Talking Trash: What the City’s New Agreement Means to You

Since the City of Goleta incorporated in 2002, two waste haulers have serviced City residents and businesses. When one-half of the City’s agreement was set to be renegotiated, the City Council chose to negotiate a “sole source contract” or a contract with just one of the two companies. This gave the City the opportunity to move all of the waste services to one company so that all of the community receives the same services at the same competitive rates. In April, the City Council approved a contract with MarBorg Industries to provide these services.

WHAT CHANGES CAN I EXPECT?
The new contract starts July 1, 2011, and will affect everyone in the City of Goleta. All waste collection will be done by MarBorg. On average, single family rates will be reduced 20%, multi-family rates will decrease 22% and commercial rates will fall 5% with the implementation of the automated collection service. In addition, MarBorg will offer unlimited recycling and greenwaste, household battery collection, free sharps containers and disposal and bulky item collection for residential customers.

WHO WILL HAVE AUTOMATED TRASH COLLECTION?
Automated collection is used to service neighborhoods where residents use individual refuse, recycling and greenwaste containers. Multi-family complexes (apartments, condominiums, etc.) and commercial businesses with bins are serviced using a different kind of vehicle. Most neighborhoods in the City are suitable for automated collection. A small number of areas will continue to be serviced with semi-automated rear loading vehicles or the use of a smaller truck. Residents in these neighborhoods will be issued new refuse and greenwaste carts and will pay the same reduced rate as those residents with automated service.

DO I NEED A SPECIAL CART?
Automated collection requires special carts that are durable and easy for residents to use. They have wheels and attached lids that cover contents, exclude rainwater and keep rodents and insects out of the cart. Residents already have...
Better Safe Than Sorry

Are you doing all you can to keep your family and your home safe? There are some very simple things you can do—small actions you can take—that will actually drive criminals away. When it comes to safety, being proactive results in protection for you and those you love.

10 TIPS TO KEEP YOU SAFE

- Always lock your doors and windows in your home and your vehicle.
- Place motion sensors on all outside lights.
- Use timed lighting when you’re not at home.
- Keep bushes trimmed low and far from windows so potential burglars cannot conceal themselves.
- Make sure neighbors know who you’re going to be gone on vacation, who’s going to be at your house while you are gone and what vehicles might be parked at your residence during your absence.
- Place a “Vacation Patrol Request” with the Sheriff’s Office when going on vacation. Patrol deputies will then periodically check your house while you’re gone.
- Protect your bag or purse when shopping.

Use the safety seat straps to secure the handles of your purse.
- Keep personal data safe. Shred documents with personal information and be sure your wireless network is password protected.
- Know your children’s friends and keep your children safe from online predators. Monitor their email and/or Facebook page.
- Join or start a Neighborhood Watch. It’s a great way to help keep your community safe. (Contact the SB County Sheriff’s Office at 681-4100 for more information).

In addition, to better protect our homes and families, we must get inside the minds of burglars. Learning how they think and what they look for helps us take that proactive approach to safety awareness a step further.

Compiled from convicted burglars, security consultant, Chris McGoey www.crimedoctor.com, and Richard T. Wright, author of Burglars On the Job

A New Face on Our Force

Goleta has a new Community Resource Deputy. Deputy Greg Sorenson took over the position and has been working since January with the City’s 14 neighborhood watch groups, local businesses and the schools. As Goleta’s Community Resource Deputy, he oversees these activities as well as gang enforcement, graffiti abatement and enforcement along the beaches and bluffs.

Deputy Sorenson is not new to the area. After spending four years in the United States Marine Corps, he attended UCSB where he received a Bachelor of Arts in Political Science before beginning his career in law enforcement.

Sorenson has been employed as a Deputy Sheriff for the Santa Barbara County Sheriff’s Department for 13 years. He worked as a patrol deputy in Goleta, a bailiff in superior court and as a criminal investigator working both property crimes and crimes against persons. He spent 10 years as a sniper on the Sheriff’s SWAT team and most recently was a detective in the Office of Professional Standards.

He and his wife and two children live in the Goleta Valley. Stop by the Camino Real substation and say hello next time you’re there.

The Monarch Press is produced by the City Manager’s office. Contact Valerie Kushnerov, Editor, at 805.961.7507, or themonarchpress@CityofGoleta.org with questions or comments. 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, and the Goleta Valley Community Center. The Monarch Press can also be downloaded from the City’s website.
Riding the Bus Makes Dollars and Sense

With gas prices at $4/gallon, have you considered taking the bus to school, work and to shop? Bus fares range from $8.85 - $1.75 and are an economical and environmentally friendly way to get around town. Since 1969, the Santa Barbara Metropolitan Transit District (MTD) has served the Goleta Valley.

Riders can take MTD buses to popular shopping centers, restaurants, schools, activities and destinations such as the Goleta Valley Community Center and Goleta Valley Cottage Hospital. Using the handy online trip planner at www.sbmtd.gov, you can find specific directions and timelines based on your departure and destination locations and time of day and day of the week.

Riding the bus is an attractive transportation option for those who might otherwise drive cars, providing more than 31,000 passenger trips each weekday, resulting in 22,676 cars being left at home on weekdays. Last year alone, MTD provided nearly 8,000,000 passenger trips. Think of all of the fuel saved, traffic prevented and reduced impact on the environment as a result of taking those cars off the road!

MTD operates North America’s largest fleet of 100% battery electric buses and was the first in California to operate its fleet of diesel and diesel-electric buses with a biodiesel blend of fuel.

For more information about getting around the Goleta Valley by riding MTD, visit www.sbmtd.gov, call 963-3366, or try the new trip planner on the MTD homepage using Google Transit. Follow MTD on Twitter: @SantaBarbaraMTD and become a friend on Facebook: Ride Santa Barbara MTD.

Promoting Tourism in Our Community

Hotellers decided last year to work together to bring more visitors to the South Coast by supporting a small fee for each hotel night’s stay. An assessment known as a Tourism Business Improvement District (TBID), is expected to generate approximately $1.8 million annually to be used to create enhanced marketing materials specific to southern Santa Barbara County (Goleta, Santa Barbara, Carpinteria and the unincorporated areas of Santa Barbara). Monies will be collected and distributed through the Santa Barbara County Conference & Visitors Bureau. The oversight board will include lodging representatives from each area. Goleta will also receive approximately $25,000 a year to bolster tourism in our community.

If you have ideas on encouraging more overnight hotel stays or have local festivals or activities that might be marketed as part of this effort, please contact Valerie Kushnerov, Public Information Officer at the City at 961-7507 or vkushnerov@CityofGoleta.org.

Looking for Conference Room Space in Goleta?

In 2010, the City’s Redevelopment Agency (RDA) approved a contract for a Hotel/Conference Center Market Study. It was commissioned as an outgrowth of a long-time desire to better understand the City’s hotel and conference center market—particularly with an eye towards an existing vacant property in Old Town. As part of the study, the consultants looked at preferred locations, existing supply and demand, future supply and demand, and impact of a branded versus independent hotel. They also provided input on the type of hotel and amenities that would fare well within our community.

Preliminary results from the study indicate that Goleta hotels are in strong demand with annual occupancy rates consistently in the 70% range which is comparable to the rates seen in Santa Barbara. Goleta hotels also enjoy a relatively diverse consumer base, with about 25% of the guest stays coming from the corporate sector, another 25% from group travel, about 40% from the leisure segment, and a little more than 5% coming from events related to UCSB.

The City Council received a report from staff on the study conclusions. Read more by visiting the City’s website at www.CityofGoleta.org and searching hotel/conference room study.
Budget Basics

Every other year the City of Goleta establishes a two-year budget. This Spring the City Council and staff have been working diligently to create a budget package that represents the values and priorities outlined in the City’s strategic plan. The priorities for this budget include balancing the budget while still keeping Goleta safe, protecting our natural resources, and providing opportunities for housing, recreation and business.

Unfortunately, the weak state of the economy has significantly impacted the City’s budget. At the highest point, the City’s revenues were $16.5 million. In 2010, revenues had decreased to $13.3 million. The City will see these additional funds in 2013 as the terms of the revenue neutrality agreement with the County change and become more favorable to the City’s bottom line.

Historic Revenue Trend*

*As revenue has decreased significantly over the last several years, the City has had to do more with less.

The community has the opportunity to weigh in on the budget discussions. The Council will hold budget workshops in May (check www.CityofGoleta.org for exact dates and times). The final budget will be presented and voted upon in June so that it is ready to be enacted when the new fiscal year begins in July 2011.

Planning for Our City’s Future Needs

On February 23rd, the City of Goleta hosted a public workshop for a future citywide Wildland Fire Plan and a Monarch Butterfly Management Plan. This workshop provided an opportunity for public engagement early in the process and allowed community members to comment on the City’s efforts to protect environmentally sensitive habitat areas and reduce the risk of wildland fires within the City, especially our open spaces.

The information collected from this workshop will aid in the development of recommendations to be included in the forthcoming plans. It is anticipated that drafts of the Wildland Fire Plan and Monarch Butterfly Habitat Management Plan will be completed in early fall 2011 and will be presented to the public at another public workshop.

Where does your $1 go?

For more information on the budget, call 961.7500 or visit the City’s website at www.CityofGoleta.org.
Save Money Through Energy Rebates!

If you want to increase the energy efficiency of your property and save money, Energy Upgrade California and/or EmPowerSBC may be able to help you.

**Energy Upgrade California**
This program offers homeowner rebates and incentives of more than $4,000 per home. Energy Upgrade home improvements that qualify for rebates include sealing and insulation, heating and air conditioning upgrades, energy-efficient windows, high-efficiency water heaters and other energy efficiency improvements that are permanent to your house.

The program’s web portal, [www.EnergyUpgradeCA.org](http://www.EnergyUpgradeCA.org), provides tools and resources for homeowners to learn how energy efficiency upgrades can improve their homes, view the rebates and incentives and choose and contact a participating contractor.

**EmPowerSBC (Elective Municipal Programs to Optimize Water, Energy and Renewables)**
This program provides a convenient financing option to empower residents and businesses to green their property through energy efficiency, water efficiency or renewable improvements. These improvements can save money, enhance your property, create local jobs and, of course, help the environment...a win-win for you and the community.

EmPower SBC financing is available to all eligible residents of the County and each of the incorporated cities. By voluntarily opting to use emPowerSBC, property owners agree to pay back the financing through a property tax assessment over the course of up to 20 years, meaning the costs associated with your upgrades is attached to your property.

Eligible projects can include repairs such as tankless and solar water heater systems, ventilation improvements, solar lighting and heating and water efficient landscape irrigation systems. For more information, go to [empowersbc.org](http://empowersbc.org). Good for the planet, good for your wallet.

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**Rest Assured: The City of Goleta is TsunamiReady!**

The National Oceanic and Atmospheric Administration’s National Weather Service (NWS) recognized the City of Goleta as “TsunamiReady.” This voluntary designation means that Goleta has met several criteria, including having an established 24-hour warning point and emergency operations center, using multiple communication modes to receive tsunami warnings and alert the public, offering public readiness education programs and public information and developing a formal tsunami plan. Goleta is one of just 21 TsunamiReady sites in California.

While the likelihood of a tsunami is very low, given the recent experience, it is important to be aware and prepared. The first step is to know where the tsunami hazard areas are. You can find a map which highlights those areas on the City’s website at [www.CityofGoleta.org](http://www.CityofGoleta.org) by searching tsunami.

**WHAT TO KNOW**

- Tsunami warnings may come via radio, television, text message, person-to-person contact from emergency responders or NOAA weather radios.
- Move away from the beach and inland toward higher ground.
- Use your phone only for life-threatening emergencies.
- Stay away from coastal areas until officials announce it is safe to return.

For more information about the TsunamiReady program, visit [www.TsunamiReady.noaa.gov](http://www.TsunamiReady.noaa.gov).

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**TALKING TRASH** continued from p. 1

hailer-provided automated carts for commingled recyclables collection. Without additional charge, the hauler will provide carts for refuse and greenwaste to residents.

**WHAT OTHER SERVICES WILL BE PROVIDED?**

Taxpayer dollars will also be saved as MarBorg will provide free public services valued at $500,000 annually to the community. As part of the agreement, MarBorg will pick up trash and recycling at the City’s buildings, parks and open spaces, and public schools for free. Public street and bus shelter receptacles will also be collected at no charge. Portable sanitation facilities (also known as porta potties) in the City’s open spaces will also be provided and serviced for free. In addition, MarBorg will provide complimentary trash and recycling pick up and portable sanitation services at the Lemon Festival, Fiesta Ranchera, Stow House’s Fourth of July and the Fireworks Festival at Girsh Park. These are just a few of the highlights of the new franchise agreement.

**WHAT’S NEXT?**

Residents and businesses will be receiving information on the transition process, the new fees, benefits, and services from MarBorg in the coming weeks to ensure a smooth transition.

If you have further questions, please contact the City’s Environmental Services Coordinator, Everett King, at 961-7565.
**Cleaning Up Our Bluffs and Beaches**

Just in time for the warm spring and summer months, Goleta’s beaches and bluffs are being cleaned up to make them safer for our community and the natural environment.

The California State Lands Commission (CSLC) received a permit to work on our coast to remove hazardous structures, such as abandoned pipelines, cables, posts and steel beams. These structures are left over from previous oil and gas operations dating as far back as the 1930s. The project needs to occur during the winter season as winter storms bring wave action to our beaches that uncover the hazards making them easy to locate and remove.

Additionally, while enjoying the Ellwood Mesa, don’t be surprised if you see a few trucks or large equipment. The Goleta City Council approved a plan for removing abandoned oil and water wells from the bluffs as part of the Ellwood Mesa Open Space Plan. This is an important step in protecting our health, safety and natural resources.

This plan is broken up into three parts, including environmental review and permitting, well destruction and site restoration. The environmental review phase has been completed and the well destruction is slated for this summer. This phase includes specific measures to minimize the impact on environmentally sensitive areas and ensure protection of the habitat as well as air and water quality.

The site restoration phase will address any areas that were disturbed during the first two phases and will be restored using native grassland or wetland habitat. The completion of the project is expected in the fall of 2011.

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**Does Your Storage Measure Up?**

Thinking of ways to corral the bikes, lawn furniture and other outdoor paraphernalia? Considering the addition of an accessory structure or garden shed to your yard? Below are a few things you need to know before you purchase one for your Goleta home or business.

In general, sheds are not allowed in front and side yard setback areas. They can, however, be situated in back areas of a house when the placement is twenty-five feet (25’) from the rear property line extending toward the main residence. The problems begin when residents place the accessory structures in an area of their property where these structures are not permitted or require a Land Use Permit. These unpermitted areas are known as “setback areas.”

**Accessory structures generally do NOT require a permit under the following conditions:**

- The combined square footage of the accessory structure is no larger than 120 square feet of roof area, including eaves or overhangs.
- Structures cannot exceed twelve (12) feet in height.
- Structures cannot have plumbing, electrical or cooking facilities. Accessory structures can have sinks and electricity, but a Land Use Permit is required and such structures must be constructed to current City building code standards.
- Structures can be no closer than five (5) feet from the main residence, including eaves or overhangs.
- Structures can be no closer than five (5) feet from property lines unless fire rated building materials have been used.
- Under no circumstances can accessory structures be used for habitation.

The staff at the City of Goleta encourages residents to check with them before purchasing or placing a structure on any property. A few minutes of information and investigation may save some heartache.

If you have questions or would like to report a structure that you believe is out of compliance, contact Greg Nordyke, Code Enforcement Officer, at (805) 961-7556.
Hablando de Basura – Qué Hay de Nuevo para Goleta en el 2011?

La Ciudad de Goleta contará con un nuevo servicio de basura a partir de Julio 1°. La ciudad entera recibirá el servicio de MarBorg. La tarifa por el servicio disminuirá y los servicios aumentarán. También veremos recolección de basura automatizada. Esto se logra con un camión con un brazo mecánico que recoge la basura de carros especiales colocados en la banqueta.

El reciclaje y los servicios de desechos verdes continuarán proporcionándose. Otros servicios que podrían ofrecerse son capacidad de reciclaje ilimitada, recolección de baterías caseras, recolección de contenedores médicos con objetos punzocortantes, recolección de árboles de Navidad y recolección de objetos grandes de complejos multifamiliares tales como apartamentos o condominios.

Habrá más información conforme nos preparemos para esta transición. Mientras tanto, todas las preguntas deben dirigirse al Coordinador de Servicios Ambientales de la Ciudad, Everett King, al 961-7565.

Más Vale Prevenir Que Lamentar: Consejos para que tu familia y tu casa estén seguras:

¿Estás haciendo todo lo posible para asegurarte que tu casa y tu familia estén seguras? Existen cosas muy simples que puedes hacer—pequeños pasos a tomar—que alejarán a los delincuentes de tu casa. ¡Actúa de una vez! Cuando se trata de seguridad, ser proactivo es la mejor forma para protegerte a ti y a los tuyos.

- Cierra siempre las puertas y las ventanas de tu casa y tu vehículo
- Coloca sensores de movimiento en todas las luces exteriores.
- Utiliza luces automáticas cuando no estés en tu casa
- Mantén los arbustos cortados bajos y lejos de las ventanas, para que los rateros no se puedan esconder en ellos.
- Asegúrate que tus vecinos sepan cuando saldrás de vacaciones, quién estará en tu casa mientras tú no estás y qué automóviles estarán estacionados en tu casa durante tu ausencia.
- Pon una “Solicitud de Vigilancia” con la oficina del Sheriff mientras estás de vacaciones. Una patrulla vigilará periódicamente tu casa mientras está fuera.
- Protege tu bolsa de mano cuando vayas de compras. Utiliza las cintas de seguridad para mantener tu bolsa a salvo mientras haces tus compras y deja tu bolsa adentro de tu auto mientras pasas tus compras del carrito a tu auto.
- Mantén tus datos personales bien seguros. Destruye los documentos que contengan información personal y asegúrate que la red inalámbrica para las computadoras de tu casa está protegida por una contraseña.
- Conoce a los amigos de tus hijos y mantén así a tus hijos lejos de los depredadores. Monitorea sus correos electrónicos y/o su página de Facebook.
- Únete o comiencas un equipo de Vigilancia Entre Vecinos. Esta es una excelente forma de mantener segura a la comunidad. (Llama a la Oficina del Sheriff de Santa Bárbara al 681-4100 para más información).

Quédate Tranquilo: La Ciudad de Goleta está Preparada para un Tsunami!

El Servicio Nacional Climatológico de La Administración Nacional Atmosférica y Oceánica (NWS por sus siglas en inglés) recientemente dió un reconocimiento a la Ciudad de Goleta por estar “Preparada para un Tsunami”. Esta designación significa que Goleta ha cumplido con los requisitos, incluyendo el establecimiento de un punto de operaciones de emergencia y 24 horas de aviso de emergencia, utilizando múltiples modos de comunicación para recibir avisos de tsunami y para alertar al público, ofreciendo programas de preparación e información y el desarrollo de un plan formal para un tsunami. Goleta es una de las 21 ciudades Preparadas para un Tsunami en California.

Si bien la posibilidad que nos llegue un tsunami es muy baja, dadas las recientes experiencias es importante estar alerta y preparados. El primer paso es saber cuáles son las áreas de peligro. Podrás encontrar el mapa en donde se muestran esas áreas en el sitio de internet de la Ciudad www.cityofgoleta.org buscando bajo la palabra tsunami. Visítese “El Centro” busca estas pancartas.
City Government Meetings

All meetings held at City Hall and are available to watch live on Channel 19 and at www.CityofGoleta.org

City Council
1st and 3rd Tuesday of the month
Meets at 1:30 pm and 6 pm

- May 3
- May 17
- June 7
- June 21
- July 19*
- Aug 16*

Planning Commission
2nd and 4th Monday of the month
Meets at 6 pm in the City Council Chambers

- May 9
- May 23
- June 13
- June 27
- July 25*
- Aug 22*

Design Review Board
2nd and 4th Tuesday of the month
Meets at 3 pm

- May 10
- May 24
- June 14
- June 28
- July 26*
- Aug 23

*Exception due to summer schedule

GOLETA 4TH OF JULY FIREWORKS FESTIVAL

Girsh Park • Monday, July 4th, Gates open at 4 pm

A fun, family-friendly, no alcohol event! The afternoon kicks off with music, activities for the kids, and tasty food. Admission is $6 adults /$4 for kids 12. Visit www.GoletaFireworks.org to learn more or to volunteer.

37TH ANNUAL OLD FASHIONED 4TH OF JULY CELEBRATION

Rancho La Patera & Stow House, 304 N. Los Carneros, Goleta • 11 am - 4 pm

Join Goleta Valley Historical Society for a hometown festival featuring live music, hay rides, delicious BBQ, games, local artists, old engine show and much more. $6/Adults, Children under 12 are free. Call 681.7216 or visit www.GoletaHistory.org for information.

Free Backyard Composting Workshop – June 4th

Thousands of people, county-wide, already know the benefits of backyard composting. Learn how to join them at the free annual backyard composting workshop on Saturday, June 4th from 10:00 - 11:30 am.

Meet at Santa Barbara City College’s Lifescapes Gardens. For more detailed directions and a map of the campus are available at LessIsMore.org/workshops.

This free event is presented by the County of Santa Barbara.

To find out more about the workshop and the sale of discounted compost bins, visit www.lessismore.org/compost or call (805) 882-3618.

The City Needs You!
The City of Goleta is seeking two members of the community to serve on a Standing Naming Committee. The purpose of the Committee is to consider requests for the naming or re-naming of City parks, park facilities, open spaces and City buildings. The Committee is tasked with investigating, considering and evaluating such requests and making appropriate recommendations to the City Council. Participation on this committee requires very little time commitment as the committee only meets on an as-needed bases. Those interested should apply immediately as commission vacancies will remain open only until filled.

For more information or to obtain an application, contact the Clerk’s office at 961-7505.

TRIATHLON COMES TO GOLETA BEACH PARK

Swim, Bike, Run: Enjoying Goleta from a Different Perspective!
The sport of triathlon is growing rapidly throughout California and is enjoyed by the young, old, fast and not so fast. Goleta is host to the first Goleta Beach Triathlon on July 31 starting at 7 am at Goleta Beach Park. There will be sprint and Olympic distance triathlons as well as a duathlon.

Swims will take place in the protected cove of Campus Point where water conditions couldn’t be better. The bike segment starts along the recreational bike path leaving the park and runs along the Goleta foothills. The run is flat and fast as each participant takes to the recreational run path heading west toward Santa Barbara.

For more info: visit www.GoletaBeachTriathlon.com or email goletabchtri@aol.com.