




Planning and Development Department

Office of Long Range Planning

Transmittal Memo

DATE: Wednesday, July 01, 2009

TO: GVPAC Members

FROM: David Lackie, Supervising Planner
Erika Leachman, Associate Planner 

CC: 2nd Supervisorial District Office
Derek Johnson, Director of the Office of Long Range Planning

SUBJECT: GVPAC Community Workshop

The items listed below have been included as part of the workshop materials for the GVPAC community workshop on Saturday, July 11, 2009.

1. **Workshop Agenda:** Please see the attached agenda for the Saturday, July 11, 2009. For details, please see discussion of agenda items below.
2. **Workshop Materials Packet:** Please review the packet of workshop materials in preparation for the upcoming GVPAC community workshop. For details, please see discussion of agenda items below.
3. **Goleta Valley Community Survey Results:** Summary and topline reports have been provided to the GVPAC for review prior to the workshop. For details please see discussion of agenda items below.

Saturday, July 11, 2009 Agenda

The following provides additional detail for selected agenda items, as labeled.

Introduction and Staff Presentation (Items #3 and #4)

Workshop Format: The GVPAC Community Workshop will be held in the multi-purpose room of the Vieja Valley School campus at 434 Nogal Rd off of Hollister Ave. The all day, public event will commence at 9:00AM on Saturday, July 11, 2009 and will conclude at approximately 5:00PM later that day. The GVPAC members are welcomed to arrive early to familiarize themselves with the layout of the room and the informational materials. Morning refreshments, such as coffee, tea, and pastries, will be served and available for all attendees. Lunch will be served only for GVPAC members and County staff.

Following agenda items #1 and #2, staff will deliver a brief presentation to introduce the GVPAC, the Goleta Community Plan update project, and the objective of the workshop. The objective of the community workshop is to talk with the community about the following land use planning topics at tables facilitated by a GVPAC member:

1. Agricultural land use, facilitated by Bonnie Freeman
2. Commercial land use, facilitated by Kenneth Mineau
3. Environmental protection and stewardship, facilitated by Kim True
4. Mobility/circulation and parking, facilitated by Kenan Ezal
5. Parks, recreation, trails, open space, and public views, facilitated by Valerie Olson
6. Public safety services and infrastructure, facilitated by Ted Adams, and
7. Residential land use, facilitated by Tom Elliott.

At each topical table, the participants are invited to address the following general questions about each land use planning topic:

1. What do you like? What do you dislike?
2. What are the goals for next 10-20 years?
3. How and where should the goals be achieved in the Eastern Goleta Valley?

Participants are prompted at 40-minute intervals to transition table topics to allow GVPAC members to hear from and talk to any and all interested participants. During each interval, the facilitator will ask questions, encourage participation, and record notes and points from the conversations. After seven (7) topic transitions, the GVPAC will report back to the community the major discussion topics or conversation points heard and recorded. Participants are welcomed to attend at their leisure, as the event will be open to new participants throughout the day.

In preparation for the workshop, staff has included the following reference materials in the attached packet:

1. Workshop Agenda
2. Workshop Floor Plan and Topics
3. Technical Land Use Designations within the Eastern Goleta Valley
4. Workshop Reference Sheet: Topical references to GVPAC meetings, the 1993 Goleta Community Plan, and 2006 GVC 20/20 Vision document.
5. Topical Information for each workshop table: Each section provides a preview of the large reference poster, a reference chart of the content for each topic, and a topical summary of the Goleta Valley Community Survey results.
6. Topline Results from the Goleta Valley Community Survey: Topline results provide all the results in one place in order, as well as any additional comments submitted by respondents.
7. Glossary of Planning Tools: This glossary includes many of the planning tools identified during the GVPAC meetings thus far. It is not an all-inclusive list. Instead, it provides basic descriptions of a selection of tools for reference for the workshop.

Goleta Valley Community Survey: The Goleta Valley Community Survey was conducted from May 22, 2009 to June 19, 2009 in both online and paper formats. The survey was designed to collect “gut reactions” from respondents about specific land use topics, building types and locations, neighborhoods, environmental issues, and public services and facilities, using a rating system to determine whether the community as a whole favors, does not favor, or is neutral about potential planning approaches, planning goals, and planning tools/techniques available to the County for consideration in its long range plans for the Eastern Goleta Valley.

The survey results from the online and paper submissions have been combined into a single topline chart, included in the attached workshop materials packet. This attachment provides all the results in one place in their original order. Additionally, these results have been summarized by workshop topic for each tab. For example, survey questions and responses pertaining to environmental protection and stewardship, such as green building, habitat restoration, storm water runoff, and air quality, have been combined into a single worksheet included in the topical materials to inform discussion at the environmental protection and stewardship workshop table. The provision of these summaries should aid in the comprehension of the results from both a topical and holistic perspective.

At the close of the survey, 282 respondents submitted completed or partially completed surveys logging opinions about land use and development in the unincorporated Goleta Valley. Of the 282 submissions, 244 were completed online, and 38 were completed on paper. Surveys were completed by Eastern Goleta Valley residents from all the neighborhoods and by a few residents from adjacent incorporated areas.

As part of the introductory presentation delivered by County staff to commence the workshop, detailed results and conclusions will be reviewed to jumpstart discussion of the land use goals and planning tools for the updated community plan. Staff will present results from the survey by workshop table topic using graphs, charts, and other data to relate the survey to the objective of the workshop.

Post-Workshop Assignments: Following the workshop, the GVPAC members should record notes from their respective table topics to document the discussions and points made and heard. The records will be distributed to the entire GVPAC as part of the information packet for the upcoming August 4th GVPAC meeting. Staff requests kindly that the GVPAC send their records for inclusion in the packet no later than Tuesday, September 28th, 2009 to Erika Leachman at eleachma@co.santa-barbara.ca.us.

If questions arise following GVPAC Meeting #16, staff is available:

- Derek Johnson, 568.2072
- David Lackie, 568.2023
- Erika Leachman, 568.2025