

Appendix E Socioeconomic Resources

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Field Visit and Background Information

List of lake-related businesses in immediate vicinity

- Lake Nacimiento Resort and Water World Resorts
- Lake Nacimiento Marina
- Scott's Boat Repair
- North Shore Boat and Ski
- Bee Rock Store
- Al's Marine Service and Galley
- Batrum's Boat Repair
- Oak Shores Realty
- Cal-Shasta Club
- Tri-Counties Boat Club
- Oak Shores Community Association
- Lakeside Deli (Heritage Ranch)

Partial list of lake-related businesses in surrounding area (Paso Robles, etc.)

- The Boat Doc
- Central Coast Watersports
- Maxum Sport Boats
- VS Marine
- Mid-State Marine
- R&R Sport Center
- Davis Boats
- T&M Marine
- Jet Boat Performance
- Junior's Boat Repair
- Rainbow Marine Auto Body & Painting
- J-n-J's Texaco
- Paso Robles Unocal
- Savage Spirits
- Spring Street Auto

Interview Information

- Daniel Heath, owner and operator of Lake Nacimiento Resort, was contacted via telephone several times between November 2002 and January 2003, with no response. On March 25, 2003 we spoke with Dustin Heath of Lake Nacimiento Resorts and requested attendance and revenue information from the resort. He indicated that he would have Daniel Heath get in touch with the consultant. At the time of publication of this document, Lake Nacimiento Resort had not communicated with the consultant.

- The manager of the Bee Rock Store was contacted and discussed the typical seasonal patterns of visitors to the region and sales. While summer is by far the busiest time of year, the store is able to remain open throughout winter months due to the amount of year-round residents located within the area.

Local Websites Accessed

<http://www.savethedragon.org>

<http://www.nacimientoresort.com>

<http://www.prcity.com/index.asp>

<http://www.pasorobleschamber.com/>

Taxable Sales, By County
County of San Luis Obispo

(Taxable transactions in thousands of dollars)

Year	Sales Tax Permits			Taxable Transactions				Percent Change year to year
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated	Total	
1980	3,670	1,711	5,381	542,334	133,359	50,187	725,880	8.9
1981	3,884	1,856	5,740	612,776	147,599	52,769	813,144	12.0
1982	4,257	2,104	6,361	636,665	139,734	60,207	836,606	2.9
1983	4,437	2,376	6,813	762,127	157,560	69,280	988,967	18.2
1984	4,201	2,187	6,388	861,741	182,135	88,187	1,132,063	14.5
1985	-	-	-	-	-	-	-	-
1986	4,242	2,187	6,429	963,541	211,531	139,613	1,314,685	6.5
1987	4,270	2,170	6,440	1,036,577	228,145	168,045	1,432,767	9.0
1988	4,541	2,282	6,823	1,104,211	238,041	206,887	1,549,139	8.1
1989	4,787	2,418	7,205	1,212,964	253,510	173,623	1,640,097	5.9
1990	5,224	2,621	7,845	1,252,506	255,799	222,206	1,730,511	5.5
1991	5,229	2,720	7,949	1,197,408	249,720	215,438	1,662,566	-3.9
1992	5,403	2,959	8,362	1,204,153	252,588	222,335	1,679,076	1.0
1993	5,638	3,014	8,652	1,195,633	249,616	212,072	1,657,321	-1.3
1994	5,842	3,131	8,973	1,257,448	249,266	233,438	1,740,152	5.0
1995	6,051	3,182	9,233	1,342,834	264,069	239,146	1,846,049	6.1
1996	6,089	3,193	9,282	1,451,831	287,674	258,400	1,997,905	8.2
1997	6,092	3,032	9,124	1,577,744	379,127	220,307	2,177,178	9.0
1998	6,148	3,016	9,164	1,676,216	377,804	232,850	2,286,870	5.0
1999	6,213	2,904	9,117	1,905,314	416,484	276,382	2,598,180	13.6
2000	6,359	2,922	9,281	2,132,339	457,693	334,539	2,924,571	12.6
2001	6,480	2,945	9,425	2,257,873	492,875	328,767	3,079,515	5.3

Source: State Board of Equalization

Taxable Sales in the 35 Largest Counties, By Type of Business
San Luis Obispo County

(Taxable transactions in thousands of dollars)

	Drug Stores	Other General Merchandise	General merchandise stores	Sporting Goods	Food Stores Selling all Types of Liquor	All Other Food Stores	Packaged Liquor Stores	Eating Places: No Alcoholic Beverages	Eating Places: Beer and Wine	Eating and Drinking: All Types of Liquor	Eating and Drinking Group	Service Stations	Mobile Homes, Trailers and Campers	Boat, Motorcycle, and Plane Dealer	Retail Stores Totals	Business and Personal Services	All Other Outlets	Totals All Outlets
1980																		
Permits	36	10	100	57	22	134	41	152	150	71	373	173	27	27	1,901	648	2,832	5,381
Taxable Transactions	18,783	2,503	56,161	5,245	38,028	18,559	13,474	29,511	24,088	37,057	90,656	100,391	8,924	4,013	558,384	30,191	137,305	725,880
1981																		
Permits	36	9	99	52	23	138	42	153	166	74	393	169	29	28	1,963	662	3,115	5,740
Taxable Transactions	20,246	2,551	62,412	5,544	45,103	21,416	14,050	32,779	29,597	43,065	105,441	111,162	6,997	4,711	622,696	32,920	157,528	813,144
1982																		
Permits	36	9	98	54	24	143	44	171	181	75	427	163	26	35	2,115	715	3,531	6,361
Taxable Transactions	23,809	2,386	69,431	5,468	49,468	20,467	13,816	33,666	33,811	41,648	109,125	107,868	4,530	4,985	636,811	35,712	164,083	836,606
1983																		
Permits	37	12	99	52	24	144	45	199	185	77	461	161	28	33	2,204	728	3,881	6,813
Taxable Transactions	26,362	2,576	97,271	5,827	55,431	22,209	15,234	39,167	38,909	45,911	123,987	109,442	5,216	6,524	759,143	37,372	192,452	988,967
1984																		
Permits	37	15	98	50	25	135	48	198	205	78	481	155	22	32	2,246	711	3,431	6,388
Taxable Transactions	27,663	3,657	110,297	6,259	62,183	25,004	16,740	45,250	46,179	49,759	141,188	112,274	4,958	7,317	873,584	45,580	212,899	1,132,063
1985																		
Permits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxable Transactions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1986																		
Permits	39	15	102	53	24	145	47	209	218	93	520	141	21	28	2,399	783	3,247	6,429
Taxable Transactions	32,177	4,394	126,759	8,054	68,836	28,871	16,567	47,890	51,460	52,245	151,595	100,822	5,538	7,787	962,565	53,086	299,034	1,314,685
1987																		
Permits	42	12	102	63	25	159	48	207	227	88	522	128	18	31	2,484	807	3,149	6,440
Taxable Transactions	32,530	4,581	145,493	13,750	68,589	33,829	16,762	52,568	61,929	61,837	176,334	102,528	6,007	7,520	1,036,431	61,900	334,436	1,432,767
1988																		
Permits	44	9	99	64	25	162	49	231	237	87	555	131	19	32	2,657	859	3,307	6,823
Taxable Transactions	37,791	2,583	151,885	16,832	69,747	36,667	17,141	55,791	67,643	62,898	186,332	113,575	5,712	7,347	1,101,202	62,124	385,813	1,549,139
1989																		
Permits																		
Taxable Transactions																		
1990																		
Permits	44	7	102	64	26	167	48	257	243	81	581	111	23	35	2,876	952	4,017	7,845
Taxable Transactions	41,979	2,151	169,033	19,681	87,687	37,768	17,644	58,699	78,893	67,533	205,125	141,772	8,214	7,747	1,260,520	74,753	395,238	1,730,511
1991																		
Permits	47	7	104	66	25	161	52	271	243	80	594	109	19	32	2,833	969	4,147	7,949
Taxable Transactions	45,805	1,505	164,259	18,039	87,354	46,852	18,673	65,309	79,141	65,119	209,569	127,364	6,450	7,327	1,202,830	69,753	389,983	1,662,566
1992																		
Permits	46	7	101	62	24	164	52	254	244	82	580	106	16	30	2,866	969	4,527	8,362
Taxable Transactions	54,193	1,753	173,617	18,083	91,871	53,206	20,900	62,619	78,769	63,831	205,219	132,526	5,176	6,857	1,212,345	69,052	397,679	1,679,076
1993																		
Permits	41	7	96	62	24	164	52	267	244	86	597	98	18	26	2,876	981	4,795	8,652
Taxable Transactions	63,500	2,015	167,476	20,225	72,830	45,069	19,263	63,682	81,305	62,893	207,780	138,083	5,025	8,215	1,197,473	70,352	389,496	1,657,321

Source: State Board of Equalization

	Drug Stores	Other General Merchandise	General merchandise stores	Sporting Goods	Food Stores Selling all Types of Liquor	All Other Food Stores	Packaged Liquor Stores	Eating Places: No Alcoholic Beverages	Eating Places: Beer and Wine	Eating and Drinking: All Types of Liquor	Eating and Drinking Group	Service Stations	Mobile Homes, Trailers and Campers	Boat, Motorcycle, and Plane Dealer	Retail Stores Totals	Business and Personal Services	All Other Outlets	Totals All Outlets
1994																		
Permits	42	8	90	67	26	184	51	265	254	89	608	102	18	29	2,933	1,006	5,034	8,973
Taxable Transactions	53,853	14,222	179,012	25,503	68,741	41,994	18,235	62,876	88,207	60,982	212,065	135,331	5,374	9,572	1,246,975	72,315	420,862	1,740,152
1995																		
Permits	43	8	91	74	26	165	55	289	257	89	635	97	19	27	3,047	1,040	5,146	9,233
Taxable Transactions	51,551	35,142	189,042	24,122	73,652	42,175	18,688	66,139	89,829	62,261	218,229	138,094	9,628	10,714	1,321,785	73,997	450,267	1,846,049
1996																		
Permits	34	13	85	81	33	162	52	294	259	84	637	100	20	26	3,040	1,050	5,192	9,282
Taxable Transactions	53,016	38,870	197,487	24,993	86,371	43,333	18,513	71,299	94,016	64,952	230,267	157,586	11,741	13,156	1,433,800	78,420	485,685	1,997,905
1997																		
Permits	37	86	49	81	34	160	194	288	263	81	632	98	21	28	2,988	1,024	5,112	9,124
Taxable Transactions	55,427	207,761	152,334	29,118	96,048	46,475	142,523	78,507	98,056	66,815	243,378	160,528	11,520	15,366	1,543,297	86,548	547,333	2,177,178
1998																		
Permits	38	88	50	88	34	152	186	285	266	87	638	101	21	31	2,989	1,044	5,131	9,164
Taxable Transactions	53,931	230,575	176,644	31,978	92,116	47,804	139,920	83,111	102,945	72,459	258,515	145,488	13,326	16,659	1,643,560	96,719	546,591	2,286,870
1999																		
Permits	37	87	50	88	284	252	90	626	224	41	265	87	18	33	3,087	1,033	4,997	9,117
Taxable Transactions	52,423	261,462	209,039	36,572	89,392	112,493	76,773	278,658	52,169	22,171	74,340	173,452	14,651	21,630	1,851,556	114,810	631,814	2,598,180
2000																		
Permits	38	86	48	100	35	145	84	288	255	97	640	88	23	33	3,280	1,036	4,965	9,281
Taxable Transactions	52,039	274,058	222,019	43,455	106,244	58,162	27,065	98,929	121,315	84,973	305,217	206,016	14,555	23,857	2,080,718	4,965	724,508	2,924,571
2001																		
Permits	36	77	41	106	36	138	174	308	261	101	670	93	23	35	3,421	1,041	4,963	9,425
Taxable Transactions	53,776	290,006	236,230	45,963	114,010	54,680	168,690	107,046	124,759	91,971	323,776	202,790	18,020	26,205	2,242,055	122,380	715,080	3,079,515

Source: State Board of Equalization

Taxable Sales in the 272 Largest Cities, By Type of Business

Atascadero and Paso Robles

(Taxable transactions in thousands of dollars)

Source: State Board of Equalization

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
1980				
Apparel Stores	15	2,135	17	3,515
General Merchandise Stores	9	3,143	12	6,005
Drug Stores	4	2,787	4	1,269
Food Stores	12	7,073	10	7,065
Packaged Liquor Stores	3	-	6	2,160
Eating and Drinking Places	37	6,766	28	8,956
Home Furnish. and Appliances	22	2,022	15	1,868
Bldg. Matr. Abd Farm Implmts.	15	6,849	18	9,556
Autop Dealers and Supplies	9	3,904	11	6,063
Service Stations	18	10,775	24	13,683
Other Retail Stores	57	6,184	46	5,780
Retail Stores Total	201	51,638	191	65,920
All Other Outlets	359	12,436	248	15,067
Totals All Outlets	560	64,074	439	80,987
1981				
Apparel Stores	17	2,576	17	3,856
General Merchandise Stores	9	3,724	11	6,651
Drug Stores	4	3,078	4	1,241
Food Stores	14	8,881	11	9,574
Packaged Liquor Stores	4	-	6	2,132
Eating and Drinking Places	39	7,872	31	10,603
Home Furnish. and Appliances	28	3,119	17	2,306
Bldg. Matr. Abd Farm Implmts.	14	6,720	16	8,527
Autop Dealers and Supplies	10	5,376	11	6,303
Service Stations	18	12,368	23	15,369
Other Retail Stores	57	5,943	46	6,328
Retail Stores Total	214	59,657	193	72,890
All Other Outlets	433	15,069	271	18,790
Totals All Outlets	647	74,726	464	91,680
1982				
Apparel Stores	20	2,697	17	3,556
General Merchandise Stores	8	3,675	11	8,435
Drug Stores	4	3,262	4	1,380
Food Stores	15	9,527	12	10,358
Packaged Liquor Stores	3	-	6	1,877
Eating and Drinking Places	39	8,605	36	11,810
Home Furnish. and Appliances	27	2,357	19	2,389
Bldg. Matr. Abd Farm Implmts.	14	6,342	14	7,867
Autop Dealers and Supplies	12	4,623	12	6,529
Service Stations	19	12,707	24	15,779
Other Retail Stores	65	7,610	50	6,568
Retail Stores Total	226	61,405	205	76,548
All Other Outlets	458	15,849	291	18,338
Totals All Outlets	684	77,254	496	94,886
1983				
Apparel Stores	19	2,500	15	3,460
General Merchandise Stores	8	4,000	12	14,780
Drug Stores	4	-	4	-

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
Food Stores	15	10,983	11	10,420
Packaged Liquor Stores	2	-	6	2,095
Eating and Drinking Places	47	10,030	42	13,516
Home Furnish. and Appliances	31	3,065	15	2,508
Bldg. Matr. Abd Farm Implmts.	14	7,510	16	11,180
Autop Dealers and Supplies	10	7,606	14	4,725
Service Stations	17	13,358	23	17,230
Other Retail Stores	67	10,940	59	9,476
Retail Stores Total	234	69,992	217	89,390
All Other Outlets	511	20,321	331	23,133
Totals All Outlets	745	90,313	548	112,523
1984				
Apparel Stores	15	2,453	15	3,317
General Merchandise Stores	8	4,462	11	15,961
Drug Stores	4	3,712	4	1,256
Food Stores	14	12,482	10	12,175
Packaged Liquor Stores	3	-	7	2,442
Eating and Drinking Places	48	10,524	43	15,462
Home Furnish. and Appliances	26	4,494	19	3,110
Bldg. Matr. Abd Farm Implmts.	16	9,574	16	14,918
Autop Dealers and Supplies	12	8,253	17	13,071
Service Stations	16	14,025	22	17,595
Other Retail Stores	78	9,337	66	10,128
Retail Stores Total	240	79,316	230	109,435
All Other Outlets	451	24,006	300	24,182
Totals All Outlets	691	103,322	530	133,617
1985				
Apparel Stores	-	-	-	-
General Merchandise Stores	-	-	-	-
Drug Stores	-	-	-	-
Food Stores	-	-	-	-
Packaged Liquor Stores	-	-	-	-
Eating and Drinking Places	-	-	-	-
Home Furnish. and Appliances	-	-	-	-
Bldg. Matr. Abd Farm Implmts.	-	-	-	-
Autop Dealers and Supplies	-	-	-	-
Service Stations	-	-	-	-
Other Retail Stores	-	-	-	-
Retail Stores Total	-	-	-	-
All Other Outlets	-	-	-	-
Totals All Outlets	-	-	-	-
1986				
Apparel Stores	20	2,725	16	3,524
General Merchandise Stores	11	4,440	10	17,453
Drug Stores	4	3,673	5	2,714
Food Stores	16	14,524	15	15,791
Packaged Liquor Stores	4	1,270	7	2,041
Eating and Drinking Places	48	12,444	52	16,000
Home Furnish. and Appliances	35	7,020	25	4,369
Bldg. Matr. Abd Farm Implmts.	21	11,992	19	19,194
Autop Dealers and Supplies	15	11,967	14	13,526
Service Stations	13	11,258	22	13,794
Other Retail Stores	82	9,956	70	12,439
Retail Stores Total	269	91,269	255	120,845
All Other Outlets	441	15,595	302	34,027

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
Totals All Outlets	710	106,864	557	154,872
1987				
Apparel Stores	20	2,574	16	4,155
General Merchandise Stores	10	11,264	8	16,888
Drug Stores	4	3,525	6	2,780
Food Stores	17	15,913	16	16,209
Packaged Liquor Stores	5	1,952	7	1,886
Eating and Drinking Places	46	14,189	58	17,531
Home Furnish. and Appliances	32	6,922	23	4,959
Bldg. Matr. Abd Farm Implmts.	18	10,438	20	18,534
Autop Dealers and Supplies	16	14,058	14	12,302
Service Stations	13	10,580	17	14,679
Other Retail Stores	78	11,062	73	12,130
Retail Stores Total	259	102,659	258	122,053
All Other Outlets	434	18,369	318	31,503
Totals All Outlets	693	121,028	576	153,556
1988				
Apparel Stores	21	2,292	17	4,677
General Merchandise Stores	7	14,882	8	16,637
Drug Stores	4	3,805	6	3,144
Food Stores	15	16,250	16	16,750
Packaged Liquor Stores	7	2,327	6	2,030
Eating and Drinking Places	51	14,360	60	18,206
Home Furnish. and Appliances	34	7,688	27	5,054
Bldg. Matr. Abd Farm Implmts.	16	10,653	23	19,085
Autop Dealers and Supplies	15	12,005	13	14,084
Service Stations	13	10,434	20	18,974
Other Retail Stores	80	11,102	78	13,083
Retail Stores Total	263	105,798	274	131,724
All Other Outlets	443	20,333	349	33,679
Totals All Outlets	706	126,131	623	165,403
1989				
Apparel Stores	18	1,773	19	5,022
General Merchandise Stores	8	16,173	7	18,652
Drug Stores	6	4,963	6	3,067
Food Stores	18	19,516	15	19,071
Packaged Liquor Stores	7	2,822	6	1,941
Eating and Drinking Places	53	15,166	62	20,340
Home Furnish. and Appliances	28	8,612	31	5,855
Bldg. Matr. Abd Farm Implmts.	15	15,103	22	25,391
Autop Dealers and Supplies	19	15,418	16	23,325
Service Stations	10	13,223	20	22,927
Other Retail Stores	86	12,377	77	15,748
Retail Stores Total	268	125,119	281	161,339
All Other Outlets	479	21,848	372	35,927
Totals All Outlets	747	146,967	653	197,266
1990				
Apparel Stores	20	1,537	21	5,297
General Merchandise Stores	7	16,957	8	18,702
Drug Stores	6	6,804	5	3,039
Food Stores	18	21,202	13	19,428
Packaged Liquor Stores	5	2,406	5	2,032
Eating and Drinking Places	54	17,294	65	20,879
Home Furnish. and Appliances	31	8,722	29	5,948
Bldg. Matr. Abd Farm Implmts.	22	13,093	23	24,796

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
Autop Dealers and Supplies	22	15,141	19	25,323
Service Stations	11	15,682	22	33,354
Other Retail Stores	89	13,132	90	17,477
Retail Stores Total	285	131,970	300	176,275
All Other Outlets	515	20,018	426	34,749
Totals All Outlets	800	151,988	726	211,024
1991				
Apparel Stores	19	1,685	22	5,123
General Merchandise Stores	7	16,506	8	17,160
Drug Stores	7	7,183	6	4,691
Food Stores	18	21,978	12	21,285
Packaged Liquor Stores	5	2,639	4	1,465
Eating and Drinking Places	62	16,756	65	20,763
Home Furnish. and Appliances	31	7,346	24	5,819
Bldg. Matr. Abd Farm Implmts.	21	13,812	27	22,958
Autop Dealers and Supplies	23	13,851	18	22,075
Service Stations	13	16,398	21	22,745
Other Retail Stores	99	14,302	85	15,235
Retail Stores Total	305	132,456	292	159,319
All Other Outlets	501	18,471	411	35,920
Totals All Outlets	806	150,927	703	195,239
1992				
Apparel Stores	16	1,375	19	4,865
General Merchandise Stores	9	16,574	7	17,798
Drug Stores	7	9,091	6	8,347
Food Stores	16	24,475	13	21,580
Packaged Liquor Stores	5	2,688	4	1,286
Eating and Drinking Places	58	16,266	62	20,431
Home Furnish. and Appliances	21	7,022	26	5,125
Bldg. Matr. Abd Farm Implmts.	19	11,433	28	25,970
Autop Dealers and Supplies	23	12,679	15	18,771
Service Stations	13	16,023	21	24,982
Other Retail Stores	109	13,668	92	14,796
Retail Stores Total	296	131,474	293	163,951
All Other Outlets	536	20,834	441	34,145
Totals All Outlets	832	152,308	734	198,096
1993				
Apparel Stores	13	1,350	16	4,376
General Merchandise Stores	8	15,789	8	15,444
Drug Stores	7	8,683	4	8,224
Food Stores	17	20,785	10	17,918
Packaged Liquor Stores	4	-	5	1,836
Eating and Drinking Places	60	16,037	66	22,384
Home Furnish. and Appliances	24	8,255	26	6,004
Bldg. Matr. Abd Farm Implmts.	18	11,891	27	24,868
Autop Dealers and Supplies	22	16,871	18	23,267
Service Stations	11	15,336	20	29,028
Other Retail Stores	104	16,436	104	15,758
Retail Stores Total	288	131,433	304	169,107
All Other Outlets	583	19,669	484	31,918
Totals All Outlets	871	151,102	788	201,025
1994				
Apparel Stores	8	3,918	22	4,354
General Merchandise Stores	6	14,334	9	25,142
Drug Stores	7	8,760	5	8,144

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
Food Stores	21	20,504	10	17,267
Packaged Liquor Stores	3	-	3	-
Eating and Drinking Places	59	17,304	66	21,146
Home Furnish. and Appliances	28	8,638	29	6,762
Bldg. Matr. Abd Farm Implmts.	19	11,420	21	24,319
Autop Dealers and Supplies	20	21,822	17	25,804
Service Stations	10	15,271	18	26,408
Other Retail Stores	116	17,619	114	19,419
Retail Stores Total	297	139,590	314	178,765
All Other Outlets	612	21,933	543	33,807
Totals All Outlets	909	161,523	857	212,572
1995				
Apparel Stores	17	11,391	23	3,755
General Merchandise Stores	7	12,464	8	42,176
Drug Stores	6	8,324	6	-
Food Stores	17	20,337	14	17,566
Packaged Liquor Stores	4	2,893	3	-
Eating and Drinking Places	61	17,752	70	22,393
Home Furnish. and Appliances	29	8,151	29	7,103
Bldg. Matr. Abd Farm Implmts.	16	11,670	23	22,493
Autop Dealers and Supplies	23	24,542	18	31,737
Service Stations	8	15,593	17	26,988
Other Retail Stores	120	15,297	119	27,642
Retail Stores Total	308	148,414	330	201,853
All Other Outlets	616	24,689	586	42,110
Totals All Outlets	924	173,103	916	243,963
1996				
Apparel Stores	25	12,342	18	4,151
General Merchandise Stores	5	12,481	9	46,549
Drug Stores	5	8,322	3	-
Food Stores	17	21,743	15	18,338
Packaged Liquor Stores	4	2,884	2	-
Eating and Drinking Places	58	18,263	68	23,650
Home Furnish. and Appliances	29	6,791	29	7,052
Bldg. Matr. Abd Farm Implmts.	16	12,202	20	23,633
Autop Dealers and Supplies	24	25,560	19	36,992
Service Stations	9	19,573	17	31,031
Other Retail Stores	115	16,386	117	28,328
Retail Stores Total	307	156,547	317	219,724
All Other Outlets	654	26,156	616	48,581
Totals All Outlets	961	182,703	933	268,305
1997				
Apparel Stores	19	13,761	17	4,106
General Merchandise Stores	11	21,803	13	58,468
Drug Stores	-	-	-	-
Food Stores	16	23,644	17	19,039
Packaged Liquor Stores	-	-	-	-
Eating and Drinking Places	58	19,827	71	26,141
Home Furnish. and Appliances	25	5,994	33	7,856
Bldg. Matr. Abd Farm Implmts.	17	13,822	20	27,817
Auto Dealers and Supplies	22	31,507	23	40,534
Service Stations	10	19,450	17	32,597
Other Retail Stores	111	19,340	122	27,482
Retail Stores Total	289	169,148	333	244,040
All Other Outlets	677	29,908	628	50,701

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
Totals All Outlets	966	199,056	961	294,741
1998				
Apparel Stores	22	12,803	16	4,301
General Merchandise Stores	12	21,719	14	77,089
Drug Stores	-	-	-	-
Food Stores	15	23,113	17	19,602
Packaged Liquor Stores	-	-	-	-
Eating and Drinking Places	65	20,370	78	30,235
Home Furnish. and Appliances	23	7,421	28	8,868
Bldg. Matrl. Abd Farm Implmts.	17	15,081	22	25,771
Autop Dealers and Supplies	22	34,256	22	43,507
Service Stations	10	16,981	18	27,933
Other Retail Stores	124	19,829	120	35,807
Retail Stores Total	310	171,573	335	273,113
All Other Outlets	677	33,106	696	52,910
Totals All Outlets	987	204,679	1,031	326,023
1999				
Apparel Stores	21	13,567	15	4,523
General Merchandise Stores	10	22,896	16	84,098
Drug Stores	-	-	-	-
Food Stores	15	25,833	18	20,901
Packaged Liquor Stores	-	-	-	-
Eating and Drinking Places	61	21,522	80	33,988
Home Furnish. and Appliances	26	9,382	29	10,462
Bldg. Matrl. Abd Farm Implmts.	16	20,558	23	31,847
Auto Dealers and Supplies	28	38,761	29	51,938
Service Stations	8	15,437	15	33,559
Other Retail Stores	134	23,691	144	46,678
Retail Stores Total	319	191,647	369	317,994
All Other Outlets	645	39,126	720	63,785
Totals All Outlets	964	230,773	1,089	381,779
2000				
Apparel Stores	20	12,259	17	5,023
General Merchandise Stores	9	22,767	15	91,002
Drug Stores	-	-	-	-
Food Stores	16	32,122	21	22,131
Packaged Liquor Stores	-	-	-	-
Eating and Drinking Places	58	22,218	81	41,784
Home Furnish. and Appliances	23	9,558	34	11,976
Bldg. Matrl. Abd Farm Implmts.	16	25,023	24	35,344
Autop Dealers and Supplies	30	43,066	30	67,855
Service Stations	8	17,322	15	39,736
Other Retail Stores	152	27,840	166	50,298
Retail Stores Total	332	212,175	403	365,149
All Other Outlets	652	43,378	723	66,642
Totals All Outlets	984	255,553	1,126	431,791
2001				
Apparel Stores	22	10,535	17	6,174
General Merchandise Stores	7	23,227	16	96,216
Drug Stores	-	-	-	-
Food Stores	17	31,402	19	22,270
Packaged Liquor Stores	-	-	-	-
Eating and Drinking Places	63	23,668	87	44,372
Home Furnish. and Appliances	21	10,300	41	12,656
Bldg. Matrl. Abd Farm Implmts.	19	57,620	23	42,525

Type of Business	Atascadero		Paso Robles	
	Permits	Taxable Transactions	Permits	Taxable Transactions
Autop Dealers and Supplies	29	48,778	35	83,111
Service Stations	10	17,231	15	38,301
Other Retail Stores	154	29,376	180	50,817
Retail Stores Total	342	252,137	433	396,442
All Other Outlets	641	43,457	761	72,635
Totals All Outlets	983	295,594	1,194	469,077

San Luis Obispo County Home Sale Data for Selected Census Tracts

Source: DataQuick Information Systems

Sales Volume

Year	Qtr	100	101	102	SLO Cty
1989	1	28	22	115	1,419
	2	50	34	135	1,846
	3	52	36	117	1,706
	4	41	31	91	1,248
1990	1	26	17	78	1,043
	2	26	15	58	994
	3	16	15	52	875
	4	14	11	35	632
1991	1	16	13	40	607
	2	20	12	41	865
	3	16	14	40	816
	4	9	14	41	707
1992	1	14	9	42	684
	2	14	8	38	873
	3	17	13	34	700
	4	10	10	45	774
1993	1	15	6	28	593
	2	16	7	34	773
	3	17	10	37	835
	4	27	12	51	870
1994	1	17	13	47	812
	2	25	13	49	980
	3	11	14	38	867
	4	18	15	42	784
1995	1	13	8	20	566
	2	27	17	37	709
	3	29	18	37	783
	4	19	27	29	748
1996	1	11	13	38	669
	2	21	15	32	875
	3	21	19	48	860
	4	17	12	37	783
1997	1	20	10	36	727
	2	19	9	49	1,043
	3	27	19	51	1,176
	4	20	11	55	1,018
1998	1	15	15	44	838
	2	25	24	63	1,326
	3	22	16	54	1,545
	4	16	16	61	1,401
1999	1	23	13	45	1,109
	2	34	28	70	1,583
	3	28	27	87	1,501
	4	16	24	79	1,252
2000	1	21	12	73	1,129
	2	32	28	81	1,443

Median Sales Price

Year	Qtr	100	101	102	SLO Cty
1989	1	\$95,250	\$85,000	\$114,000	\$134,000
	2	\$103,750	\$96,500	\$125,000	\$148,000
	3	\$97,500	\$125,000	\$129,500	\$160,000
	4	\$112,500	\$123,000	\$139,250	\$165,500
1990	1	\$117,500	\$117,750	\$146,000	\$180,000
	2	\$114,500	\$166,500	\$160,000	\$185,000
	3	\$136,500	\$137,500	\$155,500	\$190,000
	4	\$156,000	\$124,250	\$148,500	\$185,000
1991	1	\$90,000	\$89,250	\$130,000	\$169,500
	2	\$115,000	\$89,000	\$152,000	\$177,500
	3	\$132,000	\$138,750	\$152,000	\$182,000
	4	\$128,750	\$123,000	\$127,000	\$180,000
1992	1	\$145,500	\$122,500	\$146,000	\$169,000
	2	\$126,750	\$115,000	\$153,000	\$164,500
	3	\$141,500	\$121,250	\$151,000	\$160,000
	4	\$145,000	\$165,000	\$138,000	\$162,000
1993	1	\$124,000	\$124,500	\$137,750	\$160,000
	2	\$120,500	\$106,000	\$115,000	\$163,000
	3	\$148,500	\$144,250	\$140,000	\$168,000
	4	\$147,500	\$106,500	\$145,000	\$161,000
1994	1	\$137,500	\$135,000	\$124,000	\$160,500
	2	\$131,500	\$140,250	\$125,000	\$160,000
	3	\$123,500	\$135,500	\$122,000	\$161,500
	4	\$138,750	\$125,000	\$128,000	\$155,000
1995	1	\$114,000	\$120,000	\$120,000	\$150,000
	2	\$138,000	\$95,000	\$123,000	\$155,000
	3	\$138,500	\$82,000	\$131,000	\$155,000
	4	\$175,000	\$111,000	\$128,000	\$157,500
1996	1	\$150,000	\$121,500	\$119,750	\$152,000
	2	\$137,500	\$130,000	\$116,250	\$158,000
	3	\$131,000	\$137,000	\$126,000	\$158,000
	4	\$116,000	\$126,750	\$127,000	\$159,000
1997	1	\$140,000	\$103,750	\$135,750	\$165,000
	2	\$117,500	\$128,500	\$137,000	\$165,000
	3	\$106,500	\$117,500	\$126,500	\$172,500
	4	\$134,000	\$155,000	\$121,500	\$168,000
1998	1	\$111,000	\$137,000	\$130,000	\$166,136
	2	\$155,000	\$105,000	\$136,000	\$171,500
	3	\$122,750	\$124,000	\$141,000	\$180,000
	4	\$132,750	\$124,750	\$153,500	\$182,500
1999	1	\$185,000	\$118,000	\$160,000	\$178,500
	2	\$137,750	\$127,750	\$152,750	\$194,250
	3	\$160,000	\$130,000	\$159,000	\$195,000
	4	\$160,000	\$140,250	\$152,250	\$200,000
2000	1	\$168,000	\$224,250	\$172,500	\$209,250
	2	\$160,000	\$159,500	\$176,000	\$222,500

2001	3	27	45	91	1,422
	4	34	61	73	1,315
	1	19	53	69	1,166
	2	37	67	93	1,342
2002	3	22	55	74	1,437
	4	24	21	61	1,130
	1	24	21	56	1,214
	2	27	43	76	1,545
	3	23	34	83	1,453
	4	23	36	74	1,207

2001	3	\$169,500	\$179,500	\$195,000	\$230,250
	4	\$172,000	\$188,500	\$193,000	\$240,250
	1	\$170,000	\$216,500	\$195,000	\$250,000
	2	\$195,000	\$198,000	\$228,500	\$265,000
2002	3	\$222,000	\$200,000	\$228,500	\$272,000
	4	\$219,250	\$230,000	\$200,500	\$280,000
	1	\$225,000	\$260,000	\$227,000	\$289,000
	2	\$257,500	\$273,500	\$250,000	\$310,000
	3	\$289,500	\$262,000	\$264,000	\$327,250
	4	\$213,750	\$261,000	\$270,000	\$330,000

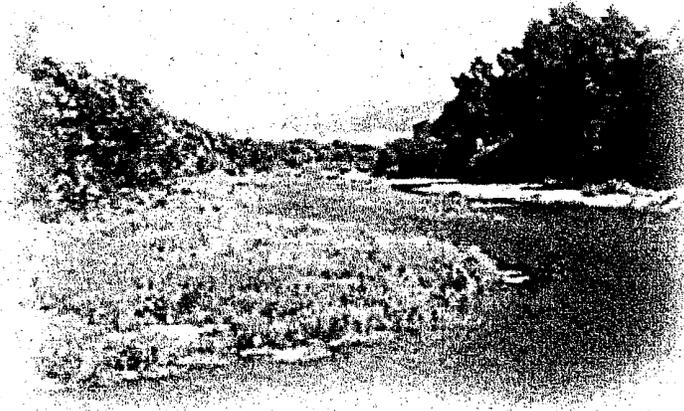
FINAL
ENVIRONMENTAL IMPACT REPORT/
ENVIRONMENTAL IMPACT STATEMENT

for the

Salinas Valley Water Project

SCH# 2000034007

VOLUME I

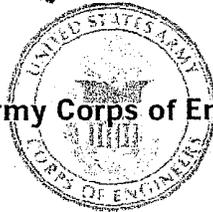


April 2002

Monterey County Water Resources Agency



U.S. Army Corps of Engineers



Economic Development Administration



A number of comments were received pertaining to the economic effects of the proposed project. It is acknowledged that the proposed project could affect local economic conditions in a number of ways. The project would affect recreational opportunities, which would adversely affect the recreation economy reliant on use of Lake Nacimiento and Lake San Antonio and could also affect the value of properties around Lake Nacimiento. The project also would affect the urban and agricultural economies of the Salinas Valley, which are heavily reliant on the use of groundwater.

CEQA requirements regarding economic and social effects are provided in §15131 of the State CEQA Guidelines. In summary, CEQA states that economic/social effects of a project shall *not* be treated as significant effects on the environment, but may be considered if these effects, in turn, lead to physical changes to the environment. CEQA also states that economic/social effects of a project may be used to determine the significance of physical changes caused by the project. Similarly, economic and social effects are not considered to be significant environmental effects under NEPA ("... economic and social effects and not intended by themselves to require preparation of an environmental impact statement." CEQ NEPA regulations §1508.14). The CEQ NEPA regulations do state "when an environmental impact statement is prepared and economic or social and natural or physical environmental effects are interrelated, then the environmental impact statement will discuss all of these effects on the human environment." (40 CFR §1508.14). There is little guidance under NEPA on what is meant by the interrelationship between economic and social effects and natural or physical environmental effects.

Both social and economic issues were considered in the Draft EIR/EIS evaluation of impacts of the SVWP. For instance, effects on recreation were considered to represent potential environmental impacts, even though it can be argued that recreation is a social issue rather than a physical environmental issue. The extent to which the project could affect recreational opportunities was used as a threshold of significance for environmental effects. The analysis considered the correlation between historical use of the lake and lake levels and identified a threshold below which visitation would be expected to be substantially diminished. This analysis concluded that the number of quality visitor days would be substantially diminished by the project and significant and unavoidable impacts would result. Project effects on aesthetics, which can also be considered a social issue, were evaluated as well. Regarding homes and visitors with views of the lakes, the Draft EIR/EIS concluded that the lake elevations would be sufficiently lowered by the project such that significant and unavoidable adverse visual impacts would occur. Social and economic effects to agriculture and urban uses were also considered. With regard to agriculture and urban uses, the Draft EIR/EIS concluded that halting seawater intrusion would have a substantial beneficial effect related to water quality. This would, in turn, result in continued productive use of agricultural land, which is a substantial component of the local economy. While these economic and social factors were considered in the environmental impact analysis consistent with NEPA and CEQA guidance, economic effects were not, by themselves, quantified or considered. Substantial public interest in potential economic effects related to changes in lake levels has been expressed in comments on the Draft EIR/EIS. In response to these comments, an analysis of these economic effects has been completed and is

presented in this final EIR/EIS to further the disclosure of the severity of physical impacts related to changes in lake levels. The results are provided below. The economic effects quantified here are not considered environmental effects in themselves under CEQA and NEPA. Accordingly, no conclusions are made regarding the significance of these effects and no mitigation is required.

Before reviewing the results of the economic analysis, several items are worth noting.

1. The economic analysis shows that the project would adversely affect visitor spending at the lakes and, to a lesser extent, in the local and regional economy. It also shows that property values around Lake Nacimiento would be negatively affected. This conclusion is consistent with the findings of the Draft EIR/EIS, which states that recreation and visual resources at Lake Nacimiento (and San Antonio) would be significantly affected and that this effect would be an unavoidable consequence of project implementation (i.e., the effect is not mitigable).
2. The reservoirs were built by the predecessor to the MCWRA and funded entirely by agricultural and urban uses in the Salinas Valley for the express purpose of providing flood control and water conservation benefits to the Salinas Valley. The agricultural and urban economies of the Salinas Valley rely on the reservoirs for their health. Although the presence of the reservoirs provides recreational and aesthetic amenities, these are not the primary purposes for which the reservoirs were constructed. An analysis of the project's economic benefits to landowners in the Salinas Valley and to the local and regional economy in Monterey County has not been conducted. Nevertheless, it needs to be recognized that the agricultural industry in Monterey County, most of which is in the Salinas Valley, is a \$2 billion plus/year industry, and the northern Salinas Valley, where the project would halt seawater intrusion, is home to some of the most productive agricultural land in the Valley (and the world). The northern Salinas Valley is also home to over 150,000 people. Both agricultural and urban uses rely on groundwater as their primary and nearly singular source of water. While this economic analysis does not examine the project's benefits, they would appear substantial. As described in Master Response MR-1, demand management options (no supplemental supply) would remove over \$32,000,000 annually in primary agricultural crop revenues, and secondary impacts (farm labor wages, processing, transportation, etc.) would add to this economic loss. A complete evaluation of economic effects of the project would need to consider these effects in addition to the adverse effects related to reservoir lake levels and curtailment of recreational opportunities.
3. The MCWRA owns the reservoirs and operates them in accordance with the water right license granted to it by the State of California, which specifies the beneficial uses for the water stored in the reservoirs. The priority beneficial uses specified in the MCWRA's water rights license are flood control and groundwater recharge for the agricultural, domestic, municipal, industrial, and recreational uses in the Salinas Valley. Recreational use of San Antonio and Nacimiento reservoirs is not the primary beneficial use. The Agency has an agreement to provide up to 17,500 AFY to San Luis Obispo County for its use.

The economic analysis focuses on two main issues raised in public comment: (1) the regional economic and fiscal effects of the project resulting from changes in lake levels at Lake Nacimiento and Lake San Antonio, and (2) the indirect impacts to property values surrounding Lake Nacimiento resulting from changes in lake levels there (no residential properties exist at Lake San Antonio).

ECONOMIC/FISCAL EFFECTS

Methodology. Changes in recreational activity at Lake Nacimiento and Lake San Antonio resulting from project operations were predicted using a recreation visitation model, which evaluated the quantitative relationships between historical attendance data (1985-2000) and hydrologic (lake-level), demographic, economic, and climate data. Based on the results of the recreation visitation model, changes in recreational spending by visitors to each lake were estimated using estimates of visitor spending by type of recreational user. Based on estimated changes in recreational spending onsite, in Paso Robles, and in San Luis Obispo County as a whole, the economic effects of the project, as measured by changes in employment and income levels, were then estimated using information obtained from the resort operator and from the IMPLAN economic input-output model. IMPLAN is a commonly used analytical tool for estimating regional economic effects associated with changes in economic inputs. Fiscal impacts were evaluated by applying relevant tax rates to predicted changes in levels of recreational spending on retail goods and hotel/motel services to determine changes in local government revenues.

Results. The proposed project is predicted to result in changes in recreational activity at Lake Nacimiento and Lake San Antonio, which would, in turn, affect visitor spending, jobs, and personal income at the lakes and within Paso Robles and San Luis Obispo County. Under without-project conditions, recreational use, as expressed in annual visitor days, is predicted to decline by an average of 10.5% at Lake Nacimiento and by 33.9% at Lake San Antonio compared to use levels under without-project conditions. This is an average, and effects would be greater or lesser in a particular year depending on rainfall and reservoir levels.

The economic analysis estimates that annual visitor spending at the two lakes would decrease by an average of \$2.0 million under the project, a 24% reduction compared to without-project conditions. This reduction in visitor spending would result in an estimated 57 jobs being eliminated and total personal income being reduced by approximately \$900,000 annually onsite. Within Paso Robles, the project is expected to result in a decrease in visitor spending of approximately \$1.1 million (19% decrease), with 28 jobs being eliminated and a reduction of personal income of roughly \$924,000. Compared to 2000 employment figures, the reduction of jobs represents about 1% of jobs in recreation-serving businesses and roughly 0.2% of all jobs in Paso Robles. Based on information from the California Employment Development Department, job creation in Paso Robles averaged about 200 jobs per year between 1991 and 2000.

In San Luis Obispo County as a whole, which includes Paso Robles, average annual visitor spending is expected to decrease by \$2.3 million, resulting in the elimination of 74 jobs and a decrease in personal income of about \$1.5 million. Relative to employment within the county as a whole, these estimates represent a reduction of 0.2% of jobs in recreation-serving businesses

and approximately 0.05% all jobs in San Luis Obispo County. Based on information from the California Employment Development Department, job creation in San Luis Obispo County averaged about 2,500 jobs per year between 1991 and 2000.

Potential fiscal impacts in the project area are associated with changes in recreational use of Lake Nacimiento and Lake San Antonio and related effects on property values near the reservoirs. Fiscal impacts would include reductions in sales tax, transient occupancy, business license fees, and property tax revenues. For San Luis Obispo County, the proposed project is expected to result in a decrease of approximately \$10,500 (-0.2%) in sales taxes, \$35,700 (-0.9%) in transient occupancy taxes, \$100 (-0.2%) in business license fees, and \$60,300 (-0.1%) in property taxes. In total, the annual fiscal impacts on San Luis Obispo County are estimated to be \$106,600, or a reduction of 0.1% in the affected revenue sources. For the City of Paso Robles, sales tax revenue is expected to decrease by roughly \$6,400 (-0.1%), transient occupancy taxes would decrease by \$19,400 (-2.0%), and business license fees would fall by \$200 (-0.1%); there would be no property tax effects because the affected properties at Lake Nacimiento are not located within the City's jurisdiction. In total, fiscal impacts on the City of Paso Robles are estimated to be \$26,100, or a reduction of 0.3% in the affected revenue sources.

In addition, reductions in recreational visitation would affect revenues received by Monterey County Parks Department (MCPD). MCPD generates revenue through its lease agreements with on-site concessionaires and through campground/day-use fees for facilities it directly operates. Assuming MCPD revenues change at the same rate as recreation use levels, annual revenues could be expected to decline by \$30,800 at Lake Nacimiento and by \$360,400 at Lake San Antonio based on average annual (unadjusted) revenues between 1985 and 2001. Taken together, the reductions at the reservoirs could total \$391,200, or 28.8% of total (unadjusted) annual average revenues generated for the MCPD between 1985 and 2000.

PROPERTY VALUE EFFECTS

Methodology. The property value analysis was conducted by evaluating historical property sales data at Lake Nacimiento. Anecdotal data from discussions with knowledgeable locals and results from other comparable studies also were considered. Historical property sales data (1987-2001) were correlated with reservoir levels and other structural and location characteristics of properties to evaluate the relationship between these variables. A hedonic property-pricing methodology, which relies on multiple regression techniques to analyze the marginal contribution of parts of commodities to their overall value, was used to estimate the effect of reservoir levels and housing characteristics on a home's value (sales price).

Results. A statistically significant relationship was found between property sales price and lake levels. Under the preferred alternative (Alternative A), the average minimum summer lake elevation at Lake Nacimiento would be reduced from 748 feet above mean sea level under the baseline (without-project) conditions to 734 feet above mean sea level, a reduction of 14 feet or 1.9%. Based on observed responses in property sales to annual fluctuations in lake levels explained by the hedonic model, this reduction in lake levels would cause the average residential home at Lake Nacimiento (with an average market value of \$177,000) to decline in value by \$2,255 (1.3%).

Historical fluctuations in lake levels have been primarily related to short term climatic variations rather than more permanent changes in Monterey County's operation of the two reservoirs, a situation likely understood by existing homeowners and potential buyers. Because reoperation of the reservoirs under the SVWP would cause a long-term reduction in lake levels, it is expected that the impact on property values would be more pronounced than can be deduced from short-term (annual) fluctuations. A more pronounced effect on property values is likely because the project is expected to more frequently result in lake level conditions that are too low to support boating activities and would adversely affect aesthetic qualities of the immediate area. Based on conditions that occurred during the 1989-1991 drought years as a proxy, the long-term impact of the project on property values is estimated to be \$7,700 per home (4.4% of the average value of improved property). Lakefront and lake view properties likely would experience substantially higher reductions in property values.

The fiscal impact to San Luis Obispo County, in terms of the potential loss in property tax revenues, is described above under the fiscal impact discussion for the economic impact report.

IMPLICATIONS OF THE ECONOMIC ANALYSES

The economic analyses prepared for the SVWP indicate that the project is expected to indirectly result in lower recreational visitation to Lake Nacimiento and Lake San Antonio, which would, in turn, have economic and fiscal impacts for the local region. Economic impacts would be more pronounced at the reservoirs (e.g., resort operators, MCPD) relative to local and regional impacts within the City of Paso Robles and the County as a whole. The predicted change in fiscal revenues generated for these jurisdictions would be relatively minor compared to total annual revenues.

As stated in the outset of this response, these conclusions are consistent with the extent and nature of the impacts to recreational and visual resources stated in the Draft EIR/EIS; that is, impacts of the project to both these resources would be significant and adverse. There is no feasible mitigation available to reduce this mitigation to a level that is less than significant. However, please see Master Response MR-2 for a discussion of mitigation that is being considered to reduce this impact to the degree feasible.