



# GOLETA CHAMBER NEWS & EVENTS

# 1

A PUBLICATION OF THE GOLETA VALLEY CHAMBER OF COMMERCE

## Troubled by Traffic Element

There are two things everyone has an opinion about: weather and traffic. Most of us would agree that we have great weather and our traffic isn't bad either. Improvements to our circulation patterns, however, could greatly enhance business efficiency and our quality of life. Traffic is on the minds of City planners and elected officials this month as the General Plan process focuses on the Transportation Element.



**KRISTEN AMYX**  
*President & CEO*

The Transportation Element is supposed to set policy regarding roadway and intersection improvements that coincide with the 20-year land-use plan written elsewhere in the plan. It must compliment the existing Goleta Transportation Improvement Plan that prioritizes traffic improvements to our existing grid. Some of the most complicated work that we face in drafting a plan for the future of Goleta involves solving the dilemma of Goleta traffic: too few North/South crossings of the Highway 101 and too few East/West corridors.

The City is making little progress in achieving any substantive recommendations.

To make decisions about what future improvements might provide the most results, cities use mathematical traffic models to count cars and trips and calculate vehicle delays. A year ago, the City hired a consultant and

used a model that the Chamber then analyzed independently with a traffic expert. Reports during this time showed terrible traffic congestion, delays and levels of service (A = excellent, E= gridlock), but was riddled with flaws and inaccurate data. The new model reports better levels of service, but still has major errors in the data, according to our experts.

Our consultant from Associated Transportation Engineers spoke at the most recent Issue and Policy Roundtable meeting, presenting his findings and answering questions. The resulting discussion focused on the draft policies that the City is recommending, based on the traffic model report.

The impression so far, is that while the policies set forth by the City a year ago were detailed and contradictory, the new version is overly simple and ignores the core issues: A) They propose to adopt a level of service "C" for all intersections, even though some intersections currently perform at a lower level; B) They would set a policy to restrict the maximum number of lanes at any intersection at 7, regardless of whether an additional turning or passing lane would alleviate congestion; C) They propose two "flyovers" (which are vehicle bridges that cross the 101 without intersecting it) as the chief

STORY CONTINUED ON BACK

## ONTHE SIDE

### RLA OUTLINES ROAD MAP FOR 2006 SESSION

The Regional Legislative Alliance of Ventura and Santa Barbara Counties moved swiftly to adopt the 2006 Issues Policy at the first meeting of the year on January 6 knowing the second year of the 2005-2006 Legislative Session, as with the second year of most sessions, starts off at a quick pace.

This issues policy is a guide for addressing legislative and policy matters and is intended to streamline the RLA's involvement and voting on the issues that impact the region.

The six major focus areas include: employment, housing, state governance, taxes and fees on business, workers compensation, and infrastructure. The policy was slightly modified from last year to include wastewater in the infrastructure category and outlines support for legislation and policies that encourage realistic, fair and consistent discharge requirements on large and small business owners.

The legislature reconvened on Wednesday, January 4, and one week later 211 bills were introduced. Some were carried over from the first year of the session. Twenty of the more than 200 are related to the RLA issues policy categories. The policy committees have already been hard at work.

The legislators have until February 10 to introduce bills. In the coming months, the RLA will review the details of the 2006 legislation as it is introduced to determine the impact to the Ventura and Santa Barbara counties and take action to make the region's concerns known.

## Luncheon Introduces New Mayor to Chamber

At the Tuesday, January 18 Quarterly Membership Luncheon, Jonny Wallis presented a State of the City address in which she outlined the successes of 2005 and presented her plans as new mayor of Goleta for 2006.

In her review of 2005, Wallis emphasized how fortunate Goleta was to have been able to hire Dan Singer as new City Manager. Under such management the city ran a balanced budget as it pulled in \$100,000 more than expected in sales tax revenues and \$50,000 in supplemental property taxes. This balanced budget allowed Goleta to undertake such projects as the Street Rehabilitation Program, she said, whereby the city repaved over 1.3 million square feet of pavement, and made major road and ramp improve-



*Adomaitis and Wallis spoke to the Chamber about plans and goals for their new offices.*

ments throughout Santa Barbara County. Through the Rehabilitation of Parks Program, parks such as Matilda and Nectarine Park were improved and preserved.

Of particular interest to the new mayor is Old Town. Two-thirds of

the 50 improvements already in place focus on Old Town. Wallis said her passion to revitalize Old Town is pervasive, as the Redevelopment and Neighborhood Services Program tackles a variety of issues affecting this area such as parking, housing, and flooding.

As new mayor of Goleta, Wallis says she plans to continue work on the General Plan and these already existing projects, in addition to integrating Goleta locals and businesses in decisions about these programs while keeping up with a good budget.

As new director for perhaps Wallis's biggest project of 2006, Vyto Adomaitis spoke on behalf of the Redevelopment and Neighborhood

STORY CONTINUED ON BACK



## Traffic Element Cause for Concern Among Chamber Members

CONTINUED FROM FRONT

solution to all future traffic problems and as the only possible mitigation for new development. These bridges (think Micheltorana over the 101 in Santa Barbara) are estimated to cost \$20million each and take 15-20 years to build.

As for the intersection on Storke and Hollister – the one garnering the most study – any project, anywhere, of any size in western Goleta could be denied on grounds that it contributes car trips through that intersection and therefore cannot be allowed until a "flyover" is built at Ellwood.

We have asked the City to disclose how the "flyovers" would be paid for since they would not be highway-related and therefore not CalTrans projects. We haven't had a response yet.

### NOISE

In a related discussion at this week's meeting regarding the Noise element, there was a bizarre moment. A councilmember noted that there is an inconsistency between the Noise Element and the Housing Element in that the Noise Element policy number 1.2, "shall

discourage housing in areas where current levels are 60DBL." The noise map in the General Plan designates the Hollister corridor as having noise levels of around 60DBL now. Therefore, the locations the council has assigned for housing is in an area that they are designating too noisy for housing. A silence hung in the air after this pronouncement, waiting for a recommended solution. None was suggested. The Council symbolically shrugged and moved on to other topics, leaving the General Plan in direct contradiction of itself.

## New Mayor, RDA Director Address Chamber

CONTINUED FROM FRONT

Services Program. Through his Communication Plan, Adomaitus hopes to use his bilingualism to bond with the Latino population of Goleta, and to establish outreach and discussion programs with local businesses, so as to involve the entire community in the Redevelopment Program. He said the Redevelopment Program's primary focus is on Old Town, and many improvements have already been made in an effort to revitalize this historic area. A recent acquisition of 1.5 acres adjacent to San Jose Creek will be developed into Old-Town

Park and developments at Nectarine Park have already been completed. The Pine and Thornwood Flooding Improvement Plan endeavors to correct flooding problems in the Goleta area. Adomaitus said he is also working with Amtrak to improve mobility and access to the local station. Other plans to improve mobility and circulation in Old Town include the Hollister Redesign Project that will work to make Hollister more attractive and pedestrian/bicycle friendly, as well, the Eppel-Fallor Road Extension project, which will ease mobile congestion in Old Town. The

Store-Front Improvement project will help preserve the character of Old Town by helping local businesses improve the aesthetic appearance of their properties. Similarly, he said, the Housing Rehabilitation Program will help local homeowners improve the appearance of their homes, while correcting code deficiencies.

Both Wallis and Adomaitus plan to hold Public Forums to discuss the various plans set forth for Goleta in 2006, as they hope to create an open civil discourse between city officials, businesses, and the Goleta community at large.

## ONTHE SIDE

### NEW LAWS EFFECT CHAMBER AND MEMBERS

The California Chamber of Commerce urges businesses and employers to be aware of new laws, regulations, and court decisions that will take effect in 2006.

New regulations will affect how final wages must be paid out, how documents containing employee credit information will be handled, and outlines new laws concerning medical care for injured workers.

Court actions also impose new responsibilities on employers concerning the training of managers, sexual harassment, age discrimination, and the deduction of unearned commissions from future compensation advances.

For further information and a more complete list of the new laws, regulations, and court actions effecting Chamber businesses, visit [http://www.calchamber.com/alert/alert\\_1606-4.htm](http://www.calchamber.com/alert/alert_1606-4.htm)

### CHAMBER: "FIT" BUSINESS TIPS"

The California Chamber is encouraging businesses to get involved in a statewide effort by the California Department of Health Services to promote healthy eating and physical activity in the work place.

According to the Department of Health Services, physical inactivity and obesity are projected to cost California employers \$28 billion this year in lost productivity, workers' compensation, as well as direct and indirect medical costs.

The Department of Health Services' new program will provide employers with 'Fit Business Tips' to distribute to employees. The goal of the program is to encourage adults to eat well and to partake in 60 minutes of physical activity each day.

For more information visit [www.ca5aday.com](http://www.ca5aday.com) or [http://www.calchamber.com/alert/alert\\_1130-6-6.htm](http://www.calchamber.com/alert/alert_1130-6-6.htm)

## ON THE CHAMBER CALENDAR

### Annual Meeting Set for Feb. 17th

**WHO:** The Goleta Valley Chamber of Commerce, together with Titanium sponsor The Gas Company, invites its members and guests to its Annual Membership Luncheon Meeting.

**WHAT:** Annual Membership Luncheon Meeting featuring "State of the Chamber" presentation, a look ahead at goals and work plan for 2006, the installation of the 2006 Board of Directors, and the unveiling of the 2006 Goleta Magazine. Each attendee will receive the new edition of the 2006 Goleta Magazine, the comprehensive guide to the Goleta Valley.

**WHEN:** Friday February 17th, 11:30 am - 1:30 pm

**WHERE:** Holiday Inn, 5650 Calle Real, Goleta

**COST:** \$45 for members, \$55 for guests.

For more information or to RSVP, please contact the Goleta Valley Chamber Commerce at 805.967.2500, or send email to [info@goletavalley.com](mailto:info@goletavalley.com)

### FEB.

**2 - Regular Board Meeting, including new directors**  
Chamber Conference Room  
271 N. Fairview, Ste. 104  
8:00 am

**14 - Issue & Policy Roundtable**  
Chamber Conference Room  
*Glenn Annie Golf Course*  
271 N. Fairview, Ste. 104  
12 - 1:15 pm

**17 - 2006 Annual Membership Meeting**  
Holiday Inn Goleta  
5650 Calle Real  
11:30 am - 1:30 pm

**22 - Business After Hours Mixer**  
*SB Mailworks*  
601 Pine Ave., Goleta  
5 - 7:00 p.m.

**24 - Executive Board Meeting**  
Chamber Conference Room  
271 N. Fairview, Ste. 104  
noon

**28 - Issue & Policy Roundtable**  
Chamber Conference Room  
271 N. Fairview, Ste. 104  
12 - 1:15 pm

RSVP to Kristen at 805.967.2500 to attend the Business Legislative Summit in Sacramento, April 24-26.