

# 2019 Carpinteria Valley Economic Profile



# The 2019 Carpinteria Valley Economic Profile

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Prepared for:



## City of Carpinteria

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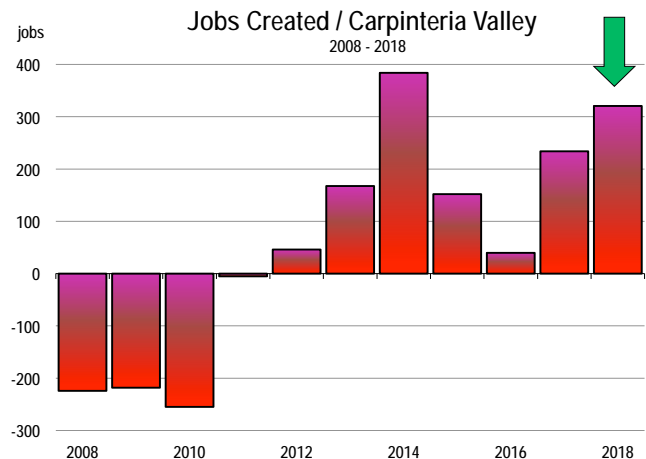
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## Overview

The Carpinteria Valley, located in the southernmost corner of Santa Barbara County, is home to just over 20,600 residents. The economic community is diverse, characterized by a large agricultural and manufacturing sector, a rapidly growing software development sector, and a thriving visitor-serving industry.

Carpinteria is a jobs center. The number of workers located in Carpinteria exceeds the number of residents in the Valley's labor force. Many workers commute from Santa Barbara, Oxnard and Ventura. The agriculture sector employs more people than any other industry, followed by manufacturing, the production of information (software), and the hotel and food services sector.

Over 300 jobs were created last year in the Carpinteria Valley. The rapid growth of Procore Technologies and Agilent have more than



offset other local company downsizings and departures in recent years. Jobs have expanded in Technology, Agriculture, Leisure and Hospitality, and Wholesale Trade.

In March 2019, the unemployment rate in Carpinteria was estimated at 4.0 percent. The largest employer in the Valley is Procore followed by Agilent, the Carpinteria Unified School District LinkedIn, and NuSil Silicone Technology.

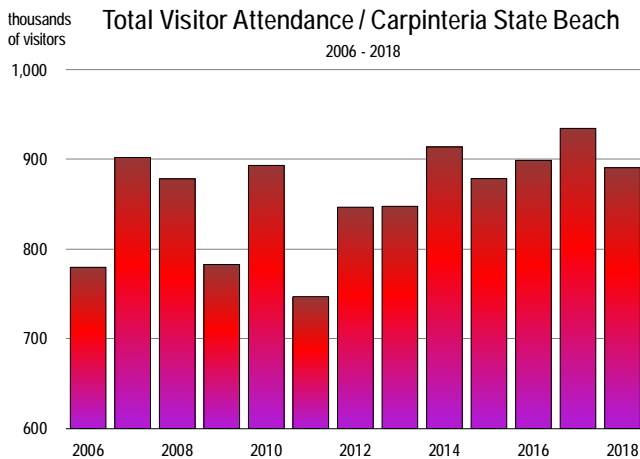
In 2018, the median household income in the City of Carpinteria was \$76,651. Almost 30 percent of households earned \$125,000 or more.

## Tourism

The presence of visitors and their spending represents a significant contribution to the Carpinteria Valley economy. Tourism generates



Sunset in December, Carpinteria State Beach



substantial revenues for the City's general fund, supports a significant number of jobs, and contributes more than half of all retail sales transactions in the City of Carpinteria at local shops, restaurants, recreational sites, and gasoline stations.

The State Beach attracted an estimated 891,000 visitors in 2018. These visitors spend approximately \$30 million annually in Carpinteria.

There are six hotels with more than 600 rooms in the region. At these establishments, the occupancy rate averaged 69.8 percent in 2018. Annual room sales have now reached an all time high in the city, climbing to \$21 million in 2018.

The City of Carpinteria's short-term visitor rental industry has evolved in recent years, expanding to include more than 200 revenue reporting

properties in 2018. These alternative transient stay properties generated \$3.5 million in revenue last year and \$415,000 in transient occupancy taxes for the City of Carpinteria.

The annual California Avocado Festival held in October is the largest community event in Carpinteria. It is estimated that the three day celebration of the avocado with food and merchandise booths, contests, and entertainment, attracts 100,000 visitors to the city.



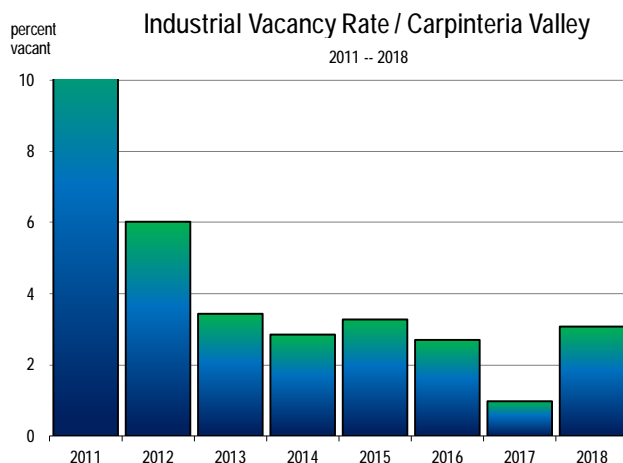
The annual Avocado Festival is a major attraction in Carpinteria, and is one of the most prominent events in all of Santa Barbara County. It typically attracts more than 100,000 visitors who attend the event and contribute to local businesses.



## Commercial Real Estate

All categories of commercial real estate are currently reporting very high occupancy. Consequently, business space is very tight in Carpinteria. There is an estimated 1.3 million square feet of industrial/R&D type building space in the Valley and the vacancy rate is a scant 3.4 percent. In the office market, there is approximately 470,000 square feet of space with a vacancy rate of 2.5 percent.

In general, the Carpinteria Valley industrial sector has been a strong competitor for neighboring regions, such as the City of Santa Barbara, the City of Goleta, and the County of Ventura. Manufacturing and technology are the most important components of the Carpinteria Valley economy, and high rates of both office and industrial market occupancy are a testament to the strength of the Carpinteria Valley as a desirable business location along the Central Coast.

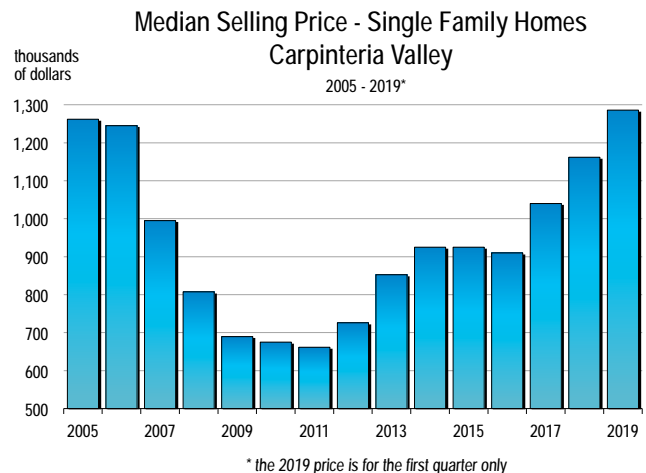


## Residential Real Estate

As a result of the healthy economy and job formation across the South Coast of Santa Barbara County, housing demand has been prolific. It is estimated that within the City Limits, there are 2,136 apartment units. The apartment vacancy rate in March 2019 was 0.9 percent. The average monthly rent has reached \$1,825 per month.

The existing for-sale housing market offers few properties for sale per year. Currently, inventory remains limited despite a generally softening housing sector in which more inventory is becoming available in California. Home prices rose 11.7 percent in 2018 and through March of 2019, have increased 11 percent year-over-year.

The median selling value of a home in Carpinteria during calendar 2018 was \$1,162,000. During the first three months of 2019, the median price reached an all-time record high of \$1,286,000.



## New Housing Development

The construction of new housing has been virtually non-existent in recent years. The relative lack of new housing units has helped to ensure that the region remains small, though traffic congestion is intensified by limited worker housing. Furthermore, retail stores and services must rely more on visitor spending than resident spending. The former is more volatile during the year, peaking in the summer months and diminishing during the winter months.

There are currently 54 residential units that are approved in Carpinteria, and 66 additional units that are proposed and seeking entitlement. The 31-unit Seahouse Condominium project just broke ground in April 2019.

## The Emerging Cannabis Sector

The Carpinteria Valley had been referred to as “California’s flower basket.” The region’s greenhouse industry was one of the largest in the state, producing millions of dollars in flower sales per year.

While potted plants are still a significant industry, cannabis cultivation is now replacing much of the greenhouse flower production. The conversion to cannabis is easier in Carpinteria because the indoor growing infrastructure is largely in place with many of the fixed costs already incurred and depreciated.



Cannabis greenhouse in Carpinteria



Currently, as of April 1, 2019, there are 32 growers with 297 active cannabis cultivation temporary licenses in the Carpinteria Valley.

Twenty two percent of the 513 acres licensed for cannabis growing in Santa Barbara County are located in the Carpinteria Valley. An estimated \$1 million in local tax revenue received by Santa Barbara County from cannabis is estimated to come from Carpinteria growers in 2019.

## Quality of Life

Regional economic conditions are influenced by many community lifestyle factors. Residents of the Carpinteria Valley enjoy a relatively high standard of living, and 39 percent of the population has a 4-year college degree or higher. For the greater Santa Barbara County area, the median household income is slightly less and 33 percent of the population owns a bachelor's degree or higher.

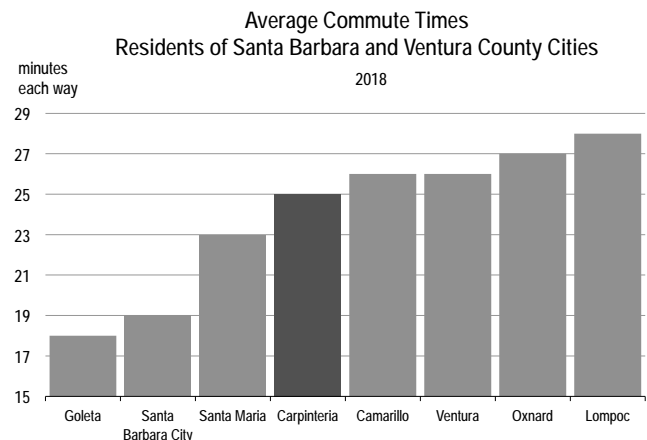
Crime rates in Carpinteria have been very low since the late 1990s. They are among the lowest levels observed in Santa Barbara County, and are significantly lower than those that prevail across California.

At Carpinteria Senior High School, students that took the SAT in the 2017-2018 school year

had average test scores that were higher than the average for all students taking the test in California.

Carpinteria routinely has much lower levels of road usage than surrounding communities, and during most times of the day, driving around the city is relatively easy. But peak hour traffic can be heavy, and people who commute into or out of the city can encounter high levels of congestion. For residents of the Valley, commute times to work have increased since 2016. This issue has been exacerbated by construction activity associated with the widening of Highway 101 through Carpinteria.

Once the Highway 101 construction project is completed in 2020, it is expected that peak hour congestion will improve in Carpinteria.



# EMPLOYMENT AND INCOME



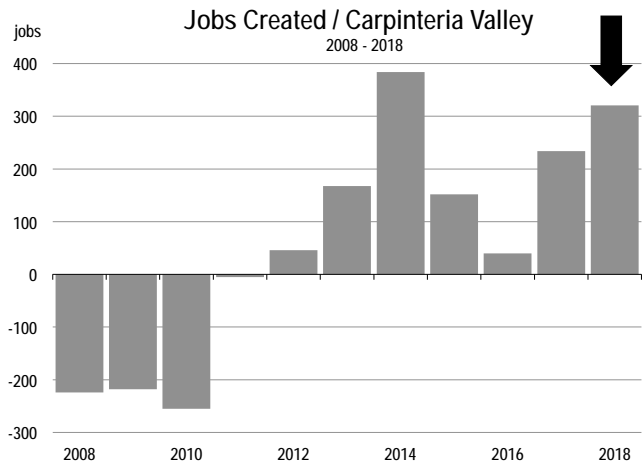
The Carpinteria Valley labor market had an outstanding year in 2018. More than 300 jobs were created by local companies and organizations, and the Valley's major employers expanded rapidly.

## Employment by Sector

The local labor market is dominated by four industries: Information services, manufacturing, leisure services, and agriculture. Together, these sectors account for 54 percent of total wage-and-salary jobs.

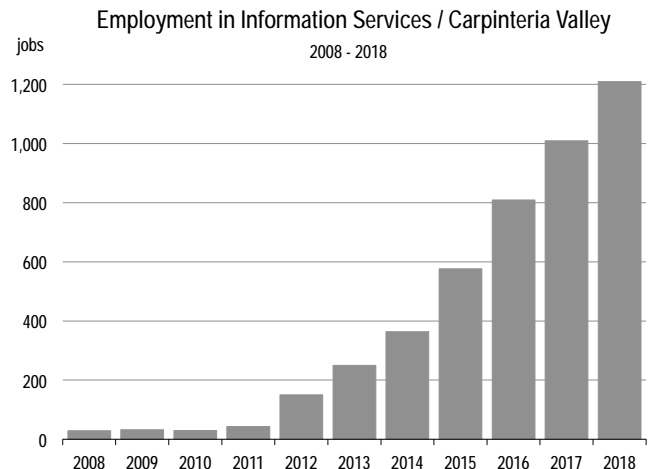
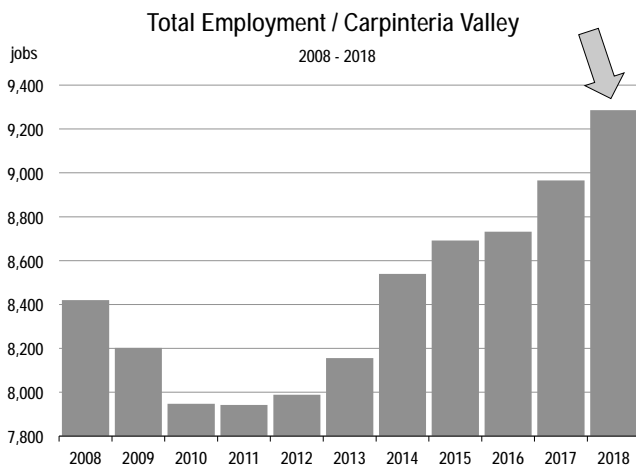
Over the last two years, the information sector has created more jobs than any other industry, and almost all of this growth has come from a single company – Procore Technologies.

Procore creates software programs for the construction industry. It was founded in 2003, but has experienced explosive growth over the last few years, expanding from 161 employees in 2015 to 850 in 2019.



Aside from the information industry, substantial numbers of jobs were created in agriculture, hotels and restaurants, and wholesale trade.

Why is the agriculture sector expanding in the Carpinteria Valley after many years of declines? Because cannabis companies are moving in. There are 37 companies in the Carpinteria Valley that have received cannabis cultivation temporary licenses, and together they have devoted over 100 acres to cannabis crops.

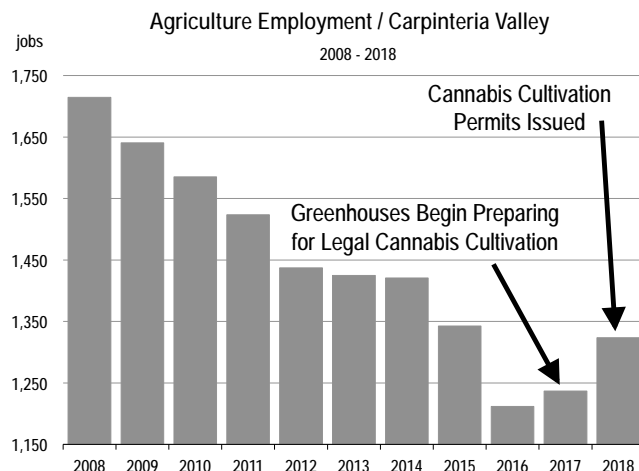


Employment by Sector			Carpinteria Valley
Sector	2017	2018	Job Creation
– number of workers –			
Information	1,009	1,209	200
Agriculture	1,237	1,324	87
Hotels / Food Services	1,137	1,206	70
Wholesale Trade	682	734	53
Arts / Entertainment / Recreation	114	145	31
Construction	415	440	26
Admin Support / Security / Landscaping	344	359	15
Professional / Scientific / Technical	295	306	11
Manufacturing	1,244	1,254	10
Transportation / Warehousing	32	34	2
Health Care / Social Assistance	295	288	-7
Mining	55	46	-9
Real Estate / Rental / Leasing	146	136	-10
Government	555	545	-10
Other Services	145	135	-10
Finance / Insurance	202	189	-13
Private Educational Services	219	199	-20
Retail Trade	587	556	-32
Management Of Companies	309	273	-35
<b>Total, All Industries</b>	<b>8,965</b>	<b>9,286</b>	<b>321</b>
<b>Total, Non-Farm</b>	<b>7,728</b>	<b>7,962</b>	<b>234</b>

Source: Labor Market Information Division, State of California and California Economic Forecast

Many of the cannabis farms are operating in greenhouses formerly used for orchids, daisies and other flowers. They are all located outside of the city limits.

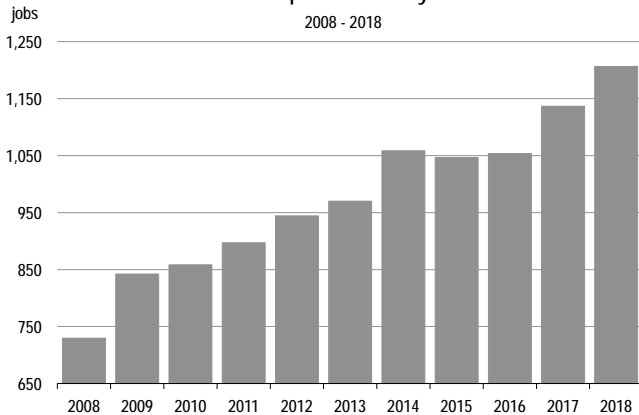
In 2017, these greenhouses began hiring workers to prepare for the onset of legal cannabis cultivation, and in 2018 they hired more workers to plant, grow, and harvest the crops. In total, the agriculture sector generated 112 jobs during these years.



Across California, the hotel and restaurant industry has been a major job creator, and the Carpinteria Valley is no different, creating 86 jobs in 2018. The total number of hotels and restaurants did not change much – there were an average of 59 businesses in this sector in both 2017 and 2018 – but many firms hired extra staff to accommodate an increase in sales.



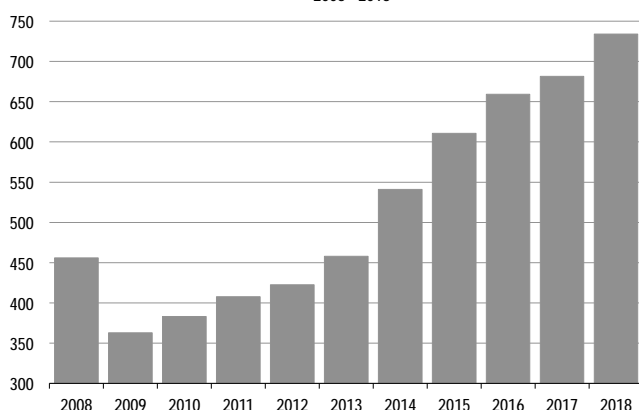
Employment in Hotels and Food Services  
Carpinteria Valley



Wholesale trade companies are an important part of the global supply chain, acting as intermediaries between the companies that produce goods and the firms that sell them to the final customer. Wholesalers buy goods directly from the source, and then sell them to grocery markets, clothing shops, event planners, and other firms who eventually provide these goods to consumers and other businesses.

The wholesale sector in Carpinteria is small, but has consistently produced jobs for the local economy. In 2018 this sector created 53 new positions, offering an average salary of almost \$60,000.

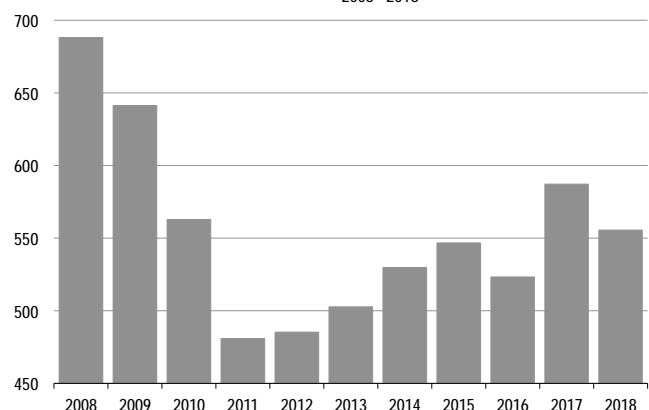
Wholesale Trade Employment / Carpinteria Valley  
2008 - 2018

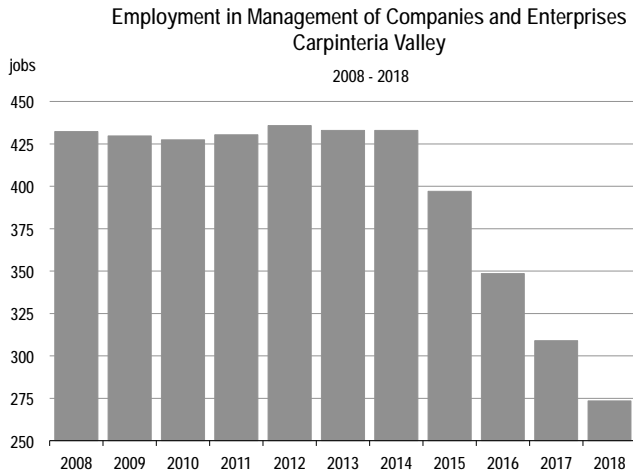


But while some sectors have performed very well, others have struggled. The most prominent have been the retail trade and corporate management sectors.

- The retail sector lost 32 jobs in 2018.
- Adjusted for inflation, retail sales in the City of Carpinteria have fallen by 13 percent over the last five years.
- The biggest declines have been observed at clothing stores, which now account for only one percent of the City's retail market, and at home furnishing and garden stores, where some stores have gone out of business.
- But Carpinteria is not experiencing the "retail apocalypse" in the same manner as other regions of California. Carpinteria has very few of the "big box" stores that have gone bankrupt, like Sears and Kmart, and these large chains have been responsible for many of the job losses across the state.

Employment in Retail Trade / Carpinteria Valley  
2008 - 2018





- The management industry is comprised of the corporate headquarters of large firms. Since 2014, this sector has lost more than 250 jobs, due principally to the loss of CKE and Venoco.

Aside from the sectors with job gains, and those with losses, most industries were little changed in 2018 – neither gaining nor losing a significant number of jobs. This typically occurs when an economy reaches “full employment.” The Carpinteria Valley, as well as broader Santa Barbara County and California, have now reached full employment conditions.

Full employment occurs when almost everyone who wants a job already has a job, and usually begins when the unemployment rate falls below five percent. When such a scenario occurs, companies can only expand their headcounts by (1) recruiting workers from other firms, (2) attracting workers from other regions, or (3) hiring new high school or college graduates.

## Average Salaries

In the Carpinteria Valley, average salaries are high. When compared to compensation levels across the state, workers in the local economy typically earn more.

This provides economic benefits for the region by supporting the real estate market, and attracting a highly-skilled workforce. However, it can pose challenges for the business community, as high salaries reduce the incentive for companies to establish offices and other facilities in the Carpinteria Valley.

- With an average salary of \$129,772, the management sector paid the highest wages in 2018.

Average Annual Salary	Carpinteria Valley
<b>Sector</b>	<b>2018 Average Salary*</b>
Management Of Companies	129,772
Mining	119,076
Professional / Scientific / Technical	99,617
Finance / Insurance	94,808
Information	91,168
Manufacturing	80,763
Private Educational Services	68,541
Government	64,619
Wholesale Trade	59,962
Construction	59,339
Admin Support / Security / Landscaping	51,241
Transportation / Warehousing	47,775
Real Estate / Rental / Leasing	43,606
Agriculture	39,437
Retail Trade	34,315
Other Services	32,691
Health Care / Social Assistance	31,869
Arts / Entertainment / Recreation	30,404
Hotels / Food Services	22,479
<b>Total, All Industries</b>	<b>59,830</b>

\*dollars per worker

Source: Labor Market Information Division, State of California, and California Economic Forecast

- The manufacturing sector pays particularly high wages in the Carpinteria Valley. Local manufacturing firms include Nusil and Gigavac, which make high value products and pay above average salaries.
- The lowest paying sectors were hotels and restaurants, as well as arts and entertainment. These industries have large numbers of young workers, as well as workers without college degrees, and compensation tends to be low.
- For the 12 organizations surveyed, employment totaled 2,981 workers in March of 2019.
- In the Carpinteria Valley, the largest employer is Procore, a firm that designs software programs for the construction industry. Procore has expanded rapidly, growing almost 700 employees over the last four years.
- Agilent and Gigavac are also growing rapidly. Agilent, a medical diagnostics firm, has increased its headcount by 150 workers over the last two years. Gigavac, which makes parts for electronic vehicles, has added almost 100 new workers.
- In the public sector, the largest employer is the Carpinteria Unified School District. With 365 employees, it is also larger than any private organization except for Procore and Agilent.

## Largest Employers in the Carpinteria Valley

In the Carpinteria Valley, the California Economic Forecast identified 12 organizations that have sizeable employee headcounts. This information was obtained through phone surveys that were conducted in March of 2019. Many of these organizations have locations in other cities, states, and nations, but the information presented in this section is limited to jobs located in the Carpinteria Valley.

Largest Employers			Carpinteria Valley		March 2019
Rank	Organization	Industry	2017 Employee Headcount	2019 Employee Headcount	Change from 2017 to 2019
1	Procore	Software Services	545	850	305
2	Agilent	Medical Diagnostics	250	400	150
3	Carpinteria USD	Public School District	323	365	42
4	LinkedIn	Private Education Services	284	312	28
5	Nusil Technology	Silicone Manufacturing	356	284	-72
6	Gigavac	Industrial Manufacturing	133	232	99
7	AGIA, Inc.	Insurance services	n/a	120	n/a
8	Plan Member Services	Financial Services	100	168	68
9	Bega US	Industrial Manufacturing	120	160	40
10	Continental Auto systems	Automotive Lidar Design	n/a	125	n/a
11	Albertsons	Grocery Store	118	120	2
12	Freudenberg Medical	Medical Product Design	90	90	0
<b>Total*</b>			<b>2,319</b>	<b>2,981</b>	<b>662</b>

\* For organizations that reported headcounts in both 2017 and 2019

Source: California Economic Forecast



## Retail Sector

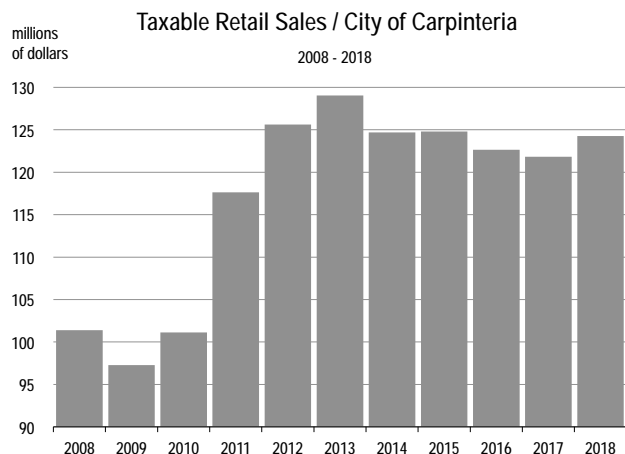
### Taxable Retail Sales

In 2018, retail sales in the City of Carpinteria increased slightly from the previous year. Between 2013 and 2017, sales declined by several million dollars.

Sales declined through 2017 because oil prices tumbled in global commodity markets. At the beginning of 2014, oil prices were above \$100 dollars per barrel, and Santa Barbara area gas prices were nearing \$4.50 per gallon.

But by the end of 2014, global oil prices had been cut in half, and local gas prices fell to less than \$2.50 per gallon.

In Carpinteria, gas stations account for a quarter of all retail sales, and when gas prices fell, city-wide retail sales fell with them.



But gas prices are now rising again, and sales at Carpinteria gas stations are rebounding. In 2018, sales volumes also increased at building and garden supply stores, grocery stores, clothing stores, and restaurants and bars. In short, almost all Carpinteria retail sectors are now expanding.

### Carpinteria and the Retail Apocalypse

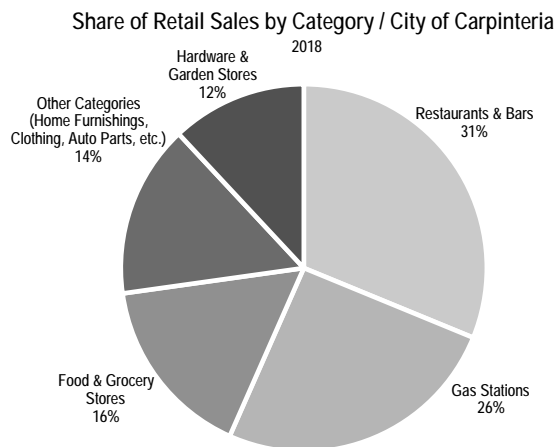
The Carpinteria Valley retail market is unlike the markets of surrounding areas. It has a relatively small number of storefronts, which are frequently “mom and pop” shops, and has virtually no big-box stores like Walmart or Target.

Because of this dynamic, the local retail market has not followed the same trends as the markets in Santa Barbara and Goleta. Carpinteria does not have large, empty buildings that need to be repurposed, and its sales are not dependent on sectors that are beginning to face heavy competition from online sellers like Amazon.

In general, the U.S. retail industry is being divided into three segments: traditional retail stores that are facing strong competition from online sales, stores that aren’t, and online retailers themselves.

Stores facing online competition include:

- Department stores (e.g. Macy’s and Sears)
- Home furnishings and furniture stores
- Clothing stores
- Sporting goods stores
- Office supply stores



Retailers not yet facing online competition include:

- Grocery stores
- Hardware stores
- Pharmacies and drug stores
- Car dealerships
- Gas stations

Carpinteria's retail industry is heavily concentrated in stores that have yet to succumb to pressure from the Internet. Gas stations and grocery stores accounted for more than 40 percent of all sales in 2018, and restaurants and bars represented more than 30 percent. Sales declines have been observed at clothing stores and home furnishings stores, but total city-wide retail sales, other than gas stations, have proven to be more resilient than the typical region in California.

### The Retail-Tourism Connection

The Carpinteria retail environment is also unique in its connection to tourism. The California Eco-

nomic Forecast has estimated that visitors to Carpinteria account for 65 percent to 85 percent of all retail sales. In 2019, the City of Carpinteria will charge a sales tax of 1.25 percent to 1.5 percent, meaning that visitors could contribute more than \$1 million to the City budget through sales taxes.

## The Tourism Industry

In the Carpinteria Valley, tourism is an important component of the local economy. By bringing visitors into the region, it adds to the customer base for local shops, restaurants, and recreational activities. As a result, it generates substantial revenues for the City's general fund and supports a significant number of jobs.

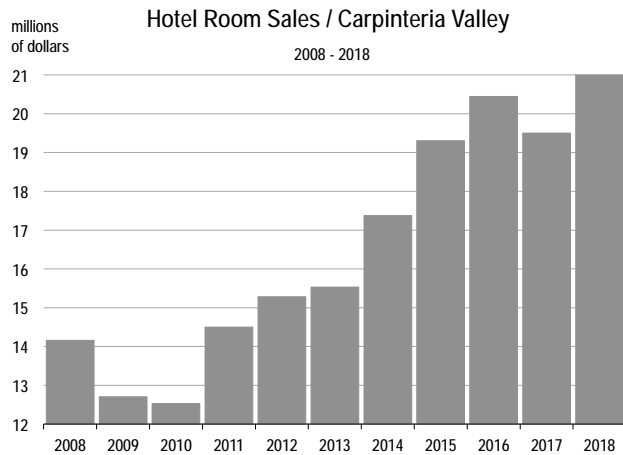
### Hotels and Motels

There are seven transient lodging facilities within the City of Carpinteria, totaling 631 rooms. Hotel/motel room sales reached a new high in 2018, surpassing \$21 million.

The daily room rate in Carpinteria averaged \$100.56 in 2018. Room rates are down from the peak of 2016, but are still very high. Rates have declined across the South Coast in gen-

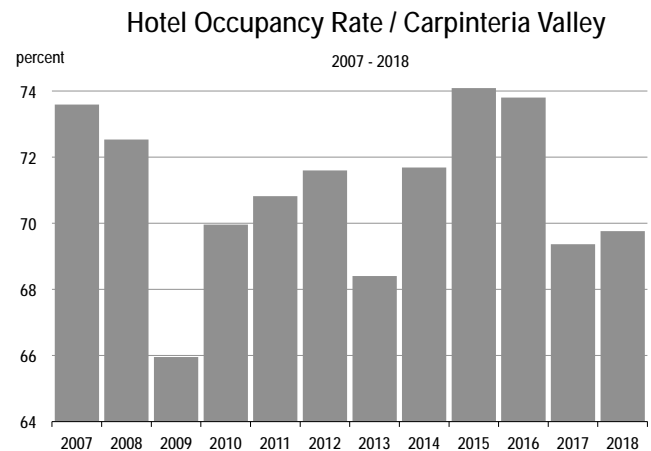
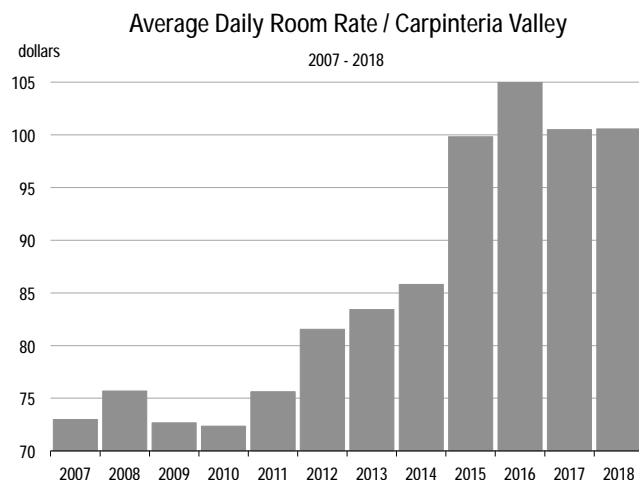
#### Transient Lodging / Carpinteria

Best Western Plus  
Casa del Sol  
Holiday In Express Hotel & Suites  
Motel 6 North Carpinteria  
Motel 6 South Carpinteria  
Sandyland Reef Inn  
Watermark



eral. Several new hotels have been built in Santa Barbara and Goleta, increasing the number of options for visitors, and generally making the industry more competitive. At the same time, more than 200 vacation rentals – private homes that are rented to visitors for 30 days or less – have been authorized in Carpinteria, giving tourists even more options.

Room rates in 2017 and 2018 were also affected by the Thomas Fire and Montecito mud slide. South Coast hotels typically offered discounts to



evacuees and mudslide victims, which lowered the annual average room rates across Carpinteria and Santa Barbara.

### Short Term Rentals

Short-term rentals (STRs) are private homes that are rented to tourists or other visitors for 30 days or less. They are frequently advertised on websites like AirBnB and HomeAway.

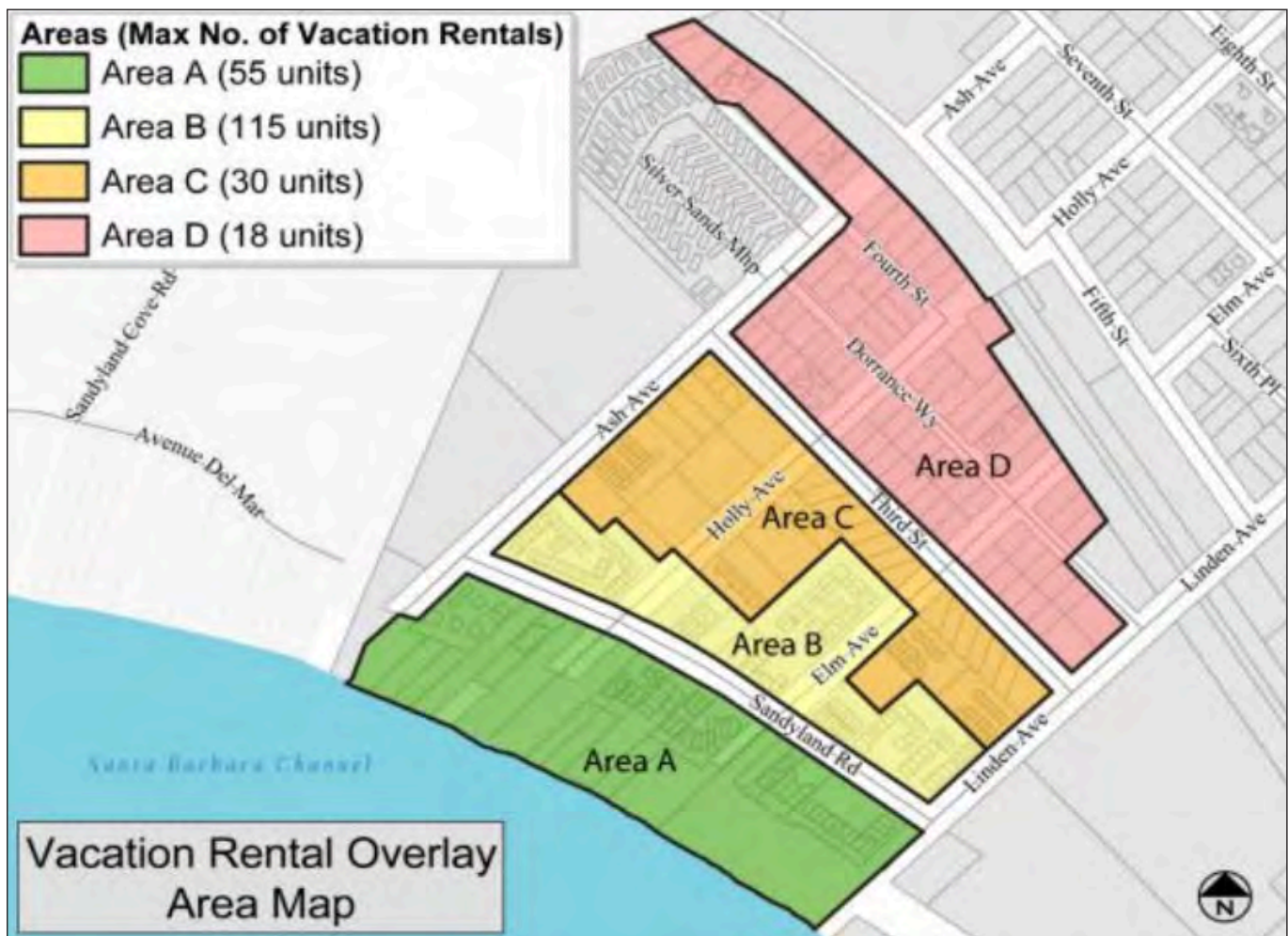
In 2017, several cities in Santa Barbara County began to regulate the short-term rental industry, restricting the number of STRs that would be allowed to operate, and the areas in which they would be permitted.

The City of Carpinteria primarily allows STRs in the Beach Neighborhood. In this region, a maximum of 236 STRs can be permitted, and as of early 2019, 223 STRs were in operation, and another 4 were waiting for permits.



The STR program began in mid-2017, and through the end of 2018, STRs in Carpinteria have generated \$5.8 million in room sales, with \$3.5 million being recorded in the 2018 calendar year.

From this activity, the STR program has produced \$789,956 in revenues for the City budget. This includes \$92,190 in application fees, and \$697,766 in transient occupancy taxes – the same taxes that are charged to hotels and motels.



The City of Carpinteria allows a maximum of 236 vacation rentals. 218 of these are restricted to the area between Ash Ave. and Linden Ave., and in between the train tracks and the beach.

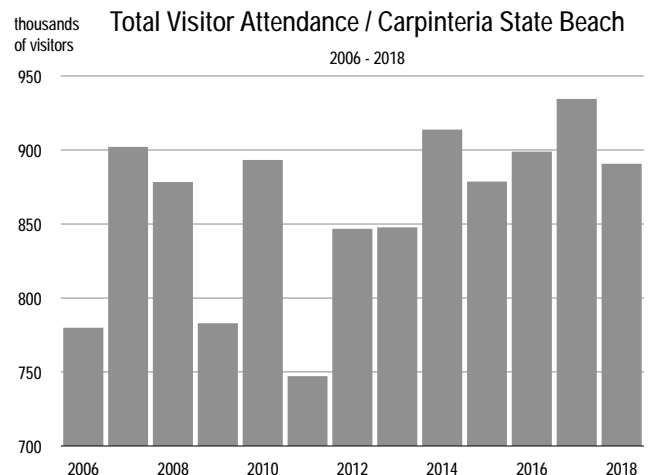
There are 18 vacation rentals that have been permitted outside of this area, but these permits will expire in June of 2022.



A principal attraction in Carpinteria is the State and City Beaches. Activities include swimming, camping, and exploring the tidepools. Harbor seals and other marine mammals can be seen in the area December through May. The Carpinteria State Beach attracts an estimated 900,000 visitors each year who spend approximately \$30 million in the local economy.

### Carpinteria State Beach

The beach is another major driver of tourist activity in Carpinteria. In 2018, almost 900,000 people visited Carpinteria State Beach, generating \$3.4 million in fees to the California State Park Service, \$30 million for businesses in Carpinteria, and an estimated amount of almost \$300,000 in tax revenues for the Carpinteria City budget.



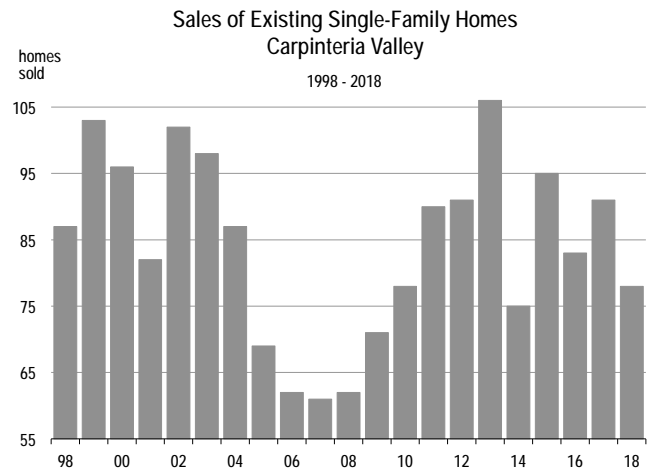
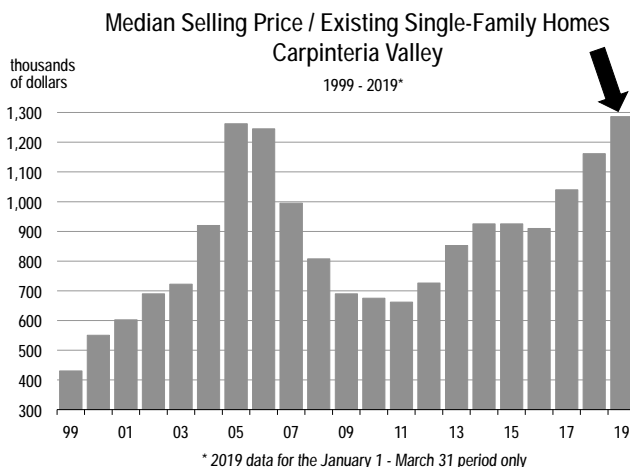
## Home Prices and Sales

Home prices are rising sharply in the Carpinteria Valley. On an annual average basis, the median price for single-family homes was \$1.16 million in 2018, up from 1.04 million in 2017. This represents a 12 percent increase, which is much faster than the 3 percent increase observed across the entire South Coast.

As of early 2019, prices had risen even further. Between January and March, the median price was 1.29 million, a full 11 percent higher than the price throughout all of 2018.

The number of home sales declined in 2018. A total of 78 single-family homes were sold during the year, compared to 91 in 2017.

Sales in the Carpinteria Valley were also impacted by the Thomas Fire, the Montecito mudslide, and the tragedies that surrounded both. In the first few months of 2018, virtually no homes were sold, and this reduced the annualized total.



While sales have been declining, the supply of homes on the market has been increasing. During 2017 there were just 129 homes for sale in the Carpinteria Valley, but in 2018 a total of 145 homes were placed on the market.

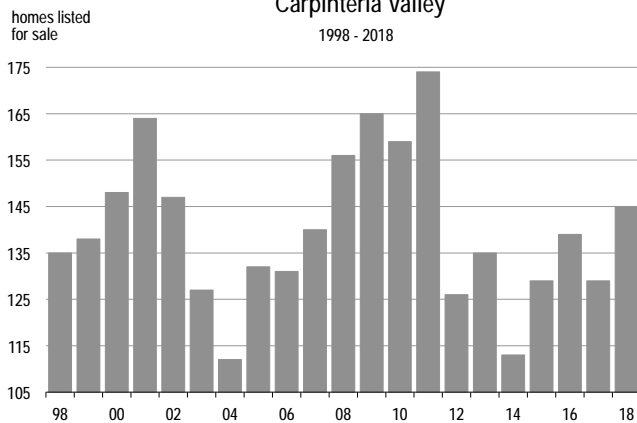
High home values are giving property owners an incentive to sell. Some homes have been underwater ever since the housing bust, with their market value below their previous selling prices from 2005 or 2006. But because prices have now surpassed the previous peak, a number of owners can unload their homes without taking a loss. Others view this as an opportune time to extract the equity that their properties have accrued.

Similar trends have been observed across the South Coast, Santa Barbara County, and the entire state of California. Sales volumes have dropped in almost every region of the state, primarily as a result of prices that have risen too high for potential buyers, and the supply of homes on the market has risen.

Housing affordability has become a major issue in California, particularly along the coastal



Listings of Existing Single-Family Homes  
Carpinteria Valley  
1998 - 2018

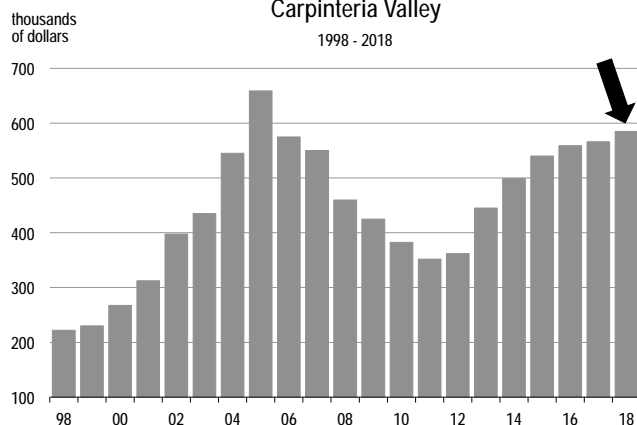


regions of the state, where mortgage payments often exceed 35 percent of household income, and sometimes surpass 50 percent.

Condo prices are also rising, but at slower rates than single-family homes. In 2018, the median price for condos in the Carpinteria Valley reached \$585,000, an increase of 3 percent from the previous year.

Condo sales have held relatively steady, and have not experienced the same decline as single-family homes. In 2018 a total of 76 condos were sold, which is virtually identical to the number of sales in 2017 and 2016.

Median Selling Price / Existing Condos  
Carpinteria Valley  
1998 - 2018



## Housing Affordability

Homes in the Carpinteria Valley are becoming increasingly expensive. The typical mortgage payment for the median-priced home climbed above \$5,700 in early 2019.

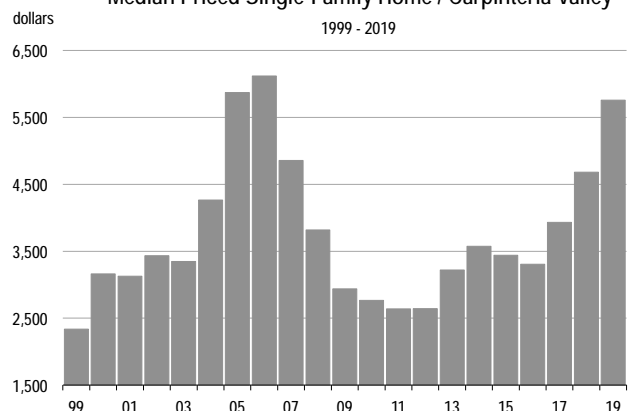
Home ownership costs are now similar to the levels that prevailed in 2005 and 2006, during the housing bubble. In the Carpinteria Valley, the median household income is just \$6,900 per month, meaning that the mortgage payment on a typical home would exceed 80 percent of median income.

This means that single-family homes are out of reach for most Carpinteria households because housing affordability guidelines typically suggest that mortgage payments should not surpass 30 to 40 percent of income.

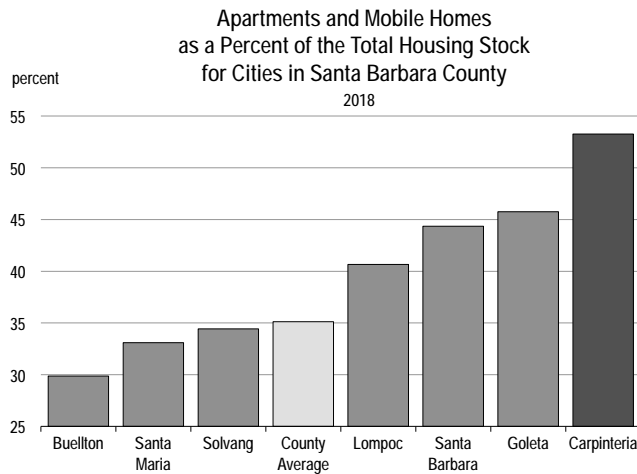
Carpinteria Valley condos are more affordable than single-family homes. In early 2019, the typical payment on the median-priced condo was only \$2,400, representing a relatively affordable 34 percent of median family income.

In general, home prices in Carpinteria are similar to those of broader South Santa Barbara

Monthly Fixed Mortgage Payment  
Median Priced Single-Family Home / Carpinteria Valley  
1999 - 2019



County. However, in the City of Carpinteria, 53 percent of the housing stock is comprised of apartments and mobile homes, and 3 percent is comprised of income-restricted units. Together, along with condominiums, these can provide affordable options for households that are unable to enter the traditional single-family home ownership market.



Rental rates in Carpinteria are typically lower than in other parts of South Santa Barbara County. This is a benefit to those that are employed in the Carpinteria Valley, and attracts individuals that work in Goleta or the City of Santa Barbara but cannot afford the higher cost of living in those locations.

Mobile homes are particularly prominent in Carpinteria. Aside from rural regions, no other jurisdiction in California has a higher share of mobile homes than the City of Carpinteria.

Mobile homes offer highly affordable housing options. In 2018, the median price for mobile homes was \$298,250, which is 74 percent less expensive than the typical single-family home.

### Carpinteria Valley Residential Real Estate

2011-2018

	2011	2012	2013	2014	2015	2016	2017	2018
<b>Single-Family Homes</b>								
Listings (units)	174	126	135	113	129	139	129	145
Sales (units)	90	91	106	75	95	83	91	78
Median Selling Price (\$)	661,500	726,000	852,500	925,000	925,000	910,000	1,040,000	1,161,900
percent change	-3.3	9.8	17.4	8.5	0.0	-1.6	14.3	11.7
<b>Condos</b>								
Listings (units)	87	71	90	77	107	106	91	121
Sales (units)	64	57	83	52	93	77	74	76
Median Selling Price (\$)	351,750	362,000	445,000	499,000	540,000	559,000	566,000	585,000
percent change	-8.0	2.9	22.9	12.1	8.2	3.5	1.3	3.4
<b>Mobile Homes</b>								
Listings (units)	54	54	47	29	50	45	36	48
Sales (units)	32	33	48	30	39	39	38	24
Median Selling Price (\$)	112,500	119,000	184,100	184,350	199,000	230,000	280,750	298,250
percent change	13.1	5.8	54.7	0.1	7.9	15.6	22.1	6.2

Source: Santa Barbara Association of Realtors and California Economic Forecast

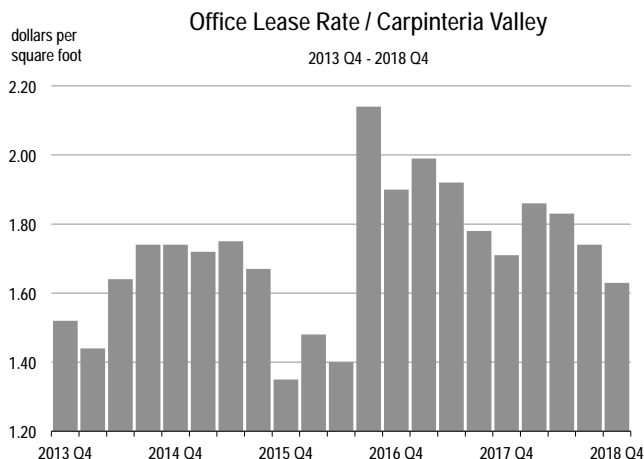
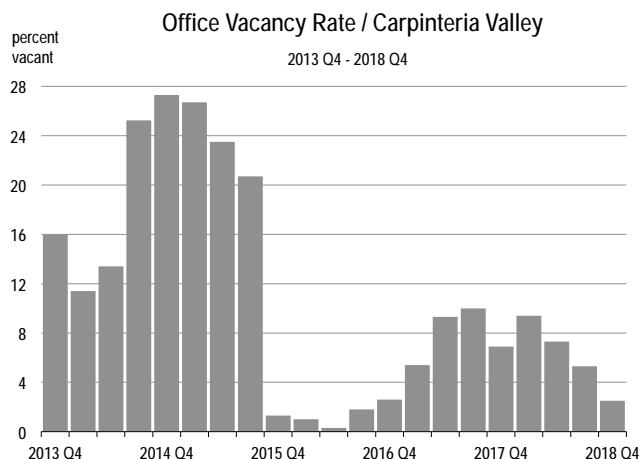
## Office Market

The Carpinteria office market is now incredibly tight. The vacancy rate fell to 2.5 percent by the end of 2018, signaling that virtually all office facilities were fully utilized.

This is especially true of large office buildings. Throughout 2018, the only large space that was available was at 6398 Cindy Lane, down the street from LinkedIn and across Highway 101 from Procore. But half of the empty space was leased by the third quarter, and by year's end only four office facilities were available within the entire Valley, totaling just 11,649 square feet.

The office market has tightened because Carpinteria's most prominent companies continue to grow. Procore has added more than 300 workers in the last two years, Agilent has added 150 workers, and Plan Member Financial has added 68. All of these expansions have absorbed parts of the local office landscape.

But the size of the office market may expand soon. Near the end of 2018, an investor



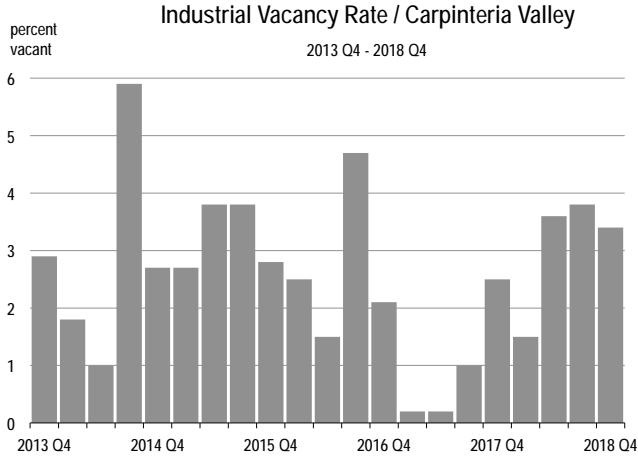
purchased an industrial building at the corner of Via Real and Lomita Lane, and intends to convert it to an office structure. This would increase the market by 24,000 square feet, potentially giving larger companies an opportunity to relocate to Carpinteria.

If this conversion is completed, it could raise the average lease rate in the Valley. Because the only available facilities are small, and because they tend to rent for lower prices than larger facilities, the average asking rate has been trending downward. But if a newly renovated building becomes available, it will presumably seek high lease rates, in which case Valley-wide asking rates could spike.

## Industrial Market

Conditions in the industrial market fluctuated in 2018. The vacancy rate rose above 3 percent, as some moderately sized facilities became available.

But by the end of the year, only two spaces were vacant, totaling 44,000 square feet of



space. With limited availability, this market could continue to fluctuate in 2019, especially if the 24,000 square foot building at Via Real and Lomita Ln. is converted into an office space.

Despite rising vacancy rates, asking lease rates rose to \$1.75 per square foot by year's end. Carpinteria's prominent industrial tenants are growing, including Gigavac and Bega US, and firms across the South Coast are competing for facilities, pushing lease rates to the highest level ever recorded.

## Retail Market

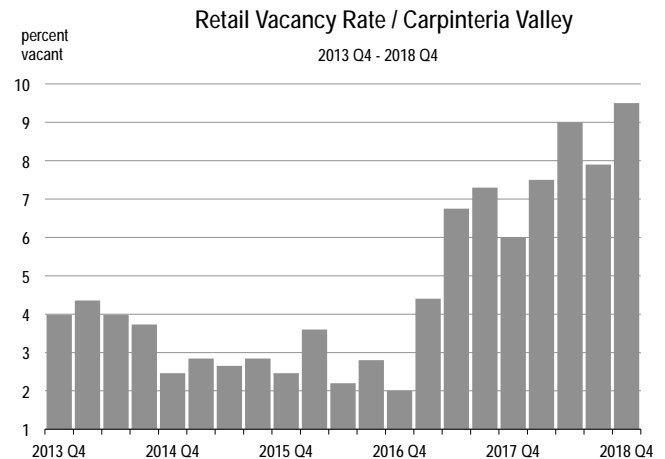
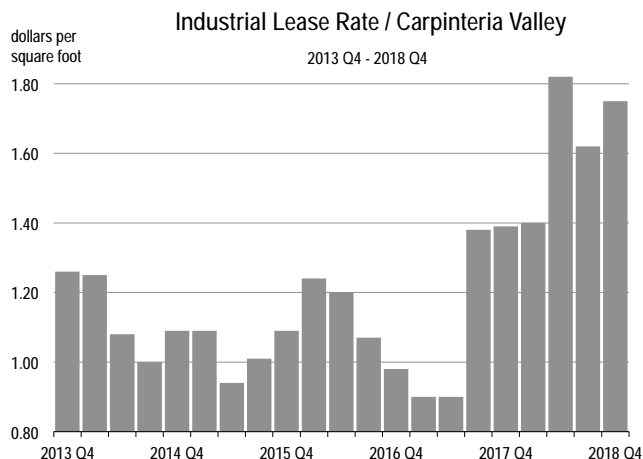
The Carpinteria Valley retail market is unique. It does not have the big-box stores of Santa

Barbara and Goleta, like Kmart and Sears. And it has a relatively small number of storefronts, which are frequently "mom and pop" shops.

Because of the absence of larger national retailers, the local market has remained more resilient than Santa Barbara and Goleta. There are no large retail spaces in Carpinteria, the likes of which have recently become cumbersome to the Santa Barbara and Goleta retail markets. Aside from grocery stores, Carpinteria has very few big facilities that would need to be renovated in the event of a store closure which has become alarmingly more prevalent in the current environment of retail disruption.

The local retail market is in flux however. Retail sales have declined, and some stores have closed.

Since 2015, five local stores have closed in the "home furnishings and appliances" category, six have closed in the "hardware and garden supply" group, and two "car dealerships and auto parts" locations have closed. These trends have led to rising vacancy rates.



## New Residential Development

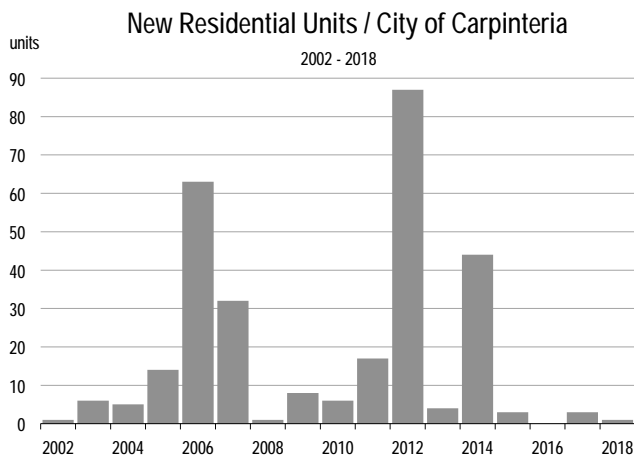
After a rush of activity from 2012 to 2014, very few new homes have been built since. Only six new residential units were authorized in the City between the years of 2015 and 2018.

## Residential Entitlements

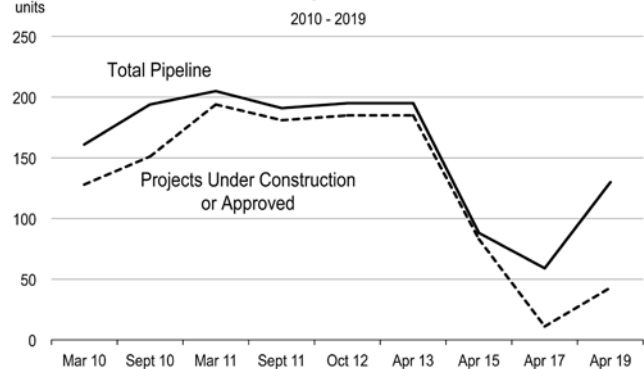
The residential development pipeline in Carpinteria contains 130 units. Only 47 of these units have been approved, while the remaining 83 are still pending.

Of the approved units, 37 are condominium units, seven are single-family units, two are apartments and one is a second unit on an existing property.

Of the pending units, 50 are assisted living units, 23 are condominium units, nine are apartments and one is a second unit on an existing property.



## Residential Units in the Entitlement Pipeline Carpinteria



## Green Heron Spring / Seahouse

The 31-unit Green Heron Spring condominium project proposes to dismantle 2 existing residences, a barn and storage shed, and construct 31 new residential units. Four of these will be affordable units.

A mix of flats, townhomes and single-family detached homes are proposed, comprised of two four-bedroom units, 19 three-bedroom units and 10 two-bedroom units. Fifteen structures totaling 69,929 square feet of floor area are proposed. Grading is currently underway.

## Granvida Phase II Expansion

The Granvida Phase II Expansion project is a 50-unit assisted living facility originally submitted on July 31, 2018. The project features a 2-story building containing 11 studio units (370 square feet), 33 one-bedroom units (580 square feet) and 6 two-bedroom units (800 square feet). The



review process is anticipated to be completed by late 2019, with groundbreaking anticipated to begin by Summer 2020.

### ***Faith Lutheran***

The Faith Lutheran project proposes a 7-lot subdivision of its current 2.7 acre parcel and the construction of 5 single-family detached residential units that will range from 2,268 square feet to 2,831 square feet. The project received approval on December 10, 2018 and is currently awaiting scheduling for a final review by the Architectural Review Board (ARB) and Final Map Acceptance by the City Council.

### ***Sanctuary Beach Condominiums***

The Sanctuary Beach Condominiums project proposes to construct four new 2,300 square foot condominium units in a lot formerly occupied by Norman's Tennis Courts. The project is located on 4925 Carpinteria Avenue and was initially approved on November 2, 2015. The City re-approved the project in March 2019 and it is currently under review with submission of its final map scheduled for May 2019 and its building permit review thereafter.

## **Total Investment in Residential and Non-Residential Structures**

The total value of commercial and non-commercial permits was recorded at \$9.7 million in 2017 and \$6.8 million in 2018.

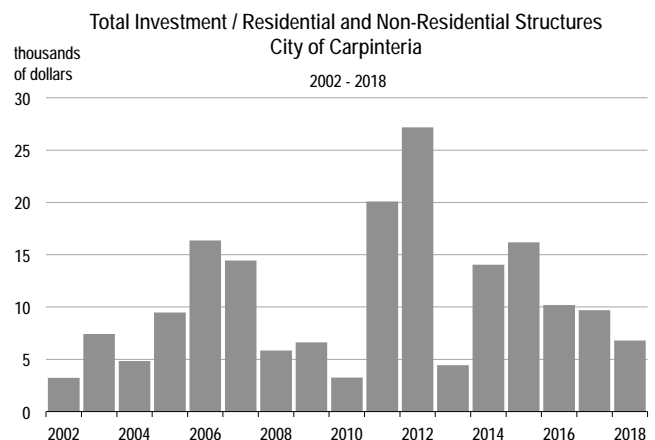
## **Commercial and Industrial Entitlements**

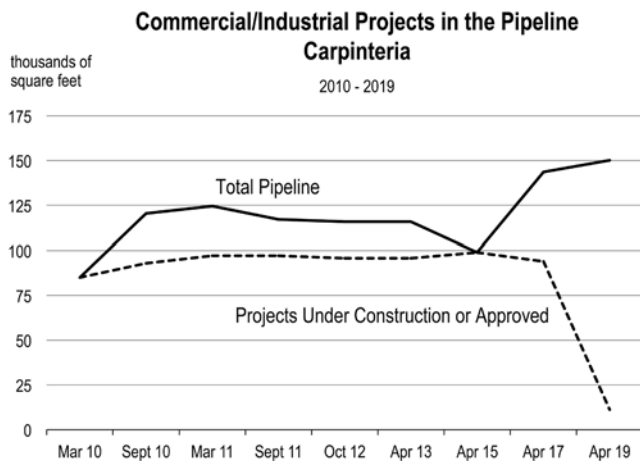
There are approximately 150,161 square feet of non-residential projects in the Carpinteria development pipeline. Approximately 11,136 square feet of space have been approved or are under construction, and the remaining 139,025 square feet of space are awaiting approval.

Of the projects in the pipeline, almost 90,000 square feet of space has been designated for office use, more than 44,000 square feet has been planned for hotel use, and more than 15,000 square feet is in mixed-use projects.

### ***Lagunitas Mixed Use Project***

The Lagunitas project features an 85,000 square foot office building. The site remains undeveloped, and the Architectural Review Board is working with the project owners to finalize plans for the project. Once these plans are completed, an application for a building permit may be submitted.





### ***Via Real Hotel***

The proposed 75-room hotel project site is located on Via Real between Santa Monica Road and Cravens Lane. The hotel would be approximately 44,071 square feet in total building size and two stories in height. Marriott will operate the hotel as Fairfield Inn and Suites.

The ARB recommended the project for preliminary approval in March 2017. The project is currently being revised and will be resubmitted due to concerns regarding creek regulations from an ongoing environmental review. There is no current timeline for these revisions to be resubmitted.

### ***M3 Mixed Use Project***

This mixed-use project is approved for a 6,668 square foot building to be located at the corner

of Carpinteria Avenue and Holly Avenue. The second floor, sized at 3,382 square feet, will be the new home of M3's corporate offices as well as two 516 square feet one-bedroom residential units. The 3,286 square foot ground floor has not yet been leased. The project received approval for its building permits February 2019, though no official timeline for construction to begin has been set.

### ***Linden Ave Mixed Use***

The Linden Avenue Mixed Use project was submitted for a conceptual review on August 28, 2018. It features a Mixed Use building with 17 residential condominium units and 9,500 square feet of commercial space.

The proposed residential units include 2 one-bedroom units, 13 two-bedroom units, and 2 three-bedroom units averaging 1,350 square feet per unit. The non-residential component would be comprised of two ground floor facilities of 3,800 square feet and 5,700 square feet.

The project was initially scheduled for a Joint Concept Hearing on March 26, 2019, but this has now been delayed due to a request made by the applicant.

### ***Carpinteria Sanitary District Office***

The Carpinteria Sanitary District Office project was approved on June 4, 2018. The project involves the demolition of existing modular



Construction project in Carpinteria

offices and the construction of a new 4,118 square foot one-story office building replacing it. The project is located at 5300 6th street, and is

awaiting submission of the building plans from the Carpinteria Sanitary District. The project is expected to break ground next year.

Residential and Non-Residential Permit Summary	City of Carpinteria						2011-2018	
	2011	2012	2013	2014	2015	2016	2017	2018
	--- number of units permitted ---							
Residential Building Permits	17	87	4	44	3	0	3	1
	--- millions of dollars ---							
Total Investment in Residential and Non-Residential Structures	20.1	27.2	4.4	14.0	16.2	10.2	9.7	6.8

Source: City of Carpinteria

Residential Projects in the City of Carpinteria			April 2019
Project Name/Developer	Units	Description	Status
GranVida Phase II Expansion	50	Assisted Living Facility	Under Review
Green Heron Spring	31	Condominium Units	Grading
Linden Mixed Use	17	2* 1BR + 13* 2BR + 2* 3BR Units	Concept Review
Faith Lutheran	5	Single Family Detached Units	Approved
Sanctuary Beach Condominiums	4	2,300 sq. ft. Condominium Units	Pending Final Map Clearance
Fourth Street Condominiums	4	Condominium Units	Under Review
Phari Apartments	4	Apartment Units	Under Review
Martinez Apartments	3	Apartment Units	Inactive
Klentner Condominiums	2	Condominium Units	Under Review
Seventh Street Residential	2	Condominium Units	Approved
Cruz Mixed Use	2	Apartment Units	Under Review
M3 Mixed Use	2	Apartment Units	Approved
Schildknecht SFD	1	Single Family Unit	Plan Check
Gobbell Second Unit	1	Second Unit on Existing Parcel	Plan Check
Able Second Unit	1	Second Unit on Existing Parcel	Under Review
Hawkins SFD	1	SFD	Approved
Total	130		

Source: City of Carpinteria and California Economic Forecast

Commercial Projects in the City of Carpinteria			April 2019
Project Name/Developer	Square Feet	Description	Status
Lagunitas Mixed Use	85,000	Office Building	Pending Final ARB Submission
Via Real Hotel	44,071	75 Room Hotel	Under Review
Linden Mixed Use	9,500	3,800 / 5,700 sq. ft. Tenant Shells	Concept Review
M3 Mixed Use	6,668	Commercial / Office	Approved
Carpinteria Sanitary District Office	4,118	Office Building	Pending Building Plan Submission
Cruz Mixed Use	494	Commercial Space	Under Review
Sunburst Wines	350	Wine Bar	In Plan Check
Total	150,161		

Source: City of Carpinteria and California Economic Forecast

# LEGAL CANNABIS IN THE CARPINTERIA VALLEY



In 2018, it became legal to grow, process, sell, and purchase recreational cannabis in California. There are no cannabis farms or retail outlets in the City of Carpinteria, but there are several dozen businesses in the Carpinteria Valley – just outside of the City limits – that have been granted temporary licenses to cultivate and process cannabis.

In total, 32 companies have been legally authorized to participate in the cannabis industry. All of these firms grow cannabis, and some also process cannabis that has already been harvested.

Most growers operate in the greenhouses that previously grew orchids and other flowers. Cannabis licenses differ by the size and type of the facility in use, but companies can combine multiple licenses to cultivate large areas.

Most greenhouse licenses in the Carpinteria Valley allow a grower to plant 5,001 to 10,000 square feet of greenhouse space, but companies have applied for dozens of these licenses at a time. The most active firm has been Valley Crest Farms, which has 40 temporary licenses.

Other firms have been licensed for cannabis nurseries. A few firms also applied for permits to process cannabis crops that have already been harvested, which allows them to trim and dry these crops, turn cannabis into oils or food products, and package and label cannabis products.

The 32 cannabis growers in the Valley have obtained 282 temporary cultivation licenses and 15 processor licenses.

So far, the Carpinteria Valley has been one of the primary regions for legal cannabis cultivation in California. Santa Barbara County has been issued more temporary licenses than any other county in the state, and the countywide cultivation industry now covers 513 acres of land. The Carpinteria Valley accounts for 15 percent of all licenses in the county, and 22 percent of all cultivation acreage.

In 2018, the legal cannabis industry generated \$345 million in tax revenues to the state, and Santa Barbara County has received \$3.1 million in total tax revenues.

**Cannabis Cultivation and Processing Licenses  
California Counties  
March 27, 2019**

Rank	County	Total Licenses
1	Santa Barbara County	1,950
2	Humboldt County	1,308
3	Mendocino County	652
4	Monterey County	488
5	Los Angeles County	393
6	Trinity County	223
7	Riverside County	141
8	Nevada County	119
9	Yolo County	99
10	Sacramento County	90
<b>Total Licenses, all Counties</b>		<b>6,037</b>

Source: California Department of Food and Agriculture

**Cannabis Cultivation and Processing Licenses  
California Cities and Surrounding Areas, March 27, 2019**

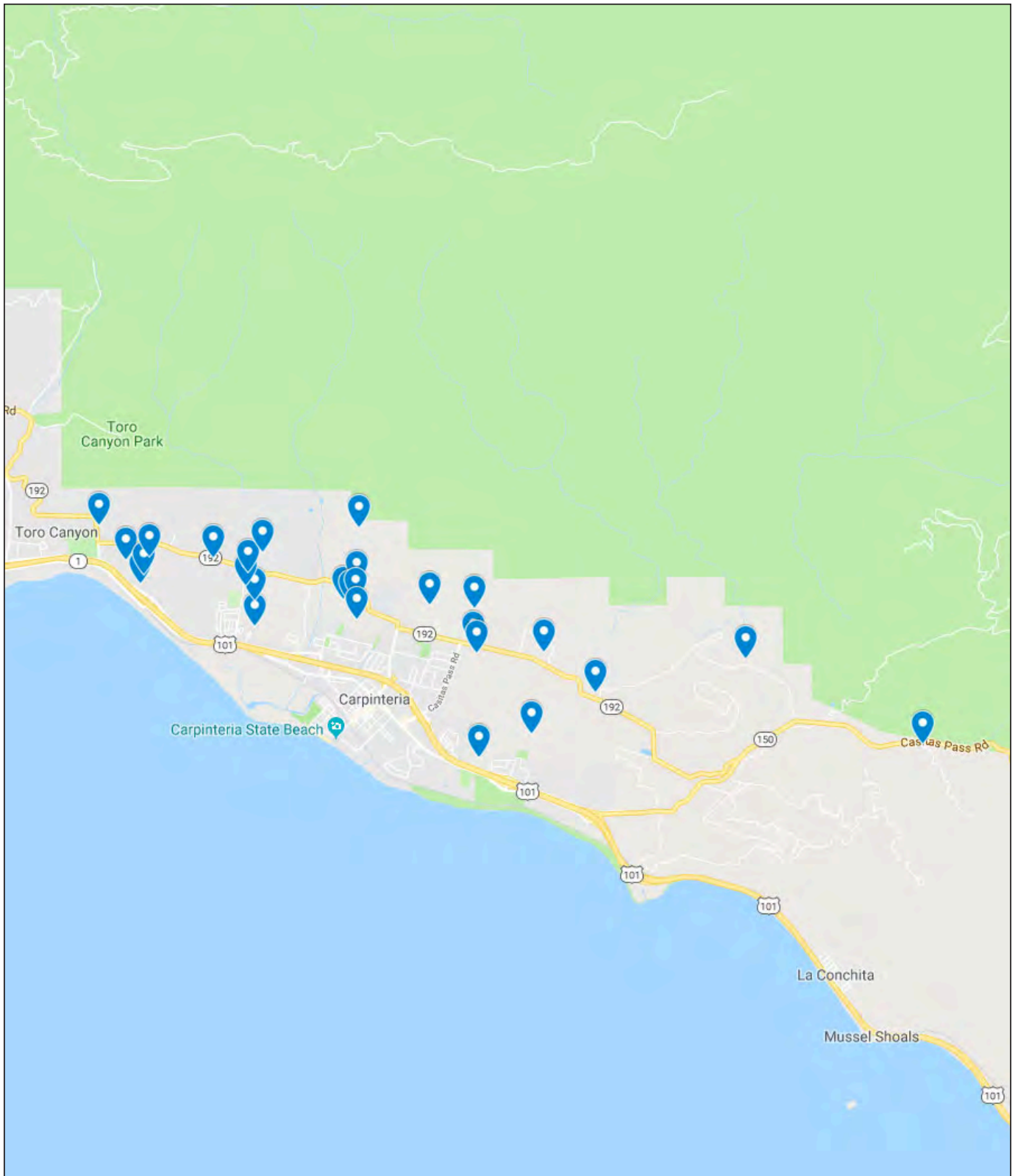
Area	Total Licenses	Businesses with an Active License
Lompoc	464	27
Buellton	416	8
Carpinteria Valley	297	32
Salinas	250	57
Sacramento	99	82
Willits	92	77
Desert Hot Springs	53	31
Honeydew	36	10
Garberville	28	10

Source: California Department of Food and Agriculture



Cannabis Licenses by Business / Carpinteria Valley						March 27, 2019
Business Name	Nursery Cultivation Licenses	----- Greenhouse Cultivation Licenses by Size -----				Processor Licenses
		2,500 sq. ft. or Less	2,501 sq. ft. to 5,000 sq. ft.	5,001 sq. ft. to 10,000 sq. ft.	10,001 sq. ft. to 22,000 sq. ft.	
Arroyo Verde Farms				7		1
Autumn Brands	2			18	1	2
Blue Whale Agriculture	1			4		
Bosim 1628 Management Company	1			17		1
CA Labs	1					
California Cannabis Ventures			1			
Ceres Farm	1			16		1
CKC Farms				4		
CP1 Supply Systems	1			11		1
Cresco California	1			27		1
CVW Organic Farms	1			6	1	1
Ednigma	1			9		
Flora Coast	1			4		
Island Breeze Farms	1			7	1	1
JJ Agriculture				4		
La Maison Vert	1					
Life Remedy Farms	1			5		
Louis Armstrong & Associates				2		
Melodious Plots				13		
Mission Health Associates	1			10		1
New Generation Farms				4		
New Horizon Farming	1			3		
Ocean Hill Farms	1			10	1	1
Olivella		1				
Orbiter Blooms				5		1
Primetime Farms	1			6		
Saga Farms	1			4		
ST Management Group	1			11		1
Terp City				1	1	
Twisted Roots	1			5		1
Ultra Flowers					1	
Valley Crest Farms				40		1
<b>Total Licenses</b>	<b>21</b>	<b>1</b>	<b>1</b>	<b>253</b>	<b>6</b>	<b>15</b>

Source: California Department of Food and Agriculture



Businesses in the Carpinteria Valley with temporary cannabis licenses.

The social environment of the Carpinteria Valley directly affects local business progress and performance, and quality of life indicators impact the desirability of real estate assets in the region. Public safety, traffic, and commute times are important features of this environment, and are evaluated by referencing published information on local crime rates, traffic volumes, and commute patterns.

## Crime

In the City of Carpinteria, crime rates have been very low since the late 1990s. They are among the lowest levels observed in Santa Barbara County, and are significantly lower than those that prevail across California.

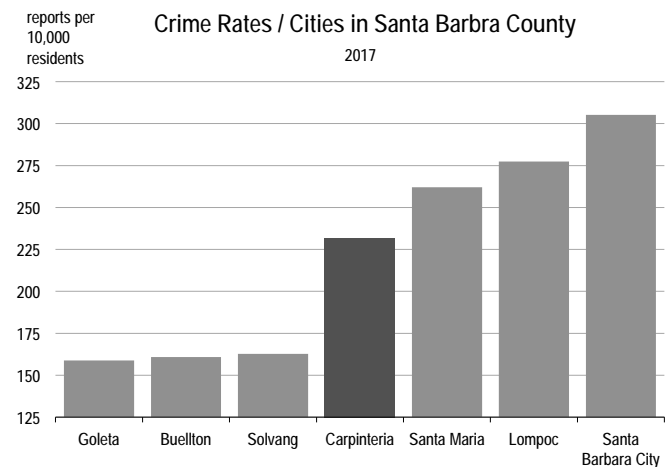
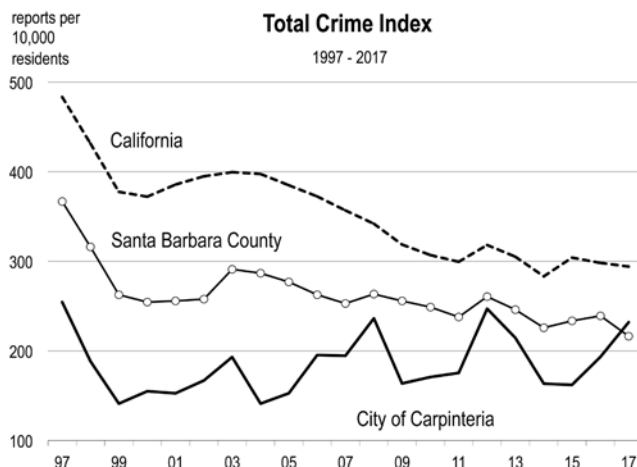
The broadest measure of crime, the Total Crime Index, is the sum of the following crime categories: willful homicide, forcible rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny and arson.

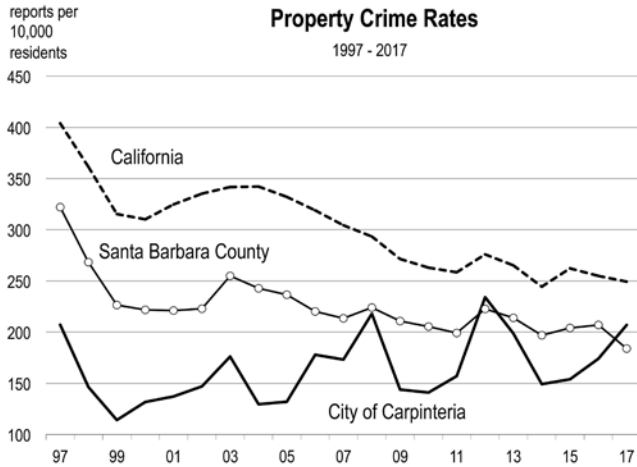
As of 2017 (the most recent year for which data is available), a total of 232 crimes were reported for every 10,000 residents in the City of Carpinteria. This represents an increase from the previous year, but is within the normal year-to-year variation for Carpinteria.

For small cities, including Carpinteria, crime rates fluctuate from year-to-year, so it's important to consider the long-term trend. For Carpinteria, the trend is clear – crime rates have been low for many years.

Carpinteria also has lower crime rates than many cities in Santa Barbara County. In 2017, the City of Santa Barbara had 305 crime reports per 10,000 residents, which is more than any other city in the county. Lompoc had the second highest crime rate, with 277 reports per 10,000 residents.

In the City of Carpinteria, property crime rates tend to fluctuate the most.





In 2017, there were 207 property crimes per 10,000 residents. Property crimes include burglary, robbery, and motor vehicle theft. In 2017, the property crime rate increased because there were slightly higher numbers of each of these crimes, but the City's property crime rate was still very low.

The City of Santa Barbara had the highest property crime rate, which was almost 30

percent higher than Carpinteria. Lompoc and Santa Maria also had higher rates of property crime.

The Carpinteria violent crime rate also increased slightly in 2017, but was much lower than the rates observed across Santa Barbara County and California.

There have been no homicides or cases of willful manslaughter in Carpinteria for more than a decade, and the city has very low rates of rape, robbery, and assault.

Violent crime rates are highest in Lompoc and Santa Maria, where robberies and assaults are much more common.

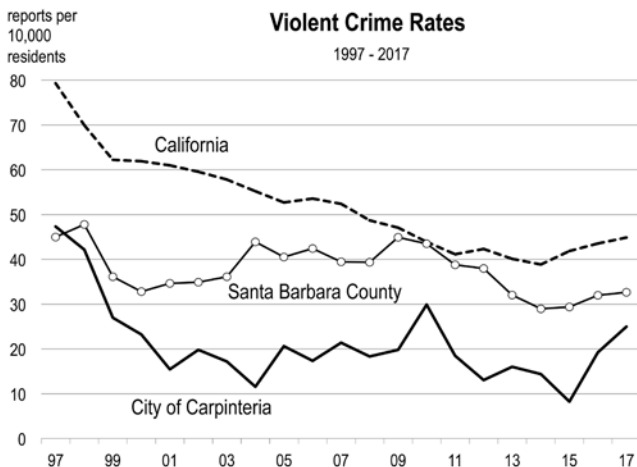
## Traffic and Commuting

### Traffic Counts

Traffic counts reveal information about road usage, and can provide insight into economic, demographic, and lifestyle trends.

In general, traffic counts decline during periods of economic weakness, and grow during periods of strength. This occurs for several reasons, including the increased shipment of goods, a larger number of individuals driving to work, and higher disposable incomes that can be spent on transportation.

Traffic levels can affect the living standards of a community. High levels of traffic can cause



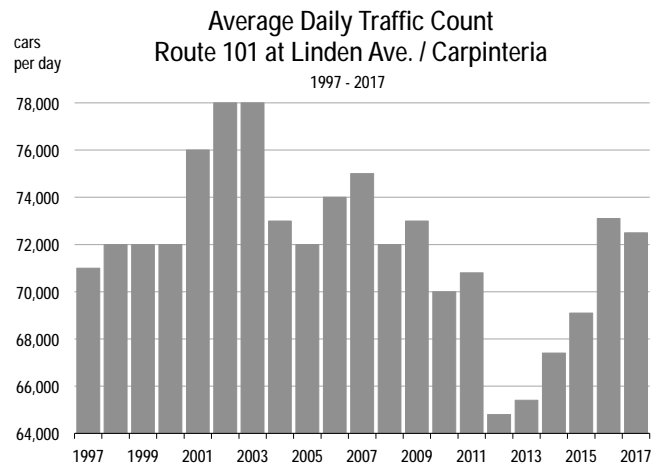
congestion, leading to longer commute times and lower resident satisfaction. By contrast, low traffic volumes can lead to improved living standards.

As a general rule, Carpinteria tends to have much lower levels of road usage than surrounding regions, and during most times of the day, driving around the city is relatively easy. But peak hour traffic can be heavy, and drivers commuting into or out of the City, can encounter high levels of congestion. This issue has been exacerbated by the ongoing construction of Highway 101.

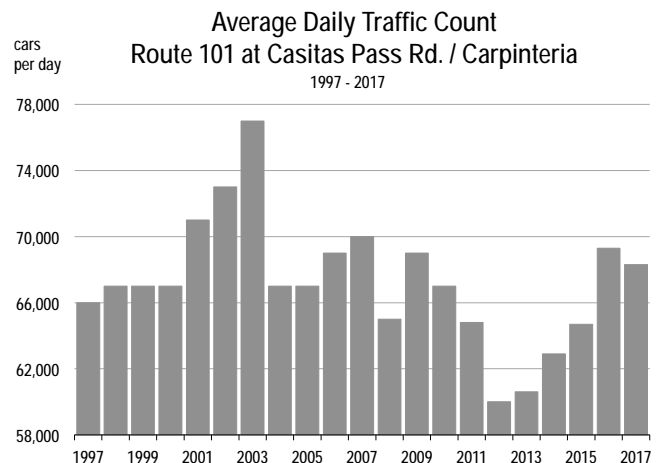
In order to get around construction points, drivers have been exiting Highway 101 and using the city streets in Carpinteria, leading to traffic problems that are often severe. Once the Highway 101 construction projects are finished, it is expected that this peak hour congestion will improve in Carpinteria.

Caltrans estimates traffic counts for state highways, including interstates and routes. Annual average daily traffic is the total traffic volume for the year divided by 365. The traffic count year is from October 1 to September 30.

In Carpinteria, two of the most active points are the intersections of Highway 101 at Linden Avenue, and Highway 101 at Casitas Pass Road. At both of these intersections, traffic volumes increased sharply in 2016, but were largely unchanged in 2017.



- Traffic volumes are now increasing in Carpinteria, and are approaching the highest levels in a decade.
- In 2017, an average of 72,500 vehicles traversed the intersection of Linden Ave. and Highway 101 each day.
- An average of 63,800 cars passed by Casitas Pass Rd. and Highway 101.





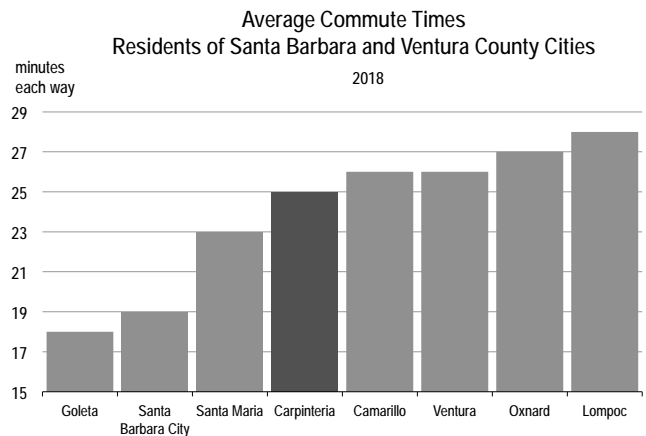
- In neighboring regions, traffic levels are considerably higher.
- In the City of Santa Barbara, for example, a daily average of 127,000 cars passed through the intersection of Highway 101 and Carrillo St.
- Highway 101 and Las Positas Rd. had to accommodate 138,000 cars per day.
- In Ventura County, traffic is heavier still, with daily totals of 180,000 cars at the intersection of Highway 101 and Route 23.
- 129,000 cars passed through the junction of Highway 101 and Vineyard Ave. each day, and 147,000 passed through Highway 101 and Las Posas Rd. in Camarillo.

### Average Commute Time

For residents of the Carpinteria Valley, commute times are increasing. Many Carpinteria residents commute to Santa Barbara and Goleta, and because peak-hour traffic on Highway 101 is becoming more congested, the typical commute for Carpinteria residents is longer than it was only a few years ago.

In 2018, workers who lived in the City of Carpinteria had an average commute time of 25 minutes. By comparison, other parts of the South Coast spent less time commuting.

But Carpinteria residents still have shorter commutes than their neighbors to the South.



For residents of Ventura, Camarillo, and Oxnard, commute times averaged 26 or 27 minutes each way.

For cities in Santa Barbara County and Western Ventura County, Lompoc residents spent the most time commuting. Many people in Lompoc commute all the way to Santa Barbara, and the average Lompoc commuter spent 28 minutes in the car each way.

### Highway 101 Widening Project

The project to widen Highway 101 near Linden Ave. and Casitas Pass Rd. is underway. In an effort to improve local circulation and freeway access in Carpinteria, the highway interchanges at these junctions will be updated with new bridges and freeway ramps, and a third lane will be added to Highway 101 in each direction.

This project is a partnership between Caltrans, the Santa Barbara County Association of Governments, and the City of Carpinteria.

Via Real will be connected across Carpinteria Creek through a new roundabout up to Linden Ave. New bridges will be built over Carpinteria Creek on Highway 101 and Via Real, and four new sound walls will be built to reduce freeway noise in nearby neighborhoods.

Bike and pedestrian improvements will also be added along Via Real, connected along Carpinteria Creek, and on the bridges over Linden Ave. and Casitas Pass Rd.

Construction started in the fall of 2016 and will continue through at least 2020 near Carpinteria, and will last longer on the sections of Highway 101 to the north of the City, near Cravens Ln.

The portion of Highway 101 near Linden Ave. and Casitas Pass Rd. is now under construction, but could be completed sometime in 2019. After this segment is finished, construction will move northward up Highway 101, starting with the section between Bailard Ave. and the Carpinteria City limit.

Eventually, construction will move into Montecito, ending near the Hot Springs Rd./Cabrillo Blvd. interchange, and is scheduled to be finished by 2023.

**NOOZHAWK**  
the freshest news in Santa Barbara

**Local News**

## \$226 Million Allocation Paves the Way for Speeding Up Highway 101 Widening Project

SBCAG says the state gas tax funding is a 'giant step forward' for the 16-mile HOV project between Santa Barbara and Ventura County

**SANTA BARBARA U.S. 101 MULTIMODAL CORRIDOR**

**Transit Service**  
In Service Since 2007  
• Coastal Express service operating since 2007  
• Measure A - \$22 million to support regional transit service  
• 10 Year Coastal Express Service Plan identified several future needs

**Rail Service**  
Connecting Santa Barbara & Ventura Counties  
• New peak hour rail service planned to begin Spring 2018  
• Measure A - \$25 million to support rail service

**Active Transportation**  
• Complete gaps on California Coastal Trail  
• Measure A funded by ATP Cycle 3

**PHASE 1** MILPAS TO HOT SPRINGS  
• Prop 18 and Measure Ready (Completed 2017)

**PHASE 2** MUSEL SHOALS TO CARPINTERIA  
• Prop 18 CMA funds & ITDP (Completed 2018)

**PHASE 3** LINDEN AND CASITAS PASS  
• Funded with SBCAG RTSP (Under Construction)

**PHASE 4** CARPINTERIA TO SANTA BARBARA  
• Segment 4A "Silver Road" in FY 18/19  
• Delivered as Segments 4B through 4E  
• Segments 4B and 4C ready in 2021  
• SHQIP improvements integrated: 4A - 4C

Construction phases for the 101 HOV Widening Project. (Santa Barbara County Association of Governments photo)

By Joshua Molina, Noozhawk Staff Writer | @JECMolina | March 30, 2018 | 8:00 p.m.

The widening of Highway 101 should move more quickly after a key state panel awarded \$226 million toward the project.

The money will come from **Senate Bill 1 state gas tax funding** and will go toward the HOV widening project that eventually will bring a high-occupancy vehicle lane between Santa Barbara and Ventura County.

The 16-mile **101 HOV Widening Project** from Santa Barbara to Mussel Shoals in Ventura County is more than half complete, said **Gregg Hart**, deputy executive director of the **Santa Barbara County Association of Governments**.

Noozhawk, March 30, 2018, online



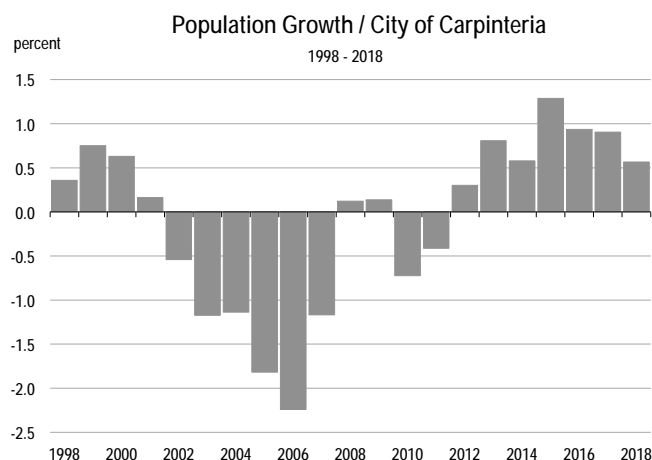
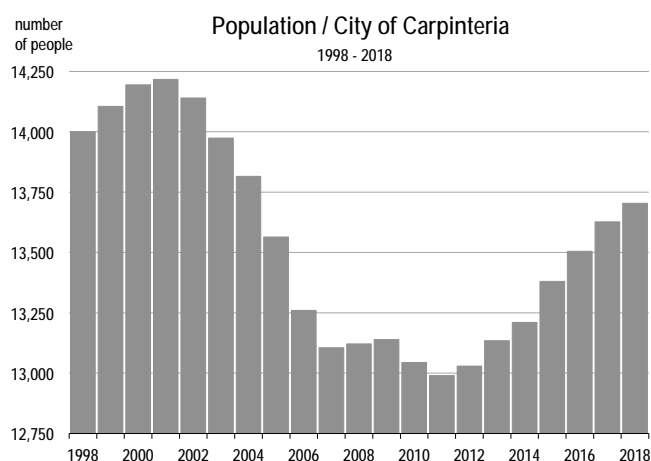
Upcoming phases of the Highway 101 construction project

Demographic trends can exhibit large influences on a regional economy. Population growth is an important driver of economic activity, as it typically results in a larger income pool and greater consumer spending, and brings new customers to local businesses. It also creates demand for housing, which can spur the construction industry and lead to gains in property tax revenue.

Household incomes are indicative of living standards, and higher incomes can benefit a local community. In addition, incomes are strongly related to educational attainment, and regions with a highly trained workforce are often very prosperous.

## Population Growth

The Carpinteria population is growing steadily, with the City of Carpinteria gaining more than 75



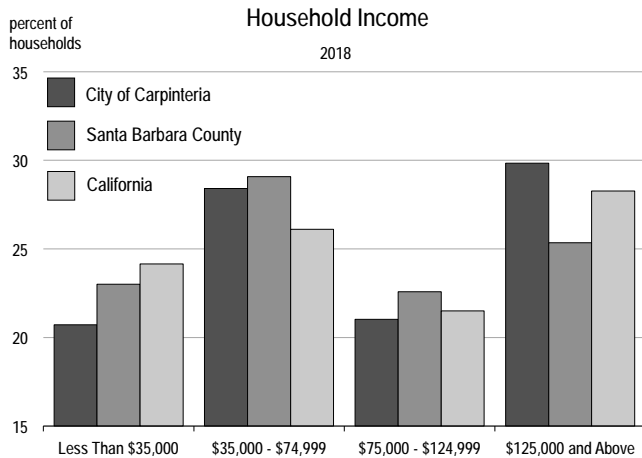
new residents in 2018. People are moving into the region for its healthy job market, and for real estate options that are slightly more affordable than other South Coast areas.

- In 2018, the City of Carpinteria had a total population of 13,704.
- Over the last three years, the City has gained 324 residents, representing an average annual growth rate of 0.8 percent.
- The entire Carpinteria Valley (defined as ZIP codes 93013 and 93067) had a population of 20,618 in 2018.

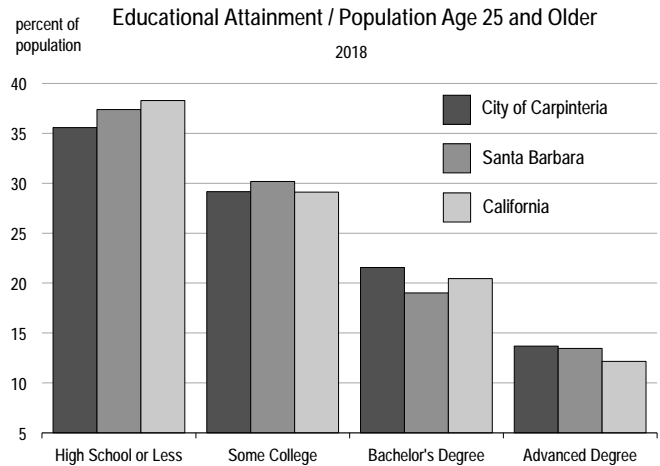
## Household Income

- In 2018, the median household income in the City of Carpinteria was \$76,651.





- Almost 30 percent of households earned \$125,000 or more, and only 21 percent earned less than \$35,000.
- Across Santa Barbara County and the broader state, household incomes are lower, indicating that Carpinteria is a relatively affluent region of California.



## Education

Residents of the City of Carpinteria are more highly educated than residents of Santa Barbara County and California in general. This is partly due to the makeup of the Carpinteria labor market, which is dominated by high-skilled industries.

Demographic Snapshot						Carpinteria 2018
	Population	Percent Change in Population Since 2010	Percent of Population in Labor Force	Percent of Population Hispanic	Median Household Income	Percent with 4-Year Degree or Higher
						--dollars--
City of Carpinteria	13,704	5.1	67.4	50.3	76,651	35.3
Santa Barbara County	453,288	7.0	63.9	46.1	71,545	32.5
California	39,825,181	6.7	62.8	39.5	74,558	32.6

## Working Age Population

	School Age (5 - 17)	Percentage of Population	Working Age (25 - 64)	Percentage of Population	Retirement Age (65 and Older)	Percentage of Population
City of Carpinteria	2,124	15.5	7,071	51.6	2,439	17.8
Santa Barbara County	74,339	16.4	214,859	47.4	69,353	15.3
California	6,650,805	16.7	21,147,171	53.1	5,774,651	14.5



Carpinteria Bluffs

- In the City of Carpinteria, 22 percent of the population aged 25 and older has obtained a bachelor's degree, and 14 percent has an advanced degree.
- Across Santa Barbara County, 19 percent of residents have a bachelor's degree and 14 percent have an advanced degree.
- Statewide, 21 percent of the population has a bachelor's degree and 12 percent has an advanced degree.
- Approximately 29 percent of Carpinteria residents have earned an associate's degree, or have attended some college classes without graduating, while 36 percent have a high school diploma or less.

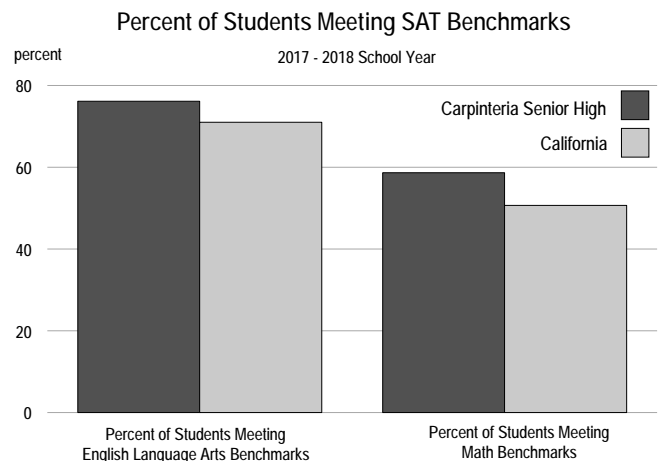
The SAT is a standardized test taken by juniors and seniors in high school, and is generally a requirement for four-year colleges and universities.

At Carpinteria Senior High School, 63 students took the SAT in the 2017-2018 school year,

and compared to the rest of California, these students performed very well.

In the 2017-2018 school year, 76 percent of test-takers from Carpinteria High met standard benchmarks on the English Language Arts portion of the test. On the Math section, 59 percent of students met these benchmarks.

Across California, only 71 percent of students met benchmarks on the English portion, and only 51 percent met benchmarks on the Math portion.



## Acknowledgements

This publication was prepared for the City of Carpinteria between March and April of 2019. The Profile is intended to provide annually updated economic, demographic, and quality of life information about the Carpinteria Valley.

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