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What’s New with Oversized Vehicles in Goleta

The City of Goleta will soon be implementing its oversized vehicle ordinance that regulates the storage of large vehicles on public streets within the City. Since the City’s incorporation, the issue of storage of oversized vehicles has been one of the top complaints received by the City Council. In 2010, the City’s ordinance committee began to discuss potential parking regulations for these vehicles and solicited input from community members on what an ordinance might look like. The Council considered the options and approved an ordinance and a resolution (see sidebar below). The ordinance goes into effect on September 20, 2012, and the key elements are highlighted below.

Beginning on September 20th, no person may park or leave standing any large vehicle upon any street within a residential area or a commercial area of the City between the hours of 7:30 a.m. and 4:00 p.m., Monday through Friday. There are some exceptions, however, which include vehicles with valid oversized vehicle parking permits, those being actively loaded or unloaded, a large vehicle properly displaying a valid handicapped parking permit, a public agency emergency response vehicle and any commercial commuter vehicles (such as the Clean Air Express). In addition, the ordinance exempts these rules on weekends and federal holidays.

Certain Vehicles Now Prohibited on the Following Streets:

- Ward Drive between Hollister Avenue and the place where it ends
- South Patterson between Hollister Avenue and a point 400 feet south of Ekwill Road
- Overpass Road between South Patterson and Sumida Gardens Lane
- Encina Road between Kingston Avenue to North Fairview Avenue
- Pine Avenue between Hollister and Thornwood Drive
- Kellogg Way
- South Kellogg Avenue between Hollister Avenue and Technology Avenue
- Winchester Canyon Road south of Cathedral Oaks Road
- Cathedral Oaks Road from Paseo Del Pinon to 300 feet east of Brandon Drive
- North Fairview Avenue between La Goleta Road and Cathedral Oaks Road
- Ellwood Station Road between Hollister Avenue and Highway 101
- Los Carneros Way between Calle Koral and Hollister Avenue
- Via Jero Road north of Hollister Avenue

See more about parking your vehicles on page 3 inside.
Be Prepared For Election Season

On November 6th, residents of Goleta will have the opportunity to vote on a number of ballot measures and vote for candidates at the federal, state, local and special district levels.

This year, two City Council seats are up for election. As a “General Law” city, elections are held in November on even-numbered years. The City’s elective officers consist of a City Council, which is comprised of five council members among whom one is selected annually to act as the Mayor. The Mayor and Council members are elected to staggered four-year terms so that no more than three seats are up for election at any time. Goleta has no term limits.

Those interested in running for the City Council must be a Goleta resident over 18 years of age and registered to vote. The nomination period opens July 16, 2012.

Contact Deborah Constantino, Goleta’s City Clerk, at 961-7505 for more information or to set up an appointment for an overview on the necessary requirements for office.

Behind the Scenes at Goleta’s City Hall

If you weren’t able to attend the City’s Open House this past March, you still have the opportunity to take a behind-the-scenes look at what goes on at City Hall. A series of 10 short videos, which capture the essence of the City’s work on your behalf, are now available on the City’s YouTube channel. There you will find a segment on all of the City’s key services, including public works and public safety, finance, elections, planning and administrative services (and more!).


You Are Part of the Team

The City wants to hear from you as the eyes and ears of our community. If you see something that needs to be repaired or replaced, please let us know. We have a small maintenance staff, and they have a lot of ground to cover. We look forward to your help as a key member of our team. Your help in keeping Goleta safe and clean is invaluable.

Please log into our City Assist program on our website at www.CityofGoleta.org to report a problem or register a complaint. You may also call our office at 961-7500 with a request.

Strong Cities, Strong State

Goleta joins cities throughout the state in the Strong Cities, Strong State initiative. This program highlights the important partnerships between elected officials, staff and the community to build and enhance quality of life. The initiative is a program of the League of California Cities and the California City Management Foundation.

To see Goleta’s site, visit www.strongcitiesstrongstate.com.

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.
A Closer Look at Goleta’s Budget

By Dan Singer, City Manager

As Goleta ends its tenth fiscal year since incorporation, it is a perfect time to revisit where Goleta sits as a City. While we have fared better than most communities through this very tough recession, we still have some uncertainties ahead. Rising public safety costs, infrastructure and capital project costs and the loss of redevelopment all create financial challenges in the years ahead.

Like cities around the State, Goleta saw a significant drop-off in revenues from 2008-2010. And even with a healthy rebound the past two years, we are still today well below our historic high of five years ago.

However, beginning this fiscal year which starts July 1, the City begins to collect a larger portion of sales tax (70% vs. 50%) and all of our bed tax (100% vs. 60%) from local revenues that had been going to the County. Therefore, as we compare our current year with next fiscal year, we see a healthy increase in revenues.

This year, expected revenues for the City’s General Fund jump from $15.3 million to $18.7 million, a 20% increase. These increases are attributable to the change in the Revenue Neutrality Agreement as well as an improved economy and a new hotel. This revenue increase will allow Goleta to maintain its heavy investments in our streets and public safety services, among other priorities identified by the City Council.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
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<tr>
<td>2012</td>
<td>$15.3 million</td>
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<tr>
<td>2013</td>
<td>$18.7 million</td>
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Oversized Vehicles

CONT. FROM FRONT COVER

Let’s examine several scenarios and test them against the new oversized vehicle ordinance:

Scenario 1: Your cousin and his family are coming into town with their 21-foot camper. They want to park in front of your house for a few days and stay in their vehicle at night. Is this allowed? You can obtain a parking permit from the City that would allow the vehicle to be parked in front of your house for up to three days. However, they are not allowed to stay in the vehicle overnight, so be generous and offer them a place on your living room couch!

Scenario 2: You run a carpet cleaning business and need to service residences within the City limits during the day. Is this allowed? Yes. Parking is allowed as long as you are actively providing a service.

Scenario 3: You and your family plan to go camping on the weekend, but you want to bring your recreational vehicle to your house to load it on Thursday and unload it the following Monday. Is this allowed? Yes. You simply need to obtain a no-fee permit from the City.

Obtaining a No-Fee Permit

When you are actively loading and unloading your recreational vehicle between 7:30 a.m. and 4:00 p.m., Monday through Friday, you’ll need to have a no-fee permit from the City. This permit allows parking for two periods for up to three days. For example, if you wanted to pack three days before a trip and unpack three days after a trip, you would need one permit. You can apply for up to 12 permits per year and each permit is good for two three-day periods.

How Do I Get a Permit?

You can easily download an application from the City’s website at www.cityofgoleta.org or stop by City Hall Monday through Thursday from 8:00 a.m. – 5:00 p.m. or on Friday from 8:00 a.m. – noon. The permit applications are processed within 24 hours (during normal business hours). The permitting system will be set up online by September 1st.

Oversized Parking

How Do I Report a Violation or Receive Additional Information?

Call the City’s code enforcement officer, Greg Nordyke, at 961-7556 during normal business hours for more information or to report a violation. The Sheriff’s non-emergency dispatch center can also be contacted at 692-5743 to report a violation.
City of Goleta "Lights the Way with These Green and Energy Efficiency Efforts"

City Sees Savings

The City of Goleta is rapidly becoming a leader in resource and energy efficiency through a commitment to reduce consumption, emissions and create a better environment for the community. As part of their commitment, the City recently completed lighting upgrades throughout parts of the community and in City facilities from funds received through participation in the Energy Efficiency Community Block Grant (EECBG) Program. The lighting upgrades consisted of high-efficiency ceiling fixtures, including T8 lamps, conversion of incandescent exit signs to LED and installation of watt-stopper motion sensors, among others that replaced older and less efficient fixtures and lamps.

The efforts made to upgrade lighting within the community were influenced by the City’s Energy Efficiency Action Plan and represent a desire to improve operations and inspire change.

Goleta Continues to Move Forward in Quest to Go Green

Last fall, the Goleta City Council approved the establishment of a Transportation Demand Management (TDM) Program for City staff. The program, designed by City staff with help from Traffic Solutions, encourages employees to carpool, take the bus, ride their bikes and walk to work in exchange for a variety of incentives. More employees are using alternative transportation methods to get to work, and those who choose to carpool or use public transportation have access to bicycles (pedal powered and electric) and cars for short trips during the workday.

Since the establishment of the program, staff has achieved the following: Reduced 335 commuter trips to and from work; Saved 1,101 gallons of gas; Reduced emissions by 21,383 pounds. This program supports the ongoing efforts of Go Green Goleta.

The upgrades occurred at the following facilities:

**CITY HALL**
- 166 fixtures were retrofitted, $15,000 in materials and $12,000 in labor
  - The annual savings of kilowatt hours = 35% of electricity usage or $11,000/year in savings
- Offices, conference rooms, restrooms and City Council chambers

**STREET LIGHTS**
- 84 fixtures, $81,000 in materials and $18,000 in labor
  - 52% kilowatt hours per year of electricity savings

**SCHOOL DISTRICT UPGRADES**
- 207 high-efficiency fixtures were installed at Brandon, Ellwood, Kellogg and La Patera Schools, $42,000 in materials and $11,000 in labor
  - 78% kilowatt hours per year in electricity savings

  - Brandon School
  - Ellwood School
  - Kellogg School
  - La Patera School

Community View

The City of Goleta has a new view for you—Community View. The City of Goleta’s Community View is a Geographical Information System (GIS) and is now available online and provides detailed information about properties from a geographic perspective. You can find everything from existing bikeways and beach access points to flood plains, legislative districts, and zoning maps.

To check out this new view, visit the City’s homepage at www.CityofGoleta.org and click “Community View” in the list on the left side of the page.
The Goleta Library is a Family Place

The Goleta Library received $15,000 to help create a warm and friendly space for families at the library. The Family Place Library Program is a statewide initiative that helps create family/early childhood space in the children’s areas of local public libraries. Goleta joins the nearly 300 libraries nationwide dedicated to providing services to families with young children. The Friends of the Goleta Valley Library have provided $5,000 in matching funds for the grant.

The new Family Corner will be equipped with toys, books and comfortable furniture, creating an attractive and exciting space designed specifically for young children. The library setting supports early-learning interactions between young children (ages 0 to 5 years), parents and caregivers, and encourages the use of public libraries by families with children. All the new materials were selected so that they would enhance the development of young children’s learning, enabling them to become school-ready.

In addition the new Family Corner, library staff will partner with local professionals to offer frequent sessions of the Play With Me, Learn With Me Parent/Child Workshops that will meet weekly for five successive weeks. In these workshops, parents will play with their children using age-appropriate materials, have the opportunity to ask local experts about topics that concern them and learn nursery rhymes, songs and fingerplays.

Goleta staff has also created a Parenting Collection with timely and pertinent circulating materials on topics of interest to parents and their toddlers. As part of the grant process, two staff members received three days of training on the program and are now training the rest of the staff on how to interact with families in a new way. The Goleta Library will be known as a place with knowledgeable staff that successfully focuses on literacy, early childhood development, education and family services.

For more information, visit www.sbplibrary.org/hourslocations/goleta.html or call 964-7878.

Goleta Magazine

Copies of the 2012 Goleta Magazine are now available at the Goleta Library, Goleta Valley Community Center, at City Hall and at other locations throughout the City. This annual publication by the Goleta Valley Chamber of Commerce highlights the best Goleta has to offer. Inside you will find articles on the City’s first 10 years, education, business, real estate and more. Pick up your copy today!

It’s All About Cats & Dogs

A new spay-neuter ordinance encourages the spaying and neutering of cats and dogs and requires veterinary certification and licensing if an owner wants to leave an animal unaltered. The intent is to help prevent overpopulation. For a full version of the ordinance, visit the City’s website at www.CityofGoleta.org.
Business, Government and Education Collaboration is a GEM

The City of Goleta, Goleta Valley Chamber of Commerce and the University of California at Santa Barbara launched the GEM (Goleta Entrepreneurial Magnet) Initiative at Goleta’s fifth annual State of the City. GEM is a collaboration of business, government and education to strengthen the local economy by supporting new and growing technology entrepreneurs. GEM’s vision is to have the Goleta Valley recognized as a world-class regional center of excellence for entrepreneurial technology and growth. The next step for GEM is to create a Web-based resource for the Goleta entrepreneur wanting to start and grow a business from permitting, to finding a workforce, to everything in between. Look for more about this exciting new initiative in the coming months.

Grow Your Neighborhood and Earn a Frozen Yogurt Party!

Last issue, we talked about our Nextdoor program (to read a copy of the article, go to www.CityofGoleta.org and search 2012 Monarch Press). Nextdoor is an online, social network for neighborhoods and has an interface similar to Facebook. Over 800 residents throughout Goleta have already logged on, and we invite you to do the same.

During the month of July, we’ll be running a contest to get more neighbors participating. Each neighborhood will have the opportunity to sign-up new neighbors. The neighborhood that has the greatest percentage increase at the end of July will earn a frozen yogurt party in their neighborhood. If you have any questions, please contact Valerie Kushnerov, Public Information Officer, at vkushnerov@cityofgoleta.org or 961-7507. To sign up for Nextdoor, go to www.Nextdoor.com.

UCSB (represented by Gene Lucas, Executive Vice Chancellor), the City of Goleta (represented by Mayor Ed Easton) and the Goleta Valley Chamber of Commerce (represented by Kristen Miller, President and CEO, and Michael Ratray, Chairman of the Board) announced the GEM partnership at the City’s Fifth Annual State of the City in May.

Goleta Hosts First Citizens’ Academy

Goleta resident, Bob S., donned the bomb squad suit as part of Goleta’s first Citizens’ Academy where 20 residents learned about what the sheriff’s personnel do to serve our community.

Nectarine Park Opens!

The City reopened Nectarine Park after a short break to make some improvements. These upgrades included a new safety surface, new landscaping, an irrigation system, new benches and new fencing. A concrete tricycle path was also added for kids to take a spin around the park. Check out this nice park on Nectarine Avenue in Old Town Goleta.
¿Qué hay de nuevo con los vehículos de gran tamaño en Goleta?

La Ciudad de Goleta pronto instrumentará una ordenanza en relación a los vehículos de gran tamaño, la cual regulará la manera en que dichos vehículos deberán guardarse en las calles de la ciudad. Desde que la ciudad se incorporó como tal, éstos vehículos de gran tamaño han sido una de las principales quejas que se reciben en el Concilio de la Ciudad. En 2010, el comité de ordenanzas de la ciudad comenzó a discutir posibles regulaciones para estacionar estos vehículos y solicitó a los miembros de la comunidad su opinión para decidir qué ordenanzas serían más convenientes. El Concilio consideró las opciones y aprobó una ordenanza (anotada abajo) y una resolución (véase Vehículos de Gran Tamaño, Parte 2) La ordenanza entrará en efecto el 20 de Septiembre, 2012 y abajo se presentan los elementos más importantes.

Primero, sin embargo, tenemos que ver la definición de un vehículo de gran tamaño: se define como “un vehículo o la combinación de vehículos que exceda 25 pies u 80 pulgadas de ancho u 82 pulgadas de alto” Si cualquier parte del vehículo o de la combinación de vehículos, excede cualquiera de estas medidas, dicho vehículo se considera como “de gran tamaño”.

A partir del 20 de Septiembre, ninguna persona podrá estacionar o dejar parado ningún vehículo grande en ninguna calle dentro de un área residencial o comercial en la ciudad entre las 7:30 a.m. y las 4:00 p.m. de lunes a viernes. Sin embargo, existen algunas excepciones que incluyen a los vehículos que cuentan con un permiso válido para personas discapacitadas, vehículos de una agencia pública que responda en casos de emergencia y cualquier vehículo de transporte de pasajeros de su casa a su trabajo (como el “Clean Air Express”). Además, la ordenanza elimina este reglamento durante los fines de semana y los días de fiesta oficiales.

Para obtener un permiso sin costo alguno

Cuando usted está activamente cargando y descargando un vehículo recreativo entre las 7:30 a.m. y las 4:00 p.m. de lunes a viernes, usted necesitará obtener un permiso de la ciudad sin costo alguno. Este permiso le permite estacionarse por dos períodos hasta por tres días. Por ejemplo, si usted desea empacar por tres días antes de su viaje y desempacar por tres días después de su viaje, usted necesitará un permiso. Usted podrá solicitar hasta 12 permisos al año y cada permiso es válido por dos períodos de tres días cada uno.

¿Cómo obtengo un permiso?

Usted puede bajar una aplicación fácilmente del website de la ciudad— www.cityofgoleta.org o pasar a las oficinas de la ciudad de lunes a viernes de 8 a.m. a las 4:00 p.m. o los viernes de las 8 a las 12 del día. Las solicitudes para el permiso se procesan con 24 horas de anticipación (durante las horas normales de oficina) El sistema para solicitar los permisos estará “online” a partir de Septiembre 1.

Usted es parte de nuestro equipo

La ciudad desea escucharla ya que usted representa los ojos y los oídos de nuestra comunidad. Si usted ve algo que necesita repararse o reemplazarse, avísenos por favor. El número de empleados de mantenimiento es pequeño y cada uno tiene una extensión muy grande para cubrir. Por favor diríjase al programa “City Assist” en nuestro website www.cityofgoleta.org para reportar un problema o para registrar una queja. Necesitamos de su ayuda como miembro clave de nuestro equipo.

Los Vehículos de gran tamaño están prohibidos en las siguientes calles.

El Concilio pasó una resolución en el mes de Marzo que prohíbe que todos los vehículos grandes se estacionen en las 13 calles que aparecen en la siguiente lista:

- Ward Drive entre Hollister Avenue y el lugar en donde termina
- South Patterson entre Hollister Avenue y 400 pies al sur de Ekwill Road
- Overpass Road entre South Patterson y Sumida Gardens Lane
- Encina Road entre Kingston Avenue hasta North Fairview Avenue
- Pine Avenue entre Hollister y Thornwood Drive
- Kellogg Way
- South Kellogg Avenue entre Hollister Avenue y Technology Avenue
- Winchester Canyon Road al sur de Cathedral Oaks Road
- Cathedral Oaks Road de Paseo Del Pinon a 300 pies al este de Brandon Drive
- North Fairview Avenue entre La Goleta Road y Cathedral Oaks Road
- Ellwood Station Road entre Hollister Avenue y el Highway 101
- Los Carreros Way entre Calle Koral y Hollister Avenue
- Via Jero Road, al norte de Hollister Avenue

www.CityofGoleta.org

¿Cómo reporto una violación a esta ordenanza o cómo puedo recibir información adicional?

Llame al oficial Greg Nordyke, al 961-7556 durante horas normales de trabajo para que le informe como reportar una violación. La línea de no-emergencias del Sheriff también puede recibir reportes de violaciones a la ordenanza en el 692-5743.

¿Preguntas? Llame a City Hall 961.7500. Tenemos personal bilingüe. Queremos escuchar su opiniones.
The 30th Annual Depot Day will be held at the South Coast Railroad Museum, located at the historic Goleta Depot, 300 N. Los Carneros Road in Goleta. Depot Day is the day set aside each year for celebrating the preservation of one of the area’s leading historical landmarks—the Southern Pacific railroad station building, which was moved on Nov. 18-19, 1981, to save it from demolition.

Four different rides are featured, involving three types of rail vehicles. Visitors will have the opportunity to propel themselves along on the museum’s people-powered handcar, or ride on an old inspection car or “speeder.” Event-goers can ride as much as they like throughout the day for one $3 fee. Participants can also visit the upstairs living quarters and view a number of different films.

Refreshments will be available for purchase. A day-long silent auction will feature nearly 150 valuable items.