

Capitola - 1980

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1981

COMMUNITY ECONOMIC PROFILE

for the

**City of Capitola, County of Santa Cruz,
State of California**

prepared by the

**GREATER CAPITOLA
CHAMBER OF COMMERCE**

1. LOCATION:

Capitola, incorporated in 1949, is located 370 miles north of Los Angeles and 77 miles south of San Francisco. Capitola is situated on Monterey Bay in the Mid-County of Santa Cruz, 33 miles south of San Jose.

2. ECONOMIC GROWTH AND TRENDS:

Assessed Valuation in 1976: \$27,779,921.00
 Assessed Valuation in 1977: \$35,769,640.00
 Assessed Valuation in 1978 — No change due to Proposition 13
 Assessed Valuation in 1979: \$42,750,950.00
 Assessed Valuation in 1980: \$55,491,790

	1960	1975	1976	1977	1978	1979	1980
Population in County	84,219	156,600	162,700	164,500	170,800	178,300	186,873
Taxable Sales Tax-County	106,674	430,361	514,731	635,684	552,699	713,356	870,423
Population in Capitola	2,020	7,500	7,739	8,150	8,575	9,300	9,220
Taxable Sales Tax-Capitola	1,091	26,429	41,424	59,562	66,048	82,914	97,507
Occupied Dwellings-Capitola	1,000	3,240	3,543	4,353	4,498	4,798	4,810
Vacancy Factor-Census					1%	1%	1%
School Enrollment: Gr. K-8	941	1,994	2,000	1,824	1,688	1,667	1,550
<i>TAXABLE SALES — Capitola and County in thousands of dollars</i>							

3. CLIMATE:

Average temperature: Minimum - 44, Maximum - 69
 Average Rainfall: 23.69 inches
 Elevation: 18 feet
 Prevailing Winds: Direction - SE, Mean Hourly Speed 8 mph

4. TRANSPORTATION:

Rail: Southern Pacific - cargo only
 Truck: All leading coastal freight lines
 Bus: Greyhound, Santa Cruz Metropolitan District, local services
 HIGHWAY: 1

5. WATER SUPPLY:

Soquel Creek County Water District

6. SEWER SERVICE:

Santa Cruz County Sanitation District

7. STORM DRAIN AND FLOOD CONTROL:

Master plan of storm drain adopted

8. STREET IMPROVEMENTS:

Dedications Requirements: Rights-of-way required. For other requirements, contact the Capitola Planner.

9. NATURAL GAS:

Name of Supplier: Pacific Gas and Electric Company
 For rates applicable to the City of Capitola, contact Pacific Gas and Electric Company, 1543 Pacific Ave., Santa Cruz, CA 95060.

10. ELECTRIC POWER:

Name of Supplier: Pacific Gas and Electric Company
 For rates applicable to the City of Capitola, contact Pacific Gas and Electric Company, 1543 Pacific Ave., Santa Cruz, CA 95060.

11. TELEPHONE:

Name of Supplier: The Pacific Telephone Company
 For rates and types of service applicable to the City of Capitola, contact the business office, 212 Locust St., Santa Cruz, CA 95060.

12. GOVERNMENT FACILITIES—TAX & INSURANCE RATES:

- A. Capitola has the Council-Manager type of government.
- B. Total Tax Rate: 4.299
- C. Retail Sales Tax: State - 5%; City-County - 1½%; Transit Dist. - ½% or .5%. Total Sales Tax: 6½%.

13. POLICE DEPARTMENT:

- 1 Chief Supervisor Officer
- 1 Chief
- 5 Sergeants
- 8 Reserves
- 1 Records Supervisor
- 4 Clerk Dispatchers
- 13 Officers
- 2 Animal Control

14. FIRE DEPARTMENT:

Capitola Fire Protection District: 15 Paid — 14 Volunteers
Major pieces of equipment — 3; modern with good protection
Phone: 475-2090 Insurance Rating: 5

15. COMMUNITY FACILITIES:

U.S. Post Office, Municipal Wharf, 4 banks, 5 Savings & Loans,
Mid-County Senior Citizens Center

EDUCATION: District Office, 620 Monterey Avenue

Sequel County School District

- 1 Elementary
- 1 Intermediate
- 1 Retarded

HEALTH:

- 5 Convalescent Hospitals with 288 beds
- 10 Doctors
- 3 Dentists
- 5 Chiropractors
- 2 Optometrists
- 1 Podiatry
- 2 Dental Laboratories
- 1 Chiropractic Center
- 3 Pharmacies

CULTURAL:

- 5 Churches
- 1 Library
- 1 Newspaper
- 1 TV channel received direct
- 1 TV cable system
- 1 Museum
- 1 Historical Museum
- 3 Theatres

RECREATION:

- Surfing
- Skindiving
- State Beach Park
- Boating & Fishing
- Swimming

RESTAURANTS: 43

16. HOUSING AVAILABLE, PRICES, and RENTALS: \$300.

Monthly rental for one and two bedroom apartments or duplexes—\$450. 3 bedroom single family—\$600. Cost of two and three bedroom homes—from \$90,000. to \$120,000 and up.

17. LODGING:

- 3 Hotels—1 with 5 rooms, 1 with 44 units, 1 with 20 units
- 1 Motel with 10 units
- 7 Mobile Home Parks with 669 spaces

18. TRAFFIC ESTIMATES AND PROJECTIONS:

May be obtained from the Chamber of Commerce office or from the Capitola Master Plan.