The Goleta City Council recently passed its budget for 2013-14 and 2014-15. Over the last several months, the Council and staff had numerous discussions on what a budget package could look like and how it would represent the values and priorities identified by the City Council. The new budget is structurally balanced. This means that the City is planning to spend less money than it expects to take in. Goleta's anticipated revenue has grown for several reasons. The first is that hotel stays have increased, and this has generated additional revenue through collection of the transient occupancy tax (TOT). Second is to ensure the City's economic vitality through programs like GEM. GEM stands for Goleta Entrepreneurial Magnet and is a partnership with the Chamber of Commerce and the University to help high-tech businesses start and thrive in the Goleta Valley. The City is cautiously optimistic about future revenues, but it is important to remember that not all sources of revenue are the same. Property tax revenue is fairly stable. However, TOT is variable and can change with any economic rise, downturn or natural disaster. Sales tax also fluctuates although it is less risky than TOT. The Council was careful to take these into consideration when looking at future income and has an ample reserve to be able to respond to any changes. The City of Goleta received a ‘Best in Category’ award for the roundabout at Los Carneros and Calle Real from the American Public Works Association, Central Coast of California Chapter. The award was given in the category of Transportation Projects under $5 million. Wallace Group designed the roundabout.
Recently, there has been much discussion about residential burglaries in our community. Our Community Resource Deputy, Greg Sorenson, offers these tips to ensure that you and your family stay safe and your valuables protected:

- Keep doors (including garage) and windows, both to your home and your vehicle, locked. Also, keep yard gates locked and/or secured.
- Keep valuables out of sight.
- Mark and identify all valuables in the home for future identification purposes.
- When away from your house overnight, put house lights on a timer.
- Let your neighbors know when you will be away from the home and if there is supposed to be someone else on your property.
- Have a neighbor collect your newspapers and mail if you are gone.
- Call the Sheriff’s Office at 681-4100 to have a Vacation Request Form filled out in order to have deputies check your home while gone on vacation.
- Create the illusion that there is always someone at home—even if there is not!
- Be wary of solicitors in your neighborhood:
  - NEVER allow a solicitor into your home.
  - Ask for identification.
  - Ask for a business license that allows them to solicit in your neighborhood.
  - Ask for specific information about the charity or organization they are soliciting for including their boss’s name and phone number.
  - NEVER give them any personal information (i.e., social security numbers, credit card numbers, bank information, names and numbers of others residing with you, etc.).

If you don’t already, get to know your neighbors. Know who belongs in your neighborhood—and who doesn’t. Be vigilant and look for any suspicious activity. Please, if you see anything/anyone suspicious in your neighborhood, call 9-1-1.

If you have an interest in setting up a neighborhood watch program in your area, please contact Senior Deputy Greg Sorenson at 968-3738.

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**TAX DOLLARS CONT. FROM P. 1**

- Additional staff to help move the City’s ambitious Capital Improvement Program forward
- A reserve for building a City Hall rather than continuing to lease space

The Council also allocated one-time money for a new zoning code and housing element, infrastructure needs at City Hall and environmental studies needed to complete the wildland fire and butterfly habitat management plans.

The complete budget document is available on the City’s website and at the public counters at City Hall.

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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.
Our coast and ocean are among Goleta’s most treasured resources. The wildness and beauty found on Goleta’s coast are an important part of the City’s identity and heritage. In 1999, the California Legislature safeguarded the long-term health of our marine life with the passage of the Marine Protection Act. This Act established a statewide network of marine protected areas designed, created and managed using science and input from local users, including commercial and recreational fishermen.

Marine protected areas (MPAs) along the southern California coast have been in effect in state waters since January 1, 2012. The south coast network includes 50 new or modified MPAs that cover approximately 355 square miles or about 15 percent of the state waters along the south coast. The MPAs are managed by the California Department of Fish and Wildlife (DFW).

The Campus Point and Goleta Slough MPAs have boundaries that include areas below the mean high tide line on their respective beaches, which means that it also applies to any living resources which may be found in tide pools and on sandy wet beaches. The CDFW can cite anyone for taking any living resources from within any of these areas. If poaching is suspected in any of these areas, the public can report those activities to the CDFW anonymous hotline, CalTIP, at 1-888-334-2258.

To continue to receive information on programs, events and initiatives of the City, please send your email address to: pio@cityofgoleta.org and put MONARCH PRESS in the subject line. If you would like to receive a print version of the email newsletter, please contact us with your name and mailing address at 961-7500 or pio@cityofgoleta.org. We are exploring offering a Spanish version of the online Monarch Press as well. If you would be interested in receiving a Spanish version, please contact us at the phone number or email listed above.

Finally, the City will also be implementing a more comprehensive system to send email information on targeted topics. For example, if you’re interested in projects on the Ellwood Mesa, you might want to join that list. Or if you’re interested in emergency preparedness, then you could sign up for those emails. We are in the process of developing these “interest” lists that will supplement the Monarch Press mailings on an as-needed basis.

Don’t miss this opportunity to continue receiving in-the-know information from the City of Goleta.

There are three new local MPAs: the Naples State Marine Conservation Area (SMCA), the Campus Point SMCA, and the Goleta Slough SMCA. These are no-take areas except for Naples MPA which allows for select recreational and commercial taking to occur.

Enjoy your summer…
and soak in the beauty of our Goleta Valley!
The Ocean Meadows purchase finishes the Ellwood-Devereux land purchase puzzle. Ellwood Mesa/Sperling Preserve will truly be connected to the ocean.
Traffic Corner: Pedestrian Safety

BY SGT. KEVIN HUDDLE

“Where can a pedestrian legally cross the street?”

“When is a driver required to stop for a pedestrian crossing the street?”

These are just two of the most frequently asked questions of the Goleta Traffic Unit. Unfortunately, the answers to these questions are not as simple as they might appear.

For Pedestrians...

A pedestrian can legally cross the street when they are crossing within any marked or unmarked crosswalk.

Pedestrians can cross streets outside of crosswalks, but there are several important factors to keep in mind. First, it is considered jaywalking if you cross a street between adjacent intersections that are controlled by traffic control devices. And jaywalking is illegal. Second, when you cross the street outside of a crosswalk you “shall yield the right-of-way to all vehicles upon the roadway so near as to constitute an immediate hazard.”

As a pedestrian, whether you are crossing in a crosswalk (or at any other location of the roadway) never step out into traffic until it is safe to do so. Never assume all vehicles will stop for you. You are required to make sure that there are no vehicles so close that they would not have the appropriate amount of time/distance to stop.

It is also good practice to continue looking at oncoming traffic. You run the risk of being possibly injured or killed if you are careless while walking across a street.

For Drivers...

Drivers are required to yield the right-of-way to pedestrians crossing the roadway within any marked or unmarked crosswalk. As a driver, you do not need to wait for the pedestrian to get all the way to the opposite curb before you drive forward. Once a pedestrian has crossed the path of a vehicle and is out of harm’s way of that vehicle, the driver is allowed to continue forward. The ultimate goal is the pedestrian’s safety.

A driver also may not pass another vehicle that is stopped for a pedestrian crossing the roadway. If you are driving along and see a vehicle stopped ahead of you or in the lane next to you, please slow down and take the time to determine why it is that vehicle has stopped. There might be a pedestrian crossing the street who will be stepping out from in front of the stopped vehicle and directly into your path of travel.

Drivers are not relieved of their duty of yielding to pedestrians crossing streets outside of crosswalks. Drivers need to exercise “due care for the safety of pedestrians” and stop for them whenever possible, pending the safety of themselves and other drivers.

During darkness it is harder for a driver to see a pedestrian. Whether you are driving or crossing the street at night, take into account the dark environment.

At the end of the day, the most important thing to remember is this: alert drivers and alert pedestrians create safer roads for everyone.

Volunteer Opportunities

Goleta Valley Historical Society, stewards of Rancho La Patera & Stow House (1873), are seeking new volunteers for a variety of program opportunities. Volunteering is a great way to make new friends, go behind-the-scenes at the Ranch, give back to your community and have fun.

Ranch Hands help organize, preserve, and protect the collections.

Ranch Docents lead educational tours of Stow House and the History Education Center, bringing history alive to guests of all ages as they experience the ambiance of the early 1900s.

Seasonal Ranch Hands help with our events. Orientation, training, and time commitments are specific for each occasion. A fun-loving, great attitude is the only requirement!

Wranglers guide and assist children in the Pioneer Days Program, our unique experience for 3rd graders.

A New Volunteer Orientation is offered every third Saturday at 2:30 pm. For more information or to RSVP contact 681-7216 or info@goletahistory.org.

Summer BBQs at Stow Grove Park

The City of Goleta’s maintenance crew recently installed this impressive new BBQ at Stow Grove Park. Park reservations can be made online at www.CityofGoleta.org or by calling 961-7500.

Call City of Goleta at 961-7500 or visit our website at www.CityofGoleta.org.
Be Wildfire Ready This Season

We all know how unpredictable and destructive wildfires are in our area. But there are things you and I can do to be prepared—to slow them down—to protect our family and property. And the Santa Barbara County Fire Department’s Ready! Set! Go! Program makes that preparation easy...

Ready! Prepare yourself, your family and your property.
Set! Monitor fire weather/activity and prepare to evacuate.
Go! Leave early and when directed by public safety officials.

11 Tips to Being Ready, Set, Go!:

• Build an emergency kit and make a family communications plan.
• Design and landscape your home with wildfire safety in mind. Select materials and plants that can help contain fire rather than fuel it.
• Use fire-resistant (or noncombustible) materials on the roof and exterior structure of the dwelling, or treat wood or other combustible materials used in roofs, siding, decking or trim with fire-retardant chemicals.
• Plant fire-resistant shrubs and trees. For example, hardwood trees are less flammable than pine, evergreen, eucalyptus or fir trees.
• Regularly clean roof and gutters.
• Inspect chimneys at least twice a year. Clean them at least once a year. Keep the dampers in good working order. Equip chimneys and stovepipes with a spark arrester.
• Install a dual-sensor smoke alarm on each level of your home, especially near bedrooms. Test them monthly and change the batteries at least once each year.
• Teach each family member how to use a fire extinguisher (ABC type) and show them where it’s kept.
• Keep household items handy that can be used as fire tools: rake, axe, handsaw or chain saw, bucket and shovel.
• Keep a ladder that will reach your roof.
• Clear items that will burn from around your house, including woodpiles, lawn furniture, barbecue grills, tarp coverings, etc. Move them outside of your defensible space. (A minimum of 100 feet of defensible space is required around your home. This means that the area around your home be free of flammable plants and objects.)

The Ready! Set! Go! Program was launched to help raise awareness and reduce life and property loss caused by wildfires.

STRATEGIC CONT. FROM P. 1

moving City Hall to Old Town. They had previously authorized a viability study on the Goleta Valley Community Center. Other initiatives, such as the development of the Old Town Park, the completion of the San Jose Creek Project and ideas that came out of the Love of Goleta events would help to support this initiative.

The Council’s final strategy was to Ensure that Goleta Remains a Safe Community. Some of the items that were discussed included a bicycle/pedestrian master plan, support for programs like Community Emergency Response Team (CERT) training, concern about adequate fire services in western Goleta and sustainability of the contract with the Sheriff’s Office.

The conversation on the City’s strategic planning is expected to continue through the summer.

AWARDS CONT. FROM P. 1

roundabout and Granite Construction built it. It was completed on time and under budget.

This is the second award the City has received from APWA. Rosemarie Gaglione (pictured on page 1) was the City’s project manager.

The City also received an ‘Award of Excellence’ from the California Association of Public Information Officers (CAPIO) in the “dollar stretcher” category for its Nextdoor.com program. This award is given by the statewide association to the program that most exemplifies doing more with less.

To participate in this free and private online network for neighborhoods, go to www.Nextdoor.com.

The Ready! Set! Go! Program was launched to help raise awareness and reduce life and property loss caused by wildfires.
El autor Alvin Toffler dijo: “Tienes que pensar en las cosas grandes, mientras que estás haciendo las cosas pequeñas, para que todas las pequeñas cosas van en la dirección correcta.” Esto es lo que el Concejo Municipal ha hecho recientemente en su revisión de su Plan Estratégico.

Durante su taller de un día completo, el Concejo tuvo una larga discusión sobre la declaración de la visión de la Ciudad y de la identidad de la Ciudad.

Aterrizó en cinco estrategias y objetivos principales para los próximos años:

La primera consiste en asegurar la sostenibilidad financiera a través de ingresos mejorados, control cuidadoso de los gastos y la revisión de políticas de reservas financieras estructurales tales como reservas.

El segundo es para asegurar la vitalidad económica de la Ciudad a través de programas como “GEM” en inglés. GEM significa Imán Empresarial de Goleta y es una colaboración con la Cámara de Comercio y la Universidad para ayudar a las empresas de alta tecnología comenzar y desarrollar en el Valle de Goleta.

La tercera estrategia consiste de fortalecer la infraestructura, tanto en la circulación de transporte en toda la Ciudad e inter-

mente con el desarrollo de un código de zonificación.

El Concejo está convencido de que un plan para volver el Centro Antiguo (“Old Town”) como el centro vital de la Ciudad debe ser desarrollado. Dirigieron al personal a investigar el Ayuntamiento de la Ciudad al Centro Antiguo. El Concejo había autorizado previamente un estudio de viabilidad del Centro Comunitario del Valle de Goleta. Otras iniciativas como el desarrollo del Parque del Centro Antiguo, la finalización del Proyecto Arroyo San José, y las ideas que salieron del evento “Amor de Goleta” ayudarían a apoyar esta iniciativa.

La estrategia final del Concejo era asegurarse de que Goleta siga siendo una comunidad segura. Algunos de los temas que se discutieron incluyeron un gran plan para ciclistas/peatones, el apoyo a programas como el Equipo Comunitario de Respuesta a Emergencias (CERT), la preocupación acerca de los servicios contra incendios adecuados en el oeste de Goleta y la sostenibilidad del contrato con la Oficina del Sheriff.

Se espera que la conversación sobre la planificación estratégica de la Ciudad continúe durante todo el verano.

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Mirando Hacia El Futuro Para Goleta

¡Sea inteligente! ¡Esté alerta!

Recientemente, ha habido mucha discusión sobre robos residenciales en nuestra comunidad.

Nuestro Diputado Comunitario Greg Sorenson, ofrece estas ideas para asegurarse de que usted y su familia estén seguros y sus objetos de valor protegidos:

- Asegurarse de que las puertas (incluyendo su garaje) y las ventanas, a su hogar y a su vehículo, estén cerradas con llave. También, mantenga las puertas de la yarda cerradas con llave y/o aseguradas.
- Guarde los objetos de valor fuera de vista.
- Marque e identifique todos los objetos de valor en el hogar para propósitos futuros de identificación.
- Cuando usted está fuera de su casa durante la noche, ponga las luces de la casa en un contador de tiempo.
- Deje saber a sus vecinos cuándo usted estará lejos del hogar y si debe de estar alguien allí en su propiedad.
- Pidale a un vecino que le recoja sus periódicos y correo si no están en casa.
- Llame a la oficina del Sheriff al 681-4100 para llenar una petición de las vacaciones para que diputados revisen su hogar mientras que este fuera de su casa durante vacaciones.
- ¡Cree la ilusión que hay siempre alguien en casa—incluso si no hay nadie!
- Sea cuidadoso de personas solicitando en su vecindad.

Si usted no lo ha hecho, haga el esfuerzo de conocer sus vecinos. Conozca quién pertenece en su vecindad—y quién no. Sea vigilante y anote cualquier actividad sospechosa. Por favor, si usted ve cualquier cosa/cualquier persona sospechosos en su vecindad, llame al 9-1-1.

Si usted tiene un interés en empezar un programa de la vigilancia vecinal en su área, por favor entre en contacto con Diputado Comunitario Greg Sorenson al 968-3738.

www.cityofgoleta.org
Music at the Ranch: A free concert series
July 16, 23, 30, August 6, 12, 20
(Tuesday evenings)
5:30 - 7:30 pm • Rancho La Patera & Stow House
Summer evenings are made sweeter by the sound of music in the gardens. Bring a picnic and enjoy dinner while you listen to some of the best bands in our area. Contact 805-681-7216 or www.goletahistory.org.

Capturing the Goodland
July 17 - November
Hours vary • Rancho La Patera Stow House
The Capturing the Goodland photography exhibit will be on display for public viewing at the Exhibit Hall. A satellite display is housed at Goleta City Hall in the Council Chambers and can be viewed during public meetings.

Third Annual Legislative Summit
July 18
3:00 - 4:30 pm: Program • 4:30 - 6:00 pm: Reception Bacara Resort & Spa
This summit provides an opportunity to hear from our regional elected officials on legislative matters that most affect the business climate. The panel will include Mayor Roger Aceves and Supervisor Janet Wolf along with other regional elected officials.

Teen CERT Class
July 22-26
Youth and Family Services YMCA • Isla Vista Teen Center
Teen CERT is Community Emergency Response Team training that teaches teens basic emergency tips to help serve as a neighborhood resource in a disaster.
Contact Luz Reyes-Martín at 805-961-7558 or lreyesmartin@cityofgoleta.org.

Dam Dinner
August 24
5:00 - 7:00 pm • Lake Los Cameros Dam
Look for details on this new community event on our website shortly.

Creek Week
September 21 – 29
Look for opportunities to help clean up our creeks and beaches at www.sbcreekweek.com.

Depot Day
Sunday, September 29
11:00 am - 4:00 pm • Goleta Depot
Museum fundraiser and family-oriented event that includes rides, silent auction, tours, food, music, and a lot more. Contact 805-964-3540 or www.goletadepot.org to register.

22nd Annual Lemon Festival
September 28 & 29
Hours vary • Girsh Park
The Goleta Lemon Festival offers sumptuous lemon food, fantastic family atmosphere and an abundance of live entertainment. Among the wildly popular pie-eating contests, local arts and crafts, kids activities, lemon-flavored foods and local freshly brewed lemon ale, the festival provides the setting in which family, friends and visitors can enjoy our community.
For more information, visit www.LemonFestival.com, or call the Goleta Valley Chamber of Commerce at 805-967-2500.