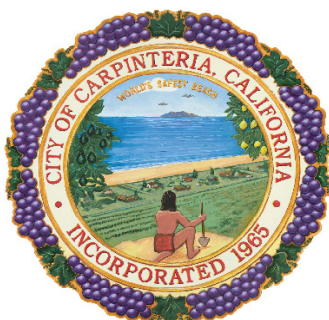


# 2023 Carpinteria Valley Economic Profile



# The 2023 Carpinteria Valley Economic Profile

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Volume 6

September 2023

Prepared for:



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## **Table of Contents**

<b>Executive Summary</b>	<b>1</b>
<b>Demographics</b>	<b>8</b>
<b>Employment and Income</b>	<b>14</b>
<b>Residential Real Estate</b>	<b>19</b>
<b>Commercial Real Estate</b>	<b>22</b>
<b>Retail Trade and Tourism</b>	<b>25</b>
<b>New Development</b>	<b>29</b>
<b>Quality of Life</b>	<b>38</b>
<b>Data Sources</b>	<b>43</b>
<b>Acknowledgements</b>	<b>44</b>



# EXECUTIVE SUMMARY

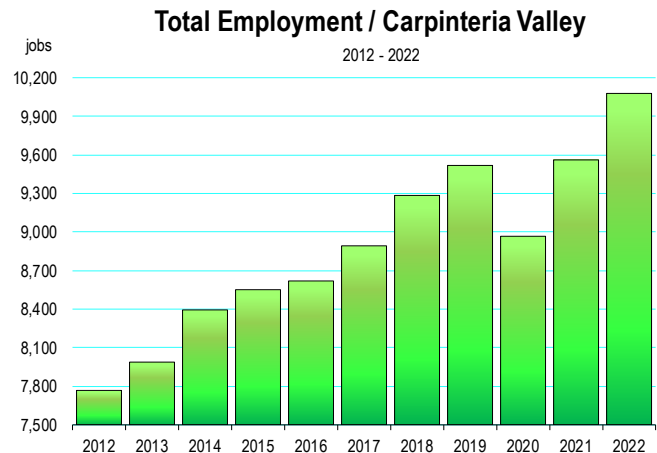


## Overview

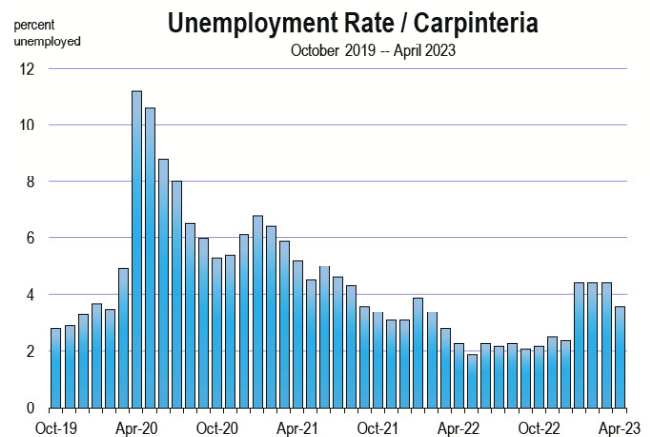
The Carpinteria Valley is a community of just over 16,000 residents. The community has always been a diverse economy consisting of emerging tech companies, advanced manufacturers, and healthcare products and services firms. The agriculture sector employs more people than any other industry, followed by manufacturing. Software and IT development have historically been a principal labor market sector in Carpinteria along with the hospitality sector supporting tourism.

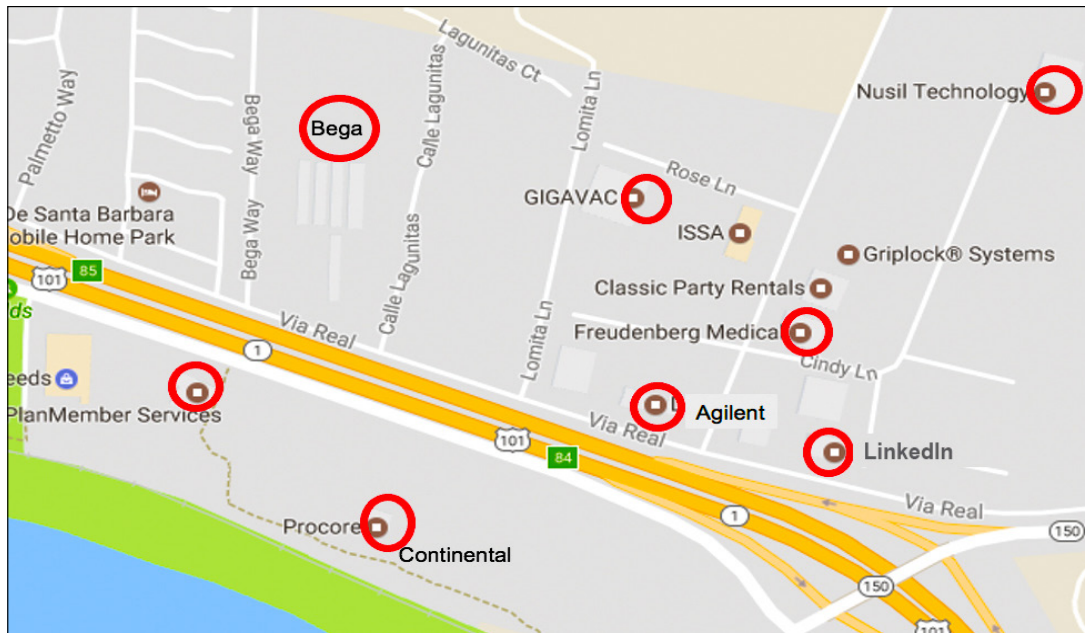
The labor market is fully utilized today. In April 2023, 3.6% of Carpinterians actively seeking employment were unemployed. Since 2020, construction has been the fastest growing employment sector, followed by entertainment & recreation services, and private education. All of the jobs lost in the pandemic recession of 2020 were fully restored in 2021, led by accommodation and food services. Between 2021 and 2022, an estimated 517 total new jobs were created.

The largest employer in the Valley is software developer, Procore, followed by Agilent Technologies, providers of diagnostic instruments and software, and the Carpinteria Unified School District which serves all public school students in grades K-12. LinkedIn and Nusil Technologies round out the top 5 largest employers in the region.



The city attracts a large volume of visitors to its beaches including the State and City beach, the Carpinteria Bluffs for hiking, the Salt Marsh Preserve for bird watching, and the annual Avocado Festival.





*Largest Employers in the Carpinteria Valley.*



*LinkedIn. The campus on Via Real includes 87,000 square feet on 15 acres. The company is now a subsidiary of Microsoft and the principal focus of the Carpinteria operation is the production of tutorial videos for online learning.*



*The 230 acre park is dominated by an estuary set aside as a sanctuary for shorebirds. The preserve includes a 1.2 mile hiking trail with several observation areas for bird watching.*

## Tourism

The presence of visitors and their spending represents a significant contribution to the Carpinteria Valley economy. Tourism generates substantial revenues for the city's general fund, supports a significant number of jobs, and accounts for more than half of all retail sales transactions in the city of Carpinteria, including at local shops, restaurants, recreational sites, and gasoline stations.

The State Beach attracted an estimated 895,000 visitors in the latest reporting year, and these visitors spent approximately \$50 million in Carpinteria.

There are seven formal transient lodging facilities with 594 rooms in the region, and more than 200 short term vacation rental properties. Hotel/motel occupancy is high to full during the summer months. In fact, peak level occupancy has precipitated the need for additional transient properties, which are now in development.

Annual room sales will record new highs in the city during fiscal year 2022-2023.





Source: Edhat Santa Barbara

The short term visitor rental industry has grown in popularity over the years and contributed a record \$844,000 in transient occupancy tax revenues to the City of Carpinteria during calendar 2022.

The annual California Avocado festival was first held in 1987 and has been an ongoing annual celebration of the avocado ever since. It is the largest community gathering in the city estimated to attract 100,000 visitors over the 3 day event.

## Commercial Real Estate

Despite rising employment in the office sector, remote work-from-home and hybrid work schedules have reduced the need for office space. There are fewer workers utilizing the office on a daily basis. Consequently, employers need less office space and have downsized as they renew leases, or have vacated some space and are marketing it for sublease.



Linden Avenue, downtown Carpinteria



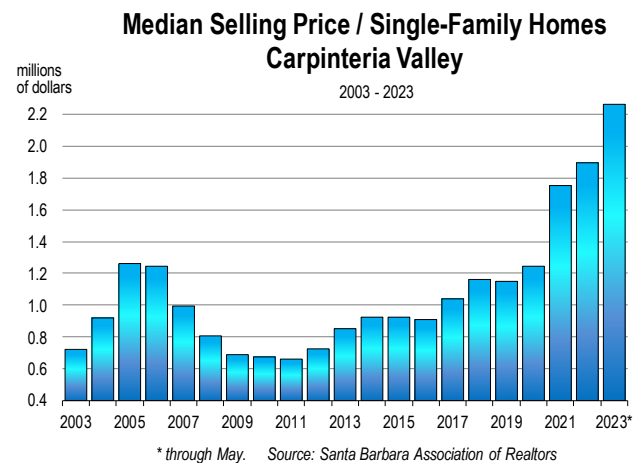
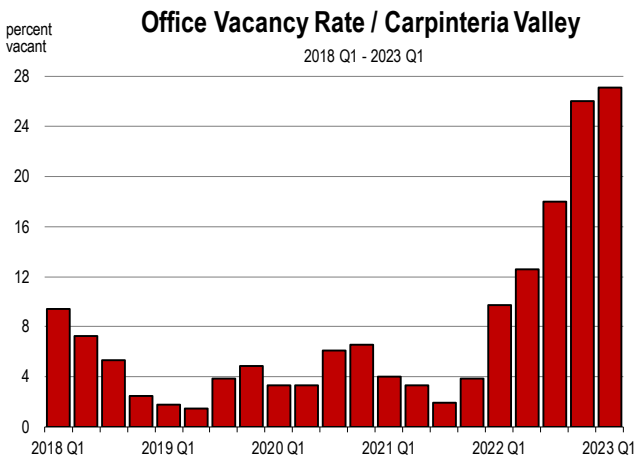
A large amount of space---approximately 27 percent of the total office market---is currently available for lease. Much of this space has been vacated by ProCore the largest employer in Carpinteria.

Manufacturing and technology are the most important sectors of the Carpinteria Valley economy. Historically, the high rates of both office and industrial market utilization are a testament to the strength of the Carpinteria Valley as a desirable business location along the Central Coast. While all office utilization is now in flux, the industrial sector remains a strong competitor to neighboring cities Santa Barbara, Goleta, and Ventura. Currently, industrial vacancy is negligible.

## Residential Real Estate

The existing housing market is characterized by extraordinarily low inventory, high mortgage rates, and record high selling values, all of which conspire to limit home sales in the current environment.

The median selling value of a single family home in Carpinteria during 2023 was \$2.3 million, an increase of 19 percent over the median selling value of all homes sold during the 2022 calendar year. There has been no correction observed in home prices despite high mortgage rates and the attendant slowdown in housing demand.

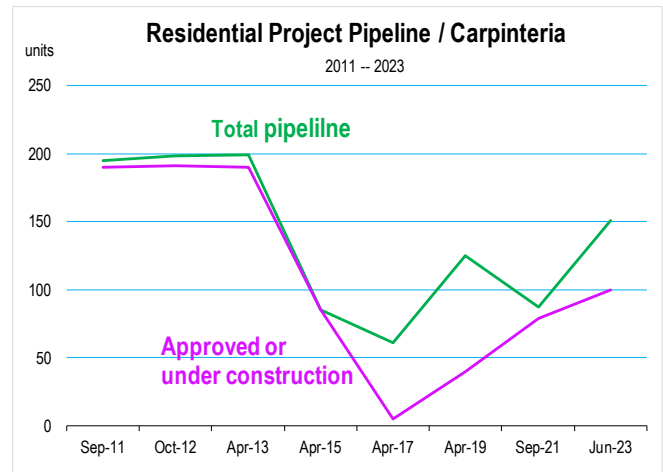


## New Housing Development

Fourteen homes are currently under construction along with 9 approved homes waiting to start construction this year. Just over 80,000 square feet of commercial space is under construction, including the 700 Linden project that will substantially upgrade a full city block of commercial space in the center of town.

Currently, the new residential pipeline is the largest since 2013 with 151 housing units in some stage of the planning process; 100 of these units have been approved.

With the formal application of the Carpinteria Farm project in February 2023, there is a record 417,000 square feet of commercial and industrial space in the total non-residential pipeline, with 226,000 square feet of space now approved or underway.



The Farm project features 99 transient rooms, an organic farm, restaurant, spa and commercial space, all totaling 122,200 square feet of development.



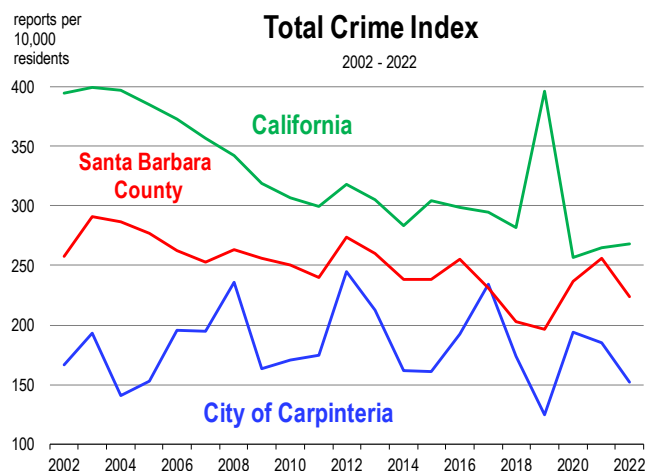
*Artist rendering of 700 Linden at 8th Street.*

## Quality of Life

Regional economic conditions are both supported and sustained by quality of life factors present in the community. These include educational attainment of the population, their relative income, public safety and general mobility of the population to access their workplace, and acquire goods and services efficiently.

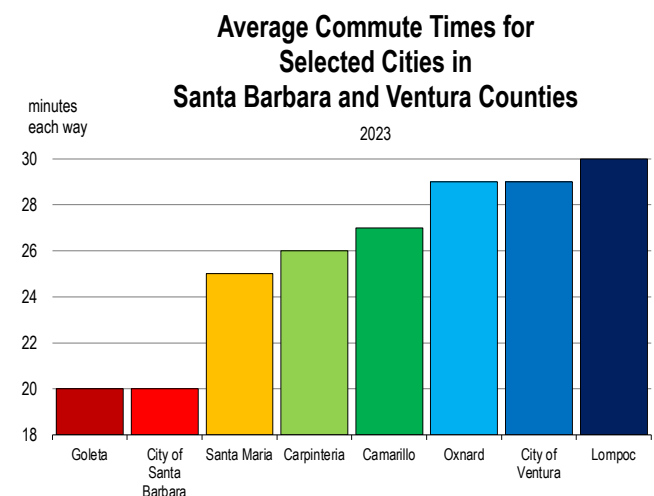
Residents of the Carpinteria Valley enjoy a relatively high standard of living, and 39 percent of the population has a 4 year college degree or higher. For the greater Santa Barbara County area, 35 percent of the population has earned a bachelor's degree or higher.

Crime rates in Carpinteria remain extraordinarily low despite the uptick observed in many cities and towns during 2020 and 2021. The incidence of both property and violent crimes in Carpinteria is still among the lowest levels observed in Central Coast communities, and is significantly lower than those prevailing across California.



Commute times for Carpinteria residents averaged 26 minutes in 2022. This average was higher than commuting residents in neighboring Santa Barbara but lower than commuting residents of Ventura and Oxnard. Highway 101 construction largely played an influencing factor in the commuting time averages.

Though the lengthy Highway 101 widening project continues between Santa Barbara and Summerland, the phase of construction through Carpinteria is now complete. Consequently, peak hour congestion is expected to markedly improve in Carpinteria this year and especially by mid 2024 when the Rincon to Ventura phase is scheduled for completion.





# DEMOGRAPHICS



Demographic trends can be highly influential for regional economies.

Population growth is an important driver of economic activity, as it typically results in a larger income pool and greater consumer spending, which 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.

Income is strongly related to educational attainment, and regions with a highly trained workforce often have a larger share of individuals in the upper income categories.

## Population Growth

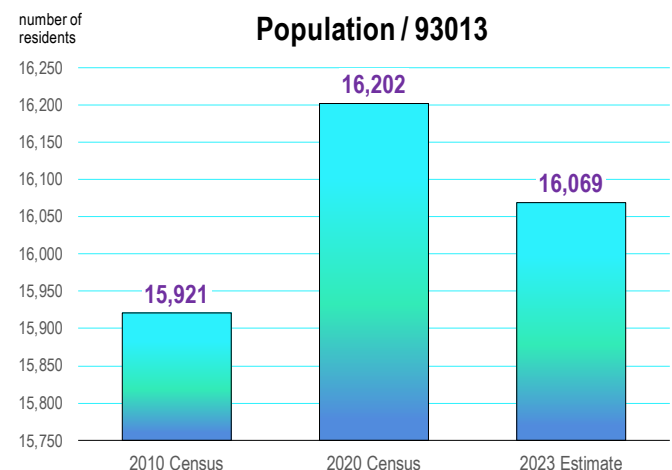
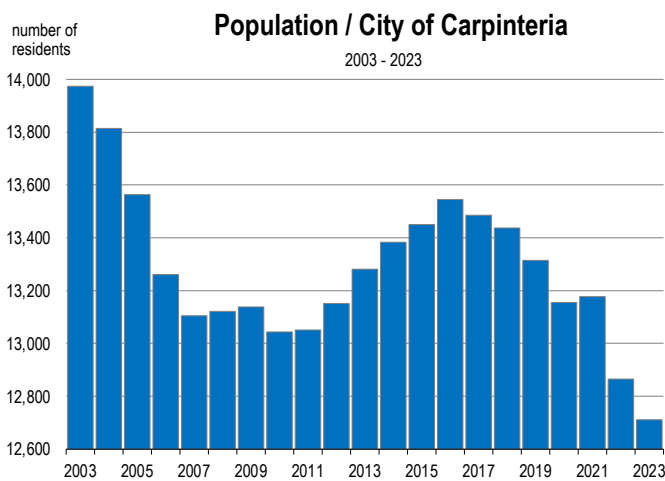
The Carpinteria population is now declining, with the City of Carpinteria losing approximately 150 residents in 2023.

According to the Department of Finance, the city of Carpinteria has 12,711 residents as of 2023. This sends it back to population levels that were last observed in 1987.

The population has been shrinking since 2016. Between 2016 and 2023, the overall population fell by approximately 830 residents as high home prices resulted in a meaningful wave of out-migration.

Housing prices have become a serious issue that have limited population growth and have made it difficult for low-income households to live in Carpinteria.

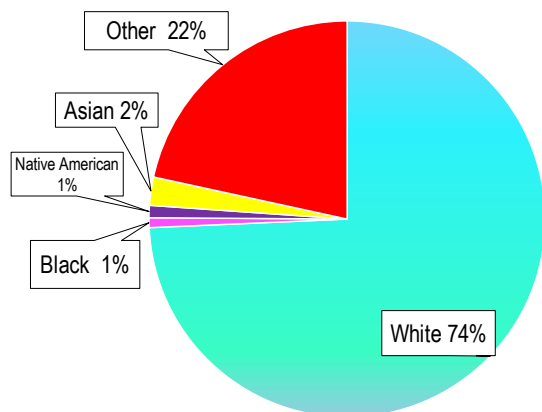
The population of the Carpinteria Valley, which includes the City of Carpinteria and the entirety of zip code 93013, is 16,069 residents in 2023. The Valley-wide population has been remarkably constant over the last 13 years.



# DEMOGRAPHICS



**Ethnicity of Population / Carpinteria Valley • 2023**



## Ethnicity and Age

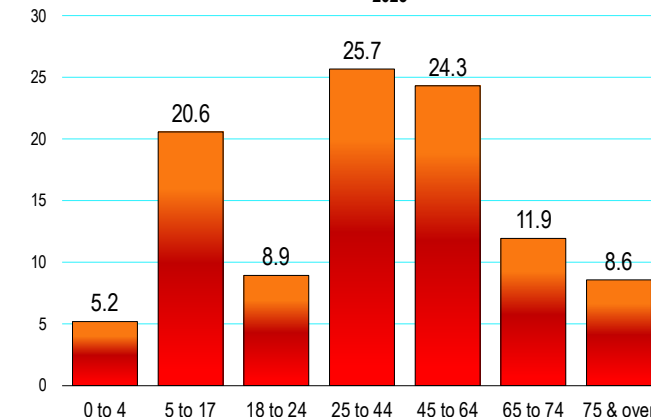
White alone constitutes the largest ethnicity of Carpinteria Valley residents, followed by a mix of 2 or more races. Asian, Black/African American, and Native American round out the balance of the population's ethnicity. The composition of ethnicity in the Valley has been relatively constant since the 2010 census.

Just over 20 percent of the resident population is under 18 years old, largely constituting the pre-school and K-12 school age population. In 2023, The 5 to 17 year old population population was estimated at 2,470 children.

Principal School	Fall 2022 Enrollment
Canalino Elementary	506
Aliso Elementary	347
Carpinteria Family	70
Summerland Elementary	49
Carpinteria Middle	438
Howard School	78
Carpinteria High	678
Cate High School	279

Source: California Economic Forecast

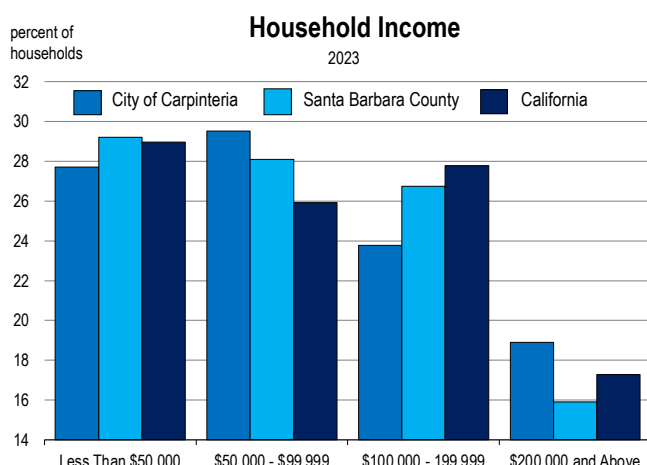
**Population by Age Category / Carpinteria Valley 2023**



College age population constitutes 9.2 percent of the total. Entry and mid-level managerial worker age populations (25 to 44 years old) account for the largest population share at 27 percent. The population that would overlap with the senior level workforce comprises 24 percent of Carpinteria Valley residents. The retirement age population (65 years and over) accounts for nearly 19 percent of the local population.

## Household Income

- The Carpinteria Valley has evolved as a relatively affluent area where residents report higher incomes than the average California or average Santa Barbara County resident.
- As of 2023, the median household income in the city of Carpinteria is \$83,882, which is lower than Santa Barbara County (\$84,816) and California (\$89,113).



- More than 40 percent of households earned \$100,000 or more. An unusually high share (almost 19 percent) earned more than \$200,000.
- Carpinteria also has a flatter distribution of income than California or Santa Barbara County. Carpinteria has a larger share of households with incomes between \$50,000 and \$199,999 and a lower share of households with incomes below \$50,000.

- Housing costs in Southern Santa Barbara County, including Carpinteria, have come to influence the distribution of income in the resident population. Because housing affordability remains a growing issue, higher income households are better able to obtain housing in the region. Over time, higher income households have moved into Carpinteria and some low income households have migrated elsewhere.

## Education

- According to Claritas, a demographic data company, 23 percent of residents aged 25 and older have a bachelor's degree in the City of Carpinteria, and 14 percent have an advanced degree.
- Across Santa Barbara County, 21 percent of residents have a bachelor's degree and 14 percent have an advanced degree.

## Demographic Snapshot

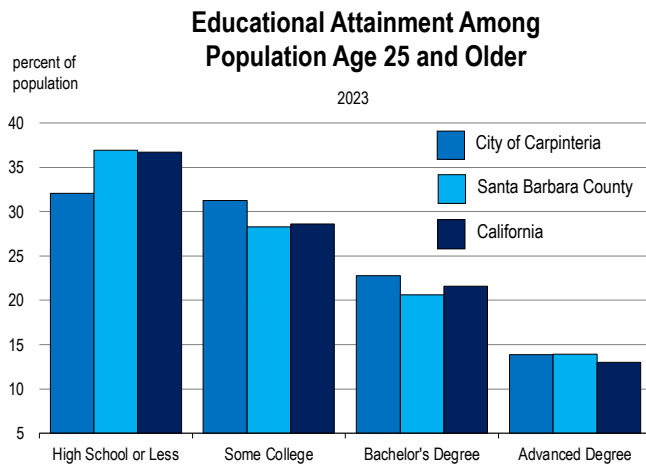
## Carpinteria 2023

	Population	Population Change Since 2010 (%)	Population in Labor Force (%)	Population in Poverty (%)	Median Household Income (\$)	Population with 4-Year Degree or Higher (%)
City of Carpinteria	12,711	-2.3	65.3	3.0	83,882	36.7
Santa Barbara County	448,731	5.9	63.2	6.6	84,816	34.8
California	39,455,491	5.9	63.5	8.6	89,113	34.7

	Population Age 5-17 (%)	Population Age 25-64 (%)	Population Age 65+ (%)
City of Carpinteria	2,108 15.9	6,637 51.1	2,588 19.5
Santa Barbara County	72,939 16.3	209,385 46.7	74,753 16.7
California	6,382,689 16.2	20,793,813 52.7	6,368,969 16.1

Source: California Department of Finance, Claritas, California Economic Forecast

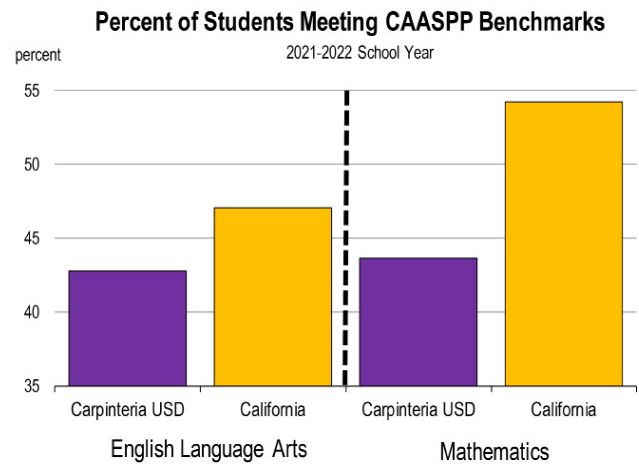




- Statewide, 22 percent of the population has a bachelor's degree and 13 percent has an advanced degree.
- Approximately 31 percent of Carpinteria residents have earned an associate's degree, or have attended some college classes without graduating, while 23 percent have a high school diploma or less.

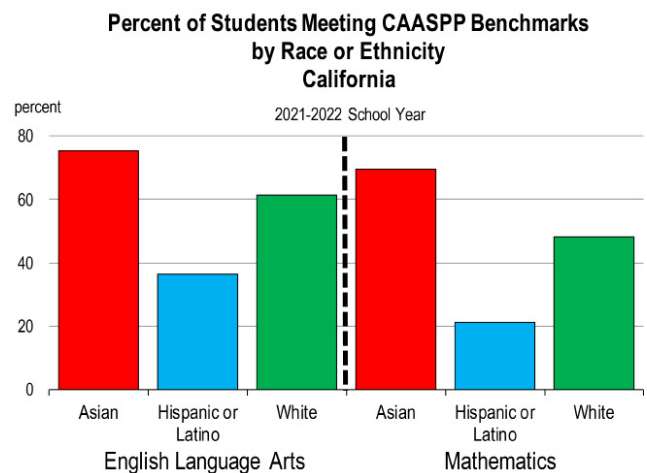
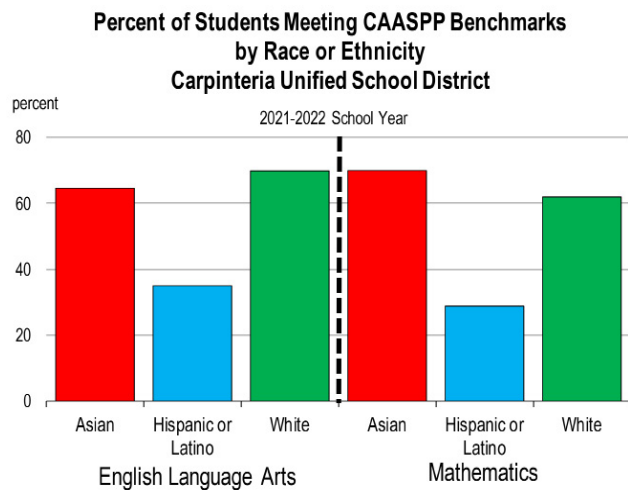
California schools now administer the CAASPP exam – a replacement system for the old California Standard Test (CST).

The State of California has established benchmarks for student scores, and schools can be evaluated by the rate at which their students pass these benchmarks.



Because information for the 2022-2023 school year is currently still unavailable, the most recently available data is for the 2021-2022 school year.

- On the English Language Arts portion of the CAASPP, approximately 43 percent of students met testing benchmarks in the Carpinteria USD, according to the California Department of Education.
- Across California, 47 percent of students met benchmarks on the English Language Arts test.



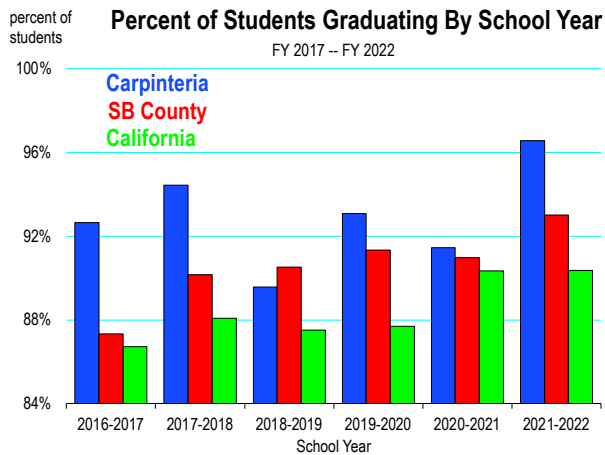
<sup>1</sup> The California Department of Education only provides data for the White, Asian, and Hispanic/Latino groups for the Carpinteria Unified School District for the CAASPP.

- Approximately 44 percent of students met Math benchmarks in the Carpinteria USD, while 54 percent met benchmarks statewide.
- Testing results varied by race and ethnicity. In the Carpinteria USD, 65 percent of Asian and 70 percent of White students met benchmarks in English Language Arts, while 35 percent of Hispanic or Latino students met the benchmarks.<sup>1</sup>
- In Math, approximately 70 percent of Asian and 62 percent of White students met benchmarks at Carpinteria USD, compared to 29 percent of Hispanic or Latino students.

- Statewide, Asian students met benchmarks at higher rates than White or Hispanic/Latino students on both tests.

The California Department of Education records the four-year adjusted cohort graduation rate each year. This includes the number of students in each cohort, the number of students who received a regular high school diploma, and the number of students who graduated meeting UC/CSU requirements.

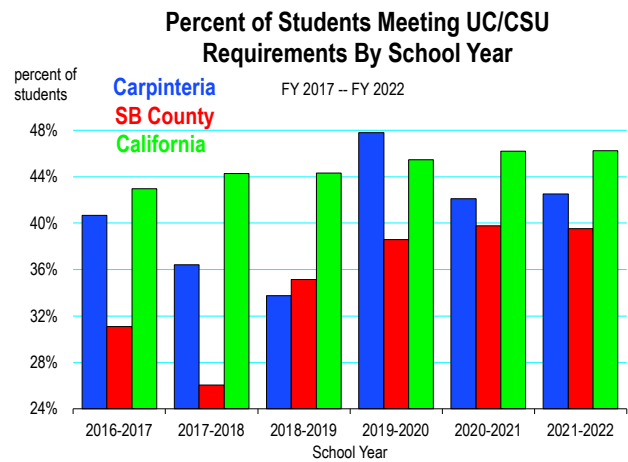
During the 2021-2022 school year, the Carpinteria Unified School district had a graduation rate of approximately 97%, which is the highest rate on record.



Santa Barbara County and the entire state of California also had their highest graduation rates in the 2021-2022 school year, both being above 90%.

These all-time high rates are most likely due to the California Legislature enacting Assembly Bill 104, which altered specific policies to help students earn their diplomas following the COVID-19 pandemic.

The pandemic took a toll on many students education during the 2020-2021 school year, and grades took a significant dip. AB 104 was signed off on by California Governor Gavin Newsom in July of 2021, and provides students with three options towards learning recovery: pass/no pass grading, student retention, and altered graduation requirements.



Evidently, the bill was successful at increasing graduation rates, even if it came at the cost of lowered academic standards.

As for the percentage of graduating students meeting UC/CSU requirements, the bill didn't seem to have much of an impact. In the 2021-2022 school year, 46% of California students met the requirements, 40% of Santa Barbara county students met the requirements, and 43% of Carpinteria students met the requirements.

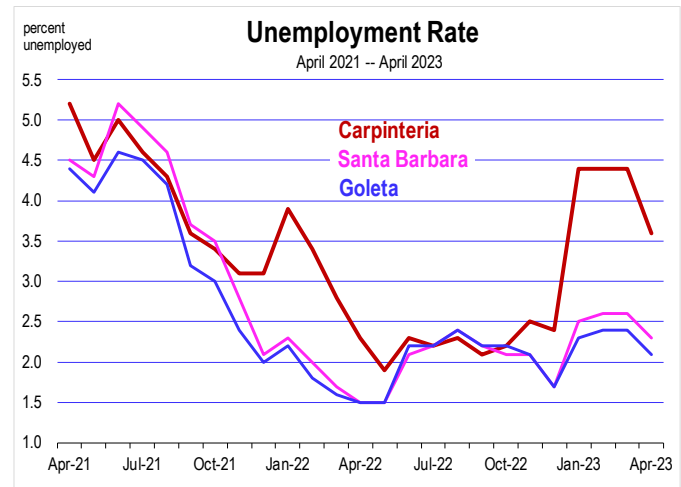


## Employment and Unemployment

The labor market is currently the strongest pillar of the Carpinteria economy, indicative of California labor markets in general which are showing few signs of weakening through the first half of 2023. Total overall jobs have been restored from the pandemic recession, and total employment is now at record levels in both the County of Santa Barbara and the Carpinteria Valley.

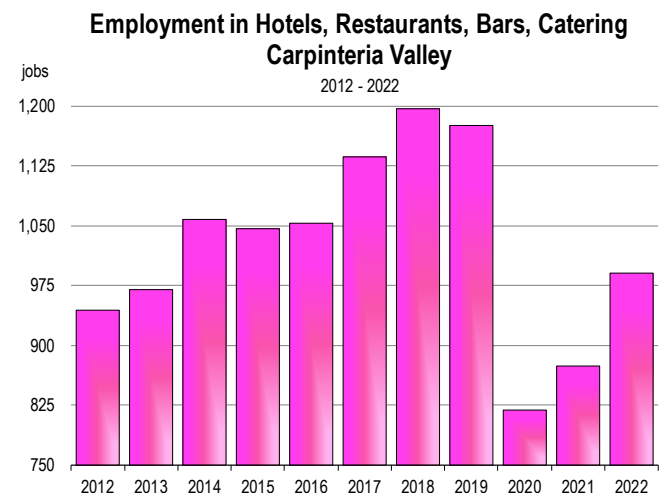
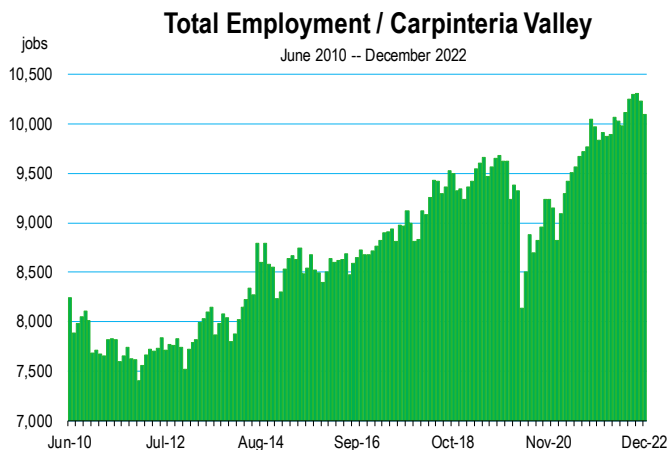
Carpinteria is a jobs center, with more jobs available than a resident labor force to fill it. Because the population of Carpinteria is shrinking, this has limited the growth of the resident labor force amid the growing demand by local employers for workers. The region draws from the Santa Barbara and Ventura labor markets to accommodate the demand for workers, especially by the largest employers.

The unemployment rate fell to as low as 2 percent in the spring of 2022, and remained very low reflecting a very tight labor market until early 2023. It has since increased, averaging 4.0



percent for the year. Unemployment rates in neighboring Santa Barbara and Goleta are also rising as the general economy slows down in 2023.

Labor markets are still fully utilized, however, and job openings are still at above average levels. Health care and education are the principal sectors with job openings, followed by manufacturing.

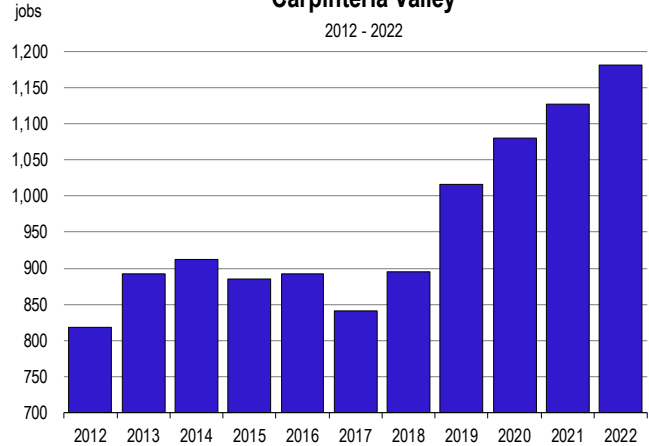


Job Postings	Carpinteria Valley
	Total ads
August 2023	246
September 2021	195
February 2020	140

Since 2020, construction has been the fastest growing employment sector, followed by entertainment & recreation services, and private education. All of the pandemic-related job loss in 2020 was restored in 2021, including accommodation and food services. Between 2021 and 2022, an estimated 517 total new jobs were created.

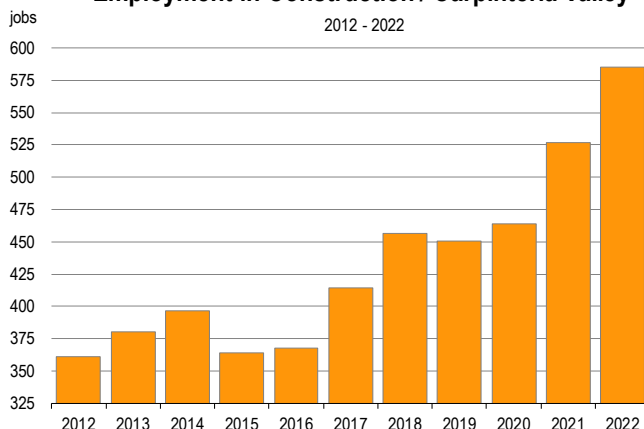
Construction employment has increased because of new development projects in the Valley, including the freeway widening and overpass project, 700 Linden, and other rehabilitation projects around the City. In view of the number of future projects in the planning process, construction employment is likely to remain at current levels for the next two years.

**Employment in Professional & Business Services  
Carpinteria Valley**

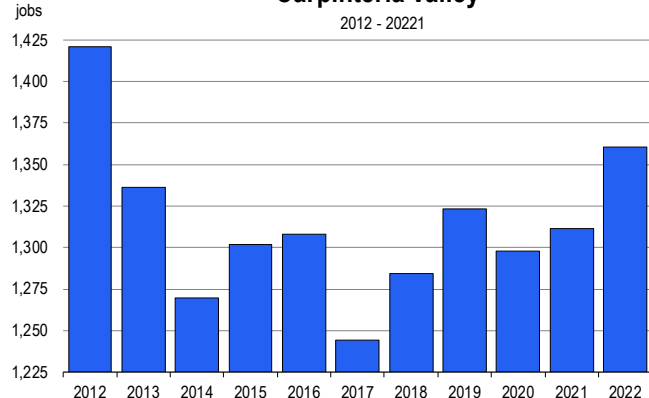


Cannabis production was surging in Carpinteria Valley in 2019 and 2020, along with agricultural employment. The industry is only producing indoor, occupying the greenhouses that used to grow orchids and other flowers before 2018. Employment remains at its highest levels although cannabis production has softened due to both steep price declines in the cultivation and retail markets, as well as an over-abundance of supply statewide.

**Employment in Construction / Carpinteria Valley**

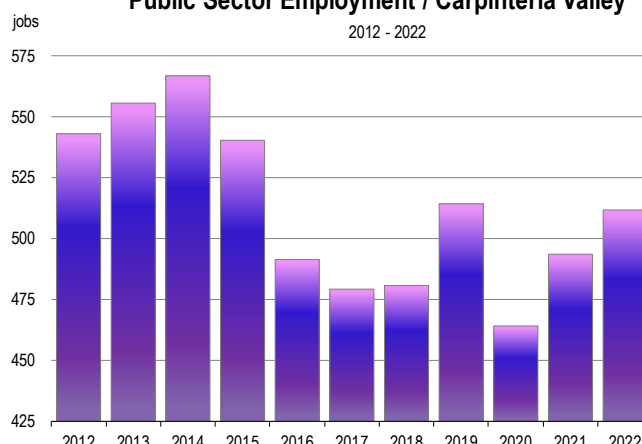


**Employment in Manufacturing  
Carpinteria Valley**



**Employment in Retail Trade / Carpinteria Valley**

The rebound in hotel and food services employment has been evidence of a strengthening visitor industry, and employment in retail stores has surged since the economy fully reopened in the spring of 2021. Many retail jobs in the Carpinteria Valley support resident-serving grocery stores like Albertsons and Smart & Final, but visitor-serving restaurants and bars account for 21 percent of all retail outlets and 29 percent of total retail sales.

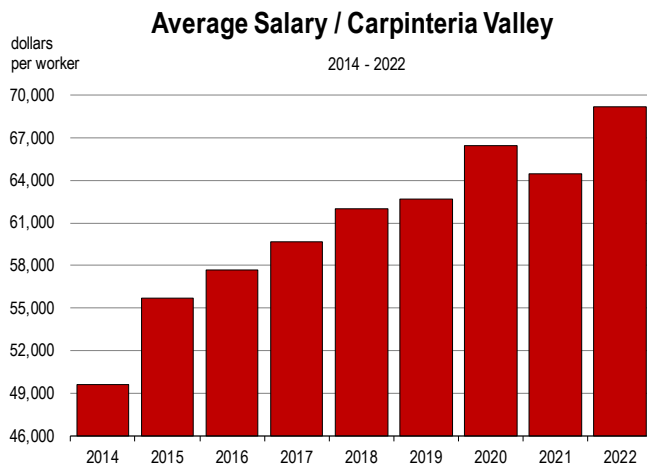
**Public Sector Employment / Carpinteria Valley****Average Salaries**

Average salaries rose 7.4 percent in 2022 and are now at just under \$70,000 per worker.

With an average salary of \$166,000, the management sector paid the highest wages in 2022.

**Employment by Sector****Carpinteria Valley**

Sector	2018	2020	2022	2020 to 2022 percent change
----- total jobs -----				
Agriculture	1,295	1,575	1,845	17.1
Construction	457	464	585	26.2
Manufacturing	1,285	1,298	1,361	4.9
Wholesale Trade	710	508	521	2.6
Retail Trade	561	572	681	19.1
Information	1,211	1,041	1,071	2.9
Finance & Insurance	190	173	183	5.8
Real Estate & Rental & Leasing	140	123	126	2.7
Professional, Scientific, & Technical	323	404	415	2.6
Management Of Companies & Enterprises	98	77	54	-29.7
Admin Suppor, Waste Mgmt & Remediation	474	599	712	18.9
Educational Services (NGOs)	215	216	267	23.3
Health Care & Social Assistance	292	308	368	19.6
Arts, Entertainment, & Recreation	139	119	149	24.6
Accommodation & Food Services	1,197	819	991	21.0
Other Services	137	133	162	22.1
Utilities, Mining, Transporation, Warehousing	81	74	76	2.1
Public Sector (City, State, Schools)	481	464	512	10.3
<b>Total, all Industries</b>	<b>9,285</b>	<b>8,967</b>	<b>10,078</b>	<b>12.4</b>



The manufacturing, finance, information, utilities, and professional services sectors generate relatively high salaries, and dominate the largest employers in Carpinteria. Because of the large hospitality and visitor services sector, the average per worker salary is lower overall for the entire workforce in the Valley labor market.

The lowest paying sectors are hotels, restaurants, bars, and caterers. These businesses have large numbers of young workers, part time workers, and workers without college degrees, and compensation tends to be lower.

## 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 May of 2023.

Average Annual Salary	Carpinteria Valley
Sector	2022 Average Salary*
Management Of Companies	165,898
Information	135,445
Finance & Insurance	92,985
Professional, Scientific, & Technical	92,359
Manufacturing	91,206
Wholesale Trade	81,574
Construction	67,743
Local Public Sector	67,118
Educational Services	62,848
Real Estate & Rental & Leasing	55,217
Other Services	53,897
Administration and Support Services	52,572
Agriculture	48,798
Transportation & Warehousing	47,020
Health Care & Social Assistance	40,802
Retail Trade	40,196
Arts, Entertainment, & Recreation	38,751
Hotel & Food Services	32,194
<b>Total, All Industries</b>	<b>69,165</b>

\*dollars per worker

Source: California Economic Development Department and the California Economic Forecast



Many of these organizations have locations in other counties, states, and nations, but the information presented in this section is limited to jobs located in the Carpinteria Valley.

For the 12 organizations surveyed, employment totaled 2,894 workers in May 2023.

Employment overall is not lower in 2023 than in 2021 when the last survey was conducted. But the largest employers now employ fewer workers than 2 years ago, due in large part to remote work and/or transfers to alternative operations or other areas.

In the Carpinteria Valley, the largest employer is still Procore, a firm that designs software programs for the construction industry. Procore

expanded rapidly through 2019, growing to over 700 employees over five years. Procore's headcount in Carpinteria has declined as many workers have transferred to Procore operations in other states, notably Texas.

Agilent and Gigavac added the largest numbers of jobs over the last two years. Agilent, a medical diagnostics firm, increased its headcount by 25 while Gigavac, which makes parts for electronic vehicles, added 68 new workers.

In the public sector, the largest employer is the Carpinteria Unified School District. With 310 employees, it is also larger than any private organization except for Procore and Agilent.

Largest Employers		Carpinteria Valley		September 2023	
Rank	Organization	Industry	2021 Employee Headcount	2023 Employee Headcount	Change from 2021 to 2023
1	Procore	Software Services	611	480	-131
2	Agilent	Medical Diagnostcs	425	425	0
3	LinkedIn	Private Education Services	336	274	-62
4	Carpinteria USD	Public School District	310	336	26
5	Gigavac	Industrial Manufacturing	300	300	0
6	Nusil Technology	Silicone Manufacturing	275	275	0
7	Plan Member Services	Financial Services	180	183	3
8	Bega US	Industrial Manufacturing	160	174	14
9	Continental Auto systems	Automotive Lidar Design	125	70	-55
10	Albertsons	Grocery Store	122	124	2
11	AGIA, Inc.	Insurance Services	119	119	0
12	Freudenberg Medical	Medical Product Design	90	134	44
<b>Total</b>			<b>3,053</b>	<b>2,894</b>	<b>-159</b>

Source: California Economic Forecast

# RESIDENTIAL REAL ESTATE

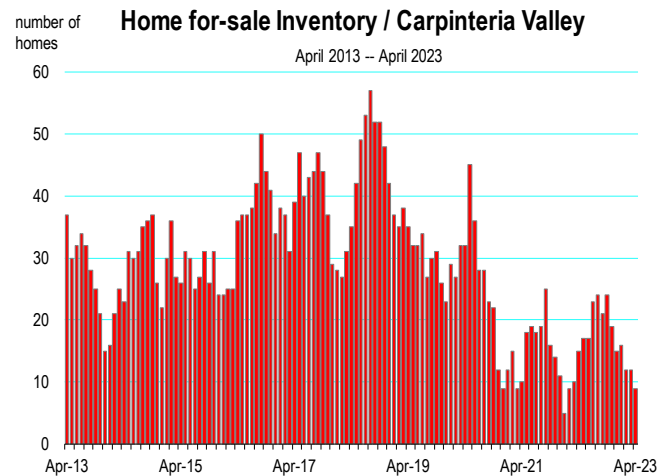


The 2023 housing market is haunted by the highest mortgage rates in 15 years, record high home prices, and a slowing economy. These factors have sharply reduced the number of housing transactions throughout the nation, the state and in Santa Barbara County.

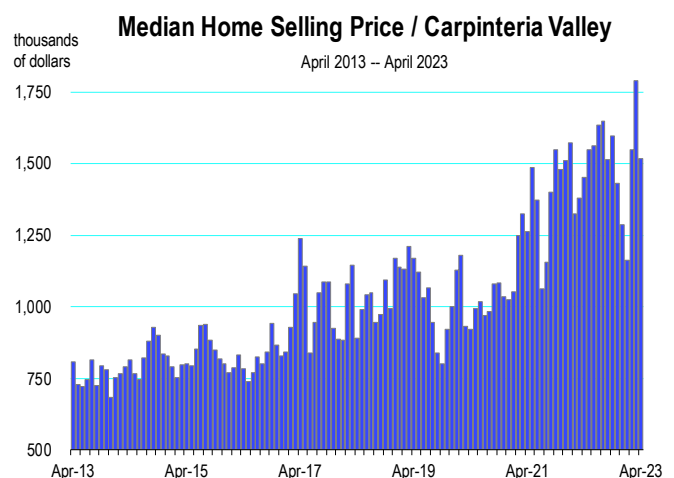
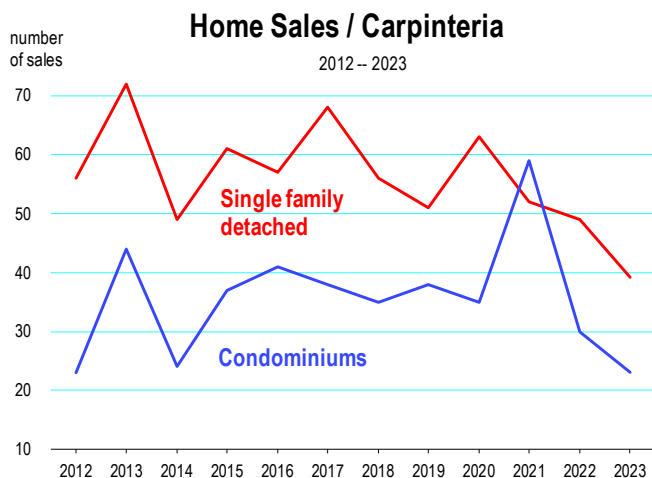
Existing home sales in the Carpinteria Valley declined 25 percent in 2022 and have dropped another 28 percent in 2023.

In 2021, homebuying was prolific to the point of buyer panic. Half of all properties were selling above the asking price and bidding wars were common.

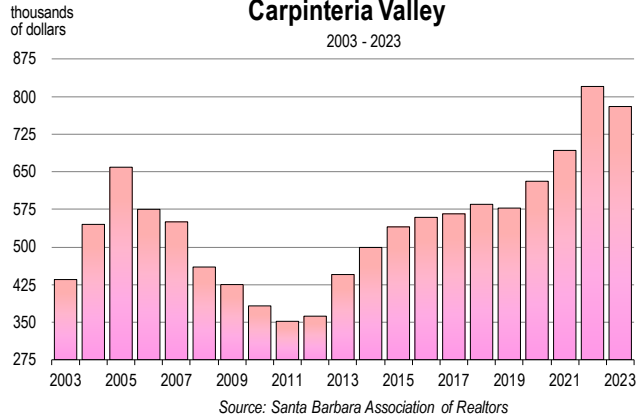
Conditions in 2023 have changed, and are largely impacted by the lack of inventory. As selling prices have leveled off and financing rates remain high, sellers are not anxious to sell their homes into a market where prices are no longer rising and in some instances are correcting.



Consequently, the lack of inventory is limiting the supply of available homes which is preventing market values for homes from moderating further. In fact, selling values do not appear to have declined much due to the scarcity of available homes for sale.



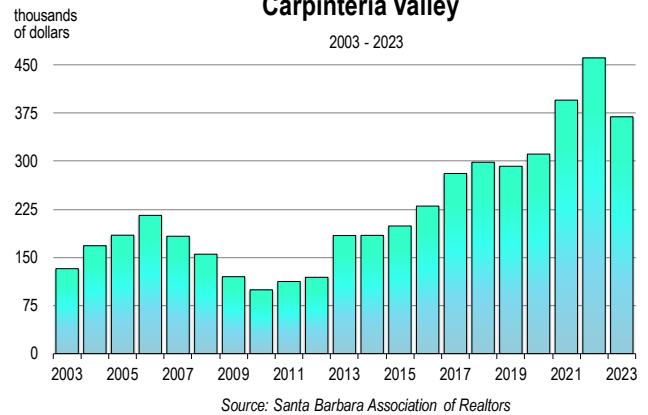
### Condominium Median Selling Price Carpinteria Valley



And while the available inventory of condos and mobile homes is also scarce in the Carpinteria Valley, these housing types have much lower selling prices, providing affordable options for households that are unable to enter the traditional single-family home ownership market.

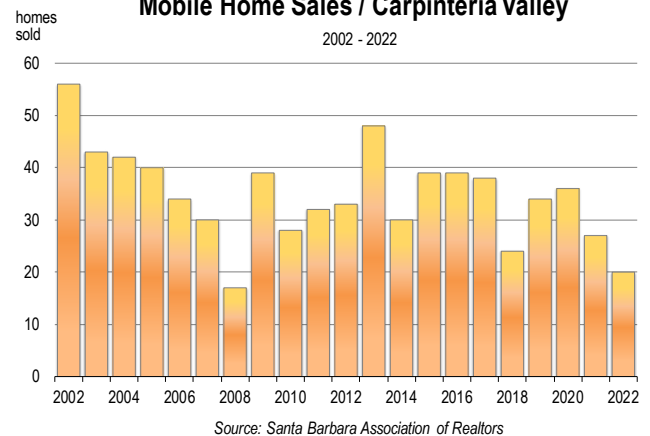
During the first half of 2023, the median price of the single family detached homes that sold was \$1.8 million, as reported by Redfin. If financed at 80 percent of value, the monthly payment is \$10,734. For the median-priced condo of \$822,500, the monthly payment was \$4,940. These payments include property tax and insurance.

### Mobile Home Median Selling Price Carpinteria Valley

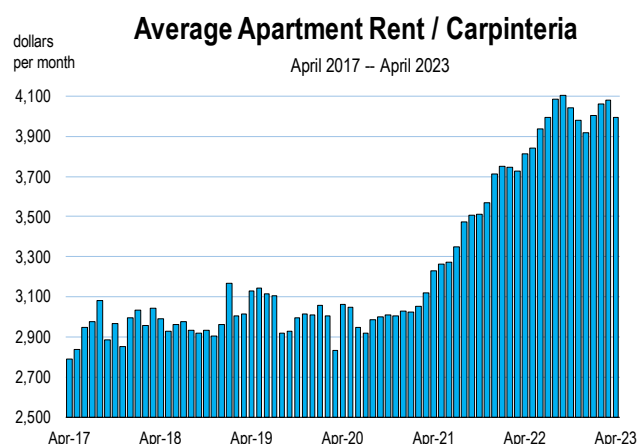


Mobile homes are particularly prominent in Carpinteria and represent a more affordable housing option. The total stock of occupied mobile homes in the Carpinteria Valley is estimated at 861. Aside from rural regions, no other jurisdiction in California has a higher share of mobile homes than the city of Carpinteria. The median selling price for mobile homes peaked in 2022 at \$461,000, but the median value declined for subsequent sales occurring in 2023.

### Mobile Home Sales / Carpinteria Valley



In general, single family detached and condominium home prices in Carpinteria are similar to those of the broader South Santa Barbara County market. However, in the city of Carpinteria, apartments and mobile homes account for 53 percent of the housing stock, representing a larger proportion of affordable housing for resident households, compared to any other city in Santa Barbara or Ventura Counties.



Apartment rents in Carpinteria are approximately 9 percent lower than the average monthly rent for all apartments in adjacent Santa Barbara. Nevertheless, average monthly rental rates for apartment units have soared since April of 2020, rising 30 percent.

### Carpinteria Valley Residential Real Estate

2017-2023\*

	2017	2018	2019	2020	2021	2022	2023*
<b>Single-Family Homes</b>							
Listings (units)	129	145	111	127	106	106	35
Sales (units)	91	78	89	95	94	76	26
Median Selling Price (\$)	1,040,000	1,161,900	1,150,000	1,245,000	1,751,902	1,865,000	2,262,500
percent change	14.3	11.7	-1.0	8.3	40.7	6.5	21.3
<b>Condos</b>							
Listings (units)	91	121	91	87	118	68	20
Sales (units)	74	76	72	72	108	59	16
Median Selling Price (\$)	566,000	585,000	577,500	631,000	692,500	820,000	780,000
percent change	1.3	3.4	-1.3	9.3	9.7	18.4	-4.9
<b>Mobile Homes</b>							
Listings (units)	36	48	43	36	28	32	12
Sales (units)	38	24	34	36	27	20	11
Median Selling Price (\$)	280,750	298,250	292,000	311,000	395,000	460,750	369,000
percent change	22.1	6.2	-2.1	6.5	27.0	16.6	-19.9

\* Estimated with data for January 1 - April 2023

Source: Santa Barbara Association of Realtors and California Economic Forecast

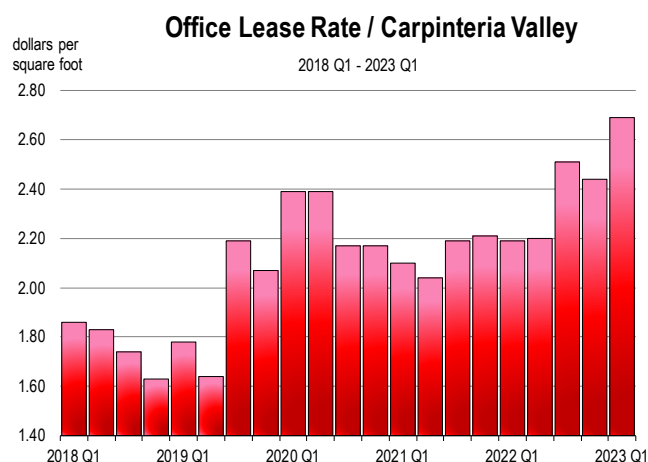
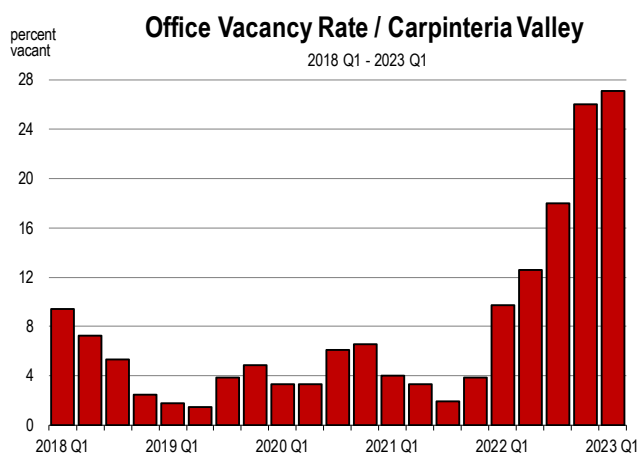


## Office Market

The Carpinteria office market has been impacted by downsizing of the region's largest employer, ProCore. As of April 1, 2023, the vacancy rate had soared to 27.1 percent for the entire office market, largely due to the vacancy of nearly 80,000 square feet of space in two buildings on Carpinteria Avenue---both Procore subleases.

The next largest vacancy is just under 9,000 square feet on Cindy Lane. After that, there are few other vacancies. The current environment demonstrates how every vacancy can make a large splash in a limited inventory market.

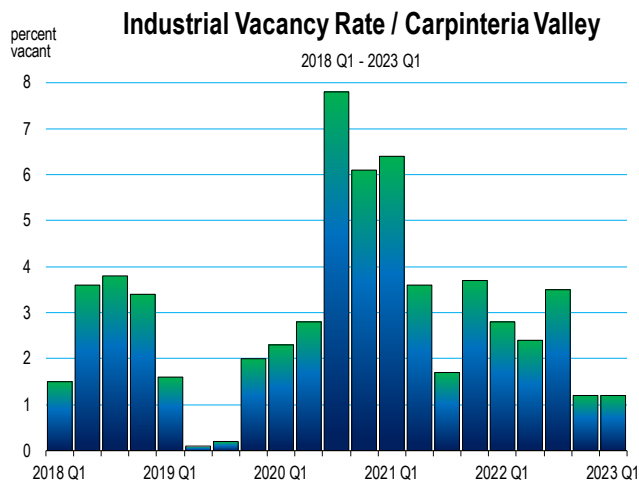
Rising vacancy in the general office market today is the result of the workforce shifting to remote work locations, typically their homes. The ProCore subleases are due to shifts by many of ProCore's employees to alternative company locations in the U.S, particularly Austin Texas.



Most Carpinteria area employees are now working in the office but an estimated 25 to 35 percent are on a hybrid schedule, and most local companies have maintained their office leases. Consequently, with very few actual vacancies, average lease rates have held firm or have continued to marginally rise.

Very few office-using firms have had major layoffs over the last year, and some have expanded despite the slowing business cycle in 2022 which has continued into 2023.

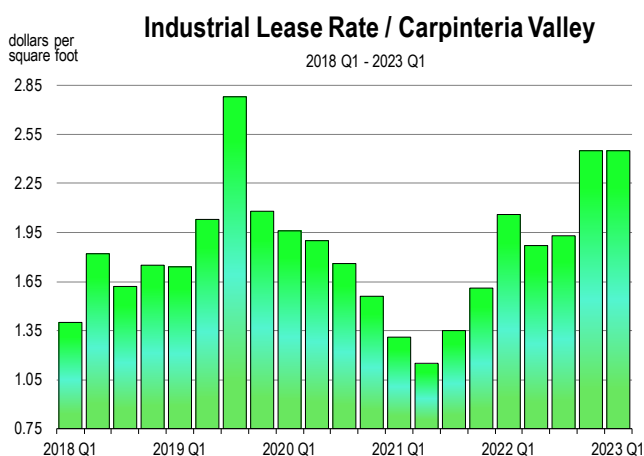
LinkedIn now operates with a policy that enables all permanent employees to work-from-anywhere, opening the door to downsizing its physical footprint. However, because LinkedIn's Carpinteria campus is unique in that it produces educational videos that frequently require sophisticated equipment, many workers need to be on site. Furthermore, LinkedIn owns the space, so it's likely to retain the entire campus intact to accommodate future growth.



## Industrial Market

Over the last 6 months, industrial leasing has been active throughout the South Coast, and lease rates for space have been flat in Santa Barbara, and generally rising in Goleta and Carpinteria.

The industrial sector continues to be a mix of technology companies and various service industries. With no significant industrial projects in the pipeline, vacancy rates will continue to remain tight along the South Coast for the indefinite future.

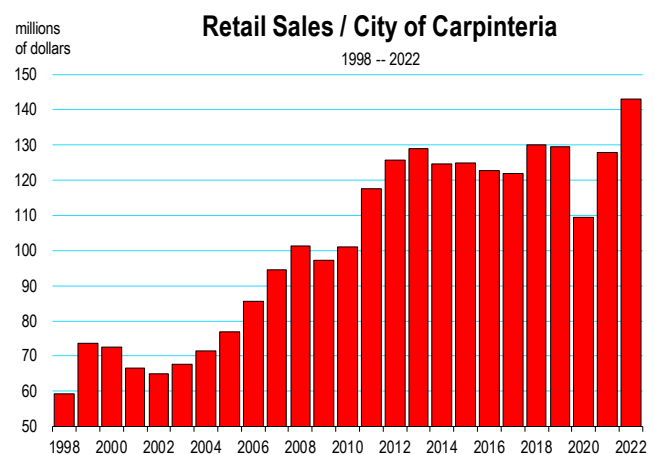


In Carpinteria, there is just one industrial vacancy of 15,600 SF at 6384 Via Real. The vacancy rate has dropped to just 1.2 percent at the end of 2022 and remains at that level today. The Carpinteria market is limited of inventory, having had three notable leases in late 2022 involving expanding companies and one new entrant into the market. Rincon Power leased 8,600 SF at 6381 Rose Lane; Soil Organics leased a healthy 34,400 SF of former ProCore space at 6395 Cindy Lane; and an undisclosed tech company leased 20,000 SF at 5251 6th St. While office space is plentiful in Carpinteria, industrial product is and will remain scarce for the foreseeable future.

Lease rates for industrial facilities have declined consistently over the last two years, falling to just \$1.15 per square foot, making Carpinteria a much more affordable option than Santa Barbara (\$2.78 per square foot) or Goleta (\$1.61 per square foot).

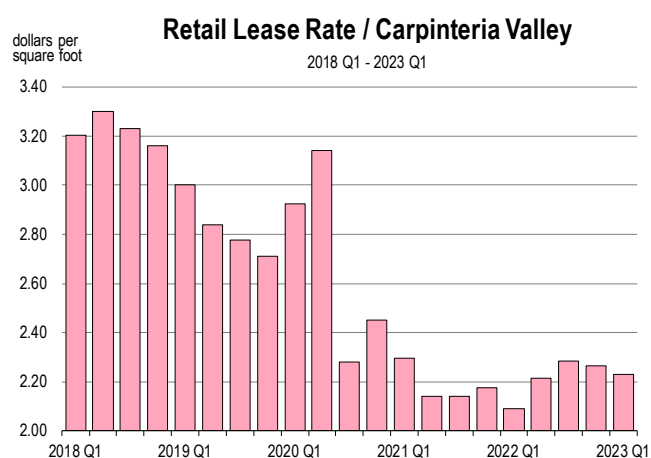
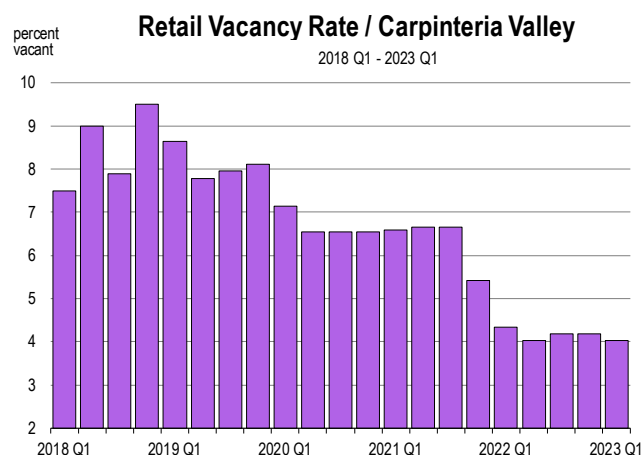
## Retail Market

The Carpinteria Valley retail market is comprised of a relatively small number of retail storefronts, which are largely locally owned shops.



The local retail market has not followed the same trends as the markets in Santa Barbara and Goleta where big-box stores have populated the retail landscape, including Target, Ross, Costco, and large department stores like Sears, Macy's or Nordstrom. Therefore, Carpinteria is not prone to the empty store syndromes that have plagued larger retail cities in recent years. Santa Barbara is currently faced with an empty Nordstrom, Macy's, and Sears, along with the stretch of vacant storefronts on State Street that have led to a downtown vacancy rate of 14 percent. Aside from its grocery stores, Carpinteria has very few big facilities that would need to be repurposed in the event of a store closure.

The Carpinteria retail market is showing few signs of weakness, during a year in which general economic growth is softening. The restaurant and bar sector has rebounded sharply from the pandemic recession, as have gasoline sales due to higher prices for fuel during the current inflationary environment.



Commercial Real Estate		Carpinteria Valley				2021 Q3 - 2023 Q1	
	2021 Q3	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023 Q1
Office							
Lease Rate (\$ per SF)	2.19	2.32	2.19	2.2	2.51	2.44	2.69
Vacancy Rate (%)	1.7	3.7	2.8	2.4	3.5	1.2	1.2
Industrial							
Lease Rate (\$ per SF)	1.35	1.78	2.06	1.87	1.93	2.45	2.45
Vacancy Rate (%)	1.7	3.7	2.8	2.4	3.5	1.2	1.2
Retail							
Lease Rate (\$ per SF)	2.14	2.18	2.09	2.21	2.28	2.26	2.23
Vacancy Rate (%)	6.7	5.4	4.3	4.0	4.2	4.2	4.0

Source: Radius Commercial Real Estate, and the California Economic Forecast

# RETAIL TRADE AND TOURISM

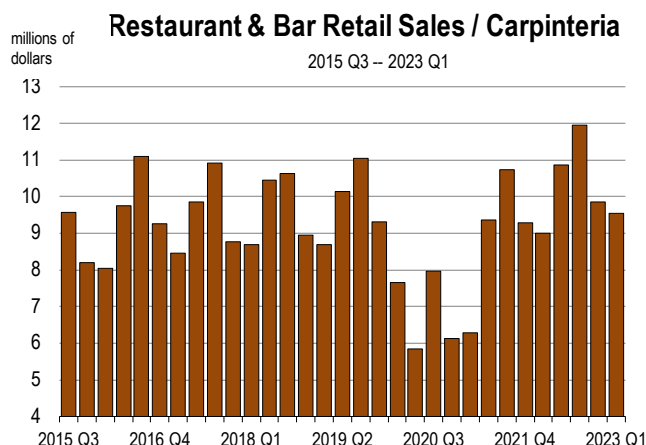
## The Retail Industry

### Taxable Retail Sales

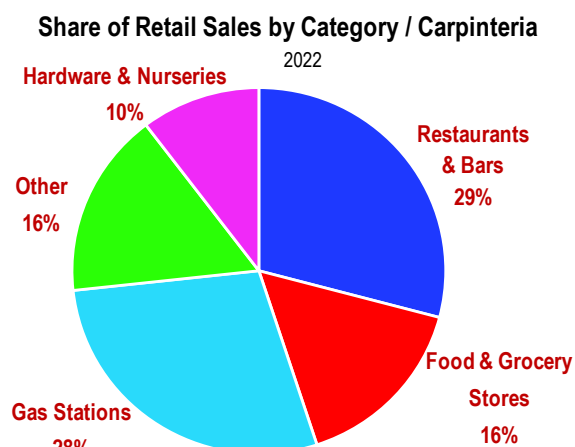
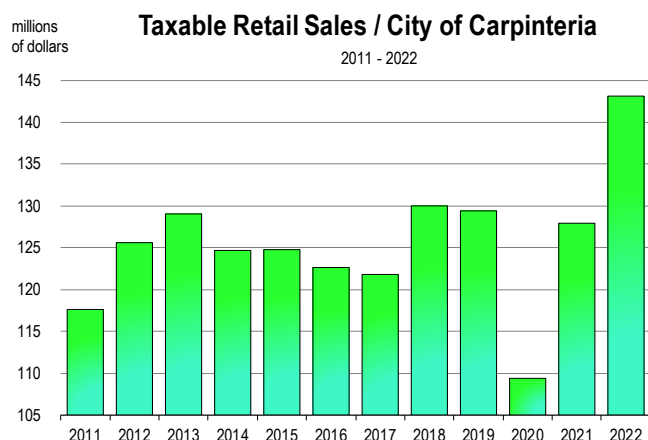
Spending at retail stores and shops in the city of Carpinteria has surged since the pandemic restrictions were lifted entirely in the spring of 2021.

A material transition to online spending and warehouse centers by consumers has generally occurred over the last several years and particularly since the pandemic. Retail sales rose sharply in 2022, by 12 percent over 2021. The principal category of spending is food and beverage sales, by both residents and visitors.

At restaurants, taxable sales jumped 17 percent in 2022. And due to rising gasoline prices throughout 2022, fuel sales soared 33 percent. Both of these categories of retail expenditure are supported in large part by visitors to or through the area. The two categories of expenditure account for 57 percent of all taxable retail sales in the City of Carpinteria.



With traffic now flowing freer on Highway 101, more vehicles can traverse the freeway every day, generating more fuel stops at Casitas Pass and Santa Monica Roads. Because fuel sales are heavily dependent on visitor stops, sales at gas stations rise faster during periods of peak travel, or from April to September.





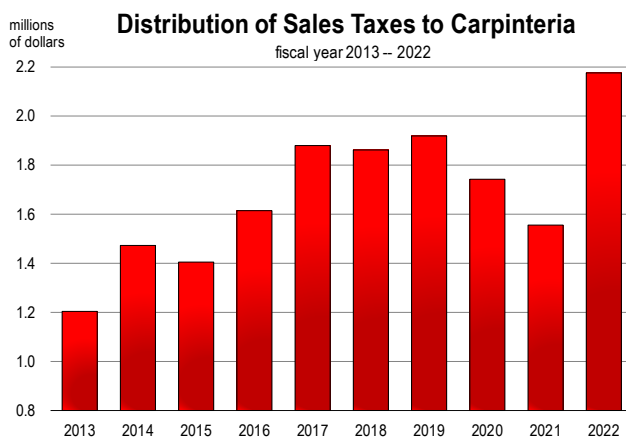


## Tourism and Retail Spending

The Carpinteria retail environment is heavily dependent on tourism activity. Visitors to Carpinteria account for an estimated 75 percent of all retail sales. Since 2019, the City of Carpinteria has collected a sales tax of 1.25 percent to 1.5 percent, with visitors contributing more than \$1.5 million to the City budget through sales taxes.

The annual Avocado Festival is the most prominent single contributor to tourist retail spending, attracting an estimated 100,000 visitors to the Carpinteria Valley over a 3 day weekend in early October. These visitors typically spend an average of \$41 per day in the Carpinteria economy, totaling \$3.1 million for the 3-day festival.

The Avocado festival was cancelled in 2020 and 2021, which impacted taxable retail sales in the city during those years, but the event was restored in 2022, which contributed to the surge in local spending.



## Local Tourism

The Carpinteria State Beach and City Beach are the principal visitor attractions to the community. State Beach annual attendance is estimated by the Park Service at 895,853 visitors.

The entry fee for the State Beach is \$10 per day. There are 208 sites in the overnight campground with fees ranging from \$45 to \$80 per night for hook-ups. Direct fees for day use and overnight camping generated \$4.6 million in 2019, the latest year for which the statistical data are available.

Lifeguards are on duty at both beaches during the summer months. Kayak rentals are a popular activity. There is also volleyball, picnic tables, and showers.



Carpinteria State Beach Map

## Formal Overnight Visitor Accommodations

There are seven transient lodging facilities within the city of Carpinteria, totaling 594 rooms. Monthly average occupancy rates range from 50 percent in the winter to over 80 percent during the summer months. During 2022, the annual occupancy rate was 70.2 percent, an increase of 2 ½ percentage points over the average annual occupancy during 2021.

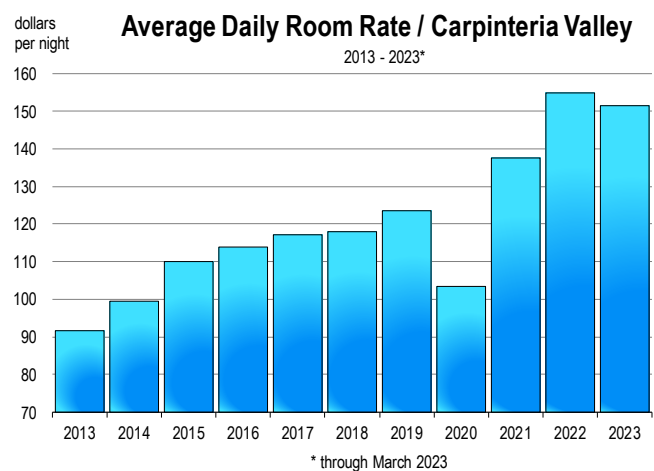
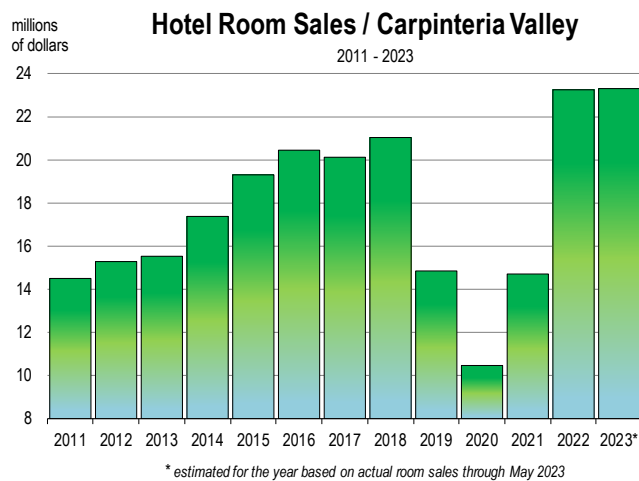
During peak periods of the year, such as during the Avocado Festival and in the months of July and August, transient facilities fill up. This has prompted the need to add additional transient establishments in the City. Currently there are proposals to build three new transient facilities: the Via Real Hotel, The Surfliner Inn, and a 99 room lodge as part of the Carpinteria Farm. These are discussed in more detail in the New Development Chapter.

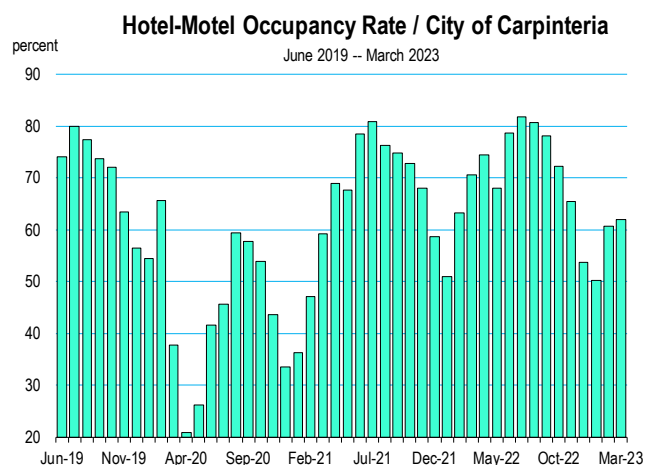
Hotel / Motel	Number of Rooms
Best Western	145
Casa Del Sol	21
Hotel Inn Express	108
Motel 6 Carp	139
Motel 6 Via	125
Sandyland Reef	52
Watermark	4
<b>Total</b>	<b>594</b>

Source: California Economic Forecast

The daily room rate in Carpinteria averaged \$155 in 2022. The average through May of 2023 is slightly lower.

The hotel occupancy rate is expected to average 65 percent in 2023, less than the 2022 average. Lower utilization forecast for 2023 is due to higher travel costs, higher inflation in general, and a slowdown in the statewide economy.





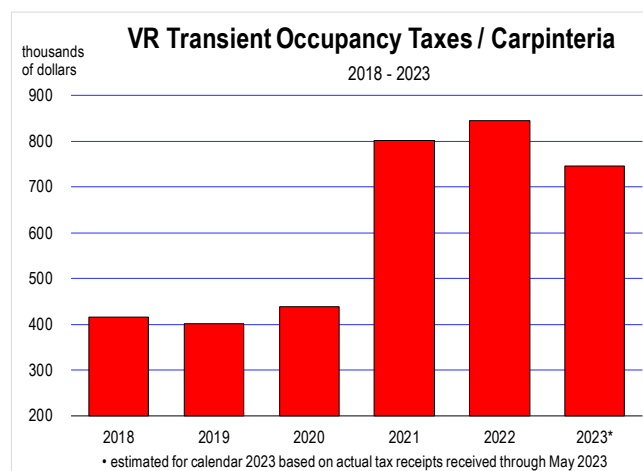
Room revenues from the seven hotels generated \$2.6 million in tax receipts to the City of Carpinteria in fiscal year 2022. The transient occupancy tax (TOT) rate is 12 percent. For fiscal year (FY) 2023, TOT receipts are estimated to be slightly higher, adding a similar amount of tax revenue to FY2023 City finances.

## Vacation Rentals

Vacation rentals (VRs) are private homes that are rented to tourists or other visitors for 30 days or less. They are frequently advertised on websites including Airbnb and VRBO.

The City of Carpinteria primarily allows homes in residential neighborhoods to be used as vacation rentals in the downtown district, near the beach. In this region of the city, a maximum of 236 VRs can be permitted. 218 of these are restricted to the area between Ash Ave. and Linden Ave., and in between the train tracks and the beach.

The VR program began in mid-2017. Over time, it has become increasingly popular with visitors generating \$7 million in sales in calendar 2022. In 2023, vacation rentals are on pace to record another \$6.2 million in total revenues, contributing \$746,000 to the City budget in the form of lodging taxes.



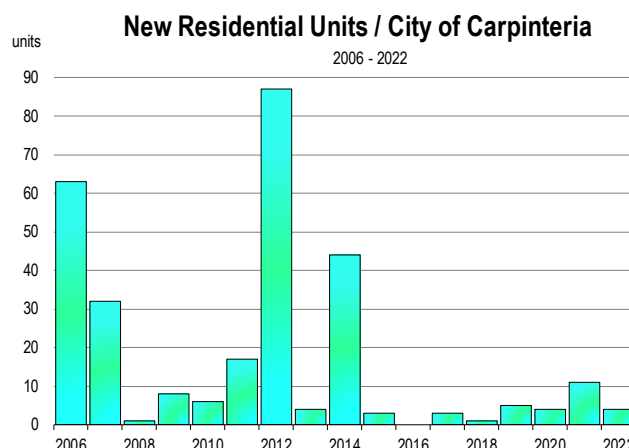
# NEW DEVELOPMENT

## Residential and Non-Residential Permit Activity

Over the last two calendar years of 2021 and 2022, a total of 15 residential units have been permitted in the city of Carpinteria, representing a slight increase from the number of units permitted from 2016 to 2020.

At the end of 2021, permits were issued for the 700 Linden project which is underway now. Nearly \$10 million in renovations of existing non-residential structures, along with projects associated with the 101 widening have contributed to recent new development momentum in Carpinteria.

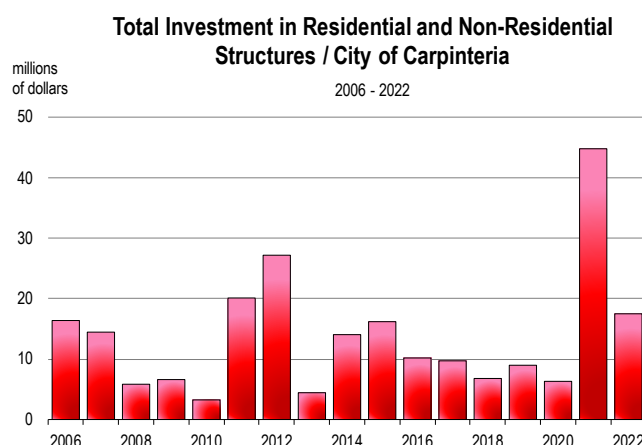
In 2021 and 2022, total investment in both residential and commercial or industrial structures was recorded at \$62 million, the largest 2 year total on record.



The development of new commercial and industrial structures accounts for about half of total investment in the 2021-2022 period. New single family home development represents 25 percent of all building activity. The balance of total development went to alternations and remodel work, mostly to commercial buildings.

The project pipeline has been expanding rapidly since 2020, and includes 101 residential units, a 50-unit assisted living facility, 3 hotels, a skate park, and a 60,000 square foot warehouse conversion project by Procore. Currently, 14 residential units are under construction and 9 more are approved waiting to start construction. The GranVida Senior facility is also approved.

Just over 80,000 square feet of commercial space is under construction, including 700 Linden and the skate park. The Surfliner Inn along with the Carpinteria Farm, Hospitality and Residential project are anticipated to start the development review process this year.





## Status of Particular Projects

### *Granvida Phase II Expansion*

The Granvida Phase II Expansion project is a 50-unit assisted living facility originally proposed in 2018. The site is situated at 5464 Carpinteria Avenue.

The project features a 2-story building containing 11 studio units (averaging 370 square feet), 33 one-bedroom units (580 square feet) and 6 two-bedroom units (800 square feet).

As of March 2023, the entitlement process and the design development phase were completed, however the project has been delayed due to change of ownership and is currently inactive.

### *Bailard Avenue Housing Project*

An apartment complex with 173 units has been proposed for Bailard Avenue. The project site is outside of the Carpinteria city limits but would have a meaningful impact on the housing supply for the Carpinteria Valley.

Of the 173 units in the project, a total of 41 would be reserved for low-income residents and the remaining 132 units would be rented at market rates.

The project is receiving backlash from residents of Carpinteria who are concerned about the surrounding neighborhoods being impacted. A community group, Save Bailard Farm, has collected more than 2,500 signatures opposing the project, with many advocates alleging that the state's housing needs allocation has forced the county to push the urban-rural boundary into areas that were traditionally used for agricultural purposes.

The City of Carpinteria City Council also opposes the Bailard project due to inconsistencies with local and state Coastal Act provisions.

The project is still in the conceptual phase, with changes likely to evolve.



*Granvida Phase II Expansion | source: Noozhawk*

### *Vernon Residences*

The Vernon Residences project could produce 5 new residential units at 502 Maple Avenue, adjacent to Island Brewing Company.

The area has a mix of commercial, industrial, and residential facilities, and is within walking distance to the Carpinteria Amtrak station. The project is currently awaiting approval. There is no estimated timeline for this project yet.

### *Zins Condominiums*

The Zins Condominium project is located at 4905 Eighth Street, on the corner of Elm Avenue. The project would demolish an existing single-family residence and construct three new condominium units. The project was approved by the Planning Commission on February 6, 2023.

### *5775 Carpinteria Avenue*

A new 1,500-square-foot storage building is proposed for the City Hall campus,. This building is located at 5775 Carpinteria Avenue, which comprises the City Hall campus. The

storage building has been approved by planning but no building permits have been submitted yet.

### *Via Real Hotel*

The project site for this proposed 72-room hotel is located on Via Real between Santa Monica Road and Cravens Lane. The 44,000 square foot hotel would be two stories in height.

The proposal was recently approved by the Carpinteria Planning Commission.

### *Mixed Use Project*

The project at 4745 Carpinteria Avenue is comprised of 24 apartment units and 4,300-square-feet of commercial space. The complex will be two-stories on top of a ground-level, 22,500 square-foot concrete parking structure. There would be a courtyard in the center of the project and the building is planned to be 36 feet tall.

Businesses on the street-facing side of the property must be open to and in service of the public, such as a restaurant, retail store or art gallery.



*Via Real Hotel | source: CoastalView.com*



700 Linden Avenue | source: sitelinesb.com

The residential part of the project would consist of 2 one-bedroom units and 22 two-bedroom units, ranging from about 1100 square feet to 1,400 square feet.

The project is utilizing state Density Bonus Law to receive approval of additional units in exchange for setting aside a specified number of units for low income households. As part of the Density Bonus program, the project can also utilize reduced parking requirements and seek additional exceptions from city development standards, including maximum building height.

The project submitted an approval request in April 2023 and is currently under review.

### *700 Linden Avenue*

This 30,000 square-foot project will produce a full city block of adaptive reuse retail and commercial space that will contain food and coffee shops, markets, office space, and a rooftop bar. This project has been designed by Santa Barbara-based DMHA Architects, and is an extensive remodel of the five existing buildings that comprise the property.

New second floor construction is proposed for the “Butterfly” building to create a series of 10 small office suites, along with a rooftop bar and common and private deck/patio areas. This second floor addition would add 3,200 square feet of building and 2,900 square feet of deck space.

Total cumulative building square footage would be modestly increased from the existing 19,952 square feet to approximately 20,961 square feet. A surface parking lot, for 20 spaces would be provided onsite, accessed from Cactus Lane.

The existing surface parking lot in the middle of the block would be repurposed into an outdoor central plaza that would provide seating, gathering areas and related amenities (such as outdoor fireplaces or a water fountain) open to the public during business hours. The plaza may also be made available for community uses such as markets, festivals, outdoor concerts or movies.

The project is currently under construction and completion is estimated for summer of 2024.





*Conceptual Rendering of the Surfliner Inn Project on Linden Avenue and Fifth Street in Carpinteria | source: City of Carpinteria*

### *Surfliner Inn*

The Surfliner Inn was initially proposed in 2016 and the project has undergone several redesigns and adjustments since then. This new hotel project adjacent to the Amtrak Station calls for a 2 story building of 40 rooms, including a café. It would be accompanied by a new parking lot that could be used by hotel guests as well as Amtrak passengers and the public.

The project was initiated by the City of Carpinteria in 2018, which has entered into a Lease Disposition and Development Agreement with 499 Linden Managers, LLC. 499 Linden Managers, LLC has been formed to pursue the project with the City by Whitt Hollis, Jack and Jeff Theimer, Jim and Matthew Taylor, and Andy Norris.

Measure T, which would have changed the property's zoning to block hotel development at the site, was rejected by voters in November 2022. The project has not yet been formally submitted for planning permits.

### *Carpinteria Rincon Trail*

The proposed Carpinteria Rincon Trail would extend from the eastern end of Carpinteria Avenue, in the city of Carpinteria, to Rincon Beach County Park, in unincorporated Santa Barbara County. The new, shared-use trail would span a distance of 2,800 feet. The project was approved by the planning commission in January of 2022, but three appeals were filed with concerns over pedestrian and bicycle safety. The appeals were conditionally granted, forcing the Project to study other alternatives.

In May of 2023, after considering a number of project alternatives, the City Council reaffirmed their support for the alternative previously approved by the Planning Commission. The project will next return to the City Council to finalize permits for the trail design.

### *Santa Claus Lane Bike Path*

The Santa Claus Lane Bikeway construction began in September of 2022 and will continue through the Summer of 2023. The project will create a new Class I bikeway and multipurpose path to connect Santa Claus Lane to Carpinteria Avenue. This will close a gap in the California Coastal Trail between Sand Point Road and Carpinteria Avenue. The new bikeway is being constructed in-between Highway 101 and the railroad tracks.

The trail is currently open for use by the public through the end of summer at which time the trail will be temporarily closed to complete installation of the permanent safety railings along the edges of the trail.

### *Highway 101 HOV Lanes*

This project is currently under construction and actually completed within the City of Carpinteria. The project is adding one high-occupancy vehicle lane in each direction on US 101 from 0.2-mile south of Bailard Avenue in the City of Carpinteria to Sycamore Creek in the City of Santa Barbara. The project is 10.9 miles long. The added lanes are currently proposed as part-time high-occupancy vehicle lanes, meaning that they will operate as general-purpose lanes during off-peak periods on weekdays and weekends. Currently, HOV lanes are in force on weekdays from 6 to 9 AM and 3 to 6 PM.

Project improvements are confined primarily to the existing State Highway right-of-way.



*Santa Claus Lane Bike Path Rendering | source: noozhawk*



*The Carpinteria Farm, Hospitality and Residential Project*

The Farm project filed a formal application with the City in early February 2023.

The project proposes to replace the Tee Time Golf Range located at the bluffs on Carpinteria Avenue with a hospitality experience on a 27.5-acre site.

The project will formally construct a 99-room lodge, bungalow and hotel building, a multi-use trail, and developed open space.

During conceptual review of the project, the developers found themselves under fire by Carpinterians who then called the project an “unforgivable betrayal” of the area’s natural space in a joint City meeting in April 2022.

However, the project countered this opposition by allotting 20 acres for open space, specifically native habitat restoration, public trails, and an organic farm. The organic farm will also

be utilized to supply the on-site Restaurant, Farmstand, and Hotel and Spa as a self-sustaining system. Approximately 122,211 square feet of structural development is planned on the northern portion of the site, and no development is planned on the 4.1 acre southern parcel.

Additionally, 40 affordable housing units are proposed as part of the project to provide housing for on-site team members and the general Carpinteria workforce who qualify.

**Project Size (square feet) by use**

Hotel	68,860
Residential	37,948
Event Barn	5,850
Farm Stand	450
Farm Building	1,800
Restaurant	7,303
Total	122,211

Parking: 273 spaces

Source: California Economic Forecast



*The Farm Project*

Commercial Projects		Carpinteria	May 2023
Project Name/Developer	Square Feet	Description	Status
Via Real Hotel	44,191	72-Room Hotel	Approved
Procore Business Training Center	60,522	Convert 2 Warehouses into Training Center	Proposed
Surfliner Inn	36,118	40-Room Inn and Café	Proposed
McCann Mini Storage	12,192	113 New Mini-Storage Units	Approved
Carpinteria Avenue Skate Facility	38,160	Skate Park, Parking Lot, Plaza Area	Under Construction
700 Linden Adaptive Reuse Project	30,000	Retail, Restaurant, and Office Space	Under Construction
Rincon Multi-Use Trail	2,800	Foot / Bike Trail between Carp & SB	Proposed
Total	223,983		

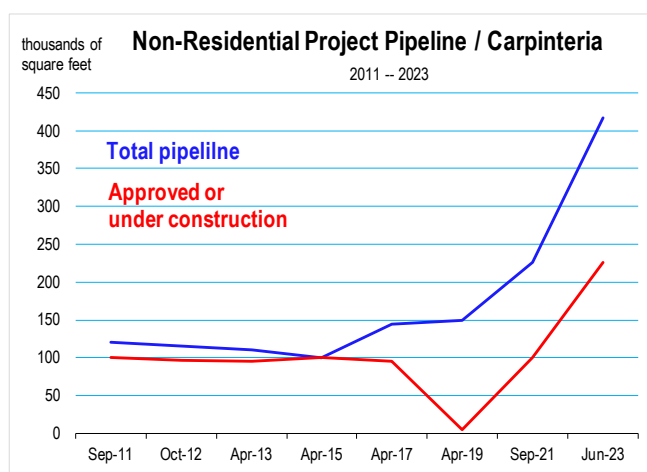
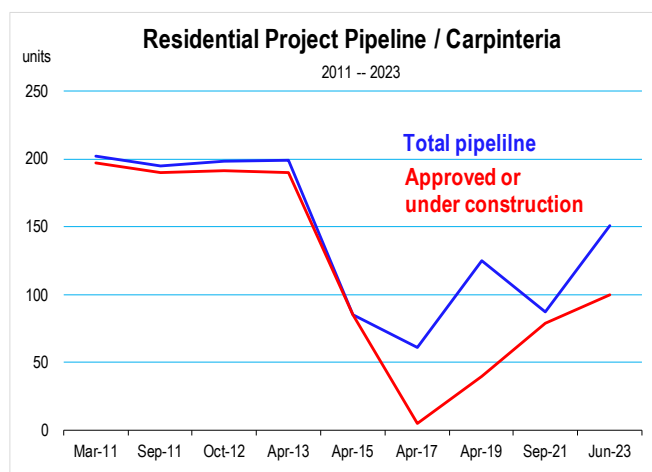
Source: City of Carpinteria and California Economic Forecast

Mixed-Use Projects		Carpinteria	May 2023	
Project Name/Developer	Res Units	Commercial Square Feet	Description	Status
Cruz Mixed Use	2	500	Residential / Commercial	Approved
M3 Mixed Use	2	6,668	Apartments / Office / Retail	BP Issued
The Farm	40	122,211	Apartments / Commercial	Proposed
4745 Carp Ave. Mixed Use	24	4,300	Apartments / Commercial	Proposed
Total	68	133,679		

Source: City of Carpinteria and California Economic Forecast

Residential Projects		Carpinteria	May 2023
Project Name/Developer	Units	Description	Status
GranVida Phase II Expansion	50	Assisted Living Facility	Approved
Vernon Residences	5	Residential Units	Proposed
Pfaff SFD	1	New 2-Story SFD	Proposed
Scerni SFD	1	New 2-Story SFD	Proposed
Saticoy Condominiums	3	Residential Units	Proposed
Finnigan SFD	1	New SFD with 4-Car Garage	Proposed
Zins Condominiums	3	Demolish SFD and Build 3 Condos	Approved
Haber Condominiums	2	Subdivide Existing SFD Lot and Construct 2 Condos	Approved
Able Second Unit	1	Second Unit on Existing Lot	Under Construction
Gobbell Second Unit	1	Second Unit on Existing Lot	Approved
Hawkins SFD	1	New Single-Family Unit on Vacant Lot	Under Construction
Stein Second Unit	1	Second Unit on Existing Lot	Under Construction
Strickland SFD	1	Convert 2 Apts into a Single-Family Unit	Under Construction
Wood SFD	1	New Single-Family Unit on Vacant Lot	Approved
<b>Total</b>	<b>71</b>		

Source: City of Carpinteria and California Economic Forecast



# QUALITY OF LIFE INDICATORS



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 examined by referencing published information on local crime rates, traffic volumes, and commute patterns.

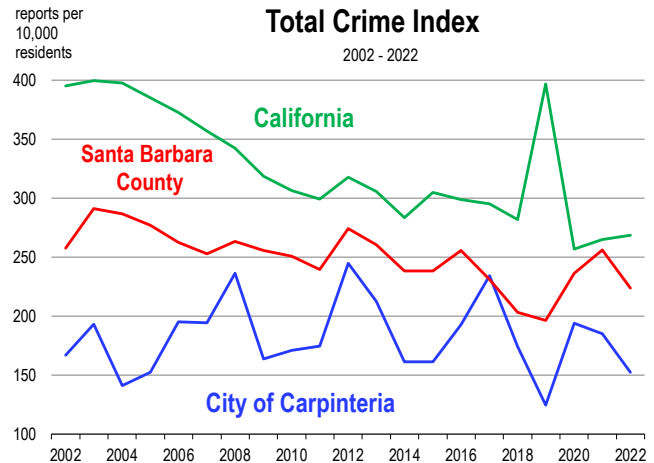
## Crime

Carpinteria has some of the lowest crime rates in Santa Barbara County, placing it among the safest cities in California. Moreover, crime rates have been very low in Carpinteria over the last 20 years.

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

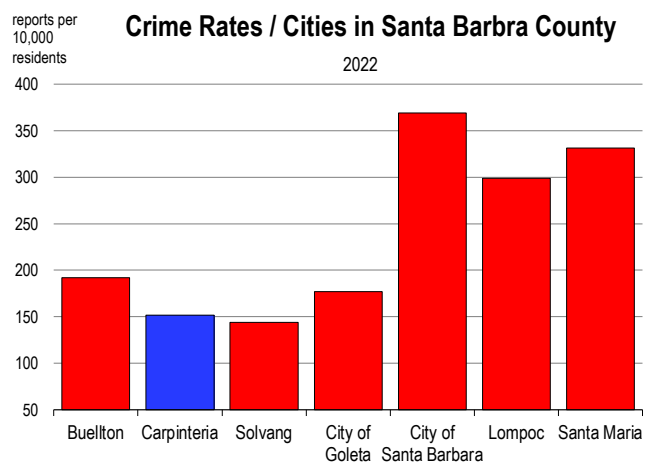
As of 2022, a total crime index of 196 was reported for the City of Carpinteria, which is significantly lower compared to the last 2 years, when the index was consistently above 240.

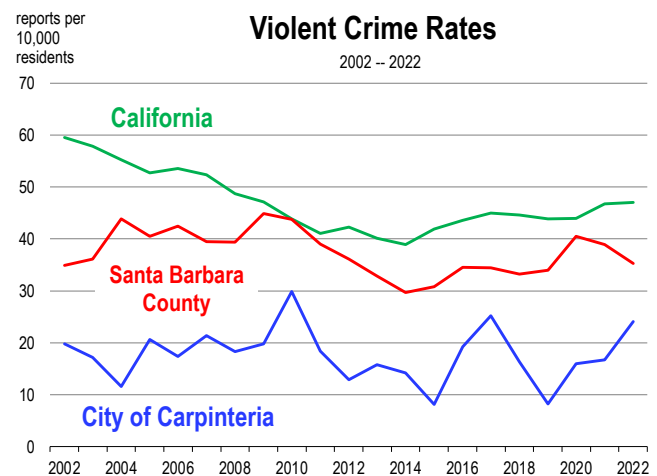
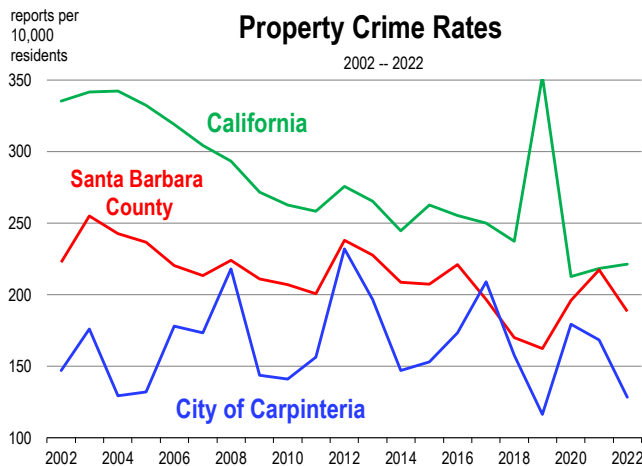
For small cities including Carpinteria, because crime rates can fluctuate from year-to-year, the longer term evaluation of crime in Carpinteria indicates consistently lower levels of both violent and property crime compared to adjacent cities and counties of California.



Carpinteria also has lower crime rates than most cities in Santa Barbara County. In 2022, total crimes per 10,000 people was 152 for Carpinteria, 177 for Goleta, and 194 for Buellton.

In 2022, there were only 128 property crimes per 10,000 residents. Property crimes include burglary, larceny, arson, and motor vehicle theft.





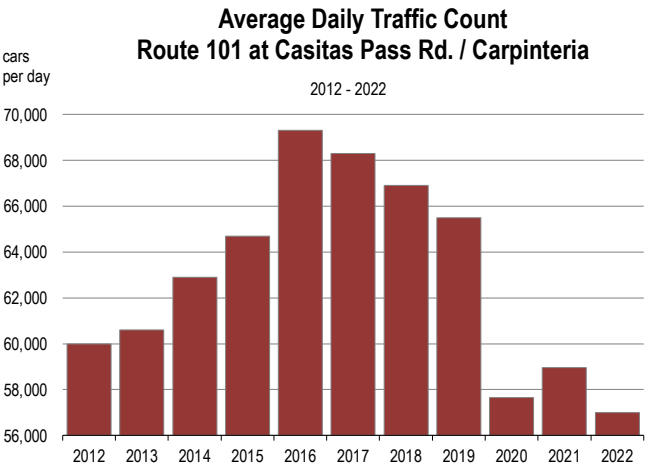
Additionally, there were only 31 violent crimes per 10,000 residents in Carpinteria in 2022. Violent crimes include homicide, forcible rape, robbery, and aggravated assault.

During 2022, the city with the largest total crime per 10,000 residents was Santa Maria with 331, while the lowest was Solvang with 144. Carpinteria falls on the lower end of this boundary.

## Total Crimes\* / Carpinteria

	2017	2018	2019	2020	2021	2022
<b>Violent Crime</b>						
Homicide	0	0	1	0	0	0
Rape	5	0	0	1	1	0
Robbery	10	2	3	4	2	6
Aggravated Assault	19	20	7	16	19	25
<b>Property Crime</b>						
Burglary	58	36	19	25	27	9
Theft	195	148	116	183	172	140
Motor Vehicle Theft	29	28	20	26	23	16
Arson	1	0	0	2	0	0
<b>Total Violent</b>	<b>34</b>	<b>22</b>	<b>11</b>	<b>21</b>	<b>22</b>	<b>31</b>
<b>Total Property</b>	<b>282</b>	<b>212</b>	<b>155</b>	<b>234</b>	<b>222</b>	<b>165</b>
<b>Grand Total Part 1 Crimes</b>	<b>316</b>	<b>234</b>	<b>166</b>	<b>255</b>	<b>244</b>	<b>196</b>

\*Part 1 crimes, which include Violent and Property Crime felonies

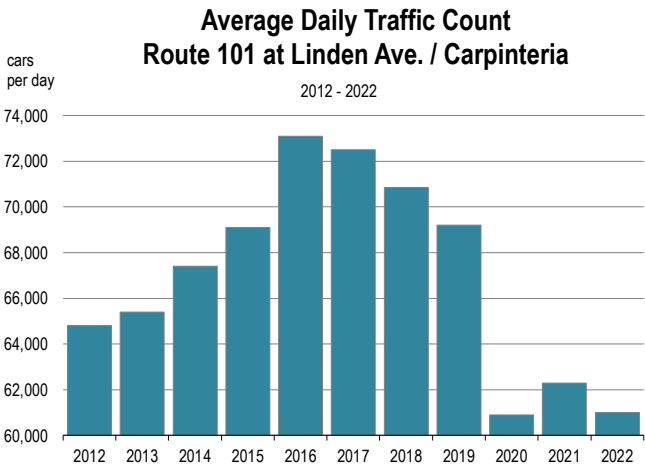


## Traffic and Commuting

### 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.

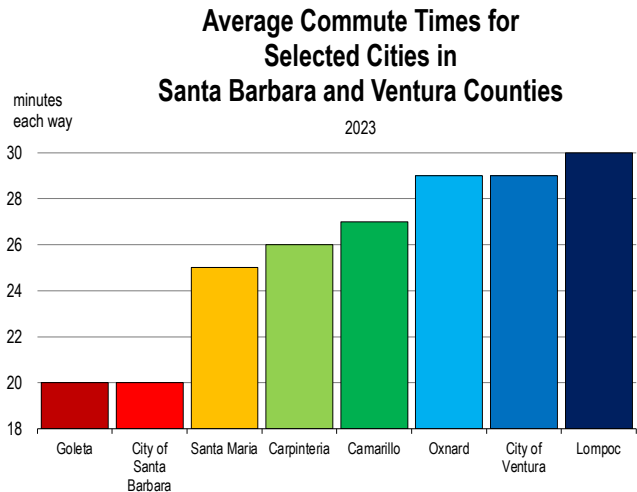


Traffic levels can affect the living standards of a community. High levels of traffic can cause congestion, leading to longer commute times and lower resident satisfaction. By contrast, low traffic volumes can lead to improved living standards.

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 people who commute from Carpinteria to Santa Barbara or Goleta can encounter high levels of congestion. This issue has been exacerbated by construction projects on 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. Now that the highway construction projects are nearly completed, it is expected that this peak hour congestion will improve significantly in Carpinteria.





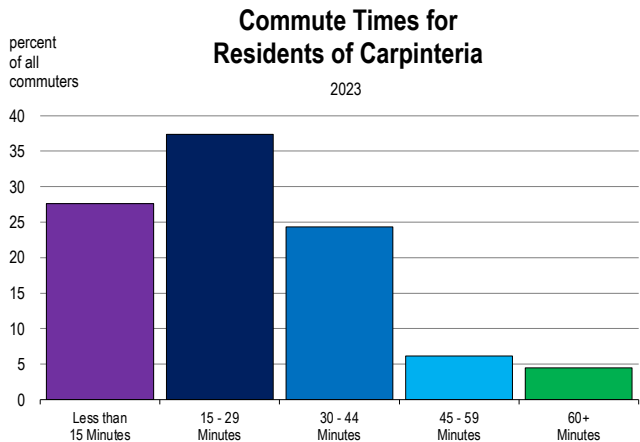
Caltrans estimates traffic counts for state highways, including interstates and routes. Annual average daily traffic is the total traffic volume for the year divided by 365.

Traffic volumes were heavily impacted by the Coronavirus Pandemic. Due to layoffs and work-from-home arrangements, there have been far fewer daily commuters since March 2020, leading to reductions in weekday road usage.

The additional lane on the 101 through Carpinteria will result in higher traffic counts per day. Consequently, traffic volumes are expected to increase in 2023 and 2024, but congestion should decrease.

**Average Commute Time**

In 2022, workers who lived in Carpinteria had an average commute time of 26 minutes. By comparison, residents of other parts of the South Coast spent less time commuting, while residents in nearby Ventura County had longer commutes.



For residents of Ventura, Camarillo, and Oxnard, commute times averaged 28 minutes each way.

Lompoc residents spent the most time commuting in 2023. Many people from Lompoc commute all the way to Santa Barbara, and the average Lompoc commuter spent 30 minutes in the car each way.

Commute times vary for Carpinteria residents, most spending fewer than 30 minutes traveling to work (37%). As of 2023, approximately 24 percent spend 30-44 minutes on their trip to work, and only 6 percent commute for longer than 45 minutes.

**Highway 101 Widening Project**

To improve local circulation and freeway access in Carpinteria, construction has been underway on Highway 101 between Mussel Shoals and Carpinteria and between Carpinteria and Summerland and into Santa Barbara. The highway interchanges at these junctions have been updated with new bridges and freeway ramps, and a third lane is being 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.

Most of the project directly affecting the City of Carpinteria is now complete: Phase 2 covered the 101 freeway from Mussel Shoals to Carpinteria, and Phase 3 covered Casitas Pass to Linden Avenue. Phase 4, the final phase, is underway at this time.



Highway 101 construction | source: GraniteConstruction.com

The Padaro segment of Phase 4 is widening the highway to 3 lanes in each direction to Summerland. The project includes bridges over Toro Creek and Arroyo Parida Creek. The bridge and freeway ramps at the South Padaro Lane undercrossing are being replaced. New on and off ramps are being built at the North Padaro Lane Interchange. Sound walls are also being added.

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.

This phase of the project continues with freeway widening through Montecito and into Santa Barbara. The Cabrillo Boulevard Interchange will be reconstructed with new bridges and freeway ramps, including a new northbound off-ramp and new southbound on-ramp.

Construction started in the fall of 2016 and will continue into 2024 as the project finishes the widening, the under crossings, and the landscaping through Summerland. Between Summerland and Santa Barbara, the project is still being permitted and funded, and the current timeline has completion estimated to be by 2027.



The Padaro segment of the Highway 101: Carpinteria to Santa Barbara project adding a third lane in each direction

## Data Sources

<u>Chapter</u>	<u>Principal Data Source</u>
Demographics	<p>California Department of Finance, Demographic Research Unit Claritas Spotlight California Department of Education</p>
Employment	Labor Market Information Division, State of California
Residential Real Estate	Santa Barbara Multiple Listing Service
Commercial Real Estate	Radius Group
Retail Trade & Tourism	<p>California Department of Tax and Fee Administration STR North America City of Carpinteria</p>
New Development	<p>City of Carpinteria Construction Industry Research Board</p>
Quality of Life	<p>Santa Barbara County Sherriff's Office Claritas Spotlight CalTrans Traffic Division</p>

## Acknowledgements

This publication was prepared for the City of Carpinteria in September 2023. The Profile is intended to provide annually updated economic, demographic, and quality of life information about the Carpinteria Valley.

### California Economic Forecast

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