

JUNE 2024 SPECIAL ISSUE



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The City of Capitola Bi-Monthly E-Newsletter



Special Edition: Measure F Update

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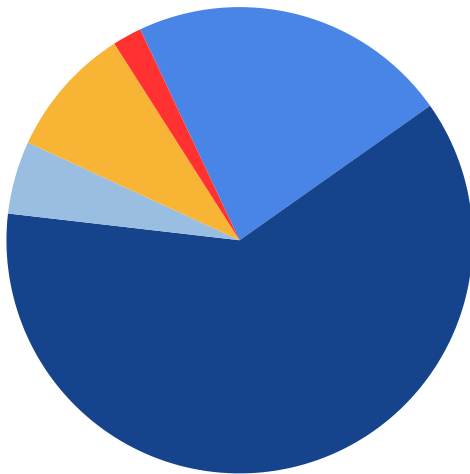
Measure F Sales Tax Update
Wharf Update

In November 2016, Capitola voters approved a quarter-cent sales tax (Measure F) which raised funds to protect essential City services and facilities, such as police and emergency safety programs, protecting the Capitola Wharf and Beach from storms and rising sea levels, and maintaining and improving parks, sidewalks, and bike lanes. All funds raised by Measure F remain local to Capitola. Measure F passed with approval from 81% of Capitola voters. The sales tax expires in 2027.



The City is proud of how funds from Measure F has been used to build critical improvements to the City's oceanfront infrastructure (including the Wharf, Jetty, and Flume). With these projects nearing completion, this Special Edition Newsletter offers readers an update on the revenue generated by Measure F and details the projects and services funded with these proceeds.

Measure F: How the Funds Were Used



- PUBLIC SAFETY AND EMERGENCY RESPONSE
22% (\$1,321,601)
- WHARF
61% (\$3,595,083)
- JETTY
5% (\$321,381)
- FLUME
9% (\$512,586)
- BEACH LOADER
2% (\$237,557)

Overall revenues from Measure F have exceeded six million dollars to date. Over 61% of the funds raised were used to rebuild and improve the Capitola Wharf. The remaining funds were used to rebuild the Flume and Jetty, two key pieces of the City's oceanfront infrastructure, and on public safety and emergency response. Page three of this newsletter provides additional details about some of these key projects.

Local Sales Tax Breakdown



The City appreciates when you shop local, as a portion of the collected sales tax supports essential City programs and services. However, while the current sales tax rate in the City is 9% only 1.5% goes to the City. The rest is collected by the State and other local government agencies. For example, if you made a \$67 purchase in Capitola, only \$1 goes to the City.

Beginning July 1, sales tax rates in the County will be:

- Capitola: 9.00%
- Santa Cruz: 9.75%
- Watsonville: 9.75%
- Scotts Valley: 9.75%
- Unincorporated Santa Cruz County: 9.50%

Because Capitola is so highly visited by tourists and locals alike, City staff estimates less than a third of the total sales tax collected in the City is paid by Capitola residents. Thank you for shopping local and supporting our City and wonderful business community!

Measure F: Your Dollars at Work

Oceanfront Infrastructure

Beach Maintenance: The City purchased a new Beach Loader in Fiscal Year 2018. This essential piece of equipment helps us maintain the Beach and manage Soquel Creek, ensuring that it remains a beautiful and enjoyable space for all. Our beach maintenance efforts have significantly improved, providing a clean and safe environment for public enjoyment.

Jetty: In late 2020, the City completed the reconstruction of the approximately 250-foot long, 50-foot wide jetty located at the southeastern end of Capitola Beach. This vital structure has played a crucial role in capturing sand and maintaining a stable beach for many years. The rebuild was essential to prevent further deterioration, ensuring a wide and stable beach for summers to come.

Flume: In 2021, the City used Measure F funding to make major repairs to the flume, which allows the City to re-create the natural lagoon by conveying Soquel Creek underneath the sandy beach to the ocean. This gives Capitola its world-class beach and provides an important habitat for fish and other wildlife.



The Jetty under repair in late 2020.



The City's Beach Loader in use during the January 2023 storms.



Taken June 16th, this photo shows the flume, lagoon, and the Wharf - projects accomplished with Measure F funding.

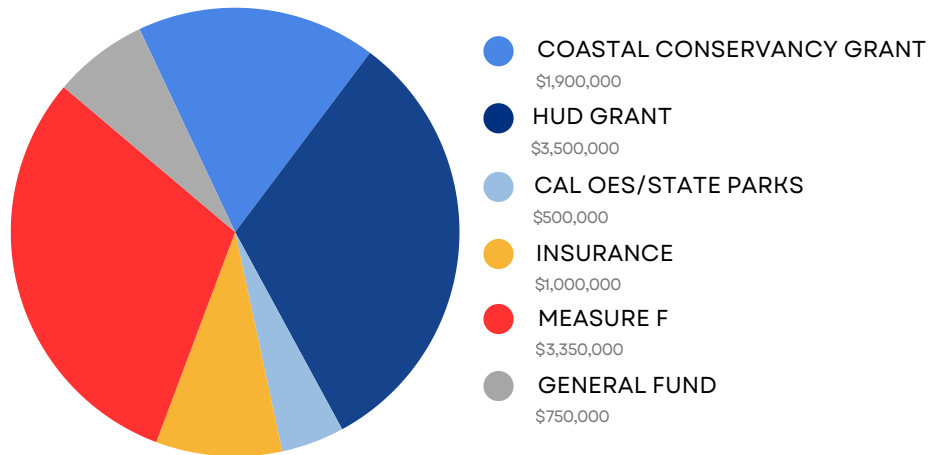
Capitola Municipal Wharf

The Wharf has been in Capitola since before the Civil War, delighting millions of tourists and generations of local residents. The Wharf has previously undergone several recent rounds of repair work, with significant efforts in 2017 and 2020 using Measure F funding. When Measure F was enacted in 2017, the City had already begun planning for a long term Wharf Resiliency Project to help ensure that the Wharf would sustain generations of future visitors. When storms hit in January 2023, and wave events caused significant damage to the Wharf, the City was already poised to respond and incorporate further repairs into this project.

The Capitola Wharf Resiliency and Public Access Project began in September 2023 and is currently in the final stages of construction. The project is valued at \$11M. The City leveraged Measure F funding with other funding sources to reduce the local burden of repairs, renovations, and resiliency improvements.

In addition to this funding, the City partnered with a resident-led volunteer group to fundraise for enhancement elements that will beautify our Wharf for future visitors.

Wharf Project Funding Breakdown



Wharf Reopening

In June and July, a new entrance gate, mosaic art installation, interpretive panels, binocular viewing stations, benches, trash cans, and other features will be installed on the Wharf. There will be a new boat launch area, new restrooms, and signs about Monterey Bay wildlife and history. The City of Capitola is excited to welcome residents and visitors to enjoy the Wharf and is planning a Grand Opening Event for Wednesday, September 25, 2024. Stay tuned for more details as we finalize this event; we can't wait to celebrate our new and improved Wharf together!





Police & Emergency Response

Since adoption of Measure F in 2017, the Police Department has continued to keep Capitola safe by working to address homelessness, drug usage, theft, and other crimes. In the past year alone, the Police Department has handled multiple bank robbery cases, with a 100% solving rate.

Measure F also contributes to the Capitola Police Department's goal of community policing. Two Community Service Officers (CSOs) work with the Police Patrol Division and support officers by handling non-emergency calls, completing reports, patrolling, and assisting with traffic control.

The City's Police Department is crucial for emergency response which has been vital in the last two winters due to high storm activity. Police assisted with storm preparation and evacuation for residents and our business community.

Stay Connected

There are several ways to stay informed of City business and upcoming Council action.

To receive City Council meeting agendas directly to your email, the twice-monthly digital newsletter Capitola Waves, and much more, visit our website homepage, scroll to the bottom of the page and click on Sign Up Here (pictured below).

EMAIL SUBSCRIPTIONS

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**Next Council Meeting:
Thursday, June 27 at 5 PM**

Thank you!

**for your
commitment
to Capitola!**