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...and much more!

Same Faces, New Make Up

City Council Reorganizes at December Meeting

At its first meeting in December, the City Council reorganized, choosing new leadership for the upcoming year. **Michael T. Bennett** was elected by the City Council to serve as the Mayor of Goleta and Councilmember **Roger Aceves** was elected to serve as Mayor Pro Tempore (pronounced pro tem) for the term December 3, 2007 – December 1, 2008.

Bennett, a long-time Goleta resident and retired fire battalion chief, plans to be an active mayor, holding office hours in the community and leading efforts to revitalize the Old Town area. Mayor Pro Tempore Roger Aceves, who retired last May after 30 years with the Santa Barbara Police Department, is committed to youth issues, including recreation opportunities and gang prevention.

In addition, council members were appointed to various boards, committees and commissions on issues of importance to the Goleta community. For a complete list of new appointments and for more information, visit the City of Goleta website, www.cityofgoleta.org.

Former Mayor **Jean Blois**—Goleta's first two-term mayor—served the City with humor and grace during the past year. She suffered a bad fall that put her in a wheelchair for six months, but she nonetheless wheeled herself to meetings in her usual good cheer. In recognition of her contributions to Goleta, on December 12 the Goleta Valley Chamber of Commerce formally dedicated the "Jean Blois Community Room" at their offices at 271 N. Fairview Rd.

The year ahead promises to be a busy one as our young city continues to make progress on major capital improvement projects, studying new programs and improving services to the Goleta community. It will be an exciting year and we encourage residents to be part of the process in making decisions about our city.

Let us hear from you. Attend a City Council meeting, meet with the Mayor, or write us a letter. Your views are important to us.

Deadline Set for Community Projects Grants

Goleta Community Projects Grant—one of the City Council's favorite programs—officially kicked off January 2. The City's annual initiative awards grants of up to \$2,500 to organizations, events or projects that benefit City of Goleta residents.

Past beneficiaries include the Goleta Valley Senior Program for special events; the South Coast Railroad Museum to fund a free admission day; the United Boys' and Girls' clubs to fund a teen clubhouse; Goleta Valley Junior High School and the Goleta Union School District for music programs; and an expanded "Goleta Stream Team" run by Santa Barbara Channelkeeper. These are only a few of the

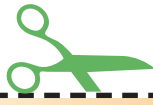
organizations that do good work in our community who received grant awards.

The application period for this year's grant program is January 2 – February 11. Project categories are: Goleta Community Organizations; Cultural Activities; Goleta-oriented Special Events; and Regional Projects of Benefit to Goletans. Grant applications are reviewed by the mayor and two City of Goleta residents. The City Council will consider the committee's grant recommendations at a meeting in April.

For more info, visit the City of Goleta website, www.cityofgoleta.org. Application forms may be obtained at City Hall, 130 Cremona Dr., Ste. B, Goleta, CA 93117.



Members of the **United Boys and Girls Club** enjoy computer time. For information on programs and activities at the Goleta Clubhouse, call 805.967.1612.



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

**Easy
Reference
Guide!**

New Housing Developments Feature Affordable Units

If you live in Goleta, you know that housing costs have skyrocketed, leaving many families and local business employees with few affordable housing options. The City is proactively addressing the issue with the approval of two projects that will increase the supply of affordable and workforce rental housing in our community.



On November 19, the **City Council Redevelopment Agency** approved the **Sumida Gardens** project. Located at Hollister Avenue and Overpass Road, this development will feature 200 apartments—34 affordable and 166 market-rate units—as well as recreation areas, including a pool, spa, tot lot, grass play area and group picnic areas for its residents.

The project is situated in the City's redevelopment area and uses funds specifically allocated for affordable housing. Given its location near Hollister Avenue and several

large employers, including Mentor and Cottage Hospital, residents will be able to walk to work or conveniently hop on the bus. As part of this project, Overpass Road will be extended to a new signalized intersection at Hollister Avenue. Other public improvements include sidewalks, streetlights, landscaping and a new bus shelter.

Also in November, the Planning Commission approved a residential development known as the **Village at Los Carneros**, which will be located adjacent to Highway 101 off of Los Carneros Road. Of the 275 units, 206 will be market rate condos, six will be restricted for moderate income and People's Self-Help Housing will own and manage 63 rental units. The City worked extensively with the developer to ensure that the project is environmentally friendly and encourages residents to bike and take public transportation to work. The City Council is expected to approve this project in January.

For more information about these projects, please contact City Hall.

City Council Meeting Date Changes: Make your voice heard on Tuesdays!

Starting January, City Council meetings move to Tuesdays. City Council meetings will be held on the 1st and 3rd Tuesday of the month, 1:30 pm and 6 pm, in the City Council Chamber.

City Council packets are available at City Hall or they can be viewed and downloaded from the City's website, www.cityofgoleta.org.

With City Council meetings changing to Tuesdays, the Design Review Board meetings will change to the 2nd and 4th Tuesday of the month at 3 pm in the City Council Chamber.

Planning Commission meetings will remain at the same time—the 2nd Monday of the month at 6 pm in the City Council Chamber.



**FREE
HELMETS
AVAILABLE**

Helmet Campaign Targets Youth on Wheels

As the City of Goleta leads the way in school safety by encouraging drivers to slow down, we want to encourage children to be safe while they are on wheels.

Starting late January, the City of Goleta, the Goleta Police Dept., and the Kiwanis Club of Santa Barbara are kicking off an exciting partnership to ensure that kids have what they need to be safe—a bicycle helmet. The partnership will begin with a series of public education events where children can pick up their helmet and learn tips about safety on the road.

Head injuries are preventable. Unfortunately, many children don't wear helmets when they are riding bikes, scooters or skateboards. The law says that people under the age of 18 who are riding something with wheels must wear a helmet. Violators are subject to a citation and fine of \$25.

Beginning this winter, the Goleta Police Dept. will begin cracking down, but with a twist. Each time the Goleta Police hand out a ticket for violating the helmet law, they will hand out something else as well — **a coupon good for one free bicycle helmet**. Helmets will be available at City Hall. To receive the free helmet, the child must come to City Hall and get properly fitted.

"The goal of this enforcement campaign is not about raising revenue," says Lt. Chris Pappas, Chief of Police for the City of Goleta. "We would rather have 100% compliance with the Helmet Law. It is about ensuring that children have what they need to be safe."

For more info on the Helmet Campaign, check the City's website, www.cityofgoleta.org and Goleta TV Channel 19.

Enforcement + Education + Helmet = Safety

Caution: New Speed Limit Ahead

In December, the City Council approved AB 321, legislation that will lower speed limits around our schools. Enforcement will begin as of January 1. Assemblymember Pedro Nava, authored this legislation with help from our very own Goleta Traffic Supervisor Sergeant Greg Nordyke. It was signed into law this fall by Governor Arnold Schwarzenegger.



Public Works Manager Bob Morgenstern next to new speed limit signs that are being installed around the City.

Ensuring pedestrian and bicycle safety around schools is a high priority for the City of Goleta. In 2003, Goleta was the first city in the County of Santa Barbara to adopt the Double Fine Zone ordinance, which doubled traffic fines within school zones. And Goleta is the first city in California to implement legislation lowering the speed limit around schools.

Reducing speed in and around school zones makes sense. We want to ensure that kids are safe in school and on their way to school. Do your part, won't you? Slow down. Or risk seeing Sergeant Nordyke's lights flashing in your rear view mirror.



Meet Deputy Dave

If you want to start a neighborhood—or business-watch program, Senior Deputy Dave Allcott's your man. Allcott is Goleta's new **Community Resource Deputy (CRD)**. He will provide information on public safety, crime prevention and assist businesses and residents

with a variety of issues. Allcott, who lives in Goleta and joined the City of Goleta Police Department in the fall, will work closely with local youth, community groups, and businesses. Look for Deputy Dave around town in his City of Goleta patrol car or at his office at City Hall. Say hello!

Public safety combines law enforcement and community outreach, and the City is pleased to provide residents excellence in both.

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

Disaster Planning Workshop for Businesses

The **Goleta Partnership for Preparedness**, which is composed of the City of Goleta, Goleta Valley Chamber of Commerce, and the Santa Barbara County of the American Red Cross, aims to educate, motivate, and inform the community on emergency preparedness.

On **Thursday, February 21**, the Goleta Partnership for Preparedness is sponsoring a workshop aimed at providing businesses with the tools and information they need in the event of a local disaster. The Business Preparedness Workshop, and the purchase of two American Red Cross disaster trailers are just two of the Partnership's goals for the next year.

For more info on the Business Preparedness Workshop, please contact the Goleta Valley Chamber of Commerce at: 805.967.2500 or www.goletavalley.com.

Businesses Get Customized Recycling Services

Do you ever go to a business or restaurant and wonder what they do with all those empty bottles, cans, cardboard containers and other recyclables? Good news! If you are in the City of Goleta, you won't have to wonder any more.

While Goleta residents have enjoyed a successful recycling program for the last five years, recycling 63% of their waste, businesses haven't enjoyed the same level of recycling convenience. All that is about to change.

In October, the City Council approved the Multifamily and Commercial Recycling Program. This program directs Marborg and Allied Waste—the City's two solid waste providers—to work with all Goleta businesses and multifamily properties to establish individualized recycling programs. Currently, about 44% of all businesses in the City have recycling programs, the City Council would like to see everyone have recycling. The City Council approach is not to mandate a one-size-fits-all program, but rather to let businesses, with the help of solid waste companies, develop customized programs based upon their company's individual needs.

The City Council will re-evaluate the effectiveness of this approach in one year. If it is successful, it might not be necessary to create a mandatory program in the future.

Over half of all waste in Santa Barbara County is generated by business and industry, so it is imperative that we work to make sure we are all doing our part to reduce, reuse and recycle.

Where Do We Toss the Christmas Tree?



If you have curbside service, Marborg or Allied Waste will pick up your Christmas Trees on trash or green waste collection days. If you don't have collection service, you can take your tree to the South Coast Recycling & Transfer Station at 4430 Calle Real between the hours of 7 am and 5 pm, Monday– Saturday.

This service is available free through January 20.

Before putting your tree on the curb, remember to remove all ornaments, tinsel and stands. Please cut trees over six feet tall into three-foot lengths.

For more info, call 961.7565, or visit the Santa Barbara County Waste Reduction website at: www.lessismore.org.

Did you know?

The average Goleta resident produces about 1,100 pounds of trash per year.

That's 407 pounds of garbage bound for the landfill and 693 pounds of recyclables and greenwaste (leaves, grass clippings, tree branches) per person!



Recycling Guide Gives Tips on Trash

If you're up to your ears in junk, the "Recycling Resource Guide" should be at the top of your reading list. The guide is bursting with useful information to help you get a handle on waste. Everything from preventing waste creation in the first place, to how to reuse

or recycle products and materials formerly known as garbage, is covered. The guide also offers useful tips on such things as stopping junk mail delivery and disposing of your old cell phones.

The guides are free. Pick one up at City Hall, or you can find the information at the Santa Barbara County Waste Reduction Program website at www.lessismore.org.

en Español

THE MONARCH PRESS IN SPANISH



Campaña de Cascos para Jóvenes

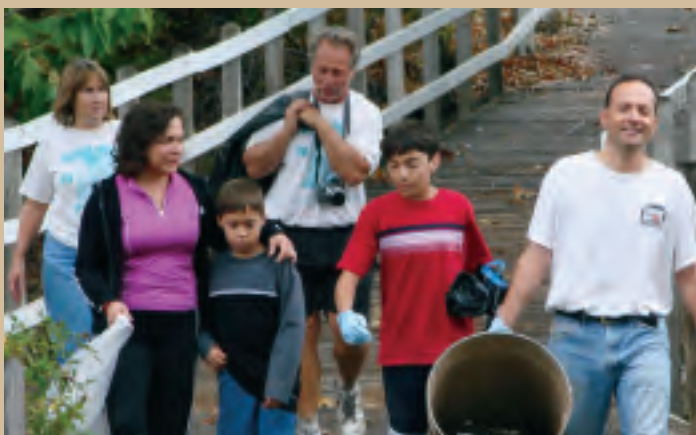
Con entusiasmo la Ciudad de Goleta anuncia un programa nuevo para los jóvenes. Empezando a fines de enero, la Ciudad de Goleta, el Departamento de Policía de Goleta y el Kiwanis Club de SB unirán sus esfuerzos para asegurarse de que los jóvenes tengan lo que necesitan para estar seguros, un casco cuando anden en bicicleta.



Se pueden evitar las lesiones de la cabeza. Desafortunadamente muchos jóvenes no se ponen el casco cuando andan en bicicleta, scooters, o patinetas. La ley dice que los menores de 18 años deben de tener un casco puesto si andan en algo con ruedas. Los que no obedecen pueden recibir una citación y una multa de \$25 dólares.

Empezando este invierno cada vez que la Policía de Goleta los cite por no cumplir con la ley les dará algo más, un cupón para un casco gratis. Los cascos estarán en City Hall. Para recibir el casco gratis, el joven tiene que ir a City Hall para que le den un casco del tamaño correcto.

Para más información sobre la Campaña de Cascos (Helmet Campaign) mire la página de Internet www.cityofgoleta.org, el canal 19.



Programa de Subvenciones para Proyectos Comunitarios

La subvención llamada Community Projects Grant es uno de los programas favoritos del Concilio de la Ciudad y oficialmente empezó el 2 de enero del 2007. La iniciativa anual de la ciudad otorga subvenciones de hasta \$2,500 dólares a organizaciones, eventos o proyectos que beneficiarán a los residentes de Goleta. El periodo de aceptar solicitudes para subvenciones en este año es del 2 de enero al 11 de febrero del 2008.

Se puede obtener una solicitud en City Hall, 130 Cremona Dr. Ste B, Goleta, CA 93117. O visite www.cityofgoleta.org.

Nuevas Construcciones de Viviendas con Residencias más Económicas

La ciudad de Goleta está encarando activamente el tema con la aprobación de dos proyectos que aumentarán la cantidad de viviendas económicas en nuestra comunidad.

Al final del otoño, el Concilio de la Ciudad aprobó el proyecto Sumida Gardens. Ubicado en Hollister Avenue y Overpass Road, esta construcción tendrá 200 apartamentos, (34 más económicos y 166 de precios actuales), incluyendo áreas de recreación, una alberca, spa, área para niños, área de pasto y áreas para hacer picnics para sus residentes.

Otro proyecto planeado es una construcción residencial de 275 viviendas conocida como Village of Los Carneros. De las 275 viviendas, 206 serán condos con precios actuales, seis serán para gente de ingresos moderados y People's Self-Help Housing será dueño de 63 y se encargará de rentar esas unidades.

Concilio Considera Cambios al Plan General

Hay muchas personas en nuestra comunidad que están al tanto y se interesan por los cambios al Plan General (General Plan) y otros lo encuentran un poco confuso. El Plan General es como un grupo de reglas para ayudar a la comunidad a hacer decisiones y encontrar un balance a intereses divididos. El Concilio de la Ciudad ordenó al personal que reabriera el Plan General para considerar las enmiendas sugeridas por el personal, el público, propietarios, urbanizadores y grupos con intereses especiales. Después de una serie de talleres, el Concilio de la Ciudad tendrá una sesión especial el 17 de enero del 2008 para determinar los próximos pasos del proceso.

Si a usted le interesa el tema, venga a la reunión o mire el canal 19 para más información.

¡Buenas noticias! Servicios de Reciclaje Personalizado para Negocios

¿En algún momento ha ido a un restaurante y pensado sobre que hacen con todas esas botellas vacías, latas, contenedores de cartón u otros reciclables? Si Usted está en la ciudad de Goleta no tendrá que adivinar más. En octubre el Concilio de la Ciudad aprobó el Programa de Reciclaje Multifamiliar y Comercial. El programa dirige a Marborg y Allied Waste, (los dos proveedores que recogen basura), a trabajar con todos los negocios de Goleta y propiedades multifamiliares para establecer programas de reciclaje individualizados.

Community Plants Native Grasses at Ellwood Mesa

Ellwood Mesa—a wonderful and diverse landscape of native-plant species—is getting special attention this winter by a group of local students and volunteers from **The Waldorf School**, **SB City College** and **UCSB**.

Led by local landscape professional Debbie Shaw and Waldorf teacher Diana Estep, the group will begin work at the Ellwood Mesa Grassland Restoration site in mid-January.

Waldorf students will work in groups of three or four with a college student crew leader to facilitate planting and maintenance at the site. All students will be directed by Shaw and Estep. The project will be the focus of the Waldorf students' six-week study block in ecological restoration.

The volunteer restoration effort follows the guidance of Mark Stemen, Ph.D, regional director of the California Society for Ecological Restoration (SERCAL). Planting begins with an opening ceremony in which participants stand in a circle, say their name and identify their favorite place in nature, in an

exercise designed to connect the feeling of their favorite place to the project at hand. They will then discuss the concept of the "five-dollar hole," which holds that gardeners should plant a 50-cent plant in a five-dollar hole, rather than a five-dollar plant in a 50-cent hole.

Work also includes a ritual of silence when all communication will be non-verbal. The entire day ends with a group circle when participants pledge to protect their favorite places in nature. These methods have been effective in restoring not just the land, but also feelings of responsibility to the land.

The Ellwood Mesa Grassland Restoration Project was a requirement of Comstock Homes, The Bluffs at Sandpiper residential development, to off-set impacts that the project had to native grasslands. The project requires a minimum five-year maintenance and monitoring program. URS Corp. is leading the effort in coordination with the City of Goleta. Growing Solutions, a local nonprofit devoted to the restoration and preservation of California's native plants, collected all the native seeds and propagated the native plants to be installed.

For more info on this subject:

Check out *The Sunflower Forest: Ecological Restoration and the New Communion with Nature* by William R. Jordan III, University of California Press, 2003.



If you are interested in the Ellwood Mesa Grassland Restoration Project, please contact City Hall.



Tree Planting during Creek Week

City staff and volunteers met at Berkeley Street and San Jose Creek on October 13 to pick up trash in the creek and plant a tree.

For info on these types of events, please contact the City of Goleta Community Services Dept. at 961.7500.





Residents, business owners and others had an opportunity to meet with City Councilmembers, Planning Commissioners, and City staff to discuss proposed changes at the Fall General Plan workshops.

Council Considers General Plan Changes

While many in our community follow the issue of General Plan changes with avid interest, others may think it is all a bit confusing. Think of a General Plan as a set of rules for a community to make decisions and balance sometimes competing interests. A General Plan is a blueprint that gives guidance to decision makers, the public, and others on how a community looks, feels, and functions for years to come.

Last March, the City Council directed staff to reopen the

General Plan to consider amendments suggested by staff, the public, land owners, developers and special-interest groups. The City Council received over 80 proposed amendments and, in July, approved five separate tracks for considering changes.

To fully understand the issues involved, the City hosted a series of workshops designed to engage the City Council, the Planning Commission and the public in a productive dialogue about the General Plan, proposed amendments and the direction we want to go in as a community. More than 200 people participated in these workshops, generating some 1,700 comments.

After a careful review, City staff requested that the City Council hold a special session on January 17 to thoroughly consider the proposed amendments in Tracks 2 and 3 and give direction to the staff on next steps.



Come to a special meeting January 17 at 6:30 pm at City Hall when the City Council will continue its work on the General Plan.

Work Program for 2008

Track 1 focuses on the General Plan's Housing Element and achieving certification by the California Department of Housing and Community Development. Staff will present a revised Housing Element to the City Council and Planning Commission in winter 2008. The goal is to achieve state certification in the late spring.

Track 2 contains minor changes that have little or no environmental impact.

Track 3 amendments have been determined substantive and will require environmental analysis before possible implementation.

Track 4 contains amendments that are project specific. The Council has determined that these amendments are the responsibility of the applicant to propose changing.



Track 5 is for amendments related to the City's Sphere of Influence. In September, the Council authorized an application be filed with the **Local Area Formation Commission (LAFCo)** to request a proposed sphere that includes South Patterson, North Fairview Road and Glen Annie Golf Course (*above*). This issue will be considered by LAFCo in January 2009.

If you are interested in General Plan changes, come to a meeting or watch Channel 19 for more information.





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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

January 15

February 5

February 19

March 4

March 18

April 1

April 15

Planning Commission

2nd Monday of the month

Meets at 6 pm

January 14

February 11

March 10

April 14

Replayed Wednesdays and
Saturdays 10 am and 5 pm

Design Review Board

2nd and 4th Tuesdays
of the month

Meets at 3 pm

January 8

January 23 * (Wednesday)

February 12

February 26

March 11

March 25

April 8

April 22

*Holiday on Monday moves
meetings one day later.

ECRWSS

Postal Customer



PHOTO COURTESY OF FRITZ PINNEY

City Unveils Butterfly Docent Program

Visitors to the monarch butterfly sites at Ellwood Mesa are getting a nice surprise this year! Since early December 2007 and continuing on weekends through mid February, docents have been on hand to answer any questions that visitors may have about the monarch butterflies. Each winter, the eucalyptus groves at Ellwood Mesa Open Space become the site for hundreds of thousands of monarch butterflies. To educate the public about monarch butterflies and protect and maintain existing butterfly populations, the City of Goleta implemented the Monarch Butterfly Docent Program. This program was approved in early December by the City Council and is funded by fees from the Comstock Homes residential project.

If you are interested in docent training or would like to schedule an appointment for a tour, contact City Hall.

Happy Birthday!



**On February 2, 2008
the City of Goleta will
celebrate its 6th year
of incorporation.**



The Monarch Press en Español: Pagina 5

Queremos asegurarnos de que los miembros de la comunidad que hablan español sepan qué está ocurriendo en nuestra ciudad. Hay un resumen de los artículos en este boletín informativo. *Si tiene preguntas llame a City Hall. Tenemos personal bilingüe y queremos escuchar sus opiniones.*

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.