP will offer an array of programs, including technical training workshops for building trade professionals, preschool energy-efficient lighting retrofits, a sixth grade curriculum on energy efficiency, and a lamp and holiday-light exchange.

For more information, check out our website [www.SouthCoastEnergyWise.org](http://www.SouthCoastEnergyWise.org) or call Megan Diaz, Energy Outreach Program Associate, Community Environmental Council at 963.0583, ext. 105.



## Got Floods?

**If you own flood lights, So. Cal. Edison wants you to change....for free!**

The LEEP (Lighting Energy Efficiency PAR 38/30 Aluminum Reflector CFL) Program is designed to help businesses in the retail, office, restaurant and hospitality industries be more energy efficient and improve their bottom line.

Call the EnergySolve technicians for information on your potential energy and maintenance cost savings through LEEP. You may order, receive and install your new energy efficient lamps free of charge.

**You have nothing to lose by replacing your flood lights. Call: 1(877) 966.5556**

## Changes to City's Blueprint Get the Green Light

The City Council heard public testimony on City-initiated proposed amendments to the policies and text of the General Plan during public hearings January 17 and 29. Staff and technical experts are now conducting policy analysis and environmental studies. The Planning Commission and City Council will consider the adoption of amendments in two phases of public hearings in April and in September.

**Check the City's website, [www.cityofgoleta.org](http://www.cityofgoleta.org) under the General Plan section for the latest information.**

*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](mailto:themonarchpress@cityofgoleta.org).

## City Police Create Anonymous Tip Line call 961.7574

We live in a relatively low-crime area, and we're lucky to have an outstanding Police Dept. But crime prevention cannot be achieved by law enforcement alone. Police depend on community help to prevent crime or spot problems or violations in Goleta.

The City of Goleta Police Dept. now has an anonymous tip line where residents can report a crime or suspicious activity. The tip line is for non-emergency matters only. **Nothing is too small or unimportant to report.**

When calling, please identify the location of the incident you are reporting and any other details. The tip line is completely confidential. No one will call you back, unless you want them to. Our Community Resource Officer will check the tip line messages each weekday.

Please be aware that this line is not for crimes in progress, or emergencies. Call 911 for an emergency.

**Call 961.7574, the City's tip line, if you want to report anything to the Goleta Police Dept.**

## After School Programs Need Business Support

Fall's *Monarch Press* introduced you to the Junior High After School Sports and Recreation programs available to Goleta Valley Junior High students. These free programs provide a great opportunity for junior-high age youth to get active in a safe, supervised and fun place after school. Goleta Valley Junior High's program enjoys the highest participation rate of all local junior high schools.

Sports equipment, uniforms and other supplies are already in short supply. Here is a great opportunity for local businesses to show support for these programs by sponsoring a sport or team.

**If you are interested in more info, call the City Manager's Office at 961.7500.**

## Towing Fees Increase in April

The Santa Barbara Sheriff's Dept. has contracts with local tow companies to provide towing services in the City of Goleta. Since 1994, towing fees have been a flat \$45. Beginning April 1 towing fees will increase in Santa Barbara County to between \$135 and \$170. This increased amount reflects the actual costs involved for Sheriff's Deputies, Patrol, Dispatch and Administrative personnel to process a towed vehicle.

### Did you know that the City of Goleta tows more vehicles than all other cities in Santa Barbara County, combined?

Why? Because the City has proactive Neighborhood Services and City Police Departments committed to keeping streets and neighborhoods safe and free of abandoned vehicles.



## Sergeant Greg Nordyke Says "Buckle Up"

"Click it or Ticket" is a nationwide campaign for seat belt enforcement rolled-out each spring. The campaign reinforces the importance of wearing your seatbelt.

Everyone knows that by law, you must wear your seatbelt, and more importantly, that wearing seatbelts saves lives. Moreover, seatbelts must be worn correctly. Placing the shoulder portion of the seatbelt under the arm, for instance, is a violation of the seatbelt law and can result in a ticket for both drivers and passengers. California law exempts drivers and passengers from wearing their seatbelts if a medical condition, certified by a licensed physician, makes wearing one impossible.

**The Click It or Ticket campaign in Goleta is funded through a grant from the State Office of Traffic Safety.**

*This will be Officer Greg Nordyke's last column with The Monarch Press. After 30 years with the Santa Barbara County Sheriff's Dept., the last six with the City of Goleta, Officer Nordyke retired March 7. Officer Nordyke has been a leader in traffic and school safety in our community. He frequently went to Sacramento to speak to legislators or help draft traffic safety legislation.*



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

# Building a Community that

In the coming weeks and months, residents will start to hear more and more about the “Revenue Neutrality Agreement” or the “City-County Tax-Sharing Agreement.” This issue has a direct and profound impact on the community in which we live and the community that we envision for our future.

Every single person that lives in the City of Goleta is impacted by this issue. You owe it to yourself to become educated and stay informed about this vital issue.

## What is a Revenue Neutrality Agreement?

When an unincorporated area wants to become a city, it must work with the county on a financial agreement to transition from being unincorporated into being a city. A Revenue Neutrality Agreement ensures that the new city and the county have the resources to make the transition successful financially.

## What is the City of Goleta/County of Santa Barbara Revenue Neutrality Agreement?

In order for Goleta to become a city it agreed to give locally generated revenues to the County. The agreement is:

- 50% of all property tax goes to SB County (never expires, never decreases);
- 50% of all sales tax goes to SB County (decreases to 30% after 10 years);
- 40% of all hotel/bed taxes go to SB County (decreases to zero after ten years) .

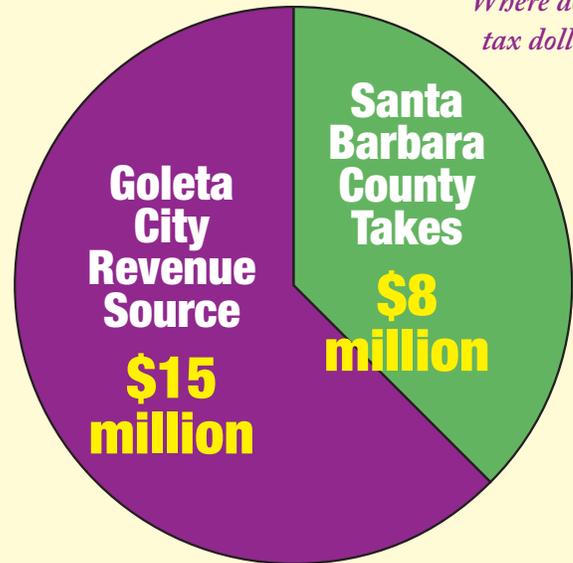
[see blue chart on opposite page](#)



The City of Goleta values **youth, adult, and senior recreation programs.**

## Goleta General Fund\* Revenues

*\*Where does your tax dollar go?*



**TOTAL: \$24 million**

No other cities in Santa Barbara County share their revenue with the County

Originally, it was estimated that this agreement would give \$55 million to SB County over the first 10 years; however, due to favorable economic conditions, the actual result is that Goleta will have given approximately \$87 million to the County in 10 years. This is 30% more than originally estimated.

## Why is this important?

Every year, Goleta generates about \$24 million in local revenues—sales taxes, property taxes, and hotel/bed taxes. Of this amount Goleta gets around \$15 million for general government operations, and Goleta gives \$8 million to the County

**Imagine if Goleta could keep a portion of the \$8 million it gives to the County?**

The City Council would like to see the development of youth and adult recreation programs, enhanced public infrastructure, more community policing, and affordable and workforce housing. What programs or services are important to you?

The City of Goleta does not receive any extra services or programs from the County for this \$8 million per year. Goletans receive the same as any other resident in SB County. The difference is Goleta pays twice as much because of our tax sharing agreement. Unless changed, Goleta taxpayers will forever be subsidizing County operations.

# What Values Our Quality of Life

**The City Council has big goals for the future. They envision a City with:**

- Increased recreation opportunities for youth, adults, seniors and families;
- Affordable and workforce housing programs;
- Better maintained public facilities and streets;
- Enhanced law enforcement services;
- Capital improvement funding for projects such as the Hollister Avenue Redesign, San Jose Creek, and Los Carneros Bridge Overcrossing;
- Support for other organizations that provide services to residents in Goleta.

**All of these initiatives cost money.**



The City of Goleta values **open space, parks, public safety, infrastructure**, —sidewalks, streets, and bridges—and other programs that raise our quality of life and bring us together as a community.

## What is Next?

Members of the City Council are meeting with County Supervisors to talk about how this current financial arrangement hurts Goleta's ability to become a fully healthy and vibrant community. The County, however, has their own fiscal problems, so there is no incentive for them to change the current relationship since it is working to their benefit.

**Goletans can be sure that the City Council is aggressively looking at all available options.**

If Goleta is to become the city and community we want it to be and offer the type of programs and initiatives that other cities and residents take for granted, we need to look at all alternatives that will ultimately benefit our quality of life and the quality of lives of our families.

Residents of the City of Goleta and members of the City Council must work together to take responsibility for the future.

## Goleta and Santa Barbara County Tax Sharing\* Agreement

Goleta City Revenue Source	% Santa Barbara County Takes	
	First 10 years (til 2012)	after 10 years (til forever)
Property Taxes	50%	50%
Sales Taxes	50%	30%
Hotel/Bed Taxes	40%	0%

*\*known as Revenue Neutrality*

# Learn about Revenue Neutrality.

If this is an issue that you care about, let us and your County Supervisor know.



## Partnership Buys Disaster Trailers

**T**he Goleta Partnership for Preparedness, composed of the City of Goleta, the Goleta Valley Chamber of Commerce and the Santa Barbara County Chapter of the American Red Cross, reached a big fundraising goal in February. Two Red Cross disaster supplies trailers, purchased with the fundraising money, are now ready to assist Goleta residents and businesses in an emergency. The partnership thanks **Yardi Systems, Jordanos, Inc., Marborg Industries, The Towbes Group, Inc., Camino Real Marketplace** and the **City of Goleta** for generous support in making these trailers a reality for our community.



### Time to Create a Disaster Plan

April is National Disaster Preparedness Month. Why not put a disaster plan in place for you and your family? Here are some ideas to get you started:

- Visit [www.ready.gov](http://www.ready.gov) for great information and ideas about emergency preparedness.
- Post a list of emergency contacts in an easy access place.
- Buy an extra bottle (or two) of water for your pantry or garage.
- Put new batteries in your flashlights.

Putting together a disaster supplies kit doesn't take a lot of time or money.

### Businesses: Are You Ready?

The Goleta Partnership for Preparedness held a workshop for businesses on disaster preparedness in February. It was well-attended and offered timely information on how to create a disaster plan.

The workshop is being shown on Goleta Channel 19. Check the City's website and Channel 19 for playing times. For materials from the workshop, including a disaster preparedness "how to" workbook, call the Goleta Valley Chamber of Commerce at 967.2500. Available for \$10.



### With Spring Comes City Repairs

The City's contractors will be hard at work replacing broken and uplifted concrete sidewalks, curbs and gutters throughout the City beginning in May. Twelve access ramps and 175 sidewalk locations will be installed and repaired. Access ramps are critical for residents who use wheelchairs, mobility scooters, walkers and strollers. The City spends approximately \$300,000 per year on this program, most of which comes from Measure D funds.

### Celebrate Public Works Week in May!

In 1960 President John F. Kennedy proclaimed that one week each year would be set aside to recognize the accomplishments of Public Works professionals.

To acknowledge our Community Services crew, the City celebrates **Public Works Week, May 18-24**.

This is a great time of year to bring attention to the important work, some unseen, which goes on day in and day out to make our City work.

Our City's Public Works crews are always on hand. They are the people you see out at 10 pm on a rainy Sunday night, surrounded by orange cones, clearing debris from a road or trimming a tree that has fallen across the sidewalk. They work to keep our streets, sidewalks, parks and open space clean and safe.

**Remember when you see the orange cones in the street, slow down. It keeps everyone safe.**

### Community Services Holds Outdoor Office Hours

**Monday, May 19** 10:00 am – noon  
Camino Real Marketplace Courtyard

**Wednesday, May 21** 10:00 am – noon  
Fairview Shopping Center in front of Starbucks

**Friday, May 23** 10:00 am – noon  
Goleta Valley Community Center



## Es el Momento De Crear Un Plan Para Estar Preparados Ante un Desastre

¿Usted sabía que abril es el mes designado para prepararse si hay un desastre? ¿Por qué no hacer un plan para que usted y su familia estén preparados? Aquí hay unas ideas para empezar:

- Visite [www.ready.gov](http://www.ready.gov) para obtener información y buenas ideas de cómo estar preparados para una emergencia.
- Haga una lista de contactos de emergencia para usted y su familia.
- Compre una o dos botellas extras de agua para tener en la casa o en el garaje.
- Asegúrese de saber donde tiene las linternas.

Juntar estas cosas para estar listos si hay un desastre no requiere mucho tiempo ni dinero y no significa que tendremos un desastre—solamente significa que podrán sentir más alivio sabiendo que usted y su familia tienen lo necesario en caso de emergencia.

*Comiencen a prepararse hoy.*

### Anonymous Tip Line

### Línea Anónima

# 961.7574

## La Policía Crea Un Número Para Dar Información Anónimamente

El Departamento de Policía de Goleta ha creado una línea de teléfono para que los residentes puedan reportar delitos o actividades sospechosas anónimamente. La línea es para situaciones que no son urgentes. Nada es muy pequeño o poco importante para reportar. **Pueden dejar un mensaje en español.**

Cuando llamen, por favor indiquen el lugar del incidente junto con cualquier otro detalle. La línea es completamente confidencial. Nadie le va a llamar de vuelta al menos que usted lo pida. Nuestro Agente de Recursos Para la Comunidad revisará los mensajes todos los días.

Por favor acuérdense que esta línea no es para crímenes que estén ocurriendo en ese momento o para emergencias.

*Para emergencias por favor llamen al 911.*

## Más Seguridad Para el Público en Camino Real Marketplace

La ciudad de Goleta, Camino Real Marketplace, y el Departamento del Sherif del Condado de Santa Barbara muestran su dedicación a la seguridad publica y su apoyo a la comunidad con una subestación de policía nueva en Camino Real Marketplace.

Esta nueva instalación tiene espacio para cuatro a seis oficiales. Allí estará la Oficina de Recursos para la Comunidad (City's Community Resource Office) y la Oficina de Servicios Comunitarios del Departamento del Sherif del Condado de Santa Barbara.

## Cinturón de Seguridad o Multa

"Click it or Ticket" (Abróchelo o Citación) es una campaña nacional durante la primavera que impone el uso de cinturones de seguridad. La campaña nos recuerda la importancia de usar el cinturón de seguridad.

Todos saben que por ley tienen que ponerse los cinturones de seguridad y aun más importante que los cinturones salvan vidas.

*¡Abróchese para su seguridad!*

## Parque Nuevo Para Residentes de Old Town

Pronto los residentes de Old Town tendrán otro parque para gozar. En el 2005 la ciudad adquirió una propiedad de parte del Housing Authority con la meta de construir un parque para los residentes del vecindario de Old Town. La construcción de **Armitos Park (Parque Armitos)**, ubicado en Armitos Avenue al este de Kellogg Avenue, esta planeado para abrir en mayo del 2008 y debería estar terminado para el verano. Armitos Park tendrá juegos para niños, bancos, un área de césped, un caminito y un paisaje para que todos lo disfruten.

## Aumento de Honorarios de Grúa

Los contratistas del Departamento del Sherif del Condado de Santa Barbara suministran servicio de grúa en la Ciudad de Goleta. Desde 1994, los honorarios de grúa han sido \$45 dólares. Empezando el primero de abril los honorarios aumentaran en el Condado de Santa Barbara llegando a \$135 a \$170 dólares. La Ciudad de Goleta se dedica a que nuestras calles y vecindarios sean seguros y no haya vehículos abandonados.

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



Goleta City Hall • 130 Cremona Drive, Suite B • Goleta, CA 93117

# Spring 2008

PRE-SORTED  
STANDARD  
U.S. POSTAGE  
**PAID**  
Santa Barbara, CA  
PERMIT NO 553

## 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

April 1

Televised live on Channel 19.

April 15

Replayed on Wednesdays and Saturdays at 10 am and 5 pm.

May 6

May 20

June 3

June 17

### Planning Commission

2nd Monday of the month

Meets at 6 pm

April 14

Televised live on Channel 19.

May 12

June 9

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

April 8

April 12

May 13

May 27

June 10

June 24

## ECRWSS

Postal Customer

## First Annual "State of the City" Scheduled

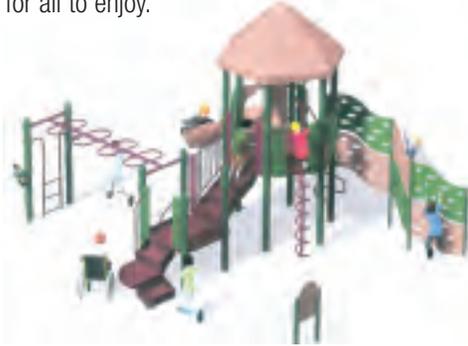
In late May, the City of Goleta will present the **First Annual "State of the City."** This event will be jointly sponsored by the City of Goleta and the Goleta Valley Chamber of Commerce. This is an opportunity for the Mayor, Councilmembers, and key staff to talk to the community about what the future holds for Goleta. We look forward to good community participation and interaction. All members of the community are encouraged to attend.

The State of the City will be replayed on Goleta TV Channel 19. Check [www.cityofgoleta.org](http://www.cityofgoleta.org) or Channel 19 for playing times.

**State of the City Luncheon**  
**Thursday, May 29**  
**11:30 am - 1:30 pm**  
at the  
**Holiday Inn**  
**5650 Calle Real**  
**Cost: TBD**  
Call 967.2500 or  
[www.goletavalley.org](http://www.goletavalley.org)  
for more info

## New Park in Old Town

Old Town residents will soon have another park to visit. Construction of **Armitos Park**, located on Armitos Avenue just east of Kellogg Avenue, begins in May 2008 and should be completed in time for summer. Armitos Park will feature playground equipment, benches, a grass area, a pathway and landscaping for all to enjoy.



## Spring and Summer Activities in the Good Land

### Girsh Park UK Soccer Camps

July 7-11 and Aug 11-15

### Full Count Fundamentals Baseball Camps

for boys and girls 8-14: June 23-27, June 30-July 3, July 7-11, July 14-18, Aug 4-8.

For more info, visit [www.fcbaseball.com](http://www.fcbaseball.com)

### West Coast Soccer and Baseball Camps

July 28-Aug 1

### UCSB Soccer Camps

June 23-27 and August 4-8

For more info, visit [www.girshpark.org](http://www.girshpark.org)

### Goleta Valley Community Center Goleta Valley Senior Center Fashion Show: Day Into Evening

April 26, 2008, 10:30 am

### GVCC School of Ballet Summer Camp

June 30-Aug 8, call Lisa Abshere, 683-0871

For more info, visit [www.thegvcc.com](http://www.thegvcc.com)

### First Annual Fiesta Ranchera Celebration at Rancho La Patera and Stow House

304 N. Los Carneros Rd. Goleta

June 4, 5:00-9:00 pm

For more info, visit [www.goletahistory.org](http://www.goletahistory.org)

### SBParent.com

A great resource for families on all types of activities for children.

## Redwood Trees Planted at Stow Grove

Stow Grove has long been an ideal place for a walk or picnic under its towering redwood trees. In March, a group of students from Laguna Blanca gathered at Stow Grove to plant 50 redwood saplings under the giant trees to help the grove continue to thrive. Each student was assigned a redwood tree, which has been given a GPS tracking number. Through the years to come, the students can return to Stow Grove and visit their trees to see their progress—and someday show their own children the mighty redwood they once planted.

**en Español**  
THE MONARCH PRESS IN SPANISH

**Es el Momento de Crear un Plan Para Este Proponerle Este un Desafío**

**Mis Seguridad Para el Público en Camino Real Molesto**

**Residentes de Old Town**

**Asamblea de Honorarios de Gracia**

**La Policía Creó un Número Para Dar Información Anónima**

**Now on page 7!**