



BEACON



SPOTLIGHT AWARD

WINNER

BEST PRACTICE ACTIVITIES



City of Goleta

Sustainability Best Practice Activities

		 INSTITUTE FOR LOCAL GOVERNMENTSM <i>Promoting Good Government at the Local Level</i>					

City of Goleta

California communities are leading the fight against climate change. From small projects to large-scale programs, cities and counties are making great strides to create healthy, sustainable and economically prosperous communities. Participants in ILG's Beacon Program serve as leaders in this effort, making measureable contributions to reducing energy and greenhouse gas emissions, and sharing their sustainability best practices.

This document represents a collection of activities your agency has completed in 10 areas of sustainability. While local governments have a wide range of choices available to address climate change, these activities represent the unique opportunities and values in your community. These voluntary actions are essential to achieving California's goals to save energy, reduce greenhouse gas (GHG) emissions and create more sustainable communities.

SPOTLIGHT AWARD

Areas of Accomplishment		SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
	Agency GHG Reductions			
	Community GHG Reductions			
	Agency Energy Savings			2016 (25%)
	Natural Gas Savings			
	Sustainability Best Practice Activities		2016	2020
	Beacon Vanguard Award			

Cities and counties throughout the Golden State should be proud of the accomplishments made through the hard work, innovation and collective community action. The Institute for Local Government applauds your achievements and thanks you for your continued participation in the Beacon Program.

The Beacon Program is sponsored by the Institute for Local Government and the Statewide Energy Efficiency Collaborative (SEEC). SEEC is an alliance between three statewide non-profit organizations and California's four Investor-Owned Utilities. The Beacon Program is funded by California utility ratepayers and administered by Pacific Gas and Electric Company, San Diego Gas and Electric Company, Southern California Edison and Southern California Gas Company under the auspices of the California Public Utilities Commission.



Energy Efficiency and Conservation Activities

Silver

1. The City of Goleta is an active participant in the South County Energy Efficiency Partnership (SCEEP). SCEEP is an Energy Leader Partnership that includes Southern California Edison, Southern California Gas Company and municipal governments within the County of Santa Barbara, including Santa Barbara County and the cities of Santa Barbara, Goleta and Carpinteria. The program generates energy savings through identification of municipal energy efficiency projects, education and training and marketing and outreach to residential and business communities to increase participation in utility core programs. Goleta was awarded gold level status in 2015.

Gold

2. The City of Goleta adopted Ordinance 10-06 in 2010 establishing local energy efficiency standards for new buildings and certain improvements. This “reach code” exceeded the state’s minimum energy code requirements by 15%.
3. The city replaced all intersection highway safety lights with new energy efficient LED technology in 2012, saving 56,531 kWh, while using approximately 55% less energy than the previous lighting.

Platinum

4. In 2012, the City of Goleta utilized funding from the U.S. Department of Energy’s Energy Efficiency and Conservation Block Grant Program to retrofit 166 light fixtures in city hall and install 207 high-efficiency light fixtures in local schools. The LED installation and high efficiency fixture replacement generated an energy savings of 35% kWh a year at city hall and 78% kWh per year at four schools.
5. In 2019, the Goleta Valley Library utilized Southern California Edison’s Direct Install Program to upgrade to energy-efficient lighting throughout the building. This transition to LED technology resulted in a reduction in annual energy usage of almost 80,000 kWh with an estimated average yearly savings of over \$20,000 in energy and maintenance costs.
6. In April 2017, the City of Goleta City Council authorized the acquisition and LED retrofit of the streetlight system. As of March 4, 2020, the city has completed the acquisition of 1,330 of approximately 1,500 streetlights from Southern California Edison. The next step of the project is the conversion from High Pressure Sodium (HPS) lights to LED lights. These LED fixtures will conserve energy and reduce the costs associated with running and maintaining the existing HPS bulbs.





Water & Wastewater Systems Activities

Silver

1. The city adopted Ordinance 16-04 on February 16, 2016 regulating water efficient landscaping. The Water Efficient Landscape Ordinance furthers actions needed to reduce the harmful impacts of water shortages of the drought by promoting the values and benefits of landscaping practices that integrate and go beyond the conservation and efficient use of water.

Gold

2. In June 2016, the city installed a pilot water management system known as “Water Einstein” at its Stow Grove Park. Stow Grove is the city’s most diverse park and contains an important redwood grove. The system is being tested to detect and monitor water percolation at certain depths to better manage the health of grove, which has been stressed during the ongoing drought.
3. Together with the water purveyor and a local non-profit, the city is co-sponsoring classes for the community in February, March and July 2016 on greywater and rain harvesting techniques.

Platinum

4. In 2018, the City of Goleta, in partnership with the County of Santa Barbara and other regional partners developed the County-wide Integrated Stormwater Resource Plan (SWRP). The SWRP is a regional, watershed-based plan intended to improve the management of stormwater resources in Santa Barbara County through the identification and prioritization of multiple-benefit infrastructure projects that enhance reliability of local water supplies, improve surface water quality and flood management and provide environmental, educational and recreational benefits.
5. The City of Goleta partnered with local jurisdictions to create Best Management Practices guides tailored for homeowners, mobile cleaners, automotive services, the construction industry and landscapers to minimize how they affect the local streams, creeks or ocean with pollution. The guides are available on the city's website in both English and Spanish.
6. The Goleta Water District Water Saving Devices Distribution Program distributes free water saving devices to customers in order to increase District-wide water savings. Devices include garden hose nozzles with multi-stream and automatic shut-off capability, 0.5 gallon per minute bathroom faucet aerators, 1.5 gallon per minute showerheads, showerhead shut-off valves, toilet leak food coloring test tablets and toilet flappers.





Green Building Activities

Silver

1. On October 16, 2012, the city adopted Chapter 15.12.020-15.12.090 of Title 15 of the Goleta Municipal Code via Ordinance No. 12-13, creating the framework for incorporating voluntary and mandatory green building measures into the design, construction and operations of non-city owned buildings.

Gold

2. On October 2, 2012, the city adopted a green building policy for city-owned and operated buildings to require facilities to be LEED certified at the silver level via Resolution No. 12-65.
3. On October 2, 2012, the city adopted Resolution 12-66 approving incentives for eligible participants related to the city's Green Building Program. Depending on the type of project, the incentives include: expedited review/permitting processes, financial incentives and technical and marketing assistance.

Platinum

4. In 2012 the City of Goleta Green Building Program received the Green Public Policy Leadership award by the U.S. Green Building Council (USGBC) California Central Coast Chapter at its annual Green awards ceremony.
5. The city's website includes a green building section that helps residents and businesses find green building information and resources.
6. In December 2018, the Goleta City Council approved a design plan for the new Fire Station 10, a three-bay, 11,600 square foot, single-story building. The project will be built to the USGBC's LEED Silver standards, in accordance with Resolution No. 12-65, and will substantially improve emergency response times for fires, accidents and emergency medical response calls in the western portions of the city and surrounding unincorporated areas of Santa Barbara County.





Waste Reduction and Recycling Activities

Silver

1. On November 17, 2015, the City of Goleta adopted Resolution 15-54 to include Goleta in the Santa Barbara Regional Recycling Market Development Zone (RMDZ). The RMDZ is dedicated to establishing, sustaining, and expanding recycling-based manufacturing businesses by providing low interest loans and technical assistance to firms that use recycled materials to make new products, or that prevent or reduce waste as part of the manufacturing process.

Gold

2. On March 5, 2013, the city adopted Ordinance 13-02 regulating integrated waste management. The ordinance addresses mandatory recycling of construction and demolition waste. Specifically, the ordinance requires a 65% by weight of construction and demolition waste generated by a covered project must be diverted from disposal.
3. The city is a partner in the regional Green Business Program of Santa Barbara County. Businesses meeting certain requirements can be certified as a green business for going above and beyond current laws to protect and preserve the environment through their business operations in areas such as solid waste reduction and recycling, environmentally preferable purchasing, water and energy conservation and pollution prevention. Staff performs the solid waste reduction and recycling audits for businesses within Goleta's jurisdictional boundaries.

Platinum

4. In 2019 the City of Goleta hosted six Beautify Goleta events in partnership with MarBorg Industries, the city's provider of refuse, recycling and green waste collection services. These are community wide clean up events designed to provide residents a way to clean their homes or yards of large items. At these events, MarBorg collected a total of 50,000 pounds worth of material, of which 75% was recycled or reused.
5. The city website provides detailed information tailored to businesses, schools, the construction industry, multifamily apartments, offices, and homes on how to recycle.
6. Goleta residents can now recycle expanded polystyrene, commonly known as Styrofoam through a pilot program, in partnership with MarBorg industries and Heal the Ocean, a nonprofit organization, by dropping it off at identified collection locations. <https://www.marborg.com/article/14857-free-styrofoam-recycling-drop-off-now-available>.





Climate-friendly Purchasing Activities

Silver

1. On September 12, 2009, the city adopted Ordinance 09-12 to update the city's purchasing system. This ordinance states that when procuring supplies, specifications should require products made with recycled, energy efficient or environmentally friendly materials be bid.

Gold

2. The city contracts with Service Master for custodial services in its city hall. Service Master utilizes environmentally friendly cleaning products. Additionally it provides supplies such as paper towels that are EcoLogo and FSC certified. The city also purchases office supplies with post-consumer recycled content, including 100% recycled-content office paper with at least 30% being post-consumer waste, storage bins and recycling containers with recycled content and uses landscape structures in city open spaces with recycled content.
3. The city prioritizes the purchase of the most fuel efficient vehicles for the specifications needed. Currently, 15% or three of its 19 fleet vehicles are hybrid or zero emission vehicles.

Platinum

4. The city discontinued the purchase of single use plastics, instead making a one-time purchase of reusable utensil kits for each employee and encouraging staff to use the reusable cups, plates and bowls provided.
5. The city established a Green Team, comprised of staff from multiple city departments to help integrate sustainability and environmental initiatives, policies and programs into municipal operations. The Green Team has made recommendations for the Transportation Demand Management Program, reduction of paper usage and the elimination of single-use plastics.
6. The city replaced woven polypropylene sandbags with burlap bags at its sandbag distribution sites. Burlap bags are biodegradable and more eco-friendly than the woven plastic polypropylene bags.





Renewable Energy and Low-Carbon Fuels Activities

Silver

1. In March 2015, the city installed one of the first publicly available DC fast charging stations for electric vehicles in Santa Barbara County. The station installation was made possible through a public-private partnership between the Camino Real Marketplace (a local shopping center), Nissan North America, and grant funding from the Santa Barbara Air Pollution Control District.

Gold

2. Completed in February, 2014, the city constructed solar powered pedestrian activated rectangular rapid flashing beacons over travel lanes on Cathedral Oaks Road at Santa Marguerita Drive to provide an additional visual cue to alert motorists when a pedestrian wishes to cross the street.
3. On November 17, 2015, the city adopted Ordinance 15-06 establishing a streamlined permitting process for small residential rooftop solar systems to achieve timely and cost-effective installations of small residential rooftop solar energy systems. The Ordinance encourages the use of solar systems by removing unreasonable barriers, minimizing costs to property owners and the City of Goleta, and expanding the ability of property owners to install solar energy systems.

Platinum

4. On December 5, 2017, the City of Goleta committed to moving the city's and community-wide electricity supply to 100% renewable power by 2030 (Resolution 17-52). The city also resolved to have at least 50% of electricity use by municipal facilities come from renewable sources by 2025.
5. On July 16, 2019 the Goleta City Council adopted the Strategic Energy Plan, which charts a clear path to reaching the 100% clean energy goals set by the city council in 2017 (Resolution 19-46).
6. On August 20, 2019 the Goleta City Council voted to join Monterey Bay Community Power (MBCP), a Community Choice Aggregation (CCA) electricity provider, that enables cities, counties and other authorized entities that aggregate electricity demand within their jurisdictions to purchase and/or generate electricity supplies for their residents and businesses. MBCP procures the electricity from carbon-free and renewable sources, supporting the city's 100% renewable goal.





Efficient Transportation Activities

Silver

1. On November 1, 2011, the city adopted a formal Transportation Demand Management (TDM) policy and program. The TDM policy is a comprehensive program that encourages employees to reduce single passenger vehicle trips by participating in a variety of alternative transportation modes. The program includes incentives to encourage greater employee participation

Gold

2. Completed in November 2013, the city installed a roundabout at the intersection of Los Carneros and Calle Real as a way to improve traffic flow, reduce accidents and reduce greenhouse gases. This included grading, paving, landscaping, LED street lighting and related sidewalk improvements.
3. In June 2016, the city began preparation of a Bicycle and Pedestrian Master Plan (BPMP). This project was funded through a Strategic Growth Council Sustainable Communities Planning Grant and City Transportation Development Act funds. The Bicycle and Pedestrian Master Plan was completed and adopted by City Council in October 2018 (Resolution 18-57). It aims to expand and improve the pedestrian and bicycle network in the City of Goleta making it easier to walk and bike around town. The BPMP also promotes public health by encouraging people to walk and bike, reduces automobile usage and fuel consumption and promotes transportation equity. <https://www.cityofgoleta.org/projects-programs/bicycle-projects/bicycle-pedestrian-master-plan-project>.

Platinum

4. In 2018, in partnership with the Santa Barbara County Association of Governments (SBCAG), the City of Goleta received funding under the Transit and Intercity Rail Capital Program (TIRCP) to construct a new Goleta Train Depot project. The project will develop a new multi-modal train station next to the existing rail platform with the intent to increase rail ridership. Through the completion of a full-service station, the project will improve connections to bus service, accommodate shuttle service to/from the Santa Barbara Airport and the University of California Santa Barbara (UCSB), add new bicycle and pedestrian facilities and expand onsite parking. <https://www.cityofgoleta.org/projects-programs/studies-and-other-projects/goleta-train-depot-project>.





Efficient Transportation Activities

Platinum

5. In February 2018 the City of Goleta constructed a Class I Bike/ Multi-Purpose path, which contains separate lanes for riders and pedestrians, as part of the Hollister Avenue Class I Bike Path Safe Routes to Schools project. The city was awarded a \$1.6 million Active Transportation Program (ATP) grant for project construction. <https://www.cityofgoleta.org/projects-programs/bicycle-projects/hollister-class-1-bikeway>.
6. The City of Goleta won Project of the Year Awards from the American Public Works Association Central Coast Chapter. The Bicycle and Pedestrian Master Plan won the 2018-19 Project of the Year in the Special Studies <\$2 million category, and the Hollister Avenue Class I Bike Path / Multi-Purpose Safe Route to School project was Project of the Year runner-up in the Transportation \$2-5 million category (its third award). <https://www.goletamonarchpress.com/2019/04/award-winning-capital-improvement-projects/>.





Land Use and Community Design Activities

Silver

1. In November 2009, the city adopted a General Plan/Coastal Land Use Plan amendment to include Implementation Action CE-IA-5, requiring a greenhouse gas (GHG) inventory and related plan, otherwise known as a Climate Action Plan or CAP. Implementation Action CE-IA-5 outlines the minimum requirements of a CAP, which includes a GHG emissions inventory, a 2020 and 2030 emissions forecast, and measures to reduce emissions. On July 15, 2014, the city council adopted the city's first CAP via Resolution 14-44.

Gold

2. On December 1, 2015, the city adopted Resolution 15-55 approving the Coastal Hazards Vulnerability and Fiscal Impact Report. This report will enhance community planning by identifying coastal hazards and associated vulnerabilities that are in balance with fiscal resources. This information will assist the city in making more informed decisions regarding land use and development standards.
3. The city is in development of a "Complete Streets Corridor Plan" for redesign and reconstruction of Hollister Avenue. Hollister Avenue serves as the "Main Street" corridor in Old Town providing access to the businesses and neighborhoods. The corridor is also a major arterial which lacks bike lanes, consistent sidewalks with ADA accessibility, landscaping and other streetscape enhancements. Funding for this project is a combination of funds from the Old Town CIP Reserve fund, Regional Surface Transportation Program (RSTP) funds, Goleta Transportation Improvement Program, LRDP, CDBG and TIGER Grant funding. The plan will focus on transforming the Hollister corridor within the Old Town Goleta area into a complete streets corridor providing improvements consisting of strong and safe multi-modal connections, transportation infrastructure upgrades, visual and physical enhancements, improved pedestrian and ADA accessibility, dedicated bike lanes and green infrastructure facilities.

Platinum

4. In July 2017, the City of Goleta adopted the Annex to the Santa Barbara County 2017 Multi-Hazard Mitigation Plan (Resolution 17-32). This Annex serves as a complete hazard mitigation planning tool for the City of Goleta and contains updated capability assessment information, vulnerability assessment, and an updated/revised mitigation strategy. This mitigation strategy includes climate change considerations such as wildfire, sea level rise and erosion, as well as mitigation actions. <https://www.cityofgoleta.org/home/showdocument?id=15289> (pg. 42-47, 81).





Land Use and Community Design Activities

Platinum

5. In November 2019 the City of Goleta began using Magnet, a permit tracking system that facilitates day-to-day operations related to planning and building permits, business licensing, public works permits, and code enforcement cases by enabling the city to track and report on all kinds of permit applications through the various planning and building processes. Magnet is integrated with the concurrent, on-going Document Imaging Program, which allows the system to catalog and display historical permits issued both by the city and the County of Santa Barbara prior to city incorporation. The system is intended to enhance customer service, ensure data accountability, reduce permit processing time, decrease unnecessary staff workload, provide consolidated reporting and permit tracking across departments and prevent compromised data security.
6. In the City of Goleta's Strategic Energy Plan, the city worked with a consultant to identify the opportunities for solar and storage at three city owned critical facilities, the Goleta Library, Goleta Valley Community Center and city hall. The city has since purchased the city hall building and has hired a consultant to conduct a more in-depth feasibility study on renewable energy options for city hall.





Open Space and Offsetting Carbon Emission Activities

Silver

1. Goleta has been named a Tree City USA community by the Arbor Day Foundation to honor its commitment to community forestry. The city maintains over 6,000 street trees in addition to the trees located in the over 500 acres of parks and open spaces. The city has been a recipient of the Arbor Day Foundation Tree City USA designation for eight years.

Gold

2. The city adopted Ordinance 12-15 in 2012 to establish a parks and recreation commission. The commission holds public meetings to provide citizens a platform to discuss the needs, opportunities and current offerings of parks and recreation activities in the city. The commission advises the city council on all issues related to parks and recreational opportunities in Goleta.
3. The city adopted Ordinance 12-78 in 2012 to establish a public tree advisory commission. The commission holds public meetings to advise the city council, staff and city arborist in developing plans and goals for the Goleta Urban Forest. The commission represents the interests of the community and works to resolve conflicts between community members and urban forestry policy, and inform the community of the Urban Forestry Program.

Platinum

4. The Goleta City Council amended and approved the Goleta Urban Forest Management Plan in February 2017. The plan provides a five-year policy framework for how trees within public areas will be managed. This plan recognizes the environmental, economic and social benefits of Goleta's public trees, and identifies the many ways that city policies can gradually reshape a public urban forest to reflect Goleta's urban forest goals.
5. The city adopted Resolution No. 19-14, the Ellwood Mesa/Sperling Preserve Open Space Monarch Butterfly Habitat Management Plan, in 2019. This plan outlines the programmatic approach and methods for the city to manage and improve the Ellwood Mesa eucalyptus forest for the benefit of the overwintering behavior of the monarch butterfly.
6. In March 2019, the city opened Jonny D. Wallis Neighborhood Park, which contains a multitude of recreational amenities and landscaping, including a multi-purpose field, basketball court, handball court, concrete ping-pong table, bocce ball court, pickleball court, perimeter walking path, fitness nodes with exercise equipment, picnic areas, a skateboard plaza and splash pad. Increasing the amount of active recreation space within Old Town Goleta has been a desire of the city for years and is an identified need within the city's strategic plan.





Promoting Community and Individual Action Activities

Silver

1. The city adopted Resolution 09-047 in 2009 to establish a Green Issues City Council Standing Committee. The Committee serves in an advisory capacity to the city council on matters relating to energy efficiency, environmental policies, carbon reduction goals, and sustainability. Two members of the city council participate in the meetings which are held quarterly. The meetings serve as another way to inform and involve the public in the city's decision-making process related to sustainability issues.

Gold

2. As part of the development of the city's Green Building Program, the city convened a working group known as the Green Ribbon Committee to gain input and buy-in from local stakeholders on the program design. The Green Ribbon Committee brought together numerous representatives from the development, design, environmental advocacy, energy efficiency and building products communities with diverse perspectives in an effort to lead to a more effective program.
3. As part of the Green Building Program, free resources were developed for the public including a program brochure and a Green Building Program Guide, which includes information about green building best practices, the building performance assessment process, questions to ask a design and building professional, as well as notification about utility rebates and financing options.

Platinum

4. There is a dedicated Sustainability & Climate Adaptation page on the city's website. This page provides convenient access to information, services, and programs that support the city's commitment to become a sustainable community. The city frequently publishes sustainability focused articles in the Monarch Press, the city's online monthly newsletter.
5. Many Goleta citizens give their time to assist and advise the City Council on issues facing the legislative body. The city's Public Engagement Commission is comprised of seven Goleta residents, with the purpose of advising the City Council on issues related to public engagement in the governance of the city.
6. The city obtained a grant in November 2017 to promote the development of an outdoor exhibit at Evergreen Park. The Monarch Overwintering Visual Experience Simulation (MOVES) Program seeks to enhance the community's understanding and awareness of the Western Monarch Butterfly's southwesterly migration, including the many groves in Goleta they call home during the overwintering season.





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1400 K Street, Suite 205
Sacramento, CA 95814
916-658-8208
www.ca-ilg.org

