



**Agenda Item C.2**  
**DISCUSSION/ACTION ITEM**  
**Meeting Date: November 5, 2020**

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**TO:** Mayor and Councilmembers

**FROM:** Kristy Schmidt, Assistant City Manager  
Kelly Hoover, Community Relations Manager/PIO

**SUBJECT:** City of Goleta Project Noticing Plan

**RECOMMENDATION:**

Adopt Resolution No. 20-\_\_\_, entitled "A Resolution of the City Council of the City of Goleta, California, Adopting a Project Noticing Plan."

**BACKGROUND:**

For projects that are covered by mailed notice requirements of the New Zoning Ordinance (NZO), mailed notices are sent to: the applicant and the owner of the subject property; any person or group who has filed a written request; all property owners of record of property within 500 feet of the exterior boundaries of the subject parcel; tenants of the subject parcel and tenants within 500 feet of the exterior boundaries of the subject parcel; and additional recipients for projects within the Coastal Zone (the California Coastal Commission, and all persons who have filed a written request for notice of projects in the Coastal Zone). (See GMC Section 17.52.050.)

State law allows for an alternative noticing method for large mailings. This alternative provides that, if the number of property owners/tenants to whom notice would be mailed or delivered is greater than 1,000, the City may instead provide notice by placing a display advertisement of at least one-eighth page in at least one newspaper of general circulation within the City at least 10 days before the date of the public hearing. According to Planning staff, this provision is most often utilized for large projects requiring Environmental Impact Reports and when the City itself is considering a project that would require citywide notification, such as a General Plan or zoning amendments or large Capital Improvement Projects. Newspaper noticing can save the City tens of thousands of dollars each year over the cost of individual mailed notices, since such projects generally require at least two, and often three, separately noticed hearings. Planning staff has estimated that an average of 14 such large mailings would be required each year.

When the City Council considered this alternative during the adoption hearings of the NZO, it discussed whether posting project notices in a newspaper provided adequate notice to the public. The City Council referred the matter to the Public Engagement Commission to provide input regarding the reliance on mailed notice for citywide

projects and the appropriateness of providing newspaper notice in lieu of mailed notice for projects that would require more than 1,000 mailed notices. The feedback from the Public Engagement Commission on November 13, 2019 was that newspaper noticing is not sufficient for reaching large numbers of residents, but home mailing is not necessarily the solution either, as it is very expensive and many people view such notices as an annoyance or a waste of paper, and what we really need is a multimedia strategy to reach people where they consume information. The Public Engagement Commission suggested various electronic media and communication methods.

On December 17, 2019, the City Council determined to proceed with the alternative noticing provided for in the law (since codified in Goleta Municipal Code Section 17.52.050(C)(1)(c)) and directed staff to create a Project Noticing Plan to implement a multimodal strategy like that envisioned by the Public Engagement Commission. The Project Noticing Plan will provide notice across a broader range of outreach platforms and will be considerably less expensive than a citywide mailed notice. It is also a more flexible approach, being easily amended as communication and media outlets change.

## **DISCUSSION:**

Goleta residents and businesses get their information from a variety of modern and traditional sources these days and the City is regularly using multiple outreach platforms to keep community members informed about City news and events. These outreach platforms can be engaged to ensure that the public is aware of important projects in advance and has a chance to be a part of the decision-making process. In order to provide a wide breath of notice to City residents in a cost-effective manner, staff has created a Project Noticing Plan that employs a cross-section of outreach platforms to post notices. The goal is to have a modern, effective and budget-conscious method to notify the public of upcoming projects that is in line with how people are getting their information.

The Project Noticing Plan will apply when a project would require notice to be mailed to more than 1,000 residents and alternate notice allowed by Government Code 65091(a)(4) via a display advertisement of at least one-eighth page placed in at least one newspaper of general circulation is used. Some of these projects will also require other types of noticing under the NZO. Depending on the type of project, this required notice might include an onsite posted notice, a mailed notice to blind, aged, and disabled community members and groups, erection of story poles, or a press release (see GMC 17.52.050(C)(2) through GMC 17.52.050(C)(6)).

The Project Noticing Plan will supplement these required notices. The noticing, in both English and Spanish, will be posted at least 10 days before the date of the public hearing or before an action on the application could be taken. In all cases, the notice will be posted:

- On the City's website under News and/or Notices
- Via e-mail and/or text notices to subscribers to the GovDelivery notification system
- On the City's social media platforms (including Facebook and Twitter) and on community bulletin board(s) (including Nextdoor)

A key component of the Project Noticing Plan, as recommended by the Public Engagement Commission, will be the ability for those who wish to receive a mailed notice to opt in. For those who would prefer to receive mailed notifications, the City will provide an initial opportunity this fall for community members to opt in to a mailed notice list for projects covered by this plan. Thereafter, the City would provide a mailed return/postage-paid opportunity for residents to sign up or renew their request for mailed notice every two years (24 months). They can also sign up via email or mailed request to the City at any time.

Additional methods to provide notice to the public may be included based on the scope of the project and/or likely public interest in the project. Such methods may include, but are not limited to:

- Workshops
- Stakeholder meetings
- Open houses
- Paid ads in local media
- A project-specific website
- Additional and/or project-specific GovDelivery lists
- Press releases

While the plan will only be required when the alternative noticing method for large mailings has been employed, it may also be employed whenever there is a high potential for significant interest in a project at a citywide level. With its focus on providing notice in newspaper(s), website(s), email and text, social media and community bulletin board(s), opt-in mailings, and other available outreach tools, staff believe that the proposed plan achieves the goal of a multimedia strategy to meet people where they consume information.

### Public Engagement Commission

At its meeting on August 19, 2020, the Public Engagement Commission recommended that the City Council adopt the Project Noticing Plan. Commission members noted that they were pleased that their previous comments had been incorporated and that they felt this Plan represented a significant improvement in noticing. The Commission also recommended that staff conduct an outreach campaign to notify people of the change and bring attention to the option to “opt in” to mailed noticing. Finally, the Commission recommended that staff attempt to track the effectiveness of the enhanced noticing in improving public awareness of projects.

### **FISCAL IMPACTS:**

The fiscal impacts will depend on how many people choose to opt-in to the mailed notices that are not required by the law and the NZO, an option that is not currently provided by the City, and on the number of required notices mailed out each year. The cost will include a mailed postcard notice to all City residents and property owners allowing them to opt in to mailed notices, first in the fall of 2020 and then every 24 months thereafter, at a cost of approximately \$8,000 for each mailing. The postcard will be return postage paid, at \$0.35 per card returned. Then approximately 14 additional mailed notices will go out each year to the list of people who opted into mailed notices. As larger notices, these mailings will cost approximately \$0.55 per mailing, but

the cost and paper waste should be significantly less than if 14 notices per year were mailed to all residents, whether desired by recipients or not. There may also be costs related to Spanish translation of noticing, if this workload cannot be absorbed by in-house staff.

There are currently no funds in the Community Relations budget for such mailings. Staff recommends reprogramming \$12,000 of available General Fund budget savings in Support Services of the \$322,000 budget savings with the City Hall lease payment to the Community Relations budget to cover the costs of the first biennial "opt-in" mailing, including return postage, and any subsequent mailed notices to the opt-in list. This adjustment can be done internally and does not need Council action at this time. Based on the actual number of residents who opt in to mailed notice, staff may request an additional allocation for postage with mid-year budget adjustments.

### ALTERNATIVES:

The City Council could decline to adopt the Project Noticing Plan and instead leave it to staff discretion to determine the appropriate methods of noticing, when mailed noticing is not required, on a case-by-case basis.

To avoid the costs of postage and impacts on staff time, the City Council could elect not to allow the option to opt in to mailed notices. However, the Public Engagement Commission indicated that this ability to opt in was an important component of the Plan. Alternatively, the City Council could allow opt-in to mailed notice upon request, but not send the reminder about this to all residents every two years, at a cost savings of approximately \$8,000 every two years. However, the people most likely to benefit from mailed notice might not then know that they can opt in.

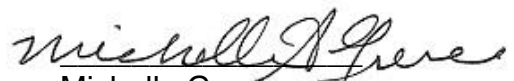
**Reviewed By:**

  
Kristine Schmidt  
Assistant City Manager

**Legal Review By:**

  
Michael Jenkins  
City Attorney

**Approved By:**

  
Michelle Greene  
City Manager

### ATTACHMENTS:

1. Resolution of the City Council of the City of Goleta, California, Adopting a Project Noticing Plan
2. Excerpt of Goleta Municipal Code Chapter 17.52.050
3. City of Goleta Project Noticing Plan PowerPoint Presentation

## **ATTACHMENT 1**

A Resolution of the City Council of The City of Goleta, California, Adopting a Project  
Noticing Plan

**RESOLUTION NO. 20-\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GOLETA,  
CALIFORNIA, ADOPTING A PROJECT NOTICING PLAN**

**THE CITY COUNCIL OF THE CITY OF GOLETA DOES HEREBY RESOLVE  
AS FOLLOWS:**

**SECTION 1.** The City Council wishes to establish additional public noticing procedures to supplement statutory notice requirements for projects that are of high potential for significant interest at a Citywide level.

**SECTION 2.** The City Council hereby adopts the Project Noticing Plan attached hereto and incorporated herein by reference.

**SECTION 3.**  
The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED, APPROVED AND ADOPTED** this \_\_ day of \_\_\_\_\_ 2020.

\_\_\_\_\_  
PAULA PEROTTE  
MAYOR

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
DEBORAH S. LOPEZ  
CITY CLERK

\_\_\_\_\_  
MICHAEL JENKINS  
CITY ATTORNEY

STATE OF CALIFORNIA                    )  
COUNTY OF SANTA BARBARA        )       ss.  
CITY OF GOLETA                        )

I, DEBORAH S. LOPEZ, City Clerk of the City of Goleta, California, DO HEREBY CERTIFY that the foregoing Resolution No. 20-\_\_ was duly adopted by the City Council of the City of Goleta at a regular meeting held on the \_\_ day of \_\_\_\_\_, 2020 by the following vote of the Council:

AYES:

NOES:

ABSENT:

(SEAL)

\_\_\_\_\_  
DEBORAH S. LOPEZ  
CITY CLERK

## **CITY OF GOLETA PROJECT NOTICING PLAN**

### **1. Version**

This Project Noticing Plan was adopted via Resolution No. 20-XX on October 6, 2020 and last updated on the same date.

### **2. Purpose**

Goleta Municipal Code subsection 17.52.050(C)(1)(c), Alternative Method for Large Mailings, in conformance with Government Code section 65091(a)(4), provides that if the number of property owners/tenants to whom notice would be mailed or delivered is greater than 1,000, the City may instead provide notice by placing a display advertisement of at least one-eighth page in at least one newspaper of general circulation within the City at least 10 days before the date of the public hearing. The purpose of this Project Noticing Plan (Plan) is to supplement the legally required display advertisement with a broad range of public notification methods for larger projects of significant public interest.

### **3. Application**

The noticing provided for in this Plan is required for all projects to which the Alternative Method for Large Mailings under Goleta Municipal Code subsection 17.52.050(C)(1)(c) is applicable.

The Planning and Environmental Review Director or his/her designee may also elect to provide some or all of the noticing provided for in this Plan, in addition to required notices, for projects that do not meet the threshold for the Alternative Method for Large Mailings whenever he or she determines that there is a high potential for significant interest in the matter at a citywide level.

### **4. Contents of Noticing**

The noticing provided under this Plan will include, at minimum, the notice contents required under Goleta Municipal Code subsection 17.52.050(B).

### **5. Timing of Noticing**

Noticing under this Plan will be mailed, sent or posted by the City at least 10 days before the date of the public hearing, or before an action on the application could be taken, if there is no hearing.



6. Spanish Language

All notices provided for under this Plan will be in both Spanish and English.

7. Methods of Noticing

The following noticing shall be required for projects for which the Alternative Method for Large Mailings is applicable and are elective for other projects determined to be of significant citywide interest:

- A. City Website: Notice will be provided on the City's website under "News" and/or "Notices".
- B. Email and/or Text: E-mail and/or text notices will be sent to individuals who have signed up for email and/or text alerts through the City's Gov Delivery system ("News and Announcements") and to individuals who have signed up for email and/or text alerts through the City's Gov Delivery system for Spanish Language notifications ("Goleta En Español").
- C. Social Media: Notice will be posted on the City's social media accounts and community message boards, including Facebook, Twitter, and NextDoor.
- D. Opt-In Mailed Notice: The City will provide an opportunity for residents and property owners to opt into a mailed notice list for projects covered by this Plan. Residents may opt in via email (posted on the City's website) or by mailed written request to the City.  
Email: PIO@cityofgoleta.org  
Mail: Attn: Community Relations, Project Notices  
130 Cremona Dr  
Goleta, CA 93117

The City will provide a mailed return/postage-paid opportunity for residents to sign up for the list within 60 days of adoption of this Plan. Thereafter, the City will provide a mailed return/postage-paid opportunity for residents to sign up for or remain on the list every two years (24 months). Only residents who have opted in to receive these notices 30 or more days before the date of noticing, and that have continued to request to remain on the list every 24 months thereafter, will be mailed a notice.

8. Additional Methods of Noticing

Additional methods to provide notice to the public may be included as recommended by the Planning and Environmental Review Director or his/her designee based on the scope of the project and/or likely public interest in the project. Such methods may include, but are not limited to:

- Workshops

- Stakeholder meetings
- Open houses
- Paid ads in local media
- Project-specific website
- Additional and/or project-specific GovDelivery lists
- Press releases

9. Updates

This plan is designed to be a living document. The Planning and Environmental Review Director is authorized to amend and reissue this document from time to time, in keeping with its original purpose, to include new or changed software providers, social media and other media outlets, and methods of communication.

10. No Invalidation

Failure of the City to provide a notice required by this Plan shall not serve as a ground on which to invalidate any action or decision made by an individual decisionmaker or a decision-making body of the City.

## **ATTACHMENT 2**

Excerpt of Goleta Municipal Code Chapter 17.52.050

## Goleta Municipal Code

[Up](#)[Previous](#)[Next](#)[Main](#)[Search](#)[Print](#)[No Frames](#)[Title 17 ZONING](#)[Part V. Administration and Permits](#)[Chapter 17.52 COMMON PROCEDURES](#)**17.52.050 Public Notification**

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**A. Applicability.** Public notice is required for the following types of permits and hearings:

1. **Zoning Permits.** All Zoning Permits, except for Zoning Clearances, required public noticing.
2. **Zoning Code Determinations.** All determinations by the Director pertaining to the interpretation or applicability of this Title require noticing only on the City's website.
3. **Public Hearings.** All applications that require a public hearing before the City Council, Planning Commission, Design Review Board, or Zoning Administrator. All notices must be given pursuant to California [Government Code](#) Sections 65090 to 65096.

**B. Contents of Public Notice.**

1. **General.** All notices must include the following information:
  - a. The names of the applicant and the owner of the property that is the subject of the application;
  - b. The location of the real property, if any, which is the subject of the application. The location of the real property must include both the street address and Assessor Parcel Number, if available;
  - c. A general description of the proposed project, requested permit action, and any requested modifications;
  - d. The case number assigned to the project by the City;
  - e. The location and times at which the complete application and project file, including any environmental analysis prepared in connection with the application, may be viewed by the public;
  - f. A statement describing how to submit written comments;
  - g. A brief description of the City's general procedure concerning the decision-making process; and
  - h. Procedures for public comment prior to decision or for appeal, as appropriate.
2. **Public Hearings.** All notices for public hearings must include the following:
  - a. The date, time, location, and purpose of the public hearing;
  - b. The identity of the hearing body or officer;
  - c. A brief project description;
  - d. The procedure for the submission of public comments in writing before the hearing and the procedure for public comments at the hearing;
  - e. A statement, that if a person challenges the subject project in court, that person may be limited to raising only those issues that the person, or someone else speaking on their behalf, raised at the public hearing or in written correspondence delivered to the City at, or before, the public hearing; and
  - f. For City Council hearings, the Planning Commission recommendation.
3. **Coastal Zone.** Additional Public Notice content for Coastal Development Permits and other actions requiring public notice by the Coastal Act must include the following:
  - a. A statement that the project is within the Coastal Zone, and that the project decision will include a determination on a Coastal Development Permit;
  - b. A determination of whether the project is appealable to the Coastal Commission under [Public Resources Code](#) Section 30603(a); and
  - c. If there is no public hearing, the date the application will be acted on and a statement that a public comment period of sufficient time to allow for the submission of comments by mail will be provided before the decision is rendered.

C. **Notification Requirements.** At a minimum, public notice must be provided in the following manner:

1. **Mailed Notice.** The City must provide notice by First Class mail for public hearings and for all Zoning Permits or other actions requiring notification pursuant to the Coastal Act.

- a. *Time Period.* At least 10 days before the date of the public hearing or before an action on the application could be taken if there is no hearing.
- b. *Recipients.*
  - i. The applicant and the owner of the subject property;
  - ii. Any person or group who has filed a written request;
  - iii. All property owners of record of property within 500 feet of the exterior boundaries of the subject parcel(s);
  - iv. Tenants of the subject parcel(s) and tenants within 500 feet of the exterior boundaries of the subject parcel(s);
  - v. Additional recipients for projects within the Coastal Zone:
    - (1) The California Coastal Commission,
    - (2) All persons who have filed a written request for notice of projects in the Coastal Zone.
- c. *Alternative Method for Large Mailings.* If the number of property owners/tenants to whom notice would be mailed or delivered pursuant to this section is greater than 1,000, the City may instead provide notice by placing a display advertisement of at least one-eighth page in at least one newspaper of general circulation within the City at least 10 days before the date of the public hearing.

2. **Newspaper Notice.** Newspaper notice is required for all public hearings. The City must publish a notice in at least one newspaper of general circulation within the City at least 10 days before the date of the public hearing.

3. **On-Site Posted Notice.** One or more posted notice is required on the project parcel(s) for all proposed development except Zoning Clearances. Notice must be provided on the site of the proposed project in the form of a City-issued placard as follows:

- a. *Number and Location.*
  - i. At least one poster must be posted on each property line facing a public right-of-way. The Director may require additional posted notices, if necessary.
  - ii. Posted notices must be located at the property line or within 10 feet from the property line and at a height accessible for the public to read.
- b. *Time Period.* For at least the 15 days immediately preceding the date of the public hearing or Director action, if required.
- c. *Size.* On-site posted notice signs for all new Development Plans, Amendments, and Revisions to Development Plans, and all new Conditional Use Permits, Amendments, and Revisions to Conditional Use Permits shall be:
  - i. Residential Districts. Eight square feet.
  - ii. Non-Residential Districts. 32 square feet.

4. **Additional Notice for Drive-Through Facilities.** For drive-through facilities, blind, aged, and disabled community members and groups must be noticed.

5. **Story Poles.** All development over 20 feet in height, except for single-unit dwellings, shall require story poles that accurately depict the proposed structure(s). When required, story poles must convey size, bulk, and scale and must be installed consistent with the following provisions:

- a. The story poles must be satisfactorily installed at least 14 days before the first scheduled public hearing date, unless an earlier date is deemed necessary by the Director.
- b. The story poles must remain in place until the expiration of the project's local Appeal period and must be removed within 10 calendar days afterwards.

- c. Story poles shall depict a three-dimensional, full-scale silhouette that outlines major wall planes, gables, and ridges.
- d. Installation of story poles must be certified by a licensed land surveyor as to their accuracy. Any deviations from proposed heights stated on plan sheets and what is depicted by the story poles must be calculated and disclosed.
- e. Story poles must be of sturdy construction and braced or reinforced for safety purposes.
- f. Installed story poles and associated flagging and/or netting shall be of materials and method of installation to withstand reasonably foreseeable weather or other site factors for the required duration of display.
- g. If at any time the story poles become unsafe or shift location, they shall be repaired and reset.

6. **Press Release.** For projects proposing 10,000 square feet or more of structural development, a press release shall be issued at the time of notice for the first Conceptual Review by the Design Review Board.

D. **Receipt of Public Notice.** The failure of any person or entity to receive public notice that was provided pursuant to this section, or as provided by [Government Code](#) Sections 65090 to 65096, does not invalidate the actions of the Review Authority. (Ord. 20-03 § 6)

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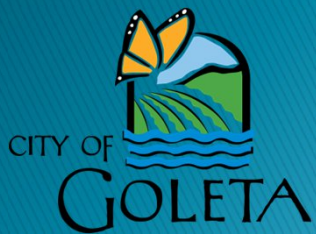
View the [mobile version](#).

### **ATTACHMENT 3:**

City of Goleta Project Noticing Plan PowerPoint Presentation

# City of Goleta Project Noticing Plan

October 6, 2020





# Project Noticing Plan Applies When:

- ▶ A project requires notice to be mailed to more than 1,000 property owners/tenants/residents
- ▶ Exemption Under GMC section 17.52.050(C)(1)(c)
- ▶ Any other time the Planning and Environmental Review Director determines high potential for community interest

What is the best way  
to reach people?

# Purpose of Project Noticing

- ▶ To supplement the legally required display advertisement with a broad range of public notification methods for larger projects of significant public interest.

# Project Noticing

- ▶ Newspaper noticing is insufficient
- ▶ Mailings are too expensive
- ▶ Public Engagement Commission → multimedia strategy to reach people

# Notcing

- ▶ Notices will be in English and Spanish
- ▶ Posted at least 10 days before the public hearing or any action could be taken

# Opt-In Mailing

- ▶ Initial opportunity this fall for the community to opt-in to receive a mailed notice

# Multimodal Outreach Strategy

- ▶ Press Releases
- ▶ City website (141,850 users FY 19/20)
- ▶ GovDelivery (~19,000 subscribers)
- ▶ The Monarch Press (~3,800 Subscribers)



*the*  
**Monarch Press**



# Multimodal Outreach Strategy

- ▶ Facebook (~5,100 Followers)
- ▶ Twitter (~3,000 Followers)
- ▶ Nextdoor (~8,600 residents)
- ▶ City of Goleta TV, Channel 19





# Additional Outreach Methods

- ▶ Workshops
- ▶ Stakeholder meetings
- ▶ Open houses
- ▶ Paid local media ads
- ▶ Project-specific website
- ▶ Project-specific Gov Delivery lists

# Public Engagement Commission

- ▶ Pleased with the plan brought before Council
- ▶ Conduct an outreach campaign about the opt-in mailing option
- ▶ Recommended staff track the effectiveness of the new plan

# Staff Recommendation

- ▶ Adopt Project Noticing Plan

# Thank you