

Gerry Jensen

Planning Commissioner, Business Owner, Dad

Gerry4Capitola.com Age: 56

I am running for Capitola City Council because Capitola is where my heart is. For over a decade, it's where I've raised my family and plan to spend my future. Our community has faced tough challenges: the pandemic hit our tourism-reliant economy hard, housing prices and inflation have soared, and the storms of 2023 damaged our landscape and economy. These issues are personal to me.

Despite these challenges, I'm optimistic. My roles as Planning Commissioner, Chair of the Capitola Wharf Enhancement Project, and Founder of Random Acts of Capitola Kindness have reinforced my belief in our community's strength. Together, we can overcome any challenge.

My goal as a Councilmember is to preserve Capitola's character while guiding us to a bright future. We need to support local businesses, revitalize community spaces, invest in infrastructure, prioritize safety, and expand recreational programs for everyone, including youth, families, and seniors. We must also increase housing options, protect our environment, and confront issues like sea level rise through smart planning.

As a business owner, general contractor, retired reserve deputy sheriff and Santa Cruz Leadership graduate, I am ready to serve, inspired by love for this place we are so fortunate to call home.