



# the Monarch Press

City of Goleta Newsletter

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...and much more!



### Watch Goleta's Good Land video on YouTube!

The video was produced for Goleta's State of the City event. Visit the city's web site at [www.cityofgoleta.org](http://www.cityofgoleta.org) to access the YouTube link!

To catch a replay of Goleta's State of the City program, tune in to Goleta TV Channel 19 on Thursdays and Fridays at 10am and 5pm throughout July and August.

## Goleta City Alert: New System Gets Emergency Info Out Fast

The recent Gap Fire was a reminder to all of us about the importance of personal and family emergency preparedness and the necessity of accurate up-to-date information.

The City of Goleta is committed to getting residents and businesses the information they need in an emergency. As part of this commitment, the City has implemented a state-of-the-art automated notification system to contact City residents and businesses quickly and efficiently via landline (home or business phone), cell phone, PDA, and e-mail address. Goleta is the first City in the South County with this innovative public information tool.

emergency incidents such as power outages and road closures, as well as for community outreach. It is capable of sending 2 million 60-second voice messages and hundreds of thousands of emails and text messages in an hour.

Goleta City Alert is different than the traditional "Reverse 9-1-1" system in that residents may have up to six different combinations of phone numbers and emails programmed in the system. In an emergency, if the electricity is out and your landline is electricity-dependent, you will still be able to receive calls and text messages to your cell phone.

*continued on back cover*



We were making plans to unveil this new system in the summer edition of *The Monarch Press*; however, the Gap Fire did not want to wait. Even though the system is not yet perfected, we decided to use the new Goleta City Alert system during the Gap Fire and many of you received several calls from **Dan Singer**, City Manager of Goleta, updating you on the status of the fire.

**Goleta City Alert** is a web-based, interactive, high-speed notification system that allows City officials to record and send personalized messages in minutes. The system is used to notify businesses and residents of emergency incidents such as earthquakes or robberies, urgent non-

## Goleta Shines at First State of the City

Goleta held its first **State of the City** in May giving City leaders an opportunity to reflect on the progress we've made over the last six years. Leaders also outlined the goals and challenges that lie ahead. Hosted by the **Goleta Valley Chamber of Commerce**, the State of the City event featured speakers Mayor **Michael T. Bennett**, City Manager **Dan Singer**, along with the City's department directors.

Chief among the achievements noted is the investment of more than \$16 million in our

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**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

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

## State of the City

*continued from front cover*

streets and sidewalks, successful public safety initiatives, the implementation of the Strategic Plan, which defines the City's objectives and is a guide for the future direction, and the adoption of the General Plan. Other significant accomplishments were noted in the areas of the Redevelopment Agency, community services and outreach, along with the City's ability to fund these programs while maintaining a balanced budget that has exceeded its 33% reserve six years in a row.



City Manager Dan Singer addresses the attendees at the City's First Annual State of the City.



City leaders also discussed the impact of the Revenue Neutrality Agreement on Goleta. Although the City Council has been able to provide funding for many important programs that benefit residents and businesses, it will be increasingly difficult to fully fund some of these programs given the impact of the Revenue Neutrality Agreement on City finances. The State of the City was very well attended and we look forward to making it an annual event.

**The State of the City Report is available at City Hall, Goleta Library, Goleta Valley Chamber of Commerce, and Goleta Valley Community Center.**

**You can also view the report online at [www.cityofgoleta.org](http://www.cityofgoleta.org)**

## Remember to put down that phone! New Wireless Telephone Laws in Effect!

**As of July 1, all drivers are now prohibited from using a handheld wireless telephone while operating a motor vehicle.**

Motorists 18 and over may use a hands-free device, but drivers under the age of 18 may not.

The law does allow a driver to use a cell phone to make emergency calls to a law enforcement agency, medical provider, the fire department, or other emergency services agency. Also, passengers are still free to use wireless devices. But beware! If you are driving while using a handheld device, a law enforcement officer will pull you over and issue you a citation.

Be safe and follow the law. Purchase a wireless device, a headset or speaker for your car. Or, if you need to use your phone while driving, just pull off the road into a safe location to use your phone.



*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).



## Goleta Voters Face Exciting November Election

**N**ovember 4 will be a busy day for Goleta voters. In addition to the presidential election, voters will decide a congressional seat, state initiatives and last, but not least, local races.

Because Goleta is a “General Law” city, elections are held in November of even-numbered years. The City’s elective officers consist of a City Council made up of five council members among whom one is selected annually to act as the Mayor. The Mayor and the City Council are elected to four-year overlapping terms with no term limits. Voters will decide two seats in November.



### How to Run for Office!

Any Goleta resident 18 years of age or older who is a registered voter may run for a seat on the City Council. The nomination period opened July 14. You may

obtain all necessary papers to file and run for office from the City Clerk. Due to the magnitude of forms, schedules, and timelines during an election period, potential candidates for office are encouraged to schedule an orientation meeting with the City Clerk prior to the filing period.

**For information on election issues, contact City Clerk Deborah Constantino at 961.7505.**



### Police Substation Opens

The City of Goleta Police Substation is now open in Camino Real Marketplace! The substation is focused on the safety of Goleta residents while housing the Sheriff’s Department Community Services Bureau, DARE Program and Explorer’s training. The facility is consistently staffed with four to six officers, including the City’s Community Resource Deputy.



### Tree City USA Honor Bestowed on Goleta

Goleta has been named a **Tree City USA** community by the Arbor Day Foundation to honor its commitment to community forestry. The City of Goleta successfully met the foundation’s four requirements to become a Tree City, which include having a tree board or department, a tree care ordinance, a comprehensive community forestry program with an annual budget, and an Arbor Day observance.

**Interested in trees in the City of Goleta? Contact Bill Millar, the City’s arborist or visit Goleta Valley Beautiful, a local non profit dedicated to urban forestry in the Goleta Valley: [www.GoletaValleyBeautiful.org](http://www.GoletaValleyBeautiful.org).**



### Local Company Goes to Mars!

No, not really. But **ATK-Goleta**, a local high-tech space company, had a major role

with the **Mars Phoenix Lander**—a robotic space craft on a mission to Mars. The Mars Phoenix Lander is being used to search for life on Mars and research the history of water there. The Phoenix Lander had a successful landing in late May and will remain on Mars for 90 days, throughout the Martian summertime.

ATK was responsible for building the solar panels and the boom, or arm, for the craft. The solar panels, which provide power for the Lander to run at night, are the highest performance panels ever used in space. The boom holds the camera that is currently being used to send images back to Earth of the Mars landscape.

ATK-Goleta employs roughly 160 people, one-third of them being involved with the project. Jim Spink, senior program manager, is a graduate of both Dos Pueblos and UCSB. The success of the project is a great accomplishment for the company who is now working on solar arrays for the Orion, a manned spaceflight that is scheduled for liftoff in 2013.

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

## Drive Less...

With high gas prices, street work around town and a major Highway 101 project already underway, summer is a good time to think about ways to lessen your reliance on your car. Finding alternative means of transportation can be good for your health and the health of our environment.

### *What can you do?*

- Walk to the store or ride a bike for neighborhood errands.
- Maintain correct tire pressure in your vehicle.
- Team up with a friend or neighbor to do similar errands.
- Plan ahead and combine errands.
- Go the speed limit. Driving fast causes more wear and tear on your vehicle and uses more gas.

The City of Goleta is doing its part to lessen vehicles on the roadways and be better stewards of the environment.

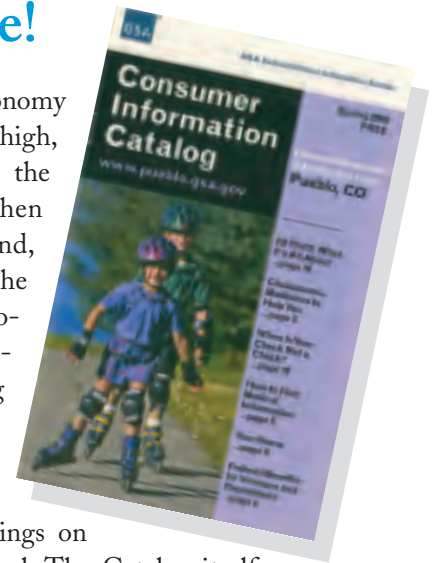
### *The City has:*

- Adopted a 9/80 schedule that enables employees to work 80 hours in 9 days with every other Friday off.
- Designated the City's Toyota Prius as a car pool vehicle for the use of employees traveling to their homes in Ventura County.
- Provided shower and locker facilities to employees who choose to ride their bicycles to work.
- And later this year, the City Council will consider an initiative to provide bus passes and other commuter vehicles passes to employees to encourage alternative transportation.



## ...Save More!

During times when the economy is slow and gas prices are high, consumers need to make the best choices possible when considering how to spend, save, and stay healthy. The federal government has produced a catalog of consumer information linking readers to hundreds of brochures that include helpful tips on loans, fraud prevention, and savings on health, education, and travel. The Catalog itself is free, as well as most of the brochures.



To look at a list of catalogues, visit the General Services Administration website at [www.pueblo.gsa.gov](http://www.pueblo.gsa.gov) and order several today!

## Businesses: Want to Go Green?

The City of Goleta and other entities in Santa Barbara County are working together on a comprehensive initiative to help businesses "go green."

**Green Business Santa Barbara County** is a multi-jurisdictional effort to encourage businesses to implement actions to protect, preserve, and improve the environment above and beyond what is required by law. The program is voluntary and offers assistance and incentives, including an official Green Business certification upon completion of the recommended actions.

The Green Business Program will initially certify qualifying office/retail businesses, automotive, hotels and restaurants. Once the Green Business Program is established, additional businesses will be included in the certification process.

If you are interested in learning more about this program, visit: [www.greenbizsbc.org](http://www.greenbizsbc.org).

**GREEN BUSINESS**  
SANTA BARBARA COUNTY

## Curb Your Commute!

**Traffic Solutions**, a division of the SBCAG (Santa Barbara County Area Governments), has initiated "Curb Your Commute" a set of programs and events to help improve the commutes of people traveling Highway 101 during the Milpas to Hot Springs construction project. Traffic Solutions

also offers comprehensive solutions year round for employers and employees.

Visit [www.trafficsolutions.info](http://www.trafficsolutions.info) for more information or to have a free transit or bike map sent to you through the mail!





# Keeping our Streets Sturdy with Measure A

**M**easure A (formerly Measure D), a half-cent sales tax for transportation and infrastructure repair, expires April 2010. The City of Goleta and all other Santa Barbara County cities endorsed the continuation of the half-cent tax.

Measure A calls for the South Coast and North County to each receive \$455 million for high-priority transportation projects. The measure funds a variety of projects including: street and road repair and maintenance; new freeway safety improvements; and interchange, bridge and local circulation improvements. The measure also funds expanded regional and local transit services, safe routes to school and bicycle and pedestrian walk-way improvements.

Under Measure A, the City of Goleta will receive \$7 million for overpass improvements and \$43 million for local streets and transportation improvements over its 30-year tenure.



## Cone Zone Signals Street Repairs

The City of Goleta's annual Street and Sidewalk Maintenance projects have begun!

Work in the roadways is underway with the Pavement Preparation and Slurry Seal projects. The City has been proactive this year with 59 separate road segments scheduled for rehabilitation during which damaged pavement areas will be repaired and sealed with a fresh coat.

Streets aren't the only thing getting a facelift. This year's Concrete Repair Project will replace cracked or uplifted concrete at approximately 153 separate locations. Twelve new access ramps are also slated for installation.

In the first six years, the City has invested over \$16 million in street and sidewalk repairs. Over 90 miles of streets and over 7 miles of sidewalks and 2 miles of curbs and gutters have already been repaired. In addition, 175 new access ramps have been completed.



## Highway 101 to Get a Makeover!

If you commute on Highway 101 or are an employer with employees that commute, you know that improvements between the Milpas Street exit and the Hot Springs Road exit have already begun this summer and will continue into 2012. Ultimately, the project will improve traffic flow and congestion on Highway 101, but during construction, traffic delays are likely.

**Please remember to drive safely and "Slow for the Cone Zone."**

For more information, please visit [www.SBROADS.com](http://www.SBROADS.com) or call 1-888-SB-ROADS.



Interested in a variety of tips on how to lower your energy costs, save money, and protect the environment? Visit [www.sceep.org](http://www.sceep.org) to learn about how taking small steps can really add up.

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

# New Storm Water Plan Coming Your Way



The City of Goleta has developed its **Storm Water Management Plan**, whose goal is to reduce the discharge of pollutants from storm water and protect area water quality. Keeping our creeks and ocean clean benefits everyone and everything living downstream!

This comprehensive plan focuses on developing multiple initiatives targeting public education and examining the impact of construction, post-construction, new development and redevelopment, as well as pollution-prevention for municipal operations.

The City's Plan was the subject of several meetings and public input. The City is now working to secure the approval of the Central Coast Regional Water Quality Control Board. After which, implementation of the Plan will begin.

For more information on this initiative please contact City Hall at 961.7500 or visit [www.cityofgoleta.org](http://www.cityofgoleta.org). *The Ocean Begins on Your Street* is a brochure filled with information and tips on keeping our ocean clean. Brochures are available at City Hall.

## Sprinkler Tune-Ups End Water Waste

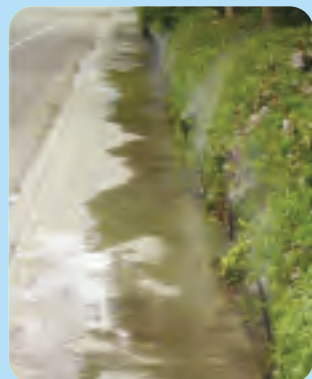
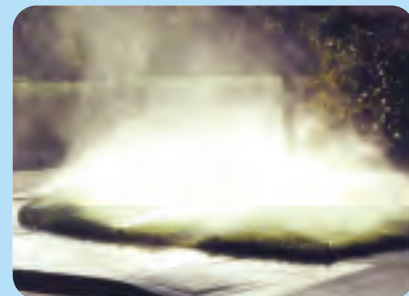
Did you know that over half of all urban-area water use happens outdoors? Sadly, much of this water is wasted as it sprays onto sidewalks and driveways, running down our streets into storm drains that lead to the ocean. Let's work together to save water. The following simple tune-up tips for improving your sprinkler's efficiency and reducing run-off will save water, save money, and help protect the ocean.



**Overspray** occurs when the sprinkler-head direction is not optimal and water spray extends beyond the landscape requiring water. To remedy this, adjust the spray head using the screw at the top. If this fix doesn't work, replace the head with one that has a more appropriate spraying radius.

**Misting** enables water-loss through wind drift and uneven distribution. To decrease water wasted, reduce the water pressure in the valve that controls the line to the sprinklers. Also, to increase efficiency set your automatic irrigation controller to run sprinklers in the morning, the least windy time of day.

**Spray-head obstruction** resulting in pooling and rapid runoff occurs when vegetation is allowed to grow and block the path of a sprinkler's water spray. Obstruction can cause water to pool at the base of the sprinkler and run off the property. To remedy this, regularly trim vegetation away from the direct path of the sprinkler head. You may also install shrub risers to elevate the sprinkler heads above all nearby plants.



For more information and water saving tips visit: [www.sbwater.org](http://www.sbwater.org). Goleta Water is also doing free check ups for customers! Call 964.6761 ext. 643 to have a representative come give you suggestions on efficient water usage.



# en Español



THE MONARCH PRESS IN SPANISH

## ¡Habrá los Fuegos Artificiales en Goleta!

El Acontecimiento del Día del trabajo para Celebrar Contestadores de Fuego "Gap" Emergencia

¡Venga disfrute de alimento, música, la diversión para los niños, y para los fuegos artificiales! Los billetes son \$6,00 para adultos y \$3,00 para niños se envejecen 1 a 12.

**Cuándo:** 1 de septiembre, a las 4 de la tarde

**Donde:** El Parque de Girsh, 7050 Rd de Phelps.

**La información:** Visite [www.GoletaFireworks.org](http://www.GoletaFireworks.org)

## Catálogo de consumo

Los consumidores necesitan para hacer las mejores elecciones posibles cuando teniendo en cuenta para cómo gastar, guardar, y para permanecer sano. El gobierno federal ha producido un catálogo de información de consumo que liga a lectores a folletos que incluye puntas útiles para manejar su dinero y el tiempo.

¡Para más información, contacte al General Atiende a sitio web de Administraciones en [www.pueblo.gsa.gov](http://www.pueblo.gsa.gov) y consigue su catálogo hoy!

## El Programa Verde Negocio

La Ciudad de Goleta y otras entidades en el Condado de Santa Barbara que todo trabaja juntos en una iniciativa para ayudar los negocios "go green."

El Programa **Green Business Santa Barbara County** es un esfuerzo de favorecer los negocios a tomar medidas para proteger, preservar, y para mejorar el ambiente. El programa es voluntario y ofrece ayuda y estímulos.

El Programa Green Business Santa Barbara County certificará inicialmente los hoteles, los restaurantes, talleres de automoviles, y los oficina/comercio al por menor. Una vez que el Programa Green Business es establecido, los negocios adicionales serán incluidos en el proceso de la certificación.

Si usted es interesado a aprender más de este programa, la visita: [www.greenbizsbc.org](http://www.greenbizsbc.org)

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

## La Alarma de la Ciudad de Goleta (Goleta City Alert)

El fuego "Gap" reciente de Vacío fue un recordatorio a todos nosotros de la importancia de la preparación personal y familiar para emergencias y la necesidad de información exacta.

La Ciudad de Goleta es cometida a conseguir a residentes y negocios la información que ellos necesitan en una emergencia. Cuando la parte de este compromiso, la Ciudad ha aplicado un sistema automatizado de la notificación para contactar a residentes de la ciudad y negocios a través de en casa o teléfono de negocio, el teléfono celular, PDA, y la dirección de correo electrónico. Las llamadas pueden ser mandadas en español y los residentes pueden seleccionar su preferencia del idioma.

Los residentes pueden tener hasta seis combinaciones diferentes de números de teléfono y correos electrónicos programado en el sistema. En una emergencia, si no hay electricidad y su línea de teléfono es el electricidad-dependiente, usted todavía podrá recibir las llamadas a su teléfono celular.



En las próximas varias semanas usted conseguirá una llamada del Administrador municipal de Goleta, Dan Singer, le notificando que el nuevo sistema emergencia-alerta de Ciudad está funcionando.

Visite al sitio Web de Goleta y clic en el icono que dice que **Conecta-CTY** y registra su información de contacto. Si usted no tiene acceso a una computadora, visita su biblioteca local, viene a la Municipalidad para llenar un Goleta City Alert Registration Form, o llamar la línea pública de información en 961-7508. Deje por favor algún recado y alguien le llamará ayuda para conseguir su información para el sistema.



**¡Registra Hoy!**



# SUMMER 2008

PRE-SORTED  
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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

August 19

Televised live on Channel 19.

Sept 2

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

Sept 16

Oct 7

Oct 21

### Planning Commission

2nd Monday of the month

Meets at 6 pm

August 11

Televised live on Channel 19.

Sept 8

Replayed on Tuesdays and Sundays at 10 am and 5 pm.

Oct 13

### Design Review Board

2nd and 4th Tuesdays of the month

Meets at 3 pm

August 12 August 26

Sept 9 Sept 23

Oct 14 Oct 28



ECRWSS  
Postal Customer

The City of Goleta thanks the Gap Fire Emergency Responders for their incredible efforts in protecting our community!



## There will be Fireworks in Goleta!

### Labor Day Event to Celebrate Gap Fire Emergency Responders

The Rotary Clubs of Goleta 4th of July event has been moved to Labor Day! Come enjoy food, music, bouncers for the kids, and of course, fireworks!

**Tickets:** Adults, \$6; children ages 1 to 12, \$3.

**When:** Monday, September 1, at 4 pm

**Where:** Girsh Park, 7050 Phelps Rd.

**Info:** Visit [www.GoletaFireworks.org](http://www.GoletaFireworks.org)

## Music in the City of Goleta

Free summer concerts are being held at Rancho La Patera Stow House and Girsh Park. Bring your family, a picnic dinner, and enjoy the lovely Goleta evenings.

### Rancho La Patera Stow House

**When:** Tuesdays – August 5, 12, 19 at 5:30 pm

**Where:** 304 North Los Carneros Rd.

**Info:** Call 964.4407 or visit [www.goletahistory.org](http://www.goletahistory.org)

### Girsh Park

**When:** Sundays – September 7, 14, 21, 28 at 4 pm

**Where:** 7050 Phelps Rd.

**Info:** Call 968.2773 or visit [www.girshpark.org](http://www.girshpark.org)

## Gap Fire – What Next?

The City of Goleta, County and Federal agencies are working together to assess the impact of winter rains on the Gap Fire Burn area and what it will mean to our community. A public forum will be held in the next coming weeks to discuss these issues.

Please call City Hall or visit our website for more information.

### Goleta City Alert, cont.'d from front cover

The system is already programmed with a main phone number for each City residential and business address, including private and blocked numbers, but each household can self-register up to six additional contacts such as cell phone, work phone, an out-of-state contact, and e-mail.

**Listen for your Alert!** In the next several weeks you will get a call from Goleta's City Manager, Dan Singer, notifying you that our new emergency-alert system is up and running.

Visit the City of Goleta website and click on the icon that says "Connect-CTY" and register your contact information. There is also a list of frequently asked questions for your reference. If you don't have access to a computer, you can visit your local library, come to City Hall to fill out a Goleta City Alert Registration Form, or call the City's Public Information Line at 961-7508. Please leave a message and someone will call you back to get your information and put it into the system.

**Goleta Alert...it is your alert to safety.**

If you have questions about Goleta City Alert, please call the City Manager's Office at 961.7500. Register today!



Go to [www.cityofgoleta.org](http://www.cityofgoleta.org)  
Click on this icon to register!