

santa cruz county *year*
COMMUNITY
ASSESSMENT
PROJECT 2014
comprehensive report



20^{year}

santa cruz county

COMMUNITY ASSESSMENT PROJECT 2014

comprehensive report



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 Dignity Health Dominican Hospital produced Summary Report of the Year 20, Community Assessment Project findings.

This entire 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

www.appliedsurveyresearch.org

Report Design
Graphic Design (Cover & Report)
All Photographs
Production

Applied Survey Research
Michelle Luedtke, Applied Survey Research
Photo Voice Project, Watsonville High School
Business with Pleasure, Scotts Valley

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COMMUNITY ASSESSMENT PROJECT OVERVIEW

The Santa Cruz County Community Assessment Project (CAP) is one of the oldest projects of its kind, as 2014 marks the 20th 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 CAP evaluates quality of life in six subject areas: the economy, education, health, public safety, the social environment, and the natural environment. As of 2014, 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 five step plan designed by ASR (see below), together with community stakeholders. One of the five steps of the community improvement cycle involves collaboration, 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*.

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).

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.

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.

ITEM	DESCRIPTION
Net Change	Describes the net change between the current and first year's data.
	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 twenty 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, Laura Connery, Amanda Gonzales, Kristin Ko, Michelle Luedtke, and Javier Salcedo

United Way of Santa Cruz County

Mary Lou Goeke, Executive Director
 Robyn McKeen, Community Organizer
 Brenda Gonzalez, Administrative Assistant

Steering Committee Members

Brenda Armstrong Santa Cruz County Alcohol & Drug Program	Peggy Flynn Community Volunteer	Martina O'Sullivan Dignity Health Dominican Hospital
Vincent Barabba Community Volunteer	Will Forest County of Santa Cruz Health Services Agency	Doug Patrick Community Volunteer
Caleb Baskin Baskin & Grant	Mary Lou Goeke United Way of Santa Cruz County	Greg Pepping Coastal Watershed Council
Donna Blitzer University of California, Santa Cruz	Fernando Giraldo Santa Cruz County Probation	Rock Pfothenauer Cabrillo College
Christina Borbely, PhD RET Partners	Dan Haifley O'Neill Sea Odyssey	Raquel Ramirez Ruiz Pajaro Valley Community Health Trust
David Brody First 5 Santa Cruz County	Dr. Lisa Hernandez, MD County of Santa Cruz Health Services Agency	Janet Reed Community Volunteer
Susan Brutschy Applied Survey Research	Megan Joseph United Way of Santa Cruz County	Julie Reinhardt Imagine Supported Living Services
Beth Carr Santa Cruz Community Credit Union, Community Ventures	Shebreh Kalantari-Johnson Community Volunteer	Susan Rozario County of Santa Cruz Sherriff's Office
Henry Castaniada Soquel Union Elementary School District	Rama Khalsa Community Volunteer	Laura Segura Monarch Services
Leslie Conner Santa Cruz Women's Health Center	Kirsten Liske, Chair Ecology Action	Brian Spector Walde Ruhnke and Dost Architects, LLP
Christina Cuevas Community Foundation Santa Cruz County	Eleanor Littman Health Improvement Partnership Santa Cruz County	Adam Spickler Office of State Senator Bill Monning
Karen Delaney Volunteer Center of Santa Cruz	Madeline Noya County of Santa Cruz Human Services Department	Abigail Stevens Applied Survey Research
Willy Elliot-McCrea Second Harvest Food Bank	Paul O'Brien Community Volunteer	Michael Watkins Santa Cruz County Office of Education

Community Assessment Project Year 20 Editorial Board

Claire Barton, Dignity Health Dominican Hospital	Mary Lou Goeke United Way of Santa Cruz County	Martina O'Sullivan Dignity Health Dominican Hospital
Susan Brutschy Applied Survey Research	Kirsten Liske, Co-Chair Ecology Action	Felicity Simmons Dignity Health Dominican Hospital
Leslie Conner, Co-Chair Santa Cruz Women's Health Center	Robyn McKeen United Way of Santa Cruz County	Abigail Stevens Applied Survey Research

Community Assessment Project Year 20 Financial Sponsors

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

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	8.9%	9.5%	↓
Affordable Housing	Median sale price, all home types	NA	\$535,000	↑
Foreclosures	Number of notices of default	82,749	346	↓
EDUCATION				
Test Scores – CAHSEE (California High School Exit Exam)	Percentage of 10 th grade students passing the math portion of the exam	86%	83%	↑
High School Dropout Rates	Dropout rate	11.6%	10.5%	↔
HEALTH				
Health Insurance - Children	Percentage of children ages 0-17 with health insurance	95.8%	93.7%	↔
Obesity - Children	Percentage of children (ages birth to 11) who are overweight for their age	12.6%	13.8%	↑
PUBLIC SAFETY				
Crime	Crime rate (<i>per 1,000 residents</i>)	31.0	34.3	↓
Juvenile Arrests	Rate of juvenile felony and misdemeanor arrests (<i>per 1,000 youth ages 10-17</i>)	NA	27.4	↓
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	56,139	↑
NATURAL ENVIRONMENT				
Concern for Natural Environment	Percentage 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	87	↑

See the Legend on page 6 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	Percentage of CAP survey respondents who spent over 30% of household take-home pay on housing costs	41.4%*	67.2%*
Unemployment Rate	Percentage unemployed according to CAP telephone survey	6.2%*	15.7%*
Self-Sufficiency Income Standards	Percentage of households below the Self-Sufficiency Income Standards	26.1%	63.0%
EDUCATION			
High School Dropout Rates	Percentage of Santa Cruz County dropouts	6.8%	13.4%
Higher Education	Percentage of Cabrillo College degrees and certificates awarded	52.8%	34.7%
HEALTH			
Health Insurance	Percentage of CAP survey respondents with health insurance	92.1%*	58.6%*
Teen Births	Number of teen births by ethnicity of mother (19 and under)	13	164
Obesity	Percentage of CAP survey respondents who are overweight or obese	57.7%	72.0%
PUBLIC SAFETY			
Jail Population	Percentage of total inmates for Santa Cruz County	51.7%	41.1%
Juvenile Arrests	Percentage of juvenile arrests (felony and misdemeanor offenses ages 10-17)	32.9%	61.4%
Child Abuse	Rate of substantiated cases of child abuse (per 1,000 children ages 0-17)	6.7	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	Percentage of homeless population by ethnicity	43.1%	35.1%
NATURAL ENVIRONMENT			
Water Pollution	Percentage of CAP survey respondents taking steps to reduce water pollution at work or at home	94.3%	93.9%
Alternative Transportation	Percentage of CAP survey respondents reporting never 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.

2014 HIGHLIGHTS

population



- Santa Cruz County's population was 269,419 individuals as of 2013.
- 58% of residents were White, 33% were Hispanic, 4% were Asian, 3% were multi-racial, and 1% were Black in 2013.
- 68% of the population 5 years and older spoke only English at home, and over one-fourth (26%) spoke Spanish at home in 2013.

economy



Jobs and Earnings

- The unemployment rate has been going down over the last three years and was 6.8% in Santa Cruz County during the month of June 2014, lower than the state overall (7.4%).
- Median family income is rising in the county and was \$82,904 in 2013.
- 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 \$535,000 in 2014.
- Rents continue to increase in the county. Average rent for two bedrooms was \$1,750 a month in 2014.
- There were 346 notices of default (the first step in the foreclosure process) in 2013, down from 1,150 in 2011.

education



Early Education/Child Care

- Approximately 30% 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 40,295 students enrolled in public schools in Santa Cruz County in 2013/14.
- The majority (56%) of the students enrolled in 2013/14 identified as Latino/Hispanic, followed by 37% White, and less than 2% Asian.

Test Scores

- 83% of Santa Cruz County 10th grade students passed the math portion of the California High School Exit Exam in 2013/14, and 81% passed the English Language Arts portion.

High School Dropout Rates

- The dropout rate for Santa Cruz County was 11% in 2012/13.

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 13,918 students enrolled at Cabrillo College, and 17,203 at UC Santa Cruz in fall 2013, both similar to the previous year.

health



Regular Source of Care

- There was a statistically significant difference between the percentage 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 percentage of White (92%) and Latino (59%) CAP survey respondents who had health insurance in 2013.
- The percentage 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 immunizations than children in California overall. 84% of county kindergarteners and 90% of California kindergarteners had all of their required immunizations in 2013/14.

Teens

- The teen birth rate decreased to 16.6 births per 1,000 teens ages 15-19 in 2013, down from 40.1 in 2007.
- Alcohol use by teens has been going down for 7th-11th graders since 2004/05. Thirty-four percent of county 11th graders had used alcohol in the 30 days prior to the survey completed in 2012/14 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.

public safety



Crime

- Total crime is decreasing from a rate of 39.7 per 1,000 residents in 2007 to 34.3 in 2013.
- The juvenile arrest rate has been decreasing since 2008 when there were 72.4 arrests per 1,000 youth ages 10-17, to 27.4 per 1,000 youth in 2013.

Child Abuse

- The rate of substantiated cases of child abuse³ has been decreasing since 2008 when there were 12.2 substantiated cases per 1,000 children ages 0-17, to 7.4 per 1,000 children in 2013.

Elder Abuse

- There were 555 referrals to adult protective services in 2013, and 548 cases were investigated, representing a 10% increase in investigated cases since 2007.

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%).
- 56,139 people were served by Second Harvest Food Bank in 2013, up from 45,754 in 2007.

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.

³ Please see Appendix II for definitions types of child abuse: “Caretaker Absence or Incapacity,” “Emotional Abuse,” “Exploitation,” “General Neglect,” “Physical Abuse,” “Severe Neglect,” and “Sexual Abuse.”

natural environment



Water

- Water pollution was the #1 environmental concern according to 2013 CAP survey respondents.
- There were 192 swim advisories but no beach closures in 2013.

Protected Land

- Of all the acreage in Santa Cruz County, about one-third of it (31%) 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 6 years, Santa Cruz County decreased their annual waste diversion rate. This resulted in less garbage being diverted to recycling, reuse, and composting programs.

2014 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): Charles Kieffer, Clotilde Sanchez, Nereida Robles, Kate Hinnenkamp, Mary Masters, Rosalba Contreras
Second Row: Alan Schlenger, Lawrence P. Drury, Laura Marcus, Guillermina Porraz, Peter Connery
Third Row: John Frigon, Silvia Austerlic, Gary McNeil, Maggie McKay, Brent Haddad
Not Pictured: Carol Polhamus, Maria Virgen

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: Brent Haddad, *Center for Entrepreneurship, University of California, Santa Cruz*
- **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.
- **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.

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: Carol Polhamus, *Alternative Education, Santa Cruz County Office of Education*
- **Goal 2:** By the year 2015, more kindergarteners will be better prepared for school through participation in high quality preschools.
 - » Community Hero: Lawrence P. Drury, *GOKIDS*

Health

- Santa Cruz County Affordable Care Act Outreach and Enrollment Champions:
 - » Representing public sector: Gary McNeil, County of Santa Cruz Human Services Department
 - » Representing private sector: John Frigon, *John Frigon Insurance Services*
 - » Representing health sector: Rosalba Contreras, *Salud Para La Gente*
 - » Representing community-based organizations: Kate Hinnenkamp, *Live Oak Family Resource Center, Community Bridges*
- **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 percentage of White and Latino residents reporting a regular source of health care.
 - » Community Hero: Silvia Austerlic, *Hospice of Santa Cruz County*
- **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: Laura Marcus, *Dientes Community Dental Care*
- **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: Guillermina Porraz, *Salud Para La Gente*

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: Nereida Robles and Fe Silva, *Centeotl Grupo de Danza y Baile*
- **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: Clotilde Sanchez, *Volunteer, Neighborhood Accountability Board, City of Watsonville*

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: Peter Connery and Maggie McKay, representing *Project Homeless Connect Steering Committee*
- **Goal 2:** By the year 2015, more Santa Cruz County residents will be actively engaged in improving their community through public participation.
 - » Community Hero: Maria Virgen, *Volunteer, Second Harvest Food Bank*
- **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: Mary Masters, *Bridge of Hope Foundation*

Natural Environment

- Natural Environment Hero:
 - » Charles Kieffer, *Santa Cruz State Parks*
- **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.
- **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: Alan Schlenger, *Board of Directors, Ecology Action and Santa 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.

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



Santa Cruz County Demographic Profile..... 20

SANTA CRUZ COUNTY DEMOGRAPHIC PROFILE

There were nearly 267,000 people in Santa Cruz County in 2013, up nearly 7% since 2007. Over half (58%) of residents in the county were White, one-third (33%) were Latino, 4% were Asian, and 1% were African-American in 2013. The percentage of older residents (60 and older) is slowly increasing, from 17% in 2007 to 19% in 2013. Sixty-eight percent of residents ages 5 and older spoke only English in the home, and 32% spoke a language other than English, mostly Spanish (26%) in 2013. Five percent of residents ages 18 and older were veterans in 2013.

Total Population

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Santa Cruz County	251,747	253,137	256,218	263,054	264,298	266,776	269,419	7.0%
California	36,553,215	36,756,666	36,961,664	37,349,363	37,691,912	38,041,430	38,332,521	4.9%

Source: United States Census Bureau. (2014). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2007-2013 1-year estimates*.

Gender Distribution, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Female	50.1%	49.9%	50.0%	50.1%	50.1%	50.3%	50.5%	0.4
Male	49.9%	50.1%	50.0%	49.9%	49.9%	49.7%	49.5%	-0.4

Source: United States Census Bureau. (2014). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2007-2013 1-year estimates*.

Ethnic Distribution, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Asian	3.8%	3.5%	3.5%	4.4%	4.4%	4.0%	4.4%	0.6
Black	0.7%	0.9%	1.1%	0.8%	1.0%	1.0%	0.8%	0.1
Hispanic/Latino	28.8%	29.3%	30.2%	32.2%	32.7%	32.7%	32.9%	4.1
White	62.5%	62.7%	61.9%	59.7%	58.8%	58.7%	58.3%	-4.2
Other	0.5%	0.4%	0.3%	0.6%	0.5%	0.7%	0.1%	-0.4
Multi-Race	3.0%	3.1%	3.0%	2.3%	2.6%	2.9%	3.4%	0.4

Source: United States Census Bureau. (2014). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2007-2013 1-year estimates*.

Age Distribution, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Under 5 Years	6.4%	6.7%	6.6%	5.6%	5.7%	5.6%	5.9%	-0.5
5-19 Years	19.3%	18.6%	19.8%	21.0%	19.5%	20.1%	19.5%	0.2
20-34 Years	21.1%	21.9%	21.2%	20.9%	23.1%	21.9%	22.5%	1.4
35-59 Years	36.8%	36.4%	35.5%	34.6%	33.6%	34.2%	32.7%	-4.1
60 Years and Above	16.5%	16.6%	16.7%	17.8%	18.2%	18.1%	19.4%	2.9

Source: United States Census Bureau. (2014). Demographic and Housing Estimates, Table DP-05. *American Community Survey 2007-2013 1-year estimates.*

Households¹ by Type, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Non-Family Households	40.0%	36.0%	38.3%	36.9%	37.2%	38.0%	39.1%	-0.9
Family Households	60.0%	64.0%	61.7%	63.1%	62.8%	62.0%	60.9%	0.9
Married-Couple Family	44.6%	50.1%	47.5%	45.1%	46.8%	47.0%	47.6%	3.0
Female Householder Family (No Husband Present)	10.7%	10.7%	9.7%	12.3%	10.9%	10.0%	9.7%	-1.0
Male Householder Family (No Wife Present)	4.8%	3.2%	4.5%	5.7%	5.2%	5.0%	3.6%	-1.2
Total Households	93,690	93,759	92,227	91,264	94,775	93,253	93,982	-
Percentage with Persons Under 18 Years	30.3%	31.8%	30.2%	31.9%	30.3%	30.1%	26.6%	3.7
Percentage with Persons 65 Years and Older	20.6%	21.3%	22.2%	23.5%	23.8%	26.3%	26.9%	6.3
Total Population in Households	243,362	248,825	247,988	241,449	253,650	255,178	257,627	-
Average Household Size	2.60	2.65	2.69	2.65	2.68	2.74	2.74	-
Average Family Size	3.18	3.18	3.27	3.18	3.25	3.32	3.39	-

Source: United States Census Bureau. (2014). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2007-2013 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

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
English Only	71.4%	70.6%	72.5%	69.1%	67.8%	68.1%	67.7%	-3.7
Language Other Than English	28.6%	29.4%	27.5%	30.9%	32.2%	31.9%	32.3%	3.7
Asian and Pacific Islander Languages	2.1%	2.1%	2.0%	2.5%	2.9%	2.9%	3.1%	1.0
Spanish	23.8%	23.5%	22.7%	25.6%	26.5%	25.5%	26.0%	2.2
Other Indo-European Languages	2.5%	3.6%	2.6%	2.2%	2.5%	2.9%	2.9%	0.4
Other Languages	0.2%	0.2%	0.2%	0.5%	0.3%	0.6%	0.3%	0.1
Total Population (Ages 5 Years and Older)	235,598	236,235	239,206	248,383	249,132	251,704	253,575	-

Source: United States Census Bureau. (2014). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2007-2013 1-year estimates.*

Veteran Status, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Civilian Veterans (Ages 18 and Older)	7.6%	7.5%	5.8%	6.7%	6.1%	6.2%	5.3%	-2.3
Total Civilian Population (Ages 18 Years and Older)	197,516	198,541	200,672	207,535	209,323	211,393	213,233	-

Source: United States Census Bureau. (2014). Selected Social Characteristics in the United States, Table DP02. *American Community Survey 2007-2013 1-year estimates.*

Jurisdictional Distribution, Santa Cruz County






	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Capitola	10,073	10,073	9,918	9,923	9,957	9,988	10,136	0.6%
Santa Cruz	58,125	58,982	59,946	61,245	61,825	62,372	63,440	9.1%
Scotts Valley	11,697	11,764	11,580	11,581	11,613	11,678	11,954	2.2%
Watsonville	51,703	51,882	51,199	51,226	51,484	51,612	52,508	1.6%
Unincorporated	134,979	135,936	129,739	129,979	130,471	131,012	133,557	-1.1%

Source: California Department of Finance. (2014). Table 2: E-4. 2008-2014 January Population Estimates for Cities, Counties and the State.



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ECONOMIC SNAPSHOT OF SANTA CRUZ COUNTY

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Financial Well-Being	Percentage of CAP survey respondents who felt financially better off this year than last year	NA	33.0%	
Unemployment Rate	Unemployment rate	7.4%	6.8%	
Household Income	Median family income	\$68,222	\$82,904	
Poverty Level	Percentage of children under 18 living below the Federal Poverty Level	23.5%	18.4%	
Affordable Housing	Percentage 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: Brent Haddad, *Center for Entrepreneurship, University of California, Santa Cruz*

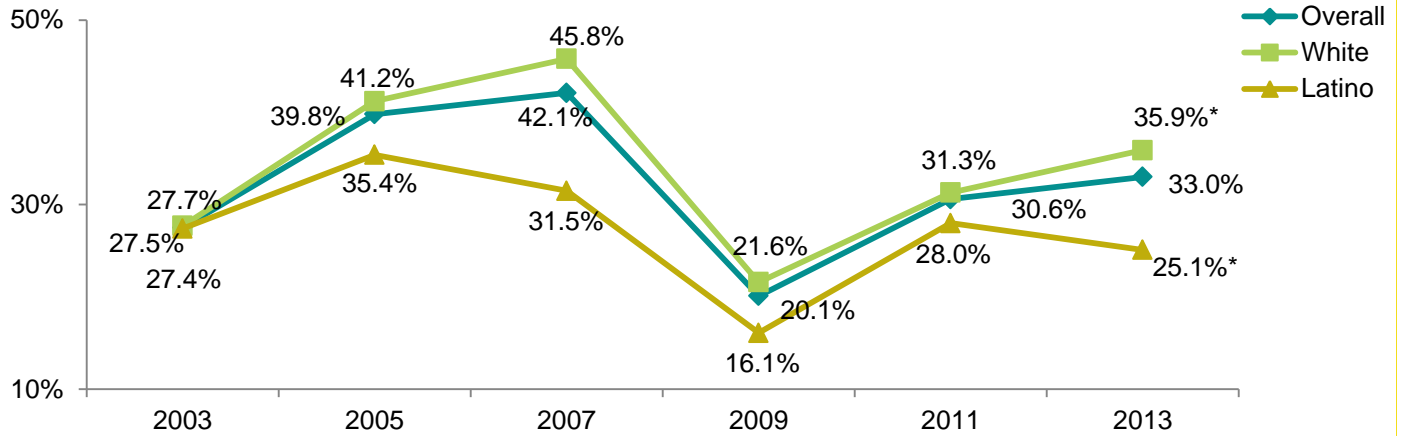
GOAL: By the year 2015, increase the number of jobs within Santa Cruz County by 1,000 and “re-localize” 10% of our commuting workforce.

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

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.

Note: This question was added in 2013.

📞 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.

Note: This question was added in 2013.

📞 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. 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 compared to White respondents.

AGRICULTURAL PRODUCTION

Overall crop production value increased by 22%, from \$492 million in 2007 to \$599 million in 2013. Berries continue to be the highest grossing crop produced in the county, valued at more than \$390 million in 2013. Nursery and ornamental crops have decreased slightly (down 8%) in value recently, and tree and vine products have had the largest increase in value since 2007.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Berries	\$282.0	\$287.2	\$306.2	\$324.6	\$363.2	\$367.9	\$390.1	38.3%
Nursery/Ornamental Crops	\$117.8	\$107.8	\$118.5	\$118.8	\$122.6	\$113.5	\$107.9	-8.4%
Vegetables	\$67.4	\$60.7	\$ 47.0	\$61.8	\$55.8	\$57.8	\$74.2	10.1%
Tree and Vine Products	\$11.4	\$13.4	\$10.7	\$16.7	\$14.7	\$18.1	\$16.8	47.4%
Livestock and Animal Products	\$6.3	\$8.2	\$5.6	\$5.8	\$6.6	\$6.5	\$6.9	9.5%
Field Crops	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0	\$0	-
Total Crops Value	\$485.1	\$477.4	\$488.1	\$527.8	\$562.9	\$563.9	\$595.9	22.8%
Timber Farming	\$6.4	\$7.9	\$3.5	\$4.8	\$2.8	\$2.3	\$3.4	-46.9%
Total Production Value	\$491.5	\$485.3	\$491.6	\$532.5	\$565.7	\$566.2	\$599.3	21.9%

Source: County Agricultural Commissioner. (2014). 2007-2013 Santa Cruz County Crop Report.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Strawberries	\$196.9	\$160.4	\$172.6	\$197.2	\$198.3	\$191.1	\$201.8	2.5%
Raspberries	\$71.1	\$105.8	\$104.3	\$91.7	\$132.4	\$142.4	\$152.2	114.1%
Indoor Cut Flowers	\$35.0	\$36.2	\$39.0	\$37.4	\$34.4	\$24.6	NA*	-
Field Grown Flowers	\$20.6	\$16.8	\$21.0	\$34.9	\$33.0	\$24.0	NA*	-
Apples	\$8.1	\$10.1	\$7.2	\$13.3	\$12.7	\$12.5	\$11.9	46.9%
Livestock and Animal Products	\$6.3	\$8.2	\$5.6	\$5.8	\$6.6	\$6.5	\$6.9	9.5%
Timber Farming	\$6.4	\$7.9	\$3.5	\$4.8	\$2.8	\$2.4	\$3.4	-46.9%
Brussels Sprouts	\$8.8	\$6.3	\$8.8	\$7.5	\$9.9	\$9.4	\$14.6	65.9%
Lettuce, Leaf	\$5.5	\$6.2	\$6.9	\$8.9	\$6.7	\$6.8	\$10.4	89.1%
Lettuce, Head	\$6.9	\$5.9	\$8.1	\$7.0	\$6.4	\$6.2	\$7.4	7.2%
Wine Grapes	\$3.0	\$2.9	\$3.2	\$3.1	\$1.6	\$5.4	\$4.6	53.3%

Source: County Agricultural Commissioner. (2014). 2007-2013 *Santa Cruz County Crop Report*.

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 8,200 jobs generated by tourism in 2012, nearly identical to the number of jobs created in 2006.

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

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Direct Travel Spending	\$621.0	\$640.2	\$649.6	\$609.8	\$651.9	\$699.9	\$716.7	15.4%
Industry Earnings	\$186.8	\$195.3	\$197.4	\$194.6	\$195.1	\$193.8	\$205.9	10.2%
Local Tax Receipts	\$13.3	\$14.1	\$14.2	\$12.8	\$14.0	\$15.5	\$16.3	22.6%
State Tax Receipts	\$25.0	\$25.5	\$25.7	\$26.8	\$29.0	\$29.9	\$29.0	16.0%
Number of Jobs Generated by Tourism	8,210	8,200	8,030	8,040	7,920	7,910	8,200	-0.1%

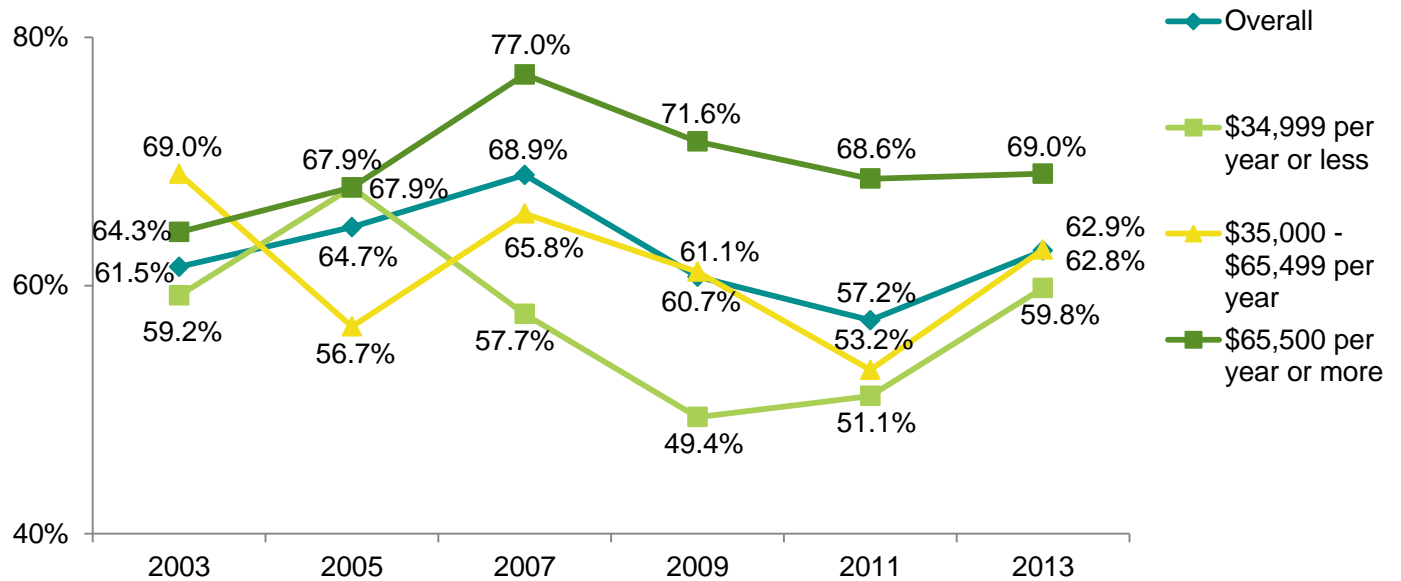
Source: Dean Runyan Associates. (2014). 2006-2012 *California Travel Impacts by County*.

Note: Data presented are the most recent available.

JOB OPPORTUNITIES

Sixty-three percent 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



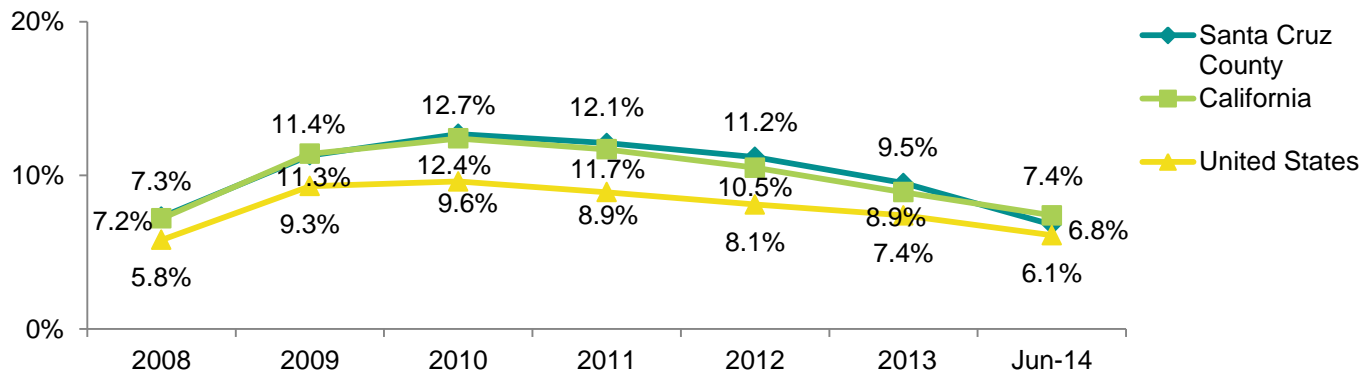
Overall 2013 n: 638; \$34,999 or less 2013 n: 234; \$35,000 - \$65,499 per year 2013 n: 140; Over \$65,500 per year 2013 n: 269
 Source: Applied Survey Research. (2013). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.
 Note: In 2009, the question changed from "Do you feel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

UNEMPLOYMENT RATES

The unemployment rate was 6.8% in Santa Cruz County in June 2014, higher than the state overall (7.4%). The unemployment rate in Santa Cruz County fell from a high of 12.7% in 2010, to 6.8% in June 2014. The jurisdiction with the highest unemployment rate was Watsonville at 14.9% for June 2014.

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. (2014). 2008-2014 *Labor Market Information Division*. U.S. Department of Labor (2013). 2007-2013 *Bureau of Labor Statistics*.

Note: Data from 2014 only represent the month of June. Data prior to June 2014 represent an average for the year.

Unemployment Rate by Jurisdiction

	2008	2009	2010	2011	2012	2013	JUNE 2014	08-14 NET CHANGE
Aptos	2.6%	4.4%	5.0%	4.8%	4.4%	3.7%	2.6%	0.0
Ben Lomond	2.3%	4.6%	5.4%	5.0%	4.6%	3.9%	2.7%	0.4
Capitola	3.6%	6.4%	7.3%	6.9%	6.3%	5.3%	3.8%	0.2
Live Oak	5.5%	9.3%	10.6%	10.0%	9.2%	7.8%	5.6%	0.1
Rio Del Mar	3.9%	6.8%	7.8%	7.4%	6.8%	5.7%	4.1%	0.2
Santa Cruz	6.1%	9.4%	10.7%	10.1%	9.3%	7.9%	5.6%	-0.5
Scotts Valley	3.2%	5.4%	6.2%	5.9%	5.4%	4.5%	3.2%	0.0
Soquel	5.0%	8.5%	9.7%	9.2%	8.5%	7.2%	5.1%	0.1
Watsonville	16.0%	23.4%	26.0%	24.9%	23.2%	20.1%	14.9%	-1.1
Santa Cruz County	7.3%	11.3%	12.7%	12.1%	11.2%	9.5%	6.8%	-0.5
California	7.2%	11.4%	12.4%	11.7%	10.5%	8.9%	7.4%	0.2
United States	5.8%	9.3%	9.6%	8.9%	8.1%	7.4%	6.1%	0.3

Source: State of California Employment Development Department, Labor Market Information Division. (2014). 2008-2014 *Industry Employment & Labor Force*. U.S. Department of Labor (2014). 2008-2014 *Bureau of Labor Statistics*.

Note: Data from 2014 only represent the month of June. Data prior to June 2014 represent an average for the year.

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%	-
Latino	NA	NA	NA	NA	NA	0.0%	-
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.

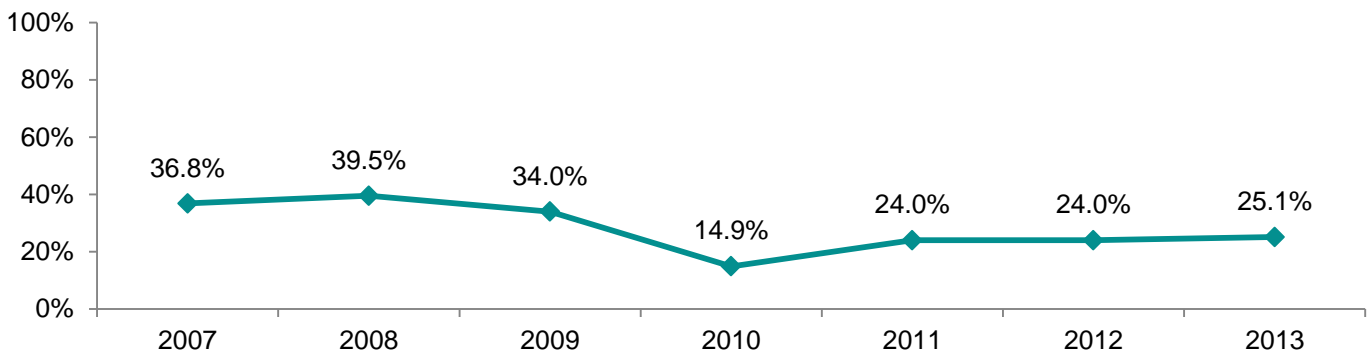
*Significance testing: Latino respondents were significantly more likely than White respondents to have their employment status be employed full-time, unemployed, or a homemaker, parent or caregiver. White respondents were significantly more likely than Latino respondents to have their employment status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

YOUTH EMPLOYMENT

Research has long showed that youth employment can be a strong protective factor against violence and related behaviors. A lack of employment opportunities can create a sense of hopelessness about the future, lead to unnecessary idle time and can lead to increased criminal activity. This subsequently leads to less employment opportunities, creating a cycle that is challenging to move beyond.⁴ Having access to employment and job training is critical for youth to not only successfully plan for their futures, but also to believe a positive future can be achieved.

Thirty-seven percent of youth ages 16-19 were employed in Santa Cruz County in 2007, dropping to 25% in 2013.

Percentage of Employed Youth (Ages 16-19), Santa Cruz County

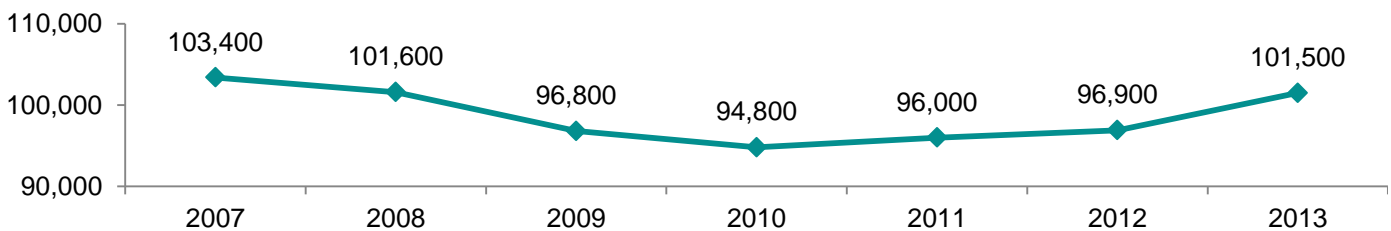


Source: United States Census Bureau. (2014). 2007-2013 *American Community Survey*.

NET JOB GROWTH

Total employment in Santa Cruz County in 2013 increased for the third consecutive year since 2007, rising from 94,800 jobs in 2010 to 101,500 in 2013. Most of the job gains came from education and health services, as well as leisure and hospitality services. The occupation with the greatest projected gain between 2010 and 2020 is personal care aides (84%), followed by home health aides (55%).

Total Employment All Industries, Santa Cruz County



Source: State of California Employment Development Department, Labor Market Information Division. (2014). 2007-2013 *Industry Employment & Labor Force*.

⁴ National Alliance to End Homelessness: Facilitating Workplace Success for disconnected and disadvantaged youth; August 21, 2013.

Net Job Growth by Industry, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Government	23,100	22,300	20,800	19,400	20,400	20,500	20,800	-10.0%
Education & Health Services	12,400	12,500	13,000	13,300	14,000	13,900	16,300	31.5%
Retail Trade	13,200	12,300	11,600	11,400	11,400	11,500	11,600	-12.1%
Leisure & Hospitality	11,500	11,300	11,100	11,000	11,400	11,600	12,200	6.1%
Professional & Business Services	10,200	10,000	9,300	8,900	9,600	9,700	10,200	0.0%
Manufacturing	6,300	5,900	5,200	5,300	5,100	5,600	5,900	-6.3%
Mining, Logging, & Construction	5,400	4,600	3,200	3,000	2,800	3,000	3,200	-40.7%
Wholesale Trade	4,400	4,100	3,800	3,600	3,500	3,500	3,500	-20.5%
Financial Activities	3,600	3,500	3,400	3,300	3,100	3,200	3,400	-5.6%
Transportation, Warehousing, & Utilities	1,600	1,500	1,400	1,400	1,700	1,500	1,400	-12.5%
Information	1,300	1,100	1,000	900	900	800	800	-38.5%
Other Services	3,900	4,000	3,700	3,600	3,600	3,700	4,000	2.6%
Total Employment, Non- farm Industries	96,700	93,000	87,400	85,200	87,300	88,400	93,100	-3.7%
Total Employment, Farm Industries	8,000	8,600	9,500	9,600	8,700	8,500	8,400	5.0%
Total Employment¹, All Industries	104,700	101,600	96,800	94,800	96,000	96,900	101,500	-3.1%
Comparison: Labor Force ²	148,400	146,200	147,600	147,800	150,700	154,900	151,700	2.2%

Source: State of California Employment Development Department, Labor Market Information Division. (2014). 2007-2013 *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.

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 Agents	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

After 2008, per capita personal income fell in the county from \$51,140 to \$48,883 in 2011 but has eclipsed that number in 2012 (\$52,442). Median family income⁵ in Santa Cruz County was \$82,904 in 2013, close to its previous high in 2008 of \$83,997.

Per Capita Personal Income¹

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Santa Cruz County	\$45,194	\$48,337	\$51,140	\$49,145	\$47,409	\$48,883	\$52,442	16.0%
California	\$39,626	\$41,805	\$43,852	\$42,395	\$42,514	\$44,666	\$46,477	17.3%
United States	\$36,714	\$38,615	\$40,166	\$39,635	\$39,937	\$42,298	\$43,735	19.1%

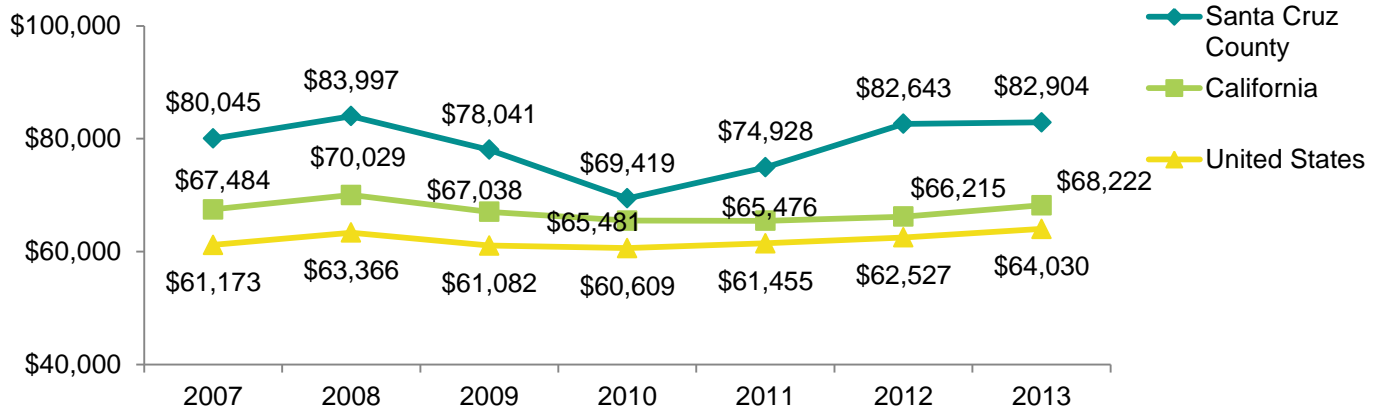
Source: U.S. Department of Commerce, Bureau of Economic Analysis. (2014). 2006-2012 Regional Economic Information System.

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.

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

Median Family Income



Source: United States Census Bureau. (2014). 2007-2013 American Community Survey.

☎ 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 2014 was \$23,850 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, 18% of children under the age of 18 were living in poverty in 2013, up from 14% in 2012. Poverty among seniors however, decreased from 9% in 2010 to 7% in 2013.

Federal Poverty Guidelines by Family Size, United States

	2008	2009	2010	2011	2012	2013	2014
1	\$10,400	\$10,830	\$10,830	\$10,890	\$11,170	\$11,490	\$11,670
2	\$14,000	\$14,570	\$14,570	\$14,710	\$15,130	\$15,510	\$15,730
3	\$17,600	\$18,310	\$18,310	\$18,530	\$19,090	\$19,530	\$19,790
4	\$21,200	\$22,050	\$22,050	\$22,350	\$23,050	\$23,550	\$23,850
5	\$24,800	\$25,790	\$25,790	\$26,170	\$27,010	\$27,570	\$27,910
6	\$28,400	\$29,530	\$29,530	\$29,990	\$30,970	\$31,590	\$31,970
7	\$32,000	\$33,270	\$33,270	\$33,810	\$34,930	\$35,610	\$36,030
8	\$35,600	\$37,010	\$37,010	\$37,630	\$38,890	\$39,630	\$40,090

Source: Department of Health and Human Services. (2014). 2008-2014 *Federal Register*.

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

Note: Federal Poverty Guidelines do not include Alaska or Hawaii.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Santa Cruz County								
Under 18 Years	12.4%	17.8%	14.9%	17.3%	15.5%	14.0%	18.4%	6.0
18 to 64 Years	10.0%	13.4%	14.7%	14.8%	16.0%	14.3%	15.4%	5.4
65 Years and Over	6.2%	6.7%	6.8%	8.5%	7.2%	7.5%	6.6%	0.4
California								
Under 18 Years	17.3%	18.5%	19.9%	22.0%	22.8%	23.8%	23.5%	6.2
18 to 64 Years	11.1%	12.0%	12.8%	14.5%	15.3%	15.6%	15.6%	4.5
65 Years and Over	8.2%	8.7%	8.7%	9.7%	10.0%	10.4%	10.4%	2.2
United States								
Under 18 Years	18.0%	18.2%	20.0%	21.6%	22.5%	22.6%	22.2%	4.2
18 to 64 Years	11.6%	11.9%	13.1%	14.2%	14.8%	14.8%	14.8%	3.2
65 Years and Over	9.5%	9.9%	9.5%	9.0%	9.3%	9.5%	9.6%	0.1

Source: United States Census Bureau. (2014). 2007-2013 *American Community Survey*.

SELF-SUFFICIENCY INCOME STANDARDS

The Self-Sufficiency Income Standards (SSIS) 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 SSIS 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 \$14.16 per hour in 2014 in order to be self-sufficient. A single adult with a teenager and a school-age child would have to earn \$25.01 per hour to be self-sufficient. In 2012, 63% of Latinos were living below the SSIS compared to 26% of Whites.

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>.

Self-Sufficiency Income Standards, Santa Cruz County

	SINGLE ADULT				
	2003	2008	2011	2014	03-14% CHANGE
Housing	\$1,004	\$1,145	\$1,327	\$1,180	17.5%
Child Care	\$0	\$0	\$0	\$0	-
Food	\$182	\$241	\$236	\$244	34.1%
Transportation	\$245	\$255	\$262	\$279	13.9%
Health Care	\$67	\$104	\$140	\$149	122.4%
Miscellaneous	\$150	\$175	\$197	\$185	23.3%
Taxes	\$375	\$447	\$527	\$454	21.1%
Earned Income Tax credit (-)	\$0	\$0	\$0	\$0	-
Child Care Tax Credit (-)	\$0	\$0	\$0	\$0	-
Child Tax Credit (-)	\$0	\$0	\$0	\$0	-
Hourly Self-Sufficiency Wage	\$11.49	\$13.45	\$15.28	\$14.16	23.2%
Monthly Self-Sufficiency Wage	\$2,023	\$2,367	\$2,689	\$2,492	23.2%
Annual Self-Sufficiency Wage	\$24,276	\$28,408	\$32,273	\$29,903	23.2%
	SINGLE ADULT + 1 SCHOOL-AGE CHILD AND 1 TEENAGER				
	2003	2008	2011	2014	03-14% CHANGE
Housing	\$1,341	\$1,493	\$1,730	\$1,597	19.1%
Child Care	\$440	\$426	\$473	\$531	20.7%
Food	\$473	\$633	\$623	\$646	36.6%
Transportation	\$251	\$262	\$270	\$288	14.7%
Health Care	\$232	\$297	\$423	\$504	117.2%
Miscellaneous	\$274	\$311	\$352	\$357	30.3%
Taxes	\$484	\$589	\$776	\$695	43.6%
Earned Income Tax credit (-)	\$0	\$0	\$0	\$0	-
Child Care Tax Credit (-)	(\$55)	(\$50)	(\$50)	(\$50)	-9.1%
Child Tax Credit (-)	NA	NA	(\$167)	(\$167)	-
Hourly Self-Sufficiency Wage	\$18.59	\$21.55	\$25.17	\$25.01	34.5%
Monthly Self-Sufficiency Wage	\$3,273	\$3,793	\$4,430	\$4,401	34.5%
Annual Self-Sufficiency Wage	\$39,270	\$45,522	\$53,164	\$52,817	34.5%

Source: Insight Center for Community Economic Development. (2014). 2003-2014 *The Self-Sufficiency Standard for California*.

¹Hourly wages for two-adult households are per adult (e.g., \$18.67 per adult in 2011, \$18.46 per adult in 2014).

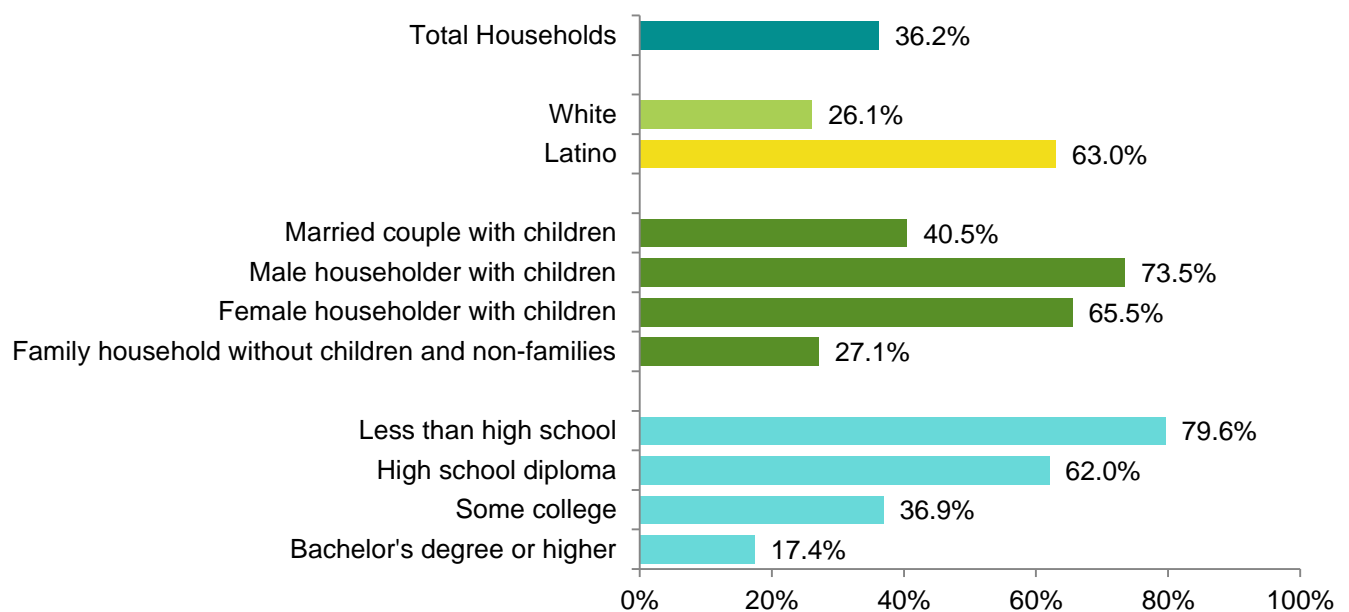
Self-Sufficiency Income Standards, Santa Cruz County (Continued)

	TWO ADULTS + 1 PRE-SCHOOLER AND 1 SCHOOL-AGE CHILD				03-14% CHANGE
	2003	2008	2011	2014	
Housing	\$1,341	\$1,493	\$1,730	\$1,597	19.1%
Child Care	\$1,205	\$1,283	\$1,624	\$1,648	36.8%
Food	\$565	\$752	\$739	\$765	35.4%
Transportation	\$481	\$500	\$512	\$545	13.3%
Health Care	\$250	\$333	\$452	\$534	113.6%
Miscellaneous	\$384	\$436	\$506	\$509	32.6%
Taxes	\$783	\$946	\$1,274	\$1,165	48.8%
Earned Income Tax credit (-)	\$0	\$0	\$0	\$0	-
Child Care Tax Credit (-)	(\$100)	(\$100)	(\$100)	(\$100)	0.0%
Child Tax Credit (-)	NA	NA	(\$167)	(\$167)	-
Hourly Self-Sufficiency Wage	\$13.47 ¹	\$15.56 ¹	\$18.67 ¹	\$18.46 ¹	37.0%
Monthly Self-Sufficiency Wage	\$4,743	\$5,477	\$6,571	\$6,496	37.0%
Annual Self-Sufficiency Wage	\$56,918	\$65,726	\$78,858	\$77,954	37.0%

Source: Insight Center for Community Economic Development. (2014). 2003-2014 *The Self-Sufficiency Standard for California*.

¹Hourly wages for two-adult households are per adult (e.g., \$18.67 per adult in 2011, \$18.46 per adult in 2014).

Percentage of Households Below Self-Sufficiency Income Standards, Santa Cruz County – 2012



Source: Insight Center for Community Economic Development. (2014). 2012 *The Self-Sufficiency Standard for California*.

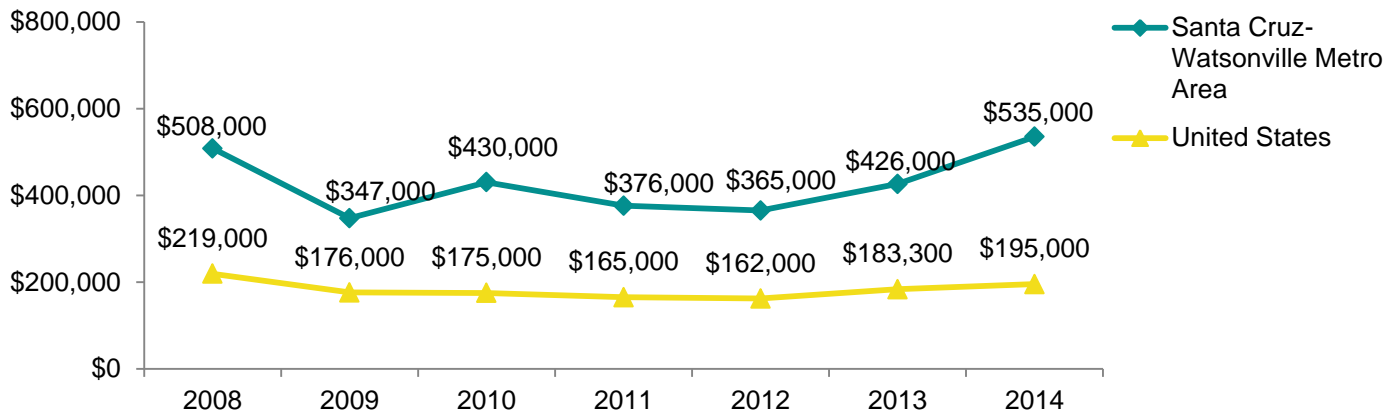
Note: Data presented are the most recent available.

AFFORDABLE HOUSING

The median sale price of homes in the Santa Cruz-Watsonville Metro Areas was \$535,000 in the 1st quarter of 2014, up considerably from \$365,000 in 2012. The percentage of homes in the Santa Cruz-Watsonville Metro Area that were affordable to median income families was 21% in the 1st quarter of 2014. Average rents for two bedrooms was \$1,750 a month in 2014.

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. (2014). 2008-2014 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

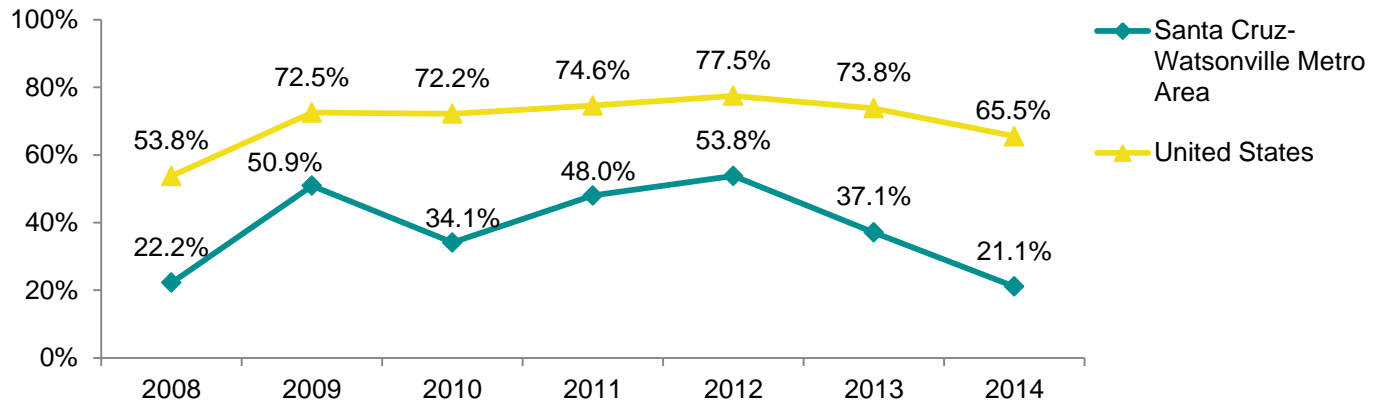
¹Includes new and existing condominiums and other types of homes.

Median Sale Price, All Home Types by Metro Area

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Salinas	\$393,000	\$209,000	\$232,000	\$235,000	\$254,000	\$340,000	\$385,000	-2.0%
San Francisco-San Mateo	\$680,000	\$525,000	\$585,000	\$550,000	\$549,000	\$675,000	\$815,000	19.9%
San Jose-Santa Clara	\$544,000	\$373,000	\$431,000	\$425,000	\$420,000	\$550,000	\$631,000	16.0%
Santa Cruz-Watsonville	\$508,000	\$347,000	\$430,000	\$376,000	\$365,000	\$426,000	\$535,000	5.3%
United States	\$219,000	\$176,000	\$175,000	\$165,000	\$162,000	\$183,300	\$195,000	-11.0%

Source: National Association of Home Builders. (2014). 2008-2014 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percentage of Homes Affordable for Median Income Families



Source: National Association of Home Builders. (2014). 2008-2014 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

Percentage of Homes Affordable for Median Income Families by Metro Area

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
Salinas	13.1%	69.0%	56.2%	62.4%	62.6%	44.4%	23.0%	9.9
San Francisco-San Mateo	12.7%	32.1%	23.4%	33.2%	39.9%	28.9%	13.3%	0.6
San Jose-Santa Clara	23.1%	61.5%	45.1%	53.5%	59.1%	43.3%	27.2%	4.1
Santa Cruz-Watsonville	22.2%	50.9%	34.1%	48.0%	53.8%	37.1%	21.1%	-1.1
United States	53.8%	72.5%	72.2%	74.6%	77.5%	73.7%	65.5%	11.7

Source: National Association of Home Builders. (2014). 2008-2014 NAHB - Wells Fargo Housing Opportunity Index (HOI), 1st Quarter.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
County								
Marin	24%	41%	41%	50%	47%	37%	36%	12.0
San Francisco	23%	39%	37%	46%	43%	34%	34%	11.0
San Mateo	22%	51%	42%	53%	46%	36%	31%	9.0
Santa Clara	31%	62%	55%	62%	56%	45%	45%	14.0
Santa Cruz	28%	53%	45%	58%	56%	41%	41%	13.0
Region								
U.S.: Single Family	69%	76%	79%	NA	81%	75%	77%	8.0
CA: Single Family	44%	69%	66%	NA	69%	56%	56%	12.0
S.F. Bay Area	30%	62%	53%	NA	NA	45%	46%	16.0
Monterey Region	29%	71%	67%	NA	NA	57%	49%	20.0

Source: California Association of Realtors. (2014). 2008-2014 First-Time Buyer Housing Affordability Index.

Note: Data are from the 1st quarter of each year, except for 2012 and 2013, when data is from Q2.

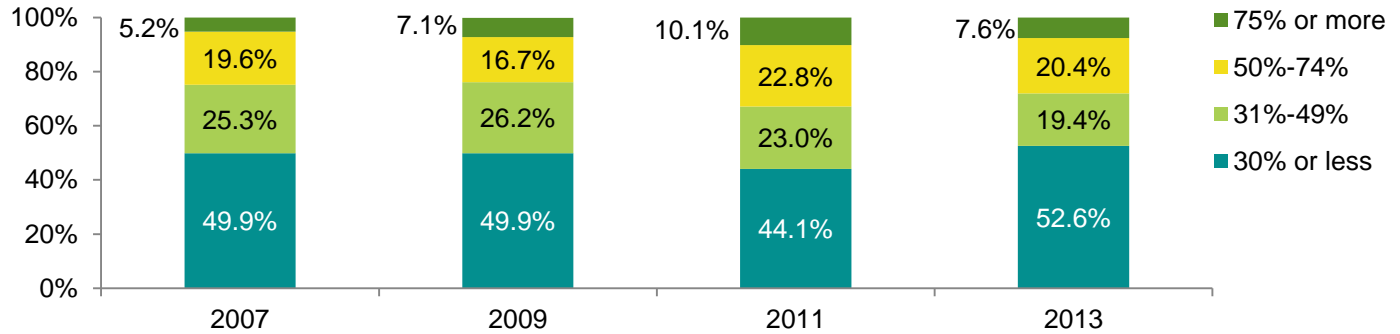
¹A first-time buyer is assumed to purchase a home at a price equal to 85 percent of the prevailing median price for existing homes.

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

	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	08-14 % CHANGE
0 bedrooms	\$1,045	\$1,113	\$1,160	\$1,212	\$1,058	\$1,039	\$1,051	0.6%
1 bedroom	\$1,229	\$1,309	\$1,363	\$1,424	\$1,248	\$1,257	\$1,271	3.4%
2 bedrooms	\$1,608	\$1,713	\$1,784	\$1,864	\$1,627	\$1,700	\$1,750	8.8%
3 bedrooms	\$2,341	\$2,494	\$2,598	\$2,714	\$2,341	\$2,191	\$2,217	-5.3%
4 bedrooms	\$2,505	\$2,669	\$2,779	\$2,904	\$2,413	\$2,444	\$2,473	-1.3%

Source: U.S. Department of Housing and Urban Development. (2014). 2008-2014 HUD USER Data Sets.

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

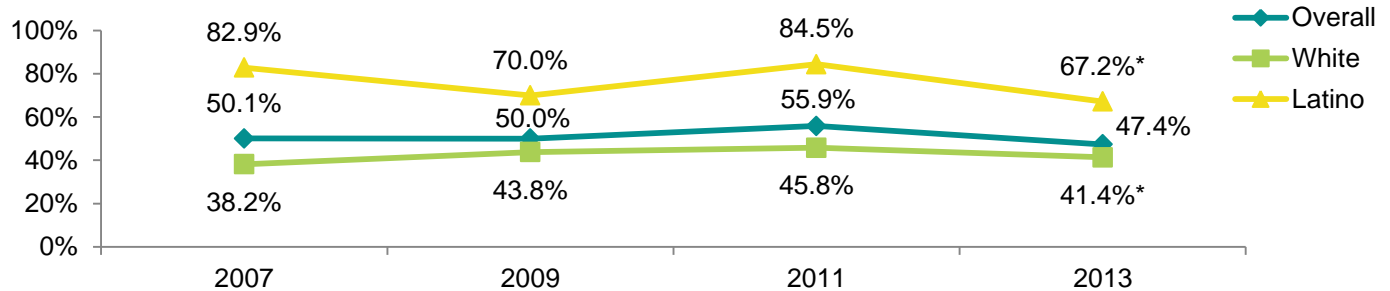


Overall 2013 n: 624.

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.

📞 Percentage 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.

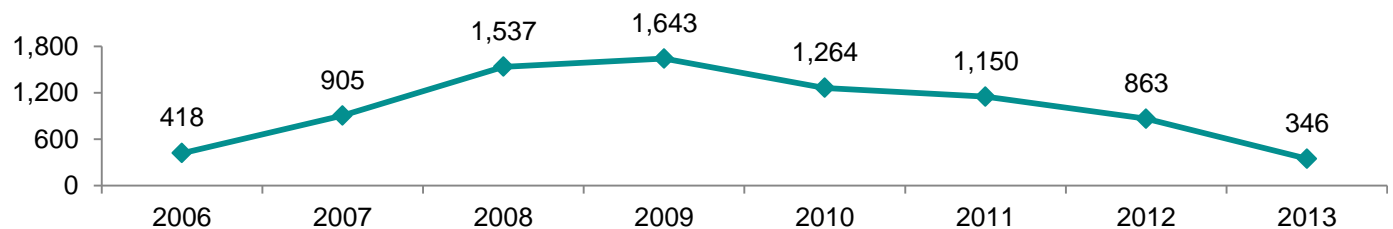
Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*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.

FORECLOSURES

There were 346 notices of default (the first step in the foreclosure process) in Santa Cruz County in 2013, continuing a downward trend from a high of 1,643 in 2009. There was a 62% decrease in notices of default between 2007 and 2013 in the county.

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



Source: DataQuick News. (2014). 2006-2013 Foreclosure Press Releases.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Monterey County	2,740	5,222	4,606	2,831	2,243	1,713	599	-78.1%
San Francisco County	1,059	1,493	2,230	1,885	1,749	1,128	444	-58.1%
Santa Clara County	6,150	11,740	15,040	9,538	8,069	5,073	1,948	-68.3%
Santa Cruz County	905	1,537	1,643	1,264	1,150	863	346	-61.8%
California	254,824	404,620	377,355	304,165	257,664	220,360	82,749	65.6%

Source: DataQuick News. (2013). 2007-2013 Foreclosure Press Releases.

ASSISTANCE FOR NEEDY FAMILIES

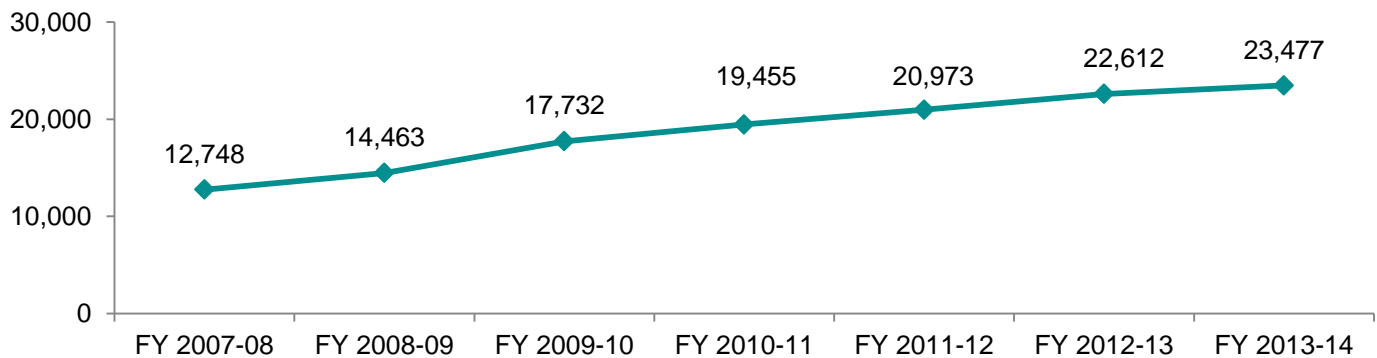
CalFresh, formerly known as the Food Stamp Program, serves as the first line of defense against hunger. CalFresh benefits provide critical basic support to low income families and individuals enabling them to purchase nutritious food with an Electronic Benefit Transfer card.

The average number of people served monthly by CalFresh increased from 12,748 people in FY 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 under 2,000 in FY 2013-14, a slight decrease from the previous year. Nearly 68,000 people in Santa Cruz County received aid from one or more forms of public assistance in FY 2013-14.

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



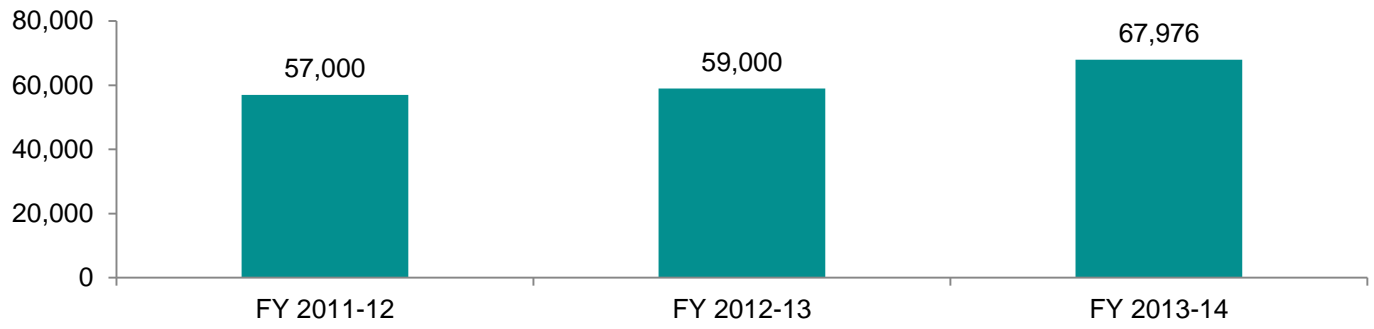
Source: County of Santa Cruz Human Services Department Annual Report. (2014) 2007-2014.

Average Monthly Caseload, Santa Cruz County

	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14
General Assistance	138	162	196	174	171
CalWORKs	2,389	2,366	2,226	2,059	1,974

Source: County of Santa Cruz Human Services Department Annual Report. (2014) 2007-2014.

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. (2014) 2007-2014.



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EDUCATION SNAPSHOT OF SANTA CRUZ COUNTY

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Test Scores – CAHSEE (California High School Exit Exam)	Percentage of 10 th grade students passing the math portion of the exam	86%	83%	↑
High School Dropout Rate	Dropout rate	11.6%	10.5%	↔
High School Graduation Rate	Graduation rate	80.4%	84.9%	↑
Satisfaction with Local Educational System	Percentage of CAP survey respondents who felt “very” or “somewhat satisfied” with our local system of education	NA	86.9%	↑
Child Care	Percentage of children with parents in the labor force with licensed child care spaces available	NA	30.4%	↔

↑ 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.

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: Carol Polhamus, *Alternative Education, Santa Cruz County Office of Education*

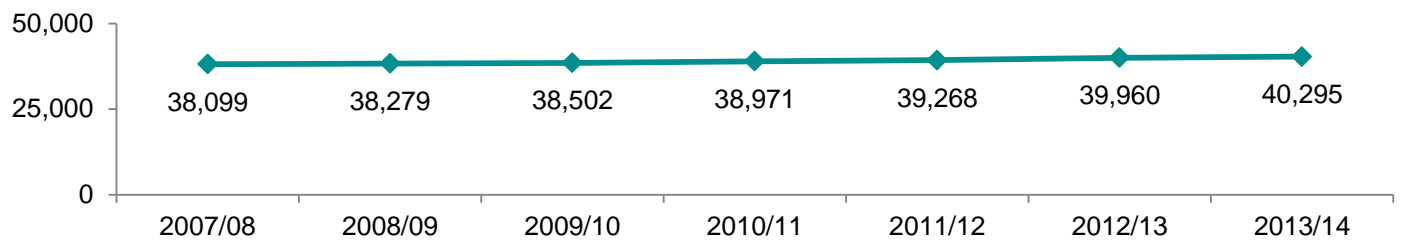
GOAL: By the year 2015, more kindergarteners will be better prepared for school through participation in a high quality preschool.

- » Community Hero: Lawrence P. Drury, *GOKIDS*

STUDENT ENROLLMENT

The total number of students enrolled in public K-12 schools in Santa Cruz County was 40,295 in 2013/14, an increase of 6% from 38,099 in 2007/08. The majority (56%) of the students enrolled in 2013/14 identified as Latino/Hispanic, followed by 37% White, and less than 2% Asian.

Student Enrollment, Santa Cruz County



Source: California Department of Education. (2014). 2007-2014 *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

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 % CHANGE
County Office of Education	1,121	1,219	1,397	1,389	1,106	1,393	1,349	20.3%
Bonny Doon Union Elementary	131	125	117	114	129	132	127	-3.1%
Happy Valley Elementary	141	129	128	135	133	127	129	-8.5%
Live Oak Elementary	2,194	2,162	2,089	2,108	2,061	2,118	2,081	-5.2%
Mountain Elementary	165	159	133	120	123	132	131	-20.6%
Pacific Elementary	106	106	104	110	110	104	106	0.0%
Pajaro Valley Unified	19,387	19,477	19,381	19,542	19,914	20,001	20,362	5.0%
San Lorenzo Valley Unified	3,546	3,610	3,771	4,025	4,264	4,444	4,514	27.3%
Santa Cruz City Elementary	2,136	2,165	2,193	2,257	2,336	2,360	2,351	10.1%
Santa Cruz City High	4,847	4,759	4,779	4,718	4,691	4,716	4,666	-3.7%
Scotts Valley Unified	2,645	2,595	2,566	2,574	2,506	2,479	2,474	-6.5%
Soquel Union Elementary	1,680	1,773	1,844	1,879	1,895	1,954	2,005	19.3%
Santa Cruz County Total	38,099	38,279	38,502	38,971	39,268	39,960	40,295	5.8%
California Total	6,258,007	6,252,031	6,189,908	6,217,113	6,214,204	6,214,199	6,236,672	-0.3%

Source: California Department of Education. (2014). 2007-2014 *Educational Demographics Office*.

Student Enrollment by Ethnicity, Santa Cruz County

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 NET CHANGE
African American	1.2%	1.2%	1.2%	1.1%	1.0%	0.9%	0.9%	-0.3
Alaska Native/ American Indian	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	-0.1
Asian	2.0%	2.0%	2.0%	2.0%	1.8%	1.8%	1.8%	-0.2
Filipino	1.0%	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%	-0.2
Hispanic/ Latino	51.3%	52.0%	53.0%	53.6%	54.3%	54.8%	55.6%	4.3
Pacific Islander	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	-0.1
White (Not Hispanic)	40.7%	40.0%	40.8%	39.4%	38.0%	37.3%	36.5%	-4.2
Multiple or No Response	3.1%	3.3%	1.6%	2.4%	3.4%	3.7%	3.9%	0.8

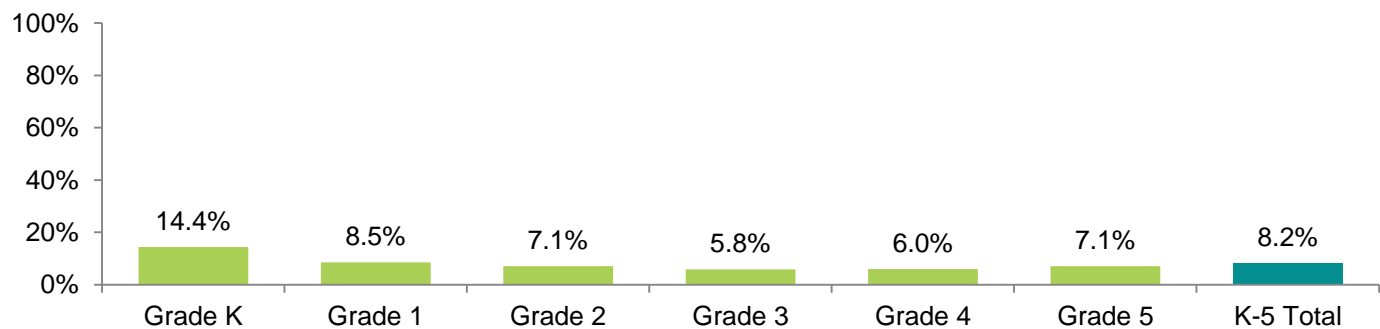
Source: California Department of Education. (2014). 2007-2014 *Educational Demographics Office*.

ATTENDANCE

Attendance in elementary school plays a major role in academic success, including reading at grade level and graduation rates. Chronic absenteeism is when a student misses 10% or more of school for any reason, excused or unexcused. Chronic absenteeism is a good indicator that students are headed towards academic trouble and are at an increased risk of dropping out of high school.

Fourteen percent of kindergarten students were chronically absent in 2014, while all other grade levels had less than 10% of students who were chronically absent. When comparing the ethnic breakdown of chronically absent students with all students, there are no noted differences.

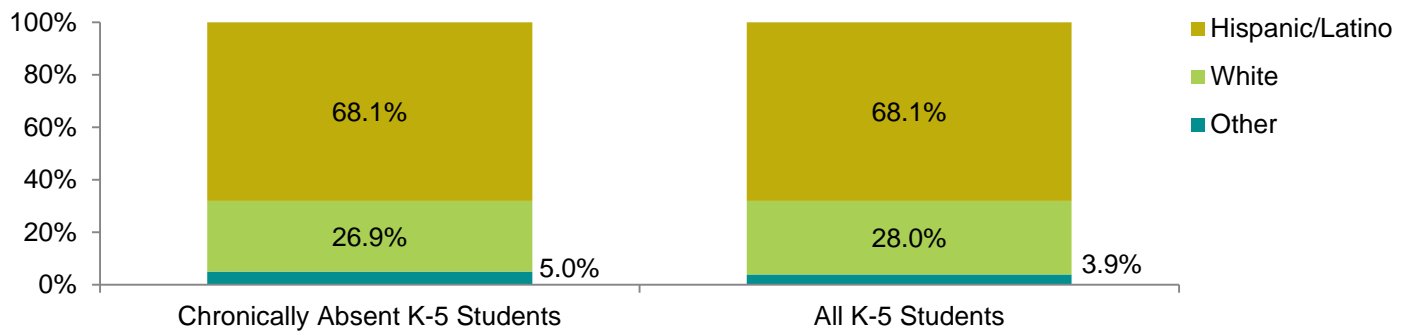
Percentage of Santa Cruz County¹ Students that are that are Chronically Absent, 2014



Source: Santa Cruz County, Keeping Kids in School (KKIS) Collaborative. (2014).

¹Santa Cruz County data is represented by the following school districts: Santa Cruz City, Pajaro Valley, Live Oak, and San Lorenzo Valley.

Percentage of Santa Cruz County¹ Students that are that are Chronically Absent Compared to All Students, 2014



Source: Santa Cruz County, Keeping Kids in School (KKIS) Collaborative. (2014).

¹Santa Cruz County data is represented by the following school districts: Santa Cruz City, Pajaro Valley, Live Oak, and San Lorenzo Valley.

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 California High School Exit Exam (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 2007/08 the percentage of Santa Cruz County 10th grade students who passed the California High School Exit Exam⁷ increased in both math (77% in 2007/08 to 83% in 2013/14) and English-language arts (78% in 2007/08 to 81% in 2013/14).

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

Math: 10th Grade

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Aptos High								
Number Tested	342	305	337	326	369	325	320	-
Passing	91%	88%	88%	89%	88%	94%	92%	1.0
Harbor High								
Number Tested	277	264	268	257	240	262	297	-
Passing	86%	83%	88%	88%	86%	85%	86%	0.0
Pajaro Valley High								
Number Tested	419	322	396	324	384	379	356	-
Passing	62%	59%	70%	78%	69%	69%	76%	14.0
San Lorenzo Valley High								
Number Tested	211	190	170	345	362	189	173	-
Passing	90%	89%	92%	70%	76%	94%	90%	0.0
Santa Cruz High								
Number Tested	244	264	267	289	263	279	241	-
Passing	91%	91%	92%	96%	93%	93%	93%	2.0
Scotts Valley High								
Number Tested	224	201	193	212	193	186	199	-
Passing	94%	96%	95%	93%	96%	96%	97%	3.0
Soquel High								
Number Tested	300	280	231	244	271	259	257	-
Passing	82%	89%	88%	82%	86%	85%	89%	7.0
Watsonville High								
Number Tested	515	534	467	526	491	502	467	-
Passing	63%	73%	71%	75%	76%	71%	75%	12.0
Santa Cruz County								
Number Tested	2,974	2,805	2,733	2,851	2,884	2,952	2,886	-
Passing	77%	79%	81%	83%	81%	81%	83%	6.0
California								
Number Tested	474,830	474,221	475,464	473,439	465,414	459,159	450,169	-
Passing	78%	80%	81%	83%	84%	84%	86%	8.0

Source: California Department of Education. (2014). 2007-2014 High School Exit Exam Office.

English Language Arts: 10th Grade

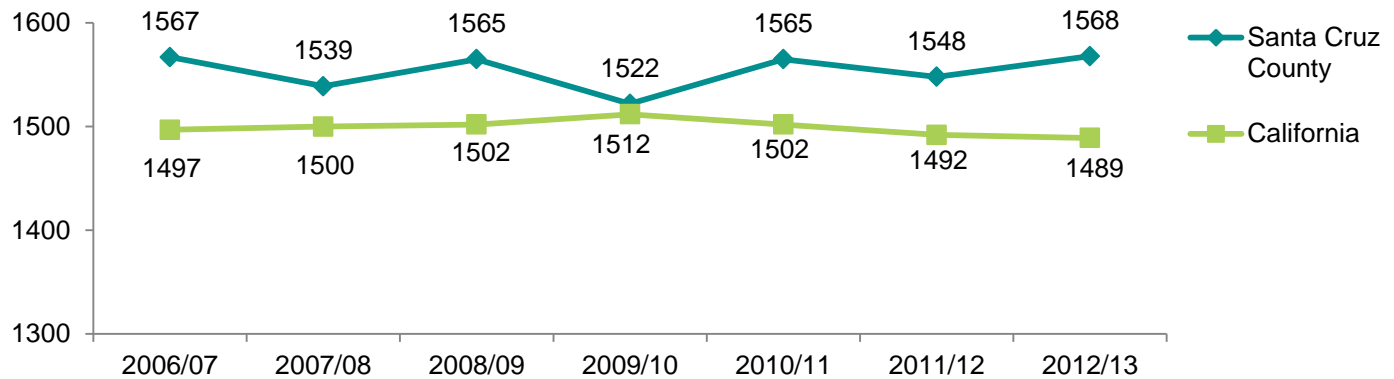
	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012 /13	2013 /14	07-14 NET CHANGE
Aptos High								
Number Tested	347	305	336	327	367	324	320	-
Passing	92%	90%	90%	89%	92%	89%	89%	-3.0
Harbor High								
Number Tested	277	264	268	255	240	262	302	-
Passing	87%	87%	88%	87%	85%	77%	80%	-7.0
Pajaro Valley High								
Number Tested	416	316	397	328	388	378	350	-
Passing	67%	63%	69%	73%	70%	65%	71%	4.0
San Lorenzo Valley High								
Number Tested	211	192	173	351	382	188	173	-
Passing	91%	92%	92%	72%	77%	89%	88%	-3.0
Santa Cruz High								
Number Tested	245	266	265	290	262	278	238	-
Passing	91%	87%	93%	92%	94%	91%	92%	1.0
Scotts Valley High								
Number Tested	223	201	191	212	194	186	199	-
Passing	96%	96%	96%	95%	97%	98%	97%	1.0
Soquel High								
Number Tested	299	276	225	243	270	261	251	-
Passing	85%	88%	92%	89%	87%	88%	89%	4.0
Watsonville High								
Number Tested	518	540	467	539	490	506	465	-
Passing	62%	68%	67%	69%	71%	70%	67%	5.0
Santa Cruz County								
Number Tested	2,992	2,813	2737	2,869	2,885	2,953	2,902	-
Passing	78%	79%	82%	82%	82%	79%	81%	3.0
California								
Number Tested	476,711	476,768	478,113	475,842	467,654	461,150	451,687	-
Passing	79%	79%	81%	82%	83%	83%	84%	5.0

Source: California Department of Education. (2014). 2007-2014 High School Exit Exam Office.

TEST SCORES – SAT

The total average SAT⁸ score of Santa Cruz County high school students was 1568 in 2012/13, higher than the state at an average of 1489. Depending upon the high school, there was a wide range of scores, with a low of 1241 at Pajaro Valley High School and a high of 1732 at Santa Cruz High School in 2012/13. The percentage of Santa Cruz County 12th grade students who took the SAT increased slightly from 36% in 2006/07 to 37% in 2012/13. However, the percentage of Santa Cruz County 12th graders taking the SAT has been consistently lower than in California overall since 2006/07.

Total Average SAT Score



Source: California Department of Education. (2014). 2006-2013 SAT Report.

Note: Scores are out of 2400 possible points on a nonlinear curve. Visit the College Board’s website for information on how the tests are scored at <https://www.collegeboard.org/>.

Percentage of 12th Grade Students Who Took the SAT

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 NET CHANGE
Aptos High	47.2%	59.7%	53.0%	47.8%	44.3%	52.3%	51.2%	4.0
Harbor High	42.2%	34.8%	32.9%	32.6%	31.5%	47.1%	47.3%	5.1
Pajaro Valley High	31.5%	32.7%	38.3%	44.4%	36.3%	42.9%	35.7%	4.2
San Lorenzo Valley High	47.3%	39.0%	37.8%	39.7%	45.7%	54.1%	54.7%	7.4
Santa Cruz High	61.1%	57.5%	53.2%	45.0%	53.9%	63.2%	60.4%	-0.7
Scotts Valley High	58.1%	67.9%	68.9%	59.0%	58.3%	68.0%	72.7%	14.6
Soquel High	45.6%	41.0%	44.1%	38.3%	40.4%	47.0%	44.8%	-0.8
Watsonville High	34.7%	36.5%	27.5%	28.1%	35.7%	33.9%	36.6%	1.9
Santa Cruz County	35.6%	35.3%	32.4%	31.8%	32.3%	37.8%	36.9%	1.3
California	36.9%	35.9%	34.7%	33.4%	38.0%	39.3%	40.4%	3.5

Source: California Department of Education. (2014). 2006-2013 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	2012/13	06-13 % CHANGE
Aptos High	1555	1597	1622	1571	1598	1574	1584	1.9%
Harbor High	1663	1690	1657	1656	1686	1618	1607	-3.4%
Pajaro Valley High	1423	1160	1237	1233	1173	1223	1241	-12.8%
San Lorenzo Valley High	1579	1603	1652	1657	1655	1589	1634	3.5%
Santa Cruz High	1645	1652	1683	1655	1691	1687	1732	5.3%
Scotts Valley High	1618	1614	1664	1636	1682	1621	1653	2.2%
Soquel High	1620	1608	1654	1666	1626	1653	1568	-3.2%
Watsonville High	1312	1266	1313	1255	1322	1305	1270	-3.2%
Santa Cruz County	1567	1539	1565	1522	1565	1548	1568	0.1%
California	1497	1500	1502	1512	1502	1492	1489	-0.5%

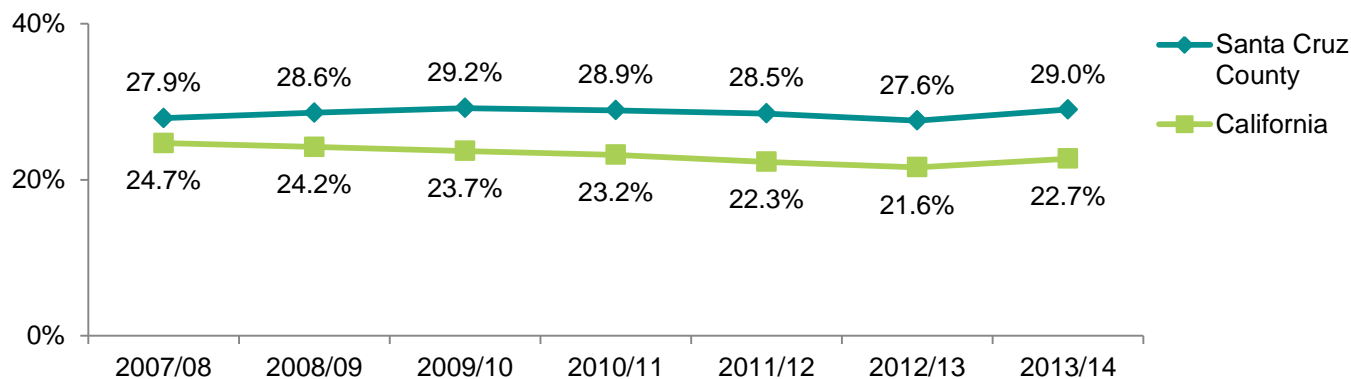
Source: California Department of Education. (2014). 2006-2013 SAT Report.

Note: Scores are out of 2400 possible points on a nonlinear curve. Visit the College Board’s website for information on how the tests are scored at <https://www.collegeboard.org/>.

ENGLISH LEARNER STUDENTS

Allocating additional resources for teaching English Learner⁹ students is increasingly important as schools adapt to changing demographics. In the 2013/14 school year, 29% of all Santa Cruz County students were English Learners, slightly higher than in California overall at 23%.

Percentage of English Learner Students



Source: California Department of Education. (2014). 2005-2014 Educational Demographics Office.

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

Percentage of English Learner Students by School District

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
County Office of Education	12.9%	13.4%	10.8%	26.1%	15.8%	18.4%	17.4%	4.5
Bonny Doon Union Elementary	0.0%	0.8%	2.6%	0.9%	1.6%	0.8%	0.0%	0.0
Happy Valley Elementary	0.7%	0.8%	0.0%	0.0%	0.8%	1.6%	1.6%	0.9
Live Oak Elementary	28.8%	31.2%	30.9%	31.6%	32.3%	32.6%	32.7%	3.9
Mountain Elementary	1.8%	2.5%	2.3%	2.5%	3.3%	0.8%	0.0%	-1.8
Pacific Elementary	8.5%	9.4%	10.6%	10.9%	9.1%	10.6%	12.3%	3.8
Pajaro Valley Unified	43.8%	44.9%	46.7%	45.9%	45.4%	44.0%	46.5%	2.7
San Lorenzo Valley Unified	1.2%	1.1%	0.8%	1.1%	1.3%	1.8%	1.7%	0.5
Santa Cruz City Elementary	27.5%	28.6%	27.9%	27.2%	25.7%	24.4%	25.7%	-1.8
Santa Cruz City High	9.4%	8.1%	8.8%	7.9%	7.7%	6.7%	7.2%	-2.2
Scotts Valley Unified	2.4%	2.5%	2.5%	1.7%	2.1%	1.7%	2.3%	-0.1
Soquel Union Elementary	12.4%	13.4%	13.1%	14.0%	12.1%	13.2%	11.8%	-0.6
Santa Cruz County	27.9%	28.6%	29.2%	29.1%	28.5%	27.6%	29.0%	1.1
California	24.7%	24.2%	23.7%	23.2%	22.3%	21.6%	22.7%	-2.0

Source: California Department of Education. (2014). 2007-2014 *Educational Demographics Office*.

HIGH SCHOOL GRADUATION RATES

High school graduates earn higher salaries, have better self-esteem, more personal life satisfaction, fewer health problems and less involvement in criminal activity as compared to high school dropouts.¹⁰ The cohort graduation rate is the rate at which students enter 9th grade and graduate within four years (including GED or special education certificate of completion). The cohort outcome graduation rate in Santa Cruz County has increased from 81% in 2009-10 to 85% in 2012-13, and has consistently been higher than the state overall.

Cohort¹ Outcome Graduation Rates by School District

	2009/10	2010/11	2011/12	2012/13	09-13 NET CHANGE
Pajaro Valley Unified	84.8%	81.6%	85.9%	88.6%	3.8
San Lorenzo Valley Unified	86.9%	90.1%	96.3%	94.4%	7.5
Santa Cruz City High	91.4%	90.2%	90.5%	89.8%	-1.6
Scotts Valley Unified	97.1%	96.7%	96.7%	97.9%	0.8
Santa Cruz County	80.6%	80.0%	81.6%	84.9%	4.3
California	74.7%	77.1%	78.9%	80.4%	5.7%

Source: California Department of Education. (2014). 2009-2013 *Educational Demographics Office*.

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

¹Please see Appendix II for definition of "Cohort."

¹⁰ Math and Reading Help. (n.d.). The importance of a high school diploma. Retrieved May 9th 2013 from http://mathandreadinghelp.org/articles/The_Importance_of_a_High_School_Diploma.html

Cohort¹ Outcome Graduation Rates by Ethnicity, Santa Cruz County

	2009/10	2010/11	2011/12	2012/13	09-13 NET CHANGE
Hispanic/Latino	72.7%	73.1%	74.7%	80.4%	7.7
White	87.7%	86.7%	88.7%	90.6%	2.9

Source: California Department of Education. (2014). 2009-2013 *Educational Demographics Office*.

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

¹Please see Appendix II for definition of "Cohort."

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 2012/13. Hispanic/Latino students had higher dropout rates (13%) than White students at 7% in 2012/13.

Cohort¹ Outcome Dropout Rates by School District

	2009/10	2010/2011	2011/2012	2012/13	09-13 NET CHANGE
Pajaro Valley Unified	7.8%	10.7%	7.5%	10.4%	2.6
San Lorenzo Valley Unified	3.7%	2.2%	0.6%	3.0%	-0.7
Santa Cruz City High	3.3%	2.9%	3.5%	4.7%	1.4
Scotts Valley Unified	1.0%	1.7%	1.1%	1.1%	0.1
Santa Cruz County	11.2%	12.3%	11.4%	10.5%	-0.7
California	16.6%	14.7%	13.1%	11.6%	-5.0

Source: California Department of Education. (2014). 2009-2013 *Educational Demographics Office*.

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

¹Please see Appendix II for definition of "Cohort."

Cohort¹ Outcome Dropout Rates by Ethnicity, Santa Cruz County

	2009/10	2010/2011	2011/2012	2012/13	09-13 NET CHANGE
Hispanic/Latino	15.4%	16.2%	15.4%	13.4%	-2.0
White	7.4%	8.3%	7.3%	6.8%	-0.6

Source: California Department of Education. (2014). 2009-2013 *Educational Demographics Office*.

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

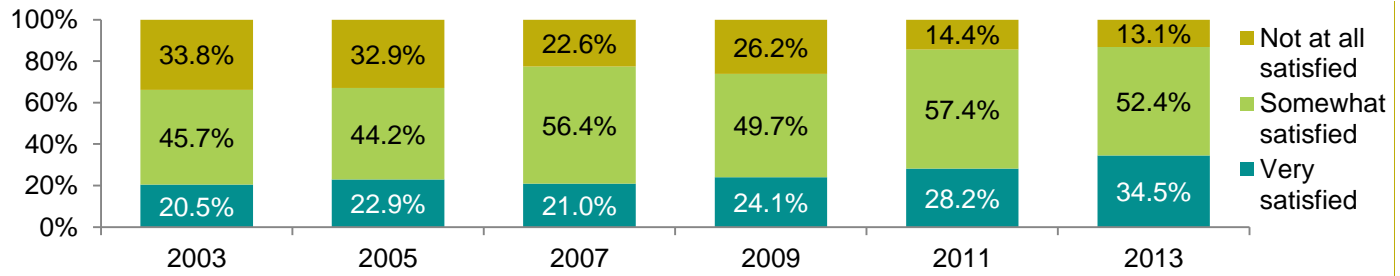
Note: Ethnicities with less than 10 dropouts were not shown.

¹Please see Appendix II for definition of "Cohort."

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

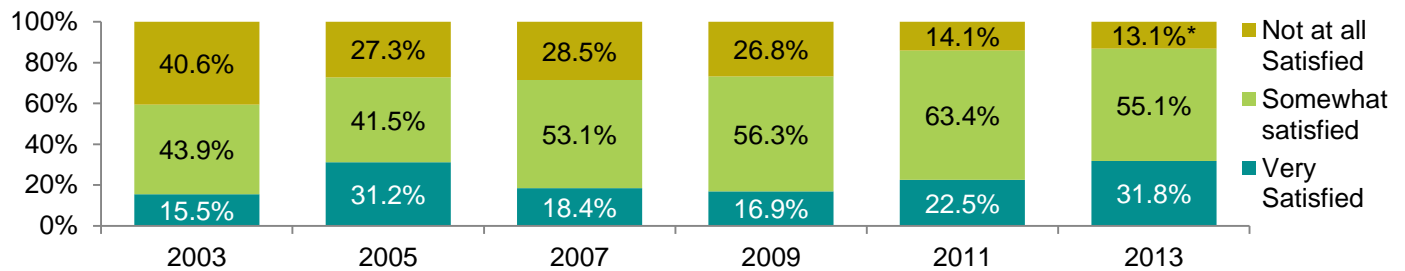


Overall 2013 n: 604.

Source: Applied Survey Research. (2014). 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



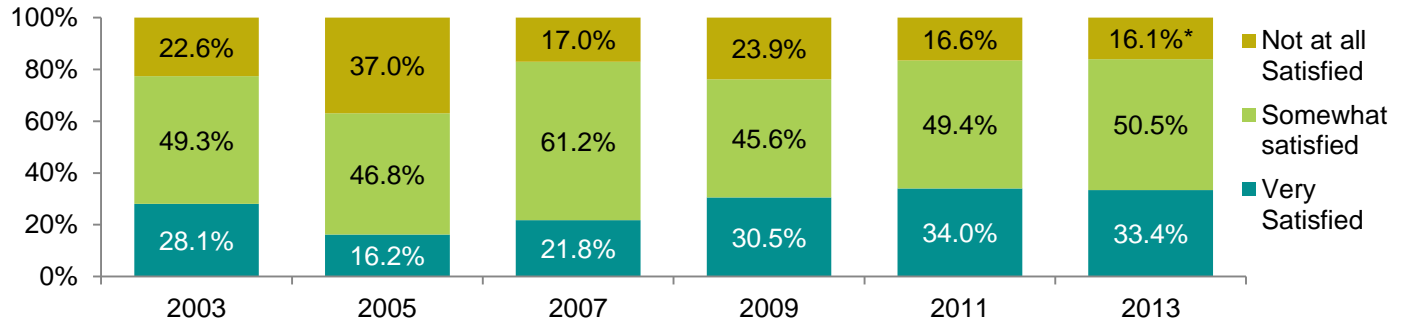
North County 2013 n: 216.

Source: Applied Survey Research. (2014). 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



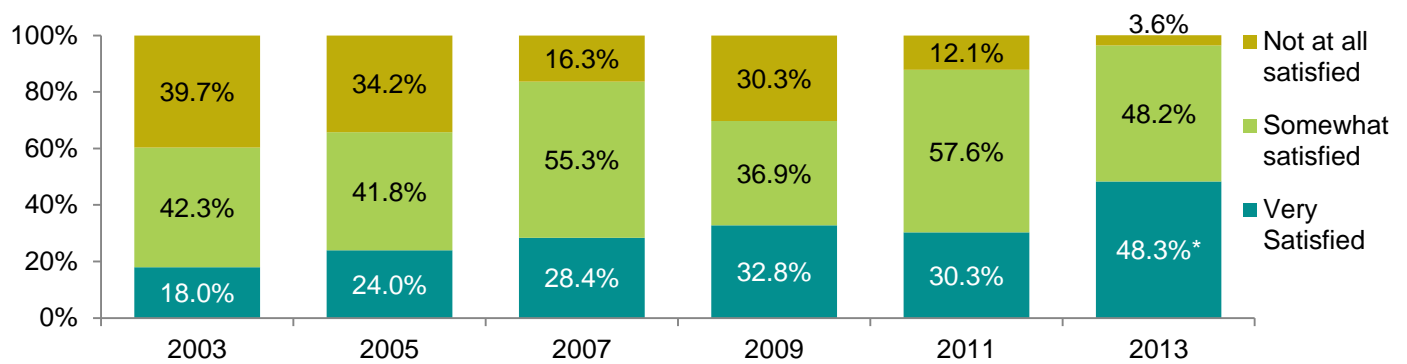
South County 2013 n: 212.

Source: Applied Survey Research. (2014). 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



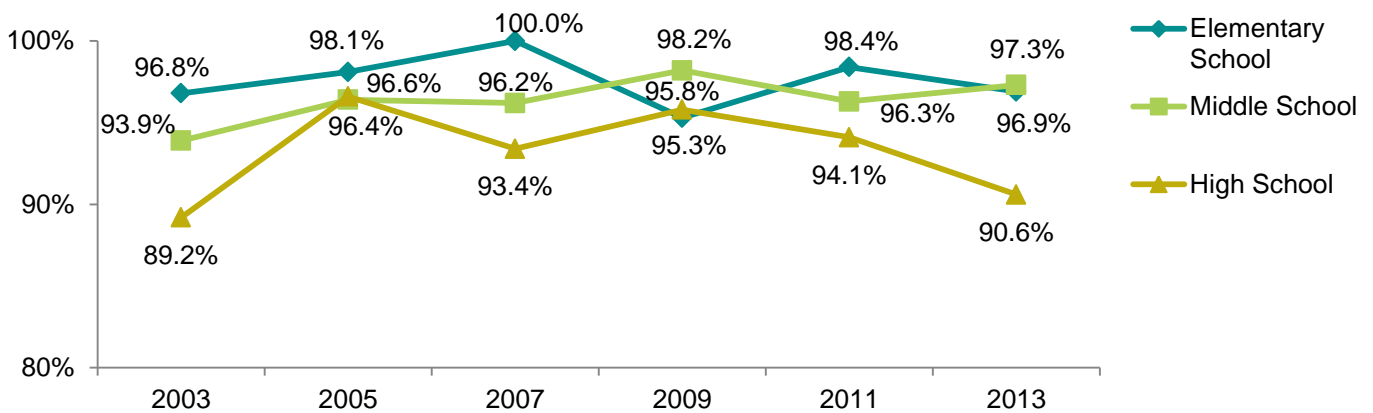
San Lorenzo Valley 2013 n: 172.

Source: Applied Survey Research. (2014). 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.

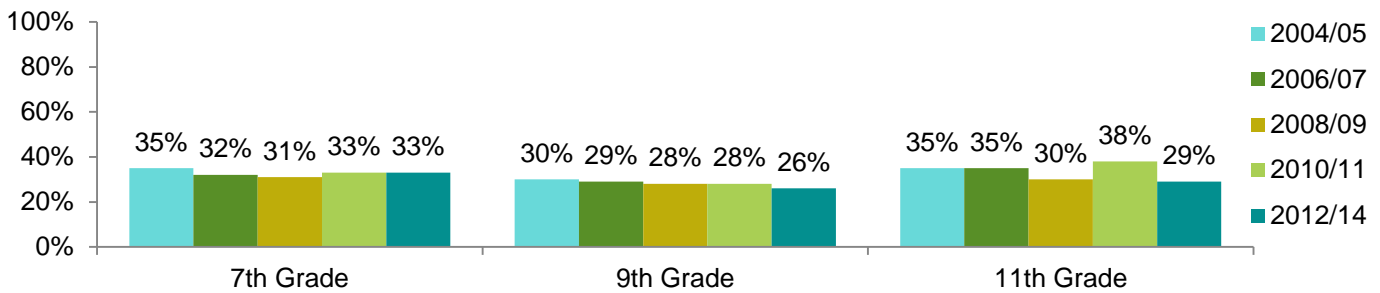
Source: Applied Survey Research. (2014). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

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.¹¹ 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 26% and 33% of 7th, 9th, and 11th graders reported having high levels of school environment assets in Santa Cruz County in 2012/14. Between 58% and 65% of 7th, 9th and 11th graders reported having high levels of community environment assets in 2012/14.

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



Source: West Ed. (2013). 2004-2014 *California Healthy Kids Survey*.

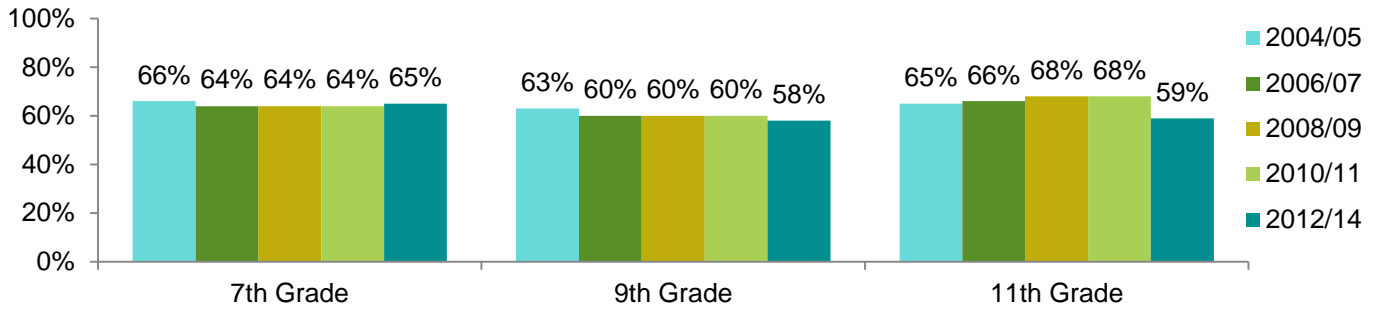
Note: Students who scored “high” on external assets are those who answered “pretty” or “very much true” to each of the related questions.

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.”

Note: Data from the 2012/14 years was collected over two schools years to ensure all school districts were included.

¹¹ Prepared by Search Institute for Project Cornerstone, *Developmental Assets Survey Report*, January 2005.

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



Source: West Ed. (2014). 2004-2014 *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.”

Note: Data from the 2012/14 years was collected over two schools years to ensure all school districts were included.

CHILD CARE

Quality child care is one of the building blocks to Santa Cruz County’s long term success because it allows parents to work, to contribute to the tax base, and to be less dependent on public assistance while preparing children for success in school. The child care industry is crucial to the economic development of communities, yet only 30% 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.

For children living in poverty the data is even more troubling. To qualify for Head Start, a family of four needs to earn less than \$23,850. Approximately only 775 families were served with Head Start funding and over 500 were on the wait list in 2013/14.

The data shows that while there are several ways to get help to pay for child care 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 17,778 in 2014. Santa Cruz County lost \$5 million dollars in budget cuts in the last 5 years. The 2014-15 California budget agreement is a step in the right direction towards investing in the state’s child care and development system. The budget agreement restores some funding; however, the total state funding is still 31% lower than in 2007-08. An early learning investment needs to be a bigger priority for California lawmakers if we want Santa Cruz County to be economically secure and for our youngest to have a brighter future.

Child Care Need and Availability

	2004	2006	2008	2010	2012	04-12% CHANGE
Number of Children ¹ with Parents in the Labor Force	25,905	25,189	22,892	26,632	27,857	7.5%
Number of Licensed Child Care Spaces	8,380	7,669	7,879	8,149	8,456	0.9%
Santa Cruz County: Percentage of Children with Parents in the Labor Force with Licensed Child Care Available	32.3%	30.4%	34.4%	30.6%	30.4%	-

Source: California Child Care Resource & Referral Network. (2014). 2004-2012. *The California Child Care Portfolio*.

¹The term children refers to children 0-13 from 2004-2008. In 2010, the definition changed to children ages 0-12.

Average Monthly Cost of Full-Time Child Care, Santa Cruz County, 2014

	0 – 24 MONTHS OLD	2 – 5 YEARS OLD	6 – 13 YEARS OLD
Centers	\$1,271.47	\$884.36	\$775.50
Family Child Care Homes	\$940.00	\$913.00	\$931.00

Source: Child Development Resource Center, Resource & Referral Agency (2014).

Subsidized Child Care, Santa Cruz County

	2009	2010	2011	2012	2013	2014	09-14 % CHANGE
Number of Children (0-13) Receiving Subsidized Child Care	3,901	NA	3,901	NA	3,438	3,574	-8.4%

Source: Santa Cruz County Child Care Planning Council Priorities Report, (2014).

Subsidized Child Care, Santa Cruz County by Zip Code, 2014

	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	252	55	78%	950	76	94%
95005	136	7	95%	457	18	96%
95006	195	5	97%	653	16	98%
95007	16	3	81%	53	2	96%
95010	70	31	56%	286	34	88%
95017	19	11	42%	63	0	100%
95018	170	7	96%	571	19	97%
95019	167	114	32%	560	142	75%
95033	70	0	100%	247	0	100%
95060	477	172	64%	1,809	153	92%
95062	278	180	35%	1,130	161	86%
95064	57	11	81%	229	25	89%
95065	118	22	81%	417	11	97%
95066	323	8	98%	1,088	28	97%
95073	182	14	92%	626	30	95%
95076	1368	885	35%	4,742	1,334	72%
Santa Cruz County	3,898	1,525	61%	13,880	2,049	85%

Source: Santa Cruz County Child Care Planning Council Priorities Report, 2014.

Head Start¹ Program Enrollment, Santa Cruz County

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14% CHANGE
Enrollment	571	621	795	795	722	751	775	35.7%
Waiting List	496	426	261	452	434	511	558	12.5%

Source: Santa Cruz County Head Start. (2014). *Personal Correspondence*.

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

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

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Enrollment	732	722	735	728	761	753	742*	1.4%
Waiting List	132	205	221	71	68	103	126*	-4.5%

Source: Migrant and Seasonal Head Start (2014). *Personal Correspondence*.

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

Note: The yearly data reflects Spring counts.

*Because the 2014 calendar year was not over prior to publication, these numbers are as of 7/23, the migrant and seasonal contract for 2014 is for 752 children.

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 (49%) completed all UC/CSU required courses in 2012/13, higher than the state overall (39%). Girls completed the requirements (55%) at a much higher rate than boys (41%). Similarly, more than half of Whites (57%) completed them, as compared to over one-third (40%) of Latinos.

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

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 NET CHANGE
Pajaro Valley Unified	51.1%	NA	39.7%	42.8%	43.3%	43.4%	57.7%	6.6
San Lorenzo Valley Unified	NA	37.7%	36.7%	38.5%	40.1%	49.3%	46.3%	-
Santa Cruz City High	45.0%	40.3%	40.5%	37.8%	40.0%	44.2%	44.3%	-0.7
Scotts Valley Unified	81.9%	93.1%	83.8%	88.3%	51.1%	65.5%	62.0%	-19.9
Santa Cruz County	48.8%	50.1%	42.5%	42.4%	40.1%	45.3%	48.5%	-0.3
California	35.0%	33.9%	35.3%	35.6%	40.3%	38.3%	39.4%	4.4

Source: California Department of Education. (2014). 2006-2013 *Educational Demographics Office*.

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

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 NET CHANGE
Female	49.0%	53.6%	44.4%	46.1%	45.5%	51.7%	55.3%	6.3
Male	48.6%	46.4%	40.6%	38.7%	34.6%	39.0%	41.4%	-7.2

Source: California Department of Education. (2014). 2006-2013 *Educational Demographics Office*.

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

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 NET CHANGE
Hispanic/Latino	35.1%	46.8%	29.1%	29.1%	27.8%	32.5%	40.1%	5.0
White	58.3%	53.0%	52.6%	52.3%	50.6%	57.1%	57.4%	-0.9

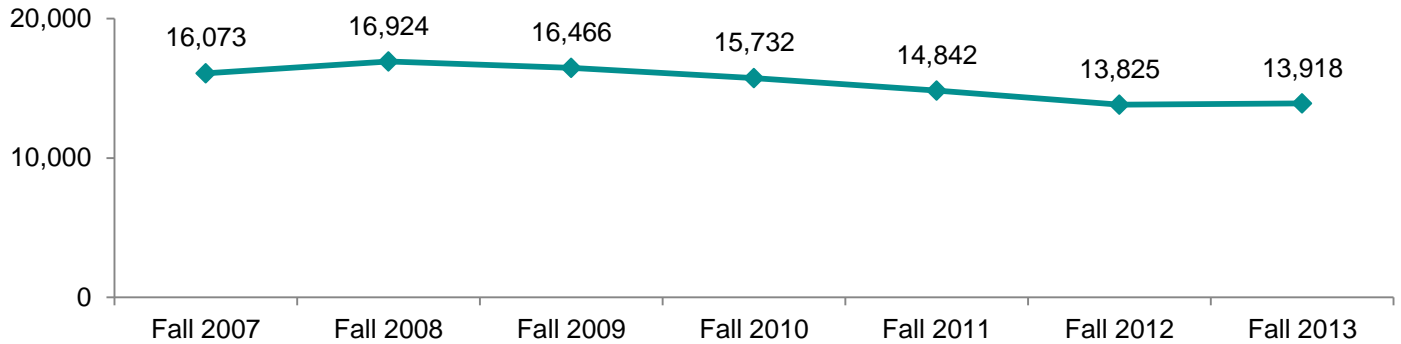
Source: California Department of Education. (2014). 2006-2013 *Educational Demographics Office*.

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

CABRILLO COLLEGE ATTENDANCE

Cabrillo College’s headcount steadily decreased from 16,924 students in Fall of 2008 to 13,825 in Fall 2012, but then increased slightly to 13,918 in 2013. There were 1,585 degrees or certificates awarded in 2012/13, an increase from 1,025 in 2006/07. The percentage of Cabrillo College graduates who were Hispanic/Latino increased from 28% in 2006/07 to 35% in 2012/13, while the number of graduates who were White decreased from 60% in 2006/07 to 53% in 2012/13.

Cabrillo College Headcount



Source: Cabrillo College. (2014). 2007-2013 Planning & Research Office. Personal Correspondence.

Cabrillo College Enrollment by Age Group

	FALL 2007	FALL 2008	FALL 2009	FALL 2010	FALL 2011	FALL 2012	FALL 2013	07-13 NET CHANGE
Under 18 Years	7.2%	7.0%	6.0%	4.4%	3.5%	3.6%	3.7%	-3.5
Age 18-20 Years	26.3%	27.3%	29.4%	30.3%	31.2%	31.8%	30.7%	4.4
Age 21-24 Years	18.2%	18.1%	18.5%	19.2%	19.9%	22.0%	22.2%	4.0
Age 25-30 Years	12.8%	13.2%	13.8%	14.5%	14.5%	14.5%	14.8%	2.0
Age 31-40 Years	12.1%	11.5%	11.5%	11.5%	11.5%	10.6%	11.1%	-1.0
Age 41-50 Years	11.1%	10.0%	9.5%	9.3%	9.1%	7.7%	7.3%	-3.8
Age 51-60 Years	8.2%	8.5%	7.7%	7.0%	6.4%	5.9%	6.2%	-2.0
Age 61 Years & Older	4.0%	4.3%	3.7%	3.8%	3.9%	3.9%	4.0%	0.0
Total Headcount	16,073	16,924	16,466	15,732	14,842	13,825	13,918	-
Average Age	30.8	30.7	30.0	29.9	29.7	29.0	29.2	-
Median Age	24.5	24.2	24.0	23.9	23.7	23.2	23.4	-

Source: Cabrillo College. (2014). 2007-2013 Planning & Research Office. Personal Correspondence.

Number of Cabrillo College Degrees and Certificates Awarded

	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 % CHANGE
Associate of Arts	485	542	464	554	558	635	794	63.7%
Associate of Science	277	320	322	351	352	380	399	44.0%
Certificates of Achievement (18+ Units)	98	84	364	545	520	305	168	71.4%
Skills Certificate (<18 Units)	165	153	190	146	202	236	224	35.8%
Total Awards	1,025	1,099	1,340	1,596	1,632	1,556	1,585	54.6%

Source: Cabrillo College. (2014). 2006-2013 *Planning & Research Office*. Personal Correspondence.

Percentage of Cabrillo College Degrees and Certificates Awarded by Ethnicity

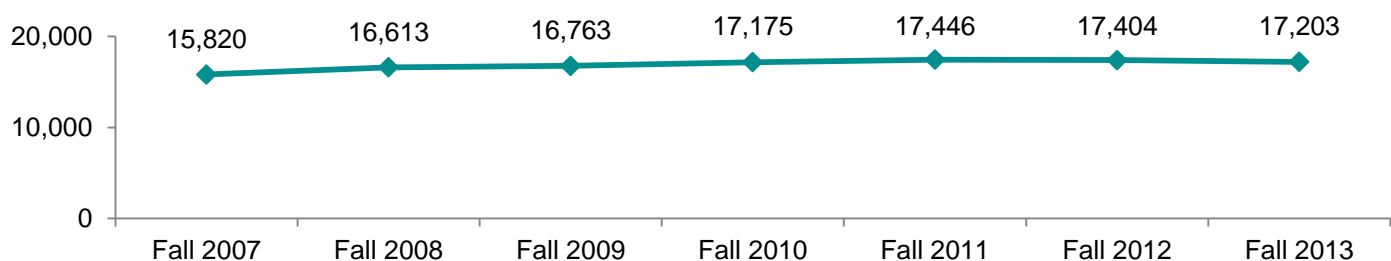
	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	06-13 NET CHANGE
African American	0.8%	0.9%	1.4%	0.9%	1.1%	1.4%	1.0%	0.2
Asian	3.1%	3.8%	3.2%	2.7%	2.8%	2.2%	1.7%	-1.4
Filipino	1.3%	1.4%	1.2%	0.9%	1.5%	0.9%	1.1%	-0.2
Hispanic/Latino	28.1%	25.6%	27.2%	28.9%	27.9%	31.1%	34.7%	6.6
Native American	1.1%	1.8%	1.3%	0.4%	0.8%	0.8%	0.4%	-0.7
Pacific Islander	0.6%	0.3%	0.3%	0.3%	0.9%	0.5%	0.8%	0.2
White	60.0%	59.8%	58.9%	59.1%	56.7%	55.2%	52.8%	-7.2
Multiple/Other	1.6%	2.0%	0.7%	0.7%	1.0%	0.8%	2.3%	0.7
Unknown	3.5%	4.5%	5.8%	6.1%	7.5%	7.1%	5.1%	1.6
Total Awards	1,025	1,099	1,340	1,596	1,632	1,556	1,585	-

Source: Cabrillo College. (2014). 2006-2013 *Planning & Research Office*. Personal Correspondence.

UC SANTA CRUZ ATTENDANCE

Student enrollment at the University of California Santa Cruz (UCSC) increased 9% from 15,820 undergraduate and graduate students in Fall 2007 to 17,203 students in Fall 2013. The number of degrees awarded at UCSC increased 16% since 2006/07 (from 3,856 in 2006/07 to 4,478 in 2012/13).

UC Santa Cruz Enrollment



Source: University of California - Santa Cruz. (2014). 2007-2013 *Office of Institutional Research and Policy Studies*.

UC Santa Cruz Degrees by Type of Degree

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 % CHANGE
Bachelors Awarded	3,426	3,468	3,276	3,488	3,701	4,301	4,038	17.9%
Masters and Certificates Awarded	298	302	283	287	330	310	280	-6.0%
Doctorates Awarded	132	135	146	152	148	172	160	21.2%
Total Degrees Awarded	3,856	3,905	3,705	3,927	4,179	4,783	4,478	16.1%

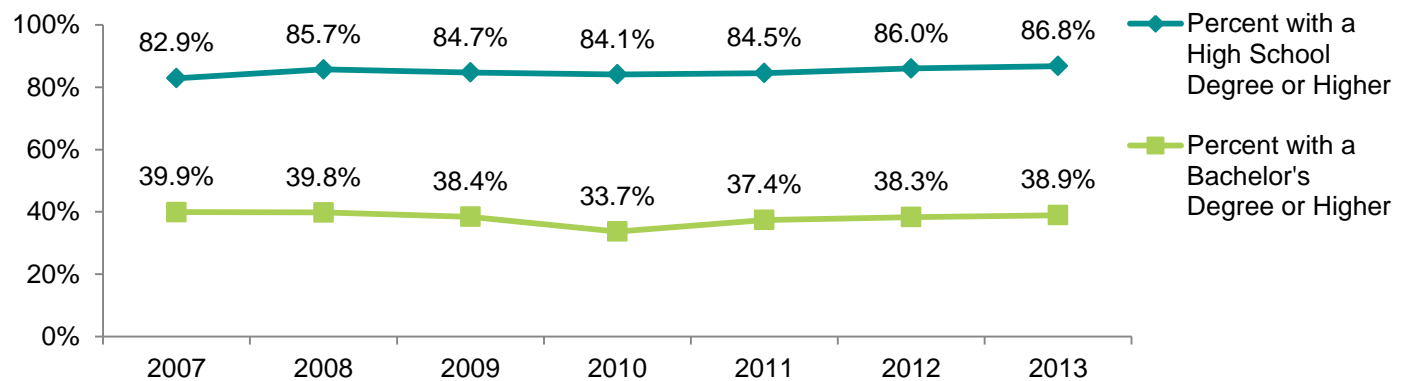
Source: University of California - Santa Cruz. (2014). 2006-2013 *Office of Institutional Research and Policy Studies*.

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 2007 (ranging from 83% to 87%), while the percentage of adults with a Bachelor's degree or higher decreased slightly from 40% in 2007 to 39% in 2013.

Adult (Ages 25 Years and Older) Educational Attainment



Source: United States Census Bureau. (2014). 2007-2013. *American Community Survey*.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Less than 9th Grade	10.4%	7.8%	8.7%	10.1%	9.2%	8.9%	8.1%	-2.3
9th to 12th Grade, No Diploma	6.6%	6.5%	6.7%	5.7%	6.4%	5.1%	5.1%	-1.5
High School Graduate (Includes Equivalency)	17.0%	17.4%	16.9%	16.5%	15.7%	16.1%	14.1%	-2.9
Some College, No Degree	19.3%	21.0%	20.8%	26.3%	23.3%	22.7%	24.1%	4.8
Associate's Degree	6.8%	7.5%	8.6%	7.6%	8.1%	8.9%	9.8%	3.0
Bachelor's Degree	25.4%	21.7%	24.0%	21.3%	23.1%	23.1%	23.5%	-1.9
Graduate or Professional Degree	14.5%	18.2%	14.4%	12.4%	14.3%	15.2%	15.4%	0.9
Percentage with a High School Degree or Higher	82.9%	85.7%	84.7%	84.1%	84.5%	86.0%	86.8%	3.9
Percentage with a Bachelor's Degree or Higher	39.9%	39.8%	38.4%	33.7%	37.4%	38.3%	38.9%	-1.0

Source: United States Census Bureau. (2014). 2007-2013 American Community Survey.

Educational Attainment (Population Ages 25 Years and Older), 2008-2012 5-Year Estimate

	PERCENTAGE WITH A HIGH SCHOOL DEGREE OR HIGHER	PERCENTAGE WITH A BACHELOR'S DEGREE OR HIGHER
Aptos	97.9%	47.0%
Capitola	95.4%	41.3%
Live Oak	85.0%	35.0%
Pajaro	28.0%	2.5%
San Lorenzo Valley	81.2%	19.3%
Santa Cruz	92.5%	50.8%
Scotts Valley	96.3%	45.5%
Soquel	95.5%	41.3%
Watsonville	53.6%	10.5%

Source: United States Census Bureau. (2014). 2008-2012 American Community Survey 5-year estimates.



health health

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HEALTH SNAPSHOT OF SANTA CRUZ COUNTY

INDICATORS	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Health Insurance	Percentage of CAP survey respondents who reported having health insurance	NA	83.8%	↔
Immunization Levels	Percentage of kindergarten entrants with all required immunizations	90.2%	84.4%	↔
Physical Health	Percentage of CAP survey respondents who indicated that their general health was “good,” “very good,” or “excellent”	NA	82.5%	↔
Obesity	Percentage of CAP survey respondents who are overweight or obese	NA	61.1%	↑
Alcohol Use	Percentage 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

- Santa Cruz County Affordable Care Act Outreach and Enrollment Champions:
 - » Representing public sector: Gary McNeil, County of Santa Cruz Human Services Department
 - » Representing private sector: John Frigon, *John Frigon Insurance Services*
 - » Representing health sector: Rosalba Contreras, *Salud Para La Gente*
 - » Representing community-based organizations: Kate Hinnenkamp, *Live Oak Family Resource Center, Community Bridges*

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 percentage of White and Latino residents reporting a regular source of health care.
- » Community Hero: Silvia Austerlic, *Hospice of Santa Cruz County*

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: Laura Marcus, *Dientes Community Dental Care*

GOAL: 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: Guillermina Porraz, *Salud Para La Gente*

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 using data provided by the Centers for Disease Control and Prevention using multiple years of data that are collected by the Behavioral Risk Factor Surveillance System (BRFSS). Rankings are based on 56-57 counties of the 58 counties in California, where a lower ranking is better than a higher ranking.

Between 2013 and 2014, Santa Cruz County has improved in the areas of health outcomes, quality of life, clinical care, and social & economic factors. Among the various indicators, Santa Cruz County’s best scores were in health behaviors and clinical care, scoring sixth best out of 57 in 2014. However, the county’s health outcomes, length of life, quality of life, health factors, health behaviors, and social & economic factors have worsened between 2010 and 2014.

Health Rankings, Santa Cruz County

	2010	2011	2012	2013	2014
Health Outcomes	8	7	10	13	11
Length of Life	6	7	10	10	10
Quality of Life	7	7	13	20	12
Health Factors	8	10	10	10	11
Health Behaviors	2	1	3	4	6
Clinical Care	19	24	13	12	6
Social & Economic Factors	14	17	23	21	16
Physical Environment	37	5	10	9	23

Source: University of Wisconsin, Population Health Institute. (2014). *County health rankings*. Madison, WI.

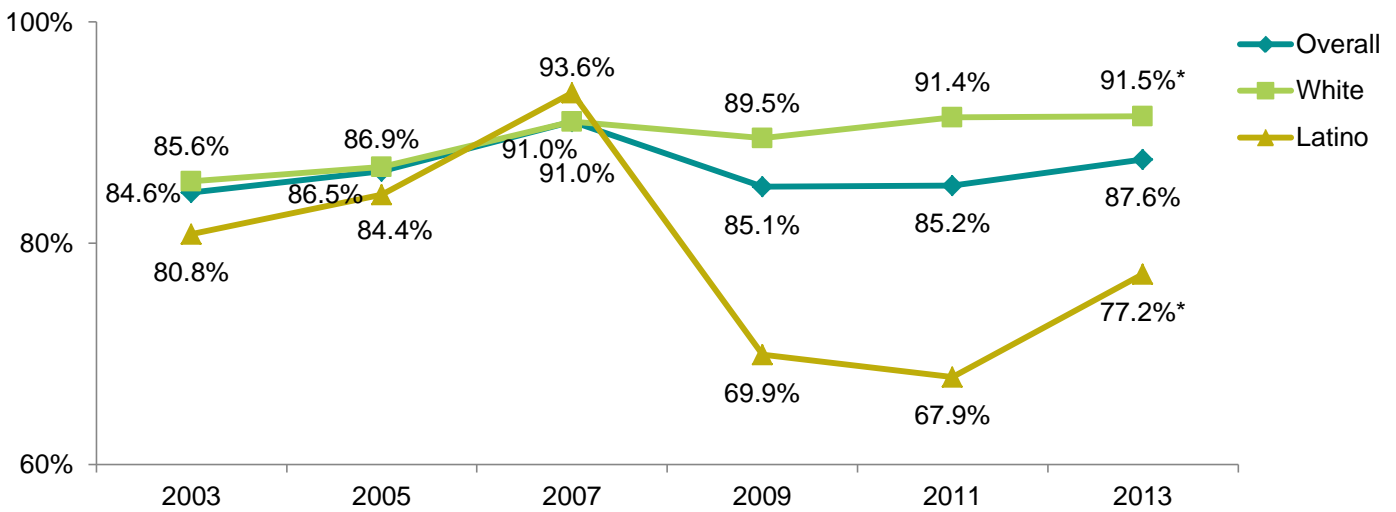
Note: 2010 through 2012 county health rankings are out of 56 counties. 2013 and 2014 county health rankings are based on 57 counties.

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, 14}

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.

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). *Santa Cruz County Community Assessment Project, Telephone Survey*. Watsonville, CA.

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

¹³ U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality. (2011). *National Healthcare Disparities and Quality Report*. Washington, D.C.

¹⁴ Billings, J., Bidman, A.B., Grumbach, K., et al. (1995). Preventable hospitalizations and access to health care. *Journal of American Medical Association*, 274(4): 305-311.

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

	2013
Private Practice	75.5%
White	83.9%*
Latino	46.7%*
Urgent Care Clinics	2.1%
White	1.7%
Latino	1.4%
Emergency Room	0.7%
White	0.0%
Latino	3.3%
Alternative Care Practices	0.2%
White	0.1%
Latino	0.5%

	2013
Community and County Clinics	15.5%
White	8.5%*
Latino	43.9%*
Out of County	4.7%
White	4.5%
Latino	4.2%
Other	1.4%
White	1.4%
Latino	0.0%

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

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

Note: Prior to 2013, this question allowed multiple responses; 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
Private Practice	31.5%
White	40.0%
Latino	19.5%
Urgent Care Clinics	16.0%
White	27.6%
Latino	4.7%
Emergency Room	17.6%
White	14.2%
Latino	26.3%
Alternative Care Practices	4.7%
White	3.1%
Latino	2.4%

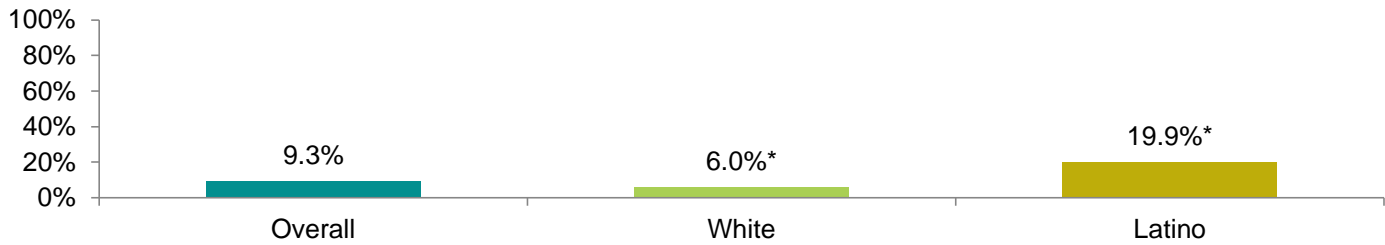
	2013
Community and County Clinics	24.0%
White	12.4%
Latino	34.2%
Out of County	5.2%
White	0.9%
Latino	12.9%
Other	1.0%
White	1.9%
Latino	0.0%

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

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

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

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

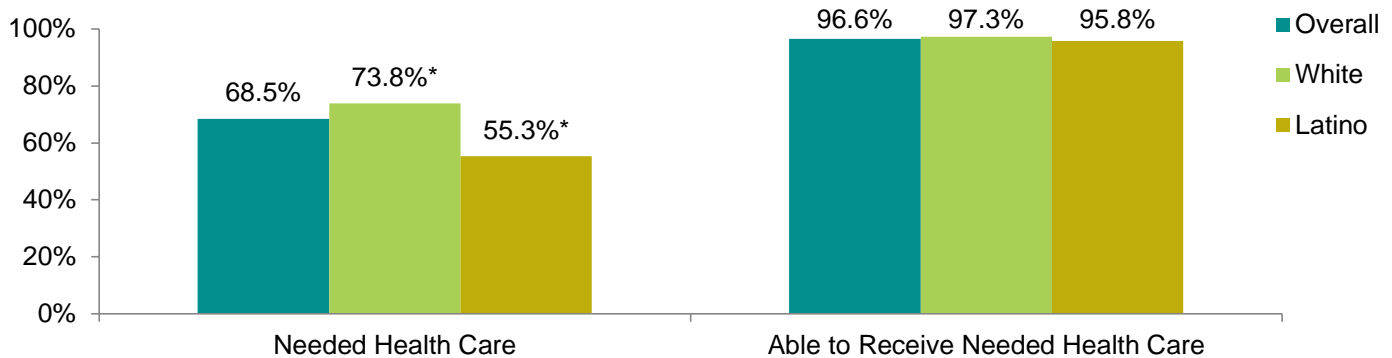


Overall n 2013=709, White n=498, Latino n=157.

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

*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*. Watsonville, CA.

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 (CAAH) 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 by 57%, from 29,987 in 2008 to 47,196 in 2014. More than half (56%) of CCAH members were Latino/Hispanic and living in South County (54%). Beginning in January 2013, a transition from the Healthy Families program to Medi-Cal shifted the number of enrollees; however, the change did not have an impact on the number of children covered by both programs.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 % CHANGE
Clinic	11,956	12,717	14,582	13,160	12,190	13,303	16,290	36.2%
Private Practice	14,356	14,929	15,178	10,798	13,289	17,125	19,411	35.2%
Administrative Members (Not Linked) ¹	3,675	3,769	3,801	9,785	10,224	9,529	11,495	212.8%
Total CCAH Medi-Cal Members	29,987	31,415	33,561	33,743	35,703	39,957	47,196	57.4%

Source: Central California Alliance for Health. (2014). [Membership enrollment report]. Unpublished data. Scotts Valley, CA.
 1Central 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.

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
White	33%	32%	32%	32%	31%	28%	29%	-4.0
Hispanic	59%	59%	59%	58%	59%	60%	56%	-3.0
Other	8%	9%	9%	8%	10%	12%	15%	7.0
Total CCAH Medi-Cal Members	29,987	31,415	33,561	33,743	35,703	39,957	47,196	-

Source: Central California Alliance for Health. (2014). [Membership enrollment report]. Unpublished data. Scotts Valley, CA.

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

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

	2008	2009	2010	2011	2012	2013	2014	08-14 NET CHANGE
South County ¹	56%	56%	55%	56%	54%	56%	54%	-2.0
North County ²	43%	43%	44%	43%	42%	41%	43%	0.0
Out of County	1%	1%	1%	1%	4%	3%	4%	3.0
Total CCAH Medi-Cal Members	29,987	31,415	33,561	33,743	35,703	39,957	47,196	-

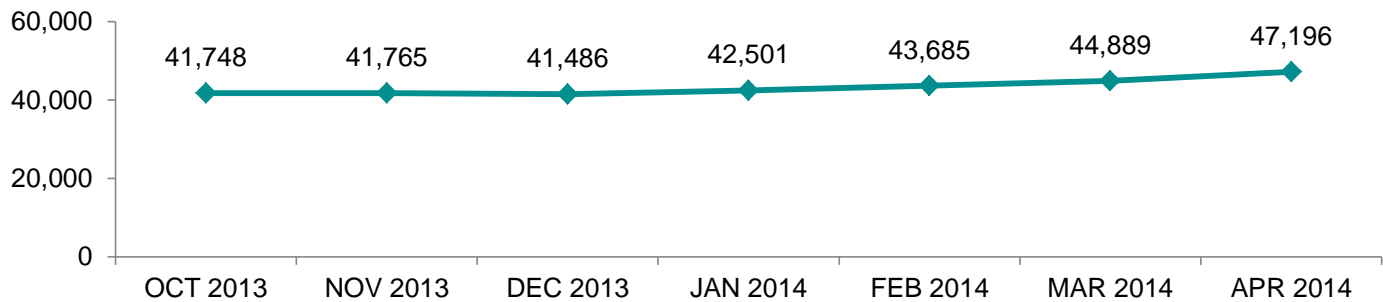
Source: Central California Alliance for Health. (2014). [Membership enrollment report]. Unpublished data. Scotts Valley, CA.

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

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

²CCAHA 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 Healthy Families and Medi-Cal Enrollees (All Ages), Santa Cruz County



Source: Central California Alliance for Health. (2014). [Membership enrollment report]. Unpublished data. Scotts Valley, CA.

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

Number of Healthy Families and Medi-Cal Enrollees (All Ages), Santa Cruz County

	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014
Medi-Cal ¹	41,738	41,764	41,486	42,501	43,685	44,889	47,196
Healthy Families ¹	10	1	0	0	0	0	0
Both Programs	41,748	41,765	41,486	42,501	43,685	44,889	47,196

Source: Central California Alliance for Health. (2014). [Membership enrollment report]. Unpublished data. Scotts Valley, CA.

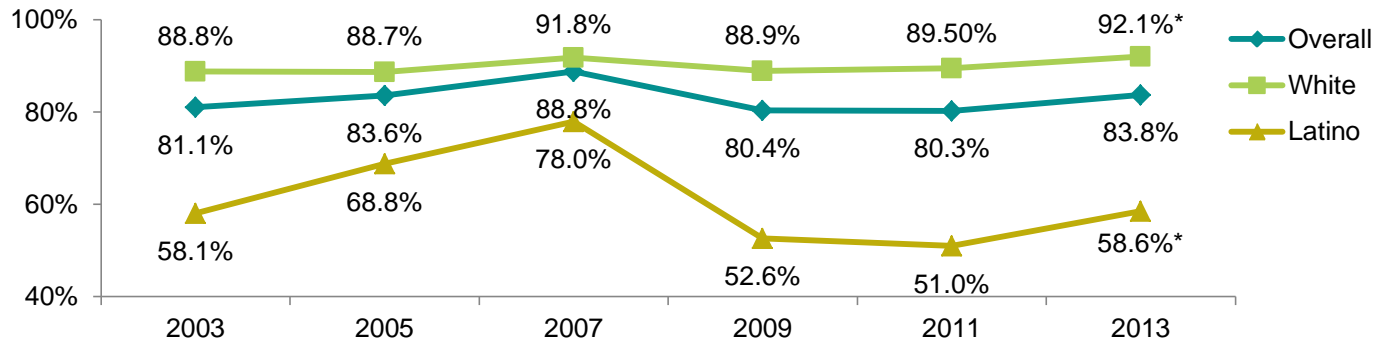
¹Beginning January 1, 2013, Healthy Families enrollees began transitioning to Medi-Cal.

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.

Covered California is the state’s health insurance marketplace for the federal Patient Protection and Affordable Care Act.¹⁵ Coverage began in 2014 and includes unsubsidized coverage and subsidized coverage. Subsidized coverage varies from premium assistance, where health services are available on a sliding-scale basis, to no-cost Medi-Cal. Through subsidized care, individuals and families receive federal assistance to reduce the cost of premiums and out-of-pocket expenses for health coverage.¹⁶ During the period October 1, 2013 through March 31, 2014, there were a total of 15,071 individuals enrolled in Covered California in Santa Cruz County. Among those, 86% (12,997) were eligible for subsidized care.

☎ 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%	-
Drug and Alcohol Services ²	NA	NA	NA	NA	NA	69.5%	-

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.

¹⁵ Covered California. (2014). Covered California health insurance plans. Retrieved from <http://www.coveredca.com/PDFs/CC-health-plans-booklet-rev4.pdf>

¹⁶ Ibid

📞 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*.

Individuals Enrolled in Covered California, by County, October 1, 2013 – March 31, 2014

	SUBSIDY-ELIBILE	UNSUBSIDIZED	TOTAL
Monterey County	14,970	1,553	16,523
San Benito County	1,967	154	2,121
Santa Clara County	54,543	10,381	64,924
Santa Cruz County	12,997	2,074	15,071
California	1,222,320	173,609	1,395,929

Source: California Department of Health Care Services. (2014). Health Insurance Companies for 2014. Sacramento, CA.

Note: Data include individuals who finished their applications and selected plans through April 15, 2014. Subsidized coverage includes premium assistance (sliding-scale fee), low-cost coverage, and no-cost Medi-Cal.

Percentage of Children Currently Insured (Ages Birth through 17)

	2001	2003	2005	2007	2009	2011-12	OI-12 NET CHANGE
Santa Cruz County	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	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 has decreased by 6% over the past 7 years, from 3,570 births in 2007 to 3,349 in 2013. The number of preterm births to Santa Cruz County residents increased by 2% over the last 7 years, from 289 in 2007 to 294 in 2013. Fifty-two percent of county births were paid by Medi-Cal in 2013. Eighty-five percent of all births at Watsonville Community Hospital were funded by Medi-Cal in 2013, compared to 28% at Sutter Maternity and Surgery Center and 40% at Dominican Hospital.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Dominican Hospital	1,112	1,017	932	861	846	855	845	-24.0%
Sutter Maternity & Surgery Center	853	829	871	845	892	853	922	8.1%
Watsonville Community Hospital	1,326	1,435	1,236	1,213	1,232	1,098	1,299	-2.0%
Out of County	209	192	193	195	185	195	210	0.5%
Non-Hospital	70	53	58	56	67	74	73	4.3%
Santa Cruz County Total	3,570	3,526	3,290	3,170	3,222	3,075	3,349	-6.2%

Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013*. Santa Cruz County, CA.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Dominican Hospital	156	125	126	125	96	111	119	-23.7%
Sutter Maternity & Surgery Center	21	9	13	19	19	16	19	^
Watsonville Community Hospital	57	106	69	69	68	51	95	66.7%
Out of County	53	44	49	46	43	31	60	13.2%
Non-Hospital	2	1	2	1	3	0	1	^
Santa Cruz County Total	289	285	259	260	226	209	294	1.7%
Preterm Births as a Percentage of All Births	8.1%	8.1%	7.9%	8.2%	7.0%	6.8%	8.8%	-

Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2014*. Santa Cruz County, CA.

^Statistically unstable due to a low number of respondents.

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

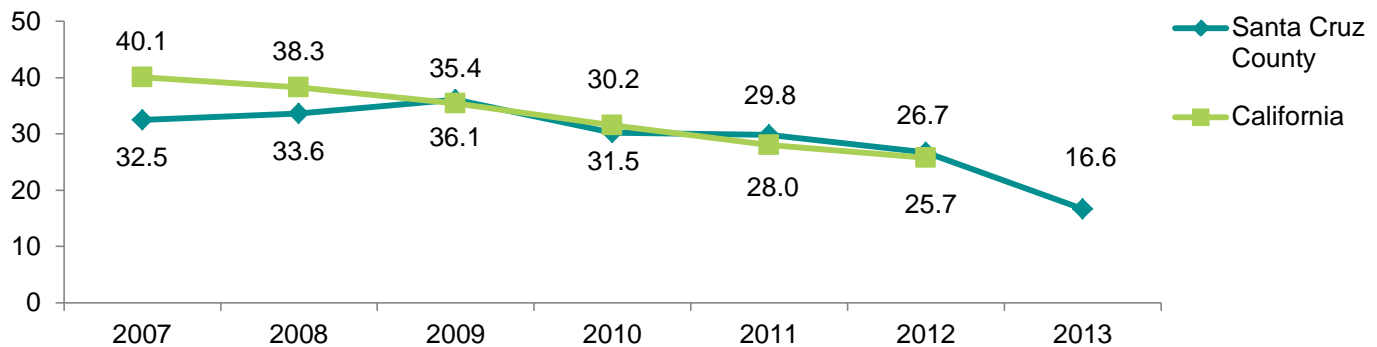
	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Dominican Hospital	40.8%	40.3%	43.0%	45.3%	42.8%	45.4%	40.5%	-0.3
Sutter Maternity & Surgery Center	24.6%	30.7%	30.1%	31.3%	30.5%	26.4%	28.1%	3.5
Watsonville Community Hospital	79.1%	77.4%	79.5%	85.4%	84.2%	85.4%	85.0%	5.9
Santa Cruz County Total	49.6%	51.4%	51.4%	54.5%	53.4%	52.0%	52.4%	2.8

Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013*. Santa Cruz County, CA.

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.¹⁷ The birth rate among teens ages 15-19 years old in Santa Cruz County continued a downward trend from 40.1 births per 1,000 teens in 2007 to 16.6 in 2013. The number of teen births to Latina mothers (164) was much higher than the number of teen births to White mothers (13), making up 92% of all teen births to residents of Santa Cruz County in 2013.

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



Source: County of Santa Cruz, Public Health Department. (2013). *Births, Santa Cruz County, 2012*. Santa Cruz County, CA. California Department of Public Health, Maternal, Child, and Adolescent Health. (2013). Number of births and 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.
 Note: 2013 California data were not available while this report was being made.

¹⁷ Klein, J.D., & the Committee on Adolescence. (2005). Adolescent pregnancy: Current trends and issues. *Pediatrics*, 116(1), 281-286.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Number of Births to Teens	297	302	314	257	251	222	179	-39.7%
Number of Births, All Ages	3,570	3,526	3,290	3,170	3,222	3,075	3,349	-6.2%
Percentage of Births to Teens, Santa Cruz County	8.3%	8.6%	9.5%	8.1%	7.8%	7.2%	5.3%	-
Percentage of Births to Teens, California	9.5%	9.5%	9.2%	8.5%	7.7%	NA	NA	-

Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013* Santa Cruz County, CA. California Data Source: U.S. Department of Health & Human Services, Centers for Disease Control and Prevention. (2013). *National Vital Statistics Reports*.

Number of Births to Teens (Ages 19 and Under) by Delivery Location

	2007	2008	2009	2010	2011	2012	2013*	07-13 % CHANGE
Dominican Hospital	60	51	61	57	45	42	41	-31.7%
Sutter Maternity & Surgery Center	32	36	51	26	38	29	13	^
Watsonville Community Hospital	198	207	195	166	164	143	153	-22.7%
Out of County	11	10	10	8	9	10	6	^
Non-Hospital	0	0	2	1	0	0	0	^
Total Number of Births to Teens	301	304	319	258	256	224	213	-29.2%

Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013* Santa Cruz County, CA. ^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted. Note: In 2013, Births to Teens includes births to Teens that were not Santa Cruz Residents.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Under 15 Years	4	2	5	1	5	2	1	^
15-17 Years	103	99	114	88	83	71	56	-45.6%
18-19 Years	194	203	200	169	168	151	122	-37.1%
Total Number of Births to Teens	301	304	319	258	256	224	179	-40.5%

Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013*. Santa Cruz County, CA. ^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
African American	1	5	8	1	0	3	0	^
Asian and Pacific Islander	0	1	1	1	1	0	1	^
White	33	28	32	27	22	19	13	^
Latina	264	267	273	225	229	195	164	-37.9%
Other/Unknown	2	3	5	4	4	7	1	^
Total Number of Births to Teens	301	304	319	258	256	224	179	-40.5%

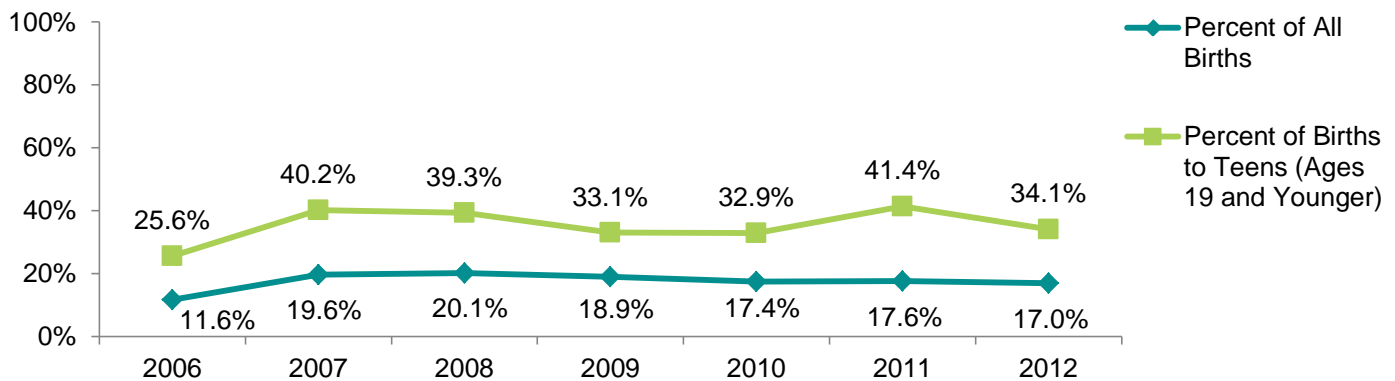
Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013*. Santa Cruz County, CA.

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

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.

Percentage of Births Without Prenatal Care during the First Trimester, Santa Cruz County Residents



Source: County of Santa Cruz, Public Health Department. (2013). *Births, Santa Cruz County, 2012*. Santa Cruz County, CA.

Note: Data presented are the most recent data available.

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

	2007	2008	2009	2010	2011	2012	07-12 NET CHANGE
Dominican Hospital	8.2%	7.1%	9.2%	6.9%	9.2%	10.9%	2.7
Sutter Maternity & Surgery Center	11.6%	14.1%	13.3%	12.1%	10.1%	9.0%	-2.6
Watsonville Community Hospital	35.0%	33.6%	30.7%	28.7%	28.5%	27.1%	-7.9
Out of County	12.0%	11.0%	13.1%	15.5%	16.8%	17.1%	5.1
Non-Hospital	14.9%	17.0%	19.0%	17.9%	25.4%	27.0%	12.1
Santa Cruz County	19.6%	20.1%	18.9%	17.4%	17.6%	17.0%	-2.6

Source: County of Santa Cruz, Public Health Department. (2013). *Births, Santa Cruz County, 2012*. Santa Cruz County, CA.

Note: Data presented are the most recent data available.

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

	2007	2008	2009	2010	2011	2012	07-12 NET CHANGE
Dominican Hospital	16.7%	15.2%	28.6%	17.5%	35.6%	30.0%	13.3
Sutter Maternity & Surgery Center	22.6%	28.6%	24.5%	33.3%	47.4%	24.1%	1.5
Watsonville Community Hospital	50.0%	47.5%	36.9%	38.2%	40.9%	36.4%	13.6
Santa Cruz County	40.2%	39.3%	33.1%	32.9%	41.4%	34.1%	-6.1

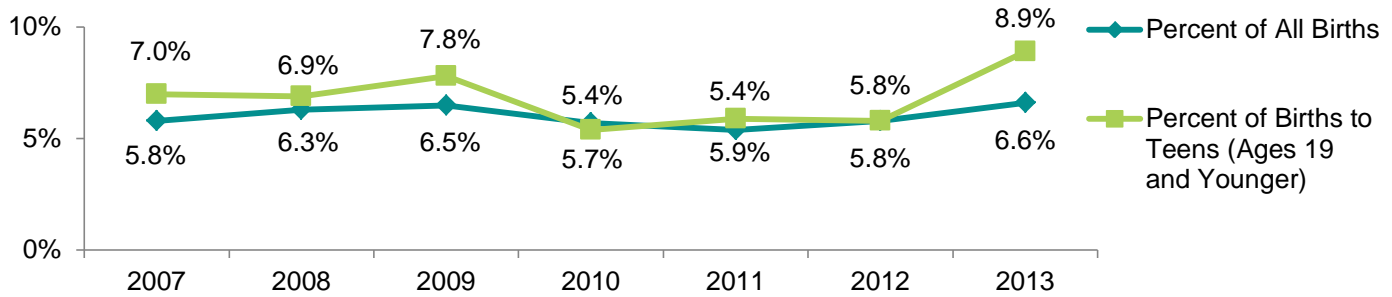
Source: County of Santa Cruz, Public Health Department. (2013). *Births, Santa Cruz County, 2012*. Santa Cruz County, CA.

Note: Data presented are the most recent data available.

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.¹⁸ In Santa Cruz County, 7% of all babies were born at low birth weight in 2013, the largest percentage in the last 7 years.

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



Source: County of Santa Cruz, Public Health Department. (2014). *Births, Santa Cruz County, 2013*. Santa Cruz County, CA.
¹Babies born weighing less than 2,500 grams.

Percentage of Low Birth Weight Deliveries, by Delivery Location

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Dominican Hospital	8.9%	9.3%	9.5%	9.1%	8.3%	10.1%	10.3%	1.4
Sutter Maternity & Surgery Center	1.5%	1.4%	1.4%	0.9%	1.5%	3.0%	1.8%	0.3
Watsonville Community Hospital	3.7%	5.6%	4.1%	4.3%	4.1%	3.6%	3.8%	0.1
Out of County	21.5%	17.7%	25.4%	22.6%	22.7%	13.3%	28.1%	6.6
Non-Hospital	1.4%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	-1.4
Santa Cruz County	5.8%	6.3%	6.1%	5.7%	5.4%	5.8%	6.3%	0.5
California	6.9%	6.8%	6.8%	6.6%	6.7%	6.7%	NA	-

Source: County of Santa Cruz, Public Health Department. (2013). *Births, Santa Cruz County, 2012*. Santa Cruz County, CA.
 California Data Source: U.S. Department of Health & Human Services, Centers for Disease Control and Prevention. (2013). *National Vital Statistics Reports*.

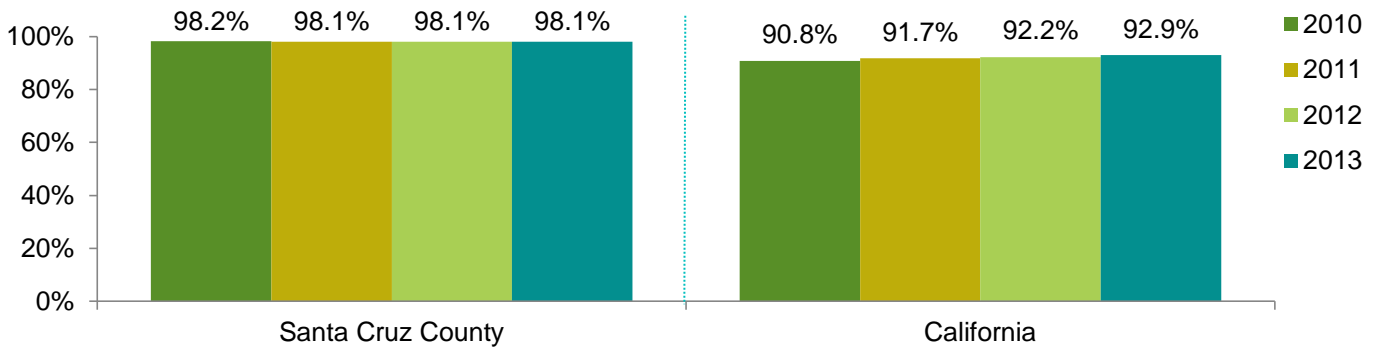
¹⁸ Community Health Network. (2011). *High-Risk Newborn— Low Birth weight*. Retrieved January 4, 2011 from <http://www.ecommunity.com/health/index.aspx?pageid=P02382>.

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 for at least six months after birth.¹⁹

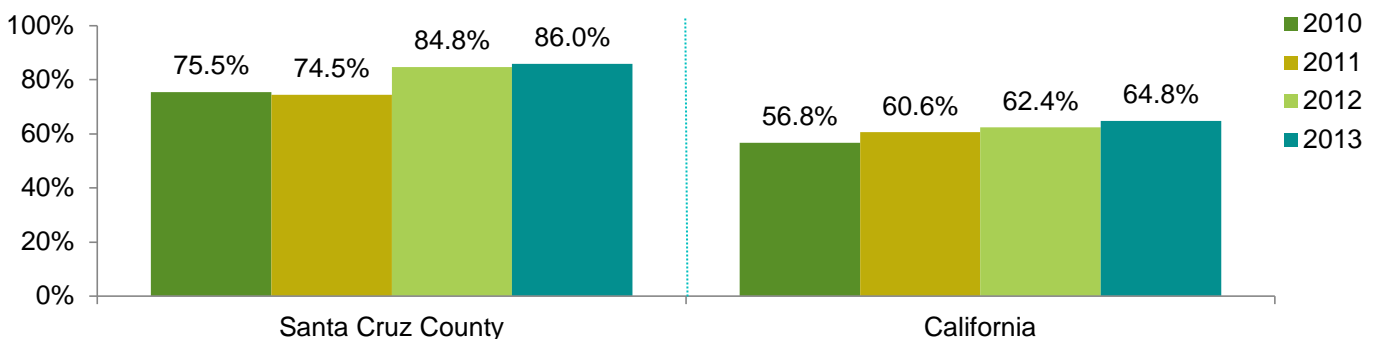
In 2013, 86% of Santa Cruz County mothers engaged in exclusive in-hospital breastfeeding, higher than California overall (65%). The percentage of Latina mothers who exclusively breast-fed in-hospital increased by 16% over the past three years, from 65% in 2010 to 81% in 2013. However, Latina mothers continue to have a much lower percentage of exclusive in-hospital breastfeeding (81%) when compared with White mothers (94%).

Any In-Hospital Breastfeeding



Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division. (2014). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form*. Sacramento, CA.

Exclusive In-Hospital Breastfeeding



Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division. (2014). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form*. Sacramento, CA.

¹⁹ 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>

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

	2010	2011	2012	2013
Dominican Hospital				
Any Breastfeeding	98.6%	98.8%	99.0%	98.7%
Exclusive Breastfeeding	91.0%	91.0%	94.8%	94.7%
Sutter Maternity & Surgery Center				
Any Breastfeeding	98.8%	98.7%	98.5%	99.2%
Exclusive Breastfeeding	92.6%	91.7%	94.3%	93.1%
Watsonville Community Hospital				
Any Breastfeeding	97.5%	97.2%	97.2%	96.4%
Exclusive Breastfeeding	53.4%	52.9%	71.4%	74.8%
Santa Cruz County				
Any Breastfeeding	98.1%	98.1%	98.1%	98.1%
Exclusive Breastfeeding	74.0%	74.5%	84.8%	86.0%
California				
Any Breastfeeding	90.8%	91.7%	92.2%	92.9%
Exclusive Breastfeeding	56.6%	60.6%	62.4%	64.8%

Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division (2014). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form*. Sacramento, CA.

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

	2010	2011	2012	2013
Asian				
Any Breastfeeding	100.0%	100.0%	100.0%	98.2%
Exclusive Breastfeeding	80.8%	90.9%	90.7%	82.1%
White				
Any Breastfeeding	98.7%	97.9%	98.5%	98.6%
Exclusive Breastfeeding	92.3%	90.6%	95.7%	94.3%
Hispanic/Latina				
Any Breastfeeding	97.8%	97.9%	97.7%	97.9%
Exclusive Breastfeeding	65.3%	65.0%	78.0%	80.5%
Multiple Race				
Any Breastfeeding	98.7%	97.5%	98.9%	100.0%
Exclusive Breastfeeding	90.7%	82.7%	92.5%	95.8%

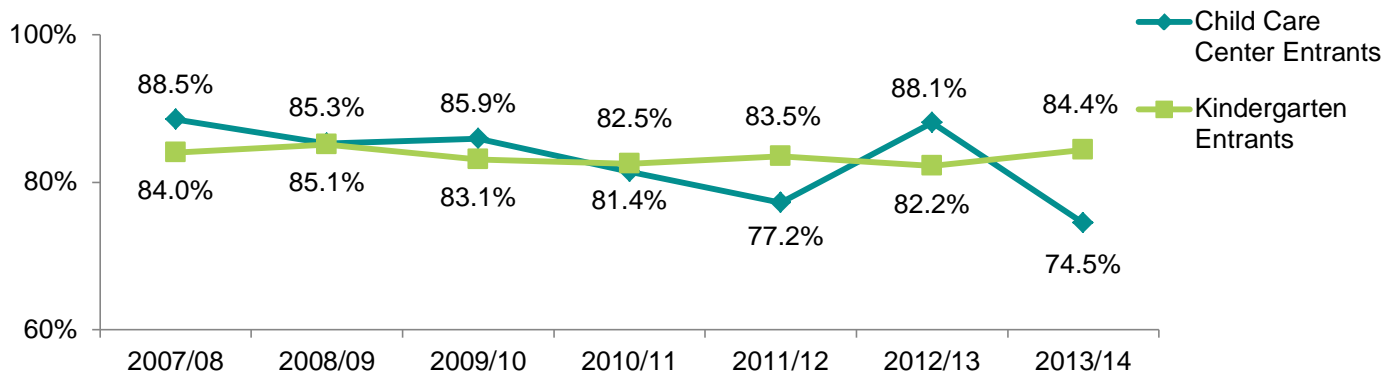
Source: California Department of Public Health, Maternal, Child, & Adolescent Health Division (2014). *California in-hospital breastfeeding statistics as indicated on the newborn screening test form*. Sacramento, CA.

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 immunizations²⁰ decreased from 88% in 2012/13 to nearly 75% in 2013/14, while the percentage of kindergarten entrants who had all required immunizations increased slightly, from 82% to 84%, during the same period. For child care center entrants, this figure is the lowest rate in the last 7 years.

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



Source: California Department of Health Services, Immunization Branch. (2014). *Kindergarten assessment results*. Sacramento, CA. California Department of Health Services, Immunization Branch. (2013). *Child care assessment results*. Sacramento, CA.

Immunization Levels of Child Care Center Entrants

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 NET CHANGE
Number of Children	3,582	3,516	4,576	3,348	3,347	2,998	3,297	-
Number of Child Care Centers	84	79	85	89	99	88	95	-
Percentage with Permanent Medical Exemptions	0.1%	0.2%	0.1%	0.3%	0.4%	0.5%	0.4%	0.3
Percentage with Personal Belief Exemptions	4.0%	5.4%	4.8%	7.0%	7.1%	7.9%	7.0%	3.0
Percentage Needing One or More Immunizations (Conditional Entrants)	7.3%	9.3%	9.2%	11.3%	15.4%	11.9%	18.2%	10.9
Santa Cruz County – Percentage with All Required Immunizations	88.5%	85.1%	85.9%	81.4%	77.2%	88.1%	74.5%	-14.0
California – Percentage with All Required Immunizations	93.5%	92.9%	91.9%	90.6%	89.5%	92.3%	89.3%	-4.2%

Source: California Department of Health Services, Immunization Branch. (2014). *Child care assessment results*. Sacramento, CA
 Note: Includes children ages 2 years to 4 years, 11 months.

²⁰ Please see Appendix II for definitions of “required immunizations.”

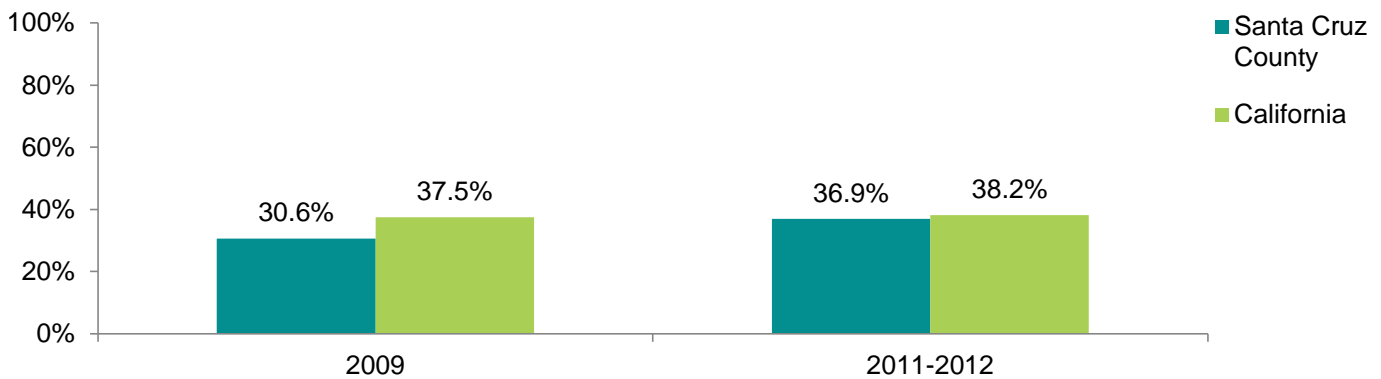
Immunization Levels of Kindergarten Entrants

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 NET CHANGE
Number of Students	3,281	2,941	3,371	3,452	3,637	3,580	3,637	-
Number of Schools	66	58	63	64	63	65	60	-
Percentage with Permanent Medical Exemptions	0.7%	0.5%	0.3%	0.1%	0.2%	0.3%	0.3%	-0.4
Percentage with Personal Belief Exemptions	6.3%	7.3%	6.5%	9.8%	9.1%	9.6%	9.5%	3.2
Percentage Needing One or More Immunizations (Conditional Entrants)	8.9%	6.9%	10.2%	7.6%	7.3%	8.0%	5.8%	-3.1
Santa Cruz County – Percentage with All Required Immunizations	84.0%	85.3%	83.1%	82.5%	83.5%	82.2%	84.4%	0.4
California – Percentage with All Required Immunizations	92.1%	91.7%	91.1%	90.7%	91.0%	90.3%	90.2%	-1.9

Source: California Department of Health Services, Immunization Branch. (2014). *Kindergarten assessment results*. Sacramento, CA.

Note: Includes 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*.

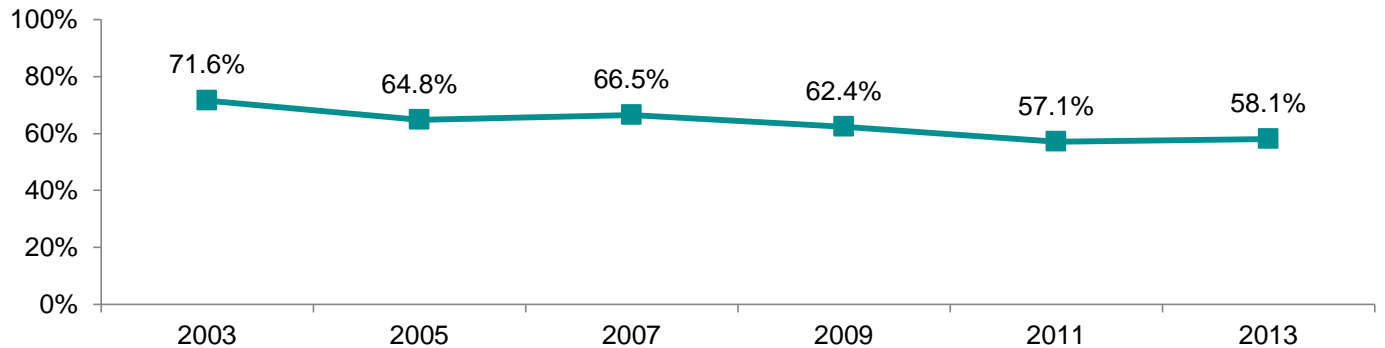
Note: Data presented are the most recent data available.

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? (Respondents answering "Yes")



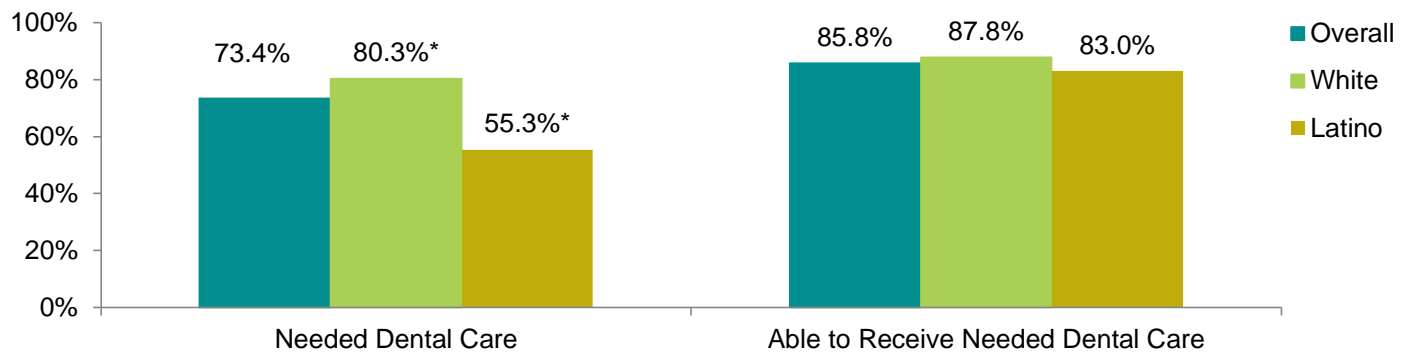
2013 n: Overall=573.

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?

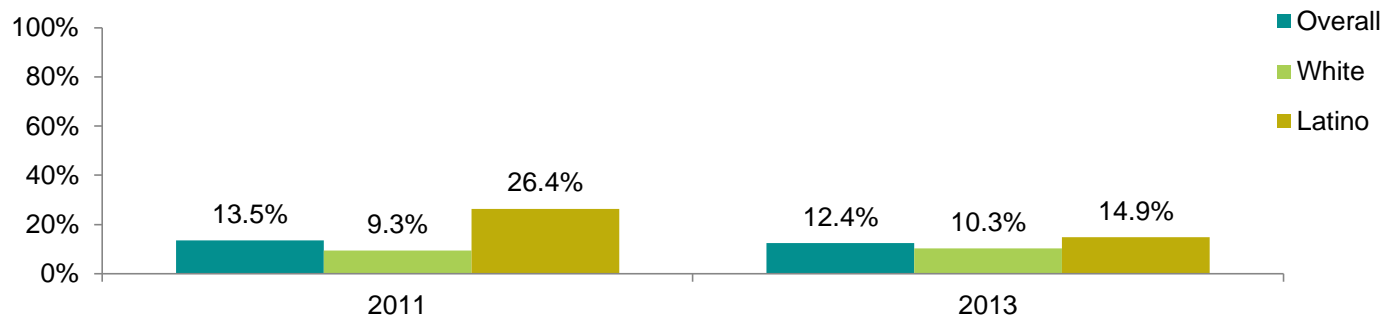
	OVERALL	WHITE	LATINO
Too Expensive	52.8%	57.6%	32.1%
No Insurance	17.3%	7.3%	55.2%
Insurance Wouldn't Cover It	11.7%	12.6%	8.4%
Couldn't Afford The Premium	9.2%	12.7%	4.2%
Couldn't Afford Co-Pay	1.9%	2.9%	0.0%
Other	7.2%	6.9%	0.0%
Total Respondents	74	49	15

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 6,539 clients of Santa Cruz County Mental Health Services in 2013/14. The top diagnoses for these clients were depression and mood disorders, psychosis, and adjustment disorders.

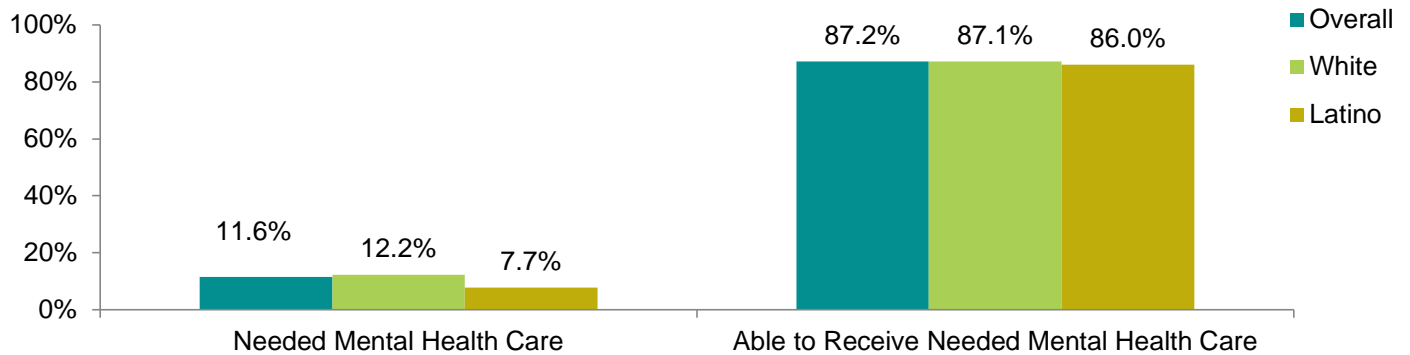
📞 During the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities? (Respondents answering "Yes") By Ethnicity



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.*

Percentage of Adult Respondents (Ages 18 and Older) Who Indicated That, in the Past 12 Months, They...

	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%
Had Seen a Health Care Provider for Problems with Their Emotional or 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.

Number of People Seen for Mental Health Services by Primary Diagnosis, Santa Cruz County

	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14
Depression & Mood Disorders	1,513	1,616	1,725	1,678	1,661	1,625	1,961
Psychosis	981	997	991	999	990	1,004	1,045
Adjustment Disorders	942	934	749	712	802	1,087	1,092
Anxiety Disorders	725	694	662	662	662	394	477
Childhood & Adolescence	638	677	701	701	762	704	719
Substance-Related Disorders	147	131	156	94	132	144	158
Delirium, Dementia	13	56	80	93	82	72	0
Impulse Control Disorders	15	22	24	18	9	0	0
Personality Disorder	14	13	18	20	18	24	18
Eating Disorders	8	7	4	5	6	0	0
Somatoform Disorders	3	2	3	2	4	0	2
Dissociative Disorders	0	1	NA	1	0	0	0
Mental Disorders	4	1	NA	2	2	2	0
Sexual & Gender Disorders	3	1	1	4	4	5	5
Sleep Disorders	1	0	2	0	0	0	0
Other Disorders	757	781	707	806	793	657	972
Santa Cruz County Total Mental Health Services Clients	5,764	5,933	5,823	5,797	5,927	5,718	6,539

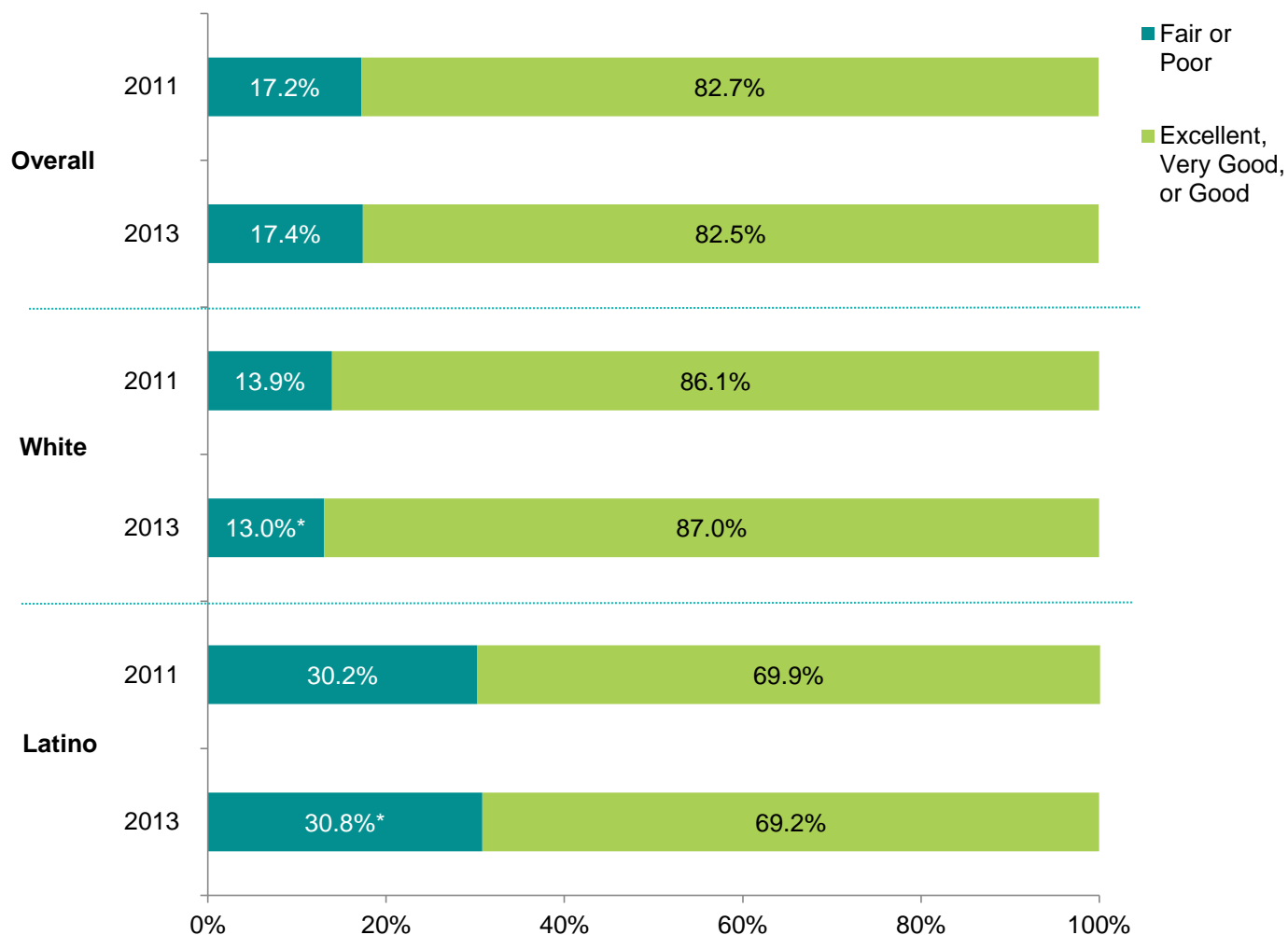
Source: Santa Cruz County Mental Health Services Agency. (2014). *Personal correspondence with program representative.*

Note: Data are unduplicated counts.

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.*

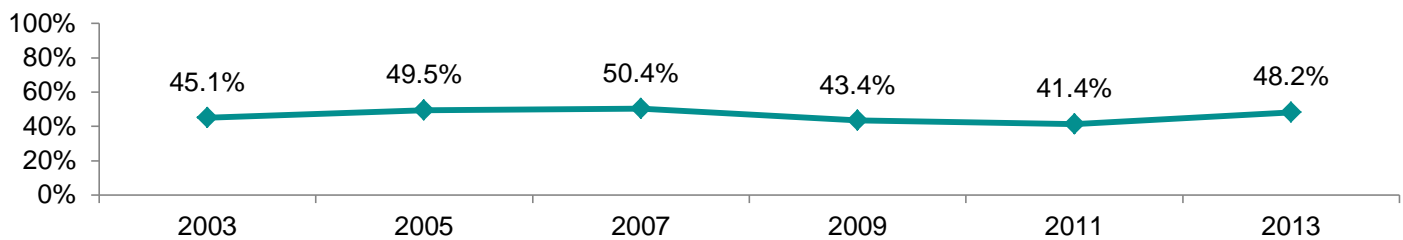
*Significance testing: Latino respondents were significantly more likely than White respondents to describe their health as “fair” or “poor” in 2013.

PHYSICAL ACTIVITY

Physical activity is an important factor in achieving and maintaining good health. For adults 18 to 64 years old, the Centers for Disease Control and Prevention (CDC) recommends at least 2 hours and 30 minutes of mixed moderate-intensity, vigorous-intensity, and muscle strengthening activities each week.²¹ For children 6 to 17 years old, the CDC recommends at least 60 minutes of aerobic activity each day. The 60 minutes should include muscle and bone strengthening activities on at least three days during the week.

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. Half (50%) of 5th graders met at least 5 out of 6 physical fitness goals in the 2012/13 academic year in Santa Cruz County, while 57% of 7th and 9th graders met at least 5 out of the 6 physical fitness goals.

📞 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

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	06-13 NET CHANGE
Santa Cruz County								
5 th Grade	55.0%	54.6%	53.0%	54.0%	48.9%	47.9%	50.1%	-4.9
7 th Grade	60.7%	64.2%	63.4%	57.2%	55.9%	55.8%	57.1%	-3.6
9 th Grade	62.6%	66.7%	67.6%	63.1%	61.4%	60.9%	57.1%	-5.5
California								
5 th Grade	53.3%	55.1%	55.9%	55.4%	48.4%	48.6%	48.6%	-4.7
7 th Grade	57.1%	59.3%	60.7%	61.8%	54.9%	55.0%	55.3%	-1.8
9 th Grade	56.6%	62.7%	64.8%	66.1%	59.4%	59.4%	59.5%	2.9

Source: California Department of Education. (2014). *Physical fitness test report*. Sacramento, CA.

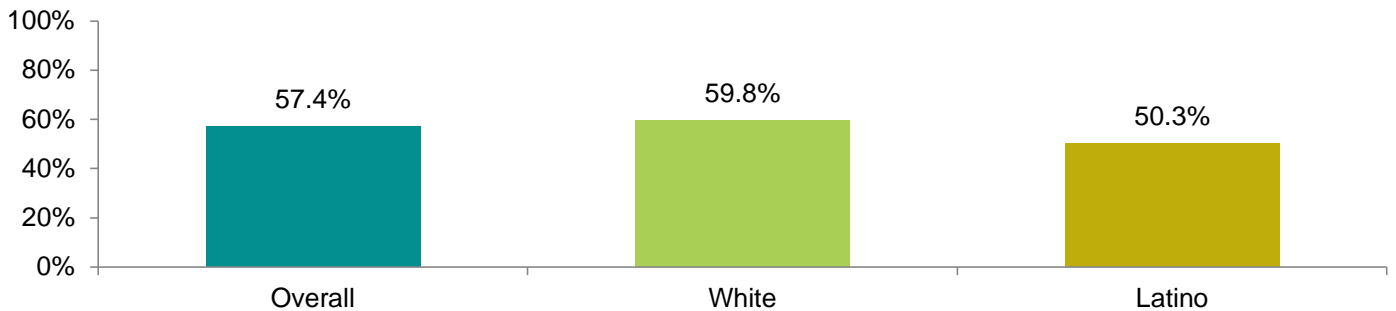
Note: The Fitness Areas include aerobic capacity, body composition, abdominal strength, trunk extensor strength, upper body strength, and flexibility.

²¹ Centers for Disease Control and Prevention. (2011). *Physical activity guidelines*. Retrieved 2014 from <http://www.cdc.gov/physicalactivity/everyone/guidelines/>

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

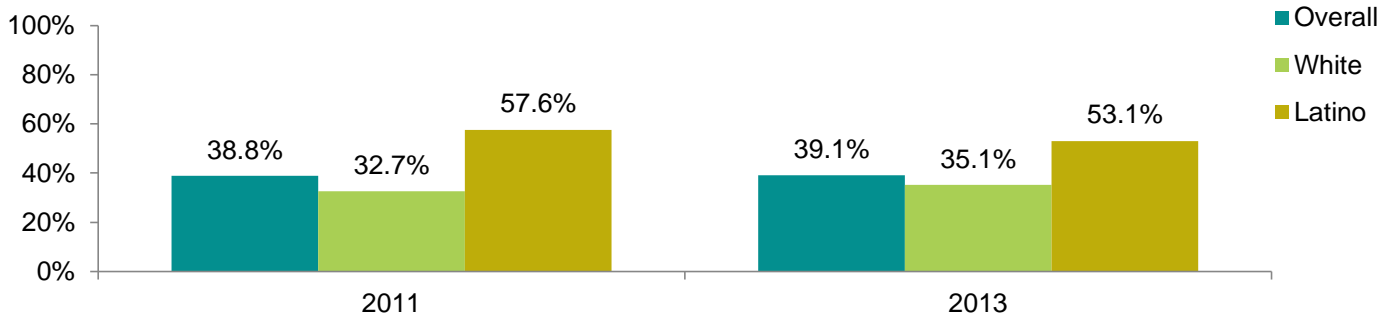


n: Overall=706; White=493; Latino=160.

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

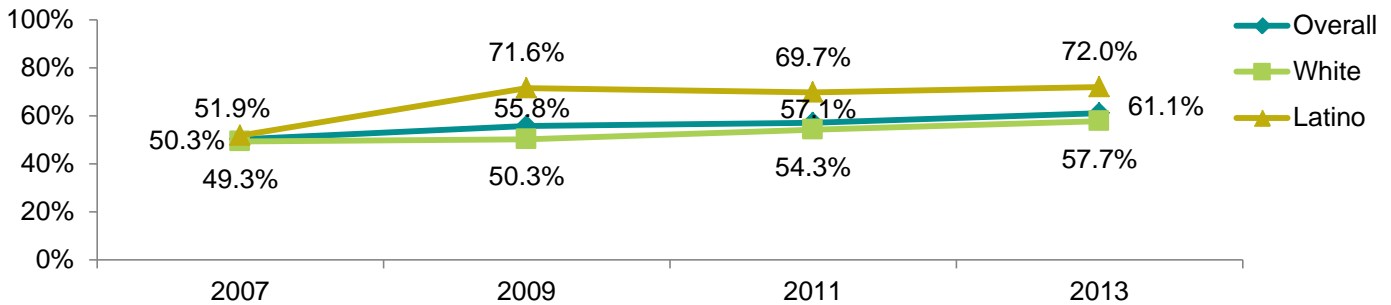
Obesity is directly linked to chronic diseases and serious medical conditions such as type 2 diabetes, heart disease, high blood pressure, respiratory problems, depression, and stroke. Obesity is also linked to higher rates of nearly all types of cancer, including cancer of the colon, rectum, prostate,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

For adults, overweight is defined as a BMI of 25.0 to 29.9. Obesity is defined as a BMI of 30.0 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 overweight or obese respondents (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).

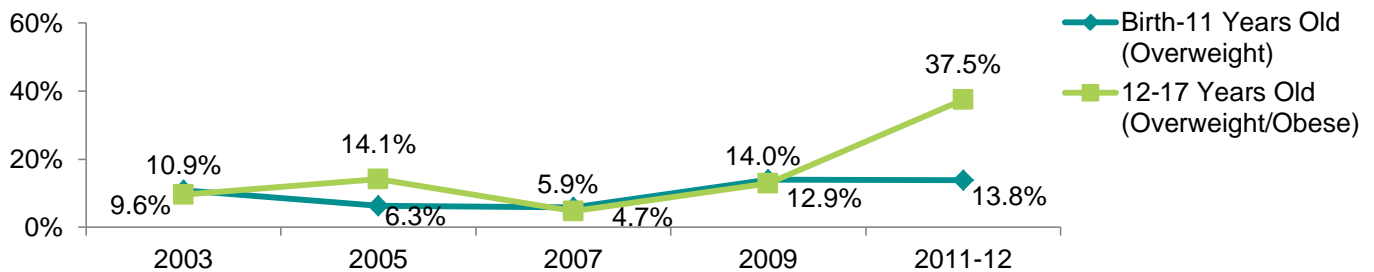
Overweight and Obese Adult Respondents in Santa Cruz County (Based on BMI) By Ethnicity



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.

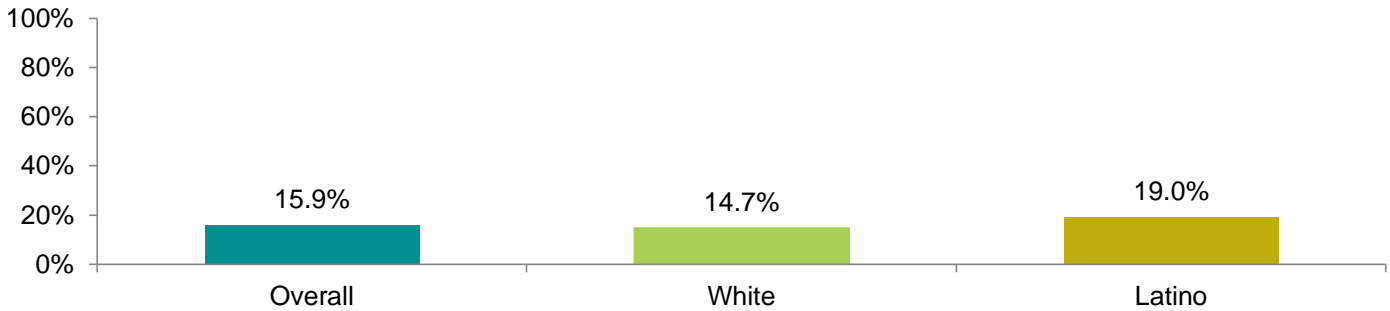
Note: Data presented are the most recent data available.

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

DIABETES

As of 2012, 29.1 million people, or 9.3% of the total population, were affected by diabetes in the United States. This condition is a major cause of heart disease and stroke and is the seventh leading cause of death in the nation.²² Overall, in Santa Cruz County, 16% of CAP survey respondents reported that a doctor had told them that they had diabetes or pre-diabetes 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

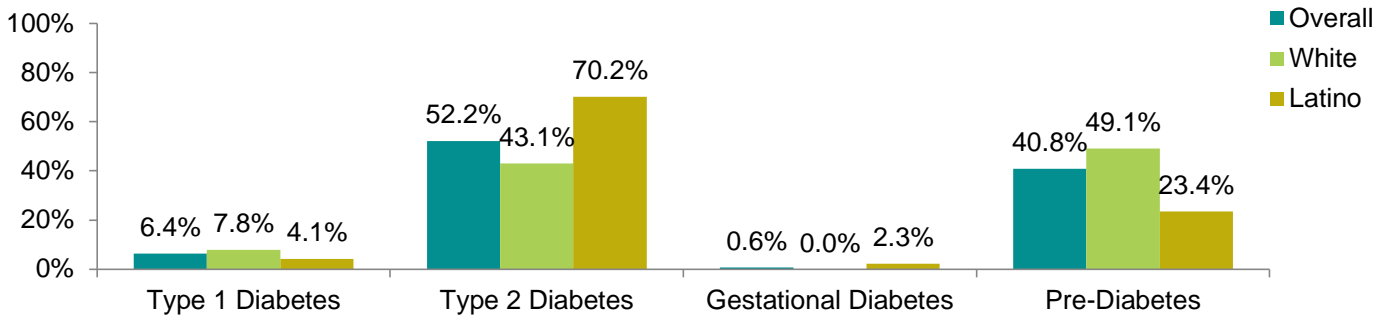


Overall n: 711; White n: 496; Latino n: 160.

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.

²² Centers for Disease Control and Prevention. (2014). *National Diabetes Statistics Report, 2014.* Retrieved from <http://www.cdc.gov/diabetes/pubs/statsreport14.htm>

Percentage 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.

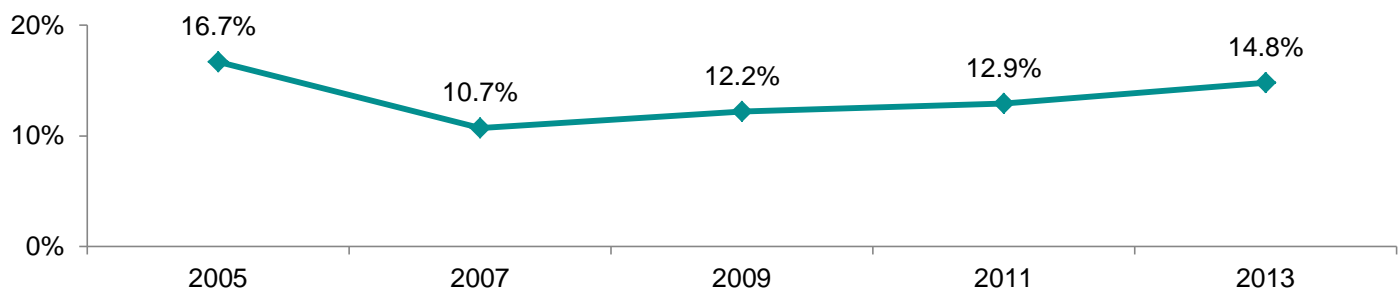
Note: Data presented are the most recent available.

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

ALCOHOL USE

According to the National Institute on Alcohol Abuse and Alcoholism, binge drinking is “a pattern of drinking that brings a person’s blood alcohol concentration to 0.08 grams percent or above.”²³ This level of intoxication typically involves 5 or more drinks for males and 4 or more drinks for females in about a 2 hour period. Binge drinking 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.*

²³ Centers for Disease Control and Prevention. (2014). Binge drinking. Retrieved from <http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>

AVAILABILITY OF ALCOHOL

Greater access to retail alcohol outlets, such as liquor stores and bars, is correlated with higher levels of alcohol consumption. For example, when there are more retail alcohol outlets near a university, there is more drinking among their students.²⁴ High outlet density is also associated with higher levels of violent crime, assault, child maltreatment and abuse, and homicide.²⁵ People who live in areas with high access to liquor stores tend to have higher levels of hospital admissions for anxiety, stress, and depression as compared to people with low access.²⁶ Several factors contribute to this relationship, including alcohol marketing, income, consumer spending habits, and public policy related to geographic placement of alcohol outlets. For example, there tend to be more alcohol and tobacco outlets in lower income neighborhoods compared to higher income neighborhoods.

Over the past seven years, the number and rate of retail alcohol outlets per 1,000 residents in Santa Cruz County has gradually increased. Santa Cruz County consistently had a higher rate of retail alcohols outlets per 1,000 people than California (2.7 versus 2.2, respectively) in 2014. With its beaches, small population, restaurants, and entertainment venues, Santa Cruz County has become a tourist destination, which may contribute to the higher than average per capita rates of retail alcohol outlets.

Number of Retail Alcohol Outlets¹

	JUNE 2008	JUNE 2009	JUNE 2010	JUNE 2011	JUNE 2012	JUNE 2013	JUNE 2014	08-14 % CHANGE
Retail Alcohol Outlets – Santa Cruz County	638	647	689	707	717	730	739	15.8%
Retail Alcohol Outlets – California	70,813	71,087	71,599	79,298	80,450	81,590	82,738	16.8%
Outlets per 1,000 People - Santa Cruz County	2.4	2.4	2.5	2.7	2.7	2.7	2.7	-
Outlets per 1,000 People - California	1.9	1.9	1.9	2.1	2.1	2.1	2.2	-

Source: State of California, Department of Alcoholic Beverage Control. (2014). *Alcoholic beverage licenses report*. California Department of Finance (2014). *E-1: City/county population estimates with annual percent change*.

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

²⁴ 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.

²⁵ Pereira, G., Wood, L., Foster, S., & Hagggar, 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.

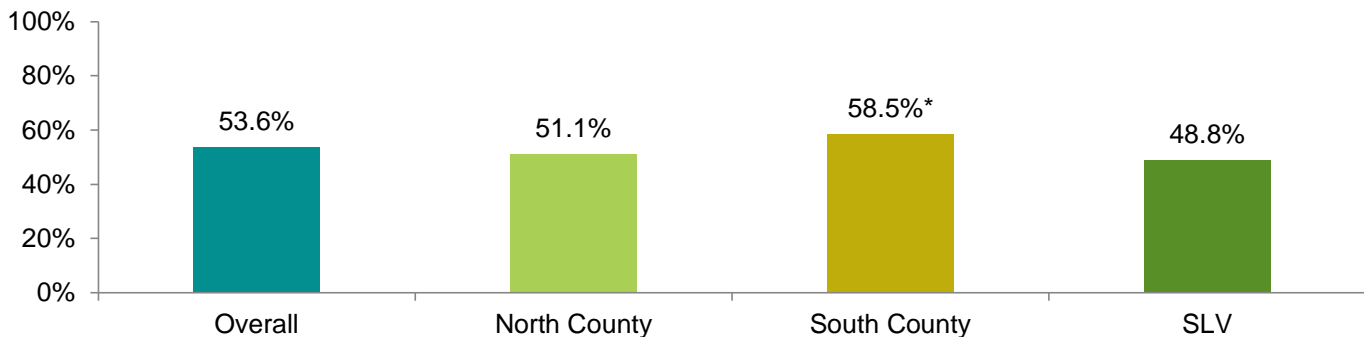
²⁶ Ibid.

Retail Alcohol Outlets, by City

	JUNE 2010	JUNE 2011	JUNE 2012	JUNE 2013	JUNE 2014
Unincorporated					
Number of Retail Outlets	240	243	238	243	246
Outlets per 1,000 People	1.7	1.9	1.8	1.9	1.8
Percentage of County Retail Outlets	34.8%	34.4%	33.2%	33.3%	33.3%
Capitola					
Number of Retail Outlets	59	59	64	66	67
Outlets per 1,000 People	5.8	5.9	6.4	6.6	6.6
Percentage of County Retail Outlets	8.6%	8.4%	8.9%	9.0%	9.1%
Santa Cruz					
Number of Retail Outlets	245	256	259	271	274
Outlets per 1,000 People	4.1	4.3	4.2	4.3	4.3
Percentage of County Retail Outlets	35.6%	36.3%	36.1%	37.1%	37.1%
Watsonville					
Number of Retail Outlets	104	107	107	102	104
Outlets per 1,000 People	2.0	2.1	2.1	2.0	2.0
Percentage of County Retail Outlets	15.1%	15.2%	14.9%	14.0%	14.1%
Scotts Valley					
Number of Retail Outlets	40	41	43	48	48
Outlets per 1,000 People	3.4	3.5	3.7	4.1	4.0
Percentage of County Retail Outlets	5.8%	5.8%	6.0%	6.6%	6.5%

Source: California Department of Alcoholic Beverage Control. (2014). *Alcoholic beverage licenses report*. <http://www.abc.ca.gov/>
 California Department of Finance. (2014). *E-1: City/County population estimates with annual percent change*.

📞 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.

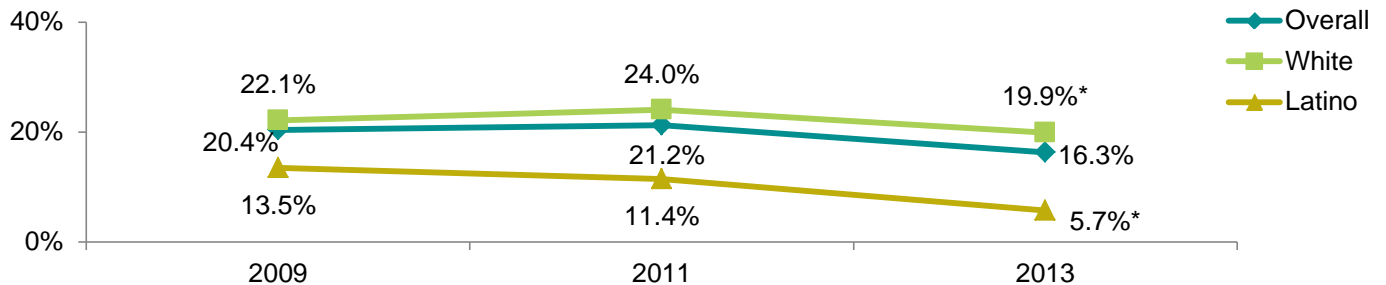
Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2013*.

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.

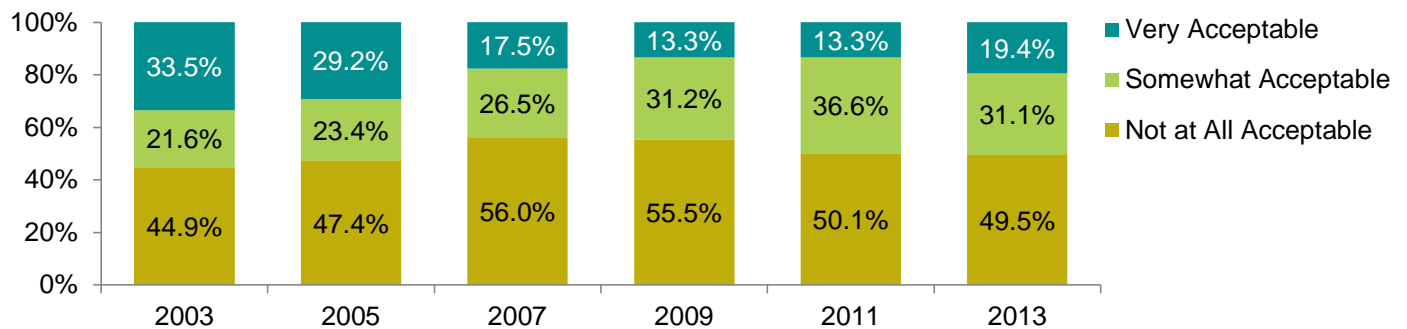
Source: Applied Survey Research. (2013). *Santa Cruz County Community Assessment Project, Telephone Survey, 2009-2013.*

*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-medical use?

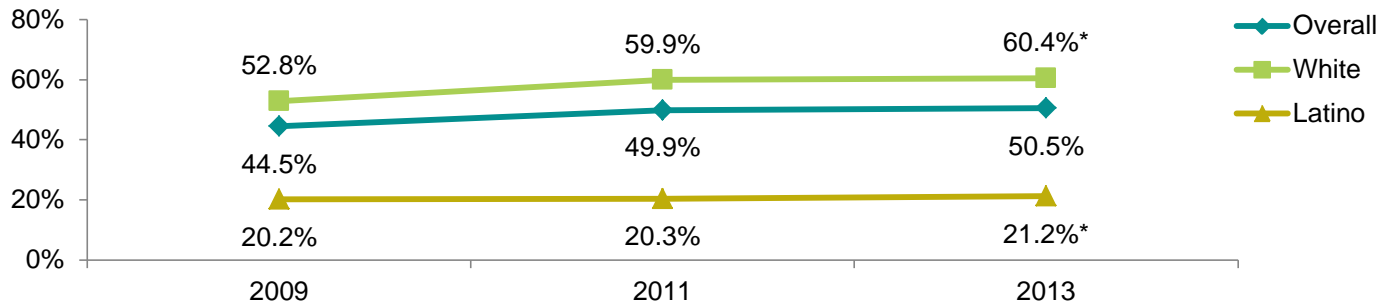


Overall 2013 n: 679.

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-medical 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-medical use of marijuana in 2013.

📞 How acceptable do you find the use of marijuana for recreational or non-medical 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.*

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

*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-medical use very acceptable in 2013.

TOBACCO USE

Overall, the percentage of Santa Cruz County 11th grade students who smoked cigarettes in the last 30 days decreased from 18% in 2004/05 to 8% in 2012/14. The percentage of Santa Cruz County 9th grade students using smokeless tobacco in the last 30 days decreased from 2% in 2004/05 to 1% in 2012/14.

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

	2004/05	2006/07	2008/09	2010/11	2012/14	04-14 NET CHANGE
Santa Cruz County						
7 th Grade	5%	4%	6%	5%	2%	-3.0
9 th Grade	11%	10%	12%	10%	5%	-6.0
11 th Grade	18%	14%	14%	15%	8%	-10.0

	2004/06	2005/07	2006/08	2007/09	2008/10	2009/11	04-11 NET CHANGE
California							
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 the California Department of Education. (2014). *California Healthy Kids Survey (CHKS), Santa Cruz County and California*. San Francisco, CA.

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.

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

	2004/ 05	2006/ 07	2008/ 09	2010/ 11	2012/ 14	04-14 NET CHANGE
Santa Cruz County						
7 th Grade	2%	2%	3%	3%	1%	-1.0
9 th Grade	4%	4%	6%	4%	1%	-3.0
11 th Grade	4%	5%	6%	8%	3%	-1.0

	2004/ 06	2005/ 07	2006/ 08	2007/ 09	2008/ 10	2009/ 11	04-11 NET CHANGE
California							
7 th Grade	2%	2%	3%	3%	3%	3%	1.0
9 th Grade	2%	3%	3%	4%	4%	4%	2.0
11 th Grade	3%	3%	4%	4%	4%	5%	2.0

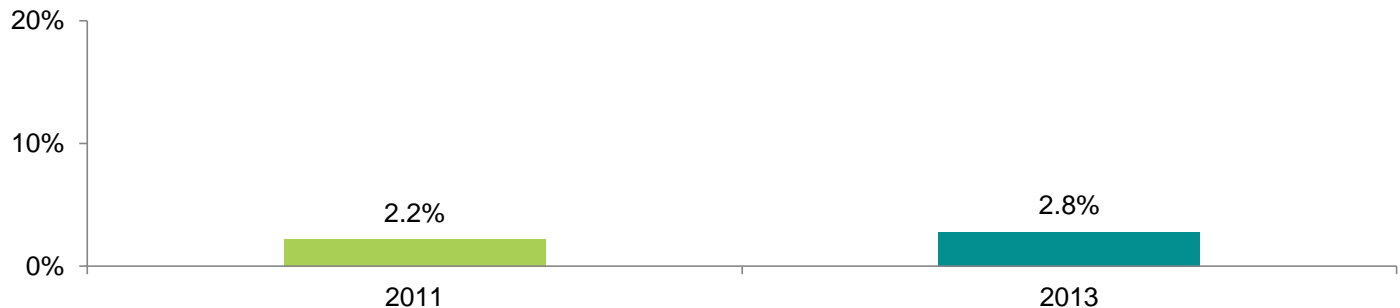
Source: West Ed for California Department of Education. (2014). 2000-2014 *California Healthy Kids Survey (CHKS)*, Santa Cruz County and California.

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.

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?



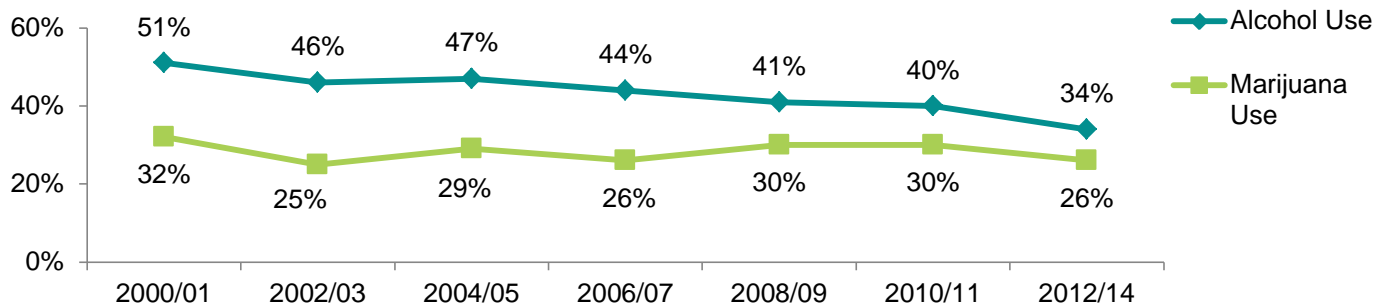
Overall 2013 n: 710.

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

SUBSTANCE USE BY STUDENTS

Self-reported alcohol use among Santa Cruz County 11th grade students decreased over the past 13 years from 51% in 2000/01 to 34% in 2012/14. Among 9th grade students in Santa Cruz County, self-reported use of alcohol decreased from 31% in 2002/03 to 23% in 2012/14.

Percentage 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. (2014). 2000-2011 *California Healthy Kids Survey, Santa Cruz County*.
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	2012/14	02-14 NET CHANGE
Alcohol¹							
7 th Grade	13%	16%	15%	18%	15%	10%	-3
9 th Grade	31%	33%	33%	34%	28%	23%	-8
11 th Grade	46%	47%	44%	41%	40%	34%	-12
Marijuana							
7 th Grade	6%	6%	7%	10%	10%	6%	0
9 th Grade	19%	18%	20%	26%	23%	18%	-1
11 th Grade	25%	29%	26%	30%	30%	26%	1
Cocaine							
9 th Grade	3%	3%	3%	6%	4%	1%	-2
11 th Grade	4%	5%	4%	4%	5%	2%	-2
Methamphetamines/Amphetamines							
9 th Grade	3%	4%	2%	4%	4%	1%	-2
11 th Grade	3%	3%	2%	3%	3%	1%	-2
Inhalants							
7 th Grade	5%	3%	5%	8%	6%	3%	-2
9 th Grade	5%	5%	5%	8%	6%	2%	-3
11 th Grade	3%	3%	3%	4%	4%	2%	-1
Psychedelics (Includes Ecstasy, LSD, or other psychedelics)							
9 th Grade	4%	3%	3%	8%	5%	2%	-2
11 th Grade	3%	3%	3%	7%	6%	3%	0

Source: West Ed for California Department of Education. (2014). *California Healthy Kids Survey, Santa Cruz County*.

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%	-3.0
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%	0.0
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). *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 2013 to December 31st 2013, there were 5,588 admissions to Dominican Hospital, 2,719 admissions to Watsonville Community Hospital and 1,156 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. While Dominican Hospital and Sutter Maternity and Surgery Center experienced fairly consistent admission rates from 2010 to 2013, Dominican Hospital saw a drop from 26.4 admissions per 1,000 residents to 20.7 per 1,000 residents.

Number of Hospital Admissions, by Reason, Dominican Hospital

	7/1/10- 12/31/10	1/1/11- 6/30/11	7/1/11- 12/31/11	1/1/12- 6/30/12	7/1/12- 12/31/12	1/1/13- 6/30/13	7/1/13- 12/31/13	7/1/10- 12/31/13 NET CHANGE
All Pregnancies	8.2%	7.5%	7.8%	8.0%	7.7%	7.4%	8.4%	0.2
Anemia and Other Blood Disorders	0.6%	1.0%	1.0%	1.0%	1.0%	1.0%	0.8%	0.2
Birth Defects	0.1%	0.1%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1
Births	7.3%	6.7%	7.0%	7.3%	6.9%	6.7%	7.8%	0.5
Cancer (Includes Non-Cancerous Growths)	4.4%	4.3%	4.4%	4.7%	3.9%	3.9%	4.0%	-0.4
Circulatory System	13.4%	13.2%	13.6%	13.4%	14.1%	15.3%	15.8%	2.4
Digestive System	11.2%	9.7%	10.2%	9.7%	10.0%	9.9%	11.0%	0.2
Endocrine System	2.4%	2.5%	2.4%	2.5%	2.9%	2.9%	2.5%	0.1
Genitourinary System	3.6%	4.5%	4.3%	3.8%	4.2%	4.0%	3.6%	0.0
Infections	4.0%	4.2%	3.5%	3.3%	4.1%	4.8%	5.4%	1.4
Injuries / Poisonings / Complications	8.3%	8.3%	7.9%	7.8%	7.7%	8.2%	8.8%	0.5
Mental Disorders	8.4%	8.5%	8.6%	8.3%	8.3%	8.3%	8.9%	0.5
Musculoskeletal System	5.9%	5.3%	6.0%	6.0%	6.7%	6.0%	5.7%	-0.2
Nervous System	1.9%	1.9%	1.6%	2.1%	1.6%	1.7%	1.5%	-0.4
Other Reasons	8.6%	8.6%	9.3%	9.4%	8.6%	7.0%	4.8%	3.8
Perinatal Disorders	0.6%	0.6%	0.5%	0.7%	0.6%	0.8%	0.6%	0.0
Respiratory System	5.3%	7.2%	5.6%	6.2%	5.6%	6.8%	5.5%	0.2
Skin Disorders	2.2%	2.1%	2.3%	2.1%	1.9%	1.6%	1.9%	-0.3
Symptoms	3.6%	3.8%	3.8%	3.6%	3.9%	3.5%	3.1%	-0.5
Santa Cruz County Total	6,739	6,624	6,641	6,660	6,671	6,300	5,588	-
Rate per 1,000 – Santa Cruz County	28.5	25.1	25.1	25.0	25.0	26.4	20.7	-7.8

Source: California Office of Statewide Health Planning & Development. (2014). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2014). Table DP05 - Demographic and housing estimates, 2010-2014 1-year estimates. *American Community Survey*.

Number of Hospital Admissions, by Reason, Watsonville Community Hospital, 7/1/10 – 12/31/13

	7/1/10-12/31/10	1/1/11-6/30/11	7/1/11-12/31/11	1/1/12-6/30/12	7/1/12-12/31/12	1/1/13-6/30/13	7/1/13-12/31/13	7/1/10-12/31/13 NET CHANGE
All Pregnancies	24.4%	24.1%	26.6%	24.4%	25.5%	25.4%	25.2%	0.8
Anemia and Other Blood Disorders	0.9%	1.2%	0.4%	0.9%	0.9%	0.5%	0.6%	-0.3
Birth Defects	0.2%	0.0%	0.2%	0.1%	0.1%	0.1%	0.0%	-0.2
Births	23.0%	23.0%	24.9%	22.6%	22.9%	23.0%	23.0%	0.0
Cancer (Includes Non-Cancerous Growths)	2.1%	1.2%	1.4%	2.1%	2.0%	1.2%	1.5%	-0.6
Circulatory System	9.8%	8.1%	8.6%	8.9%	7.6%	8.0%	8.1%	-1.7
Digestive System	9.9%	9.6%	8.2%	8.3%	9.5%	9.2%	9.4%	-0.5
Endocrine System	2.3%	2.8%	2.3%	3.0%	3.3%	2.2%	2.7%	0.4
Genitourinary System	3.7%	4.0%	4.0%	3.9%	3.8%	3.3%	3.2%	-0.5
Infections	1.9%	2.3%	2.2%	3.5%	3.8%	3.5%	4.8%	2.9
Injuries / Poisonings / Complications	4.7%	3.9%	4.9%	4.9%	5.1%	4.2%	4.4%	-0.3
Mental Disorders	0.4%	0.6%	0.5%	0.7%	0.8%	0.7%	1.0%	0.6
Musculoskeletal System	4.3%	4.1%	3.9%	4.8%	4.4%	4.8%	4.5%	0.2
Nervous System	0.6%	0.7%	0.8%	0.7%	0.9%	0.8%	0.8%	0.2
Other Reasons	0.7%	0.3%	0.3%	0.5%	0.2%	0.3%	0.2%	-0.5
Perinatal Disorders	0.3%	0.5%	0.4%	0.5%	0.3%	0.4%	0.6%	0.3
Respiratory System	7.1%	9.2%	6.8%	7.4%	6.0%	9.4%	6.3%	-0.8
Skin Disorders	1.2%	1.2%	1.5%	0.8%	1.1%	0.9%	1.9%	0.7
Symptoms	2.5%	3.3%	2.1%	1.9%	1.8%	2.1%	2.0%	-0.5
Santa Cruz County Total	3,288	3,208	3,066	2,948	2,913	2,851	2,719	-
Rate per 1,000 – Santa Cruz County	12.5	12.1	11.6	11.1	10.9	10.6	10.1	-2.4

Source: California Office of Statewide Health Planning & Development. (2014). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2014). Table DP05 - Demographic and housing estimates, 2010-2014 1-year estimates. *American Community Survey*.

Number of Hospital Admissions, by Reason, Sutter Maternity and Surgery Center, 7/1/10 – 12/31/13

	7/1/10-12/31/10	1/1/11-6/30/11	7/1/11-12/31/11	1/1/12-6/30/12	7/1/12-12/31/12	1/1/13-6/30/13	7/1/13-12/31/13	7/1/10-12/31/13 NET CHANGE
All Pregnancies	37.8%	38.6%	36.4%	38.7%	40.4%	40.1%	41.1%	3.3
Birth Defects	0.0%	0.1%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0
Births	37.7%	38.6%	36.0%	38.5%	39.6%	39.8%	40.7%	3.0
Cancer (Includes Non-Cancerous Growths)	5.9%	4.8%	5.3%	4.1%	5.0%	3.1%	3.9%	-2.0
Circulatory System	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0
Digestive System	3.4%	2.5%	4.0%	3.1%	1.7%	1.9%	1.9%	-1.5
Endocrine System	0.6%	0.8%	1.8%	0.6%	0.5%	0.2%	0.1%	-0.5
Genitourinary System	5.2%	3.6%	5.2%	2.7%	2.1%	1.0%	0.9%	-4.3
Infections	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1
Injuries / Poisonings / Complications	1.9%	1.7%	2.3%	1.2%	1.0%	1.4%	0.6%	-1.3
Musculoskeletal System	5.5%	7.0%	6.6%	8.2%	7.5%	9.6%	8.5%	3.0
Nervous System	0.2%	0.2%	0.0%	0.2%	0.0%	0.2%	0.0%	-0.2
Other Reasons	0.4%	0.2%	0.9%	1.0%	0.6%	0.8%	0.4%	0.0
Perinatal Disorders	0.2%	0.4%	0.6%	1.1%	1.0%	0.9%	1.0%	0.8
Respiratory System	0.2%	0.2%	0.1%	0.0%	0.1%	0.0%	0.1%	-0.1
Skin Disorders	0.7%	1.2%	0.5%	0.6%	0.5%	0.6%	0.9%	0.2
Symptoms	0.4%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	-0.4
Santa Cruz County Total	1,312	1,322	1,279	1,245	1,254	1,122	1,156	-
Rate per 1,000 – Santa Cruz County	5.0	5.0	4.8	4.7	4.7	4.2	4.3	-0.7

Source: California Office of Statewide Health Planning & Development. (2014). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2014). Table DP05 - Demographic and housing estimates, 2010-2013 1-year estimates. *American Community Survey*.

Number and Length of Hospital Stays, Dominican Hospital, 7/1/10 – 12/31/13

	7/1/10-12/31/10	1/1/11-6/30/11	7/1/11-12/31/11	1/1/12-6/30/12	7/1/12-12/31/12	1/1/13-6/30/13	7/1/13-12/31/13	7/1/10-12/31/13 % CHANGE
Number of Discharges	6,739	6,624	6,641	6,660	6,671	6,300	5,588	-17.1%
Number of Discharge Days	32,016	31,965	30,912	31,257	31,538	30,554	25,207	-21.3%
Average Stay (Days)	4.8	4.8	4.7	4.7	4.7	4.8	4.5	-
Hospital Discharge Rate per 1,000 – Santa Cruz County	25.6	25.1	25.1	25.0	25.0	23.4	20.7	-

Source: California Office of Statewide Health Planning & Development. (2014). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2014). Table DP05 - Demographic and housing estimates, 2010-2014 1-year estimates. *American Community Survey*.

Number and Length of Hospital Stays, Watsonville Community Hospital, 7/1/10 – 12/31/13

	7/1/10-12/31/10	1/1/11-6/30/11	7/1/11-12/31/11	1/1/12-6/30/12	7/1/12-12/31/12	1/1/13-6/30/13	7/1/13-12/31/13	7/1/10-12/31/13 % CHANGE
Number of Discharges	3,288	3,208	3,066	2,948	2,913	2,851	2,719	-17.3%
Number of Discharge Days	11,715	11,056	10,259	10,144	9,951	10,091	9,756	-16.7%
Average Length of Stay	3.6	3.4	3.3	3.4	3.4	3.5	3.6	-
Rate per 1,000 – Santa Cruz County	12.5	12.1	11.5	11.0	10.9	10.6	10.1	-

Source: California Office of Statewide Health Planning & Development. (2014). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2014). Table DP05 - Demographic and housing estimates, 2010-2014 1-year estimates. *American Community Survey*.

Number and Length of Hospital Stays, Sutter Maternity and Surgery Center, 7/1/10 – 12/31/13

	7/1/10-12/31/10	1/1/11-6/30/11	7/1/11-12/31/11	1/1/12-6/30/12	7/1/12-12/31/12	1/1/13-6/30/13	7/1/13-12/31/13	7/1/10-12/31/13 % CHANGE
Number of Discharges	1,312	1,322	1,279	1,245	1,254	1,122	1,156	-11.9%
Number of Discharge Days	3,319	3,540	3,213	3,304	3,294	2,938	3,074	-7.4%
Average Length of Stay	2.5	2.7	2.5	2.7	2.6	2.6	2.7	-
Rate per 1,000 – Santa Cruz County	5.0	5.0	4.8	4.7	4.7	4.2	4.3	-

Source: California Office of Statewide Health Planning & Development. (2014). *Hospital inpatient discharge summary report*. Sacramento, CA.

United States Census Bureau. (2014). Table DP05 - Demographic and housing estimates, 2010-2014 1-year estimates. *American Community Survey*.

UNINTENTIONAL INJURIES

Unintentional non-fatal injuries include accidents that are the result of falls, poisoning, being struck by an object, firearm, or motor vehicle. There were 99 unintentional non-fatal injuries for children, youth, and young adults ages 0-20 in 2012, down 36% from 154 in 2006. Both the number and rate of injuries fell for this age group over the last 7 years. The top cause of unintentional non-fatal injuries in the county was falls.

Unintentional Non-Fatal Injuries (Birth-20) by Age Group

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Under 1 Year	9	8	5	10	7	6	3	^
1- 4 Years	28	27	30	33	33	13	15	^
5-12 Years	31	32	35	22	30	25	24	-22.6%
13-15 Years	19	26	20	15	18	20	18	^
16-20 Years	67	66	55	65	51	36	39	-41.8%
Santa Cruz County Total Ages 0-20	154	159	145	145	139	100	99	-35.7%
Rate per 1,000 – Santa Cruz County	2.2	2.2	2.0	2.1	2.0	1.4	1.3	-
Rate per 1,000 – California	2.3	2.1	2.0	2.0	1.9	1.9	1.9	-

Source: California Department of Public Health. (2014). *EpiCenter: Overall injury surveillance*. Sacramento, CA.

State of California, Department of Finance (2013). *Report P-3: Populations Projections by Race/ Ethnicity, Detailed Age, and Gender, 2010-2060*. Sacramento, CA.

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

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

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Falls	42	52	38	37	40	36	31	-26.2%
Motor Vehicle Traffic	41	37	31	34	22	18	17	^
Poisoning	10	10	11	19	25	12	12	^
Struck by Object	10	11	11	12	14	7	4	^
Firearms	1	1	1	1	0	0	1	^

Source: California Department of Public Health. (2014). *EpiCenter: Overall injury surveillance*. Sacramento, CA.

^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, youth, and young adults ages birth through 20 years old in 2012. The most common intentional non-fatal injuries since 2006 were for self-inflicted poisonings.

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

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Under 1	1	0	1	0	1	0	1	^
1 to 4	0	0	0	0	0	1	1	^
5 to 12	2	0	0	1	1	0	0	^
13 to 15	6	8	5	6	9	7	8	^
16 to 20	27	37	35	28	33	25	23	-14.8%
Santa Cruz County Total (Ages 0-20)	36	45	41	35	44	33	33	8.3%
Rate per 1,000 – Santa Cruz County	0.5	0.6	0.6	0.5	0.6	0.5	0.4	-
Rate per 1,000 – California	0.6	0.6	0.6	0.5	0.6	0.5	0.5	-

Source: California Department of Public Health. (2014). *EpiCenter: Overall injury surveillance*. Sacramento, CA.

State of California, Department of Finance (2013). *Report P-3: Populations Projections by Race/ Ethnicity, Detailed Age, and Gender, 2010-2060*. Sacramento, CA.

^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 (Birth-20), by Cause

	2006	2007	2008	2009	2010	2011	2012
Self-Inflicted	18	26	13	17	21	16	19
Cut/Pierce	0	3	2	3	4	2	7
Poisoning	18	19	9	12	11	8	9
Other ¹	0	4	0	1	1	5	3
Hanging/Suffocation	0	0	2	1	0	1	0
Assault	18	19	28	18	23	17	14
Blunt Object	2	2	1	0	2	1	2
Cut/Pierce	9	13	16	11	10	12	6
Fight, Unarmed	0	2	3	1	5	1	0
Firearm	4	2	3	5	4	1	1
Other ²	3	0	5	1	2	2	5
Total	36	45	41	35	44	33	33

Source: California Department of Public Health. (2014). *EpiCenter: Overall injury surveillance*. Sacramento, CA.

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 from 661 cases in 2008 to 995 cases in 2013. Reported cases of gonorrhea increased by 123% between 2008 and 2013. Syphilis infections have steadily increased over the last six years, from 4 cases reported in 2008 to 32 cases in 2013.

Pertussis, also known as whooping cough, is a highly contagious yet preventable respiratory disease.²⁷ The uncontrollable cough most commonly affects babies and young children, although it is important to note that there are a growing number of teenagers who are experiencing this disease. For children under the age of one, the disease can be fatal. There were 48,277 cases of pertussis reported to CDC in 2012; the highest number of reported cases in the U.S. since 1955.²⁸ In Santa Cruz County, reported cases more than quadrupled between 2012 and 2013. While cases of pertussis declined in some states across the U.S., as of September 2, 2014, California continued to experience a pertussis epidemic.

Reported Cases of Selected Communicable Diseases, Santa Cruz County

	2008	2009	2010	2011	2012	2013	08-13% CHANGE
Chlamydia	661	647	765	747	867	995	50.5%
Gonorrhea	60	55	46	81	99	134	123.3%
Hepatitis A ¹	2	2	0	3	2	7	^
Hepatitis B (Chronic) ¹	19	10	19	21	43	20	^
Lyme Disease	1	7	7	10	7	7	^
Measles ¹	0	0	0	0	0	3	^
Pertussis (Whooping Cough) ¹	16	33	87	22	12	54	^
Salmonellosis	60	56	31	36	28	33	-45.0%
Shigellosis	10	2	7	9	7	10	^
Syphilis (Infectious)	4	10	13	25	28	32	^
Tuberculosis (Active)	10	5	11	10	7	5	^

Source: Santa Cruz County Health Services Agency. (2014). *Provisional counts of selected reportable conditions by quarter and year of episode date, Santa Cruz County residents*. Santa Cruz, CA.

¹Vaccine-preventable.

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

²⁷ Centers for Disease Control and Prevention. (2014). *Pertussis outbreak trends*. Atlanta, GA. Retrieved from <http://www.cdc.gov/pertussis/outbreaks/trends.html>

²⁸ Ibid

AIDS

Acquired Immunodeficiency Syndrome (AIDS) is the final stage of the Human Immunodeficiency Virus (HIV) infection. People at this stage of the 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 2011. The majority of Santa Cruz County residents presumed to be living with HIV/AIDS are male; White; and the largest number are currently between the ages of 45 and 64. Almost half of the residents live in North County.

Diagnosed Cases of AIDS by Ethnicity¹

	2007	2008	2009	2010	2011	2012
African American	0	0	2	0	1	0
Asian/Pacific Islander	0	0	0	0	0	2
White	11	8	7	5	10	5
Latino	6	3	5	3	7	3
Native American/Alaska Native	0	0	1	0	0	0
Multi-Race/Other/Unknown	0	0	0	0	1	0
Santa Cruz County Total	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.

Characteristics of People Presumed to be Living with HIV/AIDS, Santa Cruz County¹

	NUMBER	PERCENT
HIV Stage		
HIV only	132	35%
AIDS	250	65%
Sex		
Male	332	87%
Female	50	13%
Current Age		
17-24 years	6	2%
25-44 years	109	29%
45-64 years	233	61%
65-81 years	34	9%

	NUMBER	PERCENT
Ethnicity		
Latino	118	31%
White	235	62%
Black	13	3%
Asian and Pacific Islander	12	3%
Other	5	1%
Current Area of Residence²		
North County	184	48%
Mid-County	63	16%
South County	86	23%
Santa Cruz Mountains	35	9%
Scotts Valley	14	4%
Santa Cruz County Total	382	100%

Source: Santa Cruz County Public Health Department. (2014). HIV & AIDS, Santa Cruz County, 1982-2012.

¹Data as of December 30, 2012.

²North County= Santa Cruz and Bonny Doon; Mid-County= Aptos, Capitola, and Soquel; South County= Corralitos, Freedom, La Selva Beach, and Watsonville; Santa Cruz Mountains= Ben Lomond, Boulder Creek, Brookdale, Felton, and Mt. Hermon.

SUICIDES

Deaths from suicide in the United States are now higher than deaths from motor vehicle accidents, according to the Centers for Disease Control and Prevention.²⁹ 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%).³⁰

In Santa Cruz County, the suicide rate increased from 12.7 per 100,000 residents in 2003/2005 to 13.4 suicides per 100,000 in 2010/12. The county rate (13.4) was higher than the state at 10.1 in 2010/12. There were 38 suicides in Santa Cruz County in 2013, with 26% of suicides occurring in the 60 and older age group. For the first time in 3 years, suicides amongst those 60 years and older were not the leading age group.

Suicide Age-Adjusted Death Rate per 100,000 Population, Three-Year Averages

	2003-05	2005-07	2007-09	2009-11	2010-12	HEALTHY PEOPLE 2020 NATIONAL OBJECTIVE	03-12 NET CHANGE
Santa Cruz County	12.7	10.4	12.4	13.6	13.4	10.2	0.7
California	9.2	9.0	9.6	10.2	10.1		0.9

Source: California Department of Public Health. (2014). *County health status profiles, Deaths due to suicide*. Sacramento, CA.

Note: Data presented are the most recent available.

Number of Suicides

	2007	2008	2009	2010	2011	2012	2013
Under 18 Years	1	0	0	1	0	0	1
18-29 Years	5	1	8	7	7	5	4
30-39 Years	6	2	4	3	7	6	5
40-49 Years	8	10	12	4	5	8	7
50-59 Years	14	12	7	9	8	8	11
60 Years & Older	6	6	5	16	9	12	10
Unknown	0	0	0	0	0	0	0
Santa Cruz County Total	40	31	36	40	36	39	38

Source: Santa Cruz County Sheriff's Office. (2014). *Personal correspondence with program representative, September 2014*.

Note: The most recent year of data includes confirmed cases as of September, 2013.

Note: Percentage change calculations are not included as calculations based on small number of cases are unstable and can be misinterpreted.

²⁹ 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>

³⁰ Ibid.

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 2010-12. 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

	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	HEALTHY PEOPLE 2020 NATIONAL OBJECTIVE	04-12 NET CHANGE
Coronary Heart Disease									
Santa Cruz County	119.9	113.2	112.5	114.5	111.8	97.2	83.9	100.8	-36.0
California	154.0	145.2	137.1	128.0	121.6	122.4	106.2		-47.8
All Cancers									
Santa Cruz County	166.8	166.7	164.6	168.5	160.3	145.3	144.3	160.6	-22.5
California	161.3	159.3	155.9	154.0	151.7	156.4	153.3		-8.0
Lung Cancer									
Santa Cruz County	41.3	37.9	36.1	39.3	35.1	28.1	26.3	45.5	-15.0
California	40.2	39.2	38.1	37.2	36.1	36.5	34.8		-5.4
Breast Cancer (Female)									
Santa Cruz County	26.5	26.9	28.0	25.8	25.7	23.4	24.1	20.6	-2.4
California	22.1	21.7	21.2	21.2	20.7	21.3	20.9		-1.2
Stroke									
Santa Cruz County	42.1	38.1	35.9	38.9	39.2	34.8	32.7	33.8	-9.4
California	47.8	43.5	40.8	38.4	37.4	38.1	36.6		-11.2
Drug-Related									
Santa Cruz County	10.9	11.9	12.1	11.6	12.4	15.9	18.8	11.3	7.9
California	10.3	10.5	10.6	10.7	10.5	10.9	10.8		0.5
Unintentional Injuries									
Santa Cruz County	31.2	32.6	34.2	32.5	31.6	32.7	32.6	36.0	1.4
California	30.2	30.4	29.7	28.7	27.1	27.6	27.3		-2.9
Suicide									
Santa Cruz County	10.5	10.4	10.8	12.4	12.7	13.6	13.4	10.2	2.9
California	9.0	9.0	9.4	9.6	9.7	10.2	10.1		1.1
Firearm-related									
Santa Cruz County	5.3 [^]	5.3 [^]	5.4 [^]	5.9 [^]	6.5 [^]	7.2 [^]	8.1	9.2	[^]
California	9.2	8.9	8.5	8.2	7.8 [^]	7.8	7.7		-1.5
Homicide									
Santa Cruz County	3.0 [^]	2.6 [^]	2.8 [^]	2.2 [^]	3.2 [^]	3.8 [^]	4.5 [^]	5.5	[^]
California	6.8	6.6	6.3	5.8	5.3	5.2	5.2		-1.6
Motor Vehicle Crashes									
Santa Cruz County	9.7	9.9	10.4	9.5	7.8	5.2 [^]	4.8 [^]	12.4	[^]
California	11.9	11.1	10.3	9.2	7.9	7.5	7.3		-4.6
Deaths Due to All Causes									
Santa Cruz County	670.5	671.7	669.8	686.8	676.7	630.2	614.7	None Set	-55.8
California	697.5	683.5	666.4	647.2	632.7	654.9	641.5		-56.0

Source: California Department of Public Health. (2014). *Death Statistical Master Files*. Sacramento, CA.

[^]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

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Cancer								
White	174.9	194.9	176.4	195.2	166.0	186.7	171.2	-3.7
Hispanic	98.0	104.9	140.4	128.6	110.8	101.6	99.9	1.9
Diseases of the Heart & Circulatory System								
White	230.6	251.9	237.7	248.2	245.5	235.3	199.0	-31.6
Hispanic/Latino	208.8	192.0	208.4	189.6	204.7	143.1	174.9	-33.9
Diseases of the Liver								
White	16.7	10.0	17.9	14.9	12.7	15.0	12.2	-4.5
Hispanic/Latino	17.6	22.4	24.8	21.2	26.0 [^]	18.4 [^]	13.2 [^]	[^]
Diabetes Mellitus (Type 2)								
White	13.8	15.9	19.3	17.8	16.0	9.3 [^]	14.2	0.4
Hispanic/Latino	25.7	13.2	32.1	32.5	24.2 [^]	20.7 [^]	24.7 [^]	[^]
Pneumonia								
White	14.2	16.0	9.1	15.6	12.9	18.0	12.5	-1.7
Hispanic/Latino	10.6	16.1	24.3	14.0	10.8 [^]	16.8 [^]	18.9 [^]	[^]
Emphysema								
White	8.2	5.1	7.6	7.5	3.4 [^]	5.5 [^]	3.3 [^]	[^]
Hispanic/Latino	9.2	0.0	4.1	4.0	0.0	0.0	0.0	-9.2
HIV								
White	2.2	1.1	2.2	2.2	0.0	1.1 [^]	0.6 [^]	[^]
Hispanic/Latino	0.0	2.3	0.0	3.5	1.3 [^]	2.5 [^]	1.3 [^]	[^]
Accidents								
White	41.5	37.6	34.7	33.4	35.3	47.6	40.0	-1.5
Hispanic/Latino	36.8	36.1	32.2	25.2	16.4 [^]	33.0 [^]	20.5 [^]	[^]
Suicide								
White	10.2	16.7	16.4	19.8	16.1	18.1	18.2	8.0
Hispanic/Latino	3.7	9.1	3.1	3.6	6.6 [^]	2.7 [^]	6.7 [^]	[^]
Homicide								
White	2.6	2.3	2.5	0.7	3.8 [^]	2.3 [^]	4.0 [^]	[^]
Hispanic/Latino	9.6	0.0	3.3	5.8	5.4 [^]	6.3 [^]	5.5 [^]	[^]
Deaths Due to All Causes								
White	703.7	746.9	717.0	773.0	709.2	787.7	660.3	-43.4
Hispanic/Latino	554.8	476.1	614.8	578.0	485.1	466.6	489.0	-65.8

Source: California Department of Public Health. (2014). *Death Records*. Sacramento, CA.

Note: Age-adjusted death rates were calculated using the 2000 U.S. Standard Population.

[^]Death rate unreliable, relative standard of error is greater than or equal to 23%.

Number of Deaths by Age Group (Ages Birth-24), Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012
Children Under Age 1 Year							
Conditions Originating in the Perinatal Period	8	11	3	3	6	8	11
Congenital Malformations & Chromosomal Abnormalities	6	4	3	2	4	4	3
Cancer	0	0	0	0	0	0	0
Diseases of the Heart & Circulatory System	0	0	0	1	0	0	1
Accidents	0	1	1	0	0	0	1
Homicide	0	0	0	0	0	0	0
Other	1	3	1	2	0	0	
All Causes	15	19	8	8	10	12	16
Children Ages 1-4 Years							
Congenital Malformations & Chromosomal Abnormalities	0	2	0	0	0	0	0
Cancer	0	0	0	0	0	1	1
Diseases of the Heart & Circulatory System	0	0	0	0	0	0	0
Accidents	1	0	1	0	0	0	0
Homicide	0	0	1	0	0	0	0
Other	0	2	1	0	1	0	0
All Causes	1	4	3	0	1	1	1
Children Ages 5-14 Years							
Congenital Malformations & Chromosomal Abnormalities	0	0	0	0	0	0	0
Cancer	1	1	0	3	0	0	2
Diseases of the Heart & Circulatory System	0	0	0	0	0	0	0
Accidents	2	1	1	0	0	3	1
Homicide	0	0	0	0	0	1	1
Other	2	1	4	1	0	1	0
All Causes	5	3	5	4	0	5	4
Youth and Young Adults Ages 15-24 Years							
Congenital Malformations & Chromosomal Abnormalities	0	1	0	0	0	0	0
Cancer	0	2	1	3	2	3	2
Diseases of the Heart & Circulatory System	0	1	0	3	1	0	0
Accidents	7	15	17	7	4	6	12
Homicide	1	0	2	4	5	3	5
Other	2	9	7	4	10	7	0
All Causes	10	28	27	21	22	19	21

Source: California Department of Public Health, Center for Health Statistics and Informatics. (2014). *Vital Statistics*. Sacramento, CA.



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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>)	31.0	34.3	↓
Juvenile Arrests	Juvenile arrest rate (<i>per 1,000 youth ages 10-17</i>)	NA	27.4	↓
Family Violence	Percentage 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>)	9.1	7.4	↓

↑ 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.

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: Nereida Robles and Fe Silva, *Centeotl Grupo de Danza y Baile*

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.

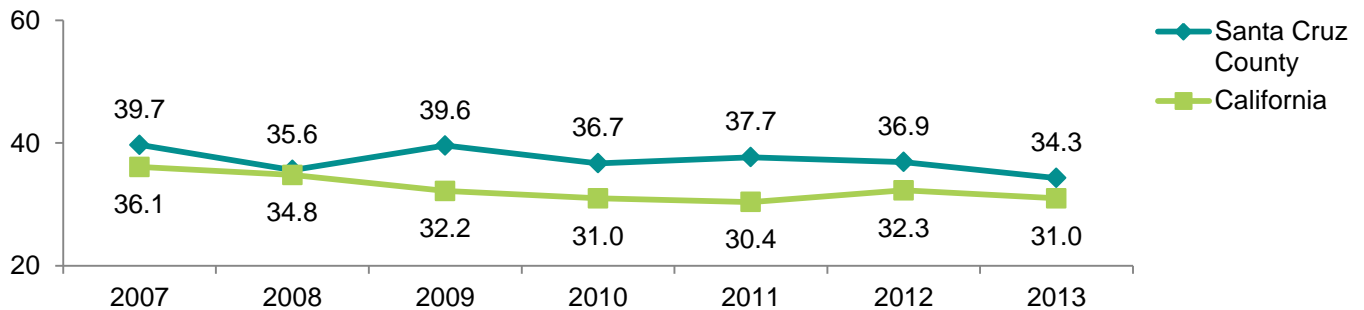
- » Community Hero: Clotilde Sanchez, *Volunteer, Neighborhood Accountability Board, City of Watsonville*

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.³¹

Total crime decreased from 39.7 crimes per 1,000 residents in 2007 to 34.3 crimes in 2013 in the county overall. However, motor vehicle theft in Santa Cruz County has increased by 43% since 2007. Property crime decreased within the county from 8,866 in 2007 to 8,140 in 2013. There were 11 homicides in the county in 2013, up from 6 in 2007. From 2007 to 2013 the number of crimes in Santa Cruz County decreased by 10%, with Watsonville (-42%) experiencing the biggest decrease.

Crime Rate per 1,000 Residents



Source: California Department of Justice. (2014). 2007-2013 *California Criminal Justice Profile*. California Department of Finance (2014). 2000-2020 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

³¹ 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

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Violent Crime Rate¹								
City of Capitola	NA ⁴	NA ⁴	NA ⁴	NA ⁴	2.8	4.7	3.8	-
City of Santa Cruz	8.4	7.7	7.6	9.2	7.8	7.0	6.5	-1.9
City of Scotts Valley	^	^	^	^	^	^	^	^
City of Watsonville	7.9	7.0	6.9	6.4	5.5	4.9	4.6	-3.3
Unincorporated	2.0	2.6	2.3	2.3	2.8	2.2	2.2	0.2
Santa Cruz County³	4.7⁴	4.7⁴	4.5⁴	5.0⁴	4.4	3.9	3.7	-1.0
Property Crime Rate²								
City of Capitola	83.3	62.2	63.2	71.3	60.3	54.3	59.7	-23.6
City of Santa Cruz	42.3	35.9	52.5	49.0	54.8	58.0	50.5	8.2
City of Scotts Valley	23.7	23.8	24.8	21.3	24.1	28.0	24.4	0.7
City of Watsonville	45.4	37.0	35.9	30.0	31.3	30.8	25.2	-20.2
Unincorporated	18.8	17.9	19.2	17.2	17.7	14.6	14.2	-4.6
Santa Cruz County³	34.6	30.5	34.7	31.5	33.1	32.8	30.4	-4.2
Total Crime Rate								
City of Capitola	NA ⁴	NA ⁴	NA ⁴	NA ⁴	100.4	59.3	63.7	-
City of Santa Cruz	51.2	44.0	60.5	58.6	91.6	65.3	57.3	6.1
City of Scotts Valley	24.9	24.9	25.6	22.8	25.3	29.4	25.6	0.7
City of Watsonville	53.5	44.2	43.0	36.7	37.0	35.9	29.9	-23.6
Unincorporated	21.0	20.7	21.6	19.6	26.7	16.9	16.6	-4.4
Santa Cruz County³	39.7⁴	35.6⁴	39.6⁴	36.7⁴	37.7	36.9	34.3	-5.4
California	36.1	34.8	32.2	31.0	30.4	32.3	31.0	-5.1

Source: California Department of Justice. (2014). 2007-2013 *California Criminal Justice Profile*. California Department of Finance (2014). 2000-2020 *E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts*.

¹Rate is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

²Violent crime rate includes: homicide, forcible rape, robbery, and aggravated assault. Please see Appendix II for definitions.

³Property crime rate includes: burglary, motor vehicle theft, and larceny-theft over \$400. Please see Appendix II for definitions.

⁴Santa 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Violent Crime	1,239²	1,247²	1,215²	1,313²	1,169	1,041	1,002	-19.1%
Aggravated Assault	878 ²	886 ²	904 ²	962 ²	832	735	714	-18.7%
Robbery	275	276	222	269	252	220	199	-27.6%
Forcible Rape	80	77	79	68	75	76	78	-2.5%
Homicide	6	8	10	14	10	10	11	^
Property Crime	8,866	7,882	9,059	8,267	8,744	8,709	8,140	-8.2%
Larceny-Theft	6,547	5,601	6,480	5,874	5,964	6,104	5,477	-16.3%
Burglary	1,602	1,585	1,732	1,737	1,958	1,633	1,640	2.4%
Motor Vehicle Theft	717	696	847	656	822	972	1,023	42.7%
Arson	89	72	67	62	39	43	60	-32.6%
Total Crime	10,194²	9,201²	10,341²	9,642²	9,952	9,793	9,202	-9.7%

Source: California Department of Justice. (2014). 2007-2013 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Violent Crime	NA	NA	NA	NA	28	47	38	-
Aggravated Assault	NA	NA	NA	NA	17	30	30	-
Robbery	13	18	4	11	8	15	4	^
Forcible Rape	9	5	4	3	2	2	3	^
Homicide	0	0	0	0	1	0	1	^
Property Crime	811	609	623	708	598	541	600	-26.0%
Larceny-Theft	680	525	534	608	518	474	532	-21.8%
Burglary	104	70	71	78	65	47	41	-60.6%
Motor Vehicle Theft	27	14	18	22	15	20	27	0.0%
Arson	5	2	7	3	1	2	2	^
Total Crime	NA	NA	NA	NA	627	590	640	-

Source: California Department of Justice. (2014). 2007-2013 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Violent Crime	481	446	453	553	480	433	407	-15.4%
Aggravated Assault	335	313	322	396	343	313	285	-14.9%
Robbery	117	112	91	120	113	83	85	-27.4%
Forcible Rape	28	19	36	31	23	34	33	17.9%
Homicide	1	2	4	6	1	3	4	^
Property Crime	2,432	2,091	3,116	2,936	3,356	3,585	3,163	30.1%
Larceny-Theft	1,847	1,534	2,467	2,262	2,603	2,794	2,383	29.0%
Burglary	410	412	466	495	568	527	552	34.6%
Motor Vehicle Theft	175	145	183	179	185	264	228	30.3%
Arson	33	24	23	20	12	21	21	-36.4%
Total Crime	2,946	2,561	3,592	3,509	3,848	4,039	3,591	21.9%

Source: California Department of Justice. (2014). 2007-2013 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Violent Crime	11	10	9	13	13	16	11	^
Aggravated Assault	8	2	6	8	8	10	8	^
Robbery	1	4	1	2	3	2	2	^
Forcible Rape	2	4	2	3	2	4	1	^
Homicide	0	0	0	0	0	0	0	^
Property Crime	269	272	286	247	279	325	287	6.7%
Larceny-Theft	212	213	219	195	200	261	220	3.8%
Burglary	51	53	59	46	63	53	56	9.8%
Motor Vehicle Theft	6	6	8	6	16	11	11	^
Arson	3	3	0	4	1	0	3	^
Total Crime	283	285	295	264	293	341	301	6.4%

Source: California Department of Justice. (2014). 2007-2013 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Violent Crime	397	353	350	327	281	252	237	-40.3%
Aggravated Assault	269	255	243	215	170	148	143	-46.8%
Robbery	110	81	86	98	92	87	71	-35.5%
Forcible Rape	17	14	17	13	14	15	20	^
Homicide	1	3	4	1	5	2	3	^
Property Crime	2,276	1,872	1,825	1,539	1,605	1,585	1,308	-42.5%
Larceny-Theft	1,770	1,358	1,259	1,091	967	1,024	824	-53.4%
Burglary	284	290	285	271	328	265	218	-23.2%
Motor Vehicle Theft	222	224	281	177	310	296	266	19.8%
Arson	11	14	15	14	11	9	9	^
Total Crime	2,684	2,239	2,190	1,880	1,897	1,846	1,554	-42.1%

Source: California Department of Justice. (2014). 2007-2013 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)

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Violent Crime	256	332	291	301	362	285	296	15.6%
Aggravated Assault	198	236	231	240	289	228	238	20.2%
Robbery	33	61	40	36	36	32	35	6.1%
Forcible Rape	21	32	18	18	34	20	20	-4.8%
Homicide	4	3	2	7	3	5	3	^
Property Crime	2,396	2,298	2,479	2,232	2,301	1,910	1,874	-21.8%
Larceny-Theft	1,674	1,595	1,663	1,419	1,382	1,182	1,118	-33.2%
Burglary	710	692	804	812	913	721	740	4.2%
Motor Vehicle Theft	12	11	12	1	6	7	16	^
Arson	29	27	21	20	10	7	15	^
Total Crime	2,681	2,657	2,791	2,553	2,673	2,202	2,185	-18.5%

Source: California Department of Justice. (2014). 2007-2013 California Criminal Justice Profile.

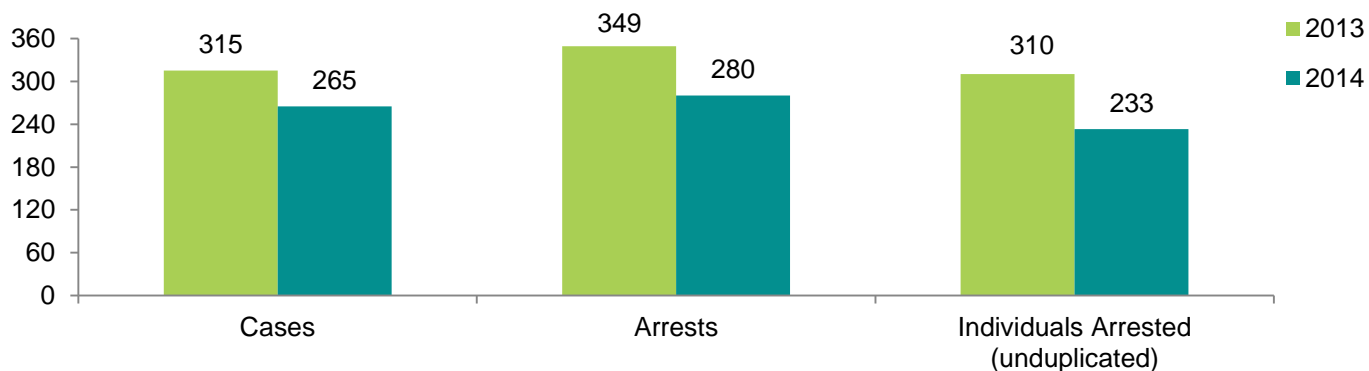
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

GANG RELATED CASES AND ARRESTS

Gangs operate in cities of all sizes throughout California and are responsible for much of the crime in our state.³² Research suggests that a comprehensive approach to gangs involving prevention, intervention, and suppression efforts works better than suppression efforts alone.³³

Overall, there was a decrease between the first half of 2013 and the first half of 2014. Gang related cases dropped from 315 to 265, a 16% decrease, and arrests dropped from 349 to 280 or a 20% decrease. Gang related cases and arrests saw a decrease throughout the county. Juvenile arrests (17yrs and under) and 18 to 25 year old arrests were both down while there was a slight increase in arrests of individuals aged 26 and over.

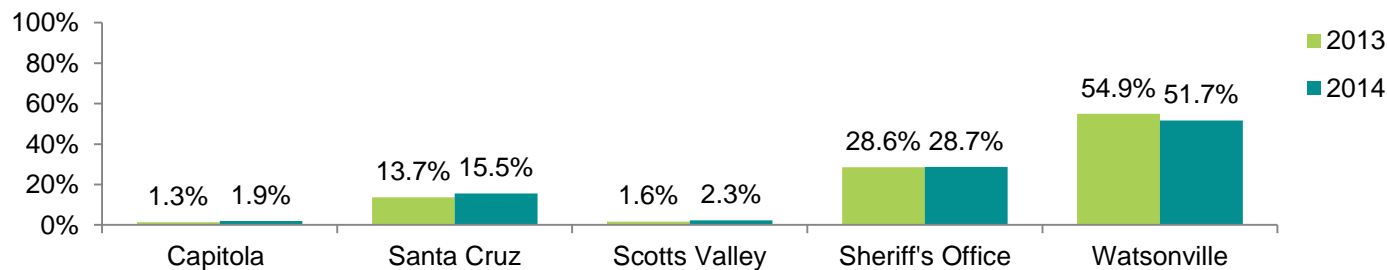
Number of Gang Related Cases and Arrests



Source: Santa Cruz County Anti-Crime Team. (2014). *Personal Correspondence*.

Note: These numbers are the first half of the year, January through June, and do not reflect the entire year.

Gang Related Cases by Jurisdiction



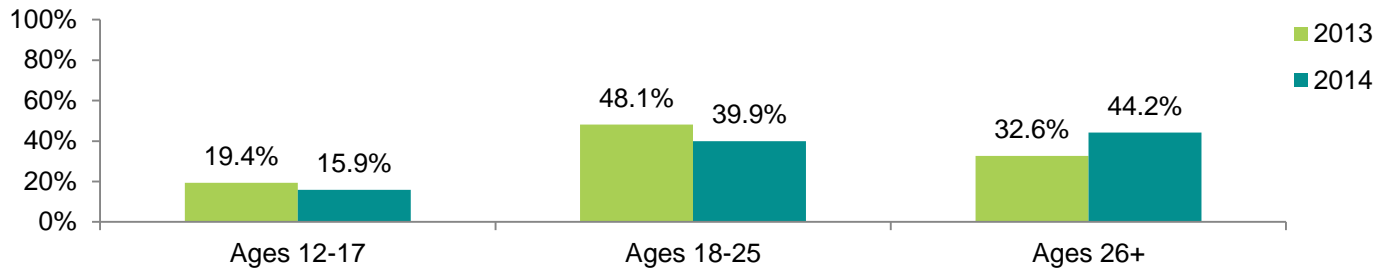
Source: Santa Cruz County Anti-Crime Team. (2014). *Personal Correspondence*.

Note: These numbers are the first half of the year, January through June, and do not reflect the entire year.

³² California Department of Justice, Division of Law Enforcement, Bureau of Investigation and Intelligence. (2010). Organized Crime in California. Retrieved from: http://oag.ca.gov/sites/all/files/agweb/pdfs/publications/org_crime2010.pdf

³³ Howell, J. C. (2007). Menacing or mimicking? Realities of youth gangs. *Juvenile and Family Court Journal*, 58(2), 39-50. Retrieved from: <http://www.nationalgangcenter.gov/Content/Documents/Menacing-or-Mimicking.pdf>

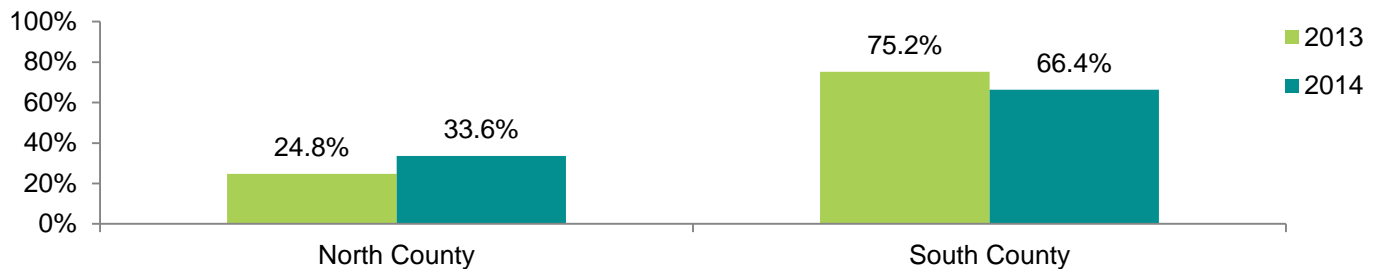
Age of Unduplicated Arrestee Among Gang Related Cases



Source: Santa Cruz County Anti-Crime Team. (2014). *Personal Correspondence*.

Note: These numbers are the first half of the year, January through June, and do not reflect the entire year.

Incident Location of Gang Related Cases



Source: Santa Cruz County Anti-Crime Team. (2014). *Personal Correspondence*.

Note: These numbers are the first half of the year, January through June, and do not reflect the entire year.

JAIL POPULATION CHARACTERISTICS

The average daily jail population has decreased by eight percent from 528 in 2007 to 486 in 2013. Seventy-four percent of Santa Cruz County inmates in 2013 were repeat offenders. Alcohol-related bookings accounted for 46% of total bookings in 2013, up from 42% in 2007.

Average Daily Jail Population, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Water Street Facility	346	315	336	350	355	356	369	6.6%
Roundtree Lane Facilities	157	158	128	93	103	104	99	-36.9%
Blaine Street Facility	25	23	20	19	17	21	18	^
Total Average Daily Jail Population	528	496	484	463	475	481	486	-8.0%

Source: Santa Cruz County Sheriff's Office. (2014). *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 Percentage of Inmates Who Are Repeat Offenders, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Total Inmates	8,192	7,922	7,695	8,273	7,674	7,345	7,264	-11.3%
Repeat Offenders	5,643	5,579	5,350	5,486	5,568	5,360	5,339	-5.4%
Percentage of Repeat Offenders	68.9%	70.4%	69.5%	66.3%	72.6%	73.0%	73.5%	-

Source: Santa Cruz County Sheriff's Office. (2014). *Personal Correspondence*.

Prison Population by Ethnicity, Santa Cruz

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
African American	4.6%	4.7%	4.9%	4.7%	4.5%	6.0%	5.5%	0.9
Asian	0.9%	0.7%	0.8%	0.8%	0.9%	0.0%	0.0%	-0.9
White	57.8%	56.6%	56.4%	59.1%	56.9%	49.2%	51.7%	-6.1
Hispanic	35.2%	36.7%	36.7%	35.8%	35.4%	43.2%	41.1%	5.9
Other	1.5%	1.2%	1.3%	1.6%	2.3%	1.6%	1.7%	0.2
Santa Cruz County Total Inmates	8,192	7,922	7,695	8,273	7,674	7,345	7,264	-

Source: Santa Cruz County Sheriff's Office. (2014). *Personal Correspondence*.

Number and Percentage of All Bookings That Are Alcohol Related, Santa Cruz County

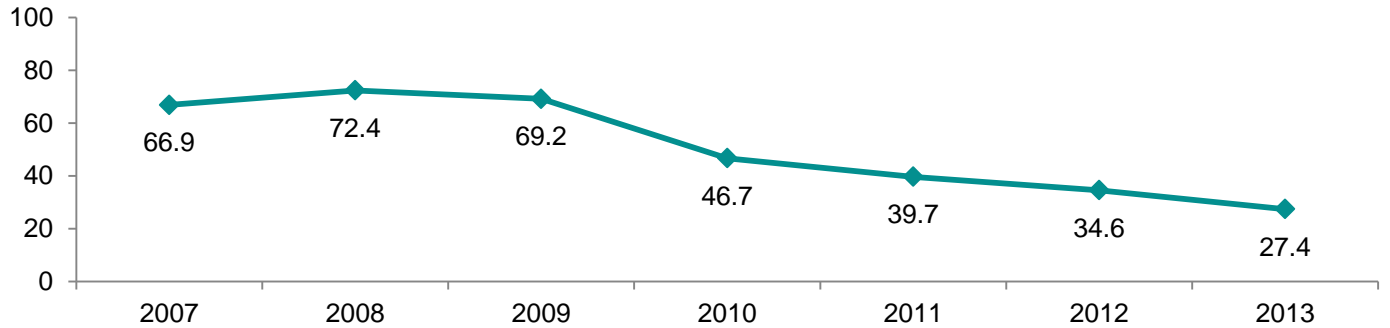
	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Total Bookings	12,957	13,170	12,476	11,153	12,488	12,704	12,238	-5.5%
Alcohol Related Bookings	5,465	5,920	5,314	5,627	5,810	5,811	5,671	3.8%
Percentage of Alcohol Related Bookings	42.2%	45.0%	42.6%	50.4%	46.5%	45.7%	46.3%	-

Source: Santa Cruz County Sheriff's Office. (2014). *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 27.4 per 1,000 youth in 2013. Juvenile misdemeanor arrests fell by 61% between 2007 and 2013. Juvenile felony arrests fell by 59% during that same time. The number of Juvenile Hall bookings fell from 858 in 2007 to 456 in 2013. Men and boys made up 76% of the juvenile hall bookings in 2013.

Juvenile Arrest Rate per 1,000 Youth (Ages 10-17), Santa Cruz County



Source: California Department of Justice. (2014). 2000-2020 E-4 Population Estimates for Cities, Counties and the State, 2000-2010, with 2000 and 2010 Census Counts.

Juvenile Arrests by Jurisdiction, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Juvenile Misdemeanor Arrests								
Capitola Police Department	131	113	107	117	60	45	56	-57.3%
Santa Cruz Police Department	247	248	245	178	180	128	96	-61.1%
Santa Cruz County Sheriff's Office	320	323	269	142	121	106	104	-67.5%
Scotts Valley Police Department	77	87	63	62	45	41	25	-67.5%
Watsonville Police Department	359	446	407	272	227	218	168	-53.2%
Santa Cruz County Total Juvenile Misdemeanor Arrests¹	1,216	1,326	1,188	834	671	586	477	-60.8%
Juvenile Misdemeanor Arrest Rate per 1,000	47.2	53.2	49.1	35.2	28.3	23.2	19.1	-
Juvenile Felony Arrests								
Capitola Police Department	33	45	21	14	13	14	7	^
Santa Cruz Police Department	89	88	85	67	81	78	39	-56.2%
Santa Cruz County Sheriff's Office	123	117	89	74	65	42	46	-62.6%
Scotts Valley Police Department	24	15	23	22	11	9	7	^
Watsonville Police Department	228	203	261	167	155	135	105	-53.9%
Santa Cruz County Total Juvenile Felony Arrests¹	506	478	486	351	340	290	209	-58.7%
Juvenile Felony Arrest Rate per 1,000	19.7	19.2	20.1	14.8	14.3	11.5	8.4	-
Total Arrests								
Santa Cruz County Total Juvenile Arrests¹	1,722	1,804	1,674	1,185	1,011	876	686	-60.2%
Total Juvenile Arrest Rate per 1,000	66.9	72.4	69.2	46.7	39.7	34.6	27.4	-

Source: California Department of Justice. (2014). 2007-2013 *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 2014.

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.

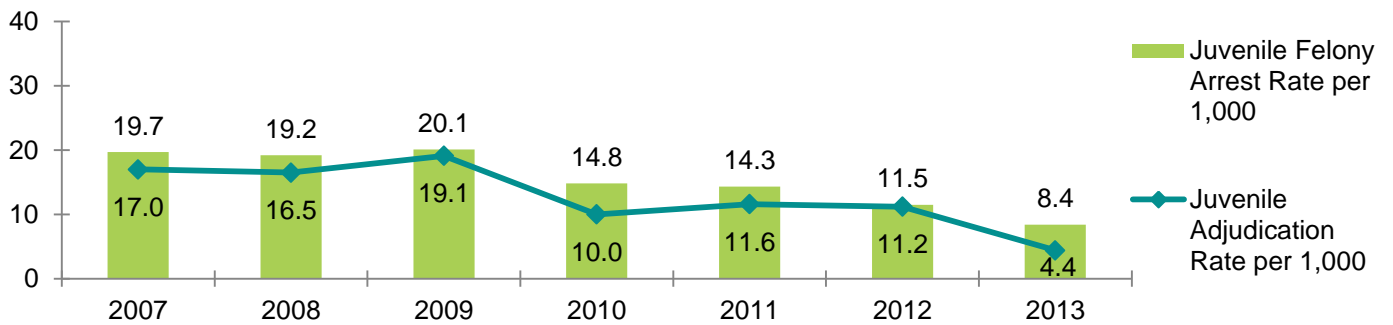
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Juvenile Arrests by Ethnicity, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Black	4.1%	3.5%	3.2%	2.3%	3.9%	2.1%	2.8%	-1.3
Hispanic	49.1%	55.6%	57.6%	55.9%	59.4%	60.6%	61.4%	12.3
White (Not Hispanic)	44.1%	38.9%	37.0%	38.3%	34.1%	34.0%	32.9%	-11.2
Other	2.8%	2.0%	2.2%	3.5%	2.5%	3.3%	2.9%	0.1
Total Juvenile Arrests	1,722	1,804	1,674	1,185	1,114	876	686	-

Source: California Department of Justice. (2014). 2007-2013 *California Criminal Justice Profile*.

Juvenile Felony Arrests/Adjudications, Santa Cruz County



Source: Santa Cruz County Probation Department. (2014). 2007-2013 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail*.

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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Annual Bookings	858	794	844	611	576	562	456	-46.9%
Average Monthly Bookings	72	66	70	51	47	47	38	-47.2%
Juvenile Booking Rate per 1,000	32.0	31.9	34.9	25.8	22.0	22.9	18.2	-

Source: Santa Cruz County Probation Department. (2014). 2007-2013 California Department of Finance, *Race/Ethnic Population with Age and Sex Detail*.

Juvenile Hall Bookings by Gender, Santa Cruz County

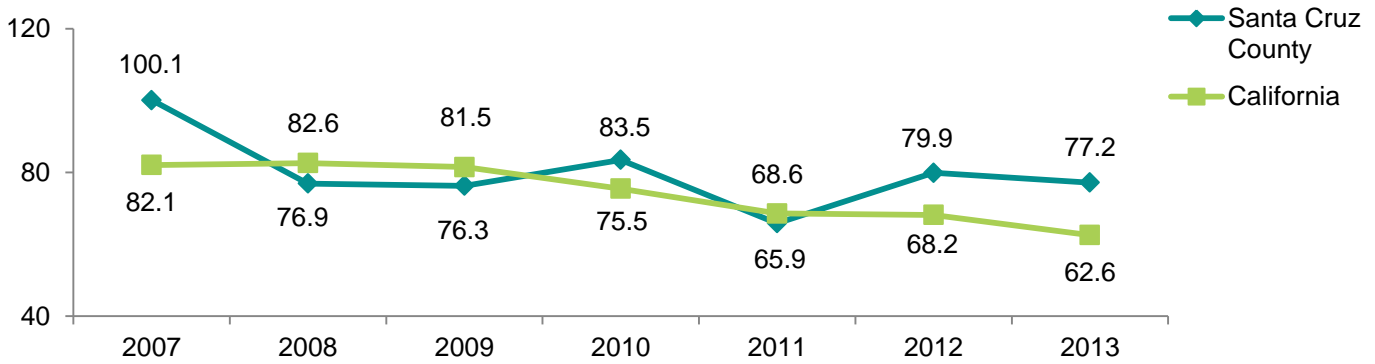
	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Male	81.6%	84.1%	83.2%	81.5%	81.8%	81.7%	76.3%	-5.3
Female	18.4%	15.9%	16.8%	18.5%	18.2%	18.3%	23.7%	5.3

Source: Santa Cruz County Probation Department. (2014). *Personal Correspondence*.

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 77.2 per 10,000 residents in 2013. 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. (2014). 2007-2013 *California Criminal Justice Profile*.

Adult DUI Arrests by Ethnicity (Ages 18-69)

	2007	2008	2009	2010	2011	2012	2013	06-13 % CHANGE
Adult Misdemeanor DUI Arrests								
Black	38	27	23	32	22	32	34	-10.5%
Hispanic	630	574	554	632	467	506	516	-18.1%
White (Not Hispanic)	1,118	783	789	853	717	876	803	-28.2%
Other	74	39	58	66	50	88	82	10.8%
Santa Cruz County Total Adult Misdemeanor DUI Arrests	1,860	1,423	1,424	1,583	1,256	1,502	1,435	-22.8%
Santa Cruz County Rate per 10,000	98.3	74.6	74.1	81.9	64.5	78.5	74.7	-
California Rate per 10,000	79.6	82.9	79.3	73.6	66.8	66.3	60.7	-
Adult Felony DUI Arrests								
Black	2	1	1	0	0	0	1	^
Hispanic	11	17	17	12	10	11	15	^
White (Not Hispanic)	20	25	25	19	16	16	29	45.0%
Other	1	1	0	1	1	0	2	^
Santa Cruz County Total Adult Felony DUI Arrests	34	44	43	32	27	27	47	38.2%
Santa Cruz County Rate per 10,000	1.8	2.3	2.2	1.7	1.4	1.4	2.4	-
California Rate per 10,000	2.5	2.4	2.2	1.9	1.8	2.0	1.9	-
Total Adult DUI Arrests (Misdemeanor & Felony)								
Black	40	28	24	32	22	32	35	-12.5%
Hispanic	641	591	571	644	477	517	531	-17.2%
White (Not Hispanic)	1,138	808	814	872	733	892	832	-26.9%
Other	75	40	58	67	51	88	84	12.0%
Santa Cruz County Total Adult DUI Arrests	1,894	1,467	1,467	1,615	1,283	1,529	1,482	-21.8%
Santa Cruz County Rate per 10,000	100.1	76.9	76.3	83.5	65.9	79.9	77.2	-
California Rate per 10,000	82.1	82.6	81.5	75.5	68.6	68.2	62.6	-

Source: California Department of Justice. (2014). 2007-2013 *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

	2007	2008	2009	2010	2011	2012	2013
Juvenile Misdemeanor DUI Arrests							
Black	0	1	0	1	0	0	0
Hispanic	5	8	10	4	1	5	6
White (Not Hispanic)	19	8	9	9	10	17	5
Other	1	0	1	2	0	3	0
Santa Cruz County Total Juvenile Misdemeanor DUI Arrests	25	17	20	16	11	25	11
Santa Cruz County Rate per 10,000¹	34.0	^	31.0	^	^	36.4	^
California Rate per 10,000 ¹	13.2	11.7	9.9	8.6	7.8	6.5	5.3

Source: California Department of Justice. (2014). 2007-2013 *California Criminal Justice Profile*. California Department of Finance (2013). 2006-2012 *Race/Ethnic Population with Age and Sex Detail*.

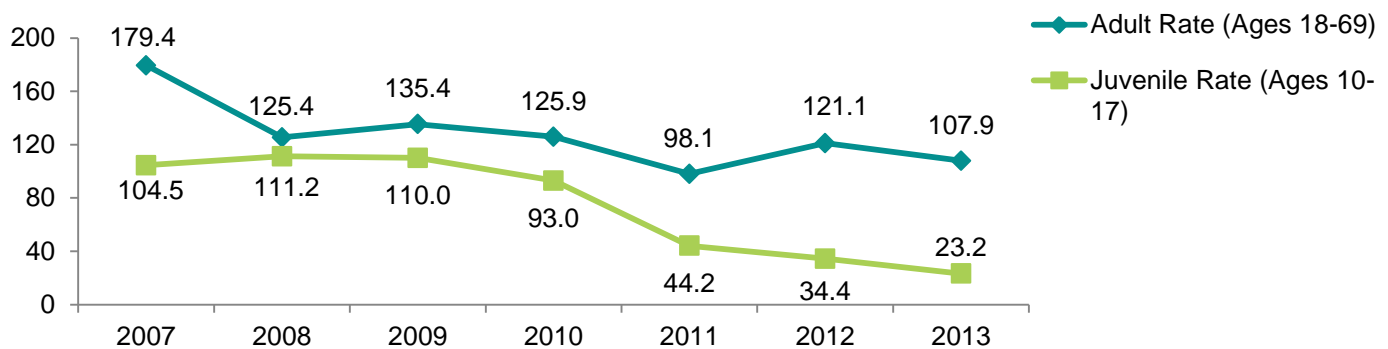
¹Juvenile DUI arrest rate is calculated using the population ages 16-17.

^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 decreased from 121.1 in 2012 to 107.9 in 2013. Drug arrest rates for juveniles ages 10-17 decreased over the past year with 34.4 drug arrests per 10,000 in 2012 and 23.2 drug arrests in 2013.

Drug Arrest Rate per 10,000 Adults (Ages 18-69) and Youth (Ages 10-17), Santa Cruz County



Source: California Department of Justice. (2014). 2007-2013 *California Criminal Justice Profile*. California Department of Finance (2013). 2007-2013 *Race/Ethnic Population with Age and Sex Detail*.

Adult Drug Arrests (Ages 18-69)

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Adult Misdemeanor Drug Arrests								
Marijuana	359	452	429	340	28 ¹	32	42	-88.3%
Dangerous Drugs	1,136	160	149	128	93	211	294	-74.1%
Other Drug Violations	1,055	1,048	1,192	1,066	918	964	771	-26.9%
Santa Cruz County Total Adult Misdemeanor Drug Arrests	2,550	1,660	1,770	1,534	1,039¹	1,207	1,107	-56.6%
Santa Cruz County Rate per 10,000	134.8	87.0	92.1	79.3	53.4¹	63.1	57.6	-
Adult Felony Drug Arrests								
Narcotics	428	392	439	393	357	508	375	-12.4%
Marijuana	84	95	104	107	79 ¹	63	24	-71.4%
Dangerous Drugs	316	229	273	379	431	530	556	75.9%
Other Drug Violations	15	16	16	21	3	9	10	^
Santa Cruz County Total Adult Felony Drug Arrests	843	732	832	900	870¹	1,110	965	14.5%
Santa Cruz County Rate per 10,000	44.6	38.4	43.3	46.5	44.7¹	58.0	50.3	-
Adult Total Drug Arrests								
Narcotics	428	392	439	393	357	508	375	-12.4%
Marijuana	443	547	533	447	107 ¹	95	66	-85.1%
Dangerous Drugs	1,452	389	422	507	524	741	850	-41.5%
Other Drug Violations	1,070	1,064	1,208	1,087	921	973	781	-27.0%
Santa Cruz County Total Adult Drug Arrests	3,393	2,392	2,602	2,434	1,881¹	2,317	2,072	-38.9%
Santa Cruz County Rate per 10,000	179.4	125.4	135.4	125.9	98.1¹	121.1	107.9	-

Source: California Department of Justice. (2014). 2007-2013 *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)

	2007	2008	2009	2010	2011	2012	2013	07-13% CHANGE
Juvenile Misdemeanor Drug Arrests								
Marijuana	172	190	192	151	50 ¹	33	31	-82.0%
Dangerous Drugs	37	23	8	11	4	7	3	^
Other Drug Violations	23	22	26	9	11	14	8	^
Santa Cruz County Total Juvenile Misdemeanor Drug Arrests	232	235	226	171	65¹	54	42	-81.9%
Santa Cruz County Rate per 10,000	90.1	94.3	93.5	72.3	27.4¹	21.4	16.8	-
Juvenile Felony Drug Arrests								
Narcotics	9	11	12	10	14	12	6	^
Marijuana	20	21	20	35	17 ¹	12	5	^
Dangerous Drugs	8	10	8	4	9	9	5	^
Other Drug Violations	0	0	0	0	0	0	0	^
Santa Cruz County Total Juvenile Felony Drug Arrests	37	42	40	49	40¹	33	16	^
Santa Cruz County Rate per 10,000	14.4	16.9	16.5	20.7	16.8¹	13.0	^	-
Juvenile Total Drug Arrests								
Narcotics	9	11	12	10	14	12	6	^
Marijuana	192	211	212	186	67 ¹	45	36	-81.2%
Dangerous Drugs	45	33	16	15	13	16	8	^
Other Drug Violations	23	22	26	9	11	14	8	^
Santa Cruz County Total Juvenile Drug Arrests	269	277	266	220	105¹	87	58	-78.4%
Santa Cruz County Rate per 10,000	104.5	111.2	110.0	93.0	44.2¹	34.4	23.2	-

Source: California Department of Justice. (2014). 2007-2013 *California Criminal Justice Profile*. California Department of Finance (2013). 2007-2013 *Race/Ethnic Population with Age and Sex Detail*.

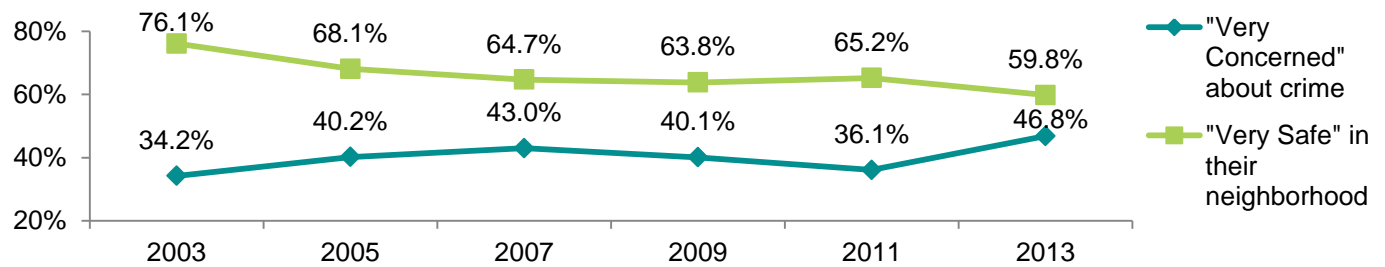
¹In October 2010, Republican Gov. Arnold Schwarzenegger signed legislation, Senate Bill 1449, into law reclassifying the adult possession of up to 28.5 grams of marijuana from a criminal misdemeanor to an infraction, punishable by a \$100 fine - no court appearance, no court costs, and no criminal record. 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.

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. (2014). 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

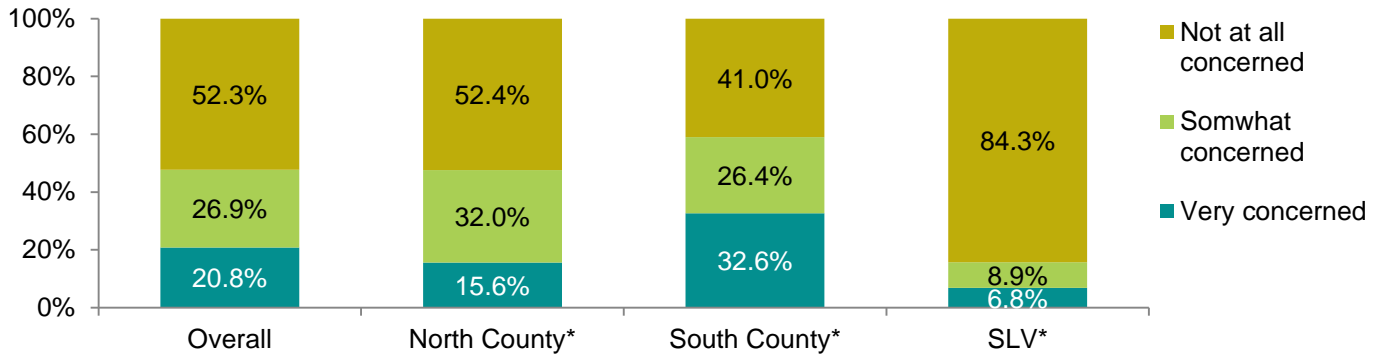
North County 2013 n: 259; South County 2013 n: 239; SLV 2013 n: 214.
 Source: Applied Survey Research. (2014). 2003-2013 *Santa Cruz County Community Assessment Project, Telephone Survey.*
 *Significance testing: South County respondents were significantly more likely than San Lorenzo Valley respondents 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. (2014). 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



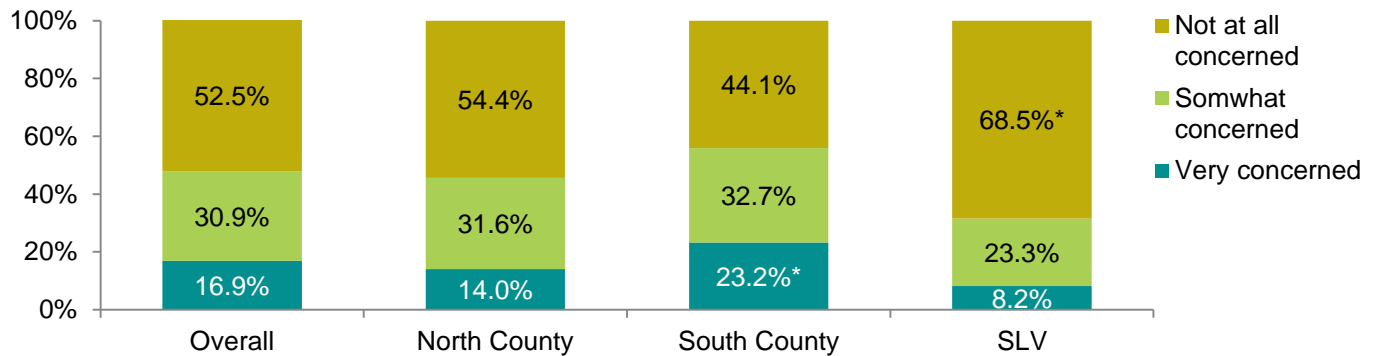
Overall 2013 n: 704; North County 2013 n: 255; South County 2013 n: 239; SLV 2013 n: 209.

Source: Applied Survey Research. (2014). 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



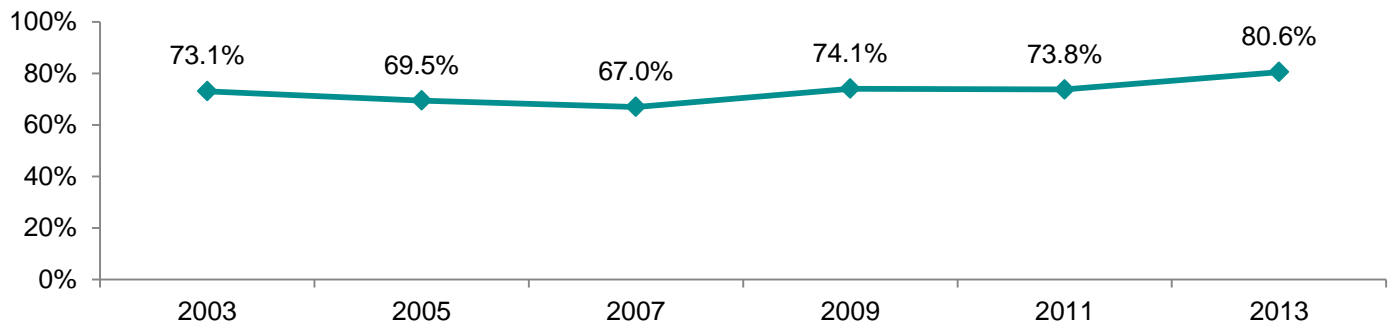
Overall 2013 n: 706; North County 2013 n: 257; South County 2013 n: 236; SLV 2013 n: 214.

Source: Applied Survey Research. (2014). 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. (2014). 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. (2014). 2003-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

POLICE OFFICERS

In Santa Cruz County, the number of sworn police officers decreased from 360 in 2007 to 341 in 2013. Capitola had the highest rate of officers per capita (1 per 478) as compared to the Sheriff’s Department (1 per 915) and Watsonville (1 per 837) in 2013.

Number of Sworn Officers

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola Police Department	22	21	21	21	22	21	21	-4.5%
Santa Cruz Police Department	95	93	94	94	94	94	94	-1.1%
Santa Cruz County Sheriff’s Office (Unincorporated Areas)	163	177	169	140	140	140	144	-11.7%
Scotts Valley Police Department	20	20	20	20	20	18	20	0.0%
Watsonville Police Department	60	64	64	66	64	67	62	3.3%
Santa Cruz County Total	360	375	368	341	340	340	341	-5.3%

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2014).

Note: Officer Count is typically performed during the month of October.

Officers per Capita, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013
Capitola Police Department	1 per 442	1 per 476	1 per 456	1 per 486	1 per 451	1 per 474	1 per 478
Santa Cruz Police Department	1 per 604	1 per 623	1 per 638	1 per 635	1 per 652	1 per 658	1 per 667
Santa Cruz County Sheriff's Office (Unincorporated Areas)	1 per 819	1 per 760	1 per 805	1 per 959	1 per 928	1 per 932	1 per 915
Scotts Valley Police Department	1 per 497	1 per 583	1 per 589	1 per 595	1 per 579	1 per 645	1 per 587
Watsonville Police Department	1 per 852	1 per 806	1 per 811	1 per 796	1 per 800	1 per 768	1 per 837
Santa Cruz County Average	1 per 713	1 per 650	1 per 581	1 per 798	1 per 776	1 per 780	1 per 786

Source: All Santa Cruz County Law Enforcement Jurisdictions. (2014). California Department of Finance, *E-4 Population Estimates for Cities, Counties and the State, 2007-2013*.

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 20 seconds) to Priority 1 calls in Scotts Valley in 2013, as compared to 2007. During that same period, the average response times for the Santa Cruz County Sheriff's Office increased by 1 minute and 59 seconds (to 10:13) and the Watsonville Police Department increased by 22 seconds (to 4:14) in 2013.

Average Response Time, Priority I (In Minutes: Seconds)

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Capitola Police Department	3:34	3:47	3:51	3:48	3:54	3:47	3:42	0:08
Santa Cruz Police Department	4:26	4:38	4:38	4:33	4:40	5:00	5:00	0:34
Santa Cruz County Sheriff's Office (Unincorporated Areas)	8:14	8:27	8:39	8:52	9:16	9:42	10:13	1:59
Scotts Valley Police Department	2:53	2:57	2:41	2:56	2:48	2:36	2:33	-0:20
Watsonville Police Department	3:52	3:46	3:57	4:09	4:30	4:30	4:14	0:22

Source: Santa Cruz Consolidated Emergency Communications Center and Scotts Valley Police Department. (2014).

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 increased slightly (3%) between 2007 and 2013. However, there was a large increase (24%) in the number of medical related calls to firefighters in Santa Cruz County between 2007 and 2013.

Number of Fire Related Calls by Fire District

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Aptos/La Selva	742	772	762	678	743	671	620	-16.4%
Ben Lomond	162	148	137	133	141	122	119	-26.5%
Boulder Creek	259	291	268	269	269	268	233	-10.0%
Branciforte	88	114	95	89	79	69	58	-34.1%
Central	1,163	1,337	1,283	1,163	1,205	1,103	1,192	2.5%
Felton	206	251	227	228	217	178	233	13.1%
Santa Cruz	1,519	1,717	1,467	1,503	1,580	1,702	1,873	23.3%
Scotts Valley	479	462	479	464	519	455	465	-2.9%
Watsonville	1,250	1,306	1,272	1,171	1,251	1,302	1,271	1.7%
Zayante	100	131	115	69	90	73	72	-28.0%
Santa Cruz County Total	5,968	6,529	6,105	5,767	6,094	5,943	6,136	2.8%

Source: Santa Cruz Consolidated Emergency Communications Center. (2014). *Personal Correspondence*.

Number of Medical Related Calls by Fire District

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Aptos/La Selva	1,156	1,275	1,293	1,262	1,344	1,479	1,290	11.6%
Ben Lomond	201	184	195	195	223	215	212	5.5%
Boulder Creek	317	375	420	401	473	486	521	64.4%
Branciforte	64	43	69	46	39	52	66	3.1%
Central	3,088	3,539	3,489	3,402	3,415	3,620	3,556	15.2%
Felton	319	308	345	291	333	392	387	21.3%
Santa Cruz	4,596	5,142	5,354	5,551	5,387	6,067	6,329	37.7%
Scotts Valley	983	1,063	1,100	1,149	1,194	1,182	1,182	20.2%
Watsonville	3,007	3,249	3,307	3,422	3,311	3,457	3,517	17.0%
Zayante	89	95	98	91	105	84	81	-9.0%
Santa Cruz County Total	13,820	15,273	15,670	15,810	15,824	17,034	17,141	24.0%

Source: Santa Cruz Consolidated Emergency Communications Center. (2014). *Personal Correspondence*.

Code 3 Average Response Time for Emergency Calls by Fire District (In Minutes: Seconds)

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Aptos/La Selva	5:27	5:24	5:22	5:22	5:19	5:28	5:33	0:06
Ben Lomond	6:14	5:36	6:10	6:15	5:48	5:59	5:53	-0:21
Boulder Creek	6:14	5:59	6:33	6:34	6:43	6:41	6:26	0:12
Branciforte	6:47	6:57	6:07	7:43	7:44	7:29	6:55	0:08
Central	4:42	4:49	5:19	4:35	4:46	4:39	4:45	0:03
Felton	6:07	5:49	6:02	5:46	5:58	5:55	5:54	-0:13
Santa Cruz	4:24	4:36	3:56	4:18	3:00	4:09	4:16	-0:08
Scotts Valley	5:09	4:54	4:50	5:00	4:56	4:00	5:03	-0:06
Watsonville	4:49	4:30	4:10	4:17	4:24	4:31	4:44	-0:05
Zayante	7:20	7:42	7:21	7:45	8:44	8:27	8:02	0:42
Urban Areas - Santa Cruz County	5:47	5:28	5:38	5:45	5:44	5:53	6:07	0:20
Rural Areas - Santa Cruz County	10:14	9:39	10:02	9:44	9:36	10:04	9:25	-0:49

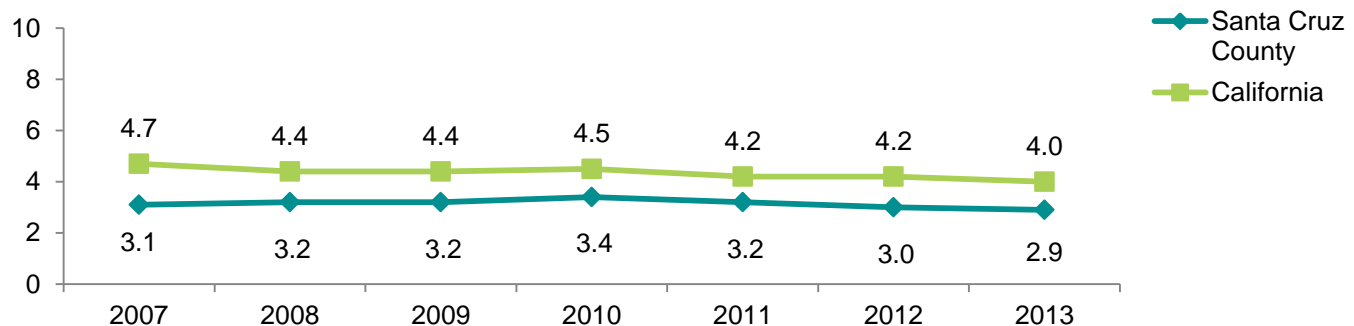
Source: Santa Cruz Consolidated Emergency Communications Center. (2014). *Personal Correspondence*.

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 2007. 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 3.1 per 1,000 Santa Cruz residents in 2007 to 2.9 per 1,000 Santa Cruz residents in 2013. 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. (2014). 2007-2013 *California Criminal Justice Profile*. California Department of Finance (2013). 2006-2012 *E-4 Population Estimates for Cities, Counties and the State*.

Domestic Violence Calls

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola Police Department	32	33	47	62	55	28	44	37.5%
Santa Cruz Police Department	300	297	265	291	281	280	289	-3.7%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	213	275	283	282	249	251	241	13.1%
Scotts Valley Police Department	33	26	41	29	36	29	32	-3.0%
Watsonville Police Department	241	206	214	226	210	187	164	-32.0%
Santa Cruz County Total Number of Calls¹	823	847	856	896	841	783	785	-4.6%
Santa Cruz County Rate per 1,000	3.1	3.2	3.2	3.4	3.2	3.0	2.9	-
California Rate per 1,000	4.7	4.4	4.4	4.5	4.2	4.2	4.0	-

Source: California Department of Justice. (2014). 2007-2013 California Criminal Justice Profile. California Department of Finance (2014). E-4 Population Estimates for Cities, Counties and the State, 2000-2020, with 2000 and 2010 Census Counts.

¹The total of all jurisdictions may 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

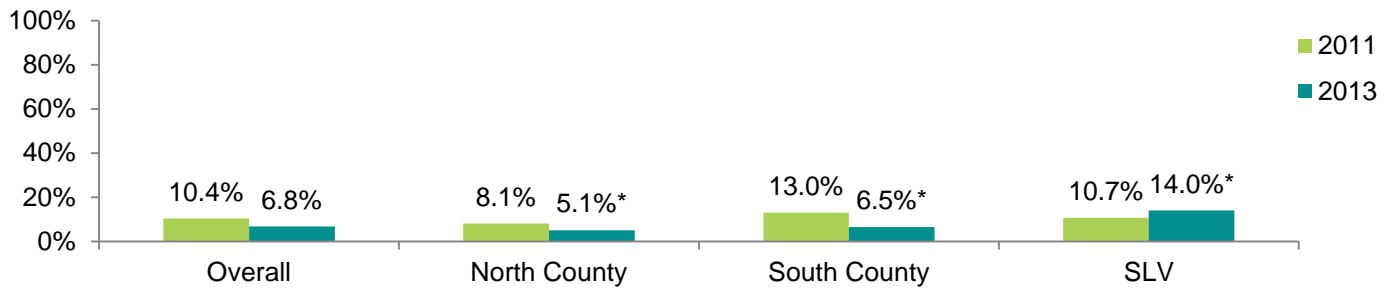
	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola Police Department	29	32	34	32	23	27	43	48.3%
Santa Cruz Police Department	35	23	26	32	31	21	60	71.4%
Santa Cruz County Sheriff's Office (Unincorporated Areas)	51	65	69	58	68	65	63	23.5%
Scotts Valley Police Department	2	1	3	1	1	4	5	^
Watsonville Police Department	26	20	38	32	29	32	21	-19.2%
Santa Cruz County Total Number of Cases¹	144	141	173	155	160	151	199	38.2%
Santa Cruz County Rate per 1,000	0.6	0.5	0.6	0.6	0.6	0.6	0.7	-
California Rate per 1,000	1.9	1.7	1.8	1.8	1.7	1.7	1.6	-

Source: California Department of Justice. (2014). 2007-2013 California Criminal Justice Profile. California Department of Finance (2014). 2006-2013 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 may 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. (2014). 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 2013, they received 555 referrals, 548 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 16.2 in 2013.

Reported Cases and Referrals of Elder Abuse

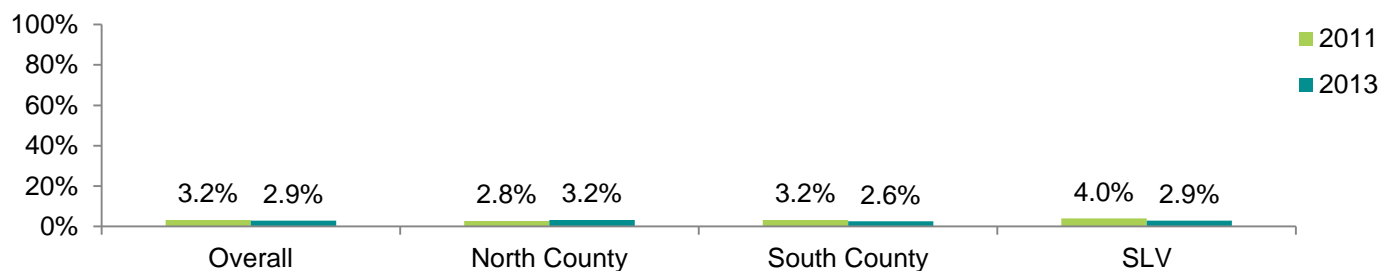
	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	07-13 % CHANGE
Number of Referrals to Adult Protective Services	607	606	564	552	496	716	555	-8.6%
Number of Elder Cases that are Investigated	373	364	354	338	317	424	422	13.1%
Number of Dependent Adult Cases that are Investigated	125	143	124	124	104	176	126	0.8%
Santa Cruz County Total Number of Cases Investigated	498	507	478	462	421	600	548	10.0%
Santa Cruz County Rate per 1,000¹	18.9	18.3	17.0	15.7	13.7	18.6	16.2	-

Source: Santa Cruz County Human Resources Agency, Adult and Long Term Care Division. (2014). 2007-2013 *Health and Welfare Agency Annual Statistical Report*.

California Department of Finance. (2013). 2000-2010 *Race/Ethnic Population with Age and Sex Detail*.

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

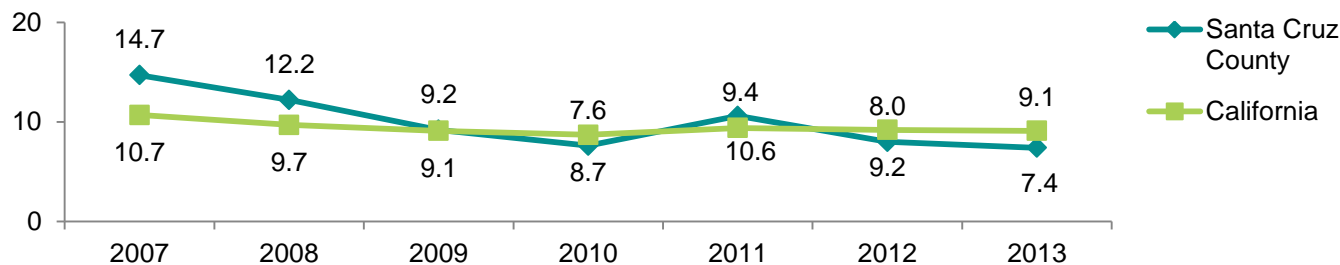


Overall 2013 n: 702; North County 2013 n: 255; South County 2013 n: 237; SLV 2013 n: 209.
 Source: Applied Survey Research. (2014). 2011-2013 Santa Cruz County Community Assessment Project, Telephone Survey.

CHILD ABUSE

Child abuse and neglect are found in families across the social and economic spectrum. Social isolation, financial stress, poverty, substance abuse, and domestic violence are all factors that can lead to adults abusing children.³⁴ The rate of substantiated cases of child abuse in Santa Cruz County decreased from 14.7 per 1,000 children in 2007 to 7.4 per 1,000 children in 2013. In 2013, the most common type of substantiated child abuse was general neglect, followed by physical and emotional abuse.

Rate of Substantiated Cases of Child Abuse per 1,000 Children (Ages 0-17)



Source: Needell, B. et al. (2014). 2007-2013 Child Welfare Services Reports for California, University of California at Berkeley Center for Social Services Research.

³⁴ Child Welfare Information Gateway. (2004, February). Risk and protective factors for child abuse and neglect. Retrieved 2012 from <http://www.childwelfare.gov/preventing/pdfs/riskprotectivefactors.pdf>

Substantiated Child Abuse Cases by Type of Abuse¹

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
General Neglect	363	290	244	259	381	307	240	-33.9%
Substantial Risk ²	226	146	82	0	0	0	0	^
Emotional Abuse	98	128	68	41	61	34	47	-52.0%
Physical Abuse	52	58	44	32	52	38	50	-3.8%
Severe Neglect	41	47	52	72	51	48	35	-14.6%
Sexual Abuse	33	25	26	21	35	15	35	6.1%
At Risk, Sibling Abused	8	3	8	9	4	6	4	^
Caretaker Absence or Incapacity	4	3	3	1	0	0	0	^
Exploitation	0	0	0	0	0	0	1	^
Santa Cruz County Total	825	700	527	435	584	448	412	-50.1%
California Total	107,483	96,575	90,472	87,311	87,263	84,590	83,602	-22.2%

Source: Needell, B. et al. (2014). 2007-2013 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Note: A child is counted only once per year, in category of highest severity.

¹Please see Appendix II for definitions of the different types of abuse.

²In 2010, Substantial Risk was no longer an active code an individual could choose when entering data into the data system.

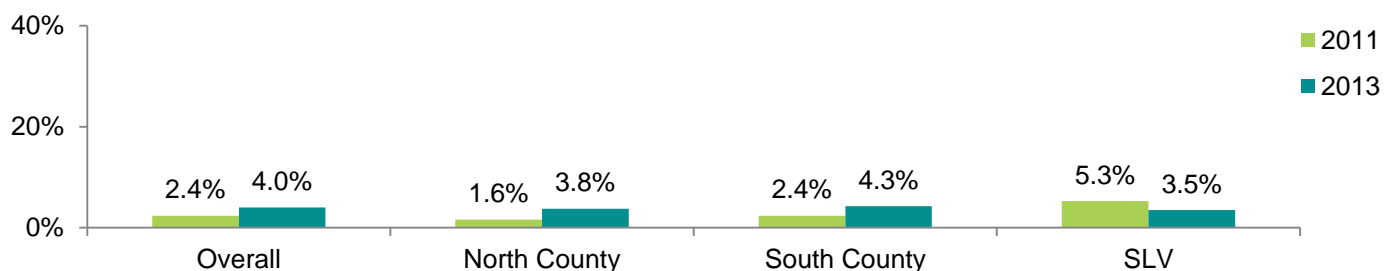
^Percent change is not calculated for numbers less than 20, as small numbers are unstable and can be misinterpreted.

Rate of Substantiated Cases of Child Abuse per 1,000 Children (Ages 0-17) by Ethnicity

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Hispanic	16.1	12.2	9.4	7.6	11.7	8.1	8.1	-8.0
White	14.1	12.5	9.9	8.5	9.8	8.6	6.7	-7.4
Santa Cruz County Total	14.7	12.2	9.2	7.6	10.6	8.0	7.4	-7.3
California Total	10.7	9.7	9.1	8.7	9.4	9.2	9.1	-1.6

Source: Needell, B. et al. (2014). 2007-2013 *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

Children who are victims of child abuse or neglect may be placed in foster care by the court. Foster care is care for children ages birth through 17 who are removed from their parents' or guardians' home and placed in a different setting such as a family foster care home, relatives' home, group residential home, or an institutional care facility. It is generally held that the child's best interests are served by being with their parents, and there is often an effort to address the issues at home so as to reunite the family.³⁵

The rate of first entries into foster care among Santa Cruz County children ages 0-17 years decreased from a rate of 3.1 per 1,000 in 2007 to 2.1 per 1,000 in 2013. The percentage of children who exited foster care and were reunified with their parents decreased between 2007 and 2013, from 56% to 33%, while those who were adopted increased from 23% to 46% during that same time period.

Rate of First Entries into Foster Care per 1,000 Children Ages 0-17 by Ethnicity

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Asian/Pacific Islander	1.1	0.0	0.5	0.5	3.4	3.0	0.0	-1.1
Black	5.5	28.6	7.0	5.1	15.6	7.1	14.2	8.7
Hispanic	3.0	2.6	1.9	2.3	3.5	2.3	2.0	-1.0
Native American	0.0	0.0	4.3	0.0	0.0	0.0	6.5	6.5
White	3.7	2.9	3.1	3.3	3.7	3.2	2.3	-1.4
Total Foster Care First Entries	179	162	132	148	191	148	117	-
Santa Cruz County Rate per 1,000	3.1	2.8	2.3	2.6	3.5	2.6	2.1	-1.0
California Rate per 1,000	2.9	2.6	2.5	2.4	3.2	3.4	2.9	0.0

Source: Needell, B. et al. (2014). 2007-2013 *Child Welfare Services Reports for California*, University of California at Berkeley Center for Social Services Research.

Exit Status After 12 Months in Foster Care

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Reunified	55.9%	58.0%	62.2%	58.1%	53.5%	47.8%	32.9%	-23.0
Adopted	22.9%	15.9%	20.5%	29.5%	29.9%	32.4%	45.7%	22.8
Kin-GAP	1.6%	1.1%	1.6%	0.0%	3.2%	10.3%	9.1%	7.5
Other Guardianship	3.3%	8.0%	0.5%	0.8%	2.5%	1.5%	3.0%	-0.3
Emancipated	12.2%	11.4%	10.8%	10.9%	9.6%	6.6%	4.9%	-7.3
Other	4.1%	5.7%	4.3%	0.8%	1.3%	1.5%	4.3%	0.2

Source: Needell, B. et al. (2014). 2007-2013 *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.

³⁵ Department of Health and Human Services, Administration for Children and Families. (2010). Family Preservation Services. Retrieved 2010 from <http://www.childwelfare.gov/supporting/preservation/>



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SOCIAL ENVIRONMENT SNAPSHOT OF SANTA CRUZ COUNTY

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Basic Needs	Percentage 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	Percentage 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	Percentage 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: Peter Connery and Maggie McKay, representing *Project Homeless Connect Steering Committee*

GOAL: By the year 2015, more Santa Cruz County residents will be actively engaged in improving their community through public participation.

- » Community Hero: Maria Virgen, *Volunteer, Second Harvest Food Bank*

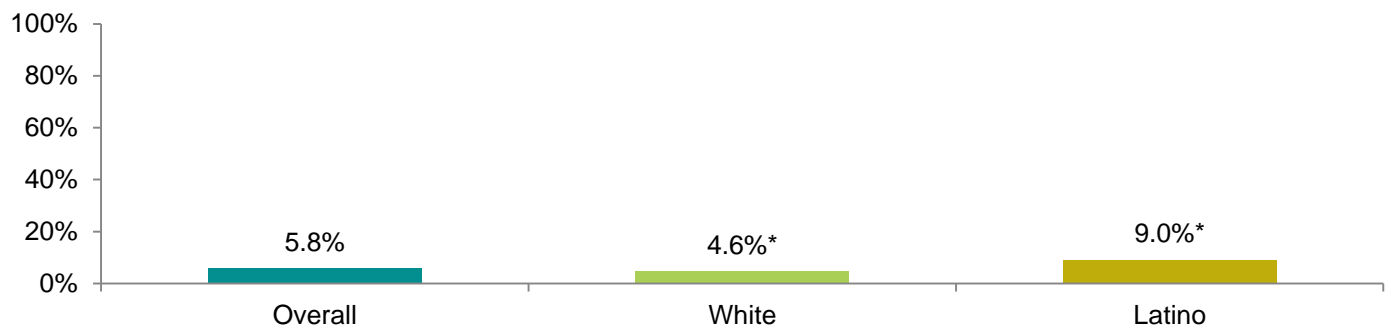
GOAL: By the year 2015, county residents with disabilities will be able to obtain services needed to support increasing options, pursue goals, and participate in community life at levels consistent with their ability.

- » Community Hero: Mary Masters, *Bridge of Hope Foundation*

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



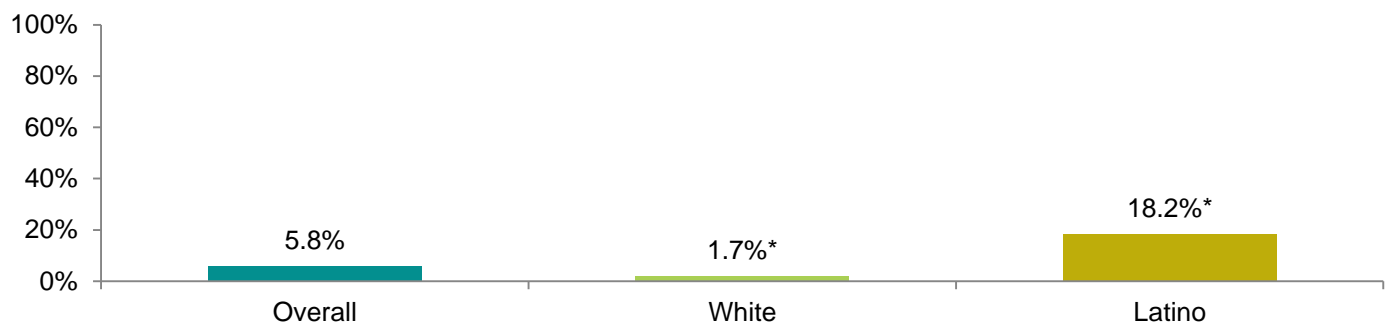
Overall 2013 n: 713; White 2013 n: 498; Latino 2013 n: 160.

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



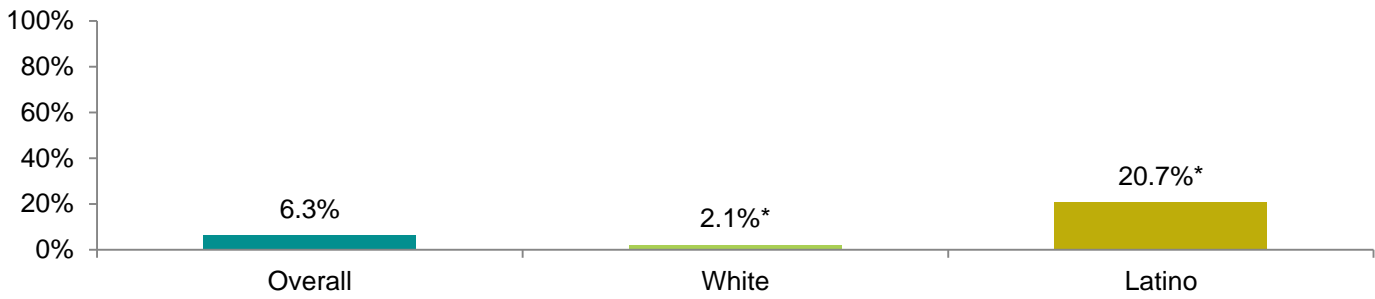
Overall 2013 n: 713; White 2013 n: 498; Latino 2013 n: 160.

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



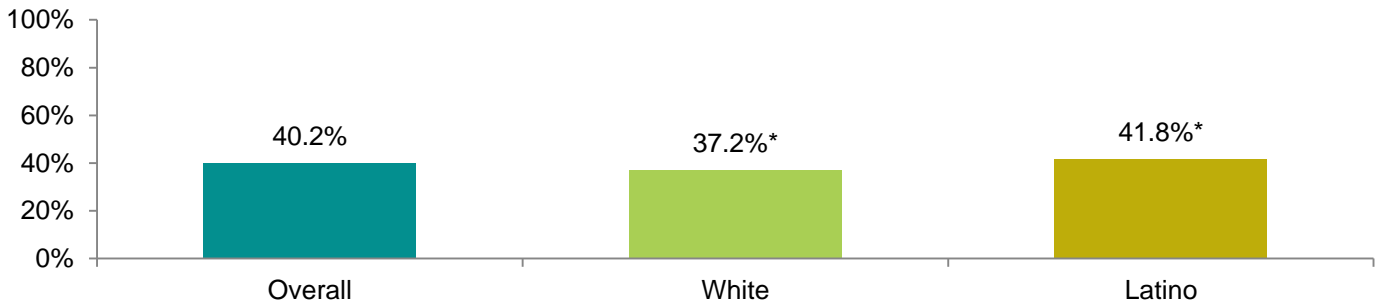
Overall 2013 n: 712; White 2013 n: 497; Latino 2013 n: 160.

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



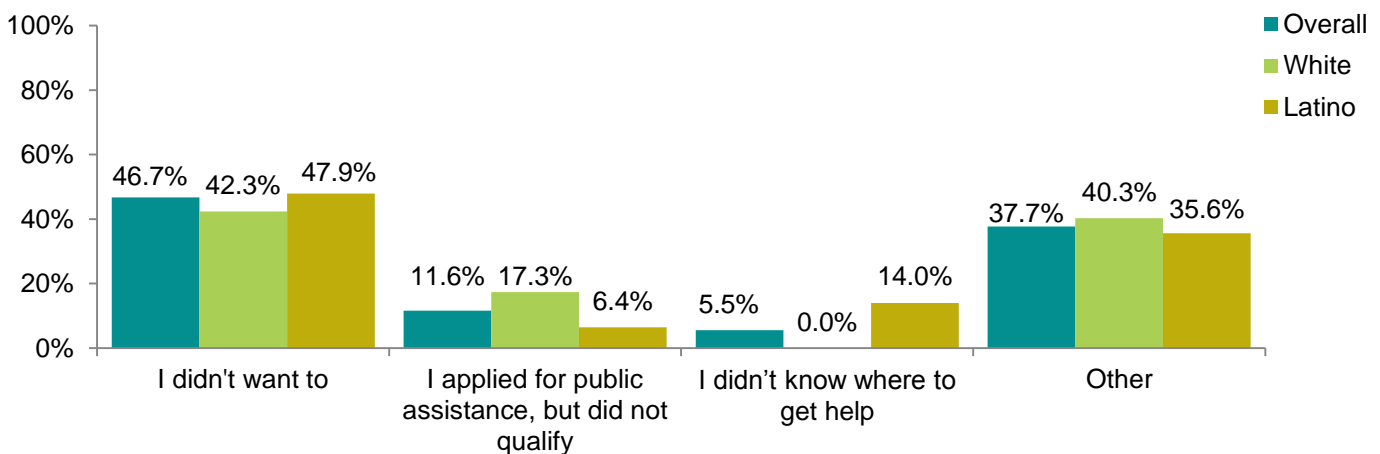
Overall 2013 n: 138; White 2013 n: 71; Latino 2013 n: 52.

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 considered homeless.

Data about homeless children showed that 8% (or nearly 3,300 students) were homeless and receiving services under the McKinney-Vento Act in 2013/14 a decrease from 11% (or 4,005 students) in 2012/13.

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)

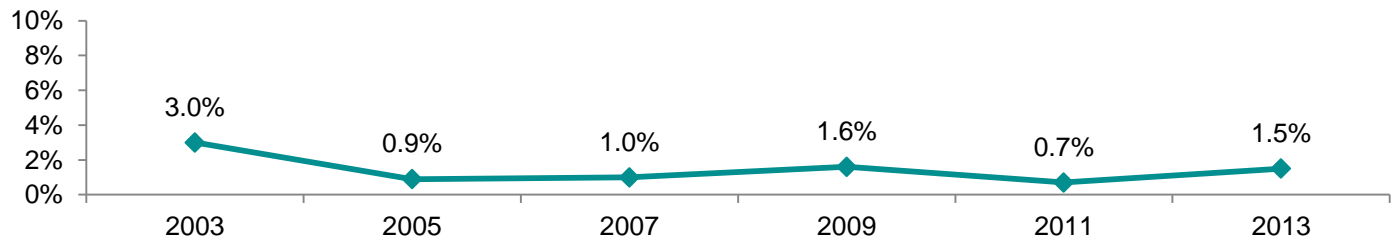
	2007	2009	2011	2013	07-13 NET CHANGE
Lost Job	30.2%	29.9%	25.2%	33.4%	3.2
Could Not Afford Rent	NA ¹	NA ¹	NA ¹	17.8%	NA
Alcohol/Drug Use	10.8%	15.6%	17.0%	16.2%	5.4
Evicted	NA ¹	NA ¹	NA ¹	11.7%	-
Mental Health Issues	2.1%	4.8%	3.0%	10.3%	8.2
Total Respondents	427	398	493	359	-

Source: Applied Survey Research. (2013). 2007-2013 *Santa Cruz County Homeless Census and Survey*.

¹Not a response option in the survey for that year.

COMMUNITY SURVEY

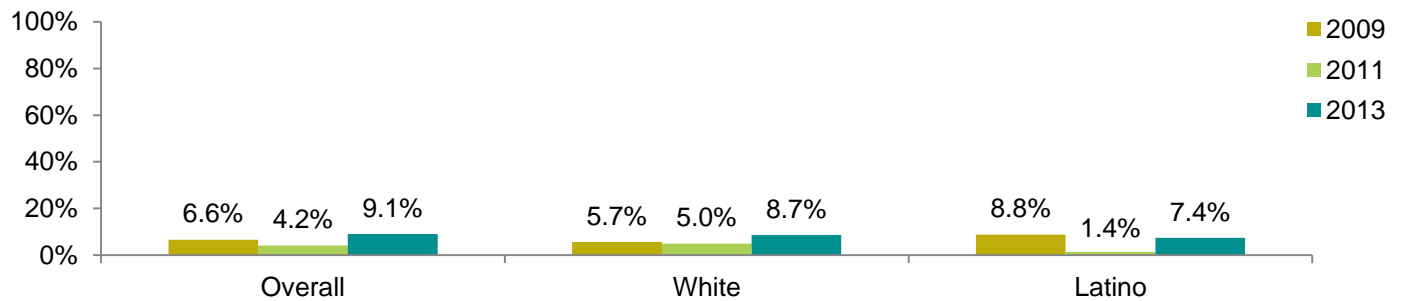
☎ Have you been without housing in Santa Cruz County during the past year (homeless, in a shelter, on the street, or living in your vehicle)? (Respondents answering "Yes")



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 Act³⁶, Santa Cruz County

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Percentage of Students Who Are Homeless & Receiving Services under the McKinney-Vento Act	4.9%	8.2%	8.1%	8.6%	11.8%	10.8%	8.2%	3.3
Total Student Enrollment in Santa Cruz County	38,132	38,279	38,502	38,971	39,334	37,219	40,295	-

Source: Santa Cruz County Office of Education. (2014). 2007-2014 *Homeless Education Outreach*.

Homeless Children Receiving Services under the McKinney-Vento Act by Housing Situation, Santa Cruz County

	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Doubled-up Homeless ¹	81.3%	83.6%	66.7%	79.0%	78.0%	81.0%	80.2%	-1.1
Shelters ²	9.8%	7.1%	18.3%	13.5%	12.1%	15.4%	8.9%	-0.9
Unsheltered ³	4.1%	7.0%	12.8%	6.1%	8.2%	2.6%	6.9%	2.8
Motels/Hotels	2.3%	2.4%	2.2%	1.4%	1.7%	1.0%	4.0%	1.7
Unknown	2.5%	0.0%	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	3,286	-

Source: Santa Cruz County Office of Education. (2014). 2007-2014 *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.

³⁶ Please see Appendix II for definition of "The McKinney-Vento Act."

Homeless Children Receiving Services under the McKinney-Vento Act by Age Group, Santa Cruz County

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 NET CHANGE
Pre-school	7.0%	9.0%	13.5%	5.7%	17.0%	5.5%	15.6%	8.6
Primary (Grades K-3)	28.2%	29.8%	23.2%	36.3%	29.0%	29.3%	30.5%	2.3
Intermediate (Grades 4-6)	21.5%	18.7%	17.0%	19.3%	17.0%	23.1%	21.7%	0.2
Middle School (Grades 7-8)	13.8%	13.4%	14.8%	14.3%	12.0%	14.9%	12.5%	-1.3
High School (Grades 9-12)	29.5%	29.0%	31.5%	24.3%	25.0%	27.2%	19.6%	-9.9
Total Number of Homeless Children Receiving Services	1,880	3,139	3,112	3,357	4,637	4,005	3,286	-

Source: Santa Cruz County Office of Education. (2014). 2007-2014 *Homeless Education Outreach*.

Note: 2013/14 Pre-school includes infant homeless children as well. Numbers will not equal 100%, due to a small number of children not assigned to a grade.

CALWORKS REQUESTS FOR HOMELESS ASSISTANCE

The number of CALWORKs Requests for Homeless Assistance has steadily decreased since 2007. Both the state (-5%) and the county (-23%) saw a decrease in the number of requests in 2013 compared to those in 2007.

Number of Requests Received for Homeless Assistance¹

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Santa Cruz County	168	174²	152	144	129	118	130	-22.6%
California	51,622	57,183 ²	57,447	54,604	54,849	51,770	48,970	-5.1%

Source: CalWORKs Homeless Assistance Program. (2014). 2007-2014 *Monthly Statistical Report*.

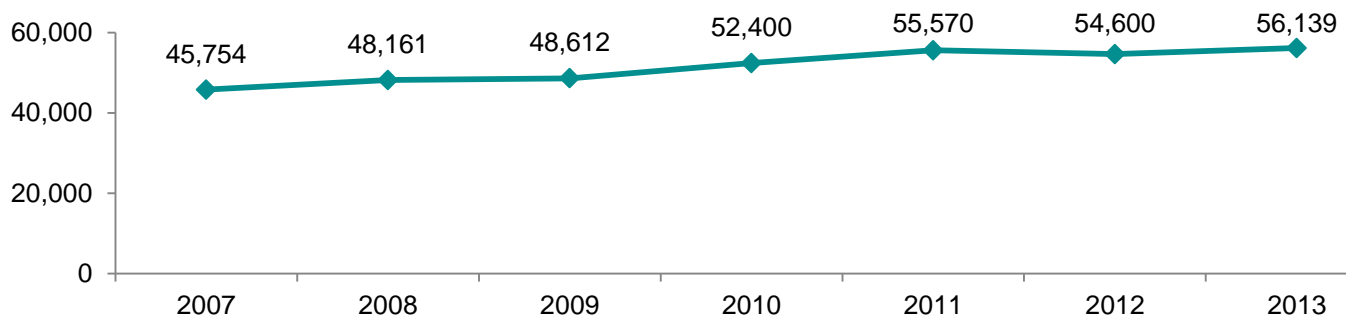
¹Please see Appendix II for definition of “Homeless Assistance.”

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 45,754 in 2007 to 56,139 in 2013.

Number of People Served by the Second Harvest Food Bank, Santa Cruz County



Source: Second Harvest Food Bank of Santa Cruz County. (2014). 2007-2013 *Personal Correspondence*.

Number of People Served by the Second Harvest Food Bank by Jurisdiction

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola	916	1,516	1,344	1,540	1,000	1,474	1,740	90.0%
Santa Cruz	19,010	15,165	11,848	12,582	10,169	15,670	18,863	-0.8%
Scotts Valley	1,197	1,363	2,137	1,675	1,445	1,310	1,291	7.9%
Watsonville	15,294	18,285	17,955	23,585	29,341	17,527	20,098	31.4%
Unincorporated	9,337	11,832	15,328	13,018	13,615	18,619	14,147	51.5%
Santa Cruz County Total	45,754	48,161	48,612	52,400	55,570	54,600	56,139	22.7%

Source: Second Harvest Food Bank of Santa Cruz County. (2014). 2007-2013 *Personal Correspondence*.

Percentage of People Served by the Second Harvest Food Bank by Ethnicity, Santa Cruz County

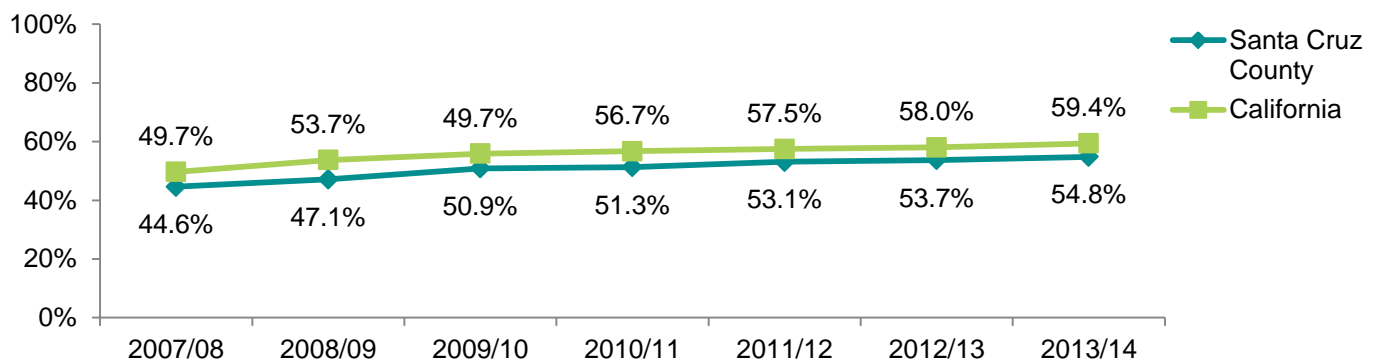
	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
Latino	57.0%	63.0%	67.8%	65.9%	64.1%	60.6%	58.5%	1.5
White	34.7%	29.2%	25.9%	27.8%	30.3%	33.3%	34.4%	-0.3
African American	2.4%	2.2%	1.8%	1.9%	1.7%	1.8%	1.8%	-0.6
Asian	2.3%	3.4%	2.0%	2.0%	1.7%	1.6%	1.6%	-0.7
Native American	0.9%	0.5%	0.8%	0.7%	0.6%	0.6%	0.5%	-0.4
Pacific Islander	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	-0.1
Other	2.2%	1.4%	1.4%	1.4%	1.4%	1.8%	2.7%	0.5
Santa Cruz County Total	45,754	48,161	48,612	52,400	55,570	54,600	56,139	-

Source: Second Harvest Food Bank of Santa Cruz County. (2014). 2007-2013 *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 2007/08 to 55% in 2013/14. The Pajaro Valley Unified School District (77%) and Live Oak Elementary School District (60%) had the highest percentage of students receiving free or reduced cost meals in 2013/14.

Percentage of Students Receiving Free or Reduced Cost Meals



Source: California Department of Education. (2014). 2007-2014 *Educational Demographics Unit*.

Percentage of Students Receiving Free or Reduced Cost Meals by School District

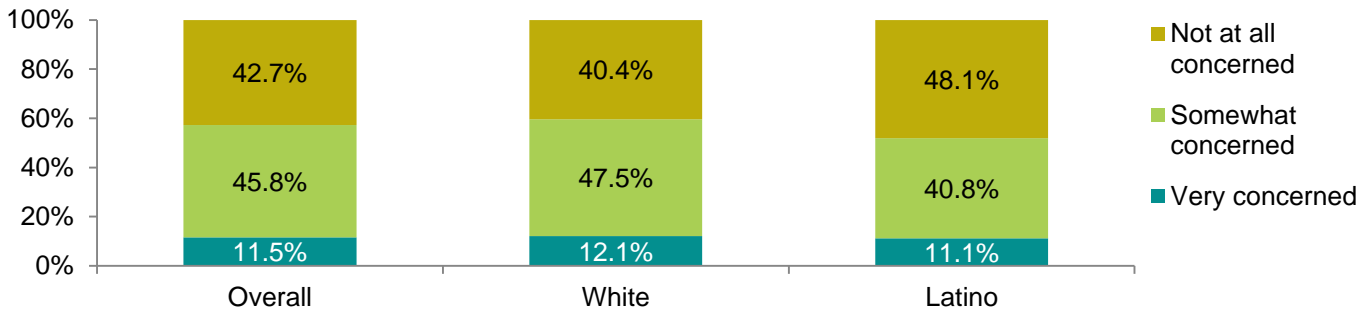
	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	07-14 NET CHANGE
Bonny Doon Elementary	2.3%	4.8%	4.8%	7.0%	10.4%	9.8%	15.7%	13.4
Happy Valley Elementary	8.5%	7.8%	10.9%	14.1%	12.9%	8.7%	11.6%	3.1
Live Oak Elementary	42.0%	45.3%	55.2%	60.5%	62.8%	58.5%	59.8%	17.8
Mountain Elementary	7.3%	7.5%	3.8%	0.0%	3.3%	4.5%	5.3%	-2.0
Pacific Elementary	37.7%	34.9%	42.9%	34.9%	45.0%	21.2%	38.7%	1.0
Pajaro Valley Unified	63.3%	67.3%	71.3%	70.1%	72.9%	75.5%	76.6%	13.3
San Lorenzo Valley Unified	15.2%	16.2%	18.8%	21.6%	23.3%	24.9%	23.3%	8.1
Santa Cruz City Elementary	40.3%	41.4%	43.4%	47.6%	44.6%	44.2%	42.4%	2.1
Santa Cruz City High	26.2%	25.8%	29.2%	35.6%	33.5%	32.5%	36.5%	10.3
Santa Cruz County Office of Education	37.6%	32.8%	31.2%	20.1%	25.3%	22.7%	28.3%	-9.3
Scotts Valley Unified	7.3%	7.7%	12.7%	13.5%	14.0%	14.6%	11.4%	4.1
Soquel Union Elementary	24.0%	29.7%	36.5%	35.9%	37.6%	36.9%	36.1%	12.1
Santa Cruz County	44.6%	47.1%	50.9%	51.3%	53.1%	53.7%	54.8%	10.2
California	51.2%	53.7%	55.9%	56.7%	57.5%	58.0%	59.4%	8.2

Source: California Department of Education. (2014). 2007-2014 *Educational Demographics Unit*.

RACISM AND DISCRIMINATION

Social indicators like racism and discrimination are important to measure because they adversely affect mental and physical health.³⁷ 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 23 hate crimes in the county in 2012, down from 40 in 2011.

📞 How concerned are you about racism in Santa Cruz County? - 2013

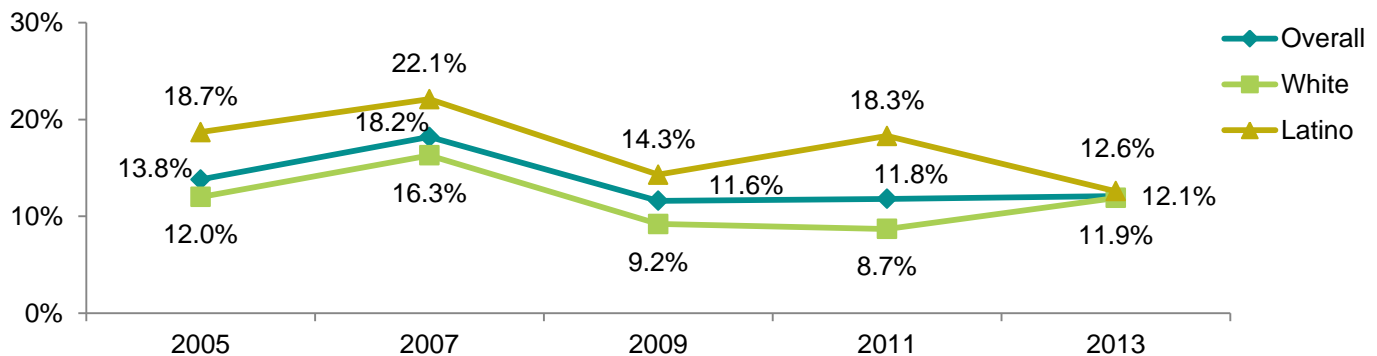


Overall 2013 n: 690; White 2013 n: 480; Latino 2013 n: 157.

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.

³⁷Berkman L., Kawachi I Krieger N. (2000). *Discrimination and health*. Social Epidemiology. Oxford: Oxford University Press: 36-75.

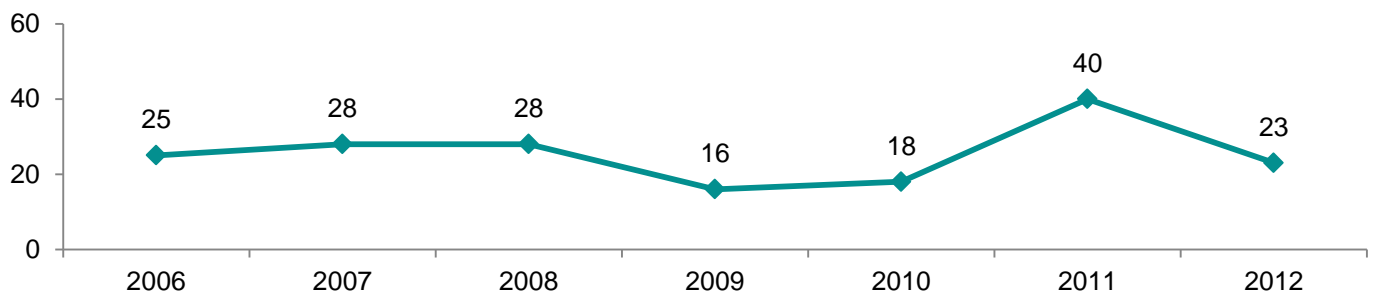
**☎ If you have felt discriminated against or treated unfairly, for what reason?
(Selected Responses)**

	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%	-
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 Crime³⁸ Events, Santa Cruz County



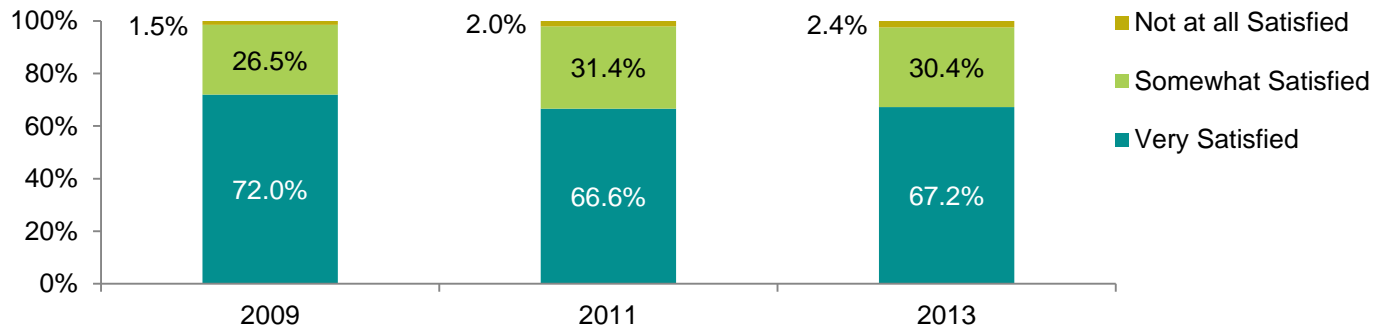
Source: California Department of Justice. (2014). 2006-2012 *Hate Crimes Report*.

³⁸ Please see Appendix II for definition of “Hate Crime.”

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.

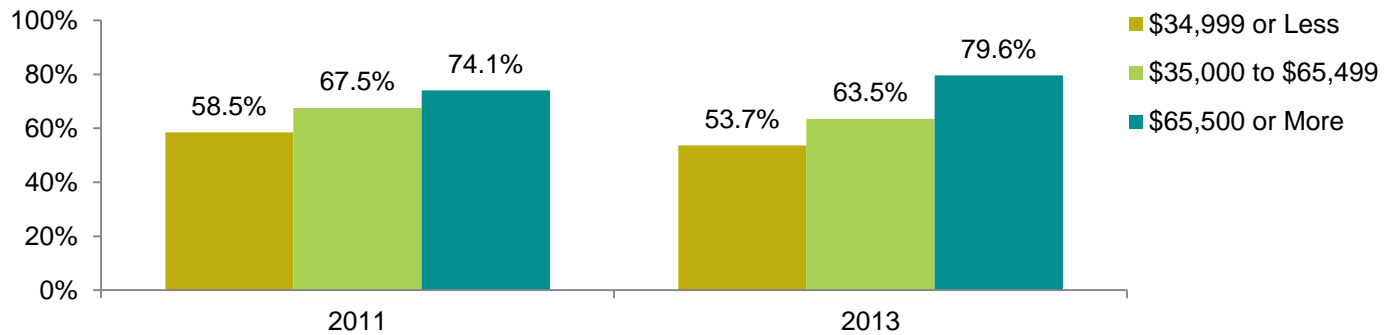
📞 How satisfied are you with your overall quality of life?



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*.

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.

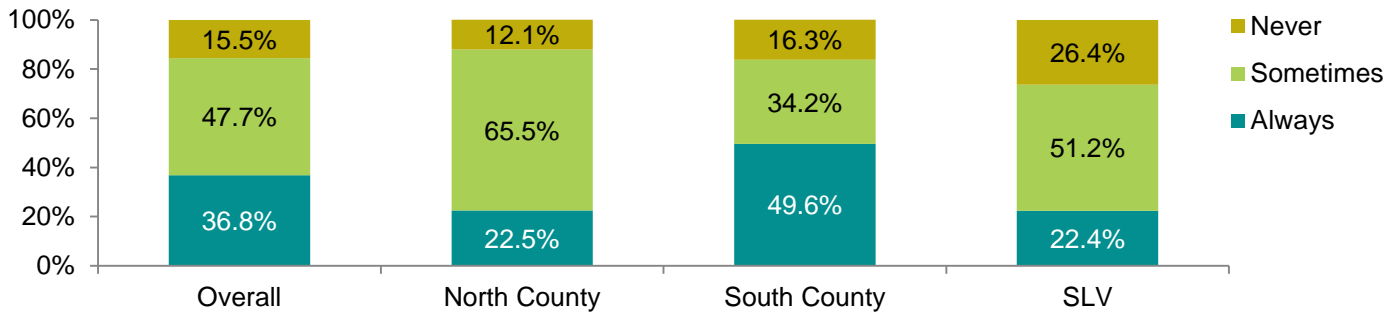
*Significance testing: Latino respondents were significantly more likely than White respondents to say that nothing takes away from their quality of life in 2013; White respondents were significantly more likely than Latino respondents to say that traffic and homelessness takes away from their quality of life in 2013.

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.³⁹

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.

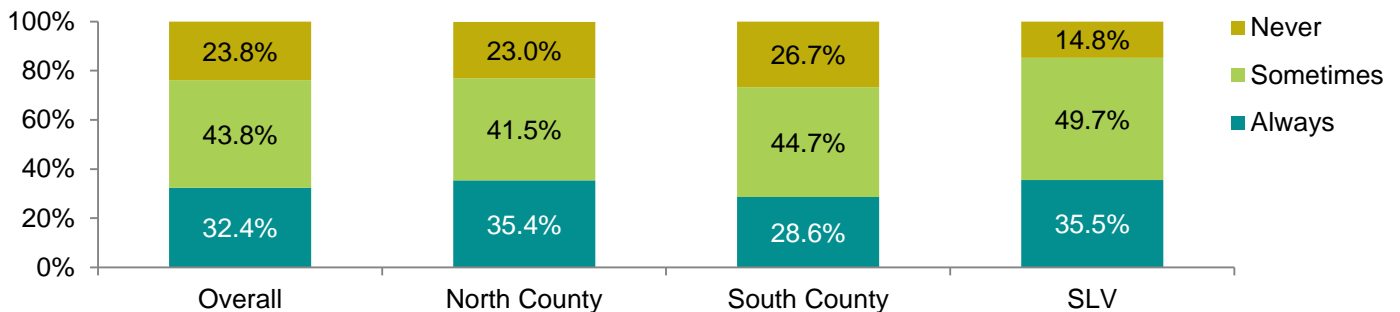
☎ How often does (do) your MIDDLE SCHOOL age child (children) participate in activities after school? By Region - 2013



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.

☎ 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.

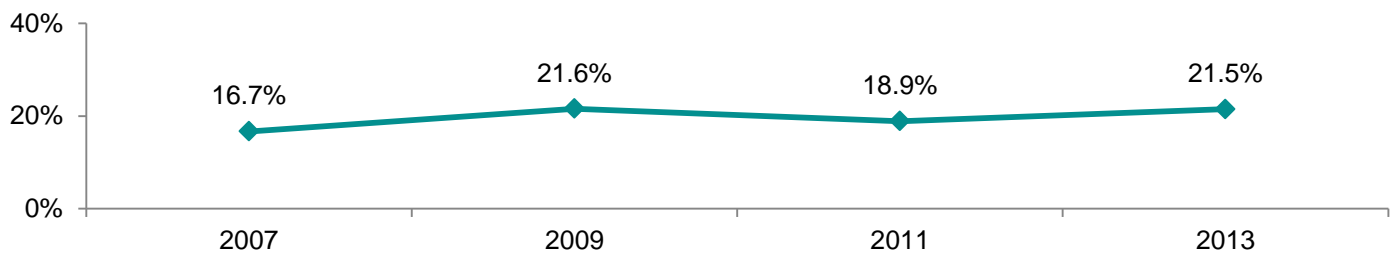
³⁹ U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention, "Juvenile Offenders and Victims: 1997 Update on Violence," 1997.

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 127.9 per 1,000 students who were enrolled in special education in Santa Cruz County in December 2013, higher than the state rate of 113.1 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?

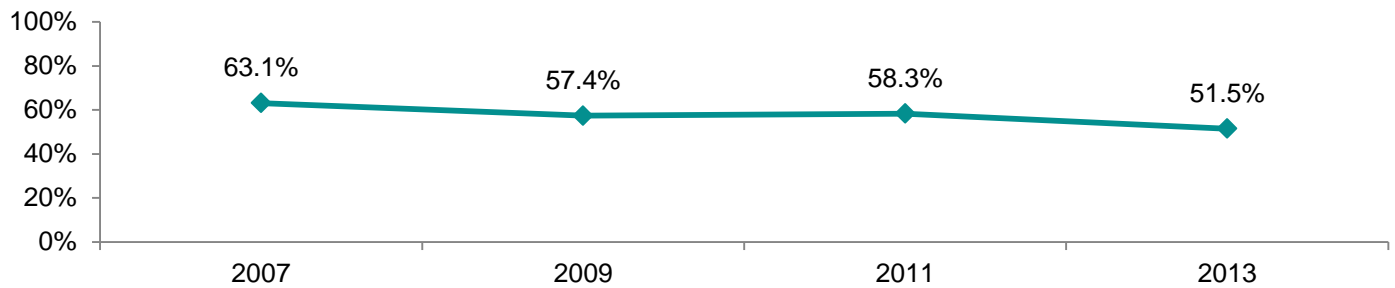
	2007	2009	2011	2013
0 to 5 Years	0.4%	0.7%	2.8%	3.4%
6 to 18 Years	2.4%	5.1%	4.5%	5.1%
19 to 24 Years	14.4%	3.3%	3.8%	2.4%
25 to 34 Years	3.8%	2.6%	7.9%	1.7%
35 to 44 Years	12.7%	11.2%	6.4%	7.9%
45 to 54 Years	12.7%	14.4%	10.9%	13.5%
55 to 64 Years	18.7%	22.3%	32.6%	26.5%
65 to 74 Years	10.3%	19.8%	16.9%	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%
Limited Mobility to Get Around/Get Out More	28.2%	10.9%	23.0%	29.6%
Work/Donating Time	15.3%	22.4%	10.0%	17.5%
All Aspects of Life	5.4%	13.3%	9.7%	13.4%
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%
Job Development/ Employment Training/ Coaching	34.8%	23.9%	33.6%	30.9%
Personal Attendants	33.9%	35.2%	26.6%	24.0%
Academic Counseling/Tutoring	27.8%	18.0%	22.2%	20.7%
Specialized Transportation/Mobility Device	36.6%	31.0%	38.3%	19.4%
Financial Planning/Management	30.4%	30.4%	30.3%	17.2%
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	2013	08-13 NET CHANGE
Under 5	0.5%	0.4%	0.5%	0.1%	1.2%	0.0%	-0.5
Male	0.2%	0.4%	0.0%	0.0%	0.4%	0.0%	-0.2
Female	0.3%	0.0%	0.5%	0.1%	0.8%	0.0%	-0.3
5-17	7.0%	9.4%	8.2%	4.7%	8.2%	7.0%	0.0
Male	3.5%	6.5%	6.0%	2.8%	4.6%	5.4%	1.9
Female	2.5%	2.9%	2.2%	1.8%	3.6%	1.7%	-0.8
18-34	9.6%	13.5%	13.0%	12.0%	7.5%	10.5%	0.9
Male	5.2%	6.5%	7.5%	8.5%	3.5%	4.4%	-0.8
Female	4.4%	6.9%	5.5%	3.5%	4.1%	6.1%	1.7
35-64	40.0%	39.4%	40.8%	41.2%	39.8%	42.0%	2.0
Male	19.2%	18.6%	20.5%	20.3%	18.7%	21.8%	2.6
Female	20.8%	20.8%	20.3%	20.9%	21.1%	20.3%	-0.5
65-74	13.6%	9.0%	12.6%	13.7%	15.9%	14.7%	1.1
Male	7.6%	3.6%	7.2%	6.2%	10.0%	8.0%	0.4
Female	6.0%	5.4%	5.4%	7.5%	5.9%	6.7%	0.7
75 & Older	30.4%	28.5%	25.1%	28.3%	27.5%	25.7%	-4.7
Male	10.0%	9.1%	9.9%	9.9%	9.8%	9.3%	-0.7
Female	20.4%	19.4%	15.2%	18.3%	17.7%	16.4%	-4.0
Santa Cruz County Population With Any Disability	23,078	20,875	24,009	23,242	23,706	24,558	-
Percentage of Santa Cruz County Total Population with Disability	9.2%	8.2%	9.3%	8.8%	8.9%	9.2%	0.0

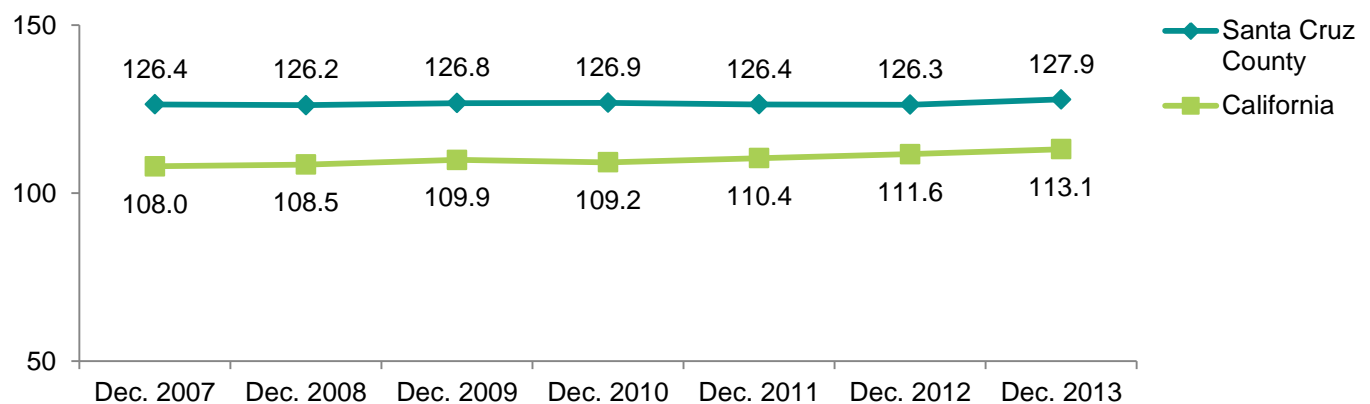
Source: U.S. Census Bureau. (2014). 2008-2013 *American Community Survey*, Disability Characteristics.

Adult Population (Ages 16-64) Employed by Disability Status, Santa Cruz County

	2008	2009	2010	2011	2012	2013	08-13% CHANGE
With a Disability	11,677	11,349	13,719	12,793	11,920	13,774	18.0%
Worked in the past 12 months	5,450	5,125	4,815	5,801	5,304	5,905	8.3%
Did not work in the past 12 months	6,227	6,224	8,904	6,992	6,616	7,869	26.4%
Percentage of Disabled Workers Who Worked in the Past 12 Months	46.7%	45.2%	35.1%	45.3%	44.5%	42.9%	-
Without a Disability	165,877	166,961	171,511	172,904	173,724	171,666	3.5%
Worked in the past 12 months	139,008	133,180	130,846	129,216	135,188	133,826	-3.7%
Did not work in the past 12 months	26,869	33,781	40,665	43,688	38,536	37,840	40.8%
Percentage of Able Workers Who Worked in the Past 12 Months	83.8%	79.8%	76.3%	74.7%	77.8%	78.0%	-

Source: U.S. Census Bureau. (2014). 2008-2013 American Community Survey, Disability Characteristics.

Special Education Enrollment Rate per 1,000 Students



Source: California Department of Education. (2014). 2007-2013 Special Education Division and Educational Demographics Office.

Special Education Enrollment Rate per 1,000 Students by Disability Type¹

	DEC. 2007	DEC. 2008	DEC. 2009	DEC. 2010	DEC. 2011	DEC. 2012	DEC. 2013	07-13 NET CHANGE
Autism								
Santa Cruz County	6.5	6.9	7.0	7.6	8.0	8.2	8.7	2.2
California	7.4	8.5	9.6	10.6	11.6	12.6	13.6	6.2
Emotional Disturbance								
Santa Cruz County	2.8	3.3	3.6	3.4	3.6	2.9	3.1	0.3
California	4.3	4.3	4.4	4.3	4.2	4.0	3.9	-0.4
Hard of Hearing								
Santa Cruz County	3.0	3.2	3.4	3.4	3.7	3.4	3.6	0.6
California	1.4	1.4	1.5	1.5	1.6	1.6	1.7	0.3
Mental Retardation								
Santa Cruz County	5.5	5.3	5.2	5.1	5.3	4.8	4.7	-0.8
California	6.9	6.8	6.9	6.9	7.0	7.0	7.0	0.1
Orthopedic Impairment								
Santa Cruz County	3.0	2.8	2.7	2.7	2.4	1.9	1.8	-1.2
California	2.4	2.5	2.5	2.4	2.3	2.1	2.1	-0.3
Specific Learning Disability								
Santa Cruz County	55.4	54.3	54.0	55.7	55.4	55.9	55.4	0.0
California	47.5	46.6	46.5	44.9	44.8	44.9	45.2	-2.3
Speech or Language Impairment								
Santa Cruz County	40.4	39.6	39.8	38.2	36.6	36.3	36.5	-3.9
California	28.1	27.6	27.1	26.8	26.5	26.1	25.8	-2.3
Visual Impairment								
Santa Cruz County	1.1	1.0	0.8	0.8	0.9	0.5	0.7	-0.4
California	0.7	0.7	0.7	0.7	0.7	0.7	0.6	-0.1
Other Health Impairment								
Santa Cruz County	6.8	7.7	8.2	7.9	8.3	8.0	8.9	2.1
California	7.5	8.1	8.7	9.2	10.0	10.7	11.4	3.9
Multiple Disabilities								
Santa Cruz County	1.3	1.4	1.4	1.4	1.5	1.5	1.3	0.0
California	0.9	0.8	0.8	0.9	0.9	1.0	1.0	0.1
Santa Cruz County Total Special Education Enrollment	4,818	4,830	4,882	4,944	4,963	5,046	5,154	-
Santa Cruz County Rate per 1,000	126.4	126.2	126.8	126.9	126.4	126.3	127.9	1.5
California Rate per 1,000	108.0	108.5	109.9	109.2	110.4	111.6	113.1	5.1

Source: California Department of Education. (2014). 2006-2013 *Special Education Division and Educational Demographics Office*.

¹Please see Appendix II for definitions of disability types.

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	2012/ 13	06-13 % NET CHANGE
Learning Disabilities (LD)	37.7%	35.7%	35.7%	37.0%	34.2%	33.0%	30.8%	-6.9
Psychological Disabilities	13.0%	14.9%	14.9%	14.0%	15.0%	12.9%	12.7%	-0.3
Mobility Impaired	13.0%	13.4%	13.4%	12.1%	11.8%	10.0%	9.3%	-3.7
Acquired Brain Injuries (ABI)	12.7%	11.8%	11.8%	12.0%	11.7%	11.2%	10.8%	-1.9
Developmentally Delayed Learners (DDL)	10.1%	9.3%	9.3%	8.4%	7.6%	8.9%	9.1%	-1.0
Deafness or Other Hearing Impairments	3.4%	3.7%	3.7%	3.3%	1.7%	2.3%	2.3%	-1.1
Blindness or Other Significant Visual Impairments	1.4%	1.5%	1.5%	1.4%	1.5%	1.1%	1.1%	-0.3
Speech & Language Programs	0.4%	0.4%	0.4%	0.3%	0.6%	0.5%	0.4%	0.0
Other Health Impairments	8.2%	9.4%	9.4%	11.5%	16.0%	20.3%	23.6%	15.4
Total Number of Students Enrolled in DSPS	1,651	1,698	1,698	1,855	1,784	1,648	1,592	-

Source: Cabrillo College. (2014). 2006-2013 *Personal Correspondence*.

UC Santa Cruz Disability Resource Center (DRC) Enrollment

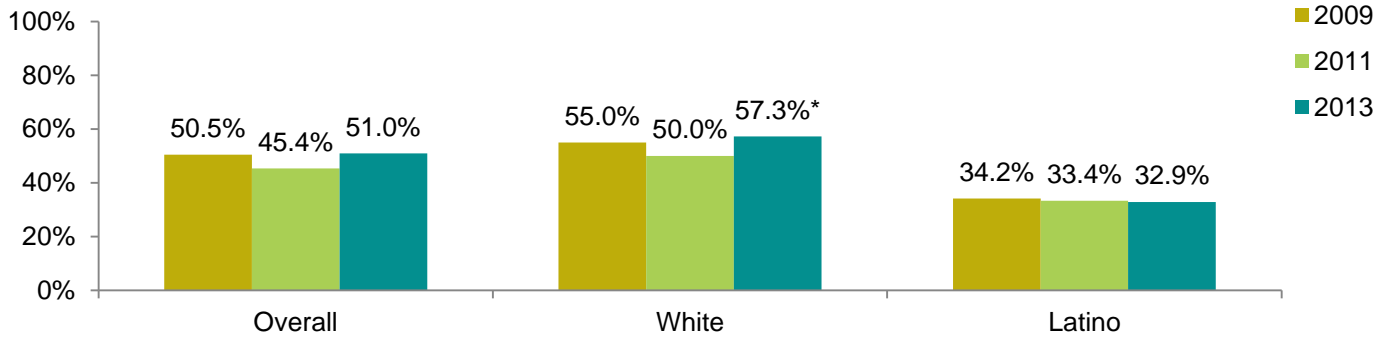
	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	07-14 NET CHANGE
Learning Disabilities (LD)	26.3%	28.3%	24.1%	24.2%	20.6%	18.1%	17.6%	-8.7
Attention Deficit Disorder (ADD)/Attention Deficit Hyperactivity Disorder (ADHD)	26.9%	25.0%	26.8%	23.1%	25.9%	25.4%	22.0%	-4.9
Psychological Disability	18.9%	18.6%	22.6%	23.8%	25.8%	27.2%	30.9%	12.0
Acquired Brain Injuries (ABI)	2.7%	2.2%	0.8%	0.6%	1.3%	1.1%	1.8%	-0.9
Chronic System Condition	4.4%	7.2%	7.2%	9.6%	10.4%	11.7%	10.8%	6.4
Asperger's Syndrome or Disorder, Autism Spectrum	46.7%	2.8%	2.8%	3.1%	2.7%	3.8%	3.7%	-42.9
Mobility or Orthopedic Impairment	11.4%	9.6%	11.3%	11.5%	9.7%	8.7%	7.1%	-4.3
Blind or Low Vision	0.8%	2.4%	1.7%	2.3%	1.6%	1.7%	0.8%	0.0
Hearing Impairment, Hard of Hearing, or Deaf	1.3%	2.0%	1.7%	1.6%	1.8%	1.6%	1.8%	0.5
Other Functional Disability	5.7%	2.0%	1.4%	0.1%	0.1%	0.7%	3.4%	-2.3
Total Number of Students Enrolled in DRC	475	544	725	685	790	878	967	-

Source: State of California Postsecondary Education Commission. (2014). 2007-2014.

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

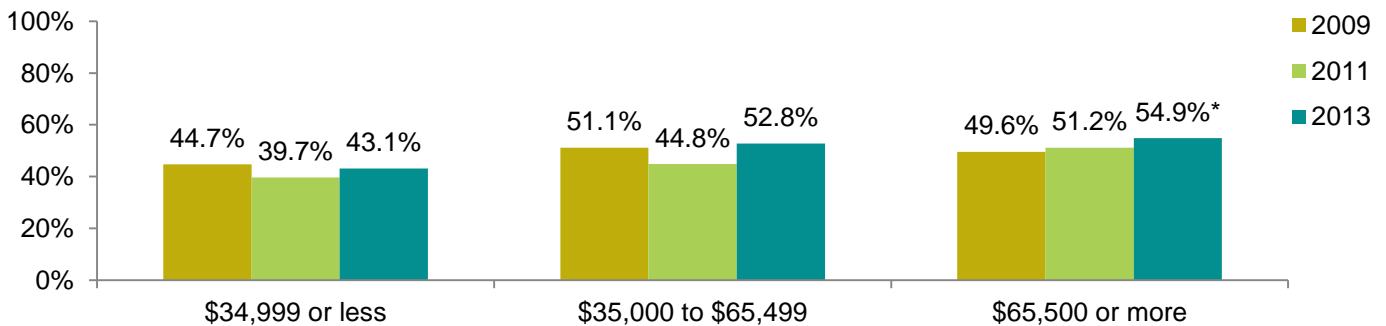


Overall 2013 n: 699; White 2013 n: 492; Latino 2013 n: 157.

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

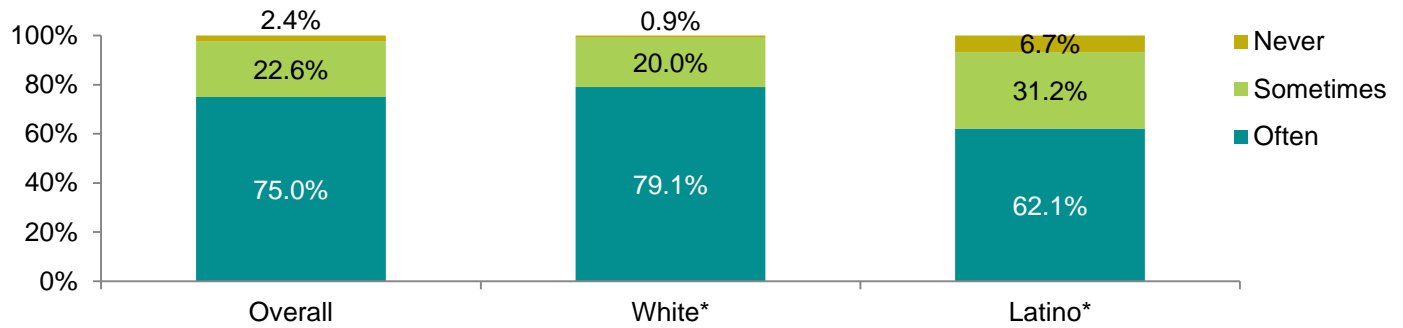


\$34,999 or Less 2013 n: 227; \$35,000 to \$65,499 2013 n: 139; \$65,000 or More 2013 n: 265.

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.

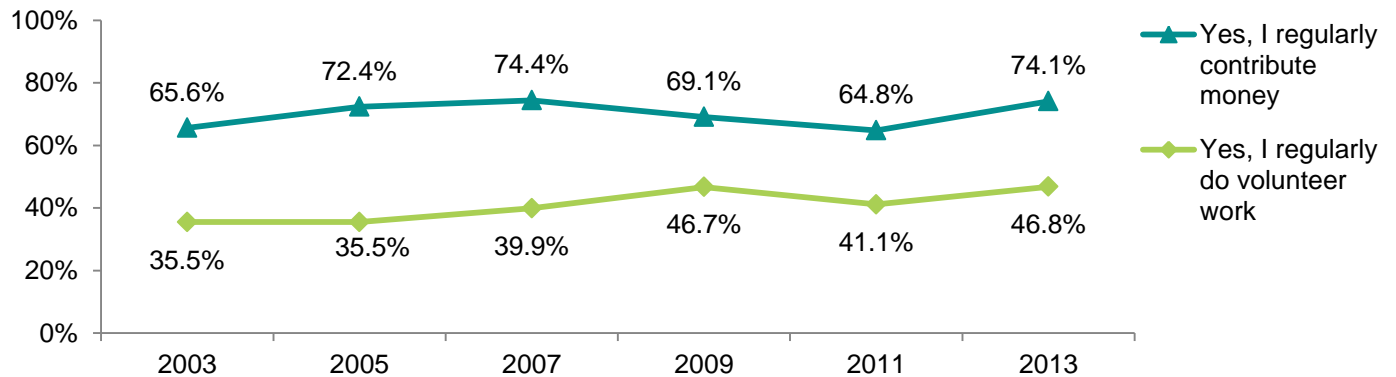
Source: Applied Survey Research. (2013). 2013 Santa Cruz County Community Assessment Project, Telephone Survey.

*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

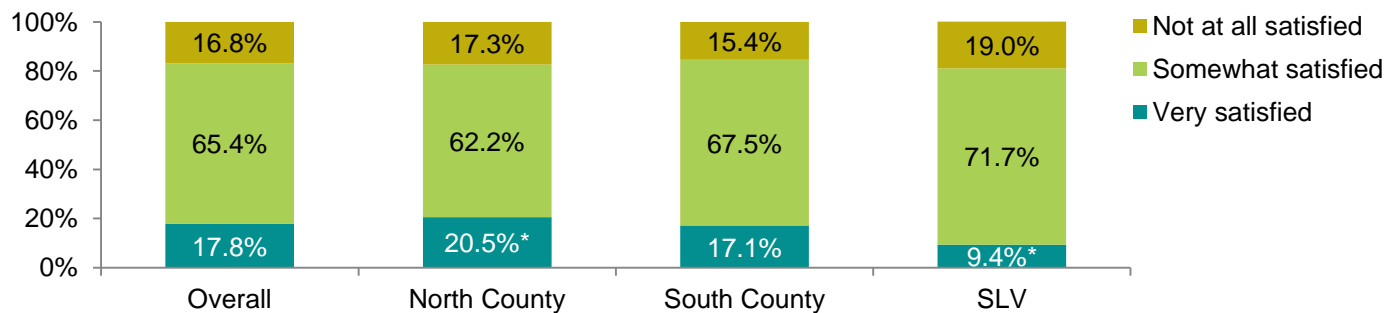
18-24 Years 2013 n: 29; 25-44 Years 2013 n: 177; 45-64 Years 2013 n: 294; 65 or Older 2013 n: 205.

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.

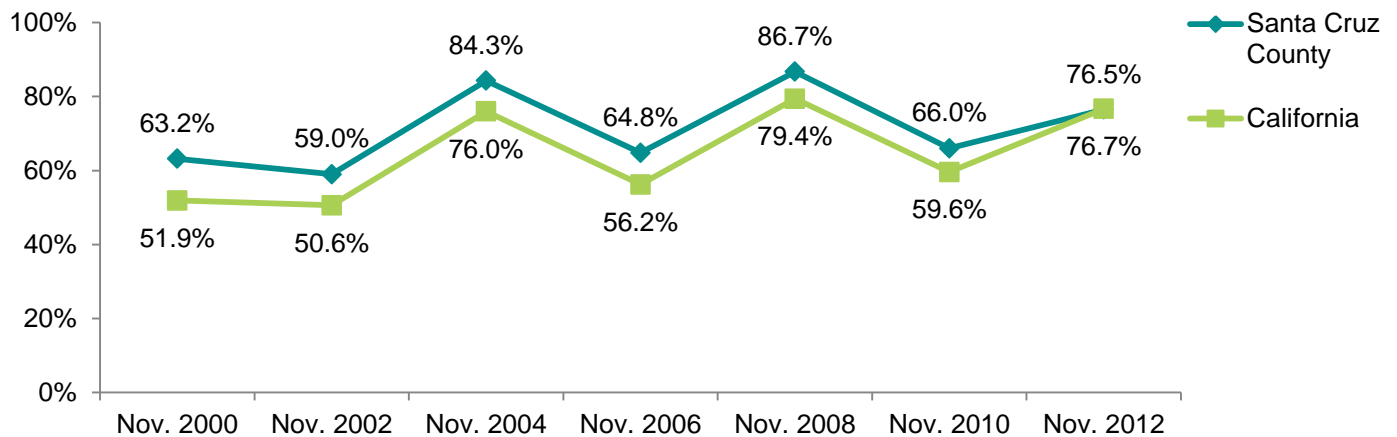
Source: Applied Survey Research. (2013). 2009-2013 Santa Cruz County Community Assessment Project, *Telephone Survey*.

*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 general 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%).

Percentage 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, Santa Cruz County

	NOV. 2002	NOV. 2004	NOV. 2006	NOV. 2008	NOV. 2010	NOV. 2012	02-12 % CHANGE
Registered	135,554	146,157	142,415	148,364	148,501	158,641	9.2%
Turnout	80,023	123,275	92,236	128,555	98,037	121,323	53.8%
% Santa Cruz County Turnout	59.0%	84.3%	64.8%	86.7%	66.0%	76.5%	-
% California Turnout	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, Santa Cruz County

	MAR. 2004	JUNE 2006	FEB. 2008	JUNE 2008	JUNE 2010	JUNE 2012	JUNE 2014	04-14 % CHANGE
Registered	132,307	141,370	136,415	139,834	146,974	146,980	141,105	6.6%
Turnout	74,671	45,762	91,133	54,848	55,084	58,526	49,143	-34.2%
Santa Cruz County Turnout	56.4%	32.3%	66.8%	39.2%	37.5%	39.8%	34.8%	-
California Turnout	44.3%	31.5%	57.7%	28.2%	33.3%	31.1%	25.2%	-

Source: California Secretary of State, Elections Division. (2014). 2004-2014.

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%

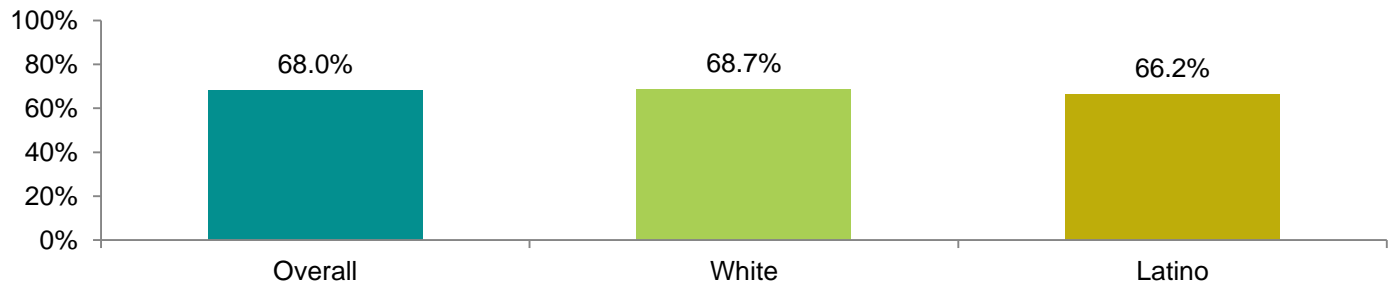
Overall 2013 n: 594; White 2013 n: 462; Latino 2013 n: 86.

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*.



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NATURAL ENVIRONMENT SNAPSHOT OF SANTA CRUZ COUNTY

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
Concern for the Environment	Percentage 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	87	
Water Pollution Reduction	Percentage 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	5,249,110	

 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

Natural Environment Hero:

» Charles Kieffer, *Santa Cruz State Parks*

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.

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: Alan Schlenger, *Board of Directors, Ecology Action and Santa 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.

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.⁴⁰ 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.

⁴⁰ 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 nearly one-third of county land is estimated to be protected (88,082 acres in 2014). The use of protected land can vary from habitat conservation efforts to spaces created for recreational activities, such as camping.

Protected Acres by Agency Type, Santa Cruz County

	2013	2014
Federal	269	269
State	54,459	54,459
County	1,253	1,253
City	6,865	6,865
Special District	3,748	3,748
Non Profit	17,132	18,332
Private	79	79
Easement	NA	3,077
Santa Cruz Total Protected Acres	83,805	88,082
Total Acres in Santa Cruz County	284,909	284,909
Percentage of Protected Acres	29.4%	30.9%
California Total	49,213,369	49,256,166

Source: California Protected Areas Database. (2014). 2013-2014 CPAD Project Working Paper.

Note: These figures do not include holdings for CA Dept. of Fish & Wildlife, CA Rangeland Trust, Permanent Protection Land (Tribal/Military, etc.) or Parks with > 50% hardscape (Tennis Courts/Basketball Courts, etc.)

Protected Acres by Access Type, Santa Cruz County

	2013	2014
Open Access	61,719	61,718
Restricted	5,663	6,246
No Public Access	16,015	16,631
Unknown Access	409	409
Santa Cruz Total	83,805	85,004

Source: California Protected Areas Database. (2014). 2013-2014 CPAD Project Working Paper.

Note: These figures do not include holdings for CA Dept. of Fish & Wildlife, CA Rangeland Trust, Permanent Protection Land (Tribal/Military, etc.) or Parks with > 50% hardscape (Tennis Courts/Basketball Courts, etc.)

Summary of Protected Santa Cruz County Land – Acreage

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14
Bureau of Land Management ²	12.6	12.6	12.6	12.6	12.6	5,855.6
Department of Fish & Game	1,789.0	1,857.0	1,857.0	1,865.0	1,865.0	1,865
Land Trust of Santa Cruz County	2,163.3	3,100.7	3,193.9	3,354.0	12,993.3	13,019.78
Midpeninsula Regional Open Space District	1,502.2	1,511.2	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	3,113.1
Sempervirens Fund	1,244.0	1,575.0	1,733.0	8,802.0	9,457.0	9,457.0
Santa Cruz City Parks	2,458.0	2,458.0	1,782.9	1,782.9	1,704.5	1,672
Santa Cruz County Parks	1,808.5	1,808.5	1,805.5	1,400.0	1,400.0	1,400.0
California State Parks	47,848.0	47,848.0	48,887.0	47,658.0	47,658.0	47,658.0 ³
Williamson Act	19,737.5	19,751.6	18,804.5	17,986.8	18,722.1	19,434.3
The Trust for Public Land ²	7,289.0	7,289.0	7,289.0	7,289.02	7,289.02	1,446.0 ⁴

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.

Note: Although Land Trust of Santa Cruz County isn't the sole owner of San Vicente, the acreage is listed above under the Land Trust.

¹Please see Appendix II for definition of "Open Space Easement," and "Land Trust."

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.

³No California State Parks data was made available to us so we assumed there was no change.

⁴Coast Dairies was transferred from the Trust for Public Land to the Bureau of land Management.

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.

FARMLAND ACREAGE

Farmland acreage in Santa Cruz County increased for apple, wine, and miscellaneous fruit, vegetables, and nursery crops between 2012 and 2013. However, the berry industry has been the only crop in Santa Cruz County that has experienced consistent growth over the last 7 years, increasing 22% between 2007 and 2013. Overall, farmland acreage declined by 23% between 2007 and 2013.

Farmland Acreage by Type of Production, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Berries	5,591	6,613	5,893	6,202	7,398	7,315	6,831	22.2%
Apple, Wine, & Misc. Fruit	3,194	3,238	3,181	3,116	3,119	2,997	3,076	-3.7%
Vegetables	8,061	7,198	7,431	7,942	7,256	6,904	7,161	-11.2%
Nursery Crops	1,147	1,116	1,246	1,123	1,306	1,159	1,176	2.5%
Wild Hay	60	54	54	54	50	NA	NA	-
Pasture Land	5,586	5,191	5,191	5,191	5,195	NA	NA	-
Timber (million board feet) ¹	9,414	12,715	8,404	13,359	7,731	6,559	7,828	-16.8%
Santa Cruz County Total Farmland Acres	23,639	23,410	22,996	23,628	24,324	18,375	18,244	-22.8%

Source: Santa Cruz County Office of the Agricultural Commissioner. (2014). *Santa Cruz County Crop Report*. Watsonville, CA.

¹Timber is not included in total farmland acres because timber is measured in million board feet, which is not comparable.

ORGANIC FARMING

There were 87 certified organic producers with sales exceeding \$5,000 in Santa Cruz County in 2012, an increase of 61% from 54 organic producers in 2006. There were 29 certified organic producers with sales less than \$5,000 in 2011. Land dedicated to organic farming has fluctuated over the last years with 2012 experiencing a growth of 46% since 2006.

Number of Certified Organic Producers (Annual Sales More Than \$5,000), By County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Monterey	66	69	76	74	80	79	80	21.2%
San Benito	29	41	43	40	45	54	56	93.1%
San Luis Obispo	44	49	53	50	52	59	70	59.1%
Santa Clara	15	12	11	10	8	17	19	^
Santa Cruz	54	62	63	64	73	75	87	61.1%

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%

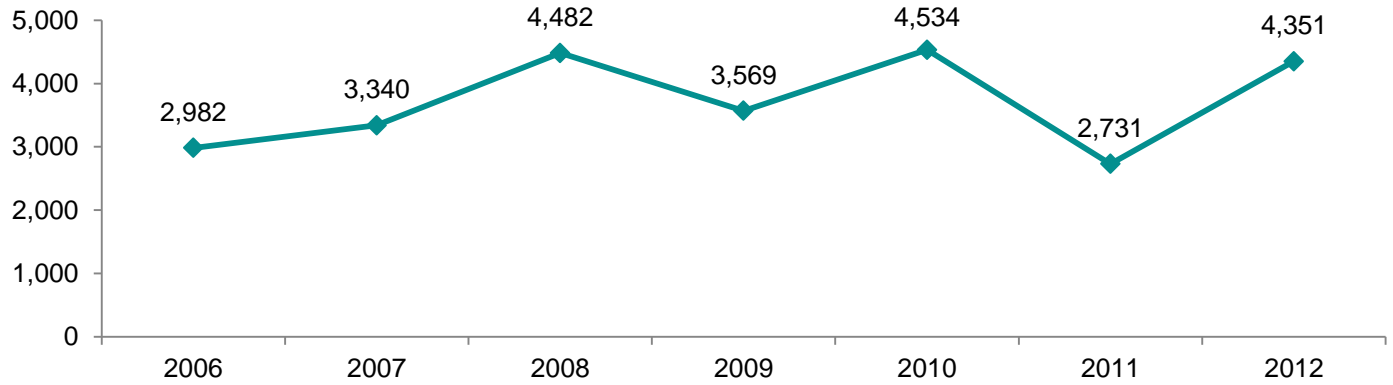
Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2013). *Personal correspondence with program representative.*

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.

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

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

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	2012	06-12% CHANGE
Monterey	\$111,676.0	\$99,120.4	\$129,058.4	\$127,602.2	\$157,699.0	\$150,280.5	\$190,840.5	70.9%
San Benito	\$36,457.9	\$37,118.4	\$41,517.2	\$26,044.3	\$39,276.6	\$50,939.1	\$92,414.9	153.5%
San Luis Obispo	\$4,735.6	\$10,877.6	\$25,804.3	\$20,898.2	\$14,964.5	\$15,914.2	\$12,927.0	173.0%
Santa Clara	\$4,710.9	\$3,822.5	\$3,704.4	\$9,321.4	\$10,298.3	\$18,049.7	\$11,438.2	142.8%
Santa Cruz	\$25,613.6	\$25,988.1	\$43,694.8	\$44,512.5	\$54,065.2	\$65,152.8	\$99,836.7	289.8%

Source: California Department of Food and Agriculture, State Organic Program, Inspection Compliance Branch. (2014). *Personal correspondence with program representative.*

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 6.3 pounds of pesticides used per county resident in 2012.

Pesticide Use, Pounds Applied, By County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Monterey	8,209,012	8,680,918	7,893,327	7,788,548	8,727,883	8,592,403	9,214,278	12.2%
San Mateo	365,491	288,151	306,063	242,279	276,462	284,574	212,415	-41.9%
Santa Clara	1,388,327	931,916	1,173,078	679,712	1,132,356	892,257	899,928	-35.2%
Santa Cruz	1,722,369	1,843,886	1,653,785	1,585,810	1,030,787	1,682,416	1,693,000	-1.7%
California	189,576,939	172,163,465	161,531,155	158,168,838	174,998,605	191,721,767	185,941,355	-1.9%

Source: Department of Pesticide Regulation. (2014). *Annual Pesticide Use Report*. Sacramento, CA.

Note: These data do not include over-the-counter pesticide sales for home and business use.

Pesticide Use Per Acre (In Pounds), Santa Cruz County

	2006	2007	2008	2009	2010	2011	2012	06-12 NET CHANGE
Pounds Per Resident	6.0	6.4	5.8	5.9	3.8	6.1	6.3	0.3
Pounds Per Acre	6.0	6.5	5.8	5.6	3.6	5.8	5.9	-0.1

Source: Department of Pesticide Regulation. (2013). *2006-2012 Annual pesticide use report*.

California Department of Finance. (2013). *Race/ethnic population with age and sex detail, Santa Cruz County, 2006-2012*.

U.S. Department of Commerce. (2013). U.S. Census Bureau, State and County QuickFacts.

Pesticide Use, Number of Applications, by County

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Monterey	338,886	365,692	355,795	353,590	380,966	375,385	418,071	23.4%
San Mateo	9,257	12,370	13,206	10,301	8,694	7,366	6,889	-25.6%
San Benito	34,419	34,105	33,317	28,826	31,961	29,032	37,204	8.1%
Santa Clara	26,233	25,510	24,182	18,794	27,104	29,303	30,131	14.9%
Santa Cruz	27,071	27,389	24,889	24,645	21,244	27,836	26,641	-1.6%
California	2,290,770	2,196,316	2,082,071	2,006,581	2,329,458	2,472,672	2,590,562	13.1%

Source: Department of Pesticide Regulation. (2013). *Annual Pesticide Use Report*. Sacramento, CA.

Note: These 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 lagoons and creeks.

In determining the safety of creeks and lagoons in Santa Cruz County, tests are routinely performed across Santa Cruz County to measure E. coli and total coliform levels. The results are processed and then separated into three categories "acceptable", "caution," and "avoid body contact with water." Of the approximately 44 testing locations throughout the county, eight locations fell within the "avoid body contact with water" category due to high E. coli levels, while 11 fell within the same category due to high numbers of total coliforms.

Santa Cruz County Creeks and Lagoons that Exceeded State and County Body Contact Standards for E. coli¹ Levels

LOCATION	SAMPLE DATE
Schwan Lagoon @ Mouth	9/29/14
Soquel Creek @ Flume Outlet	9/29/14
Neary Lagoon @ Bay	9/15/14
Two Bar Creek @ San Lorenzo	9/4/14
Porter Gulch @ New Brighton	9/29/14
San Lorenzo River @ Two Bar Creek	9/4/14
Carbonera Creek @ Branciforte Creek	9/8/14
San Lorenzo River @ Trestle	9/30/14

Source: Santa Cruz County Water Quality Reports. (October, 2014). <http://gis.co.santa-cruz.ca.us/publicWaterQuality/>.

¹Please see Appendix II for definition of "E.coli."

Santa Cruz County Creeks and Lagoons that Exceeded State and County Body Contact Standards for Total Coliform¹ Levels

LOCATION	SAMPLE DATE
San Lorenzo River @ Laurel St.	9/30/14
Branciforte Creek @ San Lorenzo River	9/8/14
Pajaro River @ Mouth	9/9/14
Schwan Lagoon @ Mouth	9/29/14
San Lorenzo River @ Trestle	9/30/14
Corcoran Lake @ Mouth	9/15/14
Woodrow Creek @ Mouth	9/15/14
Scott Creek @ Mouth	9/23/14
Waddell Creek @ Mouth	9/23/14
Two Bar Creek @ San Lorenzo River	9/4/14
Soquel Creek @ Flume	9/29/14

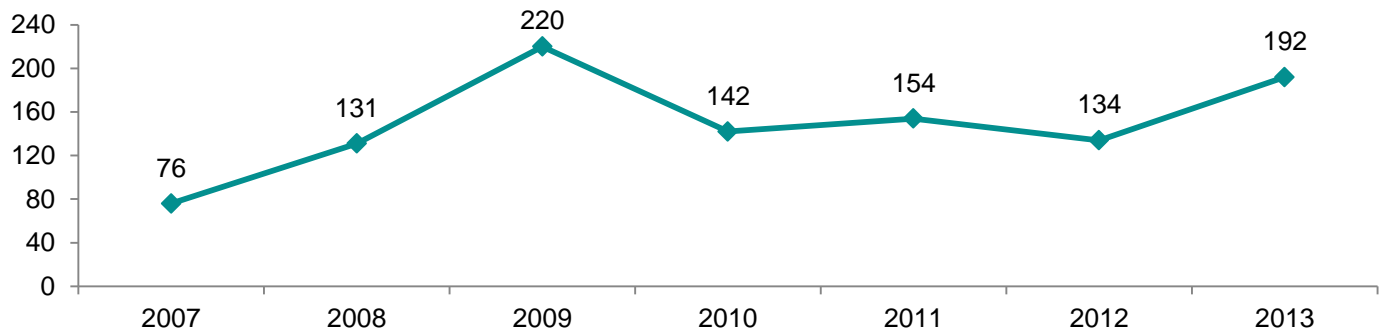
Source: Santa Cruz County Water Quality Reports. (October, 2014). <http://gis.co.santa-cruz.ca.us/publicWaterQuality/>

¹Please see Appendix II for definition of "Total Coliform."

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 2007 to 2013, for a total of 192 advisories in 2013. Santa Cruz County’s most popular beaches, Capitola and Cowell Beach received the highest number of swim advisories in 2013. Santa Cruz County did not have any beach closures in 2013, marking the sixth consecutive year without closures.

Swim Advisories', Number of Days, Santa Cruz County



Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2013). *Personal correspondence with program representative.*

Note: Advisories to not make contact with beach water are due to elevated bacterial levels.

Swim Advisories and Beach Closures, Number of Days, by Location

	2007 ADVISORIES	2008 ADVISORIES	2009 ADVISORIES	2010 ADVISORIES	2011 ADVISORIES	2012 ADVISORIES	2013 ADVISORIES
Capitola Beach	12	10	33	9	2	12	12
Corcoran Beach	0	0	0	0	0	0	0
Cowell Beach	31	67	172	132	117	120	180
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	2	0	0	0	1	0
Rio del Mar Beach	4	7	0	0	2	0	0
Santa Cruz Main	22	44	15	1	31	1	0
Seabright Beach	0	1	0	0	0	0	0
Seacliff Beach	7	0	0	0	2	0	0
Twin Lakes Beach	0	0	0	0	0	0	0
Santa Cruz County Total Advisories	76	131	220	142	154	134	192
Santa Cruz County Total Closures	3	0	0	0	0	0	0

Source: Santa Cruz County Environmental Health Services, Water Resources Division. (2013). *Personal correspondence with program representative.*

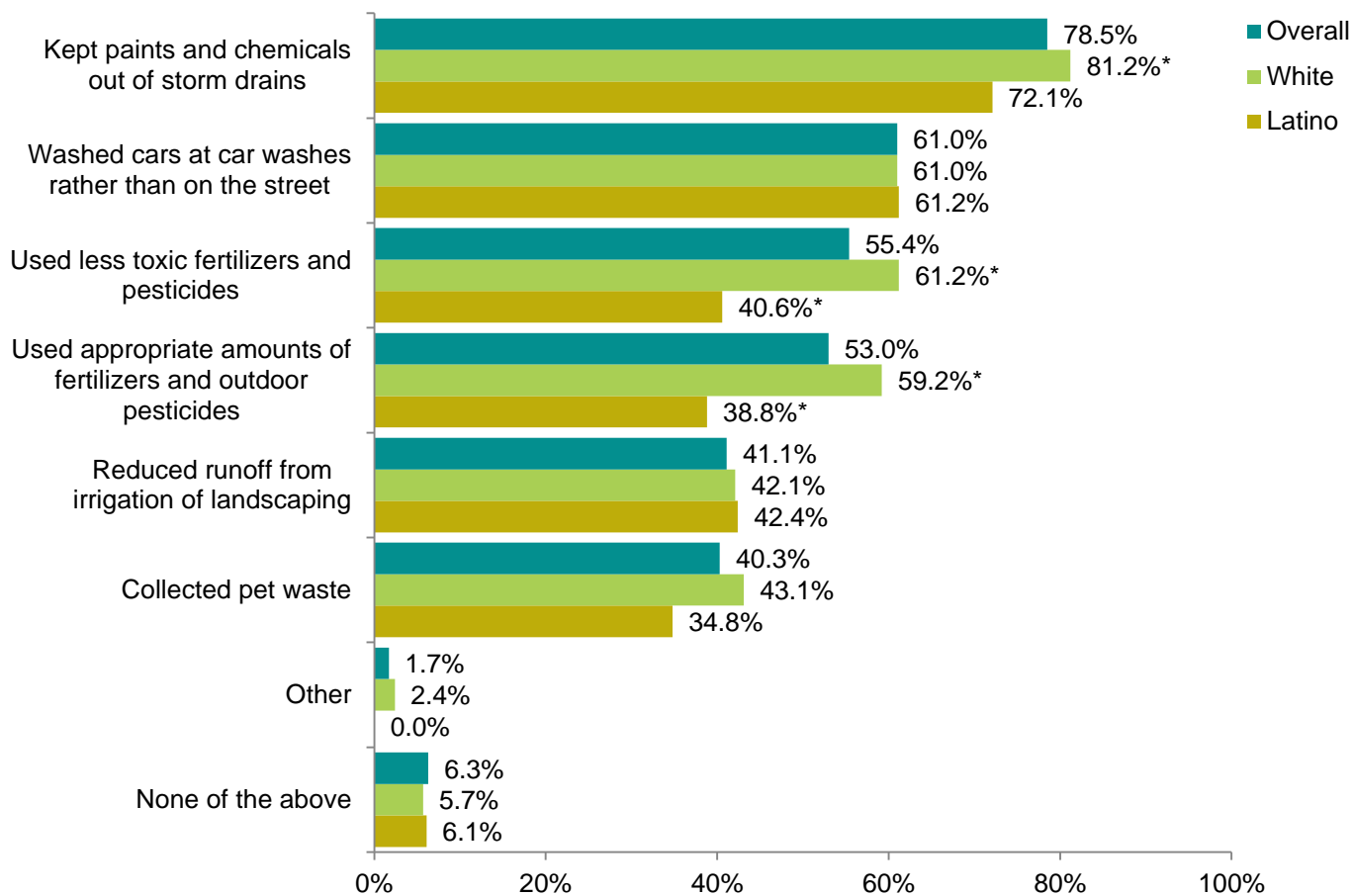
Note: Four waterflow deltas (San Lorenzo Rivermouth, Schwan Lagoon, Soquel Creek, and Aptos Creek) have permanent postings, and Neary Lagoon has a seasonal posting during winter.

Note: Closures are water contact prohibitions due to sewage spills.

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.

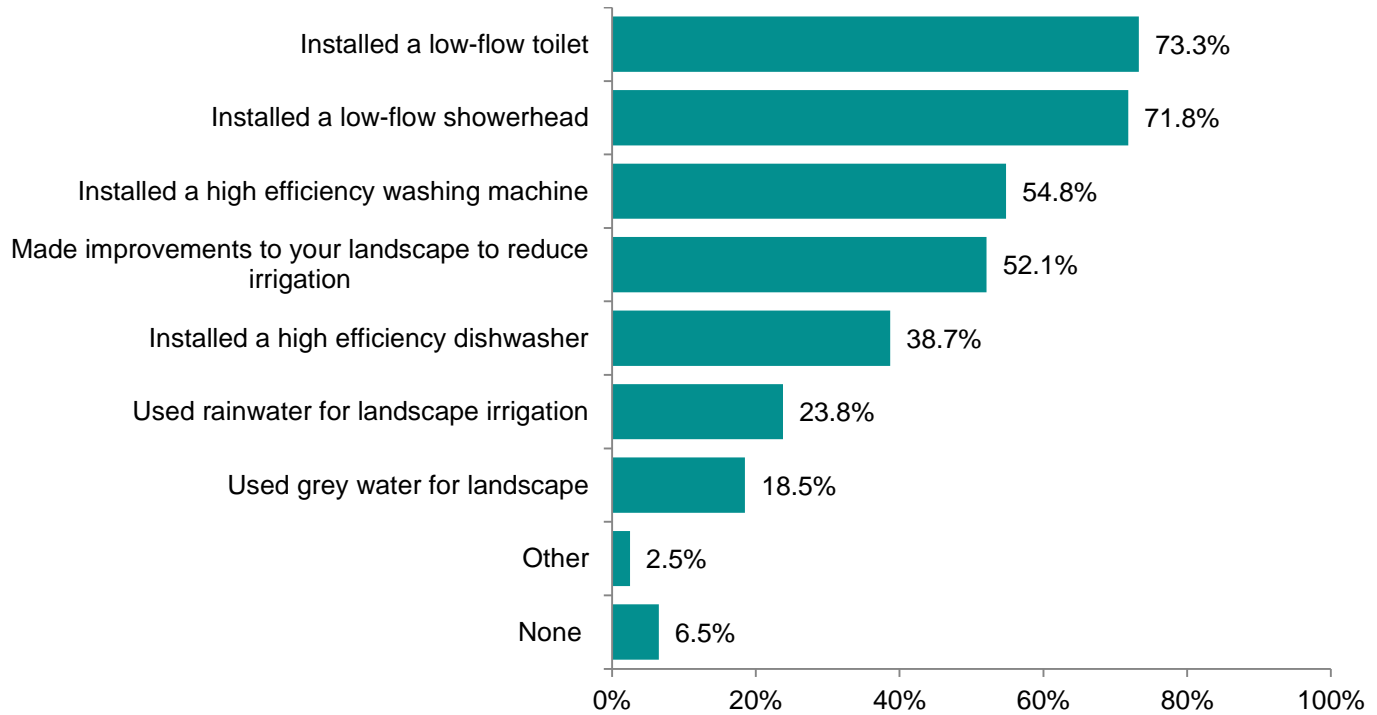
Note: Survey question was modified in 2013 and is therefore not comparable to previous years.

*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% reported installing a low-flow showerhead.

☎ Are you taking any of the following steps to reduce your household water consumption? – 2013

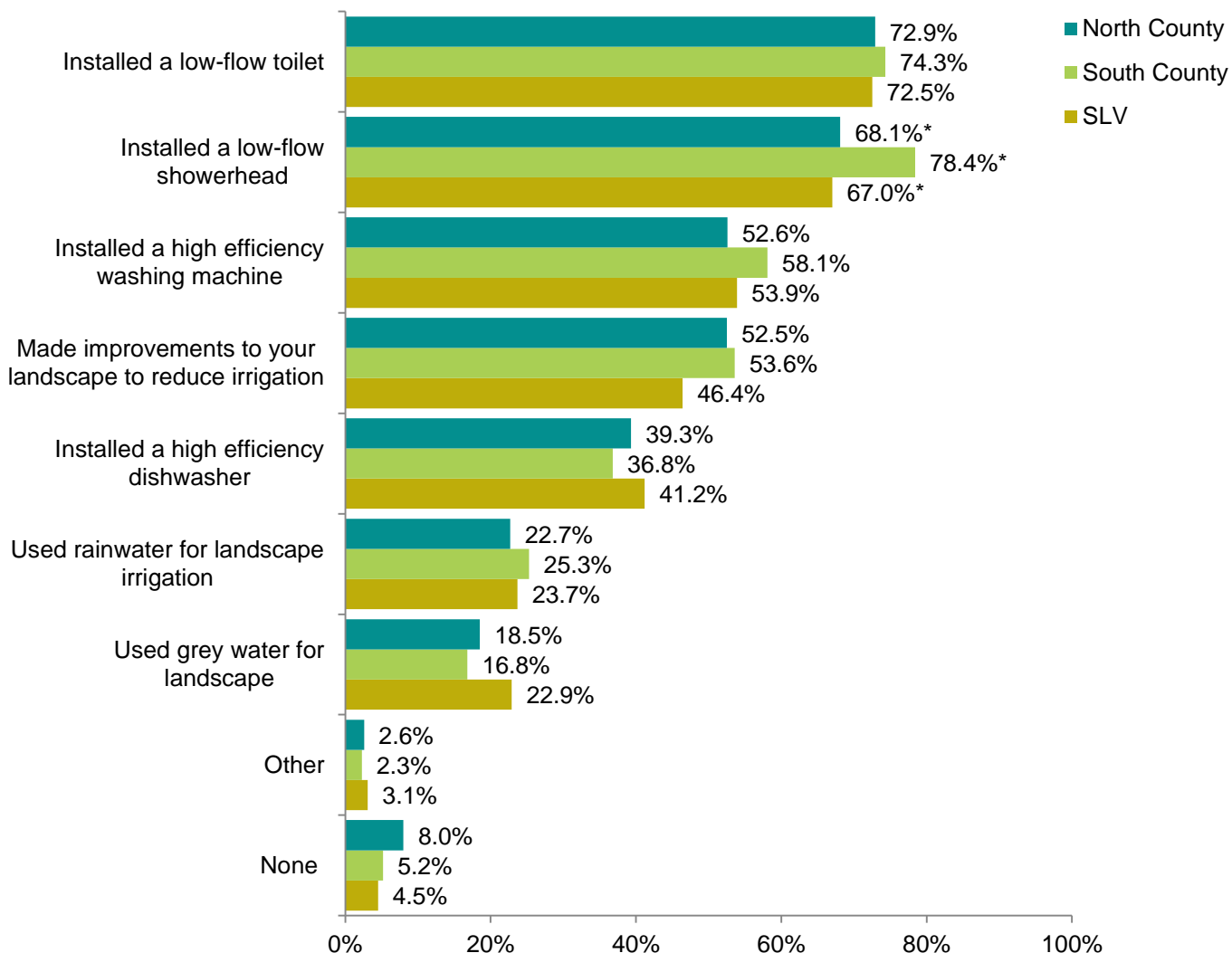


Overall n: 697 respondents offering 2,406 responses.

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 Region – 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 474 gallons per service connection in 2013, and San Lorenzo Valley used the least at 227 gallons per connection. Over the last seven years, Scotts Valley reported the greatest decrease in water usage (34%), followed by Soquel Creek (20%).

When looking at the number of residential service connections in the county by water district, there was an increase from 65,212 in 2007 to 66,316 connections in 2013. San Lorenzo Valley experienced the largest increase (23%) in the number of service connections between 2007 and 2013, while Watsonville saw a decrease of 5% in connections.

Daily Water Usage per Connection in Gallons, by Water District

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Central (Rural Aptos) ¹	466	500	441	450	436	494	474	1.7%
San Lorenzo Valley	225	252	233	218	213	227	227	0.9%
Santa Cruz ²	368	371	324	323	308	328	341	-7.3%
Scotts Valley	369	355	321	297	333	276	243	-34.1%
Soquel Creek	276	266	235	218	225	235	221	-19.9%
Watsonville	422	414	388	368	414	378	431	2.1%
Santa Cruz County Total	2,126	2,158	1,942	1,874	1,929	1,938	1,937	-8.9%

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. SLV did not provide data for 2013 so we applied the previous year's total.

¹The 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Central (Rural Aptos) ¹	726	785	784	787	812	812	814	12.1%
San Lorenzo Valley	5,998	7,322 ²	7,305	7,308	7,315	7,345	7,345	22.5%
Santa Cruz	24,305	24,228 ³	24,310	24,351	24,347	24,425	24,429	0.5%
Scotts Valley	3,580	3,582	3,582	3,592	3,565	3,903	3,335 ⁵	-6.8%
Soquel Creek	15,115	15,302	15,363	15,417	15,483	15,562	15,674	3.7%
Watsonville	15,488	15,795	15,979	15,595	14,564	14,617	14,719	-5.0%
Santa Cruz County Total⁴	65,212	67,014	67,323	67,050	66,116	66,664	66,316	1.7%

Source: Santa Cruz County Planning Department. (2014). *Central, San Lorenzo Valley, Soquel Creek, Santa Cruz, Scotts Valley, and Watsonville Water Districts*. Santa Cruz County, CA.

Note: Data for unincorporated areas are not available. SLV did not provide data for 2013 so we applied the previous year's total.

¹The 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.

⁵For Scotts Valley Water District, prior years included the total of service connections, which included non-residential connections.

AIR QUALITY

The Monterey Bay Unified Air Pollution Control District (MBUAPCD) is responsible for ensuring the air quality in Santa Cruz County as well as in neighboring Monterey and San Benito Counties. Residents may report a formal complaint to MBUAPCD if they have a concern about air contaminants in their neighborhood. In 2013, there were 126 air quality related neighborhood complaints in Santa Cruz County, up from 116 in 2007. Over the last seven years, the City of Santa Cruz had the highest number of air quality-related neighborhood complaints, and for the fourth consecutive year, the Ben Lomond/Felton/Boulder Creek area had the second highest number of complaints.

Air Quality Related Neighborhood Complaints by Area

	2007	2008	2009	2010	2011	2012	2013
Aptos	4	6	11	7	8	6	12
Ben Lomond/ Felton/ Boulder Creek	13	3	9	14	33	32	29
Bonny Doon	1	0	1	0	1	1	2
Capitola	4	4	4	5	4	3	3
Davenport	9	7	0	0	0	0	0
Freedom/Corralitos	3	1	2	2	1	0	2
Santa Cruz	66	54	63	61	52	25	40
Scotts Valley	2	2	6	2	2	0	14
Soquel	5	8	5	3	0	1	13
Watsonville	9	12	8	11	20	6	11
Santa Cruz County Total	116	97	109	105	121	74	126

Source: Monterey Bay Unified Air Pollution Control District. (2014). *Unpublished data*. Monterey, CA.

Note: An air-quality neighborhood complaint is a formal complaint concerning emissions of air contaminants such as smoke, dust, or odor.

ROADWAY CONGESTION

Long commutes and increasing traffic can increase stress and affect the health of community members.⁴¹ More than half of all workers in Santa Cruz County (60%) traveled less than 25 minutes to get to work in 2013. However, nearly 9% spent one hour or more commuting.

There were 5.2 million daily vehicle miles traveled in the county in 2012. There were 105 million gallons of gas sold in the county in 2012, as compared to 147 million gallons in Monterey and 697 million gallons in Santa Clara County.

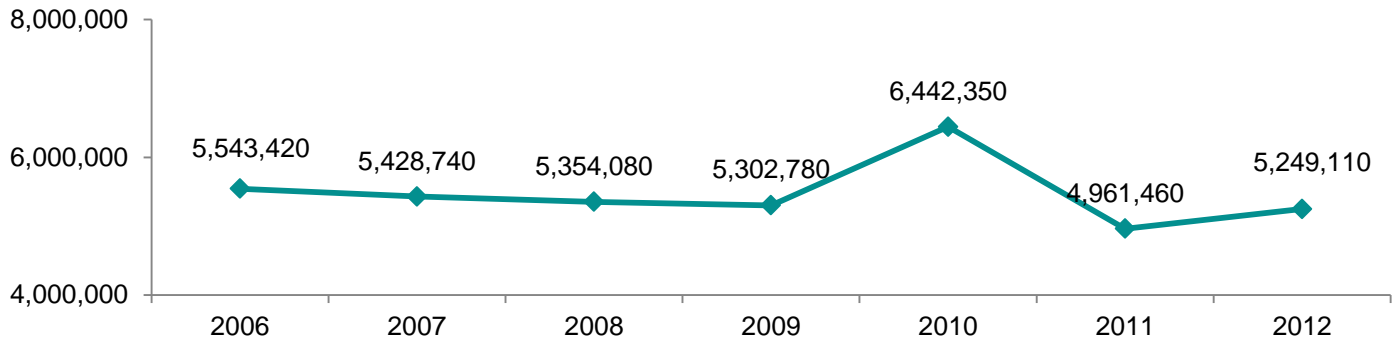
Commute Time to Work¹, Santa Cruz County

	2007	2008	2009	2010	2011	2012	2013	07-13 NET CHANGE
0 - 14 minutes	29.2%	27.7%	32.6%	30.3%	32.0%	27.9%	27.8%	-1.4
15 – 24 minutes	29.0%	29.7%	27.0%	29.8%	28.1%	33.3%	31.9%	2.9
25- 34 minutes	15.5%	17.4%	17.4%	14.8%	15.8%	13.4%	15.4%	-0.1
35 - 59 minutes	16.1%	14.8%	15.4%	16.5%	14.2%	15.8%	16.4%	0.3
60 minutes or more	10.3%	10.5%	7.4%	8.6%	9.8%	9.7%	8.5%	-1.8
Total Respondents	115,890	119,309	109,097	107,590	117,356	121,110	117,783	-

Source: U.S. Census Bureau. (2014). 2007-2013 American Community Survey, Travel Time to Work.

¹Of workers 16 and older who do not work at home.

Daily Vehicle Miles Traveled¹, Santa Cruz County



Source: California Department of Transportation. (2013). California Public Road Data. Sacramento, CA.

¹Of workers 16 and older who do not work at home.

Note: Cal Trans calculates Vehicle Miles Traveled (VMT) by multiplying the length of each given road segment by its traffic volume in a day.

⁴¹ Gonzalez, O.I., Novaco, R.W. (2009). Commuting and Well-Being. Technology and Well-Being. Cambridge University Press.

Daily Vehicle Miles Traveled¹

	2006	2007	2008	2009	2010	2011	2012	06-12 % CHANGE
Capitola	146,170	146,170	146,170	146,170	146,170	146,160	135,500	-7.3%
Santa Cruz	588,450	566,070	566,070	566,070	566,070	566,060	589,210	0.1%
Scotts Valley	124,610	124,610	124,610	136,140	136,140	136,140	133,890	7.4%
Watsonville	361,010	360,500	360,500	368,170	368,170	369,910	357,090	-1.1%
County— Unincorporated	1,396,210	1,396,220	1,393,830	1,394,100	1,394,100	1,394,100	1,322,530	-5.3%
State Highways	2,882,050	2,790,240	2,719,320	2,648,750	3,788,310	2,305,710	2,667,510	-7.4%
State Parks & Recreation	10,930	10,930	10,930	10,930	10,930	10,930	10,930	0.0%
University of California	33,860	33,880	32,640	32,450	32,450	32,450	32,450	-4.2%
Santa Cruz County Total ²	5,543,290	5,428,620	5,354,070	5,302,780	6,442,350	4,961,460	5,249,110	-5.3%

Source: California Department of Transportation. (2013). *California Public Road Data*. Sacramento, CA.

¹Of workers 16 and older who do not work at home.

Note: Total includes U.S. Fish and Wildlife Service.

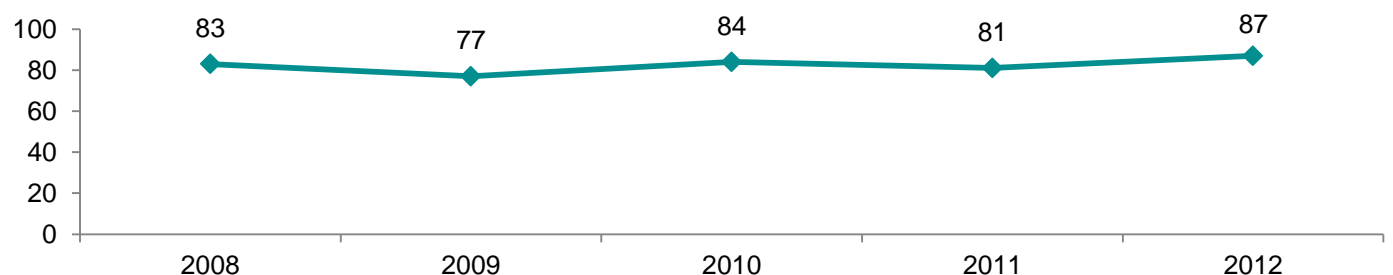
Daily Vehicle Miles Traveled, Local County Comparison

	2006	2007	2008	2009	2010	2011	2012	06-12% CHANGE
Monterey	9,913,340	10,008,840	9,778,090	9,984,640	10,241,360	10,199,300	10,156,280	2.5%
San Benito	1,483,230	1,394,030	1,387,040	1,375,760	1,839,140	1,346,150	1,404,770	-5.3%
San Mateo	18,269,140	18,343,970	17,820,530	17,632,700	17,400,430	19,342,190	19,342,190	5.9%
Santa Clara	42,180,970	41,859,820	41,160,710	40,695,560	39,402,370	41,250,490	41,478,310	-1.7%
Santa Cruz	5,543,420	5,428,740	5,354,080	5,302,780	6,442,350	4,961,460	5,249,110	-5.3%
Per Capita Miles Travelled Santa Cruz County	45.6	43.8	42.2	45.7	56.3	41.0	40.1	-9.0%

Source: California Department of Transportation. (2013). *California Public Road Data*. Sacramento, CA.

U.S. Census Bureau. (2014). Table B08303: Travel time to work. *American Community Survey, 2006-2012 1-year estimates*.

Retail Fuel Stations, Santa Cruz County



Source: California Energy Commission. (2014). *Retail fuel stations: Survey responses and estimated totals by county*. Sacramento, CA.

Note: 2012 data are not directly comparable to other years since an improved methodology is used, but is within 5% compared to the previous methodology.

Retail Gasoline Sales (Millions of Gallons), Local County Comparison

	2008	2009	2010	2011	2012	08-12 % CHANGE
Monterey	161	154	152	155	147	-8.7%
San Benito	15	16	18	16	20	^
San Mateo	307	317	275	310	306	-0.3%
Santa Clara	728	669	621	691	697	-4.3%
Santa Cruz	101	100	103	106	105	4.0%

Source: California Energy Commission. (2014). *Retail fuel stations: Survey responses and estimated totals by county*. Sacramento, CA.

Note: 2012 data are not directly comparable to other years since an improved methodology is used, but is within 5% compared to the previous methodology.

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

Retail Diesel Sales (Millions of Gallons), Local County Comparison

	2008	2009	2010	2011	2012	08-12 % CHANGE
Monterey	26	25	23	26	30	15.4%
San Mateo	12	11	12	10	10	^
Santa Clara	31	27	26	28	32	3.2%
Santa Cruz	6	5	5	6	5	^

Source: California Energy Commission. (2013). *2008-2011 Retail Diesel Sales by County*.

Note: Data for San Benito County are not presented as they are included within "Other Counties." The total for "Other Counties" is equal to or less than 3 million gallons between the five counties included in that group.

Note: Non-retail diesel sales, which comprise approximately 56% of all diesel sales, are not reported in this table.

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

ALTERNATIVE TRANSPORTATION

The number of trips taken by bus in the county has decreased by 4% from 5.7 million trips in 2007 to around 5.5 million trips in 2013. The biggest increase in bus trips occurred with the Highway 17 Express Bus, while Santa Cruz Metropolitan Transit District saw a decrease of over 6% over that same period. The number of trips taken using the Highway 17 Express Bus increased by 42%, from 249,844 trips in 2007 to 354,058 trips in 2013.

The number of bikeway miles in the county has increased by 9% from 199 bikeway miles in 2007 to 217 bikeway miles in 2013.

When looking at how people 16 years and older commuted to work between 2007 and 2013, there were increases in the number of people who drove alone (5%), who worked at home (13%), and walked (1%), but decreases in the number of people who took public transportation (53%), and people that carpooled (27%).

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 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	07-13 % CHANGE
Santa Cruz Metropolitan Transit District (SCMTD)	5,360,699	5,522,943	5,708,338	5,449,056	5,446,104	5,034,169	5,015,612	-6.4%
Hwy 17 Express Bus	249,844	270,044	318,582	301,104	330,340	339,048	354,058	41.7%
Paracruz (Paratransit)	84,610	87,713	93,279	94,074	94,510	92,325	90,492	7.0%
Total Ridership¹	5,695,153	5,880,700	6,120,199	5,844,234	5,870,954	5,465,542	5,460,162	-4.1%

Source: Santa Cruz Metropolitan Transit District. (2014). *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.

Bikeway Miles

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola	10.8	14.6	14.6	14.6	14.6	14.6	14.6	^
Santa Cruz	54.6	56.8	57.3	57.7	57.7	57.7	57.7	5.7%
Scotts Valley	11.8	13.1	14.7	16.5	16.5	16.5	16.5	^
Watsonville	24.0	27.2	27.2	27.2	27.5	27.5	27.5	14.6%
Unincorporated	95.3	95.9	95.9	95.9	95.9	96.4	97.2	2.0%
UCSC	2.3	2.8	3.4	3.4	3.7	3.7	3.7	^
Santa Cruz County Total	198.7	210.2	213.0	215.2	215.8	216.4	217.2	9.3%

Source: Santa Cruz County Regional Transportation Commission. (2014). *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 directional 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

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Car, Truck, or Van – Drove Alone	85,336	90,870	84,900	80,999	90,388	91,660	89,608	5.0%
Car, Truck, or Van – Carpooled	16,120	13,368	11,670	11,659	12,235	12,299	11,747	-27.1%
Public Transportation (Excluding Taxicab)	5,272	3,174	3,532	3,245	3,739	3,535	2,488	-52.8%
Walked	5,025	5,956	4,993	5,658	4,625	5,991	5,070	0.9%
Worked at Home	8,045	7,501	6,964	6,783	8,499	9,664	9,080	12.9%
Other Means ¹	4,137	5,941	4,002	6,029	6,369	7,625	8,870	114.4%
Workers 16 Years & Over	123,935	126,810	116,061	114,373	125,855	130,774	126,863	2.4%
Mean Travel Time to Work (in Minutes)	26.9	26.6	25.2	25.3	25.4	25.7	25.7	-

Source: U.S. Census Bureau. (2014). *American Community Survey, 1-Year Estimates, Selected Economic Characteristics, Table DP03, 2007-2013.*

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?

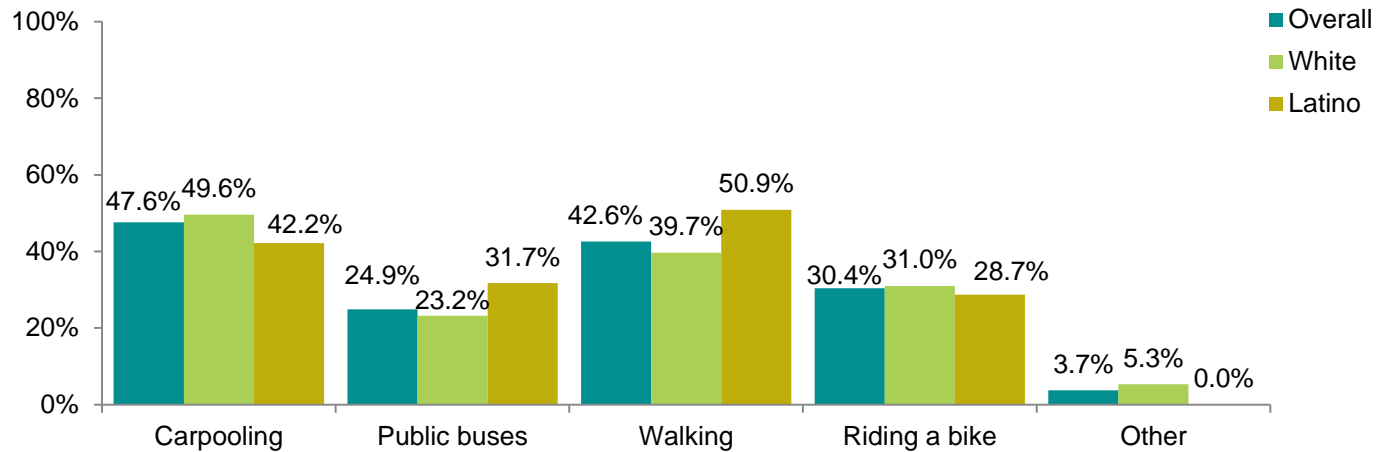
	2011	2013
Never	37.1%	41.6%
White	41.5%	42.5%
Latino	25.7%	36.3%
Every day	13.3%	13.6%
White	11.6%	13.0%
Latino	17.4%	15.6%
At least once a week, but not every day	23.0%	22.0%
White	20.4%	20.9%*
Latino	33.0%	28.6%*
A couple times a month	16.3%	14.1%
White	15.0%	13.5%
Latino	20.3%	14.9%
A couple times 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 every day in 2013.

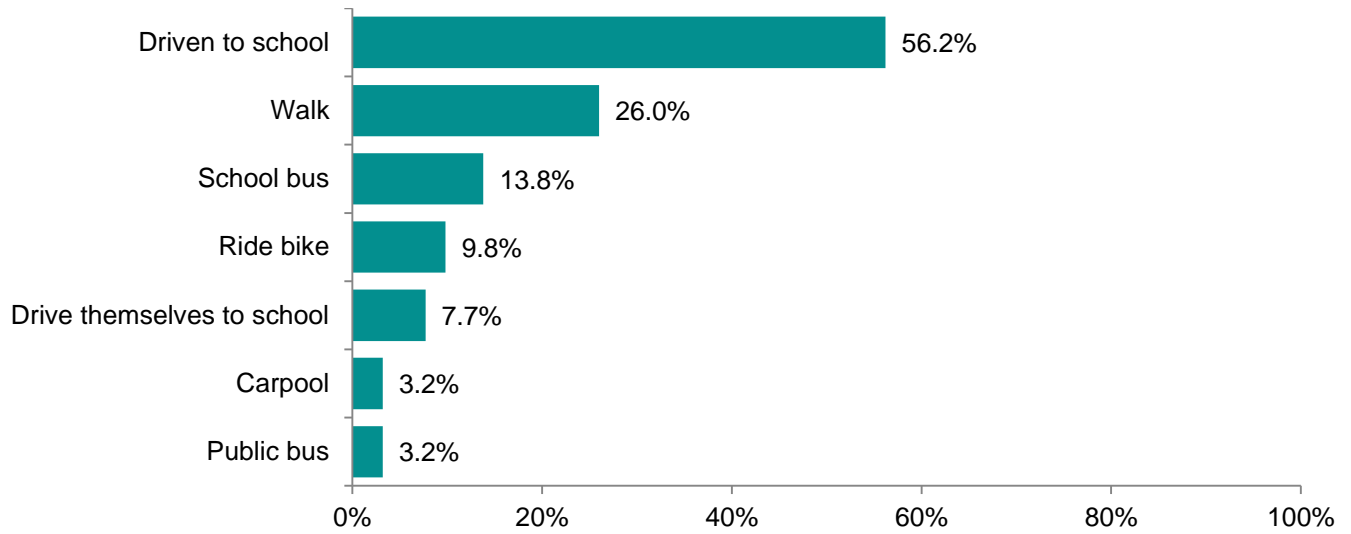
📞 What types of alternative forms of transportation do you use? – 2013



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*.

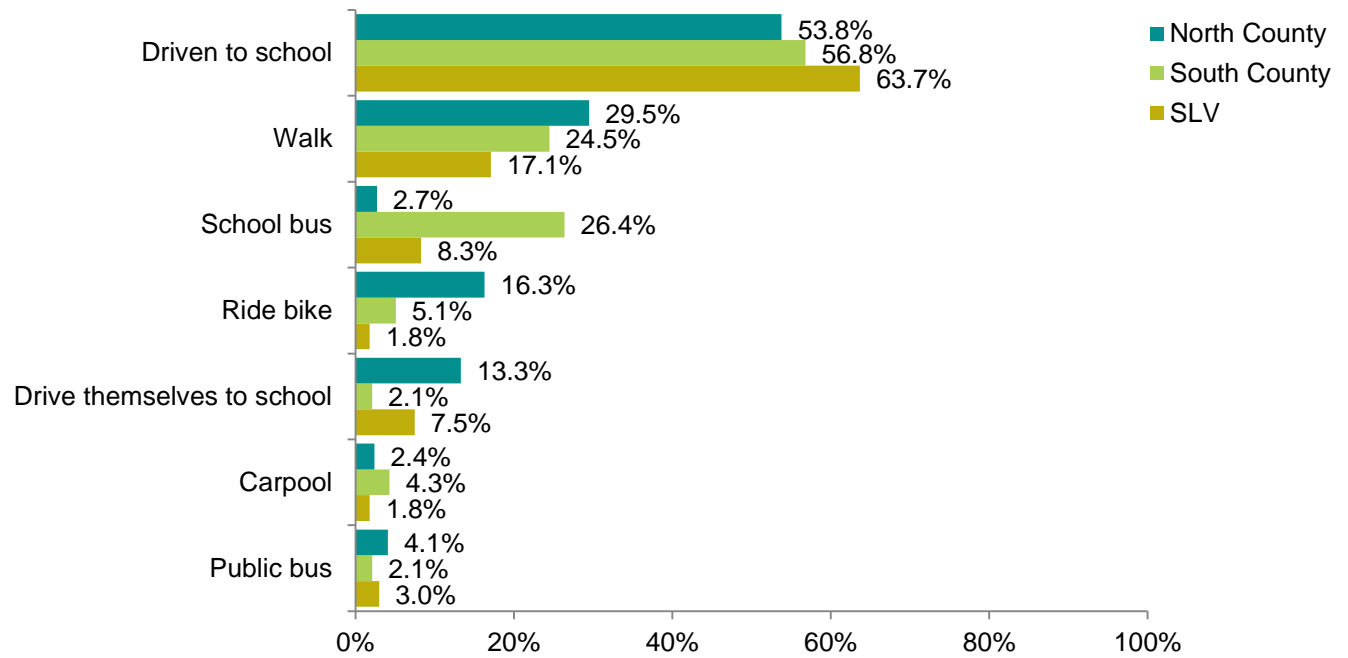
📞 How does your child (children) usually get to school? – 2013



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

Waste diversion directs garbage away from landfills and incinerators through recycle, reuse, and composting programs. Over the past 6 years, all regions in Santa Cruz County had lower waste diversion rates resulting in less garbage being diverted to recycling, reuse, and composting programs. The City of Santa Cruz saw the biggest decrease in their waste diversion rate from 5.3 pounds per person per day in 2007 to 4.1 in 2012.

Total Annual Tons of Waste Disposal

	2007	2008	2009	2010	2011	2012	2013	07-13 % CHANGE
Capitola	8,397	7,900	7,701	8,083	8,049	7,881	7,790	-7.2
Santa Cruz	55,926	53,538	54,325	47,129	49,702	46,379	49,671	-11.2
Scotts Valley	8,003	5,138	6,980	7,966	8,127	7,846	8,435	5.4
Watsonville	40,114	32,754	33,566	37,287	35,720	33,623	34,490	-14.0
Unincorporated Areas	94,531	86,974	65,769	69,076	63,286	67,850	61,428	-35.0
Santa Cruz County Total	206,972	186,304	168,342	169,540	164,883	163,579	161,814	-21.8

Source: California Integrated Waste Management Board. (2014). *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	2012
Capitola	4.6	4.3	4.2	4.5	4.3	4.3
Santa Cruz	5.3	5.1	5.0	4.3	4.5	4.1
Scotts Valley	3.8	2.4	3.3	3.8	3.8	2.8
Watsonville	4.2	3.5	3.5	4.0	3.8	3.7
Unincorporated Areas	3.2	2.6	2.7	2.9	2.7	3.6

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2014). *Jurisdiction diversion/disposal rate summary, 2007-2012, by jurisdiction*.

Residential Waste Diversion Rate (Pounds Per Person Per Day), by Region

	2007	2008	2009	2010	2011	2012
Capitola	4.6	4.3	4.2	4.5	4.3	4.3
Santa Cruz	5.3	5.1	5.0	4.3	4.5	4.1
Scotts Valley	3.8	2.4	3.3	3.8	3.8	3.7
Watsonville	4.2	3.5	3.5	4.0	3.8	3.6
Unincorporated Areas	3.2	2.6	2.7	2.9	2.7	2.8

Source: California Department of Resources Recycling and Recovery (CalRecycle). (2014). *Countywide, Regionwide and Statewide Jurisdiction Diversion/ Disposal Progress Report*. Sacramento, CA.



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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 the original list of 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 over 700 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 2013 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 2013 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 2013 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 2013 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 2013 data was performed using proportion Z testing to determine whether differences observed within the 2013 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 (pre-existing) data were collected from a variety of sources, including but not limited to, the U.S. Census Bureau; federal, state, and local government agencies; health care institutions; and computerized sources through online databases and the Internet. Whenever possible, multiple years of data were collected to present trends. State level data were also collected for comparison to local data.

California Health Interview Survey (CHIS)

The CHIS is the largest health survey of its kind in the nation as well as the largest telephone survey in California. The survey is conducted every other year starting in 2003. The data are released two years after the surveys are completed. 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 American Community Survey (ACS) is an ongoing survey that provides data every year giving communities the current information they need to plan investments and services. It uses a series of monthly samples to produce annually updated data for small areas (census tracts and block groups) formerly surveyed via the decennial census long-form sample. For more information: http://www.census.gov/acs/www/methodology/methodology_main/.

Data Proofing

Data in the report underwent extensive proofing to ensure accuracy. The data proofing protocol is a multi-step process that thoroughly checks text, numbers, and formatting in the narrative, tables, and charts. The process requires each piece of data to be proofed at least three times using an adapted Responsibility Assignment Matrix.

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.

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.

COHORT: is the group of students that could potentially graduate during a four-year time period (grade 9 through grade 12). This cohort is then “adjusted” by adding students who transfer in to the cohort and subtracting the students who transferred to another school that offers a high school diploma, emigrated to another county, or died during the years covered by the cohort rate. Students who drop out during the four-year period remain in the adjusted cohort, as well as students who complete 12th grade and exit the educational system without graduating. Students who take longer than four years to graduate or remain enrolled after four years are also included as part of the cohort.

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 INCAPACITY: [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 ABUSE: [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.

EXPLOITATION: [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 NEGLECT: [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 ABUSE: [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.

SEVERE NEGLECT: [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 ABUSE: [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.

TOTAL COLIFORM: are a commonly used bacterial indicator of sanitary quality of water. Coliforms are easy to culture and their presence is atypically indicative that other pathogenic organisms may be present.

LAND TRUST: local organization working with private parties and public agencies to permanently protect land through purchase and/or donation.

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.

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 1996–2013

Year 19, 2013

Faris Sabbah, MD, *Pajaro Valley Unified School District Region XI Migrant Education Program*

Tom Helman, *Community Action Board*

Ryan Coonerty, *NextSpace*

Jeremy Neuner, *NextSpace*

Mark Donnelly, *Starlight Elementary School*

Jim Marshall, *Children's Alley Preschool*

Elisa Breton, MD, *Santa Cruz Women's Health Center*

Maria Mead, MD, *Santa Cruz Women's Health Center*

Kristina Muten, MD, *Santa Cruz Women's Health Center*

Wendy Sickles, MD, *Santa Cruz Women's Health Center*

Sandra Wallace, *For Kids Monterey Bay*

Casey Schirmer, MD, *Palo Alto Medical Foundation Pediatric Weight Management Program*

Fernando Giraldo, *County of Santa Cruz Probation Department*

Lori Butterworth, *Santa Cruz and Watsonville Youth City Councils*

Jonathan Fry, *Santa Cruz and Watsonville Youth City Councils*

Will O'Sullivan, *Santa Cruz Community Counseling Center Recovery Services*

John Dietz, *180/180 Campaign*

Jane Schwickerath, *Diversity Center 60+ Senior Program*

Saskia Lucas, *Santa Cruz Open Streets*

Tracey Marquart, *Community Life Services*

Nancy Macy, *The Valley Women's Club of the San Lorenzo Valley*

Lynn McKibbin, *The Valley Women's Club of the San Lorenzo Valley*

Talitha Stills, *The Valley Women's Club of the San Lorenzo Valley*

Nesh Dhillon, *Santa Cruz Community Farmers' Markets*

Ross Clark, *The Greenwharf Project*

Michael Issacson, *The Greenwharf Project*

John Vesecky, *The Greenwharf Project*

Tiffany Wise-West, *The Greenwharf Project*

Chris Johnson-Lyons, *Lifetime Achievement Award Winner*

Year 18, 2012

Ron Slack, *Good Times*

Maura Noel, *Amgen Tour*

Mathilde Rand, *Community Volunteer*

Michael Paynter, *Santa Cruz County Office of Education*

Sandy Davie, *Santa Cruz Toddler Care Center*

Curt Simmons, *Plaza Lane Optometry*

Alicia Fernandez, *Baby Gateway*

Angie Gileta, *Baby Gateway*

Xochitl Zaragoza, *Baby Gateway*

Lili Beggs, *Sutter Maternity Lactation Department*

Francisco Alfaro, *Santa Cruz County Football Club Revolution*

Chris Wentzien, *Santa Cruz County Football Club Revolution*

Joe Hernandez, *City of Santa Cruz Police Department*

Josephine Salgado, *Women's Crisis Support/Defensa de Mujeres*

Jean Graham, *Santa Cruz County Homeless Persons Health Project*

Doug Keegan, *Santa Cruz County Immigration Project, Community Action Board*

Elizabeth Walch, *Friends of the Library Scotts Valley*

Susie Christensen, *Friends of the Library Scotts Valley*

Peter McLean, *Friends of the Library Scotts Valley*

Bob Geyer, *City of Watsonville Public Works and Utilities*

Ana Rasmussen, *Mesa Verde Gardens*

Bruce Daniels, *UCSC Ph.D. Student, Hydroclimatology*

Fr. Andrew Beck and Terry Beck, *Lifetime Achievement Award Winner*

Year 17, 2011

Irene Freiberg, *First 5 SEEDS of Early Literacy Master Coach*

Araceli Castillo, *Salud Para La Gente*

Leslie Conner, *Santa Cruz Women's Health Center*

Danny Keith, *Second Harvest Food Bank*

Monica DaCosta, *Unity Temple of Santa Cruz*

Garrett Neier, *The Museum of Art & History @ the McPherson*

Sergeant Michael Harms, *Santa Cruz City Police Department*

Vicki Assegued, *Santa Cruz County Probation Department*

Carmen Arriaga-Kumasaka, *Catholic Charities*

Elizabeth Schilling, *Live Oak Family Resource Center*

Adrian Lemke, *Community Volunteer*

Michelle Whiting, *Santa Cruz Bible Church*

Triple P Practitioners (Andrew Castro, Chris O'Halloran,

Donica Ericsson, Celia Organista), *First 5 Positive Parenting Program*

Betsy Clark, *Santa Cruz Community Counseling Center – Community Support Services*

Steve Pleich, *Save Our Shores*

John Ricker, *County of Santa Cruz Health Agency*

Lloyd Williams, *Land Trust of Santa Cruz County*

Kathy Howard, *Lifetime Achievement Award Winner*

Year 16, 2010

Michael Paul, *Santa Cruz Goodwill Industries*

Cynthia Wells, *Santa Cruz Community Counseling Center*

Cork Cherk, *WPENS Teacher*

Jeanne Carrier, *WPENS Teacher*

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 Dunniway, *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 Corneliusen, 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*

2014

santa cruz county *year*

COMMUNITY ASSESSMENT PROJECT

comprehensive report

community assessment project products

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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.

