



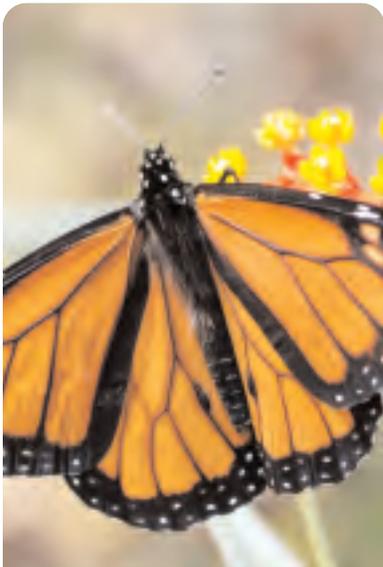
# the Monarch Press

City of Goleta Newsletter

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...and much more!



### The Monarchs Have Arrived!

Come visit the Coronado Butterfly Preserve to see the Monarch Butterflies.

See page 5 for more details.

## City's Website Has a New Look! And Introduces a Whole New Way of Doing Business

In late November, the City of Goleta launched its new website. If you haven't seen it, log on today!

Not only is our website a comprehensive information source, it is user-friendly and allows you to do business with City Hall, 24/7. We've designed the site to meet the needs of residents, visitors, businesses, organizations or anyone who wants to learn a bit about our beautiful and vibrant community.

Under the tabs "About Us," "Living," "Visiting," and "Doing Business," you'll find useful information about our organization and our community. Features like **City Assist**, **Goleta City Alert**, **Newsroom** and the **Events Calendar** offer enhanced information and communication tools.

Get to know City Hall and the departments that work on behalf of the City day in and day out. Each department has its own page which tells a little about what they do and who is part of the team.

As we continue to develop and enhance this site we want to do so with your needs in mind. We welcome and encourage your feedback. What information are you looking for, but can't find? What



The new Home Page for the City of Goleta website.

additions or changes would you seek? What would make the site more usable to you? Please share your thoughts and ideas with us by filling out the Website Feedback Form.

We are very proud of our new site and we hope you find it a good and useful source of information.

Visit the new [www.cityofgoleta.org](http://www.cityofgoleta.org)!

## Website Feature: Get the Info You Need with City Assist

A big part of creating and sustaining community is listening and responding to residents' concerns, questions, and complaints. To that end, Goleta City Hall is taking communicating with residents to a whole new level!

**"I Want to know ..."**

**Who do I call to report an abandoned vehicle? When does City Hall open? Who can I notify about a broken street light? How do I get a business license? ...Ask City Assist!**

In December, we unveiled a new system that will enable residents, businesses, or anyone else, to get the information and assistance they need

from the City of Goleta.

City Assist creates a **24/7 virtual City Hall**—where people can ask questions, get answers, or request service.

You can access the City Assist system from the City of Goleta website. One click on the City Assist icon and visitors can check out the top 10 questions that City Hall receives. You can find information using key words, department name, or common phrases. If you don't find an answer to your question, City Assist allows you to submit on-line requests and the inquiry will be instantly forwarded to the responsible department.

*continued on p. 2*



## All About City Hall

 **(805) 961.7500**

 **www.cityofgoleta.org**

 **Channel 19: Goleta TV**

### Goleta City Council

Mayor	Roger S. Aceves
Mayor Pro Tempore	Eric Onnen
Councilmember	Michael T. Bennett
Councilmember	Margaret Connell
Councilmember	Ed Easton
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: call Mayor Aceves at 961.7538 or [raceves@cityofgoleta.org](mailto:raceves@cityofgoleta.org)

### 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

## City Assist

*continued from front cover*

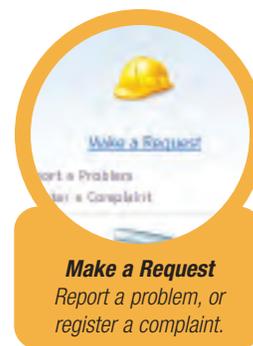
ment for follow-up. Residents may also track and view the status of their request.

It's important that residents feel they are part of the challenges and solutions that face our community. Creating opportunities and venues for increased communication is a high priority for us at City Hall.

Visit the new City of Goleta homepage at [www.cityofgoleta.org](http://www.cityofgoleta.org) to access City Assist and...




**Find Answers**  
Find answers to frequently asked questions.



**Make a Request**  
Report a problem, or register a complaint.



**Ask a Question**  
Can't find your answer? Ask a question. Staff will respond.



**My Support Center**  
Track the status of your questions and requests.

...Click on us today!

## A New Council and a New Year

The beginning of a new year is a good time for reflection—looking back at what worked, what didn't, what we could do differently—and looking forward to the challenges and opportunities ahead.

As we embark on the year 2009, we welcome two new members to the City Council. While both are familiar faces at City Hall, **Margaret Connell**, a member of the first City Council and the first Mayor of Goleta, and **Ed Easton**, a member of the Planning Commission, we welcome them to their new positions on the City Council. And with that, we also say goodbye to two of the founding members of the City, Councilmembers **Jean Blois** and **Jonny Wallis**. Both are exceptionally dedicated public servants, who have served this community tirelessly and with great distinction.

At the Council reorganization meeting in December, **Roger Aceves** was elected Mayor and **Eric Onnen** Mayor Pro Tempore.

If the saying, "time flies, when you are having fun," is true, then we must be having a lot of fun here in Goleta, because February 1, 2009 will be the seventh year of incorporation!

This next year promises more excitement and good work on behalf of the community. We are in preliminary negotiations for a permanent City Hall. In addition, a new fire station to better serve Western Goleta is underway, our annual State of the City event will be held in early March, and a groundbreaking for the San Jose Creek project will likely get underway in the summer.

And as always, the *Monarch Press* will be delivered to your doorstep January, April, July and October—bringing you news and information about the City you or your business call home.

*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).

## Girsh Park Soccer Field Gets a Much-Needed Face Lift

Girsh Park's internationally sized soccer field is getting a welcome makeover thanks to the City of Goleta and many generous contributors to the Fields Forever 2 Capital Campaign. The City of Goleta contributed a lead gift of \$250,000 to the campaign in addition to our annual funding support of \$100,000.

A new synthetic turf will not only make the field available year round, it will bring less wear and tear on the other fields in the park, require minimal maintenance and water usage, and eliminate herbicides and pesticides used to maintain the grass field.

Girsh Park has the distinction of being the only active park in Goleta. The 25-acre recreation facility is owned and operated by The Foundation for Girsh Park, a 501(c) (3) nonprofit. The park includes three little league fields, a large baseball field, a softball field, the soccer field, basketball courts, a community room, group picnic area, playground and family picnic areas.

**Girsh Park is still looking for donations to complete the project. If you are interested, visit [www.girshpark.org](http://www.girshpark.org) or call 968.2773.**



## Apply to City Hall Now for Community Grants

**H**eads up to all groups and organizations that do good work in our community! Starting January 5, applications for the City's **Community Project Grants Program** are available either from the City's website, [www.cityofgoleta.org](http://www.cityofgoleta.org) or by calling City Hall.

Community Project Grants offer a unique opportunity for local organizations and groups to receive funds for programs that serve City residents. The goal of the program is to benefit as many residents as possible while supporting a range of community activities.



The Community Projects Grant Program helps local organizations, such as the Goleta Valley Senior Center, strengthen their programs.

The maximum grant award is \$2,500. The application period is open from January 5 – February 13, 2009. The Mayor and two appointed community members evaluate the applications and make recommendations which the

City Council then considers at a Council meeting in the spring.

Last year, the City awarded 21 grants to entities focused on youth and families. Of these, funds went to Girls, Inc., United Boys and Girls Club, Goleta Valley Senior Center, Dos Pueblos Little League, Friendship Adult Day Care Center, and the Food Bank of Santa Barbara County, and others.

**Direct questions regarding the Community Projects Grant Program to Karen Dorfman, Management Analyst, Administrative Services Department at 961.7523.**



## Want to Get Your Hands Dirty?

Join local kids, community members and Goleta Valley Beautiful volunteers as they pick up trash, plant trees, and clean up graffiti.

### ...Volunteer in Your Community!

Volunteer opportunities such as this year's Creek Week activities (*pictured here*) happen year round. Call Goleta Valley Beautiful at 685.7910, or check the volunteer and events calendar at [www.goletavalleybeautiful.org](http://www.goletavalleybeautiful.org)



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



Rendering by HBE and DesignArc

## **New Hospital Gets Green Light** You will see a lot of activity around Hollister and Patterson Avenues in the next several months. Why?

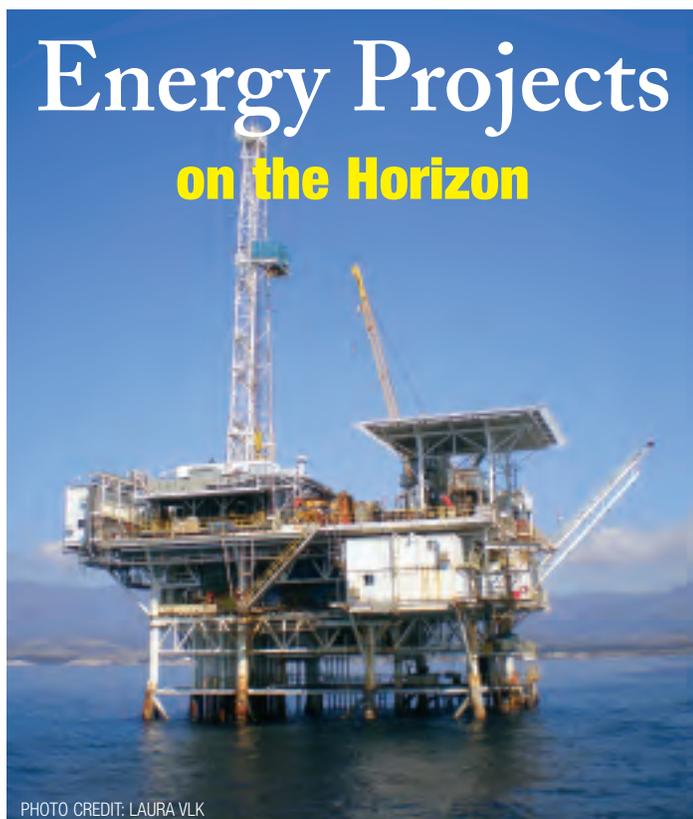
In late November, the City Council approved the Goleta Valley Cottage Hospital project, which will feature a modern, two-story, expanded facility. The project is the result of State legislation requiring all hospitals in California to comply with numerous building, safety, and design standards to withstand a major earthquake. Hospitals are required to retrofit or rebuild by 2013 or lose their license.

Goleta Valley Cottage Hospital developed a project that meets the needs of our community. The expansion includes twice the number of emergency treatment rooms, an increase in surgical units and suites and a much larger wound care center. The current one- or two-bed patient rooms will be replaced with larger single-bed rooms. The current two-bed rooms are often unusable due to a mix of treatments and need for patient isolation.

The new facility will meet state building and seismic requirements allowing it to stay operational following a major earthquake.

The hospital will remain open during construction. The new hospital will be constructed on the same parcel, but south of the existing hospital. There will be a temporary parking lot on the southeast corner of Patterson and Hollister. Once the new hospital is complete, the existing hospital will be demolished. This project does not affect the medical offices that are located north of the current hospital site.

**The new hospital is expected to be completed by 2011. If you have questions about the Hospital Project, be sure to visit the GVCH website at [www.sbch.org](http://www.sbch.org).**



You may have wondered, gazing out from the Sperling Preserve or Haskell's Beach, about that structure close to Goleta's shore. Well, it is named Platform Holly and it was built in 1966. It is a self-contained, triple-deck, oil drilling and production platform that produces oil and gas. Once the oil is captured and treated, it is transported by barge to facilities in Long Beach or San Francisco.

Venoco, Inc. owns Platform Holly. It has proposed two projects that would affect oil development off our coast. The first would increase drilling at Platform Holly, upgrade current facilities and install new pipeline.

The second project would reactivate two piers on the beach near Sandpiper Golf Course. These piers are the last piers associated with oil development along the Goleta coast between the 1930s and 1950s. There are no other oil piers like these left on any beaches on the west coast.

These projects are currently being considered by the State Lands Commission. For more information, and public comment opportunities, on both applications, visit the California State Lands website at: [www.slc.ca.gov](http://www.slc.ca.gov)

**To speak to City staff regarding these projects, please contact Laura Vlk, Associate Planner at 961.7546.**

## Magical Monarchs Are Home for Winter

One of our areas most magical events is now happening at the Sperling Preserve at Ellwood Mesa. Thousands of Monarch butterflies have traveled up to 3,000 miles to their winter home in the Coronado Butterfly Preserve Eucalyptus Grove.

### Monarch Facts

Unlike most other insects, Monarch butterflies cannot survive a long, cold winter, so they migrate south and spend the winter in warm roosting spots.

The usual lifespan of a monarch butterfly is about two months, but members of this migrating generation survive about nine months because their metabolism slows down during hibernation. When they arrive at their winter destinations, they always gather in the same places, sometimes even the same trees. No one knows why.

When spring arrives, they mate. The males die, but the females begin flying north, laying eggs on milkweed plants along the way. When the Monarch caterpillars change into butterflies, they continue the northward flight.

Once the butterflies reach their summer destination, they lay their final eggs and die. About five more generations live and die before the temperatures start to drop and the southward flight begins again.

### Want More Info? Ask a Docent!

The City's **Monarch Butterfly Docent Program** trains volunteers to provide information to the public on weekends during peak butterfly viewing periods from December through February. Visit the Coronado Preserve to meet the docents who can answer any questions you have. Group presentations during the week can also be arranged by calling City Hall at 961.7544.



Peak viewing times for the Monarch butterfly typically range from December through February. The clusters of Monarchs are most easily seen during sunny weather during the middle of the day.



### Directions to the Coronado Butterfly Preserve

From Highway 101, exit Storke Rd/Glen Annie and head south (away from mountains). Turn right on Hollister Avenue, drive about 1.2 miles and take a left on Coronado Drive. Entrance to the Preserve is at the end of Coronado Drive.

## Special Kids Play Ball, too!

The Dos Pueblos Little League Challenger Division brings together special-needs boys and girls ages 5-18 to play ball! Children with physical and developmental challenges get a chance to experience the joy of baseball, build self-esteem and be part of a team. And best of all "typical" little league players from DPLL are enlisted weekly to help with Challengers by being their big buddies. This one-of-a-kind program enables kids to build character, compassion, and sportsmanship. All children from Santa Barbara County may participate.

The Challenger League relies on volunteers that assist the teams on Saturday morning. If you are interested in this opportunity, contact [dpllchallengers@yahoo.com](mailto:dpllchallengers@yahoo.com).

**Sign Up for Little League Now!** Sign up for Dos Pueblos Little League (DPLL) and the Goleta Valley Girls Softball (GVGSA). For more info on Dos Pueblos Little League, visit [www.dpll.net](http://www.dpll.net). For more info on Goleta Valley Girls Softball, visit [www.leaguelineup.com/gvgsa](http://www.leaguelineup.com/gvgsa).



Volunteers from Dos Pueblos Little League Major Division and Bishop Diego High School baseball team help Challengers learn new skills.

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

## Winter Storm Projects Around Town

**There's been a flurry of construction** activity around town as the City of Goleta, in collaboration with Santa Barbara County Flood Control, completed a series of projects to ready our streams, streets, culverts, and creeks for the rainy season. And they did so in record time before any significant rain events!

Because the Gap Fire burn area is directly north of the city of Goleta, the City and County Flood Control are working closely and take seriously the threat of possible flooding.

In early fall, a series of community meetings were held around the City and informational mailings were sent to all residents and businesses located in or near flood zones. By mid-October, County Flood Control cleared 16 miles of creeks and streams above Goleta, installed debris racks, and made other necessary improvements to flood channels.

In the City of Goleta, four projects were identified to minimize flood-related impacts to infrastructure. Specifically, at San Pedro Creek, modifications were made to the existing concrete splitter wall and at Las Vegas Creek a new splitter wall was constructed. Splitter walls help divert debris and reduce the potential for plugging flood channels. On Calle



Real, between Valdez and Vega Drives, the roadway was lowered to improve the flow of runoff from San Pedro Creek. In Winchester Canyon, large rocks were placed downstream for erosion control.

With instrumentation in the watersheds measuring rain and creek flows, a direct line to the National Weather Service in Oxnard, and winter storm teams that work around the clock during rain events, the City is doing all it can to minimize the effect of possible flooding on our community.

**For questions about winter storm preparations, visit the Community Services Department webpage at [www.cityofgoleta.org](http://www.cityofgoleta.org).**



## Are You Interested in the Weather?

Do you want to help develop local forecasts? If so, the National Weather Service in Oxnard has a program just for you.

Weather spotters call in weather reports from their location at any given time. The reports help to provide important ground truth for forecasters which in-turn improves forecasts and warnings. As a trained weather spotter, you can provide an invaluable service to the National Weather Service.

You can become an official weather spotter for the National Weather Service by taking the "Spotter School" training course online at: [www.wrh.noaa.gov/lox/spotter/course/](http://www.wrh.noaa.gov/lox/spotter/course/)



Upon completing the weather spotter slide show and taking a short test, you will be assigned a personal spotter ID# and receive a packet in the mail within a week of completion. You may then call a 1-800 phone line and leave your official spotter reports 24-hours a day/365 days a year.

**If you have any questions about the program, please e-mail or call Curt Kaplan at the National Weather Service at [curt.kaplan@noaa.gov](mailto:curt.kaplan@noaa.gov) or 805.988.6615, ext. 461.**

## New User Fees In Effect

As of December 1, 2008, all fees that the City charges for such things as planning and building permits, returned check charges, park reservations, and business licenses have been increased. User fees are fees for a specific purpose which benefits a private individual, property owner, or organization.

The responsibility of a city is to provide benefits to the whole community. Things like street and sidewalk repair, maintaining parks, providing police services, and enforcing code violations are all examples of programs a city funds from its general budget. However, when a city is asked to provide a service to an individual or organization that is a private benefit, it charges a "user fee" to provide that service.

When the City incorporated over six years ago, it adopted the County of Santa Barbara's user fees and rates. None of these have been adjusted since. After a comprehensive analysis of user fees and other budget-related issues, a comparison of other city's fees and a series of public meetings, the City Council concluded that an increase in user fees was warranted.

**To view all new City fees, visit the Finance Department's webpage at [www.cityofgoleta.org](http://www.cityofgoleta.org) or call City Hall.**

# en Español

THE MONARCH PRESS IN SPANISH



## La Ciudad de Goleta ha Lanzado Nuestro Sitio Web Nuevo

No sólo es un sitio web completo y fácil de manejar que le permite a usted conseguir toda clase de información sobre Goleta, pero también le permite hacer negocio con la Municipalidad, las 24 horas del día los 7 días de la semana. Hemos diseñado el sitio para satisfacer las necesidades de residentes, los visitantes, los negocios, las organizaciones o simplemente alguien queriendo aprender un poco acerca de nuestra hermosa comunidad. Muy próximamente, el sitio web estará disponible en español e inglés.

*En continuando a desarrollar y mejorar este sitio queremos hacerlo con sus necesidades en mente. Como resultado, nosotros le damos la bienvenida y solicitamos su reacción.*

## Consiga la Información que Usted Necesita con la Ciudad Ayuda "City Assist"

En noviembre, Goleta desveló un sistema nuevo que permitirá a residentes, los negocios, o cualquiera más, para conseguir la información y la ayuda que necesiten de la Ciudad de Goleta.

El sistema Ciudad Ayuda crea una Municipalidad virtual las 24/7—donde personas pueden hacer preguntas, conseguir respuestas, o solicitar servicio. Ciudad Ayuda es accesible por medio del sitio web de la Ciudad de Goleta. Un clic en la Ciudad Ayuda icono y los visitantes pueden revisar las 10 preguntas principales que la Ciudad recibe. La información se puede buscar usando palabras clave, por departamento, o por frases comunes. Si usted no encuentra una respuesta a su pregunta, la Ciudad Ayuda permite a residentes crear y someter peticiones. Su pregunta será adelantada instantáneamente al departamento responsable los residentes también pueden revisar y seguir el estatus de su petición.

*Si usted no tiene acceso al internet, llame al ayuntamiento. Nuestra recepcionista, Donna Quaglia, estará contenta en ayudarle.*

## Nuevo Concilio

En diciembre, el Ayuntamiento dio la bienvenida a dos nuevos miembros del Concilio, **Margaret Connell** y **Ed Easton**. Los miembros que saldrán son **Jean Blois** y **Jonny Wallis**. El Concilio eligió **Roger Aceves** como Alcalde y **Eric Onnen** como Alcalde Profesional Temporaneo.

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



## Las Monarcas Mágicas están en Casa por Invierno

Uno de los acontecimientos mágicos de nuestra área ocurre ahora en la Mesa de Ellwood. Miles de mariposas Monarca han viajado hasta 3,000 millas a velocidades cerca de 25 mph para hacer su hogar durante el invierno en los árboles Eucaliptos en la Conserva de Mariposas de Coronado.

La mejor temporada para ver las mariposas es entre diciembre y febrero, a medio día.

## Las direcciones a la Conserva

De Carretera 101, tome la salida Storke Rd/Glen Annie a dirección sur (lejos de montañas). Gire a la derecha en la avenida Hollister, continúe en el camino acerca de 1,2 millas y de vuelta a la izquierda en el camino Coronado. La entrada a la Conserva está a fines de camino Coronado.



## ¡Sea voluntario en su comunidad!

Para obtener información acerca de ser voluntario plantando árboles o en otras actividades llame al 685-7910, o vaya a la página Web [www.goletavalleybeautiful.org](http://www.goletavalleybeautiful.org)



## 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

Jan 6 (Cancelled)

Jan 20	Televised live on Channel 19.
Feb 3	Replayed on Wednesdays and Saturdays at 10 am and 5 pm.
Feb 17	
Mar 3	
Mar 17	
Apr 7	

### Planning Commission

2nd Monday of the month

Meets at 6 pm

Jan 12	Televised live on Channel 19.
Feb 9	Replayed on Tuesdays and Sundays at 10 am and 5 pm.
Mar 9	
Apr 13	

### Design Review Board

2nd and 4th Tuesdays of the month

Meets at 3 pm

Jan 13
Jan 27
Feb 10
Feb 24
Mar 10
Mar 24
Apr 14

## ECRWSS Postal Customer

## New Building Code Goes Green

Leading the way in sustainability, the California Building Standards Commission adopted the nation's first statewide **Green Building Code**. This code will be voluntary in 2009 and will become mandatory by mid-2010 to 2011.

### What does green mean?

Green is the practice of increasing the efficiency with which buildings use resources such as energy, water and materials while reducing building impacts on human health and the environment.

Many Goleta homeowners participate in the green building standards and don't even know it! By installing new thermo pane windows; insulating hot

water piping; installing drip irrigation; planting drought-tolerant plants; installing solar photovoltaic electrical systems and solar hot water systems; recycling their trash and construction materials and changing old appliances for new Energy Star appliances, residents and businesses have made their community—and their world—a better place to live.

In addition to the State code, the City of Goleta will soon adopt our own set of green building standards for new and remodeled buildings.

**There are many websites that provide information on sustainability and green building practices. Please visit [www.cityofgoleta.org](http://www.cityofgoleta.org) for a list.**

## Remember to Take These Simple Steps to Be Prepared



Our priority is making sure you have the information you need to make good decisions. With the Gap and Tea Fires fresh on our minds and the potential this season for flooding, it is more important than ever to prepare for a storm by doing the following:

- Put together some emergency supplies such as food, water, medications, important papers, flashlights, and a radio.
- Make sure you have one phone that doesn't rely on electrical power.
- **Sign up for Goleta City Alert**—our system alerts residents and businesses by phone, email, cell, or text messages: visit the City of Goleta home page and click "Goleta City Alert" to register. If you don't have access to a computer, call 961.7508 and leave a phone message. We will return your call and input your information.
- During a storm, listen to the radio, TV, or visit the City of Goleta website or the County of Santa Barbara website ([www.countyofsb.org](http://www.countyofsb.org)) for updates.
- You can also call our Public Information Line at 961.7508 for pre-recorded messages.

**In an emergency or hazardous conditions, the City will utilize its Goleta City Alert system to contact residents and businesses.**

