



santa cruz county

19

COMMUNITY
ASSESSMENT
PROJECT 2013
comprehensive report



santa cruz county

COMMUNITY ASSESSMENT PROJECT 2013

comprehensive report

19



The **CAP report** summarizes hundreds of community assets, challenges, and trends to help identify and assess what is unique about Santa Cruz County. The report displays the most current data available using established sources as well as an original survey.

The information in this **CAP report** is intended for use by both residents and stakeholders in their own services and products, including other reports, proposals, and as a baseline for performance systems. Display graphics are available for much of the data, as are trained presenters who can speak to groups about the information within and behind this report.



Community Assessment Project Products

The Community Assessment Project report is available online and also as a book for \$30.00 at the United Way of Santa Cruz County office:

4450 Capitola Road, Suite 106, Capitola, CA 95010
Tel: 831-479-5466 | Fax: 831-479-5477

Customized reports detailing specific topic areas, geographic regions, and demographic profiles are available by contacting Applied Survey Research.

Also available at no charge is the Dominican Hospital produced Summary Report of the Year 19, Community Assessment Project findings.

This entire report, the summary report, and past reports are available online at www.appliedsurveyresearch.org.

About the Researcher



Applied Survey Research (ASR) is a nonprofit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning, and developing custom strategies. The firm was founded on the principle that community improvement, initiative sustainability, and program success are closely tied to assessment of needs, evaluation of community goals, and development of appropriate responses.

The Santa Cruz County Community Assessment Project is a prime example of a comprehensive evaluation of the needs of the community. Its goal is to stimulate dialogue about trends and to encourage informed strategies for shaping future policies and effective actions.

Central Coast Office:

55 Brennan Street
Watsonville, CA 95076
Tel: 831-728-1356 | Fax: 831-728-3374

Bay Area Office:

1871 The Alameda, Suite 180
San Jose, CA 95126
Tel: 408-247-8319 | Fax: 408-260-7749

Southern California Office:

P.O. Box 1845
Claremont, CA 91711
Tel: 909-267-9332 | Fax: 909-399-0900

www.appliedsurveyresearch.org

Report Design
Graphic Design (Cover & Report)
Front & Back Cover Photographs
2013 Highlights Photographs
Production

Applied Survey Research
Michelle Luedtke, Applied Survey Research
Michelle Luedtke, Applied Survey Research
Samantha Green, Michelle Luedtke, and Abbie Stevens, Applied Survey Research
Business with Pleasure

Table of Contents

Community Assessment Project Overview 5
 Acknowledgments..... 6
 Snapshot of Santa Cruz County..... 9
 Ethnicity Snapshot of Santa Cruz County..... 10
 2013 Highlights..... 11
 2013 Community Heroes & Goals..... 15

Demographics 19

Santa Cruz County Demographic Profile..... 20

Economy 23

Economic Snapshot of Santa Cruz County..... 24
 Economy Community Goals 24
 Financial Well-Being ✓ 25
 Taxable Sales ✓ 27
 Agricultural Production..... 30
 Tourism 31
 Job Opportunities..... 32
 Unemployment Rates ✓ 33
 Net Job Growth 35
 Household Income ✓ 37
 Poverty Level..... 38
 Self-Sufficiency Income Standards 40
 Affordable Housing ✓ 42
 Housing Occupancy and Tenure..... 45
 Foreclosures 46
 Assistance for Needy Families 47

Education 49

Education Snapshot of Santa Cruz County..... 50
 Education Community Goals..... 50
 Student Enrollment 51
 Test Scores – California Standards Test (STAR) 52
 Test Scores – Academic Performance Index (API) ... 56
 Test Scores – California High School Exit Exam (CAHSEE)..... 56
 Test Scores - SAT ✓ 59
 English Learner Students..... 60
 High School Dropout Rates ✓ 61
 Satisfaction with Local Education System ✓ 62

Youth Assets..... 64
 Child Care 65
 College Preparation Courses ✓ 68
 Cabrillo College Attendance 69
 UC Santa Cruz Attendance 70
 Educational Attainment 71

Health 73

Health Snapshot of Santa Cruz County..... 74
 Health Community Goals..... 74
 County Health Rankings..... 75
 Access to Health Care ✓ 75
 Low-Income Health Care..... 78
 Health Insurance ✓ 80
 Births..... 82
 Teen Births..... 84
 Prenatal Care 86
 Birth Weight..... 87
 Breastfeeding..... 88
 Immunization Levels 90
 Dental Care 92
 Mental Health..... 93
 Physical Health 96
 Physical Activity..... 97
 Nutrition..... 98
 Obesity ✓ 99
 Diabetes 101
 Alcohol Use..... 102
 Availability of Alcohol 103
 Acceptance of Adult Alcohol Provision..... 105
 Community Acceptance of Marijuana Use..... 105
 Methamphetamine Admissions..... 108
 Prescription Drug Use..... 108
 Hospitalizations 111
 Unintentional Injuries 115
 Intentional Injuries..... 116
 Reported Communicable Diseases 117
 AIDS..... 118
 Suicides 118
 Leading Causes of Death..... 119

Public Safety 123

Public Safety Snapshot of Santa Cruz County..... 124
 Public Safety Community Goals 124
 Crime Rate ✓ 125
 Jail Population Characteristics..... 130
 Juvenile Arrests ✓ 131
 Concern About Crime/Neighborhood Safety ✓ 134
 Police Officers 136
 Police Response 137
 Fire Response..... 138
 Family Violence..... 139
 Elder Abuse..... 141
 Child Abuse ✓ 142
 Foster Care Placements..... 144
 Driving Under the Influence 145
 Drug Arrests 147

Social Environment 151

Social Environment Snapshot of Santa Cruz County.....152
 Social Environment Community Goals 152
 Basic Needs ✓ 153
 Homelessness 155
 People Served by Food Bank 158
 Students Receiving Free or Reduced Cost Meals.... 160
 Racism and Discrimination..... 161
 Quality of Life 162
 Youth Activities..... 165
 People with Disabilities ✓ 166
 Community Support..... 172
 Volunteerism/Charitable Giving ✓ 173
 Satisfaction with Local Government..... 174
 Voting ✓ 175
 Social Activism 176

Natural Environment 177

Natural Environment Snapshot of Santa Cruz
 County.....178
 Natural Environment Community Goals.....178
 Concern for the Environment.....179
 Protected Land ✓181
 Miles of Recreation Trails.....184
 Farmers Market and Local Produce185
 Organic Farming186
 Farmland Acreage.....187
 Pesticide Use188
 Health of County Waterways189
 Beach Warnings and Closures193
 Water Pollution Reduction194
 Water Use Reduction ✓195
 Non-Agricultural Water Use197
 Air Quality198
 Motor Vehicle Registrations.....198
 Roadway Congestion ✓199
 Alternative Transportation.....202
 Waste Reduction.....207

Appendices 209

Appendix I: Methodology210
 Appendix II: Definitions212
 Appendix III: Santa Cruz County Telephone Survey
 Results, 2013.....217
 Appendix IV: Past Community Heroes
 1996-2012233

Community Assessment Project Overview

The Santa Cruz County Community Assessment Project (CAP) is one of the oldest projects of its kind, as 2013 marks the 19th anniversary of the CAP. The CAP project began in 1994 and was spearheaded by the United Way of Santa Cruz County and Dominican Hospital, with Applied Survey Research (ASR) as their research partner. The Santa Cruz County CAP evaluates quality of life in six subject areas: the economy, education, health, public safety, the social environment, and the natural environment. As of 2013, there were over 100 indicators in the CAP including primary data from a telephone survey of a representative sample of Santa Cruz County residents, and secondary data from a variety of national, state and local sources. The CAP is accomplished through a ten step community improvement cycle designed by ASR, together with community stakeholders. One of the ten steps of the community improvement cycle involves setting community-wide goals, while another step focuses on community action to achieve the goals.

The CAP was chosen as an example of one of the best community indicator projects in the United States; the project won first place in the 2007 Community Indicators Consortium Innovation Awards sponsored by the Brookings Institution in Washington D.C.

The CAP is profiled in *Community Quality of Life Indicators, Best Practices III*, a book about best practices in community indicator projects throughout the world¹ and in the Organization for Economic Co-operation and Development's (OECD) *Statistics, Knowledge and Policy 2007: Measuring and Fostering the Progress of Societies*.² The United States General Accounting Office (GAO) determined that the CAP project was a best practice methodology for indicator reports. In 2010, the CAP project was featured in an article entitled "Connecting Data to Action: How the Santa Cruz County Community Assessment Project Contributes to Better Outcomes for Youth" in the Applied Research in Quality of Life Journal (ARIQ) focused on community indicators that are used as tools for social change. In 2011, the CAP was featured in a book entitled *Diversity and Community Development: An Intercultural Approach*.

Goals and Heroes






The CAP has nurtured and encouraged the community's focus by establishing Community Goals for improvement. There are several goals for each of the six topical areas. The Community Goals for the year 2015 were created with more than 1,000 community members, stakeholder groups, and organizations. Groups and organizations are asked to become champions to help achieve the Community Goals. The following groups led the community goal-setting process: Santa Cruz Community Credit Union, Santa Cruz County Office of Education, Ecology Action, The Health Improvement Partnership of Santa Cruz County, the Santa Cruz County Probation Department, and COPA (Communities Organized for Relational Power in Action). At the beginning of each of the subject chapters in this report is a list of community goals and community heroes who are helping to achieve those goals.

¹Sirgy, J., Phillips, R., Rahtz, D. (2007). Community Quality of Life Indicators, Best Practices III. The International Society for Quality of Life Studies, (ISQOLS).

²Organization for Economic Co-operation and Development. (2008). Statistics, Knowledge and Policy 2007: Measuring and Fostering the Progress of Societies, (OECD).

Legend

ITEM	DESCRIPTION
North County	Bonny Doon, Capitola, Davenport, Live Oak, Santa Cruz, Scotts Valley, and Soquel.
South County	Aptos, Corralitos, Freedom, La Selva Beach, Pajaro, and Watsonville.
SLV	(San Lorenzo Valley) Ben Lomond, Boulder Creek, Brookdale, Felton, Lompico, Mount Hermon, and Zayante.
*	Indicates statistically significant differences in survey responses between sub-groups in the 2013 telephone survey data. Absence of this symbol indicates <i>no</i> statistical significance differences between sub-groups for the 2013 data. For comparisons involving more than 2 groups (region, age, and income), footnotes at the bottom of the page indicate which specific comparisons are significant.
% Change	Describes a change in value between the current and first year's data. This only applies when the data are <i>not</i> percentages or rates.
Net Change	Describes the net change between the current and first year's data.

ITEM	DESCRIPTION
✓ or 	Indicates a Key Indicator. Key Indicators are used to provide a snapshot of the changing conditions in each area and are the most indicative of the overall condition of that particular subject area.
	Denotes a telephone survey question.
^	Indicates sample size is too small to calculate, as small numbers are unstable and can be misinterpreted.
NA	Indicates not applicable or data unavailable.
- (dash)	Indicates that it would not be correct to calculate this value.
	Indicates data increasing (Upward) trend
	Indicates data declining (Downward) trend
	Indicates data inconclusive; variable; no clear trend
GREEN	Green colored arrow indicates positive trend
RED	Red colored arrow indicates negative trend

Acknowledgments

We wish to acknowledge all of those individuals serving on the Steering Committee whose commitment of time, resources, and expert counsel have guided the CAP over the past nineteen years. A special thank you is extended to the generous financial sponsors of the CAP.

Applied Survey Research

Project Directors: Susan Brutschy & Abigail Stevens
 Analysts and Researchers: James Connery, John Connery, Amanda Gonzalez, Samantha Green, Michelle Luedtke, Javier Salcedo, and Deanna Zachary

United Way of Santa Cruz County

Mary Lou Goeke, Executive Director
 Robyn McKeen, Administrative Services Coordinator

Steering Committee Members

Caleb Baskin Baskin & Grant	Dr. Lisa Hernandez County of Santa Cruz Health Services Agency	Rock Pfothenauer Cabrillo College
Donna Blitzer University of California, Santa Cruz	Christine Johnson-Lyons Community Action Board	Raquel Ramirez Ruiz Pajaro Valley Community Health Trust
Susan Brutschy Applied Survey Research	Megan Joseph United Way of Santa Cruz County	Janet Reed Community Volunteer
Beth Carr Santa Cruz Community Credit Union, Community Ventures	Shebreh Kalantari-Johnson First 5 Santa Cruz County	Julie Reinhardt Imagine Supported Living Services
Leslie Conner Santa Cruz Women's Health Center	Rama Khalsa Community Volunteer	Susan Rozario County of Santa Cruz Sherriff's Office
Christina Cuevas Community Foundation of Santa Cruz County	Kirsten Liske, Chair Ecology Action	Laura Segura Women's Crisis Support/ Defensa de Mujeres
Karen Delaney Volunteer Center of Santa Cruz	Eleanor Littman Health Improvement Partnership Santa Cruz County	Brian Spector Walde Ruhnke and Dost Architects, LLP
Willy Elliot-McCrea Second Harvest Food Bank	Madeline Noya County of Santa Cruz Human Services Department	Adam Spickler Office of State Senator Bill Monning
Peggy Flynn Community Volunteer	Paul O'Brien Community Volunteer	Abigail Stevens Applied Survey Research
Will Forest County of Santa Cruz Health Services Agency	Charise Olson Santa Cruz Community Credit Union, Community Ventures	Sam Storey Community Bridges
Mary Lou Goeke United Way of Santa Cruz County	Martina O'Sullivan Dominican Hospital	Susan True First 5 Santa Cruz County
Dan Haifley O'Neill Sea Odyssey	Doug Patrick Community Volunteer	Michael Watkins Santa Cruz County Office of Education

Community Assessment Project Year 19 Editorial Board

Susan Brutschy Applied Survey Research	Mike Lee Dominican Hospital	Martina O'Sullivan Dominican Hospital
Leslie Conner Editor in Chief, Santa Cruz Women's Health Center	Kirsten Liske, Chair Ecology Action	Felicity Simmons Dominican Hospital
Mary Lou Goeke United Way of Santa Cruz County	Robyn McKeen United Way of Santa Cruz County	Abigail Stevens Applied Survey Research

Community Assessment Project Year 19 Financial Sponsors

Applied Survey Research	Community Foundation of Santa Cruz	Santa Cruz Community Counseling Center
AT&T California	County	
Cabrillo College	County of Santa Cruz Human	Seniors Council
City of Capitola	Services Department	Sutter Maternity & Surgery Center
City of Santa Cruz	County Office of Education	University of California, Santa Cruz
City of Scotts Valley	Dominican Hospital	United Way of Santa Cruz County
Community Action Board	First 5 Santa Cruz County	Volunteer Center
Community Bridges	Pajaro Valley Community Health Trust	Watsonville Community Hospital
	PG&E	

A very special thank you to all of those who contributed and helped locate secondary data for this year's CAP report. Agencies and organizations are cited as sources, but the assistance of individuals has been critical.

The following two pages provide: 1. a snapshot of overall quality of life in the six domains for residents across Santa Cruz County, and 2. a snapshot by ethnicity highlighting some disparities, including inequities in health and economic outcomes.

Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
ECONOMY				
Unemployment Rate	Unemployment rate	9.3%	8.2%	↓
Affordable Housing	Median sale price, all home types	NA	\$426,000	↓
Foreclosures	Number of notices of default	220,360	863	↓
EDUCATION				
Test Scores – STAR (California Standards Test)	Percent of 3 rd grade students scoring proficient or above in the English-Language Arts subject area	46%	36%	↔
High School Dropout Rates	Dropout rate	13.1%	11.4%	↔
HEALTH				
Health Insurance - Children	Percent of children ages 0-17 with health insurance	95.8%	93.7%	↔
Obesity - Children	Percent of children (ages birth to 11) who are overweight for their age	12.6%	13.8%	↑
PUBLIC SAFETY				
Crime	Crime rate (per 1,000 residents)	32.3	36.9	↓
Juvenile Arrests	Rate of juvenile felony and misdemeanor arrests (per 1,000 youth ages 10-17)	NA	34.6	↓
SOCIAL ENVIRONMENT				
Homelessness	The number of homeless individuals counted on one day	NA	3,536	↑
Food Insecurity	Number of people served by the Second Harvest Food Bank	NA	54,600	↑
NATURAL ENVIRONMENT				
Concern for Natural Environment	Percent of CAP survey respondents who said water pollution most concerned them about the natural environment	NA	27.0%	↑
Organic Farming	Number of certified organic producers with more than \$5,000 in sales	NA	57	↔

See the Legend on page 7 for an explanation of the Trend icons.

Note: Data presented in table are the most recent data available.

Ethnicity Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	WHITES	LATINOS
ECONOMY			
Affordable Housing	Percent of CAP survey respondents who spent over 30% of household take-home pay on housing costs	41.4%*	67.2%*
Unemployment Rate	Percent unemployed according to CAP telephone survey	6.2%*	15.7%*
EDUCATION			
High School Dropout Rates	Percent of Santa Cruz County dropouts	7.3%	15.4%
Higher Education	Percent of Cabrillo College degrees and certificates awarded	57.5%	29.0%
HEALTH			
Health Insurance	Percent of CAP survey respondents with health insurance	92.1%*	58.6%*
Teen Births	Percent of teen births by ethnicity of mother (19 and under)	8.5%	87.1%
Obesity	Percent of CAP survey respondents who are overweight or obese	57.7%	72.0%
Acceptance of Marijuana	Percent of CAP survey respondents finding recreational use of marijuana acceptable	60.4%*	21.2%*
PUBLIC SAFETY			
Jail Population	Percentage of total inmates for Santa Cruz County	49.2%	43.2%
Juvenile Arrests	Percent of juvenile arrests (felony and misdemeanor offenses ages 10-17)	34.0%	60.6%
Child Abuse	Rate of substantiated cases of child abuse (per 1,000 children ages 0-17)	8.6	8.1
SOCIAL ENVIRONMENT			
Quality of Life	Percentage of CAP survey respondents reporting they were "very satisfied" with their quality of life	72.2%	50.6%
Basic Needs	Percentage of CAP survey respondents going without food in the past 12 months	4.6%*	9.0%*
Homelessness	Percent of homeless population by ethnicity	43.1%	35.1%
NATURAL ENVIRONMENT			
Water Pollution	Percent of CAP survey respondents taking steps to reduce water pollution at work or at home	94.3%	93.9%
Alternative Transportation	Percent of CAP survey respondents reporting <i>never</i> using alternative transportation (bus, car pool, bicycle)	42.5%	36.3%

Note: Data presented in table are the most recent data available.

*Statistically significant difference between White and Latino survey respondents.

2013 Highlights

our population

- Santa Cruz County's population was 266,776 individuals as of 2012.
- 59% of residents were White, 33% were Hispanic, 4% were Asian, 3% were multi-racial, and 1% were Black in 2012.
- 68% of the population 5 years and older spoke only English at home, and over one-fourth (26%) spoke Spanish at home in 2012.

our economy

Jobs and Earnings

- The unemployment rate has been going down over the last three years and was 8.2% in Santa Cruz County during the month of July 2013, lower than the state overall (9.3%).
- Median family income is rising in the county and was \$82,643 in 2012.
- The occupations with the most projected job growth over the next ten years are for personal care aides and home health aides.

Housing

- The median sale price of a home in the Santa Cruz and Watsonville areas increased from \$365,000 in 2012 to \$426,000 in 2013.
- Rents continue to increase in the county. Average rent for two bedrooms was \$1,700 a month in 2013.
- There were 863 notices of default (the first step in the foreclosure process) in 2012, down from 1,150 in 2011.



our education

Early Education/Child Care

- Approximately 29% of children with working parents in Santa Cruz County had the option of licensed child care available to them in 2012.

School Enrollment

- There were 39,960 students enrolled in public schools in Santa Cruz County in 2012/13.

Test Scores

- About one-third (36%) of Santa Cruz County 3rd grade students scored proficient or above in the English-Language Arts subject area on the California Standards Test in 2013,³ lower than the state average (46%).

³ Please see Appendix II for definition of "California Standards Tests (STAR)."

- 81% of Santa Cruz County 10th grade students passed the math portion of the California High School Exit Exam in 2012/13, and 79% passed the English Language Arts portion.



High School Dropout Rates

- The dropout rate for Santa Cruz County was 11.4% in 2011/12.

Satisfaction with Schools

- 87% of CAP survey respondents were satisfied with the local system of education in 2013, the highest rating over the last decade.

College and University Attendance

- There were 14,692 students enrolled at Cabrillo College, and 17,404 at UC Santa Cruz in fall 2012, and both witnessed small declines from the previous year.

our health

Regular Source of Care

- There was a statistically significant difference between the percent of White (92%) and Latino (77%) CAP survey respondents who had a regular source of health care in 2013.

Health Insurance

- There was a statistically significant difference between the percent of White (92%) and Latino (59%) CAP survey respondents who had health insurance in 2013.
- The percent of county children 0-17 with health insurance coverage was 94% in 2011/12.
- 58% of CAP survey respondents had dental coverage in 2013.

Immunizations

- Children in Santa Cruz County have consistently lower rates of immunization than children in California overall. 82% of county kindergarteners and 90% of California kindergarteners had all of their required immunizations in 2012/13.

Teens

- The teen birth rate decreased to 26.7 births per 1,000 teens ages 15-19 in 2012, down from 32.9 in 2006.
- Alcohol use by teens has been going down for 7th-11th graders since 2004/05. Forty percent of county 11th graders had used alcohol in the 30 days prior to the survey completed in 2010/11 compared to 41% in 2008/09.

Obesity

- 72% of Latino CAP survey respondents were overweight or obese, compared to 58% of White respondents in 2013.



Mental Health

- 15% of Latino CAP survey respondents reported feeling so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities, compared to 10% of White respondents in 2013.

our public safety

Crime

- Total crime is decreasing from a rate of 43.5 per 1,000 residents in 2006 to 36.9 in 2012.
- The juvenile arrest rate has been decreasing since 2008 when there were 72.4 arrests per 1,000 youth ages 10-17, to 34.6 per 1,000 youth in 2012.

Child Abuse

- The rate of substantiated cases of child abuse⁴ has been decreasing since 2008 when there were 12.2 substantiated cases per 1,000 children ages 0-17, to 8.0 per 1,000 children in 2012.

Elder Abuse

- There were 716 referrals to adult protective services in 2012, and 600 cases were investigated, representing a 24% increase since 2006.

our social environment

Basic Needs and Food Insecurity

- Latino CAP respondents were significantly more likely to go without basic needs in the past year (including food: 9%; rent/housing: 18%; and utilities: 21%), as compared to White respondents (food: 5%; rent/housing: 2%; utilities: 2%).
- 54,600 people were served by Second Harvest Food Bank in 2012, up from 45,205 in 2006.

Homelessness

- There was a 28% increase in the number of homeless persons counted in the biennial point-in-time count from 2,771 individuals in 2011 to 3,536 in 2013.



People with Disabilities

- 22% of 2013 CAP survey respondents reported having a member of their household diagnosed with a disability. Of those, only half (52%) participated in life at the level he or she desired.

Quality of Life

- Two-thirds (67%) of CAP survey respondents reported being “very satisfied” with their quality of life in 2013.
- The number one factor contributing to quality of life in the county was scenery, geography, and climate.

⁴ Please see Appendix II for definitions of “Child” and these child abuse types: “Caretaker Absence or Incapacity,” “Emotional Abuse,” “Exploitation,” “General Neglect,” “Physical Abuse,” “Severe Neglect,” and “Sexual Abuse.”

our natural environment

Water

- Water pollution was the #1 environmental concern according to 2013 CAP survey respondents.
- There were 134 swim advisories but no beach closures in 2013.

Protected Land

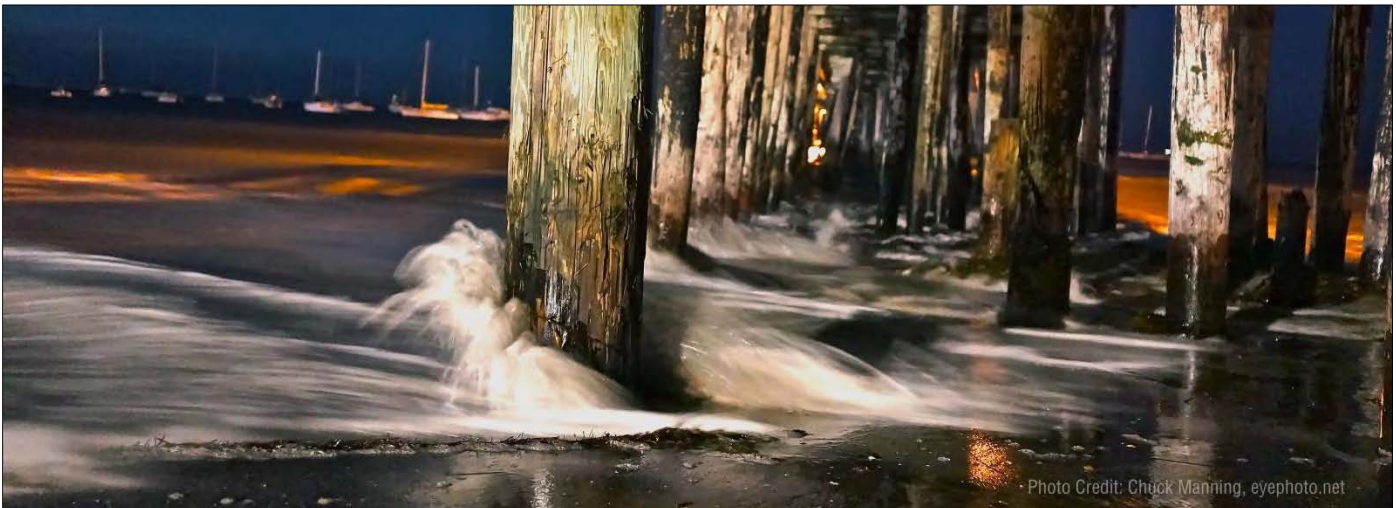
- Of all the acreage in Santa Cruz County, more than one-third of it (37%) is protected land (including such things as parks, open space, and land trusts).

Farmer's Markets

- Almost half (43%) of 2013 CAP respondents reported shopping at least once a week at a farmer's market or produce stand.

Waste

- Over the past 7 years, Santa Cruz County experienced a 26% decrease in tons of waste disposed of annually, from 221,000 tons in 2006 to 163,579 in 2012.



2013 Community Heroes & Goals

The CAP has annually honored community heroes, special individuals whose efforts help move Santa Cruz County toward the achievement of the community goals. These true-life heroes can be found throughout the community and are wonderful examples of making Santa Cruz County a better place to live.

A special thank you goes to the Santa Cruz Sentinel Newspaper for sponsoring the annual selection of our Community Heroes. Each year the Santa Cruz Sentinel, in association with the United Way, seeks nominations from the public of people who have worked toward meeting a CAP community goal in the past year.



Front Row (left to right): Jim Marshall; Sandra Wallace

Second Row: John Dietz; Tracey Marquart; Ryan Coonerty; Fernando Giraldo

Third Row: Ross Clark; Jane Schwickerath; Lynn McKibbin; Talitha Stills; Nancy Macy

Fourth Row: Nesh Dhillon; Saskia Lucas; Tiffany Wise-West; Chris Johnson-Lyons; Joaquin Nelson

Fifth Row: Jonathan Fry; Lori Butterworth; Will O'Sullivan; Farris Sabbah, MD; Tom Helman

Not Pictured: Elisa Breton, MD; Mark Donnelly; Michael Isaacson; Maria Mead, MD; Kristina Muten, MD; Jeremy Neuner; Casey Shirmer, MD; Wendy Sickles, MD; John Vesecky

The following community goals were selected by a broad cross-section of Santa Cruz County residents to guide decision-making, planning, and social action in the years to come. The purpose of these community goals is to focus attention and energy to improve the quality of life for the people of the county. As such, these community goals are generally broad in nature. Detailed action plans involving people from all sectors of the community must be developed to realize the community goals. These community goals are not intended to endorse or oppose any particular project or initiative. They do, however, chart the course for collective action to create a better future for the people of Santa Cruz County.

Economy

- **Goal 1:** By the year 2015, Santa Cruz County will leverage educational opportunities and academic institutions as engines to fuel economic growth and technology transfer.
 - » Community Hero: Faris Sabbah, MD, *Pajaro Valley Unified School District Region XI Migrant Education Program*
- **Goal 2:** By the year 2015, increase the number of jobs within Santa Cruz County by 1,000 and “re-localize” 10% of our commuting workforce.
 - » Community Hero: Tom Helman, *Community Action Board*
- **Goal 3:** By the year 2015, Santa Cruz County will slow or stop the contraction of municipal budgets through economic development of the underlying economy.
 - » Community Hero: Ryan Coonerty, Jeremy Neuner, *NextSpace*

Education

- **Goal 1:** By the year 2015, all students will graduate with the skills and knowledge required to compete in a 21st century global economy.
 - » Community Hero: Mark Donnelly, *Starlight Elementary School*
- **Goal 2:** By the year 2015, more kindergarteners will be better prepared for school through participation in high quality preschools.
 - » Community Hero: Jim Marshall, *Children’s Alley Preschool*

Health

- **Goal 1:** By the year 2015, access to primary care will improve as measured by:
 - 95% of Santa Cruz County residents will report having a regular source of health care;
 - Less than 10% will report the emergency department as one of their regular sources of health care; and
 - No significant difference between the percent of White and Latino residents reporting a regular source of health care.
 - » Community Hero: Elisa Breton, MD; Maria Mead, MD; Kristina Muten, MD; Wendy Sickles, MD; *Santa Cruz Women’s Health Center*
- **Goal 2:** By the year 2015, 98% of Santa Cruz County children 0 to 17 will have comprehensive health care coverage as measured by the CAP Survey.
 - » Community Hero: Sandra Wallace, *For Kids Foundation Monterey Bay*
- **Goal 3:** By the year 2015, the prevalence of childhood obesity in Santa Cruz County will decrease as measured by:
 - The percentage of children under 5 years who are overweight or obese will decrease from 15% to 12%, and
 - The percentage of children 5 to 19 years who are overweight or obese will decrease from 26% to 21%.
 - » Community Hero: Casey Schirmer, MD, *Palo Alto Medical Foundation Pediatric Weight Management Program*

Public Safety

- **Goal 1:** By the year 2015, more youth will be involved in prevention and positive social activities and fewer youth will enter the juvenile delinquency system.
 - » Community Hero: Fernando Giraldo, *County of Santa Cruz Probation Department*
 - » Community Hero: Lori Butterworth, Jonathan Fry, Joaquin Nelson, *Santa Cruz and Watsonville Youth City Councils*
- **Goal 2:** By the year 2015, adult and juvenile violence, including family violence and gang violence, will decrease, as will the impact of violence in the community.
 - » Community Hero: Will O’Sullivan, *Santa Cruz Community Counseling Center Community Recovery Services*

Social Environment

- **Goal 1:** By the year 2015, more Santa Cruz County residents will have access to housing, both rental and home ownership, that they can afford.
 - » Community Hero: John Dietz, *180/180 Campaign*
- **Goal 2:** By the year 2015, more Santa Cruz County residents will be actively engaged in improving their community through public participation.
 - » Community Hero: Jane Schwickerath, *Diversity Center 60+ Senior Program*
 - » Community Hero: Saskia Lucas, *Santa Cruz Open Streets*
- **Goal 3:** By the year 2015, county residents with disabilities will be able to obtain services needed to support increasing options, pursue goals and participate in community life at levels consistent with their ability.
 - » Community Hero: Tracey Marquart, *Community Life Services*

Natural Environment

- **Goal 1:** By the year 2015, reduce water pollution: health of rivers and ocean is improved by reducing erosion, chemical and biological pollution and improving riparian corridors.
 - » Community Hero: Nancy Macy, Lynn McKibbin, Talitha Stills, *The Valley Women’s Club of the San Lorenzo Valley*
- **Goal 2:** By the year 2015, develop a local sustainable food system: all community members have access to affordable locally grown food produced in a sustainable manner that preserves farmland fertility.
 - » Community Hero: Nesh Dhillon, *Santa Cruz Community Farmers’ Markets*
- **Goal 3:** By the year 2015, support clean/alternative energy: use of clean alternative energy and sustainable fuels are increased through financial incentives and reduced policy barriers.
 - » Community Hero: Ross Clark, Michael Issacson, John Vesecky, Tiffany Wise-West, *The Greenwharf Project*

Lifetime Achievement Award

- Chris Johnson-Lyons, *Community Action Board*

See the Appendices for a list of CAP Community Heroes from previous years.

Photo Credit - Michelle Luedtke



demographics

demographics

Santa Cruz County Demographic Profile20

Santa Cruz County Demographic Profile

There were nearly 267,000 people in Santa Cruz County in 2012, up nearly 7% since 2006. Over half (59%) of residents in the county were White, one-third (33%) were Latino, 4% were Asian, and 1% were African-American in 2012. The percentage of older residents (60 and older) is slowly increasing, from 15% in 2006 to 18% in 2012. Sixty-eight percent of residents ages 5 and older spoke English only in the home, and 32% spoke a language other than English, mostly Spanish (26%) in 2012. Six percent of residents ages 18 and older were Veterans in 2012.

Total Population

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Santa Cruz County	249,705	251,747	253,137	256,218	263,054	264,298	266,776	6.8%
California	36,457,549	36,553,215	36,756,666	36,961,664	37,349,363	37,691,912	38,041,430	4.3%

Source: United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2006-2012 1-year estimates*.

Gender Distribution, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Female	50.1%	50.1%	49.9%	50.0%	50.1%	50.1%	50.3%	0.2
Male	49.9%	49.9%	50.1%	50.0%	49.9%	49.9%	49.7%	-0.2

Source: United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2006-2012 1-year estimates*.

Ethnic Distribution, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Asian	4.2%	3.8%	3.5%	3.5%	4.4%	4.4%	4.0%	-0.2
Black	0.9%	0.7%	0.9%	1.1%	0.8%	1.0%	1.0%	0.1
Hispanic/Latino	28.3%	28.8%	29.3%	30.2%	32.2%	32.7%	32.7%	4.4
White	63.7%	62.5%	62.7%	61.9%	59.7%	58.8%	58.7%	-5.0
Other	0.2%	0.5%	0.4%	0.3%	0.6%	0.5%	0.7%	0.5
Multi-Race	2.6%	3.0%	3.1%	3.0%	2.3%	2.6%	2.9%	0.3

Source: United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2006-2012 1-year estimates*.

Age Distribution, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Under 5 Years	6.6%	6.4%	6.7%	6.6%	5.6%	5.7%	5.6%	-1.0
5-19 Years	19.9%	19.3%	18.6%	19.8%	21.0%	19.5%	20.1%	0.2
20-34 Years	20.6%	21.1%	21.9%	21.2%	20.9%	23.1%	21.9%	1.3
35-59 Years	38.2%	36.8%	36.4%	35.5%	34.6%	33.6%	34.2%	-4.0
60 Years and Above	14.6%	16.5%	16.6%	16.7%	17.8%	18.2%	18.1%	3.5

Source: United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2006-2012 1-year estimates.*

Households¹ by Type, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Non-Family Households	38.2%	40.0%	36.0%	38.3%	36.9%	37.2%	38.0%	-0.2
Family Households	61.8%	60.0%	64.0%	61.7%	63.1%	62.8%	62.0%	0.2
Married-Couple Family	48.2%	44.6%	50.1%	47.5%	45.1%	46.8%	47.0%	-1.2
Female Householder Family (No Husband Present)	9.0%	10.7%	10.7%	9.7%	12.3%	10.9%	10.0%	1.0
Male Householder Family (No Wife Present)	4.5%	4.8%	3.2%	4.5%	5.7%	5.2%	5.0%	0.5
Total Households	92,998	93,690	93,759	92,227	91,264	94,775	93,253	-
Percent with Persons Under 18 Years	32.8%	30.3%	31.8%	30.2%	31.9%	30.3%	30.1%	-2.7
Percent with Persons 65 Years and Older	19.7%	20.6%	21.3%	22.2%	23.5%	23.8%	26.3%	6.6
Total Population in Households	241,652	243,362	248,825	247,988	241,449	253,650	255,178	-
Average Household Size	2.60	2.60	2.65	2.69	2.65	2.68	2.74	-
Average Family Size	3.22	3.18	3.18	3.27	3.18	3.25	3.32	-

Source: United States Census Bureau. (2013). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2006-2012 1-year estimates.*

¹Please see Appendix II for definitions of “Householder” and “Family.”

Language Spoken at Home (Ages 5 Years and Older), Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
English Only	72.0%	71.4%	70.6%	72.5%	69.1%	67.8%	68.1%	-3.9
Language Other Than English	28.0%	28.6%	29.4%	27.5%	30.9%	32.2%	31.9%	3.9
Asian and Pacific Islander Languages	1.8%	2.1%	2.1%	2.0%	2.5%	2.9%	2.9%	1.1
Spanish	22.9%	23.8%	23.5%	22.7%	25.6%	26.5%	25.5%	2.6
Other Indo-European Languages	3.2%	2.5%	3.6%	2.6%	2.2%	2.5%	2.9%	-0.3
Other Languages	0.2%	0.2%	0.2%	0.2%	0.5%	0.3%	0.6%	0.4
Total Population (Ages 5 Years and Older)	233,221	235,598	236,235	239,206	248,383	249,132	251,704	-

Source: United States Census Bureau. (2013). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2006-2012 1-year estimates*.

Veteran Status, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Civilian Veterans (Ages 18 and Older)	7.4%	7.6%	7.5%	5.8%	6.7%	6.1%	6.2%	-1.2
Total Civilian Population (Ages 18 Years and Older)	193,534	197,516	198,541	200,672	207,535	209,323	211,393	-

Source: United States Census Bureau. (2013). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2006-2012 1-year estimates*.

Jurisdictional Distribution, Santa Cruz County

	2005	2007	2009	2010	2011	2012	2013	05-13 % CHANGE
Capitola	9,924	9,960	10,073	9,918	9,923	9,957	9,988	0.6%
Santa Cruz	56,451	57,553	58,982	59,946	61,245	61,825	62,372	10.5%
Scotts Valley	11,571	11,615	11,764	11,580	11,581	11,613	11,678	0.9%
Watsonville	49,601	51,258	51,882	51,199	51,226	51,484	51,612	4.1%
Unincorporated	132,693	133,739	135,936	129,739	129,979	130,471	131,012	-1.3%

Source: California Department of Finance. (2013). Table 2: E-4. 2005-2013 January Population Estimates for Cities, Counties and the State.



economy

Economic Snapshot of Santa Cruz County24

Economy Community Goals.....24

Financial Well-Being ✓25

Taxable Sales ✓27

Agricultural Production30

Tourism31

Job Opportunities32

Unemployment Rates ✓33

Net Job Growth35

Household Income ✓37

Poverty Level38

Self-Sufficiency Income Standards40






Affordable Housing ✓42


Housing Occupancy and Tenure45

Foreclosures46

Assistance for Needy Families.....47

Economic Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Financial Well-Being	Percent of CAP survey respondents who felt financially better off this year than last year	NA	33.0%	
Unemployment Rate	Unemployment rate	9.3%	8.2%	
Household Income	Median family income	\$66,215	\$82,643	
Poverty Level	Percent of children under 18 living below the Federal Poverty Level	23.8%	14.0%	
Affordable Housing	Percent of CAP survey respondents who spent more than 30% of their total take-home pay on rent or housing costs	NA	47.4%	

 Increasing (Upward) trend;
  Declining (Downward) trend;
  Inconclusive; variable; no clear trend;
 NA Not applicable or data unavailable.
 Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.

Note: Data presented in table are the most recent data available.

Economy Community Goals

GOAL: By the year 2015, Santa Cruz County will leverage educational opportunities and academic institutions as engines to fuel economic growth and technology transfer better than similarly situated counties in California.

- » Community Hero: Faris Sabbah, MD, Pajaro Valley Unified School District Region XI Migrant Education Program

GOAL: By the year 2015, increase the number of jobs within Santa Cruz County by 1,000 and “re-localize” 10% of our commuting workforce.

- » Community Hero: Tom Helman, *Community Action Board*

GOAL: By the year 2015, Santa Cruz County will slow or stop the contraction of municipal budgets through economic development of the underlying economy.

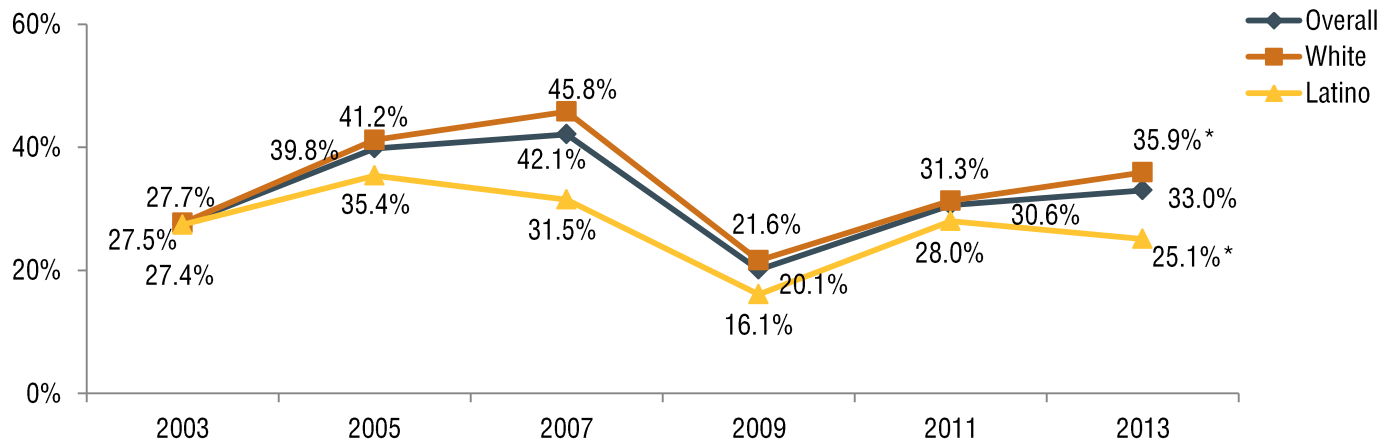
- » Community Hero: Ryan Coonerty, Jeremy Neuner, *NextSpace*

Financial Well-Being



One-third (33%) of 2013 CAP survey respondents felt better off financially this year as compared to last year. A higher percentage of Whites felt better off financially (36%) as compared to Latinos (25%). When asked their top reason for why they did not feel economically better off, Latinos said it was due to “less income” and Whites said it was due to “the cost of living.”

Do you feel you are better off financially this year than last year? (Respondents Answering “Yes”)



Overall 2013 n: 706; White 2013 n: 492; Latino 2013 n: 159.

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Prior to 2009, the survey question stated “Do you feel you are better off economically this year than last year?”

*Significance testing: White respondents were significantly more likely than Latino respondents to respond “Yes” to feeling better off financially this year than last year in 2013.

If you DO feel you are better off financially this year than last year, why do you feel this way? (Top 2 Responses) By Ethnicity - 2013

OVERALL	WHITE	LATINO
1. Worked more/employed (32.1%)	1. Worked more/employed (30.6%)	1. Worked more/employed (36.8%)
2. More income (17.3%)	2. More income (17.1%)	2. More income (20.9%)

Overall: 220 respondents offering 226 responses. White: 167 respondents offering 170 responses. Latino: 39 respondents offering 38 responses.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

 If you feel the SAME financially this year compared to last year, why do you feel this way? (Top 3 Responses) By Ethnicity - 2013

OVERALL	WHITE	LATINO
1. The same, doing ok (55.9%)	1. The same, doing ok (51.5%)	1. The same, doing ok (66.0%)
2. On a fixed income/retired (16.4%)	2. On a fixed income/retired (24.1%)	2. Cost of living increasing (8.5%)
3. Wages stagnant (6.7%)	3. Wages stagnant (7.7%)	3. Working less than last year/ underemployed (5.8%)

Overall: 242 respondents offering 264 responses. White: 159 respondents offering 172 responses. Latino: 69 respondents offering 76 responses.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

 If you do NOT feel you are better off financially this year than last year, why do you feel this way? (Top 3 Responses)

2003	2005	2007	2009	2011	2013 ¹
1. Cost of living increasing (20.5%)	1. Cost of living increasing (35.2%)	1. Cost of living increasing (41.3%)	1. Loss on financial investments (16.8%)	1. Cost of living increasing (23.7%)	1. Cost of living increasing (26.7%)
2. Less income (20.4%)	2. On a fixed income (15.1%)	2. Gas prices (18.5%)	2. Lost job or family member lost job (15.8%)	2. Less income (19.8%)	2. Less income (21.4%)
3. Overall economic recession/slowdown (18.0%)	3. The same, doing ok (15.1%)	3. Wages stagnant (16.7%)	3. Cost of living increasing (14.0%)	3. Unemployed (16.7%)	3. Unemployed (15.9%)

2013: 218 respondents offering 283 responses.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

¹Prior to 2013, respondents that answered “the same” were added to the “not better off financially” category. In 2013, these respondents were given their own category.

 If you do NOT feel you are better off financially this year than last year, why do you feel this way? (Top 3 Responses) By Ethnicity

WHITE			LATINO		
2009	2011	2013 ¹	2009	2011	2013 ¹
1. Loss of financial investments (23.4%)	1. Cost of living increasing (23.6%)	1. Cost of living increasing (25.0%)	1. Less employment opportunities (28.7%)	1. Less income (28.7%)	1. Less income* (29.0%)
2. Lost job or family member lost job (13.6%)	2. Less income (17.2%)	2. Less income* (19.4%)	2. Working less than last year/under-employed (18.9%)	2. Unemployed (26.0%)	2. Cost of living increasing (27.5%)
3. Overall economic recession/slowdown (12.5%)	3. On a fixed income/retired (15.4%)	3. Increasing taxes (13.3%)	3. Cost of living increasing (18.7%)	3. Cost of living increasing (24.5%)	3. Unemployed* (27.2%)

White 2013:147 respondents; Latino 2013: 48 respondents.

Source: Applied Survey Research. (2013). 2009-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

¹Prior to 2013, respondents that answered “the same” were added to the “not better off financially” category. In 2013, these respondents were given their own category.

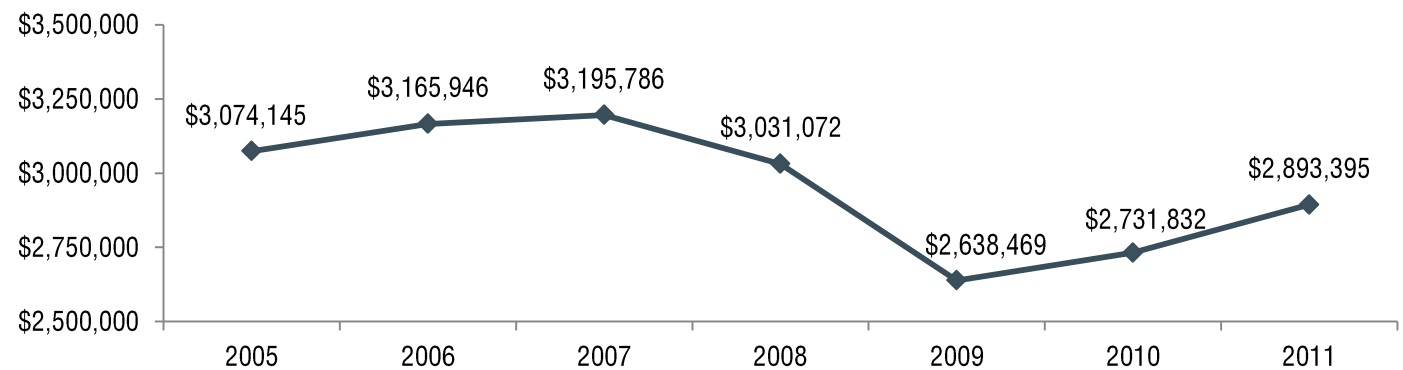
*Significance testing: Significantly more Latino respondents felt they were not better off financially this year due to “unemployment” and “less income” in 2013.

Taxable Sales



Taxable sales are an indicator of consumer spending and confidence. A drop in taxable sales is evidence of a decline in consumer confidence. After watching taxable sales decrease dramatically between 2007 and 2009, Santa Cruz County saw an increase of 10% in taxable sales from 2009 to 2011. The highest taxable sales in 2012 were in food services and drinking places, followed by gas stations.

Annual Taxable Sales¹, Santa Cruz County (In Thousands of Dollars)



Source: California State Board of Equalization. (2013). 2005-2011 Report of Taxable Sales by County in California.

Note: Data presented are the most recent available.

¹Taxable sales are as of July 1 of each year.

Annual Taxable Sales by Jurisdiction (In Thousands of Dollars)

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Capitola	\$484,162	\$490,337	\$481,835	\$424,603	\$355,427	\$362,357	\$377,580	-22.0%
Santa Cruz	\$813,834	\$837,511	\$851,755	\$802,882	\$718,859	\$753,465	\$782,495	-3.9%
Scotts Valley	\$164,863	\$166,427	\$184,706	\$190,590	\$147,933	\$156,356	\$169,272	2.7%
Watsonville	\$599,273	\$613,279	\$602,632	\$553,334	\$495,137	\$516,230	\$537,997	-10.2%
Unincorporated/ Unallocated	\$1,012,013	\$1,058,392	\$1,074,858	\$1,059,663	\$921,113	\$943,424	\$1,026,051	1.4%
Santa Cruz County Total	\$3,074,145	\$3,165,946	\$3,195,786	\$3,031,072	\$2,638,469	\$2,731,832	\$2,893,395	-5.9%

Source: California State Board of Equalization. (2013). 2005-2011 *Report of Taxable Sales in California*.

Note: Data presented are the most recent available.

Annual Taxable Sales by County and State (In Thousands of Dollars)

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Monterey	\$5,454,500	\$5,658,166	\$5,680,652	\$5,399,594	\$4,705,845	\$4,955,562	\$5,312,732	-2.6%
San Benito	\$535,651	\$536,846	\$550,032	\$504,523	\$422,942	\$449,872	\$486,490	-9.2%
Santa Clara	\$30,193,802	\$32,273,238	\$33,663,448	\$32,274,306	\$27,427,709	\$30,523,322	\$33,431,217	10.7%
Santa Cruz	\$3,074,145	\$3,165,946	\$3,195,786	\$3,031,072	\$2,638,469	\$2,731,832	\$2,893,395	-5.9%
California	\$536,904,428	\$559,652,437	\$561,050,149	\$531,653,540	\$456,492,945	\$477,347,986	\$520,568,055	-3.0%

Source: California State Board of Equalization. (2013). 2005-2011 *Report of Taxable Sales in California*.

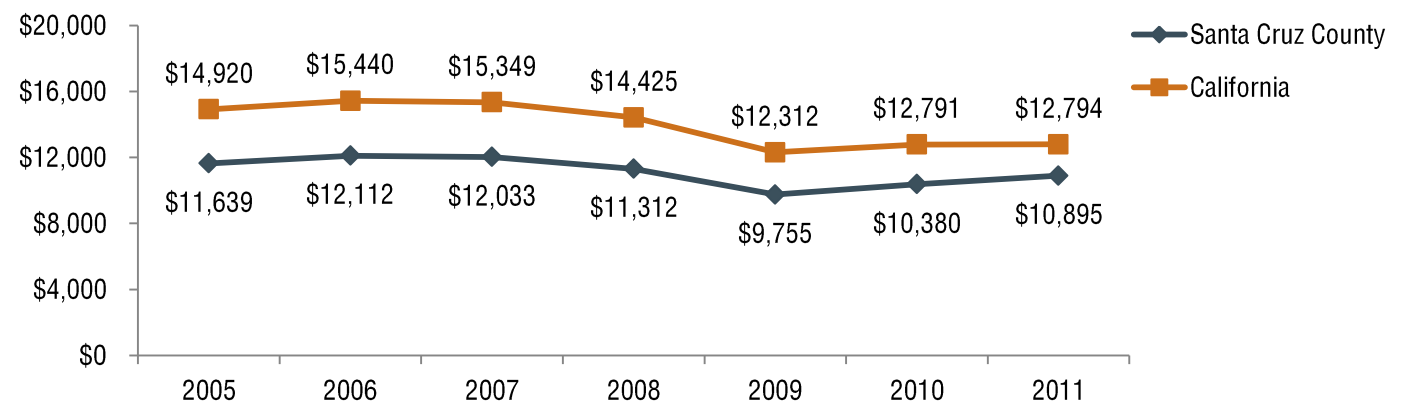
Note: Data presented are the most recent available.

Taxable Sales (in Thousands of Dollars) by Business Types, Second Quarter 2012

	SANTA CRUZ COUNTY	CALIFORNIA
Motor Vehicle and Parts Dealers	\$66,378	\$15,416,660
Furniture and Home Furnishings Stores	\$11,531	\$2,396,888
Electronics and Appliance Stores	\$15,956	\$3,613,907
Building Material and Garden Equipment and Supplies	\$69,354	\$7,406,850
Food and Beverage Stores	\$59,136	\$6,206,089
Health and Personal Care Stores	\$25,296	\$2,698,822
Gasoline Stations	\$95,727	\$15,070,013
Clothing and Clothing Accessories Stores	\$35,382	\$7,761,484
Sporting Goods, Hobby, Book, and Music Stores	\$19,351	\$2,479,634
General Merchandise Stores	\$57,161	\$11,641,942
Miscellaneous Store Retailers	\$34,045	\$4,432,571
Nonstore Retailers	\$4,688	\$864,337
Food Services and Drinking Places	\$100,100	\$14,917,325
Total Retail and Food Services	\$594,107	\$94,906,522
All Other Outlets	\$169,882	\$44,400,689
Total All Outlets	\$763,988	\$139,307,211

Source: California State Board of Equalization. (2013). 2012 Annual Report of Taxable Sales in California and Santa Cruz County. California Department of Finance, Demographic Research Unit. (2011). 2012 E-2 California County Population Estimates and Components of Change. Note: Businesses categories changed in 2011 and are not comparable to previous years.

Per Capita Taxable Sales¹



Source: California State Board of Equalization. (2013). 2005-2011 Annual Report of Taxable Sales in California. California Department of Finance, Demographic Research Unit (2013). 2005-2011 E-2 California County Population Estimates and Components of Change.

Note: Data presented are the most recent available.

¹Per capita taxable sales figures are derived by dividing taxable sales by the total population for a given area.

Agricultural Production

Overall crop production value increased by 37%, from \$414 million in 2006 to \$566 million in 2012. Strawberries continue to be the highest grossing crop produced in the county, valued at more than \$191 million in 2012. Field grown flowers have decreased slightly in value recently but value has increased by more than 160% since 2006.

Annual Crop Production Value (in Millions of Dollars), Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Berries	\$248.6	\$282.0	\$287.2	\$306.2	\$324.6	\$363.2	\$367.9	48.0%
Nursery/Ornamental Crops ¹	\$80.1	\$117.8	\$107.8	\$118.5	\$118.8	\$122.6	\$113.5	41.7%
Vegetables	\$59.1	\$67.4	\$60.7	\$ 47.0	\$61.8	\$55.8	\$57.8	-2.2%
Tree and Vine Products	\$14.9	\$11.4	\$13.4	\$10.7	\$16.7	\$14.7	\$18.1	21.5%
Livestock and Animal Products	\$5.0	\$6.3	\$8.2	\$5.6	\$5.8	\$6.6	\$6.5	30.0%
Field Crops	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0	-
Total Crops Value	\$407.9	\$485.1	\$477.4	\$488.1	\$527.8	\$562.9	\$563.9	38.2%
Timber Farming	\$6.3	\$6.4	\$7.9	\$3.5	\$4.8	\$2.8	\$2.3	-63.5%
Total Production Value	\$414.3	\$491.5	\$485.3	\$491.6	\$532.5	\$565.7	\$566.2	36.7%

Source: County Agricultural Commissioner. (2013). 2006-2012 *Santa Cruz County Crop Report*.

¹Starting in 2007, data came directly from growers, so they are more accurate than the estimates used in previous years.

Million Dollar Crops by Production Value (in Millions of Dollars), Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Strawberries	\$154.3	\$196.9	\$160.4	\$172.6	\$197.2	\$198.3	\$191.1	23.8%
Raspberries	\$83.7	\$71.1	\$105.8	\$104.3	\$91.7	\$132.4	\$142.4	70.1%
Indoor Cut Flowers	\$15.5	\$35.0	\$36.2	\$39.0	\$37.4	\$34.4	\$24.6	59.4%
Landscape Plants	\$35.2	\$33.9	\$30.2	\$29.8	\$25.9	\$24.0	NA*	-
Field Grown Flowers	\$9.1	\$20.6	\$16.8	\$21.0	\$34.9	\$33.0	\$24.0	163.7%
Apples	\$10.3	\$8.1	\$10.1	\$7.2	\$13.3	\$12.7	\$12.5	21.4%
Livestock and Animal Products	\$5.0	\$6.3	\$8.2	\$5.6	\$5.8	\$6.6	\$6.5	30.0%
Timber Farming	\$6.3	\$6.4	\$7.9	\$3.5	\$4.8	\$2.8	\$2.4	-61.9%
Brussels Sprouts	\$8.3	\$8.8	\$6.3	\$8.8	\$7.5	\$9.9	\$9.4	13.3%
Lettuce, Leaf	\$11.6	\$5.5	\$6.2	\$6.9	\$8.9	\$6.7	\$6.8	-41.4%
Indoor Potted Plants	\$9.3	\$7.4	\$6.1	\$5.6	\$3.4	\$4.2	NA*	-
Lettuce, Head	\$7.7	\$6.9	\$5.9	\$8.1	\$7.0	\$6.4	\$6.2	-19.5%
Wine Grapes	\$4.3	\$3.0	\$2.9	\$3.2	\$3.1	\$1.6	\$5.4	25.6%

Source: County Agricultural Commissioner. (2013). 2006-2012 *Santa Cruz County Crop Report*.

Note: Beginning in 2012, Indoor Potted Plants and Landscape plants were combined with other plant types and are no longer available.

Tourism

The tourism industry plays a significant role in the economic well-being of a county in terms of revenue earned by businesses, local taxes earned by the county, and the growth of employment opportunities. In Santa Cruz County, there were 7,910 jobs generated by tourism in 2011, down 6% from 8,380 jobs in 2005. Since 2006 Transient Occupancy Tax in Santa Cruz County has increased by 30%.

Tourism Revenue (in Millions of Dollars), Santa Cruz County

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Direct Travel Spending	\$601.5	\$621.0	\$640.2	\$649.6	\$609.8	\$651.9	\$699.9	16.4%
Industry Earnings	\$180.8	\$186.8	\$195.3	\$197.4	\$194.6	\$195.1	\$193.8	7.2%
Local Tax Receipts	\$12.5	\$13.3	\$14.1	\$14.2	\$12.8	\$14.0	\$15.5	24.0%
State Tax Receipts	\$24.4	\$25.0	\$25.5	\$25.7	\$26.8	\$29.0	\$29.9	22.5%
Number of Jobs Generated by Tourism	8,380	8,210	8,200	8,030	8,040	7,920	7,910	-5.6%

Source: Dean Runyan Associates. (2013). 2005-2011 *California Travel Impacts by County*.

Note: Data presented are the most recent available.

Transient Occupancy Tax¹ by Jurisdiction (in Thousands of Dollars)

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola	\$542.7	\$604.0	\$718.7	\$605.4	\$591.9	\$601.7	\$912.9	68.2%
Santa Cruz	\$3,385.1	\$3,750.5	\$3,685.2	\$3,659.8	\$3,860.8	\$4,216.8	\$4,625.6	36.7%
Scotts Valley	\$689.4	\$693.8	\$723.3	\$520.2	\$543.9	\$569.7	\$712.6	3.4%
Watsonville	\$606.5	\$638.0	\$829.6	\$625.9	\$616.8	\$606.2	\$708.4	16.8%
Unincorporated	\$3,686.7	\$4,257.9	\$4,496.1	\$3,887.2	\$3,627.3	\$4,048.5	\$4,663.8	26.5%
Santa Cruz County Total	\$8,910.4	\$9,944.2	\$10,452.9	\$9,298.5	\$9,240.7	\$10,042.9	\$11,623.0	30.4%

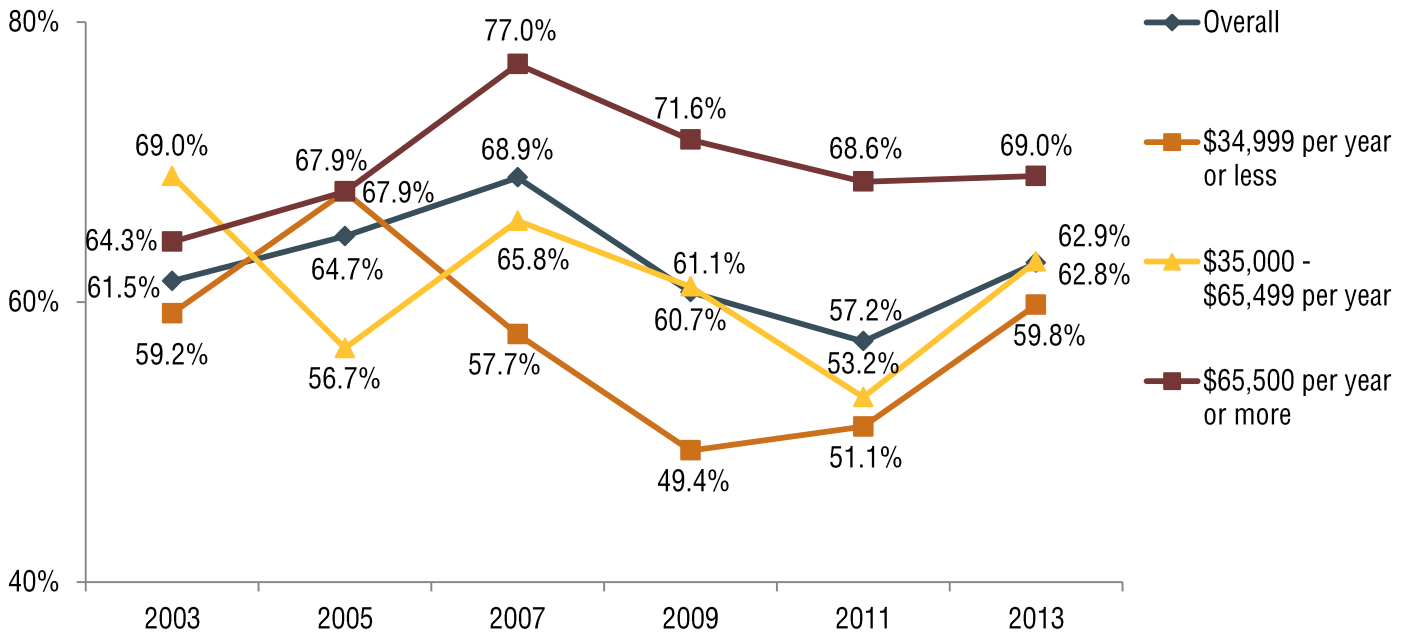
Source: Dean Runyan Associates. (2013). 2006-2012 *California Travel Impacts by County*.

¹Please see Appendix II for definition of "Transient Occupancy Tax."

Job Opportunities

More than 62% of CAP survey respondents felt they had job opportunities in Santa Cruz County in 2013. Of the respondents who indicated they earned less than \$35,000 per year, 60% felt they had opportunities to work in the area, an increase from 2011, when only 51% of similar respondents felt they had opportunities to work.

☎ Do you feel you have opportunities to work in the Santa Cruz area? (Respondents answering “Yes”) By Income



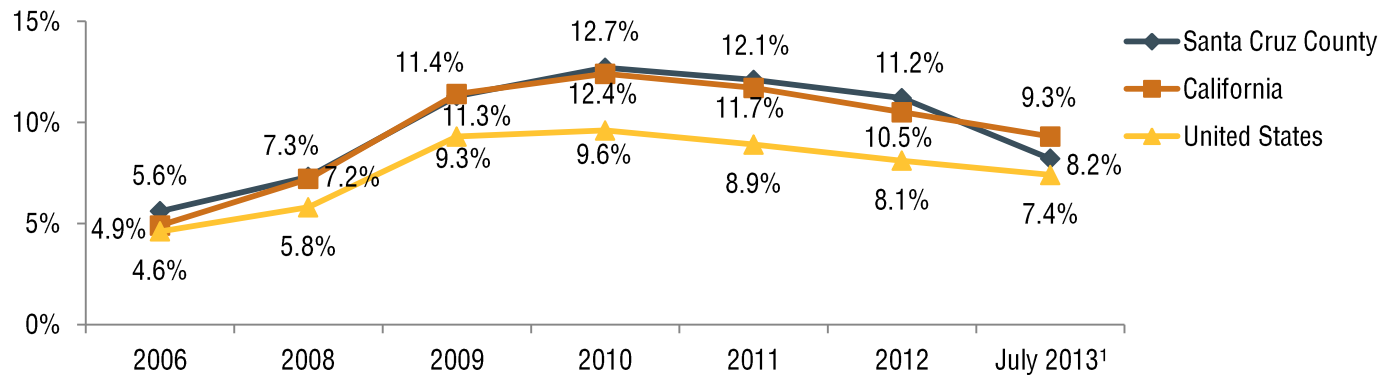
Overall 2013 n: 638; \$34,999 or less 2013 n: 234; \$35,000 - \$65,499 per year 2013 n: 140; Over \$65,500 per year 2013 n: 269
 Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.
 Note: In 2009, the question changed from “Do you feel you have opportunities to work in this area?”

Unemployment Rates



The unemployment rate was 8.2% in Santa Cruz County during the month of July 2013, lower than the state overall (9.3%). The unemployment rate in Santa Cruz County fell from a high of 12.7% in 2010, to 8.2% in July 2013. The jurisdiction with the highest unemployment rate was Watsonville at 17.8% for July 2013. When asked about employment status, CAP survey respondents reported that they were employed full-time (37%), retired (28%), employed part-time (12%), self-employed (10%), and unemployed (9%) in 2013.

Unemployment Rate



Source: State of California Employment Development Department. (2013). 2002-2013 *Labor Market Information Division*. U.S. Department of Labor (2013). 2007-2013 *Bureau of Labor Statistics*.

¹Data from 2013 only represent the month of July. Data prior to July 2012 represent an average for the year.

Unemployment Rate by Jurisdiction

	2006	2008	2009	2010	2011	2012	JULY 2013	06-13 NET CHANGE
Aptos	1.9%	2.6%	4.4%	5.0%	4.8%	4.4%	3.2%	1.3
Ben Lomond	1.7%	2.3%	4.6%	5.4%	5.0%	4.6%	3.3%	1.6
Capitola	2.7%	3.6%	6.4%	7.3%	6.9%	6.3%	4.6%	1.9
Live Oak	4.2%	5.5%	9.3%	10.6%	10.0%	9.2%	6.8%	2.6
Rio Del Mar	2.9%	3.9%	6.8%	7.8%	7.4%	6.8%	5.0%	2.1
Santa Cruz	4.6%	6.1%	9.4%	10.7%	10.1%	9.3%	6.8%	2.2
Scotts Valley	2.4%	3.2%	5.4%	6.2%	5.9%	5.4%	3.9%	1.5
Soquel	3.8%	5.0%	8.5%	9.7%	9.2%	8.5%	6.2%	2.4
Watsonville	12.6%	16.0%	23.4%	26.0%	24.9%	23.2%	17.8%	5.2
Santa Cruz County	5.6%	7.3%	11.3%	12.7%	12.1%	11.2%	8.2%	2.6
California	4.9%	7.2%	11.4%	12.4%	11.7%	10.5%	9.3%	4.4
United States	4.6%	5.8%	9.3%	9.6%	8.9%	8.1%	7.4%	2.8

Source: State of California Employment Development Department, Labor Market Information Division. (2013). 2006-2013 *Industry Employment & Labor Force*.

U.S. Department of Labor (2013). 2006-2013 *Bureau of Labor Statistics*.

 What is your employment status? By Ethnicity

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
Employed full-time	44.5%	38.1%	33.5%	33.0%	32.3%	37.4%	-7.1
White	41.8%	38.0%	29.6%	30.3%	27.5%	34.2%*	-7.6
Latino	50.7%	40.5%	47.6%	40.9%	43.9%	47.9%*	-2.8
Retired	16.2%	22.5%	33.9%	25.6%	29.0%	27.6%	11.4
White	20.8%	28.9%	38.5%	32.9%	35.7%	33.9%*	13.1
Latino	2.6%	2.0%	19.5%	6.7%	8.2%	8.4%*	5.8
Self-employed	6.8%	8.1%	8.4%	11.7%	11.9%	9.5%	2.7
White	8.4%	10.1%	10.7%	13.4%	13.3%	11.3%*	2.9
Latino	3.4%	1.8%	0.8%	5.1%	8.4%	4.5%*	1.1
Unemployed	6.8%	9.5%	5.8%	10.6%	10.5%	9.1%	2.3
White	8.4%	5.3%	4.1%	8.2%	9.5%	6.2%*	-2.2
Latino	2.0%	21.2%	11.8%	16.2%	14.9%	15.7%*	13.7
Employed part-time	15.3%	11.7%	9.9%	10.4%	10.4%	11.9%	-3.4
White	14.1%	11.5%	11.0%	10.7%	8.6%	10.7%	-3.4
Latino	17.3%	12.1%	5.1%	9.1%	16.5%	16.0%	-1.3
Homemaker, parent, or caregiver	5.3%	5.0%	5.7%	6.5%	3.6%	3.2%	-2.1
White	3.2%	4.2%	3.8%	3.4%	2.6%	2.4%*	-0.8
Latino	13.4%	8.7%	11.6%	17.1%	7.4%	5.6%*	-7.8
Student	5.2%	5.0%	2.8%	2.1%	2.4%	1.0%	-4.2
White	3.3%	2.1%	2.4%	1.1%	2.8%	0.9%	-2.4
Latino	10.8%	13.7%	3.6%	4.8%	0.8%	1.8%	-9.0
Volunteer¹	NA	NA	NA	NA	NA	0.3%	NA
White	NA	NA	NA	NA	NA	0.5%	NA
Latino	NA	NA	NA	NA	NA	0.0%	NA
Total Respondents	700	705	702	846	713	706	-
White	489	494	497	595	500	495	-
Latino	158	159	158	190	161	159	-

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

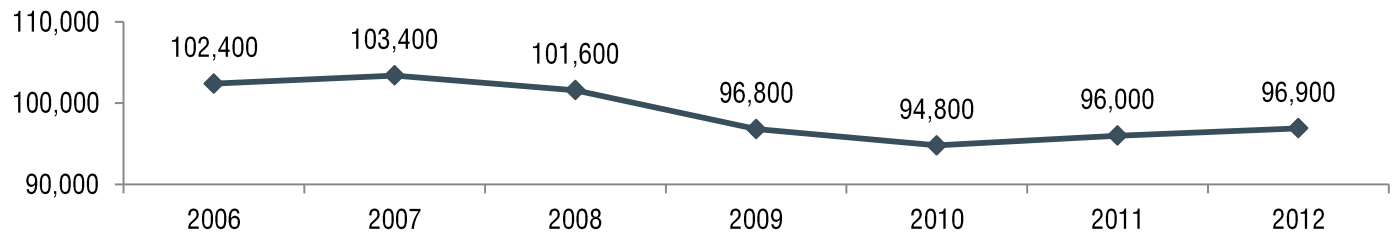
¹The option of “volunteer” was added in 2013.

*Significance testing: Latino respondents were significantly more likely than White respondents to have their employment status be employed full-time, unemployed, or a homemaker, parent or caregiver. White respondents were significantly more likely than Latino respondents to have their employment status be self-employed or retired in 2013.

Net Job Growth

Total employment in Santa Cruz County in 2012 increased for the second consecutive year since 2007, rising from 94,800 jobs in 2010 to 96,600 in 2012. Most of the job gains came from education and health services as well as professional & business services. The occupation with the greatest projected gain, of 84%, between 2010 and 2020 is personal care aides, followed by home health aides (55%).

Total Employment All Industries, Santa Cruz County



Source: State of California Employment Development Department, Labor Market Information Division. (2013). 2006-2012 *Industry Employment & Labor Force*.

Net Job Growth by Industry, Santa Cruz County

	2004	2006	2008	2009	2010	2011	2012	04-12 % CHANGE
Government	21,000	21,800	22,300	20,800	19,400	20,400	20,500	-2.4%
Education & Health Services	12,000	12,100	12,500	13,000	13,300	14,000	13,900	15.8%
Retail Trade	13,100	13,300	12,300	11,600	11,400	11,400	11,500	-12.2%
Leisure & Hospitality	11,200	11,100	11,300	11,100	11,000	11,400	11,600	3.6%
Professional & Business Services	9,000	10,000	10,000	9,300	8,900	9,600	9,700	7.8%
Manufacturing	7,000	6,500	5,900	5,200	5,300	5,100	5,600	-20.0%
Mining, Logging, & Construction	5,500	5,900	4,600	3,200	3,000	2,800	3,000	-45.5%
Wholesale Trade	3,600	4,000	4,100	3,800	3,600	3,500	3,500	-2.8%
Financial Activities	3,700	3,700	3,500	3,400	3,300	3,100	3,200	-13.5%
Transportation, Warehousing, & Utilities	1,500	1,500	1,500	1,400	1,400	1,700	1,500	0.0%
Information	1,800	1,400	1,100	1,000	900	900	800	-55.6%
Other Services	3,800	3,800	4,000	3,700	3,600	3,600	3,700	-2.6%
Total Employment, Non-farm Industries	93,000	95,100	93,000	87,400	85,200	87,300	88,400	-4.9%
Total Employment, Farm Industries	7,500	7,400	8,600	9,500	9,600	8,700	8,500	13.3%
Total Employment¹, All Industries	100,500	102,400	101,600	96,800	94,800	96,000	96,900	-3.6%
Comparison: Labor Force ²	144,000	143,400	146,200	147,600	147,800	150,700	154,900	7.6%

Source: State of California Employment Development Department, Labor Market Information Division. (2013). 2004-2012 *Industry Employment & Labor Force*.

Note: Industry employment figures are rounded so totals may not sum exactly.

¹“Total Employment” refers to jobs located in Santa Cruz County.

²“Labor Force” refers to people who reside in Santa Cruz County, employed or unemployed, but who may work outside of the County.

Net Job Growth, California

	2006	2007	2008	2009	2010	2011	2013	06-13 % CHANGE
Total Employment, Non-farm Industries	15,060,300	15,173,500	14,981,400	14,084,700	13,896,400	14,060,500	14,536,000	3.5%
Total Employment, Farm Industries	375,200	383,700	389,300	371,800	381,600	385,300	442,300	17.9%
Total Employment, All Industries	15,435,500	15,557,200	15,370,800	14,456,500	14,278,000	14,445,700	14,978,300	-3.0%
Labor Force	17,686,700	17,928,700	18,191,000	18,204,200	18,176,200	18,384,900	18,692,400	5.7%

Source: State of California Employment Development Department, Labor Market Information Division. (2013). 2006-2013 *Industry Employment & Labor Force*.

Note: Industry employment figures are rounded so totals may not sum exactly.

Selected Occupations with the Greatest Projected Growth, Santa Cruz County

	ANNUAL AVERAGE EMPLOYMENT			2012 -1 ST QUARTER WAGES	
	2010	2020	10-20 % CHANGE	MEDIAN HOURLY	MEDIAN ANNUAL
Personal Care Aides	1,680	3,090	83.9%	\$10.91	\$22,696
Home Health Aides	640	990	54.7%	\$11.24	\$23,373
Insurance Sales Agent	210	310	47.6%	\$19.88	\$41,348
Market Research Analysts and Marketing Specialists	230	330	43.5%	\$25.81	\$53,694
Substance Abuse and Behavioral Disorder Counselors	140	200	42.9%	\$13.38	\$27,831
Coaches and Scouts	310	440	41.9%	*	\$27,157
Healthcare Social Workers	130	180	38.5%	\$21.71	\$45,164
Self-Enrichment Education Teachers	330	440	33.3%	\$27.09	\$56,346
Cooks, Institution and Cafeteria	340	450	32.4%	\$11.63	\$24,190
Medical Secretaries	620	820	32.3%	\$17.22	\$35,803

Source: California Employment Development Department. (2013). 2012 *Labor Market Information, Occupational Employment Statistics (OES)*.

*In occupations where workers do not work full-time all year-round, it is not possible to calculate an hourly wage

Household Income



Per capita personal income fell in the county from \$51,140 in 2008 to \$48,883 in 2011. Median family income⁵ in Santa Cruz County was \$82,643 in 2012, and it's now close to its previous high of \$83,997 in 2008.

Per Capita Personal Income¹

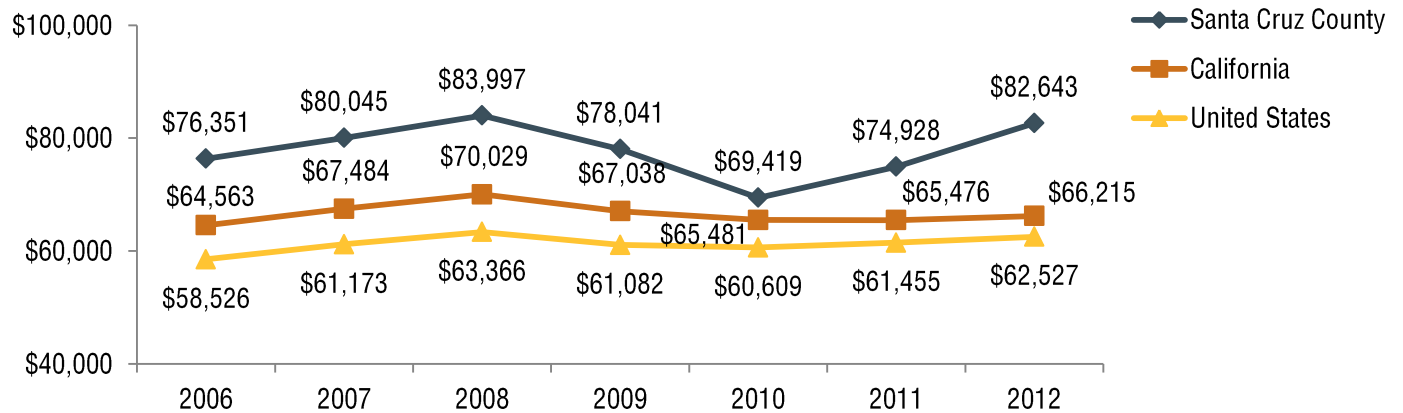
	2004	2006	2007	2008	2009	2010	2011	04-11 % CHANGE
Santa Cruz County	\$39,815	\$45,194	\$48,337	\$51,140	\$49,145	\$47,409	\$48,883	22.8%
California	\$35,219	\$39,626	\$41,805	\$43,852	\$42,395	\$42,514	\$44,666	26.8%
United States	\$33,050	\$36,714	\$38,615	\$40,166	\$39,635	\$39,937	\$42,298	28.0%

Source: U.S. Department of Commerce, Bureau of Economic Analysis. (2013). 2004-2011 *Regional Economic Information System*.

Note: Data presented are the most recent available.

¹Per capita personal income (PCPI) is calculated by dividing the total personal income by the total population for a given county. Total personal income (TPI) includes the earnings (wages and salaries, other labor income, proprietors' income); dividends, interest, and rent; and transfer payments received by the residents of Santa Cruz County.

Median Family Income



Source: United States Census Bureau. (2013). 2006-2012 *American Community Survey*.

⁵ Please see Appendix II for definition of "Median Family Income" and "Median Household Income."

Which income range best describes your family income for the year?

	2003	2005	2007	2009	2011	2013
Less than \$15,000	18.7%	16.8%	9.3%	12.5%	15.6%	12.3%
\$15,000 - \$24,999	14.6%	12.5%	9.5%	9.5%	14.3%	12.2%
\$25,000 - \$34,999	13.2%	12.5%	8.5%	12.0%	12.0%	11.8%
\$35,000 - \$49,999	12.8%	9.7%	13.2%	14.1%	10.8%	9.3%
\$50,000 - \$65,499	11.7%	10.8%	11.1%	10.0%	9.9%	12.5%
\$65,500 - \$99,999	12.2%	20.1%	23.7%	19.5%	18.2%	17.1%
\$100,000 - \$149,999	9.9%	10.5%	16.4%	12.9%	11.2%	11.1%
\$150,000 or more	4.3%	7.2%	8.1%	9.5%	7.9%	13.5%
Total Respondents	667	640	643	746	659	643

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: Totals may not add up to 100% due to respondents answering "Don't know" and rounding.

Poverty Level

The U.S. government uses two distinct measures regarding poverty:

1. The federal poverty guidelines, which are the levels used to determine if an individual or family is eligible for government benefits, and
2. The federal poverty threshold (commonly known as the federal poverty level), which is largely used by the U.S. Census Bureau to determine the percentage of Americans living in poverty.

The federal poverty guidelines are used by federal and state governments to determine eligibility for government assistance. There are several programs that use these guidelines or percentages of the guidelines (such as 125% or 185% of the federal poverty guidelines), such as Head Start, food stamps, the school lunch program, low-income energy assistance, the children's health insurance program, and Medicare. In general, cash assistance such as Temporary Assistance for Needy Families (TANF), Supplemental Security Insurance (SSI), Earned Income Tax Credit (EITC), and Section 8 housing do not use the federal poverty guidelines. The federal poverty guideline for 2013 was \$23,550 for a family of four.

The federal poverty threshold (also known as the federal poverty level) was developed in the 1960s and was based on three times the cost of a nutritionally adequate monthly food plan, as determined by the U.S. Department of Agriculture. Since then, annual adjustments for inflation have occurred, based on changes in the Consumer Price Index. But the federal poverty level presupposes that the average family spends one-third of their income on food and does not consider other factors such as child care, transportation, medical, and housing costs.

In Santa Cruz County, 14% of children under the age of 18 were living in poverty in 2012, down from 17% in 2010. Poverty among seniors also fell from 9% in 2010 to 8% in 2012.

Federal Poverty Guidelines by Family Size

	2007	2008	2009	2010	2011	2012	2013
1	\$10,210	\$10,400	\$10,830	\$10,830	\$10,890	\$11,170	\$11,490
2	\$13,690	\$14,000	\$14,570	\$14,570	\$14,710	\$15,130	\$15,510
3	\$17,170	\$17,600	\$18,310	\$18,310	\$18,530	\$19,090	\$19,530
4	\$20,650	\$21,200	\$22,050	\$22,050	\$22,350	\$23,050	\$23,550
5	\$24,130	\$24,800	\$25,790	\$25,790	\$26,170	\$27,010	\$27,570
6	\$27,610	\$28,400	\$29,530	\$29,530	\$29,990	\$30,970	\$31,590
7	\$31,090	\$32,000	\$33,270	\$33,270	\$33,810	\$34,930	\$35,610
8	\$34,570	\$35,600	\$37,010	\$37,010	\$37,630	\$38,890	\$39,630

Source: Department of Health and Human Services. (2013). 2007-2013 *Federal Register*.

Note: For families larger than 8, an additional \$4,020 is added for each additional person in 2013.

Percent of Population Living Below the Poverty Level, By Age Group

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Santa Cruz County								
Under 18 Years	12.5%	12.4%	17.8%	14.9%	17.3%	15.5%	14.0%	1.5
18 to 64 Years	12.0%	10.0%	13.4%	14.7%	14.8%	16.0%	14.3%	2.3
65 Years and Over	7.3%	6.2%	6.7%	6.8%	8.5%	7.2%	7.5%	0.2
California								
Under 18 Years	18.1%	17.3%	18.5%	19.9%	22.0%	22.8%	23.8%	5.7
18 to 64 Years	11.9%	11.1%	12.0%	12.8%	14.5%	15.3%	15.6%	3.7
65 Years and Over	8.4%	8.2%	8.7%	8.7%	9.7%	10.0%	10.4%	2.0
United States								
Under 18 Years	18.3%	18.0%	18.2%	20.0%	21.6%	22.5%	22.6%	4.3
18 to 64 Years	12.0%	11.6%	11.9%	13.1%	14.2%	14.8%	14.8%	2.8
65 Years and Over	9.9%	9.5%	9.9%	9.5%	9.0%	9.3%	9.5%	-0.4

Source: United States Census Bureau. (2013). 2006-2012 *American Community Survey*.

Note: Percentages are calculated for age-specific populations.

Self-Sufficiency Income Standards

The Self-Sufficiency Standard for California provides information on how much income is needed in different counties in order for families of different sizes to meet their basic needs without public or private assistance. The Self-Sufficiency Standard provides a more comprehensive measure of income adequacy than Federal Poverty Thresholds (levels) by taking into account housing, child care, health care, transportation, food, taxes and miscellaneous costs, as well as economic differences between counties. It also accounts for changing costs over time, and at various rates. For example, food costs, on which the official poverty thresholds are based, have not increased as fast as housing costs. This failure to account for different inflation rates among other non-food basic needs is one reason that the official poverty thresholds are no longer an adequate measure of the money required to meet real needs.⁶

A single adult in Santa Cruz County would need to earn \$15.28 per hour in 2011 in order to be self-sufficient. A single adult with a teenager and a school-age child would have to earn \$25.17 per hour to be self-sufficient.

Self-Sufficiency Income Standards, Santa Cruz County

	SINGLE ADULT			
	2003	2008	2011	03-11% CHANGE
Housing	\$1,004	\$1,145	\$1,327	32.2%
Child Care	\$0	\$0	\$0	NA
Food	\$182	\$241	\$236	29.7%
Transportation	\$245	\$255	\$262	6.9%
Health Care	\$67	\$104	\$140	109.0%
Miscellaneous	\$150	\$175	\$197	31.3%
Taxes	\$375	\$447	\$527	40.5%
Earned Income Tax credit (-)	\$0	\$0	\$0	NA
Child Care Tax Credit (-)	\$0	\$0	\$0	NA
Hourly Self-Sufficiency Wage	\$11.49	\$13.45	\$15.28	33.0%
Monthly Self-Sufficiency Wage	\$2,023	\$2,367	\$2,689	32.9%
Annual Self-Sufficiency Wage	\$24,276	\$28,408	\$32,273	32.9%

⁶ Insight Center for Community Economic Development CA Family Economic Self-Sufficiency by County. (2010). Retrieved from January 5, 2011. <http://www.insight.org/index.php?page=ca-sss>.

	SINGLE ADULT + 1 SCHOOL-AGE CHILD AND 1 TEENAGER			
	2003	2008	2011	03-11% CHANGE
Housing	\$1,341	\$1,493	\$1,730	29.0%
Child Care	\$440	\$426	\$473	7.5%
Food	\$473	\$633	\$623	31.7%
Transportation	\$251	\$262	\$270	7.6%
Health Care	\$232	\$297	\$423	82.3%
Miscellaneous	\$274	\$311	\$352	28.5%
Taxes	\$484	\$589	\$776	60.3%
Earned Income Tax credit (-)	\$0	\$0	\$0	NA
Child Care Tax Credit (-)	(\$55)	(\$50)	(\$50)	-9.1%
Hourly Self-Sufficiency Wage	\$18.59	\$21.55	\$25.17	35.4%
Monthly Self-Sufficiency Wage	\$3,273	\$3,793	\$4,430	35.3%
Annual Self-Sufficiency Wage	\$39,270	\$45,522	\$53,164	35.4%

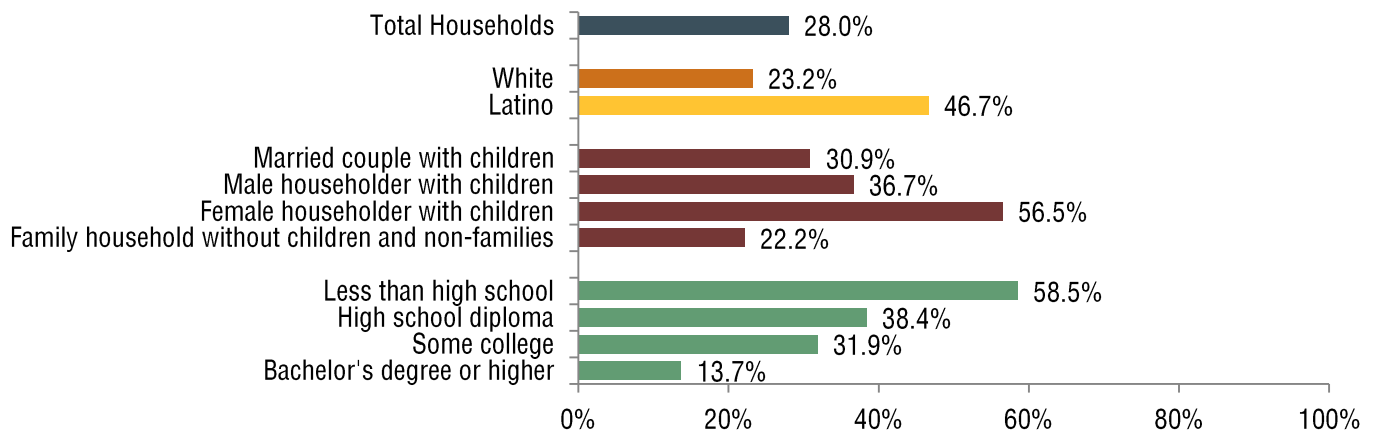
	TWO ADULTS + 1 PRE-SCHOOLER AND 1 SCHOOL-AGE CHILD			
	2003	2008	2011	03-11% CHANGE
Housing	\$1,341	\$1,493	\$1,730	29.0%
Child Care	\$1,205	\$1,283	\$1,624	34.8%
Food	\$565	\$752	\$739	30.8%
Transportation	\$481	\$500	\$512	6.4%
Health Care	\$250	\$333	\$452	80.8%
Miscellaneous	\$384	\$436	\$506	31.8%
Taxes	\$783	\$946	\$1,274	62.7%
Earned Income Tax credit (-)	\$0	\$0	\$0	NA
Child Care Tax Credit (-)	(\$100)	(\$100)	(\$100)	NA
Hourly Self-Sufficiency Wage	\$13.47 ¹	\$15.56 ¹	\$18.67 ¹	38.6%
Monthly Self-Sufficiency Wage	\$4,743	\$5,477	\$6,571	38.5%
Annual Self-Sufficiency Wage	\$56,918	\$65,726	\$78,858	38.5%

Source: Center for Women's Welfare, University of Washington. (2011). 2003-2011 *The Self-Sufficiency Standard for California*.

Note: Data presented are the most recent available.

¹Hourly wages for two-adult households are per adult (e.g., \$15.56 per adult in 2008, \$18.67 per adult in 2011).

Percent of Households Below Self-Sufficiency Income Standards, Santa Cruz County – 2007



Source: Center for Women's Welfare at the University of Washington's School of Social Work. (2010). 2007 *Overlooked and Undercounted 2009: Struggling to Make Ends Meet in California*.

Note: Data presented are the most recent available.

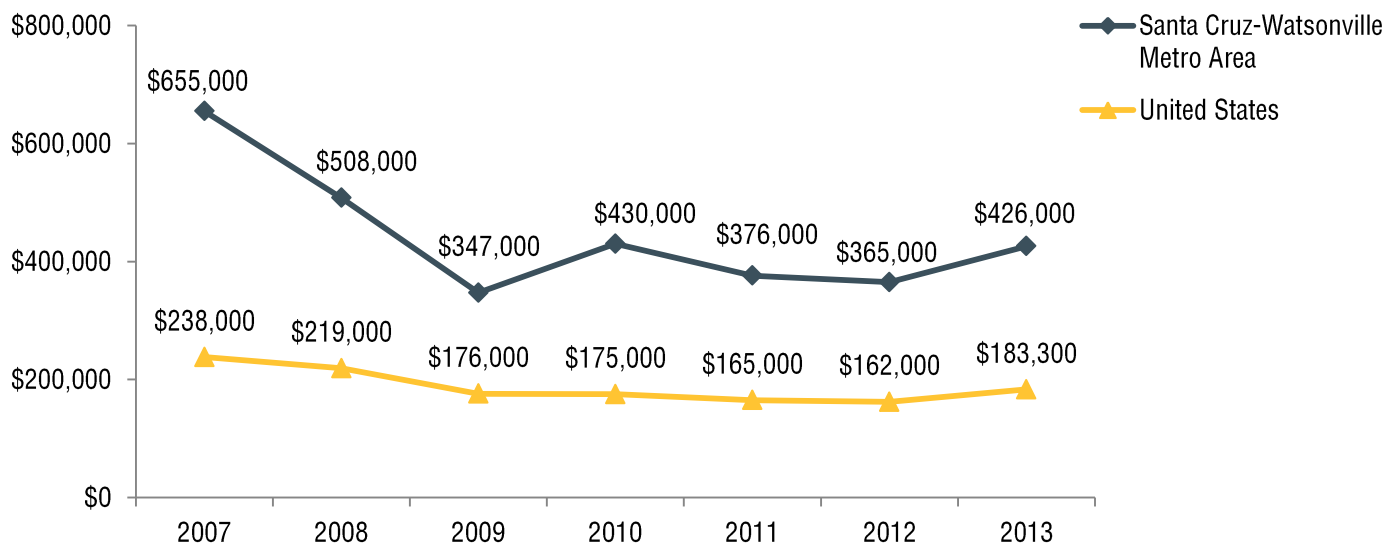
Affordable Housing



The median sale price of homes in the Santa Cruz-Watsonville Metro Areas was \$426,000 in the 1st quarter of 2013, up from \$365,000 in 2012. The percentage of homes in the Santa Cruz-Watsonville Metro Area that were affordable to median income families was 37% in the 1st quarter of 2013. Average rents for two bedrooms was \$1,700 a month in 2013.

The U.S. Department of Housing and Urban Development (HUD) recommends that families not spend more than 30% of their income on housing, otherwise, they won't be able to afford other basic needs. Forty-one percent of White CAP survey respondents reported spending more than 30% of their take-home pay on housing costs in 2013, compared to 67% of Latino respondents, a statistically significant difference.

Median Sale Price, All Home Types¹



Source: National Association of Home Builders. (2013). 2007-2013 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

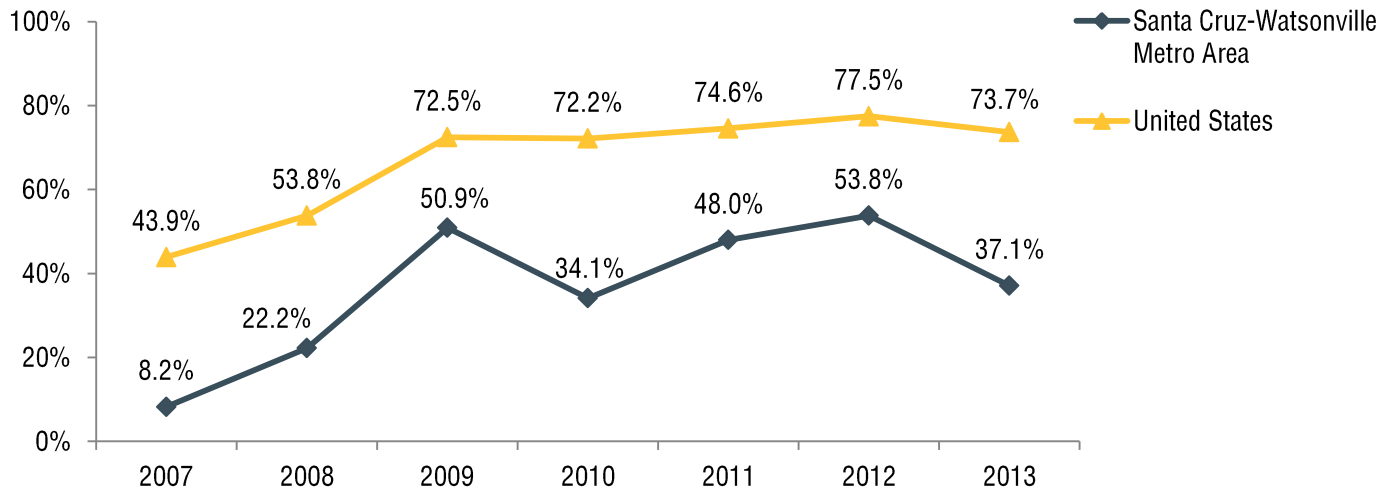
¹Includes new and existing condominiums and other types of homes.

Median Sale Price, All Home Types by Metro Area

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Salinas	\$569,000	\$393,000	\$209,000	\$232,000	\$235,000	\$254,000	\$340,000	-40.2%
San Francisco-San Mateo	\$748,000	\$680,000	\$525,000	\$585,000	\$550,000	\$549,000	\$675,000	-9.8%
San Jose-Santa Clara	\$646,000	\$544,000	\$373,000	\$431,000	\$425,000	\$420,000	\$550,000	-14.9%
Santa Cruz-Watsonville	\$655,000	\$508,000	\$347,000	\$430,000	\$376,000	\$365,000	\$426,000	-35.0%
United States	\$238,000	\$219,000	\$176,000	\$175,000	\$165,000	\$162,000	\$183,300	-23.0%

Source: National Association of Home Builders. (2013). 2007-2013 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percent of Homes Affordable for Median Income Families



Source: National Association of Home Builders. (2013). 2007-2013 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percent of Homes Affordable for Median Income Families by Metro Area

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Salinas	4.6%	13.1%	69.0%	56.2%	62.4%	62.6%	44.4%	39.8
San Francisco-San Mateo	6.7%	12.7%	32.1%	23.4%	33.2%	39.9%	28.9%	22.2
San Jose-Santa Clara	13.6%	23.1%	61.5%	45.1%	53.5%	59.1%	43.3%	29.7
Santa Cruz-Watsonville	8.2%	22.2%	50.9%	34.1%	48.0%	53.8%	37.1%	28.9
United States	43.9%	53.8%	72.5%	72.2%	74.6%	77.5%	73.7%	29.8

Source: National Association of Home Builders. (2013). 2007-2013 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percent of Households Able to Afford an Entry-Level Home in California Based on the First-Time Buyer¹ Housing Affordability Index

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
County								
Marin	21%	24%	41%	41%	50%	47%	37%	16
San Francisco	18%	23%	39%	37%	46%	43%	34%	16
San Mateo	19%	22%	51%	42%	53%	46%	36%	17
Santa Clara	27%	31%	62%	55%	62%	56%	45%	18
Santa Cruz	20%	28%	53%	45%	58%	56%	41%	21
Region:								
U.S.: Single Family	64%	69%	76%	79%	NA	81%	75%	11
CA: Single Family	25%	44%	69%	66%	NA	69%	56%	31
S.F. Bay Area	24%	30%	62%	53%	NA	NA	45%	21
Monterey Region	19%	29%	71%	67%	NA	NA	57%	38

Source: California Association of Realtors. (2013). 2007-2013 First-Time Buyer Housing Affordability Index.

Note: Data are from the 1st quarter of each year, except for 2013, when data is from Q2.

Note: 1st quarter data was not available for 2012 so 2nd quarter data was used.

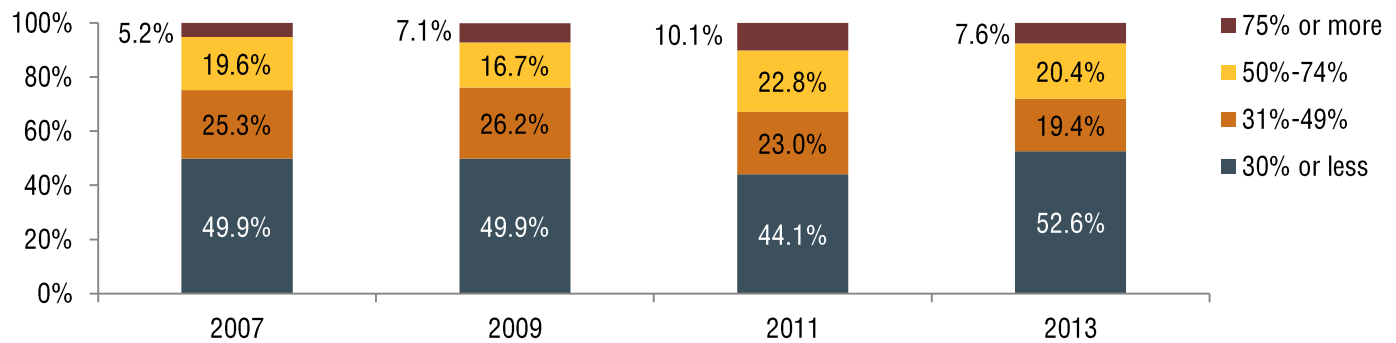
¹ A first-time buyer is assumed to purchase a home at a price equal to 85 percent of the prevailing median price for existing homes.

Estimate of Average (50th Percentile) Rents¹, Santa Cruz County

	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	07-13 % CHANGE
0 bedrooms	\$953	\$1,045	\$1,113	\$1,160	\$1,212	\$1,058	\$1,039	9.0%
1 bedroom	\$1,120	\$1,229	\$1,309	\$1,363	\$1,424	\$1,248	\$1,257	12.2%
2 bedrooms	\$1,466	\$1,608	\$1,713	\$1,784	\$1,864	\$1,627	\$1,700	16.0%
3 bedrooms	\$2,134	\$2,341	\$2,494	\$2,598	\$2,714	\$2,341	\$2,191	2.7%
4 bedrooms	\$2,284	\$2,505	\$2,669	\$2,779	\$2,904	\$2,413	\$2,444	7.0%

Source: U.S. Department of Housing and Urban Development. (2013). 2007-2013 HUD USER Data Sets.

☎ How much of your total household take-home pay (income after taxes) goes to rent or housing costs¹?

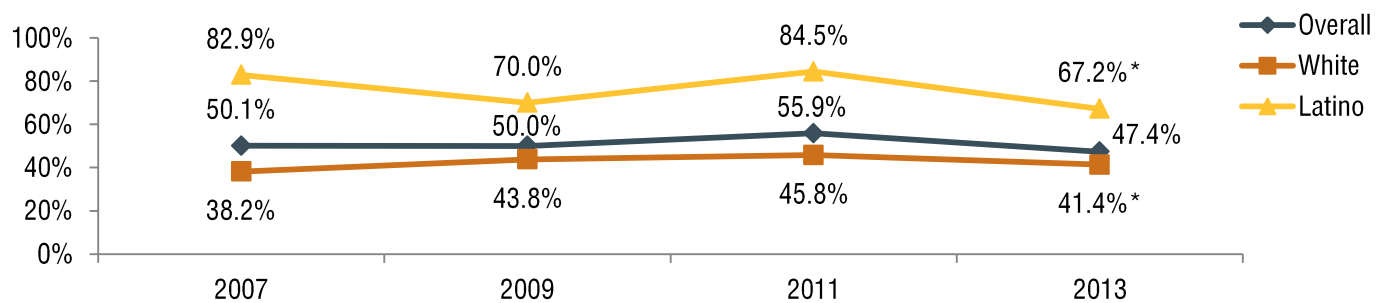


Overall 2013 n: 624.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

¹Housing costs are considered any type of payment having to do with housing, such as rent or mortgage payments.

☎ Percent of Respondents Who Spent Over 30% of Their Household Take-Home Pay on Rent or Housing Costs, By Ethnicity



Overall 2013 n: 624; White 2013 n: 439; Latino 2013 n: 139.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

*Significance testing: Latino respondents were significantly more likely than White respondents to spend over 30% of their household take-home pay on rent or housing costs in 2013.

 In the past 12 months, due to the cost of housing, have you or anyone living with you needed to do any of the following? (Selected Responses) By Ethnicity - 2013

	OVERALL	WHITE	LATINO
Share Housing With Other Families	16.2%	13.2%*	27.5%*
Live Temporarily With Family/Friends	15.0%	11.4%*	25.1%*
Rent Out Rooms In Your House	9.1%	8.0%	12.2%
Move When You Didn't Want To	4.9%	4.2%	7.4%
Live In An Overcrowded Unit	4.9%	2.7%*	10.8%*
None of the above	70.0%	76.1%	52.7%

Overall: 695 respondents offering 880 responses; White: 487 respondents offering 583 responses; Latino: 153 respondents offering 228 responses.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: Latino respondents were significantly more likely than White respondents to share housing with other families, live temporarily with family/friends, or live in an overcrowded unit due to the cost of housing in 2013.

Housing Occupancy and Tenure

Since 2005, the number of occupied housing units has stayed relatively stable in Santa Cruz County. There has been a slight increase since 2005 in the number of houses that are occupied by renters (now at 43%) and the average household size of renters has gone up slightly to 2.88 in 2012. The homeowner vacancy rate was 1.6% and the rental vacancy rate was 2.7% in 2012.

Housing Tenure, Santa Cruz County

	2005	2007	2008	2009	2010	2011	2012
Occupied Housing Units	93,076	93,690	93,759	92,227	91,264	94,775	93,253
Owner-Occupied Housing Units	59.8%	59.5%	59.7%	60.7%	59.4%	57.3%	56.7%
Rent-Occupied Housing Units	40.2%	40.5%	40.3%	39.3%	40.6%	42.7%	43.3%
Average Household Size of Owner-Occupied Unit	2.63	2.67	2.64	2.69	2.62	2.61	2.63
Average Household Size of Renter-Occupied Unit	2.51	2.50	2.67	2.69	2.68	2.76	2.88

Source: United States Census Bureau. (2013). 2005-2012 *American Community Survey 1 year estimates*. Selected Housing Characteristics, Table DP-04.

Housing Occupancy, Santa Cruz County

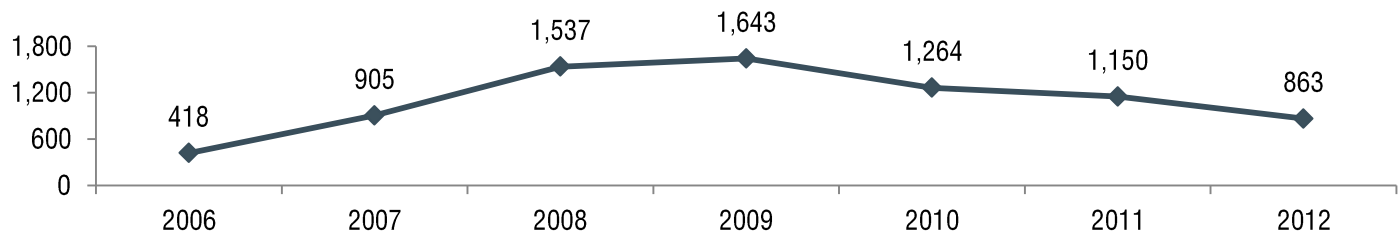
	2005	2007	2008	2009	2010	2011	2012
Total Housing Units	101,686	102,874	103,480	103,731	104,444	104,447	104,286
Occupied Housing Units	91.5%	91.1%	90.6%	88.9%	87.4%	90.7%	89.4%
Vacant Housing Units	8.5%	8.9%	9.4%	11.1%	12.6%	9.3%	10.6%
Homeowner Vacancy Rate (Percent)	0.2%	0.6%	2.0%	1.2%	2.6%	1.9%	1.6%
Rental Vacancy Rate (Percent)	2.5%	3.8%	3.6%	5.6%	6.7%	2.3%	2.7%

Source: United States Census Bureau. (2013). 2005-2012 *American Community Survey 1 year estimates*. Selected Housing Characteristics, Table DP-04.

Foreclosures

There were 863 notices of default (the first step in the foreclosure process) in Santa Cruz County in 2012, continuing a downward trend from a high of 1,643 in 2009. There was a 107% increase in notices of default between 2006 and 2012 in the county.

Notices of Default (First Step in Foreclosure Process), Santa Cruz County



Source: DataQuick News. (2013). 2006-2012 *Foreclosure Press Releases*.

Notices of Default (First Step in Foreclosure Process) by County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Monterey County	750	2,740	5,222	4,606	2,831	2,243	1,713	128.4%
San Francisco County	578	1,059	1,493	2,230	1,885	1,749	1,128	95.2%
Santa Clara County	2,601	6,150	11,740	15,040	9,538	8,069	5,073	95.0%
Santa Cruz County	418	905	1,537	1,643	1,264	1,150	863	106.5%
California	103,743	254,824	404,620	377,355	304,165	257,664	220,360	112.4%

Source: DataQuick News. (2013). 2006-2012 *Foreclosure Press Releases*.

Assistance for Needy Families

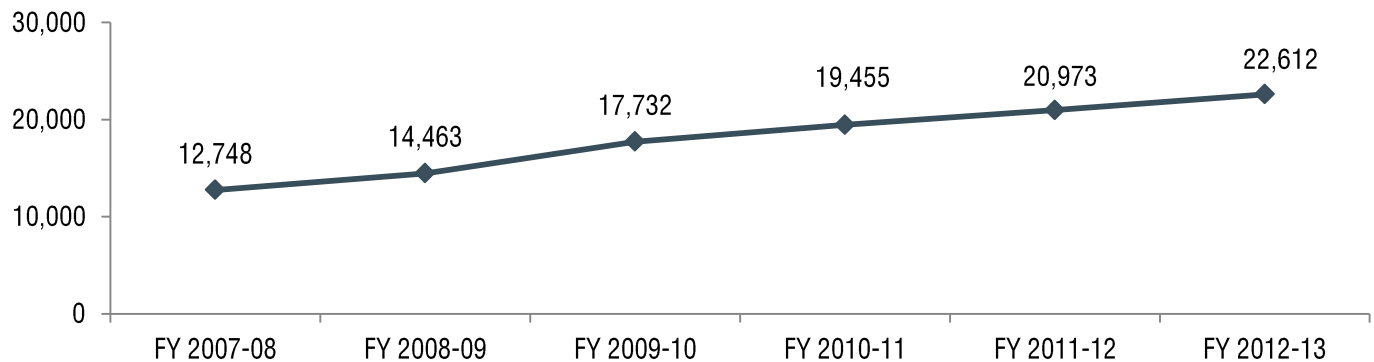
CalFresh, formerly known as the Food Stamp Program, serves as the first line of defense against hunger. CalFresh benefits provide critical basic support to low income families and individuals enabling them to purchase nutritious food with an Electronic Benefit Transfer card.

The average number of people served monthly by CalFresh has been increasing from 12,748 people in Fiscal Year 2007-08 to nearly 23,000 in FY 2012-13. In 2012-13, CalFresh issued nearly \$42 million in benefits in the county.

CalWORKs offers employment services and cash assistance to needy families who have children under 19 years of age. The program helps meet basic needs for shelter, food, and clothing, while increasing job readiness skills. Cash aid benefits for the adults have a lifetime limit of 60 months and most adult recipients must meet work participation requirements as a condition of receiving cash assistance.

The average monthly caseload for CalWORKs in Santa Cruz County was just over 2,000 in Fiscal Year 2012-13, a slight decrease from nearly 2,400 in Fiscal Year 2009-10. CalWORKs issued nearly \$12 million in benefits in FY 2012-13.

Average Number of People Served Monthly by CalFresh, Santa Cruz County



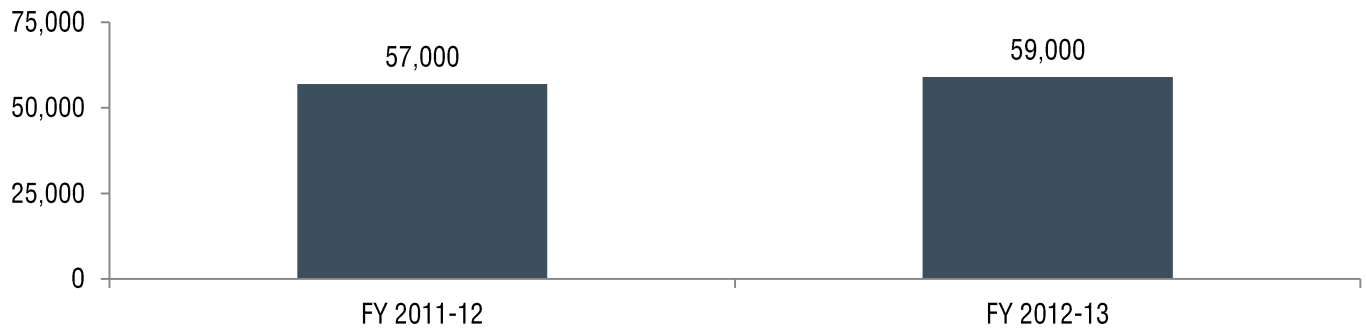
Source: County of Santa Cruz Human Services Department Annual Report, 2012-13, 2011-12, 2010-11, 2009-10.

Average Monthly Caseload, Santa Cruz County

	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13
General Assistance	138	162	196	174
CalWORKs	2,389	2,366	2,226	2,059

Source: County of Santa Cruz Human Services Department Annual Report, 2012-13, 2011-12, 2010-11, 2009-10.

Number of People Receiving Aid from One or More Public Assistance Programs, Santa Cruz County



Source: County of Santa Cruz Human Services Department Annual Report, 2012-13, 2011-12.

Total Benefits Issued (in Millions), Santa Cruz County

	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13
CalFresh	30	34	35	41.5
CalWORKs	15	14.6	12.5	11.5

Source: County of Santa Cruz Human Services Department Annual Report, 2012-13, 2011-12, 2010-11, 2009-10.

Note: In FY 2010-2011, the Food Stamps program became CalFresh.



education

education

- Education Snapshot of Santa Cruz County.....50
- Education Community Goals.....50
- Student Enrollment51
- Test Scores – California Standards Test (STAR).....52
- Test Scores – Academic Performance Index (API)56
- Test Scores – California High School Exit Exam (CAHSEE).....56
- Test Scores – SAT ✔️.....59
- English Learner Students60
- High School Dropout Rates ✔️.....61
- Satisfaction with Local Education System ✔️.....62
- Youth Assets.....64
- Child Care65
- College Preparation Courses ✔️.....68
- Cabrillo College Attendance69
- UC Santa Cruz Attendance70
- Educational Attainment71

Education Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Test Scores – STAR (California Standards Test)	Percent of 3rd grade students scoring proficient or above in English-Language Arts	46%	36%	↔
Test Scores – Academic Performance Index (API)	Percent of schools districts with an API score of 800 or above	NA	67%	↑
High School Dropout Rate	Dropout rate	13.1%	11.4%	↔
Satisfaction with Local Educational System	Percent of CAP survey respondents who felt “very” or “somewhat satisfied” with our local system of education	NA	86.9%	↑
Child Care	Percent of children with parents in the labor force with licensed child care spaces available	NA	28.6%	↓

↑ Increasing (Upward) trend; ↓ Declining (Downward) trend; ↔ Inconclusive; variable; no clear trend; **NA** Not applicable or data unavailable.
 Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.
 Note: Data presented in table are the most recent data available.

Education Community Goals

GOAL: By the year 2015, all students will graduate with the skills and knowledge required to compete in a 21st century global economy.

» Community Hero: Mark Donnelly, *Starlight Elementary School*

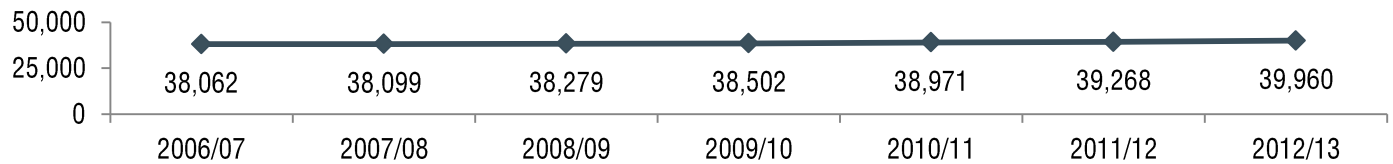
GOAL: By the year 2015, more kindergarteners will be better prepared for school through participation in a high quality preschool.

» Community Hero: Jim Marshall, *Children’s Alley Preschool*

Student Enrollment

The total number of students enrolled in public K-12 schools in Santa Cruz County was 39,960 in 2012/13, an increase of 5% from 38,062 in 2006/07. More than half (55%) of the students enrolled in 2012/13 identified as Latino/Hispanic, followed by 37% White, and less than 2% Asian.

Student Enrollment, Santa Cruz County



Source: California Department of Education. (2013). 2006-2013 *Educational Demographics Office*.

Note: Enrollment data indicate the number of students enrolled each year in public K-12 schools. Enrollment totals are active fall enrollments.

Student Enrollment by School District

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 % CHANGE
County Office of Education	1,066	1,121	1,219	1,397	1,389	1,106	1,393	30.7%
Bonny Doon Union Elementary	129	131	125	117	114	129	132	2.3%
Happy Valley Elementary	138	141	129	128	135	133	127	-8.0%
Live Oak Elementary	2,256	2,194	2,162	2,089	2,108	2,061	2,118	-6.1%
Mountain Elementary	166	165	159	133	120	123	132	-20.5%
Pacific Elementary	100	106	106	104	110	110	104	4.0%
Pajaro Valley Unified	19,162	19,387	19,477	19,381	19,542	19,914	20,001	4.4%
San Lorenzo Valley Unified	3,516	3,546	3,610	3,771	4,025	4,264	4,444	26.4%
Santa Cruz City Elementary	2,125	2,136	2,165	2,193	2,257	2,336	2,360	11.1%
Santa Cruz City High	4,936	4,847	4,759	4,779	4,718	4,691	4,716	-4.5%
Scotts Valley Unified	2,718	2,645	2,595	2,566	2,574	2,506	2,479	-8.8%
Soquel Union Elementary	1,750	1,680	1,773	1,844	1,879	1,895	1,954	11.7%
Santa Cruz County Total	38,062	38,099	38,279	38,502	38,971	39,268	39,960	5.0%
California Total	6,286,952	6,258,007	6,252,031	6,189,908	6,217,113	6,214,204	6,214,199	-1.2%

Source: California Department of Education. (2013). 2006-2013 *Educational Demographics Office*.

Student Enrollment by Ethnicity, Santa Cruz County

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 NET CHANGE
African American	1.3%	1.2%	1.2%	1.2%	1.1%	1.0%	0.9%	-0.4
Alaska Native/ American Indian	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.0
Asian	2.0%	2.0%	2.0%	2.0%	2.0%	1.8%	1.8%	-0.2
Filipino	1.0%	1.0%	0.9%	0.9%	0.9%	0.9%	0.8%	-0.2
Hispanic/ Latino	50.3%	51.3%	52.0%	53.0%	53.6%	54.3%	54.8%	4.5
Pacific Islander	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	-0.1
White (Not Hispanic)	42.1%	40.7%	40.0%	40.8%	39.4%	38.0%	37.3%	-4.8
Multiple or No Response	2.7%	3.1%	3.3%	1.6%	2.4%	3.4%	3.7%	1.0

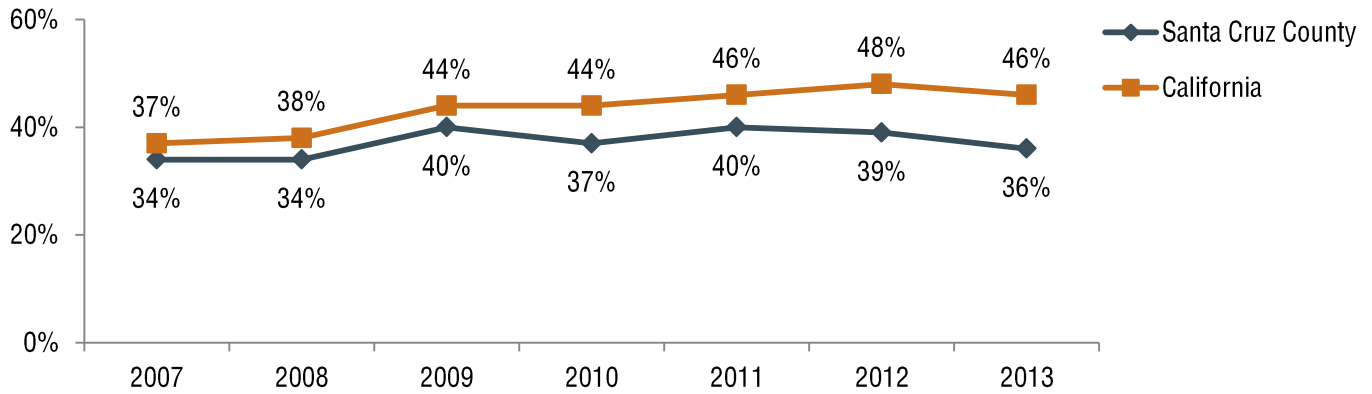
Source: California Department of Education. (2013). 2006-2013 *Educational Demographics Office*.

Test Scores – California Standards Test (STAR)

The California Standards Tests in English-language arts, mathematics, science and history-social science are administered only to students in California public schools. These tests were developed specifically to assess students' knowledge of the California academic content standards.

Third grade reading scores are one of the most important predictors of later school success, including high school graduation rates. About one-third (36%) of Santa Cruz County 3rd grade students scored proficient or above in the English-language arts subject area on the California Standards Test in 2013, a slight increase from 34% in 2007 but still lower than the state average (46% in 2013). In fact, 3rd grade proficiency in English-language arts has ranged from a high of 40% in 2009 and 2011, to a low of 34% over the last 7 years. Older students in 5th to 11th grades have experienced larger increases in English-language arts proficiency, as compared to 3rd graders. However, the percentage of 9th and 11th grade students who were proficient in math was very low in 2013. For example, 38% of 11th graders were proficient in Summative Mathematics, dropping to between 5% and 7% who were proficient in Algebra I, Geometry, and Algebra II.

Percent of 3rd Grade Students Scoring Proficient or Above in the English-Language Arts Subject Area



Source: California Department of Education. (2013). 2007-2013 STAR District/School Summary Report.

3rd Grade: Percent Proficient or Above

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
English-Language Arts								
Santa Cruz County	34%	34%	40%	37%	40%	39%	36%	2
California	37%	38%	44%	44%	46%	48%	46%	9
Mathematics								
Santa Cruz County	52%	52%	58%	63%	62%	63%	58%	6
California	58%	61%	64%	65%	68%	69%	66%	8

Source: California Department of Education. (2013). 2007-2013 STAR District/School Summary Report.

5th Grade: Percent Proficient or Above

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
English-Language Arts								
Santa Cruz County	46%	47%	53%	57%	56%	60%	59%	13
California	44%	48%	54%	58%	59%	63%	60%	16
Mathematics								
Santa Cruz County	45%	46%	54%	58%	57%	60%	59%	14
California	49%	51%	57%	60%	63%	65%	65%	16
Science								
Santa Cruz County	41%	46%	49%	54%	54%	56%	54%	13
California	37%	46%	49%	55%	58%	60%	57%	20

Source: California Department of Education. (2013). 2007-2013 STAR District/School Summary Report.

7th Grade: Percent Proficient or Above

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
English-Language Arts								
Santa Cruz County	50%	53%	56%	57%	59%	64%	59%	9
California	46%	49%	54%	55%	57%	62%	60%	14
Mathematics								
Santa Cruz County	39%	41%	40%	45%	45%	47%	45%	6
California	39%	41%	43%	49%	50%	52%	52%	13

Source: California Department of Education. (2013). 2007-2013 STAR District/School Summary Report.

9th Grade: Percent Proficient or Above

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
English-Language Arts								
Santa Cruz County	48%	50%	52%	56%	57%	58%	61%	13
California	47%	49%	50%	54%	55%	57%	62%	15
General Mathematics								
Santa Cruz County	13%	18%	21%	20%	20%	12%	19%	6
California	13%	18%	17%	17%	18%	18%	16%	3
Algebra I								
Santa Cruz County	15%	18%	17%	26%	20%	25%	16%	1
California	17%	18%	21%	22%	23%	25%	25%	8
Geometry								
Santa Cruz County	46%	46%	43%	46%	43%	42%	32%	-14
California	44%	43%	47%	45%	49%	48%	45%	1
Biology								
Santa Cruz County	48%	61%	62%	64%	72%	73%	69%	21
California	47%	52%	51%	55%	57%	60%	58%	11

Source: California Department of Education. (2013). 2007-2013 STAR District/School Summary Report.

11th Grade: Percent Proficient or Above

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
English-Language Arts								
Santa Cruz County	36%	36%	37%	40%	43%	46%	46%	10
California	37%	37%	40%	43%	45%	48%	48%	11
Algebra I								
Santa Cruz County	3%	5%	8%	4%	7%	7%	5%	2
California	5%	5%	8%	9%	9%	10%	10%	5
Geometry								
Santa Cruz County	7%	10%	9%	6%	7%	11%	6%	-1
California	6%	6%	7%	7%	9%	9%	8%	2
Algebra II								
Santa Cruz County	5%	6%	5%	7%	8%	6%	7%	2
California	12%	11%	12%	14%	16%	15%	15%	3
Summative High School Mathematics								
Santa Cruz County	38%	39%	38%	47%	38%	43%	38%	0
California	44%	43%	47%	50%	50%	49%	49%	5
U.S. History								
Santa Cruz County	30%	32%	37%	39%	45%	43%	47%	17
California	35%	38%	44%	45%	48%	48%	50%	15
Biology								
Santa Cruz County	58%	60%	48%	38%	60%	63%	63%	5
California	36%	39%	41%	46%	49%	53%	51%	15
Chemistry								
Santa Cruz County	22%	21%	20%	29%	23%	22%	24%	2
California	26%	25%	27%	29%	29%	34%	32%	6
Physics								
Santa Cruz County	27%	43%	34%	48%	48%	54%	54%	27
California	42%	47%	50%	53%	56%	56%	58%	16

Source: California Department of Education. (2013). 2007-2013 STAR District/School Summary Report.

Test Scores – Academic Performance Index (API)

A school's API is a number that ranges from 200 to 1,000 and the state has set 800 as the API target for all schools to meet. According to the California Department of Education, 67% of school districts in Santa Cruz County in 2012 had an API score of 800 or above, an increase from 50% in 2006. Although 33% of school districts have not yet reached a score of 800, the majority (83%) of school districts showed improvement in their API scores between 2006 and 2012.

API Score by School District

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
County Office of Education	582	564	556	600	546	561	534	-8.2%
Bonny Doon Union Elementary	822	845	817	903	862	907	925	12.5%
Happy Valley Elementary	907	888	897	915	941	925	921	1.5%
Live Oak Elementary	747	729	723	732	753	757	789	5.6%
Mountain Elementary	836	859	875	895	909	910	914	9.3%
Pacific Elementary	874	841	823	817	850	887	843	-3.5%
Pajaro Valley Unified	654	667	680	689	713	718	727	11.2%
San Lorenzo Valley Unified	776	786	794	819	825	827	836	7.7%
Santa Cruz City Elementary	798	817	808	816	828	832	832	4.3%
Santa Cruz City High	744	745	752	752	771	776	789	6.0%
Scotts Valley Unified	835	829	840	848	878	880	902	8.0%
Soquel Union Elementary	812	808	822	807	828	833	845	4.1%

Source: California Department of Education. (2013). 2006-2012 *Educational Demographics Office*.

Test Scores – California High School Exit Exam (CAHSEE)

In California, all high school students must pass a test to earn a high school diploma. The test is called the CAHSEE. The test helps to ensure that students graduate from high school with grade level skills in reading, writing, and math. Students first take this test in 10th grade. If they do not pass the test in 10th grade, they have two more chances to take the test in 11th grade and up to five times in 12th grade.

Since 2006/07, the percentage of Santa Cruz County 10th grade students who passed the California High School Exit Exam⁷ increased in both math (75% in 2006/07 to 81% in 2012/13) and English-language arts (76% in 2006/07 to 79% in 2012/13).

⁷ Please see Appendix II for definition of "California High School Exit Exam (CAHSEE)."

Math: 10th Grade

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 NET CHANGE
Aptos High								
Number Tested	338	342	305	337	326	369	325	-
Percent Passing	86%	91%	88%	88%	89%	88%	94%	8
Harbor High								
Number Tested	264	277	264	268	257	240	262	-
Percent Passing	80%	86%	83%	88%	88%	86%	85%	5
Pajaro Valley High								
Number Tested	465	419	322	396	324	384	379	-
Percent Passing	56%	62%	59%	70%	78%	69%	69%	13
San Lorenzo Valley High								
Number Tested	241	211	190	170	345	362	189	-
Percent Passing	88%	90%	89%	92%	70%	76%	94%	6
Santa Cruz High								
Number Tested	253	244	264	267	289	263	279	-
Percent Passing	91%	91%	91%	92%	96%	93%	93%	2
Scotts Valley High								
Number Tested	228	224	201	193	212	193	186	-
Percent Passing	93%	94%	96%	95%	93%	96%	96%	3
Soquel High								
Number Tested	261	300	280	231	244	271	259	-
Percent Passing	90%	82%	89%	88%	82%	86%	85%	-5
Watsonville High								
Number Tested	500	515	534	467	526	491	502	-
Percent Passing	59%	63%	73%	71%	75%	76%	71%	12
Santa Cruz County								
Number Tested	2,975	2,974	2,805	2,733	2,851	2,884	2,952	-
Percent Passing	75%	77%	79%	81%	83%	81%	81%	6
California								
Number Tested	477,286	474,830	474,221	475,464	473,439	465,414	459,159	-
Percent Passing	76%	78%	80%	81%	83%	84%	84%	8

Source: California Department of Education. (2013). 2006-2013 High School Exit Exam Office.

English Language Arts: 10th Grade

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 NET CHANGE
Aptos High								
Number Tested	339	347	305	336	327	367	324	-
Percent Passing	88%	92%	90%	90%	89%	92%	89%	1.0
Harbor High								
Number Tested	265	277	264	268	255	240	262	-
Percent Passing	79%	87%	87%	88%	87%	85%	77%	-2.0
Pajaro Valley High								
Number Tested	452	416	316	397	328	388	378	-
Percent Passing	61%	67%	63%	69%	73%	70%	65%	4.0
San Lorenzo Valley High								
Number Tested	273	211	192	173	351	382	188	-
Percent Passing	87%	91%	92%	92%	72%	77%	89%	2.0
Santa Cruz High								
Number Tested	257	245	266	265	290	262	278	-
Percent Passing	89%	91%	87%	93%	92%	94%	91%	2.0
Scotts Valley High								
Number Tested	229	223	201	191	212	194	186	-
Percent Passing	93%	96%	96%	96%	95%	97%	98%	5.0
Soquel High								
Number Tested	261	299	276	225	243	270	261	-
Percent Passing	89%	85%	88%	92%	89%	87%	88%	-1.0
Watsonville High								
Number Tested	500	518	540	467	539	490	506	-
Percent Passing	58%	62%	68%	67%	69%	71%	70%	12.0
Santa Cruz County								
Number Tested	2,963	2,992	2,813	2737	2,869	2,885	2,953	-
Percent Passing	76%	78%	79%	82%	82%	82%	79%	3.0
California								
Number Tested	479,147	476,711	476,768	478,113	475,842	467,654	461,150	-
Percent Passing	77%	79%	79%	81%	82%	83%	83%	6.0

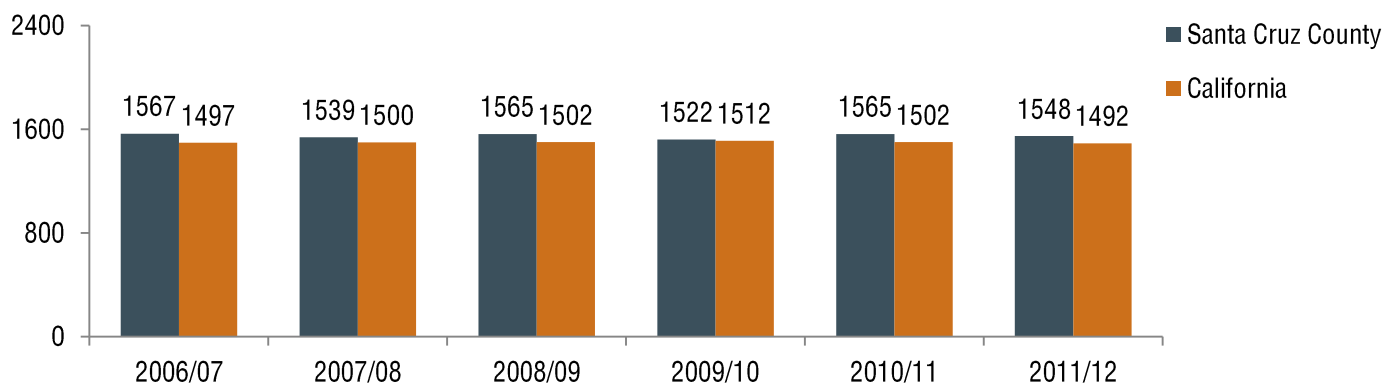
Source: California Department of Education. (2013). 2006-2013 High School Exit Exam Office.

Test Scores - SAT



The total average SAT⁸ score of Santa Cruz County high school students was 1548 in 2011/12, higher than the state at an average of 1492. There was a wide range of scores, however, depending upon the high school with a low of 1,223 at Pajaro Valley High School and a high of 1,687 at Santa Cruz High School in 2011/12. The percentage of Santa Cruz County 12th grade students who took the SAT increased from 36% in 2006/07 to 38% in 2011/12. However, the percentage of Santa Cruz County 12th graders taking the SAT was consistently lower than in California overall since 2006/07.

Total Average SAT Score



Source: California Department of Education. (2013). 2006-2012 SAT Report.

Note: Scores are out of 2400 possible points.

Percent of 12th Grade Students Who Took the SAT

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	06-12 NET CHANGE
Aptos High	47.2%	59.7%	53.0%	47.8%	44.3%	52.3%	5.1
Harbor High	42.2%	34.8%	32.9%	32.6%	31.5%	47.1%	4.9
Pajaro Valley High	31.5%	32.7%	38.3%	44.4%	36.3%	42.9%	11.4
San Lorenzo Valley High	47.3%	39.0%	37.8%	39.7%	45.7%	54.1%	6.8
Santa Cruz High	61.1%	57.5%	53.2%	45.0%	53.9%	63.2%	2.1
Scotts Valley High	58.1%	67.9%	68.9%	59.0%	58.3%	68.0%	9.9
Soquel High	45.6%	41.0%	44.1%	38.3%	40.4%	47.0%	1.4
Watsonville High	34.7%	36.5%	27.5%	28.1%	35.7%	33.9%	-0.8
Santa Cruz County	35.6%	35.3%	32.4%	31.8%	32.3%	37.8%	2.2
California	36.9%	35.9%	34.7%	33.4%	38.0%	39.3%	2.4

Source: California Department of Education. (2013). 2006-2012 SAT Report.

⁸ Please see Appendix II for definition of "SAT."

Average Total SAT Score, by High School

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	06-12 % CHANGE
Aptos High	1555	1597	1622	1571	1598	1574	1.2%
Harbor High	1663	1690	1657	1656	1686	1618	-2.7%
Pajaro Valley High	1423	1160	1237	1233	1173	1223	-14.1%
San Lorenzo Valley High	1579	1603	1652	1657	1655	1589	0.6%
Santa Cruz High	1645	1652	1683	1655	1691	1687	2.6%
Scotts Valley High	1618	1614	1664	1636	1682	1621	0.2%
Soquel High	1620	1608	1654	1666	1626	1653	2.0%
Watsonville High	1312	1266	1313	1255	1322	1305	-0.5%
Santa Cruz County	1567	1539	1565	1522	1565	1548	-1.2%
California	1497	1500	1502	1512	1502	1492	-0.3%

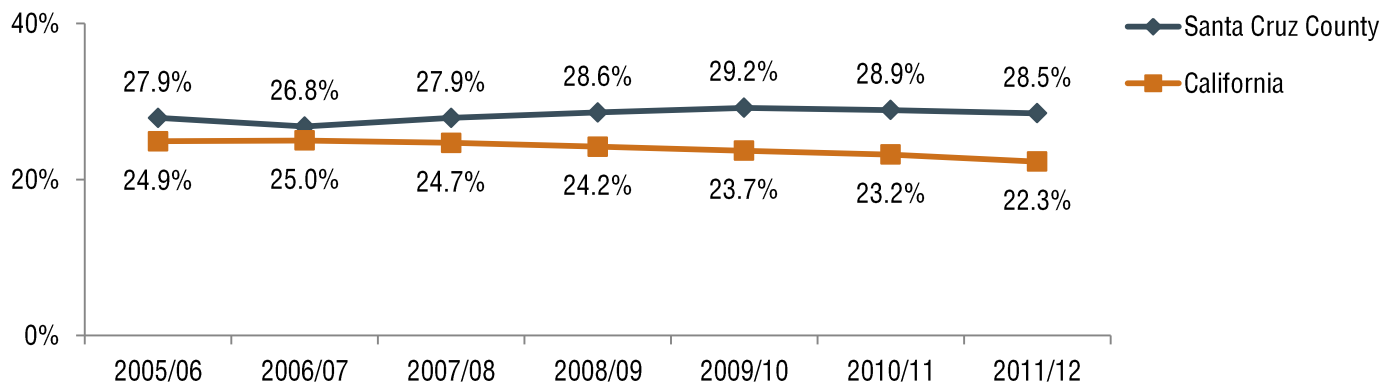
Source: California Department of Education. (2013). 2006-2012 SAT Report.

Note: Scores are out of 2400 possible points.

English Learner Students

Allocating additional resources for teaching English Learner⁹ students is increasingly important as schools adapt to changing demographics. In the 2011/12 school year, 29% of all Santa Cruz County students were English Learners, slightly higher than in California overall at 22%.

Percent of English Learner Students



Source: California Department of Education. (2013). 2005-2012 Educational Demographics Office.

⁹ Please see Appendix II for definition of “English Learner.”

Percent of English Learner Students by School District

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 NET CHANGE
County Office of Education	9.5%	14.8%	12.9%	13.4%	10.8%	26.1%	15.8%	6.3
Bonny Doon Union Elementary	0.0%	0.0%	0.0%	0.8%	2.6%	0.9%	1.6%	1.6
Happy Valley Elementary	2.8%	1.4%	0.7%	0.8%	0.0%	0.0%	0.8%	-2.0
Live Oak Elementary	28.2%	28.0%	28.8%	31.2%	30.9%	31.6%	32.3%	4.1
Mountain Elementary	1.9%	1.8%	1.8%	2.5%	2.3%	2.5%	3.3%	1.4
Pacific Elementary	8.7%	9.0%	8.5%	9.4%	10.6%	10.9%	9.1%	0.4
Pajaro Valley Unified	45.2%	42.0%	43.8%	44.9%	46.7%	45.9%	45.4%	0.2
San Lorenzo Valley Unified	1.1%	0.3%	1.2%	1.1%	0.8%	1.1%	1.3%	0.2
Santa Cruz City Elementary	27.0%	27.2%	27.5%	28.6%	27.9%	27.2%	25.7%	-1.3
Santa Cruz City High	7.8%	8.4%	9.4%	8.1%	8.8%	7.9%	7.7%	-0.1
Scotts Valley Unified	1.8%	2.4%	2.4%	2.5%	2.5%	1.7%	2.1%	0.3
Soquel Union Elementary	11.8%	12.6%	12.4%	13.4%	13.1%	14.0%	12.1%	0.3
Santa Cruz County	27.9%	26.8%	27.9%	28.6%	29.2%	29.1%	28.5%	0.6
California	24.9%	25.0%	24.7%	24.2%	23.7%	23.2%	22.3%	-2.6

Source: California Department of Education. (2013). 2005-2012 *Educational Demographics Office*.

High School Dropout Rates



The cohort dropout rate is the rate at which students enter 9th grade and leave within four years, without a high school diploma, GED, or special education certificate of completion. In Santa Cruz County, the cohort outcome dropout rate decreased slightly from 12% in 2010/11 to 11% in 2011/12. Hispanic/Latino students had higher dropout rates (15%) than White students at 7% in 2011/12.

Cohort Outcome Dropout Rates by School District

	2009/10	2010/2011	2011/2012	09-12 NET CHANGE
Pajaro Valley Unified	7.8%	10.7%	7.5%	-0.3
San Lorenzo Valley Unified	3.7%	2.2%	0.6%	-3.1
Santa Cruz City High	3.3%	2.9%	3.5%	0.2
Scotts Valley Unified	1.0%	1.7%	1.1%	0.1
Santa Cruz County	11.2%	12.3%	11.4%	0.2
California	16.6%	14.7%	13.1%	-3.5

Source: California Department of Education. (2013). 2009-2012 *Educational Demographics Office*.

Note: Cohort outcome dropout rates are not available prior to the 2009/10 school year.

Cohort Outcome Dropout Rates by Ethnicity, Santa Cruz County

	2009/10	2010/2011	2011/2012	09-12 NET CHANGE
Hispanic/Latino	15.4%	16.2%	15.4%	0.0
White	7.4%	8.3%	7.3%	-0.1

Source: California Department of Education. (2013). 2009-2012 *Educational Demographics Office*.

Note: Cohort outcome dropout rates are not available prior to the 2009/10 school year.

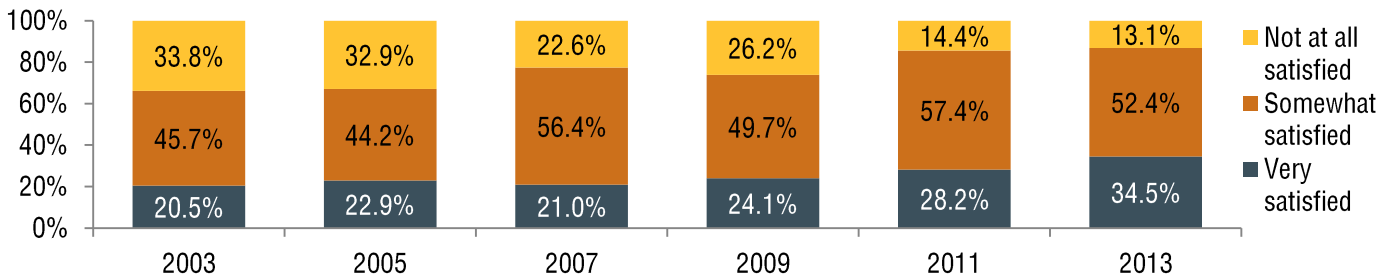
Note: Ethnicities with less than 10 dropouts were not shown.

Satisfaction with Local Education System



Satisfaction with local public schools is thought to be related to support for school programs, educational funding, and student performance. The percentage of all CAP survey respondents (with or without children in school) who reported being “very” or “somewhat” satisfied with the local education system increased from 66% in 2003 to 87% in 2013. When only parents were asked about their satisfaction with their child’s education, 91%-97% were “very” or “somewhat” satisfied in 2013.

Overall, how satisfied are you with our local system of education? – Overall

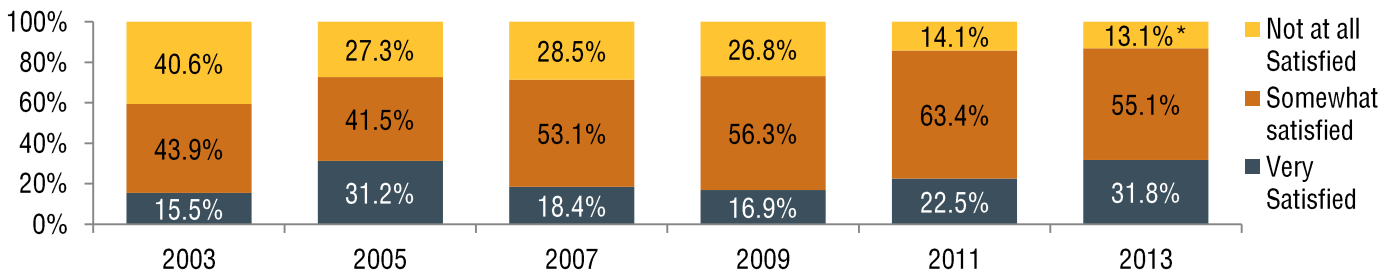


Overall 2013 n: 604.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This question was asked of all survey respondents regardless of whether or not they had children attending local schools.

Overall, how satisfied are you with our local system of education? – North County



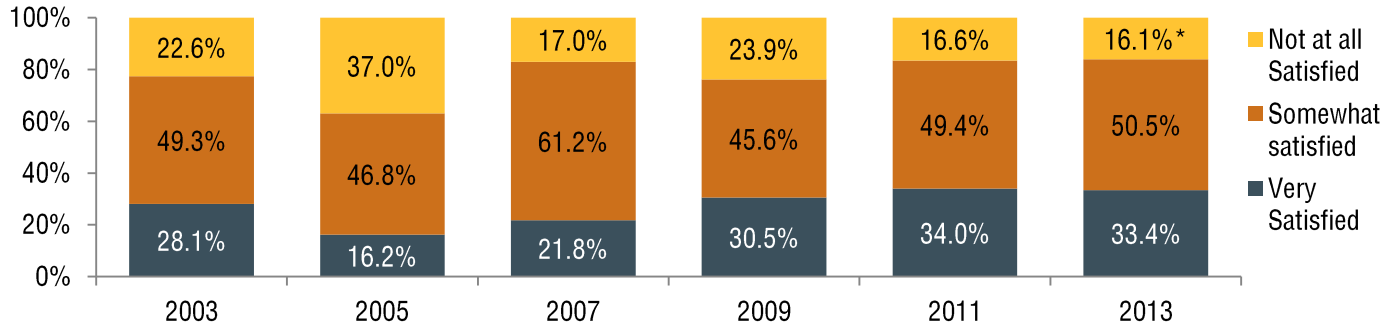
North County 2013 n: =216.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This question was asked of all survey respondents regardless of whether or not they had children attending local schools.

*Significance testing: North County respondents were significantly more likely than San Lorenzo Valley respondents to be not at all satisfied with their local system of education in 2013.

Overall, how satisfied are you with our local system of education? – South County



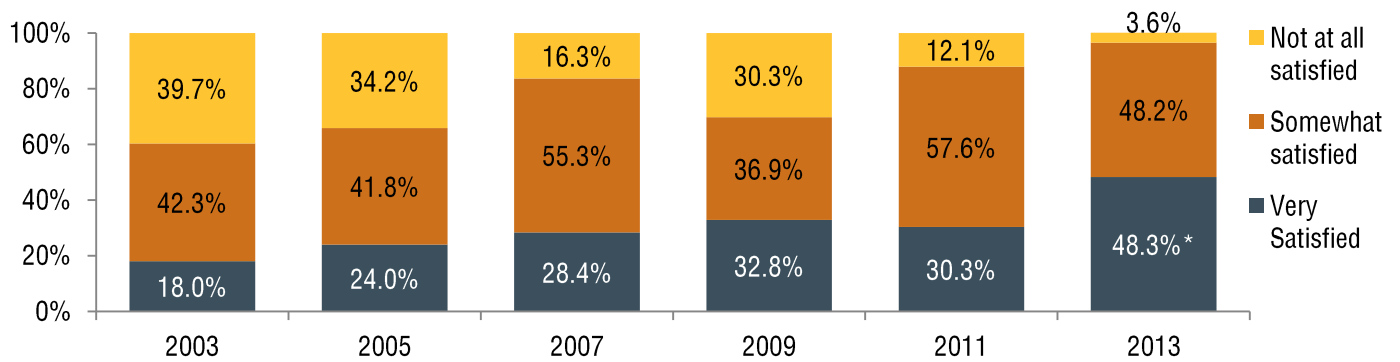
South County 2013 n: 212.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This question was asked of all survey respondents regardless of whether or not they had children attending local schools.

*Significance testing: South County respondents were significantly more likely than San Lorenzo Valley respondents to be not at all satisfied with their local system of education in 2013.

Overall, how satisfied are you with our local system of education? – San Lorenzo Valley



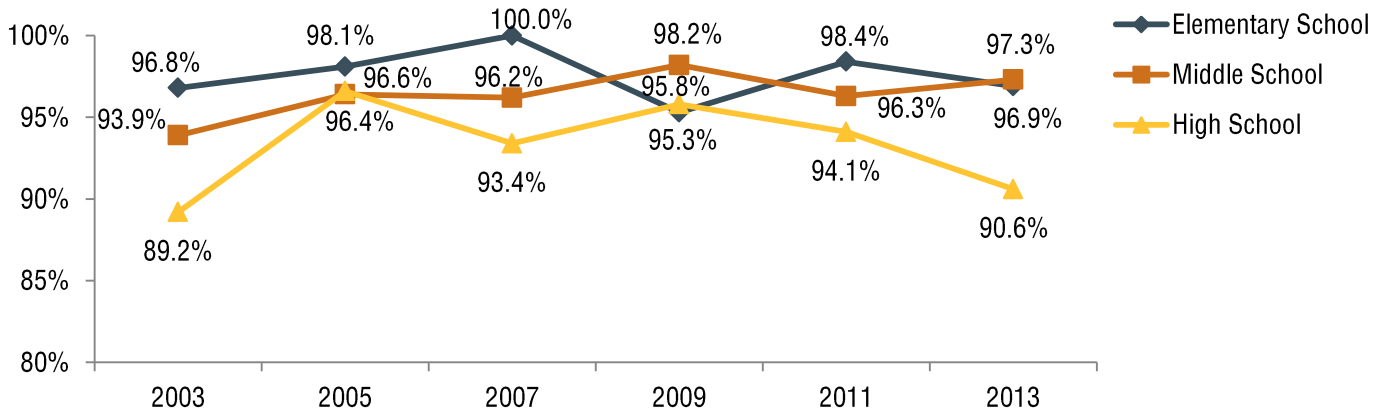
San Lorenzo Valley 2013 n: 172.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This question was asked of all survey respondents regardless of whether or not they had children attending local schools.

*Significance testing: San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to be very satisfied with their local system of education in 2013.

How satisfied are you with your child's education? (Respondents answering "Very" or "Somewhat Satisfied")



Elementary School 2013 n: 116; Middle School 2013 n: 62; High School 2013 n: 65.

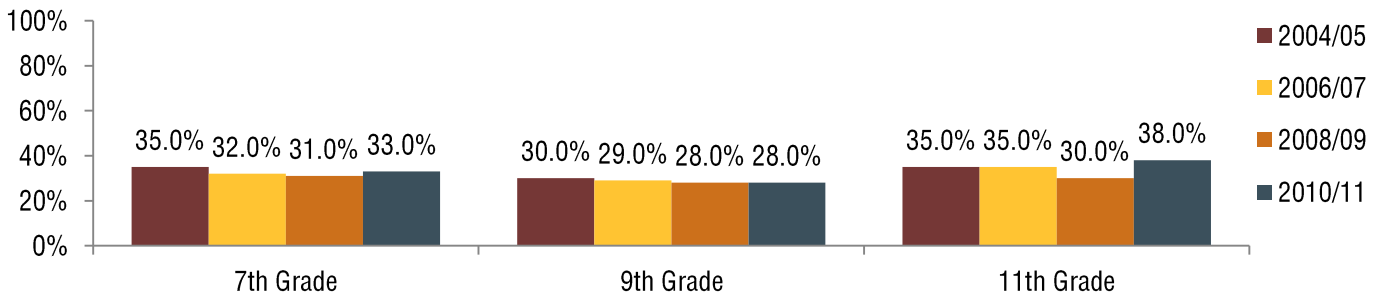
Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Youth Assets

National research shows that children who have more external and internal assets are far more likely to be engaged in thriving behaviors, such as maintaining good health, helping others, resisting danger, overcoming adversity, and are less likely to participate in risky behaviors.¹⁰ External assets include engaging in activities in the community, having connections with adult role models, and feeling connected at school. Internal assets include such things as self-esteem, sense of purpose, and a positive view of one’s future. School assets include having a teacher or adult at school that cares about the youth, doing interesting things at school, helping to decide class activities and rules, and doing things that make a difference. Community assets include having an adult mentor outside of home and school, and engaging in group activities such as music, art, sports or a hobby.

Between 28% and 38% of 7th, 9th, and 11th graders reported having high levels of school environment assets in Santa Cruz County in 2010/11. Between 60% and 68% of 7th, 9th and 11th graders reported having high levels of community environment assets in 2010/11.

Percent of Students with a “High” Level of School Environment Assets¹ by Grade, Santa Cruz County



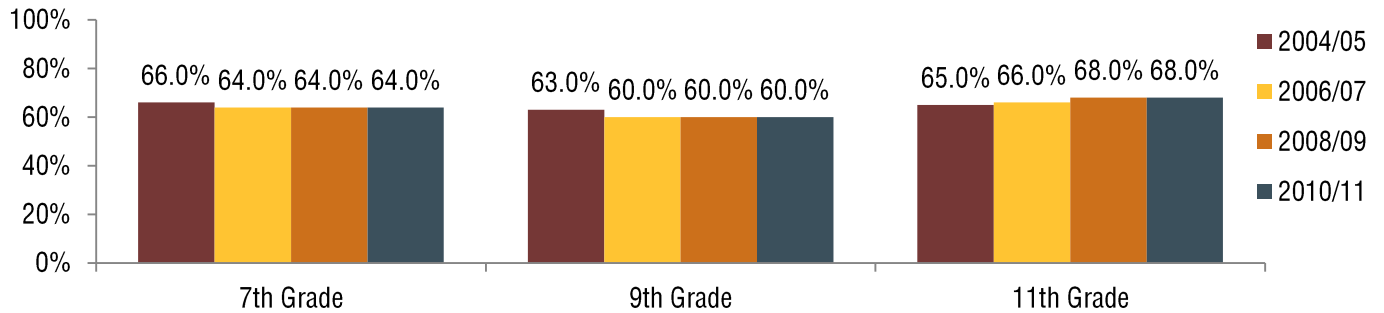
Source: West Ed. (2013). 2004-2011 *California Healthy Kids Survey*.

Note: Students who scored “high” on external assets are those who answered “pretty” or “very much true” to each of the related questions.

¹School Environment Assets include the following survey questions: “At my school, there is a teacher or some other adult who really cares about me... tells me when I do a good job... notices when I am not there... always wants me to do my best... listens to me when I have something to say...believes that I will be a success. At school, I do interesting activities... I help decide things like class activities or rules. I do things that make a difference.”

¹⁰ Prepared by Search Institute for Project Cornerstone, *Developmental Assets Survey Report*, January 2005.

Percent of Students with a “High” Level of Community Environment Assets¹ by Grade, Santa Cruz County



Source: West Ed. (2013). 2004-2011 *California Healthy Kids Survey*.

Note: Students who scored “high” on external assets are those who answered “pretty” or “very much true” to each of the related questions.

¹Community Environment Assets include the following survey questions: “Outside of my home and school, there is an adult who really cares about me, tells me when I do a good job... notices when I am upset about something, believes that I will be a success, always wants me to do my best, whom I trust. Outside of my home and school, I am part of clubs, sports teams, church/temple or other group activities. I am involved in music, art, literature, sports, or a hobby. I help other people.”

Child Care

Child care is one of the building blocks to Santa Cruz’s long term success because it allows parents to work, to contribute to the tax base, and to be less dependent on public assistance. The child care industry is crucial to the economic development of communities, yet only 29% of children with working parents in Santa Cruz County have the option of licensed child care. Over 40 years of research has shown that children begin learning at birth and they need quality learning environments that support optimal growth and development.¹¹

For children living in poverty the data is even more troubling. To qualify for Head Start, a family of 4 needs to earn less than \$23,550. Currently, approximately 2,500 children are eligible and only 625 get served.

The data shows that while there are several subsidized child care options available throughout Santa Cruz County, the demand for a space in a licensed early care program continually exceeds the supply. The number of children who are eligible for subsidized full day child care has doubled from 8,574 in 2000 to 14,432 in 2013. Santa Cruz County lost \$5 million dollars in budget cuts in the last 5 years. In 2012, budget cuts resulted in loss of over 400 children losing subsidized child care and the opportunities that prepare them for success in school and in life.

¹¹ Enterprise Community Partners, Inc. (2006). *The Importance of Early Care and Education*. Retrieved 2010 from <http://www.practitionerresources.org/cache/documents/639/63935.doc/>

Child Care Need and Availability

	2002	2004	2006	2008	2010	2011	2012	02-12% CHANGE
Number of Children ¹ with Parents in the Labor Force	26,690	25,905	25,189	22,892	26,632	22,892	29,989	12.4%
Number of Licensed Child Care Spaces	7,915	8,380	7,669	7,879	8,149	8,761	8,571	8.3%
<i>Santa Cruz County: Percent of Children with Parents in the Labor Force with Licensed Child Care Available</i>	<i>29.7%</i>	<i>32.3%</i>	<i>30.4%</i>	<i>34.4%</i>	<i>30.6%</i>	<i>38.3%</i>	<i>28.6%</i>	-

Source: California Child Care Resource & Referral Network. (2013). 2002-2012 *The California Child Care Portfolio*.

¹The term children refers to children 0-13 from 2000-2008. In 2010, the definition changed to children ages 0-12.

Average Monthly Cost of Full-Time Child Care, Santa Cruz County, 2012

	0 – 24 MONTHS OLD	2 – 5 YEARS OLD	6 – 13 YEARS OLD
Centers	\$1,271.47	\$856.96	\$696.40
Family Child Care Homes	\$845.80	\$769.91	\$715.04

Source: Child Development Resource Center, Resource & Referral Agency (2013).

Subsidized Child Care

	2006	2008	2009	2011	2013	06-13 % CHANGE
Number of Children (0-13) Receiving Subsidized Child Care	4,492	3,833	3,901	3,901	3,438	-23.5%

Source: Santa Cruz County Child Care Planning Council Priorities Report, (2013).

Subsidized Child Care, Santa Cruz County by Zip Code, 2013

	SUBSIDIZED HALF DAY PRE-SCHOOL (3-4 YEARS)			SUBSIDIZED FULL DAY CHILD CARE (0-12 YEARS)		
	ELIGIBLE	ENROLLED	% UN-SERVED	ELIGIBLE	ENROLLED	% UN-SERVED
95003	148	51	66%	702	57	92%
95005	36	1	97%	155	5	97%
95006	45	0	100%	206	18	91%
95007	1	0	100%	7	2	70%
95010	103	12	88%	430	29	93%
95017	3	7	-114%	14	1	93%
95018	51	23	55%	229	16	93%
95019	260	107	59%	1,041	129	88%
95033	30	0	100%	135	0	100%
95060	175	174	0%	1,381	94	93%
95062	328	199	39%	1,395	87	94%
95064	21	17	20%	88	78	12%
95065	48	18	62%	213	12	94%
95066	71	7	90%	365	26	93%
95073	80	15	81%	331	25	92%
95076	1,870	978	48%	7,739	1,250	84%
Santa Cruz County	3,270	1,609	51%	14,432	1,829	87%

Source: Santa Cruz County Child Care Planning Council Priorities Report, 2013.

Head Start¹ Program Enrollment

	2005/06	2006/07	2007/08 ²	2008/09	2009/10	2010/11	2011/12	05-12% CHANGE
Enrollment	463	583	571	621	795	795	722	55.9%
Waiting List	497	401	496	426	261	452	434	-12.7%

Source: Santa Cruz County Head Start. (2013). *Personal Correspondence*.

Note: Waiting list does not specify that children are income eligible.

¹Includes Head Start and Early Head Start (0 – 5).

²Starting in 2007/08, Head Start began a state funded preschool program, which is for four year olds that are about to enter kindergarten. The program is focused on literacy and is designed to help children with reading and writing. Due to this addition, data for 2007/08 and the more recent years are not comparable to prior years.

Migrant & Seasonal Head Start Program Enrollment, Pajaro Valley Unified School District

	2006	2007	2008	2009	2010	2011	2012	2013	06-13 % CHANGE
Enrollment	732	732	732	722	735	728	761	753	2.9%
Waiting List	300	105	132	205	221	71	68	103	-65.7%

Source: Migrant and Seasonal Head Start (2013). *Personal Correspondence*.

Note: Waiting list does not specify that children are income eligible.

Note: The yearly data reflects Spring counts.

College Preparation Courses



High school students should have access to the appropriate challenging courses (College Preparation Courses¹²) to prepare for college acceptance and success. Less than half of county high school graduates (45%) completed all UC/CSU required courses in 2011/12, higher than the state overall (38%). Girls completed the requirements (52%) at a much higher rate than boys (39%). Similarly, more than half of Whites (57%) completed them, as compared to only one-third (33%) of Latinos.

Percent of High School Graduates Completing All UC/CSU Required Courses by School District

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 NET CHANGE
Pajaro Valley Unified	NA	51.1%	NA	39.7%	42.8%	43.3%	43.4%	NA
San Lorenzo Valley Unified	NA	NA	37.7%	36.7%	38.5%	40.1%	49.3%	NA
Santa Cruz City High	44.8%	45.0%	40.3%	40.5%	37.8%	40.0%	44.2%	-0.6
Scotts Valley Unified	74.6%	81.9%	93.1%	83.8%	88.3%	51.1%	65.5%	-9.1
Santa Cruz County	46.1%	48.8%	50.1%	42.5%	42.4%	40.1%	45.3%	-0.8
California	36.1%	35.0%	33.9%	35.3%	35.6%	40.3%	38.3%	2.2

Source: California Department of Education. (2013). 2005-2012 *Educational Demographics Office*.

Percent of High School Graduates Completing All UC/CSU Required Courses by Gender, Santa Cruz County

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 NET CHANGE
Female	50.5%	49.0%	53.6%	44.4%	46.1%	45.5%	51.7%	1.2
Male	42.1%	48.6%	46.4%	40.6%	38.7%	34.6%	39.0%	-3.1

Source: California Department of Education. (2013). 2005-2012 *Educational Demographics Office*.

Percent of High School Graduates Completing All UC/CSU Required Courses by Ethnicity, Santa Cruz County

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 NET CHANGE
Hispanic/Latino	24.4%	35.1%	46.8%	29.1%	29.1%	27.8%	32.5%	8.1
White	51.2%	58.3%	53.0%	52.6%	52.3%	50.6%	57.1%	5.9

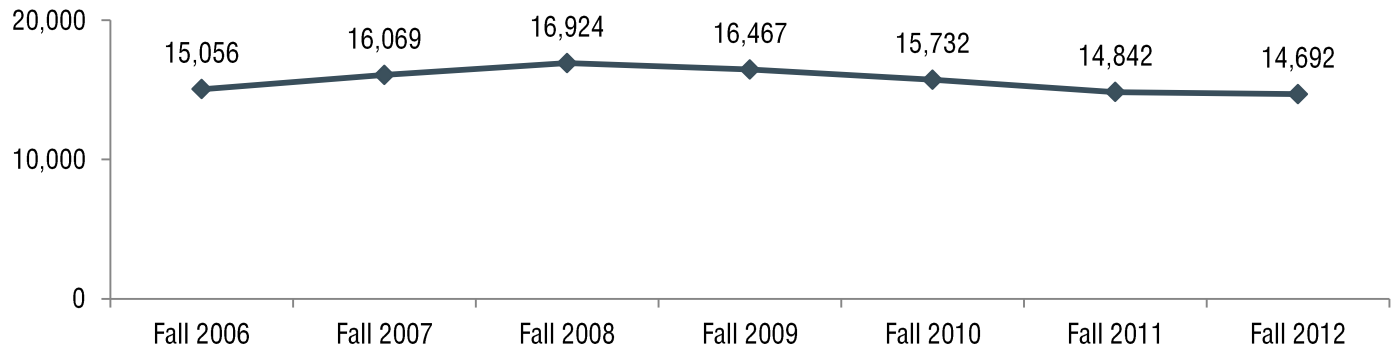
Source: California Department of Education. (2013). 2005-2012 *Educational Demographics Office*.

¹² Please see Appendix II for definition of "College Preparation Courses."

Cabrillo College Attendance

Cabrillo College enrollment steadily increased from 15,056 students in Fall 2006 to 16,924 in Fall 2008, but then steadily dropped to 14,692 in 2012. There were 1,555 degrees or certificates awarded in 2011/12, an increase from 1,099 in 2005/06. The percent of Cabrillo College graduates who were Hispanic/Latino increased from 25% in 2005/06 to 29% in 2011/12, while the number of graduates who were White decreased from 62% in 2005/06 to 58% in 2011/12.

Cabrillo College Enrollment



Source: Cabrillo College. (May 2013). 2006-2012 Planning & Research Office. Personal Correspondence.

Cabrillo College Enrollment by Age Group

	FALL 2006	FALL 2007	FALL 2008	FALL 2009	FALL 2010	FALL 2011	FALL 2012	06-12 NET CHANGE
Under 18 Years	8.0%	7.1%	7.0%	5.9%	4.4%	3.5%	4.6%	-3.4
Age 18-20 Years	25.9%	26.3%	27.3%	29.4%	30.3%	31.2%	31.7%	5.8
Age 21-24 Years	21.0%	21.3%	21.1%	21.6%	22.4%	23.0%	22.0%	1.0
Age 25-30 Years	10.1%	9.8%	10.1%	10.7%	11.3%	11.3%	14.4%	4.3
Age 31-40 Years	12.4%	12.1%	11.5%	11.5%	11.5%	11.5%	10.4%	-2.0
Age 41-50 Years	11.5%	11.1%	10.0%	9.4%	9.3%	9.2%	7.5%	-4.0
Age 51-60 Years	7.6%	8.2%	8.4%	7.7%	7.0%	6.4%	5.7%	-1.9
Age 61 Years & Older	3.5%	4.0%	4.2%	3.7%	3.8%	3.9%	3.8%	0.3
Total Enrollment	15,056	16,069	16,924	16,467	15,732	14,842	14,692	-
Average Age	30.0	30.3	30.1	30.0	29.9	29.1	29.0	-
Median Age	24.0	24.0	24.0	24.0	23.9	23.7	23.2	-

Source: Cabrillo College. (May 2013). 2006-2012 Planning & Research Office. Personal Correspondence.

Number of Cabrillo College Degrees and Certificates Awarded

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 % CHANGE
Associate of Arts	503	494	536	465	555	553	635	26.2%
Associate of Science	325	281	313	322	350	352	379	16.6%
Certificates of Proficiency	271	264	238	366	547	521	541	99.6%
Total Graduates	1,099	1,039	1,087	1,153	1,452	1,426	1,555	41.5%

Source: Cabrillo College. (May 2013). 2005-2012 Planning & Research Office. Personal Correspondence.

Percent of Cabrillo College Degrees and Certificates Awarded by Ethnicity

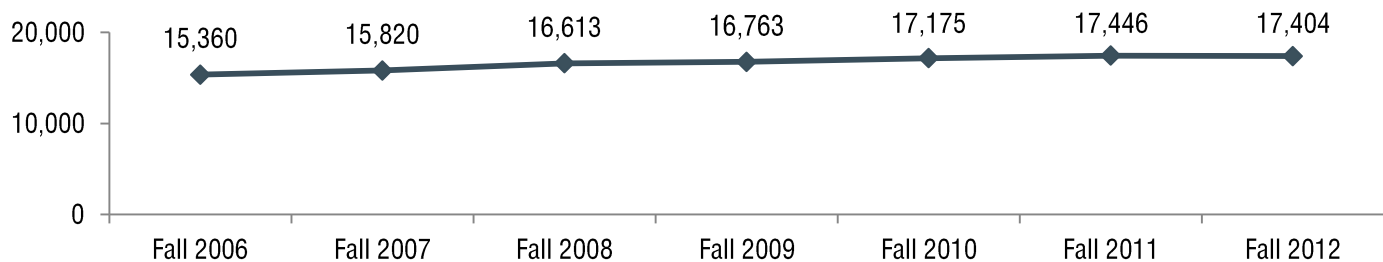
	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 NET CHANGE
African American	1.5%	0.9%	0.8%	1.4%	1.0%	1.0%	1.0%	-0.5
Asian	3.6%	4.0%	4.2%	3.3%	3.7%	3.3%	2.0%	-1.6
Filipino	2.2%	1.2%	1.7%	1.3%	1.0%	1.5%	1.0%	-1.2
Hispanic/Latino	25.2%	28.3%	25.6%	27.0%	28.9%	27.0%	29.0%	3.8
Native American	1.1%	1.1%	1.8%	1.1%	0.5%	0.7%	0.5%	-0.6
White	62.1%	60.0%	59.0%	58.9%	58.2%	57.5%	57.5%	-4.6
Other/Multiple	1.8%	1.9%	2.9%	2.3%	0.6%	1.5%	2.0%	0.2
Unknown	2.5%	2.7%	4.0%	1.9%	6.0%	7.4%	7.0%	4.5
Total Graduates	1,099	1,039	1,087	1,153	1,452	1,426	1,555	-

Source: Cabrillo College. (May 2013). 2005-2012 Planning & Research Office. Personal Correspondence.

UC Santa Cruz Attendance

Student enrollment at the University of California Santa Cruz (UCSC) increased 13% from 15,360 undergraduate and graduate students in Fall 2006 to 17,404 students in Fall 2012. The majority of incoming freshpersons to UCSC come from the Los Angeles South Coast (30%) or the San Francisco Bay Area (26%). The number of degrees awarded at UCSC increased 27% since 2005/06 (from 3,766 in 2005/06 to 4,763 in 2011/12).

UC Santa Cruz Enrollment



Source: University of California - Santa Cruz. (2013). 2006-2012 Office of Institutional Research and Policy Studies.

UC Santa Cruz Enrollment by Type of Program

	FALL 2006	FALL 2007	FALL 2008	FALL 2009	FALL 2010	FALL 2011	FALL 2012	06-12 % CHANGE
Undergraduate	13,941	14,381	15,125	15,259	15,668	15,945	15,978	14.6%
Graduate	1,419	1,439	1,488	1,504	1,507	1,501	1,426	0.5%
Total Enrollment	15,360	15,820	16,613	16,763	17,175	17,446	17,404	13.3%

Source: University of California - Santa Cruz. (2013). 2006-2012 Office of Institutional Research and Policy Studies.

UC Santa Cruz Regional Origin of New Freshpersons

	FALL 2006	FALL 2007	FALL 2008	FALL 2009	FALL 2010	FALL 2011	FALL 2012	06-12 NET CHANGE
Monterey Bay / Santa Clara Valley	12.2%	12.2%	12.5%	14.5%	14.2%	13.9%	14.2%	2.0
San Francisco Bay Area	34.5%	31.8%	31.7%	29.5%	29.3%	27.4%	25.9%	-8.6
Northern California	2.5%	2.2%	1.8%	1.9%	2.1%	1.7%	1.6%	-0.9
East Central California	10.7%	12.1%	10.8%	11.4%	13.2%	13.4%	14.4%	3.7
Los Angeles South Coast	26.9%	28.0%	30.1%	29.2%	29.1%	30.5%	30.0%	3.1
San Diego Desert	8.9%	8.4%	10.4%	10.6%	10.8%	11.4%	11.3%	2.4
Other States	4.0%	2.8%	2.5%	2.8%	1.2%	1.6%	2.1%	-1.9
Foreign	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.5%	0.3
Total Freshpersons	3,335	3,791	3,959	3,215	3,290	3,610	3,826	-

Source: University of California - Santa Cruz. (2013). 2006-2012 Office of Institutional Research and Policy Studies.

UC Santa Cruz Graduates by Type of Degree

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 % CHANGE
Undergraduate	3,314	3,404	3,422	3,252	3,488	3,701	4,301	29.8%
Graduate	314	298	301	283	287	311	290	-7.6%
Doctorate	138	132	131	147	152	148	172	24.6%
Total Graduates	3,766	3,834	3,854	3,682	3,927	4,160	4,763	26.5%

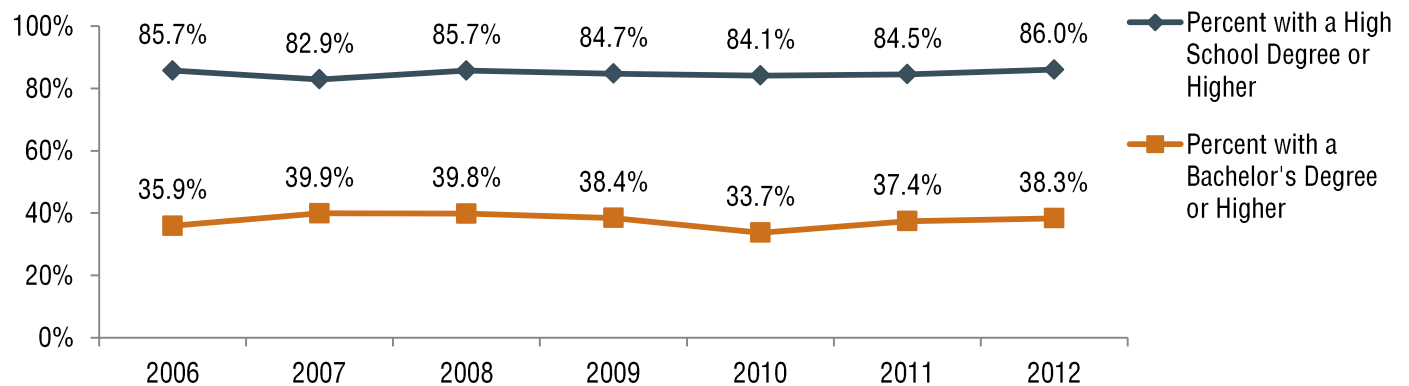
Source: University of California - Santa Cruz. (2013). 2005-2012 Office of Institutional Research and Policy Studies.

Note: Includes undergraduates and graduates.

Educational Attainment

The percentage of Santa Cruz County adults ages 25 years and older with a high school degree or higher remained relatively constant since 2006 (ranging from 83% to 86%), while the percentage of adults with a Bachelor’s degree or higher ranged from 34% to 40%.

Adult (Ages 25 Years and Older) Educational Attainment



Source: United States Census Bureau. (2013). 2006-2012. American Community Survey.

Educational Attainment (Population Ages 25 Years and Older), Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Less than 9th Grade	8.8%	10.4%	7.8%	8.7%	10.1%	9.2%	8.9%	0.1
9th to 12th Grade, No Diploma	5.4%	6.6%	6.5%	6.7%	5.7%	6.4%	5.1%	-0.3
High School Graduate (Includes Equivalency)	18.1%	17.0%	17.4%	16.9%	16.5%	15.7%	16.1%	-2.0
Some College, No Degree	22.7%	19.3%	21.0%	20.8%	26.3%	23.3%	22.7%	0.0
Associate's Degree	9.0%	6.8%	7.5%	8.6%	7.6%	8.1%	8.9%	-0.1
Bachelor's Degree	22.2%	25.4%	21.7%	24.0%	21.3%	23.1%	23.1%	0.9
Graduate or Professional Degree	13.7%	14.5%	18.2%	14.4%	12.4%	14.3%	15.2%	1.5
Percent with a High School Degree or Higher	85.7%	82.9%	85.7%	84.7%	84.1%	84.5%	86.0%	0.3
Percent with a Bachelor's Degree or Higher	35.9%	39.9%	39.8%	38.4%	33.7%	37.4%	38.3%	2.4

Source: United States Census Bureau. (2013). 2006-2012 American Community Survey.

Educational Attainment (Population Ages 25 Years and Older), 2007-2011 5-Year Estimate

	PERCENT WITH A HIGH SCHOOL DEGREE OR HIGHER	PERCENT WITH A BACHELOR'S DEGREE OR HIGHER
Aptos	95.4%	41.4%
Capitola	91.6%	39.9%
Live Oak	84.5%	37.3%
Pajaro	32.4%	2.3%
San Lorenzo Valley	96.3%	43.1%
Santa Cruz	91.8%	52.2%
Scotts Valley	96.8%	45.0%
Soquel	94.3%	40.1%
Watsonville	51.7%	10.1%

Source: United States Census Bureau. (2013). 2007-2011 American Community Survey 5-year estimates.



health

Health Snapshot of Santa Cruz County	74	Obesity ✓.....	99
Health Community Goals	74	Diabetes	101
County Health Rankings.....	75	Alcohol Use.....	102
Access to Health Care ✓.....	75	Availability of Alcohol.....	103
Low-Income Health Care.....	78	Acceptance of Adult Alcohol Provision.....	105
Health Insurance ✓.....	80	Community Acceptance of Marijuana Use.....	105
Births	82	Methamphetamine Admissions.....	108
Teen Births.....	84	Prescription Drug Use.....	108
Prenatal Care.....	86	Hospitalizations.....	111
Birth Weight.....	87	Unintentional Injuries.....	115
Breastfeeding	88	Intentional Injuries	116
Immunization Levels.....	90	Reported Communicable Diseases.....	117
Dental Care	92	AIDS.....	118
Mental Health.....	93	Suicides	118
Physical Health	96	Leading Causes of Death.....	119
Physical Activity.....	97		
Nutrition.....	98		

Health Snapshot of Santa Cruz County

INDICATORS	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Health Insurance	Percent of CAP survey respondents who reported having health insurance	NA	83.8%	↔
Immunization Levels	Percent of kindergarten entrants with all required immunizations	90.3%	82.2%	↔
Physical Health	Percent of CAP survey respondents who indicated that their general health was “good,” “very good,” or “excellent”	NA	82.5%	↔
Obesity	Percent of CAP survey respondents who are overweight or obese	NA	61.1%	↑
Alcohol Use	Percent of CAP survey respondents who engaged in binge drinking in the past 30 days	NA	14.8%	↑

↑ Increasing (Upward) trend; ↓ Declining (Downward) trend; ↔ Inconclusive; variable; no clear trend; **NA** Not applicable or data unavailable.
 Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.
 Note: Data presented in table are the most recent data available.

Health Community Goals

GOAL: By the year 2015, access to primary care will improve as measured by:

- 95% of Santa Cruz County residents will report having a regular source of health care;
 - Less than 10% will report the emergency department as one of their regular sources of health care; and
 - No significant difference between the percent of White and Latino residents reporting a regular source of health care.
- » Community Hero: Elisa Breton, MD; Maria Mead, MD; Kristina Muten, MD; Wendy Sickles, MD; *Santa Cruz Women’s Health Center*

GOAL: By the year 2015, 98% of Santa Cruz County children ages birth to 17 will have comprehensive health care coverage as measured by the CAP survey.

- » Community Hero: Sandra Wallace, *For Kids Foundation Monterey Bay*

GOAL: By the year 2015, the prevalence of childhood obesity in Santa Cruz County will decrease as measured by:

- The percent of children under 5 years who are overweight or obese will decrease from 15% to 12%, and
 - The percent of children 5 to 19 years who are overweight or obese will decrease from 26% to 21%.
- » Community Hero: Casey Schirmer, MD, *Palo Alto Medical Foundation Pediatric Weight Management Program*

County Health Rankings

The County Health Rankings is a tool designed to highlight a county’s strengths, draw attention to areas with opportunity for improvement, and to support other community-level health data. These rankings are averages calculated by the Centers for Disease Control and Prevention using seven years of data that are collected by the Behavioral Risk Factor Surveillance System (BRFSS). Rankings are based on 56-57 counties of 58 counties in California, where the lower the ranking, the better the score.

Over the last four years, Santa Cruz County improved in the areas of clinical care and physical environment, and scored a four out of 57 for health behaviors in 2013. Since 2010, the county’s health outcomes, specifically morbidity, have worsened, ranking 7 in 2010 and 20 in 2013.

Health Rankings, Santa Cruz County

	2010	2011	2012	2013
Health Outcomes	8	7	10	13
<i>Mortality</i>	6	7	10	10
<i>Morbidity</i>	7	7	13	20
Health Factors	8	10	10	10
Health Behaviors	2	1	3	4
Clinical Care	19	24	13	12
Social & Economic Factors	14	17	23	21
Physical Environment	37	5	10	9

Source: County Health Rankings & Roadmaps. (2013). *Rankings, Santa Cruz County, 2010-2013*.

Note: 2010 through 2012 county health rankings are out of 56 counties. 2013 county health rankings are based on 57 counties.

Access to Health Care

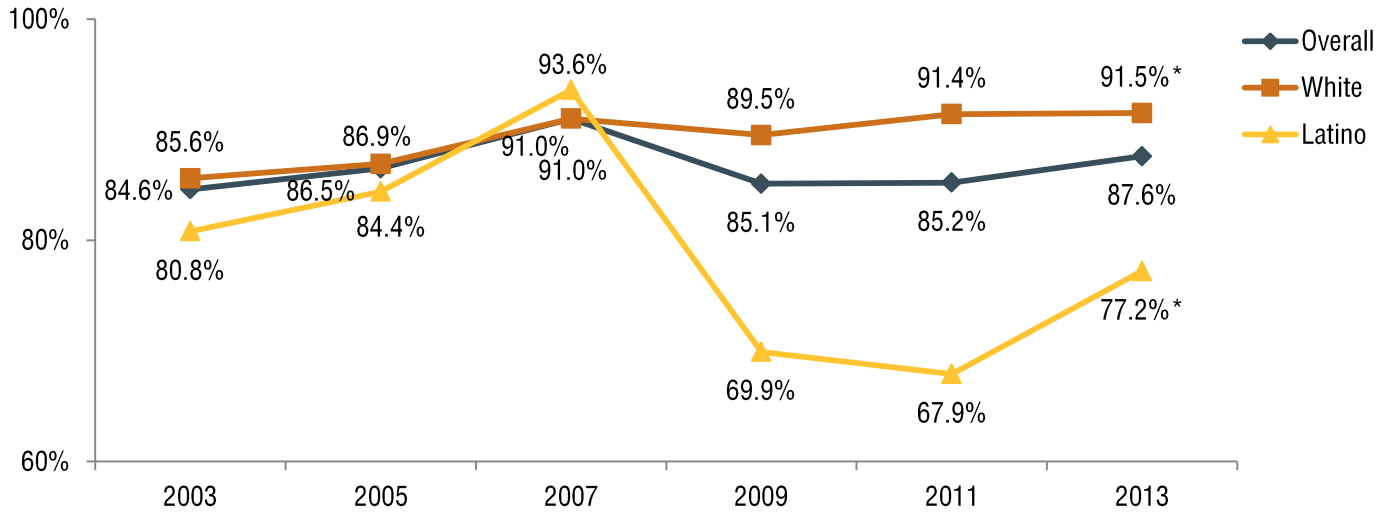


Individuals without a dependable source of health care have more difficulties obtaining needed care, receive fewer preventive health services, are more likely to wait to get treatment until their conditions worsen, and are more likely to require hospitalization compared to those who have a dependable source of health care.¹³

Ninety-two percent of White CAP survey respondents reported having a regular source of health care in 2013, as compared to only 77% of Latinos, a statistically significant difference. White respondents were significantly more likely than Latino respondents to go to a private practice for their regular source of health care, while Latino respondents were significantly more likely than White respondents to go to a community clinic for their regular source of health care. Latinos were significantly more likely to use the emergency room (ER) as their main source of health care (20%), compared to Whites (6%) in 2013.

¹³ United States Department of Health and Human Services, Agency for Healthcare Research and Quality. (2011). National Healthcare Disparities and Quality Report. Retrieved January 14, 2011; and Billings, J., J.D., Bidman, A.B., M.D., Grumbach, K., M.D., et al. (1995). Preventable Hospitalizations and Access to Health Care. *JAMA* 274(4): 305-311.

Do you have a regular source of health care? (Respondents answering “Yes”) By Ethnicity



Overall 2013 n: 711; White 2013 n: 497; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey, 2013*.

*Significance testing: White respondents were significantly more likely than Latino respondents to have a regular source of health care in 2013.

If you have a regular source of health care, where do you go? By Ethnicity

	2013		2013
Private Practice	75.5%	Community and County Clinics	15.5%
White	83.9%*	White	8.5%*
Latino	46.7%*	Latino	43.9%*
Urgent Care Clinics	2.1%	Out of County	4.7%
White	1.7%	White	4.5%
Latino	1.4%	Latino	4.2%
Emergency Room	0.7%	Other	1.4%
White	0.0%	White	1.4%
Latino	3.3%	Latino	0.0%
Alternative Care Practices	0.2%		
White	0.1%		
Latino	0.5%		

Overall n 2013=615; White n=448; Latino n=123.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013*.

Note: Prior to 2013, this question allowed multiple responses and data are therefore not comparable.

*Significance testing: White respondents were significantly more likely than Latino respondents to go to a private practice for their regular source of health care; Latino respondents were significantly more likely than White respondents to go to community and county clinics for their regular source of health care in 2013.

☎ If you DON'T have a regular source of health care, where do you go? By Ethnicity

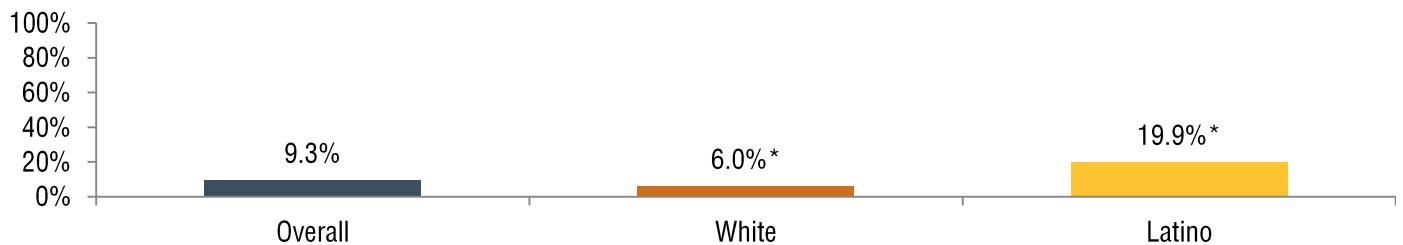
	2013		2013
Private Practice	31.5%	Community and County Clinics	24.0%
White	40.0%	White	12.4%
Latino	19.5%	Latino	34.2%
Urgent Care Clinics	16.0%	Out of County	5.2%
White	27.6%	White	0.9%
Latino	4.7%	Latino	12.9%
Emergency Room	17.6%	Other	1.0%
White	14.2%	White	1.9%
Latino	26.3%	Latino	0.0%
Alternative Care Practices	4.7%		
White	3.1%		
Latino	2.4%		

Overall n 2013=73; White n=38; Latino n=27.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Prior to 2013, this question allowed multiple responses and data are therefore not comparable.

☎ Do you use the emergency room (ER) for your main source of health care? (Respondents answering "Yes") - 2013

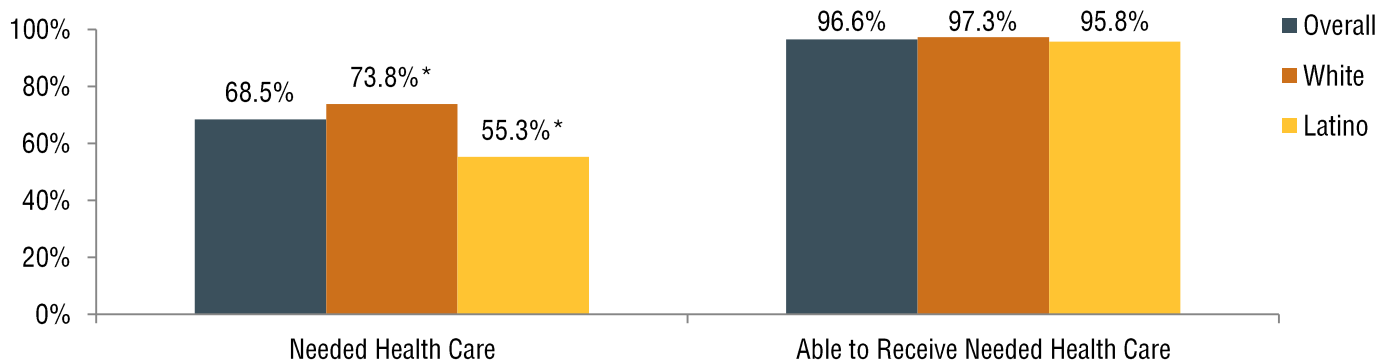


Overall n 2013=709; White n=498; Latino n=157.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

*Significance testing: Latino respondents were significantly more likely than White respondents in the past year to have used the emergency room as their main source of health care in 2013.

☎ Have you needed health care in the past year? Were you able to receive the health care you needed? (Respondents answering "Yes") By Ethnicity - 2013



Needed Health Care: Overall n=712; White n=497; Latino n=160. Able to Receive: Overall n=486; White n=365; Latino n=89.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: White respondents were significantly more likely than Latino respondents to have needed health care in the past year in 2013.

 If you needed health care and were unable to receive it, why couldn't you receive it? - 2013

	OVERALL
Too Expensive	50.1%
Couldn't Afford Co-Pay	20.0%
Medi-Cal/ MediCruz Problems	7.9%
Insurance Wouldn't Cover It	7.9%
Couldn't Afford The Premium	4.1%
No Insurance	4.1%
Other	6.0%
Total Respondents	16

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

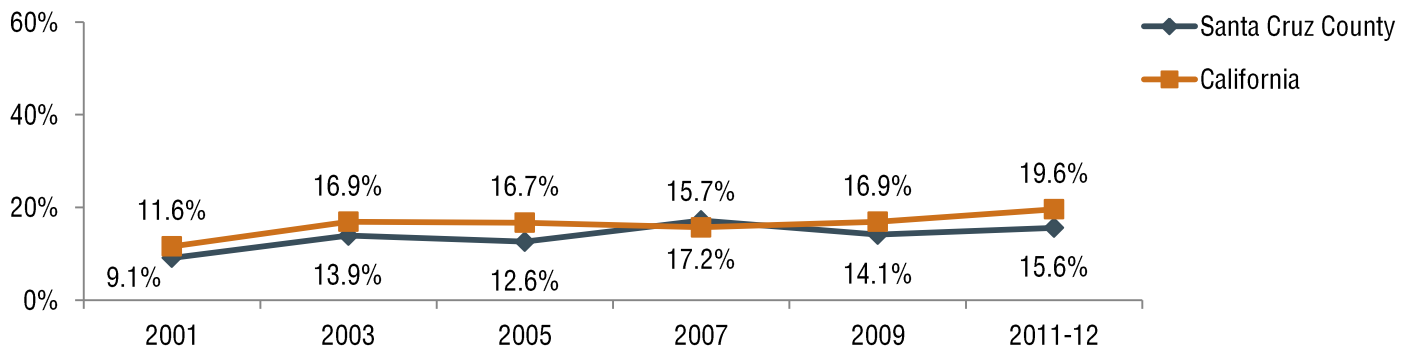
Note: Caution should be used when interpreting data with n's less than 20.

Low-Income Health Care

Central California Alliance for Health (CCAH) is a locally-governed, non-profit health plan that serves over 200,000 members in Santa Cruz, Monterey and Merced counties. Their programs include Medi-Cal and the Healthy Families Program (a federally and state-funded insurance program for low-income children).

Over the past seven years, the number of CCAH Medi-Cal members in Santa Cruz County increased considerably (35%), from 29,646 in 2007 to 39,957 in 2013. More than half (60%) of CCAH members were Latino/Hispanic and living in South County (56%). Beginning in January 2013, a transition from the Healthy Families Program to Medi-Cal decreased the number of children enrolled in Healthy Families, however, the number of children enrolled in both programs remained relatively stable, increasing by less than 4% between November 2012 and July 2013.

Percent of Respondents Who Said They Were Covered by Medi-Cal



Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2001-2011/12.*

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

Note: Data presented are the most recent available.

CCAH Members Enrolled in Medi-Cal, By Primary Care Provider, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Clinic	11,468	11,956	12,717	14,582	13,160	12,190	13,303	16.0%
Private Practice	14,308	14,356	14,929	15,178	10,798	13,289	17,125	19.7%
Administrative Members (Not Linked)	3,877	3,675	3,769	3,801	9,785	10,224	9,529	145.8%
Total CCAH Medi-Cal Members	29,646	29,987	31,415	33,561	33,743	35,703	39,957	34.8%

Source: Central California Alliance for Health. (July 2013). *Personal correspondence with program representative.*

Note: Central California Alliance for Health changed their patient designation in 2011. The number of administrative members increased due to this change.

Note: Reported enrollment data are as of April 30 of each year.

Percent of CCAH Members Enrolled in Medi-Cal, Santa Cruz County, By Ethnicity

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
White	34%	33%	32%	32%	32%	31%	28%	6.0
Hispanic	58%	59%	59%	59%	58%	59%	60%	2.0
Other	8%	8%	9%	9%	8%	10%	12%	4.0
Total CCAH Medi-Cal Members	29,646	29,987	31,415	33,561	33,743	35,703	39,957	-

Source: Central California Alliance for Health. (July 2013). *Personal correspondence with program representative.*

Note: Central California Alliance for Health changed their patient designation in 2011. The number of administrative members increased due to this change.

Note: Reported enrollment data are as of April 30 of each year.

Percent of CCAH Members Enrolled in Medi-Cal, Santa Cruz County, By Region

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
South County ¹	44%	56%	56%	55%	56%	54%	56%	12.0
North County ²	55%	43%	43%	44%	43%	42%	41%	-14.0
Out of County	1%	1%	1%	1%	1%	4%	3%	2.0
Total CCAH Medi-Cal Members	29,646	29,987	31,415	33,561	33,743	35,703	39,957	-

Source: Central California Alliance for Health. (July 2013). *Personal correspondence with program representative.*

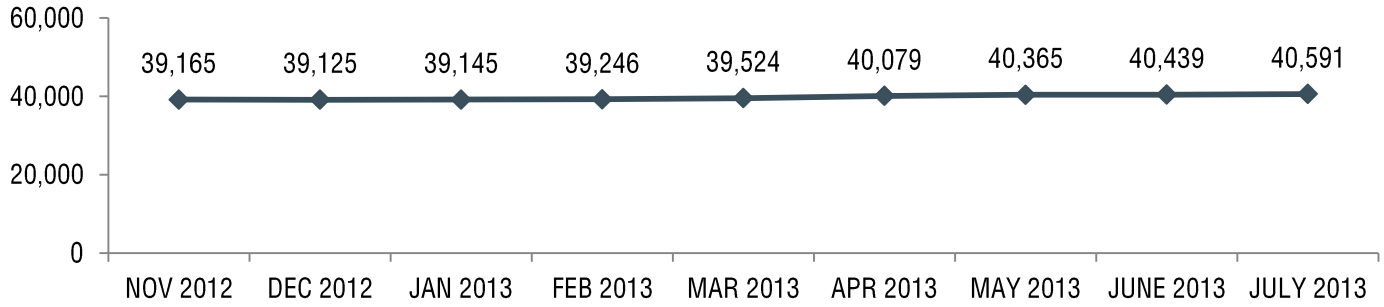
Note: Central California Alliance for Health changed their patient designation in 2011. The number of administrative members increased due to this change.

Note: Reported enrollment data are as of April 30 of each year.

¹CCAH defines South County as including the areas of Freedom and Watsonville.

²CCAH defines North County as including the areas of Santa Cruz, Scotts Valley, Davenport, Felton, Ben Lomond, Boulder Creek, Brookdale, Aptos, Capitola, and Soquel.

Number of Children Enrolled in Healthy Families and Medi-Cal, Santa Cruz County



Source: Central California Alliance for Health. (July 2013). Personal correspondence with program representative.

Number of Children Enrolled in Healthy Families and Medi-Cal, Santa Cruz County

	NOV 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUN 2013	JULY 2013
Medi-Cal ¹	34,289	34,269	34,428	34,699	39,373	39,990	40,278	40,353	40,503
Healthy Families ¹	4,876	4,856	4,717	4,547	151	89	87	86	88
Both Programs	39,165	39,125	39,145	39,246	39,524	40,079	40,365	40,439	40,591

Source: Central California Alliance for Health. (2013). Membership enrollment report. Personal correspondence with program representative.

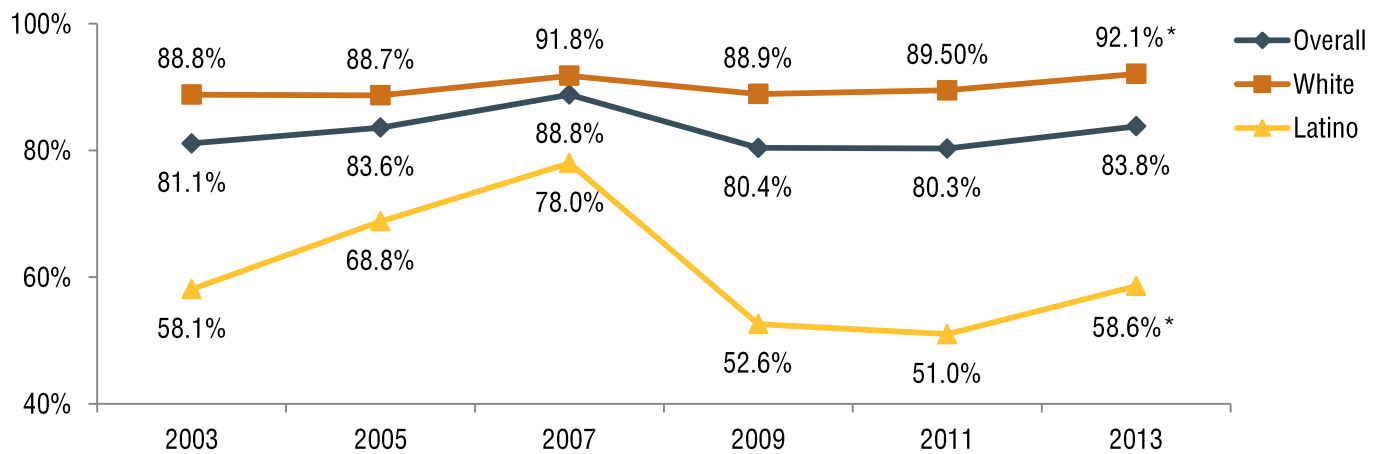
¹Beginning January 1, 2013, Healthy Families enrollees began transitioning to Medi-Cal.

Health Insurance



After reaching a 10-year low with 51% percent of Latino CAP survey respondents who indicated they had health insurance in 2011, the percentage increased to nearly 59% in 2013. However, this was still far below the percentage of Whites (92%) who had health insurance in 2013, which was also a record high in more than 10 years. Ninety-four percent of children under 18 had health insurance in 2011-2012.

📞 Do you currently have health insurance? (Respondents answering “Yes”) By Ethnicity



Overall 2013 n: 705; White 2013 n: 493; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

*Significance testing: White respondents were significantly more likely than Latino respondents to currently have health insurance in 2013.

 Does your health insurance cover...? (Respondents answering “Yes”)

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
Prescriptions	83.3%	80.4%	89.3%	90.0%	88.6%	92.8%	9.5
Mental Health ¹	NA	82.0%	81.8%	61.1%	82.3%	84.2%	NA
Drug and Alcohol Services ²	NA	NA	NA	NA	NA	69.5%	NA

Prescriptions 2013 n: 576; Mental Health 2013 n: 421; Drug and Alcohol Services 2013 n: 321.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2003-2013.*

¹The question regarding mental health insurance coverage was added in 2005.

²The question regarding drug and alcohol services insurance coverage was added in 2013.

Percent of Respondents Aged 65 and Older Who Said They Were Covered by MediCare and Medi-Cal, or MediCare and a Supplemental Policy

	2001	2003	2005	2007	2009	01-09 NET CHANGE
MediCare & Medi-Cal Coverage						
Santa Cruz County	18.0%	12.0%^	14.7%^	15.5%^	14.7%^	2.7
California	20.8%	20.3%	20.0%	18.6%	18.6%	-1.7
MediCare Coverage & a Supplemental Policy						
Santa Cruz County	72.5%	78.7%	71.5%	68.1%	75.9%	-2.8
California	66.7%	68.2%	67.8%	68.9%	71.6%	3.4

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2001-2009.*

Note: Data presented are the most recent available.

[^]Statistically unstable due to a low number of respondents.

 How many of your children have health insurance?

	2011	2013
Children 0 – 5 Years Old		
None	5.8%	6.3%
At Least One	94.2%	93.7%
Children 6 – 17 Years Old		
None	6.0%	6.8%
At Least One	94.0%	93.1%

Children 0-5 2013 n: 87; Children 6-17 2013 n: 173.

Source: Applied Survey Research. (2013). 2011-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*

Percent of Children Currently Insured (Age Birth through 17)

	2001	2003	2005	2007	2009	2011-12	01-11/12 NET CHANGE
Santa Cruz County - Children Birth-17 Years	93.3%	96.2%	97.4%	97.9%	92.1%	93.7%¹	0.4
Children Birth-4 Years	93.0%	100.0%	95.6%	100.0%	92.1%	99.1% ¹	6.1
Children 5-11 Years	89.7%	93.2%	98.1%	97.4%	99.1%	94.8% ¹	5.1
Children 12-14 Years	98.3%	97.3%	100.0%	100.0%	89.9%	74.2% ¹	-24.1
Children 15-17 Years	96.7%	97.6%	95.2%	93.3%	NA	97.1% ¹	0.4
California – Children Birth-17 Years	90.6%	92.9%	93.6%	94.3%	95.1%	95.8%	5.2
Children Birth-4 Years	93.4%	95.7%	94.4%	96.0%	96.4%	96.5%	3.1
Children 5-11 Years	90.5%	93.1%	94.0%	94.2%	95.4%	96.4%	5.9
Children 12-14 Years	88.7%	91.4%	92.9%	92.8%	93.4%	94.3%	5.6
Children 15-17 Years	88.5%	89.8%	92.1%	93.7%	94.0%	95.0%	6.5

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2001-2011/2012*.

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

Note: Data presented are the most recent available.

¹Statistically unstable due to a low number of respondents.

Births

The number of births to Santa Cruz County residents decreased by 15% over the past 7 years, from 3,609 births in 2006 to 3,075 in 2012. The number of preterm births to Santa Cruz County residents decreased by 43% over the last 7 years, from 364 in 2006 to 209 in 2012. Fifty-two percent of county births were paid by Medi-Cal in 2012. Eighty-five percent of all births at Watsonville Community Hospital were funded by Medi-Cal in 2012, compared to 26% at Sutter Maternity and Surgery Center and 45% at Dominican Hospital.

Number of Births - Santa Cruz County Residents (All Ages)

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Dominican Hospital	1,046	1,112	1,017	932	861	846	855	-18.3%
Sutter Maternity & Surgery Center	826	853	829	871	845	892	853	3.3%
Watsonville Community Hospital	1,463	1,326	1,435	1,236	1,213	1,232	1,098	-24.9%
Out of County	186	209	192	193	195	185	195	4.8%
Non-Hospital	87	70	53	58	56	67	74	-14.9%
Santa Cruz County Total	3,609¹	3,570	3,526	3,290	3,170	3,222	3,075	-14.8%

Source: County of Santa Cruz Public Health Department. (July 2013). *Personal correspondence with program representative*.

¹Total births by Santa Cruz County residents in 2006 includes one birth with an unknown delivery location.

Number of Preterm Births - Santa Cruz County Residents (All Ages)

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Dominican Hospital	137	156	125	126	125	96	111	-19.0%
Sutter Maternity & Surgery Center	28	21	9	13	19	19	16	^
Watsonville Community Hospital	151	57	106	69	69	68	51	-66.2%
Out of County	47	53	44	49	46	43	31	-34.0%
Non-Hospital	1	2	1	2	1	3	0	^
Santa Cruz County Total	364	289	285	259	260	226	209	-42.6%
Preterm Births as a Percent of All Births	10.1%	8.1%	8.1%	7.9%	8.2%	7.0%	6.8%	-

Source: County of Santa Cruz Public Health Department. (July 2013). *Personal correspondence with program representative.*
 ^Statistically unstable due to a low number of respondents.

Percent of Respondents Who Said They Had Delayed Getting or Did Not Receive Medical Care

	2003	2007	2009	2011-2012	03-12 NET CHANGE
Santa Cruz County	18.0%	17.8%	15.7%	13.8%	-4.2
California	12.5%	13.4%	12.5%	12.2%	-0.3

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003-2011/2012.*
 Note: Data presented are the most recent available.

Percent of Deliveries Funded by Medi-Cal - Santa Cruz Residents (All Ages)

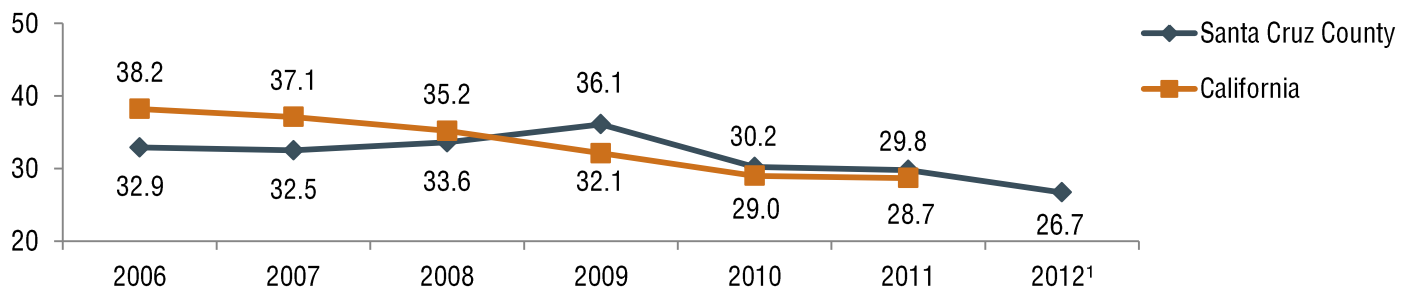
	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Dominican Hospital	38.5%	40.8%	40.3%	43.0%	45.3%	42.8%	45.4%	6.9
Sutter Maternity & Surgery Center	25.1%	24.6%	30.7%	30.1%	31.3%	30.5%	26.4%	1.3
Watsonville Community Hospital	78.9%	79.1%	77.4%	79.5%	85.4%	84.2%	85.4%	6.5
Santa Cruz County Total	50.2%	49.6%	51.4%	51.4%	54.5%	53.4%	52.0%	1.8

Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

Teen Births

Teen parents and their children are often at greater risk of experiencing short and long-term health, economic, social, and academic challenges, as compared to parents who have children later in life.¹⁴ The birth rate among teens ages 15-19 years old in Santa Cruz County fell from 32.9 births per 1,000 teens in 2006 to 26.7 in 2012. The number of teen births to Latina mothers (195) was much higher than the number of teen births to White mothers (19), making up 87% of all teen births to residents of Santa Cruz County in 2012.

Birth Rate per 1,000 Teens (Ages 15-19)



Santa Cruz County Data Source: County of Santa Cruz Public Health Department. (2013). *Personal correspondence with program representative.*
 California Data Source: U.S. Department of Health & Human Services, Centers for Disease Control and Prevention. (2013). *National Vital Statistics Reports.*

Note: Birth rates per 1,000 teens ages 15-19 include only births to mothers who were residents of Santa Cruz County.
¹2012 California data were not available while this report was being made.

Births to Teens (Ages 15-19), Santa Cruz County Residents

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Number of Births to Teens	304	297	302	314	257	251	222	-27.0%
Number of Births, All Ages	3,591	3,570	3,526	3,290	3,170	3,222	3,075	-14.4%
Percent of Births to Teens, Santa Cruz County	8.5%	8.3%	8.6%	9.5%	8.1%	7.8%	7.2%	-
Percent of Births to Teens, California	9.5%	9.5%	9.5%	9.2%	8.5%	7.7%	NA	-

Santa Cruz County Data Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*
 California Data Source: U.S. Department of Health & Human Services, Centers for Disease Control and Prevention. (2013). *National Vital Statistics Reports.*

¹⁴Klein, J.D., & the Committee on Adolescence. (2005). Adolescent pregnancy: Current trends and issues. *Pediatrics*, 116(1), 281-286.

Number of Births to Teens (Ages 19 and Under) by Delivery Location, Santa Cruz County Residents

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Dominican Hospital	41	60	51	61	57	45	42	2.4%
Sutter Maternity & Surgery Center	42	32	36	51	26	38	29	-31.0%
Watsonville Community Hospital	219	198	207	195	166	164	143	-34.7%
Out of County	7	11	10	10	8	9	10	^
Non-Hospital	1	0	0	2	1	0	0	^
Total Number of Births to Teens	310	301	304	319	258	256	224	-27.7%

Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

^Statistically unstable due to a low number of respondents.

Number of Births to Teens (Ages 19 and Under), by Age of Mother, Santa Cruz County Residents

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Under 15 Years	6	4	2	5	1	5	2	^
15-17 Years	109	103	99	114	88	83	71	-34.9%
18-19 Years	195	194	203	200	169	168	151	-22.6%
Total Number of Births to Teens	310	301	304	319	258	256	224	-27.7%

Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

^Statistically unstable due to a low number of respondents.

Number of Births to Teens (Ages 19 and Under) by Ethnicity of Mother, Santa Cruz County Residents

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
African American	1	1	5	8	1	0	3	^
Asian and Pacific Islander	3	0	1	1	1	1	0	^
White	30	33	28	32	27	22	19	^
Latina	275	264	267	273	225	229	195	-29.1%
Other/Unknown	1	2	3	5	4	4	7	^
Total Number of Births to Teens	310	301	304	319	258	256	224	-27.7%

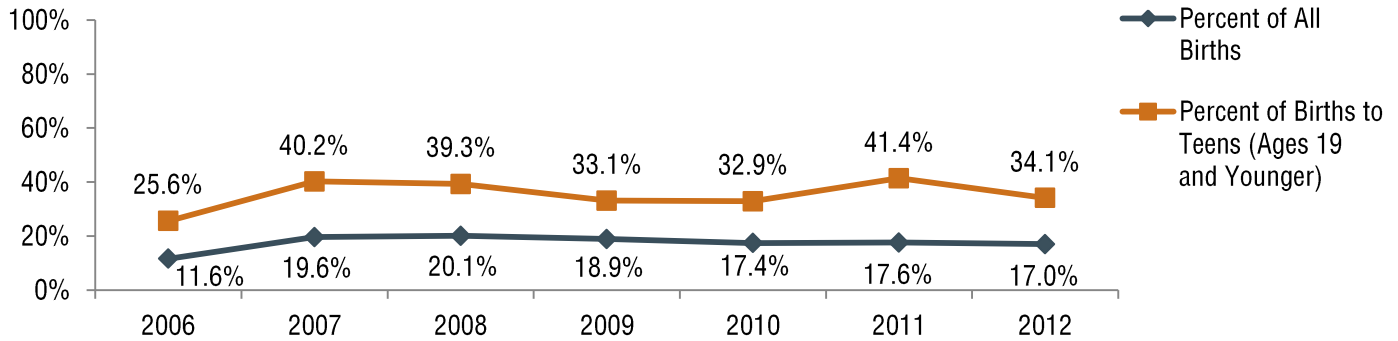
Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

^Statistically unstable due to a low number of respondents.

Prenatal Care

Access to and utilization of prenatal care services during the first trimester can be crucial in protecting the health of the mother and unborn child. Seventeen percent of all births and 34% of teen births in Santa Cruz County did not have prenatal care in the first trimester.

Percent of Births without Prenatal Care during the First Trimester, Santa Cruz County Residents



Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

Percent of Births without Prenatal Care During the First Trimester, by Delivery Location, Santa Cruz County Residents

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Dominican Hospital	6.0%	8.2%	7.1%	9.2%	6.9%	9.2%	10.9%	4.9
Sutter Maternity & Surgery Center	5.8%	11.6%	14.1%	13.3%	12.1%	10.1%	9.0%	3.2
Watsonville Community Hospital	19.1%	35.0%	33.6%	30.7%	28.7%	28.5%	27.1%	8.0
Out of County	9.1%	12.0%	11.0%	13.1%	15.5%	16.8%	17.1%	8.0
Non-Hospital	12.7%	14.9%	17.0%	19.0%	17.9%	25.4%	27.0%	14.3
Santa Cruz County	11.6%	19.6%	20.1%	18.9%	17.4%	17.6%	17.0%	5.4

Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

Percent of Births to Teens (Ages 19 and Younger) Without Prenatal Care During the First Trimester, by Delivery Location, Santa Cruz County Residents

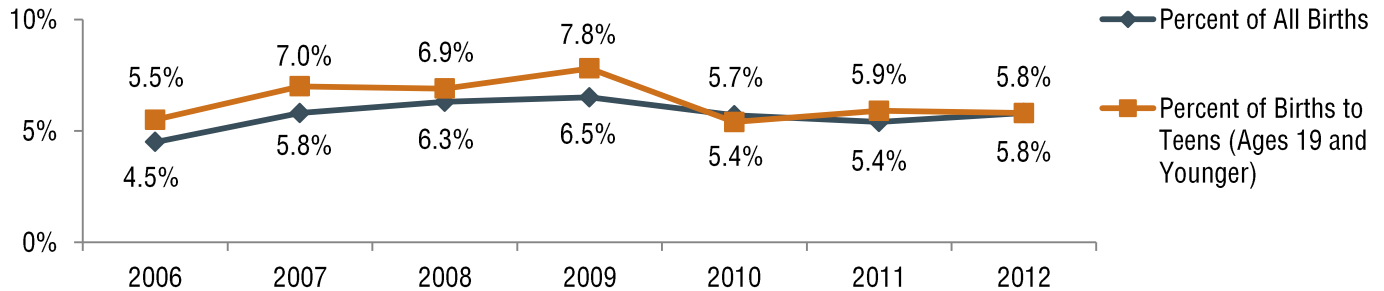
	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Dominican Hospital	14.6%	16.7%	15.2%	28.6%	17.5%	35.6%	30.0%	15.4
Sutter Maternity & Surgery Center	22.0%	22.6%	28.6%	24.5%	33.3%	47.4%	24.1%	2.1
Watsonville Community Hospital	28.0%	50.0%	47.5%	36.9%	38.2%	40.9%	36.4%	8.4
Santa Cruz County	25.6%	40.2%	39.3%	33.1%	32.9%	41.4%	34.1%	8.5

Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

Birth Weight

When babies are born at low birth weight in a community, it may indicate a need for improving the health of pregnant mothers through prenatal care services and reducing environmental stressors.¹⁵ In Santa Cruz County, 6% of all babies were born at low birth weight in 2012, down from 7% in 2009. Similar to the county trend, the percentage of Santa Cruz County teen mothers who had low birth weight babies fell from 8% in 2009 to 6% in 2012.

Percent of Births with Babies Born at Low Birth Weight¹, Santa Cruz County Residents



Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*
¹Babies born weighing less than 2,500 grams.

Percent of Low Birth Weight Deliveries, by Delivery Location, All Births

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Dominican Hospital	7.0%	8.9%	9.3%	9.5%	9.1%	8.3%	10.1%	3.1
Sutter Maternity & Surgery Center	2.2%	1.5%	1.4%	1.4%	0.9%	1.5%	3.0%	0.8
Watsonville Community Hospital	4.7%	3.7%	5.6%	4.1%	4.3%	4.1%	3.6%	-1.1
Out of County	19.4%	21.5%	17.7%	25.4%	22.6%	22.7%	13.3%	-6.1
Non-Hospital	0.0%	1.4%	3.8%	0.0%	0.0%	0.0%	0.0%	-
Santa Cruz County	5.5%	5.8%	6.3%	6.1%	5.7%	5.4%	5.8%	0.3
California	6.8%	6.9%	6.8%	6.8%	6.6%	6.7%	6.7%	-0.1

County Data Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*
 State Data Source: County Health Rankings & Roadmaps. (2013). *County health rankings, California, 2006-2012.*

¹⁵ Community Health Network. (2011). *High-Risk Newborn— Low Birth weight.* Retrieved January 4, 2011 from <http://www.ecommunity.com/health/index.aspx?pageid=P02382>.

Low Birth Weight Deliveries to Teens (Ages 19 and Younger), Santa Cruz County Residents

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Under 1500 Grams (2.5 lbs.)	3	4	2	5	3	2	0	^
1500 - 2499 Grams (5.5 lbs.)	11	17	19	20	11	13	13	^
2500 Grams & Over (Normal)	296	280	283	294	244	241	211	-28.7%
Santa Cruz County Teen Births	310	301	304	319	258	256	224	-27.7%
Percent Low Birth Weight	4.5%	7.0%	6.9%	7.8%	5.4%	5.9%	5.8%	-

Source: County of Santa Cruz, Public Health Department. (2013). *Personal correspondence with program representative.*

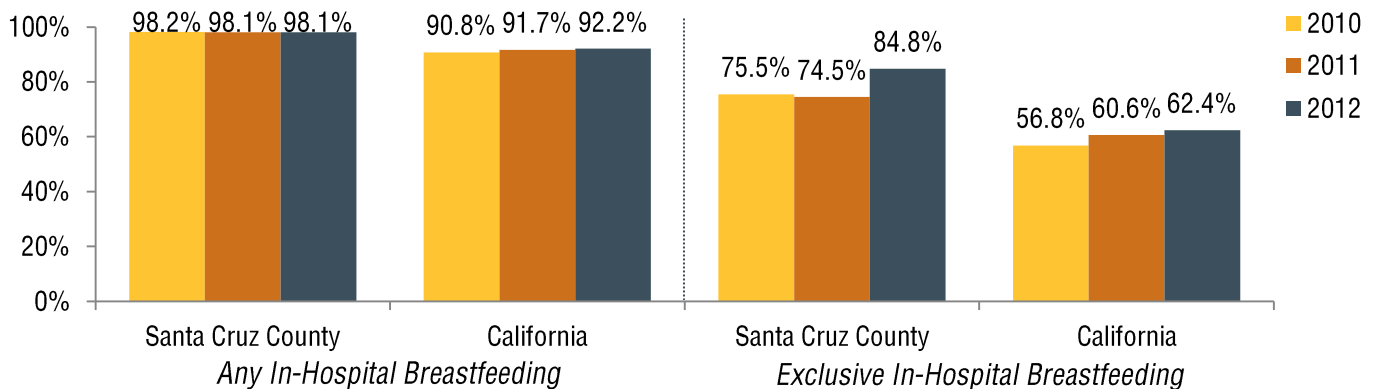
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Breastfeeding

According to the American Academy of Pediatrics (AAP), breastfeeding has been shown to have a number of health advantages for infants, mothers, families, and society. There is strong evidence that shows children who are breastfed experience a decreased incidence of infectious disease, a decreased rate of Sudden Infant Death Syndrome (SIDS), and enhanced cognitive development. Greater social benefits include decreased annual health care costs, decreased parental absenteeism from work, and a decreased environmental burden. Because of such benefits, the AAP recommends that infants be exclusively breastfed (no bottle feeding) for at least six months after birth.¹⁶

In 2012, 85% of Santa Cruz County mothers engaged in exclusive in-hospital breastfeeding, higher than California overall (62%). The percentage of Latina mothers who exclusively in-hospital breast-fed increased by 13%, from 65% in 2011 to 78% in 2012. However, Latina mothers continue to have a much lower percentage of exclusive in-hospital breastfeeding (78%) as compared with White mothers (96%) and Asian mothers (91%) in 2012.

In-Hospital Breastfeeding



Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division. (2013). *California in-hospital breastfeeding statistics as Indicated on the newborn screening test form, 2010-2012.*

¹⁶ American Academy of Pediatrics, Breastfeeding and the Use of Human Milk, retrieved January 14, 2011. <http://aappolicy.aappublications.org/cgi/content/full/pediatrics;115/2/496>

Percent of In-Hospital Breastfeeding, by Hospital, Santa Cruz County

	2010	2011	2012
Dominican Hospital			
Any Breastfeeding	98.6%	98.8%	99.0%
Exclusive Breastfeeding	91.0%	91.0%	94.8%
Sutter Maternity & Surgery Center			
Any Breastfeeding	98.8%	98.7%	98.5%
Exclusive Breastfeeding	92.6%	91.7%	94.3%
Watsonville Community Hospital			
Any Breastfeeding	97.5%	97.2%	97.2%
Exclusive Breastfeeding	53.4%	52.9%	71.4%
Santa Cruz County			
Any Breastfeeding	98.1%	98.1%	98.1%
Exclusive Breastfeeding	74.0%	74.5%	84.8%
California			
Any Breastfeeding	90.8%	91.7%	92.2%
Exclusive Breastfeeding	56.6%	60.6%	62.4%

Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division (2013). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form, 2010- 2012.*

Percent of In-Hospital Breastfeeding by Ethnicity, Santa Cruz County

	2010	2011	2012
Asian			
Any Breastfeeding	100.0%	100.0%	100.0%
Exclusive Breastfeeding	80.8%	90.9%	90.7%
White			
Any Breastfeeding	98.7%	97.9%	98.5%
Exclusive Breastfeeding	92.3%	90.6%	95.7%
Hispanic/Latina			
Any Breastfeeding	97.8%	97.9%	97.7%
Exclusive Breastfeeding	65.3%	65.0%	78.0%
Multiple Race			
Any Breastfeeding	98.7%	97.5%	98.9%
Exclusive Breastfeeding	90.7%	82.7%	92.5%

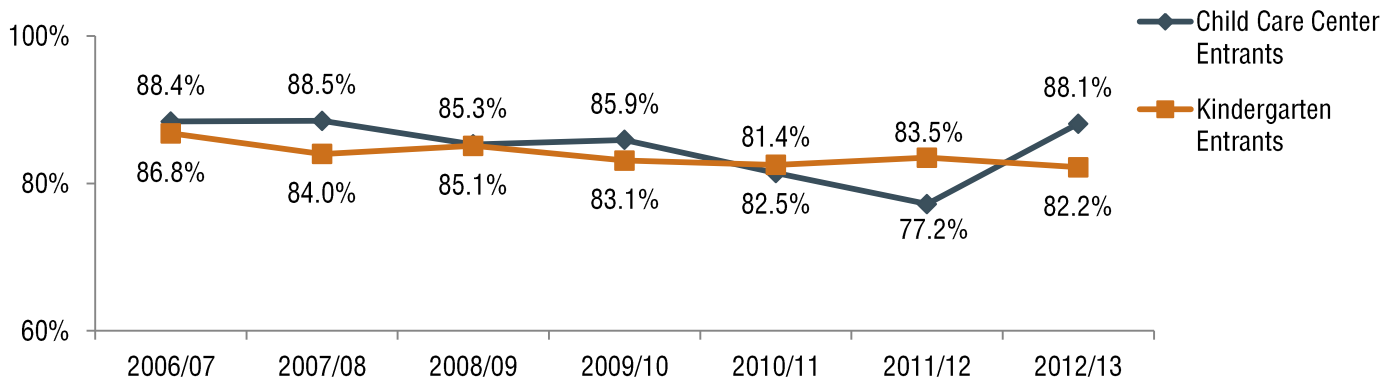
Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division (2013). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form, 2010- 2012.*

Note: Percentages were not calculated for ethnicities with fewer than 20 events.

Immunization Levels

The percentage of children in child care centers that had all required immunizations¹⁷ increased from 77% in 2011/12 to 88% in 2012/13 while the percentage of kindergarten entrants who had all required immunizations decreased from 84% to 82% during the same period.

Percent of Child Care Centers and Kindergarten Entrants with All Required Immunizations, Santa Cruz County



Source: California Department of Health Services, Immunization Branch. (2013). *Kindergarten assessment results, 2006-2012*. California Department of Health Services, Immunization Branch. (2013). *Child care assessment results, 2006-2012*.

Immunization Levels of Child Care Center Entrants¹

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 NET CHANGE
Number of Children	3,263	3,582	3,516	4,576	3,348	3,347	2,998	-
Number of Child Care Centers	77	84	79	85	89	99	88	-
Percent with Permanent Medical Exemptions	0.4%	0.1%	0.2%	0.1%	0.3%	0.4%	0.5%	0.1
Percent with Personal Belief Exemptions	3.1%	4.0%	5.4%	4.8%	7.0%	7.1%	7.9%	4.8
Percent Needing One or More Immunizations (Conditional Entrants)	8.2%	7.3%	9.3%	9.2%	11.3%	15.4%	11.9%	3.7
Santa Cruz County – Percent with All Required Immunizations	88.4%	88.5%	85.1%	85.9%	81.4%	77.2%	88.1%	-0.3
California – Percent with All Required Immunizations	93.6%	93.5%	92.9%	91.9%	90.6%	89.5%	92.3%	-1.3

Source: California Department of Health Services, Immunization Branch. (2013). *Child care assessment results, 2006/07-2012/13*.

¹Includes children ages 2 years to 4 years, 11 months.

¹⁷Please see Appendix II for definitions of “required immunizations.”

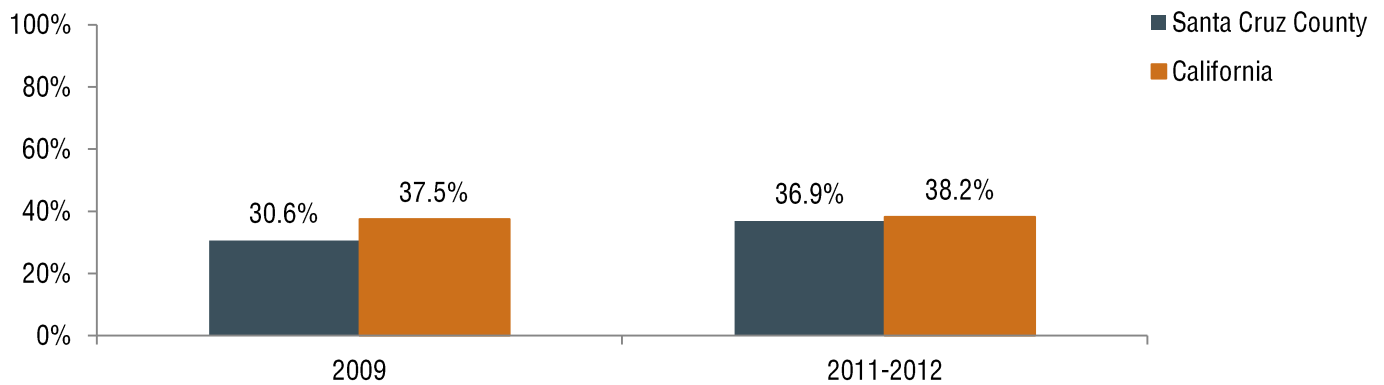
Immunization Levels of Kindergarten Entrants¹

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 NET CHANGE
Number of Students	3,309	3,281	2,941	3,371	3,452	3,637	3,580	-
Number of Schools	65	66	58	63	64	63	65	-
Percent with Permanent Medical Exemptions	0.5%	0.7%	0.5%	0.3%	0.1%	0.2%	0.3%	-0.2
Percent with Personal Belief Exemptions	7.6%	6.3%	7.3%	6.5%	9.8%	9.1%	9.6%	2.0
Percent Needing One or More Immunizations (Conditional Entrants)	5.1%	8.9%	6.9%	10.2%	7.6%	7.3%	8.0%	2.9
Santa Cruz County – Percent with All Required Immunizations	86.8%	84.0%	85.3%	83.1%	82.5%	83.5%	82.2%	-4.6
California – Percent with All Required Immunizations	92.7%	92.1%	91.7%	91.1%	90.7%	91.0%	90.3%	-2.4

Source: California Department of Health Services, Immunization Branch. (2013). *Kindergarten assessment results, 2006/07-2012/13*.

¹Includes children ages 4 years to 6 years, 11 months.

Vaccinated for Flu in the Past 12 Months (Ages 6 months to 11 years old)



Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2009 and 2011/2012*.

Note: Data presented are the most recent data available.

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

Dental Care

The percentage of CAP survey respondents with dental insurance decreased from 72% in 2003 to 58% in 2013. Although the majority of CAP survey respondents (86%) reported being able to get the dental care they needed in the past year, White respondents (88%) reported getting the dental care they needed at a higher percentage compared to Latino respondents (83%) in 2013.

☎ Does your health insurance cover dental care?

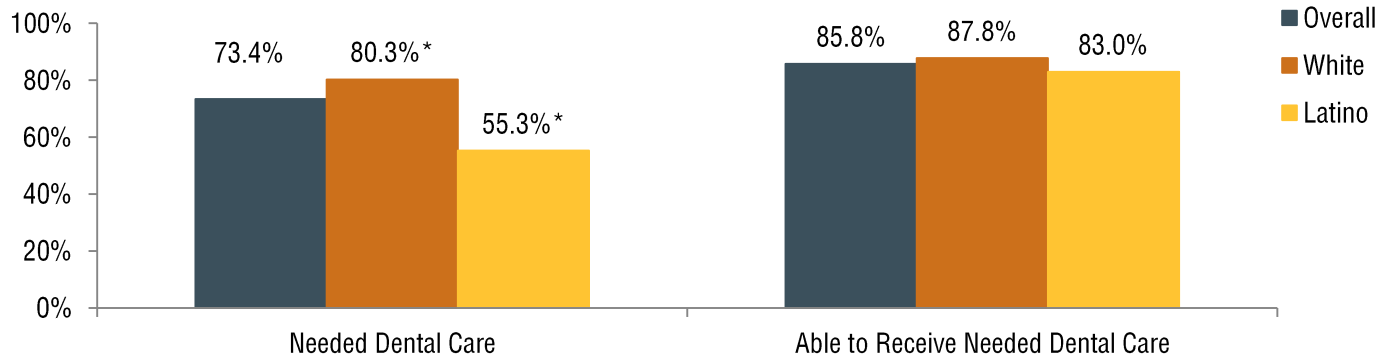
	2003	2005	2007	2009	2011	2013
Yes	71.6%	64.8%	66.5%	62.4%	57.1%	58.1%
No	28.4%	35.2%	33.5%	36.6%	42.9%	41.9%
Total Respondents	568	589	628	682	571	573

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2003-2013.*

Note: Percentages may not add up to 100% due to respondents answering “Don’t Know.”

Note: Question reworded in 2007 from “Do you also have additional health insurance coverage for dental care?”

☎ Have you needed dental care in the past year? Were you able to receive the dental care you needed? (Respondents answering “Yes”) By Ethnicity - 2013



Needed Health Care n: Overall=713; White=498; Latino=160. Able to Receive n: Overall=522; White=399; Latino=89.

Source: Applied Survey Research. (2013). *2013 Santa Cruz County Community Assessment Project, Telephone Survey.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: White respondents were significantly more likely than Latino respondents to have need dental care in the past year in 2013.

☎ If you needed dental care and were unable to receive it, why couldn't you receive it?


	OVERALL	WHITE	LATINO
Too Expensive	52.8%	57.6%	32.1%
No Insurance	17.3%	7.3%	55.2%
Insurance Wouldn't Cover It	11.7%	12.6%	8.4%
Couldn't Afford The Premium	9.2%	12.7%	4.2%
Couldn't Afford Co-Pay	1.9%	2.9%	0.0%
Other	7.2%	6.9%	0.0%
Total Respondents	74	49	15

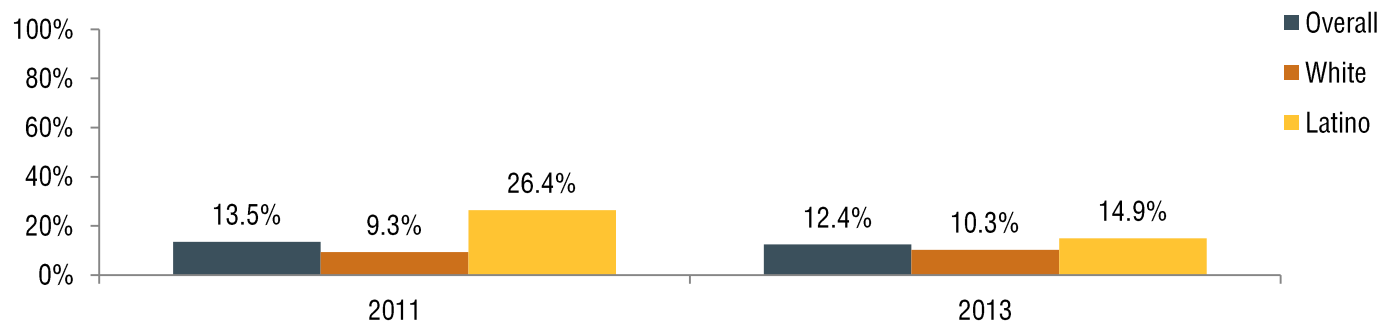
Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Mental Health

When asked about their mental health, Latino CAP survey respondents (15%) were more likely than White respondents (10%) to feel so sad or hopeless almost every day for two weeks or more in a row during the past 12 months that they stopped doing some usual activities. There were 5,718 clients of Santa Cruz County Mental Health Services in 2012/13. The top diagnoses for these clients were depression and mood disorders, adjustment disorders, and schizophrenia.

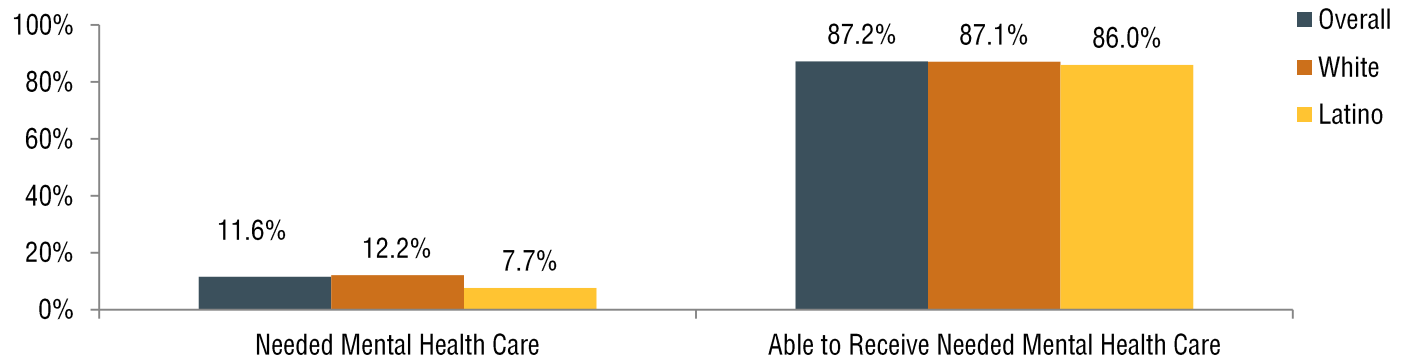
 During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities? (Respondents answering “Yes”) By Ethnicity



Overall 2013 n: 710; White 2013 n: 496; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2011-2013.*

 Have you needed mental health treatment in the last 12 months? Did you receive the mental health treatment you needed? (Respondents answering “Yes”) By Ethnicity - 2013



Needed Mental Care n: Overall=710; White=496; Latino=160. Able to Receive n: Overall=82; White=61; Latino=12.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

 Why didn't you receive the mental health treatment you needed? – 2013

	PERCENT
Insurance wouldn't cover it	29.3%
Lack of services or services unavailable	27.9%
Couldn't afford it	21.5%
Didn't want people to find out	10.9%
There were waiting lists	9.8%
Other	22.9%
Total respondents	11
Total responses	13

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Percent of Adult Respondents (Ages 18 and Older) Who Indicated that, in the Past 12 Months, They Had..

	2007	2009	2011-12
Needed to See a Professional for Problems with Their Emotional/Mental Health or Alcohol/Drug Use			
Santa Cruz County	19.7%	13.1%	22.7%
California	16.5%	14.3%	15.8%
Seen a Health Care Provider for Problems with Their Emotional/Mental Health or Alcohol/Drug Use			
Santa Cruz County	16.3%	11.2%	16.7%
California	12.4%	10.9%	12.1%
Taken Prescription Medication for Their Mental Health or Emotional Problems Almost Daily for Two Weeks or More			
Santa Cruz County	9.2%	10.0%	16.2%
California	10.0%	9.7%	10.1%

Source: UCLA Center for Health Policy Research. (2013). California Health Interview Survey, 2007-2011/2012.

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

Santa Cruz County Mental Health Services: Unduplicated Client Count by Primary Diagnosis

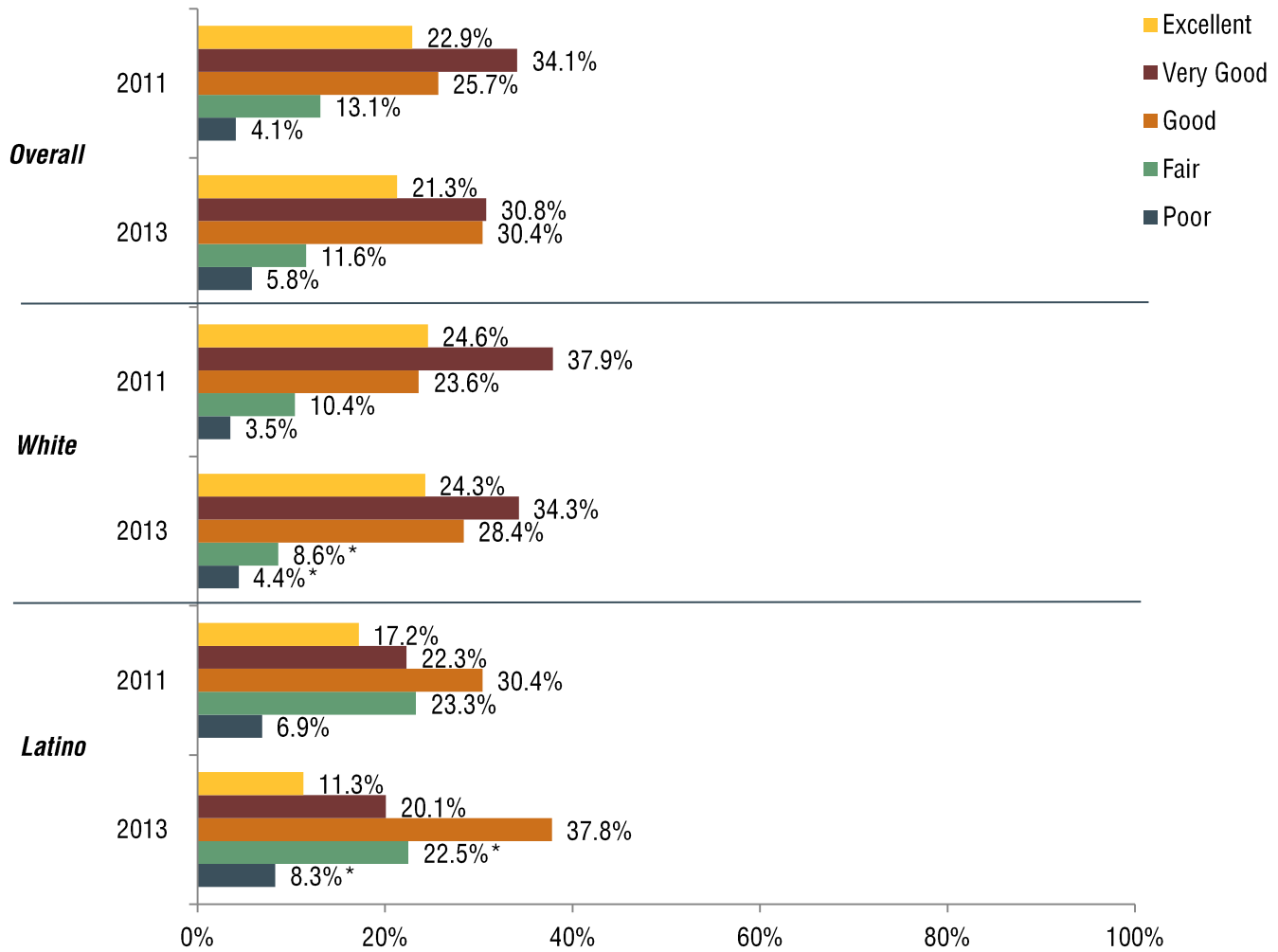
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Depression & Mood Disorders	1,423	1,513	1,616	1,725	1,678	1,661	1,625
Schizophrenia	1,028	981	997	991	999	990	1,004
Adjustment Disorders	929	942	934	749	712	802	1,087
Anxiety Disorders	645	725	694	662	662	662	394
Childhood & Adolescence	673	638	677	701	701	762	704
Substance-Related Disorders	182	147	131	156	94	132	144
Delirium, Dementia	11	13	56	80	93	82	72
Impulse Control Disorders	15	15	22	24	18	9	0
Personality Disorder	14	14	13	18	20	18	24
Eating Disorders	8	8	7	4	5	6	0
Somatoform Disorders	1	3	2	3	2	4	0
Dissociative Disorders	1	0	1	NA	1	0	0
Mental Disorders	1	4	1	NA	2	2	2
Sexual & Gender Disorders	2	3	1	1	4	4	5
Sleep Disorders	1	1	0	2	0	0	0
Other Disorders	550	757	781	707	806	793	657
<i>Santa Cruz County Total Mental Health Services Clients</i>	<i>5,484</i>	<i>5,764</i>	<i>5,933</i>	<i>5,823</i>	<i>5,797</i>	<i>5,927</i>	<i>5,718</i>

Source: Santa Cruz County Mental Health Services Agency. (2013). *Personal correspondence with program representative.*

Physical Health

Overall, 83% of 2013 CAP survey respondents reported that their general health status was “good,” “very good,” or “excellent.” Nearly one in three (31%) Latino CAP survey respondents indicated that their overall health was “fair” or “poor” compared to 13% of White respondents in 2013, a statistically significant difference.

☎ How would you describe, in general, your overall health?




Overall 2013 n: 712; White 2013 n: 497; Latino 2013 n: 160.

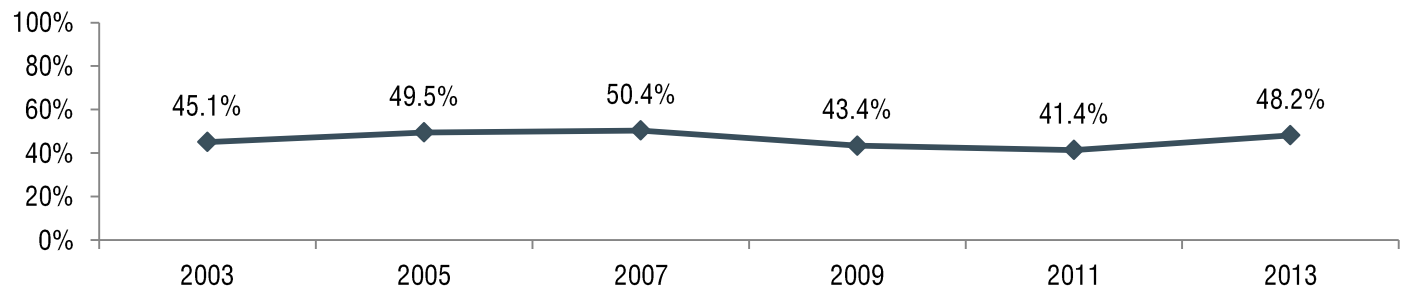
Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

*Significance testing: Latino respondents were significantly more likely than White respondents to describe their health as “fair” or “poor” in 2013.

Physical Activity

Physical activity is an important factor in achieving and maintaining good health. The Centers for Disease Control (CDC) recommends at least 30 minutes of moderate-intensity physical activity five or more times per week for adults, and 60 minutes or more each day for children.¹⁸ The percentage of CAP survey respondents engaging in 30 minutes or more of physical activity five or more times per week increased from 41% in 2011 to 48% in 2013. Between 48% and 61% of 5th, 7th and 9th graders achieved at least 5 out of 6 fitness goals in 2011/12.

 How many days per week do you engage in physical activity, such as brisk walking or gardening, for a combined total of 30 minutes or more? (Respondents answering “5 or more times a week”)



Overall 2013 n: 711.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2005-2013.*

Percentage of Students Achieving Physical Fitness Goals in At Least 5 Out of 6 Fitness Areas by Grade

	2005/ 06	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	05-12 NET CHANGE
Santa Cruz County								
5th Grade	53.9%	55.0%	54.6%	53.0%	54.0%	48.9%	47.9%	-6.0
7th Grade	63.3%	60.7%	64.2%	63.4%	57.2%	55.9%	55.8%	-7.5
9th Grade	65.3%	62.6%	66.7%	67.6%	63.1%	61.4%	60.9%	-4.4
California								
5 th Grade	52.0%	53.3%	55.1%	55.9%	55.4%	48.4%	48.6%	-3.4
7 th Grade	55.7%	57.1%	59.3%	60.7%	61.8%	54.9%	55.0%	-0.7
9 th Grade	53.8%	56.6%	62.7%	64.8%	66.1%	59.4%	59.4%	5.6


Source: California Department of Education. (2013). *California physical fitness test report, 2005/06-2011/12.*

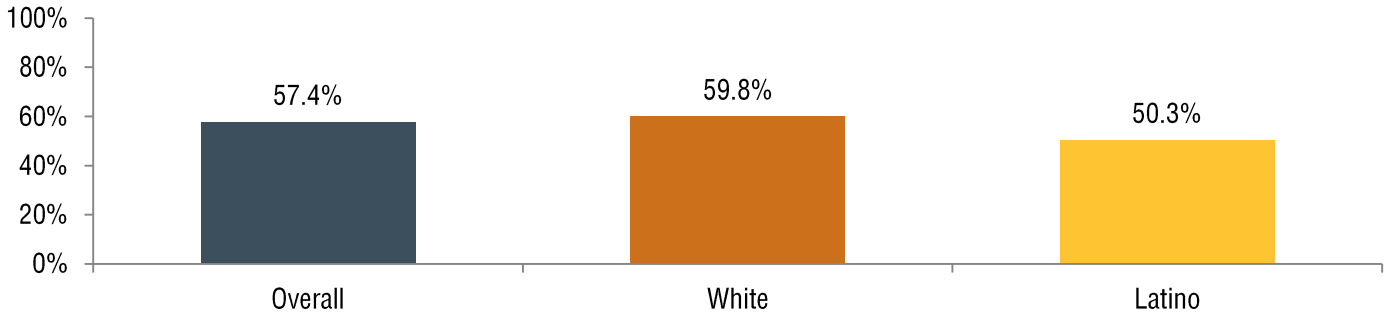
Note: The Fitness Areas include aerobic capacity, body composition, abdominal strength, trunk extensor strength, upper body strength, and flexibility.

¹⁸ Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Nutrition and Physical Activity. (2010). *The Importance of Physical Activity.* Retrieved 2010 from <http://www.cdc.gov>.

Nutrition

Diets rich in fruits and vegetables help to reduce the risk of obesity, diabetes, chronic disease, and cancer. Over half (57%) of CAP survey respondents reported eating 5 or more servings of fruits and vegetables per day in 2013. Sixty percent of White respondents and 50% of Latino respondents reported eating 5 or more servings of fruits and vegetables per day in 2013.


 How many days in the past 7 days did you eat 5 or more servings of fruits and vegetables a day? (Respondents answering five or more days) - 2013

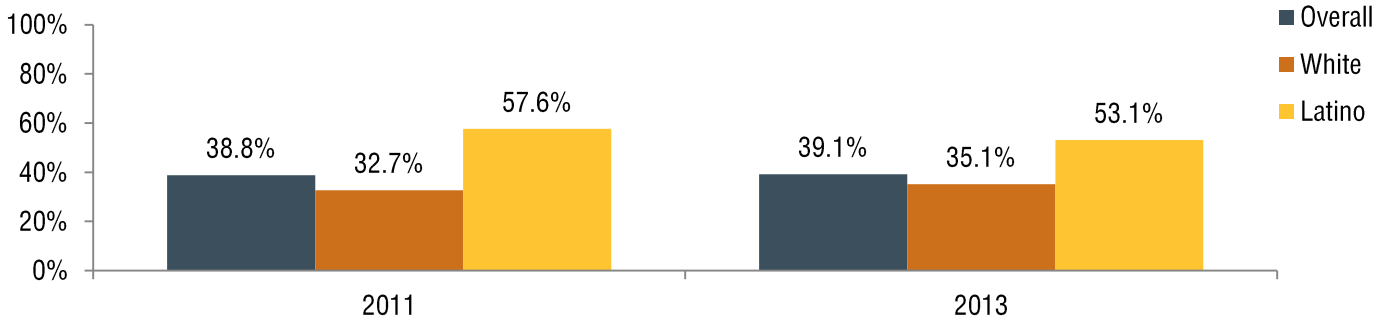


n: Overall=706; White=493; Latino=160.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

 How many times in the past 7 days did you eat fast food? (Respondents answering at least once)



Overall 2013 n: 709; White 2013 n: 498; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2011-2013.*

Obesity



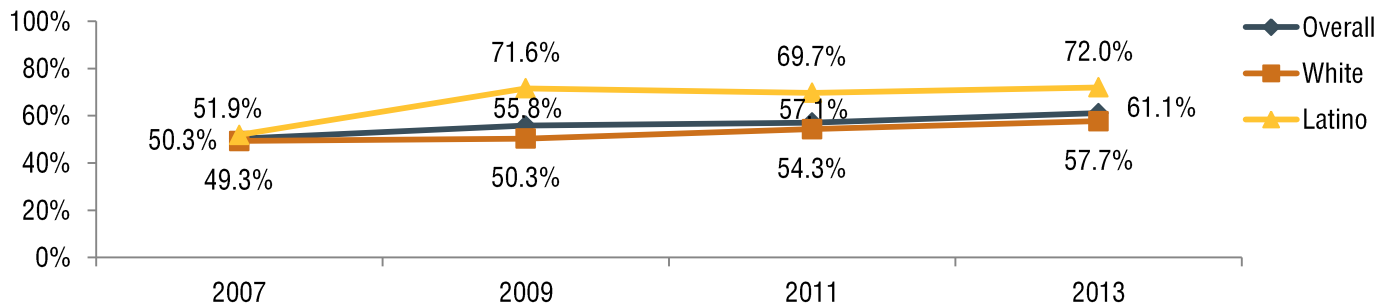
Obesity is directly linked to chronic diseases and serious medical conditions such as type 2 diabetes, heart disease, high blood pressure, respiratory problems, depression, and stroke. Obesity is also linked to higher rates of nearly all types of cancer, including cancer of the colon, rectum, prostate, gallbladder, breast, uterus, cervix, and ovaries.

For adults, overweight is defined as a BMI of 25.0 or greater. The formula for calculating the BMI of adults is:

$$BMI = \left(\frac{\text{Weight in Pounds}}{(\text{Height in inches}) \times (\text{Height in inches})} \right) \times 703$$

Based on the Body Mass Index (BMI), the percentage of CAP survey respondents who were overweight and obese increased from 50% in 2007 to 61% in 2013. Latinos had a higher percentage of being overweight or obese (72%), as compared to Whites (58%) in 2013. Childhood weight statistics are unstable due to the low number of respondents to the California Health Interview Survey (CHIS). However, data showed that 14% of children ages birth through 11 years old in Santa Cruz County were overweight for their age, as compared with 13% of children of the same age group in California in 2011-12. More than one-third (38%) of children 12 through 17 years old in Santa Cruz County were overweight or obese in 2011-12.

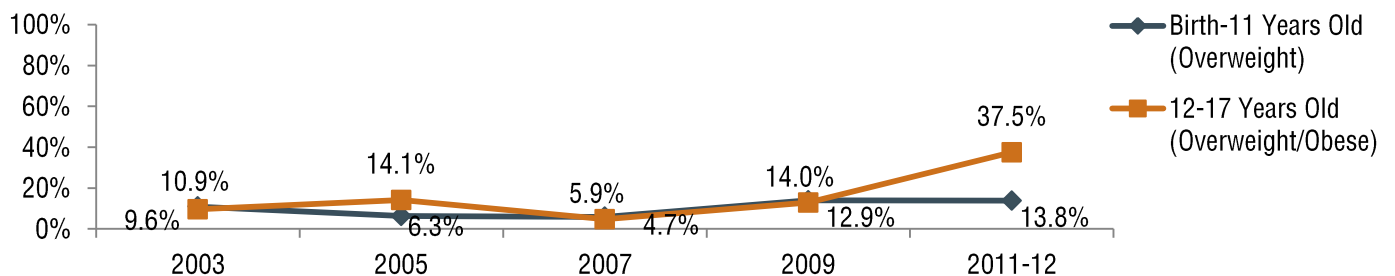
Overweight and Obese Adult Respondents in Santa Cruz County (Based on BMI) By Ethnicity



Overall 2013 n: 685; White 2013 n: 487; Latino 2013 n: 145.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2007-2013.*

Percentage of Children Who Are Overweight or Obese, Santa Cruz County



Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003-2011/2012.*

Note: This measure does not factor height.

Note: Data are statistically unstable due to a low number of respondents.

Note: Data presented are the most recent data available.

Percentage of Children (Ages Birth to 11 Years) Who Are Overweight for Their Age

	2003	2005	2007	2009	2011-12	03-12 NET CHANGE
Overweight for Age						
Santa Cruz County	10.9%[^]	6.3%[^]	5.9%[^]	14.0%[^]	13.8%[^]	2.9
California	13.4%	13.4%	11.2%	11.5%	12.6%	-0.8
Not Overweight for Age						
Santa Cruz County	89.1%	93.7%	94.1%	86.0%	86.2%	-2.9
California	86.6%	86.6%	88.8%	88.5%	87.4%	0.8

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003-2011/2012*.

Note: This measure does not factor height.

[^]Statistically unstable due to a low number of respondents.

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

Note: Data presented are the most recent data available.

Body Mass Index – 4 Level, Teens (Ages 12-17 Years Old)

	2003	2005	2007	2009	2011-12
Underweight (Within Lowest 5th Percentile)					
Santa Cruz County	-	-	10.2%[^]	4.2%[^]	-
California	3.4%	3.3%	4.0%	3.0%	3.0%
Normal Weight (5th up to 85th Percentile)					
Santa Cruz County	80.0%[^]	65.7%	71.8%[^]	74.0%[^]	56.3%
California	67.8%	66.7%	68.4%	68.4%	64.7%
At Risk of Overweight (85th up to 95th Percentile)					
Santa Cruz County	10.4%[^]	19.9%[^]	13.3%[^]	8.9%[^]	6.2%[^]
California	16.4%	15.6%	14.3%	16.7%	16.6%
Overweight/Obese (Highest 5th Percentile)					
Santa Cruz County	9.6%[^]	14.1%[^]	4.7%[^]	12.9%[^]	37.5%[^]
California	12.4%	14.3%	13.3%	11.9%	15.8%

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003-2011/2012*.

Note: This measure does not factor height.

[^]Statistically unstable due to a low number of respondents.

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

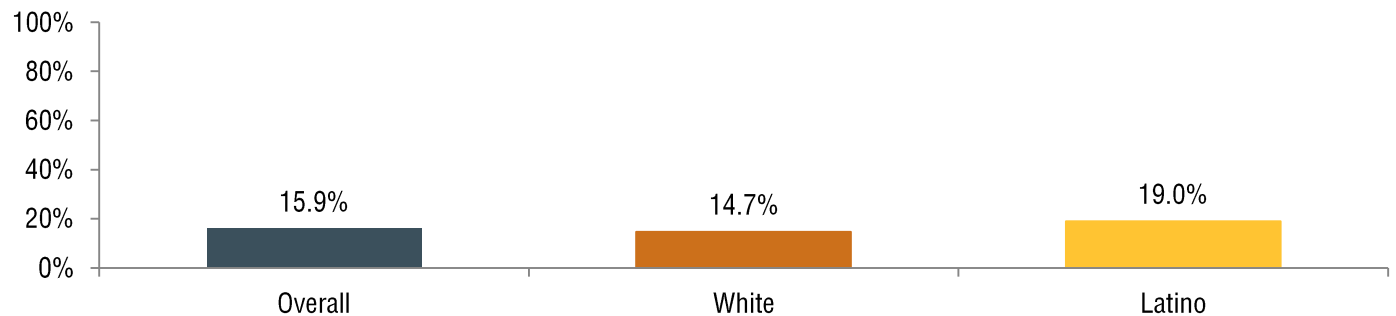
Note: Data presented are the most recent data available.

-(hyphen) means the estimate is based on less than 500 people.

Diabetes

Diabetes affects 25.8 million people of all ages in the U.S., which is just over 8% of the U.S. population. It is a major cause of heart disease and stroke and is the seventh leading cause of death in the nation.¹⁹ Overall, in Santa Cruz County, 16% of CAP survey respondents reported that a doctor had told them that they had diabetes or pre-diabetes (other than during a pregnancy) in 2013. Among those told by a doctor that they had diabetes or pre-diabetes, 70% of Latinos were told it was type 2 diabetes, as compared to 43% of Whites in 2013.

☎ Has a doctor ever told you that you have diabetes or pre-diabetes? (Respondents answering “Yes”) – 2013

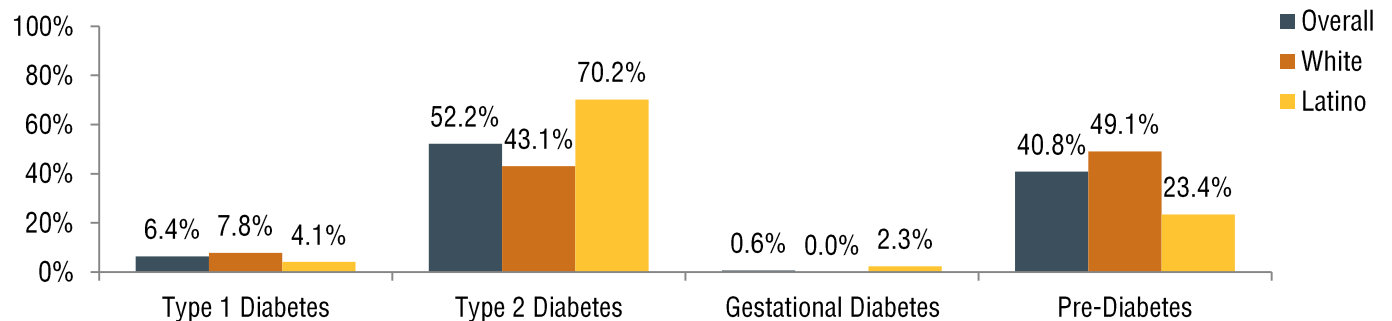


Overall n: 711; White n: 496; Latino n: 160.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

☎ If a doctor has told you that you have diabetes or pre-diabetes, were you told it was: - 2013



Overall n: 103; White n: 70; Latino n: 28.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013.*

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

¹⁹ US Department of Health and Human Services. National Diabetes Information Clearinghouse (NDIC). (2011). *National Diabetes Statistics*. Retrieved September 2011 from www.diabetes.niddk.nih.gov.

Percent of Adult Respondents (Ages 18 and Older) Who Have Ever Been Diagnosed with Diabetes

	2003	2005	2007	2009	2011-12	03-12 NET CHANGE
Santa Cruz County	4.1%	3.5%	7.3%^	4.3%	5.7%	1.6
California	6.6%	7.0%	7.8%	8.5%	8.4%	1.8

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003-2011/2012*.

Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

Note: Data presented are the most recent available.

^Statistically unstable due to a low number of respondents.

Adult Respondents with Diabetes (Ages 18 and Older), By Type

	2003	2005	2007	2009	2011-12	03-12 NET CHANGE
Type 1						
Santa Cruz County	13.2%^	30.8%^	9.9%^	14.7%^	9.6%^	-3.6
California	15.7%	17.4%	12.9%	14.9%	13.6%	-2.1
Type 2						
Santa Cruz County	86.8%	69.2%	90.1%	82.3%	89.0%^	2.2
California	84.3%	82.6%	87.1%	82.8%	82.3%	-2.0

Source: UCLA Center for Health Policy Research. (2013). *California Health Interview Survey, 2003-2011/2012*.


Note: 2001 to 2009 CHIS data were collected over a 9-month period. Beginning June 15, 2011, CHIS data will be collected continuously over a two-year period. 2011-2012 CHIS data were collected from June 15, 2011 through January 14, 2013.

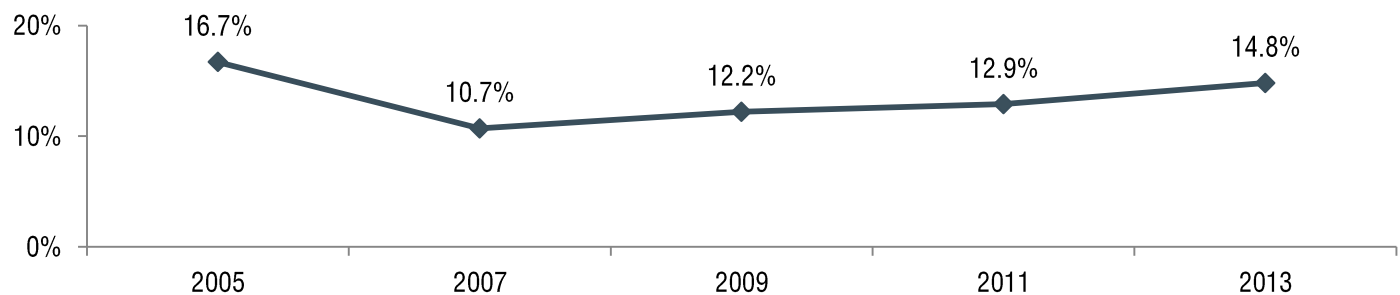
Note: Data presented are the most recent available.

^Statistically unstable due to a low number of respondents.

Alcohol Use

In the United States, binge drinking is usually defined as having five or more drinks on one occasion in about two hours. This behavior greatly increases the chances of getting hurt or hurting others due to car crashes, violence, and suicide. Fifteen percent of CAP survey respondents engaged in binge drinking “one or more times” in the past 30 days in 2013 down from 17% in 2005.

 Considering all types of alcoholic beverages, during the past 30 days about how many times did you have 5 or more drinks on an occasion? An occasion is considered about 2 hours. (Respondents answering “One or more times”)



Overall 2013 n: 705.

Source: Applied Survey Research. (2013). *2005-2013 Santa Cruz County Community Assessment Project, Telephone Survey*.

Availability of Alcohol

People with greater access to liquor stores and bars are more likely to consume higher levels of alcohol. For example, when there are more alcohol outlets near a university, there is more drinking among the students.²⁰ When there are more alcohol outlets, there are also more violent crimes, assaults, child maltreatment and abuse, and homicides.²¹ In fact, people with more access to liquor stores also tend to have higher levels of hospital contacts for anxiety, stress, and depression.²² Further, there tend to be more alcohol and tobacco outlets in lower income neighborhoods and in communities of color.

Over the past eight years, the number of retail alcohol outlets in Santa Cruz County and California has gradually continued to increase. However, Santa Cruz County consistently had a higher rate of retail alcohols outlets per 1,000 people than California (2.7 versus 2.1, respectively) in 2013. Localities that have a small total population and a high tourist population and restaurant and entertainment land uses, may have higher than average per capita rates.

Number of Retail Alcohol Outlets¹

	JUNE 2006	JUNE 2007	JUNE 2008	JUNE 2009	JUNE 2010	JUNE 2011	JUNE 2012	JUNE 2013	06-13 % CHANGE
Retail Alcohol Outlets – Santa Cruz County	634	631	638	647	689	707	717	730	15.1%
Retail Alcohol Outlets – California	68,953	69,891	70,813	71,087	71,599	79,298	80,450	81,590	18.3%
Outlets per 1,000 People - Santa Cruz County	2.4	2.4	2.4	2.4	2.5	2.7	2.7	2.7	-
Outlets per 1,000 People - California	1.9	1.9	1.9	1.9	1.9	2.1	2.1	2.1	-

Source: State of California, Department of Alcoholic Beverage Control. (2013). *Alcoholic beverage licenses report, 2006-2013*.

California Department of Finance (2013). *E-1: City/County population estimates with annual percent change, 2006-2013*.

¹Includes both on-sale and off-sale outlets.

²⁰ Kypri, K., Bell, M.L., Hay, G.C., & Baxter, J. (2008). Alcohol outlet density and university student drinking: A national study. *Addiction* 103(7): 1131–1138. doi: 10.1111/j.1360-0443.2008.02239.x.

²¹ Pereira, G., Wood, L., Foster, S., & Haggard, F. (2013). Access to alcohol outlets, alcohol consumption and mental health. *PLoS ONE* 8(1): e53461. doi:10.1371/journal.pone.0053461; and Gruenewald et al. (1995). Ecological models of alcohol outlets and violent assaults: crime potentials and geospatial analysis. Society for the Study of Addiction, 2006.

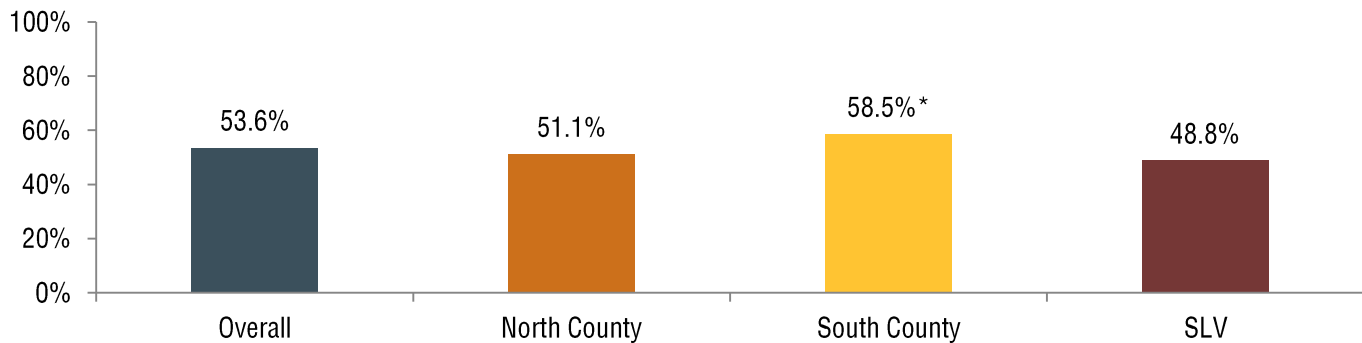
²² Ibid.

Retail Alcohol Outlets, by City

	JUNE 2010	JUNE 2011	JUNE 2012	JUNE 2013
Unincorporated				
Number of Retail Outlets	240	243	238	243
Outlets per 1,000 People	1.7	1.9	1.8	1.9
Percentage of County Retail Outlets	34.8%	34.4%	33.2%	33.3%
Capitola				
Number of Retail Outlets	59	59	64	66
Outlets per 1,000 People	5.8	5.9	6.4	6.6
Percentage of County Retail Outlets	8.6%	8.4%	8.9%	9.0%
Santa Cruz				
Number of Retail Outlets	245	256	259	271
Outlets per 1,000 People	4.1	4.3	4.2	4.3
Percentage of County Retail Outlets	35.6%	36.3%	36.1%	37.1%
Watsonville				
Number of Retail Outlets	104	107	107	102
Outlets per 1,000 People	2.0	2.1	2.1	2.0
Percentage of County Retail Outlets	15.1%	15.2%	14.9%	14.0%
Scotts Valley				
Number of Retail Outlets	40	41	43	48
Outlets per 1,000 People	3.4	3.5	3.7	4.1
Percentage of County Retail Outlets	5.8%	5.8%	6.0%	6.6%

Source: California Department of Alcoholic Beverage Control. (2013). *Alcoholic beverage licenses report, 2010-2013*.
 California Department of Finance (2013). *E-1: City/County population estimates with annual percent change, 2010-2013*.

☎ How concerned are you about drug and alcohol abuse in your neighborhood? (Respondents answering "Very concerned" and "Somewhat concerned") By Region - 2013

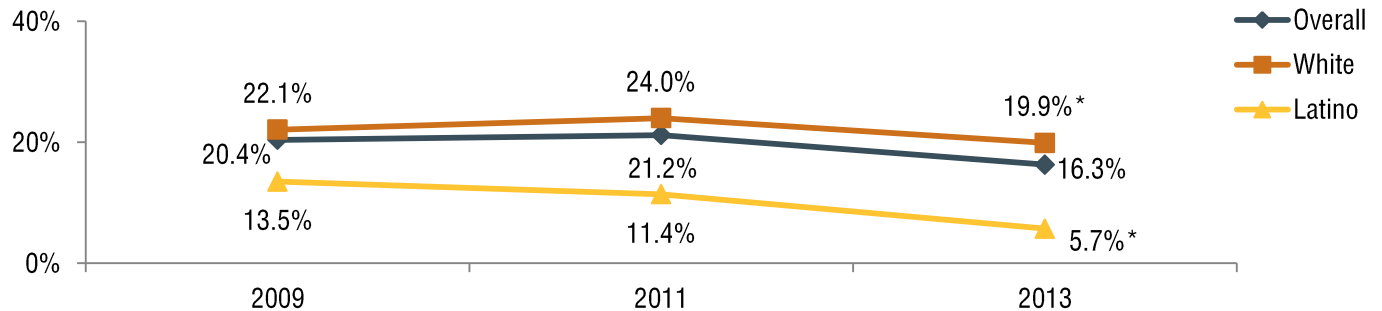


Overall 2013 n: 690; North County 2013 n: 250; South County 2013 n: 234; SLV 2013 n: 207.
 Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013*.
 Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

Acceptance of Adult Alcohol Provision

Sixteen percent of CAP survey respondents reported feeling that it was “very” or “somewhat” acceptable for adults to provide alcohol to underage youth in their home in 2013. One in five (20%) White survey respondents felt it was “very” or “somewhat” acceptable for adults to provide alcohol to underage youth in their home compared to less than 6% of Latino respondents, a statistically significant difference.

 How acceptable do you think it is for adults to provide alcohol to underage youth in their home? (Respondents answering “Very acceptable” or “Somewhat acceptable”) By Ethnicity



Overall 2013 n: 702; White 2013 n: 487; Latino 2013 n: 160.

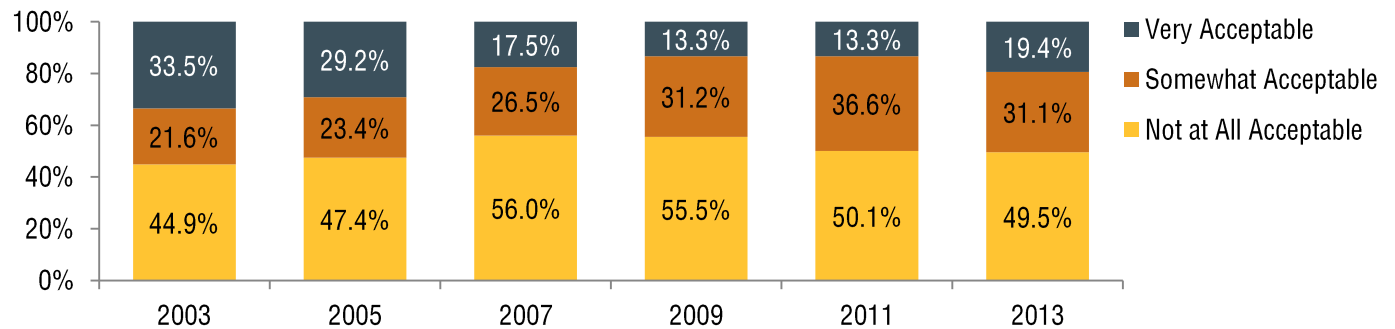
Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2009-2013.*

*Significance testing: White respondents were significantly more likely than Latino respondents to think that it is somewhat acceptable or very acceptable for adults to provide alcohol to underage youth in their home in 2013.

Community Acceptance of Marijuana Use

Overall, the percentage of CAP survey respondents who reported feeling that marijuana use for recreational or non-medicinal purposes was “somewhat acceptable” or “very acceptable” decreased from 55% in 2003 to 51% in 2013. Significantly more White respondents (60%) found it “very acceptable” or “somewhat acceptable” to use marijuana compared to Latino respondents (21%), while significantly more San Lorenzo Valley respondents (31%) found it “very acceptable” or “somewhat acceptable” to use marijuana compared to South County respondents (14%) in 2013.

 How acceptable do you find the use of marijuana for recreational or non-medicinal use?

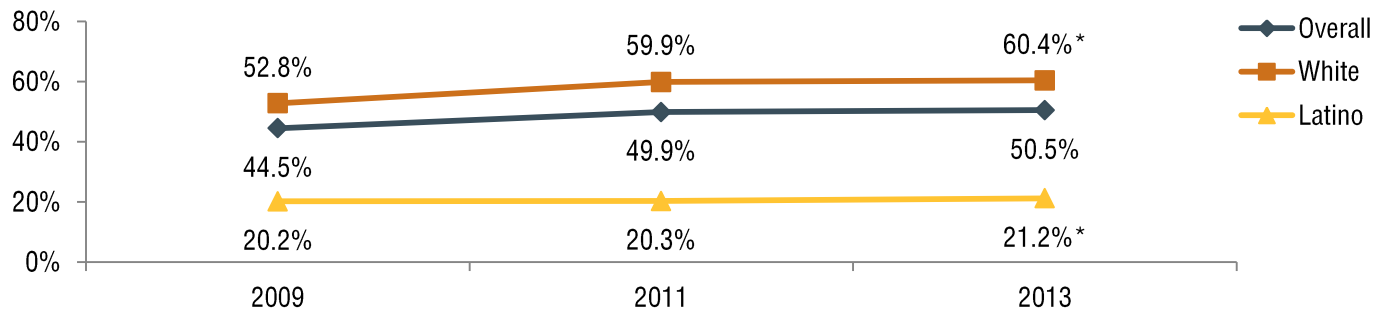


Overall 2013 n: 679.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2003-2013.*

Note: “Very” was added to the response option “Very acceptable” in 2011.

How acceptable do you find the use of marijuana for recreational or non-medicinal use? (Respondents answering “Very Acceptable” or “Somewhat Acceptable”) by Ethnicity



Overall 2013 n: 679; White 2013 n: 477 Latino 2013 n: 152.

Source: Applied Survey Research. (2013). 2009-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: “Very” was added to the response option “Very acceptable” in 2011.

*Significance testing: White respondents were significantly more likely than Latino respondents to think that it is very or somewhat acceptable for recreational or non-medicinal use of marijuana in 2013.

How acceptable do you find the use of marijuana for recreational or non-medicinal use? (Respondents answering “Very Acceptable”) by Region

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
North County	44.6%	31.5%	17.0%	16.0%	15.8%	20.9%*	-23.7
South County	16.8%	25.8%	13.7%	8.7%	7.0%	13.5%*	-3.3
San Lorenzo Valley	38.7%	35.2%	29.7%	16.4%	24.7%	30.9%*	-7.8

North County 2013 n: 247; South County 2013 n: 230; SLV 2013 n: 199

Source: Applied Survey Research. (2013). Santa Cruz County Community Assessment Project, Telephone Survey, 2003-2013.

*Significance testing: San Lorenzo Valley respondents were significantly more likely than North and South County respondents to find the use of marijuana for recreational or non-medicinal use very acceptable in 2013.

Note: “Very” was added to the response option “Very acceptable” in 2011.

Tobacco Use

Overall, the percentage of Santa Cruz County 11th grade students who smoked cigarettes in the last 30 days decreased from 19% in 2000/01 to 15% in 2010/11. The percentage of Santa Cruz County 9th grade students using smokeless tobacco in the last 30 days increased from 3% in 2000/01 to 4% in 2010/11.

Percent of Students Who Reported Using Cigarettes in the Last 30 Days, By Grade

	2000/01	2002/03	2004/05	2006/07	2008/09	2010/11	00-11 NET CHANGE
Santa Cruz County							
7th Grade	6%	5%	5%	4%	6%	5%	-1.0
9th Grade	13%	9%	11%	10%	12%	10%	-3.0
11th Grade	19%	11%	18%	14%	14%	15%	-4.0

	2004/06	2005/07	2006/08	2007/09	2008/10	2009/11	04-11 NET CHANGE
California¹							
7 th Grade	4%	4%	5%	5%	5%	5%	1.0
9 th Grade	9%	9%	9%	9%	10%	9%	0.0
11 th Grade	14%	13%	14%	13%	13%	13%	-1.0

Source: West Ed for California Department of Education. (2012). 2000-2011 *California Healthy Kids Survey (CHKS)*, Santa Cruz County and California.

Note: Data presented are the most recent available.

Note: There is a two-year cycle for all districts in the state to complete their biennial surveys, state-level reports consist of two-year compilations. However, new reports are generated each year, weighted to more accurately reflect the data from large districts that survey only a sample of their enrollment.

¹Data for previous years in California are not available, as the survey instrument has changed.

Percent of Students Who Reported Using Smokeless Tobacco in the Last 30 Days, By Grade

	2000/01	2004/05	2006/07	2008/09	2010/11	00-11 NET CHANGE
Santa Cruz County						
7 th Grade	NA	2%	2%	3%	3%	NA
9 th Grade	3%	4%	4%	6%	4%	1.0
11 th Grade	3%	4%	5%	6%	8%	5.0

	2003/05	2004/06	2005/07	2006/08	2007/09	2008/10	2009/11	03-11 NET CHANGE
California¹								
7 th Grade	2%	2%	2%	3%	3%	3%	3%	1.0
9 th Grade	2%	2%	3%	3%	4%	4%	4%	2.0
11 th Grade	3%	3%	3%	4%	4%	4%	5%	2.0

Source: West Ed for California Department of Education. (2012). 2000-2011 *California Healthy Kids Survey (CHKS)*, Santa Cruz County and California.

Note: Data presented are the most recent available.

Note: There is a two-year cycle for all districts in the state to complete their biennial surveys, state-level reports consist of two-year compilations. However, new reports are generated each year, weighted to more accurately reflect the data from large districts that survey only a sample of their enrollment.

¹Data for previous years in California are not available, as the survey instrument has changed.

Methamphetamine Admissions

There was a decrease in the number of methamphetamine admissions to substance abuse treatment programs in Santa Cruz County from 771 in 2005/06 to 336 in 2010/11, however, this may be the result of a decrease in funding for substance abuse treatment.

Methamphetamine Treatment Admissions


	FY 2005/06	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	05-12 % CHANGE
Santa Cruz County	771	775	600	524	363	336	NA	-
California	70,077	79,769	69,174	61,663	49,268	48,277	43,896	-37.4%

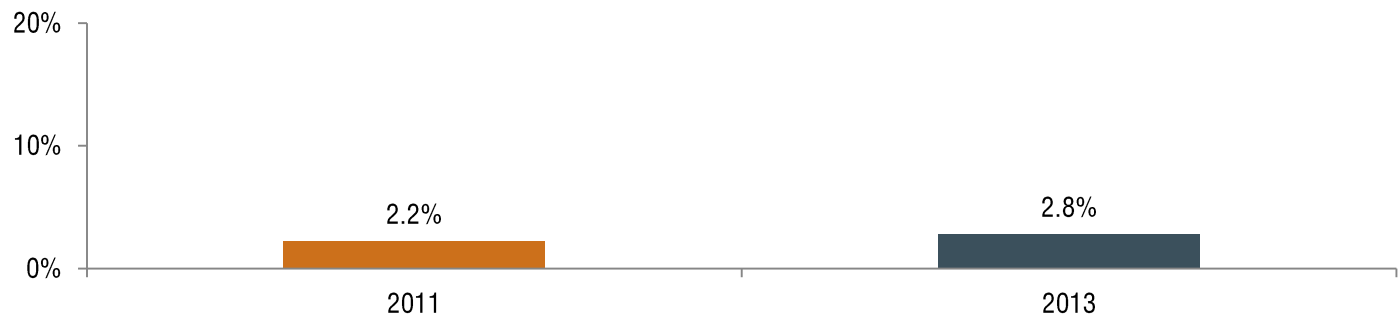
California Department of Alcohol and Drug Programs. (2013). Office of Applied Research and Analysis. *Personal correspondence with program representative.*

Note: This table presents the number of annual admissions for which methamphetamine was the primary drug of abuse.

Prescription Drug Use

In 2013, 3% of CAP survey respondents reported using a prescription medication without a prescription.

 During the past 30 days, on how many days have you taken prescription medication without a prescription?



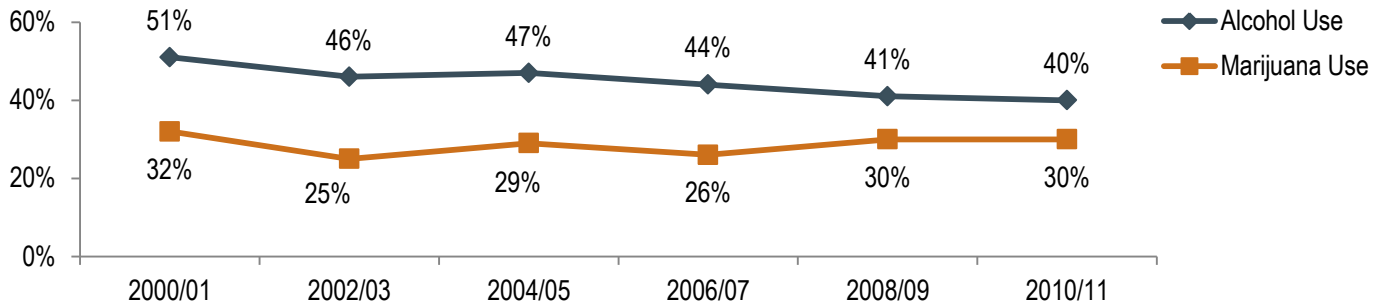
Overall 2013 n: 710.

Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2011-2013.*

Substance Use by Students

Alcohol use among Santa Cruz County 11th grade students decreased over the past 10 years from 51% in 2000/01 to 40% in 2010/11. Among 9th grade students in Santa Cruz County, self-reported use of alcohol decreased from 2002/03, while self-reported use of marijuana, cocaine, and methamphetamines increased.

Percent of 11th Grade Students Who Reported Using Alcohol¹ or Marijuana in the Past 30 Days, Santa Cruz County



Source: West Ed for California Department of Education. (2012). 2000-2011 *California Healthy Kids Survey, Santa Cruz County*.

Note: Data are most recent available.

¹Alcohol use refers to at least one drink.

Self-Reported Drug and Alcohol Use Among Youth in the Past 30 Days, Santa Cruz County

	2002/03	2004/05	2006/07	2008/09	2010/11	02-11 NET CHANGE
Alcohol¹						
7 th Grade	13%	16%	15%	18%	15%	2.0
9 th Grade	31%	33%	33%	34%	28%	-3.0
11 th Grade	46%	47%	44%	41%	40%	-6.0
Marijuana						
7 th Grade	6%	6%	7%	10%	10%	4.0
9 th Grade	19%	18%	20%	26%	23%	4.0
11 th Grade	25%	29%	26%	30%	30%	5.0
Cocaine						
9 th Grade	3%	3%	3%	6%	4%	1.0
11 th Grade	4%	5%	4%	4%	5%	1.0
Methamphetamines/Amphetamines						
9 th Grade	3%	4%	2%	4%	4%	1.0
11 th Grade	3%	3%	2%	3%	3%	0.0
Inhalants						
7 th Grade	5%	3%	5%	8%	6%	1.0
9 th Grade	5%	5%	5%	8%	6%	1.0
11 th Grade	3%	3%	3%	4%	4%	1.0
Psychedelics (Includes Ecstasy, LSD, or other psychedelics)						
9 th Grade	4%	3%	3%	8%	5%	1.0
11 th Grade	3%	3%	3%	7%	6%	3.0

Source: West Ed for California Department of Education. (2012). 2002-2011 *California Healthy Kids Survey, Santa Cruz County*.

Note: Data are most recent available.

Note: Questions regarding use of Methamphetamines, Cocaine, and Psychedelics were not asked of 7th middle school students.

¹Alcohol use refers to at least one drink.

Self-Reported Drug and Alcohol Use Among Youth in the Past 30 Days, California

	2005/07	2007/09	2009/11	05-11 NET CHANGE
Alcohol¹				
7 th Grade	13%	15%	13%	0.0
9 th Grade	27%	27%	24%	-4.0
11 th Grade	37%	36%	33%	-4.0
Marijuana				
7 th Grade	4%	6%	6%	2.0
9 th Grade	12%	13%	15%	3.0
11 th Grade	16%	19%	21%	5.0
Cocaine				
9 th Grade	2%	3%	3%	1.0
11 th Grade	3%	3%	4%	1.0
Methamphetamines/Amphetamines				
9 th Grade	2%	3%	3%	1.0
11 th Grade	2%	3%	3%	1.0
Inhalants				
7 th Grade	6%	6%	6%	1.0
9 th Grade	5%	6%	6%	1.0
11 th Grade	3%	4%	5%	2.0
Psychedelics (Includes Ecstasy, LSD, or other psychedelics)				
9 th Grade	2%	4%	5%	3.0
11 th Grade	2%	5%	6%	4.0

Source: West Ed for California Department of Education (2012). 2005-2011 *California Healthy Kids Survey, Santa Cruz County*.

Note: Data are most recent available.

Note: There is a two-year cycle for all districts in the state to complete their biennial surveys, state-level reports consist of two-year compilations. However, new reports are generated each year, weighted to more accurately reflect the data from large districts that survey only a sample of their enrollment.

Note: Questions regarding use of Methamphetamines, Cocaine, and Psychedelics were not asked of 7th middle school students.

¹Alcohol use refers to at least one drink.

Hospitalizations

From July 1st 2012 to December 31st 2012, there were 6,671 admissions to Dominican Hospital, 2,913 admissions to Watsonville Community Hospital and 1,254 admissions to Sutter Maternity and Surgery Center. The top two reasons for admission to Dominican Hospital were circulatory problems and digestive problems. For Watsonville Community Hospital and Sutter Maternity and Surgery Center, the top two reasons were pregnancies and births. Dominican Hospital and Sutter Maternity and Surgery Center experienced fairly consistent admission rates from 2010 to 2012, while Watsonville Community Hospital saw a decrease in the rate of admissions.

Number of Hospital Admissions, by Reason, Dominican Hospital

	1/1/2010- 6/30/2010	7/1/2010- 12/31/2010	1/1/2011- 6/30/2011	7/1/2011- 12/31/2011	1/1/2012- 6/30/2012	7/1/2012- 12/31/2012	10-12 NET CHANGE
All Pregnancies	7.7%	8.2%	7.5%	7.8%	8.0%	7.7%	0.0
Anemia and Other Blood Disorders	0.8%	0.6%	1.0%	1.0%	1.0%	1.0%	0.2
Birth Defects	0.1%	0.1%	0.1%	0.1%	0.2%	0.3%	0.2
Births	6.7%	7.3%	6.7%	7.0%	7.3%	6.9%	0.2
Cancer (Includes Non- Cancerous Growths)	4.9%	4.4%	4.3%	4.4%	4.7%	3.9%	-1.0
Circulatory System	13.3%	13.4%	13.2%	13.6%	13.4%	14.1%	0.8
Digestive System	10.3%	11.2%	9.7%	10.2%	9.7%	10.0%	-0.3
Endocrine System	2.4%	2.4%	2.5%	2.4%	2.5%	2.9%	0.5
Genitourinary System	4.5%	3.6%	4.5%	4.3%	3.8%	4.2%	-0.3
Infections	3.6%	4.0%	4.2%	3.5%	3.3%	4.1%	0.5
Injuries / Poisonings / Complications	8.2%	8.3%	8.3%	7.9%	7.8%	7.7%	-0.5
Mental Disorders	8.6%	8.4%	8.5%	8.6%	8.3%	8.3%	-0.3
Musculoskeletal System	5.5%	5.9%	5.3%	6.0%	6.0%	6.7%	1.2
Nervous System	1.6%	1.9%	1.9%	1.6%	2.1%	1.6%	0.0
Other Reasons	8.7%	8.6%	8.6%	9.3%	9.4%	8.6%	-0.1
Perinatal Disorders	0.5%	0.6%	0.6%	0.5%	0.7%	0.6%	0.1
Respiratory System	7.2%	5.3%	7.2%	5.6%	6.2%	5.6%	-1.6
Skin Disorders	1.7%	2.2%	2.1%	2.3%	2.1%	1.9%	0.2
Symptoms	3.6%	3.6%	3.8%	3.8%	3.6%	3.9%	0.3
Santa Cruz County Total	6,630	6,739	6,624	6,641	6,660	6,671	-
Rate per 1,000 – Santa Cruz County	25.2	28.5	25.1	25.1	25.0	25.0	-0.2

Source: California Office of Statewide Health Planning & Development. (2013). *Hospital inpatient discharge summary report, January 1, 2010-December 31, 2012.*

Source: United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2010-2012 1-year estimates.*

Number of Hospital Admissions, by Reason, Watsonville Community Hospital

	1/1/2010- 6/30/2010	7/1/2010- 12/31/2010	1/1/2011- 6/30/2011	7/1/2011- 12/31/2011	1/1/2012- 6/30/2012	7/1/2012- 12/31/2012	10-12 NET CHANGE
All Pregnancies	23.8%	24.4%	24.1%	26.6%	24.4%	25.5%	1.7
Anemia and Other Blood Disorders	0.8%	0.9%	1.2%	0.4%	0.9%	0.9%	0.1
Birth Defects	0.1%	0.2%	0.0%	0.2%	0.1%	0.1%	0.0
Births	21.5%	23.0%	23.0%	24.9%	22.6%	22.9%	1.4
Cancer (Includes Non- Cancerous Growths)	1.3%	2.1%	1.2%	1.4%	2.1%	2.0%	0.7
Circulatory System	10.9%	9.8%	8.1%	8.6%	8.9%	7.6%	-3.3
Digestive System	8.7%	9.9%	9.6%	8.2%	8.3%	9.5%	0.8
Endocrine System	2.5%	2.3%	2.8%	2.3%	3.0%	3.3%	0.8
Genitourinary System	4.0%	3.7%	4.0%	4.0%	3.9%	3.8%	-0.2
Infections	1.6%	1.9%	2.3%	2.2%	3.5%	3.8%	2.2
Injuries / Poisonings / Complications	5.0%	4.7%	3.9%	4.9%	4.9%	5.1%	0.1
Mental Disorders	0.6%	0.4%	0.6%	0.5%	0.7%	0.8%	0.2
Musculoskeletal System	5.3%	4.3%	4.1%	3.9%	4.8%	4.4%	-0.9
Nervous System	0.7%	0.6%	0.7%	0.8%	0.7%	0.9%	0.2
Other Reasons	0.4%	0.7%	0.3%	0.3%	0.5%	0.2%	-0.2
Perinatal Disorders	0.3%	0.3%	0.5%	0.4%	0.5%	0.3%	0.0
Respiratory System	8.4%	7.1%	9.2%	6.8%	7.4%	6.0%	-2.4
Skin Disorders	1.2%	1.2%	1.2%	1.5%	0.8%	1.1%	-0.1
Symptoms	2.8%	2.5%	3.3%	2.1%	1.9%	1.8%	-1.0
Santa Cruz County Total	3,409	3,288	3,208	3,066	2,948	2,913	-
Rate per 1,000 – Santa Cruz County	13.0	12.5	12.1	11.6	11.1	10.9	-2.1

Source: California Office of Statewide Health Planning & Development. (2013). *Hospital inpatient discharge summary report, January 1, 2010-December 31, 2012.*

Source: United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2010-2012 1-year estimates.*

Number of Hospital Admissions, by Reason, Sutter Maternity and Surgery Center

	1/1/2010-6/30/2010	7/1/2010-12/31/2010	1/1/2011-6/30/2011	7/1/2011-12/31/2011	1/1/2012-6/30/2012	7/1/2012-12/31/2012	10-12 NET CHANGE
All Pregnancies	35.2%	37.8%	38.6%	36.4%	38.7%	40.4%	5.2
Birth Defects	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%	-0.2
Births	34.9%	37.7%	38.6%	36.0%	38.5%	39.6%	4.7
Cancer (Includes Non-Cancerous Growths)	6.3%	5.9%	4.8%	5.3%	4.1%	5.0%	-1.3
Circulatory System	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	-0.2
Digestive System	3.6%	3.4%	2.5%	4.0%	3.1%	1.7%	-1.9
Endocrine System	0.6%	0.6%	0.8%	1.8%	0.6%	0.5%	-0.1
Genitourinary System	5.5%	5.2%	3.6%	5.2%	2.7%	2.1%	-3.4
Infections	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0
Injuries / Poisonings / Complications	2.6%	1.9%	1.7%	2.3%	1.2%	1.0%	-1.6
Musculoskeletal System	8.8%	5.5%	7.0%	6.6%	8.2%	7.5%	-1.3
Nervous System	0.2%	0.2%	0.2%	0.0%	0.2%	0.0%	-0.2
Other Reasons	1.1%	0.4%	0.2%	0.9%	1.0%	0.6%	-0.5
Perinatal Disorders	0.5%	0.2%	0.4%	0.6%	1.1%	1.0%	0.5
Respiratory System	0.2%	0.2%	0.2%	0.1%	0.0%	0.1%	-0.1
Skin Disorders	0.1%	0.7%	1.2%	0.5%	0.6%	0.5%	0.4
Symptoms	0.2%	0.4%	0.1%	0.1%	0.0%	0.0%	-0.2
Santa Cruz County Total	1,289	1,312	1,322	1,279	1,245	1,254	-
Rate per 1,000 – Santa Cruz County	4.9	5.0	5.0	4.8	4.7	4.7	-0.2

Source: California Office of Statewide Health Planning & Development. (2013). *Hospital inpatient discharge summary report, January 1, 2010-December 31, 2012.*

United States Census Bureau. (2013). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2010-2012 1-year estimates.*

Number and Length of Hospital Stays, All Ages, Dominican Hospital

	1/1/2010-6/30/2010	7/1/2010-12/31/2010	1/1/2011-6/30/2011	7/1/2011-12/31/2011	1/1/2012-6/30/2012	7/1/2012-12/31/2012	10-12 % CHANGE
Number of Discharges	6,630	6,739	6,624	6,641	6,660	6,671	0.6%
Number of Discharge Days	31,806	32,016	31,965	30,912	31,257	31,538	-0.8%
Average Stay (Days)	4.8	4.8	4.8	4.7	4.7	4.7	-
Hospital Discharge Rate per 1,000 – Santa Cruz County	25.2	25.6	25.1	25.1	25.0	25.0	-

Source: California Office of Statewide Health Planning & Development. (2013). *Inpatient discharge data, January 1, 2010-December 31, 2012.*
 State of California, Department of Finance (2013). *2010-2012 State and county total population projections by race/ethnicity and detailed age, 2010-2060.*

Number and Length of Hospital Stays, All Ages, Watsonville Community Hospital

	1/1/2010- 6/30/2010	7/1/2010- 12/31/2010	1/1/2011- 6/30/2011	7/1/2011- 12/31/2011	1/1/2012- 6/30/2012	7/1/2012- 12/31/2012	10-12 % CHANGE
Number of Discharges	3,409	3,288	3,208	3,066	2,948	2,913	-14.5%
Number of Discharge Days	11,286	11,715	11,056	10,259	10,144	9,951	-11.8%
Average Length of Stay	3.3	3.6	3.4	3.3	3.4	3.4	-
Rate per 1,000 – Santa Cruz County	12.9	12.5	12.1	11.5	11.0	10.9	-2.0

Source: California Office of Statewide Health Planning & Development. (2013). *Inpatient discharge data, 2005-2011*.

State of California, Department of Finance (2013). *2010-2012 State and county total population projections by race/ethnicity and detailed age, 2010-2060*.

Number and Length of Hospital Stays, All Ages, Sutter Maternity and Surgery Center

	1/1/2010- 6/30/2010	7/1/2010- 12/31/2010	1/1/2011- 6/30/2011	7/1/2011- 12/31/2011	1/1/2012- 6/30/2012	7/1/2012- 12/31/2012	10-12 % CHANGE
Number of Discharges	1,289	1,312	1,322	1,279	1,245	1,254	-2.7%
Number of Discharge Days	3,180	3,319	3,540	3,213	3,304	3,294	3.6%
Average Length of Stay	2.5	2.5	2.7	2.5	2.7	2.6	-
Rate per 1,000 – Santa Cruz County	4.9	5.0	5.0	4.8	4.7	4.7	-

Source: California Office of Statewide Health Planning & Development. (2013). *Inpatient discharge data, 2005-2011*.

State of California, Department of Finance (2013). *2010-2012 State and county total population projections by race/ethnicity and detailed age, 2010-2060*.

Unintentional Injuries

Unintentional non-fatal injuries include accidents that are the result of falls, poisoning, and being struck by an object, firearm or motor vehicle. There were 100 unintentional non-fatal injuries for children and youth ages 0-20 in 2011, down 43% from 174 in 2005. Both the number and rate of injuries fell for this age group over 7 years. The number one cause of these injuries in the county were due to falls since 2005.

Number of Unintentional Non-Fatal Injury Rate (Ages 0-20) by Age Group

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Under 1 Year	11	9	8	5	10	7	6	^
1- 4 Years	29	28	27	30	33	33	13	^
5-12 Years	34	31	32	35	22	30	25	-26.5%
13-15 Years	32	19	26	20	15	18	20	-37.5%
16-20 Years	68	67	66	55	65	51	36	-47.1%
Santa Cruz County Total Ages 0-20	174	154	159	145	145	139	100	-42.5%
Rate per 1,000 – Santa Cruz County	2.4	2.2	2.2	2.0	2.1	2.0	1.4	-
Rate per 1,000 – California	2.4	2.3	2.1	2.0	2.0	1.9	1.9	-

Source: California Office of Statewide Health Planning & Development. (2013). *Inpatient discharge data, 2005-2011*. State of California, Department of Finance (2012). *2005-2011 Race/Ethnic Population with Age and Sex Detail*; ^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Unintentional Non-Fatal Injuries (Ages Birth-20), by Selected Cause, Santa Cruz County

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Falls	53	42	52	38	37	40	36	-32.1%
Motor Vehicle Traffic	35	41	37	31	34	22	18	^
Poisoning	16	10	10	11	19	25	12	^
Struck by Object	8	10	11	11	12	14	7	^
Firearms	0	1	1	1	1	0	0	^

Source: California Office of Statewide Health Planning & Development. (2013). *Inpatient discharge data, 2005-2011*. ^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Intentional Injuries

Intentional injuries include self-inflicted injuries such as cutting/piercing, poisoning, hanging, as well as assaults with weapons or objects. There were 33 intentional non-fatal injuries reported among children and youth ages birth through 20 years old in 2011. The most common intentional non-fatal injuries since 2005 were for self-inflicted poisonings and assaults by cutting and/or piercing.

Number of Intentional Non-Fatal Injuries (Ages Birth-20) by Age Group

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Under 1	1	1	0	1	0	1	0	^
1 to 4	0	0	0	0	0	0	1	^
5 to 12	0	2	0	0	1	1	0	^
13 to 15	2	6	8	5	6	9	7	^
16 to 20	29	27	37	35	28	33	25	-13.8%
Santa Cruz County Total (Ages 0-20)	32	36	45	41	35	44	33	3.1%
Rate per 1,000 – Santa Cruz County	0.4	0.5	0.6	0.6	0.5	0.6	0.5	-
Rate per 1,000 – California	0.6	0.6	0.6	0.6	0.5	0.6	0.5	-

Source: California Office of Statewide Health Planning & Development. (2013). *Inpatient discharge data, 2005-2011*.

State of California, Department of Finance (2013). 2005-2011 *Race/Ethnic Population with Age and Sex Detail*,

California Department of Public Health, EpiCenter. (2012). 2005-2011 Injury Data Summaries.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Number of Intentional Non-Fatal Injuries for Persons (Ages 0-20), Santa Cruz County

	2005	2006	2007	2008	2009	2010	2011
Self-Inflicted	21	18	26	13	17	21	16
Cut/Pierce	2	0	3	2	3	4	2
Poisoning	18	18	19	9	12	11	8
Other ¹	1	0	4	0	1	1	5
Hanging/Suffocation	0	0	0	2	1	0	1
Assault	13	18	19	28	18	23	17
Blunt Object	1	2	2	1	0	2	1
Cut/Pierce	10	9	13	16	11	10	12
Fight, Unarmed	1	0	2	3	1	5	1
Firearm	1	4	2	3	5	4	1
Other ²	0	3	0	5	1	2	2
Total	34	36	45	41	35	44	33

Source: California Office of Statewide Health Planning. (2013). *Inpatient discharge data, Non-fatal hospitalization, 2005-2011*.

¹Other types of Non-fatal Self-Inflicted Injuries includes suicide attempt by jumping.

²Other types of Non-fatal Assault Injuries includes Abuse and Neglect.

Reported Communicable Diseases

Communicable diseases are an indicator of a community’s overall health and are largely preventable and/or treatable. The most commonly reported communicable disease over the past decade in Santa Cruz County has been Chlamydia, which increased 32% from 2004/06 to 2010/12. Reported cases of gonorrhea and Salmonellosis decreased by 13% and 14%, respectively, during the same reporting periods.

Reported Cases of Communicable Diseases, Three-Year Averages, Santa Cruz County

	2004/06	2006/08	2008/10	2010/12	04-12 % CHANGE
Chlamydia	598	647	690	790	32.1%
Gonorrhea	86	72	54	75	-12.8%
Hepatitis A ¹	3	2	1	2	^
Hepatitis B (Acute) ¹	3	3	1	0	^
Lyme Disease	5	5	5	9	^
Measles ¹	0	0	0	0	^
Pertussis (Whooping Cough) ¹	42	25	44	40	-4.8%
Salmonellosis	37	45	49	32	-13.5%
Shigellosis	23	11	6	8	^
Syphilis (Infections)	7	4	9	22	^
Tuberculosis (Active)	9	9	7	9	^

Source: Santa Cruz County Health Services Agency. (2013). *Provisional counts of selected reportable conditions by quarter and year of episode date, Santa Cruz County residents, 2004-2012.*

¹Vaccine-preventable.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

AIDS

Acquired Immunodeficiency Syndrome (AIDS) is the final stage of the Human Immunodeficiency Virus (HIV) infection. People at this stage of HIV disease have severely compromised immune systems which puts them at risk for opportunistic infections. AIDS requires medical intervention and treatment to prevent death. Newly diagnosed cases of AIDS, which are attributed retroactively, have fluctuated in Santa Cruz County over the past seven years between 8 cases in 2010 and 19 cases each in 2006 and 2011.

Diagnosed Cases of AIDS¹

	2006	2007	2008	2009	2010	2011	2012
African American	1	0	0	2	0	1	0
Asian/Pacific Islander	1	0	0	0	0	0	2
White	10	11	8	7	5	10	5
Latino	7	6	3	5	3	7	3
Native American/Alaska Native	0	0	0	1	0	0	0
Multi-Race/Other/Unknown	0	0	0	0	0	1	0
Santa Cruz County Total	19	17	11	15	8	19	10

Source: Santa Cruz County Public Health Department, Communicable Disease, Family Health and HIV/AIDS Prevention Units. (July 2013). *Personal correspondence with program representative.*

Note: AIDS cases are attributed to the year in which the criteria for case definition were met, rather than to the year in which the disease was reported. Cases may thus be attributed retroactively, for example, to 2001 even if not reported until 2011. Updates are continual.

¹Data updated July 2013.

Suicides

Deaths from suicide in the United States are now higher than deaths from motor vehicle accidents, according to a new report from the Centers for Disease Control and Prevention (CDC).²³ According to the CDC, there were 33,687 deaths from motor vehicle crashes and 38,364 suicides in the United States in 2010. The greatest increases in suicide rates nation-wide between 1999 and 2010 were among people ages 50 to 59 years old (48% to 49%). Among ethnic groups, the greatest increases were among Whites (40%) and Native Americans and Alaska Natives (65%).

In Santa Cruz County, the suicide rate increased from 12.4 per 100,000 residents from 2007-2009, to 13.6 per 100,000 in 2009/11. The county rate (13.6) was higher than the state rate (10.2) in 2009/11. There were 39 suicides in Santa Cruz County in 2012, with 31% of suicides occurring in the 60 and older age group. For the third consecutive year, the highest number of suicides were to those 60 years and older.

²³ Centers for Disease Control and Prevention. (2013). CDC finds suicide rates among middle-aged adults increased from 1999-2010. Atlanta, GA. Retrieved on May 15th 2013 from <http://www.cdc.gov/media/releases/2013/p0502-suicide-rates.html>

Suicide Age-Adjusted Death Rate per 100,000 Population, Three-Year Averages

	2003/ 05	2005/ 07	2007/ 09	2009/ 11	HEALTHY PEOPLE 2020 NATIONAL OBJECTIVE	03-11 NET CHANGE
Santa Cruz County	12.7	10.4	12.4	13.6		0.9
California	9.2	9.0	9.6	10.2	10.2	1.0

Source: California Department of Public Health. (2013). *County health status profiles, 2003/05-2009/11: Deaths due to suicide.*

Note: Data presented are the most recent available.

Number of Suicides

	2006	2007	2008	2009	2010	2011	2012
Under 18 Years	1	1	0	0	1	0	0
18-29 Years	2	5	1	8	7	7	5
30-39 Years	4	6	2	4	3	7	6
40-49 Years	5	8	10	12	4	5	8
50-59 Years	2	14	12	7	9	8	8
60 Years & Older	10	6	6	5	16	9	12
Unknown	NA	0	0	0	0	0	0
Santa Cruz County Total	24	40	31	36	40	36	39

Source: Santa Cruz County Sheriff's Office. (2013). *Personal correspondence with program representative, July 2013.*

Note: The most recent year of data includes confirmed cases as of June 4, 2013.

Note: Percentage change calculations are not included as calculations based on small number of cases are unstable and can be misinterpreted.

Leading Causes of Death

Monitoring the causes of death is important for planning prevention programs and to help inform both the public and health practitioners about health risks. The top four leading causes of death were cancer, especially lung cancer and breast cancer; coronary heart disease; stroke; and unintentional injuries in 2009/11. The drug-related death rate in the county continued to be higher than the state and did not meet Healthy People 2020 objectives. Breast cancer in the county was also higher than the state, did not meet Healthy People 2020 objectives, and, according to the community health guide, was an area for concern with respect to the U.S. and similar demographic (peer) counties' rates.

Disparities were seen between the Latino and White population, with higher death rates for Latino residents in diseases of the liver, type 2 diabetes, and homicide. Whites had higher death rates for unintentional injuries and suicide. For Santa Cruz County youth ages 15-24, the leading cause of death over the last seven years was unintentional injuries.

Age-Adjusted Death Rate per 100,000 Population by Cause of Death, Three-Year Averages

	2003/05	2004/06	2005/07	2006/08	2007/09	2008/10	2009/11	HEALTHY PEOPLE 2020 NATIONAL OBJECTIVE	03-11 NET CHANGE
Coronary Heart Disease									
Santa Cruz County	134.7	119.9	113.2	112.5	114.5	111.8	97.2	100.8	-37.5
California	162.6	154.0	145.2	137.1	128.0	121.6	122.4		-40.2
All Cancers									
Santa Cruz County	171.7	166.8	166.7	164.6	168.5	160.3	145.3	160.6	-26.4
California	165.1	161.3	159.3	155.9	154.0	151.7	156.4		-8.7
Lung Cancer									
Santa Cruz County	45.6	41.3	37.9	36.1	39.3	35.1	28.1	45.5	-17.5
California	41.5	40.2	39.2	38.1	37.2	36.1	36.5		-5.0
Breast Cancer									
Santa Cruz County	27.1	26.5	26.9	28.0	25.8	25.7	23.4	20.6	-3.7
California	22.7	22.1	21.7	21.2	21.2	20.7	21.3		-1.4
Stroke									
Santa Cruz County	48.8	42.1	38.1	35.9	38.9	39.2	34.8	33.8	-14.0
California	51.7	47.8	43.5	40.8	38.4	37.4	38.1		-13.6
Drug-Related									
Santa Cruz County	10.5	10.9	11.9	12.1	11.6	12.4	15.9	11.3	5.4
California	9.6	10.3	10.5	10.6	10.7	10.5	10.9		1.3
Unintentional Injuries									
Santa Cruz County	29.3	31.2	32.6	34.2	32.5	31.6	32.7	36.0	3.4
California	29.5	30.2	30.4	29.7	28.7	27.1	27.6		-1.9
Suicide									
Santa Cruz County	12.7	10.5	10.4	10.8	12.4	12.7	13.6	10.2	0.9
California	9.2	9.0	9.0	9.4	9.6	9.7	10.2		1.0
Firearm-Related									
Santa Cruz County	5.7[^]	5.3[^]	5.3[^]	5.4[^]	5.9[^]	6.5[^]	7.2[^]	9.2	1.5
California	9.4	9.2	8.9	8.5	8.2	7.8 [^]	7.8		-1.6
Homicide									
Santa Cruz County	2.8[^]	3.0[^]	2.6[^]	2.8[^]	2.2[^]	3.2[^]	3.8[^]	5.5	1.0
California	6.7	6.8	6.6	6.3	5.8	5.3	5.2		-1.5
Motor Vehicle Crashes									
Santa Cruz County	10.2	9.7	9.9	10.4	9.5	7.8	5.2[^]	12.4	-5.0
California	11.7	11.9	11.1	10.3	9.2	7.9	7.5		-4.2
Deaths Due to All Causes									
Santa Cruz County	699.8	670.5	671.7	669.8	686.8	676.7	630.2	None Set	-69.6
California	716.7	697.5	683.5	666.4	647.2	632.7	654.9		-61.8

Source: California Department of Public Health. (2013). *Death Statistical Master Files, 2003/05-2009/11*.[^]Death rate unreliable, relative standard of error is greater than or equal to 23%.

Age-Adjusted Death Rate per 100,000 Population by Selected Ethnicities, Santa Cruz County

	2005	2006	2007	2008	2009	2010	2011	05-11 NET CHANGE
Cancer								
White	189.2	174.9	194.9	176.4	195.2	166.0	186.7	-2.5
Hispanic	111.5	98.0	104.9	140.4	128.6	110.8	101.6	-9.9
Diseases of the Heart & Circulatory System								
White	239.3	230.6	251.9	237.7	248.2	245.5	235.3	-4.0
Hispanic	171.7	208.8	192.0	208.4	189.6	204.7	143.1	-28.6
Diseases of the Liver								
White	11.9	16.7	10.0	17.9	14.9	12.7	15.0	3.1
Hispanic	21.7	17.6	22.4	24.8	21.2	26.0	18.4	-3.3
Diabetes Mellitus (type 2)								
White	15.1	13.8	15.9	19.3	17.8	16.0	9.3	-5.8
Hispanic	55.1	25.7	13.2	32.1	32.5	24.2	20.7	-34.4
Pneumonia								
White	24.8	14.2	16.0	9.1	15.6	12.9	18.0	-6.8
Hispanic	11.3	10.6	16.1	24.3	14.0	10.8	16.8	5.5
Emphysema								
White	14.7	8.2	5.1	7.6	7.5	3.4	5.5	-9.2
Hispanic	4.8	9.2	0.0	4.1	4.0	0.0	0.0	-4.8
HIV								
White	3.6	2.2	1.1	2.2	2.2	0.0	1.1	-2.5
Hispanic	5.9	0.0	2.3	0.0	3.5	1.3	2.5	-3.4
Unintentional Injuries								
White	28.5	41.5	37.6	34.7	33.4	35.3	47.6	19.1
Hispanic	36.7	36.8	36.1	32.2	25.2	16.4	33.0	-3.7
Suicide								
White	12.3	10.2	16.7	16.4	19.8	16.1	18.1	5.8
Hispanic	3.9	3.7	9.1	3.1	3.6	6.6	2.7	-1.2
Homicide								
White	2.2	2.6	2.3	2.5	0.7	3.8	2.3	0.1
Hispanic	1.7	9.6	0.0	3.3	5.8	5.4	6.3	4.6
Deaths Due to All Causes								
White	730.6	703.7	746.9	717.0	773.0	709.2	787.7	57.1
Hispanic	527.3	554.8	476.1	614.8	578.0	485.1	466.6	-60.7

Source: California Department of Public Health, Health Information and Strategic Planning. (2013). *County Health Status Profiles, 2005-2011*.

Note: Age-adjusted death rates were calculated using the 2000 U.S. Standard Population.

Selected Leading Causes of Death by Age Group, Santa Cruz County

	2005	2006	2007	2008	2009	2010	2011
Children Under Age 1 Year							
Conditions Originating in the Perinatal Period	6	8	11	3	3	6	8
Congenital Malformations & Chromosomal Abnormalities	3	6	4	3	2	4	4
Cancer	0	0	0	0	0	0	0
Diseases of the Heart & Circulatory System	0	0	0	0	1	0	0
Unintentional Injuries	1	0	1	1	0	0	0
Homicide	1	0	0	0	0	0	0
Other	3	1	3	1	2	0	0
All Causes	14	15	19	8	8	10	12
Children Ages 1-4 Years							
Congenital Malformations & Chromosomal Abnormalities	1	0	2	0	0	0	0
Cancer	0	0	0	0	0	0	1
Diseases of the Heart & Circulatory System	0	0	0	0	0	0	0
Unintentional Injuries	0	1	0	1	0	0	0
Homicide	0	0	0	1	0	0	0
Other	0	0	2	1	0	1	0
All Causes	1	1	4	3	0	1	1
Children Ages 5-14 Years							
Congenital Malformations & Chromosomal Abnormalities	0	0	0	0	0	0	0
Cancer	0	1	1	0	3	0	0
Diseases of the Heart & Circulatory System	0	0	0	0	0	0	0
Unintentional Injuries	2	2	1	1	0	0	3
Homicide	0	0	0	0	0	0	1
Other	0	2	1	4	1	0	1
All Causes	2	5	3	5	4	0	5
Youth and Young Adults Ages 15-24 Years							
Congenital Malformations & Chromosomal Abnormalities	0	0	1	0	0	0	0
Cancer	4	0	2	1	3	2	3
Diseases of the Heart & Circulatory System	0	0	1	0	3	1	0
Unintentional Injuries	13	7	15	17	7	4	6
Homicide	1	1	0	2	4	5	3
Other	10	2	9	7	4	10	7
All Causes	28	10	28	27	21	22	19

Source: California Department of Public Health, Health Information and Strategic Planning. (2013). *County Health Status Profiles, 2005-2011*.



Public Safety Snapshot of Santa Cruz County.....	124
Public Safety Community Goals.....	124
Crime Rate 🟡.....	125
Jail Population Characteristics.....	130
Juvenile Arrests 🟡.....	131
Concern About Crime/Neighborhood Safety 🟡.....	134
Police Officers.....	136
Police Response.....	137
Fire Response.....	138
Family Violence.....	139
Elder Abuse.....	141
Child Abuse 🟡.....	142
Foster Care Placements.....	144
Driving Under the Influence.....	145
Drug Arrests.....	147

Public Safety Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Crime Rate	Crime rate (<i>per 1,000 residents</i>)	32.3	36.9	↓
Juvenile Arrests	Juvenile arrest rate (<i>per 1,000 youth ages 10-17</i>)	NA	34.6	↓
Family Violence	Percent of CAP survey respondents who reported that a family member or friend experienced domestic violence in the last year	NA	6.8%	↓
Child Abuse	Rate of substantiated cases of child abuse (<i>per 1,000 youth ages 0-17</i>)	9.2	8.0	↓

↑ Increasing (Upward) trend; ↓ Declining (Downward) trend; ↔ Inconclusive; variable; no clear trend; **NA** Not applicable or data unavailable. Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.

Note: Data presented in table are the most recent data available.

Public Safety Community Goals

GOAL: By the year 2015, more youth will be involved in prevention and positive social activities and fewer youth will enter the juvenile delinquency system.

- » Community Hero: Fernando Giraldo, *County of Santa Cruz Probation Department*
- » Community Hero: Lori Butterworth, Jonathan Fry, Joaquin Nelson, *Santa Cruz and Watsonville Youth City Councils*

GOAL: By the year 2015, adult and juvenile violence, including family violence and gang violence, will decrease, as will the impact of violence in the community.

- » Community Hero: Will O'Sullivan, *Santa Cruz Community Counseling Center Community Recovery Services*

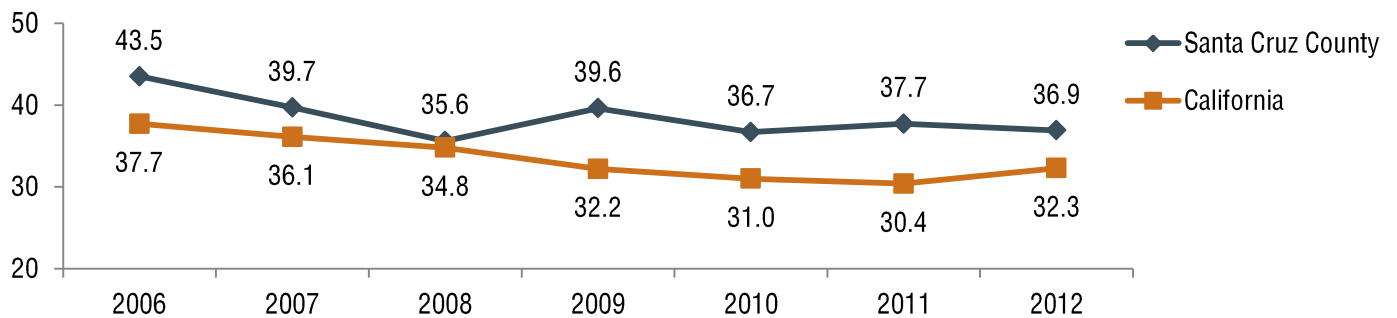
Crime Rate



Crime contributes to poorer physical and mental health for victims, perpetrators, and community members. In addition to direct physical injury, victims of violence are at increased risk of depression, substance abuse, anxiety, reproductive health problems, and suicidal behavior.²⁴

Total crime decreased from 43.5 crimes per 1,000 residents in 2006 to 36.9 crimes in 2012 in the county overall. However, motor vehicle theft in Santa Cruz County has increased by 13% since 2006. Property crime decreased within the county from 9,936 in 2006 to 8,709 in 2012. There were 10 homicides in the county in 2012, down from 16 in 2006. From 2006 to 2012 the number of crimes in Santa Cruz County decreased by 12%, with Watsonville (21%) experiencing the biggest decrease.

Crime Rate per 1,000 Residents



Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2012). 2000-2010 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

²⁴ Krug, E.G., Dalhberg, L.L., Mercy, J.A., Zwi, A.B., & Lozano, R. (Eds.). (2002). *World report on violence and health*. World Health Organization, Geneva, Switzerland. Retrieved from http://www.who.int/violence_injury_prevention/violence/world_report/en/summary_en.pdf

Crime Rate per 1,000 Residents by Jurisdiction

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Violent Crime Rate¹								
City of Capitola	NA ⁴	NA ⁴	NA ⁴	NA ⁴	NA ⁴	2.8	4.7	NA
City of Santa Cruz	7.0	8.4	7.7	7.6	9.2	7.8	7.0	0.0
City of Scotts Valley	^	^	^	^	^	^	^	-
City of Watsonville	6.2	7.9	7.0	6.9	6.4	5.5	4.9	-1.3
Unincorporated	2.3	2.0	2.6	2.3	2.3	2.8	2.2	-0.1
Santa Cruz County³	4.1⁴	4.7⁴	4.7⁴	4.5⁴	5.0⁴	4.4	3.9	-0.2
Property Crime Rate²								
City of Capitola	96.1	83.3	62.2	63.2	71.3	60.3	54.3	-41.8
City of Santa Cruz	56.4	42.3	35.9	52.5	49.0	54.8	58.0	1.6
City of Scotts Valley	29.4	23.7	23.8	24.8	21.3	24.1	28.0	-1.4
City of Watsonville	40.8	45.4	37.0	35.9	30.0	31.3	30.8	-10.0
Unincorporated	20.3	18.8	17.9	19.2	17.2	17.7	14.6	-5.7
Santa Cruz County³	38.9	34.6	30.5	34.7	31.5	33.1	32.8	-6.1
Total Crime Rate								
City of Capitola	NA ⁴	NA ⁴	NA ⁴	NA ⁴	NA ⁴	100.4	59.3	NA
City of Santa Cruz	64.0	51.2	44.0	60.5	58.6	91.6	65.3	1.3
City of Scotts Valley	30.7	24.9	24.9	25.6	22.8	25.3	29.4	-1.3
City of Watsonville	47.4	53.5	44.2	43.0	36.7	37.0	35.9	-11.5
Unincorporated	22.8	21.0	20.7	21.6	19.6	26.7	16.9	-5.9
Santa Cruz County³	43.5⁴	39.7⁴	35.6⁴	39.6⁴	36.7⁴	37.7	36.9	-6.6
California	37.7	36.1	34.8	32.2	31.0	30.4	32.3	-5.4

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2012). 2000-2010 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

Note: Please see Appendix II for definitions of "Aggravated Assault," "Arson," "Burglary," "Homicide," "Larceny," "Motor Vehicle Theft," "Rape," and "Robbery."

⁴Rate is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

¹Violent crime rate includes: homicide, forcible rape, robbery, and aggravated assault.

²Property crime rate includes: burglary, motor vehicle theft, and larceny-theft over \$400.

³Santa Cruz County totals include the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Parks and Recreation, and the Union Pacific Railroad.

⁴In 2012, a reporting error was discovered in the City of Capitola Uniformed Crime Report data for 2011. The Records Manager found when officers were entering information in their assault reports; they were inadvertently coding information incorrectly causing aggravated assault data to be over inflated. This occurred for at least the past five years and probably longer. Upon discovering this error, the City of Capitola corrected the problem moving forward; however, they are unable to correct data that has already been submitted.

Number of Crimes, Santa Cruz County¹

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Violent Crime	1,083²	1,239²	1,247²	1,215²	1,313²	1,169	1,041	-3.9%
Aggravated Assault	744 ²	878 ²	886 ²	904 ²	962 ²	832	735	-1.2%
Robbery	227	275	276	222	269	252	220	-3.1%
Forcible Rape	96	80	77	79	68	75	76	-20.8%
Homicide	16	6	8	10	14	10	10	^
Property Crime	9,936	8,866	7,882	9,059	8,267	8,744	8,709	-12.3%
Larceny-Theft	7,118	6,547	5,601	6,480	5,874	5,964	6,104	-14.2%
Burglary	1,961	1,602	1,585	1,732	1,737	1,958	1,633	-16.7%
Motor Vehicle Theft	857	717	696	847	656	822	972	13.4%
Arson	85	89	72	67	62	39	43	-49.4%
Total Crime	11,104²	10,194²	9,201²	10,341²	9,642²	9,952	9,793	-11.8%

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile.

[^]Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

¹Santa Cruz County totals include the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Parks and Recreation, and the Union Pacific Railroad.

²In 2012, a reporting error was discovered in the City of Capitola Uniformed Crime Report data for 2011. The Records Manager found when officers were entering information in their assault reports; they were inadvertently coding information incorrectly causing aggravated assault data to be over inflated. This occurred for at least the past five years and probably longer. Upon discovering this error, the City of Capitola corrected the problem moving forward; however, they are unable to correct data that has already been submitted.

Number of Crimes, City of Capitola¹

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Violent Crime	NA	NA	NA	NA	NA	28	47	NA
Aggravated Assault	NA	NA	NA	NA	NA	17	30	NA
Robbery	9	13	18	4	11	8	15	^
Forcible Rape	3	9	5	4	3	2	2	^
Homicide	0	0	0	0	0	1	0	^
Property Crime	934	811	609	623	708	598	541	-42.1%
Larceny-Theft	770	680	525	534	608	518	474	-38.4%
Burglary	122	104	70	71	78	65	47	-61.5%
Motor Vehicle Theft	42	27	14	18	22	15	20	-52.4%
Arson	0	5	2	7	3	1	2	^
Total Crime	NA	NA	NA	NA	NA	627	590	NA

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile.

[^]Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

¹In 2012, a reporting error was discovered in the City of Capitola Uniformed Crime Report data for 2011. The Records Manager found when officers were entering information for their assault reports; they were inadvertently coding information incorrectly causing aggravated assault data to be overly inflated. This occurred for at least the past five years and probably longer. Upon discovering this error, the City of Capitola corrected the problem moving forward; however, they are unable to correct data that has already been submitted.

Number of Crimes, City of Santa Cruz

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Violent Crime	399	481	446	453	553	480	433	8.5%
Aggravated Assault	251	335	313	322	396	343	313	24.7%
Robbery	107	117	112	91	120	113	83	-22.4%
Forcible Rape	38	28	19	36	31	23	34	-10.5%
Homicide	3	1	2	4	6	1	3	^
Property Crime	3,198	2,432	2,091	3,116	2,936	3,356	3,585	12.1%
Larceny-Theft	2,412	1,847	1,534	2,467	2,262	2,603	2,794	15.8%
Burglary	537	410	412	466	495	568	527	-1.9%
Motor Vehicle Theft	249	175	145	183	179	185	264	6.0%
Arson	32	33	24	23	20	12	21	-34.4%
Total Crime	3,629	2,946	2,561	3,592	3,509	3,848	4,039	11.3%

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Number of Crimes, City of Scotts Valley

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Violent Crime	13	11	10	9	13	13	16	^
Aggravated Assault	9	8	2	6	8	8	10	^
Robbery	2	1	4	1	2	3	2	^
Forcible Rape	2	2	4	2	3	2	4	^
Homicide	0	0	0	0	0	0	0	^
Property Crime	334	269	272	286	247	279	325	-2.7%
Larceny-Theft	262	212	213	219	195	200	261	-0.4%
Burglary	60	51	53	59	46	63	53	-11.7%
Motor Vehicle Theft	12	6	6	8	6	16	11	^
Arson	2	3	3	0	4	1	0	^
Total Crime	349	283	285	295	264	293	341	-2.3%

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Number of Crimes, City of Watsonville

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Violent Crime	304	397	353	350	327	281	252	-17.1%
Aggravated Assault	199	269	255	243	215	170	148	-25.6%
Robbery	82	110	81	86	98	92	87	6.1%
Forcible Rape	17	17	14	17	13	14	15	^
Homicide	6	1	3	4	1	5	2	^
Property Crime	2,007	2,276	1,872	1,825	1,539	1,605	1,585	-21.0%
Larceny-Theft	1,485	1,770	1,358	1,259	1,091	967	1,024	-31.0%
Burglary	359	284	290	285	271	328	265	-26.2%
Motor Vehicle Theft	163	222	224	281	177	310	296	81.6%
Arson	21	11	14	15	14	11	9	^
Total Crime	2,332	2,684	2,239	2,190	1,880	1,897	1,846	-20.8%

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Number of Crimes, Unincorporated Areas (Sheriff's Office)

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Violent Crime	298	256	332	291	301	362	285	-4.4%
Aggravated Assault	233	198	236	231	240	289	228	-2.1%
Robbery	25	33	61	40	36	36	32	28.0%
Forcible Rape	33	21	32	18	18	34	20	-39.4%
Homicide	7	4	3	2	7	3	5	^
Property Crime	2,596	2,396	2,298	2,479	2,232	2,301	1,910	-26.4%
Larceny-Theft	1,750	1,674	1,595	1,663	1,419	1,382	1,182	-32.5%
Burglary	830	710	692	804	812	913	721	-13.1%
Motor Vehicle Theft	16	12	11	12	1	6	7	^
Arson	25	29	27	21	20	10	7	^
Total Crime	2,919	2,681	2,657	2,791	2,553	2,673	2,202	-24.6%

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Jail Population Characteristics

The average daily jail population has decreased by 10%, from 532 in 2006 to 481 in 2012. Seventy-three percent of Santa Cruz County inmates in 2012 were repeat offenders. Alcohol-related bookings accounted for 46% of total bookings in 2012, up from 39% in 2006.

Average Daily Jail Population, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Water Street Facility	347	346	315	336	350	355	356	2.6%
Roundtree Lane Facilities	161	157	158	128	93	103	104	-35.4%
Blaine Street Facility	24	25	23	20	19	17	21	-12.5%
Total Average Daily Jail Population	532	528	496	484	463	475	481	-9.6%

Source: Santa Cruz County Sheriff's Office. (2013). *Personal Correspondence*.

Note: The Water Street Facility figure includes pre-trial sentenced men and women; Blaine Street Facility figure includes sentenced men and women; Roundtree Lane Facility figure includes sentenced men in medium and minimum security.

Number and Percent of Inmates Who Are Repeat Offenders, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Total Inmates	8,028	8,192	7,922	7,695	8,273	7,674	7,345	-8.5%
Repeat Offenders	5,637	5,643	5,579	5,350	5,486	5,568	5,360	-4.9%
Percent of Repeat Offenders	70.2%	68.9%	70.4%	69.5%	66.3%	72.6%	73.0%	-

Source: Santa Cruz County Sheriff's Office. (2013). *Personal Correspondence*.

Prison Population by Ethnicity, Santa Cruz

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
African American	4.3%	4.6%	4.7%	4.9%	4.7%	4.5%	6.0%	1.7
Asian	0.8%	0.9%	0.7%	0.8%	0.8%	0.9%	0.0%	-0.8
White	58.4%	57.8%	56.6%	56.4%	59.1%	56.9%	49.2%	-9.2
Hispanic	35.1%	35.2%	36.7%	36.7%	35.8%	35.4%	43.2%	8.1
Other	1.5%	1.5%	1.2%	1.3%	1.6%	2.3%	1.6%	0.1
Santa Cruz County Total Inmates	8,028	8,192	7,922	7,695	8,273	7,674	7,345	-

Source: Santa Cruz County Sheriff's Office. (2013). *Personal Correspondence*.

Number and Percent of All Bookings That Are Alcohol Related, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Total Bookings	12,653	12,957	13,170	12,476	11,153	12,488	12,704	0.4%
Alcohol Related Bookings	4,980	5,465	5,920	5,314	5,627	5,810	5,811	16.7%
Percent of Alcohol Related Bookings	39.4%	42.2%	45.0%	42.6%	50.4%	46.5%	45.7%	-

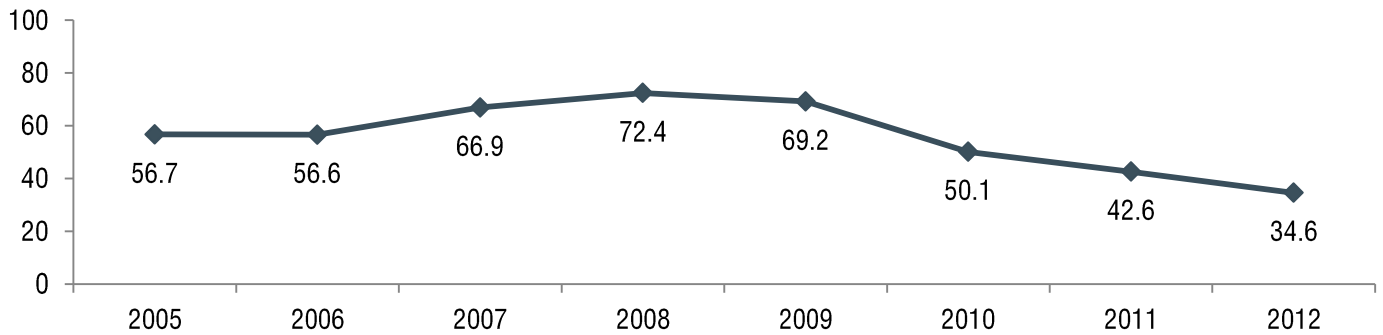
Source: Santa Cruz County Sheriff's Office. (2013). *Personal Correspondence*.

Juvenile Arrests



The juvenile misdemeanor and felony arrest rate in Santa Cruz County decreased from a high of 72.4 per 1,000 youth ages 10-17 in 2008 to 34.6 per 1,000 youth in 2012. Juvenile misdemeanor arrests fell by 47% between 2006 and 2012. Juvenile felony arrests fell by 32% during that same time. The number of Juvenile Hall bookings fell from 851 in 2006 to 562 in 2012. Men and boys made up 82% of the juvenile hall bookings in 2012.

Juvenile Arrest Rate per 1,000 Youth (Ages 10-17), Santa Cruz County



Source: California Department of Justice. (2013). 2005-2012 *California Criminal Justice Profile*. California Department of Finance (2013). 2005-2012 *Race/Ethnic Population with Age and Sex Detail*.

Juvenile Arrests by Jurisdiction, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Juvenile Misdemeanor Arrests								
Capitola Police Department	135	131	113	107	117	60	45	-66.7%
Santa Cruz Police Department	249	247	248	245	178	180	128	-48.6%
Santa Cruz County Sheriff's Office	299	320	323	269	142	121	106	-64.5%
Scotts Valley Police Department	90	77	87	63	62	45	41	-54.4%
Watsonville Police Department	272	359	446	407	272	227	218	-19.9%
Santa Cruz County Total Juvenile Misdemeanor Arrests¹	1,114	1,216	1,326	1,188	834	671	586	-47.4%
Juvenile Misdemeanor Arrest Rate per 1,000²	40.9	47.2	53.2	49.1	35.2	28.3	23.2	-
Juvenile Felony Arrests								
Capitola Police Department	20	33	45	21	14	13	14	^
Santa Cruz Police Department	80	89	88	85	67	81	78	-2.5%
Santa Cruz County Sheriff's Office	136	123	117	89	74	65	42	-69.1%
Scotts Valley Police Department	12	24	15	23	22	11	9	^
Watsonville Police Department	176	228	203	261	167	155	135	-23.2%
Santa Cruz County Total Juvenile Felony Arrests¹	428	506	478	486	351	340	290	-32.2%
Juvenile Felony Arrest Rate per 1,000²	15.7	19.7	19.2	20.1	14.8	14.3	11.5	-
Total Arrests								
Santa Cruz County Total Juvenile Arrests¹	1,542	1,722	1,804	1,674	1,185	1,011	876	-43.2%
Total Juvenile Arrest Rate per 1,000	56.6	66.9	72.4	69.2	50.1	42.6	34.6	-

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. State of California, Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000–2050. *State of California, Department of Finance, Report P-3: State and County Population Projections by Race/Ethnicity, Detailed Age, and Gender, 2010-2060*. Sacramento, California, January 2013.

¹The total of all jurisdictions will not equal Santa Cruz County total. The County total includes the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Parks and Recreation, and the Union Pacific Railroad.

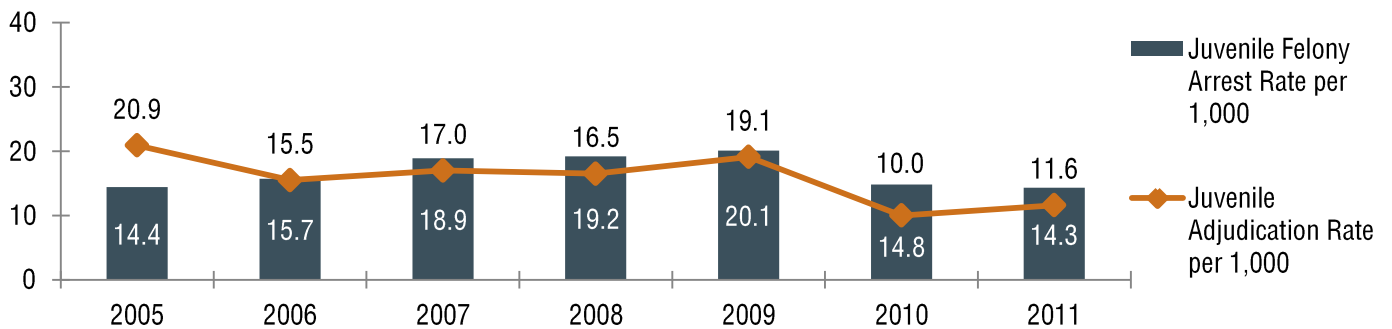
²Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Juvenile Arrests by Ethnicity, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Black	2.0%	4.1%	3.5%	3.2%	2.3%	3.9%	2.1%	0.1
Hispanic	45.3%	49.1%	55.6%	57.6%	55.9%	59.4%	60.6%	15.3
White (Not Hispanic)	51.0%	44.1%	38.9%	37.0%	38.3%	34.1%	34.0%	-17.0
Other	1.7%	2.8%	2.0%	2.2%	3.5%	2.5%	3.3%	1.6
Total Juvenile Arrests	1,542	1,722	1,804	1,674	1,185	1,114	876	-

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*.

Juvenile Felony Arrests/Adjudications, Santa Cruz County



Source: Santa Cruz County Probation Department. (2013). 2005-2011 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail. American Community Survey 2005- 2011 1-year estimates*

Note: Only a portion of youth who are arrested for a felony are referred to juvenile court for adjudication (formal handling by the court).

Juvenile Hall Bookings, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Annual Bookings	851	858	794	844	611	576	562	-34.0%
Average Monthly Bookings	71	72	66	70	51	47	47	-33.8%
Juvenile Booking Rate per 1,000	30.9	32.0	31.9	34.9	25.8	22.0	22.9	-

Source: Santa Cruz County Probation Department. (2013). 2006-2012 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail. American Community Survey 2006- 2012 1-year estimates*.

Note: From 2011 on, the juvenile arrest rates will be calculated using the youth population ages 10-17 from the American Community Survey Table B01001 Sex by Age.

Juvenile Hall Bookings by Gender, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Male	82.1%	81.6%	84.1%	83.2%	81.5%	81.8%	81.7%	-0.4
Female	17.9%	18.4%	15.9%	16.8%	18.5%	18.2%	18.3%	0.4

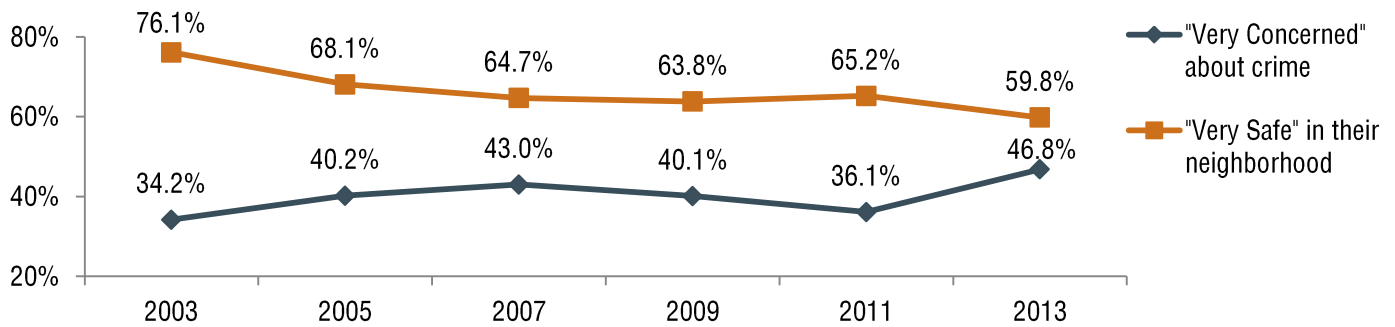
Source: Santa Cruz County Probation Department. (2013).

Concern About Crime/Neighborhood Safety



Overall, the percentage of CAP survey respondents who reported being “very concerned” about crime in the county increased from 34% in 2003 to 47% in 2013. Regional breakdowns showed that South County (54%) had a significantly higher percentage of respondents who felt “very concerned” compared to SLV (36%). South County CAP respondents reported the most impact from gangs in their neighborhood (59% compared to 48% in North County and 16% in San Lorenzo Valley). Eighty-one percent of 2013 CAP respondents felt that children had a safe place to play in their neighborhood.

How concerned are you about crime in Santa Cruz County? How safe would you say you feel in your neighborhood?



Concerned about Crime Overall 2013 n: 712; Safe in neighborhood Overall 2013 n: 710.
 Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*

How concerned are you about crime in Santa Cruz County? (Respondents answering “Very Concerned”) By Region

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
North County	31.1%	38.8%	47.5%	35.7%	33.1%	44.7%	13.6
South County	42.1%	45.4%	43.3%	52.0%	46.5%	53.5%*	11.4
SLV	23.5%	24.9%	25.1%	23.1%	21.6%	35.8%*	12.3

North County 2013 n: 259; South County 2013 n: 239; SLV 2013 n: 214.
 Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*
 *Significance testing: South County respondents were significantly more likely than San Lorenzo Valley respondents to be “Very Concerned” about crime in Santa Cruz County in 2013.

📞 How safe would you say you feel in your neighborhood? (Respondents answering “Very Safe”) By Region

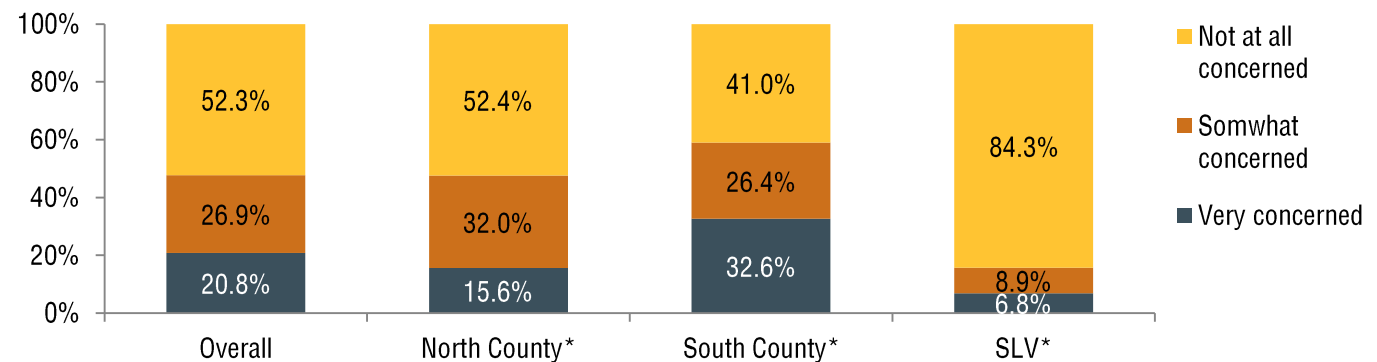
	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
North County	77.3%	63.0%	66.9%	68.1%	65.5%	59.5%*	-17.8
South County	69.9%	67.8%	54.4%	51.0%	58.9%	55.0%*	-14.9
SLV	88.6%	83.0%	85.4%	83.4%	86.1%	74.2%*	-14.4

North County 2013 n: 258; South County 2013 n: 238; SLV 2013 n: 214.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

*Significance testing: San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to say they felt “Very Safe” in their neighborhood in 2013.

📞 How concerned are you about GANGS in your neighborhood? By Region - 2013



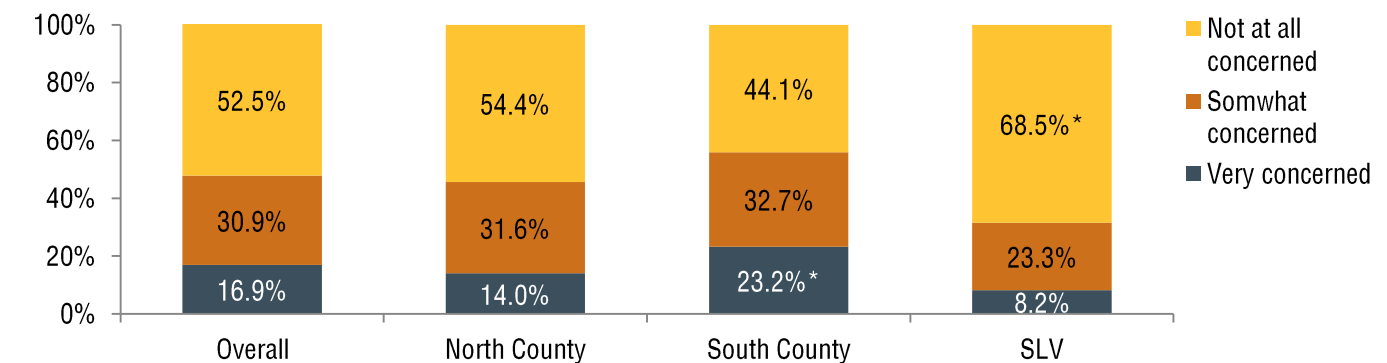
Overall 2013 n: 704; North County 2013 n: 255; South County 2013 n: 239; SLV 2013 n: 209.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: North County respondents were significantly more likely than San Lorenzo Valley respondents to say they felt “Very Concerned” or “Somewhat Concerned” about gangs in their neighborhood in 2013; North County respondents were significantly more likely than South County respondents to say they felt “Not at All Concerned” about gangs in their neighborhood in 2013; South County respondents were significantly more likely than North County and San Lorenzo Valley respondents to say they felt “Very Concerned” about gangs in their neighborhood in 2013; San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to say they felt “Not at All Concerned” about gangs in their neighborhood in 2013.

📞 How concerned are you about VIOLENCE in your neighborhood? By Region - 2013



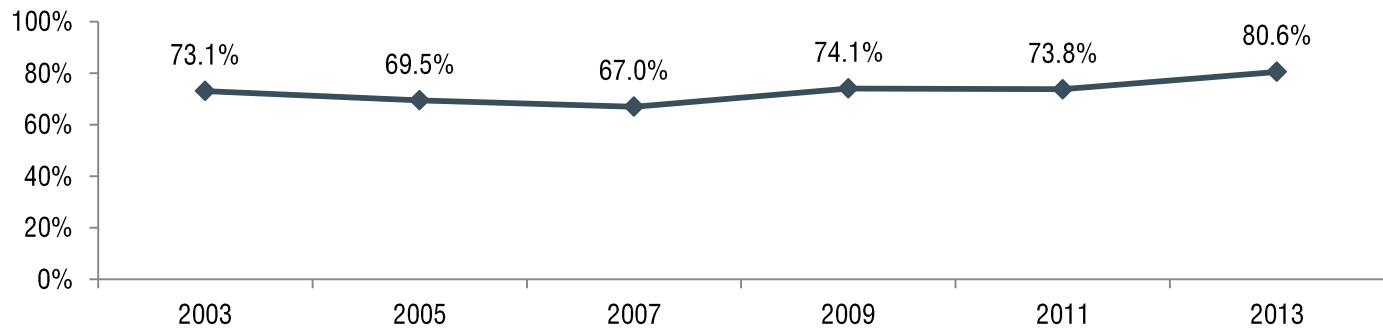
Overall 2013 n: 706; North County 2013 n: 257; South County 2013 n: 236; SLV 2013 n: 214.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: South County respondents were significantly more likely than North County and San Lorenzo Valley respondents to say they felt “Very Concerned” about violence in their neighborhood in 2013; San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to say they felt “Not at All Concerned” about violence in their neighborhood in 2013.

📞 Do you feel children have a safe place to play in your neighborhood? (Respondents answering “Yes”)



Overall 2013 n: 666.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*

📞 Do you feel your children have a safe place to play in your neighborhood? (Respondents answering “Yes”) By Region

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
North County	75.1%	65.9%	70.2%	78.6%	73.7%	82.9%	7.8
South County	68.3%	70.0%	60.6%	65.9%	72.5%	76.0%	7.7
SLV	78.5%	77.9%	72.9%	80.8%	80.1%	84.4%	5.9

North County 2013 n: 258; South County 2013 n: 238; SLV 2013 n: 214.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*

Police Officers

In Santa Cruz County, the number of sworn police officers increased from 354 in 2006 to 375 in 2008 and then decreased to 340 in 2012. Capitola had the highest rate of officers per capita (1 per 474) as compared to the Sheriff’s Department (1 per 932) and Watsonville (1 per 768) in 2012.

Number of Sworn Officers

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola Police Department	22	22	21	21	21	22	21	-4.5%
Santa Cruz Police Department	94	95	93	94	94	94	94	0.0%
Santa Cruz County Sheriff’s Office (Unincorporated Areas)	153	163	177	169	140	140	140	-8.5%
Scotts Valley Police Department	20	20	20	20	20	20	18	^
Watsonville Police Department	65	60	64	64	66	64	67	3.1%
Santa Cruz County Total	354	360	375	368	341	340	340	-4.0%

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2013).

Note: Officer Count is typically performed during the month of October.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Officers per Capita, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012
Capitola Police Department	1 per 450	1 per 442	1 per 476	1 per 456	1 per 486	1 per 451	1 per 474
Santa Cruz Police Department	1 per 604	1 per 604	1 per 623	1 per 638	1 per 635	1 per 652	1 per 658
Santa Cruz County Sheriff's Office (Unincorporated Areas)	1 per 870	1 per 819	1 per 760	1 per 805	1 per 959	1 per 928	1 per 932
Scotts Valley Police Department	1 per 578	1 per 497	1 per 583	1 per 589	1 per 595	1 per 579	1 per 645
Watsonville Police Department	1 per 770	1 per 852	1 per 806	1 per 811	1 per 796	1 per 800	1 per 768
Santa Cruz County Average	1 per 654	1 per 713	1 per 650	1 per 581	1 per 798	1 per 776	1 per 780

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2013). California Department of Finance, *E-4 Population Estimates for Cities, Counties and the State, 2011-2013*.

Note: The officer per capita figure is calculated by dividing the total population in a given jurisdiction by the number of sworn officers in that jurisdiction. Officer count is typically performed during the month of October.

Police Response

On average, police responded more quickly (by 51 seconds) to Priority 1 calls in Scotts Valley in 2012, as compared to 2006. During that same period, the average response times for the Santa Cruz County Sheriff's Office increased by 1 minute and 25 seconds (to 9:42) and the Watsonville Police Department increased by 40 seconds (to 4:30) in 2012.

Average Response Time, Priority 1 (In Minutes: Seconds)

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Capitola Police Department	3:45	3:34	3:47	3:51	3:48	3:54	3:47	0:02
Santa Cruz Police Department	4:22	4:26	4:38	4:38	4:33	4:40	5:00	0:38
Santa Cruz County Sheriff's Office (Unincorporated Areas)	8:17	8:14	8:27	8:39	8:52	9:16	9:42	1:25
Scotts Valley Police Department	3:27	2:53	2:57	2:41	2:56	2:48	2:36	-0:51
Watsonville Police Department	3:50	3:52	3:46	3:57	4:09	4:30	4:30	0:40

Source: Santa Cruz Consolidated Emergency Communications Center and Scotts Valley Police Department. (2013).

Note: Priority 1 is defined as a call for assistance that involves a person or an accident.

Fire Response

The number of fire related calls to the fire department decreased slightly (4%) between 2006 and 2012. However, there was a large increase (38%) in the number of medical related calls to firefighters in Santa Cruz County between 2006 and 2012.

Number of Fire Related Calls by Fire District

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Aptos/La Selva	747	742	772	762	678	743	671	-10.2%
Ben Lomond	136	162	148	137	133	141	122	-10.3%
Boulder Creek	253	259	291	268	269	269	268	5.9%
Branciforte	69	88	114	95	89	79	69	0.0%
Central	1,297	1,163	1,337	1,283	1,163	1,205	1,103	-15.0%
Felton	203	206	251	227	228	217	178	-12.3%
Santa Cruz	1,519	1,519	1,717	1,467	1,503	1,580	1,702	12.0%
Scotts Valley	523	479	462	479	464	519	455	-13.0%
Watsonville	1,325	1,250	1,306	1,272	1,171	1,251	1,302	-1.7%
Zayante	96	100	131	115	69	90	73	-24.0%
Santa Cruz County Total	6,168	5,968	6,529	6,105	5,767	6,094	5,943	-3.6%

Source: Santa Cruz Consolidated Emergency Communications Center. (2013). *Personal Correspondence*.

Number of Medical Related Calls by Fire District

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Aptos/La Selva	1,074	1,156	1,275	1,293	1,262	1,344	1,479	37.7%
Ben Lomond	190	201	184	195	195	223	215	13.2%
Boulder Creek	375	317	375	420	401	473	486	29.6%
Branciforte	43	64	43	69	46	39	52	20.9%
Central	2,737	3,088	3,539	3,489	3,402	3,415	3,620	32.3%
Felton	302	319	308	345	291	333	392	29.8%
Santa Cruz	4,001	4,596	5,142	5,354	5,551	5,387	6,067	51.6%
Scotts Valley	929	983	1,063	1,100	1,149	1,194	1,182	27.2%
Watsonville	2,569	3,007	3,249	3,307	3,422	3,311	3,457	34.6%
Zayante	87	89	95	98	91	105	84	-3.4%
Santa Cruz County Total	12,307	13,820	15,273	15,670	15,810	15,824	17,034	38.4%

Source: Santa Cruz Consolidated Emergency Communications Center. (2013). *Personal Correspondence*.

Code 3 Average Response Time for Emergency Calls by Fire District (In Minutes: Seconds)

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Aptos/La Selva	5:26	5:27	5:24	5:22	5:22	5:19	5:28	0:02
Ben Lomond	6:00	6:14	5:36	6:10	6:15	5:48	5:59	-0:01
Boulder Creek	6:32	6:14	5:59	6:33	6:34	6:43	6:41	0:09
Branciforte	5:38	6:47	6:57	6:07	7:43	7:44	7:29	1:51
Central	4:34	4:42	4:49	5:19	4:35	4:46	4:39	0:05
Felton	6:02	6:07	5:49	6:02	5:46	5:58	5:55	-0:07
Santa Cruz	4:21	4:24	4:36	3:56	4:18	3:00	4:09	-0:12
Scotts Valley	5:04	5:09	4:54	4:50	5:00	4:56	4:00	-1:04
Watsonville	4:51	4:49	4:30	4:10	4:17	4:24	4:31	-0:20
Zayante	8:24	7:20	7:42	7:21	7:45	8:44	8:27	0:03
Urban Areas - Santa Cruz County	6:02	5:47	5:28	5:38	5:45	5:44	5:53	-0:09
Rural Areas - Santa Cruz County	10:08	10:14	9:39	10:02	9:44	9:36	10:04	-0:04

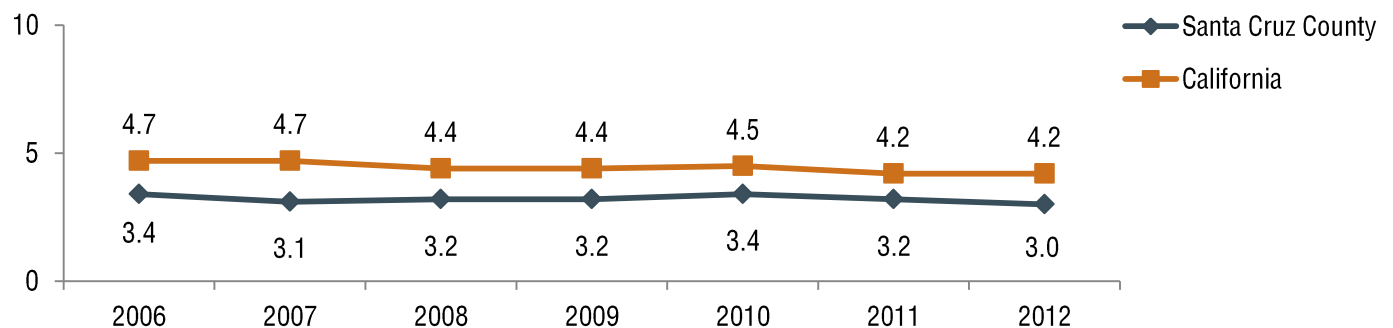
Source: Santa Cruz Consolidated Emergency Communications Center. (2013). *Personal Correspondence*.

Note: Code 3 is red lights and siren emergencies.

Family Violence

The rate of domestic violence calls has decreased in both Santa Cruz County and California since 2006. However, it should be noted that family violence is typically underreported so these numbers are likely an underrepresentation. The rate of domestic violence calls decreased in Santa Cruz County from 3.4 per 1,000 Santa Cruz residents in 2006 to 3.0 per 1,000 Santa Cruz residents in 2012. More San Lorenzo Valley CAP survey respondents (14%) reported having friends or family members who have experienced domestic violence in the last year than South County (7%) or North County survey respondents (5%).

Rate of Domestic Violence Calls per 1.000 Population



Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2013). 2006-2012 *E-4 Population Estimates for Cities, Counties and the State*.

Domestic Violence Calls

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola Police Department	38	32	33	47	62	55	28	-26.3%
Santa Cruz Police Department	311	300	297	265	291	281	280	-10.0%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	283	213	275	283	282	249	251	-11.3%
Scotts Valley Police Department	31	33	26	41	29	36	29	-6.5%
Watsonville Police Department	220	241	206	214	226	210	187	-15.0%
Santa Cruz County Total Number of Calls¹	890	823	847	856	896	841	783	-12.0%
Santa Cruz County Rate per 1,000	3.4	3.1	3.2	3.2	3.4	3.2	3.0	-
California Rate per 1,000	4.7	4.7	4.4	4.4	4.5	4.2	4.2	-

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2012). 2006-2012 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

¹The total of all jurisdictions does not equal Santa Cruz County total. The County total also includes the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Parks and Recreation and the Union Pacific Railroad.

Domestic Violence Cases with Weapons

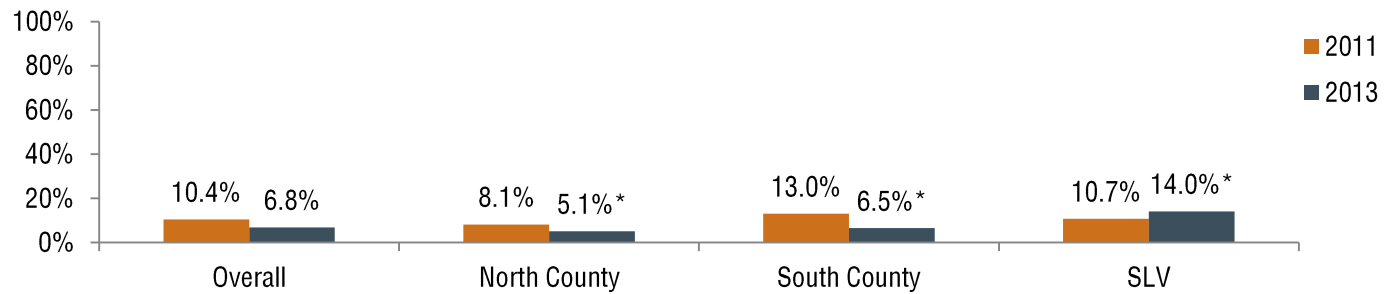
	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola Police Department	32	29	32	34	32	23	27	-15.6%
Santa Cruz Police Department	29	35	23	26	32	31	21	-27.6%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	64	51	65	69	58	68	65	1.6%
Scotts Valley Police Department	5	2	1	3	1	1	4	^
Watsonville Police Department	22	26	20	38	32	29	32	45.5%
Santa Cruz County Total Number of Cases¹	152	144	141	173	155	160	151	-0.7%
Santa Cruz County Rate per 1,000	0.6	0.6	0.5	0.6	0.6	0.6	0.6	-
California Rate per 1,000	2.2	1.9	1.7	1.8	1.8	1.7	1.7	-

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2012). 2006-2012 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

¹The total of all jurisdictions will not equal Santa Cruz County total. The County total includes the California Highway Patrol, U.C. Santa Cruz, Santa Cruz Mountains Department of Parks and Recreation and the Union Pacific Railroad.

 Have any of your family members or friends in Santa Cruz County experienced domestic violence or intimate partner violence in the last year? (Respondents answering “Yes”) By Region



Overall 2013 n: 695; North County 2013 n: 251; South County 2013 n: 237; SLV 2013 n: 207.

Source: Applied Survey Research. (2013). 2011-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

*Significance testing: San Lorenzo Valley respondents were significantly more likely than North County and South County respondents to have had any of their family members or friends in Santa Cruz County experience violence or intimate partner violence in the last year in 2013.

Elder Abuse

Adult Protective Services provides intervention services to protect elderly and dependent adults from abuse, neglect, or exploitation. In 2012, they received 716 referrals, 600 of which were deemed appropriate for investigation. The rate of reported cases of elder abuse in Santa Cruz County decreased from 18.9 in 2007 to 18.6 in 2012.

Reported Cases and Referrals of Elder Abuse

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Number of Referrals to Adult Protective Services	587	607	606	564	552	496	716	22.0%
Number of Elder Cases that are Investigated	355	373	364	354	338	317	424	19.4%
Number of Dependent Adult Cases that are Investigated	129	125	143	124	124	104	176	36.4%
Santa Cruz County Total Number of Cases Investigated	484	498	507	478	462	421	600	24.0%
Santa Cruz County Rate per 1,000¹	18.7	18.9	18.3	17.0	15.7	13.7	18.6	-

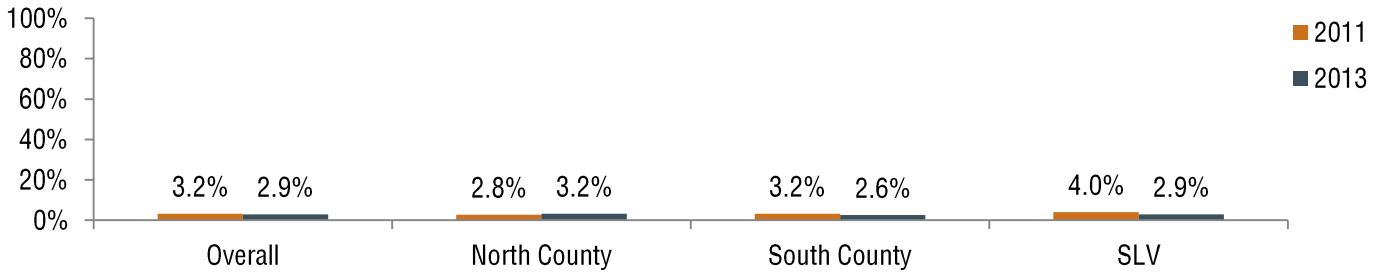
Source: Santa Cruz County Human Resources Agency, Adult and Long Term Care Division. (2013). 2006-2012 Health and Welfare Agency Annual Statistical Report.

California Department of Finance. (2013). 2000-2010 Race/Ethnic Population with Age and Sex Detail.

Note: Measured by fiscal year, not calendar year.

¹Elder abuse rate is calculated using the population ages 65 and older.

 **Have any of your family members or friends in Santa Cruz County experienced elder abuse or neglect in the last year? (Respondents answering “Yes”) By Region**



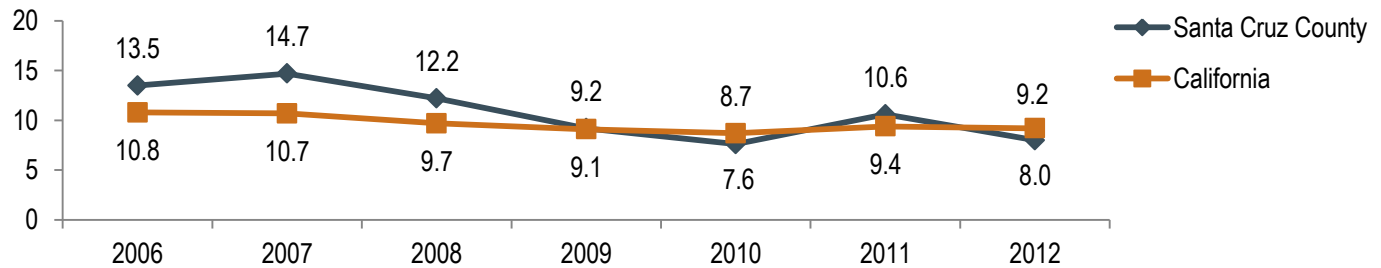
Overall 2013 n: 702; North County 2013 n: 255; South County 2013 n: 237; SLV 2013 n: 209.
 Source: Applied Survey Research. (2013). 2011-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*

Child Abuse



The rate of substantiated cases of child abuse in Santa Cruz County decreased from 13.5 per 1,000 children in 2006 to 8.0 per 1,000 children in 2012. In 2012, the most common type of substantiated child abuse was general neglect, followed by severe neglect, physical abuse and emotional abuse.

Rate of Substantiated Cases of Child Abuse per 1,000 Children (Ages 0-17)



Source: Needell, B. et al. (2013). 2006-2012 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Substantiated Child Abuse Cases by Type of Abuse

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
General Neglect	308	363	290	244	259	381	307	-0.3%
Substantial Risk ¹	154	226	146	82	0	0	0	^
Emotional Abuse	165	98	128	68	41	61	34	-79.4%
Physical Abuse	74	52	58	44	32	52	38	-48.6%
Severe Neglect	13	41	47	52	72	51	48	^
Sexual Abuse	44	33	25	26	21	35	15	^
At Risk, Sibling Abused	18	8	3	8	9	4	6	^
Caretaker Absence or Incapacity	12	4	3	3	1	0	0	^
Exploitation	0	0	0	0	0	0	0	^
Santa Cruz County Total	788	825	700	527	435	584	448	-43.1%
California Total	108,309	107,483	96,575	90,472	87,311	87,263	84,590	-21.9%

Source: Needell, B. et al. (2013). 2006-2012 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Note: Please see Appendix II for definitions of “Caretaker Absence or Incapacity,” “Emotional Abuse,” “Exploitation,” “General Neglect,” “Physical Abuse,” “Severe Neglect,” and “Sexual Abuse.”

Note: A child is counted only once per year, in category of highest severity.

¹In 2010, Substantial Risk was no longer an active code an individual could choose when entering data into the data system.

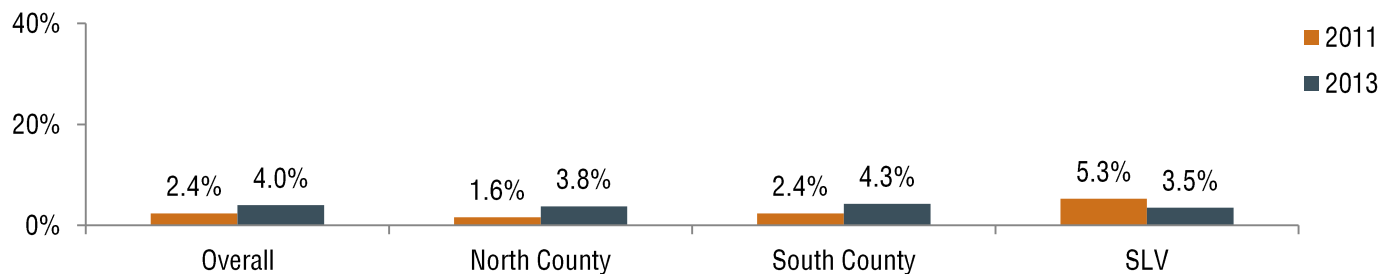
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Rate of Substantiated Cases of Child Abuse per 1,000 Children (Ages 0-17) by Ethnicity

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Hispanic	15.2	16.1	12.2	9.4	7.6	11.7	8.1	-7.1
White	12.3	14.1	12.5	9.9	8.5	9.8	8.6	-3.7
Santa Cruz County Total	13.5	14.7	12.2	9.2	7.6	10.6	8.0	-5.5
California Total	10.8	10.7	9.7	9.1	8.7	9.4	9.2	-1.6

Source: Needell, B. et al. (2013). 2006-2012 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

☎ Have any of your family members or friends in Santa Cruz County experienced child abuse or neglect in the last year? (Respondents Answering “Yes”) By Region



Overall 2013 n: 699; North County 2013 n: 255; South County 2013 n: 236; SLV 2013 n: 207.

Source: Applied Survey Research. (2013). 2011-13 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Foster Care Placements

The rate of first entries into foster care among Santa Cruz County children ages 0-17 years decreased from a rate of 2.9 per 1,000 in 2006 to 2.6 per 1,000 in 2012. The percentage of children who exited foster care and were reunified with their parents decreased between 2006 and 2011, from 53% to 46%, while those still in foster care increased from 35% to 51% during that same time period.

Rate of First Entries into Foster Care per 1,000 Children Ages 0-17 by Ethnicity

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Asian/Pacific Islander	2.7	1.1	0.0	0.5	0.5	3.4	3.0	0.3
Black	7.6	5.5	28.6	7.0	5.1	15.6	7.1	-0.5
Hispanic	3.2	3.0	2.6	1.9	2.3	3.5	2.3	-0.9
Native American	3.8	0.0	0.0	4.3	0.0	0.0	0.0	-3.8
White	2.7	3.7	2.9	3.1	3.3	3.7	3.2	0.5
Missing	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0
Total Foster Care First Entries	170	179	162	132	148	191	148	-
Santa Cruz County Rate per 1,000	2.9	3.1	2.8	2.3	2.6	3.5	2.6	-0.3
California Rate per 1,000	3.0	2.9	2.6	2.5	2.4	3.2	3.4	0.4

Source: Needell, B. et al. (2013). 2006-2012 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Exit Status After 12 Months in Foster Care

	2006	2007	2008	2009	2010	2011	06-11 NET CHANGE
Reunified	53.2%	57.3%	47.4%	40.6%	36.8%	45.5%	-7.7
Still In Foster Care	35.4%	28.1%	31.6%	53.1%	59.2%	50.6%	15.2
Guardianship	3.8%	5.6%	3.5%	0.0%	0.0%	0.0%	-3.8
Emancipated	1.3%	2.2%	3.5%	0.0%	1.3%	1.3%	0.0
Adopted	5.1%	2.2%	1.8%	6.3%	2.6%	2.6%	-2.5
Other	1.3%	4.5%	12.3%	0.0%	0.0%	0.0%	-1.3

Source: Needell, B. et al. (2013). 2006-2011 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

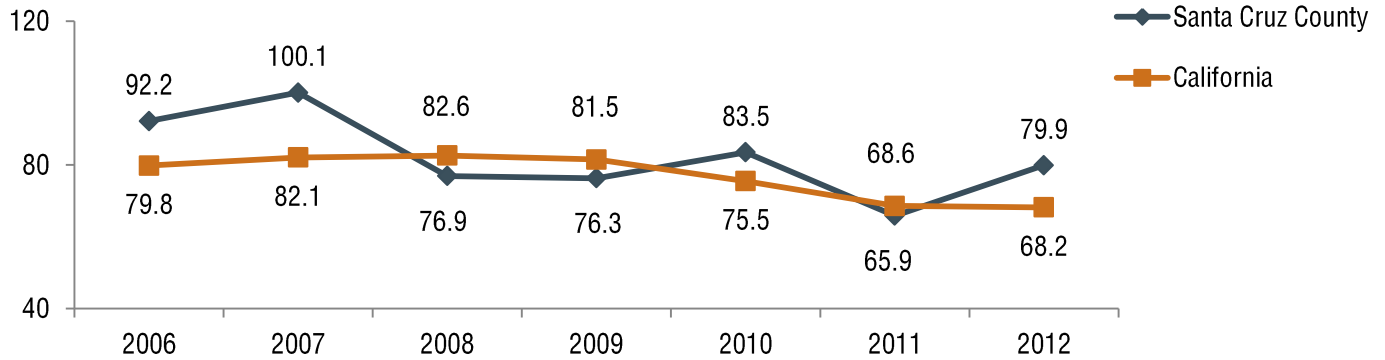
Note: This indicator is based on children who entered foster care for the first time during the period, and who remained in care for eight days or longer. The data are collected between January and June of each year.

Note: Data presented are most recent available.

Driving Under the Influence

The adult DUI arrest rate in Santa Cruz County dropped from 100.1 per 10,000 residents ages 18-69 in 2007 to 79.9 per 10,000 residents in 2012. The juvenile misdemeanor DUI arrest rate per 10,000 youth ages 16-17 was 36.4 per 10,000 in 2012 up from 31.6 per 10,000 in 2006.

Adult DUI Arrest Rate per 10,000 (Ages 18-69)



Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*

Adult DUI Arrests by Ethnicity (Ages 18-69)

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Adult Misdemeanor DUI Arrests								
Black	34	38	27	23	32	22	32	-5.9%
Hispanic	556	630	574	554	632	467	506	-9.0%
White (Not Hispanic)	1,035	1,118	783	789	853	717	876	-15.4%
Other	57	74	39	58	66	50	88	54.4%
Santa Cruz County Total Adult Misdemeanor DUI Arrests	1,682	1,860	1,423	1,424	1,583	1,256	1,502	-10.7%
Santa Cruz County Rate per 10,000	90.1	98.3	74.6	74.1	81.9	64.5	78.5	-
California Rate per 10,000	77.3	79.6	82.9	79.3	73.6	66.8	66.3	-
Adult Felony DUI Arrests								
Black	0	2	1	1	0	0	0	^
Hispanic	11	11	17	17	12	10	11	^
White (Not Hispanic)	27	20	25	25	19	16	16	^
Other	1	1	1	0	1	1	0	^
Santa Cruz County Total Adult Felony DUI Arrests	39	34	44	43	32	27	27	-30.8%
Santa Cruz County Rate per 10,000	2.1	1.8	2.3	2.2	1.7	1.4	1.4	-
California Rate per 10,000	2.5	2.5	2.4	2.2	1.9	1.8	2.0	-
Total Adult DUI Arrests (Misdemeanor & Felony)								
Black	34	40	28	24	32	22	32	-5.9%
Hispanic	567	641	591	571	644	477	517	-8.8%
White (Not Hispanic)	1,062	1,138	808	814	872	733	892	-16.0%
Other	58	75	40	58	67	51	88	51.7%
Santa Cruz County Total Adult DUI Arrests	1,721	1,894	1,467	1,467	1,615	1,283	1,529	-11.2%
Santa Cruz County Rate per 10,000	92.2	100.1	76.9	76.3	83.5	65.9	79.9	-
California Rate per 10,000	79.8	82.1	82.6	81.5	75.5	68.6	68.2	-

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Juvenile Misdemeanor DUI Arrests by Ethnicity

	2006	2007	2008	2009	2010	2011	2012
Juvenile Misdemeanor DUI Arrests							
Black	1	0	1	0	1	0	0
Hispanic	9	5	8	10	4	1	5
White (Not Hispanic)	13	19	8	9	9	10	17
Other	0	1	0	1	2	0	3
Santa Cruz County Total Juvenile Misdemeanor DUI Arrests	23	25	17	20	16	11	25
Santa Cruz County Rate per 10,000¹	31.6	34.0	^	31.0	^	^	36.4
California Rate per 10,000 ¹	14.0	13.2	11.7	9.9	8.6	7.8	6.5

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2013). 2006-2012 *Race/Ethnic Population with Age and Sex Detail*.

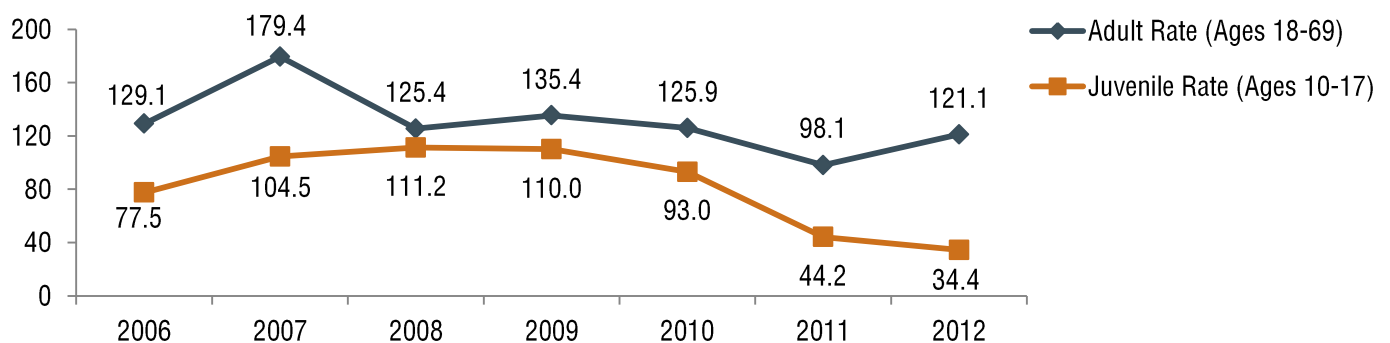
¹Juvenile DUI arrest rate is calculated using the population ages 16-17.

^Rate is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Drug Arrests

Over the past year, the total adult drug arrest rate (misdemeanors and felonies) per 10,000 people increased from 98.1 in 2011 to 121.1 in 2012. Drug arrest rates for juveniles ages 10-17 decreased over the past year with 44.2 drug arrests per 10,000 in 2011 and 34.4 drug arrests in 2012.

Drug Arrest Rate per 10,000 Adults (Ages 18-69) and Youth (Ages 10-17), Santa Cruz County



Source: California Department of Justice. (2013). 2005-2012 *California Criminal Justice Profile*. California Department of Finance (2013). 2005-2012 *Race/Ethnic Population with Age and Sex Detail*.

Adult Drug Arrests (Ages 18-69)

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Adult Misdemeanor Drug Arrests								
Marijuana	293	359	452	429	340	28 ¹	32	-89.1%
Dangerous Drugs	NA	1,136	160	149	128	93	211	NA
Other Drug Violations	1,164	1,055	1,048	1,192	1,066	918	964	-17.2%
Santa Cruz County Total Adult Misdemeanor Drug Arrests	1,479	2,550	1,660	1,770	1,534	1,039	1,207	-18.4%
Santa Cruz County Rate per 10,000	79.2	134.8	87.0	92.1	79.3	53.4	63.1	-
Adult Felony Drug Arrests								
Narcotics	409	428	392	439	393	357	508	24.2%
Marijuana	64	84	95	104	107	79	63	-1.6%
Dangerous Drugs	456	316	229	273	379	431	530	16.2%
Other Drug Violations	13	15	16	16	21	3	9	^
Santa Cruz County Total Adult Felony Drug Arrests	942	843	732	832	900	870	1,110	17.8%
Santa Cruz County Rate per 10,000	50.5	44.6	38.4	43.3	46.5	44.7	58.0	-
Adult Total Drug Arrests								
Narcotics	409	428	392	439	393	357	508	24.2%
Marijuana	357	443	547	533	447	107	95	-73.4%
Dangerous Drugs	478	1,452	389	422	507	524	741	55.0%
Other Drug Violations	1,177	1,070	1,064	1,208	1,087	921	973	-17.3%
Santa Cruz County Total Adult Drug Arrests	2,421	3,393	2,392	2,602	2,434	1,881	2,317	-4.3%
Santa Cruz County Rate per 10,000	129.1	179.4	125.4	135.4	125.9	98.1	121.1	-

Source: California Department of Justice. (2013). 2006-2012 *California Criminal Justice Profile*. California Department of Finance (2002). 2006-2012 *Race/Ethnic Population with Age and Sex Detail*.

¹In October 2010, Republican Gov. Arnold Schwarzenegger signed legislation, Senate Bill 1449, into law reclassifying the adult possession of up to 28.5 grams of marijuana from a criminal misdemeanor to an infraction, punishable by a \$100 fine - no court appearance, no court costs, and no criminal record. Possession offenses involving quantities greater than 28.5 grams remain classified as misdemeanors. The law took effect on January 1, 2011.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Number of Juvenile Drug Arrests (Ages 10-17)

	2006	2007	2008	2009	2010	2011	2012	06-12% CHANGE
Juvenile Misdemeanor Drug Arrests								
Marijuana	130	172	190	192	151	50	33	-74.6%
Dangerous Drugs	6	37	23	8	11	4	7	^
Other Drug Violations	33	23	22	26	9	11	14	^
Santa Cruz County Total Juvenile Misdemeanor Drug Arrests	169	232	235	226	171	65	54	-68.0%
Santa Cruz County Rate per 10,000	62.0	90.1	94.3	93.5	72.3	27.4	21.4	-
Juvenile Felony Drug Arrests								
Narcotics	13	9	11	12	10	14	12	^
Marijuana	15	20	21	20	35	17	12	^
Dangerous Drugs	14	8	10	8	4	9	9	^
Other Drug Violations	0	0	0	0	0	0	0	^
Santa Cruz County Total Juvenile Felony Drug Arrests	42	37	42	40	49	40	33	-21.4%
Santa Cruz County Rate per 10,000	15.4	14.4	16.9	16.5	20.7	16.8	13.0	-
Juvenile Total Drug Arrests								
Narcotics	13	9	11	12	10	14	12	^
Marijuana	145	192	211	212	186	67	45	-69.0%
Dangerous Drugs	20	45	33	16	15	13	16	^
Other Drug Violations	33	23	22	26	9	11	14	^
Santa Cruz County Total Juvenile Drug Arrests	211	269	277	266	220	105	87	-58.8%
Santa Cruz County Rate per 10,000	77.5	104.5	111.2	110.0	93.0	44.2	34.4	-

Source: California Department of Justice. (2013). 2006-2012 California Criminal Justice Profile. California Department of Finance (2013). 2006-2012 Race/Ethnic Population with Age and Sex Detail.




^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

social environment

social environment

Social Environment Snapshot of Santa Cruz County	152
Social Environment Community Goals.....	152
Basic Needs 🟡.....	153
Homelessness.....	155
People Served by Food Bank.....	158
Students Receiving Free or Reduced Cost Meals	160
Racism and Discrimination	161
Quality of Life.....	162
Youth Activities	165
People with Disabilities 🟡	166
Community Support.....	172
Volunteerism/Charitable Giving 🟡	173
Satisfaction with Local Government.....	174
Voting 🟡	175
Social Activism	176

Social Environment Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Basic Needs	Percent of CAP survey respondents who went without food in the past twelve months	NA	5.8%	NA
Homelessness	Number of homeless persons counted on a single day	NA	3,536	
People with Disabilities	Percent of CAP survey households with at least one disabled person who felt that they participated in life at the level he or she desired	NA	51.5%	
Social Activism	Percent of CAP survey respondents who reported that in the past twelve months they had met with, e-mailed, called or a sent a letter to any local politician	NA	37.8%	

 Increasing (Upward) trend;
  Declining (Downward) trend;
  Inconclusive; variable; no clear trend;
 NA Not applicable or data unavailable.
 Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.

Note: Data presented in table are the most recent data available.

Social Environment Community Goals

GOAL: By the year 2015, more Santa Cruz County residents will have access to housing, both rental and home ownership, that they can afford.

- » Community Hero: John Dietz, *180/180 Campaign*

GOAL: By the year 2015, more Santa Cruz County residents will be actively engaged in improving their community through public participation.

- » Community Hero: Jane Schwickerath, *Diversity Center 60+ Senior Program*
- » Community Hero: Saskia Lucas, *Santa Cruz Open Streets*

GOAL: By the year 2015, county residents with disabilities will be able to obtain services needed to support increasing options, pursue goals and participate in community life at levels consistent with their ability.

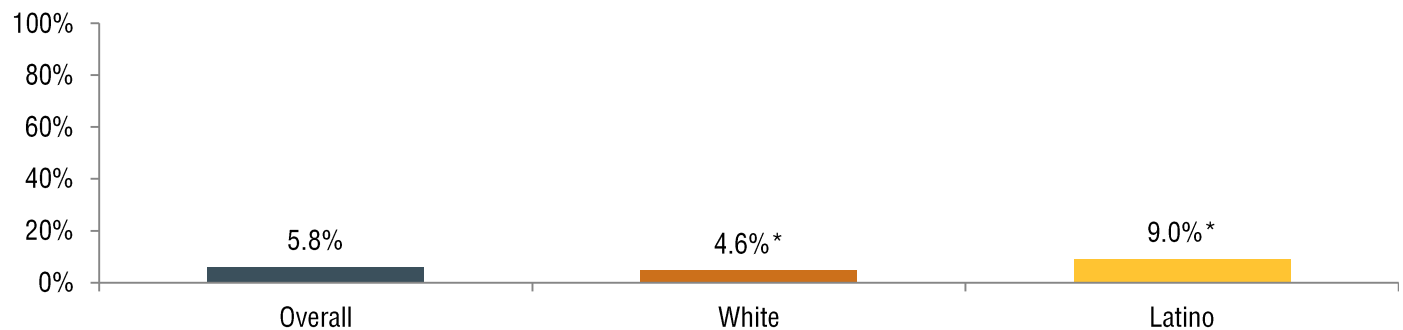
- » Community Hero: Tracey Marquart, *Community Life Services*

Basic Needs



Low-income individuals and families often have to make tough choices each month, sometimes foregoing certain basic needs such as food, housing, or utilities. Six percent of CAP survey respondents reported going without food, 6% reported going without rent or housing and another 6% reported going without utilities in 2013. Latino respondents were significantly more likely than White respondents to go without each of these basic needs in the past year (food: 9%; rent/housing: 18%; utilities: 21%). Of those who went with basic needs, 40% reported applying for public or government assistance in 2013.

In any given month in the last 12 months, did you find yourself having to go without **food**? (Respondents answering “Yes”) - 2013



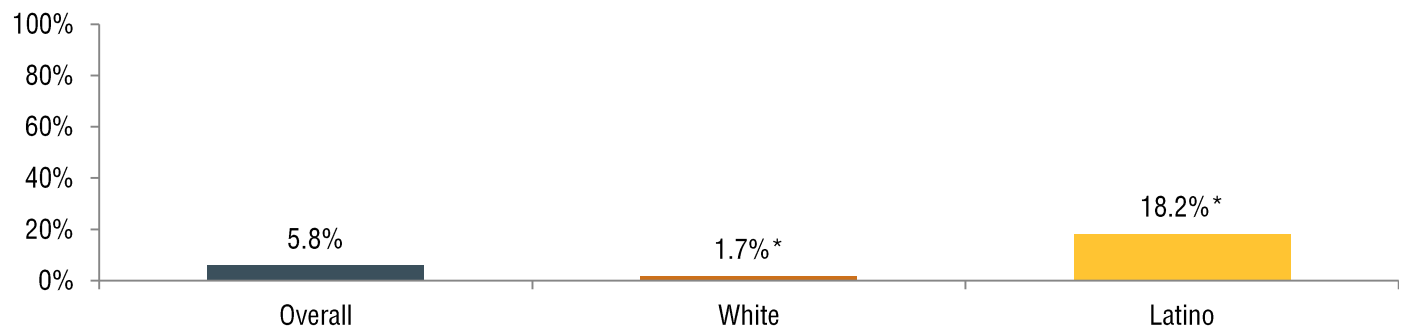
Overall 2013 n: 713; White 2013 n: 498; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: Latino respondents were significantly more likely than White respondents to go without food in any given month in the last 12 months in 2013.

In any given month in the last 12 months, did you find yourself having to go without **rent or housing**? (Respondents answering “Yes”) - 2013



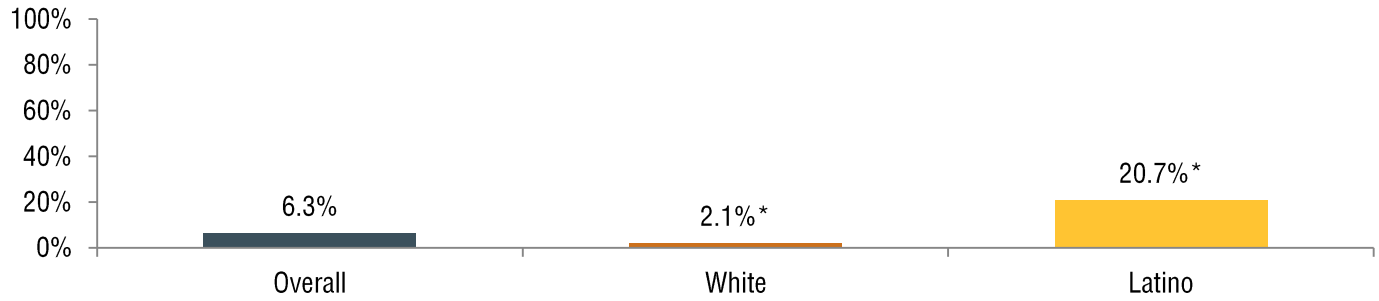
Overall 2013 n: 713; White 2013 n: 498; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: Latino respondents were significantly more likely than White respondents to go without rent or housing in any given month in the last 12 months in 2013.

☎ In any given month in the last 12 months, did you find yourself having to go without utilities? (Respondents answering “Yes”) - 2013



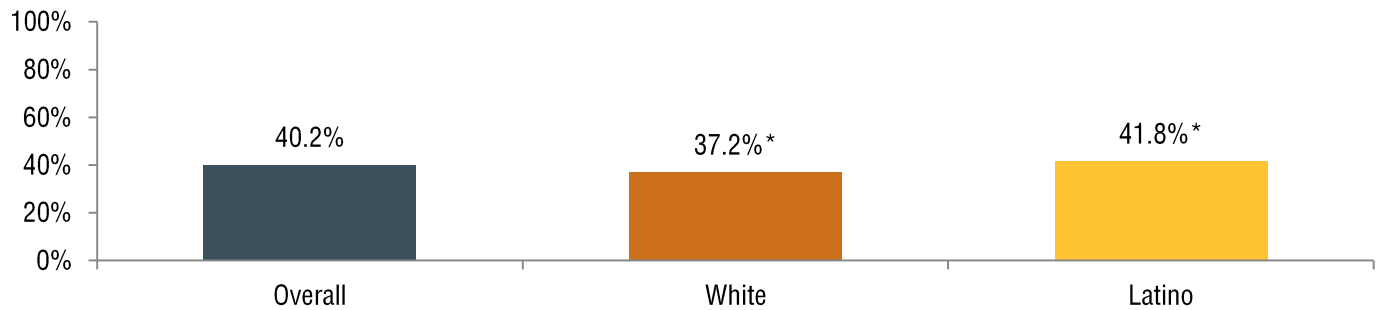
Overall 2013 n: 712; White 2013 n: 497; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: Latino respondents were significantly more likely than White respondents to go without utilities in any given month in the last 12 months in 2013.

☎ If you went without basic needs in the past 12 months, did you apply for public or government assistance? (Respondents answering “Yes”) – 2013



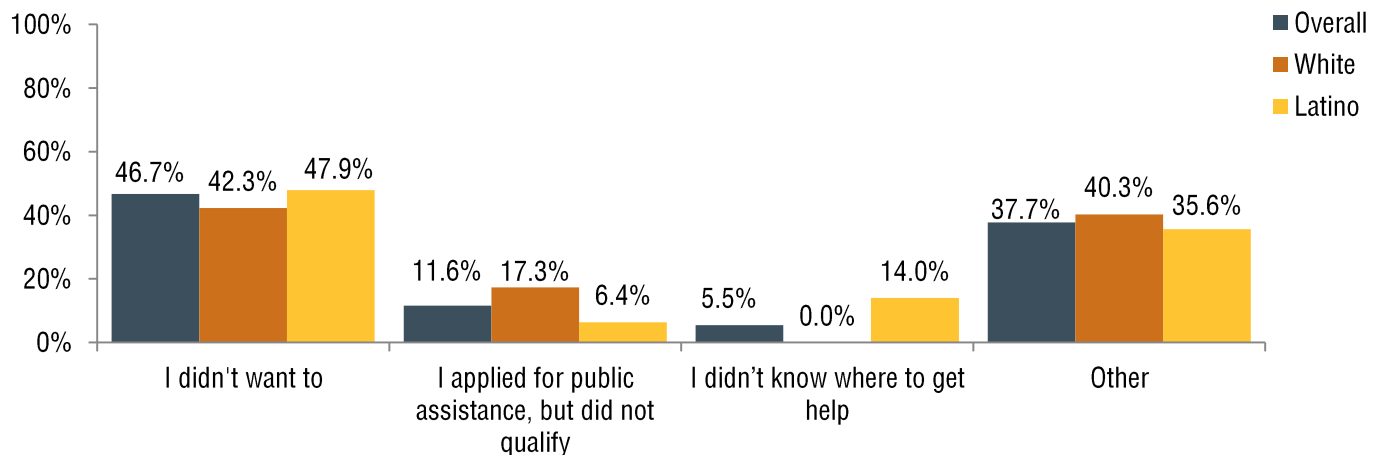
Overall 2013 n: 138; White 2013 n: 71; Latino 2013 n: 52.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: Latino respondents were significantly more likely than White respondents to have applied for public or government assistance in the past 12 months in 2013.

☎ Why did you not get help from any social service program? - 2013



2013 n: Overall=77 respondents offering 78 responses; White=41 offering 40 responses; Latino=30 responses offering 31 responses.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.


Homelessness

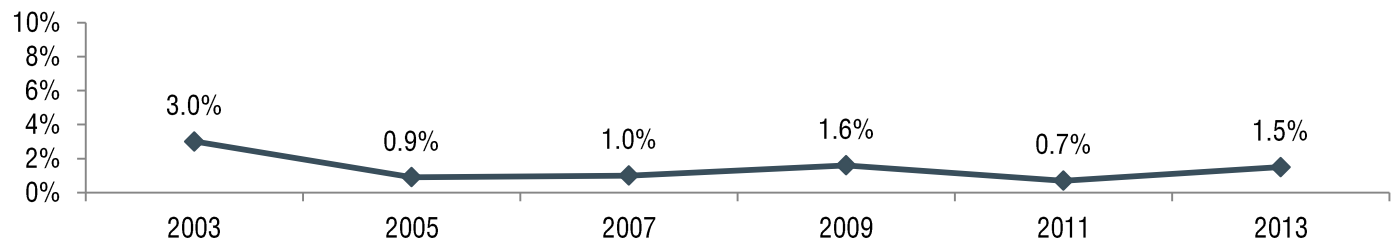
Every two years, all jurisdictions receiving federal funding to provide housing and services for homeless individuals and families are required by the U.S. Department of Housing and Urban Development (HUD) to conduct a Point-in-Time Count of homeless persons. This count provides a snapshot of the local homeless population. It offers an estimate of the number of persons homeless on any given night during the year.

There was a 28% increase in the number of homeless persons counted in the biennial point-in-time count, from 2,771 in 2011 to 3,536 in 2013. Eighty-two percent of those counted were unsheltered; half had been homeless for one year or more. The primary cause of their homelessness was job loss.

In 2013, 2% of overall CAP survey respondents reported that they had been homeless in the past year, an increase from less than 1% in 2011. Over 9% of CAP survey respondents also reported that they had someone living at their address on a temporary basis who might otherwise be homeless.

Data about homeless children showed that 11% (or 4,005 students) were homeless and receiving services under the McKinney-Vento Act in 2012/13 a slight decrease from 12% (or 4,637 students) in 2011/12.

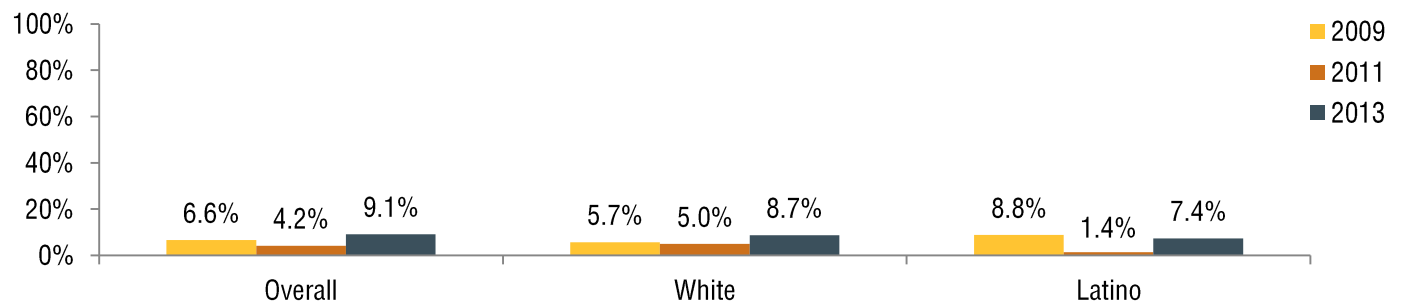
 Have you been without housing in Santa Cruz County during the past year (homeless, in a shelter, on the street, or living in your vehicle)? (Respondents answering “Yes”)



Overall 2013 n: 712.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

 Is anyone staying at your address on a temporary basis that otherwise might be considered homeless? (Respondents answering “Yes”) By Ethnicity



Overall 2013 n: 712; White 2013 n: 497; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2009-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Homeless Children, Santa Cruz County

Number of Children Who Are Homeless and Receiving Services under the McKinney-Vento Act²⁵

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	07-13 NET CHANGE
Percent of Students Who Are Homeless & Receiving Services under the McKinney-Vento Act	4.9%	8.2%	8.1%	8.6%	11.8%	10.8%	5.9
Total Student Enrollment in Santa Cruz County	38,132	38,279	38,502	38,971	39,334	37,219	-

Source: Santa Cruz County Office of Education. (2013). 2007-2013 *Homeless Education Outreach*.

Homeless Children Receiving Services under the McKinney-Vento Act by Housing Situation

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	07-13 NET CHANGE
Doubled-up Homeless ¹	81.3%	83.6%	66.7%	79.0%	78.0%	81.0%	-0.3
Shelters ²	9.8%	7.1%	18.3%	13.5%	12.1%	15.4%	5.6
Unsheltered ³	4.1%	7.0%	12.8%	6.1%	8.2%	2.6%	-1.5
Motels	2.3%	2.4%	2.2%	1.4%	1.7%	1.0%	-1.3
Other Situations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Unknown	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.5
Total Number of Homeless Children Receiving Services	1,880	3,139	3,112	3,357	4,637	4,005	-

Source: Santa Cruz County Office of Education. (2013). 2007-2013 *Homeless Education Outreach*.

¹The term "Doubled-up Homeless" refers to two to three families housed in a single housing unit due to an inability to find permanent housing.

²The "Shelter" count includes youth living in "Transitional Housing."

³The "Unsheltered" numbers do not include migrant youth living in a homeless situation.

Homeless Children Receiving Services under the McKinney-Vento Act by Age Group

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	07-13 NET CHANGE
Pre-school	7.0%	9.0%	13.5%	5.7%	17.0%	5.5%	-1.5
Primary (Grades K-3)	28.2%	29.8%	23.2%	36.3%	29.0%	29.3%	1.1
Intermediate (Grades 4-6)	21.5%	18.7%	17.0%	19.3%	17.0%	23.1%	1.6
Middle School (Grades 7-8)	13.8%	13.4%	14.8%	14.3%	12.0%	14.9%	1.1
High School (Grades 9-12)	29.5%	29.0%	31.5%	24.3%	25.0%	27.2%	-2.3
Total Number of Homeless Children Receiving Services	1,880	3,139	3,112	3,357	4,637	4,005	-

Source: Santa Cruz County Office of Education. (2013). 2007-2013 *Homeless Education Outreach*.

²⁵ Please see Appendix II for definition of "The McKinney-Vento Act."

Point-in-Time (PIT) Homeless Census and Survey

Key Findings About Homelessness in Santa Cruz County

	2007	2009	2011	2013
Point-in-Time Homeless Enumeration	2,789	2,265	2,771	3,536
Unsheltered & Sheltered Homeless Persons	82.6% Unsheltered 17.4% Sheltered	67.8% Unsheltered 32.2% Sheltered	76.7% Unsheltered 23.3% Sheltered	81.9% Unsheltered 18.1% Sheltered
Persons in Homeless Families with Children	381	450	498	544
Homeless Subpopulations	1,151 Chronically Homeless ¹ 1,062 Mentally Ill 161 Substance Abuse 424 Veterans 83 HIV/AIDS 407 Domestic Violence 10 Children (Unaccompanied)	842 Chronically Homeless ¹ 663 Mentally Ill 627 Substance Abuse 272 Veterans 18 HIV/AIDS 119 Domestic Violence 17 Children (Unaccompanied)	1,004 Chronically Homeless ¹ 696 Mentally Ill 983 Substance Abuse 274 Veterans 36 HIV/AIDS 221 Domestic Violence 88 Children (Unaccompanied)	957 Chronically Homeless ¹ 1,709 Mentally Ill 864 Substance Abuse 395 Veterans 36 HIV/AIDS 129 Domestic Violence 133 Children (Unaccompanied)
Homeless One Year or More	61.5%	53.9%	59.7%	51.1%
Age 41 Years & Older	63.5%	50.7%	46.2%	51.9%
Gender	69.8% Male 30.2% Female	73.1% Male 26.2% Female 0.7% Other	66.5% Male 32.1% Female 1.4% Other	65.7% Male 32.1% Female 2.2% Other
Race/Ethnicity	64.3% White 23.4% Hispanic 5.1% African American 3.5% Multi-Race 2.1% Native American 1.7% Asian/Pacific Islander	50.1% White 30.2% Hispanic 7.7% African American 5.0% Multi-Race 4.7% Native American 2.2% Asian/Pacific Islander	63.4% White 22.5% Hispanic 5.8% African American 4.0% Multi-Race 2.8% Native American 1.4% Asian/Pacific Islander	43.1% White 35.1% Hispanic 4.9% African American 5.7% Multi-Race 4.1% Native American 4.6% Asian/Pacific Islander
Santa Cruz County Resident Before Becoming Homeless	66.9%	62.3%	67.3%	72.2%
Employment	12.8% Employed 87.1% Unemployed	15.0% Employed 85.0% Unemployed	23.9% Employed 76.1% Unemployed	27.9% Employed 72.1% Unemployed

Source: Applied Survey Research. (2013). 2007-2013 *Santa Cruz County Homeless Census and Survey*.

¹Please see Appendix II for definition of “Chronically Homeless.”

Primary Causes of Current Episode of Homelessness (Top 5 Responses in 2013)

	2007	2009	2011	2013	07-13 NET CHANGE
Lost Job	30.2%	29.9%	25.2%	33.4%	3.2
Could Not Afford Rent	NA ¹	NA ¹	NA ¹	17.8%	NA
Alcohol/Drug Use	10.8%	15.6%	17.0%	16.2%	5.4
Evicted	NA ¹	NA ¹	NA ¹	11.7%	NA
Mental Health Issues	2.1%	4.8%	3.0%	10.3%	8.2
Total Respondents	427	398	493	359	

Source: Applied Survey Research. (2013). 2007-2013 *Santa Cruz County Homeless Census and Survey*.

¹Not a response option in the survey for that year.

CalWORKS Requests for Homeless Assistance

Number of Requests Received for Homeless Assistance¹

	2005	2006	2007	2008	2009	2010	2011	2012	05-12 % CHANGE
Santa Cruz County	134	110	168	174²	152	144	129	118	-11.9%
California	55,001	49,025	51,622	57,183 ²	57,447	54,604	54,849	51,770	-5.9%

Source: CalWORKS Homeless Assistance Program. (2013). 2005-2012 *Monthly Statistical Report*.

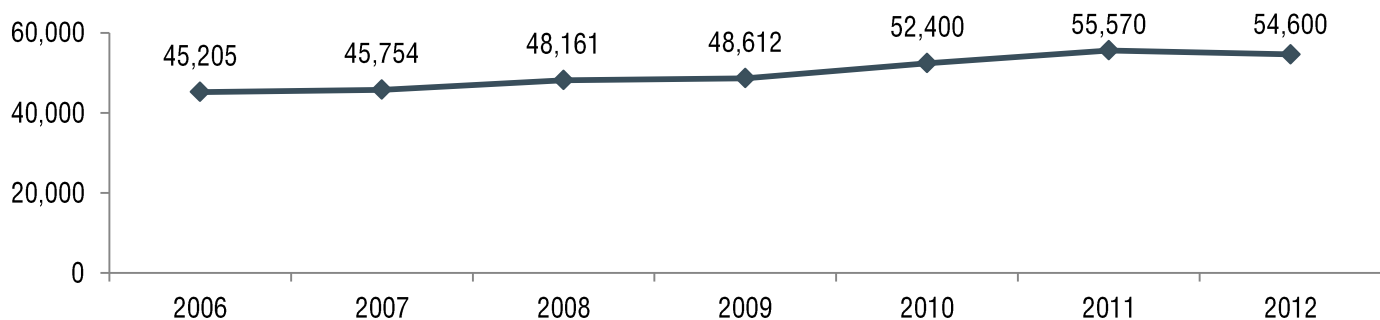
¹Please see Appendix II for definition of "Homeless Assistance."

²Data exclude requests made in the month of April in Santa Cruz County due to Santa Cruz County not reporting.

People Served by Food Bank

While services are not a good proxy for need, this indicator helps identify the scope of efforts to fight poverty and hunger. Data indicate that the number of people served by the Second Harvest Food Bank of Santa Cruz County increased considerably from 45,205 in 2006 to 54,600 in 2012.

Number of People Served by the Second Harvest Food Bank, Santa Cruz County



Source: Second Harvest Food Bank of Santa Cruz County. (2013). 2006-2012 *Personal Correspondence*.

Number of People Served by the Second Harvest Food Bank by Jurisdiction

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola	1,241	916	1,516	1,344	1,540	1,000	1,474	18.8%
Santa Cruz	13,611	19,010	15,165	11,848	12,582	10,169	15,670	15.1%
Scotts Valley	1,494	1,197	1,363	2,137	1,675	1,445	1,310	-12.3%
Watsonville	16,246	15,294	18,285	17,955	23,585	29,341	17,527	7.9%
Unincorporated	12,613	9,337	11,832	15,328	13,018	13,615	18,619	47.6%
Santa Cruz County Total	45,205	45,754	48,161	48,612	52,400	55,570	54,600	20.8%

Source: Second Harvest Food Bank of Santa Cruz County. (2013). 2006-2012 *Personal Correspondence*.

Percent of People Served by the Second Harvest Food Bank by Ethnicity

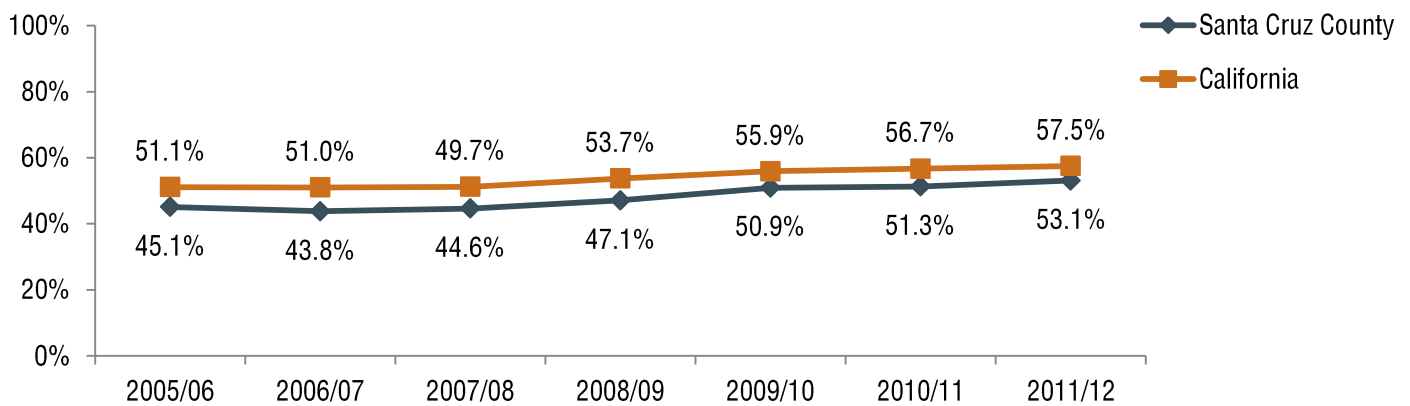
	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Latino	58.7%	57.0%	63.0%	67.8%	65.9%	64.1%	60.6%	1.9
White	28.5%	34.7%	29.2%	25.9%	27.8%	30.3%	33.3%	4.8
African American	4.4%	2.4%	2.2%	1.8%	1.9%	1.7%	1.8%	-2.6
Asian	3.9%	2.3%	3.4%	2.0%	2.0%	1.7%	1.6%	-2.3
Native American	1.6%	0.9%	0.5%	0.8%	0.7%	0.6%	0.6%	-1.0
Pacific Islander	0.9%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	-0.6
Other	1.9%	2.2%	1.4%	1.4%	1.4%	1.4%	1.8%	-0.1
Santa Cruz County Total	45,205	45,754	48,161	48,612	52,400	55,570	54,600	-

Source: Second Harvest Food Bank of Santa Cruz County. (2013). 2006-2012 *Personal Correspondence*.

Students Receiving Free or Reduced Cost Meals

Children from low-income families are eligible to receive free or reduced costs meals at schools. Therefore, receipt of those meals acts as a proxy for poverty in a school district. The percentage of students receiving free or reduced cost meals in Santa Cruz County increased from 45% in 2005/06 to 53% in 2011/12. The Pajaro Valley Unified School District (73%) and Live Oak Elementary (63%) had the highest percentage of students receiving free or reduced cost meals in 2011/12.

Percent of Students Receiving Free or Reduced Cost Meals



Source: California Department of Education. (2013). 2005-2012 Educational Demographics Unit.

Percent of Students Receiving Free or Reduced Cost Meals by School District

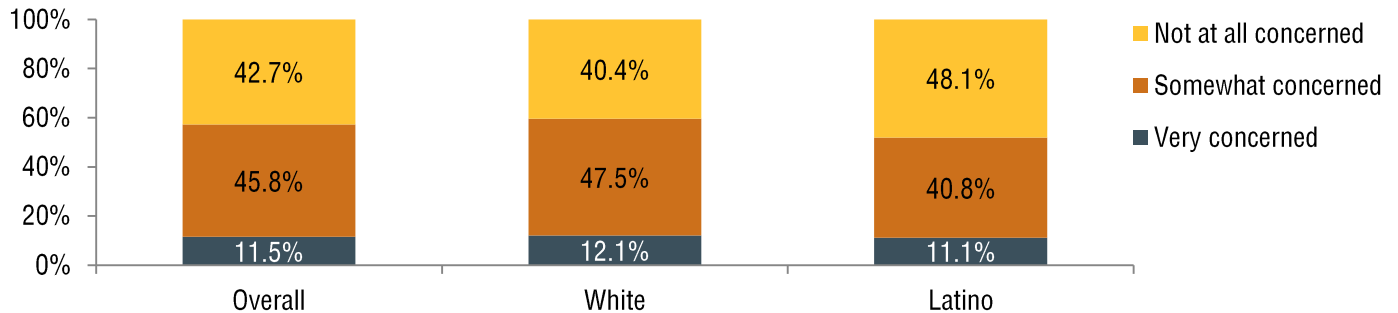
	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	05-12 NET CHANGE
Bonny Doon Elementary	1.7%	0.0%	2.3%	4.8%	4.8%	7.0%	10.4%	8.7
Happy Valley Elementary	7.7%	8.7%	8.5%	7.8%	10.9%	14.1%	12.9%	5.2
Live Oak Elementary	42.3%	47.0%	42.0%	45.3%	55.2%	60.5%	62.8%	20.5
Mountain Elementary	9.0%	9.9%	7.3%	7.5%	3.8%	0.0%	3.3%	-5.7
Pacific Elementary	24.3%	32.7%	37.7%	34.9%	42.9%	34.9%	45.0%	20.7
Pajaro Valley Unified	63.3%	60.6%	63.3%	67.3%	71.3%	70.1%	72.9%	9.6
San Lorenzo Valley Unified	10.5%	17.4%	15.2%	16.2%	18.8%	21.6%	23.3%	12.8
Santa Cruz City Elementary	40.9%	43.7%	40.3%	41.4%	43.4%	47.6%	44.6%	3.7
Santa Cruz City High	22.5%	25.9%	26.2%	25.8%	29.2%	35.6%	33.5%	11.0
Santa Cruz County Office of Education	35.1%	24.0%	37.6%	32.8%	31.2%	20.1%	25.3%	-9.8
Scotts Valley Unified	7.0%	6.8%	7.3%	7.7%	12.7%	13.5%	14.0%	7.0
Soquel Union Elementary	28.7%	29.2%	24.0%	29.7%	36.5%	35.9%	37.6%	8.9
Santa Cruz County	45.1%	43.8%	44.6%	47.1%	50.9%	51.3%	53.1%	8.0
California	51.1%	51.0%	51.2%	53.7%	55.9%	56.7%	57.5%	6.4

Source: California Department of Education. (2013). 2005-2012 Educational Demographics Unit.

Racism and Discrimination

Social indicators like racism and discrimination are important to measure because they adversely affect mental and physical health.²⁶ In 2013, approximately 12% of overall CAP survey respondents were “very concerned” about racism in Santa Cruz County. Twelve percent of CAP survey respondents felt discriminated against or treated unfairly in the last 12 months, most often due to race/ethnicity. There were 40 hate crimes in the county in 2011, up from 18 in 2010.

☎ How concerned are you about racism in Santa Cruz County? - 2013

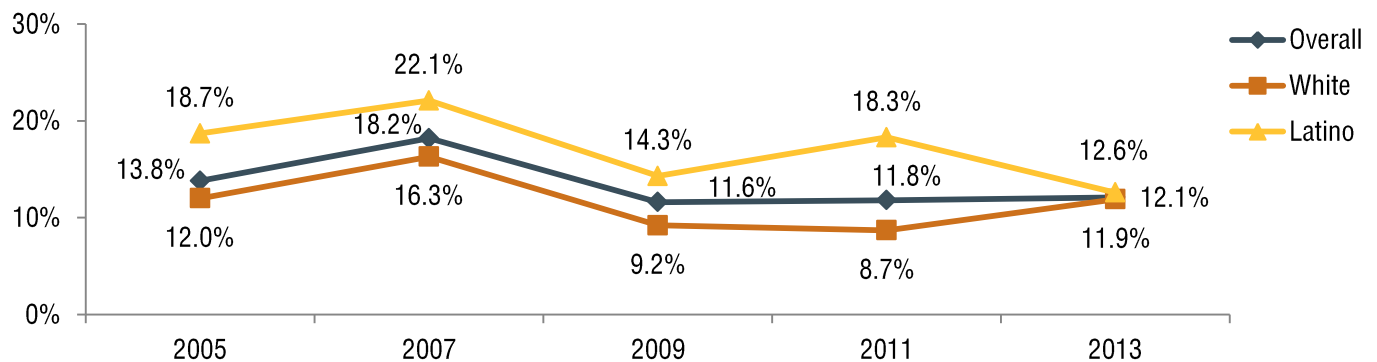


Overall 2013 n: 690; White 2013 n: 480; Latino 2013 n: 157.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

☎ Have you felt discriminated against in Santa Cruz County in the last 12 months? (Respondents answering “Yes”) By Ethnicity



Overall 2013 n: 708; White 2013 n: 495; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2005-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

²⁶Berkman L., Kawachi I Krieger N. (2000). *Discrimination and health*. Social Epidemiology. Oxford: Oxford University Press: 36-75.

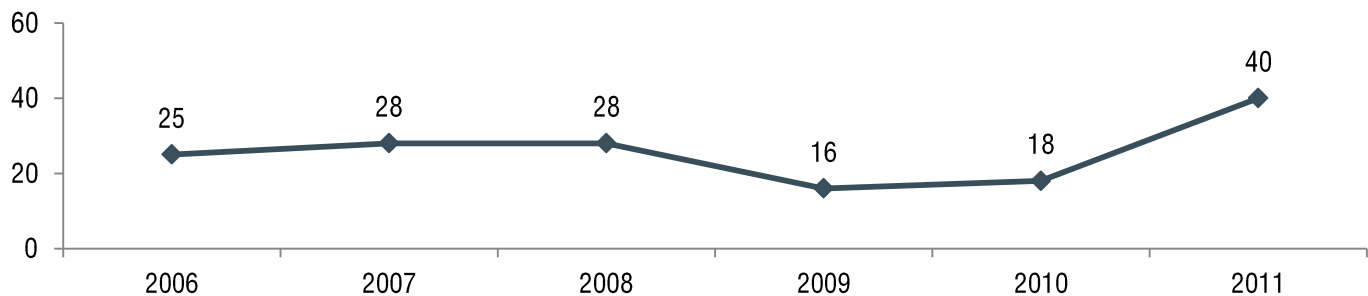
☎ If you have felt discriminated against or treated unfairly, for what reason? (Selected Responses)

	2005	2007	2009	2011	2013	05-13 NET CHANGE
Ethnicity/Race	51.8%	48.7%	46.7%	51.1%	52.8%	1.0
Sexual Orientation	NA	1.5%	2.8%	4.9%	7.4%	NA
Language	2.1%	22.9%	13.3%	10.7%	4.9%	2.8
Age	6.4%	12.2%	12.1%	14.7%	12.5%	6.1
Socio-economic Status	16.7%	9.6%	11.5%	13.4%	8.6%	-8.1
Appearance	16.0%	6.8%	7.5%	5.8%	3.4%	-12.6
Gender	6.4%	3.9%	7.1%	9.5%	5.0%	-1.4

Overall 2013 n: 84 respondents offering 97 responses.

Source: Applied Survey Research. (2013). 2005-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Number of Hate Crime²⁷ Events, Santa Cruz County



Source: California Department of Justice. (2013). 2006-2011 *Hate Crimes Report*.

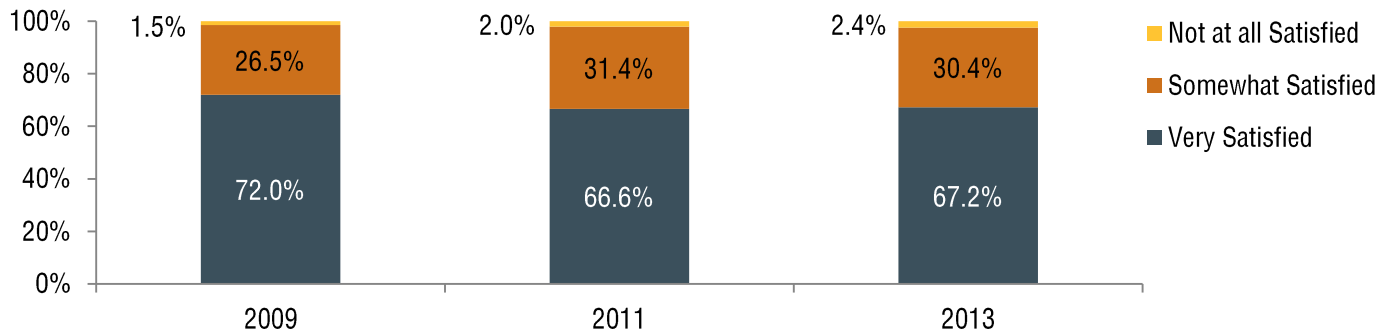
Quality of Life

CAP survey respondents were asked about their overall quality of life. Two-thirds (67%) of them reported being “very satisfied” with their overall quality of life in 2013, a slight decrease from 72% in 2009. According to CAP survey respondents, the number one factor that contributed to quality of life in Santa Cruz County since 2003 is the scenery, geography, and climate of the region. In 2013, the number one factor that took away from quality of life in Santa Cruz County was gangs/crime.

The Gallup-Healthways Well-Being Index provides a way of comparing local residents’ level of well-being with those in other areas as well as change over time. The Well-Being Index is an average of six sub-indexes: Life Evaluation, Physical Health, Emotional Health, Healthy Behavior, Work Environment, and Basic Access and is based on a series of 56 questions related to overall health and well-being. Santa Cruz-Watsonville metropolitan area ranked 19 out of 190 on the Well-Being Index in 2011 lower than San Jose-Sunnyvale-Santa Clara and San Francisco-Oakland-Fremont metropolitan areas.

²⁷ Please see Appendix II for definition of “Hate Crime.”

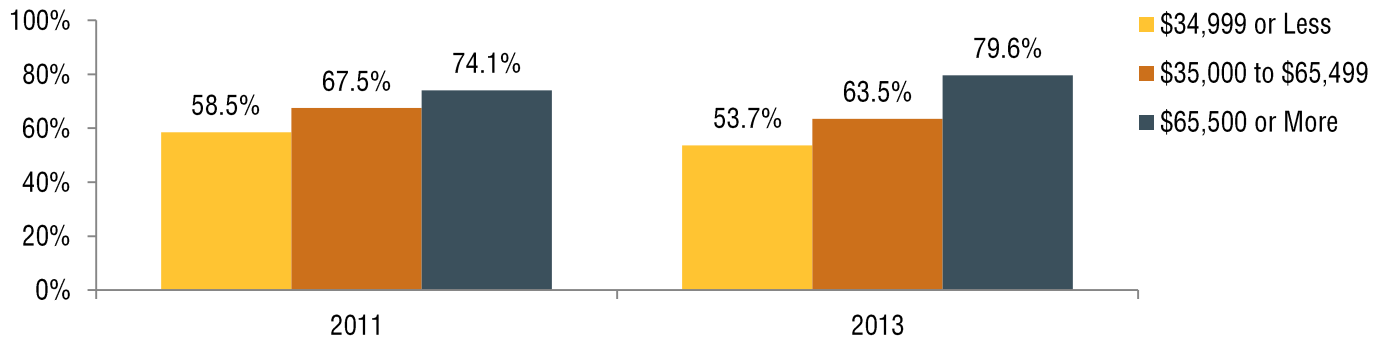
How satisfied are you with your overall quality of life?



Overall 2013 n: 712.

Source: Applied Survey Research. (2013). 2009- 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

How satisfied are you with your overall quality of life? (Respondents Answering “Very Satisfied”) By Income



\$34,999 or Less 2013 n: 234; \$35,000 to \$65,499 2013 n: 139; \$65,500 or More 2013 n: 269.

Source: Applied Survey Research. (2013). 2011-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Generally speaking, what contributes most to your quality of life in Santa Cruz County? (Top 5 Responses)

2003	2005	2007	2009	2011	2013
1. Scenery/ geography/ climate (61.6%)	1. Scenery/ geography/ climate (70.8%)	1. Scenery/ geography/ climate (73.0%)	1. Scenery/ geography/ climate (76.2%)	1. Scenery/ geography/ climate (75.2%)	1. Scenery/ geography/ climate (76.3%)
2. Family/ friends/ friendly people (12.8%)	2. Outdoor recreation (12.1%)	2. Family/ friends/ friendly people (15.2%)	2. Family/ friends/ friendly people (17.0%)	2. Family/ friends/ friendly people (20.9%)	2. Family/ friends/ friendly people (24.9%)
3. Social climate (10.2%)	3. Community/ low population/ slow pace (10.8%)	3. Diversity of people (12.3%)	3. Community/ low population/ slow pace (15.5%)	3. Community/ low population/ slow pace (18.0%)	3. Social climate (16.0%)
4. Community/ low population/ slow pace (8.7%)	4. Family/ friends/ friendly people (10.8%)	4. Clean air (8.6%)	4. Social climate (14.9%)	4. Social climate (14.4%)	4. Community/ low population/ slow pace (11.0%)
5. Quiet/ peaceful (7.7%)	5. Diversity of people (8.7%)	5. Quiet/ peaceful (8.4%)	5. Quiet/ peaceful (7.5%)	5. Quiet/ peaceful (6.8%)	5. Quiet/ peaceful (10.7%)

2013 n: 685 respondents offering 1,029 responses.

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

 **What do you think takes away from your quality of life in Santa Cruz County? (Top 5 Responses)**

2003	2005	2007	2009	2011	2013
1. Cost of living/housing (26.9%)	1. Traffic (32.3%)	1. Traffic (31.1%)	1. Nothing takes away (18.6%)	1. Nothing takes away (19.3%)	1. Gangs/Crime (23.2%)
2. Traffic (23.3%)	2. Cost of living/housing (23.2%)	2. Cost of living/housing (20.1%)	2. Traffic (13.8%)	2. Traffic (15.7%)	2. Nothing takes away (16.7%)
3. Overcrowding (9.2%)	3. Overcrowding (12.6%)	3. Overcrowding (10.7%)	3. Cost of living/housing (13.5%)	3. Gangs/ crime (15.2%)	3. Traffic (16.3%)
4. Nothing takes away (6.8%)	4. Government (6.7%)	4. Gangs/ crime (9.7%)	4. Gangs/ crime (11.3%)	4. Cost of living/housing (14.4%)	4. Homelessness (13.3%)
5. Low wage/ poor economic opportunities (6.4%)	5. Gangs/crime (5.5%)	5. Homeless (9.4%)	5. Overcrowding /unplanned growth (9.5%)	5. Overcrowding/unplanned growth (9.0%)	5. Cost of living / housing (13.0%)

2013 n: 661 Respondents offering 854 responses.

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Note: This was an open-ended survey question which allowed the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

 **What do you think takes away from your quality of life in Santa Cruz County? (Top 5 responses) By Ethnicity**

2011		2013	
WHITE	LATINO	WHITE	LATINO
1. Traffic (18.2%)	1. Nothing Takes Away (35.7%*)	1. Gangs/Crime (23.7%)	1. Nothing Takes Away (40.6%*)
2. Nothing Takes Away (14.7%)	2. Gangs/Crime (22.9%)	2. Traffic (18.6%*)	2. Gangs/Crime (25.0%)
3. Cost of Living (13.8%)	3. Cost of Living (17.4%)	3. Homelessness (15.7%*)	3. Cost of Living/Housing (15.1%)
4. Gangs/Crime (13.7%)	4. Traffic (6.7%)	4. Cost of Living/Housing (12.0%)	4. Traffic (9.9%*)
5. Overcrowding/Unplanned Growth (9.5%)	5. Overcrowding/Unplanned Growth (6.2%)	5. Overcrowding/Unplanned Growth (10.9%)	5. Homelessness (6.4%*)

2013 n White: 464 respondents offering 614 responses; Latino: 148 respondents offering 173 responses.

Source: Applied Survey Research. (2013). 2011-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

*Significance testing: Latino respondents were significantly more likely than White respondents to say that nothing takes away from their quality of life in 2013; White respondents were significantly more likely than Latino respondents to say that traffic and homelessness takes away from their quality of life in 2013.

Gallup Overall Well-Being Index

	2010	2011	2011 GEOGRAPHIC RANK
San Jose-Sunnyvale-Santa Clara Metro Area	69.7	70.6	8 of 190
San Francisco-Oakland-Fremont Metro Area	69.1	69.6	16 of 190
Santa Cruz-Watsonville Metro Area	67.4	69.6	19 of 190
California	67.0	67.3	-

Source: Gallup-Healthways Well-Being Index Survey 2010-12

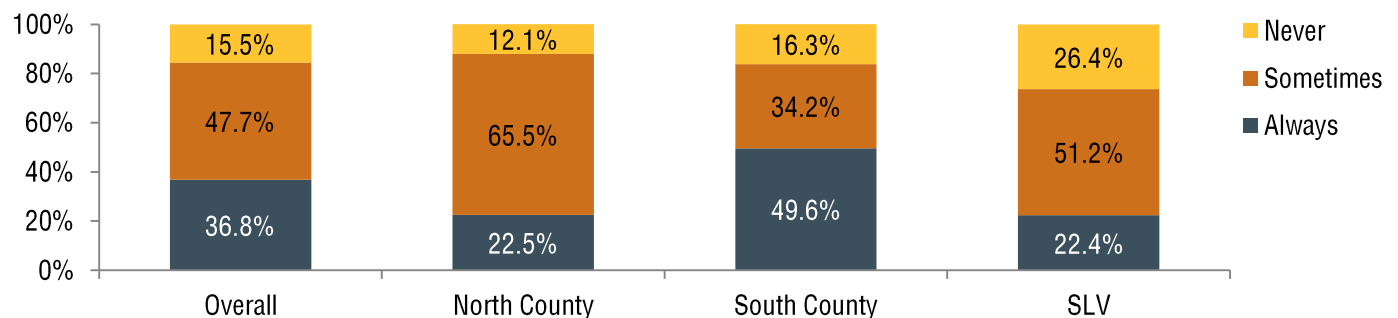
Note: The Well-Being Index is an average of six sub-indexes: Life Evaluation, Physical Health, Emotional Health, Healthy Behavior, Work Environment, and Basic Access and is based on a series of 56 questions related to overall health and well-being.

Youth Activities

Studies have shown that the after school hours can be dangerous ones for youth. The Department of Justice reports that 29% of all juvenile offenses occur on school days between 2 p.m. and 8 p.m. and that the number of violent crimes committed doubles in the hour immediately after school is let out.²⁸

After school activities provide a safe and positive environment for youth. Overall, 37% of CAP survey respondents had middle school age children who always participated in after school activities, higher than the percentage of respondents who had high school age children who always participated in after school activities (32%). Middle school children in San Lorenzo Valley and high school students in South County had the highest rates of “never” participating in after school activities.

☎ How often does (do) your MIDDLE SCHOOL age child (children) participate in activities after school? By Region - 2013

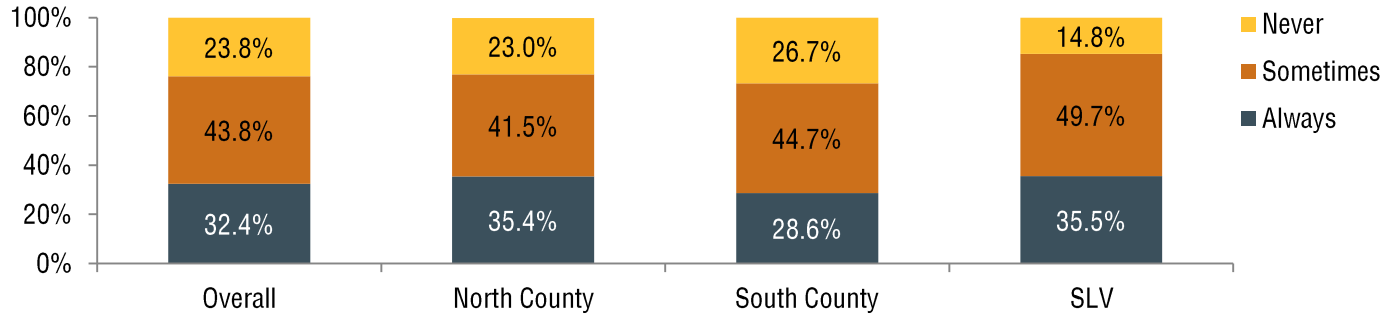


Overall 2013 n: 64; North County 2013 n: 18; South County 2013 n: 30; SLV 2013 n: 12.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

²⁸ U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention, "Juvenile Offenders and Victims: 1997 Update on Violence," 1997.

☎ How often does (do) your HIGH SCHOOL age child (children) participate in activities after school? By Region - 2013



Overall 2013 n: 66; North County 2013 n: 22; South County 2013 n: 26; SLV 2013 n: 16.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

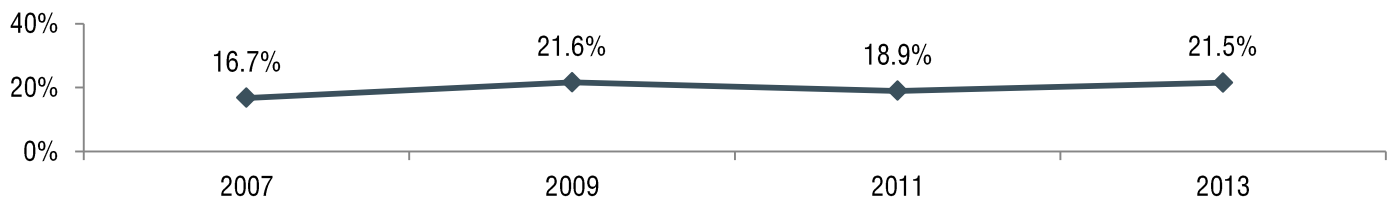
People with Disabilities



It is important for every society to provide the resources necessary to allow all individuals to participate fully in their community, regardless of their physical, mental, or developmental disability. CAP survey respondents who have a disability, or whose family member has a disability, said that persons with a disability needed additional services to increase their involvement in community life including social/recreational services or supports (41%) and job development/employment training/coaching (31%) in 2013.

There were 126.3 per 1,000 students who were enrolled in special education in Santa Cruz County in December 2012, higher than the state rate of 111.6 per 1,000. The most common disability for those students was a learning disability, followed by a speech or language impairment.

☎ Have you or a member of your household been diagnosed by a physician with a disability that significantly limits one or more major life activities? (Respondents answering “Yes”)



Overall 2013 n: 709.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: In 2011, respondents were allowed to provide a response for each member of their family.

☎ What is/are the age(s) of the person(s) diagnosed as having a disability?

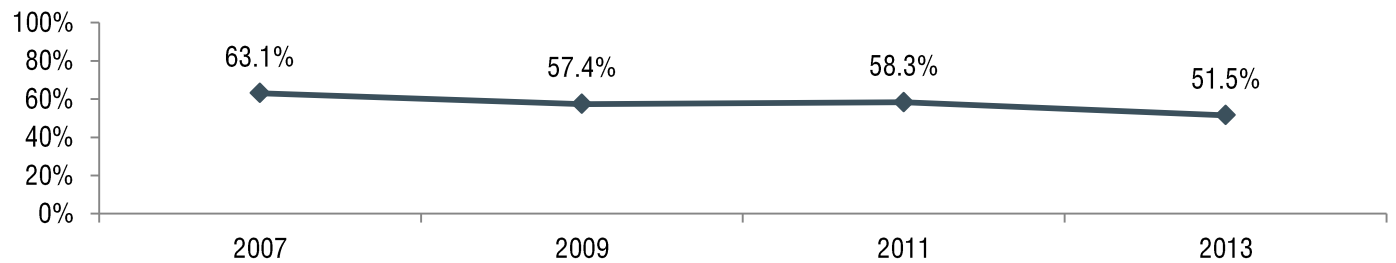
	2007	2009	2011	2013
0 to 5 Years	0.4%	0.7%	2.8%	3.4%
6 to 18 Years	2.4%	5.1%	4.5%	5.1%
19 to 24 Years	14.4%	3.3%	3.8%	2.4%
25 to 34 Years	3.8%	2.6%	7.9%	1.7%
35 to 44 Years	12.7%	11.2%	6.4%	7.9%
45 to 54 Years	12.7%	14.4%	10.9%	13.5%
55 to 64 Years	18.7%	22.3%	32.6%	26.5%
65 to 74 Years	10.3%	19.8%	16.9%	22.1%
75 to 84 Years	28.3%	21.1%	14.7%	14.0%
85 Years & Older	7.9%	9.9%	10.5%	7.2%

2013 n: 151 respondents offering 157 responses.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Note: This was a multiple response question so percentages do not add up to 100%.

☎ Is the person with a disability participating in community life at the level he or she desires? (Respondents answering “Yes”)



Overall 2013 n: 151.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

☎ If the person with a disability is not participating in community life at the level he or she desires, in what areas would you/they like to increase their involvement?

	2007	2009	2011	2013
Social Events/Activities	34.4%	23.8%	26.4%	42.5%
Work/Donating Time	15.3%	22.4%	10.0%	17.5%
All Aspects of Life	5.4%	13.3%	9.7%	13.4%
Limited Mobility to Get Around/Get Out More	28.2%	10.9%	23.0%	29.6%
Continued Education	5.5%	7.4%	3.3%	11.8%
Other	11.2%	29.5%	23.0%	4.2%

2013 n: 57 respondents offering 78 responses.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Note: This was a multiple response question so percentages do not add up to 100%.

 What types of additional services are needed to allow you/them to increase involvement?

	2007	2009	2011	2013
Social/Recreational Services or Supports	36.3%	44.4%	34.1%	41.1%
Personal Attendants	33.9%	35.2%	26.6%	24.0%
Specialized Transportation/Mobility Device	36.6%	31.0%	38.3%	19.4%
Financial Planning/Management	30.4%	30.4%	30.3%	17.2%
Job Development/ Employment Training/ Coaching	34.8%	23.9%	33.6%	30.9%
Academic Counseling/Tutoring	27.8%	18.0%	22.2%	20.7%
Don't Know	15.4%	17.7%	6.4%	4.4%

2013 n: 56 respondents offering 113 responses.

Source: Applied Survey Research. (2013). 2007-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Note: This was a multiple response question so percentages do not add up to 100%.

People with Any Disability by Age Group and Gender, Santa Cruz County

	2008	2009	2010	2011	2012	08-12 NET CHANGE
Under 5	0.5%	0.4%	0.5%	0.1%	1.2%	0.7
Male	0.2%	0.4%	0.0%	0.0%	0.4%	0.2
Female	0.3%	0.0%	0.5%	0.1%	0.8%	0.5
5-17	7.0%	9.4%	8.2%	4.7%	8.2%	1.2
Male	3.5%	6.5%	6.0%	2.8%	4.6%	1.1
Female	2.5%	2.9%	2.2%	1.8%	3.6%	1.1
18-34	9.6%	13.5%	13.0%	12.0%	7.5%	-2.1
Male	5.2%	6.5%	7.5%	8.5%	3.5%	-1.7
Female	4.4%	6.9%	5.5%	3.5%	4.1%	-0.3
35-64	40.0%	39.4%	40.8%	41.2%	39.8%	-0.2
Male	19.2%	18.6%	20.5%	20.3%	18.7%	-0.5
Female	20.8%	20.8%	20.3%	20.9%	21.1%	0.3
65-74	13.6%	9.0%	12.6%	13.7%	15.9%	2.3
Male	7.6%	3.6%	7.2%	6.2%	10.0%	2.4
Female	6.0%	5.4%	5.4%	7.5%	5.9%	-0.1
75 & Older	30.4%	28.5%	25.1%	28.3%	27.5%	-2.9
Male	10.0%	9.1%	9.9%	9.9%	9.8%	-0.2
Female	20.4%	19.4%	15.2%	18.3%	17.7%	-2.7
Santa Cruz County Population With Any Disability	23,078	20,875	24,009	23,242	23,706	-
Percent of Santa Cruz County Total Population with Disability	9.2%	8.2%	9.3%	8.8%	8.9%	-0.3

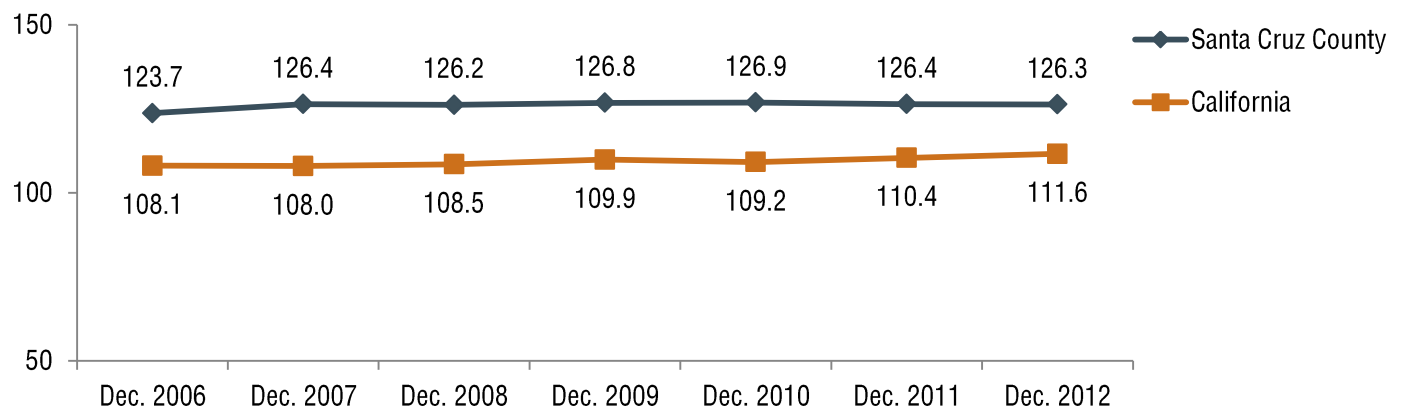
Source: U.S. Census Bureau. (2013). 2008-2012 *American Community Survey*, Disability Characteristics.

Adult Population (Ages 16-64) Employed by Disability Status

	2008	2009	2010	2011	2012	08-12 % CHANGE
With a Disability	11,677	11,349	13,719	12,793	11,920	2.1%
Worked in the past 12 months	5,450	5,125	4,815	5,801	5,304	-2.7%
Did not work in the past 12 months	6,227	6,224	8,904	6,992	6,616	6.2%
Without a Disability	165,877	166,961	171,511	172,904	173,724	4.7%
Worked in the past 12 months	139,008	133,180	130,846	129,216	135,188	-2.7%
Did not work in the past 12 months	26,869	33,781	40,665	43,688	38,536	43.4%
Percent of Disabled Workers	46.7%	45.2%	35.1%	45.3%	44.5%	-
Percent of Able Workers	83.8%	79.8%	76.3%	74.7%	77.8%	-

Source: U.S. Census Bureau. (2013). 2008-2012 American Community Survey, Disability Characteristics.

Special Education Enrollment Rate per 1,000 Students



Source: California Department of Education. (2013). 2006-2012 Special Education Division and Educational Demographics Office.

Special Education Enrollment Rate per 1,000 Students by Disability Type¹

	DEC. 2006	DEC. 2007	DEC. 2008	DEC. 2009	DEC. 2010	DEC. 2011	DEC. 2012	06-12 NET CHANGE
Autism								
Santa Cruz County	5.2	6.5	6.9	7.0	7.6	8.0	8.3	3.1
California	6.3	7.4	8.5	9.6	10.6	11.6	12.6	6.3
Emotional Disturbance								
Santa Cruz County	2.5	2.8	3.3	3.6	3.4	3.6	3.3	0.8
California	4.3	4.3	4.3	4.4	4.3	4.2	4.0	-0.3
Hard of Hearing								
Santa Cruz County	3.0	3.0	3.2	3.4	3.4	3.7	3.7	0.7
California	1.3	1.4	1.4	1.5	1.5	1.6	1.6	0.3
Mental Retardation								
Santa Cruz County	5.6	5.5	5.3	5.2	5.1	5.3	5.1	-0.5
California	6.9	6.9	6.8	6.9	6.9	7.0	7.0	0.1
Orthopedic Impairment								
Santa Cruz County	3.2	3.0	2.8	2.7	2.7	2.4	2.2	-1.0
California	2.5	2.4	2.5	2.5	2.4	2.3	2.1	-0.4
Specific Learning Disability								
Santa Cruz County	56.5	55.4	54.3	54.0	55.7	55.4	56.0	-0.5
California	48.8	47.5	46.6	46.5	44.9	44.8	44.9	-3.9
Speech or Language Impairment								
Santa Cruz County	39.1	40.4	39.6	39.8	38.2	36.6	36.6	-2.5
California	28.4	28.1	27.6	27.1	26.8	26.5	26.1	-2.3
Visual Impairment								
Santa Cruz County	1.1	1.1	1.0	0.8	0.8	0.9	0.8	-0.3
California	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.0
Other Health Impairment								
Santa Cruz County	5.6	6.8	7.7	8.2	7.9	8.3	8.4	2.8
California	6.9	7.5	8.1	8.7	9.2	10.0	10.7	3.8
Multiple Disability								
Santa Cruz County	1.4	1.3	1.4	1.4	1.4	1.5	1.5	0.1
California	0.9	0.9	0.8	0.8	0.9	0.9	1.0	0.1
Santa Cruz County Total Special Education Enrollment	4,708	4,818	4,830	4,882	4,944	4,963	5,046	-
Santa Cruz County Rate per 1,000	123.7	126.4	126.2	126.8	126.9	126.4	126.3	2.6
California Percent Rate per 1,000	108.1	108.0	108.5	109.9	109.2	110.4	111.6	3.5

Source: California Department of Education. (2013). 2006-2012 *Special Education Division and Educational Demographics Office*.

Note: Disabilities with less than 20 students were not included as small numbers are unstable and can be misinterpreted. All disabilities are included in the total.

¹Please see Appendix II for definitions of these disability types: "Autism," "Emotional Disturbance," "Hard of Hearing," "Mental Retardation," "Multiple Disability," "Orthopedic Impairment," "Other Health Impairment," "Specific Learning Disability," "Speech or Language Impairment," and "Visual Impairment."

Cabrillo College’s Disabled Student Programs and Services (DSPS) Enrollment by Type of Disability

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	06-12 NET CHANGE
Learning Disabilities (LD)	37.7%	35.7%	35.7%	37.0%	34.2%	33.0%	-4.7
Psychological Disabilities	13.0%	14.9%	14.9%	14.0%	15.0%	12.9%	-0.1
Mobility Impaired	13.0%	13.4%	13.4%	12.1%	11.8%	10.0%	-3.0
Acquired Brain Injuries (ABI)	12.7%	11.8%	11.8%	12.0%	11.7%	11.2%	-1.5
Developmentally Delayed Learners (DDL)	10.1%	9.3%	9.3%	8.4%	7.6%	8.9%	-1.2
Deafness or Other Hearing Impairments	3.4%	3.7%	3.7%	3.3%	1.7%	2.3%	-1.1
Blindness or Other Significant Visual Impairments	1.4%	1.5%	1.5%	1.4%	1.5%	1.1%	-0.3
Speech & Language Programs	0.4%	0.4%	0.4%	0.3%	0.6%	0.5%	0.1
Other Health Impairments	8.2%	9.4%	9.4%	11.5%	16.0%	20.3%	12.1
Total Number of Students Enrolled in DSPS	1,651	1,698	1,698	1,855	1,784	1,648	-

Source: Cabrillo College. (2013). *Personal Correspondence*.

UC Santa Cruz Disability Resource Center (DRC) Enrollment

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 NET CHANGE
Learning Disabilities (LD)	29.2%	26.3%	28.3%	24.1%	24.2%	20.6%	18.1%	-11.1
Attention Deficit Disorder (ADD)/Attention Deficit Hyperactivity Disorder (ADHD)	26.3%	26.9%	25.0%	26.8%	23.1%	25.9%	25.4%	-0.9
Psychological Disability	15.9%	18.9%	18.6%	22.6%	23.8%	25.8%	27.2%	11.3
Acquired Brain Injuries (ABI)	2.8%	2.7%	2.2%	0.8%	0.6%	1.3%	1.1%	-1.7
Chronic System Condition	4.0%	4.4%	7.2%	7.2%	9.6%	10.4%	11.7%	7.7
Asperger’s Syndrome or Disorder, Autism Spectrum	NA ¹	46.7%	2.8%	2.8%	3.1%	2.7%	3.8%	NA
Mobility or Orthopedic Impairment	12.7%	11.4%	9.6%	11.3%	11.5%	9.7%	8.7%	-4.0
Blind or Low Vision	1.5%	0.8%	2.4%	1.7%	2.3%	1.6%	1.7%	0.2
Hearing Impairment, Hard of Hearing, or Deaf	1.3%	1.3%	2.0%	1.7%	1.6%	1.8%	1.6%	0.3
Other Functional Disability	6.4%	5.7%	2.0%	1.4%	0.1%	0.1%	0.7%	-5.7
Total Number of Students Enrolled in DRC	472	475	544	725	685	790	878	-

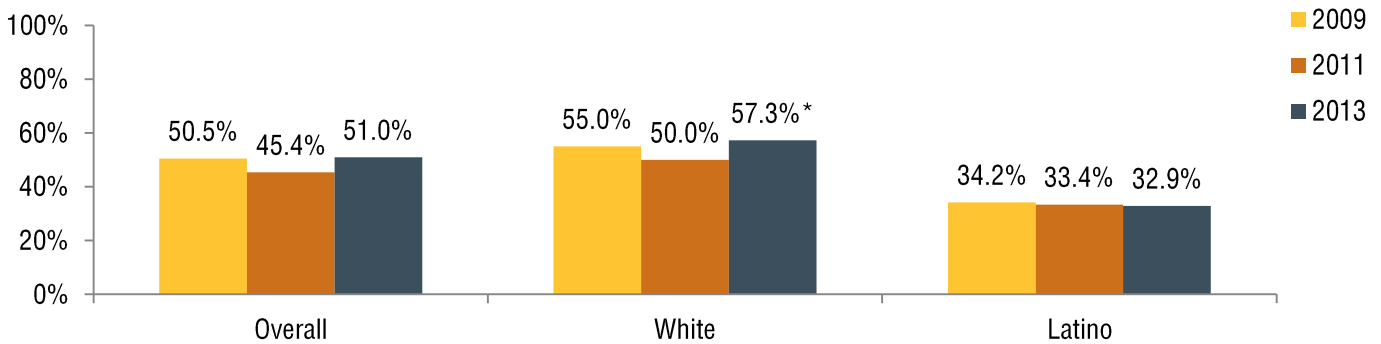
Source: State of California Postsecondary Education Commission. (2013). 2006-2013.

¹Until recently these categories were included in “other.”

Community Support

More than half (51%) of overall CAP survey respondents reported feeling that people in their neighborhood “often” helped each other in 2013. Respondents with an annual income of \$65,500 or more were significantly more likely than respondents with an income of \$34,999 or less to feel that people in their neighborhood “often” helped each other (55% and 43%, respectively).

☎ How often do you feel that people in your neighborhood help each other? (Respondents answering “Often”) By Ethnicity

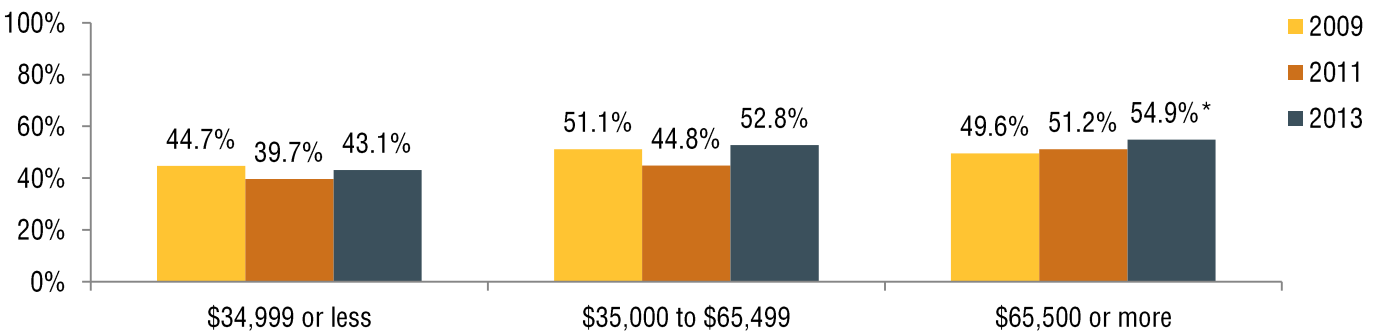


Overall 2013 n: 699; White 2013 n: 492; Latino 2013 n: 157.

Source: Applied Survey Research. (2011). 2011 Santa Cruz County Community Assessment Project, *Telephone Survey*.

*Significance testing: White respondents were significantly more likely than Latino respondents to answer that they “Often” feel that people in their neighborhood helped each other in 2013.

☎ How often do you feel that people in your neighborhood help each other? (Respondents answering “Often”) By Income Level

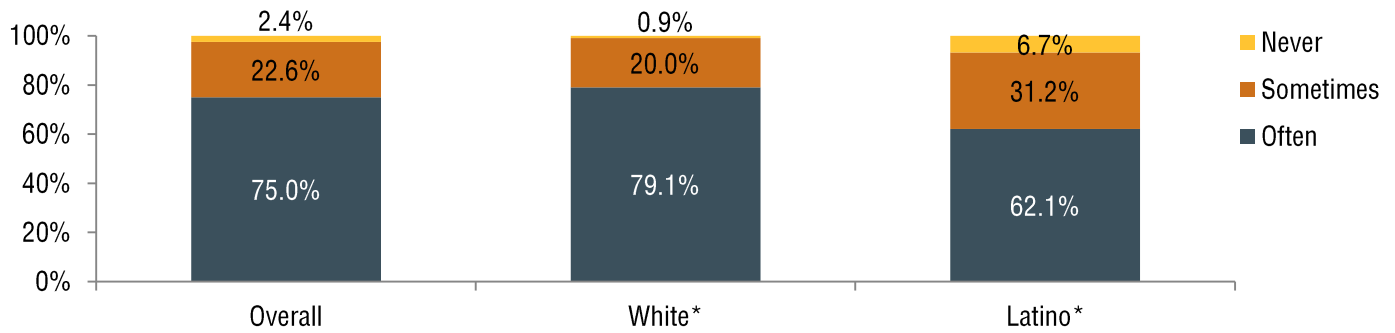


\$34,999 or Less 2013 n: 227; \$35,000 to \$65,499 2013 n: 139; \$65,000 or More 2013 n: 265.

Source: Applied Survey Research. (2013). 2009-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

*Significance testing: Respondents with an income of \$65,500 or more were significantly more likely than respondents with an income of \$34,999 or less to answer that they “Often” feel that people in their neighborhood helped each other in 2013.

☎ How often do you feel that you have someone you can turn to when you need help? - 2013



Overall 2013 n: 710; White 2013 n: 496; Latino 2013 n: 160.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

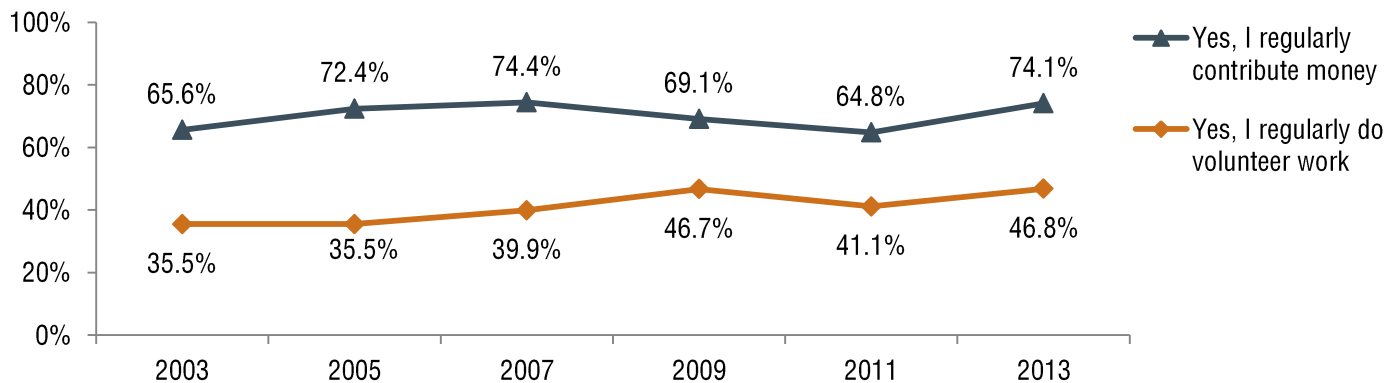
*Significance testing: Latino respondents were significantly more likely than White respondents to answer that they “Sometimes” or “Never” felt they had someone they could turn to when they needed help in 2013; White respondents were significantly more likely than Latino respondents to answer that they “Often” felt they had someone they could turn to when they needed help in 2013.

Volunteerism/Charitable Giving



Volunteerism and charitable giving are measures of people’s sense of ownership and responsibility for their community. The percentage of CAP survey respondents who indicated that they regularly did volunteer work in the community has increased from 36% in 2003 to 47% in 2013. The percentage of respondents who reported regularly contributing money to charitable organizations also increased from 66% in 2003 to 74% in 2013. Overall, charitable giving was highest in those aged 65 or older (85%), and volunteering was highest in adults 25-44 years old (50%) in 2013.

☎ Do you regularly contribute money to charitable organizations? Do you regularly do volunteer work in the community? (Respondents answering “Yes”)



Contribute Money Overall 2013 n: 710; Volunteer Overall 2013 n: 711.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

☎ Do you regularly contribute money to charitable organizations? (Respondents answering “Yes”) By Age Group

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
18-24 years	35.5%	18.0%	45.6%	28.6%	30.6%	41.9%*	6.4
25-44 years	57.9%	66.5%	73.1%	56.7%	49.7%	65.5%*	7.6
45-64 years	77.2%	81.7%	73.0%	75.2%	72.7%	75.1%*	-2.1
65 or older	84.2%	87.0%	80.7%	82.6%	78.3%	84.6%*	0.4

18-24 Years 2013 n: 29; 25-44 Years 2013 n: 177; 45-64 Years 2013 n: 294; 65 or Older 2013 n: 204.

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

*Significance testing: Respondents ages 45-64 years were significantly more likely than respondents ages 18-24 to answer that they regularly contribute money to charitable organizations in 2013. Respondents ages 65 years and older were significantly more likely than respondents ages 18-24 and respondents ages 25-44 years to answer that they regularly contribute money to charitable organizations in 2013.

☎ Do you regularly do volunteer work in the community? (Respondents answering “Yes”) By Age Group

	2003	2005	2007	2009	2011	2013	03-13 NET CHANGE
18-24 years	27.7%	18.2%	26.9%	63.8%	22.4%	45.6%	17.9
25-44 years	35.3%	35.1%	27.4%	36.0%	28.7%	50.0%	14.7
45-64 years	37.9%	39.1%	39.9%	53.9%	51.4%	46.0%	8.1
65 or older	37.9%	36.7%	51.6%	41.1%	42.8%	45.8%	7.9

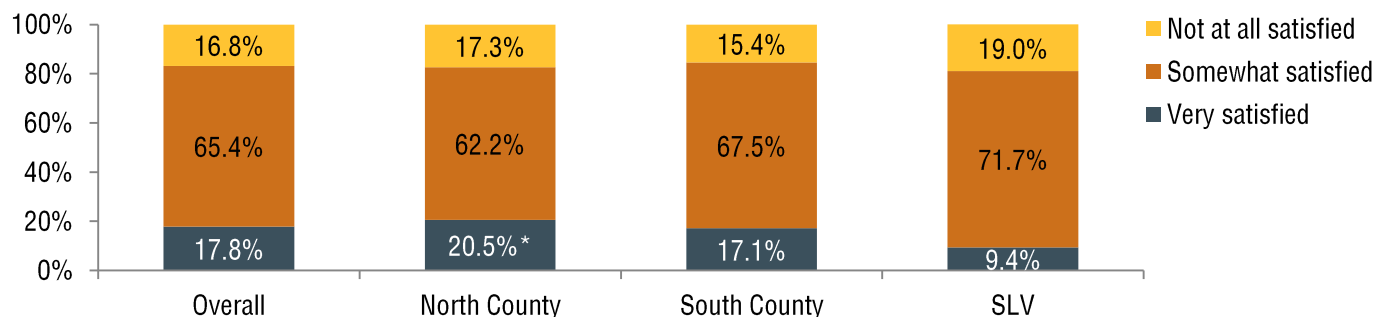
18-24 Years 2013 n: 29; 25-44 Years 2013 n: 177; 45-64 Years 2013 n: 294; 65 or Older 2013 n: 205.

Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Satisfaction with Local Government

Most 2013 CAP survey respondents (83%) indicated they were “very” or “somewhat” satisfied with the local government. However, there was a statistically significant difference between North County respondents (21%) and San Lorenzo Valley respondents (9%).

☎ How satisfied are you with local government? – 2013



Overall 2013 n: 690; North County 2013 n: 253; South County 2013 n: 233; SLV 2013 n: 201.

Source: Applied Survey Research. (2013). 2009-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

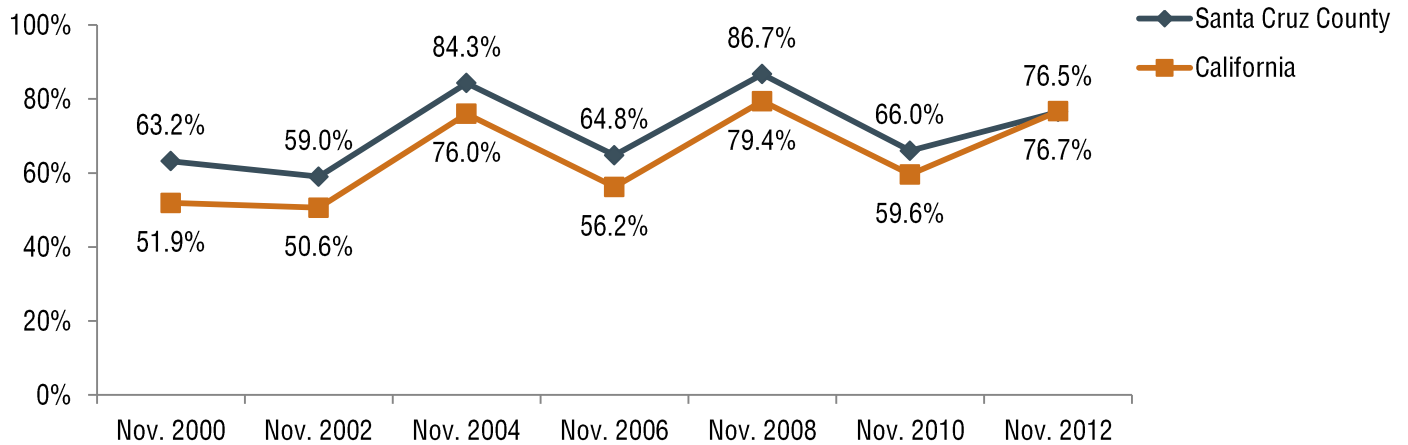
*Significance testing: North County respondents were significantly more likely than San Lorenzo Valley respondents to be “Very Satisfied” with local government in 2013.

Voting



Registered voter turnout during primary elections and special elections has been consistently higher in the county than the state. A similar percentage of registered voters turned out during the November 2012 general election in both the county and the state (77%).

Percent of Registered Voters Who Voted in General Elections



Source: California Secretary of State, Elections Division. (2013). 2000-2012.

Voter Registration and Registered Voter Turnout, General Elections

	NOV. 2000 GENERAL	NOV. 2002 GENERAL	NOV. 2004 GENERAL	NOV. 2006 GENERAL	NOV. 2008 GENERAL	NOV. 2010 GENERAL	NOV. 2012 GENERAL	00-12 % CHANGE
Registered	145,214	135,554	146,157	142,415	148,364	148,501	158,641	9.2%
Turnout	78,878	80,023	123,275	92,236	128,555	98,037	121,323	53.8%
% Santa Cruz County Turnout	63.2%	59.0%	84.3%	64.8%	86.7%	66.0%	76.5%	-
% California Turnout	51.9%	50.6%	76.0%	56.2%	79.4%	59.6%	76.7%	-

Source: California Secretary of State, Elections Division. (2013). 2000-2012.

Voter Registration and Registered Voter Turnout, Primary Elections

	MAR. 2000 PRIMARY	MAR. 2002 PRIMARY	MAR. 2004 PRIMARY	JUNE 2006 PRIMARY	FEB. 2008 PRIMARY	JUNE 2008 PRIMARY	JUNE 2010 PRIMARY	JUNE 2012 PRIMARY	00-12 % CHANGE
Registered	134,997	127,582	132,307	141,370	136,415	139,834	146,974	146,980	8.9%
Turnout	79,746	62,317	74,671	45,762	91,133	54,848	55,084	58,526	-26.6%
% Santa Cruz County Turnout	59.1%	48.8%	56.4%	32.3%	66.8%	39.2%	37.5%	39.8%	-
% California Turnout	53.9%	34.6%	44.3%	31.5%	57.7%	28.2%	33.3%	31.1%	-

Source: California Secretary of State, Elections Division. (2012). 2000-2012.

Voter Registration and Registered Voter Turnout, Special Elections

	OCT. 2003 SPECIAL	NOV. 2005 SPECIAL	MAY 2009 SPECIAL	03-09 % CHANGE
Registered	129,901	142,889	147,054	13.2%
Turnout	94,759	81,368	49,900	-47.3%
% Santa Cruz County Turnout	73.0%	56.9%	33.9%	-
% California Turnout	61.2%	50.1%	28.4%	-

Source: California Secretary of State, Elections Division. (2013). 2003-2009.

Social Activism

More than half (53%) of 2013 CAP survey respondents overall reported that in the past twelve months they had signed a petition and 38% met with, e-mailed, called, or a sent a letter to any local politician. In 2013, over 90% of respondents reported that they had voted.

In the last 12 months, have you done any of the following? By Ethnicity

	OVERALL		WHITE		LATINO	
	2011	2013	2011	2013	2011	2013
Vote ¹	NA	91.1%	NA	93.0%	NA	76.3%
Signed a petition	71.2%	53.0%	73.6%	55.2%	53.0%	38.4%
Met with, e-mailed, called or sent a letter to any local politician	54.4%	37.8%	55.8%	39.8%	33.3%	25.2%
Attended a town meeting, public hearing or public affair	46.0%	36.6%	44.8%	36.7%	58.7%	38.6%
Joined an on-line political advocacy group	29.4%	20.7%	31.8%	22.1%	4.3%	12.5%
Joined a protest or demonstration	18.1%	12.4%	17.7%	11.0%	15.4%	15.7%
Other political action	11.2%	6.5%	10.7%	7.7%	7.0%	2.7%

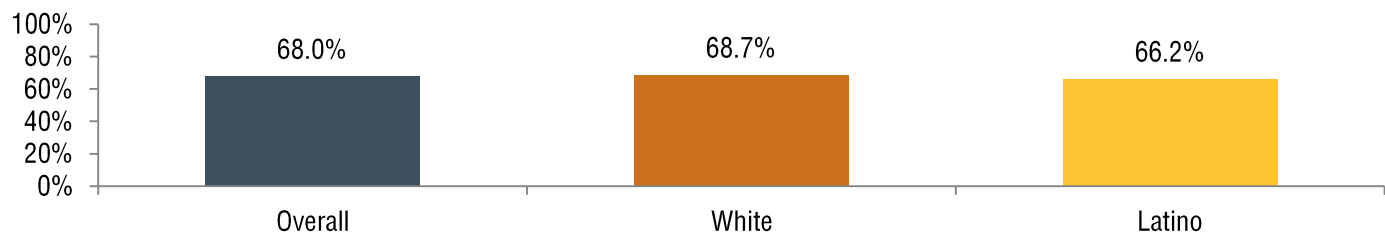
Overall 2013 n: 594; White 2013 n: 462; Latino 2013 n: 86.

Source: Applied Survey Research. (2013). 2011-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

Note: Multiple response question totals may not add up to 100%.

¹“Vote” was added as an option in 2013.

How would you rate your level of agreement with the statement, 'I know how to make a positive change in my community.'? (Respondents answering "strongly agree" and "agree") – 2013



Overall 2013 n: 682; White 2013 n: 480; Latino 2013 n: 152.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.









natural environment

natural environment

Natural Environment Snapshot of Santa Cruz County	178
Natural Environment Community Goals	178
Concern for the Environment	179
Protected Land 🟡	181
Miles of Recreation Trails	184
Farmers Market and Local Produce	185
Organic Farming	186
Farmland Acreage	187
Pesticide Use	188
Health of County Waterways	189
Beach Warnings and Closures	193
Water Pollution Reduction	194
Water Use Reduction 🟡	195
Non-Agricultural Water Use	197
Air Quality	198
Motor Vehicle Registrations	198
Roadway Congestion 🟡	199
Alternative Transportation	202
Waste Reduction	207

Natural Environment Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Concern for the Environment	Percent of CAP survey respondents who said water pollution most concerned them about the natural environment	NA	27.0%	
Organic Farming	Number of organic certified producers with more than \$5,000 in sales	NA	57	
Water Pollution Reduction	Percent of CAP survey respondents who said that they are taking steps to reduce water pollution at home or work by keeping paints and chemicals out of storm drains	NA	78.5%	NA
Roadway Congestion	Number of daily vehicle miles traveled	NA	4,961,460	

 Increasing (Upward) trend;
  Declining (Downward) trend;
  Inconclusive; variable; no clear trend;
 NA Not applicable or data unavailable.
 Green colored arrow indicates positive trend; Red colored arrow indicates negative trend.

Note: Data presented in table are the most recent data available.

Natural Environment Community Goals

GOAL: By the year 2015, reduce water pollution: health of rivers and ocean is improved by reducing erosion, chemical and biological pollution and improving riparian corridors.

- » Community Hero: Nancy Macy, Lynn McKibbin, Talitha Stills, *The Valley Women’s Club of the San Lorenzo Valley*

GOAL: By the year 2015, develop a local sustainable food system: all community members have access to affordable, locally grown food produced in a sustainable manner that preserves farmland fertility.

- » Community Hero: Nesh Dhillon, *Santa Cruz Community Farmers’ Markets*

GOAL: By the year 2015, support clean/alternative energy: use of clean alternative energy and sustainable fuels are increased through financial incentives and reduced policy barriers.

- » Community Hero: Ross Clark, Michael Issacson, John Vesecky, Tiffany Wise-West, *The Greenwharf Project*

Concern for the Environment

Community concerns can empower advocacy and grassroots organizations to create change around public health and safety issues. Therefore, it is important to identify which issues are most relevant to residents so that progressive planning for change can be implemented.²⁹ Water pollution, litter, and water availability were the top community concerns about the natural environment reported by CAP survey respondents in 2013. South County and North County residents also identified traffic as a problem, while San Lorenzo Valley residents reported homeless encampments/panhandling as one of their top concerns.

What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 5 Responses)

2003	2005	2007	2009	2011	2013
1. Pollution (16.1%)	1. Water pollution (23.7%)	1. Water pollution (22.8%)	1. Water availability (18.1%)	1. Water pollution (22.3%)	1. Water pollution (27.0%)
2. Water pollution (14.7%)	2. Traffic (17.6%)	2. Air pollution (13.8%)	2. Water pollution (15.3%)	2. Litter (10.4%)	2. Litter (16.1%)
3. Air pollution (13.0%)	3. Development of open space/ agricultural land (12.5%)	3. Traffic (13.4%)	3. Water quality (10.1%)	3. Water availability (10.0%)	3. Water availability (11.1%)
4. No preservation of natural environment (10.2%)	4. Air pollution (12.1%)	4. Development of open space/ agricultural land (13.0%)	4. Traffic (9.2%)	4. No preservation of natural environment (8.1%)	4. Traffic (10.9%)
5. Development of open space/ agricultural land (9.3%)	5. Overpopulation (11.6%)	5. Overpopulation (10.0%)	5. Litter (8.6%)	5. Drinking water quality (7.9%)	5. Air pollution (6.8%)
					5. Overpopulation (6.8%)

2013: 577 respondents offering 744 responses.

Source: Applied Survey Research. (2013). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

²⁹ Minkler, M. (2005). *Community Organizing and Community Building for Health*, (2nd Ed). Rutgers, The State University of New Jersey.

 What one thing concerns you the most about the natural environment in Santa Cruz County? (Top 4 Responses) By Region

2011			2013		
NORTH COUNTY	SOUTH COUNTY	SAN LORENZO VALLEY	NORTH COUNTY	SOUTH COUNTY	SAN LORENZO VALLEY
1. Water pollution (17.8%)	1. Water pollution (26.3%)	1. Water pollution (27.8%)	1. Water pollution (29.1%)	1. Litter (24.4%*)	1. Water pollution (27.3%)
2. Water availability (11.7%)	2. Litter (14.0%)	2. Water availability (9.8%)	2. Traffic (13.1%)	2. Water pollution (23.9%)	2. Water availability (15.6%)
3. Other (13.9%)	3. General pollution (10.8%)	3. Other (10.9%)	3. Litter (12.2%*)	3. Traffic (8.8%)	3. Homeless encampments/panhandling (10.8%)
4. Litter (8.6%)	4. No preservation of natural environment (10.7%)	4. Drinking water Quality (8.3%)	4. Water availability (12.0%)	4. Water availability (8.0%)	4. Litter (9.2%*)

North County n: 213 survey respondents offering 277 responses; South County n: 186 survey respondents offering 191 responses; SLV n: 183 survey respondents offering 235 responses.

Source: Applied Survey Research. (2013). 2011-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

*Significance testing: South County respondents were significantly more likely than North County and San Lorenzo Valley respondents be most concerned about litter in the natural environment in 2013.

Protected Land



Santa Cruz County contains a variety of open spaces, and over one-third of county land is estimated to be protected (105,584 acres in 2013). The use of protected land can vary from habitat conservation efforts to spaces created for recreational activities, such as camping. The Land Trust of Santa Cruz County acquired 8,500 new acres from Cemex Redwoods, helping to raise their acreage to 12,993 in 2012/13. There were 47,658 acres of state park land in Santa Cruz County in 2012/13.

Summary of Protected Santa Cruz County Land - Acreage

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Bureau of Land Management ²	12.6	12.6	12.6	12.6	12.6
Department of Fish & Game	1,789.0	1,857.0	1,857.0	1,865.0	1,865.0
Land Trust of Santa Cruz County	2,163.3	3,100.7	3,193.9	3,354.0	12,993.3
Midpeninsula Regional Open Space District	1,502.2	1,511.2	1,511.2	1,511.2	1,511.2
Open Space Easement ¹	3,020.3	3,001.2	3,009.0	2,909.1	2,971.5
Sempervirens Fund	1,244.0	1,575.0	1,733.0	8,802.0	9,457.0
Santa Cruz City Parks	2,458.0	2,458.0	1,782.9	1,782.9	1,704.5
Santa Cruz County Parks	1,808.5	1,808.5	1,805.5	1,400.0	1,400.0
California State Parks	47,848.0	47,848.0	48,887.0	47,658.0	47,658.0
Williamson Act	19,737.5	19,751.6	18,804.5	17,986.8	18,722.1
The Trust for Public Land ²	7,289.0	7,289.0	7,289.0	7,289.0 ²	7,289.0 ²
Total Protected Acres in Santa Cruz County	88,872.4	90,212.8	88,884.2	94,570.6	105,584.2
Total Acres in Santa Cruz County	285,710	285,710	285,713	285,713	284,909
Percent Protected Acres	33.1%	31.6%	31.1%	33.1%	37.1%
Protected Acres per 1,000 Residents	330.6	331.4	336.7	356.4	395.9

Source: California Department of Fish and Game, Land Trust of Santa Cruz County, Midpeninsula Regional Open Space District, SC Tax Assessor's Office, Sempervirens Fund, City of Santa Cruz Parks and Recreation, County of Santa Cruz: Parks, Open Space, & Cultural Services, and California State Parks. (2013). *Personal correspondence with program representative.*

California Department of Finance. (2013). *E-1: City/County Population Estimates with Annual Percent Change.*

Note: Fiscal year begins October 1 and ends September 30.

¹Please see Appendix II for definition of "Open Space Easement."

²Total is estimate based on the same acres of land protected in 2011 as previous years for the Bureau of Land Management and The Trust for Public Land.

Land Trust¹ of Santa Cruz County Acreage by Property, 2013

	ACRES	YEAR(S) PROTECTED	LOCATION
<i>Fee Title Ownership</i>			
Antonelli Pond	13.7	1982, 1989	Santa Cruz
Bean Creek Estates	18.1	2011	Scotts Valley
Bryant Habert	45.0	2010	Watsonville
Byrne Forest	322.0	1984	Corralitos
Fairway	8.2	2000	Mid-County
Ferrari	3.9	1994	Santa Cruz
Glenwood-Lot E	1.5	2003	Scotts Valley
Greenspace	0.2	1985	Soquel
Highfield	4.0	1999	Mid-County
Morgan Sandhills Preserve	189.0	2008	Scotts Valley
Milliron Forest	80.0	2008	Corralitos
Shinglemill Creek	0.1	2004	Felton
Star Creek Ranch	1,200.0	2012	Pajaro Hills
Spragens	0.6	1981	Santa Cruz
Wait Trust	3.9	2011	Watsonville
Watsonville Sloughs	442.1	2009	Watsonville
Subtotal	2,332.3	-	-
<i>Conservation Easements</i>			
Adams Ranch	76.7	2003	Soquel Hills
Alfadel	2.5	1983	Soquel Hills
Bear Creek	4.4	1994	San Lorenzo Valley
Butier	62.8	2008	Pajaro Valley
CEMEX Redwoods	8,500.0	2012	North Coast
Circle P Ranch	684.0	2000	Pajaro Valley
Connell	71.6	2009	Pajaro Valley
Crown	205.0	2009	Pajaro Valley
Davenport Bluffs	1.0	2001	North Coast
El Dorado	2.3	2003	Mid-County
Fairway	0.7	2000	Mid-County
Garooley	40.8	2009	Pajaro Valley
Glenwood	163.1	2003	Scotts Valley
Home Borina	128.8	2008	Pajaro Valley
Home Cooley	41.3	2009	Pajaro Valley
Hoyt	53.1	2008	Pajaro Valley
Johns Canyon	57.0	1999	Corralitos
Kalich	113.9	2008	Pajaro Valley
Kane	72.0	2008	Pajaro Valley
Lake Tynan Ranch	93.0	2009	Pajaro Valley
Murphy Crossing	53.8	2008	Pajaro Valley
N. Wiley	29.5	2008	Pajaro Valley
Pista Farmlands	76.0	2011	Pajaro Valley
Rowell	0.1	2002	Mid-County
S.Wiley	37.3	2008	Pajaro Valley

Conservation Easements (cont.)			
Sorensen's	60.7	1984	Alpine County
Sumner (Hidden Beach)	3.3	2003	Aptos
Swanton Road	1.7	1986	North Coast
Whitewater Cove	0.4	2003	Mid-County
Subtotal	10,636.7	-	-
MANAGED PROPERTY			
Moore Creek Preserve	85.0	1998	Santa Cruz
Total Land Trust Acres Protected by Santa Cruz County	13,054.0	-	-
Total Land Trust Acres in Santa Cruz County	12,993.3	-	-
Total Acres in Santa Cruz County	284,909	-	-
Percent Land Trust Acres	4.6%	-	-
Land Trust Acres per 1,000 residents	48.7	-	-

Source: Land Trust of Santa Cruz County. (2013). *Personal correspondence with program representative.*
 California Department of Finance. (2013). *E-1: City/County Population Estimates with Annual Percent Change.*
 †Please see Appendix II for definition of "Land Trust."
 Note: Fee title ownership is defined as the owner having complete entitlement to and direct control over the specified land.

California State Parks in Santa Cruz County- Acreage

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13
Big Basin (Rancho del Oso) ¹	18,045	18,045	18,580	18,328	18,328
Castle Rock	5,242	5,242	5,242	5,264	5,264
Castro Adobe (Rancho San Andreas)	1	1	1	1	1
Henry Cowell (Fall Creek)	4,623	4,623	4,623	4,623	4,623
Lighthouse Field	38	38	38	38	38
Manresa	138	138	138	138	138
Natural Bridges	59	59	62	62	62
New Brighton	157	157	157	157	157
Nisene Marks	10,222	10,222	10,223	10,223	10,223
Santa Cruz Mission	2	2	2	2	2
Seacliff State Beach (Rio)	87	87	87	87	87
Sunset State Beach (Palm)	300	300	300	300	300
Twin Lakes	94	94	93	93	93
Wilder Ranch (Gray Whale)	8,342	8,342	8,342	8,342	8,342
Total State Park Acres in Santa Cruz County	47,848	47,848	47,887	47,658	47,658
Total Acres in Santa Cruz County	285,710	285,710	285,713	285,713	284,909
Percent State Park Acres	16.7%	16.7%	16.8%	16.7%	16.7%
State Park Acres per 1,000 residents	178.1	175.8	181.4	179.2	178.7

Source: California State Parks Department. (2013). *Personal correspondence with program representative.*
 California Department of Finance. (2013). *E-1: City/County population estimates with annual percent change.*
 U.S. Department of Commerce. (2013). *U.S. Census Bureau, State and County QuickFacts.*
 Note: Park land acreage is based on estimates only. Precise acreage data are not available.
¹Acreage includes portions of San Mateo County and Santa Clara County.

Miles of Recreation Trails

The number of miles of recreation trails³⁰ in Santa Cruz County has increased by 21% from 269 miles in 2007 to 324 miles in 2013. The length of the Castle Rock recreation trail increased by nearly 40%, from 27 miles in 2007 to 38 miles in 2013.

Recreation Trails –Length in Miles

	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	07-13 % CHANGE
Big Basin	84.0	84.0	84.0	111.5	105.0	105.0	105.0	25.0%
Castle Rock	27.0	27.0	27.0	37.5	37.5	37.5	37.5	38.9%
Henry Cowell (Fall Creek)	35.0	35.0	35.0	45.0	45.0	45.0	45.0	28.6%
Lighthouse Field State Park	1.0	1.0	1.0	0.5	0.5	0.5	0.5	^
Manresa	0.6	0.0	0.0	0.0	0.0	0.6	0.6	^
Natural Bridges	1.0	1.0	1.0	0.0	0.0	0.0	0.0	^
New Brighton	1.5	0.5	0.5	0.5	0.5	1.5	1.5	^
Nisene Marks	45.0	25.3	25.3	32.4	32.4	45.0	45.0	0.0%
Portola Redwoods	16.5	16.5	16.5	16.0	16.0	18.0	18.0	^
Seacliff State Beach (Rio)	0.2	0.0	0.0	0.0	0.0	1.4	1.4	^
Sunset State Beach (Palm)	0.9	0.0	0.0	0.0	0.0	0.9	0.9	^
Twin Lakes	2.0	0.0	0.0	2.0	0.0	2.0	2.0	^
Wilder Ranch	53.9	53.9	53.9	53.9	53.9	66.2	66.2	22.8%
Santa Cruz County Total	268.6	244.2	244.2	299.3	290.8	323.6	323.6	20.5%
Number of People per Mile of Recreation Trail	980	1,089	1,101	910	835	827	824	-15.9%

Source: California State Parks Department. (2012). *Personal correspondence with program representative.*

California Department of Finance. (2012). E-5: *Population estimates for cities, counties, and state, 2007-2011.*

2012 and 2013 Population data: California Department of Finance. (2013). E-1: *City/County population estimates with annual percent change.*

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

³⁰ Please see Appendix II for definition of "Recreation Trails."

Farmers Market and Local Produce

Almost half (43%) of 2013 CAP survey respondents reported shopping at least once a week at a farmer’s market or local produce stand. When asked what prevents residents from using farmer’s markets or produce stands, the top responses were: “nothing prevents me,” “times are not convenient,” “location,” “cost,” and “don’t want to shop at more than one store.”

How often do you shop at farmers’ markets or local produce stands?

	2011	2013
Daily	1.8%	1.2%
More than once a week, but not daily	10.1%	15.1%
Once a week	25.6%	27.0%
More than once a month, but not every week	13.4%	10.5%
Once a month	17.3%	12.9%
Less than once a month	15.5%	12.6%
Never	16.4%	20.8%

Overall 2013 n: 708.

Source: Applied Survey Research. (2013). 2011-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

What prevents you from shopping at farmers’ market or local produce stands? (Top 5 Responses)

2011	2013
1. Times are not convenient (27.5%)	1. Nothing prevents me (32.2%)
2. Nothing prevents me (27.1%)	2. Times are not convenient (24.3%)
3. Cost (14.2%)	3. Location (16.9%)
4. Location (13.3%)	4. Cost (9.6%)
5. Don’t want to shop at more than one store (7.3%)	5. Don’t want to shop at more than one store (6.3%)

Overall 2013 n: 700 respondents offering 748 responses.

Source: Applied Survey Research. (2013). 2011-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

Organic Farming

There were 75 certified organic producers with sales exceeding more than \$5,000 in Santa Cruz County in 2011, an increase from 54 producers in 2006. There were 29 certified organic producers with sales less than \$5,000 in 2011. In recent years, acreage of organic farmland in Santa Cruz County decreased 40%, from 4,534 acres in 2010 to 2,731 acres in 2011.

Number of Certified Organic Producers (Annual Sales More Than \$5,000), By County

	2006	2007	2008	2009	2010	2011	06-11 % CHANGE
Monterey	66	69	76	74	80	79	19.7%
San Benito	29	41	43	40	45	54	86.2%
San Luis Obispo	44	49	53	50	52	59	34.1%
Santa Clara	15	12	11	10	8	17	^
Santa Cruz	54	62	63	64	73	75	38.9%

Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2013). Personal correspondence with program representative.

Note: Every person engaged in the production or handling of raw agricultural products sold as organic, retailers that are engaged in the production of products sold as organic, and retailers that are engaged in the processing (as defined by the NOP) of products sold as organic, shall register with the California State Organic Program.

If the expected organic gross sales exceed \$5,000, certification is required.

^Percent change is not calculated for numbers less than 20, small numbers are unstable and can be misinterpreted.

Number of Certified Organic Producers (Annual Sales Less Than \$5,000), By County

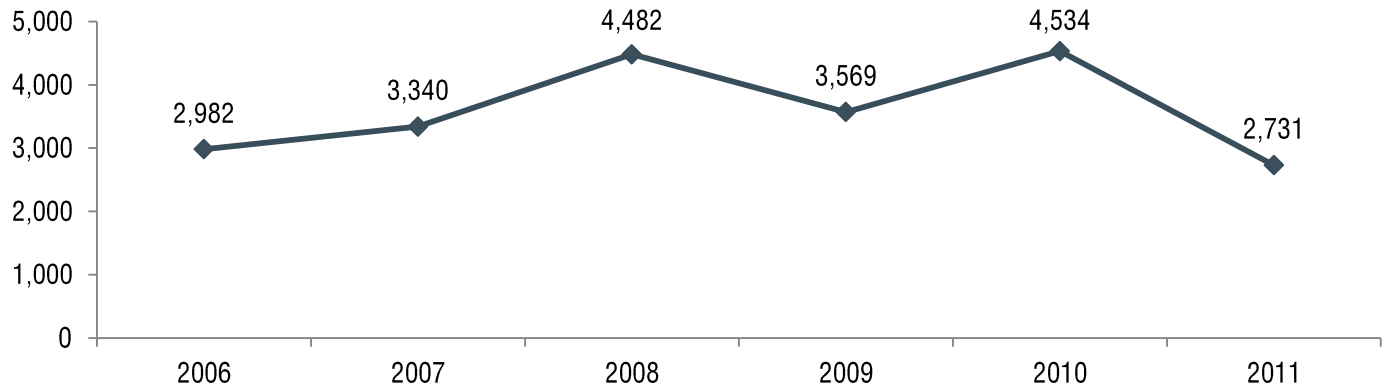
	2006	2007	2008	2009	2010	2011	06-11 % CHANGE
Monterey	14	23	23	14	13	22	^
San Benito	18	12	13	14	10	10	^
San Luis Obispo	29	32	33	32	37	37	27.6%
Santa Clara	5	6	4	6	5	7	^
Santa Cruz	38	38	30	32	26	29	-23.7%

Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2013). Personal correspondence with program representative.

Note: Every person engaged in the production or handling of raw agricultural products sold as organic, retailers that are engaged in the production of products sold as organic, and retailers that are engaged in the processing (as defined by the NOP) of products sold as organic, shall register with the California State Organic Program.

If the expected organic gross sales exceed \$5,000, certification is required.

Organic Farmland in Acres, Santa Cruz County



Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2013). *Personal correspondence with program representative.*

Total Organic Farm Gross Sales (In Millions), By County

	2006	2007	2008	2009	2010	2011	06-11 % CHANGE
Monterey	\$111,676.0	\$99,120.4	\$129,058.4	\$127,602.2	\$157,699.0	\$150,280.5	34.6%
San Benito	\$36,457.9	\$37,118.4	\$41,517.2	\$26,044.3	\$39,276.6	\$50,939.1	39.7%
San Luis Obispo	\$4,735.6	\$10,877.6	\$25,804.3	\$20,898.2	\$14,964.5	\$15,914.2	236.1%
Santa Clara	\$4,710.9	\$3,822.5	\$3,704.4	\$9,321.4	\$10,298.3	\$18,049.7	283.1%
Santa Cruz	\$25,613.6	\$25,988.1	\$43,694.8	\$44,512.5	\$54,065.2	\$65,152.8	154.4%

Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2013). *Personal correspondence with program representative.*

Farmland Acreage

Farmland acreage in Santa Cruz County declined for vegetables, apples, wine, miscellaneous fruit, and nursery and ornamental crops from 2006 to 2012, while acreage for berry production increased 35% from 2006 to 2012.

Farmland Acreage by Type of Production, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Berries	5,405	5,591	6,613	5,893	6,202	7,398	7,315	35.3%
Apple, Wine, & Misc. Fruit	3,596	3,194	3,238	3,181	3,116	3,119	2,997	-16.7%
Vegetables	9,122	8,061	7,198	7,431	7,942	7,256	6,904	-24.3%
Nursery & Ornamental Crops	1,265	1,147	1,116	1,246	1,123	1,306	1,159	-8.4%
Field Crops & Pasture Land	6,858	5,646	5,245	5,245	5,245	5,245	0 ¹	^
Santa Cruz County Total Farmland Acres	26,246	23,639	23,410	22,996	23,628	24,324	18,375	-

Source: Santa Cruz County Agricultural Commissioner. (2013). 2006-2012 *Santa Cruz County Crop Report*.

¹There were zero sales and zero acreage for field crops and pasture land reported in the Santa Cruz County 2012 Crop Report.

Agricultural Acreage Use, Santa Cruz County¹

	2002	2004	2006	2008	2010	02-10 % CHANGE
Total Important Farmland	25,275	24,605	22,757	21,828	20,577	-18.6%
Prime Farmland ²	15,540	15,212	14,712	14,357	13,817	-11.1%
Statewide Importance ²	3,367	3,268	2,913	2,706	2,449	-27.3%
Unique ²	5,557	5,367	4,610	4,249	3,763	-32.3%
Local Importance ²	811	758	522	516	548	-32.4%
Grazing Land²	16,727	16,867	17,718	17,952	18,268	9.2%
Total Acres of Agricultural Land	42,002	41,472	40,475	39,780	38,845	-7.5%
Percent Agricultural Land ¹	14.7%	14.5%	14.2%	13.9%	13.6%	-
Total Acres of Urban & Built up Land	31,092	31,421	31,705	32,013	32,750	5.3%
Percent Urban & Built up Land ¹	10.9%	11.0%	11.1%	11.2%	11.5%	-

Source: California Department of Conservation, Division of Land Resource Protection. (2013). *Santa Cruz County Land Use Conversion Reports*. Note: Due to the incorporation of digital soil survey data (SSURGO) in 2002, acreages for farmland, grazing and other land categories may differ from those published in the 2000-2002 Farmland Conversion Report. Thus, previous CAPS will contain different estimates.

Note: Data presented are newest available.

¹County acreage used to calculate percentages: 285,711 acres in 2002; 285,710 in 2004 and 2006; and 285,713 in 2008 and 2010, (provided by the Department of Conservation).

²Please see Appendix II for definitions of these types of farmland: "Farmland of Local Importance," "Farmland of Statewide Importance," "Grazing Land," "Prime Farmland," "Unique Farmland."

Pesticide Use

Pesticide use and applications may be attributed to a variety of factors, including changes in planted acreage, crop plantings, pest pressures, and weather conditions. In addition, attempts at replacing toxic pesticides used at one pound per one acre with less hazardous pest management methods require the use of several pounds per acre. This can change the number of applications or amount of pounds used without indicating an increased reliance on pesticides.

Over the past 7 years, there was an overall 2% decrease in the use of pesticides in Santa Cruz County. There were 6.1 pounds of pesticides used per county resident in 2011.

Pesticide Use, Pounds Applied, by County

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Monterey	8,628,082	8,209,012	8,680,918	7,893,327	7,788,548	8,727,883	8,578,249	-0.6%
San Mateo	275,230	365,491	288,151	306,063	242,279	276,462	282,815	2.8%
Santa Clara	951,531	1,388,327	931,916	1,173,078	679,712	1,132,356	890,845	-6.4%
Santa Cruz	1,681,344	1,722,369	1,843,886	1,653,785	1,585,810	1,030,787	1,652,522	-1.7%
Pounds of Pesticide Applied per Resident	5.9	6.0	6.4	5.8	5.9	3.8	6.1	-
California	194,310,983	189,576,939	172,163,465	161,531,155	158,168,838	174,998,605	191,969,313	-1.2%

Source: Department of Pesticide Regulation. (2013). *2005-2011 Annual Pesticide Use Report*.

California Department of Finance. (2012). *Race/ethnic population with age and sex detail, Santa Cruz County*.

Pesticide Use Per Acre (In Pounds), Santa Cruz County

	2005	2006	2007	2008	2009	2010	2011	05-11 NET CHANGE
Pounds Per Resident	5.9	6.0	6.4	5.8	5.9	3.8	6.1	0.2
Pounds Per Acre	5.8	6.0	6.5	5.8	5.6	3.6	5.8	0.0

Source: Department of Pesticide Regulation. (2013). 2005-2011 Annual pesticide use report.

California Department of Finance. (2013). Race/ethnic population with age and sex detail, Santa Cruz County, 2005-2011.

U.S. Department of Commerce. (2013). U.S. Census Bureau, State and County QuickFacts.

Pesticide Use, Number of Applications, by County

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Monterey	338,677	338,886	365,692	355,795	353,590	380,966	375,385	10.8%
San Mateo	11,683	9,257	12,370	13,206	10,301	8,694	7,366	-37.0%
Santa Clara	26,446	26,233	25,510	24,182	18,794	27,104	29,303	10.8%
Santa Cruz	26,878	27,071	27,389	24,889	24,645	21,244	27,836	3.6%
California	2,224,751	2,290,770	2,196,316	2,082,071	2,006,581	2,329,458	2,472,672	11.1%

Source: Department of Pesticide Regulation. (2013). Annual Pesticide Use Report, 2005-2011.

Note: The data do not include “over-the-counter” pesticide sales for home and business use.

Health of County Waterways

For more than 30 years, Santa Cruz County has been working to protect the region’s water sources and has been collecting water samples from beaches, lagoons and rivers.

When looking at trends in E. Coli levels at local beaches between 1998 and 2013, most beaches stayed relatively stable, Rio Del Mar Beach and Twin Lakes Beach got better, and Cowell Beach got much worse. When looking at enterococcus, most beaches stayed the same; Rio Del Mar got better; and Pajaro Dunes, New Brighton State Beach, Cowell Beach, Natural Bridges State Beach and San Vicente Beach got worse.

There were 16 river sites that were sampled and for which trend data could be calculated for turbidity and nitrate between 1998 and 2013. Of those 16 river sites, 8 exceeded established standards for turbidity (cloudiness or haziness of a liquid caused by suspended solids) and 2 exceeded established standards for nitrates which cause oxygen depletion.

Trend in Bacteria Levels at Santa Cruz County Beaches, 1998-2013

	E. COLI ¹	ENTEROCOCCUS ¹
Pajaro Dunes Beach	=	+
Sunset State Beach	=	=
Manresa State Beach	=	=
Hidden Beach	=	=
Rio del Mar Beach	-	-
Seacliff State Beach	=	=
New Brighton State Beach	=	++
Capitola City Beach	=	=
Pleasure Point Beach	=	=
Moran Lake, County Beach	=	=
Corcoran Lagoon Beach	=	=
Sunny Cove Beach	=	=
Twin Lakes State Beach	-	=
Seabright Beach	=	=
Main Beach	=	=
Cowell Beach ²	++	+
Cowell Beach ³	=	=
Lighthouse Beach	=	=
Natural Bridges State Beach	=	++
San Vicente Beach	=	+
Scott Creek Beach	=	=
Waddell Creek Beach	=	=

= Stable Trend; - Significant Trend of Decreasing Contaminant Concentration; + Significant Trend of Increasing Contaminant Concentration; ++ Very Strong Increasing Trend in Contaminant Concentration.

Source: Santa Cruz County Water Resources. (July 2013). *Personal correspondence with program representative.*

¹Please see Appendix II for definition of “E.Coli” and “Enterococcus.”

²Cowell Beach O490

³Cowell Beach O494

Note: The table consists of sites that were sampled at least 15 times.

Trend in Pollution Levels at Santa Cruz County Lagoons, 1998-2013

	TURBIDITY ¹	NITRATES ¹	E. COLI ¹	ENTEROCOCCUS ¹	TEMPERATURE
San Lorenzo Rivermouth	+		=	=	=
Aptos Creek		ND	=	=	=
Laguna Creek		=			-
Majors Creek		=			=
Moore Creek		ND	=	=	=
Porter Gulch		ND	=	=	
Soquel Creek		ND	=	=	=
Scott Creek		ND			
San Vicente Creek		=			
Waddell Creek		ND			

ND Insufficient Data to Evaluate Trend; **Blank** No Data; **Box Around Data** Exceeds Established Standard; **=** Stable Trend; **-** Significant Trend of Decreasing Contaminant Concentration; **+** Significant Trend of Increasing Contaminant Concentration.

Source: Santa Cruz County Water Resources. (July 2013). *Personal correspondence with program representative.*

Note: The table consists of sites that were sampled at least 15 times. Data not available for Nearly Lagoon.

¹Please see Appendix II for definition of “Turbidity,” “Nitrate,” “E.Coli,” and “Enterococcus.”

Trend in Pollution Levels at Santa Cruz County Rivers, 1998-2013

	TURBIDITY	NITRATE
San Lorenzo River at Broadway/Laurel Street Bridge	+	=
Branciforte Creek at San Lorenzo River	++	=
Carbonera Creek at Branciforte Creek	=	-
Carbonera Creek above Spring Lakes Creek	=	=
Branciforte Creek at Isbel Drive	=	=
San Lorenzo River at Sycamore Grove	+	+
Gold Gulch	+	=
Shingle Mill Creek	+	+
San Lorenzo River at Big Trees	++	=
Zayante Creek	=	=
San Lorenzo River above Love Creek	+	=
San Lorenzo River at River Street	+	=
Valencia Creek		=
Aptos Creek		=
Laguna Creek		=
Majors Creek		-

ND Insufficient Data to Evaluate Trend; **Blank** No Data; **Box Around Data** Exceeds Established Standard; **=** Stable Trend; **-** Significant Trend of Decreasing Contaminant Concentration; **+** Significant Trend of Increasing Contaminant Concentration; **++** Very Strong increasing trend in contaminant.

Source: Santa Cruz County Water Resources. (July 2013). *Personal correspondence with program representative.*

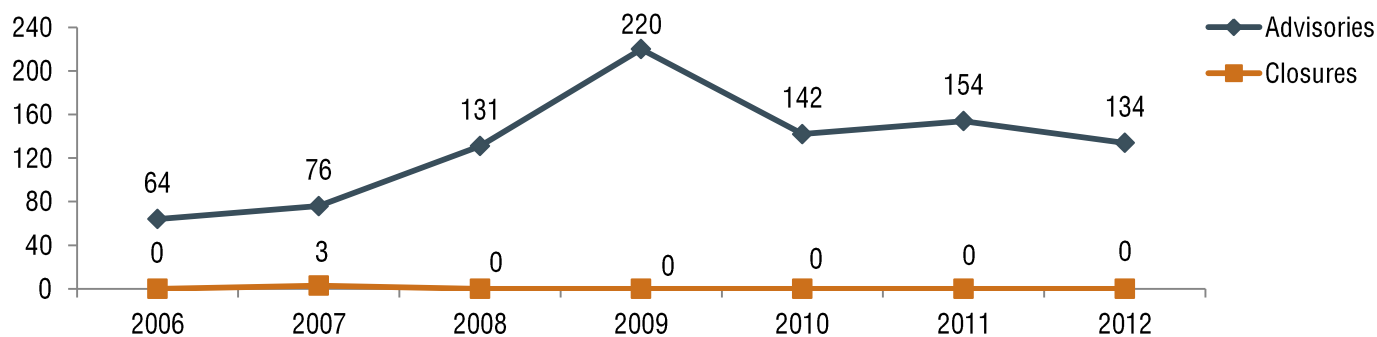
Note: The table consists of sites that were sampled at least 15 times.

Note: There was insufficient data to evaluate trends for Corralitos Creek below Browns, Brown Creek at 621 Browns V Road, Corralitos Creek at Rider Road, Bates Creek at Soquel Creek, Soquel Creek at Bates Creek, East Branch Soquel Creek at 152 Olive S. and West Branch Soquel C at San Jose Olive S. Bates Creek exceeded the established standard for nitrate but no trend data was available.

Beach Warnings and Closures

A swim advisory is issued when there are elevated bacterial levels in the water and it is recommended that individuals not have contact with the water. Overall, Santa Cruz County has experienced an increase in the number of swim advisories from 2006 to 2012, for a total of 134 advisories in 2012. Santa Cruz County’s most popular beaches, Capitola and Cowell Beach received the highest number of swim advisories in 2012. Santa Cruz County did not have any beach closures in 2012, marking the fifth consecutive year without closures.

Swim Advisories¹ and Beach Closures², Number of Days, Santa Cruz County



Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2013). *Personal correspondence with program representative.*

¹Postings are advisories to not contact the water because monitoring shows elevated bacterial levels.

²Closures are water contact prohibitions due to sewage spills.

Swim Advisories and Beach Closures, Number of Days, by Location

	2006 ADVISORIES	2007 ADVISORIES	2008 ADVISORIES	2009 ADVISORIES	2010 ADVISORIES	2011 ADVISORIES	2012 ADVISORIES
Capitola Beach	13	12	10	33	9	2	12
Corcoran Beach	0	0	0	0	0	0	0
Cowell Beach	51	31	67	172	132	117	120
Davenport	0	0	0	0	0	0	0
Mitchell's Cove	0	0	0	0	0	0	0
Moran Lake Beach	0	0	0	0	0	0	0
Natural Bridges	0	0	0	0	0	0	0
New Brighton Beach	0	0	2	0	0	0	1
Rio del Mar Beach	0	4	7	0	0	2	0
Santa Cruz Main	0	22	44	15	1	31	1
Seabright Beach	0	0	1	0	0	0	0
Seacliff Beach	0	7	0	0	0	2	0
Twin Lakes Beach	0	0	0	0	0	0	0
Santa Cruz County Total Advisories	64	76	131	220	142	154	134
Santa Cruz County Total Closures	0	3	0	0	0	0	0

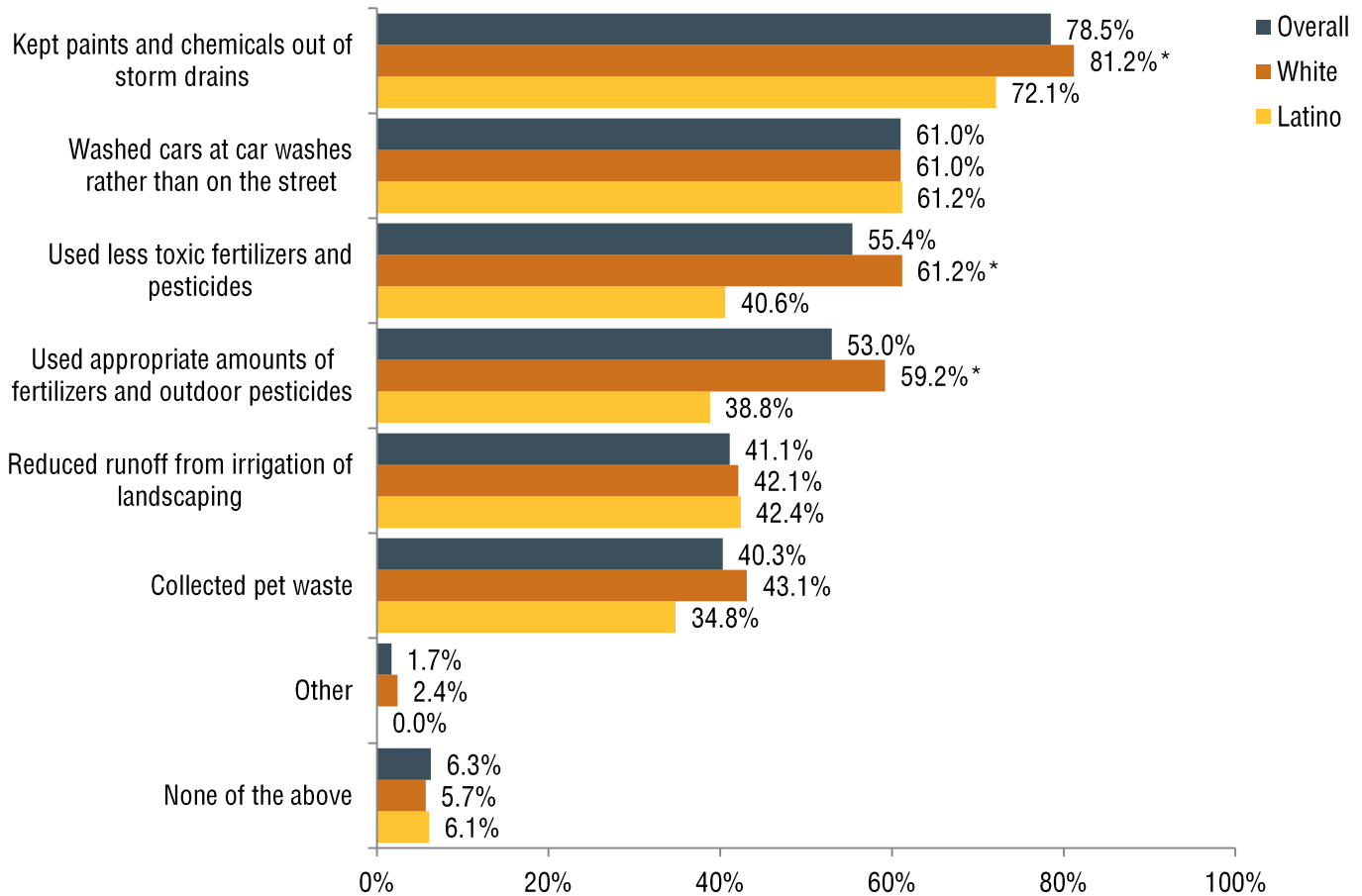
Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2013). *Personal correspondence with program representative.*

Note: Four waterflow deltas (San Lorenzo Rivermouth, Schwan Lagoon, Soquel Creek, and Aptos Creek) have permanent postings, and Neary Lagoon has a seasonal posting during winter.

Water Pollution Reduction

Over three-quarters (79%) of 2013 CAP respondents said that they were taking steps to reduce water pollution at home or work by keeping paints and chemicals out of the storm drains, followed by 61% who washed their cars at car washes rather than on the street, and 55% who used less toxic fertilizers and pesticides.

☎ Are you taking any of the following steps to reduce water pollution at your home or work? By Ethnicity – 2013



Overall n: 708 respondents offering 2,392 responses; White n: 497 offering 1,772 responses; Latino n: 157 respondents offering 466 responses.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

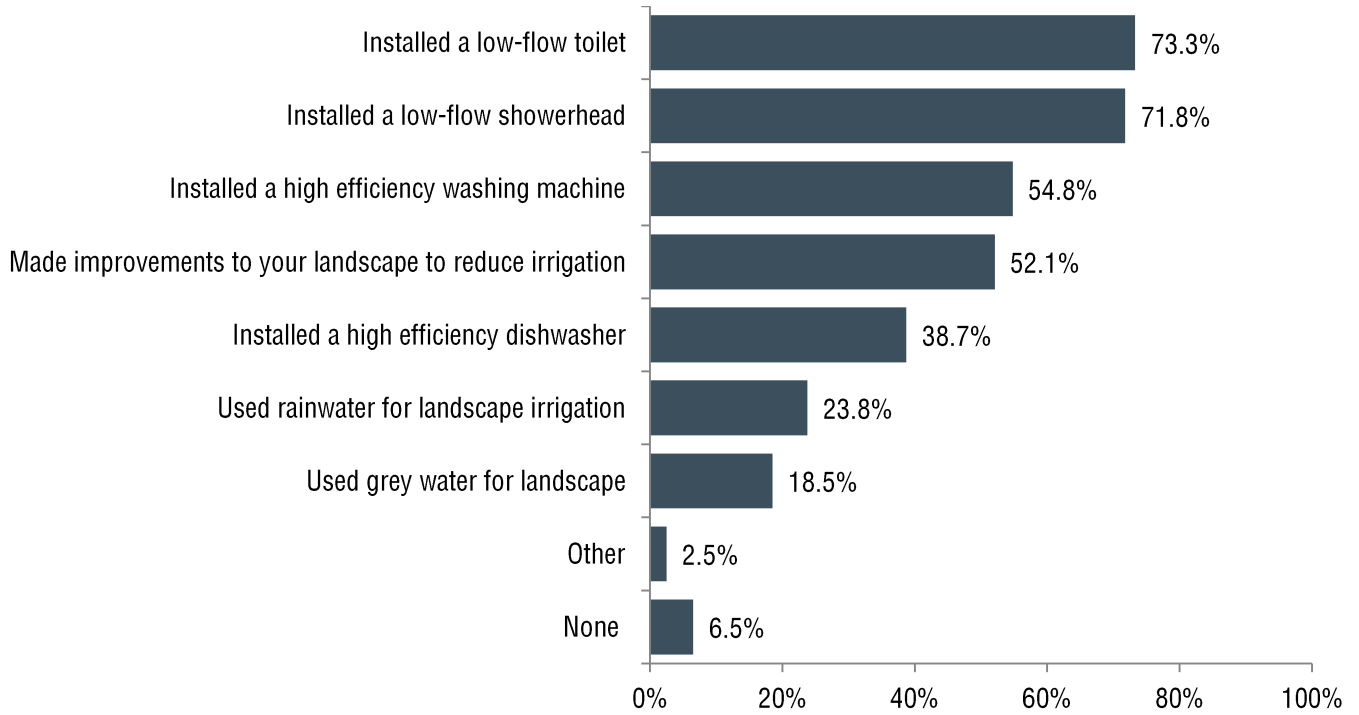
*Significance testing: White respondents were significantly more likely than Latino respondents to have kept paints and chemicals out of storm drains, used appropriate amounts of fertilizers and outdoor pesticides, and used less toxic fertilizers and pesticides in 2013.

Water Use Reduction



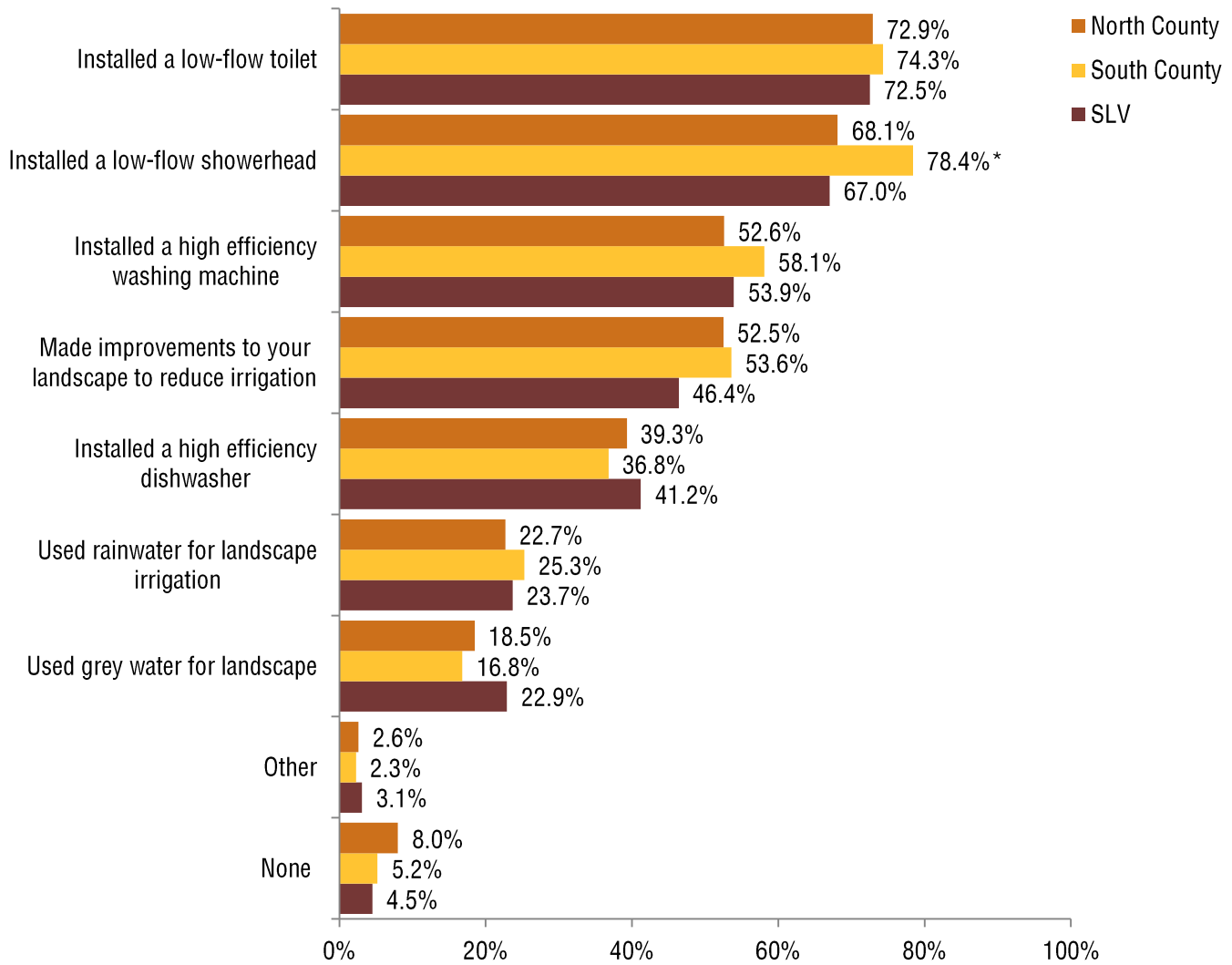
Nearly three-quarters of 2013 CAP survey respondents reported taking steps to reduce household water consumption by installing a low-flow toilet (73%) and 72% installing a low-flow showerhead.

 Are you taking any of the following steps to reduce your household water consumption? – 2013



Overall n: 697 respondents offering 2,406 responses.
 Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.
 Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

 Are you taking any of the following steps to reduce your household water consumption? By Ethnicity – 2013



North County 2013 n: 253 offering 864 responses; South County 2013 n: 234 respondents offering 823 responses; SLV 2013 n: 212 respondents offering 722 responses.

Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*Significance testing: South County respondents were significantly more likely than North County and San Lorenzo Valley respondents to have installed a low-flow showerhead in order to reduce household water consumption in 2013.

Non-Agricultural Water Use

Securing an adequate supply of water in the state of California, which often faces seasonal droughts, is important.

When looking at average daily water usage by water district, Central (rural Aptos) used the most water at an average of 494 gallons per residential service connection in 2012, and San Lorenzo Valley used the least at 227 gallons per residential connection. Over the last seven years, Scotts Valley reported the greatest decrease in water usage (25%), followed by Soquel Creek (13%).

When looking at the number of residential service connections in the county, there was an increase from 64,982 in 2006 to 66,664 connections in 2012. San Lorenzo Valley experienced the largest increase (24%) in the number of service connections between 2006 and 2012, while Watsonville saw a decrease of 6% in connections.

Average Daily Residential Water Use per Service Connection in Gallons, by Water District

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Central (Rural Aptos) ¹	418	466	500	441	450	436	494	18.2%
San Lorenzo Valley	258	225	252	233	218	213	227	-12.0%
Santa Cruz ²	368	368	371	324	323	308	328	-10.9%
Scotts Valley	368	369	355	321	297	333	276	-25.0%
Soquel Creek	270	276	266	235	218	225	235	-13.0%
Watsonville	402	422	414	388	368	414	378	-6.0%

Source: Santa Cruz County Planning Department. (2013). *Central, San Lorenzo Valley, Soquel Creek, Santa Cruz, Scotts Valley, and Watsonville Water Districts, 2006-2012.*

Note: Data for unincorporated areas are not available.

¹Starting in 2004, the number of connections only includes residential service connections.

²The daily use figure for Santa Cruz includes all commercial, industrial, governmental and residential water usage. It includes the entire University of California, which is one metered account.

Number of Service Connections, by Water District

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Central (Rural Aptos) ¹	788	726	785	784	787	812	812	3.0%
San Lorenzo Valley	5,949	5,998	7,322 ²	7,305	7,308	7,315	7,345	23.5%
Santa Cruz	24,096	24,305	24,228 ³	24,310	24,351	24,347	24,425	1.4%
Scotts Valley	3,568	3,580	3,582	3,582	3,592	3,565	3,903	9.4%
Soquel Creek	15,013	15,115	15,302	15,363	15,417	15,483	15,562	3.7%
Watsonville	15,568	15,488	15,795	15,979	15,595	14,564	14,617	-6.1%
Santa Cruz County Total⁴	64,982	65,212	67,014	67,323	67,050	66,116	66,664	2.6%

Source: Santa Cruz County Planning Department. (2013). *Central, San Lorenzo Valley, Soquel Creek, Santa Cruz, Scotts Valley, and Watsonville Water Districts, 2006-2012.*

Note: Data for unincorporated areas are not available.

¹Starting in 2004, the number of connections only includes residential service connections.

²The large increase in service connections is due to the addition of Felton to the San Lorenzo Valley Water District.

³The slight decrease is due to a new billing system as of 2008 that counts temporary accounts in a different way.

⁴Total does not include unincorporated areas or Lompico Water District.

Air Quality

The Monterey Bay Unified Air Pollution Control District is responsible for ensuring the air quality in Santa Cruz County as well as in Monterey and San Benito Counties. Residents may report a formal complaint if they have a concern about air contaminants in their neighborhood. In 2012, there were 74 air quality-related neighborhood complaints in Santa Cruz County, down from 177 reported complaints recorded in 2006. Santa Cruz and Ben Lomond/Felton/Boulder Creek had the highest number of air quality-related complaints in 2012.

Air Quality-Related Neighborhood Complaints by Area

	2006	2007	2008	2009	2010	2011	2012
Aptos	5	4	6	11	7	8	6
Ben Lomond/Felton/Boulder Creek	2	13	3	9	14	33	32
Bonny Doon	0	1	0	1	0	1	1
Capitola	2	4	4	4	5	4	3
Davenport	3	9	7	0	0	0	0
Freedom/Corralitos	0	3	1	2	2	1	0
Santa Cruz	122	66	54	63	61	52	25
Scotts Valley	4	2	2	6	2	2	0
Soquel	8	5	8	5	3	0	1
Watsonville	31	9	12	8	11	20	6
Santa Cruz County Total	177	116	97	109	105	121	74

Source: Monterey Bay Unified Air Pollution Control District. (August 2013). *Personal correspondence with program representative.*

Note Air-quality neighborhood complaint is a formal complaint concerning emissions of air contaminants including smoke, dust, or odor.

Motor Vehicle Registrations

Between 2010 and 2012, both the county and the state experienced a decrease in the number of registered vehicles per person. There were 1.11 vehicles per person for the population 16 years and over in Santa Cruz County, higher than the state at 1.05 vehicles per person in 2012.

Vehicles per Person, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Registered Vehicles ¹	243,301	241,768	241,929	241,722	242,938	241,529	240,995	-0.9%
Vehicles per Person²	1.14	1.12	1.13	1.10	1.14	1.12	1.11	-

Source: Department of Motor Vehicles, Forecasting Division. (2013). *Personal correspondence with program representative.*

U.S. Census Bureau. (2013). *American Community Survey 1-Year Estimates, Population 16 and Older.*

¹State Registered Vehicles totals include total fee paid vehicle registrations minus out of state and miscellaneous vehicles.

²Includes only residents aged 16 and older.

Vehicles per Person, California

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Registered Vehicles ¹	31,269,071	31,205,999	31,051,817	30,938,517	31,987,821	31,802,483	31,388,901	0.4%
Vehicles per Person²	1.08	1.07	1.05	1.03	1.10	1.08	1.05	-

Source: Department of Motor Vehicles, Forecasting Division. (2013). *Personal correspondence with program representative.*

U.S. Census Bureau. (2013). *American Community Survey 1-Year Estimates, Population 16 and Older.*

¹State Registered Vehicles totals include total fee paid vehicle registrations minus out of state and miscellaneous vehicles.

²Includes only residents aged 16 and older.

Roadway Congestion



Long commutes and increasing traffic can increase stress and affect the health of community members.³¹ More than half of all workers in Santa Cruz County (61%) traveled less than 25 minutes to get to work in 2012. However, nearly 10% spent one hour or more commuting.

There were 4,961,460 daily vehicle miles traveled in the county in 2011. There were 106 million gallons of gas sold in the county in 2011, as compared to 155 million gallons in Monterey and 691 million gallons in Santa Clara County.

Commute Time to Work¹, Santa Cruz County

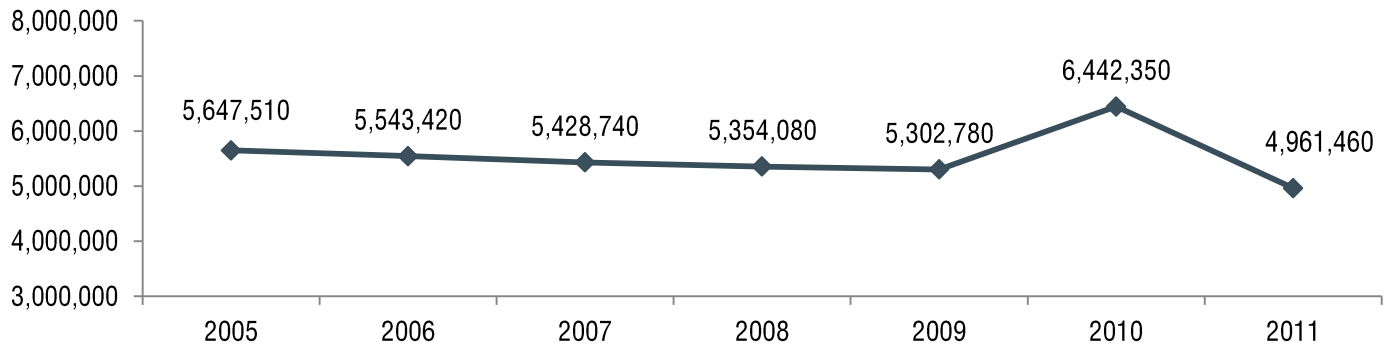
	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
0 - 14 minutes	28.8%	29.2%	27.7%	32.6%	30.3%	32.0%	27.9%	-0.9
15 - 24 minutes	30.2%	29.0%	29.7%	27.0%	29.8%	28.1%	33.3%	3.1
25- 34 minutes	14.3%	15.5%	17.4%	17.4%	14.8%	15.8%	13.4%	-0.9
35 - 59 minutes	17.3%	16.1%	14.8%	15.4%	16.5%	14.2%	15.8%	-1.5
60 minutes or more	9.5%	10.3%	10.5%	7.4%	8.6%	9.8%	9.7%	0.2
Total Respondents	112,470	115,890	119,309	109,097	107,590	117,356	121,110	-

Source: U.S. Census Bureau. (2013). 2006-2012 *American Community Survey, Travel Time to Work.*

¹Of workers 16 and older who do not work at home.

³¹ Gonzalez, O.I., Novaco, R.W. (2009). *Commuting and Well-Being. Technology and Well-Being.* Cambridge University Press.

Daily Vehicle Miles Traveled¹, Santa Cruz County



Source: California Department of Transportation. (2013). 2005- 2011 *California Public Road Data*.

¹Of workers 16 and older who do not work at home. CalTrans calculates Vehicle Miles Traveled (VMT) by multiplying the length of each given road segment by its traffic volume in a day.

Daily Vehicle Miles Traveled¹

	2005	2006	2007	2008	2009	2010	2011	05-11 % CHANGE
Capitola	146,860	146,170	146,170	146,170	146,170	146,170	146,160	0.5%
Santa Cruz	584,960	588,450	566,070	566,070	566,070	566,070	566,060	-3.2%
Scotts Valley	124,610	124,610	124,610	124,610	136,140	136,140	136,140	9.3%
Watsonville	366,270	361,010	360,500	360,500	368,170	368,170	369,910	1.0%
County—Unincorporated	1,410,240	1,396,210	1,396,220	1,393,830	1,394,100	1,394,100	1,394,100	-1.1%
State Highways	2,970,090	2,882,050	2,790,240	2,719,320	2,648,750	3,788,310	2,305,710	-22.4%
State Parks & Recreation	10,930	10,930	10,930	10,930	10,930	10,930	10,930	0.0%
University of California	33,550	33,860	33,880	32,640	32,450	32,450	32,450	-3.3%
Santa Cruz County Total²	5,647,510	5,543,290	5,428,620	5,354,070	5,302,780	6,442,350	4,961,460	-12.1%

Source: California Department of Transportation. (2013). 2005-2011 *California Public Road Data*.

¹ Of workers 16 and older who do not work at home.

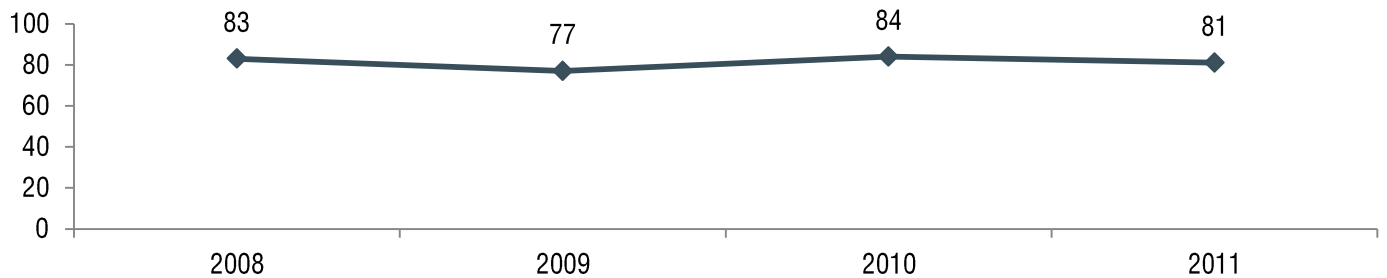
²Total includes U.S. Fish and Wildlife Service as well.

Daily Vehicle Miles Traveled, Local County Comparison

	2005	2006	2007	2008	2009	2010	2011	05-11% CHANGE
Monterey	9,875,880	9,913,340	10,008,840	9,778,090	9,984,640	10,241,360	10,199,300	3.3%
San Benito	1,445,070	1,483,230	1,394,030	1,387,040	1,375,760	1,839,140	1,346,150	-6.8%
San Mateo	18,760,410	18,269,140	18,343,970	17,820,530	17,632,700	17,400,430	19,342,190	3.1%
Santa Clara	40,849,150	42,180,970	41,859,820	41,160,710	40,695,560	39,402,370	41,250,490	1.0%
Santa Cruz	5,647,510	5,543,420	5,428,740	5,354,080	5,302,780	6,442,350	4,961,460	-12.1%
Per Capita Miles Travelled Santa Cruz County	46.1	45.6	43.8	42.2	45.7	56.3	41.0	-11.1%

Source: California Department of Transportation. (2013). 2005-2011 *California Public Road Data*.
 U.S. Census Bureau. (2013). 2005-2011 *American Community Survey, Travel Time to Work*.

Retail Fuel Stations, Santa Cruz County



Source: California Energy Commission. (2013). 2008-2011 *Retail fuel stations, survey responses and estimated totals by county*.

Retail Gasoline Sales (Millions of Gallons), Local County Comparison

	2008	2009	2010	2011
Monterey	161	154	152	155
San Benito	15	16	18	16
San Mateo	307	317	275	310
Santa Clara	728	669	621	691
Santa Cruz	101	100	103	106

Source: California Energy Commission. (2013). 2008-2011 *Retail Gasoline Sales by County*.

Retail Diesel Sales (Millions of Gallons), Local County Comparison

	2008	2009	2010	2011
Monterey	26	25	23	26
San Mateo	12	11	12	10
Santa Clara	31	27	26	28
Santa Cruz	6	5	5	6

Source: California Energy Commission. (2013). 2008-2011 *Retail Diesel Sales by County*.

Note: Data for San Benito County were included within "Other Counties" and therefore were not included in table above.

Note: Non-retail diesel sales, which comprise approximately 56% of all diesel sales, are not reported in this chart.

Alternative Transportation

The number of trips taken by bus in the county has increased by 13% from 4.8 million trips in 2006 to nearly 5.5 million trips in 2012. The biggest increase in bus trips occurred with the Highway 17 Express Bus. The number of trips taken using the Highway 17 Express Bus increased by 77%, from 191,750 trips in 2006 to 339,048 trips in 2012.

The number of bikeway miles in the county has increased by 11% between 195 bikeway miles in 2006 to 216 bikeway miles in 2012.

When looking at how people 16 years and older commuted to work between 2006 and 2012, there were increases in the number of people who drove alone (6%), and who walked (45%), but decreases in the number of people who took public transportation (-15%).

When 2013 CAP survey respondents were asked about their use of alternative transportation, differences emerged especially between Latino and White respondents. Fifty-one percent of Latino respondents reported walking, as compared to 40% of White respondents in 2013. Similarly, 32% of Latino respondents reported taking buses, as compared to 23% of Whites.

Annual Transit Ridership

	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	06-12 % CHANGE
Santa Cruz Metropolitan Transit District (SCMTD)	4,563,880 ¹	5,360,699	5,522,943	5,708,338	5,449,056	5,446,104	5,034,169	10.3%
Hwy 17 Express Bus	191,750 ¹	249,844	270,044	318,582	301,104	330,340	339,048	76.8%
Paracruz (Paratransit)	84,837	84,610	87,713	93,279	94,074	94,510	92,325	8.8%
Total Ridership²	4,840,467	5,695,153	5,880,700	6,120,199	5,844,234	5,870,954	5,465,542	12.9%

Source: Santa Cruz Metropolitan Transit District. (2013). *Personal correspondence with program representative.*

Note: Ridership refers to the number of trips taken in a specified time frame. There are currently no data available on the number of people who commute to work using carpool services or bicycles.

¹Reflects a 37-day strike.

²Santa Cruz Metropolitan Transit District reports total ridership for their fixed route service and paratransit separately.

Bikeway Miles

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola	10.8	10.8	14.6	14.6	14.6	14.6	14.6	^
Santa Cruz	54.6	54.6	56.8	57.3	57.7	57.7	57.7	5.7%
Scotts Valley	11.5	11.8	13.1	14.7	16.5	16.5	16.5	^
Watsonville	22.7	24.0	27.2	27.2	27.2	27.5	27.5	21.1%
Unincorporated	93.0	95.3	95.9	95.9	95.9	95.9	96.4	3.7%
UCSC	2.3	2.3	2.8	3.4	3.4	3.7	3.7	^
Santa Cruz County Total	194.8	198.7	210.2	213.0	215.2	215.8	216.4	11.1%

Source: Santa Cruz County Regional Transportation Commission. (2013). *Personal correspondence with program representative.*

Note: Totals are for bike paths (Class I bikeway) and bike lanes (Class II bikeway). Bike paths are counted as centerline miles and include one-way paths. Bike lanes are counted as direction miles.

^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Commuting to Work, by Mode of Transportation, Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Car, Truck, or Van – Drove Alone	86,870	85,336	90,870	84,900	80,999	90,388	91,660	5.5%
Car, Truck, or Van – Carpooled	12,285	16,120	13,368	11,670	11,659	12,235	12,299	0.1%
Public Transportation (Excluding Taxicab)	4,158	5,272	3,174	3,532	3,245	3,739	3,535	-15.0%
Walked	4,136	5,025	5,956	4,993	5,658	4,625	5,991	44.9%
Worked at Home	9,011	8,045	7,501	6,964	6,783	8,499	9,664	7.2%
Other Means ¹	5,021	4,137	5,941	4,002	6,029	6,369	7,625	51.9%
Workers 16 Years & Over	121,481	123,935	126,810	116,061	114,373	125,855	130,774	7.6%
Mean Travel Time to Work (in Minutes)	25.9	26.9	26.6	25.2	25.3	25.4	25.7	-

Source: U.S. Census Bureau. (2013). *American Community Survey, 1-Year Estimates, Selected Economic Characteristics, Table DP03, 2006-2012.*

¹Other means includes: taxicab, motorcycle, bicycle, or other means not listed.

☎ How often do you use alternative forms of transportation – carpooling, bus, bicycle, etc. – rather than driving alone?

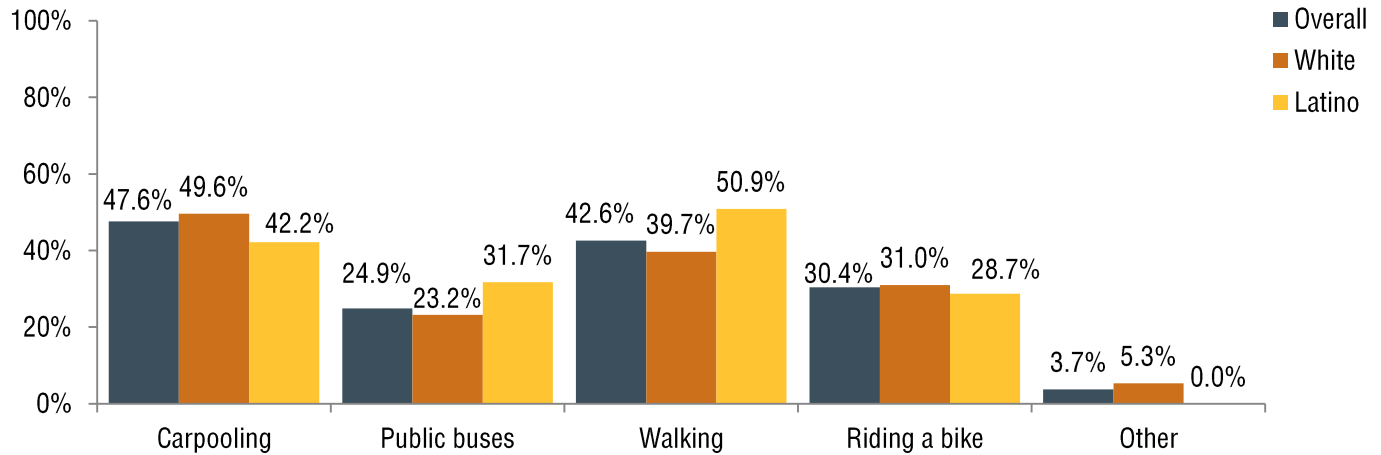
	2011	2013
Never	37.1%	41.6%
White	41.5%	42.5%
Latino	25.7%	36.3%
Every day	13.3%	13.6%
White	11.6%	13.0%
Latino	17.4%	15.6%
At least once a week, but not every day	23.0%	22.0%
White	20.4%	20.9%*
Latino	33.0%	28.6%*
A couple times a month	16.3%	14.1%
White	15.0%	13.5%
Latino	20.3%	14.9%
A couple times a year	9.1%	8.7%
White	10.7%	10.0%*
Latino	3.6%	4.6%*

2013 n: Overall n: 706; White n: 496; Latino n: 157.

Source: Applied Survey Research. (2011). 2011-2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

*Significance testing: White respondents were significantly more likely than Latino respondents to use alternative forms of transportation a couple times a year in 2013. Latino respondents were significantly more likely than White respondents to use alternative forms of transportation at least once a week, but not everyday in 2013.

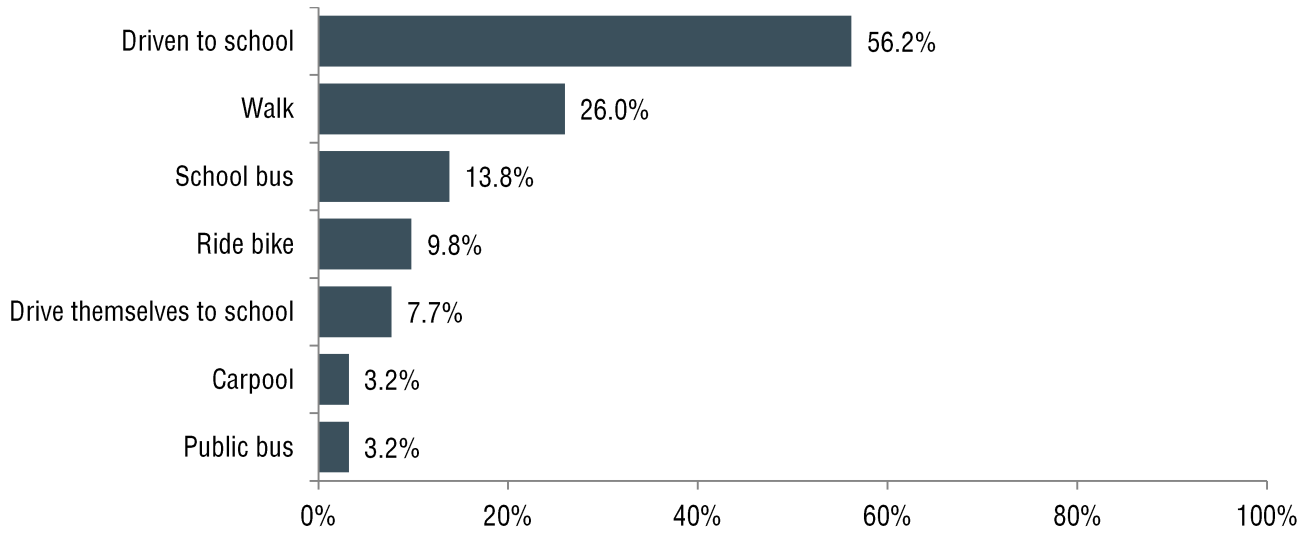
☎ What types of alternative forms of transportation do you use? – 2013



2013 Overall n: 404 respondents offering 603 responses; White n: 281 respondents offering 418 responses; Latino n: 100 respondents offering 154 responses.

Source: Applied Survey Research. (2013). 2013 *Santa Cruz County Community Assessment Project, Telephone Survey*.

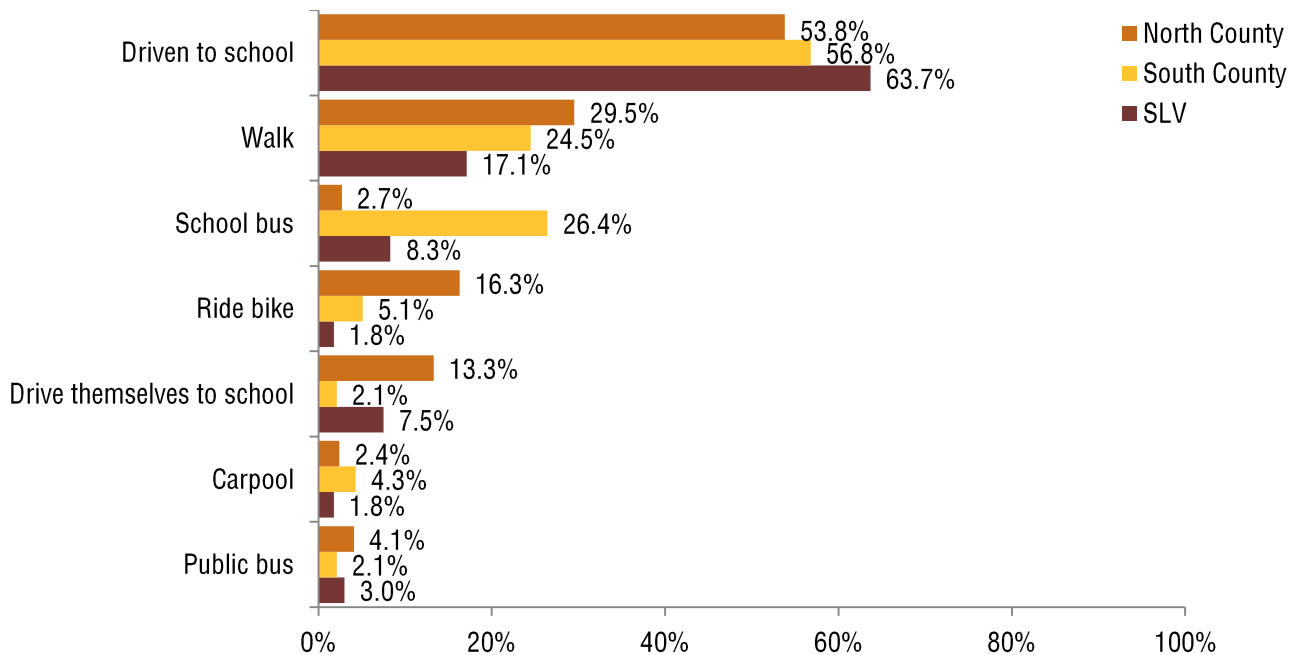
 How does your child (children) usually get to school? – 2013



Overall n: 189 respondents offering 227 responses.

Source: Applied Survey Research. (2013). *2013 Santa Cruz County Community Assessment Project, Telephone Survey.*

 How does your child (children) usually get to school? – 2013



North County n: 63 offering 78 responses; South County n: 76 respondents offering 93 responses; SLV n: 44 respondents offering 46 responses.

Source: Applied Survey Research. (2013). *2013 Santa Cruz County Community Assessment Project, Telephone Survey.*

 Which of the following would encourage your child (children) to walk or bike to school more frequently? – 2013

	PERCENT
Living closer to school	63.6%
North County	54.9%
South County	73.0%
SLV	64.4%
Increased feeling of safety from crime	28.5%
North County	27.1%
South County	34.2%
SLV	9.8%
Sidewalk or street improvements for safety	25.3%
North County	20.5%
South County	27.0%
SLV	40.8%
Traffic crossing guards on duty	19.0%
North County	14.2%
South County	27.3%
SLV	4.7%
Slower traffic speeds on streets	18.1%
North County	8.8%
South County	29.6%
SLV	11.7%
Change in attitude, so that it's a cool thing to do	10.3%
North County	7.7%
South County	14.8%
SLV	3.1%
Other	4.3%
North County	4.5%
South County	3.6%
SLV	5.9%

Overall n: 155 respondents offering 263 responses; North County n: 54 offering 75 responses; South County n: 60 respondents offering 127 responses; SLV n: 34 respondents offering 48 responses.

Source: Applied Survey Research. (2013). *2013 Santa Cruz County Community Assessment Project, Telephone Survey.*

Waste Reduction

Over the past 7 years, Santa Cruz County experienced a 26% decrease in tons of waste disposed of annually, from 221,000 tons in 2006 to 163,579 tons in 2012.

Total Annual Tons of Waste Disposal

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola	9,878	8,397	7,900	7,701	8,083	8,049	7,881	-20.2%
Santa Cruz	54,140	55,926	53,538	54,325	47,129	49,702	46,379	-14.3%
Scotts Valley	10,470	8,003	5,138	6,980	7,966	8,127	7,846	-25.1%
Watsonville	41,134	40,114	32,754	33,566	37,287	35,720	33,623	-18.3%
Unincorporated Areas	105,380	94,531	86,974	65,769	69,076	63,286	67,850	-35.6%
Santa Cruz County Total	221,000	206,972	186,304	168,342	169,540	164,883	163,579	-26.0%

Source: California Integrated Waste Management Board. (2013). *Jurisdiction diversion/disposal rate detail*.

Note: Annual tons of waste disposal by jurisdiction are rounded to the nearest ton.

Estimated Pounds of Waste Generated per Resident, per Day (Per Capita Disposal)

	2007	2008	2009	2010	2011
Capitola	4.6	4.3	4.2	4.5	4.3
Santa Cruz	5.3	5.1	5.0	4.3	4.5
Scotts Valley	3.8	2.4	3.3	3.8	3.8
Watsonville	4.2	3.5	3.5	4.0	3.8
Unincorporated Areas	3.2	2.6	2.7	2.9	2.7

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2013). *Jurisdiction diversion/disposal rate summary, 2007-2011, by jurisdiction*.

Statewide Waste Disposal

	2006	2007	2008	2009	2010	2011	2012
Per Employee Disposal (pounds/ employee/ day)	14.7	13.8	12.7	11.8	11.7	11.3	10.8
Per Resident Disposal (pounds/ resident/ day)	6.1	5.7	5.1	4.5	4.5	4.4	4.3
Total Disposal (millions of tons/ year)	41.1	39.3	35.5	31.1	30.4	29.9	29.3

Source: Source: California Department of Resources Recycling and Recovery (CalRecycle). (2013). *California's statewide per resident, per employee, and total disposal since 1989*.

Annual Residential Waste Diversion Rate (Pounds Per Person Per Day), by Jurisdiction

	2007	2008	2009	2010	2011
Capitola	4.6	4.3	4.2	4.5	4.3
Santa Cruz	5.3	5.1	5.0	4.3	4.5
Scotts Valley	3.8	2.4	3.3	3.8	3.8
Watsonville	4.2	3.5	3.5	4.0	3.8
Unincorporated Areas	3.2	2.6	2.7	2.9	2.7

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2013). *Jurisdiction diversion/disposal rate detail*.

Annual Employee Waste Diversion Rate (Pounds Per Person Per Day), by Jurisdiction

	2007	2008	2009	2010	2011
Capitola	5.9	5.6	6.0	6.6	6.1
Santa Cruz	10.9	10.4	10.7	10.3	10.3
Scotts Valley	5.6	3.7	5.4	7.2	6.8
Watsonville	9.7	8.3	8.6	10.1	9.3
Unincorporated Areas	13.1	10.3	11.9	15.1	11.5

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2013). *Jurisdiction diversion/disposal rate detail*.

Note: Employee waste diversion rates are calculated per capita if business is a leading source of a jurisdiction's waste generation.



appendices

appendices

Appendix I: Methodology	210
Appendix II: Definitions.....	212
Appendix III: Santa Cruz County Telephone Survey Results, 2013.....	217
Appendix IV: Past Community Heroes 1996-2012	233

Appendix I: Methodology

Quality of Life Indicators

The CAP community assessment model relies on clearly defined indicators in order to understand concepts or systems within the community which may be too large or complex to understand and discuss. As an example, we might ask ourselves, “Do people have adequate access to health care?” Increasing use of the emergency room for non-emergency purposes could be an indicator that they do not.

For the purposes of this project, special groups known as Technical Advisory Committees (TACs) developed over one hundred quality-of-life indicators. These committees were represented by a rich mixture of professionals, advocates, and community volunteers, all of whom were experts in the respective areas under review.

The TACs used special criteria to develop the quality of life indicators used for this project. These criteria stipulated that indicators need to be understandable to the general user and the public, responsive to change, relevant for policy decisions, and updated regularly.

Each year the CAP Steering Committee reviews the list of indicators to keep up with changes within our community.

Primary Data

Indicator Selection

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. One of the types of data gathered for this project is primary data. The only primary data are from a telephone survey of a sample of Santa Cruz County residents. There is much to be learned from people’s perceptions of their community, especially when those perceptions contradict the empirical evidence about its conditions.

In order to capture and understand the diverse perspectives of community members, Applied Survey Research conducts a telephone survey, in both English and Spanish, with 713 randomly selected county residents. The intent of the survey is to measure the opinions, attitudes, desires, and needs of a demographically representative sample of the county’s residents. Respondents are asked questions with confined options in addition to open-ended questions. The survey was conducted annually between 1995 and 2005, and biennially since 2005.

Sample Selection and Data Weighting

In 2013, 713 surveys were completed with county residents. Telephone contacts were attempted with a random sample of residents 18 years or older in Santa Cruz County. Potential respondents were selected based on phone number prefixes, and quota sampling was employed to obtain the desired geographic distribution of respondents across North County, South County, and the San Lorenzo Valley. In 2013, quotas were also set for Latino respondents in order to increase the number of Latino survey respondents. In order to address the increasing number of households without landline telephone service, the sample included wireless-only and wireless/land-line random digit dial prefixes in Santa Cruz County. All cell phone numbers were dialed manually (by hand) to comply with Telephone Consumer Protection Act (TCPA) rules. Respondents were screened for geography, as cell phones are not necessarily located where the number came from originally.

As previously mentioned, quotas were used with respect to respondents’ location of residence. The quotas were designed to obtain sufficient samples to allow generalization to the overall population within each of the three designated geographic areas (North County, South County, and the San Lorenzo Valley). This method of sampling necessitated an over-sample of the San Lorenzo Valley due to its small size in relation to the rest of the county. The over-sampling of San Lorenzo Valley allowed for reliable comparisons with the other two regions (North County and

South County). In total 713 surveys were completed, 260 in North County, 239 in South County and 214 in San Lorenzo Valley.

Data from the CAP 19 survey were “weighted” along several demographic dimensions prior to data analysis. Data weighting is a procedure that adjusts for discrepancies between demographic proportions within a sample and the population from which the sample was drawn. For example, within the CAP year 19 survey, the sample was 64% female and 36% male, whereas the population in Santa Cruz County is very near to evenly split between the two genders. When the data are weighted to adjust for the over-sampling of females, answers given by each female respondent are weighted slightly downward, and answers given by each male respondent are weighted slightly upward, thus compensating for the disproportionate sampling.

The survey data for CAP 19 were simultaneously weighted along the following demographic characteristics: gender, ethnicity, and geographic location. Weighting for both ethnicity and gender was performed to be region-specific, based on 2000 Census data, in order to account for differences across the three regions of Santa Cruz County. The weighted data were used in the generation of the overall frequency tables, and all of the cross-tabulations, with the exception of the regional cross-tabulations. For the regional cross-tabulations, the regional weights were dropped so that the San Lorenzo Valley oversample could be utilized.

There are important characteristics of weighted data that need to be mentioned. Within a weighted data set, the weights of each person’s responses are determined by that individual’s characteristics along the weighted dimensions (gender, ethnicity, geographic location). Thus, different respondents will have different weights attributed to their responses, based on each person’s intersection along the three weighted demographic dimensions.

Sample Representativeness

A sample size of 713 residents provides 95% confidence that the opinions of survey respondents do not differ from those of the general population of Santa Cruz County by more than +/- 3.7%. This “margin of error” is useful in assessing how likely it is that the responses observed in the sample would be found in the population of all residents in Santa Cruz County if every resident were to be polled. For example, within the CAP 19 sample, 80.3% of survey respondents indicated that they had health insurance. Therefore, we are 95% confident that across all residents of Santa Cruz County the percentage of people who have health insurance is between 76.6% and 84.0% (80.3% +/- 3.7%).

It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the initially stated interval of 3.7%.

It should be understood that all surveys have subtle and inherent biases. ASR has worked diligently with the CAP Steering Committee to reduce risks of bias and to eliminate identifiable biases. One remaining bias in this study appears in the area of respondent self-selection; the capturing of opinions only of those willing to contribute approximately 20 minutes of their time to participate in this community survey.

Data Analysis

Significance testing on the overall CAP 19 data was performed using proportion Z testing to determine whether differences observed within the CAP 19 data would be likely to be expected across the population of the entire county. In charts illustrating survey results, an asterisk indicates when statistically significant differences were found between survey subpopulations.

Data Presentation

Demographic breakdowns of survey results are presented on the web, as downloadable PDFs, rather than in the report. The overall results remain in the report, and demographic comparisons on key indicators appear throughout the

document. Question-by-question cross-tabulations for ethnicity, region, age, gender and income are available on the Applied Survey Research Website at: www.appliedsurveyresearch.org.

Secondary Data

Secondary data are collected from a variety of sources, including but not limited to: the U.S. Census; federal, state, and local government agencies; academic institutions; economic development groups; health care institutions; libraries; schools; local police, sheriff and fire departments; and computerized sources through online databases and the Internet.

California Health Interview Survey (CHIS)

Some responses from the CHIS are included in the health section in this report. The CHIS is the largest health survey of its kind in the nation as well as the largest telephone survey in California. The major areas covered in the survey include health-related behaviors, health insurance coverage, health status and conditions, and access to health care services. To ensure diverse populations were included in the survey, telephone interviews were conducted in six languages: English, Spanish, Chinese (Mandarin and Cantonese dialects), Vietnamese, Korean, and Khmer (Cambodian).

California Healthy Kids Survey (CHKS)

The CHKS is a comprehensive youth self-reported data collection system that provides essential and reliable health risk assessment and resilience information to schools, school districts, and communities. It is developed and conducted by a multidisciplinary team of expert researchers, evaluators, and health and prevention practitioners. The Santa Cruz County CHKS is conducted bi-annually at all public schools throughout the county.

American Community Survey (ACS)

The ACS replaced the decennial census long-form sample questionnaire. The ACS offers broad, comprehensive information on social, economic, and housing data and is designed to provide this information at many levels of geography. ACS data are updated each year and are now available in 1 year, 3 year, and 5 year estimates depending on the size of the geographic region.

Appendix II: Definitions

Demographics

FAMILY: refers to a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family. Beginning with the 1980 Current Population Survey, unrelated subfamilies (referred to in the past as secondary families) are no longer included in the count of families, nor are the members of unrelated subfamilies included in the count of family members. The number of families is equal to the number of family households; however, the count of family members differs from the count of family household members because family household members include any non-relatives living in the household.

HOUSEHOLDER: refers to the person (or one of the people) in whose name the housing unit is owned or rented (maintained) or, if there is no such person, any adult member, excluding roomers, boarders, or paid employees. If the house is owned or rented jointly by a married couple, the householder may be either spouse. The person designated as the householder is the “reference person” to whom the relationship of all other household members, if any, is recorded. The number of householders is equal to the number of households and includes those households with one single individual. The number of family householders is equal to the number of families.

Economy

MEDIAN FAMILY INCOME: divides the income distribution into two equal groups, with half of local families having incomes greater than the median and half having incomes less than the median. The median family income is the sum of monetary income received in the previous calendar year by all household members 15 years old and over, including household members not related to the householder. HUD estimates of median family income are based on 2009 ACS data. ACS data estimates are updated with national consumer price index data and trended at 3% per year from December of the base year (2009). Separate median family income estimates (MFIs) are calculated for all Metropolitan Statistical Areas (MSAs), Primary Metropolitan Statistical Areas (PMSAs) and nonmetropolitan counties (including Santa Cruz County).

MEDIAN HOUSEHOLD INCOME: similar to the median family income, the median household income divides the population into two equal groups with half of household incomes above and half below. However, the median household income includes all households, including family households, non-family households and households of single individuals.

TRANSIENT OCCUPANCY TAX: measures the taxes levied on out-of-town visitors for lodging.

Education

CALIFORNIA HIGH SCHOOL EXIT EXAM (CAHSEE): an exam that helps identify students who are not developing skills that are essential for life after high school and encourages districts to give these students the attention and resources needed to help them achieve these skills during their high schools years. Beginning with the class of 2006, all public high school students are required to pass the exam to earn a high school diploma.

COLLEGE PREPARATION COURSES: high school courses in which the student has received a minimum grade of “C” or better that are accepted by the University of California and the California State University system as meeting their minimum admission standards. This includes 2 years of History/Social Science, 4 years of English, 3 years of mathematics, 2 years of laboratory science, 2 years of a foreign language, and 2 years of college preparatory elective courses.

ENGLISH LEARNER (EL): students, formerly known as Limited-English-Proficient (LEP) students, are those students for whom there is a report of a primary language other than English on the state-approved Home Language Survey and who, on the basis of the state approved oral language (grades K-12) assessment procedures and including literacy (grades 3-12 only), have been determined to lack the clearly defined English language skills of listening comprehension, speaking, reading, and writing necessary to succeed in the school’s regular instructional programs.

SAT: a national college admissions test. It tests students’ knowledge of subjects that are necessary for college success: reading, writing, and mathematics. It is typically taken by high school juniors and seniors. In 2005 a writing section was added to the existing verbal and mathematics section, raising the total possible score to 2400. Each section of the SAT is scored on a scale of 200-800, with two writing subscores for multiple-choice questions and the essay.

Health

HEALTHY PEOPLE 2020 OBJECTIVES: a set of health objectives for the nation to achieve over the second decade of the new century. They can be used by many different people, states, communities, professional organizations and others to help develop programs to improve health. Healthy People 2020 identifies nearly 600 objectives with 1,200 measures to improve the health of all Americans. To determine the success of Healthy People, it is important to track and measure progress over time. Healthy People relies on data sources derived from: a national census of events (like the National Vital Statistics System) and nationally representative sample surveys (like the National Health Interview Survey).

REQUIRED IMMUNIZATIONS: the immunizations required for entry into California child care centers are: at least four doses of the Diphtheria, Tetanus, and Pertussis (DTP) vaccine; at least three doses of the Polio vaccine; at least one dose of the Measles, Mumps, and Rubella (MMR) vaccine; at least one dose of the Haemophilus Influenza Type B (Hib) vaccine; at least three doses of the Hepatitis B vaccine; and at least one dose of the Varicella (Chickenpox) vaccine or physician

documentation of having had chickenpox. Entry into California kindergartens requires these immunizations: at least four doses of the Diphtheria, Tetanus, and Pertussis (DTP) vaccine; at least three doses of the Polio vaccine; at least one dose of the Measles, Mumps, and Rubella (MMR) vaccine; at least three doses of the Hepatitis B vaccine; and at least one dose of the Varicella (Chickenpox) vaccine or physician documentation of having had the chickenpox. Exceptions to these requirements include permanent medical exemptions and personal belief exemptions.

Public Safety

AGGRAVATED ASSAULT: an unlawful attack or attempted attack by one person upon another for the purpose of inflicting severe or aggravated bodily injury. This type of assault is usually accompanied by the use of a weapon or by means likely to produce death or great bodily harm.

ARSON: any willful or malicious burning or attempt to burn a dwelling house, public building, motor vehicle or aircraft, personal property of another, etc.

BURGLARY: the unlawful entry of a structure to commit a felony or a theft.

CARETAKER ABSENCE OR INCAPACITY³²: [With regard to child abuse] the absence of a child's caretaker due to hospitalization, incarceration or death; incapacity of the caretaker to provide adequate care for the child due to physical or emotional illness, disabling condition, or compulsive use of alcohol or narcotics.

EMOTIONAL ABUSE³²: [With regard to child abuse] non-physical mistreatment, the results of which may be characterized by disturbed behavior on the part of the child such as severe withdrawal, bizarre behavior, hyperactivity, or dangerous behavior. Such behavior, in and of itself, is not deemed to be evidence of emotional abuse. Emotional abuse includes, but is not limited to: willfully causing or permitting any child to suffer, inflicting mental suffering, or endangering a child's emotional well-being.

EXPLOITATION³²: [With regard to child abuse] the act of forcing or coercing a child into performing activities for the benefit of the caretaker which are beyond the child's capabilities or which are illegal or degrading. This term also includes sexual exploitation.

GENERAL NEGLIGENCE³²: [With regard to child abuse] the negligent failure of a child's caretaker to provide adequate food, clothing, shelter, or supervision where no physical injury to the child has occurred.

HOMICIDE: the willful (non-negligent) killing of one human being by another. Murder and non-negligent manslaughter are included in this definition.

LARCENY: the unlawful taking, carrying, leading, or riding away of property from the possession of another (except embezzlement, fraud, forgery, and worthless checks).

MOTOR VEHICLE THEFT: the theft or attempted theft of a motor vehicle.

PHYSICAL ABUSE³²: [With regard to child abuse] a bodily injury which has been or is being inflicted by other than accidental means on a child by the child's caretaker. Physical abuse includes, but is not limited to: willful cruelty, unjustifiable punishment, or corporal punishment/injury to a child.

RAPE: the carnal knowledge of a male or female forcibly and against his/her will.

ROBBERY: the taking or attempting to take anything of value from the custody, care, or control of a person or persons by force or threat of force or violence and/or by creating fear in the victim.

³² Health and Welfare Agency Annual Statistical Report, 2002.

SEVERE NEGLECT³²: [With regard to child abuse] the negligent failure of a caretaker to protect a child from severe malnutrition, or medically diagnosed non-organic failure to thrive. Severe neglect also includes situations where a caretaker willingly causes or allows the child to be placed in a situation where his/her health is endangered. This includes, but is not limited to: intentional failure to provide necessary medical care, adequate food, clothing, or shelter.

SEXUAL ABUSE³²: [With regard to child abuse] The victimization of a child through sexual activities. These activities include, but are not limited to: molestation, indecent exposure, fondling, rape, and incest.

Social Environment

AUTISM: [With regard to students with disabilities] a developmental disability significantly affecting verbal and non-verbal communication and social interaction, generally evident before age three, that adversely affects educational performance.

CHRONICALLY HOMELESS: defined by U.S. Department of Housing and Urban Development (HUD) as an unaccompanied homeless person with a disabling condition who has been homeless for at least one year or 4 times within the past 3 years.

EMOTIONAL DISTURBANCE: [With regard to students with disabilities] a condition exhibiting one or more of the following characteristics over a long period of time and to a marked degree, which adversely affects educational performance: a) an inability to learn which cannot be explained by intellectual, sensory, or health factors; b) an inability to build or maintain satisfactory interpersonal relationships with peers and teachers; c) inappropriate types of behavior or feeling under normal circumstances; d) a general pervasive mood of unhappiness or depression; or e) a tendency to develop physical symptoms or fears associated with personal or school problems. The term includes children who are schizophrenic. The term does not include children who are socially maladjusted, unless it is determined that they exhibit one or more of the characteristics listed above.

HARD OF HEARING: [With regard to students with disabilities] a hearing impairment, whether permanent or fluctuating, which adversely affects a child's educational performance but which is not included under the definition of "deafness" in this section.

HATE CRIME: any crime motivated by the victim's race, ethnicity, religion, sexual orientation, or physical or mental disability.

HOMELESS ASSISTANCE: assistance available to CalWORKs eligible families to meet the reasonable costs of securing permanent housing, and for temporary shelter while seeking permanent housing. Families must meet the definition of homelessness, and assistance is restricted to once in a lifetime with few exceptions.

THE MCKINNEY-VENTO ACT: was the first significant federal response to homelessness and provides federal monies for homeless programming and shelter services. The McKinney-Vento act defines homelessness as:

- 1) An individual who lacks a fixed, regular and adequate nighttime residence, and
- 2) An individual who has a primary nighttime residence that is:
 - a) a supervised publicly or privately operated shelter designed to provide temporary living accommodations (including welfare hotels, congregate shelters, and transitional housing for the mentally ill);
 - b) an institution that provides a temporary residence for individuals intended to be institutionalized; or
 - c) a public or private place not designed for, or ordinarily used as, a regular sleeping accommodation for human beings.

MENTAL DISABILITY: a physical, mental, or emotional condition lasting 6 months or more that made it difficult to learn, remember, or concentrate.

MENTAL RETARDATION: [With regard to students with disabilities] significantly sub-average general intellectual function existing concurrently with deficits in adaptive behavior, and manifested during the developmental period, which adversely affects a child's educational performance.

ORTHOPEDIC IMPAIRMENT: [With regard to students with disabilities] a severe orthopedic impairment, which adversely affects a child's educational performance. The term includes impairments caused by congenital anomaly (e.g., clubfoot, absence of some member, etc.), impairments caused by disease (e.g., poliomyelitis, bone tuberculosis, etc.), and impairments from other causes (e.g., cerebral palsy, amputations, and fractures or burns which cause contractures).

OTHER HEALTH IMPAIRMENT: [With regard to students with disabilities] having limited strength, vitality or alertness, due to chronic or acute health problems such as a heart condition, tuberculosis, rheumatic fever, nephritis, asthma, sickle cell anemia, hemophilia, epilepsy, lead poisoning, leukemia, or diabetes, which adversely affects a child's educational performance.

SPECIFIC LEARNING DISABILITY: [With regard to students with disabilities] a disorder in one or more of the basic psychological processes involved in understanding or in using language, spoken or written, which may manifest itself in an imperfect ability to listen, think, speak, read, write, spell, or to do mathematical calculations. The term includes such conditions as perceptual handicaps, brain injury, minimal brain dysfunction, dyslexia, and developmental aphasia. The term does not include children who have learning problems that are primarily the result of visual, hearing, or motor handicaps, of mental retardation, of emotional disturbance or of environmental, cultural, or economic disadvantage.

SPEECH OR LANGUAGE IMPAIRMENT: [With regard to students with disabilities] a communication disorder such as stuttering, impaired articulation, language impairment, or a voice impairment, which adversely affects a child's educational performance.

VISUAL IMPAIRMENT: [With regard to students with disabilities] a visual impairment that, even with correction, adversely affects a child's educational performance. The term includes both partially seeing and blind children.

Natural Environment

E. COLI: is found in animal feces and makes its way into our lakes and ponds through rainwater runoff. People who ingest E. coli or related bacteria by swallowing water can experience stomach cramps and diarrhea. Many public swimming areas are monitored for E. coli, and beaches are closed if the number of E. coli colonies is too high.

ENTEROCOCCI: are a group of bacterial species within the Streptococcus genus, some of which (e.g. Streptococcus faecalis) are typically found in human and animal intestines and are therefore present in sewage.

FARMLAND OF LOCAL IMPORTANCE: either currently producing crops or has the capability of production. This is land other than Prime Farmland, Farmland of Statewide Importance, or Unique Farmland.

FARMLAND OF STATEWIDE IMPORTANCE: land other than Prime Farmland that has a good combination of physical and chemical characteristics for the production of crops.

GRAZING LAND: land on which vegetation, whether naturally occurring or grown through human management, is suitable for grazing or browsing of livestock. The minimum mapping unit of grazing land is 40 acres.

LAND TRUST: local organization working with private parties and public agencies to permanently protect land through purchase and/or donation.

NITRATES: Nitrogen-containing compounds found in fresh waters can cause oxygen depletion affecting aquatic organisms dependent upon the supply of oxygen. Nitrates found in bodies of water typically are a result of industrial wastewater, septic tanks, feed lot discharges, animal wastes and discharge from car exhaust. Bacteria in water quickly convert nitrites to nitrates.

OPEN SPACE EASEMENT: restrict the use of privately owned property to a particular use (generally, undeveloped) under the Open Space Easement Act of 1974. Property owners receive a property tax reduction as an incentive to preserve their property in an undeveloped condition. The Williamson Act of 1965 offered property tax reductions to private landowners contracting to preserve farmland. Each year, the county is reimbursed by the state for a portion of the tax revenue lost through Williamson Act and Open Space Easement contracts.

PRIME FARMLAND: land that has the best combination of physical and chemical characteristics for the production of crops. It has the soil quality, growing season, and moisture supply needed to produce sustained high yields of crops when treated and managed, including water management, according to current farming methods.

RECREATION TRAILS: trails set aside for non-motorized recreation activities such as hiking, biking, and horseback riding.

TURBIDITY: is the cloudiness or haziness of a liquid caused by suspended solids, generally not visible to the naked eye.

UNIQUE FARMLAND: land which does not meet the criteria for Prime Farmland or Farmland of Statewide Importance, and that has been used for the production of specific high economic value crops.

Appendix III: Santa Cruz County Telephone Survey Results, 2013

1. Which of the following areas do you live in or live closest to?

	FREQUENCY	PERCENT
City of Santa Cruz	152	21.3%
City of Watsonville	104	14.6%
Aptos	86	12.1%
San Lorenzo Valley	79	11.0%
Capitola	70	9.8%
Live Oak	47	6.6%
Scotts Valley	47	6.6%
Corralitos	35	5.0%
Freedom	30	4.2%
Soquel	23	3.3%
Davenport/Bonny Doon	13	1.8%
La Selva	8	1.1%
Felton	6	0.8%
Boulder Creek	5	0.7%
Ben Lomond	5	0.7%
Pajaro	2	0.3%
Brookdale	1	0.1%
Total	713	100.0%

2. What is your zip code?

	FREQUENCY	PERCENT
95076	161	22.6%
95060	105	14.7%
95003	86	12.1%
95062	84	11.8%
95010	70	9.8%
95066	45	6.3%
95018	35	5.0%
95006	34	4.7%
95005	24	3.4%
95073	22	3.1%
95019	16	2.2%
95017	13	1.8%
95065	12	1.7%
95077	2	0.3%
95007	1	0.1%
95041	1	0.2%
Total	712	100.0%

3. Are you a parent or guardian of a child (or children) under the age of 18?

	FREQUENCY	PERCENT
Yes	204	28.7%
No	507	71.3%
Total	711	100.0%

4a. How many children do you have in the following age groups: Birth to 5 years old

	FREQUENCY	PERCENT
1	64	73.1%
2	18	20.7%
3	4	4.8%
5	1	1.4%
Total	87	100.0%

4b. How many children do you have in the following age groups: 6-17 years old

	FREQUENCY	PERCENT
1	88	51.0%
2	65	37.3%
3	18	10.4%
4	1	0.6%
5	1	0.7%
Total	173	100.0%

5a. Are they in elementary school?

	FREQUENCY	PERCENT
Yes	117	57.5%
No	86	42.5%
Total	203	100.0%

5b. Are they in middle school?

	FREQUENCY	PERCENT
Yes	64	31.8%
No	138	68.2%
Total	202	100.0%

5c. Are they in high school?

	FREQUENCY	PERCENT
Yes	67	32.9%
No	136	67.1%
Total	203	100.0%

6a. How satisfied are you with your child (children)'s elementary school education?

	FREQUENCY	PERCENT
Very satisfied	73	63.2%
Somewhat satisfied	39	33.7%
Not at all satisfied	4	3.1%
Total	116	100.0%

6b. How satisfied are you with your child (children)'s middle school education?

	FREQUENCY	PERCENT
Very satisfied	44	71.9%
Somewhat satisfied	16	25.4%
Not at all satisfied	2	2.7%
Total	62	100.0%

6c. How satisfied are you with your child (children)'s high school education?

	FREQUENCY	PERCENT
Very satisfied	40	60.9%
Somewhat satisfied	19	29.7%
Not at all satisfied	6	9.4%
Total	65	100.0%

7. How often does (do) your MIDDLE SCHOOL age child (children) participate in activities after school?

	FREQUENCY	PERCENT
Always	23	36.8%
Sometimes	30	47.7%
Never	10	15.5%
Total	64	100.0%

8. How often does (do) your HIGH SCHOOL age child (children) participate in activities after school?

	FREQUENCY	PERCENT
Always	21	32.4%
Sometimes	29	43.8%
Never	16	23.8%
Total	66	100.0%

9. How does (do) your child (children) usually get to school?

	FREQUENCY	PERCENT
Driven to School	106	56.2%
Walk	49	26.0%
School Bus	26	13.8%
Ride Bike	18	9.8%
Drive themselves to school	15	7.7%
Carpool	6	3.2%
Public Bus	6	3.2%
Other	1	0.6%

Multiple response question with 189 respondents offering 227 responses.

9a. Which of the following would encourage your child (children) to walk or bike to school more frequently?

	FREQUENCY	PERCENT
Living closer to school	99	63.6%
Slower traffic speeds on streets	28	18.1%
Traffic crossing guards on duty	29	19.0%
Increased feeling of safety from crime	44	28.5%
Sidewalk or street improvements for safety	39	25.3%
Change in attitude, so that it's a cool thing to do	16	10.3%
Other	7	4.3%

Multiple response question with 155 respondents offering 263 responses.

10. Overall, how satisfied are you with our local system of education?

	FREQUENCY	PERCENT
Very satisfied	208	34.5%
Somewhat satisfied	316	52.4%
Not at all satisfied	79	13.1%
Total	604	100.0%

11. Do you feel you are better off financially this year than last year?

	FREQUENCY	PERCENT
Yes	233	33.0%
The Same	255	36.1%
No	218	30.9%
Total	706	100.0%

11a. Why do you feel this way? (BETTER)

	FREQUENCY	PERCENT
Worked more/employed	71	32.1%
More income	38	17.3%
Stock market/investments	14	6.3%
Economy rising	10	4.5%
The same, doing ok	9	4.2%
Wages stagnant	9	4.3%
On a fixed income/retired	8	3.4%
Stock market/investment up/housing prices up	7	3.3%
Increased taxes	6	2.8%
Cost of living increased	5	2.3%
Reduced expenses/debt	5	2.1%
Better \$ management/ saved more	5	2.3%
Overall economy has dropped/ recession	4	1.9%
Additional expenses/debt	2	0.7%
Unemployed	1	0.5%
General economy	1	0.5%
Other	30	13.7%

Multiple response question with 220 respondents offering 226 responses.

11a. Why do you feel this way? (THE SAME)

	FREQUENCY	PERCENT
The same, doing ok	136	55.9%
On a fixed income/retired	40	16.4%
Wages stagnant	16	6.7%
Cost of living increased	11	4.5%
Overall economy has dropped/ recession	10	4.2%
Unemployed	7	2.9%
Gas Prices	5	2.0%
Less employment opportunities	5	2.2%
Working less than last year/ underemployed	5	1.9%
Worked more/ employed	5	2.2%
Less income	4	1.7%
Increased taxes	4	1.7%
Additional expenses/debt	3	1.3%
Reduced expenses/debt	2	0.8%
Part-time work/ temp work/self-employed	2	0.9%
Stock market/ investments	1	0.6%
General economy	1	0.2%
Better \$ management/ saved more	1	0.5%
Other	5	2.1%

Multiple response question with 242 respondents offering 264 responses.

11a. Why do you feel this way? (NOT BETTER)

	FREQUENCY	PERCENT
Cost of living increased	58	26.7%
Less income	47	21.4%
Unemployed	35	15.9%
On a fixed income/retired	21	9.4%
Increased taxes	21	9.6%
Working less than last year/ underemployed	17	7.7%
Wages stagnant	13	6.1%
Gas prices	12	5.7%
Additional expenses/debt	10	4.4%
Less employment opportunities	10	4.5%
Overall economy has dropped/ recession	8	3.8%
The same, doing ok	7	3.2%
General economy	3	1.3%
Stock market/ investments	2	1.1%
Part-time work/ temp work/ self-employed	2	1.1%
Other	17	7.9%

Multiple response question with 218 respondents offering 283 responses.

12. Do you feel you have opportunities to work in the Santa Cruz area?

	FREQUENCY	PERCENT
Yes	401	62.8%
No	237	37.2%
Total	638	100.0%

13. In any given month in the last 12 months, did you find yourself having to go without food?

	FREQUENCY	PERCENT
Yes	41	5.8%
No	672	94.2%
Total	713	100.0%

14. In any given month in the last 12 months, did you find yourself having to go without rent or housing?

	FREQUENCY	PERCENT
Yes	42	5.8%
No	671	94.2%
Total	713	100.0%

15. In any given month in the last 12 months, did you find yourself having to go without utilities?

	FREQUENCY	PERCENT
Yes	45	6.3%
No	667	93.7%
Total	712	100.0%

16. In the past 12 months, did you apply for public or government assistance?

	FREQUENCY	PERCENT
Yes	55	40.2%
No	82	59.8%
Total	138	100.0%

16a. If you went without basic needs, why did you not get help from any social service program?

	FREQUENCY	PERCENT
I didn't know where to get help	4	5.5%
I applied for public assistance, but did not qualify	9	11.6%
I didn't want to	36	46.7%
Other	29	37.7%

Multiple response question with 77 respondents offering 78 responses.

17. How much of your total household take-home pay (income after taxes) goes to rent or housing costs?

	FREQUENCY	PERCENT
30% or less	328	52.6%
Between 31%- 49%	121	19.4%
Between 50% - 74%	127	20.4%
75% or more	48	7.6%
Total	624	100.0%

18. In the past 12 months, due to the cost of housing, have you or anyone living with you needed to do any of the following?

	FREQUENCY	PERCENT
Share housing with other families	113	16.2%
Live temporarily with family/friends	104	15.0%
Rent out rooms in your house	63	9.1%
Live in an overcrowded unit	34	4.9%
Move out when you didn't want to	34	4.9%
Live in a housing unit without adequate plumbing or heat	18	2.6%
Experience foreclosure	18	2.6%
None of the above	487	70.0%
Something else/ other	9	1.2%

Multiple response question with 695 respondents offering 880 responses.

19. Have you been without housing in Santa Cruz County during the past year?

	FREQUENCY	PERCENT
Yes	10	1.5%
No	702	98.5%
Total	712	100.0%

20. Is anyone staying at your address on a temporary basis who otherwise might be considered homeless?

	FREQUENCY	PERCENT
Yes	65	9.1%
No	647	90.9%
Total	712	100.0%

21. How would you describe, in general, your overall health?

	FREQUENCY	PERCENT
Excellent	152	21.3%
Very good	220	30.8%
Good	216	30.4%
Fair	83	11.6%
Poor	42	5.8%
Total	712	100.0%

22. Do you have a regular source of health care?

	FREQUENCY	PERCENT
Yes	622	87.6%
No	88	12.4%
Total	711	100.0%

22a. If you have a regular source of health care, where do you go?

	FREQUENCY	PERCENT
Private practice	465	75.5%
Urgent care clinics	13	2.1%
Emergency room	4	0.7%
Community and County clinics	95	15.5%
Alternative care practices	1	0.2%
Out of county	29	4.7%
Other	9	1.4%
Total	615	100.0%

22b. If no, where do you go?

	FREQUENCY	PERCENT
Private practice	23	31.5%
Urgent care clinics	12	16.0%
Emergency room	13	17.6%
Community and County clinics	18	24.0%
Alternative care practices	3	4.7%
Out of county	4	5.2%
Other	0	0.0%
I don't go to	1	1.0%
Total	73	100.0%

23. Do you use the emergency room (ER) for your main source of health care?

	FREQUENCY	PERCENT
Yes	66	9.3%
No	643	90.7%
Total	709	100.0%

24. Have you needed health care in the past year?

	FREQUENCY	PERCENT
Yes	487	68.5%
No	224	31.5%
Total	712	100.0%

24a. Were you able to receive the health care you needed?

	FREQUENCY	PERCENT
Yes	469	96.6%
No	17	3.4%
Total	486	100.0%

24b. If you needed health care and were unable to receive it, why couldn't you receive it?

	FREQUENCY	PERCENT
No insurance	1	4.1%
Insurance wouldn't cover it	1	7.9%
Couldn't afford Co-pay	3	20.0%
Couldn't afford the premium	1	4.1%
Too expensive	8	50.1%
Medi-Cal/MediCruz problems	1	7.9%
Other	1	6.0%
Total	16	100.0%

25. Do you currently have health insurance?

	FREQUENCY	PERCENT
Yes	591	83.8%
No	114	16.2%
Total	705	100.0%

26a. Does your health insurance cover prescriptions?

	FREQUENCY	PERCENT
Yes	535	92.8%
No	41	7.2%
Total	576	100.0%

26b. Does your health insurance cover mental health?

	FREQUENCY	PERCENT
Yes	354	84.2%
No	67	15.8%
Total	421	100.0%

26c. Does your health insurance cover dental care?

	FREQUENCY	PERCENT
Yes	333	58.1%
No	240	41.9%
Total	573	100.0%

26d. Does your health insurance cover drug and alcohol services?

	FREQUENCY	PERCENT
Yes	223	69.5%
No	98	30.5%
Total	321	100.0%

27.01 How many of your children aged birth to 5 years old have health insurance?

	FREQUENCY	PERCENT
0	5	6.3%
1	60	69.0%
2	17	19.9%
3	4	4.8%
Total	87	100.0%

27.02 How many of your children aged 6 to 17 years old have health insurance?

	FREQUENCY	PERCENT
0	12	6.8%
1	81	46.9%
2	64	36.8%
3	15	8.8%
4	1	0.6%
Total	173	100.0%

28. Have you needed dental care in the past year?

	FREQUENCY	PERCENT
Yes	523	73.4%
No	190	26.6%
Total	713	100.0%

28a. Were you able to receive the dental care you needed?

	FREQUENCY	PERCENT
Yes	448	85.8%
No	74	14.2%
Total	522	100.0%

28b. If you needed dental care and were unable to receive it, why couldn't you receive it?

	FREQUENCY	PERCENT
Couldn't afford premiums	7	9.2%
Couldn't afford co-pay	1	1.9%
Insurance wouldn't cover it	9	11.7%
No insurance	13	17.3%
Too expensive	39	52.8%
Other	5	7.2%
Total	74	100.0%

29. Has a doctor ever told you that you have diabetes or pre-diabetes?

	FREQUENCY	PERCENT
Yes	113	15.9%
No	598	84.1%
Total	711	100.0%

29a. If a doctor has told you that you have diabetes or pre-diabetes, were you told it was:

	FREQUENCY	PERCENT
Type 1 diabetes	7	6.4%
Type 2 diabetes	54	52.2%
Gestational diabetes	1	0.6%
Pre-diabetes	42	40.8%
Total	103	100.0%

30. During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities?

	FREQUENCY	PERCENT
Yes	88	12.4%
No	622	87.6%
Total	710	100.0%

31. Have you needed mental health treatment (counseling or other help) in the last 12 months?

	FREQUENCY	PERCENT
Yes	82	11.6%
No	628	88.4%
Total	710	100.0%

31a. Did you receive the mental health treatment you needed? Counseling or other help?

	FREQUENCY	PERCENT
Yes	72	87.2%
No	11	12.8%
Total	82	100.0%

31b. Why didn't you receive the mental health treatment you needed?

	FREQUENCY	PERCENT
Insurance wouldn't cover it	3	29.3%
Lack of services or services unavailable	3	27.9%
Couldn't afford it	2	21.5%
There were waiting lists	1	9.8%
Didn't want people to find out	1	10.9%
Other	2	22.9%

Multiple response question with 11 respondents offering 13 responses.

32. How many days per week do you engage in physical activity for a combined total of 30 minutes or more?

	FREQUENCY	PERCENT
None	60	8.5%
1 - 2 Days	106	14.9%
3 - 4 Days	203	28.5%
5 or more days	343	48.2%
Total	711	100.0%

33. How many times in the past 7 days did you eat fast food?

	FREQUENCY	PERCENT
0	432	60.9%
1	159	22.4%
2	59	8.4%
3	27	3.8%
4	18	2.6%
5	5	0.8%
6	3	0.4%
7	6	0.8%
Total	709	100.0%

34. How many days in the past 7 days did you eat 5 or more servings of fruits and vegetables a day?

	FREQUENCY	PERCENT
0	81	11.5%
1	27	3.8%
2	48	6.8%
3	53	7.5%
4	92	13.0%
5	77	10.9%
6	24	3.4%
7	305	43.1%
Total	706	100.0%

35-36. Body Mass Index in adults

	FREQUENCY	PERCENT
Low BMI (Less than 18.5)	9	1.4%
Normal BMI (18.5 -24.9)	257	37.5%
Overweight (BMI 25.0 -29.9)	255	37.2%
Obese (BMI 30.0 or more)	164	23.9%
Total	685	100.0%

37. Considering all types of alcoholic beverages, during the past 30 days about how many times did you have 5 or more drinks on an occasion?

	FREQUENCY	PERCENT
0	601	85.2%
1	42	6.0%
2	13	1.8%
3	12	1.7%
4	9	1.3%
5	11	1.5%
6	4	0.6%
7	1	0.1%
8	3	0.5%
10	3	0.4%
15	0	0.1%
16	1	0.1%
20	2	0.3%
30	3	0.4%
60	1	0.1%
Total	705	100.0%

38. During the past 30 days, on how many days have you taken a prescription drug without a doctor's prescription?

	FREQUENCY	PERCENT
0	690	97.2%
1	2	0.4%
2	3	0.4%
3	0	0.0%
4	2	0.3%
7	1	0.1%
10	1	0.1%
15	1	0.1%
30	10	1.4%
Total	710	100.0%

39. How acceptable do you think it is for adults to provide alcohol to underage youth in their home?

	FREQUENCY	PERCENT
Very acceptable	12	1.7%
Somewhat acceptable	103	14.6%
Not at all acceptable	587	83.7%
Total	702	100.0%

40. How acceptable do you find the use of marijuana for recreational or non-medicinal use?

	FREQUENCY	PERCENT
Very acceptable	132	19.4%
Somewhat acceptable	211	31.1%
Not at all acceptable	336	49.5%
Total	679	100.0%

41. How concerned are you about crime in Santa Cruz County?

	FREQUENCY	PERCENT
Very concerned	333	46.8%
Somewhat concerned	307	43.2%
Not at all concerned	71	10.0%
Total	712	100.0%

42. How safe would you say you feel in your neighborhood?

	FREQUENCY	PERCENT
Very safe	425	59.8%
Somewhat safe	262	37.0%
Not at all safe	23	3.2%
Total	710	100.0%

43. Do you feel children have a safe place to play in your neighborhood?

	FREQUENCY	PERCENT
Yes	537	80.6%
No	129	19.4%
Total	666	100.0%

44. Have any family members or friends in Santa Cruz County experienced any of the following types of abuse in the last year?

	FREQUENCY	PERCENT
a. Domestic Violence or intimate partner violence		
Yes	47	6.8%
No	648	93.2%
Total	695	100.0%
b. Child abuse or neglect		
Yes	28	4.0%
No	671	96.0%
Total	699	100.0%
c. Elder abuse or neglect		
Yes	21	2.9%
No	682	97.1%
Total	702	100.0%

45a. How concerned are you about drug and alcohol abuse in your neighborhood?

	FREQUENCY	PERCENT
Very concerned	137	19.9%
Somewhat concerned	233	33.7%
Not at all concerned	321	46.4%
Total	690	100.0%

45b. How concerned are you about gangs in your neighborhood?

	FREQUENCY	PERCENT
Very concerned	147	20.8%
Somewhat concerned	189	26.9%
Not at all concerned	368	52.3%
Total	704	100.0%

45c. How concerned are you about violence in your neighborhood?

	FREQUENCY	PERCENT
Very concerned	117	16.6%
Somewhat concerned	218	30.9%
Not at all concerned	370	52.5%
Total	706	100.0%

46. What one thing concerns you the MOST about the natural environment in Santa Cruz County?

	FREQUENCY	PERCENT
Water pollution	156	27.0%
Litter	93	16.1%
Water availability/salt water intrusion	64	11.1%
Traffic/too many cars	63	10.9%
Air pollution - car emissions	39	6.8%
Overpopulation	39	6.8%
General pollution	36	6.3%
Homeless encampments/panhandling	36	6.3%
No preservation of natural environment/wildlife	29	5.0%
Drug and alcohol use (needles)	23	3.9%
Drinking water quality	21	3.7%
Development of open space/agricultural land	21	3.7%
Global warming/climate change	18	3.2%
Cutting down trees/commercial logging	14	2.5%
Lack of recycling	11	1.9%
Violence	10	1.7%
Fire protection/prevention	9	1.5%
Pesticides	8	1.4%
Closure of state parks	7	1.2%
Other	46	8.0%

Multiple response question with 577 respondents offering 744 responses.

47. How often do you shop at farmers markets or local produce stands?

	FREQUENCY	PERCENT
Daily	8	1.2%
More than once a week but not daily	107	15.1%
Once a week	191	27.0%
More than once a month but not every week	74	10.5%
Once a month	91	12.9%
Less than once a month	89	12.6%
Never	147	20.8%
Total	708	100.0%

48. What prevents you from shopping at farmers markets or local produce stands?

	FREQUENCY	PERCENT
Nothing prevents me	226	32.3%
Times are not convenient	170	24.3%
Location	118	16.9%
Cost	67	9.6%
Don't want to shop at more than one store	44	6.3%
Transportation	18	2.5%
Variety	17	2.4%
Parking	7	0.9%
Someone else does the shopping	5	0.7%
Grows own food	5	0.7%
Other	72	10.2%

Multiple response question with 700 respondents offering 748 responses.

49. Are taking any of the following steps to reduce your household water consumption?

	FREQUENCY	PERCENT
Installed a low-flow toilet	511	73.3%
Installed a low-flow showerhead	500	71.8%
Installed a high efficiency washing machine	382	54.8%
Made improvements to your landscape to reduce irrigation	363	52.1%
Installed a high efficiency dishwasher	269	38.7%
Used rainwater for landscape irrigation	166	23.8%
Used greywater for landscape	129	18.5%
Low water use or conscious of use (i.e., taking short showers, dishwashing)	22	3.2%
Other	18	2.5%
None of the above	45	6.5%

Multiple response question with 697 respondents offering 2,406 responses.

50. Are you taking steps to reduce water pollution at your home or work?

	FREQUENCY	PERCENT
Kept paints and chemicals out of storm drains	556	78.5%
Washed cars at car washes rather than on the street	432	61.0%
Used less toxic fertilizers and pesticides	392	55.4%
Used appropriate amounts of fertilizers and outdoor pesticides	375	53.0%
Reduced runoff from irrigation of landscaping	291	41.1%
Collected pet waste	286	40.3%
Recycle	5	0.7%
Other	12	1.7%
None of the above	44	6.3%

Multiple response question with 708 respondents offering 2,392 responses.

51. How often do you use alternative forms of transportation - carpooling, bus, bicycle, etc. - rather than driving alone?

	FREQUENCY	PERCENT
Every Day	96	13.6%
At least once a week, but not every day	155	22.0%
A couple times a month	99	14.1%
A couple times a year	61	8.7%
Never	294	41.6%
Other	0	0.0%
Total	706	100.0%

51a. What type of alternative forms of transportation do you use?

	FREQUENCY	PERCENT
Carpooling	193	47.6%
Walking	172	42.6%
Riding a bike	123	30.4%
Public buses	101	24.9%
Other	15	3.7%

Multiple response question with 404 respondents offering 603 responses.

52. How satisfied are you with your overall quality of life?

	FREQUENCY	PERCENT
Very satisfied	478	67.2%
Somewhat satisfied	216	30.4%
Not at all satisfied	17	2.4%
Total	712	100.0%

53. How often do you feel the people in your neighborhood help each other?

	FREQUENCY	PERCENT
Often	356	51.0%
Sometimes	272	38.8%
Never	71	10.2%
Total	699	100.0%

54. How often do you feel that you have someone you can turn to when you need help?

	FREQUENCY	PERCENT
Often	532	75.0%
Sometimes	161	22.6%
Never	17	2.4%
Total	710	100.0%

55. Do you regularly do volunteer work in the community?

	FREQUENCY	PERCENT
Yes	332	46.8%
No	378	53.2%
Total	711	100.0%

56. Do you regularly contribute money to charitable organizations?

	FREQUENCY	PERCENT
Yes	526	74.1%
No	184	25.9%
Total	710	100.0%

57. Have you felt discriminated against in Santa Cruz County in the last 12 months?

	FREQUENCY	PERCENT
Yes	85	12.1%
No	622	87.9%
Total	708	100.0%

57a. If you felt discriminated against or treated unfairly, for what reason?

	FREQUENCY	PERCENT
Ethnicity/race	44	52.8%
Age	11	12.5%
Socioeconomic status	7	8.6%
Sexual orientation	6	7.4%
Gender	4	5.0%
Language	4	4.9%
Appearance	3	3.4%
Religion	3	3.3%
A disability	2	2.1%
Gender identity	1	1.4%
Other	12	14.2%

Multiple response question with 84 respondents offering 97 responses.

58. How concerned are you about racism in Santa Cruz County?

	FREQUENCY	PERCENT
Very concerned	79	11.5%
Somewhat concerned	316	45.8%
Not at all concerned	294	42.7%
Total	690	100.0%

59. Have you or a member of your household, been diagnosed by a physician with a disability that significantly limits one or more major life activities?

	FREQUENCY	PERCENT
Yes	152	21.5%
No	556	78.5%
Total	709	100.0%

59a. What is/are the age/ages of the person(s) diagnosed as having a disability?

	FREQUENCY	PERCENT
5 years or less	5	3.4%
6 to 18 years	8	5.1%
19 to 24 years	4	2.4%
25 to 34 years	3	1.7%
35 to 44 years	12	7.9%
45 to 54 years	20	13.5%
55 to 64 years	40	26.5%
65 to 74 years	33	22.1%
75 to 84 years	21	14.0%
85 years and over	11	7.2%

Multiple response question with 151 respondents offering 157 responses.

59b. Is the person(s) with a disability participating in community life at the levels he or she desires?

	FREQUENCY	PERCENT
Yes	78	51.5%
No	66	43.6%
Don't know	7	4.9%
Total	151	100.0%

59b1. If the person(s) with a disability is not participating in community life at the levels he or she desires, in what areas would you /they like to increase their involvement?

	FREQUENCY	PERCENT
Social events/ activities	24	42.5%
Would like to get out more but have limited mobility	17	29.6%
Work/donating time	10	17.5%
All aspects of life	8	13.4%
Continued education	7	11.8%
Other	2	4.2%
Don't know	10	16.7%

Multiple response question with 57 respondents offering 78 responses.

59b2. What types of additional services are needed to allow you/them to increase involvement?

	FREQUENCY	PERCENT
Social or recreational services or supports	23	41.1%
Job development, employment training, or coaching	17	30.9%
Personal attendants	13	24.0%
Academic counseling or tutoring	12	20.7%
Specialized transportation or mobility device	11	19.4%
Financial planning or management	10	17.2%
Remove barriers to access safe travel on sidewalks and in crosswalks	9	15.7%
None of the above	17	30.2%
Don't know	2	4.4%

Multiple response question with 56 respondents offering 113 responses.

60. How satisfied are you with local government?

	FREQUENCY	PERCENT
Very satisfied	123	17.8%
Somewhat satisfied	452	65.4%
Not at all satisfied	116	16.8%
Total	690	100.0%

61. How would you rate your level of agreement with the statement, "I know how to make a positive change in my community"

	FREQUENCY	PERCENT
Strongly agree	161	23.6%
Agree	303	44.4%
Neutral	180	26.4%
Disagree	31	4.5%
Strongly disagree	8	1.1%
Total	682	100.0%

62. In the last 12 months have you done any of the following?

	FREQUENCY	PERCENT
Vote	541	91.1%
Signed a petition	315	53.0%
Met with, e-mailed, called or sent a letter to any local	225	37.8%
Attended a town meeting, public hearing or public affair	217	36.6%
Joined an on-line political advocacy group	123	20.7%
Joined a protest or demonstration	74	12.4%
Donated \$ to political campaigns or parties	8	1.3%
Campaigned	4	0.6%
Other political Action	38	6.5%

Multiple response question with 594 respondents offering 1,544 responses.

63. Generally speaking, what contributes most to your quality of life in Santa Cruz County?

	FREQUENCY	PERCENT
Scenery/geography/climate	523	76.3%
Family/friends/friendly people	170	24.9%
Social climate	110	16.0%
Community/low population/slow pace	75	11.0%
Quiet/peaceful	73	10.7%
Variety of physical activity options	29	4.2%
Job/work opportunities	5	0.8%
Safety	2	0.3%
Other	41	6.0%

Multiple response question with 685 respondents offering 1,029 responses.

64. What do you think takes away from your quality of life? What don't you like about Santa Cruz County?

	FREQUENCY	PERCENT
Gangs/crime	153	23.2%
Nothing takes away from quality of life	110	16.7%
Traffic	108	16.3%
Homelessness	88	13.3%
Cost of living/housing	86	13.0%
Overcrowding/unplanned growth	61	9.3%
Local politics	35	5.2%
Lack of jobs/employment opportunities	29	4.4%
Government rules/regulations	21	3.2%
Too liberal	20	3.0%
Drugs/alcohol	14	2.0%
Road conditions	12	1.8%
Weather	9	1.3%
Lack of public transportation	9	1.4%
Racism or segregation	8	1.3%
Not enough activities/ programs	7	1.0%
Other	84	12.7%

Multiple response question with 661 respondents offering 854 responses.

65. Which of the following age groups are you in?

	FREQUENCY	PERCENT
18 years or less	6	0.9%
19 to 24 years	24	3.3%
25 to 34 years	67	9.4%
35 to 44 years	110	15.6%
45 to 54 years	123	17.4%
55 to 64 years	171	24.2%
65 to 74 years	127	18.0%
75 to 84 years	64	9.0%
85 years and over	15	2.1%
Total	707	100.0%

66. Which of the following racial/ethnic groups do you identify as?

	FREQUENCY	PERCENT
Caucasian	498	71.1%
Latino/Hispanic	160	22.9%
Native American	2	0.3%
African American	3	0.4%
Filipino	0	0.0%
Pacific Islander	0	0.0%
Asian	5	0.7%
Multi-racial/multi-ethnic	31	4.4%
Other	2	0.2%
Total	701	100.0%

67. Which income range best describes your family income for the year?

	FREQUENCY	PERCENT
Less than \$10,000 per year	31	4.8%
\$10,000 - \$14,999 per year	48	7.5%
\$15,000 - \$24,999 per year	79	12.2%
\$25,000 - \$34,999 per year	76	11.8%
\$35,000 - \$49,999 per year	60	9.3%
\$50,000 - \$65,499 per year	80	12.5%
\$65,500 - \$74,999 per year	47	7.3%
\$75,000 - \$99,999	63	9.8%
\$100,000 - \$149,999	71	11.1%
\$150,000 - \$199,999	48	7.5%
\$200,000 or more	39	6.0%
Total	643	100.0%

68. What is your employment status?

	FREQUENCY	PERCENT
Employed full-time	264	37.4%
Employed part-time	84	11.9%
Self-employed	67	9.5%
Unemployed	64	9.1%
Retired	195	27.6%
Student	7	1.0%
Homemaker, parent or caregiver	22	3.2%
Volunteer	2	0.3%
Total	706	100.0%

69. What gender do you identify as?

	FREQUENCY	PERCENT
Male	352	49.4%
Female	360	50.6%
Total	713	100.0%

Region

	FREQUENCY	PERCENT
North County	352	49.4%
South County	265	37.2%
SLV	96	13.4%
Total	713	100.0%

Appendix IV: Past Community Heroes 1996-2012

Year 18, 2012

Ron Slack, Good Times	Francisco Alfaro, Santa Cruz County Football Club Revolution	Elizabeth Walch, Friends of the Library Scotts Valley
Maura Noel, Amgen Tour	Chris Wentzien, Santa Cruz County Football Club Revolution	Susie Christensen, Friends of the Library Scotts Valley
Mathilde Rand, Community Volunteer	Joe Hernandez, City of Santa Cruz Police Department	Peter McLean, Friends of the Library Scotts Valley
Michael Paynter, Santa Cruz County Office of Education	Josephine Salgado, Women’s Crisis Support/Defensa de Mujeres	Bob Geyer, City of Watsonville Public Works and Utilities
Sandy Davie, Santa Cruz Toddler Care Center	Jean Graham, Santa Cruz County Homeless Persons Health Project	Ana Rasmussen, Mesa Verde Gardens
Curt Simmons, Plaza Lane Optometry	Doug Keegan, Santa Cruz County Immigration Project, Community Action Board	Bruce Daniels, UCSC Ph.D. Student, Hydroclimatology
Alicia Fernandez, Baby Gateway		Fr. Andrew Beck and Terry Beck, Lifetime Achievement Award Winner
Angie Gileta, Baby Gateway		
Xochitl Zaragoza, Baby Gateway		
Lili Beggs, Sutter Maternity Lactation Department		

Year 17, 2011

Irene Freiberg, First 5 SEEDS of Early Literacy Master Coach	Vicki Assegued, Santa Cruz County Probation Department	Betsy Clark, Santa Cruz Community Counseling Center – Community Support Services
Araceli Castillo, Salud Para La Gente	Carmen Arriaga-Kumasaka, Catholic Charities	Steve Pleich, Save Our Shores
Leslie Conner, Santa Cruz Women’s Health Center	Elizabeth Schilling, Live Oak Family Resource Center	John Ricker, County of Santa Cruz Health Agency
Danny Keith, Second Harvest Food Bank	Adrian Lemke, Community Volunteer	Lloyd Williams, Land Trust of Santa Cruz County
Monica DaCosta, Unity Temple of Santa Cruz	Michelle Whiting, Santa Cruz Bible Church	Kathy Howard, Lifetime Achievement Award Winner
Garrett Neier, The Museum of Art & History @ the McPherson	Triple P Practitioners (Andrew Castro, Chris O’Halloran, Donica Ericsson, Celia Organista), First 5 Positive Parenting Program	
Sergeant Michael Harms, Santa Cruz City Police Department		

Year 16, 2010

Michael Paul, Santa Cruz Goodwill Industries	Cynthia Wells, Santa Cruz Community Counseling Center	Jeanne Carrier, <i>WPENS Teacher</i>
	Cork Cherk, <i>WPENS Teacher</i>	Kim Woodland, Soquel PENS Teacher

Nancy Samsel, Soquel PENS Teacher
 Dara Thronton, Santa Cruz PENS Teacher
 Wendy Wyckoff, Santa Cruz PENS Teacher
 Maggie Klepp, Santa Cruz PENS Teacher
 Patty McFarland, Central California Alliance for Health
 Dave McNutt
 Paul Bellerjeau, Second Harvest Food Bank

Willy Elliot-McCrea, Second Harvest Food Bank
 Deborah Elston, Santa Cruz Neighbors
 Nancy Sherrod, Court Appointed Special Advocates (CASA)
 Javier G. Diaz, Community Restoration Project
 Bob Katz, Katz & Lapidés Law Office
 Leola Lapidés, Katz & Lapidés Law Office
 Leticia Mendoza, *YWCA Watsonville*

Dr. Satish Chandra, Dominican Medical Foundation
 Richard Crowe, St. Francis Soup Kitchen
 Maria Rodriguez Castillo
 Carol McMillen
 Kris Beall, Watsonville Wetlands Watch
 Julie Barrett Heffington, Seymour Center at Long Marine Lab
 Berri Michel, *Bicycle Trip*
 Dick Wilson, Lifetime Achievement Award Winner

Year 15, 2009

Bay Federal Credit Union
 Preston “Boom” Boomer, Chemistry & Physics Teacher, San Lorenzo Valley High School
 Sherry Lee Bryan, *Ecology Action*
 Terry Corwin, Santa Cruz County Land Trust
 Carolyn Coleman, Santa Cruz Community Counseling Center
 Jody Cramer, Assisted Living Project
 Caroline Currie, Court Appointed Special Advocate (CASA) Volunteer
 Crystal Danniway, Assisted Living Project

Dr. Larry deGhetaldi, Palo Alto Medical Foundation, Santa Cruz Division
 Pola Espinoza, Children’s Education Community Leader
 Kathy Fahl, Make Your Wishes Known Community Education Initiative
 Families Together Staff
 Jeanne Wakatsuki Houston, Author & Public Speaker (Lifetime Achievement Award Winner)
 Roberta McPherson, San Lorenzo Valley Equity Committee
 Dr. Nanette Mickiewicz, *Dominican Hospital*

Maggie Muir, Sutter Maternity & Surgery Center
 Michelle LaBerge, Volunteer Attorney Coach, Mock Trial School Competition
 Steve LaBerge, Volunteer Attorney Coach, Mock Trial School Competition
 Linda Proudfoot, Make Your Wishes Known Community Education Initiative
 Raquel Ramirez Ruiz, Diabetes Health Center
 Surfrider, Santa Cruz Chapter

Year 14, 2008

Veronica Camberos
 Henry Carter
 Dana Cox, RN
 Peggy Downes Baskin
 First 5 SEEDS Quality Coaches
 Curt Gabrielson, Watsonville Community Science Workshop
 Dr. Gary Griggs, Ph.D.

Lyn Hood, Animal Evacuation Team, SCC Equine Evacuation Unit
 Hospice of Santa Cruz County
 Bernie Klum, MD, Watsonville Community Hospital Emergency Department

Kristi Locatelli, Animal Evacuation Team, SCC Horsemen’s Association
 Sandy Lydon
 Salem Magariam, MD, Dominican Pediatric Clinic
 Larry Markey

Anthony Musielewicz, MD,
Dominican Emergency
Department

Carmen Perez

Micah Posner, *People Power*

Pablo Reguerin, Educational
Partnership Center

GINNY SOLARI MAZRY, Hospice of
Santa Cruz County Volunteer

Rachel Spencer

Todd Stosuy, Animal Evacuation
Team, SCC Animal Services
Authority

Mary Sullivan-White, Animal
Evacuation Team, SCC
Horsemen's Association

Michele Violich, MD, Watsonville
Health Center

Year 13, 2007

Mary Boyd

David Brown, Coastal Community
Preschool

Meg Campbell, *COPA Leader*

Michael Chavez

GINNY CLARK, Hospice Caring Project/
Friends of Hospice

Kim Clary, *The Core*

Cleaner Beaches Coalition

Yvette Cook, Amesti Elementary
School

Christina Cuevas, Program Officer,
Community Foundation of Santa
Cruz County

Bob Culbertson, Watsonville
Wetlands Watch

Doriz Downs, Healthy Start Program
of PVUSD

Georgette Dufresne, Women's Crisis
Support- Defensa de Mujeres

Jennifer Hastings, Medical Director,
Planned Parenthood Mar Monte/
Westside Health

Maria Carmen Hernandez, Healthy
Start Program of PVUSD

Rama Khalsa, Ph.D., Director of the
Santa Cruz County Health Services
Agency

Katie LeBaron, Santa Cruz County
Health Services Agency

Ruth Leon, Healthy Start Program of
PVUSD

Robert Montague, *Loaves and Fishes*

Manuel Osorio, Cabrillo College

Rock Pfothenauer, Dean of Career
Education and Economic
Development at Cabrillo College

Cece Pinheiro, Special Parents
Information Network

Stuart Rosenstein, Queer Youth Task
Force of Santa Cruz County

Santa Cruz Neighbors

Jorge Savala, Healthy Start Program
of PVUSD

David True, Community Action Board
UC Santa Cruz Transportation and
Parking Services Department
(TAPS)

Year 12, 2006

Sybil Anderson-Adams, Santa Cruz
Family & Children's Services

Carmelita Austin-Schreher, *ABC
Health Group*

Deborah Blumberg, Community
Volunteer

Roberta Bristol, Community
Volunteer

Maria Callejas, Coastal Community
Preschool

Karina Cervantez, Community Action
Board

Linda Clevenger

Jimmy Cook, Santa Cruz Family &
Children's Services

Gail Cosby, Coastal Community
Preschool

Roberta DePiana, Coastal
Community Preschool

Patrick J. Fitz, Community Volunteer

Veronica Foos, Santa Cruz Family &
Children's Services

Nancy Gimmons, Watsonville
Farmer's Market

Jim Howes, Santa Cruz Police
Department Public Services
Department

Suzanne Koebler

Jennifer Laskin, Teacher at
Renaissance High School

Judy Leguillon, Coastal Community
Preschool

Paul McGrath

Lee Mercer, Second Harvest Food
Bank

Rob Mullens, Coastal Community
Preschool

Jim Naragon, Families in Transition

Nell Newman, Newman's Organics

Terri Noto, Santa Cruz Family &
Children's Services

Charles Paulden, Community
Volunteer

Elise Perlin, Santa Cruz Family &
Children's Services

Bob Rittenhouse, Community Volunteer

Eddie Rittenhouse, *Community Volunteer*

Linda Robinson, Ombudsman Program

Francisco Rodriguez, Pajaro Valley Unified School District

Robert Rodriguez

Marcia Soler, Coastal Community Preschool

Chris Tracy, Santa Cruz Family & Children's Services

Victoria Williams, Santa Cruz Family & Children's Services

Mardi Wormhoudt

Year 11, 2005

Foster Anderson, Shared Adventures

Austin Armstrong, Community Volunteer

Brenda Armstrong, Santa Cruz County Health Services Agency

Dave Bartlett, Court Appointed Special Advocates (CASA)

Kay Bartlett, Court Appointed Special Advocates (CASA)

Catherine Cooper, UCSC Department of Psychology

Tamara Doan, Coastal Watershed Council

Lisa Dobbins, Action Pajaro Valley

Elizabeth Dominguez, Cabrillo College

Juan Gomez, Reclaiming Futures and Friday Night Live

Clay Kempf, Regional Diabetes Collaborative

Lynda Lewit, Santa Cruz County Health Services Agency

Scott MacDonald, Santa Cruz County Probation Department

Leslyn McCallum, Train of Consciousness

Ryan McNamara, Team Member with Quest4aCure

Maria Cristina Negrete, Community Volunteer

Matt O'Brien, Team Member with Quest4aCure

Wells Shoemaker, M.D., Physicians' Medical Group

Judy Webster, Community Volunteer

Tom Webster, Community Volunteer

Carol Whitehill, Watsonville Wetlands Watch

Danielle Winkler, Team Member with Quest4aCure

Joya Winwood, *Mothersong*

Year 10, 2004

Luis Alejo, CRLA/Watsonville Schools

Piet Canin, Bike to Work Program

Cathy Cavanaugh, Community Bridges WIC Program

Karen Christensen, Santa Cruz County Resource Conservation District

Jinny Corneliussen, Jack Farr, and Theresa Kramer, Alzheimer's Association of Santa Cruz Volunteers

Melissa Cowles, Community Volunteer

Selby Drake, Suicide Prevention Center Volunteers

Ecology Action

Marcia "Duffy" Grant, Community Volunteer

Anita Ibarra, Community Action Board

Gail Levine, Branciforte Elementary

Elnora Lewis, Community Volunteer

Jaime Molina, County Mental Health Services

Phil Reader, Community Volunteer

Ride a Wave and Balance 4 Kids

Jerri Ross, Santa Cruz County Health Care Outreach Coalition

Patricia Schroeder, Student Health Services

Judy Williams, Community Volunteer

Year 9, 2003

Dan Cope, Special Education Local Planning Area

Don Eggleston, New School

Jill Gallo, Community Volunteer

Mary Hammer, Community Volunteer

Mas Hashimoto, Japanese American Citizens League

Roland and Violetta Law, Community Volunteers

Dean Lundholm, Pleasant Acres Tenant Association

Marcia Meyer, Childcare Ventures Omega Nu

Yolanda Perez-Logan, Probation Department
 Amy Pine, Survivors Healing Center R.E.A.L.
 Randy Repass, West Marine

Joseph Rivers, Dragonslayers
 Ann Ruper, Volunteer Book Buddy
 Theresa Thomae, Small Business Development Center

Phyllis and Dick Wasserstrom, Community Volunteers
 George Wolfe, Community Volunteer

Year 8, 2002

Mary Balzer, SPIN
 Ruth Barker, We Care Program
 David Beaudry, Community Builder
 Michael Bethke, Community Volunteer
 Toni Campbell
 Angie Christmann, Land Trust of Santa Cruz County

Jena Collier, Health Families
 Daniel Dodge, Community Activist
 Heather Hite
 Deutron Kebebew, UCSC
 Marq Lipton, Seaside Company
 Ellen Moir, New Teacher Center
 Jorge Sanchez, Si Se Puede
 Paul Tutwiler, Volunteer

Jim Van Houten, Community Volunteer
 Linda Wilshusen, Live Oak Neighborhood Organization
 Martina Zamilpa, Catholic Charities

Year 7, 2001

Jane Barr, Mid-Peninsula Housing
 Jess Brown, Santa Cruz County Farm Bureau
 Virginia Butz
 Alie Carey, Y.E.S. School
 Destiny Castillo, Y.E.S. School
 Amy Christey, Santa Cruz County Sheriff's Department
 Aurelie Clivas, San Lorenzo Valley Healthy Start

Diane Cooley, Community Volunteer
 Jonathan Cornejo, Head Start
 Blanca Corrales
 LaRue Foster, Ombudsman
 Scott Kennedy, Santa Cruz City Council
 Ken Meshke
 Carrol Moran, UCSC Education Partner CTR
 Chrissie Morrison, Y.E.S. School

Theresa Ontiveros, Planned Parenthood
 Sally Smith, Surfrider Foundation
 Barbara Sprenger, San Lorenzo Valley Teen Board
 Jonas Stanley, San Lorenzo Valley Healthy Start
 Lillian Westerman, Santa Cruz County Office of Education
 Mike Wilker, CCIC Lutheran Church

Year 6, 2000

Jay Balzar, Dientes
 Steve Beedle, Santa Cruz Tech Alliance
 Kathy Bernard, Pajaro Valley Housing Corporation
 Janet Boss, Boys and Girls Club of Santa Cruz County
 Noah Brown, Youth Services
 Judy Cox, Santa Cruz County Probation Department
 Pam Elders, Head Start

Aranda Guillermo, c/o Don Eggleston
 Francisco Jimenez, Student/Magic Apple
 Janice Jimenez, Student/Magic Apple
 Rama Khalsa, Health Services Agency
 Bryan Loehr, Redwood Elementary
 Vickie Morales, Santa Cruz County Probation Department
 Bob Munsey, Crow's Nest
 Dee O'Brian, Walnut Avenue Women's Center

Dennis Osmer, Energy Services
 Laura Segura-Gallardo, Watsonville Parks and Recreation
 Larry Tierney, Park Maintenance
 Siri Vaeth, Big Brothers/Big Sisters

Year 5, 1999

Steve Belcher, Santa Cruz Chief of Police
 Pat Clark, *NAACP*
 Karen Delaney, Volunteer Center
 Pam Falke
 Lisa Fraser, Principal Aptos Junior High

Girl Scouts of the Monterey Bay Volunteers
 John Janzen, Silicon Systems
 Majel Jordan, *Elderday*
 Irvin Lindsey, Outdoor Science Experience
 Mary Jo May
 Jack O'Neill, O'Neill Sea Odyssey

Jane Scherich
 Michael Schmidt, Santa Cruz Chamber
 Tim Siemsen
 Erica Terence
 Arcadio Viveros, Salud Para La Gente
 Elisabeth Vogel, Mercy Charities Housing

Year 4, 1998

Patricia Arana, *ALTO*
 Edison Jensen, *Attorney*
 Susan Olsen, El Pajaro Community Development

Linda Perez, Pajaro Valley Prevention and Student Assistance
 Maria Roman, Community for Violence Reduction
 Manny Solano, Watsonville Police Department

Triangle Speakers
 Bill Watt, Families in Transition
 Sue Wilson, Grandma Sue's
 Bruce Woolpert, *Granite Rock*

Year 3, 1997

Ciel Benedetto, Santa Cruz Women's Health Center
 Dana Blumrosen, Street Youth Program
 Kimberly Carter, *Above the Line*
 Sharon Kinsey, *Volunteer*
 Erik Larsen, Resource Center for Nonviolence

Norm Lezin, *Delta School*
 Mark Ligon, Every Fifteen Minutes
 Paula Mahoney, Every Fifteen Minutes
 Maria Martinez, Head Start Volunteer
 Bob McKinley, Every Fifteen Minutes

Michael Pruger, Every Fifteen Minutes
 Maggie Reynolds, Children's Alliance
 Patty Sapone, Every Fifteen Minutes
 Ray Shurson, Every Fifteen Minutes

Year 2, 1996

Paul Brindel, Community Action Board
 Judy Darnell, *Volunteer*
 Linda Fawcett, League of Women Voters
 Andrea Garcia, El Comite/Esperanza
 Fred Keeley, *SCCHO*
 Nancy Macy, *Volunteer*

Alan McCay, *SCCHO*
 Terry Medina, Watsonville Police Chief
 Michael Molesky, El Comite/Esperanza
 Mónica Morales, *Brown Berets*
 Harvey Nickelson, Coast Commercial Bank

Juana Ortiz-Gomez, *El Comite/Esperanza*
 Leonard Smith, *Pros for Youth*
 Marion Taylor, League of Women Voters
 Marisa Villalon-Chapman, *El Comite/Esperanz*

19

santa cruz county

COMMUNITY ASSESSMENT PROJECT 2013

comprehensive report

community assessment project products

COMPREHENSIVE REPORT

Additional copies of this report are available for \$30 each from:

United Way of Santa Cruz County
4450 Capitola Road, Ste. 106,
Capitola, CA 95010 | 831.479.5466

This entire report, the summary report and past reports are available online at www.appliedsurveyresearch.org.

CUSTOMIZED REPORTS

Data in this report can be mixed and matched to help agencies determine their clients' needs. Special reports can be created to reflect target populations, and cross-comparisons can be established with data from other projects. Customized reports are available by calling Applied Survey Research at 831.728.1356.

SPEAKERS BUREAU

Expert speakers are available to speak to clubs and community groups about any aspect of the Community Assessment Project. To schedule a speaker call the United Way of Santa Cruz County at 831.479.5466.

