BEACON
SPOTLIGHT
AWARD
WINNER
BEST PRACTICE
ACTIVITIES
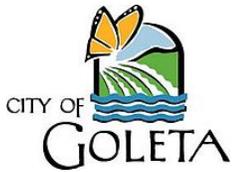
CITY OF
GOLETA

City of Goleta
Sustainability Best Practices Activities

ILG INSTITUTE FOR
LOCAL GOVERNMENT℠
Promoting Good Government at the Local Level

About This Document

This document tracks and shares local agency best practice activities completed and counted as part of a city or county's participation the climate change and sustainability recognition program, the Beacon Program. The Beacon Program is a statewide program recognizing cities and counties that are working to reduce greenhouse gas emissions, save energy and adopt policies and programs that promote sustainability.

The Beacon Program is sponsored by the Institute for Local Government and the Statewide Energy Efficiency Collaborative. The Statewide Energy Efficiency Collaborative (SEEC) provides support to cities and counties to help them reduce greenhouse gas emissions and save energy. SEEC is an alliance between three statewide non-profit organizations and California's four Investor-Owned Utilities. It builds upon the unique resources, expertise and local agency relationships of each partner.

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.

SPOTLIGHT AWARD
Areas of Accomplishment

	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
Agency GHG Reductions			
Community GHG Reductions			
Agency Energy Savings			25%
Natural Gas Savings			
Sustainability Best Practice Activities		2016	
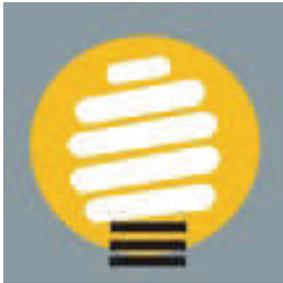
Energy Efficiency and Conservation Activity

Level	Energy Efficiency and Conservation Activity	Reported
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.	2016

Level	Energy Efficiency and Conservation Activities	Reported
Gold	1. 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%. 2. 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.	2016

Level	Energy Efficiency & Conservation Activities	Reported
Platinum		2016

Water & Wastewater Systems Activity

Level	Water & Wastewater Systems Activity	Reported
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.	2016

Level	Water & Wastewater Systems Activities	Reported
Gold	1. 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. http://watereinstein.com/ 2. 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.	2016

Level	Water and Wastewater Systems Activities	Reported
Platinum		2016

Green Building Activity

Level	Green Building Activity	Reported
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.	2016

Level	Green Building Activities	Reported
Gold	1. 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. 2. 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: concurrent processing of land use permits and design review board through the current planning & building divisions; priority processing in both the current planning & building divisions; and expedited building division plan check • Financial Incentives: 50% rebate on land use permit fixed; application fees • Technical & Marketing Assistance: participation in Santa Barbara County's free innovative Building Review Program; city recognition programs	2016

Level	Green Building Activities	Reported
Platinum		2016

Waste Reduction and Recycling Activity

Level	Waste Reduction Activity	Reported
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.	2016

Level	Waste Reduction Activities	Reported
Gold	1. 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. 2. 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.	2016

Level	Waste Reduction Activities	Reported
Platinum		2016

Climate-friendly Purchasing Activity

Level	Climate-Friendly Activity	Reported
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.	2016

Level	Climate-Friendly Activities	Reported
Gold	1. 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. 2. 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.	201

Level	Climate-Friendly Activities	Reported
Platinum		2016

Renewable Energy and Low-Carbon Fuels Activity

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
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.	2016

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Gold	1. 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. www.cityofgoleta.org/projects-programs/bicycle-projects/pedestrian-improvements-at-cathedral-oaks-and-santa-marguerita 2. 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.	2016

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Platinum		2016

Efficient Transportation Activity

Level	Efficient Transportation Activity	Reported
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, as well as the following additional components: • Incentivizes trip reduction efforts through a per-diem cash benefit system; • Provides pool vehicles for all city-related business trips as well as during standard break periods for personal errands for those who use commute alternatives; • Allows flexible work schedules using a 9/80 shift program; • Allows telecommuting on a limited basis for approved employees; • Encourages participation in Traffic Solutions' Emergency Ride Home Program; • Provides onsite carpool and vanpool parking; • Provides city bicycles, both standard and electric, for employee use for short trips; • Provides outside and inside bike racks for employees, including covered racks; • Provides bicycle safety training for employees; • Makes showering/changing facilities available on site; • Encourages ridesharing among employees facilitated through Traffic Solutions' online rideshare matching tools and smart phone app; • Encourages vanpooling and use of public transportation by employees; • Online tracking of alternative commute trips and telecommuting using Traffic Solutions' online tools.	**2016**

Efficient Transportation Activity

Level	Efficient Transportation Activities	Reported
Gold	1. 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. www.cityofgoleta.org/projects-programs/road-improvements/completed-road-improvements/los-carneros-calle-real-roundabout 2. In June 2016, the city hired a consultant to assist with preparation of a Bicycle and Pedestrian Master Plan. This project is funded through a Strategic Growth Council Sustainable Communities Planning Grant and City Transportation Development Act funds. The plan will be a comprehensive replacement for the plan the city adopted from Santa Barbara County when it incorporated in 2002, and updated in 2009. www.cityofgoleta.org/projects-programs/studies-and-other-projects/bicycle-pedestrian-master-plan-project	**2016**

Level	Efficient Transportation Activities	Reported
Platinum		**2016**

Land Use and Community Design Activity

Level	Land Use and Community Activity	Reported
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.	2016

Level	Land Use and Community Activities	Reported
Gold	1. 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. 2. 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. www.cityofgoleta.org/projects-programs/road-improvements/hollister-avenue-redesign	2016

Open Space and Offsetting Carbon Emission Activity

Level	Open Space Offsetting Carbon Emission Activities	Reported
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. www.arborday.org/programs/treecityusa/treecities.cfm?	**2016**

Level	Open Space Offsetting Carbon Emission Activities	Reported
Gold	1. 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. 2. 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.	**2016**

Level	Open Space Offsetting Carbon Emission Activities	Reported
Platinum	1. The city approved the Goleta Urban Forest Management Plan in June 2011. 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. The plan addresses how trees are publically managed, and those portions of new land-use development that deal with public trees.	**2016**

Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
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.	2016

Level	Promoting Community and Individual Action Activities	Reported
Gold	1. 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. 2. 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.	2016

Level	Promoting Community and Individual Action Activities	Reported
Platinum		2016

Notes: