



the Monarch Press

City of Goleta Newsletter

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Council Sets Priorities for 2007

In May 2006, the City Council embarked on an ambitious process to develop a Strategic Plan to give guidance to staff on their vision and priorities for the City. This past February, another planning session was held to enable the newly elected City Council the opportunity to provide input into the Strategic Plan so that it may reflect their values and priorities as well.

Plans are important. Why? If you don't have a plan, you won't know the direction you are going. If you have ever taken a trip, then you know the value of having a map or a plan. A map gives you direction, provides markers along your route, and lets you know when you have arrived at your destination.

The City's Strategic Plan is just such a map; it is a document that provides a destination of where the City Council wants to go with specific priority goals and objectives to achieve along the way.

In creating a Strategic Plan, the Council established a vision statement that reads: "Goleta

remains a beautiful and safe small town community, with family-friendly neighborhoods, that values the environment, agriculture, and open space while providing diverse housing, recreation and business opportunities." Using the vision statement as a foundation, the Council then developed 13 main goals (*see below*) and over 140 objectives designed to get to our destination.

In February, the City Council began the process of prioritizing the objectives that they would like to see reflected in the budget process and in City Department Work Plans. Since this Plan is very comprehensive, it would be impossible for the City to embark with equal effort on every goal in the document. Therefore, City Staff is currently evaluating the results of this prioritization process and will bring back before Council a timeline to initiate many of the Council's priorities in 2007.

We welcome input from residents on our Strategic Plan.

Goleta Vision Statement

"Goleta remains a beautiful and safe small town community, with family-friendly neighborhoods, that values the environment, agriculture, and open space while providing housing, recreation and business opportunities."

Priority Goals for the City

- Promote Comprehensive Housing Programs and Solutions
- Sustain Sound/Fiscal/Budgetary Planning
- Build, Retain and Support Highly Qualified Staff
- Emphasize Old Town Revitalization
- Emphasize Public Safety
- Develop and Improve Communication to Community
- Prioritize Maintenance of City Streets, Parks and Facilities
- Advance Goleta's Interests with other Jurisdictions
- Protect/Preserve Environment, Agriculture and Open Space
- Complete General Plan, Zoning Ordinance, and Implementation Measures
- Establish and Implement Parks, Recreation, and Open Spaces Programs
- Facilitate Delivery of Services to Residents
- Promote a Healthy Business Environment

**(in no particular order)*



See what's happening this Spring in Goleta!

Fresh Flowers from the Farmer's Market at Camino Real Marketplace

SEE PAGES 6-7.

All About City Hall

(805) 961.7500



www.cityofgoleta.org



Channel 19:
The Goleta Channel

Goleta City Council

Jean W. Blois	Mayor
Michael T. Bennett	Mayor Pro Tempore
Roger S. Aceves	Councilmember
Eric Onnen	Councilmember
Jonny Wallis	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
Televised live on Channel 19
Replayed Wednesdays and Saturdays
10 am and 5 pm

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

Permit & Design Center

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

Building Division (805) 961.7552
Planning Division (805) 961.7543

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.

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.



Feel Like Riding the Rails?

Caltrans and Amtrak are teaming up to offer a **2 for 1 promotion** good until June 15, 2007. The offer is good on Amtrak's Pacific Surfliner and the San Joaquin. Travel is valid to or from the following cities only: Camarillo, Carpinteria, Goleta, Grover Beach, Guadalupe, Moorpark, Surf/Lompoc, Ventura, Antioch, Corcoran, Hanford, Lodi, Madera, Merced, Modesto, Stockton, Turlock/Denair and Wasco.

This is a great way to take a trip. There is no wear and tear on your car, you will save on gas and you are helping the environment.

The "Free Companion Travel" coupons are available at City Hall.

More Space for "Counter" Operations

The City of Goleta Permit and Design Center, formerly known as the "Public Counter," now boasts a new space, a new public entrance, and expanded hours. Residents and design, building, and trade professionals are now able to access planning and building-related services through a newly-created storefront door entrance just to the right of the current City Hall entrance.



The Permit and Design Center is a great resource for any questions you may have on building and planning issues. Pictured here: Vance Johnson, Building Permit Technician, assists Skye McGinnis, a local contractor with a permit-related issue.



In addition to more space to interact with City Staff, the Permit and Design Center will be a hub of information on design, energy efficiency, contractor referrals, seminars and other resources.

Permit and Design Center Hours:

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

Building Division: 961.7552
Planning Division: 961.7543



Pouring Concrete Around the City

In mid April, the City's annual concrete repair program will kick-off. In the last three years, over 1,130 concrete sites have been repaired and 117 access ramps have been installed. That is a whole lot of concrete!

This year, the City will see concrete repair at over 250 separate locations and on 93 City Streets. Access ramps will be installed, and sidewalks, curbs and gutters, and residential driveway approaches will be repaired.

For information on what streets are affected, please visit the City of Goleta website at: www.cityofgoleta.org or watch Goleta TV on Channel 19 for updates on the concrete repair program.

Goleta Celebrates National Public Works Week

There are hard workers behind the scenes every day to keep the City running smoothly, and many of these people are Public Works Employees. These folks patch the streets, repair the sidewalks, keep the City clean, endure the rain to clear debris from storm drains, maintain public recreation areas, care for our street medians, trim street trees and shrubs, and perform numerous other tasks that make our City a better and safer place to live.

To recognize their efforts, the City of Goleta will be celebrating National Public Works Week on May 20-26, 2007. Look for information booths and public participation opportunities to promote an understanding of the undercover activities that make a City work.

For more information or to participate, call the Community Services Department at 961.7560.

See a Pothole? Debris in the Road?

Residents now have one simple number to call to report the locations that need street or sidewalk repairs. Residents can call 24 hours a day. The messages are retrieved at least twice daily.

Residents who call this line should be prepared with:

- The nearest street address or cross street to the needed repair. The more information that is provided, the more efficiently the request can be attended to.
- Your name and number if you wish to be contacted about the repair.

Problems with traffic signals or stop signs may impose a safety hazard, and people reporting such items should call the Public Works Streets Manager directly at 961.7571 for immediate attention.

Call 961.7570



Curb and gutter being poured during last year's concrete repair program.

New Sidewalks for Hollister Avenue

The City is installing missing sidewalks around Hollister Avenue near Storke Road and Phelps Road in order to enhance accessibility throughout this heavily traveled corridor. The City opted to install a narrower sidewalk so more linear feet of sidewalk could be installed, while still meeting Americans with Disabilities Act (ADA) standards. Funds for this work come from the Regional State Transportation Program.

As development projects are approved along the Hollister Avenue corridor, more landscaping and wider sidewalks will be installed.

What do you think?

This is the fourth edition of *The Monarch Press* and we would like to know what you think of it. Does it contain useful information? What would you like to see more of? What would you like to see less of? We are open to suggestions.

Either call us at: 961.7500 or email us at: themonarchpress@cityofgoleta.org with your feedback. Thank you.

Celebrate Local Earth Day Events

Did you know that Santa Barbara County is the birthplace of Earth Day? It is rumored that after **Senator Gaylord Nelson** visited here in 1969, just after the oil spill, the idea to have a day to celebrate and learn about the Earth's resources was born. In our corner of the world, we have two days to celebrate Earth Day.

On **April 14**, the **Goleta Family School** holds an Earth Day event at Stow Park in Goleta from 11 am – 4 pm. There will be music, games, vendors, and other activities. It is fun for people of all ages.

On **April 22**, **South Coast Earth Day Festival** will take place at the Santa Barbara County Courthouse Sunken Gardens from 1 pm to 5:30 pm. The theme, "**Global Warming: Change Begins with Learning**," takes a timely look at climate change through both scientific and artistic lenses. The festival will emphasize personal and community action with displays of renewable energy technologies, conservation techniques, and advanced-fuel vehicles. This event is sponsored by the **Community Environmental Council** and the **UCSB Bren School of Environmental Science and Management**.

All day on Sunday, April 22, every Santa Barbara MTD bus and electric shuttle will be FREE, anywhere to anywhere.



Snowy Plover Comes to Nest

Snowy Plovers, a federally protected endangered species, are nesting at the beach below Ellwood Mesa and the Coal Oil Point "Sands" beach. The nesting season begins in early March and ends in late September. The City asks residents to please respect the snowy plover's nesting grounds by following posted signs and by picking up litter. Trash attracts crows that prey on the snowy plovers. Thank you.

Recycling Resource Guide for Santa Barbara County Now Available

The **Recycling Resource Guide for Santa Barbara County** provides useful information and resources to help consumers and organizations learn how to prevent the creation of waste and to reuse or recycle the materials that they have used.

For example, the Guide contains information on places that accept materials to be reused or recycled, recycling drop-off and buy-back centers, tips to stop receiving junk mail, a composting/mulch program, hazardous waste facilities, and used motor oil collection centers.

You can pick up a copy of the Guide at City Hall or see an online version at www.LessIsMore.org.



Did you know that if every household in the United States replaced just one incandescent bulb with an energy efficient compact florescent light (CFL), it would eliminate the equivalent of the emissions created by 1,000,000 cars?

Flex Your Power

Get a Polluter Off the Road

This spring, the Santa Barbara County Air Pollution Control District (APCD) launched an **Old Car Buy-Back Program**, offering \$800 for cars, light-duty trucks, and (vans model year 1988) or older that are registered in Santa Barbara County and meet certain requirements.

Cars and trucks are the major source of onshore smog pollution in Santa Barbara County. Older vehicles can pollute 20-30 times more than newer ones. These higher-polluting vehicles make up only a small percent of those on the road, but produce a very large percentage of the vehicle pollution. The APCD program is designed to take these polluting vehicles off the road permanently by using a licensed auto dismantler to destroy cars and trucks voluntarily retired under this program.

The program currently has enough funding to buy back and retire more than 200 vehicles. The vehicle must be operable and registered in Santa Barbara County (for at least the last two years). Additional requirements may apply. Be a part of this important opportunity to improve our air quality!

For more information, visit www.OurAir.org or call 1.800.717.7624.

en Español

THE MONARCH PRESS IN SPANISH



¿Tiene tarjeta para la biblioteca?

La biblioteca de Goleta es un buen lugar para encontrar un libro bueno, descubrir arte, llevar los niños para que les lean un cuento, recibir ayuda con las tareas, hacerse miembro de un club de lectura, asistir a una clase u oír un libro en CD.

Para más información sobre las actividades de la biblioteca por favor visite la pagina en el internet www.sbplibrary.org.

Biblioteca Pública de Goleta

500 N. Fairview Avenue, 964.7878

Mon – Thur 10 am - 9 pm; Fri - Sat 10 am - 5:30 pm; Sun 1 - 5 pm



Guía de Reciclar para el Condado de Santa Barbara

La guía, Recycling Resource Guide for Santa Barbara County contiene información y recursos para ayudar a los consumidores y a las organizaciones a aprender a prevenir la creación de más basura y a usar y recibir materiales que ya han sido usados.

Puede obtener una copia de la guía en City Hall o ver una versión en el internet en www.lessismore.org

¿Ven Agujeros o Basura en la Calle?

Ahora hay un número para llamar cuando los residentes de la ciudad de Goleta quieran reportar una calle o acera que necesite reparaciones.

24 horas al día pueden reportar agujeros, grietas, u otros problemas al número 961.7570

Celebre "Earth Day"

(Día De Conservar el medio ambiente)

El 14 de abril: Goleta Family School presentará un evento para el "Earth Day" en Stow Grove Park en Goleta 11 am – 4 pm. Tendrán música, juegos, vendedores, y otras actividades. Será divertido para gente de todas las edades.

El 22 de abril: South Coast Earth Day Festival (Festival de la Costa Sur para el "Earth Day") será en Santa Barbara County Courthouse Sunken Gardens 10 am – 5:30 pm. La Féria pone énfasis en la acción personal y comunitaria con muestras de tecnología para renovar la energía, técnicas de conservación y vehículos con diferentes y nuevos combustibles. Lo más importante es que pueden llegar al evento por autobús (MTD) gratis.

El domingo, 22 de abril, todo el día, los autobuses de Santa Barbara MTD y el shuttle eléctrico serán gratis ida y vuelta de cualquier lugar.

Dos por Uno: Anda el Tren!

Caltrans y Amtrak se juntan para ofrecer una promoción de dos por uno, válida hasta el 15 de junio. Ésta oferta es para el **Amtrak Pacific Surfliner** y el San Joaquín. Los viajes son para ir o venir desde las siguientes ciudades solamente: Camarillo, Carpintería, Goleta, Grover Beach, Guadalupe, Moorpark, Surf/Lompoc, Ventura, Antioch, Corcoran, Hanford, Lodi, Madera, Merced, Modesto, Stockton, Turlock/Denair y Wasco.

Pueden buscar los cupones de dos por uno en City Hall.

Paren la Contaminación: Gana \$800!

El Santa Barbara County Air Pollution Control District (APCD), el distrito que controla la contaminación en el condado de Santa Barbara, empezó un programa que compra carros viejos, ofreciendo \$800 dólares por carros, camiones pequeños y vans de los años 1988 y más viejos, que estén registrados en el condado de Santa Barbara y que reúnen otros requisitos.

Para más información visite www.OurAir.org o llame 1.800.717.7624.

Los Parques de la Ciudad Valorán el Medio Ambiente

¿Sabía que en los parques y espacios abiertos de Goleta no se usan pesticidas? No usamos pesticidas de ninguna clase o fertilizantes con químicos sintéticos.

Esperamos que esta información sea útil para Ud. Si tiene preguntas llamen a City Hall. Tenemos personal bilingue y queremos escuchar su opiniones.

Springtime in the City!

Look around. It is spring in the City. Goleta is awash in the colors of blossoming trees, the Farmer's Market is overflowing with an abundance of fruits and vegetables, and kids are outside playing softball and baseball. It is a great time to get out and enjoy all the things that Goleta has to offer. Whether bird watching at the Sperling Preserve, flying a kite at Haskell's Beach, or taking a bicycle ride on the many bike paths around the City...get out and enjoy the Spring Season.



Goleta Farmer's Market Open Year 'Round, Rain or Shine!
Camino Real Marketplace
Corner of Storke and Hollister; Sun 10 am – 2 pm
Calle Real Center
5700 Block of Calle Real; Thurs 3 – 6 pm

June 2: Save the Date!

On Saturday, June 2 the **South Coast Energy Efficiency Partnership (SCEEP)**, of which the City of Goleta is a partner, will be sponsoring a **Refrigerator/Freezer Pick Up**. If you have an old refrigerator or freezer that you want to get rid of, there will be a number for you to call to schedule a pick up. The unit must be in working condition. More information will be available in late April and early May at the SCEEP website: www.SouthCoastEnergyWise.org, the City of Goleta Website, www.cityofgoleta.org, Channel 19, the Goleta Channel and at City Hall 961.7500.



It is a ritual of spring. All over the City, hundreds of local children suit up every weekend to play Baseball, Softball and T Ball. Pictured here are players at the "Opening Day" festivities of the Goleta Valley Girls Softball Association. For more information on youth baseball and softball programs, please visit: www.dpll.net (Dos Pueblos Little League), www.leaguelineup.com (Goleta Valley South Little League) and www.gvgsa.org (Goleta Valley Girls Softball Association).

Gardening Tips from a Guru

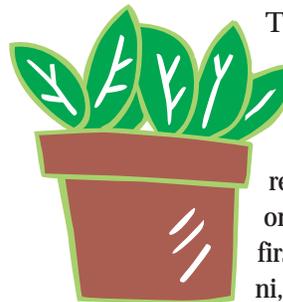
Spring in the Good Land is a great time to be outside and dig in the dirt. The *Monarch Press* asked **Bill Miller**, the City's Parks and Recreation Manager, for some good tips for the intrepid gardener or even the seasoned professional.

"Now that we have spent the winter pruning trees and roses, it is time to design your garden. The area will need to be cleaned and mulched. It is a great time to visit local nurseries to see what is available and what is coming soon."



People who have an interest in landscaping, vegetable gardening, herbs, or fruit trees should check out *Sunset Magazine*, *Western Gardener*, or *Organic Farming*.

The Goleta Library has some good resources on the subject of home gardens. (See page 7).



For the novice gardener, I always recommend starting small and adding on as you go. Radishes are an excellent first crop for most people, as are zucchini, squash, snap beans, and eggplant. Think about how much time you have to spend in your garden before you bury yourself in too much work. Also, you don't need a lot of space to enjoy gardening. Container gardens can be a great way to garden while still getting your hands dirty."



Spring Safety Tip from the City of Goleta Police....

I see a lot of people not wearing bicycle helmets. Isn't this against the law?

Well, yes and no. Any person under 18 years of age must wear an approved bicycle helmet. The term "bicycle" also includes skateboards, scooters, skates or basically anything with wheels. Riders over 18 years of age are not required to wear a helmet, however, it is strongly suggested they do.

– Sgt. Greg Nordyke, *Traffic Safety Motorcycle Officer*

For information on local bike paths and routes, a great resource is www.sbbike.com.

Got a Library Card?

Visit the Goleta Library! Tucked in near Fairview Avenue and Cathedral Oaks Road sits a treasure of information waiting to be discovered. The Library is a great place to find a good book, discover art, take the kids to storytime, get homework help, join a book club, attend a lecture, or listen to books on CD.

Goleta Public Library

500 N. Fairview Avenue, 964.7878

Mon – Thur 10 am - 9 pm; Fri - Sat 10 am - 5:30 pm; Sun 1 - 5 pm

Upcoming Children's Programs:

Ongoing: Preschool Story Time Wed & Thurs, 10:30 – 11 am
30 minutes of stories and finger plays for ages 2-5.

Crazy for Maisy April 19, 10:30 – 11 am

Cuentos de Mexico/Stories and Music of Mexico
April 26, 7 pm
Storyteller Michael Katz and world-renowned musician Luis Perez. Bilingual.

Gypsy Folk Ensemble: Dances from Mexico
May 10, 1:30 – 2 pm

Peter and the Wolf Puppet Show June 19, 2:30 pm

Meet Winston the Book Wolf and his Friend Marni McGee June 20, 10:30 – 11 am

Upcoming Adult Programs:

UCSB Panel Discussion on Global Warming
Monday, April 9, 7 – 8:30 pm
Field Notes From A Catastrophe: Man, Nature and Global Warming, by Elizabeth Kolbert

Free Lectures: *Sponsored by the Friends of the Goleta Valley Library*
Sunday, April 22, 2 – 3:30 pm
"The Power of the Sun": **Professor Walter Kohn**, Physics Department, UCSB, Nobel Prize Winner
Sunday, May 20, 2 – 3:30 pm
"Retirement Reinvented: How Santa Barbara is leading the retirement revolution": **Don Lubach**, Associate Director, Career Services, UCSB

The Library needs you! They are recruiting for volunteers now. To volunteer and for more information, visit www.sbplibrary.org or call 964.7878.

City Council Sets Up Process to Review General Plan

In early March, the City Council voted to establish a process to revisit certain aspects of the City's **General Plan**. A General Plan is a blueprint for the community which provides a statement of aspirations for the City. It is meant to be refined, changed, and updated based upon the changing needs of the community.

While the City's General Plan is just over 150 days old, the City Council is interested in considering changes to the Plan so that it reflects a philosophy of flexibility and general standards as opposed to rigid and specific standards. The General Plan Amendment Initiation Hearing will be held on April 16, 2007 at 6 pm.

Information will be posted on the City's website and Goleta TV on Channel 19.

Mobile Home Residents to Receive FREE Energy Efficiency Products

Starting in June, the **South Coast Energy Efficiency Partnership**, of which the City of Goleta is a partner, is unveiling an energy efficiency program for all mobile home residents. Any mobile home in the South Coast that is a Southern California Edison customer, is eligible for free energy efficiency products and services such as interior and exterior lighting, low flow showerheads, testing for and sealing of leaks in your heating and air conditioning ducts and tune-up of your central air conditioning unit.

In May, a letter will be sent to all mobile home residents describing the program in detail. Following that, an "open house" will be held at each mobile home park with the park's manager to learn more. Residents will be able to meet the contractors from Synergy Companies, who are contracted to do the work, and schedule an appointment.

For more information, please contact Synergy Companies at 1.888.988.9829 or City Hall at: 961.7500.

New Planning Commission

In February, the City Council made appointments to the City's first Planning Commission. The five members of the community that were selected are: **Brent Daniels, Ed Easton, Doris Kavanagh, Ken Knight, and Julie Kessler Solomon**. Commission members spent much of the month of March preparing for their new roles by participating in training sessions and informational meetings. The Planning Commission, which meets the second Monday of the month, will be officially sworn in by the City Clerk in April.



**ECRWSS
Postal Customer**

City Government Meetings

All meetings held at City Hall *Please check website or call to confirm meeting times.

City Council

1st and 3rd Mondays of the month
Meets at 1:30 pm and 6 pm*

- April 2
- April 16
- May 7
- May 21
- June 4
- June 18

Planning Commission

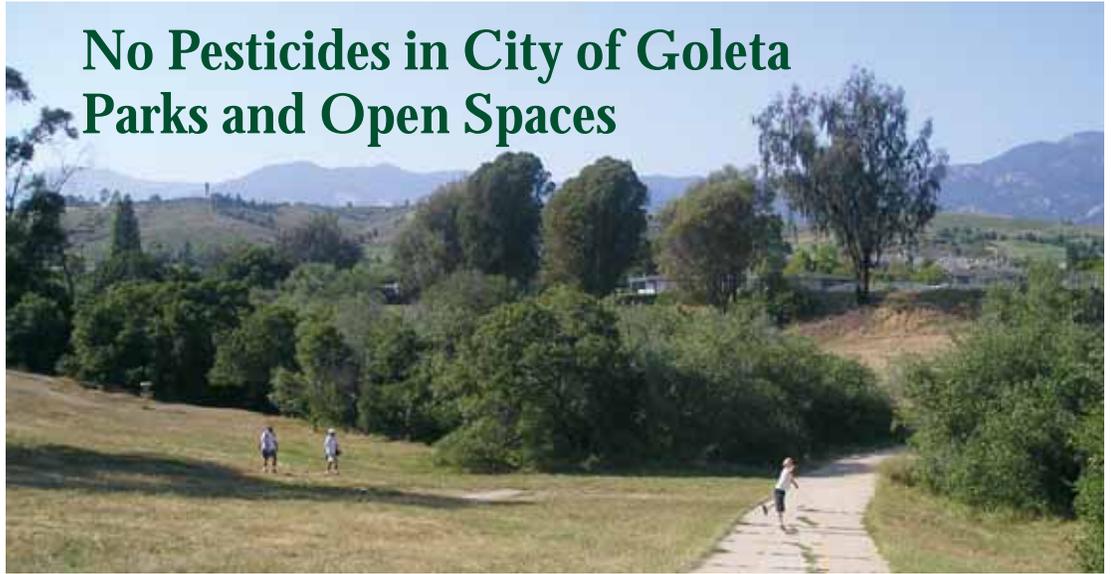
2nd Monday of the month
Meets at 6 pm*.

- April 9
- May 14
- June 11

Design Review Board

1st and 3rd Tuesdays of the month
Usually meets at 3 pm*.

- April 3
- April 17
- May 1
- May 15
- June 5
- June 19



No Pesticides in City of Goleta Parks and Open Spaces

Evergreen Disc Golf Course is located in Goleta in the Evergreen Open Space at Evergreen and Brandon. Disc Golf (similar to a Frisbee but smaller) is a popular sport with its own professional association. On April 28-29 the Southern California Disc Golf Association is sponsoring a professional tournament. **For more information or to volunteer:** contact www.socialdiscgolf.org or <http://members.cox.net/evergreen/>.

Did you know that the City of Goleta is pesticide-free in our parks and open spaces? In addition, all of the City's open spaces and two of our parks are "green," meaning that no synthetic chemicals are used and all additives are derived from organic sources. The City's Parks and Recreation Manager and key staff are all certified green gardeners who ensure that the City stays pesticide-free.

We are proud to be the first City in Santa Barbara County to be "Pesticide-Free."

Become A Certified Green Gardener

If you are interested in learning about the latest in resource efficient landscaping, the Green Gardener program, offered through Santa Barbara City College Adult Education, may be for you.

The 10-week class starts on Wednesday, April 11 at the Alice Schott Center, located at 310 West Padre Street, Room 31.

For more information please call: 564-5460 or visit www.greengardener.org.

Police Force Now A Presence At City Hall

The City's recent expansion into the office space at 130 Cremona Drive (next door) has enabled a portion of the City's Police force to be located at City Hall. The motorcycle units, in addition to our Chief of Police, **Lt. Chris Pappas**, now have office space in Goleta.

If you have a question or concern for our police officers, please give them a call at City Hall, 961.7500.



The Monarch Press in Español: Mira Pagina 5

Queremos asegurarnos de que los miembros de la comunidad que hablan español sepán que ésta ocurriendo en nuestros ciudad. Hay un resumen de los artículos en este boletín informativo.

Si tiene preguntas llamen a City Hall. Tenemos personal bilingüe y queremos escuchar sus opiniones.